VISITOCEANSIDE.ORG

FISCAL YEAR 2026

VISIT OCEANSIDE

ANNUAL REPORT



Always O'RIGINAL

TOGETHER UNSTOPPABLE

VISIT OCEANSIDE®

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FY 2026 ANNUAL REPORT

Visit Oceanside

TOGETHER UNSTOPPABLE



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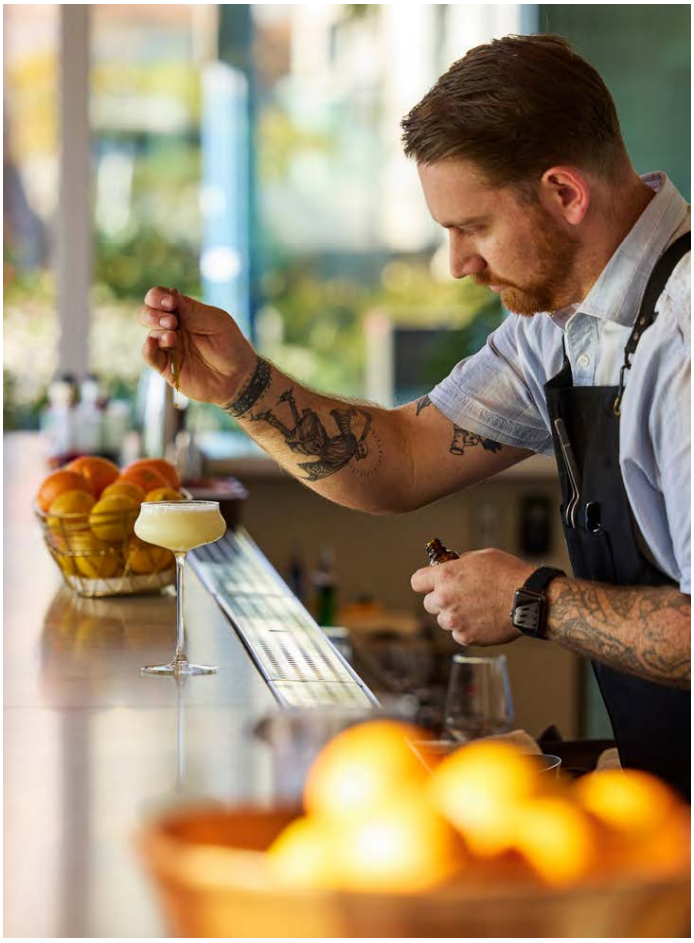
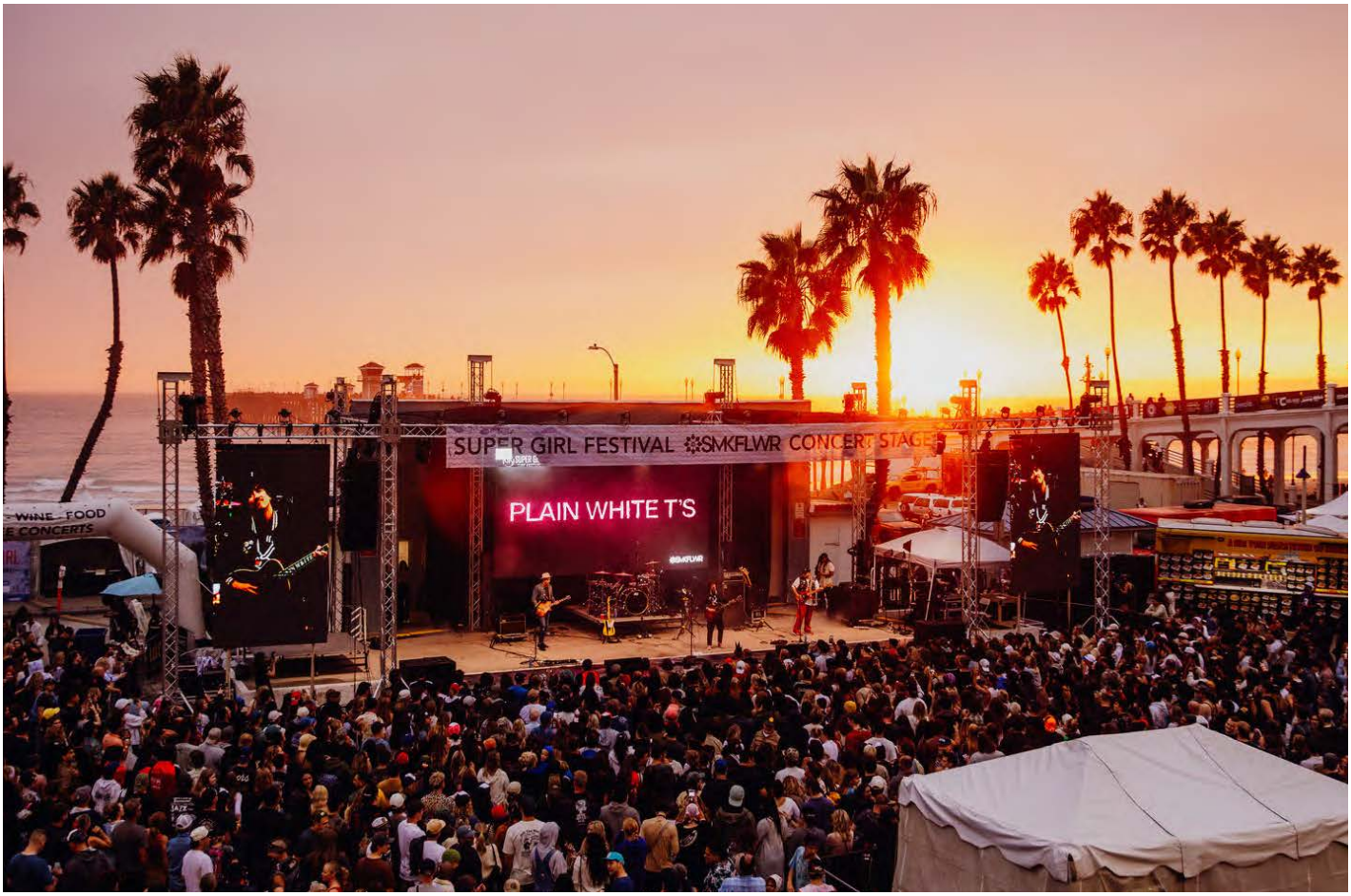




THE DIGITAL VERSION OF OUR ANNUAL REPORT IS INTERACTIVE WITH VIDEOS, IMAGE CAROUSELS, AND CONTENT LINKS.

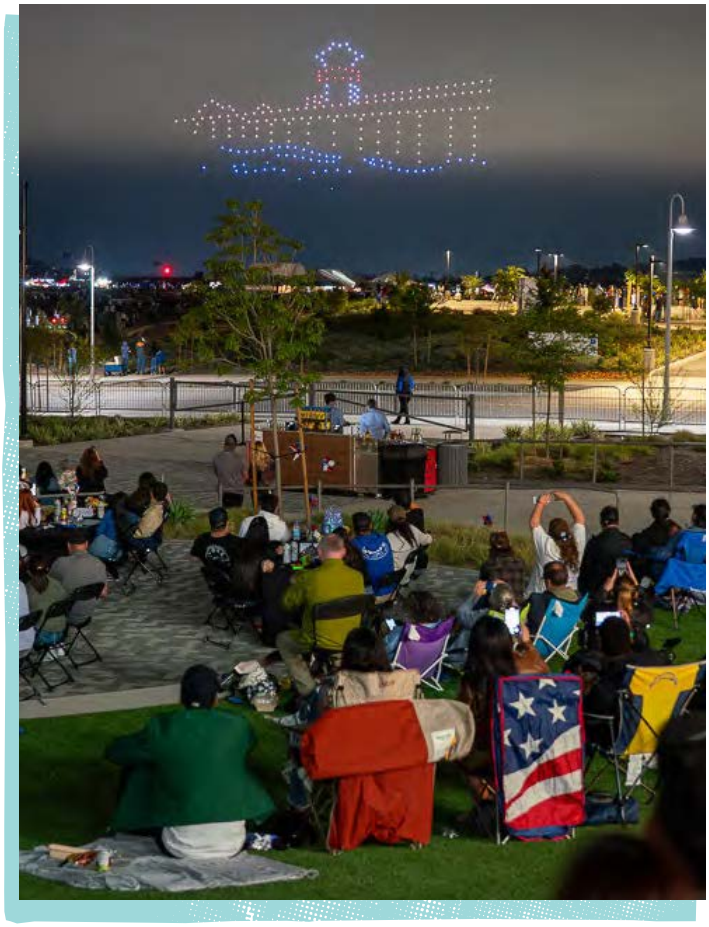




DEAR INDUSTRY STAKEHOLDERS,

Despite economic uncertainty and ongoing political volatility, travel to **Oceanside continues to see positive momentum.** The city welcomed over 3 million visitors in 2025 which generated $622.5 million in visitor spending, a 5.5% increase over the 2024 adjusted total of $590 million.

Looking ahead, the coming fiscal year is expected to bring modest growth alongside continued economic and political headwinds. International visitation — particularly from the traditionally strong Canadian snowbird market — is likely to remain soft, while major Southern California events such as the recent FIFA World Cup (LA) and the Super Bowl (LA) could help drive additional regional visitation. Group business continues to serve as a workhorse, helping offset softer leisure demand and supporting year-round occupancy.



California's travel economy continues to outperform national benchmarks but Visit Oceanside will operate with a flat budget while facing rising costs across marketing, creative services, and operations.

Our workplan will remain focused and disciplined, prioritizing investment in key domestic feeder markets and continuing to leverage our core brand campaign and always-on content strategy. We will also continue investing in the Season of Swellness campaign to support shoulder-season visitation and more balanced year-round demand.

"Tourism remains an important contributor to a healthy Oceanside economy."

The Sustainable Tourism Master Plan (STMP) remains the guiding framework for our work. In the second year of implementation, we have already seen meaningful alignment and progress across initiatives related to wayfinding, sustainability, and product development. With some luck and continued momentum, we may even welcome visitors with a new Oceanside gateway sign in time for LA28.

While broader economic conditions remain fluid, travel continues to be a priority spending category for consumers, and tourism remains an important contributor to a healthy Oceanside economy.



LESLEE GAUL
CEO Visit Oceanside



TIM OBERT
Visit Oceanside Board Chairman



VISIT OCEANSIDE IS THE SALES & MARKETING ENGINE FOR OCEANSIDE'S TOURISM INDUSTRY.

ABOUT US

Visit Oceanside is the official destination marketing organization for Oceanside. 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

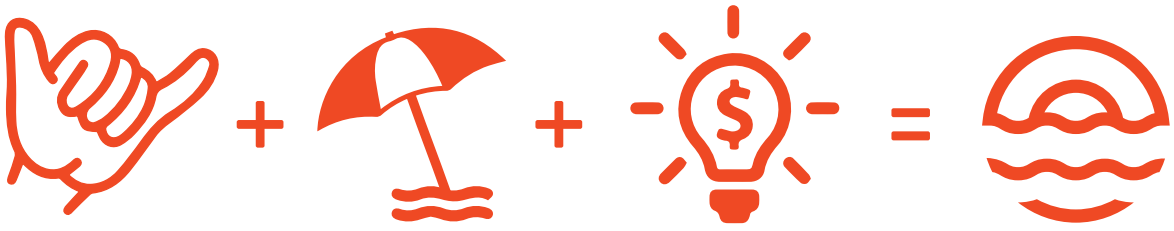
Unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life in the City of Oceanside.

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

Outdoor/Adventure | Culinary | Arts & Culture

Watch the Visit Oceanside Tourism Summit season highlight video in our digital version.



OCEANSIDE TOURISM FORECAST

Looking ahead, the travel outlook remains steady, with moderate growth expected in hotel rates and revenue while room demand remains relatively flat. Nationally, travel has proven more resilient than anticipated in 2026, prompting forecasters to raise their outlook for the year, with even stronger gains expected in 2027. California is following a similar, though more measured, trajectory, with statewide hotel revenue on pace to grow approximately 3.5% this year, driven primarily by higher average daily rates (ADR) rather than increased room demand. That rate-led growth is expected to continue into 2027.

International travel remains a factor in the outlook, but the story is more nuanced than a broad-based decline. International visitation has continued, albeit at a slower pace than earlier forecasts anticipated, with growth expected to strengthen in 2027. At the same time, more Americans are opting for domestic travel rather than international trips, creating continued opportunities for drive-to and coastal leisure destinations like Oceanside.

For Oceanside, this environment underscores the importance of maintaining a strong value proposition and continuing to invest in the destination's unique coastal experiences, while positioning the city to capture both regional demand and a potential resurgence in international travel.



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

TOURISM IS A POWERFUL ECONOMIC ENGINE FOR OCEANSIDE.

HOTEL/MOTEL PERFORMANCE*

DETAIL	FY 22	FY 23	FY 24	FY 25	FY 26	% CHANGE YOY FY25-FY26
Occupancy Avg	64.8	65.1	69.5	70.2	71	1.1
ADR Avg	$158	$174	$175	$180	$183	1.7
RevPAR Avg	$102	$113	$122	$126	$130	3.2
Supply	826,215	832,186	832,414	832,414	822,330	-1.2
Demand	535,583	541,623	578,864	584,226	583,650	-0.1

STR PERFORMANCE ENTIRE PLACE* Source STR, Inc.

DETAIL	FY 22	FY 23	FY 24	FY 25	FY 26	% CHANGE YOY FY25-FY26
Occupancy Avg	72.7	69.5	64.9	63.9	67.2	5.2
ADR Avg	$305	$310	$314	$353	$353	0.0
RevPAR Avg	$223	$217	$205	$227	$238	4.8
Supply	338,138	380,404	417,767	440,032	431,210	-2.0
Demand	246,920	265,821	273,184	283,136	291,405	2.9

*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. - This is now pulled from a dashboard and calculated.

Hotel/Motel data from STR dashboard export; Vacation Rental data from AirDNA dashboard export (Both datasets retrieved August 2026 for FY21–FY26). All year-over-year % changes calculated by Visit Oceanside from raw platform metrics.

TOURISM FUELS THE LOCAL ECONOMY AND ENHANCES THE CITY'S CULTURAL VITALITY.

LODGING



$275

Average Hotel Visitor Spending

(Per Person/Per Day)



3.4

Average Length of Stay Nights



1.1M

Overnight Visitors



3.6M

Total Visitor Nights

HOTEL ROOMS OCEANSIDE

35%

Economy
$

26%

Midscale
$$

21%

Upscale
$$$

18%

Upper Upscale
$$$$

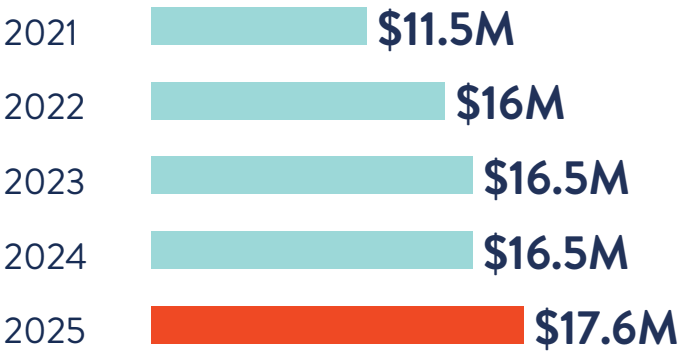
ANNUAL OCCUPANCY

FY26	70%
FY25	70%
FY24	69.1%

FY26 ROOM NIGHT DEMAND

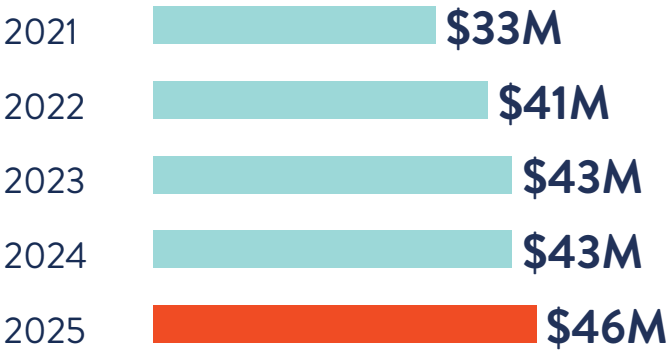
Leisure	378,329
Group	116,510

CITY TOT GROWTH

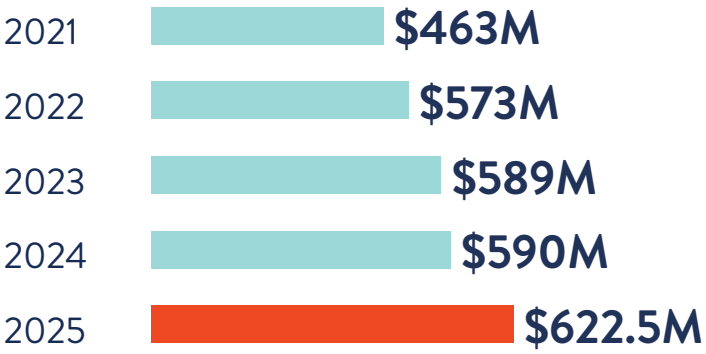


Transient Occupancy Tax (TOT) Rate: 10% on each room night.
Why TOT Matters: TOT benefits the city's General Fund to support services like public safety, roads, parks, libraries, and more.

TOURISM TAX REVENUES LOCAL & STATE

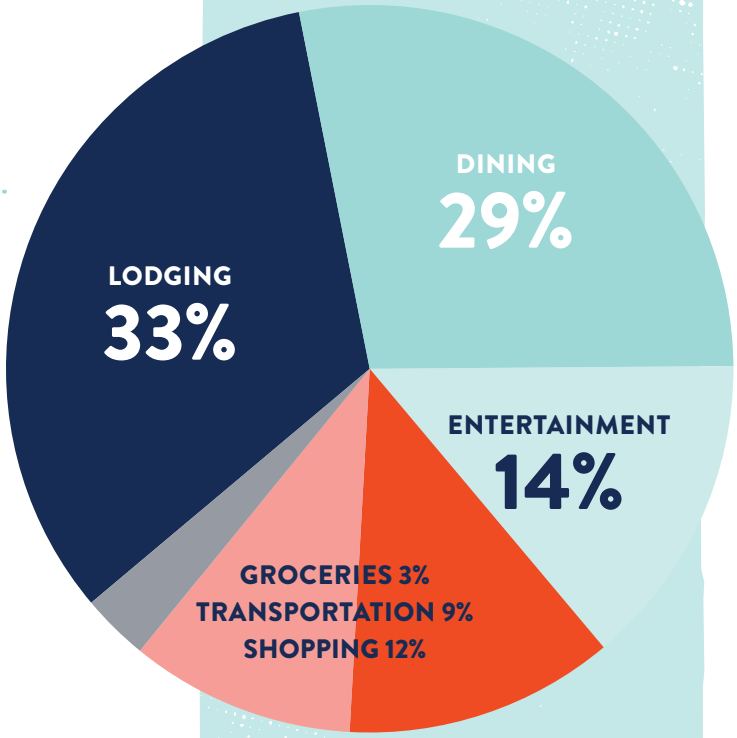


CITY VISITOR SPENDING



Data for calendar year 2025. Based on a study by Dean Runyan & Associates and STR, Inc. data.

VISITOR SPENDING BY CATEGORY





4,090

CITY TOURISM INDUSTRY JOBS



$420

IN TAXES SAVED

(For Every Oceanside Household)

VISIT OCEANSIDE BUDGET ALLOCATION

88%
MARKETING & SALES

10.4%
OPERATIONS

1.6%
CITY ADMINISTRATION FEES

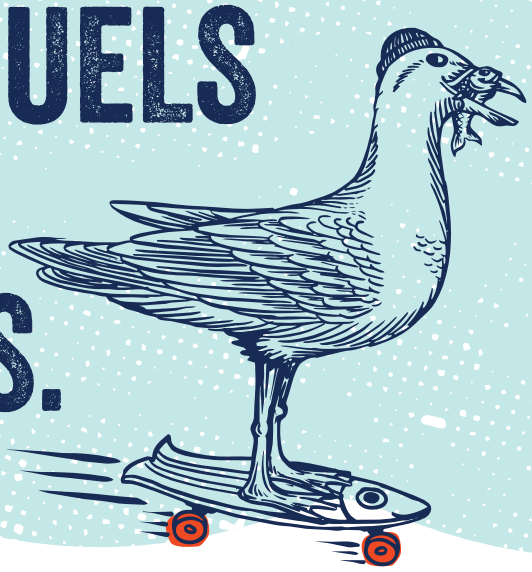
VISIT OCEANSIDE BUDGET REVENUES

96%
OTMD

2%
RETAIL & SPONSORSHIPS

2%
SAN DIEGO COUNTY AND GRANTS

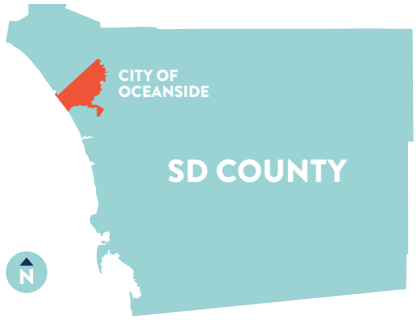
COLLABORATION FUELS OCEANSIDE'S TOURISM SUCCESS.



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 effective 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.

OTMD Boundaries (in orange)



PROJECTED FY26 TMD BUDGET
$3.8 MILLION



REVENUE	FY 2026
Public Sources	
Oceanside Tourism Marketing District	$3,773,028
County of San Diego Grants	$75,000
Private Sources	
Advertising Sales/Sponsorships	$21,600
Retail Sales	$35,797
In-kind Rental	$28,638
Interest Income	$4
Total Revenue	$3,934,067

OPERATING COSTS & EXPENSES	FY 2026
Payroll and Benefits	$1,125,725
Cost Goods (merchandise and tickets)	$19,502
Advertising, Website and Sales Promotions	$1,755,506
Tradeshows, Meetings and Conferences	$40,607
Administrative and General Expenses	$352,535
Professional Fees	$108,912
Research and Data Collection	$145,348
Total Costs and Expenses	**$3,533,685**
Change in Net Assets	
Net Assets, End of Year	$376,057
Total Net Assets, End of Year	**$969,725**

Note: Statement of Activities subject to change pending final audit.



VISIT OCEANSIDE IMPACTING THE CITY'S ECONOMY.

A recent independent ROI study conducted by SMARI demonstrates Visit Oceanside's strong, measurable impact:

- Influences nearly one-third of total visitor spending in Oceanside—approximately $176 million
- Generates $50 in total visitor spending for every $1 invested in marketing
- Drives $11 in paid lodging revenue for every $1 invested in marketing

$51:1 ROI
VISITOR SPENDING

DIRECTLY INFLUENCED 28% VISITOR SPENDING

$11:1 ROI
LODGING REVENUE







As a modern Destination Marketing Organization (DMO), Visit Oceanside goes beyond marketing—serving as a catalyst for economic growth, destination stewardship, and industry collaboration.



ORGANIZATIONAL ROLES

Marketing
Build awareness and inspire visitation through integrated marketing, storytelling, destination branding, and public relations.

Sales
Attract meetings, sports events, group travel, and conferences that generate hotel room nights and year-round economic impact.

Advocacy
Advance tourism as a driver of economic vitality through destination stewardship, strategic partnerships, government relations, and community engagement.

California Welcome Center
Provide personalized visitor services and trip-planning assistance while connecting travelers with local businesses, attractions, and authentic Oceanside experiences.

Industry & Community
Support local tourism partners through collaboration, education, communications, and initiatives that strengthen the visitor economy.

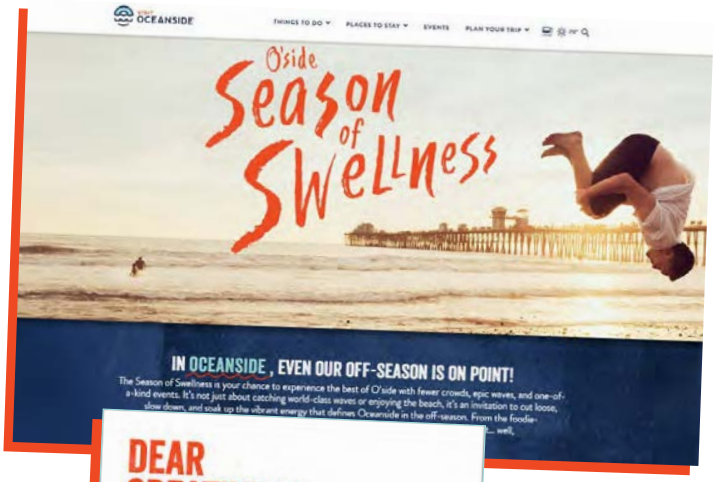
WORKING TOGETHER AS ONE.

Season of Swellness

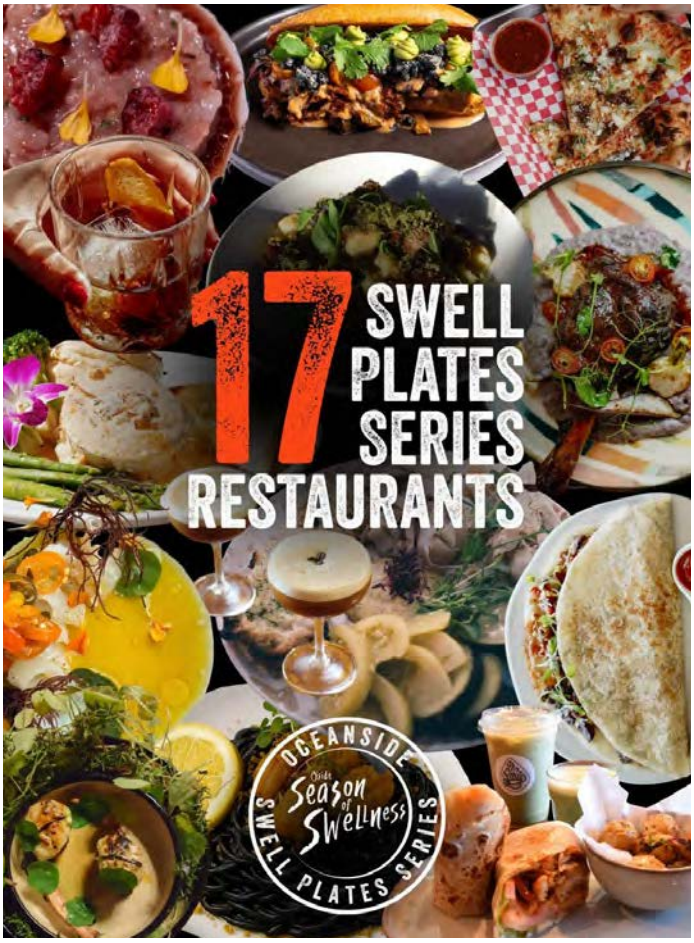
Signature shoulder-season campaign encouraging fall and winter travel by highlighting Oceanside's wellness experiences, slower pace, and exceptional seasonal value. The initiative is driven primarily through owned and earned channels, with targeted paid support to maximize reach and efficiency.

Spring Campaign

Visit Oceanside's primary consumer advertising campaign, designed to drive destination awareness and visitation during the peak spring travel season. Anchored in the Always O'riginal brand platform, the campaign showcases Oceanside's unique personality through integrated paid media, creative storytelling, and digital marketing.







Swell Plates Series

Annual culinary campaign held in January/February that positions Oceanside as a premier dining destination while driving visitation during the off-season. The program combines chef collaborations, storytelling, and arts partnerships to highlight unique culinary experiences that inspire travel.



Waves to Wine

Regional partnership with Visit Temecula Valley that leverages the growing road trip trend by connecting Oceanside's coastal experiences with Southern California wine country. The campaign promotes multi-day itineraries, overnight stays, and cross-destination visitation.





Petal Pop Up/Bloom Bash

Oceanside was showcased as part of San Diego Museum of Art's annual spring activation celebrating California's bloom season through floral-inspired experiences, art, and a signature culinary event.

AI Integration

Added AI-powered visitor tool to website to enhance trip planning, improve website engagement, and deliver personalized itinerary recommendations.

Visitor Guide

Complete redesign of VO's flagship visitor publication to emphasize immersive storytelling, inspirational travel content, and stronger alignment with the Always O'riginal brand.







James Beard Culinary Showcase

Strategic partnership with the San Diego Tourism Authority and Visit Carlsbad to showcase San Diego's award-winning culinary talent at the James Beard Platform space in New York City.





INTEGRATED MARKETING & SALES PROGRAMS

Kind Traveler
Continued to support Every Stay Gives Back/ Every Adventure Gives Back initiative that allows visitors to support local nonprofits while reinforcing the destination's commitment to sustainable and community-focused travel.



Olympic Ready
Multi-year initiative preparing Oceanside to capitalize on opportunities surrounding the LA28 Olympic and Paralympic Games. Efforts include targeted sales outreach to attract international team training camps, along with consumer marketing strategies that highlight Oceanside's proximity to Olympic surfing at Trestles and convenient access to the greater Los Angeles region.







One West MarTech Summit
Hosted premier tourism industry conference with educational sessions at The Seabird and Mission Pacific resorts balanced by signature experiences, from whale watching and food tours to beer tastings and flip flop golf. The week culminated in a vibrant Tiki Block Party at The Brick Hotel, showcasing local makers and tastemakers.

BRINGING THE INDUSTRY TOGETHER



CWC Fall Managers Meeting
Hosted managers from Visit California's network of welcome centers for the quarterly fall meeting and FAM tour of Oceanside.





Annual Tourism Summit
Hosted the annual Tourism Summit at the historic Star Theatre, bringing together local tourism industry partners for a morning of networking and insights into VO's programs, emerging travel trends, and strategic priorities for the destination.



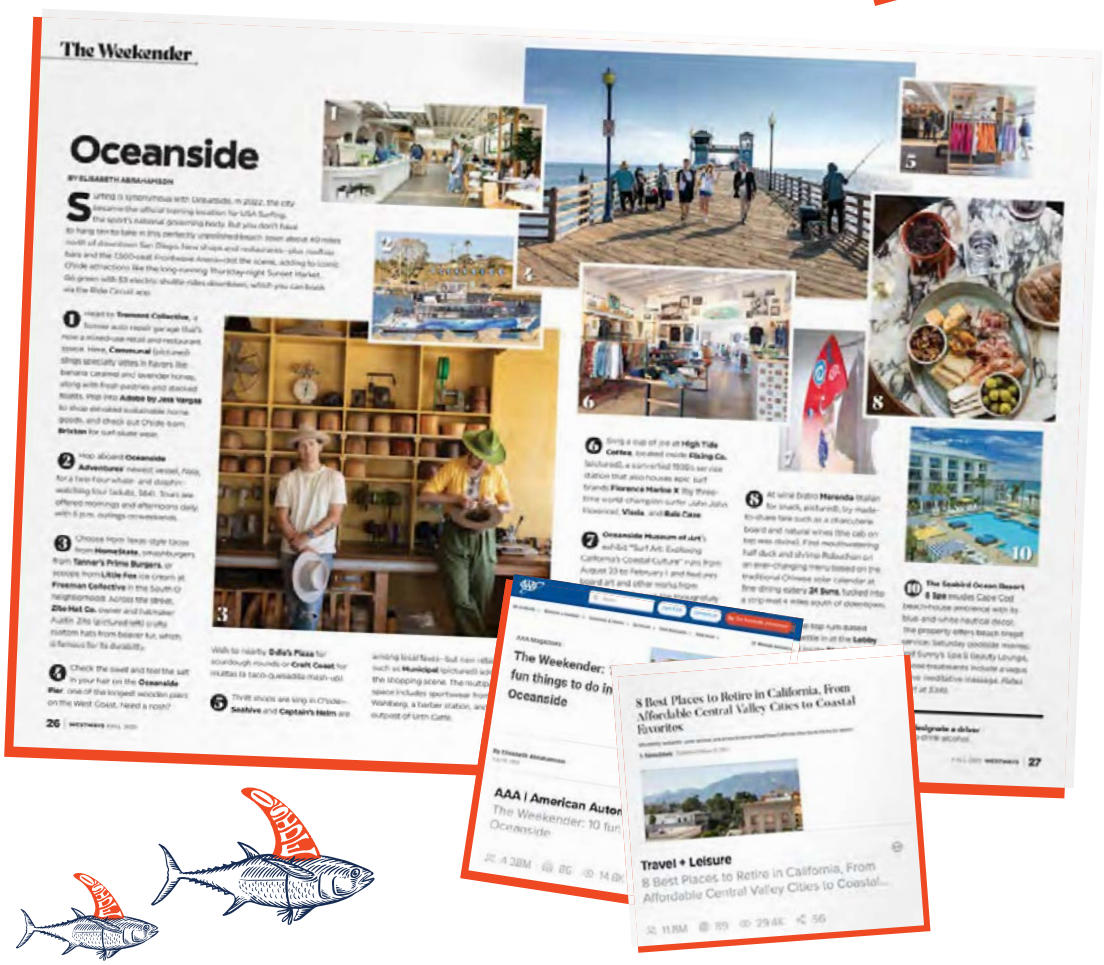
California Welcome Center Poppy Award
Visit Oceanside was honored with California Welcome Center of the Year at the 2026 Visit California Poppy Awards, presented during the annual Outlook Forum.

“Creative locals with hometown pride have turned this surf-centric gem into a noteworthy destination.”



Editorial

Landed key editorial placements and features in publications such as Sunset, Westways, NBC LA & SF, Afar, Eater, The Telegraph, Forbes, Travel & Leisure, Nerd Wallet, Alta Journal, and Costco Connection.







Citywide Events

Continued to support more than 20 tourism generating citywide events through sponsorships, sales, and marketing activities.



PAID AD

60M

IMPRESSIONS

CWC VISITORS

19K

Visitor Guides Published

30K

VO Group Programs Booked

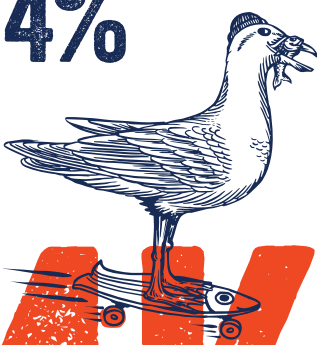
27

Oceanside Group Room Night Growth

14%

Citywide Events

21+



CWC VISITOR MIX

Domestic Out of State

42%

From California

51%

International Travelers

7%

4K+

VO Sourced Group Room Booked Nights

Media Site Visits

26

Pieces of Coverage

201

Website Sessions

1.5M

Email Subscribers

55K+

EDITORIAL

3.8B

REACH

O'side Season of Swellness Campaign Impressions

6M

yeeewww

Owned Audience Engagement

2.8M

TOTAL FOLLOWERS

265K+

SOCIAL MEDIA

Social Follower Growth

26%

Social Engagements

1.1M

VO DEPLOYS A FOCUSED AND DISCIPLINED WORK PLAN.



Advance AI Integration
Continue refining AI-powered consumer experiences while optimizing Visit Oceanside's content and key messaging to increase AI discoverability and trip-planning relevance.

Maximize Marketing Investments
Continue prioritizing the Spring Campaign as the primary paid advertising effort, while positioning Season of Swellness as a strategic shoulder-season initiative driven primarily through owned and earned media with targeted paid support.

Refresh Creative Assets
Invest in new photography and video to keep marketing campaigns visually compelling and reflective of Oceanside's evolving experiences.

Expand Waves to Wine
Build on the success of the Waves to Wine road trip partnership through integrated paid, earned, and social media campaigns that inspire multi-destination travel.

Prepare for LA28
Advance Oceanside's LA28 readiness by supporting the Board Builders Walk of Fame, convening community planning efforts, and pursuing opportunities to attract international teams for pre-Games training camps.

Strengthen Strategic Partnerships
Leverage collaborations with Visit California and regional destination partners to amplify awareness, extend campaign reach, and maximize marketing investments.

Drive Group Business
Execute a robust sales strategy focused on direct planner engagement, the O'Centives incentive program, and attracting meetings, conferences, sports, and corporate groups year-round.

Elevate the Swell Plates Series
Expand the program through a deeper partnership with the Oceanside Museum of Art, creating immersive culinary experiences that blend food, art, and storytelling.

Advance the Sustainable Tourism Master Plan
Continue championing initiatives outlined in Oceanside's STMP by collaborating with community partners to enhance destination stewardship, improve resident quality of life, and ensure tourism delivers long-term economic, environmental, and social benefits.

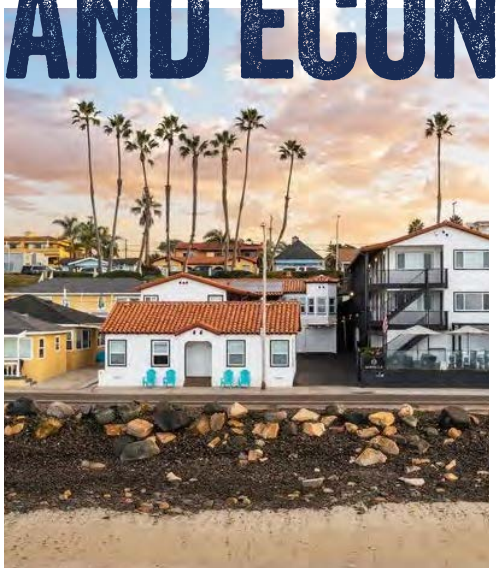




The STMP remains the guiding framework for our work.



A FORCE FOR ENVIRONMENTAL, CULTURAL, AND ECONOMIC GOOD.

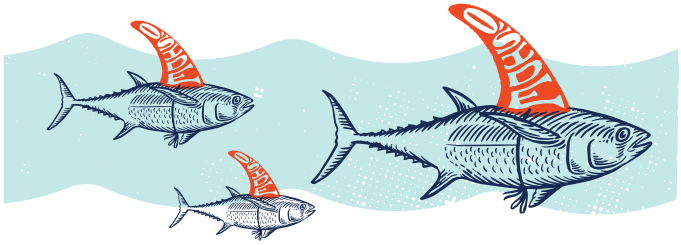




STMP IN ACTION

The **Sustainable Tourism Master Plan (STMP)** continues to guide Visit Oceanside's efforts to grow a thriving visitor economy while protecting the community, environment, and coastal character that make Oceanside unique. Throughout the year, Visit Oceanside collaborated with public agencies, community partners, and local stakeholders to help advance initiatives that support the STMP's long-term vision for sustainable tourism and destination stewardship around four goals:

- ★ **Elevate and Cultivate Events & Experiences**
- ★ **Support Environmental Sustainability**
- ★ **Champion Community Stewardship**
- ★ **Enhance Connectivity & Mobility**



CURRENT PRIORITIES & PROGRESS

Gateway Signage
Continued collaborating with the City to advance the gateway signage initiative, helping create a welcoming first impression for visitors ahead of the planned July 2028 installation.

Wayfinding & Placemaking
Helped move destination-wide wayfinding and placemaking projects forward by supporting the development and issuance of Requests for Proposals (RFPs).

Pier Improvements
Advocated for continued investment in Phase II improvements to the Oceanside Pier area, including enhancements to the bridge, amphitheater, and recreation center.

Downtown Community Vision Plan
Contributed strategic input to help shape a downtown vision that preserves Oceanside's character while enhancing walkability, public gathering spaces, and vibrant placemaking. Visit Oceanside also supported a pilot street closure to encourage more pedestrian-friendly experiences.

BY THE NUMBERS

- **$34,000+ generated through Kind Traveler giving programs since launch**
- **3,800+ average monthly riders on the gO'side electric shuttle**
- **10-year Sustainable Tourism Master Plan guiding destination stewardship**
- **100% of initiatives aligned with STMP strategic priorities**

Hotel Development
Continued advocating for new lodging experiences, including the El Corazon hotel project and Ocean Kamp, to expand Oceanside's diverse visitor accommodations.

RE:BEACH & Coastal Resilience
Continued advocating for coastal resilience initiatives, including sand replenishment efforts that help protect Oceanside's shoreline and visitor experience.

Community Impact Partnerships
Expanded partnerships that generate meaningful community benefits, including IRONKIDS Parks & Recreation scholarships and Kind Traveler's Every Stay Gives Back and Every Adventure Gives Back programs, which support initiatives such as Oceanside's dunes pilot project and community gardens.

Love O'side
Grew the Love O'side destination stewardship platform by promoting responsible travel initiatives and partnering with Green Oceanside to encourage participation in the Green Business Designation Program.

gO'side Shuttle
Continued serving as a major sponsor of the on-demand electric shuttle, expanding sustainable transportation options, improving visitor mobility, and helping reduce traffic congestion.

Coast Highway Vision Plan
Supported implementation of the Coast Highway Vision Plan, advocating for improvements that enhance connectivity, beautification, and the overall visitor and resident experience

OCEANSIDE SPORTS COMMISSION

SPORTS EVENTS & CITYWIDES

Major Citywide Events

AUG 2027
- Oceanside Longboard Club Contest
- World Bodysurfing Championships
- Super Girl Surf Championships
- San Diego Senior Games – Pickleball
- US Open Adaptive Surfing Championships
- Oceanside Plein Air Festival- Biannual
- Dia De Los Muertos
- Oaxacan Festival
- Bike the Coast
- O'side Turkey Trot
- Valley Arts Festival
- USA Surfing Prime Series Event
- Oceanside International Film Festival
- Chamorro Festival
- Ironman 70.3 Oceanside
- Beach Soccer Championships
- Filipino Cultural Celebration
- Samoan Cultural Festival
- Intertribal Powwow

JUNE 2026
- Pride by the Beach
- Race Across America/Race Across the West
- USA Surfing Championship

Major SoCal Sports Complex Events

JULY 2027
- Albion Cup National Soccer Showcase
- Surf Cup Olders
- Surf Cup Youngers
- Oceanside Soccer SoCal Cup
- Attack Soccer Summer Classic
- SoCal Blues Soccer Tournament
- Surf Cup Olders
- Legends National Cup
- Adrenaline Challenge Lacrosse
- Cal South Cup
- SoCal Showcase
- Express Cup
- Rebels Cup

JUNE 2026
- USYS National League Pro
- Legends Lacrosse
- Copa Del Mar

Frontwave Arena Professional Sports Leagues
San Diego Sockers, San Diego Clippers, Oceanside Shock, San Diego Strike Force, and San Diego Seals

VO BOARD

Visit Oceanside Board of Directors

Executive Officials

Tim Obert, Chairman, Mission Pacific/The Seabird
Nayan Patel, Secretary, Days Inn at the Coast
Kevin Mansour, SpringHill Suites Oceanside
Mark Warr, On the Sand Vacations

Board Members

Chasen Eddow, Frontwave Arena
Adam Fischbach, BeachFront Only
Roxana Pavel, AllMine
Ernie Prieto, Oceanside SEA Center
Darcy Santiago, Club Wyndham Pier Resort
Jim Schroder, Real Estate Consultant
Michael Tsai, Holiday Inn Oceanside Marina

Board Advisors

Scott Ashton, Oceanside Chamber of Commerce
Louise Balma, South Morro Hills
Angie Leonard, MainStreet Oceanside
Blake Dorse, Oceanside Fire Department
Amy Forsythe, Camp Pendleton
Michelle Geller, City of Oceanside (Economic Dev)
Kristopher Martinez, City of Oceanside (Transportation)
Kim Murray, Beach House Winery
Captain Justin Pecchia, Oceanside Police Department
Amy Walker-Pinneo, MiraCosta College
Retired Colonel Daniel Whitley, Camp Pendleton

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Katlayst PR
Susan Noble, Bookkeeper



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