

# 1/4 report



## Letter from the Director

Welcome to 2013! We have hit the ground running and are feeling very energized about the year ahead. 2012 was a great year, and regardless of the challenges within our city, hotel business was up. We are in the process of completing our annual report, which will detail our efforts in the marketing and promotion of Stockton, including our successful year in the sports segment.

The next couple of months will be busy for our team as we launch our Certified Tourism Ambassador Program, host our Annual Tourism Luncheon and prepare for our move to our new location downtown.

We want to personally thank our supportive and passionate board of directors and all of our hotel partners and their staff. Our team could not do what we do without your support, guidance and partnership.

If there is anything we can do for you this year, please do not hesitate to ask. We look forward to seeing you soon!



*Wes Rhea*  
Wes Rhea  
Executive Director

## Website Stats 2012 | [celebratestockton.com](http://celebratestockton.com)

**Unique Visitors:** 241,910 – Up 40.03% from 2011  
**Visitors:** 336,228 – Up 46.59% from 2011  
**Page Views:** 922,437 – Up 27.66% from 2011  
**Mobile/Tablet:** 114,791 – Over 34% of total visits

## Sports Calendar

- USSSA Baseball**  
February 16-18, 23 & 24 - Billy Hebert
- CIF Sac-Joaquin Wrestling**  
February 21 & 22
- Grapettes Softball**  
March 2&3 - Arnaiz
- CCAA**  
Baseball - May 9-12 Banner Island
- NCAA WCC Baseball Championship**  
May 23-25 - Banner Island Ballpark

## Tourism Luncheon



The SCVB is excited to announce that the 2013 Tourism Luncheon and Celebrate! Awards will be held on Wednesday, April 3 from 11am-1pm at the Hilton Stockton. Nomination forms have been emailed out and are due Friday, February 8. Tickets are available for \$25 each or \$250 for a table of eight. Call Megan at 209.938.1555 for more information.

## Board of Directors

- George Kaplanis  
President, Hilton Stockton
- Karri Rivard  
Vice President, Hampton Inn & Suites
- John Cammack  
Immediate Past President, Attorney
- Sam Patel  
Red Roof Inn
- Stephen Sherman  
Retired Businessman

- Susan Obert  
Haggin Museum
- Shelly Vang  
Best Western Plus Heritage Inn
- Katie Green  
Marriott Properties
- Ex Officio, Kathy Miller  
Vice Mayor, City of Stockton

## Board of Directors Meetings

February	2.21.13 / 3:30 p.m. @Stockton Hilton
March	3.21.13 / 3:30 p.m. @Stockton Hilton
April	4.18.13 / 3:30 p.m. @Stockton Hilton

**Google AdWords (2012):** 14,340 Clicks; 4,847,852 Impressions  
**Mobile Adwords (2012):** 7,757 Clicks; 1,733,162 Impressions

## 2012 Sports Sponsorship Commitments

USNAKF National Qualifier Karate, California Collegiate Athletic Association Softball, CIF Sac-Joaquin Section Wrestling, CA Baton Council, Stockton United Soccer Club, Stockton Junior Tennis Patrons, American Junior Golf Association, University of the Pacific Cross Country, California Grapettes Softball, University of the Pacific Golf, Future Pro Tour Tournament Trials, Stockton Colts Hockey Club.

## Ads & Publications

VIA Magazine

Nov/Dec2012 – Travel Guide. Circulation: 2.6 million. *Leads received for 2012 via Reader Response: 1614*

Sunset Magazine

December 2012 - Travel Guide – 1/3 page. Circulation: 350,000. *Leads received for 2012 via Reader Response: 1614*

Association News Magazine

Nov & Dec 2012 – ½ page – Circulation: 42,000 state and regional association executives and meeting planners.

CalSAE Newsletter

Banner ad in email newsletter on 12/19 sent to 3,000 CalSAE members. *More in 2013.*

MPI Sac/Sierra

Directory, newsletter and website advertising. *Ongoing thru 2013.*

SGMP Sac

Website Banner Advertising. *Ongoing.*

You will also find us in:

Group Tour Magazine, Brookside Monthly, Spanos Park, Weston Ranch Monthly, Lodi Monthly, the Pacifican and the Central Valley Business Journal

Stockton Sweepstakes and Banner Ad campaign (Madden Media):

*Retargeting Campaign Leads: 602; Email Opt-In: 294*

Hassle Free Holiday - Campaign

*Ads placed in SJ Magazine, SJ Lifestyles, SJ Woman, Herlife, SJ Business Journal and Port O Call. "Special Promotions" webpage visits (from 11/1-12/25): 1487 up 72% from 2011.*

## 2012 Event Sponsorships/Community Event Support

Stockton Asparagus Festival, State of the City, San Joaquin County Fair, Stockton Family 4th of July, KAT Country LAC, United Way Power of One Luncheon, Leadership Stockton, Stockton is Magnificent, St. Joseph's Half Marathon, Scottish Rite Golf Tournament, Downtown Alliance Banner Program, Run and Walk Against Hunger, Stockton Symphony and Stockton Civic Theatre.

## Tradeshows

TEAMS - *October 1-4*

Rejuvenate Marketplace (Religious) - *October 22-24*

CalSAE Seasonal Spectacular - *December 5*

US Sports Congress - *December 9-13*

## Upcoming

MPI Sac/Sierra Region Tradeshow - *March 6*

SGMP Sac Tradeshow - *March 7*

NASC - *April 21-25*

HSMIA Meet West - *May 29-30*

S.P.O.R.T.S. - *September 8-12*

## Contact Us!

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## Stockton Certified Tourism Ambassador Program

Coming this spring! The SCVB is excited to announce the kick-off of our Stockton Certified Tourism Ambassador (CTA) program, which is focused on enhancing our visitors' experiences at all touch points. The first round of CTA sessions went very well. Thank you to all participants! We look forward the first CTA class this spring.

