



TOURISM ADVOCACY

BECOME A LEADER IN YOUR COMMUNITY

WHAT YOU CAN DO TO PROMOTE THE VALUE OF SAN DIEGO'S TOURISM ECONOMY TO LOCALS

- **KNOW AND BE ABLE TO RECALL THE TOP LEVEL SPEAKING POINTS**

Knowing key points relating to economic impact, jobs, tax revenue and the correlation to essential services like police and fire is essential. See SDTA's "Fast Facts" at sandiego.org/research for key information.

- **PERSONALIZE THE MESSAGE**

Don't just recite the metrics—make the correlation to your business and the San Diegans you employ.

Create an individualized visitor industry fact sheet for your business or organization to guide you through personalizing your story within the larger San Diego travel and tourism story.

- **BUILD RELATIONSHIPS WITH YOUR ELECTED OFFICIALS**

Share your business or organization's story, positive milestones and help humanize the broader tourism industry in San Diego. Your expertise and industry knowledge can be a valuable asset to the representative as well. Do not assume your leaders already know the economic benefits of tourism, share your insights with them.

- **COMMENT IN ONLINE ARTICLES AND FORUMS, AS WELL AS THROUGH SOCIAL MEDIA**

When you see false or misleading information, be prepared to make a counterpoint using the industry facts and speaking points. Be sure to keep your comments professional, as you'll now be a representative for the entire industry.

- **STUDY HOT-BUTTON ISSUES**

Remain educated on the current topics including the Convention Center expansion, Transient Occupancy Tax increases, and the San Diego Tourism Marketing District.

Understand the historical background on where funding comes from:

- SDTMD: <http://www.sdtmd.org/sdtmd-overview-2/>
- TOT: <http://www.sandiego.gov/treasurer/taxesfees/tot/>

- **LOOK FOR SPEAKER OPPORTUNITIES**

Offer to speak to business or community groups and organizations about your business and the role you're playing in supporting San Diego's tourism economy. Examples include Rotary, Kiwanis, Chamber of Commerce, town councils, and business improvement districts. Contact Kim Soto (ksoto@sandiego.org, 619-557-2829) for presentation materials from the San Diego Tourism Authority.

- **MAINTAIN A STRONG SOCIAL MEDIA STRATEGY**

Integrate San Diego tourism facts into your social media strategy to showcase your role within the industry.

Work with your internal social media team to make sure they understand our collective vision for community engagement; they'll be able to seamlessly contribute to the larger San Diego tourism economy conversation.

- Don't forget to follow, share and engage with the San Diego Tourism Authority's social channels. Use the hashtag #SanDiegoTourism.
- Follow key industry leaders on Twitter, as well as relevant news media and general business organizations, and be sure to like, share and comment on their posts.

SAN DIEGO TOURISM AUTHORITY

San Diego Tourism Authority, @sdtaconnect

Official PR Team for the San Diego Tourism Authority, @VisitSD_PR

Official San Diego Tourism, @visitsandiego

Joe Terzi, President & CEO, @joeterzisd

Kerri Verbeke Kapich, Chief Operating Officer, @kvkapich

Brian Hilemon, Director of Marketing Partnerships, @brianhilemon

Candice Eley, Director of Communications, @CandiceSD

STATE AND NATIONAL ORGANIZATIONS

U.S. Travel Association, @USTravel

Power of Travel Coalition, @TravelCoalition

Destination Marketing Association International, @meetDMAI

Brand USA, @Brand USA

California Travel Association, @cal_travel

Visit California, @VisitCANews

SAN DIEGO ORGANIZATIONS

San Diego Convention Center, @SDConventionCtr

San Diego Hotel-Motel Association @SDHMA

San Diego Regional Chamber of Commerce, @SDChamber

San Diego Regional Economic Development Corporation, @SDRegionalEDC

San Diego Tourism Marketing District, @SanDiegoTMD

NEED MORE INFORMATION, RESOURCES OR MATERIALS ABOUT THE VALUE OF TOURISM IN SAN DIEGO?

Contact the San Diego Tourism Authority for assistance. Working together, our message about the value of our industry is stronger.

As of April 2019

LEARN MORE AT SANDIEGO.ORG

