

NEWS RELEASE
FOR IMMEDIATE RELEASE

CONTACT: Jeanne Sullivan
650-215-8156, jsullivan@sanjose.org

WHAT'S NEW IN SAN JOSE:
Quarterly update on visitor industry developments

SAN JOSE, CA (May 8, 2007) — The San Jose Convention & Visitors Bureau (SJCVB) recently released figures confirming that San Jose convention hotels were buzzing last month, reporting a higher occupancy for April 2007 (61.08%) compared to April 2006 (58.71%), an average room rate increase of \$15.53 and a room revenue increase of nearly \$1.7 million. As San Jose gears up for a busy summer season, the San Jose Convention & Visitors Bureau (SJCVB) announces the following destination developments:

WHAT THEY'RE SAYING ABOUT SAN JOSE

"The Today Show" recently broadcast a *Men's Health* magazine poll ranking **San Jose as the #3 place in the U.S. to Find a Mate** (March 2007). As stated on the segment, "Not only did it have the best ratio of single men to women, but as the hub of Silicon Valley, San Jose is a magnet for men looking to flex their mental muscle. What's more, with over 300 sunny days a year, the city gives guys a built-in incentive to stay in shape and balance work with play (it was tops in fitness level and chemistry-building activities)."

CNN.com recently ran a story where **San Jose was ranked the 8th Best Fitness Walking City in the U.S.** (March 2007). The ranking was based on a report by the American Podiatric Medical Association (APMA) and *Prevention* magazine to study the fitness-walker friendliness of 100 of the country's most populated cities. San Jose was recognized for its perfect walking weather; average temp 61 degrees and low humidity.

MostLivable.org recently ranked San Jose among the **Top 10 Most Livable Large Cities**. The site states, "Over the last ten years, San Jose has been ranked numerous times in magazines such as *Fortune* and *Money* as one of the top ten places to live and locate a business. To maintain its competitive economic edge in a challenging economy and to continue to attract businesses and skilled workers far into the future, San Jose has developed a long-term economic strategy that highlights and develops six of its unique attributes: Global Gateway, Creative Community, an Entrepreneurial Environment, Tech-Savvy City, Place of Opportunity and America's Most Livable Big City. A city of rich cultural and ethnic diversity, including a sizeable Latino population and the largest Vietnamese population in the United States San Jose residents speak more than 52 different languages. Consistently named the "Safest Big City in America" San Jose's vibrant, pedestrian-friendly revitalized downtown area invites visitors and residents alike to enjoy its many cultural institutions, parks, neighborhoods and other amenities. The City's successful downtown revitalization efforts continue with the current construction of a new San Jose City Hall."

HOTEL HAPPENINGS

The **Fairmont San Jose** is offering a "Deal with an Appeal" for every taste this summer, where guests can escape to the pleasures and relaxation of the palm-lined, rooftop swimming pool in a tropical setting -- or take advantage of all the "Hot Town, Summer in the City" has to offer just steps from the hotel. **The Bed & Breakfast package**, starting at \$189, includes room & breakfast for two; **The Tech Museum package**, starting at \$189, includes room & two tickets to The Tech Museum; and **The Winchester Mystery House package**, starting at \$179, includes room & two tickets. All travelers with pets are welcome, and the Fairmont San Jose offers free parking to overnight guests driving Hybrid cars. For more information please call 408-998-1900 or visit <http://www.fairmont.com/sanjose/>.

Hotel Valencia is offering several promotions this month and beyond. The **Cielo Jazz & Wine Affair** provides a sophisticated Cheshire Cat's view of the show on Santana Row from the hotel's open-air rooftop wine terrace, and

the live music from Santana Row's Park Valencia. Event takes place every Tuesday beginning, May 8 from 5:30pm-7:30pm. Fresh air, live jazz, and spectacular views, along with a special selection of appetizers and wines by the glass are available at Cielo every Tuesday through September. For more information please call 408.551.0010.

Wednesday Wine & Art Exploration allows clientele to sample a variety of wines and view an impressive exhibit of work by Bay Area artists at Cielo. The summer season wine terrace kick-off event is scheduled for Wednesday, May 23 from 5:30pm-8:00pm and includes: Art show with live music, California wines, imported and domestic cheeses and appetizers. The event is \$20 per person and continues the second Wednesday of the month through September. With the **"New Math" Summer Holiday Package** guests can stay two nights and get the third free. The package will be available Memorial Day (May 25-28), July 4th (June 29-July 2) and Labor Day (August 31-September 3) long weekends, and includes the following: Luxurious guest room for two, deluxe continental breakfast in Citrus restaurant, and cocktails for two at Vbar or Cielo. Package starts at \$179 per room, per night, exclusive of tax. For reservations, visit www.hotelvalencia.com and enter "PROHOL" in the promotional ID Field or call toll free 866.842.0100. Hotel Valencia also has a new twist on Happy Hour for professionals needing a little pampering. Vbar's wildly popular **Martinis & Manicures** takes place the first Tuesday of every month, barring holidays, from 5pm to 7pm and includes: a signature Vbar martini with a basic trim and polish from a manicurist. Price is \$20, exclusive of gratuities. From couture to the latest trends in jeans and jewelry, Hotel Valencia's Vbar promises to bring all of fashion's best at its newest monthly event – **"Fashiontini Thursdays."** The super sleek lounge overlooking Santana Row is taking the idea of a girls' night out to a new level by partnering with top San Jose and Santana Row boutiques and retailers to create a one-of-a-kind fashion night experience, complete with signature martinis, hip music and runway models. Vbar will convert itself into a scene from fashion week on Thursday, June 1 from 5:30 p.m. to 7:30 p.m. featuring merchandise from top retailers. Participants receive a signature Vbar martini, view the fashion show and register for fabulous door prizes for \$15. For reservations please call 408.423.5405.

CONVENTION CLIPS

Members of the local San Jose hotel community, San Jose Convention and Visitors Bureau Board of Directors, Team San Jose Board of Directors, City of San Jose, and San Jose Redevelopment Agency leaders recently reviewed proposals from six nationally recognized design architects to complete preliminary steps as the San Jose hotel community and City Hall work together to **possibly expand the San Jose McEnergy Convention Center**. The six architects presented ideas and concepts to the panel in hopes of landing the design contract. After a two-day interview process, the panel recommended LMN Architects out of Seattle Washington. The City of San Jose Redevelopment Agency Board of Directors will consider the panel's recommendation of LMN Architects at a future RDA Board meeting in June. Planning and design work will continue throughout the next few months to refine design, cost and planning efforts to further evaluate a possible expansion project.

SHOPPING SPECIALS

Santana Row last weekend kicked off an expanded **Certified Farmer's Market** program, which takes place every Sunday, rain or shine, between Olin Avenue and Olsen Drive. The Farmers' Market offers fresh seasonal fruits, vegetables, leafy greens and nuts, as well as a selection of organic produce - all direct from local farms. The market also offers delicious baked goods, freshly caught seafood and specialty food items. The weekly event now offers new features such as **"Eat and cook seasonally" chef demonstrations**, using seasonal fruits and vegetables. Another new program allows visitors to **"Meet the Farmer / Meet the Artisan"** on the third Sunday of every month, with 30-minute Q & A's with a farmer, food artisan or other purveyor from the Market. Novices and sustainable agriculture aficionados alike can ask questions and hear wonderful stories from the people who produce their food. To add even more spice, Santana Row's Certified Farmer's Market will now feature each week **"Fashion Shows & Live Entertainment"**, ranging from shows on the latest fashions to exhilarating dance performances (from salsa to Merengue to swing)! Santana Row also recently announced the following openings or expansions: International fashion retailer **H&M** is opening its first store in the South Bay at Santana Row. The Swedish retailer has signed a lease to occupy a 7,860 square foot anchor location across from Brooks Brothers. **BCBG Max Azria**, a successful tenant of Santana Row's since its opening in 2002, will expand in summer 2007 with the opening of a flagship store near Burberry. **Paper Source**, the premier purveyor of fine, handmade papers from around the world is expected to open late spring 2007. **Atelier Aveda Lifestyle Salon Spa** will expand its business with the opening a second location within Santana Row this spring. Atelier has been a tenant at Santana Row since 2002. For more information on these developments or any other Santana Row events, call the Concierge Center at 408-551-4611 or visit www.santanarow.com.

The **Downtown Farmer's Market at San Pedro Square** in San Jose, produced with the Pacific Coast Farmer's Market Association, reopened last week, taking place every Friday now through December 14 from 10 a.m.-2 p.m.

About 2,000 visitors each week meander along the many stalls in this charming square between Santa Clara and St. John streets. Visitors can browse through colorful flowers, gourmet foods and fresh fruits and vegetables from California-certified growers. Special fruit tastings and live music are offered throughout the season. Get validated parking from the information table, directly across from the Market Street-San Pedro Garage. Call (800) 949-FARM for information.

CULTURAL CORNUCOPIA

Ballet San Jose is offering a Summer School Intensive, led by School Director Lise la Cour, with the following dance course for ages 8 and up: Bournonville Ballet Technique, Classical Ballet, Master Classes, Mime, Character Dance, Modern Dance, Jazz Dance, Flamenco, and Chinese Dance. Specialized workshops are offered in Choreography, Partner Class, Acting for Dancers, Pilates, Injury Prevention and Nutrition. Pro Division tuition rates range from \$600-\$1200 and Open Division tuition rates range from \$100-\$300. For more information contact registrar@balletsanjose.org, call 408.288.2820 x 223 or visit www.balletsanjose.org.

The **8th Annual International Russian Music Piano Competition** will be held in San Jose at Le Petit Trianon Theatre and the California Theater from June 8-17, 2007. Spectators are more than welcome to attend the competition. The host hotel, Clarion San Jose Airport has a rate of \$40 per night for a shared room, \$79 for a single room, plus applicable taxes. You can call them at 408-453-5340 or 800-453-5340 for reservations and ask for Kathleen.. This rate is available for contestants or spectators and it includes free internet access, airport shuttle service, a full hot breakfast and convenient light rail access to the theatre. Please ask for the International Russian Piano Competition group rate. For more information about any Competition events, visit www.russianmusiccompetition.com.

HP Pavilion in San Jose (hpsj.com) is selling tickets for the following concerts this summer:

Aug. 13 – Tim McGraw & Faith Hill, 7:30 p.m. \$45-\$85

Aug 19 and 21 – Shakira, 7:30 p.m. \$19.50-\$79.50

Aug. 30 – American Idols Live, 7 p.m. \$38.50-\$70

Sept. 7-10 – Dew Action Sports Tour, 12 a.m. \$7.50-\$18

Sept. 22-23 – Cirque de Soleil: Delirium, 8 p.m. \$69.75-\$125.25

Opera San José's Board of Trustees recently announced the inaugural Irene Dalis Vocal Competition, to be held June 1, 2007, at 7 p.m. at the California Theatre. Ten competitors will vie for \$42,000 in cash prizes, including a \$5000 prize for the audience favorite. Those who are invited to compete in the Irene Dalis Vocal Competition will be selected from the more than 130 operatic artists who will be in San Jose for the West Coast Auditions for Singers on May 29, 30, and 31. Tickets for the Vocal Competition are \$50 and may be purchased by calling the Opera San Jose Box Office at (408)437-4450 or by going to www.operasj.org. For more information about the Irene Dalis Vocal Competition, go to <http://www.operasj.org/iredaliscpetition.html>.

CUISINE SCENE

The San Jose Downtown Association and the San Jose Redevelopment Agency, along with the Downtown community recently celebrated the grand opening of **A Perfect Finish**, a San Jose family-owned and operated premium wine and dessert bar serving quality bottled wines by taste, glass or bottle, appetizers and desserts complimentary to wines. The venue features a state-of-the-art wine tasting and serving system, table seating and a living-room type atmosphere lounge area. Live music will be played on weekends and local wineries will be showcased along with wine tasting events. For more information call (408) 288-6000 or visit www.apfwinebar.com.

NEIGHBORHOOD NEWS

As part of San Jose's downtown SoFA (South of First Area) district's continuing renaissance, developers recently broke ground on **Three Sixty Residences**, a 23-story luxury high-rise condominium tower with 11,000 square feet of retail space built on an acre of land. The new high-rise tower will offer 213 1-, 2-, and 3- bedroom units and six penthouses. The interiors of the residences will feature contemporary design and discerning use of high-quality materials-akin to luxury developments in San Francisco, New York and Chicago. The new homes will offer easy access to major freeways, public transit, and Mineta San Jose International Airport. Home prices range from the low \$500,000 to over \$2 million. The condominium tower is a partnership between the San Jose Redevelopment Agency and Mesa Development, LLC. Currently, there are more than 2,972 units of housing planned in the Greater Downtown area, of which, 2,279 units are high-rise developments. Three Sixty Residences is scheduled to be

completed by Spring 2009. The SoFA District is a premier destination for arts, entertainment and dining. For more information about Three Sixty Residences, please call (408) 297-3003 or visit www.360residences.com.

TRANSPORTATION TIDBITS

Mineta San Jose International Airport (SJC), just 5 minutes from downtown San Jose, offers 182 daily departures with 13 airlines providing non-stop service to 31 destinations. On May 13 Southwest Airlines will add service from SJC to Chicago Midway and Burbank. Earlier this year the airport announced the following new air service:

- March 3 – Frontier Airlines started first all year round non-stop service to Cabo San Lucas
- March 11 – Southwest Airlines added two daily non-stop flights between SJC and Las Vegas
- April 25 – United Airlines added new one-stop, same plane service to Raleigh Durham
- May 1 – JetBlue Airways added a midday non-stop flight between SJC and JFK to complement the daily redeye.

ATTRACTION ACTION

This Memorial Day the fun will come in waves as Great America debuts its newest attraction, the 355,000-gallon **GREAT BARRIER REEF™** wave pool. **GREAT BARRIER REEF™** is located in the Boomerang Bay Beach Club, the Australian- inspired water-park inside Great America. The ride combines the exhilaration and feel of real ocean waves without the sand. The **GREAT BARRIER REEF™** wave pool adds an additional two acres to the Boomerang Bay Beach Club, totaling roughly thirteen acres of water-park within Great America. The wave pool depth range is from 0 to a maximum of 6 feet, and has 21,882 square feet of water surface area. Lifeguards are always on duty and the 355,000-gallons of water in the wave pool provide for the cleanest splashin' good fun around. For the comfort and convenience of guests, Great America has also added new cabanas around the wave pool. Guests are reminded to purchase a **2007 Wow! Card** now, before May 28 to get a whole season of thrills for just \$51.95. Guests who upgrade to a **2007 Great America VIP Pass** for just \$18 more will get free parking plus unlimited free admission to Gilroy Gardens Family Theme Park. The **VIP Pass** is just \$69.95 when you buy two or more. Offer ends May 28, 2007. For information on general admission tickets or season passes, please visit Great America online at www.pgathrills.com.

MISCELLANEOUS MENTIONS

The City of San Jose recently unveiled its new online falcon camera with a major announcement: Clara and Jose, the San Jose City Hall Peregrine Falcons, are parents! The City, in conjunction with the UC Santa Cruz Predatory Bird Research Group (SCPBRG), rolled out the **falcon cam several weeks ago**, a live, web-streaming camera trained on the falcon's nest box high atop City Hall. Fans of Clara and Jose can now log onto the falcon cam at <http://falconcam.sanjoseca.gov/nest> and watch the birds and babies during daylight hours.

About Team San Jose

Team San Jose's mission is to ensure that San José's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.

About The San Jose Convention & Visitors Bureau (SJCVB)

The San Jose Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San Jose by marketing San Jose 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 Jose. 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>.

###