2021-2022 FISCAL YEAR FINANCIAL UPDATE

visit Folsom
NEW INITIATIVES UPDATE
2022-2023
New Website

Welcome To Folsom

COME, STAY AND PLAY
Check-in → Check-out

Showing 1 – 8 of 8 places to stay

**Lake Natoma Inn**
Historic Folsom | Hotel

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

**Larkspur Landing Folsom - An All-Suite Hotel**
Iron Point West | Hotel

**FEATURES**

- Lake View
- Pool
- Fitness Center
- Free Wi-Fi
- Free Parking
- Restaurant

**RATING**

4.5/5

**INSIDE SCOOP**

- Pets Allowed
- Smoking Allowed
- Wheelchair Accessible

**ROOM RATES**

- $129 per night

**VIEW & BOOK**

- Enter Dates for Pricing

**MAP**

- Explore Folsom
- Business Directory
- Events
- Deals & Offers
- Folsom Dining Guide
Foothill Wine Pass

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.
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
Top 10 Origin Markets
Visitation by Category

Total Visitation by Category:

- Accommodations: 11.5%
- Arts & Entertainment: 0.6%
- Attractions: 0.7%
- Colleges & Universities: 0.7%
- Community Facilities: 0.8%
- Education: 2.8%
- Events: 0.2%
- Food: 17.1%
- Medical: 3.6%
- Nightlife: 0.2%
- Outdoor Recreation: 47.2%
- Retail: 45.0%
- Specialty Retail: 0.0%
- Sports: 4.3%
- Transportation: 0.6%
Visitor Spending

Average Visitor Spending

$156

>99% change over prev. year
Hotel Performance

**Hotel Occupancy**
- 71.3%
- \(-7\%\) change from prev year

**Hotel Average Daily Rate**
- $143
- \(+6\%\) change from prev year

**Hotel Revenue**
- $27.7 M
- \(+31\%\) change from prev year

**Hotel Demand**
- 191.4 K
- \(+23\%\) change from prev year

**Weekly Occupancy**

**Hotel Occupancy by Month**
Occupancy by Day of Week

STR - Occupancy by Weekday

<table>
<thead>
<tr>
<th>Day</th>
<th>Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>56.7%</td>
</tr>
<tr>
<td>Mon</td>
<td>65.4%</td>
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<tr>
<td>Tue</td>
<td>73.0%</td>
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<tr>
<td>Wed</td>
<td>74.5%</td>
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<tr>
<td>Thu</td>
<td>71.6%</td>
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<tr>
<td>Fri</td>
<td>75.2%</td>
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<tr>
<td>Sat</td>
<td>82.2%</td>
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</tbody>
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Destination Asset Study

Hunden Strategic Partners is a full-service real estate development advisory practice specializing in master feasibility studies for transformative destination assets.
OPEN THE DOOR TO UNEXPECTED MOMENTS