

WHO WE ARE

Visit Stockton is charged with the promotion and marketing of the City of Stockton as a meetings, events, and travel destination.

We work to drive additional tax revenue to benefit our residents' quality of life.

Visit Stockton is a 501c6 non-profit trade organization funded by the collection of an assessment paid by guests to Stockton lodging establishments.

An aerial photograph of Stockton, California, taken at sunset. The sky is a mix of purple, pink, and orange. In the foreground, a large body of water (the San Joaquin River) flows through the city. To the left, a marina is filled with numerous boats. In the center-right, a large baseball stadium is visible, with its field lit up and a crowd of spectators. The city buildings and streets are visible in the background, with some lights starting to glow as dusk falls.

— VISIT —
STOCKTON

April 14, 2026

Agenda Item 16.5

WHAT WE DO



ATTRACT EVENTS & TOURNAMENTS

Recruit meetings, conferences, and sporting events that bring visitors and hotel stays to Stockton.



PROMOTE STOCKTON TO VISITORS

Market Stockton to travelers through advertising, digital campaigns, media coverage, and partnerships.



SUPPORT LOCAL BUSINESSES

Promote shopping, restaurants, attractions, and experiences that visitors and residents can enjoy.



PROVIDE VISITOR INFORMATION

Operate the Visit Stockton Welcome Center and website, maintain the region's largest events calendar, and produce visitor guides to keep Stockton's information easily accessible.

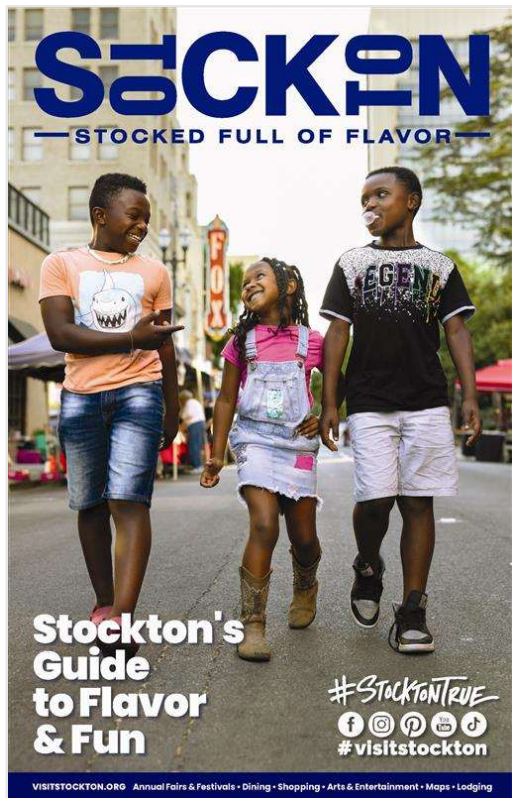


BUILD & MAINTAIN PARTNERSHIPS

Collaborate with hotels, event organizers, community groups, and the City to grow Stockton's visitor economy.



MARKETING & PROMOTION



SaCKEN
— STOCKED FULL OF FLAVOR —

Stockton's
Guide
to Flavor
& Fun

#StocktonTrue
#visitstockton

VISITSTOCKTON.ORG Annual Fairs & Festivals • Dining • Shopping • Arts & Entertainment • Maps • Lodging



**FARM
STANDS &
MARKETS**
IN SAN JOAQUIN COUNTY

Satisfy your cravings in "The Greatest Garden in the World" and the "Nation's Salad Bowl" where the fresh fruits, vegetables, nuts, and dairy products you love are produced, packaged, and shipped all over the world.

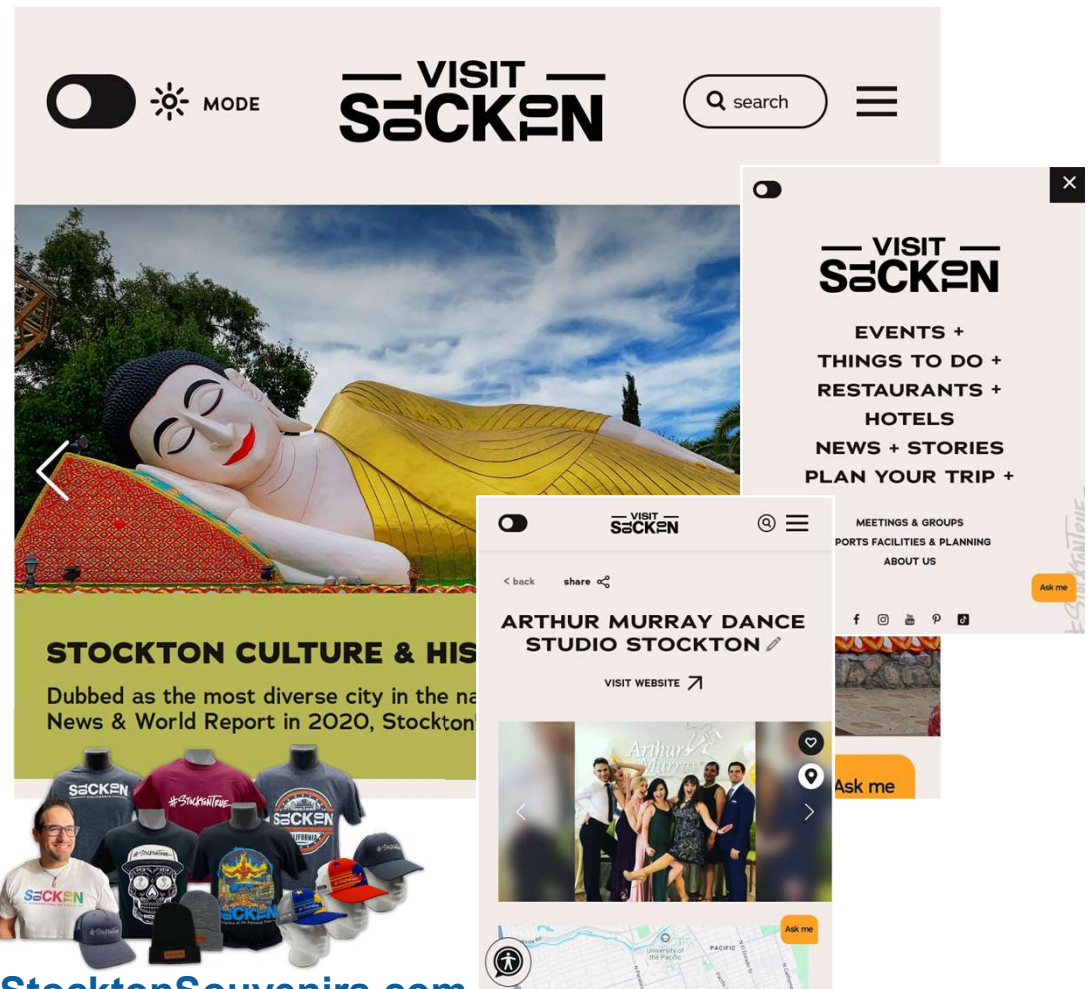
SANJOAQUINFARMS.COM

Photo taken at The Fruit Bowl

VISITSTOCKTON.ORG

443K ENGAGED
SESSIONS

1.2 MILLION
PAGE VIEWS



— VISIT —
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MODE

search

— VISIT —
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EVENTS +
THINGS TO DO +
RESTAURANTS +
HOTELS
NEWS + STORIES
PLAN YOUR TRIP +

MEETINGS & GROUPS
PORTS FACILITIES & PLANNING
ABOUT US

ARTHUR MURRAY DANCE
STUDIO STOCKTON

VISIT WEBSITE

STOCKTON CULTURE & HIS
Dubbed as the most diverse city in the na
News & World Report in 2020, Stockton

StocktonSouvenirs.com



**STOCKTON
SAVINGS PASS**

Stockton Savings Pass

Home | Guide & Info | Help & About

Air Tech Heating & Air Conditioning Service

Armen Luts "Mad The Rascal"

Arthur Murray Dance Studio Stockton



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2026 CALENDAR

EVENTS CALENDAR

Visit Stockton maintains the largest online events calendar in San Joaquin County. Organizers can submit events directly and our team also identifies new events daily to keep the listings comprehensive and current.

Each week, these events are curated into our "This Week in Stockton" email sent every Wednesday to more than 7,000 subscribers.

Open Rate: 49.2% **Click Rate: 5.7%**

The screenshot shows the Visit Stockton website's events calendar. At the top, there is a navigation bar with a moon icon for 'MODE', the 'VISIT STOCKTON' logo, a search bar, and a menu icon. The main content area displays a grid of event cards. Each card features a representative image, the event dates, the event title, the location, contact information, and a 'WEBSITE' link with an external icon. The events listed are:

- MAR 4 - APR 19**: The Cambodian Experience: Our Journey to America - Finding Freedom. Haggin Museum | 1201 N. Pershing Ave. | Stockton, CA 95203 | (209) 940-6300.
- APR 2 - MAY 31**: Picturing America's Pastime. Haggin Museum | 1201 N. Pershing Ave. | Stockton, CA 95203 | (209) 940-6300.
- APR 13**: San Joaquin County Fairgrounds Flea Market. San Joaquin County Fairgrounds | 1658 S. Airport Way | Stockton, CA | (209) 948-5307.
- APR 14**: Stockton Ports vs Lake Elsinore Storm - Education Day. Stockton Ballpark | 1404 W. Fremont St. | Stockton, CA 95203 | (209) 644-1900.
- APR 15**: San Joaquin County Fairgrounds Flea Market. San Joaquin County Fairgrounds | 1658 S. Airport Way | Stockton, CA | (209) 948-5307.
- APR 15**: Stockton Ports vs Lake Elsinore Storm. Stockton Ballpark | 1404 W. Fremont St. | Stockton, CA 95203 | (209) 644-1900.
- APR 15**: Pacific Jazz Ensemble. Faye Sparos Concert Hall | 13511 Pacific Avenue | Stockton, CA 95211 | (209) 946-2415.
- APR 16 - MAY 10**: Guys and Dolls at Stockton Civic Theatre. Stockton Civic Theatre | 2912 Rosemarie Lane | Stockton, Ca 95207 | (209) 479-2424.

At the bottom right, there is an 'Ask me' button and a small circular icon.

MEDIA COVERAGE & AWARENESS

SFGATE



“There’s something energizing about knowing a big production is happening in your own backyard,” Robyn Camino, CEO of Visit Stockton, told SFGATE. “Whether it’s spotting trucks on campus or just hearing that Stockton is part of something bigger, it creates buzz. We’ve heard from a lot of locals who feel proud to see our city chosen for something like this. It reinforces the idea that Stockton is worthy of attention — in a good way.”

— VISIT —
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STOCKTON

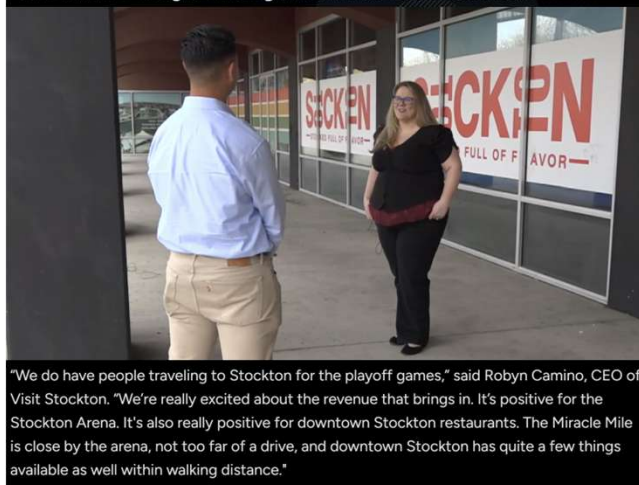
Stockton sees economic boost from new HBO series shoot



STOCKTON

Stockton Kings punch ticket to G League Finals in historic playoff run

One of the G-League Finals games will be held in Stockton.



“We do have people traveling to Stockton for the playoff games,” said Robyn Camino, CEO of Visit Stockton. “We’re really excited about the revenue that brings in. It’s positive for the Stockton Arena. It’s also really positive for downtown Stockton restaurants. The Miracle Mile is close by the arena, not too far of a drive, and downtown Stockton has quite a few things available as well within walking distance.”



SOCIAL MEDIA

HAPPENING THIS WEEKEND IN STOCKTON, CA

HAPPENING THIS WEEKEND IN Stockton, CA

[VISITSTOCKTON.ORG/EVENTS](https://www.visitstockton.org/events)

visitstockton • This weekend in Stockton has range. 🌟🌟🌟

Bright lights, big crowds, creative stages, and community moments are waiting for you all across the city.

Feel like getting out, trying something new, or finding your people? There's an event for that.

Check the link in our bio to see what fits your vibe.

#VisitStockton #StocktonTrue #StocktonCA

5d

Ad · Reply

visitstockton • Click the "link in bio" link up top, scroll down until you see the "merchandise" link, and you'll find it there 🙌

1d · 1 like · Reply

Hide replies

View insights

Boost post

Liked by feesfoodielife and 55 others

5 days ago

FOODIE INFLUENCERS COLLABORATIONS - STOCKTON RESTAURANT WEEK

phidelt49 and 2 others
Original audio

phidelt49 My Stockton Restaurant Week comes to an end as I visit my last stop on my FOODIE journey! 🍷🍷

Once again, I'm teaming up with @VisitStockton and taking you along as I try local spots all week and today's stop is Fired Pizza 🍷🍷

I went into full foodie mode: I started with a cocktail, the Citrus Prosecco Sangria, and the Maple Citrus Salad (blood oranges + chicories + walnuts 🥰), then moved on to the First Call pizza (pepperoni, bacon, peppers, and a Frank's drizzle 🍷), AND finished strong with the Neapolitan Cannoli Trio for dessert. (The chocolate one with pistachios and mini chocolate chips was my favorite of the three... but honestly, they were all delicious.)

Shoutout to Erika, the co-owners Sarah & Daniel, and the entire team at @fired_pizza 🍷

Every bite was a hit — Fired Pizza absolutely delivered. The perfect final stop on this Restaurant Week journey. 10/10, no notes.

#stocktonrestaurantweek
@visitstockton @fired_pizza

5w

s.c.griffith 🍷 I love me some @fired_pizza ! So this can be our 🍷

Liked by casa_flores_hammer_lane and 388 others

January 23

ANNUAL EVENT PROMOTIONS

Visit Stockton • 12 February at 10:44

Need help planning your Valentine's Day fun? Check out the blog below for some Stockton tips for your lovely weekend...

🍷🍷🍷 <https://www.visitstockton.org/.../stockton-california.../>

#visitstockton #stocktontrue

VISITSTOCKTON.ORG

Stockton Valentine's Guide Blog - Your guide to Valentine's | Visit Stockton

BUSINESS HIGHLIGHTS

visitstockton and thewellstockton
Original audio

visitstockton • @thewellstockton is more than just a cafe 🍷 Beyond being one of the city's most popular spots for coffee and great food, this Stockton Staple is much more than meets the eye.

Downstairs, their space consists of an art studio, a digital studio, a learning studio, a screen printing shop, a co-working space, and a recording studio - which is still in the works 🍷 There is something for everyone at The Well!

Visit them at 1200 N Center St, Stockton, CA 95202 📍

#visitstockton #stocktonca #stocktontrue

40w

alvranning 🍷 40w · 1 like · Reply

nicobelasco 🍷 Always a good time at @thewellstockton 🍷🍷🍷 40w · 1 like · Reply

s.c.griffith Oh I bet that pizza was good! 🍷

View insights

Boost reel

Liked by s.c.griffith and 608 others

May 27, 2025



#visitstockton

SALES AND SERVICES

EVERY EVENT

STOCKED FULL OF IMPACT

SACKEN
CALIFORNIA

EVERY MEETING

STOCKED FULL OF SUPPORT

SACKEN
CALIFORNIA



► DESTINATION SPOTLIGHT - STOCKTON

Sponsored Content

Stockton: Stocked Full of Sports

From championship-caliber venues to walkable waterfronts and local charm, Stockton, California delivers a sports experience that's as exciting for fans as it is seamless for

TOP SPORTS SPOTS

Adventist Health Arena

Downtown Stockton's signature indoor venue. With 35,000 square feet of space and seating for 12,000, it's home to the NBA G League's Stockton Kings and hosts concerts, cheer, combat sports and more.



Stockton Ballpark at Banner Island

This 5,200-seat waterfront stadium is home to the MLB's Stockton Ports and offers a stunning Delta backdrop for baseball, community festivals, and sports tourism activations.

University of the Pacific Athletics Complex

Includes a 6,150-seat basketball arena, 2,500-seat baseball stadium, 12 tennis courts, an Olympic-sized pool, sand volleyball courts, and multiple soccer fields - perfect for collegiate and youth-level events.

Previously Hosted Events

- PDGA Champions Cup & P1 resident's Cup
- NCAA DI Men's Golf West Regional
- American Cornhole Organization Major Tour
- US Baton Twirling Championships
- NCAA DI Women's Golf Regionals
- OTE Disc Golf Pro Tour
- WCC Baseball

HOT TOPIC: UNIQUE PLACES TO VISIT

Between games, explore Stockton's vibrant food scene - from artisanal bakeries and taco trucks to waterfront dining. Families love the Chalkline's Museum and Pixie Woods Amusement Park nearby, while downtown's murals and movie-worthy architecture offer Insta-worthy delights. Stockton isn't just for sports - it's where athletes and attendees connect over culture, cuisine, and community.

EVERY GAME

STOCKED FULL OF ENERGY

SACKEN
CALIFORNIA



— VISIT —
SACKEN

MEETING & SPORTS PLANNER GUIDE

VISITSACKEN.ORG

Facebook, Instagram, YouTube, Twitter, LinkedIn icons



SPORTS TOURISM DEVELOPMENT



Visit Stockton has recently partnered with Airstream Ventures, a national sports tourism development firm, to expand Stockton's presence in the sports events market and support economic development.

Together, we are working to attract tournaments and competitions that bring visitors and economic activity to Stockton.



EVENT IMPACT REPORTING

Pacific Cup
Men's Water Polo Tournament
April 11-14, 2025

OVERNIGHT ATTENDEES:	394
DAY ATTENDEES:	98
BUSINESS SALES:	\$257,067
JOBS SUPPORTED:	99
LOCAL TAXES:	\$9,228
NET DIRECT TAX ROI:	\$8,876



*Calculated using the Destinations International Event Impact Calculator powered by Tourism Economics

AIRSTREAM VENTURES SITE VISITS IN STOCKTON, CA – JANUARY 26 & 27, 2026

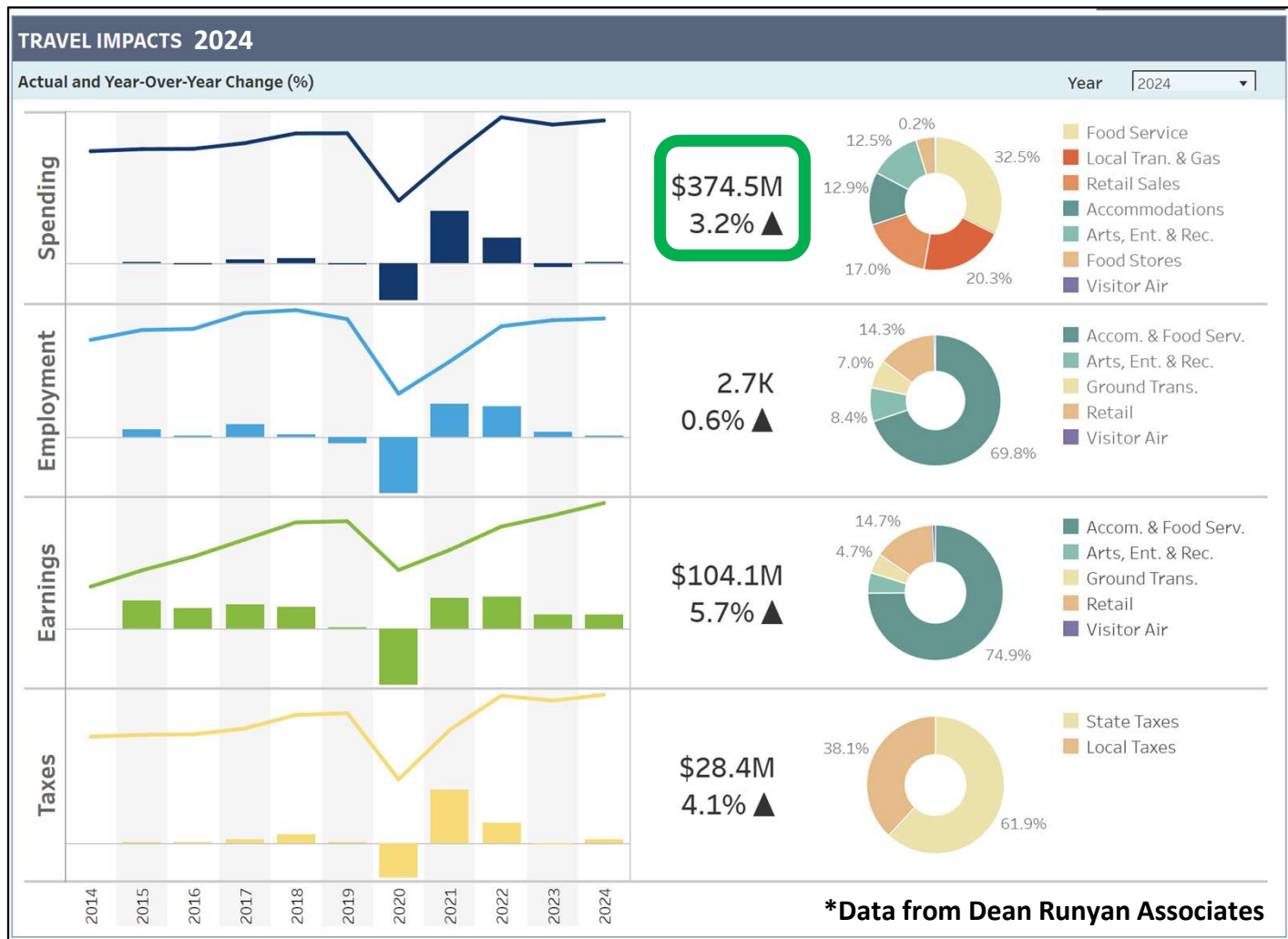
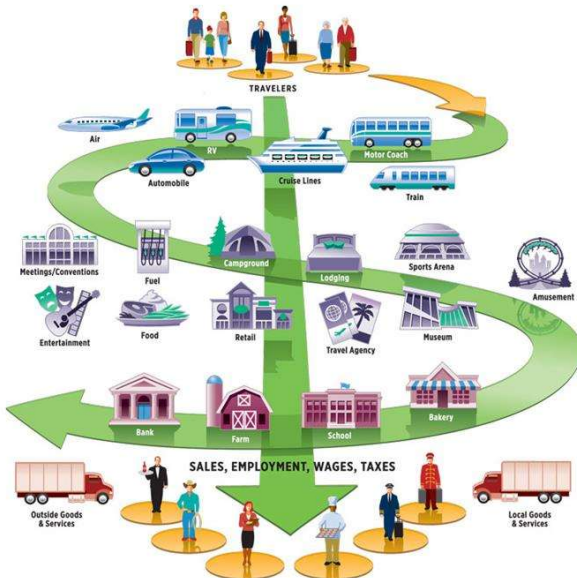


THE IMPACT OF TOURISM



Visitor spending fuels Stockton's local economy, supporting jobs, strengthening small businesses, and generating tax revenue that helps fund city services such as parks, public safety, and infrastructure.

THE POWER OF TRAVEL How Travel Dollars Support America



LOOKING AHEAD



**DIGITAL MARKETING
TRAINING CLASSES
LAUNCH GOAL: Q3 2026**

**VISIT STOCKTON
AMBASSADOR PROGRAM
LAUNCH GOAL: Q4 2026**

STOCKTON

THANK YOU
ROBYN@VISITSTOCKTON.ORG