

# State of Hospitality

Annual Report 2022

*Published June 2023*

*All data reflects calendar year 2022*

*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."

# 2022 Year in Review

Visit Sacramento continued to lead the charge in rebuilding the tourism economy through major conventions, new music festival partnerships and the return of critical sports competitions.

## Highlights Include

- Utilized the expanded space in the SAFE Credit Union Convention Center to host multiple conventions at once
- Secured the first GoldenSky country music festival to be held in 2022 – three years earlier than planned
- Oversaw the return of the World's Strongest Man, USATF Junior Olympics and the California International Marathon
- Hosted the first official IRONMAN California – the largest in the race's history
- Launched the organization's largest leisure marketing campaign targeting key drive markets



# 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 SAFE Credit Union Convention Center.

## 2022 Sales Activity

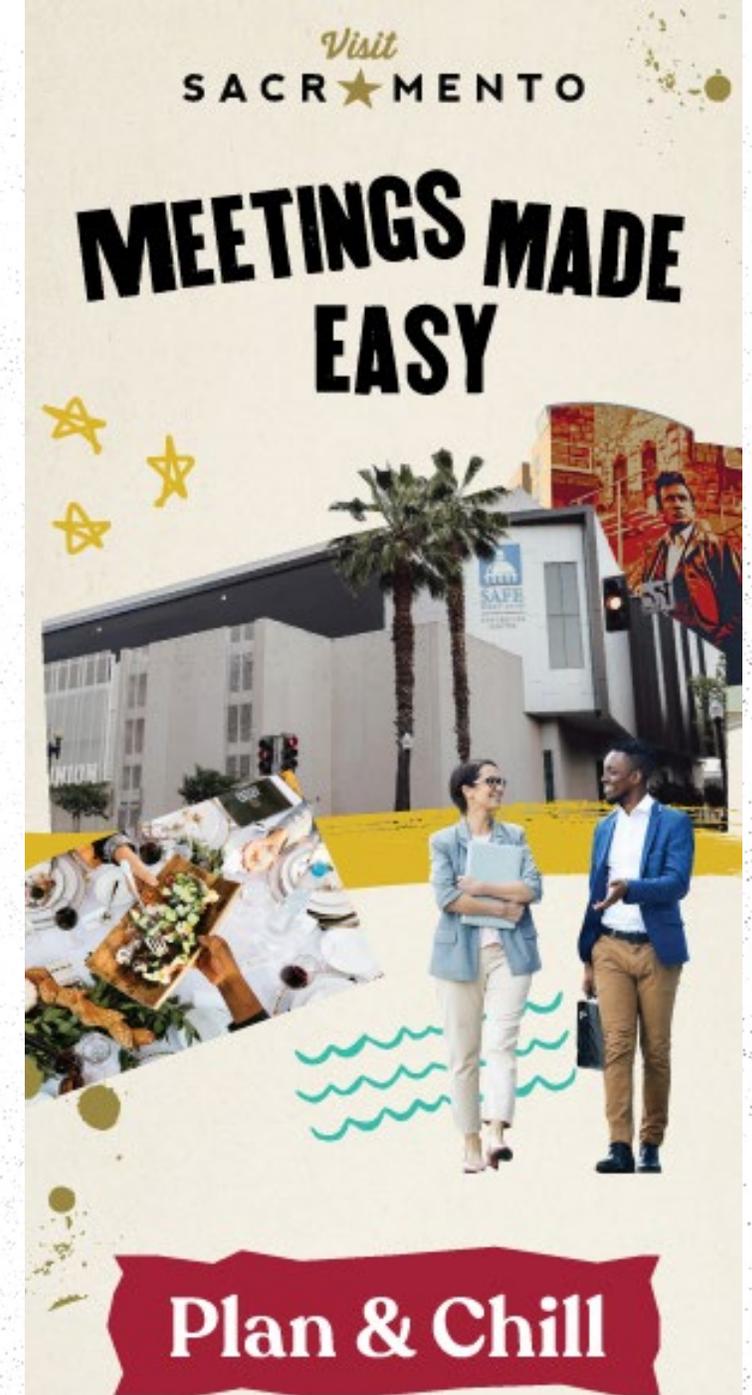
- 240 events booked
- 174,328 room nights booked
- 282,235 attendees
- \$145.7M estimated economic impact for future bookings
- Over 55,000 jobs supported by these bookings
- 38 tradeshows attended
- 47 site visits held in Sacramento
- 87 multi-property bids
- 759,701 lead room nights sent to hotels for future dates

## Event Highlights

- 226 events convened
- 187,709 room nights consumed
- 271,696 attendees
- \$159M estimated economic impact



*\*Events booked during 2022 were held in either 2022 or will be held in future years*



# 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.



## 2022 Sport Sales Activity

- 88 events booked
- 130,373 room nights booked
- 235,067 attendees
- \$90M estimated economic impact for future bookings
- Over 49,600 jobs supported by these bookings

## Event Highlights

- World's Strongest Man - May 2022
- USATF Junior Olympic Championships - July 2022
- Senior Softball USA Western National Championships - July 2022
- IRONMAN California - October 2022

# Adding the DEI Lens

Visit Sacramento continued with its diversity, equity and inclusion programs and community outreach. The organization, and its Chief of DEI Sonya Bradley, increased its outreach to expand tourism into more Sacramento neighborhoods to drive economic impacts. The DEI efforts are taking shape around three key areas: Community Engagement, Programs & Practices, and Education and Skill Development. In 2022, with the addition of a new human resources director, more focus was added to education for the Visit Sacramento team.

## Community Engagement

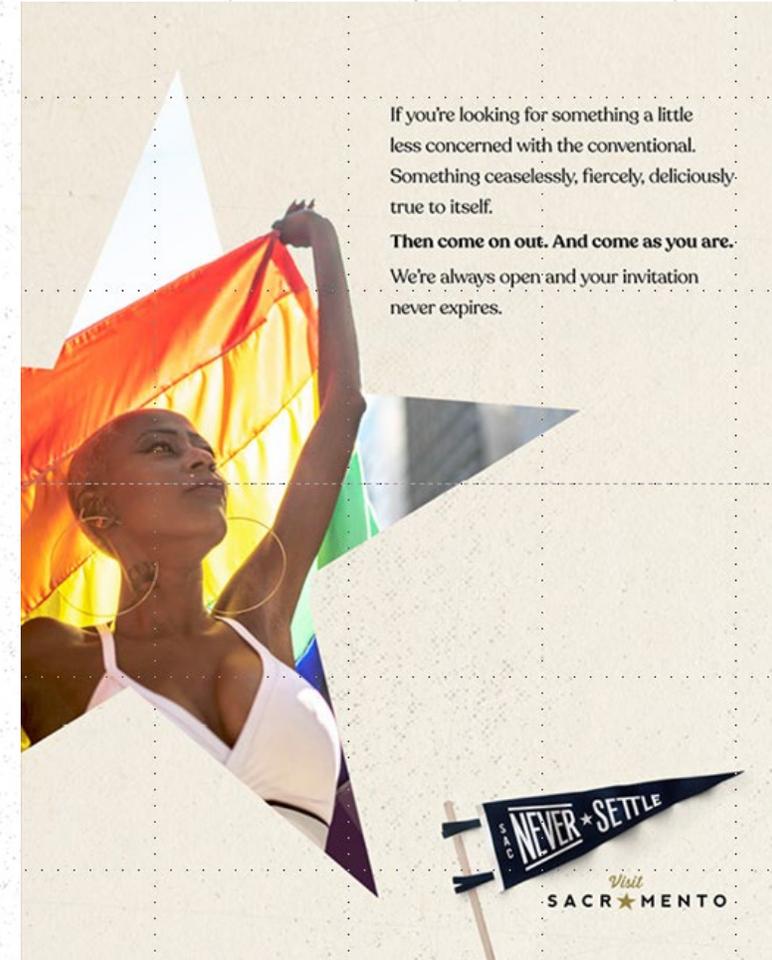
- Established new Cultural Tourism Advisory Group
- Coordinated programming with Northgate Boulevard and Franklin Boulevard districts
- Sponsored nine community and industry events

## Programs and Practices

- Developed new LGBTQ marketing and sales materials
- Hosted second year of Colour of Music Festival
- Increased number of Farm-to-Fork Festival Vendor Impact Grant recipients to 10 and tripled the number of applicants

## Education, Skill Development & Industry Representation

- Developed DEI educational sessions for staff
- Committed to Destinations International Allyship Pledge
- Chief elected to co-chair Destinations International Equity, Diversity & Inclusion Committee



If you're looking for something a little less concerned with the conventional. Something ceaselessly, fiercely, deliciously true to itself. Then come on out. And come as you are. We're always open and your invitation never expires.

# Community Events

In 2022 the Visit Sacramento Events team hit their post-pandemic stride by producing events like the World Butchers' Challenge, USATF Junior Olympics, IRONMAN and the Farm-to-Fork event series. Seeing attendance back up to pre-pandemic levels, and guests eager to attend, 2022 was the comeback year.

## **USATF Junior Olympics**

In July we welcomed thousands of up-and-coming track and field stars at the USATF Junior Olympics—partnering with Sac State to produce this weeklong track meet.

## **World Butchers' Challenge**

After a postponement in 2020 and 2021, the 2022 World Butchers' Challenge welcomed 13 different countries to Golden 1 Center to compete in the top butchery competition in the world. Germany was awarded the coveted Friedr. Dick Golden Knife Trophy, with Australia bringing home the silver, and New Zealand awarded bronze.

## **Farm to Fork**

This year the Farm-to-Fork events were back on track post-pandemic. Due to weather and a last-minute change, the sold-out Legends of Wine event found a new home at the SAFE Credit Union Convention Center; the Farm-to-Fork Festival welcomed larger crowds and incredibly popular bands such as Gregory Porter and Japanese Breakfast; the ever-popular Tower Bridge Dinner was a huge success with headlining chefs, Q Bennett, Tyler Bond, Greg Desmangles, Nina Curtis and Patrick Prager.

# Destination Development

Visit Sacramento's business model is expanding from a traditional Destination Marketing Organization (DMO) to a Destination Development Organization – meaning that our team takes an active role in building and supporting programs and events that add to Sacramento's destination platform.

## Aftershock

Visit Sacramento partners directly with Danny Wimmer Presents (DWP), the festival's producers . Aftershock brings 160,000 hard rock fans to Discovery Park over four days. These festival attendees generated more than \$26M in economic impact and support over 7,000 jobs during their stay.

## GoldenSky

In 2022, Visit Sacramento partnered with DWP and the City of Sacramento to bring a second festival to the market, GoldenSky. The two-day country event drew 50,000 total festival attendees and generated more than \$9.8M in economic impact.



# Marketing & Communications

Leisure travel saw major gains in Sacramento during the pandemic, with visitors from the San Francisco Bay Area, Chico/Redding, Reno/Tahoe and other drive markets choosing Sacramento for fun and relaxation.

In 2022, Visit Sacramento continued to grow this market, launching its largest year-long marketing campaign, designed to showcase Sacramento events and experiences.



## Farm to Fork

A robust multimedia campaign that highlighted the Festival's concert headliners and invited music fans to check out the shows, enjoy the festival and stay for the weekend

## Rock On

A digital program designed to entice Aftershock and GoldenSky attendees to stay and play in Sacramento



## Don't Check Out, Check In

A social campaign that encouraged harried holiday-goers to check out of the hustle and bustle and into a Sacramento hotel

# Social Media

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.

## **469,100 Cumulative Followers**

Spanning four branded accounts on multiple platforms

## **2022 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

- Bogle Family Vineyards
- Hyatt Centric Downtown Sacramento
- Trifecta
- Sacramento International Airport

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



# Short-Form Content

Visit Sacramento was finally able to claim the @VisitSacramento TikTok handle after a two-year battle. In December 2022, Visit Sacramento officially launched its TikTok account.

In Summer 2022, Visit Sacramento signed a year-long contract with the Yellow Brick Group for short-form video content for both Instagram and TikTok. Yellow Brick Group works collaboratively with the marketing and communications team to create relevant and engaging Reels and TikToks, which simultaneously pique interest in Visit Sacramento partners and local experiences, and grow Visit Sacramento's presence on the platform.

If you would like to see our first TikTok, click on the image to the left.

# 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

# Want to become a partner?



Complete a partnership application today [here](#)

# Want to volunteer for an event?



Learn more and sign up for events [here](#)