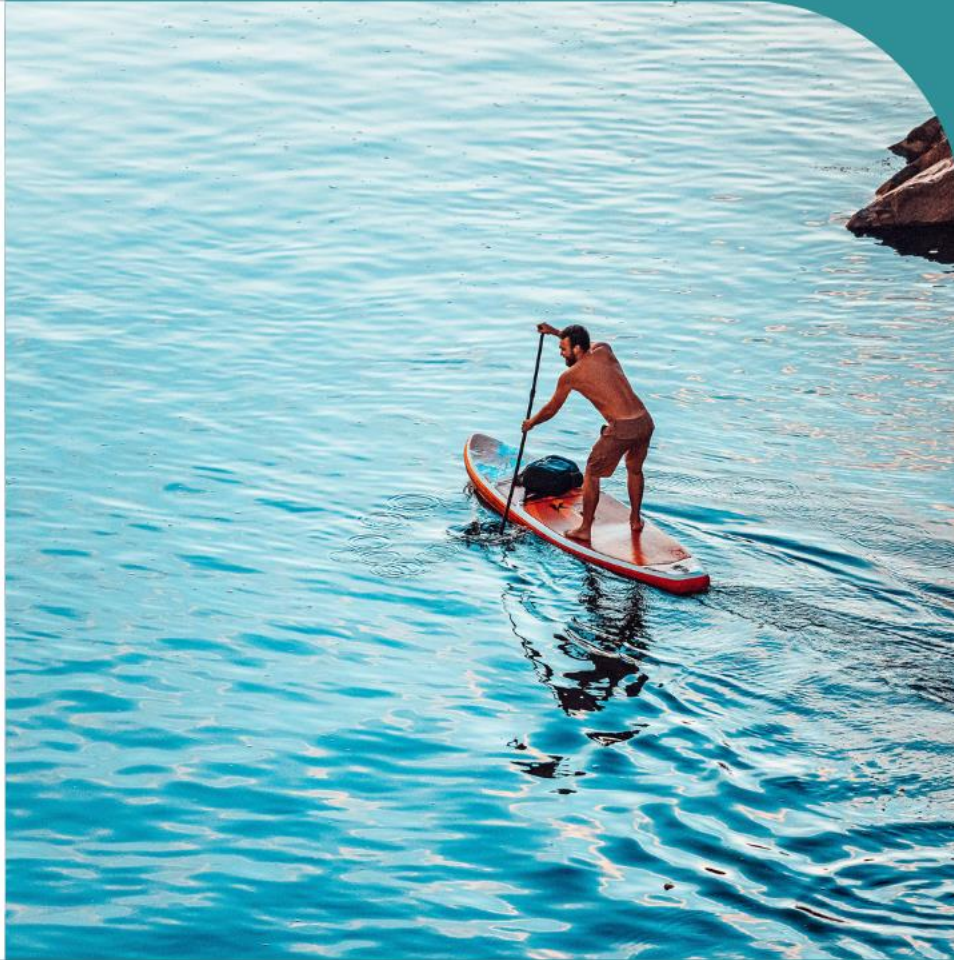




# visit Folsom





# 2021-2022 FISCAL YEAR FINANCIAL UPDATE

 visit  
Folsom



# NEW INITIATIVES UPDATE

2022-2023



# New Website



[Get Outside](#) ▾


[Things To Do](#) ▾

[Eat & Drink](#) ▾

[Plan Your Visit](#) ▾

Welcome To Folsom

# COME, STAY AND PLAY

 Check-in → Check-out

 Guests 1 ▾

SEARCH



LODGING > EXTRAS > CHECKOUT

Check-in → Check-out

Adults Children Units

- - -

SEARCH

Folsom Features ▾

Property Types ▾

Areas ▾

Amenities ▾

Ratings ▾

Sort ⚡



Showing 1 – 8 of 8 places to stay

📞 Talk to a local lodging expert: (279) 215-6650



### Lake Natoma Inn

Historic Folsom | Hotel

📷 ●●●●○ ⭐⭐⭐☆☆



INSIDE SCOOP

ROOM RATES

\$  
ENTER DATES FOR PRICING

VIEW & BOOK



### Larkspur Landing Folsom - An All-Suite Hotel

Iron Point West | Hotel

📷 ●●●●○ ⭐⭐⭐☆☆

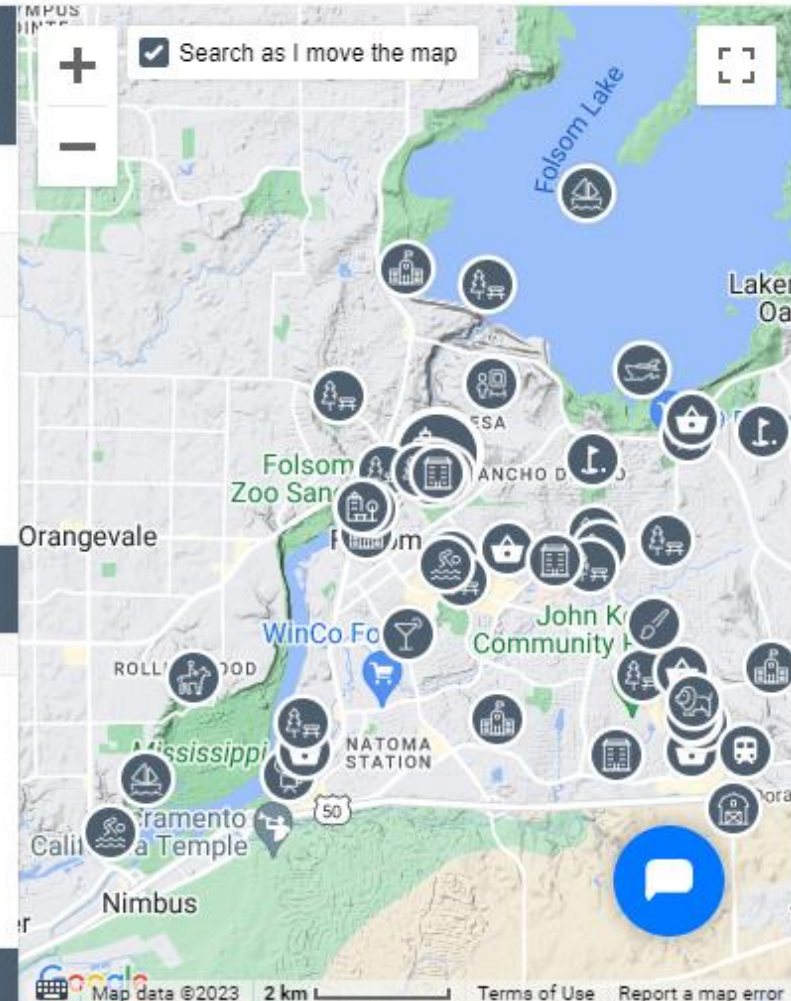


INSIDE SCOOP

ROOM RATES

\$  
ENTER DATES FOR PRICING

VIEW & BOOK



# Foothill Wine Pass



The Folsom Wine Tasting Pass is your gateway to the Sierra Foothill Wineries. It's your digital ticket to wine tasting flights, discount wine prices, and custom tours throughout the foothills. Each pass is delivered instantly via text message or email. No need to download an app because the pass is accessible on your phone wherever you go. In just seconds, your pass is in hand, and you are ready for wine!

*Participating wineries are subject to change.*

## How this Pass Works



### Step 1 - Get Your Pass

These mobile exclusive passports are curated collections of local, regional wineries offering tasting flights, and in some cases



### Step 2 - Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to



### Step 3 - Redeem

When visiting a participating winery, simply present your phone to the attendant or staff member to redeem available offers.



# Foothill Wine Pass

Purchases a 1, 2 or 60 Day pass in five different regions: Calaveras/Tuolumne, Apple Hill/Carson Road, Fairplay/Pleasant Valley, Placer County, Amador. Passes start at \$14.



## 1-Day Amador Wine Pass

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Folsom's Foothill wine country
- *Valid for 24 hours after first use, with a max of 4 redemptions. Must use for the first time within 60 days of purchase.*

\$14.00

Add To Cart

Learn More



## 2-Day Amador Wine Pass

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Folsom's Foothill wine country
- *Valid for 48 hours after first use. Must use for the first time within 60 days of purchase.*

\$29.00

Add To Cart

Learn More



## 60-Day Amador Wine Pass

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Folsom's Foothill wine country
- *Valid for 60 days after first use. Must use for the first time within 30 days of purchase.*

\$69.00

Add To Cart

Learn More

# 2022-2023 Event Support

- **LENAEA High School Theatre Festival**
- **Salmon Falls 50k**
- **American River 50-Mile Endurance Run**
- **California Jazz Championships Historic Folsom**
- **Rotary District 5180 Conference**
- **California Community College Athletic Association Baseball Championship**
- **Lincoln Highway Association Annual Conference**
- **California Public Information Officers Annual Meeting**
- **Mother Lode Epic**
- **PaddleSplash**
- **Rio Del Lago 100 Mike Endurance Run**
- **California International Marathon**

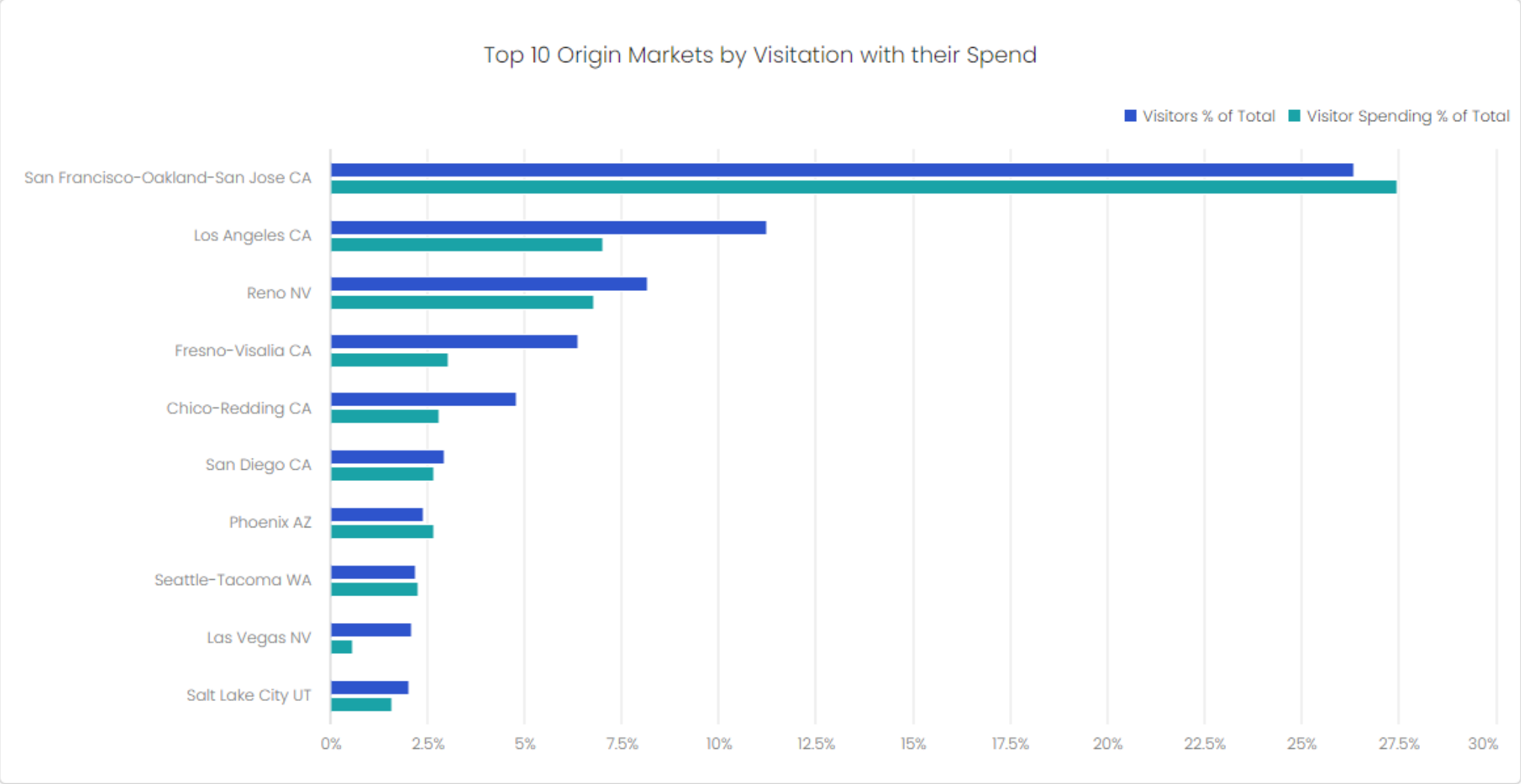




# VISITOR DATA 2022-2023

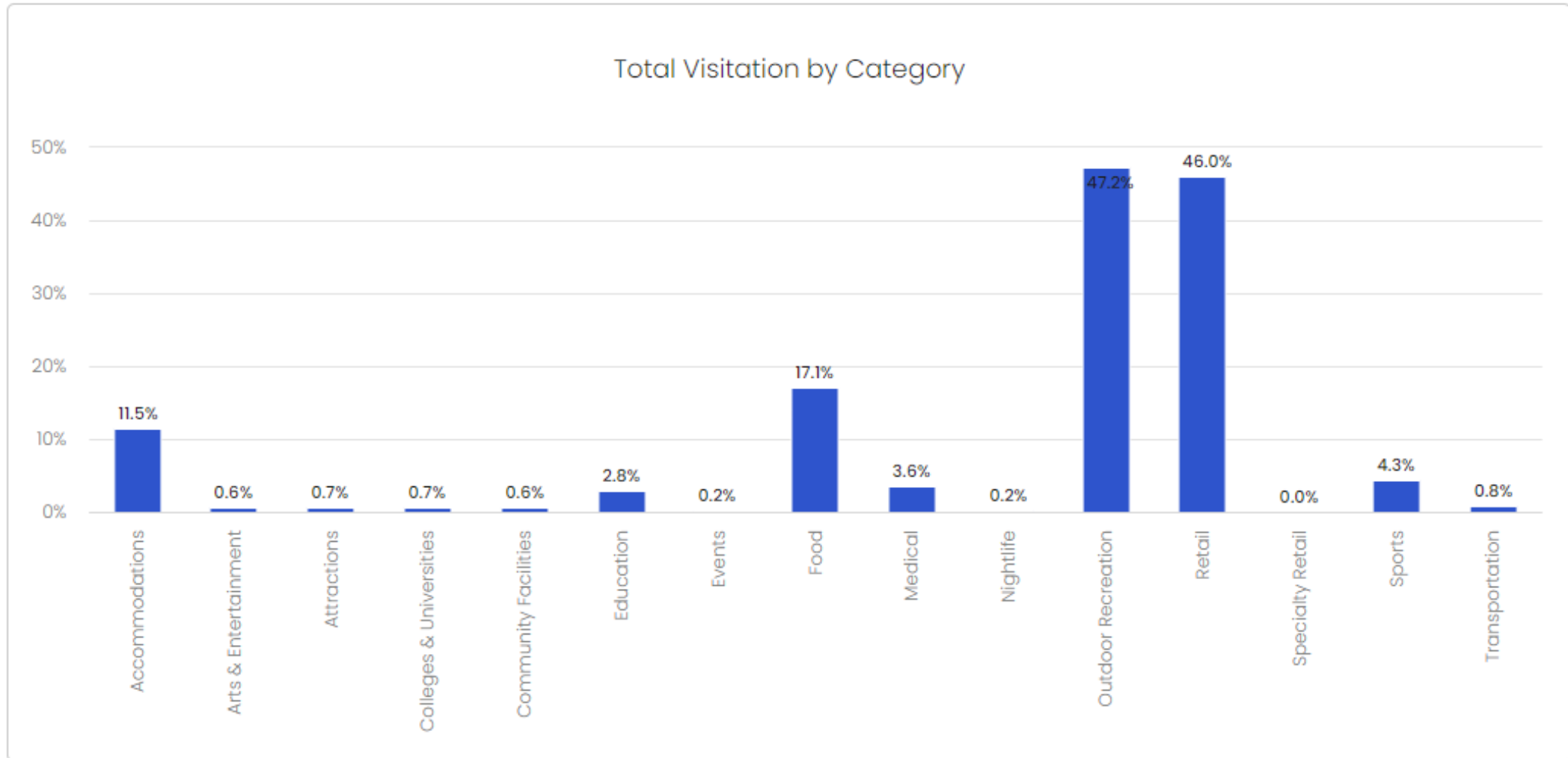
FISCAL YEAR TO DATE

# Top 10 Origin Markets





# Visitation by Category



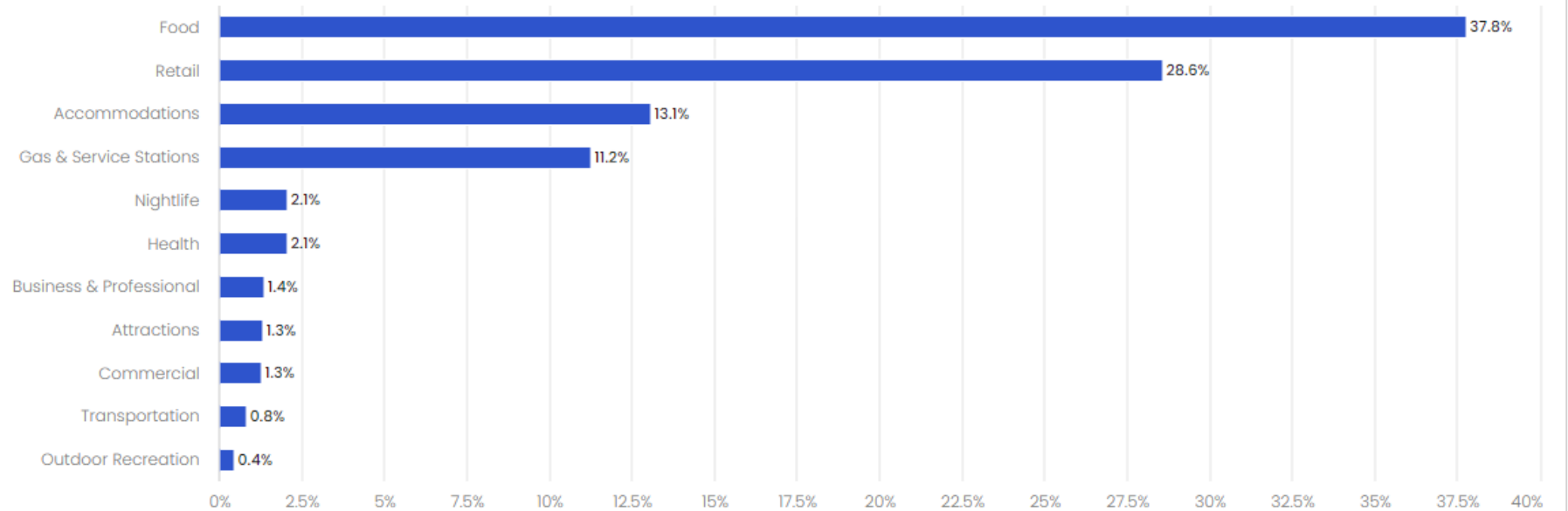
# Visitor Spending

Average Visitor Spending

**\$156**

↗ **>999%** —  
change prev. year

Percent of Visitor Spending by Category





# Hotel Performance

Hotel Occupancy

**71.3%**

↘ -7% change | 76.3% prev. year

Hotel Average Daily Rate

**\$143**

↗ 6% change | \$136 prev. year

Hotel Revenue

**\$27.7 M**

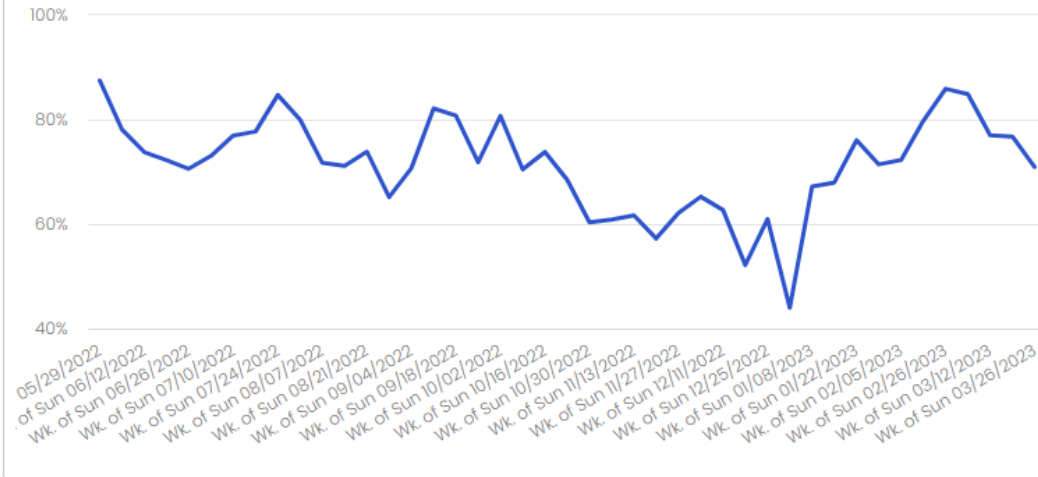
↗ 31% change | \$21.1 M prev. year

Hotel Demand

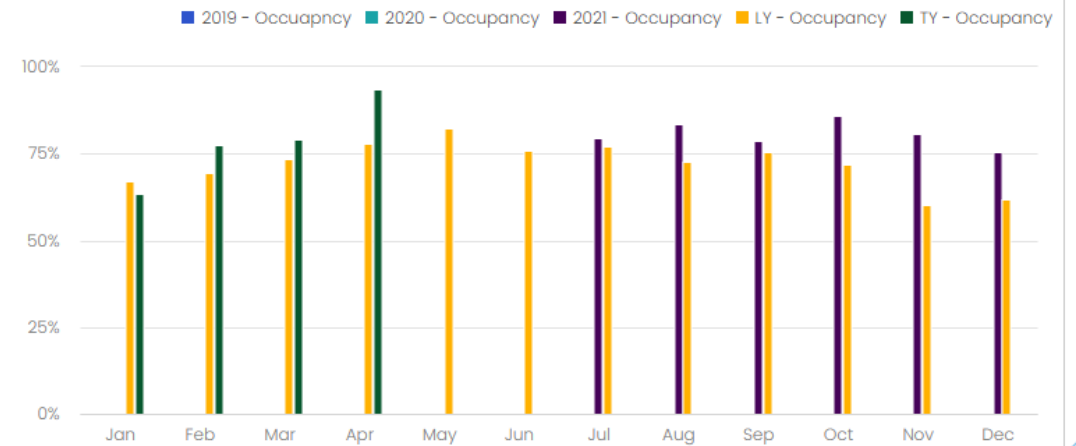
**191.4 K**

↗ 23% change | 155.2 K prev. year

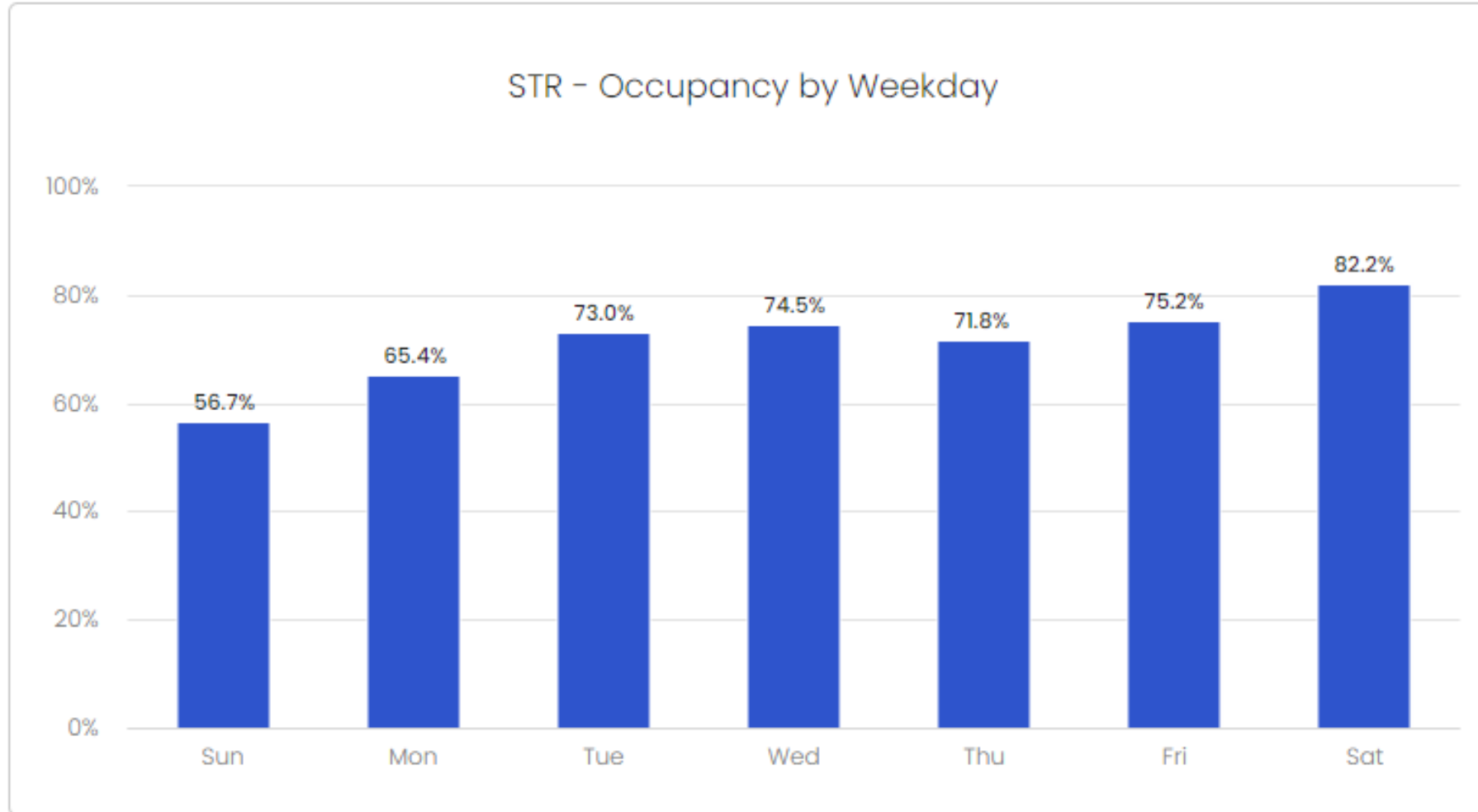
Weekly Occupancy



Hotel Occupancy by Month



# Occupancy by Day of Week





# Destination Asset Study

Hunden Strategic Partners is a full-service real estate development advisory practice specializing in [master feasibility studies](#) for transformative destination assets.



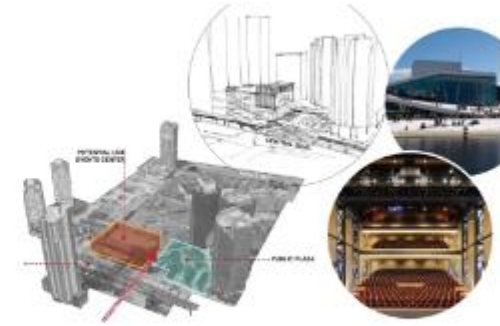
**Bryan-College Station, TX**  
Urban Boutique Retreat Hotel



**Bryan-College Station, TX**  
Glamping Urban Hotel Retreat



**Burbank, CA**  
Conference Center and Hotel Facility  
Feasibility Studies



**Burnaby, BC**  
Multi-Use Performance, Events, &  
Conference Centre Study



**Corpus Christi, TX**  
American Bank Center, HQ Hotel &  
District Feasibility & Impact Study; P3  
Advisory Funding Assessments



**Covington, KY**  
Central Riverfront District TIF Incentive  
Assessment



**Covington, KY**  
Boutique Hotel Economic Impact Study



**Dacono, CO**  
Mixed-Use Development Highest and  
Best Uses Market Demand Study



# OPEN THE DOOR TO UNEXPECTED MOMENTS

*One stop. Unlimited Adventures. Visit Folsom.*

 visit  
**Folsom**

