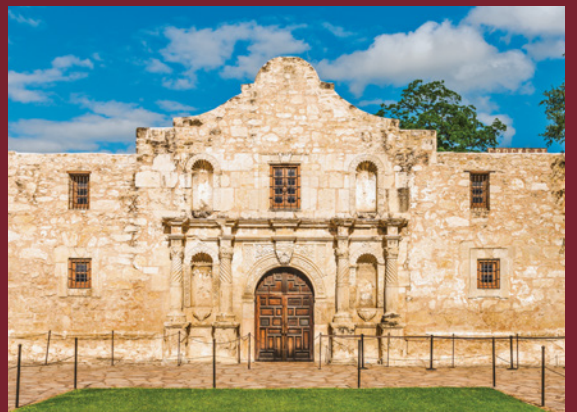




SAN ANTONIO 2030:
Journey to Excellence



ANNUAL
REPORT

FISCAL YEAR 2024



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SAN ANTONIO 2030:
Journey to Excellence



VISION

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

MISSION

Bringing the world to San Antonio.



Letter from the CEO



Dear Valued Partners,

I am proud of what we achieved in Fiscal Year 2024 (FY24), as San Antonio, a global destination, came to fruition by continuing our efforts in the UK and securing our representation agency in Germany. These accomplishments are a testament to our city's growing international appeal and the collaborative efforts that made this vision a reality. This immense effort could not have been possible without the support of our partners, city officials and the entire San Antonio community. However, this global focus has not deterred Visit San Antonio from its core mission of strategically driving demand from our primary regional market in Texas, neighboring states and key cities with non-stop air service to San Antonio. It proves, furthermore, that we achieve great things together, and as we look forward to 2025 and beyond, through our shared vision, we will create even more opportunities for growth, collaboration and success.

This 2024 Annual Report is a comprehensive reflection on our key milestones and achievements from FY24. It showcases the hard work and collaboration and highlights the strategic initiatives contributing to San Antonio's growing and evolving tourism and hospitality industry. Beyond celebrating these successes, the report also serves as a springboard for the future. It outlines strategies that will not only strengthen our local industry but enhance the overall San Antonio experience for visitors.

As you review the report, I trust you will share my enthusiasm for the future of Visit San Antonio and the exciting opportunities that lie ahead. On behalf of the entire team at Visit San Antonio, I would like to express my deepest gratitude for your unwavering support and commitment. Together, we look forward to another year of progress and to achieving even greater milestones in the future.

With warm regards,



Marc Anderson
President & CEO
Visit San Antonio

VSA & TPID Board Chair Joint Letter



Dear Valued Partners,

Fiscal Year 2024 (FY24) was surrounded with momentous moments, including the induction of the first female Chair to lead the Tourism Public Improvement District (TPID) and, for the first time, two Latina women serving as Chairs for both the Visit San Antonio Board and the TPID Board. These historic roles, along with a Board that is passionate about serving and embraces the responsibility of leading San Antonio's tourism and hospitality industry lay the groundwork for a future full of opportunity.

Throughout FY24, our collective efforts resulted in remarkable achievements that have significantly strengthened San Antonio's reputation as a premier destination for meetings and conventions. These accomplishments, which include a record-breaking economic impact of \$21.5 billion, the highest attendance for key meeting groups and securing first-time bookings, such as Cvent CONNECT 2024, are a testament to the hard work and dedication of Visit San Antonio and its partners. Our focus on attracting new business while fostering the growth of established conventions has had a profound impact, further solidifying San Antonio's standing as a premier business travel destination.

These key achievements and more are outlined in this year's Annual Report. We are especially excited about the new strategic plan, which will guide our efforts to enhance the visitor experience, attract even more high-profile events and increase our economic impact on the city and state. This plan will ensure that San Antonio remains competitive in the rapidly evolving tourism landscape.

As we look to the future, we are energized by the possibilities ahead. The stage has been set for continued success, and we are committed to working alongside each of you to capitalize on these opportunities. Together, we will drive sustainable growth, strengthen our community and elevate San Antonio's position as a world-class destination.

With warm regards,



Hope Andrade
Board Chair, Visit San Antonio
Co-Founder & Partner, GO RIO
San Antonio River Cruises



Maria Martinez
Board Chair, San Antonio TPID
General Manager, The Westin
Riverwalk, San Antonio

SAN ANTONIO 2030: *Journey to Excellence*



Objective

By 2030, we aim to establish San Antonio as a premier global destination for tourism and conventions, showcasing the "Real & True" American experiences. Through authentic storytelling, we will highlight the richness of our culture, history and diverse people.

Visit San Antonio will continue driving demand for all stakeholders, with the goal of achieving the following Key Performance Indicators (KPIs) by 2030:

- 67% hotel occupancy
- 830 total meetings and conventions booked
 - Including 123 events at the Henry B. González Convention Center
- 45.8 million total visitors

We will achieve these KPIs by continuing our successful growth strategy, focusing on concentric circles: protecting the drive market, expanding our reach across the U.S., bolstering our influence in key and emerging global markets and securing more meetings and conventions.

By aligning our strategy and prioritizing market segments, we will increase demand for all hotel and hospitality stakeholders, enhance positive media placements and generate enthusiastic word-of-mouth referrals. This approach will retain and excite existing customers while attracting new travelers to our vibrant city.

Primary Organizational Goals

	2024 Actual
Marketing: Online Engagement	150M
Communications: Placements/Media Value	1,220/\$32.5M
Membership: Partner Revenue Earned	\$685K
Total Number of Events Booked	752
Short Term Events Booked*	604
Total Leads	3,735
Total Citywides Booked	69
Corporate Citywides Booked*	13
Room Night Target	895,687

Strategic Priorities

- Storytelling
 - Leisure Marketing (paid)
 - Leisure Media/Communications (earned)
 - Global Development
- Meetings and Conventions
- River Walk
- Advocacy and Community Relations
- Talent Management and Team Development

*Included in Total Number of Events Booked and Total Citywides Booked



Texas Debut of Cvent CONNECT 2024



SAN ANTONIO 2030:
Journey to Excellence

Texas Debut of Cvent CONNECT 2024

Metrics

Record-Breaking Hybrid Attendees

4k

In-Person Attendees

6k

Virtual Attendees

\$7M+

Direct Economic Impact



Business Opportunities

Cvent is an industry-leading meetings, events and hospitality technology provider. It is one of the largest event and hospitality technology conferences in the world.

At its Texas debut, Visit San Antonio generated **45 new leads**, totaling **106,000 room nights** and a **\$46.6M** in potential Economic Impact for our community.



Looking Ahead for FY 2025

After the inaugural conference's success and overwhelmingly positive feedback about the Cvent CONNECT experience in San Antonio, the conference is returning to San Antonio to host **Cvent CONNECT 2025 on June 9-12, 2025.**



Financials & Economic Impact



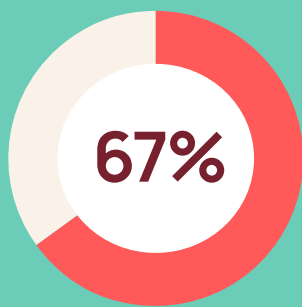
SAN ANTONIO 2030:
Journey to Excellence

FY 2024 Financial Overview

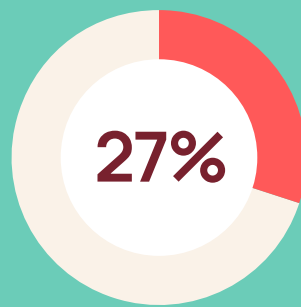


\$41 MILLION

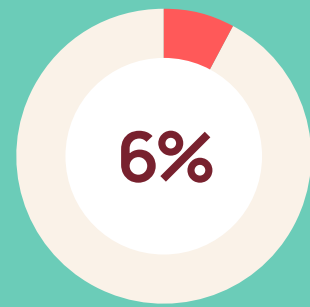
Source of Funds



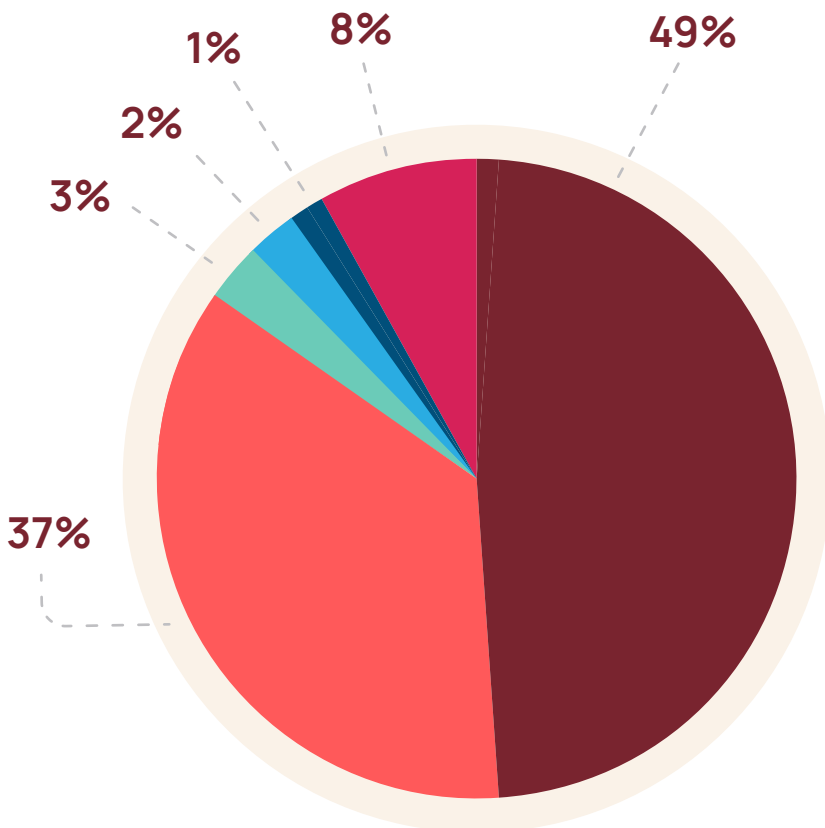
Hotel Occupancy Tax



Tourism Public Improvement District or TPID Assessment Fees



Private Revenue



Use of Funds

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

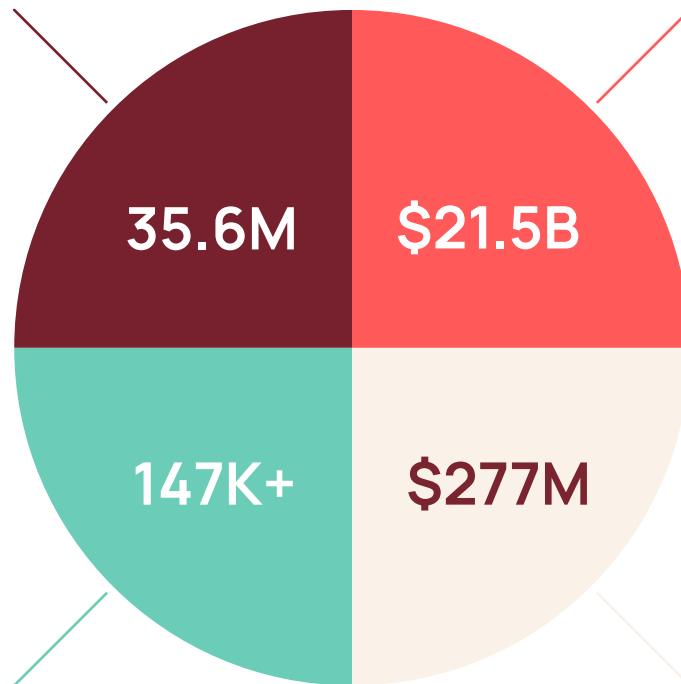
Figures are preliminary. Final figures are pending audit results.

Economic Impact Calendar Year 2023



DOMESTIC ANNUAL
VISITORS

ECONOMIC
IMPACT



LOCAL JOBS

CITY OF
SAN ANTONIO

District Breakdown

D1: 26%	D6: 12%
D2: 10%	D7: 6%
D3: 6%	D8: 15%
D4: 5%	D9: 10%
D5: 4%	D10: 6%

Figures from Tourism Economics



Calendar Year 2024



Hotel Snapshot - San Antonio Metro

Occupancy Rate

62%

(YOY increase .19%)

Average Daily Rate

\$128.67

(YOY increase .30%)

Revenue Per
Available Room

\$80.62

(YOY increase 7.8%)

Room Revenue

(YOY increase .77%)

\$1.1 BILLION





Destination Sales & Experience



SAN ANTONIO 2030:
Journey to Excellence

Sales Overview

2024 Highlights



- Visit San Antonio’s first-ever Destination Sales roadshow, “On the Road, The Future Rocks,” successfully concluded in May after visiting 11 cities. From these efforts, three groups have booked definite with an estimated economic impact of over \$1 million and four tentative events with an estimated economic impact of over \$4 million.



- Secured key bookings: Cvent CONNECT 2024 and 2025, InCyber Forum North America Debut and Keller Williams 2025-2029, a market transfer meeting from Austin. Top large association bookings before 2029 and after 2031 are:



- Association for Career & Technical Education, Nov 2028
- American Society of Safety Professionals, June 2028
- Texas Association of School Administrators, June 2026-2029 (relocation from Austin)



- Increased the average peak room nights over the next four years for our Association Citywide Groups by 24% compared to pre-pandemic years. In FY 2025, our average Corporate Citywide Groups will have increased their average room night peak by 34% compared to pre-pandemic years.
- Visit San Antonio welcomed back Mario Bass as the new Executive Vice President and Chief Strategy Officer. He was previously the Chief Sales Officer of Visit San Antonio. Tania Tadevic was also added to the Visit San Antonio team as Senior Director of Market Strategy. Tania has over 18 years of experience in the hospitality industry.

Metrics

Total Convention Room Nights Booked **896K**
(YOY increase 38.5%)

ECONOMIC IMPACT

Total for **752 events booked**

\$697M

Total Event Goal: **680**

Booked **126 total events** at the **Henry B. González Convention Center**

\$507M*

*Included in Total Number of Events Booked

SHORT-TERM EVENTS BOOKED

Goal
570

Total Events
604

Convention Center
49*

ROOM NIGHTS BOOKED

Target
740K

Actual
896K

Percentage to Target
121%

LEAD GOAL

Goal
3.4K

Actual
3.7K

Percentage to Goal
110%

Looking Ahead for FY 2025



Create a business development role within the Sales Department for the first time, specifically focusing on perennial need months of January, July and August, as well as Holiday need periods such as the Jewish Holidays, Easter and the back half of December.



Realign the strategic focus of the convention sales teams, both short-term and citywide, to enhance group room night bookings, thereby fostering sustained long-term demand for the destination.



As the largest feeder market for meetings, the Sales team will continue to focus on strategies to optimize our Texas account production.



Utilize local corporate infrastructure and partnership with greater:SATX to continue to increase corporate meetings.



Continued focus on targeting and booking larger associations and corporate citywide events.

Destination Experience & Events Overview

2024 Highlights

- Enhanced Cvent CONNECT 2024 by creating an interactive, locally sourced attendee lounge, providing a Visit San Antonio staffed welcome desk at all attendee hotels and showcased local entertainment throughout the conference.
- Implemented 15 airport welcome enhancements.
- Destination Experience efforts generated 20 re-booking opportunities.

Destination Experience Serviced:

624

Groups Served

550K+

Attendees

688K+

Room Nights

Destination Experience Impact:

\$482.1M+

Economic Impact

224K+

Jobs Supported

Attendance Spotlight



Texas High School Coaches Association

- 4.5K+ on Peak
- 12K+ Total Room Nights
- 18.7K+ Record-Breaking Attendance
- \$12.8M+ Economic Impact



National Rural Electric Cooperatives Association

- 5.5K on Peak, exceeding the contracted 4.4K
- 20.5K+ Total Room Nights
- 9.6K Attendees
- \$12M+ Economic Impact

Looking Ahead for FY 2025



Launch Exchange SA (formerly Connect SA), focusing on industry leaders from the Biosciences and Healthcare industry to our meeting planners.



Curate new San Antonio experiences for returning planners while tapping into highlighting the Visit San Antonio membership program.



Secure two new attendance-building initiatives that would be offered to citywide customers in tandem with cutting-edge technology and marketing best practices.



Develop and implement 2025 Men's Final Four team and attendee experiences at contracted hotels to include team hotel arrivals, team sleeping rooms activation and lounge activations for teams and family members.



Storytelling



SAN ANTONIO 2030:
Journey to Excellence

Marketing

2024 Highlights



- The Many Stories new advertising campaign showcased our city across all seasons and key events, such as The Many Cools Summer Campaign, The Theme Park Capital of Texas, Holidays on Houston Street, Stars & Stripes on Houston Street, Day of the Dead, Hispanic Heritage Month and our signature River Walk events. The campaign evolved from Visit San Antonio’s overarching marketing campaign Real & True.
- A new website was launched for Visit San Antonio, garnering 15 million web engagements and attracting 8.9 million users, a 64% increase from the previous year.
- The San Antonio River Walk website launched in Q2 and garnered 1.6 million users.
- Social media growth continued with the expansion to global platforms, including Facebook and Instagram in Germany and Weibo and WeChat in China.
- Metaverse initiatives featured additional culinary content to Keeping it Real with Greg Grunberg, a successful influencer campaign supporting the “Theme Park Capital of Texas” campaign and an exclusive behind-the-scenes look at our museums’ secrets.
- Visit San Antonio's marketing efforts generated 150 million online engagements this year, resulting in 1.5 million trips to San Antonio and \$770 million in economic impact, with an impressive ROI of 105 to 1.



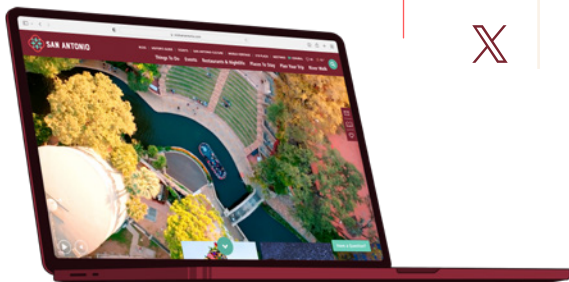
Metrics

@visitsanantonio

	Followers	Engagement
	663K+	> 4.1M <small>Includes U.S., Canada, Mexico and UK</small>
	236K+	> 857K <small>Includes U.S., Canada, Mexico and UK</small>
	71.5K+	> 71.9K
	66.7K+	> 298.4K
	138K+	> 11.6K
	2.5K+	> N/A
China		
Weibo	28K+	> N/A
WeChat	762	> N/A

VisitSanAntonio.com

Online Engagement	
150.3M	
Web Sessions	Exits to Members' Pages
8.9M	333K
Page Views	Digital Visitor's Guide Reads
15.1M	58.8K



TheSanAntonioRiverwalk.com

Web Sessions	Page Views	Exits to Members' Pages
1.6M	3.8M	167K

@thesanantonioriverwalk

	Followers	Engagement
	505.3K	> 2.3M <small>Includes U.S., Canada, Mexico and UK</small>
	100.3K	> 314K <small>Includes U.S., Canada, Mexico and UK</small>
	19.7K	> 9.7K

City of San Antonio Arts & Culture

2024 Highlights & Metrics

Top 5 Arts & Culture Blogs:

1. [7 Ways to Celebrate Hispanic Heritage Month](#) | 16,973 views
2. [Must-Visit Museums in San Antonio](#) | 8,231 views
3. [Celebrating Black History Month in San Antonio](#) | 5,201 views
4. [Oktoberfest in San Antonio](#) | 3,168 views
5. [Celebrating Pride in San Antonio](#) | 2,707 views

Top 3 Arts & Culture Pages:

1. [Arts & Culture](#) | 78,776 views
2. [Day of the Dead](#) | 44,844 views
3. [Fiesta San Antonio](#) | 41,696 views

FY24 Arts & Culture Visit San Antonio & River Walk Social Media Channel Metrics:

Engagement

959,363

Total Posts

821

Video Views

8,189,700

Impressions

17,374,813

Looking Ahead for FY 2025



Launch the Plan Your Trip tool on the Visit San Antonio website, where visitors can build customized itineraries that display on a map with suggested routes and travel times.



Install digital kiosks in Downtown San Antonio with the same Plan Your Trip software and functionality as the Visit San Antonio website.



The Marketing team will also launch Visit San Antonio's first mobile app, making it easy to plan trips on the go and share plans with family and friends.



Curate dining guides for the Visit San Antonio website, showcasing San Antonio's vibrant culinary scene. The interactive dining guides will be curated by local food critic Edmund Tijerina, offering a deep dive into the "Culinary Capital of Texas" through various cuisine types.







Install a new interactive neighborhood map on the Visit San Antonio website, highlighting San Antonio's unique neighborhoods and districts, with recommendations on where to stay, eat, drink, shop and explore.



Implement "Rose," the ChatBot on the Visit San Antonio website to answer any questions visitors have about things to do, places to eat and where to stay in San Antonio.

Communications & Media Relations Overview

2024 Highlights

-  • As part of the PR launch of the first-ever transatlantic direct flight for San Antonio, The Media Relations team secured over 40 stories in national and regional media in Germany, totaling more than \$2.3 million in media value.
-  • Coordinated with the UK's luxury travel magazine JRN Y to spotlight San Antonio on its January 2024 magazine cover, accompanied by a 14-page story describing the wonders of San Antonio culture, cuisine, entertainment and accessibility.
-  • Secured an eight minute San Antonio feature on the national morning show CBS This Morning, highlighting the city as a must-visit destination with unique stories to explore.
-  • Partnered with the City of San Antonio's Department of Arts & Culture to host top travel, culinary, arts, culture and movie trade media at an event in Los Angeles and conducted a media mission in New York City—focused on culinary media, including a private media dinner at the James Beard Foundation's Platform showcasing two San Antonio restaurants of Asian American and Asian/Mexican fusion cuisine.

Metrics

\$32.5M

(116% to goal of \$28M)

**Outer Market
Media Value**

170

(113% to goal of 150)

Hosted Media

1.2K+

(113% to goal of 1,090)

Media Placements

Looking Ahead for FY 2025



Produce seasonal media missions focused on the holidays and summer travel to key regional markets.



Seek out new contacts working with national media outlets that have relocated to secondary media markets (such as Nashville, Atlanta, Charleston or Minneapolis) and engage them during a media mission to one of these cities to be determined from additional research.



Tap into local hidden gems and storytellers to create curated itineraries that showcase San Antonio's unique authenticity.



Focus on expanding awareness of the Culinary Capital of Texas through new curated media itineraries, including the launch of Marketing's new Dining Guides program and an evergreen media itinerary highlighting San Antonio's unique craft beverages and speakeasies.



Strategically tie into the upcoming 90th Anniversary of The Green Book with Civil Rights and Social Justice itineraries, showcasing San Antonio's unique Black Heritage and modern offerings by Black Americans.

Tourism Development Overview

2024 Highlights



- Supported Condor's first flight to and from the San Antonio International Airport on May 17. This flight culminated after many years collaborating with partners to secure San Antonio's first transatlantic flight.



- Led a media mission to Frankfurt, Germany, to promote the Condor Airlines direct flight. The delegation included partners from greater:SATX, The City of San Antonio, and the San Antonio International Airport. For the first time, local tourism industry partners, including hotels, attractions and sightseeing tours, attended the mission.



- Implemented a Texas Consumer Roadshow and took the summer campaign message, The Many Cools of San Antonio, to Houston, Dallas, Austin and the Rio Grande Valley. More than 10,000 consumers were reached, creating 2,162 email opt-ins, generating over 41,000 website page views and seeing a 12 to 1 ROI.
- In May 2024, staff traveled to Shanghai and Beijing, China, to execute a sales mission that included participation in ITB China (B2B Trade Show), two hosted dinners and meetings with top-level executives with Alibaba (Amazon of China), Mafengwo (Trip Advisor of China), Ctrip (Expedia of China), Wannar (Get Your Guide of China). This mission allowed us to lay the groundwork for upcoming projects and promotions to build awareness, product development and visitation for San Antonio.

Metrics



Looking Ahead for FY 2025



Continue global development strategies for Mexico, the UK and Germany by implementing short-term market strategies to generate demand and ROI. China and Canada are exploratory.



Continue to work with the San Antonio International Airport and greater:SATX to secure airline recruitment and retention and increase seat capacity through targeted funding for both domestic and international markets. Continue to build sustainable service with Condor Airlines. Current target air service development includes Canada and Latin America.



Develop curated stakeholder experiences to promote San Antonio through targeted campaigns and strategic partnerships. These experiences will increase market penetration and consumer engagement and educate local stakeholders on how to highlight their businesses to drive demand during need periods.



Alibaba is the Amazon of China and boasts over one billion registered users. As a result of our sales mission to China, Visit San Antonio will launch a campaign with Fliggy, the travel app of Alibaba, in June 2025.



Partners & Government Relations



SAN ANTONIO 2030:
Journey to Excellence

Membership Overview

2024 Highlights



- Partnered with the City of San Antonio and Centro San Antonio to launch San Antonio's newest holiday initiative, Holidays on Houston Street. Visit San Antonio managed all marketing and media (regional and local) efforts, which attracted more than 700,000 visitors to Houston Street from Nov. 24 – Jan. 2.



- In May 2024, the Membership team launched the San Antonio Hospitality Champion Program (SA Champs), offering an educational platform for San Antonio enthusiasts. Participants can stay current on city developments, understand tourism's economic impact and learn how to welcome visitors warmly.
- The City of San Antonio's Economic Development Department and Visit San Antonio have combined resources to offer a membership program to support small businesses impacted by construction projects. This initiative promotes San Antonio as a premier tourism destination, providing businesses with essential tools.
- Implemented the Maximize Your Benefits series, which provides members with tailored opportunities to engage with various Visit San Antonio departments, enhancing their visibility and optimizing their ROI. By attending, members can deepen their understanding of how to use Visit San Antonio's resources to boost their presence in media, increase business referrals and take advantage of seasonal events that attract visitors to the city.

Metrics

Increased membership enrollment goal by 21%, adding **179 new members.**

Membership enrollment is at **840 active Visit San Antonio members.**

Achieved **93%** membership retention rate.

Achieved **5.8K+** total member engagements.

Looking Ahead for FY 2025



Members can access their live ROI report card directly through their member portal, highlighting key benefits like service requests, lead referrals, media mentions and more.



Add two new modules to the SA Champs program to include World Heritage Office curriculum to give a more comprehensive overview of San Antonio's history and heritage. This second module aligns with the Hospitality Academy, to equip hospitality workers with the knowledge and skills necessary to deliver exceptional customer service.



A new VIP experience will be implemented for certified SA Champs to network with local businesses and help create awareness of the latest attractions, hotels, restaurants and more.

San Antonio Hospitality Foundation Overview

2024 Highlights

- In March, the 2024 River Walk Royalty Court received its royal designation at the 2024 Mardi Gras River Parade and Coronation. The Royal Court was determined by the most funds raised for the San Antonio Hospitality Foundation.
- The 2024 River Walk Royalty:
 - King Bo Vasquez
 - Duke Chris Griffin
 - Queen Jennifer Monserrat
 - Duchess Brenda Trevino
 - Prince Victor M. Garcia
 - Count Daniel Garcia Casillas
 - Princess Annette Flores
 - Countess Kristi Waters

Metrics

Awarded scholarships:



UTSA:
Heather Kahl
Donghyun Seo



ALAMO COLLEGES DISTRICT
St. Philip's College

St. Philip's College:
Natalie Ortiz
Noah Perales
Elizabeth Rodriguez

Looking Ahead for FY 2025



Launched the inaugural iProvecho! fundraising gala and culinary awards, benefitting the San Antonio Hospitality Foundation at the start of FY25. iProvecho! committee members plan to elevate the second annual event.



River Walk Overview

2024 Highlights

- The monthly concert series launched in FY24 and was held every third Thursday at the historic Arneson Theatre on the San Antonio River Walk. The first concert featured country music artist Jack Ingram. Other music artists were Carson Jeffrey, Linka Moja and three-time Grammy winner Sunny Saucedá.
- Formerly known as the Armed Forces River Parade, Salute at Sunset continued to celebrate the women and men who protect our nation. Presented by Budweiser, the event was also held with an attendance of 50,000, almost tripling the single parade day attendance from last year. In addition to the river parade, the River Walk team placed 1,500 American flags along the River Walk banks. During the Fourth of July weekend, which included an artisan show, an estimated 173,700 visitors were on the River Walk, a 5.5% increase from last year.
- June began with the third annual Pride River Parade and Celebration on June 1, with Jorgeous as the Grand Marshal. This event included a festival and two river parades (one on the Museum Reach and one downtown), with float sponsorships sold out for the second consecutive year, drawing 23,700 attendees.
- The River Walk team hosted the Rey Feo Superhero Parade for Education in September. River Walk also worked with the Mexican American Civil Rights Institute (MACRI) to provide a physical extension to their online exhibit called “Chispas” with a Hispanic Heroes art display for Hispanic Heritage Month.

Metrics

River Walk hosted
30 events

River Walk
Parade Attendance
ranged from
25K+ to 50K+

Up to
83K
visitors attended
River Walk artisan shows

Looking Ahead for FY 2025



The Sixth Annual Day of the Dead River Parade was held on October 25, 2024. New activations included Tradition Trail, a journey through the River Walk, on the streets and into our hotels in search of Alebrijes, Calaveras and Altars. Due to tickets selling out one week before the parade, three new ticket areas will be added for 2025.



A pilot convention parade program will launch, allowing attendees to experience a uniquely San Antonio tradition of a river parade.



New sponsorship opportunities will be available for River Walk events. Those include private cabanas for the Pride River Parade and a water light show during July.



River Walk events will have enhanced elements and concepts. We will improve River Walk events by bringing interactive and immersive experiences for the community to enjoy.

Government Relations & DEI Overview



2024 Highlights

- Presented at the Tourism Town Hall hosted by State Representative Barbara Gervin-Hawkins and Texas Travel Alliance to discuss the upcoming 89th Legislative Session and issues impacting travel and tourism.
- Worked alongside City Councilmembers to showcase the impact of hospitality to our community—because 150,000 San Antonio residents work in hospitality today—and we are showcasing these individuals in their districts and the impact it has.

Looking Ahead for FY 2025 & Beyond



Grow community support and champion social inclusion as the 89th Legislative Session begins.



Implement a system to track legislative developments affecting the tourism sector and respond with timely advocacy efforts.



Partner with local community groups to enhance grassroots advocacy and gather support for tourism initiatives.



VSA & TPID Board of Directors & Executive Management



SAN ANTONIO 2030:
Journey to Excellence

Executive Committee

HOPE ANDRADE
Chair
GO RIO San Antonio River Cruises

MAJ. GEN. JUAN G. AYALA (USMC RETIRED)
Military Affairs, Ex-Officio
City of San Antonio, Military & Veteran Affairs Department

COUNCILWOMAN DR. ADRIANA ROCHA GARCIA
Appointment by Mayor
City of San Antonio, City Council District 4

COUNCILWOMAN PHYLLIS VIAGRAN
Appointment by Mayor
City of San Antonio, City Council District 3

LORIS MENFI
Vice Chair
San Antonio Marriott Rivercenter on the River Walk and San Antonio Marriott Riverwalk

MARCUS BASKERVILLE
Art, Culture, Heritage, Music
Fresh Beverage Co.

MICHAEL JOERGENSEN
Hotel & Lodging
Silver Ventures, Inc.

ERIK WALSH
Appointment by City Manager
City of San Antonio, City Manager

JOHN CARBAJAL
Secretary
REALTOR, NAR, SABOR

SANDRA J. BENCH CMP, CASE
At Large
Freeman

JAMES P. LIMBAUGH II (J.P.)
Silver Eagle Beverages

PHILIP STAMM
Immediate Past Chair
Grand Hyatt & Hyatt Regency, San Antonio Riverwalk

CHEF NICOLA BLAQUE
Culinary
The Jerk Shack & Freight Fried Chicken

TIM MORROW
Leisure
San Antonio Zoo

MARIA MARTINEZ
Hotel & Lodging
San Antonio Tourism Public Improvement District, The Westin Riverwalk, San Antonio

TREMELL BROWN
Transportation
VIA Metropolitan Transit

PATRICIA MUZQUIZ-CANTOR
Ex-Officio
City of San Antonio Convention & Sports Facilities

MARC ANDERSON
President and CEO
Visit San Antonio

CAROLINE CHURCHILL
Chambers of Commerce
Victory Capital

DEBORAH OMOWALE JARMON
Arts, Culture, Heritage, Music
San Antonio African American Community Archive & Museum (SAAACAM)

TERRIN FUHRMANN
River Walk
Elsewhere Garden Bar & Kitchen

JESUS H. SAENZ, JR.
Ex-Officio
City of San Antonio, Aviation Department

TPID BOARD OF DIRECTORS

Executive Committee

MARIA MARTINEZ
Chair, Zone 1
The Westin Riverwalk, San Antonio

MARC ANDERSON
Ex-Officio
Visit San Antonio

LORIS MENFI
Zone 1
San Antonio Rivercenter & Riverwalk
Hotels at Marriott International

BENITO VILLARREAL
Zone 1
Drury Hotels

ANDY HEARON
Vice-Chair, Zone 2
DoubleTree by Hilton San Antonio Airport

HENRY FELDMAN
Zone 2
Martin Feldman Hospitality Management

RUPAL DOLLY PATEL
Zone 2
Dominion Hotel Management

PHILIP STAMM
Secretary, Zone 1
Grand Hyatt & Hyatt Regency, San Antonio Riverwalk

MICHELLE MADSON
Ex-Officio
San Antonio Hotel & Lodging Association

STEVE SMITH
Zone 2
Hyatt Regency Hill Country Resort & Spa

AVINASH BHAKTA
Immediate Past Chair, Zone 2
ABH Hospitality Management

EUGENE MARDELL
Zone 1
Thompson San Antonio Riverwalk

CHARLES STALLCUP
Zone 1
Phoenix Hospitality Group

MARC ANDERSON
President and CEO

JUSTIN MUÑOZ
Chief of Staff & DEI

TYLER ORWIG
Senior Vice President of Sales

MARIO BASS
Executive Vice President &
Chief Strategy Officer

DAVE KRUPINSKI
Global Development Officer

LANCE WHEELER
Vice President of Sales

NATALIE BALDERRAMA
Chief Financial Officer

DAVID GONZALEZ
Vice President of Media Relations &
Communications

ANDRES MUÑOZ
Chief Marketing Officer

MICHELLE MOON
Vice President of Partners,
Experience and Events



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