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CORPORATE BLOG: [CONNECT.SANDIEGO.ORG](https://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



TOURISM AUTHORITY

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.

FOR INDUSTRY REPORTING, VISIT [SANDIEGO.ORG/RESEARCH](https://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

	CY 2023	CY 2024
Total Visitors	31.8 Million	32.5 Million
Visitor Purpose Typically 81% Leisure, 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*
City of San Diego TOT.....	(FY23) \$305 Million	(FY24) \$310 Million

*Estimated

WHY TRAVEL MATTERS

\$22 Billion
Total Economic
Impact

1 in 8
Jobs in
San Diego

\$14.8 Billion
Visitor Spend in
San Diego County

\$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.

* Numbers reflective of 2024



