



# REAL GROWTH. TRUE IMPACT.



ANNUAL REPORT FISCAL YEAR 2022



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# VISIT SAN ANTONIO

## **VISION:**

To elevate San Antonio as a must-experience destination where Texas culture and history begins.

## **MISSION:**

Bringing the world to San Antonio.

## **SHORT-TERM MISSION:**

Lead San Antonio through recovery.



Marc Anderson  
President & CEO,  
Visit San Antonio

## Dear Valued Partners,

It was wonderful seeing many of our members and partners on October 18th at the Visit San Antonio Annual Meeting. Many representatives from different industries learned about and engaged with tourism and hospitality and Visit San Antonio. The Annual Meeting serves as the culminating event of all the hard work our teams put forth to promote the Alamo City as a leading travel destination. Through Real Growth and True Impact, Visit San Antonio's 2022 achievements led the state's tourism and hospitality sector as a top in-state travel destination, as well as a top destination for international visitors and more. And we celebrate our accolades by sharing them with you, our partners, members and the community with this Annual Report.

Visit San Antonio embarked on several ambitious feats in 2022. The year was marked with many firsts for the Alamo City, such as the city's first Tasting Texas Wine + Food Festival and Pride River Parade. Meticulous actions were also taken to accelerate growth through recovery. Creative marketing was implemented to bolster travel and visitation numbers. Corporations were strategically pinpointed and booked to increase citywide group meetings. San Antonio's real and authentic stories were covered in highly profiled publications and caught the attention of both domestic and international travelers interested in unique experiences. These are just a few accomplishments you will come across in our Annual Report.

At Visit San Antonio, we are proud to promote our city to tourists and corporations around the world. We encourage them to discover the real and true experiences that make our city so special and one of a kind. Going into a new fiscal year, we will build upon our accomplishments and continue to create compelling experiences for tourists and our local community. We are thrilled to have you join us on this journey as we continue to elevate the Alamo City into a global destination for all.

With warm regards,

A handwritten signature in black ink, appearing to read 'Marc Anderson', with a stylized flourish at the end.

Marc Anderson  
President & CEO, Visit San Antonio









Jenna Saucedo-Herrera  
Chair,  
Visit San Antonio Board of Directors

## Dear Valued Partners,

It has been a privilege to serve you as Chair of the Visit San Antonio Board of Directors. Our city's resilient tourism and hospitality industry has made great strides this past fiscal year, and we look forward to driving an even bigger economic impact for our city in 2023. The accomplishments highlighted in the 2022 Annual Report would not have been possible without your collaborative efforts to lead through recovery.

Tourism and hospitality is one of the leading economic drivers for our region. One in eight workers is employed in the industry and that number continues to grow as businesses build back to full operation and new businesses choose to make their mark in a thriving market. More than 70 locally owned restaurants and 10 hotels have opened their doors since the start of the pandemic. That's real growth and true impact.

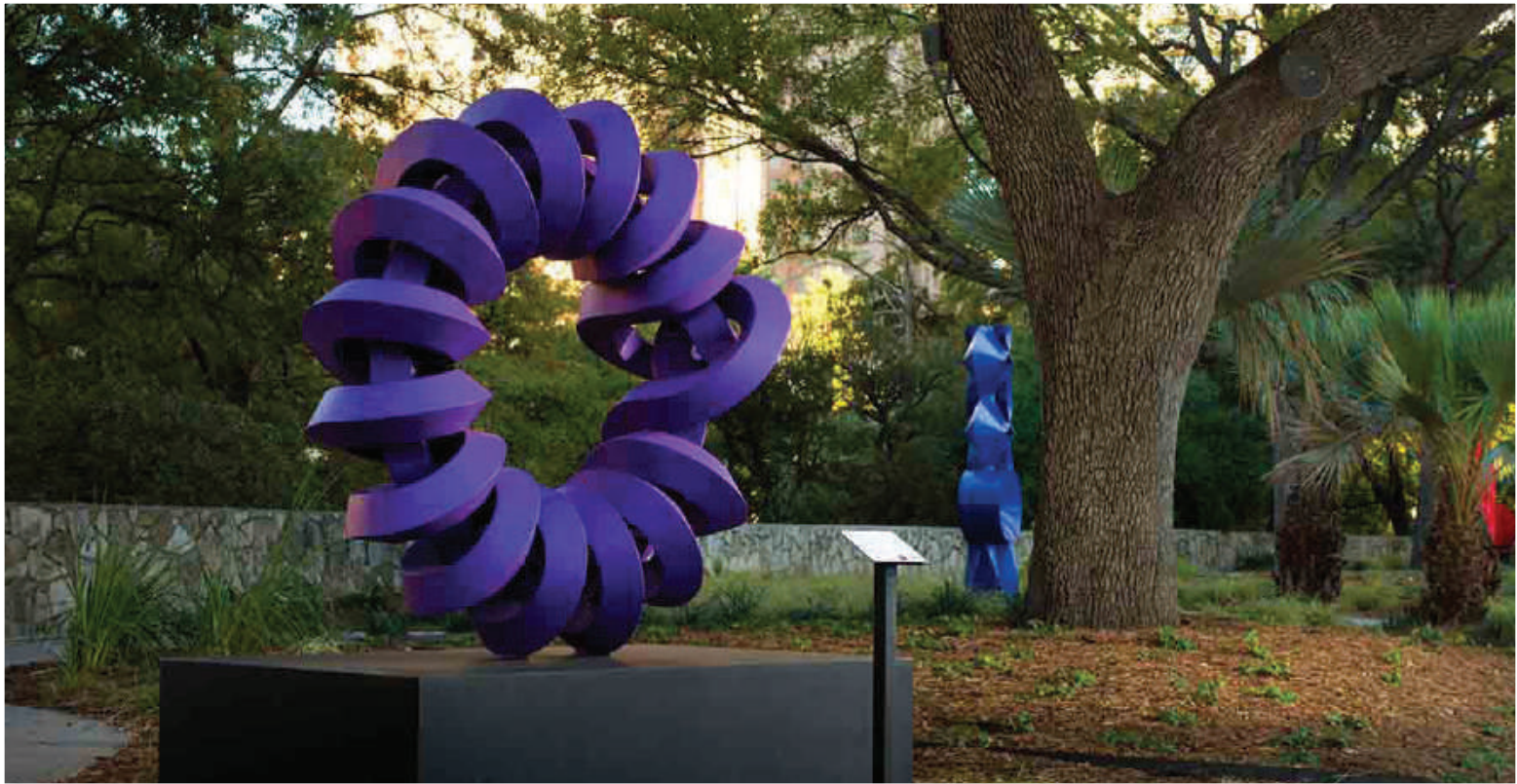
We step into 2023 with great enthusiasm for where our city and our organization are going. We will continue to create uniquely San Antonio experiences for business and leisure travelers and work with our partners at the San Antonio International Airport to increase nonstop air service to our city. Additionally, we will continue to align our marketing efforts with greater:SATX to amplify San Antonio's story of growth and innovation. These efforts are important as we continue to position our city as a leading global destination.

I know the best is still ahead of us. But first, let's take time to celebrate 2022 milestones. This recognition is well deserved. Congratulations to the incredible Visit San Antonio team.

Sincerely,

  
Jenna Saucedo-Herrera  
Chair, Visit San Antonio Board of Directors









Avinash Bhakta  
Chair,  
TPID Board of Directors

## Dear Valued Partners,

I appreciate everyone attending Visit San Antonio's Annual Meeting on October 18. Marc and the Visit San Antonio team did a fantastic job in building excitement behind Visit San Antonio's Global Development Plan, as well as its 2021 Economic Impact Report, which showcases phenomenal hotel and visitation numbers. The report sets the stage for what I believe will be a stellar 2023, as Visit San Antonio continues efforts to keep the Alamo City at the forefront of domestic and international travel.

The Marketing Department has done a phenomenal job in promoting San Antonio, and I am excited that their efforts to tell San Antonio's story are supported by TPID funds. In 2022, marketing yielded an impressive 39:1 ROI through TPID funding, which has taken San Antonio's exposure to new heights. With the Marketing Department's accomplishments for 2022, I am beyond excited about what they have planned for 2023.

Also, in 2022, more of you took advantage of the TPID Incentive Program, which was exciting to see. A total of 45 hotels took part in the incentive program bringing in 219 meeting groups to the Alamo City. Remember, your participation attracts new group bookings, increasing the exposure of our beautiful properties and amenities to national and international groups with high-generating revenue capability. In closing, it has been a pleasure serving as your TPID Chair. We all have seen our properties through tough times and after what Visit San Antonio has accomplished this previous year, I am confident we will be back better than before. I look forward to working with you again in 2023.

Thank you for your continued support of TPID and Visit San Antonio.

With warm regards,

A handwritten signature in black ink, appearing to read 'A. Bhakta', written in a cursive style.

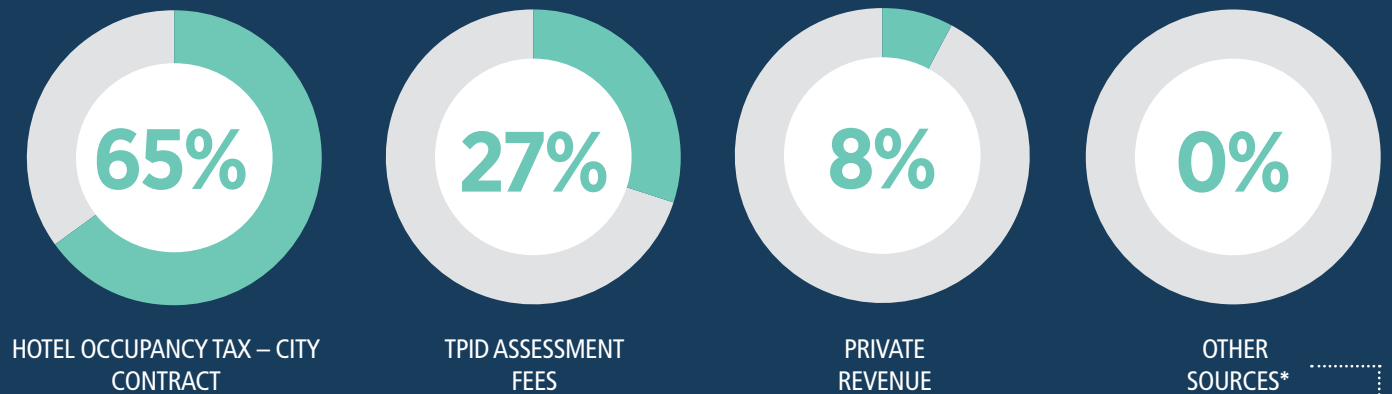
Avinash Bhakta  
Chair, TPID Board of Directors



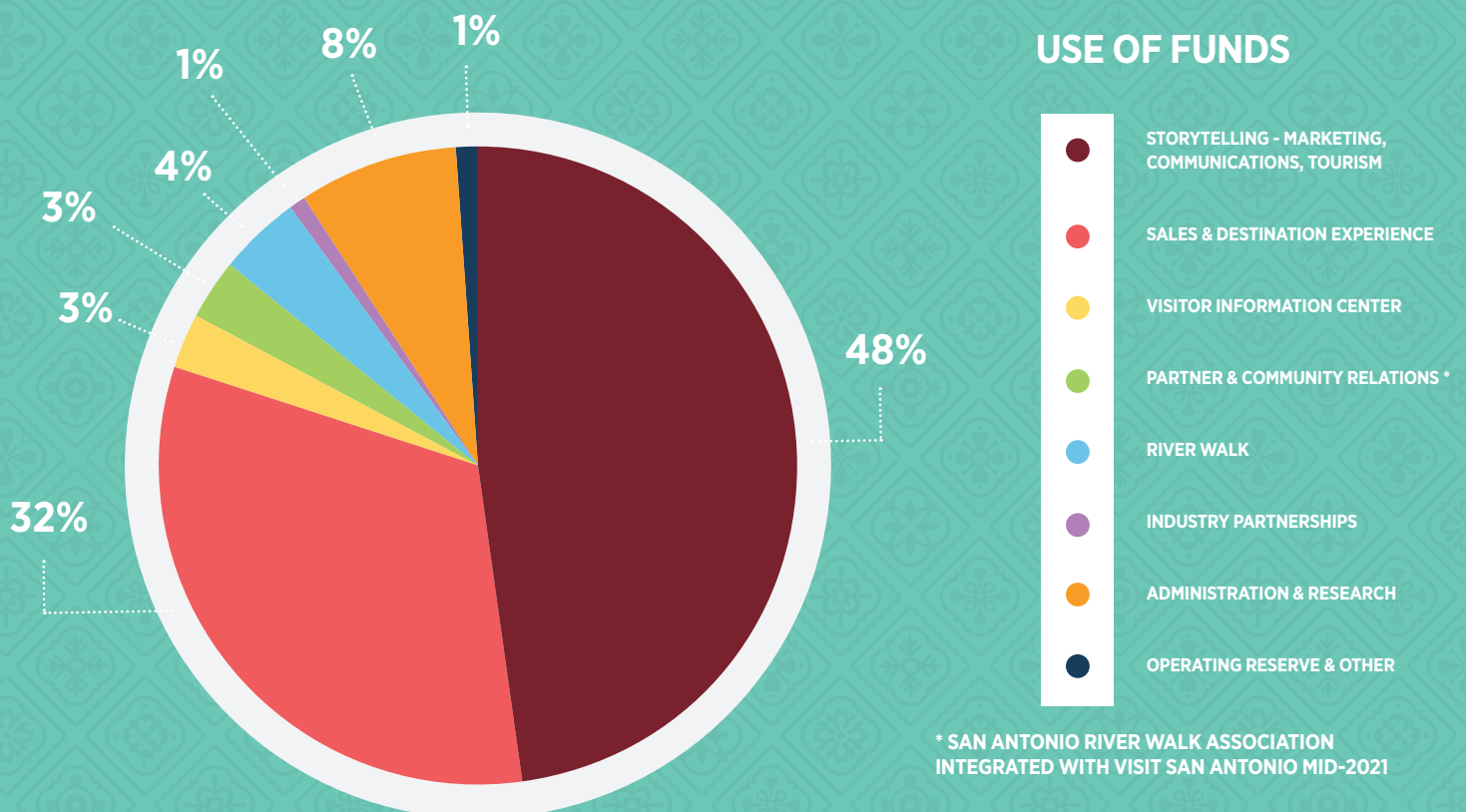
## FY 2022 FINANCIAL OVERVIEW

**\$27.2 MILLION**

### SOURCE OF FUNDS

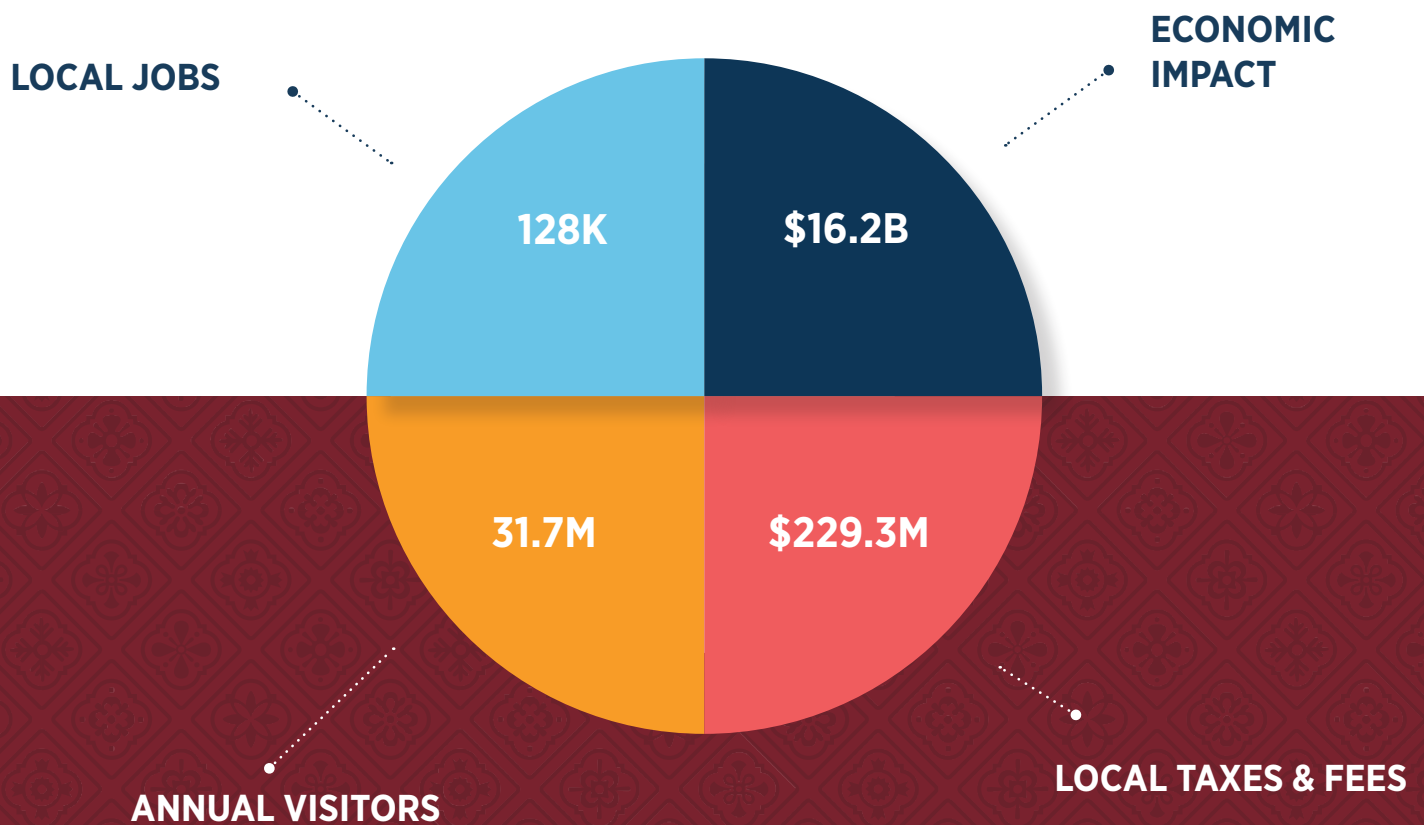


\*Other Sources include one-time Paycheck Protection Program revenue.



\* SAN ANTONIO RIVER WALK ASSOCIATION  
INTEGRATED WITH VISIT SAN ANTONIO MID-2021

## 2021 ECONOMIC IMPACT: SAN ANTONIO HOSPITALITY INDUSTRY



### TAXES & FEES TO ALL LOCAL GOVERNMENT ENTITIES

**\$528.2**  
MILLION

CITY OF SAN ANTONIO	<div><div></div></div>	\$229.3M
BEXAR COUNTY	<div><div></div></div>	\$60.8M
PROPERTY TAX TO SCHOOL DISTRICTS	<div><div></div></div>	\$155.8M
PROPERTY TAX TO OTHER TAXING ENTITIES	<div><div></div></div>	\$53.4M
VIA AND ATD SALES TAX	<div><div></div></div>	\$28.9M



## HOTEL SNAPSHOT - SAN ANTONIO METRO

YEAR TO DATE THROUGH SEPTEMBER 2022 (COMPARED TO YTD 2021)

### OCCUPANCY RATE

**63.6%**

(+7.5%)

### AVERAGE DAILY RATE

**\$128.79**

(+18.6%)

### REVENUE PER AVAILABLE ROOM

**\$81.91**

(+27.5%)

### ROOM REVENUE

**\$1.1B**

(+27.0%)













# 43-to-1

Return on investment in citywide expenditures, for every dollar invested in digital media



## VISITSANANTONIO.COM



ONLINE  
ENGAGEMENT

50.4M

WEB SESSIONS AT  
VISITSANANTONIO.COM

4.5M

PAGE VIEWS

8.7M

EXITS TO  
MEMBERS' PAGES

2.4K

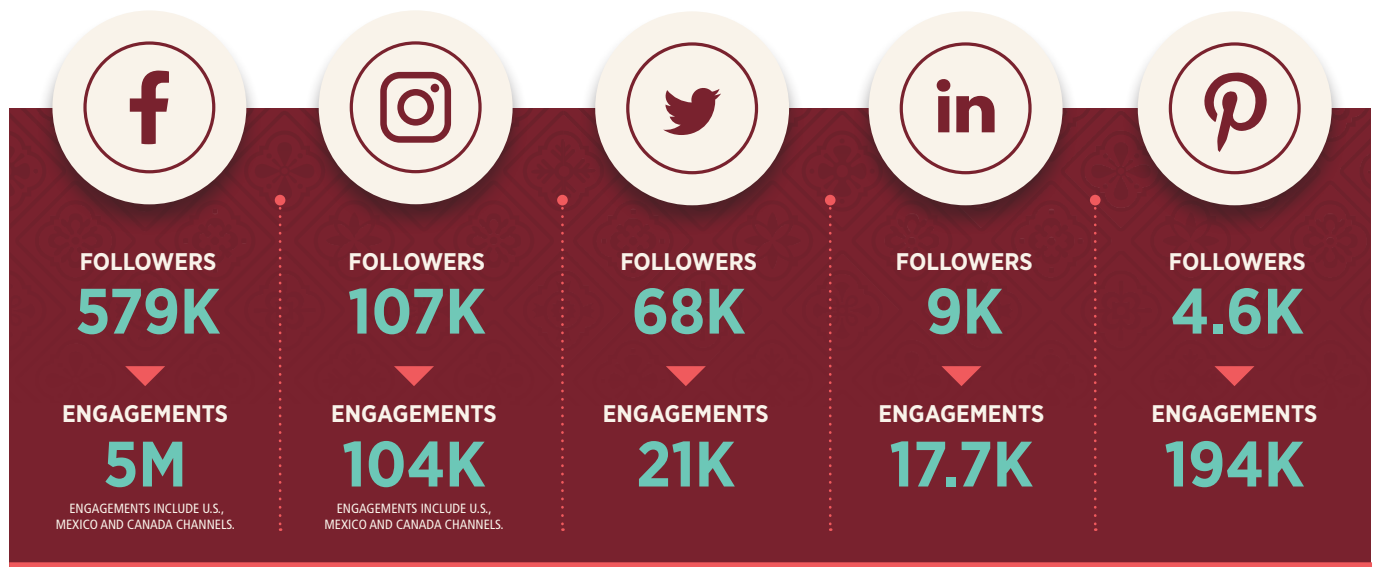
DIGITAL VISITOR'S  
GUIDE READS

99.5K



## @VISITSANANTONIO

### SOCIAL MEDIA FOLLOWERS AND ENGAGEMENT



### KEY HIGHLIGHTS



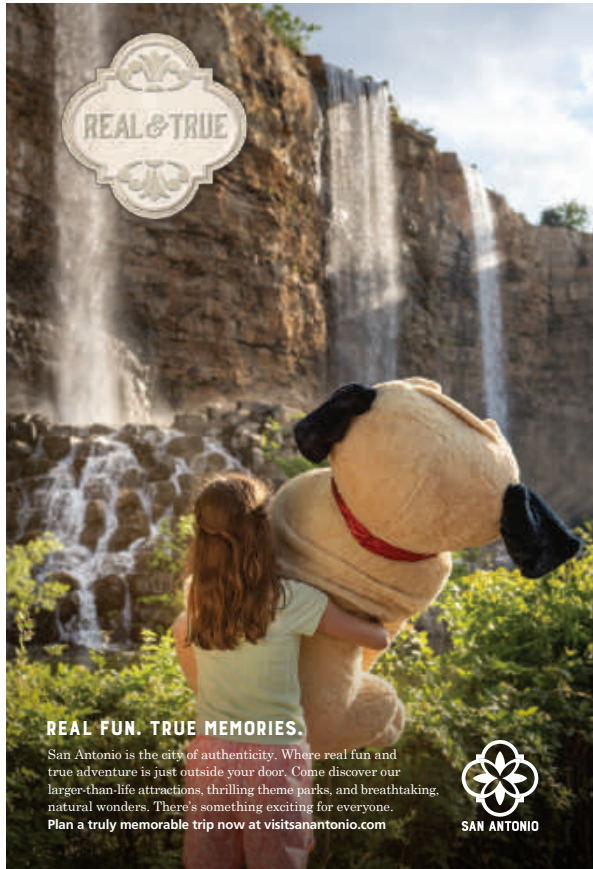
Successfully launched the new VSA branding campaign, Real & True, in June 2022, resulting in strong OLE performance.

Revamped social media strategy, fostering organic community and engagement growth.






# REAL & TRUE CAMPAIGN

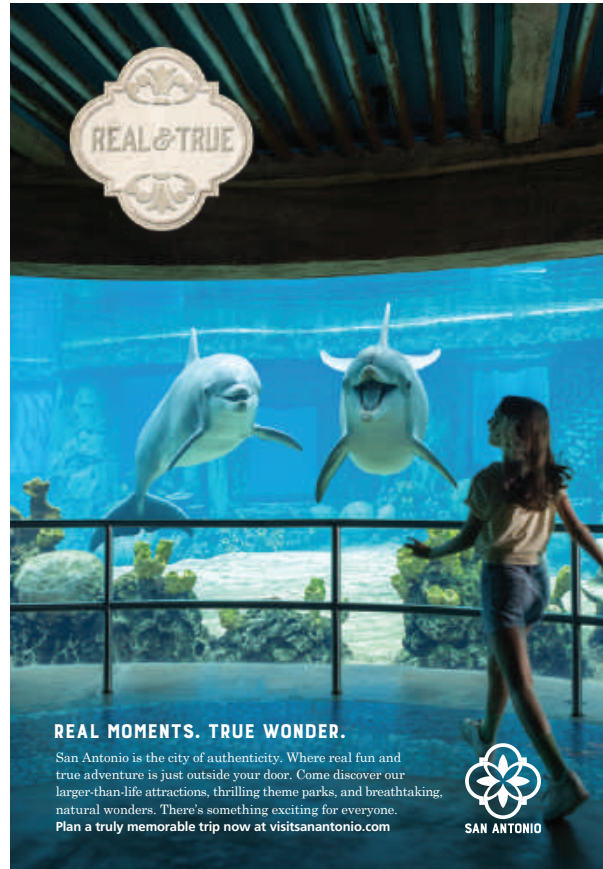


**REAL & TRUE**

**REAL FUN. TRUE MEMORIES.**

San Antonio is the city of authenticity. Where real fun and true adventure is just outside your door. Come discover our larger-than-life attractions, thrilling theme parks, and breathtaking natural wonders. There's something exciting for everyone. Plan a truly memorable trip now at [visitsanantonio.com](http://visitsanantonio.com)


 **SAN ANTONIO**



**REAL & TRUE**

**REAL MOMENTS. TRUE WONDER.**

San Antonio is the city of authenticity. Where real fun and true adventure is just outside your door. Come discover our larger-than-life attractions, thrilling theme parks, and breathtaking natural wonders. There's something exciting for everyone. Plan a truly memorable trip now at [visitsanantonio.com](http://visitsanantonio.com)

 **SAN ANTONIO**



**REAL TREASURES.**

**TRUE AWE.**

**REAL & TRUE**

 **SAN ANTONIO**

[VISITSANANTONIO.COM](http://VISITSANANTONIO.COM)



**REAL HISTORY.**

**TRUE LEGACY.**

**REAL & TRUE**

 **SAN ANTONIO**

[VISITSANANTONIO.COM](http://VISITSANANTONIO.COM)



**REAL FLAVORS.**

**REAL & TRUE**

**TRUE ORIGINALITY.**

 **SAN ANTONIO**

[VISITSANANTONIO.COM](http://VISITSANANTONIO.COM)





<https://vimeo.com/716827229>

CLICK LINK TO PLAY



<https://vimeo.com/716086128>

CLICK LINK TO PLAY



<https://vimeo.com/716533051>

CLICK LINK TO PLAY



<https://vimeo.com/716559935>

CLICK LINK TO PLAY



**\$15.1M****EARNED MEDIA  
VALUE****100****HOSTED  
MEDIA****500****SECURED  
MEDIA PLACEMENTS  
FEATURING SAN ANTONIO**

## TRAVEL+ LEISURE

San Antonio voted to 2022 **Travel+Leisure's** top 10 (#9) cities in the U.S. in their annual World's Best Awards readers' poll – the only Texas city included in the top 10. Additionally, for Top 10 Resorts in Texas, JW Marriott San Antonio Hill Country Resort & Spa came in at #7, La Cantera Resort & Spa came at #8 and Hyatt Regency Hill Country Resort & Spa at #10.



Recognized as one of "The 10 Friendliest Cities in the U.S." by **Condé Nast Traveler's** Readers' Choice Awards.

## EATER

**Eater** picked San Antonio as one of its 13 "Destinations to Eat at in 2022."



A study by luxury travel company Kuoni of over 450,000 **TripAdvisor reviews** found The San Antonio River Walk among the "Top 10 Most Beautiful Sights in the U.S."



Included in **Attractions of America's** "Top 10 New Year's Eve Destinations in the USA."



**WalletHub's** research into "2022's Best Summer Travel Destinations" found San Antonio to be in the Top 10 in the country.



In a list of "Every State's Most Family-Friendly City," **TravelPulse** named San Antonio as the most family-friendly city in Texas.

## Southern Living

In **Southern Living** magazine's South's Best Awards, the Alamo City earns a top 10 ranking for "The South's Best Family Getaways 2022."



San Antonio was selected as one of "The 10 Best Places to Visit in the United States in 2022" by **Vive USA (Mexico)**.



### Black-owned restaurants and other food businesses in Texas



By Jane Naylor  
January 01, 2022

Family and cultural traditions flavor the menus at these Black-owned restaurants and culinary enterprises throughout Texas. Here's just a handful of the many delicious discoveries worth putting on your road trip bucket list.

### San Antonio



Weathered Souls Brewing Company co-owner Marcus Basterville. (Photo courtesy Weathered Souls Brewing Company)

Marcus Basterville rocked the beer universe in the summer of 2020 by launching his Black is Beautiful initiative. Co-owner of **Weathered Souls Brewing Company** in the Alamo City, he shared his secret toast recipe and invited breweries to use it or create their own version and name it Black is Beautiful. He requested that breweries donate all proceeds from that beer's sales to local charities and organizations that support equality, inclusion, and social justice. At press time, more than 1,200 breweries in all 50 states and 22 countries were participating.



Grilled jerk chicken with rice, peas and cabbage slaw. (Photo courtesy The Jerk Shack)

Head over to **The Jerk Shack** for Caribbean flavors inspired by chef-owner Nicola Blaque's trip to her Jamaica homeland a few years ago. The restaurant's biggest hits are its spicy-smoky jerk chicken and jerk pork, which you can **enjoy in toques** with pineapple, cabbage, and cilantro-lime avocado cream.



The Jerk Shack chef-owner Nicola Blaque. (Photo courtesy The Jerk Shack)

Blaque opened her sister restaurant, **MI Roll**, at **The Pearl** in 2020; it specializes in wraps and bowls with Caribbean-inspired fillings.

Just south of downtown, **Tony G's Soul Food** gets top marks for favorites like smothered pork chops with collard greens, okra, and grits, as well as the best fried chicken around. Tony G's and its owner, Tony Gadney, won additional fans by providing meals to first responders during the pandemic.

### TRAVEL+LEISURE

## The Best Places to Travel in May

These are the best places to travel in May 2022.

By Patricia Delaney  
March 18, 2022

It's time to enjoy the outdoors, so our list of the best places to travel in May includes national parks — one of the oldest, Yosemite, along with an introduction to the newest, New River Gorge, in West Virginia. Greater Zion is home to Zion National Park, and if you prefer wine with your scenery, why not plan a visit to Oregon's Willamette Valley.

Small towns are blossoming in spring, and we present Cashiers, North Carolina and Greenville, South Carolina along with perennial favorites, San Antonio and Williamsburg, Oceanside, California has a walk-on role in a new movie. When an island vacation is called for, consider San Juan, just a few hours from Miami, or a bit further away, Madeira, Portugal. Italy's Amalfi Coast welcomes fewer visitors in May before the summer tourist season.

### San Antonio, Texas



CREDIT: MARIAH TYLER

Spend a spring day along the **River Walk**, biking, strolling, kayaking, or canoeing. May weather in the mid-80s is ideal for visiting the **San Antonio Zoo** and **Natural Bridge Wildlife Ranch** as well as exploring the **Natural Bridge Caverns** for a tour of underground natural formations formed over millions of years. Families will also enjoy the entertainment and rides at **Six Flags Fiesta Texas** and **Seaworld**. Return to the 15-mile waterway in the evening for dinner, shopping, and a stay at **Thompson San Antonio - Riverwalk** for their spa, cocktails, pool, or all-day **Landrace**, helmed by James Beard Award finalist chef Steve McHugh.

### Where to Eat, Stay, and Play in San Antonio

The second most populous city in Texas has cutting-edge cuisine, jazz bars, and a UNESCO World Heritage Site.

BY YOUNG EVANSTON  
JULY 24, 2022

It's an understatement to say that the 300-year-old city of **San Antonio** has a storied past. In the same day, you can take in grand turns-of-the-century estates built by German settlers in the King William neighborhood, then explore 18th-century Spanish missions and an iconic battleground for Texas' fight for independence from Mexico. The happening Pearl District is a prime example of the city's knack for historic preservation. It's also where you'll find chefs, artists, and shopkeepers eager to leave their own mark.

Getting to and around San Antonio is easy. Fly into San Antonio International Airport and from there, it's a quick 10-minute jaunt downtown. The River Walk makes it possible to explore on foot, by bike, or even by water taxi. And while the seventh largest city in the United States offers plenty to keep you entertained, it's never a bad idea to tack on a trip to the nearby Hill Country or extend your stay in the Lone Star State with a stopover in Austin, an hour and a half away.



Experience A Quintess  
Afternoon 1

### AFAR

## Phil Collins Loves This Texas City, and You Will Too

Deep in the historical city of San Antonio, new developments are brewing.

By [unintelligible]



San Antonio has had a long record of attracting history buffs since the ground was first broken for the Texas Republic. Remember the Alamo? Well, this city is also embracing the new. A preservation and expansion project at the **Alamo**, which is adding a new exhibit hall and collections building housing regional, state, and national documents, is set to open this year to reveal the city's rich southern Texas city. But that's not all. San Antonio has also been reported to undergo a series of updates, including the recently renovated Pearl District, which is home to several new cafes and trendy bars.

## The New York Times

### Celebrating Black History Month? These 5 Cities Are Going All Out

Honoring all things **African-American**, with performances, river cruises, exhibitions and more, in Richmond, Va., Portland, Ore., Philadelphia, Cleveland and San Antonio.

Feb. 9, 2022



In February, the **San Antonio African American Community Archive and Museum** will offer a river cruise that highlights the city's Black culture and **history**. **San Antonio African American Community Archive and Museum**

When the historian and journalist Carter G. Woodson proposed the first Negro History Week in 1926, he hardly imagined what would eventually become a monthlong celebration of Black history and culture across the nation. Today, every single state commemorates Black History Month in some fashion, acknowledging the trailblazers of the past, celebrating those making waves in the present, and honoring all the African Americans who have shaped the United States through both triumphs and unimaginable trauma. Below are five cities to explore during Black History Month.

Published in Momentum

Janice R Littlejohn  
Jun 20 · 10 min read

### 'Don't Forget the (Black) Cowboys'

Black cowboys, ranchers and historians are revealing a vivid chapter of the American story.



Myrtle Dightman, known as "The Jackie Robinson of Professional Rodeo," broke the color barrier in professional bull riding in 1964 as the first African American to compete in the National Finals Rodeo. — Witte Museum

After being corralled for two years, Black ropers and riders of the **Bill Pickett Invitational Rodeo** are saddling up once again for the summer — and their first live tour since the outbreak of the coronavirus pandemic, with showcases scheduled in Los Angeles, Oakland, Atlanta, and the Washington, D.C., area — and tickets are selling fast!

The Witte Museum in San Antonio, Texas, featured an extensive exhibition, **"Black Cowboys: An American Story,"** detailing the stories of the men, women and children — some enslaved, some free — who were an integral part of ranching and the cattle drives in Texas long before the Civil War and throughout the turn of the 20th century whose contributions to the American West and the U.S. cattle industry have long been buried.

Ronald W. Davis II, a Ph.D. candidate in the history department at the University of Texas in Austin who curated the "Black Cowboys" exhibition with longtime arts advocate Aaronetta Pierce, says the legacy of Black cowboys has been "denigrated, marginalized, and erased." The exhibition which ran through April — parts of it can now be viewed online — revealed how deeply Black cowboys were to the ecology and economy of the Americas. "We're making sure we do justice to these people," Davis says, "who were denied justice in their lifetime."

### EL FINANCIERO

## San Antonio, la ciudad en la que siempre

El destino ha extendido su oferta gastronómica, de entretenimiento y de familia siempre quede sorprendido.



Por EISA MULTIMEDIOS  
mayo 06, 2022 | 14:14 pm hrs

### River Walk

Uno de los principales atractivos de San Antonio es el río San Antonio, que encuentra muchos restaurantes, bares y hoteles. La río amenzar los recorridos a la orilla de este caudal y que ha sido una gran semana.

Entre las actividades que se pueden hacer está el kayak, la bicicleta en el borde del río, etc. Sin duda, se puede disfrutar a lo largo de esta urbe.

### TRAVEL+LEISURE

## 5 Cities Celebrating History Month With Exhibits, New Monuments

These cities have year-round museums, monuments, and history.

Cities around the U.S. are gearing up to celebrate and revitalize museums, galleries, and special events in their country. Though the vast and varied history of Black people is recognized all year — from the struggles, triumphs and progress that has yet to be made — travelers looking for History Month can head to these cities to learn from Black community.

### San Antonio, Texas



CREDIT: COURTESY OF THE WITTE MUSEUM

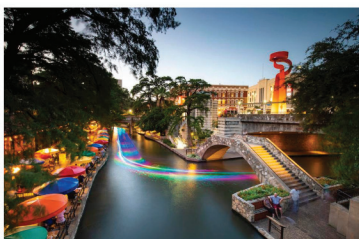
San Antonio is home to the nation's largest MLK Jr. statue, the scene not only for Black History Month, but also for the city's diversity. Travelers can start with a stop at the recently added statue titled "Spheres of Reflection" and phrases most used by Dr. King. The Witte Museum, is also worth a visit, especially with the "American Story" exhibit, which opened in November and tells the little-known history of Black people in the Wild West.

### Forbes

## New Wine + Food Festival Celebrates Texas' Gastronomy, Partners With James Beard Foundation

Michele Herrmann Contributor @  
I write about destinations, travel news/trends, dining and culture.

Follow



The San Antonio River Walk is among the locations for the inaugural "Tasting Texas Wine + Food ... [+]" VISIT SAN ANTONIO

Held in part with the James Beard Foundation, an inaugural



## 10 weird and wonderful places in the US as it drops Covid tests for Brits

Weird and wonderful attractions in the USA as its entry rules for Brits change and Covid tests are ditched, including a clown motel, glass beach and a canyon 'skywalk'

SHARE

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Comments

By

Shahin Farooq

Travel News Reporter

14th, 14th Jun 2022

TRAVEL

### San Antonio River Walk, Texas



## DAILY BEAST

## This 'Lame' American City Is a Bona Fide Feast



San Antonio is more than the River Walk and basketball. It's a city that rewards the curious and the hungry.

Brandon Whitehead  
Published May 17, 2022 3:59AM ET



**Reached 1,200 travel trade professionals** through sales missions, virtual sessions and in-person calls.

**Hosted six international and domestic familiarization trips** and introduced 39 travel trade clients to the destination.

**323 in-person appointments** were taken at international and domestic trade shows.

Executed **20 destination training sessions** and **trained 929 travel trade specialists.**

Coordinated five key events and hosted **92 new and existing clients.**

**Implemented 68 programs or promotions** to increase awareness and promote San Antonio.



## KEY HIGHLIGHTS

Contracting representation in the United Kingdom so that San Antonio has an in-market presence, with the goal of increasing visitation from this market.



**4,250 ROOM NIGHTS FOR A REVENUE TOTAL OF \$589,285**



The Hotelbeds Campaign was launched successfully and will run from August 1 to November 30, 2022. The promotion includes messaging through Hotelbeds and Bedsonline channels. The four-month campaign includes promotion throughout the U.S., Canada, Mexico, the United Kingdom and Germany. The initial results of the campaign, as of August 2022 were 4,250 room nights for a revenue total of \$589,285. 50% of these room nights were consumed in August, with the remainder booked through November.



Our participation with Virtuoso Luxury Travel Advisors included a full-blown marketing campaign, targeting the thousands of luxury travel advisors that included dashboard ads, email campaigns, featured editorial and webinars. In addition, staff attended Virtuoso Travel Week and conducted 104 one-on-one meetings with Luxury Travel Advisors and shared details that will make their travelers' visit to San Antonio unique.



Launched a new campaign with Amadeus this year. This GDS banner advertising ran August 1 – November 1, 2022. Messaging targeted travel agents using Amadeus and is based on booking windows for San Antonio, targeting key domestic source markets.





**Achieved an overall  
Service Rating**

**3.9/4.0**

### TICKETS

SOLD TO SAN ANTONIO AREA  
ATTRACTIONS, TOURS AND  
BUS TRANSPORTATION

**19k**

### VISITORS

SERVED IN  
FISCAL YEAR 2022

**245k**

### SALES

GENERATED  
REVENUE

**\$763K**















# 532K

**TOTAL CONVENTION  
ROOM NIGHTS BOOKED**

## ECONOMIC IMPACT

Total for 508 events booked

### \$373M

Booked 72 total events at the  
Henry B. Gonzalez Convention Center

### \$238M

## SHORT-TERM BOOKINGS

(36 MONTHS) (10/1/21 – 10/1/24)

### CONVENTION CENTER

45 of the 72, or 62.5%,  
of convention center bookings  
were for the short term

### TOTAL EVENTS

459 events of the 508 total booked – 90.4%

## ROOM NIGHTS BOOKED

TARGET

### 456,585

ACTUAL

### 532,454

PERCENT TO TARGET

### 116.6%

## LEAD GOAL

GOAL

### 1,605

ACTUAL

### 2,746

PERCENT TO GOAL

### 171%



## HIGHLIGHTS:

This year, the team continued to address issues regarding the impact of COVID-19 by taking a proactive role with communications and outreach to definite groups through 2023 to engage, update and support as the pandemic progressed. Working alongside the Marketing and Communications team, we worked to offer destination marketing support to help boost attendance for all groups convening in San Antonio this year.

Destination Experience provides world-class support services for groups of all sizes. Our professional offerings include guiding meeting planners as they navigate the authentic brand story of the city and connecting groups with the local community to give back through social responsibility activities, providing comprehensive welcome programs, development of microsites, temporary event staffing, referrals to partners (service providers, venues, restaurants, speakers, etc.), providing collateral produced by Visit San Antonio (maps, restaurant guides, discount programs) and more. An overarching goal for the team is to boost attendance for incoming groups by curating and sharing the brand story of San Antonio for meeting planners.

## KEY ACCOMPLISHMENTS

Overall  
Destination  
Experience  
Satisfaction Score

3.9/4.0

Provided elevated destination support services to **307 conventions**, meetings and events that convened in San Antonio that boasted **476K attendees**.



Executed **89** authentic San Antonio client/group experiences during planning site visits.



Completed in-person Prior Year Promotion opportunities for **15 groups** definite for 2023 to enhance attendance building initiatives for the destination reaching over **119,500 attendees**.

## FISCAL YEAR IN REVIEW

GROUPS SERVED

676

ATTENDANCE

479K

TOTAL ROOM  
NIGHTS

624K

EIC

\$417M

JOBS SUPPORTED

193K



Integrated storyteller marketing platform into special events by featuring local culinary experts, artisans, musicians and artists showcasing local brands for in-market and out-of-market client engagement events.



Launched new e-toolbox tutorial video for meeting planners.



Played an integral role in the planning and execution of Routes America, a high-profile air service development convention.

## ATTENDANCE SPOTLIGHTS

Texas High School Coaches celebrated their 90th Anniversary of Coaching School in July 2022 in San Antonio with their largest attendance to date with **16,452 attendees.**



An extraordinary year for the San Japan Anime Convention, whose attendance over Labor Day weekend broke a record with **21,149 attendees.**





# COMMUNITY & GOVERNMENT RELATIONS





## MEMBERSHIP



### MEMBERS

625

### MEMBER RETENTION

90%

### PROJECTED REVENUE

\$420K

Exceeded goal of 545 members. As of September 1, VSA's membership count is 625 members, at **115% of stated goal**.

Added **131 new members** since January 2022 launch of new membership program – an increase of 27% from previous year-end membership count (494).

**Hosted 15 in-person and virtual events** with 840 members and strategic partners participating.

**Kicked off DEI** efforts to track small, disadvantaged, women, minority, LGBTQ+ and veteran-owned businesses and diversify membership.

**Certified over 109 CTAs**, boosting our city's front line of tourism ambassadors to provide positive experiences to visitors.

**Provided member services**, such as industry updates, workforce assistance, safety training and scholarship funding for tourism/hospitality/culinary arts students.

Supported the City of San Antonio's goal of **elevating arts and culture** by bringing on and engaging 37 new arts and culture members.





# GOVERNMENT RELATIONS

## TOP 3 ACCOMPLISHMENTS

# 1

### FEDERAL

#### THE AMERICAN RESCUE PLAN ACT (ARPA)

ARPA's **\$1.9 trillion** COVID-19 relief funding package included the following assistance for the hospitality industry:

- ▶ Paycheck Protection Program
- ▶ Employee Retention Tax Credit
- ▶ Shuttered Venue Operator Grants
- ▶ SBA Express Loans
- ▶ Economic Injury Disaster Loan Program
- ▶ Coronavirus Relief Fund
- ▶ Restaurant Revitalization Fund
- ▶ Coronavirus State and Local Fiscal Recovery Funds

# 2

### FEDERAL

#### CONSOLIDATED APPROPRIATIONS ACT FOR FISCAL YEAR 2022 (OMNIBUS APPROPRIATIONS BILL)

The **\$1.5 trillion** Consolidated Appropriations Act for Fiscal Year 2022 included a number of funding and programmatic wins for the travel and tourism industry, including:

- ▶ \$250 million in funding for Brand USA that will help the nation's destination marketing organizations foment international visitation.
- ▶ Allowing the Department of Homeland Security to exempt returning H-2B workers from the statutory cap on H-2B visas.
- ▶ Requiring the State Department to create an action plan to address visa application wait times.
- ▶ Authorizing the State Department to use certain fee income and unspent funds from previous years to restore consular services and more.

## 3

## STATE

## AMERICAN RESCUE PLAN ACT (ARPA) STATE OF TEXAS

The State of Texas received funding through the American Rescue Plan Act (ARPA) for a variety of statewide purposes, including setting aside funding for the travel and tourism industry.

The Texas Travel Industry Recovery Grant Program (TTIR) provided **\$180 million** in funding for the Trusteed Programs within the Office of the Governor: Travel, Tourism and Hospitality Grants.

The TTIR program will support the Texas tourism, travel and hospitality industry by making grant funds available to businesses negatively impacted by COVID-19. Applicants in the following industries are eligible for a one-time grant of up to \$20,000:

- ▶ Arts
- ▶ Entertainment and recreation
- ▶ Food services and drinking places
- ▶ Traveler accommodation
- ▶ RV parks and recreational camps
- ▶ Traveler arrangement and reservation services
- ▶ Convention and tradeshow organizers
- ▶ Breweries, wineries, distilleries and more





# RIVER WALK

## TOP 3 ACCOMPLISHMENTS

1



**The 40th Annual Ford Holiday River Parade and Holiday Lighting Ceremony (first since COVID)** was themed 40 Years of Magic with a magical Grand Marshal, Willy Wonka. The parade aired live with a syndication in over 125 TV markets with 185 airings during December. The parade had an estimated 1 million viewers.

2

### **Bud Light St. Patrick's River Parade**

had record breaking attendance. For the first time ever, the parade extended to the Museum Reach portion of the River Walk. Revelers enjoyed seeing the green river and the parade from the Locks & Dam to the Pearl.



3



### **The River Walk added a new event this year in June: The Bud Light Pride River Parade & Festival.**

The new parade was met with great community support and great attendance and participation by many San Antonio businesses. It was a sellout for sponsorships. The parade went around the downtown and Museum Reach portions of the River Walk.



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**Chamber**  
San Antonio LGBT Chamber,  
The Witte Museum

**DEBORAH OMOWALE JARMON**

**Arts/Culture/Music**  
San Antonio African American  
Community Archive & Museum

**DR. ADRIANA ROCHA GARCIA**

**Appointment by Mayor**  
City Council, District 4

**PHYLLIS VIAGRAN**

**Appointment by Mayor**  
City Council, District 3

**RUSTY WALLACE**

**Hotel and Lodging**  
Omni Hotels

**ERIK WALSH**

**Appointment by City Manager**  
City of San Antonio,  
City Manager

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