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MANCHESTER GRAND HYATT
SAN DIEGO

January 18, 2023

To Whom It May Concern:

The Manchester Grand Hyatt San Diego has been a corporate sponsor of the Big Bay Boom for over ten years. We continue to be a big supporter of the program as it fills San Diego's largest waterfront hotel, 1,628 rooms, on a holiday week. We rely on leisure guests to fill our hotel rooms on holiday weekends as these are traditionally one of the hardest times to find Group Business.

The Big Bay Boom July 4th celebration provides us with a major activity that is marketed as a competitive advantage to visit San Diego and enjoy one of America's Best Fireworks Displays. Without the Big Bay Boom Fireworks display we believe that our hotel would only run 40%-50% full which would mean over 814 rooms sitting empty. Over the years, we've seen increased demand over this holiday weekend as a direct result of the Big Bay Boom July 4th Fireworks Show. We've also seen increased revenues in our food & beverage outlets during this event.

We believe this event should be supported and we will always be a strong advocate of supporting The Big Bay Boom Fireworks Display because the millions of dollars of economic return to our region is significant and more than any other event on the bay.

Best,



Daniel Kuperschmid
Area VP & General Manager