



Tourism in San Joaquin County

BOB HOPE THEATRE
DAVID COPPERFIELD
MAGIC OF GRAND ILLUSION OCT 6 5 30

Highest Priority Goal #1:

Focus on expanding tourism-driven resources and linking divergent activities



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G OF GRAND ILLUSION OCT 6 5 30

Your San Joaquin County
Destination
Marketing Organizations



a division of the
GREATER STOCKTON CHAMBER OF COMMERCE

www.VisitStockton.org



CONFERENCE &
VISITORS BUREAU

www.VisitLodi.com



www.VisitManteca.org

Working Together to Promote the Region

County-wide Collaboration Initiated

Current Destination Marketing Organizations (DMO's) promoting region:

- California Travel & Tourism Commission (CTTC)
- Central Valley Tourism Association (CVTA)
- Lodi Conference & Visitors Bureau
- Manteca Convention & Visitors Bureau
- Stockton Conference & Visitors Bureau



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Collaborative DMO Activities

- Bi-monthly meetings
- Increased cross-promotion of attractions and events
- County DMO's active in Regional, State and National Tourism Organizations
- DMO's will participate in Regional, State, National and International Travel and Tradeshow
- Regional brochures



Tourism and Visitor Assessments Completed

- Public Presentation of Findings in Stockton, **February 2007**
- Public Presentation of Findings in Manteca, **August 2007**
- Assessments completed by Destination Development, Inc., Seattle, WA



Destination
Development, Inc.



Results of Assessments

- Many cost-effective and easily attainable improvements already implemented
- “Tweaking” of websites to make them more visitor friendly and interactive
- Promotional materials redesigned for cohesive look and consistent message
- Community support for a full Branding & Marketing assessment of Stockton



Stockton Branding and Marketing Assessment

- **Community-wide underwriting**
 - City of Stockton Economic Development
 - Stockton Sports Commission
 - Stockton Conference & Visitor's Bureau
 - Downtown Stockton Alliance
 - San Joaquin RTD
 - Arnaiz Development Co.
 - Miracle Mile Business Assn.
 - A.G. Spanos Company
 - Stockton Thunder & Lightning
 - San Joaquin County



Branding and Marketing Assessment

The background of the slide is a collage of various images. On the left, there is a tall, ornate cathedral tower. In the center, a large sailboat with a white sail is visible. On the right, a man in a red shirt is playing a saxophone. Below him, a baseball player in a white and red uniform is shown in action. In the foreground, there is a large glass of red wine. At the bottom, a parade float is visible with a sign that reads 'DAVID COPPERFIELD G OF GRAND ILLUSION OCT 6 5 30'.

- **Community Stakeholder interviews completed July 2007**
- **Branding Recommendations to be presented to stakeholders, November 2007**
- **Public Presentation of Stockton Brand and Marketing Action Plan, January 2008**

Highest Priority Goal #2:

Wine Tourism Development



Indicators of Success

- **Current wine-related tourist numbers 200,000/year vs 80,000/year in 2001**
- **Total number of wineries in Lodi region now 70, vs 55 in 2004**

Recent development of 3 wine tasting rooms in downtown Lodi



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Indicators of Success

- Dozens of regional wine events now sponsored by individual brands
- Four major weekend events now draw thousands
 - Wine and Chocolate (February, 3500 visitors)
 - Lodi Zinfest (May, 9000 visitors)
 - Taste of Lodi (September, 1200 visitors)
 - The First Sip (November, 3500 visitors)



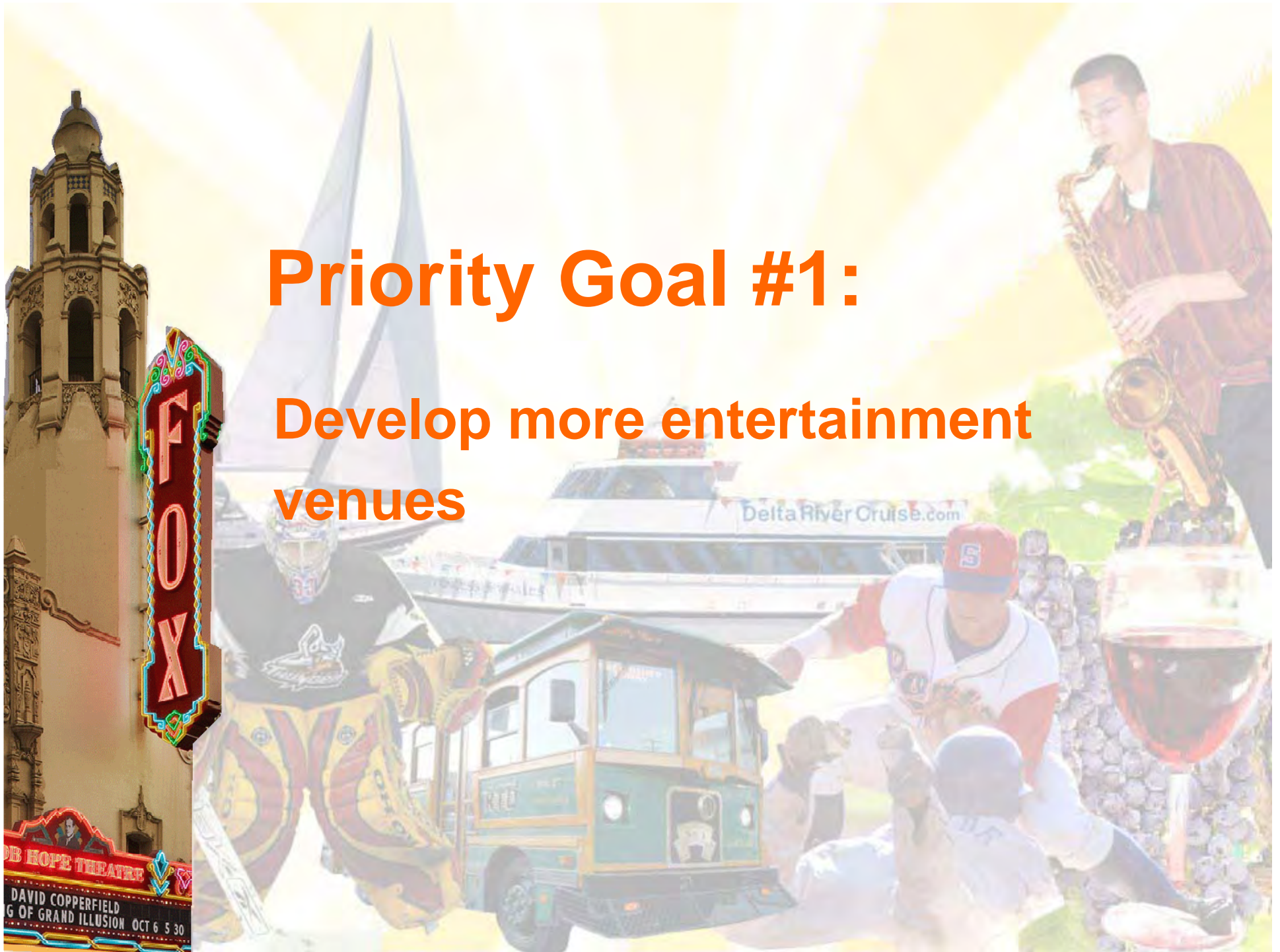
Indicators of Success

- Lodi Wine and Visitor Center, now serving 50,000 visitors a year
- Network of winery directional signs to assist visitors
- Four large billboards geared to wine tourists
- Participating with Wine Institute on California Wine Month (September)
- Cooperating with California Travel and Tourism Commission on Five-Year Campaign
- Participate in a dozen wine shows each year, including Boston, San Francisco, Washington DC and New York



Priority Goal #1:

Develop more entertainment venues



Development of Entertainment Districts

- **Creation of these districts supports Tourism and Economic Development goals**
 - Attract both tourism dollars and urban residents
 - Adds to quality of life, which supports business recruitment efforts
 - Prime lure for younger workforce
 - 80% of tourism dollars spent on activities beyond primary draw



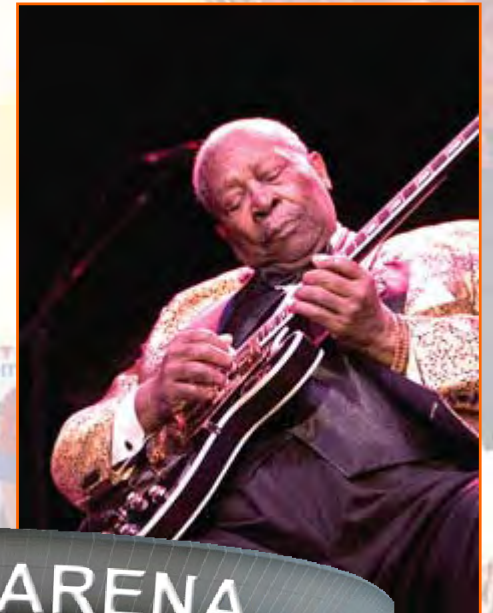
Downtown Stockton Entertainment District

- Action Plan developed by the Responsible Hospitality Institute
- Renewal of the Downtown Stockton Alliance includes new “hospitality” business assessment to fund security for the district
- Action Plan includes development of incentives for property and business development, security training and communication plan, creation of Hospitality Resource Panel for ongoing management in partnership with the Alliance
- District to begin operations January 1, 2008



Priority Goal #2:

Create a County-wide Entertainment Guide



County-wide Entertainment Guide

- **Young Audiences - www.209vibe.com**

- San Joaquin News (owner of The Record)
- Live music and entertainment focus
- Artist and entertainer profiles
- Highly interactive and innovative
- County-wide focus

- **Mature Audiences**

- www.visitstockton.org
- www.estockton.org
- www.downtownstockton.org

