



# Calendar Year by Month

## San Diego County Visitor Industry Performance 2017

Select Year  
2017

Select Month  
December

### Visitor Volume

		2017												Grand Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Day Visitor	Day Vis (Exc Mex)	533K	564K	1,100K	1,305K	1,060K	1,126K	2,160K	1,567K	908K	947K	751K	1,047K	13,068K
	Mexican Day Vis	350K	299K	382K	376K	337K	318K	365K	352K	339K	357K	411K	403K	4,289K
	<b>Total</b>	<b>883K</b>	<b>863K</b>	<b>1,482K</b>	<b>1,681K</b>	<b>1,397K</b>	<b>1,444K</b>	<b>2,525K</b>	<b>1,919K</b>	<b>1,247K</b>	<b>1,304K</b>	<b>1,162K</b>	<b>1,450K</b>	<b>17,357K</b>
Overnight Visitor	Hotel/Motel	665K	685K	915K	849K	817K	1,039K	1,050K	919K	818K	811K	741K	673K	9,982K
	Household	578K	401K	371K	468K	463K	512K	878K	680K	443K	426K	656K	765K	6,641K
	Other Overnight	78K	63K	70K	87K	83K	89K	108K	110K	81K	77K	87K	84K	1,017K
	<b>Total</b>	<b>1,321K</b>	<b>1,149K</b>	<b>1,356K</b>	<b>1,404K</b>	<b>1,363K</b>	<b>1,640K</b>	<b>2,036K</b>	<b>1,709K</b>	<b>1,342K</b>	<b>1,314K</b>	<b>1,484K</b>	<b>1,522K</b>	<b>17,640K</b>
<b>Grand Total</b>		<b>2,204K</b>	<b>2,012K</b>	<b>2,838K</b>	<b>3,085K</b>	<b>2,760K</b>	<b>3,084K</b>	<b>4,561K</b>	<b>3,628K</b>	<b>2,589K</b>	<b>2,618K</b>	<b>2,646K</b>	<b>2,972K</b>	<b>34,997K</b>

### Visitor Spending

Visitor Spending	\$750M	\$711M	\$901M	\$933M	\$898M	\$1,022M	\$1,301M	\$1,027M	\$852M	\$848M	\$730M	\$857M	\$10,828M
Total Regional Impact	\$1,237M	\$1,173M	\$1,486M	\$1,540M	\$1,482M	\$1,686M	\$2,147M	\$1,694M	\$1,405M	\$1,400M	\$1,204M	\$1,413M	\$17,867M

### Attendance - Attractions / Arts and Museums

Arts and Museums	189K	183K	205K	193K	187K	194K	285K	242K	159K	172K	156K	239K	2,405K
Attraction	768K	766K	1,239K	1,429K	1,075K	1,437K	2,016K	1,596K	981K	1,099K	903K	1,222K	14,529K

### Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	756,849	715,923	878,429	884,423	939,657	1,005,528	1,084,582	1,048,482	923,570	970,142	937,245	922,862	11,068K
Cross Border Xpress Northbou..	104,261	64,320	72,761	84,710	77,234	83,242	127,388	99,421	73,392	79,455	92,096	108,348	1,067K
Border Crossings	3,986,229	3,596,936	4,243,278	4,305,884	3,967,532	4,304,981	4,708,441	4,620,036	4,178,018	4,543,887	4,264,784	4,345,302	51,065K
Traffic I-5 South	2,576,759	2,525,100	2,813,487	2,685,970	2,799,468	2,721,137	2,774,386	2,697,138	2,872,322	2,149,453	2,122,051	1,132,539	29,870K
Traffic I-15 South	2,085,669	1,836,570	1,933,826	1,963,068	2,055,574	2,037,487	2,180,384	2,806,419	1,968,942	2,239,352	2,147,529	2,153,403	25,408K
Traffic I-8 West	1,063,548	928,292	1,178,920	1,117,257	1,169,276	1,150,720	1,165,319	1,155,034	1,113,849	1,151,799	1,107,661	1,124,278	13,426K
Amtrak Arrivals	59,546	57,064	72,350	68,619	73,069	72,288	93,266	85,051	70,550	74,129	80,245	66,240	872K

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

Number of Conventions	6	8	5	6	6	7	2	6	3	6	3	3	61
SDCC Attendance	25,515	39,605	41,036	30,927	26,789	86,105	152,980	35,418	31,751	41,164	26,571	7,505	545,366
SDCC Contracted Room Nights	46,428	51,501	97,501	47,485	59,058	107,679	84,830	44,231	58,549	90,498	66,802	15,912	770,474
Attendee Spending	\$33.6M	\$46.9M	\$61.1M	\$47.6M	\$39.9M	\$78.0M	\$121.5M	\$51.8M	\$51.3M	\$61.4M	\$46.8M	\$10.9M	\$650.8M



# Calendar Year 2017 Monthly YOY Growth

Select Year 2017 Select Month December

## Visitor Volume

		2017												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Day Visitor	Day Vis (Exc Mex)	-1.5%	-15.9%	-3.4%	28.1%	-1.5%	0.9%	1.9%	-3.2%	-2.8%	-7.4%	8.1%	4.6%	0.9%
	Mexican Day Vis	-3.0%	-6.0%	-7.5%	-3.6%	-6.9%	-8.4%	-6.4%	-5.6%	-5.8%	-6.8%	-2.6%	-1.9%	-5.3%
	Total	-2.1%	-12.7%	-4.5%	19.3%	-2.9%	-1.3%	0.6%	-3.6%	-3.6%	-7.3%	4.0%	2.7%	-0.7%
Overnight Visitor	Hotel/Motel	0.2%	0.1%	4.1%	1.4%	2.3%	2.8%	2.3%	1.2%	-1.3%	1.1%	2.2%	-1.3%	1.4%
	Household	-1.2%	-5.2%	-2.4%	4.5%	-1.7%	1.2%	0.9%	-0.9%	-1.6%	-2.3%	6.5%	3.8%	0.5%
	Other Overnight	4.0%	-1.6%	2.9%	10.1%	3.8%	6.0%	6.9%	4.8%	3.8%	2.7%	3.6%	5.0%	4.5%
	Total	-0.2%	-1.9%	2.2%	2.9%	1.0%	2.4%	2.0%	0.6%	-1.1%	0.1%	4.1%	1.5%	1.2%
Grand Total		-1.0%	-6.9%	-1.4%	11.3%	-1.0%	0.7%	1.2%	-1.7%	-2.3%	-3.7%	4.1%	2.1%	0.3%

## Visitor Spending

Total Visitor Spending	3.9%	-1.2%	7.5%	8.3%	3.1%	7.8%	5.1%	3.3%	2.9%	4.2%	5.7%	-2.5%	4.1%
Total Regional Impact	3.9%	-1.2%	7.5%	8.3%	3.1%	7.8%	5.1%	3.3%	2.9%	4.2%	5.7%	-2.5%	4.1%

## Attractions / Arts and Museums Attendance

Arts and Museums	16.8%	-3.2%	-4.5%	-6.2%	-2.4%	1.7%	5.6%	5.0%	2.1%	-2.1%	-6.8%	-6.1%	-0.1%
Attraction	-2.9%	-15.6%	-4.8%	24.1%	-8.7%	-3.4%	-2.2%	-5.1%	-1.1%	-9.6%	4.5%	1.9%	-2.0%

## Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	-2.1%	0.1%	2.6%	5.6%	7.6%	11.3%	11.2%	11.0%	7.5%	9.9%	11.1%	8.0%	7.3%
Border Crossings	-3.9%	-9.3%	-11.7%	6.5%	-8.3%	4.2%	7.6%	-1.3%	1.6%	10.5%	0.8%	0.0%	-0.4%
Cross Border Xpress Northbound	126.0%	85.3%	34.1%	74.4%	41.3%	35.8%	40.3%	32.0%	28.6%	23.7%	21.2%	22.4%	41.9%
Traffic I-5 South	17.6%	16.6%	16.2%	13.7%	13.6%	11.0%	4.6%	4.7%	35.7%	1.6%	4.9%	-44.0%	8.4%
Traffic I-15 South	8.8%	-6.4%	-9.8%	-5.2%	-4.5%	-4.8%	-3.5%	27.9%	-6.1%	3.4%	7.6%	7.9%	1.3%
Traffic I-8 West	2.8%	-7.1%	5.0%	3.1%	2.3%	3.0%	0.8%	3.4%	1.9%	1.4%	-1.6%	-0.1%	1.3%
Amtrak Arrivals	-5.8%	-5.9%	3.7%	8.1%	1.9%	4.7%	0.9%	-0.4%	-0.5%	38.4%	9.7%	0.0%	3.9%

## San Diego Convention Center - Primary Conventions Only

# of Conventions YOY Difference	-5	2	-3	1	3	1	-2	0	-5	0	2	-6
Attendance YOY Growth	-23.8%	18.6%	22.2%	-45.3%	-17.6%	6.3%	-41.7%	63.7%	-21.4%	2.9%	-12.4%	-21.8%
Contracted RN YOY Growth	-13.5%	-9.8%	78.0%	-47.5%	-42.8%	72.7%	-33.2%	26.8%	-7.9%	31.8%	23.9%	-10.0%
Attendees Spending YOY Growth	-34.3%	10.9%	13.1%	-45.9%	-34.5%	35.2%	-6.9%	123.2%	14.1%	9.5%	-18.9%	-9.7%

### 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, 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. Cross Border Xpress is all northbound use of the bridge via TIJ Rodriguez Airport. 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  
2017

Select Month  
December

### Hotel Actuals by Month

		2017												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego County	% Occupancy	66.9%	76.2%	83.1%	80.3%	75.4%	85.0%	88.8%	82.7%	78.1%	76.4%	70.7%	64.0%	77.3%
	ADR	\$142.23	\$151.98	\$163.05	\$155.31	\$154.69	\$171.60	\$200.97	\$174.80	\$158.09	\$156.57	\$146.37	\$126.28	\$160.08
	RevPAR	\$95.11	\$115.76	\$135.44	\$124.73	\$116.68	\$145.88	\$178.46	\$144.58	\$123.50	\$119.63	\$103.48	\$80.87	\$123.74
	Room Nights Available	1.89M	1.72M	1.90M	1.84M	1.90M	1.85M	1.91M	1.91M	1.85M	1.91M	1.85M	1.91M	22.45M
	Room Night Demand	1.27M	1.31M	1.58M	1.48M	1.44M	1.57M	1.70M	1.58M	1.44M	1.46M	1.31M	1.23M	17.35M
San Diego City	% Occupancy	69.3%	79.2%	84.6%	81.8%	77.4%	87.5%	89.8%	84.8%	80.6%	78.7%	72.1%	64.2%	79.1%
	ADR	\$151.66	\$162.43	\$173.05	\$162.50	\$161.36	\$179.07	\$205.07	\$177.94	\$165.22	\$166.60	\$152.35	\$126.80	\$166.92
	RevPAR	\$105.15	\$128.58	\$146.46	\$132.91	\$124.86	\$156.62	\$184.14	\$150.82	\$133.14	\$131.17	\$109.84	\$81.35	\$132.10
	Room Nights Available	1.26M	1.13M	1.26M	1.21M	1.26M	1.21M	1.25M	1.25M	1.21M	1.25M	1.21M	1.25M	14.77M
	Room Night Demand	0.87M	0.90M	1.06M	0.99M	0.97M	1.06M	1.13M	1.06M	0.98M	0.99M	0.87M	0.80M	11.69M

### Hotel Sector - YOY Growth

### Hotel YOY Growth by Month

		2017												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego County	Occupancy %YOY	-1.2%	1.5%	3.2%	1.5%	1.1%	1.5%	1.6%	-0.6%	-1.5%	-0.4%	0.1%	-3.9%	0.3%
	ADR %YOY	4.3%	3.5%	9.4%	1.4%	0.5%	7.6%	2.8%	3.5%	2.5%	5.3%	2.9%	-7.7%	3.3%
	RevPar %YOY	3.1%	5.1%	12.9%	2.9%	1.6%	9.2%	4.4%	2.9%	1.0%	4.9%	3.1%	-11.3%	3.6%
	Room Nights Available	1.4%	1.2%	1.0%	0.8%	0.9%	1.3%	0.9%	0.9%	0.9%	1.2%	1.2%	1.1%	1.1%
	Room Nights Demand	0.2%	2.7%	4.2%	2.2%	2.1%	2.8%	2.5%	0.3%	-0.6%	0.7%	1.3%	-2.8%	1.4%
San Diego City	Occupancy %YOY	-2.6%	2.3%	3.4%	0.0%	1.8%	2.8%	2.0%	-1.0%	-2.3%	-0.4%	-0.3%	-5.9%	0.1%
	ADR %YOY	5.5%	3.5%	11.0%	0.3%	-1.2%	8.9%	2.7%	3.6%	2.2%	5.7%	1.3%	-11.6%	3.1%
	RevPar %YOY	2.7%	5.9%	14.7%	0.3%	0.6%	12.0%	4.8%	2.6%	-0.1%	5.3%	1.0%	-16.8%	3.2%
	Room Nights Available	2.2%	1.0%	0.7%	0.4%	0.3%	0.3%	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%	0.2%
	Room Nights Demand	-0.5%	3.3%	4.1%	0.4%	2.2%	3.2%	1.7%	-1.3%	-2.6%	-0.7%	-0.6%	-6.2%	0.3%