

Happiness is:  
The **Perfect Climate**  
for **Productivity.**

## UPCOMING CONVENTION ATTENDANCE PROFILE

### Traffic & Conversion Summit 2021

Monday, September 13 – Wednesday, September 15, 2021

(Convention will return in 2022.)

**Attendance** 3,500

### Group Description

Traffic & Conversion is a premiere digital marketing convention where people will learn proven tactics to increase traffic, conversions, and sales for their businesses.

### Attendee Profile

The majority of attendees range from 25-50 years of age and are some of the world's best marketers, business owners, and entrepreneurs from every industry, vertical, and corner of the globe.

### Citywide Summary

Day/Date	Guestroom Block
Saturday, September 11	15%
Sunday, September 12	83%
Monday, September 13	100%
Tuesday, September 14	100%
Wednesday, September 15	50%

### Participating Hotels

Hotel	Contracted Block
Marriott Marquis	450
Omni San Diego Hotel	300
Total Contracted Block	750

## Schedule of Events (as of 8/16/21)

### Sunday, September 12

- Approximately 83% of attendees will arrive.
- All attendees on own for Breakfast, Lunch and Dinner.

### Monday, September 13

- Remaining attendees arrive.
- At the Convention Center General Session, Breakouts and Exhibition Hall Party 6:30-9:30pm.
- Attendees are on own for Breakfast, Lunch and Dinner.

### Tuesday, September 14

- At the Convention Center General Session, Breakouts and Networking Party at Marriott Marquis 7:30-10:30pm.
- Attendees are on own for Breakfast, Lunch and Dinner.

### Wednesday, September 15

- At the Convention Center Sessions General Session and Breakouts concluding at 4:15pm.
- Attendees are on own for Breakfast, Lunch and Dinner.
- Approximately half of the attendees depart.

### Thursday, September 16

- Remaining attendees depart.

## Off-Site Scheduled Events

Networking Party at Marriott Marquis on Tuesday, September 14 from 7:30-10:30pm.

## Shuttle Information

Group on own for transportation.

## Contact Information

- Dave Matta, National Sales Director/Citywide Conventions, San Diego Tourism Authority
- Gerrica Gray, Senior Convention Services Manager, San Diego Tourism Authority
- Alana Jones, Head of Operations/Digital Marketing, Clarion Events Inc.

**Twitter** @traffic\_summit

**Facebook** @trafficandconversionsummit