



CITY COUNCIL  
WORKSESSION

# FY24 PROPOSED BUDGET

MARC ANDERSON



VISIT  SAN ANTONIO

AUGUST 30, 2023  
Real stories. True experiences.



REAL GROWTH.  
TRUE IMPACT.

# PRESENTATION OVERVIEW

- FY24 Proposed Budget
- FY24 Organizational Goals
- FY24 Strategic Plan Briefing
- IPW Success/Measuring ROI

# FY24 Proposed Budget (in millions)



REVENUE	FY23 ADOPTED	FY24 PROPOSED	VARIANCE	
HOT	\$25.9	\$27.6	\$1.7	7%
Other	\$2.8	\$2.5	-\$0.3	-11%
<b>TOTAL</b>	<b>\$28.7</b>	<b>\$30.1</b>	<b>\$1.4</b>	<b>5%</b>
EXPENSES	FY23 ADOPTED	FY24 PROPOSED	VARIANCE	
Storytelling	\$13.3	\$14.7	\$1.4	11%
Sales & Experience	\$9.3	\$9.8	\$0.5	5%
Visitor Information Center	\$1.0	\$0.0	-\$1.0	-100%
Partner & Comm. Relations	\$1.1	\$1.2	\$0.1	9%
River Walk	\$1.1	\$1.5	\$0.4	37%
Administration	\$2.9	\$2.9	\$0	0%
<b>TOTAL</b>	<b>\$28.7</b>	<b>\$30.1</b>	<b>\$1.4</b>	<b>5%</b>

- HOT funding comprises **92%** of revenue
- **82%** of funding dedicated to sales and marketing efforts
- VSA oversees independent SATPID Corporation budget of **\$10.9** million

# FY 2024 Goals (Preliminary\*)



GOAL	FY 2023 ADOPTED	FY 2023 FORECAST	FY 2024 PROPOSED	VARIANCE
<b>Sales:</b> Event Bookings	530	639	670	5%
<b>Sales:</b> Leads Generated	2,750	3,300	3,600	9%
<b>Marketing:</b> Online Engagement	55 million	100 million	110 million	10%
<b>Communications:</b> Placements/ Earned Media Value	525 / \$22 million	800 / \$22.5 million	880 / \$24.75 million	10% / 10%
<b>Membership:</b> Partner Revenue Earned	\$550,000	\$550,000	\$600,000	9%

\* Please note: FY23 Forecast and FY24 Adopted are preliminary numbers

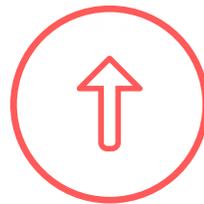
# FY24 Strategic Plan Briefing



- Developed based on community and Board of Directors input
- Solidifies mission of bringing the world to San Antonio and leading through recovery
- Final year of three-year, short-term recovery plan
- Focuses efforts under five (5) strategic priority areas:



**Storytelling**



**Strategic  
Sales**



**Partnerships**



**Advocacy**



**Diversity**

# Priority: Storytelling



## Position San Antonio as a premier domestic and international leisure destination

- Continued development of San Antonio as global brand
- Leverage Real & True campaign to drive demand
- Expand Global Development Plan to include Germany and China
- Introduce new Social Media and Digital tools
- Partner with San Antonio International Airport and greater:SATX to increase flight service



## Increase domestic and international media attention

- Emphasis on History, Culinary, Outdoor, Fun, Meetings & Conventions, Arts and Culture
- Secure national television show from key international market
- Engage social media influencers from focus international markets
- Solidify status with media as Culinary Capital of Texas
- Establish San Antonio as the top destination to celebrate Hispanic Heritage Month



# Priority: Storytelling



## Drive Demand to local businesses by reaching travelers and local audiences

- Increase STR occupancy ranking by one (1) position in FY24
- Engage with local military to tell the story of San Antonio as "Military City U.S.A."
- Expanded partnership with key trade platforms
- Continue to grow partnership with Department of Arts & Culture and World Heritage Office
- Work with COSA, Centro and Alamo Trust to increase traffic during Holidays and 4th of July



## Leverage wonderful River Walk (RW) in all marketing priorities and objectives



- Engage TV network conversations to drive significant exposure
- Develop new brand guidelines, launch new website offering unique experience and information to locals and visitors
- Develop Co-Op opportunities dedicated to RW businesses
- Event marketing support to all RW department-organized events
- Event data intelligence acquisition and tracking to evaluate results

# Priority: Strategic Sales

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## Drive groups to hold meetings, conventions, and tradeshows while enhancing the uniqueness of the one-and-only San Antonio

- Continued emphasis on short term business and need dates
- Focus on Corporate Citywide Events
- Leverage TPID funding to increase short-term demand
- Confirm 89 Events at the Henry B. Gonzalez Convention Center
  - Including 56 New Citywide Events
- Coordinate an expansive, multi-city roadshow across the country



# Priority: Advocacy, Partnerships, Diversity



## Advocacy

- Hire Chief of Staff / Head of DEI
- Support any initiatives that support a thriving San Antonio tourism industry
- Protect against expanded use of Hotel Occupancy Tax during 88th Legislative Session

## Partnerships

- Grow membership program
  - Re-brand and launch of San Antonio Tourism Ambassador Program
  - Continued emphasis on increased diversity of membership
- Fundraise for 501c3 to support local educational scholarships
- Continue to elevate and improve River Walk events
- Increase programming for small businesses

## Diversity

- Activate Diversity Action Plan
- Chief of Staff / Head of DEI to increase number of members listed as MWOBs
- Highlight SA as a leader in DEI through industry involvement



# IPW San Antonio 2023



IPW is the country's largest travel trade show driving international tourism to the U.S. Held for the first time in San Antonio May 20-24, 2023



Generated **\$13.56M** economic impact in 2023



Visit San Antonio and City of San Antonio **legacy elements benefit future visitors, delegates and residents**



**470 appointments** with buyers and media



**More than 300 local business partners and organizations** collaborated with Visit San Antonio to curate experiences and highlight the city's most treasured assets



Economic generator for years to come:

- **395K new international visitors**
- **\$614M in international visitor spending**

**in the three (3) years following hosting**



Immersion tours for **730 international media and buyers** showcased citywide - all districts included



**Over 602 volunteers** (684 shifts, 2,400 hours of volunteer time)



Rockport Analytics to **analyze international visitation and the economic impact** for the next 3.5 years



All IPW 2023 events were certified gold as "Green Events" through the City of San Antonio's Office of Sustainability

***"Few (host cities) hold the title of best all-around, and well, San Antonio is wearing that crown."***

Malcolm Smith, Senior Vice President of Business Development & General Manager, IPW, U.S. Travel Association



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