

FY 2018 MIDYEAR UPDATE

JULY 2017 - DECEMBER 2017



TOURISM AUTHORITY

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

PROMOTIONS
UNPAID VALUE

\$1.2 MILLION

AD PARTNER
CO-OP SPEND

\$727,000

UNPAID MEDIA

\$20 MILLION

PRIVATE SOURCE
REVENUE CONTRACTED

\$531,000

AUDIENCE ENGAGEMENT

5 MILLION

SAN DIEGO CERTIFIED
SPECIALISTS TRAINED

321

SALES DEFINITE ROOM NIGHTS BOOKED

270,142
CITYWIDE

68%
OF YTD GOAL

244,688
HOTEL SALES

113%
OF YTD GOAL

27,800
SPORTS

117%
OF YTD GOAL



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



AWESOME ALL YEAR CAMPAIGN

\$525,000 Invested in Media Promoting Major Events

- KAABOO
- Breeders' Cup
- Extreme Sailing
- Beer Week
- CRSSD
- ISA World Adaptive Surfing Championship



KIDS FREE SAN DIEGO OCTOBER PROMOTION

- Over 100 Participating Members
- \$1.1M Invested
- Aug - Oct 2017 Media Impressions
- 70 Million Advertising Impressions



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



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



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



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



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

+

The People

+

The Place

=

A Sunny Outlook

ALWAYS GREAT

year-round
sunny weather

CHILL

laid-back,
friendly,
down-to-earth

BEACH CITY

outdoor lifestyle,
sun-soaked beaches,
dynamic city experiences

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.

**TOURISM IS SAN DIEGO'S
SECOND
LARGEST TRADED ECONOMY**

**\$289 million
IN HOTEL ROOM TAX REVENUE**

**TOURISM CONTRIBUTES
\$17.9 billion
IN ECONOMIC IMPACT**

**TOTAL TAXES GENERATED
\$778 million**

**TRAVEL INDUSTRY EMPLOYS
194,000
SAN DIEGANS**

**RETURNS SAN DIEGO HOUSEHOLDS
\$463 in tax savings**

**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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Tom Lincoln	



SAN DIEGO TOURISM AUTHORITY

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SANDIEGO.ORG

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