

# State of Hospitality


## Annual Report 2021

*Published June 2022*

*All data reflects calendar year 2021*

*Visit*  
SACR★MENTO





# Tourism is for the people of Sacramento

## **Mission**

Inspiring people to visit Sacramento and fall in love with our region by connecting them to distinct Sacramento experiences.

## **Purpose**

Improve the quality of life for our residents by driving visitor spending that supports our regional economy, business community, and creates jobs.

## **Vision**

To get every person in the world to say: "I want to visit Sacramento."



# 2021 Year in Review

Visit Sacramento looked for opportunities in the second year of the pandemic to jumpstart the visitor economy and bring much-needed support to Sacramento's tourism-dependent businesses.

## Highlights Include

- Leveraged the September opening of the SAFE Credit Union Convention Center to inspire new conversations about Sacramento as a safe and exciting convention destination
- Implemented new leisure marketing campaigns aimed at drive markets, designed to attract pandemic-weary visitors who were looking for a nearby destination for fun and respite
- Prioritized outdoor events that were safe for visitors and brought a large influx of people to the region to support local businesses and jobs
- Introduced new programming that could grow and continue to flourish in Sacramento post-pandemic



# Convention Sales

Meetings and conventions are the biggest driver of visitors to Sacramento by a wide margin. The Visit Sacramento convention sales team sells 100% of the large-scale conventions at the new SAFE Credit Union Convention Center.

## 2021 Sales Activity

- 117 events booked
- 175,875 room nights
- 161,600 attendees
- \$114 million in estimated economic impact for future bookings
- Over 42,000 Jobs Supported by these future bookings
- 74 tradeshow attended
- 47 site visits held in Sacramento
- 431 leads sent to hotels

## Event Highlights

- 73 events convened
- 117,027 room nights consumed
- 87,547 attendees
- \$58.9 million in estimated economic impact





# Visit Sacramento Sports Commission

The Visit Sacramento Sports Commission leads the recruitment and hosting of major sports events across the Sacramento region. Sports events bring thousands of athletes, coaches, staff, families and fans to Sacramento who eat in our restaurants, shop in our stores, sleep in our hotels, and support our small businesses



## 2021 Sport Sales Activity

- 31 events booked
- 129,903 room nights
- 234,548 attendees
- \$109 million in estimated economic impact for future bookings
- Over 42,000 job supported by these bookings



## Event Highlights

- World's Strongest Man – began on June 15, 2021, the same day California reopened
- IRONMAN California – Fall 2022
- USATF Junior Olympic Championships – Summer 2022
- NCAA March Madness – Returning 2023



# Adding the DEI Lens

In 2021 Visit Sacramento announced that Sonya Bradley, former Chief Marketing Officer, would become our new Chief of Diversity, Equity and Inclusion. The position was created to address Visit Sacramento's commitment to creating equitable change within our organization, the Sacramento region and the travel industry. Visit Sacramento was one of the first DMO's in the U.S. to create this role. Below are some of the first steps accomplished by Sonya and Visit Sacramento throughout the year.

## Community Engagement

- Established community advisory groups: DEI and LGBTQ
- Establish new tourism corridor with Stockton Boulevard Partnership
- Sponsored 13 community and industry events

## Programs and Practices

- Developed first-ever full LGBTQA campaign, "Summer of Pride"
- Hosted inaugural Colour of Music Festival
- Awarded five vendor impact scholarships to the Farm-to-Fork Festival

## Education & Skill Development

- Completed industry DEI Masterclass
- Signed industry CEO Pledge commitment to DEI
- Attended three accessibility webinars/conferences





# Events

The Visit Sacramento events team, like everyone in the events and hospitality industry, had to develop events without knowing what the circumstances of the world would be, but careful planning coupled with flexibility, and a little bit of luck, enabled us to safely bring back major events.

## **World's Strongest Man**

Kicked off the day events were allowed to run in California, and due to the team's quick work and flexibility, the competition was able to have in-person attendees.

## **Farm-to-Fork**

The Farm-to-Fork events proved as popular as ever, with the Legends of Wine tasting selling out faster than ever before. The Farm-to-Fork Festival brought back a much-needed sense of normalcy and celebration of the region's food and agricultural fields in the wake of the unprecedented challenges they'd faced. Safety measures ensured all felt welcome and kept the event from driving the spread of COVID-19. The Tower Bridge Dinner was similarly a success, showcasing the culinary prowess of UC Davis Health Executive Chef Santana Diaz and his lead chef team.

## **IRONMAN California**

IRONMAN came to California on schedule, drawing thousands of attendees to the city. The weather, unfortunately, caused the cancellation of the triathlon, but the athletes still came out to patronize Sacramento businesses, and we look forward to hosting a great Ironman in 2022.



# Destination Development

Beyond booking conventions and marketing existing tourism assets, Visit Sacramento creates, supports and partners with organizations and endeavors that drive additional layers of tourism business in Sacramento.

For example, Visit Sacramento partners with Danny Wimmer Presents to bring its incredibly popular Aftershock Festival to Discovery Park every October.

## Aftershock

- Attendees from 20 countries around the world
- Attendees from all 50 states and Washington D.C.
- \$28 million in estimated economic impact
- Over 6,000 jobs supported





# Marketing & Communications

With conventions and business travel at a standstill for more than half of 2021, Visit Sacramento shifted much of its marketing budget and programming to inspire “leisure” visits to Sacramento by potential travelers in nearby drive markets.

Throughout 2021, local hotels reported increases in leisure and extended weekend visits from the campaign target markets. Visit Sacramento is extending this leisure marketing into 2022 to continue building on trend.

## **Welcome Back**

Invited travelers to “wake up somewhere new,” and enjoy some fun and relaxation somewhere other than the homes they had been confined to during the pandemic.

## **Farm to Fork**

Positioned the return of Visit Sacramento’s Farm to Fork Festival as the ultimate outdoor event for the food, music and fun that had been missing over the past year.

## **Holiday “Oh No”**

Cheekily encouraged holiday travelers to stay in a hotel, rather than with friends and family during the season. Campaigns utilized a combination of display, audio and video streaming, YouTube, traditional TV and radio, advertorial and social media advertising to spread the Sacramento destination message.





# Social Media

The Visit Sacramento and its affiliated social media accounts continue to showcase the best of the region. While the primary focus is to highlight attractions, events, businesses and more to draw in visitors from near and far, these platforms also remind locals how great this region is and inspire the exploration of their own backyard. In 2021 Visit Sacramento moved social media curation in-house to adapt to emerging social media trends and respond to a fast-moving news cycle.



## **466,000 Cumulative Followers**

Spanning four branded accounts on multiple platforms

Our Social Media following is only 37.5k shy of the actual population of Sacramento!



## **2021 Instagram Takeovers**

Social media takeovers are offered through custom partnership packages and can be done on the Visit Sacramento or Farm to Fork Instagram accounts

Bank of America (DEI Impact Vendor Spotlight)

Crocker Art Museum

Five Star Bank

Hard Rock Sacramento (Rock Star Chef Series)

SaveMart

*Interested in an Instagram takeover for your business? Please contact [partners@visitsacramento.com](mailto:partners@visitsacramento.com)*





# The Visit Sacramento Podcast

*Host: Brandon Darnell*

The Visit Sacramento Podcast continues to grow, bringing in more visitors and delivering the stories of those who work so hard to make Sacramento a great place to live and work. Appealing to both locals and visitors, the podcast shares a wide variety of what Sacramento has to offer, going in depth beyond headlines to truly show the character of the guests and the region.

45 episodes in 2021  
10,500 downloads



# Want to learn more?



Please email [info@visitsacramento.com](mailto:info@visitsacramento.com) with “Tell Me More” in the subject and let us know what you would like to learn about

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