



Calendar Year by Month

San Diego County Visitor Industry Performance 2017

Select Year
2017

Select Month
September

Visitor Volume

		2017									Grand Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Day Visitor	Day Vis (Exc Mex)	533K	564K	1,100K	1,305K	1,060K	1,126K	2,160K	1,567K	908K	10,323K
	Mexican Day Vis	350K	299K	382K	376K	337K	318K	365K	352K	339K	3,118K
	Total	883K	863K	1,482K	1,681K	1,397K	1,444K	2,525K	1,919K	1,247K	13,441K
Overnight Visitor	Hotel/Motel	665K	685K	915K	849K	817K	1,039K	1,050K	919K	818K	7,757K
	Household	578K	401K	371K	468K	463K	512K	878K	680K	443K	4,794K
	Other Overnight	78K	63K	70K	87K	83K	89K	108K	110K	81K	769K
	Total	1,321K	1,149K	1,356K	1,404K	1,363K	1,640K	2,036K	1,709K	1,342K	13,320K
Grand Total		2,204K	2,012K	2,838K	3,085K	2,760K	3,084K	4,561K	3,628K	2,589K	26,761K

Visitor Spending

Visitor Spending	\$750M	\$711M	\$901M	\$933M	\$898M	\$1,022M	\$1,301M	\$1,027M	\$852M	\$8,394M
Total Regional Impact	\$1,237M	\$1,173M	\$1,486M	\$1,540M	\$1,482M	\$1,686M	\$2,147M	\$1,694M	\$1,405M	\$13,850M

Attendance - Attractions / Arts and Museums

Arts and Museums	189K	183K	205K	193K	187K	194K	285K	242K	159K	1,837K
Attraction	768K	766K	1,239K	1,429K	1,075K	1,437K	2,016K	1,596K	967K	11,292K

Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	756,849	715,923	878,429	884,423	939,657	1,005,528	1,084,582	1,048,482	923,570	8,237K
Border Crossings	4,024,228	3,729,662	4,447,325	3,899,311	4,027,901	3,785,010	4,095,576	4,681,450	4,160,869	36,851K
Highways (South & Westbound)	5,725,976	5,289,962	5,926,233	5,766,295	6,024,318	5,909,344	6,120,089	6,658,591	5,955,113	53,376K
Train (Amtrak)	59,546	57,064	72,350	68,619	73,069	72,288	93,266	85,051	70,550	652K

San Diego Convention Center Corporation - Primary Conventions Only

Number of Conventions	6	8	5	6	6	7	2	6	3	49
SDCC Attendance	25,515	39,605	41,036	30,927	26,789	86,105	152,980	35,418	31,751	470,126
SDCC Contracted Room Nights	46,428	51,501	97,501	47,485	59,058	107,679	84,830	44,231	58,549	597,262
Attendee Spending	\$33.64M	\$46.87M	\$61.05M	\$47.64M	\$39.95M	\$77.98M	\$121.46M	\$51.77M	\$51.33M	\$531.70M



Calendar Year 2017 Monthly YOY Growth

Select Year
2017

Select Month
September

Visitor Volume

		2017									
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	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%	0.9%
	Mexican Day Vis	-3.0%	-6.0%	-7.5%	-3.6%	-6.9%	-8.4%	-6.4%	-5.6%	-5.8%	-5.9%
	Total	-2.1%	-12.7%	-4.5%	19.3%	-2.9%	-1.3%	0.6%	-3.6%	-3.6%	-0.8%
Overnight Visitor	Hotel/Motel	0.2%	0.1%	4.1%	1.4%	2.3%	2.8%	2.3%	1.2%	-1.3%	1.6%
	Household	-1.2%	-5.2%	-2.4%	4.5%	-1.7%	1.2%	0.9%	-0.9%	-1.6%	-0.5%
	Other Overnight	4.0%	-1.6%	2.9%	10.1%	3.8%	6.0%	6.9%	4.8%	3.8%	4.8%
	Total	-0.2%	-1.9%	2.2%	2.9%	1.0%	2.4%	2.0%	0.6%	-1.1%	1.0%
Grand Total		-1.0%	-6.9%	-1.4%	11.3%	-1.0%	0.7%	1.2%	-1.7%	-2.3%	0.1%

Visitor Spending

Total Visitor Spending	3.9%	-1.2%	7.5%	8.3%	3.1%	7.8%	5.1%	3.3%	2.9%	4.7%
Total Regional Impact	3.9%	-1.2%	7.5%	8.3%	3.1%	7.8%	5.1%	3.3%	2.9%	4.7%

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%	1.5%
Attraction	-2.9%	-15.6%	-4.8%	24.1%	-8.7%	-3.4%	-2.2%	-5.1%	-2.5%	-2.2%

Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	-2.1%	0.1%	2.6%	5.6%	7.6%	11.3%	11.2%	11.0%	7.5%	6.5%
Border Crossings	-3.0%	-6.0%	-7.5%	-3.6%	-6.9%	-8.4%	-6.4%	0.0%	0.0%	-4.6%
Highways (South & Westbound)	11.3%	3.2%	4.2%	4.5%	4.6%	3.5%	0.8%	13.1%	12.2%	6.3%
Train (Amtrak)	-5.8%	-5.9%	3.7%	8.1%	1.9%	4.7%	0.9%	-0.4%	-0.5%	0.8%

San Diego Convention Center - Primary Conventions Only

# of Conventions YOY Difference	-5	2	-3	1	3	1	-2	0	-5	-8
Attendance YOY Growth	-23.8%	18.6%	22.2%	-45.3%	-17.6%	6.3%	-41.7%	63.7%	-21.4%	-21.0%
Contracted RN YOY Growth	-13.5%	-9.8%	78.0%	-47.5%	-42.8%	72.7%	-33.2%	26.8%	-7.9%	-7.7%
Attendees Spending YOY Growth	-34.3%	10.9%	13.1%	-45.9%	-34.5%	35.2%	-6.9%	123.2%	14.1%	-3.8%

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.

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
September

Hotel Actuals by Month

		2017									
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
San Diego County	% Occupancy	66.9%	76.2%	83.1%	80.3%	75.4%	85.0%	88.8%	82.8%	78.1%	79.6%
	ADR	\$142.23	\$151.98	\$163.05	\$155.31	\$154.69	\$171.60	\$200.96	\$174.81	\$158.16	\$164.92
	RevPAR	\$95.11	\$115.76	\$135.44	\$124.73	\$116.68	\$145.88	\$178.45	\$144.68	\$123.54	\$131.36
	Room Nights Available	1.89M	1.72M	1.90M	1.84M	1.90M	1.85M	1.91M	1.91M	1.85M	16.77M
	Room Night Demand	1.27M	1.31M	1.58M	1.48M	1.44M	1.57M	1.70M	1.58M	1.44M	13.35M
San Diego City	% Occupancy	69.3%	79.2%	84.6%	81.8%	77.4%	87.5%	89.8%	84.8%	80.6%	81.7%
	ADR	\$151.65	\$162.43	\$173.05	\$162.50	\$161.36	\$179.07	\$205.07	\$177.96	\$165.31	\$171.95
	RevPAR	\$105.15	\$128.58	\$146.46	\$132.91	\$124.86	\$156.62	\$184.14	\$150.98	\$133.19	\$140.43
	Room Nights Available	1.26M	1.13M	1.26M	1.21M	1.26M	1.21M	1.25M	1.25M	1.21M	11.05M
	Room Night Demand	0.87M	0.90M	1.06M	0.99M	0.97M	1.06M	1.13M	1.06M	0.98M	9.02M

Hotel Sector - YOY Growth

Hotel YOY Growth by Month

		2017									
		January	February	March	April	May	June	July	August	September	Total
San Diego County	Occupancy %YOY	-1.2%	1.5%	3.2%	1.5%	1.1%	1.5%	1.6%	-0.6%	-1.5%	0.8%
	ADR %YOY	4.3%	3.5%	9.4%	1.4%	0.5%	7.6%	2.8%	3.5%	2.6%	4.0%
	RevPar %YOY	3.1%	5.1%	12.9%	2.9%	1.6%	9.2%	4.4%	2.9%	1.1%	4.8%
	Room Nights Available	1.4%	1.2%	1.0%	0.8%	0.9%	1.3%	0.9%	0.9%	0.9%	1.0%
	Room Nights Demand	0.2%	2.7%	4.2%	2.2%	2.1%	2.8%	2.5%	0.4%	-0.6%	1.9%
San Diego City	Occupancy %YOY	-2.6%	2.3%	3.4%	0.0%	1.8%	2.8%	2.0%	-0.9%	-2.3%	0.7%
	ADR %YOY	5.5%	3.5%	11.0%	0.3%	-1.2%	8.9%	2.7%	3.6%	2.3%	4.1%
	RevPar %YOY	2.7%	5.9%	14.7%	0.3%	0.6%	12.0%	4.8%	2.7%	-0.1%	4.8%
	Room Nights Available	2.2%	1.0%	0.7%	0.4%	0.3%	0.3%	-0.3%	-0.3%	-0.3%	0.4%
	Room Nights Demand	-0.5%	3.3%	4.1%	0.4%	2.2%	3.2%	1.7%	-1.2%	-2.6%	1.2%