



For Immediate Release



Media Contact: Amy Looney
Placer Valley Tourism
(916) 773-5400:
alooney@placertourism.com

Memorial Day Weekend Marks the Start of Summer in Placer Valley

Huge Economic Impact from Multiple Events

Rocklin, CA - May 19, 2016- With Memorial Day rapidly approaching, Placer Valley hotels are preparing for a sell-out weekend as more than 2,800 athletes competing in four major tournaments descend on the cities of Roseville, Rocklin and Lincoln.

Last year during Memorial Day weekend Placer Valley hotels had a 93 percent occupancy with a very healthy average daily rate (ADR) of \$110 per room night. There is no doubt this will be matched or exceeded for 2016.

"Memorial Day announces opening day for the summer season, when schools are letting out all across the country and people are enjoying the leisure pace of summer travel as well as many families traveling for competitive youth sporting events," explained Jessica Sacci, Chair of the Placer Valley Tourism Board and Regional Director of Operations, Pillar Hotels & Resorts.

"The hotels are gearing up for the livelier group of customers, anticipating heavy use of swimming pools, fitness centers and giving recommendations for great dining and retail experiences," added Sacci.

First up is the Rocklin Pony Youth Baseball Memorial Day Tournament, a four-day event that starts on Thursday, May 26 and will finish up on Monday, May 30. More than 600 youth baseball players are expected to be out at the Whitney Park fields competing throughout the long weekend.

Nearly 2,000 girl softball players will be in Placer Valley for the 6th Annual ASA Memorial Day Classic. This major tournament takes place May 27-30 and due to the magnitude of this event several fields will be utilized including Maidu and Mahany in Roseville as well as Lincoln High School and Foskett and Wilson Parks, both in Lincoln.

Youth Tennis will also be highlighted during May 27-30, when the USTA National Selection Tournament takes play at Johnson Ranch Racquet Club in Roseville. This is an advanced skill level tournament with more than 100 boys and girls competing in both singles and doubles in the 12 -14 age range.

Finally, the California State Association Girls Dual Wrestling Championship will also be taking place at Sierra College in Rocklin on May 28-29 with 140 high school girls competing.

The combined economic impact from these major events is estimated at a conservative \$1.3 million.



About Placer Valley Tourism

Placer Valley Tourism (PVT) is made up for the 23 hotels in Roseville, Rocklin and Lincoln, California. PVT recruits and supports hundreds of annual events with grants, marketing, volunteers and other services as needed. To learn more about how PVT can help bring your event here, visit www.playplacer.com or call 916-773-5400.

###

If you'd like more information please call PVT at (916) 773-5400 or email Amy Looney at alooney@placertourism.com.

Placer Valley Tourism | 2204 Plaza Drive, Suite 110 | Rocklin | CA | 95675

STAY CONNECTED:

Like us on **Facebook** 

Follow us on **twitter**

Placer Valley Tourism, 2204 Plaza Drive Suite 110, Rocklin, CA 95675

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by alooney@placertourism.com in collaboration with

Constant Contact 

Try it free today