



This report encompasses the activities and achievements of Discover Coronado between October 1 and December 31, 2018, the second quarter (Q2) of FY19.

## **GROUP MEETING SALES**

The second quarter of a fiscal year is typically the busiest period for client contact; with multiple tradeshow on the calendar. In mid-October, Discover Coronado exhibited at IMEX in Las Vegas, the largest tradeshow in America for meeting and event planners. The four assessed resorts were among 3,500 exhibitors, 4,429 meeting planners were in attendance.

Siri Gawecki, Director of Destination Sales for Discover Coronado, attended client events in Sacramento and Washington DC while other sales team members from the assessed resorts promoted our destination to meeting planners in Los Angeles and Denver.

At the start of 2018, the technology sector based on the West Coast was identified as a growth opportunity for the Discover Coronado resorts. In November, Discover Coronado hosted an event for our Pacific Northwest clients at the Seahawks vs. Chargers game in Seattle. To capture more group meetings within the tech sector, Discover Coronado partnered with the San Francisco Giants for a client event in April 2019 featuring Bay-Area technology firms and decision-makers.

After two years of planning, Discover Coronado welcomed the highly coveted Society for Incentive Travel Excellence (SITE) event to our island. Over 330 meeting planners attended spectacular events at each of the assessed resorts in Coronado. This event showcased not only the best amenities in Coronado, but also the activities and experiences that meeting planners insist upon.

During the November 1 Board Meeting, the Board received an update on the scope of work provided by San Diego Tourism Authority (SDTA.) Their national group sales team produced a total of 254 group-meeting bookings in FY18 for Coronado totaling 154,704 group room nights. In November, SDTA brought a team of event planners from Meetings Today Magazine to our island so they could discover Coronado meeting and event spaces. In December, SDTA announced plans to bring top meeting planners from Canada to Coronado. (Canadian firms often plan meetings in



the United States during American holidays because meeting space is typically plentiful.)

During the quarter, two of the four assessed resorts were undergoing significant renovations. Discover Coronado assisted them in sharing updates with present, future and potential clients (as well as local residents.) The construction plans were effectively positioned as investments in the accessibility, beauty and sustainability of the properties.

## **OTHER BUSINESS**

Also in November, the Board received a recap on the Orange Avenue banner program that they have funded since 2016. The campaign, in its 3rd and final year, has garnered positive feedback from local residents, City officials and merchants.

The Shop Local Shuttles made their debut on November 23rd and ran through December 31st. It is fully funded by Discover Coronado and an initiative to support the community and small businesses in Coronado during the holiday season. A strong and consistent messaging strategy was deployed using resources from Coronado Eagle & Journal and The Coronado Times.

In late December, Discover Coronado commissioned an economic study to quantify the impact group meetings have on the Coronado economy.

## **REVENUE**

In the second quarter of FY19, the assessment totaled \$153,271 per district. Year-over-year, that total is 12% more than Q2 of FY18. That increase can be mostly attributed to a 20% growth (year-over-year) during October 2018.