



VISIT  SAN ANTONIO
CITY COUNCIL BRIEFING

INDUSTRY OVERVIEW & TRENDS

VISIT SAN ANTONIO

INDUSTRY OVERVIEW

Overall Economic Impact **\$13.6B**

Visitors to Bexar County

31M

EMPLOYED OVER
130k
LOCAL EMPLOYEES

37M

Visitors to the Region



Quality of Life



INDUSTRY TRENDS

- + Personal, Unique, Authentic Experiences
- + Less Sales, More Strategic Partnerships
- + Sustainable Tourism
- + Transformational Opportunities



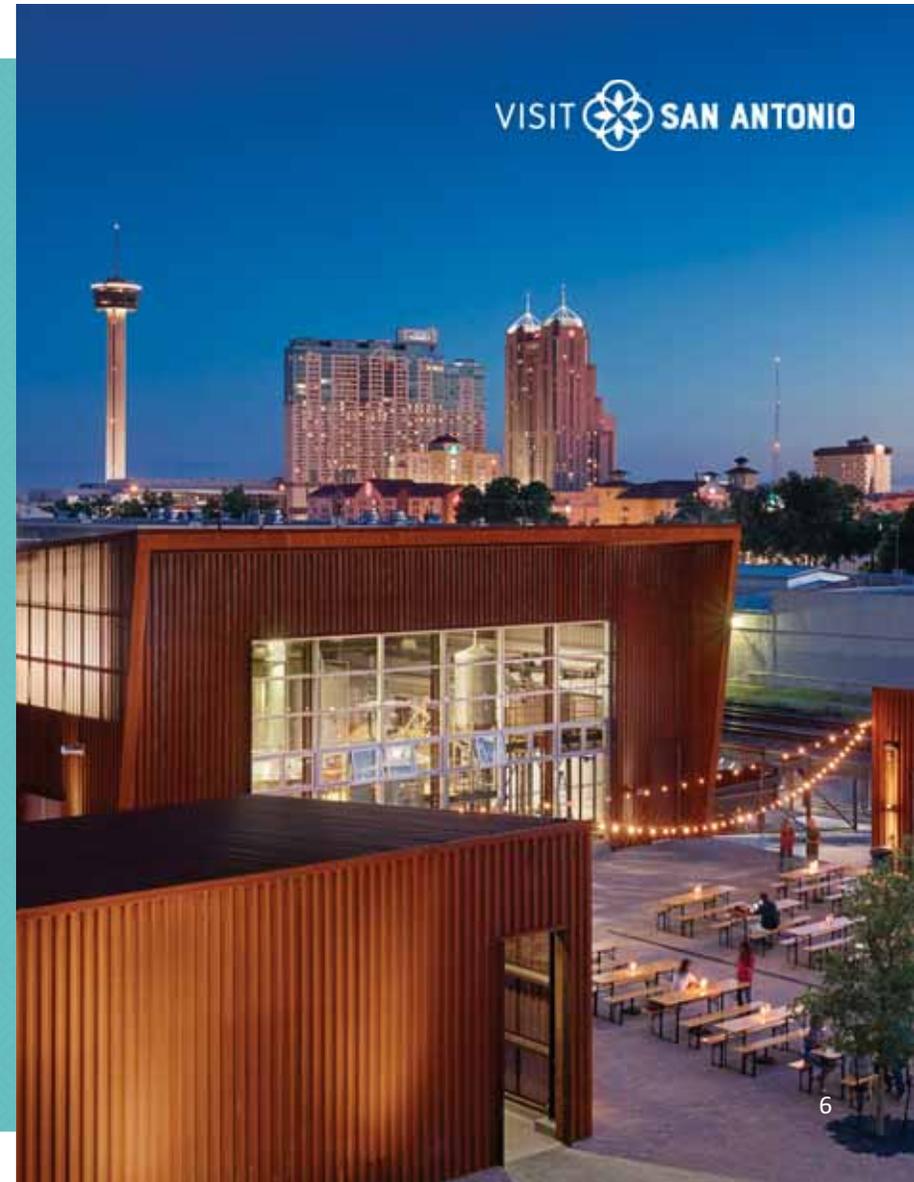
MISSION & VISION STATEMENTS

VISIT SAN ANTONIO



MISSION

Bringing the world
to *San Antonio*



VISION

To elevate San Antonio as a *Must-Experience* destination where Texas culture & history begin...



BOARD OF DIRECTORS

VISIT SAN ANTONIO

BOARD OF DIRECTORS

2018 - 2019



Cristina Aldrete
North San Antonio Chamber
At Large



Jeff Arndt
VIA
Vice Chair
Transportation



Major General Juan Ayala
City of San Antonio -
Office of Military Affairs
Ex-Officio



Liza Barratachea
San Antonio Hotel & Lodging Association
Ex-Officio



Chris Bowley
Hixon Properties
Hotels and Lodging



Henry Brun
Richport Enterprises
Arts/Culture/Music



Pat Frost
Frost Bank
At Large



Russ Handy
City of San Antonio -
Aviation Department
Ex-Officio



Carl Lum
SeaWorld San Antonio
Leisure Attractions



Casandra Matej
President/CEO
Visit San Antonio



Marise McDermott
The Witte Museum
Leisure Attractions



Frank Miceli
Spurs Sports & Entertainment
Immediate Past Chair
At Large



BOARD OF DIRECTORS

2018 - 2019



Denise Rodriguez-Hernandez
True Flavors Catering
Chamber



Jenna Saucedo-Herrera
San Antonio Economic
Development Foundation
Ex-Officio



Patricia Muzquiz-Cantor
Convention & Sports Facilities
Ex-Officio



Sheryl Sculley
City of San Antonio
Appointment by City Manager



Ruben Sepulveda
Don Pedro's / San Antonio
Restaurant Association
Restaurant/Culinary



Robert Thrailkill
Hilton Palacio del Rio
Hotels and Lodging



Robert Treviño
Councilwoman, District 1
Appointment by Mayor



Rebecca J. Viagran
Councilwoman, District 3
Appointment by Mayor



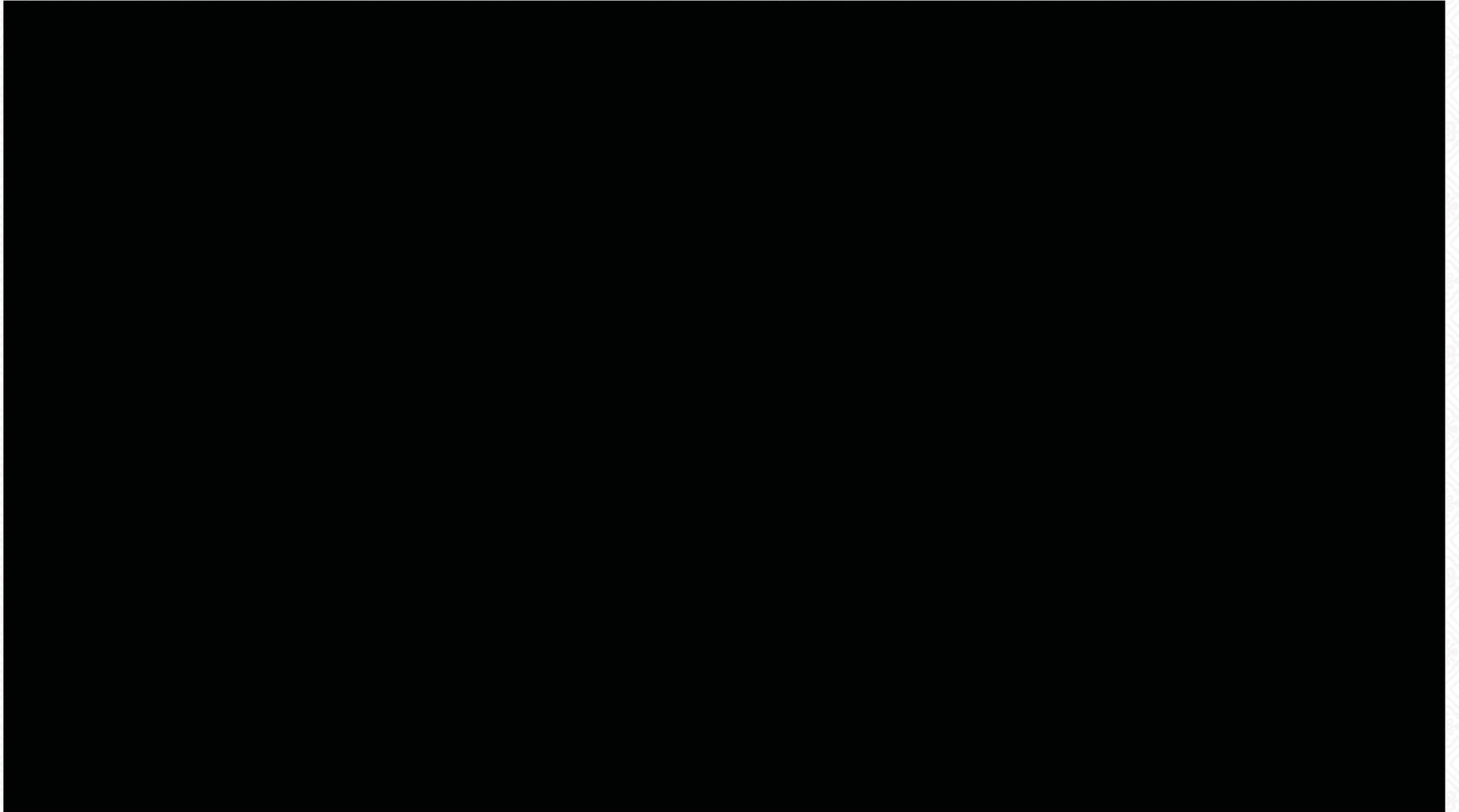
Rusty Wallace
Omni Hotels and Resorts
Chair
Hotels and Lodging



Aaronetta Pierce
Heritage & Preservation

KEY ACCOMPLISHMENTS

VISIT SAN ANTONIO



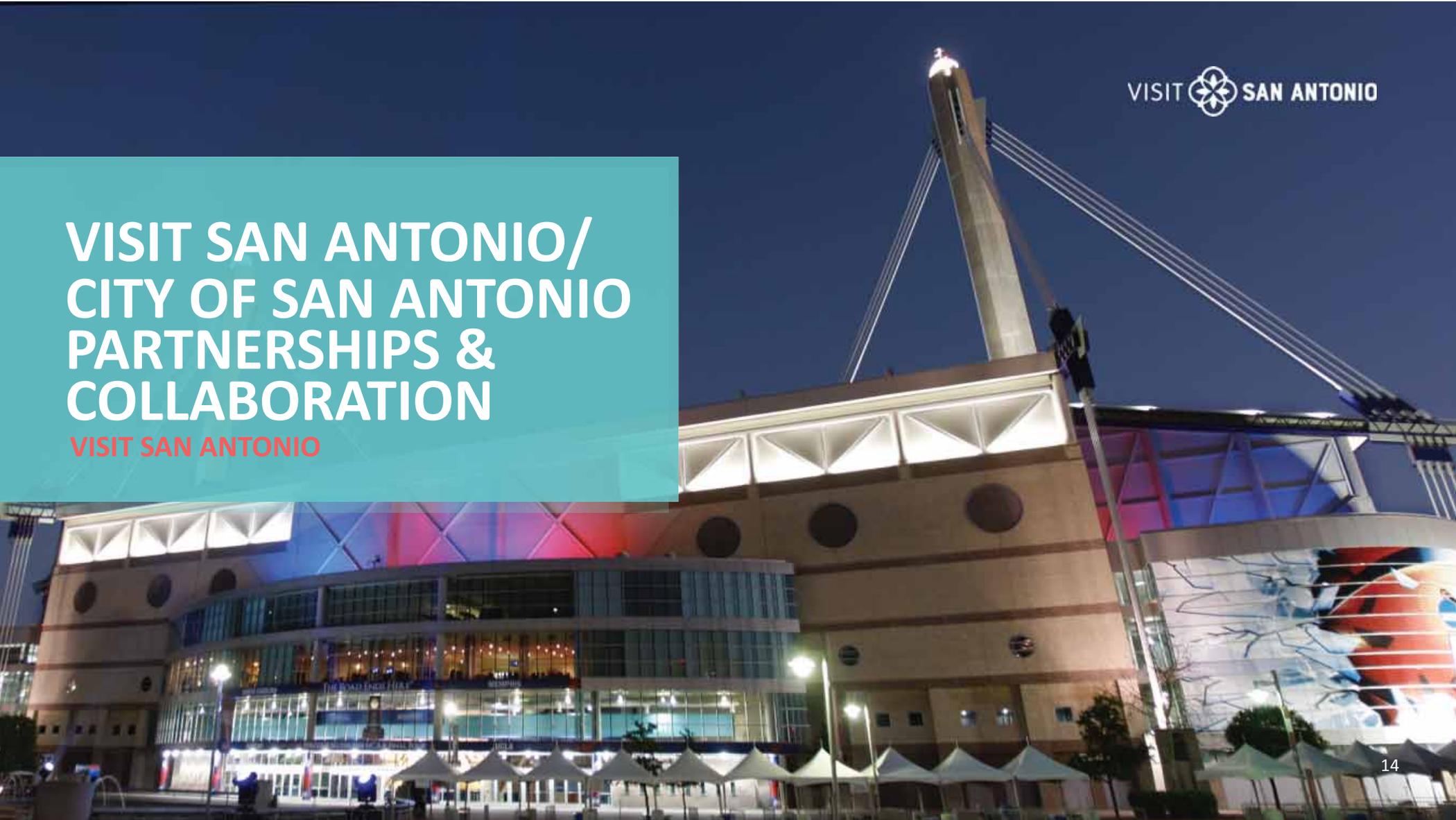


KEY PERFORMANCE METRICS

Performance Measure	FY 2018 Target	FY 2018 Re-Estimate
Convention Room Nights Booked	920,000	921,000
Media/Editorial Value (\$ in Mil)	\$35	\$39
Online Engagement (in Mil)	11.6	15.8
Service Delivery Ranking (scale 1 to 4)	3.9	3.9

VISIT SAN ANTONIO/ CITY OF SAN ANTONIO PARTNERSHIPS & COLLABORATION

VISIT SAN ANTONIO



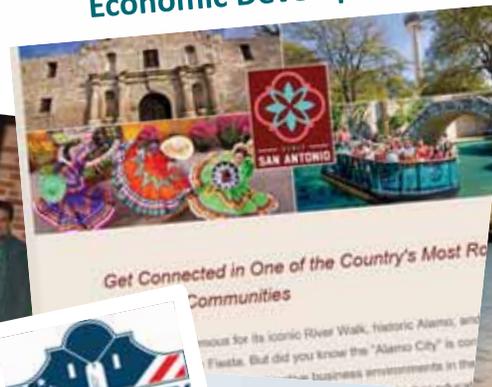


Partnerships & Collaborations

Convention Center



Economic Development



Air Service



World Heritage & Historic Preservation



Tricentennial



Military



City Leadership & Mayor's Office

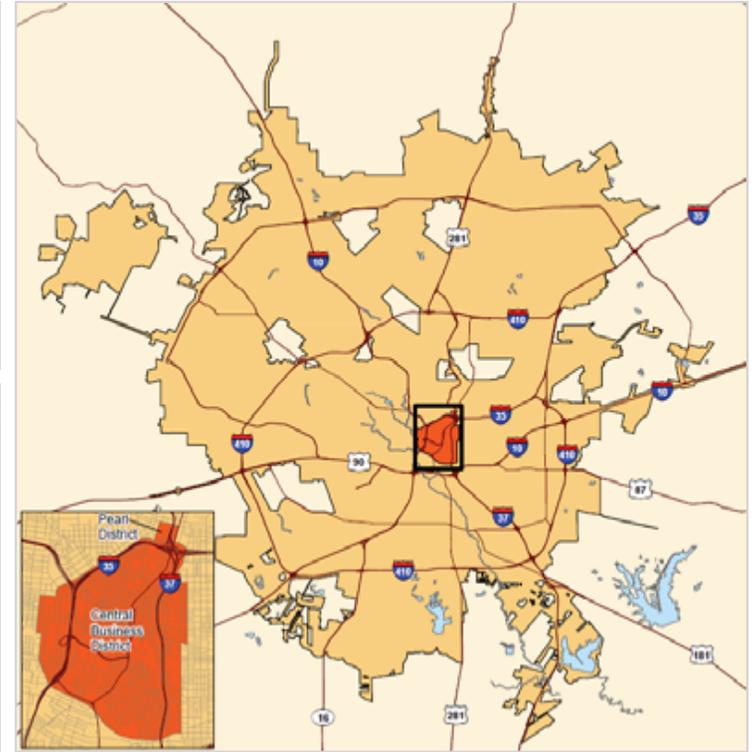


TPID Status & Overview

VISIT SAN ANTONIO



TPID - CITY APPROVED PARTNERSHIP AGREEMENT IN JUNE 2018



TPID - NEXT STEPS

- + SAHLA taking lead on securing required Petition signatures
-
- + Future Council action required
 - Set Public Hearings
 - Establish District



PRIORITIES

BOARD & ORGANIZATIONAL

2019 BOARD PRIORITIES

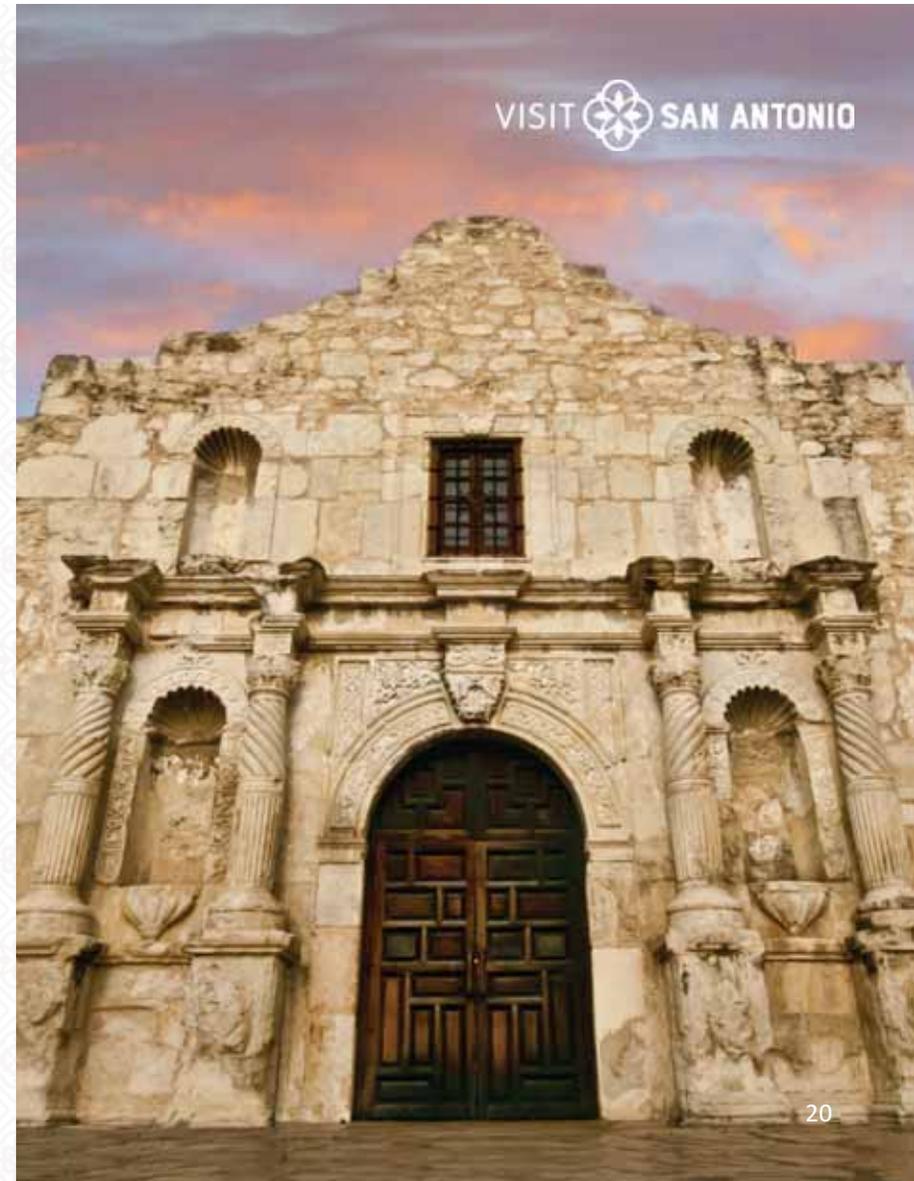
+ **Tourism Public Improvement District**

+ **Strategic Plan**

+ **Financial Stability**

+ **Selling and Marketing**

+ **Organizational Principles**



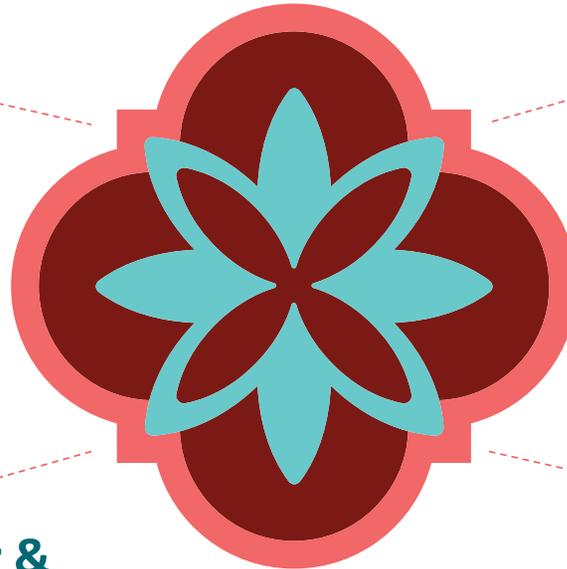
INDUSTRY 2019 ORGANIZATIONAL PRIORITIES

Strategic Sales & Marketing

Collaborative Destination Management

Proactive Partner & Community Engagement

Innovative & Results-Oriented Organization



2019 STRATEGIES

- + **Growth in International Visitors**

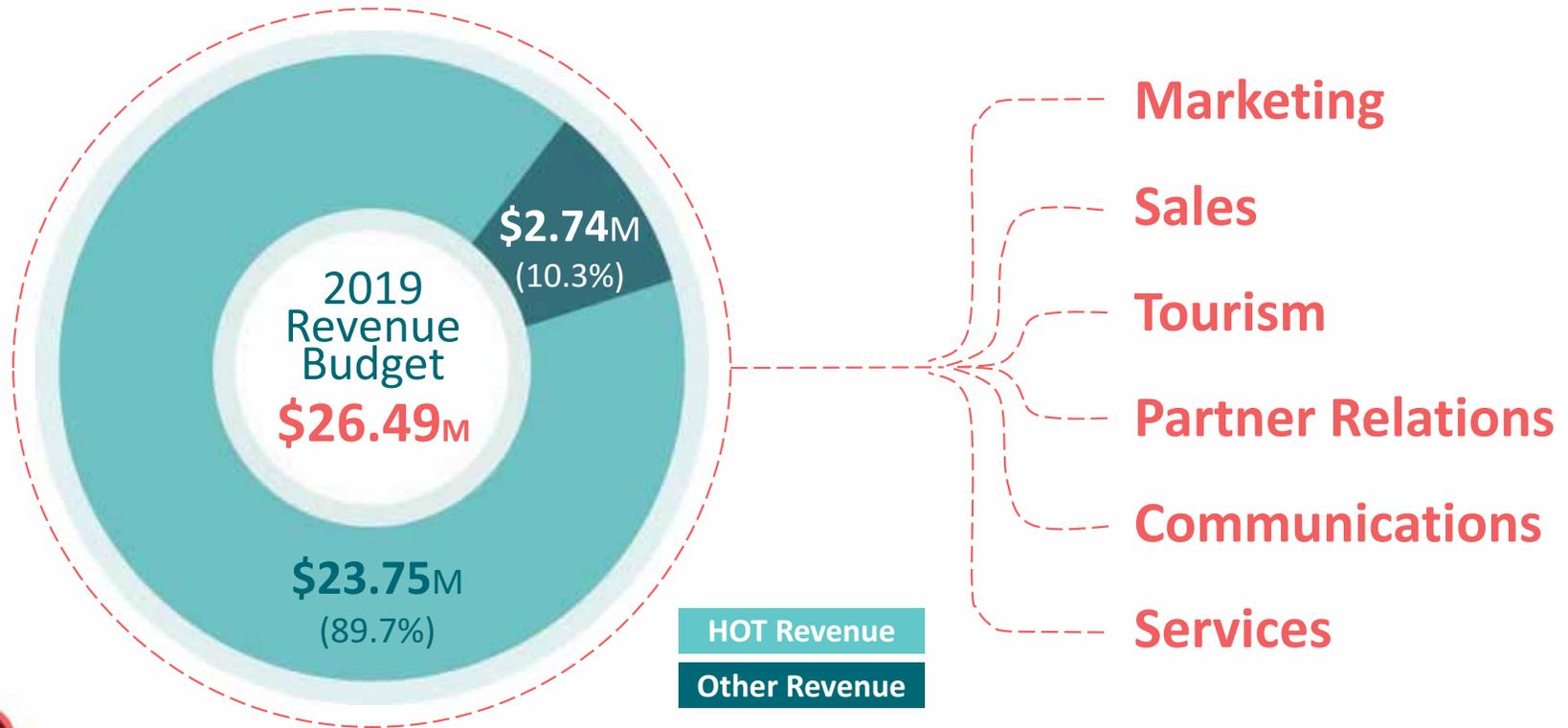
- + **Texas Traveler** – peaks in summer

- + **Non-Texan Traveler** – peaks in holiday & spring

- + **Persona Driven Marketing**



2019 REVENUE BUDGET



From all of us at Visit San Antonio

THANK YOU