



News from

Council President Todd Gloria

City of San Diego ■ District Three

NEWS RELEASE

For immediate release: March 26, 2013

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City Council Moves Forward with Tourism Marketing District

SAN DIEGO, CA (March 26, 2013) – The San Diego City Council today approved a resolution reaffirming its commitment to the marketing of San Diego as a tourism destination. The Council's action directed the Mayor to sign an operating agreement with the Tourism Marketing District (TMD), which has been unable to perform its duties attracting visitors in the highly competitive tourism industry.

Council President Todd Gloria stressed the importance of the TMD and the need to move forward for the good the City.

“More promotion of San Diego equals more services for San Diegans,” said Council President Gloria. **“This Council has worked hard to compromise with Mayor Filner and the TMD to come up with a solution that will protect our General Fund and provide certainty to the tourism industry. We will continue to collaborate on amendments if necessary. I’m open and available to make this happen and am prepared to call a Special Council Meeting this Thursday so we can all move forward, should the Mayor be willing.”**

The City budget and the regional economy are greatly impacted by tourism. The more people who know about San Diego through the TMD's promotional efforts, the better the chances of them traveling to the City. When people travel to San Diego, transient occupancy tax is generated, which is a key component of the City's General Fund, paying for core services like fire-rescue, police, and libraries. Further, 160,000 jobs in the region are dependent on tourism.

HotelNewsNow.com reported that in March 2013, among the top 25 markets, San Diego reported the largest occupancy decrease, falling 6.9% to 73.6%.

“The aggressive marketing being done by other cities clearly emphasizes the critical need for an ongoing, unified public-private effort to encourage and finance destination marketing and generate hotel room night revenue,” said Council President Gloria. **“We need to ensure that San Diego's tourism industry can continue its marketing efforts to remain competitive with other popular city destinations for years to come.”**

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