

## Annual Visitor Industry Summary Calendar Year through 2016

### Visitor Volume

		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	Day Vis (Exc Me..	12,078,000	12,072,000	11,527,000	11,224,000	11,713,000	12,219,000	12,613,000	12,638,000	12,662,000	12,952,000
	Mexican Day Vis	4,129,000	3,870,000	3,644,000	3,571,000	3,673,000	3,910,000	4,058,000	4,241,000	4,393,000	4,530,000
	<b>Total</b>	<b>16,207,000</b>	<b>15,942,000</b>	<b>15,171,000</b>	<b>14,795,000</b>	<b>15,386,000</b>	<b>16,129,000</b>	<b>16,671,000</b>	<b>16,879,000</b>	<b>17,055,000</b>	<b>17,482,000</b>
Overnight Visitor	Hotel/Motel	7,798,000	7,708,000	7,323,000	7,833,000	8,226,000	8,652,000	8,917,000	9,355,000	9,588,000	9,846,000
	Household	6,799,000	6,698,000	6,381,000	6,483,000	6,728,000	6,652,000	6,641,000	6,653,000	6,674,000	6,608,000
	Other Overnight	759,000	754,000	731,000	764,000	806,000	832,000	862,000	884,000	940,000	973,000
	<b>Total</b>	<b>15,356,000</b>	<b>15,160,000</b>	<b>14,435,000</b>	<b>15,080,000</b>	<b>15,760,000</b>	<b>16,136,000</b>	<b>16,420,000</b>	<b>16,892,000</b>	<b>17,202,000</b>	<b>17,427,000</b>
<b>Grand Total</b>		<b>31,563,000</b>	<b>31,102,000</b>	<b>29,606,000</b>	<b>29,875,000</b>	<b>31,146,000</b>	<b>32,265,000</b>	<b>33,091,000</b>	<b>33,771,000</b>	<b>34,257,000</b>	<b>34,909,000</b>

### Visitor Spending and Regional Impact

Visitor Spending	\$7,898,687,580	\$7,907,666,732	\$6,958,240,690	\$7,079,553,000	\$7,485,384,000	\$7,979,497,000	\$8,393,935,000	\$9,209,262,000	\$9,921,430,000	\$10,401,646,000
Total Regional Impact	\$13,032,834,508	\$13,047,650,108	\$11,481,097,139	\$11,681,262,450	\$12,350,883,600	\$13,166,170,050	\$13,849,992,750	\$15,195,282,300	\$16,370,359,500	\$17,162,715,900

### Attractions / Arts and Museums

Attraction Type											
Arts and Museums		2,415,359	2,017,610	2,110,334	1,942,341	1,876,321	2,029,200	1,916,911	1,982,553	2,367,860	2,405,865
Attraction		12,808,097	12,835,746	12,406,951	12,637,391	13,796,344	14,322,658	14,763,787	14,372,244	14,623,535	14,826,882

### Annual Traffic Volume

Traffic Type											
Airport Arrivals		9,156,287	9,060,951	8,501,391	8,433,446	8,447,629	8,606,032	8,843,295	9,378,868	10,027,668	10,318,741
Border Crossings		49,368,482	46,154,817	42,987,846	42,091,703	42,693,333	43,664,964	44,750,613	47,130,427	50,260,872	51,849,752
Highways (South & Westbound)		56,334,774	55,942,054	54,220,503	54,027,212	54,004,328	53,329,577	59,733,876	62,474,310	68,047,101	65,913,331
Train (Amtrak)		712,948	776,991	665,757	669,071	733,181	762,105	759,482	758,697	806,940	839,586

### San Diego Convention Center Corporation - Primary Conventions Only

Number of Conventions	66	68	71	64	74	67	75	76	71	67
Attendance	655,819	633,883	519,418	543,931	566,658	561,523	524,448	527,621	553,283	697,518
Contracted Room Nights	744,782	696,471	750,382	703,686	728,228	766,810	704,029	679,262	693,772	856,449
Attendee Spending	\$700,394,264	\$666,328,990	\$541,904,169	\$567,413,270	\$578,931,514	\$621,304,790	\$559,947,727	\$593,105,421	\$620,092,228	\$721,047,316

## Calendar Year YOY Percent Change

### Visitor Volume

		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	Day Vis (Exc Mex)	2.2%	0.0%	-4.5%	-2.6%	4.4%	4.3%	3.2%	0.2%	0.2%	2.3%
	Mexican Day Vis	-9.6%	-6.3%	-5.8%	-2.0%	2.9%	6.5%	3.8%	4.5%	3.6%	3.1%
	<b>Total</b>	-1.1%	-1.6%	-4.8%	-2.5%	4.0%	4.8%	3.4%	1.2%	1.0%	2.5%
Overnight Visitor	Hotel/Motel	-0.6%	-1.2%	-5.0%	7.0%	5.0%	5.2%	3.1%	4.9%	2.5%	2.7%
	Household	-5.4%	-1.5%	-4.7%	1.6%	3.8%	-1.1%	-0.2%	0.2%	0.3%	-1.0%
	Other Overnight	-2.7%	-0.7%	-3.1%	4.5%	5.5%	3.2%	3.6%	2.6%	6.3%	3.5%
	<b>Total</b>	-2.9%	-1.3%	-4.8%	4.5%	4.5%	2.4%	1.8%	2.9%	1.8%	1.3%
<b>Grand Total</b>		-2.0%	-1.5%	-4.8%	0.9%	4.3%	3.6%	2.6%	2.1%	1.4%	1.9%

### Spending and Regional Impact

Total Visitor Spending	2.3%	0.1%	-12.0%	1.7%	5.7%	6.6%	5.2%	9.7%	7.7%	4.8%
Economic Impact	2.3%	0.1%	-12.0%	1.7%	5.7%	6.6%	5.2%	9.7%	7.7%	4.8%

### Attractions / Arts and Museums

Arts and Museums	23.3%	-16.5%	4.6%	-8.0%	-3.4%	8.1%	-5.5%	3.4%	6.3%	0.5%
Attraction	1.8%	0.2%	-3.3%	1.9%	9.2%	3.8%	3.1%	-2.7%	1.7%	1.4%

### Traffic

Airport Arrivals	5.0%	-1.0%	-6.2%	-0.8%	0.2%	1.9%	2.8%	6.1%	6.9%	2.9%
Border Crossings	-14.3%	-6.5%	-6.9%	-2.1%	1.4%	2.3%	2.5%	5.3%	6.6%	3.2%
Highways (South & Westbound)	-2.8%	-0.7%	-3.1%	-0.4%	0.0%	-1.2%	12.0%	4.6%	8.9%	-3.1%
Train (Amtrak)	-1.0%	9.0%	-14.3%	0.5%	9.6%	3.9%	-0.3%	-0.1%	6.4%	4.0%

### San Diego Convention Center Corporation - Primary Conventions Only

Conventions vs. Prior Year	-5	2	3	-7	10	-7	8	1	-5	-4
Attendance YOY Growth	14.4%	-3.3%	-18.1%	4.7%	4.2%	-0.9%	-6.6%	0.6%	4.9%	26.1%
Contracted RN YOY Growth	4.3%	-6.5%	7.7%	-6.2%	3.5%	5.3%	-8.2%	-3.5%	2.1%	23.4%
Attendees Spending YOY Growth	32.6%	-4.9%	-18.7%	4.7%	2.0%	7.3%	-9.9%	5.9%	4.6%	16.3%

## Hotel Sector Performance

### Hotel Actuals

Category	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
San Diego County	% Occupancy	72.9%	69.2%	62.9%	66.4%	68.7%	70.5%	71.5%	74.6%	76.3%	77.1%
	Average Daily Rate	\$138.83	\$142.70	\$124.89	\$121.92	\$126.04	\$132.09	\$135.82	\$142.11	\$150.74	\$154.87
	RevPAR	\$101.22	\$98.78	\$78.53	\$80.95	\$86.58	\$93.14	\$97.17	\$105.97	\$115.04	\$119.39
	Room Nights Available	19,714,192	20,163,015	20,912,330	21,119,365	21,159,822	21,208,982	21,393,259	21,849,276	21,941,628	22,220,804
	Room Night Demand	14,374,070	13,956,627	13,149,763	14,021,915	14,534,022	14,954,684	15,304,937	16,293,488	16,744,838	17,130,123
San Diego City	% Occupancy	74.7%	71.8%	65.1%	68.3%	70.9%	72.9%	73.7%	76.7%	78.5%	79.1%
	Average Daily Rate	\$146.09	\$147.71	\$126.49	\$123.83	\$131.18	\$138.11	\$141.03	\$147.78	\$157.53	\$161.87
	RevPAR	\$109.14	\$106.11	\$82.35	\$84.56	\$93.00	\$100.68	\$104.00	\$113.38	\$123.66	\$128.04
	Room Nights Available	13,592,262	13,529,707	13,623,982	13,905,679	14,815,837	14,687,387	14,653,795	14,649,820	14,594,521	14,730,836
	Room Night Demand	10,154,599	9,719,648	8,869,828	9,495,703	10,504,087	10,706,768	10,806,649	11,239,481	11,457,128	11,652,376

### YOY Percent Change

Category	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
San Diego County	% Occupancy	-0.5%	-5.1%	-9.2%	5.6%	3.5%	2.7%	1.5%	4.2%	2.3%	1.0%
	Average Daily Rate	5.73%	2.79%	-12.48%	-2.38%	3.38%	4.80%	2.82%	4.63%	6.08%	2.74%
	RevPAR	5.18%	-2.41%	-20.50%	3.08%	6.95%	7.58%	4.32%	9.06%	8.56%	3.78%
	Room Nights Available	1.6%	2.3%	3.7%	1.0%	0.2%	0.2%	0.9%	2.1%	0.4%	1.3%
	Room Nights Demand	1.1%	-2.9%	-5.8%	6.6%	3.7%	2.9%	2.3%	6.5%	2.8%	2.3%
San Diego City	% Occupancy	-0.2%	-3.8%	-9.4%	4.9%	3.8%	2.8%	1.2%	4.0%	2.3%	0.8%
	Average Daily Rate	5.23%	1.11%	-14.37%	-2.10%	5.94%	5.28%	2.11%	4.79%	6.60%	2.76%
	RevPAR	5.06%	-2.78%	-22.40%	2.68%	9.99%	8.25%	3.30%	9.01%	9.07%	3.54%
	Room Nights Available	1.1%	-0.5%	0.7%	2.1%	6.5%	-0.9%	-0.2%	0.0%	-0.4%	0.9%
	Room Nights Demand	1.0%	-4.3%	-8.7%	7.1%	10.6%	1.9%	0.9%	4.0%	1.9%	1.7%

#### Notes and Sources:

Overnight Visitors estimates include hotel/motel and private household accommodations. Visitor Activity Model/Visitor Profile Study - CIC Research.

Visitor Expenditures and Economic Impact are estimated from Visitor Activity Model/Visitor Profile Study - CIC Research.

Attraction Attendance equals 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 Play House, 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

#### Smith Travel Research

SD County and City Hotel Room Nights Available represents hotel/motel rooms available in the county and city for sale during the period as reported by the hotels to Smith Travel Research.

SD County and City Demand-Room Nights Sold represents the number of rooms sold in the county and city for the period among the rooms available as reported by the hotels to Smith Travel Research.

#### Convention Center Corporation

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 Miriam Perkins at 619-557-2874 or mperkins@sandiego.org