

Profile of the 17.6 million overnight visitors to San Diego in 2017

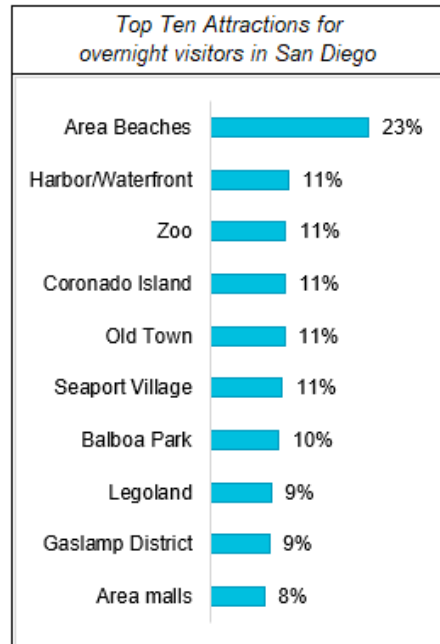
	Leisure	Business	All Overnight
Accommodations			
Hotel/Motel	47%	91%	57%
Private HH	46%	7%	38%
Other	7%	2%	6%
Transportation to SD			
Air	36%	65%	43%
Personal Vehicle	59%	30%	52%
Rental Vehicle	4%	1%	4%
Residence			
Southern California	29%	17%	26%
Northern California	12%	11%	12%
Arizona	12%	4%	10%
Other Pacific States	6%	5%	6%
Other Mountain States	11%	11%	11%
South Central	6%	7%	7%
Midwest	6%	16%	9%
South Atlantic	3%	11%	5%
Northeast	3%	10%	5%
All International	11%	9%	11%
Frequency of Visits			
First Visit in 2 years	58%	62%	59%
2-4 Visits in 2 Yrs.	30%	23%	29%
5+ Visits in 2 Yrs.	12%	15%	12%
Average Group Size	2.5	1.7	2.3
Average Nights in SD	3.9	3.5	3.9
% Traveling with Children	33%	4%	24%
Median Age of Head of HH	44	47	46
Median HH Income	\$80,800	\$142,700	\$99,000
Spending*			
Avg. Daily Per Visitor	\$104	\$295	\$143
Total Direct Per Visitor	\$407	\$1,032	\$556
Total Direct Impact*	\$5.42 B	\$4.19 B	\$9.8 B
Visitors in Category			
Number of Visitors	13.6 M	4.0 M	17.6 M
% of All Overnight Visitors*	77%	23%	100%

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

Overnight Visitors

- Hotel visitors spent \$740 per person in San Diego, compared to \$216 per person by private home visitors and \$407 per person by overnight leisure visitors. Business/convention visitors spent the most at \$1,032 per person.
- Overnight international visitors spent an average of \$644 in San Diego County, about 14% more than the \$556 average spending per person reported for all overnight visitors to the County.

All Overnight Visitors	Avg. Group Size	Avg. Length of Stay	Spending Per Visitor*
Purpose of Visit			
Leisure	2.5	3.9	\$407
Convention/Business	1.7	3.5	\$1,032
Accommodations			
Hotel/Motel	2.3	3.4	\$740
Private HH	2.1	4.3	\$216
Transportation to SD			
Air	2	4.6	\$849
Personal Vehicle	2.5	3.4	\$401
Rental Vehicle	2.8	4.3	\$467
Residence			
S. California	2.2	2.6	\$298
N. California	2.2	3.5	\$490
Other Pacific States	2.4	5.8	\$751
Arizona	2.6	3.7	\$475
Other Mountain States	2.5	3.7	\$535
South Central	2.3	4.5	\$693
South Atlantic	2	4.3	\$881
Midwest	2.1	4.3	\$819
Northeast	1.9	4.7	\$818
International	2.1	5.4	\$644
Frequency of Visits			
First Visit in 2 years	2.1	4.1	\$542
2-4 Visits in 2 Yrs.	2.1	3.5	\$413
5+ Visits in 2 Yrs.	2	3.2	\$401
All Overnight Visitors	2.3	3.9	\$556



- A total of 38% of overnight visitors were from California, 10% were from Arizona, 43% were from the rest of the U.S., and 11% were estimated to be international travelers.
- Of the overnight visitors to San Diego: 75% of people were here on a pleasure/vacation trip or were visiting friends and family, 23% of people were here for business or a convention, and around 1% of the people came for shopping or other personal reasons.
- Approximately 43% of San Diego County overnight visitors arrived by air.
- About 24% of overnight visitor groups included children, 28% of private home visitor groups, 22% of hotel groups, and 4% of business/convention visitor groups traveled with children.
- The average travel party size for San Diego County overnight visitor groups was 2.3 people. Hotel travel groups also averaged 2.3 people, while private home visitors averaged 2.1 people.
- Overnight visitors stayed an average of 3.9 nights in San Diego County, private home visitors 4.3 nights, hotel visitors 3.4 nights, and international visitors 5.4 nights.

Source: 2017 San Diego County Visitor Profile Study, CIC Research