



YTD ANNUAL 2021 REPORT | TVTBID, SALES, MARKETING & PR
OPERATIONS | MEETINGS & TRAVEL TRADE SALES | PUBLIC RELATIONS | MARKETING | VISITOR CENTER | MEMBERSHIP

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about us

Visit Temecula Valley (VTV) is a non-profit 501 c(6) funded by the Temecula Valley Tourism Business Improvement District, Pechanga, City of Temecula, Wine Country Tourism Marketing District and a membership of over 230 tourism-related businesses.

VTV is the destination sales and marketing organization of the Temecula Valley. Our purpose is to stimulate economic growth and tourism in the Temecula Valley region by developing and marketing the destination to all travel markets. Our mission, as the tourism experts in the Temecula Valley, is to run an effective business that increases awareness and visitation. We do this by measuring the tourism trips and spend in the Temecula Valley.

Our 2021 Board of Directors was comprised of tourism business owners and professionals. The Directors have the willingness and experience to serve the community beyond the scope of their demanding work schedules and businesses.

VTV STAFF

President & CEO

Kimberly Adams

Chief Operations Officer

Leigh Jensen

Senior Public Relations Director

Annette Brown

Director of Creative & Brand

Matt Morey

Director of Digital Marketing

Ricky Casillas

Partner Services Manager

Michelle Lindsey

Customer Service Specialists

Pam Greenway

Pamela Locascio

Leann Anderson

Claire Rahn

Contracted Support

Nigro & Nigro, PC

ARK Marketing & Media Solutions

Greenhaus

BOARD OF DIRECTORS

Executive Committee

Chairman of the Board

Bill Wilson, Wilson Creek Winery

1st Vice Chairman

Karl Kruger, South Coast Winery Resort & Spa

1st Vice Chairman-TID

Ken Westmyer, Quality Inn

2nd Vice Chairman

Spencer Szczygiel, Temecula Valley Winery Management

Treasurer

Cherise Manning, A Grape Escape Balloon Adventures

Secretary

Melody Brunsting, Melody's Ad Works

Directors

Katherine Bailey, Bailey & Associate

Christina Belvedere, Embassy Suites

Pamela Bradley, Springhill Suites by Marriott

Krista Chaich, Temecula Valley Winegrowers Association

BJ Fazeli, Fazeli Cellars

Michael Feeley, Temecula Creek Inn

Chris Johnson, Home2Suites

John Kelliher, Grape line Wine Tours

Curt Kucera, Refuge Brewery

Jeffrey Kurtz, Promenade Temecula

Annette Nielsen, Events by Annette

Jan Smith, Inland Management Group

Ken Smith, Galway Downs

Bill Steinkirchner, Stone Church Brewing

Sean Vasquez, Pechanga Development Corporation

president & ceo message



Presidents 2021 Message:

The 2021 year started off with a **+Presidents 2020 Message:**

The 2021 year has been a year our full recovery effort finishing November with a +19.1 increase in occupancy revenue up over +70% increase from 2020. Average daily rate has grown to \$143.07% up +30.2 %.

With nine straight months our growth we are ending the year in a great growth position with strong revenue, strong occupancy. The Temecula Valley travel industry is on its way back and we are incredibly optimists for 2022.

Our staff and board members remained focused on our Strategic Goals completing the third year of our three-year Strategic Plan. Our major accomplishment in 2021 was our summer launch of our **“LIVE GLASS FULL”** creative brand campaign showcasing our new proposition statement for a **WINE +** Destination Messaging, new video assets showcasing our community of Makers & Mavericks which includes new fresh digital, social media, a fresh new public relations content.

Another completed **Strategic** initiative was the renewal of the Wine County Lodging District with an expanded map to include all the unincorporated areas of Temecula Valley. This expansion allowed Visit Temecula Valley to garner over 400 new lodging partners, this has allowed us to provide additional lodging inventory to meet the growing demand for overnight visitation. In 2021 the Short-Term lodging Industry will generate over \$51M a 33.9 % increase over 2020.

Our State, County and City are still impacted by the devastating COVID-19 pandemic, as we struggle with workforce and in partnership with the Chamber and Workforce development Visit Temecula has been working to support our industry in job opening communication and fulfillment.

As our mission to inspire travel and keep our destination top of mind, we continue to stay vigilant in push for a full recovery, I am personally proud of our organization’s leadership through the toughest years of our lifetime.

- We continue to be a united voice for our industry, secured relief measures throughout the year, with the CARES Act and now the American Act. Securing \$1 Million for our regional efforts.
- We continue to communicate our industrywide through the required health and safety guidance aligns with the CDC, as well as educated everyone to consider the important social responsibility we all have when traveling—such as wearing a mask.
- We continued to connect through educational webinars, as well as shared our experiences and best practices during several hybrid meetings and events we safely held throughout the year.
- We continue to unite our industry with our member partners, non-profits, City and County as we all worked together to advance our shared objectives growing our Tourism Community responsibly.
- Throughout another year, we have proven our incredible resilience as a strong partner and tourism destination, our combined strength and commitment to staying united. We are grateful to work with the city and honored to be your partner and humble to be part of this extraordinary community. We are committed to coming back better, we will keep building our tourism industry, stay innovative, support our partners and workforce. And we will continue to be a driving force in strong local economy in 2022.

Sincerely,
Kimberly Adams
President & CEO

BRAND CAMPAIGNS &
CREATIVE

TO THE VALLEY,
to the vine,
TO US ALL

VISIT
TEMECULA VALLEY
EXPLORE

WELCOME
TO THE VALLEY

VISIT
TEMECULA VALLEY

TO mixing the
HUNTERS &
JUMPERS
WITH THE SIPPERS
& SWIRLERS

LIVE GLASS FULL

WINE
TEMECULA VALLEY

In Southern California Wine Country, we celebrate every moment with a spirited kinship and make it count. It's the only way to live wine, to live glass full.

Please visit our website at VisitTemeculaValley.com

TEMECULA VALLEY
CRAFT BREW MONTH

LIVE GLASS FULL

VISIT
TEMECULA VALLEY
PLAN YOUR STAY

LIVE GLASS FULL

VISIT
TEMECULA VALLEY
EXPLORE

Temecula
CHILLED
A SEASON TO
LIVE GLASS FULL

TEMECULA VALLEY IS
JOY-Full

Temecula
CHILLED
A SEASON TO
LIVE GLASS FULL
EXPLORE



MAY
your glass
ALWAYS BE FULL

TO LETTING
the moment
BREATHE

VISIT
TEMECULA VALLEY
EXPLORE

A man in a white shirt and suspenders sitting at a table with a glass of wine.



PUBLIC RELATIONS - EARNED

	Current (2021)	Previous (2020)
Press Releases	16	30
Media FAMs	3	4
Press Trips	11	33
Coverage Received	122	108
Coverage Impressions	4,305,258,326	2,014,417,615
Coverage Value	\$88,108,246	\$43,417,062

122 Stories - 4.5 Billion Impressions - \$88 Million Value

"Here, raise a glass to these spectacular outdoor experiences that you can have at wineries." - Forbes

"One day is simply not enough to experience the maximum relaxation visitors can achieve in Temecula..." - Los Angeles Times

"...this one in particular has come a long way in the past decade...." - PureWow

"Take a hot air balloon ride, tour wineries by sidecar, and shop one-of-a-kind boutiques in the underrated California city." Travel + Leisure

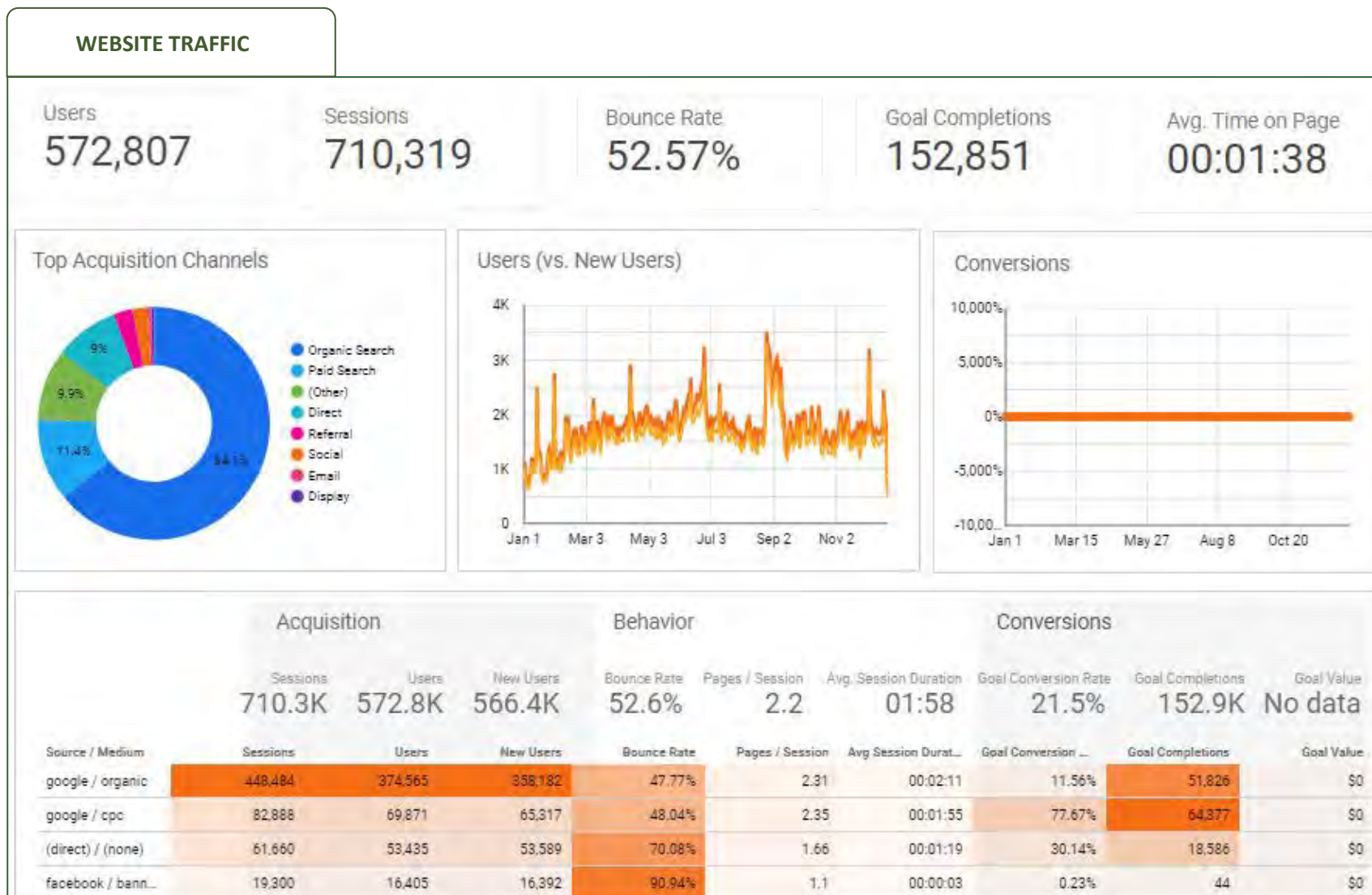
"...the vineyards in Temecula Valley have established a reputation over the last decade for producing fantastic Bordeaux and Rhone varietals, as well as those from Spain, Italy, and Portugal." - Thrillist

"Temecula is quickly becoming a trendy Southern California wine destination." - AvantStay

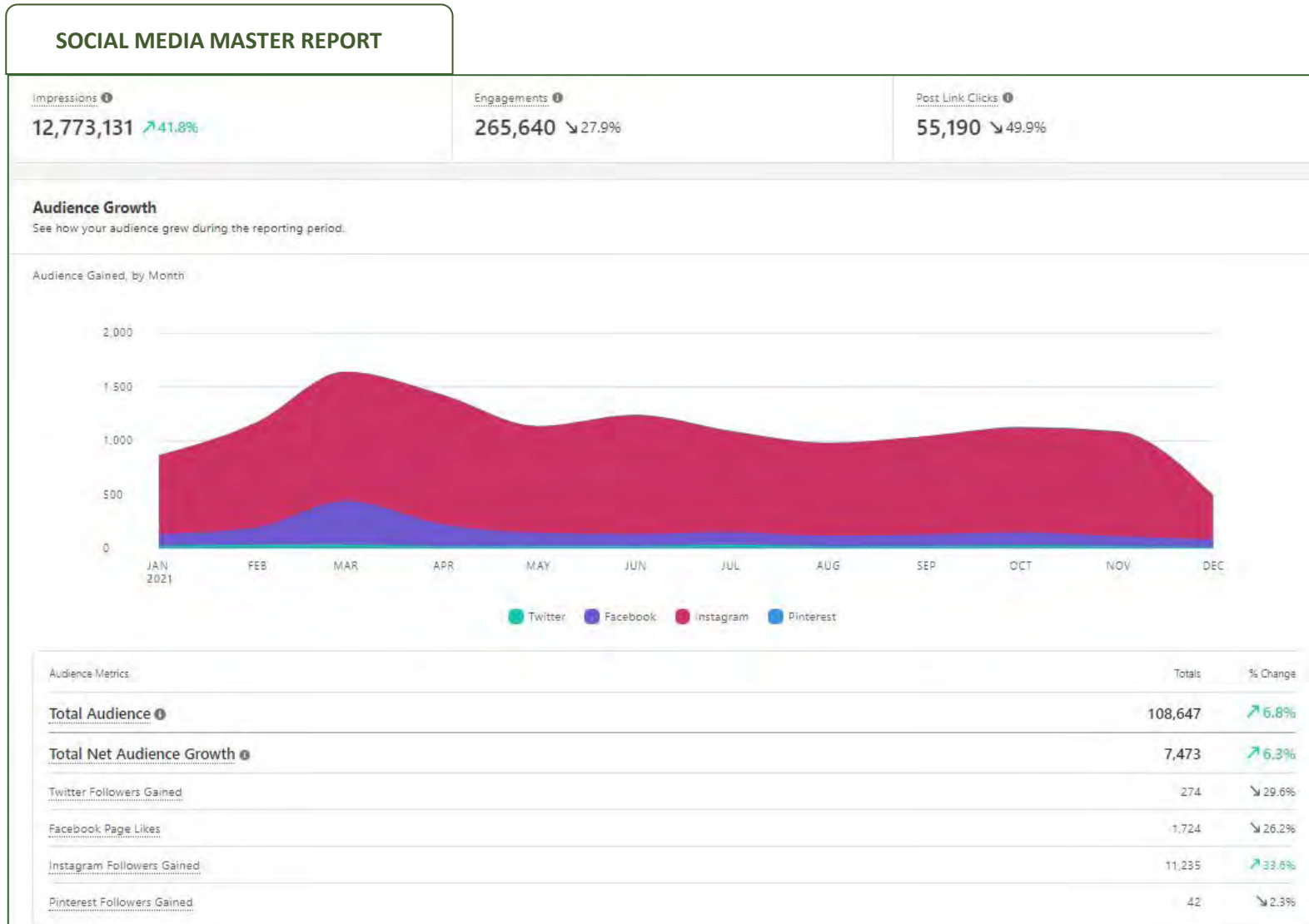
"...the people are proud of their community and of what they do, which is genuinely refreshing. This is a small town with big visions." - Food Wine Travel



MARKETING-OWNED



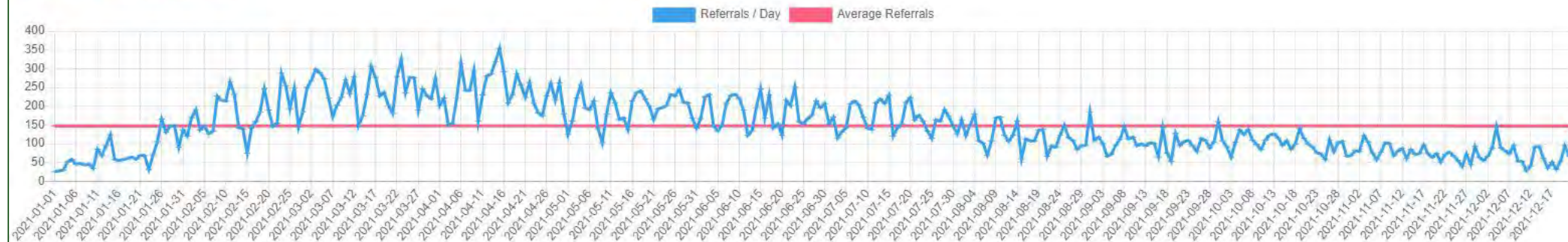
MARKETING-OWNED



MARKETING-OWNED

HOTEL WEBSITE REFERRALS

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
77229	62833	2858	3964	4773	2801

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET	TEMECULA-BOOKINGWIDGET(WIDGET)	TEMECULA-BOOKINGWIDGET(WIDGET)-LODGINGS	TEMECULA-BOOKINGWIDGET(WIDGET)-PACKAGES	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES	TEMECULA-INTERIOR-BOOKINGWIDGET	TEMECULA-INTERIOR-BOOKINGWIDGET(WIDGET)
77229	1043	50954	1244	22	81	153	40	21101	2585	1	5

Referrals By Category

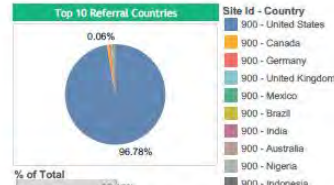
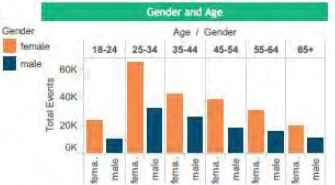
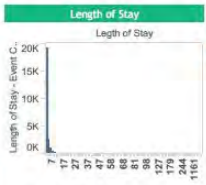
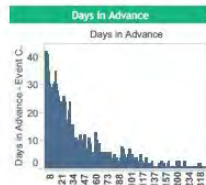
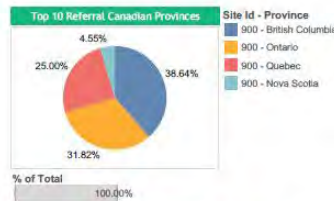
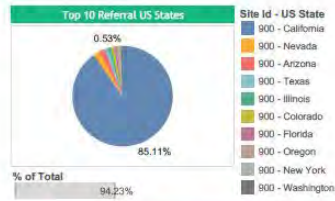
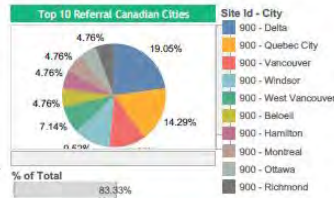
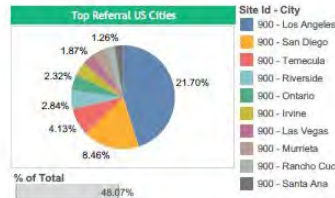
TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
52547	42288	2229	1885	3505	2640

MARKETING-OWNED

BOOK DIRECT Q1 Report

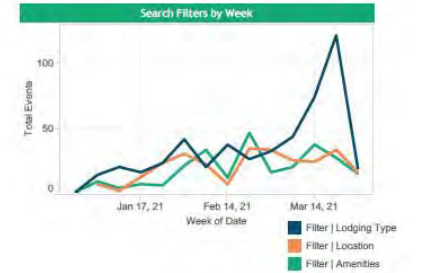
Avg. Cost Per Referral	\$0.20
Avg. Referrals Per Booking	28
Referral to Booking CVR	3.56%
Est Avg Cost Per Booking	\$5.57
Est Avg Booking Amount	\$536.17
Cost Per Reservation	1.0%
Searches	18,911
Search to Referral Ratio	78.83%
Total Referrals	14,907
Est Bookings	531
Est Total Spend	\$2,958
Est Booking Revenue	\$284,706.30
Est ROI	95.2 9520%
Avg Advance Stay in Days	57.67 32.45
Avg. Length of Stay in Days	3.47 2.33
Avg. Daily Rate	\$172.87 \$230.34

Start Date 1/1/2021 End Date 3/31/2021 Site visittemeculavalley.c... A3 Lodging Categories



Of the 70 properties that are listed and have live rates and availability, 8 if the total properties listed have conversion tracking and the properties with live rates and availability, have conversion tracking.

Searches	18,911
Widget Loads*	Total 199,871 Unique 163,101
Widget Load to Search Ratio	9.46% 11.59%
Est. Visitors	Google Analytics*** 126,790
Est. Widget Loads per Visitors	1.6
Est. Visitor to Search Ratio	14.92%
Re-Searches****	152
Specials/Others/Packages Referrals	43
Restaurant Referrals	
Activities/Event Referrals	
Venue Referrals	
TrustYou Review Clicks	
TripAdvisor Review Clicks	
Planat Rating Clicks	
GreenKey Clicks	
Good Housekeeping Clicks	
Click to Call	76



*Total Widget Loads is the number of times a widget appears on a site. Unique Widget Load is the total number of unique events (widget load) per session within the given date range. A session is a group of interactions that take place on a website within a given time frame. By default, a session expires after 30 minutes of inactivity, at midnight or when there is a campaign change.

***Data collected through Google Analytics trackers placed on the widget and results page.

****Re-searches are all searches following the initial search.

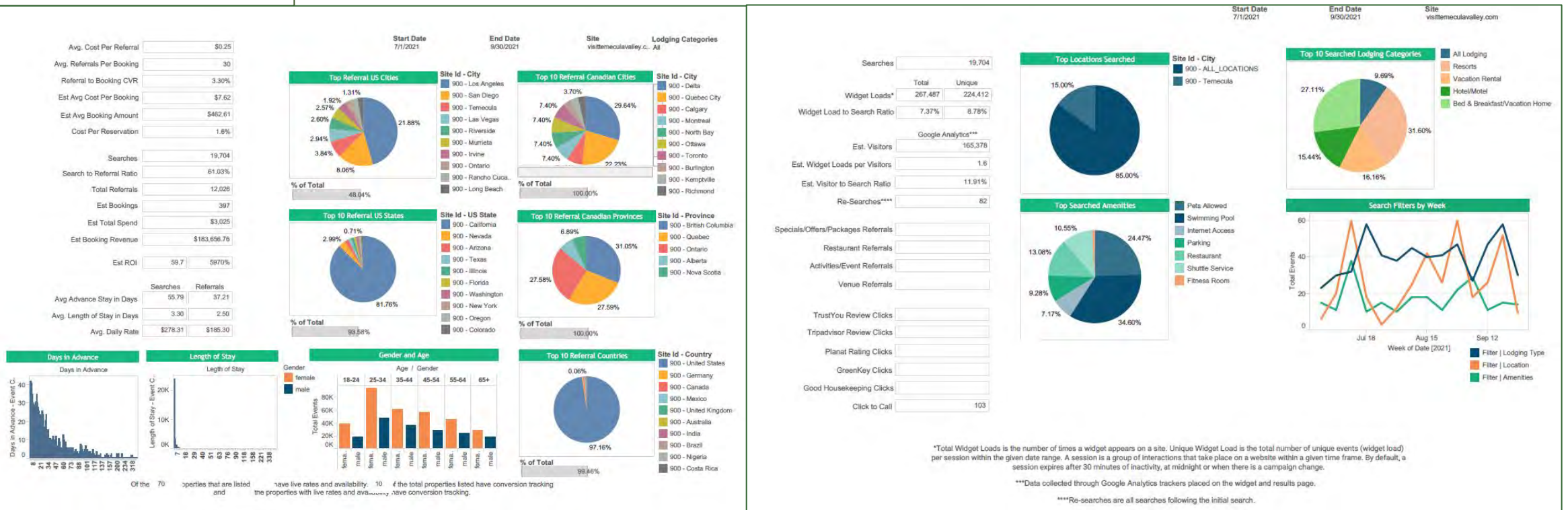
MARKETING-OWNED

BOOK DIRECT Q2 Report



MARKETING-OWNED

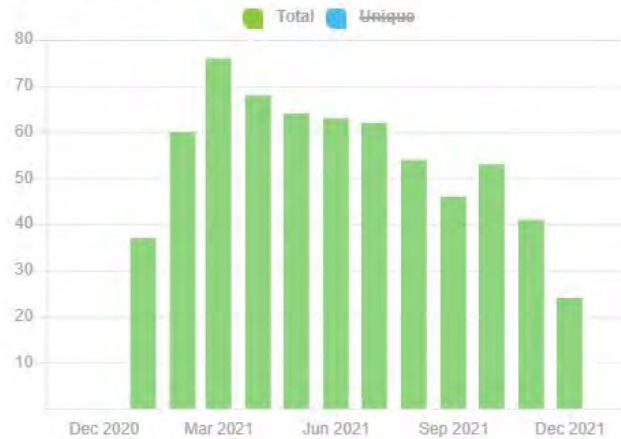
BOOK DIRECT Q3 Report



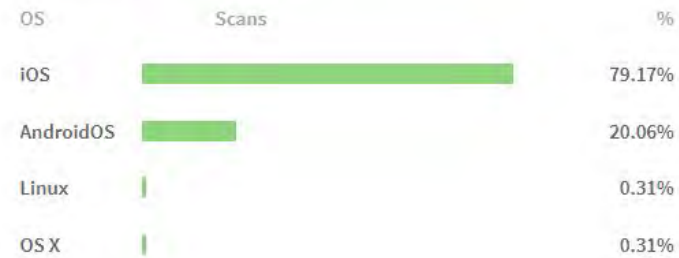
MARKETING-OWNED

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less](#)

SCANS BY TOP COUNTRIES

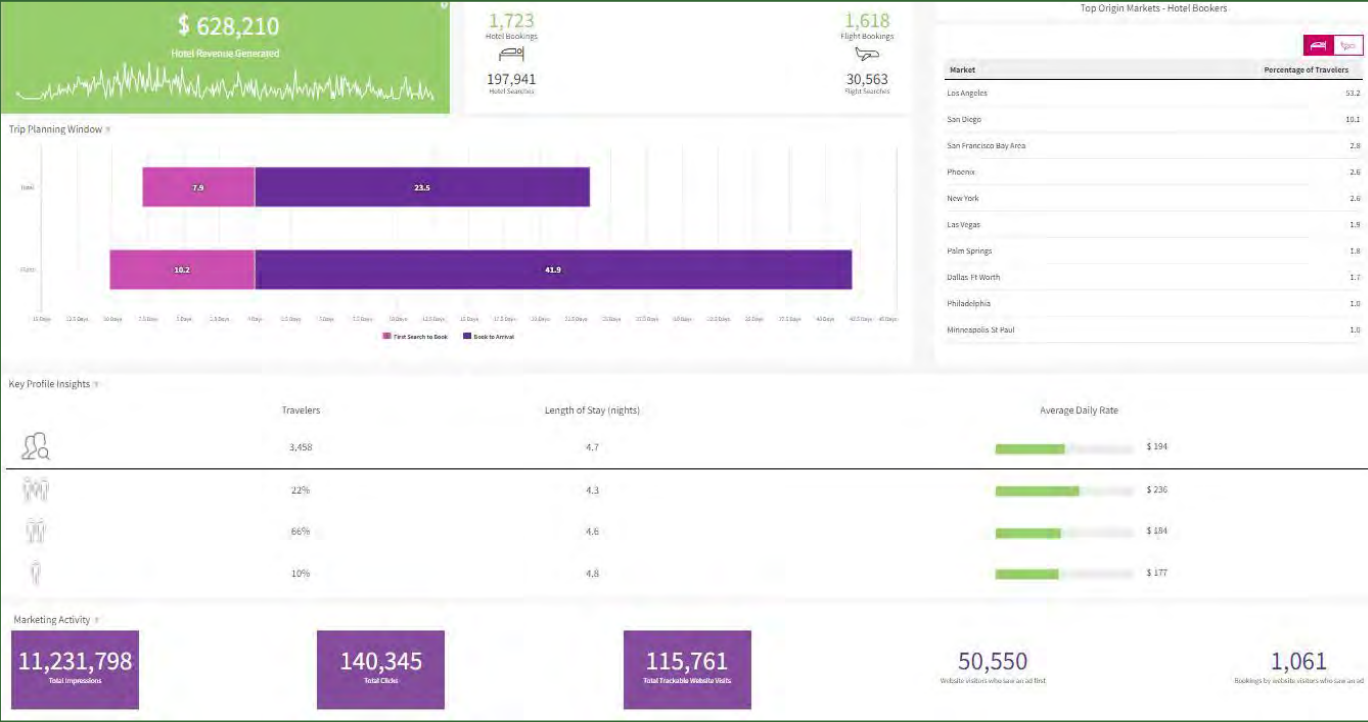
#	Country	Scans	%
1	United States	641	98.92%
2	Mexico	2	0.31%
3	Canada	2	0.31%
4	Ukraine	1	0.15%
5	United Kingdom	1	0.15%
6	Panama	1	0.15%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	137	21.14%
2	New York	63	9.72%
3	Newark	57	8.8%
4	Temecula	40	6.17%
5	Dallas	15	2.31%
6	Torrance (Delthorne)	10	1.54%

MARKETING-OWNED

ADARA MEDIA IMPACT



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Los Angeles	10.2
San Diego	10.1
San Francisco Bay Area	2.8
Phoenix	2.6
New York	2.0
Las Vegas	1.9
Palm Springs	1.8
Dallas Ft Worth	1.7
Philadelphia	1.0
Minneapolis St Paul	1.0

Trip Planning Window

Key Profile Insights

Travelers	Length of Stay (nights)	Average Daily Rate
3,458	4.7	\$ 194
22%	4.3	\$ 236
66%	4.6	\$ 184
10%	4.8	\$ 177

Marketing Activity

11,231,798

Total Impressions

140,345

Total Clicks

115,761

Total Trackable Website Visits

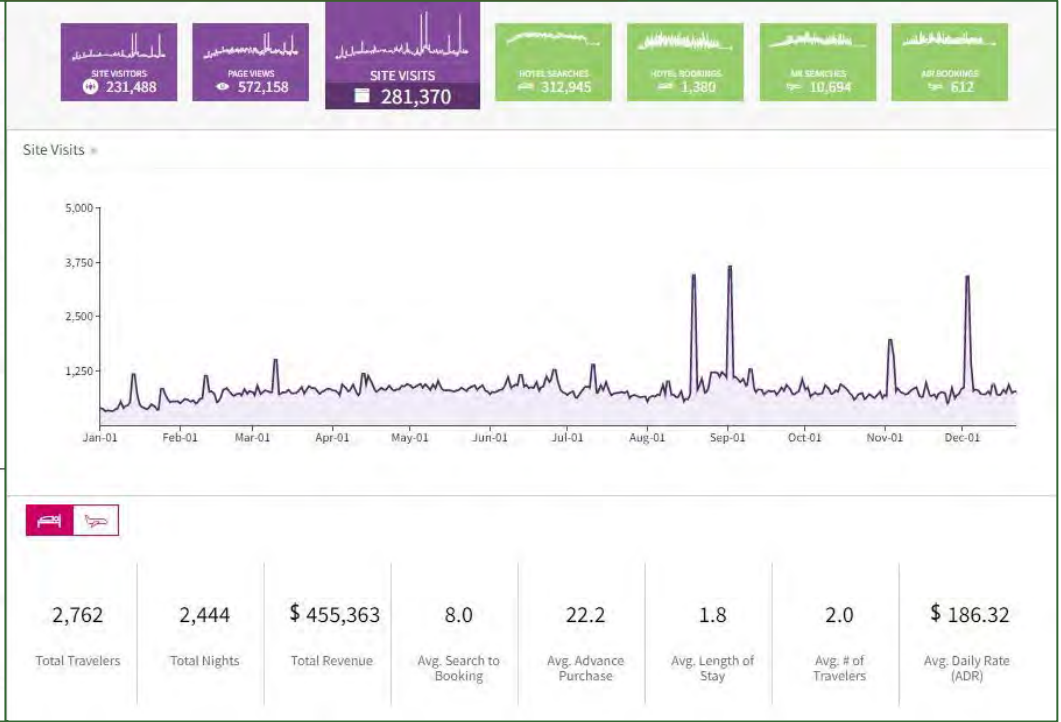
50,550

Website Visitors who saw an ad first

1,061

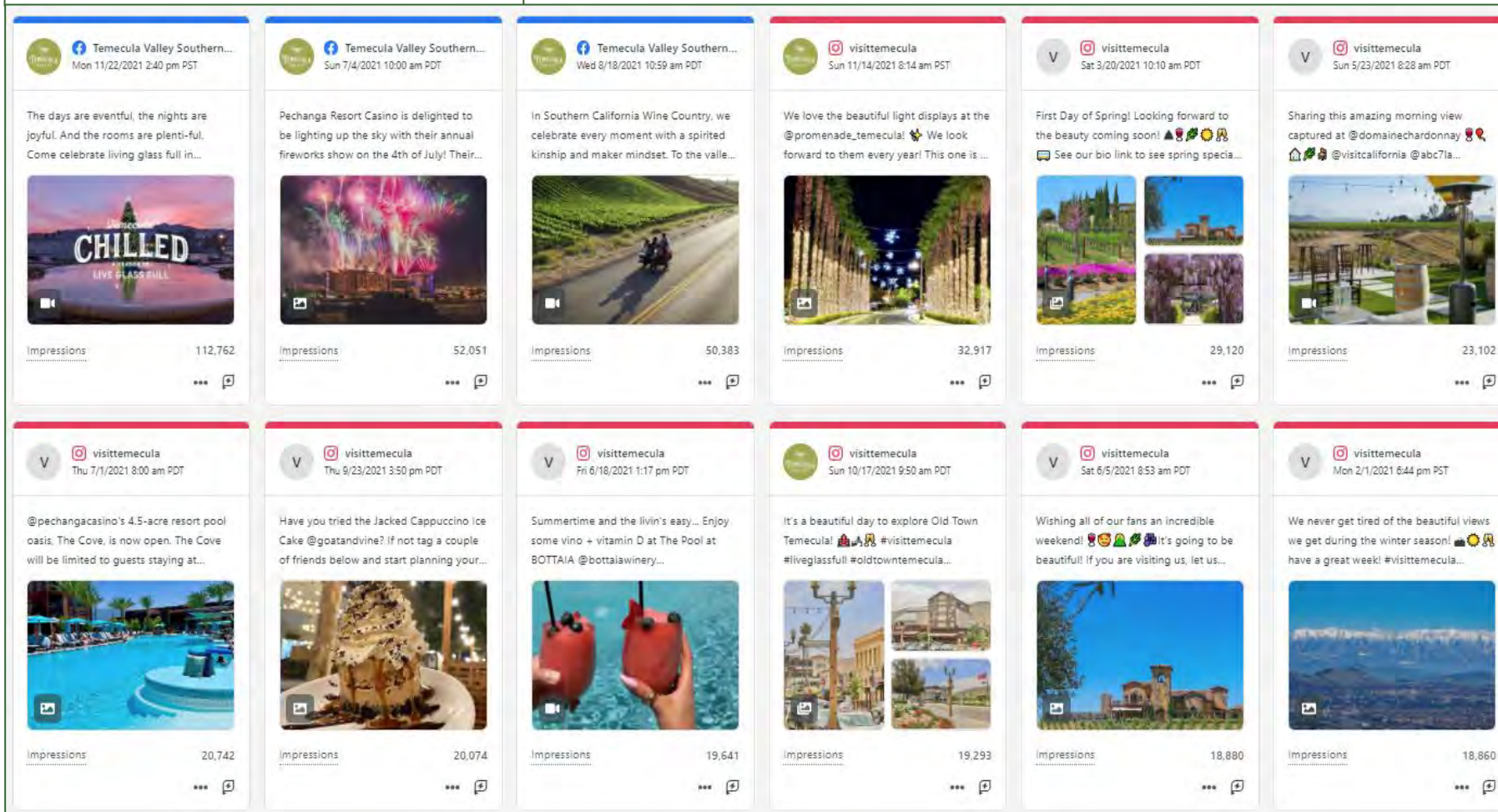
Bookings by website visitors who saw an ad

ADARA WEBSITE IMPACT



MARKETING-OWNED

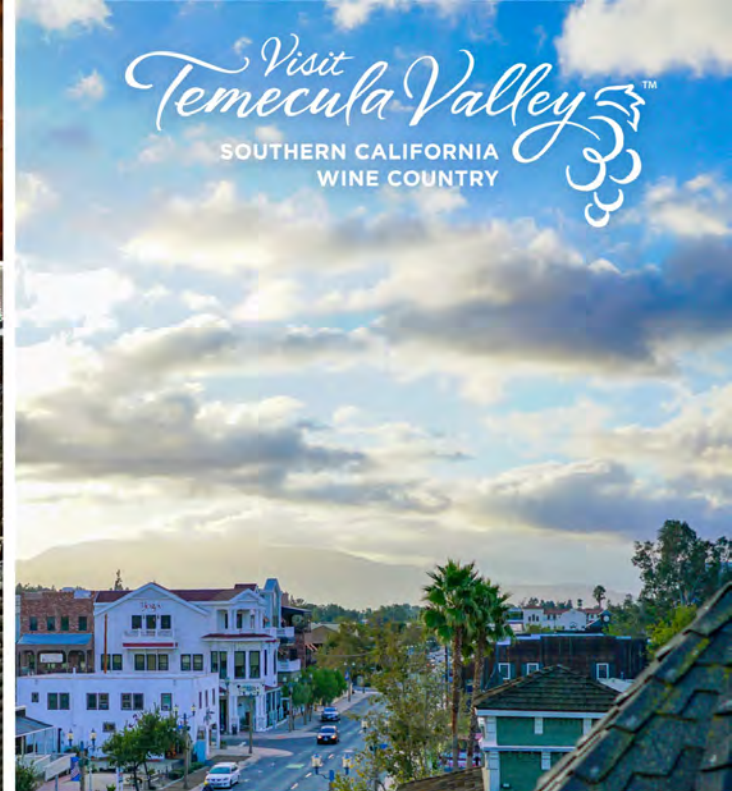
SOCIA MEDIA REPORT



In 2021, we received over 12 million impressions, 264k engagements, and 55K direct clicks to our website. Instagram and Tiktok continue to outperform our other platforms, as they focus on short-form vertical video. On Instagram, some of our top posts had organic impressions in the 30k range with many of these posts featuring our beautiful landscapes and views. We have been using past post data from previous years to see what types of posts perform best on our feed.

This year, we also began promoting on AMP stories in partnership with Visit California through our Crowdriff Story Network. We are slowly starting to get more exposure on the platform as our feeds start pulling into Google search algorithms. We will continue creating content for this platform since we hope to target users who are already searching for us on search engines.

Our Live Glass Full video campaign, launched in August, has done well organically. We will continue to push this on our story feeds during the first half of the new year. Our Live Glass Full hashtag has surpassed 1,000 tags, and we hoping to increase this number as we get into 2022.



JANUARY 2021 BOARD REPORT

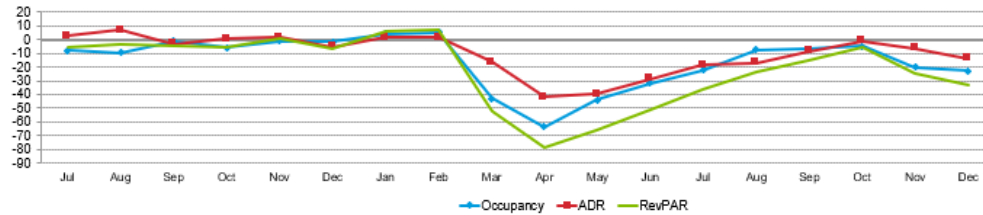
STR REPORT

Tab 2 - Trend Temecula, CA+

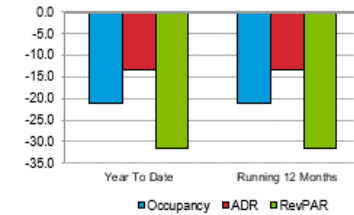
Visit Temecula Valley
For the Month of December 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change

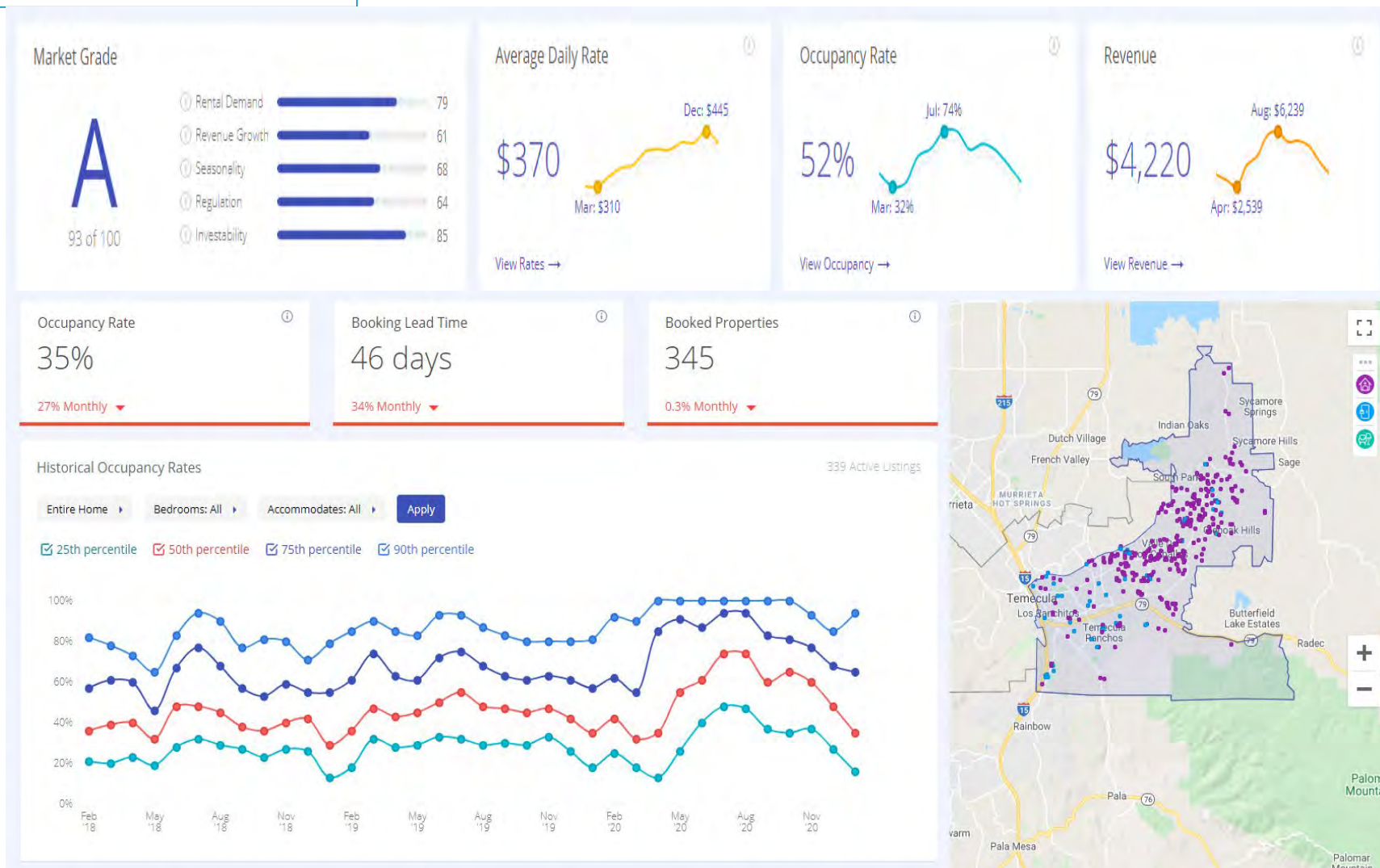


Occupancy (%)	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	75.4	70.0	72.2	70.4	74.2	63.4	65.4	72.4	42.9	26.7	40.9	55.5	58.6	64.8	67.1	67.1	59.5	49.0
Last Year	81.9	77.6	73.0	74.9	74.8	64.4	62.7	68.9	75.4	73.0	73.2	81.3	75.4	70.0	72.2	70.4	74.2	63.4
Percent Change	-8.0	-9.7	-1.1	-6.0	-0.8	-1.5	4.3	5.1	-43.0	-63.5	-44.1	-31.8	-22.3	-7.5	-7.0	-4.6	-19.9	-22.7
ADR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	126.04	121.42	127.95	129.42	127.87	110.23	112.95	120.97	104.99	72.30	80.71	97.76	102.60	109.01	116.98	127.91	119.59	95.04
Last Year	122.75	122.87	132.19	128.81	125.75	116.13	111.08	118.95	125.54	124.18	134.01	137.16	126.04	131.42	127.95	129.42	127.87	110.23
Percent Change	2.7	7.0	-3.2	0.5	1.7	-5.1	1.7	1.7	-16.4	-41.8	-39.8	-28.7	-18.6	-17.1	-8.6	-1.2	-6.5	-13.8
RevPAR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	94.98	92.03	92.36	91.05	94.90	69.93	73.88	87.60	45.08	19.28	33.05	54.22	60.11	70.42	78.52	85.81	71.10	46.40
Last Year	100.51	95.32	96.48	96.43	94.11	74.75	69.63	81.93	94.60	90.66	98.15	111.51	94.98	92.03	92.36	91.05	94.90	69.93
Percent Change	-5.5	-3.5	-4.3	-5.6	0.8	-6.5	6.1	6.9	-52.3	-78.7	-66.3	-51.4	-36.7	-23.3	-15.0	-5.8	-25.1	-33.4
Supply	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	54,374	54,374	52,620	54,374	52,620	54,374	54,374	49,112	54,374	39,030	44,485	48,810	54,374	54,374	52,620	54,374	52,620	54,374
Last Year	48,897	48,794	47,220	50,654	49,020	50,654	50,654	45,752	54,374	52,620	54,374	52,620	54,374	54,374	52,620	54,374	52,620	54,374
Percent Change	11.2	11.4	11.4	7.3	7.3	7.3	7.3	7.3	0.0	-25.8	-18.2	-7.2	0.0	0.0	0.0	0.0	0.0	0.0
Demand	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	40,975	38,075	37,984	38,283	39,052	34,493	35,856	35,564	23,346	10,410	10,214	27,074	31,856	35,224	35,321	34,477	31,287	26,640
Last Year	40,028	37,855	34,464	37,922	36,696	32,606	31,783	31,511	40,972	38,416	39,822	42,778	40,975	38,075	37,984	38,283	39,052	34,493
Percent Change	2.4	0.6	10.2	0.9	6.4	5.8	12.0	12.9	-43.0	-72.9	-54.3	-36.7	-22.3	-7.5	-7.0	-4.6	-19.9	-22.7
Revenue	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	5,164,474	5,002,997	4,860,066	4,950,682	4,993,493	3,802,251	4,017,199	4,202,323	2,451,126	752,621	1,470,046	2,646,718	3,249,268	3,829,674	4,121,001	4,665,834	3,741,457	2,523,899
Last Year	4,913,419	4,651,193	4,555,648	4,884,773	4,613,234	3,706,559	3,827,049	3,748,288	5,143,649	4,770,372	5,236,613	5,867,581	5,164,474	5,002,997	4,860,066	4,950,682	4,993,493	3,802,251
Percent Change	5.1	7.6	6.7	1.3	8.2	0.4	13.9	14.8	-52.3	-84.2	-72.5	-54.9	-36.7	-23.3	-15.0	-5.8	-25.1	-33.4
Census %	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Prep	20	20	20	20	20	20	19	19	19	16	17	18	19	19	19	19	19	19
Census Rooms	1754	1754	1754	1754	1754	1754	1754	1754	1754	1301	1405	1627	1754	1754	1754	1754	1754	1754
% Rooms Participants	93.8	93.8	93.8	93.8	93.8	93.8	93.8	93.8	93.8	91.7	80.2	93.4	86.6	86.6	86.6	93.8	93.8	93.8

A blank row indicates insufficient data.

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AIRDNA REPORT



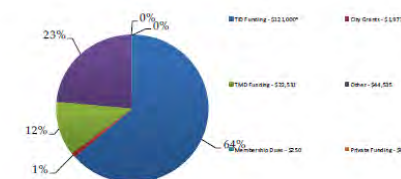
TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the One Month Ending January 31, 2021

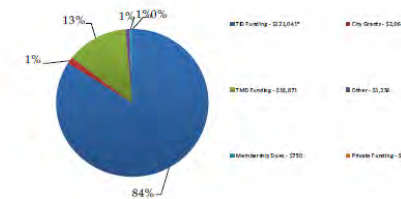
	Unrestricted	Temporarily Restricted	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 121,000	\$ 121,000
City Grants	-	1,977	1,977
TMD Funding	-	22,531	22,531
RC Tourism Grant	-	43,941	43,941
Program Service Revenues:			
Merchandise Sales	575	-	575
Cost of Merchandise Sold	(161)	-	(161)
Merchandise Sales, Net	414	-	414
Membership Dues	250	-	250
Interest Income	9	-	9
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	109,150	(109,150)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	109,823	80,299	190,122
Program Services:			
Advertising-Printed Marketing	57,596	-	57,596
Marketing Personnel Costs	30,672	-	30,672
Dues & Report Services	2,435	-	2,435
Advertising-Website	10,561	-	10,561
Event Hosting	50	-	50
Operational:			
Personnel Costs	7,069	-	7,069
Professional Fees	3,318	-	3,318
Rent	831	-	831
Office Supplies	107	-	107
Printing	2,185	-	2,185
Insurance	331	-	331
Credit Card Processing	277	-	277
Telephone	455	-	455
TOTAL EXPENSES	115,887	-	115,887
CHANGE IN NET ASSETS	(6,064)	80,299	74,235
NET ASSETS, December 31, 2020	(11,611)	937,713	926,102
NET ASSETS, January 31, 2021	\$ (17,675)	\$ 1,018,012	\$ 1,000,337

Revenue Sources January 2021

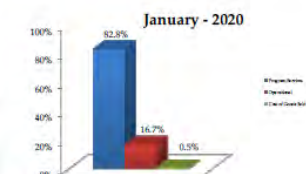
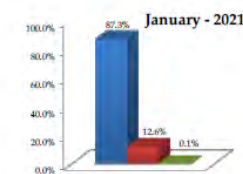


* Interim TID funding amounts are estimated.

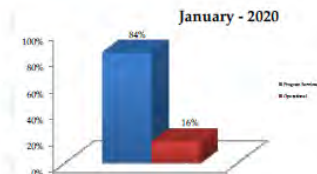
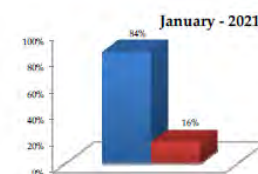
Revenue Sources January 2020



Combined Activity:



TID Activity (includes carryforward expenses):



2021 sales leads are slowly starting to come in mostly with summer to fall dates. VTV continues to directly pass inquiries on to hotel partners with large meeting space availability; partnering with TCI and South Coast.

We are waiting on new meeting standard for safety however other states are currently supporting meeting.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



★	RFP Name		Proposal Status	RFP Received Date	Response Due Date	Planner Name	Total Room Nights
☆	2020 Diamond Club	▼	Awaiting Proposal	Feb 9, 2021	Feb 16, 2021	Cleary, Danielle	358
☆	VMG-41 Spring 2021 (JNJ)	▼	Awaiting Proposal	Feb 1, 2021	Feb 8, 2021	Jackman, Jillian	90
☆	Buku Lax- Crush Challenge - M...	▼	Awaiting Proposal	Feb 1, 2021	Feb 9, 2021	Ancarrow, Lindsay	1,800
☆	Buku Lax- AirStation Shootout -...	▼	Awaiting Proposal	Feb 1, 2021	Feb 9, 2021	Ancarrow, Lindsay	1,800
☆	La Pietra Ramsey Wedding	▼	Awaiting Proposal	Jan 28, 2021	Feb 3, 2021	Warnken, Kristin	20
☆	Multi-Specialty Foundation (We...	▼	Awaiting Proposal	Jan 18, 2021	Jan 21, 2021	Fisher, Dean	1,209

public relations earned

2021 January Performance & Activity Report

Media/PR Stats	Current (2021)
Articles Generated	7
Total Members Featured	29
Contacts Added	2

Expenses/In-Kind	Expenses	In-kind
Total	0	\$560

Publications with Articles	Total Publications	# w/at least 1 Article	%
Total	664	149	22

2021 Counts by Medium	# of Articles	Total Circulation	Total Value
Blog			
Digital Influence			
Magazine			
Newspaper	3	175,400	\$4,535
Online	4	4,080,822	not available
Radio			
Television			
Total	7	4,256,222	\$4,535

Top 10 Publications with Most Articles	# of Articles
Temecula Valley News	2
VisitCalifornia.com	2
Temecula Patch	1
The Valley Business Journal	1
Travel Awaits	1

The focus this month during the lockdown was up keeping webpages updated and members informed. We promoted takeout and shopping via press releases and media pitches. Once lodging, dining, and some activities were reopened we immediately switched gears to hotel packages, Valentine's Day, outdoor dining, and outdoor activities.

Public Relations worked with Brand U.S.A. to create Visit Temecula Valley webpages on their soon to be launched updated website.

Surveys were sent to the wineries, restaurants, hotels, and transportation companies asking to learn what they are doing, and their most urgent promotion needs.

PR also assisted the marketing department with creating Takeout signs for the hotels, updating marketing assets, regional campaign efforts, and the new brand campaign.

Press Release Performance Measures		
	Month To Date	Year to Date
Press Releases Issued:	2	

Activity Measures		
	Month To Date	Year to Date
Media Events & Media Missions	0	0
PR Familiarization Tours	0	0
Hosted Press Trips - Domestic	0	0
Hosted Press Trips - International	0	0
Coverage Received	7	7
Coverage Impressions	4,198,522	4,198,522
Coverage Value	2,815	2,815

Visit Temecula Valley Announces 2021 Board Of Directors

New Chairman Bill Wilson has served as a Visit Temecula Valley Executive Officer for the past 15 years.

Press Release Desk, News Partner
Posted Sat, Jan 16, 2021 at 1:24 pm PT

Like 14 Share

Reply



Visit Temecula Valley, Temecula Valley's official tourism destination marketing organization, now in its seventeenth year, announces its new Chairman, Executive Officers, and Directors. Visit Temecula Valley Chairman of the Board for 2021 is Bill Wilson, Owner, President, C.E.O. at Wilson Creek Winery. Wilson has served as a Visit Temecula Valley Executive Officer for the past 15 years.

"I am honored to take the reins and shout from the rooftops how awesome this area is. Temecula Valley offers a fantastic getaway with world class wineries, breweries, restaurants, and accommodations – all within a short drive for more than 21 million people," states Chairman Wilson.

"As we approach the new normal moving forward, we have to continue to put our best foot forward and let Southern California and the world know how far we have come in the past 5, 10, 15 years." Wilson continues, "We are not stopping and resting on our laurels and we will continue to make Temecula Valley Southern California Wine Country a great place to live, work, stay, and play for generations to come."

6 Incredible Places For U.S. Snowbirds This Winter



PHOTO CREDIT: LISA TOP / SHUTTERSTOCK

4. Temecula, California

The West Coast is another ideal snowbird destination. Temecula, located southeast of Los Angeles, has sunny days with temps that rarely dip below 67 degrees. In addition to the [wineries of Temecula Valley](#), there are plenty of acclaimed golf courses, gambling at the [Pechanga Resort Casino](#), and even hot air balloon rides.

RV travelers will enjoy staying at the [Pechanga RV Resort](#). The resort provides utility hookups as well as complimentary Wi-Fi and is within easy walking distance of numerous restaurants. Guests can also practice their golf skills at the [Journey at Pechanga](#) golf course for free.

Pro Tip: Also read up on the [nine best things to do in Temecula after you've tasted all the wine](#).

CALIFORNIA NOW BLOG / 10 IDEAS FOR A CALIFORNIA NEAR-CATION

10 Ideas For A California Near-Cation

Smarten up your trip planning by traveling close to home this winter

VTV shares sweet deals for special Valentines gifts that support local businesses

By Submitted January 28, 2021

146



TEMECULA – For those looking for something extra special to give this Valentine's Day, Temecula Valley has staycation packages and romantic experiences to pair with local wines and spirits. Hoping for the Regional Stay At Home Order to be lifted, Visit Temecula Valley invited Southern California residents to stay and experience their wine country like a traveler. If the Regional Stay At Home Order remains in place through the holiday, many of the stay packages can be reserved for a later date and the specials are available online for pickup or delivery. Resort and vacation rental staycation packages Carter Estate Winery and Resort is offering a private burghatta (dinner) package valid through the year. This

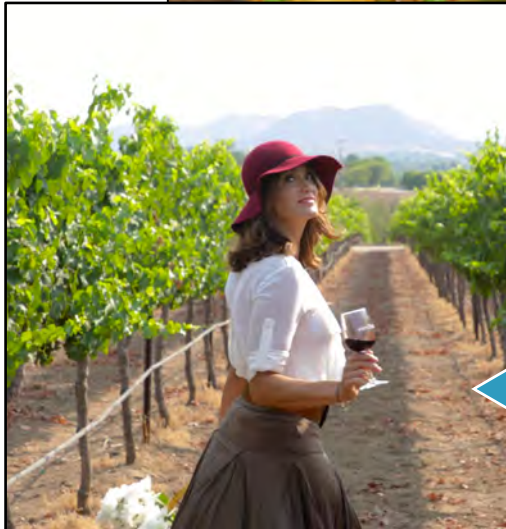
10) Temecula

Drive time from Los Angeles: 1.75 hours / Drive time from San Diego: 1 hour

North of San Diego County lies the grape-rich region of [Temecula](#), a fertile valley boasting 40-plus vineyards and an 1880s cowboy vibe. Stroll along [Old Town Temecula's](#) rustic wooden sidewalks and admire its Old West storefronts and water towers. Take out farm-fresh sandwiches from [E.A.T. Marketplace](#) before biking or driving the vineyard-dotted back roads (download the [Temecula Valley Winegrowers Association's](#) app). Play a round of golf at [Temecula Creek's 27-hole championship course](#), then rest up in a plush bed at the [Temecula Creek Inn](#).

brand marketing

2021 January Performance & Activity Report



To help promote our local restaurants during the lockdown we created imagery to make it easy for everyone staying in Temecula Valley to find takeout from our members.



In January we released the “Sights & Sounds of Temecula Valley” video. This was created for use by Brand USA, but also our social channels. The video features footage from some of our amazing members including Robert Renzoni Vineyards, BOTTAIA Winery, Pechanga Resort Casino, Wiens Brewing Co. and more. Things to do include Hot Air Ballooning and Old Town to name a few. The imagery coupled with the sound design create an experience to entice new and old visitors to come experience Temecula Valley.

WEBSITE TRAFFIC

Users
29,890

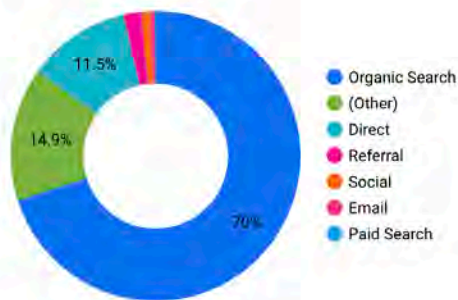
Sessions
34,934

Bounce Rate
59.41%

Goal Completions
4,115

Avg. Time on Page
00:01:40

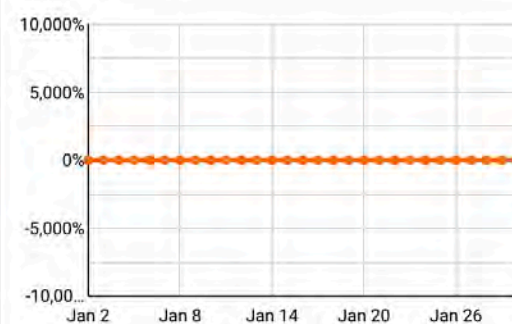
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Behavior

Conversions

Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
34.9K	29.9K	29.3K	59.4%	2.0	01:41	11.8%	4.1K	No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	24,467	20,853	20,348	54.06%	2.15	00:01:52	10.79%	2,640	\$0
travelzoo / travel...	4,271	3,799	3,737	76.02%	1.32	00:00:59	0.75%	32	\$0
(direct) / (none)	3,803	3,466	3,414	75.12%	1.48	00:00:55	26.58%	1,011	\$0
digilantnativead...	320	315	315	77.19%	1.44	00:00:12	0%	0	\$0
visitcalifornia.co...	281	249	230	64.41%	1.81	00:01:07	11.03%	31	\$0
Act-On Software ...	226	159	123	55.31%	1.96	00:02:21	13.72%	31	\$0
tripadvisorboost...	209	199	198	68.9%	1.58	00:00:12	0%	0	\$0
m.facebook.com...	165	159	155	75.15%	1.32	00:00:33	0.61%	1	\$0
temecula.simple...	130	7	3	14.62%	11.11	00:16:59	55.38%	72	\$0

SOCIAL MEDIA MASTER REPORT

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

408,431 ↘ 54.3%

Engagements ⓘ

8,073 ↘ 76.1%

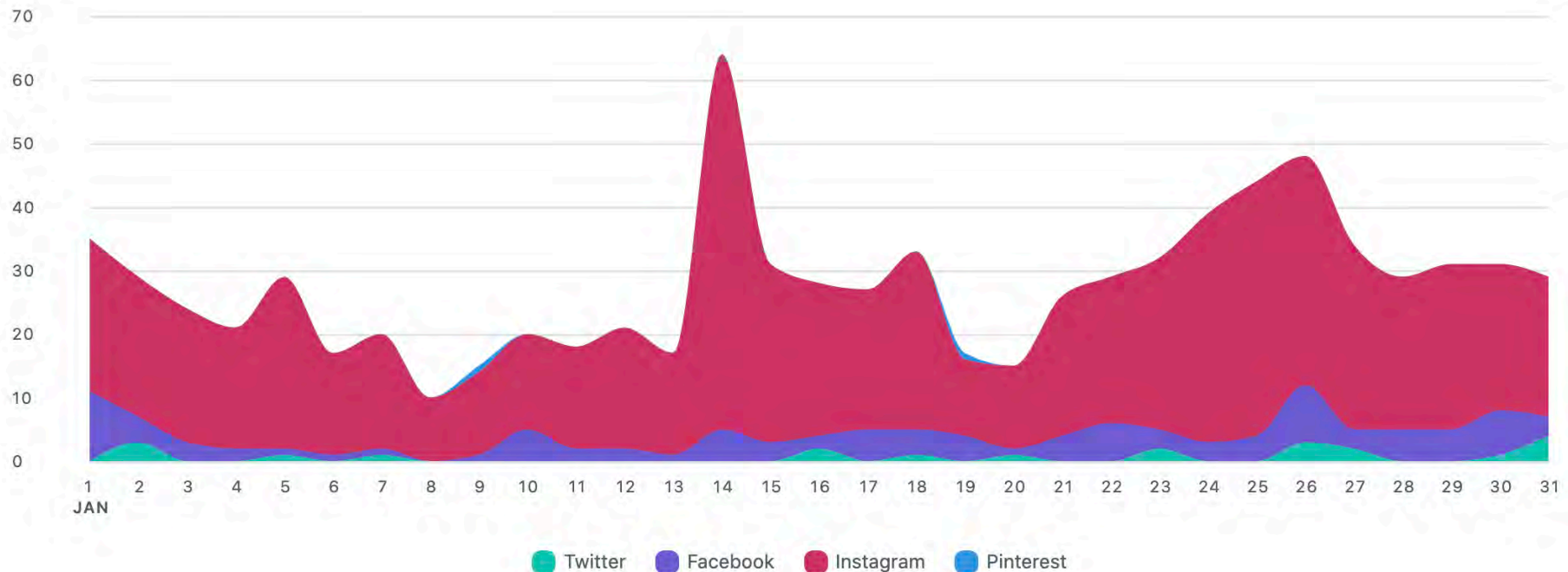
Post Link Clicks ⓘ

125 ↘ 98.1%

Cross-Network Audience Growth

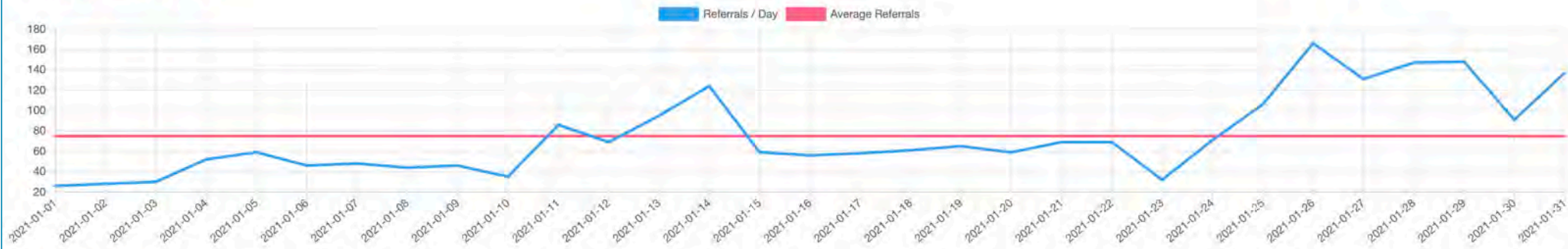
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals Line Graph Bar Graph



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
3589	3015	155	130	194	95

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET(WIDGET)	TEMECULA-BOOKINGWIDGET(WIDGET)-LODGINGS	TEMECULA-BOOKINGWIDGET(WIDGET)-PACKAGES	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES	TEMECULA-INTERIOR-BOOKINGWIDGET(WIDGET)
3589	105	2329	32	80	153	40	702	146	2

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
2313	1862	105	62	179	105

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	37	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Temecula	6	16.22%
2	Newark	5	13.51%
3	New York	4	10.81%
4	Los Angeles	4	10.81%
5	Torrance (Delthorne)	2	5.41%
6	Monrovia	1	2.7%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



[Show less](#)

SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	23	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Temecula	6	26.09%
2	Newark	3	13.04%
3	Los Angeles	2	8.7%
4	Irvine	1	4.35%
5	Chicago	1	4.35%
6	Yorba Linda	1	4.35%

ADARA MEDIA IMPACT

January 2021

Dashboard ?

Activity Breakdown

Media Referrals ?

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 7,617

Hotel Revenue Generated

33

Hotel Bookings



6,065

Hotel Searches

19

Flight Bookings



441

Flight Searches

Trip Planning Window ?

Hotel

3.6

23

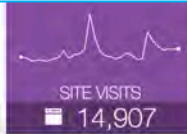
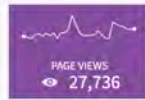
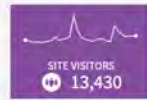
Flight

1.5

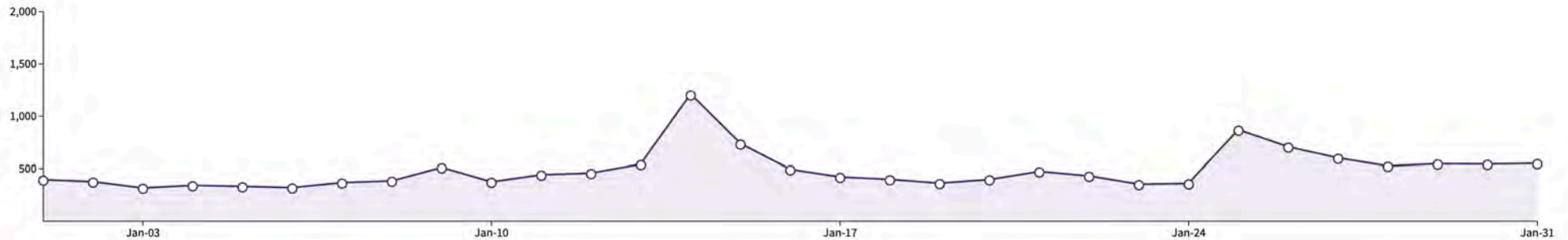
43.9

Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



89

Total Travelers

75

Total Nights

\$ 9,486

Total Revenue

3.5

Avg. Search to Booking

29.4

Avg. Advance Purchase

1.6

Avg. Length of Stay

1.9

Avg. # of Travelers

\$ 126.49

Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

SOCIAL MEDIA STORIES/POSTS

2021 January Performance & Activity Report

During the month of January, we focused on promoting the [Shop Local](#) and [Order Takeout](#) pages featured on our website. Our promotions on social media continued to be story based due to the Stay-At-Home Order. We focused on using local hashtags and targeting our existing fan base instead of seeking out new audiences. Specials we featured on our social media feeds were also cross promoted on our website galleries. We geotagged and added call-to-action links to our imagery to increase referral traffic to member websites. Members have been encouraged to submit their content through our **Crowdriff** collector link to add any specials or promotions they would like featured on our website. Visit California uses the Crowdriff platform as well, so having more member generated photos and videos will be very important in the next few months: <https://upload.crowdriff.com/visitemeculavalleymembers>

This month we also updated our **Month of Romance** microsite to include **Valentine's Day specials and room offers** (which both became available with our transition into the Purple Tier). Although most businesses will be open for overnight stays and outdoor dining, we will continue to promote online shopping and takeout for fans who do not feel comfortable traveling yet. As things continue to improve, we will continue to focus on **hotel packages** and **unique experiences** to feature on our website. Video content on Instagram Reels and Tiktok performed well in late summer and fall, so we will continue to capture more content to post as we transition into spring.



Temecula Valley Sou... Fri 1/22/2021 8:49 am PST	
The Sights & Sounds of Temecula Valley #temeculawinecountry #temecula #visitemecula	
Total Engagements	360
Reactions	128
Comments	11
Shares	31
Post Link Clicks	1
Other Post Clicks	189

Temecula Valley Sou... Thu 1/14/2021 2:39 pm PST	
Total Engagements	166
Reactions	47
Comments	4
Shares	4
Post Link Clicks	-
Other Post Clicks	111

Temecula Valley Sou... Fri 1/15/2021 2:56 pm PST	
Looking for some takeout options this weekend? We recommend @oscarsbrewingco! You can ord	
Total Engagements	141
Reactions	43
Comments	6
Shares	3
Post Link Clicks	1
Other Post Clicks	88

partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

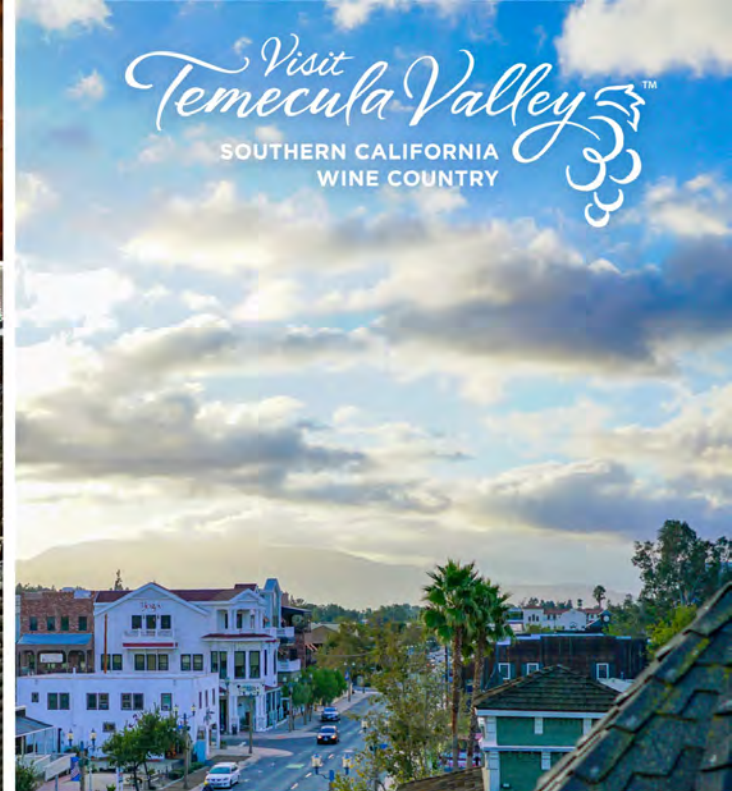
Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals



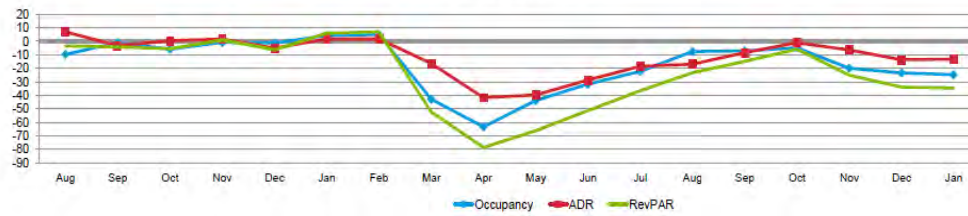


FEBRUARY 2021 BOARD REPORT

STR REPORT

Visit Temecula Valley
For the Month of January 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
This Year	70.0	72.2	70.4	74.2	83.5	85.4	72.4	43.0	26.8	41.1	55.4	58.6	64.7	67.0	67.0	59.4	48.6	49.3
Last Year	77.5	72.9	74.8	74.8	94.3	62.8	68.9	75.4	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4
Percent Change	-9.7	-1.1	-5.9	-0.8	-1.3	4.3	5.0	-42.9	-63.3	-43.9	-31.8	-22.3	-7.8	-7.1	-4.8	-19.9	-23.4	-24.7

ADR						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
This Year	131.01	127.53	128.97	127.44	106.86	112.58	120.80	104.60	72.13	80.51	97.53	102.36	108.81	116.75	127.60	119.24	94.88	97.65
Last Year	122.49	131.70	128.41	125.34	116.74	110.65	118.50	125.15	123.80	133.59	136.75	125.61	131.01	127.53	128.97	127.44	109.86	112.58
Percent Change	7.0	-3.2	0.4	1.7	-5.1	1.7	1.8	-16.4	-41.7	-39.7	-28.7	-18.5	-16.9	-8.5	-1.1	-8.4	-13.6	-13.3

RevPAR						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
This Year	91.72	92.02	90.74	94.55	66.74	73.67	87.31	45.00	19.31	33.06	54.06	59.96	70.41	78.27	85.48	70.89	46.11	48.10
Last Year	94.95	96.06	96.03	93.71	74.48	69.45	81.66	94.31	90.34	97.77	111.07	94.66	91.72	92.02	90.74	94.55	66.74	73.67
Percent Change	-3.4	-4.2	-5.5	0.9	-8.4	6.1	6.9	-52.3	-78.6	-66.2	-51.3	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-34.7

Supply						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
This Year	54,746	52,980	54,746	52,980	54,746	54,746	49,448	54,746	36,390	44,857	49,170	54,746	54,746	52,980	54,746	52,980	54,746	54,746
Last Year	49,166	47,580	51,026	49,380	51,026	51,026	46,088	54,746	52,980	54,746	52,980	54,746	54,746	52,980	54,746	52,980	54,746	54,746
Percent Change	11.3	11.3	7.3	7.3	7.3	7.3	7.3	0.0	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
This Year	38,328	36,226	38,518	36,308	34,756	35,828	35,797	23,552	10,544	18,422	27,254	32,069	35,424	35,518	36,877	31,484	26,608	26,969
Last Year	38,111	34,703	38,161	36,917	32,834	32,025	31,762	41,296	38,690	40,086	43,031	41,266	38,328	38,226	38,518	39,308	34,756	35,828
Percent Change	0.6	10.2	0.9	6.5	5.9	11.9	12.7	-42.9	-72.7	-54.0	-36.7	-22.3	-7.8	-7.1	-4.8	-19.9	-23.4	-24.7

Revenue						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
This Year	5,021,303	4,875,042	4,967,537	5,009,219	3,816,177	4,033,273	4,317,208	2,463,486	760,535	1,483,175	2,856,133	3,282,731	3,854,513	4,146,582	4,079,882	3,754,195	2,524,487	2,633,441
Last Year	4,868,386	4,570,547	4,900,171	4,827,363	3,800,362	4,043,556	3,783,658	5,163,062	4,796,103	5,352,266	5,984,290	5,162,947	5,021,303	4,875,042	4,967,537	5,009,219	3,816,177	4,033,273
Percent Change	7.6	6.7	1.4	8.3	0.5	13.8	14.7	-52.3	-84.1	-72.3	-54.8	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-34.7

Census %						2020												2021
	Aug	Sep	2019 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 Jan
Census Props	21	21	21	21	21	20	20	20	17	18	19	20	20	20	20	20	20	20
Census Rooms	1766	1766	1766	1766	1766	1766	1766	1766	1313	1447	1639	1766	1766	1766	1766	1766	1766	1766
% Rooms Participants	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	90.2	79.5	92.7	86.0	86.0	86.0	86.0	86.0	86.0	86.0

A blank row indicates insufficient data.

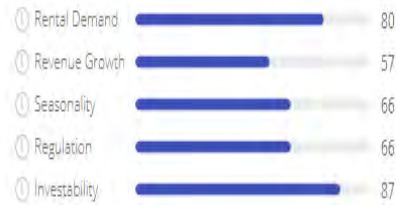
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AIRDNA REPORT

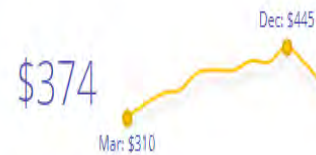
Market Grade

A

93 of 100



Average Daily Rate



[View Rates →](#)

Occupancy Rate



[View Occupancy →](#)

Revenue



[View Revenue →](#)

Occupancy Rate

50%

43% Monthly ▲

Booking Lead Time

114 days

148% Monthly ▲

Booked Properties

330

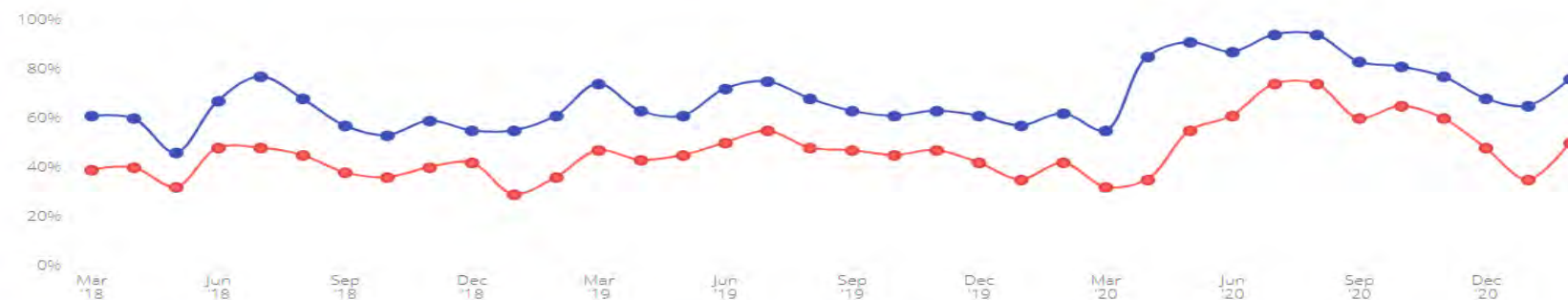
4% Monthly ▼

Historical Occupancy Rates ⓘ

325 Active Listings

☒ Entire Home
 ☒ Bedrooms: All
 ☒ Accommodates: All
 Apply

☐ 25th percentile
☒ 50th percentile
☒ 75th percentile
☐ 90th percentile



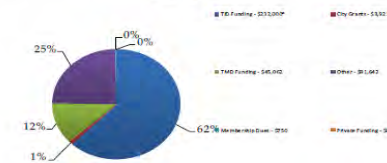
TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Two Months Ending February 28, 2021

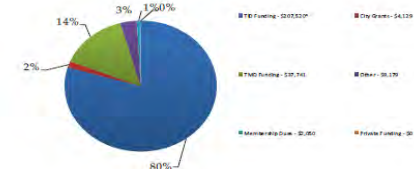
	Unrestricted	Temporarily Restricted	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 232,000	\$ 232,000
City Grants	-	3,921	3,921
TMD Funding	-	45,062	45,062
RC Tourism Grant	-	91,049	91,049
Program Service Revenues:			
Merchandise Sales	575	-	575
Cost of Merchandise Sold	(161)	-	(161)
Merchandise Sales, Net	414	-	414
Membership Dues	750	-	750
Interest Income	18	-	18
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	211,178	(211,178)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	212,360	160,854	373,214
Program Services:			
Advertising-Printed Marketing	112,042	-	112,042
Marketing Personnel Costs	61,164	-	61,164
Dues & Report Services	4,085	-	4,085
Advertising-Website	10,953	-	10,953
Travel & Entertainment	35	-	35
Event Hosting	50	-	50
Operational:			
Personnel Costs	14,406	-	14,406
Professional Fees	14,770	-	14,770
Rent	1,482	-	1,482
Office Supplies	446	-	446
Printing	3,076	-	3,076
Insurance	663	-	663
Property Taxes	(1,604)	-	(1,604)
Credit Card Processing	469	-	469
Telephone	740	-	740
TOTAL EXPENSES	222,777	-	222,777
CHANGE IN NET ASSETS	(10,417)	160,854	150,437
NET ASSETS, December 31, 2020	(9,985)	969,726	959,741
NET ASSETS, February 28, 2021	\$ (20,402)	\$ 1,130,580	\$ 1,110,178

Revenue Sources January - February 2021



* Interim TID funding amounts are estimated.

Revenue Sources January-February 2020

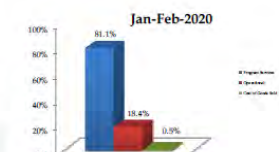
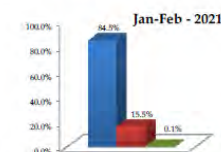


TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

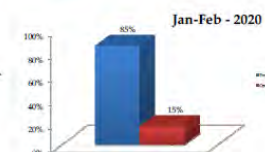
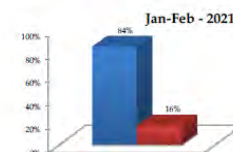
Expense Allocation

For the Two Months Ending February 28, 2021 and February 28, 2020

Combined Activity:



TID Activity (includes carryforward expenses):



2021 & 2022 sales leads are slowly starting to come in for late summer 2021 and spring 2022 VTV continues to directly pass inquiries on to hotel partners who have large meeting space availability. TCI, South Coast and Pechanga are only excepting small wedding blocks and looking at August for potential meeting dates, our limited-service partners take small group inquiries.

We are waiting on new meeting standard for safety however other states are currently supporting meeting.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



★	RFP Name	Proposal Status	RFP Received Date	Response Due Date	Planner Name	Total Room Nights
☆	VIP Solorio	Awaiting Proposal	Mar 9, 2021	Mar 10, 2021	Bohm, Steve	20
☆	April 2022 Retreat	Receipt Confirmed	Feb 24, 2021	Mar 5, 2021	Levitin, Michelle	1,820
☆	SD Agent Study -Temeculah	Awaiting Proposal	Feb 24, 2021	Mar 3, 2021	Cobb, Carol	0
☆	Board of Directors' Event_MTN...	Receipt Confirmed	Feb 19, 2021	Mar 4, 2021	David, Brenda	136

MEDIA/PR STATS

	Current (February 2021)	Previous (January 2021)	% Change
Articles Generated	11	8	38%
Contacts Added	1	1	0%
Media Events	2	0	0
Total Members Featured	35	29	21%
Active Contacts	2,421	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
671	156	23%

FEBRUARY COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	1	45,000	0
Digital Influencer	1	16,834	0
Magazine	1	41,857	3,495
Newspaper	2	7,662,374	165,000
Online	5	1,012,664,280	20,299,818
Television	1	11,000,000	242,000
Total	11	1,031,430,345	20,710,313

FEBRUARY COUNTS 2021 BY MEDIUM

Type	Expenses		Inkind	
	February 2021	2021 YTD	February 2021	2021 YTD
---	\$0.00	\$0.00	\$700.00	\$700.00
Total	\$0.00	\$0.00	\$700.00	\$700.00

public relations earned

2021 February Performance & Activity Report

Filming Real Housewives of Beverly Hills took place in wine country, the air date is TBA. Several webpages were updated based on web traffic. Collaborated with Brand USA to create new content for a Temecula Valley page on their website for their upcoming launch. Surveyed hotels to request their top priorities to be discussed in April Sales Committee meeting. Provided content for two group tour companies that will feature Temecula Valley: Saga Holidays, Tour America. Created a press release featuring what is new and distributed. Attended SoCal DMO PR meeting and VCA PR Committee meeting.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Temecula Valley News	3
VisitCalifornia.com	3
ABC 7 Los Angeles	1
Deccan Herald	1
Inland Empire Magazine	1
MSN	1
Palm Desert Patch	1
Pure Wow	1
San Francisco Examiner	1
sanfranciscoexaminer.com	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	3

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	1	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	1	1
Hosted Press Trips - International	0	0
Coverage Received	11	19
Coverage Impressions	1,031,430,345	1,035,686,567
Coverage Value	20,710,313	20,714,848



Press Trip
Danielle Bauter
Freelancer Travel Writer
Story about Pechanga
for Fodor's about the
safety at casinos. Also
pitching other outlets about
her experience in
Temecula.



2021 February Performance & Activity Report

BUSINESS
Inland Empire wineries hoping Valentine's Day, Presidents Day weekend will boost business
By Leticia Juarez
Wednesday, February 10, 2021



TEMECULA, Calif. (KABC) -- With Valentine's Day and Presidents Day approaching, Southern California wineries are hoping to toast to a busy weekend.

Local vineyards and tasting rooms say they're ready to welcome back customers to its unique tasting and place.

Doffo Winery in Temecula is revved up and ready to welcome back customers to its unique tasting and showroom.

The winery was able to reopen after Gov. Gavin Newsom lifted stay-at-home orders - once again allowing for outdoor dining.

"Everyone is really excited that we are back open," said Damian Doffo of Doffo Winery. "I think that Temecula in general, especially our little winery has incredible views, we have plenty of space."

Wineries are gearing up for a big holiday weekend with Valentine's Day and Presidents Day offering Southern Californians a chance to escape the confines of being at home for views of vineyards.



brand marketing

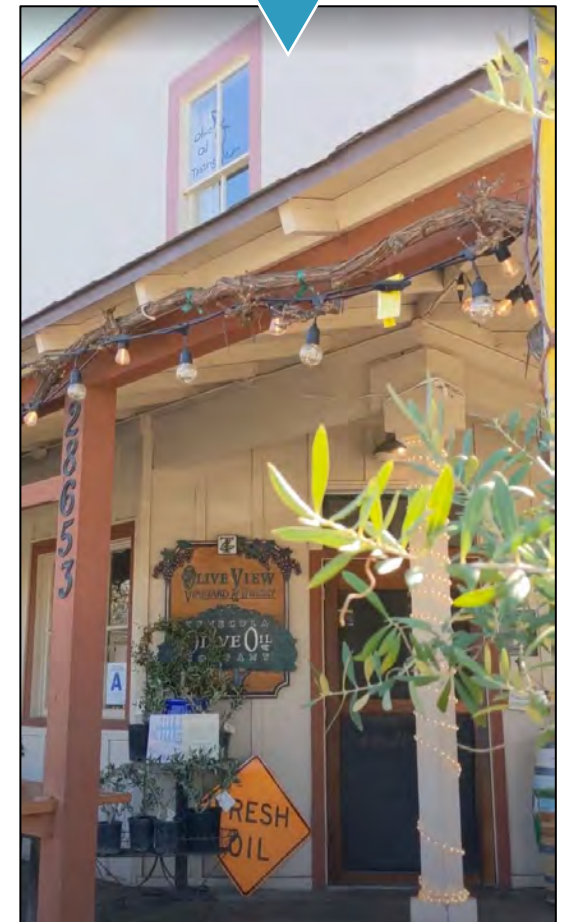
2021 February Performance & Activity Report



While we were out around Temecula Valley this month, we also took some time to share new content to our viewers about what was happening right now in Temecula Valley.



In February, we worked with the Pechanga Creative team on a joint mission to gather video and photography of Temecula Valley. We partnered with members in Wine Country, Old Town and more including Temecula Wine Country E-Bikes, Galway Spirits, Old Town Spice & Tea Merchants, Lorimar Loft, among others. The video footage and photos will be used in upcoming marketing material for Visit Temecula Valley.



WEBSITE TRAFFIC

Users
37,731

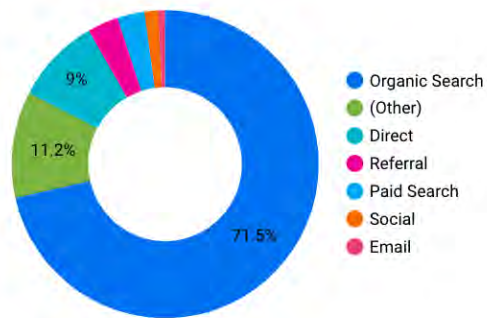
Sessions
45,006

Bounce Rate
51.12%

Goal Completions
7,130

Avg. Time on Page
00:01:35

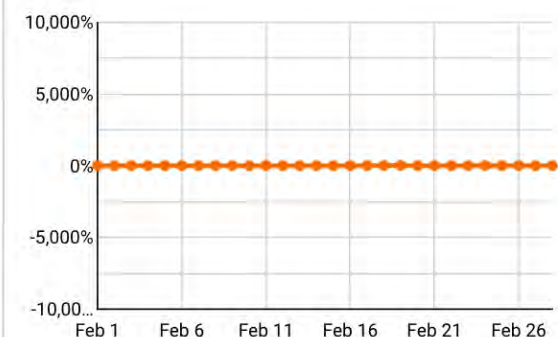
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Sessions
45.0K

Users
37.7K

New Users
37.1K

Behavior

Bounce Rate
51.1%

Pages / Session
2.3

Avg. Session Duration
02:06

Conversions

Goal Conversion Rate
15.8%

Goal Completions
7.1K

Goal Value
No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	32,046	27,168	26,251	47.13%	2.43	00:02:18	12.47%	3,995	\$0
(direct) / (none)	3,911	3,474	3,441	68.12%	1.75	00:01:24	25.06%	980	\$0
digilantnativead...	2,037	1,922	1,921	81.54%	1.33	00:00:15	0.2%	4	\$0
google / cpc	1,283	1,106	1,023	41%	2.78	00:02:50	59.63%	765	\$0
tripadvisorboost...	767	623	614	64.93%	1.66	00:00:49	0.65%	5	\$0
facebookcarous...	585	545	521	49.91%	1.85	00:01:11	99.83%	584	\$0
visitcalifornia.co...	452	391	342	49.12%	2.67	00:01:58	7.74%	35	\$0
Act-On Software ...	404	282	244	49.01%	2.49	00:02:39	7.43%	30	\$0

SOCIAL MEDIA MASTER REPORT

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

827,857 ↗103%

Engagements ⓘ

15,155 ↗87.8%

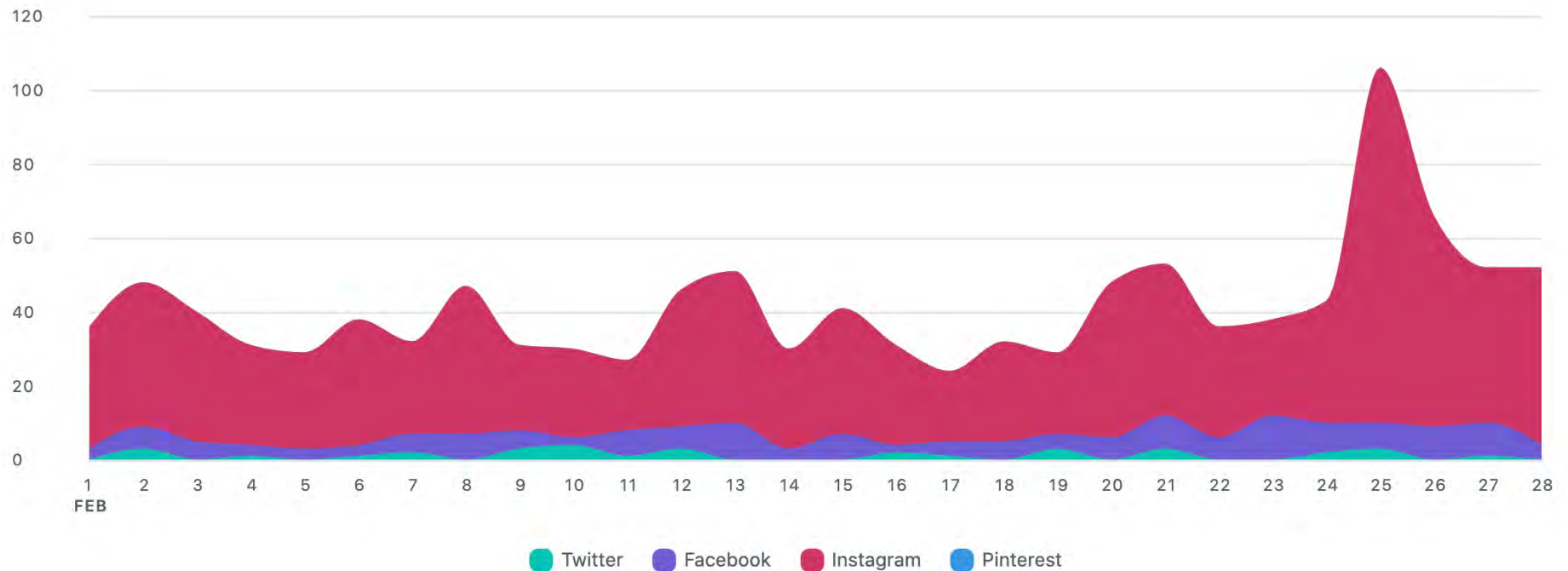
Post Link Clicks ⓘ

1,954 ↗1,463%

Cross-Network Audience Growth

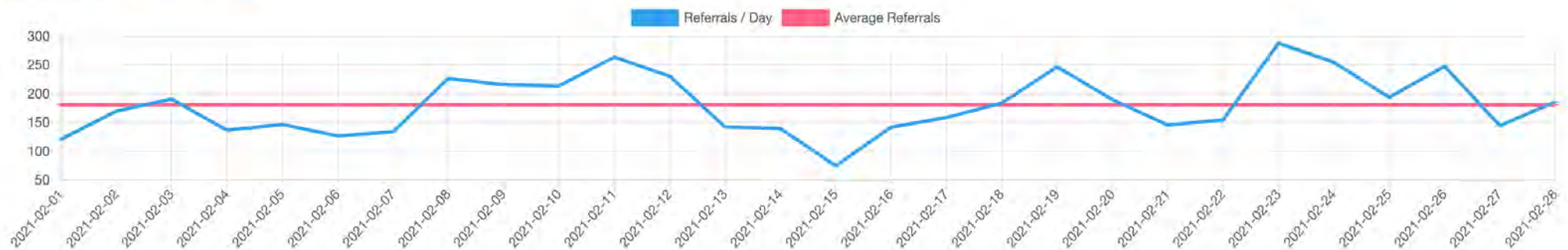
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
6547	5412	272	289	383	191

Searches by Campaign

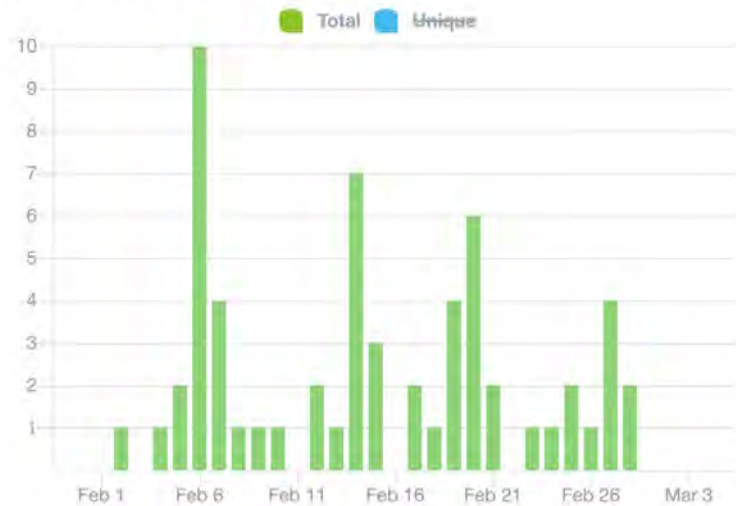
TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES	TEMECULA-INTERIOR-BOOKINGWIDGET(WIDGET)
6547	97	4415	65	1772	197	1

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
5076	4174	173	168	303	258

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



Show less

SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	60	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	12	20%
2	New York	8	13.33%
3	Temecula	6	10%
4	Newark	3	5%
5	Yorba Linda	2	3.33%
6	Dewey-Humboldt	1	1.67%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	38	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	9	23.68%
2	Temecula	5	13.16%
3	New York	4	10.53%
4	Newark	2	5.26%
5	San Jose	2	5.26%
6	Yorba Linda	1	2.63%

ADARA MEDIA IMPACT

February 2021

Dashboard Activity Breakdown Media Referrals Origin Breakdown Traveler Profile Trip Planning Markets Overlap & Uniques

\$ 36,124

Hotel Revenue Generated

141

Hotel Bookings



14,683
Hotel Searches

94

Flight Bookings



1,806
Flight Searches

Top Origin Markets - Hotel Bookers

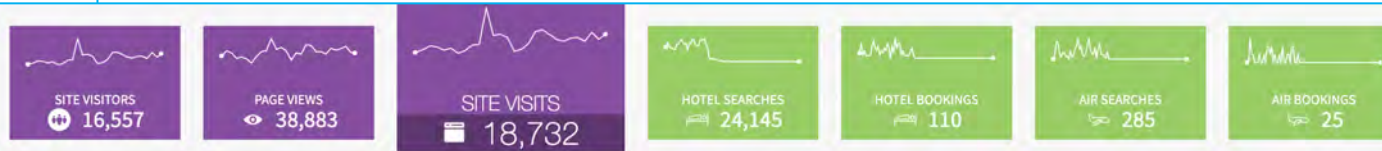
Market	Percentage of Travelers
Los Angeles	69.5
San Diego	11.0
New York	3.9
Missoula	2.6
Phoenix	2.6
Dallas-Ft Worth	1.3
Indianapolis	1.3
Sacramento	1.3
Boston	0.6
Macon	0.6

Trip Planning Window

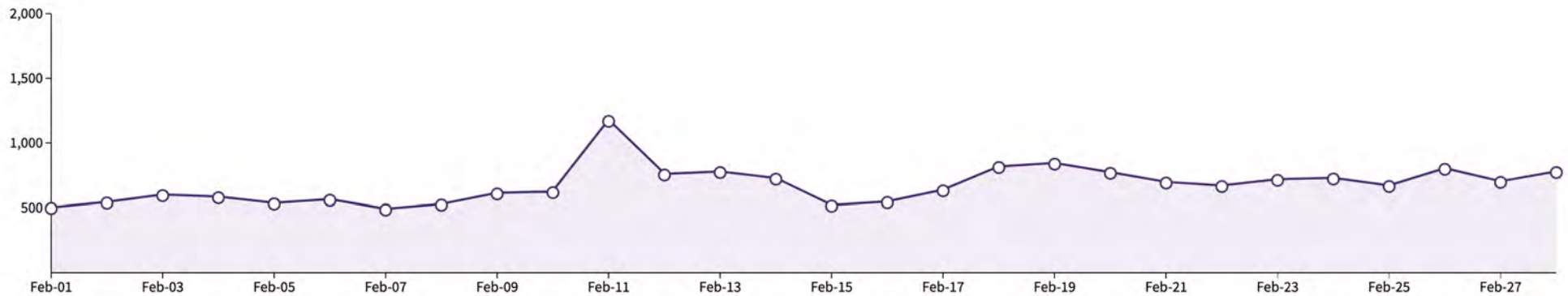


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits ?



209

Total Travelers

226

Total Nights

\$ 30,473

Total Revenue

5.4

Avg. Search to Booking

16.0

Avg. Advance Purchase

2.1

Avg. Length of Stay

1.9

Avg. # of Travelers

\$ 134.83

Avg. Daily Rate (ADR)

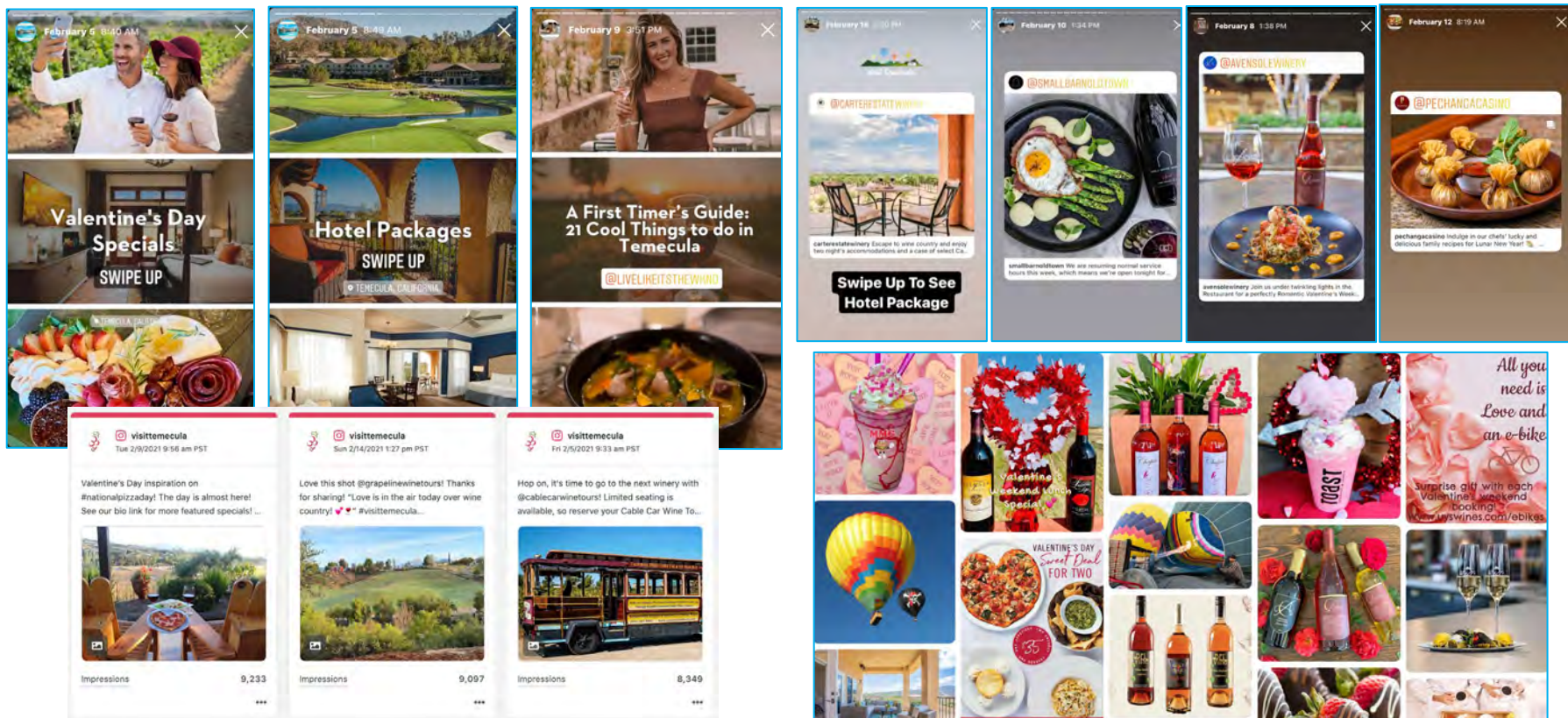
SOCIAL MEDIA STORIES/POSTS

2021 February Performance & Activity Report

In the month of February, we promoted our **Month of Romance Campaign**. We created a dedicated Crowdriff gallery to promote specials available throughout the month. Each image was geo-tagged and given a call-to-action link. In addition to the galleries, we also had our specials listed in text format for users that may. Several of our hotel partners also had Month of Romance packages that we were able to add to the gallery. Many of these packages were only available during the month of February, but we were able to replace them with packages that are available all year long.

This month we also received training to set up our **California Now Travel Stories platform**. This platform allows use our own or use user-generated content to create compelling imagery in a story-style narrative across websites to be discovered by Google mobile search. The stories will also be posted on Visit California's website. We will continue to work with partners so they can submit as much content to us to have it available for any future stories.

In March, we will begin focusing on spring experiences and hotel packages – and making sure we are referring website visitors to our hotels page as much as possible. We will continue doing featured Instagram stories for our lodging partners.



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

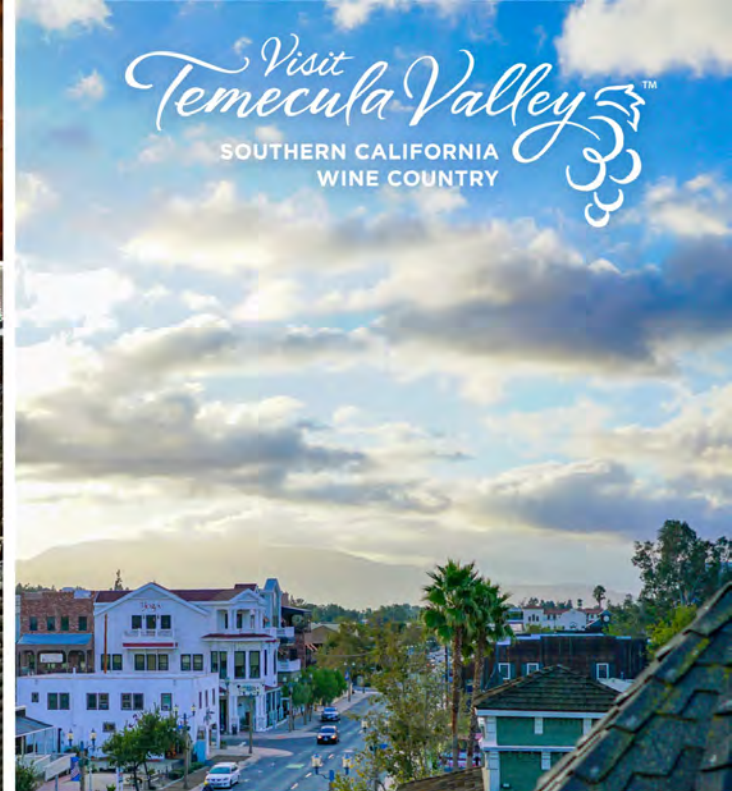
Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals

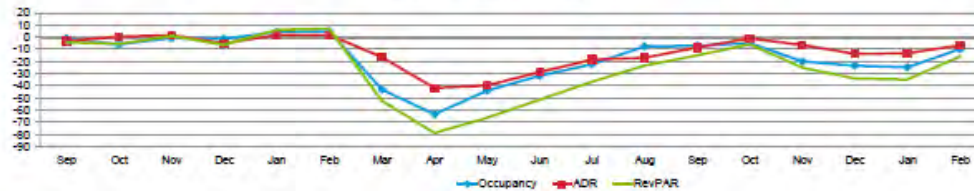




March 2021 BOARD REPORT

STR REPORT

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	72.2	73.4	74.2	83.5	85.4	72.4	43.0	26.0	41.1	55.4	56.5	54.7	67.0	67.0	59.4	46.6
This Year	72.2	73.4	74.2	83.5	85.4	72.4	43.0	26.0	41.1	55.4	56.5	54.7	67.0	67.0	59.4	46.6
Last Year	72.2	73.4	74.2	83.5	85.4	72.4	43.0	26.0	41.1	55.4	56.5	54.7	67.0	67.0	59.4	46.6
Percent Change	-1.1	-5.9	-0.8	-1.3	4.2	5.0	-40.9	-43.3	-43.9	-28.8	-22.3	-7.6	-7.1	-4.8	-12.9	-23.4

ADR	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	127.53	129.97	127.44	126.96	112.56	120.62	104.60	72.13	80.51	87.53	102.36	106.81	116.75	127.50	118.34	94.65
This Year	127.53	129.97	127.44	126.96	112.56	120.62	104.60	72.13	80.51	87.53	102.36	106.81	116.75	127.50	118.34	94.65
Last Year	131.70	128.41	126.34	115.74	110.65	118.50	125.16	123.00	133.59	136.76	125.61	131.01	127.53	120.97	127.44	130.96
Percent Change	-3.2	0.4	1.7	-6.1	1.7	1.8	-18.4	-41.7	-39.7	-28.7	-16.5	-18.9	-6.5	-1.1	-6.4	-13.8

RevPAR	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	92.02	90.74	94.55	95.74	73.57	87.31	45.00	19.21	33.05	54.06	59.96	70.41	79.27	85.40	70.86	48.11
This Year	92.02	90.74	94.55	95.74	73.57	87.31	45.00	19.21	33.05	54.06	59.96	70.41	79.27	85.40	70.86	48.11
Last Year	96.06	96.03	93.71	74.40	66.45	81.66	54.31	30.34	97.77	111.07	94.66	91.72	92.02	90.74	94.55	95.74
Percent Change	-4.2	-5.5	5.9	-6.6	6.1	6.9	-50.3	-33.6	-66.2	-58.3	-36.7	-23.2	-14.9	-6.0	-26.1	-33.8

Supply	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	52,980	54,746	52,980	54,746	54,746	49,448	54,746	39,330	44,857	49,170	54,746	54,746	52,980	54,746	52,980	54,746
This Year	52,980	54,746	52,980	54,746	54,746	49,448	54,746	39,330	44,857	49,170	54,746	54,746	52,980	54,746	52,980	54,746
Last Year	47,560	51,026	49,380	51,026	51,026	46,086	54,746	52,980	54,746	52,980	54,746	54,746	52,980	54,746	52,980	54,746
Percent Change	11.3	7.3	7.3	7.3	7.3	7.3	0.0	-26.7	-16.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	36,228	38,518	38,308	34,796	38,026	38,792	23,952	15,544	15,422	27,254	32,095	35,424	38,518	36,877	31,464	26,808
This Year	36,228	38,518	38,308	34,796	38,026	38,792	23,952	15,544	15,422	27,254	32,095	35,424	38,518	36,877	31,464	26,808
Last Year	34,703	38,191	36,917	32,634	32,025	31,702	41,298	38,960	40,096	43,001	41,296	36,320	38,328	38,518	39,308	34,796
Percent Change	15.2	0.8	6.5	5.9	11.9	12.7	-42.8	-27.7	-54.0	-36.7	-22.3	-7.8	-7.1	-4.0	-12.9	-23.4

Revenue	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	4,075,042	4,967,537	5,009,219	3,910,177	4,033,273	4,317,328	2,463,496	780,535	1,403,175	2,894,133	3,232,731	3,054,513	4,146,582	4,879,962	3,754,195	2,524,487
This Year	4,075,042	4,967,537	5,009,219	3,910,177	4,033,273	4,317,328	2,463,496	780,535	1,403,175	2,894,133	3,232,731	3,054,513	4,146,582	4,879,962	3,754,195	2,524,487
Last Year	4,570,547	4,800,171	4,827,353	3,800,352	3,540,556	3,763,856	5,183,062	4,796,103	5,352,295	5,884,290	5,182,347	5,021,303	4,675,042	4,967,537	5,009,219	3,910,177
Percent Change	6.7	1.4	5.3	0.5	13.8	14.7	-52.3	-84.1	-72.5	-54.6	-36.7	-23.2	-14.9	-6.8	-25.1	-33.9

Census %	2018				2019				2020				2021			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	21	21	21	21	20	20	20	17	16	19	20	20	20	20	20	20
This Year	21	21	21	21	20	20	20	17	16	19	20	20	20	20	20	20
Last Year	1786	1786	1786	1786	1786	1786	1786	1313	1447	1839	1786	1786	1786	1786	1786	1786
% Rooms	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2	93.2

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AIRDNA REPORT



Monthly Trend Plus - Temecula

This data is pulled through February 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](mailto:hello@airdna.co)

[Terms and Conditions](#)

February 2021 vs February 2020

Property Type
Entire Place
Private Room
Shared Room

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
12,130	9,778	-19.4%	5,546	4,900	-11.6%	2,382,360	2,289,080	-3.9%
2,738	1,345	-50.9%	1,224	480	-60.8%	122,135	95,840	-21.5%
0	0		0	0		0	0	

Last Twelve Months February 2021 vs Last Twelve Months February 2020

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
155,258	137,616	-11.4%	73,709	73,081	-0.9%	32,138,300	36,191,500	12.6%
38,068	21,201	-44.3%	17,624	10,067	-42.9%	1,878,040	1,573,300	-16.2%
266	59	-77.8%	88	14	-84.1%	14,691	5,280	-64.1%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)
Studio
1 bedroom
2 bedrooms
3 bedrooms
4+ bedrooms

3,629	3,031	-16.5%	1,544	1,513	-2.0%	235,809	288,945	22.5%
1,247	962	-22.9%	498	386	-22.5%	74,485	68,204	-8.4%
2,382	2,069	-13.1%	1,046	1,127	7.7%	161,325	220,741	36.8%
1,284	1,116	-13.1%	607	522	-14.0%	138,376	134,578	-2.7%
1,543	1,180	-23.5%	749	648	-13.5%	221,406	264,932	19.7%
5,674	4,451	-21.6%	2,646	2,217	-16.2%	1,786,760	1,600,630	-10.4%

44,099	40,247	-8.7%	20,820	20,344	-2.3%	3,238,170	3,474,930	7.3%
13,413	12,741	-5.0%	6,124	6,686	9.2%	936,512	1,041,230	11.2%
30,686	27,506	-10.4%	14,696	13,658	-7.1%	2,301,660	2,433,700	5.7%
15,810	14,172	-10.4%	7,366	6,578	-10.7%	1,672,820	1,622,210	-3.0%
20,721	16,979	-18.1%	10,312	9,573	-7.2%	3,760,570	3,785,820	0.7%
74,628	66,218	-11.3%	35,211	36,586	3.9%	23,461,000	27,303,400	16.4%

Submarkets (*)

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

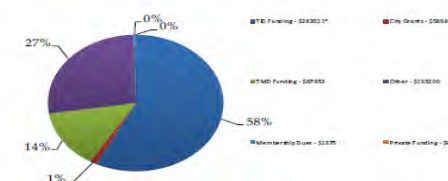
Statement of Activities

For the Three Months Ending March 31, 2021

	Unrestricted	Temporarily Restricted	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 282,020	\$ 282,020
City Grants	-	5,898	5,898
TMD Funding	-	67,593	67,593
RC Tourism Grant	-	132,824	132,824
Program Service Revenues:			
Merchandise Sales	709	-	709
Cost of Merchandise Sold	(161)	-	(161)
Merchandise Sales, Net	548	-	548
Membership Dues	1,375	-	1,375
Interest Income	28	-	28
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	328,606	(328,606)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	330,557	159,729	490,286
Program Services:			
Advertising-Printed Marketing	169,095	-	169,095
Marketing Personnel Costs	92,062	-	92,062
Dues & Report Services	13,042	-	13,042
Advertising-Website	19,149	-	19,149
Travel & Entertainment	625	-	625
Event Hosting	50	-	50
Operational:			
Personnel Costs	21,609	-	21,609
Professional Fees	22,696	-	22,696
Rent	2,576	-	2,576
Office Supplies	632	-	632
Printing	4,039	-	4,039
Insurance	2,475	-	2,475
Property Taxes	(1,604)	-	(1,604)
Credit Card Processing	722	-	722
Telephone	1,006	-	1,006
TOTAL EXPENSES	348,174	-	348,174
CHANGE IN NET ASSETS	(17,617)	159,729	142,112
NET ASSETS, December 31, 2020	(9,985)	1,018,000	1,008,015
NET ASSETS, March 31, 2021	\$ (27,602)	\$ 1,177,729	\$ 1,150,127

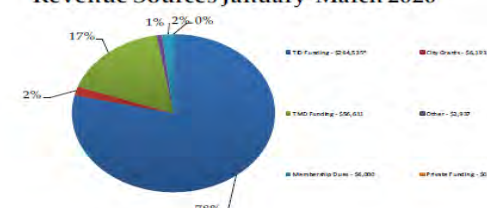
2021 March Performance & Activity Report

Revenue Sources January - March 2021

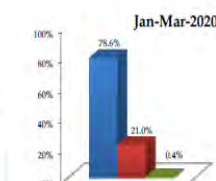
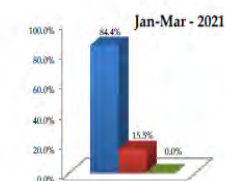


* Interim TID funding amounts are estimated.

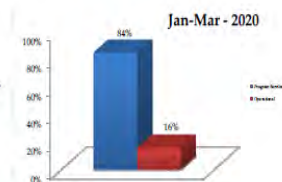
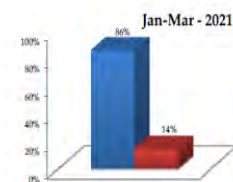
Revenue Sources January-March 2020



Combined Activity:



TID Activity (includes carryforward expenses):



As the state slowly opens up sales leads continue to slowly come in for small meetings and future 2022 planning.

VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

As of March our industry has had no CDC direction on meeting standard for safety. New standers will be out Mid to late April.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



Incoming Leads

★	RFP Name	RFP Code	Assigned To	Proposal Status	Response Due Date	RFP Received Date
☆	2020 Diamond Club <input type="checkbox"/>	ZBNGNST24Z4		Awaiting Proposal	Feb 19, 2021	Feb 9, 2021
☆	Emerson Sales Meeting Spring... <input type="checkbox"/>	XYNWQ26F7ZZ		Awaiting Proposal	Mar 18, 2021	Mar 16, 2021
☆	SEIU-UHW- Retreat - Fall 2021 <input type="checkbox"/>	HXNH6BKPLKT		Awaiting Proposal	Apr 15, 2021	Apr 13, 2021
☆	REVISED -- Buku Lax - Socal ... <input type="checkbox"/>	HVNZV7JDNFP		Turned Down	Apr 16, 2021	Mar 19, 2021
☆	Multi-Specialty Foundation (We... <input type="checkbox"/>	V2NCVX6FSBQ		Receipt Confirmed	Jan 21, 2021	Jan 18, 2021
☆	DKI Ventures 2022 Partner Co... <input type="checkbox"/>	JKNJ8LLWK5D		Receipt Confirmed	Mar 24, 2021	Mar 18, 2021

MEDIA/PR STATS

	Current (March 2021)	Previous (February 2021)	% Change
Articles Generated	10	11	-9%
Contacts Added	8	1	700%
Media Events	1	2	-50%
Total Members Featured	79	35	126%
Active Contacts	2,416	2,421	-21%

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
670	159	24%

MARCH COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	1	42,000,000	562,500
Digital Influencer	0	0	0
Magazine	0	0	0
Newspaper	1	57,700	1,720
Online	8	1,157,495,520	20,696,130
Broadcast	0	0	0
Total	10	1,157,593,220	20,697,850

MARCH COUNTS 2021 BY MEDIUM

Type	Expenses		In-kind	
	March 2021	2021 YTD	March 2021	2021 YTD
---	\$0.00	\$0.00	\$664.00	\$1,364.00
Total	\$0.00	\$0.00	\$664.00	\$1,364.00

public relations earned

2021 March Performance & Activity Report

There was a significant increase in media attention this month. Several press trip requests, media questions, and image requests for potential coverage in the near future. Three press releases were distributed: Top 10 Reasons for a Temecula Valley Southern California Wine Country Getaway this Spring, Temecula Valley Chefs Share Spring Recipes, New Ways to Tour & Taste in Temecula Valley Southern California Wine Country. I also attended Visit California PR Committee online and worked on upcoming brand launch. Industry Alerts were also sent out on an as needed basis and several media pitches for the spring season were created and distributed.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	4
Temecula Valley News	4
Visit California	2
MSN	1
ABC 7 Los Angeles	1
AvantStay.com	1
Decan Herald	1
Inland Empire Magazine	1
Palm Desert Patch	1
Pure Wow	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	3	6

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	1	2
Hosted Press Trips - International	0	0
Coverage Received	10	29
Coverage Impressions	1,157,593,220	2,193,279,787
Coverage Value	20,697,850	41,412,698



Press Trip
Denise Shriedel
Freelancer Travel Writer
Laguna Living Magazine
Article to publish in April
issue. The story is about
what to expect when
traveling to Temecula
Valley.



10 AMAZING TEMECULA WINERIES YOU MUST VISIT IF YOU ARE A WINE LOVER

January 29, 2021 By Noreen Kompanik This article may contain affiliate links. We may earn a small commission if you buy through our links.

Robert Mondavi once said "Wine to me is passion. It's family and friends. It's warmth of heart and generosity of spirit."

Ask a group of wine lovers what they're favorite wine is, and you're sure to get a variety of answers. Ask what they're favorite winery is, and you'll likely get a similar response. We all have our favorites. The palate, the preference, and the experience are all different for each of us. Thankfully, Temecula wineries have something to offer for every taste.

[Read our recommendations on the best Temecula Winery Hotels here>>](#)



The Best Temecula Wine Tours

Enjoy local California wine in scenic surroundings during one of these trips.



Grapeline Tours – Vineyard Picnic Tour

Visit four wineries and enjoy tastings or a glass of wine at each one on this half-day excursion. This tour also includes a catered lunch. The tour begins around 10 a.m. when Grapeline will pick you up from your local hotel. You'll spend about five hours tasting your way through the valley before being dropped off at your lodging between 4 and 5 p.m. Participants frequently praise the guides for their entertaining and informative commentary as well as their overall helpfulness and friendliness. When available, behind-the-scenes tours at one of the wineries are also included, and tour-takers tend to appreciate the insights offered into the wine-making process. Ticket prices, which cover transportation, wine samples and a well-liked lunch with multiple menu options, cost around \$130 (with an upcharge on Saturdays and holidays).

[\[View & Book Tickets.\]](#)

AVANTSTAY

Home Authors Tags



Explore Our Homes



22 Best Things To Do in Temecula

Named one of *Wine Enthusiast* magazine's "10 Best Wine Travel Destinations" in 2019, Temecula Valley is quickly becoming a trendy Southern California winery destination. In addition to its status as Temecula Valley Wine Country, Old Town Temecula and Pechanga Resort Casino are also located here, offering tons of attractions and fun things to do. This West Coast destination makes for a great family-friendly getaway, wine tasting adventure with your closest friends, or solo-day trip from Los Angeles.

Since 1867, *Vail Headquarters*, a living historic park, has been the heart of Temecula for decades. Specialty restaurants, boutique stores, and special events, like Sunday Fundays, serve as ways to bring the community and outside visitors together to celebrate the vibrant heritage of Temecula.

Explore wine tastings, authentic local food, museums, festivals, and even air balloon rides in this culturally rich and lively West Coast city.



brand marketing

2021 March Performance & Activity Report

Spring has officially sprung, and we were busy in March putting the final touches on all our spring creative including a new springtime video on the Visit Temecula Valley website.

Visit
Temecula Valley
SOUTHERN CALIFORNIA
WINE COUNTRY

Newsletter | Meetings & Groups | Media | Members

WINE | THINGS TO DO | FOOD + DRINK | HOTELS | PLAN | ABOUT



In March, we were excited to go back to some of our footage shot in March of 2020 but was never able to be used. Introducing a brand-new Temecula Taste Bud episode featuring Cork | Fire Kitchen at Temecula Creek Inn. This episode featured the garden on premise and their Chilled Wild Gulf Prawns dish.

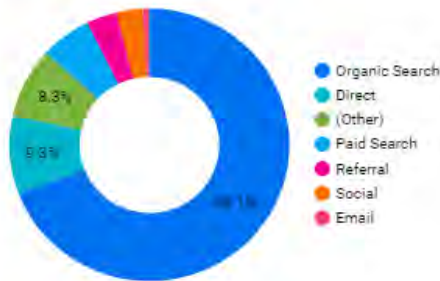
DELICIOUS



WEBSITE TRAFFIC

Users **49,110**
 Sessions **59,815**
 Bounce Rate **49.83%**
 Goal Completions **10,837**
 Avg. Time on Page **00:01:37**

Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Behavior

Conversions

Sessions **59.8K**
 Users **49.1K**
 New Users **48.4K**
 Bounce Rate **49.8%**
 Pages / Session **2.4**
 Avg. Session Duration **02:14**
 Goal Conversion Rate **18.1%**
 Goal Completions **10.8K**
 Goal Value **No data**

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	41,250	34,341	33,210	46.79%	2.48	00:02:27	12.46%	5,138	\$0
(direct) / (none)	5,319	4,706	4,655	69.09%	1.7	00:01:17	30.02%	1,597	\$0
google / cpc	3,481	2,966	2,732	41.71%	2.59	00:02:22	60.82%	2,117	\$0
facebookcarous...	850	805	726	51.88%	1.79	00:00:58	99.06%	842	\$0
digilantnativead...	763	751	744	79.42%	1.38	00:00:04	0.52%	4	\$0
facebookcarous...	759	711	650	42.16%	1.91	00:01:06	0.26%	2	\$0
visitcalifornia.co...	756	713	628	58.86%	2.19	00:01:24	11.24%	85	\$0
tripadvisorboost...	685	487	469	77.37%	1.4	00:00:31	0.44%	3	\$0
tripadvisor.com / ...	628	602	578	53.66%	1.81	00:01:16	15.13%	95	\$0
Act-On Software ...	527	378	318	49.34%	2.28	00:02:30	5.5%	29	\$0

1 - 100 / 262 < >

SOCIAL MEDIA MASTER REPORT

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

3,122,690 ↗ 277%

Engagements ⓘ

94,260 ↗ 522%

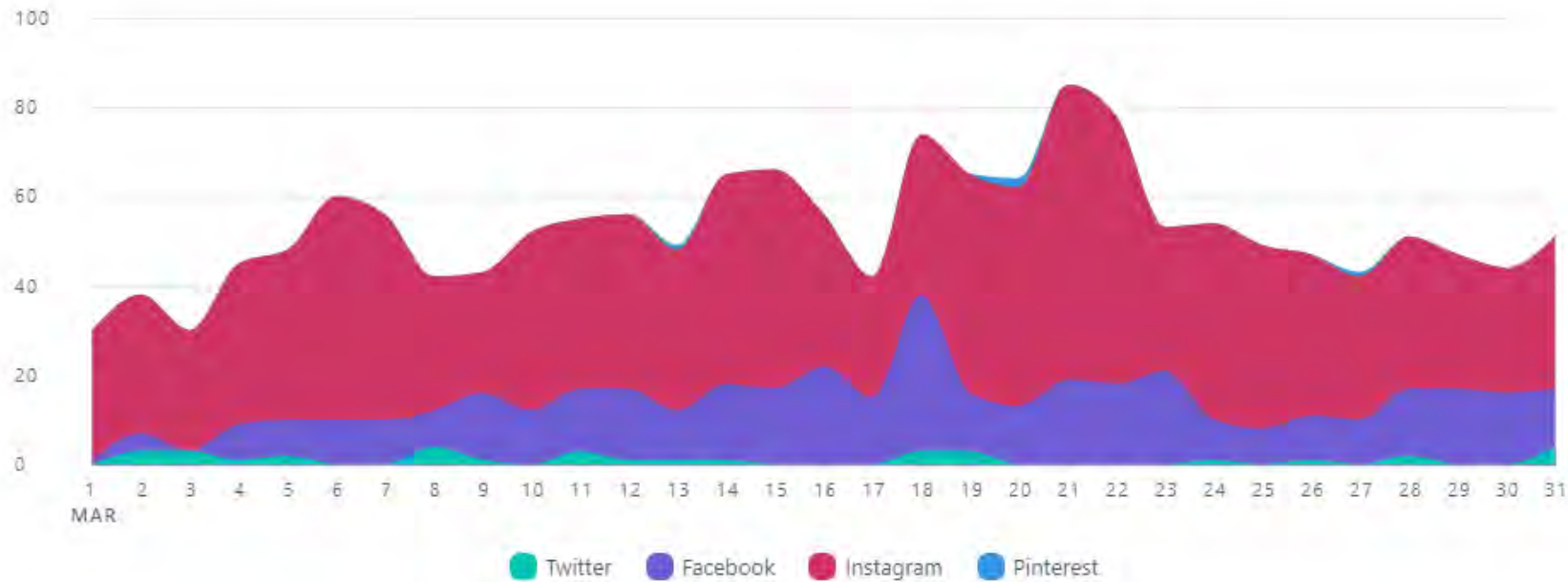
Post Link Clicks ⓘ

27,707 ↗ 1,318%

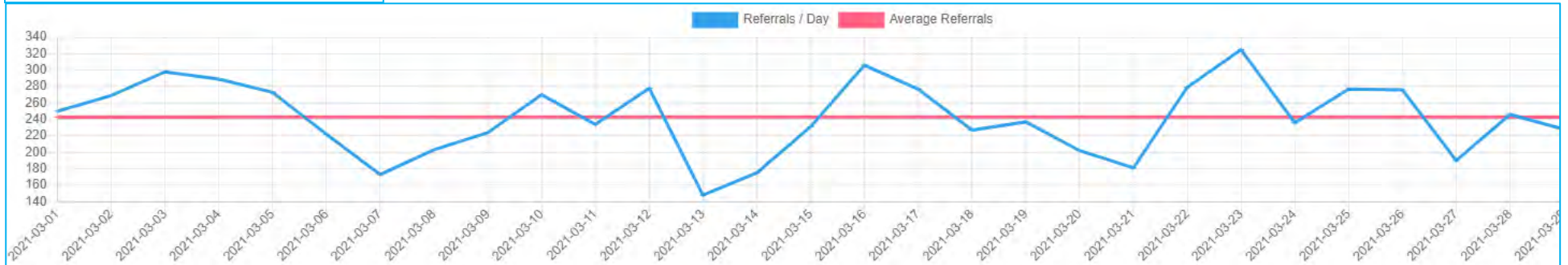
Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
8771	7122	363	404	520	362

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
8771	235	5558	140	2520	318

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
7518	6136	262	221	445	454

Referrals By Button

TOTAL	BOOKDIRECT BUTTON	GET PHONE LINK	PICTURE LINK	TITLE	WEBSITE
7518	2868	30	2625	1334	661

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



Show less ^

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	74	97.37%
2	Canada	2	2.63%

SCANS BY OPERATING SYSTEM

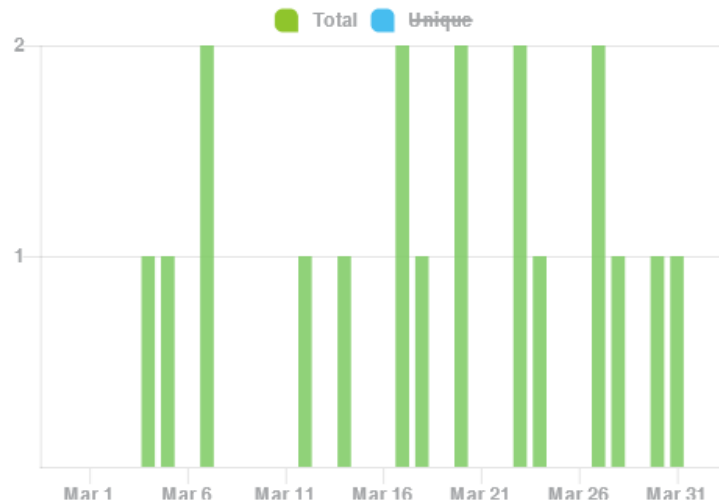
OS	Scans	%
iOS		71.05%
AndroidOS		25%
Linux		2.63%
OS X		1.32%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	14	18.42%
2	Newark	6	7.89%
3	New York	6	7.89%
4	Claremont	6	7.89%
5	Temecula	4	5.26%
6	North Hills	3	3.95%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



[Show less ^](#)

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	19	100%

SCANS BY OPERATING SYSTEM

OS	Scans	%
iOS	18	94.74%
AndroidOS	1	5.26%

SCANS BY TOP CITIES

#	City	Scans	%
1	New York	3	15.79%
2	Temecula	3	15.79%
3	Newark	2	10.53%
4	Fontana	2	10.53%
5	Sunrise Manor	1	5.26%
6	Lemon Grove	1	5.26%

SUPPORT MEDIA/WEBSITE - QR CODE SCANS

SCANS OVER TIME



Show less ^

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	5	100%

SCANS BY OPERATING SYSTEM

OS	Scans	%
iOS	4	80%
AndroidOS	1	20%

SCANS BY TOP CITIES

#	City	Scans	%
1	Temecula	3	60%
2	Irvine	1	20%
3	Salina	1	20%

ADARA MEDIA IMPACT

March 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 62,233

Hotel Revenue Generated

169

Hotel Bookings



20,352
Hotel Searches

122

Flight Bookings

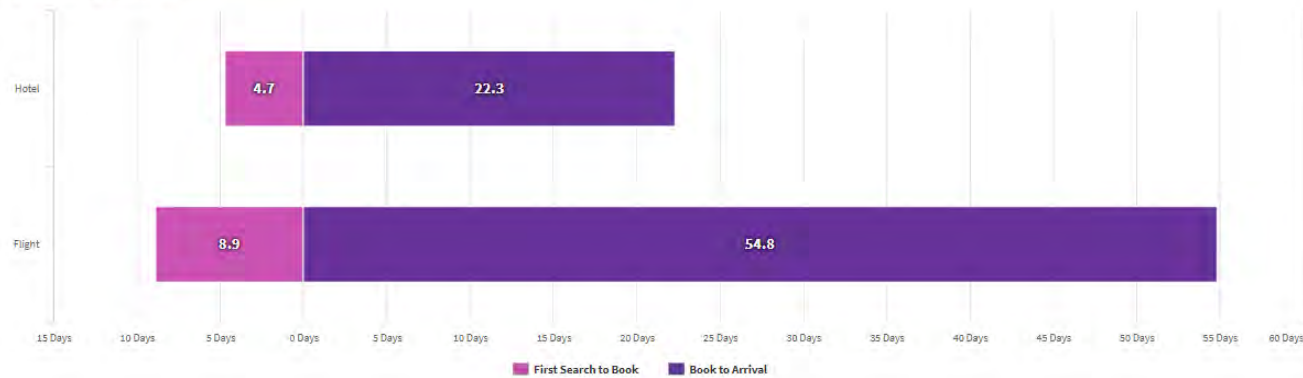


2,419
Flight Searches

Top Origin Markets - Hotel Bookers

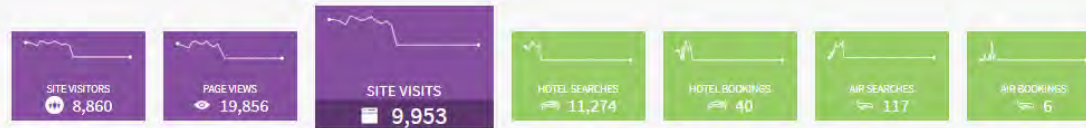
Market	Percentage of Travelers
Los Angeles	54.1
San Diego	13.3
Dallas-Ft Worth	3.1
Boston	2.6
Ft Wayne	2.0
Phoenix	2.0
Chicago	1.5
Honolulu	1.5
Oklahoma City	1.5
San Francisco Bay Area	1.5

Trip Planning Window

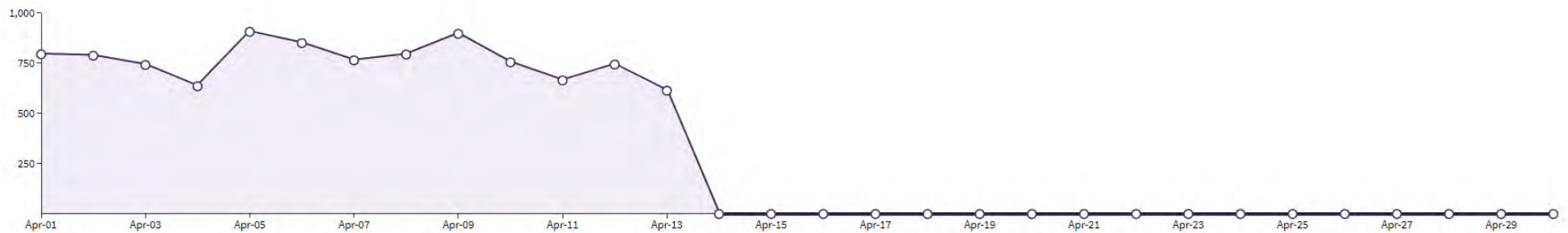


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



82

Total Travelers

97

Total Nights

\$ 22,079

Total Revenue

2.4

Avg. Search to Booking

30.9

Avg. Advance Purchase

2.4

Avg. Length of Stay

2.1

Avg. # of Travelers

\$ 227.62

Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

BOOK > DIRECT ENGAGEMENT REPORT

Site
visitemeculavalley.com

Start Date
3/1/2021

End Date
3/31/2021

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches: 8,773

Desktop: 21.7 Properties Viewed on Average

Mobile: 40.0 Properties Viewed on Average

Book > Direct Network Desktop: 44.6 Properties Viewed

Book > Direct Network Mobile: 35.8 Properties Viewed

Bounce Rate: 28.97%

Book > Direct Network Bounce Rate: 28.19%



DURATION

Overall: 3.9 min

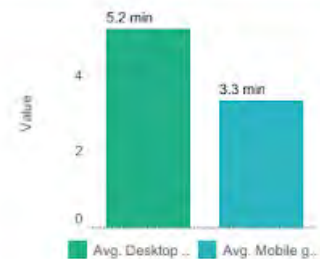
Desktop: 5.2 min

Mobile: 3.3 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.2 min



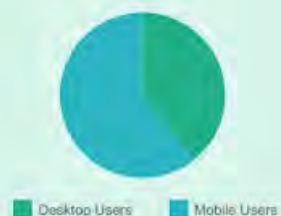
DEVICE BREAKDOWN

Desktop: 39.3%

Mobile: 60.7%

Global Average on Desktop: 39.3%

Global Average on Mobile: 60.7%



TOTAL REFERRALS TO PROPERTIES: 7,518

Overall Search to Referral Ratio: 85.69%

Desktop: 151.77%

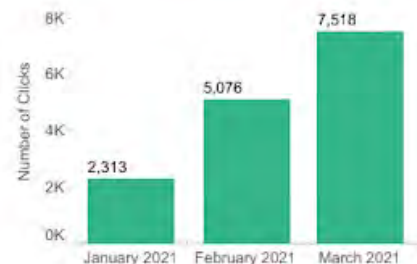
Mobile: 50.09%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall: 87.84%

Desktop: 164.34%

Mobile: 47.23%



BOOK DIRECT SEARCH AND ADD-ON SUMMARY

2021 March Performance & Activity Report

Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.

INSIGHT DIRECT

Avg. Cost Per Referral	\$0.20								
Avg. Referrals Per Booking	28								
Referral to Booking CVR	3.56%								
Est Avg Cost Per Booking	\$5.57								
Est Avg Booking Amount	\$536.17								
Cost Per Reservation	1.0%								
Searches	18,911								
Search to Referral Ratio	78.83%								
Total Referrals	14,907								
Est Bookings	531								
Est Total Spend	\$2,959								
Est Booking Revenue	\$284,706.30								
Est ROI	95.2 9520%								
<table> <tr> <th>Searches</th><th>Referrals</th></tr> <tr> <td>Avg Advance Stay in Days</td><td>57.67 32.45</td></tr> <tr> <td>Avg. Length of Stay in Days</td><td>3.47 2.33</td></tr> <tr> <td>Avg. Daily Rate</td><td>\$172.87 \$230.34</td></tr> </table>		Searches	Referrals	Avg Advance Stay in Days	57.67 32.45	Avg. Length of Stay in Days	3.47 2.33	Avg. Daily Rate	\$172.87 \$230.34
Searches	Referrals								
Avg Advance Stay in Days	57.67 32.45								
Avg. Length of Stay in Days	3.47 2.33								
Avg. Daily Rate	\$172.87 \$230.34								

Start Date
1/1/2021

End Date
3/31/2021

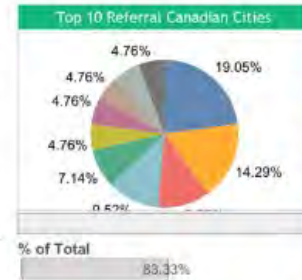
Site
visitemeculavalley.c...

Lodging Categories
All



Site Id - City

- 900 - Los Angeles
- 900 - San Diego
- 900 - Temecula
- 900 - Riverside
- 900 - Ontario
- 900 - Irvine
- 900 - Las Vegas
- 900 - Murrieta
- 900 - Rancho Cucamonga
- 900 - Santa Ana



Site Id - City

- 900 - Delta
- 900 - Quebec City
- 900 - Vancouver
- 900 - Windsor
- 900 - West Vancouver
- 900 - Beloeil
- 900 - Hamilton
- 900 - Montreal
- 900 - Ottawa
- 900 - Richmond



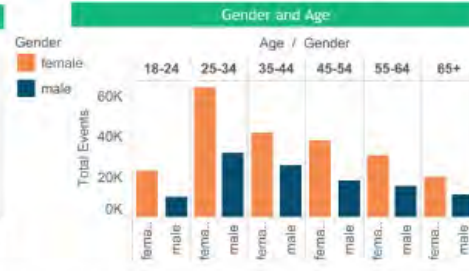
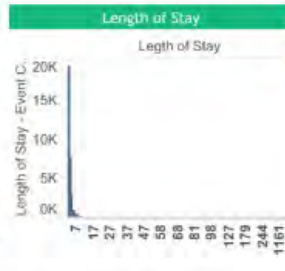
Site Id - US State

- 900 - California
- 900 - Nevada
- 900 - Arizona
- 900 - Texas
- 900 - Illinois
- 900 - Colorado
- 900 - Florida
- 900 - Oregon
- 900 - New York
- 900 - Washington



Site Id - Province

- 900 - British Columbia
- 900 - Ontario
- 900 - Quebec
- 900 - Nova Scotia



Site Id - Country

- 900 - United States
- 900 - Canada
- 900 - Germany
- 900 - United Kingdom
- 900 - Mexico
- 900 - Brazil
- 900 - India
- 900 - Australia
- 900 - Nigeria
- 900 - Indonesia

Of the 70 properties that are listed, save live rates and availability. B if the total properties listed have conversion tracking and the properties with live rates and availability have conversion tracking.

SOCIAL MEDIA STORIES & POSTS

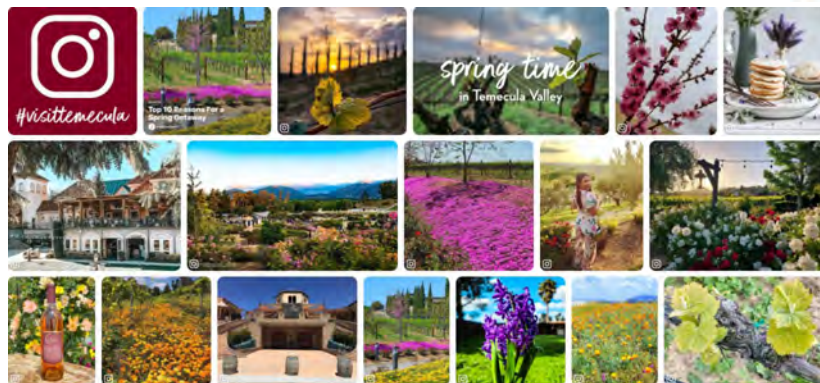
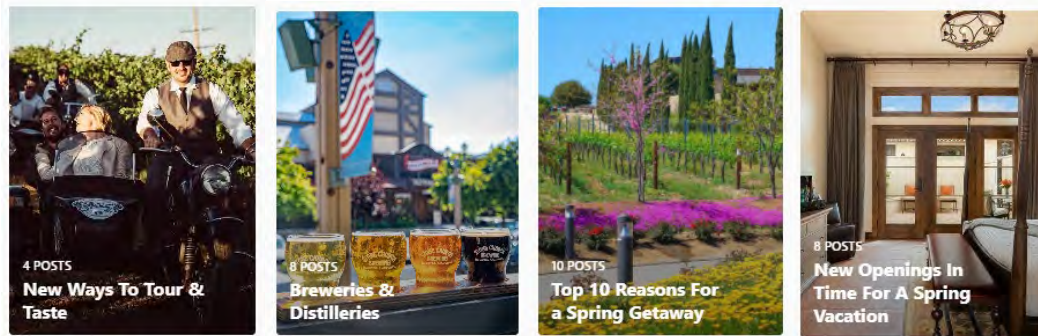
2021 March Performance & Activity Report

In the month of March, we promoted spring specials, new hotel packages, and new places to discover. Our Instagram reels and Instagram posts featured beautiful spring blooms, outdoor experiences, transportation, and dining. Our Facebook and Twitter feeds have been used to share partner content directly to help them extend their reach and engagement. We are still cross promoting our reels on TikTok and we have now reached 3,000 followers on the platform. Some of our partners are also posting incredible content on TikTok and Reels and we have been cross promoting their videos as well.

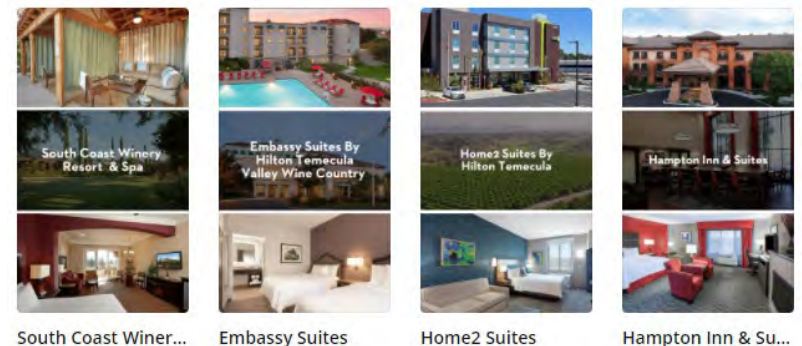
On Instagram, we created 4 new Instagram Guides to help promote our partners: **New Ways To Tour & Taste, Breweries & Distilleries, and New Openings in Time for A Spring Vacation, and Top 10 Reasons For A Spring Getaway**. Since its possible to link directly to the guides on Instagram, we also embedded them on our website. These guides are useful because we can tag partners in the stories and lists, and we can reshare the guides on our story feed.

We continue to focus on story-based content, and we have been using special templates to help promote our seasonal pages and our lodging partners. Templates have been created for almost all the hotels, and the stories will be linking to hotel website listings. For the rest of the season, we will focus on promoting hotel packages. Hotel searches and referrals are still up and we want to keep this trend going.

instagram guides



hotel features (stories)



hotel packages



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

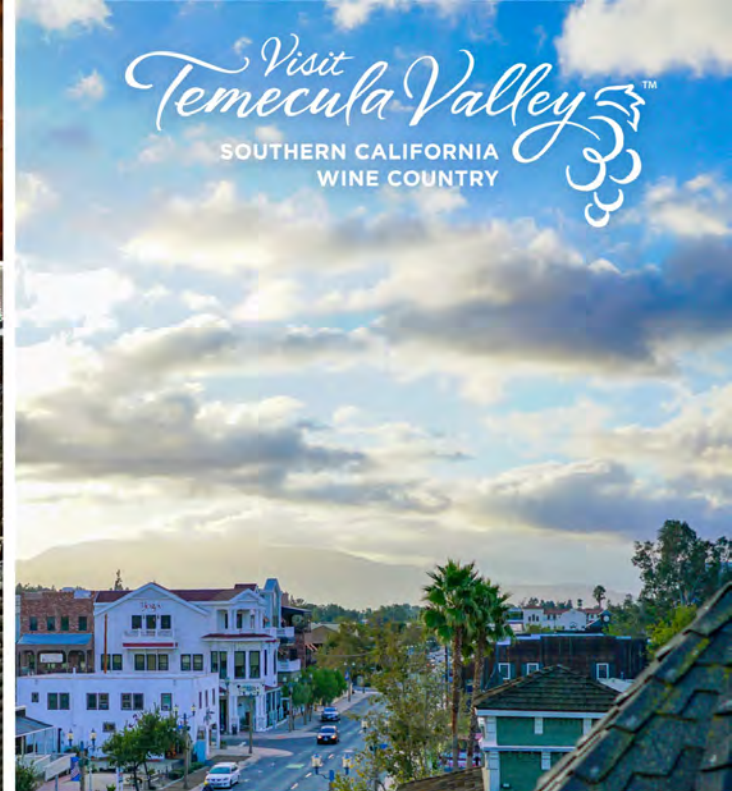
Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





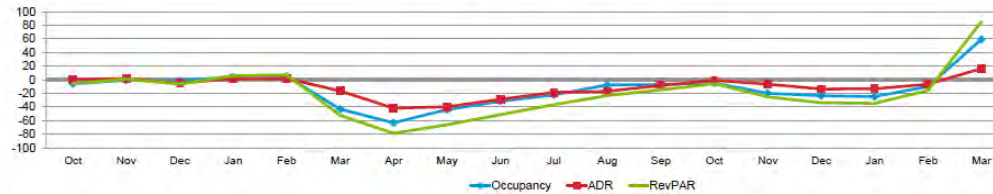
April 2021 BOARD REPORT

STR REPORT

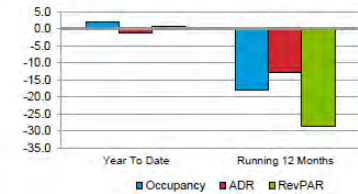
Visit Temecula Valley
For the Month of March 2021

Currency: USD - US DOLLAR

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	70.4	74.2	63.5	65.4	72.6	42.9	26.5	41.1	55.4	58.6	64.7	67.0	67.0	59.4	48.6	49.3	65.3	66.3
Last Year	74.6	74.8	64.3	62.8	68.9	75.4	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.6	42.8
Percent Change	-5.9	-0.8	-1.3	4.3	5.9	-43.1	-63.3	-43.9	-31.8	-22.3	-7.6	-7.1	-4.8	-19.9	-23.4	-24.7	-10.0	59.3

ADR	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	128.97	127.44	109.86	112.58	120.60	104.62	72.13	80.51	97.53	102.38	108.81	116.75	127.60	119.24	94.88	97.65	112.66	121.72
Last Year	128.41	125.34	115.74	110.65	118.50	125.15	123.80	133.59	136.75	125.61	131.01	127.53	128.97	127.44	109.86	112.58	120.60	104.62
Percent Change	0.4	1.7	-5.1	1.7	1.8	-16.4	-41.7	-38.7	-28.7	-18.5	-16.9	-8.5	-1.1	-6.4	-13.6	-13.3	-5.6	16.3

RevPAR	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	90.74	94.55	60.74	73.67	87.53	44.94	18.31	33.05	54.00	58.96	70.41	78.27	85.46	70.95	48.11	48.10	73.58	83.11
Last Year	98.03	93.71	74.45	69.45	81.66	94.31	90.34	97.77	111.07	94.69	91.72	92.02	90.74	94.55	69.74	73.67	87.53	44.94
Percent Change	-5.5	0.9	-4.4	6.1	7.2	-52.5	-78.6	-60.2	-51.3	-36.7	-23.2	-14.9	-5.6	-25.1	-33.9	-34.7	-15.9	65.3

Supply	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	54,746	52,980	54,746	54,746	49,448	54,746	39,300	44,857	49,170	54,746	54,746	52,980	54,746	52,980	54,746	54,746	49,448	56,580
Last Year	51,026	49,380	51,026	51,026	49,088	54,746	52,980	54,746	52,980	54,746	54,746	52,980	54,746	52,980	54,746	54,746	49,448	54,746
Percent Change	7.3	7.3	7.3	7.3	40.88	0.0	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0

Demand	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	38,518	39,308	34,756	35,828	35,889	23,494	10,544	15,422	27,254	32,069	35,404	35,518	36,677	31,494	26,008	26,999	32,300	40,006
Last Year	38,161	36,817	32,834	32,025	31,762	41,256	38,660	40,066	43,031	41,256	36,328	38,228	38,518	39,308	34,756	35,828	35,889	23,494
Percent Change	0.9	6.5	5.9	11.9	13.0	-43.1	-72.7	-54.0	-36.7	-22.3	-7.6	-7.1	-4.8	-10.9	-23.4	-24.7	-10.0	70.5

Revenue	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	4,967,537	5,000,219	3,818,177	4,033,273	4,328,385	2,454,884	760,635	1,483,175	2,658,133	3,282,731	3,854,513	4,146,562	4,679,582	3,754,195	2,624,487	2,633,441	3,638,861	4,869,589
Last Year	4,900,171	4,627,353	3,800,352	3,543,556	3,783,658	5,163,082	4,786,103	5,352,296	5,884,200	5,182,347	5,021,303	4,875,042	4,967,537	5,000,219	3,818,177	4,033,273	4,328,385	2,454,884
Percent Change	1.4	8.3	0.5	13.8	15.0	-52.5	-84.1	-72.3	-54.8	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-34.7	-15.9	98.4

Census %	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	21	21	21	20	20	20	17	19	19	20	20	20	20	20	20	20	20	21
Census Rooms	1766	1766	1766	1766	1766	1766	1313	1447	1639	1766	1766	1766	1766	1766	1766	1766	1766	1680
% Rooms Participants	93.2	93.2	93.2	93.2	93.2	93.2	90.9	79.5	92.7	86.0	86.0	86.0	83.2	83.2	83.2	83.2	83.2	93.7

Year To Date				Running 12 Months			
2019	2020	2021		2019	2020	2021	
69.2	59.9	61.0		73.5	69.4	56.9	
72.8	69.2	59.9		76.8	73.5	69.4	
-4.9	-13.4	1.8		-4.2	-5.6	-18.0	

Year To Date				Running 12 Months			
2019	2020	2021		2019	2020	2021	
118.72	113.64	112.23		124.25	124.55	108.37	
117.44	118.72	113.64		126.36	124.25	124.55	
1.1	-4.3	-1.2		-1.7	0.2	-13.0	

Year To Date				Running 12 Months			
2019	2020	2021		2019	2020	2021	
82.12	68.05	66.45		81.39	80.43	61.94	
85.44	82.12	68.05		87.03	81.39	66.43	
-3.9	-17.1	0.6		-5.8	-5.4	-28.7	

Year To Date				Running 12 Months			
2019	2020	2021		2019	2020	2021	
151,800	158,940	162,784		593,896	644,590	621,145	
143,010	151,800	158,940		579,883	593,896	644,590	
6.2	4.7	2.4		2.4	8.5	-3.6	

Year To Date				Running 12 Months			
2019	2020	2021		2019	2020	2021	
105,043	95,179	99,275		436,795	447,328	393,275	
104,045	105,043	95,179		445,294	436,795	447,328	
1.0	-9.4	4.3		-1.9	2.4	-21.0	

Year To Date				Running 12 Months			
2019	2020	2021		2019	2020	2021	
12,470,296	10,816,542	11,141,891		54,273,715	55,712,827	38,296,136	
12,219,368	12,470,296	10,816,542		56,263,362	54,273,715	55,712,827	
2.1	-13.3	3.0		-3.5	2.7	-31.3	

AIRDNA REPORT

Temecula

92592

KA

Market Grade

A+

100 of 100



Average Daily Rate

\$384



View Rates →

Occupancy Rate

55%



View Occupancy →

Revenue

\$4,411

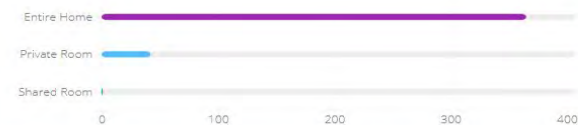


View Revenue →

408 Active Rentals

Rental Type

89% Entire Home rentals

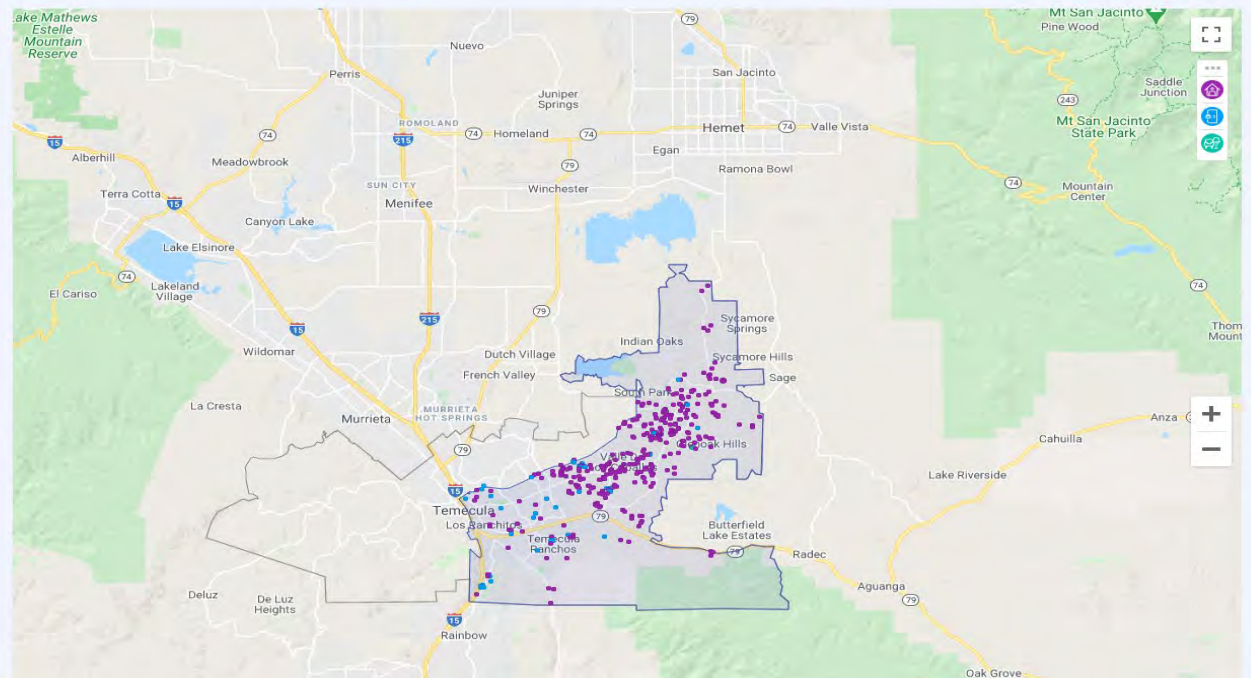
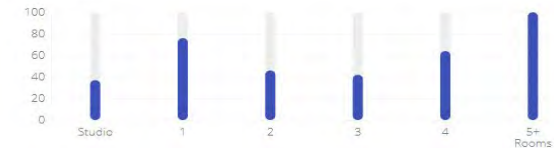


Rental Channel



Rental Size

3.1 Bedrooms / 8.5 Guests on average



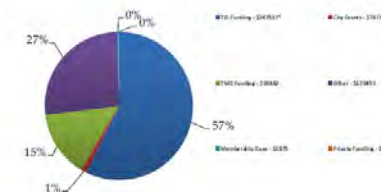
TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Four Months Ending April 30, 2021

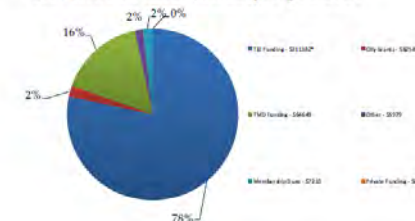
	Unrestricted	Temporarily Restricted	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 367,556	\$ 367,556
City Grants	-	7,875	7,875
TMD Funding	-	93,882	93,882
RC Tourism Grant	-	164,099	164,099
Public Funding	-	-	-
Program Service Revenues:			
Ticket Sales (Net of Refunds Issued)	-	-	-
Merchandise Sales	1,356	-	1,356
Cost of Merchandise Sold	(160)	-	(160)
Merchandise Sales, Net	1,196	-	1,196
Membership Dues	1,875	-	1,875
Print Advertising	5,000	-	5,000
Interest Income	38	-	38
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	523,807	(523,807)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	531,916	109,605	641,521
Program Services:			
Advertising-Printed Marketing	292,744	-	292,744
Marketing Personnel Costs	138,316	-	138,316
Dues & Report Services	16,463	-	16,463
Advertising-Website	26,441	-	26,441
Travel & Entertainment	1,256	-	1,256
FAM Tours / Site Visits	34	-	34
Event Hosting	50	-	50
Operational:			
Personnel Costs	30,542	-	30,542
Professional Fees	34,307	-	34,307
Rent	3,740	-	3,740
Office Supplies	2,080	-	2,080
Printing	5,370	-	5,370
Insurance	4,118	-	4,118
Property Taxes	(1,604)	-	(1,604)
Credit Card Processing	1,338	-	1,338
Telephone	1,433	-	1,433
TOTAL EXPENSES	556,628	-	556,628
CHANGE IN NET ASSETS	(24,712)	109,605	84,893
NET ASSETS, December 31, 2020	(9,985)	1,018,000	1,008,015
NET ASSETS, April 30, 2021	\$ (34,697)	\$ 1,127,605	\$ 1,092,908

Revenue Sources January - April 2021

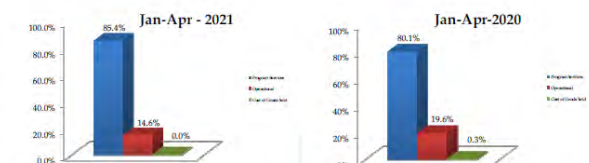


* Interim TID funding amounts are estimated.

Revenue Sources January-April 2020



Combined Activity:



TID Activity (includes carryforward expenses):



The CDC provided guidelines for the meeting industry with attendee requirements currently limited to groups under 100 attendees. The Governor of California indicated June 15th the State would reopen and the Meeting's Industry would open Oct 1st to full operations with new guidance.

Our community partners are still slow to bring back workforce due to labor challenges as a result of unemployment benefits not ending until September 30th. Leads are slowing down due to other States opening as California is still closed with strict meeting guidelines. Cal Travel has executed a *Meeting Coalition* to put pressure on the Governor with Temecula Valley Partnership due to lost meeting jobs and business.

VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



Incoming Leads

★	RFP Name	RFP Code	Assigned To	Proposal Status	Response Due Date	RFP Received Date
☆	Main Electric Supply	ZSNVWTTTPFN		Awaiting Proposal	May 7, 2021	May 4, 2021
☆	GoF West 2022	JHNWTRQMF2		Awaiting Proposal	May 14, 2021	May 9, 2021
☆	Hindi/Goodman Wedding	PWNNKSX8Z6G		Awaiting Proposal	May 19, 2021	May 1, 2021
☆	Mountain Mike's 2021 Franchis...	LVNZB7PY7H6		Receipt Confirmed	May 5, 2021	Apr 26, 2021
☆	Americas Solution Partner Con...	M3NK3XYBCXJ		Receipt Confirmed	May 7, 2021	Apr 21, 2021

MEDIA/PR STATS

	Current (April 2021)	Previous (March 2021)	% Change
Articles Generated	6	17	-40%
Contacts Added	3	8	-63%
Media Events	4	1	-50%
Total Members Featured	79	35	300%
Active Contacts	2,417	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
673	161	24%

MARCH COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	1,728,412	1,579
Digital Influencer	0	0	0
Magazine	0	0	0
Newspaper	1	57,700	1,720
Online	5	851,915,200	20,564,000
Broadcast	0	0	0
Total	6	1,157,593,220	20,620,567,299

APRIL COUNTS 2021 BY MEDIUM

Type	Expenses		In-kind	
	April 2021	2021 YTD	April 2021	2021 YTD
---	\$30.00	\$30.00	\$450.00	\$1,814.00
Total	\$30.00	\$30.00	\$450.00	\$1,814.00

public relations earned

2021 April Performance & Activity Report

VTV participated in a getaway prize contest with The Travel Mom which notably increased our Instagram followers and provided a lot of online engagement. A Mother's Day press release was created and spring continued to be promoted. I also had two phone interviews for meeting magazines. In addition to supporting the marketing and sales departments, I attended the Regional Leadership Tourism Meeting for the Inland Empire.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	4
Temecula Valley News	4
MSN	3
VisitCalifornia.com	3
PureWow	2
The Travel Mom	2
ABC7 Los Angeles	1
AvantStay.com	1
Decan Herald	1
Inland Empire Magazine	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	8

Activity Measures

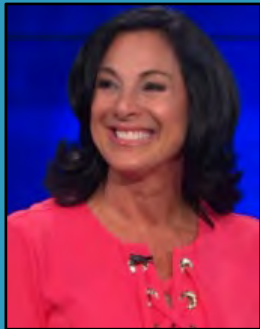
	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	3	2
Hosted Press Trips - International	0	0
Coverage Received	10	29
Coverage Impressions	1,157,593,220	2,193,279,787
Coverage Value	20,697,850	41,412,698



Press Trip

Kathleen Messmer
Freelance
Food Wine & Travel

She is on assignment for FWT Magazine and Revology. Her story will focus on spouse winery teams.



Press Trip

Emily Kaufman
"The Travel Mom"

In addition to a story on her blog site, she did a trip giveaway, a FB live stream, and several IG posts.

LOS ANGELES

The 10 Most Beautiful Places in California

By: Leila Najafi Apr. 16, 2021

The beauty of living in California is that no matter which direction you're headed, you are always in close proximity to either the beach, mountains or desert. In fact, you can technically hit the slopes and the beach all in one day (OK, it's a little ambitious but it is possible). If you've been dreaming of the scenic road trip along Highway 1, now is the perfect time to start planning. California is a nature lover's paradise and there is so much to explore outdoors with something here for everyone. From the idyllic town of Newport Beach to the hot desert in Palm Springs, here are just a few beautiful places in California to add to your Golden State bucket list.

Editor's note: Please remember to mask up and follow social distancing protocols while traveling and be sure to check up on the town's health and safety guidelines before you go.

RELATED: THE 15 MOST CHARMING BEACH TOWNS IN SOUTHERN CALIFORNIA



Best Wine Tour Company (2020)

Best Wine Tour Company:
Grapeline Wine Tours wins reader vote.

Explore California Wine Country with this winning company.

1. GRAPELINE WINE TOURS

Temecula, Calif.

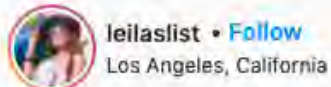
Grapeline Wine Tours offers both group and private tours of some of California's top wine regions, including Napa Valley, Paso Robles, Santa Barbara, Sonoma Valley and Temecula. Classic Wine Adventures include tastings at three area wineries, as well as a behind-the-scenes vintner's tour, while a Vineyard Picnic Tour takes guests to four wineries and includes a catered picnic lunch.



PureWow



VALLEY NEWS
A Readermedia publication



leilaslist • Follow
Los Angeles, California



leilaslist This week I'm venturing out to explore my own backyard with @visitcalifornia! I'm checking out a few SoCal destinations I love including Newport Beach 🌊 Temecula 🍷, and Catalina Island 🏝️

Make sure to follow along on IG stories to uncover some California gems with me! 💎

1d

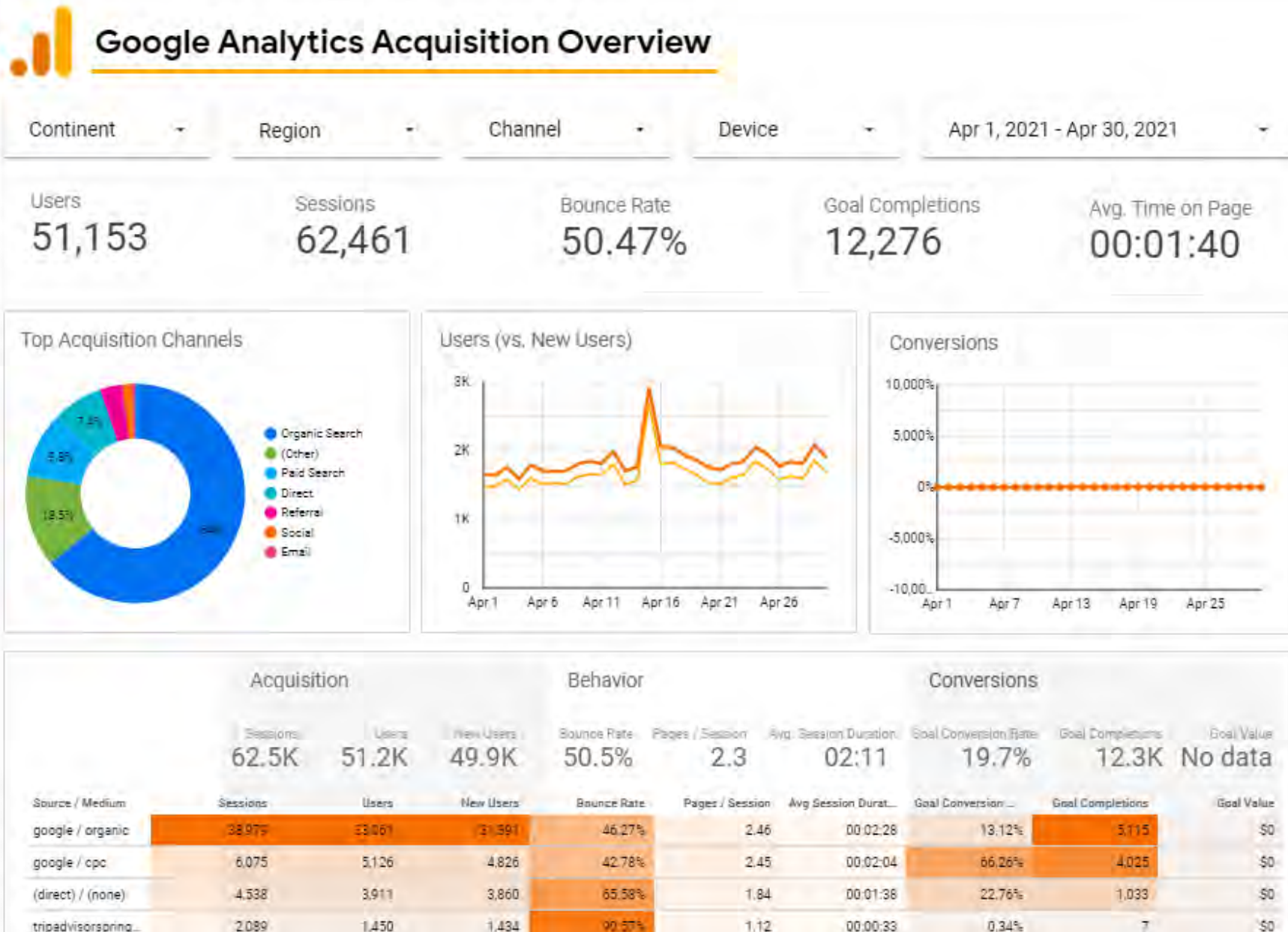
brand marketing

2021 April Performance & Activity Report



In April we were busy putting together all creative for Craft Brew Month which launched in May. Along with small signage and website changes we also put together social media stories, guides and posts promoting all the breweries in the area. The focus of Craft Brew Month is to promote brewery awareness and visitation.

WEBSITE TRAFFIC



SOCIAL MEDIA MASTER REPORT

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

1,046,631 ↘ 66.5%

Engagements ⓘ

33,153 ↘ 64.8%

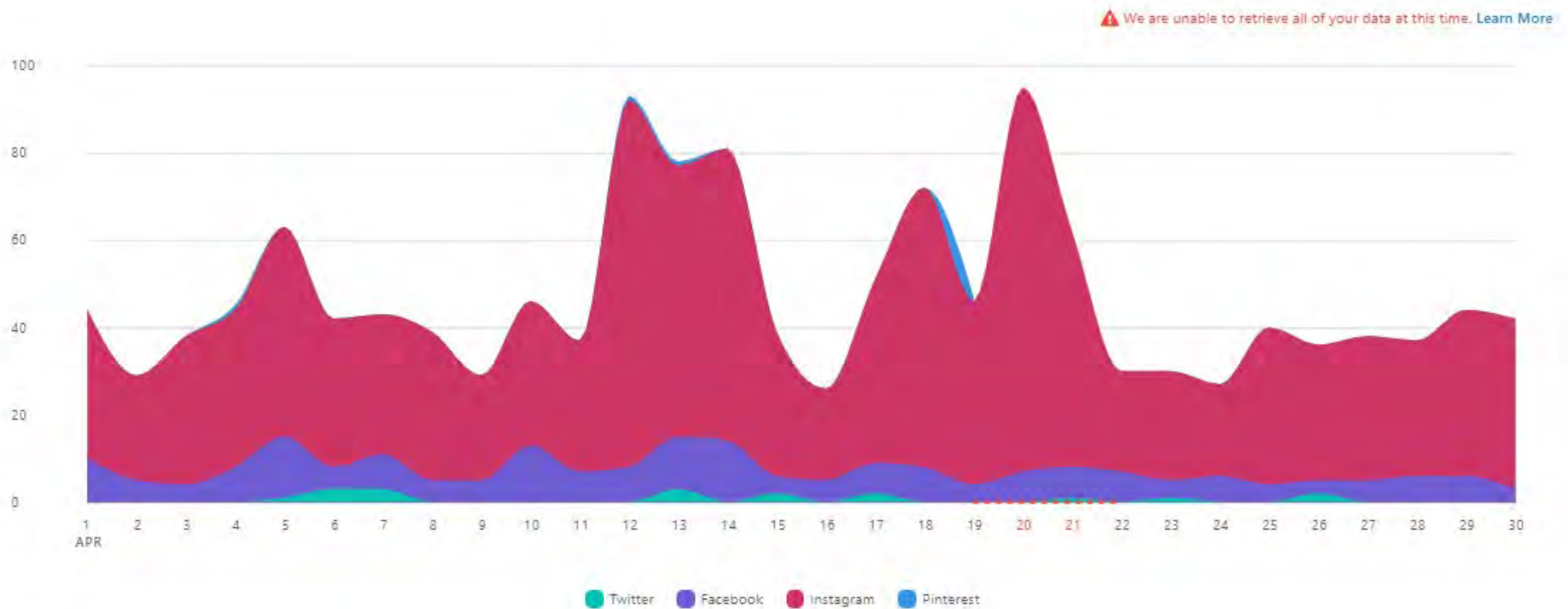
Post Link Clicks ⓘ

9,599 ↘ 65.4%

Cross-Network Audience Growth

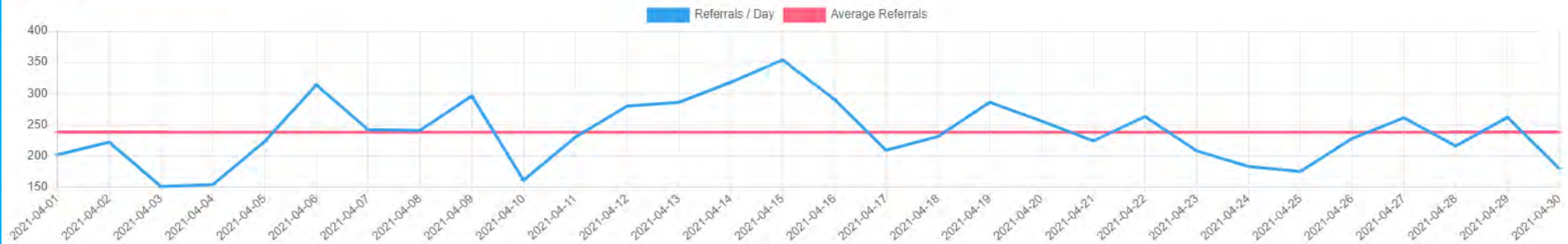
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals Line Graph | Bar Graph



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
9057	7307	348	512	575	315

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
9057	229	5765	167	2586	310

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
7147	5909	262	249	420	307

Referrals By Button

TOTAL	BOOKDIRECT BUTTON	GET PHONE LINK	PICTURE LINK	TITLE	WEBSITE
7147	2969	42	2269	1214	653

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



Show less ^

SCANS BY TOP COUNTRIES

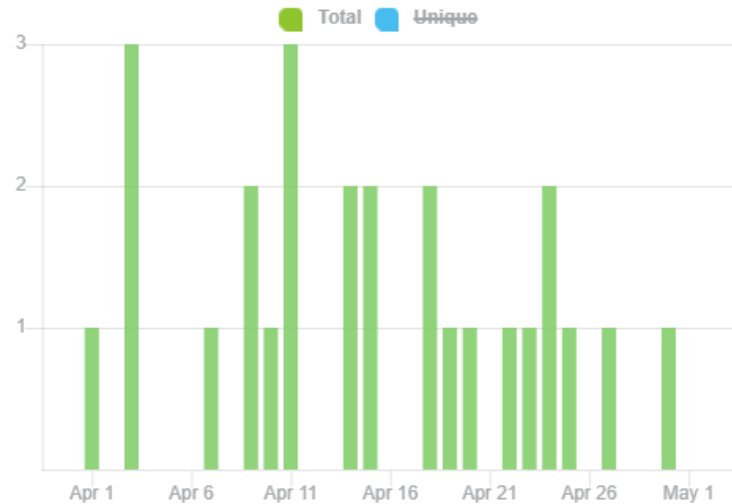
#	Country	Scans	%
1	United States	68	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	16	23.53%
2	Newark	7	10.29%
3	New York	7	10.29%
4	Temecula	4	5.88%
5	Santa Monica	2	2.94%
6	Irvine	2	2.94%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM

OS	Scans	%
iOS	26	96.15%
AndroidOS	1	3.85%

[Show less ^](#)

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	26	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	5	19.23%
2	Newark	3	11.54%
3	New York	2	7.69%
4	National City	1	3.85%
5	San Jose	1	3.85%
6	Yorba Linda	1	3.85%

ADARA MEDIA IMPACT

April 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 105,820

Hotel Revenue Generated

233

Hotel Bookings



21,916

Hotel Searches

97

Flight Bookings



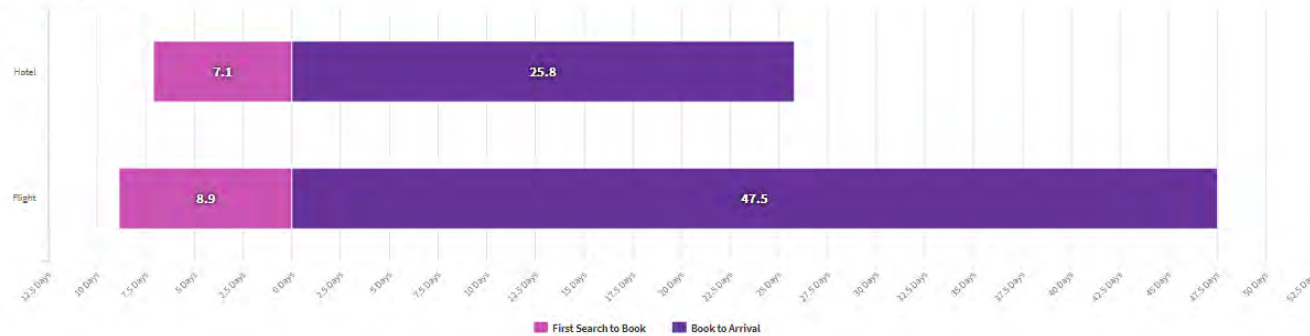
1,755

Flight Searches

Top Origin Markets - Hotel Bookers

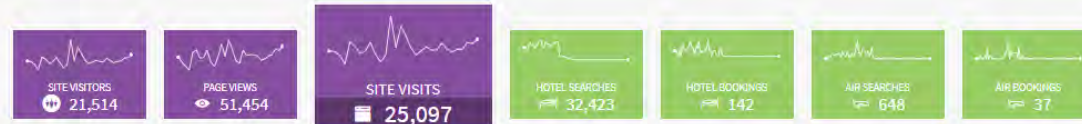
Market	Percentage of Travelers
Los Angeles	51.9
San Diego	14.8
San Francisco Bay Area	3.7
Phoenix	2.9
Minneapolis-St Paul	2.1
Las Vegas	1.6
Palm Springs	1.6
Salt Lake City	1.2
St Louis	1.2
Denver	1.2

Trip Planning Window

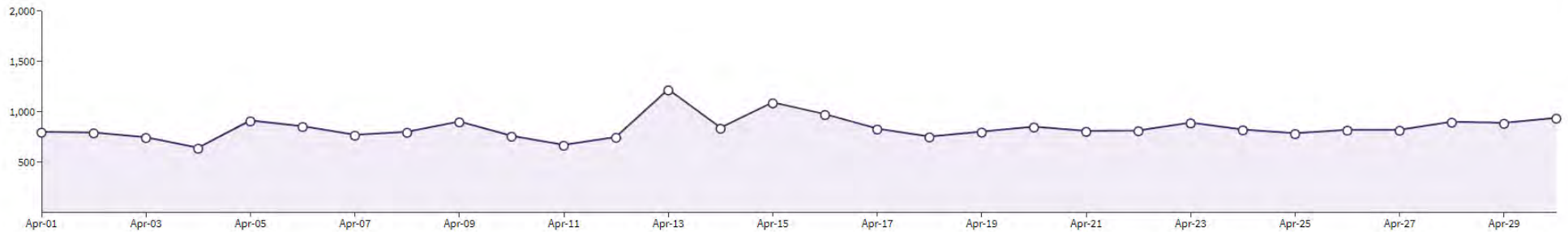


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



299

Total Travelers

283

Total Nights

\$ 74,621

Total Revenue

7.3

Avg. Search to Booking

32.5

Avg. Advance Purchase

2.0

Avg. Length of Stay

2.1

Avg. # of Travelers

\$ 263.68

Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

BOOK › DIRECT ENGAGEMENT REPORT

Site
visitemeculavalley.com
Start Date
4/1/2021
End Date
4/30/2021

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches 9,057

Desktop 22.4 Properties Viewed on Average

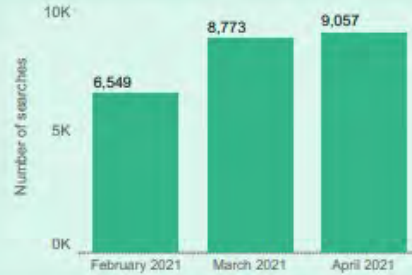
Mobile 39.6 Properties Viewed on Average

Book › Direct Network Desktop 47.2 Properties Viewed

Book › Direct Network Mobile 38.5 Properties Viewed

Bounce Rate 28.41%

Book › Direct Network Bounce Rate 30.65%



DURATION

Overall 4.2 min

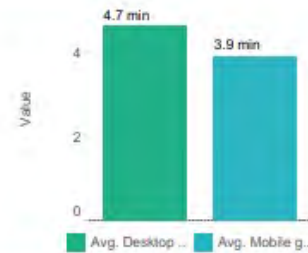
Desktop 4.7 min

Mobile 3.9 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.1 min



DEVICE BREAKDOWN

Desktop 38.5%

Mobile 61.5%

Global Average on Desktop: 39.8%

Global Average on Mobile: 60.2%



TOTAL REFERRALS TO PROPERTIES: 7,148

Overall Search to Referral Ratio 78.92%

Desktop 146.69%

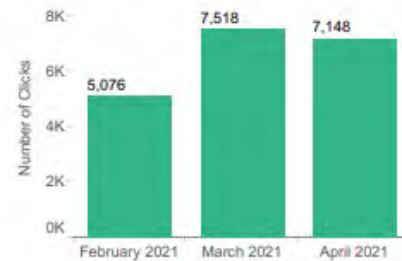
Mobile 43.41%

BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 85.81%

Desktop 155.69%

Mobile 45.50%



BOOK › DIRECT

marketing paid

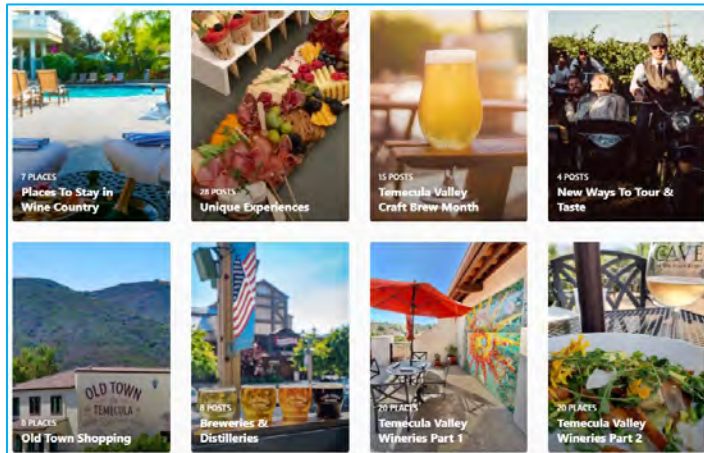
2021 April Performance & Activity Report

SOCIAL MEDIA STORIES & POSTS

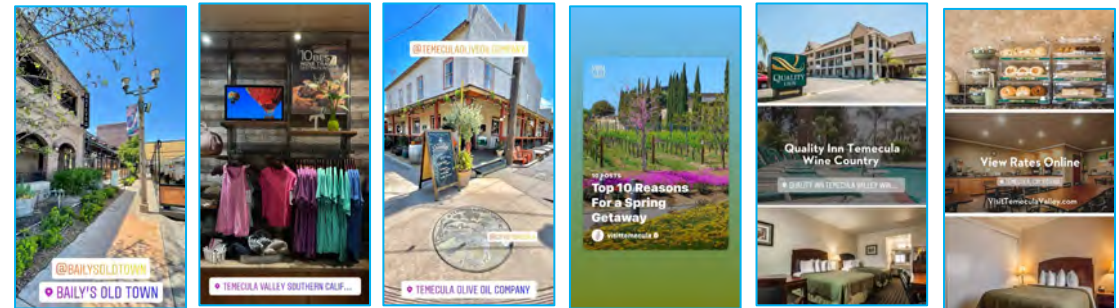
2021 April Performance & Activity Report

In the month of April, we continued to promote our wine, dining, and lodging specials on our spring page. We focused on featuring outdoor experiences: horseback riding, e-biking, spa experiences, farmers markets, and dining. We also posted on #NationalBeerDay to kick off Craft Brew Month happening next month. One of our most popular posts this month was a gallery of images showcasing several locations in Old Town. This post received 1,105 likes and it received several positive comments.

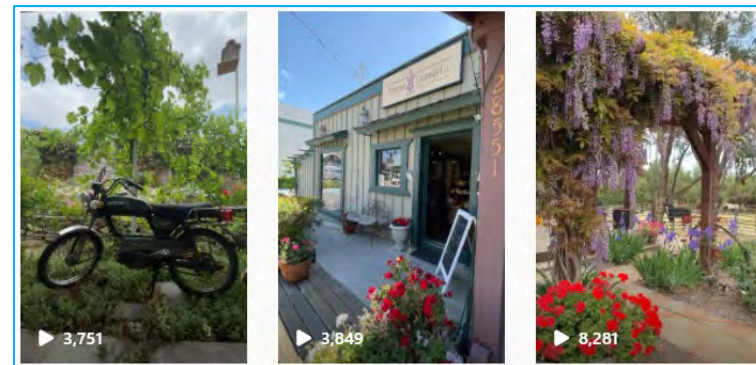
Our fans love seeing several locations in a single post, and this is why we are planning to create more Instagram Guides. They make it easy to share for us to share information with our fans and they help us give our partner's more exposure on social media. The specials we feed onto our website come from our partner posts, so making sure our partners use the hashtag #visitemeculain their posts will be very important for any future seasonal campaigns. This month we also created 7 new Instagram Reels/Tiktoks to showcase the beauty of spring and a couple of unique shopping and outdoor experiences. We will continue to showcase new spots or reposting content from our partners who are creating their own videos.



instagram guides



story feed examples (facebook and Instagram)



short form video content

partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

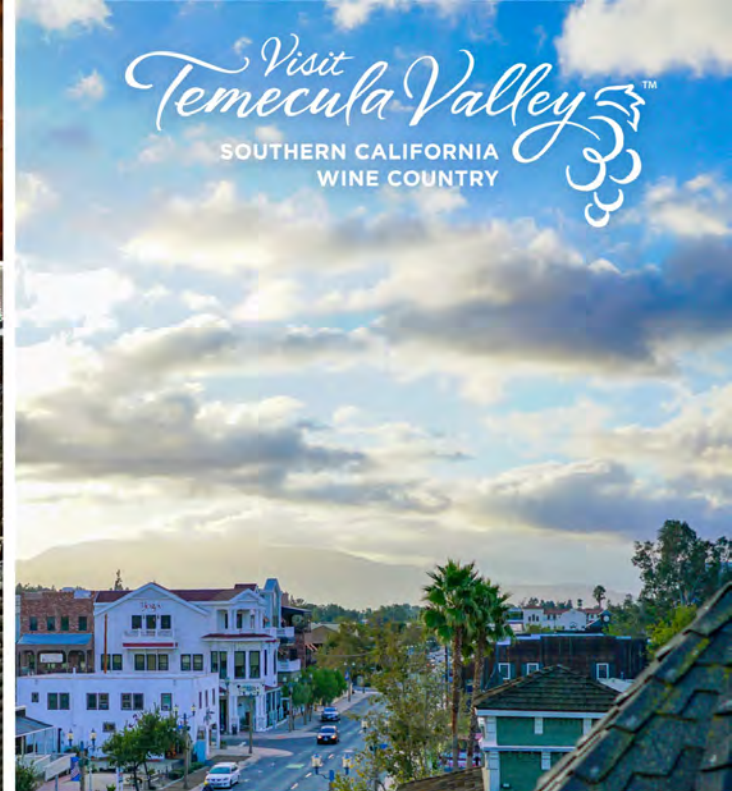
Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





May 2021 BOARD REPORT

2021 April & May Performance & Activity Report

Occupancy (%)	2019			2020												2021				Year To Date			Running 12 Months		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2019	2020	2021	2019	2020	2021
	This Year	74.2	63.5	66.4	72.6	42.9	26.7	41.1	55.4	58.6	64.7	67.0	67.0	59.4	48.6	49.0	65.3	66.3	77.1	70.2	53.3	65.1	73.2	66.4	60.5
	Last Year	74.8	64.3	62.8	66.9	75.4	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.8	42.9	26.7	73.8	70.2	53.3	79.6	73.2	86.4
Percent Change	-0.8	-1.3		4.3	5.3	-43.1	-63.3	-43.9	-31.8	-22.3	-7.6	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	59.3	188.2	-4.9	-24.0	22.1	-4.4	-9.3	-8.9
ADR	2019			2020												2021				Year To Date			Running 12 Months		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2019	2020	2021	2019	2020	2021
	This Year	127.44	106.86	112.58	120.80	104.62	72.18	80.51	97.53	102.36	108.81	116.75	127.60	116.24	94.88	97.28	112.06	121.72	135.72	120.08	106.51	119.36	124.21	123.30	112.44
	Last Year	125.34	115.74	110.86	116.50	125.15	123.80	133.50	136.75	125.61	131.01	127.83	128.97	127.44	109.86	112.58	120.80	104.62	72.18	119.24	120.08	106.51	126.07	124.21	123.30
Percent Change	1.7	-8.1	1.7	1.8	-16.4	-41.7	-39.7	-28.7	-18.5	-16.9	-8.5	-1.1	-6.4	-13.6	-13.6	-6.6	16.3	86.0	0.7	-8.8	9.0	-1.6	-0.7	-8.8	
RevPAR	2019			2020												2021				Year To Date			Running 12 Months		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2019	2020	2021	2019	2020	2021
	This Year	94.55	69.74	73.67	87.53	44.84	19.30	33.06	54.05	59.96	70.41	78.27	85.48	70.96	46.11	47.71	73.59	83.11	104.83	84.24	58.37	77.69	90.97	81.91	68.03
	Last Year	93.71	74.48	69.45	81.66	94.31	90.34	97.77	111.07	94.66	91.72	92.02	90.74	94.55	69.74	73.67	87.53	44.84	19.30	97.96	84.24	58.37	96.80	90.97	81.91
Percent Change	0.9	-6.4	6.1	7.2	-52.5	-78.6	-66.2	-51.3	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-36.2	-15.9	85.3	442.0	-4.2	-30.7	33.1	-5.8	-10.0	-16.9	
Supply	2019			2020												2021				Year To Date			Running 12 Months		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2019	2020	2021	2019	2020	2021
	This Year	52,680	54,746	54,746	49,448	54,746	30,300	44,857	49,170	54,746	54,746	52,980	54,746	52,980	54,746	54,746	49,448	58,590	56,700	204,840	198,330	219,484	599,206	631,000	638,455
	Last Year	49,380	51,026	51,026	46,088	54,746	52,680	54,746	52,680	54,746	54,746	52,980	54,746	52,980	54,746	54,746	49,448	54,746	39,390	190,680	204,840	198,330	579,863	599,206	631,000
Percent Change	7.3	7.3	7.3	7.3	0.0	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	43.9	7.4	-3.2	10.7	3.3	5.3	1.2	
Demand	2019			2020												2021				Year To Date			Running 12 Months		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2019	2020	2021	2019	2020	2021
	This Year	30,308	34,756	35,826	35,889	23,464	10,535	18,422	27,254	32,099	35,424	35,518	36,677	31,484	26,608	26,840	32,300	40,006	43,711	143,703	105,714	142,866	438,847	419,203	386,322
	Last Year	36,917	32,834	32,025	31,762	41,256	38,600	40,066	43,031	41,256	36,328	38,226	38,518	30,308	34,756	35,826	35,889	23,464	10,535	140,663	143,703	105,714	444,310	438,847	419,203
Percent Change	6.5	5.9	11.9	13.0	-43.1	-72.7	-54.0	-36.7	-22.3	-7.6	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	70.5	314.9	2.2	-28.4	35.1	-1.2	-4.5	-7.8	
Revenue	2019			2020												2021				Year To Date			Running 12 Months		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2019	2020	2021	2019	2020	2021
	This Year	5,009,219	3,818,177	4,033,273	4,323,385	2,454,884	790,409	1,483,175	2,668,133	3,282,731	3,854,513	4,149,592	4,670,882	3,754,165	2,524,467	2,611,971	3,638,891	4,869,589	5,932,349	17,256,399	11,576,951	17,052,770	54,507,088	51,687,133	43,436,479
	Last Year	4,827,353	3,800,352	3,543,556	3,763,658	5,163,082	4,786,103	5,352,296	5,894,290	5,182,347	5,021,303	4,875,042	4,967,537	5,009,219	3,818,177	4,033,273	4,323,385	2,454,884	790,409	16,772,098	17,256,399	11,576,951	56,016,298	54,507,088	51,687,133
Percent Change	8.3	0.5	13.8	15.0	-52.5	-84.1	-72.3	-54.8	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-35.2	-15.8	98.4	880.2	2.9	-32.9	47.3	-2.7	-5.2	-16.1	

STR REPORT – Week of May 30, 2021

																						Current Week										
		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run 28	Run MTD
Occupancy (%)	May																												Current Week	Run 28	Run MTD	
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	Current Week	Run 28	Run MTD	
	This Year	60.1	63.5	64.1	62.7	79.4	90.6	94.0	63.3	68.5	73.8	77.2	89.1	92.1	94.8	75.0	74.5	78.3	82.7	88.0	90.7	95.4	91.1	62.3	67.8	76.2	88.6	92.5	95.7	82.0	80.0	79.5
	Last Year	35.1	43.7	47.1	48.8	48.2	39.1	41.8	36.0	41.9	44.2	46.2	41.7	45.1	52.5	49.7	41.4	47.7	51.8	55.9	50.6	53.6	44.7	41.7	45.4	48.6	47.1	52.8	63.9	49.3	46.7	43.8
Percent Change		71.1	45.3	36.0	34.8	71.8	131.6	124.7	75.6	67.2	67.2	113.4	104.0	80.5	50.9	80.1	64.2	53.7	57.5	79.3	78.2	103.8	49.3	49.3	49.3	56.8	88.0	75.3	43.6	66.5	71.5	91.4
ADR	May																												Current Week	Run 28	Run MTD	
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	Current Week	Run 28	Run MTD	
	This Year	111.96	104.70	107.74	107.36	118.08	188.92	216.25	116.50	109.93	117.78	106.00	126.47	194.83	218.22	113.97	112.39	112.28	113.72	125.02	204.35	231.23	169.08	116.01	111.47	115.97	139.55	216.26	242.67	164.78	150.76	147.34
	Last Year	79.18	80.13	81.18	80.40	78.36	83.34	85.26	72.89	74.60	75.82	75.86	89.76	92.51	81.57	75.83	76.06	76.56	84.17	76.56	84.17	90.52	95.96	76.03	76.45	78.56	81.97	82.10	105.75	109.87	89.12	83.74
Percent Change		41.3	30.7	32.7	33.5	50.7	126.7	153.6	59.8	47.4	55.3	40.8	66.7	117.1	135.9	39.7	48.2	47.6	48.5	48.5	125.7	141.0	122.4	51.8	41.9	41.9	41.9	41.9	41.9	84.9	80.0	79.0
RevPAR	May																												Current Week	Run 28	Run MTD	
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	Current Week	Run 28	Run MTD	
	This Year	67.21	66.46	69.07	70.59	93.76	171.12	203.20	80.73	75.30	86.98	81.82	112.68	179.36	206.90	85.43	83.77	87.91	94.04	110.07	185.31	220.71	154.05	72.28	75.53	88.41	123.59	200.12	232.13	135.16	120.66	117.12
	Last Year	27.80	35.00	38.26	39.23	36.23	32.60	35.65	26.25	31.24	33.48	34.76	51.68	40.51	48.59	40.53	31.39	36.27	39.63	47.06	45.79	51.40	33.99	31.99	35.68	39.86	39.67	55.91	70.25	43.90	39.09	36.07
Percent Change		141.8	89.9	80.5	80.0	158.8	424.9	470.0	207.6	141.0	159.8	135.4	255.8	342.8	325.8	110.8	166.9	142.4	137.3	133.9	304.7	329.4	353.2	126.6	11.8	121.8	219.6	258.6	230.4	207.9	208.7	224.7
Supply	May																												Current Week	Run 28	Run MTD	
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	Current Week	Run 28	Run MTD	
	This Year	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	1,889	
	Last Year	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	1,447	
Percent Change		30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	30.5	
Demand	May																												Current Week	Run 28	Run MTD	
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	Current Week	Run 28	Run MTD	
	This Year	1,135	1,199	1,211	1,242	1,500	1,711	1,775	1,309	1,294	1,395	1,458	1,683	1,739	1,791	1,416	1,408	1,479	1,562	1,663	1,713	1,803	1,721	1,177	1,280	1,440	1,673	1,748	1,807	1,046	42,332	46,547
	Last Year	508	632	682	706	869	566	605	521	606	639	668	604	653	760	719	599	690	749	809	732	775	647	684	744	797	772	865	1,048	5,557	19,449	19,658
Percent Change		123.4	89.7	77.6	75.9	124.2	202.3	193.4	151.2	113.5	118.3	118.3	178.6	166.3	135.7	96.9	135.1	114.3	108.5	105.6	134.0	132.6	166.0	72.1	72.0	80.7	117.6	102.1	72.4	95.2	117.7	136.8
Revenue	May																												Current Week	Run 28	Run MTD	
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	Current Week	Run 28	Run MTD	
	This Year	126,957	125,540	130,469	133,347	177,122	323,238	383,837	152,502	142,249	164,301	154,550	212,951	338,810	390,833	161,376	158,238	166,060	177,633	207,914	250,051	416,913	290,993	136,542	142,684	167,001	233,468	378,026	438,500	1,787,213	6,382,006	6,858,143
	Last Year	40,225	50,643	55,364	56,763	52,423	42,121	51,583	37,977	45,207	48,443	50,294	45,819	58,613	70,306	58,651	45,223	52,484	57,347	68,091	66,262	74,320	49,194	52,290	58,452	65,332	63,380	91,021	151,141	495,255	1,628,719	1,818,114

AIRDNA REPORT

April 2021 vs April 2020

Property Type	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	9,387	12,483	33.0%	4,247	7,959	87.4%	1,849,170	4,377,850	136.7%
Private Room	1,696	1,588	-6.4%	1,011	688	-31.9%	96,210	135,952	41.3%
Shared Room	29	0	-100.0%	1	0	-100.0%	720	0	-100.0%

Last Twelve Months April 2021 vs Last Twelve Months April 2020

	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
	153,690	139,746	-9.1%	71,359	79,008	10.7%	31,332,200	40,335,700	28.7%
	35,841	20,625	-42.5%	16,779	9,423	-43.8%	1,788,250	1,628,360	-8.9%
	264	0	-100.0%	90	0	-100.0%	15,783	2,100	-86.7%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	2,677	3,411	27.4%	1,106	2,201	99.0%	163,310	431,578	164.3%	43,933	40,575	-7.6%	20,112	22,038	9.6%	3,130,760	3,882,490	24.0%
Studio	820	886	8.0%	353	550	55.8%	50,324	109,045	116.7%	13,240	12,711	-4.0%	5,873	6,915	17.7%	889,872	1,124,070	26.3%
1 bedroom	1,857	2,525	36.0%	753	1,651	119.3%	112,986	322,533	185.5%	30,693	27,864	-9.2%	14,239	15,123	6.2%	2,240,890	2,758,420	23.1%
2 bedrooms	690	1,315	90.6%	285	743	160.7%	71,356	208,721	192.5%	15,404	14,868	-3.5%	6,980	7,343	5.2%	1,593,260	1,851,710	16.2%
3 bedrooms	1,063	1,465	37.8%	475	929	95.6%	174,674	423,205	142.3%	20,353	16,597	-18.5%	9,830	9,820	-0.1%	3,571,420	4,039,790	13.1%
4+ bedrooms	4,957	6,292	26.9%	2,381	4,086	71.6%	1,439,830	3,314,340	130.2%	74,000	67,706	-8.5%	34,437	39,807	15.6%	23,031,600	30,554,700	32.7%

April 2021 vs April 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	518	535	3.3%	372	467	25.5%	45%	64%	40.9%	435	550	26.3%	197	351	78.0%
Private Room	95	64	-32.6%	65	59	-9.2%	60%	43%	-27.3%	95	198	107.6%	57	86	50.9%
Shared Room	1	1	0.0%	1	0	-100.0%	3%	0%	-100.0%	720	0	-100.0%	25	0	-100.0%

Last Twelve Months April 2021 vs Last Twelve Months April 2020

	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
	759	861	13.4%	705	785	11.3%	46%	57%	21.8%	439	510	16.3%	204	289	41.6%
	216	147	-31.9%	210	137	-34.8%	47%	46%	-2.4%	107	173	62.2%	50	79	58.3%
	1	1	0.0%	1	0	-100.0%	34%	0%	-100.0%	175	0	-100.0%	60	0	-100.0%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	172	173	0.6%	113	134	18.6%	41%	65%	56.2%	148	196	32.8%	61	127	107.4%	227	295	30.0%	198	255	28.8%	46%	54%	18.6%	156	176	13.2%	71	96	34.3%
Studio	70	71	1.4%	38	37	-2.6%	43%	62%	44.2%	143	198	39.1%	61	123	100.5%	81	122	50.6%	59	92	55.9%	44%	54%	22.6%	152	163	7.3%	67	88	31.6%
1 bedroom	102	102	0.0%	75	97	29.3%	41%	65%	61.3%	150	195	30.2%	61	128	109.9%	146	173	18.5%	139	163	17.3%	46%	54%	17.0%	157	182	15.9%	73	99	35.6%
2 bedrooms	50	55	10.0%	28	51	82.1%	41%	57%	36.8%	250	281	12.2%	103	159	53.5%	78	91	16.7%	77	87	13.0%	45%	49%	9.0%	228	252	10.5%	103	125	20.4%
3 bedrooms	61	62	1.6%	44	54	22.7%	45%	63%	41.9%	368	456	23.9%	164	289	75.8%	100	103	3.0%	92	94	2.2%	48%	59%	22.5%	363	411	13.2%	175	243	38.7%
4+ bedrooms	235	245	4.3%	187	228	21.9%	48%	65%	35.2%	605	811	34.1%	290	527	81.3%	354	372	5.1%	338	349	3.3%	47%	59%	26.3%	669	768	14.8%	311	451	45.0%

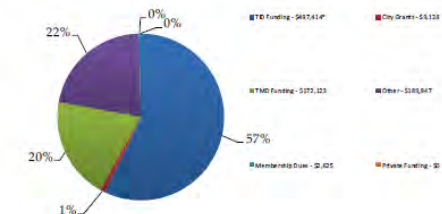
TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Five Months Ending May 31, 2021

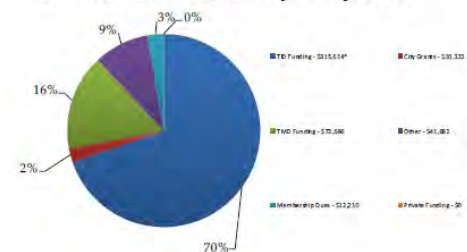
	Unrestricted	Temporarily Restricted	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 497,414	\$ 497,414
City Grants	-	9,128	9,128
TMD Funding	-	172,123	172,123
RC Tourism Grant	-	182,999	182,999
Public Funding	-	-	-
Program Service Revenues:			
Ticket Sales (Net of Refunds Issued)	-	-	-
Merchandise Sales	1,900	-	1,900
Cost of Merchandise Sold	(160)	-	(160)
Merchandise Sales, Net	1,740	-	1,740
Membership Dues	2,625	-	2,625
Print Advertising	5,000	-	5,000
Interest Income	48	-	48
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	734,959	(734,959)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	744,372	126,705	871,077
EXPENSES			
Program Services:			
Advertising-Printed Marketing	441,006	-	441,006
Marketing Personnel Costs	169,154	-	169,154
Advertising-Website	32,623	-	32,623
Dues & Report Services	26,727	-	26,727
Travel & Entertainment	1,487	-	1,487
Event Hosting	50	-	50
FAM Tours / Site Visits	34	-	34
Operational:			
Professional Fees	45,736	-	45,736
Personnel Costs	37,191	-	37,191
Printing	7,152	-	7,152
Insurance	4,695	-	4,695
Rent	4,441	-	4,441
Office Supplies	2,518	-	2,518
Telephone	1,700	-	1,700
Credit Card Processing	1,618	-	1,618
Property Taxes	(1,604)	-	(1,604)
TOTAL EXPENSES	774,528	-	774,528
CHANGE IN NET ASSETS	(30,156)	126,705	96,549
NET ASSETS, December 31, 2020	(9,985)	1,017,998	1,008,013
NET ASSETS, May 31, 2021	\$ (40,141)	\$ 1,144,703	\$ 1,104,562

Revenue Sources January - May 2021

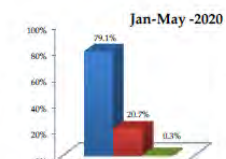
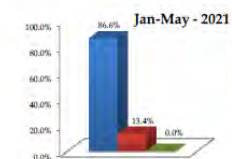


* Interim TID funding amounts are estimated.

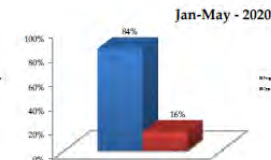
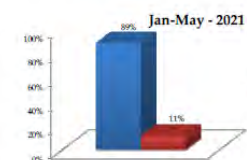
Revenue Sources January - May 2020



Combined Activity:



TID Activity (includes carryforward expenses):



The Governor of California has given guidelines for the June 15th the State would reopen and the Meeting's Industry would open Oct 1st to full operations with new guidance.

Our community partners are still slow to bring back workforce due to labor challenges as a result of unemployment benefits not ending until September 30th. Leads are slowing down due to other States opening as California is still closed with strict meeting guidelines. Cal Travel has executed a *Meeting Coalition* to put pressure on the Governor with Temecula Valley Partnership due to lost meeting jobs and business.

VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



★	RFP Name	RFP Code	Assigned To	Proposal Status	Response Due Date	RFP Received Date
☆	Main Electric Supply	ZSNVWTTTPFN		Awaiting Proposal	May 7, 2021	May 4, 2021
☆	ZipRecruiter Executive Retreat	L3NPZ8STRGL		Awaiting Proposal	Jun 11, 2021	Jun 7, 2021
☆	VIP-Socal	DYNBWHK89CQ		Awaiting Proposal	Jun 14, 2021	Jun 12, 2021
☆	Ca. Assoc of Health Facilities / ...	M8NDKN2BPPT		Awaiting Proposal	Jun 15, 2021	Jun 11, 2021
☆	Vo/Serafin Wedding	PYNLBWHMLGP		Receipt Confirmed	Jun 9, 2021	Jun 1, 2021

MEDIA/PR STATS

	Current (May 2021)	Previous (April 2021)	% Change
Articles Generated	4	6	-33%
Contacts Added	0	3	-100%
Media Events	3	4	-25%
Total Members Featured	31	7	343%
Active Contacts	2,418	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
675	163	24%

MAY COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	0	0
Digital Influencer	0	0	0
Magazine	1	2,000,000	5,000
Newspaper	2	268,535	11,814
Online	1	2,300,000	5,000
Broadcast	0	0	0
Total	6	1,157,593,220	21,814

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	May 2021	2021 YTD	May 2021	2021 YTD
---	\$0.00	\$30.00	\$1,900.00	\$3,714.00
Total	\$0.00	\$30.00	\$1,900.00	\$3,714.00

public relations earned

2021 May Performance & Activity Report

I had two phone interviews for meetings magazines Smart Meetings and Meetings Today. Some of the activities included two press trips, bi-weekly City COVID meetings, Visitor Guide copywriting, and Greenhaus meetings regarding VTV branding.

We also completed our Regional Travel Recovery campaign with radio ads on two stations: KFROG and KCBS.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	4
Temecula Valley News	4
MSN	3
VisitCalifornia.com	3
PureWow	2
The Travel Mom	2
ABC7 Los Angeles	1
AvantStay.com	1
Decan Herald	1
Inland Empire Magazine	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	9

Activity Measures

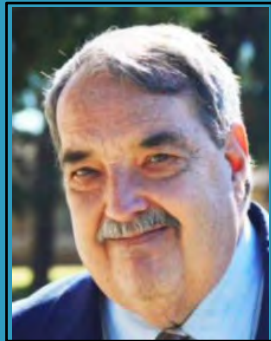
	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	3	5
Hosted Press Trips - International	0	0
Coverage Received	4	33
Coverage Impressions	4,568,535	3,051,549,635
Coverage Value	2,016,814	63,996,811



Press Trip

Jim Farber
Freelance
Creator's Syndicate

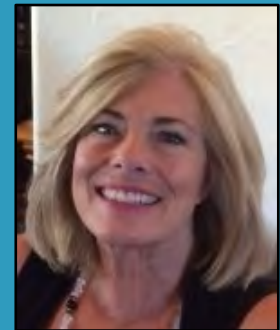
He was on assignment to write about how businesses overcame COVID impacts.



Press Trip

Ken Powell
KCAA Radio

He did radio interviews with winemaker Justin Knight of Masia de la Vinya and Danza Del Sol and Devin Parr.



Press Trip

Linda Milks
Freelance

In addition to freelance she has her own website - [toastingfoodwinetravel](http://toastingfoodwinetravel.com)

The Washington Post

Travel • Perspective

'Help Wanted' signs point to big summer travel problems



A shortage of seasonal employees may affect the 2021 vacation season. (Shutterstock)

By Christopher Elliott
Columnist
May 12, 2021 at 9:03 a.m. PDF

How bad is the "help wanted" problem? Narendra Khatri, CEO of travel insurance company [Insubuy](https://www.insubuy.com), says the industry "hasn't faced this severe shortage of job applicants in the past two decades."

The [Refuge Brewery](https://www.refugebrewery.com) in California's Temecula Valley had to cut its hours because it could not find enough staff to stay open. Owner Curt Kucera says he would get hundreds of applications for an open position in a typical year; now, he's lucky if he receives more than 10.

"Other restaurants have started to offer signing bonuses and retention bonuses," he says. "We haven't taken that step yet but are certain considering it if the challenges continue into the summer."



Cave at Oak Mountain Winery

Bellero at Etna



Winehouse Interior, Rome



Wine Time -in- Temecula

NORTH
LAGUNA *living*

MANSION GLOBAL

The Washington Post

Neighbors

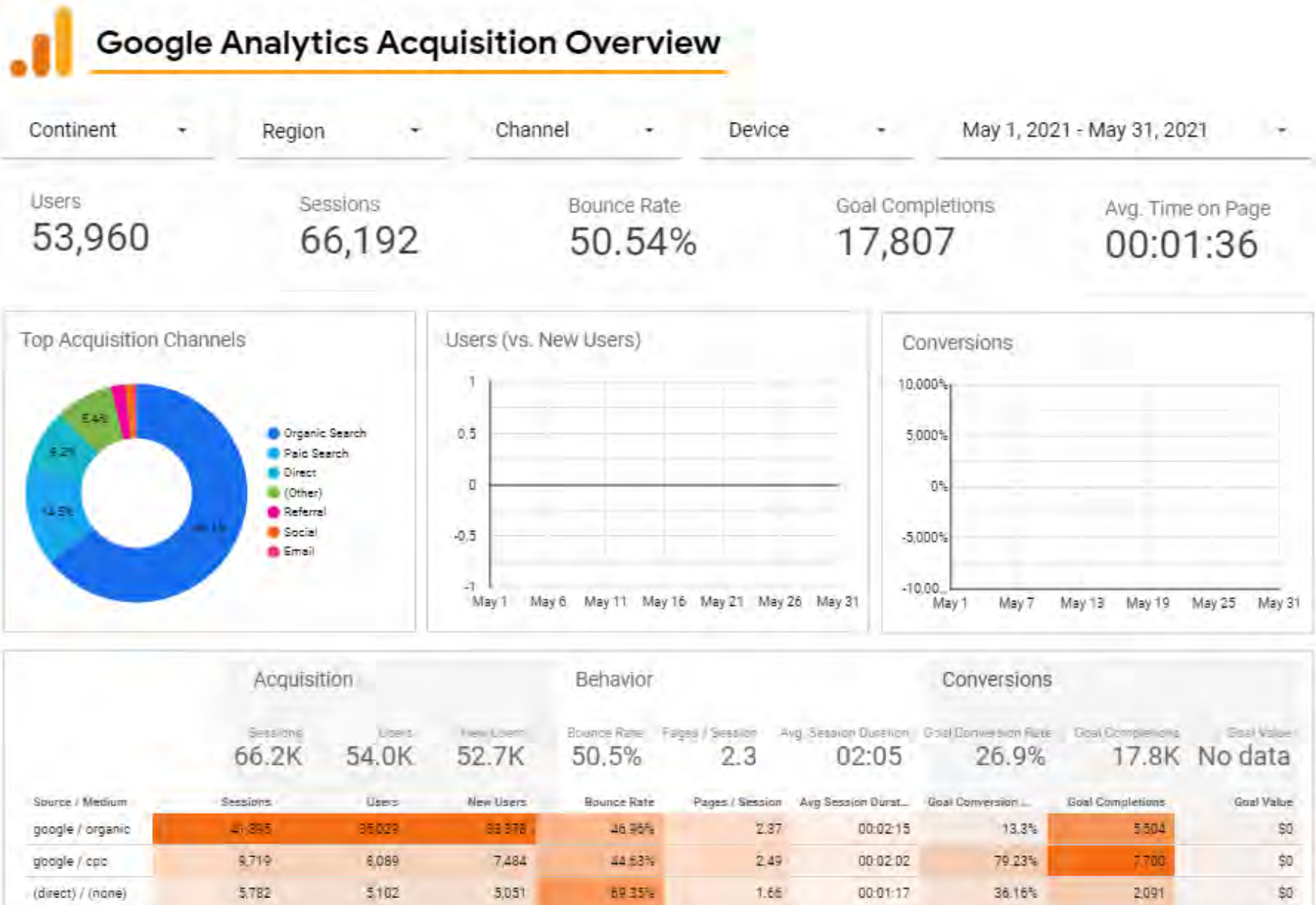
brand marketing

2021 May Performance & Activity Report



May marked a huge push to our rebranding efforts including going through logo revisions, location scouting and more. It was a great pleasure to get back out and meet a ton of our members and explore Temecula Valley through new eyes. June will start the content gathering including a large-scale film/photo shoot.

WEBSITE TRAFFIC



SOCIAL MEDIA MASTER REPORT

2021 May Performance & Activity Report

Impressions ⓘ

859,769 ↘ 17.9%

Engagements ⓘ

15,582 ↘ 53%

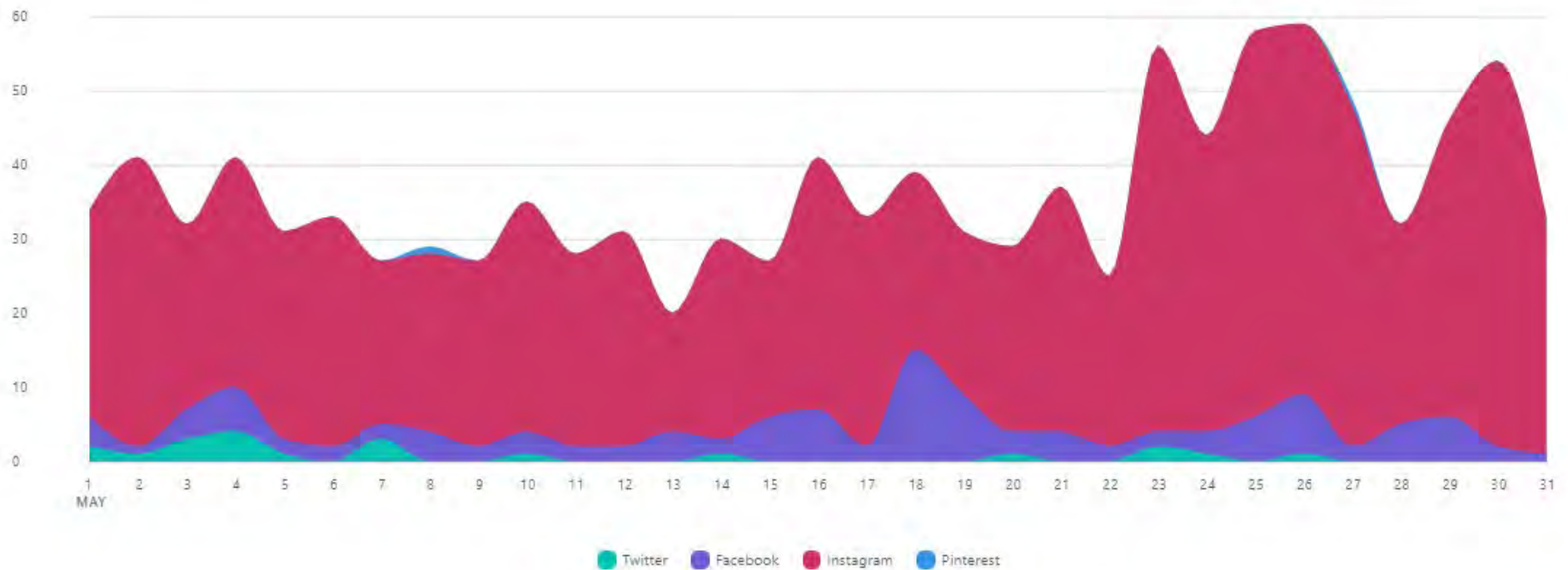
Post Link Clicks ⓘ

2,012 ↘ 79%

Audience Growth

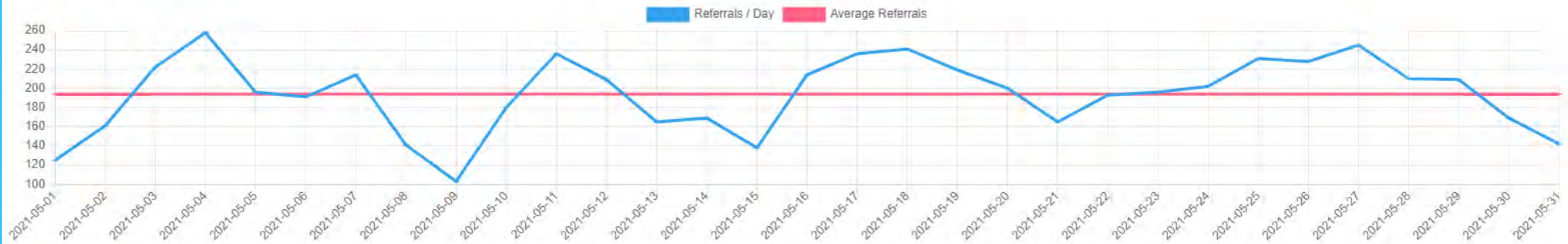
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals Line Graph | Bar Graph



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
8288	6819	269	446	504	250

Searches by Campaign

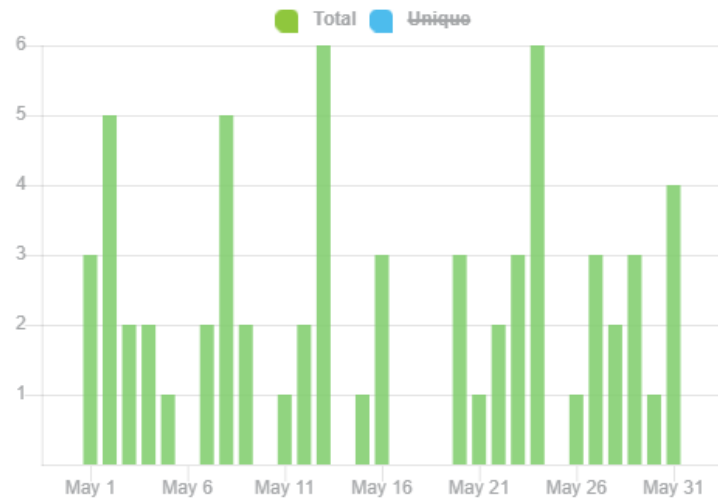
TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
8288	160	5343	130	2397	258

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
6008	5119	204	195	317	173

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM

OS	Scans	%
iOS	<div></div>	73.44%
AndroidOS	<div></div>	26.56%

[Show less ^](#)

SCANS BY TOP COUNTRIES

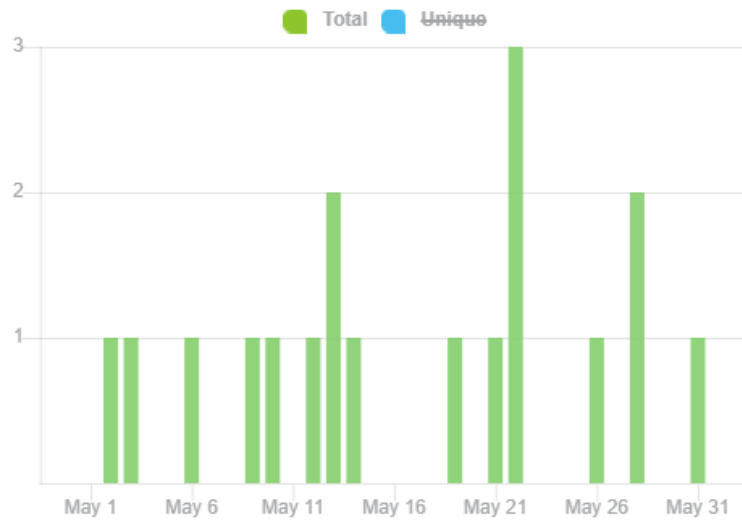
#	Country	Scans	%
1	United States	61	95.31%
2	Mexico	2	3.13%
3	Panama	1	1.56%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	12	18.75%
2	New York	7	10.94%
3	Temecula	3	4.69%
4	Midway City	2	3.13%
5	Camarillo	2	3.13%
6	Yorba Linda	2	3.13%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM

OS	Scans	%
iOS	15	83.33%
AndroidOS	2	11.11%
OS X	1	5.56%

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	18	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	6	33.33%
2	Temecula	4	22.22%
3	Muscoy	2	11.11%
4	Albuquerque	1	5.56%
5	Fountain Hills	1	5.56%
6	Santa Ana	1	5.56%

Show less ^

ADARA MEDIA IMPACT

May 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 79,738

Hotel Revenue Generated

174

Hotel Bookings



21,580

Hotel Searches

76

Flight Bookings



1,480

Flight Searches

Top Origin Markets - Hotel Bookers

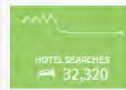
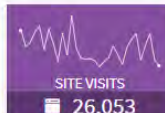
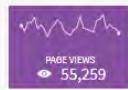
Market	Percentage of Travelers
Los Angeles	51.1
San Diego	11.2
Phoenix	3.7
San Francisco Bay Area	3.2
Las Vegas	2.7
New Orleans	2.7
Seattle-Tacoma	2.7
Albuquerque	2.1
Wichita	1.6
Dallas-Ft Worth	1.6

Trip Planning Window

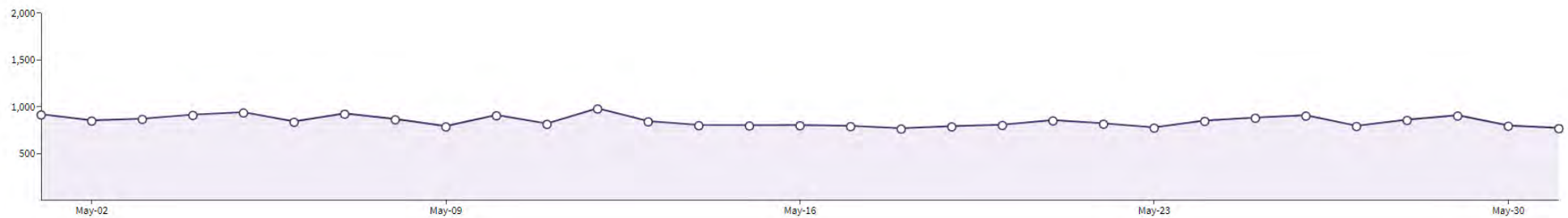


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



215

Total Travelers

155

Total Nights

\$ 32,099

Total Revenue

6.9

Avg. Search to Booking

22.8

Avg. Advance Purchase

1.4

Avg. Length of Stay

2.0

Avg. # of Travelers

\$ 207.09

Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

BOOK › DIRECT ENGAGEMENT REPORT

Site
visitemeculavalley.com

Start Date
5/1/2021

End Date
5/31/2021

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches 8,288

Desktop 21.8 Properties Viewed on Average

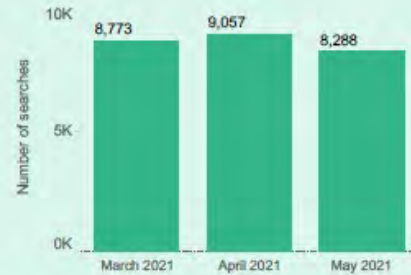
Mobile 37.2 Properties Viewed on Average

Book › Direct Network Desktop 48.0 Properties Viewed

Book › Direct Network Mobile 38.6 Properties Viewed

Bounce Rate 29.59%

Book › Direct Network Bounce Rate 30.55%



DURATION

Overall 3.4 min

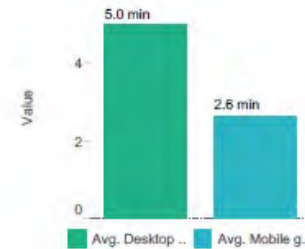
Desktop 5.0 min

Mobile 2.6 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.2 min



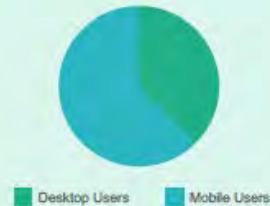
DEVICE BREAKDOWN

Desktop 37.6%

Mobile 62.4%

Global Average on Desktop: 39.6%

Global Average on Mobile: 60.4%



TOTAL REFERRALS TO PROPERTIES: 6,008

Overall Search to Referral Ratio 72.49%

Desktop 143.69%

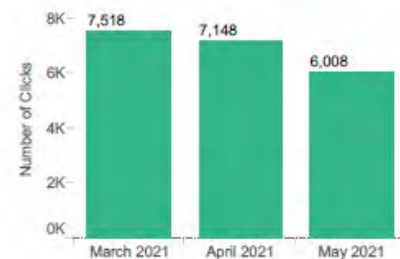
Mobile 35.98%

BOOK/DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 87.37%

Desktop 159.44%

Mobile 45.08%



SOCIAL MEDIA STORIES & POSTS

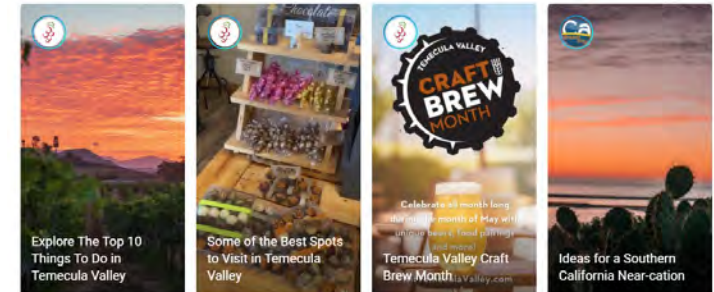
2021 May Performance & Activity Report

In the month of May we launched our **Craft Brew Month** campaign to help support our local breweries. During the first few days of the month, we launched dedicated stories that showcased each brewery. The call to action was our Craft Brew Month landing page which included specials and offers. We also reposted several Instagram stories based on feed posts being published by the breweries. Since Instagram guides are starting to gain popularity, we also felt it would be nice to feature all the breweries on there as well. This guide was added to our website as well, and each feature included a link back to their Instagram profile. We also published the same dedicated stories mention above to the California Now dedicated story feed that is published on the Visit California landing page for Temecula Valley and the Inland Empire.

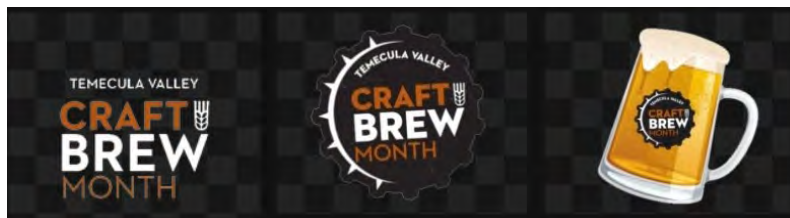
Other forms of promotion included: Dedicated table tent stands with QR codes, a Google Beer Map (Which received over 2000+ views), dedicated shout-out to Craft Brew Month in our Instagram profile, dedicated links to IG for each brewery on our website, Link tree promotion for our Craft Brew Month landing page, dedicated website popups, Facebook carousel callout in our digital advertising., Google ads extension callout.



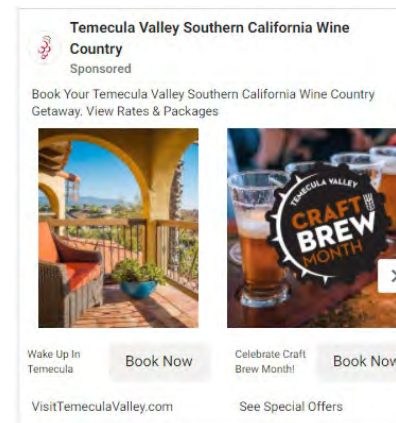
dedicated stories



visit california story feed



gifphy feed



facebook ad promotion



website Instagram feed

partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

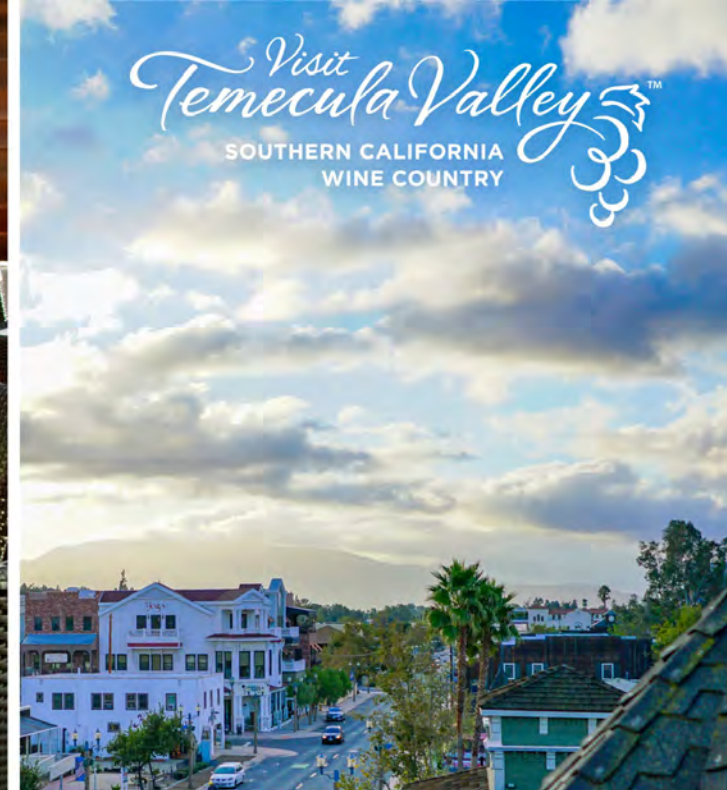
Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





June 2021 BOARD REPORT

Occupancy (%)	2019												2020												2021					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	63.5	65.4	72.6	42.9	26.7	41.0	55.4	58.6	64.7	67.0	67.0	59.4	48.6	49.0	65.3	68.3	77.1	79.5											
	Last Year	64.3	62.8	68.9	75.4	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.6	42.9	26.7	41.0											
	Percent Change	-1.3	4.3	5.3	-43.1	-63.3	-43.9	-31.8	-22.3	-7.6	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	59.3	188.2	93.6											
ADR	2019												2020												2021					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	109.86	112.58	120.60	104.62	72.18	80.56	97.53	102.36	108.81	116.75	127.60	148.98	97.28	112.96	121.72	135.71	147.22												
	Last Year	115.74	110.65	116.50	125.15	123.80	133.59	130.76	125.61	131.01	127.53	128.97	127.44	112.58	120.60	104.62	72.18	80.56												
	Percent Change	-5.1	1.7	1.8	-16.4	-41.7	-39.7	-28.7	-19.5	-16.9	-8.5	-1.1	-13.6	-13.6	-6.6	16.3	88.0	82.7												
RevPAR	2019												2020												2021					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	66.74	73.67	87.53	44.34	30.37	54.88	69.36	72.41	76.27	85.48	70.85	74.11	47.71	73.59	83.11	104.62	116.96												
	Last Year	74.48	69.45	81.06	94.31	90.34	97.77	111.07	94.99	91.72	92.02	90.74	94.25	69.74	87.53	44.34	44.34	104.62	116.96											
	Percent Change	-8.4	6.1	7.2	-52.5	-78.6	-56.2	-51.3	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-35.2	-15.9	85.3	441.9	253.8											
Supply	2019												2020												2021					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	54,740	54,740	49,448	54,740	39,390	44,857	49,																						

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AIRDNA REPORT



Monthly Trend Plus - Temecula

This data is pulled through May 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](mailto:hello@airdna.co)

[Terms and Conditions](#)

May 2021 vs May 2020

Property Type
Entire Place
Private Room
Shared Room

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
11,254	14,068	25.0%	6,110	8,674	42.0%	2,776,030	4,766,160	71.7%
1,495	1,727	15.5%	849	796	-6.2%	100,586	157,719	56.8%
0	0		0	0		0	0	

Last Twelve Months May 2021 vs Last Twelve Months May 2020

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
152,154	142,560	-6.3%	71,492	81,572	14.1%	31,531,600	42,325,900	34.2%
33,851	20,857	-38.4%	16,102	9,370	-41.8%	1,733,150	1,685,610	-2.7%
264	0	-100.0%	90	0	-100.0%	16,083	1,800	-88.8%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)

3,575	3,945	10.3%	1,848	2,450	32.6%	273,992	493,253	80.0%
1,382	1,158	-16.2%	965	606	-37.2%	133,016	118,956	-10.6%
2,193	2,787	27.1%	883	1,844	108.8%	140,976	374,298	165.5%
1,057	1,597	51.1%	435	963	121.4%	103,714	259,331	150.0%
1,227	1,759	43.4%	610	1,100	80.3%	241,801	484,737	100.5%
5,395	6,767	25.4%	3,217	4,161	29.3%	2,156,520	3,528,840	63.6%

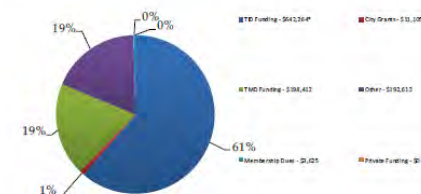
44,090	40,883	-7.3%	20,305	22,618	11.4%	3,155,030	4,092,580	29.7%
13,587	12,487	-8.1%	6,361	6,556	3.1%	952,485	1,110,010	16.5%
30,503	28,396	-6.9%	13,944	16,062	15.2%	2,202,550	2,982,570	35.4%
15,102	15,470	2.4%	6,784	7,893	16.3%	1,546,820	2,016,510	30.4%
20,018	17,129	-14.4%	9,651	10,310	6.8%	3,506,350	4,282,720	22.1%
72,944	69,078	-5.3%	34,752	40,751	17.3%	23,318,200	31,927,000	36.9%

Submarkets (*)

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU Statement of Activities For the Six Months Ending June 30, 2021

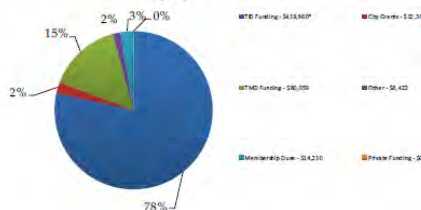
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 642,264	\$ 642,264
City Grants	-	11,106	11,106
TMD Funding	-	198,412	198,412
RC Tourism Grant	-	182,999	182,999
Program Service Revenues:			
Merchandise Sales	2,510	-	2,510
Cost of Merchandise Sold	(1,680)	-	(1,680)
Merchandise Sales, Net	830	-	830
Membership Dues	3,625	-	3,625
Print Advertising	7,045	-	7,045
Interest Income	57	-	57
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	834,974	(834,974)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	846,531	199,807	1,046,338
EXPENSES			
Program Services:			
Advertising-Printed Marketing	483,634	-	483,634
Marketing Personnel Costs	201,175	-	201,175
Advertising-Website	33,826	-	33,826
Dues & Report Services	29,750	-	29,750
Promotional Items	4,042	-	4,042
Travel & Entertainment	1,625	-	1,625
Event Hosting	354	-	354
FAM Tours / Site Visits	34	-	34
Operational:			
Professional Fees	58,695	-	58,695
Personnel Costs	43,556	-	43,556
Printing	7,151	-	7,151
Insurance	6,438	-	6,438
Rent	5,597	-	5,597
Office Supplies	4,311	-	4,311
Telephone	2,087	-	2,087
Credit Card Processing	1,902	-	1,902
Property Taxes	(1,604)	-	(1,604)
TOTAL EXPENSES	882,573	-	882,573
CHANGE IN NET ASSETS	(36,042)	199,807	163,765
NET ASSETS, December 31, 2020	(9,985)	1,017,998	1,008,013
NET ASSETS, June 30, 2021	\$ (46,027)	\$ 1,217,805	\$ 1,171,778

Revenue Sources January - June 2021



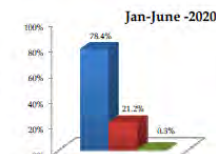
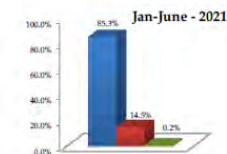
* Interim TID funding amounts are estimated.

Revenue Sources January - June 2020

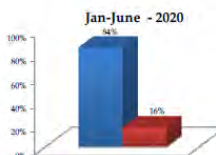
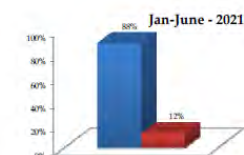


TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU Expense Allocation For the Six Months Ending June 30, 2021 and June 30, 2020

Combined Activity:



TID Activity (includes carryforward expenses):



The Governor of California has given guidelines for the Meeting's Industry would open Oct 1st to full operations with new guidance.

Our community partners are still slow to bring back workforce due to labor challenges as a result of unemployment benefits not ending until September 30th. Leads are slowing down due to other States opening as California is still closed with strict meeting guidelines. Cal Travel has executed a *Meeting Coalition* to put pressure on the Governor with Temecula Valley Partnership- due to lost meeting jobs and business.

VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



★	RFP Name	RFP Code	Assigned To	Proposal Status	Response Due Date	RFP Received Date
☆	ZipRecruiter Executive Retreat	L3NPZ8STRGL		Receipt Confirmed	Jun 22, 2021	Jun 7, 2021
☆	VIP-Social	DYNBWHK89CQ		Receipt Confirmed	Jun 24, 2021	Jun 12, 2021
☆	INTUITIVE CONTENT - TV PR...	HZNJNX3VWHS		Receipt Confirmed	Jun 28, 2021	Jun 22, 2021
☆	2022 LCMS PSD Early Childho...	KTN9SBMHBW6		Receipt Confirmed	Jun 30, 2021	Jun 18, 2021
☆	Foursquare - 2021 Fall Board ...	XHNWM7D3WBR		Receipt Confirmed	Jul 7, 2021	Jun 14, 2021
☆	GameTime-2022 Incentive and	LBNZSP2PXXB		Receipt Confirmed	Jul 16, 2021	Jun 21, 2021
☆	2021 National Wholesale Coun...	NYNBXJR44ZW		Receipt Confirmed	Jul 21, 2021	Jun 14, 2021

Display 200 results per page

MEDIA/PR STATS

	Current (June 2021)	Previous (May 2021)	% Change
Articles Generated	6	4	50%
Contacts Added	3	0	0
Media Events	1	3	-67%
Total Members Featured	35	31	13%
Active Contacts	2,444	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
681	166	24%

JUNE COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	1	N/A	N/A
Digital Influencer	0	0	0
Magazine	2	156,188	\$16,770
Newspaper	0	0	0
Online	2	14,500,000	\$314,500
Broadcast	1	82,000	N/A
Total	6	14,738,188	\$331,270

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	June 2021	2021 YTD	June 2021	2021 YTD
---	\$0.00	\$30.00	\$315.00	\$4,029.00
Total	\$0.00	\$30.00	\$315.00	\$4,029.00

public relations earned

2021 June Performance & Activity Report

Brand USA published the webpage on their site for Visit Temecula Valley – visittheusa.com/destination/temecula-valley. VTV and the marketing agency Greenhaus spent five days filming. VTV PR met with PR/Marketing contacts that are members to discuss PR initiatives in regard to the brand launch. PR also supported the marketing department with brand and campaign development as well as other marketing tasks.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	5
Temecula Valley News	4
MSN	3
VisitCalifornia.com	3
PureWow	2
The Travel Mom	2
360 Magazine	1
ABC 7 Los Angeles	1
AvantStay.com	1
California Now	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	10

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	1	8
Hosted Press Trips - International	0	0
Coverage Received	6	39
Coverage Impressions	14,738,188	3,066,287,823
Coverage Value	\$331,270	\$64,328,081



SMALL MARKET MEETINGS



California's Suburbs are Meetings Gold

By Paula Aven-Gladych | June 8, 2021



In California, the suburbs are the place to be — and to meet.



Press Trip

Michelle Stansbury
Freelance

She writes for Locale Magazine, Edible San Diego, San Diego Magazine, Marie Claire.

public relations earned

2021 June Performance & Activity Report



'Tour del Vino' set to resume with California reopening on June 15

Posted: June 14, 2021 by KUSI Newsroom



TEMECULA (KUSI) — One of the industries hit the hardest during this pandemic has been the wine tasting and touring industry.

When California fully reopens on June 15, wine tours will officially return, which are plentiful in San Diego County and the entire state.

Owner of Temecula's "Tour del Vino," Sue Reyes, joined KUSI's Elizabeth Alvarez to discuss what Tour del Vino has been through, and what it has to offer now.

Tour del Vino gives guests different options depending on the size of the group and a variety of customizable packages to cater to your needs and desires.

The winery also offers birthday parties, in addition to bachelor and bachelorette parties.



TOASTING FOOD, WINE & TRAVEL



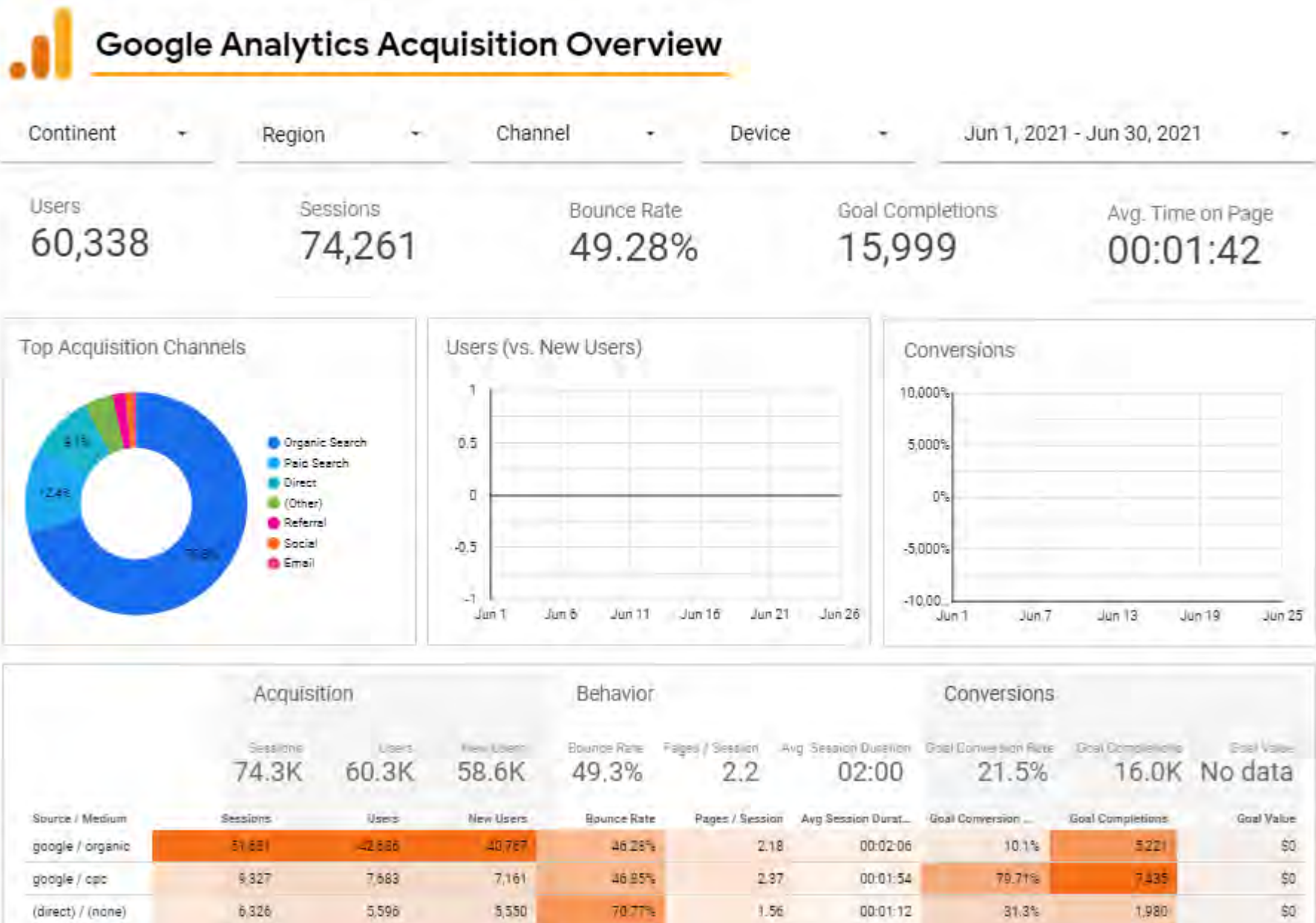
brand marketing

2021 June Performance & Activity Report



June was huge for Visit Temecula Valley as we spent a lot of time out in the field capturing new assets for the brand launch. While there is still much to do to make the proposed launch date, we are eagerly awaiting the day to share everything with our community.

WEBSITE TRAFFIC



SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

894,762 ↗ 4.1%

Engagements ⓘ

15,940 ↗ 2.3%

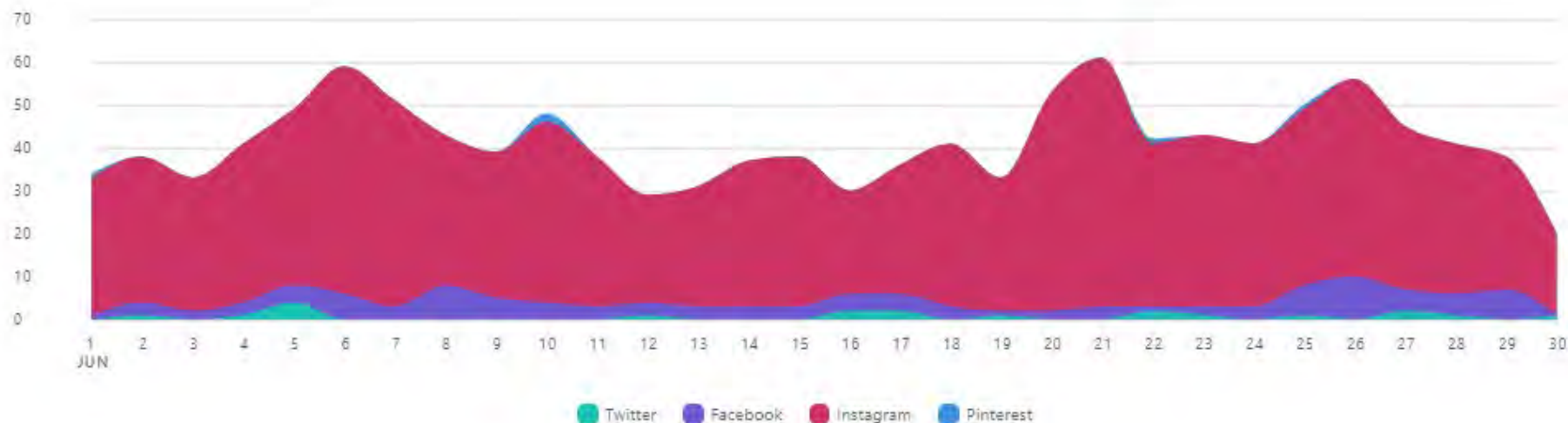
Post Link Clicks ⓘ

2,328 ↗ 15.7%

Audience Growth

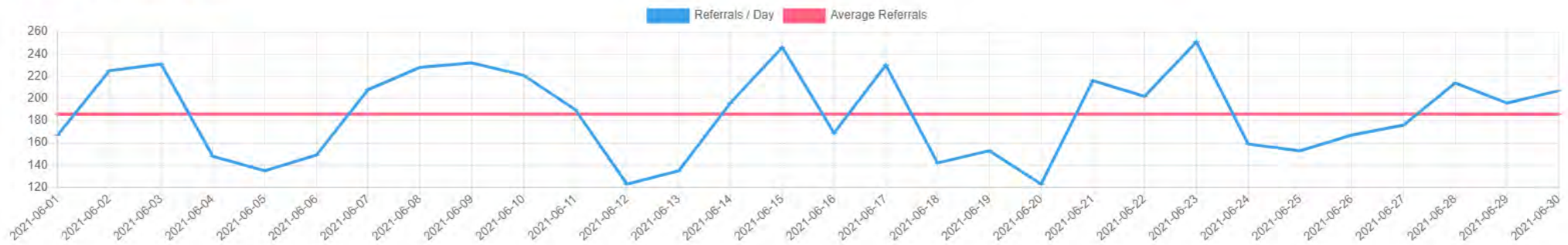
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
7505	6167	241	438	435	224

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
7505	104	4906	111	2111	273

Referrals By Category

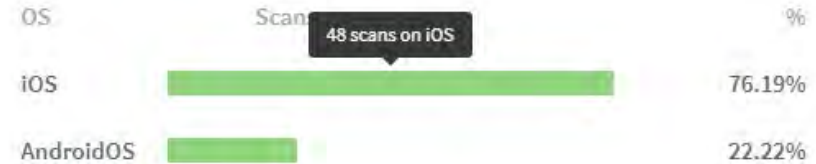
TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
5592	4647	190	191	339	225

VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

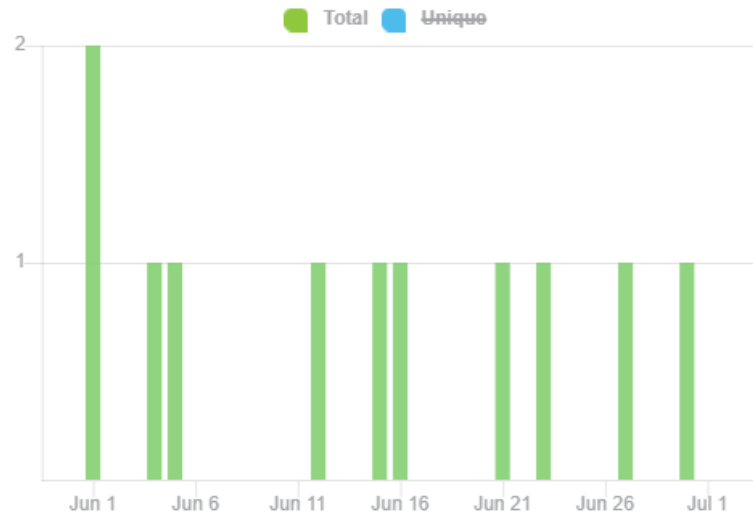
#	Country	Scans	%
1	United States	63	100%

SCANS BY TOP CITIES

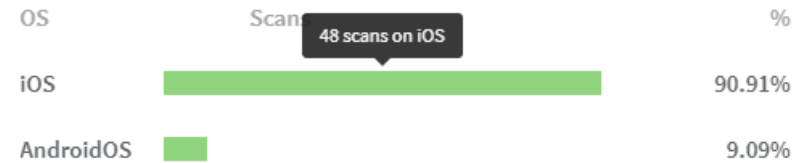
#	City	Scans	%
1	Los Angeles	13	20.63%
2	New York	9	14.29%
3	Newark	5	7.94%
4	Hemet	4	6.35%
5	Hesperia	3	4.76%
6	Camarillo	2	3.17%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less ^](#)

SCANS BY TOP COUNTRIES

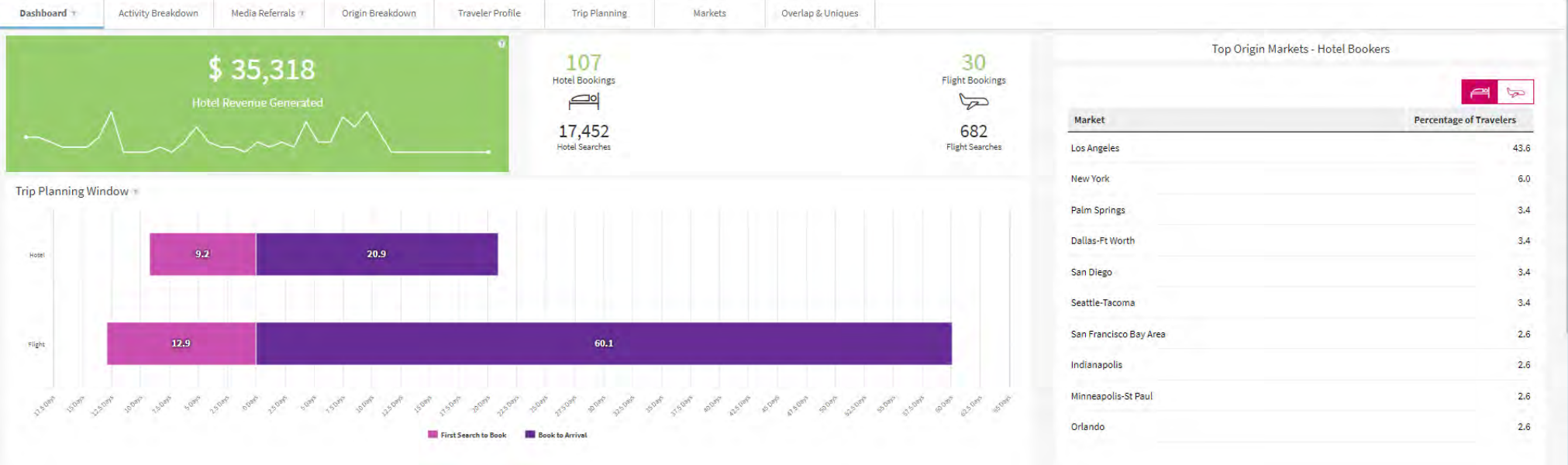
#	Country	Scans	%
1	United States	11	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	5	45.45%
2	Honolulu	1	9.09%
3	Temecula	1	9.09%
4	Modesto	1	9.09%
5	Newark	1	9.09%
6	New York	1	9.09%

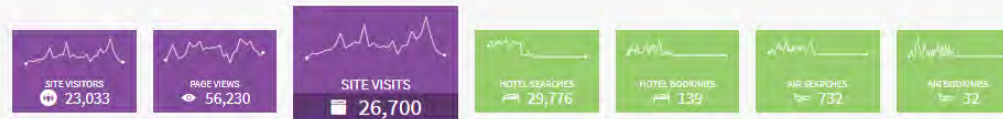
ADARA MEDIA IMPACT

June 2021

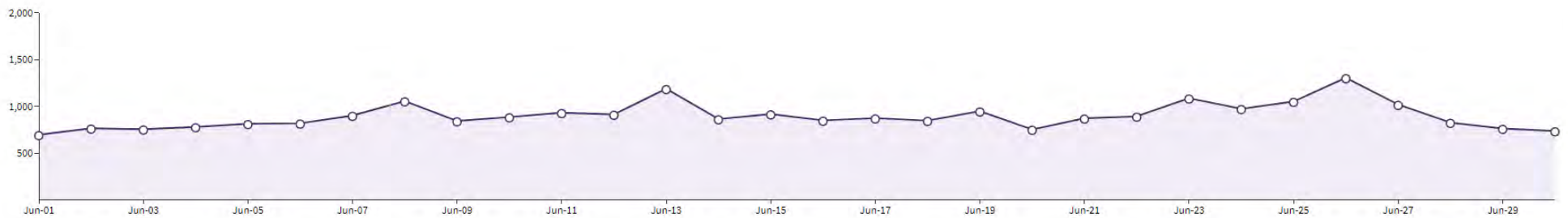


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



286

Total Travelers

211

Total Nights

\$ 39,107

Total Revenue

7.6

Avg. Search to Booking

19.2

Avg. Advance Purchase

1.5

Avg. Length of Stay

2.1

Avg. # of Travelers

\$ 185.34

Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

BOOK › DIRECT ENGAGEMENT REPORT

Site
visittemeculavalley.com

Start Date
6/1/2021

End Date
6/30/2021

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches 7,506

Desktop 22.3 Properties Viewed on Average

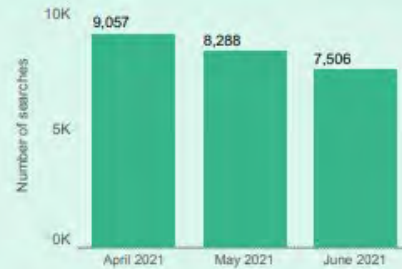
Mobile 38.1 Properties Viewed on Average

Book › Direct Network Desktop 46.5 Properties Viewed

Book › Direct Network Mobile 38.6 Properties Viewed

Bounce Rate 28.80%

Book › Direct Network Bounce Rate 30.19%



DURATION

Overall 3.7 min

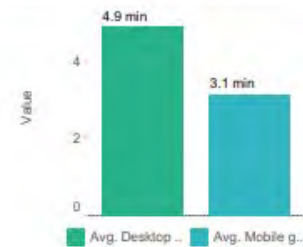
Desktop 4.9 min

Mobile 3.1 min

Global Average Overall: 3.9 min

Global Desktop Average: 4.9 min

Global Mobile Average: 3.3 min



DEVICE BREAKDOWN

Desktop 35.6%

Mobile 64.2%

Global Average on Desktop: 39.6%

Global Average on Mobile: 60.4%



TOTAL REFERRALS TO PROPERTIES: 5,592

Overall Search to Referral Ratio 74.50%

Desktop 147.51%

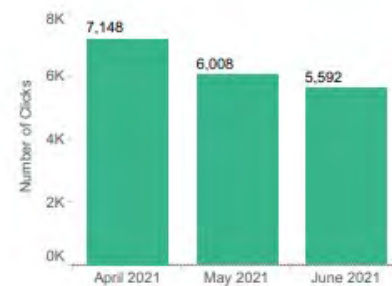
Mobile 38.32%

BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 86.05%

Desktop 157.57%

Mobile 44.26%

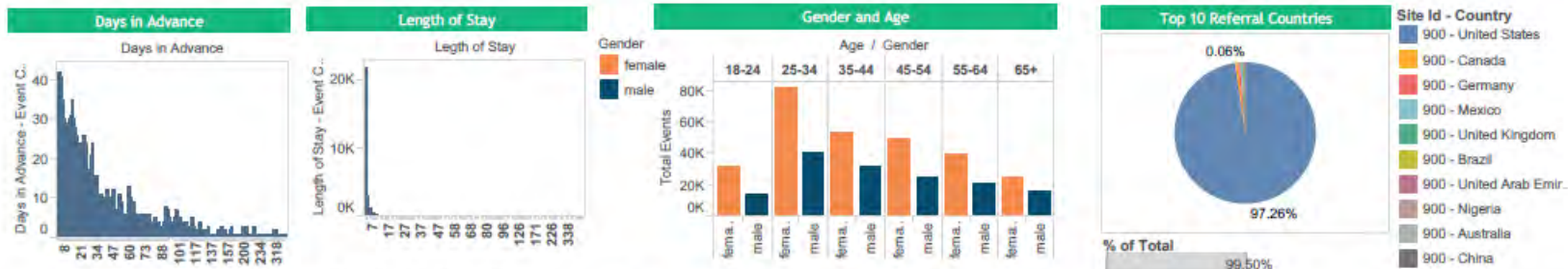
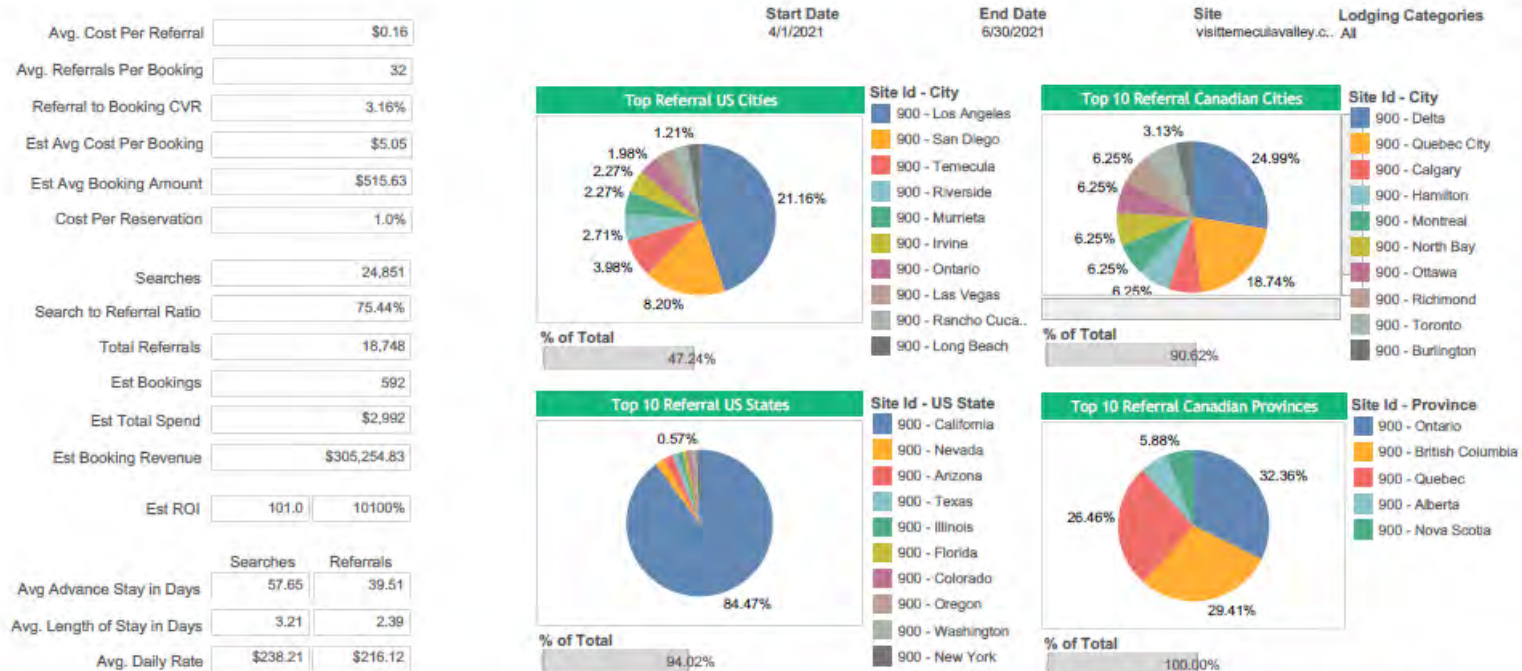


BOOK DIRECT Q2 PERFORMANCE SUMMARY

2021 June Performance & Activity Report

Performance Summary

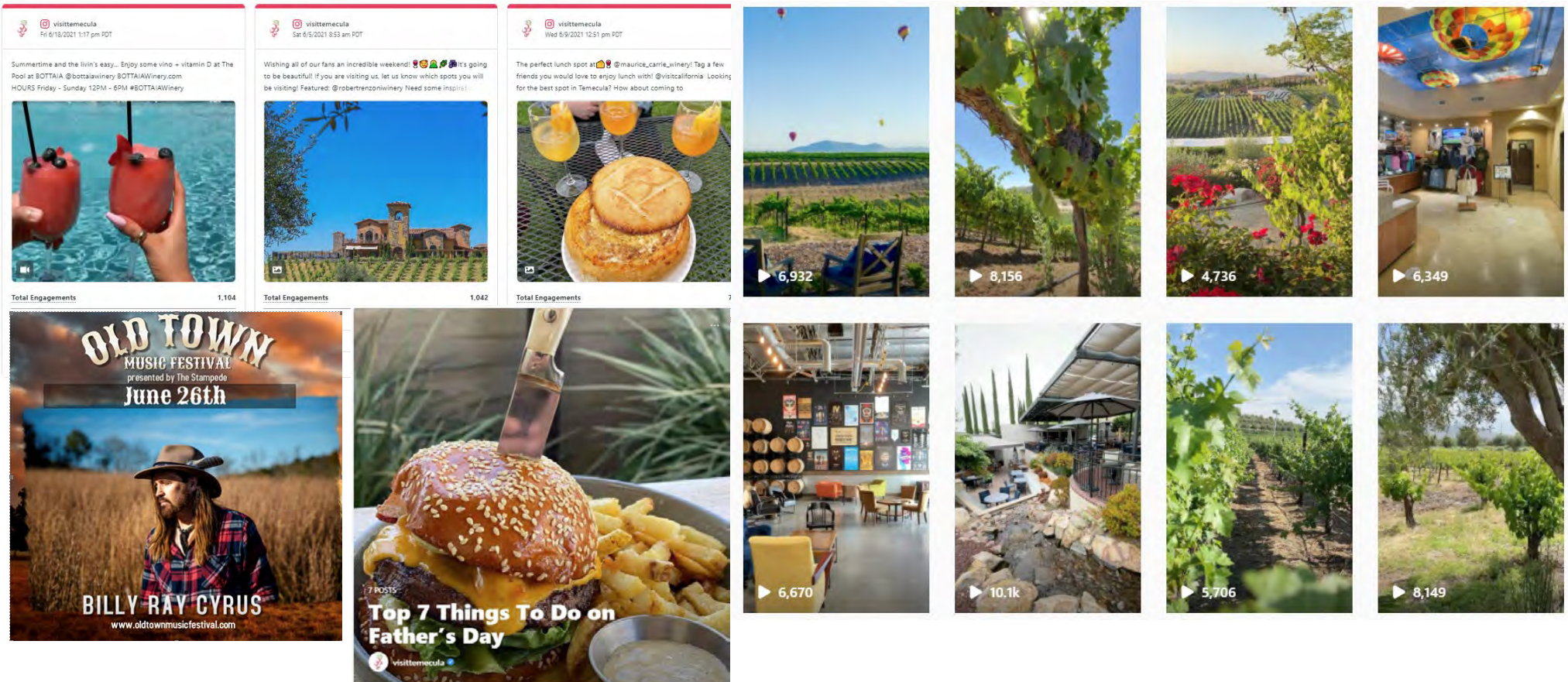
A breakdown of search, referral and conversion data for the given timeframe.



Of the 70 properties that are listed and have live rates and availability, 8 if the total properties listed have conversion tracking the properties with live rates and availability have conversion tracking.

SOCIAL MEDIA STORIES & POSTS

In the month of June, we focused on featuring unique summer experiences in Temecula Valley. Our fans really love poolside scenes and vineyard views, so we have been curating a lot of content being posted by our partners. In June we also helped promote the Old Town Music Festival. We helped push ticket sales before the event and then engaged with social posts coming from visitors and performers. We received a lot of positive comments, so that was good to see. We continue to post new Instagram Reels and TikTok videos since this seems to be the future of both platforms. We are cross promoting these videos on Facebook and Trip Advisor since these platforms do not support this type of content yet. In July, we will be publishing another Instagram Guide for the top things to do during the summer. These guides have been helpful, and they allow us to feature our partners on IG and Facebook stories. One of our main goals this month moving forward will be to focus on social media platforms that lead to more website visits and site duration. Last month, we made several updates to our Pinterest account, and right now it's the second social media channel bringing in the most traffic after Facebook. We are starting to post more regularly on our main feed and hope to focus on that for the remainder of next month. We continue to tag @visitca in all our posts, and they always comment and support on our posts.



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

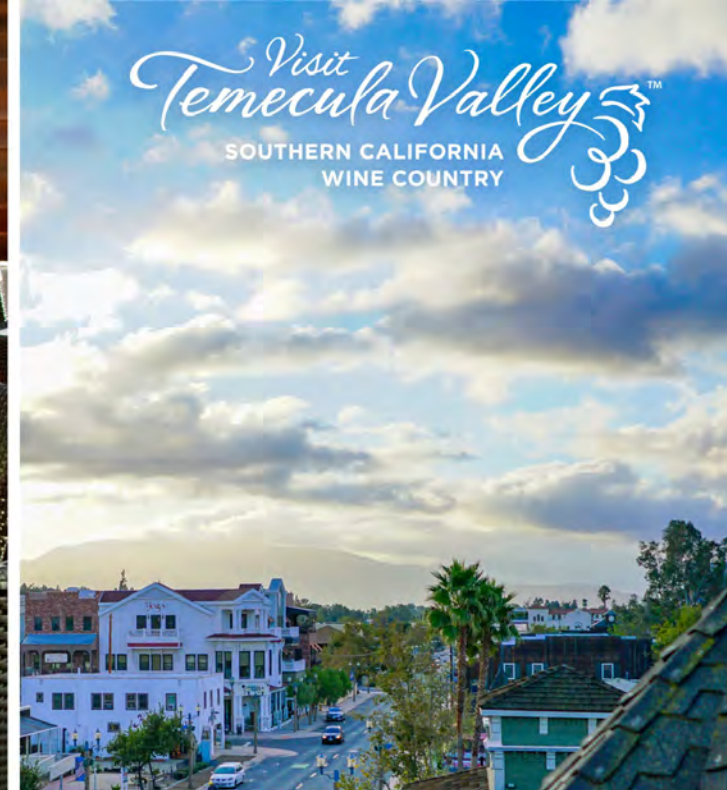
Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





July 2021 BOARD REPORT

STR REPORT - June 2021

Occupancy (%)	2020												2021						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	65.4	72.6	42.9	26.7	41.0	55.4	58.6	64.7	67.0	67.0	59.4	48.6	43.0	65.3	68.3	77.1	73.5	80.5
	Last Year	62.8	68.9	75.4	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.6	42.9	26.7	41.0	55.4
	Percent Change	4.3	5.3	-43.1	-63.3	-43.9	-31.8	-22.3	-7.6	-7.1	-4.8	-18.9	-23.4	-25.1	-10.0	59.3	188.2	93.6	45.3

Year To Date			
2019	2020	2021	
72.6	51.8	70.2	
74.7	72.6	51.8	
-2.8	-28.6	35.6	

Running 12 Months			
2019	2020	2021	
73.4	61.8	65.6	
75.9	73.4	61.8	
-3.3	-15.8	6.1	

ADR	2020												2021						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	112.58	120.60	104.62	72.18	80.56	97.57	102.36	108.81	116.75	127.60	119.24	94.88	97.28	102.66	121.72	135.71	147.22	157.50
	Last Year	110.65	118.50	125.15	123.80	133.59	136.75	125.61	131.01	127.53	128.97	127.44	109.86	102.58	120.60	104.62	72.18	80.56	97.57
	Percent Change	1.7	1.8	-16.4	-41.7	-39.7	-28.7	-18.5	-6.9	-8.5	-1.1	-6.4	-13.6	-13.6	-6.6	16.3	88.0	82.96	61.4

Year To Date			
2019	2020	2021	
125.63	103.84	132.28	
123.51	125.63	103.84	
1.7	-17.3	27.4	

Running 12 Months			
2019	2020	2021	
125.03	116.81	132.22	
126.02	125.03	116.81	
-0.8	-6.6	5.5	

RevPAR	2020												2021											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	This Year	73.67	87.53	44.94	19.30	33.07	54.06	59.96	70.41	73.27	85.43	70.06	46.11	47.71	73.59	93.11	104.62	116.96	126.78					
	Last Year	63.45	81.66	94.31	90.34	97.77	111.07	94.66	91.72	92.02	90.74	94.95	69.74	73.67	87.53	44.94	19.30	33.07	54.06					
	Percent Change	6.1	7.2	-52.5	-78.6	-66.2	-51.3	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-35.2	-15.9	85.3	441.9	253.8	134.5					

Year To Date			
2019	2020	2021	
91.16	53.76	92.88	
92.22	91.16	53.76	
-1.2	-41.0	72.8	

Running 12 Months			
2019	2020	2021	
91.79	72.24	80.84	
95.71	91.79	72.24	
-4.1	-21.3	11.9	

Supply	2020												2021											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	This Year	54,746	49,448	54,746	39,390	44,857	49,170	54,746	54,746	52,980	54,746	52,980	54,746	49,448	55,590	56,700	58,559	56,670						
	Last Year	51,026	46,088	54,746	52,980	54,746	52,980	54,746	52,980	54,746	52,980	54,746	54,746	49,448	54,746	39,390	44,857	49,170						
	Percent Change	7.3	7.3	0.0	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	43.9	30.5	15.3					

Year To Date			
2019	2020	2021	
312,566	292,357	334,713	
287,609	312,566	292,357	
8.7	-6.5	14.5	

Running 12 Months			
2019	2020	2021	
610,003	617,301	659,657	
579,954	610,003	617,301	
5.2	1.2	6.9	

Demand	2020												2021											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	This Year	35,826	35,889	23,464	10,535	18,412	27,244	32,063	35,424	35,518	36,677	31,484	26,608	26,849	32,300	40,006	43,710	46,532	45,616					
	Last Year	32,025	31,762	41,256	38,660	40,066	43,031	41,256	38,328	39,226	38,518	39,308	34,756	35,826	35,889	23,464	10,535	18,412	27,244					
	Percent Change	11.9	13.0	-43.1	-72.7	-54.0	-36.7	-22.3	-7.6	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	70.5	314.9	152.7	67.4					

Year To Date			
2019	2020	2021	
226,800	151,370	235,013	
214,757	226,800	151,370	
5.6	-33.3	55.3	

Running 12 Months			
2019	2020	2021	
447,840	381,762	432,793	
440,455	447,840	381,762	
1.7	-14.8	13.4	

Revenue	2020												2021											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	This Year	4,033,273	4,328,385	2,454,884	760,409	1,483,205	2,656,078	3,282,731	3,854,513	4,146,532	4,679,982	3,764,195	2,524,487	2,611,971	3,638,861	4,863,589	5,531,932	6,950,235	7,184,735					
	Last Year	3,543,556	3,763,658	5,163,062	4,786,193	5,392,266	5,084,290	5,182,347	5,021,303	4,875,042	4,967,537	5,009,219	3,018,177	4,033,273	4,328,385	2,454,884	760,409	1,483,205	2,656,078					
	Percent Change	13.8	15.0	-52.5	-84.1	-72.3	-54.8	-36.7	-23.2	-14.9	-5.6	-25.1	-33.9	-35.2	-15.9	85.4	680.1	361.9	170.3					

Year To Date			
2019	2020	2021	
28,492,956	15,716,234	31,067,363	
26,524,299	28,492,956	15,716,234	
7.4	-44.8	57.8	

Running 12 Months			
2019	2020	2021	
55,591,444	44,591,859	53,323,784	
55,506,093	55,591,444	44,591,859	
0.9	-20.4	19.6	

Census %	2020												2021					
	Jan	Feb	Mar	Apr	Mag	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Mag	Jun
	Census Props	20	20	20	17	18	19	20	20	20	20	20	20	20	21	21	21	21
	Census Rooms	1766	1766	1766	1313	1447	1639	1766	1766	1766	1766	1766	1766	1766	1890	1890	1889	1889
	% Rooms Participants	93.2	93.2	93.2	90.9	79.5	92.7	86.0	86.0	86.0	93.2	93.2	93.2	93.2	93.7	93.7	93.6	93.6

STR REPORT - Week of July 25, 2021

		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week											
		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa					
Occupancy (%)	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	This Year	71.1	59.7	77.3	87.1	87.6	78.3	88.6	78.9	78.1	80.3	78.7	88.8	81.9	76.9	81.7	78.6	81.2	74.4	87.6	71.2	68.9	68.8	72.7	75.2	78.6	82.6	75.7	78.8	78.4	Run			
	Last Year	49.8	49.5	52.0	56.1	64.7	72.9	55.9	52.5	51.7	52.3	56.2	63.8	69.0	52.6	51.0	50.8	52.8	56.1	63.2	77.6	56.2	54.0	55.8	56.7	61.8	69.6	84.2	102.8	102.6	MTD			
	Percent Change	42.5	20.5	54.8	67.3	56.1	21.0	23.0	41.1	48.6	54.8	53.5	38.9	23.3	30.2	55.6	58.7	60.6	48.8	44.9	17.7	13.2	26.6	29.5	23.2	28.2	21.7	14.3	10.0	20.9	34.7	24.0		
ADR	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	This Year	156.71	122.05	186.22	123.20	134.30	223.79	258.41	125.77	117.53	117.69	121.27	129.79	218.00	253.98	135.33	123.53	124.24	123.91	133.50	215.28	250.37	136.13	125.21	122.93	121.93	136.33	227.27	257.68	165.86	160.40	164.74		
	Last Year	98.18	88.35	87.89	87.30	91.12	123.93	128.07	92.51	86.38	85.14	92.13	123.93	128.07	92.51	86.38	85.14	92.13	123.93	91.83	86.96	96.42	94.34	87.30	89.44	90.47	91.77	126.76	135.75	105.16	102.56	103.55		
	Percent Change	70.9	38.1	32.2	41.1	47.2	69.6	101.8	35.9	36.1	38.5	39.6	44.2	79.2	98.7	47.4	42.2	42.9	49.2	49.1	74.8	90.6	44.3	42.5	36.1	36.3	48.6	79.3	89.8	57.8	57.4	60.9		
RevPAR	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	This Year	11.41	72.88	99.82	107.29	114.67	175.21	231.60	99.20	91.77	94.34	97.39	101.27	171.49	228.03	110.90	94.55	101.49	97.41	108.41	160.12	219.89	96.93	87.49	84.53	88.63	102.43	180.83	236.57	125.64	127.21	129.93		
	Last Year	45.98	43.82	43.90	45.49	51.17	80.21	93.33	51.70	45.79	44.01	45.57	77.83	81.18	48.31	44.32	44.40	46.99	50.21	77.81	91.01	53.05	47.49	54.53	50.70	56.69	68.22	114.30	126.76	135.75	65.83	60.23	59.90	
	Percent Change	142.3	66.5	104.6	136.2	129.9	118.4	148.1	91.9	102.2	114.4	114.2	100.3	120.9	158.7	129.6	114.3	129.6	106.8	115.9	105.8	115.8	82.7	84.5	67.6	74.8	80.9	105.5	168.7	90.8	111.9	115.5	90.8	
Supply	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	This Year	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020			
	Last Year	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766	1,766			
	Percent Change	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0			
Demand	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	This Year	1,343	1,428	1,460	1,645	1,655	1,479	1,693	1,490	1,475	1,512	1,517	1,474	1,486	1,696	1,548	1,452	1,543	1,485	1,534	1,405	1,659	1,345	1,320	1,299	1,373	1,420	1,503	1,749	10,009	41,688	45,914		
	Last Year	881	875	882	919	991	1,143	2,387	987	928	916	924	992	1,127	1,128	929	901	898	933	990	1,116	1,130	963	963	953	986	1,001	1,081	1,229	1,497	17,440	26,844	32,344	
	Percent Change	52.4	28.9	65.5	79.0	67.0	28.4	31.5	51.9	58.9	65.6	64.2	48.6	31.9	39.2	66.6	61.2	71.8	52.2	54.9	25.9	21.1	36.4	36.5	37.1	37.2	39.2	22.3	17.6	29.3	44.4	44.4		
Revenue	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	This Year	210,457	137,670	169,679	202,671	222,272	330,878	437,404	187,386	173,380	172,245	185,364	193,345	323,945	430,743	209,404	179,367	191,708	184,001	222,732	302,462	415,368	183,088	165,278	158,680	167,416	193,582	341,580	458,650	1,691,233	7,878,628	7,561,361		
	Last Year	81,296	77,308	77,519	80,229	80,405	144,647	184,621	91,309	80,865	77,729	80,290	89,310	137,991	155,653	85,308	78,284	78,656	82,448	88,664	137,407	179,974	93,882	83,756	89,062	89,528	100,116	155,793	201,855	1,041,292	2,666,590	3,205,075		
	Percent Change	159.26	78.18	118.9	152.6	145.9	133.7	165.4	105.2	116.3	129.3	129.1	114.2	168.9	124.3	145.0	122.3	141.0	123.1	130.1	120.8	135.4	123.3	79.7	82.3	79.1	37.2	39.2	22.3	17.6	104.1	126.6	130.9	
Census %	Jul	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Current Week	Run			
	Census Props	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
	Census Rooms	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089			
	% Rooms Participating	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6			

AIRDNA REPORT



Monthly Trend Plus - Temecula

This data is pulled through June 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](#)

[Terms and Conditions](#)

June 2021 vs June 2020

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
12,216	12,816	4.9%	7,213	8,185	13.5%	3,392,020	4,626,920	36.4%
1,714	1,511	-11.8%	769	768	-0.1%	120,959	138,256	14.3%
0	0		0	0		0	0	

Last Twelve Months June 2021 vs Last Twelve Months June 2020

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
150,879	140,593	-6.8%	71,744	80,650	12.4%	31,867,100	42,511,600	33.4%
32,238	20,654	-35.9%	15,180	9,369	-38.3%	1,667,540	1,703,110	2.1%
234	0	-100.0%	85	0	-100.0%	15,308	1,500	-90.2%

Property Type

Entire Place
Private Room
Shared Room

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)

Studio

1 bedroom

2 bedrooms

3 bedrooms

4+ bedrooms

3,778	4,000	5.9%	2,111	2,353	11.5%	331,910	489,366	47.4%
1,486	962	-35.3%	956	533	-44.2%	131,779	110,320	-16.3%
2,292	3,038	32.5%	1,155	1,820	57.6%	200,130	379,045	89.4%
1,133	1,324	16.9%	546	852	56.0%	122,798	248,499	102.4%
1,283	1,597	24.5%	788	988	25.4%	311,515	462,246	48.4%
6,022	5,895	-2.1%	3,768	3,992	5.9%	2,625,800	3,426,810	30.5%

44,358	40,918	-7.8%	20,574	22,676	10.2%	3,200,630	4,214,070	31.7%
13,989	11,896	-15.0%	6,756	6,106	-9.6%	995,996	1,083,080	8.7%
30,369	29,022	-4.4%	13,818	16,570	19.9%	2,204,630	3,130,990	42.0%
14,538	14,847	2.1%	6,578	7,751	17.8%	1,493,330	2,028,130	35.8%
19,377	16,815	-13.2%	9,446	9,885	4.6%	3,457,670	4,175,620	20.8%
72,606	68,013	-6.3%	35,146	40,338	14.8%	23,710,300	32,086,200	35.3%

Submarkets (*)

Zipcode 92591

Zipcode 92592

Zipcode 92590

2,243	1,940	-13.5%	1,372	1,166	-15.0%	550,911	545,107	-1.1%
8,685	9,842	13.3%	5,102	6,355	24.6%	2,571,480	3,635,310	41.4%
1,288	1,034	-19.7%	739	664	-10.1%	269,626	447,010	65.8%

31,108	21,977	-29.4%	15,531	12,019	-22.6%	5,685,550	5,152,260	-9.4%
108,704	107,458	-1.1%	50,641	62,284	23.0%	23,450,400	33,342,100	42.2%
11,067	11,158	0.8%	5,572	6,347	13.9%	2,731,100	4,017,300	47.1%

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU Statement of Financial Position July 31, 2021

2021 July Performance & Activity Report

ASSETS

Current Assets

Cash	\$ 1,377,529
Accounts Receivable	304,143
Inventory	5,883
Total Current Assets	1,687,555

Other Assets

Security Deposit	6,751
------------------	-------

TOTAL ASSETS	\$ 1,694,306
---------------------	---------------------

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$ 41,122
Compensated Absences Payable	41,350
Deferred Revenue - Marketing Grants	10,604
Deferred Revenue - County of Riverside	13,729
Credit Card Payable	16,380
Total Current Liabilities	123,185

Long Term Liabilities

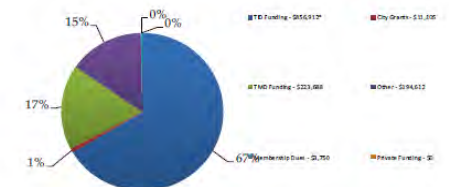
SBA Loan	159,900
PPP Loan	147,907
TOTAL LIABILITIES	430,992

Net Assets

Without Donor Restrictions	
Unrestricted	(55,274)
With Donor Restrictions	
Restricted for TMD	307,239
Restricted for Tourism Improvement District (TID)	1,011,349
Total Net Assets	1,263,314

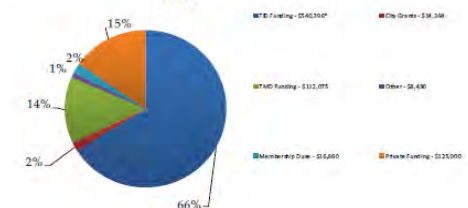
TOTAL LIABILITIES AND NET ASSETS	\$ 1,694,306
---	---------------------

Revenue Sources January - July 2021

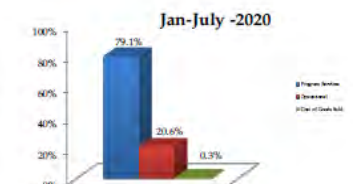
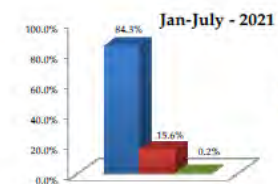


* Interim TID funding amounts are estimated.

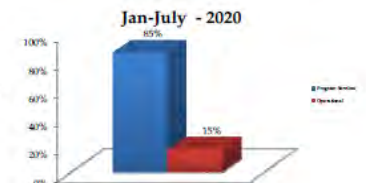
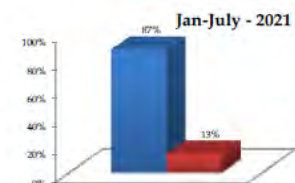
Revenue Sources January - July 2020



Combined Activity:



TID Activity (includes carryforward expenses):



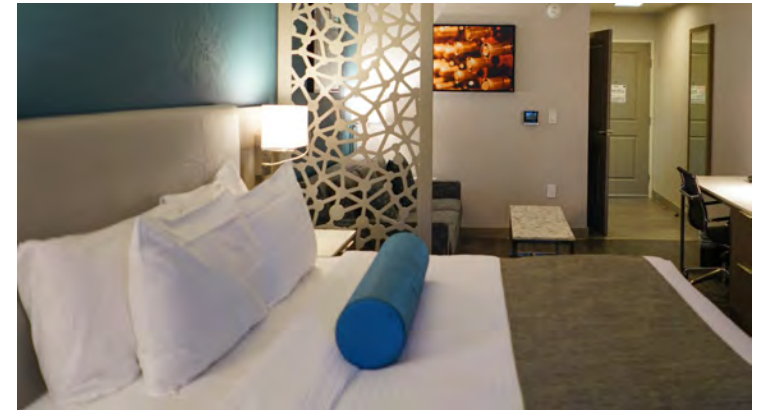
Temecula Valley is starting to see an increase in lead and meeting bookings unfortunately challenges remain with workforce, timing on school opening and the unemployment benefits continuing through September.

California continue to see Florida and Las Vegas win most meeting/group business due to less restricted state requirements. Planners are eager to book 2022 where our hotel partners are being selective based on service levels required and property capacity.

California is still more restrictive, the property is putting the ownership on the planners and may require Negative Test Verification, Record Retention for outbreak tracking and all non vaccinated attendees must wear mask, planners are reporting meeting attendance is down by 25%. Zoom hybrid meetings are a common requested which has its limits due to technology requirements and lack of infrastructure. VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

Ways we are advocating for lodging:

- Providing weekly update through our industry alerts.
- Educating lodging partners on updated orders and guidelines from CA Health Department.



★	RFP Name	RFP Code	Assigned To	Proposal Status	Response Due Date	RFP Received Date
☆	UI50167 - Urovant NSM 2022	JMNH4P97YSH		Awaiting Proposal	Jul 26, 2021	Jul 22, 2021
☆	USGA PGA/USGA Rules of Go...	KJN87GDRRVV		Awaiting Proposal	Jul 28, 2021	Jul 26, 2021
☆	Side REunite Viewing Parties	KWN9HPR83ZM		Awaiting Proposal	Jul 30, 2021	Jul 26, 2021
☆	Performance Contracting GA B...	ZKNG3KZYTL5		Awaiting Proposal	Aug 2, 2021	Aug 2, 2021
☆	Toyota Denver P&S Incentive	P7N8HC7J7DR		Receipt Confirmed	Jun 25, 2021	Jun 22, 2021
☆	Enterprise Holdings Corporate ...	P9NG58DJ68B		Receipt Confirmed	Jul 19, 2021	Jul 16, 2021
☆	BH Wedding 2022 Feb	LCNM2GMN9QG		Receipt Confirmed	Jul 26, 2021	Jul 8, 2021
☆	NNI #01371 BioPharm POA 20...	JVNR5CVXDYP		Receipt Confirmed	Jul 27, 2021	Jul 15, 2021

Display 200 results per page

MEDIA/PR STATS

	Current (July 2021)	Previous (June 2021)	% Change
Articles Generated	6	6	-17%
Contacts Added	24	3	700
Media Events	0	1	-100%
Total Members Featured	54	35	54%
Active Contacts	2,445	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
681	167	25%

JULY COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	N/A	N/A
Digital Influencer	0	0	0
Magazine	1	30,000	\$1,500
Newspaper	0	0	0
Online	4	58,310,000	\$57,860
Broadcast	1	82,000	N/A
Total	5	58,340,000	\$59,360

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	July 2021	2021 YTD	July 2021	2021 YTD
---	\$0.00	\$0.00	\$120.00	\$3,714.00
Total	\$0.00	\$0.00	\$120.00	\$3,834.00

public relations earned

2021 July Performance & Activity Report

PR also supported the marketing department with brand and campaign development as well as other marketing tasks. USA Today nominated Temecula Valley as a 10Best Readers' Choice. They chose 20 wine regions across the United States to compete for the top 10. After a four-week poll, we finished in 4th place.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	5
Temecula Valley News	4
MSN	3
VisitCalifornia.com	3
PureWow	2
The Travel Mom	2
360 Magazine	1
ABC 7 Los Angeles	1
AvantStay.com	1
California Now	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	2	12

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	1	8
Hosted Press Trips - International	0	0
Coverage Received	5	44
Coverage Impressions	58,340,000	3,124,627,823
Coverage Value	\$59,360	\$64,387,441

Akash Patel Raves About the Local Scenery

The owner and director of Akash Winery in Temecula can't get enough of this Inland Empire destination



Not many 30-year-olds hold the reins of an entire winery operation, but Akash Patel does. He's the owner and director of [Akash Winery](#) in Temecula, a property he built with his parents while he was finishing his college degree.

"My parents and I literally built this by hand. It all stemmed from my dad's dream," he says. "My dad liked wine, and after he visited [Temecula](#) in 2001, he thought, 'Maybe we can get into the winery business.'"

The Patels didn't find a suitable property to buy until nine years later, and even then, it was just dirt. "We saw 20 acres for sale in a beautiful spot. It was just a big lot off a dirt road. There wasn't even a water line," he says.

The family owned and operated lodging properties, but they had no experience with viticulture. "We started slowly developing the vineyard and building all the infrastructure," he says. "Over time, I got involved in every aspect—working the harvest, processing the grapes, and learning winemaking from our head winemaker."

After nine years of development, Akash Winery opened for wine tasting in 2019. The vineyard grows Sauvignon Blanc, Zinfandel, Petite Syrah, Cabernet Sauvignon, and Cabernet Franc grapes, and they're about to plant Semillon. "We're trying to hone in on the Bordeaux-style wines," he says.

Patel says he has "a huge love for the industry and the craft behind it. Everything in this business keeps you on your toes. There are so many moving parts and it's never the same. I could be washing barrels, prepping for bottling, pouring wines for guests, giving tours."

Temecula Wine Country Weekend Itinerary: Wineries, Hotels, Trails & Activities

Tucked away in Southern California's Inland Empire is the Tuscan-spirited wine region of the Temecula Valley. California's latest AVA blends New World and Old World amongst vineyards, villas, and wineries. Temecula's history and mix of tasting rooms, restaurants, spas, hotels, golfing, hot-air ballooning, and Las Vegas-style gaming make it a great getaway for Southern Californians, adventure seekers and Winetravelers' alike.

Travel Logistics When Visiting Temecula

A convenient thirty-minute drive from the Pacific Coast, a one-hour drive from San Diego, and a one-hour drive from Palm Springs, few wine regions are more reachable from major cities, roadways and airports than Temecula. You can [check flight deals on flights into any of these cities here](#), and a number of [great wine country hotel options here](#).

Where to Stay

Unlike most wine regions, The Temecula Valley has lodging at many of the wineries. Meaning you can spend the day wine tasting and essentially be at your hotel at the same time, then wake up enjoy breakfast and the valley view's overlooking the vineyards.

South Coast Winery Resort & Spa is situated on 38 acres of vineyards. Here you'll experience amenities like spacious suites, fireplaces, pools, spa service and all-day dining.

Carter Estate Winery and Resort offers rooms that overlook the Estate with fireplaces and private balconies or patios and a pool with a neighboring bar.



Winetraveler

Patch



public relations

earned

2021 July Performance & Activity Report

TOP TEN THINGS TO DO THIS SUMMER IN TEMECULA VALLEY

UNRAVELLED

For travelers looking for a getaway with wide-open spaces that feels far away, Temecula Valley Southern California Wine Country is the perfect place to book a [summer vacation](#). Whether it be a family reunion or a summer escape, picturesque Temecula Valley is an ideal wine-plus destination to enjoy relaxing summer days. Here are ten reasons you should choose Temecula Valley as your next summer getaway destination.

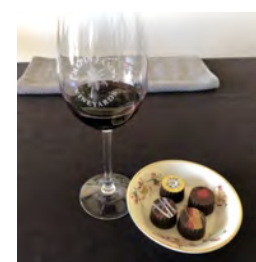
1. Live Entertainment

[Temecula Valley](#) Wine Country, Old Town Temecula, and Pechanga Resort Casino have restarted their entertainment lineups featuring headliners, popular tribute bands, local musicians, and comedians. Many of the wineries and restaurants also host local musicians on a weekly basis.

Just some of the summer concerts in wine country are Jerrod Niemann on September 12 and Eli Young Band on September 24, both at Wilson Creek Winery. Peltzer Winery will host The Killer Dueling Pianos on July 22.

Thornton Winery's popular [Champagne Concert Series](#) will resume this year on August 28, September 11-12 & 18, October 2 & 23. Musicians include Peter White & Euge Groove, Dave Koz & Friends, Summer Horns, Chris Botti, RNR, Rick Braun & Richard Elliott, and Boney James. Tickets sell out quickly.

South Coast Winery Resort & Spa will continue its Jazz Concert [Buyers on the Vine](#) on July 18 with Paul Brown & Gregg Karukas; August 1 with Brian Simpson, Steve Oliver & Will Donato; and August 15 with Michael Paulo, Adam Hawley & Danyl Williams.



Weekend At A Winery: Enjoy Wine, Chocolate & Meet A Camel

Temecula-based Chapin Family Vineyards now is hosting wine and chocolate pairings at its new satellite site at Sugarplum Zoo & Chocolates, a private zoo that houses an exotic menagerie that includes mini horses, mini donkeys, a selfie-loving tiny cow, Daisy the pig, Ophelia an Asian Water Buffalo and Zeus the camel. And ... goats, sheep, chickens, turkeys, quail and ducks.

Sugarplum Zoo & Chocolates is owned by Lani Rager, who has run her chocolate business for 15 years, supplying sweets to five-star hotels for their turn-down services.

brand marketing

2021 June Performance & Activity Report



With our launch date approaching rapidly, we spent most of July behind the scenes working on the rebrand rollout. On top of all this work, we also were able to get out in the field a few times to increase our ever-growing library for new brand content that will be used for future advertising.

WEBSITE TRAFFIC

Google Analytics Acquisition Overview

Continent

Region

Channel

Device

Jul 1, 2021 - Jul 31, 2021

Users

51,725

Sessions

63,926

Bounce Rate

50.17%

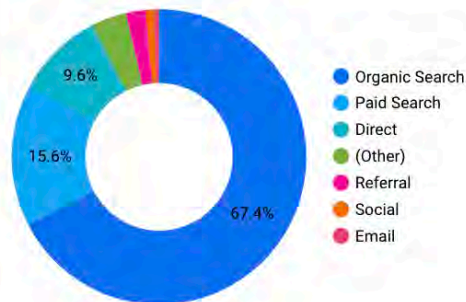
Goal Completions

16,037

Avg. Time on Page

00:01:36

Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Behavior

Conversions

Sessions

63.9K

Users

51.7K

New Users

50.7K

Bounce Rate

50.2%

Pages / Session

2.3

Avg. Session Duration

02:04

Goal Conversion Rate

25.1%

Goal Completions

16.0K

Goal Value

No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	42,392	35,358	33,662	47.49%	2.35	00:02:10	11.17%	4,734	\$0
google / cpc	10,070	8,360	7,706	47.22%	2.22	00:01:49	80.6%	8,116	\$0
(direct) / (none)	5,742	5,133	5,065	73.48%	1.6	00:01:11	33.14%	1,903	\$0

SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

1,115,236 ↗ 24.6%

Engagements ⓘ

14,009 ↘ 12.1%

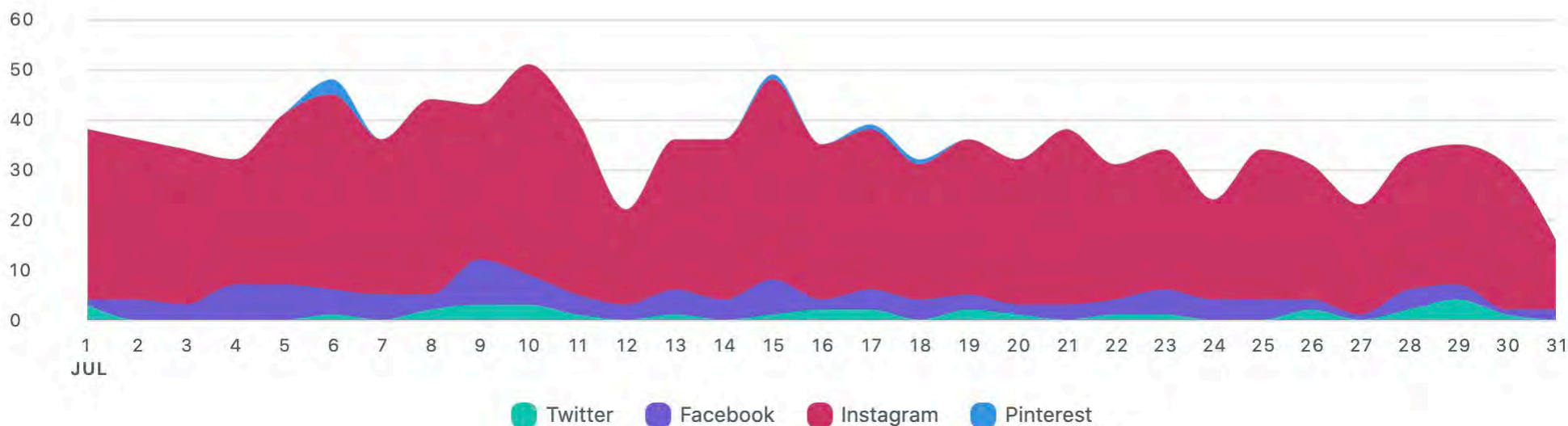
Post Link Clicks ⓘ

1,841 ↘ 20.9%

Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
7327	5997	212	346	497	275

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
7327	24	4907	156	2020	220

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
5216	4369	195	150	307	195

BOOK › DIRECT ENGAGEMENT REPORT

Site
visitemeculavalley.com

Start Date
7/1/2021

End Date
7/31/2021

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches 7,328

Desktop 22.6 Properties Viewed on Average

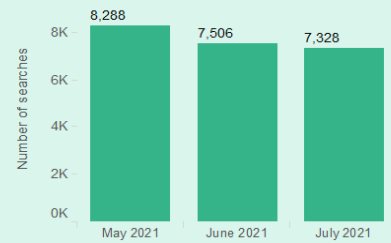
Mobile 42.7 Properties Viewed on Average

Book › Direct Network Desktop 44.7 Properties Viewed

Book › Direct Network Mobile 38.5 Properties Viewed

Bounce Rate 31.02%

Book › Direct Network Bounce Rate 29.70%



DURATION

Overall 4.3 min

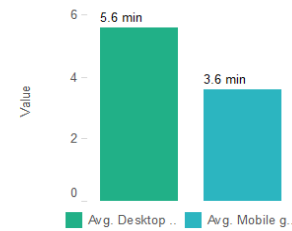
Desktop 5.6 min

Mobile 3.6 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.7 min

Global Mobile Average: 3.2 min



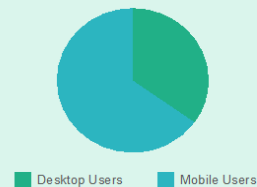
DEVICE BREAKDOWN

Desktop 34.9%

Mobile 65.1%

Global Average on Desktop: 39.0%

Global Average on Mobile: 61.0%



TOTAL REFERRALS TO PROPERTIES: 5,216

Overall Search to Referral Ratio 71.18%

Desktop 147.97%

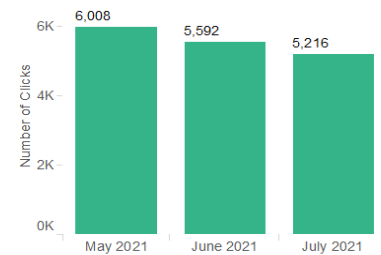
Mobile 38.11%

BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 83.46%

Desktop 156.77%

Mobile 43.17%

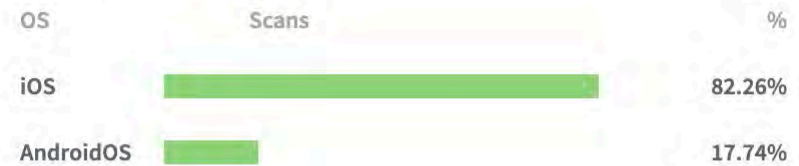


VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	62	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	19	30.65%
2	Temecula	5	8.06%
3	New York	5	8.06%
4	Torrance (Delthorne)	3	4.84%
5	Chicago	2	3.23%
6	Murrieta	2	3.23%

SUPPORT LOCAL TAKEOUT - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	13	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Fountain Hills	3	23.08%
2	Camarillo	1	7.69%
3	Temecula	1	7.69%
4	San Jose	1	7.69%
5	Las Vegas	1	7.69%
6	Chatsworth	1	7.69%

ADARA MEDIA IMPACT

\$ 51,368

Hotel Revenue Generated

126

Hotel Bookings



17,178

Hotel Searches

89

Flight Bookings



1,634

Flight Searches

Top Origin Markets - Hotel Bookers



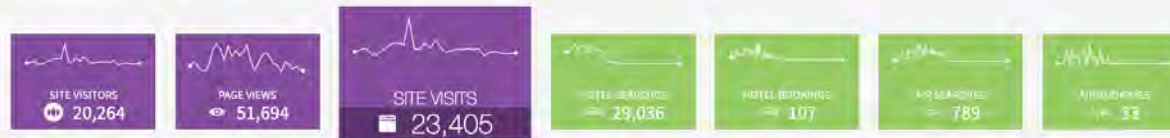
Market	Percentage of Travelers
Los Angeles	53.2
San Diego	7.1
Las Vegas	4.3
New York	4.3
Detroit	2.1
Houston	2.1
Tucson	2.1
Washington	2.1
Columbus	2.1
Phoenix	1.4

Trip Planning Window

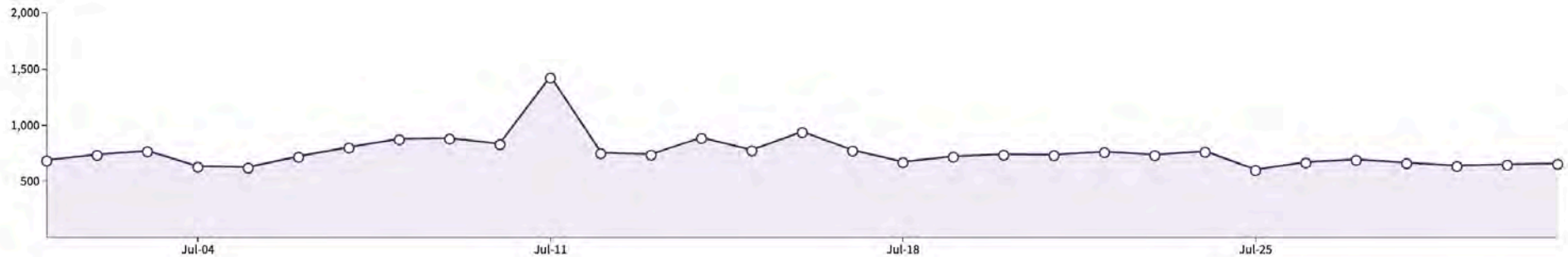


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



230
Total Travelers

176
Total Nights

\$ 41,340
Total Revenue

6.5
Avg. Search to Booking

24.6
Avg. Advance Purchase

1.6
Avg. Length of Stay

2.1
Avg. # of Travelers

\$ 234.89
Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

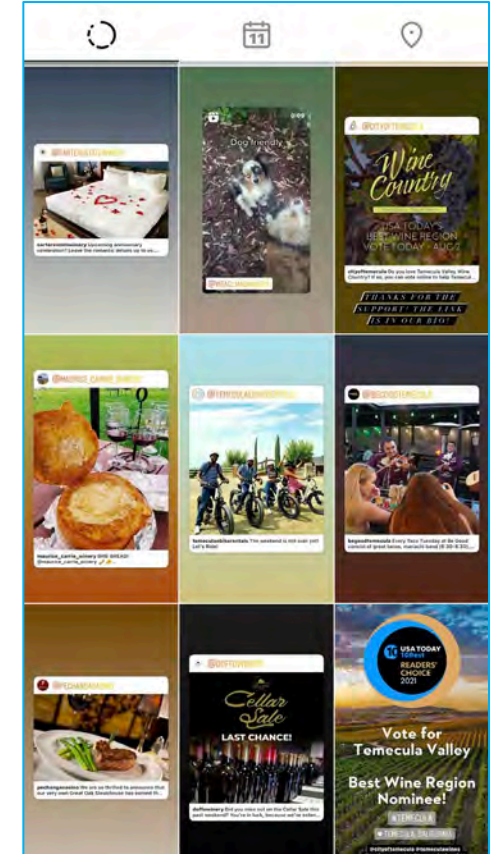
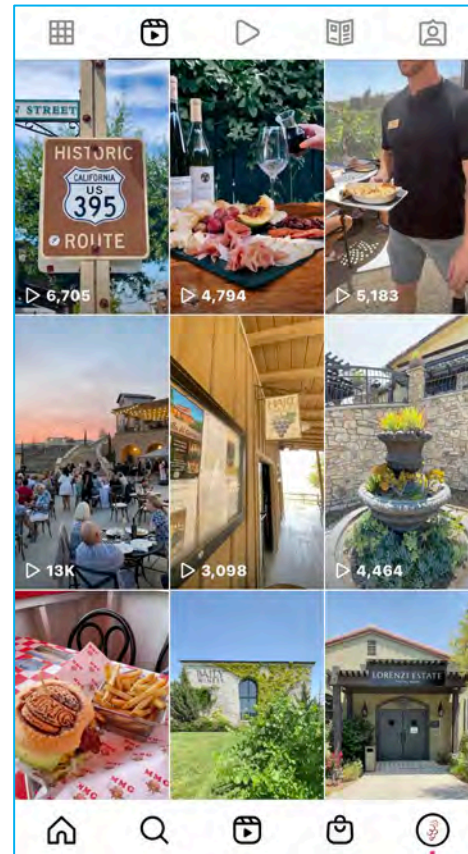
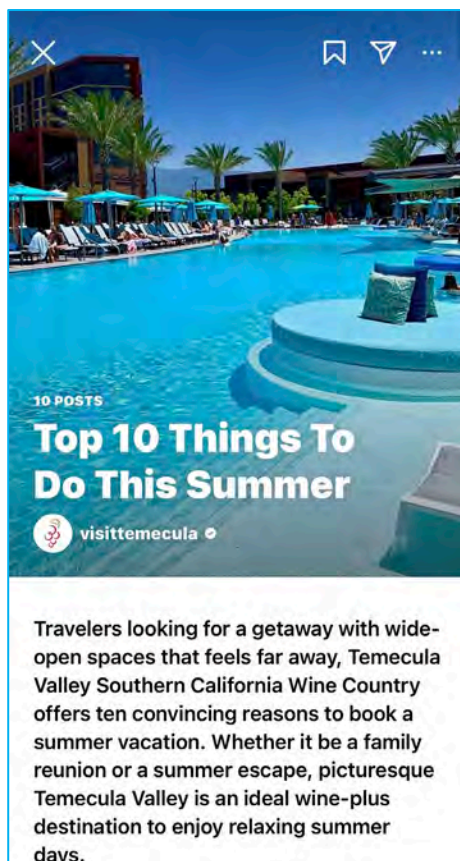
SOCIAL MEDIA STORIES & POSTS

2021 July Performance & Activity Report

In the month of July, we focused on posting short-form video on Reels and Tiktok to showcase our destination. Our Sprout Social analytic reports and native platform statistics show video is favored in the algorithm. We will continue to take advantage of short-term video this month and next month until new features are added on each platform. A lot of our members are experimenting with video as well, and we have been able to curate a lot of their content on our feed.

Our latest Instagram Guide published showcases the “Top 10 Things To Do This Summer”. This list includes tags for each of our partners, and it has been shared on our story feed several times. A lot of fans have sent us direct messages saying these little guides are very helpful before a trip. We will continue creating new guides, and we hope to design one that helps promote midweek travel. We expect to have this up sometime in September as we get closer to Wine Month.

As we move closer to our brand launch, we will continue to curate more member content on our feed until we can release new digital assets



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





August 2021 BOARD REPORT

2021 August Performance & Activity Report

Occupancy (%)	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	72.6	42.9	26.7	41.0	55.4	58.5	64.7	67.0	67.0	59.4	48.6	49.0	65.3	68.3	77.1	79.5	80.5	78.4
	Last Year	68.9	75.4	73.0	73.2	81.2	75.4	74.0	72.2	70.4	74.2	63.5	65.4	72.6	42.9	26.7	41.0	55.4	58.5
Percent Change	5.3	-43.1	-53.3	-43.9	-31.8	-22.3	-7.6	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	188.2	59.3	93.6	45.3	34.0	
ADR	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	120.60	104.62	72.18	80.56	97.57	102.45	108.81	116.25	127.60	119.24	94.88	97.28	112.66	121.72	135.71	147.22	157.50	165.31
	Last Year	118.50	125.15	123.80	133.59	136.75	125.61	131.01	127.53	128.97	127.44	106.86	112.58	120.80	104.62	72.18	80.56	97.57	102.45
Percent Change	1.8	-16.4	-41.7	-39.7	-28.7	-19.4	-16.9	-8.5	-1.1	-6.4	-13.6	-13.6	-6.8	16.3	78.0	82.7	61.4	61.4	
RevPAR	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	87.53	44.94	19.30	33.07	54.06	59.96	70.41	78.27	85.48	70.86	46.11	47.71	73.59	83.11	104.62	116.08	128.78	120.62
	Last Year	81.68	94.31	90.34	97.77	111.07	94.96	91.72	92.02	90.74	94.55	69.74	73.67	87.53	44.94	19.30	33.07	54.06	59.96
Percent Change	7.2	-52.5	-78.6	-66.2	-51.3	-36.7	-23.2	-14.9	-6.8	-25.1	-33.9	-35.2	-16.9	85.3	441.9	253.8	134.5	116.2	
Supply	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	49,448	54,746	36,390	44,857	49,170	54,746	54,746	52,680	54,746	52,680	54,746	54,746	49,448	58,590	56,700	58,590	56,670	58,590
	Last Year	49,088	54,746	52,090	54,746	52,090	54,746	54,746	52,090	54,746	52,090	54,746	54,746	49,088	54,746	44,987	44,987	46,170	54,746
Percent Change	7.3	0.0	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	43.9	30.5	15.3	7.0
Demand	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	36,889	23,464	10,535	18,412	27,244	32,042	36,518	36,677	31,494	26,608	26,849	32,300	32,300	43,710	46,532	45,615	45,917	
	Last Year	31,762	38,126	30,660	43,066	47,294	41,256	38,266	38,266	38,516	32,626	34,766	36,826	36,826	10,426	15,412	27,244	32,042	
Percent Change	13.0	-43.1	-72.2	-54.0	-36.7	-22.3	-7.6	-1.1	-4.8	-10.9	-23.4	-25.1	-10.0	70.5	314.9	152.7	67.4	-43.3	
Revenue	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	4,528,385	2,454,684	700,409	1,483,205	2,058,078	3,854,513	4,232,095	4,154,502	4,079,882	3,754,195	2,524,487	2,611,971	3,638,861	4,969,589	5,031,962	5,194,735	7,500,366	
	Last Year	3,765,668	5,163,052	4,788,103	5,182,347	5,684,206	5,021,303	4,875,043	4,967,335	4,902,219	4,550,219								

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OCCUPANCY

2021 August Performance & Activity Report

AIRDNA REPORT



Monthly Trend - Temecula

This data is pulled through July 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](#)

[Terms and Conditions](#)

Property Type	July 2021 vs July 2020												Last Twelve Months July 2021 vs Last Twelve Months July 2020																	
	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR			Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	508	530	4.3%	449	492	9.6%	66%	69%	5.1%	518	604	16.7%	342	420	22.7%	776	832	7.2%	722	769	6.5%	48%	58%	19.2%	456	539	18.1%	220	310	40.8%
Private Room	81	69	-14.8%	64	63	-1.6%	49%	64%	29.4%	165	173	4.9%	81	110	35.7%	212	154	-27.4%	202	146	-27.7%	47%	47%	-1.4%	114	182	59.8%	54	85	57.6%
Shared Room	1	1	0.0%	0	0		0%	0%		0	0		0	0		1	1	0.0%	1	0	-100.0%	39%	0%	-100.0%	170	0	-100.0%	67	0	-100.0%
Bedrooms (*)																														
Hotel Comp (Studio and 1 bedroom)	161	178	10.6%	125	157	25.6%	60%	65%	9.0%	174	214	23.2%	104	140	34.3%	249	290	16.5%	219	253	15.5%	47%	56%	20.0%	158	190	20.3%	74	107	44.3%
Studio	63	49	-22.2%	35	38	8.6%	64%	61%	-3.8%	165	206	24.7%	105	126	19.9%	97	103	6.2%	74	77	4.1%	50%	51%	3.8%	150	181	20.9%	74	93	25.5%
1 bedroom	98	129	31.6%	90	119	32.2%	58%	67%	13.8%	177	216	22.0%	104	144	38.8%	152	187	23.0%	145	176	21.4%	45%	58%	27.5%	163	194	19.2%	74	112	51.9%
2 bedrooms	50	54	8.0%	48	51	6.3%	59%	67%	12.7%	235	296	26.0%	139	197	42.0%	81	88	8.6%	78	84	7.7%	46%	53%	15.6%	229	268	16.7%	105	141	34.9%
3 bedrooms	63	62	-1.6%	57	59	3.5%	68%	70%	2.6%	378	520	37.6%	256	362	41.2%	99	99	0.0%	93	94	1.1%	50%	59%	17.9%	366	440	20.2%	183	259	41.8%
4+ bedrooms	234	236	0.9%	219	225	2.7%	70%	73%	3.5%	757	923	21.9%	533	673	26.2%	347	355	2.3%	332	338	1.8%	49%	59%	20.0%	692	819	18.3%	342	485	42.0%

Monthly Trend Plus - Temecula

This data is pulled through July 2021. All currency in USD. (*) Entire place properties only.

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Property Type	July 2021 vs July 2020									Last Twelve Months July 2021 vs Last Twelve Months July 2020								
	Supply (Nights)			Demand (Nights)			Revenue (USD)			Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	12,338	13,595	10.2%	8,153	9,446	15.9%	4,222,950	5,708,940	35.2%	149,820	141,995	-5.2%	72,408	81,807	13.0%	33,030,700	44,083,800	33.5%
Private Room	1,792	1,663	-7.2%	882	1,059	20.1%	145,669	183,466	25.9%	30,660	20,525	-33.1%	14,465	9,546	-34.0%	1,650,760	1,740,900	5.5%
Shared Room	0	0	0%	0	0	0%	0	0	0%	203	0	-100.0%	80	0	-100.0%	14,533	1,200	-91.7%
Bedrooms (*)	3,302	4,270	29.3%	1,978	2,789	41.0%	343,558	596,600	73.7%	43,558	42,014	-3.5%	20,371	23,577	15.7%	3,226,580	4,490,760	39.2%
Hotel Comp (Studio and 1 bedroom)	903	988	9.4%	576	606	5.2%	95,186	124,917	31.2%	13,649	12,017	-12.0%	6,767	6,186	-8.6%	1,015,260	1,122,140	10.5%
Studio	2,399	3,282	36.8%	1,402	2,183	55.7%	248,372	471,683	89.9%	29,909	29,997	0.3%	13,604	17,391	27.8%	2,211,320	3,368,610	52.3%
1 bedroom	1,305	1,380	5.7%	770	918	19.2%	181,075	271,919	50.2%	14,631	14,891	1.8%	6,686	7,865	17.6%	1,533,790	2,106,050	37.3%
2 bedrooms	1,534	1,633	6.5%	1,041	1,137	9.2%	393,139	590,823	50.3%	19,164	16,870	-12.0%	9,582	9,947	3.8%	3,504,660	4,373,300	24.8%
3 bedrooms	6,197	6,312	1.9%	4,364	4,602	5.5%	3,305,170	4,249,600	28.6%	72,467	68,220	-5.9%	35,769	40,418	13.0%	24,760,500	33,105,900	33.7%
4+ bedrooms																		

Submarkets (*)

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Eight Months Ending August 31, 2021

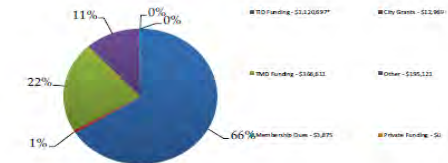
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 1,120,627	\$ 1,120,627
City Grants	-	12,969	12,969
TMD Funding	-	366,610	366,610
RC Tourism Grant	-	182,999	182,999
Program Service Revenues:			
Merchandise Sales	5,070	-	5,070
Cost of Merchandise Sold	(1,680)	-	(1,680)
Merchandise Sales, Net	3,390	-	3,390
Membership Dues	3,875	-	3,875
Print Advertising	7,045	-	7,045
Interest Income	78	-	78
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	1,138,904	(1,138,904)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	1,153,292	544,301	1,697,593
EXPENSES			
Program Services:			
Advertising-Printed Marketing	637,119	-	637,119
Marketing Personnel Costs	269,456	-	269,456
Advertising-Website	36,995	-	36,995
Dues & Report Services	37,971	-	37,971
Promotional Items	9,665	-	9,665
Event Hosting	13,589	-	13,589
Travel & Entertainment	2,595	-	2,595
FAM Tours / Site Visits	82	-	82
Operational:			
Professional Fees	83,212	-	83,212
Personnel Costs	56,307	-	56,307
Rent	25,129	-	25,129
Printing	12,179	-	12,179
Insurance	8,225	-	8,225
Office Supplies	8,027	-	8,027
Telephone	2,620	-	2,620
Credit Card Processing	2,404	-	2,404
Property Taxes	2,277	-	2,277
TOTAL EXPENSES	1,207,852	-	1,207,852

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Revenue Sources

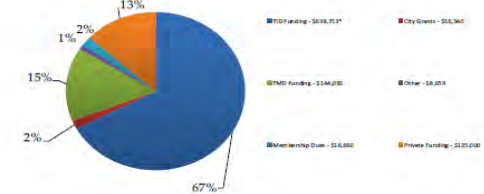
For the Eight Months Ending August 31, 2021 and August 31, 2020

Revenue Sources January - August 2021



* Interim TID funding amounts are estimated.

Revenue Sources January - August 2020

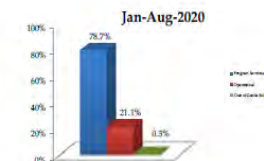
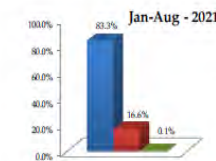


TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

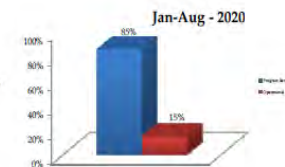
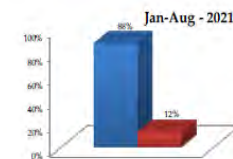
Expense Allocation

For the Eight Months Ending August 31, 2021 and August 31, 2020

Combined Activity:



TID Activity (includes carryforward expenses):



	Current (August 2021)	Previous (July 2021)	% Change
Articles Generated	5	6	-17%
Contacts Added	0	24	-100
Media Events	1	0	0%
Total Members Featured	12	54	-78%
Active Contacts	2,448	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
683	168	25%

AUGUST COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	N/A	N/A
Digital Influencer	0	0	0
Magazine	0	0	\$1,500
Newspaper	0	0	0
Online	2	143,600,000	\$3,159,200
Broadcast	0	0	N/A
Total	5	58,340,000	\$59,360

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	August 2021	2021 YTD	August 2021	2021 YTD
---	\$0.00	\$0.00	\$0.00	\$3,714.00
Total	\$0.00	\$0.00	\$0.00	\$3,714.00

PR also supported the marketing department with brand and campaign development as well as other marketing tasks. USA Today nominated Temecula Valley as a 10Best Readers' Choice. They chose 20 wine regions across the United States to compete for the top 10. After a four-week poll, we finished in 4th place.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	6
Temecula Valley News	4
MSN	3
VisitCalifornia.com	3
PureWow	2
The Travel Mom	2
360 Magazine	1
ABC 7 Los Angeles	1
AvantStay.com	1
California Now	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	13

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	1
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	1	8
Hosted Press Trips - International	0	0
Coverage Received	5	44
Coverage Impressions	203,100,000	3,327,727,823
Coverage Value	\$3,203,896	\$67,591,337

Local, Yet Worlds Apart: Temecula Wine Country is a Nearby Escape



At several Temecula resorts, you can make up setting the scene in the hills of wine country. (Jim and Patty Thomas/Getty Images)

Visit Temecula Valley Launches "Live Glass Full" Campaign

August 19, 2021 / Published

Sharing is caring!

Visit Temecula Valley's new \$300 thousand nationwide marketing campaign targets the leisure travel audience. Although centered around wine, Temecula Valley is a wine+ destination offering engaging experiences and events that complement wine country. Such images will be featured in a celebratory toast type of campaign, like "to hidden doors and wide-open opportunities" and "to saying 'giddy-up' more often." New video footage and photographs will be used to capture Temecula Valley Southern California Wine Country's unique assets and the celebration of its mavericks and makers.

"Travel is back, and we invite everyone to come celebrate with us," announces Visit Temecula Valley Chairman of the Board Bill Wilson. "We want to share our award-winning wine, our beautiful scenery, and our wonderful people."

The Live Glass Full campaign reveals the destination's spirited kinship borne of gathering, making and living every drop of life to the fullest. "It's our call to celebrate with us, an invitation to raise a glass, raise your spirits and come together," states Kimberly Adams, Visit Temecula Valley CEO and president.

Visit Temecula Valley hired Greenhaus, based out of San Diego, California, as their agency to create the Live Glass Full marketing campaign as well as refresh their brand. This project was accomplished after a two-year discovery process involving target market surveys, interviews with key stakeholders, and product research.

Visit Temecula Valley is hopeful this new campaign will push their overnight occupancy up to pre-COVID numbers. Though weekend stay is strong, weekday numbers need some nudging, according to Adams. "We will be targeting consumers that have the ability to travel midweek to increase weekday economic development," Adams adds. "Sunday through Thursday stays offer unique experiences as well as opportunities for chance conversations with our mavericks and makers."

A special overnight Live Glass Full package will be available Monday through Thursday for bookings made during the month of September at participating hotels and resorts.

Find out more about Temecula Valley Southern California Wine Country and start planning your trip at VisitTemeculaValley.com.

coverage

Forbes

8 Amazing Outdoor Experiences That You Can Have At Wineries



Brittany Anas Contributor @Travel

Follow

I cover travel, specializing in adventure and the great outdoors.

Sampling vino inside tasting rooms is par for the course while on a wine country vacation. But with rolling vineyards, dramatic landscapes, and fairytale-like gardens, more wineries around the world are realizing that their guests want to enjoy their wide open spaces, too. Beyond picnics, wineries are offering all kinds of outdoor activities, from hikes to yoga to ATV tours and painting lessons.

Here, raise a glass to these spectacular outdoor experiences that you can have at wineries.



Patch

Temecula Tourism Launches Nationwide Campaign To Attract Visitors

About 50 wineries operate in the Temecula Valley, but not too many people outside the area know about them, a tourism promotion agency says.

By Ralph Jennings, Patch Staff

Posted Tue, Aug 24, 2021 at 11:54 am PT | Updated Tue, Aug 24, 2021 at 122 pm PT



Los Angeles Times

Patch

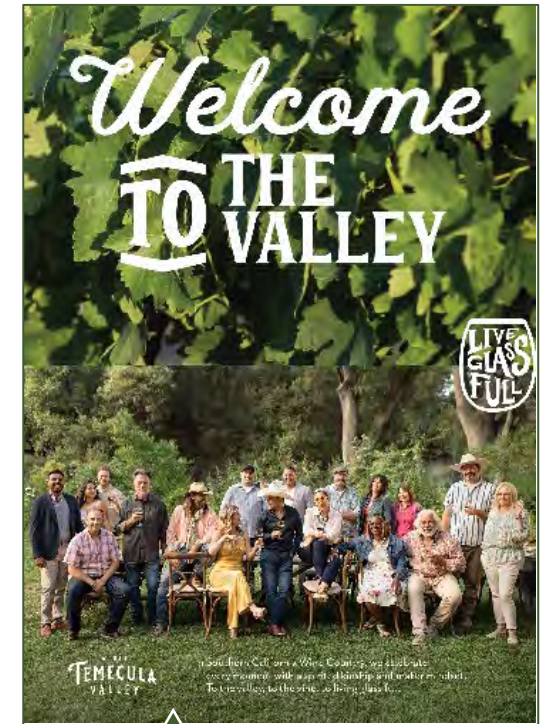
visit California

Forbes



BRAND MARKETING

2021 August Performance & Activity Report



In August we launched our new brand and campaign, Live Glass Full. New creative was produced for the launch including a website refresh, new billboards on 79 South, ads in Inland Empire Magazine & Westways, lodging signage and more. We have received great feedback from both the visitor as well as the local community regarding the new campaign and can't wait to unveil more in the coming months!

WEBSITE TRAFFIC

Users
55,521

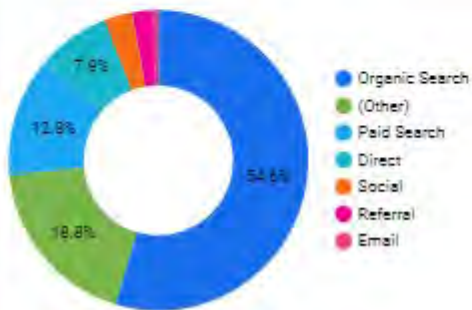
Sessions
66,917

Bounce Rate
56.24%

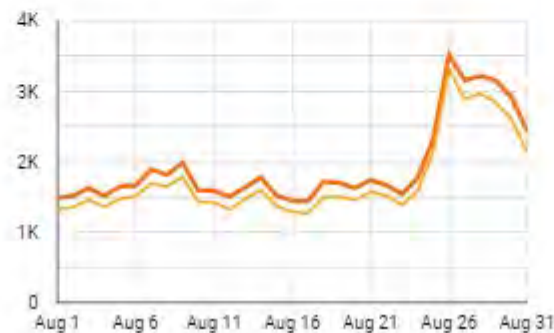
Goal Completions
15,256

Avg. Time on Page
00:01:34

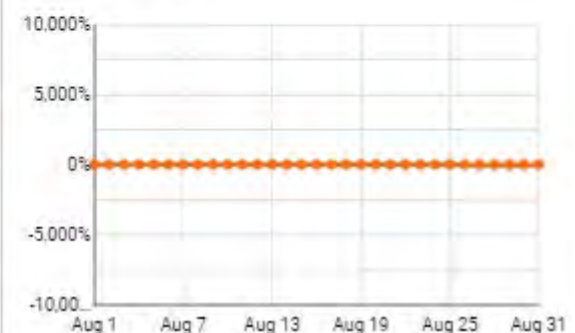
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Behavior

Conversions

Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
66.9K	55.5K	54.2K	56.2%	2.1	01:46	22.8%	15.3K	No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	36,697	31,019	29,474	47.42%	2.37	00:02:11	11.41%	4,188	\$0
google / cpc	9,831	7,472	6,981	48.74%	2.3	00:01:48	83.97%	7,413	\$0
facebook / bann...	8,629	7,651	7,677	91.38%	1.1	00:00:03	0.24%	21	\$0
(direct) / (none)	5,167	4,606	4,570	72.63%	1.61	00:01:15	35.24%	1,821	\$0
display / august	995	934	927	87.94%	1.17	00:00:15	0.2%	2	\$0
m.facebook.com...	469	1,442	97	21.32%	0.58	00:00:34	2.99%	14	\$0
bing / organic	368	317	304	35.6%	3.52	00:04:24	27.45%	101	\$0

SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

873,775 ↘ 21.7%

Engagements ⓘ

10,696 ↘ 23.7%

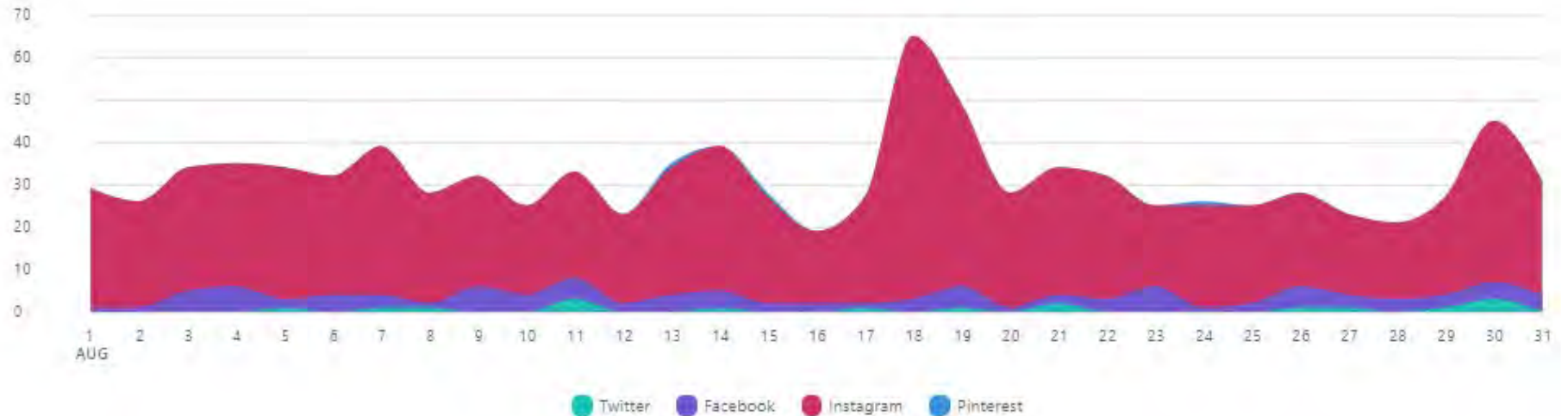
Post Link Clicks ⓘ

1,093 ↘ 40.7%

Audience Growth

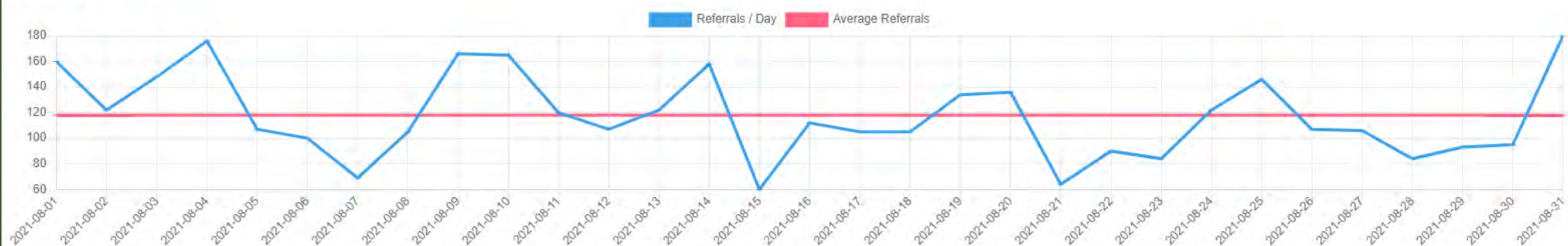
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
6677	5468	261	328	383	237

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES	TEMECULA-INTERIOR-BOOKINGWIDGET
6677	18	4527	94	8	1836	193	1

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
3648	2923	202	110	249	164

ENGAGEMENT

Searches 6,679

Desktop 23.8 Properties Viewed on Average

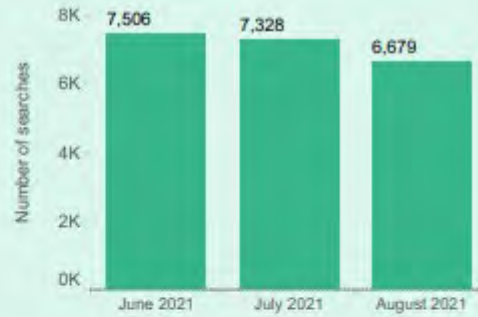
Mobile 41.2 Properties Viewed on Average

Book > Direct Network Desktop 43.9 Properties Viewed

Book > Direct Network Mobile 37.6 Properties Viewed

Bounce Rate 31.64%

Book > Direct Network Bounce Rate 31.17%



DURATION

Overall 3.7 min

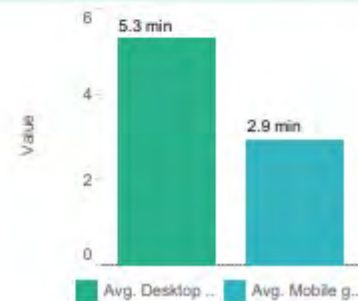
Desktop 5.3 min

Mobile 2.9 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.1 min



DEVICE BREAKDOWN

Desktop 36.6%

Mobile 63.4%

Global Average on Desktop: 38.1%

Global Average on Mobile: 61.9%



TOTAL REFERRALS TO PROPERTIES: 3,733

Overall Search to Referral Ratio 55.89%

Desktop 177.55%

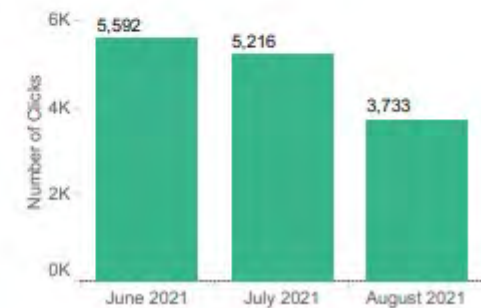
Mobile 34.69%

BOOK/DIRECT NETWORK
SEARCH TO REFERRAL RATIOS

Overall 78.40%

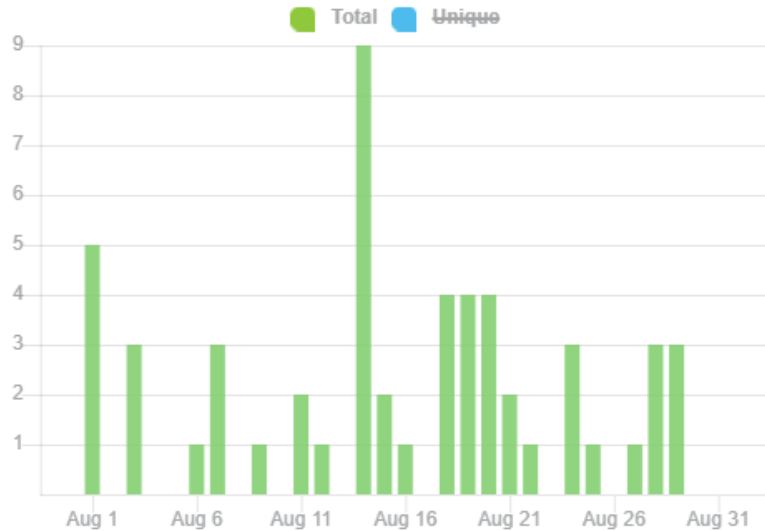
Desktop 150.58%

Mobile 41.23%



VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less ^](#)

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	54	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Newark	9	16.67%
2	Los Angeles	6	11.11%
3	New York	4	7.41%
4	Huntington Beach	3	5.56%
5	Santa Monica	3	5.56%
6	Temecula	3	5.56%

ADARA MEDIA IMPACT

August 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 49,374

Hotel Revenue Generated

116

Hotel Bookings



17,806

Hotel Searches

54

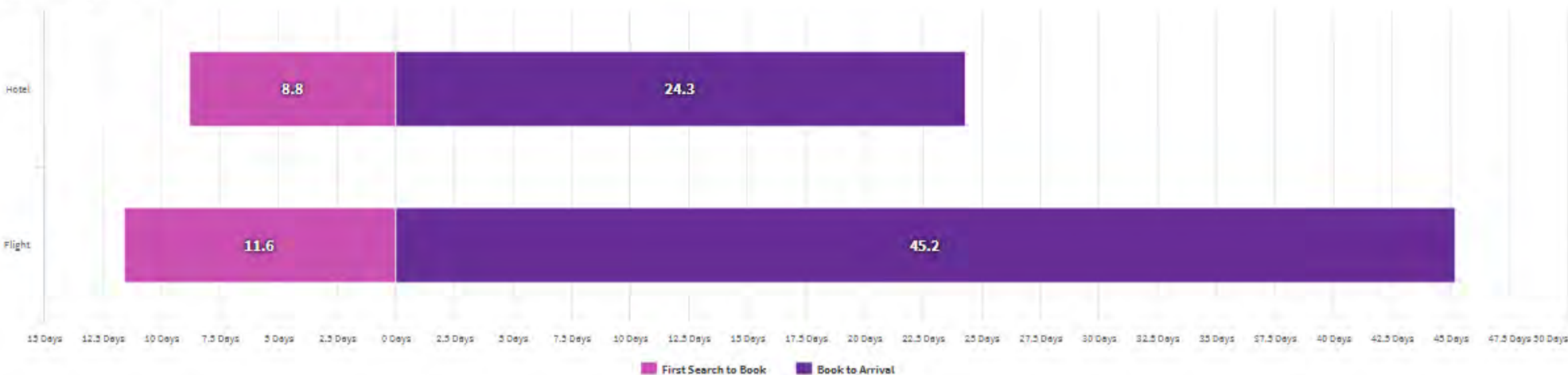
Flight Bookings



979

Flight Searches

Trip Planning Window



Market

Percentage of Travelers

Los Angeles

43.3

San Diego

10.2

Phoenix

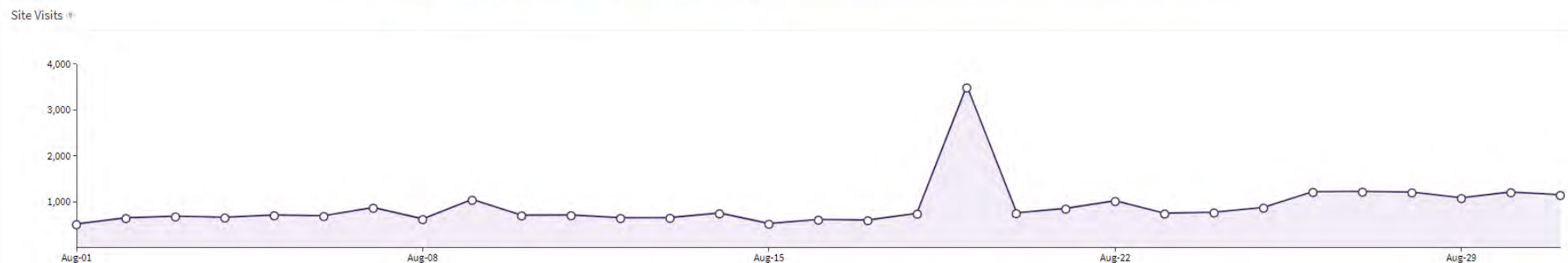
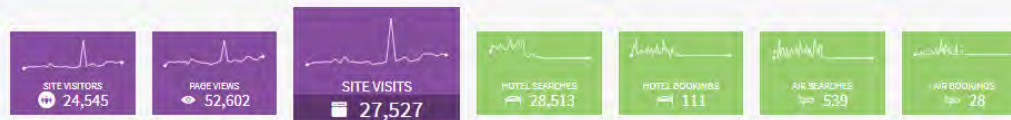
6.3

Las Vegas

3.9

Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



229

Total Travelers

185

Total Nights

\$ 39,202

Total Revenue

10.2

Avg. Search to Booking

20.6

Avg. Advance Purchase

1.7

Avg. Length of Stay

2.1

Avg. # of Travelers

\$ 211.90

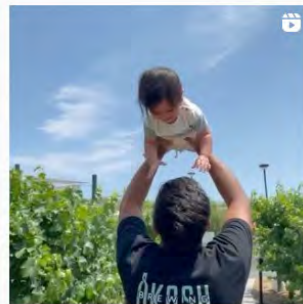
Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

SOCIAL MEDIA STORIES & POSTS

We launched our new brand on August 18, 2021. All of our social platforms received new logo, description, and link updates. On the day of the launch, we Celebrated with our MANIFESTOAST. A lot of our partners participated, and we were able to share each toast on our story feed and website. We also showcased our new destination video, which received a lot of positive comments. We will continue to promote our new hashtag #LiveGlassFull and we will be running Live Glass Full merchandise giveaways next month. Tuesdays or Wednesdays will be days that we showcase new branded imagery on our social media feeds. In-house and curated content will be posted on other days. Next month, we will kick off our California Wine Month celebration. The Temecula Valley Winegrowers association will be putting together a social media toolkit with social media opportunities. We will be reposting and curating photos next month for our feed and stories.

Vertical videos continue to outperform on Reels and TikTok, and we continue to see more of our partners post on these platforms. Members are encouraged to tag us in their posts if they would like promotion. We continue to promote on stories as often as members share content on their feed.



#LIVEGLASSFULL

Share Your Experience



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





September 2021 BOARD REPORT

OCCUPANCY

2021 September Performance & Activity Report

STR REPORT - August 2021

Occupancy (%)	2020												2021								Year To Date			Running 12 Months		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021		
	This Year	42.9	26.7	41.0	55.4	58.5	64.7	67.0	67.0	59.4	48.6	49.0	65.3	68.3	77.2	79.5	80.5	78.4	68.1	72.6	54.5	71.0	72.3	59.9	67.6	
	Last Year	75.4	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.6	42.9	26.7	41.0	55.4	58.5	64.7	75.9	72.6	54.5	75.6	72.3	59.9	
Percent Change	-43.1	-63.3	-43.9	-31.8	-22.3	-7.5	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	59.3	188.7	93.6	45.3	34.0	5.2	-4.4	-25.0	30.4	-4.4	-17.2	12.9		

ADR	2020												2021								Year To Date			Running 12 Months		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021			
This Year	104.62	72.18	80.56	97.57	102.45	108.75	116.75	127.60	119.24	94.88	97.28	112.66	121.72	135.70	147.22	157.48	165.31	155.60	126.30	104.43	139.90	126.05	112.33	132.98		
Last Year	125.15	123.80	133.59	136.75	125.61	131.01	127.53	128.97	127.44	109.86	112.58	120.60	104.82	72.18	80.56	97.57	102.45	108.75	123.21	126.30	104.43	126.02	126.05	112.33		
Percent Change	-16.4	-41.7	-39.7	-28.7	-18.4	-17.0	-8.5	-1.1	-6.4	-13.6	-13.6	-6.6	16.3	88.0	82.7	61.4	61.4	43.1	2.5	-17.3	34.0	0.8	-10.9	18.4		
RevPAR	2020												2021								Year To Date			Running 12 Months		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021			
This Year	44.94	19.30	33.07	54.06	59.96	70.40	78.27	85.48	70.86	46.11	47.71	73.59	83.11	104.77	116.58	126.78	129.62	105.94	91.69	56.88	99.35	91.13	67.27	89.91		
Last Year	94.31	90.34	97.77	111.07	94.66	91.72	92.02	94.55	89.74	69.74	73.67	87.53	44.84	19.30	33.07	54.06	59.96	70.40	93.58	91.69	56.88	94.54	91.13	67.27		
Percent Change	-52.5	-78.6	-66.2	-51.3	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-35.2	-15.9	85.3	442.7	253.8	134.5	116.2	50.5	-2.0	-38.0	74.7	-3.6	-26.2	33.7		
Supply	2020												2021								Year To Date			Running 12 Months		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021			
This Year	54,746	39,360	44,857	46,170	54,746	54,746	52,080	54,746	52,080	54,746	54,746	49,448	58,590	56,700	58,559	56,670	58,559	58,559	422,058	401,849	451,831	621,070	617,301	607,283		
Last Year	54,746	52,080	54,746	52,080	54,746	54,746	52,080	54,746	52,080	54,746	54,746	49,448	58,590	56,700	58,559	56,670	58,559	58,559	386,034	422,058	401,849	579,862	621,070	617,301		
Percent Change	0.0	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	43.9	30.5	15.3	7.0	9.3	-4.8	12.4	7.1	-6.6	6.1		
Demand	2020												2021								Year To Date			Running 12 Months		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021			
This Year	23,494	10,535	18,412	27,244	32,042	35,443	35,518	36,677	31,484	26,608	26,849	32,300	40,006	43,774	46,532	45,622	45,917	39,870	306,384	218,855	320,870	448,999	369,663	451,157		
Last Year	41,256	38,600	40,096	43,031	41,256	38,328	38,226	38,518	39,308	34,756	35,826	35,889	23,494	10,535	18,412	27,244	32,042	35,443	293,182	306,384	218,855	438,529	448,999	369,663		
Percent Change	-43.1	-72.7	-54.0	-36.7	-22.3	-7.5	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	70.5	315.5	152.7	67.5	43.3	12.5	4.5	-28.6	46.6	2.4	-17.7	22.0		
Revenue	2020												2021								Year To Date			Running 12 Months		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021			
This Year	2,454,894	780,409	1,463,205	2,658,078	3,282,695	3,854,376	4,146,592	4,670,882	3,754,195	2,524,487	2,811,971	3,838,861	4,899,589	5,940,183	6,850,235	7,194,733	7,590,356	6,203,796	38,696,606	22,856,306	44,889,725	56,595,028	41,525,230	59,694,882		
Last Year	5,163,082	4,786,103	5,382,296	5,884,290	5,182,347	5,021,303	4,875,042	4,967,537	5,009,219	3,818,177	4,033,273	4,328,385	2,454,894	780,409	1,463,205	2,658,078	3,282,695	3,854,376	36,124,366	22,856,306	44,889,725	54,824,711	56,595,028	41,525,230		
Percent Change	-52.5	-84.1	-72.3	-54.8	-36.7	-23.2	-14.9	-5.8	-25.1	-33.9	-35.2	-15.9	98.4	681.2	361.9	170.3	131.2	61.0	7.1	-40.9	96.4	3.2	-26.6	44.5		
Census %	2020												2021								Year To Date			Running 12 Months		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2019	2020	2021	2019	2020	2021			
Census Props	20	17	18	19	20	20	20	20	20	20	20	20	21	21	21	21	21	21	1766	1313	1447	1639	1766	1766		
Census Rooms	1766	1313	1447	1639	1766	1766	1766	1766	1766	1766	1766	1766	1860	1860	1860	1860	1860	1860	1766	1313	1447	1639	1766	1766		
% Rooms Participants	93.2	90.9	79.5	92.7	86.0	86.0	86.0	93.2	93.2	93.2	93.2	93.2	93.7	93.7	93.6	93.6	93.6	93.6	93.2	90.9	79.5	92.7	86.0	86.0		

STR REPORT - Week of Sep 26,2021

		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week										Fr	Sa						
Occupancy (%)	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	This Year	85.4	53.3	54.3	58.1	67.3	71.9	81.6	66.7	54.7	56.4	62.7	74.3	84.0	92.1	61.6	56.3	60.9	63.3	70.7	83.0	90.4	81.7	57.5	58.9	66.2	74.9	84.9	93.5	71.1	69.5	69.3	
	Last Year	92.8	53.6	54.5	55.5	63.1	75.7	91.0	68.8	56.5	57.0	61.0	68.7	78.7	92.3	62.7	57.2	55.2	56.6	69.6	84.5	91.9	59.2	54.8	57.2	57.8	61.3	75.0	89.8	65.1	67.7	67.1	
	Percent Change	-7.9	-0.7	-0.4	4.7	6.7	-5.0	-10.3	11.5	-3.2	-1.0	2.9	8.2	6.7	-0.3	-1.7	-1.6	10.4	8.1	1.5	-1.9	-1.6	4.2	5.0	2.8	14.6	22.3	12.1	4.1	9.2	2.7	3.2	
ADR	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	This Year	206.00	122.02	107.12	106.16	120.37	202.93	222.00	200.66	192.14	185.03	126.35	126.35	126.35	126.35	126.35	126.35	103.32	126.65	126.35	126.35	126.35	126.35	126.35	126.35	126.35	126.35	126.35	126.35	126.35	126.35		
	Last Year	127.93	95.03	91.25	93.36	96.25	141.60	154.54	160.70	91.56	92.14	96.22	99.80	139.96	162.83	103.91	89.93	91.43	93.95	100.93	145.52	172.60	195.21	90.52	89.91	90.01	103.07	149.87	177.91	121.04	119.02	116.82	
	Percent Change	61.0	29.4	28.4	24.7	33.4	43.2	48.8	29.8	24.2	20.3	20.6	31.6	54.6	57.8	23.9	23.7	24.6	22.3	28.5	47.8	46.3	20.5	28.4	27.8	35.8	27.4	43.3	42.1	34.6	37.8	39.9	
RevPAR	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	This Year	175.90	65.51	63.55	67.51	68.44	145.81	187.74	87.35	62.17	62.51	72.79	96.67	181.64	236.50	78.31	65.64	69.34	72.13	91.63	178.55	228.35	79.23	66.90	67.54	80.91	98.37	182.41	236.43	115.63	113.84	112.36	
	Last Year	116.66	50.36	49.71	51.70	60.77	102.12	140.63	60.21	51.74	52.49	58.68	67.88	160.16	150.29	61.54	51.43	50.42	54.54	70.29	123.02	195.82	62.32	49.62	51.41	51.99	63.15	113.55	195.78	78.63	80.95	78.37	
	Percent Change	48.2	28.6	27.9	30.6	42.2	36.1	33.5	44.7	20.2	19.1	24.0	42.4	84.9	57.4	21.6	27.6	37.5	32.2	30.4	45.1	44.0	26.5	34.4	31.4	55.6	55.8	60.6	48.0	46.9	41.3	43.4	
Supply	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	This Year	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089		
	Last Year	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786		
	Percent Change	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0		
Demand	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	This Year	1,613	1,006	1,025	1,089	1,272	1,398	1,542	1,260	1,033	1,085	1,095	1,404	1,586	1,739	1,84	1,064	1,150	1,196	1,335	1,568	1,708	1,166	1,067	1,112	1,250	1,415	1,694	1,766	1,400	1,28	1,089	
	Last Year	1,638	947	962	980	1,116	1,386	1,607	1,056	1,098	1,066	1,077	1,213	1,390	1,630	1,907	1,011	974	1,034	1,230	1,493	1,623	1,146	968	1,001	1,020	1,082	1,358	1,566	1,091	32,479	35,542	
	Percent Change	-1.5	6.2	6.5	12.0	11.6	-4.0	19.3	3.5	5.9	10.0	6.7	14.1	6.7	5.1	5.2	18.1	15.7	8.5	5.0	5.2	11.5	12.3	10.0	22.5	30.8	13.9	11.3	16.8	9.8	10.4		
Revenue	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	This Year	332,272	123,756	120,052	127,532	163,285	275,440	354,644	164,627	117,443	118,083	117,493	182,605	343,125	446,752	148,811	123,991	130,967	136,246	173,088	337,262	431,350	147,781	126,377	127,583	152,830	185,815	344,570	446,618	153,575	6,021,437	6,376,558	
	Last Year	298,645	89,987	97,784	91,295	107,375	189,173	240,393	106,395	91,379	92,693	103,625	119,943	194,590	265,620	116,032	90,821	89,949	96,317	124,138	212,255	280,127	110,052	87,826	90,734	91,912	119,517	200,524	282,871	97,496	3,984,541	4,157,873	
	Percent Change	58.6	37.5	36.6	39.7	52.2	45.6	42.8	54.4	21.9	27.4	32.7	52.4	76.4	66.9	30.2	36.5	47.1	41.5	39.4	59.2	54.0	34.3	44.2	40.5	66.5	66.8	71.8	58.3	5.2	5.1		
Census %	Sep	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	Current Week	Run	28	MTD
	Census Pools	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21		
	Census Rooms	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089		
	% Prompt Packages	93.1	93.8	93.5	93.8	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6		

OCCUPANCY

2021 September Performance & Activity Report

AIRDNA REPORT



Monthly Trend - Temecula

This data is pulled through August 2021. All currency in USD. (*) Entire place properties only.

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August 2021 vs August 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	493	536	8.7%	432	499	15.5%	65%	58%	-10.4%	543	615	13.3%	351	356	1.5%
Private Room	77	69	-10.4%	65	61	-6.2%	45%	58%	26.7%	178	177	-0.8%	81	102	25.7%
Shared Room	1	1	0.0%	0	0		0%	0%		0	0		0	0	

Last Twelve Months August 2021 vs Last Twelve Months August 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	773	833	7.8%	719	776	7.9%	50%	57%	15.1%	463	548	18.2%	230	312	36.1%
Private Room	206	154	-25.2%	199	146	-26.6%	47%	48%	0.5%	118	182	53.8%	56	87	54.6%
Shared Room	1	1	0.0%	1	0	-100.0%	44%	0%	-100.0%	164	0	-100.0%	71	0	-100.0%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	156	180	15.4%	121	165	36.4%	59%	54%	-9.1%	171	212	23.6%	101	114	12.4%
Studio	58	46	-20.7%	31	38	22.6%	57%	54%	-5.1%	163	203	24.7%	93	110	18.4%
1 bedroom	98	134	36.7%	90	127	41.1%	60%	54%	-10.5%	175	214	22.8%	104	115	10.0%
2 bedrooms	51	57	11.8%	44	52	18.2%	56%	58%	2.4%	244	303	23.8%	138	174	26.7%
3 bedrooms	64	62	-3.1%	60	61	1.7%	65%	52%	-20.0%	395	535	35.3%	257	278	8.2%
4+ bedrooms	222	237	6.8%	207	221	6.8%	69%	63%	-9.7%	799	939	17.5%	554	588	6.2%

Submarkets (*)

Monthly Trend Plus - Temecula

This data is pulled through August 2021. All currency in USD. (*) Entire place properties only.

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August 2021 vs August 2020

Property Type	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	11,986	13,944	16.3%	7,751	8,080	4.2%	4,205,470	4,965,510	18.1%
Private Room	1,886	1,714	-9.1%	856	986	15.2%	152,546	174,220	14.2%
Shared Room	0	0		0	0		0	0	

Last Twelve Months August 2021 vs Last Twelve Months August 2020

Property Type	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	147,781	143,900	-2.6%	73,271	82,106	12.1%	33,932,400	44,963,900	32.5%
Private Room	29,716	20,353	-30.5%	13,844	9,676	-30.1%	1,639,150	1,762,520	7.5%
Shared Room	172	0	-100.0%	75	0	-100.0%	13,496	900	-93.3%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	3,291	4,494	36.6%	1,941	2,410	24.2%	332,793	510,715	53.5%
Studio	907	976	7.6%	516	527	2.1%	84,058	107,097	27.4%
1 bedroom	2,384	3,518	47.6%	1,425	1,883	32.1%	248,735	403,617	62.3%
2 bedrooms	1,145	1,429	24.8%	645	824	27.8%	157,661	249,290	58.1%
3 bedrooms	1,575	1,650	4.8%	1,023	857	-16.2%	404,318	458,264	13.3%
4+ bedrooms	5,975	6,371	6.6%	4,142	3,989	-3.7%	3,310,700	3,747,240	13.2%

Hotel Comp (Studio and 1 bedroom)	42,846	43,217	0.9%	20,490	24,046	17.4%	3,272,290	4,691,830	43.4%
Studio	13,130	12,051	-8.2%	6,693	6,194	-7.5%	985,328	1,148,780	16.6%
1 bedroom	29,716	31,166	4.9%	13,797	17,852	29.4%	2,286,960	3,543,040	54.9%
2 bedrooms	14,393	15,175	5.4%	6,746	8,044	19.2%	1,557,250	2,205,380	41.6%
3 bedrooms	18,880	16,945	-10.2%	9,702	9,781	0.8%	3,562,180	4,427,080	24.3%
4+ bedrooms	71,662	68,563	-4.3%	36,333	40,235	10.7%	25,540,000	33,631,700	31.7%

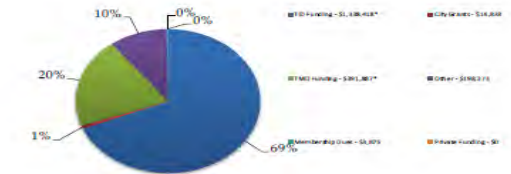
TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Nine Months Ending September 30, 2021

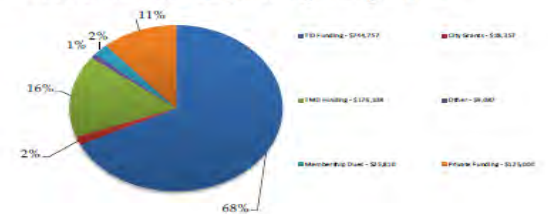
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 1,338,419	\$ 1,338,419
City Grants	-	14,833	14,833
TMD Funding	-	391,887	391,887
RC Tourism Grant	-	182,999	182,999
Program Service Revenues:			
Merchandise Sales	5,601	-	5,601
Cost of Merchandise Sold	(1,680)	-	(1,680)
Merchandise Sales, Net	3,921	-	3,921
Membership Dues	3,875	-	3,875
Ticket Sales	2,540	-	2,540
Print Advertising	7,045	-	7,045
Interest Income	87	-	87
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	1,373,341	(1,373,341)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	1,390,809	554,797	1,945,606
EXPENSES			
Program Services:			
Advertising-Printed Marketing	796,853	-	796,853
Marketing Personnel Costs	302,829	-	302,829
Advertising-Website	38,283	-	38,283
Dues & Report Services	40,993	-	40,993
Promotional Items	8,969	-	8,969
Event Hosting	16,341	-	16,341
Travel & Entertainment	2,661	-	2,661
FAM Tours / Site Visits	4,949	-	4,949
Operational:			
Professional Fees	99,913	-	99,913
Personnel Costs	62,675	-	62,675
Rent	32,612	-	32,612
Printing	18,401	-	18,401
Insurance	7,101	-	7,101
Office Supplies	8,777	-	8,777
Telephone	3,007	-	3,007
Credit Card Processing	2,754	-	2,754
Property Taxes	2,365	-	2,365
TOTAL EXPENSES	1,449,483	-	1,449,483
CHANGE IN NET ASSETS	(58,674)	554,797	496,123
NET ASSETS, December 31, 2020	(12,508)	1,017,998	1,005,490
NET ASSETS, September 30, 2021	\$ (71,182)	\$ 1,572,795	\$ 1,501,613

Revenue Sources January - Sept 2021



* Interim TID funding amounts are estimated.

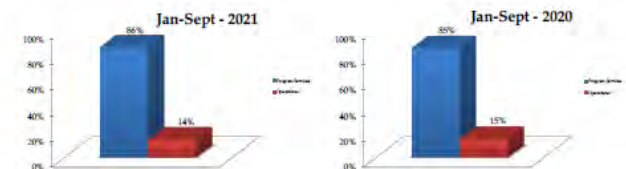
Revenue Sources January - Sept 2020



Combined Activity:



TID Activity (includes carryforward expenses):



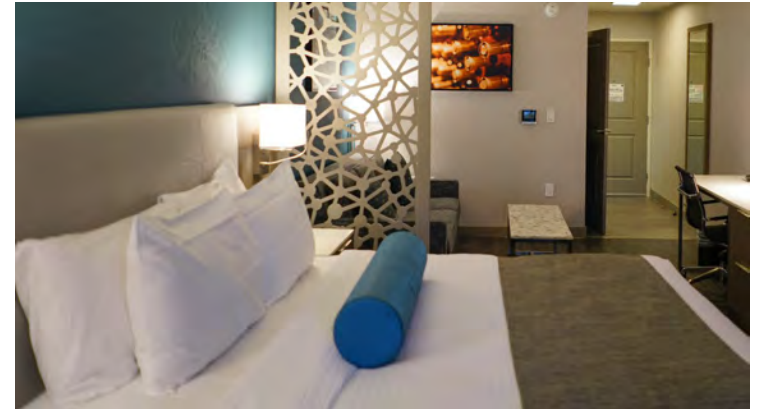
GROUP SALES

2021 September Performance & Activity Report

Temecula Valley is starting to see an increase in lead and meeting bookings unfortunately challenges remain with workforce.

California continue to see Florida and Las Vegas win most meeting/group business due to less restricted state requirements. Planners are eager to book 2022 where our hotel partners are being selective based on service levels required and property capacity.

California is still more restrictive, the property is putting the ownership on the planners and may require Negative Test Verification, Record Retention for outbreak tracking and all non vaccinated attendees must wear mask, planners are reporting meeting attendance is down by 25%. Zoom hybrid meetings are a common requested which has its limits due to technology requirements and lack of infrastructure. VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.



★	RFP Name	Proposal Status	RFP Received Date	Response Due Date	Planner Name	Total Room Nights
☆	NASFA 2022 National Confere...	Receipt Confirmed	Oct 10, 2021	Oct 14, 2021	Andreassen, Karen	362
☆	2023 and 2024 CWA Annual M...	Receipt Confirmed	Oct 7, 2021	Oct 14, 2021	Wann, Peter	600
☆	FIDA Apr 2023	Receipt Confirmed	Oct 5, 2021	Oct 8, 2021	Kinney, Andrea	73
☆	Sigma Xi 2023 Updated RFP	Receipt Confirmed	Oct 1, 2021	Oct 5, 2021	Bevins, CMP on behalf of Amy Martel, Christine	430
☆	Vet Vacation CE - March 2023	Receipt Confirmed	Sep 30, 2021	Oct 7, 2021	Banka, Lisa	165
☆	2022 Crush Challenge - February	Turned Down	Sep 30, 2021	Oct 5, 2021	Ancarrow, Lindsay	400
☆	Dreamcatcher Events RF Work...	Awaiting Proposal	Sep 13, 2021	Sep 23, 2021	Smith, Craig	472
☆	NCJFCJ 86th Annual Conferen...	Awaiting Proposal	Sep 3, 2021	Sep 20, 2021	Lyons, Deanna	1,735
☆	ASSBT 2025 Bi-annual Conven...	Cancelled	Sep 1, 2021	Sep 24, 2021	Davis, Kyle	1,584
☆	UPDATED Calendly Meeting-J...	Awaiting Proposal	Sep 1, 2021	Sep 7, 2021	Escudie, Yvonne	1,350

	Current (September 2021)	Previous (August 2021)	% Change
Articles Generated	3	5	-40%
Contacts Added	7	0	0
Media Events	2	1	100%
Total Members Featured	49	12	308%
Active Contacts	2,453	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
685	169	25%

SEPTEMBER COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	N/A	N/A
Digital Influencer	0	0	0
Magazine	0	0	0
Newspaper	0	0	0
Online	2	1,168,190	\$2,000
Broadcast	1	949,000	\$32,738
Total	5	2,117,190	\$34,738

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	September 2021	2021 YTD	September 2021	2021 YTD
---	\$0.00	\$0.00	\$0.00	\$3,714.00
Total	\$3,315.00	\$3,345.00	\$3,800.00	\$7,809.00

PR continued the launch of VTVs Live Glass Full campaign with speaking engagements at local organizations presented by VTV Board Members: Temecula Rotary, Temecula Murrieta Group, Old Town Temecula Association. There was also a Live Glass Full Media Press Conference and Media FAM. Five Board Members, 13 Makers, 18 media and 4 guests attended the press conference. Fourteen media participated in the FAM.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Patch Syndication	6
Temecula Valley News	4
MSN	3
VisitCalifornia.com	3
PureWow	2
The Travel Mom	2
360 Magazine	1
ABC 7 Los Angeles	1
AvantStay.com	1
California Now	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	0	13

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	1	2
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	0	8
Hosted Press Trips - International	0	0
Coverage Received	3	47
Coverage Impressions	2,117,190	3,329,845,013
Coverage Value	\$34,738	\$67,626,075

PUBLIC RELATIONS EARNED

2021 September Performance & Activity Report



Travel/Destinations

Visiting Temecula- Lodging, Activities, Dining, Wine Tasting- September 2021

September 22, 2021 • todd elliot • bolero temecula, chef hany ali, home2suits temecula, hot air balloon temecula, sidecar temecula, small barn temecula, temecula, temecula valley

the Real Housewives
OF BEVERLY HILLS

visit
California

CC
News Online
World Entertainment



kristin_reveles #LiveGlassFull by visiting some of my favorite places and companies in Temecula, CA I have listed below:

@eatmarketplace
@smallbarnoldtown
@grazingtheory
@begoodtemecula
@akashwinery
@socialsidecars
@wienscellars

Amazing video by @temeculalife 🍷

#visitemecula #temecula



Liked by visitemecula and 396 others

SEPTEMBER 29



gourmetpigs What's better than a wine tasting tour? A wine tour in a sidecar! @socialsidecars @visitemecula #liveglassfull

#sidecars #sidecar #winecountry
#winerytour #vineyardtour #wineries
#temeculawinecountry #temecula
#temeculawinery
#foodiesinternationalchat

3w



Liked by visitemecula and 215 others

SEPTEMBER 20

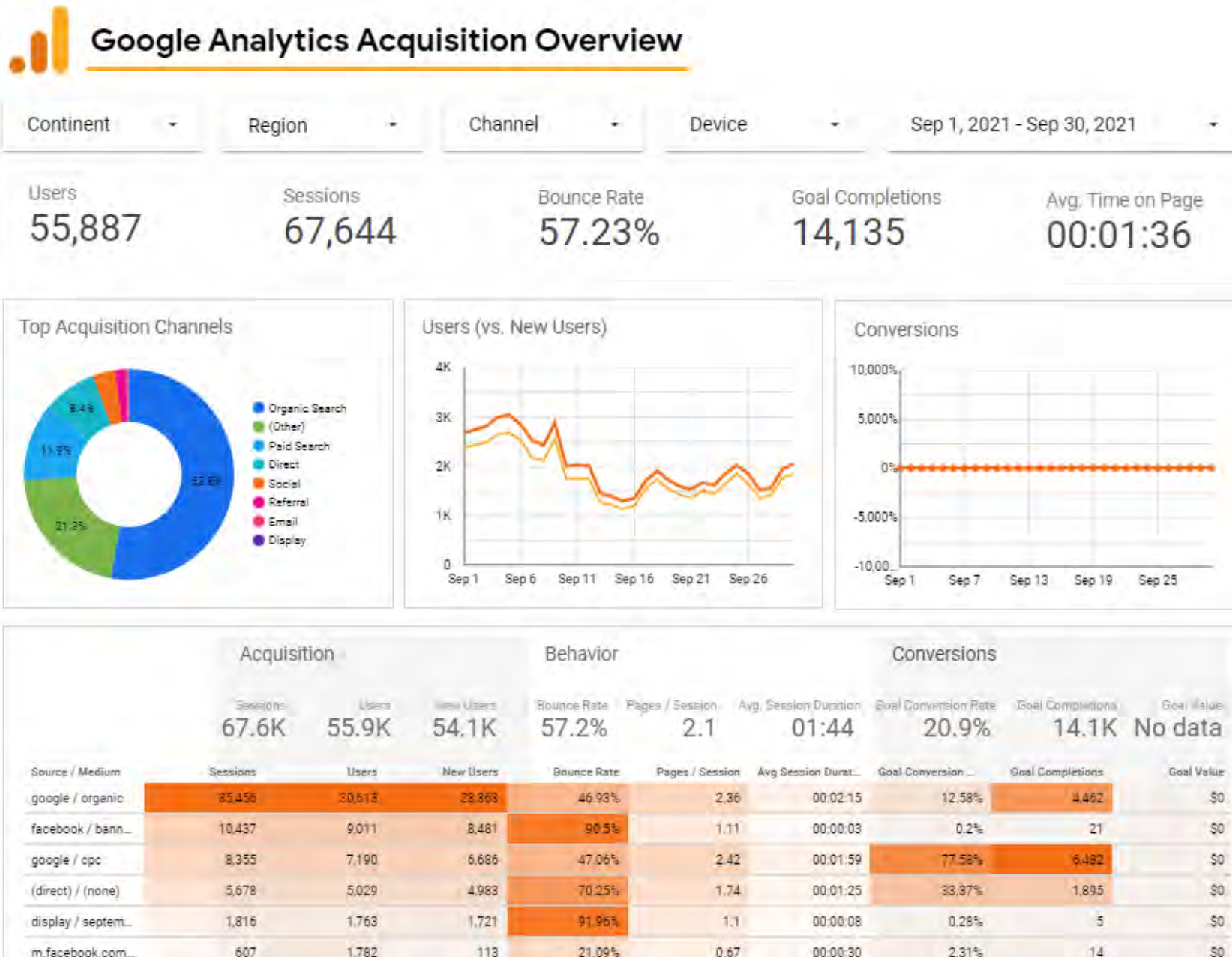
BRAND MARKETING

2021 September Performance & Activity Report



In September we continued to push out new creative for the brand launch including putting together items to be displayed at the Promenade Temecula. Keep an eye out for the new creative to be installed late October/Early November. We have also been busy working with the city on designs for banners to be displayed along Rancho California Rd.

WEBSITE TRAFFIC



SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

960,295 ↗9.9%

Engagements ⓘ

17,914 ↗67.5%

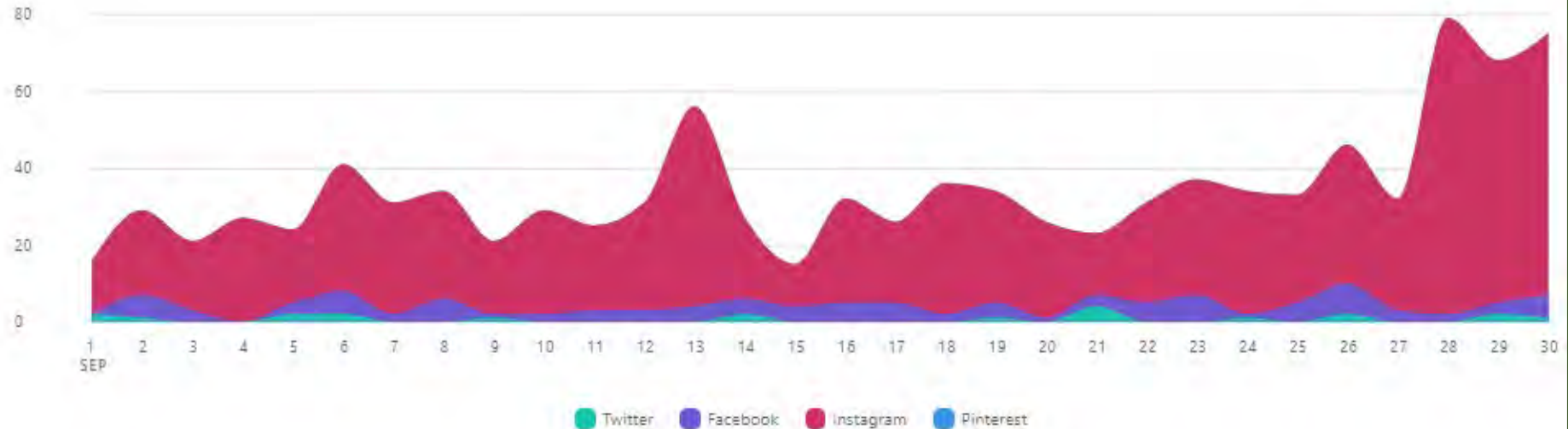
Post Link Clicks ⓘ

1,265 ↗15.7%

Audience Growth

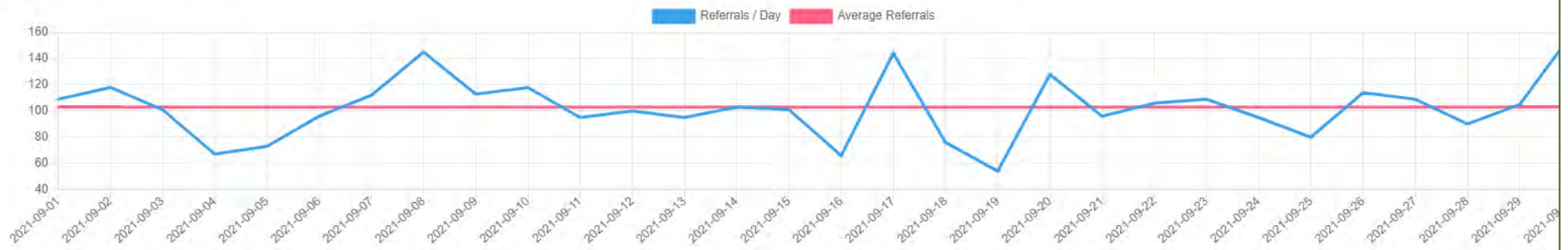
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals Line Graph | Bar Graph



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
5696	4547	200	330	371	248

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET	TEMECULA-BOOKINGWIDGET(WIDGET)	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES	TEMECULA-INTERIOR-BOOKINGWIDGET(WIDGET)
5696	46	3800	100	5	1	1533	209	2

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
3077	2191	195	199	264	228

ENGAGEMENT

Searches 5,697

Desktop 22.1 Properties Viewed on Average

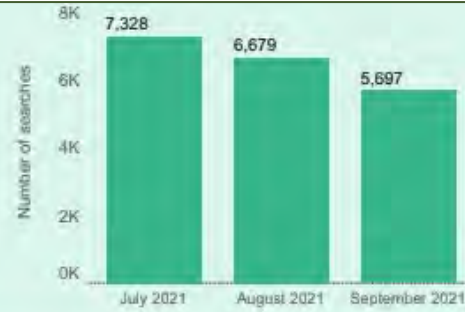
Mobile 42.9 Properties Viewed on Average

Book › Direct Network Desktop 43.7 Properties Viewed

Book › Direct Network Mobile 37.8 Properties Viewed

Bounce Rate 32.65%

Book › Direct Network Bounce Rate 29.58%



DURATION

Overall 4.2 min

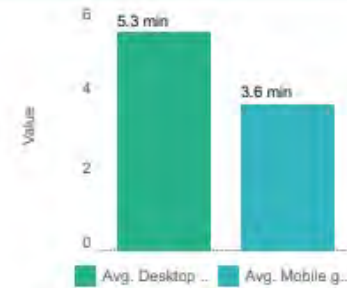
Desktop 5.3 min

Mobile 3.6 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.6 min

Global Mobile Average: 3.1 min



DEVICE BREAKDOWN

Desktop 40.1%

Mobile 59.9%

Global Average on Desktop: 37.3%

Global Average on Mobile: 62.7%



Desktop Users Mobile Users

TOTAL REFERRALS TO PROPERTIES; 3,077

Overall Search to Referral Ratio 54.01%

Desktop 194.49%

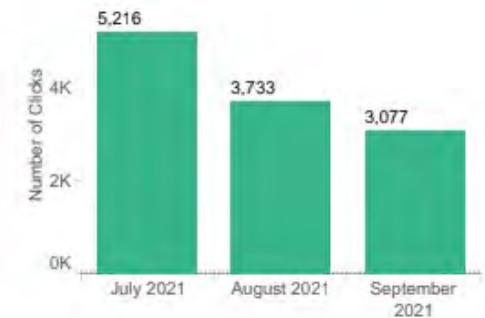
Mobile 35.54%

BOOK › DIRECT NETWORK
SEARCH TO REFERRAL RATIOS

Overall 77.81%

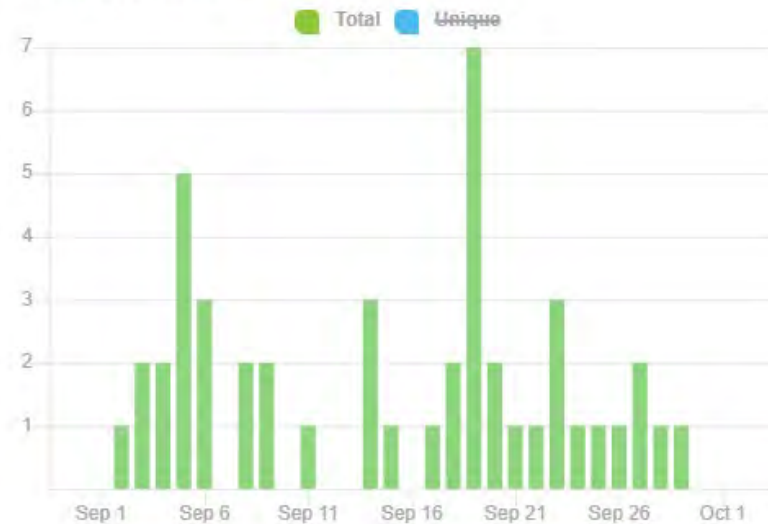
Desktop 149.68%

Mobile 42.15%



VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	45	97.83%
2	United Kingdom	1	2.17%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	10	21.74%
2	Newark	7	15.22%
3	New York	3	6.52%
4	Temecula	3	6.52%
5	Torrance (Delthorne)	2	4.35%

Show less ^

ADARA MEDIA IMPACT

September 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 46,539

Hotel Revenue Generated



132

Hotel Bookings



18,107

Hotel Searches

Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Los Angeles	57.2
San Diego	6.2
New York	4.1
Denver	2.8
Palm Springs	2.1
Atlanta	2.1
San Francisco Bay Area	2.1
Ft Myers	1.4
Philadelphia	1.4
Amsterdam	1.4

204

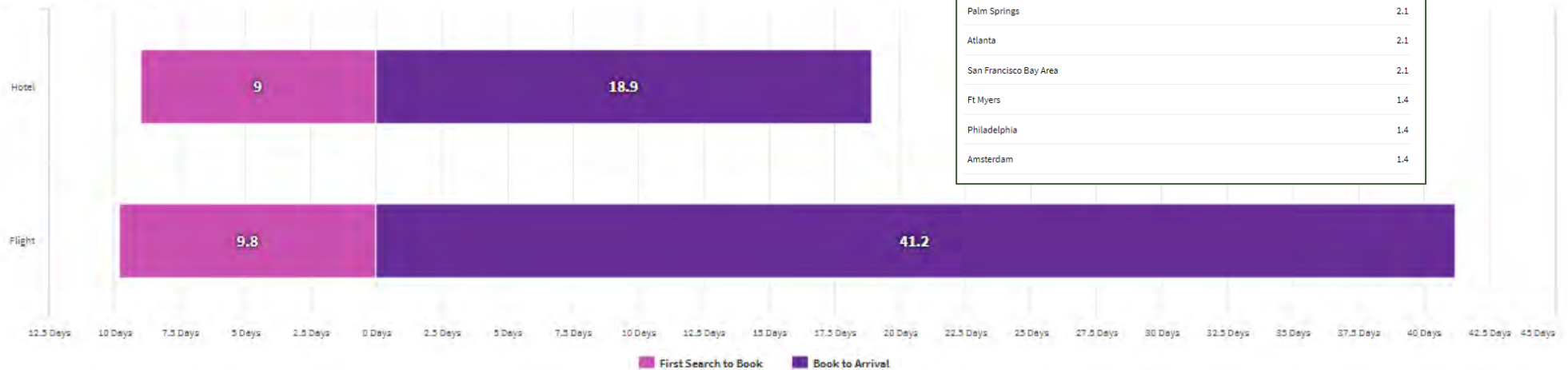
Flight Bookings



3,633

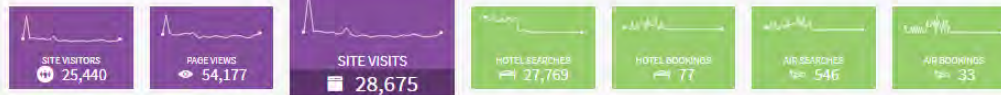
Flight Searches

Trip Planning Window

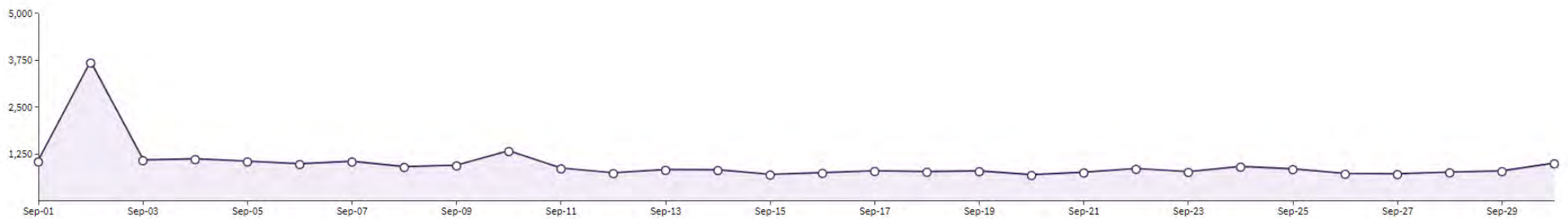


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



162

Total Travelers

128

Total Nights

\$ 27,704

Total Revenue

9.7

Avg. Search to Booking

20.7

Avg. Advance Purchase

1.7

Avg. Length of Stay

2.1

Avg. # of Travelers

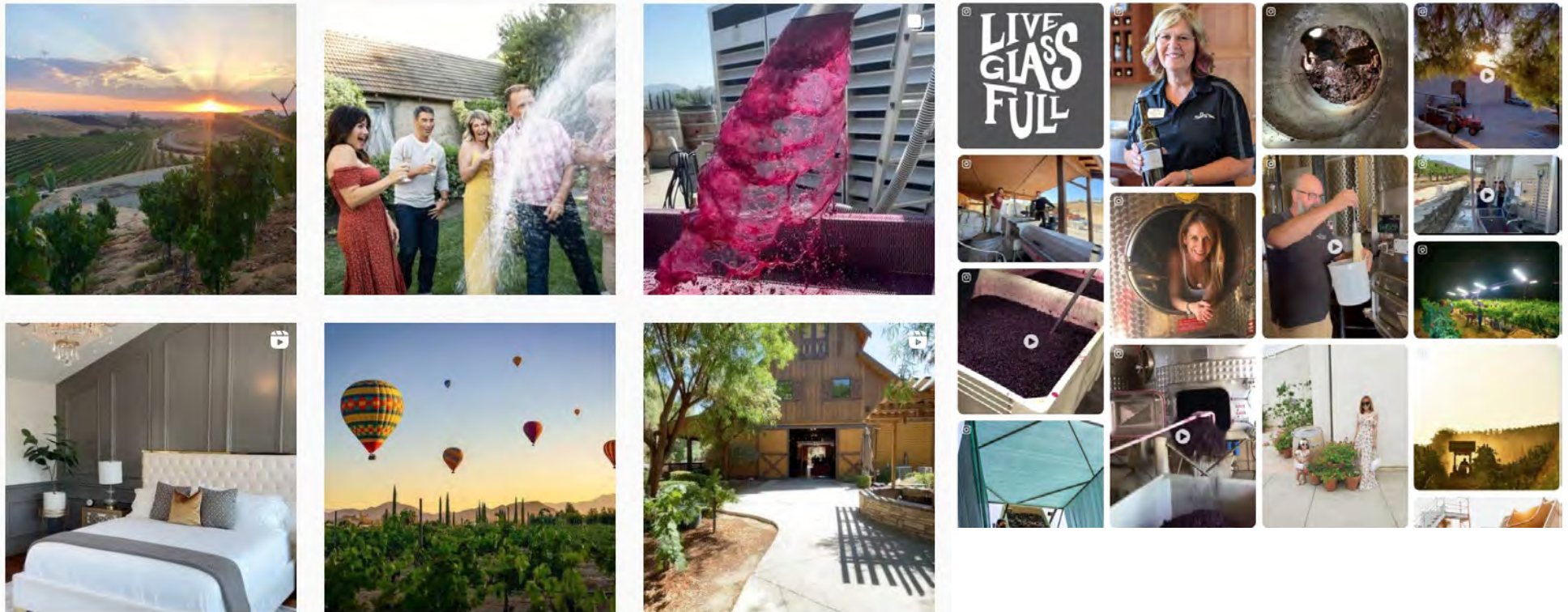
\$ 216.43

Avg. Daily Rate (ADR)

The Website Impact Pixel links our website visitors to travel outcomes.

SOCIAL MEDIA STORIES & POSTS

September was California Wine Month. For the entire month, we reshared stories showing videos and pictures of harvest, featured wine specials, and grape stomp events being put on by wineries. Our website widgets displayed imagery of posts using hashtags #visitemecula and #liveglassfull. The Temecula Valley Winegrowers Association provided the wineries with a social media schedule for Wine Month and we were able to share posts on our Wine Month landing page. This month we were also able to start a couple of giveaways for #LiveGlassFull merchandise. We will continue to do more giveaways throughout the year to increase brand awareness. We are close to reaching 5k followers on TikTok, and some of the videos that we have curated from our partners have gotten a lot of views. We will continue to curate and film videos and we are looking into advertising opportunities on the platform. On our story platforms, we are making sure to include call-to-actions links that directly link to our partner websites. We want to minimize the amount of times our fans must click to increase the chances of getting a conversion. Next month, we will focus on fall foods and events, and we will create an Instagram guide to feature our partners.



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





October 2021 BOARD REPORT

2021 October Performance & Activity Report

Occupancy (%)	2020												2021						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	26.7	41.0	56.4	58.5	64.7	67.0	67.0	59.4	48.6	46.0	65.3	68.3	77.2	79.5	80.5	78.4	68.1	69.4
	Last Year	73.0	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.6	42.9	26.7	41.0	55.4	58.5	64.7	67.0
Percent Change	-63.3	-43.9	-31.8	-22.3	-7.5	-7.1	-4.8	-10.9	-23.4	-25.1	-10.0	59.3	188.7	93.6	45.3	34.0	5.2	3.4	
ADR	2020												2021						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	72.18	80.55	97.57	102.45	106.75	116.72	127.60	119.24	94.88	97.28	112.65	121.72	135.70	147.22	157.48	165.31	155.60	161.35
	Last Year	123.80	133.59	136.75	125.81	131.01	127.53	128.97	127.44	106.86	112.58	120.60	104.82	72.18	80.58	97.57	102.45	108.75	116.72
Percent Change	-41.7	-39.7	-28.7	-18.4	-17.0	-8.5	-1.1	-6.4	-13.6	-13.6	-6.8	16.3	89.0	82.7	61.4	61.4	43.1	38.2	
RevPAR	2020												2021						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	10.30	33.07	54.06	59.96	70.40	78.26	85.48	70.86	48.11	47.71	73.59	83.11	104.77	116.08	126.78	129.62	105.94	111.90
	Last Year	90.34	97.77	111.07	94.96	91.72	92.02	90.74	94.55	69.74	73.87	87.53	44.84	19.30	33.07	54.06	59.96	70.40	78.26
Percent Change	-78.8	-66.2	-51.3	-36.7	-23.2	-15.0	-5.8	-25.1	-33.9	-35.2	-15.9	85.3	442.7	253.8	134.5	110.2	50.5	43.0	
Supply	2020												2021						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	39,390	44,557	46,170	54,746	54,746	52,980	54,746	52,980	54,746	54,746	49,448	58,590	56,700	58,559	56,070	56,559	58,559	56,070
	Last Year	52,980	54,746	52,980	54,746	54,746	52,980	54,746	52,980	54,746	54,746	49,448	54,746	39,390	44,557	46,170	54,746	54,746	52,980
Percent Change	-25.7	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	43.9	30.5	15.3	7.0	7.0	7.0	
Demand	2020												2021						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	10,535	18,412	27,244	32,042	35,443	35,522	36,077	31,494	26,008	26,849	32,300	40,006	43,774	49,532	45,822	45,917	39,870	39,304
	Last Year	38,660	40,066	43,031	41,256	38,328	38,220	38,518	39,308	34,750	35,826	38,889	23,464	10,535	18,412	27,244	32,042	35,443	35,522
Percent Change	-72.7	-54.0	-36.7	-22.3	-7.5	-7.1	-4.8	-10.9	-23.4	-25.1	-10.0	70.5	315.5	152.7	67.5	43.3	12.5	10.6	
Revenue	2020												2021						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	760,409	1,483,205	2,656,078	3,282,695	3,854,376	4,146,165	4,079,882	3,574,195	2,624,487	2,611,971	3,638,861	4,869,589	5,040,183	6,850,235	7,194,733	7,560,356	6,203,795	6,341,528
	Last Year	4,786,103	5,582,266	5,894,290	5,182,347	5,021,303	4,875,042	4,987,537	5,009,										

STR REPORT - Week of Oct 31,2021

	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		Current Week																
Occupancy (%)	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	This Year	72.1	59.4	60.6	67.6	73.3	87.5	93.6	73.9	63.8	66.1	70.0	76.6	84.6	91.7	58.4	49.3	55.0	62.1	73.2	76.7	80.0	51.2	56.7	62.0	68.0	74.3	85.7	82.1	69.7	70.8	
	Last Year	61.6	54.6	54.5	57.9	62.3	87.0	94.0	60.4	50.4	51.0	53.2	56.6	65.6	80.4	91.3	58.4	53.6	56.7	60.9	65.8	69.5	77.3	47.5	44.9	48.8	58.2	58.2	73.8	94.1	69.3	63.5
Percent Change		17.0	8.8	11.3	16.7	17.6	5.4	-0.8	22.4	25.1	24.1	23.7	16.7	5.5	0.5	0.0	-8.0	-3.1	2.0	11.2	10.3	3.5	7.8	26.3	33.1	25.1	27.8	16.2	9.4	19.7	11.7	
ADR	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	This Year	130.90	120.10	118.73	116.38	123.09	226.94	124.91	120.94	120.61	120.19	133.53	218.09	260.56	131.43	114.07	113.64	115.92	129.44	212.12	237.43	124.70	116.11	118.49	120.79	135.07	228.49	249.97	185.82	163.09		
	Last Year	106.70	94.19	94.51	94.67	102.97	181.33	190.13	106.56	90.82	92.96	93.77	106.76	193.33	189.51	109.59	90.06	93.58	109.09	90.96	156.34	165.93	105.93	92.68	91.47	93.68	104.34	156.92	177.49	124.39	124.92	
Percent Change		22.7	27.5	26.7	22.9	29.3	40.7	34.2	17.2	33.2	29.9	28.2	25.1	36.9	39.2	21.0	29.5	21.4	20.6	30.9	35.7	41.3	17.7	25.3	23.5	28.9	23.5	45.6	40.8	92.7	30.6	
RevPAR	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	This Year	94.38	71.34	72.57	76.68	97.58	198.46	238.74	92.31	77.21	79.68	84.18	102.29	218.24	123.04	76.74	56.28	62.51	71.98	194.70	162.60	189.92	63.84	65.83	73.51	79.74	100.39	195.93	230.12	116.61	116.55	
	Last Year	65.74	51.42	51.40	54.84	64.19	133.83	179.04	64.32	46.33	49.43	51.10	70.06	159.02	137.07	63.40	48.72	53.10	60.49	85.12	106.82	126.25	50.03	41.62	42.63	49.44	60.68	116.78	149.34	72.93	79.26	
Percent Change		43.6	36.7	41.0	43.5	52.0	48.3	33.3	43.5	66.6	61.2	58.5	46.0	41.4	20.0	19.5	17.7	21.3	45.4	49.7	48.1	26.8	58.2	55.2	72.5	61.3	65.5	69.1	54.1	58.7	45.8	
Supply	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	This Year	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	
	Last Year	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	
Percent Change		7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0		
Demand	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	This Year	1362	1162	1145	1277	1385	1562	1768	1396	1206	1248	1323	1447	1610	1733	1103	932	1039	1173	1382	1448	1611	967	1071	1172	1247	1404	1619	1739	921	937	
	Last Year	1089	1022	964	1022	1101	1465	1683	1066	801	840	1001	1169	1458	1612	1031	847	1002	1078	1182	1227	1385	839	793	923	932	1027	1363	1483	809	828	
Percent Change		25.2	16.2	19.0	24.8	25.9	12.9	6.3	31.0	33.9	32.8	32.3	24.8	12.8	7.5	7.0	-16	3.7	9.1	18.9	16.0	10.7	15.3	26.1	24.2	33.8	36.7	24.3	17.0	28.0	19.4	
Revenue	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	This Year	178,279	134,795	137,088	146,820	184,334	374,899	459,373	174,377	145,898	150,518	153,012	183,217	349,166	451,547	144,862	106,309	180,076	135,977	378,882	307,145	386,793	120,585	124,249	136,886	150,621	183,635	363,928	434,705	152,688	6,111,445	
	Last Year	116,092	83,079	80,921	86,644	112,362	226,234	316,993	110,892	81,627	87,129	93,768	109,919	157,898	191,969	116,988	86,044	137,789	102,251	244,897	191,032	226,416	82,673	82,673	97,212	107,854	120,443	263,707	339,818	980,355	3,954,180	
Percent Change		53.6	48.4	50.8	53.5	62.6	58.6	42.6	53.5	78.3	72.4	63.6	55.2	54.4	48.6	29.5	23.6	25.3	51.6	55.6	60.1	58.6	26.7	63.2	64.5	72.5	77.0	80.9	84.8	58.8	55.8	
Census	Oct															Nov							Current	Run								
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	Week	28		
	Census Props	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889	1889
	% Rooms/Participants	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6

2021 October Performance & Activity Report

AIRDNA

[Terms and Conditions](#)[illegible]

AIRDNA

3,459	4,421	27.8%	1,934	2,352	21.6%	336,256	512,841	52.5%	42,521	43,773	2.9%	20,616	24,150	17.1%	3,319,710	4,805,563	44.8%
1,093	852	-22.0%	618	446	-27.8%	97,486	92,202	-5.4%	13,250	11,810	-10.9%	6,815	6,022	-11.6%	1,006,510	1,143,499	13.6%
2,366	3,569	50.8%	1,316	1,906	44.8%	238,771	420,639	76.2%	29,271	31,963	9.2%	13,801	18,128	31.4%	2,313,200	3,662,065	58.3%
1,281	1,377	7.5%	614	748	21.8%	162,113	229,800	41.8%	14,368	15,240	6.1%	6,729	8,148	21.1%	1,582,338	2,266,385	43.2%
1,528	1,745	14.2%	924	988	6.9%	378,900	548,225	44.7%	18,632	17,162	-7.9%	9,838	9,845	0.1%	3,641,559	4,596,404	26.2%
5,495	6,386	16.2%	3,378	3,609	6.8%	2,770,977	3,591,423	29.6%	70,615	69,301	-1.9%	36,663	40,393	10.2%	26,273,522	34,422,116	31.0%

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Ten Months Ending October 31, 2021

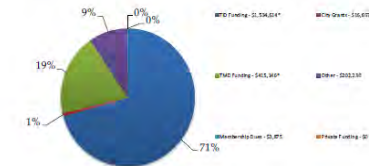
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 1,534,614	\$ 1,534,614
City Grants	-	16,697	16,697
TMD Funding	-	415,146	415,146
RC Tourism Grant	-	182,999	182,999
Program Service Revenues:			
Merchandise Sales	6,259	-	6,259
Cost of Merchandise Sold	(1,680)	-	(1,680)
Merchandise Sales, Net	4,579	-	4,579
Membership Dues	3,875	-	3,875
Ticket Sales	5,830	-	5,830
Print Advertising	7,045	-	7,045
Interest Income	97	-	97
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	1,587,303	(1,587,303)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	1,608,729	562,153	2,170,882
EXPENSES			
Program Services:			
Advertising-Printed Marketing	921,338	-	921,338
Marketing Personnel Costs	358,794	-	358,794
Advertising-Website	40,395	-	40,395
Dues & Report Services	42,006	-	42,006
Promotional Items	10,732	-	10,732
Event Hosting	27,751	-	27,751
Travel & Entertainment	3,784	-	3,784
FAM Tours / Site Visits	6,180	-	6,180
Operational:			
Professional Fees	107,295	-	107,295
Personnel Costs	69,664	-	69,664
Rent	40,767	-	40,767
Printing	19,053	-	19,053
Insurance	7,101	-	7,101
Office Supplies	9,336	-	9,336
Telephone	3,274	-	3,274
Credit Card Processing	3,112	-	3,112
Property Taxes	6,551	-	6,551
TOTAL EXPENSES	1,677,133	-	1,677,133
CHANGE IN NET ASSETS	(68,404)	562,153	493,749
NET ASSETS, December 31, 2020	(12,508)	1,017,998	1,005,490
NET ASSETS, October 31, 2021	\$ (80,912)	\$ 1,580,151	\$ 1,499,239

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Revenue Sources

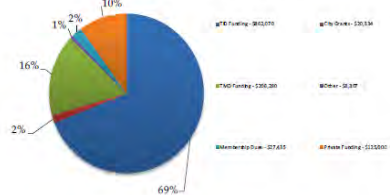
For the Ten Months Ending October 31, 2021 and October 31, 2020

Revenue Sources January - Oct 2021



* Interim TID funding amounts are estimated.

Revenue Sources January - Oct 2020

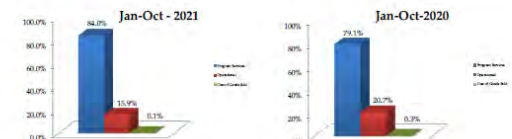


TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Expense Allocation

For the Ten Months Ending October 31, 2021 and October 31, 2020

Combined Activity:



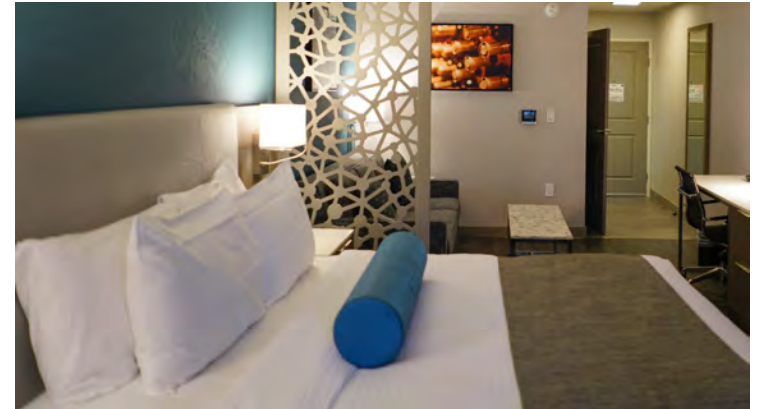
TID Activity (includes carryforward expenses):



GROUP SALES

2021 October Performance & Activity Report

Leads continue to flow through Cvent and partners are slow to respond or turn down based on our rate, staff and current occupancy trends. Labor and workforce continues to be challenged with housekeeping and catering staff and shortage on cooks. VTV is focused on 2022 planning to support our partner. California still has meeting restrictions and vaccine mandates. Some meeting planners require Negative Test Verification, Record Retention for outbreak tracking and all non-vaccinated attendees must wear masks, planners are reporting meeting attendance is still down by now more than 25%. Hybrid meetings are a common request which has its limits due to technology requirements and lack of infrastructure. VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.



★	RFP Name	RFP Code	Assigned To	Proposal Status	Response Due Date	RFP Received Date
☆	NCJFCJ 86th Annual Conferen... <input type="button" value="v"/>	K2NJ4ZTF6XP		Awaiting Proposal	Sep 20, 2021	Sep 3, 2021
☆	DSW EVENT <input type="button" value="v"/>	HFNZWWNBH67		Awaiting Proposal	Oct 18, 2021	Oct 14, 2021
☆	Owens Corning - Components ... <input type="button" value="v"/>	M3NCXQJ3ZN7		Awaiting Proposal	Oct 20, 2021	Oct 20, 2021
☆	SF- Business Plan meeting -11... <input type="button" value="v"/>	ZNN46Y68BJ3		Awaiting Proposal	Oct 21, 2021	Oct 19, 2021
☆	MSA Annual Conference <input type="button" value="v"/>	KWNGQFSQ725		Awaiting Proposal	Oct 22, 2021	Oct 19, 2021
☆	Texas Land Title Association 11... <input type="button" value="v"/>	LJNW5HDJTNS		Awaiting Proposal	Nov 5, 2021	Nov 3, 2021
☆	Salesforce PKO 2022 Event <input type="button" value="v"/>	XKNMYL7GYLF		Awaiting Proposal	Nov 8, 2021	Nov 4, 2021
☆	PCA Zone 8 2021 <input type="button" value="v"/>	LKNN8CCCXWF		Awaiting Proposal	Nov 11, 2021	Nov 10, 2021
☆	2022 Crush Challenge - February <input type="button" value="v"/>	MKN9N6CL4MM		Turned Down	Oct 18, 2021	Sep 30, 2021
☆	SF-Mission Viejo Fall Planning-... <input type="button" value="v"/>	VHNKM9PNY47		Receipt Confirmed	Oct 4, 2021	Aug 20, 2021
☆	NASFA 2022 National Confere... <input type="button" value="v"/>	KZNFJPK7MKQ		Receipt Confirmed	Oct 29, 2021	Oct 10, 2021

PUBLIC RELATIONS EARNED

2021 October Performance & Activity Report

MEDIA/PR STATS

	Current (October 2021)	Previous (September 2021)	% Change
Articles Generated	7	3	133%
Contacts Added	1	7	-86
Media Events	2	2	0%
Total Members Featured	27	49	-45%
Active Contacts	2,456	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
686	171	25%

OCTOBER COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	0	0
Digital Influencer	1	27,400	\$649
Magazine	3	1,804,389	\$155,895
Newspaper	0	0	0
Online	2	899,860,000	\$20,131,210
Broadcast	0	0	0
Total	5	2,117,190	\$34,738

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	October 2021	2021 YTD	October 2021	2021 YTD
---	\$0.00	\$0.00	\$0.00	\$3,714.00
Total	\$3,315.00	\$3,345.00	\$3,800.00	\$7,809.00

Visit California held their first in-person event, the Los Angeles Media Reception. It was a big success. A post-trip report has been submitted showing all the highlights of the event. There were 33 media in attendance.

Most media are comfortable visiting again on press trips, we hosted three in October with more scheduled. They all are very comfortable with the businesses and where they stay.

We also met with Make Music Temecula, a new organization promoting local musicians, to see how we can work together in the future.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Temecula Patch	7
MSN	4
Temecula Valley News	4
VisitCalifornia.com	3
Inland Empire Magazine	2
PureWow	2
The Travel Mom	2
ABC 7 Los Angeles	1
AvantStay.com	1
360 Magazine	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	13

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	1	2
PR Familiarization Tours - International	0	0
Hosted Press Trips - Domestic	3	11
Hosted Press Trips - International	0	0
Coverage Received	7	64
Coverage Impressions	901,719,189	4,230,596,012
Coverage Value	\$20,288,403	\$87,914,478

PUBLIC RELATIONS EARNED

2021 October Performance & Activity Report

13 New Hotels in Wine Country

Four Seasons Resort & Residences Napa Valley is just one in a slate of new hotels opening in wine country up and down the West

Walk into the lobby of the new [Four Seasons Resort and Residences Napa Valley](#), and you'll find oversized pendants suspended from the ceiling, with heavy chains that pile up on the live edge wood tables beneath them. White, vaulted ceilings beckon you to the front desk, where a two-tone geometric art piece anchors the wall.

Welcome to one of the most anticipated new places to stay in [California wine country](#). And good news: The resort is just one in a slate of [new hotels](#) opening in wine regions up and down the West. From Napa Valley to Oregon and beyond, these stunning spots offer thoughtful amenities and luxe places rest your head after a full day of tasting.

Bolero at Europa Village



The New Inn



Press Trips



Press Trip

Katherine McMahon
Influencer
[@vineyardsandvoyages](#)

This was a first-time visit; she went above and beyond our expectations.



Press Trip

Ciara Johnson
Influencer - [@hey_ciara](#)

This was a co-op with Visit California. She was on a sponsored trip visiting three cities.



Press Trip

Abbie Kozolchik
Freelance

She on story assignment for TravelZoo as well as doing research for other potential stories.



Sunset

msn

FOOD WINE TRAVEL FWT Magazine
THE OFFICIAL IFWTTWA MAGAZINE

INLANDEMPIRE
MAGAZINE

Patch

BRAND MARKETING

2021 October Performance & Activity Report



Temecula Valley
CRAFTHOP
BEER TOUR

ENJOY SIGNATURE BEERS FROM OUR LOCAL BREWERIES & COLLECT A **FREE BREWERY LOGO GLASS*** AT EACH STOP ALONG THE WAY

TEMECULA VALLEY IS A DESTINATION THAT CELEBRATES THE MAKERS OF THE COMMUNITY AS MUCH AS THEIR PRODUCT AND INVITES YOU TO INTERACT WITH THEM AND THEIR CRAFT

INLAND VALLEY BREWING CO.
SOLARIS BEER & BLENDING
BROOKVIEW BREWING (LEVO)
REFUGEE BREWERY
CRAFT BREWING COMPANY
STONE CHURCH BREWING
STONE CHURCH BREWING (OUTPOST)
AFTERSHOCK BREWERY
GARAGE BREWING
WILD BARREL BREWING COMPANY
OSCAR'S BREWING COMPANY

FRIDAY & SATURDAY NOVEMBER 12 & 13, 2021



October had a big push for new creative as we got out in the field and got to visit more of our members. All the footage will be used for social media posts and future advertising within the Live Glass Full campaign.

We also were busy working on creative for the first annual Craft Hop Beer Tour in November. We are very excited to see the engagement and hope to see you out there!

WEBSITE TRAFFIC

Continent

Region

Channel

Device

Oct 1, 2021 - Oct 31, 2021

Users
48,552

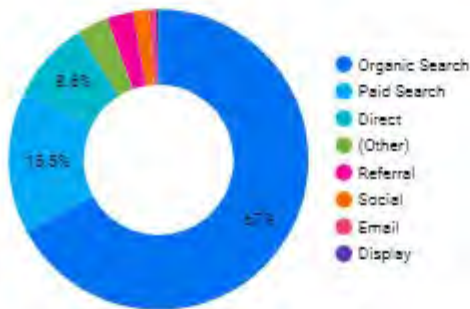
Sessions
59,209

Bounce Rate
49.26%

Goal Completions
14,237

Avg. Time on Page
00:01:39

Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Behavior

Conversions

Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
59.2K	48.6K	46.7K	49.3%	2.3	02:07	24.0%	14.2K	No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	38,590	33,000	30,478	47.32%	2.26	00:02:09	11.59%	4,473	\$0
google / cpc	9,224	7,989	7,295	45.87%	2.44	00:02:05	76.95%	7,098	\$0
(direct) / (none)	5,109	4,332	4,303	67.04%	1.75	00:01:37	24.35%	1,244	\$0
visitcalifornia.co...	861	749	651	43.55%	2.59	00:02:07	28.69%	247	\$0

SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

841,419 ↘ 12.4%

Engagements ⓘ

12,660 ↘ 29.4%

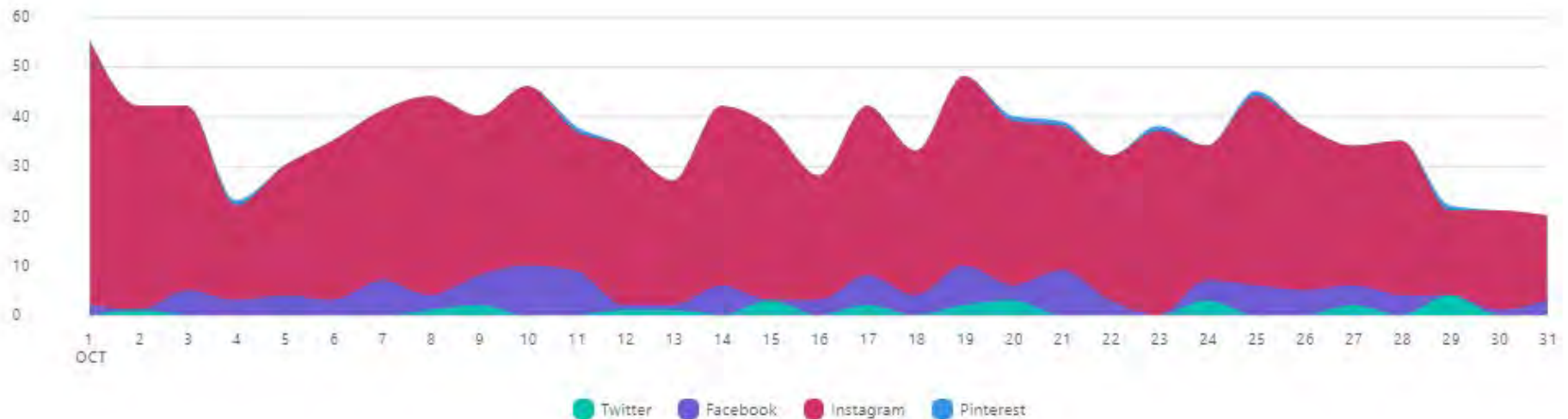
Post Link Clicks ⓘ

1,376 ↗ 8.8%

Audience Growth

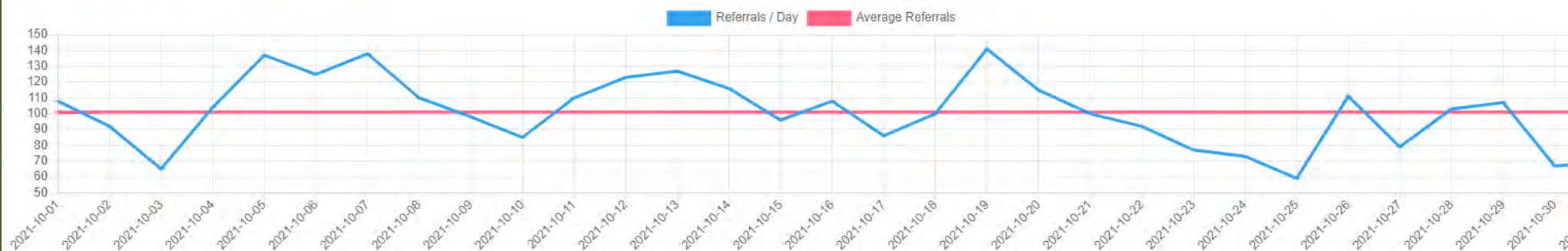
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals Line Graph | Bar Graph



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
5962	4766	246	312	388	250

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
5962	12	4060	121	4	1556	209

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
3121	2231	207	170	291	222

ENGAGEMENT

Searches 5,964

Desktop 23.2 Properties Viewed on Average

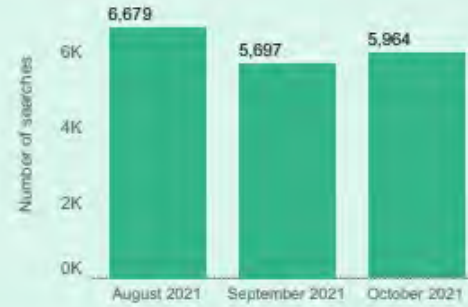
Mobile 45.3 Properties Viewed on Average

Book > Direct Network Desktop 41.1 Properties Viewed

Book > Direct Network Mobile 35.7 Properties Viewed

Bounce Rate 31.66%

Book > Direct Network Bounce Rate 27.80%



DURATION

Overall 3.6 min

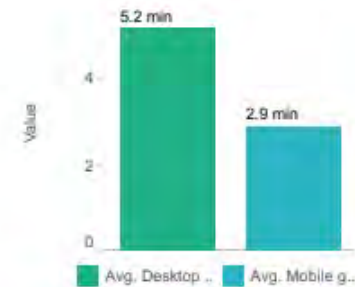
Desktop 5.2 min

Mobile 2.9 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.6 min

Global Mobile Average: 3.1 min



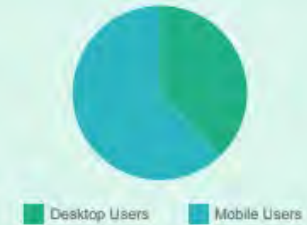
DEVICE BREAKDOWN

Desktop 37.8%

Mobile 62.2%

Global Average on Desktop: 35.9%

Global Average on Mobile: 64.1%



TOTAL REFERRALS TO PROPERTIES: 3,121

Overall Search to Referral Ratio 52.33%

Desktop 194.73%

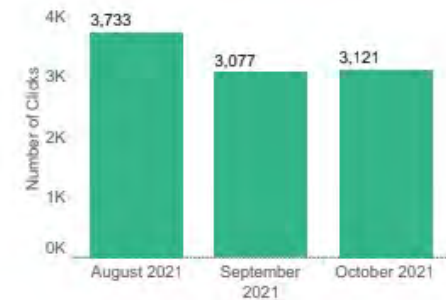
Mobile 35.75%

BOOK > DIRECT NETWORK
SEARCH TO REFERRAL RATIOS

Overall 73.09%

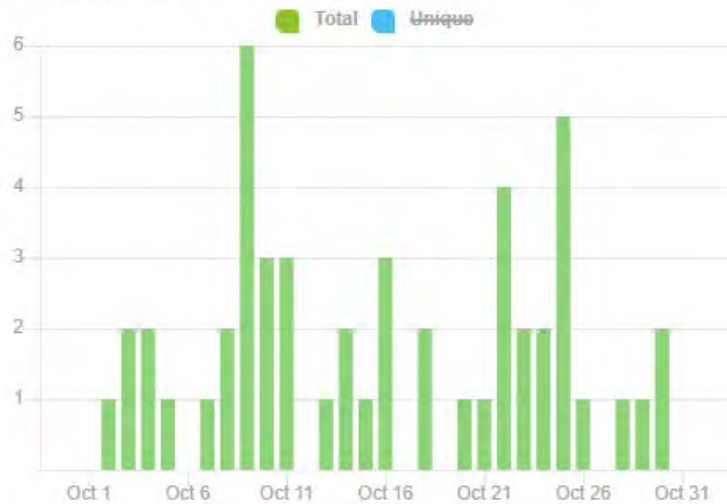
Desktop 148.51%

Mobile 41.66%



VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	49	98%
2	Ukraine	1	2%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	14	28%
2	Newark	9	18%
3	New York	5	10%
4	Dallas	3	6%
5	San Jose	2	4%
6	Chicago	2	4%

ADARA MEDIA IMPACT

October 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 45,225

Hotel Revenue Generated

120

Hotel Bookings



13,950

Hotel Searches

28

Flight Bookings



530

Flight Searches

Top Origin Markets - Hotel Bookers



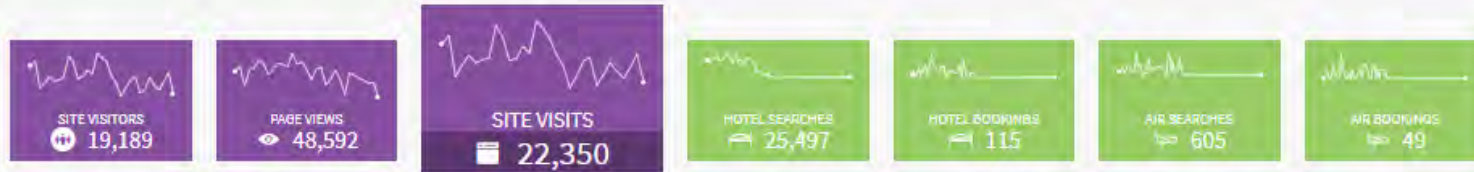
Market	Percentage of Travelers
Los Angeles	44.5
San Diego	8.2
Dallas-Ft Worth	6.2
Philadelphia	6.2
New York	4.8
Colorado Springs	2.1
Palm Springs	2.1
Phoenix	2.1
Atlanta	2.1
Yakima	1.4

Trip Planning Window

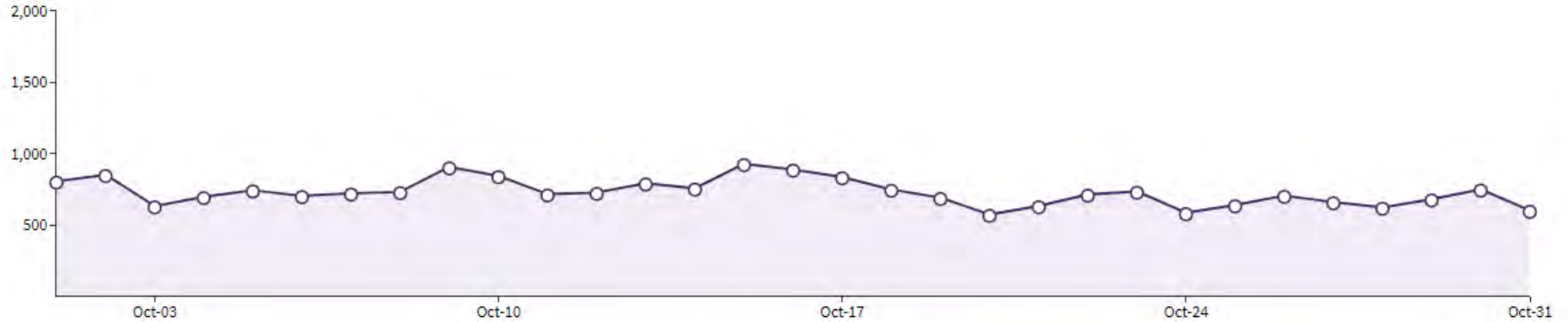


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits (%)



223	171	\$ 34,145	4.9	19.8	1.5	1.9	\$ 199.68
Total Travelers	Total Nights	Total Revenue	Avg. Search to Booking	Avg. Advance Purchase	Avg. Length of Stay	Avg. # of Travelers	Avg. Daily Rate (ADR)

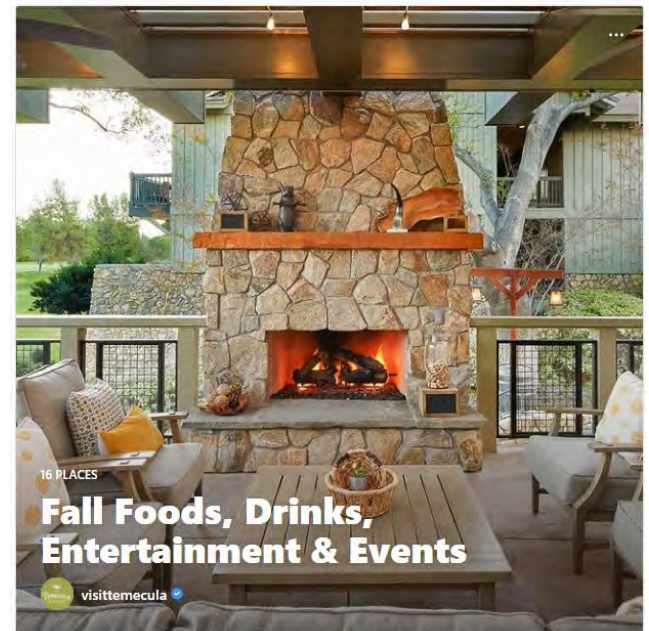
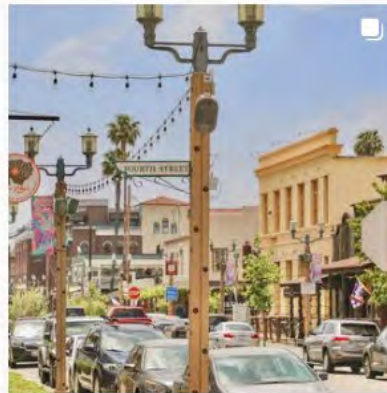
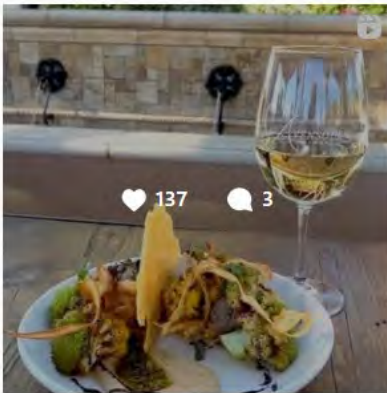
The Website Impact Pixel links our website visitors to travel outcomes.

SOCIAL MEDIA STORIES & POSTS

In October, we began our promotion for fall, foods, drink, entertainment & events. We created an Instagram Guide to showcase food items, events, and experiences being offered by our partners throughout the month. Our short form videos on Instagram Reels and TikTok featured vacation rentals, resorts, shopping, and breweries. From now until the end of November, we will continue to feature unique experiences to show the beauty of fall in Temecula Valley.

This month we will also begin promoting our Crafthop Beer Tour taking place on November 12th and 13th. We will be advertising this event through Instagram stories, paid advertising on Facebook, a dedicated website landing page, and through printed posters with QR codes. Our partners will be tagged in our posts, and they will be encouraged to share the event on their feeds as well.

We are currently working on adding new Live Glass Full Packages to our website for our \$50 Dining Offer. Guests will be required to stay 2 nights midweek to book this special offer. The offers will be promoted on our story feed, website, and Google Ad campaigns.



Plan a visit to Temecula Valley Southern California Wine Country for food, wine, entertainment, and unique harvest-themed activities during the changing of colors on the vines. The Mavericks & Makers behind fall events and activities bring the season to life in Temecula Valley. Visitors are encouraged to extend their stay around these fall events to get the most out of the experience. Find out where to stay and start planning your trip at [VisitTemeculaValley.com](https://www.visittemeculavalley.com).

partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





November 2021 BOARD REPORT

OCCUPANCY

2021 November Performance & Activity Report

STR REPORT - October 2021

Occupancy (%)	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	This Year	410	55.4	58.5	64.7	67.0	67.0	59.4	48.6	49.0	65.3	68.3	77.2	79.5	80.5	78.4	68.1	69.4	71.4	72.3	57.1	70.9	71.9	59.1	68.2									
	Last Year	73.2	81.2	75.4	70.0	72.2	70.4	74.2	63.5	65.4	72.6	42.9	26.7	41.0	55.4	58.5	64.7	67.0	67.0	75.5	72.3	57.1	74.8	71.9	59.1									
Percent Change	-43.9	-31.8	-22.3	-7.5	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	59.3	188.7	93.6	45.3	34.0	5.2	3.4	6.5	-4.3	-21.0	24.1	-4.0	-17.7	15.3										
ADR	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	This Year	80.56	97.57	102.45	108.75	116.72	127.59	119.24	94.88	97.28	112.66	121.72	135.70	147.22	157.48	165.31	155.60	161.35	166.89	126.69	108.85	144.80	125.79	110.95	140.17									
	Last Year	133.59	136.75	125.61	131.01	127.53	128.97	127.44	109.86	112.58	120.60	104.62	72.18	80.56	97.57	102.45	108.75	116.72	127.59	124.56	126.69	108.85	124.50	125.79	110.95									
Percent Change	-39.7	-28.7	-18.4	-17.0	-8.5	-1.1	-6.4	-13.6	-13.6	-6.6	16.3	88.0	82.7	61.4	61.4	43.1	38.2	30.8	1.7	-14.1	33.0	1.0	-11.8	26.3										
RevPAR	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	This Year	33.07	54.06	59.96	70.40	79.26	85.49	70.86	46.11	47.71	73.59	83.11	104.77	116.98	126.78	129.62	105.94	111.90	119.13	91.62	62.17	102.65	91.62	62.17	102.65									
	Last Year	97.77	111.07	94.66	91.72	92.02	90.74	94.55	69.74	73.67	87.53	44.84	19.30	33.07	54.06	59.96	70.40	79.26	85.48	94.08	91.62	62.17	93.18	90.40	85.62									
Percent Change	-66.2	-51.3	-36.7	-23.2	-15.0	-5.8	-25.1	-33.9	-35.2	-15.9	85.3	442.7	253.8	134.5	116.2	50.5	43.0	39.4	-2.6	-32.1	65.1	-3.0	-27.4	45.6										
Supply	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	This Year	44,857	49,370	54,746	54,746	52,960	54,746	52,960	54,746	54,746	49,448	56,590	56,700	56,559	56,870	56,559	56,559	56,870	56,559	523,784	508,575	567,060	630,190	617,301	674,786									
	Last Year	54,746	52,960	54,746	54,746	52,960	54,746	52,960	54,746	54,746	49,448	54,746	59,390	44,957	49,370	54,746	54,746	52,960	54,746	494,640	523,784	508,575	591,569	630,190	617,301									
Percent Change	-18.1	-7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	43.9	30.5	15.3	7.0	7.9	7.0	7.0	9.3	-3.8	11.3	6.4	-2.0	9.3										
Demand	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	This Year	18,412	27,244	32,042	35,443	35,522	36,679	31,484	26,608	26,849	32,300	40,006	43,774	46,532	45,622	45,917	39,870	39,304	41,801	383,128	291,056	401,975	452,879	365,120	460,061									
	Last Year	40,066	43,031	41,256	38,328	38,226	38,518	39,308	34,756	35,826	35,889	23,464	10,535	18,412	27,244	32,042	35,443	35,522	36,679	366,046	383,128	291,056	435,295	452,879	365,120									
Percent Change	-54.0	-36.7	-22.3	-7.5	-7.1	-4.8	-19.9	-23.4	-25.1	-10.0	70.5	315.5	152.7	67.5	43.3	12.5	10.6	14.0	4.7	-24.0	38.1	4.0	-19.4	26.0										
Revenue	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	This Year	1,483,205	2,650,078	3,282,695	3,854,376	4,146,166	4,679,877	3,754,195	2,524,487	2,611,971	3,636,861	4,869,589	5,940,183	6,850,235	7,184,733	7,590,356	6,203,796	6,341,520	6,976,205	48,539,185	31,681,349	58,207,449	56,966,889	40,508,745	64,486,132									
	Last Year	5,352,266	5,884,290	5,182,347	5,021,303	4,875,042	4,967,537	5,009,219	3,818,177	4,033,273	4,328,395	2,454,084	760,409	1,483,205	2,650,078	3,282,695	3,854,376	4,146,166	4,679,877	45,595,083	48,539,185	31,681,349	54,193,475	56,966,889	40,508,745									
Percent Change	-72.3	-54.8	-36.7	-23.2	-15.0	-5.8	-25.1	-33.9	-35.2	-15.9	98.4	681.2	361.9	170.3	131.2	61.0	52.9	49.1	6.5	-34.7	83.7	5.0	-28.9	59.2										
Census %	2020												2021												Year To Date					Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021										
	Census Props	18	19	20	20	20	20	20	20	20	21	21	21	21	21	21	21	21	21	18,412	27,244	32,042	18,412	27,244	32,042									
	Census Rooms	1447	1639	1766	1766	1766	1766	1766	1766	1766	1766	1890	1890	1889	1889	1889	1889	1889	1889	144,700	163,900	176,600	144,700	163,900	176,600									
% Rooms Participants	79.5	92.7	86.0	86.0	86.0	93.2	93.2	93.2	93.2	93.2	93.7	93.7	93.6	93.6	93.6	93.6	93.6	93.6	79.5	92.7	86.0	79.5	92.7	86.0										

STR REPORT - Week of Nov 28,2021

Occupancy %	Current Week																												Current Week	Run	MTT	
	Nov																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	This Year	65.0	61.6	68.4	75.2	81.3	90.4	85.6	64.2	60.0	62.6	59.1	63.8	73.7	86.0	69.6	59.2	57.4	68.8	86.2	93.1	80.5	44.3	46.7	51.8	56.7	62.3	79.0				92.4
	Last Year	62.3	59.1	63.8	81.4	67.1	79.8	94.1	53.9	48.3	56.1	56.1	61.3	52.0	61.4	47.7	60.7	56.5	85.4	62.4	42.7	45.9	45.4	46.1	56.3	68.7	74.1	61.9				68.8
Percent Change	24.2	20.0	12.3	22.4	21.1	0.9	-8.0	19.3	11.0	12.4	5.5	3.5	3.0	8.0	31.3	19.9	20.0	36.8	92.2	27.0	26.9	4.2	1.9	6.9	17.9	8.9	18.5	24.7				
ADR	Nov																												Current Week	Run	MTT	
	Dec																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	This Year	130.04	121.18	122.83	122.77	132.92	222.28	245.88	239.48	177.13	120.80	121.25	127.69	201.45	236.62	122.53	119.84	119.15	122.67	87.93	216.98	221.34	122.35	116.88	101.51	114.56	134.98	201.19				244.77
	Last Year	118.95	100.00	97.96	96.31	105.96	192.42	181.95	106.96	94.49	94.52	93.22	102.42	140.25	167.60	102.81	96.84	97.08	96.76	111.93	140.43	143.95	122.39	104.27	93.77	91.04	128.28	144.63				159.49
Percent Change	10.6	23.7	25.4	27.5	25.4	45.6	55.4	123.48	47.10	27.89	30.17	24.7	39.7	41.3	21.8	23.7	22.7	24.4	42.0	55.0	47.6	32.7	32.5	31.1	32.5	36.3	56.7	69.3				
RevPAR	Nov																												Current Week	Run	MTT	
	Dec																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	This Year	84.54	77.04	84.87	92.36	106.01	171.54	204.67	83.08	70.79	75.51	71.19	81.52	144.45	263.72	32.26	70.81	68.44	84.04	128.93	175.24	170.10	54.21	52.20	57.22	64.88	77.27	106.89				126.23
	Last Year	46.40	47.02	59.89	67.51	71.90	121.51	170.00	65.05	50.88	52.61	52.26	63.35	103.96	133.53	54.49	47.72	46.35	43.66	62.80	91.04	95.10	39.20	38.65	40.56	41.62	58.10	80.78				107.18
Percent Change	81.4	60.4	40.9	58.1	51.9	44.9	23.2	45.6	38.2	43.7	37.2	29.1	42.8	52.6	69.3	48.4	47.7	70.2	18.1	90.8	87.3	38.3	35.1	41.1	56.1	49.7	85.7	111.1				
Supply	Nov																												Current Week	Run	MTT	
	Dec																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	This Year	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089				1,089
	Last Year	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786	1,786				1,786
Percent Change	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	6.9	6.9	6.9				
Demand	Nov																												Current Week	Run	MTT	
	Dec																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	This Year	1,228	1,201	1,293	1,421	1,535	1,558	1,617	1,242	1,104	1,182	1,187	1,206	1,392	1,625	1,315	1,118	1,085	1,239	1,620	1,569	1,520	837	883	979	1,071	1,176	1,492				1,745
	Last Year	924	924	936	1,076	1,085	1,105	1,406	1,682	970	951	962	996	1,089	1,294	1,407	936	872	841	888	1,000	1,925	1,210	751	801	895	1,001	1,178				1,309
Percent Change	32.9	29.3	20.2	31.0	29.5	8.0	-2.7	27.9	19.1	19.2	20.2	12.6	10.7	18.1	95.5	40.5	28.2	29.7	44.3	62.8	35.8	35.7	15.5	9.0	14.4	26.0	27.5	26.7	22.3			
Revenue	Nov																												Current Week	Run	MTT	
	Dec																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	This Year	115,034	115,535	116,936	174,640	204,100	227,267	207,584	195,629	132,820	142,710	155,412	153,995	208,421	294,830	174,275	127,763	125,203	150,612	256,955	210,075	238,472	162,407	166,612	180,000	164,004	200,171	427,125				
	Last Year	62,288	61,948	105,430	143,593	124,558	104,193	155,548	100,730	59,514	89,956	92,347	92,384	115,035	183,597	235,809	96,228	116,947	119,498	179,697	182,196	167,942	63,228	68,487	71,621	73,506	91,133	151,228				169,259
Percent Change	84.4	78.6	50.7	87.0	62.5	57.2	31.8	55.9	47.8	59.3	42.8	51.7	63.2	81.1	58.7	58.0	28.0	33.91	40.81	100.3	44.3	28.7	28.8	65.5	125.6							
Census %	Nov																												Current Week	Run	MTT	
	Dec																															
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4				
	Census Pops	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089				1,089
	Census Rooms	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089	1,089				1,089
% Rooms Occupied	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6				

OCCUPANCY

2021 November Performance & Activity Report

AIRDNA REPORT



Monthly Trend - Temecula

This data is pulled through October 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](mailto:hello@airdna.co)

[Terms and Conditions](#)

October 2021 vs October 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	494	568	15.0%	443	526	18.7%	58%	56%	-2.9%	535	627	17.1%	311	353	13.7%
Private Room	82	55	-32.9%	73	52	-28.8%	55%	58%	4.3%	185	217	17.4%	103	126	22.5%
Shared Room	1	1	0.0%	0	0	0%	0%	0%	0%	0	0	0%	0	0	0%

Last Twelve Months October 2021 vs Last Twelve Months October 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	772	824	6.7%	719	766	6.5%	52%	57%	9.8%	478	566	18.5%	246	320	30.0%
Private Room	189	148	-21.7%	183	145	-20.8%	47%	48%	0.8%	130	188	44.1%	62	89	45.4%
Shared Room	1	1	0.0%	1	0	-100.0%	49%	0%	-100.0%	157	0	-100.0%	77	0	-100.0%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	163	181	11.0%	127	169	33.1%	58%	56%	-4.6%	183	214	17.0%	107	119	11.6%
Studio	72	40	-44.4%	40	36	-10.0%	54%	53%	-1.4%	160	197	23.3%	86	104	21.5%
1 bedroom	91	141	54.9%	87	133	52.9%	60%	56%	-6.7%	192	218	13.5%	116	123	5.9%
2 bedrooms	52	61	17.3%	51	57	11.8%	55%	52%	-5.7%	259	315	21.3%	142	162	14.4%
3 bedrooms	57	64	12.3%	54	60	11.1%	57%	52%	-8.8%	405	556	37.2%	232	290	25.2%
4+ bedrooms	222	262	18.0%	211	240	13.7%	59%	59%	0.0%	816	977	19.8%	480	575	19.8%

Submarkets (*)

Zipcode 92591	78	76	-2.6%	71	65	-8.5%	54%	60%	10.4%	443	534	20.7%	241	321	33.3%
Zipcode 92592	370	442	19.5%	339	415	22.4%	58%	56%	-4.3%	542	613	13.0%	316	342	8.2%
Zipcode 92590	46	50	8.7%	33	46	39.4%	63%	56%	-11.2%	644	884	37.3%	407	496	21.9%

Monthly Trend Plus - Temecula

This data is pulled through October 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](mailto:hello@airdna.co)

[Terms and Conditions](#)



October 2021 vs October 2020

Property Type	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	12,033	14,721	22.3%	6,983	8,291	18.7%	3,739,199	5,200,052	39.1%
Private Room	2,056	1,388	-32.5%	1,140	803	-29.6%	210,968	174,466	-17.3%
Shared Room	0	0	0%	0	0	0%	0	0	0%

Last Twelve Months October 2021 vs Last Twelve Months October 2020

Property Type	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	145,245	148,369	2.2%	74,860	83,939	12.1%	35,796,056	47,555,544	32.9%
Private Room	26,940	19,250	-28.5%	12,716	9,163	-27.9%	1,658,497	1,723,510	3.9%
Shared Room	142	0	-100.0%	70	0	-100.0%	12,778	300	-97.7%

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	3,288	4,761	44.8%	1,919	2,651	38.1%	350,367	566,218	61.6%
Studio	1,035	1,020	-1.4%	556	540	-2.9%	88,842	106,369	19.7%
1 bedroom	2,253	3,741	66.0%	1,363	2,111	54.9%	261,525	459,849	75.8%
2 bedrooms	1,362	1,483	8.9%	745	765	2.7%	193,300	240,727	24.5%
3 bedrooms	1,394	1,683	20.7%	798	879	10.2%	322,995	488,305	51.2%
4+ bedrooms	5,989	6,794	13.4%	3,521	3,996	13.5%	2,872,535	3,904,801	35.9%

Submarkets (*)

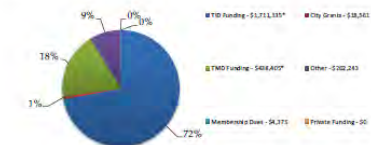
Zipcode 92591	1,857	1,731	-6.8%	1,009	1,038	2.9%	446,655	554,800	24.2%
Zipcode 92592	9,360	11,686	24.9%	5,458	6,521	19.5%	2,960,462	3,998,357	35.1%
Zipcode 92590	816	1,304	59.8%	516	732	41.9%	332,081	646,895	94.8%

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU Statement of Activities For the Eleven Months Ending November 30, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 1,711,335	\$ 1,711,335
City Grants	-	18,561	18,561
TMD Funding	-	438,405	438,405
RC Tourism Grant	-	182,999	182,999
Program Service Revenues:			
Merchandise Sales	6,623	-	6,623
Cost of Merchandise Sold	(1,680)	-	(1,680)
Merchandise Sales, Net	4,943	-	4,943
Membership Dues	4,375	-	4,375
Ticket Sales	6,470	-	6,470
Print Advertising	7,045	-	7,045
Interest Income	107	-	107
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	1,743,833	(1,743,833)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	1,766,773	607,467	2,374,240
EXPENSES			
Program Services:			
Advertising-Printed Marketing	1,000,376	-	1,000,376
Marketing Personnel Costs	399,407	-	399,407
Advertising-Website	41,907	-	41,907
Dues & Report Services	55,538	-	55,538
Promotional Items	10,732	-	10,732
Event Hosting	27,970	-	27,970
Travel & Entertainment	4,742	-	4,742
FAM Tours / Site Visits	6,472	-	6,472
Operational:			
Professional Fees	116,938	-	116,938
Personnel Costs	73,631	-	73,631
Rent	49,720	-	49,720
Printing	19,918	-	19,918
Insurance	7,101	-	7,101
Office Supplies	10,123	-	10,123
Telephone	3,541	-	3,541
Credit Card Processing	3,382	-	3,382
Property Taxes	6,551	-	6,551
TOTAL EXPENSES	1,838,049	-	1,838,049
CHANGE IN NET ASSETS	(71,276)	607,467	536,191
NET ASSETS, December 31, 2020	(12,508)	1,017,998	1,005,490
NET ASSETS, November 30, 2021	\$ (83,784)	\$ 1,625,465	\$ 1,541,681

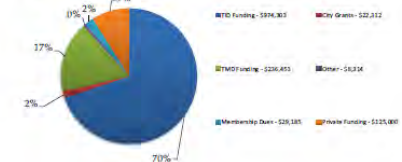
TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU Revenue Sources For the Eleven Months Ending November 30, 2021 and November 30, 2020

Revenue Sources January - Nov 2021



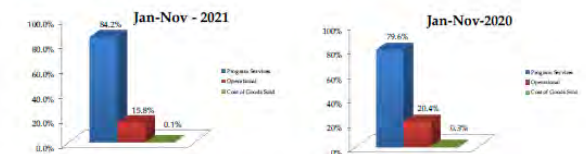
* Interim TID funding amounts are estimated.

Revenue Sources January - Nov 2020



TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU Expense Allocation For the Eleven Months Ending November 30, 2021 and November 30, 2020

Combined Activity:



TID Activity (includes carryforward expenses):



GROUP SALES

2021 November Performance & Activity Report

This month VTV launch the “Live Glass Full” gift card campaign for room nights booked a 50.00 restaurant card is given.

Leads continue to flow through Cvent and partners are still slow to respond or turn down due to rate, staff and strong occupancy trends. Labor and workforce continues to be challenging in house keeping, food and beverage. VTV partnered with job fair for the promotion of 65 job openings in our industry. We still are focused on 2022 planning to support our partner.

California is still having meeting restrictions and vaccine mandates meeting planners are still working through the process as some are requiring Negative Covid Test Verification, Record Retention for outbreak tracking and all non vaccinated attendees must wear mask, planners are reporting meeting attendance is still down by now more than 25-35%. We continue to see cancellation RFP's for future bookings.

Hybrid meetings are a common requested which has its limits due to technology requirements and lack of infrastructure. VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

TEMECULA VALLEY LIVE GLASS FULL PACKAGES

STAY TWO MIDWEEK NIGHTS AND RECEIVE A \$50 DINING CARD*



*Choose a two-night stay from any date range using the link below. Valid Sun-Thurs while supplies last. Excludes holidays. Must book before December 31, 2021, and stay by February 28, 2022. Gift card will be available for pickup upon check-in. Please show the hotel desk staff your reservation confirmation showing you have booked the Live Glass Full Package.



★ Texas Land Title Association 11...	LJNW5HDTNS	Awaiting Proposal	Nov 5, 2021	Nov 3, 2021
★ State Farm December Agent M...	H4NBTLG3YGJ	Awaiting Proposal	Nov 17, 2021	Nov 16, 2021
★ Mason-McDuffie Mortgage Pre...	GFN3G4RW7SR	Awaiting Proposal	Nov 20, 2021	Nov 16, 2021
★ Glovis Vendor Conference	VCNSWC8VKNS	Awaiting Proposal	Dec 8, 2021	Dec 4, 2021
★ 2022 DI SW Software Principal...	VYNHWMQ9YLC	Awaiting Proposal	Dec 9, 2021	Dec 7, 2021

PUBLIC RELATIONS EARNED

2021 November Performance & Activity Report

MEDIA/PR STATS	Current (November 2021)	Previous (October 2021)	% Change
Articles Generated	0	7	133%
Contacts Added	1	1	0%
Media Events	0	3	-33%
Total Members Featured	0	27	-45%
Active Contacts	2,456	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
686	171	25%

NOVEMBER COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	0	0	0
Digital Influencer	0	0	0
Magazine	0	0	0
Newspaper	0	0	0
Online	0	0	0
Broadcast	0	0	0
Total	0	0	\$0

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	November 2021	2021 YTD	November 2021	2021 YTD
---	\$0.00	\$0.00	\$0.00	0
Total	\$0.00	\$285.00	\$3,800.00	\$7,514.00

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	2	15

The month of November was busy preparing for Temecula Chilled and participation from our members for the various contests, menu items and filming. We also had a booth at Rod Run promoting our Live Glass Full promotion and gave away free t-shirts. We also filmed for NBC California Live.



BRAND MARKETING

2021 November Performance & Activity Report



In November we worked hard on our new Chilled creative along with a small rebranding of the Chilled logo and messaging. With the new messaging we can tie in the Chilled season with our main overarching Live Glass Full campaign.

At the end of the month, we were out visiting our members with our very own Taste bud to film some of your creative Chilled items!

WEBSITE TRAFFIC

Users
47,108

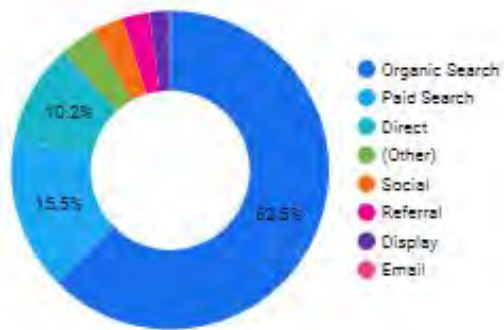
Sessions
57,586

Bounce Rate
52.69%

Goal Completions
14,957

Avg. Time on Page
00:01:40

Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Behavior

Conversions

Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
57.6K	47.1K	45.7K	52.7%	2.1	01:57	26.0%	15.0K	No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	35,003	29,932	27,678	48.13%	2.22	00:02:08	10.87%	3,804	\$0
google / cpc	10,034	8,637	8,033	54.71%	2.19	00:01:42	79.05%	7,932	\$0
(direct) / (none)	5,923	5,019	4,958	70.61%	1.61	00:01:18	28.57%	1,692	\$0
m.facebook.com...	978	922	885	73.82%	1.39	00:00:29	0.61%	6	\$0
visitcalifornia.co...	707	616	527	46.68%	2.57	00:01:56	26.73%	189	\$0
GoogleAds / Top...	457	432	390	59.08%	2.14	00:01:35	96.06%	439	\$0

SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

1,029,021 ↗22.3%

Engagements ⓘ

16,906 ↗33.7%

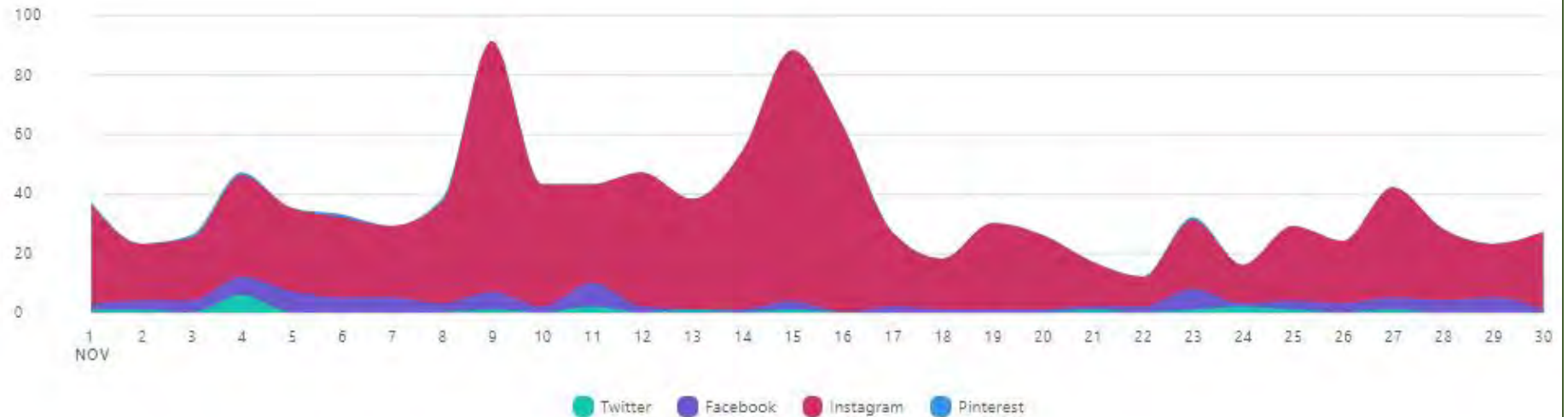
Post Link Clicks ⓘ

3,498 ↗154.2%

Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals Line Graph | Bar Graph



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
4767	3821	166	255	314	211

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
4767	4	3241	82	1289	151

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
2285	1682	135	76	215	177

Referrals By Button

TOTAL	BOOKDIRECT BUTTON	GET PHONE LINK	PICTURE LINK	TITLE	WEBSITE
2285	620	22	908	438	297

ENGAGEMENT

Searches: 4,768

Desktop: 22.7 Properties Viewed on Average

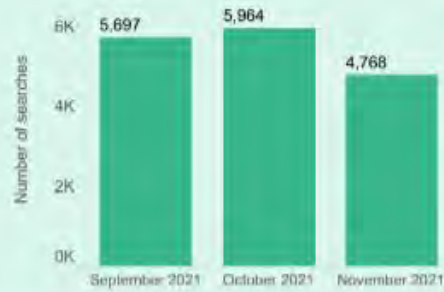
Mobile: 41.5 Properties Viewed on Average

Book | Direct Network Desktop: 39.8 Properties Viewed

Book | Direct Network Mobile: 33.3 Properties Viewed

Bounce Rate: 33.00%

Book | Direct Network Bounce Rate: 26.60%



DURATION

Overall: 3.4 min

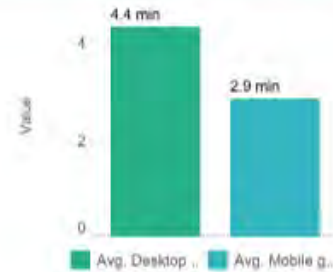
Desktop: 4.4 min

Mobile: 2.9 min

Global Average Overall: 3.4 min

Global Desktop Average: 4.4 min

Global Mobile Average: 2.8 min



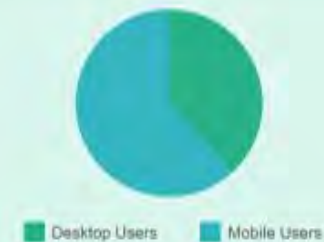
DEVICE BREAKDOWN

Desktop: 38.2%

Mobile: 61.8%

Global Average on Desktop: 35.2%

Global Average on Mobile: 64.8%



TOTAL REFERRALS TO PROPERTIES: 2,285

Overall Search to Referral Ratio: 47.92%

Desktop: 177.35%

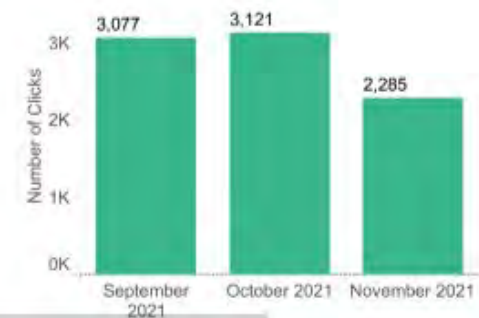
Mobile: 31.98%

BOOK | DIRECT NETWORK
SEARCH TO REFERRAL RATIOS

Overall: 67.20%

Desktop: 142.38%

Mobile: 39.80%



VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



[Show less](#)

SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	41	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Los Angeles	12	29.27%
2	New York	4	9.76%
3	Temecula	4	9.76%
4	Kailua-Kona	1	2.44%
5	Indianapolis	1	2.44%
6	Vega	1	2.44%

ADARA MEDIA IMPACT

November 2021

Dashboard

Activity Breakdown

Media Referrals

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 21,716

Hotel Revenue Generated

67

Hotel Bookings



13,263

Hotel Searches

51

Flight Bookings



992

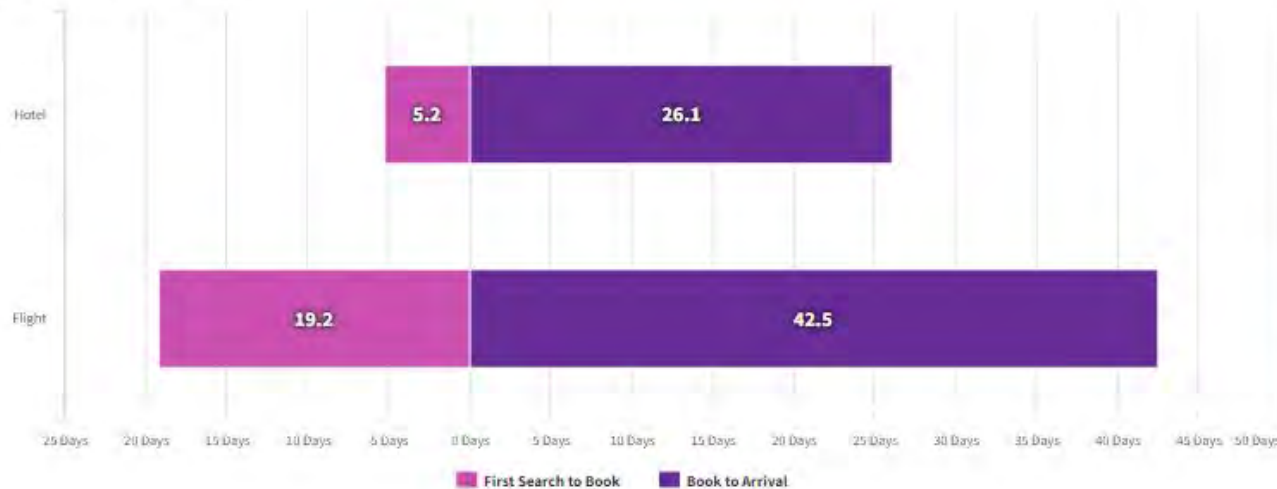
Flight Searches

Top Origin Markets - Hotel Bookers



Market	Percentage of Travelers
Los Angeles	50.7
San Diego	19.2
Seattle-Tacoma	4.1
Idaho Falls	2.7
Las Vegas	2.7
Palm Springs	2.7
Rochester	2.7
Washington	1.4
Cedar Rapids	1.4
Dallas-Ft Worth	1.4

Trip Planning Window

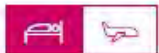
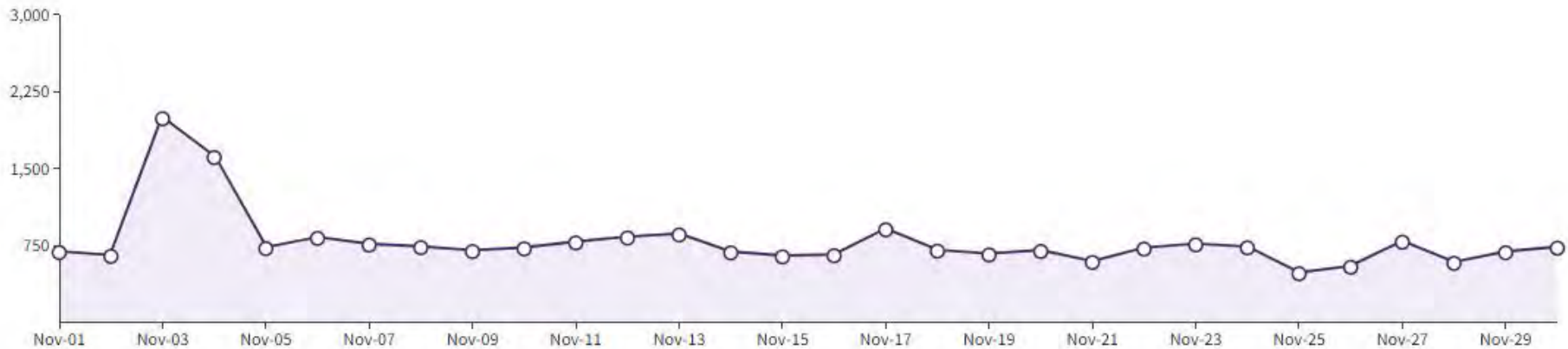


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



130

Total Travelers

107

Total Nights

\$ 19,525

Total Revenue

4.9

Avg. Search to
Booking

22.5

Avg. Advance
Purchase

1.7

Avg. Length of
Stay

2.1

Avg. # of Travelers

\$ 182.47

Avg. Daily Rate
(ADR)

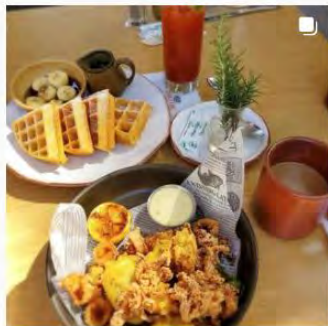
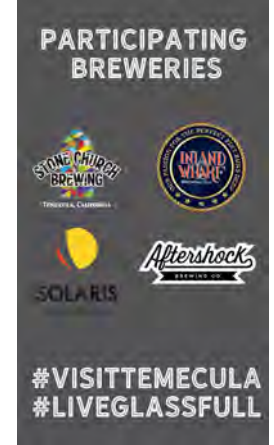
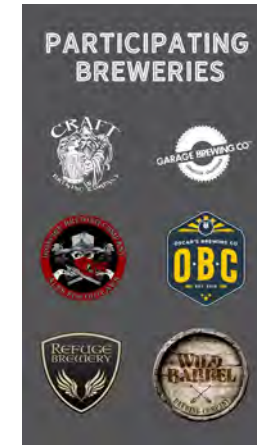
The Website Impact Pixel links our website visitors to travel outcomes.

SOCIAL MEDIA STORIES & POSTS

In November, we continued our Craft Hop Beer Tour promotion until the weekend of November 13th. We promoted the event on our story feeds, and we created an event on Facebook that received several responses. A lot of breweries were able to reshare our stories since we tagged them in each story sequence. The event was successful, and several breweries were able to give out most of the custom glasses created for the promotion. In the future, we hope more breweries can enticing beer and food pairings that can be showcased on our website.

This month, we also continued the promotion of our Live Glass Full Packages. We are publishing story sequences and we will continue to take advantage of AMP Stories to reach audiences on the Visit California website and on the Google Search Engine. Our hotel partners that were able to create dedicated landing pages for the package continue to receive more bookings, on average. Booking engines that require you to enter in the required dates only show special package details when a special tab is selected. We will continue to improve our Live Glass Full landing page to make the booking process easier for our consumers.

We will transition to our Temecula Chilled promotion next month, and we will feature our Chilled Eats & Drinks, events, and the same hotel packages.



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals





December 2021 BOARD REPORT

table of contents

2021 December Performance & Activity Report

- Staff & Board
- Lodging Occupancy
- Finance
- Public Relations
- Brand Marketing
- Performance
- Social Media
- Membership

MISSION STATEMENT

Visit Temecula Valley (VTV) is a non-profit 501 c(6) funded by the Temecula Valley Tourism Business Improvement District, Pechanga, City of Temecula, Wine Country Tourism Marketing District and a membership of over 250 tourism-related businesses.

VTV is the destination sales and marketing organization of the Temecula Valley. Our purpose is to stimulate economic growth and tourism in the Temecula Valley region by developing and marketing the destination to all travel markets. Our mission, as the tourism experts in the Temecula Valley, is to run an effective business that increases awareness and visitation. We do this by measuring the tourism trips and spend in the Temecula Valley.

Our 2021 Board of Directors is comprised of tourism business owners and professionals. The Directors have the willingness and experience to serve the community beyond the scope of their demanding work schedules and businesses.

EXECUTIVE OFFICERS

CHAIRMAN OF THE BOARD

Bill Wilson 951-699-9463
Wilson Creek Winery
Email: bill@wilsoncreekwinery.com

1st VICE CHAIRMAN-TID

Ken Westmyer 951-529-6499
Quality Inn
Email: ken@ellishospitality.com

SECRETARY

Melody Brunsting 951-252-5649
Melody's Ad Works
Email: melsadworks@gmail.com

1st VICE CHAIRMAN OF THE BOARD

Karl Kruger 951-491-8081
South Coast Winery Resort & Spa
Email: kkruger@wineresort.com

2nd VICE CHAIRMAN OF THE BOARD

Spencer Szczygiel 951-699-8896x144
Temecula Valley Winery Management
Email: spencer@tvwinerymanagement.com

TREASURER

Cherise Manning 951-699-9987
A Grape Escape Balloon Adventure
Email: cherise@hotairtours.com

BOARD MEMBERS

BJ Fazeli 951-303-3366
Fazeli Cellars
Email: bj@fazelicellars.com

Jan Smith 951-302-6483
Inland Management Group
Email: jsmith@inlandmgtgroup.com

Jeffrey Kurtz 951-296-0975
Promenade Temecula
Email: jeffrey.kurtz@brookfieldpropertiesretail.com

John Kelliher 951-693-5755
Grapeline Wine Tours
Email: jkelliher@gogrape.com

Michael Feeley 951-506-1760
Temecula Creek Inn
Email: mfeeley@tciresort.com

Christina Belvedere 909-781-3490
Embassy Suites
Email: Christina.Belvedere@windsorhospitality.com

Chris Johnson 951-331-3627
Home2Suites
Email: Chris.Johnson@Hilton.com

Katherine Bailey 951-237-2273
Bailey & Associate
Email: kat@temeculavacationrentals.com

Curt Kucera 909-215-6942
Refuge Brewery
Email: curt@refugebrew.com

Annette Nielsen 951-551-5044
Temecula Valley Wedding Professions
Email: annette@eventsbyannette.com

Ken Smith 209-704-9009
Galway Downs
Email: kens@galwaydowns.com

Bill Steinkirchner 310-567-6582
Stone Church Brewing
Email: bills1064@sbcglobal.net

Pamela Bradley 951-699-4477
Springhill Suites
Email: temeculaSales@ami-pcm.com

Sean Vasques 951-770-2590
Pechanga Development Corporation
Email: svasquez@pechanga-pdc.com

Krista Chaich 800-801-9463
Temecula Valley Winegrowers Assoc
Email: Krista@temeculawines.org

STAFF & BOARD

2021 December Performance & Activity Report

VISIT TEMECULA VALLEY STAFF

PRESIDENT & CEO
Kimberly Adams

CHIEF OPERATIONS OFFICER
Leigh Jensen

SENIOR DIRECTOR OF PUBLIC RELATIONS
Annette Brown

DIRECTOR OF CREATIVE & BRAND
Matt Morey

DIRECTOR OF DIGITAL MARKETING
Ricky Casillas

PARTNER SERVICE MANAGER
Michelle Lindsey

CUSTOMER SERVICE SPECIALISTS
Pamela Locascio, Leann Anderson, Pam Greenway and
Claire Rahn

TEMECULA VALLEY CONVENTION AND VISITORS' BUREAU

Statement of Activities

For the Twelve Months Ending December 31, 2021

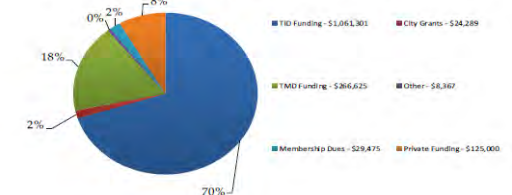
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT			
TID Funding	\$ -	\$ 1,911,190	\$ 1,911,190
City Grants	-	20,425	20,425
TMD Funding	-	590,287	590,287
RC Tourism Grant	-	182,999	182,999
Private Funding	62,500	-	62,500
Program Service Revenues:			
Merchandise Sales	6,845	-	6,845
Cost of Merchandise Sold	(1,680)	-	(1,680)
Merchandise Sales, Net	5,165	-	5,165
Membership Dues	4,500	-	4,500
Ticket Sales	6,470	-	6,470
Print Advertising	7,045	-	7,045
Interest Income	116	-	116
Net Assets Released From Restrictions:			
Grant Restrictions Satisfied	1,917,416	(1,917,416)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	2,003,212	787,485	2,790,697
EXPENSES			
Program Services:			
Advertising-Printed Marketing	1,058,597	-	1,058,597
Marketing Personnel Costs	475,309	-	475,309
Advertising-Website	42,333	-	42,333
Dues & Report Services	60,345	-	60,345
Promotional Items	10,436	-	10,436
Event Hosting	28,975	-	28,975
Travel & Entertainment	6,538	-	6,538
FAM Tours / Site Visits	6,542	-	6,542
Operational:			
Professional Fees	130,123	-	130,123
Personnel Costs	78,555	-	78,555
Rent	58,569	-	58,569
Repairs and Maintenance	240	-	240
Printing	21,737	-	21,737
Insurance	7,437	-	7,437
Office Supplies	19,854	-	19,854
Telephone	3,887	-	3,887
Credit Card Processing	3,645	-	3,645
Property Taxes	6,552	-	6,552
TOTAL EXPENSES	2,019,674	-	2,019,674

Revenue Sources January - December 2021

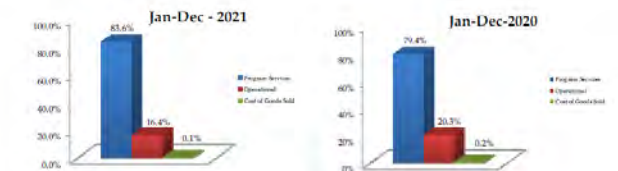


* Interim TID funding amounts are estimated.

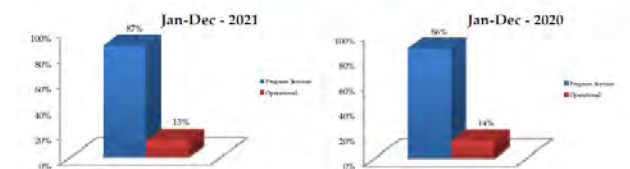
Revenue Sources January - December 2020



Combined Activity:



TID Activity (includes carryforward expenses):



GROUP SALES

2021 December Performance & Activity Report

This month VTV continued to promote the “Live Glass Full” gift card campaign for room nights booked a \$50.00 restaurant card is given.

Leads continue to flow through Cvent and partners are still slow to respond or turn down due to rate, staff and strong occupancy trends. Labor and workforce continues to be challenging in house keeping, food and beverage. We still are focused on 2022 planning to support our partner.

California is still having meeting restrictions and vaccine mandates meeting planners are still working through the process as some are requiring Negative Covid Test Verification, Record Retention for outbreak tracking and all non vaccinated attendees must wear mask, planners are reporting meeting attendance is still down by now more than 25-35%. We continue to see cancellation RFP's for future bookings.

Hybrid meetings are a common requested which has its limits due to technology requirements and lack of infrastructure. VTV continues to directly pass inquiries on to hotel partners and keeping strong communication with planners.

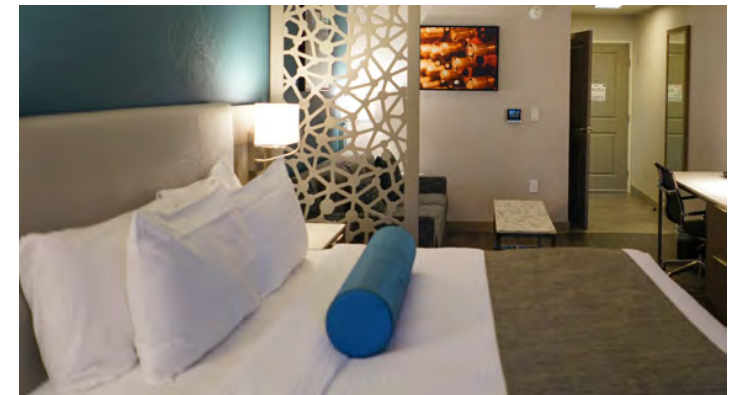
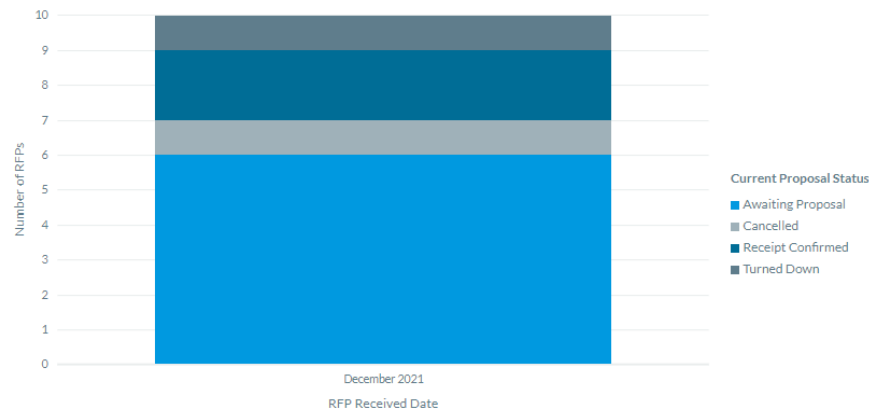
TEMECULA VALLEY LIVE GLASS FULL PACKAGES

STAY TWO MIDWEEK NIGHTS AND RECEIVE A \$50 DINING CARD*



*Choose a two-night stay date range using the links below. Valid Sun-Thurs while supplies last. Excludes holidays. Must book before December 31, 2021, and stay by February 28, 2022. Gift cards will be available for pickup upon check-in. Please show the front desk staff your reservation confirmation showing you have booked the Live Glass Full Package.

RFPs by Proposal Status



PUBLIC RELATIONS EARNED

2021 December Performance & Activity Report

MEDIA/PR STATS	Current (December 2021)	Previous (November 2021)	% Change
Articles Generated	54	3	1770%
Contacts Added	7	1	600%
Media Events	2	2	0%
Total Members Featured	24	20	20%
Active Contacts	2,458	N/A	N/A

PUBLICATIONS WITH AT LEAST 1 ARTICLE

Total Publications	# of Publications with Article	%
686	173	25%

DECEMBER COUNTS 2021 BY MEDIUM

Medium	# of Articles	Total Circulation	Total Value
Blog	1	21,914	\$484
Digital Influencer	50	4,552,400	N/A
Magazine	0	0	\$0
Newspaper	0	0	0
Online	2	57,005,000	\$164,510
Broadcast	1	0	0
Total	54	61,579,314	\$164,994

PR EXPENSES/INKIND

Type	Expenses		In-kind	
	December 2021	2021 YTD	December 2021	2021 YTD
---	\$0.00	285.00	\$0.00	\$7,514.00
Total	\$1,699.00	\$5,044.00	\$1,500.00	\$9,309.00

The month of December was filled with organizing "chilled" activities, including the decorating contests for wine country, Old Town and the hotels. This year we were able to secure Visit Santa Barbara, Visit Huntington Beach, Visit Oceanside, Visit Greater Palm Springs, and Visit California. We held a Holiday Happy Hour for our lodging partners and had about 25 attendees. VTV also had a meeting with OTTA and the City to plan a grand opening for the Creek Walk, which will now be called Temecula Old Town Creek Walk. The date is still uncertain but we're proceeding with plans to involve businesses and media.

TOP 10 PUBLICATIONS WITH MOST ARTICLES

Publication Name	Article Count
Temecula Patch	8
MSN	4
Temecula Valley News	4
VisitCalifornia.com	3
Inland Empire Magazine	2
PureWow	2
Vineyards and Voyages	2
Epifania Magazine	2
AvantStay.com	1
360 Magazine	1

Press Release Performance Measures

	Month To Date	Year to Date
Press Releases Issued:	1	16

Activity Measures

	Month To Date	Year to Date
PR Familiarization Tours - Domestic	0	2
PR Familiarization Tours - International	1	1
Hosted Press Trips - Domestic	0	11
Hosted Press Trips - International	0	0
Coverage Received	54	122
Coverage Impressions	61,579,314	4,305,258,326
Coverage Value	\$164,994	\$88,108,246

PUBLIC RELATIONS EARNED

2021 December Performance & Activity Report

"This has definitely been the highlight for the participants. They loved everything about it - our wonderful hotel, the Sidecar tour and the wine tastings (an experience, which was really extraordinary and funny), the hot air balloon tour, the tour through Old Town Temecula with you and its cool and cute shops and E.A.T. Marketplace, where we met Leah, who is really amazing."



German Influencer FAM



Take a Hot Air Balloon Ride, Tour Wineries by Sidecar, and Shop One-of-a-kind Boutiques in This Underrated California City

Temecula offers wineries with picturesque views, farm-to-table restaurants, and relaxing boutique resorts.



By Giovanna Caravetta

December 13, 2021



California destinations with an international flavor

Lots of people have the itch to travel overseas but may not have the desire to fly quite yet. Lifestyle expert Elycia Rubin showed us a list of local places where you can get that international feel without breaking the bank or getting on a plane.

Posted December 7



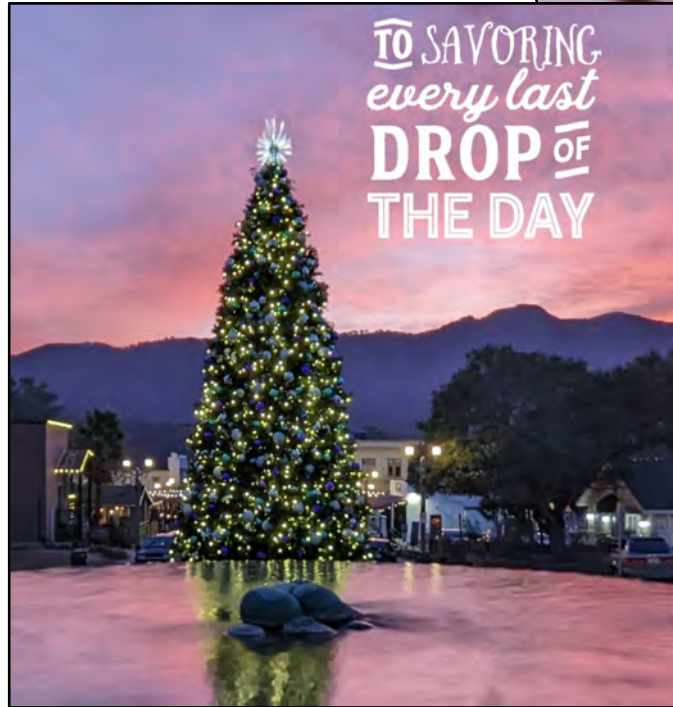
PubClub.com
Where the World Goes to Party!

**TRAVEL+
LEISURE**

Patch

BRAND MARKETING

2021 December Performance & Activity Report



In December we launched our Temecula Taste Bud Chilled video which featured Devilicious, Apparition Room, Goat & Vine, Avensole Winery, Cougar Winery and Oak Mountain Winery.

We also launched new headline gifs that can be used in social media to promote our Live Glass Full campaign.

WEBSITE TRAFFIC

Users

54,264

Sessions

67,084

Bounce Rate

52.82%

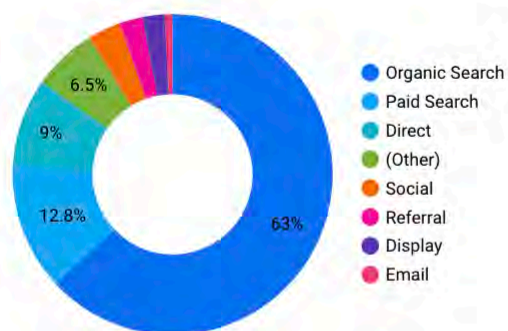
Goal Completions

14,515

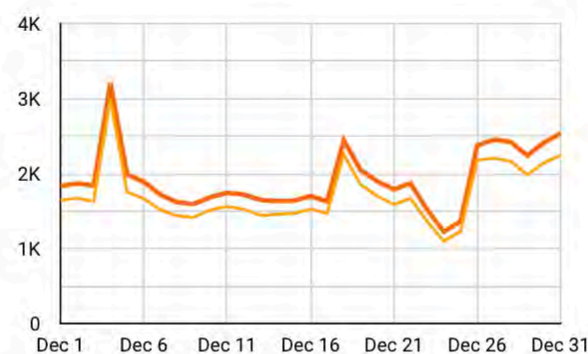
Avg. Time on Page

00:01:46

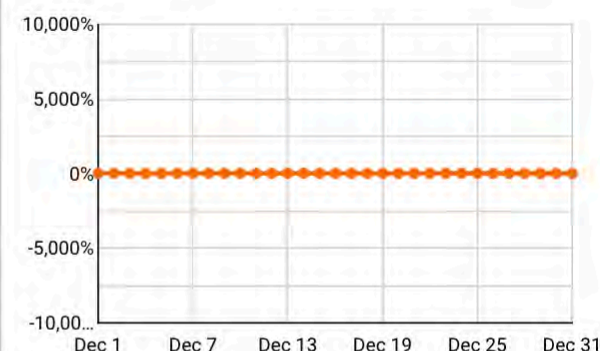
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Sessions: 67.1K
Users: 54.3K
New Users: 53.3K

Behavior

Bounce Rate: 52.8%
Pages / Session: 2.0
Avg. Session Duration: 01:45

Conversions

Goal Conversion Rate: 21.6%
Goal Completions: 14.5K
Goal Value: No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	41,828	34,978	33,126	48.13%	2.03	00:01:57	8.5%	3,554	\$0
google / cpc	9,612	8,536	7,972	58.07%	2.04	00:01:26	83.03%	7,981	\$0
(direct) / (none)	5,881	5,094	5,046	69.56%	1.64	00:01:17	29.09%	1,711	\$0
m.facebook.com...	1,144	1,076	1,055	77.97%	1.33	00:00:22	0.52%	6	\$0
Act-On Software ...	826	457	384	59.69%	1.92	00:01:59	9.08%	75	\$0
TravelZooLiveGl...	543	469	438	48.43%	2.15	00:02:03	0.92%	5	\$0
visitcalifornia.co...	532	457	393	47.18%	2.43	00:02:21	16.35%	87	\$0

SOCIAL MEDIA MASTER REPORT

Impressions ⓘ

893,650 ↘ 24.9%

Engagements ⓘ

33,888 ↗ 2.7%

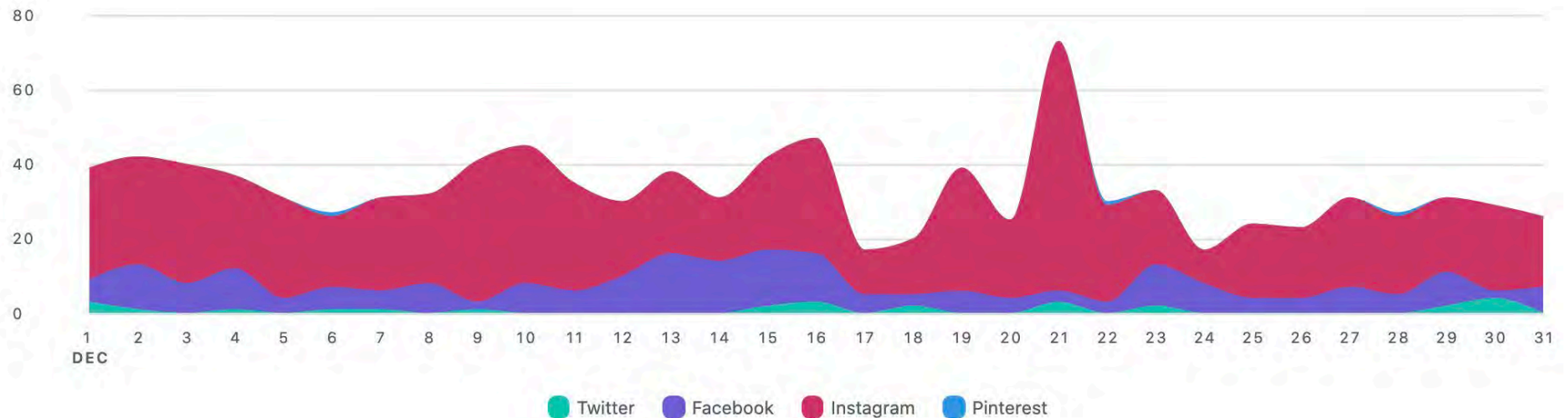
Post Link Clicks ⓘ

6,544 ↘ 32.2%

Audience Growth

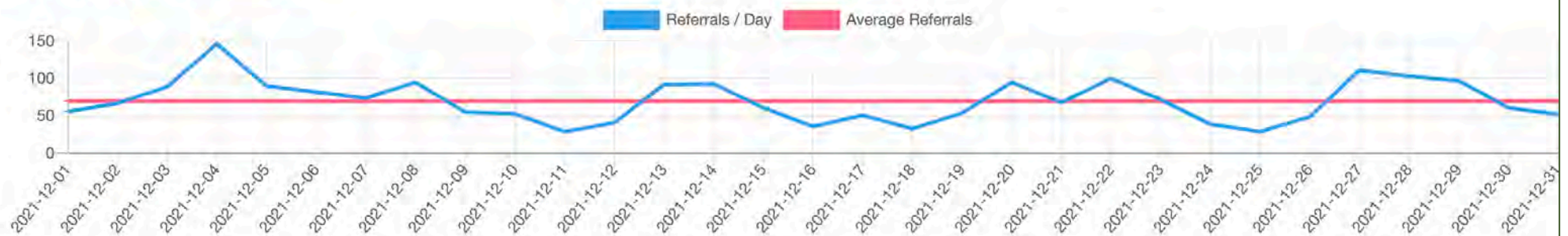
See how your audience grew during the reporting period.

Audience Gained, by Day



WEBSITE HOTEL REFFERALS

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
4539	3602	196	246	303	192

Searches by Campaign

TOTAL	DIRECT	MOBILE	TABLET	TEMECULA-BOOKINGWIDGET	TEMECULA-BOOKINGWIDGET-LODGINGS	TEMECULA-BOOKINGWIDGET-PACKAGES
4539	11	3198	66	5	1110	149

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFAST/VACATION HOME	HOTEL/MOTEL	RESORTS	VACATION RENTAL
2173	1530	153	122	219	149

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches 4,539

Desktop 22.1 Properties Viewed on Average

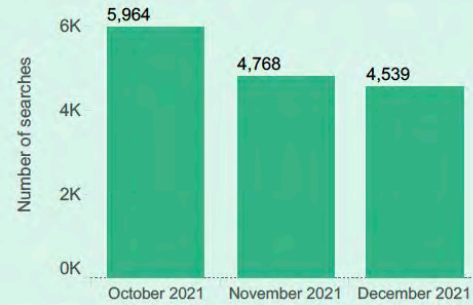
Mobile 42.3 Properties Viewed on Average

Book › Direct Network Desktop 36.9 Properties Viewed

Book › Direct Network Mobile 32.2 Properties Viewed

Bounce Rate 32.47%

Book › Direct Network Bounce Rate 27.77%



DURATION

Overall 3.2 min

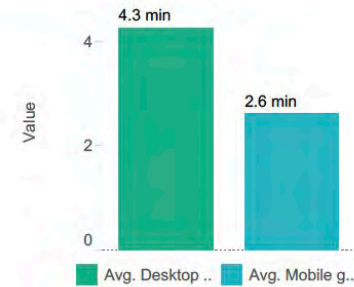
Desktop 4.3 min

Mobile 2.6 min

Global Average Overall: 3.3 min

Global Desktop Average: 4.2 min

Global Mobile Average: 2.7 min



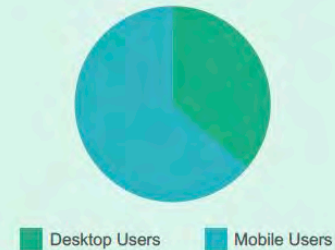
DEVICE BREAKDOWN

Desktop 36.2%

Mobile 63.8%

Global Average on Desktop: 34.2%

Global Average on Mobile: 65.8%



TOTAL REFERRALS TO PROPERTIES: 2,173

Overall Search to Referral Ratio 47.87%

Desktop 166.59%

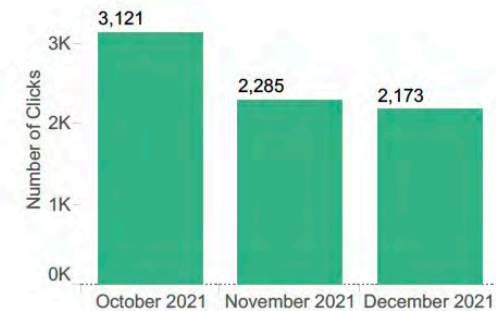
Mobile 35.20%

BOOK › DIRECT NETWORK
SEARCH TO REFERRAL RATIOS

Overall 63.01%

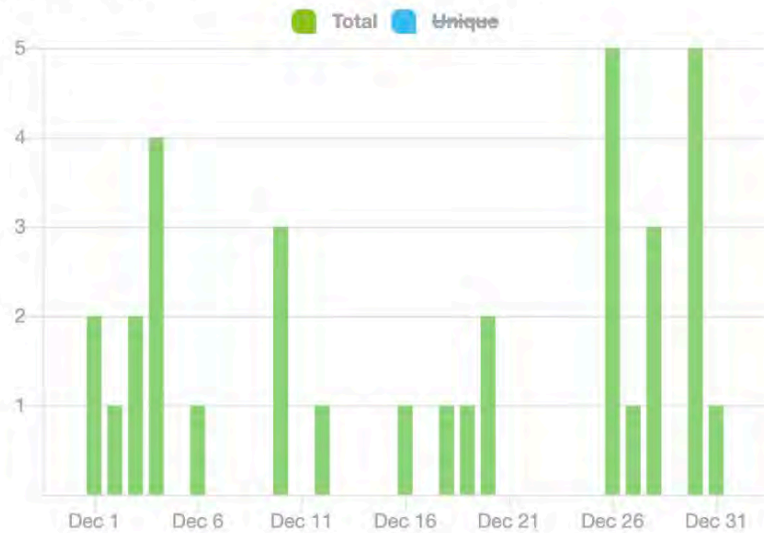
Desktop 140.32%

Mobile 36.50%



VISITOR INFORMATION - QR CODE SCANS

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	33	97.06%
2	United Kingdom	1	2.94%

SCANS BY TOP CITIES

#	City	Scans	%
1	Newark	6	17.65%
2	Los Angeles	5	14.71%
3	Temecula	3	8.82%
4	Santa Ana	2	5.88%
5	Altadena	1	2.94%

[Show less ^](#)

ADARA MEDIA IMPACT

December 2021

Dashboard ?

Activity Breakdown

Media Referrals ?

Origin Breakdown

Traveler Profile

Trip Planning

Markets

Overlap & Uniques

\$ 27,133

Hotel Revenue Generated

96

Hotel Bookings



13,233

Hotel Searches

79

Flight Bookings



1,486

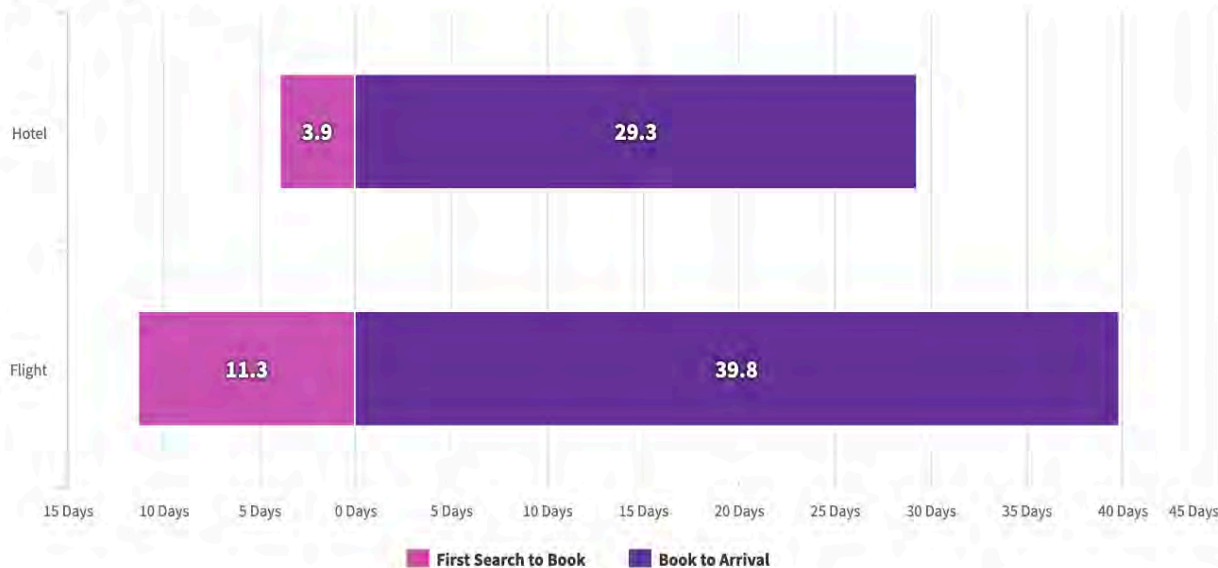
Flight Searches

Top Origin Markets - Hotel Bookers



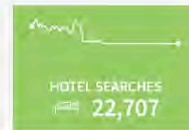
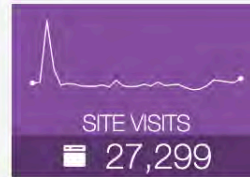
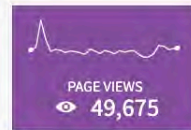
Market	Percentage of Travelers
Los Angeles	46.8
San Diego	10.8
San Francisco Bay Area	7.2
Chicago	6.3
Palm Springs	5.4
Las Vegas	4.5
Houston	2.7
Sacramento	2.7
Washington	2.7
Portland	1.8

Trip Planning Window ?

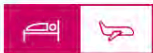
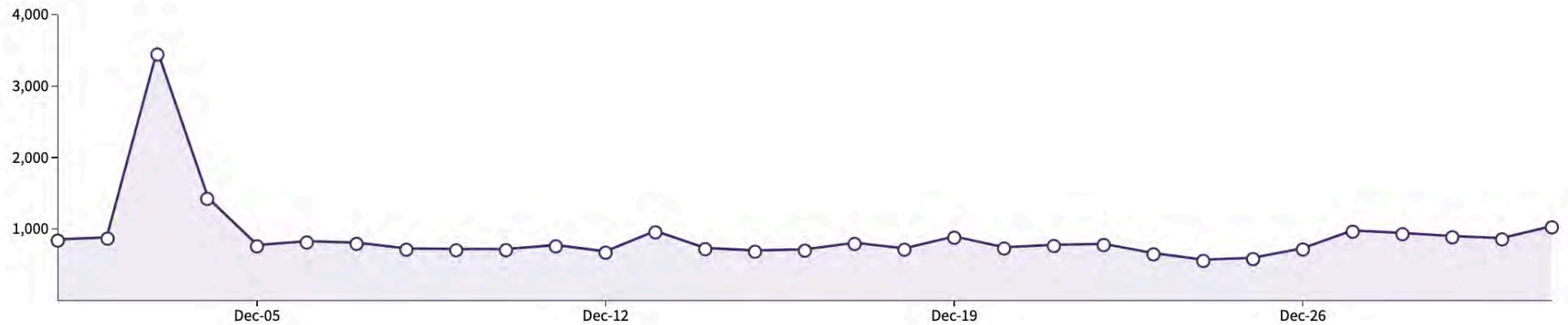


Media Impact Pixels Link our marketing efforts directly to actual travel outcomes

ADARA WEBSITE IMPACT



Site Visits



142

Total Travelers

109

Total Nights

\$ 23,626

Total Revenue

3.8

Avg. Search to Booking

32.8

Avg. Advance Purchase

1.6

Avg. Length of Stay

2.1

Avg. # of Travelers

\$ 216.75

Avg. Daily Rate (ADR)

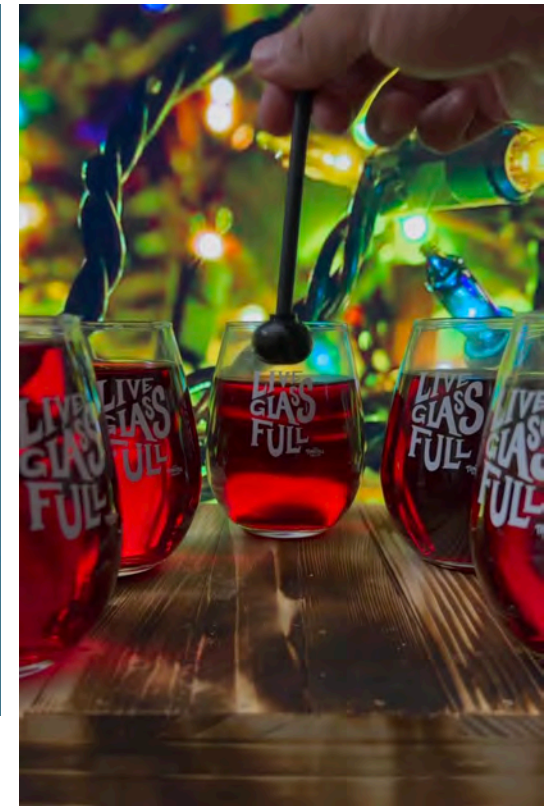
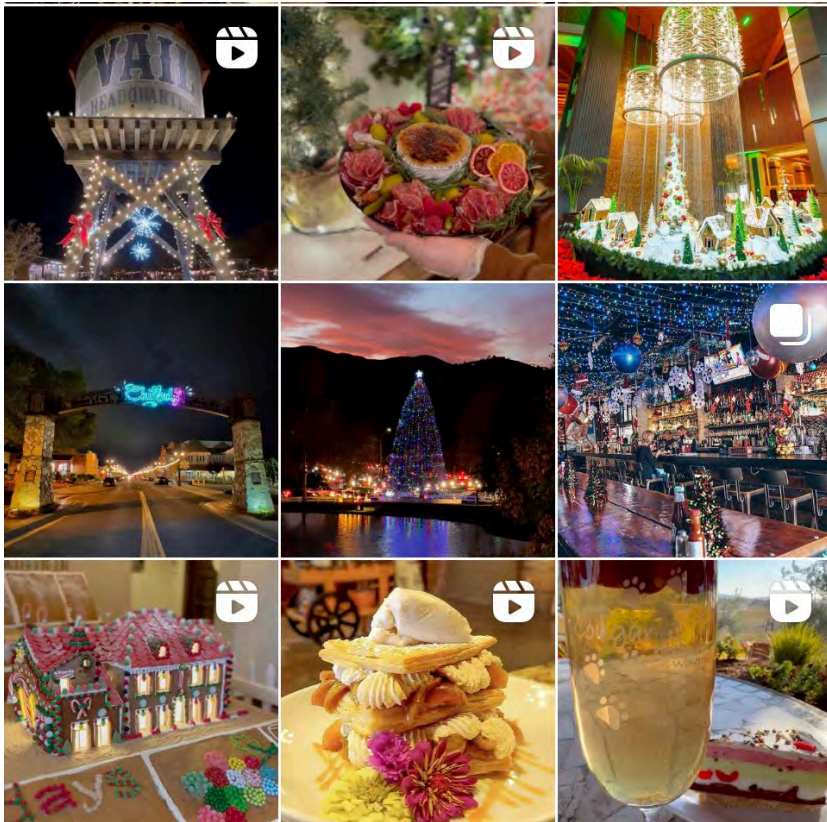
The Website Impact Pixel links our website visitors to travel outcomes.

SOCIAL MEDIA STORIES & POSTS

In December, we promoted our annual Temecula Chilled Campaign. We began the month with the promotion of our Temecula Chilled Eats & Drinks. This year we filmed one master video for Facebook and YouTube and series of shorter vertical videos that were featured on Instagram Reels and TikTok. We also posted stories on our feeds and tagged our partners on a regular basis. Two amplified stories were also published for the promotion. One featured our most popular events and happenings, and the other featured all of our Temecula Chilled items.

This year we included our new Temecula Chilled logo in our creative, and we made updates to our headlines and microsite copy. Our landing page included a list of events and happenings, holiday recipes, our Live Glass Full promotion, and a link to our holiday decoration contest. Based on our social media performance this month, posts that showcased holiday decoration and lights got the most likes and reach organically. Next year we hope to showcase more of this content, and we will continue to focus more on video. We hope we can do this for the holiday decoration contest as well.

Into the new year, we will continue to focus on short form video and trends. January will be focused on culinary and the month of romance.



MEMBERSHIP

2021 December Performance & Activity Report

Number of members - 137

District lodging members - 133

Member listing referrals - 43020

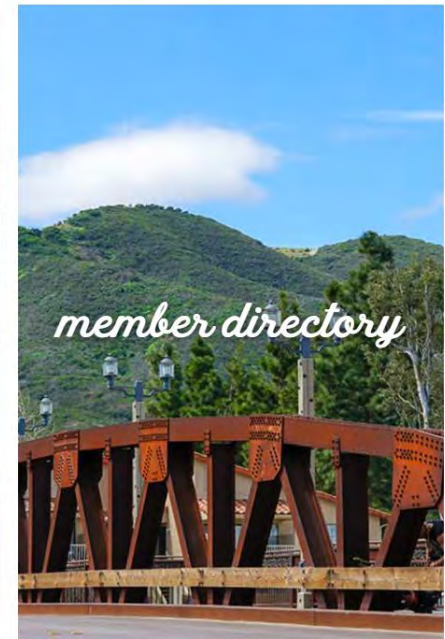
Coupon referrals - 663

Education event - 1

Member education - 0

This month we are continuing to plan for 2022. Very excited to bring back more membership programs; I know Temecula, Hospitality workshops and events.

Stay tuned for more.



partners

Best Western Country Inn

Best Western Plus

City of Temecula

Embassy Suites Temecula Wine Country

Extended Stay America

Fairfield Inn & Suites

Hampton Inn & Suites

Holiday Inn Express

Home2 Suites by Hilton

The Hotel Temecula

La Quinta Inn & Suites

Motel 6

Palomar Inn Hotel

Pechanga Resort Casino

Quality Inn

Ramada Inn

Rancho California Inn

Rodeway Inn

Springhill Suites by Marriott

Staybridge Suites Temecula

Temecula Creek Inn

Carter Estate Winery & Resort

Inn at Churon Winery

Inn at Europa Village

South Coast Winery Resort & Spa

Wilson Creek Manor

100+ Vacation Rentals

