

STATE OF TOURISM: CAPITOLA

Terence Concannon, CATP
CEO, Visit Santa Cruz County

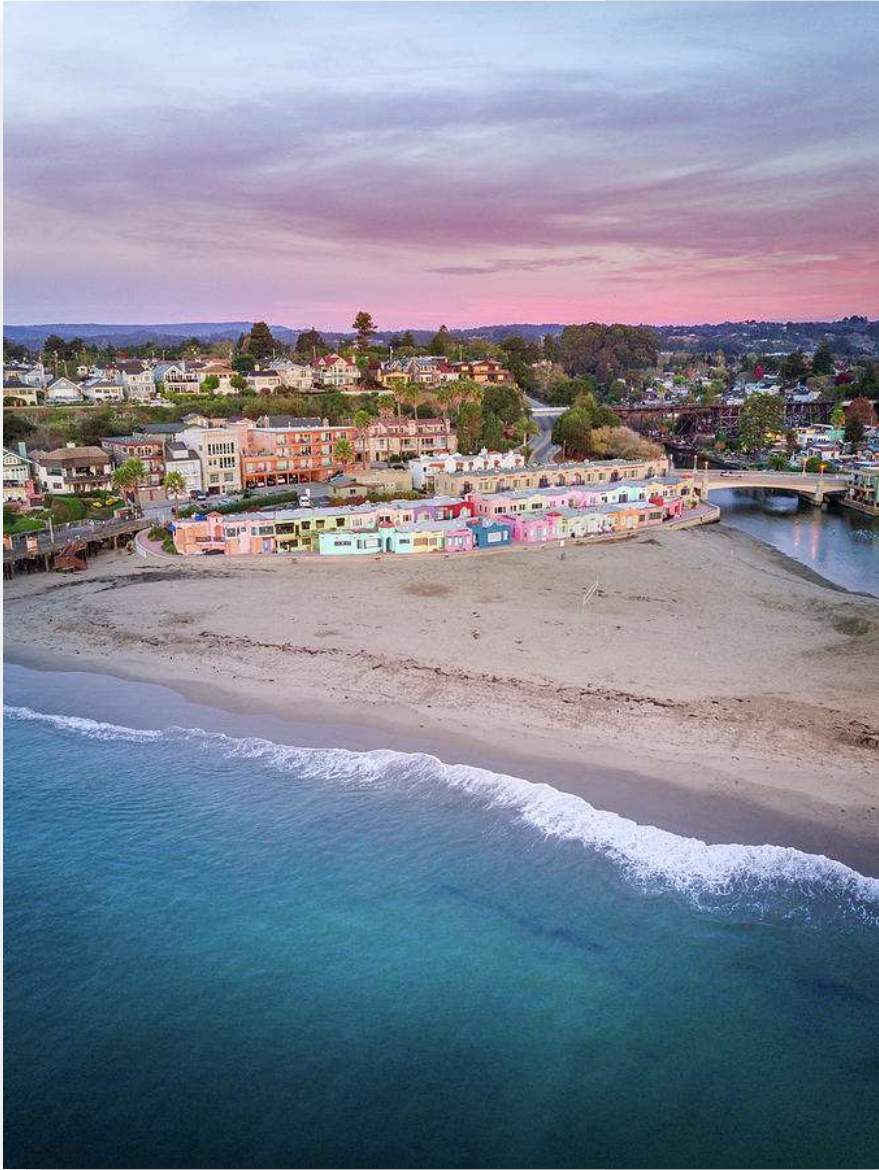




HOW VSCC OPERATES



- CEO Terence Concannon (since 2023)
- Funded by lodging industry *Tourism Marketing District*
- Tiered assessment for hotels and STVRs
- TMD renewal in 2029
- Board of 25, with 13 representing lodging
- Certified Autism Center
- Experiential Pillars
 - Coastal
 - Redwoods
 - Agriculture
 - Arts & Culture



FY2025 IN REVIEW

September 2024 – August 2025

Lodging Summary

September 2024 - August 2025

From
September 2024

To
August 2025

Location Hotels
Santa Cruz

Location Short Term Rentals
Vacation Area - Capitola (City Limi..

Methodology Code
ota

Listing Source
All

PRO Occupancy Toggle
Adjusted Paid

Aggregated Lodging Performance

Source: STR & KeyData

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2024 - Aug 2025	64.0%	\$189.29	\$121.22	1.7M	1.1M	\$207.3M
% Change vs. Sep 2023 - Aug 2024	-0.3%	-1.1%	-1.3%	-7.5%	-7.8%	-8.8%

Hotel Performance (Santa Cruz)

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2024 - Aug 2025	65.5%	\$182.38	\$119.52	1.6M	1.1M	\$194.1M
% Change vs. Sep 2023 - Aug 2024	0.3%	-1.3%	-1.0%	-0.2%	0.1%	-1.2%

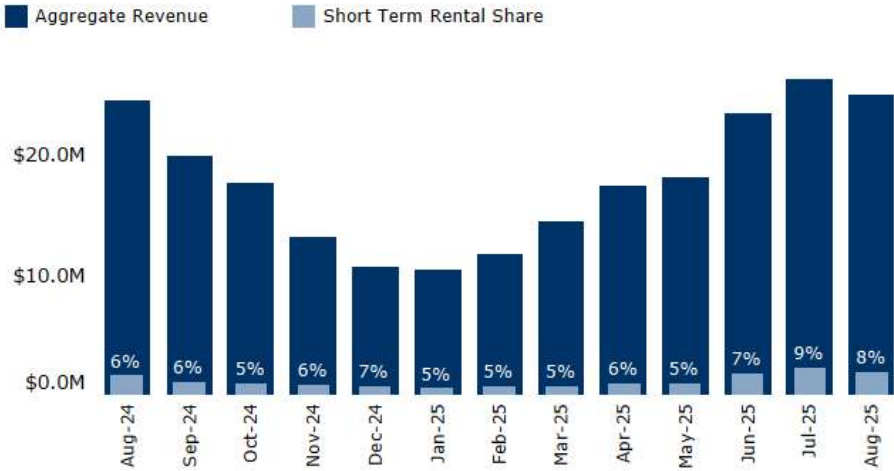
Short Term Lodging (Vacation Area - Capitola (City Limits))

Source: KeyData

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2024 - Aug 2025	35.9%	\$426.81	\$153.24	86.2K	31.0K	\$13.2M
% Change vs. Sep 2023 - Aug 2024	2.4%	10.1%	12.7%	-2.7%	-0.4%	9.6%

Lodging Revenue & Contribution

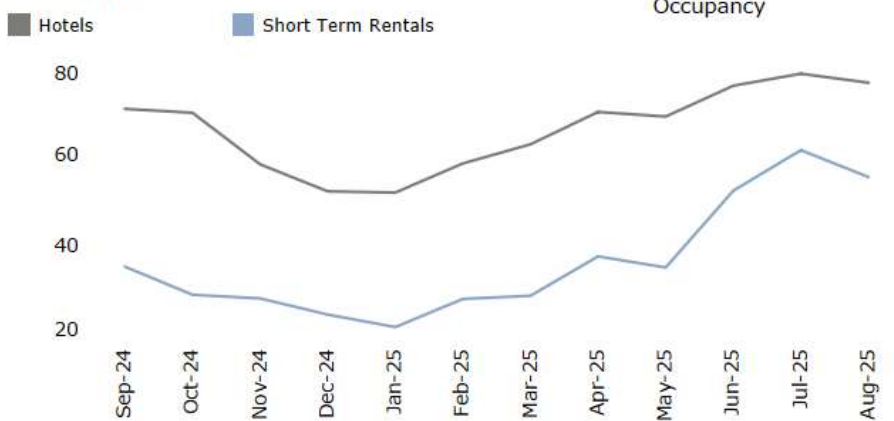
Hotels: Santa Cruz; KeyData: Vacation Area - Capitola (City Limits)



Occupancy

Hotels: Santa Cruz; KeyData: Vacation Area - Capitola (City Limits)

Last 12 Months



Domestic Visitors

Start Date
September 01, 2024

End Date
August 31, 2025

Trip Type
All

Weekend/Weekday Trips
All

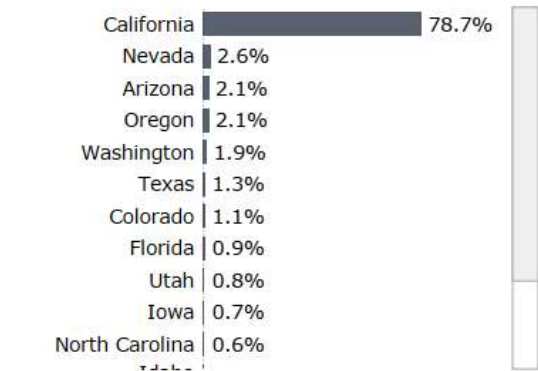
Show Top Origin/POI
15

Sample Size: 176,910



Top Visitor Origin States

% Share of Trips

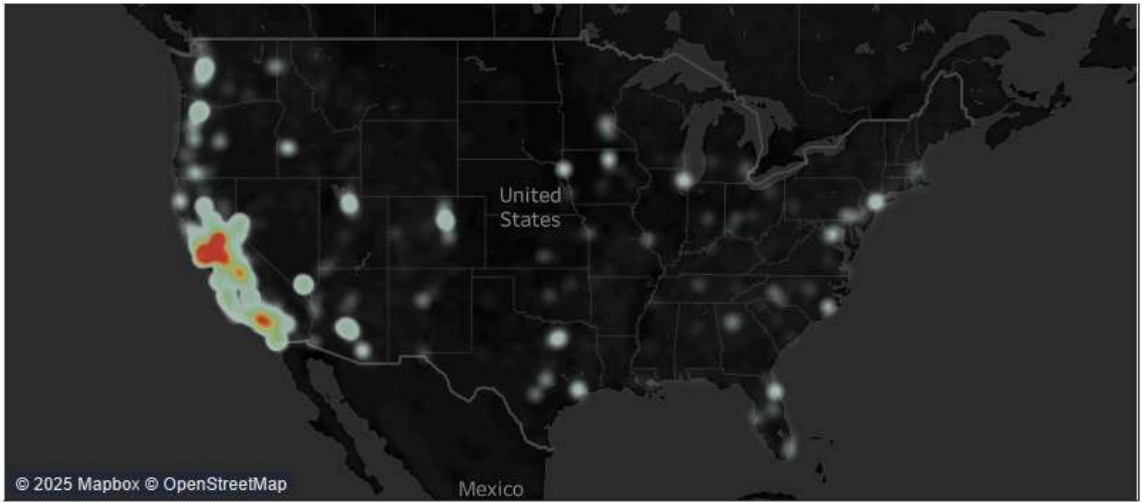


Top Visitor Origin MSAs

% Share of Trips

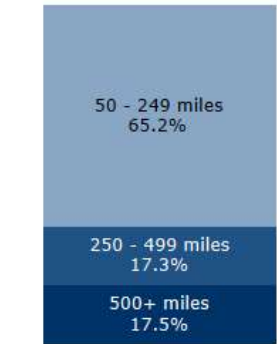


US Mainland Origin Heat Map



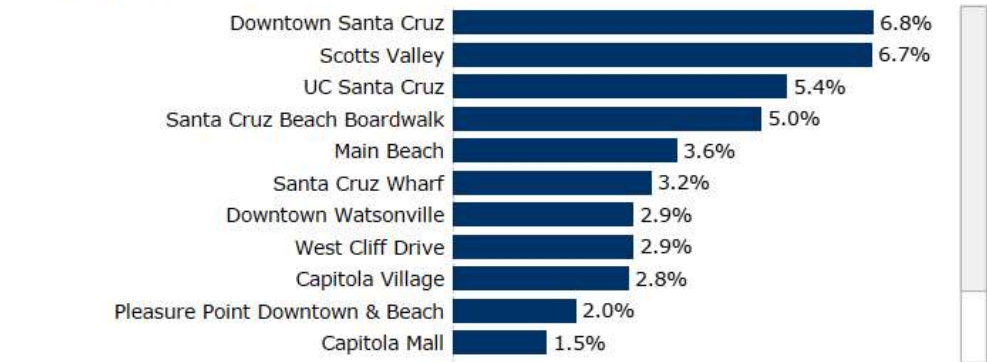
Distance Share

% Share of Trips



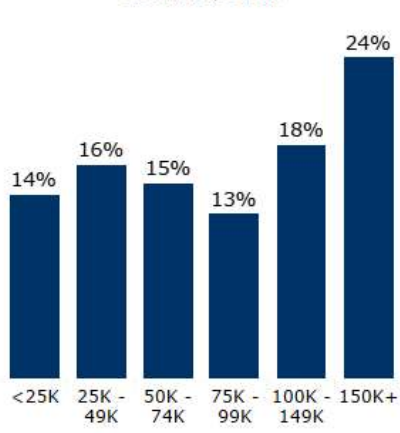
Top POIs Visited

% Share of Trips



Demographic Estimates

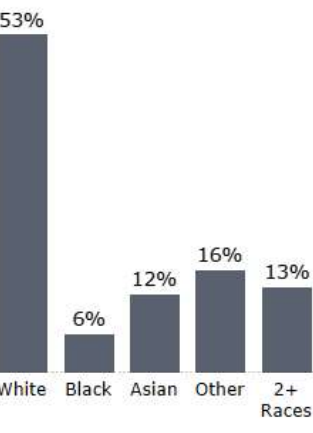
Household Income
Median: \$95.8K



Age Groups



Race



Start Date
August 01, 2024

End Date
July 31, 2025

Point of Interest
Capitola Village

Dwell Filter
0

Sample Size: 39,687

76.2%

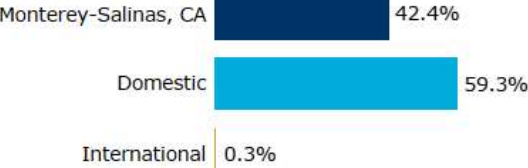
Overnight

40.1%

New Visitors

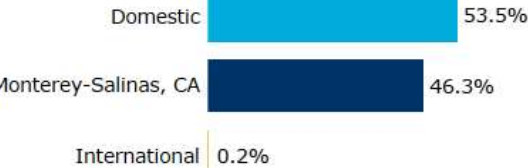
Visitor Breakdown

Unique Visitors



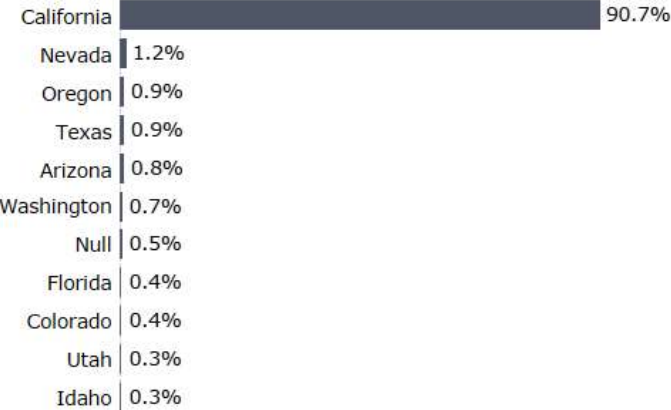
Visits Breakdown

Total Visits

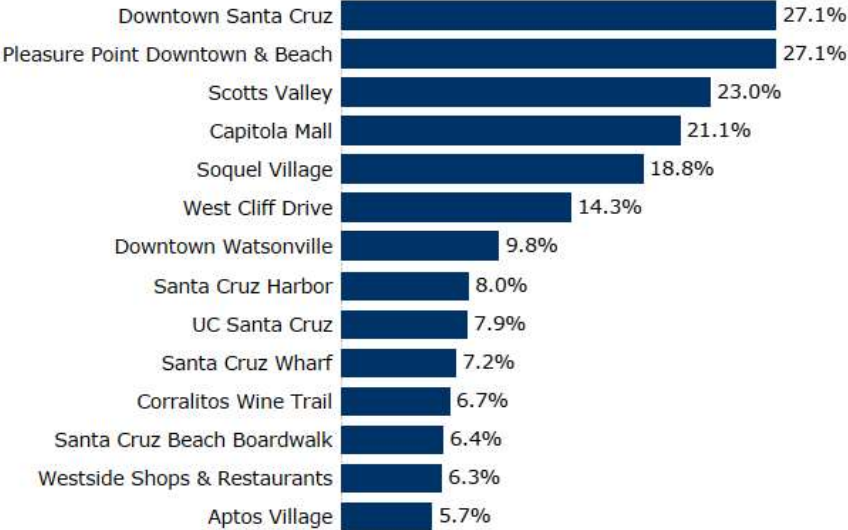


Top Origin Market by State

Unique Visitors, Excluding Monterey-Salinas, CA

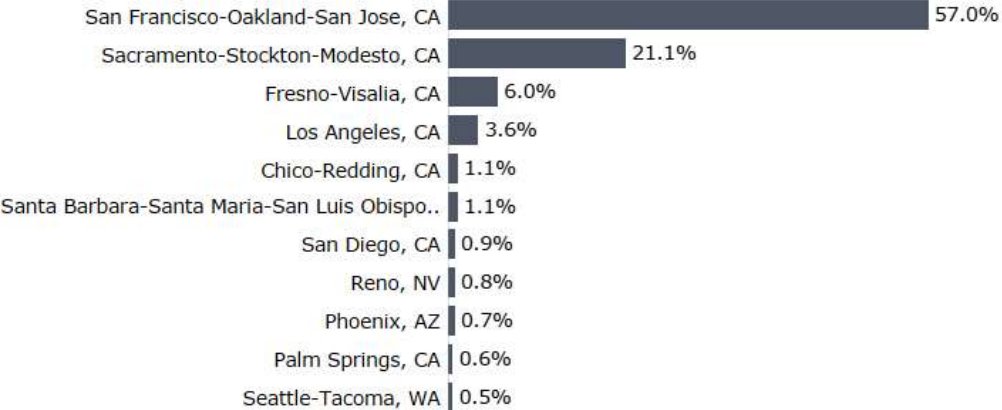


Top Cross-Visited Points of Interest



Top Origin Market by DMA

Unique Visitors, Excluding Monterey-Salinas, CA



Demographics

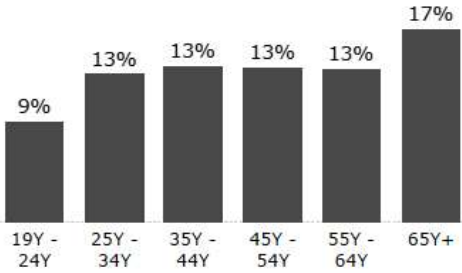
Domestic Only

Household Income (in USD)

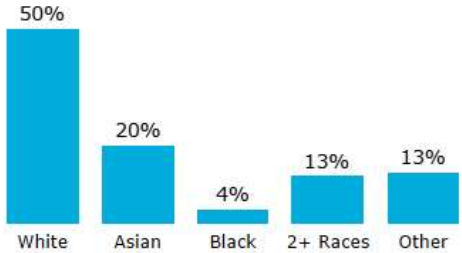
Median: \$125.2K



Age



Race



RECENT CONTENT & CAMPAIGNS

Celebrating Capitola



Blogs



Beachside Bliss Capitola



Buzz Worthy Capitola Village Spots

Social Media Ads

Visit Santa Cruz
★ Favorites · July 11 · 🌐

Discover the colorful architecture and palm-lined streets of California's oldest seaside resort town - Capitola Village. 🌈 🌴 🏖️



SANTACRUZ.ORG
Find Beachside Bliss in Capitola, California
Brimming with small-town charm, appetizing eateries, whimsical shops, and...


[Learn more](#)

[Boost this post to get more reach for Visit Santa Cruz.](#) [Boost post](#)

👍❤️ 1.4K 70 comments 75 shares

Visit Santa Cruz
★ Favorites · January 28 · 🌐

Color pops & seaside shops (even in winter): Discover the quintessential California beach town of Capitola Village.

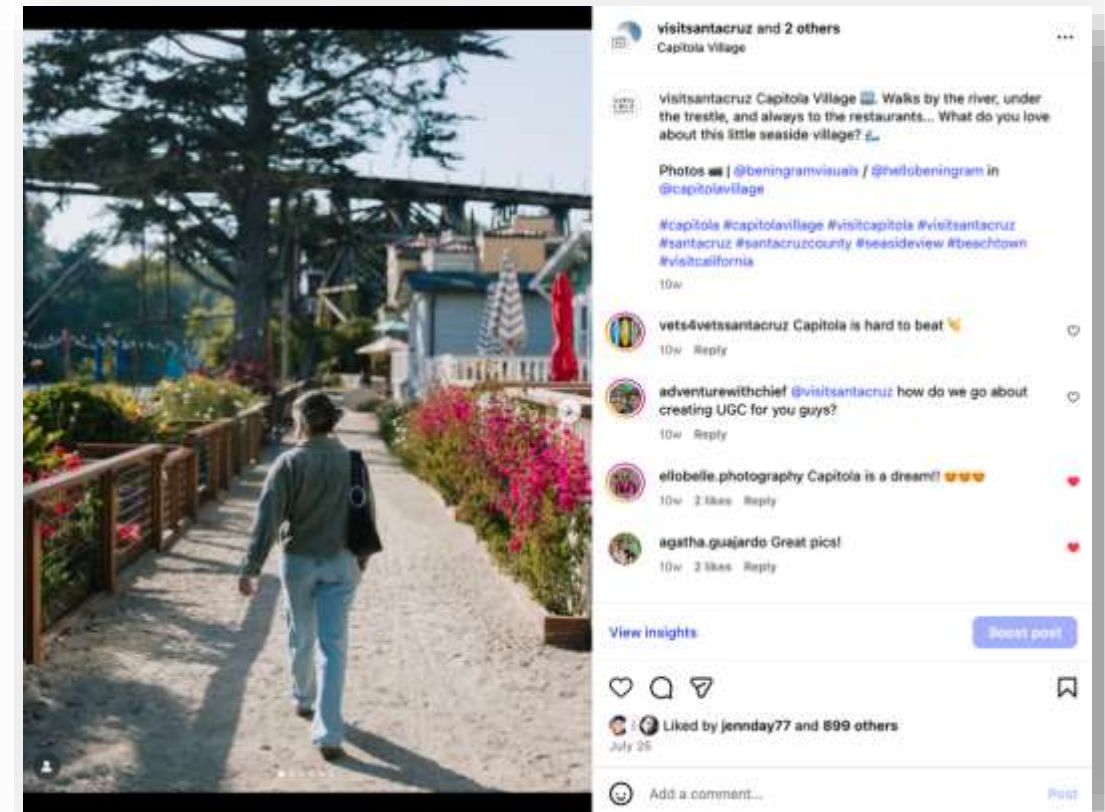
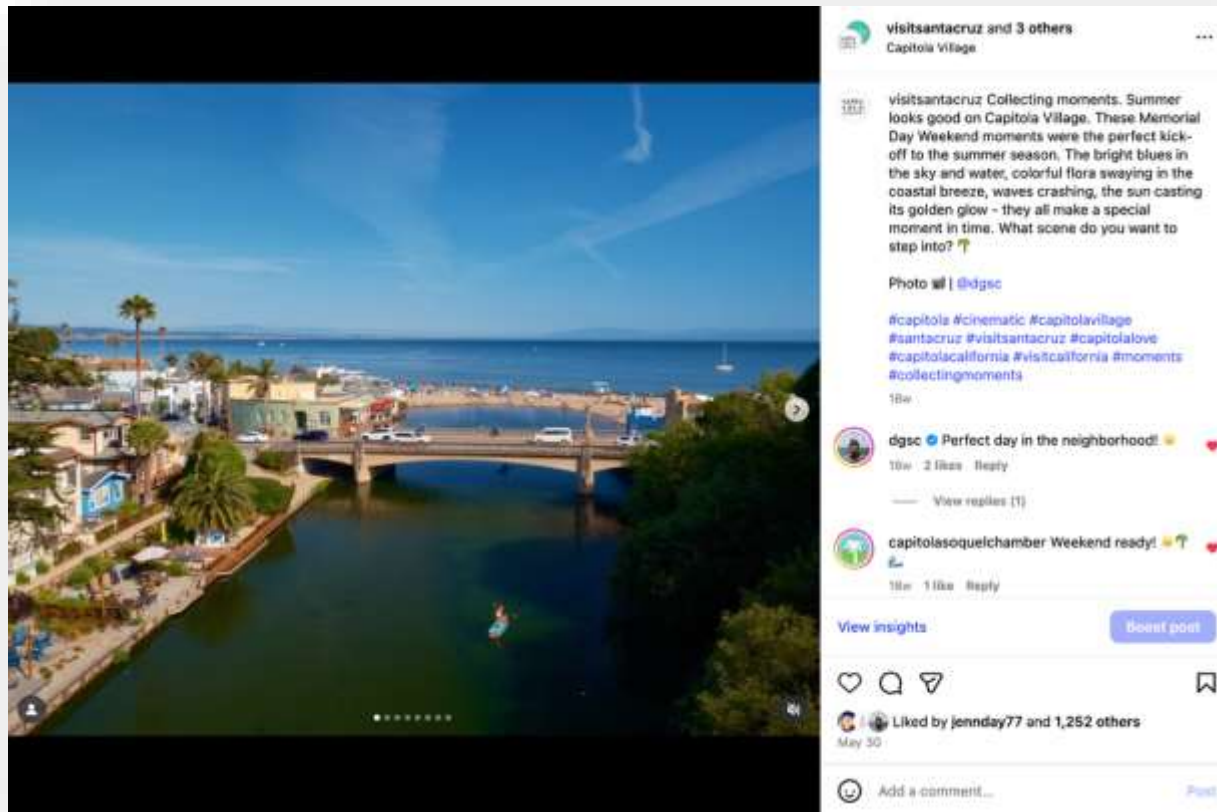


[Learn more](#) [Learn more](#)

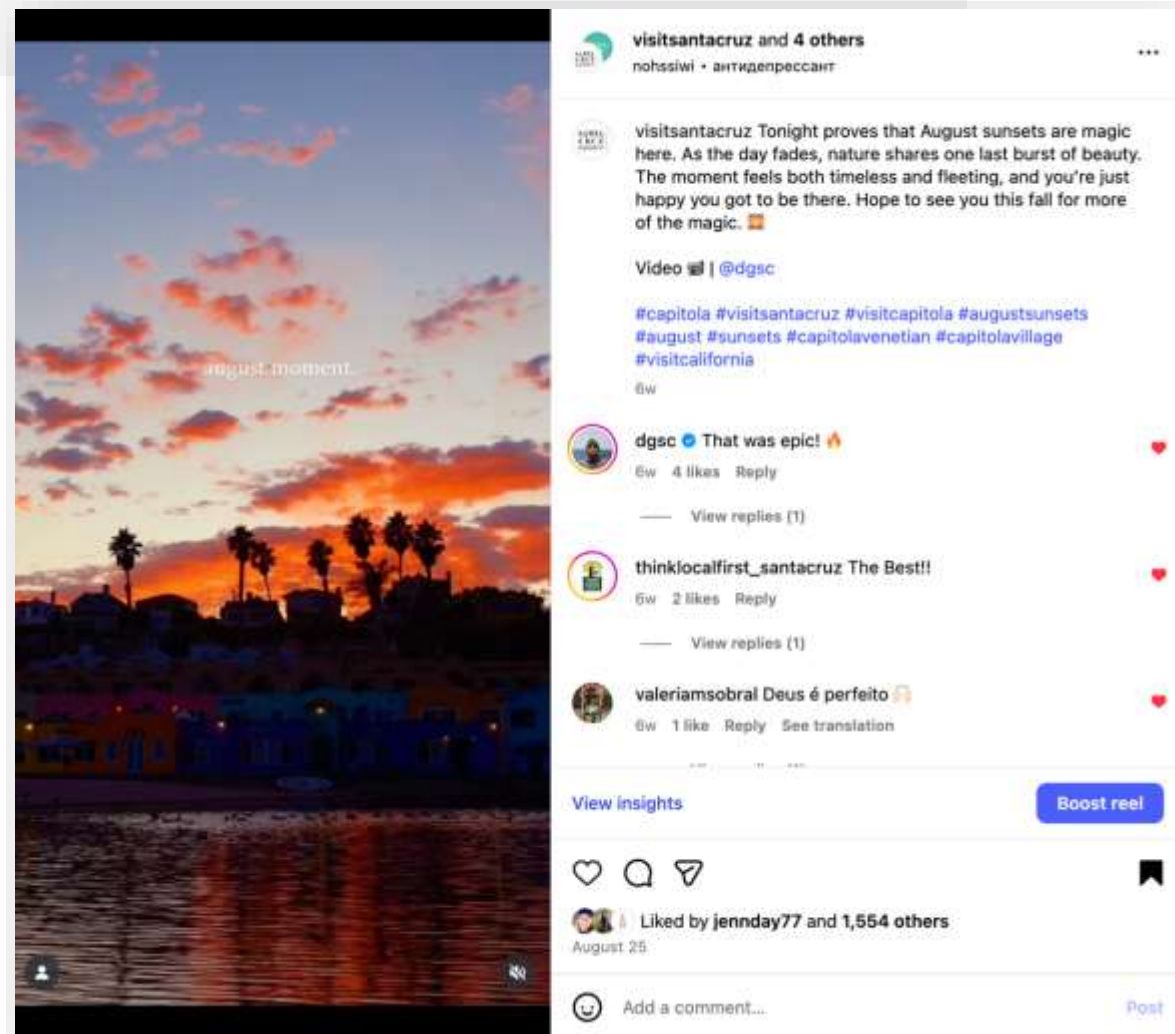
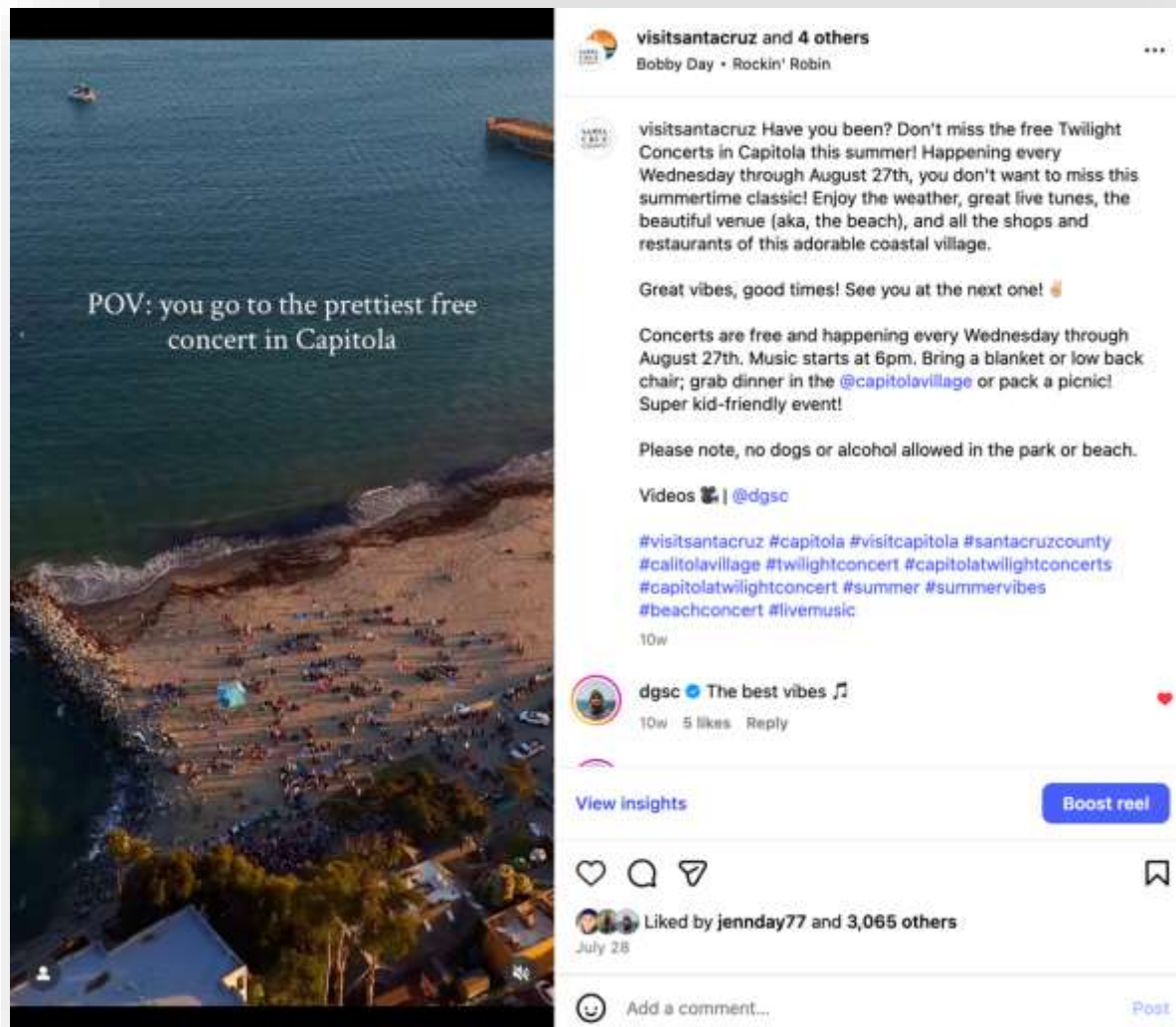
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👍❤️ 245 5 comments 29 shares

Social Media Posts



Reels/Videos



Reels/Videos

visitsantacruz and 3 others
The Beach Boys • Fun, Fun, Fun

visitsantacruz There are TWO car shows you don't want to miss this month! The Capitola Rod and Custom Car Show on June 14 and Woodies on the Wharf on June 21! Read below for more details and be sure to add these classic car shows by the beach to your June calendar!

📍 Capitola Rod and Custom Car Show
📅 Saturday, June 14, 9am - 5pm
📍 @capitolavillage
🌿 Featuring Hot Rods, Muscle Cars, Coupes, Roadsters, Customs and Classics – vintage to 1987 – Vendor Booths, Music, Raffle, Trophies, and more.
📍 Beach and Village Parking Lot 2 (Lower) located behind City Hall at 420 Capitola Avenue. This lot has over 220 spaces and offers a free summer shuttle to the Village.

📍 Woodies on the Wharf
📅 Saturday, June 21, 10am - 3:30pm
📍 @santacruzwharf
🌿 Come see the more than 200 "Woodies", gorgeous, pre-1950s cars that feature wood bodies, line the Santa Cruz Wharf. Stroll the Wharf and enjoy dozens of shops and restaurants and stellar coastal views while you soak up the sun and beauty of Northern California's premier "Woody" show. At 3:30pm, be sure to take part in the Woodies Send-Off Parade!
📍 Alternative transportation available to the wharf including free bike valet and @the_santacruz Beach and Downtown

View insights Boost reel

👍👎🔍

👤👤 Liked by jennday77 and 663 others
June 7

😊 Add a comment... Post

visitsantacruz and 5 others
Stick Figure • Shine

visitsantacruz Wish you were here... Capitola Twilight Concert happening now! 🌅🎵🍹

Didn't make this one? There are plenty more this summer! Check below for more summer concerts in Santa Cruz County:

🌿 WEDNESDAYS: Capitola Twilight Concerts; Wednesdays thru August 27; 6pm-8pm

🌊 THURSDAYS: Crow's Nest Beach Parties; Thursdays thru August 28; beach BBQ begins at 5:30; band begins at 8:30 (\$5 cover)

🎵 FRIDAYS: Midtown Summer Block Parties; Fridays thru August 29; 5pm-8:30ish

🎪 TUESDAYS: Live Summer Wharf Concert Series; August 12, August 26, and September 9; 6pm-8pm

Those are just a few faves, but there's a whole lot more! Check out bio link and story for dates, times, and details! 📅

Video 📺 | @dgsc

#visitsantacruz #capitola #santacruz #twilightconcert #capitolavillage #summer #summervibes #livemusic

13w

View insights Boost reel

👍👎🔍

👤👤 Liked by dgsc and 1,388 others
July 9

😊 Add a comment... Post

Videos



Adventure Awaits! Find Your Awe in Santa Cruz County this Season! (00:31)



Find Your Agricultural Awe in Santa Cruz County (00:15)



Coastal Glory: Find Your Awe in Santa Cruz County (00:31)

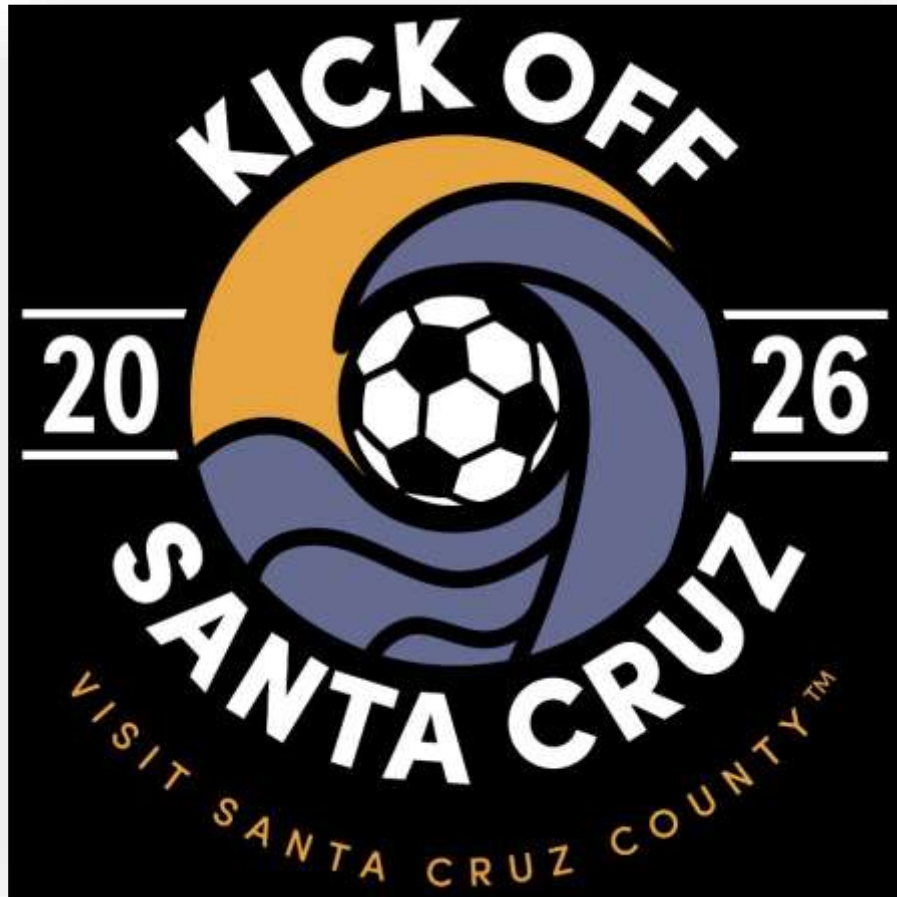


COLLABORATION WITH VISIT CALIFORNIA

Facebook over 2 million organic views :
1,900 comments : 3,600 shares

Instagram 4,600 likes : 265 comments :
7,902 shares

KICK OFF SANTA CRUZ 2026



- VSCC official sponsor of Bay Area Host Committee
- County group The Huddle meeting regularly
- Logo and website to be officially unveiled near EOM
- VSCC working with businesses, non-profits and schools to encourage activations, events, special offers
- Watch Parties big and small countywide

CURRENT & FUTURE INITIATIVES

1. New Slogan: Find Your Awe
2. Reimagined Visitor Guide
3. Reimagined Website
4. New office space
5. County's First Visitor Center (opening soon)
6. FIFA World Cup Celebrations
7. SCC Certified Autism Destination





**SANTA
CRUZ
COUNTY**
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CALIFORNIA

THANK YOU, CAPITIOLA!

Terence Concannon, CEO, Visit Santa Cruz County
tconcannon@santacruz.org

