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.
• 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