

24/25 ANNUAL REPORT

Updated 6/1/26

Audited Financials Received 5/20/26

A pair of hands holding a cup of blueberries, symbolizing agriculture and community.
MODESTO
CALIFORNIA

FISCAL YEAR 2025 RESULTS AND OBSERVATIONS

The close of Fiscal Year 2025 brought organizational continuity during a period of changing market dynamics. We are proud that a collaborative, unanimous partner effort led to the City Council officially renewing the Modesto Tourism Marketing District through 2035. This long-term strength arrives just as macroeconomic shifts impact tourism. The new challenges of reduced international visitation, cooling domestic leisure travel, and the ever changing structural utilization at Centre Plaza are flattening near-term tourism forecasts. The Visit Modesto team will continue to leverage real-time spending, budget management and data tracking to navigate these headwinds.

PROFIT & LOSS JULY 1, 2024-JUNE 30, 2025

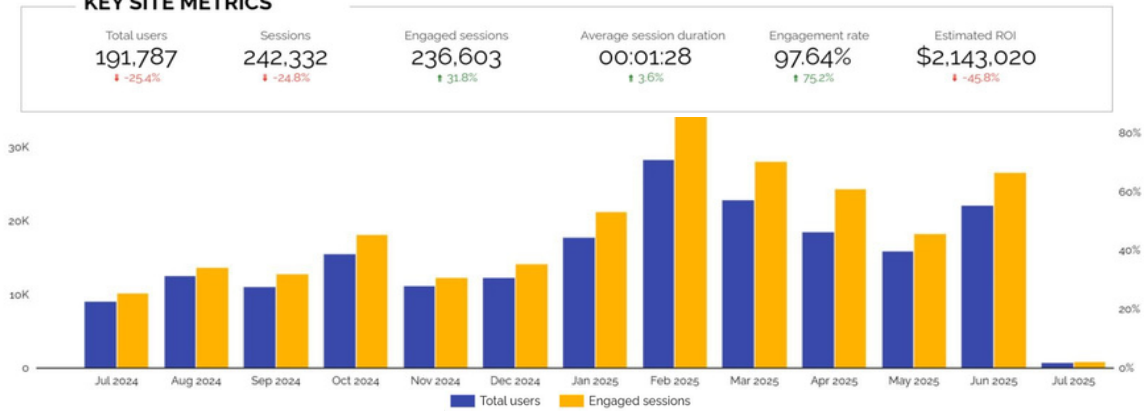
	ARPA	Operating	TMD	Total
Income				
30100 Sales of Product Income		0.00		0.00
30200 Services		515,772.10	532,989.02	1,048,761.12
Total for Income	\$0.00	515,772.10	532,989.02	\$1,048,761.12
Gross Profit	\$0.00	515,772.10	532,989.02	\$1,048,761.12
Expenses				
50100 Labor				
Total for 50100 Labor	72,839.79	263,782.34	181,905.37	\$518,527.50
50200 Office				
Total for 50200 Office				
50300 Marketing/Advertising	112.50	47,594.05	27,388.79	\$75,095.34
Total for 50300 Marketing/Advertising	\$0.00	\$0.00	\$0.00	\$0.00
50400 Business Services	12,476.94	123,177.37	145,557.90	\$281,212.21
Total for 50400 Business Services	\$0.00	52,983.54	46,561.39	\$99,544.93
50500 Misc		848.03	454.11	1,302.14
Total for 50500 Misc	76.16	21,810.23	16,985.49	\$38,871.88
50700 ARPA				
Total for 50700 ARPA	173,710.23	19,069.04	22,472.95	\$215,252.22
Total for Expenses	259,215.62	528,416.57	440,871.89	\$1,228,504.08
Net Operating Income	-259,215.62	-12,644.47	92,117.13	-\$179,742.96
Other Income				
51200 Other Income		5,438.19		5,438.19
51201 Interest Income		22,846.03		22,846.03
51202 Dividend Income		6,454.68		6,454.68
51203 Realized Gain / (Loss)		-4,015.18		-4,015.18
Total for 51200 Other Income	\$0.00	30,723.72	\$0.00	\$30,723.72
Total for Other Income	\$0.00	30,723.72	\$0.00	\$30,723.72
Other Expenses				
58020 Interest Expense		8,450.00		8,450.00
Total for Other Expenses	\$0.00	8,450.00	\$0.00	\$8,450.00
Net Other Income	\$0.00	22,273.72	\$0.00	\$22,273.72
Net Income	-259,215.62	9,629.25	92,117.13	-\$157,469.24

While there may be challenges in front of us, FY 2025 finished with some incredible highlights;

- The strength of the upper-midscale market carried the first six months of 2025 to solid lodging results. As of June 30, 2025 YTD Occupancy was 69.1% (up 1.1% Y/Y), YTD Average Rate finished at \$127.44 (down -1.4% Y/Y) with RevPAR up at \$78.93 (up 0.3% Y/Y). Finishing the year with positive results was significant. The midscale market shrunk over the past year, due to reasons noted above, and finished the first six months of 2025 down just over 10% in RevPAR .
- The City Council approved in June 2025 the Tourism District's self-assessed fee increase from 1% to 1.5% of room rate at district properties. This increase will take effect in September 2025 due to the delay in approval.
- Visit Modesto will be relocating to share space with Stanislaus Arts Council on Modesto's popular J Street. The new office will include two gallery rooms for exhibitions, storefront space for the California Welcome Center with 'flex' office space for the staff. This move will reduce office costs by almost 50% and provide more visibility for Welcome Center foot traffic .
- Once again, Public Relations had a strong year that brought Visit Modesto and Modesto onto the international media table. Here are a few key highlights;
 - March 2025, CBS Saturday Morning News, Almond Blossom Cruise 4+ Minute Segment resulted in over - 267M impressions
 - February 2025, National Geographic Travel UK - 6,892,122 impressions
 - April 2025, KNBC-TV, Modesto's Farmstand Season - 1,277,766 impressions
 - May 2025, Lonely Planet, A First Timer's Guide to CA Central Valley - 3,119,272 impressions
 - May 2025, NBC (LA, SF, SD), May the Fourth - 3,657,362 impressions
 - FY 2025 Total - 294,354,945 media impressions!

ANALYTICS OVERVIEW

KEY SITE METRICS



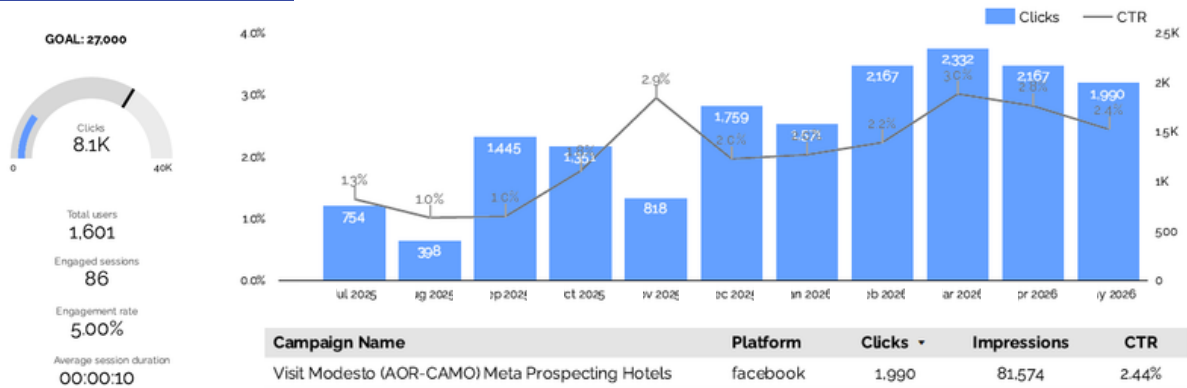
Engaged Sessions, Session Duration and Engagement rate all increased in FY 2025. These indices reflect propensity to purchase based upon quality interactions. NOTE: In July 2024 Google shut down the old Universal Analytics interface and API, impacting variances in metrics for users, sessions and ROI.

YTD PERFORMANCE AT A GLANCE

SEM	META HOTELS	GOOGLE Performance Max	META Local	META Catalog
→ Clicks: 40,956 → Impressions: 355,931 → CTR: 11.51% → Avg. CPC: \$0.58	→ Clicks: 33,570 → Impressions: 3,037,965 → CTR: 1.11% → Avg CPC: \$0.53	→ Clicks: 17,985 → Impressions: 972,126 → CTR: 1.84% → Avg. CPC: \$0.79	→ Clicks: 8,773 → Impressions: 401,374 → CTR: 2.19% → Avg CPC: \$0.20	→ Clicks: 13,906 → Impressions: 276,762 → CTR: 5.02% → Avg CPC: \$0.11
INDUSTRY AVG BENCHMARK CTR: 4.68%	INDUSTRY AVG BENCHMARK CTR: 0.90%	INDUSTRY AVG BENCHMARK CTR: 0.50%	INDUSTRY AVG BENCHMARK CTR: 0.90%	INDUSTRY AVG BENCHMARK CTR: 0.90%

Outperforming the industry continues to be Visit Modesto's strength. Click through rates on SEM, Google Performance Max and Meta Local results more than doubled standard industry rates. Meta Catalog Ads have a 457% performance rate over and above the industry benchmark for destinations.

PROSPECTING HOTELS I META



Directing Traffic to the Hotel Booking Engines is a foundational mission. Working closely with Madden Media, our agency of record, Visit Modesto continues to place specific emphasis on driving visitors, through digital advertising, to the hotel booking page supported by ARes.

PAID MEDIA OVERVIEW

GOOGLE - SEM	GOOGLE - P MAX	META - PROSPECTING	META - REMARKETING
Impressions 354,981	Impressions 971,587	Impressions 3,753,492	Impressions 147,885
Clicks 40,827	Clicks 17,977	Clicks 49,032	Clicks 7,016
CTR 11.50%	CTR 1.85%	CTR 1.31%	CTR 4.74%
Engagement rate 97.10%	Engagement rate 97.53%	Engagement rate 99.82%	Engagement rate 99.97%
Average session duration 00:02:02	Average session duration 00:01:21	Average session duration 00:01:13	Average session duration 00:00:18

TOP DIGITAL ADS

There's no faking fresh! Discover the finest home-grown fruits and produce in the rolling farmlands of Modesto 🌱

704 CLICKS
1.55% CTR

visitmodesto.com
Happiness is Hand-Picked
Visit Modesto, CA

Time for just the two of you. ❤️ Find your OH! Moment of connection here in Modesto. 🌟 Unwind in comfort, explore the town, and make new memories together. Your escape awaits.

705 CLICKS
3.61% CTR

visitmodesto.com
Escape & Reconnect in Modesto

From an upscale hotel with all the amenities to more budget-friendly accommodations, Modesto truly has something for everyone.

1,870 CLICKS
1.87% CTR

reservations.arestavel.com
Visit Modesto, CA
Plan Your Trip

Make room for a little McCheer this holiday season. You'll thank us.

2,949 CLICKS
1.38% CTR

visitmodesto.com
It's time for McCheer
Visit Modesto, CA.

Ditch the screen and hit the trails! 🌲 Discover California's newest state park, walk the historic bridge at Knights Ferry, or find the perfect wildflower photo-op. From farm stands to the Modesto Marathon, spring adventure starts here.

5,062 CLICKS
2.58% CTR

visitmodesto.com
Fresh Air & Foothills are Calling 🌄

TOP MEDIA/PR

Start watching CBS Saturday Morning Finding almond blossoms in unlikely places

AFAR

11 Best Places to Travel in March

1. Modesto, California

March is great for: swapping cherry blossoms for a farmland stand-in.

California's agricultural heartlands are often eclipsed by their snazzier coastal counterparts, but pause to consider a trip to the Central Valley; home to some of America's finest farmland—and in particular, almond groves.

California's Newest State Park Is Actually Just a Big Farm

Explore the reclaimed farmland to visit 350,000 native plants and lots of endangered animals.

By Catherine Downes
Published on Aug 1, 2024 at 10:00 AM

Where to travel in March

3. Central Valley, California

The almond trees of California's Central Valley, which spans an area of 1.5 million acres, produce 80% of the world's almonds and every year, from mid-February to mid-March, the valley's blooming trees turn the landscape into a sea of light pink and white.

A first-time guide to California's Central Valley

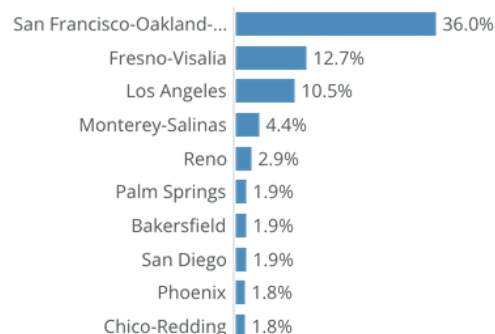
Tour California's bright white almond blossoms

GA4 RESULTS BY CITY, FY 2025

- | | |
|------------------|---------------|
| 1. San Jose | 7. Turlock |
| 2. Modesto | 8. Fresno |
| 3. Sacramento | 9. Ceres |
| 4. Los Angeles | 10. Manteca |
| 5. San Francisco | 11. Las Vegas |
| 6. Stockton | 12. New York |

MOBILE VISITOR DATA FY 25

Common Evening Metropolitan Area



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