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.
TOURISM AUTHORITY PROGRAMS DELIVER TOURISM REVENUES —

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).

FY 2022 KPIs (KEY PERFORMANCE INDICATORS)

GOALS

• Book 1,000,000 group room nights into the destination for future years.
• Produce over 700 million paid advertising gross impressions.
• Generate an estimated 15 million audience engagements through the website, social media, and e-mail.
• Deliver $780,000 in advertising sales revenue.
• Earn article quality score of 65 on unpaid media coverage.

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 Hotels, Motels, Bed and Breakfasts, and Casino Hotel Properties 564
Number of Hotel Rooms in County of San Diego 64,151
Number of Hotel Rooms in the City of San Diego Tourism Marketing District 41,538
Number of Golf Courses 80
Number of Gaming Casinos 10
Number of Arts Institutions 434
Number of Craft Breweries 156

2019 2020
Annual SAN Airline Passengers 12.6 Million 4.6 Million
Annual Attendance at Major Attractions 14.7 Million 4.7 Million
Total Cruise Passengers 349,521 73,608
Embarking passengers 144,908 21,943

SAN DIEGO CONVENTION CENTER

Primary Conventions 71 16
Attendees 621,820 72,706
Contracted Room Nights 761,730 113,253
Attendee Spending $696.8 Million $127 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 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.

FOR INDUSTRY REPORTING, VISIT SANDIEGO.ORG/RESEARCH

The San Diego Tourism Authority is funded in part by our members and the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds.