

# American Academy of Religion (AAR) and the Society for Biblical Literature (SBL) 2019 TMD Request for \$92,500.00

## Overview of AAR/SBL meeting in San Diego 2014:

### 2014 actuals:

Attendance	9,681
Peak Rooms	4,950
Room Nights used	20,020
15 hotels used	
Total Room Revenue	\$2,891,537
Direct Attendee Spending	\$15,410,506
Estimated Economic Impact	\$26,000,000

2019 Meeting dates: Sat-Tues, November 24-27 (Thanksgiving Week)

**Summary:** This booking is a premium Holiday Group that benefits the entire region by occupying 15 Downtown Hotels causing compression throughout the region. The group is definite in the city. In 2014 the TMD funded \$92,500 which in combination with SDCC discounts (\$76,887) and a Hotel Subsidy (\$66,088) brought the SDCC Rental to zero. The group would not of booked San Diego for the 2014 and 2019 show with any rental from the Convention Center.

### Summary of Rental charges:

Standard License Fee:	\$235,475
Less: Food & Beverage Waiver:	(\$10,080)
Less: Discount based on Holiday Business:	(\$66,807)
Less: Hotel Subsidy:	(\$66,088)
Less: TMD funding	(\$92,500)
Event License fee	\$0.00

### ROI – Total Room Night Revenue Generated/TMD Funds Requested:

Using the actuals from 2014 the ROI is: **31:1**

Rates are not confirmed for 2019, but guaranteed to go up, which will increase the ROI for the TMD.

Thank you for the support, Rick Outcalt, SDTA. 4/21/2015

# SAN DIEGO CONVENTION CENTER

## POST-EVENT CONVENTION REPORT

### AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE

In appreciation of your business, this Post Event Convention Report has been provided by the San Diego Convention Center Corporation and the San Diego Tourism Authority.

The information presented in this document is proprietary. Data contained herein is intended for the above named licensee and other officials only, on a need basis. Contents of this document may NOT be copied, duplicated, transmitted, discussed or shared with any third party, without the express written permission of the above named licensee.



TOURISM AUTHORITY

750 B Street, Suite 1500  
San Diego, CA 92101  
(619) 232-3101 | [sandiego.org](http://sandiego.org)



San Diego  
Convention Center  
Corporation

111 W. Harbor Drive,  
San Diego, CA 92101  
(619) 525-5000 | [visitsandiego.com](http://visitsandiego.com)

# AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE MEETING OVERVIEW

Thank you for giving us the opportunity to showcase our "sun-sational" city and the San Diego Convention Center. We are honored that you chose us to host the American Academy of Religion & the Society of Biblical Literature Joint Annual Meeting and hope that we have succeeded in not only meeting, but exceeding your expectations.

During your visit, our staff compiled information about your event that we have organized into a comprehensive Post Event Convention Report. In addition to the detailed information that follows, you may be interested to know that your event generated the following total estimated attendance and economic impact figures for the City of San Diego:

<b>Estimated Total Attendance:</b>	<b>9,681</b>
<b>Estimated Direct Attendee Spending:</b>	<b>\$15,410,506</b>
<b>Estimated Economic Impact:</b>	<b>\$26,000,000</b>

The San Diego Tourism Authority has worked closely with the San Diego hotel community to provide hotel data as accurately as possible.

Should you have any additional or updated data that you would like included, we would be pleased to provide you with a revised report.

We hope you find this report useful and encourage you to contact **Mark Emch, Vice President, Finance & CFO, (619) 525-5301**, if you have any questions or need additional information.

As one of our valued clients, it is our goal to provide you with the ultimate convention experience. On behalf of San Diego's entire hospitality community, we look forward to serving you again.

**Carol Wallace**  
**President & CEO**  
**San Diego Convention Center Corporation**

**Joe Terzi**  
**President & CEO**  
**San Diego Tourism Authority**

**AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE  
PRIMARY CONTACTS**

**Carol Wallace**

San Diego Convention Center Corp.  
President & CEO  
619-525-5100, 619-525-5132 Fax  
[carol.wallace@visitsandiego.com](mailto:carol.wallace@visitsandiego.com)

**Joe Terzi**

San Diego Tourism Authority  
President & CEO  
619-557-2831, 619-696-9371 Fax  
[jterzi@sandiego.org](mailto:jterzi@sandiego.org)

**Tom Mazzocco**

San Diego Convention Center Corp.  
Executive Vice President & COO  
619-525-5150, 619-525-5132 Fax  
[tom.mazzocco@visitsandiego.com](mailto:tom.mazzocco@visitsandiego.com)

---

**SALES MANAGER**

Jacqueline Scott, San Diego Tourism Authority  
National Sales Director  
619-557-2875, 619-696-9371 Fax  
[j.scott@sandiego.org](mailto:j.scott@sandiego.org)

**EVENT MANAGER**

Lydia Ochoa, San Diego Convention Center Corp.  
Senior Event Manager  
619-525-5427, 619-525-5005 Fax  
[lydia.ochoa@visitsandiego.com](mailto:lydia.ochoa@visitsandiego.com)

**CONVENTION SERVICES MANAGER**

Diana Forcier, San Diego Convention Center Corp.  
Senior Convention Services Manager  
619-525-5231, 619-525-5285 Fax  
[diana.forcier@visitsandiego.com](mailto:diana.forcier@visitsandiego.com)

**FOOD & BEVERAGE**

Tiffany Cooper, Centerplate  
Catering Sales Manager  
619-525-5671, 619-525-5858 Fax  
[tiffany.cooper@visitsandiego.com](mailto:tiffany.cooper@visitsandiego.com)

**POST EVENT REPORT**

Mark Emch, San Diego Convention Center Corp.  
Vice President, Finance & CFO  
619-525-5301, 619-525-5025 Fax  
[mark.emch@visitsandiego.com](mailto:mark.emch@visitsandiego.com)

## **HOUSING OVERVIEW**

### **HEADQUARTER HOTEL**

**(HQ hotel not designated)**

---

## **ROOM PICKUP OVERVIEW**

An extensive component of the Post Event Convention Report that we have prepared for you is the following section detailing your event's room pickup history. The section is split into three parts: 1) a summary page listing and graphing pickup by day, including total generation of room revenue and occupancy taxes along with average daily room rates ("ADR"), 2) room pickup summary by hotel by day, and finally, 3) detailed pickup data by individual hotel.

The detailed pickup data presented is based on pickup occurring and reported by the hotels within each hotel's room block set aside for the event. We take extra care and have procedures in place that help ensure that the reported pickup and corresponding ADR and revenue generation figures are as accurate as possible.

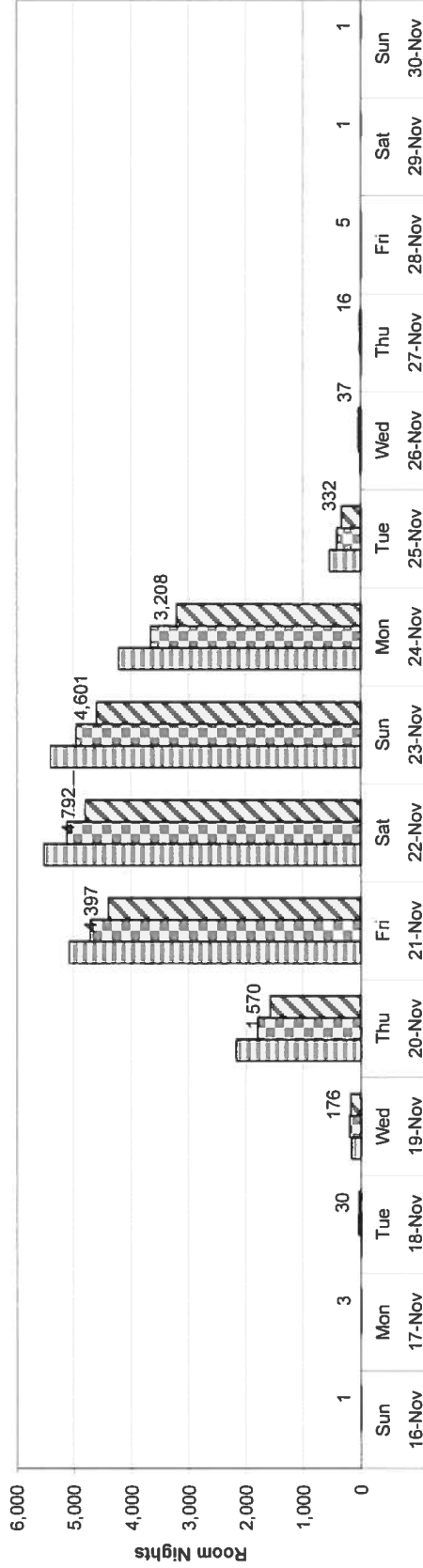
It is important to note that the detail pickup data, ADR, hotel occupancy tax and revenue figures DO NOT include pickup around the room block within the contracted block hotels. However, if your event utilizes a housing company which through audit procedures has gathered around the block pickup information, we will endeavor to work with your housing company to include this additional data. In addition, if available to us we will also include pickup data after the hotel contracted cut-off date at block and non-block hotels. If included in the Post Event Convention Report, you will see the around the block pickup data indicated, in summary by day, on the following summary page. A revised "Total Pickup" is then also indicated by combining the room block pickup with the around the block pickup.

# AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE ROOM PICKUP SUMMARY

Housing Company: Experient Inc.  
Lynn Pagano  
lynn.pagano@experient-inc.com

## Total Citywide Room Pickup

Contracted Block     Pickup at Cutoff     Actual Total Pickup (2)



Date	16-Nov	17-Nov	18-Nov	19-Nov	20-Nov	21-Nov	22-Nov	23-Nov	24-Nov	25-Nov	26-Nov	27-Nov	28-Nov	29-Nov	30-Nov	Total
Contracted Block	0	0	1	161	2,171	5,081	5,522	5,398	4,220	537	8	3	1	0	0	23,103
Pickup at Cutoff	1	3	32	198	1,788	4,708	5,110	4,954	3,660	410	33	13	3	0	0	20,913
Actual Total Pickup (2)	1	3	30	176	1,570	4,397	4,792	4,601	3,208	332	37	16	5	1	1	19,170
# Suites (1)	0	0	4	27	145	398	426	407	282	37	6	3	2	0	0	1,737
# Comp Rooms (1)	0	0	3	22	66	162	94	79	51	13	1	1	0	0	0	492
# Staff Rooms (1)	0	0	4	15	29	34	36	35	33	13	0	0	0	0	0	199
% Peak	0%	0%	1%	4%	33%	92%	100%	96%	67%	7%	1%	0%	0%	0%	0%	
Pickup Around Room Block	0	17	53	172	267	81	158	42	14	22	13	11	1	0	0	851
Total Adjusted Pickup	0	20	83	348	1,837	4,478	4,950	4,643	3,222	354	50	27	6	1	1	20,020

Total Room Revenue: (2) \$2,891,537.06

Hotel Occupancy Tax: (2) \$303,611.39

Average Daily Room Rate (Excludes Comp. Rooms): (2) \$150.54

(1) Included in Actual Total Pickup  
(2) These calculations do not include "Pickup Around the Room Block" data.

# AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE ROOM PICKUP DETAILS

EVENT DATES: 11/21/14 through 11/25/14  
 SALES MANAGER: Jacqueline Scott - Director National Accounts Citywide Sales

Hotels	Date	Day	Andaz			Courtyard			Embassy Suites			Hard Rock			
			Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	
	11/16/14	Sun	0	0	0	0	0	0	0	0	0	0	0	0	0
	11/17/14	Mon	0	0	0	0	0	0	0	0	0	0	0	0	0
	11/18/14	Tue	0	0	0	0	0	0	0	0	2	0	0	0	0
	11/19/14	Wed	2	0	0	3	0	0	4	9	8	2	2	2	2
	11/20/14	Thu	18	5	3	36	14	13	60	74	64	40	26	21	21
	11/21/14	Fri	47	29	31	93	48	45	180	182	162	92	88	79	79
	11/22/14	Sat	50	34	34	100	54	49	200	194	174	100	98	91	91
	11/23/14	Sun	49	28	28	98	50	45	196	187	166	98	95	87	87
	11/24/14	Mon	39	14	12	78	26	23	154	136	109	78	74	64	64
	11/25/14	Tue	4	1	2	8	1	1	20	19	13	10	7	6	6
	11/26/14	Wed	0	0	0	0	0	0	0	5	5	0	3	3	3
	11/27/14	Thu	0	0	0	0	0	0	0	3	3	0	3	2	2
	11/28/14	Fri	0	0	0	0	0	0	0	2	2	0	0	0	0
	11/29/14	Sat	0	0	0	0	0	0	0	0	0	0	0	0	0
	11/30/14	Sun	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b>TOTAL</b>		<b>209</b>	<b>111</b>	<b>110</b>	<b>416</b>	<b>193</b>	<b>176</b>	<b>814</b>	<b>813</b>	<b>708</b>	<b>420</b>	<b>396</b>	<b>355</b>	<b>355</b>

Hotels	Date	Day	Hilton (Bayfront)			Hilton (Gasiamp)			Horton			Hyatt			
			Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	
	11/16/14	Sun	0	1	1	0	0	0	0	0	0	0	0	0	0
	11/17/14	Mon	0	1	1	0	0	0	0	0	0	0	0	2	2
	11/18/14	Tue	0	9	8	0	1	1	1	1	1	0	10	8	8
	11/19/14	Wed	22	60	54	4	7	7	5	3	1	30	37	31	31
	11/20/14	Thu	440	390	335	60	61	58	35	22	16	491	370	336	336
	11/21/14	Fri	1,012	1,024	921	180	178	171	77	57	48	1,148	939	936	936
	11/22/14	Sat	1,100	1,110	1,020	200	193	184	77	66	56	1,244	1,029	1,026	1,026
	11/23/14	Sun	1,078	1,070	979	196	188	175	77	61	51	1,219	1,003	994	994
	11/24/14	Mon	847	811	686	154	123	112	66	34	27	968	779	723	723
	11/25/14	Tue	110	88	67	20	22	19	5	3	1	121	91	73	73
	11/26/14	Wed	0	6	6	0	1	0	1	1	0	0	4	5	5
	11/27/14	Thu	0	2	2	0	1	0	0	0	0	0	1	2	2
	11/28/14	Fri	0	0	0	0	0	0	0	0	0	0	1	1	1
	11/29/14	Sat	0	0	0	0	0	0	0	0	0	0	0	1	1
	11/30/14	Sun	0	0	0	0	0	0	0	0	0	0	0	1	1
	<b>TOTAL</b>		<b>4,609</b>	<b>4,572</b>	<b>4,080</b>	<b>814</b>	<b>775</b>	<b>727</b>	<b>344</b>	<b>248</b>	<b>200</b>	<b>5,221</b>	<b>4,266</b>	<b>4,139</b>	<b>4,139</b>

Note: The above room pickup details do not include "Pickup Around the Room Block" data.

# AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE ROOM PICKUP DETAILS

Hotels	Date	Day	Indigo			Marriott (Caslamp)			Marriott (Marquis & Marina)			Omni		
			Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup
	11/16/14	Sun	0	0	0	0	0	0	0	0	0	0	0	0
	11/17/14	Mon	0	0	0	0	0	0	0	0	0	0	0	0
	11/18/14	Tue	0	1	2	0	0	1	0	2	2	0	2	2
	11/19/14	Wed	2	5	5	3	3	4	36	25	24	10	16	18
	11/20/14	Thu	30	40	32	45	48	44	482	389	336	190	175	162
	11/21/14	Fri	90	90	88	135	132	128	1,106	1,040	954	437	430	395
	11/22/14	Sat	100	100	97	150	144	132	1,202	1,118	1,027	475	458	426
	11/23/14	Sun	98	100	92	147	139	127	1,177	1,094	1,002	466	449	414
	11/24/14	Mon	77	80	70	116	106	95	926	828	715	366	328	298
	11/25/14	Tue	10	5	10	15	9	9	120	92	73	48	33	31
	11/26/14	Wed	0	2	2	0	0	0	7	9	8	0	2	4
	11/27/14	Thu	0	0	2	0	0	0	3	2	3	0	1	1
	11/28/14	Fri	0	0	0	0	0	0	1	0	2	0	0	0
	11/29/14	Sat	0	0	0	0	0	0	0	0	0	0	0	0
	11/30/14	Sun	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>			<b>407</b>	<b>423</b>	<b>400</b>	<b>611</b>	<b>581</b>	<b>540</b>	<b>5,060</b>	<b>4,599</b>	<b>4,146</b>	<b>1,992</b>	<b>1,894</b>	<b>1,751</b>

Hotels	Date	Day	Residence Inn			Solamar			Westin					
			Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup	Contracted Block	Pickup at Cutoff	Actual Pickup			
	11/16/14	Sun	0	0	0	0	0	0	0	0	0	0	0	0
	11/17/14	Mon	0	0	0	0	0	0	0	0	0	0	0	0
	11/18/14	Tue	0	4	4	0	0	0	0	0	0	0	0	0
	11/19/14	Wed	22	20	12	4	6	6	12	5	4	4	4	4
	11/20/14	Thu	76	68	60	70	48	42	98	58	48	48	48	48
	11/21/14	Fri	119	140	138	161	145	132	204	186	169	169	169	169
	11/22/14	Sat	124	145	146	180	165	147	220	202	183	183	183	183
	11/23/14	Sun	113	135	131	175	158	140	211	197	170	170	170	170
	11/24/14	Mon	63	72	70	132	112	93	156	137	111	111	111	111
	11/25/14	Tue	8	7	6	18	18	12	20	14	9	9	9	9
	11/26/14	Wed	0	0	1	0	0	2	0	0	1	1	1	1
	11/27/14	Thu	0	0	1	0	0	0	0	0	0	0	0	0
	11/28/14	Fri	0	0	0	0	0	0	0	0	0	0	0	0
	11/29/14	Sat	0	0	0	0	0	0	0	0	0	0	0	0
	11/30/14	Sun	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>			<b>525</b>	<b>591</b>	<b>569</b>	<b>740</b>	<b>652</b>	<b>574</b>	<b>921</b>	<b>799</b>	<b>695</b>	<b>695</b>	<b>695</b>	<b>695</b>

Note: The above room pickup details do not include "Pickup Around the Room Block" data.



# AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE ROOM PICKUP DETAILS

Hotels		GRAND TOTALS		
Date	Day	Contracted Block	Pickup at Cutoff	Actual Pickup
11/16/14	Sun	0	1	1
11/17/14	Mon	0	3	3
11/18/14	Tue	1	32	30
11/19/14	Wed	161	198	176
11/20/14	Thu	2,171	1,788	1,570
11/21/14	Fri	5,081	4,708	4,397
11/22/14	Sat	5,522	5,110	4,792
11/23/14	Sun	5,398	4,954	4,601
11/24/14	Mon	4,220	3,660	3,208
11/25/14	Tue	537	410	332
11/26/14	Wed	8	33	37
11/27/14	Thu	3	13	16
11/28/14	Fri	1	3	5
11/29/14	Sat	0	0	1
11/30/14	Sun	0	0	1
<b>TOTAL</b>		<b>23,103</b>	<b>20,913</b>	<b>19,170</b>

Note: The above room pickup details do not include "Pickup Around the Room Block" data.

**AMERICAN ACADEMY OF RELIGION & SOCIETY OF BIBLICAL LITERATURE  
HOTEL POST CONVENTION DATA INFORMATION**

**Room Block/Pickup/Rates Report: 11/16/2014 to 11/30/2014**

---

**Citywide Hotel Summary**

---

<b>Date</b>	<b>Day</b>	<b>Contracted Block</b>	<b>Pickup at Cutoff</b>	<b>Actual Total Pickup</b>	<b># Suites</b>	<b># Comp Rooms</b>	<b># Staff Rooms</b>
11/16/14	Sun	0	1	1	0	0	0
11/17/14	Mon	0	3	3	0	0	0
11/18/14	Tue	1	32	30	4	3	4
11/19/14	Wed	161	198	176	27	22	15
11/20/14	Thu	2,171	1,788	1,570	145	66	29
11/21/14	Fri	5,081	4,708	4,397	398	162	34
11/22/14	Sat	5,522	5,110	4,792	426	94	36
11/23/14	Sun	5,398	4,954	4,601	407	79	35
11/24/14	Mon	4,220	3,660	3,208	282	51	33
11/25/14	Tue	537	410	332	37	13	13
11/26/14	Wed	8	33	37	6	1	0
11/27/14	Thu	3	13	16	3	1	0
11/28/14	Fri	1	3	5	2	0	0
11/29/14	Sat	0	0	1	0	0	0
11/30/14	Sun	0	0	1	0	0	0
<b>Total</b>		<b>23,103</b>	<b>20,913</b>	<b>19,170</b>	<b>1,737</b>	<b>492</b>	<b>199</b>

**Total % Actualized Rooms vs. Block 83%**

Note: The above post-convention data does not include "Pickup Around the Room Block" data.