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## CONVENTION CENTER BREAKS ALL RECORDS IN FY03

### ***SAN DIEGO REGION REAPS ALMOST \$1 BILLION IN ECONOMIC IMPACT***

Across the board, FY03 was a record-breaking year for the San Diego Convention Center in all categories.

- ▶ Economic impact soared to an unprecedented **\$996.1 million**.
- ▶ A record-breaking 404,600 out-of-town convention delegates generated an unsurpassed **\$21.4 million** for the City of San Diego in hotel room (TOT) and sales tax revenue.
- ▶ For the first time ever, room nights booked exceeded the 700,000 mark.
- ▶ And, overall attendance was the highest in seven years with **810,780 total people** attending events.

### **Record results for one of the world's finest convention facilities.**



For more information, [click here](#), or visit our web site at [www.sdccc.org](http://www.sdccc.org).



The overall outlook for FY04 is also excellent with record-breaking results expected again. Economic impact will surpass \$1 billion and tax revenues are expected to jump by 17.8 % to \$25.2 million.

Moreover, in FY04 the 10 millionth visitor will walk through the doors of the Convention Center.