

# 2016 FORECAST



## Record Primary Attendance, Hotel Room Nights, Building Occupancy & Direct Attendee Spending Forecast 66 Citywide Conventions to Deliver \$1.2 Billion in Regional Impact

The San Diego Convention Center Corporation is forecasting a record-breaking year in 2016 in terms of primary attendance, hotel room nights, building occupancy and direct attendee spending from a total of 108 events currently scheduled in the facility. The total regional impact is expected to eclipse \$1.2 billion based on a forecasted all-time record \$708.1 million in direct attendee spending. Approximately \$25.6 million in tax revenues are expected to be generated by convention attendees, helping to reduce the tax burden on local taxpayers and pay for essential city services.

Sixty-six primary citywide conventions are expected to attract an **all-time facility record 673,814 primary attendees**, surpassing the previous record set in 2008. Forty-two secondary events are expected to draw 228,545 local and regional attendees. A **record 856,035 hotel room nights** are projected in 2016, beating the previous

high mark set in 2003.

"The upcoming year will be our strongest on record when it comes to attendance and room night generation which is great news for the convention and meeting industry in San Diego in the months ahead," said Carol Wallace, President and CEO of the San Diego Convention Center Corporation. "It is a particularly exciting year ahead as we look forward to hosting the MLB All-Star Fanfest in the facility this July."

Fifteen medical meetings are forecast to generate \$458.1 million in total regional impact in 2016. Over 148,000 people are expected to attend medical meetings at the center accounting for 353,734 hotel room nights and approximately \$9.7 million in tax revenues. The projected medical meeting attendance, hotel room nights and tax revenues are all the highest they have been since 2007 and third highest overall. Some of the major medical shows

convening at the center in 2016 include the Society for Neuroscience, American Society of Hematology, Experimental Biology, Digestive Disease Week and the American Academy of Otolaryngology.



In partnership with the San Diego Padres and the City of San Diego, the San Diego Convention Center is proud to be a part of the 87th

Major League Baseball All-Star Week this upcoming July. The center will serve as home to the MLB All-Star Fanfest, a full-facility multi-day baseball fan convention. This will be the **first time** the event will be held downtown and only the third time it has ever been to San Diego in its 82-year history.

### 2016 PROJECTED BENEFITS

= CONVENTION CENTER RECORD

REGIONAL IMPACT	DIRECT ATTENDEE SPENDING	TAX REVENUES	HOTEL ROOM NIGHTS	EVENTS 66 CONVENTIONS	ATTENDANCE PRIMARY ATTENDEES: 673,814	MEDICAL EVENTS	REGION-WIDE JOBS
\$1.2 billion	\$708.1 million	\$25.6 million	856,035	108	902,359	15	12,500

These numbers represent forecasted business in calendar year 2016 provided to the Corporation by event management as of December 28, 2015. Totals are expected to increase as additional events are booked going forward.

## Top 5 Economic Generators

EVENT	REGIONAL IMPACT	DIRECT ATTENDEE SPENDING	TAX REVENUES	HOTEL ROOM NIGHTS	ATTENDANCE
1. San Diego Comic-Con International	\$140.0 million	\$82.8 million	\$2.98 million	62,922	130,000
2. Society for Neuroscience	\$109.6 million	\$64.8 million	\$2.33 million	53,900	32,000
3. Digestive Disease Week	\$62.8 million	\$37.1 million	\$1.33 million	50,095	20,000
4. American Society of Hematology	\$61.8 million	\$36.6 million	\$1.32 million	82,000	19,000
5. American Chemical Society	\$60.5 million	\$35.8 million	\$1.29 million	22,545	19,000

These results are based on information and research provided by Destination Marketing Association International and by San Diego based CIC Research, Inc.

## HOW IS REGIONAL IMPACT CALCULATED?

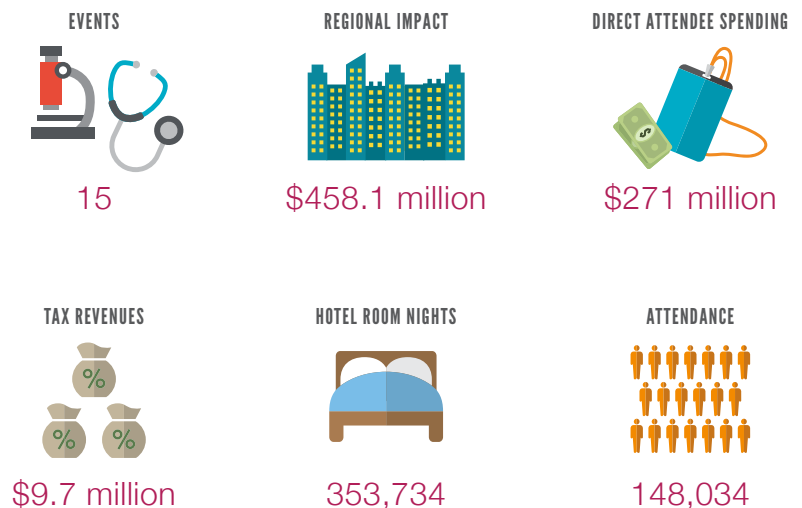


## Medical Meetings Summary

Medical meetings continue to bring significant benefits to the local economy as they account for three of the top five economic generators in 2016. The projected attendance, hotel room nights and tax revenues from medical meetings alone are the highest they have been since 2007 and third highest overall. The medical meetings market is highly competitive as they typically have larger budgets, perform well in economic downturns and their attendees often times extend their stay to enjoy all the host city has to offer.



## 2016 MEDICAL CONVENTIONS



## Direct Attendee Spending

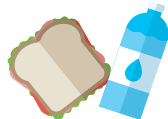
One of the major benefits the convention center brings to San Diego is out-of-town visitors who spend significant sums for accommodations, dining, entertainment, shopping and other needs. Event organizers also spend money for products and services to organize and produce their events. In 2016, an all-time record \$708.1 million is forecast to be spent by attendees, creating a positive cycle of economic activity for local San Diego businesses. The direct spending associated with conventions and meetings rolls into all areas of the local economy and creates an ecosystem of jobs in San Diego. Approximately 12,500 region-wide jobs throughout the San Diego region are directly connected to, or indirectly supported by events held at the San Diego Convention Center.

### LODGING



\$256.6 million

### MEALS/BEVERAGES



\$85.5 million

### RETAIL SHOPPING



\$48.1 million

### ADMISSIONS



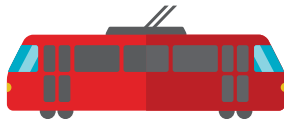
\$36.1 million

### AIR TRANSPORTATION



\$49.5 million

### LOCAL TRANSPORTATION



\$10.7 million

### AUTO RENTAL



\$16.0 million

### MISCELLANEOUS



\$10.3 million

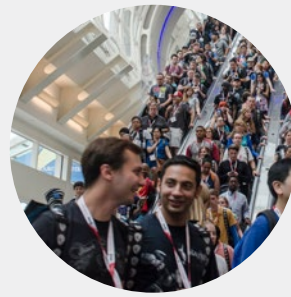
### EVENT COSTS



\$195.3 million

—————  
*Total Attendee  
 Spending*  
**\$708.1 million**  
 —————

These results are based on information and research provided by Destination Marketing Association International and by San Diego based CIC Research, Inc.



## Building Occupancy

At 74.6 percent, 2016 building occupancy is an all-time projected record and far above the industry average of 48 percent; with current figures expected to increase throughout the year. At occupancy levels above 60 percent, a center is operating close to full capacity and may begin to turn away significant amounts of business.

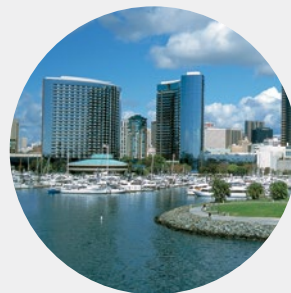
## Attendance



Approximately 902,359 guests are forecast to attend events at the center in 2016. This includes an all-time record 673,814 primary attendees coming for conventions, tradeshows and corporate events.

Primary attendees are the most sought after as their events require overnight stays that bring greater benefits to the San Diego region. Current numbers are expected to increase as the year progresses.

## Hotel Room Nights



In 2016, the convention center is forecasting a record 856,035 hotel room nights to be utilized by convention attendees as part of the contracted room blocks

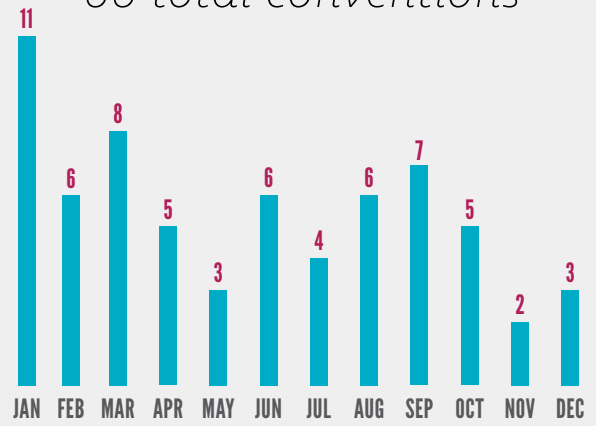
arranged in advance by meeting planners. This is the highest number on record for a calendar year in the convention center's history. The method by which the San Diego Convention Center calculates hotel room night numbers, consistent with industry practices, is based on estimates provided to us by clients at the time of booking. This does not take into account the amount of additional rooms that are booked out of the contracted room nights. Industry studies have suggested approximately 30-40 percent of attendees stay at hotels not associated with the contracted hotel room block.

# 2016 Conventions & Attendance by Month

Below is a list of the 66 primary conventions and trade shows expected to bring 673,814 primary visitors to San Diego in the upcoming year. The forecast is based on projections provided by convention planners at the time of booking. Not listed are the 42 consumer and community events that will attract 228,545 local and regional attendees. The convention center continues to pursue additional bookings throughout the year, so overall numbers are expected to increase as the year progresses.

Events are broken down into two categories, primary and secondary. Primary events bring San Diego greater benefits as they consist of out-of-town attendees here for conventions, tradeshow and corporate events that require overnight stays. Secondary events are those that do not require overnight stays such as local community and consumer events.

66 total conventions



## JANUARY

01/05/16 - 01/07/16	RCMA 2016 EMERGE CONFERENCE	1,200
01/09/16 - 01/11/16	THE NATIONAL NEEDLEARTS ASSOCIATION TRADE SHOW	3,000
01/14/16 - 01/16/16	CABI 2016 SPRING SCOOP	3,000
01/16/16 - 01/20/16	16TH ANNUAL INTERNATIONAL MEETING ON SIMULATION IN HEALTHCARE	2,200
01/19/16 - 01/22/16	SPORTS TURF MANAGERS ASSOCIATION	1,800
01/21/16 - 01/23/16	CORPORATE EVENT	330
01/22/16 - 01/23/16	NU SKIN 2016 AMERICAN KICK OFF MEETING	3,000
01/23/16 - 01/27/16	SOCIETY FOR LABORATORY AUTOMATION & SCREENING	5,000
01/27/16 - 01/29/16	CATTLE INDUSTRY CONVENTION & NCBA TRADE SHOW	6,000
01/28/16 - 01/30/16	SOCIETY FOR PERSONALITY & SOCIAL PSYCHOLOGY ANNUAL CONVENTION	3,200
01/31/16 - 02/04/16	FIREHOUSE WORLD	4,000

## FEBRUARY

02/03/16 - 02/05/16	ENERGY, UTILITY & ENVIRONMENT CONFERENCE - EUEC 2016	1,500
02/06/16 - 02/11/16	GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA	11,000
02/17/16 - 02/19/16	WEST 2016 - AFCEA INTERNATIONAL & U.S. NAVAL INSTITUTE	12,000
02/17/16 - 02/20/16	ACADEMY OF OSSEOINTEGRATION ANNUAL MEETING	2,000
02/22/16 - 02/23/16	CLUB MANAGERS ASSOCIATION OF AMERICA CLUB BUSINESS EXPO	2,500
02/29/16 - 03/03/16	CISCO PARTNER SUMMIT 2016	4,000

## MARCH

03/04/16 - 03/05/16	ACCELERATE - SEACRET DIRECT	1,000
03/06/16 - 03/09/16	HOSPITAL MEDICINE 2016	3,500
03/07/16 - 03/09/16	BAI PAYMENTS CONNECT 2016	700
03/07/16 - 03/10/16	CORPORATE EVENT	1,500
03/14/16 - 03/16/16	251ST AMERICAN CHEMICAL SOCIETY NATIONAL MEETING & EXPOSITION	19,000
03/19/16 - 03/22/16	SGO 2016 ANNUAL MEETING ON WOMEN'S CANCER	1,850
03/21/16 - 03/23/16	AMERICAN SOCIETY FOR HEALTHCARE ENGINEERING	2,500
03/29/16 - 03/31/16	NATIONAL CATHOLIC EDUCATIONAL ASSOCIATION ANNUAL	8,000

## APRIL

04/02/16 - 04/06/16	EXPERIMENTAL BIOLOGY 2016	15,000
04/11/16 - 04/14/16	RIMS 2016 ANNUAL CONFERENCE & EXHIBITION	10,000
04/16/16 - 04/20/16	WORLD CONGRESS ON INDUSTRIAL BIOTECHNOLOGY	1,200
04/17/16 - 04/19/16	SOCIAL MEDIA MARKETING WORLD 2016	4,000
04/24/16 - 04/28/16	2016 LIGHTFAIR INTERNATIONAL	23,000

## MAY

05/06/16 - 05/10/16	AMERICAN OPTOLOGICAL ASSOCIATION 2016 ANNUAL MEETING	18,000
05/21/16 - 05/24/16	DIGESTIVE DISEASE WEEK 2016	20,000
05/31/16 - 06/02/16	ELECTROCHEMICAL SOCIETY MEETING 2016	1,750

## JUNE

06/03/16 - 06/04/16	ROCK 'N' ROLL MARATHON EXPO SAN DIEGO	60,000
06/06/16 - 06/08/16	WORLDDATWORK 2016 TOTAL REWARD CONFERENCE	2,000
06/11/16 - 06/15/16	SNMMI 2016 ANNUAL MEETING	4,000
06/16/16 - 06/17/16	ONLINE TEACHING CONFERENCE	700
06/21/16 - 06/23/16	AVID 2016 SUMMER INSTITUTE	3,000
06/27/16 - 06/30/16	ESRI - ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE	14,500

## JULY

07/04/16 - 07/06/16	FCCLA NATIONAL LEADERSHIP CONFERENCE	8,000
07/08/16 - 07/12/16	MAJOR LEAGUE BASEBALL 2016 ALL STAR FANFEST	100,000
07/21/16 - 07/24/16	SAN DIEGO COMIC-CON 2016	130,000
07/31/16 - 08/05/16	UNITED ASSOCIATION OF JOURNEYMEN & APPRENTICES - PLUMBING & PIPE	4,200

## AUGUST

08/01/16 - 08/02/16	ASSOCIATION FOR HEALTHCARE RESOURCE & MATERIALS MANAGEMENT	2,559
08/12/16 - 08/14/16	AMERICAN ASSOCIATION OF DIABETES EDUCATORS 16 ANNUAL MEETING	7,500
08/22/16 - 08/24/16	CORPORATE EVENT	4,500
08/23/16 - 08/24/16	NAVY GOLD COAST SMALL BUSINESS OPPORTUNITY CONFERENCE	1,200
08/30/16 - 09/01/16	SPIE 2016 OPTICS & PHOTONICS	6,000
08/30/16 - 09/01/16	INTERNATIONAL COUNCIL OF SHOPPING CENTERS - ICSC 2016 WESTERN	5,000

## SEPTEMBER

09/07/16 - 09/09/16	ASSOCIATION OF WATER TECHNOLOGIES 16 ANNUAL CONVENTION AND EXPOSITION	1,200
09/09/16 - 09/11/16	ASSOCIATION OF ZOOS & AQUARIUMS ANNUAL CONFERENCE	2,000
09/11/16 - 09/13/16	AMERICAN ACADEMY OF PERIODONTOLOGY 102ND ANNUAL MEETING	5,500
09/18/16 - 09/21/16	AMERICAN ACADEMY OF OTOLARYNGOLOGY - HEAD & NECK SURGERY	8,200
09/25/16 - 09/27/16	PMI GLOBAL CONGRESS 16 - NORTH AMERICA	2,500
09/26/16 - 09/28/16	16 CNS ANNUAL MEETING	6,725
09/30/16 - 10/02/16	CORPORATE EVENT	10,000

## OCTOBER

10/04/16 - 10/06/16	ENERGY STORAGE NORTH AMERICA 2016 EXPO	1,100
10/05/16 - 10/07/16	IFMA WORLD WORKPLACE CONSORTIUM	3,500
10/16/16 - 10/18/16	INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE ANNUAL CONFERENCE AND EXPO	17,000
10/24/16 - 10/27/16	CORPORATE EVENT	3,000
10/25/16 - 10/27/16	AMERICAN STAFFING ASSOCIATION 2016 STAFFING WORLD MEETING	1,200

## NOVEMBER

11/02/16 - 11/04/16	ADOBE MAX 2016	3,000
11/12/16 - 11/16/16	NEUROSCIENCE 2016 - SOCIETY FOR NEUROSCIENCE	32,000

## DECEMBER

12/03/16 - 12/05/16	AMERICAN SOCIETY OF HEMATOLOGY ANNUAL MEETING	19,000
12/09/16 - 12/11/16	ADVANSTAR - CVC WEST 2016	3,000
12/13/16 - 12/15/16	ROBOUNIVERSE, INSIDE BITCOINS & INSIDE 3D PRINTING	5,000

Medical meetings highlighted in this color.

Attendance projections are provided to the corporation by the event planner or show manager.