



QUARTERLY BOARD MEETING

TRAVEL SANTA ANA

WED. APRIL 12, 2023

Call to order

- A meeting of Travel Santa Ana was held on Wednesday, April 12, 2023.
- Time: 1:00-2:10pm
- Meeting was called to order at 1:13 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard (Phone)
- Erin Warady, Discovery Cube,
- Ashley Kravitz, MainPlace Mall/Santa Ana Chamber of Commerce
- Marc Morley, City of Santa Ana
- Aaron Saliba, DoubleTree Santa Ana
- Robert Kravitz, Courtyard by Marriott

Members not in attendance

- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Ryan Chase David Elliott, Santa Ana Chamber of Commerce
- Quinn Su, Doubletree by Hilton
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

Approval of Minutes

- Motion to approve the Jan. minutes; approved by Marc Morley and Robert Kravitz

Public Comments:

- No public comments currently

REPORTS

Chair Report (Julie Buettner)

- Following the last board meeting, TSA team has finished the inaugural visitors guide and official destination website.
- President (Wendy H.) presented brand website, visitors guide and organizational updates to Santa Ana's City Council; feedback was positive
- President (Wendy H.) presented brand website, visitors guide and organizational updates to the Chamber's Annual GROW Conference
- Board is invited to a happy hour reception on May 18th (4:00-5:30) location TBD

Financial Report (Julie Buettner for Ryan Chase)

- Total Tourism Marketing District (TMD) revenue deposited
 - January deposit (TMD collected in Oct.-Nov. '22) \$239,262
 - February deposit (TMD collected in Dec. '22) \$82,659
 - February TMD collected \$359,952.54 *Amount higher than anticipated due to one of the hotels becoming current on some past payments owed.*
 - March deposit (TMD collected in Jan. 23) \$84,841
- Total Tourism Marketing District revenue collected \$2,710,777.69
- YTD Total Tourism Marketing District revenue collected = \$444,794.08
- Motion to approve above financials approved by Marc Morley and Ashley Kravitz
- Board discussion to move \$500,000 of Wells Fargo funds to a 4- or 8-month CD option
 - Rates: 4-month (3.75%) and 8-month (4.0%)
 - Motion to approve the movement of funds to 8-month CD; approved by Marc Morley

Presidents Report (Wendy Haase)

Expedia

- The Travel Santa Ana individual campaign began July 1 and runs through June 2023.
- For the month of March, the campaign generated 1,966 room nights worth \$300,265 in hotel revenue.
- The campaign, to date, has generated 23,048 room nights worth \$3,489,234 in hotel revenue.
- Travel Santa Ana is participating January-March in an OC joint-marketing campaign.
- For the month of March, the campaign generated 1,009 room nights, worth \$155,000 in hotel revenue.
- In total, the campaign generated 4,458 room nights worth \$659,000 in hotel revenue

Website

- Official destination website launched March 16. <https://www.travelsantaana.com/>
- Last month it received 10,085 page views.
 - Top 5 pages are meetings, events, food/drink, media/press releases, and Discover Santa Ana.
- In comparison, the former “splash page” received:
 - 3,150 page views in February
 - 5,432 page views in January
 - March 2022, the “splash page” received 351 page views.
- With the official site, we have implemented SEO and running pay-per-click (PPC) campaigns.

Book Direct

- The search results page allows website visitors to sort the date-driven results by name and price; filter by location, price, categories, and amenities; and preview property locations on a local area map. Visitors can also shop for rates up to one year in advance, booking with a single click directly to the reservation engine.
- **Benefits**
 - Live rate and availability content
 - No commissions or fees
 - No inventory management
 - Access to real-time data
 - Reporting provided for engagement and performance.
 - Use Book > Direct data to track visitor sentiment and booking behavior metrics.

Visitors Analysis

- According to data collected by Zartico, of the 10,436 visitor devices tracked, 73.9% of visitors stayed overnight, a 1% decrease from March 2022.
 - Top out-of-state market remains Phoenix, with Las Vegas, NV a close second, and San Diego was the #1 in-state market.
- We’ve also integrated Zartico data intelligence into the site to extract a deeper understanding of who our visitors are and what they experience while in the destination.

Quarterly Action Plan

- AnaLaura will promote Santa Ana during Visit California’s Roadshow in Denver and Seattle, April 26 and 27.
- Wendy is taking part in Santa Ana High Schools College and Career Day on April 26.
- Maria is being recognized as an “emerging tourism star” during the E-Summit Conference.
- Visit California’s LA media event next month.
- National Travel & Tourism Week, March 7-13. Downtown water tower will be lit red in honor. The 2022 Santa Ana tourism economic impact report will be released.
- Co-op planner experience with California DMO Alliance in Carson.
- Looking at opportunities to promote Santa Ana during OC Pride Parade & Festival.
 - Possible opportunity with the LGBTQ Meeting Professional Association.

Sponsorship Opportunity Funds

- Recommending for community consideration and those that bring in overnight guests:
 - \$1,000 sponsorships be given to OC Pride (June 24) should the event organizers book the minimum (10) room nights for the events.

Cannabis Tourism

- The City of Santa Ana is in the process of securing a 420 event for 2024.
- Brian Applegarth has created a hotel toolkit, which Wendy will share via email and introduce Brian to engage directly.

Sales Report (AnaLaura Becerra)

- The Santa Ana College hosted the 2023 edition of the AFA NST (American Forensic Association National Speech Tournament). Travel Santa Ana heard about this tournament via Julie Castro, who referred the organizer to us for help with accommodations.
 - All arrangements are run by volunteer college faculty members and after a 3-month long process where we explained the reasons for which securing rooms with a contract is always preferable to let people make their own bookings, the organizer secured a block of rooms with the DoubleTree Santa Ana Orange County.
 - Thanks to the flexibility of the hotel and the incentive offered by Travel Santa Ana, the group booked 179 rooms over the weekend of March 31-April 2. (\$1,790 = \$10 per room)
- Travel Santa Ana received a very nice testimonial as it is the first recipient of the “Meetings Incentive” available, but the most important thing is that they have now solid data to make future lodging arrangements, the participants didn’t have to stress over finding their own accommodations, and the bulk of the group stayed in the city and didn’t go to Anaheim as originally planned.
- Similar conversations have been happening with the Blading Cup and with OC Pride. While it is not the norm that TSA makes arrangements for courtesy blocks on behalf of any client, these 2 cases are the exception simply because of timing.
 - Anticipating that October is a very busy month with recurrent events that have a great potential to bring overnight visitors such as the Indigenous Peoples Day, the OC Film Festival, and the Heirloom Bean Encuentro, Travel Santa Ana is actively engaging with the local community to explain the benefits of contracting room blocks with hotels.
- Mater Dei and the Santa Ana Zoo are also in a great position to become a year-round source of business for the hotel and meeting community. Travel Santa Ana has identified key contacts with the help of both the city and the Chamber.
 - AnaLaura working with both to align hotel recommendations

New Business

- Guest Speaker: Josh Morrison
- Presented the "Expedia Group Media Solutions Overview"
- Board was sent copies of the presentation

Unfinished business

- None currently

Announcements

- None currently

Adjournment

- The meeting is adjourned at 2:09 p.m.
- Minutes recorded by Erin Warady