

SAN DIEGO CONVENTION CENTER 2010 FORECAST

SAN DIEGO CONVENTION CENTER CORPORATION

JANUARY 2010

Convention Center Events Contribute over \$1 billion in Regional Economic Benefits to the San Diego Region, support thousands of jobs

Top Medical Convention of the Year, Neuroscience 2010, expected to produce a record \$163.7 million regional economic impact and \$2.3 million in tax revenue

The San Diego Convention Center is forecasting **\$1.3 billion in regional economic impact** and **\$18.7 million in tax revenue** for the city coffers in 2010. Besides supporting 12,500 jobs countywide, Convention Center events this year will provide local hoteliers **724,303 hotel room nights** giving our city's hotel occupancy rates a well needed boost. Sixty-three conventions are also expected to draw **559,750 primary attendees** whose spending will generate an estimated **\$542.1 million in direct attendee spending**.

Future business continues to fare better than expected, in part, due to the Convention Center strategically marketing itself to resilient market segments such as the lucrative medical and health care sectors. One of this industry's top medical meetings, the Society for Neuroscience (SNS), is expected to bring **36,000 medical and scientific delegates** to San Diego for Neuroscience 2010, November 13-17. This valuable group was welcomed to San Diego in 2007 when it set the record for producing the largest economic impact, \$133 million, of any event held in the building to date. This time around, the SNS is expected to surpass its own record and generate an unprecedented **\$163.7 million in economic impact** as well as **\$2.3 million in tax revenue** for our city when it's most needed.

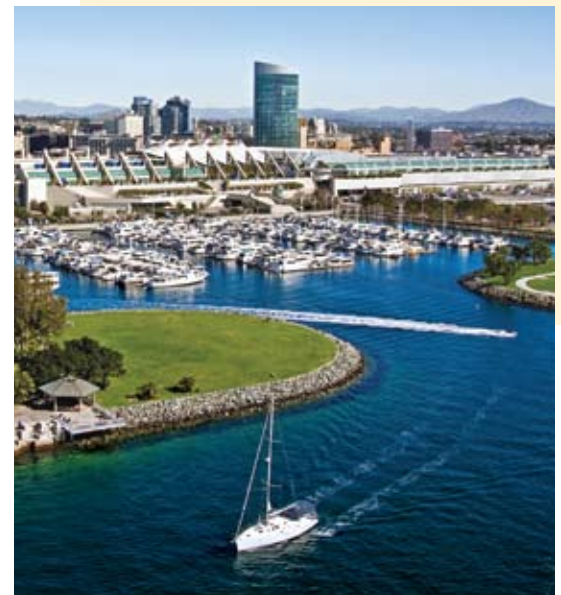
The present economic downturn has presented difficult challenges for the convention and trade show industry. Across the board, the number of exhibitors as well as attendance has fallen off, but the future outlook is encouraging. Tradeshow Week (TSW), a leading industry publication and a primary supplier of proprietary research, reports attendance at conventions and trade shows in the third quarter of 2009 improved. In addition, they recently surveyed CEOs and senior executives and found over 90 percent of these individuals are still attending their industry's most important events of the year and believe attending conventions and trade shows are critical to remaining competitive.

Besides the **63 conventions** being held in 2010, 36 consumer and community events will attract just over **237,300 local guests** bringing overall attendance to **797,120 and total events to 99**.

2010 PROJECTED BENEFITS

Economic Impact	\$1.3 billion
Direct Attendee Spending	\$542.1 million
Tax Revenues	\$18.7 million
Hotel Room Nights	724,303
Number of Events (63 conventions)	99
Attendance (559,750 convention visitors)	797,120

These numbers represent the forecast for calendar year 2010, which runs January 1, 2010, through December 31, 2010.



ECONOMIC IMPACT

Sixty-three conventions are forecast to generate **\$1.3 billion in regional economic impact**. Of those events, two medical conventions top the list of the year's largest economic generators. San Diego continues to be a dominant force in the medical and health care market, attracting many of the industry's most valuable medical shows which deliver healthy economic benefits. It's also important to note that the top five events are association meetings. This is significant as associations have to hold annual meetings in accordance with their group's by-laws despite changes in the economy. Association meetings make up about 70 percent of the overall business booked at the Convention Center, thus ensuring future convention activity and economic benefits for San Diego.

TOP FIVE ECONOMIC GENERATORS

NAME	ECONOMIC IMPACT	DIRECT ATTENDEE SPENDING	TAX REVENUES	ROOM NIGHTS	ATTENDANCE
Society for Neuroscience	163,715,904	68,214,960	2,322,773	72,450	36,000
American Society of Anesthesiologists	72,756,634	30,315,264	1,032,259	39,387	16,800
Golf Course Superintendents Association of America	59,373,300	24,738,875	842,378	35,250	17,500
National Safety Council	54,628,992	22,762,080	775,068	28,380	16,000
National Council of Teachers of Mathematics	51,451,632	21,438,180	729,987	23,760	18,000

Economic impact is the total value of an event on the local economy including direct and indirect spending and is calculated using an industry factor multiplied by direct attendee spending.

DIRECT ATTENDEE SPENDING

When attendees come to San Diego for a convention they spend money at our local hotels, restaurants, retail stores and on entertainment. In 2010, attendees are expected to generate **\$542.1 million in direct attendee spending**. This also includes spending by meeting organizers and exhibitors who buy products and services to produce an event such as rental of exhibit space, equipment and advertising.

As a result of the global and national recession, there has been a marked drop off in direct attendee spending compared to 2009, which has had an impact on lodging, room rates, meals and other spending categories producing tax revenues for the city. Although the economy is showing signs of recovery, the numbers in certain categories will remain soft, but are expected to trend upward again when buyer confidence is restored and the economy stabilizes long-term.

DIRECT SPENDING BREAKDOWN

ATTENDEES	
Lodging	\$186,342,395
Meals/Beverages	\$74,700,542
Retail Shopping	\$36,545,257
Admissions (Attractions, museums, theaters, etc.)	\$20,656,947
Air Transportation (local direct impact)	\$37,733,416
Local Transportation (taxi, parking, bus, excludes auto rental)	\$14,692,150
Auto Rental (within the city)	\$7,160,956
Misc. (convenience, groceries, etc.)	\$9,545,275
EVENT ORGANIZERS/EXHIBITORS	
Event space fee, equipment rental, advertising, vendor services and other costs association with producing an event.	\$154,687,023
TOTAL	\$542,063,961

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

HOTEL ROOM NIGHTS

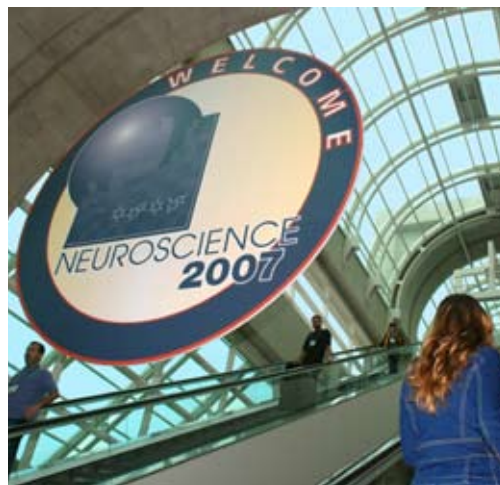
Over **724,300 hotel room nights** for local hoteliers are expected to be sold as a result of Convention Center events. This number, however, is understated as the room nights directly booked by attendees through the internet and loyalty programs are not accounted for. Annually, the Convention Center participates in a destination-wide visitor study conducted by CIC Research to measure, in part, the total number of hotel rooms utilized by visitors attending events at the Convention Center. Results from the annual survey consistently show that between one-third and one-half of all visitors purchase hotel rooms outside the pre-arranged event hotel room block. Even when just 30 percent of uncounted room nights are factored in, total room nights could be as high as **1,034,718**.



MEDICAL CONVENTION SUMMARY

San Diego continues to be one of the top ranked U.S. cities for attracting the most medical conventions and will host 16 of these highly prized events. Two of the year's top medical events, the Society for Neuroscience and the American Society of Anesthesiologists are among the 25 largest medical meetings in the nation. Competition among convention cities is fierce for this market segment as these events generate significant economic benefits even in the most challenging economy. The attendee profile is also great for San Diego as these individuals typically have more disposable income, spend more money in the host city, travel with family or friends and extend their stay a few days to enjoy the sights the host city has to offer.

Number of Medical Conventions	16
Economic Impact	\$523.4 M
Direct Attendee Spending	\$218.1 M
Tax Revenues	\$7.4 M
Hotel Room Nights	294,822
Attendance	145,500



The Society of Neuroscience, last here in 2007, is expected to set a new record of \$163.7 million for the largest economic generating event ever in the building.



Once again, the San Diego Comic Con International is forecast to be the highest attended event in 2010.

TAX REVENUES

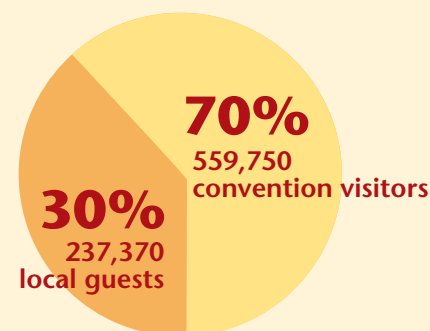
About **\$18.7 million in tax revenue** will be generated by convention visitors helping to relieve the tax burden on local residents. These revenues pay for important services such as fire and police protection, beach and park maintenance, museums, libraries and other services that improve the quality of life for all San Diegans.

JOBS

Event activity at the Convention Center supports **over 12,000 jobs countywide**. Besides the hospitality industry, many jobs are in sectors as diverse as agriculture, durable goods, manufacturing and residential construction.

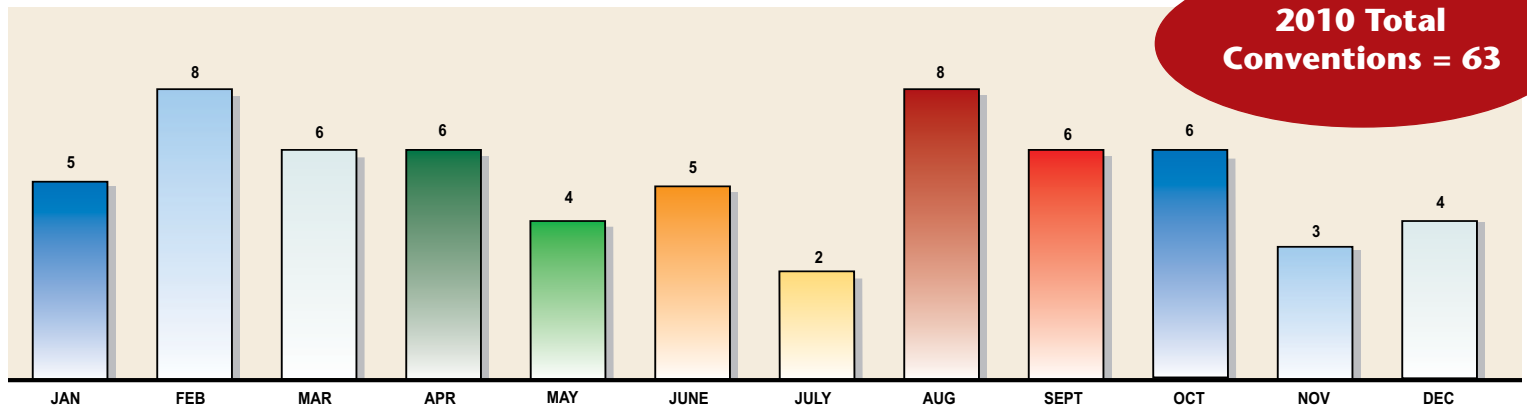
ATTENDANCE

More than **797,100 people** are expected to attend Convention Center events.



2010 CONVENTIONS & ATTENDANCE BY MONTH

Below is a listing of the **63 conventions and trade shows** expected to bring **559,750 convention visitors** to San Diego in the coming year. The attendees forecasted are based on projections provided by the convention organizers. The Convention Center continues to aggressively pursue additional bookings, so overall numbers are expected to increase throughout the year. Consumer and community events will also attract **237,370 local and regional attendees**.



JANUARY 2010 ATTENDEES

01/10 - 01/15	Mary Kay Leadership Conference 2010	7,500
01/19 - 01/21	Corporate Event	1,000
01/20 - 01/22	Corporate Event	2,500
01/26 - 01/27	Corporate Event	1,500
01/29 - 02/03	Nielsen Business Media Training 2010	3,000

FEBRUARY 2010

02/02 - 02/03	ASR Trade Expo	18,000
02/02 - 02/04	West 2010 - AFCEA & USNI	10,000
02/04 - 02/05	Association Builders & Contractors Craft Championship	2,000
02/11 - 02/13	Golf Course Superintendents Association of America	17,500
02/18 - 02/20	American Physical Therapy Association	8,000
02/18 - 02/21	Magic: The Gathering Pro Tour	1,400
02/19 - 02/22	American Association for the Advancement of Science	6,000
02/25 - 02/26	Advertising Specialty Institute	1,500

MARCH 2010

03/02 - 03/04	Firehouse World Exposition & Conference	7,500
03/03 - 03/04	CGA Excavation Safety Conference & Expo	1,800
03/11 - 03/13	Intl Health, Racquet & Sportsclub Association	13,000
03/13 - 03/17	Western Turbine Users	1,000
03/14 - 03/15	American Society of Healthcare Engineering	1,000
03/21 - 03/25	OFC/NFOEC 2010	15,000

APRIL 2010

04/08 - 04/09	Academy of Managed Care Pharmacy	3,000
04/08 - 04/09	National Indian Gaming Association	5,000
04/14 - 04/17	American Academy of Audiology	7,600

04/15 - 04/17	American Association of Endodontists	3,900
04/22 - 04/24	National Council of Teachers of Mathematics	18,000
04/25 - 04/27	International Supply Management	3,000

MAY 2010 ATTENDEES

05/02 - 05/04	American Transplant Congress	4,000
05/05 - 05/07	Institute of Scrap Recycling Industries	5,000
05/13 - 05/16	Oncology Nursing Society	8,000
05/24 - 05/26	American Society for Microbiology	14,000

JUNE 2010

06/03 - 06/04	Military & Aerospace Electronics Forum	350
06/06 - 06/09	NACDS Marketplace Conference	6,000
06/13 - 06/15	American Society of Echocardiography	2,700
06/19 - 06/21	Endocrine Society	8,000
06/27 - 06/29	Society For Human Resources Management	11,500

JULY 2010

07/12 - 07/15	Environmental Systems Research Institute	12,000
07/22 - 07/25	San Diego Comic Con 2010	126,000

AUGUST 2010

08/03 - 08/05	SPIE	5,500
08/03 - 08/05	Petco Managers Meeting & Tradeshow	1,500
08/08 - 08/10	Buffini & Company Mastermind Summit	4,000
08/12 - 08/15	American Psychological Association	14,000
08/14 - 08/16	ASR Trade Expo	20,000
08/22 - 08/27	International Assn of Firefighters	3,000
08/22 - 08/24	Isagenix International	8,000
08/29 - 08/31	NACDS Pharmacy & Technology Conference	2,600

SEPTEMBER 2010 ATTENDEES

09/10 - 09/11	Hispanic Business Showcase	2,000
09/12 - 09/14	Heart Failure Society of America	2,200
09/16 - 09/17	League of California Cities	6,500
09/19 - 09/20	International Catholic Stewardship Council	2,500
09/23 - 09/24	International Council of Shopping Centers	4,000
09/26 - 09/28	Council of Supply Chain Management Professionals	2,500

OCTOBER 2010

10/04 - 10/06	National Safety Council	16,000
10/09 - 10/11	Association for the Study of Obesity	2,500
10/17 - 10/19	American Society of Anesthesiologists	16,800
10/25 - 10/28	The Teradata Users Group	4,200
10/25 - 10/27	Intertech Pira Leds Conference 2010	400
10/31 - 11/04	Society for Therapeutic Radiology & Oncology	12,000

NOVEMBER 2010

11/03 - 11/06	CVC In San Diego	5,000
11/13 - 11/17	Society for Neuroscience	36,000
11/26 - 11/28	Assembly of God	6,000

DECEMBER 2010

12/01 - 12/04	National Association of Independent Schools	5,500
12/02 - 12/04	Athletic Business Publications 2010	2,000
12/06 - 12/08	Public Responsibility In Medicine & Research 2010	2,800
12/10 - 12/12	ACN International Training Event 2010	15,000