

TOURISM ADVOCACY: BECOME A LEADER IN YOUR COMMUNITY

What You Can Do To Promote The Value of San Diego's Tourism Economy to Locals

- **Know and be able to recall the top level speaking points:** knowing the points relating to economic impact, jobs, tax revenue and the correlation to essential services like police and fire is essential.
- **Personalize the message:** Don't just recite the metrics, but make the correlation to your business and the San Diegans you employ.



Create an individualized visitor industry fact sheet for your business or organization to guide you through personalizing your story within the larger San Diego travel and tourism story.

- **Build relationships with your elected officials:** Share your business or organization's story, positive milestones and help humanize the broader tourism industry in San Diego. Your expertise and industry knowledge can be a valuable asset to the representative as well. Do not assume your leaders already know the economic benefits of tourism, share your insights with them.
- **Comment in online articles and forums, as well as through social media:** When you see false or misleading information, be prepared to make a counterpoint using the industry facts and speaking points. Be sure to keep your comments professional, as you'll now be a representative for the entire industry.
- **Hot-button issues:** Remain educated on the current topics including the Convention Center expansion, Transient Occupancy Tax increases, and the San Diego Tourism Marketing District.



Understand the historical background on where funding comes from:

- SDTMD: <http://www.sdtmd.org/sdtmd-overview-2/>
- TOT: <http://www.sandiego.gov/treasurer/taxesfees/tot/>

- **Speakers Bureau:** Offer to speak to business or community groups and organizations about your business and the role you're playing in supporting San Diego's tourism economy. Use the information you've received today as a basis for future presentations. Examples include Rotary, Kiwanis, Chamber of Commerce, town councils, and business improvement districts.



- **A strong social media strategy:** Integrate San Diego tourism facts into your social media strategy to showcase your role within the industry.



Work with your internal social media team to make sure they understand our collective vision for community engagement; they'll be able to seamlessly contribute to the larger San Diego tourism economy conversation.

- Don't forget to follow, share and engage with the San Diego Tourism Authority's social channels.
- Follow key industry leaders on Twitter, as well as relevant news media and general business organizations (the following is just a sampling), and be sure to like, share and comment on their posts.

Individuals:



Kerri Verbeke Kapich, San Diego Tourism Authority, @kvkapich
 Brian Hilemon, San Diego Tourism Authority, @brianhilemon
 Candice Eley, San Diego Tourism Authority, @CandiceSD
 Sal Giametta, Chief of Staff for County Supervisor Ron Roberts, @SalGiametta
 Robert Rauch, Rauch & Associates, @truehotelguru
 Rod LaBranche, Historic Tours of America, @RodLaBranche
 Benjamin Eastman, San Diego Tourism Authority, @SD_Benjamin
 Lori Weisberg, San Diego Union Tribune, @loriweisberg
 Mark Cafferty, San Diego Regional Economic Development Corporation, @Markcaffertysd
 Christine Shimo Shimasaki, Destination Marketing Association International, @Shimosan

Organizations:



Tourism Currents, @TourismCurrents
 Destination Marketing Association International, @meetDMAI
 San Diego Regional Chamber of Commerce, @sdchamber
 San Diego Tourism Authority, @sdtconnect
 U.S. Travel Association, @USTRavel
 Power of Travel Coalition, @TravelCoalition
 Official PR Team for the San Diego Tourism Authority, @VisitSD_PR
 Official San Diego Tourism, @visitsandiego

Need more information, resources or materials about the value of tourism in San Diego?

Refer to the 2015 Tourism Industry General Facts sheet on the San Diego Tourism Authority's website, which is updated monthly, or contact the Tourism Authority for assistance. Working together, our message about the value of our industry is stronger.



TOURISM ADVOCACY: SPEAKING POINTS

The Tourism industry is essential to San Diego's economic health ...

- The visitor industry is the second largest industry in San Diego, contributing approximately \$15.1 billion in annual economic value for the region.
- In 2014, 33.8 million visitors spent more than \$9.2 billion at local businesses throughout the region.
- San Diego's tourism economy employs approximately 173,000 San Diegans or 1 in 8 jobs, through lodging, food service, attraction and transportation companies – that's 13 percent of jobs throughout the county with more than half of employees earning a middle class salary or higher.

All San Diegans benefit from a strong tourism economy ...

- Tourism directly impacts our regional infrastructure; taxes (sales, property and Transient Occupancy Taxes) generated by visitors to San Diego County total more than \$655 million annually.
 - The tourism industry generates tax revenues that directly fund essential City services – from police and fire to maintaining parks and recreation.
 - The City of San Diego budgeted \$195 million in TOT tax revenue in Fiscal 2016.
 - TOT is the third-largest revenue source for the City of San Diego behind property and sales tax.
- In 2014, the San Diego Convention Center hosted 76 out-of-town conventions representing approximately \$593 million in direct spending by convention delegates.
 - The San Diego Convention Center represents an area where we can grow revenue. Due to limited space, every year San Diego turns away about one year's worth of business.
- Tourism effects our way of life:
 - Nine in ten San Diegans agree that San Diegans themselves benefit from tourism infrastructure, including attractions like SeaWorld, the Zoo & Safari Park, LEGOLAND, USS Midway, museums and cultural institutions.
 - San Diego's tourism economy supports educational opportunities as one-third of those who work part-time jobs while in the travel industry also go to school.
- Tourism benefits our collective businesses; San Diego continues to be a top travel destination in the U.S. and while visitors stay here, research shows 72 percent of direct spending is at businesses other than lodging.



Tourism promotion is essential in a competitive landscape ...

- In a competitive global tourism marketplace, there will always be a need for destinations to sell themselves. Just like we compete for companies to locate their business in San Diego, we also compete for millions of travelers to choose San Diego as a destination in order to grow jobs and maintain a strong economy.
- The competition for attracting travelers from emerging markets is fierce, and destinations must promote themselves to earn a share of these new markets (i.e., Chinese travelers).
- Destination marketing is important, as evident in 2013 when San Diego hotels and attractions all felt the impact of not being in the market when the SDTA's funding was frozen by the City of San Diego.
 - Occupancy throughout San Diego grew just 1 percent in 2013, compared to the previous three years when growth had been between the 2-4 percent range.
 - Another way to measure impact – had the TOT continued to grow at 8 percent, instead of the 3.8 percent in 2013, the City of San Diego would have received another \$7 million in 2013.



SAN DIEGO COUNTY 2015 VISITOR INDUSTRY GENERAL FACTS*



Visitors to San Diego County

There were 33.8 million visitors to San Diego, of which more than 16.9 million were overnight and more than 16.9 million were day visitors.

Visitor Spending:

Visitors to San Diego spent nearly \$9.2 billion at thousands of San Diegan businesses during their stay. Seventy percent of those dollars are spent at businesses other than lodging.

San Diego Hospitality Industry Employment:

The visitor industry employs about 173,100 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: EDD As of January 2015*

San Diego Convention Center:

At the San Diego Convention Center, 76 out-of-town conventions and trade shows were held, with an estimated attendance of 527,621 individuals. These events represent approximately \$593 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Occupancy:

San Diego County's average hotel occupancy was 74.6% and the daily room rate averaged \$140.93. *Source: STR*

Hotel Rooms:

San Diego has approximately 474 hotel and motel properties with 59,691 rooms available to visitors.

Arrivals to San Diego County:

An estimated 9.4 million air passengers arrived at Lindbergh Field, which is served by a total of 19 airline passenger carriers. Amtrak arrivals into San Diego County totaled more than 759,000 people. Southbound and westbound traffic into the County totaled 62 million vehicles. *Sources: SDRAA, Amtrak and CalTrans*

Tax Revenue:

In San Diego County, nearly \$223 million was collected in Transient Occupancy Tax revenue in fiscal year 2014 (July 2013 - June 2014). *Source: Cities in San Diego County*

Additional sales taxes and property taxes from visitor industry businesses grow the total tax revenues generated by visitors to \$655 million annually.

Population:

The population of San Diego County is estimated to be 3.2 million. San Diego ranks nation's fifth largest county.

**2014 Calendar Year Data*

STR hotel data is revised monthly, and could change slightly from date of report.

