

January 2021

To Whom it May Concern:

Manchester Grand Hyatt San Diego is in full support of the Wonderfront Festival. We strongly advocate for this program over this specific set of November dates as a crucial factor for driving leisure travel on a weekend with soft demand.

Given the devastating economic impact of COVID-19 and subsequent recovery efforts, it is even more vital that we promote leisure-based travel which encourages guests to reserve a hotel room and spend ancillary revenue on food and beverage during their stay. Our proximity to the Wonderfront Festival grounds and relationship with the festival organizers allows us to realize hospitality and VIP event bookings and hotel room blocks that help to fill empty hotel rooms on an otherwise slow November weekend.

We urge you to fund Wonderfront Festival in support of our local economy and to help generate revenue along the waterfront.

Sincerely,



Daniel Kuperschmid
Area Vice President and General Manager
Manchester Grand Hyatt San Diego