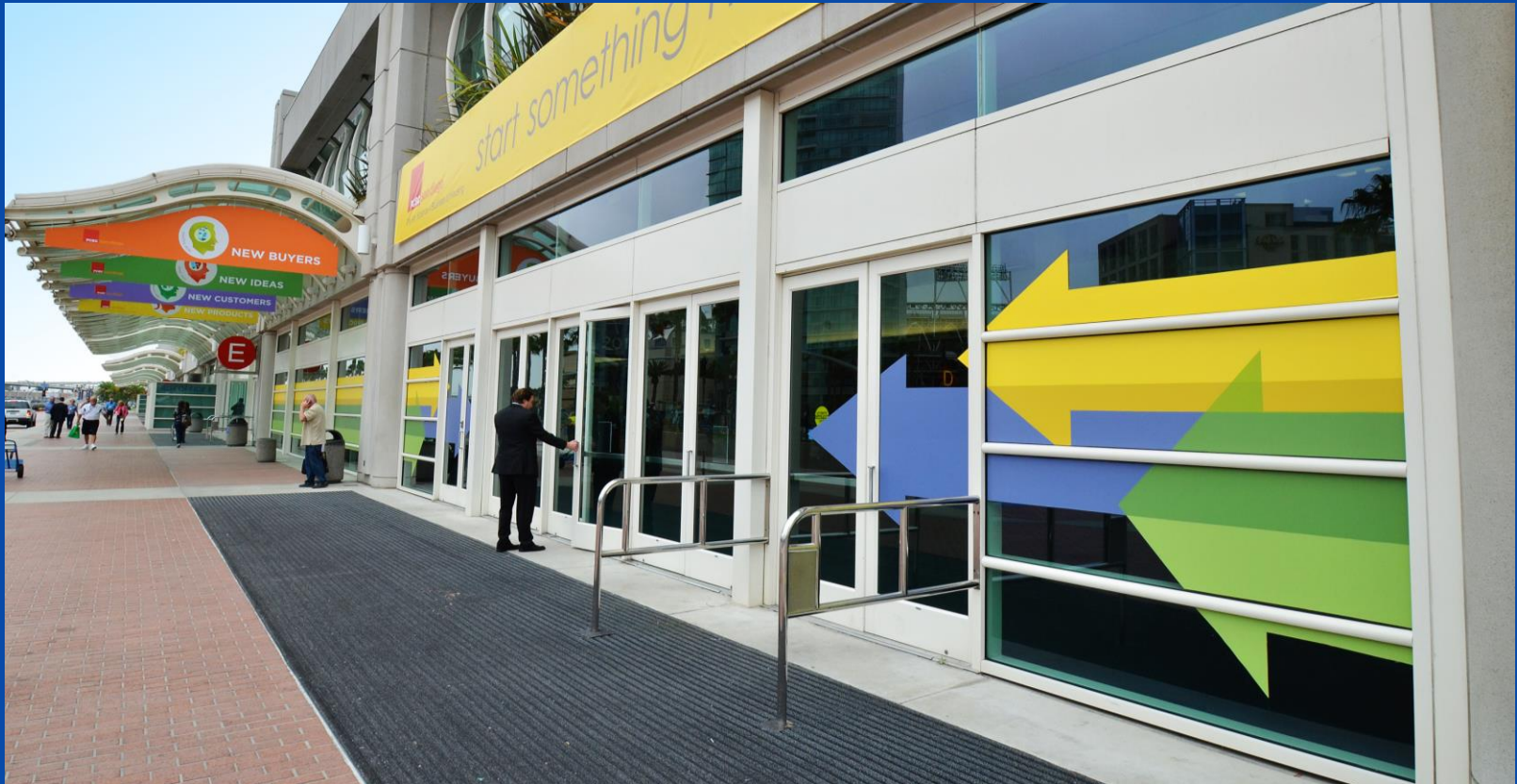


# FY 14 Sales & Marketing Year-End Report

SAN DIEGO CONVENTION CENTER CORPORATION



# Presenters

Rabbi Laurie Coskey, *Chair, Sales and Marketing Committee*

Joe Terzi, *President and CEO, San Diego Tourism Authority*

Carol Wallace, *President and CEO, San Diego Convention Center Corporation*

# Our Mission

The mission of the San Diego Convention Center Corporation is to generate significant economic benefits for the greater San Diego region by hosting international and national conventions and trade shows in our world-class facility.

# FY 14 Performance

Economic Impact	\$1,332,400,000
Tax Revenues	\$19,898,855
DirectAttendee Spending	\$587,042,351
Attendance	782,714
Events	153
Hotel Room Nights	707,153

# Top 5 Economic Generators

Comic-Con International	\$177,800,000
Society for Neuroscience	\$128,700,000
American Association for Cancer Research	\$68,900,000
ESRI	\$62,400,000
American College of Rheumatology	\$61,700,000

# Total Number of Events

Primary Business	76
Secondary Business	77
Medical Shows	17

# Long Term Sales & Marketing

Corporation Contracts with San Diego Tourism Authority:

- for long-term sales and marketing
- 4 year agreement
- Corporation retains short-term sales

# FY14 Citywide Sales Results

DEFINITE		FY14 JUNE, 2014	FY13 JUNE, 2013	CUMULATIVE FYTD 2014	CUMULATIVE FYTD 2013
	CONVENTIONS	25	27	61	59
	ATTENDANCE	170,225	230,150	441,875	617,088
	ROOM NIGHTS	308,598	409,930	816,188	813,662

TENTATIVE		FY14 JUNE, 2014	FY13 JUNE, 2013	CUMULATIVE FYTD 2014	CUMULATIVE FYTD 2013
	CONVENTIONS	7	3	97	108
	ATTENDANCE	38,085	13,250	711,021	621,469
	ROOM NIGHTS	64,007	17,492	1,431,540	1,089,222

	GOAL	YTD	PERCENT TO GOAL
FY14 PERCENT TO GOAL	860,000	816,188	95%



# Lost Business/Challenges

In summary of the (57) groups listed;

- (12) were lost to another destination,

- (16) due to cost,

- (12) to not having their preferred dates,

- (7) with space issues

- (7) lost due to changes in their meeting/organization, and

- (3) due to construction/expansion.

As reflected above, uncertainty surrounding the Phase III expansion timeline is creating difficulties in the marketplace.

Competition remains strong and many facilities have embraced deep discounts to attract future events. San Diego is perceived as a relatively expensive destination.

Limited flights to international destinations is perceived by many clients as a large disadvantage to attract international attendees.

# 5-Year Sales and Marketing Plan

09/09/2014



TOURISM AUTHORITY

# Long Term Sales & Marketing Objectives

Maximize destination Hotel Room Night production.

Secure facility revenue.

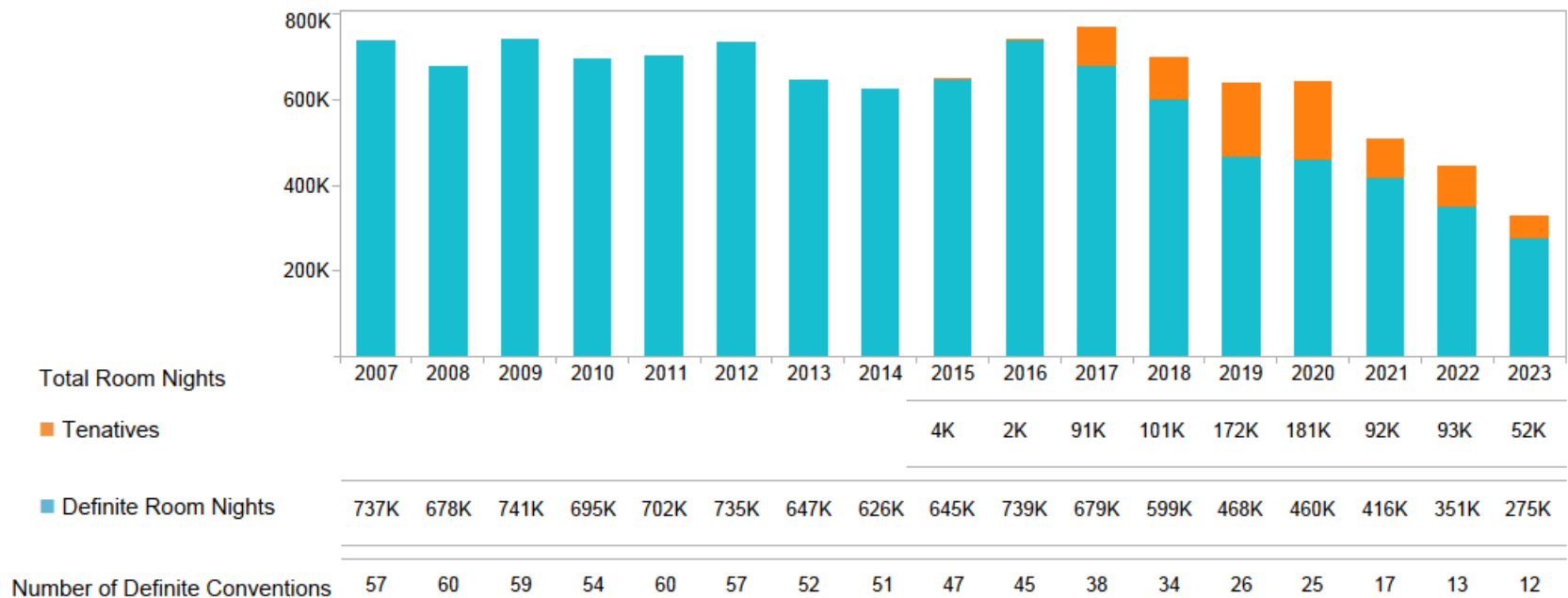
Focus on the short-term open dates within the next ten years.

Develop new accounts that will book in the San Diego Convention Center.

Focus on the Medical Citywide groups.

Leverage the synergies between the SDTA Hotel Meetings team and the Citywide Sales team.

# Year-by-Year Review of Historical Rooms and Future Rooms On the Books at the SDCCC



# Sales and Marketing 5-Year Plan

## Medical Citywides on the Books

Medical Groups						
2014	2015	2016	2017	2018	2019	2020
18	14	19	18	19	12	14

# Short Term Sales Year-End Results

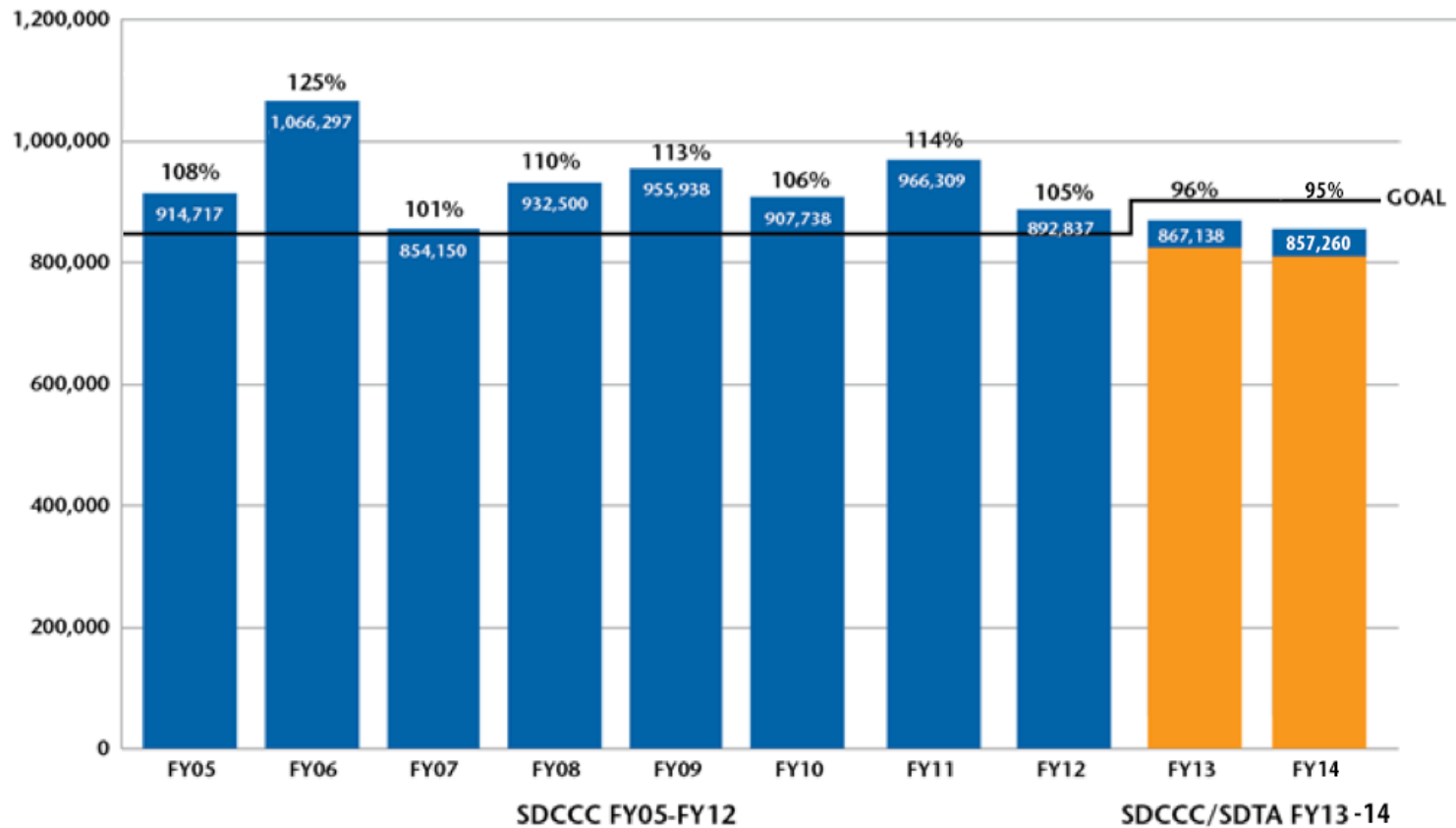
	June FY13	June FY14	Cumulative Final FY13	Comparison Final FY14	% to Goal
Events	6	9	96	106	
Attendance	14,100	19,750	279,920	320,217	
Room Nights	2,212	2,212	49,923	41,072	103%
Contracted Rental Revenue	\$115,700	\$115,700	\$2,366,348	\$2,712,724	115%

# Short Term Sales Objectives

- Maximize short-term revenue opportunities.
- Generate incremental hotel room night production for the destination.
- Closely monitor and evaluate short-term staffing deployment and expenses to maintain maximum ROI and cost savings.
- Leverage existing Corporation stakeholder relationships to help generate more booking opportunities.
- Through prospecting and market analysis, generate new short-term booking opportunities.

# Room Night Production

FY2005-14





# Thank you!

## Questions?