



Calendar Year by Month

San Diego County Visitor Industry Performance 2016

Select Year
2016

Select Month
December

Visitor Volume

		2016												Grand Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Day Visitor	Day Vis (Exc Mex)	541K	671K	1,139K	1,019K	1,076K	1,116K	2,119K	1,618K	934K	1,023K	695K	1,001K	12,952K
	Mexican Day Vis	361K	318K	413K	390K	362K	347K	390K	373K	360K	383K	422K	411K	4,530K
	Total	902K	989K	1,552K	1,409K	1,438K	1,463K	2,509K	1,991K	1,294K	1,406K	1,117K	1,412K	17,482K
Overnight Visitor	Hotel/Motel	664K	684K	879K	837K	799K	1,011K	1,026K	908K	829K	802K	725K	682K	9,846K
	Household	585K	423K	380K	448K	471K	506K	870K	686K	450K	436K	616K	737K	6,608K
	Other Overnight	75K	64K	68K	79K	80K	84K	101K	105K	78K	75K	84K	80K	973K
	Total	1,324K	1,171K	1,327K	1,364K	1,350K	1,601K	1,997K	1,699K	1,357K	1,313K	1,425K	1,499K	17,427K
Grand Total		2,226K	2,160K	2,879K	2,773K	2,788K	3,064K	4,506K	3,690K	2,651K	2,719K	2,542K	2,911K	34,909K

Visitor Spending

Visitor Spending	\$722M	\$719M	\$838M	\$862M	\$871M	\$947M	\$1,238M	\$994M	\$828M	\$814M	\$691M	\$879M	\$10,402M
Total Regional Impact	\$1,191M	\$1,187M	\$1,383M	\$1,422M	\$1,437M	\$1,563M	\$2,043M	\$1,639M	\$1,366M	\$1,343M	\$1,140M	\$1,450M	\$17,163M

Attractions / Arts and Museums

Arts and Museums	0.16M	0.19M	0.21M	0.21M	0.19M	0.19M	0.27M	0.23M	0.16M	0.18M	0.17M	0.25M	2.41M
Attraction	0.79M	0.91M	1.30M	1.15M	1.18M	1.49M	2.06M	1.68M	0.99M	1.22M	0.86M	1.20M	14.83M

Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	773,437	715,012	855,954	837,445	873,137	903,301	975,162	944,705	859,497	883,094	843,679	854,318	10,319K
Border Crossings	4,148,689	3,967,725	4,807,919	4,044,928	4,326,425	4,132,107	4,375,616	4,681,450	4,160,869	4,602,752	4,418,316	4,182,956	51,850K
Highways (South & Westbound)	5,142,953	5,127,172	5,688,224	5,517,589	5,760,468	5,709,399	6,069,005	5,886,010	5,306,814	5,416,337	5,144,680	5,144,680	65,913K
Train (Amtrak)	63,236	60,645	69,780	63,464	71,708	69,066	92,462	85,405	70,901	53,561	73,118	66,240	840K

San Diego Convention Center Corporation - Primary Conventions Only

Number of Conventions	11	6	8	5	3	6	4	6	8	6	1	3	67
Attendance	33,493	33,402	33,576	56,591	32,494	80,989	262,200	21,634	40,400	40,003	30,316	32,420	697,518
Contracted Room Nights	53,680	57,122	54,778	90,504	103,295	62,340	126,932	34,877	63,587	68,645	53,900	86,789	856,449
Attendee Spending	\$51.19M	\$42.27M	\$53.97M	\$88.02M	\$61.01M	\$57.67M	\$130.46M	\$23.20M	\$44.97M	\$56.08M	\$57.64M	\$54.56M	\$721.05M



Calendar Year 2016 Monthly YOY Growth

Select Year
2016

Select Month
December

Visitor Volume

		2016												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Day Visitor	Day Vis (Exc Mex)	-2.5%	2.1%	8.1%	-12.1%	0.9%	-4.3%	3.0%	-1.2%	10.8%	16.4%	4.5%	8.5%	2.3%
	Mexican Day Vis	1.1%	2.9%	11.9%	-4.2%	0.3%	5.8%	2.9%	3.6%	2.0%	6.4%	3.7%	2.0%	3.1%
	Total	-1.1%	2.4%	9.1%	-10.0%	0.8%	-2.1%	3.0%	-0.3%	8.2%	13.5%	4.2%	6.5%	2.5%
Overnight Visitor	Hotel/Motel	2.2%	-0.4%	1.7%	0.8%	-1.2%	2.2%	5.1%	1.3%	6.8%	0.8%	6.3%	7.7%	2.7%
	Household	3.7%	-0.5%	3.8%	-7.4%	-2.1%	-1.4%	-1.5%	-2.6%	1.4%	-0.2%	-1.1%	-1.7%	-1.0%
	Other Overnight	5.6%	6.7%	6.3%	0.0%	1.3%	2.4%	4.1%	2.9%	4.0%	2.7%	3.7%	3.9%	3.5%
	Total	3.0%	-0.1%	2.6%	-2.1%	-1.4%	1.1%	2.1%	-0.2%	4.8%	0.5%	2.8%	2.7%	1.3%
Grand Total		1.3%	1.0%	6.0%	-6.3%	-0.3%	-0.5%	2.6%	-0.2%	6.4%	6.8%	3.4%	4.5%	1.9%

Visitor Spending

Total Visitor Spending	4.7%	6.4%	4.6%	0.4%	1.8%	2.3%	5.2%	2.8%	9.2%	3.7%	8.1%	11.3%	4.8%
Total Regional Impact	4.7%	6.4%	4.6%	0.4%	1.8%	2.3%	5.2%	2.8%	9.2%	3.7%	8.1%	11.3%	4.8%

Attractions / Arts and Museums Attendance

Arts and Museums	-12.7%	-4.2%	3.1%	9.5%	5.8%	-5.3%	4.3%	-6.7%	-1.0%	3.7%	14.5%	11.1%	1.6%
Attraction	-3.2%	2.6%	5.6%	-12.6%	-0.8%	0.4%	2.7%	-3.0%	10.7%	14.1%	-1.7%	6.7%	1.4%

Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	7.4%	6.0%	3.4%	1.2%	2.1%	1.3%	0.0%	2.0%	5.6%	1.3%	4.3%	2.4%	2.9%
Border Crossings	-0.6%	4.0%	12.0%	-4.2%	0.2%	5.9%	2.9%	3.6%	2.0%	6.5%	3.6%	2.0%	3.2%
Highways (South & Westbound)	-7.9%	-2.1%	-7.1%	-8.5%	-7.8%	-8.3%	-5.3%	5.5%	4.9%	13.9%	-3.0%	-6.3%	-3.1%
Train (Amtrak)	13.7%	8.6%	6.2%	-2.8%	10.4%	4.8%	7.7%	1.1%	10.2%	-19.1%	3.6%	6.3%	4.0%

San Diego Convention Center - Primary Conventions Only

Number of Conventions YOY Growth	6	-2	2	-3	-3	1	0	1	2	-2	-2	-4	-4
Attendance YOY Growth	55.9%	-10.5%	-24.1%	35.6%	-60.1%	106.9%	75.6%	7.9%	118.2%	-7.8%	-23.0%	86.6%	26.1%
Contracted RN YOY Growth	5.0%	36.9%	-39.6%	22.5%	68.7%	4.6%	39.2%	57.2%	83.1%	0.9%	-24.2%	208.3%	23.4%
Attendees Spending YOY Growth	67.7%	-3.8%	-17.1%	45.4%	6.9%	-1.1%	8.9%	37.3%	127.2%	-7.2%	-9.9%	129.5%	16.3%

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, Birch Aquarium at Scripps, the La Jolla Playhouse, and San Diego Symphony.

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.

Border Crossings - Estimated number of people crossing the border at San Ysidro, Otay Mesa, and Tecate- Department of Homeland Security. Also Banco de Mexico data.

Highways used: I-5 South, I-15 South and I-8 West

Convention Center Numbers provided by The San Diego Convention Center Corporation which is responsible for managing and operating the Convention Center.

Compiled by SAN DIEGO TOURISM AUTHORITY, PLANNING AND RESEARCH - If you have questions, please contact Susan Bruinzeel at 619-557-2824 or sbruinzeel@sandiego.org



Hotel Sector Actuals Source: STR

Select Year
2016

Select Month
December

Hotel Actuals by Month

		2016												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego County	% Occupancy	67.8%	75.1%	80.5%	79.1%	74.6%	83.8%	87.5%	83.2%	79.3%	76.8%	70.7%	66.5%	77.1%
	Average Daily Rate	\$136.15	\$146.75	\$149.03	\$153.18	\$154.02	\$159.47	\$195.54	\$168.91	\$154.18	\$148.70	\$142.23	\$136.10	\$154.87
	RevPAR	\$92.26	\$110.22	\$119.92	\$121.22	\$114.95	\$133.71	\$171.02	\$140.57	\$122.25	\$114.20	\$100.53	\$90.54	\$119.39
	Room Nights Available	1.87M	1.70M	1.88M	1.83M	1.89M	1.83M	1.89M	1.89M	1.83M	1.89M	1.83M	1.89M	22.22M
	Room Night Demand	1.27M	1.27M	1.52M	1.44M	1.41M	1.53M	1.66M	1.58M	1.45M	1.45M	1.29M	1.26M	17.13M
San Diego City	% Occupancy	71.2%	77.3%	81.8%	81.8%	75.9%	85.0%	88.1%	85.6%	82.5%	79.2%	72.5%	68.2%	79.1%
	Average Daily Rate	\$143.73	\$157.08	\$155.95	\$162.05	\$163.37	\$164.35	\$199.61	\$171.74	\$161.54	\$157.67	\$150.38	\$143.34	\$161.87
	RevPAR	\$102.28	\$121.45	\$127.64	\$132.51	\$124.07	\$139.78	\$175.79	\$146.99	\$133.29	\$124.81	\$108.97	\$97.79	\$128.04
	Room Nights Available	1.23M	1.12M	1.25M	1.21M	1.25M	1.21M	1.26M	1.26M	1.22M	1.26M	1.22M	1.26M	14.73M
	Room Night Demand	0.88M	0.87M	1.02M	0.99M	0.95M	1.03M	1.11M	1.08M	1.00M	0.99M	0.88M	0.86M	11.65M

Hotel Sector - YOY Growth

Hotel YOY Growth by Month

		2016												
		January	Februa..	March	April	May	June	July	August	Septe..	October	Novem..	Decem..	Total
San Diego County	% Occupancy	2.1%	-4.2%	-0.1%	-0.6%	-1.8%	0.7%	1.2%	0.3%	6.3%	-1.5%	4.9%	6.3%	1.0%
	Average Daily Rate	3.3%	3.1%	0.4%	2.3%	4.2%	0.3%	3.0%	2.8%	4.6%	-1.0%	2.9%	10.8%	2.7%
	RevPAR	5.4%	-1.3%	0.3%	1.7%	2.4%	1.0%	4.2%	3.1%	11.2%	-2.5%	7.9%	17.9%	3.8%
	Room Nights Available	0.4%	1.0%	1.0%	1.6%	1.3%	1.2%	1.4%	1.7%	1.7%	1.7%	1.2%	1.2%	1.3%
	Room Nights Demand	2.5%	-3.3%	0.9%	1.0%	-0.5%	2.0%	2.6%	2.1%	8.2%	0.1%	6.1%	7.6%	2.3%
San Diego City	% Occupancy	3.6%	-5.3%	-0.3%	0.1%	-3.5%	0.6%	0.9%	0.8%	6.6%	-2.6%	3.7%	6.4%	0.8%
	Average Daily Rate	3.6%	3.9%	-0.9%	2.8%	5.3%	-0.7%	2.8%	3.1%	4.3%	-2.0%	2.7%	13.6%	2.8%
	RevPAR	7.3%	-1.6%	-1.2%	2.9%	1.6%	-0.1%	3.7%	4.0%	11.2%	-4.6%	6.5%	20.9%	3.5%
	Room Nights Available	-1.0%	0.0%	0.3%	0.7%	0.6%	0.6%	1.1%	1.6%	1.6%	1.9%	1.9%	1.9%	0.9%
	Room Nights Demand	2.6%	-5.3%	0.0%	0.8%	-2.9%	1.2%	2.0%	2.5%	8.4%	-0.8%	5.6%	8.4%	1.7%