## San Diego Visitor Industry Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>CY 2022</th>
<th>CY 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors</td>
<td>28.8 Million</td>
<td>31.8 Million</td>
</tr>
<tr>
<td>Visitor Purpose: Typically 78% Leisure, 15% Business, 6% Other (all visitors)</td>
<td></td>
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</tr>
<tr>
<td>Total Overnight Visitors</td>
<td>16.5 Million</td>
<td>17.3 Million</td>
</tr>
<tr>
<td>Hotel or Motel</td>
<td>9.1 Million</td>
<td>9.8 Million</td>
</tr>
<tr>
<td>Private Home Guests</td>
<td>6.1 Million</td>
<td>6.4 Million</td>
</tr>
<tr>
<td>Camp / RV / Other</td>
<td>1.3 Million</td>
<td>1.1 Million</td>
</tr>
<tr>
<td>Total Day Visitors</td>
<td>12.3 Million</td>
<td>14.5 Million</td>
</tr>
<tr>
<td>Day Visitors (Excl. Mex.)</td>
<td>9.1 Million</td>
<td>10.6 Million</td>
</tr>
<tr>
<td>Mexican Day Visitors</td>
<td>3.3 Million</td>
<td>3.9 Million</td>
</tr>
<tr>
<td>Total Direct Visitor Spending</td>
<td>$13.6 Billion</td>
<td>$14.3 Billion</td>
</tr>
<tr>
<td>Hotel Room Night Available</td>
<td>23.5 Million</td>
<td>23.4 Million</td>
</tr>
<tr>
<td>Hotel Room Night Sold</td>
<td>17 Million</td>
<td>17.2 Million</td>
</tr>
<tr>
<td>Average Hotel Occupancy</td>
<td>72.5%</td>
<td>73.4%</td>
</tr>
<tr>
<td>Average Daily Rate</td>
<td>$204.86</td>
<td>$209.87</td>
</tr>
<tr>
<td>Total County Wide TOT</td>
<td>(FY22) $360 Million</td>
<td>(FY23) $34.8 Billion</td>
</tr>
<tr>
<td>City of San Diego TOT</td>
<td>(FY22) $258.6 Million</td>
<td>(FY23) $304.2 Million</td>
</tr>
</tbody>
</table>
TOURISM AUTHORITY PROGRAMS DELIVER RETURN ON INVESTMENT

With an operating budget of $37.4 million, SDTA sales and marketing programs generated 6.4 million incremental room nights for the San Diego region in FY23.*

RETURN ON INVESTMENT*

$33 TO $1

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

FY 2024 KPIs (KEY PERFORMANCE INDICATORS)

11M Future Room Nights Booked
15 B Gross Advertising Impressions
30 M Digital Audience Engagements
$18 M Earned Media Coverage
$14 M Membership Dues and Ad Sales

REGIONAL ECONOMY IS DEPENDENT UPON STRONG TOURISM DEMAND

SAN DIEGO TOURISM INFRASTRUCTURE

Number of Businesses .............................................. 9,750
Number of Hotels, Motels, Bed and Breakfasts, and Casino Hotel Properties ...... 519
Number of Hotel Rooms in County of San Diego ........................................ 64,703
Number of Hotel Rooms in the City of San Diego ....................................... 37,796
Number of Hotel Rooms in Downtown San Diego ...................................... 14,838
Number of Golf Courses ............................................ 55
Number of Gaming Casinos ........................................ 10
Number of Arts Institutions ......................................... 517
Number of Craft Breweries ......................................... 153

** Annual SAN Airline Passengers ..................................... 10.85 Million 11.91 Million
** Annual Attendance at Major Attractions .......................... 14.29 Million 13.91 Million
** Total Cruise Passengers ........................................ 172,164 531,160
** Embarking passengers ........................................... 62,165 211,395

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.

SAN DIEGO CONVENTION CENTER

Primary Conventions ............................................. 49
Attendees .......................................................... 254,525 557,256
Contracted Room Nights ...................................... 815,090 1,012,840
Attendee Spending ............................................ $507.8 Million $790.7 Million

** The Climate + The People + The Place = A Sunny Outlook

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

“Best of the World” Destination
National Geographic Traveler