

San Diego Tourism Authority Conference call April 3rd 2020 at 10 AM

500 San Diego members dialed into the call and the challenging environment was acknowledged. We are moving towards recovery as soon as it is appropriate.

San Diego tourism authority has reduced their staff. They have 49 furloughed employees. While 31 are still working to provide us, as members the resources for our industry.

Obviously, while no one in the world is traveling it doesn't make any sense to be advertising visiting San Diego. Their fiscal year begins July 1st. They're working hard to be a significant force, when recovery begins. They stated several times throughout this meeting that no one at this point knows when that recovery will actually begin.

They indicated that with the lack of assessment funds (TOT) that funding in the future will surely be affected by this time of no travel. There will be little to no assessment revenue over the next 3 months. Right now, hotels in San Diego are at approximately 23% occupancy. Many are closed. Those that remain open are servicing the healthcare environment for the most part.

A valuable resource that are available to all San Diego businesses is there connect blog: <https://connect.sandiego.org/> This is being updated in what they described as "real time."

Although they are working constantly on forecasting, it is impossible to create a timeline. As they are subject to public health officials, as we all are. Right now, they're seeing that there is still a great amount of interest in San Diego and most of that interest seems to be geared towards starting visitation in the fall of this year. *Which obviously is good for Julian.*

They did indicate that their initial marketing will be focused on regional outreach, places where people can come from without flight being necessary. So, for example Arizona and of course all of the surrounding larger counties.

Right now, they're focusing a lot on virtual experiences. They praised a lot of the art community for their virtual presentations. Their current theme is "We'll Keep San Diego Warm for You." The hashtag they are using is [#WithLoveSanDiego](#). *I encourage us all to use this hashtag when doing posts, it will help us all get more notice.*

They're encouraging members to submit content via our member portal. So, you as members of the Julian chamber may submit to us and we'll do our best to get it to them. Our posts should be focused on our community as a whole.

They indicated that meeting planners are still working to plan to visit San Diego and again as stated above most plans begin in the fall of this year. They still have a meeting salesforce working to book San Diego and stated dates as far in the future as 2026.

As many of you know the Convention Center is currently housing homeless in many of its halls. We are assured by the city that security is tight and that the Convention Center will be spiffy and ready to go when our recovery process begins. You can go to the website <https://visitsandiego.com/events> and find a listing of all conventions that are and/or were booked at the Convention Center.

My summary of the conference call:

The San Diego tourism authority is working hard to plan for the future of advertising and promoting our region. Right now they are working hard to forecast when that might be.

They provided us with some good ideas regarding virtual experiences I think for Julian some of that might include a virtual mine tour I also think we could do some virtual gold panning , maybe something with apples and some of the activities that we offer here in Julian. kudos to the cooler for already working on a virtual tasting event.

I think it is possible for us to work on some virtual experiences and will reach out to members to start creating this content as well as continuing to search youtube for content to share.