

# Happiness is: The Perfect Climate for Productivity.

## UPCOMING CONVENTION ATTENDANCE PROFILE



### Esri User Conference

Monday, July 10 – Friday, July 14, 2023

Anticipated Attendance: 20,000-22,000

*(Actual Attendance in 2022 was 17,000)*

### Group Description

The field of geographic information systems (GIS) started in the 1960s as computers and early concepts of quantitative and computational geography emerged. Early GIS work included important research by the academic community. The Canada Geographic Information System resulted in the first computerized GIS in the world in 1963. In 1964 at Northwestern University the first computer mapping software programs known as SYMAP, and in 1965, the Harvard Laboratory for Computer Graphics was established.

In 1969, Jack Dangermond, a member of the Harvard Lab, and his wife Laura founded Environmental Systems Research Institute, Inc. (Esri). The consulting firm applied computer mapping and spatial analysis to help land use planners and land resource managers make informed decisions. The company’s early work demonstrated the value of GIS for problem solving. Esri went on to develop many of the GIS mapping and spatial analysis methods now in use. These results generated a wider interest in the company’s software tools and workflows that are now standard to GIS.

### Attendee Profile

The Esri User Conference is a cornerstone of the GIS community, with attendees from nearly every commercial sector, government organization, and nonprofit field. 60% male, 40% female, attendees are users of software.

### Room Block

Friday, July 7	Saturday, July 8	Sunday, July 9	Monday, July 10	Tuesday, July 11	Wednesday, July 12	Thursday, July 13	Friday, July 14
780	1,820	4,316	5,096	5,200	4,576	4,160	584

## Schedule of Events

Date	Monday, July 10	Tuesday, July 11	Wednesday, July 12	Thursday, July 13	Friday, July 14
<b>Approx. Attendee</b>	20,000-22,000 attendees	20,000-22,000 attendees	20,000-22,000 attendees	20,000-22,000 attendees	20,000-22,000 attendees
<b>Convention Center Activity &amp; Meals</b>	8:30-3:30pm Plenary Sessions 3:30pm-5:00pm Academic Fair 4:00pm-6:00pm Map Gallery Reception	8:00am-6:00pm Map Gallery 8:30am-5:00pm Tech Workshops & User Presentations 9:00am-6:00pm Expo	8:00am-6:00pm Map Gallery 8:30am-5:00pm Tech Workshops & User Presentations 9:00am-6:00pm Expo 3:30pm-5:30pm Esri Awards Ceremony	8:00am-2:00pm Map Gallery 8:30am-4:00pm Tech Workshops & User Presentations 9:00am-4:00pm Expo	9:00am-10:00am Tech Workshops 10:30am-12:00pm Closing Session
<b>Attendee Open Meals</b>	<b><i>Attendees are on their own for all meals. Anticipate high volume for Lunches.</i></b>				

## Participating Hotels

Andaz San Diego	Kimpton Hotel Alma San Diego
Carte Hotel	Manchester Grand Hyatt San Diego
Courtyard San Diego Gaslamp/Convention Center	Marriott Marquis San Diego Marina
DoubleTree by Hilton San Diego Downtown	Moxy San Diego Gaslamp Downtown
DoubleTree San Diego – Hotel Circle	Omni San Diego Hotel
Embassy Suites Hotel San Diego Bay - Downtown	Residence Inn San Diego Downtown Gaslamp Quarter
Four Points by Sheraton San Diego Downtown	San Diego Marriott Gaslamp Quarter
Hampton Inn by Hilton San Diego Downtown	San Diego Marriott Mission Valley
Hard Rock Hotel San Diego	Sheraton San Diego Hotel & Marina
Hilton Garden Inn San Diego Downtown/Bayside	Solamar San Diego
Hilton Gaslamp Quarter San Diego	Staypineapple, Hotel Z
Hilton San Diego Bayfront	The Guild Hotel, A Tribute Portfolio Hotel by Marriott
Homewood Suites San Diego Downtown/Bayside	Westin San Diego Gaslamp Quarter
Horton Grand	Westin San Diego Downtown
Hotel Indigo San Diego Gaslamp Quarter	Wyndham San Diego Bayfront
Hotel Republic San Diego	

## Off-Site Scheduled Events

Closing Reception will be held in Balboa Park on Thursday, July 14<sup>th</sup> from 5:00pm-10:00pm. Shuttles will run to/from the Convention Center starting at 4:45pm.

## Hotel Shuttle Information

None scheduled.

## Contact Information

- Jacqueline Scott, Senior Director of Client Services, SDTA