



# Alternative Data Sources

## January 2018

# Data Deficits

## Issue

- Foreign visitations within your catchment area
- Business synergies between your catchment and target market
- VFR/Ethnic Affinity

## • Solution



# UK Companies with Sacramento-area Subsidiaries

UK Parent	Based in	US Subsidiary	Product/Service
AMEC Foster Wheeler PLC	Knutsford	AMEC Geomatrix and AMEC Foster Wheeler	Petroleum/mining consulting/engineering, project mgmt
Avon Rubber PLC	Melksham	Avon Dairy Solutions & Milkrite USA	Design/manufacture of rubber products
Balfour Beatty PLC	London	Heery International Inc.	Power/construction engineering services
Electrocomponents PLC	Somerset	Allied Electronics Inc.	Electrical/mechanical components
Environmental Resources Mgmt Ltd.	London	ERM Group	Environmental consulting services
G4S PLC	London	G4S Secure Solutions USA	Security solutions systems
Intercontinental Hotels Group PLC	Denham	Holiday Inn, etc.	Hotels, resorts
Morgan Advanced Materials PLC	Windsor	Morgan Technical Ceramics	Advanced specialist ceramics
Mott MacDonald Group Ltd	Croydon	Mott MacDonald	Manangement/engineering consultancy
Oxford Instruments, PLC	Abindgon	Oxford Instruments Healthcare	Patient monitoring systems
Pentair PLC	Worsley	Acu-Trol, Inc.	Manufactures valves, controls
Rentokil Initial PLC	Camberley	Ambius Inc.	Pest control
University of Warwick	Coventry	University of Warwick (Roseville)	Higher education
WPP Group PLC	London	Dewey Square Group	Advertising/Marketing services
WS Atkins PLC	Epsom	Atkins North American	Engineering, design consulting

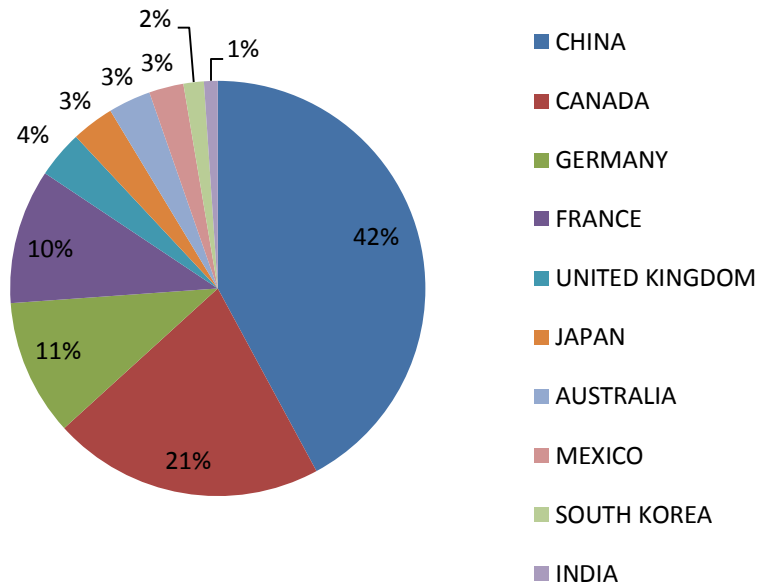
# Sacramento-area Companies with UK Subsidiaries

Sacramento Parent	UK Subsidiary	Based in	Product/Service
SPI Energy	Solar Power Inc UK Services Ltd.	London	Provider of photovoltaic (PV) solutions
Jampro Antennas	Alan Dick Broadcast (ADBL)	Cheltenham	Designer/supplier of broadcast antenna systems
5ivepillars	5ivepillars, LLC	London	Contemporary clothing
Vision Service Plan (VSP)	VSP Global	London	Eye care benefits, services, products and solutions

Source: Uniworld online

# Chinese Inbound Credit Card Expenditures in Sacramento Catchment Area

**SMF Catchment Foreign Credit Card Sales - Top 10 Markets (YE2Q17)**

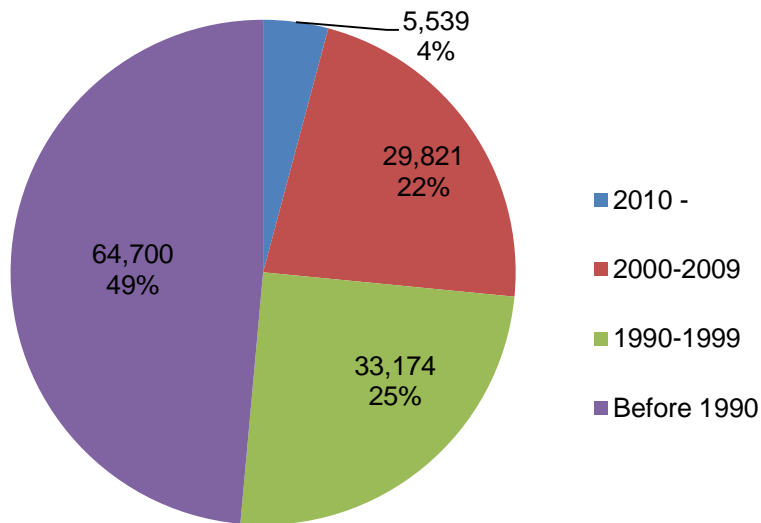


- China was the largest inbound foreign market with 22% share of visitors and 42% share of total cardholder spend in Top 10 markets
- Visa has app. 18% market share of the Chinese credit card market
- Sacramento area YE2Q17 total Chinese cardholder spend estimated at \$73.4 million, a 6% increase over CY2016



# European Ethnic/Language Ties

## European-born Sacramento Residents by Year of Entry



Source: U.S. Census, 2010-2014, incl. 35 counties in Northern California (non-Bay Area) with combined population of 7.1 million

Ethnicity	Population	% of Total	Language Spoken	Place of Birth
German	564,262	21.9%	21,131	15,439
Irish	421,889	16.4%		2,493
British	402,765	15.6%		20,661
Italian	292,742	11.4%	11,217	4,170
European	118,993	4.6%		133,234
Portuguese	115,001	4.5%	24,177	11,681
French	92,507	3.6%	18,952	4,251
Scottish	87,215	3.4%		1,887
Norwegian	74,106	2.9%		1,104
Swedish	71,173	2.8%		1,104
Spanish	63,859	2.5%	1,189,892	1,765
Dutch	57,325	2.2%		3,527
Polish	56,463	2.2%	2,801	2,650
Russian	56,317	2.2%	41,982	13,389
Danish	31,776	1.2%		1,654
Ukrainian	29,787	1.2%		21,872
Greek	22,348	0.9%	3,681	1,700
Swiss	19,364	0.8%		1,549

# Want Sun? We Guarantee it!

- Sacramento has the sunniest summers anywhere on earth!
- Sacramento has sunny conditions 78% of the time on an annualized basis



## World's Sunniest Places by Month (Average Hours of Sunshine)

Month	Country	Place	Monthly	Daily
Jan	S. Africa	Upington, N. Cape	353	11.4
Feb	Thailand	Songkla	349	12.5
Mar	USA	Yuma, AZ	336	10.8
Apr	Canada	Alert, Nunavut	377	12.6
May	Canada	Eureka, Nunavut	512	16.5
Jun	USA	Sacramento, CA	420	14.0
Jul	USA	Sacramento, CA	440	14.2
Aug	USA	Sacramento, CA	407	13.1
Sep	USA	Sacramento, CA	348	11.6
Oct	Mongolia	Khalkhgol	335	10.8
Nov	S. Africa	Upington, N. Cape	345	11.5
Dec	S. Africa	Upington, N. Cape	367	11.8

Source: World Data Center for Meteorology, June 2017



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