



FY26 *Strategic Plan & Budget*

VisitSanAntonio.com

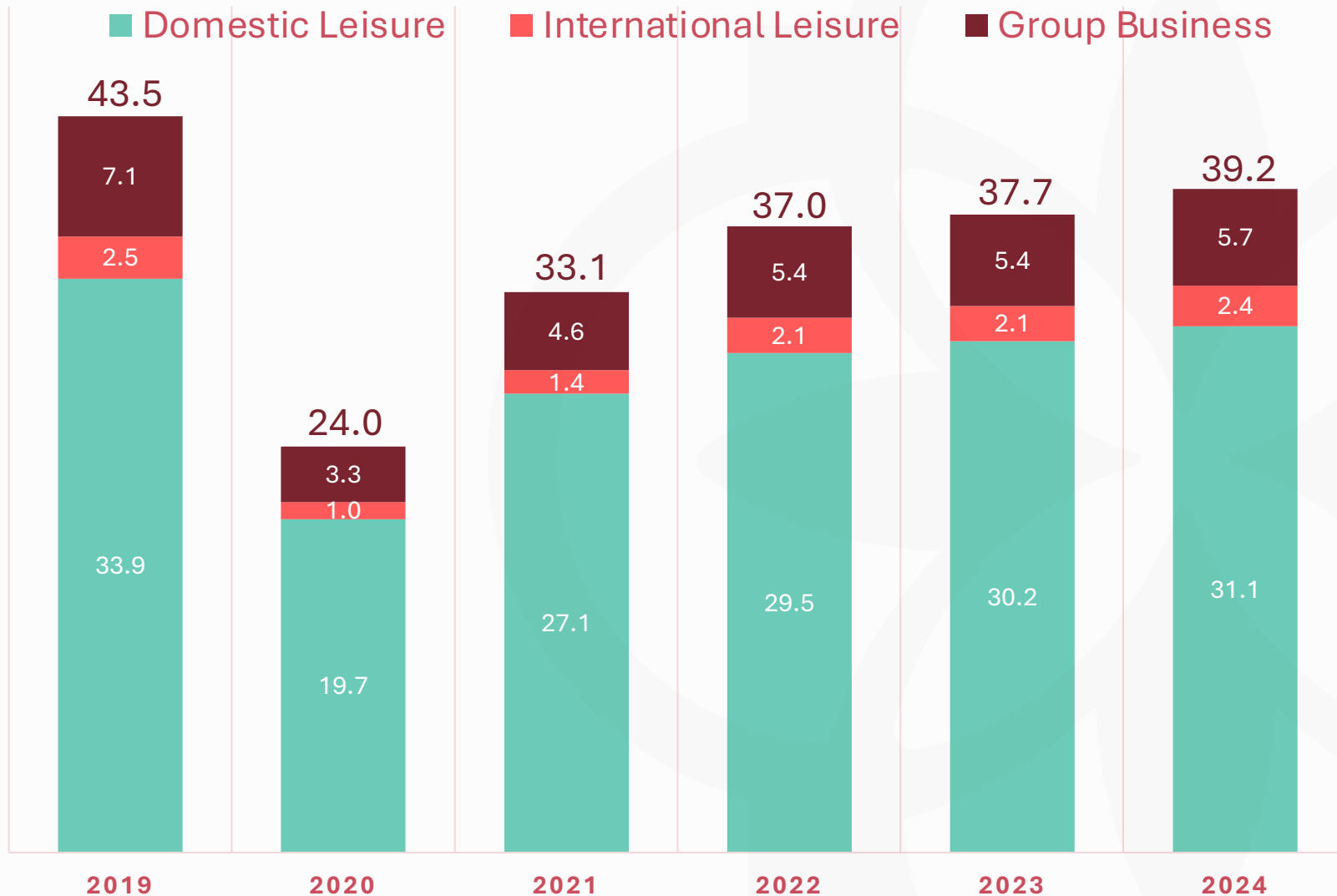
Our Vision

To elevate San Antonio as a must-experience destination where Texas culture and history begin.

Our Mission

BRINGING THE WORLD TO *San Antonio*

Successful Visitor Growth



- Nearing Pre-Pandemic Levels
- Strong Regional Visitation
- Stable International Visitation

Tourism Contribution to San Antonio Economy

- 2023 independent study conducted by
 - Richard V. Butler, Ph.D., Trinity University
 - Mary E. Stefl, Ph.D., Trinity University
- 2024 study available November 2025

Total Economic Impact

11% YOY Increase

\$21.5B



Total City Tax Revenue

11% YOY Increase

\$280M



Total Hospitality Jobs

5% YOY Increase

147K



Additional Source: Bureau Labor of Statistics

VSA FY24 Return on Investment

**\$1.4 Billion
Total
Economic
Impact**



**33:1
ROI**

\$697M

Sales Production Economic Impact

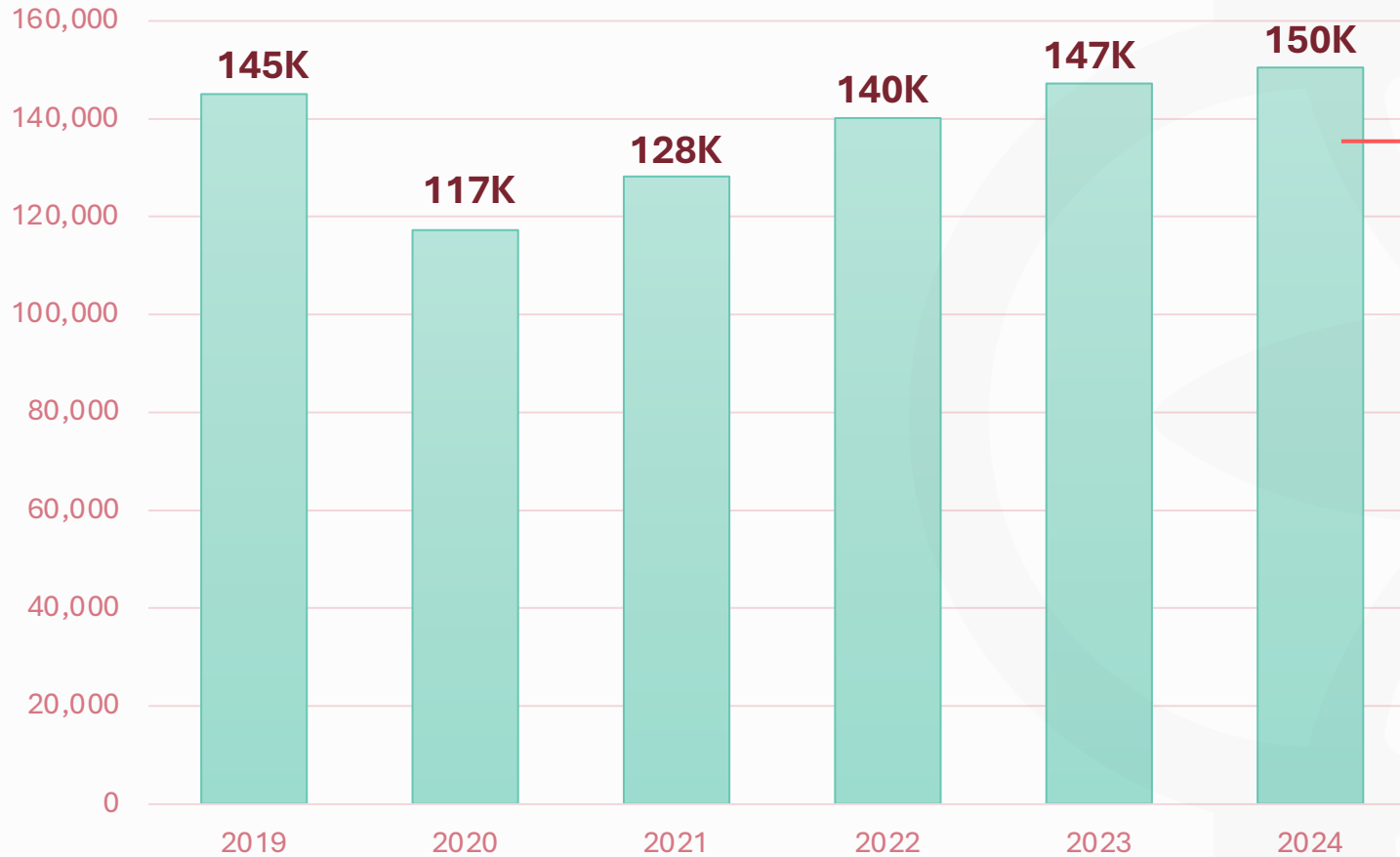
- 752 total events booked
- 896K room nights booked
- 675K total attendees

\$732M

Marketing & PR Economic Impact

- 1.5 Million leisure trips resulting from trackable digital ads
- \$32.5M earned media value

Tourism & Hospitality Employment



150,486

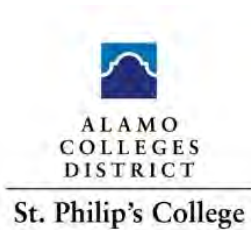
Up 5,430 jobs, or 3.7%, from 2019



**1 in 8
Employed
San Antonians**



San Antonio Community Benefits Hospitality Scholarships at St. Philip's College and UTSA



Community Benefits

127 Visit San Antonio Contracts

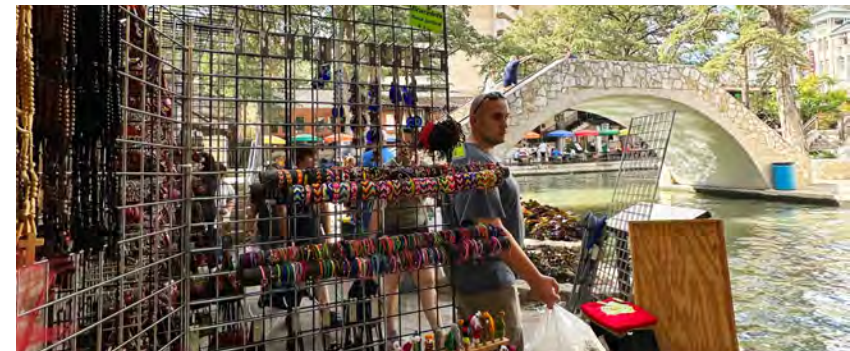
To local artists, musicians, and entertainers to serve as destination storytellers at event marketing opportunities across the country

1,132 Business Referrals for Meetings & Conventions

To 105 total local artist members

Free River Walk Community Programming

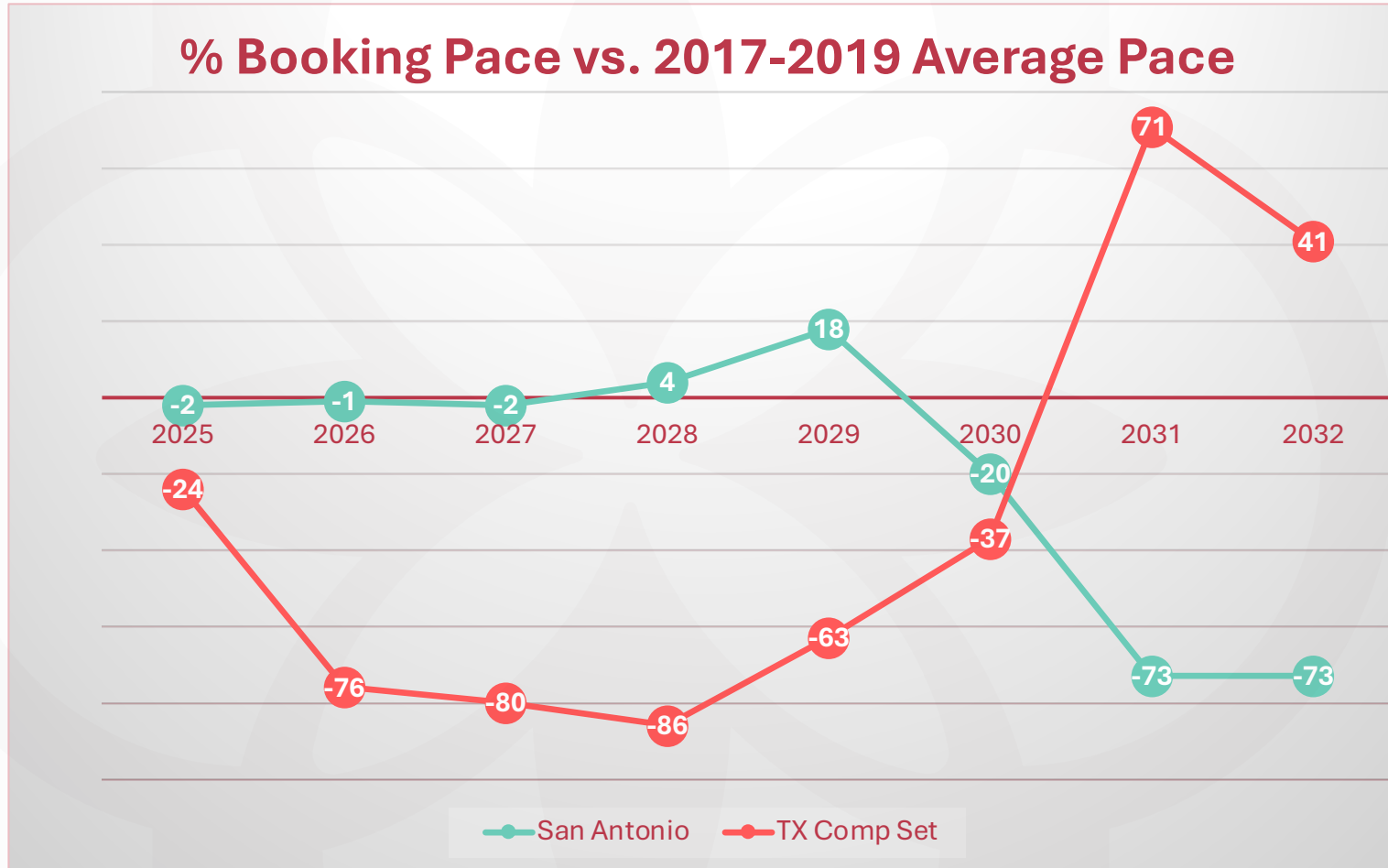
2.38 M attendees across 24 Visit San Antonio-hosted artisan shows, parades & festivals to provide access to all



Key Performance Indicators

	FY24 Goal	FY24 Actual	FY25 Goal	FY25 Forecast
Marketing: Online Engagement	119M	150M	160M	187M
Communications: Earned Media Value / Media Placements	\$28M / 1,090	\$32.5M / 1,220	\$34.1M / 1,282	\$34.1M / 1,400
Membership: Partner Revenue Earned	\$600K	\$685K	\$700K	\$695K
Sales: Total Number of Events Booked	680	752	755	755
Sales: Total Leads	3,400	3,735	3,850	3,580
Sales: Total Citywides Booked	57	69	72	72
Sales: Room Night Target	740,000	895,687	926,000	926,000

Convention Center Booking vs. Competitive Set



Source: 2synergize / FuturePace

- **Booking Pace:** How quickly room nights are being booked for a future date compared to the benchmark average
 - 2017-2019 average represents historic high watermark
- **2025-2029:**
 - SA consistent with or ahead of pace while TX competitive set lags during construction closures
- **2030-2033:**
 - SA significantly behind pace as TX competitive set rebounds with facilities construction completion

FY26 Proposed Budget

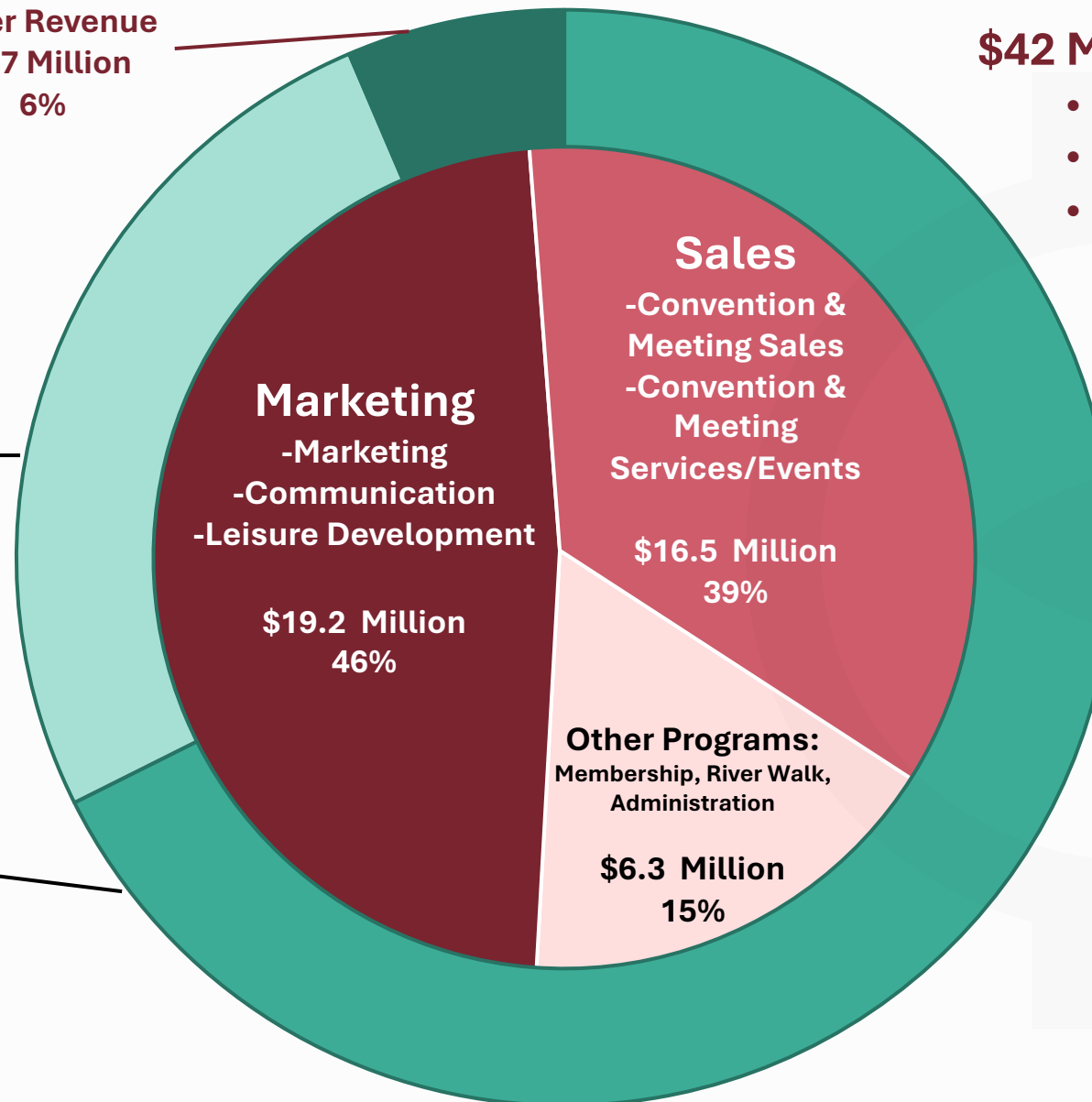
Other Revenue
\$2.7 Million
6%

\$42 Million Comprehensive Budget

- Visit San Antonio: \$31.1M
- SA TPID Corporation: \$10.9M
- SA Hospitality Foundation: \$75K

Tourism Public Improvement
District Fees
\$10.9 Million
26%

Hotel Occupancy Tax
\$28.4 Million
68%



Primary Emphasis on Sales & Marketing Efforts

- Combined funding: 85%



FY26 Strategic Plan:

Positive Community & Financial Impact Citywide

Primary Priorities

- ① Secure more meetings and conventions for the Henry B. González Convention Center and stakeholders throughout all 10 Districts
- ② Protect the regional travel market
- ③ Expand San Antonio's reach across the United States
- ④ Bolster San Antonio's influence in key international markets

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Thank You