

VISIT
SAN ANTONIO

FISCAL YEAR 2026

ANNUAL REPORT



VISIT SAN ANTONIO

VISION

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

MISSION

BRINGING THE WORLD TO *San Antonio*

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PRESIDENT & CEO LETTER



DEAR VALUED PARTNERS,

Fiscal Year 2026 (FY26) marked meaningful progress for Visit San Antonio and our city's tourism and hospitality industry. Across all Visit San Antonio departments, we continued advancing our mission to bring the world to San Antonio, generating new business opportunities, elevating our destination's visibility and strengthening the partnerships that support our visitor economy. Our year also concluded with significant milestones: renewals of Visit San Antonio's 10-year contract and the San Antonio Tourism Public Improvement District (TPID) and River Walk Events agreement, as well as approval of our full proposed Hotel Occupancy Tax funding.

A talented team and a committed network of industry partners drive our accomplishments. The 2026 Annual Report reflects our progress and the opportunities ahead. You will learn about our strong year-over-year growth in Destination Sales, successes behind new strategies in Leisure Development, record-breaking fundraising by the 2026 River Walk Royal Court and more.

Leading Visit San Antonio remains a tremendous honor. I am especially proud of the collaboration among our team, Board, TPID Board, hotel community, members, City partners and industry stakeholders. Together, we bring San Antonio's culture, history, culinary traditions, and hospitality to audiences around the world while working to ensure tourism creates lasting economic opportunity and benefits for our residents.

For FY27, we remain focused on expanding our reach in key markets, attracting meetings and conventions, developing innovative visitor experiences, and strengthening San Antonio's position as a premier destination, with major opportunities on the horizon.

I invite you to explore this report and celebrate our shared accomplishments. On behalf of Visit San Antonio, thank you for your continued trust, partnership and commitment to San Antonio. The future holds tremendous potential, and I look forward to what we will accomplish next.

With warm regards,



MARIO J. BASS

President & CEO

Visit San Antonio

VISIT SAN ANTONIO & TPID

BOARD CHAIRS LETTER

DEAR VALUED PARTNERS,

As we reflect on Fiscal Year 2026 (FY26), we recognize that the year was not without its challenges. From advocating for the expansion of the Henry B. González Convention Center and development of the Sports & Entertainment District to protecting Hotel Occupancy Tax funding, San Antonio's tourism and hospitality industry has shown that progress is strongest when we bring others to the table and demonstrate how tourism benefits our entire community.

In that spirit, we welcomed new members to the Visit San Antonio and San Antonio Tourism Public Improvement District (TPID) boards, with the newly expanded Visit San Antonio Board reflecting the breadth of the San Antonio community. To our new and veteran Board Members, thank you for stepping up to the challenge. Your leadership advances our city's economic vitality and long-term prosperity, helping ensure San Antonio remains a premier travel and leisure destination. We also want to thank local tourism and hospitality leaders who lend their voices to industry committees and strengthen our collective impact. Your efforts help shape our industry's major drivers, from culinary and entertainment to arts and culture.

The 2026 Annual Report documents another milestone year for Visit San Antonio, marked by Destination Sales' record-breaking performance across key metrics and the city's highest recorded international visitation. Accomplishments also include successfully navigating contract renewals for Visit San Antonio, TPID and the River Walk, as well as city budget approvals. These results reflect strong leadership and a dedicated team's strategic focus, resourcefulness and commitment to attracting visitors and securing business while delivering value for our partners, local businesses and residents. We could not be prouder of Mario and his team for all they achieved this fiscal year.

For 10 years, Visit San Antonio has told our city's story with authenticity, sharing the people, culture, history and experiences that distinguish San Antonio from any other destination. For many years to come, the organization, along with its Boards and members, will continue telling that story and championing the industry and community we care so deeply about. Together, with a unified voice and shared purpose, we will remain focused on advocating for our industry, strengthening our community and shaping the next chapter of San Antonio's story.

With warm regards,





LORIS MENFI

Board Chair

Visit San Antonio

BENITO VILLARREAL

Board Chair

San Antonio TPID



FEATURED EVENT

MPI WORLD EDUCATION CONGRESS (WEC) 2026

ECONOMIC IMPACT:

$2.6M

ATTENDEES: 1.6K

JOBS SUPPORTED TOTAL:

949

MEMBER PARTNERS SUPPORTED:

45

HIGHLIGHTS

NUMBER OF HOSTED EVENTS:

6

- Pre-MPI FAM
- Opening Reception at the HBGCC Merida Plaza, LDR, and Grotto
- HBGCC Main Lobby Customer Welcome Experience
- HBGCC Marketplace Booth for customer networking
- President's Dinner at The Tobin Center for the Performing Arts, an annual gala dedicated to celebrating leadership, volunteer excellence and community achievements within MPI
- Rendezvous at 1902, the MPI Foundation's premier networking fundraiser, bringing together industry professionals for an evening of celebration and philanthropy
- Closing Reception at Mexico Ceaty











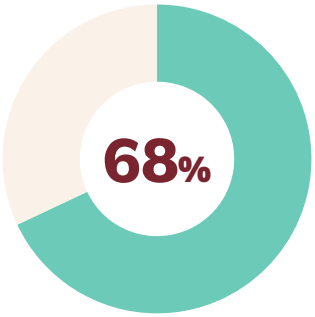
FINANCE & ECONOMIC IMPACT

FY26 FINANCIAL OVERVIEW

TOTAL FUNDING & SOURCES:

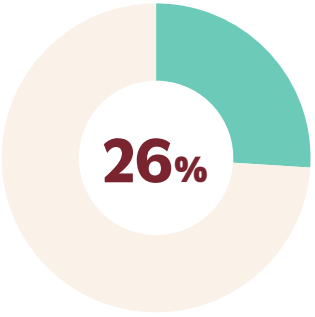
$42M

HOTEL OCCUPANCY TAX



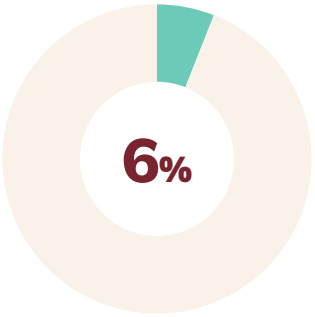
$28.4M

TPID ASSESSMENT FEES

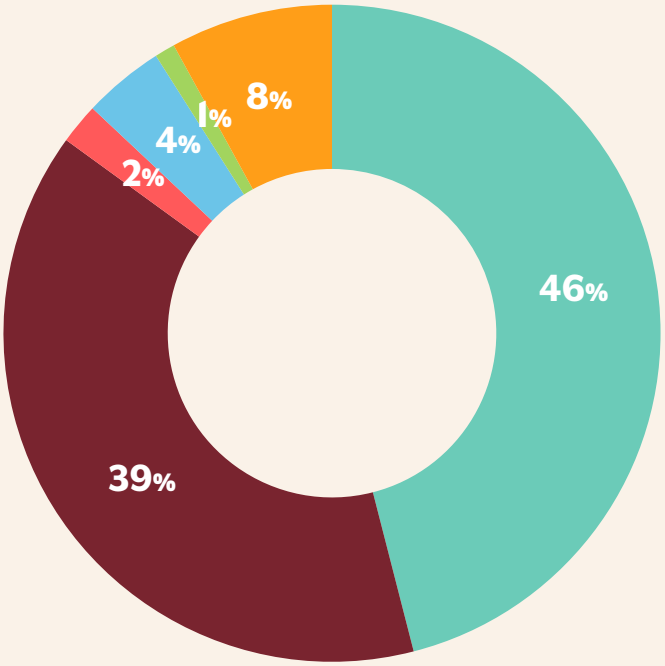


$10.9M

PRIVATE REVENUE



$2.7M



USE OF FUNDS:

- **STORYTELLING** ($19.1M)
- **DESTINATION SALES & EXPERIENCE** ($16.4M)
- **ENGAGEMENT** ($0.7M)
- **RIVER WALK** ($1.6M)
- **INDUSTRY PARTNERSHIPS** ($0.5M)
- **ADMINISTRATION & CONTINGENCY** ($3.6M)

**Figures are preliminary. Final figures are pending audit results.*

2025 ECONOMIC IMPACT

$23.7B
(+1% vs 2024)

ECONOMIC IMPACT

40.21M
(+3% vs 2024)

ANNUAL VISITORS
DOMESTIC: 37.7M
INTERNATIONAL: 2.5IM

$280M+*
(Variance TBC)

CITY OF SAN ANTONIO TAX REVENUE

153K
(+2% vs 2024)

LOCAL JOBS

**Final figure to come.*



*HOTEL SNAPSHOT – SAN ANTONIO ZIP CODES

	2026	2025	VARIANCE
OCCUPANCY RATE	61.4%	58.8%	+4.4%
AVERAGE DAILY RATE	$131	$130	+0.8%
REVENUE PER AVAILABLE ROOM	$81	$76	+6.6%
ROOM REVENUE	$920.8M	$869.6M	+5.9%

*SHORT-TERM RENTAL SNAPSHOT – SAN ANTONIO ZIP CODES

	2026	2025	VARIANCE
OCCUPANCY RATE	64.2%	60.1%	+6.8%
AVERAGE DAILY RATE	$172	$173	-0.6%
REVENUE PER AVAILABLE ROOM	$110	$104	+5.8%
ROOM REVENUE	$142.9M	$137.0M	+4.3%

*AGGREGATE SNAPSHOT – SAN ANTONIO ZIP CODES

	2026	2025	VARIANCE
OCCUPANCY RATE	61.7%	58.9%	+4.6%
AVERAGE DAILY RATE	$136	$135	+0.7%
REVENUE PER AVAILABLE ROOM	$84	$79	+6.3%
ROOM REVENUE	$1.1B	$1.0B	+10%

**All figures are for the calendar year and through September.*



DESTINATION SALES & EXPERIENCE

DESTINATION SALES OVERVIEW

FY26 HIGHLIGHTS

Finished the fiscal year with record-breaking performance across major sales metrics.

BOOKED THE FOLLOWING KEY MEETINGS

- **Propelled Brands:** *January 2027 for 5,249 room nights*
- **IWF, LLC:** *August 2027 for 5,700 room nights*
- **Junior Volleyball Association of Austin:** *3 competitions around the Easter holiday 2028 for 23,000 room nights*
- **Association for Financial Professionals:** *November 2029 for 20,500 room nights*
- **National Association for College Admission Counseling:** *September 2030 for 14,285 room nights*
- **W.W. Grainger:** *February 2031 for 17,624 room nights*
- **Future Business Leaders of America:** *June 2031 for 34,100 room nights*
- **Ellucian:** *April 2032 for 23,470 room nights*
- **American Society of Anesthesiologists:** *October 2033 for 20,887 room nights*

METRICS

	FY26	FY25	VARIANCE
TOTAL EVENTS BOOKED	849	801	+6%
CONVENTION CENTER*	113	122	-7.4%
TOTAL ROOM NIGHTS BOOKED	1.07M+	990.6K	+8.6%
TOTAL LEADS	3.8K+	3.6K	+6%
ECONOMIC IMPACT**	$794.8M	$903M	-12%

**Although fewer convention center events were booked, associated room nights increased 2%.*
***FY25 saw several multi-year repeat groups with larger than average attendance in relation to room nights, which attributed to higher than usual economic impact amount.*

LOOKING AHEAD FOR FY27

1. Capitalize on increased meeting demand through targeted sales missions, customer engagements and coordinated familiarization (FAM) groups focused on key feeder markets and emerging opportunities.

2. Expand engagement with high-demand, high-volume market segments through strategic industry partnerships, including ELX, that provide ongoing access to influential meeting and event decision-makers.

3. Increase destination visibility and lead generation through enhanced meeting-industry marketing platforms, including Cvent, leveraging compelling destination content, storytelling and customer testimonials.

4. Leverage increased TPID resources to drive additional hotel meetings and attract high-impact national events that generate room nights and increase group occupancy throughout San Antonio.

5. Strengthen San Antonio's citywide sales strategy in partnership with the Henry B. González Convention Center and hotel community, with an increased focus on high-impact conventions and events that maximize community-wide economic benefit.

6. Accelerate new business development by targeting new-to-San Antonio, lapsed and high-potential accounts across priority industry segments.

7. Build long-term convention pace by strategically targeting future-year opportunities that strengthen San Antonio's citywide booking calendar and address identified need periods.

8. Position San Antonio for future growth by aligning sales strategies with transformational destination developments and expanded convention and event infrastructure.

ELX
EVENT LEADERS EXCHANGE

cvent™





DESTINATION EXPERIENCE OVERVIEW

FY26 HIGHLIGHTS

KEY MEETINGS AND GROUPS SERVICED

- **APCO 2026 Annual Conference & Expo:** Public safety communications professionals from across the country and around the world came to San Antonio for education, networking, professional development and the latest industry technology. Originally projected to welcome approximately 3,000 attendees, the conference significantly exceeded expectations with a final attendance of more than 5,200 and an economic impact of $9,410,389. This impressive growth highlighted the conference's strength and San Antonio's appeal as a destination for this major national gathering.

- **San Japan:** Celebrating a banner year at the Henry B. González Convention Center, San Japan welcomed a record-breaking 37,578 attendees, reflecting more than 50% growth since 2023 and generating $5.86 million in economic impact for San Antonio over Labor Day weekend. With more than 300 artists, expansive gaming experiences, cosplay competitions, concerts and international guests, San Japan continues to thrive as a premier anime convention, with San Antonio secured as its home through 2030.

- **Family, Career and Community Leaders of America (FCCLA):** Visit San Antonio brought the spirit and charm of the Alamo City to Washington, D.C., supporting the promotion of the FCCLA 2027 National Leadership Conference with an unforgettable taste of Texas hospitality. A lively mariachi performance energized the kickoff celebration, while signature cowboy hats presented to the executive committee added a special San Antonio touch and a memorable welcome to the destination. FCCLA will be in San Antonio June 22–26, 2027.

METRICS

	FY26	FY25	VARIANCE
GROUPS SERVED	756	688	+10%
ATTENDEES	662K	656K	+1%
TOTAL ROOM NIGHTS	805K	783K	+3%
DESTINATION EXPERIENCE IMPACT			
ECONOMIC IMPACT	$587M	$864M*	-32%
JOBS SUPPORTED	190K	239K	-21%

**Economic Impact attributed to 2025 Men's Final Four Basketball Championship.*

ATTENDANCE SPOTLIGHT

FBLA
Future Business Leaders of America

FUTURE BUSINESS LEADERS OF AMERICA
Peak Rooms: 7.7K
Total Room Nights: 41.5K
Attendance: 16K
Economic Impact: $35M

SAN ANTONIO BREAST CANCER SYMPOSIUM

SAN ANTONIO BREAST CANCER SYMPOSIUM
Peak Rooms: 6.4K
Total Room Nights: 29K
Attendance: 12K
Economic Impact: $23M

LOOKING AHEAD FOR FY27

1. Increase hotel demand and drive overnight visitation by maximizing convention business travel opportunities and converting business travelers into leisure visitors through extended stays, encouraging attendees to experience more of San Antonio before or after their conference.
2. Drive innovative attendance-building strategies for citywide customers by leveraging emerging technologies, data-driven insights and leading marketing practices.
3. Deliver exceptional conference experiences by providing focused service, elevated touchpoints and meaningful engagement that create lasting value for customers and attendees.
4. Expand the Exchange SA program into various industry sectors while continuing to leverage San Antonio's intellectual capital and industry.




SPURS


ANATOMY OF A SEA LION





STORYTELLING

MARKETING OVERVIEW

FY26 HIGHLIGHTS

- Visit San Antonio's paid domestic leisure marketing generated 2.35 million attributed visitors, an 11.4% increase over FY25 and above the annual goal. These visits represented an estimated $1.2 billion in attributed visitor revenue, delivering a 159:1 return on marketing investment.
- Launched "Unmistakably San Antonio," a new campaign showcasing the destination's distinctive culture, history, culinary experiences and attractions to inspire travel and strengthen San Antonio's competitive position. Supported summer occupancy goals through "San Antonio is Totally Wild," "Theme Park Capital of Texas®" and the World Cup campaign, promoting family attractions and timely travel opportunities to build awareness and drive overnight visitation.
- International marketing emphasized Mexico, prioritizing markets with nonstop service to San Antonio, and Canada, with targeted campaigns supporting Air Canada's new nonstop service from Toronto. Efforts also raised awareness in the United Kingdom as a key market and gateway to Europe, while maintaining destination visibility in Germany and China.
- Meetings and conventions marketing drove 523K web sessions and supported key industry events, including Meeting Professionals International World Education Congress and Texas Society of Association Executives. Marketing also helped launch DigiDeck, provided ongoing support for FAM trips and deployed geofenced campaigns around industry meetings to reach planners and strengthen destination awareness.

METRICS

	FY26	FY25	VARIANCE
ONLINE ENGAGEMENTS	278M	215M	+29%
ATTRIBUTED VISITATION	2.35M	2.11M	+11%
ECONOMIC IMPACT	$1.2B	$981M	+22%



METRICS – WEBSITES & SOCIAL MEDIA

VISITSANANTONIO.COM	
WEB SESSIONS	8M
PAGE VIEWS	12M
EXIT TO MEMBERS' PAGES	815K
VISITOR GUIDE READS	141K

THESANANTONIORIVERWALK.COM	
WEB SESSIONS	1.2M
PAGE VIEWS	2.6M
EXIT TO MEMBERS' PAGES	99K

	@VISITSANANTONIO		
	FOLLOWERS		ENGAGEMENTS
Facebook	824K	›	2M*
Instagram	346K	›	738K*
TikTok	105K	›	441K

	@THESANANTONIORIVERWALK		
	FOLLOWERS		ENGAGEMENTS
Facebook	544K	›	986K
Instagram	134K	›	353K
TikTok	13K	›	232K
X	20K	›	1.4K

**Includes U.S., Canada, Mexico, UK and Germany.*

FOLLOWERS

Threads	YouTube	LinkedIn *Corporate*	LinkedIn *Meetings*
34K	3K	17K	1K

CHINA

Weibo	WeChat
101K	5K



LOOKING AHEAD FOR FY27

1 | Expand “Unmistakably San Antonio” through year-round and seasonal campaigns that encourage longer stays and increased visitor spending. Prioritize families, couples and luxury travelers while strengthening demand during fall and other periods of lower occupancy.

2 | Grow awareness and visitation in priority domestic and international markets, including Mexico, Canada and emerging air-service markets. Coordinate with Leisure Development on international and travel trade outreach, supported by tailored destination content and cooperative partner promotions.

3 | Strengthen meetings and convention marketing through industry partnerships, targeted planner outreach and attendance-building campaigns.

4 | Enhance VisitSanAntonio.com and owned channels to connect destination storytelling with trip planning, partner bookings and qualified meeting inquiries.





MEDIA RELATIONS & COMMUNICATIONS OVERVIEW

FY26 HIGHLIGHTS

- Visit San Antonio generated $34.6 million in outer market earned media value and more than 5.19 billion impressions across 1,250 media placements, extending San Antonio's visibility across regional, national and international markets. High-impact coverage included ABC News' "Party Across America: San Antonio" and Forbes, alongside storytelling highlighting the destination's culture, culinary scene, history, attractions and signature experiences.
- Through its "Only in San Antonio" media hosting strategy, Visit San Antonio hosted 211 media throughout FY26, including journalists, content creators and representatives of influential travel, lifestyle and meetings outlets. Individual research trips and curated group experiences immersed media in San Antonio's distinctive people, places and experiences, creating opportunities for authentic destination storytelling.
- Local media relations elevated San Antonio's visitor economy and signature events, generating 29.3 million impressions and $349,478 in local media value. Coverage supported Día de los Muertos, River Walk celebrations, tourism and hospitality developments, major sporting events and other stories demonstrating tourism's impact on the community.

METRICS

	FY26	FY25	VARIANCE
OUTER MARKET EARNED MEDIA VALUE	$34.6M	$34.IM	+I.5%
OUTER MARKET MEDIA PLACEMENTS	I,250*	I,339	-6.6%

**FY26 focused on regional media where there are fewer available media outlets, as well as on efficiency of more impactful media coverage from larger media.*

TOTAL OUTER MARKET EARNED MEDIA VALUE:

$34.6M

OUTER MARKET MEDIA HOSTED:

211

OUTER MARKET MEDIA PLACEMENTS:

1,250







By Samuel Rocha IV Photographs by Stacy Sodolak

Samuel Rocha IV is a journalist born and raised on San Antonio soul music, Spurs basketball and mini tacos.

Nov. 27, 2025

Despite being the country's seventh-largest city, San Antonio, in South Texas, never feels like it. Embrace the friendly, small-town vibe and relaxed pace as you stroll the 15-mile River Walk, the city's lush European-inspired riverside promenade; eat pretension-free street-style tacos and smoky Texas barbecue; and dance with locals to Tejano, cumbia and San Antonio's legacy brand of Chicano soul on the patio of a community-centered nightlife spot. With average winter highs in the 60s, the city — home to the 18th-century Alamo mission and a gateway to the rugged Texas Hill Country — offers a packed weekend of culture, architecture and history, as well as a welcome break from the chill.

Recommendations

Key stops

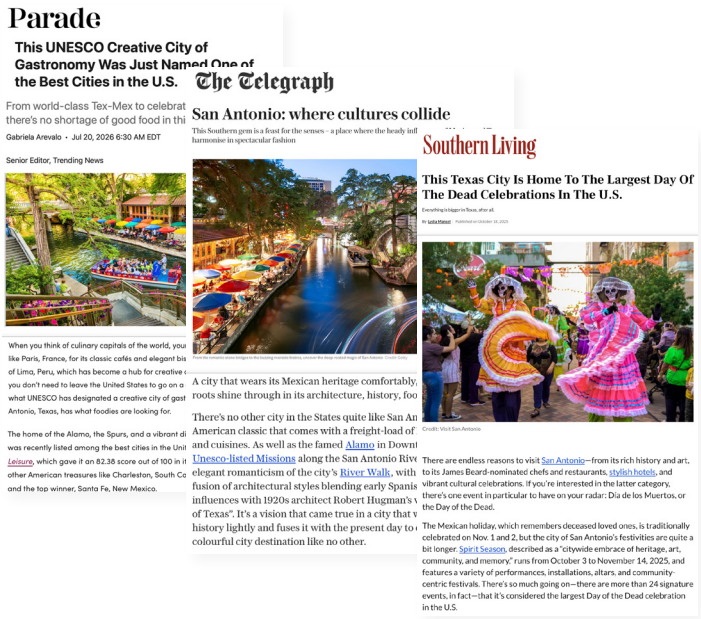
- The **San Fernando Cathedral** is the oldest operating cathedral in Texas. See bright visuals of Texas history projected on its facade at night.
- At the **Historic Market Square**, you can spend the whole day browsing Mexican art and food stalls. There are also occasional live performances.
- Gaze at contemporary Latino and Native American artwork in a 1950s Spanish-Colonial-inspired mansion at the **McNay Art Museum**.
- **Jazz, TX** is one of the few jazz clubs in town — along with River Sun and No Vacancy — and has hosted performances from a wide spectrum of the genre for more than nine years.

LOOKING AHEAD FOR FY27

1 | Build awareness and demand through an always-on earned storytelling campaign positioning San Antonio as a premier leisure and meetings destination. Outreach will showcase the destination's authenticity, uniqueness and variety through seven Storytelling Pillars while reaching priority regional, domestic and international audiences.

2 | Continue "Only in San Antonio" Media FAMs and On the Road Media Missions in priority media markets, connecting journalists and influencers with authentic San Antonio experiences that inspire compelling destination storytelling.

3 | Increase local awareness of the importance of San Antonio's tourism and hospitality industry while driving visibility and attendance for River Walk events through proactive media outreach, community engagement and Visit San Antonio leadership opportunities.



LEISURE DEVELOPMENT OVERVIEW

FY26 HIGHLIGHTS

- Implemented year-round short-term strategy campaigns in partnership with five online travel agencies, bed banks and ticket resellers, generating $30.72 million in revenue and a 153:1 return on investment (ROI) year to date. Campaigns have driven more than 179,290 room nights at an average daily rate (ADR) of $154, with Expedia campaign room nights distributed across 283 hotels and 12,000 attraction tickets, at an average ticket price (ATP) of $29. New this year, expanded performance tracking captures airline revenue and ticket sales, including $2.62 million in airline revenue from 6,077 tickets sold at an average ticket price of $432. The new short-term strategy generated a 263% increase in room nights and a 282% increase in revenue year over year.
- Coordinated a cross-functional effort across Communications, Leisure Development and Marketing to support the launch of new nonstop air service in May between Toronto, Canada and San Antonio. A comprehensive strategy launched in February and continued through October, targeting key Canadian source markets, including Toronto and Montreal. The initiative includes two sales missions, strategic partnerships with RedTag, Air Canada Vacations and Expedia, two FAMs, two consumer engagements, a Brand USA marketing campaign and targeted social media activations designed to build destination awareness, drive demand and maximize the impact of the new air service.
- The Leisure Development team expanded San Antonio's global reach through a strategic calendar of sales, trade, consumer and product development initiatives designed to strengthen international and domestic market engagement. In FY26, the team traveled to eight countries and 24 cities, participating in 10 trade shows, nine familiarization trips, six sales missions, and five direct-to-consumer events. The team also expanded its market presence through four luxury trade shows, a new strategic focus for FY26, positioning San Antonio to engage high-value audiences and further diversify the destination's visitor pipeline.





METRICS

	2026	2025	VARIANCE
AIR SERVICE SEAT CAPACITY	8.2M	7.09M	+15.7%
OVERALL INTERNATIONAL VISITATION	2.6M	2.5IM	+3.6%
TARGET COUNTRY BREAKDOWN			
MEXICO	2.43M	2.29M	+6.1%
CANADA	46.4K	45.2K	+2.7%
UNITED KINGDOM	18.4K	18.7K	-1.6%
CHINA	12.3K	11.2K	+9.8%

LOOKING AHEAD FOR FY27

1 In summer 2027, Leisure Development will host its first familiarization trip for key student and youth travel buyers, showcasing San Antonio's group experiences to generate bookings for hotels, attractions, sightseeing operators and restaurants. These buyers typically bring groups of 50–200 travelers.

2 Building on the success of our FY26 short-term strategy, in FY27, Leisure Development will develop targeted partner campaigns year-round to increase hotel room nights and attraction ticket sales during periods of lower demand. Programs will engage leading travel platforms, including Expedia, Booking.com, Price Travel and Amadeus, as well as experience resellers, such as GetYourGuide and Tiqets.

3 Building on the new luxury strategic focus that includes a new landing page, destination video and presentation and memberships in two leading luxury travel consortia, Leisure Development will launch targeted consumer and travel trade outreach across domestic and active international markets. These efforts will elevate San Antonio's luxury offerings and generate demand for distinctive stays, dining and experiences. We will evaluate the success of these programs through consortia and Amadeus Agency360® reporting, benchmarking performance in 2026.



ENGAGEMENT

MEMBERSHIP OVERVIEW

FY26 HIGHLIGHTS

- Achieved a 6% year-over-year increase in member enrollment.
- Launched the foundation for a strategic B2B Corporate Partnership Program to drive new business engagement.
- Officially launched the World Heritage Ambassador Program in collaboration with the San Antonio Hospitality Champions Program, expanding destination education and engagement among 500+ certified SA Champs.

SAN ANTONIO HOSPITALITY CHAMPION

METRICS

	FY26	FY25	VARIANCE
MEMBERSHIP ENROLLMENT	968	914	+6%
NEW MEMBERS*	125	160	-22%
RETENTION RATE*	93%	95%	-2 PTS.
MEMBER ENGAGEMENTS	6.7K	6K	+12%

**New member enrollment declined 22% year over year, and retention eased 2 percentage points to 93%. The decrease reflects attrition among members enrolled through the City of San Antonio (COSA) Small Business Funding program, along with 55 non-renewals, including 14 businesses that closed. Overall membership still grew 6%, and member engagement rose 12%.*



LOOKING AHEAD FOR FY27

1. Automate 2027-2028 member renewals, streamlining the process for timely outreach and payment.

2. Expand the foundation for a strategic B2B Corporate Partnership Program.

3. Drive deeper member engagement across Visit San Antonio programs, events, as well as destination and strategic initiatives.









EVENTS OVERVIEW

FY26 HIGHLIGHTS

- The event experiences offered across all initiatives were authentically San Antonio, with featured designs from local artists, culinary offerings from both our up-and-coming and award-recognized chefs and community musicians.
- Our trade show activations welcomed attendees with hand-crafted goods and tasty San Antonio-inspired bites as we met across the country.
- On the road, San Antonio storytellers joined us to share their passion and love for the destination.

METRICS

TOTAL EVENTS:

106

NUMBER OF CUSTOMERS & PARTNERS ENGAGED:

7.5K

ARTS & CULTURE CONTRACTS ACROSS ALL DEPARTMENTS:

115+

LOOKING AHEAD FOR FY27

1 | Visit San Antonio will host its inaugural Corazón Ball in January 2027. The event will celebrate the heart, spirit and hospitality of San Antonio. The evening will feature a special awards program recognizing outstanding contributions to San Antonio's tourism and hospitality industry.

2 | Host the Visit San Antonio Executive Exchange (formerly the Client Advisory Board) in March 2027.

3 | San Antonio will host the Society of American Travel Writers in April 2027 during Fiesta.

4 | San Antonio will host the HPN Global Annual Partner Conference in September 2027.









SAN ANTONIO HOSPITALITY FOUNDATION OVERVIEW

RICARDO "RICKY" RAMIREZ
King

MONICA “MONI” FELAN
Queen

JONATHAN COLEMERE
Prince

YESENIA FRADE
Princess

GEORGE GARNICA
Duke

ERICA VALDEZ
Duchess

FRANCISCO “PACO” VENEGAS
Count

STACEY MAZUCA
Countess

TAYLOR ABBOTT
Viscountess

FY26 HIGHLIGHTS

- The 2026 River Walk Royal Court raised over $150,000 for the San Antonio Hospitality Foundation (SAHF), significantly increasing funds generated through the annual Royalty campaign.
- Endowments at St. Philip’s College and UT San Antonio provided scholarships to five students pursuing hospitality and culinary education.
- Expanded investment in hospitality education through direct grants, providing additional financial support beyond its endowed scholarship programs. The newly established grant program provided four St. Philip’s hospitality management students with experiential learning opportunities at the Event Service Professionals Association conference in January 2026.

METRICS

TOTAL GRANTS AWARDED:

1

TOTAL GRANT FUNDS:

$5K

SCHOLARSHIPS AWARDED FOR ACADEMIC YEAR 2026-2027:

UT San Antonio™ The University of Texas at San Antonio

ALAMO COLLEGES DISTRICT St. Philip’s College

2 STUDENTS	3 STUDENTS

LOOKING AHEAD FOR FY27

1 Reconnect former River Walk Royalty through a newly launched River Walk Royalty Alumni Program and create new opportunities for alumni to support the Foundation through fundraising, scholarships, community engagement and continued representation of the River Walk Royalty legacy.

2 Continue growing grant and student support through fundraising and partnerships that strengthen hospitality education and workforce development in San Antonio.

3 Ten new River Walk Royalty candidates have launched their campaigns with strong motivation to support the Foundation and surpass last year's record-breaking results. The 2027 Royalty Coronation will take place on March 13, 2027, at the Arneson River Theatre.







THE SAN ANTONIO RIVER WALK OVERVIEW

FY26 HIGHLIGHTS

- Reintroduced Hispanic Heroes presented by Hennessy, a cultural program first launched in 2024. This year's exhibit was inspired by Sounds of San Anto and featured a new collaboration with UT San Antonio and San Anto Cultural Arts, celebrating San Antonio's Hispanic Heritage through art and storytelling.
- Launched the Calaverita Run 5K & Family Walk under the expanded River Walk 5K program, building on the successful St. Patrick's Day pilot in 2025. This initiative created another opportunity for community participation, sponsorship and visitor engagement.
- Elevated signature River Walk events and experiences with illuminated décor and props, as well as guest engagement, driving additional visitation and support for River Walk businesses throughout the year.

METRICS

	FY26	FY25	VARIANCE
EVENTS HELD	24	21	+14.2%
EVENT ATTENDANCE	1.8M	2.3M	-22%*

**Elimination of Ford Fiesta de las Luminarias, fewer total event days offered for Ford Holiday Caroling, and rain-out events in the spring contributed to lower attendance.*

SIGNATURE EVENTS:

TICKETED EVENT:
34.6K

TICKETED EVENT:
33.7K

FREE EVENT:
39.1K

FREE EVENT:
45.1K

FREE / 10 SHOWS:
218.1K



LOOKING AHEAD FOR FY27

1 | Expand the Day of the Dead season with Culinary Spirits presented by Hennessy, engaging River Walk restaurants through featured dishes and cocktails, creating another way for visitors to experience the celebration throughout the month of October.

2 | Expand partnership levels across Day of the Dead programming, creating new revenue opportunities and interactive activations while giving partners more ways to engage visitors throughout the celebration.

3 | Continue developing programming and partnerships that create additional reasons to experience the River Walk throughout the year, with an emphasis on live entertainment, cultural experiences and River Walk business participation.








RIVER WALK


JOYFUL. FESTIVE.
SAN ANTONIO
TEXAS CAVALIERS





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Hospitality Director
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President & CEO
greater:SATX

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Artwork:

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FISCAL YEAR 2026

ANNUAL REPORT

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