



VISIT
SAN ANTONIO

VSA Annual
Report FY24



OUR MISSION:

BRINGING THE WORLD TO

San Antonio

2023

RETURN ON INVESTMENT OF

VISIT SAN ANTONIO

OVERALL ECONOMIC IMPACT
REPRESENTED BY TOURISM IN 2023

\$21.5 BILLION

CONTRIBUTIONS TO SAT ECONOMY

\$277M

IN TAX REVENUE

147K JOBS

IN SAN ANTONIO

FY24 ORGANIZATIONAL ROI

TOTAL

\$41M BUDGET

GOVERNED BY A 24-PERSON
VSA BOARD OF DIRECTORS

includes 25% COSA
representatives, and a 13-
person TPID Board

REVENUE SOURCES

HOTEL OCCUPANCY TAX (16.75%) **67%**

TOURISM IMPROVEMENT
DISRICT (1.25%) **27%**

PRIVATE REVENUE **6%**

RETURN ON INVESTMENT FOR 2024

\$1.4 BILLION

33:1 **ROI**

GENERATED BY STRATEGIC SALES, MARKETING & PR/COMMUNICATIONS

TOTAL EVENT BOOKINGS ECONOMIC IMPACT **\$697M***

- 752 total events booked
- 896K room nights booked
- 674K total attendees

OF WHICH **CONVENTION CENTER BOOKINGS ECONOMIC IMPACT | \$507M***

- 126 total events booked
- 604K room nights booked
- 497K total attendees

*Booking metrics may vary due to occasional cancellations or room projection variations.

MARKETING & PR ECONOMIC IMPACT **\$732M**

- 1.5M trips resulting from trackable digital ads
- Additional trips generated from TV, print, billboards, radio and others are not trackable
- \$32.5M earned media value

TPID ECONOMIC IMPACT **\$187M***

- 83K room nights at an 12:1 ROI on hotel incentive
- 228K room nights at a 15:1 ROI on hosting obligations

*Does not include hotel Incentive economic impact.

KPI'S/ORGANIZATIONAL GOALS (FY24)

	FY24 GOAL	FINAL	% OF GOAL
Event Bookings	680	752	111%
Leads Generated	3,400	3,735	110%
Citywide Events Booked	57	69	121%
Room Nights	740,000	895,687	121%
Corporate Citywide Events Booked	14	13	93%
Short Term Events Booked	570	604	106%
Online Engagement	119M	150M	126%
Placements / Earned Media Value	1,090 / \$28M	1,221 / \$32.5M	112% / 116%
Membership Revenue	\$600,000	\$685,000	114%