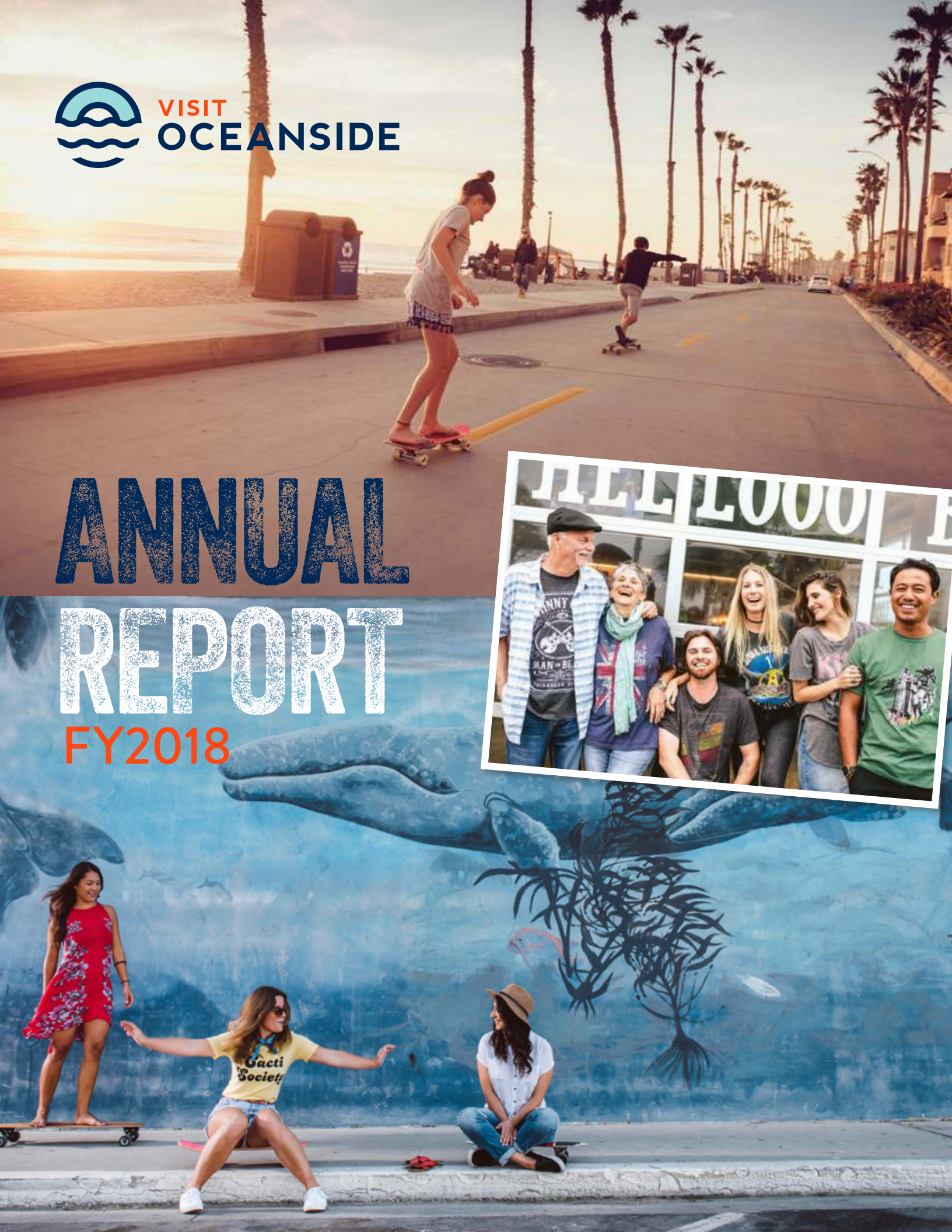




VISIT  
OCEANSIDE

# ANNUAL REPORT FY2018





# PURPOSEFUL PLAY





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## A MESSAGE FROM THE CEO AND CHAIRMAN

In today's frenetic world, we are willing to give up a lot of things except the right to get away and travel. With quality family time becoming a precious commodity, getting away and creating memories has become priceless. In fact, studies show that we need time away, and that we are much more productive when we escape to a new environment and play.

As Roger von Oech, award-winning author and consultant to Apple, Intel and Disney once said, "Necessity may be the mother of invention, but play is certainly the father."

According to hospitality management experts, when communities invest money into tourism in a responsible manner, it ultimately creates a better quality of life for locals in the form of improved leisure amenities and infrastructure, more cultural and special events, enhanced city beautification and even better education.

At Visit Oceanside (VO), we take this seriously. We call it Purposeful Play. As we continue to mature as a visitor destination, we can celebrate many successes in 2017:


- A record year in visitor spending. Over \$351 million was generated in direct visitor spending in Oceanside, an increase of 10 percent over the previous year.
- Oceanside's tourism industry directly supported 3,330 local jobs; an annual average increase of 5.1 percent for the seventh consecutive year.
- Visitor spending translated into \$10.8 million in local tax receipts for the City's general fund.
- Record high lodging tax of \$7.4 million generated for the City's general fund, which helps pay for vital city services and infrastructure improvements.

The top priority for the VO board of directors continues to be influencing product development, positive infrastructure and beautification projects in the city. We understand the importance in creating a positive image and this starts with creating a "sense of place" where people want to live, work and play. A few of the highlights include:

- Supporting the pier plaza area improvements as well as continued funding for sand replenishment opportunities.
- Supporting quiet zones along the rail lines that will be operational in early 2019.
- Partnering with the City's economic development department and South Morro Hills for an agritourism initiative and the completion of El Corazon.

The VO Board understands the importance of managing the destination to fully leverage Oceanside's potential. It's important to support responsible tourism strategies that will provide more diverse product as well as experiences; creating a positive impact throughout the entire community, year-round.

We appreciate your partnership in our sales and marketing efforts.



**LESLEE GAUL**  
CEO & President  
Visit Oceanside



**GEOFFREY PARKFORD**  
Chairman of the Board  
Holiday Inn Oceanside Marina

# ABOUT VISIT OCEANSIDE

Visit Oceanside is the sales and marketing engine for Oceanside's tourism industry. Our program of work is designed to provide incremental business by stimulating demand for Oceanside. Our goal is to manage and implement the Oceanside brand as a preferred visitor destination for group and leisure business. Key lifestyle niches include family, artisan, outdoor enthusiast and those with an entrepreneurial spirit that dare to be original.

Incorporated in 2010, Visit Oceanside is a 501C6 corporation that is governed by a 13-member board of directors along with eight advisors/liaisons. The board is comprised of industry stakeholders and non-industry representatives. The board's priorities comprise the four strategic pillars of the organization and include Marketing, Group Sales, Political Policy/Advocacy and Education.

In order to provide a secure funding source for tourism marketing, the Oceanside Tourism Marketing District (OTMD) was created on March 17, 2010 in partnership with the City of Oceanside and the Oceanside lodging industry. In February 2014, the OTMD was renewed, providing secure funding for tourism promotion through 2025.

For Fiscal Year 2018, OTMD generated \$1,232,189, making up 90 percent of the revenues generated for Visit Oceanside.



## MISSION STATEMENT

The Mission of Visit Oceanside is to unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life in the City of Oceanside.

## VISION STATEMENT

Oceanside is Southern California's most desired beach destination.



# 2018





# OCEANSIDE'S BRAND STORY

At its core, Oceanside is about authenticity. Oceanside is going about self-improvement in a refreshingly Oceanside way. While other Southern California beach towns are busy buffing themselves to a glossier, more polished sheen, Oceanside is taking the repurpose, revitalize and reimagine approach. Talk about staying true to your roots.

That's why Oceanside is the ultimate discovery destination for visitors. It is the quintessential California beach town—home to a wide, sandy, picture-perfect beach, charming bungalow neighborhoods, a yesteryear pier and a boardwalk vibe—plus it has all the cool, new bells-and-whistles travelers covet, interpreted through a unique lens that is 100 percent Oceanside.

Oceanside. It stands apart on the Southern California coast. And it stands apart as a destination of true O'iginality.

## OUR DESTINATIONS PILLARS:

- Haven for **families**
- An exciting **culinary** scene
- A warm welcome for **group travel**
- **Thrill seekers** and ocean lovers wanted
- Heritage meets next-gen **arts and culture**



UNPRETENTIOUS HOSPITALITY • BEACH TOWN VIBE • ENTREPRENEURIAL SPIRIT

## WHAT WE SAY:

Oceanside is all about **authenticity** and being O'iginal

Oceanside is more **family-friendly** than ever

Oceanside is a place to revel in **offbeat experiences**

Oceanside is a **place for lovers of the great outdoors**

Oceanside is home to a flourishing **culinary and craft brew scene**

# WHY TOURISM MATTERS

IN TODAY'S ECONOMIC CLIMATE, TOURISM PROVIDES ONE OF THE GREATEST OPPORTUNITIES FOR ECONOMIC GROWTH FOR THE CITY OF OCEANSIDE. IT'S THE LARGEST INDUSTRY IN THE WORLD, GENERATING \$2.3 TRILLION IN ECONOMIC OUTPUT BY DOMESTIC AND INTERNATIONAL TRAVELERS IN THE U.S. ANNUALLY (U.S. TRAVEL ASSOCIATION).

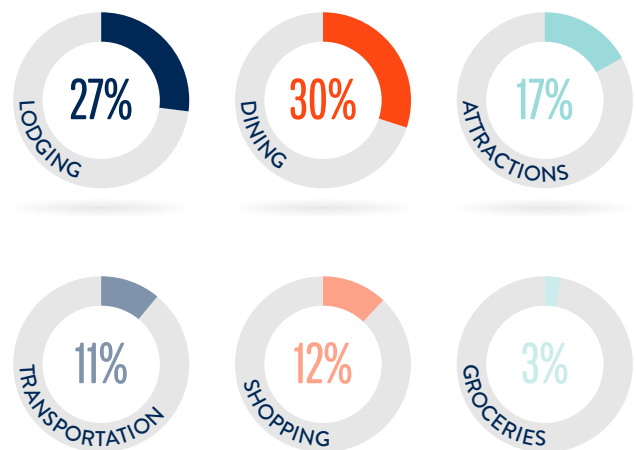
In San Diego, tourism is the third largest industry, employing over 194,000 people and generating \$10.8 billion in direct visitor spending. Oceanside is fortunate to be a part of this powerful regional brand.

In Oceanside, visitor spending in 2017 was \$351 million. This represents a 10 percent increase over the previous year and an average annual increase of 7 percent over the past five years. This visitor spending directly supported 3,300 jobs in Oceanside, representing an average increase of 5.1 percent since 2010. It generated \$22.1 million in local and state taxes. It's interesting to note that local tax receipts grew by 12.3 percent over 2016.

According to a 2017 study conducted by Dean Runyan & Associates, visitors spend about 27 percent of their vacation budget on lodging, leaving a significant percentage available for spending on unique experiences, attractions and restaurants. Restaurants represent the largest spend at 30 percent of their budget.

## ECONOMIC IMPACT SURVEY

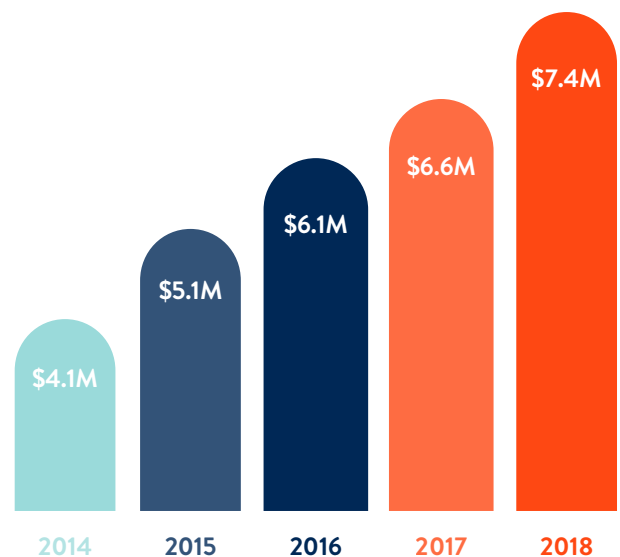
Visitor Spending by Category According to Dean Runyan:



## TRANSIENT OCCUPANCY TAX (TOT) 2014-2018

In the City of Oceanside, the Transient Occupancy Tax (TOT) is 10 percent, paid by each tourist (transient) to the operator of the lodging establishment. The revenues from the TOT go to the City of Oceanside's general fund to support vital services such as fire and police.

TOT collection has grown significantly since the formation of the OTMD. In 2018, over \$7.4 million was generated for the City of Oceanside.





# 2017 OCEANSIDE TOURISM HIGHLIGHTS\*



**\$199**

**PER/DAY**  
average spend of  
hotel visitor



**3.6**

**DAYS**  
average length  
of stay



**1.23**

**MILLION**  
room nights  
consumed



**338**

**THOUSAND**  
overnight  
visits



**3.05**

**MILLION**  
overnight visitors  
to Oceanside



**3,300**

**TOURISM  
INDUSTRY**  
jobs in the City



**\$22.1**

**MILLION**  
in state and  
local taxes



**\$351**

**MILLION**  
in visitor  
spending



**\$7.4**

**MILLION**  
in City  
TOT

\*According to a study by Dean Runyan & Associates and 2018 STR, Inc. data

## OCEANSIDE LODGING PERFORMANCE FOR FY2018

July 1, 2017-June 30, 2018

### OCEANSIDE HOTEL/MOTEL PERFORMANCE FY2018

	JULY 2017-JUNE 2018	PERCENTAGE CHANGE YOY
Average Occupancy	73.4	+2.6
Average Daily Rate	\$113.04	+2.4
Average RevPar	\$83	+5.0
Supply	726,806	0
Demand	533,692	+2.6
Revenue	\$60,326,850	+5.0

Source 2018 STR, Inc.

### VACATION RENTAL PERFORMANCE FOR FY2018

	JULY 2017-JUNE 2018	PERCENTAGE CHANGE YOY
Average Occupancy Hotel Comparable	62.8	+14
Average Daily Rate Hotel Comparable	\$156.61	-3
Average RevPar	\$99.28	+10
Supply Hotel Comparable	52,320	+60
Demand Hotel Comparable	33,092	+81
<b>TOTAL SUPPLY (ALL UNITS)</b>	<b>358,039</b>	<b>+47</b>
<b>TOTAL DEMAND (ALL UNITS)</b>	<b>193,904</b>	<b>+71</b>

Note: The data provides a snapshot of market conditions among hotel/motel and vacation rentals. The charts should not be directly compared since line items do not directly correlate. Hotel comparable are vacation rental units that most closely match available hotel units.

Source 2018 Air DNA



# LOOKING FORWARD:

## A BRIDGE TO FY2020

PUBLIC POLICY CONTINUES TO BE AN IMPORTANT PILLAR FOR VISIT OCEANSIDE. LAST YEAR, THE BOARD'S PRIORITIES CONTINUED TO FOCUS ON IMPROVING AND DIVERSIFYING THE VISITOR EXPERIENCE AND QUALITY OF LIFE FOR RESIDENTS THROUGH BEAUTIFICATION, INFRASTRUCTURE IMPROVEMENTS AND PRODUCT DEVELOPMENT. THE BOARD ACTIVELY SUPPORTED THE PIER/AMPHITHEATER IMPROVEMENTS, QUIET ZONES (WHICH SHOULD BE COMPLETE IN 2019), HARBOR IMPROVEMENTS AND THE AGRITOURISM STRATEGIC PLAN.

As we look to the future, Visit Oceanside will continue to influence positive changes as well as stay current on issues that are critical to our industry. This includes supporting funding efforts for sand replenishment as well as improvements to the Pier/Amphitheater. We will support current projects such as the Beachfront Resort development, Agritourism Strategic Plan, Bike Tourism initiative and the El Corazon Plan that includes the aquatic center and sports arena. We will watch out for important topics and educate the industry on serious items like the homeless issue that is impacting so many communities. The VO Board understands the importance of managing the destination and supporting responsible tourism strategies that will benefit the entire community, year-round. Visit Oceanside also has representation on the Economic Development Commission as well as the task force for the agritourism strategic plan to support strategic, forward-thinking solutions for a more sustainable economy for Oceanside.



**FY2018**

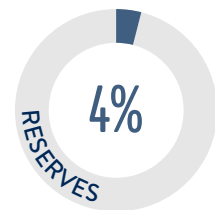
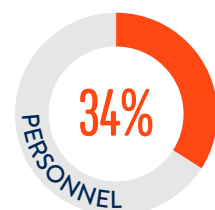
# FINANCIAL REPORT

Visit Oceanside is funded in part by the Oceanside Tourism Marketing District, County of San Diego and advertising sponsorships. In 2010, the lodging industry created a tourism marketing district to provide secure funding for tourism promotion. This provided the opportunity for Oceanside to compete in a very robust tourism marketplace: Southern California. The OTMD is based on the State of California's legislation for Business Improvement Districts (BID), benefiting the lodging partners that pay into the district.

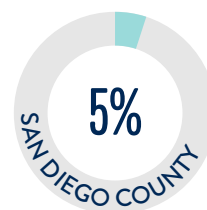
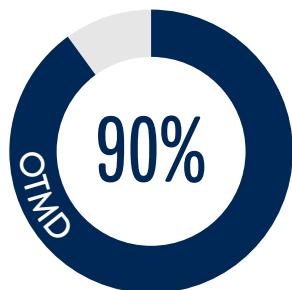
In February 2014, the OTMD was renewed for ten years. As of April 1, 2015, the 1.5 percent assessment is applied to all hotels and vacation rentals within the city limits of Oceanside.

Tourism Marketing Districts (TMD) have ushered in a new era of stability in funding destination marketing organizations. As a result, there's a renaissance of stable, well-funded destination marketing organizations like Visit Oceanside. Currently, there are 172 TMDs across 14 states as well as various countries including England, Ireland and Scotland. The average revenue generated by TMDs across the country is \$2.2 million with the largest generating \$36.8 million.

## VISIT OCEANSIDE BUDGET ALLOCATION FY2018



## VISIT OCEANSIDE BUDGET REVENUES FY2018





## VISIT OCEANSIDE STATEMENT OF ACTIVITIES — REVENUES

Statement of Financials for the period July 1, 2017 to June 30, 2018

REVENUE	FY2018
<b>PUBLIC SOURCES</b>	
Oceanside Tourism Marketing District	\$1,232,189
County of San Diego Grants	\$45,000
NRP Grant County of San Diego	\$22,000
<b>PRIVATE SOURCES</b>	
Advertising Sales/Sponsorships	\$41,312
Merchandise Sales	\$41,671
Attraction Ticket Sales	\$95,738
In-kind Rental	\$29,136
TMD subsidy for CWC	\$28,400
Interest Income	\$112
<b>TOTAL REVENUE</b>	<b>\$1,535,558</b>



## VISIT OCEANSIDE STATEMENT OF ACTIVITIES—EXPENSES

Statement of Financials for the period July 1, 2017 to June 30, 2018

OPERATING COSTS AND EXPENSES	FY2018
Payroll and Benefits	\$444,595
Cost Goods (merchandise and tickets)	\$108,424
Advertising, Website and Promotions	\$584,386
Trade Shows, Meetings and Conferences	\$38,988
Administrative and General Expenses	\$162,608
Professional Fees	\$62,619
Research, Data Collection, Dues	\$48,628
<b>TOTAL COSTS and EXPENSES</b>	<b>\$1,450,248</b>
<b>Increase in net assets</b>	<b>\$85,311</b>
<b>Net assets, beginning of the year</b>	<b>\$42,725</b>
<b>Net assets, end of the year</b>	<b>\$128,036</b>



# GROUP SALES AND BUSINESS DEVELOPMENT



**Dana Higgins,**  
Director of  
Business Development



**Michelle Martini-Brown,**  
Business Development  
Manager

**THE BUSINESS DEVELOPMENT TEAM FOR VISIT OCEANSIDE IDENTIFIES OPPORTUNITIES TO BRING TRAVEL GROUPS TO OCEANSIDE RANGING FROM SMALL SOCIAL GATHERINGS, BUSINESS MEETINGS AND RETREATS TO LARGE CONFERENCES AND CITYWIDE EVENTS.**

While prospecting for sales leads, the team builds relationships with industry contacts, potential clients and existing accounts. A client services program is in place to provide detailed, professional recommendations to the visitor and support our stakeholders and tourism council partners. These strategies and best practices, along with referrals, customer retention and successful group travel marketing campaigns, have resulted in the largest number of group leads and tracked bookings, along with the highest conversion rate to date for the group travel sales department.

## SERVICES

Our team's focus is to offer exceptional customer service to our clients and visitors, while being the destination experts and resource for effective event and travel planning. This investment of time, effort and individual attention to each group increases retention and revenue generation; it helps to ensure a positive experience and an association with Oceanside as a visitor-friendly destination.

**IN FY2018, WE INFLUENCED AND SUPPORTED 307 GROUPS (POTENTIAL AND BOOKED), PLUS 32 CITYWIDE EVENTS IN A VARIETY OF WAYS INCLUDING:**

- Distribution of destination resource guide for group travel and event planning
- Creation of customized itineraries for group tours and team building activities
- Consultation for group travel and event planning, recommending private event venues, caterers, local businesses and transportation
- Assembly of welcome materials and local information specific to a group's needs
- Promotion through targeted social media, direct marketing and webpage development
- Representation of Oceanside tourism through managing concierge booth and attending events
- Facilitating group rates and room blocks while assisting with booking and confirmation process



## ACCOMPLISHMENTS

- Scheduled 90 sales calls and business development meetings; conducted 16 site tours for prospective clients; traveled to 5 conferences and trade shows to promote visitation to Oceanside; attended 41 networking events on behalf of Visit Oceanside.
- Provided destination information with group travel and event planning resources while interacting with 307 group inquiries representing approximately 22,400 visitors.
- Updated direct email marketing and communication tracking procedures through our CRM database to improve sales funnel and lead management; generated 206 inquiries via website submission – a record to date.
- Sponsored, partnered and supported 32 citywide events impacting tourism and visitor spending.
- Established limited contracted partnership with RSV (Rider Safety Visibility) to test bike market viability. Exhibited at the Sea Otter Classic and, through the "Pick a Perk" program, was able to move Team Jelly Belly Training Camp to Oceanside from Carlsbad.
- Booked new citywide event during off-season; Oceanside was the first North American city to host the international, Olympic-qualifying beach handball event and received recognition worldwide.



## FY2018 SALES HIGHLIGHTS



**307**

**GROUP TRAVEL**  
inquires



**117**

**QUALIFIED LEADS**  
RFPs for stakeholders



**102**

**GROUPS BOOKED**  
into Oceanside accommodations\*



**4,779**

**ROOM NIGHTS**  
contracted\*



**32**

**CITYWIDE EVENTS**  
impacting tourism and visitor spending



**111%**

**SALES GOALS**  
achieved

\*As tracked and reported by stakeholders and clients; additional rooms may have booked outside of the blocks.

# LOOKING AHEAD: FY2019

## SALES PRIORITIES

The business development strategies will continue to revolve around maturation and development of lead generation in our target group markets: Reunions—military and family; Wedding Travel and Special Events; Association Conferences and Board Retreats; Executive Meetings and Incentive Travel; Sporting Events and Special Interest Travel; Tour and Travel Operators; and Filming. We'll focus on driving room nights and increasing lodging occupancy while identifying additional business development opportunities and strategic partnerships for our stakeholders and tourism community. A priority is to formulate marketing campaigns and strategic advertising placement geared towards planners and decision makers for these niche leisure groups and small meetings markets. This includes a new investment in Cvent, a lead generation and event management software. Additional outreach to these markets may include email blasts to database and target lists, blog posts, targeted LinkedIn messaging and prospecting, sales calls, site tours and general follow-up.





# CITYWIDE EVENTS

## JANUARY

Carlsbad Marathon

## FEBRUARY

Oceanside Valentine's Week

## MARCH

Hell Fire Fat Tire

Pan American Beach  
Handball Championships

## APRIL

ECNL Soccer Tournament

Heartbreak Ridge Run

Ironman 70.3 Oceanside

## MAY

Beach Soccer Championships

Manchester City Soccer  
Tournament

Oceanside Color Festival

## JUNE

Camp Pendleton Mud Run

ECNL Soccer Playoffs

Race Across America

USA Surfing Championship

## JULY

Supergirl Pro Surf Championships

Surf Cup Soccer Tournament

## AUGUST

Guy Takayama Pro Noseriding Contest

Longboard Annual Contest

Outrigger Canoe Races

Semper Tri & Devil Dog Duathlon

World Bodysurfing Championships

## SEPTEMBER

Surf for the Sea

Tiki Swim

Water Warrior Amphibious Assault

## OCTOBER

Pride by the Beach

Tour De Camp Pendleton

United Church of God

## NOVEMBER

Bike the Coast / Taste the Coast

O'side Turkey Trot

Surf Cup Soccer Tournament

## DECEMBER

High School Soccer Classic



# MARKETING AND COMMUNICATIONS



**Cerina De Souza,**  
Director of Marketing  
& Communications



**Tanner Yates,**  
Digital Content  
Manager

THE VISIT OCEANSIDE MARKETING DEPARTMENT LOVES TO TELL THE O'SIDE STORY THROUGH VIBRANT PHOTOS AND VIDEOS, COMPELLING ARTICLES AND ENGAGING SOCIAL MEDIA POSTS. OUR TEAM REGULARLY MEETS WITH LOCAL INDUSTRY PARTNERS TO LEARN ABOUT THEIR BUSINESSES SO THAT WE CAN SHARE NEW VISITOR EXPERIENCES WITHIN OUR BEAUTIFUL COMMUNITY. THE PAST FISCAL YEAR HAS BEEN A BUSY ONE, FILLED WITH EVERYTHING FROM A NEW DIGITAL ADVERTISING CAMPAIGN TO COLLABORATION PROJECTS AND A MEDIA BLITZ WITHIN A NEW GEOGRAPHICAL MARKET.



**FOX 13 THE PLACE, SALT LAKE CITY  
PR MEDIA BLITZ**

## EARNED MEDIA

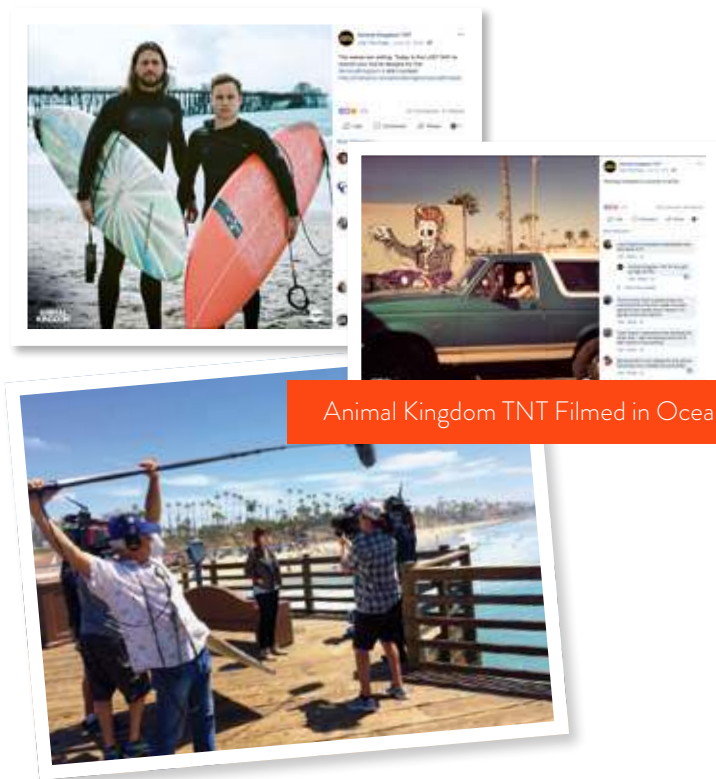
### PUBLIC RELATIONS:

After years of working with media, developing relationships and creating story angles that give Oceanside credibility, Visit Oceanside continues to influence and grow positive media coverage for our local hospitality businesses and community. We have laid the groundwork for year-round coverage on relevant topics such as dining, culture and events in influential outlets like San Diego Magazine, Sunset Magazine and Westways.

### MEDIA INTEGRATION:

Visit Oceanside launched a PR media blitz in Salt Lake City, UT inviting a television crew from the Fox 13's daytime show, The Place, to spend a few days in Oceanside. The campaign (February 19-March 9, 2018) included 12 on-air segments, 57 TV promos, multiple social media posts and a drawing for a destination giveaway. These activities generated over 450,000 impressions and 1,261 website clicks.

Visit Oceanside also continues to work alongside the production crew of the hit summer television series Animal Kingdom as it prepares to debut its fourth season on the TNT Network.



TRAVEL  
WRITERS  
HOSTED:  
**11**

CIRCULATION OF  
EARNED MEDIA:  
**52,146,203**

ASSISTED WITH:  
**70**  
PIECES OF  
EDITORIAL COVERAGE

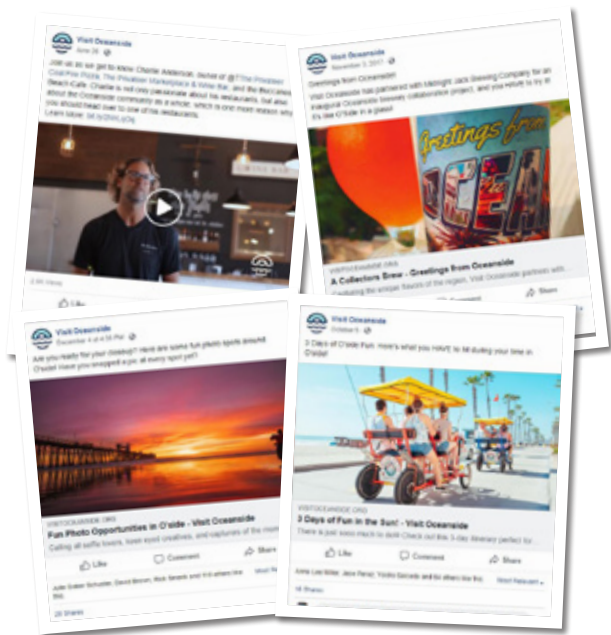
## PAID MEDIA

After launching the new Oceanside brand campaign in 2016, we wanted to make a big splash in 2017 with a multi-pronged digital advertising campaign to kick off the spring and summer family travel season. The campaign ran from March 12-April 29, 2018, targeting Southern California; Phoenix, AZ; and Salt Lake City, UT. The campaign was a success, generating 12.6 million impressions, 37,000 website clicks and 65 hotel bookings.\*

Visit Oceanside participates in a mixture of print and digital paid advertising opportunities throughout the year to inspire visitation to Oceanside. These efforts resulted in more than 6,000 Oceanside Visitor Guides mailed directly to visitors and 2,000 digital visitor guide views on visitoceanside.org.



\*Hotel bookings based on third-party reporting, not a comprehensive report.

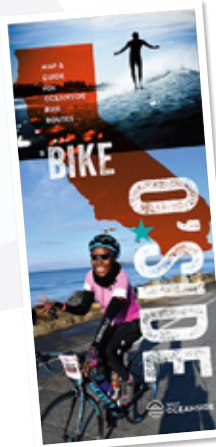


## OWNED MEDIA

If you haven't heard, *Content is King!* As a result, the marketing team spends a great amount of time interacting with industry partners to learn about business offerings, events and special celebrations. We use this plethora of information to continuously write and update blogs and webpages on [visitoceanside.org](http://visitoceanside.org), grouping like-content together to create themes that will inspire and educate our visitors. In FY2018, we wrote and/or updated 84 blogs, which were then shared across social media channels and within consumer e-newsletters. While out exploring our lovely city, we took hundreds of vibrant and engaging photos in order to build our asset library and to better tell the Oceanside story.

### E-NEWSLETTERS

Maintaining a relationship with our 26,000 e-news subscribers is a priority. In FY2018, we continued to send out monthly newsletters with themed information to inspire our audience to plan a trip to Oceanside. Our distribution list increased 14 percent YOY, allowing us to expand our message to a broader audience.

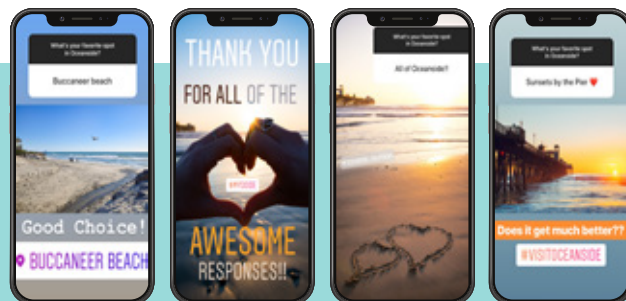


### COLLABORATION ACTIVITIES

Our industry partners are O'iginal thinkers and have O'iginal stories to tell. Developing collaboration projects is an important component to our marketing strategies.

- **Bike Tourism-** Celebrating the unique cycling experiences for riders of all levels, Visit Oceanside worked with the Oceanside Bike and Pedestrian Committee to develop a printed Oceanside Bike Map to inspire cyclists to explore and experience new routes while in town.

- **Brewery Collaboration-** The craft beer scene is a major movement within San Diego County. In Oceanside alone, we have nine breweries. To celebrate this vibrant industry, Visit Oceanside worked with Midnight Jack Brewing Company on an Oceanside-themed beer label and seasonal beer entitled "Greetings from Oceanside."



### SOCIAL MEDIA

VO INSTAGRAM STORIES

@VisitOceanside continues to have a strong presence across all major social media platforms. Total fans on Facebook, Instagram and Twitter increased 33 percent to 65,700 total fans. Maintaining an authentic tone and engaging daily with our fans is an important element to our social media strategy. Through these efforts, impressions increased 23 percent YOY and engagement jumped 63 percent YOY.



41.7K  
FANS



12.5K  
FANS



11.4K  
FOLLOWERS



64.7K MINUTES OF  
VIDEO WATCHING

Social media channels continue to be a strong marketing asset for ongoing communication with followers, creating a 23 percent increase in YOY traffic to the website from social platforms alone. An incredible and increasingly popular tool is Instagram Stories where we can ask questions and share links drawing traffic back to the website.



# LOOKING AHEAD: FY2019

## MARKETING PRIORITIES

Working smarter, not harder is the playful motto that the marketing department is living by next fiscal year. We are rethinking how we utilize existing platforms and developing new partnerships in order to see greater results on our marketing efforts. Such activities include restructuring our e-newsletter strategy for more frequent and a more engaging relationship with consumers. Additionally, we are redefining our earned media approach, leveraging local lifestyle brands and social media influencers to increase impressions and circulation. And finally, we will be updating the look and feel of our website to showcase large, vibrant imagery along with engaging content to better serve our visitors through every phase of their planning processes.



# CALIFORNIA WELCOME CENTER

## FY2018 HIGHLIGHTS



**Lydia Petroff,**  
California Welcome  
Center Manager



**Tanya Chahal,**  
Visitor Services  
Coordinator



**Veronica Voorhees,**  
Volunteer  
Coordinator



VISIT OCEANSIDE OPERATES ONE OF THE STATE'S OFFICIAL CALIFORNIA WELCOME CENTERS (CWC). WITH JUST ONE STOP, VISITORS AND RESIDENTS CAN FIND LOCAL, REGIONAL AND STATE MAPS, PURCHASE DISCOUNT TICKETS TO MAJOR SOUTHERN CALIFORNIA ATTRACTIONS, HELP WITH HOTEL RESERVATIONS OR SHOP FOR THE PERFECT LOCALLY CRAFTED KEEPSAKE. THE WELCOME CENTER IS LOCATED AT 928 NORTH COAST HIGHWAY, OCEANSIDE AND IS OPEN DAILY FROM 9:00 A.M.-5:00 P.M.

### COMMUNITY INVOLVEMENT

- CWC staff and volunteers supported over 20 Oceanside special events by staffing a satellite visitor booth at the Pier.
- CWC hosted a Visit Oceanside Fall Mixer for industry stakeholders, city leadership and the local community.
- CWC was a dropoff destination for an Oceanside Unified School District book drive.

### RETAIL MERCHANDISE

- Top attraction tickets based on CWC sales were the San Diego Go Card, followed by the San Diego Zoo and SeaWorld.
- CWC continued to curate local, handcrafted products and Oceanside-branded items for sale including jewelry, home goods, T-shirts and more.





Assisted **45,000+** walk-in visitors

Welcomed nearly **9,000** first-time visitors

Mailed **16,000+** visitor guides

Sold nearly **2,000 attraction tickets**  
for **\$99,000+** in sales

**\$33,000** in retail sales, a **22% increase**  
over previous year

**264 referral nights** to Oceanside lodging

Visitor Breakdown: **31%** from California,  
**46%** from out of state, and **23%** from  
foreign countries

## VOLUNTEERS

- CWC has 53 active volunteers who help staff the center seven days per week. This represents approximately 5,288 hours translating to over \$121,625 in salary savings.
- Volunteers participated in seven familiarization tours to local businesses, hotels and attractions to remain current about local and regional visitor resources.
- Student volunteer Carla Pullum was awarded the CWC-MiraCosta College Hospitality Scholarship; Donna Smith received the Volunteer of the Year award.
- Hosted the annual Volunteer Holiday Luncheon.
- Volunteers contributed to five blogs on the Visit Oceanside website over the course of a year, with their personal recommendations of activities in Oceanside.

## CWC MARKETING

- Attended California Welcome Center Managers Meetings hosted by Visit California. Meetings provide training, operations standards and other business support.
- The statewide CWC program launched new branding requirements for all CWCs that included a basic welcome package with tier levels and pricing.
- CWC Oceanside partnered with Trip Advisor three years ago and has received 148 reviews with 142 reviews rated very good or excellent. Oceanside's CWC is listed as the most important stop in Oceanside and earned a 2018 Certificate of Excellence.



# VISIT OCEANSIDE TEAM



## VISIT OCEANSIDE

**Leslee Gaul,**  
President & CEO

**Dana Higgins,**  
Director of Business Development

**Michelle Martini-Brown,**  
Business Development Manager

**Cerina De Souza,**  
Director of Marketing &  
Communications

**Tanner Yates,**  
Digital Content Manager

## CALIFORNIA WELCOME CENTER

**Lydia Petroff,**  
Visitor Services Manager

**Tanya Chahal,**  
Visitor Services Coordinator

**Veronica Voorhees,**  
Volunteer Coordinator

## CONTRACTED PARTNERS

**Bridget Ayers,**  
Website & Social Media,  
Get Smart Web Marketing

**Shae Geary,**  
Public Relations,  
(W)right On Communications

**Susan Noble,**  
Bookkeeper

## VISIT OCEANSIDE BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**Geoffrey Parkford, Chairman**

General Manager, Holiday Inn  
Oceanside Marina

**Scott Hausknecht, Vice-Chairman**

General Manager, Residence Inn by  
Marriott/Courtyard by Marriott

**Nayan Patel, Secretary**

General Manager,  
Days Inn at the Coast

**Stormi Posch, Treasurer**

General Manager, SpringHill Suites  
Marriott Oceanside

### BOARD MEMBERS

**Charlie Anderson**

Owner, Privateer/Buccaneer Café

**Josh Arbenz**

Managing Partner,  
Stratford at the Harbor

**Michele Bragalone**

Director of Sales,  
Wyndham Oceanside Pier Resort

**Zell Dwelley**

Owner, Beach Break Café

**David Fischbach**

CEO,  
BeachFront Only

**Deborah Lamoureux**

General Manager,  
333 Pacific

**Dorothy Pinney**

VP Business Development,  
McLain Properties

**Jim Schroder**

Economic Development Commissioner

### BOARD LIAISONS

**Scott Ashton**

Oceanside Chamber of Commerce

**Louise Balma**

South Morro Hills/Agritourism

**Tracey Bohlen**

Economic and Community  
Development, City of Oceanside

**Jeremy Cohen**

S.D. Malkin Properties

**Howard LaGrange**

Bicycle Task Force, City of Oceanside

**Captain Sean Marchand**

Oceanside Police Department

**Kim Murray**

Beach House Winery/Agritourism

**Rick Wright**

MainStreet Association

**Patrick Young**

Special Events, City of Oceanside

A young man with curly hair and sunglasses is riding a blue bicycle with a front basket. He is wearing a white t-shirt and yellow shorts. He is riding on a paved path in front of a row of colorful beach houses. The houses have orange, yellow, and white exteriors. There are palm trees in the background. The text is overlaid on the image.

**"IF YOU ARE LOOKING  
FOR AN OUTSTANDING  
RESOURCE FOR A TRIP TO  
SOUTHERN CALIFORNIA  
BY ALL MEANS CONTACT  
VISIT OCEANSIDE."**

**C. TRIPOD,  
TRAVEL PLANNER,  
TRIPOD VACATIONS**









**VISIT**  
**OCEANSIDE**

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Oceanside, CA 92054  
1-800-350-7873

[www.visitoceanside.org](http://www.visitoceanside.org)

@VisitOceanside

