

Stephanie Rojas

From: City Clerk
Sent: Wednesday, June 3, 2026 1:10 PM
To: City Clerk
Subject: FW: Holiday Inn Oceanside: Support for modification to the Oceanside Tourism Marketing District
Attachments: Letter to Oceanside Mayor from Holiday Inn Oceanside.docx

From: Michael Tsai <miketsai@brightonmgtllc.com>
Sent: Wednesday, June 3, 2026 10:04 AM
To: City Council <council@oceansideca.org>
Subject: Holiday Inn Oceanside: Support for modification to the Oceanside Tourism Marketing District

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Dear Mayor Sanchez, Deputy Mayor and City Councilmembers

I hope this message finds you well.

On behalf of Holiday Inn Oceanside, I am writing to express our support for modification to the Oceanside Tourism Marketing District by aligning the vacation rental assessment rate with that of Oceanside hotels. As a local business that serves visitors and contributes to Oceanside's economy, we believe this measure will benefit the community and help ensure a fair and sustainable environment for all stakeholders.

Please find our letter of support attached for your consideration. Thank you for your leadership and continued dedication to the City of Oceanside.

Sincerely,

Kind regards,

Michael Tsai

General Manager

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June 1, 2026

Dear Mayor Sanchez, Deputy Mayor and City Councilmembers:

On behalf of Holiday Inn Oceanside, I respectfully express our strong support for the proposed modification to the Oceanside Tourism Marketing District (OTMD) in establishing a uniform assessment structure by aligning the vacation rental assessment rate with that of Oceanside hotels.

This is a fair and practical adjustment that will help ensure Oceanside remains competitive as a visitor destination while supporting the long-term strength of our local economy. As costs continue to rise, maintaining the same level of tourism promotion has become increasingly difficult. Without additional investment, Oceanside risks losing visibility and market share to competing destinations that are investing more aggressively in attracting visitors.

Tourism is one of Oceanside's most important economic drivers, supporting local businesses, creating jobs, and generating tax revenues that benefit the entire community. Visit Oceanside plays a critical role in that success. According to an independent study conducted by SMARI, Visit Oceanside's efforts:

- Influenced nearly one-third of total visitor spending—approximately \$176 million of the \$622 million reported by Dean Runyan—which translated into approximately \$26 million in local tax revenues.
- Generated \$50 in visitor spending return on investment for every \$1 invested by Visit Oceanside.
- Drove \$11 in paid lodging revenue for every \$1 invested through Visit Oceanside's programs and marketing efforts.

Aligning assessment rates across all lodging providers is consistent with industry best practices and creates a more equitable funding structure for the businesses that benefit from tourism promotion.

This modification will provide the resources necessary to continue growing visitor demand, supporting local businesses, strengthening year-round tourism, and generating economic benefits for Oceanside residents. Without this investment, Oceanside risks falling behind competing destinations that continue to expand their tourism marketing efforts and attract a greater share of visitors.

We appreciate your leadership and commitment to Oceanside's economic vitality and respectfully urge your support for this important modification to Oceanside Tourism Marketing District.

Thank you for your consideration.

Sincerely,

Michael Tsai
General Manager
Holiday Inn Oceanside