



# City of San Antonio

## Legislation Details (With Text)

**File #:** 18-3402

**Type:** Staff Briefing - Without Ordinance

**In control:** Arts, Culture and Heritage Committee

**On agenda:** 5/15/2018

**Title:** Update on the marketing efforts to promote San Antonio by Visit San Antonio.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
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**DEPARTMENT:** Department of Arts & Culture

**DEPARTMENT HEAD:** Debbie Racca-Sittre

**COUNCIL DISTRICTS IMPACTED:** All Council Districts

**SUBJECT:**

Visit San Antonio Marketing Efforts

**SUMMARY:**

Visit San Antonio will provide the Arts, Culture, and Heritage Council Committee an update of their marketing efforts to promote San Antonio as a cultural destination.

**BACKGROUND INFORMATION:**

Visit San Antonio is a 501(c) 6, and serves as the sales and marketing arm of San Antonio as a leading leisure and meetings destination. San Antonio welcomes 20.9 million overnight leisure visitors annually. Hospitality is one of the top five industries in the city, contributing \$13.6 billion into the local economy and employing more than 130,000.

The organization markets San Antonio as a city rich in arts, culture, and history and has initiated several

marketing efforts and new endeavors that further position San Antonio as a cultural destination. The Visit San Antonio Cultural Advisory Committee advises staff on these efforts.

**ISSUE:**

Visit San Antonio will provide an update to the Arts, Culture, and Heritage Committee on their marketing efforts to promote San Antonio as a cultural destination.

**ALTERNATIVES:**

This item is for briefing purposes only.

**FISCAL IMPACT:**

This item is for briefing purposes only.