



RESEARCH

SAN DIEGO COUNTY 2020 VISITOR INDUSTRY GENERAL FACTS*

Visitors to San Diego County

There were 35.1 million visitors to San Diego, of which 17.9 million were overnight and nearly 17.2 million were day visitors.

Visitor Spending

Visitors to San Diego spent \$11.6 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 199,800 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: EDD as of Dec 2019*

San Diego Convention Center

The San Diego Convention Center held 71 primary conventions and trade shows, hosting an estimated 621,820 attendees. These events represent approximately \$697 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Occupancy

San Diego County's average hotel occupancy was 76.7% and the daily room rate averaged \$166.78. *Source: STR*

Hotel Rooms

San Diego has approximately 565 hotel, motel, bed & breakfast and casino hotel properties, with 64,294 rooms available to visitors.

Alternate Accommodations

Throughout San Diego County, there are 23,285 homes available to guests on Airbnb and Homeaway, of which 9,080 are hotel-comparable units (studio and one-bedroom). *Source: AirDNA*

Arrivals to San Diego County

An estimated 12.6 million air passengers arrived at Lindbergh Field, which is served by a total of 23 airline passenger carriers. The Cross Border Xpress served 1.6 million northbound passengers across the bridge from the Tijuana Airport into San Diego. Southbound and westbound vehicle traffic into the County neared 66.5 million. *Sources: SDRAA, CalTrans, CBX*

Tax Revenue

In San Diego County, nearly \$329 million was collected in Transient Occupancy Tax revenue for fiscal year 2019 (July 2018 - June 2019). Additional sales taxes and property taxes from visitor industry businesses grow the total tax revenues generated by visitors to an estimated \$855 million annually. *Source: Cities in San Diego County*

Population

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

**2019 Calendar Year Data*

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