



TOURISM BRINGS A RECORD \$382 MILLION TO OCEANSIDE IN 2018 SUPPORTING JOB GROWTH FOR THE EIGHTH CONSECUTIVE YEAR

Tourism continues to be on an upward trend in Oceanside according to recent reports by Visit Oceanside, the destination marketing organization for the City.

Mirroring recent trends reported by Visit California, Oceanside has seen a consistent increase in visitors, travel spending and travel industry employment over the last eight years with 2018 reaching record highs. According to the most recent study by Dean Runyan Associates, visitor spending in Oceanside in 2018 was \$382 million, representing a 6 percent increase from 2017. The visitor spending directly supported more than 3,500 jobs in Oceanside with tourism industry employment increasing at an average annual rate of 3.9 percent since 2010.

“It’s an exciting time for our industry as well as our community because the increases in visitor spending and tax revenues also help support infrastructure improvements, beautification and important amenities that our local residents enjoy,” said Leslee Gaul, CEO of Visit Oceanside.



Gaul added, “Coming off the recession, the industry was in position to strategically promote and leverage the renaissance that has occurred in Oceanside in recent years. The new amenities that our locals enjoy also has a positive impact on the visitor experience that helps grow demand. The combination of a flourishing food and brew scene, compelling cultural offerings and exciting recreational experiences have increased the appeal of our destination for both visitors and locals.”

Visitor spending on lodging in 2018 totaled \$276 million, nearly doubling the amount from 2010 and a 5 percent increase from 2017. This generated a record high in Transient Occupancy Tax (TOT) that exceeds \$7.9 million. The City of Oceanside uses TOT funds to support vital city services including parks, recreation and public safety. The study also noted that the largest portion of visitor dollars are spent on food service, which reflects the popularity of the city’s burgeoning dining scene in recent years.

As the tourism industry moves forward, Visit Oceanside’s Board of Directors’ goals are to continue to grow demand in the off-season. The Board embraces responsible tourism which supports the need to diversify our product and experiences that will positively impact other areas of the City as well as create opportunities for key new markets.

Visit Oceanside is the sales and marketing engine for Oceanside’s tourism industry. Through distinctive branding, cooperative marketing opportunities, group sales initiatives and public relations strategies, Visit Oceanside promotes travel to the city to visitors travelling for both leisure and business.

Visit Oceanside also operates one of the state’s official California Welcome Centers. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major Southern California attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB and California Welcome Center- Oceanside are conveniently located just off Interstate 5 at 928 North Coast Highway. For more information, please call (800) 350-7873 or visit www.visitoceanside.org