



PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

Tourism Enriching Communities



2025 ANNUAL REPORT

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.



LOOKING BACK...

SPORTS TOURISM CONTINUES TO DRIVE ECONOMIC IMPACT

Placer Valley Tourism further cements itself as the California Sports Destination!

2025 saw its first new hotel open since 2019, bringing much needed inventory for weekend visitors. With the increased inventory, room nights sold increased on the weekends but flattened occupancy rates as the market resets to absorb the added availability. Midweek events, traditionally focused on meetings, corporate events, and trainings also remained flat in occupancy rates. Despite the flattened occupancy rates, total room nights sold in Placer Valley increased by 2% for an added 12,821 room nights in the market than in 2024.

In November, the highly anticipated opening of the Placer Valley Soccer Complex took place, showcasing the many partners and events that now call this regional tourism facility home. With a handful of tournaments already planned for 2026, the buzz in the sports tourism industry finally places Placer Valley on the map! From soccer to quadball to flag football, PVT has successfully secured a handful of tournaments for the 2026 calendar that will continue to drive weekend demand for Placer Valley hotels.

Hotel performance in 2025 remained consistent with 2024, with only marginal changes across key metrics including occupancy, ADR (Average Daily Rate), and RevPAR (Revenue Per Available Room). Average weekend occupancy decreased slightly from 81.9% in 2024 to 81.0% in 2025, while midweek occupancy declined from 66.7% to 64.8%.



December 13, Santa Hustle in Downtown Roseville

Despite these minor shifts in occupancy, rate performance remained strong. Weekend ADR increased slightly from \$154.01 in 2024 to \$154.61 in 2025, while midweek ADR also rose from \$127.34 to \$127.76 year over year, reflecting continued pricing stability and steady demand.

THE 2025 STATS

665

2025 Events

Placer Valley Tourism tracked hotel room night data from 665 events ranging from sports, to concerts, meetings, and more!



672,807

Hotel Room Nights Sold

25 hotels in Roseville, Rocklin, & Lincoln



70%

Hotel Occupancy Rate

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



Hotel Sales Revenue

25 hotels in Roseville, Rocklin, & Lincoln in 2025

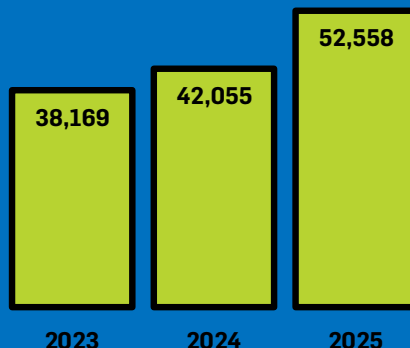
\$92M



52,558

PVT Related Room Nights

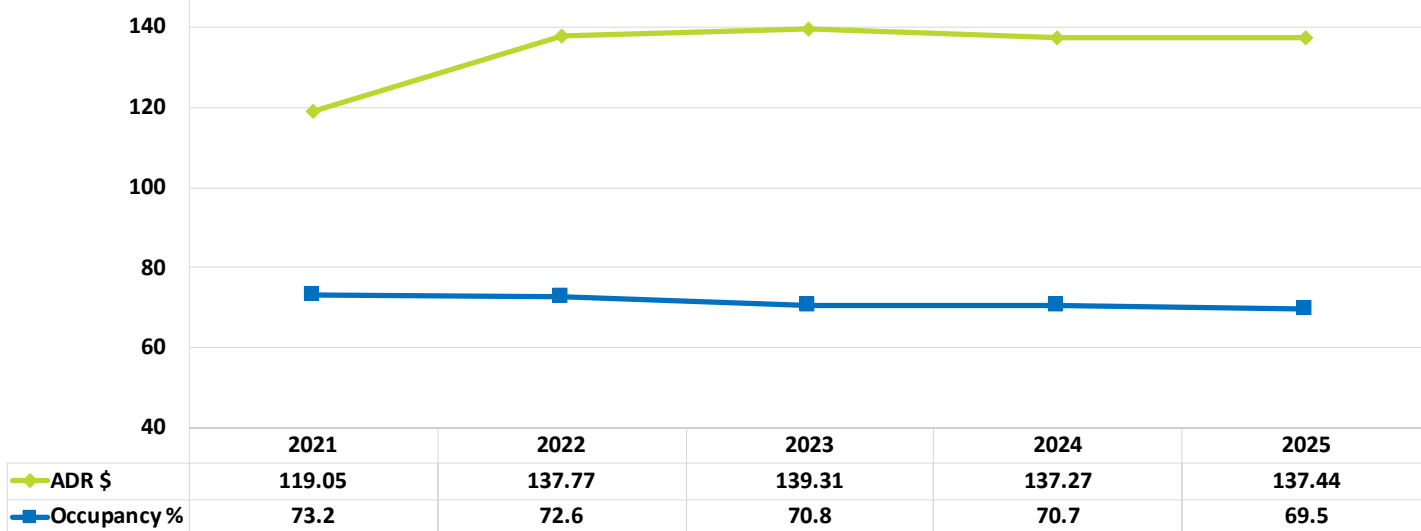
A 25% increase from 2024



MARKET RESULTS

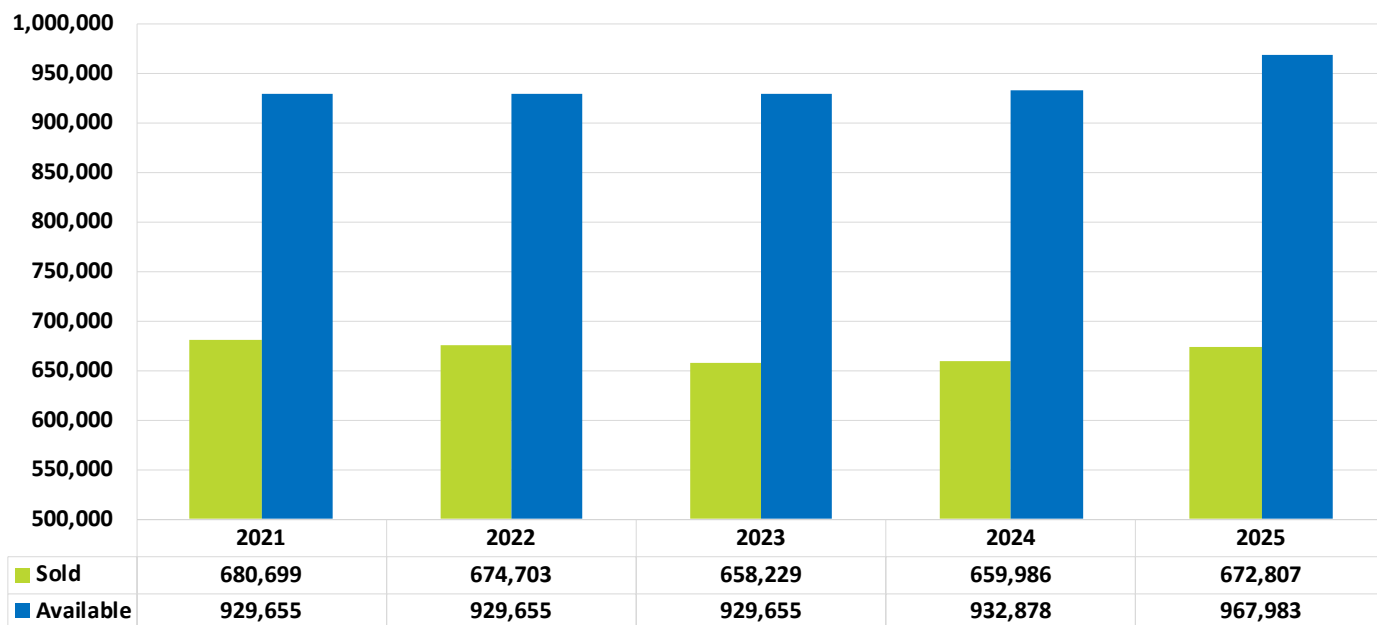
**1.7% Decrease in
Occupancy from 2024**
**.1% Increase in ADR
from 2024**

Average Daily Rate & Occupancy 2021 - 2025



Hotel Rooms Nights Available vs Sold 2021 - 2025

**2% Increase in
Rooms Sold from
2024**

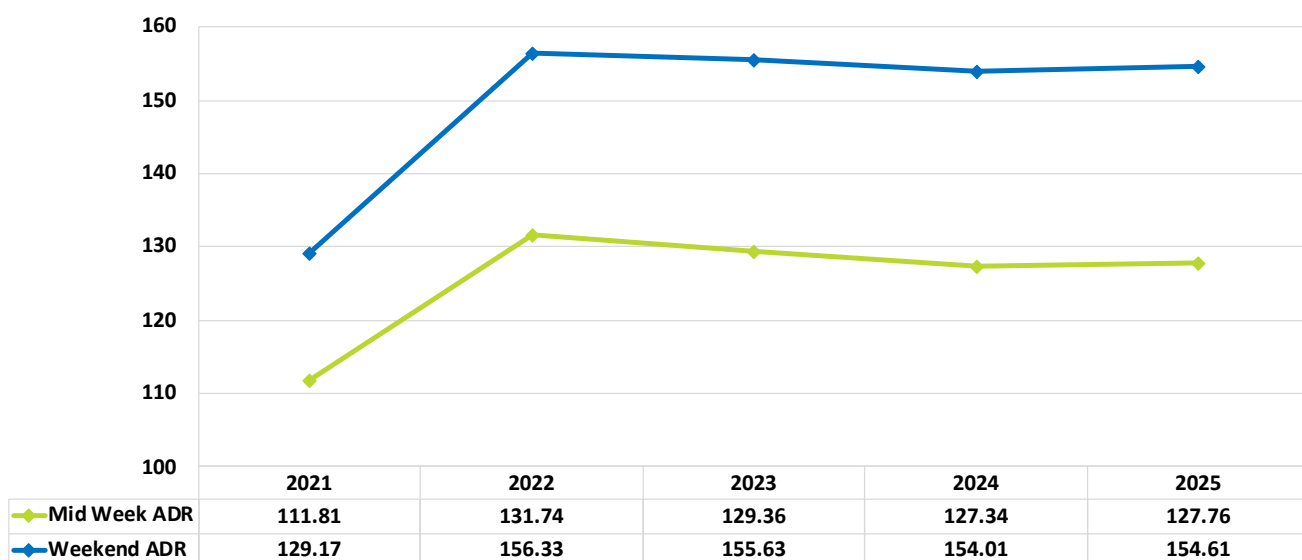


2025 IMPACTS

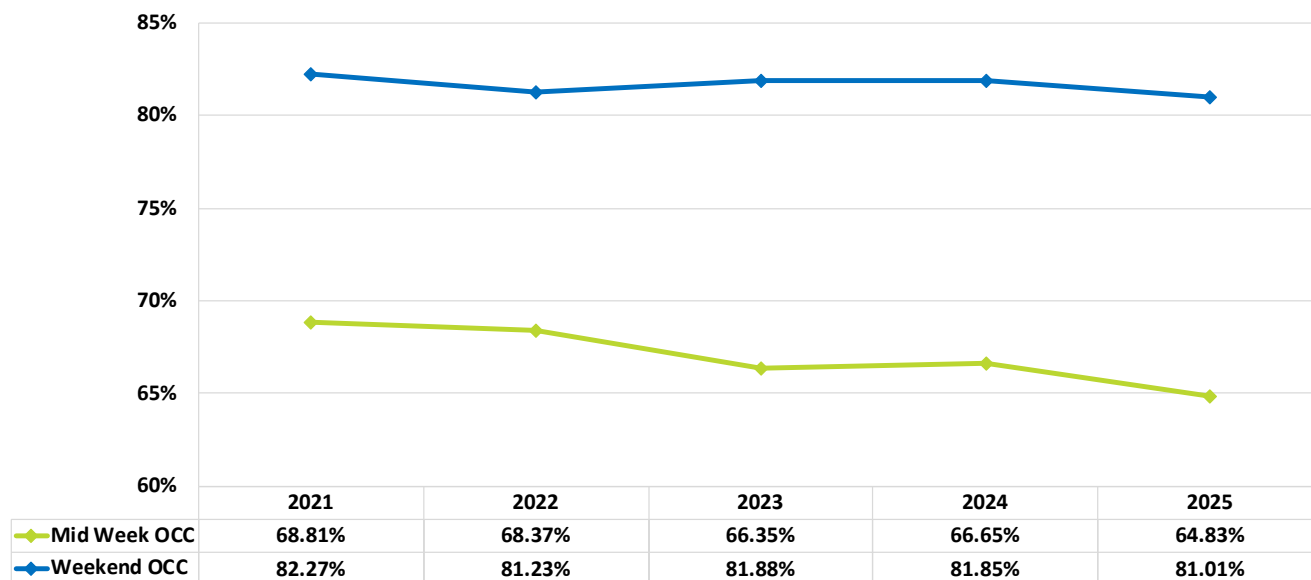
STABLE ADR WITH SLIGHT OCCUPANCY DECLINE IN 2025

Occupancy saw a slight decline in 2025, while ADR remained stable with modest growth, reflecting steady demand and continued pricing strength year over year.

Average Daily Rate Midweek vs. Weekend 2021 - 2025



Average Occupancy Midweek vs. Weekend 2021 - 2025



2025 DEMAND

PLACER VALLEY HOTELS IN COMPARISON TO REGIONAL MARKET

Placer Valley experienced steady room demand growth in 2025, with regional markets showing varied but generally stronger RevPAR performance.

Region	Rooms Sold	Variance to Prior Year	RevPAR	Variance to Prior Year
Placer Valley	672,807	2.0%	\$95.53	-1.6%
Folsom	234,455	1.7%	\$97.03	0.6%
Rancho Cordova	458,660	2.9%	\$67.97	0.0%
Elk Grove	191,520	1.2%	\$111.89	1.3%
Sacramento	1,116,490	4.3%	\$132.39	5.2%



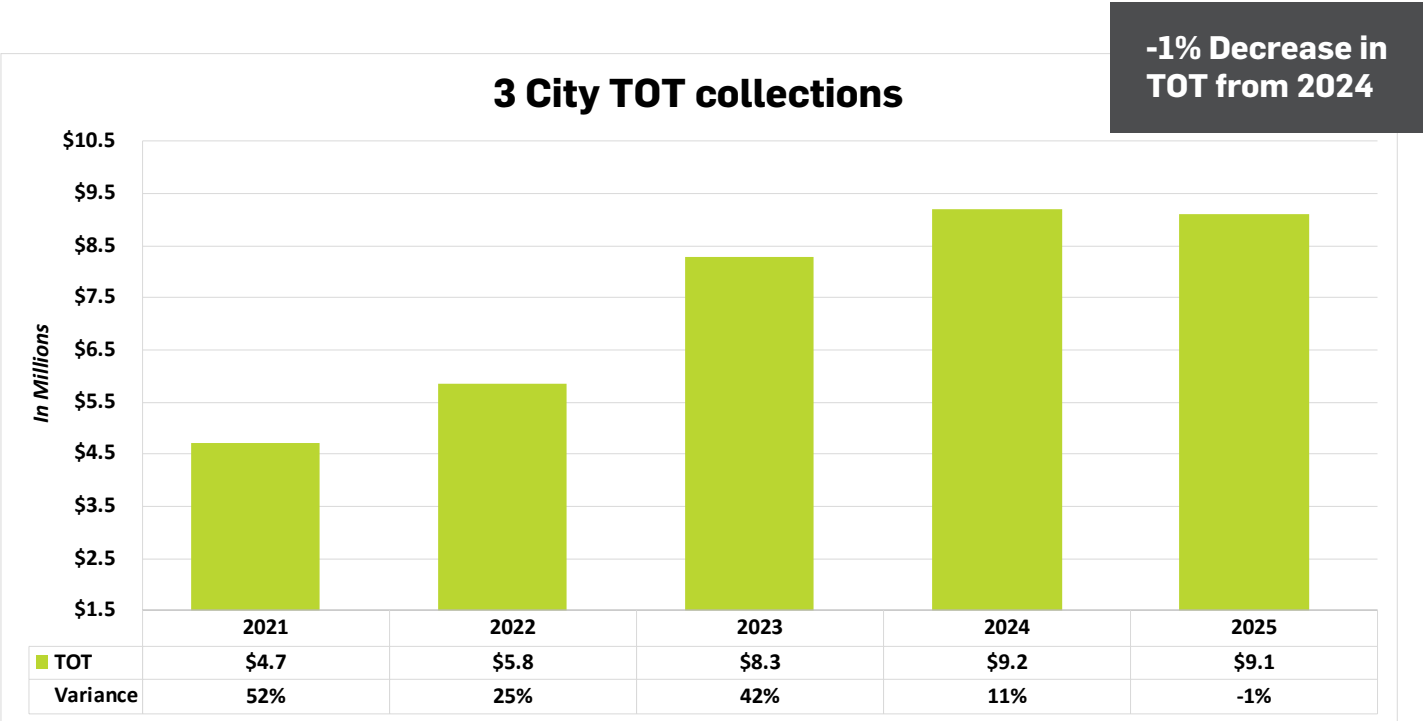
August 30, Navrati Garba @the Grounds

ECONOMIC IMPACT

HOTEL INDUSTRY DIRECT ECONOMIC IMPACT FOR ROSEVILLE, ROCKLIN AND LINCOLN

Economic impact remains strong, sustaining near record levels in 2025

The 672,807 room nights sold generated over \$92M in hotels sales alone and provided more than \$9M in Transient Occupancy Tax (TOT) to our cities' General Fund, a decrease of 1% from 2024.



American Public Power Association Lineworkers Rodeo on March 29, 2025 @the Grounds

EVENT CATEGORIES & OVERVIEW

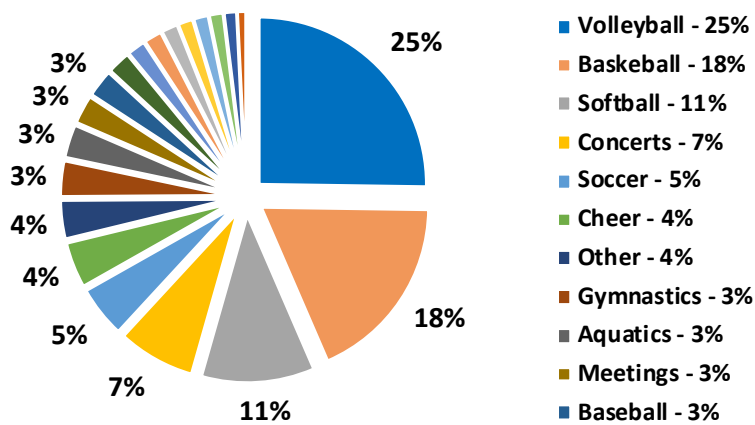
PLACER VALLEY TOURISM EVENT RELATED ROOM NIGHTS

Roebbelen Center continues to be the premier facility for basketball and volleyball, which remain the top room night producing events for PVT, with volleyball now leading. Softball and concerts retained their third and fourth positions. Meetings have emerged as a significant event type, entering the top ten rankings in 2025.

2025 TOP 5 EVENT CATEGORIES

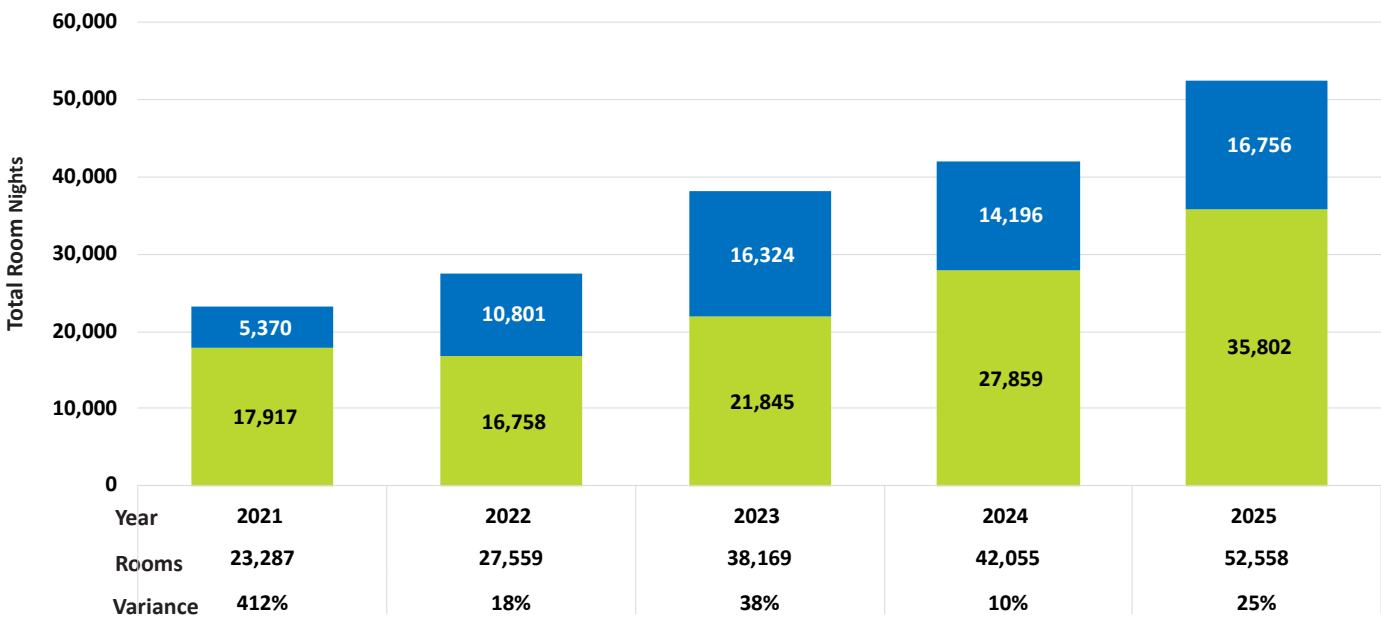
- 1. Volleyball
- 2. Basketball
- 3. Softball
- 4. Concerts
- 5. Soccer

52,558 Room Nights
By Event Type in 2025



25% Increase in PVT Room Nights from 2024

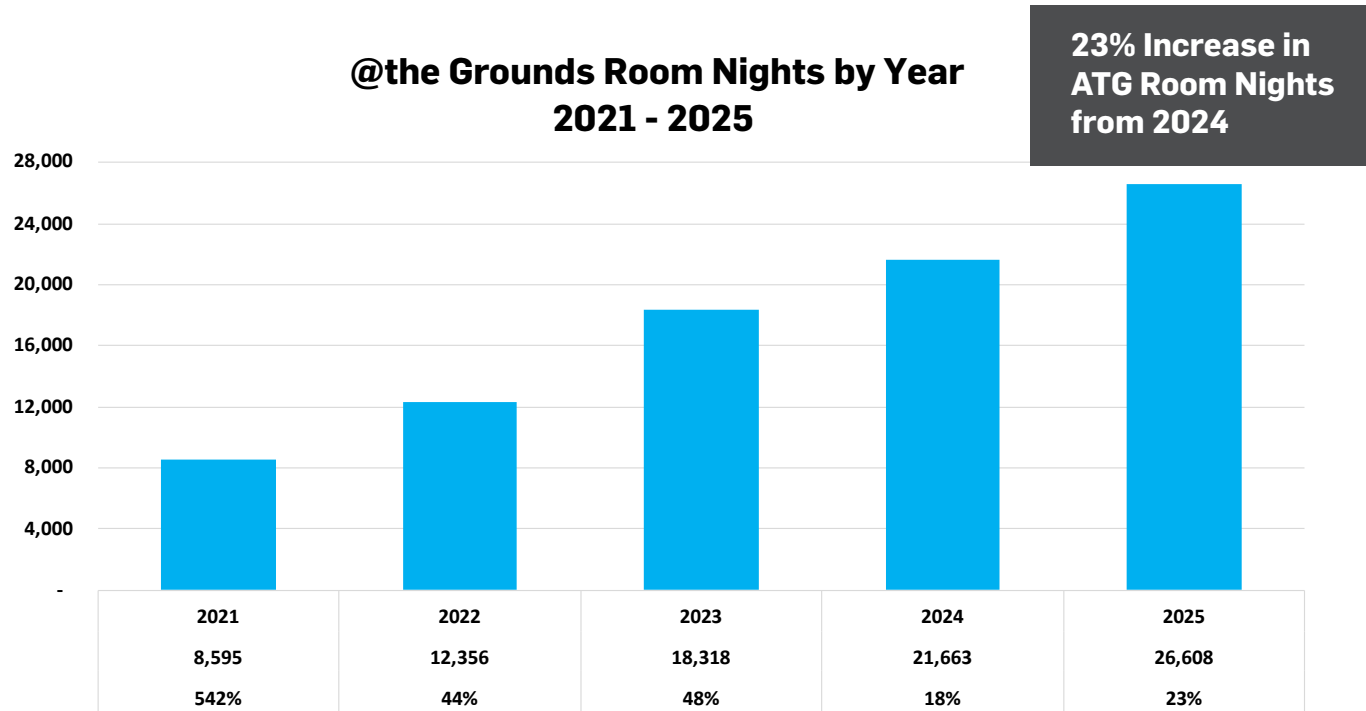
PVT Room Nights
2021 - 2025



@THE GROUNDS REGIONAL DRAW CONTINUES TO SEE INCREASED DEMAND

The Roebbelen Center shines as premier sports and events facility

In 2025, the Roebbelen Center saw a wide variety of events that helped generate room nights for PVT. Events hosted @the Grounds generated 26,608 room nights for Placer Valley hotels, which is 50% of the TOTAL room nights associated to PVT events.



September 6-7
West Coast Volleyball Association



November 21-23
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 2025, PVT worked with 43 organizations, awarding over **\$474,000** of which **\$322,000 went to local organizations**. Organizations that received financial incentives in 2025 were:

Local Organizations

1st to 3rd Softball
All American Speedway
All Star Tournaments
Byers Roseville Gymnastics Club
California Republic Water Polo
California Capital Aquatics
Elite Event Partners
Fire & Ice LLC
Georgetown Wrestling Club
Granite Bay FC
Granite Bay High School
Hardwood Palace
Jessup University Athletics
Johnson Ranch Sports Club
Mandarin Orange Education Foundation
Placer Robotics
Placer United Soccer Club
Regency Baptist Academy
Rocklin Girls Fast Pitch Softball
Rocklin High School
Sac Anime
Sacramento Valley BMX
Senior Softball USA
Sierra College Athletics
Total Body Fitness
Tournament Management Solutions
USA Softball Sacramento
West Coast Volleyball Association
Whitney High School
Woodcreek High School

Other Organizations

American Forests
Bay Area Basketball Association
FJS Productions
Hansen Basketball Services
Northern California Volleyball Association
Santa Hustle Race Series
Superior Showcase Softball
Thriving Churches
Tri-County Home & Garden Show
US Quadball
Westcoast Takeover
Western Winter Sports Representatives Assoc.
World Triathlon Corp



Regency Baptist Academy: Best of the West
at Hardwood Palace in Rocklin

COMMUNITY SUPPORT

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.



PVT Hotel Mixer at The Escape Game Roseville on January 29.



PVT Booth on April 25 at the Roseville Mayor's Cup at Diamond Oaks Golf Course



PVT and ATG staff attended Placer Valley 2025 at Bayside Church on October 17.

MAJOR PROJECT: WHITNEY HIGH SCHOOL

Placer Valley Tourism's Major Projects Program supports the development and improvement of facilities that strengthen the region's competitive edge and drive economic impact. In 2025, funding was awarded to Whitney High School for an Aquatics Center scoreboard upgrade, completed in Fall 2025. This investment reflects the program's focus on long term value, community benefit, and event driven room night generation.



PVT Major Projects Grant: WHS Aquatics Scoreboard

PVT CLIENT AWARDS

PVT 2025 CLIENT AWARDS

The Client Appreciation Event once again featured the PVT Awards, recognizing excellence across five categories. The 2025 award winners reflected the outstanding organizations whose efforts are helping drive success throughout Placer Valley and beyond.

Propel Award *Best Event Growth from 2024 to 2025*

Winner: Northern California Volleyball Association February 1-2 Girls Power League

Dynamo Award *Best NEW Event*

Winner: USA Gymnastics XCEL Regional Championships hosted by Byers Gymnastics

Hound Dog Award *Best Room Night Tracker*

Winner: Johnson Ranch Sports Club

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

Winner: NorCal Winter Classic Volleyball hosted by Elite Event Partners

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

Winner: Northern California Volleyball Association



2025 PVT Client Appreciation Winner
Northern California Volleyball Association



Goodie bag prize giveaways for attendees
at the 2025 PVT Client Appreciation

AWARDS & RECOGNITION

2025 PUBLIC POWER LINEWORKERS RODEO

Honored as a 2025 Champion of Economic Impact in Sports Tourism

Sports Destination Management recognized the 2025 Public Power Lineworkers Rodeo as a Champion of Economic Impact in Sports Tourism. Produced in partnership with Placer Valley Tourism, the City of Roseville Electric Utility, and @the Grounds, the event welcomed 579 competitors from 50 utilities and drew 9,400 attendees to Roseville. The event transformed @the Grounds into a hub of high voltage competition, featuring technical challenges, a bustling vendor expo, and family friendly entertainment. The rodeo generated an estimated \$5.7 million in economic impact, including \$3.66 million in direct spending and 1,260 hotel room nights, reinforcing the region's ability to host unique, high impact events that drive measurable results for our community.



PLACER VALLEY SOCCER COMPLEX GRAND OPENING CEREMONY



The Grand Opening of the Placer Valley Soccer Complex on November 21, marked a milestone for sports tourism in Placer Valley, featuring drop in games, youth clinics, and family friendly activities. As title sponsor, PVT became the only Destination Marketing Organization (DMO) in the country with naming rights to an amateur sports complex and one of just two with any naming rights deal, an achievement recognized by **Sports Business Journal**. In partnership with the City of Roseville, the complex is projected to attract more than 600,000 athletes and fans annually and generate at least \$15 million in economic impact, reinforcing our commitment to driving overnight stays and long term value for the region.



MARKETING WINS

EXPANDING OUR DIGITAL MARKETING PRESENCE

2025 Social Media Followers



2.3K



2.6K



1.4K



344

Variance from Prior Year

555

(+17.7%) Total posts across platforms

1,139

(+162%) New Fans and Followers

232k

(+509%) Page and Profile Impressions

94k

(+48.2%) Organic Post Reach

6.6%

(-1.5%) Average Engagement Rate

+843

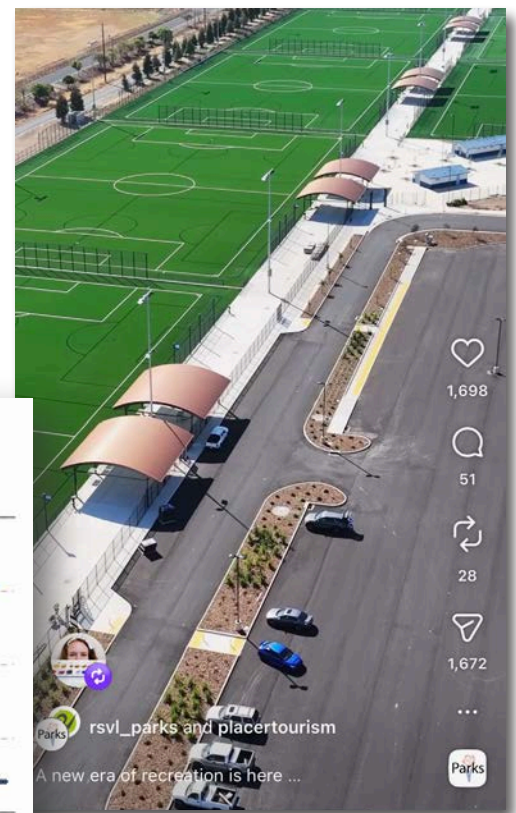
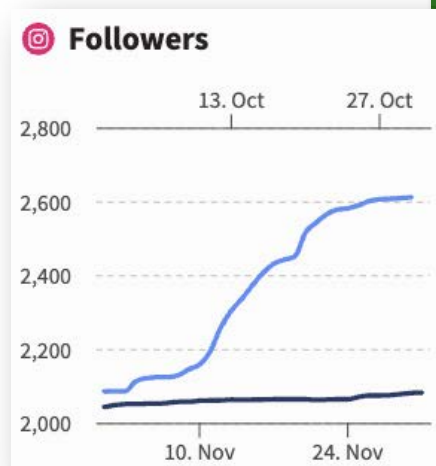
(+47.2%) Follower Growth on Instagram

PLACER VALLEY SOCCER COMPLEX TITLE SPONSORSHIP RESULTS

PVT's title sponsorship of the Placer Valley Soccer Complex played a key role in expanding Instagram presence and driving platform growth. Strategic collaborations helped reach new audiences and drive more people to engage with PVT's content.

PVSC Grand Opening Social Media: Nov, 2025

- Instagram Collaboration Posts: 6
- Total Post Views: 581,900
- Total Profile Views: 40,444
- Followers: +529
- Collaborators: City of Roseville, Roseville Parks & Recreation, Local Influencer Accounts, and US Quadball



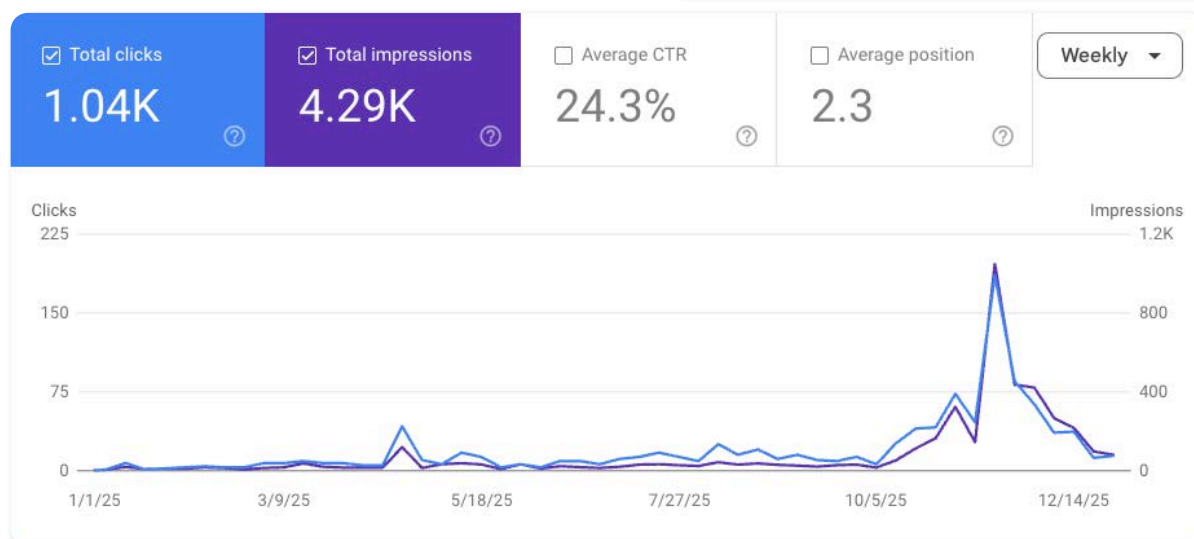
MARKETING WINS

PLACER VALLEY SOCCER COMPLEX TITLE SPONSORSHIP RESULTS CONTINUED

Placer Valley Tourism is already seeing measurable returns on its title sponsorship of the Placer Valley Soccer Complex, with strong early gains in search visibility and website traffic following its November 2025 opening. High search rankings and sustained impressions position PVT as a primary source for information on the new facility, capturing high intent users and driving direct website engagement.

Google Search & Webpage Analytics for PVT's Placer Valley Soccer Complex Page

- Total Page Views: 2,973
- Top Google Search Query: "Placer Valley Soccer Complex"
- Clicks: 1.04K
- Impressions: 4.29K
- Average Google Search Ranking: 2.3
- Peak Impressions Date: November 21



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

2025 LEADERSHIP

BOARD OF DIRECTORS

Vanessa Phillips, Chair
Martin Johnson, Vice Chair
Stephen Makis, Secretary
Lucas Moosman, Treasurer
Willie Johnson, Officer
Jill Geller
Doug Brown
Jeff Richardson
Ron Pitamber
Amanda Hale
Ty Moore
Jessie Bains
Chris Milton
Andrew Keys

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

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



2025 Annual Placer Valley Tourism Board Retreat @the Grounds

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 25 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 and @the Grounds staff at Placer Valley 2025