

TRAVEL
Santa Ana

TRAVEL
SANTA ANA

*Travel
Santa Ana*

TRAVEL
SANTA ANA



2023

ANNUAL REPORT



ABOUT TRAVEL SANTA ANA

EXHIBIT 1

As a non-profit, Travel Santa Ana is the official Destination Marketing Organization (DMO) for Santa Ana.

Travel Santa Ana is dedicated to promoting the city as a desirable Orange County destination for business, leisure, meetings, sports, and group travel.

As a non-for-profit, 501 C (6), Travel Santa Ana is funded by a 2% assessment implemented by the Santa Ana Tourism Marketing District (SATMD). The SATMD is comprised of 17 hotels and motels with (70) rooms or more within the boundaries of the City of Santa Ana. The assessment is paid for by visitors who stay at those hotels and motels.

2021-2023 TRAVEL SANTA ANA BOARD OF DIRECTORS:

- Chair: Julie Buettner**, General Manager, Courtyard Costa Mesa South Coast Metro
- Vice-Chair: Robert Kravitz**, General Manager, Courtyard Santa Ana/Orange County
- Treasurer: Ryan Chase**, Owner, 4th Street Market
- Secretary: Erin Warady**, Senior Vice President Marketing, Discovery Cube
- Frank Atayde**, General Manager, Holiday Inn Orange County Airport
- Valerie Cooper**, General Manager, Embassy Suites by Hilton Santa Ana Orange County Airport
- Dave Elliott**, President & CEO, Santa Ana Chamber of Commerce
- Ashley Kravitz**, Senior Marketing Director, MainPlace Mall
- Marc Morley**, Economic Development Manager, City of Santa Ana
- Aaron Saliba**, General Manager, DoubleTree Hotel Santa Ana/Orange County Airport
- Quinn Su**, General Manager, Doubletree by Hilton Orange County Airport

STAFF

WENDY HAASE-ROBERTS

President & CEO

ANALaura BECERRA

Director of Sales

MARIA GONZALEZ

Content & Community Engagement Manager

MISSION

To share Santa Ana with the world.

VISION

Elevate Santa Ana as an authentic and welcoming Orange County destination.

VALUES

PASSION

We are passionate in our efforts to strengthen our community's economic vitality.

INCLUSIVENESS

We are diverse and inclusive. All are welcome.

COLLABORATION

We value and respect each other, and recognize we are stronger when we work together.

RELEVANCE

We are valued in our community for our leadership, expertise, and integrity.

AWARENESS

We are aware of our community's cultural heritage and history and continue to ask questions and learn.

WWW.TRAVELSANTAANA.COM



#TravelSantaAna @TravelSantaAna



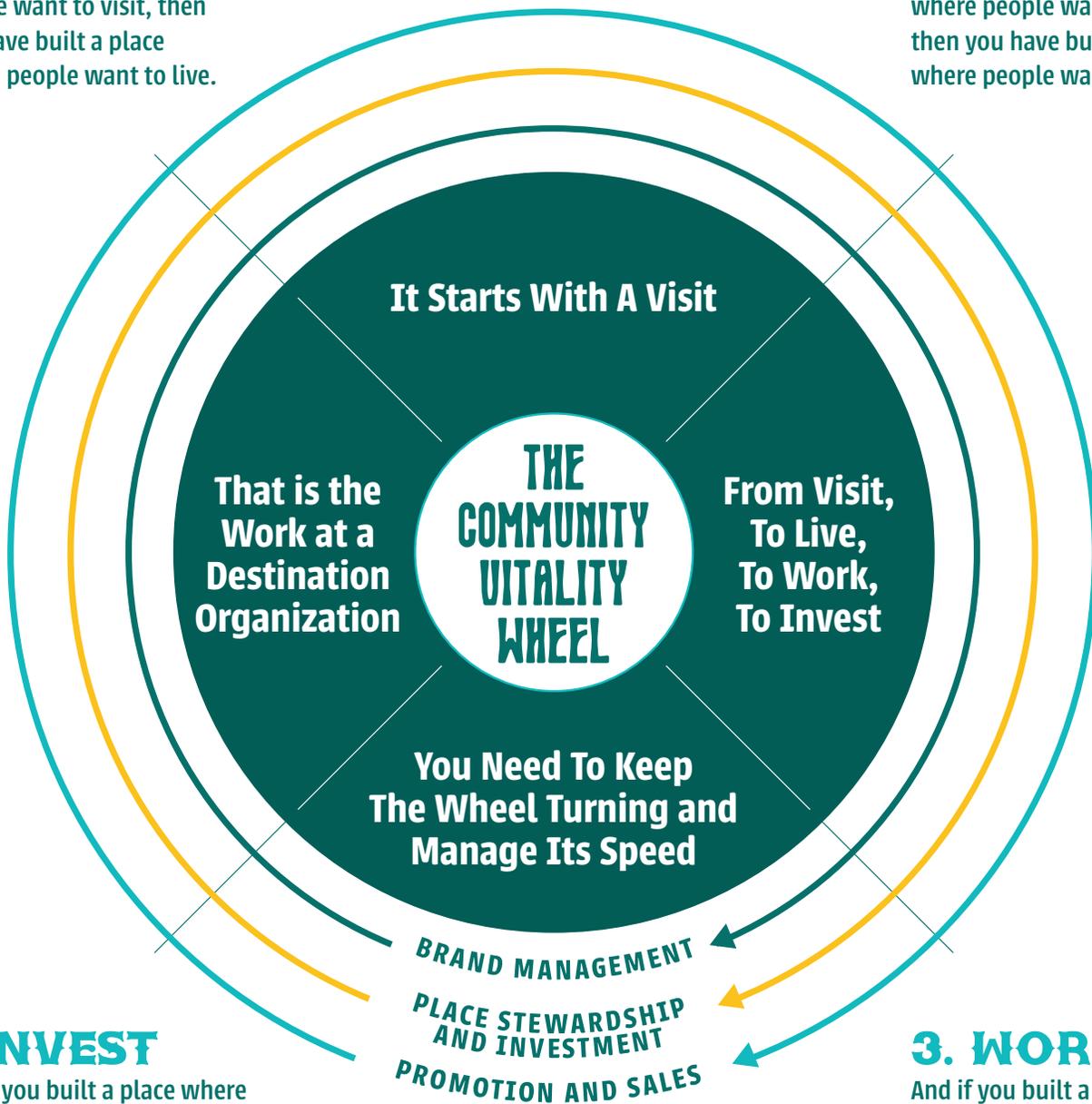
THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

BOUNDARIES

The Santa Ana Tourism Marketing District (TMD) will continue to include lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of Santa Ana. The boundary, as shown in the below, currently includes seventeen (17) lodging businesses with seventy (70) rooms or more.



HOTEL OVERVIEW

Santa Ana Hotel Inventory: **2,740 rooms at 17 Hotels**

Hotel Annual Revenue: **Over \$77 Million***

Hotel Visitor Tax: **\$10.6 Million**

Tourism Marketing District Collections: **\$1.8 Million**

Hotel Average Daily Rate: **\$128.82**

Hotel Occupancy: **67%**

**Includes 15 of the 17 TMD hotels. Santa Ana CA Lodge and Red Roof Inn do not report to STR.*



SANTA ANA HOTEL INVENTORY

Name	Location	# Rooms	Meetings Rooms
Best Western Plus Orange County Airport North	2700 Hotel Terrace	148	1 Room, 800 sq. ft.
California Lodge Suites	2909 S. Briston St.	181	
Comfort Inn & Suites Orange County John Wayne Airport	2620 Hotel Terrace	122	
Courtyard Costa Mesa South Coast Metro	3002 S. Harbor Blvd.	145	3 Rooms, Largest 676 sq. ft. 1,553 sq. ft. total
Courtyard Marriott Santa Ana	8 MacArthur Place	155	4 Rooms, Largest 3,953 sq. ft., 5,059 sq. ft. total
DoubleTree Club by Hilton Orange County Airport	7 Hutton Centre	167	5 Rooms, Largest 1,848 sq. ft., 3,976 sq.ft. total
DoubleTree Santa Ana - Orange County Airport	201 E. MacArthur Blvd.	253	5 Rooms, Largest 7,308 sq. ft., 8,638 sq. ft. total
Embassy Suites - Santa Ana Orange County Airport	1325 E. Dyer Road	301	9 Rooms, Largest 4,407 sq. ft., 7,629 sq. ft. total
Hampton Inn & Suites Santa Ana Orange County Airport	2720 Hotel Terrace	121	1 Room, 400 sq. ft.
Holiday Inn Express & Suites Santa Ana Orange County	1600 E. 1st St.	138	8 Rooms (1 per floor), Each 600 sq. ft.
Holiday Inn Santa Ana Orange County Airport	2726 S. Grand Ave.	176	5 Rooms, Largest 1,866 sq. ft., 5,000 sq. ft. total
La Quinta by Wyndham Orange County Airport	2721 Hotel Terrace	180	
MainStay Suites Orange County John Wayne Airport	2701 Hotel Terrace	176	
Motel 6 Santa Ana/Irvine Orange County Airport	1717 E. Dyer Road	150	
Motel 6 Santa Ana	1623 E. 1st St.	80	
Red Roof Inn Santa Ana	2600 N. Main St.	125	
Sonesta Simply Suites Orange County Airport	2600 Red Hill Ave.	122	
	Total	2,740	

2022 DIRECT TRAVEL IMPACTS TO SANTA ANA

\$348.5 MILLION
DIRECT TRAVEL SPENDING



\$24.9 MILLION
IN TAX BY DIRECT
TRAVEL SPENDING



2,750 SANTA ANA JOBS ARE SUPPORTED
BY VISITORS EQUALING **\$117 MILLION**
IN WAGES TO SANTA ANA'S ECONOMY.



SANTA ANA'S MAJOR VISITOR SPENDING CATEGORIES:

\$90 million Dining

\$83 million Accommodations

\$68 million Arts, entertainment, & recreation

\$60 million Local transportation & gas

\$32 million Retail sales

\$15 million Food stores

Without these
travel-generated tax
receipts, resident
households in
Santa Ana **would pay**
\$356 more a year
in state and local taxes.

TOURISM REVENUE HELPS TO SUPPORT:



ARTS &
CULTURE



PARKS & RECREATION

NEIGHBORHOOD
SERVICES



PUBLIC SAFETY



PUBLIC INFRASTRUCTURE

GOALS

- Build awareness of Santa Ana's assets and destination by storytelling through video, imagery, and content.
- Position Santa Ana as a desirable Southern California meeting location for appropriate groups.
- Drive measurable web traffic through a mix of earned, paid, and owned media.
- Increase hotel bookings by focusing on select drive centric geographic markets, high inbound air flight traffic locations and small market states.

STRATEGIES

- Increase audience exposure to the brand across all touchpoints of the travel planning journey.
- Cultivate third-party meeting planner relationships that amplify and magnify the city's sales impact in the marketplace, including attending sales missions and tradeshows.
- Develop creative marketing campaigns that drive awareness and bookings.
- Implement a strategic marketing mix that drives conversions from target demographics.
- Test and track each marketing initiative to optimize performance.
- Adjust campaigns on an ongoing basis to reach key performance metrics for the highest ROI.

SALES HIGHLIGHTS

19
TRADESHOWS

508 APPOINTMENTS

208
LEADS

\$4 MILLION
IN POTENTIAL HOTEL REVENUE

ROAD & TRADE SHOWS

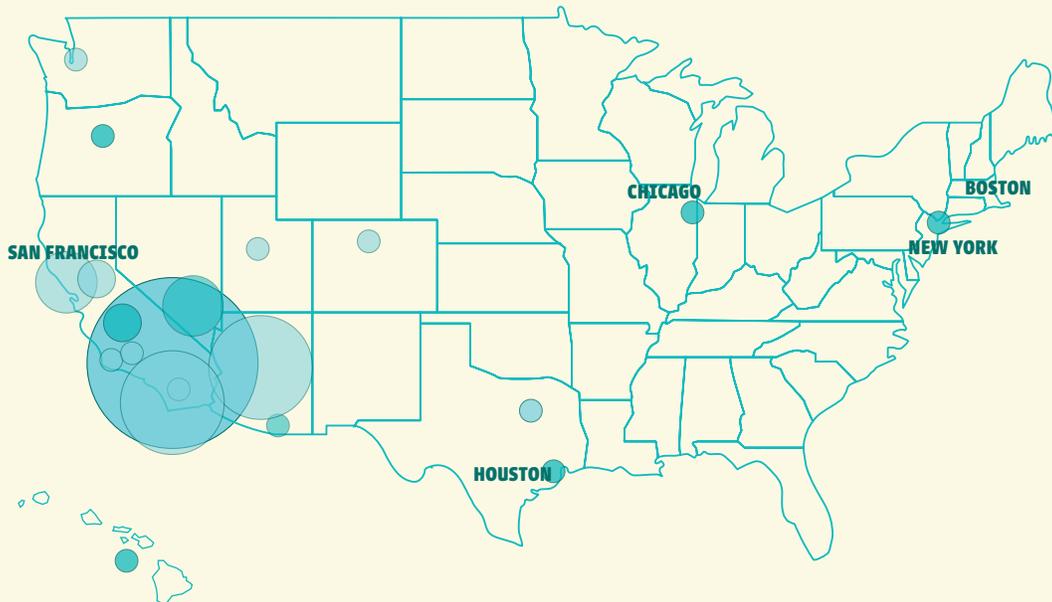
- CA DMO Alliance
- CalSAE Elevate & Seasonal Spectacular
- Connect Spring, West & Marketplace
- HPN Global & Partner
- IMEX America
- Meetings Today Live
- Northstar's Independent Planners, Destination West & Destination California
- Small Market Meetings
- Smart Meetings National
- Southern California Chapter of MPI
- Student Youth Travel Association
- TEAMS
- Visit California Meeting Planner Road Shows Seattle & Denver

CLIENT EVENTS:

Hosted client events in Dallas, Las Vegas, Miami, Sacramento, Scottsdale, Seattle, and Vancouver.

VISITOR PROFILE

TOP ORIGIN MARKETS



AVERAGE VISITOR SPEND \$143

VISITOR MARKET AREA	% VISITORS	% VISITOR SPEND	AVG. VISITOR SPEND
LOS ANGELES, CA	13.7%	2.4%	\$87
SAN DIEGO, CA	12.1%	2.2%	\$79
PHOENIX, AZ	9.4%	3.8%	\$95
SAN FRANCISCO - OAKLAND - SAN JOSE, CA	6.7%	6.4%	\$84
LAS VEGAS, NV	6.4%	1.8%	\$101
SACRAMENTO - STOCKTON - MODESTO, CA	4.3%	4.2%	\$100
FRESNO - VISALIA, CA	2.5%	1.5%	\$141
SALT LAKE CITY, UT	2.2%	1.6%	\$96
SEATTLE - TACOMA, WA	2.1%	3.2%	\$114
DALLAS - FT. WORTH, TX	2.0%	2.8%	\$186

DEMOGRAPHICS

VISITORS AGED 25 TO 54

57%

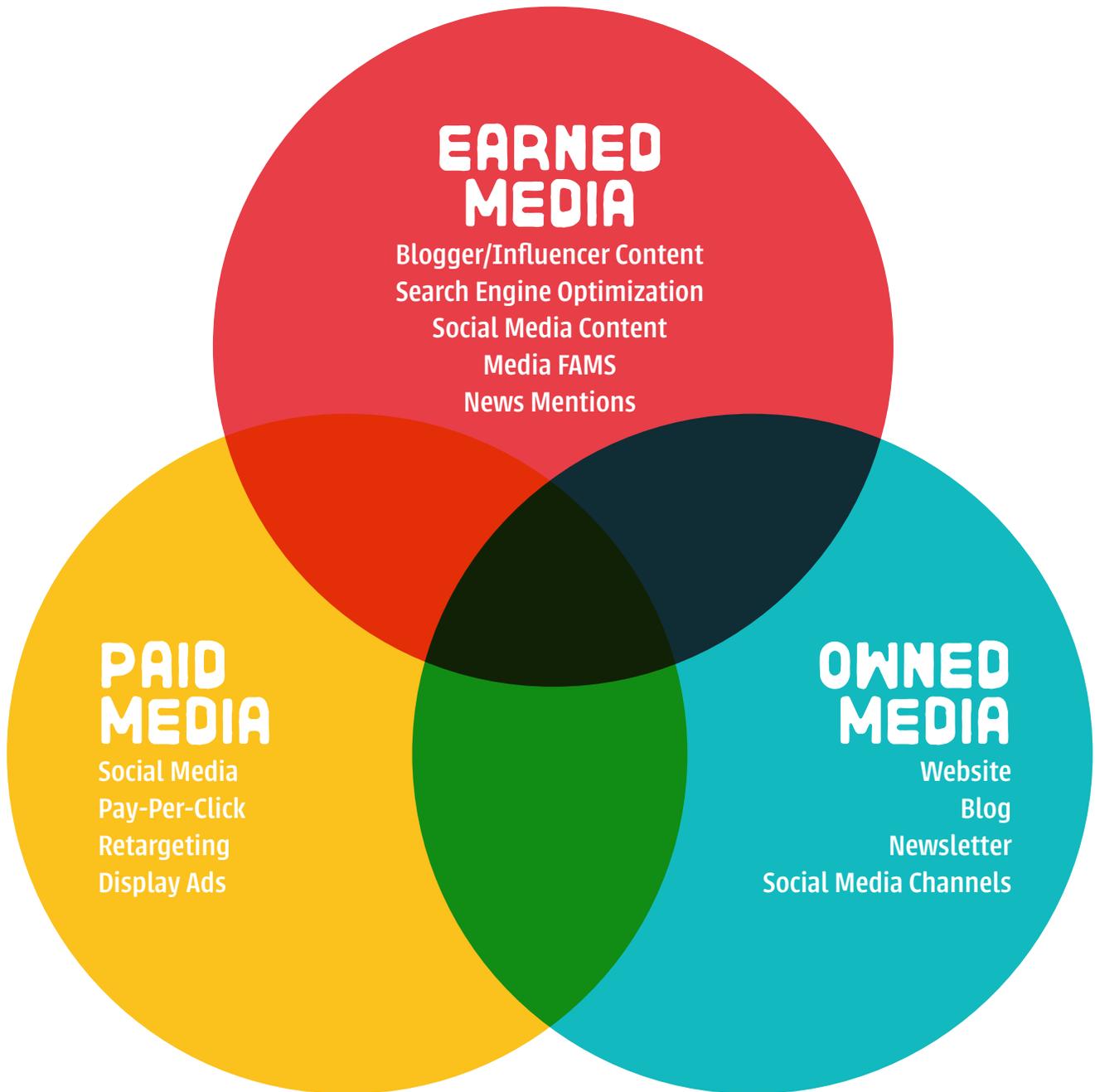
% OF VISITORS - \$100K+

56%

% OF VISITORS WITH CHILDREN IN HOUSEHOLD

45%

SANTA ANA MEDIA MIX



MARKETING & PR HIGHLIGHTS



WEBSITE PAGEVIEWS: **248,567**

TOP 5 PAGES:

1. Your Guide to the Heart of Orange County
2. Events
3. Fun Things to Do in Santa Ana: Museums & Historic Sites
4. Eat
5. Digital Visitors Guide

SOCIAL MEDIA



2,858,195 Impressions
129,286 Engagement
77,918 Post Link Clicks

ENGAGEMENT RATE
4.5%

MONTHLY NEWSLETTER

47% Open Rate
16% Click Rate

79%
 INCREASE
 In Subscribers

“THINGS TO DO IN SANTA ANA”
 collaboration with Food, Fun & Faraway Places

9.4 MILLION
 INSTAGRAM VIEWS



INFLUENCERS & MEDIA HOSTED

- Carpe Diem Our Way: **64.7K IG followers**
- Food, Fun & Faraway Places: **95.3K IG followers**
 - SoCalFieldtrips: **22.9K IG followers**
 - Sometimes Home: **12K IG followers**
- Traveling Newlyweds: **73.5K IG followers**

MEDIA EVENTS

- International Food, Wine & Travel Writers Association
- Society of American Travel Writers
- TravMedia International Media Marketplace
- Visit California Media Events Los Angeles & Mexico

ADVERTISING

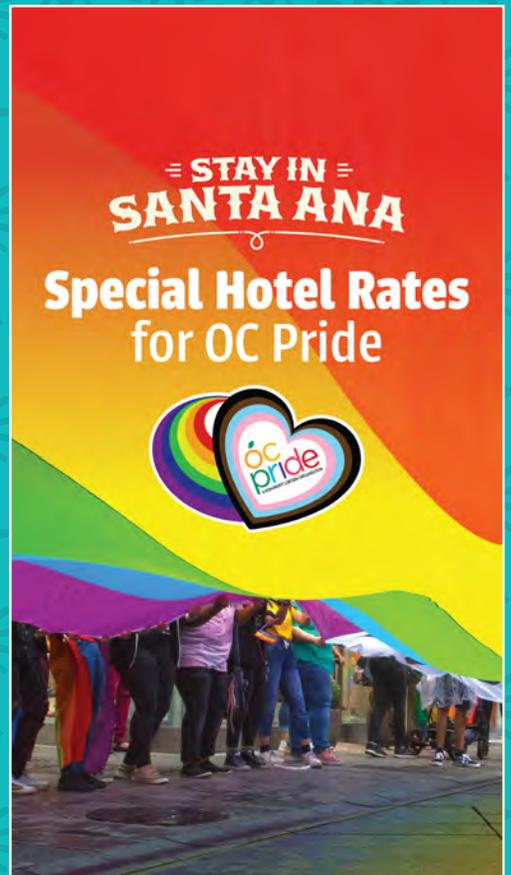
- Expedia “Always-On” Campaign
25,000 Room Nights
\$3,893,117 in Hotel Revenue
- Expedia OC Campaign
20,433 Room Nights
\$2,481,500 in Hotel Revenue
- Expedia Mexico Campaign
53 Room Nights
\$7,454 in Hotel Revenue
- Brand USA & Expedia Canada Campaign
5,098,072 Impressions
212 Room Nights
\$35,368 in Hotel Revenue
- Brand USA & Expedia Mexico Campaign
2,175,263 Impressions
79 Room Nights
\$12,910 in Hotel Revenue

EARNED MEDIA

Travel Santa Ana’s public relations efforts earned media coverage in the following:

- Brand USA
- Coast Magazine
- Smart Meetings
- Round Trip with Colleen Kelly
- CA Meetings + Events
- Houston Woman
- Travel Itch Radio

ADVERTISING



SPECIAL PROJECTS



OFFICIAL SANTA ANA VISITORS GUIDE

Published the inaugural Santa Ana Visitors Guide. The guide is distributed at California Welcome Centers, Santa Ana hotels, John Wayne Airport, and more locations. A digital version is available in English and Spanish.

More than 200 murals and public art are curated into a comprehensive online guide. The guide features images of the art and artist, a description, along with artist information and location. There is a map displaying each location for easy use.

Special thanks to the City of Santa Ana and the Public Humanities program at UCI for their efforts, and the research conducted by the Pocket Site's Walking Tour by Mapping Arts Project, Mapping Santa Ana, The Heavy's Public Art Guide, SparkOC, and the collection of city-sponsored public artworks.



PROUD SANTANERO

The second series of "Proud Santanero" features four locals answering the question "what makes them a Proud Santanero." The locals include:

- **Ali Coyle** (Ali Coyle Music)
- **Jeffrey "JJ" Jensen** (Chapter One: the modern local)
- **Vanessa Pozzobon** (Mission Bar)
- **Teresa Saldivar** (Teresa's Jewelers)

The Video series is promoted on YouTube and a designated landing page.

DISCOVER SANTA ANA'S CANNABIS SCENE

Developed a tourism program to highlight Santa Ana's unique cannabis offerings.

ORANGE COUNTY RESTAURANT WEEK

Partnered with Orange County Restaurant Association to support 22 Santa Ana restaurants' participation in OC Restaurant Week.

AWARDS



- Santa Ana Signatures
- "Proud Santanero" Campaign

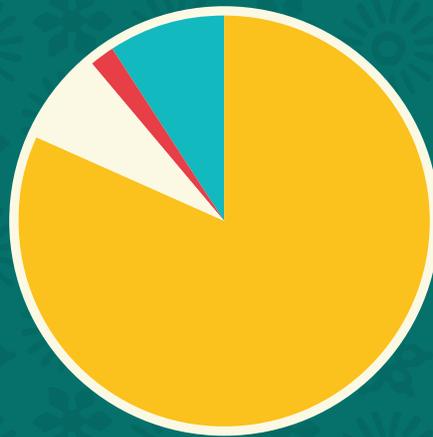


- Santa Ana Stickers
- Visitors Guide
- Santa Ana Signatures
- "Always Bet on Us" video

FINANCIAL REPORT

2023 TRAVEL SANTA ANA BUDGET
\$1.3 MILLION

2023 SANTA ANA TOURISM
 MARKETING DISTRICT REVENUE
\$1.8 MILLION



■ SALES & MARKETING: 80%
 ■ RESERVES: 8%
■ CITY FEE: 2%
 ■ ADMINISTRATION: 10%

Category	Budgeted	Actual
Revenue		
Tourism Marketing District Revenue	\$1.3 Million	\$1.8 Million*
Expenditures		
Sales & Marketing	\$1.2 Million	\$1.1 Million
Administration & Operations	\$113,500	\$125,000
Reserve**	\$26,000	\$900,000
City Fees	\$31,000	\$36,900
TOTALS	\$1,370,500	\$2,161,900

*February 2023 a higher assessment collected due to a hotel coming current on 2022 payments.

**Includes carry-over from previous 2022 and 2021 budget.

FINANCIAL REPORT

ASSESSMENT

There is no change in the method and basis of levying the assessment. The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the lack of benefit received, assessments will not be collected on revenue resulting from: stays of more than thirty (30) consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays that any nonprofit organization which, as the result of a disaster, provides at its own expense hotel or motel shelter to any victim of a disaster.

The term “gross room rental revenue” as used herein means: the total consideration charged, whether or not received, for the occupancy of a space in a lodging business valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits, property and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state, or local taxes collected, including but not limited to hotel visitor taxes. The assessment is levied upon and a direct obligation of the assessed lodging business.

However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. The assessment shall be disclosed as the “SATMD Assessment.” The assessment is imposed solely upon and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for any purposes, including calculation of hotel visitor taxes.