



TOURISM AUTHORITY

SAN DIEGO TOURISM 2023 FAST FACTS

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 2022, leisure and hospitality accounted for 1 in 8 jobs in San Diego and generated \$22 billion 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 include occupations within professional services, such as legal and accounting services. These jobs are diverse, ranging from entry level to CEOs of major companies. The tourism industry provides part-time and full-time employment opportunities with excellent training and career path development.

Tourism is a highly potent export industry, bringing billions of outside dollars into San Diego's economy each year. In 2022, visitors spent an estimated \$13.6 billion in San Diego County, at hotels and restaurants and attractions, among many other things. 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. Tax revenues in 2022 generated \$1 billion to support essential city services such as police and fire, along with regional infrastructure including parks and recreation facilities.

Tourism builds and sustains communities, and plays a vital role in San Diego's regional economy, with its impact felt in fueling transportation networks and cultivating a reputation as a premier destination.

Source: Future Partners

SAN DIEGO VISITOR INDUSTRY STATISTICS

	2021	2022
Total Visitors	14.3 Million	28.8 Million
Visitor Purpose	Typically 85% Leisure, 13% Business, 2% Other (all visitors)	
Total Overnight Visitors	13.8 Million	16.5 Million
Hotel or Motel	7.7 Million	9.1 Million
Private Home Guests	5.1 Million	6.1 Million
Camp / RV / Other	1.2 Million	1.3 Million
Total Day Visitors	9.9 Million	12.3 Million
Day Visitors (Excl. Mex.)	8.4 Million	9.1 Million
Mexican Day Visitors	1.9 Million	3.3 Million
Total Direct Visitor Spending	\$7.45 Billion	\$13.6 Billion
Hotel Room Nights Available	23.4 Million	23.5 Million
Hotel Room Nights Sold	14.4 Million	17.0 Million
Average Hotel Occupancy	61.6%	72.5%
Average Daily Rate	\$165.18	\$204.86
County of San Diego TOT		
(Inclusive of City TOT)	(FY22) \$360 Million	(FY23) \$418 Million
City of San Diego TOT	(FY22) \$258.6 Million	(FY23) \$304.2 Million

SAN DIEGO'S BRAND

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 elevated experiences of a world-class destination. Through our welcoming and refreshingly 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 Sunny Outlook

—
A feel good place
that inspires optimism
& positivity



MEET AMERICA'S
BRIGHTEST CITY

"BEST OF THE WORLD"
DESTINATION
-NATIONAL GEOGRAPHIC TRAVELER



TOURISM AUTHORITY PROGRAMS DELIVER RETURN ON INVESTMENT

With an operating budget of \$43.7 million SDTA sales and marketing generated 5.5 million room nights for the San Diego Region in FY 2023.*

RETURN ON INVESTMENT*
\$33 TO \$1

* Based on lodging revenue generated for the City of San Diego Tourism Marketing District (FY23).

FY 2023 KPIs (KEY PERFORMANCE INDICATORS)

- Booked 1.13 million group room nights into the destination for future years.
- Produced 1.6 billion paid advertising gross impressions.
- Generated 28.8 million digital audience engagements through website, social media and e-mail.
- Generated \$24.8 million in earned media coverage.
- Delivered over \$6 million in total private source revenue.

STRATEGIC IMPERATIVES

1. Rebuild San Diego’s Tourism Economy
2. Ensure SDTA’s financial viability
3. Deliver value to our stakeholders
4. Advocate, inform and educate on behalf of our visitor industry
5. Nurture an organizational culture that is diverse, inclusive and equitable

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	38,660
Number of Hotel Rooms in Downtown San Diego	14,761
Number of Golf Courses	76
Number of Gaming Casinos	10
Number of Arts Institutions	598
Number of Craft Breweries	199

	2021	2022
Annual SAN Airline Passengers	7.77 Million	10.85 Million
Annual Attendance at Major Attractions	10.81 Million	14.29 Million
Total Cruise Passengers	73,608	172,164
Embarking passengers	21,943	62,165



SAN DIEGO CONVENTION CENTER

	2021	2022
Primary Conventions	19	57
Attendees	94,946	452,205
Contracted Room Nights	343,843	969,272
Attendee Spending	\$210 Million	\$692.3 Million

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 19-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.



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FOR INDUSTRY REPORTING, VISIT SANDIEGO.ORG/RESEARCH

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