



## QUARTERLY BOARD MEETING

TRAVEL SANTA ANA

WED. JULY 23, 2023

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### Call to Order

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

### Attendees

- Wendy Haase, President, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard (plus two interns)
- 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
- Dave Elliott, SA Chamber
- Ryan Chase, Board Member
- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Kat Decker, Executive Director Santa Ana Zoo

### Members not in attendance

- Quinn Su, Doubletree by Hilton
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

### Approval of Minutes

- Motion to approve the April minutes, approved by Marc Morley and Ashley Kravitz

### Public Comments:

- No public comments currently

## **Chair Report (Julie Buettner)**

- Recognition of TSA employment celebrations
- One year, AnaLaura Becerra and Maria Gonzalez
- Two years, Wendy Haase
- Visit CA and economic development agency JLL will be visiting and learning more about our destination strategy for the city; will also give the visitors a tour of Santa Ana as part of Visit California's Regional Tourism Strategic Plan.  
Met with Adam Rosenberg of Vlastic Bioscience regarding the distribution of products to requested hoteliers.
- The next board meeting will be on Oct. 11th, when the '24 budget will be presented.
- The date for the next partner happy hour is Nov. 16, 2023 (location TBD)

## **Board Updates**

- (Erin W.) Discovery Cube opened its new freshwater aquarium and sea life touch tanks.
- (Ryan C.) Stussy Archive, a store on 4th Street, has been seeing an increase in sales from international tourism, particularly Asian countries.
- (Ashley K.) Mall traffic has been steady and growing; preparing for the opening of the Paloma apartments in early Nov.
- (Aaron S.) The hotel had a soft June due to weather impacts, travel costs, and overall travelers concerns; July is expected to be stronger due to an increase in groups, namely weddings; will start the hotel renovations at the end of July, which will begin the brands move into a more boutique style hotel.
- (Marc M.) The city is preparing two large events for the Vietnamese Business Forum on July 13, 2023.
- (Robert K.) Strong June due to heavy business travel, and July is expected to be stronger due to the OC Fair opening in July.
- (Dave E.) Chamber will be hosting its annual Business Expo on July 20; Chamber is preparing for Taste of Santa Ana, Oct. 14th.

## **Financial Report (Ryan Chase)**

- In May \$123,480.80 in Tourism Marketing District revenue was collected.
- YTD Tourism Marketing District revenue collected = \$849,508.60
- Total Tourism Marketing District revenue collected = \$3,115,492.21
- Originally budgeted approximately \$20K for 4<sup>th</sup> position Q4
- Unanticipated TMD revenue in February (\$250,000) due to the hotel becoming current on past due 2022 payments.
- Motion to approve above financials approved by Rob Kravitz and Dave Elliott

## **Presidents Report (Wendy Haase)**

- **Expedia**
  - The Travel Santa Ana "Always On" campaign began July 1 and runs through June 2023.
  - For the month of June, the campaign generated 1,979 room nights worth \$327,397 in hotel revenue.
  - The campaign, to date, has generated 30,844 room nights worth \$4,704,664 in hotel revenue.
  - Expedia Orange County Joint Marketing Campaign:
    - Travel Santa Ana participated April-June, 2023
    - For the month of June, the campaign generated 2,276 room nights worth \$380,000 in hotel revenue.
    - The OC JMC generated 7,379 room nights worth \$1,188,000 in hotel revenue.

- **Brand USA**
  - **Santa Ana Destination page (June report attached)**
    - Pageviews 380
    - Unique Pageviews 345
    - Top country of origin United States with 146 pageviews; Mexico #2 with 53 pageviews
  - **Experience Orange County page (#s for DATE 2023)**
    - Pageviews 7,497
    - Unique Pageviews 6,626
    - Top country of origin Canada with 5,583 pageviews
  - **Multi-Channel Expedia Mexico Winter Feb-May**
    - Pageviews 24,585
    - Generated 79 room nights totaling \$12,910 in hotel revenue.

## Research & Analytics

- **Visitors Analysis**
  - According to data collected by Zartico, of the 10,518 visitor devices tracked, 47.5% of visitors stayed overnight, a 14% increase from June 2022.
  - The top out-of-state market remains Phoenix, with Las Vegas, NV, a close second, and San Diego was the #1 in-state market.
- **Website Analytics**
  - June received 15,571 page views.
  - The top 5 pages were:
    - OC Pride Parade & Festival Event
    - Home page
    - Discover-Santa-Ana/lgbtq-community/oc-pride-parade/
    - Events
    - Lodging/hotels
- **Travel Santa Digital Visitor Guide**
  - 1,023 impressions (June)
  - 9,718 impressions YTD
  - 27 English Downloads in (June)
  - 1 Spanish Downloads
  - Mailed: 0 Printed Copies
- **Book Direct (report attached)**
  - 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

## Projects/Meetings/Tradeshows

- **Projects**
  - Continued to work with the UCI intern to update our [Public Art Guide | Santa Ana, California](#).
  - Continued to work on the launch of our Culinary Passport with Gerardo Padilla.
  - Continue to work with Visit Buena Park on hosting travel influencer Carpe Diem Our Way and 2 potential other candidates in the fall.
  - Work on rounding up assets for Expedia Mexico campaign.

## **Sales (AnaLaura Becerra)**

- **Sales**

Detailed description of monthly activities in report sent previous to Board meeting.

- Travel Santa Ana reached out to hotel partners looking for a donation of complimentary stays that are raffled to meeting planners at some tradeshow. In addition to the stay certificate, Travel Santa Ana includes a gift card for any Santa Ana based restaurant and a pass for any Santa Ana based attraction. Instead of just handing out the package to the winner of the raffle, Travel Santa Ana requires that the recipient contact us and we do all arrangements directly. This is a very simple way to keep track on planners' needs, provide a more personalized service, and funnel the stay to the hotel that is most appropriate for the type of business that the planner may bring to us.
- Touch-point meetings with the Sales department of all hotels are being conducted on a regular basis on an individual format.
- Anticipation is growing internationally for the FIFA World Cup and Santa Ana will be booked at capacity due to the proximity to the border and to the fact that Los Angeles is a host city. While it may seem far away we only have 2 years to prepare. Sales efforts are focused on engaging travel companies that specialize in sports tourism and conversations have started to create a package once ticket pricing is released by FIFA. To have an idea of the magnitude of this event: about 50 million people watch the Superbowl. About 1.8 billion people watch the World Cup.
- Currently exploring possibility to attend upcoming Cannabis tradeshow in November that would put the city in the map of a very niche market to be considered as a destination for related groups.

## **New Business**

- Team is preparing for the upcoming '24 budget planning and review

## **Unfinished business**

- None currently

## **Announcements**

- None currently

## **Adjournment**

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