EXPERIENCE SAN DIEGO ACTIVATION

Activation of the San Diego tourism industry’s long-term master plan is underway with an infusion of $3 million to promote Balboa Park, increase Los Angeles leisure visitation and market to the burgeoning Chinese visitor market. The Experience San Diego team has also engaged in important community outreach and education, having briefed the Mayor, City Council members and nearly 20 business and community organizations. These efforts will continue into the New Year as we strive to help the tourism economy grow and reach our goal of increasing TOT collections by 42 percent over the next five years.

www.experiencesandiego.com

TMD FUNDING APPLICATIONS

Applications for tourism funding in FY19 were due Dec. 8, 2017. SDTMD encouraged events and programs that could demonstrate a projected increase in incremental room nights in the City of San Diego and a measurable ROI to apply at www.sdtmd.org/applications.

In an effort to streamline and further improve SDTMD’s rigorous approach to evaluating prospective events/programs, SDTMD introduced an online application system this year. In addition, an independent, third-party contractor will conduct an ROI forecast analysis of all applications to assist the board in making decisions about funding.

TOURISM’S ECONOMIC IMPACT IN SAN DIEGO 2017

- 191,000 tourism industry jobs (13% of jobs in the county)
- $10.4 billion total visitor spending
- $221 million in TOT collections (+5% YOY)
- $743 million in state and local taxes (county)
- 3rd largest tax contributor in the City

FOR MORE INFORMATION, PLEASE VISIT SDTMD.ORG

UPCOMING TMD FUNDED EVENTS

SDCCU Holiday Bowl, Dec. 28
Farmer’s Insurance Open, Jan. 25-28
California State Games, Ice-Hockey, Feb. 16-19