



Growing the Tourism Economy

November 8, 2016



The San Diego Tourism Authority

MISSION

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

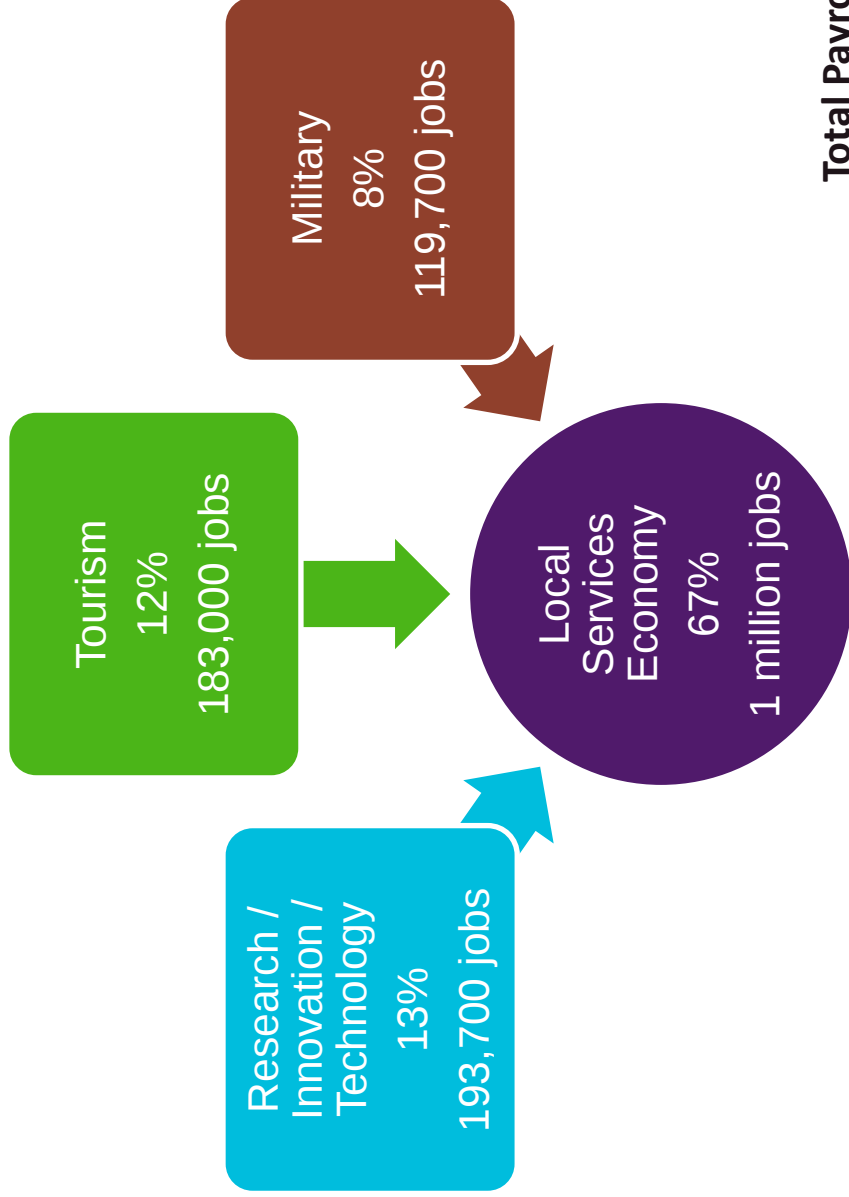
VISION

**LEADING SAN DIEGO TO
BE THE MOST DESIRABLE
DESTINATION.**

Founded 1954
Not for Profit 501(c)6
Funded through City of San Diego Tourism
Marketing District and Private Source Revenues



San Diego's Traded Economies



Total Payroll Jobs = 1.49 million





San Diego Tourism 2015

San Diego's 2nd Largest Traded Economy

34.3 million visitors

\$9.9 billion spent by visitors

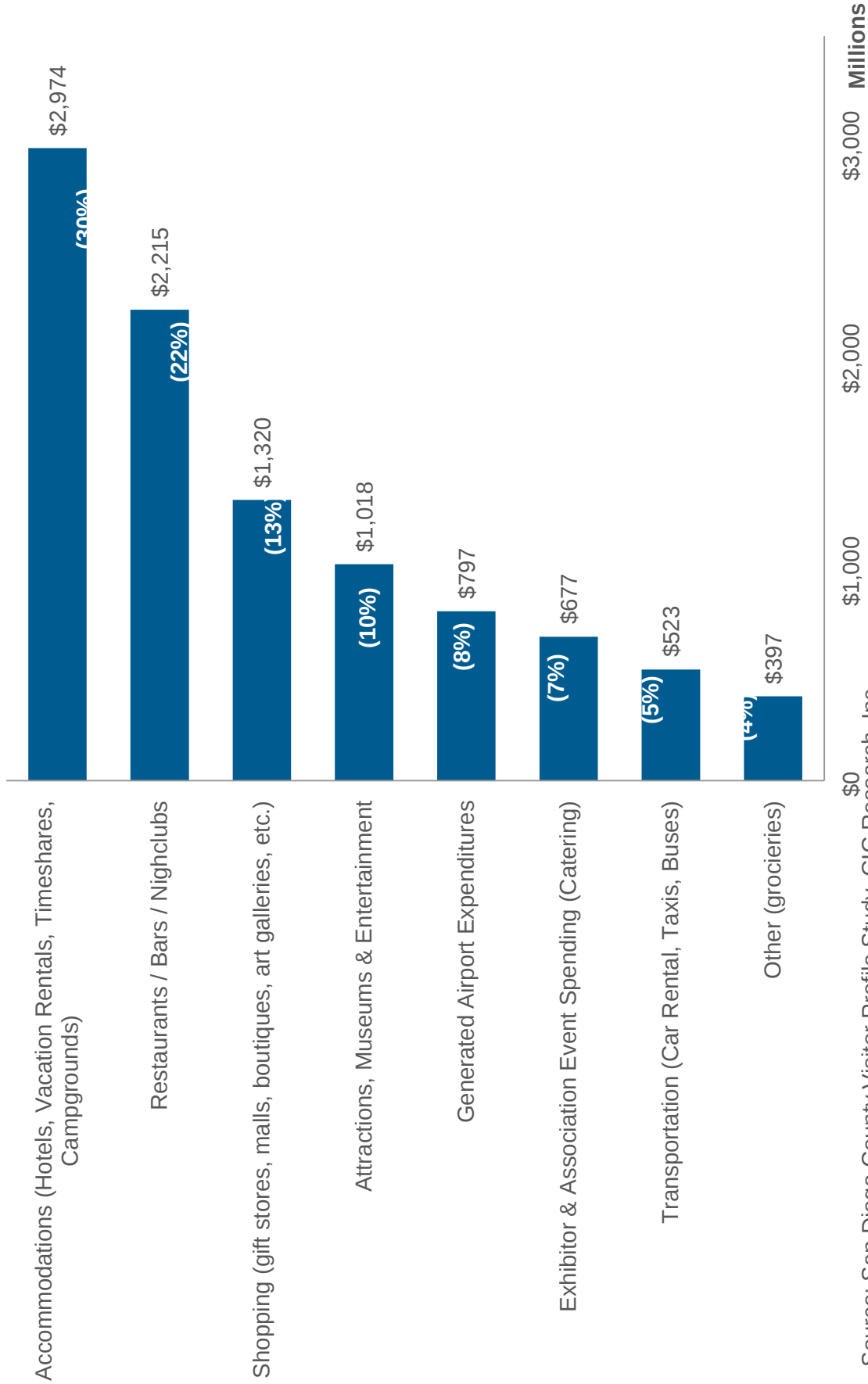
\$16.4 billion in regional Impact

\$267 million County TOT

183,000+ San Diegans employed

70% of direct visitor spending is spent at businesses other than Lodging

\$9.9 Billion in Direct Visitor Spending in 2015



Tourism Fuels the Regional Economy



2016 U.S. Place Equity Index

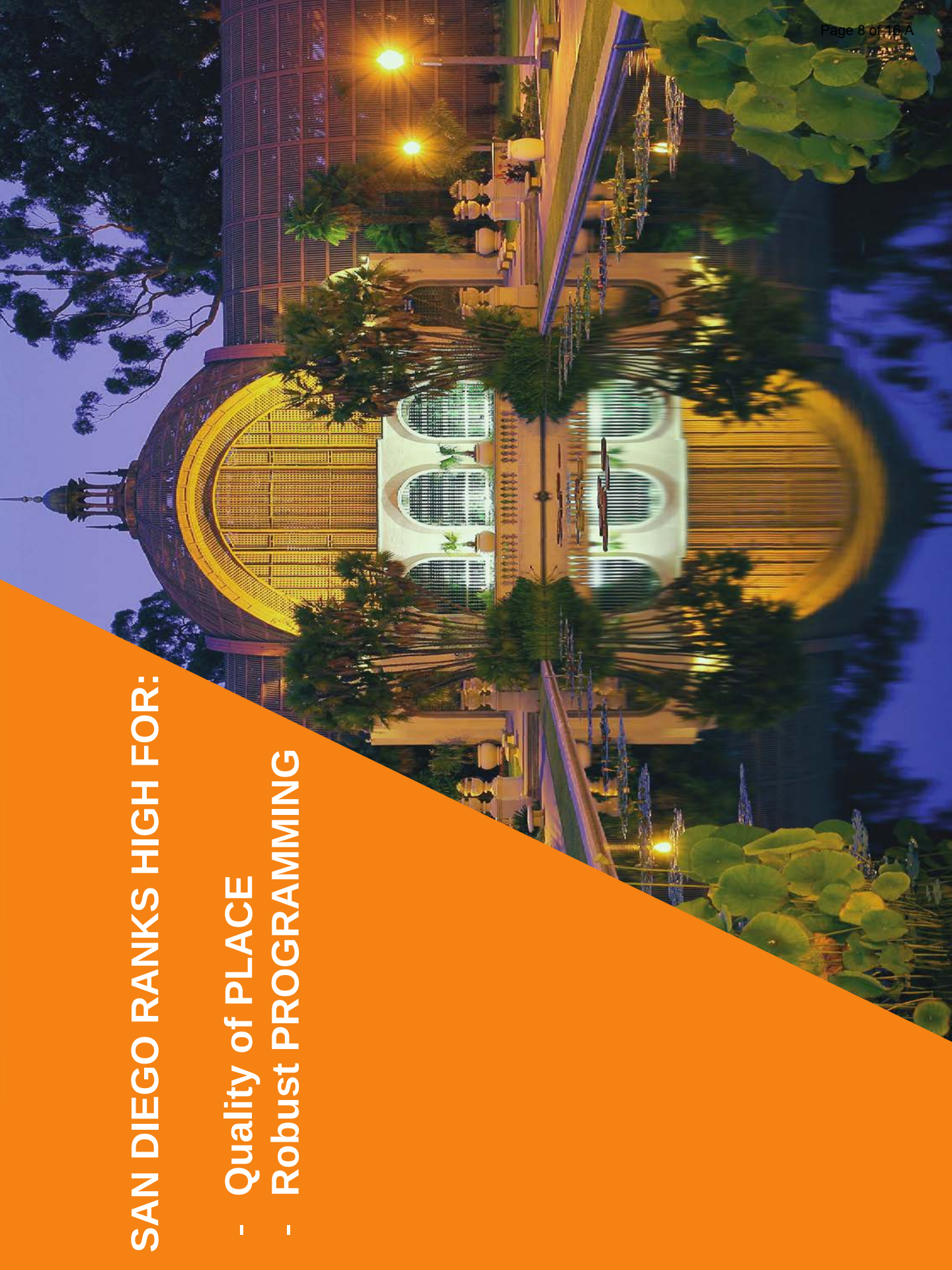


Top 10 Destinations

1. New York City
2. Los Angeles
3. Chicago
4. San Francisco
5. **San Diego**
6. Boston
7. Houston
8. Miami
9. Washington
10. Seattle

SAN DIEGO RANKS HIGH FOR:

- Quality of PLACE
- Robust PROGRAMMING



20-Year Tourism Master Plan

GROWTH THEMES

1

Ensuring that San Diego has the right leisure assets and events.



2

Encouraging expansion of transportation access to and within San Diego.



3

Increasing domestic and international awareness

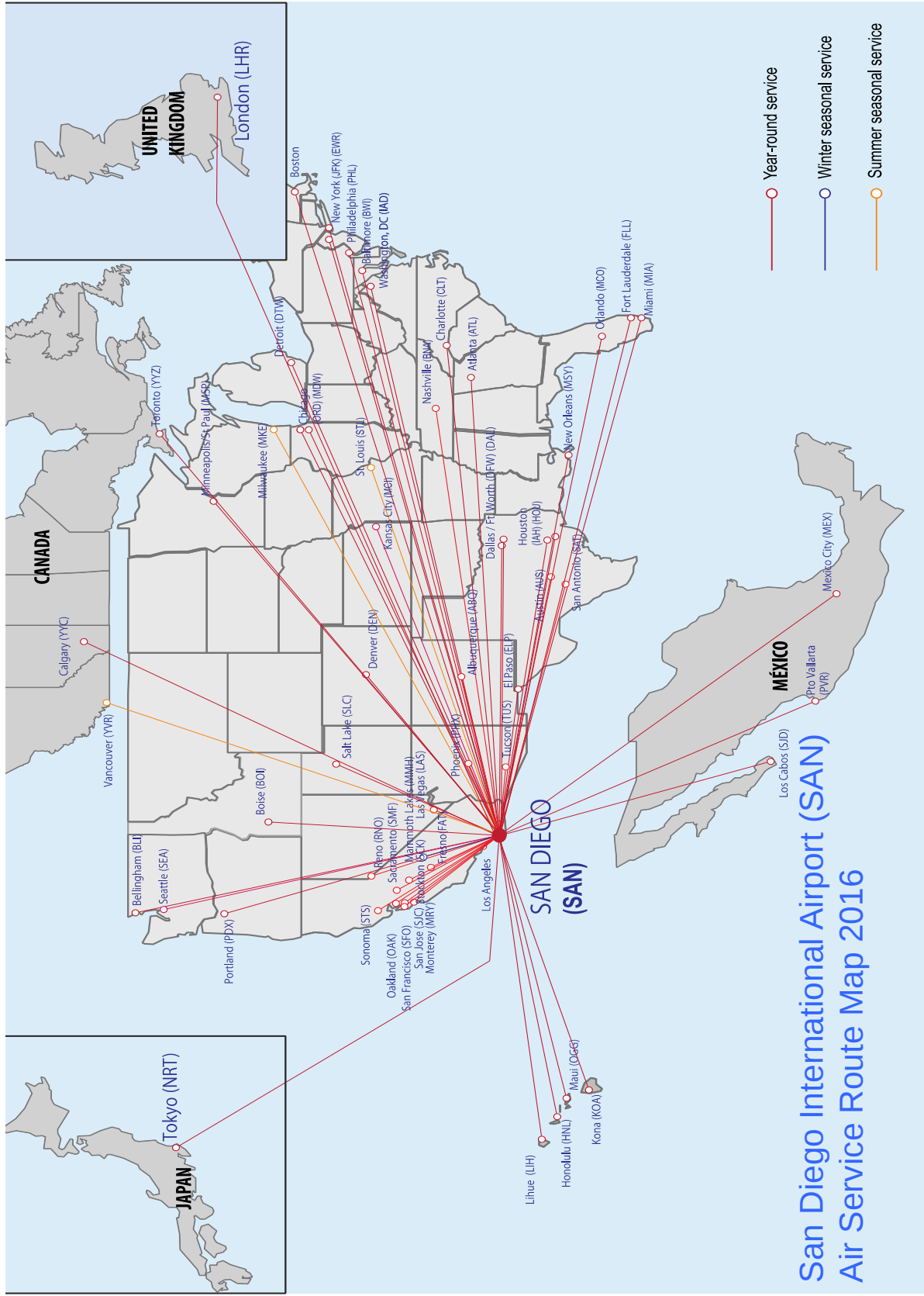


4

Expanding appeal for meetings and conventions

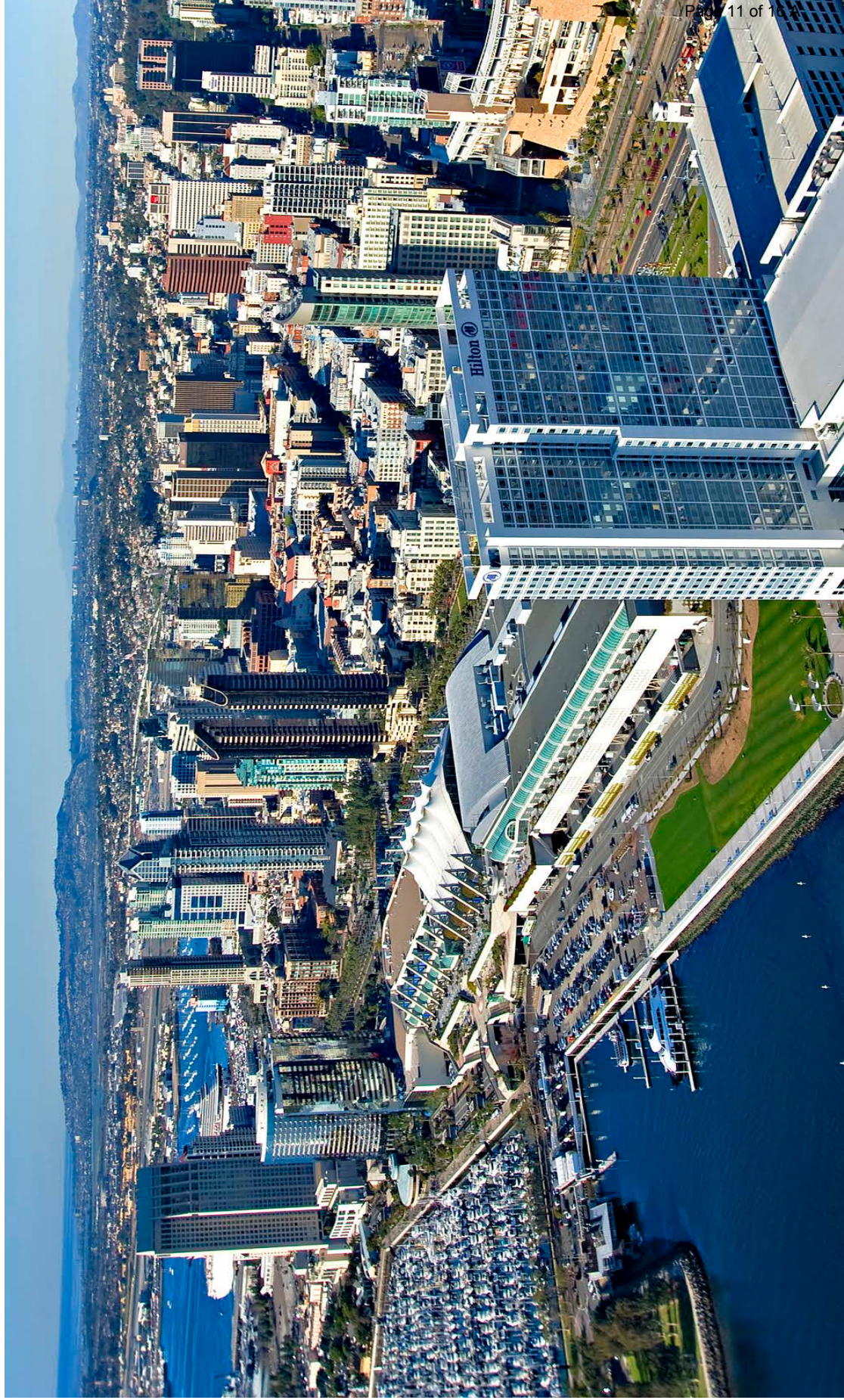


TRANSPORTATION PRIORITY: Partnership with SDRAA to Build New Air Service



MICE PRIORITY:

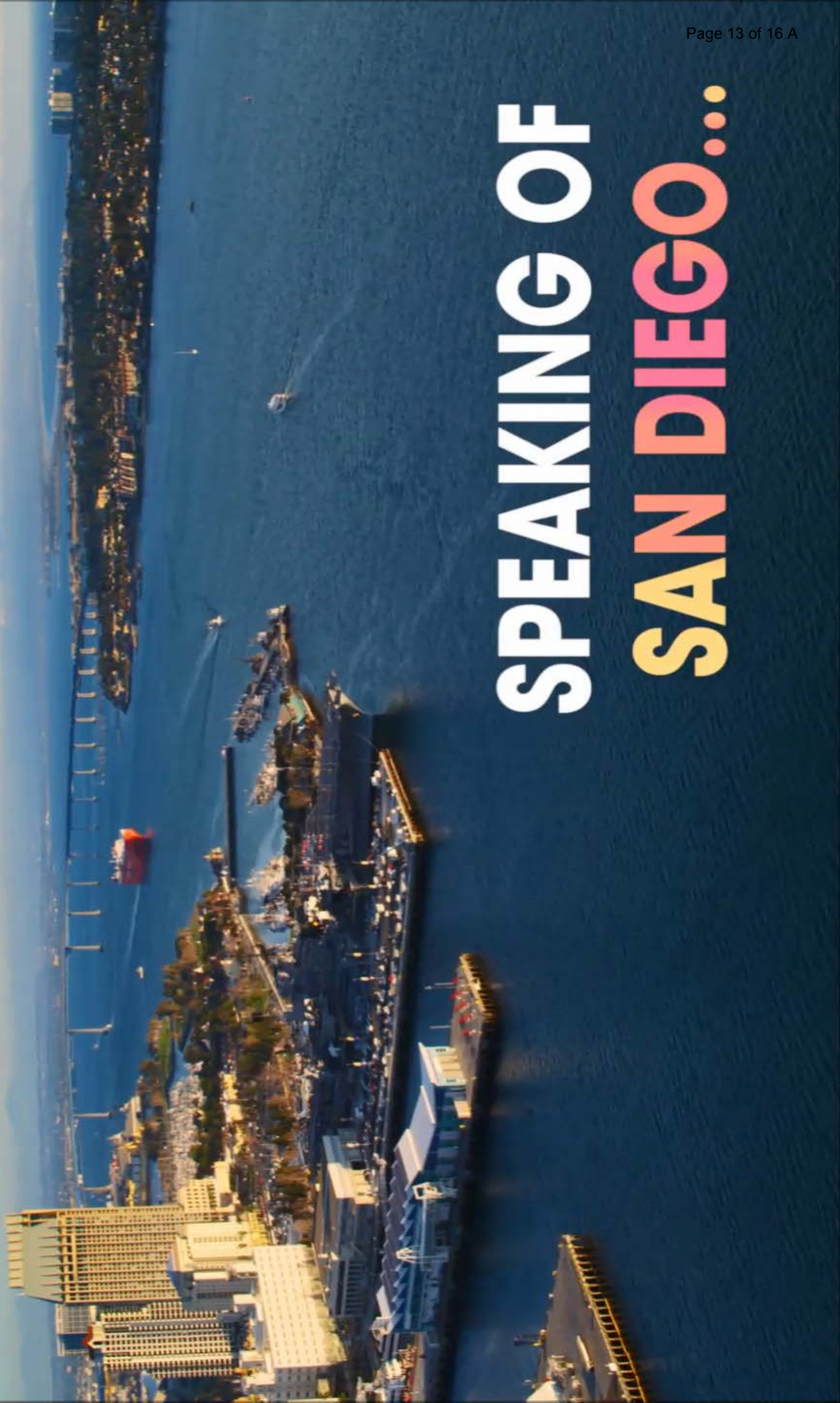
On-site expansion of the San Diego Convention Center
Critical as Lost Business becoming Bigger Issue



MARKETING PRIORITY:

- Evolve Brand Position to California's Beach City
- Build new Domestic and International markets
- “Make our Icons” – Repetition of Key Visuals
 - From Windansea Surf Shack to Gaslamp District Sign to Balboa Park to Torrey Pines Golf Course to the Kissing Statue
- Consistent Story Selling of the Authentic & Unique
 - Birthplace of California
 - Craft Beer Capital of America
 - Cali-Baja Food, Culture and Heritage
 - Outdoor Recreation Mecca

SPEAKING OF SAN DIEGO...



LEISURE ASSETS PRIORITY: Need to Diversify and Expand

- Need to Diversify and Expand
 - Known for Animal Attractions, both man-made and natural
 - Strong Cultural Offerings with Balboa Park, Cabrillo National Monument and more
- USS Midway and LEGOLAND expanded San Diego's attractions appeal
 - Diversity of product draws more incremental visitors, increases length of stay
- Events can be a tourism draw
 - From Music Festivals (KAABOO and CRSSD) to Sporting Events to Culinary Events

San Diego's World-Famous Attractions Already Adding to their Product

- SeaWorld: Aquatica Water Park, New Orca Encounter and New Ocean Explorer
- San Diego Zoo: Africa Rocks
- San Diego Safari Park: Safari Experiences and Watering Hole Encounter
- LEGOLAND: SeaLife Aquarium, Waterpark and Themed Hotels

What new attractions, product and programming will move San Diego forward?



Thank You!
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