



FISCAL YEAR 2022

ANNUAL REPORT

RIDING THE WAVE OF O'ORIGINALITY



VISIT
OCEANSIDE®

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EXECUTIVE MESSAGE

Dear Industry Stakeholders,

To put it in surf terms, Oceanside felt the stoke in fiscal year 2022. Talk about an epic ride — regardless of a fluctuating environment, inflation, workforce challenges, and world events, Oceanside was more popular than ever with visitors eager to experience their next adventure, visit friends and family or perhaps just seek out new surroundings. With beach destinations and outdoor recreation serving as a top choice for American travelers, Oceanside was in a fortunate position to provide visitors a much-needed escape.

“OCEANSIDE FARED BETTER
THAN MOST CALIFORNIA
DESTINATIONS IN 2021.”

As a result, Oceanside fared better than most California destinations in 2021. According to the annual study by Dean Runyan and Associates:

- Oceanside continued to outpace statewide gains; while California’s tourism industry grew 46 percent over 2020, Oceanside’s travel economy grew 68 percent.
- In 2021, we got back on track with 7 percent year-over-year growth, reaching a record high in visitor spending that reached \$507.5 million.
- Nearly three-quarters of visitor spending continued to go to businesses other than lodging, including the many small businesses owned by our friends and neighbors.
- Direct spending translated into \$34 million in local and state tax receipts, a 70 percent increase over 2020. These tax dollars provide revenue for our city to support essential city services, education and infrastructure improvements.

This past year, Visit Oceanside remained committed to its role as a destination steward to help drive this recovery in a way that nurtures a positive symbiotic relationship with our local community as well as advocate for initiatives that grow demand in a responsible manner.

Realizing a major initiative from our long-term strategic plan, we are excited to partner with the city on Oceanside’s first Tourism Master Plan. It’s an exciting time to collaborate over the next year in developing Oceanside with four key objectives in mind: Quality of Economy, Quality Visitor Experience, Resident Quality of Life and Quality of Environmental Impact.

We would not be able to accomplish these benchmarks without you. By working together, we are proud to help positively impact the quality of life in our city while sharing our inspired and storied destination with the world.

Thank you for riding this wave with us and your continued partnership in building a vibrant community through tourism.

Sincerely,



Leslee Gaul
LESLEE GAUL
CEO & President



Scott Hausknecht
SCOTT HAUSKNECHT
Chairman of the Board

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.

Incorporated in 2010, Visit Oceanside is a 501C6 corporation that is governed by a 13-member board of directors along with ten 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, Advocacy and Education.



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 quality of life in the City of Oceanside.

VISION STATEMENT

Oceanside is Southern California's most desired beach destination.

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

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



OCEANSIDE'S TOURISM REBOUND

Given the past couple of years, it has never been more apparent how important tourism is to our local economy and the small businesses that rely on visitor spending throughout the year. It's not realistic nor sustainable for our local businesses to survive on the backs of residents, 7 days a week, 52 weeks of the year. Fortunately, tourism's rebound was robust over the past year — continuing its upward trend and even breaking economic benchmarks set in 2019 prior to the upheaval caused by the pandemic.

In 2021, Oceanside experienced record-breaking visitor spending at \$508 million; 73 percent of this spending was spent on business sectors other than lodging such as restaurants, retail, arts, and entertainment. This visitor spending was up 68 percent over 2020 and put Oceanside back on track for an average 7 percent year-over-year growth for the last ten years. More importantly, it directly supported Oceanside's local businesses that not only provide jobs for residents, but also give our city the vibrant personality it is known for today.

In terms of employment, tourism directly supported 3,450 jobs in Oceanside in 2021, representing an increase of 16 percent over 2020. Those working in travel also experienced increased earnings, which totaled \$22.7 million — a 23 percent increase over the previous year.

Tax revenues generated by tourism was another indication of tourism's robust rebound in Oceanside. Visitor spending generated a record \$34.2 million in local and state taxes in 2021. The local tax receipts alone were \$17 million, representing 72 percent growth over 2020. These tax dollars go to our city's general fund to support essential services that contribute to our high quality of life in Oceanside.

Tourism is predicted to continue to make gains in the year ahead, although several factors such as variant flare-ups, inflation, and drive market travel fatigue may contribute to a slow down. Visit Oceanside will continue to monitor market conditions, stay nimble and respond in real-time to maximize the benefits to industry partners, local businesses and our city.

Most importantly, Visit Oceanside will continue to emphasize its role as destination steward to ensure that tourism continues to benefit Oceanside's economy in a responsible, regenerative way. Scheduled to launch in late 2023, the tourism master plan will provide a long-term road map to accomplish these goals. By balancing the needs of the industry with those of the local community, it will identify an overarching vision and the experiences, infrastructure and policies that will guide future sustainable growth for the benefit of everyone in Oceanside.



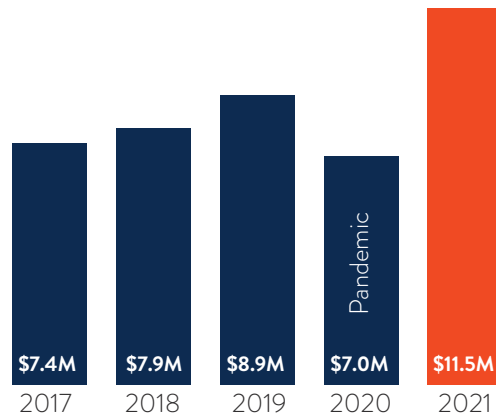


OCEANSIDE'S TOURISM ECONOMY

TRANSIENT OCCUPANCY TAX (TOT)

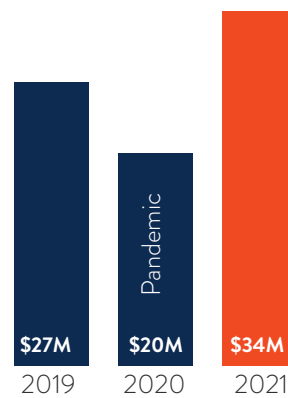
In the City of Oceanside, lodging guests pay a 10 percent Transient Occupancy Tax (TOT) on each room night consumed. These revenues benefit the city's General Fund.

CITY TOT GROWTH



TOURISM TAX REVENUES

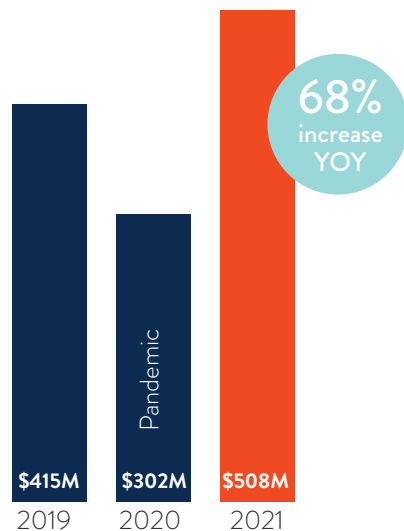
(TOT, Sales Tax, Property Tax)



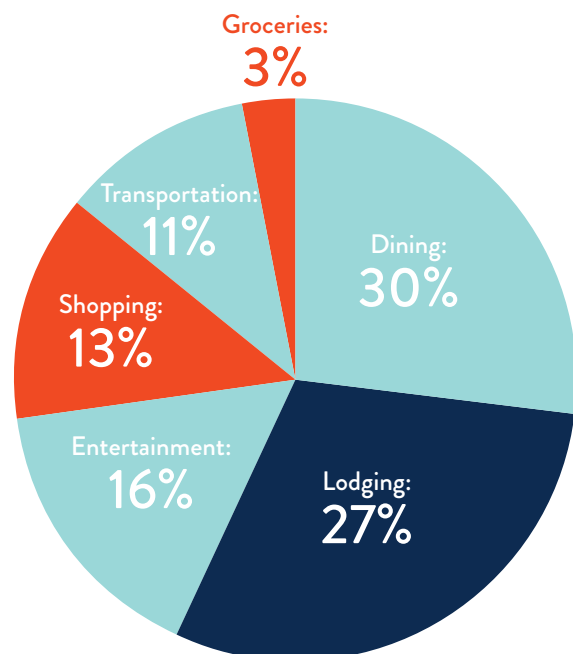
TOT FUNDS CITY SERVICES LIKE



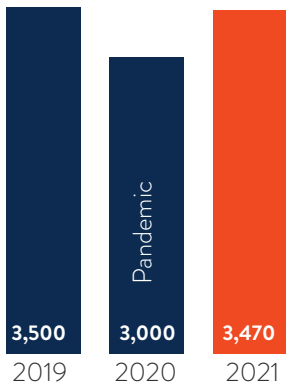
CITY VISITOR SPENDING



VISITOR SPENDING BY CATEGORY



CITY TRAVEL INDUSTRY JOBS



OCEANSIDE VISITOR INDUSTRY STATS



Average Hotel
Visitor Spending:

\$213
PER PERSON/
PER DAY



Average
Length of Stay:

4
NIGHTS



Room Nights
Consumed:

1.1
MILLION



Overnight Visitors
to Oceanside:

2.9
MILLION



TOT, Sales Tax and
Property Tax

\$34
MILLION

**Data for calendar year 2021. Based on a study by Dean Runyan & Associates and STR, Inc. data.*

OCEANSIDE LODGING PERFORMANCE

OCEANSIDE HOTEL/MOTEL PERFORMANCE FOR FY 2022

	July 2021-June 2022	Percentage Change YOY	2019 Comparison/ Percentage Change
Average Occupancy	64.2	+8.4	70.1 / -8.41
Average Daily Rate	\$160.34	+46	\$115.86 / +38.4
Average RevPar	\$103	+58.3	\$81.18 / +26.9
Supply	786,575	+18.4	736,632 / +6.8
Demand	505,299	+28.3	516,151 / -2.1
Revenue	81,017,679	+87.3	59,799,829 / +35.5

Source 2022 STR, Inc.

VACATION RENTAL PERFORMANCE FY 2022

	July 2021-June 2022	Percentage Change YOY
Average Occupancy Entire Place	70	+5
Average Daily Rate Entire Place	\$376	+14
Average RevPar Entire Place	\$264	+14.5
Available Listings Entire Place	1,930	+7.5
Booked Listings Entire Place	1,810	+10.8
Average Available Room Nights Entire Place - Available	51,679	+14.8
Average Room Night Entire Place - Booked	35,356	+13.5

Source 2022 Air DNA

Hotel/Motel Performance taken from June monthly STR report using running 12-month totals.

Vacation Rental taken from June monthly Trend AirDNA report using last 12 months section.

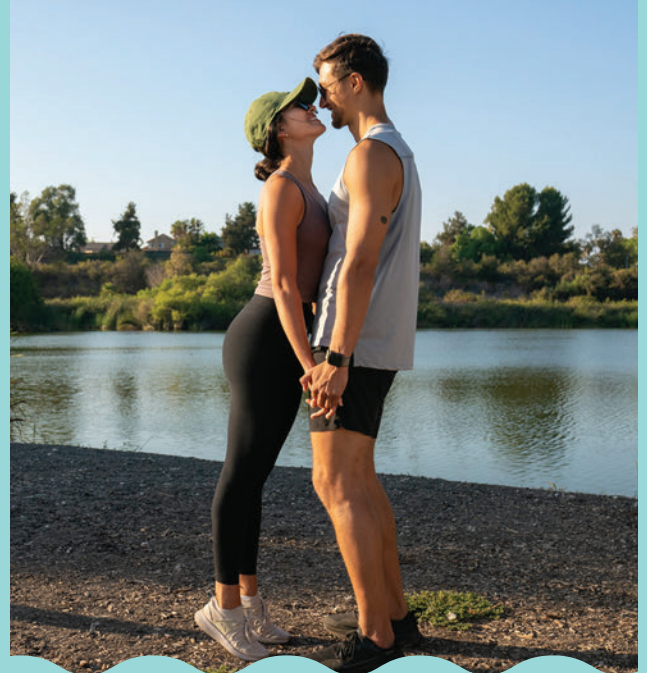
RevPar = revenue per available room

LEADERSHIP AND ADVOCACY

The Visit Oceanside board of directors continues to make destination management a major pillar for the organization, influencing positive changes that promote sustainable tourism and economic growth.

HIGHLIGHTS IN FY22 INCLUDED:

- Advocating and communicating on behalf of industry partners to support businesses, the city and community.
- Launched RFP for Tourism Master Plan/Destination Stewardship Plan.
- Served on City of Oceanside's Economic Development Commission. Worked closely with the city's Economic Development and Planning departments on tourism related initiatives.
- Supported Pier/Amphitheatre improvements, El Corazon developments, the Agritourism Strategic Plan, sand replenishment and retention, the Oceanside Cultural District and initiatives to help mitigate homeless and vagrant activity.
- Leveraged new business opportunities for our city assets including the William A. Wagner Aquatic Center and Frontwave Arena.
- Representation on the Downtown Advisory Committee.
- Served as board member for CalTravel and DMA West. In addition, served on Cal Travel's recovery task force and regional ambassador committee.

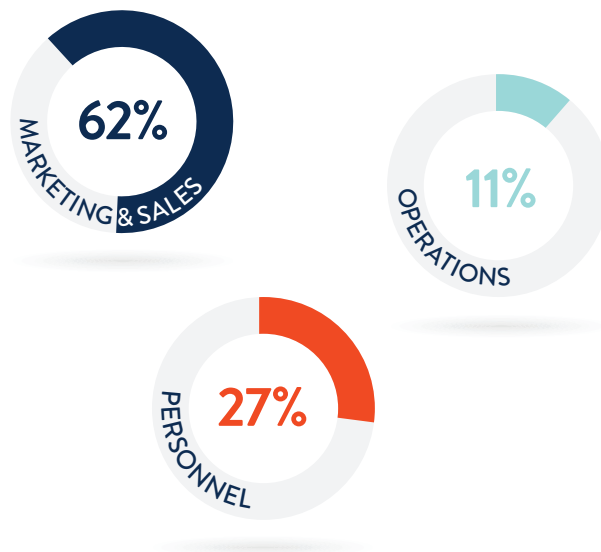


FINANCIAL REPORT

Visit Oceanside is funded in part by the Oceanside Tourism Marketing District, County of San Diego and advertising sponsorships. In March 2010, the lodging industry created a tourism marketing district (OTMD) to provide secure funding for tourism promotion. This provided the opportunity for Oceanside to compete in a very robust tourism market, Southern California. In February 2014, the OTMD was renewed, providing secure funding for tourism promotion through 2025. For Fiscal Year 2021, the OTMD generated \$2,203,471 making up 90 percent of the revenues generated for Visit Oceanside.

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. 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 to the OTMD that increased the assessment on hotels to 2.5 percent until April of 2025.

VISIT OCEANSIDE BUDGET ALLOCATION FY 2022



VISIT OCEANSIDE BUDGET REVENUES FY 2022



STATEMENT OF ACTIVITIES

Revenue	Fiscal Year 2022
Public Sources	
Oceanside Tourism Marketing District	\$2,203,471
County of San Diego Grants	\$75,000
CARES Act Sources	
CARES Tax Credits	\$0
SD County Stimulus	\$0
City of Oceanside Cares Grant	\$0
Private Sources	
Advertising Sales/Sponsorships	\$8,788
Merchandise Sales	\$19,887
Attraction Ticket Sales	\$6,649
In-kind Rental	\$9,545
TMD subsidy for CWC	\$128,370
Interest Income	\$49
Total Revenue	\$2,451,759

Operating Costs and Expenses	Fiscal Year 2022
Payroll and Benefits	\$671,289
Cost Goods (merchandise and tickets)	\$16,509
Advertising, Website and Promotions	\$913,665
Tradeshows, meetings and conferences	\$60,285
Administrative and General Expenses	\$655,643
Professional Fees	\$69,091
Research, Data Collection, Dues	\$65,277
Total Costs and Expenses	\$2,451,759
Change in Net Assets	\$357,627
Net Assets, Beginning of the Year	\$455,320
Net Assets, End of the Year	\$455,320



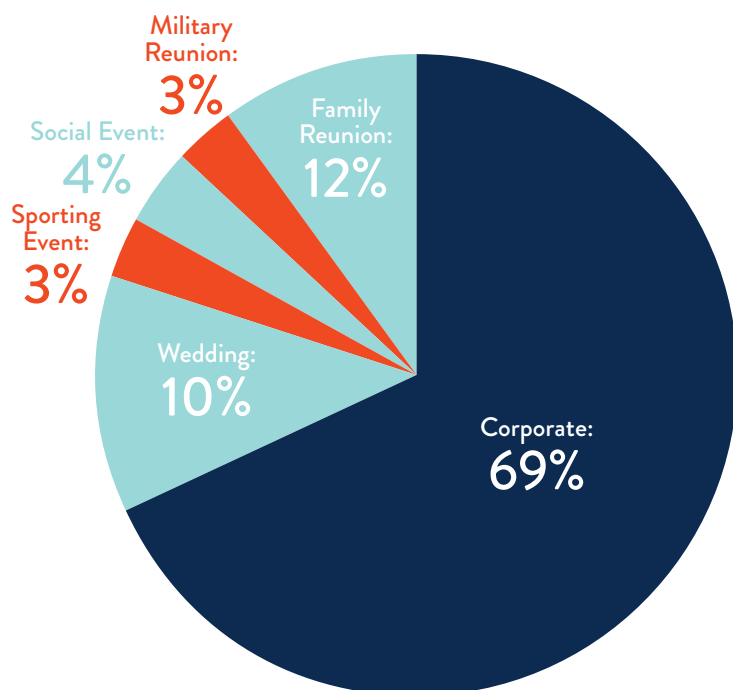
DESTINATION SALES & BUSINESS DEVELOPMENT

SALES TEAM ACHIEVEMENTS/HIGHLIGHTS

- Increased visibility of Oceanside's sports commission through strategic initiatives to attract and retain world-class sporting events in Oceanside.
- Founding member of DMA West Coast Alliance, an industry group aimed at influencing meeting planners to choose Southern California.
- Hosted CalTravel quarterly meeting in Oceanside, which showcased the city for 125 California destination partners.
- Hosted business development bootcamp with city staff to generate increased leads and opportunities aligned with city priorities.
- Supported robust calendar of more than 20 sporting events.

GOALS AND METRICS

NEW BUSINESS GENERATED BY GROUP MARKET



147

GUIDE REQUESTS



146

QUALIFIED LEADS



18

CITYWIDE
EVENTS



272

GROUP
INQUIRIES



6063

ROOM NIGHTS
CONTRACTED



229

RFPs



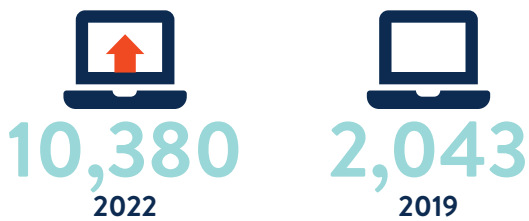
51

GROUPS
BOOKED

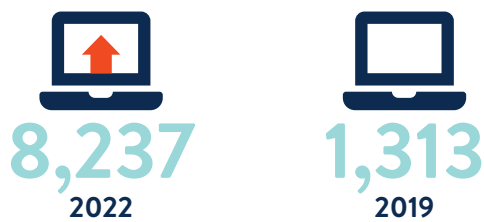


OCEANSIDE SPORTS COMMISSION ACHIEVEMENTS/HIGHLIGHTS

- Awarded the bid to host US Artistic Swim All-Star Camp and Coaches College at the new William A. Wagner Aquatic Center on November 11-13, 2022. This artistic swim event was anticipated to generate 535 room nights over a 6-day stay in Oceanside.
- Promoted sports lodging pages through Google Ads to increase awareness of room nights during high profile sports events.
 - IRONMAN page views:



- Race Across America page views:



MARKETING AND COMMUNICATIONS

OWNED MEDIA ACHIEVEMENTS/HIGHLIGHTS

- Prioritized curated blog content focusing on Oceanside's brand pillars including dining, recreation, and arts and culture.
- Produced annual visitor guide featuring QR codes for greater mobile integration and on-the-go convenience.
- Enhanced visual storytelling capabilities by investing in new brand photo and video assets.
- Launched O'side Sips mobile passport program that acts as a mobile concierge for visitors interested in experiencing the city's craft beverage scene.
- Optimized visual content on Google platforms to maximize Oceanside's exposure; submitted destination images had nearly 12 million organic views by Q4 FY22.
- Enhanced visibility of website pop-up to capture new active email subscribers.

WEBSITE KEY STATS*



643K
+24.3%

WEBSITE USERS



18K
+148%

VISITOR GUIDES
MAILED



1.3M
+23.6%

WEBSITE PAGE VIEWS



163K

VISITOR GUIDE
DIGITAL VIEWS



18K
+11.8%

WEBSITE LODGING
REFERRALS



31K
+10%

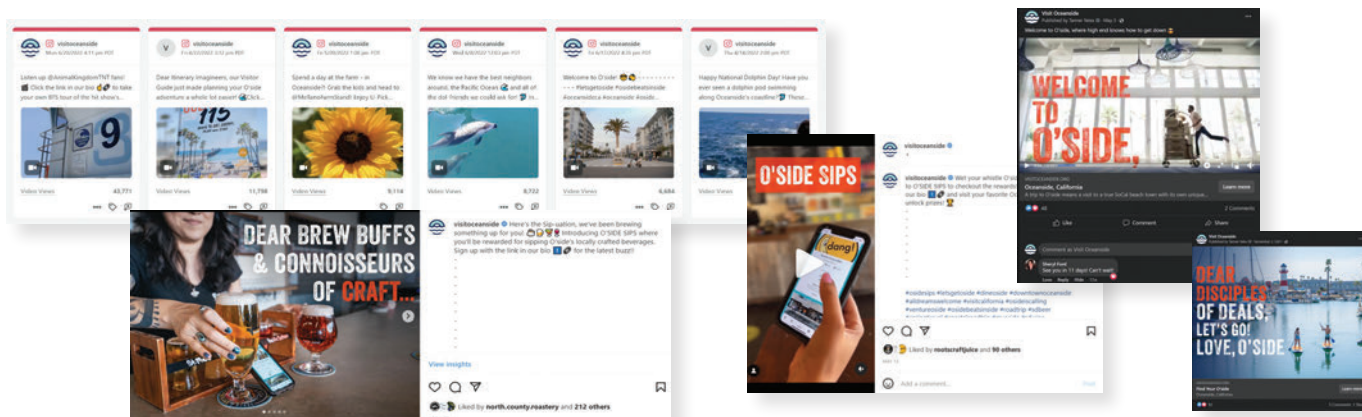
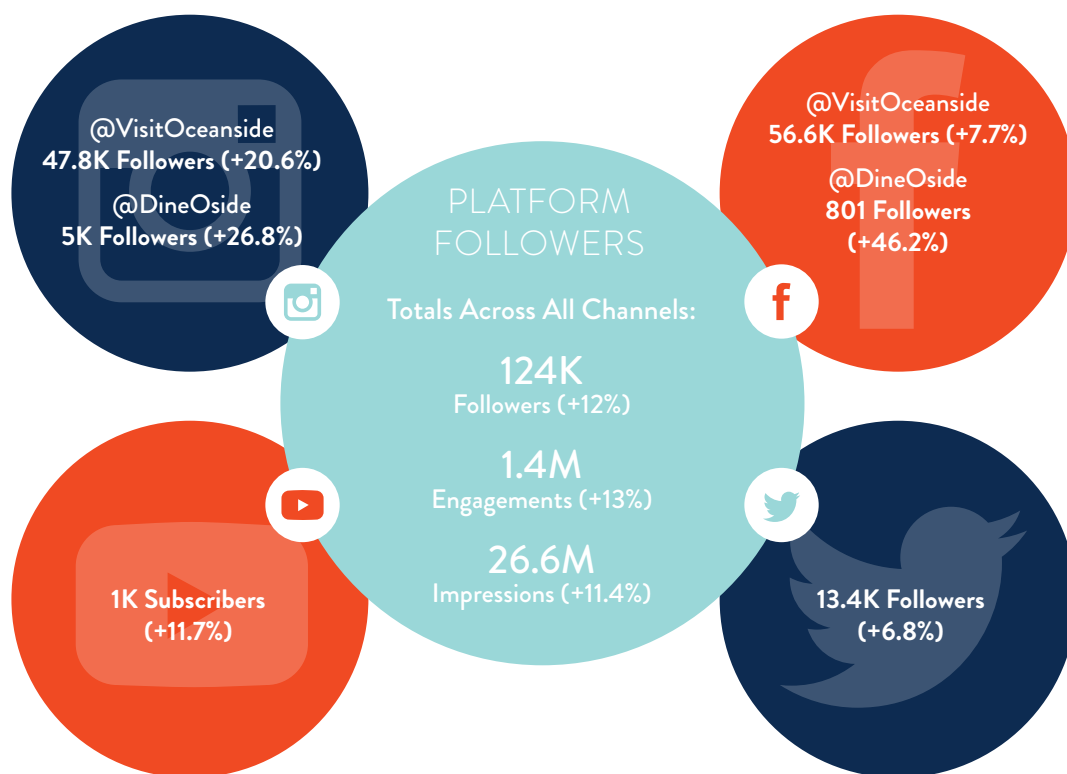
EMAIL
SUBSCRIBERS



*Percentage increase is compared to previous year.

SOCIAL MEDIA ACHIEVEMENTS/HIGHLIGHTS

- Increased video content across all platforms, improving account reach and engagement. In FY22, post reach averaged 12.3k with one video earning a record 44k organic views.
- Integrated new social platforms: TikTok, YouTube Shorts, and Localhood Stories.
- Refined social copy, shifting from 'recovery' content and messaging back to our brand voice and content associated with brand pillars.



*Percentages are year-over-year increases.

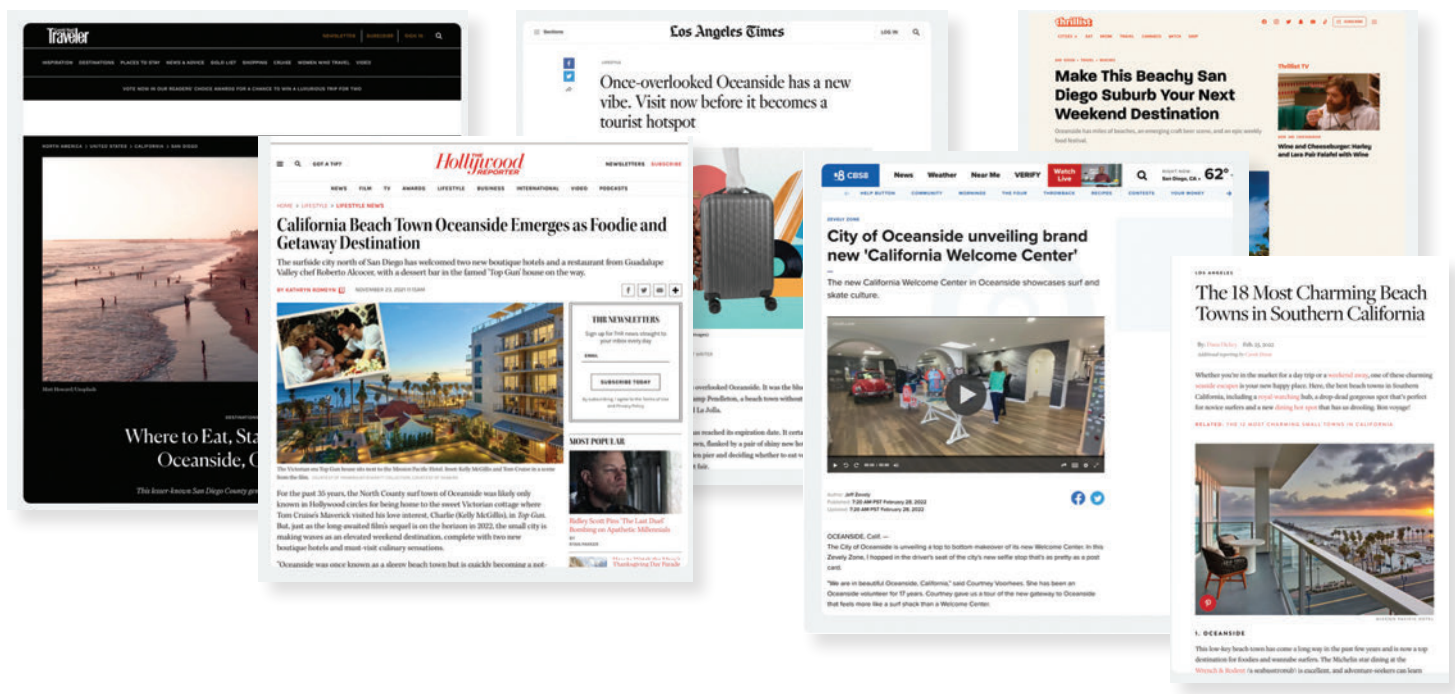
PAID MEDIA ACHIEVEMENTS/HIGHLIGHTS

- Conducted three major digital campaigns utilizing highly targeted ad-serving methods for the fall, winter and spring quarters, which totaled 47.5 million impressions and over a quarter-million clicks. Vehicles for ad content included social media, banner display, e-blasts, video and connected TV, native content, and OTA co-ops with Visit California.
- Newly captured video content enabled Visit Oceanside to explore additional methods of advertising including Connected TV, as well as further utilizing paid social media for distribution. Paid video ads generated nearly 10.5 million video completions and a cost per ThruPlay on social media of \$0.03.
- Maintained a strong presence in Tier 1 and Tier 2 markets with joint digital and print activations with established outlets like Salt Lake Magazine, Phoenix Magazine, AAA Westways, and the official California Visitor Guide.
- Increased investment into paid search efforts to solidify Oceanside's key search term rankings, with the spring campaign resulting in higher CTR (click through rate) and average number of pages viewed per site visit than any other campaign over the past five years, as well as the lowest CPC (cost per click) at \$0.39.



EARNED MEDIA ACHIEVEMENTS/HIGHLIGHTS

- Assisted with 27 media site visits and hosted media lunch for group from IFWTWA (International Food, Wine and Travel Writers Association).
- Executed media integration program in Salt Lake market that included editorial coverage in Salt Lake Magazine and ABC4's Good Things Utah, polybagged visitor guide with Salt Lake Magazine's March/April issue, social media promotion and lead generation contest.
- Partnered with Olympian endurance athlete Paula Findlay to showcase Oceanside in a race-cation blog on her That Triathlon Life channels.
- Represented Visit Oceanside at Visit California's LA media event and Bay Area Travel Writer's annual partner showcase.



90+
PIECES OF
COVERAGE



4B
ESTIMATED
REACH



3.4M
ESTIMATED
ONLINE VIEWS



59
AVERAGE DOMAIN
AUTHORITY



12.4K
SOCIAL SHARES

CALIFORNIA WELCOME CENTER

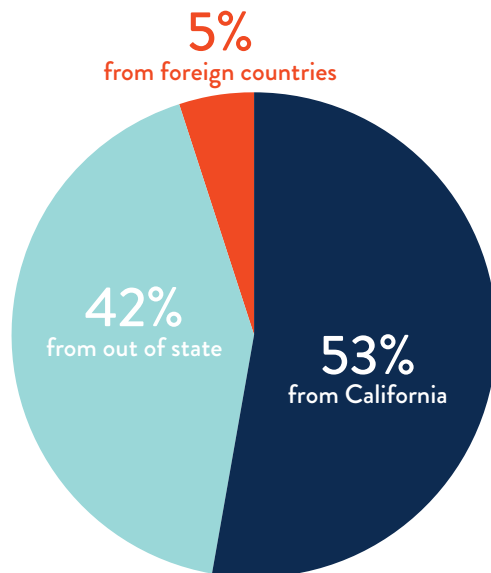
Visit Oceanside operates one of the state's official California Welcome Centers (CWC). With just one stop, visitors and residents can find local, regional and state maps, purchase discount tickets to major local attractions, get help with hotel reservations or shop for the perfect locally crafted keepsake. The Welcome Center is located at 928 North Coast Highway, Oceanside.

CWC HIGHLIGHTS

- Assisted 15,000+ walk-in visitors
- Mailed 18,000+ visitor guides and distributed more through attractions and lodging partners, which is a 186% increase over prior year
- Sold \$19,000 in retail sales and \$5,900 in attraction tickets
- Over 50+ referral nights to Oceanside lodging
- Resumed familiarization tours of new beach resorts, California Surf Museum and Camp Pendleton
- Supported Oceanside special events by staffing a satellite visitor booth at the pier
- Completed renovation of CWC



CWC VISITOR BREAKDOWN



CITYWIDE EVENTS

FY 2022

JULY 2021

- Plein Air Festival
- Surf Cup Soccer Tournament

AUGUST 2021

- Oceanside Longboard Club Contest
- SoCal Cup Soccer Tournament
- World Bodysurfing Championships

SEPTEMBER 2021

- San Diego Senior Games - Pickleball
- SoCal Blues Soccer Tournament
- Super Girl Pro Surf Championships
- Surf for the Sea
- US Open Adaptive Surfing Championships

OCTOBER 2021

- Dia De Los Muertos
- Girls Academy League Regional West
- Ironman 70.3 Oceanside (postponed from April 2021)

NOVEMBER 2021

- Bike the Coast
- Legend's Autumn Tilt
- O'side Turkey Trot
- Surf Cup Soccer Tournament
- Valley Arts Festival

DECEMBER 2021

- Cardiff Socker's Club

JANUARY 2022

- Carlsbad Marathon

FEBRUARY 2022

- Oceanside International Film Festival

APRIL 2022

- Ironman 70.3 Oceanside

MAY 2022

- Manchester City Soccer Tournament

JUNE 2022

- Beach Soccer Championships
- Girls Academy Summer Playoffs
- Pride by the Beach
- Race Across America / Race Across the West
- USA Surfing Championship



VISIT OCEANSIDE TEAM



Leslee Gaul

President & CEO



Tyler Garcia

VP of Business and
Brand Development
(in-coming)



Dana Higgins

VP of Business
Development
(out-going)



Michelle Martini-Brown

Director of Sales Operations



Tanner Yates

Director of Marketing



Veronica Vorhees

Marketing Manager



Jenny Roberts

Marketing Coordinator



Shae Geary

Director of Communications



ManLai Tan

Operations Manager

CALIFORNIA WELCOME CENTER



Lydia Petroff

Visitor Services
Manager



Lela Brown

Visitor Services &
Retail Purchaser



Sharon Kloosterman

Visitor Services and
Volunteer Coordinator

CONTRACTED PARTNERS

Paul Whitbeck and team, Greenhaus Brand Agency

Bridget Ayers, Website, Get Smart Web Marketing

Susan Noble, Bookkeeper

(W)right On Communications, Public Relations Services



VISIT OCEANSIDE BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Scott Hausknecht, Chairman, Residence Inn by Marriott/Courtyard by Marriott

Michael Stephens, Vice Chairman, Mission Pacific/Seabird Resort

Nayan Patel, Secretary, Days Inn at the Coast

Stormi Posch, Treasurer, SpringHill Suites Marriott Oceanside

BOARD MEMBERS

Lauren Aldrich-Sweeton, The Brick Hotel

Sage Anderson, Privateer/Buccaneer Beach

Zell Dwelley, Beach Break Café

David Fischbach, BeachFront Only

Deborah Lamoureux, 333 Pacific

Jim Schroder, Oceanside Economic Development Commission

Michael Tsai, Holiday Inn Oceanside Marina

Steven Poovey, Green Room Hotel

BOARD LIAISONS

Scott Ashton, Oceanside Chamber of Commerce

Louise Balma, South Morro Hills

Amy Forsythe, Camp Pendleton

Michelle Geller, City of Oceanside

Howard LaGrange, City of Oceanside

Pete Lawrence, Oceanside Fire Department

Kim Murray, Beach House Winery

Captain Kedrick Sadler, Oceanside Police Department

Amy Walkerk-Pinneo, MiraCosta College

Colonel Dan Whitley, Camp Pendleton

Rick Wright, MainStreet Association

Patrick Young, City of Oceanside





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