



SAN DIEGO'S NORTH SHORE.

Tourism is Economic Development

By Leslee Gaul

Peter Drucker once said, "The best way to predict the future is to create it."

As Visit Oceanside wraps up its fiscal year, the Oceanside tourism industry has much to celebrate. The vision that was created by Visit Oceanside's board of directors to create a sustainable future for tourism in Oceanside is working. Tourism is a viable economic engine for the community. As part of this historic year, we not only celebrated the 125th anniversary of our beautiful City, we experienced a record high in hotel tax that was generated for the City's general fund, exceeding \$4 million and Visit Oceanside (VO) influenced over \$61 million in visitor spending, according to an independent research firm.

The top priorities for the VO board of directors continues to be influencing positive infrastructure and beautification projects in the city that directly impact tourism as well as tourism sales and marketing efforts. A few of the highlights include hiring two new sales managers, increasing the group sales team that targets group business in the off-season; secured two new citywide events in the Fall of 2013 that included another triathlon, the Oceanside Life Time Tri; launched a new website and online booking engine; and implemented the Oceanside Tourism Cares program.

The tourism industry's success and positive momentum is due to the accumulation of many small steps by many people. I would like to thank the industry and the crucial partnership we have with City Officials, City Staff and the Oceanside Police Department who have helped make this possible.

If you would like more information about Visit Oceanside or local events, please call 760.721.1101 or visit www.visitoceanside.org.