

TEAM SAN JOSÉ

Annual Report
Fiscal Year 2025-2026



ABOUT TEAM SAN JOSÉ

Team San José is an innovative partnership unifying the San José Convention and Visitors Bureau, hotels, arts, labor and venues to deliver an exceptional visitor experience and serve as the gateway to San José as a destination. Our company manages the San José Convention Center and Arts and Entertainment venues including the California Theatre, the Center for the Performing Arts, Montgomery Theater, San José Civic and South Hall.

MISSION STATEMENT

Team San José promotes San José as a destination to stimulate economic development that benefits our community.

VALUES STATEMENT:

- We empower leaders in the Arts, Business, Labor, and Hotel communities to work together.
- We are dedicated to an open and honest dialogue among diverse partners.
- We are devoted to making San José a desirable destination for local, national and international visitors.
- We are committed to fiscal responsibility and accountability to the customer.
- We are dedicated to providing a unique and compelling customer experience.
- We are committed to investing in opportunities and practices that advance diversity, racial equity and inclusion as the right and smart objective to implement to position Team San José to succeed.



DEAR FRIENDS AND COLLEAGUES,

The past year reminded us of what can happen when the entire community comes together around shared opportunities.

As San José welcomed one of the most exciting years in recent history — with the National Women's Soccer League Championship, Super Bowl festivities, NCAA March Madness, FIFA World Cup and Paraguay team base camp, and other world-class sporting events — we saw more than visitors filling our hotels, streets, and venues. We witnessed neighborhoods energized, local businesses thriving, arts and cultural organizations reaching new audiences, and partners across our city working together to create unforgettable experiences.

That spirit of collaboration is what defines Team San José.

Each event required thousands of tasks in production, but our work extended well beyond event operations. Our Sales team continued building future convention business, our Marketing team introduced San José to new audiences around the world, and our Venue, Theater, Event Services, Facilities and Procurement teams delivered exceptional experiences while ensuring the benefits of tourism reached businesses throughout our community.

Equally important, we strengthened the relationships that made this work possible. From our popular Bi-Annual Summit for Hospitality (BASH) to expanded partnerships with Business Improvement Districts, we continued bringing people together. Alongside the City of San José, San José State University, cultural organizations, neighborhood leaders and countless local businesses, we built a stronger, more connected destination.

The momentum we created throughout 2026 will continue to elevate San José's reputation, strengthen our visitor economy and reinforce what we have always known: when our community works together, extraordinary things happen.

We are proud to share our Fiscal Year 2025–2026 Annual Report and are grateful to every employee, partner, board member, volunteer, stakeholder and advocate who helped make this remarkable year possible.

We look forward to building on this momentum together.

Our best,

John LaFortune, President and Chief Executive Officer

Brent Gaines, Chairman of the Board



JOHN LAFORTUNE
*President and Chief
Executive Officer*



BRENT GAINES
Chairman of the Board

THE YEAR OF 2026

San José's 2026 impressive sports calendar was the perfect opportunity to connect partners and drive awareness and visitation through shared purpose, unified branding, expanded programming, community events and citywide experiences.

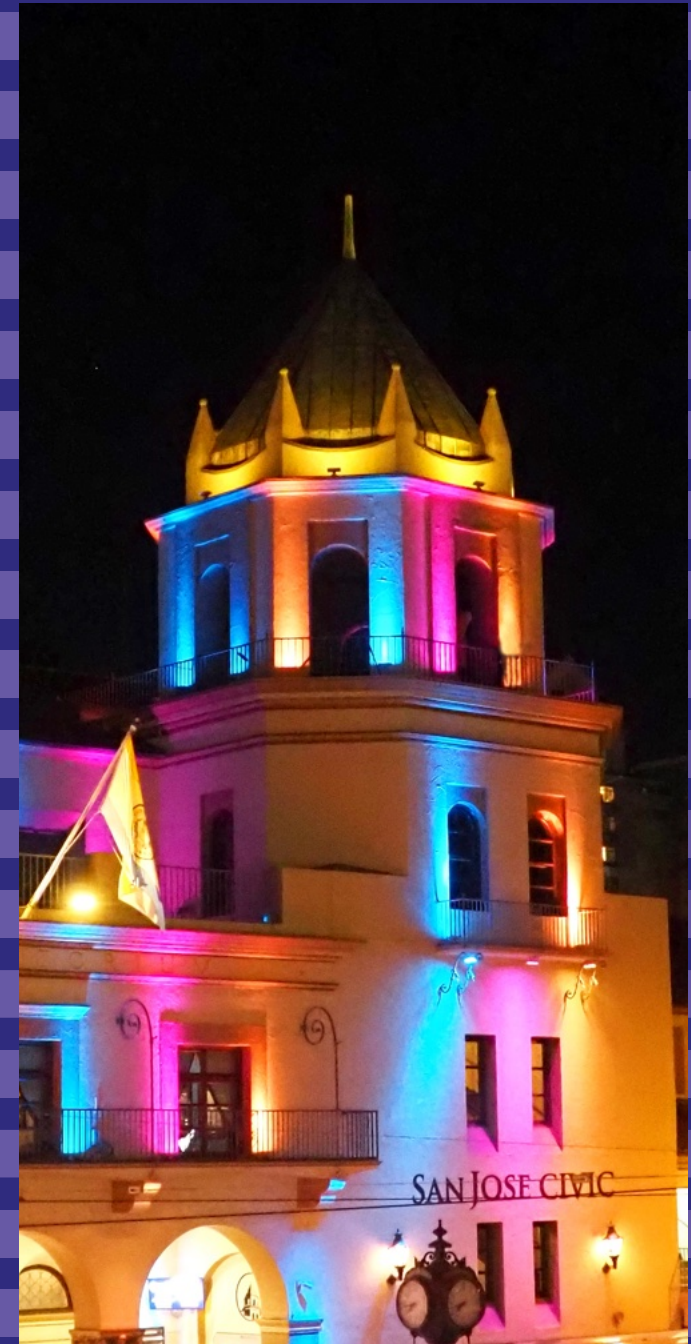
A broad network of corporate, nonprofit, sports, and community partners helped bring these efforts to life. While programmatic efforts were tackled by the City of San Jose and the San Jose Sports Authority, Visit San José leveraged sports as a driver of tourism and directed all marketing efforts to drive visitation and ensure economic impact all while advancing community connection and civic pride.

Major 2026 events secured by the Sales team and marketed through our Marketing department, created significant citywide impact. NWSL Championship Week featured Media Day, FanFest, and a San Pedro Square post-party. Super Bowl programming included concerts drawing 10,000+ and 15,000+ attendees, this "SuperFest" welcomed over 48,000 visitors, and drone shows with more than 7,000 attendees. March Madness added a sold-out concert with 20,000 RSVPs and another "SuperFest" with more than 30,000 visitors.

FIFA World Cup programming was successfully marketed and drove an estimated 1 million viewers through over 115 watch parties, and featuring all 104 matches. Eleven district watch parties across all 10 city districts drew 65,000+ attendees, while concerts and additional community events brought thousands more together. Visit San Jose provided small business training, posters, table toppers and digital media kits to unify partners and provide a legacy of marketing training. Together, these programs demonstrated how San José transformed major sporting moments into opportunities for connection, celebration and lasting community and business impact.

Across three concert events at the convention center, attendance remained strong, with 6,889 attendees at Public Dance in July 2025, followed by 32,745 attendees over two days at Give Thanks in November 2025. Public Dance continued to draw a strong crowd in March 2026, with 6,468 attendees.

Long-standing repeat customers like NVIDIA GTC and Open Compute Project Summit continued to find success in San Jose. Both conferences welcomed their largest audiences ever – growing attendance by a combined 35% over the previous year.



“The Arts Will Play marketing co-op partnership allowed SJMA to expand brand awareness, reach new audiences for our Community Day: Lunar New Year, and exceed our revenue goal for FY26 membership sales. With support from the partnership, the Museum created a cohesive outreach campaign that drove interest, supported a 30% increase in event attendance, and fostered new forms of participation from both lapsed and current members. Additionally, participation in the program taught our marketing team new strategies in digital marketing and allowed us to cultivate a closer relationship with Team San José that we hope to continue for other campaigns. We are grateful for the opportunity to participate in this program.”

KAREN RAPP

Deputy Director San José Museum of Art



TEAM SAN JOSÉ

FY25-26 OVERVIEW

TOURISM'S IMPACT IN SAN JOSÉ

CALENDAR YEAR 2025

-  \$2.8B IN DIRECT VISITOR SPENDING
-  \$3.9B TOTAL ECONOMIC IMPACT
-  23,330 TOTAL JOBS CREATED
-  \$442.1M GENERATED IN STATE AND LOCAL TAXES
-  \$1,346 IN HOUSEHOLD SAVINGS (This represents the amount of additional taxes each San Jose household would need to pay to replace the \$423.7M in state & local taxes generated by visitors.)

SALES

-  149,047 HOTEL ROOM NIGHTS SOLD FOR ALL YEARS
-  59 TRADE SHOWS AND CLIENT EVENTS ATTENDED
-  1,267 EVENT LEADS ACQUIRED FOR FUTURE YEARS

HR

-  101 FULL-TIME EMPLOYEES
-  1,728 PART-TIME EMPLOYEES
-  60 EMPLOYEE TRAININGS COMPLETED

OPS/FINANCE

-  57 EVENTS IN THE SAN JOSÉ MCENERY CONVENTION CENTER AND SOUTH HALL
-  316,425 ATTENDEES IN CONVENTION FACILITIES (SJCC AND SOUTH HALL)
-  \$77.7M TOTAL ATTENDEE SPEND IN TSJ-MANAGED FACILITIES
-  \$53.8M IN GROSS OPERATING REVENUES
-  \$8M IN GROSS OPERATING RESULTS
-  100% OF SURVEYED EVENT PLANNERS WOULD RETURN TO SAN JOSÉ FOR A FUTURE EVENT

THEATERS

-  608 PERFORMANCES IN SAN JOSÉ THEATERS
-  578,960 THEATER ATTENDEES



HOTEL LANDSCAPE

San José's hotel industry continued to build momentum throughout Fiscal Year 2025–26, with steady growth in occupancy, average daily rate and revenue per available room. Year-to-date occupancy reached 69.8%, while average daily rate increased 5% to \$181.85, demonstrating sustained demand across both business and leisure travel. These gains contributed to stronger hotel performance and increased Transient Occupancy Tax revenue, which directly supports tourism promotion, convention and cultural facilities, arts and cultural programming, and essential City services.

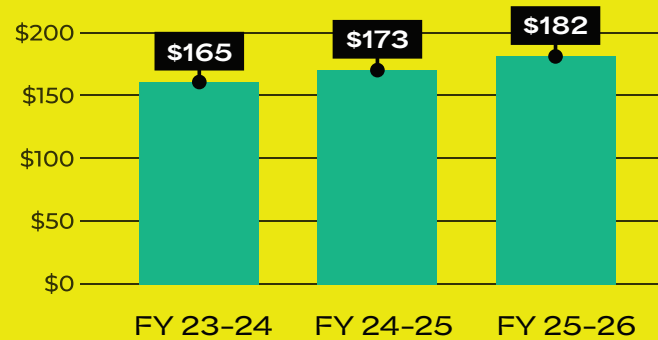
As San José prepared to welcome the world's largest sporting events, including World Cup 26, the hospitality community played a critical role in positioning the destination for long-term success. Hotels across the city benefited from increased visitation driven by major sporting events, conventions, meetings and leisure travel, while continuing to provide visitors with easy access to Downtown attractions, entertainment venues and Silicon Valley's innovation ecosystem.

“The Fountain Blues Foundation is a small, volunteer run nonprofit that has limited dollars to invest in marketing its annual blues festival. Partnering with Team San José to access VSJ’s advertising agency, MMGY has helped us expand our reach tremendously, with 24% of our ticket buyers hearing about the festival through Facebook ads. The strategy works.”

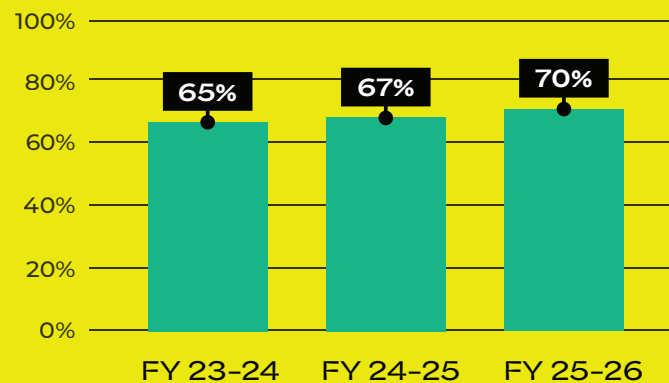
SUZANNE ST. JOHN-CRANE
Fountain Blues Foundation Board President



AVERAGE DAILY HOTEL RATE BY FISCAL YEAR



PERCENTAGE OF HOTEL ROOMS OCCUPIED BY FISCAL YEAR



HOTEL LANDSCAPE

SALES LAUNCHES THE VERY FIRST CITYWIDE CONTRACT

One of the most significant accomplishments this fiscal year was the successful, first-of-its kind collaboration between Team San José and the local hotel community.

This year, we launched our citywide hotel contract to simplify booking large events. Instead of signing agreements with multiple separate properties, event planners can now use one simplified contract to secure room blocks across multiple local hotels. It eliminates separate negotiations with individual hotels for large citywide events.

This creates greater flexibility through expanded room block choices and an easier booking experience from start to finish. Plus, attendees keep freedom in brand selection and loyalty programs.

Reached after months of collaboration with hotel partners, this milestone significantly enhances San José's ability to secure large-scale meetings and events, making the destination more competitive for high-profile conventions and conferences with substantial room block requirements.

SALES

THE PAYOFF OF A STRATEGIC APPROACH

When San José 2026 finally arrived in a blaze of excitement, the city lit up with global sporting events, watch parties, concerts and festivals — all of which took a tremendous amount of effort to secure, coordinate and execute. But behind the scenes, while the team worked diligently to move all the pieces together, the Sales team was busy focusing on bringing in new business that would resonate long after the games were over.

A robust Sales team, including three new team members in 2025, set us up for long-term success. Overall, bookings are 12% higher than last fiscal year, with 53 new signed contracts for the San José McEnergy Convention Center — half of which are new business.

"For the next few years, we need to have a real focus on new business," says Matthew Martinucci, vice president of sales and destination services. "We're still climbing the mountain to get back to pre-pandemic levels," noting ongoing headwinds from economic shifts and increased infrastructure in competitive cities." But, as he points out, "we're starting this fiscal year in a much stronger position than in recent years, and this kind of momentum is just the beginning."



I'm still "unpacking" everything in my head...
So many things...

1. Kelli and Pauline were present, helpful, friendly and made sure the little things that popped up were taken care of immediately.
2. The Social Hour food was fabulous.
3. Our attendees, exhibitors and everyone participating absolutely LOVED the space, the service, the proximity to everything.

As I knew...it was the perfect place
for our conference.

JULIE DANA

American Choral Directors Association-ACA Western



The event was EXCELLENT! SJCC was a perfect venue and we heard nothing but positive comments about the facility this year, especially the food. So kudos! That's the first time I've heard positive comments about food at a convention center, I'm sincerely impressed!

CHRIS WATERS

via Meta

12% INCREASE IN BOOKINGS

53 NEW SIGNED CONTRACTS

WITH OVER 50% NEW BUSINESS

**59 CUSTOMER FACING
SALES EVENTS**

SALES

WHEN NECESSITY IS THE MOTHER OF INVENTION

San José has long been a hub of innovation attracting large-scale gatherings. Our San José McEnergy Convention Center accommodates conferences of 15,000 attendees and more including globally significant events like Nvidia GTC and more.

With the ability to create and expand into a campus convention setting, with an international airport less than five miles away (plus featuring California's first Waymo curbside service), and with the current team in place, San José can easily meet the needs of every event, big and small.

That said, we have obstacles. The city's hotel inventory continues to be our biggest roadblock. San José's citywide contract can help.

Since February 2026, multiple groups have signed onto the new contract with effusive feedback — signaling the start of a successful Meetings, Incentives, Conferences and Exhibitions (MICE) strategy.

As part of a shift in corporate culture, and with prospective clients working remotely or on hybrid schedules, the old days of booking back-to-back desk visits in big cities is no longer the most effective way to engage. Instead, the Sales team has become more creative with making connections — both by attending trade shows, of all sizes, and organizing unique customer events.

"We had 63 events on the calendar in the last fiscal year," Matthew says, including reserving a private suite at a FIFA World Cup match in San José.

After the lights faded from SJ26 events The "Sports Hangover" campaign capitalized on post event booking incentives to attract meetings and events after the sporting spectacles.

Another highlight from this past year was the introduction of a street-legal golf cart to help sell the story of San José. Branded with the logo and Visit San José's signature teal color, the golf cart can transport up to six people as a fun and creative way to show off the easily accessible Downtown in what is considered the safest big city in America.

CONVENTION SALES

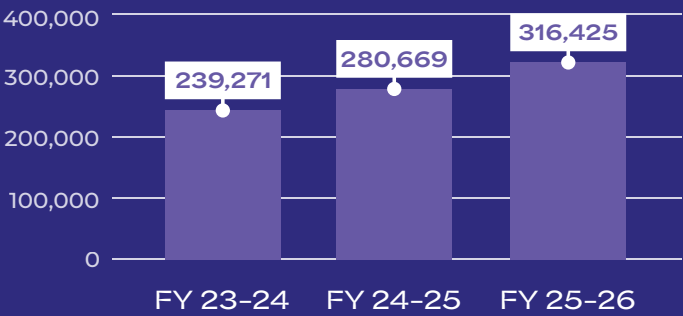
From major conventions and industry conferences to community celebrations and live entertainment, keeping San José's venues active remains central to Team San José's mission. Every event hosted at the San José McEnery Convention Center, South Hall and the City's historic theaters drives visitation, supports local businesses and contributes to the economic vitality of Downtown San José.

During Fiscal Year 2025-26, Team San José hosted 57 events at the San José McEnery Convention Center and South Hall, welcoming more than 316,000 attendees. These visitors generated an estimated \$77.7 million in local spending, while attendees across all Team San José-managed facilities contributed a total of \$104.7 million to the local economy. Team San José also delivered strong operational performance, generating \$53.8 million in gross operating revenue and \$8.0 million in gross operating results, underscoring the organization's commitment to both economic impact and operational excellence.

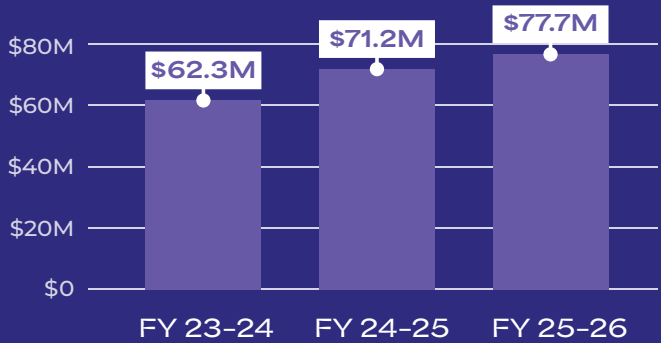
Equally important is the experience delivered to event organizers and attendees. In Fiscal Year 2025-26, 100% of surveyed event planners indicated that they would return to San José for a future event, reflecting the strength of Team San José's service, facilities and partnerships. As the destination continues to welcome world-class meetings, conventions, sporting events and cultural experiences, Team San José remains focused on attracting new business, strengthening client relationships and ensuring San José continues to thrive as a premier destination for events of every size.

Community events at the convention center continued to bring people together throughout the year, with 46,000+ attendees across three major events. Public Dance welcomed 6,889 attendees in July 2025 and another 6,468 in March 2026, while Give Thanks drew 32,745 attendees over two days in November 2025.

ATTENDEES IN CONVENTION FACILITIES
(SJCC AND SOUTH HALL)



ESTIMATED VISITOR SPENDING FROM
ATTENDEES OF CONVENTION FACILITIES
(SJCC AND SOUTH HALL)



608 PERFORMANCES

THEATER ATTENDANCE: **578,960**

TOTAL ATTENDEE SPEND: **\$29.9M**



SAN JOSÉ THEATERS IN THE SPOTLIGHT

Fiscal Year 2025-26 marked another strong year for Team San José's theater portfolio, reinforcing the City's position as a premier destination for arts, culture and live entertainment. Across 608 performances and events, the San José Theaters welcomed nearly 579,000 attendees, generating an estimated \$29.9 million in attendee spending that supported local businesses and contributed to the vibrancy of Downtown San José. The theaters continue to be the cornerstone of the region's cultural and economic activity.

Beyond hosting performances, Team San José's theaters continue to strengthen the local arts ecosystem by providing an open venue model, ensuring these civic treasures are available to all. We remain committed to providing accessible and professionally managed venues for resident arts organizations, touring productions, corporate events and our community partners. Through flexible scheduling, operational support and longstanding partnerships, the venues provide a diverse calendar of programming that enriches the visitor experience and enhances San José's reputation as a cultural destination. Looking ahead, Team San José remains committed to expanding opportunities for artists, audiences and partners, while continuing to maximize the cultural and economic impact of these historic venues for residents and visitors.

Looking ahead, Team San José remains committed to expanding opportunities for artists, audiences and partners alike, while continuing to maximize the cultural and economic impact of these historic venues for residents and visitors alike.

FLY, STAY & PLAY CAMPAIGN

DRIVING SPORTS TOURISM

The Fly, Stay & Play campaign positioned San José as the home base for major sporting events, using integrated media and destination storytelling to reach high-intent travelers and drive visitation, stays and economic impact.

DRIVING TOURISM GROWTH

Across FY25–26, Visit San José focused its marketing strategy on generating demand, converting travelers and maximizing economic impact through an integrated mix of paid media, partnerships and destination storytelling.

GROWING MEETINGS BUSINESS

The meetings strategy prioritized engagement with high-value planners, showcasing San José's venues, neighborhoods and experiences while building consideration and supporting future group business.

STRENGTHENING COMMUNITY PARTNERSHIPS

Through a new co-op marketing program, Visit San José helped local arts, culture and tourism partners capitalize on increased visitation by providing strategic marketing support, strengthening partnerships and expanding the destination's collective reach.

“Our partnership with Visit San José has made a real difference in how we reach audiences. Their support behind the campaign for our 2025/2026 season finale brought new faces into the concert hall – people discovering the Symphony for the first time. Visit San José is a genuine advocate for the arts and the role culture plays in making this city a destination worth visiting.”

SOPHIE FENOLL

Marketing Director, Symphony San José



FLY, STAY & PLAY MEDIA

The primary goal of the Fly, Stay & Play campaign was to drive awareness among high-intent sports travelers, and the campaign successfully delivered on that objective through a diversified media mix. We had a strong Click Through Rate of 0.38% between all placements, which is nearly 4x the industry average benchmark of 0.10%. This shows that the creative and messaging spoke to the right audience and got them to take action to learn more. The Fly, Stay & Play campaign drove more visits per 1,000 impressions than our other media campaigns. It generated over 300,000 nonlocal visitors, more than 300 room nights and over 100 flight bookings. The direct influenced visitor spend for this time period attributed to all media running was \$82M.

"Partnering with Visit San José was an exceptional experience. Their team listened to our vision, was proactive and highly accountable, and delivered a thoughtful marketing strategy that helped sell out both our AAPI Playwright Festival and Japantown Cultural District Tour. More importantly, they expanded awareness of San José's vibrant Asian American arts and cultural community in ways we couldn't have achieved on our own. We're incredibly grateful."

LEIANNE WONG LAMB

Board President, Contemporary Asian Theater Scene (CATS)

IMPRESSIONS: **46.48M**

OBSERVED VISITS: **305,297**

VISITS PER 1,000 IMPRESSIONS: **15.4**

CLICK THROUGH RATE: **.38%**



DIGITAL MARKETING STRATEGY

FY25-26 CONSUMER CAMPAIGN

Our primary goal for FY25-26 was to maximize revenue and drive meaningful economic impact for San José's tourism industry. We not only achieved this objective but significantly exceeded expectations by 125 percent, generating nearly \$55 million in total revenue and delivering an outstanding \$63.98 Return on Advertising Spend, (ROAS). The campaign drove more than 49,800 bookings, including over 34,200 hotel bookings & 68,118 room nights, directly supporting local hotels, businesses and the broader visitor economy.

Across all efforts, the campaign generated more than 82.2 million impressions and 4.6 million engagements on those impressions, successfully building awareness while driving measurable action.

From a creative perspective, the Marketing team continued to bring San José's vibrant identity to life through authentic storytelling. Local artists remained a cornerstone of the campaign, with their work prominently featured across digital creative to celebrate the City's creative spirit and cultural richness. Building on this foundation, a portion of the campaign also highlighted San José as a global hub of innovation, showcasing how the City has continuously reinvented itself, going from its agricultural roots to become the heart of Silicon Valley and a leader in emerging technologies like AI.

ALL RESULTS:

TOTAL RETURN ON AD SPEND: **\$63.98**

REVENUE GENERATED: **\$54,954,566**

HOTEL REVENUE: **\$14,467,530**

FLIGHTS REVENUE: **\$14,190,543**

TOTAL BOOKINGS: **49,877**

HOTEL BOOKINGS: **34,233**

FLIGHT BOOKINGS: **47,883**

IMPRESSIONS: **82,267,947**

ENGAGEMENTS: **4,623,628**

PAID SOCIAL RESULTS:

IMPRESSIONS: **13,023,469**

CLICKS: **68,706**

ENGAGEMENTS: **16,267**

ALL RESULTS:

IMPRESSIONS: **45,291,778**

ENGAGEMENTS: **11,219,505**

PAID SOCIAL RESULTS:

IMPRESSIONS: **26,757,922**

CLICKS: **44,580**

ENGAGEMENTS: **8,756,880**



DIGITAL MARKETING STRATEGY

FY25-26 MEETINGS CAMPAIGN

In FY25-26, our meeting planner campaign strategy evolved to prioritize engagement, with the goals of building meaningful connections with high-value meeting planners and driving increased awareness of San José as a premier meetings destination. Through a strategic mix of digital targeting, paid media, email initiatives and industry-focused outreach, the campaign generated 45 million impressions with over 11 million engagements, demonstrating strong audience interest and interaction with destination messaging.

Campaign creative highlighted our diverse meeting venues, vibrant neighborhoods and unique experiences, positioning the destination as an ideal choice for planners looking to create memorable events while encouraging attendees to extend their stays. By reaching key planner audiences across industries and event segments, the campaign strengthened destination consideration, fostered engagement throughout the planning journey and supported future group business opportunities for San José.

“Working with Visit San José has been a valuable part of bringing the Weare Developers World Congress to North America. Their support, local expertise; and collaborative approach have helped us connect our global brand with the heart of Silicon Valley and build meaningful awareness among the region’s technology ecosystems. From the very beginning, the Visit San José team has been a committed and trusted partner, and we look forward to continuing this collaboration and creating lasting impact together.”

CLEMENS BAUER

VP Marketing, We are Developers World Congress





SAN JOSÉ 26
Fly. Stay. Play.



2026 OFFICE OF CULTURAL AFFAIRS CO-OP

In 2026, Visit San José launched a community co-op marketing program to help local arts, culture and tourism partners capitalize on the increased visitation surrounding the Bay Area's major sporting events. Recognizing that many participating organizations had limited marketing experience, the program provided end-to-end strategic support, including media planning, creative development, campaign management and performance reporting, ensuring each partner could effectively promote their events and maximize their investment.

Working closely with all participating organizations, Visit San José developed customized campaigns tailored to each partner's unique goals. The program delivered strong results, driving awareness, engagement and attendance while equipping partners with valuable marketing insights for future initiatives. The success of the program extended beyond performance metrics, fostering stronger relationships with community organizations and laying the foundation for continued collaboration.

EARNED MEDIA ACCOMPLISHMENTS

San José's history, architecture and culinary scene earned high-profile coverage, including *Forbes'* spotlight on the Winchester Mystery House and Hayes Mansion and *HuffPost's* feature on Team San José Executive Chef Michael Riddell. Across additional placements, coverage included highlighting its fan experiences, wine scene, sustainability, arts and culture, and leadership in AI and innovation.

Through an article with *Vogue*, San José was positioned as a destination in its own right and showcased the breadth of San José's visitor experience with an authentic editorial voice.

VERANDA published a story listing the 10 destinations everyone will be booking in 2026, placing the city alongside globally renowned destinations including Lisbon, Mallorca, Mexico City and Milan. The feature positioned San José as a must-visit destination for travelers planning trips around major sporting events, highlighting the Super Bowl, March Madness and FIFA World Cup as key reasons to visit in 2026.

Back in December, San José hosted a media blitz that showcased the city as a top travel destination to national NYC-based media, travel writers, influencers and content creators.

AD VALUE: **\$5.2M** UNIQUE VIEWS: **596.8M**



ORGANIC SOCIAL

Between July 2025 and June 2026, organic followers increased across all Visit San José social platforms, driven by a strategic focus on seasonal campaigns and timely destination content. From July through December 2025, followers grew 3.4% (+8% YOY), with an average engagement rate of 4.34%, fueled by seasonal attractions such as Festival Fright Nights at the Winchester Mystery House, Christmas in the Park and holiday performances at San José theaters. Building on that momentum, January through June 2026 saw follower growth accelerate to 6.3% (+9.83% YOY), with an average engagement rate of 20.93%. This significant increase was driven by an expanded content calendar centered around SJ26 sports and cultural events, featuring timely short-form videos, travel itineraries and destination content that positioned San José as a must-visit destination during major events including the Super Bowl, March Madness and the World Cup.



FY0Y FOLLOWER GROWTH

PLATFORM	FY24-25	FY25-26	YOY
FACEBOOK	31,082	31,641	2%
INSTAGRAM	39,448	44,610	13%
LINKEDIN	3,826	4,514	18%
YOUTUBE	518	562	9%
PINTEREST	680	683	0.4%
TIKTOK	1,603	2,877	80%
THREADS	7,178	7,558	5%

AVERAGE GROWTH ACROSS ALL PLATFORMS: 18%

COMMUNITY ENGAGEMENT

ALIGNING INDUSTRIES

When San José 2026 was on the horizon, we as a team understood how many moving parts would be involved; not just planning logistics around the Big Game, NCAA March Madness and FIFA World Cup, but how our community could rally together to maximize the opportunity of being in the global spotlight.

Traditionally, our efforts around community engagement have been grassroots — and the arrival of these major events didn't change that. We continued to strategize around direct communication, one-on-one meetings and targeted business to business events to ensure our local businesses and hospitality partners stayed informed and felt empowered.

In June, we continued our popular Bi-Annual Summit for Hospitality (BASH) at the San José McEnergy Convention Center and were thrilled to welcome our biggest turnout yet. This event gave local businesses the opportunity to connect with partners from the City, San José Sports Authority, SJ26, Team San José and more while gathering strategies to leverage our larger sales, marketing and PR efforts.

Thanks to the early success of BASH, which we piloted in September 2024, we launched our Industry Pages on the website to create a toolkit for our local partners — with posters, table toppers and social media templates, all ready to download in one accessible place.

“We are so grateful to San José's Office of Cultural Affairs and Team San José for their partnership in helping to build the Levitt Pavilion San José brand — and thus attendance — through strategic social ad buys. Their expertise has helped more live music lovers hear about Levitt and come to San José.”

FIL MARESCA

Board Chair, Friends of Levitt Pavilion San José



COMMUNITY ENGAGEMENT

The outpouring of support from our partners has been huge.

After the most recent BASH, our Industry Impact List nearly doubled from 500 members to almost 1,000, including contacts from hotels, restaurants, museums, attractions and small businesses. Then, as a natural evolution from our growing Industry Impact List, we deployed the first Industry Newsletter in fall of 2025. We reached a list of 929, including 73 sign-ups that came directly from our Industry Pages.

While much of 2026 focused on Downtown San José, we kept our attention on other areas of the city. Ongoing outreach efforts to women-, LGBTQ+- and veteran-owned businesses continued to elevate historically marginalized communities.

Team San José also amplified the focus on collaborating with Business Improvement Districts, including several neighborhoods beyond the Downtown area — including Japantown, the Monterey Road Corridor, Tully Road-Eastridge, and the newer East Village and Alameda districts. Before 2024, San José only had three BIDs, and thanks to growing support among neighborhood business associations and residents, we've been able to share the local stories of San José, drive visitation and help beautify these vibrant public spaces.



BOARD OF DIRECTORS

Team San José is overseen by a Board of Directors made up of 18 representatives. Of the total, 16 voting members are from the hotel, labor, business and arts communities. Two liaison seats are held by representatives of the City of San José.

BUSINESS COMMUNITY PARTNERS



TAMARA ALVARADO
David and Lucile Packard
Foundation



MICHAEL FOX, JR.



DAN GORDON
Gordon Biersch Brewing
Company



LEAH TOENISKOETTER
San José Chamber of
Commerce



RU WEERAKOON
Weerakoon Company



ROSALYNN HUGHEY
City of San José



MICHAEL MULCAHY
Councilmember, City of
San José

LABOR PARTNERS



JEAN COHEN
South Bay Labor Council



ENRIQUE FERNÁNDEZ
Unite Here Local 19



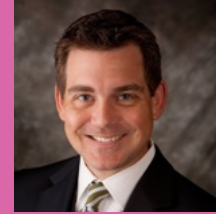
OWEN MURPHY
Sign Display Local 150



JON CURCIO
IATSE Local 134



SHAWNA LUCEY
Opera San José



ROBERT MASSEY
Symphony San José



DANA ZELL
Children's Musical Theater
San José

HOTEL PARTNERS



BRENT GAINES
Chairman of the Board, Hotel
Valencia Santana Row



YVES HANSEL
Treasurer, Holiday Inn San
José – Silicon Valley



CATHERINE HENDRICKS
Hilton San José



JOHN SOUTHWELL
San José Marriott



RICH SCHERZINGER
Signia by Hilton San José



SENIOR TEAM



JOHN LAFORTUNE
President & CEO



IHAB SABRY
CFO



MADINA MOORE
EVP of Human Resources



LAURA CHMIELEWSKI
VP of Marketing & Communications



TANYA FLEMING
VP of Operations



MATTHEW MARTINUCCI
VP of Sales & Destination Services



BENJAMIN ROSCHKE
VP of Research & Strategic Development



“Visit San José was a valued partner in elevating the visibility of (Un)Documents by artist Jesus I. Valles and introducing new audiences to MACLA. Audience members shared that they learned about the performance as a result of the collaboration. Together, we demonstrated the power arts and culture to help define San José as a welcoming, inclusive destination where everyone can see themselves reflected in the stories we share on stage.”

ANJEE HELSTRUP-ALVAREZ

Executive Director, MACLA/Movimiento de Arte y Cultura Latino Americana

“Partnering with Visit San José has been transformative for Opera San José. Thanks to the visibility and reach of the co-op program, we tripled attendance at Opera in the Rose Garden, our free summer concert – and with over 3 million unique views across our campaigns, we're building real brand awareness and affinity for Opera San José far beyond our traditional audience. The Visit San José team has been an exceptional partner, and we can't wait to see what we accomplish together next.”

SHAWNA LUCEY

General Director & CEO, Opera San José



THANK YOU!

We extend our sincere thanks to our Board of Directors, community partners and the dedicated members of Team San José, whose collaboration and commitment make our work possible. Together, we are driven by a shared purpose: creating meaningful experiences that strengthen our City and showcase all that San José has to offer.

This past year was a defining one for San José, as we welcomed world-class sporting events— including international soccer matches, Super Bowl festivities and NCAA March Madness —alongside NVIDIA GTC, plus other conventions, meetings and cultural celebrations that brought visitors from around the state and the globe. From building relationships with local businesses and creating memorable off-site experiences for attendees to supporting the launch of new events and elevating our City's profile on the national and international stage, each effort contributed to San José's continued growth and success.

Thank you for your partnership, passion and dedication to our community. We look forward to building on this momentum and creating another exceptional year together.

