



VISIT SAN ANTONIO

2019 COUNCIL UPDATE



HOSPITALITY ECONOMIC IMPACT

\$214 M

Revenues and fees to the City

SERVICES AGREEMENT



- Market & Promote
- Attract & Serve Leisure Visitors
- Attract & Serve
- Meetings and Conventions

A scenic view of a traditional Chinese garden. In the foreground, there's a large, leafy tree on the left and a rocky path. A pond with greenish water is in the middle ground, with a traditional Chinese pavilion with a tiled roof on the far side. The background is filled with more trees. A teal diagonal overlay covers the bottom right corner, containing the text.

Ongoing City Partnerships



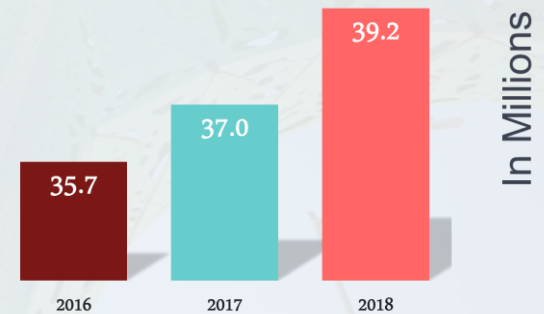
SAN ANTONIO

SATPID

SAN ANTONIO TOURISM
PUBLIC IMPROVEMENT DISTRICT

MEASURING SUCCESS

- Job growth
- Incremental taxes
- More funding for arts and historic preservation
- Visitation



FY 2019 KEY PERFORMANCE METRICS

PERFORMANCE MEASURE	FY 2019 TARGET	FY 2019 ESTIMATE
CONVENTION ROOM NIGHTS BOOKED	920,000	930,000
MEDIA/EDITORIAL VALUE (\$ IN MIL)	\$40.0	\$40.5
ONLINE ENGAGEMENT (IN MIL)	17.7	35.0
SERVICE DELIVERY RANKING (SCALE 1 TO 4)	3.9	3.9
MEMBERSHIP PARTICIPATION (# OF MEMBERS)	465	469

MEASURING SUCCESS

US Travel Association 2019 Destiny Awards

- Best Branding and Integrated Marketing Campaign
- Best Destination Website



TRENDS



- Economic slowdown
- Growing demand, at lower rates
- Presidential election
- Competition growth
- Disruptors

ORGANIZATIONAL PRIORITIES

- San Antonio awareness
- New meetings & partner websites
- VisitSanAntonio.TV
- US Travel IPW

ORGANIZATIONAL PRIORITIES

- Long term citywide sales
- Destination management
- Corporate partnerships
- Financial stability
- Employer of choice
- Visitor Information Center



WHAT'S COMING

Conventions in 2020

\$310+
Million

Economic Impact

NOT FORGOTTEN



WHAT'S COMING

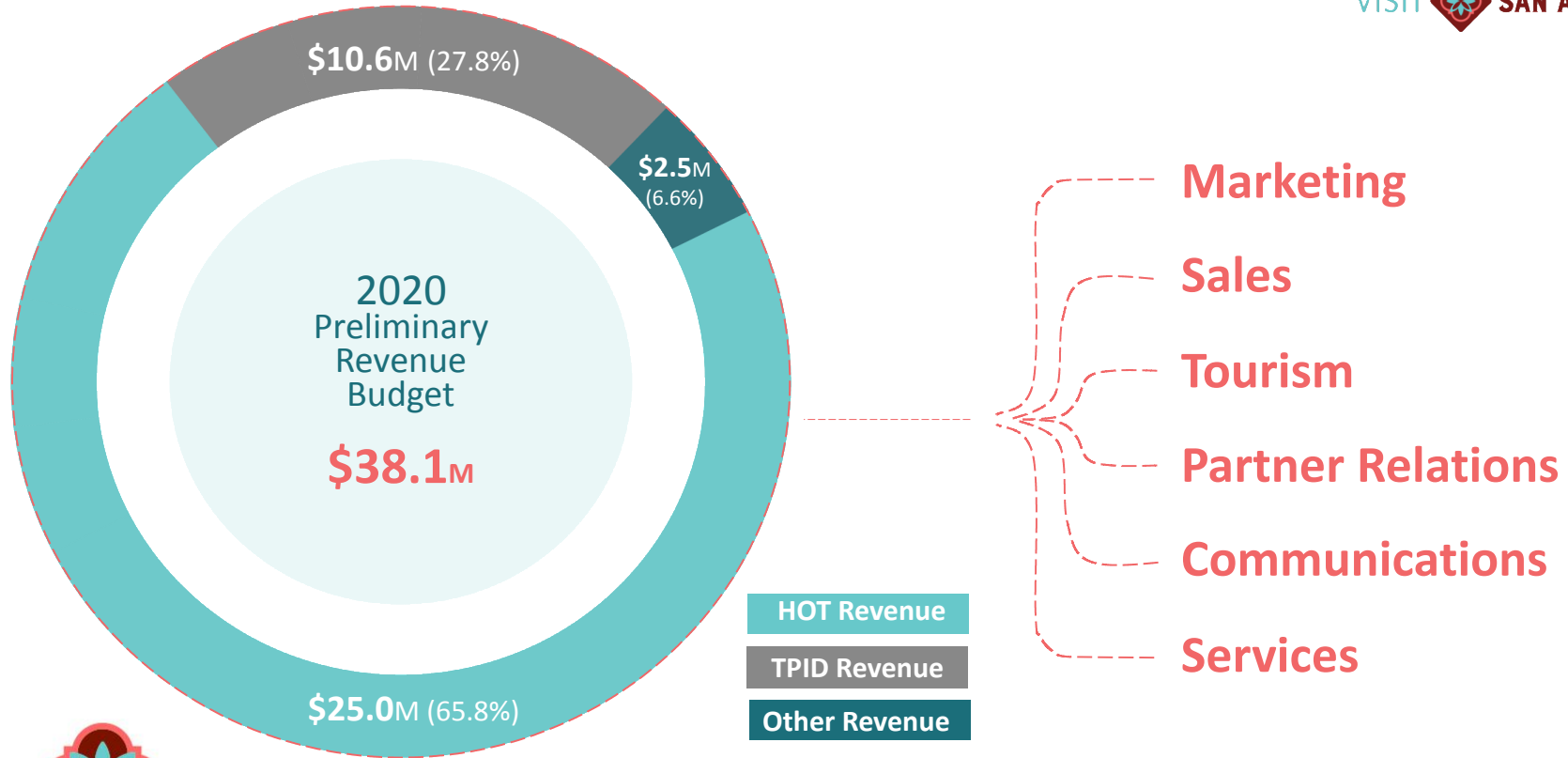
Day of the
Dead



WHAT'S COMING

VisitSanAntonio.TV

2020 PRELIMINARY REVENUE BUDGET





Coming soon...

District 4 & District 6



NAME THAT

District



D9
SA International
Airport



D5 Guadalupe
Cultural Arts Center



D2
Essex Modern City



D7
Spineway



D10
RO-HO pork bread



D1
Selena Murals



D2
SAAACAM



D10
Texas Transportation
Museum



D3
Confluence Park



D8
Denman Estate Park



D3
Tree of Life



D1
San Pedro Cultural
Park creek



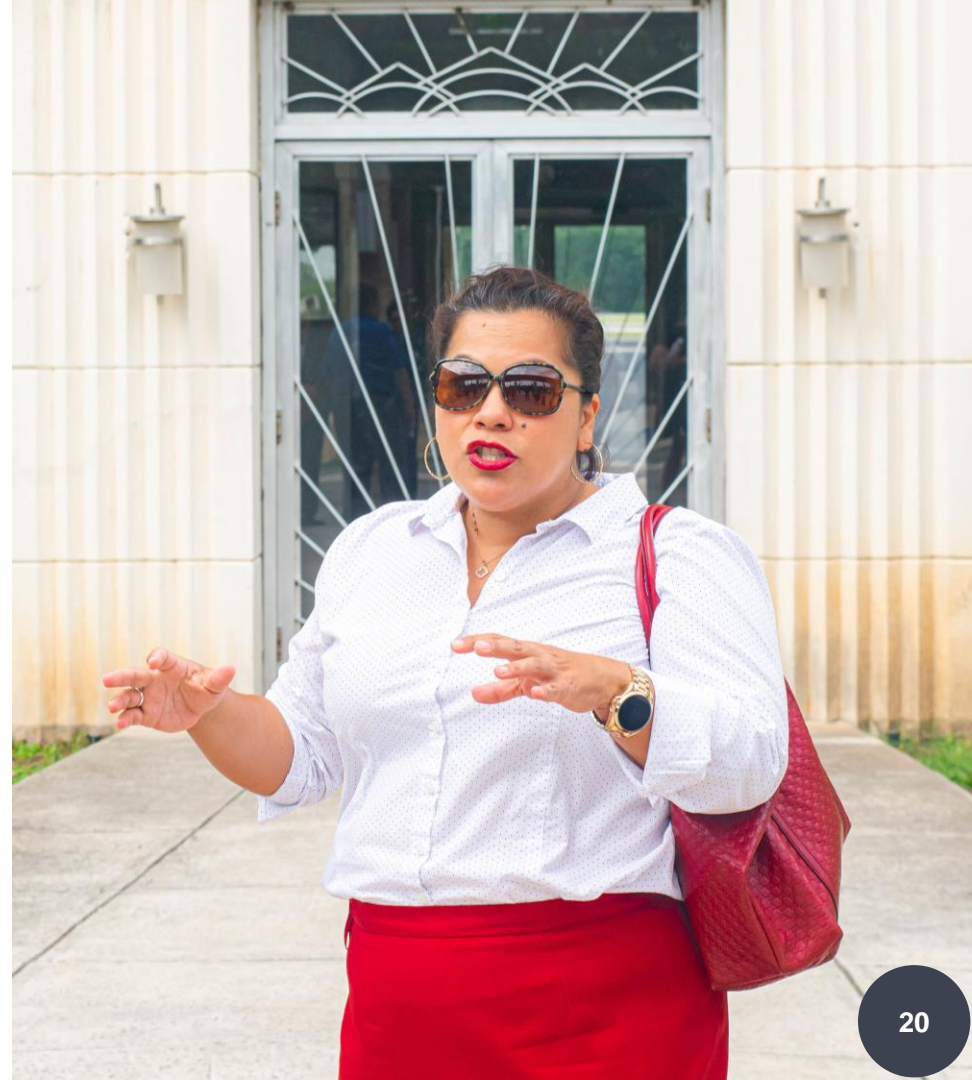
D5
POW Mural



VISIT
SAN ANTONIO



















THANK YOU!

