

ANNUAL REPORT

WE'RE ON A MISSION | VISION 2034



Oceanside, CA 92054

FISCAL
YEAR **2024**

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In the digital version of this report, certain images and videos are linked for viewing and additional information. Look for the orange star next to these images.





Dear Industry Stakeholders,

Travel continued its record setting pace in 2023 reaching all-time highs in visitor spending at \$589 million; a moderate 3 percent increase over 2022 and 40.7 percent increase over 2019. Visitor volume also saw a 3 percent increase at 1.1-million-person trips. While exciting to see record-breaking numbers with continued year-over-year growth, the industry is expected to face headwinds this year. Inflation, environmental factors, and changing consumer travel behaviors are expected to contribute to an anticipated market softening and flat visitor economy in the year ahead.

To plan for this, Visit Oceanside’s program of work will be laser focused on key target markets with integrated marketing strategies to ensure we have a strong voice in a very crowded Southern California marketplace. Our budget will continue to support our major brand campaigns in the spring and summer as well as our “always on” messaging that leverages an extensive library of assets and evergreen content featuring our brand pillars.

As we strategize and adapt to meet the challenges ahead, Visit Oceanside is fortunate to have the guidance and vision of our newly completed Sustainable Tourism Master Plan (STMP). The STMP will help us continue to move the needle in driving year-round demand while ensuring that tourism positively benefits our community and environment.

Although we are still finalizing an implementation plan, we have already started to integrate some of the actions from the STMP. We will continue to prioritize key elements within the STMP’s overarching goals throughout years to come. This will be based on direction from the Visit Oceanside board and steering committee, considering the priorities, opportunities, capacity, and budget.

Fortunately, consumers continue to prioritize travel. While they may adjust how they travel and spend money, tourism will continue to play a vital role in Oceanside’s economy. Thank you for joining us on this journey.

Sincerely,



Leslee Gaul
LESLEE GAUL
CEO Visit Oceanside



Scott Hausknecht
SCOTT HAUSKNECHT
Visit Oceanside Board Chairman



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

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

Vibrancy Meets Authenticity in Southern California’s Most Creative Coastal Destination

OUR USP

An eclectic community that embraces its authenticity while welcoming new ways of thinking.



ORGANIZATIONAL PILLARS

- Marketing
- Group Sales
- Advocacy
- Education

DESTINATION PILLARS

- Family
- Outdoor/Adventure
- Culinary
- Arts & Culture
- Groups

Visit Oceanside met its FY24 goal of maintaining market share in the peak summer season while increasing demand in the shoulder season. Overall lodging occupancy outpaced FY23 and was up 5 percent annually with February showing the largest year-over-year growth of 18 percent. Room night demand also outpaced the previous year with the largest growth among groups.



OCEANSIDE TOURISM: A YEAR IN REVIEW



Average Hotel Visitor Spending

\$262

Per Person/Per Day



Average Length of Stay

3.4

Nights



Overnight Visitors

1.1M



Total Room Nights

3.6M

HOTEL ROOMS OCEANSIDE



Economy

35%



Midscale

26%



Upscale

21%



Upper Upscale

18%

ANNUAL OCCUPANCY

FY23 **64.9%**

FY24 **69.1%**

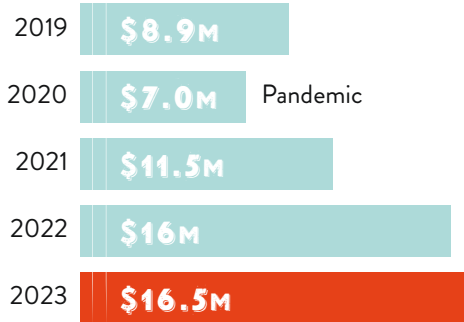
FY24 ROOM NIGHT DEMAND

Group **103,537**

Leisure **446,135**

TOURISM IS A POWERFUL ECONOMIC ENGINE FOR OCEANSIDE

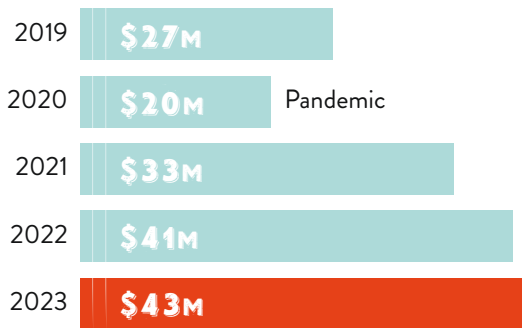
CITY TOT GROWTH



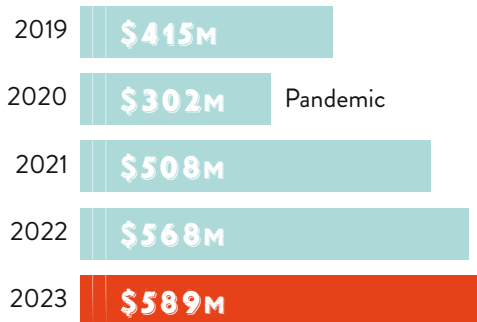
Transient Occupancy Tax (TOT) Rate: 10% on each room night

Why TOT Matters: TOT benefits the city's General Fund to support services like public safety, roads, parks, libraries, and more.

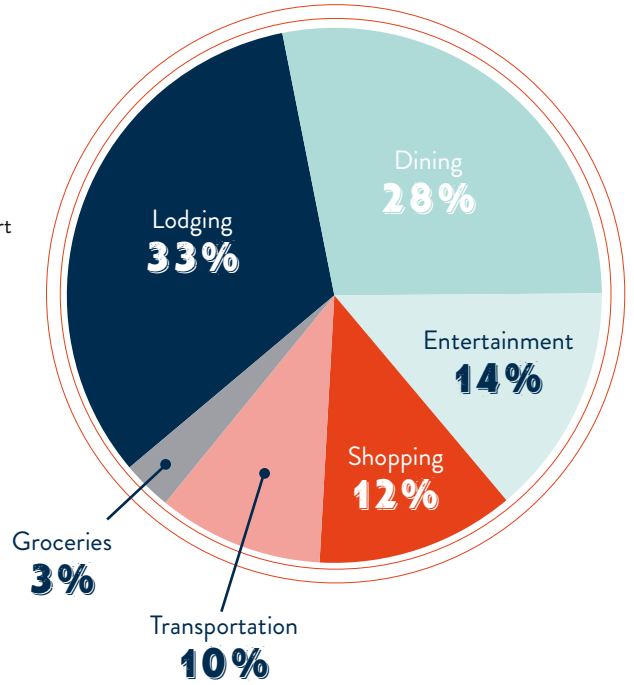
TOURISM TAX REVENUES (Local and State)



CITY VISITOR SPENDING



VISITOR SPENDING BY CATEGORY



3,940
CITY TOURISM
INDUSTRY
JOBS

\$406
IN TAXES
SAVED
for Every
Oceanside
Household



Data for calendar year 2023. Based on a study by Dean Runyan & Associates and STR, Inc. data.

OCEANSIDE HOTEL/MOTEL PERFORMANCE FOR FY 2024

HOTEL/MOTEL PERFORMANCE

	FY19	FY20	FY21	FY22	FY23	FY24	% Change YOY FY23-FY24
Occupancy Avg	70.1%	60.8%	59.2%	64.2%	64.9%	69.5%	4.6%
ADR Avg	\$115.86	\$108.23	\$110	\$160.34	\$175	\$154	-12.0
RevPAR Avg	\$81.18	\$65.80	\$65	\$103	\$114	\$107	-6.1
Supply	736.6k	727.5k	703.2k	786.6k	786.6k	786.6k	0.0
Demand	516.2k	442.3k	416.5k	505.3k	505.3k	546.4k	7.0

Source STR, Inc.

STR PERFORMANCE ENTIRE PLACE

	FY19	FY20	FY21	FY22	FY23	FY24	% Change YOY FY23-FY24
Occupancy Avg	60%	56%	71%	72%	69.5%	67.4%	-3.0%
ADR Avg	\$349	\$342	\$341	\$381	\$381	\$369	-6.9
RevPAR Avg	\$208	\$191	\$241	\$256	\$256	\$238	4.0
Supply	324.6k	316.4k	239.2k	373.9k	422.3k	439.2k	-0.2
Demand	192.2k	176.1k	167.1k	260.7k	283.9k	283.2k	-3.2

Source AirDNA

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

ADR= average daily rate

OCEANSIDE LODGING PERFORMANCE



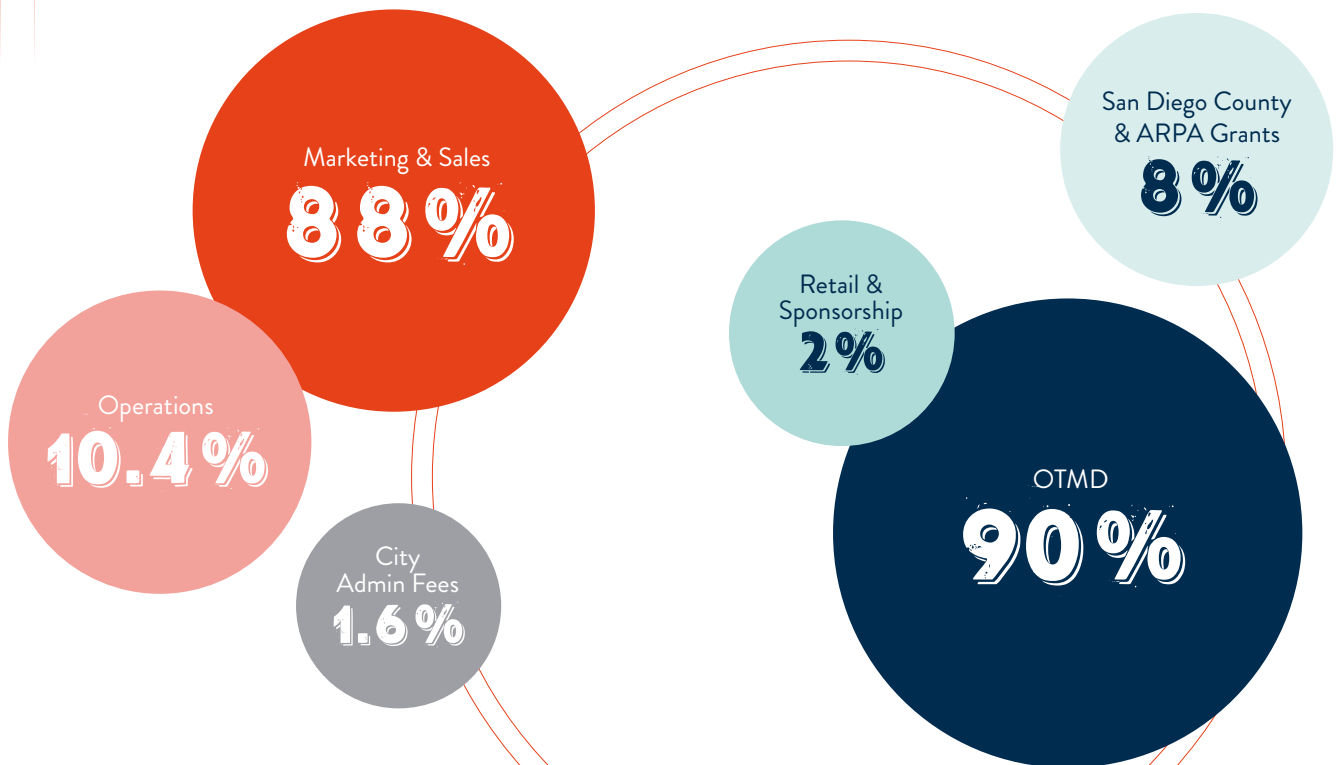


Visit Oceanside is funded in part by the Oceanside Tourism Marketing District, County of San Diego and advertising sponsorships. In March 2010, the lodging industry created a tourism marketing district (OTMD) to provide secure funding for tourism promotion. The current OTMD is valid through 2035.

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. Currently, hotels/motels within Oceanside city limits are assessed at 2.5 percent; vacation rentals at 1.5 percent.

VISIT OCEANSIDE BUDGET ALLOCATION

VISIT OCEANSIDE BUDGET REVENUES



STATEMENT OF ACTIVITIES



REVENUE	FY 2024
Public Sources	
Oceanside Tourism Marketing District	\$3,418,645
County of San Diego Grants	\$100,000
Private Sources	
Advertising Sales/Sponsorships	\$41,847
Retail Sales	\$31,185
In-kind Rental	\$28,636
Interest Income	\$ 29
Total Revenue	\$3,620,342



OPERATING COSTS AND EXPENSES	FY 2024
Payroll and Benefits	\$1,111,819
Cost Goods (merchandise and tickets)	\$16,086
Advertising, Website & Promotions	\$1,342,678
Tradeshows, Meetings and Conferences	\$60,851
Administrative & General Expenses	\$1,035,240
Professional Fees	\$151,526
Research & Data Collection	\$153,507
Sustainable Tourism Master Plan	\$50,972
Total Costs and Expenses	\$3,922,679
Change in Net Assets	(\$302,337)
TMD Net Assets, End of Year	\$189,395

*Final statement pending completion of audit.

The improvements and activities to be provided for Fiscal Year 2025 are consistent with the Management District Plan (Plan).

Visit Oceanside plays a vital role in the development and management of tourism for the City of Oceanside.

FY24 HIGHLIGHTS

Sustainable Tourism Master Plan

A major accomplishment for VO was the development of the Sustainable Tourism Master Plan (STMP), a 10-year action framework for responsible tourism growth. The year-long effort included assessments, stakeholder engagement through surveys and town halls, deep dives into data, and visioning workshops. The published plan emphasizes strategies for sustainable growth focused on environmental preservation, enhancing resident well-being, boosting the economy, and ensuring visitors have top-notch experiences. In FY25, work will begin to implement plan priorities.

gO'side Shuttle

After a successful pilot program, VO partnered with the City of Oceanside and SANDAG to relaunch the gO'side electric shuttle. This eco-friendly, on-demand public transportation serves as an essential last-mile solution, offering locals and visitors a car-free way to explore the city. For a small fee, riders can travel within a three-mile radius, from the harbor to South Oceanside.



ONGOING AND LOOKING FORWARD

Support and advocate for:

- RE:Beach pilot project and sand renourishment opportunities
- Pier & Amphitheater improvements
- Agritourism master plan
- Downtown community vision plan
- Coast Highway vision plan
- El Corazon master plan
- Ocean Kamp development
- Oceanside cultural district
- Harbor community vision plan

Industry advocacy through:

- Legislator outreach on local, regional, and state level
- Service on boards and committees including CalTravel, Economic Development Commission, Oceanside Cultural District, Visit California, Downtown Advisory Committee, MainStreet Oceanside and Oceanside Chamber of Commerce

Visit Oceanside operates one of the State's official California Welcome Centers (CWC), which attracts over 20,000 visitors each year. Staffed by a knowledgeable team of volunteers, the center assists visitors and residents with recommendations and information on how best to explore Oceanside and the surrounding region. At CWC, visitors can find local, regional and state maps, discount tickets to major local attractions, and a selection of locally crafted keepsakes. CWC also assists visitors via satellite information booths at citywide events. The Welcome Center is located at 928 North Coast Highway, Oceanside.



FY24 HIGHLIGHTS

Expanded Retail Highlighting Local Artisans

The CWC continued to expand its retail offerings through a program that showcases local artists, artisans and authors, with their stories featured in the retail displays. New product offerings included a limited-edition collection inspired by Skye Walker's iconic mural on the Star Theatre, Visit Oceanside O'iginal apparel for adults and babies, and the annual California Surfing Day T-shirt, which supports the California Surf Museum. To reach a wider audience and support additional sales, CWC also launched an online version of the store. Retail sales for the year totaled \$21,000.



Concierge City Map

The CWC introduced a new Oceanside graphic map in an easy-to-use tear-off pad for use by CWC volunteers, hotel concierges, and other guest facing roles. This handy reference helps visitors easily navigate the city, especially downtown and parking. The map is provided free of charge to city lodging establishments.



Fall Tourism Industry Mixer and Local Open House

CWC's fall 2023 tourism industry open house was attended by over 80 Oceanside partners who gathered to network and learn more about the welcome center's offerings. The mixer showcased local food and beverage from One Kitchen Collaborative, Carruth Cellars Urban Winery-Oceanside and Northern Pine Brewing Co.



VISITOR BREAKDOWN



OCEANSIDE'S CONCIERGE
CALIFORNIA WELCOME CENTER

MEET IN OCEANSIDE: SALES & BUSINESS DEVELOPMENT

Visit Oceanside's sales and business development team helps attract group business and citywide events with the goal of generating new business during midweek and off season. The department also oversees the Oceanside Sports Commission, which aims to attract high profile sporting events that drive room night demand.

FY24 HIGHLIGHTS

O'centives

O'side O'centives gives Oceanside a competitive edge by rewarding groups for booking business in the city. In FY24, the team leveraged this program to book more than 13,000 room nights. With the help of this program, FY24 set a record for group room nights with February group room night demand up a robust 30% over the previous year.



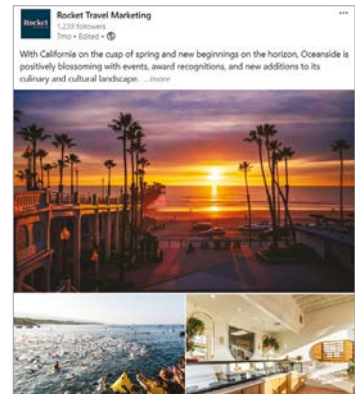
Meet Oceanside



Meet Oceanside is a nuanced brand for the group experience that leverages Oceanside's originality and authenticity while focusing on non-traditional group attractions, experiences and lodging options. Supporting the brand is a monthly e-newsletter that is delivered to over 700 meeting planners and group business influencers.

UK Marketing Partner

VO partnered with UK agency Rocket Marketing to grow awareness and leads among travel trade and group planners in the UK, one of Oceanside's top international markets. Rocket Marketing's multi-layered approach included attendance at UK trade shows, curated content highlighting Oceanside across agency marketing channels including newsletter, blog and social media, attendance at strategic trade shows, and virtual and in person outreach to tour operators and group planners.



New Trade Show Booth & Zine

To make a bigger splash at trade show events, VO unveiled a vibrant new booth design that includes stunning photography, dynamic graphics, plus a branded surfboard and O'side zine.



228

Groups Booked



71,223

Room Nights Contracted



20+

Citywide Events



2

Trade Shows Attended



10

In-market Group Fams



41

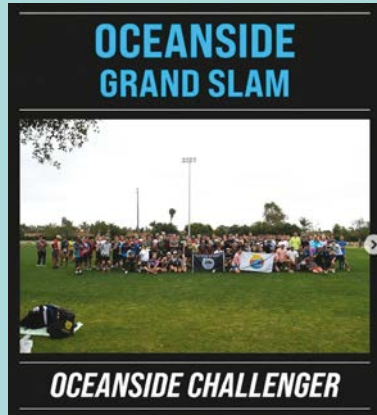
Groups Used O'centives

The Oceanside Sports Commission continued to build on a robust calendar of sports events and leaned into partnerships with special promotions to showcase Oceanside.



WSL Junior World Championships

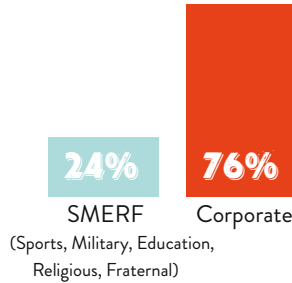
Oceanside was host to the prestigious WSL Junior World Championships in January 2024. The event featured 48 of the world's best surfers ages 20 and under and drew interest from a worldwide audience. The city witnessed a 451% increase in room night demand for the time period with supporting coverage reaching an audience of over 325 million through press, paid advertising, social, onsite branding, and live streaming.



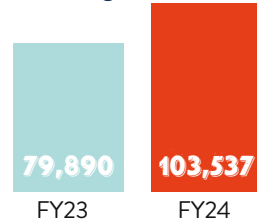
Spikeball Tournament

Oceanside tapped into the growing popularity of competitive Round Net (aka Spikeball) as a featured destination on the California Round Net Challenger Series. Held in May 2024, the event drew over 200 competitors and resulted 400 room nights for Oceanside.

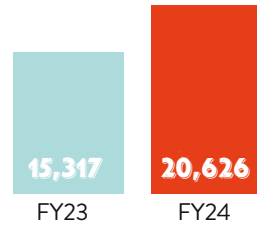
New Business Generated by Group Market



Oceanside Group Room Night Growth



Group Room Nights Contracted by VO

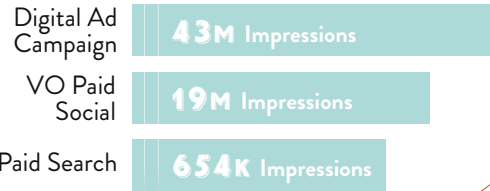


FY24 CITYWIDE EVENTS

- WSL Junior World Championships (Jan)
- OIFF Thinner (Jan)
- USA Surfing Prime Series Event (Feb)
- Oceanside International Film Festival (Feb)
- Ironman 70.3 Oceanside (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)
- Surf Cup Soccer Tournament (July)
- Oceanside Longboard Club Contest (Aug)
- Heiva (Aug)
- World Bodysurfing Championships (Aug)
- San Diego Senior Games – Pickleball (Sep)
- SoCal Blues Soccer Tournament (Sep)
- Super Girl Surf Pro (Sep)
- US Open Adaptive Surfing Championships (Sep)
- 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)

SHARING OCEANSIDE'S STORY: MARKETING, SOCIAL AND PR

PAID ADVERTISING & BRAND DEVELOPMENT



Annual Spring/Summer Campaign

Visit Oceanside's primary advertising campaign was deployed in spring and primarily focused on digital channels with a multi-funnel marketing approach targeting travelers in Tier 1 and Tier 2 geographic markets and reaching them throughout the planning cycle from awareness and interest to consideration and intent. Anchored around The O'originals brand campaign, featured creative offered a mix of beach and non-beach images to highlight the many sides of Oceanside and its originality. Curated landing pages contextually relevant to different ad creative provided those who engaged with specific information based on their interests.

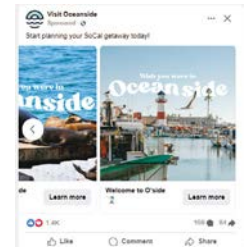


New Ad Campaign Video

Within the digital space, VO deployed new video creative to increase audience engagement and enhance destination storytelling by showcasing Oceanside's many offerings.

Always On

Always On programming included paid search as well as social media tactics such as boosting, retargeting and ad campaigns with messaging and visuals that complement the digital campaign.



Brand Study

VO conducted a brand study to determine if any changes were needed in strategy, messaging or creative. Overall, the study confirmed that VO's brand and creative align with visitor experience and expectations and is a motivator for people to travel to the destination. The study identified an opportunity to refine the brand unique selling point, as well as the logo tagline.

Updated Brand USP

Unpretentious hospitality + Classic Beach Town Vibe + Infectious Local Spirit = An eclectic community that embraces its authenticity, while welcoming new experiences and new ways of thinking.



Logo Tagline

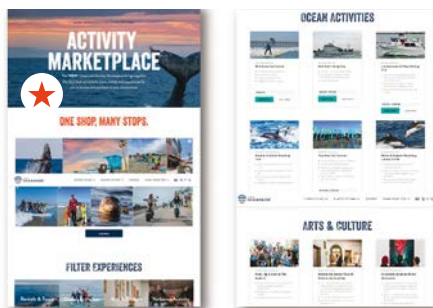


Old: Respect the O'originals
New: Always O'original



Destination Storytelling Through Video

In FY24, VO introduced a museums video showcasing Oceanside’s arts and cultural district. The “Somewhere in O’side” video series, which highlights must-visit landmarks, added to its collection with a feature highlighting the Mission San Luis Rey.



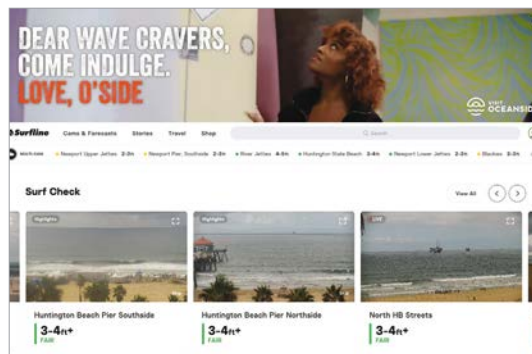
Oceanside Activity Marketplace

The Oceanside Activity Marketplace is a new tool to make planning an Oceanside itinerary easier. With one click, visitors can find and purchase tickets to a selection of local experiences, tours and attractions such as whale watching, surf lessons, and indoor skydiving.



KTLA Chevy Partnership

Oceanside was the featured backdrop for an exciting Chevy commercial, exclusively premiering on KTLA, Los Angeles’ most popular news station. The commercial aired throughout spring and summer on both broadcast and streaming platforms garnering close to 10 million views in a key visitor market.



Surfline Campaign

VO partnered with Surfline, a lead platform for surf forecasting and surf-related content, to serve users video and digital content about Oceanside. The program included VO branded banner ads and videos that were served to platform users as well as a sponsored surf cam embedded on VO’s website.

On-going Activities:

- Annual Visitor Guide
- O’side Sips
- Website Updates
- Monthly Blogs
- Two-week Event Calendar
- Consumer E-Newsletter
- Sponsored Partner Features



779K+
Website
Users



45K+
Email
Subscribers

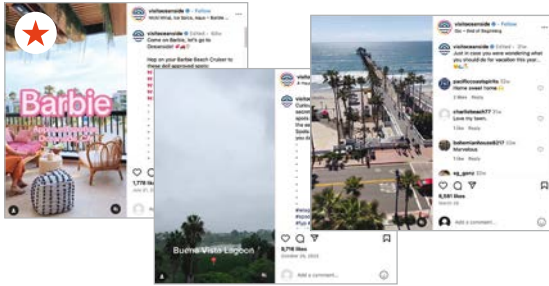


147K+
Visitor Guide
Digital Views

VO's robust social media program focuses on growing channel audiences organically through inspiring and interesting content, influencer partnerships and opportunities to win Oceanside experiences.

Posts, Reels and Stories

From viral hidden gems to trending topics, Oceanside's social channels outperformed expectations in FY24. Top performing highlights included **Haunted Spots**, **Come on Barbie!** and **Perfect Day in O'side**.



Giveaways

Themed giveaways helped to attract new followers and provide additional lead generation for VO's marketing channels and included:



- National Travel & Tourism Week California Dreamin' Giveaway with partner SpringHill Suites Oceanside
- National Plan for Vacation Month Giveaway with partner On the Sand Vacations
- Pegasus Sidecar Tour Giveaway through @OceansideDateNight
- Brick Hotel Getaway through @SDFoodies

Influencers and Content Creators

325K @SDFoodies	43K @OceansideDateNight	138K @LiveLikelstheWknd
64K @BareKiwi	244K @ChicOver50	869K @DylanEfron
302K @SheSheShow	70K @BenKanute	111K @ScienceByAshley

@Visit Oceanside Performance Across All Channels:



47M
Impressions

945K
Engagements

172K
Followers

The Travel Detective – Like A Local

Oceanside was a featured destination in veteran travel reporter Peter Greenberg’s Travel Detective series that airs on PBS, Amazon Prime and Apple TV+. The 7-minute “Like A Local” segment featured tales of inspiring O’side O’riginals and how their contributions make a visit to Oceanside worth taking.



Broadcast Media Integration – Salt Lake City

VO generated buzz in Salt Lake City through a media partnership with the Summer “Road Trippin” series airing on three area stations KTUV, KJZZ and KMYU. The program included pre-taped on location segments from Oceanside, website banner ads, targeted email marketing, and website stories.



Sunset Travel Award Best City Getaway

Oceanside continued to rack up accolades and add to its destination cachet with the honor of being named a “Best City Getaway” in Sunset Magazine’s Travel Awards announced Fall 2023.

Media Networking

VO’s earned media strategy included attendance at media networking events in key feeder markets including IMM New York and Visit California media missions in New York, San Francisco and Dallas. The events provided opportunities for one-on-one media appointments and socializing through unique California programming, dinners, and receptions.



Oceanside featured in: ★



Hosted
24
Media
Site Visits



251
Pieces
of
Coverage



1.2B
Estimated
Audience
Reach



60K
Coverage
Engagements

DESTINATION STEWARDSHIP



Love O'side

As part of the organization's stewardship and sustainability efforts, VO launched a responsible travel platform "Love O'side" that makes it simple to plan an environmentally, socially and culturally conscious trip to Oceanside. A dedicated landing page showcases how to embrace and prioritize practices that protect the environment, support local economies, and respect and celebrate local cultures. To support the launch and amplify the message, VO worked with select media and influencers who highlighted responsible travel tips and sustainable travel guides to Oceanside through their platforms.



Osider Magazine Column

Through a dedicated column in each issue of *Osider Magazine*, VO regularly provides local residents with insights on the tourism landscape. The articles highlight the positive economic and community impacts of tourism as well as the work of VO. By sharing data, stories, and updates, VO keep residents informed about visitor trends, impactful events, and important initiatives aimed at growing tourism sustainably. The column serves as a vehicle to connect Oceanside's residents and businesses with the city's evolving identity as a vibrant, visitor-friendly destination.



Annual Tourism Summit

Each year, VO hosts a Tourism Summit to celebrate the tourism industry by showcasing the organization's achievements, the economic impact of tourism, and the industry's significant contributions to the city. The FY24 Summit was held at The Seabird Ocean Resort & Spa, with over 200 industry partners in attendance. The event theme, Vision 2034, embodied the forward-thinking mindset outlined in the STMP, which was brought to life through 8-foot-tall vision boards, cultural performances, displays representing unique aspects of Oceanside, and a dynamic overview video. The event concluded with the presentation of annual awards to industry partners who demonstrated exceptional commitment in 2024.





Leslee Gaul
President & CEO



Tyler Garcia
VP of Business and
Brand Development



Shae Geary
Director of PR and
Corporate Communications



Michelle Martini-Brown
Director of
Business Intelligence



Tanner Yates
Director of Marketing
& Communications



Viri Martinez
Business Development
Manager



Jenny Roberts
Creative Marketing
Manager



Veronica Voorhees
Marketing Operations
Manager



ManLai Tam
Operations Manager



Lydia Petroff
CWC Visitor
Services Manager



Lydia Mcjilton
Visitor Services and
Volunteer Coordinator



VO BOARD OF DIRECTORS

Executive Committee

- Scott Hausknecht, Chairman, Residence Inn by Marriott/Courtyard by Marriott
- Tim Obert, Vice Chairman, Mission Pacific Beach Hotel/Seabird Ocean Resort & Spa
- Nayan Patel, Secretary, Days Inn at the Coast

Board Members

- Sage Anderson, Privateer/Buccaneer Beach
- David Fischbach, BeachFront Only
- Kevin Mansour, SpringHill Suites Oceanside
- Roxana Pavel, AllMine
- Ernie Prieto, Oceanside SEA Center
- Darcy Santiago, Club Wyndham Pier Resort
- Jim Schroder, Oceanside EDC
- Michael Tsai, Holiday Inn Oceanside Marina
- Mark Warr, On the Sand Vacation Rentals

Board Liaisons

- Scott Ashton, Oceanside Chamber of Commerce
- Louise Balma, South Morro Hills
- Jeremy Cohen, SD Malkin Properties

Board Liaisons Continued

- CJ Di Mento, Oceanside Cultural District
- Blake Dorse, Oceanside Fire Department
- Amy Forsythe, Camp Pendleton
- Michelle Geller, City of Oceanside (Economic Development)
- Howard LaGrange, City of Oceanside (Active Transportation)
- Captain John McKean, Oceanside Police Department
- Colonel John Medeiros, Camp Pendleton
- Kim Murray, Beach House Winery
- Jow Ravitch, City of Oceanside (Harbor)
- Amy Walker-Pinneo, MiraCosta College
- Patrick Young, City of Oceanside (Events)

CONTRACTED PARTNERS

- Greenhaus Brand Agency
- Katlayst PR
- (W)right On Communications
- Susan Noble, Bookkeeper

VISION 2034



928 North Coast Highway, Oceanside, CA 92054

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www.visitoceanside.org

@VisitOceanside

