

2025

ANNUAL REPORT &
2026 SERVICE PLAN



A LETTER FROM THE CEO



As I reflect on the past year, I'm proud of the momentum Visit Stockton has built and the clarity we've gained about where we're headed. While the visitor economy continues to face shifting travel patterns and economic pressures, our focus has remained steady: support our hospitality partners, strengthen community pride, and position Stockton as a destination worth choosing.

This year, our work centered on impact over activity. We prioritized initiatives that delivered measurable value, elevated Stockton's visibility, and reinforced the relationships that make our destination stronger. From signature events and marketing efforts to community engagement and research, our team stayed focused on what matters most.

Internally, our team remained focused on data-driven storytelling and collaboration. We're using research and analytics to fine-tune our campaigns and ensure that each dollar invested works harder for our destination and our partners. Each event continues to drive meaningful economic impact by filling hotels, energizing restaurants, and spotlighting Stockton's welcoming spirit. I am incredibly proud of the Visit Stockton team and thankful for the dedication of our board, partners, and community. Your collaboration and belief in this city continue to drive our success. Together, we're not just promoting a destination, we're sharing the story of a community whose creativity, energy, and heart make visitors want to stay.

Looking ahead to 2026, we are building on that foundation with clear priorities, thoughtful stewardship of resources, and a continued commitment to collaboration. The year ahead is about sharpening our focus, strengthening partnerships, and ensuring Visit Stockton remains a trusted leader for our community and stakeholders.

-Robyn

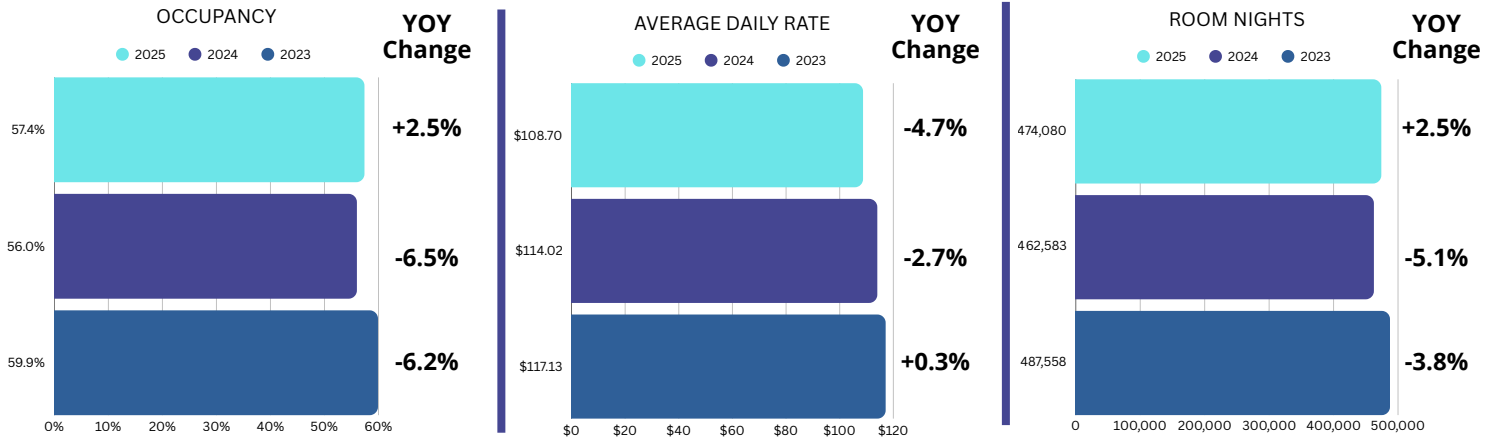
THE IMPACT OF TOURISM

Tourism continues to play a meaningful role in Stockton's economy, supporting local jobs, generating tax revenue, and driving spending across hospitality, dining, retail, and entertainment. While regional travel trends reflect ongoing shifts in visitor behavior, Stockton remains a key destination within the Central Valley.



THE STATE OF TOURISM IN STOCKTON 2025

Presented here are the consolidated findings from the most recent STR data. Following declines in occupancy and room nights in 2024, 2025 closed with improving demand and increased overnight stays. While average daily rate softened during the year, overall performance reflects shifting market conditions and evolving travel behavior. Visit Stockton remains focused on strategies that support overnight visitation, hotel performance, and long-term destination growth.



DIRECT TRAVEL IMPACT 2024

Direct Travel Impact Data, compiled by Dean Runyan Associates, measures the economic contribution of travel to and through Stockton, including visitor spending, employment supported, earnings, and tax revenue generated by travel-related activity.

DIRECT TRAVEL SPENDING

\$374.5M

YEAR OVER YEAR CHANGE

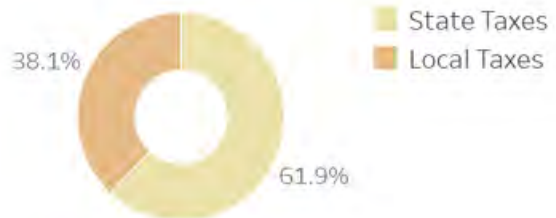
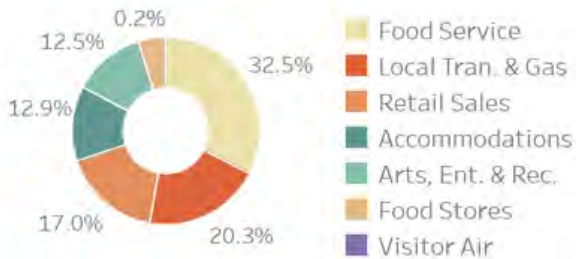
+3.2%

TOTAL TAX GENERATED

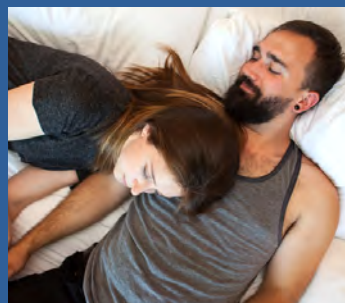
\$28.4M

YEAR OVER YEAR CHANGE

+4.1%



VISITORS SPENT OVER \$1 MILLION A DAY IN STOCKTON THRU DIRECT TRAVEL SPENDING



2025 IN REVIEW

SIGNATURE EVENTS AND INITIATIVES

Throughout the year, Visit Stockton focused on initiatives that strengthened visitation, supported local partners, and reinforced Stockton's identity as a vibrant and welcoming destination. Below are highlights.



STOCKTON RESTAURANT WEEK JANUARY 17-26, 2025

29 local restaurants participated in this 15th annual promotion that drives traffic to eateries during a historically slow time of year.



PACIFIC CUP WATER POLO TOURNAMENT APRIL 12-13, 2025

For the 2nd year in a row, the nation's top water polo teams came to compete at University of the Pacific. Sponsored in part by Visit Stockton.



PDGA CHAMPION'S CUP MAY 1-4, 2025

160 professional disc golfers from across the globe came to play at Swenson in one of the most elite competitions in the world.



HOLLYWOOD NORTH JUNE 9-12, 2025

A production team of 200 brought Hollywood to Stockton to work on a new television show at University of the Pacific.



STOCKTON RESIDENT SENTIMENT SURVEY JULY 2025

Visit Stockton partnered with University of the Pacific's Eberhardt School of Business to launch the 3rd installment of the Stockton Resident Survey. Results coming in May of 2026.



FEAST AT THE FOX SEPTEMBER 19, 2025

The 6th annual farm to table dining experience benefitting SJDC Culinary Arts. In partnership with The City of Stockton. With support from The Kitchen @ StoneBrier.



CSCLIVE25 OCTOBER 1-3, 2025

Codestack brought their annual conference home to Adventist Health Arena where over 500 attendees gathered to discuss educational technology.



VISIT STOCKTON PACIFIC INVITATIONAL OCTOBER 9-11, 2025

17 teams from across the western United States went head to head at The Reserve at Spanos Park at this annual competition.



MARKETING MATERIALS
DESIGNED IN 2025

SIGNATURE EVENTS
AND INITIATIVES
CONTINUED



TE FA'A NŌ TE 'ORI
TAHITIAN DANCE FESTIVAL
OCTOBER 17-19, 2025

This international showcase welcomed more than 700 dancers along with spectators to Stockton while celebrating Polynesian culture.



CALIFORNIA FORWARD
ECONOMIC SUMMIT
OCTOBER 22-24, 2025

This three-day event brought leaders from across the state to Downtown Stockton and highlighted the strengths of our region.



SPORTS TOURISM DEVELOPMENT

Visit Stockton entered into a **strategic partnership** with Airstream Ventures at the end of 2025 to expand Stockton's presence in the sports tourism market. Airstream Ventures specializes in connecting destinations with tournament organizers and national governing bodies, helping communities **attract events that generate overnight stays and economic activity**. Through this partnership, Airstream Ventures will assist with event recruitment and event servicing, while Visit Stockton will lead local coordination and work alongside community partners to support successful events. This collaboration strengthens Visit Stockton's ability to pursue new sports tourism opportunities and position the city to host more regional and national competitions in the years ahead.



ONGOING ENGAGEMENT WITH HOTEL PARTNERS

Visit Stockton continued to prioritize strong relationships with our hotel partners. Throughout the year, the team worked closely with them to support hosted events, improve the visitor experience, and strengthen Stockton's reputation as a welcoming destination.

Efforts included creating welcome displays for conferences and tournaments, participating in conference tabling opportunities, hosting a hotel partner mixer to strengthen communication and collaboration, and producing a hotel highlight video program to help showcase local properties to meeting planners and event organizers.

These initiatives help ensure our partners remain visible, supported, and positioned to benefit from increased visitation.



WELCOME DISPLAYS



CONFERENCE TABLING



HOTEL PARTNER MIXERS



HOTEL VIDEOS



UNIVERSITY OF THE PACIFIC



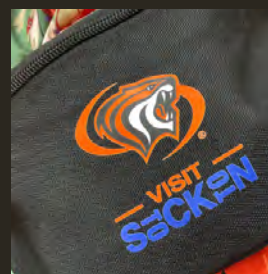
Visit Stockton collaborates with University of the Pacific throughout the year to support campus and athletics events, engage students and families, and introduce new visitors to the wonderful things Stockton has to offer.



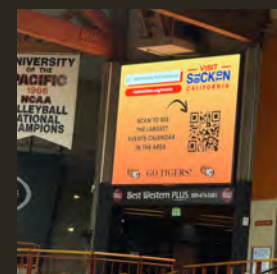
MOVE-IN DAY



TIGERS PROWLIN THE MIRACLE MILE



VOLLEYBALL GIVEAWAY



EVENT CALENDAR PROMOTION



ORANGE & BLACK BALL



UNBOUND STOCKTON TOUR



ADVENTIST HEALTH ARENA TRICK OR SUITE



ART EXPRESSIONS SOUPER SUPPER



SCT BLACK & GOLD GALA



HOSTING LSAA OPEN HOUSE



UNITED WAY GIVING CAMPAIGN



NATIONAL NIGHT OUT



MABLE BARRON CAREER DAY



FAHNS AWARD HONOREE



CHAMBER GOLF TOURNAMENT



SAN JOAQUIN PRIDE FEST



STOCKTON PORTS BASEBALL GAME

COMMUNITY ENGAGEMENT



HAGGIN Á LA CARTE



ELEANOR BY WOMEN UNITED

Visit Stockton's work extends beyond attracting visitors. Throughout the year, we remained present in the community, supporting local events, engaging residents, and strengthening relationships with our partners.



ATHENA AWARDS



TULEBURG PRESS



STOCKTON KINGS



STATE OF THE CITY

MARKETING SNAPSHOT

Our marketing efforts focused on visibility, relevance, and performance across digital platforms, social media, and owned channels.

WEBSITE

Engaged Sessions
443k

New Users
541k

Direct Acquisition
142.6k

Page Views
1.2 Million

Organic Social
21.6k

Organic Search
261.4k

WEEKLY EVENTS EMAIL

Emails Sent
404,102

Open Rate
49.2%

Click Rate
5.7%

Unsubscribe Rate
.10%

TOP 10 BLOGS

- **Things To Do in Stockton According to Tripadvisor**
- **Fun For The Whole Family**
- **Top Restaurants in Stockton According to Tripadvisor**
- **The Hauntings of Stockton**
- **Halloween Happenings in Stockton**
- **Farmers' Markets Near Stockton**
- **Stockton, California Crab Feed Season**
- **How Stockton Joined the Marvel Universe**
- **Holiday Family Fun in Stockton**
- **Filmed in Stockton**

SOCIAL MEDIA PERFORMANCE

IMPRESSIONS **7.03M**

ENGAGEMENT **185.7k**

ENGAGEMENT RATE PER IMPRESSION **2.6%**

POST LINK CLICKS **88.3k**

TOTAL AUDIENCE **100k**

YOUTUBE

• **Views** 1.5M ▲ 183%

• **Watch Time** 7.5k hrs ▲ 78%

• **Click thru Rate** 4.1%

STRATEGIC MOVES IN 2025

- Reorganized internal departments and refined job descriptions to better align staff roles, improve operational efficiency, and support Visit Stockton's evolving priorities.
- Established the Director of Community Engagement & Brand Development position and filled the role through an internal promotion, following an extensive search, recognizing strong qualifications and experience within the team.
- Conducted extensive research and planning in preparation for the launch of the Visit Stockton Ambassador Program in 2026.
- Engaged a social media marketing agency to develop and launch a digital marketing training program for local partners beginning in 2026.
- Strengthened collaboration with local partners, venues, and hospitality stakeholders to support tourism growth and community engagement.

2026 SERVICE PLAN

INCLUDED IN THIS ANNUAL SERVICE PLAN ARE THE STRATEGIES AND OBJECTIVES OF VISIT STOCKTON FOR THE YEAR ENDING DECEMBER 31, 2026.

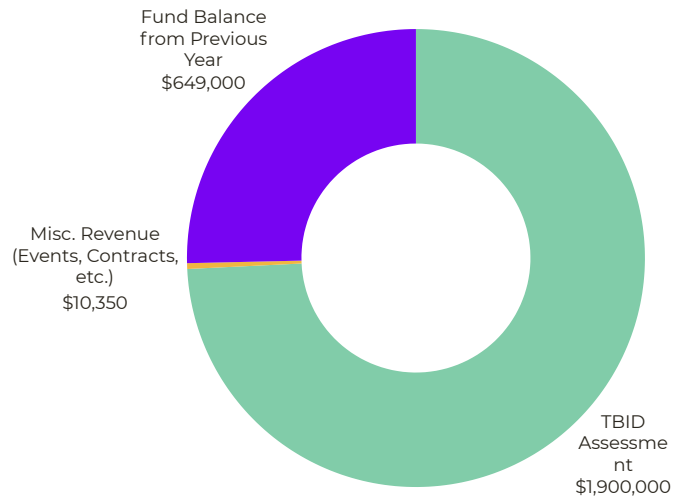
General Overview

The current Stockton Tourism Business Improvement District (TBID) was established effective January 1, 2025 by the Stockton City Council and expires December 31, 2035. The current TBID assessment levies a 5% fee per hotel room, per night. The plan includes a 0.5% increase in year six to 5.5%. The funds are used for the marketing and promotion of Stockton, targeted toward increasing overnight stays. The assessment is applied to all lodging establishments within the city limits of Stockton; at this time there are no proposed changes to the boundary of the district.

2025 BUDGET OVERVIEW

The attached budget is in compliance with the percentage thresholds set forth in the Stockton Tourism Business Improvement District Management District Plan approved by City Council in November of 2024.

2026 ANTICIPATED REVENUE
\$2,559,350



Note: The fund balance carried into 2026 reflects a combination of timing differences in year end expenses and temporary savings resulting from organizational staffing transitions during 2025. These savings were not the result of reduced programming or marketing investment, but rather a transition period as Visit Stockton repositioned its structure for long term effectiveness. In 2026, these funds will be strategically redeployed to strengthen organizational capacity, advance destination development initiatives, support targeted marketing opportunities, and maintain prudent operating reserves to ensure stability should travel demand or economic conditions fluctuate. This budget also includes a 5% contingency fund allotment of \$95,000 (5% of \$1,900,000) as per the TBID Management District Plan.

2026 Objectives

Objective 1: Support hotel performance and overnight visitation.

Visit Stockton will continue destination marketing efforts aimed at increasing overnight stays and reducing hotel leakage. Marketing and sales efforts will highlight Stockton's meeting spaces, sporting venues, and visitor experiences to position the city as a competitive destination for meetings, events, and leisure travel.

Objective 2: Strengthen organizational capacity.

Visit Stockton will continue refining staff roles, responsibilities, and internal processes to improve operational efficiency. As new team members are hired and onboarded, the organization will prioritize training, collaboration, and alignment with Visit Stockton's strategic priorities.

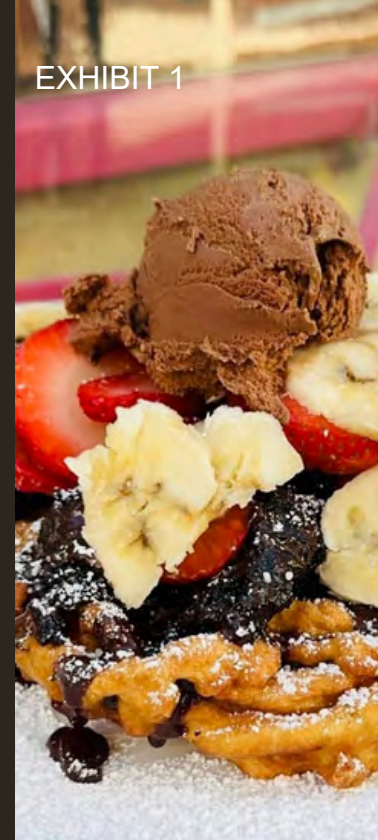
Objective 3: Launch a new Visit Stockton Ambassador Program.

Visit Stockton will develop and launch a renewed Visit Stockton Ambassador Program designed to educate residents and local employees about the importance of tourism to Stockton's economy while deepening awareness of the city's unique assets, experiences, and stories. The program will encourage participants to actively welcome visitors, support local events and businesses, and help champion opportunities that attract activity and investment to Stockton.

Objective 4: Provide digital marketing education for local partners. Visit Stockton will offer digital marketing training opportunities for local businesses and nonprofit organizations to strengthen their ability to promote their own activities and contribute content that supports broader destination marketing efforts.

Objective 5: Expand sports tourism opportunities.

Visit Stockton will work with Airstream Ventures and local partners to identify, recruit, and support sporting events that generate overnight stays and economic impact for the community.



— VISIT — STOCKTON

Airstream  Ventures
BUSINESS.SPORTS.TOURISM

CONFIRMED HOSTED EVENTS FOR 2026:

- FEBRUARY 20-21: CIF SAC-JOQUIN SECTION BOYS AND GIRLS WRESTLING MASTERS - ADVENTIST HEALTH ARENA
- FEBRUARY 20-21: VISIT STOCKTON DII GOLF INVITATIONAL - THE RESERVE AT SPANOS PARK
- APRIL 10-12: AMERICAN JUNIOR GOLF ASSOCIATION VISIT STOCKTON PREVIEW- SWENSON PARK GOLF COURSE
- APRIL 20-22: NCAA DIVISION II 2026 CCAA MEN'S AND WOMEN'S GOLF CHAMPIONSHIPS - THE RESERVE AT SPANOS PARK
- APRIL 22-26: WCC TENNIS CHAMPIONSHIPS - UNIVERSITY OF THE PACIFIC
- MAY 7-9: NCAA DIVISION II MEN'S GOLF SOUTH CENTRAL/WEST REGIONAL - THE RESERVE AT SPANOS PARK
- MAY 21-24: OTB OPEN (DISC GOLF PRO TOUR+ EVENT) - SWENSON PARK GOLF COURSE
- OCTOBER 11-14: VISIT STOCKTON PACIFIC GOLF INVITATIONAL - THE RESERVE AT SPANOS PARK



— VISIT — STOCKTON

WHO WE ARE

Visit Stockton is the official destination marketing organization for Stockton, California and as such, is charged with the promotion and marketing of the City of Stockton as a leisure travel, sports, events, and meetings destination. Founded in 1979 as a 501(c)6, non-profit corporation, Visit Stockton is dedicated to positively impacting the local economy through its programming and elevating civic pride while highlighting the Stockton community as a positive place to work, live, and visit. Visit Stockton is funded in partnership with local hotel properties through the Stockton Tourism Business Improvement District.

MISSION STATEMENT

Visit Stockton is dedicated to enhancing the region's Quality of Life by collaboratively leading the promotion of our richly diverse community and advocating for initiatives that will enhance the city's Quality of Place.

VISION STATEMENT

Stockton is widely respected as a diverse and welcoming community, providing unique and authentic experiences and opportunities for all.

ORGANIZATIONAL VALUES

ACCOUNTABILITY · HAVE FUN · EXCELLENT SERVICE · GIVING BACK · LEARN AND IMPROVE

MEET THE TEAM

ADMINISTRATION & OPERATIONS

- **Robyn Camino**, CEO and Film Liaison @ Stockton & San Joaquin Film Commission

MARKETING & COMMUNICATIONS

- **Christa Griffith**, Director of Community Engagement & Brand Development
- **Anthony Esteves**, Content Manager

BOARD OF DIRECTORS

- **George Kaplanis, President**
Omega Hospitality
- **Wes Yourth, Vice President**
University of the Pacific
- **Susan Obert, Treasurer**
Haggin Museum
- **Alex Munro**
Hilton Stockton
- **Rhona Miles**
University Plaza Waterfront Hotel
- **Isadora Harness**
Marriott Properties
- **Jai Patel**
Red Roof Inn

- **Michael Blower, Council Appointee**
Council Member Dist. 3
City of Stockton

The Board of Directors meets bi-monthly, and the public is welcome and encouraged to attend.



CALL US! 877.778.6258

146 W Weber Ave, Stockton, CA 95202

#visitstockton     