

Profile of the 17.2 million overnight visitors to San Diego in 2015

	Leisure	Business	All Overnight
Accommodations			
Hotel/Motel	47%	93%	56%
Private HH	47%	6%	39%
Other	6%	1%	5%
Transportation to SD			
Air	34%	61%	39%
Personal Vehicle	60%	35%	54%
Rental Vehicle	5%	2%	4%
Residence			
Southern California	35%	19%	32%
Northern California	11%	13%	12%
Arizona	15%	6%	13%
Other Pacific States	5%	3%	5%
Other Mountain States	10%	7%	9%
South Central	4%	9%	5%
Midwest	5%	14%	7%
South Atlantic	2%	8%	3%
Northeast	3%	12%	5%
All International	11%	9%	11%
Frequency of Visits			
First Visit in 2 years	53%	49%	52%
2-4 Visits in 2 Yrs.	37%	31%	36%
5+ Visits in 2 Yrs.	10%	20%	12%
Average Group Size	2.4	1.6	2.2
Average Nights in SD	3.9	3.3	3.8
% Traveling with Children	32%	3%	24%
Median Age of Head of HH	43 yrs	46 yrs	44 yrs
Median HH Income	\$73,100	\$139,900	\$91,400
Spending*			
Avg. Daily Per Visitor	\$102	\$308	\$137
Total Direct Per Visitor	\$400	\$1,001	\$520
Total Direct Impact*	\$5.4 B	\$3.4 B	\$8.9 B
Visitors in Category			
Number of Visitors	13.5 M	3.4 M	17.2 M
% of All Overnight Visitors*	78%	20%	100%

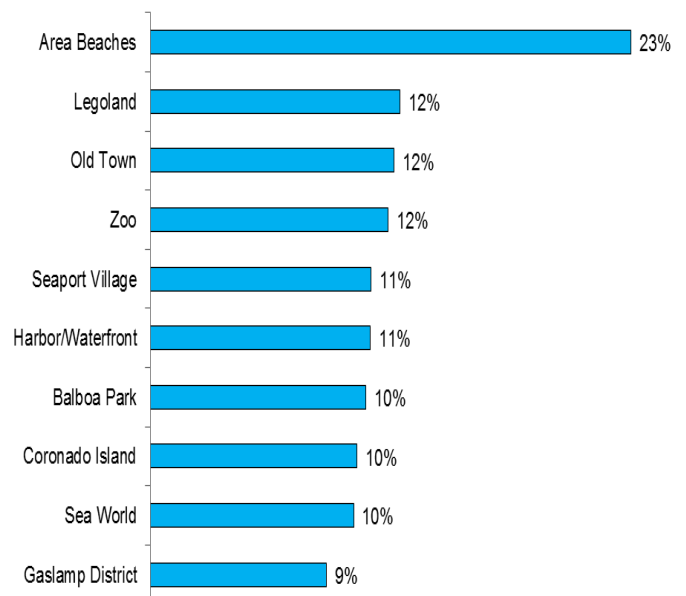
* Total spending including the local impact of air travel and association/exhibitor company spending.

Overnight Visitors

- Hotel visitors spent \$701 per person in San Diego, compared to \$205 per person by private home visitors and \$400 per person by overnight leisure visitors. Business/convention visitors spent the most at \$1,001 per person.
- Overnight international visitors spent an average of \$671 in San Diego County, about 29% more than the \$520 average spending per person reported for all overnight visitors to the County.
- A total of 44% of overnight visitors were from California, more than 13% were from Arizona, 33% were from the rest of the U.S., and 11% were international travelers.

	Avg. Group Size	Avg. Length of Stay	Spending Per Visitor*
Purpose of Visit			
Leisure	2.4	3.9	\$400
Convention/Business	1.6	3.3	\$1,001
Accommodations			
Hotel/Motel	2.2	3.5	\$701
Private HH	2.1	4.2	\$205
Transportation to SD			
Air	2	4.8	\$800
Personal Vehicle	2.3	3.6	\$367
Rental Vehicle	2.7	3.9	\$499
Residence			
S. California	2.2	2.8	\$419
N. California	2.2	3.8	\$683
Other Pacific States	2.2	4.2	\$516
Arizona	2.5	3.5	\$387
Other Mountain States	2.3	3.9	\$489
South Central	2	4.4	\$691
South Atlantic	1.8	4.6	\$778
Midwest	2	5.1	\$812
Northeast	2	4.5	\$750
International	2.4	5.1	\$671
Frequency of Visits			
First Visit in 2 years	2.1	4.1	\$508
2-4 Visits in 2 Yrs.	2.1	3.6	\$395
5+ Visits in 2 Yrs.	2	3.5	\$424
All Overnight Visitors	2.2	3.8	\$520

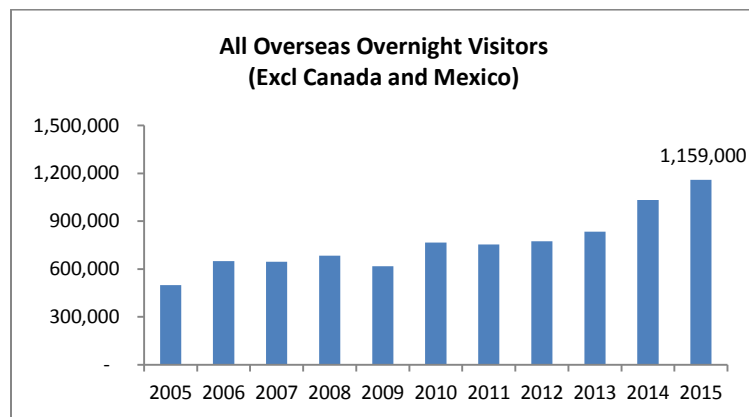
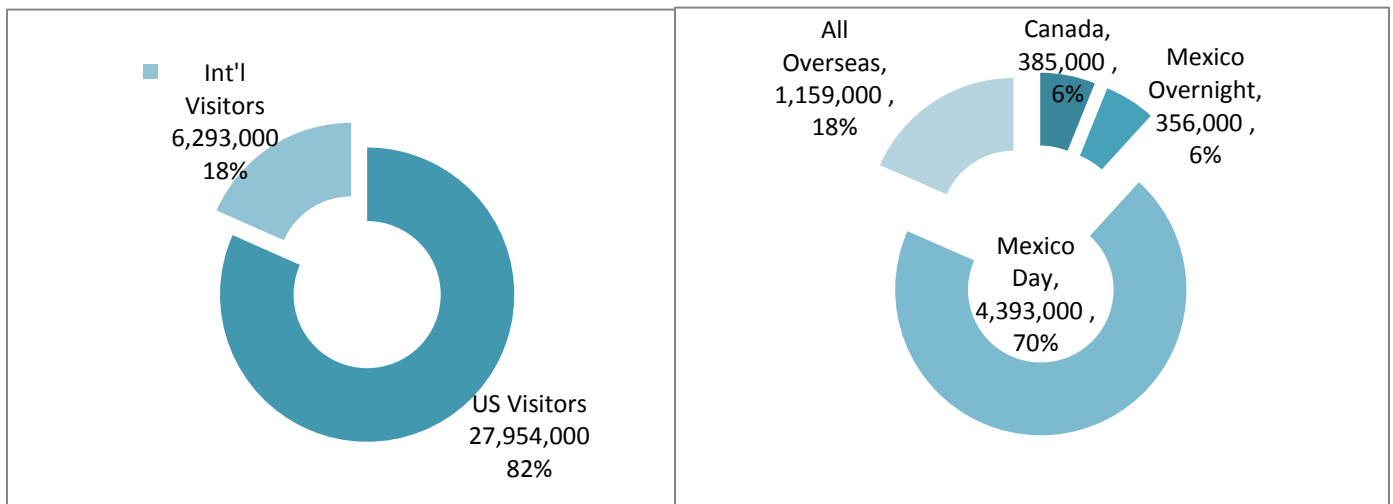
Top 10 Attractions Visited or Intend to Visit on Trip to San Diego



- Of the overnight visitors to San Diego: 73% of people were here on a pleasure/vacation trip or were visiting friends and family, 20% of people were here for business or a convention, and around 2% of the people came for shopping or other personal reasons.
- Approximately 39% of San Diego County overnight visitors arrived by air.
- About 24% of overnight visitor groups included children, 30% of private home visitor groups, 20% of hotel groups, and 3% of business/convention visitor groups traveled with children.
- The average travel party size for San Diego County overnight visitor groups was 2.2 people. Hotel travel groups also averaged 2.2 people, while private home visitors averaged 2.1 people.
- Overnight visitors stayed an average of 3.8 nights in San Diego County, private home visitors 4.0 nights, hotel visitors 3.2 nights, and international visitors 5.1 nights.

Source: 2015 San Diego County Visitor Profile Study, CIC Research

2015 International Visitation Estimates for San Diego**



Country	2015 Visitor Volume
Canada	385,000
Mexico (overnight)	356,000
UK	146,000
Germany	112,000
China	106,000
Japan	100,000
Australia	98,000

** Source: US Department of Commerce, OTTI
 The Visitor Profile Study is conducted every other year. The next update of the data will be July 2018. If you have questions about the research, please email Jamil Patiag at jpatiag@sandiego.org