CELEBRATE SAN DIEGO TOURISM

2ND LARGEST EXPORT INDUSTRY IN SAN DIEGO
TOP 5 TRAVEL DESTINATION FOR AMERICANS
11TH MOST VISITED CITY BY OVERSEAS VISITORS

TOURISM DELIVERS
194,000 LEISURE & HOSPITALITY JOBS
1 IN 8 JOBS THAT CANNOT BE OUTSOURCED
$940 MILLION TOTAL TAXES GENERATED BY VISITORS ANNUALLY*
$306 MILLION TOT** COLLECTED IN COUNTY

TOURISM’S IMPACT
$11.5 BILLION ANNUAL VISITOR SPENDING
$19 BILLION ANNUAL REGIONAL IMPACT
17.8 MILLION HOTEL ROOM NIGHTS SOLD
$31 MILLION SPENT DAILY BY VISITORS
2/3 OF REGIONAL IMPACT DRIVEN BY HOTEL VISITORS
70% OF VISITOR DOLLARS SPENT AT LOCAL NON-HOTEL BUSINESSES

Visitor Taxes Fund City Services Including:
- Clean Beaches
- Infrastructure
- Lifeguards
- Parks and Recreation
- Police and Fire
- Road Repairs

VISIT SANDIEGO.ORG/IMPACT

SOURCES: San Diego Tourism Authority, CIC Research, STR
*Taxes include property, sales, and transient occupancy tax
**Transient occupancy tax Funded in part by the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds.