



RESEARCH

SAN DIEGO COUNTY 2019 VISITOR INDUSTRY GENERAL FACTS*

Visitors to San Diego County

There were 35.8 million visitors to San Diego, of which almost 18 million were overnight and over 17.7 million were day visitors.

Visitor Spending:

Visitors to San Diego spent \$11.5 billion at thousands of San Diegan businesses during their stay. Seventy percent of those dollars were spent at businesses other than lodging.

San Diego Hospitality Industry Employment:

The visitor industry employs 194,000 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: EDD as of Dec 2018*

San Diego Convention Center:

At the San Diego Convention Center, 68 out-of-town conventions and trade shows were held with an estimated attendance of 610,848 individuals. These events represent approximately \$733 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Occupancy:

San Diego County's average hotel occupancy was 78.7% and the daily room rate averaged \$166.30. *Source: STR*

Hotel Rooms:

San Diego has approximately 556 hotel, motel, bed & breakfast and casino hotel properties, with 62,590 rooms available to visitors.

Arrivals to San Diego County:

An estimated 12.1 million air passengers arrived at Lindbergh Field, which is served by a total of 17 airline passenger carriers. The Cross Border Xpress served 1.2 million northbound passengers across the bridge from the Tijuana Airport into San Diego. Southbound and westbound traffic into the County neared 66 million vehicles. *Sources: SDRAA and CalTrans, CBX*

Tax Revenue:

In San Diego County, \$306 million was collected in Transient Occupancy Tax revenue for fiscal year 2018 (July 2017 - June 2018). *Source: Cities in San Diego County*

Additional sales taxes and property taxes from visitor industry businesses grow the total tax revenues generated by visitors to an estimated \$940 million annually.

Population:

The population of San Diego County is estimated to be 3.3 million. San Diego ranks as the nation's fifth largest county.

**2018 Calendar Year Data*

STR hotel data is revised monthly and could change slightly from date of report.