



**ANNUAL REPORT**  
**FISCAL YEAR 2023**



VISIT  
OCEANSIDE®



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# EXECUTIVE MESSAGE

Dear Industry Stakeholders,

Visitors are All Out on O'side. In 2022, we continued to ride high as consumers were still reeling from pent-up demand, favoring beach escapes and outdoor recreation.

Travel in Oceanside continued its record setting pace in 2022. According to the annual calendar year study by Dean Runyan and Associates:

- Oceanside generated \$568 million in visitor spending; a 25 percent increase over 2021 and 36 percent increase over 2019. This represents an average of 11 percent year-over-year growth.
- Businesses other than lodging benefited from visitor spending, accounting for 69 percent.
- Direct visitor spending translated into \$41 million in local and state tax receipts, a 24 percent increase over 2021 and 52 percent increase over 2019. These tax dollars provide revenue for our city to support essential city services and infrastructure improvements.

While exciting to see record-breaking numbers with continued growth, consumer demand was not the only reason for our success. Other factors impacted growth such as new lodging supply and inflation. Our occupancy levels have not returned to the levels of 2019, and we still have much work to do to grow demand and improve the visitor experience.

This past year, Visit Oceanside partnered with the City of Oceanside to develop Oceanside's first Sustainable Tourism Master Plan. It's been a rewarding experience to work collaboratively with city staff, city leadership and our community. At fiscal year-end, we were halfway through the process; the work is promising as we look to secure a resilient future for Oceanside tourism. This plan

will be crucial to our efforts in moving the economic needle forward while simultaneously acting as responsible destination stewards. We are committed to our key objectives: Quality of Economy, Quality Visitor Experience, Resident Quality of Life and Quality of Environmental Impact.

We are proud of the VO team as they continue to work on your behalf through our sales and marketing efforts. It's been positive to see group business slowly come back while maintaining market share for leisure. With inflation, macro-economics and other challenges looming, VO along with our board will continue to strategize and adapt to meet those challenges and compete. This will include implementing the Sustainable Tourism Master Plan in 2024.

We would not be able to accomplish these benchmarks and experience growth 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 your continued partnership in building a vibrant community through tourism.

Sincerely,



*Leslie Gaul*

**LESLIE 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/liasons. 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.

## 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:



Family



Outdoor/  
Adventure



Culinary



Arts  
& Culture



Groups

## 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.





# OCEANSIDE'S TOURISM ECONOMY

Tourism continues to provide one of the greatest opportunities for economic growth for the City of Oceanside. With an average year-over-year growth of 11 percent over the past decade, visitor spending was \$568 million in 2022, an increase of 25 percent compared to the previous year according to a recent report by Dean Runyan Associates. Visitor spending directly impacted all industry sectors with 70 percent of visitor spending going to businesses other than lodging. Dining was the second largest benefactor, receiving 28 percent of visitor spending.

Although the industry continues to struggle with rebuilding the hospitality workforce, direct travel-generated employment experienced a slight gain of 9.5 percent, still slightly below 2019. However, travel generated earnings are up 18 percent over 2021 and 38 percent over 2019.

State and local tax receipts were up 26 percent overall with local tax receipts totaling \$24 million, marking a substantial 33 percent increase over 2021 and an incredible 88 percent increase over

2019. A record \$16 million in transient occupancy tax (TOT) was collected, which supports the City of Oceanside's general fund to help pay for services that contribute to our high quality of life in Oceanside including public safety, parks, street improvements and homeless outreach.

In San Diego County, tourism is the second largest industry, employing 214,000 people and generating \$13.6 billion in economic impact. Oceanside is fortunate to be a part of this powerful brand in the tourism industry.

Tourism is predicted to continue to make gains in the year ahead, although at a slower pace due to factors such as inflation and domestic travel fatigue. 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.



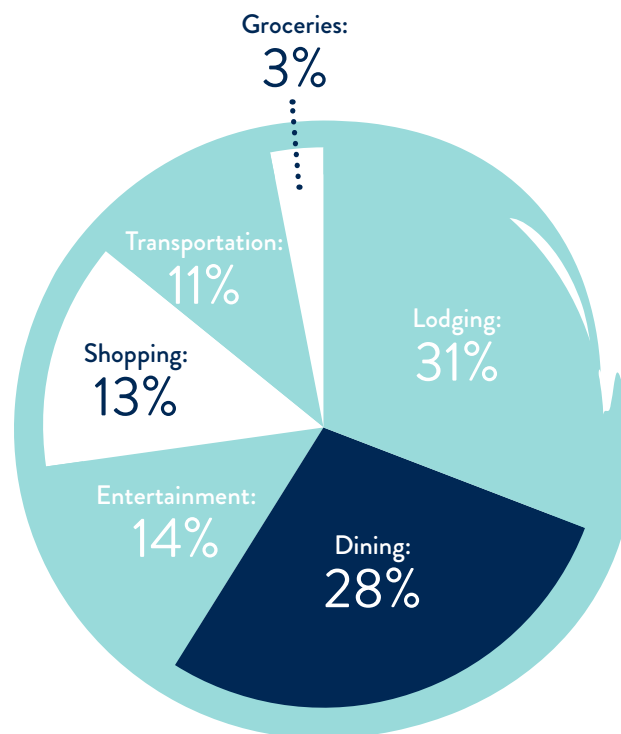


# OCEANSIDE TOURISM HIGHLIGHTS

## CITY TOT GROWTH\*

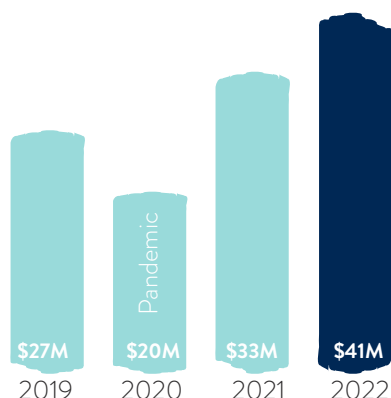


## SPENDING BREAKDOWN

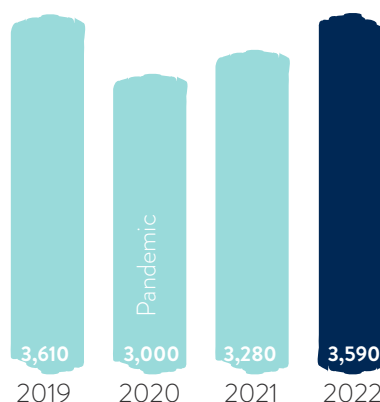


## TOURISM TAX REVENUES

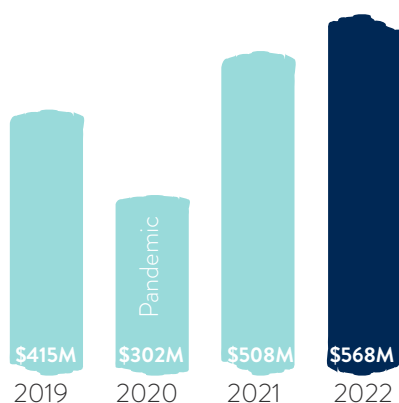
(TOT, Sales Tax, Property Tax)



## CITY TRAVEL INDUSTRY JOBS



## CITY VISITOR SPENDING



\*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 to support services like public safety, road repair, parks, libraries and more.



# OCEANSIDE LODGING PERFORMANCE

## OCEANSIDE HOTEL/MOTEL PERFORMANCE

	FY19	FY20	FY21	FY22	FY23
Occupancy Avg	70.1	60.8	59.2	64.2	64.9
ADR Avg	\$115.86	\$108.23	\$110	\$160.34	\$175
RevPAR Avg	\$81.18	\$65.80	\$65	\$103	\$114
Supply	736.6k	727.5k	703.2k	786.6k	786.6k
Demand	516.2k	442.3k	416.5k	505.3k	510.6k
% Change year prior					
Occupancy Avg	-3.3	-9.3	-1.6	5	.7
ADR Avg	2.5	-7	1.4	45.8	9
RevPAR Avg	-2.2	-18.9	-1.2	58.5	10.7
Supply	1.35	-1.2	-3.6	11.9	0
Demand	-6.77	-14.3	5.8	21.3	1

Source STR, Inc.

## STR PERFORMANCE ENTIRE PLACE

	FY19	FY20	FY21	FY22	FY23
Occupancy Avg	60	56	71	70.3	70.6
ADR Avg	\$349	\$342	\$341	\$369	\$392
RevPAR Avg	\$208	\$191	\$241	\$259	\$277
Supply	324.6k	316.4k	239.2k	297k	369.7k
Demand	192.2k	176.1k	167.1k	208.9k	261k
% Change year prior					
Occupancy Avg	5.6	-4	15	-.7	.3
ADR Avg	4.8	-2	26.2	7.5	6.9
RevPAR Avg	14.8	-8.2	29.3	14.5	6.7
Supply	25.57	-2.5	-24.4	24.2	24.5
Demand	36.7	-8.4	-5	25	24.9

Source AirDNA

## VISITOR SPENDING BY CATEGORY



Avg Hotel/Visitor Spending:

**\$266**

PER PERSON/PER DAY



Avg Length of Stay:

**3**

NIGHTS



Room Nights Consumed::

**1.4**

MILLION



Overnight Visitors to Oceanside:

**3.5**

MILLION

# FINANCIAL REPORT

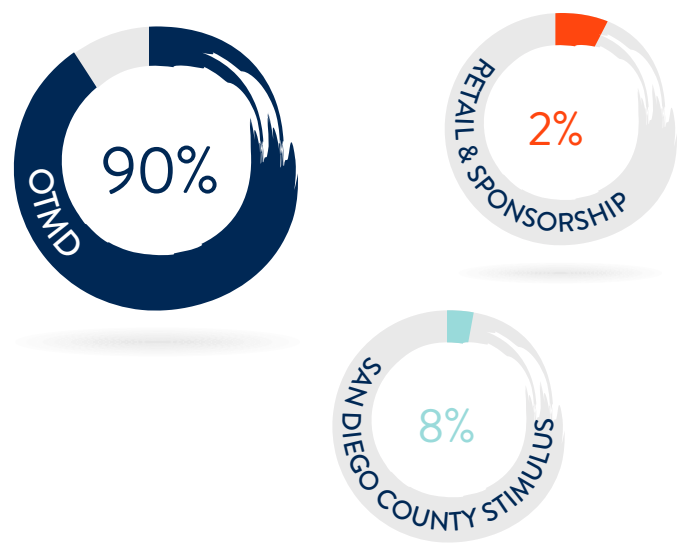
Visit Oceanside is funded in part by the Oceanside Tourism Marketing District, County of San Diego and advertising sponsorships. In March 2010, the lodging industry created a tourism marketing district (OTMD) to provide secure funding for tourism promotion. This provided the opportunity for Oceanside 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.

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.

## BUDGET ALLOCATION



## BUDGET REVENUES





# STATEMENT OF ACTIVITIES

Revenue	FY 2023	Operating Costs and Expenses	FY 2023
<b>Public Sources</b>			
Oceanside Tourism Marketing District	\$ 3,337,436	Payroll and Benefits	\$ 952,408
County of San Diego Grants	\$ 42,336	Cost Goods (merchandise and tickets)	\$ 19,070
City of Oceanside ARPA Grant	\$224,000	Advertising, Website and Promotions	\$ 1,893,880
		Tradeshows, meetings and conferences	\$ 85,369
		Administrative and General Expenses	\$ 364,341
		Professional Fees	\$ 89,229
		Research and Data Collection	\$ 82,112
		Sustainable Tourism Master Plan	\$169,518
<b>Private Sources</b>		<b>Total Costs and Expenses</b>	<b>\$ 3,655,928</b>
Advertising Sales/Sponsorships	\$ 15,437	<b>Change in Net Assets</b>	<b>-</b>
Retail Sales	\$ 24,675	<b>Net Assets, End of the Year</b>	<b>\$ 491,734</b>
In-kind Rental	\$ 9,545	<b>Total Net Assets, End of the Year</b>	<b>\$491,734</b>
Interest Income	\$ 2,499		
<b>Total Revenue</b>	<b>\$ 3,655,928</b>		





# LEADERSHIP AND ADVOCACY

Destination stewardship continues to be a major pillar for Visit Oceanside, influencing positive changes that promote sustainable practices and economic growth. Highlights in FY23 included:

- Advocating and communicating on behalf of industry partners to support businesses, the city and community.
- Launched the process for the development of a Sustainable Tourism Master Plan including contracting with MMGY NextFactor to oversee the plan development including developing a timeline, creating a road map, and initiating the research/stakeholder engagement phase of the plan.
- Served on the 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 Frontwave Arena, William Wagner Aquatic Complex, SoCal Sports Complex, and Oceanside beaches.
- Representation on the Downtown Advisory Committee and MainStreet Oceanside.
- Served as a board member for CalTravel and DMA West. In addition, served as the regional ambassador on Cal Travel's sustainability and stewardship committee.
- Worked with City of Oceanside and SANDAG to secure funding for the relaunch of gO'side shuttle.
- Participated in Oceanside's Chamber of Commerce economic recovery and emerging issues meetings. In addition, facilitated the hospitality and tourism track for the Chamber's Leadership Academy.
- Participated in meetings and provided input on local projects including Ocean Kamp, Transit Center redevelopment, and El Corazon.
- Convened a sports and event advisory committee to target new citywide events and support existing events.

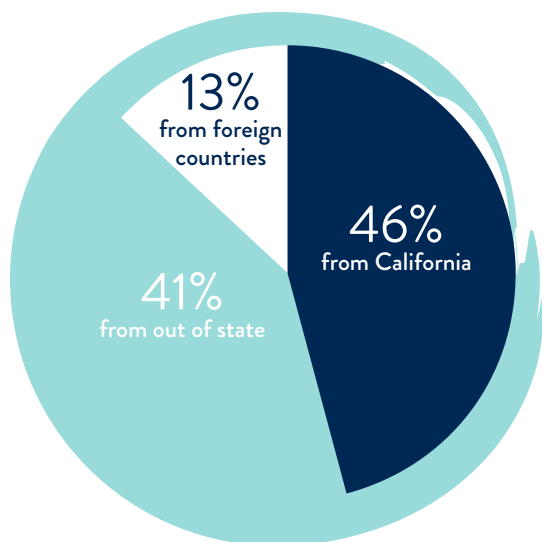




# CALIFORNIA WELCOME CENTER

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.

## VISITOR BREAKDOWN



## CWC HIGHLIGHTS

- Assisted 18,000+ walk-in visitors.
- Distributed more than 27,000+ visitor guides through mail, at Oceanside events, and through attractions and lodging partners.
- Sold \$21,000 in retail sales and attraction tickets.
- Supported Oceanside special events by staffing a satellite visitor booth at the pier.
- Supported the launch of gO'side shuttle by distributing collateral to hotels and businesses.
- Participated as a pilot location for a new Visit California information kiosk program.
- Resumed familiarization tours of local businesses and attractions.
- Hosted fall tourism industry mixer to showcase renovated CWC and highlight CWC services.
- Donated \$1,500 to California Surf Museum from sales of Oceanside California Surfing Day T-shirt.



# DESTINATION SALES & BUSINESS DEVELOPMENT

## FY23 NOTEWORTHY ACHIEVEMENTS/ HIGHLIGHTS

- Increased visibility of Oceanside's sports commission through strategic initiatives to attract and retain world-class sporting events in Oceanside.
- Facilitated multiple Oceanside fam tours to showcase meeting venues and teambuilding opportunities to meeting, event and corporate planners.
- Helped secured the filming of an episode of The Bachelorette in Oceanside and coordinated fam tour for animators from Disney's Hayley's On It.
- Hired UK marketing partner to increase destination awareness and generate potential business leads from the United Kingdom and Ireland.
- Supported robust calendar of 20+ sporting events.

  
**20+**  
CITYWIDE  
EVENTS

  
**210**  
GUIDE  
REQUESTS

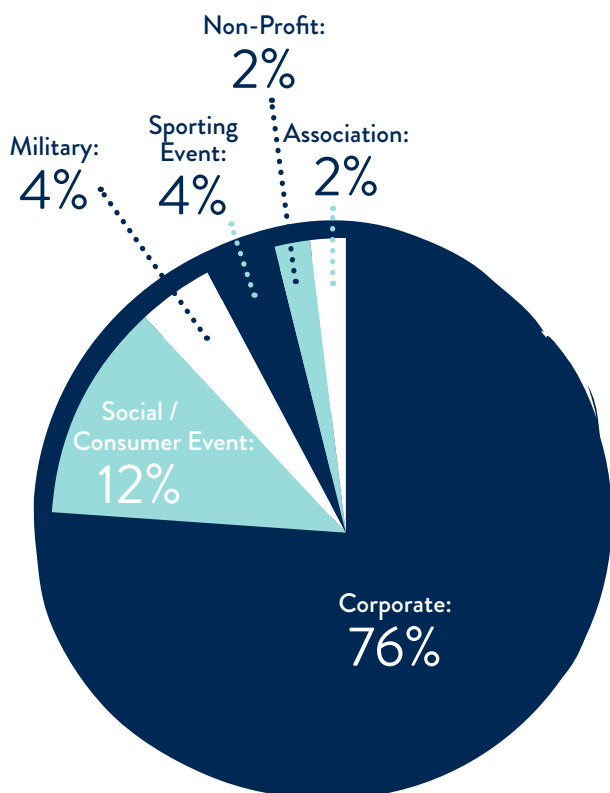
  
**234**  
QUALIFIED  
PROSPECTS

  
**15,727**  
ROOM NIGHTS  
CONTRACTED

  
**77**  
GROUPS  
BOOKED

  
**464**  
GROUPS  
LEADS

## NEW BUSINESS GENERATED BY GROUP MARKET







## SPORTS COMMISSION HIGHLIGHTS

- Hosted first artistic swimming championships at William Wagner Aquatic Center.
- Attended Olympic City Sports Trade Show & Reception to network with governing bodies of several national sports.
- Facilitated sponsorship with San Diego Sockers in preparation for move to Frontwave Arena and hosted the first annual "Oceanside Night" during one of the Sockers' games.

## CITYWIDE EVENTS

Oceanside International Film Festival (Feb)  
IRONMAN 70.3 Oceanside (April)  
Asian & Pacific Islander Festival (April)  
Manchester City Soccer Tournament (May)  
Beach Soccer Championships (June)  
USYS Elite National Girls Finals (June)  
Pride by the Beach (June)  
Race Across America / Race Across the West (June)  
USA Surfing Championship (June)  
Plein Air Festival (bi-annual) (July)  
Surf Cup Soccer Tournament (July)  
Oceanside Longboard Club Contest (Aug)  
Heiva (Aug)  
World Bodysurfing Championships (Aug)  
San Diego Senior Games – Pickleball (Sept)  
SoCal Blues Soccer Tournament (Sept)  
Super Girl Surf Pro Championships (Sept)  
US Open Adaptive Surfing Championships (Sept)  
Dia De Los Muertos (Oct)  
Girls Academy League Regional West (Oct)  
Bike the Coast (Nov)  
O'side Turkey Trot (Nov)  
Surf Cup Soccer Tournament (Nov)  
Valley Arts Festival (Nov)  
Cardiff Socker's Club (Dec)



# MARKETING AND COMMUNICATIONS

## OWNED MEDIA HIGHLIGHTS/ACHIEVEMENTS

- Enhanced visual storytelling capabilities by investing in new brand photo and video assets focusing on inland Oceanside, the craft beverage scene and arts and culture.
- Developed a series of bespoke Oceanside graphics that capture the fun, off-beat spirit of Oceanside for use on custom T-shirts and other products to be sold through the CWC.
- Continued to grow the O'side Sips mobile passport program through creative content, user incentives, and new partner sign-ups and sponsorships.
- Launched a new website with a more responsive design for better integration with video and image galleries as well as useful features for better assisting visitors with planning a vacation.
- Refreshed consumer e-newsletter design to better align with VO's brand.
- 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.



762K  
WEBSITE USERS



6K+  
VISITOR GUIDES  
MAILED



17K  
WEBSITE LODGING  
REFERRALS



1.9M  
WEBSITE PAGE  
VIEWS



155K  
VISITOR GUIDE  
DIGITAL VIEWS

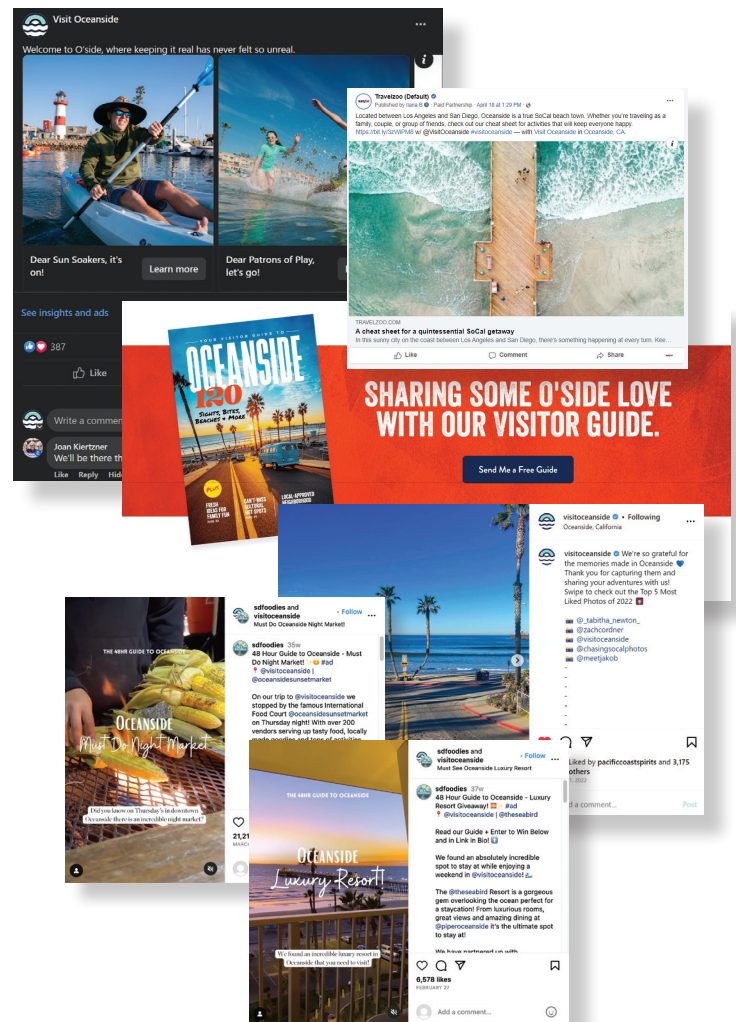


38K  
EMAIL  
SUBSCRIBERS



## SOCIAL MEDIA HIGHLIGHTS/ACHIEVEMENTS

- Partnered with SD Foodies on a multi-part program that resulted in 8 reels, a destination blog, and more than 1.6 million cumulative views.
- Continued to increase video content across all platforms to improve reach and engagement.
- Reached goal of 50K+ Instagram followers by Q2.



## TOTALS ACROSS ALL CHANNELS\*



\*Percentage increase is compared to previous year.



@VISITOCESANSIDE  
**61K FOLLOWERS**  
@DINEOSIDE  
**1K FOLLOWERS**

@VISITOCESANSIDE  
**58.4K FOLLOWERS**  
@DINEOSIDE  
**7K FOLLOWERS**

**14K FOLLOWERS**

**1.2K SUBSCRIBERS**

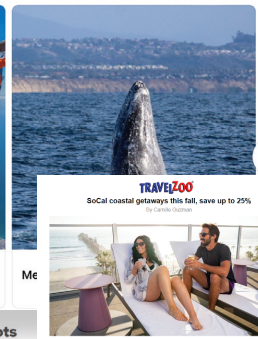
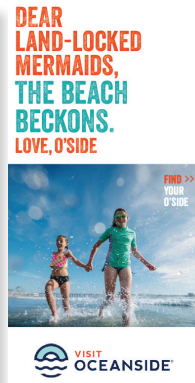
## PAID MEDIA HIGHLIGHTS/ ACHIEVEMENTS

- Conducted three seasonal digital ad campaigns that included banner, display, e-blasts, video and connected TV, native content, paid social and OTA co-ops with Visit California. Compelling video content and new imagery helped campaigns exceed CTR (Click Through Rate), CPC (Cost Per Click), and VCR (Video Completion Rate) benchmarks.
- Continued to invest in paid search to maintain Oceanside's key search term rankings and capture audience during research, consideration, and decision making.
- Secured digital and print opportunities with publications in key target markets such as Westways, Phoenix Magazine, Salt Lake Magazine, and Sunset.

  
**67M**  
**DIGITAL  
CAMPAIGN  
IMPRESSIONS**

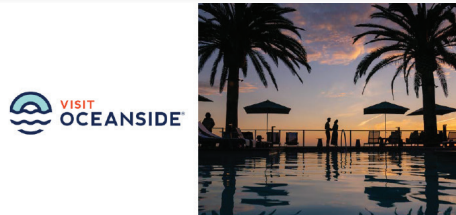
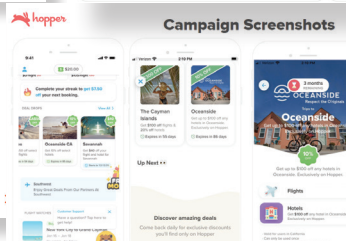
  
**160K+**  
**PAID SEARCH  
IMPRESSIONS**

  
**24M**  
**VO PAID  
SOCIAL  
IMPRESSIONS**



**DEAR FLAVOR  
FANATICS,  
ORDER'S UP.  
LOVE, O'SIDE**

PLAN YOUR TRIP



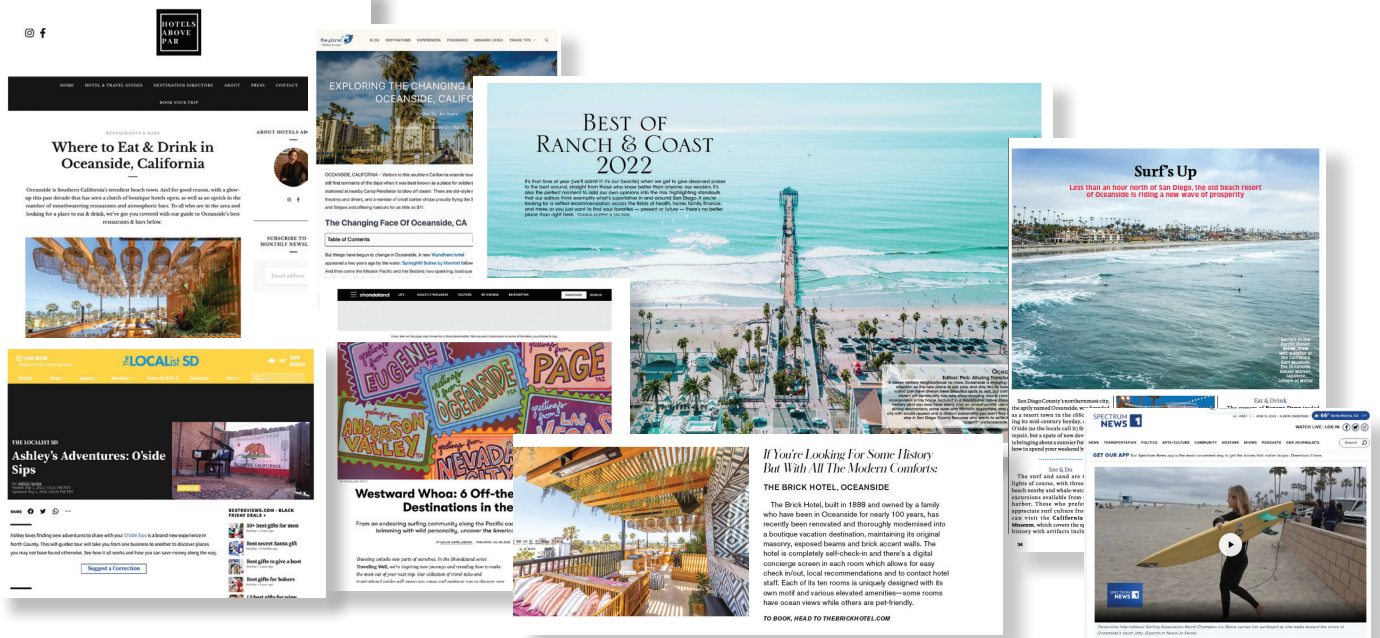
**DEAR WORSHIPPERS  
OF WOW,  
WE'VE GOT YOU.  
LOVE, O'SIDE**

FIND YOUR O'SIDE >>



## EARNED MEDIA HIGHLIGHTS/ACHIEVEMENTS

- Hosted 20+ media for in-market site visits.
- Executed media integration program with Sonoran Living lifestyle news program in Phoenix.
- Partnered with USA Surfing for “O’side Celebrates Surf” multi-layered program to celebrate Oceanside’s vibrant surf culture, beautiful beaches and leadership in supporting a powerful Olympic sport and lifestyle.
- Represented Visit Oceanside at media events in New York, Seattle and San Francisco.
- Amplified O’side Sips program through media features and influencer program.
- Developed key messages and media strategy for Sustainable Tourism Master Plan.



## MEDIA COVERAGE HIGHLIGHTS



153+  
PIECES OF  
COVERAGE



13B  
ESTIMATED  
REACH



11.2M  
ESTIMATED  
ONLINE VIEWS



62  
AVERAGE DOMAIN  
AUTHORITY



30K  
ENGAGEMENTS

# VISIT OCEANSIDE TEAM



**Leslee Gaul**

President & CEO



**Tyler Garcia**

VP of Business and  
Brand Development



**Michelle Martini-Brown**

Director of Sales Operations



**Viri Martinez**

Business Development  
Manager



**Tanner Yates**

Director of Marketing  
Communications



**Veronica Vorhees**

Marketing Operations  
Manager



**Jenny Roberts**

Creative Marketing  
Manager



**Shae Geary**

Director of Public Relations &  
Corporate Communications



**ManLai Tan**

Operations Manager

## CALIFORNIA WELCOME CENTER



**Lydia Petroff**

Visitor Services  
Manager



**Lela Brown**

Retail & Visitor  
Services



**Lydia Mcjilton**

Visitor Services and  
Volunteer Coordinator

## CONTRACTED PARTNERS

Greenhaus Brand Agency

Katlayst PR

(W)right On Communications

Susan Noble, Bookkeeper





# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

**Scott Hausknecht**, Chairman, Residence Inn /Courtyard

**Tim Obert**, Vice Chairman, Mission Pacific Beach Resort/  
The Seabird Ocean Resort & Spa

**Nayan Patel**, Secretary, Days Inn at the Coast

**Stormi Posch**, Treasurer, SpringHill Suites Oceanside

## BOARD MEMBERS

**Lauren Aldrich-Sweeton**, The Brick Hotel

**Sage Anderson**, Privateer/Buccaneer Cafe

**Sean Bowers**, Frontwave Arena

**Zell Dwelley**, Beach Break Café

**David Fischbach**, BeachFront Only

**Ernie Prieto**, Oceanside SEA Center

**Jim Schroder**, Oceanside Economic Development Commission

**Paul Terzis**, Best Western Plus Oceanside Palms

**Michael Tsai**, Holiday Inn Oceanside Marina

## BOARD LIAISONS

**Scott Ashton**, Oceanside Chamber of Commerce

**Louise Balma**, South Morro Hills

**Jeremy Cohen**, SD Malkin Properties

**Michelle Geller**, City of Oceanside

**Howard LaGrange**, City of Oceanside

**Pete Lawrence**, Oceanside Fire Department

**Captain John McKean**, Oceanside Police Department

**Kim Murray**, Beach House Winery

**Amy Walkerk-Pinneo**, MiraCosta College

**Rick Wright**, MainStreet Association

**Patrick Young**, City of Oceanside

**Amy Forsythe**, Camp Pendleton

**Colonel Dan Whitley**, Camp Pendleton





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@VisitOceanside

