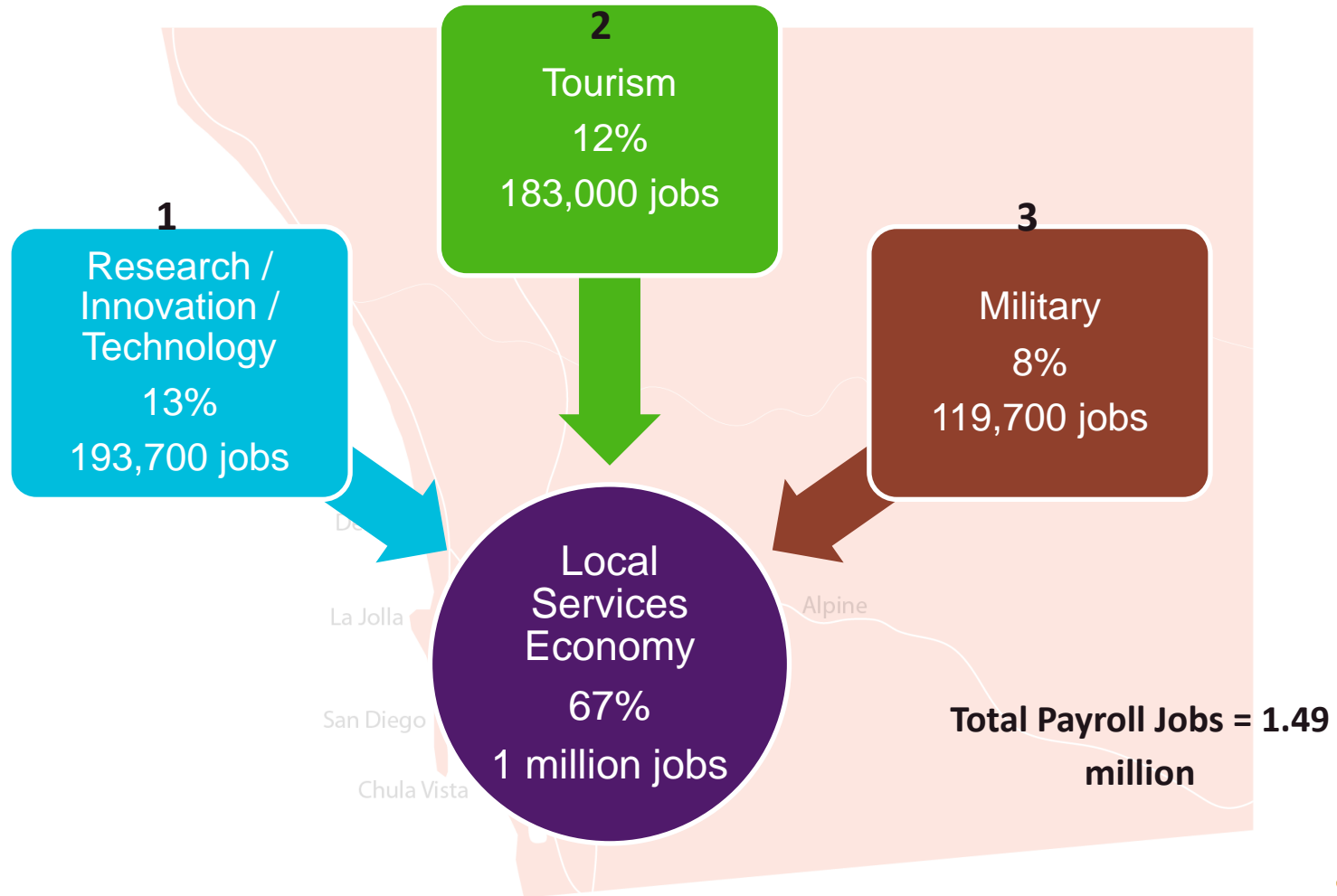




San Diego's Tourism Industry and Group Market



San Diego's Traded Economies





San Diego Tourism 2016

San Diego's 2nd Largest Traded Economy

183,000+ San Diegans employed

34.9 million visitors

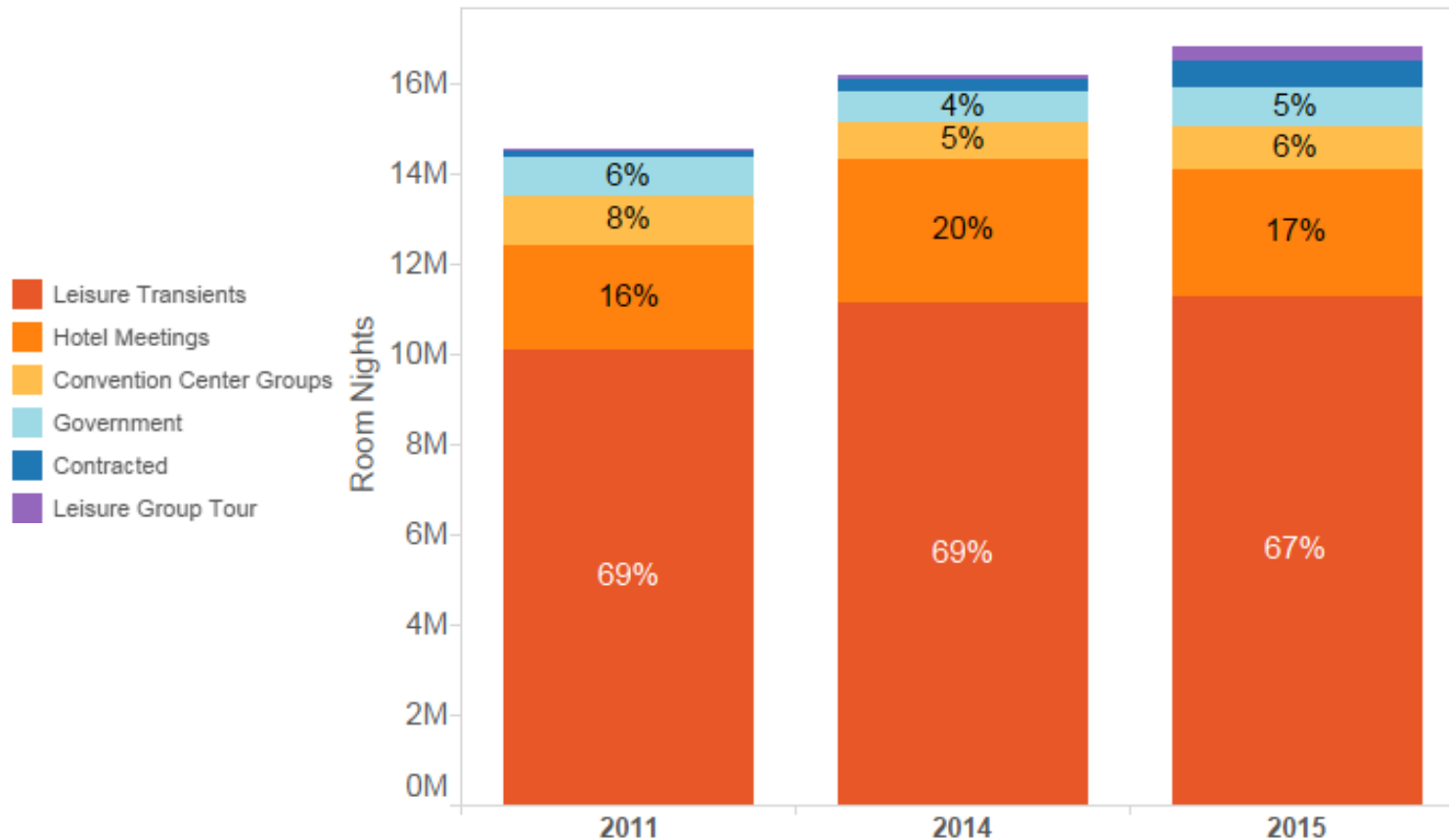
\$10.4 billion spent by visitors

\$17.2 billion in regional Impact

\$267 million in County TOT

San Diego County Room Nights Sold 16.8 million total in County (2015)

- Two-thirds of room nights are Leisure Transient
- 23% of room nights are Hotel Meetings or Convention Center Groups



All S.D. County Properties

*Hotel Room night surveys were not conducted on 2012 and 2013

For 62 Years, the San Diego Tourism Authority has promoted San Diego around the world

MISSION

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

VISION

LEADING SAN DIEGO TO
BE THE MOST DESIRABLE
DESTINATION.



San Diego Tourism Authority Roles and Responsibilities

The single sales and marketing organization for the destination

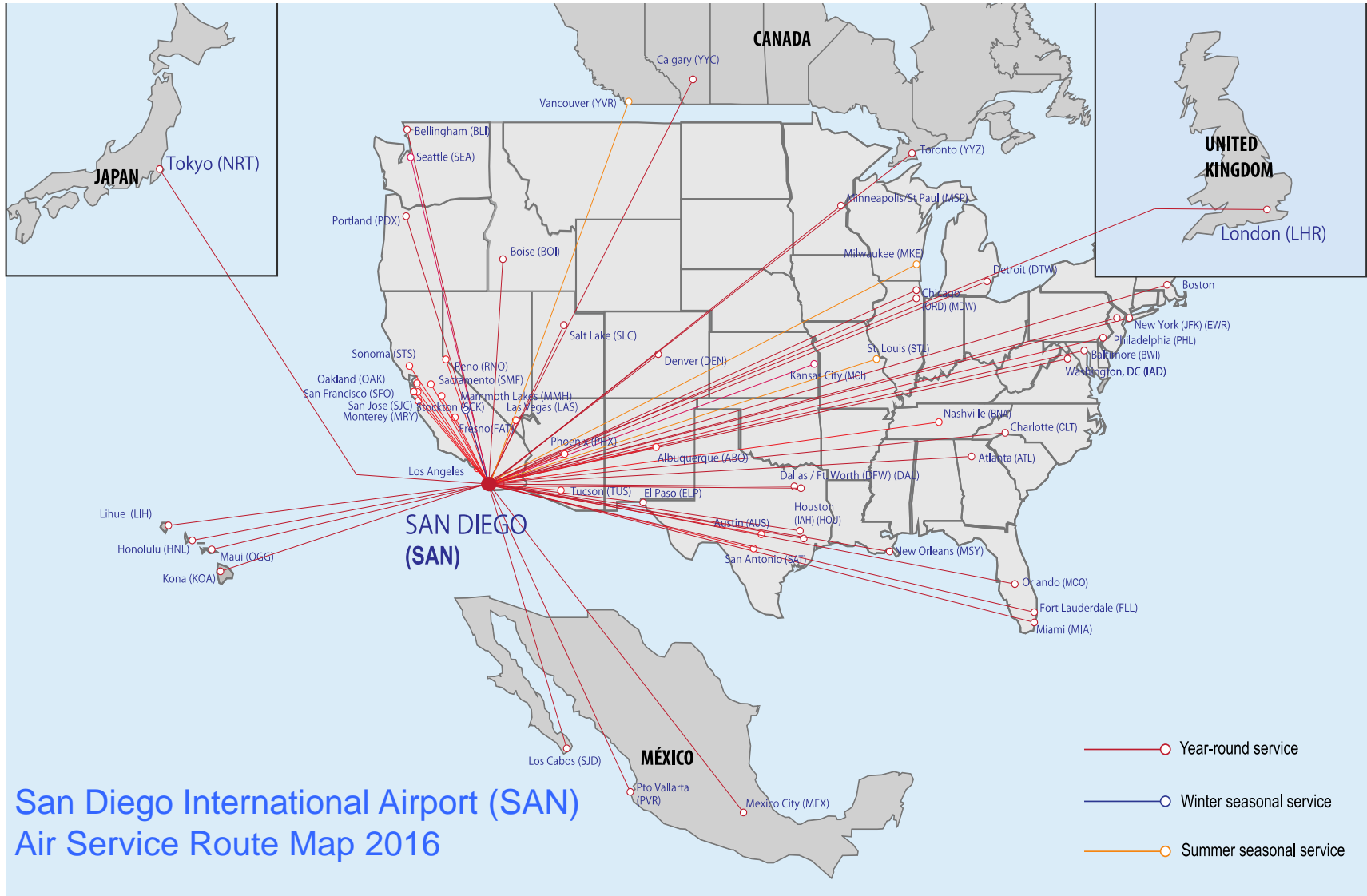
- Convention Center
- Single Property Meetings
- Leisure Travel

Convention Center

Priority #1 - On-site expansion of the San Diego Convention Center



New Air Service to meet growing International Attendance



New Tijuana Airport Cross Border Xpress

The first bi-national airport in North America

- Land in Tijuana, clear customs, and immigration, and walk across the bridge into San Diego
- A 30 minute drive from Downtown San Diego



Single Property Group Sales

A shift in conversation....

Led by Margie Sitton
SVP of Hotel Sales



**PARTNERSHIP
AND
ACCOUNTABILITY**

Single Property Group Sales

Five Key Initiatives

1. Shift to NEW Business GOAL for SDTA Team
2. Revamping the Site Inspection Experience
3. Meetings Certified to educate and train on Destination and Hotel Sales
4. Know the Facts - Accountability Based on Data
5. Branding the Business Side of San Diego

Directional Strategy Change for SDTA Sales Team

Emphasis is on finding **NEW** business for San Diego and ensuring our sales team is properly focused and deployed



Never been to San Diego...

Haven't been here in five years...



Site experience team handles ALL sites
Multiple lead sources (not initiated by SDTA)
Site Assist requests



USMC graduations
Surf Cup/Nomads
Farmers Insurance
Bowl Games



TOURISM AUTHORITY

From Site Inspections to Site Experiences

the ^{stupid} 10 things we ALL do to mess up our site inspections



Destination commitment to create the right experience:

- know the planner
- know the meeting
- know the competition
- customize the conversation to be relevant and worth the customer's time so they see their program coming to life in San Diego, and at your hotel

Meetings Certified for consistent destination and sales education



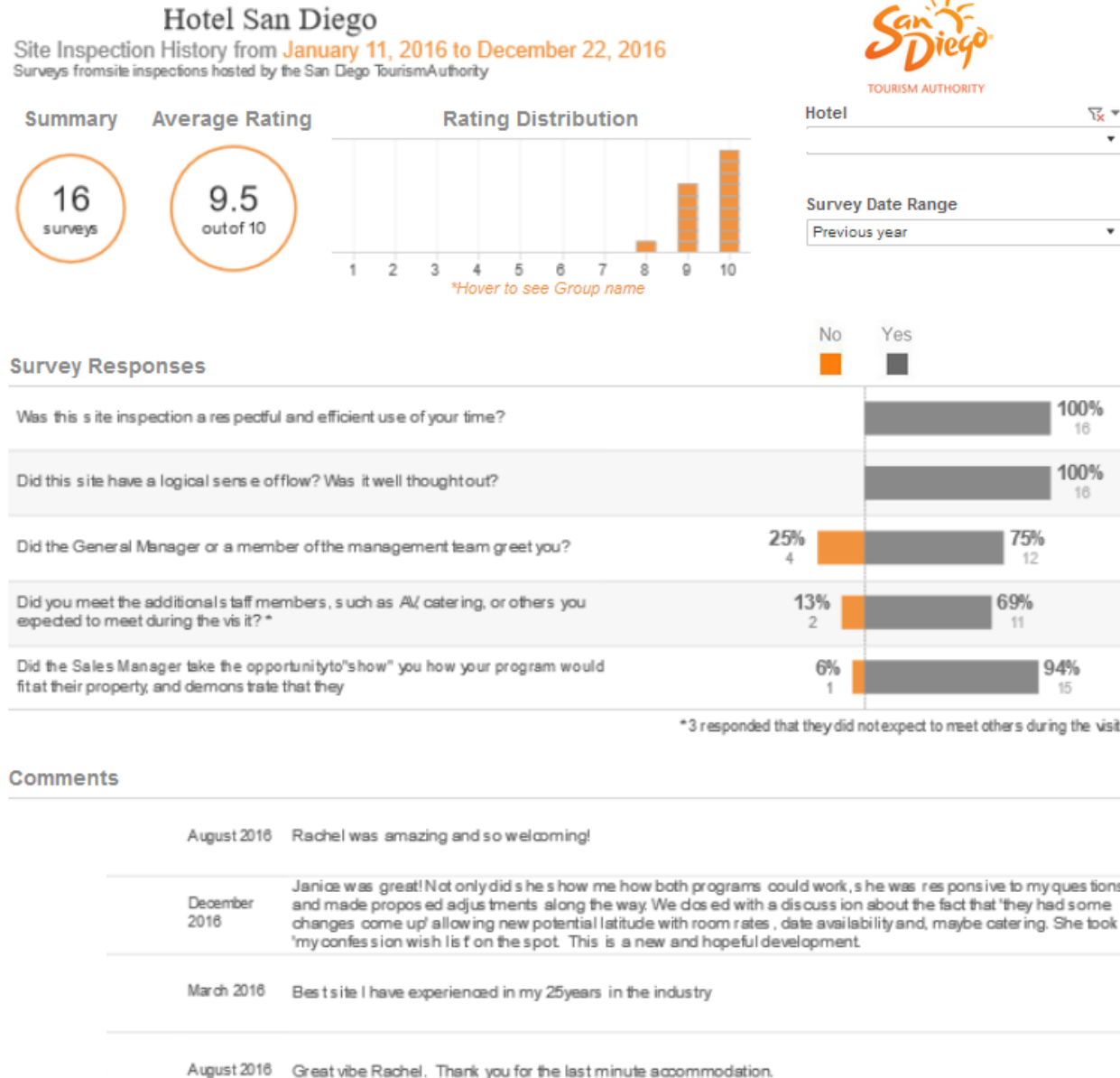
Objectives:

SDTA and Hotel Sales teams...

- how to sell the destination against the competition
- know the meetings venues and options outside the hotel
- know how to deliver a consistent site experience
- know the roles of all the people the planner will meet
- specific sessions for General Managers

Data Driving Conversation with Hotels

Meeting Planner Feedback to Hotel on Sites – GM in days



Data Driving Conversation with Hotels

Answers what have you done for me lately – Hotel Report Card



Hotel Lead History for FY 2017

Last refreshed Tuesday, January 31, 2017 3:17 AM

Lead Type

NEW

Selected Hotel

Fiscal Year

Current

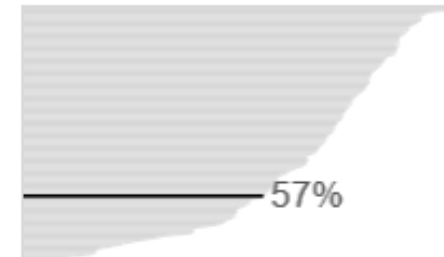
Date Range

Through Previous Month

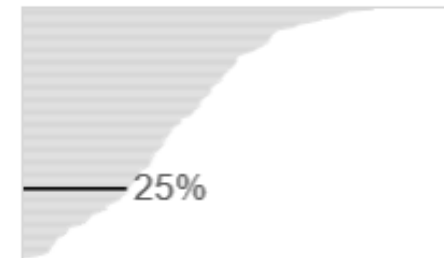
Distributed Leads through December YOY Comparison

	Lead Count	Responded	Not Responded	Pursued	Declined	Response Rate
FY 2016	106	72	34	38	34	68%
FY 2017	100	66	34	30	36	66%
	-6%	-8%	0%	-21%	6%	

Response Rate vs. All Other Hotels



Pursuit Rate vs. All Other Hotels



	Requested Rooms	Responded Rooms	Not Responded Rooms	Pursued Rooms	Declined Rooms	Response Rate
FY 2016	49,337	33,782	15,555	19,517	14,265	68%
FY 2017	42,474	33,473	9,001	12,448	21,025	66%
	-14%	-1%	-42%	-36%	47%	



TOURISM AUTHORITY

Data Driving Conversation with Hotels

Hotel Sales Team Response Accountability



Leads by Hotel Contact Distributed in FY 2016

Last refreshed Friday, July 29, 2016 3:13 AM

Lead Type

NEW

Selected Hotel

1

Lead Count	Responded	Not Responded	Pursued	Declined	Response Rate			
109	93	16	76	17	85%			
1,386 room nights	1,386 room nights	0 room nights	1,386 room nights	0 room nights				
Member Contact Name	Member Contact Role	Lead Count	Responded	Not Responded	Pursued	Declined	Pursuit Rate	F
	Director of National Accounts	1	1	0	1	0	100%	
	Director of National Accounts	4	4	0	4	0	100%	
	National Sales Manager	10	10	0	10	0	100%	
	Sales Coordinator	3	3	0	3	0	100%	
	N/A	2	2	0	2	0	100%	
	Director of Sales	3	3	0	3	0	100%	
	Executive Meeting Manager	10	10	0	9	1	90%	
	Associate Director of Sales	9	9	0	8	1	89%	
	Director of National Accounts	13	13	0	11	2	85%	
	National Sales Manager	12	12	0	10	2	83%	
	Director of National Accounts	9	9	0	7	2	78%	
	Executive Meeting Manager	4	4	0	3	1	75%	
	Sales Coordinator	8	8	0	5	3	63%	
Unassigned	N/A	21	5	16	0	5	0%	
Grand Total		109	93	16	76	17	70%	





Data Driving Conversation with Hotels

I am not getting business, WHY?

Report View – Who is hotel losing to so you can better sell against them in future

- Definite Leads Lost to Another SD Hotel

FY 2017

Lead Status	Distributed Month	Sales Account	Meeting Name	Arrival 1 Date	Has Responded	Requested Rooms	Requested Peak	Selected Hotel	
Definite	Jul 2016			3/5/17	Yes	210	65	San Diego Marriott Mission Valley	
Definite	Jul 2016			12/12/16	Yes	80	45	Courtyard by Marriott - San Diego Airport Liberty Station	
Definite	Jul 2016			3/31/17	Yes	30	20	Marriott Marquis San Diego Marina	
Definite	Jul 2016			9/28/17	Yes	850	175	Hilton San Diego Resort & Spa	

Data Driving Conversation with Hotels

I am not getting business, WHY?

Report View – All current ACTIVE Leads you can work on now



All Active Leads

Last refreshed Tuesday, January 31, 2017 3:17 AM

(All) ▼

Distributed ▼

Lead Type

NEW ▼

Contact

(All) ▼

Lead Count

78

21,422 roomnights

Responded

62

19,289 roomnights

Not Responded

16

2,133 roomnights

Pursued

14

1,366 roomnights

Declined

48

17,923 roomnights

Response Rate

79%

Lead ID	Distributed Month	Sales Account	Lead Status	Meeting Name	Arrival Date	Has Responded	Member Contact Name	Pursuing	Requested Rooms	Requested Peak	Peak Rooms	Definite RN	
1204553	Mar 2016				1/26/2017	No		N/A	270	120	0	0	
1204675	Apr 2016				9/11/2017	Yes		No	160	120	0	0	
1204703	Apr 2016				4/25/2018	Yes		Yes	799	203	0	0	
					5/2/2018	Yes		No	799	203	0	0	
1204718	Apr 2016				6/21/2017	Yes		Yes	500	100	0	0	

BUILDING BUSINESS IDENTITY

2015 National Geographic Documentary

- Aired in over 60 countries reaching 270m+ households
- Tells the San Diego “Smart City” story
- Focus on lifestyle, innovation and community



2016 Worth Magazine “Extraordinary Destination”

- Media group crosses print, digital and events
- Reaches ultra high-end affluent audience of wealth advisors, investors and travelers





**SPEAKING OF
SAN DIEGO...**



Thank You!
sbruinzeel@sandiego.org

