



**San Diego
Convention
Center**

SAN DIEGO

AMERICA'S FINEST CONVENTION CITY

MEETING PLANNERS

EXHIBITORS

ATTENDEES

COMMUNITY / PUBLIC

HUGE YEAR:

San Diego Convention Center Books 915,000 Future Room Nights for Destination during Just-Ended Fiscal Year

What does this mean to San Diego?

914,717

room nights

71 Events

Booked through 2017

Projected Out of Town Attendance:

500,000

Economic Impact:

\$1.5 billion

(in today's dollars)

Tax Revenues to the City:

\$32 million

(in today's dollars)

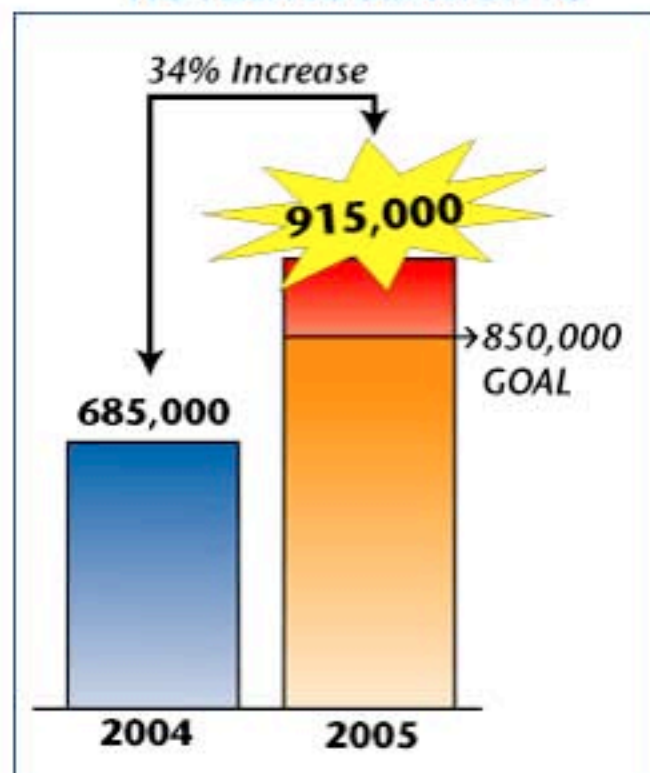
Booking Success Proof of Destination's Strong Competitive Standing and Hospitality Community Partnerships

During the twelve months of the 2005 Fiscal Year completed June 30, the sales team at the San Diego Convention Center booked 71 events representing 914,717 hotel room nights for future years. The events contracted include such prominent groups as the National School Board Association (37,600 room nights), Digestive Disease Week (41,100 room nights) and the American Society of Hematology (39,780 room nights). Since 70% of the facility's business is repeat business, many of the clients have committed to bringing their events back to San Diego as part of a regular rotation.

This fantastic accomplishment represents a 34% increase over the 685,000 room nights that were booked in all of FY04.

The year's enormous success, extraordinary in the tightest and most competitive convention market in history, speaks directly to the popularity and appeal of San Diego as a meetings and conventions destination. This accomplishment would not be possible without the strong hospitality community partnerships that exist in our destination. San Diego is second to none in service and hospitality and this achievement is proof of our well-earned reputation.

HOTEL ROOM NIGHTS



Congratulations San Diego! This is an extraordinary achievement for our entire destination.