

SAN DIEGO COUNTY 2018 VISITOR INDUSTRY GENERAL FACTS*



Visitors to San Diego County

There were 35 million visitors to San Diego, of which more than 17.6 million were overnight and almost 17.4 million were day visitors.

Visitor Spending:

Visitors to San Diego spent over \$10.8 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 194,000 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: EDD as of Dec 2017*

San Diego Convention Center:

At the San Diego Convention Center, 61 out-of-town conventions and trade shows were held, with an estimated attendance of 545,366 individuals. These events represent approximately \$651 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Occupancy:

San Diego County's average hotel occupancy was 77.3% and the daily room rate averaged \$160.08. *Source: STR*

Hotel Rooms:

San Diego has approximately 549 hotel, motel, bed & breakfast and casino hotel properties, with 61,456 rooms available to visitors.

Arrivals to San Diego County:

An estimated 11 million air passengers arrived at Lindbergh Field, which is served by a total of 18 airline passenger carriers. The Cross Border Xpress served 1 million passengers across the bridge from the Tijuana Airport into the U.S. Amtrak arrivals into San Diego County totaled more than 872,000 people. Southbound and westbound traffic into the County totaled 69 million vehicles. *Sources: SDRAA, Amtrak and CalTrans*

Tax Revenue:

In San Diego County, nearly \$289 million was collected in Transient Occupancy Tax revenue for fiscal year 2017 (July 2016 - June 2017). *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.

**2017 Calendar Year Data*

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

