



VISIT
SAN ANTONIO

VSA Annual
Report FY25



OUR MISSION:

BRINGING THE WORLD TO *San Antonio*

2024

SAN ANTONIO

HOSPITALITY IMPACT

**OVERALL
ECONOMIC
IMPACT**

\$23.4B*

**ANNUAL
VISITATION**

39.2M

(Domestic + International)

... **CONTRIBUTIONS TO SA ECONOMY** ...

\$284M

IN TAX REVENUE

150K JOBS

IN SAN ANTONIO

*Does not include international visitors' impact.

Updated 12/10/25

FY25 VISIT SAN ANTONIO ORGANIZATIONAL ROI

TOTAL \$42M BUDGET

GOVERNED BY A 24-PERSON VSA BOARD OF DIRECTORS

includes **29% COSA representatives**, and a **15-person TPID Board**

REVENUE SOURCES

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

TOURISM PUBLIC IMPROVEMENT DISTRICT (TPID) (1.25%) **26%**

PRIVATE REVENUE **7%**

RETURN ON INVESTMENT FOR FY25

\$1.9B

45:1 ROI

GENERATED BY **CONVENTION SALES, MARKETING & PR/COMMUNICATIONS**

TOTAL EVENT BOOKINGS ECONOMIC IMPACT \$903M

- 801 total events booked
- 991K room nights booked
- 790K total attendees

OF WHICH CONVENTION CENTER BOOKINGS ECONOMIC IMPACT \$703M

- 122 total events booked
- 642K room nights booked
- 611K total attendees

MARKETING & PR ECONOMIC IMPACT \$1.01B

- 2.1M trips resulting from trackable digital ads
- Additional trips generated from TV, print, billboards, radio and others are not trackable
- \$34.1M earned media value

TPID ECONOMIC IMPACT \$350M*

- 48K room nights at an **11:1 ROI** on the individual hotel incentive program
- 197K room nights at a **25:1 ROI** on events utilizing hosting obligations

*Does not include hotel incentive economic impact.

KPI'S/ORGANIZATIONAL GOALS (FY25)

	FY25 GOAL	FINAL	% OF GOAL
Event Bookings	755	801	106%
Leads Generated	3.9K	3.6K	93%
Citywide Events Booked	72	74	102%
Room Nights	926K	991K	107%
Corporate Citywide Events Booked	13	12	92%
Short-Term Events Booked	610	625	102%
Online Engagement	160M	214M	133%
Placements / Earned Media Value	1.3K / \$34.1M	1.5K / \$34.1M	119% / 100%