



MEET AMERICA'S  
BRIGHTEST CITY



**TC26**  
**Salesforce Inc.**  
**Tuesday, May 5<sup>th</sup> – Thursday, May 7<sup>th</sup>, 2026**  
**Anticipated Attendance: 8,000**

#### **Group Description**

Salesforce Inc. is a global leader in customer relationship management (CRM) software, helping businesses of all sizes connect with their customers through cloud-based solutions for sales, service, marketing, and analytics. The company owns Tableau, a powerful data visualization platform used by organizations worldwide to transform data into actionable insights. Each year, Salesforce hosts the Tableau Conference—an annual citywide convention that draws thousands of data professionals, business leaders, and partners for immersive learning, networking, and product innovation. This high-impact event significantly benefits host cities, drawing substantial tourism, hotel bookings, and local business engagement.

#### **Attendee Profile**

The Tableau Conference attracts a diverse group of attendees, including data analysts, business intelligence professionals, data scientists, IT specialists, and executives from various industries who use Tableau for data visualization and analytics. The event is also popular among Tableau partners, consultants, and educators looking to enhance their skills, network with peers, and stay updated on the latest trends and innovations in data analytics. Additionally, the conference draws Tableau developers, product managers, and Salesforce professionals, as Tableau is a part of the Salesforce ecosystem. Whether attendees are beginners or advanced users, the event offers keynotes, hands-on training sessions, and networking opportunities to help them maximize the power of data visualization and decision-making.

#### **Off-Site Scheduled Events**

**Wednesday, May 6<sup>th</sup> | Data Night Out at The Rady Shell at Jacobs Park**

#### **Shuttle Information**

No shuttle provided.

#### **Contact Information**

Kim Borneman, National Sales Director, SDTA  
Gerrica Gray-Johnson, Senior Director of Client Services, SDTA

## Guest Room Block

Participating Hotels	Peak Room Night
<b>Total Peak Nights = 4,805</b>	
Alma San Diego Downtown, a Tribute Portfolio Hotel	52
Andaz San Diego	60
Courtyard By Marriott San Diego Downtown	150
Embassy Suites Hotel San Diego Bay - Downtown	240
Hard Rock Hotel San Diego	300
Hilton San Diego Bayfront Hotel	750
Hilton San Diego Gaslamp Quarter	160
Horton Grand Hotel	90
Hotel Indigo - San Diego Gaslamp Quarter	120
Hotel Republic San Diego	100
Hotel Z	50
InterContinental San Diego	100
Manchester Grand Hyatt San Diego	950
Margaritaville Hotel San Diego Gaslamp Quarter	113
Marriott Marquis San Diego Marina	50
Omni San Diego Hotel at the Ballpark	400
Pendry San Diego	175
Residence Inn San Diego Downtown/Gaslamp Quarter	75
The US Grant, a Luxury Collection Hotel, San Diego	120
The Westgate Hotel	100
The Westin San Diego Bayview	200
The Westin San Diego Gaslamp Quarter	350
Wyndham San Diego Bayside	100

## Schedule of Events

Date	Tue May 5	Wed May 6	Thu May 7
Attendee Open Meals	Dinner	Dinner	Dinner
Convention Center Agenda	7:00am – 9:00am Continental Breakfast	7:00am – 9:00am Continental Breakfast	7:00am – 9:00am Continental Breakfast
	11:30am-1:30pm Lunch	11:30am-1:30pm Lunch	11:30am-1:30pm Lunch

*[\\*Schedule is subject to change](#)*