



RESEARCH

SAN DIEGO COUNTY 2026 VISITOR INDUSTRY GENERAL FACTS*

Visitors to San Diego County

There were 32.4 million visitors to San Diego, of whom 17.7 million were overnight, and 14.6 million were day visitors.

Visitor Spending

Visitors to San Diego spent \$14.4 billion during their stays. Nearly 78% of those dollars were spent at businesses *other* than lodging.

San Diego Hospitality Industry Employment

Visitor activity helps support 1 in 8 San Diego jobs in hospitality-related fields, including lodging, food service, attractions, and transportation. *Source: California Employment Development Department*

San Diego Convention Center

The San Diego Convention Center hosted 62 primary conventions and trade shows, drawing 551,659 attendees. These events represent approximately \$884 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Performance

San Diego County sold 17.3 million hotel room nights, averaged 72.2% occupancy, and had a \$212 average daily rate. *Source: STR*

Hotel Rooms

San Diego has approximately 680 hotel, motel, bed & breakfast, and casino hotel properties, with 68,954 rooms available to visitors.

Alternate Accommodations

Throughout San Diego County, there are 16,713 homes available to guests on Airbnb and VRBO, of which 7,079 are hotel-comparable units (studio and one-bedroom). *Source: AirDNA*

Arrivals to San Diego County

Roughly 12.6 million air passengers arrived at San Diego International Airport with non-stop service to nearly 70 destinations worldwide. The Cross Border Xpress served 1.9 million northbound passengers across the bridge from the Tijuana Airport into San Diego. Southbound and westbound vehicle traffic into the county neared 54 million.

These numbers include San Diego residents as well as visitors. Sources: SDRAA, CalTrans, CBX

Tax Revenue

In San Diego County, more than \$425 million** was collected in Transient Occupancy Tax revenue in fiscal year 2025 (July 2024 - June 2025). Additional sales taxes and property taxes from visitor industry businesses amounted to more than \$1.0 billion for calendar year 2025, which are used in part to fund police and fire safety, infrastructure, and other public initiatives, benefiting San Diego County households by nearly \$1,000. *Source: Cities in San Diego County, SDTA IMPLAN analysis*

Population

The population of the San Diego-Chula Vista-Carlsbad metropolitan statistical area (which encompasses all of San Diego County) is estimated to be 3.3 million. San Diego-Chula Vista-Carlsbad ranks as the nation's 18th-largest U.S. metropolitan statistical area.

*2025 Calendar Year Data