



ANNUAL REPORT

*Building Momentum:
Record Events, Hotel Nights,
and Strategic Vision*

2024



PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

Tourism Enriching Communities

PVT MISSION & VISION

OUR MISSION

To enhance hotel vitality and attract overnight stays in the cities of Roseville, Rocklin and Lincoln through strategic destination marketing.

OUR VISION

To position Placer Valley as a premier destination by fostering strategic tourism partnerships, sustainable growth, and community prosperity.



PVT VALUES



Collaboration

We build strong, cohesive relationships with key partners to enhance our region and achieve shared goals.



Passionate

We love what we do and are dedicated to creating meaningful, positive experiences for our clients and visitors, leaving a lasting impression with every interaction.



Dynamic

We embrace creative thinking and adaptability, approaching diverse tasks and challenges with innovative, sustainable solutions.



Integrity

We act with honesty and transparency, always prioritizing the trust and respect of our clients and visitors in every interaction.



Community Stewardship

We aim to be responsible stewards of our region's economic growth, fostering opportunities that strengthen our community for the future.

LOOKING BACK...

SPORTS TOURISM CONTINUES TO BRING STRONG DEMAND FOR AREA HOTELS

With flattening demand nationwide, the Placer Valley market holds strong, anchored by sports tourism.

Placer Valley Tourism (PVT) was busier than ever hosting over 650 events for the year generating almost 42,000 room nights through PVT-related events alone! New events that had some major impacts for the region include Boys California Live!, a premier high school boys basketball tournament featuring future collegiate and professional athletes, and the APP Sacramento Open Pickleball Tournament featuring amateur and professional athletes from across the world.

Hotel performance in 2024 has remained consistent with 2023, showing only marginal changes across key hospitality metrics—occupancy, ADR (Average Daily Rate), and RevPAR (Revenue Per Available Room). Average weekend occupancy held steady at 81.9% in both 2023 and 2024, while midweek occupancy saw a modest uptick from 66.4% to 66.7%.

Weekend demand continues to support strong ADR, though there was a slight decline from \$155.63 in 2023 to \$154.01 in 2024. With midweek demand still trending flat, ADR dipped from \$129.36 to \$127.34 year-over-year.



December 20-21, Women's West Coast Tournament of Champions @the Grounds

THE 2024 STATS

668

2024 Events

Placer Valley Tourism tracked hotel room night data from 668 events ranging from sports, to concerts, meetings, and more!



659,986

Hotel Room Nights Sold

24 hotels in Roseville, Rocklin, & Lincoln



71%

Hotel Occupancy Rate

found by dividing the total number of rooms sold by the total number of rooms available



Hotel Sales Revenue

24 hotels in Roseville, Rocklin, & Lincoln in 2024

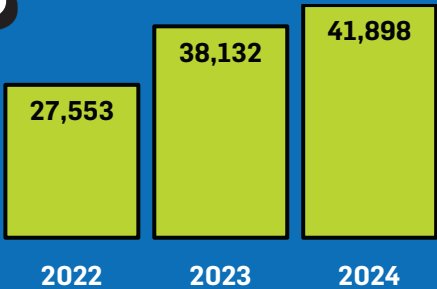
\$91M



41,898

PVT Related Room Nights

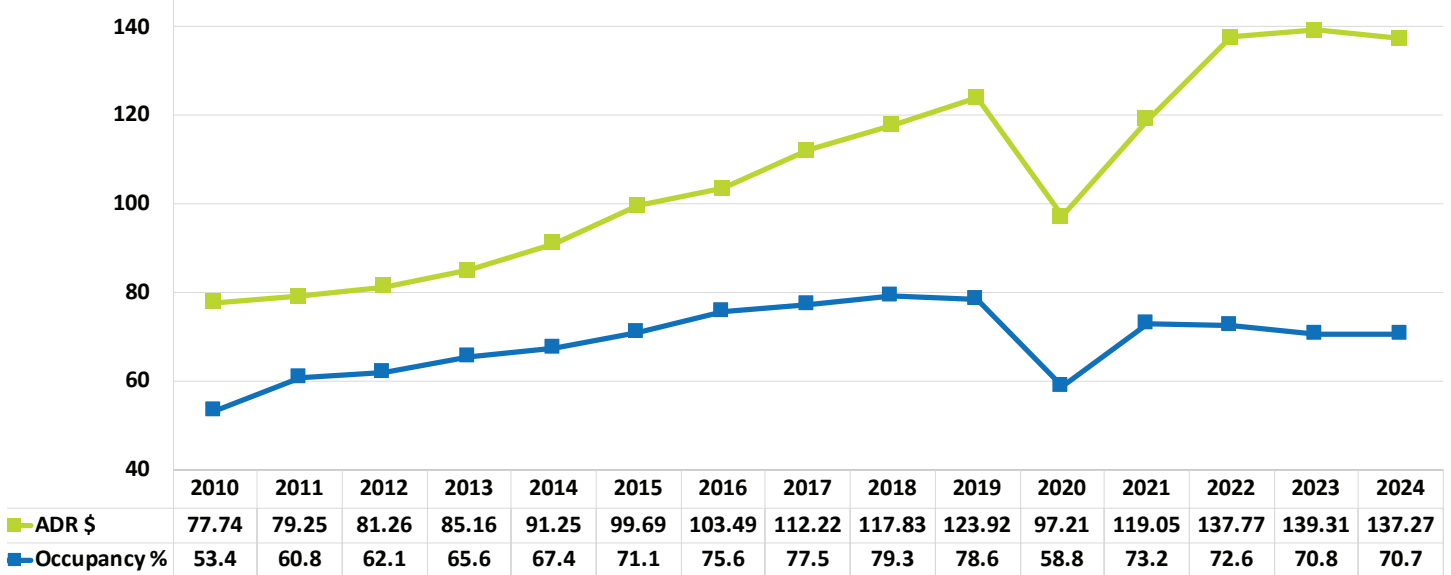
A 10% increase from 2023



MARKET RESULTS

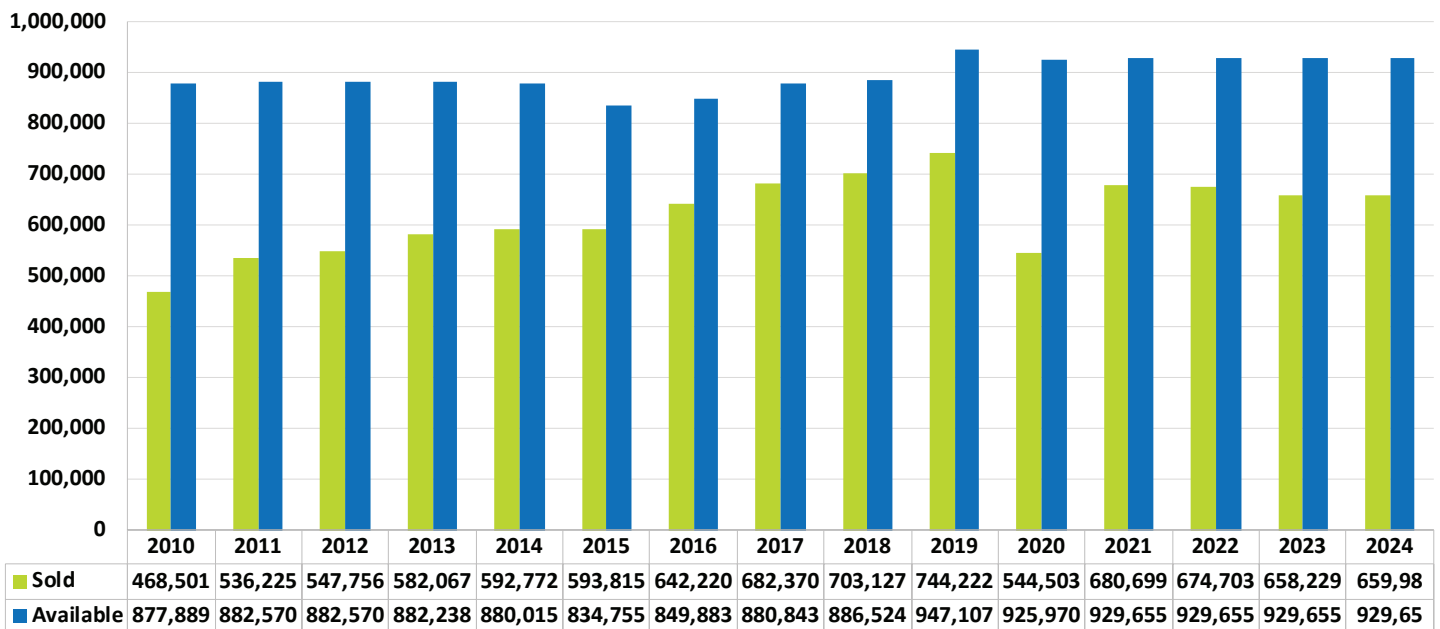
**0.1% Decrease in
Occupancy from 2023**
**1.5% Decrease in ADR
from 2023**

Average Daily Rate & Occupancy 2010 - 2024



Hotel Room Nights Available vs Sold 2010 - 2024

**0.3% Increase in
Rooms Sold from
2023**

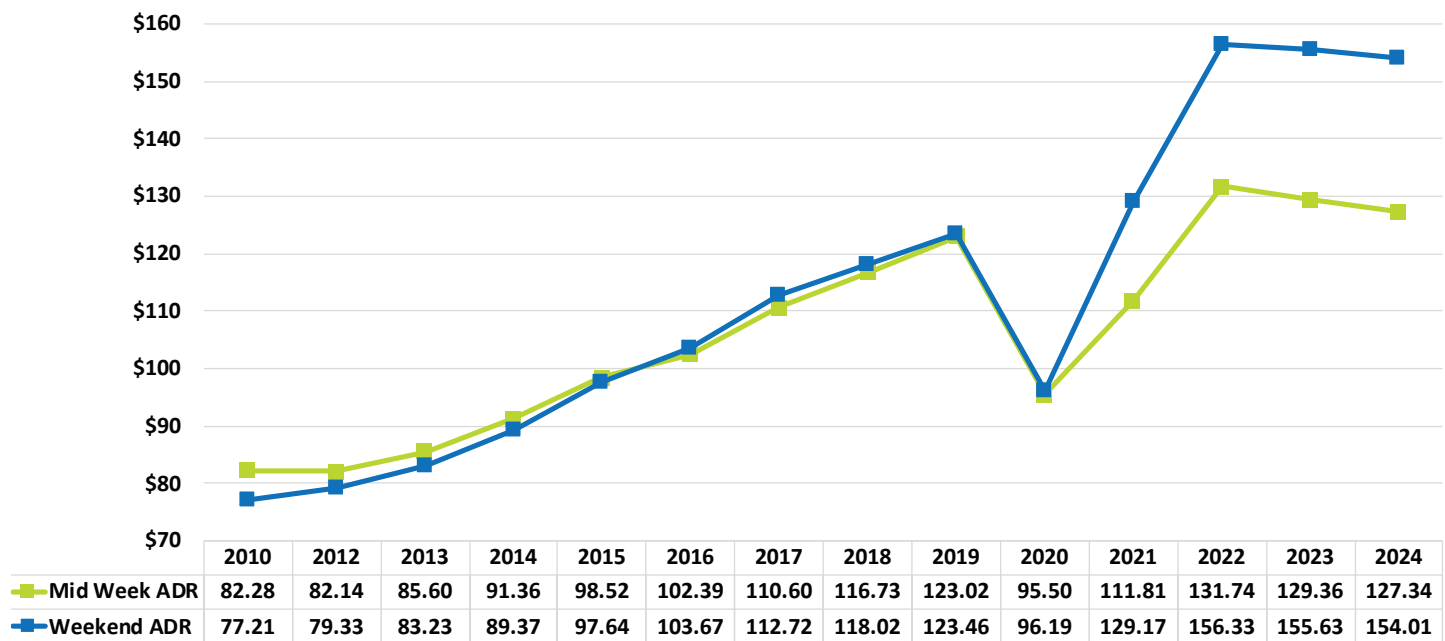


2024 IMPACTS

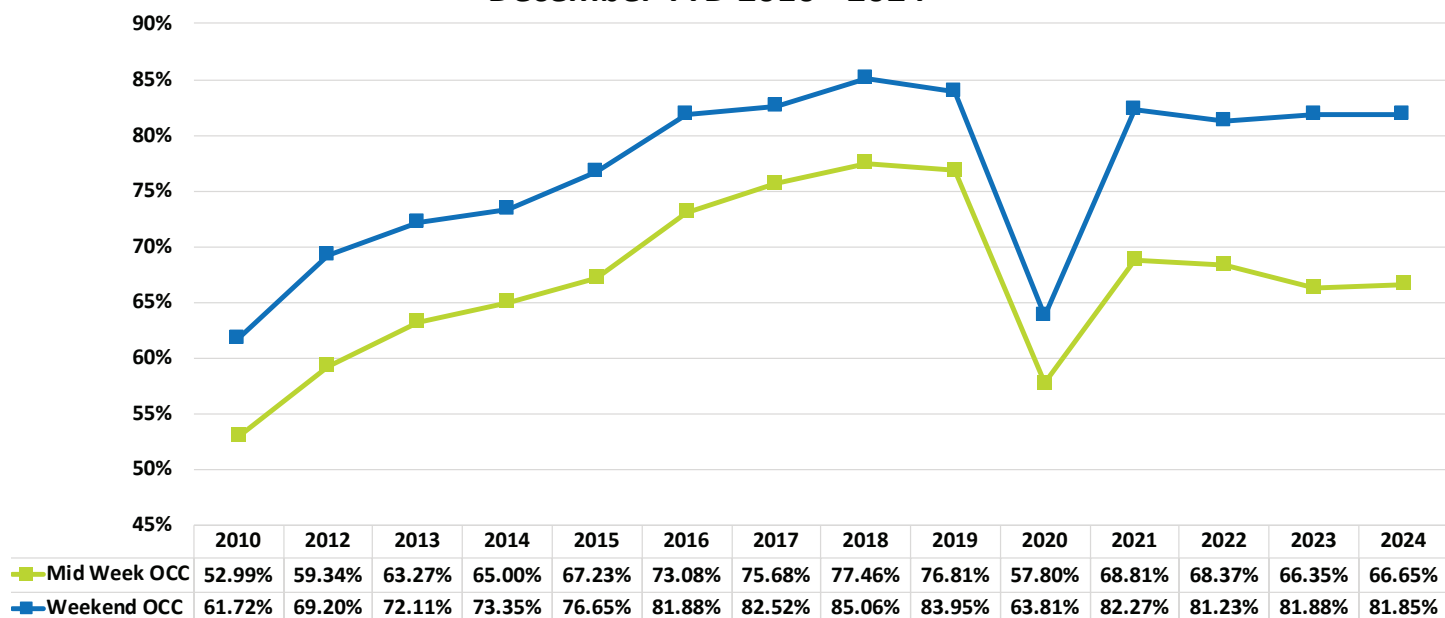
WEEKENDS CONTINUE TO THRIVE, MIDWEEK REMAINS STABLE

Weekend ADR & Occupancy continue to be strong, thanks to various sports tourism events, while midweek sees continued slow return of the corporate meeting market.

Average Daily Rate Midweek vs. Weekend
December YTD 2010 - 2024



Average Occupancy Midweek vs Weekend
December YTD 2010 - 2024



2024 DEMAND

PLACER VALLEY HOTELS IN COMPARISON TO REGIONAL MARKET

Robust weekend demand in Placer Valley helped offset the effects of otherwise stagnant regional trends.

Region	Rooms Sold	Variance to Prior Year	RevPAR	Variance to Prior Year
Placer Valley	659,896	0.3%	\$97.11	-1.5%
Folsom	230,543	-0.3%	\$96.50	-3.2%
Rancho Cordova	445,601	-2.9%	\$68.14	-8.6%
Elk Grove	189,324	-1.2%	\$110.50	-6.8%
Sacramento	1,071,057	5.5%	\$125.81	0.2%



February 10-11, US Quadball National Qualifier Championship at Maidu Regional Park

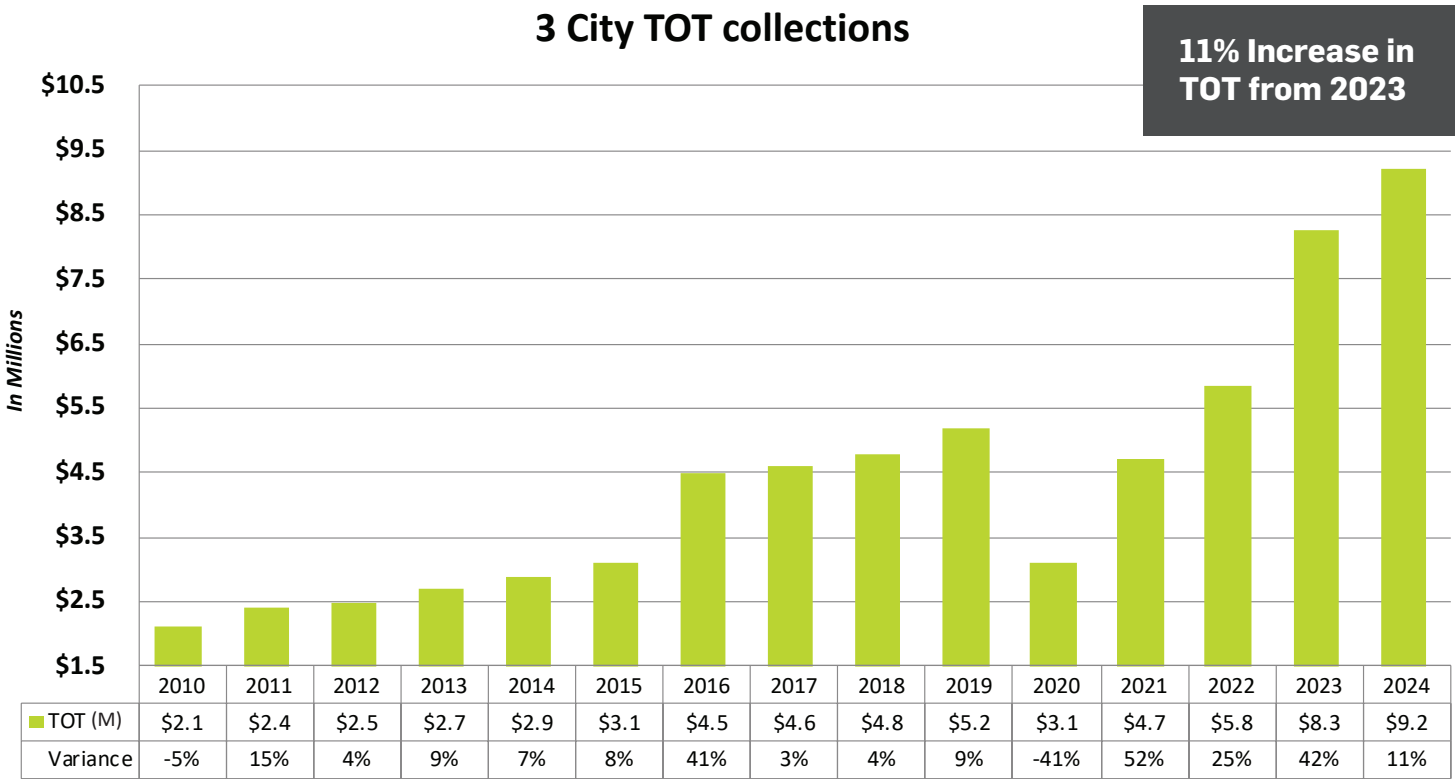
ECONOMIC IMPACT

HOTEL INDUSTRY DIRECT ECONOMIC IMPACT FOR ROSEVILLE, ROCKLIN AND LINCOLN

2024 sees an all-time high in economic growth!

The 659,986 room nights sold generated over \$91M in hotels sales alone and provided more than \$9M in Transient Occupancy Tax (TOT) to our cities' General Fund, an increase of 11% from 2023.

3 City TOT collections



March 15-17, The Great Junk Hunt @the Grounds

EVENT CATEGORIES & OVERVIEW

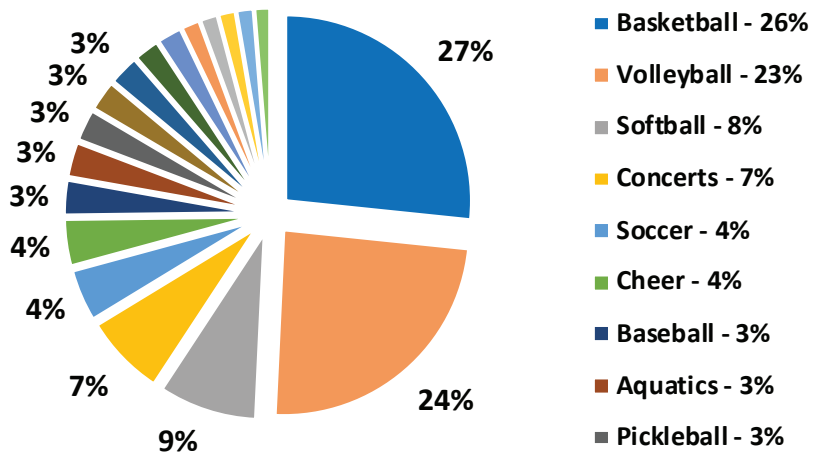
PLACER VALLEY TOURISM EVENT RELATED ROOM NIGHTS

Roebbelen Center continues to be the premier facility for basketball and volleyball, which remain the top room night-producing events for PVT, with basketball now leading. Softball and concerts retained their third and fourth positions, while soccer returned to the top five in 2024.

2024 TOP 5 EVENT CATEGORIES

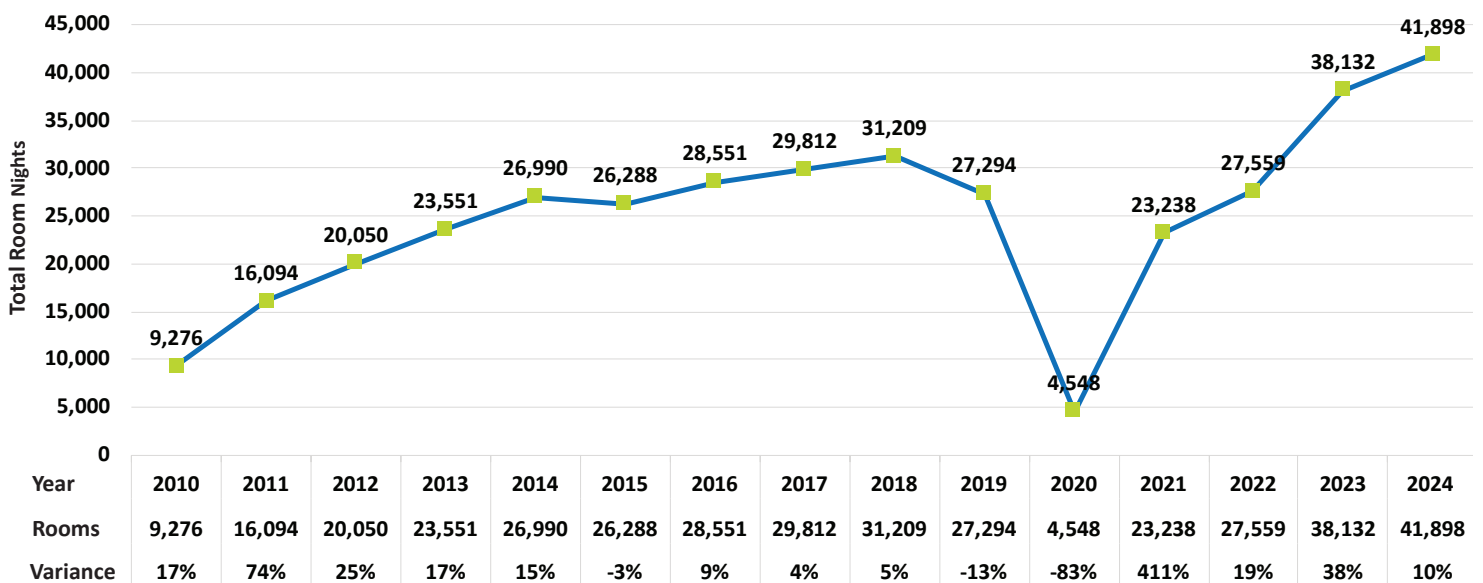
1. Basketball
2. Volleyball
3. Softball
4. Concerts
5. Soccer

41,898 Room Nights By Event in 2024



**10% Increase in PVT
Room Nights from
2023**

PVT Room Nights 2010-2024



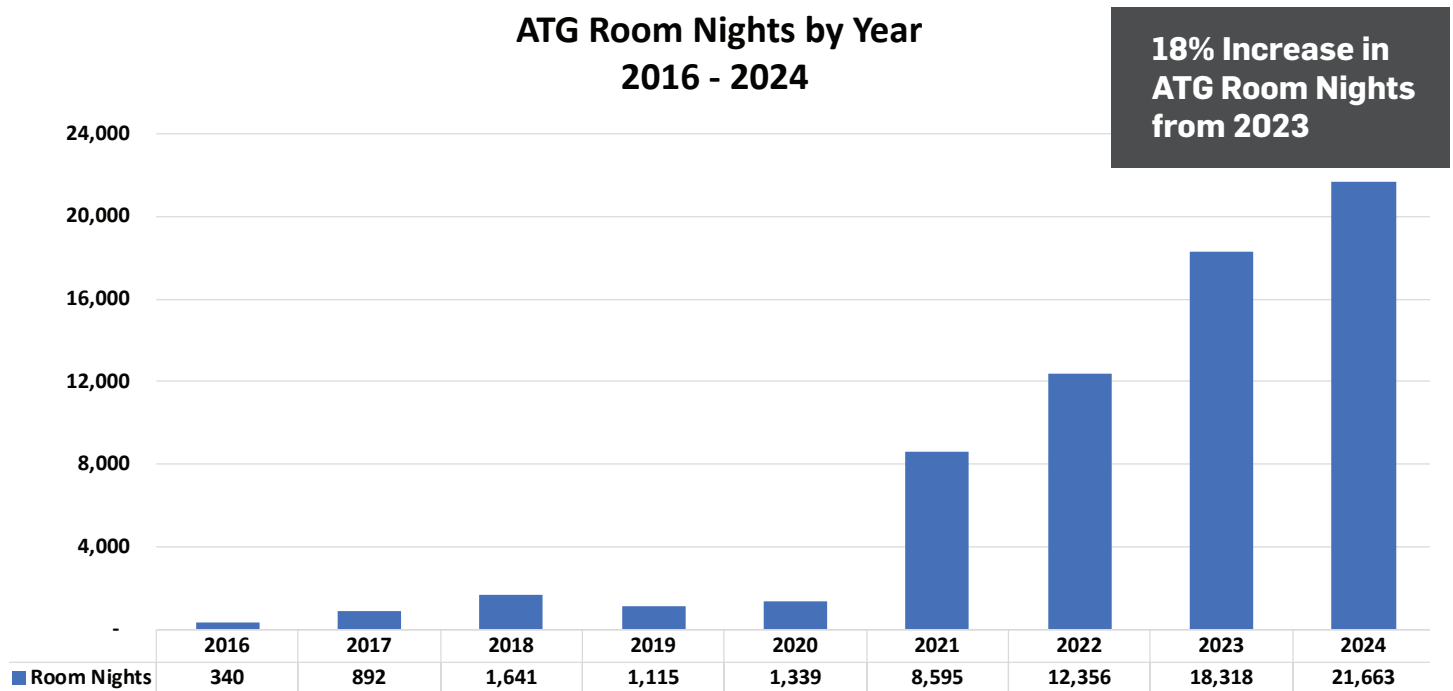
@THE GROUNDS SALES

@THE GROUNDS REGIONAL DRAW CONTINUES TO SEE INCREASED DEMAND

The Roebbelen Center shines as premier sports and events facility

In 2024, the Roebbelen Center saw a wide variety of events that helped generate room nights for PVT. Events hosted @the Grounds generated 21,663 room nights for Placer Valley hotels, that's almost 52% of the TOTAL room nights associated to PVT events.

ATG Room Nights by Year
2016 - 2024



February 7, Roebbelen Cornhole Tournament



November 22, Mountain Mandarin Festival

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 2024, PVT worked with 41 organizations, awarding over **\$370,000** of which **\$235,400 went to local organizations**. Organizations that received financial incentives in 2024 were:

Local Organizations

1st to 3rd Softball
All Star Tournaments
Byers Roseville Gymnastics Club
California Republic Water Polo
California Capital Aquatics
Courtside Basketball
Elite Event Partners
Georgetown Wrestling Club
Granite Bay FC
Hardwood Palace
Jessup University
Johnson Ranch Sports Club
Mandarin Orange Education Foundation
Oak Creek BMX
Placer United Soccer Club
Regency Baptist Academy
Rocklin Girls Fast-pitch Softball
Rocklin High School
Sac Anime
Senior Softball USA
Sierra College Athletics
Total Body Fitness
Tournament Management Solutions
USA Softball Sacramento
West Coast Volleyball Association
Wine Country Curling Club

Other Organizations

Assemblies of God
Bay Area Basketball Association
EOT Basketball
FJS Productions
Hansen Basketball Services
Kids Artistic Revue
Northern California Classic
Northern California Volleyball Association
Northern Interscholastic Cycling League
Santa Hustle Race Series
Superior Showcase Softball
Tri-County Home & Garden Show
Westcoast Takeover
Western Winter Sports Representatives Assoc.
World Triathlon Corp



Byers Roseville Gymnastics Club
at the 2024 PVT Client Appreciation

PVT CLIENT AWARDS

PVT 2024 CLIENT AWARDS

The revival of the Client Appreciation Event featured the inaugural PVT Awards, recognizing excellence across five categories. This new addition served to spotlight the hard work and dedication of organizations driving success—not just for PVT, but for the entire region.

Propel Award *Best Event Growth from 2023 to 2024*

Winner: Northern California Volleyball Association February 3-4 Girls Power League

Dynamo Award *Best NEW Event*

Winner: Boys California Live '24 by Bay Area Basketball Association

Hound Dog Award *Best Room Night Tracker*

Winner: Johnson Ranch Sports Club

Heads in Bed - Event Award *Top Room Night Generating Event*

Winner: Boys California Live '24 by Bay Area Basketball Association

Heads in Bed - Organization Award *Top Room Night Generating Event*

Winner: Northern California Volleyball Association

Event Organizer Testimony:

Troy Abend, Bay Area Basketball Association

Placer Valley Tourism was proud to support the 2024 Boys California Live at the Roebbelen Center, providing an elite venue, sponsorship, and marketing support. Tournament Director Harold Abend shared, "We could have held the tournament at local high schools and possibly saved some costs, but instead relied on my past experiences of using the state-of-the-art Roebbelen Center. Their team of professionals did not disappoint." He emphasized the event's positive impact, stating, "Because the tournament was such a success... there was no question we were going to do business with Placer Valley Tourism again." Abend also praised the logistical benefits, noting, "College coaches loved the Roebbelen Center since they could watch multiple games at once, without having to drive between gyms."



EVENT DEVELOPMENT

BOYS CALIFORNIA LIVE 2024

Boys California Live 2024 Scores Big with \$1.5M Economic Impact and Industry Recognition

Placer Valley Tourism earned recognition in the 2024 Champions of Economic Impact in Sports Tourism by Sports Destination Management for Boys California Live 2024. Hosted by the Bay Area Basketball Coaches Association at the Roebbelen Center, this NCAA-certified, CIF-sanctioned event brought together 168 high school teams and over 5,000 attendees, including 167 college coaches. Generating 1,838 hotel room nights—the most of any single event in the region in 2024—and a \$1.5 million economic impact, it showcased Placer Valley's top-tier facilities and hospitality, reinforcing its status as a premier destination for elite athletic competition.



WOMEN'S WEST COAST TOURNAMENT OF CHAMPIONS 2024

Women's West Coast Tournament of Champions Grows as NCAA Championship Era Begins



The 2024 WWCTOC welcomed over 1,250 wrestlers to the Roebbelen Center on December 20-21, solidifying its place as the nation's largest non-championship girls' and women's wrestling tournament. Featuring 150 teams, including college programs from as far as Indiana and North Carolina, the event has seen dramatic growth since 2016, when only a few dozen schools competed. With women's wrestling gaining NCAA championship status in 2026, participation is set to rise even further. Placer Valley continues to play a key role in advancing the sport, empowering athletes at all levels.

MARKETING

HOTEL OUTREACH EXPANDS ENGAGEMENT

In 2024, Placer Valley Tourism completed the second full year of its Hotel Welcome Poster Program, greeting athletes attending events in Placer Valley, including softball, basketball, volleyball, wrestling, gymnastics, and more. Seventeen unique event posters were displayed in 24 hotels, featuring event photos, logos, and a QR code linking to the Placer Valley Tourism “Things to Do” webpage. The 2024 program saw 938 users scan the QR code, resulting in 1,435 sessions and 7,028 website actions. The program remains focused on enhancing the guest experience, promoting hotel engagement, and supporting event success in Placer Valley.



17	Event Poster Campaigns
11,003	Hotel Room Nights (75% increase)
938	Unique QR Code Scans (12% increase)
1,435	Website Sessions (14% increase)
7,188	Website User Actions (15% increase)



April 19-20, Elite is Earned Spring Invitational - Team posing with poster at hotel

MARKETING

BUILDING STRONG TIES THROUGH SUPPORT & SPONSORSHIPS

PVT reinforced its commitment to community support through strategic sponsorships of high-profile community events. From golf tournaments to hotel mixers and group presentations, we've worked to build meaningful connections that promote local events and the impact of sports tourism.



Swinging into 2024 with our first hotel mixer of the year at Top Golf on January 11



PVT Booth at the May 3 Roseville Mayor's Cup at Diamond Oaks Golf Course



Speaker on the Tourism, Sports and Recreation Panel at Placer Valley 2024

EXPANDING OUR DIGITAL MARKETING PRESENCE

2024 Social Media Followers



2.2K



1.8K



1.3K



279

Variance from Prior Year

441

(+21.5%) Total posts across platforms

440

(+6.3%) New Fans and Followers

121k

(+67%) Page and Profile Impressions

62k

(+33%) Organic Post Reach

6.8%

(-1.8%) Average Engagement Rate

+68

(+32%) Follower Growth on LinkedIn

MARKETING

EXPANDING OUR DIGITAL MARKETING PRESENCE

Email Marketing

PVT reached over 19,000 emails through 3 email campaigns sent through Sports Destination Management (SDM), a leading sports tourism industry publication. The campaigns achieved a 1.41% average click-through rate (CTR), surpassing the SDM client average of 1.34%. The November campaign performed best with a 1.60% CTR, highlighting strong interest in the Placer Valley Soccer Complex and future event bookings.

19,017

Total emails sent

133

Average Clicks

988

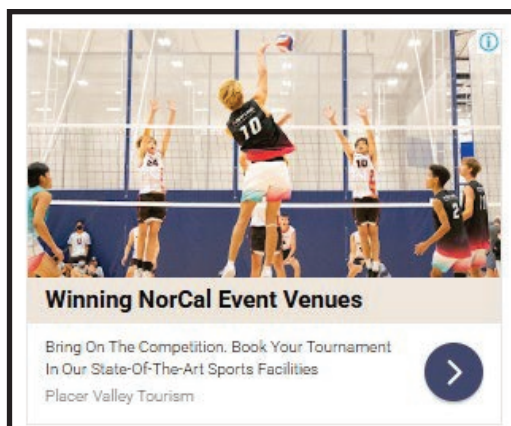
Average Open

1.41%

Average CTR

Paid Digital Advertising

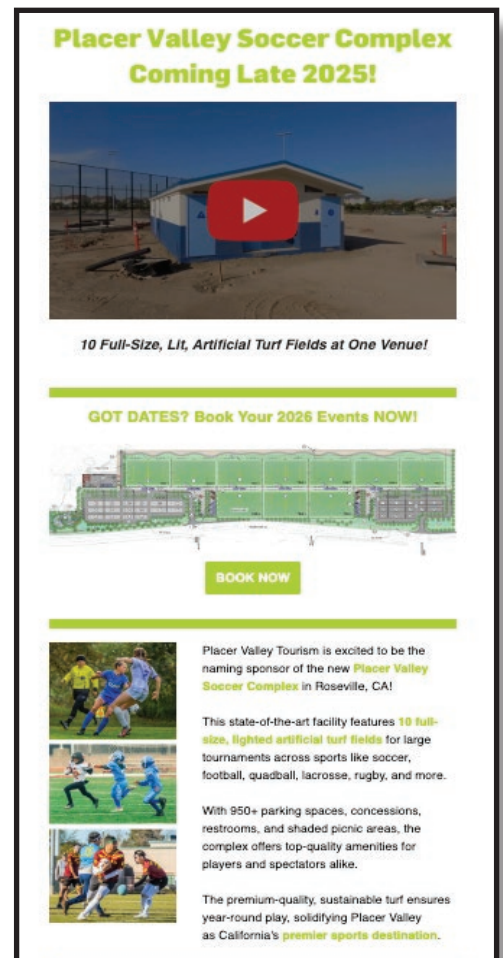
PVT's 2024 digital advertising campaigns generated 350,472 impressions and 7,664 clicks, achieving a 2.19% CTR—well above the 0.5%-1.5% benchmark for Google Display Ads and the 1%-2% benchmark for tourism campaigns. This strong engagement underscores the effectiveness of our marketing in positioning Placer Valley as California's Sports Destination.



350,472 Total Impressions (+12% from 2023)

7,664 Total Clicks (+278% from 2023)

2.19% Click Through Rate (+237% from 2023)



COMING SOON...

PLACER VALLEY SOCCER COMPLEX

COMPLEX FEATURES:

- 10 Artificial-Turf Fields
- Multi-Sport Facility
- LED Lighting, Public WiFi
- Two Plazas, Walking Paths
- Universally Accessible Playground
- 28 Permanent Restroom Stalls
- Tournament HQ & Officials' Lounge
- 950 Parking Spaces
- Close proximity to hotels, dining, and family fun!

**THE PERFECT
VENUE FOR ALL
LONG-FIELD
SPORTS!**



**SCAN HERE TO
LEARN MORE**

Location: 2600 WESTBROOK BLVD, Roseville, CA

- Strengthens Region for Sports Tourism
- Extends Placer Valley Branding
- Enables Strategic Sales & Partnerships



2025-2029 STRATEGIC FOCUS



Priority 1:

Placer Valley Soccer Complex

Maximize room night production for the Placer Valley Soccer Complex through PVT-related events



Priority 2:

@the Grounds

Ensure the ongoing sustainability and success of @the Grounds while fostering continued growth and development



Priority 3:

Partner Engagement and Advocacy

Identify and cultivate relationships with key business and community partners, actively seeking opportunities to collaborate and drive positive impact



Priority 4:

Financial Resiliency

Plan for future projects and meet current obligations while ensuring financial strength and flexibility



Priority 5:

Tourism-Related Facilities

Strategic development of tourism-related facilities is critical to driving hotel demand and fostering economic growth

2024 LEADERSHIP

BOARD OF DIRECTORS

Vanessa Phillips, Chair
Martin Johnson, Vice Chair
Lucas Moosman, Secretary
Stephen Makis, Treasurer
Lauryl Hernandez, Past Chair
Jill Geller
Sherri Conway
Doug Brown
Jeff Richardson
Ron Pitamber
Jessie Bains
Merlyn Landaker
Amanda Hale
Willie Johnson
Chris Milton
Ty Moore

Area Managing Director, Highgate Hotels
Area General Manager, Residence Inn Rocklin Roseville
Executive Dean, Sierra College
Senior Territory Manager, Safeco Insurance
General Manager, Hyatt Place
Director of Parks, Recreation & Libraries, 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/Owner, Holiday Inn Express Rocklin
General Manager, Holiday Inn Express Lincoln
Area Director of Sales, Tharaldson Hospitality
Area Director of Sales, Highgate Hotels
General Manager, Hilton Garden Inn
Assistant General Manager, Larkspur Landing

STAFF

Kim Summers
Donna D. Dotti
Sulynn Jew
Kelsie Gaitan
Deborah Villafana

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



2024 Annual Placer Valley Tourism Board Retreat at Rizing Zones

DOWN TO BUSINESS

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.

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



Placer Valley Tourism Staff at the
Placer Valley 2024 Business Summit