

SAN DIEGO COUNTY 2017 VISITOR INDUSTRY GENERAL FACTS*



Visitors to San Diego County

There were 34.9 million visitors to San Diego, of which more than 17.4 million were overnight and almost 17.5 million were day visitors.

Visitor Spending:

Visitors to San Diego spent over \$10.4 billion at thousands of San Diegan businesses during their stay. Seventy percent of those dollars are spent at businesses other than lodging.

San Diego Hospitality Industry Employment:

The visitor industry employs 184,000 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: EDD as of Jan 2017*

San Diego Convention Center:

At the San Diego Convention Center, 67 out-of-town conventions and trade shows were held, with an estimated attendance of 697,518 individuals. These events represent approximately \$721 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Occupancy:

San Diego County's average hotel occupancy was 77.1% and the daily room rate averaged \$154.87. *Source: STR*

Hotel Rooms:

San Diego has approximately 543 hotel, motel, bed & breakfast and casino hotel properties, with 61,010 rooms available to visitors.

Arrivals to San Diego County:

An estimated 10.3 million air passengers arrived at Lindbergh Field, which is served by a total of 16 airline passenger carriers. Amtrak arrivals into San Diego County totaled more than 839,000 people. Southbound and westbound traffic into the County totaled 65.9 million vehicles. *Sources: SDRAA, Amtrak and CalTrans*

Tax Revenue:

In San Diego County, nearly \$267 million was collected in Transient Occupancy Tax revenue for fiscal year 2016 (July 2015 - June 2016). *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 \$743 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.

**2016 Calendar Year Data*

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

