Sub-Region Sales & Marketing
Update as 1/16/15
AGENDA

• Sub Region Lodging Performance

• Sales Update
  • Group Sales
  • Group Advertising

• Marketing Update
  • Leisure Advertising & Promotion
  • Interactive
  • Travel Trade
  • Public Relations
## Mission Bay
### 2014 Performance through November

<table>
<thead>
<tr>
<th>2014 Calendar YTD</th>
<th>2014 Monthly Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OCC</strong></td>
<td>-2.1%</td>
</tr>
<tr>
<td><strong>YOY Growth OCC</strong></td>
<td>6.1%</td>
</tr>
<tr>
<td><strong>ADR</strong></td>
<td>6.5%</td>
</tr>
<tr>
<td><strong>RevPAR</strong></td>
<td>3.9%</td>
</tr>
<tr>
<td><strong>YOY Growth ADR</strong></td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>YOY Growth RevPAR</strong></td>
<td>3.2%</td>
</tr>
</tbody>
</table>

### 2014 Monthly Trend

- **Occupancy**:
  - Jan: 73.5%, Feb: 79.3%

- **ADR**:

- **RevPAR**:
# Mission Valley
## 2014 Performance through November

<table>
<thead>
<tr>
<th>2014 Calendar YTD</th>
<th>2014 Monthly Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OCC</strong></td>
<td>75.3%</td>
</tr>
<tr>
<td><strong>YOY Growth OCC</strong></td>
<td>2.0%</td>
</tr>
<tr>
<td><strong>ADR</strong></td>
<td>$108.18</td>
</tr>
<tr>
<td><strong>YOY Growth ADR</strong></td>
<td>5.7%</td>
</tr>
<tr>
<td><strong>RevPAR</strong></td>
<td>$82.35</td>
</tr>
<tr>
<td><strong>YOY Growth RevPAR</strong></td>
<td>7.8%</td>
</tr>
</tbody>
</table>

### 2014 Calendar YTD
- OCC: 75.3%
- YOY Growth OCC: 2.0%
- ADR: $108.18
- YOY Growth ADR: 5.7%
- RevPAR: $82.35
- YOY Growth RevPAR: 7.8%

### Annual Trend
- Occupancy: 2011: 90.5%, 2012: 95.3%, 2013: 98.3%, 2014: 75.3%
# La Jolla Coastal

## 2014 Performance through November

### 2014 Calendar YTD

<table>
<thead>
<tr>
<th>Metric</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC</td>
<td>77.3%</td>
</tr>
<tr>
<td>YOY Growth OCC</td>
<td>6.3%</td>
</tr>
<tr>
<td>ADR</td>
<td>$209.32</td>
</tr>
<tr>
<td>YOY Growth ADR</td>
<td>4.2%</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$163.30</td>
</tr>
<tr>
<td>YOY Growth RevPAR</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

### 2014 Monthly Trend

<table>
<thead>
<tr>
<th>Month</th>
<th>OCC</th>
<th>ADR</th>
<th>RevPAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>7.9%</td>
<td>0.6%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Feb</td>
<td>15.6%</td>
<td>3.0%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Mar</td>
<td>11.4%</td>
<td>2.6%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Apr</td>
<td>13.7%</td>
<td>1.0%</td>
<td>14.9%</td>
</tr>
<tr>
<td>May</td>
<td>4.8%</td>
<td>5.6%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Jun</td>
<td>1.5%</td>
<td>5.9%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Jul</td>
<td>-1.8%</td>
<td>7.2%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Aug</td>
<td>3.3%</td>
<td>6.9%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Sep</td>
<td>5.3%</td>
<td>4.3%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Oct</td>
<td>5.9%</td>
<td>3.2%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Nov</td>
<td>6.0%</td>
<td>4.1%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

### Annual Trend

- Occupancy:
  - 2011: 64.9%
  - 2012: 77.3%
  - 2013: 80%
  - 2014: 86%

- ADR:
  - 2011: $192.32
  - 2012: $209.32

- RevPAR:
  - 2011: $126.68
  - 2012: $154
  - 2013: $235
  - 2014: $129
# Sales Update – DRN’s - CY 2014

<table>
<thead>
<tr>
<th>Location</th>
<th>DRN’s</th>
<th>% of total booked</th>
<th>“Fair share”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Bay</td>
<td>38,274</td>
<td>8.1</td>
<td>8.2</td>
</tr>
<tr>
<td>Mission Valley</td>
<td>68,820</td>
<td>14.6</td>
<td>20.3</td>
</tr>
<tr>
<td>La Jolla</td>
<td>16,121</td>
<td>3.4</td>
<td>9.0</td>
</tr>
<tr>
<td>Downtown/Gaslamp</td>
<td>238,005</td>
<td>50.6</td>
<td>40.3</td>
</tr>
<tr>
<td>Coronado</td>
<td>37,847</td>
<td>8.0</td>
<td>5.4</td>
</tr>
<tr>
<td>Harbor Island/Pt. Loma</td>
<td>64,853</td>
<td>13.8</td>
<td>12.0</td>
</tr>
<tr>
<td>Del Mar/Rancho Bernardo</td>
<td>6,915</td>
<td>1.5</td>
<td>4.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>470,835</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Fair share calculation is the hotel’s # of rooms divided by the total number of hotel rooms listed in iLead.
NEW DRN’s – FY 15 – through 12/31/14

Mid year goal = 140,350 rn’s. Achieved 108.5% of goal

<table>
<thead>
<tr>
<th></th>
<th>DRN’s w/o Sub-region RN’s</th>
<th>Sub region – DRN’s</th>
<th>Total</th>
<th>% of total booked</th>
<th>“Fair Share”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Bay</td>
<td>13,342</td>
<td>2,204</td>
<td>15,546</td>
<td>10.2</td>
<td>8.2</td>
</tr>
<tr>
<td>Mission Valley</td>
<td>14,619</td>
<td>5,062</td>
<td>19,681</td>
<td>12.9</td>
<td>20.3</td>
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<tr>
<td>La Jolla</td>
<td>9,463</td>
<td>-0</td>
<td>9,463</td>
<td>6.2</td>
<td>9.0</td>
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<tr>
<td>Downtown/Gaslamp</td>
<td>69,372</td>
<td></td>
<td>69,372</td>
<td>45.5</td>
<td>40.3</td>
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<tr>
<td>Coronado</td>
<td>17,461</td>
<td></td>
<td>17,461</td>
<td>11.5</td>
<td>5.4</td>
</tr>
<tr>
<td>Harbor Island/Pt. Loma</td>
<td>18,227</td>
<td></td>
<td>18,227</td>
<td>12.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Del Mar/Rancho Bernardo</td>
<td>2,582</td>
<td></td>
<td>2,582</td>
<td>1.7</td>
<td>4.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>144,864</strong></td>
<td><strong>7,266</strong></td>
<td><strong>152,332</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Other buckets:

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Annual</td>
<td></td>
<td></td>
<td>20,625</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repeat</td>
<td></td>
<td></td>
<td>14,508</td>
<td></td>
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<tr>
<td>USMC</td>
<td></td>
<td></td>
<td>32,400</td>
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<td></td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td></td>
<td></td>
<td>219,865</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Items of note:

#1  72 leads have been distributed to sub-region hotels
   • 69 leads had at least one hotel submit a proposal
   • Rate range:
     • 6 leads - $100 or less
     • 6 leads - $105 - $120
     • 30 leads - $121 - $140
     • 21 leads - $141 - $160
     • 9 leads - $180 - $200
     • Average rate of definites - $134.31

#2  Diversity “FAM” taking place on January 27 – 29 with 13 planners with specific interest in the three sub-region hotels
Specialty Market Update

2014 Trade Shows - Brianne Mouton

- Fraternity Executives Association (FEA) (July) – 13 appointments; 4 potential RFP’s for 3650 rooms

- Connect Marketplace (Aug) – 36 appointments; 20 RFP’s total of 17,066 rooms

- Professional Fraternity Assoc. (Sept 4-6) - 13 Appointments resulting in: (1) RFP’s for a total of 230 room nights, (2) Promises to receive RFP’s in coming months for a total of 1,650 room nights

- RCMA Aspire Regional in CA (Sept 22-23) - 32 total planner attendance, (19) Appointments resulting in: (1) RFP’s in hand for a total of 458 room nights.

- National PanHellenic Conf. (Oct 24-25) - (13) Appointments; (3) RFP's for a total of 1,430 room nights

- Rejuvenate Marketplace (Oct 28-30) - (34) Confirmed Appointments, (37) Actual Appointments; (7) RFP's in hand for a total of 4,528 room nights, (7) Promises to receive RFP's in coming months/year for a total of 17,496 room nights

2015 Trade Shows:

- RCMA Annual (Jan 26-30)
- National Interfraternity Council (April 19-20)
- Christian Meetings and Conventions Association (May 5-7)
Specialty Market Update

2014 Trade Shows - Gillian Ware

Attended:

- **SGMP** (May) – 20 appointments; 1 RFP for 180 rooms; 4 Potential groups
- **Connect Marketplace** (Aug) – 28 appointments; 5 RFP’s for 4,000 rooms; 10 potential groups
- **National Coalition of Black Meeting Planners** (Nov) – 12 Booth visits, 6 potential groups totaling 6650 rooms; 2 RFP’s for 1500 rooms nights

2015 Trade Shows:

- Diversity Marketplace (Jan 25-27); San Diego Post FAM (Jan 27-29)
- IGLTA (April 8-11)
- SGMP (April 28-30)
- NCORE (May 26-30)
Group Marketing

Forecast Success Campaign

- Runs October – June
- Print & Digital Media
- Publications include:
  - **National**
    - Meetings & Conventions
    - Successful Meetings
  - **Western Region**
    - Smart Meetings
    - Meeting Focus
  - **Specialty Markets**
    - Plan Your Meeting
    - Black Meetings & Tourism
    - Connect
    - Rejuvenate
    - Sports Travel
## Sub-Region Budget

$3.0 Million

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Group</th>
<th>Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Salaries and Benefits</strong></td>
<td>$312,868</td>
<td>$145,525</td>
</tr>
<tr>
<td><strong>Program of Work</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead Generation</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Military / Defense</td>
<td>$35,000</td>
<td></td>
</tr>
<tr>
<td>Sponsorships, Events and Trade Shows</td>
<td>$135,865</td>
<td></td>
</tr>
<tr>
<td>Advertising (Media, Prod &amp; Fees)</td>
<td>$640,000</td>
<td>$645,000</td>
</tr>
<tr>
<td>OTA Campaigns</td>
<td>$560,000</td>
<td></td>
</tr>
<tr>
<td>International Campaigns</td>
<td>$75,000</td>
<td></td>
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<tr>
<td>Content Development</td>
<td>$235,742</td>
<td></td>
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<tr>
<td>Mexico / Latin America Market Development</td>
<td></td>
<td>$65,000</td>
</tr>
<tr>
<td>Public Relations/Media Outreach</td>
<td>$35,000</td>
<td></td>
</tr>
<tr>
<td>Social Media Campaigns</td>
<td>$100,000</td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>$1,138,733</td>
<td>$1,861,267</td>
</tr>
</tbody>
</table>
MARKETING UPDATE
Sub Region Leisure Campaign
On-line Travel Agencies: Sept – June 2015 – Budget $575,000
Objective: Increase overall production for sub region hotels through geo, affinity and theme story targeting

Fall Value Sale: 9/9 – 10/31
Expedia, Travelocity, Orbitz, Cheaptickets
• Total spend: $119,055
• Total impressions: 4.7 million
• Total clicks: 21,727

Fall Luxury Sale: 9/9 – 10/31
Expedia & Travelocity
• Total spend: $77,417
• Total impressions: 3.1 million
• Total clicks: 12,935
OTA Sub Region (cont.)

Living Social Promotions

• Fall Luxury: 10/2 – 11/2
  • Total spend: $30,000
  • Impression served: 3.8 million
  • Clicks: 12,707

• Winter Value: 11/13 – 12/13
  • Total spend: $30,000
  • Impression served: 3.0 million
  • Clicks: 7,143
OTA Sub Region (cont.)

Coming Up Next…

International/Mexico
• Expedia: January - March
  • Total spend: $20,000

Early Summer/Luxury
• Expedia, Orbitz; May - June
  • Total spend: $185,000

Living Social
• Spring Sale (Luxury & Value): Feb - April
  • Total spend: $30,000
• Early Summer (Beach): May – June
  • Total spend: $30,000
Sub Region Leisure Campaign

- Affluent target audience campaign February – June, 2015 in Sunset, Saveur and Travel & Leisure
- Value target audience campaign runs February – June, 2015 in Real Simple, Family Fun and Parents
- Advertising points to sandiego.org/luxury and sandiego.org/value
- Total campaign budget - $525,000
Affluent Campaign Ads
Sunset, Saveur and Travel & Leisure
Affluent Campaign Ads

Magazines:
Sunset
Saveur
Travel & Leisure
Affluent Campaign

Advertorial

La Jolla is San Diego’s “Jewel by the Sea.” From its pristine beaches and coves to its neighborhood dining and shopping, this chic beachside enclave truly is a slice of social elegance. Answer the call at SanDiego.org/Luxury

The Art of Sipping and Savoring
There’s no shortage of fine dining in La Jolla. The Marine Room is a local favorite with its award-winning cuisine by chefs Efrain and Guillermo. The restaurant sits directly on the sand of La Jolla Shores, making the giant windows the only thing between you and the ocean spray. Enjoy the menu of Fusion, named San Diego’s “Chef of the Year” by the California Restaurant Association, at H-E-B in the private Grand Colonial Hotel. George’s at the Cove is simply a must visit as well, offering both fine and casual dining options, jaw-dropping views and ever-changing menus. You may want to go twice.

Explore from Shop to Shore
You can’t talk about La Jolla Shores without mentioning its surfing. The light waves make it ideal for beginners, and there are plenty of places to get lessons—including Surf Diva, the world’s first surf school run exclusively by women. Adventures can also take kayak tours through the seven incredible sea caves. Out-of-water entertainment includes the Museum of Contemporary Art San Diego and the Tony Award-winning La Jolla Playhouse. You’ll also want to browse the chic boutiques, galleries and jewelry shops on Prospect Street, as well as visit the Design District near Brand Avenue and Pearl Street. There you’ll find high-end home decor stores and fascinating art galleries.

Style, Elegance and Thrilling Thread Counts
La Jolla is home to a number of hotels and resorts that are part of the history, charm and iconic status of the area. La Jolla Beach & Tennis Club offers more than its championship courts. The beachfront resort has been an San Diego tradition for more than 7 years, yet holds onto exclusively with one of California’s only private beaches. The elegant “pink lady” of La Jolla is La Valencia hotel, which plays host to many celebrities and renowned for its Mediterranean-influenced architecture. Nestled on the bluffs of Torrey Pines Golf Course is The Lodge at Torrey Pines, a Craftsman-style resort that is the true pinnacle of panache in San Diego.

Sponsored by San Diego Tourism Authority and a part of San Diego Marketing District Corporation with City of San Diego Team Marketing District confusion San Diego.
Value Campaign
Ads
Magazines: Real Simple Family Fun Parents
Value
Campaign
Advertorial

On a mission for
SOCAL FUN

MISSION BEACH, MISSION BAY AND MISSION VALLEY
make THE CLASSIC SOCAL experience
CONVENIENT, AFFORDABLE AND UNFORGETTABLE — FROM PADDLEBOARDS TO FISH TACOS.
ANSWER THE call AT SANDIEGO.ORG/VALUE

Mission Beach is a bustling scene sprawling with surfboards, colorful towels and amazing people watching along the iconic boardwalk. Explore the shops and restaurants just off the water where you can refuel with a fish taco and a refreshing drink (little umbrella definitely included). Along the beach you can join a volleyball game on one of the 14 courts before you arrive at Belmont Park. There you’ll find the Giant Dipper Roller Coaster, a 90-year-old wooden giant. The view from the top is spectacular—if you’re brave enough to strap yourself in.

The Softer Side of the Pacific.
Activities on and off the water make Mission Bay a true outdoor playground. The largest man-made aquatic park of its kind (4,200 acres), it includes 12 miles of bike paths—part of which runs across the street from Mission Beach. Throughout the bay you’ll find sandy beaches with no waves and grassy areas where you can play some bocce ball or throw a Frisbee. There are also plenty of places to rent equipment on a sunny afternoon, including paddleboards, sailboats, kayaks, stand up paddleboards or even—believe it or not—water-propelled jetpacks.

Staying Bayside Has Its Benefits.
You can get the waterfront resort experience without paying the price of being on the ocean side. Stay at one of the beautiful hotels on Mission Bay, such as the Bahia Resort Hotel, the Catamaran Resort Hotel & Spa or Paradise Point Resort & Spa. There are also plenty of affordable lodging options in nearby Mission Valley, the center of San Diego’s shopping experience. Here you’ll enjoy two giant outdoor shopping centers with the Mission Valley and Fashion Valley malls—truly an oasis of retail therapy.

Sponsored by the San Diego Tourism Authority, funded in part by the San Diego Tourism Marketing District Corporation with City of San Diego Tourism Marketing District assessment funds.
Interactive

- Launched Value & Luxury Pages
- Google Luxury and Value PPC Campaigns
- Blog and Content Inclusion
- Launched Social Media Program
Sub Region Social Media Program

Goals:

• Increase exposure for sub region partners through social media channels
• Increase SDTA and partners social media footprint including followers, reach and engagement
• Engage the sub region community in joint activities to increase campaign reach
• Deploy sophisticated tracking and publishing software to provide robust analytics and manage campaign program of work

Budget: $100,000
Sub Region Social Media Program

Agency: Casual Friday’s

- 1st Campaign: 12 Days of Christmas
- Sub Region Partners: 12
- Facebook posts reached over 134k people
- Twitter had 237 engagements, reaching 493k people

Spredfast: Tracking, Publishing & Reporting

1st Sub Region Workshop (3 Total):
- Next Tues. Jan. 20th at SDTA
- Limited to 40 Participants
- RSVP to Brent Bernasconi
Travel Trade Development

Canadian Beer Week Promotion with Stays at:
- The Days Hotel in Mission Valley
- The Lodge at Torrey Pines in La Jolla

AAA Arizona Consumer Travel Show in October
- Along with 6 San Diego hotel & attraction partners promoted the destination to over 1,700 consumers at the 1-day show

RTO Orlando Summit Meeting
- 1-on-1 meetings with Mexican and Latin American Receptive and Tour Operators
Travel Trade Development

UPCOMING

Attending NTA Conference - January
• Over 40 one-on-one appointments scheduled with leisure group tour operators

Attending California Alliance Mexico Mission - January
• Events and Sales Calls in Mexico City, Guadalajara, Pueblo & Leon

RTO Summit West & LA VIP Client Dinner - February
• 1-on-1 meetings with clients from multiple markets at RTO with a special San Diego-only Client Networking Dinner
Mission Valley/Old Town

PR Earned Media = $839,415

Desktop & Mobile SanDiego.org Page Views (July-Dec YTD) = 80,063
Mission Bay

PR Earned Media = $3.5M

Desktop & Mobile SanDiego.org Page Views (Jan-Dec YTD) = 101,037
La Jolla

PR Earned Media = $1.1 M

Desktop & Mobile SanDiego.org Page Views (Jan-Dec YTD) = 124,723