



408 Almaden Boulevard | San Jose, California 95110 | [www.sanjose.org](http://www.sanjose.org)

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

**CONTACT:** Jeanne Sullivan  
650-215-8156, [jsullivan@sanjose.org](mailto:jsullivan@sanjose.org)

## **WHAT'S NEW IN SAN JOSE:** *Quarterly update on visitor industry developments*

**SAN JOSE, CA** (July 26, 2007) —The San Jose Convention & Visitors Bureau (SJCVB) and partner Team San Jose recently announced their **best quarter ever**, with revenue up 18.7 percent over the previous year and up 57% since Team San Jose was created three years ago. Team San Jose, a unique partnership consisting of local San Jose labor, hoteliers, the arts and the SJCVB, allows San Jose to offer “one-stop shopping” for meeting planners, who work with one contact or team on everything from housing to customized menus to special event permits. Recent customer satisfaction studies show that that 94% of customers would host another event in the San Jose Convention and Cultural Facilities. As San Jose gears up for a busy Fall season, the San Jose Convention & Visitors Bureau (SJCVB) announces the following destination developments:

### **HOTEL HAPPENINGS**

#### ***RENOVATIONS/OPENINGS/ENHANCEMENTS***

The **Clarion Hotel San Jose Airport** will be completing a \$1.5 million dollar renovation by September of 2007, which includes upgrading all sleeping rooms, new soft and case goods, WIFI, refrigerators, window treatments and wall safes. For more information on the hotel, visit [www.clarionsj.com](http://www.clarionsj.com).

The **Crowne Plaza San Jose Downtown** is in the process of completing a \$9 million chic and contemporary redesign by mid-October 2007. The renovation features 239 newly appointed guestrooms and 6,643 square feet of meeting space, offering a 100 percent smoke-free environment with Wi-Fi throughout the hotel. Each guest room features a 32" LCD flat screen television and an ergonomically designed workstation. The project includes eight new parlor suites, which connect to up to two guest rooms creating eight 2-bedroom suites. All double beds were replaced with queen beds, and queen sofa beds have been placed in most king rooms, so the hotel now offers two beds in approximately 90 percent of its rooms. All banquet chairs were replaced and the hotel has a new inventory of Herman Miller ergonomic chairs. The lobby, restaurant and lounge are also being redesigned, with the lobby boasting a faux fireplace with candles and drop-down lighting. The business center was replaced with a new study and two workstations featuring large touch-screens and a printer for each individual computer. The fitness room was updated offering a variety of new cardio machines for the health-minded traveler. For more information visit [www.crowneplaza.com](http://www.crowneplaza.com).

The **Fairmont San Jose** has added three monumental paintings called “Tuscan Doors” by French artist Tapiezo to its renowned 1300-piece contemporary-art collection. These luminous works in three-color themes may be viewed in the hotel's main reception area as well as the foyer entrance lobby of the hotel's new tower. Combining primarily prints by brand-name artists with original pieces by emerging and mid-career artists, many of them from The Bay Area, The Fairmont San Jose hosts a sizable selection of credible pieces that make an artistic statement. Another work of art is the hotel's Winter Wonderland. Pastry chefs are gearing up for the holidays by intensely working in creating a 12' x 8' gingerbread house exquisitely adorned with whimsical “incredible edibles” and children's furniture especially designed and manufactured by the hotel's engineers. The new spacious Gingerbread House will be unveiled in the hotel's grand lobby on Saturday, Dec. 1, perfectly in time for the visiting youngsters to write their personal letter to Santa. Also for the holidays is a traveling exhibit of electric trains speeding through the scenic landscapes and unique attractions of nine global villages (USA, England, Netherlands, Russia, Germany, Mexico, France, Philippines and Switzerland. Designed in 1997 as a team project by the Fairmont Dallas's engineering department, the exhibit took 5,000 hours to create, and will be on view at the hotel Dec. 1-26, 2007. For more information visit [www.fairmont.com](http://www.fairmont.com).

**Hotel Valencia Santana Row** recently revitalized its 2,268 square foot Valencia Ballroom function space with new carpeting and wall coverings. With close to 4,000 square feet, the hotel can accommodate small and large parties, day or evening events. Hotel Valencia's versatile meeting space includes an open-air courtyard and a rooftop wine terrace—with views of the Santana Row Mediterranean architecture or the Santa Cruz Mountains. Located in San Jose, Hotel Valencia is at the heart of Santana Row's pedestrian-friendly shopping, dining and residential district. The 212-room hotel, a member of *Preferred Hotels® and Resorts*, combines contemporary style and luxurious amenities with technological savvy befitting its Silicon Valley location. As the centerpiece of Santana Row, San Jose's 42-acre stylish upscale urban district, the hotel caters to the business traveler and leisure visitor alike. For more information visit [www.hotelvalencia.com](http://www.hotelvalencia.com).

The **Holiday Inn San Jose** recently completed a \$ 2 million renovation and changed flags from the Hyatt San Jose to Holiday Inn San Jose. All rooms have been redone with new beds and new carpets, and complimentary wireless access has been added to all public areas and guestrooms. For more information on the hotel visit [www.holidayinn.com/sanjoseca](http://www.holidayinn.com/sanjoseca).

The **Radisson Hotel** is undergoing a multi-million-dollar renovation to its 195 rooms, fitness center and public areas. Radisson Hotel is also expanding their bar lounge by adding a full karaoke bar and dance floor. Renovation will be completed by April of 2008. For more information on the hotel visit [www.Radisson.com/sanjoseca](http://www.Radisson.com/sanjoseca).

The **San Jose Marriott** will be converting some of its lobby space into a beautiful new bar, expected to open by the end of 2007. The bar, designed mostly glass on two sides, will serve as an additional food and beverage outlet for the San Jose Marriott and will service the beverage needs at ARCADIA bar, which will be converted to focus on wine. ARCADIA's excellent wine list was put together by Mina Group's award-winning wine director, Rajat Parr. The hotel will also be installing 32-inch flat-panel televisions in all guest rooms. For more information on the hotel, visit [www.sanjosemarriott.com](http://www.sanjosemarriott.com).

The **Silicon Valley Fairfield Inn** has undergone 2.5 million dollar renovation, including a micro-fridge, flat-screen TV, new bathrooms and furniture in every room. The hotel management has added new meeting facilities as well as a breakfast room overlooking the outdoor heated pool and beautiful grounds. Now the hotel offers adjacent eateries such as Starbucks, Chipotle, Subway, Pho Veit and Hawaiian BBQ. For more information please visit [www.fairfieldinnsanjose.com](http://www.fairfieldinnsanjose.com)

### **PROMOTIONS AND AWARDS**

**Dolce Hayes Mansion** was recently awarded the prestigious Paragon Award from Corporate Meetings and Incentives Magazine. Only 40 hotels and 10 conference centers in the nation win this award annually, recognizing conference centers on the basis of their facilities, equipment and meeting services. The Hayes Mansion was also awarded the equally prestigious Pinnacle Award from Successful Meetings Magazine, presented to only 27 conference centers in the US. Orlo's, the Hayes Mansion's specialty restaurant, was voted as one of the top 10 days restaurants in San Jose. Being Spa in Dolce Hayes Mansion recently won the award for being one of the top 10 spas in San Jose. A rooms renovation begins in August with the installation of all new beds and bedding. Dolce Hayes Mansion is the only conference hotel in San Jose approved by the International Association of Conference Centers. For additional information or to make a reservation, go to [www.hayesmansion.com](http://www.hayesmansion.com).

**Hotel Valencia Santana Row's** latest promotions include: *Summer on Santana Row*, where guests stay two nights during the Labor Day weekend and get the third night free. This holiday package includes a luxurious guest room for two, deluxe continental breakfast at Citrus, and cocktails for two at Vbar or Cielo. Rates start at \$179 per room, per night, exclusive of tax and valid August 31-September 3, 2007. For reservations, visit [www.hotelvalencia.com](http://www.hotelvalencia.com) and enter "PROHOL" in the promotional ID field or call toll free 866.842.0100; *A Suite Escape, Valencia-Style* offers guests the chance to retreat to a spacious suite with welcome amenities, room service and products that pamper. The package includes a Junior or Executive Suite for two, assorted cheese tray and bottle of Santana Row wine, in-room American breakfast and a basket of LATHER bath products including bath salts, body crème, mask and aromatherapy candle. Rates start at \$549 per room, per night, inclusive of tax. This weekend package is available Friday through Sunday. For reservations, visit [www.hotelvalencia.com](http://www.hotelvalencia.com) and enter "PKGSNB" in the promotional ID field or call toll free 866.842.0100

### **CONVENTION CLIPS**

Members of the local San Jose hotel community, San Jose Convention and Visitors Bureau Board of Directors, Team San Jose Board of Directors, City of San Jose, and San Jose Redevelopment Agency leaders recently reviewed proposals from six nationally recognized design architects to complete preliminary steps as the San Jose hotel community and City Hall work together to **possibly expand the San Jose McEnergy Convention Center**. The six architects presented ideas and concepts to the panel in hopes of landing the design contract. After a two-day interview process, the panel recommended LMN Architects out of Seattle Washington, which was later approved by the City of San Jose Redevelopment Agency Board of Directors. Planning and design work will continue throughout the next five months to refine design, cost and planning efforts to further evaluate a possible expansion project.

## SHOPPING SPECIALS

**Santana Row** recently welcomed several new stores and restaurants, including: **Paper Source** – the premier purveyor of fine handmade papers from around the world. Their spectacular selection is sold in a wide range of forms – large sheets, pre-cut and packaged letter sized sheets, envelopes and accessories -- with colors developed by and exclusively manufactured for Paper Source; **The Counter** – the 21<sup>st</sup> century's answer to the classic burger joint. When you step inside The Counter, you're greeted with a clipboard and an extensive list of mouth-watering ingredients that allow you to build your own burger. The resulting 312,120+ different burger combinations make every burger as unique as each customer; **Atelier Studio** – a second location of Santana Row's popular Atelier Aveda Lifestyle Salon Spa, the flagship AVEDA Lifestyle Salon Spa in San Jose. In addition to offering a full line of hair, make-up and spa services, Atelier also carries the complete line of Aveda's hair, skin, cosmetic and body and hair care products; and **BCBG Max Azria** – one of Santana Row's original retailers, BCBG recently opened an expanded flagship location, offering their full collection of trend-setting fashions for women. Coming up, Santana Row kicks off celebrations of its fifth anniversary with **Fall Fashion Week** (Sept. 12-16, 2007) – five days of high-energy fashion shows showcasing the latest styles for fall, with each benefiting a local charity. For more information, call the Concierge Center at 408-551-4611 or visit [www.santanarow.com](http://www.santanarow.com).

## CULTURAL CORNUCOPIA

**American Musical Theater** recently announced its 2007-08 Season, including the following shows: *Guys & Dolls* (Oct. 9-27, 2007), *Go, Diego, Go Live – The Great Jaguar Rescue!* (Nov. 1-4, 2007), *Jesus Christ Superstar* (Dec. 27-30, 2007), *Little Shop of Horrors* (Jan. 22-Feb. 3, 2008), *Cabaret* (March 4-16, 2008) and *Disney's Beauty and the Beast* (May 13-25, 2008). For information visit [www.amtsj.org](http://www.amtsj.org) or call 1-888-455-7469.

**Ballet San Jose** recently announced its 2007-08 Season Line-Up. Upcoming shows include: *Carmina Burana* presented with Summerscape (Nov. 15-18, 2007), *The Nutcracker* (Dec. 13-23, 2007), *Swan Lake* (Feb. 15-24, 2008), *Just Balanchine* – Spring Repertory Program (March 27-30, 2008), *The Firebird* presented with Mendelsson's Symphony (May 1-4, 2008) and *Snow White and the Seven Dwarfs* (May 24-25, 2008). For more information visit [www.balletsanjose.org](http://www.balletsanjose.org) or contact the Box Office 408.288.2800 or Group Sales Office at 408.288.2820 x 204. Single Ticket Prices: \$25-\$82 (with student, senior, and group discounts. Performances held at the San Jose Center for the Performing Arts.

In addition to the ongoing line-up of Ballet San Jose and American Musical Theater performances, the **San Jose Center for the Performing Arts** also recently announced concerts such as Jewel (Nov. 19, 2007) and Lord of the Dance (Nov. 24, 2007). For more information visit [www.sanjose.org](http://www.sanjose.org).

**Children's Discovery Museum** recently brought in traveling exhibit "Adventures with Clifford The Big Red Dog." Kids can board the Birdwell Island ferry and journey to the world of Clifford™, America's beloved big red dog with a heart to match, in this exhibit created by Minnesota Children's Museum. They can meet a nine-foot high Clifford and slide down his tail, just like Emily Elizabeth does on the PBS KIDS series, help fill Clifford's big dog bowl with bones using a conveyor belt, and hunt for buried treasures at T-Bone's Beach. Parents should bring a camera on Saturdays as Clifford makes spot appearances on Saturdays. On Sept. 23, 2007 the museum will team up with the Mexican Heritage Plaza to kick off the Mariachi Festival, offering special activities. For more information visit [www.cdm.org](http://www.cdm.org).

**Children's Musical Theater** recently announced the productions *Leader of The Pack* (July 27-August 5, 2007), *Charlotte's Web* (August 9-12, 2007). For more information on its upcoming season visit [www.cmts.org](http://www.cmts.org).

**HP Pavilion in San Jose** ([hpps.com](http://hpps.com)) is selling tickets for the following concerts and shows this Summer/Fall:

**Aug. 13 – Tim McGraw & Faith Hill**, 7:30 p.m. \$45-\$85

**August 22-26 - Ringling Bros. and Barnum & Bailey CIRCUS**, \$15-95

**Aug. 30 – American Idols Live**, 7 p.m. \$38.50-\$70  
**Sept. 12 – Justin Timberlake**, 7:30 pm, \$56-\$151  
**Sept. 30 – Marco Antonio Solis**, 7 p.m. \$55-\$90  
**Oct. 17 - Jennifer Lopez and Marc Anthony**, 8 p.m., \$39.50-\$150  
**Nov. 1 – George Michael**, 8 p.m., \$55.50-\$175.50

**Opera San Jose** recently launched its 2007-2008 season with the announcement of Gaetano Donizetti's *Lucia di Lammermoor*. Eight performances are scheduled from September 8 through 23 at the California Theatre in downtown San Jose. With its powerful plot, glorious music, spectacular mad scene, and atmospheric Scottish setting, *Lucia di Lammermoor* is one of the most affecting of all the great operas. It is based on Sir Walter Scott's 1819 novel *The Bride of Lammermoor*, and its story comes from a true incident—a feud between two families—that took place in the Scottish Lowlands in 1669. Opera San José's production will be directed by Timothy Near, artistic director of San Jose Repertory Theatre. Tickets are \$66, \$78, and \$88; call 408-437-4450 or visit [www.operasj.org](http://www.operasj.org). This production is sponsored by Applied Materials and Citigroup Financial and is made possible, in part, by grants from the City of San José and Silicon Valley Community Foundation.

**San Jose Repertory Theatre's** 2007-08 Season begins with the romantic comedy, *Triumph of Love*, by the great French playwright, Pierre Marivaux (Sept. 22-Oct. 21, 2007) Set in the splendor of France during the lavish reign of Louis XV, Marivaux's play reveals the beauty, absurdities and bittersweet nature of love. Adapted and directed by nationally renowned artist Lillian Groag. The Rep's season also features, *This Wonderful Life* by Steve Murray, a delightful treat that is perfect for the holiday season. The season also includes two Regional Premieres: Robert Clyman's chilling psychological thriller, *Tranced*, and the Broadway hit, *Souvenir* by Stephen Temperley and the world premiere adaptation of Jeffrey Hatcher's intriguing Victorian tale of split personality, *The Strange Case of Dr. Jekyll & Mr. Hyde*. The season closes with the Reduced Shakespeare Company's *All the Great Books (abridged)*. For more information call 408.367.7255 or visit [www.SJRep.com](http://www.SJRep.com).

The **Tech Museum of Innovation**, one of the nation's premier science and technology museums, is proud to host the first Northern California showing of *BODY WORLDS 2 & The Three Pound Gem*, Gunther von Hagens' Anatomical Exhibition of Real Human Bodies, presented by The Health Trust. This unique and educational exhibit about human anatomy, physiology and health gives guests an unprecedented view inside the human body, and has been enjoyed worldwide by more than 22 million people. For the first time in the history of the exhibition, *BODY WORLDS* will present *The Three Pound Gem*, a special feature on the brain inspired by findings in neuroscience on brain development and function, brain disease and disorders, and brain performance and improvement. *BODY WORLDS 2 & The Three Pound Gem* opens at The Tech in downtown San Jose on September 27, 2007, and will run through January 26, 2008. Exhibit hours will be from 9:00 a.m. to 9:00 p.m. every day except Christmas Day, with last entry at 7:30 p.m.; tickets are timed at 15-minute intervals. Purchase tickets online by visiting [www.thetech.org](http://www.thetech.org) or by calling (408) 294-TECH (8324).

The San Jose Redevelopment Agency has partnered with the arts community to bring new life to the **SoFA (South First Area) District** with over \$80 million worth of investments. South First Street is now home to many of the downtown art galleries such as Anno Domini, MACLA, Green Rice, San Jose Institute of Contemporary Art, San Jose Museum of Quilts & Textiles and Works San Jose. Most of the galleries received some form of assistance from the Redevelopment Agency for relocation, expansion or building rehabilitation purposes to reside in their current location. The close proximity of the arts organizations has created many collaborative opportunities and a sense of community in this thriving, urban arts and cultural district. South First Street comes alive with a "South First Fridays" gallery crawl and street market the first Friday of each month featuring local art and live music. First Street is also receiving streetscape improvements including new sidewalks, gutters, trees and lighting between Williams and Reed. For more information visit [www.sjredevelopment.org](http://www.sjredevelopment.org).

## TRANSPORTATION TIDBITS

**Mineta San Jose International Airport (SJC)**, just 5 minutes from downtown San Jose, offers 182 daily departures with 13 airlines providing non-stop service to 31 destinations. SJC is currently undergoing a \$1.5 billion project to upgrade and replace terminal facilities over the next three years. By 2010, SJC will be an entirely new terminal complex, including:

New concessions that will meet the expectations of today's travelers for airport services.  
A state-of-the-art high-speed baggage handling system,

Technologically sophisticated systems that will improve the flexibility and efficiency of airline and airport operations to improve customer service

A convenient consolidated rental car garage to meet leisure and business traveler needs.

First major visible feature is the new North Concourse, where the steel frame will be completed next month.

## ATTRACTION ACTION

**Great America** amusement park, which recently announced the addition 355,000-gallon GREAT BARRIER REEF™ wave pool, has added new shows: Twistin' to the 60's & The Misfit of Magic, a dance party featuring the best sounds and moves of the 1960's; and The Misfit of Magic, international comedic magician Ed Alonzo, two-time winner of the 'Stage Magician of the Year' and best know as Max on "Saved by the Bell." Great America also announced two new events this Fall which are free with admission: Nickelodeon™ Celebration Parade (Weekends, Sept 1–Oct. 28, 2007), where more than 20 Nickelodeon characters and a cast of nearly 100 performers with seven colorful, interactive floats dance throughout a 30-minute Nickelodeon spectacular; and Nick or Treat™ (Weekends Oct. 13-28, 2007), the only event in Northern California where kids 12 and under can wear costumes, trick-or-treat alongside Nickelodeon® characters or participate in a special, Halloween-themed Nickelodeon™ Celebration Parade. For more information and show times, visit [www.pgathrills.com](http://www.pgathrills.com) or call 408-988-1776.

## SPORTS SHORTS

The City of San Jose is reviewing an opportunity to bring back a professional **Major League Soccer (MLS) team** to San Jose, develop a stadium and review other possible development opportunities on Coleman Avenue, an up and coming retail area a short walk or drive from downtown. A professional soccer stadium will also provide the potential to host large meetings or general session gatherings in the stadium and schedule community events and festivals, all adding to the economic value of the stadium in our community.

The City of Santa Clara is reviewing a proposal submitted by the **San Francisco 49ers management to relocate to Santa Clara**, only six miles from San Jose. The Santa Clara Chamber of Commerce and Convention-Visitors Bureau and the San Jose Convention and Visitors Bureau hired Dr. John Connaughton, University of North Carolina Charlotte Professor of Economics to complete a Regional Economic Impact report analyzing the benefits of a proposed 49er stadium in Santa Clara: *Annual economic impact of both on-site and off-site on-going stadium operations on Santa Clara County of over \$650 million; and Jobs both on-site and off-site supported, within Santa Clara County, by the on-going stadium operations is 3,665.*

## UPCOMING FESTIVALS AND EVENTS

### San Jose Grand Prix

July 27-29, 2007

Downtown San Jose

*The Grand Prix weekend will be highlighted by the Champ Car World Series race, set for Sunday, July 29 at 3:00 p.m. In addition, there will be a Champ Car Atlantic Championship race, two Formula BMW USA contests, three Historic Stock Cars events including a Canary Foundation Fundraising Race and three Formula Drift team competition demonstrations, thus providing a full and exciting weekend of speed for northern California race fans. Visit [www.sanjosegrandprix.com](http://www.sanjosegrandprix.com).*

### 18th Comcast San Jose Jazz Festival Presented by Southwest Airlines

August 10-12, 2007

Downtown San Jose

*The Jazz Festival of Silicon Valley features more than 100 performances on 10 stages and all that jazz in downtown San Jose: Blues, Latin, Salsa, R&B, Big Band, jazz beyond and more. Visit [www.sanjosejazz.org](http://www.sanjosejazz.org)*

### 16th Annual San José International Mariachi Festival

September 26-30, 2007

Mexican Heritage Plaza near Downtown San Jose

*This festival features Grammy Award Winners Linda Ronstadt and Los Lobos with Mariachi Cobre, Mexican Pop Superstar Marco Antonio Solís with Mariachi Sol de Mexico, Battle of the Mariachis and many educational programs. Visit [www.mhcviva.org](http://www.mhcviva.org)*

## **Rock 'n' Roll San Jose Half Marathon**

October 14, 2007

Downtown San Jose

*This exciting half marathon attracts 15,000 participants, and offers a two-day Expo at the San Jose McEnery Convention Center. Last October, the debut of the Rock 'n' Roll Half Marathon in San Jose became the world's seventh largest inaugural running event with 11,536 entrants. The race is now positioned in the top 10 list of largest half marathons in the United States and is the largest half marathon in the Bay Area. Visit [www.rnrsl.com](http://www.rnrsl.com).*

### **About Team San Jose**

Team San Jose's mission is to ensure that San José's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.

### **About The San Jose Convention & Visitors Bureau (SJCVB)**

The San Jose Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San Jose by marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San Jose. To receive a copy of the Bureau's Meeting Planning Guide or Official Visitors Guide, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

###