



ABOUT SAN DIEGO TOURISM AUTHORITY



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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 2024



SAN DIEGO TOURISM 2024 FAST FACTS

TOURISM AUTHORITY

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

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.

MISSION

TO DRIVE VISITOR DEMAND
 TO ECONOMICALLY
 BENEFIT THE SAN DIEGO

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 2022	CY 2023
Total Visitors	28.8 Million	31.8 Million
Visitor Purpose	Typically 78% Leisure, 15% Business, 6% Other (all visitors)	
Total Overnight Visitors	16.5 Million	17.3 Million
Hotel or Motel	9.1 Million	9.8 Million
Private Home Guests	6.1 Million	6.4 Million
Camp / RV / Other	1.3 Million	1.1 Million
Total Day Visitors	12.3 Million	14.5 Million
Day Visitors (Excl. Mex.)	9.1 Million	10.6 Million
Mexican Day Visitors	3.3 Million	3.9 Million
Total Direct Visitor Spending	\$13.6 Billion	\$14.3 Billion
Hotel Room Nights Available	23.5 Million	23.4 Million
Hotel Room Nights Sold	17 Million	17.2 Million
Average Hotel Occupancy	72.5%	73.4%
Average Daily Rate	\$204.86	\$209.87
Total County Wide TOT	(FY22) \$360 Million	(FY23) \$418 Million
City of San Diego TOT	(FY22) \$258.6 Million	(FY23) \$304.2 Million

WHY TRAVEL MATTERS

\$22 Billion
 Total Economic Impact

1 in 8
 Jobs in San Diego

\$14.3 Billion
 Visitor Spend in San Diego County

\$1 Billion
 in Tax Revenue to Support City Services

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.



TOURISM AUTHORITY PROGRAMS DELIVER RETURN ON INVESTMENT

With an operating budget of \$37.4 million, SDTA sales and marketing programs generated 6.4 million incremental room nights for the San Diego region in FY23.*

RETURN ON INVESTMENT*

\$33 TO \$1



* Based on lodging revenue generated for the City of San Diego Tourism Marketing District (FY23).

FY 2024 KPIs (KEY PERFORMANCE INDICATORS)

1.1 M Future Room Nights Booked

1.5 B Gross Advertising Impressions

30 M Digital Audience Engagements

\$18 M Earned Media Coverage

\$1.4 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 Properties	519
Number of Hotel Rooms in County of San Diego	64,703
Number of Hotel Rooms in the City of San Diego	37,796
Number of Hotel Rooms in Downtown San Diego	14,838
Number of Golf Courses	55
Number of Gaming Casinos	10
Number of Arts Institutions	517
Number of Craft Breweries	153

	CY 2022	CY 2023
Annual SAN Airline Passengers	10.85 Million	11.91 Million
Annual Attendance at Major Attractions	14.29 Million	13.91 Million
Total Cruise Passengers	172,164	531,160
Embarking passengers	62,165	211,395



SAN DIEGO CONVENTION CENTER

	FY 2022	FY 2023
Primary Conventions	49	61
Attendees	254,525	557,256
Contracted Room Nights	815,090	1,012,840
Attendee Spending	\$507.8 Million	\$790.7 Million

The Climate +

year round sunny weather that fuels a unique outdoor lifestyle

The People +

laid back, friendly and welcoming

The Place =

dynamic city experiences with a beach town vibe

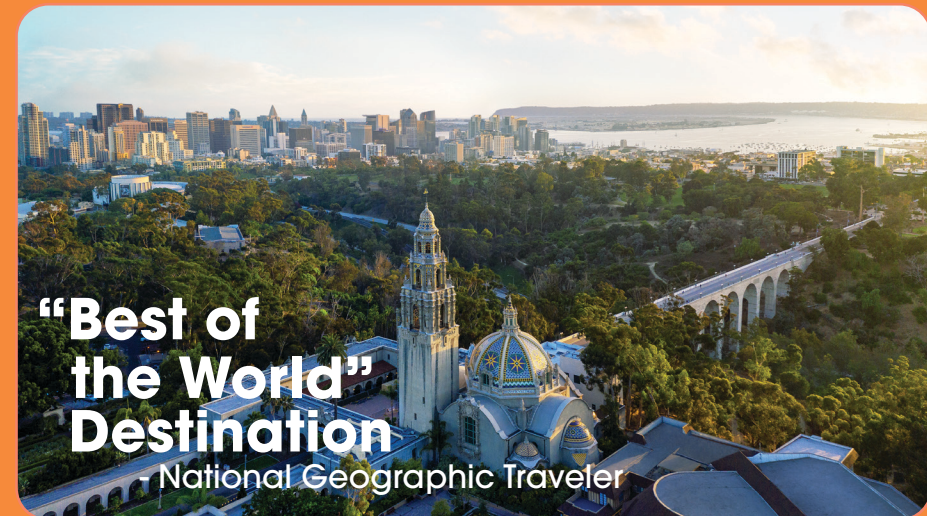
A Sunny Outlook

A feel good place that inspires optimism & positivity

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.



“Best of the World” Destination

- National Geographic Traveler