Q1 UPDATE
FY 2019
Q1 UPDATE
SAN DIEGO TOURISM MARKETING DISTRICT
EXPERIENCE SAN DIEGO DESTINATION 2040
NEW EXECUTIVE DIRECTOR AND BOARD MEMBERS
A warm welcome to new Executive Director and veteran San Diego hotelier Colleen Anderson who took the helm on Sept. 13 and new board members llsa Butler, Evans Hotels; Tim Herrmann, Marriott Marquis San Diego Marina; and Steve Cowan, Hilton San Diego Bayfront.

SDTMD GRANT APPLICATIONS AVAILABLE OCT. 9
Starting Oct. 9, events and programs that can demonstrate the ability to generate room-night stays at TMD assessed hotels and a measurable return on investment can apply for FY 2020 SDTMD funding. Visit [www.sdtmd.org/applications](http://www.sdtmd.org/applications) for more details.

CONTINUED ACTIVATION OF EXPERIENCE SAN DIEGO
SDTMD’s FY 2019 budget includes an incremental allocation of $5M to expand marketing programs that directly support the Experience San Diego destination master plan’s four pillars: leisure tourism, meetings/convention business, improved transportation and branding San Diego.

SAN DIEGO’S TOURISM ECONOMY PROSPERS
In FY 2017 TMD funded events generated over $817M in room night sales, which provided a ROI of 26:1 on TMD dollars. This contributed to a nine percent annual growth in TOT as well as record hotel occupancy levels, ending the year at 77.6 percent.

UPCOMING TMD FUNDED EVENTS
Extreme Sailing, Oct. 18-21
USA Ultimate Frisbee, Oct. 18-21
Navy vs. Notre Dame Football Game, Oct. 27
San Diego Bay Wine and Food Festival, Nov. 11-18
Surf Cup Soccer Tournament, Nov. 21-25
San Diego Crew Classic, Dec. 6-9

FOR MORE INFORMATION, PLEASE VISIT WWW.SDTMD.ORG
Facebook: @SDTMD
Twitter: @SanDiegoTMD
LinkedIn: San Diego Tourism Marketing District