

City Commitment

The City has a 450 space parking garage in downtown Oceanside and plans another.

To promote tourism, Oceanside has developed a highly successful tourism program aimed at expanding the number of visitors and length of stay. The City is now one of nine official California Welcome Centers with ties to the State website and official tourism guide. In 2009 the Oceanside Welcome Center received almost 71,000 walk-ins. The California Surf Museum is in downtown Oceanside as is the Oceanside Museum of Art.



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Waves of Opportunity

FOR HOTEL MARKET POTENTIAL

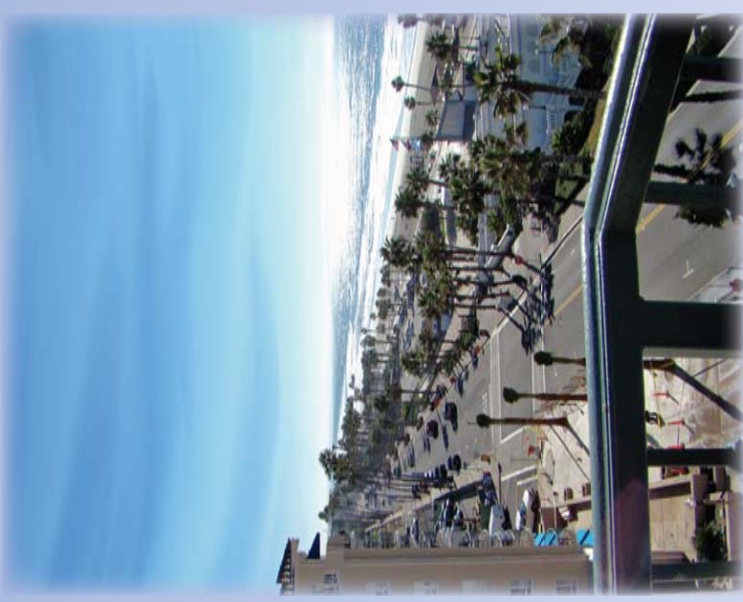
In Oceanside, California

One of the Last - and quite possible the best - undeveloped locations in Southern California for construction of hotels.

Ideally situated halfway between Los Angeles and San Diego.

Oceanside, with its wide sandy beaches and perfect weather, is the best home base to access all of Southern California attractions.

Oceanside's harbor, beaches, pier and historical sites are popular destinations for vacationers. From surfing, sailing and whale watching to the magnificent Mission San Luis Rey, Oceanside has it all.



Location

Oceanside is ideally located between Los Angeles and San Diego. The most popular attractions in Southern California are easy to get to from Oceanside — Disneyland, the San Diego Zoo, Sea World, Wild Animal Park, Knott's Berry Farm, Universal Studios, Hollywood, and major baseball and football teams. Oceanside is easily accessed by the Amtrak, Metrolink, Coaster or Sprinter trains for enjoyable, convenient travel. There are over 21 million people within 4 hours of Oceanside.



Oceanside ★ California



Hotel Accommodation Generators

Four sectors currently drive the demand for Oceanside’s hotel accommodations:

- ✧ Vacation tourists, summer visitors and winter “snowbirds”
- ✧ Local demand
- ✧ Business Travelers
- ✧ Visitors associated with the Camp Pendleton Marine Corps base

Tourists

Over 4 million people visit Oceanside beaches and harbor year round, with the greatest concentration of visitors from May through October. Other area attractions such as Legoland and Wild Animal Park have increased the demand for year-round accommodations.

Local Market

Oceanside’s residents number 168,173. This growing population requires hotel space for life-cycle events such as birthdays, graduations, weddings, anniversaries, reunions and funerals. Existing hotels are unable to take full advantage of the local market because they lack adequate meeting and banquet space.

Business Travelers

Oceanside’s 2,428 businesses employ 34,879 people and generate the need for hotel accommodations throughout the year. Oceanside is a budding center for the biotech/medtech industry including Genentech Pharmaceuticals. The office and industrial business base has a strong demand needing quality full service hotels.

Camp Pendleton Marine Corps Base Market

Home to 38,000 Marines and their families and a daytime population of more than 60,000 military and civilian personnel, the base has a continuous, high demand for temporary lodging. A Certificate of Non-Availability is issued when lodging is not available on base, which allows the service member to be reimbursed for their off-base lodging up to the current Department of Defense allowances, which vary by rank. There is also a need for hotel space to accommodate families who are waiting for housing at Camp Pendleton as well as military reunions and graduations.



Transportation

Cars and RV’s: Historic Highway 101 runs along the Pacific coast through Oceanside. The longest and widest beach in San Diego County is only three blocks from Interstate 5, California’s major north-south freeway.

Trains: The staffed Amtrak station and Coaster depot are only two blocks from the beach. Amtrak operates 12 northbound and southbound trains every day. Travelers are able to travel from Los Angeles, Orange County and the Inland Empire to Oceanside. The Coaster makes 20 round-trips to San Diego every Monday through Friday, 10 on Saturday. The Metrolink operates four round-trips to Los Angeles every day. The Sprinter, links with I-5 to I-15.

Boats: Oceanside’s sheltered harbor and 1,000-slip marina welcomes boaters year round.

Planes: San Diego International Airport is 45 minutes to the south, and John Wayne International Airport is only an hour to the north. Palomar Airport, just 10 minutes south of town in Carlsbad, is served by United Express and Us Air Express. Private pilots also land at Oceanside’s general aviation airport, Oceanside Municipal.

Attractions

Oceanside’s stunning harbor and 1,000 slip marina welcome hundreds of thousands of visitors every year. A magnet for sailing, surfing, kayaking, jet skiing, sports fishing, harbor tours and whale watching, Oceanside also offers fascinating museums, intriguing historical sites and picturesque shops and restaurants. And Oceanside’s downtown is practically situated on the beach.

Spectacular Beaches

Over 4 million people visit Oceanside’s pristine, sandy beaches each year. Edged by beautiful palm trees, the beaches stretch for three and a half miles — the longest and widest beaches in San Diego County. A premier surfing area, Oceanside hosts internationally recognized surfing competitions each year.

Oceanside Harbor and Marina

Oceanside offers the only public small craft harbor between Dana Point, 26 miles to the north, and San Diego’s Mission Bay, 35 miles to the south. Over 200,000 people visit the harbor and marina annually.

Oceanside Pier

The only public pier between San Clemente in South Orange County to the north and San Diego to the south is also the longest wooden pier on the West Coast.

