



## ABOUT TRAVEL SANTA ANA

Travel Santa Ana is the City of Santa Ana's core tourism promotion organization dedicated to creating long-term and sustainable economic growth for the region and its partners through innovative tourism programs, promotions, and partnerships.

Formed as of January 1, 2021, Travel Santa Ana (TSA), a 501 C (6), is the official Destination Marketing Organization (DMO) for Santa Ana. TSA is funded by a 2% assessment implemented by the Santa Ana Tourism Marketing District (SATMD), which is comprised of 17 lodging businesses with (70) rooms or more within the boundaries of the City of Santa Ana.

## 2021-2023 TRAVEL SANTA ANA BOARD OF DIRECTORS:

**Chair:** Julie Buettner, General Manager, Courtyard Costa Mesa South Coast Metro

**Vice-Chair:** Robert Kravitz, General Manager, Courtyard Santa Ana/Orange County

**Treasurer:** Ryan Chase, Owner, 4th Street Market

**Secretary:** Erin Warady, Senior Vice President Marketing, Discovery Cube

**Frank Atayde**, General Manager, Holiday Inn Orange County Airport

**Valerie Cooper**, General Manager, Embassy Suites by Hilton Santa Ana Orange County Airport

**Dave Elliott**, President & CEO, Santa Ana Chamber of Commerce

**Ashley Kravitz**, Senior Marketing Director, MainPlace Mall

**Marc Morley**, Economic Development Manager, City of Santa Ana

**Aaron Saliba**, General Manager, DoubleTree Hotel Santa Ana/Orange County Airport

**Quinn Su**, General Manager, Doubletree by Hilton Orange County Airport



**WENDY HAASE**  
President & CEO



**ANALAURA BECERRA**  
Director of Sales



**MARIA GONZALEZ**  
Content & Community  
Engagement Manager

## MISSION

To share Santa Ana  
with the world.

## VISION

Elevate Santa Ana as an authentic and  
welcoming Orange County destination.

# TRAVEL SANTA ANA

## 2022 ANNUAL REPORT

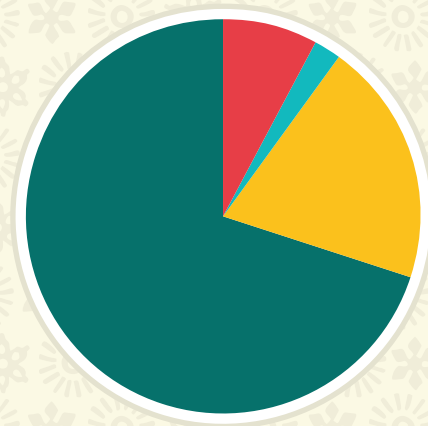
[WWW.TRAVELSANTAANA.COM](http://WWW.TRAVELSANTAANA.COM)

        
#TravelSantaAna





## HIGHLIGHTS



2022 Travel Santa Ana Budget: **\$1.2M**

2022 Santa Ana Tourism Marketing District Revenue: **\$1.3M**

**SALES AND MARKETING: 70%** **RESERVE: 8%**  
**ADMINISTRATION: 20%** **CITY FEE: 2%**

### BRAND

Travel Santa Ana partnered with local artists to create four signatures, each with their own individual feel and perspective on how to depict Santa Ana. The four local artists that make up the first class of signatures include Wendy Duong, Brian Peterson, Alicia Rojas, and Aki Tsuneizumi each with their own inspirations and relationship with the city of Santa Ana.

AKI TSUNEIZUMI

WENDY DUONG

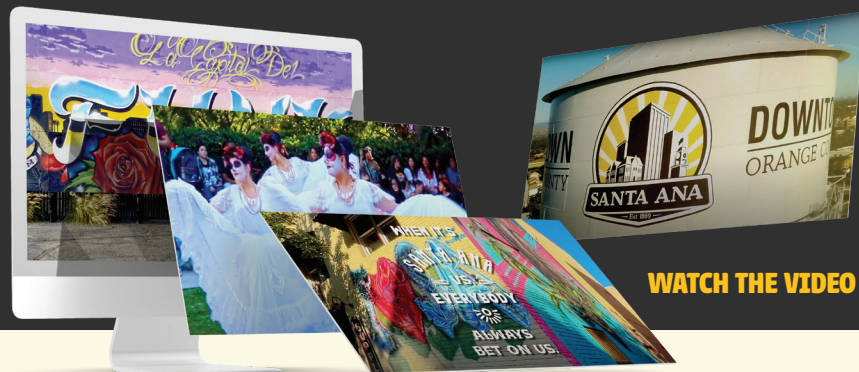
ALICIA ROJAS

BRIAN PETERSON



### PROUD SANTANERO

Travel Santa Ana created a video highlighting eight local business owners, posing the question of what makes them a proud Santanero. Featured individuals include Carlos “Charlie” Barragan (Charlie’s Tattoo Supply), Robert Bergman (Vioneering Studios), Norah Briceno Brower (Mil Jugos), Logan Crow (Frida Cinema), Raymond Rangel (R & R Western Wear), Jon Sanchez (Native Son), Delilah Snell (Alta Baja Market), and Raul Yanez (Mi Moda).



[WATCH THE VIDEO >](#)



WHEN IT'S  
SANTA ANA  
VS.  
EVERYBODY  
ALWAYS  
BET ON US.

### SALES

**16**  
TRADESHOWS

**449**  
APPOINTMENTS

**36**  
LEADS

**\$2.9M**  
IN POTENTIAL HOTEL REVENUE



### ADVERTISING

- Expedia “Always-On” Campaign generated **15,828 room nights** worth **\$2.4M in hotel revenue**
- Expedia OC Joint-Marketing-Campaigns generated **8,973 room nights** worth **\$1.4M in hotel revenue**
- TripAdvisor garnered **1.7M impressions**
- LA Magazine **819,960 impressions** ☀ **11,902 views** ☀ **24,443 opens** ☀ **4,230 clicks**
- Connect **45.2% average open rate**

### WEBSITE PAGEVIEWS:

**TOTAL: 31,851**

- EVENTS** **PLAY**
- EAT** **BEST TACOS IN OC**
- ARTS-CULTURE** **ABOUT TRAVEL SANTA ANA**
- CONTACT** **SPECIAL HOLIDAY RATES**
- POINTS OF INTEREST MAP**

