

ANNUAL REPORT

2025-2026





**Travel
Costa Mesa**





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President's Message



Walt Disney once said, “Times and conditions change so rapidly that we must keep our aim constantly focused on the future.” That was definitely true over the past year, as tourism forecasts shifted just as quickly as the reports that created them. However, Travel Costa Mesa (TCM) worked diligently to stay focused on a strategic goal of increasing visitation, raising awareness for the destination, and expanding group opportunities and leads.

This annual report highlights the innovation and creativity as the organization continues to drive awareness of the City of the Arts®, growth in group room nights, occupancy, average daily rate, and average length of stay.

The U.S. hotel forecast for 2026 calls for a relatively flat increase in occupancy and a **1% increase** in average daily rate, according to Tourism Economics. State of California: visits in 2026 are forecast to **increase by 1.7%**, totaling **276.1M**, and visitor spending by **over 4%**, totaling **\$165.2B**.

TCM’s first half of the fiscal year, as well as calendar year-end results, showed growth for its partners in both occupancy and average daily rate, leading to an increase in overall RevPAR. The second half of the fiscal year is forecasted to remain consistent. As FIFA26 World Cup™ arrives in June, expectations for compression from the LA market inspire optimism.

As we near the conclusion of the current fiscal year, our primary focus is on managing and completing large-scale projects. These include initiatives such as the comprehensive redesign of our website and the planning and execution of our upcoming spring and summer marketing campaigns. These projects are critical to our strategic goals and require careful coordination and resource allocation to ensure their successful completion.

We sincerely appreciate the local businesses that collaborate with TCM to boost the city's tourism. Our partner hotels support 100 percent of the programming, allowing our content to reach a broad audience. TCM continues to explore new opportunities to expand in the tourism industry, positively impacting the city's economy.

Our collective efforts have delivered measurable progress across key objectives - successfully elevating awareness of the City of the Arts®, driving meaningful growth in group room nights, and extending the

overall average length of stay. These gains have translated into steady increases in occupancy and average daily rate, reinforcing both market confidence and long-term value. As we look ahead, this momentum positions us to continue strengthening demand, deepening engagement, and building on a foundation of smart, balanced growth that supports the destination's economic vitality.



Paulette Lombardi-Fries
President



In 1995, Travel Costa Mesa was the second tourism organization formed as a nonprofit corporation to market the city of Costa Mesa as a desirable, leisure overnight destination in Orange County.

TCM GOALS FOR FISCAL YEAR ENDING JUNE 2026

- Drive demand for leisure travel and visitation to Costa Mesa
- Increase social media followers and engagement
- Increase awareness, earned media for Costa Mesa through PR efforts
- Grow group sales with definite group night bookings and increase awareness campaigns



MISSION STATEMENT

Travel Costa Mesa enhances and promotes the destination brand experience, further increasing visitor spending for industry and community economic viability, sustainability, and quality of life.



VISION STATEMENT

Travel Costa Mesa is the engaged destination marketing leader, supporting and selling the city's distinct visitor brand experiences, and advocating community tourism benefits.



KEY OBJECTIVE

Increase brand awareness for the city of Costa Mesa as a desirable, overnight, leisure Orange County destination.



SALES OBJECTIVE

Increase brand awareness and new group room nights for the city of Costa Mesa as the preferred Orange County destination ideal for small to mid-size business that increases the economic benefits throughout the city.

Funding Source



Travel Costa Mesa is fully funded through the Business Improvement Assessment (BIA), which is collected by the 11 Costa Mesa partner hotels listed in this annual report. Each hotel collects a 3% levy from overnight guests (2,375 total available rooms). All of the Transient Occupancy Tax (TOT) collected by the City of Costa Mesa goes to its general fund, and the city keeps 100% of it.



Business Improvement Assessment (BIA)

Business owners within the BIA program must submit their assessments to the Costa Mesa City Finance Department monthly. New hotels and motels interested in participating in the BIA should contact both the City of Costa Mesa and TCM. This is a voluntary program for hotel partners.

Fiscal Year 2025-2026 Forecast

For the current fiscal year, TCM forecasts BIA revenue to come in slightly above the forecasted **\$3.298M**. As of February 2025, BIA funds total **\$2.3 million**.

Investment and Reserve Policies

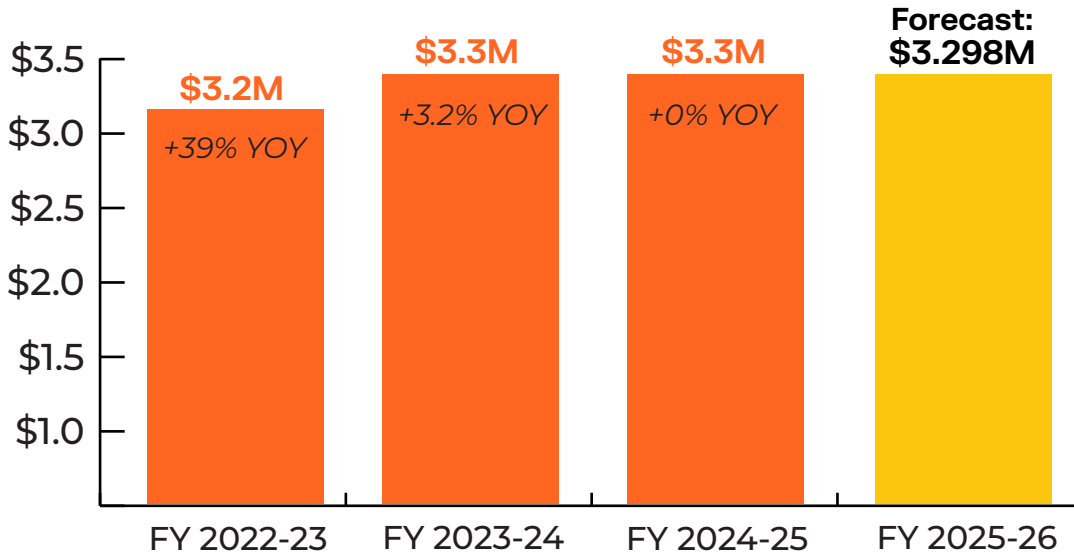
In FY 2025-2026, TCM established a four-person subcommittee to oversee the investment of organizational reserves, maintained at a level exceeding six months of operating expenses to support long-term financial stability. Additional funds outside of the reserves will be used to fund special projects.

In September 2025, TCM reserves retained a qualified external investment management firm to oversee invested assets in accordance with the board-approved policy.

Allocation of Overages in BIA

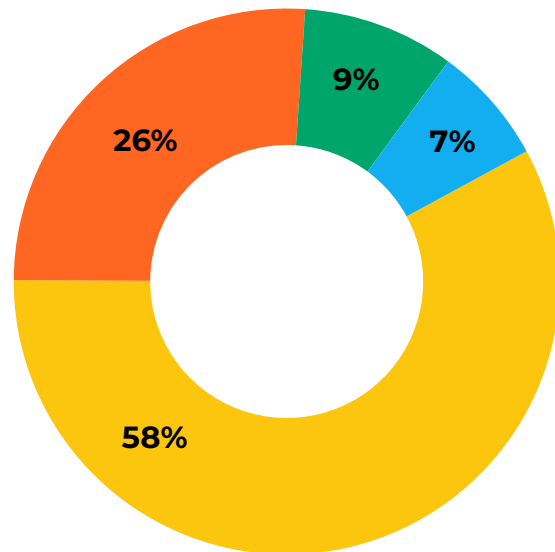
Any BIA overage that TCM receives is deposited into TCM's bank reserves, ensuring surplus funds are prudently managed and available for future programming, unforeseen expenses, or strategic initiatives that benefit the organization.

BIA REVENUE



PRIMARY EXPENSE PROJECTIONS 2025 - 2026

The following represents the primary expense projections for the current fiscal year:



EMPLOYEE EXPENSES

Employee expenses include salaries, payroll taxes, 401(k) contributions, and health insurance premiums



MARKETING

Marketing expenses include SEO, PPC, content marketing, email and online marketing, advertising services, and website hosting



ADMINISTRATIVE

Administrative expenses include conference and meeting registrations, business insurance, audit services, lease payments, and travel



SALES

Sales expenses include conference and meeting registrations for the sales executive, tradeshow, memberships, familiarization trips, site visits, CRM, travel, and group incentives

Lodging & TCM

Hotel Partners

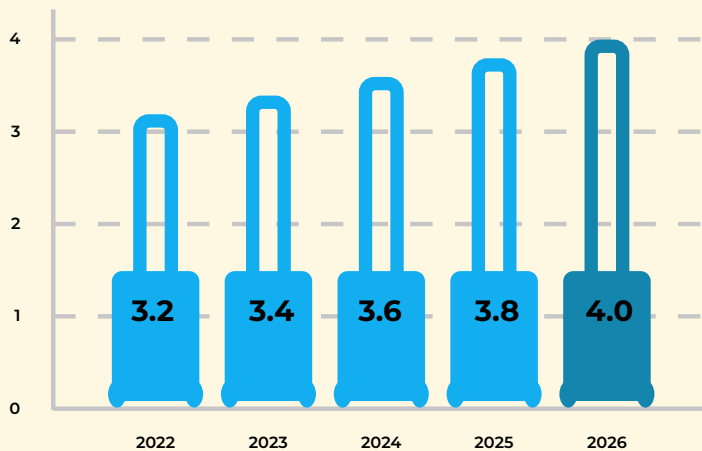
LODGING	ADDRESS	MANAGEMENT COMPANY	PROPERTY OWNER
Avenue of the Arts Costa Mesa, A Tribute Portfolio Hotel	3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626
Ayres Hotel Costa Mesa	325 Bristol Street Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626
Best Western Plus Newport Mesa Inn	2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627
Crowne Plaza	3131 Bristol Street Costa Mesa, CA 92626	Bright Bristol Street, LLC 3131 Bristol Street Costa Mesa, CA 92626	Bright Bristol Street, LLC 3131 Bristol Street Costa Mesa, CA 92626
Hilton	3050 Bristol Street Costa Mesa, CA 92626	Remington Lodging & Hospitality LP 14185 Dallas Parkway Suite 1100 Dallas, TX 75254	Ashford TRS CM LLC 14185 Dallas Parkway Suite 1100 Dallas, TX 75254
Hampton by Hilton Costa Mesa Newport Beach	2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627
Marriott	500 Anton Blvd. Costa Mesa, CA 92626	Starwood Capital Group 591 West Putnam Avenue Greenwich, CT 06830	HEI Hotels & Resorts 101 Merritt 7 Corporate Park, 1 st Floor Norwalk, CT 06851
OC Hotel Costa Mesa	2430 Newport Blvd. Costa Mesa, CA 92627	SAI KSP INC. 11556 Manchester Way Porter Ranch, CA 91326	Sanjay Panchal 11556 Manchester Way Porter Ranch, CA 91326
Ramada Inn & Suites	1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inn Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inn Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627
Residence Inn by Marriott	881 Baker Street Costa Mesa, CA 92626	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	Legacy Strata 11301 West Olympic Blvd. #121-467 West Los Angeles, CA 90064
The Westin South Coast Plaza	686 Anton Blvd. Costa Mesa, CA 92626	Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817	Secon Properties 3315 Fairview Rd. Costa Mesa, CA 92626

Travel Trends

As we review the upcoming calendar year, American travel sentiment remains under close observation. One of the tools TCM uses is the State of the American Traveler survey from Future Partners. A survey conducted in mid-January included **4,000 leisure travel respondents** from four regions of the country. Overall, Americans remain cautious about the economy but are committed to travel, with **34.8%** saying now is a good time to spend. Additionally, **58.5%** plan to prioritize travel in the next three months, up **4.3 points** since January 2025. Travel budgets have increased as are trip volume. For 2026, the projected number of trips is **4**, up from **3.7 last year**. The overall travel budget is over **\$6,400**, a record.

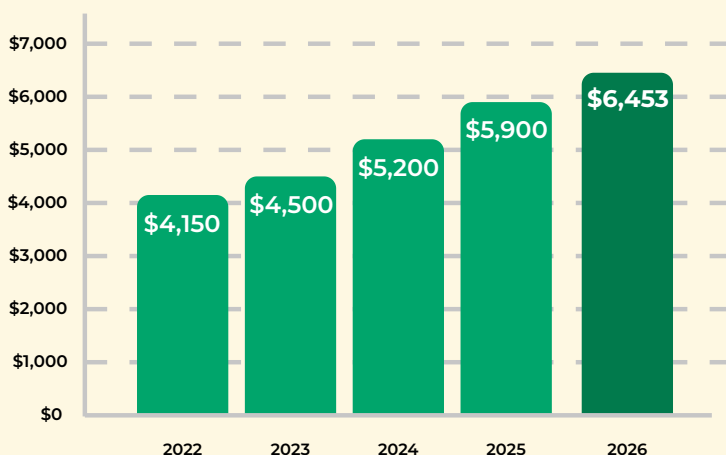
Anticipated Leisure Travel Trends (2022–2026)

Average Number of Trips Per Year
(trip is defined as 50+ miles from home)



Trend: Steady year-over-year growth in planned trips

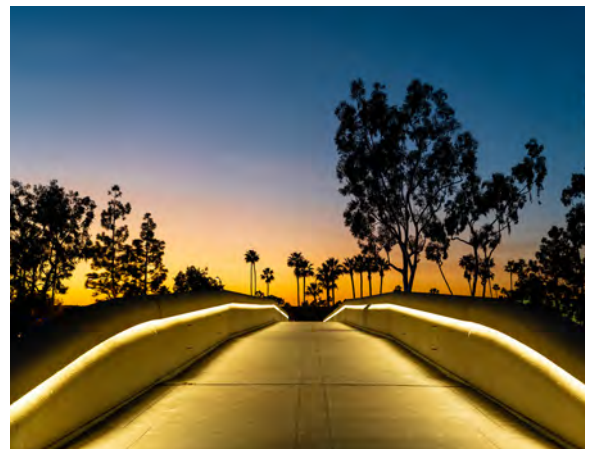
Maximum Anticipated Travel Budget



Trend: Strong upward growth in travel spending expectations

Key Takeaways

- Travelers plan to take **~25% more trips** from 2022 to 2026
- Maximum travel budgets increase by **~55%** over the same period
- Budget growth is outpacing trip growth, suggesting:
 - Higher travel costs
 - Preference for premium experiences
 - Inflation impact



U.S. Travel Association

TCM is a member of the U.S. Travel Association, a non-profit representing all travel sectors. It serves as the industry's voice, addressing key issues and promoting travel as vital for economic growth. TCM benefits from reporting tools, education, networking, and other resources.

2026 Core Initiatives



Identity: Elevate Travel's Stature

Shape the perception of travel in America and globally, engaging policymakers, partners, and the public to ensure travel's impact is considered before decisions are made.



Advocacy: Advance Policies That Enable Growth

Reducing friction and preventing damage requires promoting pro-growth policies that boost international inbound travel, stopping actions that deter visitors, and building support among policymakers. Modernize infrastructure, security, and regulations to ensure the travel system remains globally competitive.



Value: Strengthen Member Return on Investment

Delivering actionable intelligence, connections and programs that help members navigate change and grow—through timely data, high-impact gatherings and a more personalized, modern member experience.



Performance: Build a Future-Ready Association

Operating as a disciplined, high-performing association—modernizing systems, focusing resources where they deliver impact, and building a resilient team able to execute at scale.



U.S. Travel Forecast-Fall 2025

Domestic leisure travel remains strong, with **1.9 billion trips** expected in 2025, **up 2.0% year over year**. The domestic leisure segment boosts travel spending, with a forecasted **gain of 3.3%** in 2025 to reach **\$906 billion**. Business travel is forecasted to reach **\$286 billion** in 2025 and is set to lead domestic growth between 2027 and 2029. Group travel will grow at a faster rate than transient travel, averaging **4.3%** versus **4.0%** per year. International visits are projected to return to 2019 levels by 2029 (**81.9 million visits**), with growth driven by major events like the 2026 World Cup, America 250 celebration, and the 2028 Olympics.

Domestic Trips

Domestic Person Trips in the U.S. (Millions)											
	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
TOTAL	2318.0	1582.0	2021.0	2252.3	2307.6	2359.4	2403.3	2450.4	2508.6	2567.4	2624.3
% change		-31.8	27.8	11.4	2.5	2.2	1.9	2.0	2.4	2.3	2.2
BY PURPOSE											
Business	463.9	181.3	249.5	370.9	413.1	436.0	442.4	451.2	463.3	475.4	487.2
% change		-60.9	37.6	48.6	11.4	5.5	1.5	2.0	2.7	2.6	2.5
Leisure	1854.1	1400.6	1771.4	1881.4	1894.5	1923.3	1960.9	1999.1	2045.3	2092.0	2137.1
% change		-24.5	26.5	6.2	0.7	1.5	2.0	1.9	2.3	2.3	2.2

Source: Tourism Economics, U.S. Travel Association

FORECAST

International Trips

U.S Inbound Visitors (Thousands)											
	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
TOTAL VISITS	79,442	19,212	22,280	50,771	66,350	72,390	67,866	70,404	74,382	78,120	81,900
% Change year-over-year		-75.8%	16.0%	127.9%	30.7%	9.1%	-6.3%	3.7%	5.6%	5.0%	4.8%
% Change relative to 2019		24%	28%	64%	84%	91%	85%	89%	94%	98%	103%

Source: Tourism Economics, U.S. Travel Association

FORECAST

U.S. hotel performance shows modest overall growth. Supply is expected to steadily increase through 2026, while demand dipped in 2025 but is forecasted to slightly rebound in 2026. Occupancy continues to decline gradually, ADR growth remains moderate, and RevPAR is projected to recover modestly in 2026 after a dip in 2025.

U.S. Hotel Forecast				As of January 2026	
				Year-over-year % change	
	2024 Actual	2025 Actual	2026 Forecast		
Supply	0.5%	0.7%	0.7%		
Demand	0.6%	-0.5%	0.4%		
Occupancy	63.0%	62.3%	62.1%		
ADR	1.8%	0.9%	1.0%		
ReVPAR	1.9%	-0.3%	0.6%		

Visit California

The state’s premier destination marketing organization, Visit California (VCA), has secured a six-year extension with **over 98% industry approval** to continue promoting visitation to the Golden State. VCA remains committed to investing in innovative initiatives that elevate the economic impact of tourism, driving growth and showcasing California's unparalleled appeal.

Excitement for FIFA26 World Cup™ is building, with fourteen matches scheduled in California at SoFi and Levi's Stadium in the San Francisco Bay Area. Additionally, LA28 and the Paralympic Games will take place across various locations in the state, including events in Orange County and Long Beach, further highlighting California's prominent role in upcoming major international sports.

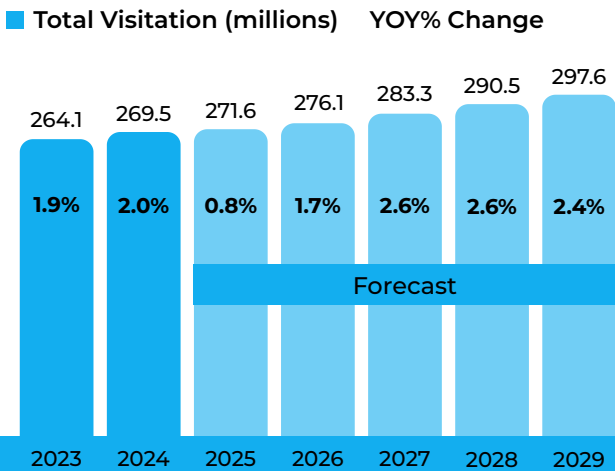


According to Tourism Economics’ October forecast, California’s total visitor volume is projected to **increase by 0.8%** in 2025, adding approximately **2.1 million visits**, bringing the total to **271.6 million**. Visitation growth is expected to **accelerate to 1.7%** in 2026. Visitor spending is forecasted to **reach \$158.6 billion** in 2025 and **grow an additional 4.2%** to **\$165.2 billion** in 2026, reflecting continued gains in travel demand and economic impact statewide.

Consumer sentiment regarding international leisure travel has stabilized recently in Visit California’s 13 priority markets. However, cost remains the main barrier. Year over year, intent to visit the U.S. and California has declined, especially among Canadian (political tensions, trade, and the weak Canadian dollar) and European markets.

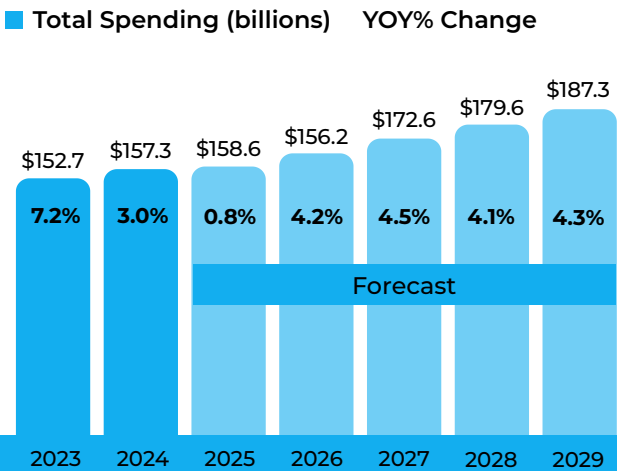
California Visitation Forecast

The chart below shows the current visitation forecast (domestic and international) and annual growth rate.



California Spending Forecast

The chart below shows the current travel spending forecast (domestic and international) and annual growth rate.



Costa Mesa Hotel Performance Update

In the first half of TCM's fiscal year and at calendar year-end, occupancy rates and average daily rates grew, resulting in an overall increase in RevPAR. The new calendar year is off to a steady start, with occupancy slightly up, driven by group business. As the summer looks promising, renovations by some of our partners may displace some business towards the end of the calendar year.



JAN - DEC 2025	OCCUPANCY	AVERAGE DAILY RATE
United States	62.3% -1.2% LY	\$160.54 +.09% LY
California	67.1% +.3% LY	\$190.74 +1.2% LY
Orange County	72.2% +.8% LY	\$209.80 +.9% LY
Costa Mesa CoStar Group	76.5% +1.2% LY	\$177.12 +1.3% LY

California Airport Numbers

California airport throughput (number of passengers screened under expedited and standard screenings) **decreased 2% to 215.6 million** in 2025 compared to 2024. Traffic counts represent 10 commercial airports, which include domestic and international passenger traffic. The domestic year-over-year change accounts for a **1% decrease**, and international passenger traffic remained unchanged.

Airline passenger traffic at John Wayne Airport, Orange County, **increased by 2.5%** in 2025, reaching over **11.3 million passengers**. October, November, and December saw the largest percentage gains during the year. The airport ranks #1 in Customer Satisfaction among large airports in the J.D. Power 2025 North America Study for the second consecutive year.

TOTAL

	2025	2024	YOY % change
January	15,668,923	15,697,415	0%
February	14,341,849	14,953,150	-4%
March	17,434,379	17,670,880	-1%
April	17,734,772	17,740,047	0%
May	18,994,856	19,113,002	-1%
June	19,954,080	19,957,375	0%
July	20,646,984	20,822,207	-1%
August	19,406,379	19,902,714	-2%
September	17,474,756	18,034,193	-3%
October	18,813,147	18,969,181	-1%
November	17,015,175	17,455,654	-3%
December	18,184,377	18,785,264	-3%
YTD *	215,669,677	219,101,082	-2%

**As of Feb. 4, 2026 reported to VCA by individual airports within the state. Monthly figures may not sum to YTD totals due to data revisions.*

Marketing

Fiscal Year 2025–2026 was a defining year for Travel Costa Mesa as we elevated the city's identity through authentic storytelling. By highlighting its makers, performing arts, signature events, culinary scene, and creative community, we showcased Costa Mesa from the inside out. Embracing our role as a coastal-adjacent cultural hub strengthened our competitive position and increased awareness among high-value travelers.

Storytelling served as the throughline across paid, owned, and earned channels. From brand campaigns and creator partnerships to media relations and social content, each effort worked together to present a cohesive narrative rooted in accessibility, creativity, and unexpected richness. This integrated approach ensured that Costa Mesa was not only seen but understood.

Paid campaigns drove more than 13,000 attributed room nights and **generated \$9.1 million** in enriched hotel revenue. Average length of stay **increased 22%** year over year, from **2.2** to **2.7**, signaling deeper engagement as visitors explored more of the destination's experiences and cultural touchpoints. A TripAdvisor brand lift study also demonstrated meaningful gains in awareness among high-intent travelers ages 18–34, a critical audience for sustained growth.

Expanding visibility through targeted engagement with key segments, including LGBTQ+ travelers, led to impactful earned media and strong audience engagement. These efforts boosted Costa Mesa's visibility, brought economic benefits, and strengthened its reputation as a vibrant, welcoming, experience-rich destination.



Key Initiatives



Travel Costa Mesa implemented a focused strategy designed to sustain awareness, drive consideration, and convert visitation when travel intent is high. Each initiative was rooted in research, data, and aligned with measurable economic impact for the city.

Always-On Paid Marketing Strategy

A key priority this fiscal year was implementing an always-on paid media approach anchored by two branded campaigns. This structure enabled scalable efforts and efficient resource allocation based on seasonal demand and identified need periods, supporting both awareness-building and conversion.

Research indicates that TCM's target travelers plan their trips between two weeks and four months in advance. Maintaining a consistent presence throughout the year ensures Costa Mesa remains top of mind during the inspiration, planning, and booking phases of the travel journey.



Storytelling Across the Traveler Journey

Storytelling continued to guide all marketing efforts across leisure, social, meetings, paid, and earned media. By aligning messaging across channels, we met audiences at every stage of their journey while consistently reinforcing Costa Mesa's cultural depth and unique experiences.

Fresh content, curated itineraries, and timely promotion of events encouraged deeper engagement and supported longer stays, increasing the **average length of stay to 2.7 days vs 2.2** the year prior. This integrated approach strengthened our ability to attract high-value visitors seeking meaningful experiences while traveling.

Leveraging the Visit California Co-Op

Travel Costa Mesa maximized its Visit California co-op partnership, extending our marketing reach by **25 percent**. By aligning with the strength of the California brand while maintaining Costa Mesa's distinct identity, we amplified awareness among high-intent travelers and increased efficiency in reaching qualified audiences.



Key Audiences



While priorities vary, all segments share commonalities: they seek memorable experiences, value family time, and prefer convenient planning. In California, shopping and beach access heavily influence decisions, highlighting Costa Mesa's role as a coastal cultural hub with top retail and lifestyle options.

Geographic targeting remained focused on high-performing and high-potential markets. Within Southern California, emphasis was placed on Los Angeles, Palm Springs, the Inland Empire, and San Diego. In fly markets, Dallas, Las Vegas, and Phoenix continued to serve as priority cities for expanding overnight visitation and attracting travelers from more than 500 miles away which **increased 2.7%** over last year demonstrating how Costa Mesa has gained audience in key fly markets.

Guided by the previous year's comprehensive audience study, TCM refined its targeting strategy to focus on five priority traveler

segments. These audiences show strong familiarity with Costa Mesa and present meaningful opportunities to increase visibility and drive visitation growth.

The key segments include the Luxury Traveler, Cultural Experiences Traveler, Urban and Routinized Traveler, and the LGBTQ+ Traveler. Each audience brings distinct motivations and travel behaviors, requiring tailored messaging and media placement aligned with their interests, habits, and preferred booking patterns.



Website Results

Feb. 2025 to Jan. 2026

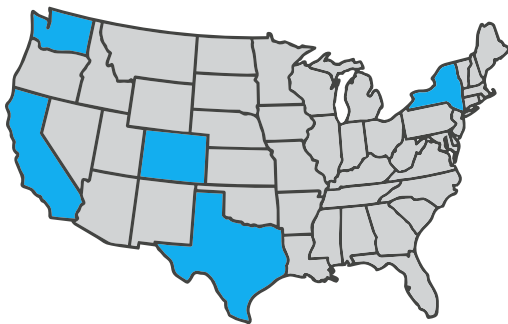
- 1,112,964 sessions
1% increase year over year
- 1,033,614 users
- 27.12% engagement rate

Website Traffic Drivers

- Display 32.52% of total sessions
- Referral 22.40%
- Paid Search 19.45%
- Direct 8.24%
- Organic Search 5.27%

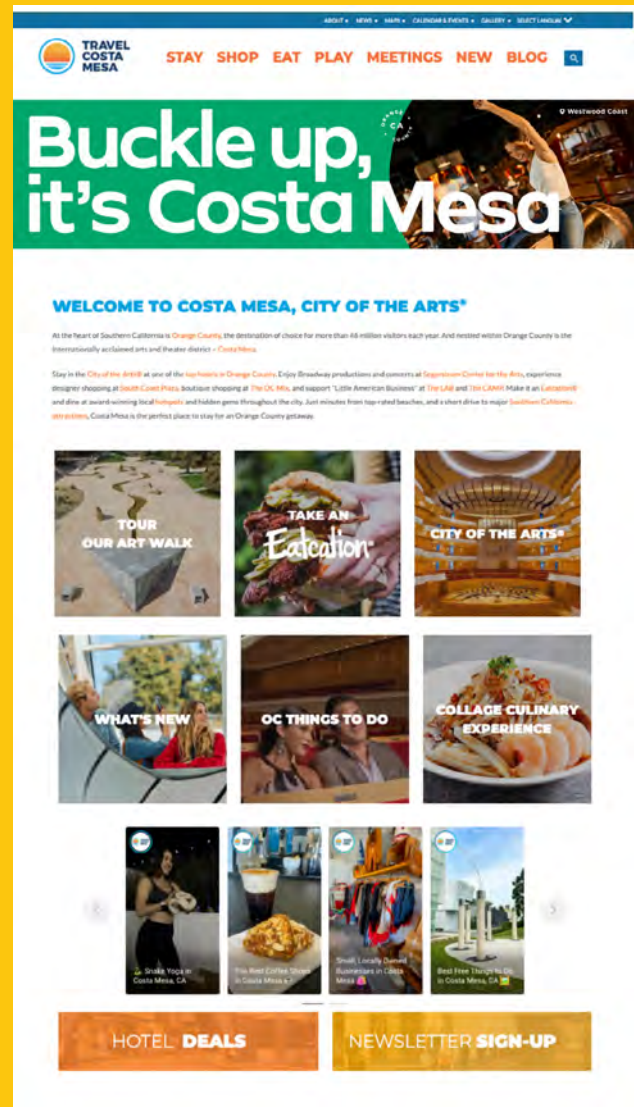
Website Top Geos: Percentage of total users

- California 22.25%
- Colorado 5.72%
- New York 5.56%
- Texas 5.54%
- Washington 3.15%



Website Top Pages: Percentage of Views

- 11.04% Plan Your Visit
- 10.10% Hispanic Heritage Month (Blog)
- 7.15% Homepage
- 7.15% Costa Mesa Unlocked; Revealing Experiences You Won't Find Anywhere Else (blog)
- 6.47% Pool Floats and Ocean Waves Chase Sunshine in Costa Mesa (blog)



How to Celebrate Hispanic Heritage Month in Costa Mesa

Posted on September 1, 2025 | 12:44pm | Travel Costa Mesa



Hispanic Heritage Month (HHM) is a time to celebrate the rich culture and amazing contributions of the Hispanic and Latino community. Observed annually from September 15 to October 15, HHM is celebrated both locally and nationwide across the United States. Costa Mesa, which translates to "coastal tableland" in Spanish, has a deep-rooted connection to Hispanic culture that dates back to the late 18th century when Spanish missionaries and soldiers first settled in the area. Today, the city celebrates its diverse community through food, art, and colorful cultural events that honor Hispanic traditions.

Campaigns

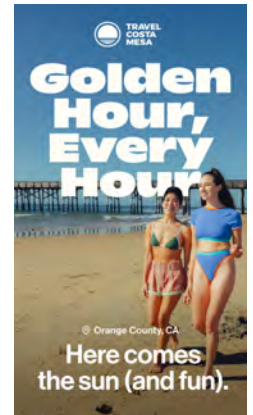
Sun-Soaked Campaign

March 2025- August 2025

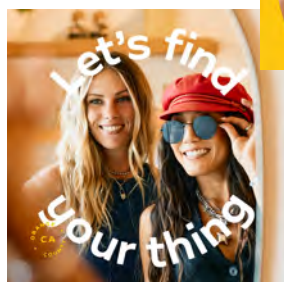
Sun-Soaked: A Season of Sensory Discovery

The spring and summer brand campaign, Sun-Soaked, invited travelers to experience Costa Mesa as Southern California's best-kept secret — vibrant, beach-close, and overflowing with ways to awaken the senses.

Built around three messaging pillars — sunshine, food, and activities — the campaign highlighted the sights, smells, and tastes that define a stay in our city. Sun-Soaked positioned Costa Mesa as a destination rich with energy and endless sensory experiences.



49M+ Impressions
807K Website Sessions
16,851 Hotel Room Nights



18K+ Impressions
57K Website Sessions
11,359 Hotel Room Nights

Uncommon Ground Campaign

October 2025 – January 2026

Uncommon Ground

The second brand campaign, Uncommon Ground, shifted the narrative from planning to presence. In a world where travel can feel overwhelming and overly curated, Costa Mesa positioned itself as the antidote. It simply asks you to arrive and discover what unfolds next.

Building on the bold creative approach established in Sun-Soaked, this campaign focused on culture, shopping, and shared meals. From inspiring arts and distinctive retail to gathering around the table with friends and family, Uncommon Ground invited visitors to experience Costa Mesa in a way that feels natural, effortless, and richly rewarding.



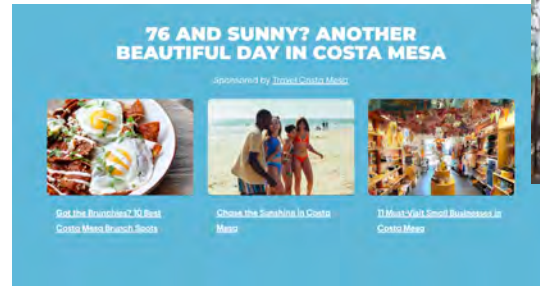
Trip Advisor, Always On

11 Miles from Everything Campaign

The TripAdvisor-branded hub campaign, 11 Miles From Everything, elevated awareness of Costa Mesa as a culturally rich destination that places visitors within easy reach of everything they want to experience in Southern California.

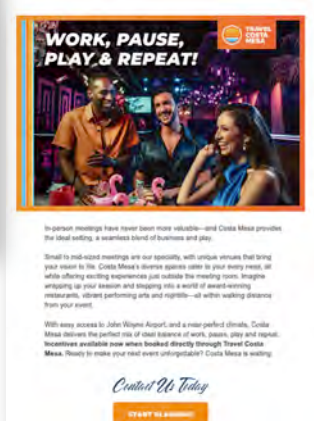
Through storytelling rooted in accessibility, authenticity, and unexpected depth, the campaign positioned Costa Mesa as a smart and intentional choice. With vibrant arts and culture, standout culinary experiences, premier shopping, and beach proximity all within minutes, the hub reframed the city from a pass-through location to a central home base for exploration. That boosted **brand awareness by 6.1%** and showcased the city as a place where visitors can immerse themselves in local culture.

5.2M+ Impressions
14K+ Clicks
20K+ Branded Hub views



VCA Co-Op

5M+ Impressions
207K+ Clicks
15K Social Media Engagements
\$778K+ Total Economic



Meetings/Group Campaign Always On

ARTmosphere

The year-long meetings and group campaign, ARTmosphere, was designed to increase awareness of Costa Mesa as a compelling small to mid-size meetings destination. The campaign highlighted the city's vibrant culture, positioning meetings here as experiences infused with creativity, energy, and inspiration.

Through a strategic mix of display advertising, targeted email outreach, and retargeting, ARTmosphere reached planners where they actively seek ideas and venues. Placements with CALSAE, Meetings Today, and Google Search and Display ensured consistent visibility.

Google Search 65K+ impressions, 4K+ clicks
Google Display 992K impressions, 20K+ clicks
MPI Display 156K+ impressions, CTR: 0.12%
CAL SAE 60K+ impressions, average CTR: 0.58%
Meetings Today 303K+ impressions, average CTR: 0.18%

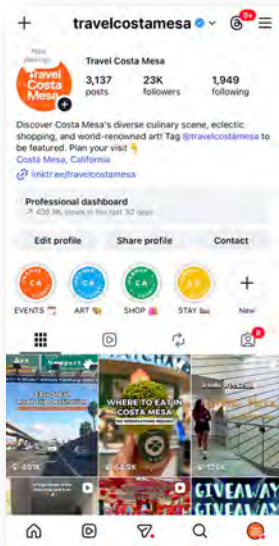
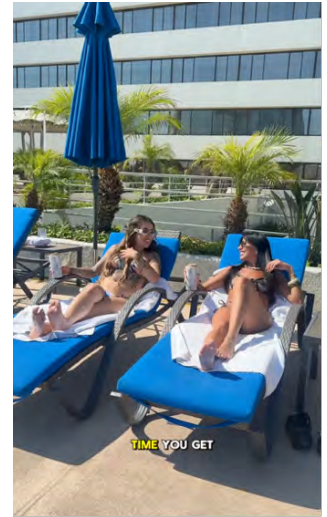
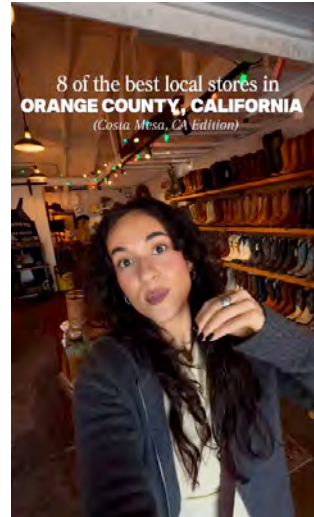
Social

Social-Driven Travel Decisions

For Gen Z and Millennial travelers, inspiration begins with a scroll. Social platforms are not just sources of wanderlust, they are trusted planning tools that influence where to go, what to do, and what is worth the investment. Instagram and TikTok continue to shape destination discovery, with everyday creators serving as credible voices for recommendations, itineraries, and honest reviews.

To meet this audience where they are, Travel Costa Mesa

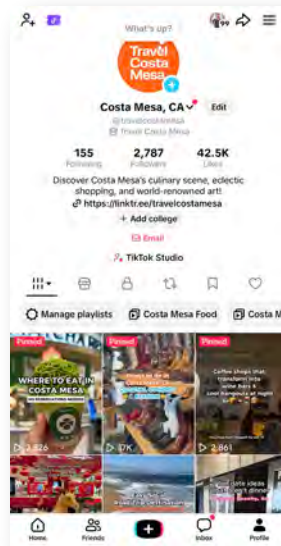
Mesa partnered with 12 primarily micro-content creators representing diverse industries, interests, and cultural perspectives. With highly engaged audiences and relatable storytelling, their experiences in Costa Mesa delivered authentic, impactful content that resonated with today's socially driven traveler.



INSTAGRAM

Follower Count:
23,067
(+19.31% YOY)

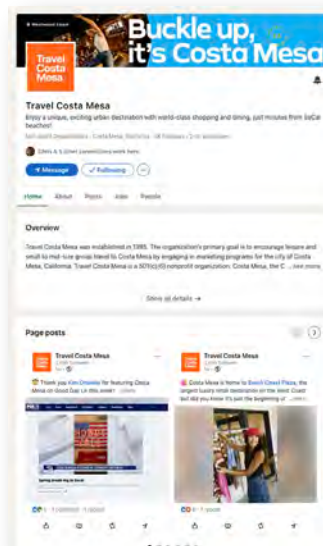
Engagement Stats:
4,544,632
(+37.14% YOY)



TIKTOK

Follower Count:
2,787
(+56.93% YOY)

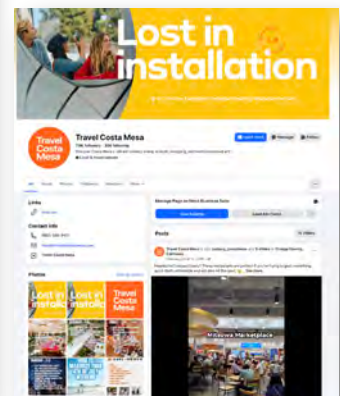
Engagement Stats:
218,809



LINKEDIN

Follower Count:
2,556
(+11.08% YOY)

Engagement Stats:
5,889
(+26.10% YOY)



FACEBOOK

Follower Count:
7,996
(+0.33% YOY)

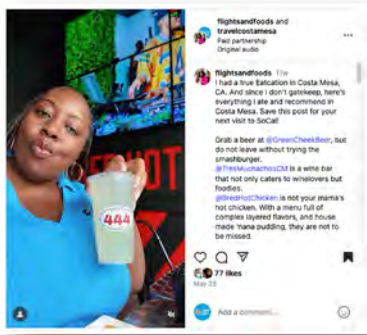
Engagement Stats:
12,044

In-House Campaigns

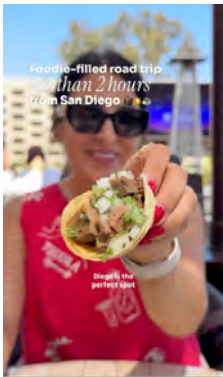
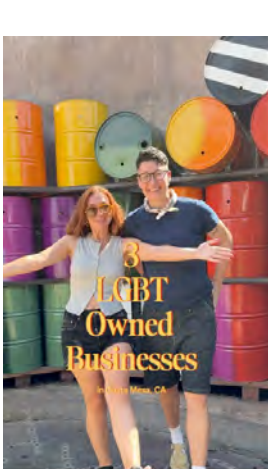
Black Travel Alliance

Through a dedicated Creators Weekend in partnership with the Black Travel Alliance, six creators from across the country experienced Costa Mesa firsthand, highlighting why the destination belongs on the radar of Black travelers.

The program generated **189 social posts**, videos, and stories, significantly amplifying awareness and extending Costa Mesa's reach to new audiences nationwide.



Total Impressions: 100,000
Total Views: 88,000



Total Views: 685,062
Total Engagements: 12,853

Other In-House Campaigns

Travel Costa Mesa partnered with content creators from key drive markets, including Los Angeles and San Diego, as well as trusted voices within the LGBTQ+ community, to authentically showcase the destination's welcoming and inclusive spirit. Through curated experiences and personal storytelling, these creators highlighted the city's vibrant culture, culinary scene, shopping, and arts offerings while reinforcing Costa Mesa as a place where all visitors can feel seen, celebrated, and inspired to explore.

Top 5 Performing Reels (Total as of March 2nd 2026)

Easy SoCal Road Trip Destination: 492,204 Views	Third Places in Costa Mesa: 433,303 Views	Coastal Cowboy Itinerary in Costa Mesa: 334,775 Views	Fun Date Ideas That Aren't Dinner: 229,288 Views	Queer-Friendly Itinerary in Costa Mesa: 166,728 Views

Public Relations

How do you capture attention in a media landscape rapidly adapting to the rise of generative artificial intelligence? As trust in traditional search results declines, information seekers are increasingly turning to credible, human sources for answers they can rely on.

Public relations plays a critical role in this shift. As an intentional communications strategy, it delivers verified, expert-driven storytelling in an authentic and accessible voice. By building meaningful relationships with media and fostering community connection, public relations cuts through the noise, elevates Costa Mesa's narrative, and earns the attention today's travelers value most.

Travel Costa Mesa used the power of connection and community to shine a light on Costa Mesa as a coveted travel destination. Costa Mesa's culture, location, and cuisine were recurring themes in earned media coverage. Headlines like "This Southern California City is the New Go-To Hub for Family Travel" appearing on MSN.com and ProbetaGlobe.com touted the benefits of Costa Mesa's location within Southern California. Costa Mesa's unique cultural appeal was highlighted on television by Good Day LA, encouraging viewers to visit Costa Mesa over Spring Break to attend OC Japan Fair. The New Yorker even called out Costa Mesa's Mercado Gonzalez, calling it an "upscale Disneyland of a Mexican food hall."

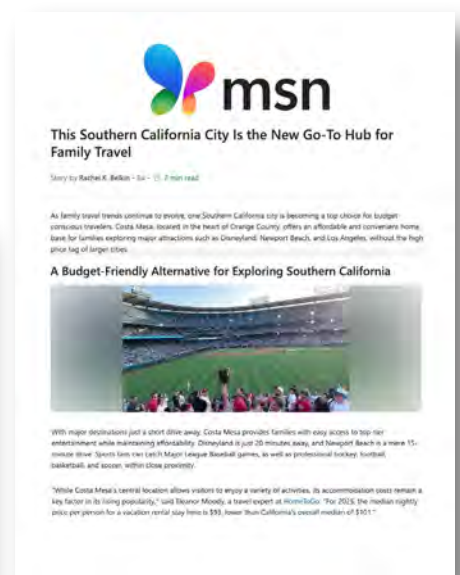
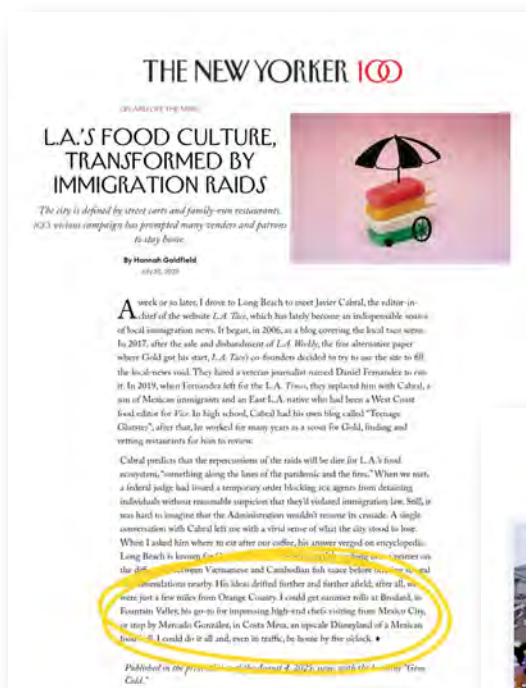
46 unique media mentions

179 articles

329.86M estimated media impressions

10 content creators hosted

5 journalists hosted



Meet Costa Mesa's Business Culture

Travel Costa Mesa saw clear results from a strategic initiative to promote business travel. "Classic OC: Bright Skies, and Even Brighter Meetings" appearing in SmartMeetings Magazine showed the value of Costa Mesa as an ideal location for meetings. Meetings Today covered Costa Mesa as a group destination with print and digital articles titled "Costa Mesa Lures Meetings to Its Engaging 'ARTmosphere.'" Modern Luxury took note of Costa Mesa's hotel properties in its 2025 Luxury Travel Awards, and Small Market Meetings detailed how Costa Mesa's culture stands out in Orange County.



Bringing the story of Costa Mesa

Travel Costa Mesa continued to leverage the strength of its welcoming community by hosting seven familiarization trips with writers, freelancers, and media professionals. These immersive experiences allowed storytellers to engage with the destination firsthand, resulting in authentic coverage grounded in personal experience.

Targeted outreach to LGBTQ+ journalists and content creators further elevated awareness and intent among LGBTQ+ travelers. Coverage from outlets including EveryQueer.com featured stories such as "15 Restaurants You Need to Try in Costa Mesa" and "Costa Mesa: Orange County's New Queer Capital," while QueerGirlTravel.com highlighted the destination in "Costa Mesa's Gay Girls Guide," reinforcing the city's reputation as an inclusive and vibrant place to visit.



Current & Upcoming Projects

As Travel Costa Mesa looks ahead, several initiatives will further strengthen our marketing infrastructure, expand our reach, and deepen our ability to measure and communicate the city's tourism's economic impact. Each project reflects a strategic investment in long-term destination growth.



New Website Launch: June 2026

In June 2026, Travel Costa Mesa will launch a fully redesigned and modernized website, built to enhance user experience and ensure the destination remains competitive in an increasingly digital and AI-driven landscape.

The objective of the redesign is to optimize the visitor journey from initial inspiration through in-market engagement. The new platform will incorporate AI-optimized content capabilities, improved search functionality, and a flexible architecture that enables the organization to quickly adapt messaging to seasonal priorities, events, and need periods. This investment ensures that Travel Costa Mesa remains top of mind and easily accessible to high-intent travelers seeking relevant and timely information.

The updated design will also provide greater long-term flexibility, enabling the organization to leverage emerging technology and maintain best-in-class digital standards well into the future.



FIFA 2026 Partnership with Expedia

Campaign Period: February 2026– July

In June 2026, Southern California will welcome the FIFA World Cup, creating a significant opportunity to capture incremental visitation tied to this global event. To strategically leverage the anticipated influx of domestic travel, Travel Costa Mesa has partnered with Expedia on the “Come for Soccer, Stay for SoCal” campaign.

This initiative targets domestic travelers booking trips to Southern California during the tournament period. The campaign utilizes both onsite Expedia placements and offsite audience targeting to drive qualified traffic to a dedicated Southern California hub page featuring Costa Mesa. Supporting efforts across owned channels and landing pages will further position Costa Mesa as an ideal place to extend a stay beyond match days. With LA28 on the horizon Costa Mesa is well positioned as a hub with easy access to all that SoCal has to offer during the games.



Tourism Economics 2025 Impact Report

At the close of 2026, Travel Costa Mesa will once again engage Tourism Economics to produce an updated Economic Impact Report for calendar year 2025. The previous report, completed for 2023, provided valuable data that reinforced the role tourism plays in supporting Costa Mesa's local economy.

The 2025 report will analyze paid marketing performance, hotel booking data, credit card spend, mobile location data, and government and census data to calculate the total economic contribution of tourism to the city. This comprehensive analysis offers third-party validation from respected economists and ensures transparency in measuring the return on investment of tourism marketing efforts.

The completed report will be shared with city leadership, hotel partners, board members, and regional stakeholders, reinforcing the measurable value that visitor spending brings to Costa Mesa's businesses, workforce, and broader community.

Group Sales

Competitive Sales

Travel Costa Mesa’s competitive advantage lives beyond the ballroom. World-class arts and culture, premier boutique and luxury shopping, and a vibrant culinary scene—with the Pacific Ocean just minutes away—create an elevated experience for meeting attendees. In addition to its close proximity to John Wayne Airport, the city is highly walkable, allowing guests to easily explore its many attractions on foot. **Consistently strong hotel service ensures groups are supported with the professionalism, responsiveness, and attention to detail planners expect.** This combination positions Costa Mesa as the preferred destination in Southern California for small- to mid-size-group business.

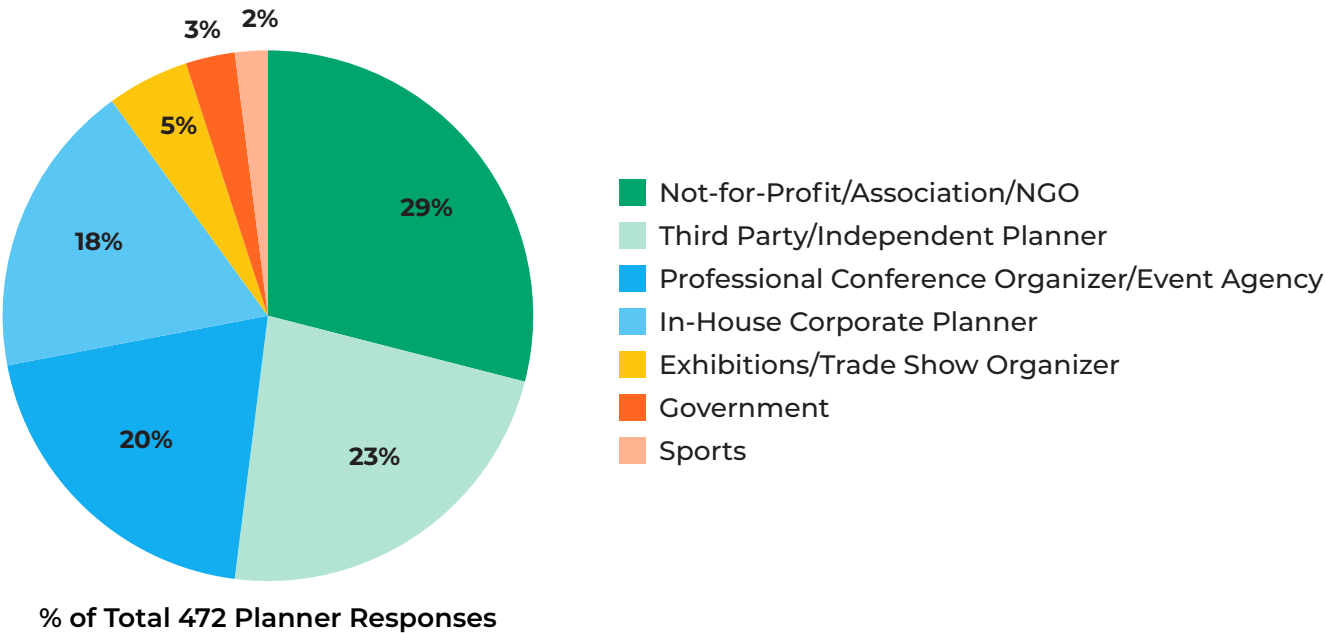


Trends

According to the February 2026 Northstar Meetings Group + Cvent PULSE Survey, group meeting expectations are tightening. Only **23%** expect to produce more meetings in 2026, the lowest growth outlook in three years. Forty percent anticipate attendance declines of **at least 10%**. While face-to-face meetings are still seen as valuable and strategic, most are funded as cost centers rather than investments.

Northstar Meetings Group + Cvent Survey

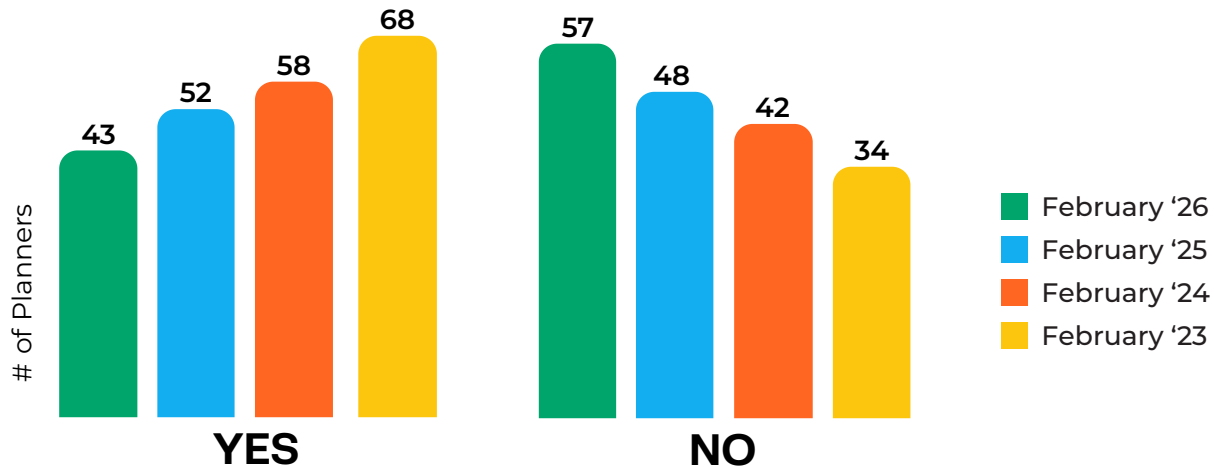
January 20-February 2, 2026
Markets Meeting Planner Surveyed Markets



Fewer Planners Will Produce More Meetings Next Year

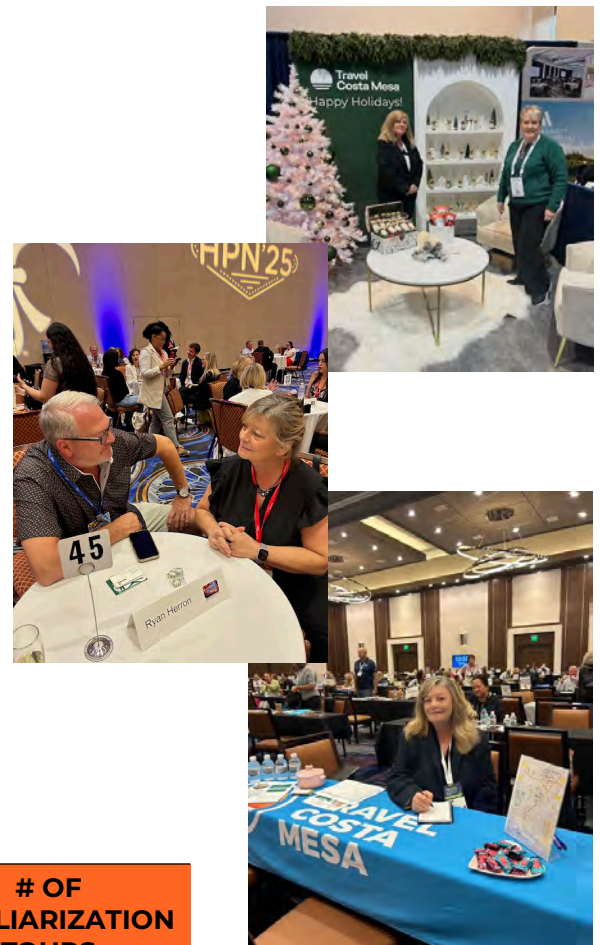
More meetings are coming, but fewer than the previous three years

Do you expect to produce more meetings in 2026 than you did in 2025?



TCM Stats

The organization will attend **14 nationwide tradeshows** this fiscal year to boost awareness of Costa Mesa among meeting planners. The main challenge facing TCM is the lack of recognition of the city's location. These tradeshows aim to increase the number of group leads for our partners. These efforts contributed to the generation of **219 leads** and **8,259 definite room nights booked** at our partnering hotels. Familiarization (FAM) programs enhanced destination visibility by highlighting the value and experiences available to groups meeting in the city. TCM conducted **18 site visits** in the first half of the fiscal year, during which a hotel tour was held with a client for a current group opportunity or a future lead, coordinated either by hotel sales teams or arranged directly with planners based on their needs.



FY 25.26 - TCM Stats Q1 & Q2

# OF LEADS RECEIVED	# OF DEFINITE ROOM NIGHTS BOOKED	# OF SITE VISITS CONDUCTED (AS OF 2/28/26)	# OF FAMILIARIZATION TOURS (AS OF 2/28/26)
219	8,259	18	8

FY 25.26 - TRADESHOWS

14 Shows Attended

MONTH	DATES	EVENT	LOCATION	SNAPSHOT
July-2025	8-9	Lamont Associate Exchange Summit	Arlington TX	Corp., & association, Govt. Planners
August-2025	26-29	HPN Global Partner Conference	Las Vegas, NV	Corp., & association, Govt. Planners
September-2025	16-18	Small Market Meetings	Buffalo, NY	Corp., & association, Govt. Planners
October-2025	27-29	Connect West	Lake Tahoe, CA	Corp., & association, Govt. Planners
November-2025	12-13	Visit California Meetings Road Show	Chicago & Kansas City	Corp., & association, Govt. Planners
December-2025	1-3	Destination West Northstar	College Station, TX	Corp., & association, Govt. Planners
December-2025	16-17	Associations West Seasonal Spectacular show	Sacramento, CA	CA & Oregon Association Planners
Feb-2026	4-6	IPEC-Intl Planner Edu Connect	Chandler, AZ	Association, corp., incentive, not associated with 3rd party
April-2026	13-16	Connect Spring Marketplace	Louisville, KY	Corporate meeting planners for + Association meeting planners U.S.
	19-22	Destination West Northstar	Boulder, CO	Corp., & association, Govt. Planners
	27-30	HelmsBriscoe	Los Angeles	Corp., & association, Govt. Planners
May-2026	13-16	Visit California Roadshow	DC & Philadelphia	Corp., & association, Govt. Planners
	17-21	ConferenceDirect Annual Partner Meeting	Houston, TX	Corp., & association, Govt. Planners
	27-30	Small & Boutique Meeting Northstar	Anchorage, AR	All market Meeting Planners who focus on 100 rooms peak and lower

Orange County Sports Commission (OCSC)



Travel Costa Mesa maintains a strong partnership with the Orange County Sports Commission (OCSC), the primary driver of sports-related group business in Orange County. OCSC's mission is to strengthen the region's economic, social, and cultural vitality through sports tourism. Its members include OC Fair &

Event Center, Anaheim Ducks, City of Mission Viejo, OCVICE, John Wayne Airport, Visit Dana Point, and Visit Anaheim.

Through the end of the second quarter of the current fiscal year, OCSC generated **6 leads, 7,941 potential room nights** for Travel Costa Mesa, resulting in one confirmed booking for 655 rooms. However, limited venue availability and field restrictions within the city continue to present challenges in securing sports business but pose a great opportunity for the city.



Hotel Renovations & OC Projects Costa Mesa Hotel – Upcoming Renovations

The Westin South Coast Plaza Total Hotel Renovation

- Late 2026
- Due for completion 2027

Residence Inn Costa Mesa Newport Beach Full Room Renovation

- Begins mid-April 2026 – December 2026
- 1 building down at a time (8 rooms per building)



New OC Hotel Inventory

Road House Hotel (Anaheim)

Construction starting soon: A 6-story, 125-room hotel located at 1730 S Clementine St., roughly a 20-minute walk from Disneyland Resort. It will feature a rooftop pool and bar.

Mariner's Village (Dana Point)

While the two main harbor hotels (Dana House and Surf Lodge) are targeted for 2027–2028, the commercial core of the Dana Point Harbor Revitalization is slated for completion by the end of 2026, featuring new waterfront retail and dining.

Nickelodeon Hotel & Resort (Garden Grove)

Opening TBD/estimated date 2028 - 500 rooms & 9,500 sq ft of meeting space.

Home2 Suites by Hilton (Irvine)

172 rooms under construction and due to deliver late 2026.

EXECUTIVE COMMITTEE

Steve Yannarell	CHAIRPERSON, GENERAL MANAGER, The Westin South Coast Plaza
Susan O'Brien Moore	VICE PRESIDENT, GENERAL MANAGER, Ayres Hotel Costa Mesa
Sue Cooke	TREASURER, GENERAL MANAGER, Residence Inn by Marriott
Cecilia Gallardo-Daly	SECRETARY, CITY MANAGER, City of Costa Mesa

DIRECTORS

Kevin Schjei	GENERAL MANAGER, Avenue of the Arts, A Tribute Portfolio Hotel
Naj Ekhlās	GENERAL MANAGER, Best Western Plus
Annie Hsu	GENERAL MANAGER, Crowne Plaza
Jeannie Blue	GENERAL MANAGER - VP OF OPERATIONS, Hampton By Hilton Costa Mesa Newport Beach
Gisela Saarikoski	GENERAL MANAGER, Hilton
Nimisha Solanki	GENERAL MANAGER, OC Hotel Costa Mesa
Hugo Barba	GENERAL MANAGER, Marriott
Patricia Obert	GENERAL MANAGER, Ramada
John Stephens	MAYOR, City of Costa Mesa

ADVISOR

Brian Chuan	SENIOR DIRECTOR OF INTERNATIONAL & DOMESTIC MARKETS, South Coast Plaza
David Haithcock	PRESIDENT & CEO, Costa Mesa Chamber of Commerce
James Canfield	CEO, OC Fair & Event Center

STAFF

Paulette Lombardi-Fries	PRESIDENT
Anne-Marie Schiefer	VICE PRESIDENT OF MARKETING
Chris Nuccio	CMP, DESTINATION SALES EXECUTIVE
Jessica Placentia	OPERATIONS MANAGER
Jasmine Avalos	SOCIAL MEDIA AND CONTENT MANAGER
Macie Rae Brady	MANAGER OF PUBLIC RELATIONS



travelcostamesa.com

