

# EVENTS GROW - DEMAND SHIFTS



PLACER VALLEY  
TOURISM

# 2022 ANNUAL REPORT



**PLACER VALLEY**  
*Tourism Enriching Communities*

# LOOKING BACK...

## ROEBBELEN CENTER EVENTS GROW & SOLIDIFY WEEKEND BUSINESS

### Average Daily Rate sees major growth while Occupancy maintains

2022 finally brought a sense of normalcy since the COVID pandemic shut down in March 2020. Placer Valley Tourism (PVT) was able to see the Roebbelen Center (RC) @the Grounds (ATG) operate and host the major events and tournaments that had been planned since the beginning of 2020. With a major event center as its anchor facility, PVT was able to charge forward and host multiple events that significantly generated room nights for Placer Valley hotels. The average weekend occupancy nearly rebounded to 2019 levels of 81% to 84% in 2022. Midweek occupancy trailed slightly with 68% in 2022 compared to 76% occupancy in 2019. The weekend average daily rate (ADR) had the most significant growth outpacing 2019 with \$156.33 compared to \$123.46. Midweek ADR saw some nominal growth with \$131.74 in 2022 compared to \$123.02 in 2019.



Athletes gather outside the Roebbelen Center for the West Coast Volleyball Association League Tournament on April 30



# THE STATS

The year 2022 proved to be a remarkable one for the Placer Valley market. It achieved phenomenal growth in multiple key areas including the number of events and PVT related room nights.

Additionally, Placer Valley recorded all-time highs in Transient Occupancy Tax (TOT), ADR and grants awarded.

## 2022

## Placer Valley Tourism Year in Review

**27,559**

PVT Related  
Room Nights

↑ **19%**



**40**

Organizations  
Supported



**\$5.8M**

TOT  
Generated

↑ **25%**



**668,453**

Total Room  
Nights Sold

↓ **2%**



**\$139.43**

Average  
Daily Rate

↑ **17%**



**72%**

Occupancy

↓ **2%**



**647**

Total Events  
Tracked

↑ **19%**



**\$206,000**

in Grants  
Awarded

↑ **40%**

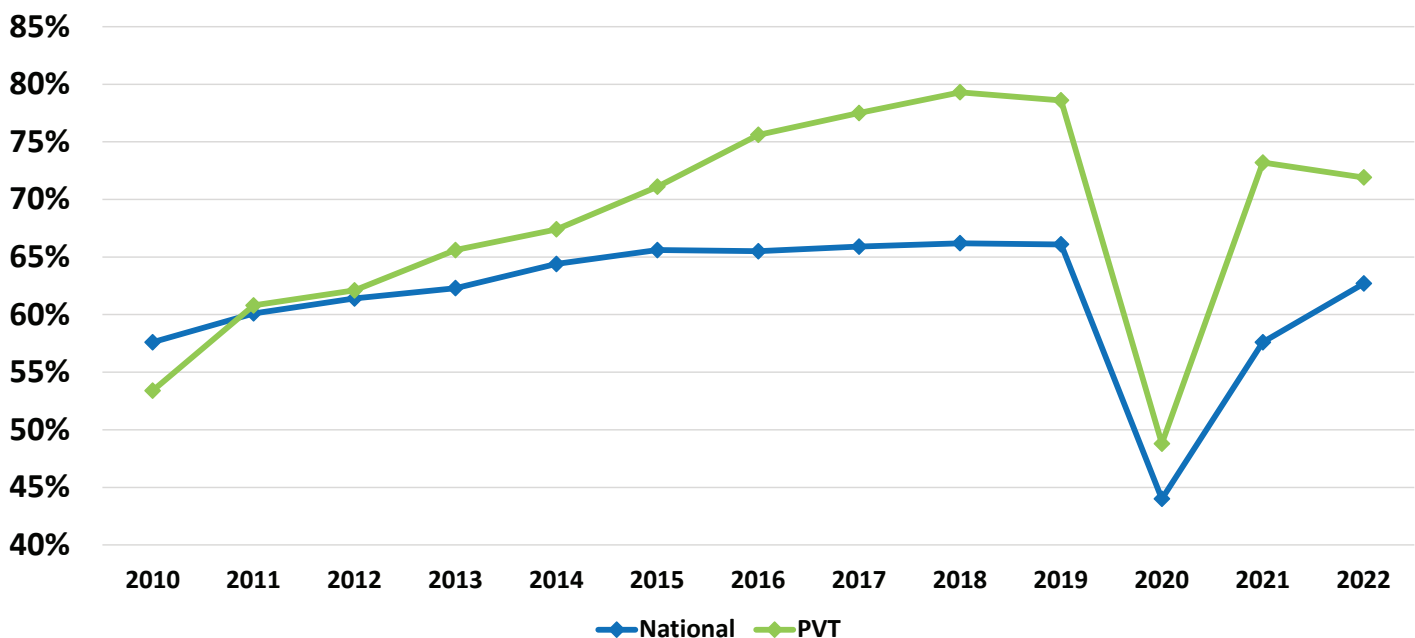
# 2022 AT A GLANCE

## PLACER VALLEY HOTELS MAINTAIN STRONG PERFORMANCE

**Average Daily Rate and RevPAR numbers demonstrate impressive recovery, with rooms sold and occupancy levels not far behind.**

In 2022, 668,453 room nights were sold in Placer Valley hotels, compared to 681,018 in 2021 for a 2% decrease in sales. Occupancy decreased to 71.9% compared to 73.2% in 2021 but still remains above the national average.

### Hotel Occupancy: National vs PVT 2010-2022



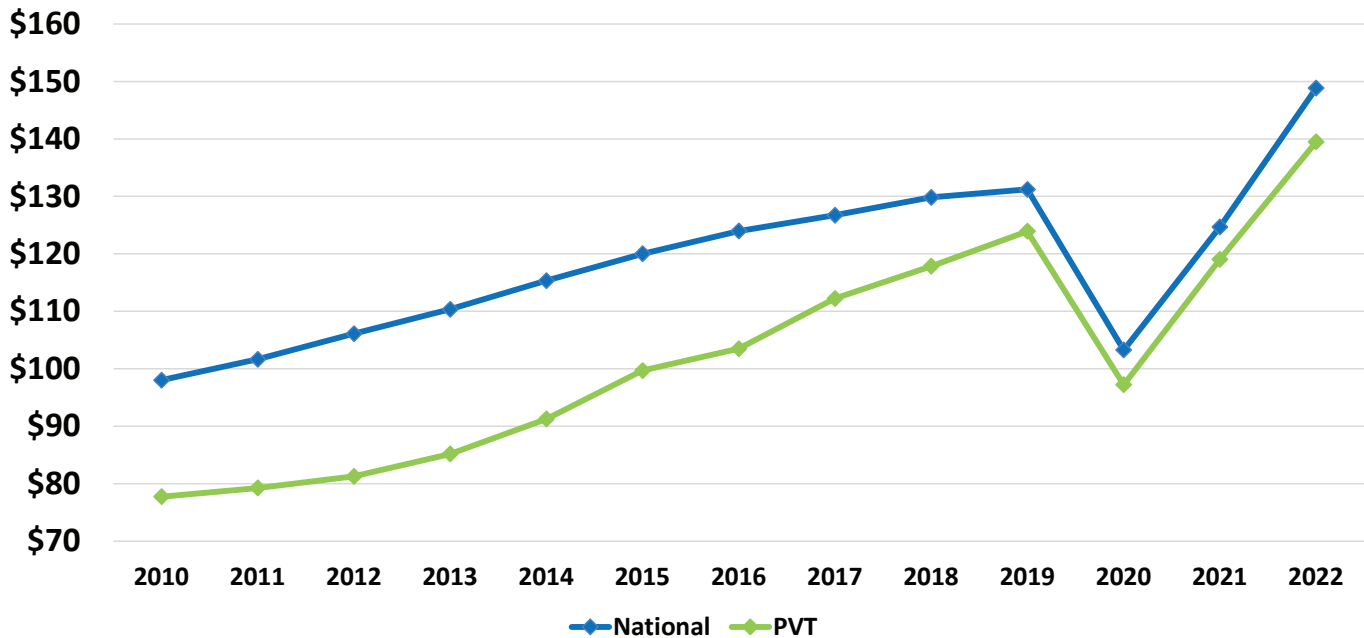
APP Tour Professional Pickleball Tournament at Johnson Ranch Sports Complex on September 23-26



# 2022 AT A GLANCE (cont.)

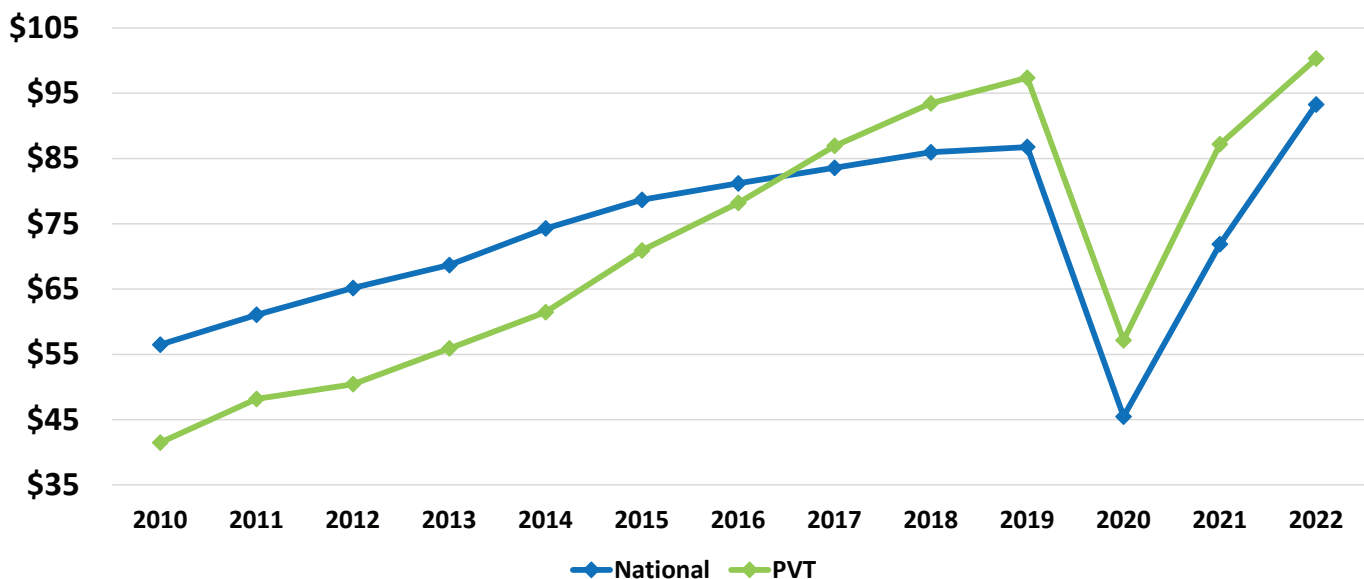
**Hotel Average Daily Rate (ADR) increases by 17% to \$139.48 compared to \$119.05 in 2021.**

## Hotel ADR: National vs PVT 2010-2022



**Revenue Per Available Room (RevPAR) was \$100.30 for a 15% increase compared to 2021.**

## Hotel RevPAR: National vs PVT 2010-2022

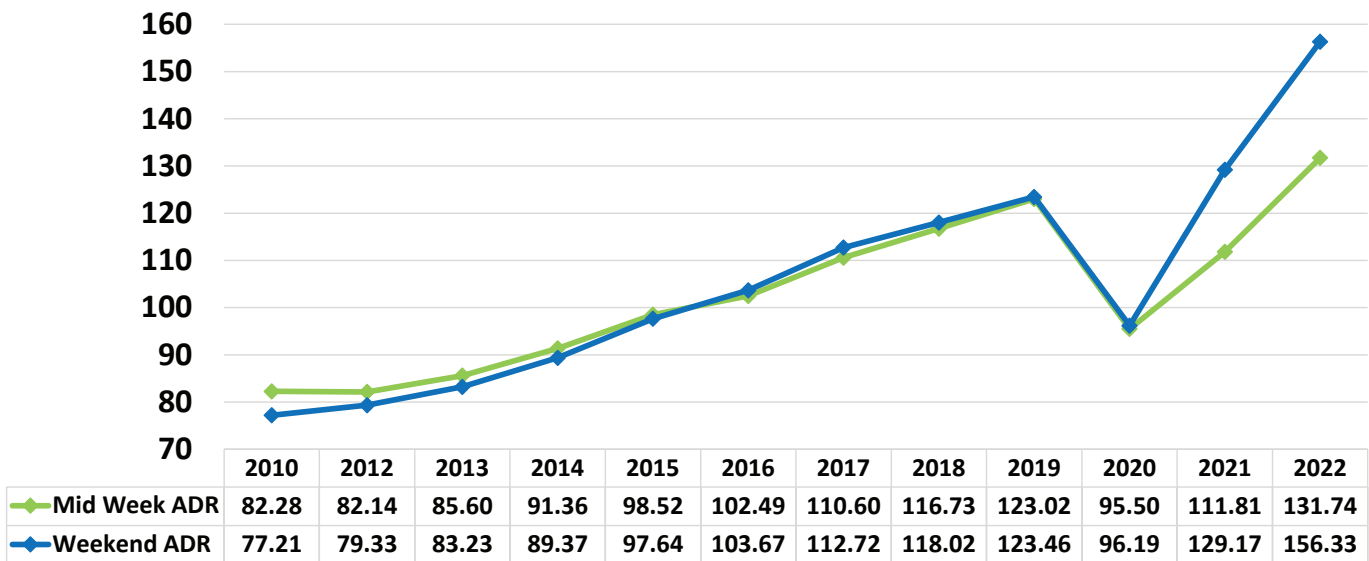


# 2022 IMPACTS

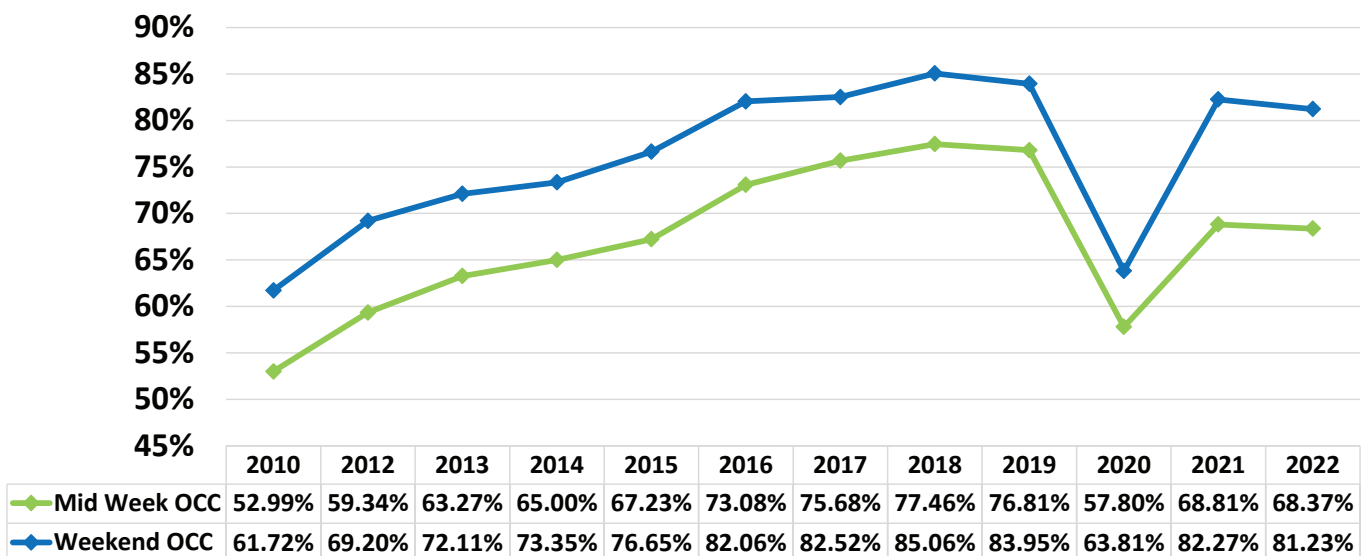
## WEEKENDS THRIVE, MIDWEEK STABLE

Weekend ADR & Occupancy continues to be strong, thanks to sports tourism, while mid-week gains momentum with the slower return of the corporate market.

### Average Daily Rate Midweek vs. Weekend 2010-2022



### Average Occupancy Midweek vs Weekend 2010-2022





# 2022 DEMAND

## PLACER VALLEY HOTELS IN COMPARISON TO REGIONAL MARKET

<b>Rooms Sold</b>	<b>Total</b>	<b>Total Variance Prior Year</b>
<b>Placer Valley</b>	<b>668,453</b>	<b>-2%</b>
<b>Folsom</b>	<b>237,883</b>	<b>-4%</b>
<b>Rancho Cordova</b>	<b>497,105</b>	<b>-2%</b>
<b>Elk Grove</b>	<b>196,170</b>	<b>19%</b>
<b>Sacramento</b>	<b>1,005,103</b>	<b>17%</b>

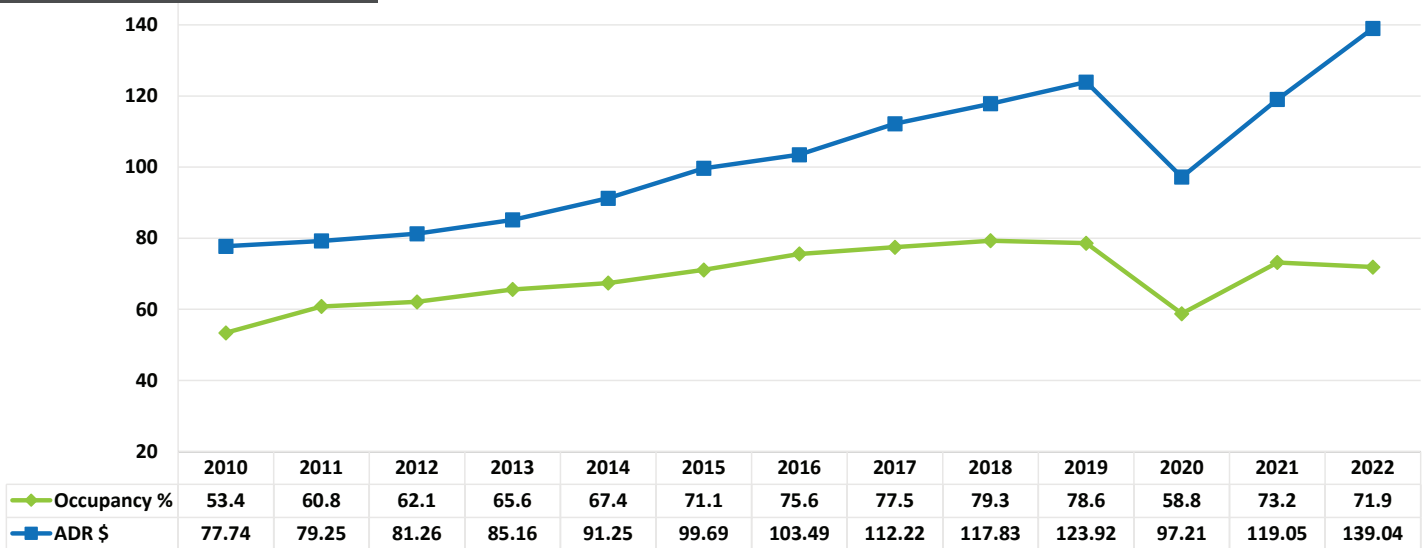
<b>RevPAR</b>	<b>Total</b>	<b>Total Variance Prior Year</b>
<b>Placer Valley</b>	<b>\$100.29</b>	<b>15%</b>
<b>Folsom</b>	<b>\$105.15</b>	<b>16%</b>
<b>Rancho Cordova</b>	<b>\$76.40</b>	<b>10%</b>
<b>Elk Grove</b>	<b>\$119.21</b>	<b>21%</b>
<b>Sacramento</b>	<b>\$109.85</b>	<b>41%</b>

# MARKET RESULTS

**2% Decrease in  
Occupancy from 2021**

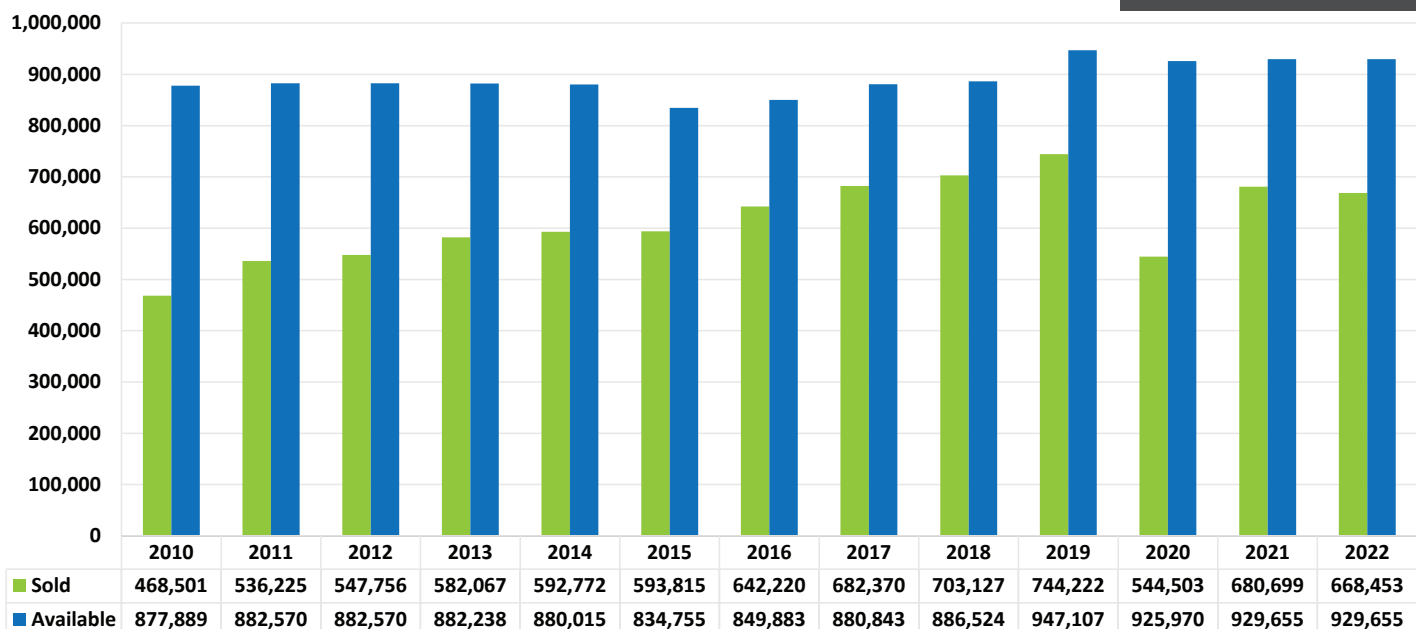
**17% Increase in ADR  
from 2021**

## Average Daily Rate & Occupancy 2010 - 2022



## Hotel Room Nights Available vs Sold 2010 - 2022

**2% Decrease in  
Rooms Sold from  
2021**





# ECONOMIC IMPACT

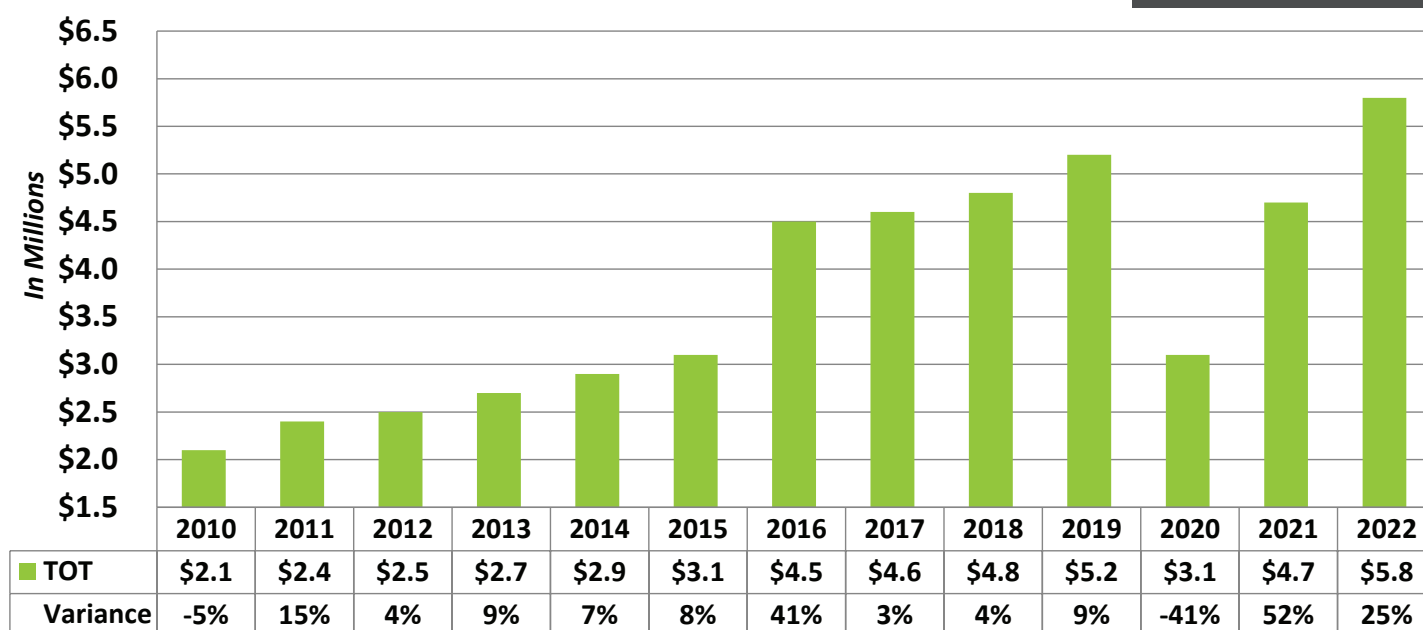
## HOTEL INDUSTRY DIRECT ECONOMIC IMPACT FOR ROSEVILLE, ROCKLIN AND LINCOLN

### 2022 sees an all-time high in economic growth!

Hotel sales provided more than 5.8 million in Transient Occupancy Tax (TOT) to our cities' General Fund, an increase of 25% from 2021, and generated over \$93M as strong hotel rates are seen throughout the region.

### 3 City TOT Collections 2010 - 2022

25% Increase in  
TOT from 2021



CCA Speedo Sectionals at Roseville Aquatics Complex on July 20-24

# SALES SUMMARY

## PLACER VALLEY TOURISM EVENT RELATED ROOM NIGHTS

### HIGHLIGHTS

The total room nights generated in 2022 were up 19% to 27,559.

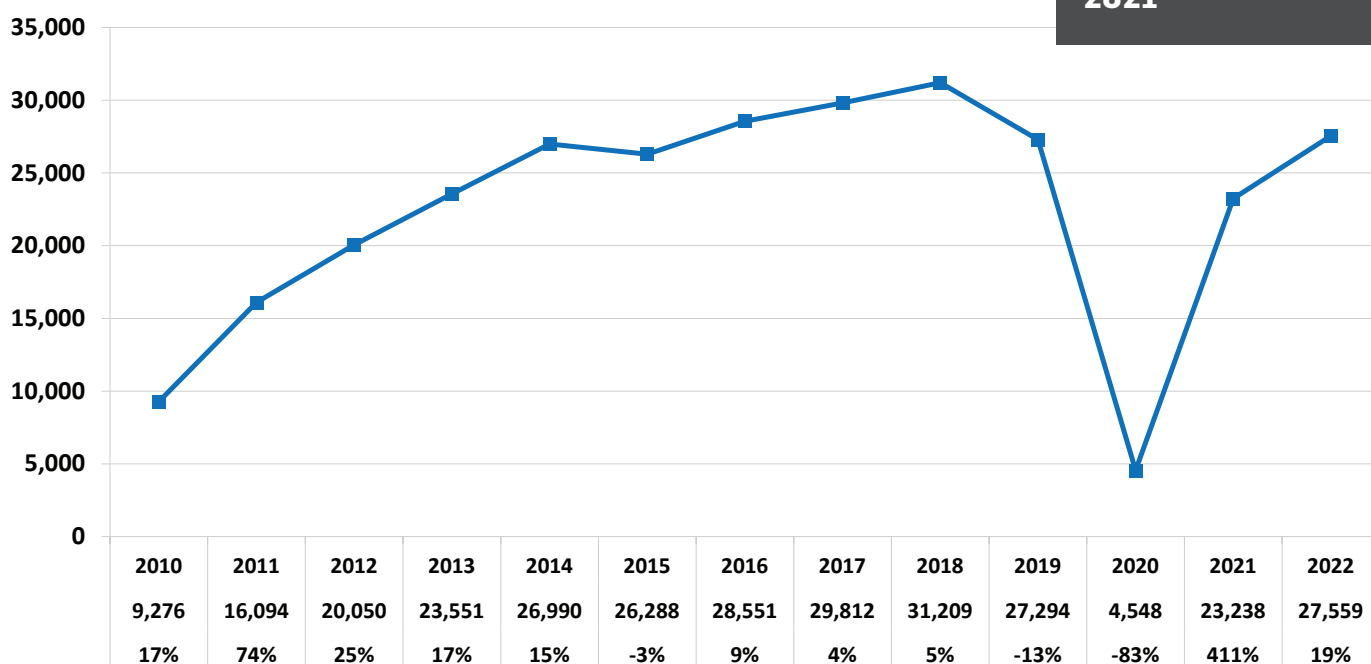
- Johnson Ranch Sports Club puts Pickleball on the map with 102 room nights from their new courts!
- Concerts made the top 4 event types in Placer Valley, generating 1,616 room nights or 6% of the total room nights.
- May had the most PVT room nights with over 3,585 generated.
- The top three event types were volleyball, basketball and softball, respectively.

### TOP 5 ORGANIZATIONS BY TOTAL ROOM NIGHTS

1. Northern California Volleyball Association - 3,301
2. Jessup University Athletics - 2,011
3. Hardwood Palace Basketball - 1,624
4. West Coast Volleyball Association- 1,619
5. California Capital Aquatics - 746

### PVT Room Nights

**19% Increase in PVT Room Nights from 2021**





# PVT EVENT TYPES

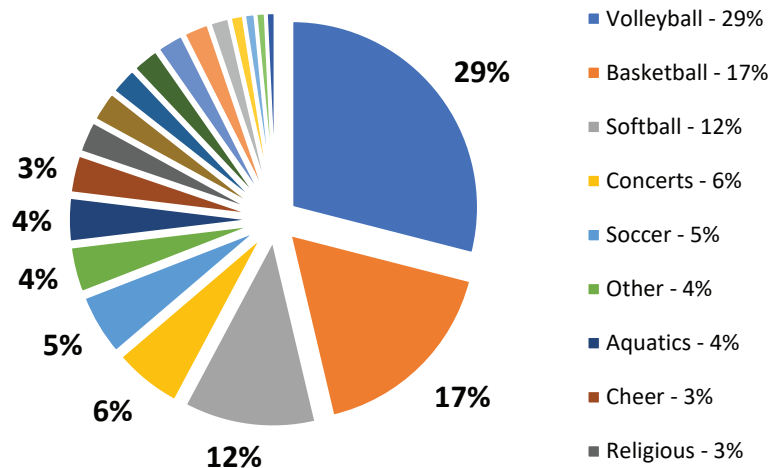
## PLACER VALLEY TOURISM EVENT RELATED ROOM NIGHTS

Room night categories have seen a major shift since 2019. Event categories like volleyball and concerts which weren't typically seen in Placer Valley are now in the top 5 categories. Traditionally stronger sport types such as softball and aquatics continue to face challenges post-COVID.

### 2022 TOP EVENT CATEGORIES

1. Volleyball
2. Basketball
3. Softball
4. Concerts
5. Soccer

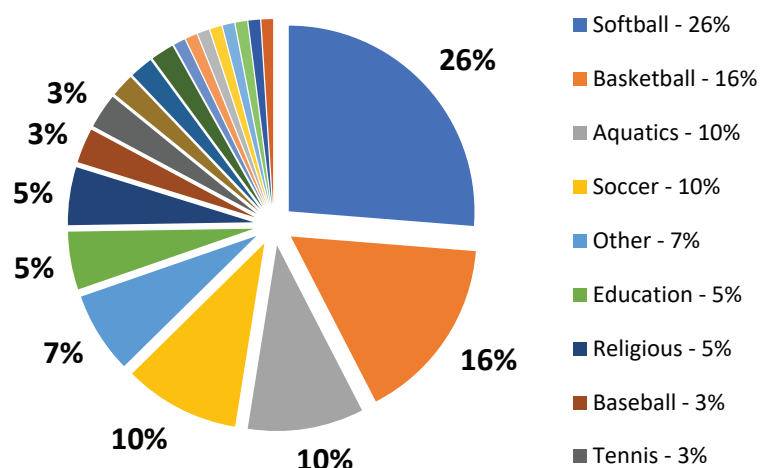
### 27,559 Room Nights by Event in 2022



### 2019 TOP EVENT CATEGORIES

1. Softball
2. Basketball
3. Aquatics
4. Soccer
5. Other

### 27,300 Room Nights by Event 2019

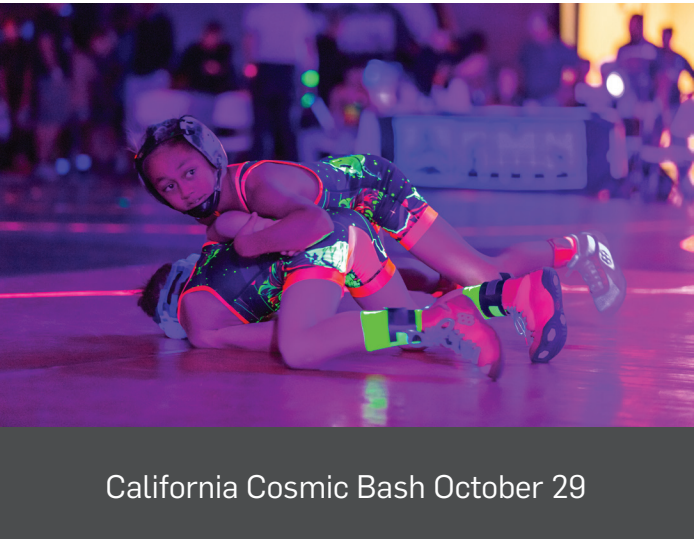
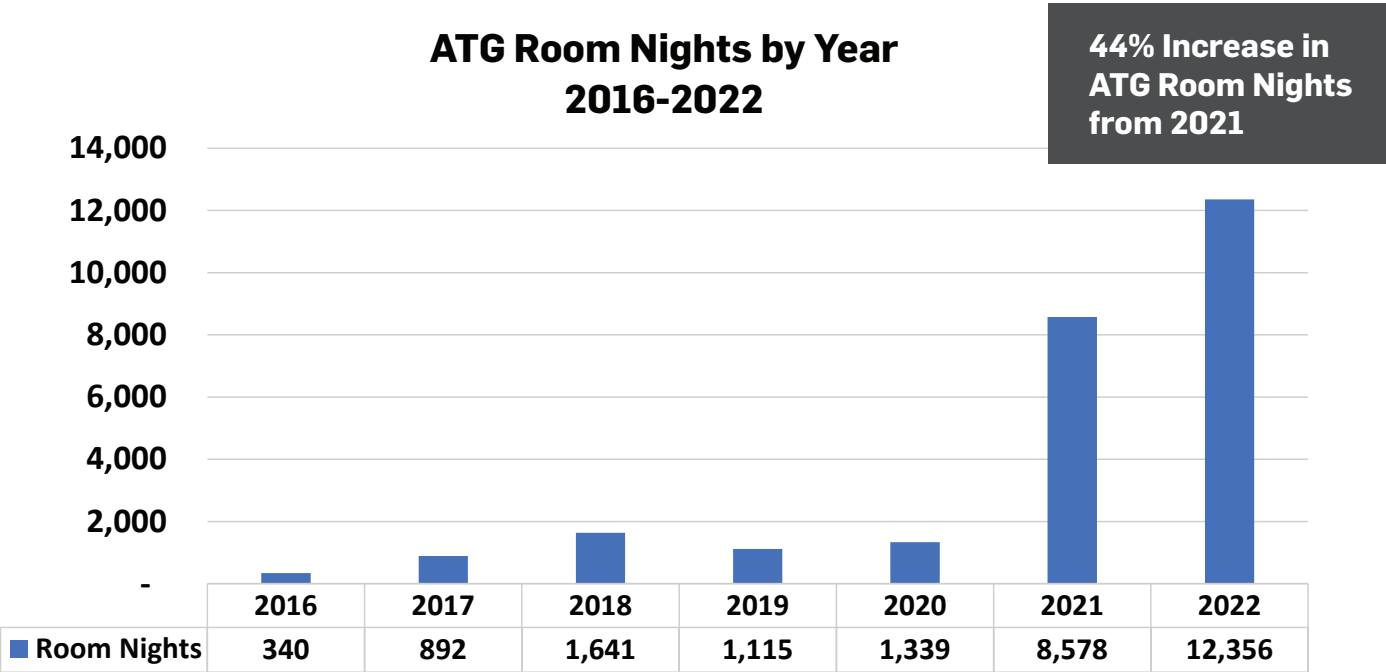


# EVENT CENTER SALES

## ROEBBELEN CENTER STAYS BUSY

### Despite challenges, flexibility remains key to success

In 2022, the Roebbelen Center saw a wide variety of events that helped generate room nights for PVT. Events hosted @the Grounds generated **12,356** room nights for Placer Valley hotels. This is a 44% increase in room nights from last year!





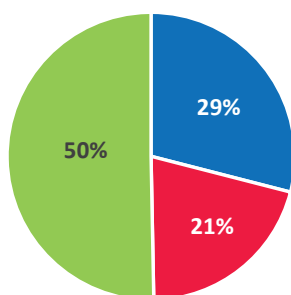
# SHOULDER ROOM NIGHTS

## TRADITIONAL SHOULDER SEASON BEGINS TO SHIFT

### Roebbelen Center provides winter solution, closes gap on outdoor events

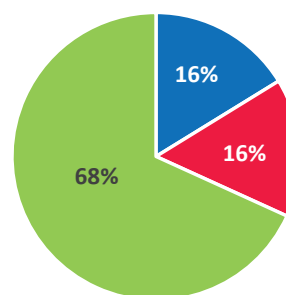
The shoulder season for PVT was traditionally the slower months of January, February, November and December, due to a lack of indoor facilities to host events. Now that the Roebbelen Center is fully opened, 2022 saw a dramatic increase in room nights with more than 12,000 generated from @the Grounds events. In 2019, PVT related room nights generated in the shoulder season accounted for just 17% of the overall total. However, with the addition of the Roebbelen Center, shoulder season room nights generated 34% of the total room nights in 2022! Interestingly, August is now the weakest month overall as softball has seen competition weaken hotel demand and the new annual “fire season” starts to drive concerns for outdoor activities.

**2022 by Month**  
**27,559 Room Nights**  
**7,992 Shoulder Room Nights**

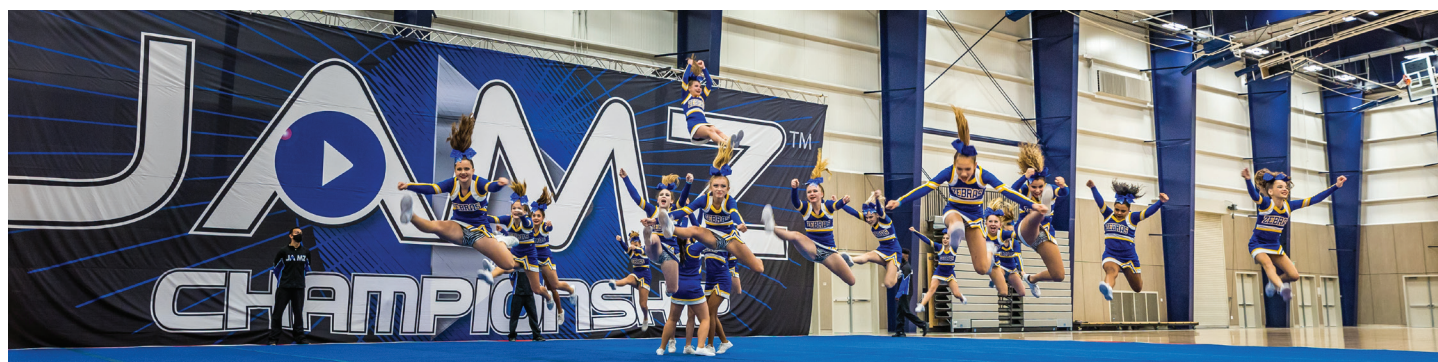


■ Jan- Feb, Nov-Dec   ■ March - April   ■ May - October

**2021 by Month**  
**23,238 Room Nights**  
**3,770 Shoulder Room Nights**



■ Jan- Feb, Nov-Dec   ■ March - April   ■ May - October



Jamz Cheer and Dance Competition in the Roebbelen Center on November 12-13

# EVENT DEVELOPMENT

## WOMEN'S WEST COAST TOURNAMENT OF CHAMPIONS

### Placer Valley Tourism brings together female wrestlers from across the nation for premier wrestling tournament

In 2022, the Women's West Coast Tournament of Champions (WWCTOC) presented by Cliff Keen had approximately 1,100 women wrestlers compete at the Roebbelen Center @the Grounds in December. With women's wrestling on the rise in popularity, this tournament is the only one of its kind with college, high school, and middle school athletes all competing under one roof. Wrestlers traveled from over 10 different states to participate in the 2022 WWCTOC, bringing in almost 300 room nights for Placer Valley hotels.



## SANTA HUSTLE

### Santa Hustle 5K and Half Marathon brought festive fun to Roseville in third annual event

The Santa Hustle returned for its third year in Downtown Roseville on December 11 with up to 2,000 runners and walkers participating in the 5K, Half Marathon, and Kids Dash. Participants were dressed in holiday-themed outfits, generating holiday cheer during the event. After the last few years of low registration numbers due to COVID, this past December rang in the holidays with an increase in Santa Hustle participants.





# MARKETING

## EXPANDING MARKETING EFFORTS IN HOTELS

Placer Valley Tourism welcomed teams and athletes to hotels with posters for two events in 2022, the Bay View Classic volleyball tournament and the Women's West Coast Tournament of Champions wrestling event. QR Codes on the welcome posters encouraged guests to scan for Things To Do in the Area, which increased PVT website traffic. Hotel staff and athletes alike enjoyed feeling more connected with the event and the community.



The Welcome Posters for the May 28-30 Bay View Classic  
**174** scans to the PVT website to view Things To Do in the Area



The Welcome Posters for the December 16-17 Women's West Coast TOC  
**55** scans to the PVT website to view Things To Do in the Area

# MARKETING

## EVENT SPONSORSHIP HIGHLIGHTS

Placer Valley Tourism sponsored a variety of events in 2022, including the West Coast World Series at McBean Stadium. The PVT team also increased involvement in local events to enhance outreach and strengthen partnerships within the community. These local sponsorships included the Placer Wine & Ale Summer Passport, Roseville State of the City, Rocklin State of the City, Unwine'd & Re-Connect Chamber Mixer, and the Placer Valley 2022 Business Summit.



Sponsored Unwine'd & Re-Connect Chamber Mixer  
August 10 at Rancho Robles  
Vineyard in Lincoln



Presenting Sponsor of the  
West Coast World Series  
August 9-12 at McBean  
Stadium in Lincoln



Presenting sponsor of  
Placer Valley 2022  
October 19 at Bayside  
Church in Roseville

## EXPANDING OUR DIGITAL MARKETING PRESENCE



1.8K



1.4K



1.3K



150

### Social Media Growth in 2022

- 400 total posts across platforms, a 168% increase from last year
- Largest growth seen in Instagram with a 20% increase in followers
- Total impressions of posts reached 68K, which is up by 258%
- 8.5% average engagement rate across platforms, 92% increase from the previous year



# MARKETING

## EXPANDING OUR DIGITAL MARKETING PRESENCE

### Email Marketing

PVT reached over 9,500 emails through 2 email campaigns sent through Sports Destination Management, a leading sports tourism industry publication.

The first e-blast sent on 5/17/2022, showcased the Roebbelen Center as the first ever Tourism Improvement District (TID) funded event center.

The second e-blast sent on 11/29/22 focused on safe, family friendly amenities as well as top notch facilities to hold youth sports tournaments in Placer Valley.

### Discover Why Placer Valley is Northern California's Premier Sports Destination

Each year, Placer Valley welcomes some of the biggest title events in youth, amateur, and professional sports. State-of-the-art sports facilities, team-friendly hotels, awards banquet space, family-friendly things to do, and convenient access off Interstate 80 make Placer Valley Northern California's Premier Sports Destination.

[BOOK NOW](#)



#### WHY PLACER VALLEY?

**Clean, Safe, & Family-Friendly!**  
Our award-winning cities of Roseville, Rocklin, and Lincoln make the Placer Valley region an ideal location for youth sports tournaments.



#### SPORTS VENUES

**Placer Valley has the perfect venue for your next tournament.**  
Find state-of-the-art facilities to host your next event from pickleball to swimming, volleyball, cheer, and more!

### Email Blast Analytics

	Total Sent	HTML Opens	Clicks	CTR
05/17/22	9,554	912	124	1.30%
11/29/22	9,559	1,252	236	2.47%
Total	19,113	2,164	360	1.88%

### Paid Digital Advertising

Paid Sports Destination Management Google & Facebook digital advertisements ran from October 1 - December 31, 2022 and resulted in over 97,082 total impressions.

Ad Location	Impressions	Clicks	CTR
Google Ads	72,412	249	0.34%
Facebook Ads	24,670	744	2.91%
Total	97,082	968	1%

# FINANCIAL INCENTIVES

## GRANT PROGRAM

### Local and Other Organizations

Each year, PVT works with organizations to bring events to the Placer Valley area that will generate overnight stays in member hotels. In 2022, PVT worked with 40 organizations, awarding over **\$206,000** of which **\$190,000 went to local organizations**. Organizations that received financial incentives in 2022 were:

#### Local Organizations

1st to 3rd Softball  
A2K Sports & Entertainment  
All American Speedway  
All Star Tournaments  
Brick Hutt  
Byers Gymnastics Club  
Cal North Soccer  
California Capital Aquatics  
Courtside Basketball  
Elite Event Partners  
Georgetown Wrestling Club  
Granite Bay FC  
Hardwood Palace  
Jessup University  
Johnson Ranch Sports Club  
Oak Creek BMX  
Placer United Soccer Club  
Regency Baptist Academy  
Rocklin Girls Fastpitch Softball  
Rocklin High School  
Sacramento County Office of Education

Sac Anime  
Senior Softball USA  
Sierra College Athletics  
Thriving Churches International  
Total Body Fitness  
USA Softball  
West Coast Volleyball Association  
Whitney High School  
Wine Country Curling Club  
Woodcreek High School

#### Other Organizations

Assemblies of God  
EOT Basketball  
FJS Productions  
Grassroots Sports Ventures  
Northern California Volleyball Association  
Rainbow Dance Competition  
RMN Events  
Rusty Barn Promotion Group  
Santa Hustle

# LOOKING AHEAD 2023

## RECONNECT AND GROW

### Event partnerships and hotel involvement are crucial to PVT's success

As with all industries, COVID impacted PVT member hotels and event organizations dramatically over the past two years. With the success and momentum that 2022 created for the Placer Valley region, we will reconnect with past partners to understand shifts in their business plans that could further impact room nights both positively and negatively while also seeking new organizations that may have recently emerged.

Now that the Roebbelen Center has been in relatively normal operations, it will be necessary to evaluate event bookings to ensure maximum room nights are generated moving forward. PVT will work closely with existing organizations to ensure room growth potential is actualized and determine the impact that COVID may have had in the success or decline of previously held events.

As PVT attracts more elite competition and bigger events it will be imperative to work with the community so they welcome, support and encourage sports tourism in the market. Staff will work with PVT hotels on a welcoming program for teams, athletes and their families as well as continuing to strengthen our overall digital marketing efforts through various social media channels and traditional media sources.



Sac Anime @the Grounds April 15-17



USTA Adult League Sectionals April 22-24

# 2022 LEADERSHIP

## BOARD OF DIRECTORS

Lauryl Hernandez, Chair  
Vanessa Phillips, Vice Chair  
Lucas Moosman, Secretary  
Stephen Makis, Treasurer  
Martin Johnson, Executive Officer  
Dion Louthan  
Sherri Conway  
Doug Brown  
Jeff Richardson  
Ron Pitamber  
Iliana Maravilla  
Jessie Bains  
Holly Hofmann  
Merlyn Landaker  
Amanda Hale  
Willie Johnson

General Manager, Hyatt Place  
Area Managing Director, Highgate Hotels  
Executive Dean, Sierra College  
Senior Territory Manager, Safeco Insurance  
Area General Manager, Residence Inn Rocklin Roseville  
Assistant City Manager, City of Roseville  
Assistant City Manager, City of Rocklin  
Recreation Program Manager, City of Lincoln  
Senior General Manager, Westfield Galleria  
Owner, Heritage Hotel Group  
General Manager, Hilton Garden Inn  
General Manager/Owner, Holiday Inn Express Rocklin  
General Manager, Staybridge Suites  
General Manager, Holiday Inn Express Lincoln  
Area Director of Sales, Tharaldson Hospitality  
Area Director of Sales, Highgate Hotels

## STAFF

Kim Summers  
Donna D. Dotti  
Sulynn Jew  
Deborah Villafaña  
Bella Russell

CEO  
Director of Sales  
Office Manager  
Tourism Marketing Manager  
Marketing and Event Services Coordinator



### In Memory of David Attaway

David Attaway was the CEO of Placer Valley Tourism and @the Grounds from 2010 until his sudden passing on March 3, 2022. David was the visionary leader who inspired and guided the growth of Placer Valley Tourism and @the Grounds, leaving a lasting impact on the community and tourism industry. Through his unique ability to think outside the box and create dynamic partnerships, David transformed the Placer Valley region into the California sports destination that it is today and salvaged a community gathering space into a state-of-the-art event center for the entire Sacramento region. David's passion and energy will be deeply missed, but his legacy will continue to inspire us all!



# DOWN TO BUSINESS

## MISSION STATEMENT

To increase the health of the hotel industry in Roseville, Rocklin, and Lincoln by increasing occupancy and average daily rate

## HISTORY

South Placer Tourism, Inc., doing business as Placer Valley Tourism (PVT), is a Business Improvement District (BID), formed in 2004 by the City of Roseville under provisions in the California Streets and Highways Code Section 36500-36504, which is known as the "Property and Business Improvement District Law of 1994". The organization is classified for tax purposes as a 501(c)6.

On March 5, 2003, the City of Roseville adopted the resolution establishing the South Placer County Tourism BIA and on April 1, 2003 the BIA assessment of \$1.50 per room night in Roseville and \$1.00 per room night in Rocklin and Lincoln was implemented.

On November 5, 2014, the City of Roseville adopted the resolution establishing the Placer Valley Sports Complex and Tourism Marketing District and levying the assessment of \$4.25 per room night in the 23 hotels of Roseville, Rocklin and Lincoln.

On January 1, 2017, the adopted resolution increased the assessment to \$6.50 per room night which is currently collected from the now 24 hotels of Roseville, Rocklin and Lincoln.

On March 3, 2022, Placer Valley Tourism CEO David Attaway passed away. After acting as Interim CEO, Kim Summers was named new CEO on September 21, 2022.

## FINANCIAL

Outside of assessment revenues, PVT has small miscellaneous revenues making less than 1% of the budget. The annual audit is available upon request at [info@placertourism.com](mailto:info@placertourism.com)



Placer Valley Tourism Staff and Board Members at the 2022 Placer County Fair Opening Ceremony