



**TRAVEL SANTA ANA
QUARTERLY BOARD MEETING
Thurs. Jan. 23, 2025**

Call to Order

- A meeting of Travel Santa Ana was held on Thursday, Jan. 23, 2025
- Time: 2:30 p.m.
- Meeting was called to order at 2:35 pm by Aaron Saliba

Attendees

- Aaron Saliba, Hotel Zessa a DoubleTree by Hilton
- Wendy Haase-Roberts, President & CEO, Travel Santa Ana
- Marc Morley, City of Santa Ana
- Erin Warady, US Cannabis Chamber
- Cory Sams, MainPlace Mall
- Ryan Chase, 4th Street Market
- Frank Atayde, Holiday Inn
- AnaLaura Becerra, Travel Santa Ana

Directors Not in attendance

- VACANT South Coast Metro Courtyard
- Alissa Salisa, Courtyard By Marriott
- Quinn Su, Former DoubleTree

Approval of Minutes

- Motion to approve the Oct. minutes by Cory Sams and by Ryan Chase

Public Comments

- No public comments currently

Chair Report (A. Saliba)

- **Update on TMD renewal.**
 - The SATMD renewal will include a 10-year agreement (currently a 5-year agreement)
 - Proposal to allow the Travel Santa Ana Board of Directors to vote to increase the assessment by 0.5% every two years, not to exceed a maximum of 4%
 - The board will also have the ability to decrease the assessment by 0.5% every two years, but not below a minimum of 2%
- Next Steps:
 - Review and approve the Marketing District Plan

- Wendy and Aaron will meet individually with City Councilmembers
- City Council public meeting (*tentatively*) scheduled for May 6 and public hearing for June 3
- **Update on the Q1 meeting between the hoteliers and the City.**
 - Meeting went well; while the Mayor and Police Chief were unable to attend, we were joined by:
 - Councilmember Becerra and one of his staff members
 - City Manager Alvaro Nunez
 - Deputy City Manager Sylvia Vazquez
 - Marc Morley from the City
 - Deputy Chief Roland Andrade representing the SAPD.
 - Hoteliers in Attendance:
 - Dawna Lee, Senior Sales Manager, Embassy Suites.
 - Dy Moncada, a corporate representative from the new ownership group of Embassy Suites
 - William, AGM, Hampton Inn
 - Luis Vasquez, Holiday Inn Express
 - Frank Atyade, Holiday Inn and two of his managers
 - Aaron Saliba, Hotel Zessa a DoubleTree by Hilton
 - Discussion Topics and Feedback:
 - Updates provided by Councilmember Becerra, City Manager Nunez, and Deputy Chief Andrade
 - Hoteliers shared valuable feedback and asked numerous questions
 - Key topics discussed included:
 - Proposition 36
 - Trespass warnings and enforcement
 - Deployment of K-9 units
 - Inviting police officers to use hotel facilities for water, coffee, and restrooms
 - Encouraging the use of the **My Santa Ana App** for reporting issues
 - This meeting provided meaningful updates and an opportunity for collaboration among stakeholders, reinforcing the importance of ongoing communication between Travel Santa Ana, the City, and the hotel community

Financial Report (R. Chase)

- Link to Dec. financials located here [LINK](#)
- In November, \$118,419.03 in Tourism Marketing District revenue was collected.
- YTD collected Tourism Marketing District revenue = \$1,391,408.23
- Total Tourism Marketing District revenue collected = \$5,462,465.31
- Motion to approve by Frank Atayde and approved by Marc Morley

President's Report (W. Haase-Roberts)

2025 Advertising Plan

- Efforts include meetings, leisure, and international, including Canada and Mexico.
See attached
- Leveraging Visit California co-ops with Adara and Expedia. Received \$27,500 for 2025 January-June Always-on campaign; expecting another \$2,500 for March-April Adara campaign
- Received \$117,500 for 2021-2024 co-op participation in Expedia and TripAdvisor opportunities

World Cup Expedia Opportunity

- 2024 Always-on campaign generated 7,825 room nights worth over \$1M in hotel revenue. Spent \$170,000
- Q4 campaign generated 5,480 room nights worth nearly \$1.6 million in hotel revenue. Spent \$25,000
- Co-op (tentative) March or April through June
- World Cup events in Pasadena
- The goal of the campaign is to promote destinations that might be a bit of a travel distance from where the match is being held to get people out to those destinations
- Requesting an additional \$40,000 be utilized for the opportunity
- Currently (3) OC DMOs interested
- Motion to approve by Ryan Chase and approved by Frank Atayde

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| <ul style="list-style-type: none">• Qualified Leads (January–December 2024):<ul style="list-style-type: none">○ Leads: 101○ Room Nights: 22,840○ Delegates: 7,745○ Economic Impact: \$9.3M• Definition of a Qualified Lead:<ul style="list-style-type: none">○ Leads meet requirements for room blocks and meeting space that fit within the capacities of Santa Ana hotels.• 2023 vs. 2024 Comparison:<ul style="list-style-type: none">○ 2023 Leads: 208 leads received.○ 2024 Leads: 101 leads received, with significantly higher quality:<ul style="list-style-type: none">■ Average stays: 3 nights.■ Average room blocks: 60+ rooms per night | <ul style="list-style-type: none">• Disqualified Leads: (Jan-December 2024)<ul style="list-style-type: none">○ 24 leads were turned down due to: Meeting space requirements larger than available.○ Room block needs exceeding current capacities.○ Preferences for specific brands or hotel classifications.○ Lack of availability due to space or renovations.• 2023 Disqualified Leads:<ul style="list-style-type: none">○ 230 leads turned down, highlighting a significant improvement in lead quality for 2024 |
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Event Report & Tracking Room Nights Cont.

New Tracking System:

- 2024 marks the first full year of tracked leads, providing a benchmark for measuring success in booked groups
- Improved reporting capabilities now include
 - Requested number of room nights
 - Group size
 - Booking planner and origin state
 - The potential economic impact of each group
- 2023 Limitations: These metrics were not tracked in 2023, making 2024 a baseline for future comparison

Event-Specific Report: November 1–3, 2024

- **Key Events:**
 - Blading Cup
 - Día de Los Muertos
- **Visitation Insights (Zartico Report):**
 - Visitation to the Accommodation and Attraction POI categories increased by +5% in visitation share compared to the four weeks prior
- **Challenges with Reporting:**
 - Despite marketing efforts, hotels reported no room nights resulting from special rates
 - Action Taken: AnaLaura met with hotel sales teams to emphasize the importance of reporting room nights back to Travel Santa Ana

Santa Ana Enthusiast Program

- Officially launched the Santa Ana Enthusiast, a complimentary training program designed by Travel Santa Ana to provide an overview of the tourism industry's importance to the community and what makes Santa Ana a unique destination to visitors
- Certified Santa Ana Enthusiasts represent the passion and pride our community is known for. In addition to the title, there are some great benefits, including a pin, certificate, and more. The program is designed for everyone, from frontline hospitality employees and tourism partners to city officials and passionate Santa Ana residents
- Request that all board members take the course and encourage your staff to participate
- Congratulations to Erin, Ryan, Marc, Quinn, and Aaron for completing the course. Hotel Zessa has had seven members of their sales team, and Quinn Su and two of his staff have also become official Santa Ana Enthusiasts. Distributed information to the front desk during our quarterly hotel appreciation visits this past Monday. The front desk person from Mainstay Suites completed it
- The City is also going to promote to residents and have staff complete the course
- There will be an end-of-the-year celebration for those who have completed the program
- Incorporate the Enthusiast program into a hospitality award recognition
- <https://academy.travelsantaana.com/courses/certified-santa-ana-enthusiast>

Strategic Plan Meeting with the City

- Met with the economic development department regarding Travel Santa Ana's 2025-2027 strategic plan
- Supportive of all initiatives.
- Parks & Recreation sports facilities representative America Robledo to attend a future hotel and city meeting
- Communications will be ongoing.

Guest Communications

- Currently, Travel Santa Ana provides all the hotels with visitor guides to distribute them in guest rooms and common areas. This is not happening.
- Last week, (1) box of the 2025 Visitors Guides were delivered to the hotels. One box will be delivered per quarter and addressed to the sales department. Sales can utilize and provide them to the front desk should a guest ask for information.
- Currently, Travel Santa Ana provides all the hotels with table tents promoting "Where to Eat & Play" in Santa Ana with a QR Code linked to travelsantaana.com; only two hotels display these due to corporate restrictions.
- Suggesting that Travel Santa Ana provide an insert to be included with the room key that includes a QR Code linked to the visitors' incentive program.

Sales Report (A. Becerra)

- Updates from the Go West and Brand USA Mexico sales mission
 - **Go West** - Attended conference and met with buyers from Western States; Met with 52 planners over 4 days and included media, planners, etc.
 - **Brand USA** - Met with over 50+ planners over 3 days
 - PR agency in Mexico putting together an action plan with target buyers and third-party selling partners
 - TSA is creating a place online for interested meeting planners.
 - AeroMexico Airlines sales executives coming to Santa Ana (courtesy of Brand USA) for an immersion meeting on July 3.

New Business

- None currently

Announcements

- Next BOD meeting will be held on **Wed., April 16** at 2:00 pm at Holiday Inn, 2726 S. Grand Ave.

Adjournment

- The meeting is adjourned at 3:38 p.m. Minutes recorded by Erin Warady