WONDERFRONT & WORLD BEACH GAMES AMONG EXCITING FY20 EVENTS

SDTMD’s FY20 budget includes a record $41.3M in funding awards. SDTA remains the primary beneficiary but just over $2M has been allocated for 12 tourism generating events including newcomers Wonderfront, a major music and arts festival, and World Beach Games, an Olympic-caliber festival and sports competition. Funding awards will be reviewed by City Council in May.

WHY TRAVEL MATTERS

National Travel and Tourism Week is May 5-12. Join us in celebrating why travel matters to San Diego including creating 194,000 jobs in the county and $232 million in TOT as the 3rd largest source of revenue for our City. This could not happen without the hotel industry’s continuous funding for tourism promotion through the TMD, which is crucial to the health and competitiveness of our local tourism economy.

TOURISM’S LOCAL IMPACT

Last fiscal year, every TMD dollar invested translated to $21.30 of hotel room revenue and $2.23 in TOT for the City. In total, our tourism marketing investments of $37.2 million generated $792 million in hotel room stays and $82 million in TOT. TOT allows the City to support projects that are important to all San Diegans such as street repair, homeless services, public safety, libraries and city parks.

CONTRACTOR WORKSHOP

TMD will hold a workshop for FY20 grant recipients on May 30. All organizations receiving funding in FY20 are encouraged to attend and RSVP to Colleen Anderson at canderson@sdtmd.org.