When this is complete it will bring the waterfront the kind of international acclaim enjoyed by cities like Vancouver, San Francisco and Barcelona..."

The new visitor information center is part of the North Embarcadero Visionary plan that includes a dramatic revitalization of the San Diego waterfront; an estimated $228 million dollar project that has been years in the making. The intent was for the area to be the “showcase of the San Diego waterfront and a place of urban grandeur.”

The design includes almost 12 acres of park and open space, 7 acres of gardens, 5 acres of hardscape and landscape and more than 1,700 trees! NEVP Phase 1 increases and enhances the public’s access to the San Diego Bay through a wide esplanade and waterfront promenade. Through its grove of jacaranda trees and public art, the public now feels welcomed into the area. A signature linear public park will eventually run the entire length of the North Embarcadero.

...and more importantly, it will create a dramatic new gateway between a beautiful waterfront, a thriving downtown and a dynamic city."

Scott Peters, Chairman, Board of Port Commissioners

West Broadway serves as a grand hall connecting downtown to the San Diego Embarcadero. The visitor center sits in the perfect position to take full advantage of this vision.
LIGHTBOX FLOOR DISPLAYS
Marketing your business is not a “one size fits all” adventure; for this reason we have developed a variety of locations, sizes, and styles of advertising to suit your needs, preferences and budget.

FLOOR DISPLAYS

ADVERTISING RATES (YEARLY)

FULL PANEL
Floor Display
28” x 57” $6995
or
21” x 57” $5495
Neighborhood Display
29” x 61” $6995

HALF PANEL
Floor Display
28” x 28” $3900
or 21” x 28” $2995
Neighborhood Display
27” x 21.3” $3900

QUARTER PANEL
Floor Display
28” x 14” $2600
or 21” x 14” $2100
Neighborhood Display
27.4” x 10” $2600

EIGHTH PANEL
Floor Display
14” x 7” $1400
or 10” x 14” $1100
Neighborhood Display
13.3” x 10.18” $1400

NEIGHBORHOOD DISPLAYS
The new trend of “experiential tourism” has created a new demand for interesting, informative, interactive visitor centers. Visitors don’t want to just “see” a destination, they want to “experience” it – this is why they love to talk to the locals, ask knowledgeable staff for recommendations, and explore the history and culture of the destination.

We have created “neighborhood displays” to inform and inspire visitors to explore the culture and uniqueness of San Diego.

Located right in the middle of the room for maximum exposure!

Don’t see your neighborhood?
We’ll create it! Just ask us how.
TOUCH SCREEN PROGRAM
This interactive touch screen display is available for any business that purchases advertising at the SDVIC. This engaging exhibit will allow you to showcase your business completely by:

- Allowing visitors to link to your website
- Showing your video or slideshow
- Displaying your restaurant’s menu
- Highlighting your hotel’s amenities
- Anything you have available to showcase your business

The touch screen program is an additional $495/year with any ad purchase.

Hanging Banner Ads
New this year! Large full-color banners to display your message.

24” wide x 60” high
One Side: $1800  Front & Back: $2800
You pick your banner!

Entrance Placement
Lightboxes on the wall at the main entrance

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Panel 44” x 19”</td>
<td>$4800</td>
</tr>
<tr>
<td>1/2 Panel 21” x 19”</td>
<td>$2800</td>
</tr>
<tr>
<td>1/4 Panel 21” x 10”</td>
<td>$1400</td>
</tr>
</tbody>
</table>

All sizes and locations based on availability. Advertising rates are yearly.

Please ask your rep for the current availability and visitor center floor plan map.
WHY MARKETING AT THE VISITOR CENTER WORKS

LOCATION, LOCATION, LOCATION
Moving to the new location, along with the Embarcadero revitalization has more than DOUBLED the visitor center traffic! The amount of walk-in visitors at the New Visitor Information Center for 2015 is impressive and higher than expected. Based on the number of total walk-in visitors for 2016, the total yearly number of visitors is projected to be over 275,000!

2015/2016 Number of walk-in visitors

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>42,264</td>
</tr>
<tr>
<td>August</td>
<td>38,122</td>
</tr>
<tr>
<td>September</td>
<td>31,895</td>
</tr>
<tr>
<td>October</td>
<td>24,775</td>
</tr>
<tr>
<td>November</td>
<td>11,320</td>
</tr>
<tr>
<td>December</td>
<td>11,809</td>
</tr>
</tbody>
</table>

ARE VISITORS INFLUENCED BY THE INFORMATION THEY RECEIVE AT THE VISITOR CENTER?
A survey of visitor center walk-ins showed that 51% of walk-in visitors said they would stay additional nights based on their interaction at the visitor information center, creating an incremental 98,538 room nights and over $20 million in spending in that destination! This is only one example of the impact that visitor centers have on the decision-making processes for visitors.*

WHY DO PEOPLE USE VISITOR CENTERS?
The new trend of “experiential tourism” has created a new demand for interesting, informative, interactive visitor centers. Visitors don’t want to just “see” a destination, they want to “experience” it – this is why they love to talk to the locals, ask knowledgeable staff for recommendations, and explore the history and culture of the destination.

*Survey taken at Monterey Visitor Center 2014.

“Visitors want to experience the destination, not just visit it. That’s why they prefer to get a local’s opinion on what to do, where to go, and what to see.”
TOURISM INDUSTRY

• San Diego hosts more than 33 million visitors each year, and is a top U.S. travel destination.
• The visitor industry employs directly and indirectly over 165,000 San Diegans.
• Visitors spend nearly $8.4 billion annually, which translates to a regional impact of over $15 billion NEW dollars generated for the regional economy.
• The industry generates more than $388 million annually in state and local taxes.

CROSS-SECTION OF VISITORS COMING TO THE SDVIC:

<table>
<thead>
<tr>
<th>Domestic 90%</th>
<th>International 9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska, Hawaii and Other Pacific States 3%</td>
<td>Canada</td>
</tr>
<tr>
<td>Northern California 12%</td>
<td>Mexico</td>
</tr>
<tr>
<td>Southern California 29%</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>California 41%</td>
<td>Germany</td>
</tr>
<tr>
<td>Other Mountain States 11%</td>
<td>Australia/New Zealand</td>
</tr>
<tr>
<td>Arizona 16%</td>
<td>Japan</td>
</tr>
<tr>
<td>Midwest 6%</td>
<td></td>
</tr>
<tr>
<td>South Central 5%</td>
<td></td>
</tr>
<tr>
<td>Northeast 4%</td>
<td></td>
</tr>
<tr>
<td>Southern Atlantic 4%</td>
<td></td>
</tr>
</tbody>
</table>

WHY ARE THEY HERE?

90% of all visitors to San Diego are here for leisure.

DID YOU KNOW?

Visitors are influenced to spend more, stay longer and plan return visits by the information they receive from the visitor center.

VISITOR SPENDING

- Accommodations
- Restaurants/Bars/Nightclubs
- Shopping
- Attractions/Museums/Entertainment
- Transportation
- Other

Statistical information provided by www.sandiego.org/industry-research

INFOBOARD FOR THE SAN DIEGO VISITOR INFORMATION CENTER
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www.infoboardsystems.com

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