



Global
HORIZONS

VISIT  **SAN ANTONIO**

Annual **REPORT**

FISCAL YEAR 2023

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VISION

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

MISSION

Bringing the World to San Antonio

SHORT-TERM MISSION

Lead San Antonio through recovery



Letter from the *CEO*

Dear Valued Partners,

I am delighted to share the 2023 Visit San Antonio Annual Report with you.

As we look ahead to "Global Horizons," we are thankful for another year filled with unwavering support from the City of San Antonio and you, our stakeholders and members. Throughout the year, we have witnessed the power of collaboration and innovation as we conquered considerable achievements against difficult odds. Even in moments that could have been improved, our collective efforts propelled us forward, allowing us to navigate challenges and seize opportunities. We cannot thank our partners and supporters enough for all that was done to ensure the success of fiscal year 2023!

Over the past two-and-a-half years, I have urged all of us to embrace San Antonio's journey in building and growing into a global brand that is aspirational, growth-oriented and evolving, yet continues to protect our 305-year-old history, culture and heritage.

The achievements outlined in this report showcase our commitment to promoting San Antonio's bold spirit and historic legacies, making it an ideal getaway for business or leisure. From generating the highest economic impact and tax revenue in the city's history, to being a valuable resource and elevating our members and partners, this Annual Report celebrates the power of Tourism and Hospitality and the significant role our industry plays in the economic vitality of our region.

As we set our sights on the future, we do so with purpose and anticipation. The "Global Horizons" that await us hold boundless potential. I am confident that with your continued support, we will reach new heights of success. Together, we are writing the next chapter of San Antonio's story, and I am excited about what lies ahead for our remarkable city.

With warm regards,



A handwritten signature in black ink, appearing to read "Marc Anderson". The signature is fluid and stylized, with a long horizontal line extending from the end.

Marc Anderson

President & CEO, Visit San Antonio

Letter from the *VSA & TPID Board Chairs*

Dear Valued Partners,

It has been an honor to collaborate with you throughout the past fiscal year.

During this period, we collectively illustrated that San Antonio is a metropolis marked by a deeply ingrained sense of community, which promotes an inviting and diverse atmosphere. Despite unforeseen obstacles—such as those encountered in the summer of 2023—we adapted and refined our strategic initiatives to better support our partners. Our unified team successfully orchestrated a seminal event, IPW 2023, demonstrating the strength of our collective purpose. We are now setting our sights on achieving further milestones with Cvent CONNECT 2024.

Our 2023 Annual Report outlines the efficacy of Visit San Antonio's short-term sales initiatives in generating increased demand and attracting new clients, thus realizing a significant return on new business investments. The report also discusses our collaboration with Google Arts and Culture in constructing an extensive digital archive that celebrates San Antonio's historical and cultural legacy. This initiative, in conjunction with the creation of San Antonio's inaugural virtual immersive city, known as 210Plaza.com, expresses our intent to leverage new technologies and revolutionize destination marketing, attracting new visitors. Furthermore, over the course of two years, Visit San Antonio has expanded its international representation to include Mexico, the United Kingdom, Germany, and China.

We wish to express our sincere appreciation to each member of the Visit San Antonio and TPID Board of Directors. Their unwavering commitment and confidence in the mission of Visit San Antonio—to globalize San Antonio's reach—have been pivotal to our accomplishments and the ongoing economic development of San Antonio. Additionally, we commend the tireless efforts of the Visit San Antonio Team and look forward to realizing even greater successes in the upcoming fiscal year 2024.

Sincerely,



A handwritten signature in black ink, appearing to read 'Philip Stamm'.

Philip Stamm

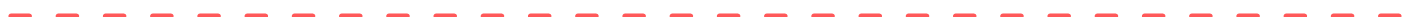
Board Chair, Visit San Antonio
Area VP & GM, Grand Hyatt & Hyatt Regency San Antonio



A handwritten signature in black ink, appearing to read 'Avinash Bhakta'.

Avinash Bhakta

Board Chair, San Antonio TPID
President, ABH Hospitality Management





The Success and Legacy of *IPW San Antonio*

The Success and Legacy of *IPW San Antonio*



Key Highlights for FY 2023

- From May 20-24, the U.S. Travel Association's IPW met in San Antonio for the first time in its 50+ year history. IPW is the largest generator of inbound travel to the United States.
- IPW 2023 was a spectacular opportunity to showcase San Antonio as a destination that will drive strong ROI to our community for years to come.

Metrics

Generated **\$13.6M** in **economic impact in 2023**



TEXAS

- **\$1B** in international visitor spending

SAN ANTONIO

- **395K** new international visitors
- **\$614M** in international visitor spending

(in the three years following hosting)

Approximately **5K domestic and international** attendees, including:

1K+ buyers **400+ media**



Business Opportunities

IPW 2023 brought three full days of business meetings to the Henry B. González Convention Center. Each day started and ended with the Real & True Plaza, where delegates were treated to **destination-themed activations**.

Visit San Antonio and partners conducted **470 appointments**.

730 media and buyers experienced citywide tours, showcasing San Antonio's arts, culture, history, culinary, and more.

San Antonio networked and showcased through multiple opportunities:

- U.S. Travel Association Chairman's Circle Honors at the Tobin Center for the Performing Arts
- Press brunch at The Witte Museum
- Tourism Cares on the River Walk and Confluence Park
- Viva San Antonio! at La Villita
- Festival del Rio on the River Walk
- Open Night at the Pearl, Legacy Park, and Saga at San Fernando Cathedral
- Travel Texas' Let's Texas at the Alamo

The Success and Legacy of *IPW San Antonio*



A City Coming Together

IPW 2023 brought the community together as **ONE** team:

- Public and private collaborations
- **300+** community organizations and businesses across all ten council districts
- Approximately **\$2M** of in-kind support
- **600+** volunteers



Visit San Antonio and the City of San Antonio produced **legacy elements** that will benefit future visitors, delegates and residents. For example:

- Murals
- Lighting: River Walk, Losoya Street, LED light poles on select streets
- Barge designs for future parades
- Landscaping
- Painting on select street crossings and curbs
- Portable Wi-Fi



Looking Ahead for FY 2024



Visit San Antonio commissioned a global marketing research firm for destination marketing organizations. Rockport Analytics will monitor and provide detailed reports, on the projected success of IPW, over the next three (3) years.



Implementation of the IPW Legacy Plan is three-pronged (marketing, media relations, and tourism development). The plan will generate, grow, and drive awareness of San Antonio as a top U.S. destination and target Visit San Antonio global markets.

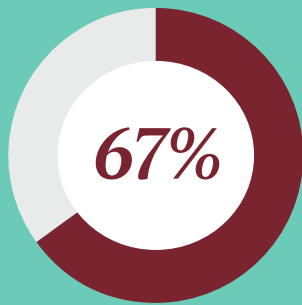


Financials & Economic Impact

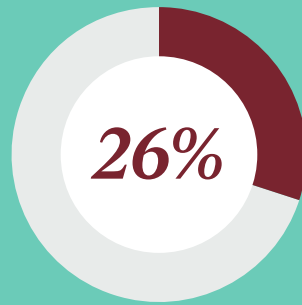
FY 2023 *Financial Overview*

\$39 MILLION

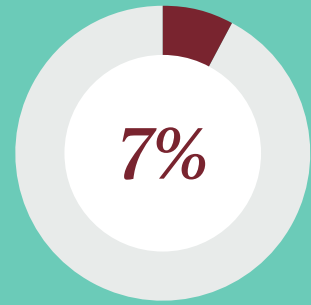
Source of Funds



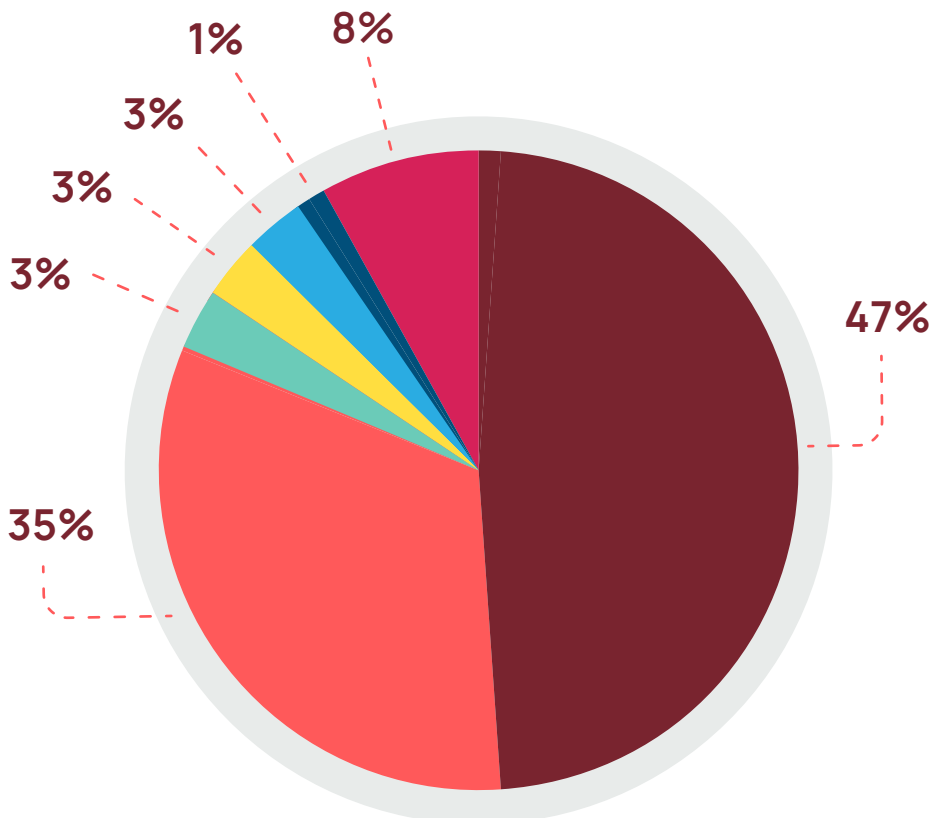
HOTEL OCCUPANCY
TAX - CITY CONTRACT



TOURISM PUBLIC IMPROVEMENT
DISTRICT ASSESSMENT FEES



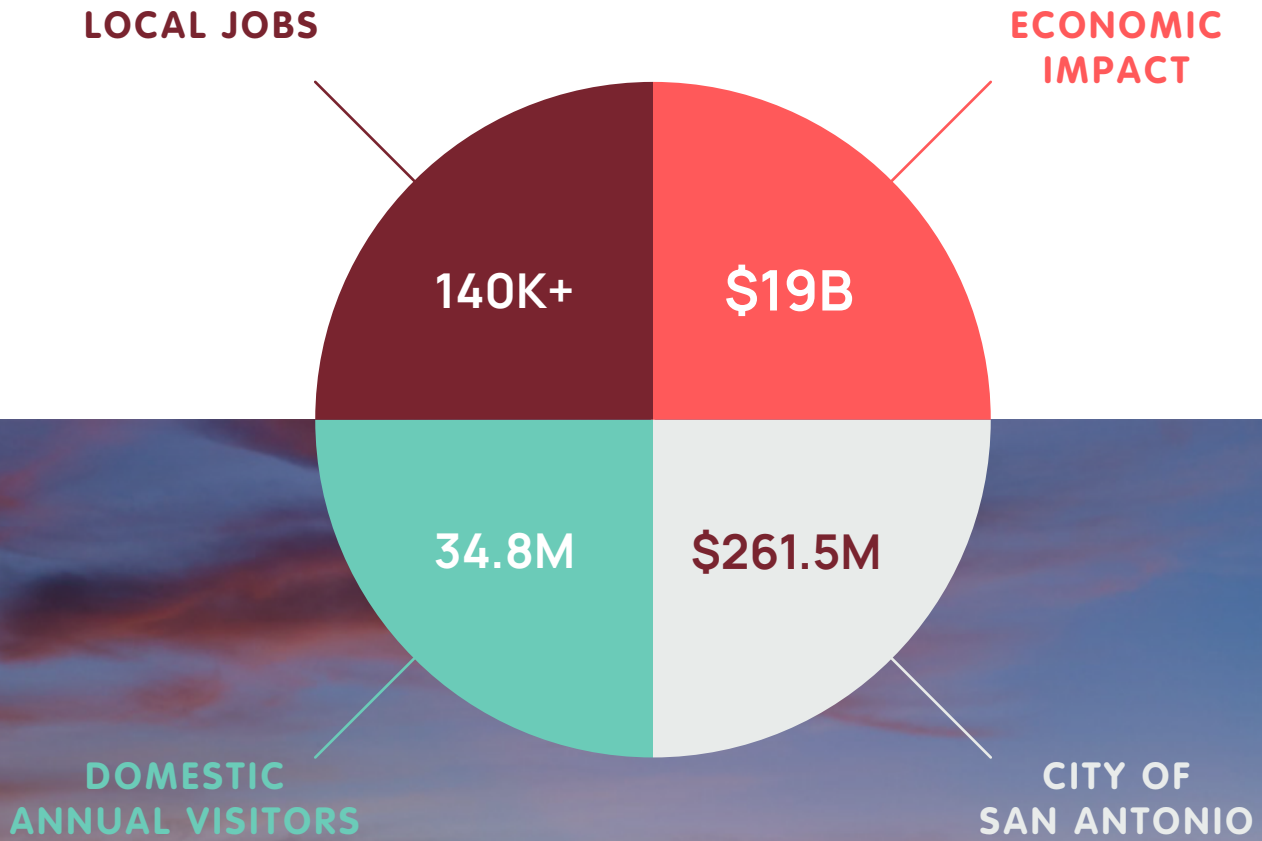
PRIVATE
REVENUE



Use of Funds

- Storytelling - Marketing, Communications, Tourism
- Destination Sales & Experience
- Partner & Community Relations
- Visitor Information Center
- River Walk
- Industry Partnerships
- Administration & Contingency

Calendar Year 2022 *Economic Impact*



Calendar YTD 2023

Hotel Snapshot – *San Antonio Metro*

Occupancy Rate

62%

Average Daily Rate

\$129.40

Revenue Per
Available Room

\$80.28

Room Revenue

\$1.1 BILLION



Storytelling

Marketing



Google Arts & Culture

restoftheworld

Key Highlights for FY 2023

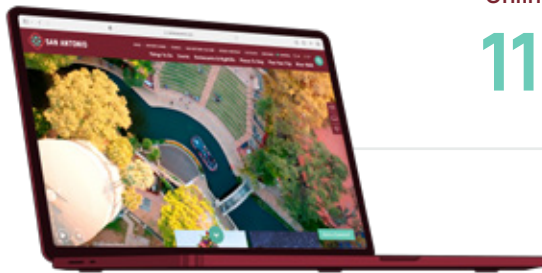
- Launched San Antonio into the **Metaverse** for the first time.
- In partnership with Google, Visit San Antonio launched the San Antonio Arts & Culture project on Google. San Antonio was one of seven cities chosen to be **featured** on the **Google Arts & Culture** platform.
- Contracted a **new advertising agency** to evolve the “Real & True” campaign.

Metrics

VISITSANANTONIO.COM

Online Engagement

111.9M



Web Sessions at
VisitSanAntonio.com

5.4M

Page Views

9.3M

Exits to
Members' Pages

213K

Digital Visitor's
Guide Reads

105.9K



@VISITSANANTONIO

FOLLOWERS

623K+

155K+

69K+

45K+

11K+

1.9K+

11K+

ENGAGEMENT

5.2M

Includes U.S., Canada,
Mexico and UK

422K

Includes U.S., Canada,
Mexico and UK

21K

958K

958K

17.9M

N/A

Looking Ahead for FY 2024



Launch new websites for Visit San Antonio and the River Walk, integrating artificial intelligence.



Implement phase two of the Metaverse based on performance to enhance the user experience, increase audience engagement with content, and incorporate partner opportunities.



Deploy social media plans in China and Germany to begin building and engaging audiences about San Antonio as a leisure and business travel destination.

Communications & Media

Key Highlights for FY 2023

- Visit San Antonio added a ***new media relations manager*** to market and promote San Antonio nationally and internationally, while focusing on Mexico and China media relations.
- Partnered with UK's Travel and Tourism Marketing (TTM) agency to launch San Antonio's ***first overseas presence*** to increase visitation from UK travelers.
- Promoted local partner events, initiatives and festivals by ***securing a TV segment*** with KENS 5's "Great Day SA." The segment is meant to re-engage the local community to experience San Antonio's arts, cultural attractions, and the evolution of the city's culinary scenes.

Metrics

\$25.5M

Outer Market
Media Value

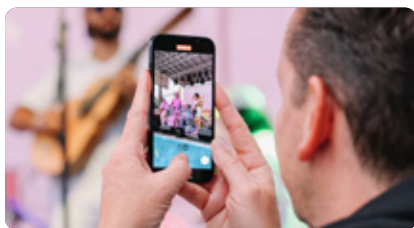
164

Hosted
Media

1K+

Secured
Media Placements

Looking Ahead for FY 2024



Establish and foster international media and influencer relationships and build upon the global media plan.



Leverage IPW's global exposure to solicit the European media market to host a major national television show and showcase San Antonio as a new and exciting destination.



Launch media relations initiatives in Germany and China to support the Visit San Antonio global expansion plan. Initiatives will focus on building a social media presence, in-market sales and media missions, media pitching and obtaining media coverage.

Tourism Development

SAN ANTONIO
CityPASS[®]



TRAVEL &
TOURISM
MARKETING

Key Highlights for FY 2023

- San Antonio *launched CityPASS* and became one of several cities that offers bundled savings for travelers who subscribe to the CityPASS mobile program.
- For the first time, representatives from Visit San Antonio, members of the San Antonio City Council, and nonprofit greater:SATX hosted a media mission to the United Kingdom. The mission launched the city's *global expansion initiative* to generate awareness, attract UK travelers to San Antonio, and build economic development.
- Visit San Antonio contracted with United Kingdom's Travel & Tourism Marketing (TTM), one of the *world's leading marketing firms* for outbound travel from the United Kingdom.

Metrics

Trained **1.7K+**
international and domestic
travel trade

Goal 1.1K

Air Service Development Program
(San Antonio International Airport,
greater:SATX and Visit San Antonio)
increased seat capacity to
6.4M

Goal 5.8M

2.5M
international
visitors

Goal 2.1M

Looking Ahead for FY 2024



Develop a strategy with key international airlines to promote the destination through vacation programs, promotions and involvement in Visit San Antonio promotions.



Partner with major credit cards to develop promotion programs to drive visitation.



Implement Phase Two of Visit San Antonio's Global Strategy, which includes activating China & Germany to increase international visitation and economic impact.



HENRY B. GONZÁLEZ
CONVENTION CENTER

Destination Sales & Experience

Sales

Key Highlights for FY 2023

- Two internal promotions were made to **provide a strategic focus** on business that will increase the size and number of events coming to San Antonio and expand into new business markets. Internal promotions included Tyler Orwig, who was promoted to vice president of Association and Trade Show Sales, and Lance Wheeler, who was promoted to vice president of Corporate and Intermediary Sales.
- Increased TPID Incentive Program funds for hotels, encouraging them to **attract group meetings during need-time periods**, fostering new relationships and driving demand.
- Developed and **executed an engagement strategy** to ensure continued business with Texas legacy associations, such as the Texas High School Coaches Association.
- Visit San Antonio strategized to attract larger business events to our city, aiming to drive increased attendance and **generate greater returns** for our convention center, hotels, and stakeholders:
 - The five-year average for Visit San Antonio citywide peak room nights (2015-2019) was 1,188 peak rooms
 - In 2023, we increased this by 16.25% to 1,381 average peak rooms
 - In 2024, we have increased this by 36% to 1,613 average peak rooms
 - In 2025, we have increased this by 106.3% to 2,451 average peak rooms

Metrics*

Total Convention Room Nights Booked 647K

ECONOMIC IMPACT

Total for 654 events booked

\$530M

Booked 108 total events
at the Henry B. González
Convention Center

\$359M

SHORT-TERM BOOKINGS

Convention Center

55

Total Events

563

ROOM NIGHTS BOOKED

Target

585K

Actual

647K+

Percentage to Target

111%

LEAD GOAL

Goal

2.5K

Actual

3.5K

Percentage to Goal

142%

Looking Ahead for FY 2024



Strengthen the focus by targeting select amateur regional, national and international sporting events. This will provide short-term economic impact, elevate media reach and fulfill need dates.



Via SATPID funding, pursue hosting Cvent CONNECT 2025 and other leading industry tradeshows and events that drive both short and long-term demand.



Continuing to increase the sales funnel leads through a strategic intermediary partnership with Maritz Global Events.

Destination Experience & Events

Key Highlights for FY 2023

- Achieved a perfect Destination Experience Survey Satisfaction **score of 4.0** and provided destination support to 58 citywide conventions.
- Executed 79 authentic San Antonio client/group experiences during site visits and completed promotion opportunities for 17 groups definite for 2024. These opportunities enhanced attendance-building initiatives for the destination, **reaching over 170,600 attendees**.
- Implemented a **Citywide Conference Enhancement Program**, in which nine groups received impactful "Welcome" digital signage in both airport terminals. In addition, hosted 14 citywide conference leadership celebrations gifting the "Heart of the City."

Metrics

588	529K	654K	\$464M	208K
Groups Served	Attendees	Room Nights	Economic Impact	Jobs Supported

Attendance Spotlight

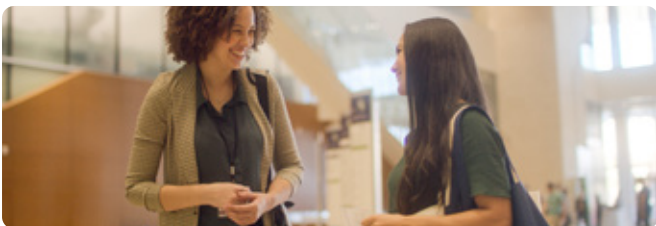


- 4K** on peak
- 16K** total room nights
- \$8.7M** in economic impact
- Record exhibitors and attendance for ASSP
 - 550** exhibits
 - 3K exhibitors
 - 5K attendees registered



- 5.3K** on peak, exceeding the 4.4K forecast
- Close to **18K** total room nights
- \$10.2M** in economic impact
- Largest attendance coming out of the COVID-19 pandemic

Looking Ahead for FY 2024



Expand on the successful Citywide Conference Enhancement Program to include drive-in conventions.



Rebrand and enhance Connect SA Initiative in partnership with greater:SATX.



Membership, River Walk & Government Relations

Membership

Key Highlights for FY 2023

- Collaborated with *over 22 members to deliver product presentations* to highlight members' products, services, facilities, and businesses.
- Conducted "Maximize Your Benefits" training sessions highlighting Visit San Antonio's strategic objectives and demonstrated available resources for members to *enhance their business endeavors*.
- Continuously *engage in and prioritize the recruitment of diverse members*, while tracking demographics to enhance visibility on Visit San Antonio's website. This approach underscores our unwavering commitment to fostering inclusive and equitable partnerships.

Metrics

Exceeded membership enrollment goal by 6.7%, adding **63 new members**.



As of Sept. 1, 2023, membership enrollment is at **688 active** Visit San Antonio members.

Achieved a **94%** membership retention rate for the current fiscal year, **surpassing** the previous retention rate by 4.4%.

Surpassed revenue goal by **\$26K** with a current fiscal year **projected revenue total of \$578K+**.

Looking Ahead for FY 2024



Enhance membership benefits by the end of fiscal year 2024. Members can receive a dedicated ROI tracking summary to showcase Visit San Antonio's membership value.



Increase "Maximize Your Benefits" programming for members, offering expanded educational classes to enrich member resources.



Relaunch of our in-house City Ambassador Program, collaborating closely with local city advocates to elevate the user experience and deepen knowledge about San Antonio. This revamped program offers strategic engagement and flexibility, making it accessible and convenient for many participants.

San Antonio Hospitality Foundation



ALAMO COLLEGES DISTRICT

St. Philip's College

UTSA®

iPROVECHO!
REAL FEAST. TRUE IMPACT.

Key Highlights for FY 2023

- The San Antonio Hospitality Foundation *established endowments* at St. Philip's College and the University of Texas at San Antonio (UTSA) in FY 2023.
- During National Travel and Tourism Week, Visit San Antonio *presented two \$28,000 checks* to St. Philip's College and UTSA, benefiting travel, tourism, culinary and hospitality programs.
- Launched first-ever major fundraising event, iProvecho!, an elevated culinary experience, *raising over \$14,000*.

Metrics



**Raised over
\$85K**
for hospitality
scholarships.



**Awarded scholarships to
five students**
at St. Philip's College and
UTSA.

Looking Ahead for FY 2024



River Walk Royalty candidates will increase fundraising goals for the 2024 hospitality scholarships with Coronation at the Arneson River Theatre.



Grow the iProvecho! experience to raise funds and bring awareness for the San Antonio Hospitality Foundation.

River Walk



Key Highlights for FY 2023

- The 41st annual Ford Holiday River Parade was themed Tastes & Traditions Around the World, and the Grand Marshal was the Grinch from the Majestic Theater's Broadway Production of "How the Grinch Stole Christmas! The Musical." This parade is televised and **syndicated to over 125 markets** with up to 200 airings during December.
- During the IPW Convention, the River Walk held the Festival Del Rio River Parade that highlighted San Antonio festivals depicted on the floats. **New uplighting for trees and artistic light structures** were permanently placed in designated River Walk areas.
- The River Walk held the second annual Bud Light Pride River Parade with **more attendance** than the year before. Our Grand Marshal was Ada Vox, a finalist on "America's Got Talent." The Bud Light Pride, Mardi Gras, and St. Patrick's Parades are held on the River Walk's downtown and Museum Reach portions.
- For **Hispanic Heritage Month**, the River Walk partnered with the Rey Feo Scholarship Foundation to hold the Rey Feo Superhero River Parade for Education.

Metrics

Hosted
26+ Events

River Walk parade
attendance ranged from
40K-54K Visitors

Up to
10K Visitors
attend River Walk
artisan shows

Looking Ahead for FY 2024



Launch a concert series, River Walk Live!, at the Arneson River Theatre, in partnership with Sony Music.



Launch a new River Walk website to improve user experience, enhance River Walk awareness, and promote River Walk events and venues.



Implementing new sound technology and enhancing the boat fleet to enhance the river parade experience.

Government Relations

Key Highlights for FY 2023

- Actively advocated for the passing of Texas Senate Bill 2220, facilitating the expansion and restoration of the Convention Center and funding the restoration of the Alamodome.
- Played a key role in supporting the passing of Texas Senate Bill 627, directing certain tax revenues towards Bexar County hotel and convention center projects.
- Backed the approval of the \$100 million State of Texas budget allocation for Texas film incentives, demonstrating support for the local film industry.
- Championed the protection of the Hotel Occupancy Tax (HOT tax), ensuring its exclusive use for tourism-related purposes and preventing its diversion.
- Endorsed the ongoing operations of the Office of the Governor Economic Development and Tourism, underscoring a commitment to state-level economic and tourism growth.

Looking Ahead for FY 2024



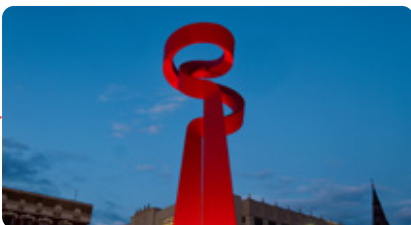
Work with Texas Representative Barbara Gervin-Hawkins and her staff in her new role as chair of the Texas Legislative Tourism Caucus.



Begin preliminary work on state and federal opportunities and concerns for the current year and the next legislative session.



Continue outreach to key stakeholders and local officials. Inform and educate about the importance and economic output of San Antonio's tourism industry.



Monitor state social issues that may adversely affect the local tourism community.



Actively participate in legislative committee hearings on the economic development of the tourism and hospitality industry.



URBAN DEVELOPMENT

Downtown San Antonio marks the heart of the Alamo City and is where the true essence of San Antonio comes alive. It carries the city's heritage and presents an opportunity for its future. In partnership with Centro San Antonio, Visit San Antonio will launch a downtown implementation plan focused on reimagining the city's center.

As San Antonio grows, so will the downtown experience, bringing more vibrancy through enhanced redevelopment, infrastructure, businesses, retail, events, and more.



Global
HORIZONS



Board Of Directors & Executive Management



VISIT SAN ANTONIO BOARD OF DIRECTORS

Executive Committee

PHILIP STAMM

Chair
Grand Hyatt & Hyatt Regency
San Antonio River Walk

HOPE ANDRADE

Vice Chair
GO RIO Cruises

JOHN CARBAJAL

Secretary
REALTOR, NAR, SABOR

JENNA SAUCEDO-HERRERA

Immediate Past Chair, Ex-Officio
greater:SATX

LORIS MENFI

Hotel & Lodging
San Antonio Rivercenter & Riverwalk
Hotels at Marriott International

MARC ANDERSON

President and CEO
Visit San Antonio

JEFF ARNDT

Transportation
VIA Metropolitan Transit

MAJ. GEN. JUAN G. AYALA

(USMC RET)
Military Affairs, Ex-Officio
City of San Antonio, Military and
Veteran Affairs Department

SANDRA J. BENCH, CMP, CASE

At Large
Freeman

AVINASH BHAKTA

**San Antonio Tourism Public
Improvement District**
ABH Hospitality Management, LLC.

PATRICIA MUZQUIZ-CANTOR

Convention & Sports Facilities
City of San Antonio, Convention, Sports &
Entertainment Facilities Department

DR. ADRIANA ROCHA GARCIA

Appointment by Mayor
City of San Antonio, City Council District 4

EDUARDO GARCIA

Heritage & Preservation
Stantec Architecture

DEBORAH OMOWALE JARMON

Arts/Culture/Music
San Antonio African American
Community Archive and Museum
(SAAACAM)

JAMES P. LIMBAUGH II (J.P.)

At Large
Silver Eagle Beverages

MICHELLE MADSON

Ex-Officio
San Antonio
Hotel & Lodging Association

TIM MORROW

Leisure
San Antonio Zoo

PRATIK PATEL

Hotel & Lodging
REM Hospitality

JESUS H. SAENZ, JR.

Aviation, Ex-Officio
City of San Antonio, Aviation Department

PHYLLIS VIAGRAN

Appointment by Mayor
City of San Antonio, City Council, District 3



TPID BOARD OF DIRECTORS

AVINASH BHAKTA

Chair, Zone 2
ABH Hospitality Management

MARIA MARTINEZ

Vice-Chair, Zone 1
The Westin Riverwalk

PHILIP STAMM

Secretary, Zone 1
Hyatt Hotels

HENRY FELDMAN

Immediate Past Chair, Zone 2
Martin Feldman Hospitality
Management

MARC ANDERSON

Ex-Officio
Visit San Antonio

RUPAL DOLLY PATEL

Zone 2
Dominion Hotel Management

ANDY HEARON

Zone 2
Presidian Hospitality

MICHELLE MADSON

Ex-Officio
San Antonio
Hotel & Lodging Association

LORIS MENFI

Zone 1
San Antonio Rivercenter & Riverwalk
Hotels at Marriott International

STEVE SMITH

Zone 2
Hyatt Regency Hill Country Resort & Spa

CHARLES STALLCUP

Zone 1
Phoenix Hospitality Group

BENITO VILLARREAL

Zone 1
Drury Hotels



VISIT SAN ANTONIO EXECUTIVE MANAGEMENT

MARC ANDERSON
President and CEO

TINA ARGUELLO
Sr. Executive Assistant to the CEO

DAVE KRUPINSKI
Chief Operating Officer

DAVID GONZALEZ
Vice President of Media Relations & Communications

NATALIE BALDERRAMA
Chief Financial Officer

MICHELLE MOON
Vice President of Partners, Experience and Events

ANDRES MUÑOZ
Chief Marketing Officer

TYLER ORWIG
Vice President of Association & Tradeshow Sales

JUSTIN MUÑOZ
Chief of Staff and Head of DEI

LANCE WHEELER
Vice President of Corporate and Intermediary Sales



Global
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