

2015 California Passenger Rail Summit

April 28 & 29, 2015



Transportation & Tourism

Collaboration is Critical

Stephen Hammond

President & CEO

Sacramento
Convention & Visitors
Bureau

SACR★MENTO
CALIFORNIA BEGINS HERE



Caroline Beteta

President & CEO

Visit California

California
dream
big



Sonya Bradley

Chief Marketing Officer

**Sacramento
Convention & Visitors
Bureau**

SACR★MENTO
CALIFORNIA BEGINS HERE



Gary Orfield

**Travel Industry Sales
Manager**

**Greater Palm Springs
Convention & Visitors
Bureau**



visit
California



Transportation and Tourism in California

April 29, 2015





**Our mission:
Create desire for the
California experience**



Tourism's economic impact

2014

\$117 billion

in annual travel-related consumer spending

Source: Tourism Economics, Dean Runyan Associates



Tourism's economic impact

2014

\$9.5 billion

in state and local tax revenue

Source: Tourism Economics, Dean Runyan Associates



Tourism's economic impact

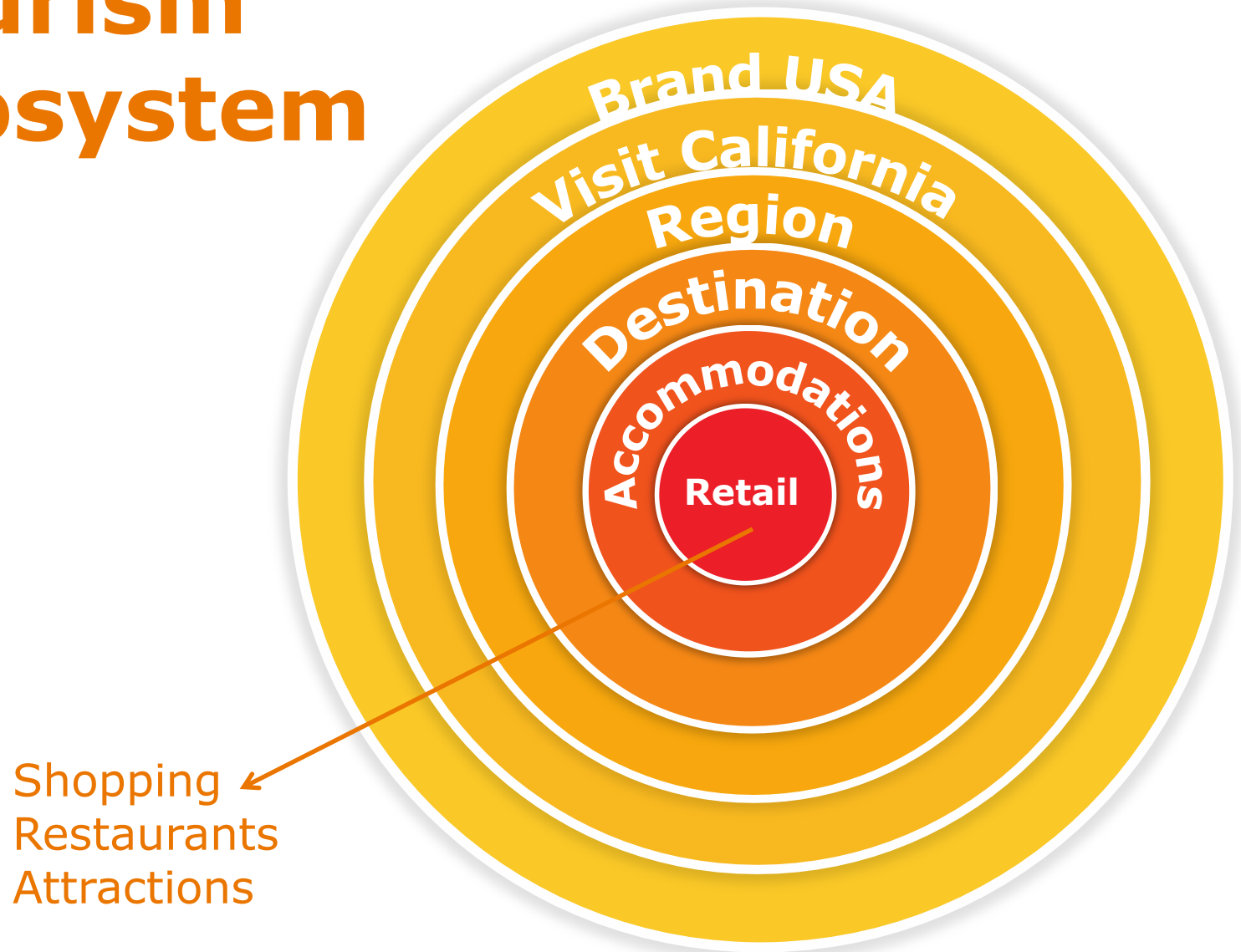
2014

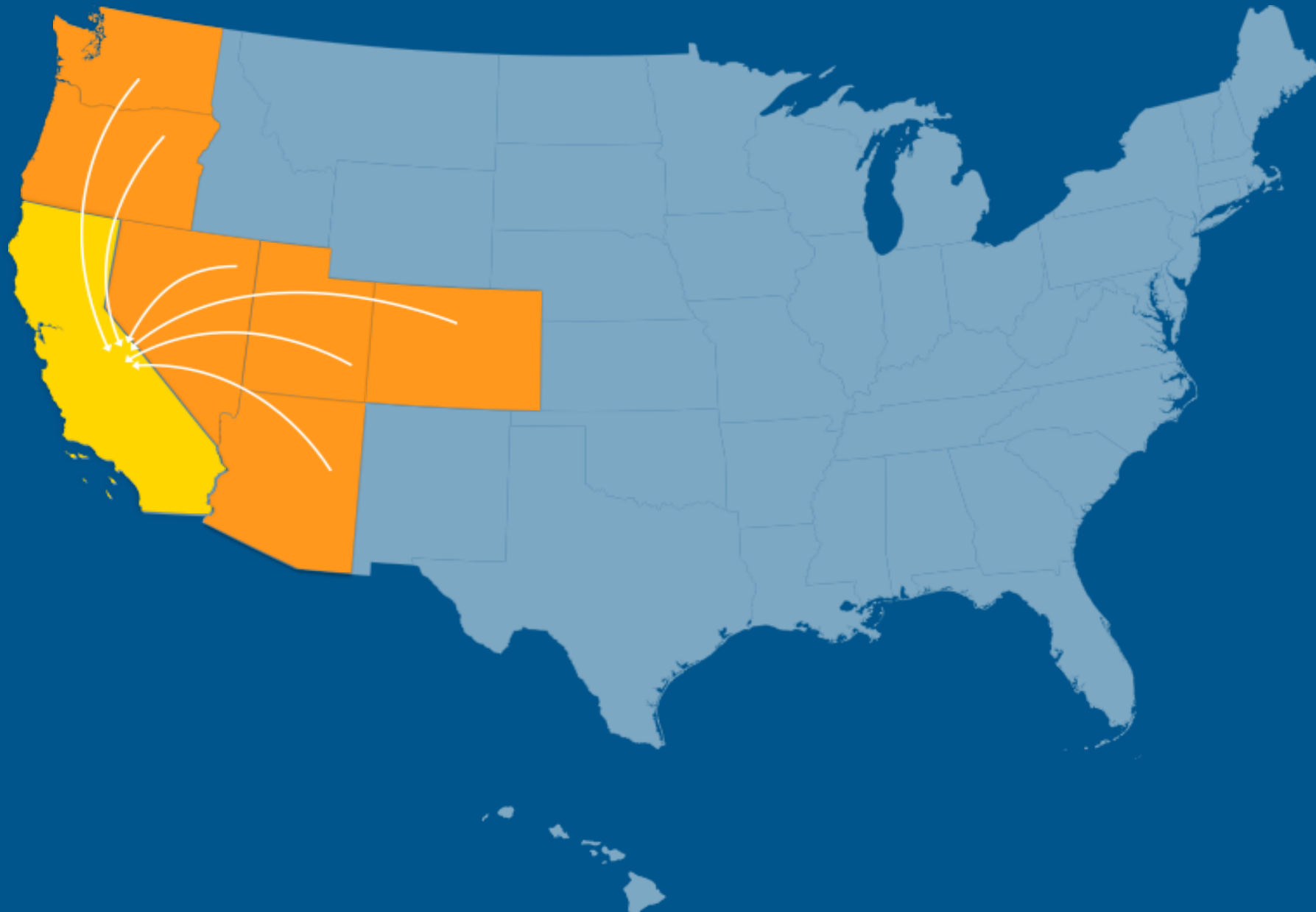
1,013,000

tourism-related jobs in California

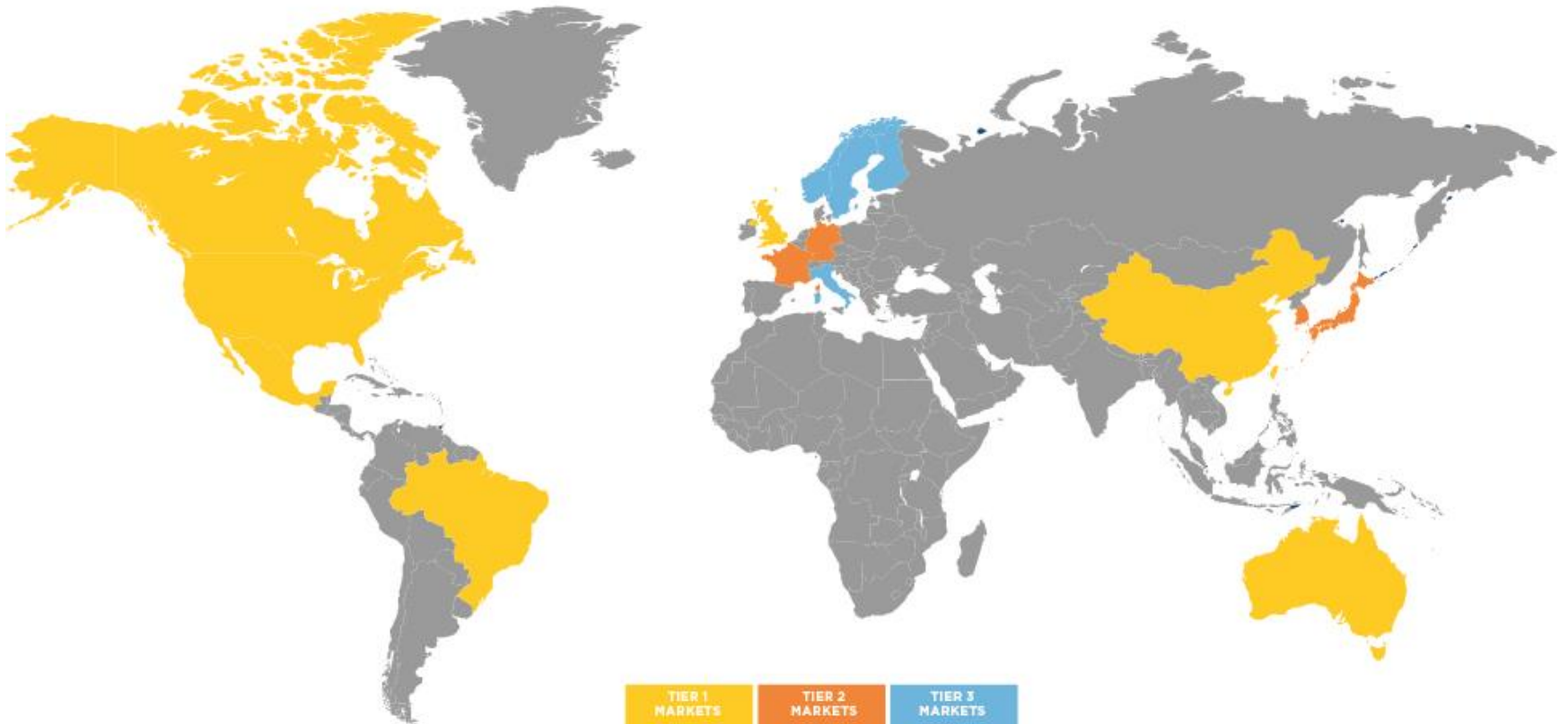
Source: Tourism Economics, Dean Runyan Associates

Tourism ecosystem

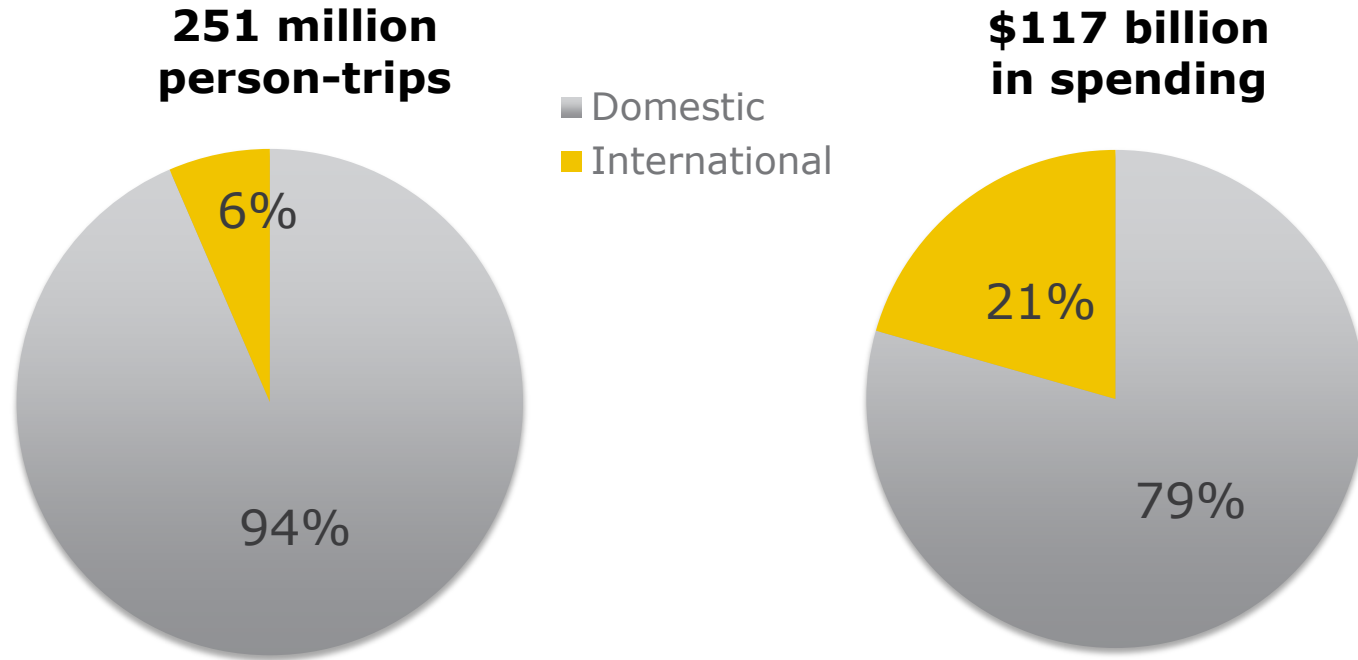




Visit California's global reach



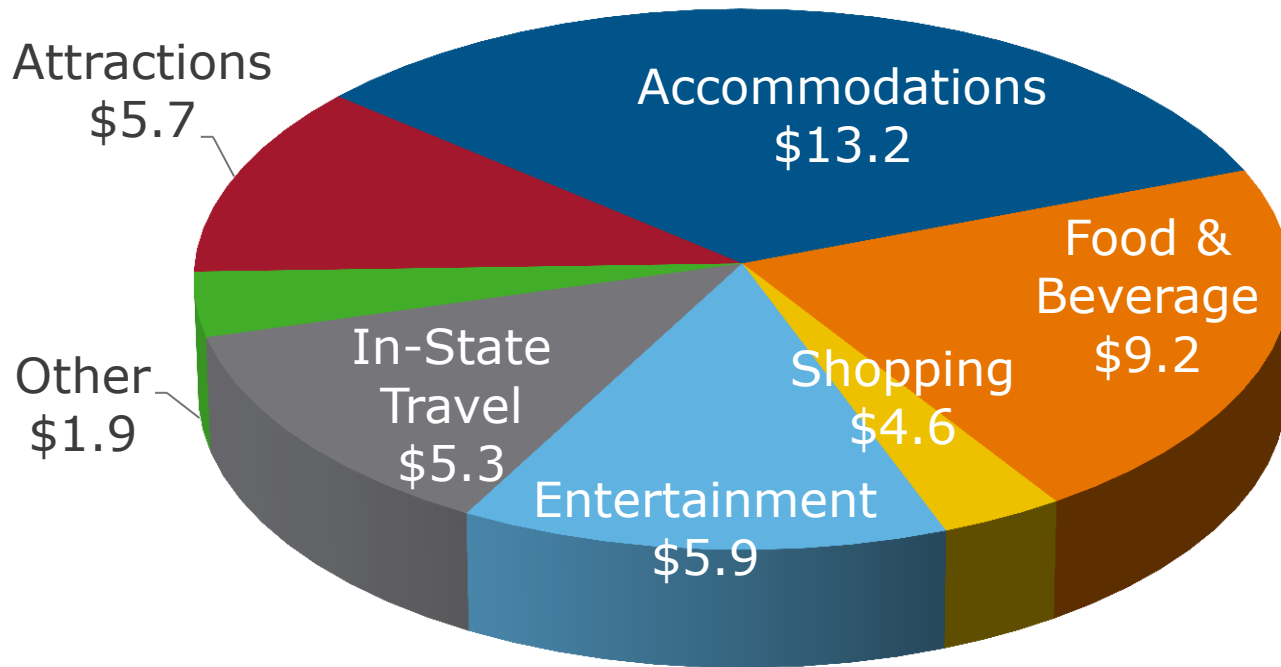
International spend 3x visits



Source: DK Shifflet & Associates, U.S. Department of Commerce, CIC Research Inc., Dean Runyan Associates

Growth of the California travel economy

Visit California advertising impact
2007-2013 (in billions)



TOTAL:
\$49.3
billion

Source: SMARI, Rakuten Research

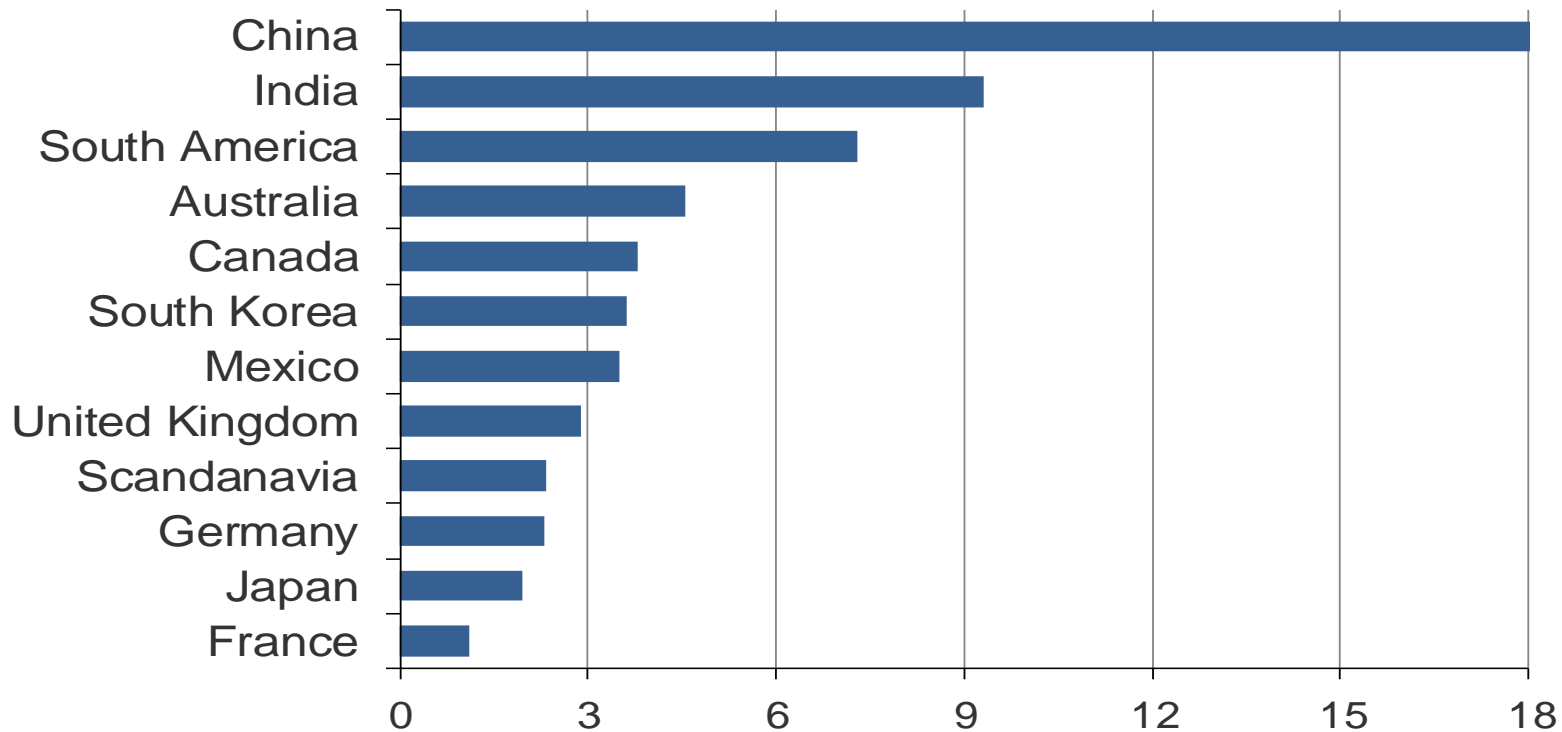
'Dreamers'



'Kids at Play'



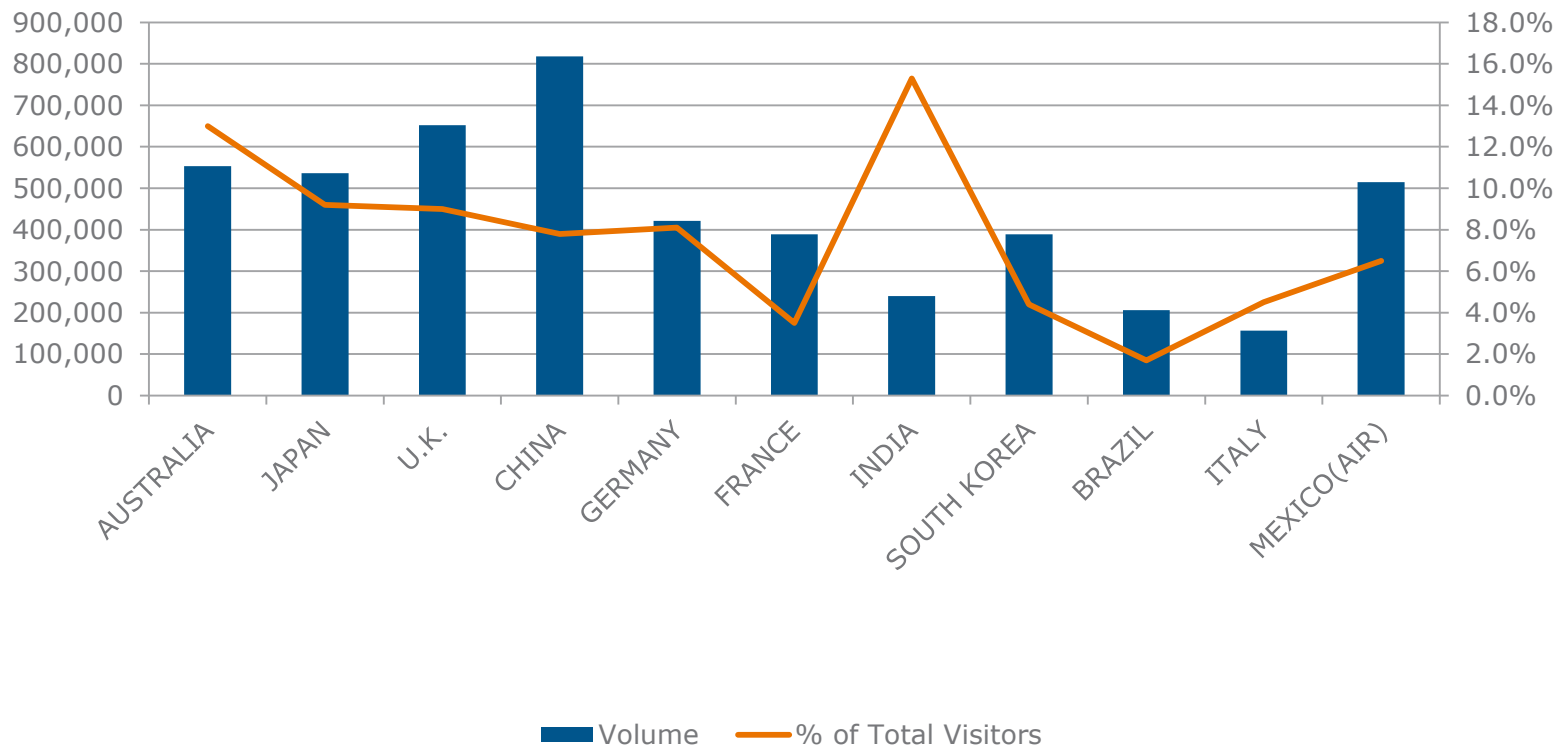
International growth led by China, India and Brazil



Source: Tourism Economics

Transportation usage

International Visitors to California
Use of Railroad Between Cities (2013)



Source: U.S. Department of Commerce

Transportation usage

International Visitors to California Use of Rail vs. Bus (2013)



Source: U.S. Department of Commerce

Barriers to visitation

	Brand					Mature				Growth	
	US	CA	UK	AU	JP	FR	DE	KR	MX	CN	BR
Hotels, meals, transportation and other costs are too expensive	38%	34%	21%	23%	16%	21%	17%	39%	21%	23%	27%
It costs too much to get there	25%	24%	37%	33%	21%	40%	34%	46%	16%	26%	28%
Concerns over safety (terrorism, political unrest, crime, natural disasters)	22%	28%	23%	27%	23%	21%	24%	36%	26%	30%	28%
There are more interesting places to visit	21%	26%	19%	31%	32%	19%	17%	22%	27%	12%	25%
It's hard to get around within the state	18%	9%	7%	9%	12%	6%	6%	18%	10%	14%	12%
It takes too long to get there	17%	15%	23%	22%	22%	21%	29%	43%	7%	11%	16%
I'm overwhelmed by how big this state is	13%	10%	10%	5%	13%	3%	9%	20%	9%	9%	8%
Past experiences I've had there	12%	8%	4%	9%	3%	3%	5%	7%	11%	5%	9%
Lack of knowledge beyond major cities	9%	10%	12%	13%	13%	7%	10%	28%	13%	11%	15%
Opinions from family, friends and co-workers	7%	8%	5%	9%	4%	6%	9%	13%	15%	15%	13%
There is nothing new to experience	7%	6%	3%	7%	3%	5%	4%	7%	8%	10%	10%
I don't know enough about this state	6%	8%	10%	8%	10%	9%	10%	25%	10%	12%	18%
Concerns over visas & security screening	n/a	9%	23%	18%	8%	21%	24%	21%	28%	27%	32%
It's difficult for me to communicate with locals given the language barrier	n/a	n/a	n/a	n/a	10%	4%	8%	33%	8%	19%	13%

Source: Hall & Partners

Tourism infrastructure

Sacramento sees hotel mini-boom, including Kings arena

News: Universal Studios Hollywood Expansion Plans Finally Announced

Reno-Tahoe International Airport to provide non-stop flights to London

TEMECULA WINE COUNTRY: More hotels, spas and clubs on the horizon



How the Wilshire Grand tower project was born

AEG to add 755 rooms to Marriott complex at L.A. Live



Moscone Center's \$500 million expansion expected to start in the fall

Jun 2, 2014, 2:42pm PDT | UPDATED: Jun 3, 2014, 9:54am PDT



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Adam Weintraub
Contributor-
San Francisco Business Times
Email

The proposed expansion of Moscone Center would boost the San Francisco convention center's functional space by 42 percent, add some room to nearby public spaces, improve pedestrian access and



□ Enlarge Photo

NEWS

SFO expands direct service to China

Tourism's relevance

**Study by
Destination
Marketing
Association
International
& Oxford
Economics**

OXFORD ECONOMICS

**Destination Promotion:
An Engine of Economic
Development**

How investments in the visitor economy
drive broader economic growth

November 2014



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California Passenger Rail Summit

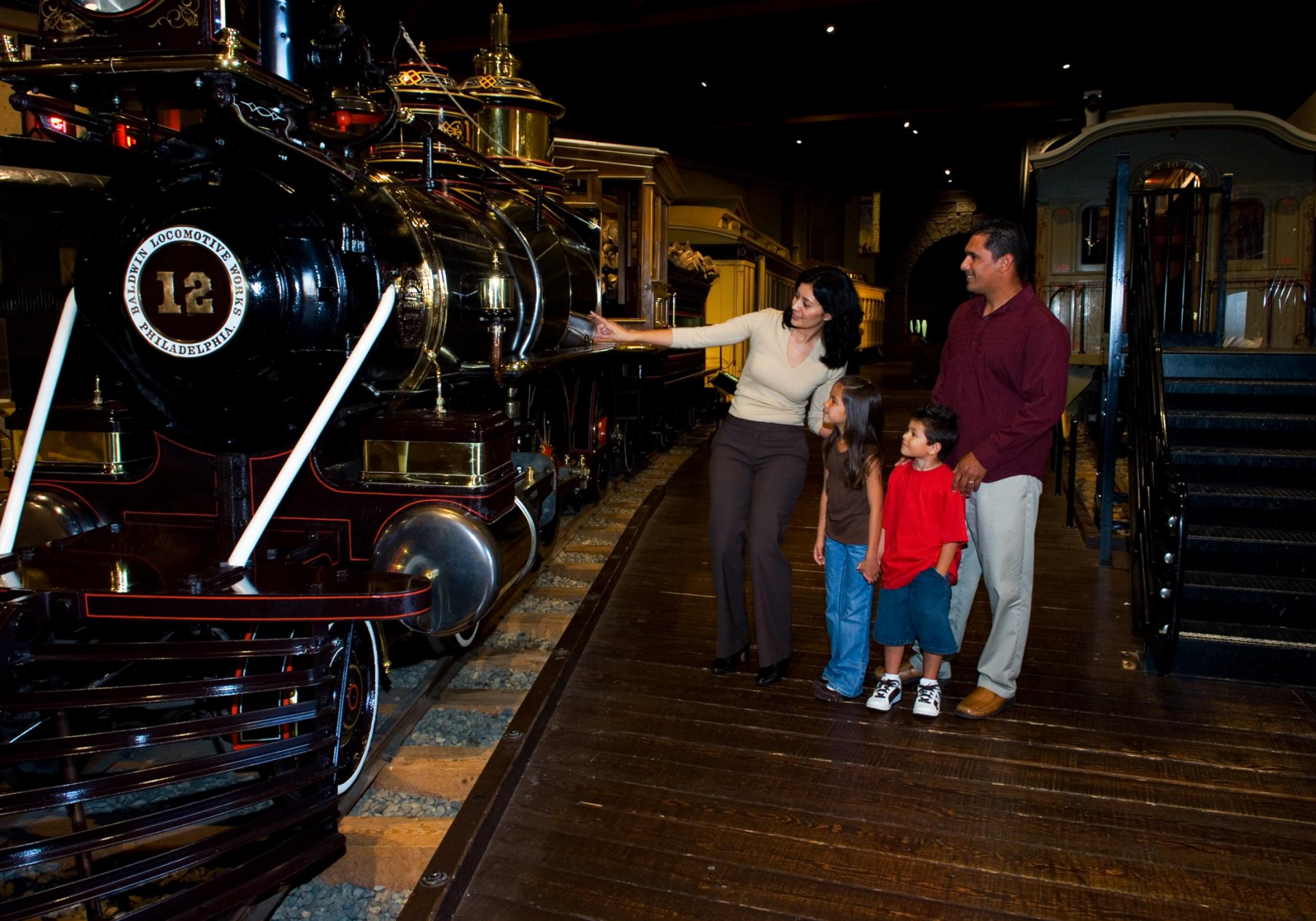
Transportation & Tourism, Collaboration is Critical

Sonya Bradley

Sacramento Convention & Visitors Bureau

“When I took a tour of the California
State Railroad Museum, a thousand
memories came flooding back to me.”

- Hometown Tourist



Transportation & Tourism in Sacramento



Rail Assets in Sacramento

- Downtown Amtrak Station
- Capitol Corridor
- California State Railroad Museum
- Light Rail
- Proposed new trolley connecting Sacramento and West Sacramento

Who Are Sacramento Visitors

- Meeting & Convention delegates
- Day travelers
- Overnight leisure (50 miles or more)
- Tourism groups
 - Adult
 - Students
- Local

Why Do Travelers Visit Sacramento?

- Visit friends & relatives
- Getaway weekend
- Special events
- Conventions
- General vacation
- Personal

Why Does it Matter?

15.3 million visitors

\$2.4 billion economic impact

Why is Transportation and Tourism Collaboration Important?

It's About the Experience



Why is Transportation and Tourism Collaboration Important?

- Deliver a 360-degree experience
- Tell a complete story of the destination
- Customers increasingly expecting a personalized and/or local flavor travel experience
- They want a unique, authentic experience
- Visitors want to share their experiences – good and bad

America's Farm-to-Fork Capital



America's Farm-to-Fork Capital



FEED YOUR SOUL

AMERICA'S FARM-TO-FORK CAPITAL

At dawn, a farmer carefully selects the ripest pears from her orchard and hops into her truck. After a few laughs and a handshake, a chef gets to work. Later that day, a couple smiles as they share a pear tart. Life is sweeter in Sacramento. Come feed your soul.

Start Your Experience at VisitSacramento.com/FeedYourSoul



SACR★MENTO
CALIFORNIA

POINT A

• Yes, a real live train

• Exploring different cars

• A sleepy little boy in my lap

• Eggs or French toast?

• Trying on conductor's hat

• Not one "Are we there yet?"

POINT BE

Be transported in more ways than one. Book your trip today at AMTRAK.COM or call 1-800-USA RAIL

10,000 BONUS POINTS. ANOTHER POINT OF INTEREST.

Now through December 14, Amtrak Guest Rewards® members can earn 10,000 bonus points when they take 10 qualifying one-way trips on any Amtrak train. That's on top of double points on Amtrak travel also through December 14. Registration is required. See amtrak.com/guestrewards for details.



visitsacramento.com

Pamela Coquille, Ore. May 2013

Our 5 year old grandson watches everything he can about trains on television, sometimes the same show twice a day. I decided to find a place we could take the Amtrak to see more trains. The obvious place after doing research was Sacramento. We had a very nice hotel within walking distance from the Amtrak station and Old Sacramento. We spent three days in Old Sacramento and one day at the Capitol. The highlight of the trip was a ride on the steam excursion train, but when our grandson found out they were using a diesel engine, he was crushed and told us he was not going to go on the train. We talked him into going and purchased first class tickets. He was able to stand on the observation deck at the back of the parlour car and was totally enthralled when he found out the engine was going to couple to our end of the train. That is his favorite part of trains at the moment. We really enjoyed the California State Railroad Museum. Our trip was something we will all remember for a long time, and maybe (hopefully) we will return to explore more of the city soon, because there is so much more to see and do.



Thank You

California Passenger Rail Summit

Transportation & Tourism Collaboration is Critical

Gary Orfield
Travel Industry Sales Manager

CVB Funding



Tourism Business Improvement District (TBID)

- 2% assessment on gross guest room rate charges on all hotels and motels of 50 rooms and more.

Transient Occupancy Tax (TOT)

- collected by each city on the total taxable gross hotel room sales, the formula for this TOT collection varies by city.

Tourism Marketing District (TMD)

- 1% assessment on gross guest room rate charges on all hotels and motels of 50 rooms or more.

Private Revenue

- CVB Partnerships with regional tourism business & co-op programs

Why Tourism Matters



46,863

NUMBER OF JOBS

1 in every 4 jobs is sustained by the tourism industry in Greater Palm Springs.

Tourism Generates

state & local taxes

\$486
MILLION

federal taxes

\$372
MILLION

Why Tourism Matters



12.2 million

Estimated total number of day and overnight visits to Greater Palm Springs in 2013. (up 6.1% over 2011)

5.5 million

Estimated total number of overnight visitors to Greater Palm Springs in 2013. (up 7.8% over 2011)

Average Spend

Day Visitors **\$257**

Overnight Visitors **\$500**

Why Tourism Matters



\$4.5 billion

Amount of visitor spending in 2013 – an increase of 12.5% over 2011.

\$5.8 billion

Amount of total business sales in the region generated by visitor spending in 2013.

\$870 million

Amount contributed by international visitors.

Events Help Drive Tourism



- Palm Springs International Film Festival : 135,000
- The BNP Paribas Open tennis tournament: 456,672 attendees (431,527 in 2014)
- Coachella Valley Music Festival: 180,000 (3 day passes, 2 weekends)
- Stagecoach Music Festival: 55,772 (3 day passes)



2014 National Campaign Overview



- **Television**
(2.8B+ impressions)
- **Online Advertising**
(255M+ impressions)
- **National Print**
(162M+ impressions)
- **Out-of-Home**
(108M+ impressions)
- **State of California Co-ops**
(8.7M+ impressions)

2014 Drive Market Campaign Overview



- **Television**
Time Warner Cable (51M impressions)
KTLA
- **Print**
Palm Springs Life's The Guide (200K im)
90 Days of Summer Guide
- **Out-of-Home**
Los Angeles/ Orange County
8 digital billboards (13.1M impressions)
San Diego County
4 digital billboards (10.9M impressions)
- **Digital**
PPC
YouTube TrueView
Facebook (5m impressions)
E-mail (345k impressions)



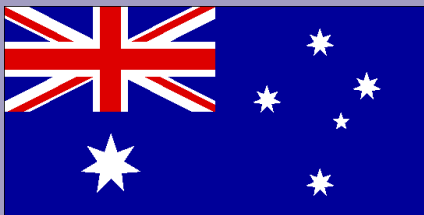

the chill is on.
visitgreaterpalmsprings.com




check in. chill out.
visitgreaterpalmsprings.com



International Markets



Increase trade marketing and PR services in these countries to promote visitation to Greater Palm Springs

- United Kingdom
- Germany
- Australia
- China
- Mexico (2015)



Marketing co-ops with tour operators
Build destination itineraries
Attend Tradeshows and in-market sales missions
Familiarization Tours

The Future....

- Increase visitation to Greater Palm Springs
- Support local economy & provide more jobs
- Partnership with local entities, government, national organizations
- Continue to be a part of the rail service discussion



Thank You!

California Passenger Rail Summit