



FY 2019
**ANNUAL
REPORT**





TABLE OF CONTENTS

A Message from the CEO & Board Chairman	02
About Visit Oceanside (VO)	03
Oceanside's Brand Story	04
Why Tourism Matters	05
Tourism Highlights & Performance	06
Looking Forward: Leadership & Advocacy	08
FY 2019 Financial Report	09
Group Sales & Business Development	11
Marketing	13
California Welcome Center	16
Visit Oceanside Team & Board of Directors	18

“First, think. Second, dream. Third, believe. And finally, dare.”

— WALT DISNEY

This is an exciting time for our tourism industry as over the past several years, we’ve gotten to play a role in the renaissance that is occurring in Oceanside. As I stop to reflect, I’m reminded of how a small group of dedicated local hospitality leaders dared to dream and created Oceanside’s first destination marketing organization. And here we are on the cusp of celebrating our 10th anniversary and it’s working!

Together, we’ve influenced visitors from literally around the world, generating another record year in visitor spending. According to research by Dean Runyan Associates, over \$382 million was generated in direct visitor spending in Oceanside in 2018. This number is up over 6 percent compared to the previous year. This translated into \$14.8 million in local tax receipts that went to the City’s general fund. This visitor spending directly supported 3,500 local jobs, an annual average increase of 4 percent for the eighth consecutive year.

In 2018, we experienced a record high in lodging tax that was generated for the City’s general fund, exceeding \$7.9 million, 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, a place where people want to live, work and play. That’s why we partnered with the City’s economic development department and South Morro Hills on the agritourism initiative and supported the Oceanside Cultural District and key projects at El Corazon. We are continuing to support the pier plaza area improvements as well as funding for sand replenishment and innovative sand retention opportunities.

The VO Board understands the importance of managing the destination to fully leverage Oceanside’s potential while staying true to what is uniquely the O’side vibe. It’s important to support responsible tourism strategies that will provide more diverse product as well as enhanced visitor experiences, creating sustainable tourism economic impact that will have a positive effect, year-round.

We can’t wait to see how you continue to Dream Big and further define what makes Oceanside special!

Thank you for your partnership,



Leslee Gaul

LESLEE GAUL
CEO & President



Geoffrey Parkford

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 travel to 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 O'iginal.

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 2019, the OTMD generated \$1,211,363, 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.



2019



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 DESTINATION 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 a **place for lovers of the great outdoors**

Oceanside is home to a flourishing **culinary and craft beverage 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 \$2.5 TRILLION IN ECONOMIC OUTPUT BY DOMESTIC AND INTERNATIONAL TRAVELERS IN THE U.S. ANNUALLY (U.S. TRAVEL ASSOCIATION).

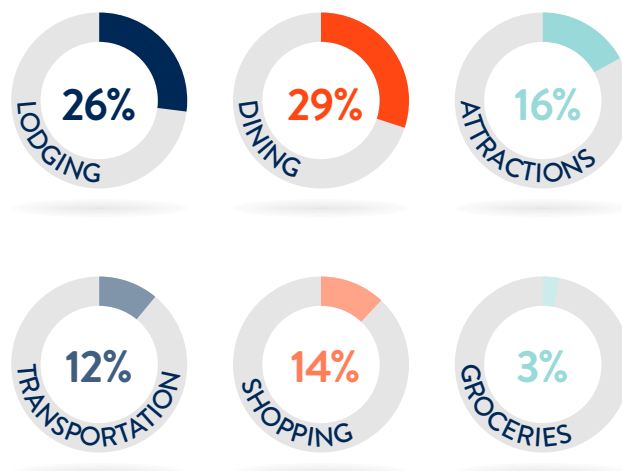
In San Diego, tourism is the second largest traded industry, employing over 194,000 people and generating \$11.5 billion in direct visitor spending. Oceanside is fortunate to be a part of this powerful regional tourism brand.

In Oceanside, visitor spending in 2018 was \$382 million. This represents a 6 percent increase over the previous year and an average annual increase of 7 percent over the past five years. This visitor spending directly supported 3,500 jobs in Oceanside, representing an average increase of 3.9 percent since 2010. It generated \$27.5 million in local and state taxes. It's interesting to note that local tax receipts were \$14.8 million, representing 6.4 percent growth over 2017.

According to a 2018 study conducted by Dean Runyan & Associates, visitors spend about 26 percent of their vacation budget on lodging, leaving a significant percentage available for creating unique experiences, attractions and restaurants. Restaurants represent the largest spend at 29 percent of their budget.

ECONOMIC IMPACT SURVEY

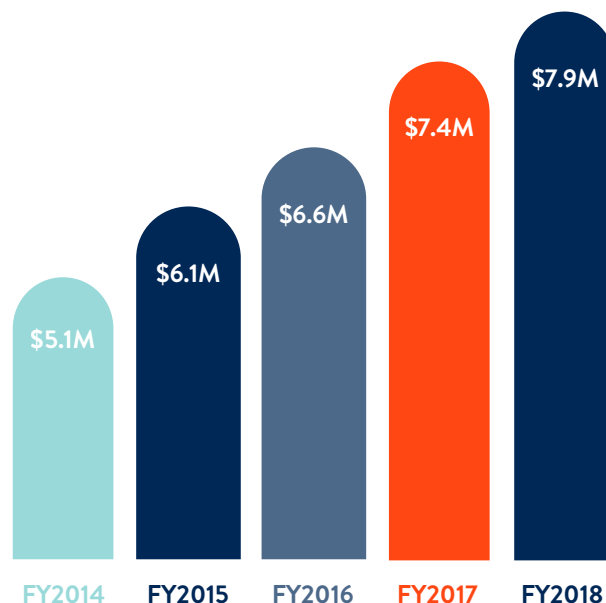
Visitor Spending by Category According to Dean Runyan:



TRANSIENT OCCUPANCY TAX (TOT)

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 \$7.9 million was generated for the City of Oceanside.



TOT GROWTH IN OCEANSIDE

OCEANSIDE TOURISM HIGHLIGHTS*



\$202
PER/DAY
average spend of
hotel visitor



3.6
DAYS
average length
of stay



1.28
MILLION
room nights
consumed



353
THOUSAND
overnight
visits



3.07
MILLION
overnight visitors
to Oceanside



3,500
TOURISM
INDUSTRY
jobs in the City



\$27.5
MILLION
in state and
local taxes



\$382
MILLION
in visitor
spending



\$7.9
MILLION
in City
TOT

*Data for calendar year 2018. Based on a study by Dean Runyan & Associates and STR, Inc. data.

OCEANSIDE LODGING PERFORMANCE

FY 2019

OCEANSIDE HOTEL/MOTEL PERFORMANCE

	JULY 2018-JUNE 2019	PERCENTAGE CHANGE YOY
Average Occupancy	70.1	-4.6
Average Daily Rate	115.86	+2.4
Average RevPar	81.18	-2.3
Supply	736,632	0
Demand	516,151	-3.5
Revenue	59,799,829	-1.2

Source 2018 STR, Inc.

VACATION RENTAL PERFORMANCE

	JULY 2018-JUNE 2019	PERCENTAGE CHANGE YOY
Average Occupancy Entire Units	60	+9.8
Average Daily Rate Entire Units	349	+4.7
Average RevPar	208	+ 15
Available Listings Entire Units	1,907	+15.2
Booked Listings Entire Units	1,716	+13
AVERAGE AVAILABLE ROOM NIGHT SUPPLY	62,984	
AVERAGE ROOM NIGHT DEMAND	36,768	

Source 2018 Air DNA

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. RevPar = revenue per available room.

LOOKING FORWARD:

LEADERSHIP AND ADVOCACY

The Visit Oceanside board of directors continues to make advocacy a major pillar for the organization, influencing positive changes that impact sustainable tourism economic growth. Last year, through our long-term strategic planning process, the board made it a priority to expand and elevate the destination experience. These strategies included safety, beautification and infrastructure improvements as well as product development. This will allow us to diversify and appeal to off-season visitors while improving the visitor experience and enhancing the quality of life for our locals. The board actively supported the Pier/Amphitheater improvements, Quiet Zones (which should be complete in 2020), El Corazon (aquatic center and soccer arena), the Agritourism Strategic Plan, the Oceanside Cultural District, sand replenishment, policies for innovative sand retention programs and efforts to assist with homeless and vagrant activity.

As we look to the future, Visit Oceanside will continue to influence positive changes as well as impact issues that are critical to our industry. The board will continue to support funding and policy efforts that address beach erosion and improvements at the Pier/Amphitheater and Oceanside Harbor. We will continue to champion forward momentum on current projects including the Agritourism Strategic Plan, Oceanside Cultural District and El Corazon aquatic center and sports arena. We will continue to watch out for important topics and educate the industry on serious items like the vagrant issues that impact so many communities. The VO Board understands the importance of managing the destination and supporting responsible tourism strategies that will impact the entire community, year-round. In addition, Visit Oceanside 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.



FY 2019

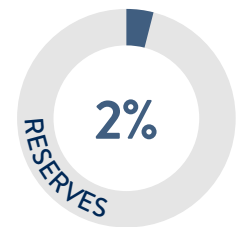
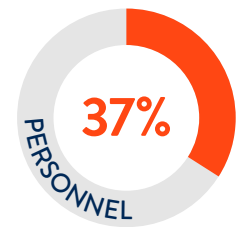
FINANCIAL REPORT

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 market, 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.

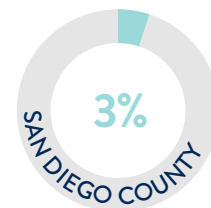
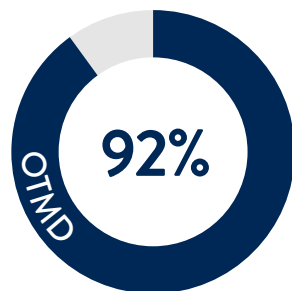
In February 2014, the OTMD was renewed for ten years. As of April 2015, the 1.5 percent assessment was applied to all hotels and vacation rentals within the city limits of Oceanside. In 2019, the board in coordination with the City of Oceanside approved a modification for the OTMD for the hotel and motel members, increasing the OTMD 2.5 percent until April of 2025.

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 180 TMDs across the country as well as various countries including, England, Ireland and Scotland. The average revenue generated by TMDs across the United States is \$2.3 million with the largest generating \$41 million.

VISIT OCEANSIDE BUDGET ALLOCATION FY 2019



VISIT OCEANSIDE BUDGET REVENUES FY 2019



VISIT OCEANSIDE STATEMENT OF ACTIVITIES – REVENUES

Statement of Financials for the period July 1, 2018 to June 30, 2019

REVENUE	FY 2019
PUBLIC SOURCES	
Oceanside Tourism Marketing District	\$1,211,362
County of San Diego Grants	\$45,000
NRP Grant County of San Diego	\$22,000
PRIVATE SOURCES	
Advertising Sales/Sponsorships	\$28,018
Merchandise Sales	\$42,392
Attraction Ticket Sales	\$69,932
In-kind Rental	\$29,136
TMD Subsidy for CWC	\$53,700
Interest Income	\$106
TOTAL REVENUE	\$1,501,646



VISIT OCEANSIDE STATEMENT OF ACTIVITIES—EXPENSES

Statement of Financials for the period July 1, 2018 to June 30, 2019

OPERATING COSTS AND EXPENSES	FY 2019
Payroll and Benefits	\$465,059
Cost Goods (merchandise and tickets)	\$86,259
Advertising, Website and Promotions	\$650,778
Tradeshows, Meetings and Conferences	\$45,803
Administrative and General Expenses	\$150,436
Professional Fees	\$91,322
Research, Data Collection, Dues	\$48,908
TOTAL COSTS and EXPENSES	\$1,538,565
Increase in net assets	\$36,919
Net assets, beginning of the year	\$225,730
Net assets, end of the year	\$188,811



GROUP SALES AND BUSINESS DEVELOPMENT



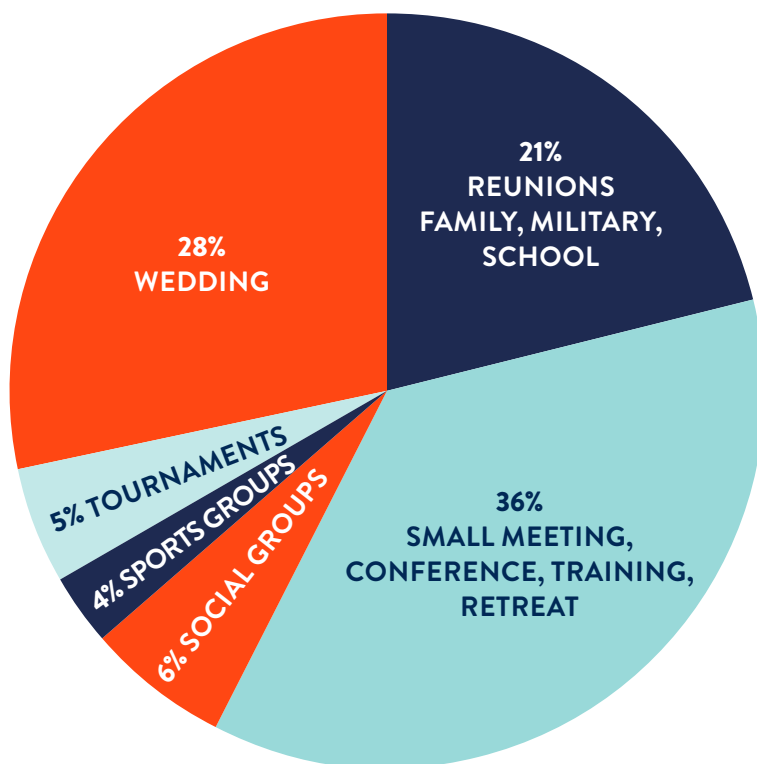
Dana Higgins
Director of
Business Development



Michelle Martini-Brown
Business Development
Manager

THE OBJECTIVE FOR VISIT OCEANSIDE'S BUSINESS DEVELOPMENT TEAM IS TO IDENTIFY GROUP EXPERIENCES WITHIN THE DESTINATION AND INFLUENCE THIS PRODUCT DEVELOPMENT WHILE GENERATING NEW BUSINESS LEADS FOR MEETINGS AND EVENTS THAT CONVERT TO INCREMENTAL ROOM NIGHTS FOR OUR STAKEHOLDERS.

GROUP SALES IN 2019



Group travel sales and marketing efforts promote Oceanside and these experiences to our key markets: weddings and reunions, small business meetings and retreats, and citywide events.

A client services program is in place for groups along with meeting, event and wedding planners, which positions our team as their go-to for destination consultation and site selection services. This sales strategy generates leads and helps secure group business.

FY 2019 GOALS & METRICS



Requests
for Digital Wedding
and Gathering Guide



Sales Calls



26
Site Tours



316
Group Inquiries
+3% Over
Last Year



Qualified Leads
111% of Goal



Groups Booked
in Oceanside Lodging



4,703
Room Nights
Contracted



Citywide Events
Impacting tourism
and visitor spending

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



LOOKING AHEAD: GROUP SALES PRIORITIES

Move the needle! The business development strategies will continue to grow demand and group visitation to positively impact room night production and revenue generation for our tourism partners. The priority will be targeting accounts in viable markets during mid-week and shoulder-season; new markets will be explored through the creation of a sports commission and an arts & cultural committee to identify high-impact business—including tournaments, festivals and events—that benefit multiple properties and increase length of stay.

MARKETING AND COMMUNICATIONS



Tanner Yates
Director of Marketing & Communications



Alison Norwood
Marketing Manager

THE PRIMARY ROLE OF THE VISIT OCEANSIDE MARKETING DEPARTMENT IS TO PROMOTE OCEANSIDE TO LEISURE VISITORS WITHIN OUR OUTLINED TARGET AUDIENCES. WE USE A MULTIPRONGED APPROACH TO COMMUNICATE WITH VISITORS DURING EVERY PHASE OF THE TRIP PLANNING PROCESS, INSPIRING THEM THROUGH A PLETHORA OF PAID, EARNED AND OWNED PLATFORMS.

OWNED MEDIA

The Marketing Department had clear priorities this year and that was content, content, content. This ideology was the driving force behind all of our campaigns and the results were fruitful.

By focusing on content curation and strategic distribution we were able to amplify our share of voice in the marketplace. Our primary content source was themed blogs, of which we updated 77 articles. We promoted the articles via Visit Oceanside social channels, e-newsletters and the new platform Google Post. These efforts helped drive 487,000 users to the website, a 45 percent increase YOY. In direct response to the increased website traffic, we saw a correlated increase for Oceanside Visitor Guide requests. There was an overall increase of 21 percent for guide requests, with an 127 percent increase for guide requests made directly through www.visitoceanside.org.



GOOGLE

Part of our role as a destination marketing organization is to manage the destination's reputation. One way that VO accomplished this was by leveraging the Google platform and its partnership programs. Staff regularly conducts Google audits submitting new destination photos and flagging incorrect locational and/or business information. VO became an official member of the Google DMO Partnership Program, an additional opportunity to manage destination resources. And finally, we leveraged the Google Post program, sharing 48 posts highlighting themed and timely content.

SOCIAL MEDIA

@VisitOceanside continued to maintain a strong social media presence across all major platforms — posting daily, engaging with followers and leveraging via paid campaigns. There was a 17 percent increase in total followers YOY, bringing the follower count to 76,959. Impressions increased by 30 percent YOY and engagement increased by 22 percent YOY.

TOTALS BY PLATFORM:

f 44,921

t 11,788

i 20,250



PAID MEDIA

Visit Oceanside hosted a multi-pronged digital advertising campaign in Spring 2019 educating visitors on what they could experience during an upcoming trip to Oceanside. The campaign ran from March 11 to May 5, 2019 targeting California, Arizona, Utah and Nevada. It showcased seasonal content and themed digital banner ads for family and soft adventure travel. Campaign results were wildly successful. Impressions increased 91 percent YOY, clicks increased 115 percent YOY and website visits increased 122 percent YOY. Over 3,180 hotel bookings were also directly attributed to the campaign.* (*Hotel bookings based on third-party reporting, not a comprehensive report.)

Visit Oceanside participates in a mixture of print and digital paid advertising opportunities throughout the year. These efforts resulted in more than 7,300 Oceanside Visitor Guides mailed directly to visitors prior to arriving in-market.

EARNED MEDIA

PUBLIC RELATIONS

Visit Oceanside continues to influence and increase positive media coverage for our local community. Last year, Visit Oceanside hosted 17 travel writers, including two media FAM tours. As a result, there were 59 articles published with a total reach of 67.1 million, a 28 percent increase YOY.

A key standout this fiscal year was hosting two media FAM tours, which provided multi-day guided experiences for six writers. A notable outcome of these efforts was a five-page spread in Southern California Life Magazine, with more articles to be published in the coming months.

Other public relations standouts included a feature in the Los Angeles Times for "New Wineries and Breweries," a destination feature in Phoenix Magazine, and site visits from top social media influencers: The Traveling Child and Whimsy Soul.



LOOKING AHEAD: MARKETING PRIORITIES

The Marketing Department will continue to build on the successes of last fiscal year by expanding our digital content footprint from themed blogs to photography and video assets. Part of this process will be to build upon target audience profiles to ensure that we have plenty of content to inspire and educate a visitor through every stage of the planning process. We will continue to leverage our owned platforms to not only distribute content, but allocate ongoing paid sponsorship funds for increased reach, including but not limited to all major social platforms, Pinterest and Google Ads.

CALIFORNIA WELCOME CENTER

FY 2019 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, get 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.



CALIFORNIA WELCOME CENTER ACTIVITIES

- CWC has 55 active volunteers who help staff the center seven days per week. This represents approximately 5,350 hours translating to over \$121,800 in salary savings.
- Student volunteer Mark Fleming was awarded the CWC-MiraCosta College Hospitality Scholarship; Jeanne Tryby received Volunteer of the Year award.
- CWC staff and volunteers supported over 20 Oceanside special events by staffing a satellite visitor booth at the Pier.
- CWC Oceanside partnered with Trip Advisor four years ago and has received 183 reviews, 174 rated very good or excellent. Oceanside's CWC is listed as one of the most important stops in Oceanside and earned a 2019 Certificate of Excellence.

CWC HIGHLIGHTS

Assisted **40,000+** walk-in visitors

Welcomed nearly **6,800** first-time visitors

Mailed **17,500+** visitor guides

Sold nearly **1,200 attraction tickets**
for **\$74,100+** in sales

\$36,500 in retail sales, an **11% increase** over previous year

200 referral nights to Oceanside lodging

Visitor Breakdown: **34%** from California,
46% from out of state, and **20%** from foreign countries



CITYWIDE EVENTS

JULY

- Super Girl Pro Surf Championships
- Surf Cup Soccer Tournament

AUGUST

- 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
- Labor Day Pier Swim
- US Open Adaptive Surfing Championship

OCTOBER

- Pride by the Beach
- Tour De Camp Pendleton
- United Church of God Conference

NOVEMBER

- Bike the Coast
- O'side Turkey Trot
- Pickleball Turkey Shoot
- Surf Cup Soccer Tournament

DECEMBER

- New Year's Skydiving Boogie

FEBRUARY

- Marine West Expo
- Oceanside Valentine's Week

MARCH

- Hell Fire Fat Tire

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

VISIT OCEANSIDE TEAM

VISIT OCEANSIDE

Leslee Gaul

President & CEO

Dana Higgins

Director of Business Development

Michelle Martini-Brown

Business Development Manager

Tanner Yates

Director of Marketing

Alison Norwood

Marketing 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

Holiday Inn Oceanside Marina

Scott Hausknecht, Vice-Chairman

Residence Inn by Marriott/Courtyard by Marriott

Nayan Patel, Secretary

Days Inn at the Coast

Stormi Posch, Treasurer

SpringHill Suites Marriott Oceanside

BOARD MEMBERS

Charlie Anderson

Privateer/Buccaneer Beach

Michele Bragalone

Wyndham Oceanside Pier Resort

Zell Dwelley

Beach Break Café

David Fischbach

BeachFront Only

Deborah Lamoureux

333 Pacific

Renier Milan

Oceanside Beach Resorts

Carla Mitroff

Oceanside Adventures

Dorothy Pinney

McLain Properties

Jim Schroder

Oceanside Economic
Development Commission

BOARD LIAISONS

Scott Ashton

Oceanside Chamber of Commerce

Louise Balma

South Morro Hills

Jeremy Cohen

S.D. Malkin Properties

Howard LaGrange

Bicycle Task Force, City of Oceanside

Michelle Geller

Economic and Community Development,
City of Oceanside

Captain Sean Marchand

Oceanside Police Department

Kim Murray

Beach House Winery

Rick Wright

MainStreet Association

Patrick Young

Special Events, City of Oceanside



928 North Coast Highway
Oceanside, CA 92054
1-800-350-7873

www.visitoceanside.org
[@VisitOceanside](https://www.instagram.com/VisitOceanside)

