

# SAN DIEGO CONVENTION CENTER 2008 FORECAST

SAN DIEGO CONVENTION CENTER CORPORATION

JANUARY 2008

## 2008 AT-A-GLANCE

A strong year is expected in 2008 including all-time historical high tax revenues for the City of San Diego as a result of Convention Center events.

Economic Impact	\$1.6 billion
Direct Attendee Spending	\$666.6 million
Tax Revenues	\$28.3 million <b>RECORD</b>
Hotel Room Nights	686,029
Number of Events (67 Conventions & Tradeshows)	146
Attendance	960,385

## “Super Bowl” of Conventions – ASAE & the Center – Comes to San Diego in 2008

*Event brings \$2.2 billion in future business to San Diego*

This year the San Diego Convention Center is gearing up to host one of the convention industries most significant gatherings of key association decision-makers, the American Society for Association Executives (ASAE) & The Center for Association Leadership’s 2008 Annual Meeting & Exposition. Considered the “Super Bowl” of conventions, the event attracts more than 7,000 attendees who are association executives and responsible for choosing destinations for their own association meetings and conventions.

Scheduled for Aug. 16 – 19, the convention is expected to generate an immediate:

- \$31.2 million economic impact
- \$523,812 in tax revenues for the City of San Diego
- Fill 20,700 rooms for local hoteliers

ASAE presents an incredible marketing opportunity for the entire destination to showcase our city and to impress convention delegates who will ultimately book future association business in San Diego. According to ASAE:

- Approximately 20% of executives attending the annual meeting will book their own meetings in the host city over the next five years
- San Diego could expect an estimated \$2.2 billion in future convention business\*



Association business makes up the lion’s share of total conventions and meetings we host, between 70-75%. Association business in the United States is typically comprised of business associations, professional organizations, social advocacy organizations, and civil and social organizations.

*\*Based on future economic impact formula provided by ASAE and the SDCCC’s direct spending factor per attendee.*

## ECONOMIC IMPACT

Nearly **\$1.6 billion** in economic impact is projected in CY2008 as a result of the direct attendee spending of visitors attending conventions and trade shows at the Convention Center. The Convention Center is hosting a strong line-up of events including the return of the Biotechnology Industry Organization International Convention, BIO 2008. Additionally, the meeting industry powerhouse group ASAE & the Center will bring more than 7,000 meeting planners to San Diego in August, generating an estimated \$2.2 billion in future convention business over the next five years.

## TOP 5 ECONOMIC GENERATORS FOR 2008

NAME	ECONOMIC IMPACT	DIRECT ATTENDEE SPENDING	TAX REVENUES	ROOM NIGHTS	ATTENDANCE
2008 Winter Fancy Foods & Confection Show	\$99.8 M	\$41.6 M	\$1.76 M	20,550	24,000
BIO 2008	\$95.6 M	\$39.8 M	\$1.69 M	36,970	23,000
American Public Transportation Association	\$79 M	\$32.9 M	\$1.39 M	25,650	19,000
American Academy of Family Physicians	\$70.7 M	\$29.4 M	\$1.25 M	22,095	17,000
International Association of Chiefs of Police	\$70.7 M	\$29.4 M	\$1.25 M	31,800	17,000

*\*Economic impact is calculated using an industry-utilized factor of 2.4 multiplied by direct attendee spending.*

## DIRECT ATTENDEE SPENDING

Attendees will spend nearly **\$670 million** during their stay in San Diego in CY2008 which drives economic impact and benefits the entire region. All attendees typically spend money on hotels, dining, entertaining and shopping. However, event organizers and exhibitors also spend on products and services to produce an event like renting exhibit space, equipment and advertising. These dollars filter through the local economy and are projected to contribute more than \$1.6 billion in economic impact.



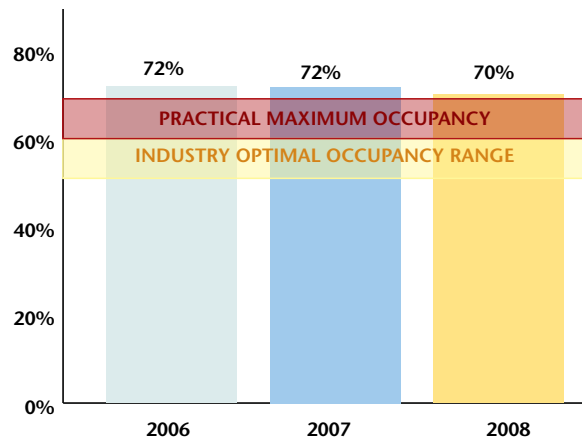
## BREAKDOWN OF SPENDING FACTORS FOR 2008

ATTENDEES	
Lodging	\$283,527,275
Meals/Beverages	\$104,382,735
Retail Shopping	\$ 49,407,510
Admissions (attractions, museums, theaters, etc.)	\$ 12,110,340
Air Transportation (local direct impact)	\$ 42,938,505
Local Transportation (taxi, parking, bus, excludes auto rental)	\$ 9,285,165
Auto Rental	\$ 12,330,345
Misc. (convenience, groceries, etc.)	\$ 10,169,865
EVENT ORGANIZERS/EXHIBITORS	
Exhibit space fee, equipment rental, advertising, vendor services and other costs associated with producing an event.	<b>\$142,436,485</b>
<b>TOTAL</b>	<b>\$666,588,225</b>

*\*These results are based on information and research provided by Destination Marketing Association International and by San Diego based CIC Research, Inc.*

## OCCUPANCY

One of the most valuable measures of the success of the Convention Center is occupancy of the building. Since the expansion opened in 2001, occupancy rates have soared and San Diego continues to be in strong demand. At 70% occupancy in CY2008, we are in the "practical maximum occupancy" range indicating we are maximizing all usable space in the building. **In simple terms, the Convention Center is full and a lack of available space has become the main reason we**



**lose business.** For the last three years, occupancy levels have stayed around 70% creating a challenge to accommodate new or larger conventions, or existing business outgrowing the facility. It is important to note that no facility ever reaches 100% occupancy due to brief closures for maintenance, holidays and the difficulty in booking back-to-back events due to move-in and move-out schedules of the various events.

## HOTEL ROOM NIGHTS

The Convention Center forecasts approximately **686,029 room nights** in CY2008, however this number substantially under-reports actual hotel room usage tied to events at the Convention Center. The growing use of the internet, hotel loyalty programs and the high percentage of events that return regularly to the Convention Center (approximately 75%), help attendees locate and secure their own rooms outside of the traditional hotel room block arranged by the meeting planner. Annual studies of attendees demonstrate this trend is increasing.



The new 1,190-room Hilton San Diego Bayfront Hotel opens in fall 2008. It will serve as a new headquarter hotel and maximize the Convention Center's economic potential.

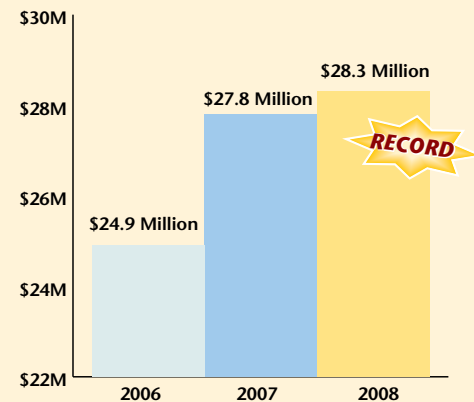
Attendees demonstrate this trend is increasing. In CY05, an estimated 44% of Convention Center attendees booked rooms outside of their hotel block; that number jumped to 54% in CY06. Over the next year, we will undertake additional research to help provide a more complete picture of the hotel room nights tied to attendees visiting the Convention Center.

Source: CIC Research, Inc.

## RECORD-BREAKING TAX REVENUES

A record-breaking **\$28.3 million** in projected tax revenues will go to the City of San Diego in CY2008. This is an all-time historical high demonstrating that the Convention Center continues to be a wise investment for the city and for San Diego taxpayers.

### 2008 TAX REVENUE COMPARISON



## ATTENDANCE

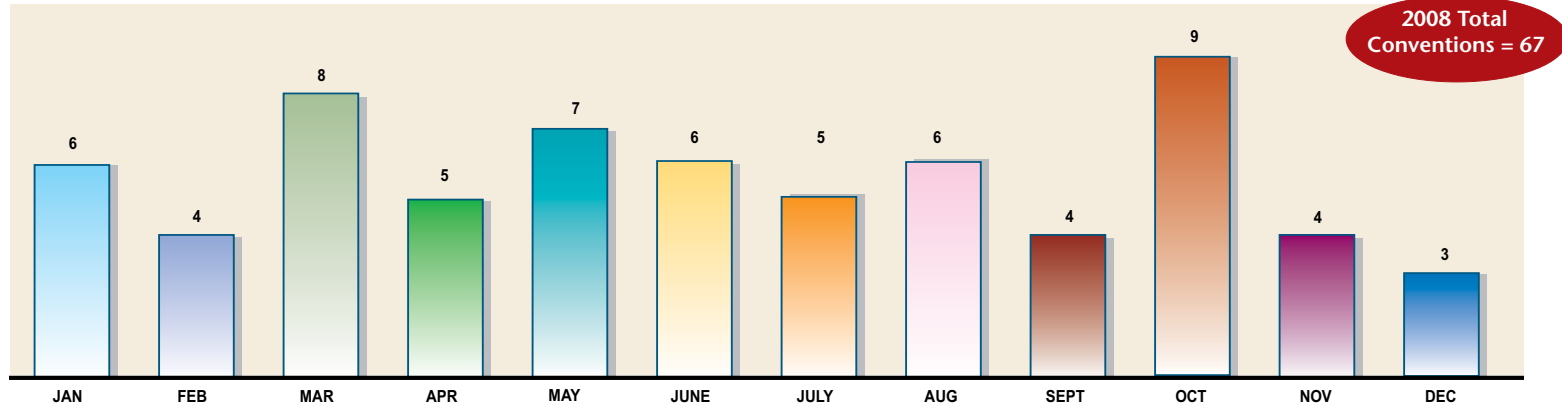
This year **960,385 attendees** are forecasted to attend Convention Center events. More than half, **612,475, are overnight** attendees attending conventions and trade shows; **347,910 are local attendees.**



The annual San Diego International Comic Con is the highest attended event with 125,000 attendees.

# 2008 CONVENTIONS & ATTENDANCE BY MONTH

Below is a listing of the 67 conventions and trade shows that will bring 612,475 out-of-town visitors to San Diego in 2008. Numbers of attendees are based on projections provided by the convention organizers. The Convention Center continues to aggressively pursue additional short-term event bookings, so this number is expected to increase throughout the year. Additionally, consumer and community events will attract 347,910 local and regional attendees.



JANUARY 2008		ATTENDEES
1/6-1/9	Joint Mathematics Meetings	4,000
1/13-1/15	2008 Winter Fancy Food & Confection Show	24,000
1/15-1/16	Corporate Event	1,600
1/20-1/23	Solidworks World 2008	5,500
1/24-1/26	ASR Winter Trade Expo 2008	18,000
1/28-1/30	Corporate Event	2,500

FEBRUARY 2008		ATTENDEES
2/03-2/07	Firehouse World Exposition & Conference	4,000
2/05-2/07	West 2008 - AFCEA & USNI	10,000
2/14-2/16	Global Pet Expo	10,000
2/24-2/28	Optical Society of America	15,000

MARCH 2008		ATTENDEES
3/05-3/07	International Health, Racquet & Sportclub Association	14,000
3/11-3/12	Pennwell Military Technologies 2008	350
3/14-3/17	American Pharmacists Association	7,000
3/15-3/17	Travel Goods Association	3,000
3/17-3/19	National Conference Services	3,000
3/26-3/28	International. Cemetery & Funeral Association	1,100
3/30-4/02	Association for Fundraising Professionals	3,500
3/30-4/02	International Alliance of Avaya Users	1,750

APRIL 2008		ATTENDEES
4/05-4/09	Societies for Experimental Biology	15,000
4/12-4/16	American Association for Cancer Research	8,500
4/20-4/23	National Indian Gaming	5,400
4/24-4/27	Symposium On Advanced Wound Care	2,500
4/27-5/01	Risk & Insurance Management Society	10,000

MAY 2008		ATTENDEES
5/01-5/07	American Society for Aesthetic Plastic Surgery	1,500
5/05-5/06	Corenet Global Spring Summit	2,900
5/06-5/09	American Honda Dealer Meeting 2008	2,500
5/10-5/14	American Association for Thoracic Surgery	3,000
5/17-5/22	Digestive Disease Week	16,000
5/26-5/27	AMWAY Japan 2008	2,000
5/30-5/31	Rock 'N' Roll Marathon Health & Fitness Expo	40,000

JUNE 2008		ATTENDEES
6/01-6/04	American Society for Training & Development	9,000
6/05-6/08	Society for Vascular Surgery 2008	2,800
6/09-6/11	Realcomm	700
6/10-6/12	Association for Unmanned Vehicle Systems	3,700
6/17-6/20	BIO 2008	23,000
6/28-7/01	NACDS Marketplace Conference	6,000

JULY 2008		ATTENDEES
7/09-7/12	National Association of Federal Credit Unions	2,500
7/12-7/15	National Council of La Raza	20,000
7/13-7/16	National Sales Meeting	2,500
7/24-7/27	San Diego Comic-Con*	125,000
7/31-7/31	Corporate Event	2,300

AUGUST 2008		ATTENDEES
8/04-8/08	Environmental Systems Research Institute	12,000
8/12-8/14	International Society for Optical Engineering	5,000
8/16-8/19	ASAE & The Center for Association Leadership	7,500
8/20-8/21	Interiors Expo West Coast 2008	3,000
8/24-8/26	Buffini & Company Mastermind Summit	6,000
8/24-8/26	NACDS Pharmacy & Technology Conference	2,600

SEPTEMBER 2008		ATTENDEES
9/04-9/06	ASR Fall Trade Expo 2008	20,000
9/09-9/10	The Annual Space & Defense Show	1,600
9/11-9/12	International Council of Shopping Centers	4,000
9/18-9/20	American Academy of Family Physicians	17,000

OCTOBER 2008		ATTENDEES
10/06-10/08	American Public Transportation Association	19,000
10/13-10/15	International Conference on Image Processing	1,100
10/14-10/16	2008 Solar Power Conference & Expo	10,000
10/16-10/16	Corporate Event	875
10/19-10/21	Medical Group Management Association	6,000
10/23-10/25	American Staffing Association	2,500
10/26-10/29	American Public Health Association	12,500
10/30-11/01	U.S. Psychiatric & Mental Health Congress	2,500
10/31-11/02	Advanstar CVC West 2008	4,000

NOVEMBER 2008		ATTENDEES
11/08-11/11	International Association of Chiefs of Police	17,000
11/16-11/19	MILCOM 2008	4,000
11/21-11/22	AAPM&R Annual Assembly & Technical Exhibition	3,000
11/28-11/30	Assembly of God Youth Conference	5,000

DECEMBER 2008		ATTENDEES
12/04-12/05	California School Board Association	4,000
12/07-12/09	American Association of Equine Practitioners	5,000
12/14-12/16	Federation of State High School Associations	2,200

\* Comic-Con does not project attendance. This number was supplied by the meeting organizer based on last year's attendance.