

# CREW DISCOUNTS APP

- **Cruise Ship Crew Members** spent an estimated **\$7.3 million** in San Diego during the 2023 Cruise Year. \*
  - Food and beverage (37 percent of spending, or \$2.7 million)
  - Amusement (26 percent of spending, or \$1.9 million)
  - Shopping (20 percent of spending, or \$1.5 million)
- **More than 500,000 Airline Crew Members** arrived in San Diego in 2024, spending an estimated **\$50 million**.
- **Airline Crew** often overnight and vacation in San Diego, and treat themselves to fine and casual dining, shopping, health and spa services, adventure tours and much more.
- **Repeat Business & Word-of-Mouth** – Cruise ship and airline crew members are loyal customers who recommend their favorite spots to others!
- **Exclusive Crew Discounts** – Crew members show their Crew ID to unlock special "Crew Only" deals.



CREW DISCOUNTS is a **location-based mobile application** that promotes businesses and brands, discounts and promotions to Cruise Ship and Airline Crew based on their actual location. Businesses can push notifications to nearby crew members and proudly display the **Crew Discounts sticker** to show all crew members that they are "Crew Friendly". Scan the QR code for more information and to download the Crew Discounts App.



## 2COOL APP

- **More than 500,000 Cruise Ship Passengers** visited San Diego during the 2023 cruise year with a large percentage overnighing pre and post cruise.\*
- Cruise Ship passengers spent an estimated **\$97.9 million** in 2023.\*
- San Diego ranks third in US vacation destinations in the country, with **hotel occupancy of 74.3%** in 2024.

**2COOL DISCOUNTS & DEALS** is a location-based app that delivers exclusive offers to both visitors and locals in Caribbean ports of call. Participating businesses can engage nearby users with notifications and showcase the **2COOL Discounts & Deals sticker** to draw in potential customers. Scan the QR code for more information and to download the 2Cool App.



### FEATURES OF BOTH APPS:

- Link to your website, video, menu or social media page
- Photo gallery to showcase your business
- Offers and deals with or without an expiration date, images to scan bar or QR codes
- Click on map for directions, click on phone to call
- Real-time live chat with customers
- Push notifications to nearby users with analytic reports

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\* Source: <https://www.portofsandiego.org/about-port-san-diego/economic-impact>