

SAN DIEGO CONVENTION CENTER 2009 FORECAST

SAN DIEGO CONVENTION CENTER CORPORATION

JANUARY 2009



2009 Brings Significant Business to Boost Local Economy and Marks 20th Anniversary of the Convention Center

\$1.5 billion economic impact, record-breaking room nights anticipated

Past and future successes will converge in 2009 at the San Diego Convention Center when it celebrates its 20th anniversary and gears up for another year of brisk business. Since the bayside facility opened in 1989, it has become one of the region's strongest economic engines and has helped transform San Diego into a world-class meeting destination. In the last two decades, it has generated a remarkable \$18.3 billion in economic impact, \$364.4 million in tax revenues and supports 12,500 jobs countywide. Now entering its 20th year of operation, the building continues to capture the industry's most lucrative conventions, driving the local economy and supporting tourism, San Diego's third leading industry.

Looking ahead to calendar year 2009, another solid line up of convention activity will provide a timely boost for the local economy including a record-setting 771,116 hotel room nights booked. All major performance categories remain resilient with economic impact surpassing \$1.5 billion for the third year running, direct attendee spending exceeding \$642.7 million and tax revenues of \$26.8 million. Additionally, 118 total events are projected with many more to come. Seventy-two are national conventions expected to attract more than half a million out-of-town attendees, a positive attendance trend which has held since 2005.

2009 PROJECTED BENEFITS

| | |
|---|-----------------|
| Economic Impact | \$1.5 billion |
| Direct Attendee Spending | \$642.7 million |
| Tax Revenues | \$26.8 million |
| Hotel Room Nights | 771,116 |
| Number of Events (72 conventions) | 118 |
| Attendance (597,400 out-of-town visitors) | 867,920 |

Information is based on anticipated event activity in CY09, occurring between Jan. 1 – Dec. 31, 2009. The number of events are expected to increase as additional business is booked throughout the year.

20 YEAR ACCOMPLISHMENTS

| | |
|---|-----------------|
| Economic Impact | \$18.3 billion |
| Direct Attendee Spending | \$7.6 billion |
| Tax Revenues | \$364.4 million |
| Hotel Room Nights | 11,061,602 |
| Number of Events (1,133 conventions) | 4,261 |
| Attendance (7.7 M out-of-town visitors) | 15,810,465 |

Celebrating

20 years

BUILDING ON
SUCCESS

ECONOMIC IMPACT

In 2009 an anticipated **72 conventions** will generate **\$1.5 billion** in regional economic impact. The National Association of Realtors, a first-time San Diego event, is forecast to be the top economic generator and is rebooked to return in 2015. The American Thoracic Society, a highly sought after medical convention, also occurs in 2009 after successfully being held here in 1999, 2005 and 2006. San Diego continues to be a dominant force in the market place attracting top medical conventions valued for their high economic return and resiliency even in a down economy. There are 18 medical conventions scheduled in 2009.

TOP ECONOMIC GENERATORS FOR 2009

| NAME | ECONOMIC IMPACT | DIRECT ATTENDEE SPENDING | TAX REVENUES | ROOM NIGHTS | ATTENDANCE |
|---|-----------------|--------------------------|--------------|-------------|------------|
| National Association of Realtors | \$77.2 M | \$32.2 M | \$1.3 M | 42,613 | 20,000 |
| National Education Association | \$63.7 M | \$26.5 M | \$1.1 M | 48,610 | 16,500 |
| National School Boards Association | \$63.7 M | \$26.5 M | \$1.1 M | 37,400 | 16,500 |
| American Thoracic Society | \$61.8 M | \$25.7 M | \$1.06 M | 35,875 | 16,000 |
| American Educational Research Association | \$61.8 M | \$25.7 M | \$1.06 M | 32,520 | 16,000 |
| Direct Marketing Association | \$61.8 M | \$25.7 M | \$1.06 M | 23,100 | 16,000 |

Economic impact is calculated using an industry-utilized factor of 2.4 multiplied by direct attendee spending.

DIRECT ATTENDEE SPENDING

Attendee spending stimulates economic impact and benefits the entire region. In 2009, attendees are expected to spend approximately **\$642.7 million** on hotels, dining, shopping and other miscellaneous categories. Meeting organizers and exhibitors also spend on products and services to produce an event such as renting the exhibit space, equipment and buying advertising. Collectively, these dollars filter through the local economy and are forecast to deliver more than \$1.5 billion in economic impact.

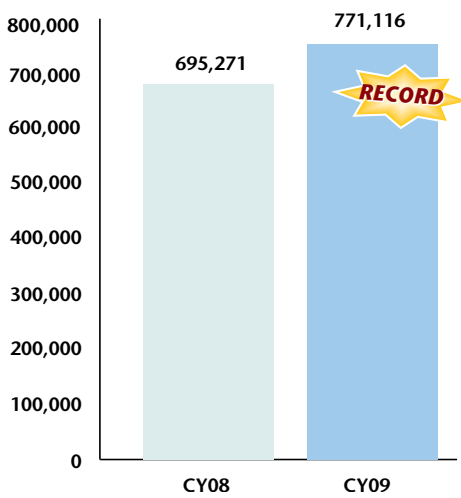


BREAKDOWN OF SPENDING FACTORS & TAX REVENUES FOR CY09

| ATTENDEES | |
|--|----------------------|
| Lodging | \$269,185,860 |
| Meals/Beverages | \$88,522,610 |
| Retail Shopping | \$39,699,260 |
| Admissions (Attractions, museums, theaters, etc.) | \$17,774,070 |
| Air Transportation (local direct impact) | \$50,810,800 |
| Local Transportation (taxi, parking, burs, excludes auto rental) | \$7,714,260 |
| Auto Rental (within the city) | \$13,749,400 |
| Misc. (convenience, groceries, etc.) | \$9,554,890 |
| EVENT ORGANIZERS/EXHIBITORS | |
| Event space fee, equipment rental, advertising, vendor services and other costs association with producing an event. | \$145,729,190 |
| TOTAL | \$642,740,340 |

These results are based on information and research provided by Destination Marketing Association International and by San Diego based CIC Research, Inc.

RECORD-BREAKING HOTEL ROOM NIGHTS



A record-number 771,116 room nights are forecast for 2009, surpassing last year by nearly 11%. It's important to note that this is a conservative forecast, and the actual number of rooms may be significantly higher. Recent studies indicate 30-40% of attendees book their rooms directly through Internet discount sites or loyalty programs, bypassing the prearranged room block organized by the meeting planner. When those uncounted rooms are factored in, the actual room nights could be closer to **1,102,000**. Given the increase in direct Internet bookings, capturing room night data has become an industry-wide challenge.

MEDICAL CONVENTION SUMMARY

| | |
|-------------------------------|-----------|
| Number of Medical Conventions | 18 |
| Economic Impact | \$376.5 M |
| Direct Attendee Spending | \$156.9 M |
| Tax Revenues | \$6.5 M |
| Hotel Room Nights | 227,712 |
| Attendance | 97,500 |

The Convention Center markets aggressively to the healthcare industry, a segment which returns sizeable economic benefits back to host cities. The Healthcare Convention & Exhibitors Association publishes a list of the "Top 50 Largest U.S. Medical Meetings" held in 2007. Nearly 30 of those listed are satisfied clients of the Convention Center and collectively generate billions for the region. San Diego is also consistently ranked in the top 10 US cities hosting the most medical conventions. See the chart to the left for the medical show break down in 2009.



Digestive Disease Week, San Diego Convention Center, May 2008.

TAX REVENUES

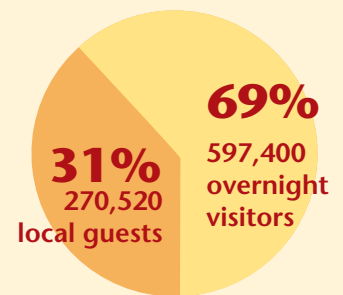
One major benefit of the Convention Center's success is the tax revenue generated by events. In 2009, **\$26.8 million** in revenue will be funneled to the city providing a welcome relief for local taxpayers.



Tax revenues generated by the Convention Center fund important city services like fire and police protection, museums, beaches and more.

ATTENDANCE

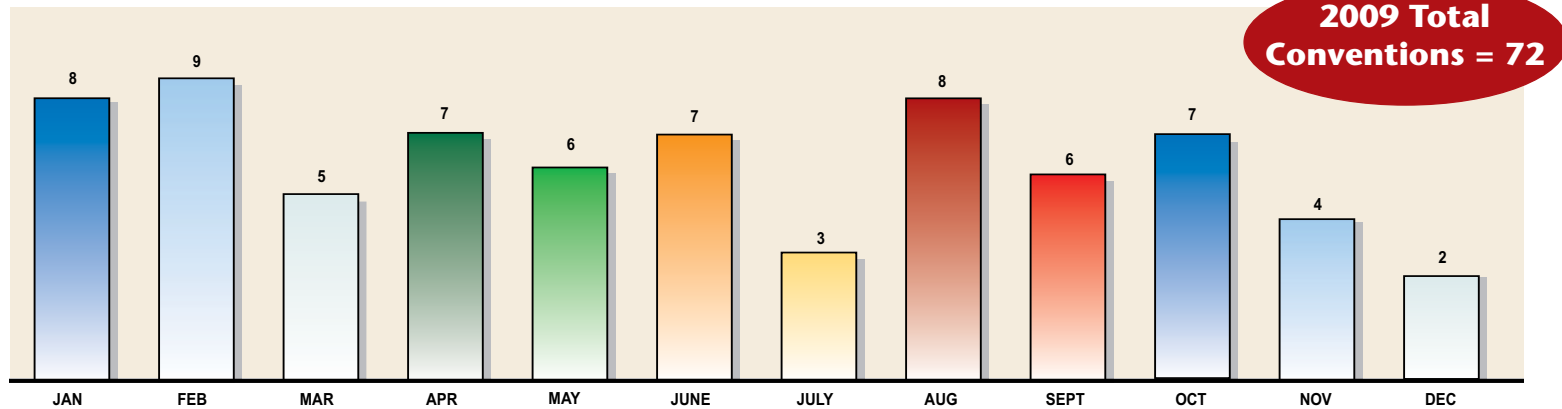
More than **867,900 people** are expected to attend Convention Center events.



San Diego International Comic-Con alone attracts upward of 125,000 to its annual event.

2009 CONVENTIONS & ATTENDANCE BY MONTH

Below is a listing of the 72 conventions and trade shows expected to bring 597,400 out-of-town visitors to San Diego in the coming year. Numbers of attendees are based on projections provided by the convention organizers. The Convention Center continues to aggressively pursue additional bookings, so overall numbers are expected to increase throughout the year. Consumer and community events will attract 270,520 local and regional attendees.



| Month | Event Name | Attendees |
|-----------------------|--|-----------|
| JANUARY 2009 | | |
| 1/2-1/5 | American Baseball Coaches Association | 2,600 |
| 1/9-1/11 | California School Nutrition Association 2009 | 1,000 |
| 1/15-1/17 | Associated Equipment Distributors | 5,000 |
| 1/17-1/19 | The National Needlearts Association | 4,300 |
| 1/20-1/23 | GAP Store Manager Conference 2009 | 1,500 |
| 1/22-1/24 | ASR Winter Trade Expo 2009 | 18,000 |
| 1/22-1/23 | Do It Best | 700 |
| 1/28-1/30 | Penton Media - The Special Event | 1,500 |
| FEBRUARY 2009 | | |
| 2/03-2/06 | Corporate Meeting | 1,900 |
| 2/03-2/05 | Pennwell/Distributech | 5,000 |
| 2/11-2/13 | West 2009 - AFCEA & USNI | 10,000 |
| 2/17-2/20 | American Heart Association - Stroke Conference | 5,200 |
| 2/17-2/19 | Firehouse World Exposition & Conference | 5,000 |
| 2/23-2/25 | Bank Administration Institute 2009 | 2,250 |
| 2/27-2/28 | Academy of Osseointegration Annual Meeting | 1,200 |
| 2/27-3/01 | 2009 National Convention | 10,000 |
| 2/27-3/01 | National Assn. of Secondary School Principals | 5,000 |
| MARCH 2009 | | |
| 3/05-3/07 | Associated General Contractors of America | 4,000 |
| 3/08-3/11 | Society of Interventional Radiology | 4,500 |
| 3/12-3/14 | National Business Aviation Association | 5,000 |
| 3/24-3/26 | Optical Society of America | 15,000 |
| 3/28-4/01 | ERE Expo - 2009 West | 800 |
| APRIL 2009 | | |
| 4/04-4/06 | National School Boards Association | 16,500 |
| 4/07-4/08 | CA Assn of School Business Officials (CASBO) | 2,500 |
| 4/10-4/16 | American Educational Research Association | 16,000 |
| 4/20-4/22 | Corporate Meeting | 5,000 |
| 4/25-4/28 | OSI Restaurant Partners (Outback) | 3,400 |
| 4/26-4/28 | American Nephrology Nurses Association | 2,000 |
| 4/30-5/02 | Arthroscopy Association of North America | 1,000 |
| MAY 2009 | | |
| 5/03-5/07 | American Association of Neurological Surgeons | 6,000 |
| 5/07-5/09 | American Pain Society | 1,700 |
| 5/15-5/20 | American Thoracic Society Int'l Conference | 16,000 |
| 5/26-5/27 | American Academy of Physician Assistants | 6,000 |
| 5/28-5/30 | American Society of Gene Therapy | 2,500 |
| 5/29-5/30 | Rock 'N' Roll Marathon Health & Fitness Expo | 40,000 |
| JUNE 2009 | | |
| 6/01-6/02 | Military & Aerospace Electronics Forum | 350 |
| 6/03-6/05 | America's Health Insurance Plans | 3,500 |
| 6/04-6/06 | 2009 America's Marketing Conference | 1,500 |
| 6/14-6/17 | American Water Works Association | 13,000 |
| 6/21-6/24 | Drug Information Association | 7,500 |
| 6/28-6/30 | Women's Health Obstetric & Neonatal Nurses | 2,500 |
| 6/30-7/06 | National Education Association | 16,500 |
| JULY 2009 | | |
| 7/13-7/16 | Environmental Systems Research Institute | 12,000 |
| 7/23-7/26 | * San Diego Comic-Con 2009 | 126,000 |
| 7/30-7/31 | Sir Speedy & Pip Printing Annual Convention 2009 | 500 |
| AUGUST 2009 | | |
| 8/01-8/01 | California Association of Mortgage Brokers | 1,000 |
| 8/04-8/06 | SPIE | 5,500 |
| 8/09-8/11 | American Association of Nurse Anesthetists | 4,000 |
| 8/09-8/11 | Buffini & Company Mastermind Summit | 6,000 |
| 8/16-8/19 | Corporate Meeting | 7,000 |
| 8/23-8/26 | National Business Travel Association (NBTA) | 5,200 |
| 8/30-9/02 | American Society of Mechanical Engineering | 1,200 |
| 8/30-9/01 | Western Foodservices Show 2009 | 2,000 |
| SEPTEMBER 2009 | | |
| 9/03-9/04 | International Council of Shopping Centers | 4,500 |
| 9/08-9/11 | PEO Sisterhood | 3,000 |
| 9/10-9/12 | ASR Fall Trade Expo 2009 | 20,000 |
| 9/14-9/16 | Corporate Meeting | 2,000 |
| 9/22-9/25 | Industrial Fabrics Association International | 8,000 |
| 9/26-9/27 | Corporate Meeting | 3,500 |
| OCTOBER 2009 | | |
| 10/04-10/07 | American Academy of Otolaryngology | 8,200 |
| 10/07-10/09 | Cellular Telecomm Industry Association | 15,000 |
| 10/11-10/14 | Informa 2009 Annual Meeting | 4,500 |
| 10/11-10/13 | Mortgage Bankers Association | 6,200 |
| 10/18-10/20 | Direct Marketing Association | 16,000 |
| 10/26-10/29 | American College of Gastroenterology | 2,900 |
| 10/29-10/31 | American Society of Nephrology | 12,000 |
| NOVEMBER 2009 | | |
| 11/02-11/04 | American College of Chest Physicians | 4,000 |
| 11/04-11/07 | CVC West 2009 | 5,000 |
| 11/13-11/16 | National Association of Realtors | 20,000 |
| 11/20-11/22 | Am. Council on the Teaching of Foreign Languages | 5,000 |
| DECEMBER 2009 | | |
| 12/04-12/05 | California School Board Association | 4,000 |
| 12/07-12/09 | American Association of Equine Practitioners | 5,000 |

* Comic-Con does not project attendance. This number was supplied by the meeting organizer based on last year's attendance.