

#SDCCat25

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# Mid-Year FY15 Sales and Marketing Update

**City of San Diego | Economic Development and Intergovernmental Relations Committee**

March 19, 2015

*Stephen Cushman, Chair, San Diego Convention Center Corporation*

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

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

# Presentation Summary

Long-term Sales  
and Marketing  
Update

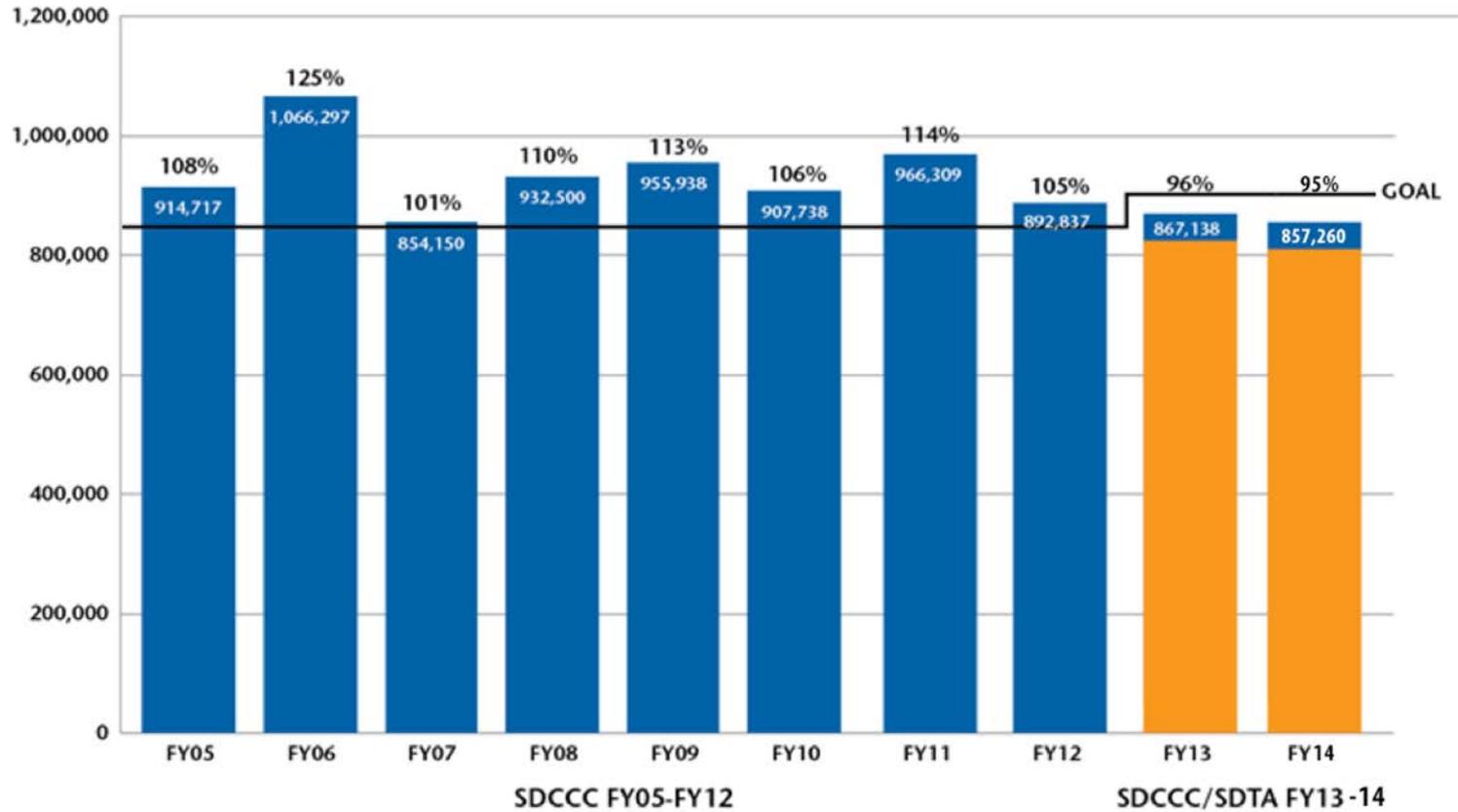
Short-term Sales  
and Marketing  
Update

Questions &  
Answers

# Convention Center Sales and Marketing

- Council amends Corporation Management Agreement (March 20, 2012)
- Corporation contracts for a 4 year period with San Diego Tourism Authority for long-term sales and marketing (18-months and out);
- Corporation retains short-term sales;
- Provide semi-annual updates to City Council.

# Historic Room Night Production (05-14)

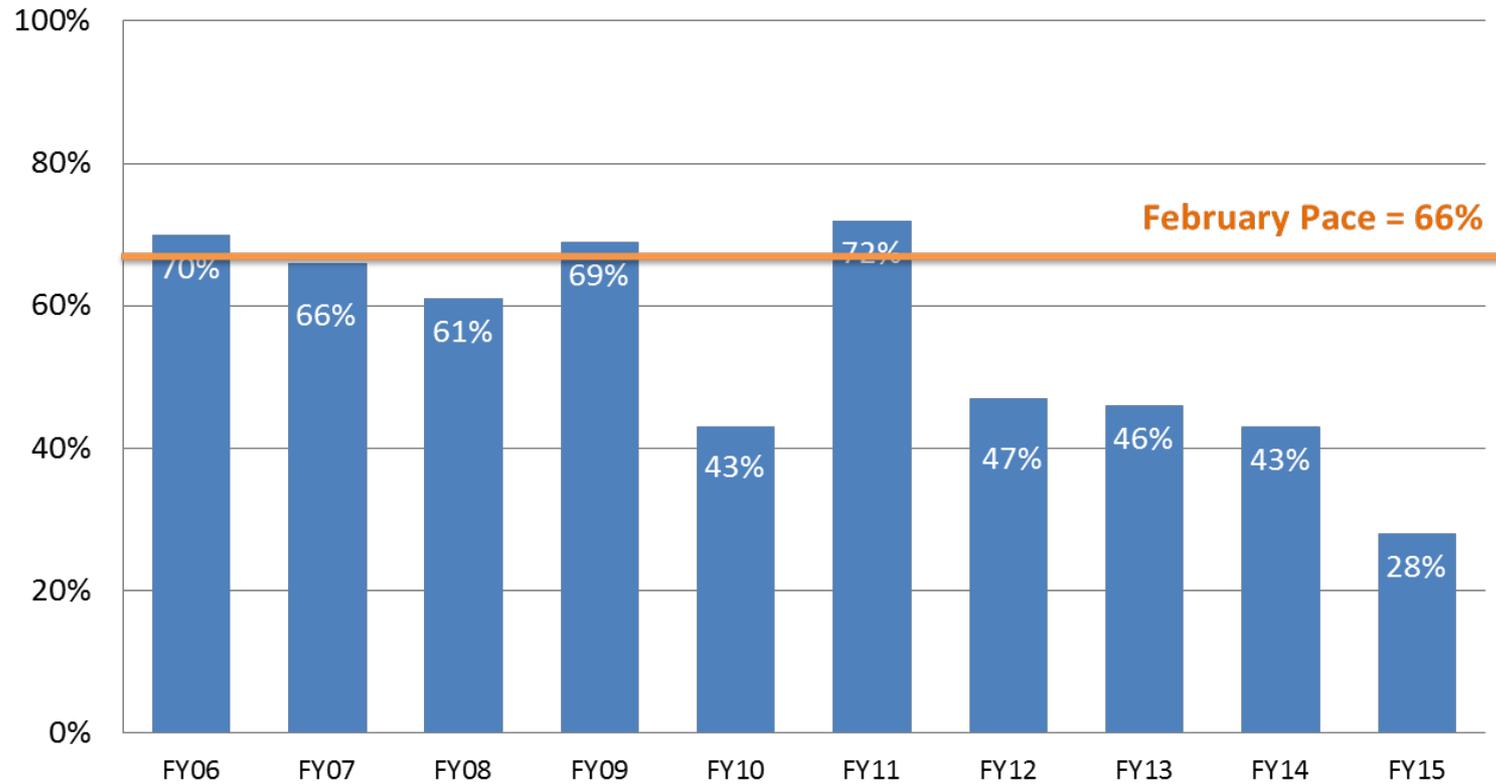


# Long-Term Sales Activity Report

**PRIMARY MARKET:** 239,870 definite room nights YTD, along with 717,953 room nights that are tentative and very strong to be closed by FY 2015 end. All of the tentative business will not commit by FY end, but we are working to exceed our goal.

		CUMULATIVE FYTD 2015	COMPARISON FYTD 2014
<b>DEFINITE</b>	CONVENTIONS	14	29
	ATTENDANCE	122,100	203,150
	ROOM NIGHTS	239,870	364,461
<b>TENTATIVE</b>	CONVENTIONS	62	54
	ATTENDANCE	424,956	402,800
	ROOM NIGHTS	799,904	830,786

# Long-Term Sales Yearly Pace Comparison



# Citywide Sales Funnel Summary

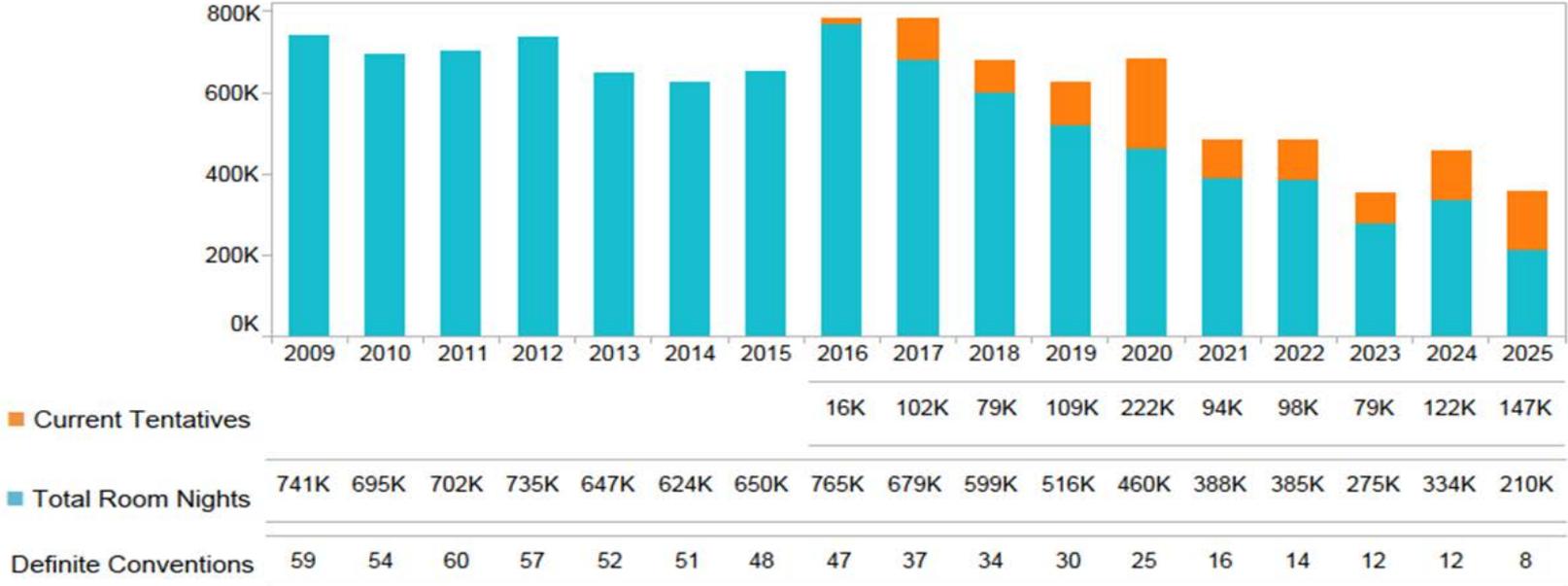
Groups we are working on to close

Booking goal - 860,000 room Nights

Rankings	No. of Bookings	Total Room Nights	Projected to close
Definite	14	239,870	239,870
1's Verbal Definite	12	307,821	307,821
2's 75% to close	25	410,132	333,682
3's 50%/50% to close	20	223,480	26,880
<b>Total</b>		<b>1,181,303</b>	<b>908,253</b>

# Room Night Summary

Calendar year 2016 and 2017 will be record years for room night production. We have made significant progress on 2018 and are still focused on improving the number of room nights booked in 2019.



# 2014 Lost Business Summary

The top reason for lost business is not having the preferred available dates or space availability. The peak season for key Association Citywide business is the Spring and Fall. Many of these Citywides are not flexible in their dates, as much as we try to move them into open dates.

JAN - DEC 2014 LOST BUSINESS REASONS	BOOKINGS	%	TOTAL ROOM NIGHTS
LOST TO ANOTHER DESTINATION	55	26%	805,603
DUE TO COST	22	10%	246,166
CHANGES IN THE ORGANIZATION	32	15%	372,740
NOT HAVING PREFERRED DATES/SPACE ISSUES	104	49%	1,083,413
<b>TOTAL</b>	<b>213</b>		<b>2,507,922</b>

# Citywide Sales Objectives

## Objective 1: Maximize Destination Hotel Room Night Production

### Action Steps:

- Use Sales Funnel report weekly to focus on the next step for each group.
- Publish on Sandiego.org monthly Sales Activity Reports, Peak Bucket and Room Utilization Reports.

## Objective 2: Secure Facility Revenue

### Action Steps:

- The Corporation has implemented two price increases in the last two years and has limited discounting.
- Continue to work with the Hotels to balance their catering needed with each block.
- Work with convention center vendors to maximize revenues in the Group Confirmation Agreement.

## Objective 3: Focus on the open dates within the next ten years

### Actions:

- Focus on the open dates with the HQ Hotels with mailers, flyers at events, targeting accounts that book within the next ten years.
- Continue to protect and hold the high impact opportunities in future years.

#### Objective 4 : Develop New Accounts

##### **Actions:**

- Quarterly review of competitive calendars to uncover new business.
- Continue sending out San Diego Convention Center open dates with hotel availability.

#### Objective 5: Secure Medical Citywide Rotations

##### **Actions:**

- Focus on Medical Citywides in multiyear deals to ensure we do not lose a rotation.
- Continue signature events in the Midwest and DC/VA/MD areas targeting the medical citywide clients.

#### Objective 6: Leverage SDTA Sales Teams Synergies

##### **Actions:**

- Have Hotel Meetings team cover events where the mix of business is more in-house than citywide.
- Continue to define the most efficient way each account works to maximize the opportunities for San Diego.

# SAN DIEGO CONVENTION CENTER SHORT TERM SALES

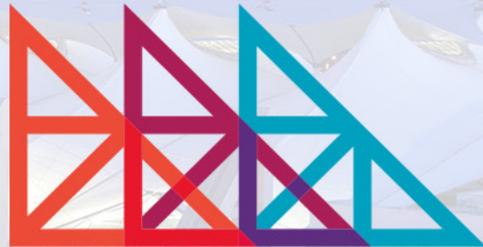
## FY 15 BOOKING PACE REPORT

	CUMULATIVE FYTD 2015	COMPARISON FYTD 2014
EVENTS	89	67
ATTENDANCE	150,790	137,792
ROOM NIGHTS	20,810 (52%)	21,852 (54.6%)
CONTRACTED RENTAL REVENUE	\$1,368,305 (56%)	\$1,311,276 (53%)

**FY 15 ROOM NIGHT GOAL: 40,000**  
**FY 15 RENTAL REVENUE GOAL: \$2,450,000**

# Short-Term Sales Objectives

1. Maximize Short Term Revenue Opportunities for SDCCC.
2. Generate incremental hotel room night production for the destination as a result of SDCCC short term booking activity.
3. Closely monitor and evaluate short term staffing deployment and expenses to maintain maximum ROI and cost savings for the corporation.
4. Leverage existing SDCCC stakeholder relationships to help generate more booking opportunities from local organizations, with which SDCCC stakeholders are closely aligned.
5. Generate new short term booking opportunities for SDCCC sales team within 18 months, through prospecting and market analysis.



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Thank you!