



# MID-YEAR FY16 SALES & MARKETING UPDATE

City of San Diego  
Economic Development and  
Intergovernmental Relations Committee

March 10, 2016

# PRESENTERS

## **Rabbi Laurie Coskey**

Chair | San Diego Convention Center Corporation Board of Directors

## **Tom Mazzocco**

Executive Vice President & COO | San Diego Convention Center Corporation

## **Joe Terzi**

President & CEO | San Diego Tourism Authority



# PRESENTATION SUMMARY

Long-term Sales & Marketing Update

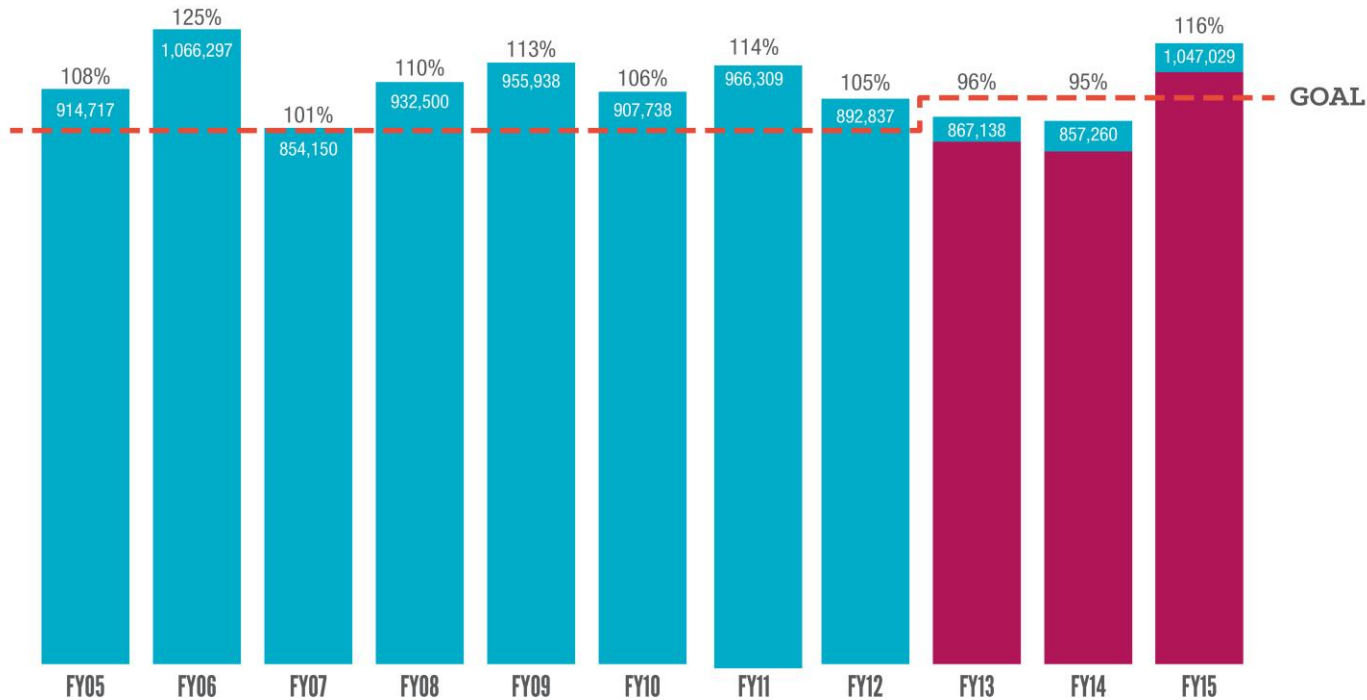
Short-term Sales & Marketing Update

Questions & Answers

# CONVENTION CENTER SALES & MARKETING

- Council amends Corporation Management Agreement (Mar. 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 Board of Directors contracts the San Diego Tourism Authority for long-term sales and marketing for FY17;
- Corporation retains short-term sales;
- Provide semi-annual updates to City Council.

# HISTORIC ROOM NIGHT PRODUCTION



## ANNUAL GOAL

L-T Sales 860,000

S-T Sales 40,000

Total Annual Goal

**900,000**

HOTEL ROOM NIGHTS



# LONG-TERM SALES ACTIVITY REPORT

		CUMULATIVE FYTD 2016	CUMULATIVE FYTD 2015	FORECAST FY16
DEFINITE	Conventions	34	13	60
	Attendance	223,880	110,100	573,548
	Room Nights	415,297	207,005	917,956

		CUMULATIVE FYTD 2016	CUMULATIVE FYTD 2015
TENTATIVE	Conventions	63	51
	Attendance	722,615	348,656
	Room Nights	980,862	641,980

# BOOKING PACE FOR FUTURE YEARS

Based on 3 year average - 2014, 2015 and 2013 as of 12/31/15.

Using historical numbers gives us a way to review how we are doing for the future years.

	ROOM NIGHT TOTAL (IN THOUSANDS)	ROOM NIGHT (3 YEAR AVERAGE)	ROOM NIGHT VARIANCE (IN THOUSANDS)	% VARIANCE TO 3 YEAR AVERAGE
2016	803	645	158	20%
2017	751	640	111	15%
2018	679	632	47	7%
2019	582	569	13	2%
2020	557	493	64	11%
2021	467	389	78	17%
2022	429	342	87	20%
2023	429	264	165	38%

# CITYWIDE SALES FUNNEL SUMMARY

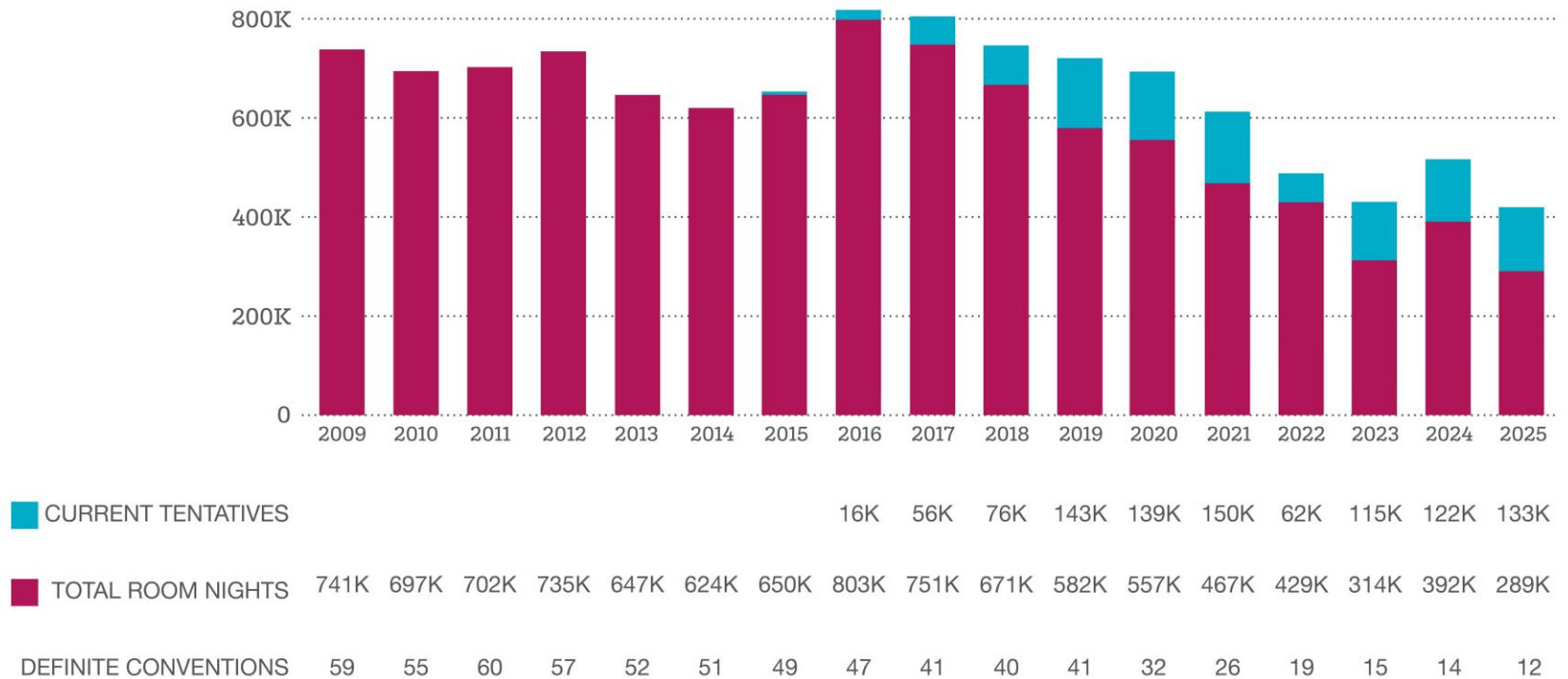
Groups we are working to close in FY16:

	FYTD 16 # OF BOOKINGS	FYTD 15 # OF BOOKINGS	FYTD 16 ROOM NIGHTS	FYTD 15 ROOM NIGHTS
Definite	34	13	415,297	205,554
1's Verbal Definite	14	9	306,086	120,476
2's 75% to close	7	31	150,978	652,472
3's 50%-50% to close	31	12	730,448	189,336
<b>TOTAL</b>	<b>86</b>	<b>65</b>	<b>1,602,809</b>	<b>1,167,838</b>



# ROOM NIGHT SUMMARY

2016 and 2017 will be record years. We have made great progress in 2018 and are still focused on improving room nights in 2019 and 2020.



# 2015 LOST BUSINESS SUMMARY

	FY15			FY14			FY13		
	BOOKINGS	%	TOTAL ROOM NIGHTS	BOOKINGS	%	TOTAL ROOM NIGHTS	BOOKINGS	%	TOTAL ROOM NIGHTS
Not having preferred dates/space	159	60%	1,694,787	134	60%	1,663,211	95	48%	1,241,506
Lost to another destination	42	20%	536,401	46	21%	597,669	45	23%	503,977
Changes in organization	30	11%	322,047	26	12%	472,470	37	19%	415,484
Cost	23	9%	266,709	17	8%	193,953	19	10%	159,849
<b>Total</b>	<b>254</b>		<b>2,819,944</b>	<b>223</b>		<b>2,882,333</b>	<b>196</b>		<b>2,320,816</b>

# 5-YEAR PLAN AGENDA

## Executive Overview

- Objective 1: Maximize Destination Hotel Room Night Production
- Objective 2: Secure Facility Revenue
- Objective 3: Focus on the open dates within the next ten years
- Objective 4: Develop New Accounts
- Objective 5: Secure Medical Citywide Rotations
- Objective 6: Leverage SDTA Sales Teams Synergies

# SHORT TERM SALES BOOKING REPORT

	JANUARY FY16	COMPARISON JANUARY FY15	CUMULATIVE FYTD 16	CUMULATIVE FYTD 15
Events	8	15	62	79
Attendance	15,990	22,839	140,174	140,120
Room Nights	4,050	225	18,692	18,525
Contracted Rental Revenue	\$166,890	\$99,870	\$1,087,599	\$1,278,778

**FY16 ROOM NIGHT GOAL**  
**40,000**

**FY16 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.





# Q & A