

Q2 FY18

This report summarizes the activities of Discover Coronado between October 1 and December 31, 2017.

BOARD OF DIRECTORS

Bobby Kennedy, an At-Large Member, stepped down from the Advisory Board. Jori Fentiman, a local business owner, was approved by City Council for the seat in December.

GROUP MEETING ACQUISITION

The second quarter is typically the most active period for client contact, and numerous tradeshows filled the calendar. In October, Discover Coronado exhibited in Las Vegas at IMEX, the largest tradeshow in America for meeting planners. Destination Sales Team members of Discover Coronado also met with clients at events in Sacramento (California Society of Association Executives) and Chicago (Society for Incentive Travel Excellence).

Using funds specifically from the District Two assessment, Discover Coronado continued its efforts to host influential groups. These familiarization trips are particularly successful because the meeting planners experience the destination firsthand. Two of the most significant groups that visited during December included The US Chamber of Commerce, as well as the Financial/Insurance Conference Planners Association.

Because of a strong reserve model, Discover Coronado was able to host two more groups of significant stature in 2018, including the Southern California Chapter of Society for Incentive Travel Excellence, and Northstar Meeting Planners.

During the quarter, the Destination Sales Team finalized plans for a trip to the Northeast to meet with clients in New York City and Philadelphia. Representatives from each of the assessed hotels collaborated when inviting corporate event planners.

OTHER GROUP MEETING INITIATIVES

In December, the commission program established in early 2017 ended. The program delivered signed contracts that may not have been otherwise secured. In Q2, 10 groups redeemed the 5% commission, bringing in \$458,470 in room revenue.



During Q2, the Executive Director identified an opportunity to hire a dedicated Destination Sales Director. Compensation for the position came from unspent commission funds. The position will compliment and accelerate the efforts of the local hotel sales teams, and the scope of work provided to Discover Coronado by the San Diego Tourism Authority.

During October, the Board reviewed a new campaign that promotes the entire destination to those researching meeting destinations. Because Coronado offers so much in activities and experiences beyond the meeting space, a sense of adventure fueled the campaign theme. *"You're Not A Real Explorer Until You've Discovered an Island"* inspires those seeking a destination with ample options for their active attendees.

In November, the campaign was launched on various platforms that reach meeting planners. So the landing page matched the campaign theme, DiscoverCoronado.com was overhauled to be a business-to-business resource for corporate event decision-makers.

COMMUNITY PARTNERSHIPS

Because local businesses embellish our destination, the Board funded a Strategic Plan that identified three tactics that would better navigate visiting conventioners into our business districts (away from their host hotel). Among the deliverables were 1) the branding and promotion of Orange Avenue (and its many attributes) to business travelers, 2) the hiring of a Destination Coordinator to serve as a liaison between local merchants, meeting planners and the host hotels and 3) the development of events in the business districts for entertaining visiting groups. The Board presented the Coronado Chamber of Commerce with the opportunity to execute the initiatives.

The Advisory Board partnered with the Coronado Island Film Festival to provide a mass transit option for groups and guests attending the event. During the three day Festival, a free trolley looped between local hotels, film premieres, local business and event celebrations. The trolley provided a convenient way for visiting meeting attendees to experience the festivities without the need for taxis, Uber or hotel shuttles.

With safety in mind, management teams from the assessed hotels met with Coronado Fire and Police leadership to share best practices and procedures. This meeting and subsequent communication makes our destination more safe (and more attractive) to meeting planners.

In October, final preparations were made for the Coronado Historical Association's John D. Spreckels exhibit, partially funded by Discover Coronado. So business guests and residents were made aware of this important exhibit, promotional banners were developed and approved during Q2. Discover Coronado worked closely with the Cultural Arts Commission on the artful banners that dot our destination.