

San Diego North



San Diego
NORTH

Room to fill your senses

2008 Annual Report

A Message from our Chairman

As we all know, the year 2008 was extremely challenging for our nation and the travel industry. The San Diego North Convention & Visitors Bureau is extremely grateful for the creation of the San Diego Tourism Marketing District and the influx of funding generated from it. This increased funding allowed the Bureau to grow its sales staff, expand its resources and extend its reach to help retain market share.

Times like this call for an aggressive, action-oriented response. The Bureau will continue to search out and develop new market niches and strategic opportunities to bring business to San Diego North and our industry partners.

The Bureau would also like to thank the County of San Diego, and the cities of Carlsbad, Escondido, Encinitas, Oceanside, San Marcos, Solana Beach and Vista for their continued investment, recognizing the economic benefit of visitors to our region.



Robert Rauch, 2009 Chairman

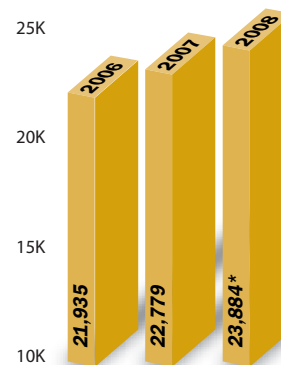
Robert Q. Rauch

Sales Highlights

During 2008, the sales team reorganized and doubled from 4 to 8 people, allowing for a more aggressive approach in the marketplace. The following are highlights from the sales department:

- Sales team redeployed in a regional approach, with 70% of efforts focused on California.
- Contracted with Hotel Resources and Strategic Database Research for lead generation; contracts projected to generate a 33% increase in sales leads.
- Facilitated room blocks for multi-hotel bookings, including the American Rabbit Breeders Association, United Church of God, Good Guys Rod & Custom Association, In-Motion Carlsbad Marathon, Elite Racing Carlsbad 5000, National Multiple Sclerosis Bay-to-Bay Bike Tour, and San Diego Surf Cup.
- Conducted 33 personalized sales calls to meeting planners and travel trade representatives in San Diego, Orange County, Los Angeles, Sacramento, Houston, and Washington, DC.
- Hosted a meeting planner educational tour providing opportunities for more than 20 members to meet with corporate, association, incentive, government and third party meeting planners. Tour highlighted all of San Diego North including 11 cities.

Definite Room Nights



*\$8.9 million in total visitor spending

- Conducted 23 client site tours highlighting 60 members.

Sales Conversion Report	2007	2008	Change
Leads Generated	302	271	-10%
Definite Bookings	86	100	+16%
Definite Room Nights	22,779	23,884	+4.9%

Trade Shows Attended: Corporate, Association and Incentive Markets

February	Meeting Professionals International (MPI) Professional Education Conference, Houston, TX
February	Religious Conference Managers Association World Conference & Exposition, Orlando, FL
February	Destination Showcase, Washington, DC
March	MPI Southern California Chapter Annual Trade Show, Los Angeles, CA
June	Affordable Meetings West, Long Beach, CA
August	MPI Professional World Education Conference, Las Vegas, NV
August	American Society for Association Executives (ASAE) Annual Meeting & Expo, San Diego, CA
September	Affordable Meetings National, Washington, DC
September	Motivation Show (ITME), Chicago, IL
November	National Association of Independent Life Brokers, San Diego, CA
December	Pharmaceutical Meeting Planners Forum - West Coast, San Diego, CA
December	California Society of Association Executives (CalSAE) Seasonal Spectacular, Sacramento, CA

Marketing Highlights

A strong marketing plan is instrumental in positioning San Diego North as an upscale, world-class resort destination. The following are highlights from the marketing department:



Marketing	2007	2008	Change
Total Inquiries*	246,114	286,011	+16%
Editorial Generated	\$2.9 million	\$4.4 million	+52%
New Opt-in Database Names	4,600	5,000	+8.7%

*Includes walk-in, phone-in, write-in, Internet guide requests, and website unique users.

- Contracted with MeringCarson to refine the San Diego North brand as a regional sub-brand in collaboration with the new San Diego “Sunny Outlook” platform. Developed new creative strategy to emphasize the unique regional aspects of San Diego North.
- Secured Amgen Tour of California final stage race for a Rancho Bernardo start and Escondido finish. Created local organizing committee and developed and managed PR and marketing plan to promote the stage internationally.
- Hired TIG Global to design and develop a new website for the Bureau, as well as to execute the online media strategy for 2009. TIG Global is a market leader in providing website design, technology and web marketing services to the travel industry.
- Ran a Summer/Fall marketing promotion through Travelocity.com and a Fall marketing promotion through Advanced Reservation Systems (ARES). Combined, these 2 promotions generated 1,505 room nights.
- Distributed seven *Getaway Highlights* eNewsletters and ePostcards to our consumer opt-in database.
- Secured broadcast media valued at nearly \$255,500 including hosting a variety of segments on *Good Morning Arizona*. Secured print/electronic media valued at over \$4.1 million including *Sunset*, *Westways*, *Travel & Leisure Golf*, *Los Angeles Times*, *Golf*, *Dallas Morning News* and *Alaska Airlines*.
- Conducted press trips to Orange County, Los Angeles, San Francisco/ Bay Area, Sacramento, Phoenix, Seattle/Portland, Dallas and New York.
- Coordinated 13 site visits with media. These included writers on assignment for *Alaska Airlines*, *San Francisco Chronicle*, *Sunset*, *New York Daily News* and *Elite Traveler*.
- Produced the 2009 *San Diego North Travel Planning and Conference Guide*. The guide is distributed to visitor inquiries, meeting planners, tour operators, travel agents and the media. Circulation is 40,000.
- Conducted a visitor demographic and economic impact study based on San Diego North inquiries. More than 3,100 electronic surveys were sent. The response rate was 13.8%.

- Distributed bimonthly eBulletins highlighting Bureau events, sales and marketing activities, member news and press leads.

The San Diego North

Convention & Visitors Bureau

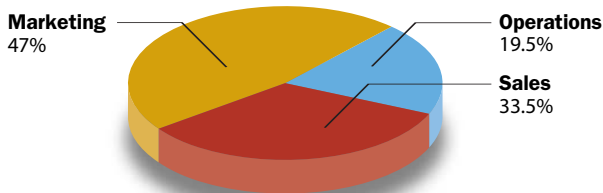
generated \$21.9 million in leisure visitor spending and \$8.9 million in group visitor spending for a total economic impact of \$30.8 million.

Membership	2007	2008	Change
Membership Retention	90%	90%	0%
Member Referrals	37,500	37,700	+5%
In-kind Services	\$3 million	\$4.5 million	+50%

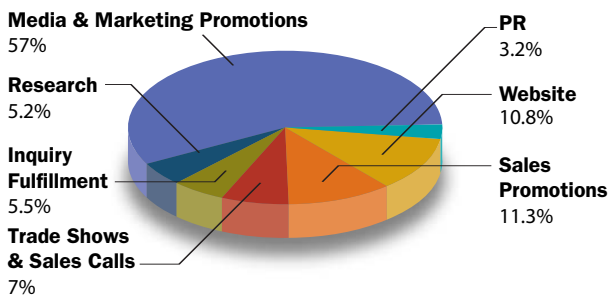
Vision Statement

We are the definitive voice and innovative leader of San Diego North, the premier year-round resort destination. Through aggressive and creative marketing of the San Diego North brand, we significantly increase visitor revenues, earning the financial and philosophical support of both the public and private sector.

Funding Distribution



Sales and Marketing



The Bureau would like to thank the following public/private funding partners for their continued financial support for Fiscal Year 2008-2009

City of San Diego	\$2,666,600
County of San Diego	\$133,200
City of Carlsbad	\$110,000
City of Escondido	\$83,200
San Diego North Cities	\$50,000
Encinitas	
Oceanside	
San Marcos	
Solana Beach	
Vista	
Membership	\$133,500
Co-op Promotions/Other	\$147,300
Total Budget	\$3,323,800

San Diego North Convention & Visitors Bureau Staff

- | | |
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| Cami Mattson,
<i>President and CEO</i> | Yolanda Hartley,
<i>Business Development Manager</i> |
| Mark Erekson,
<i>VP Sales & Marketing</i> | Sarah Williams,
<i>Marketing Manager</i> |
| Barbara Bovee,
<i>Director of Marketing</i> | Charlotte Goff,
<i>Accounting & HR Manager</i> |
| Judy Calkins, <i>Director of Finance & Administration</i> | Kathy Ward,
<i>Administrator</i> |
| Hilary Townsend,
<i>Director of Public Relations</i> | Donna Alfsen,
<i>Sales Coordinator</i> |
| Laurel Pendle, CMP,
<i>Senior National Sales Manager</i> | Gretchen Holder,
<i>Sales Assistant</i> |
| Dayna Farris,
<i>National Sales Manager</i> | Amber Connor,
<i>Public Relations Coordinator</i> |
| Erin Hanna,
<i>National Sales Manager</i> | Patty Studer,
<i>Executive Assistant</i> |
| Margrete Scharnweber,
<i>National Sales Manager</i> | |

Board of Directors

- | | |
|--|---|
| Robert Rauch, <i>Chairman</i>
<i>Hilton Garden Inn/Homewood Suites Del Mar</i> | David Friederich
<i>Rancho Valencia Resort & Spa/ La Valencia Hotel</i> |
| Tim Fennell, <i>Immediate Past Chairman,</i>
<i>Del Mar Fairgrounds</i> | John Gates
<i>Rancho Bernardo Inn</i> |
| Robert McClure, <i>Treasurer</i>
<i>San Diego Zoo's Wild Animal Park</i> | Juanita Hayes
<i>San Diego Gas & Electric Co.</i> |
| James S. Farley, <i>Secretary</i>
<i>Leichtag Family Foundation</i> | Patrick Helbling
<i>Birch Aquarium at Scripps</i> |
| John Daley, <i>Member-at-Large</i>
<i>101 Café, Oceanside</i> | Pam Richardson |
| Denise Dornfeld,
<i>Member-at-Large</i>
<i>PRA Destination Management</i> | Peter Ronchetti
<i>LEGOLAND California</i> |
| Robert Moore, <i>Member-at-Large</i>
<i>Hilton Garden Inn Carlsbad Beach</i> | Vikram Sood |
| Janet Beronio
<i>Harrah's Rincon Casino & Resort</i> | Paul Van Elderen
<i>Hanson Realty</i> |
| Patrick Duffy
<i>Hilton La Jolla Torrey Pines</i> | Carl Winston
<i>San Diego State University</i> |
| Julian Duval
<i>Quail Botanical Gardens</i> | Ex Officiis |
| Dennis Fraher
<i>San Diego Marriott Del Mar</i> | Jonathan Jacobs
<i>Radisson Suite Hotel Rancho Bernardo</i> |
| | Rick Mansur
<i>Azul Hospitality Group</i> |

Our Mission Statement: To market San Diego North as a preferred visitor destination for the benefit of its members and its communities.



CONVENTION & VISITORS BUREAU

Incorporated: 1976

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