2015 California Passenger Rail Summit
April 28 & 28, 2015

Transportation & Tourism

Collaboration is Critical
Stephen Hammond
President & CEO
Sacramento Convention & Visitors Bureau
Caroline Beteta
President & CEO
Visit California
Sonya Bradley
Chief Marketing Officer
Sacramento Convention & Visitors Bureau
Gary Orfield

Travel Industry Sales Manager

Greater Palm Springs Convention & Visitors Bureau
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
Visit California’s global reach
International spend 3x visits

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>251 million person-trips</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>$117 billion in spending</td>
<td>79%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Growth of the California travel economy

Visit California advertising impact 2007-2013 (in billions)

- Accommodations $13.2
- Food & Beverage $9.2
- Shopping $4.6
- Entertainment $5.9
- In-State Travel $5.3
- Attractions $5.7
- Other $1.9

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

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

Source: Hall & Partners
Tourism infrastructure

Sacramento sees hotel mini-boom, including Kings arena

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

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

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

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

How the Wilshire Grand tower project was born

SFO expands direct service to China
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Thank you!
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

visitsacramento.com
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

visitsacramento.com
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
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
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.

Tourism Marketing District (TMD)
- 1% assessment on gross guest room rate charges on all hotels and motels of 50 rooms or 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.

Private Revenue
- CVB Partnerships with regional tourism business & co-op programs
Why Tourism Matters

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

**Number of Jobs**: 46,863
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 impressions)
  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)
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