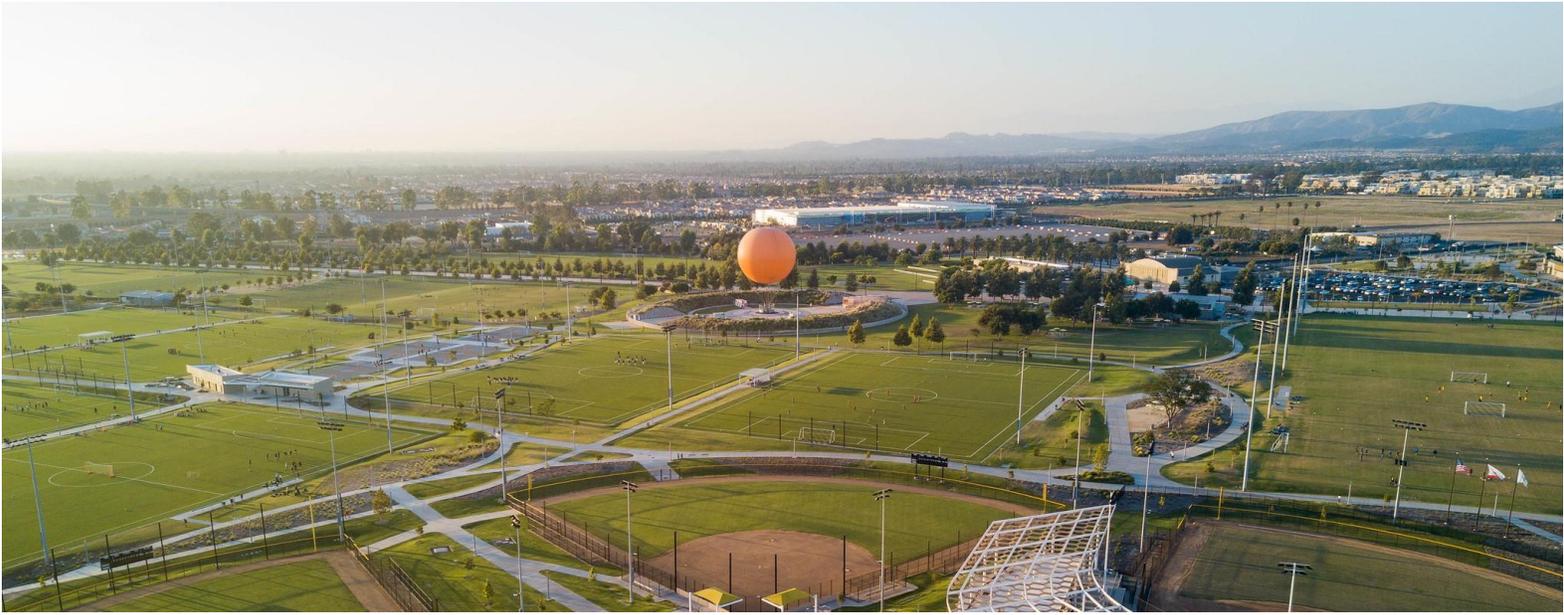


FY 2024-2025



IRVINE HOTEL IMPROVEMENT DISTRICT
Fiscal Year 2024-2025 Annual Report

February 10, 2026

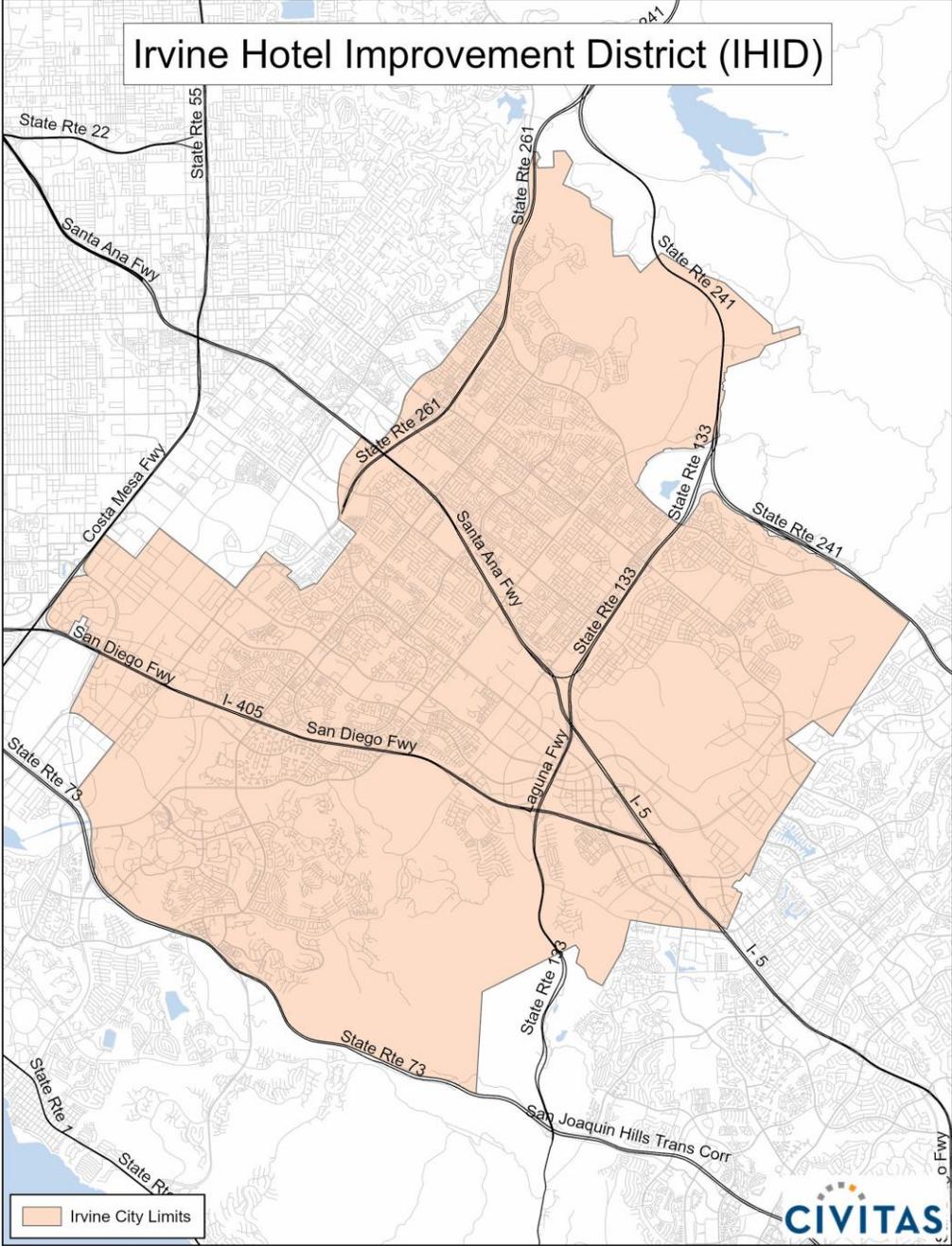
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Boundaries

There are no proposed changes to the boundaries.

The Irvine Hotel Improvement District (HID), also known as Destination Irvine, includes all hotels located within the City of Irvine (City). A map of the boundary is shown below.



Accomplishments

In Fiscal Year 2024-2025, the Tourism Improvement District continued to invest strategically in destination marketing that drives overnight visitation, supports group and sports business, and showcases Irvine as a high-quality, easily accessible Southern California destination. Destination Irvine's work delivered extensive audience research to inform a new tourism brand, expanded media reach, new partnerships, and increased exposure for Irvine's hotels and attractions.

Growing Media Reach & Destination Awareness

- Secured earned media placements across top-tier and niche national and regional outlets, reaching tens of millions of potential travelers.
- Positioned Irvine as:
 - A family-friendly destination with parks, trails, museums, and hands-on experiences.
 - A vibrant culinary hub, reflecting the City's diverse population and cultural richness through locally-owned restaurants and cafes.
 - A safe, clean, convenient, and welcoming home base for exploring Southern California and Orange County.
- Secured placements through Visit California-owned channels, featuring Irvine in multiple statewide topics such as:
 - Sustainable and eco-friendly travel.
 - Wellness experiences.
 - Coffee, brunch, and global dining.
 - Seasonal events and festivals.

Support for Group, Sports, & International Business

- Hosted group familiarization tours for meeting planners and sports organizers, highlighting:
 - Irvine's hotels, meeting venues, and sports facilities.
 - Ease of access via nearby airports and major freeways.
 - The City's safety, cleanliness, and guest-friendly environment.
- Participated in key trade shows, media events, and international missions to China and Korea, to introduce Irvine to new buyers and tour operators, and to strengthen relationships with existing partners.
- Positioned Irvine for future international group, FIT (Free Independent Traveler), and tour business.

Hotelier, Media, Content Creator, & Influencer Engagement

- Hosted targeted media visits that resulted in in-depth destination features spotlighting where to stay, dine, shop, and play in Irvine.
- Hosted family, lifestyle, and pet-friendly influencers who generated authentic social and digital content that:
 - Showcased Irvine’s parks, trails, hotels, and culinary scene.
 - Reinforced Irvine as a welcoming, family and pet-friendly city.
- Maintained active relationships with nearly 150 journalists and content creators, keeping Irvine top of mind for future travel, lifestyle, and meetings coverage.
- Hosted hotelier networking events at unique-to-Irvine venues:
 - A concert at Great Park Live
 - Hangar 24
 - Bommer Canyon Cattle Camp

Strategic Campaign Development & Recognition

- Elevated Irvine’s profile in the meetings and sports markets through award nominations and recognition, reinforcing the City’s reputation among key decision-makers.
- Coordinated messaging and assets with branding and digital partners to ensure that all channels — web, social, PR, and sales — tell a consistent story about Irvine’s value as a destination.

Website Traffic & Performance (Growth Across Volume & Engagement)

- Overall site traffic grew by 35%, driven by both paid and organic sources.
- Paid sources made up over 66% of total traffic to the Destination Irvine site, driven by significant growth from channels such as Google Ads and Meta Ads.
- Sources that target both leisure and meeting audiences, like Audacy, MPI, Sunset, etc., were added to the advertising plan, which caused incremental increases in web traffic.
- A strong baseline of 10,389 partner referrals (hotels, restaurants, attractions, and venues) was generated.
- Engagement time per session on the website increased by +46% YoY.

Improvements and Activities

The HID Committee shall identify programs designed to promote tourism within the City and to attract, recruit, and retain businesses within the City. Destination Irvine’s mission is to partner with the tourism and hospitality industry to brand and promote Irvine as a preferred overnight destination in Southern California for groups, sports events, leisure visitors, and business travelers. Its goals are to enhance Irvine's economy by driving sustained growth in tourism spending and increasing economic impact. Key objectives include:

- **Promoting Irvine as a premier destination:** Highlighting the city’s unique offerings, including diverse dining, shopping, golf, and outdoor recreation.
- **Assisting with event planning:** Providing support for conferences, seminars, trade shows, and other events, including housing, transportation, and registration services.
- **Coordinating with local stakeholders:** Collaborating with hotels, venues, and other tourism-related businesses to support and bid for conferences and events.
- **Providing resources for travel planners:** Offering suggested itineraries and accommodations to facilitate group tours.
- **Leading tourism industry initiatives:** Coordinating marketing activities and providing a unified image for the city’s tourism efforts.

Strategic Marketing and Partnerships

In 2025, Destination Irvine partnered with Noble Studios to enhance its marketing efforts and to position Irvine as a leading destination for leisure, sports, and business travelers. This collaboration focuses on:

- **Marketing analytics:** Understanding visitor behavior and campaign performance.
- **Brand strategy and development:** Creating a distinct brand identity for Irvine.
- **Digital marketing:** Utilizing SEO and paid media to increase visibility.
- **Content creation:** Developing compelling stories to engage potential visitors.
- **Website design:** Building user-centered digital experiences.

City Fee

Each year, the HID Committee shall include in its disbursement to the City a portion of the HID Directed Funding to pay for the City’s cost and expenses incurred in an amount not to exceed eighteen percent (18%) of the Full Funding, which amount shall be paid from the HID Directed Funding.

Cost

FY 2025-26 Projections

The cost of providing improvements and activities for FY 2025-26 is consistent with City Council Resolution No. 02-152 and 23-27. The anticipated total budget for FY 2025-26 is \$4,862,388 in anticipated collections.

FY 2025 – 26 Projected Budget	
REVENUES	
Destination Irvine Program (1.5%)	\$3,635,541
City of Irvine Cultural Programs (0.5%)	\$1,226,847
Total IHID Assessments (2%)	\$4,862,388

FY 2024-25 Actuals

The adopted FY 2024-25 budget was \$4,777,855 in anticipated collections. Collections were more than anticipated, totaling \$3,611,862 for the Destination Irvine Program and \$4,817,173 in total HID collection. Actual expenses are shown below.

FY 2024 – 25 Actuals	
REVENUES	
Destination Irvine Program (1.5%)	\$3,611,862
City of Irvine Cultural Programs (0.5%)	\$1,205,311
Other revenues (interest, reimbursed fees)	\$110,444
Total IHID Revenues	\$4,927,617
EXPENDITURES	
Destination Irvine Program (1.5%)	\$3,177,865
City of Irvine Cultural Programs (0.5%)	\$1,205,311
Reserve for the City’s Economic Development	\$544,441
Total Expenditures*	\$4,927,617

*includes budget carryovers and fund balance (reserves)

End of Fiscal Year 2024-2025 Statistics:

- **Hotel Occupancy:** 71.2%
- **Average Daily Rate (ADR):** \$190.00
- **Group Room Nights Booked:** 48,981 (\$21.6M in economic Impact)
- **Group Leads Generated:** 475

Assessment

There is no change to the method or basis for levying the assessment.

Assessment

The annual assessment rate is two percent (2%) of room rental revenue. The IHID assessment revenue shall be distributed as follows:

1. HID Directed Funding – one and one-half percent (1.5%): to fund programs to attract and recruit business and tourism to Irvine.
2. City Directed Funding – one-half of one percent (0.5%): to fund City cultural programs

Rent means the consideration charged for the occupancy of space in a hotel valued in money, whether to be received in money, goods, labor, or otherwise. The rent will be determined based upon the consideration charged, inclusive of receipts, cash, credits, property, and services of any kind or nature, without any deduction therefrom whatsoever. Rooms provided at a reduced rent or on a free ("complimentary") basis to employees shall be taxed based upon the amount the employee is charged for the room.

Expenditure of the HID Directed Funding shall be made pursuant to the direction of the HID Committee. The City shall identify and expend the City Directed Funding on City of Irvine cultural programs. The assessment will be collected by all Irvine hotels and remitted to the City at the same time and in the same manner as the City's Transient Occupancy Tax.

Surplus

The amount of surplus to be carried over from previous years is approximately \$1,782,255, which is deposited in its fund balance and earmarked for the City's economic development efforts.