San Diego’s unique blend of outdoor lifestyle, sun-soaked beaches, vibrant Cali-Baja culture and a stress-free approach to life evokes easy-going beach town vibes—with all the style, amenities and curated experiences of a world-class destination. Through our welcoming and refreshing down-to-earth attitude, this is a diverse destination that is inclusive to all and shines with optimism and positivity like no place else on earth. This is why we say, in San Diego, the vibes are always good and the outlook is always sunny.

**The Climate**

Year-round sunny weather that fuels a unique outdoor lifestyle.

**The People**

Laid back, friendly and welcoming.

**The Place**

Dynamic city experiences with a beach town vibe.

**A Feel Good Place**

That inspires optimism & positivity.

**Vibrant, Authentic, Joyful, Accepting, Down-to-earth**

**BRAND CHARACTER**

**MISSION**

To drive visitor demand to economically benefit the San Diego region.

**VISION**

Leading San Diego to become the most desirable destination.

**WHY TRAVEL MATTERS**

Tourism is one of the world’s largest industries and considered a key economic sector in San Diego. In 2019, leisure and hospitality accounted for 1 in 8 jobs in San Diego, generated $19.2B in total economic impact. After the pandemic erased 20 years of economic gains within the industry practically overnight, the ensuing recovery has been brisk, swiftly restoring Tourism's stature within the local community and economy.

According to the California Employment Development Department (EDD), leisure and hospitality jobs include accommodations, restaurants, transportation, entertainment, attractions, arts, events, and includes occupations within professional services, such as legal and accounting services. These jobs are diverse, ranging from entry level to CEO's of major companies. The tourism industry provides part-time and full-time employment opportunities with excellent training and career path development.

Direct visitor spending prior to the pandemic exceeded $11.6 billion. Tourism is a highly potent export industry, bringing billions of outside dollars into San Diego’s economy each year. This outside money has a spillover effect, supporting other sectors such as retail and services. In addition, tourism generates tax revenues that support quality of life for San Diego residents. Over $850 million in tax revenues were generated in 2019 supporting essential city services such as police and fire, along with regional infrastructure including parks and recreation facilities.

Tourism builds and sustains communities. From fueling transportation networks to creating destination reputation, tourism is a pillar of San Diego’s regional economy.

Source: CIC Research

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**SAN DIEGO’S BRAND**

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**SAN DIEGO TOURISM**

**2022 FAST FACTS**

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**SAN DIEGO VISITOR INDUSTRY STATISTICS**

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Visitors</strong></td>
<td>14.3 Million</td>
<td>23.8 Million</td>
</tr>
<tr>
<td><strong>Visitor Purpose</strong></td>
<td>Typically 85% Leisure, 13% Business, 2% Other (all visitors)</td>
<td></td>
</tr>
<tr>
<td><strong>Total Overnight Visitors</strong></td>
<td>8.7 Million</td>
<td>13.84 Million</td>
</tr>
<tr>
<td><strong>Hotel or Motel</strong></td>
<td>5.0 Million</td>
<td>7.67 Million</td>
</tr>
<tr>
<td><strong>Private Home Guests</strong></td>
<td>3.1 Million</td>
<td>5.09 Million</td>
</tr>
<tr>
<td><strong>Camp / RV / Other</strong></td>
<td>609,000</td>
<td>108 Million</td>
</tr>
<tr>
<td><strong>Total Day Visitors</strong></td>
<td>5.6 Million</td>
<td>9.96 Million</td>
</tr>
<tr>
<td><strong>Day Visitors (Excl. Mex.)</strong></td>
<td>3.8 Million</td>
<td>8.41 Million</td>
</tr>
<tr>
<td><strong>Mexican Day Visitors</strong></td>
<td>1.9 Million</td>
<td>1.54 Million</td>
</tr>
<tr>
<td><strong>Total Direct Visitor Spending</strong></td>
<td>$5.2 Billion</td>
<td>$7.45 Billion</td>
</tr>
<tr>
<td><strong>Hotel Room Nights Available</strong></td>
<td>21.6 Million</td>
<td>23.16 Million</td>
</tr>
<tr>
<td><strong>Hotel Room Nights Sold</strong></td>
<td>10.5 Million</td>
<td>14.31 Million</td>
</tr>
<tr>
<td><strong>Average Hotel Occupancy</strong></td>
<td>48.6%</td>
<td>61.9%</td>
</tr>
<tr>
<td><strong>Average Daily Rate</strong></td>
<td>$129.74</td>
<td>$164.54</td>
</tr>
<tr>
<td><strong>County TOT</strong></td>
<td>(FY21) $186.7 Million</td>
<td>(FY22) $181 Million</td>
</tr>
<tr>
<td><strong>City of San Diego TOT</strong></td>
<td>(FY21) $126.6 Million</td>
<td>(FY22) $121 Million</td>
</tr>
</tbody>
</table>

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Source: CIC Research
TOURISM AUTHORITY PROGRAMS

DELIVERING

With an operating budget of $24.3 million, SDTA sales and marketing generated 4.5 million room nights for the San Diego Region in FY 2021.*

REGIONAL ECONOMY IS DEPENDENT UPON STRONG TOURISM DEMAND

SAN DIEGO TOURISM INFRASTRUCTURE

- Number of Businesses: 9,391
- Number of Hotels, Motels, Bed and Breakfasts, and Casino Hotel Properties: 562
- Number of Hotel Rooms in County of San Diego: 64,021
- Number of Hotel Rooms in the City of San Diego Tourism Marketing District: 38,660
- Number of Golf Courses: 76
- Number of Gaming Casinos: 10
- Number of Arts Institutions: 598
- Number of Craft Breweries: 199

SAN DIEGO CONVENTION CENTER

- Primary Conventions: 16 (2020), 19 (2021)
- Attendees: 72,706 (2020), 94,946 (2021)

FY 2022 KPIs (KEY PERFORMANCE INDICATORS)

- Delivering Return on Investment

With an operating budget of $24.3 million, SDTA sales and marketing generated 4.5 million room nights for the San Diego Region in FY 2021.*

RETURN ON INVESTMENT*

- $28 TO $1

* Based on lodging revenue generated for the City of San Diego Tourism Marketing District (FY21).

ABOUT SAN DIEGO TOURISM AUTHORITY

The San Diego Tourism Authority (SDTA) is the sales and marketing engine for San Diego’s tourism industry. Our program of work is built to stimulate inbound travel and demand for San Diego.

Incorporated in 1954, SDTA is a private not-for-profit 501C6 corporation that is governed by a 15-member board of directors comprised of industry and non-industry representatives. Recognized as one of the nation’s leading Destination Marketing Organizations, the SDTA has received numerous industry awards and is accredited through Destination Management Association International.