



Convention & Visitors Bureau

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## News Release

FOR IMMEDIATE RELEASE

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### **San José Occupancy Rate Achieves Double Digit Growth in February**

**SAN JOSÉ, CA.** – March 16, 2006 – The San José Convention & Visitors Bureau (SJCVB) announced a whopping 20.68% increase in the average hotel rate for the 14 San José convention hotels. Hotel Average Occupancy and Average Daily Rate has climbed steadily since the beginning of the year. “The last time San José convention hotels had a \$131 ADR was in May 2002,” commented Dan Fenton, CEO of the San José Convention & Visitors Bureau and Team San José. “Occupancy rates, gross revenues, and total rooms sold are approaching levels not seen since 2000,” he added.

This significant up swing is a reflection not only in a stronger national and local economy but also due to the unique business model of Team San José (TSJ). The TSJ working partnership between labor and the private sector has resulted in increased bookings at the Convention Center and a more customer focused environment for clients.

The increased focus on the customer experience and diversification of the client mix outside of technology has paid off handsomely. “It’s always a good story when you can increase customer satisfaction ratings while you are also increasing business; it means you have the organization focused and executing on what matters,” said Fenton. Convention Center facilities held 123 events during the second quarter. This represents a 7% growth over contracted events from the same period last year. Convention Center bookings for March are also showing a year over year increase of 15%.

Major events during the month of February included: Religious Conference Management Association, RSA Security, National Society of Black Physicists, and International Society for Optical Engineering. High visibility events booked in March include: California Association of Bilingual Education, Synopsis Science & Technology Championship, Voice On The Net Conference & Expo, Game Developers Conference, and Air Conditioning Contractors of America Conference and Indoor Expo.

#### **About The San José Convention & Visitors Bureau (SJCVB)**

The San José Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San José by marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San José. To receive a copy of the Bureau’s *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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