

THE POWER OF SAN DIEGO TOURISM

SAN DIEGO BY THE NUMBERS



2ND
LARGEST
EXPORT INDUSTRY
IN SAN DIEGO



Top 5
TRAVEL
DESTINATION FOR
AMERICANS



11TH
MOST VISITED
CITY BY OVERSEAS
VISITORS



34.9 MILLION VISITORS

TOURISM'S IMPACT



\$28
MILLION
SPENT DAILY
BY VISITORS



\$10.4
BILLION
ANNUAL VISITOR
SPENDING



\$17.2
BILLION
ANNUAL REGIONAL
IMPACT



17.1
MILLION
HOTEL ROOM
NIGHTS SOLD



2/3
OF REGIONAL
IMPACT DRIVEN BY
HOTEL VISITORS



70%
OF VISITOR DOLLARS
SPENT AT LOCAL
NON-HOTEL BUSINESS

TOURISM DELIVERS



184,000
LEISURE AND
HOSPITALITY JOBS



1 in 8
JOBS THAT CANNOT BE
OUTSOURCED



\$743
MILLION
TOTAL TAXES GENERATED
BY VISITORS ANNUALLY*



\$463
SAVED BY EACH
SAN DIEGO HOUSEHOLD
ANNUALLY

Visitor Taxes Fund City
Services Including:

- Police and Fire
- Lifeguards
- Clean Beaches
- Road Repairs
- Infrastructure
- Parks and Recreation



VISIT SANDIEGO.ORG/IMPACT