

TRAVEL SANTA ANA

VISION

Elevate Santa Ana as the authentic & welcoming Orange County destination

MISSION

To share Santa Ana with the world

STRATEGIC GOALS



VALUES

Passion

Inclusiveness

Collaboration

Relevance

Awareness

2022-2024 STRATEGIC GOALS

Sales & Marketing

- a. Establish a brand for Santa Ana
- b. Identify key audiences
- c. Establish a website and CRM
- d. Develop a digital marketing strategy
- e. Identify key market segments
- f. Create marketing and sales collateral in Spanish

Community Alignment

- a. Create an ambassador program
- b. Establish communication with key stakeholders (business, government, community leaders) to expand profile of Travel Santa Ana
- c. Increase resident support & understanding of tourism and the DMO
- d. Strengthen strategic alliances with other DMOs within OC
- e. Conduct a comprehensive visitors study

Sustainable Organization

- a. Prioritize diversity requirements of Santa Ana
- b. Utilize data analytics and business intelligence to support economic development initiatives and events that drive tourism
- c. Build the organization resources

2022-2024 KEY INITIATIVES

TARGETS

- Increase hotel visitation numbers
- Increase website traffic year over year
- Increase social media traffic year over year

- Ambassador program launched by 2024
- Complete visitors study by end of 2023

- 4 staff by 2023
- \$1.7M in revenue by 2024
- New data platform (CRM) in place by 2023