MISSION
TO DRIVE VISITOR DEMAND TO ECONOMICALLY BENEFIT THE SAN DIEGO REGION.

VISION
LEADING SAN DIEGO TO BECOME THE MOST DESIRABLE DESTINATION.
## FY 2018 Midyear Results
### July 2017 - December 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotions Unpaid Value</td>
<td>$1.2 Million</td>
</tr>
<tr>
<td>Unpaid Media</td>
<td>$20 Million</td>
</tr>
<tr>
<td>Audience Engagement</td>
<td>5 Million</td>
</tr>
<tr>
<td>Ad Partner Co-op Spend</td>
<td>$727,000</td>
</tr>
<tr>
<td>Private Source Revenue Contracted</td>
<td>$531,000</td>
</tr>
<tr>
<td>San Diego Certified Specialists Trained</td>
<td>321</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sales Definite Room Nights Booked</th>
<th>Citywide</th>
<th>68% of YTD Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Sales</td>
<td>244,688</td>
<td>113% of YTD Goal</td>
</tr>
<tr>
<td>Sports</td>
<td>27,800</td>
<td>117% of YTD Goal</td>
</tr>
</tbody>
</table>
CHINA CONSUMER DIRECT ADVERTISING LAUNCHED

$1 Million Invested

$1.8 Million Partner Contribution from Brand USA

Nov 2017 - June 2018 Media Program:
- OTAs: Ctrip, Fliggy
- PPC: Baidu
- Social Media: Weibo, WeChat
- Brand USA Website: GoUSA.CN
- KOL Influencer Program

HOT OFF THE PRESS

$20 Million in Unpaid Media Value in First 6 Months

Feature Stories in The New York Times, GQ China, The Sunday Telegraph (Australia), Food + Travel Magazine (Mexico) and More.

Poppy Award Winner 2017 PR Mexico Campaign

AWESOME ALL YEAR CAMPAIGN

$525,000 Invested in Media Promoting Major Events
- KAABOO
- Breeders’ Cup
- Extreme Sailing
- Beer Week

KIDS FREE SAN DIEGO OCTOBER PROMOTION
- Over 100 Participating Members
- $1.1M Invested

SDTA FLIES HIGH WITH LUFTHANSA!

$250,000 Invested to Secure New Direct Flight from Germany

Marketing Programs to Get It Off the Ground Including:
- Travel Trade Training, FAMs and Mission
- In-Market Paid Social Media Campaign
- Consumer Direct Advertising
- Media Relations and FAMs
CITYWIDE SALES

270,142 Definite Room Nights Including:

- Optical Society
  - 15,000 Room Nights
  - March 2023
- Pittcon
  - 28,500 Room Nights
  - February 2024

SPORTS SALES BIG WINS!

- NCAA Men’s Basketball 1st & 2nd Rounds
  - 10,000 Room Nights
  - March 2022
- Elite Club National League Boys Showcase & Playoffs
  - 13,000 Room Nights
  - April & June 2018
- 2019 Elite Club National League Girls Playoffs
  - 11,000 Room Nights
  - June 2019

MEMBER HIGHLIGHTS

$531,000 Private Source Revenue Contracted

Member Engagement:
- Over 500 Attendees at the October Sales & Marketing Workshop
- 2 Social Media Workshops
- 5 Open Office Hours
- 1 Member Mixer – Star Wars Screening

SINGLE PROPERTY SALES

244,688 New Room Nights Booked

113% of Midyear Goal

Client Engagement:
- 115 Client Site Experiences
- 8 Client Events
- 16 Trade Shows

SMART MEETINGS 2017 INDUSTRY LEADER

Margie Sitton
Senior VP of Sales & Services

HPN 2017 GLOBAL PARTNER OF THE YEAR

Ernie Rossow
National Sales Director

CITYWIDE SALES

270,142 Definite Room Nights Including:

- Optical Society
  - 15,000 Room Nights
  - March 2023
- Pittcon
  - 28,500 Room Nights
  - February 2024
SAN DIEGO’S BRAND

San Diego’s unique blend of outdoor lifestyle, sun-soaked beaches and dynamic city experiences creates an unparalleled balance of relaxation and excitement – we’re one part beach, one part city. Through our laid-back, friendly, refreshingly down-to-earth attitude, this is a destination that more than shines. Through our open-mindedness we inspire optimism and positivity like no place else on earth, and bring out the best in everyone. Which is why we like to say, in San Diego, the outlook is always sunny.

The Climate
ALWAYS GREAT
year-round sunny weather

The People
CHILL
laid-back, friendly, down-to-earth

The Place
BEACH CITY
outdoor lifestyle, sun-soaked beaches, dynamic city experiences

A Sunny Outlook
UNIQUE ATTITUDE
fueled by good vibes

BENEFIT
A place that inspires optimism & positivity — where anything is possible

BRAND CHARACTER
Vibrant, authentic, welcoming, joyful, laid-back, open-minded, and creative
WHY TRAVEL MATTERS

Tourism drives our local economy, supports our way of life, and makes San Diego a better place to live, work and play. It also instills a deep sense of pride in those individuals who work in the tourism industry or call San Diego home.

<table>
<thead>
<tr>
<th>TOURISM IS SAN DIEGO’S</th>
<th>$289 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECOND LARGEST TRADED ECONOMY</td>
<td>IN HOTEL ROOM TAX REVENUE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOURISM CONTRIBUTES</th>
<th>TOTAL TAXES GENERATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>$17.9 billion IN ECONOMIC IMPACT</td>
<td>$778 million</td>
</tr>
</tbody>
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<table>
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<tr>
<th>TRAVEL INDUSTRY EMPLOYS</th>
<th>RETURNS SAN DIEGO HOUSEHOLDS</th>
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<tr>
<td>194,000 SAN DIEGANS</td>
<td>$463 in tax savings</td>
</tr>
</tbody>
</table>

NEARLY 13% OF ALL JOBS IN THE REGION

70% OF VISITOR SPENDING IS AT BUSINESSES OTHER THAN LODGING

Travel generates $2.3 trillion for the U.S. economy and supports more than 15.3 million U.S. jobs directly related to the industry. One in every nine American jobs depends on travel and tourism. Over $157 billion in tax revenue was generated by travel spending for federal, state and local governments in 2016.

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Mark Cafferty
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Dr. Jack Conigli
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Rip Rippetoe
The Honorable Ron Roberts
Jerry Sanders

SAN DIEGO TOURISM AUTHORITY
750 B STREET, SUITE 1500  |  SAN DIEGO, CA 92101
619.232.3101
SANDIEGO.ORG

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