

# SAN DIEGO VISITOR INFORMATION CENTER



PHASE ONE COMPLETE  
North Embarcadero Visionary Plan

media kit



# THE NEW SAN DIEGO VISITOR INFORMATION CENTER

“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.

(Information provided by [www.civicsandiego.com](http://www.civicsandiego.com))

“...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.

# marketing opportunities

## 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)

<b>FULL PANEL</b>  Floor Display 28" x 57" \$6995 or 21" x 57" \$5495  Neighborhood Display 29" x 61" \$6995	<b>HALF PANEL</b>  Floor Display 28" x 28" \$3900 or 21" x 28" \$2995  Neighborhood Display 27" x 21.3" \$3900
	<b>QUARTER PANEL</b>  Floor Display 28" x 14" \$2600 or 21" x 14" \$2100 Neighborhood Display 27.4" x 10" \$2600
	<b>EIGHTH PANEL</b>  Floor Display 14" x 7" \$1400 or 10" x 14" \$1100 Neighborhood Display 13.3" x 10.18" \$1400

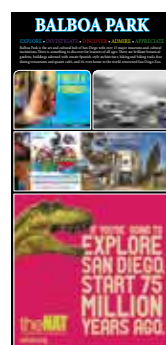
## NEIGHBORHOOD DISPLAYS

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.

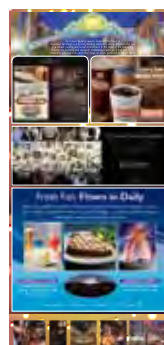
We have created “neighborhood displays” to inform and inspire visitors to explore the culture and uniqueness of San Diego.

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

*Don't see your neighborhood?  
We'll create it! Just ask us how.*



Balboa Park



Gaslamp



Embarcadero



Coronado



Old Town



# marketing opportunities

## INFOBOARD FOR THE SAN DIEGO VISITOR INFORMATION CENTER

[619] 701-0130 [marshall@infoboardsystems.com](mailto:marshall@infoboardsystems.com)

[www.infoboardsystems.com](http://www.infoboardsystems.com)

## LIGHTBOX, WALL WRAPS, DIGITAL DISPLAYS



### Entrance Placement

Lightboxes on the wall at the main entrance

Full Panel \$4800 44" x 19"	1/2 Panel \$2800 21" x 19"	1/4 Panel \$1400 21" x 10"
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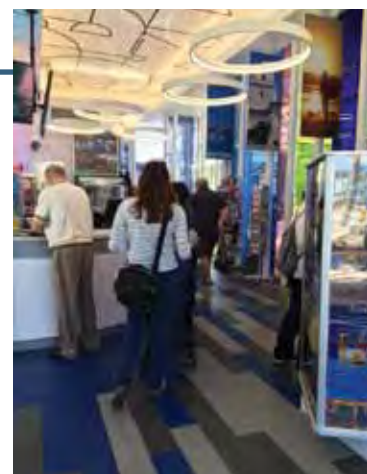
### Hanging Banner Ads

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!



### 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.

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

July	42,264	January 2016	11,018
August	38,122	February	13,676
September	31,895	March	20,198
October	24,775	April	18,336
November	11,320	May	21,541
December	11,809	June	22,726



## 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.



“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.”

\*Survey taken at Monterey Visitor Center 2014.

By informing visitors in a fun, creative and exciting way of all there is to see, do and experience in San Diego, **our goal is to provide a world-class visitor experience** – which in turn will motivate visitors to **increase their length of stay, share about their experiences and encourage repeat visitation.**



# SAN DIEGO VISITOR PROFILE AND STATS

## DID YOU KNOW?

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

## 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:

### Domestic 90%

Alaska, Hawaii and Other Pacific States 3%  
Northern California 12%  
Southern California 29%  
California 41%  
Other Mountain States 11%  
Arizona 16%  
Midwest 6%  
South Central 5%  
Northeast 4%  
Southern Atlantic 4%

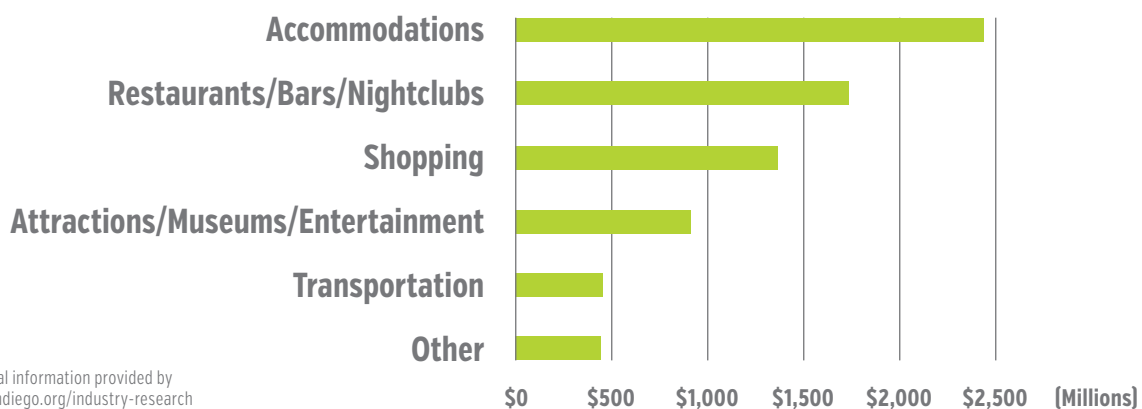
### International 9%

Canada  
Mexico  
United Kingdom  
Germany  
Australia/New Zealand  
Japan

## WHY ARE THEY HERE?

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

## VISITOR SPENDING



Statistical information provided by  
[www.sandiego.org/industry-research](http://www.sandiego.org/industry-research)

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