

# Calendar Year by Month

## San Diego County Visitor Industry Performance 2015

Select Year  
2015

Select Month  
December

### Visitor Volume

		2015												Grand Total
		January	February	March	April	May	June	July	August	Septemb..	October	Novemb..	December	
Day Visitor	Day Vis (Exc Mex)	555K	657K	1,054K	1,159K	1,066K	1,166K	2,058K	1,637K	843K	879K	665K	923K	12,662K
	Mexican Day Vis	357K	309K	369K	407K	361K	328K	379K	360K	353K	360K	407K	403K	4,393K
	Total	912K	966K	1,423K	1,566K	1,427K	1,494K	2,437K	1,997K	1,196K	1,239K	1,072K	1,326K	17,055K
Overnight Visitor	Hotel/Motel	650K	687K	864K	830K	809K	989K	976K	896K	776K	796K	682K	633K	9,588K
	Household	564K	425K	366K	484K	481K	513K	883K	704K	444K	437K	623K	750K	6,674K
	Other Overnight	71K	60K	64K	79K	79K	82K	97K	102K	75K	73K	81K	77K	940K
	Total	1,285K	1,172K	1,294K	1,393K	1,369K	1,584K	1,956K	1,702K	1,295K	1,306K	1,386K	1,460K	17,202K
Grand Total		2,197K	2,138K	2,717K	2,959K	2,796K	3,078K	4,393K	3,699K	2,491K	2,545K	2,458K	2,786K	34,257K

### Visitor Spending

Visitor Spending	\$689M	\$676M	\$801M	\$858M	\$856M	\$926M	\$1,177M	\$967M	\$758M	\$785M	\$639M	\$790M	\$9,921M
Total Regional Impact	\$1,137M	\$1,115M	\$1,322M	\$1,416M	\$1,412M	\$1,528M	\$1,943M	\$1,595M	\$1,250M	\$1,295M	\$1,054M	\$1,303M	\$16,370M

### Attractions / Arts and Museums

Attraction	0.82M	0.88M	1.23M	1.32M	1.19M	1.48M	2.01M	1.73M	0.90M	1.07M	0.88M	1.12M	14.62M
Arts and Museums	0.17M	0.17M	0.18M	0.18M	0.17M	0.19M	0.23M	0.20M	0.14M	0.15M	0.13M	0.19M	2.11M

### Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	719,933	674,383	828,174	827,442	855,543	891,982	975,541	925,984	813,575	871,789	809,048	834,274	10,028K
Border Crossings	4,173,707	3,814,523	4,292,785	4,222,263	4,317,789	3,901,895	4,252,299	4,518,774	4,079,283	4,321,833	4,264,784	4,100,937	50,261K
Highways (South & Westbound)	5,584,557	5,234,902	6,123,726	6,028,686	6,248,379	6,227,685	6,516,064	5,684,418	5,146,617	4,832,970	5,409,851	5,602,365	68,640K
Train (Amtrak)	55,600	55,845	65,716	65,312	64,931	65,885	85,816	84,439	64,317	66,182	70,598	62,299	807K

### San Diego Convention Center Corporation

Number of Conventions	5	8	6	8	6	5	4	5	6	8	3	7	71
Attendance	21,482	37,315	44,228	41,738	81,421	39,140	149,277	20,050	18,515	43,376	39,368	17,373	553,283
Contracted Room Nights	51,127	41,718	90,750	73,909	61,231	59,601	91,187	22,187	34,737	68,037	71,138	28,150	693,772
Attendee Spending	\$30.53M	\$43.95M	\$65.08M	\$60.53M	\$57.08M	\$58.30M	\$119.78M	\$16.89M	\$19.80M	\$60.41M	\$63.97M	\$23.77M	\$620.09M

## Calendar Year 2015 Monthly YOY Growth

Select Year  
2015

Select Month  
December

### Visitor Volume

		2015												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Day Visitor	Day Vis (Exc Mex)	8.4%	12.1%	13.7%	-1.9%	6.2%	-3.0%	-6.0%	-10.3%	6.8%	4.4%	-1.8%	2.1%	0.2%
	Mexican Day Vis	2.3%	3.3%	1.4%	4.9%	2.6%	0.6%	5.0%	5.9%	6.0%	5.3%	4.9%	1.0%	3.6%
	Total	5.9%	9.2%	10.2%	-0.2%	5.2%	-2.2%	-4.5%	-7.7%	6.6%	4.6%	0.7%	1.8%	1.0%
Overnight Visitor	Hotel/Motel	6.6%	5.0%	3.6%	4.4%	2.0%	1.9%	0.8%	-2.7%	2.8%	4.1%	1.3%	2.8%	2.5%
	Household	-0.5%	-0.5%	-1.3%	-3.4%	-3.2%	-3.9%	-3.0%	3.7%	5.0%	2.8%	4.9%	3.4%	0.3%
	Other Overnight	10.9%	11.1%	6.7%	5.3%	6.8%	5.1%	6.6%	1.0%	7.1%	5.8%	6.6%	6.9%	6.3%
Total		3.5%	3.3%	2.3%	1.6%	0.4%	0.1%	-0.7%	0.1%	3.8%	3.7%	3.2%	3.3%	1.8%
Grand Total		4.5%	5.8%	6.3%	0.6%	2.8%	-1.1%	-2.8%	-4.3%	5.1%	4.2%	2.1%	2.6%	1.4%

### Visitor Spending

Total Visitor Spending	9.0%	11.3%	12.5%	8.8%	7.2%	6.9%	5.5%	-1.3%	10.2%	9.8%	8.5%	9.9%	7.7%
Total Regional Impact	9.0%	11.3%	12.5%	8.8%	7.2%	6.9%	5.5%	-1.3%	10.2%	9.8%	8.5%	9.9%	7.7%

### Attractions / Arts and Museums Attendance

Attraction	5.6%	13.5%	8.8%	-1.3%	6.8%	-3.0%	-3.0%	-6.6%	11.5%	4.9%	-0.6%	3.3%	1.7%
Arts and Museums	52.8%	15.7%	12.1%	6.7%	17.4%	22.9%	1.5%	-6.9%	15.6%	-1.4%	-18.0%	-11.3%	6.3%

### Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	6.8%	5.7%	7.4%	7.7%	9.3%	6.2%	5.1%	3.8%	7.5%	9.9%	10.0%	4.7%	6.9%
Border Crossings	8.9%	19.2%	14.1%	9.0%	8.7%	3.0%	4.0%	10.7%	8.9%	4.6%	1.1%	-7.6%	6.6%
Highways (South & Westbound)	24.3%	16.2%	16.2%	14.8%	15.2%	15.6%	19.4%	-3.0%	-0.3%	-6.9%	5.6%	4.6%	9.9%
Train (Amtrak)	6.5%	8.7%	19.5%	8.8%	2.9%	5.3%	8.5%	2.2%	5.4%	3.5%	4.6%	3.4%	6.4%

### San Diego Convention Center

Number of Conventions YOY Growth	-3	0	-3	3	0	-3	2	-3	-1	1	-2	4	-5
Attendance YOY Growth	7.1%	22.1%	11.0%	23.7%	-2.1%	8.1%	3.3%	-30.3%	-48.5%	3.0%	55.0%	139.6%	4.9%
Contracted RN YOY Growth	18.3%	-8.3%	42.1%	14.5%	-19.9%	-18.8%	16.3%	-50.4%	-45.4%	11.0%	45.1%	85.9%	2.1%
Attendees Spending YOY Growth	16.0%	28.1%	10.9%	10.5%	-0.7%	11.6%	8.8%	-51.0%	-65.4%	4.7%	61.8%	130.6%	4.6%

#### Notes and Sources:

Visitors and Spending estimates based on Visitor Activity Model, Visitor Profile Study and Economic Impact Studies - CIC Research.

Attraction Attendance -total attendance figures from seven San Diego attractions - Sea World, San Diego Zoo, Wild Animal Park, LEGOLAND California, Sea Life Aquarium, Cabrillo National Monument, and Midway Aircraft Carrier.

Arts/Museum Attendance equals total attendance figures from seven cultural institutions - San Diego Aerospace Museum, Museum of Contemporary Art, San Diego Maritime Museum, San Diego Natural History Museum, San Diego Museum of Art, Reuben H. Fleet Science Center, and Birch Aquarium at Scripps.

Airport Arrivals are all passenger arrivals at the San Diego International Airport, San Diego Regional Airport Authority.

Amtrak Arrivals are all south-bound passengers into San Diego County. ...

**Hotel Sector Actuals**  
Source: STR

**Select Year**  
2015      **Select Month**  
December

**Hotel Actuals by Month**

		2015												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego County	% Occupancy	66.4%	78.4%	80.5%	79.8%	76.1%	83.5%	86.6%	83.0%	74.6%	78.0%	67.4%	62.5%	76.4%
	Average Daily Rate	\$131.82	\$142.33	\$148.30	\$149.73	\$147.60	\$158.68	\$189.47	\$164.18	\$147.31	\$150.28	\$138.28	\$122.70	\$150.64
	RevPAR	\$87.48	\$111.56	\$119.44	\$119.47	\$112.40	\$132.45	\$164.14	\$136.23	\$109.84	\$117.15	\$93.20	\$76.64	\$115.04
	Room Nights Available	1.86M	1.68M	1.87M	1.81M	1.88M	1.82M	1.88M	1.87M	1.81M	1.87M	1.82M	1.88M	22.06M
	Room Night Demand	1.24M	1.32M	1.50M	1.44M	1.43M	1.52M	1.63M	1.55M	1.35M	1.46M	1.23M	1.18M	16.85M
San Diego City	% Occupancy	68.7%	81.6%	82.1%	81.8%	78.8%	84.6%	87.3%	84.9%	77.5%	81.3%	69.9%	64.0%	78.5%
	Average Daily Rate	\$138.79	\$151.16	\$157.23	\$157.54	\$155.02	\$165.24	\$193.98	\$166.38	\$154.58	\$160.87	\$146.42	\$126.03	\$157.41
	RevPAR	\$95.32	\$123.38	\$129.08	\$128.82	\$122.12	\$139.78	\$169.31	\$141.27	\$119.77	\$130.76	\$102.35	\$80.62	\$123.59
	Room Nights Available	1.24M	1.12M	1.24M	1.20M	1.24M	1.20M	1.24M	1.24M	1.20M	1.23M	1.19M	1.23M	14.60M
	Room Night Demand	0.85M	0.92M	1.02M	0.98M	0.98M	1.02M	1.09M	1.05M	0.93M	1.00M	0.84M	0.79M	11.46M

**Hotel Sector - YOY Growth**

**Hotel YOY Growth by Month**

		2015												
		January	February	March	April	May	June	July	August	Septem..	October	Novemb..	Decemb..	Total
San Diego County	% Occupancy	6.1%	6.8%	4.6%	3.5%	1.8%	2.4%	-0.3%	-3.1%	3.3%	3.6%	0.2%	2.3%	2.5%
	Average Daily Rate	5.6%	5.0%	8.0%	8.3%	5.3%	7.8%	5.9%	0.9%	9.1%	7.2%	8.1%	4.6%	6.0%
	RevPAR	12.0%	12.2%	13.0%	12.1%	7.2%	10.4%	5.5%	-2.2%	12.7%	11.1%	8.4%	6.9%	8.6%
	Room Nights Available	1.2%	1.0%	1.2%	0.6%	1.2%	1.1%	0.9%	0.6%	0.6%	0.6%	1.1%	1.1%	0.9%
	Room Nights Demand	7.4%	7.9%	5.8%	4.1%	3.0%	3.5%	0.6%	-2.5%	3.9%	4.2%	1.4%	3.4%	3.4%
San Diego City	% Occupancy	5.0%	5.8%	3.5%	3.9%	2.5%	2.0%	-0.1%	-2.8%	3.2%	3.7%	0.3%	2.2%	2.4%
	Average Daily Rate	6.5%	5.3%	8.3%	8.9%	5.1%	8.2%	5.4%	1.4%	8.8%	8.3%	10.2%	5.1%	6.5%
	RevPAR	11.9%	11.4%	12.1%	13.2%	7.8%	10.3%	5.3%	-1.5%	12.3%	12.3%	10.5%	7.5%	9.0%
	Room Nights Available	-0.3%	-0.3%	-0.3%	-0.3%	0.1%	0.1%	0.1%	-0.5%	-0.5%	-0.7%	-0.7%	-0.7%	-0.3%
	Room Nights Demand	4.7%	5.6%	3.3%	3.7%	2.6%	2.0%	0.0%	-3.3%	2.7%	3.0%	-0.4%	1.5%	2.0%