

Spiego.

750 B ST, SUITE 1500
SAN DIEGO, CA 92101
TEL / 619.232.3101
SANDIEGO.ORG
CORPORATE BLOG: CONNECT.SANDIEGO.ORG

The San Diego Tourism Authority (SDTA) is the sales and marketing engine for San Diego's tourism industry. Our program of work is built to stimulate inbound travel and demand for San Diego.

MAY 2025



SAN DIEGO TOURISM 2025 FAST FACTS

Incorporated in 1954, SDTA is a private not-for-profit 501C6 corporation that is governed by a 19-member board of directors comprised of industry and non-industry representatives. Recognized as one of the nation's leading Destination Marketing Organizations, the SDTA has received numerous industry awards and is accredited through Destination Management Association International.

CY 2023

...(FY23) \$305 Million

FOR INDUSTRY REPORTING, VISIT SANDIEGO.ORG/RESEARCH

The San Diego Tourism Authority is funded in part by our members and the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds.

ABOUT SAN DIEGO TOURISM AUTHORITY

Mission

To drive visitor demand to economically benefit the San Diego region.

Vision

Leading San Diego to become the most desirable destination.

Diversity, Equity and Inclusion

In San Diego, we believe tourism is for all. San Diego Tourism Authority is committed to creating an inclusive workplace and destination where everyone is welcome, valued, and empowered to thrive.



SAN DIEGO VISITOR INDUSTRY STATISTICS

City of San Diego TOT.

	C1 2023	C1 2024
Total Visitors	31.8 Million	32.5 Million
Visitor Purpose Typically 81% Le	isure, 13% Business, 6%	Other (all visitors)
Total Overnight Visitors	17.3 Million	18.0 Million
Hotel or Motel	9.8 Million	10.0 Million
Private Home Guests	6.4 Million	6.7 Million
Camp / RV / Other	1.1 Million	1.2 Million
Total Day Visitors	14.5 Million	14.5 Million
Day Visitors (Excl. Mex.)	10.6 Million	10.7 Million
Mexican Day Visitors	3.9 Million	3.8 Million
Total Direct Visitor Spending	\$14.3 Billion	\$14.8 Billion
Hotel Room Nights Available	23.4 Million	23.6 Million
Hotel Room Nights Sold	17.2 Million	17.5 Million
Average Hotel Occupancy	73.4%	74.2%
Average Daily Rate	\$210	\$212
County of San Diego TOT	(FY23) \$418 Million	(FY24) \$418 Million*

* Numbers reflective of 2024

WHY TRAVEL MATTERS -

\$22 Billion

Total Economic Impact

\$14.8 Billion

Visitor Spend in San Diego County

1 in 8

Jobs in
San Diego

\$1 Billion

County of San Diego Tax Revenue

Tourism builds and sustains communities, and plays a vital role in San Diego's regional economy, with its impact felt in fueling transportation networks and cultivating a reputation as a premier destination.



*Estimated

(FY24) \$310 Million

CY 2024

TOURISM AUTHORITY PROGRAMS DELIVER RETURN ON INVESTMENT

With an operating budget of \$58.6 million, SDTA sales and marketing programs generated 7.9 million incremental room nights for the San Diego region in FY24.*

RETURN ON INVESTMENT*

\$32 TO \$1



*Based on lodging revenue generated for the City of San Diego Tourism Marketing District (FY24).

FY 2025 KPIs (KEY PERFORMANCE INDICATORS)

1 M Future Room Nights Booked

1.3 B Gross Advertising Impressions

(30 M) Digital Audience Engagements

\$24 M Earned Media Coverage

\$2.5 M Membership Dues and Ad Sales

REGIONAL ECONOMY IS DEPENDENT UPON STRONG TOURISM DEMAND

SAN DIEGO TOURISM INFRASTRUCTURE

Number of Businesses	9,750
Number of Hotels, Motels, Bed and Breakfasts, and Casino Hotel Propert	ties674
Number of Hotel Rooms in County of San Diego	68,400
Number of Hotel Rooms in the City of San Diego	39,910
Number of Hotel Rooms in Downtown San Diego	14,872
Number of Golf Courses	57
Number of Gaming Casinos	9
Number of Arts Institutions	416
Number of Craft Breweries	210
CY 2023	CY 2024
Annual SAN Airline Passengers	12.5 Million
Annual Attendance at Major Attractions13.9 Million	14.4 Million
Total Cruise Passengers531,160	258,572
Embarking passengers211,395	90,979



SAN DIEGO CONVENTION CENTER

	FY 2023	FY 2024	
Primary Conventions	61	55	
Attendees	557,256	558,522	
Contracted Room Nights	1,012,840	1,170,698	
Attendee Spending	\$790.7 Million	\$924.7 Million	

The Climate +

lifestyle

year round sunny laid back, friendly weather that fuels and welcoming a unique outdoor

The Place =

experiences with beach town vibe

A Sunny Outlook

filled with optimism and positivity that inspires people to be their best self

SAN DIEGO'S BRAND

San Diego's unique blend of outdoor lifestyle, sun-soaked beaches, vibrant Cali-Baja culture and a stress-free approach to life evokes easy-going beach town vibes— with all the style, amenities and elevated experiences of a world-class destination. Through our welcoming and refreshingly down-to-earth attitude, this is a diverse destination that is inclusive to all and shines with optimism and positivity like no place else on earth.

This is why we say, in San Diego, the vibes are always good and the outlook is always sunny.

The People

