



# — 2015 — SAN DIEGO TOURISM FAST FACTS



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## ABOUT SAN DIEGO TOURISM AUTHORITY

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.

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### FOR INDUSTRY REPORTING, VISIT [SANDIEGO.ORG/RESEARCH](http://SANDIEGO.ORG/RESEARCH)

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

Incorporated in 1954, SDTA is a private not-for-profit 501C6 corporation that is governed by a 30-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.

**MISSION**  
TO DRIVE VISITOR DEMAND  
TO ECONOMICALLY BENEFIT  
THE SAN DIEGO REGION.

**VISION**  
LEADING SAN DIEGO  
TO BECOME THE MOST  
DESIRABLE DESTINATION.



## SAN DIEGO VISITOR INDUSTRY STATISTICS

	2015 Calendar Year
<b>Total # of Visitors</b>	<b>34.3 Million</b>
Total Overnight Visitors .....	17.2 Million
Hotel or Motel .....	9.6 Million
Private Home Guests .....	6.7 Million
Camp / RV / Other .....	940,000
Total Day Visitors .....	17.1 Million
Day Visitors (Excl. Mex.) .....	12.7 Million
Mexican Day Visitors .....	4.4 Million
<b>Direct Spending .....</b>	<b>\$9.9 Billion</b>
<b>Hotel Room Nights Available .....</b>	<b>22 Million</b>
<b>Hotel Room Nights Sold .....</b>	<b>16.8 Million</b>
<b>Average Hotel Occupancy .....</b>	<b>76.4%</b>
<b>Average Daily Rate .....</b>	<b>\$150.71</b>
<b>FY15 Transient Occupancy Tax .....</b>	<b>\$246 Million</b>
San Diego City Only .....	\$186 Million

## WHY TRAVEL MATTERS

Tourism is one of the world's largest industries and one of the fastest growing. Tourism supports 284 million jobs (1 in 11 jobs) and generates 9.8 percent of global GDP. According to the World Travel & Tourism Council (WTTC), travel generated over \$7.2 trillion in GDP. WTTC projects that global Travel and Tourism contribution to direct GDP in 2016 will grow by 3.3 percent and is again forecast to outpace growth of the total global economy (4.0%).

Here in the United States, Travel & Tourism generates \$2.1 trillion in economic output annually (2.7% of GDP) and supports 15.1 million U.S. jobs (1 in 8 jobs). Similar to global trends, travel has outpaced other industries in terms of growth and job creation. Travel ranks number one among all U.S. industry exports.

The impact is just as great in San Diego. Tourism is San Diego's second largest traded industry (behind Research/Technology/Innovation), employing over 180,000 people- 13% of the jobs in the county. Travelers to the county spend \$9.9 billion at San Diego businesses and produce \$246 million in transient occupancy tax revenues that directly support San Diegan's quality of life-from police officers and firefighters to maintaining parks and recreation.

The impact of travel is felt by a large cross-section of industry sectors including accommodations, transportation, attractions, museums, restaurants, and retail.

For more information, visit [SanDiego.org/impact](http://SanDiego.org/impact).



## TOURISM AUTHORITY PROGRAMS DELIVER TOURISM REVENUES

### DELIVERING RETURN ON INVESTMENT

With an operating budget of \$32.7 million, SDTA sales and marketing generated 4.7 million room nights for the San Diego Region in FY 2015.\*

### RETURN ON INVESTMENT\*

# \$30 TO \$1

\* Based on lodging revenue generated for the City of San Diego Tourism Marketing District (FY15).

## FY 2016 KPIs (KEY PERFORMANCE INDICATORS)

### GOALS

- Deliver maximum hotel room nights to Tourism Marketing District hotels.
- Produce over 900 million paid advertising gross impressions.
- Generate an estimated 9.3 million visitor inquiries through the website, social media, e-mail and phone.
- Deliver \$27 million in unpaid media exposure through earned media (unpaid editorial), unpaid media promotions and cooperative advertising partners.
- Elevate the San Diego brand and broaden context of San Diego's diverse travel product.
- Leverage all SDTA's marketing assets across **Bought + Earned + Owned** channels in order to increase San Diego's share of voice.
- Focus on developing new markets and audiences for the destination.
- Align programs with Visit California and Brand USA in order to maximize efficiency.
- Deliver strong return on investment for all major programs.

### GUIDING PRINCIPLES

- Act as the collective voice of the destination and do what individual organizations can't do by themselves.
- Support the membership by providing value and opportunity to effectively reach the marketplace.

## REGIONAL ECONOMY IS DEPENDENT UPON STRONG TOURISM DEMAND

### SAN DIEGO TOURISM INFRASTRUCTURE

Market Composition .....	89% Leisure, 11% Business (all visitors)
Number of Hotels.....	473
Number of Hotel Rooms .....	58,333
Number of Hotel Rooms in the City of San Diego Tourism Marketing District .....	40,702
Hotel Room Nights Mix .....	74% Leisure/Transient, 25% Group
Annual Airline Passengers .....	10 Million
Annual Attendance at Major Attractions .....	14.6 Million
Total Indian Gaming Properties.....	10 Casinos
Cruise Passengers.....	214,671 passengers total, 74,729 embarking passengers
Number of Golf Courses .....	97
Number of Arts Institutions.....	85
Number of Craft Breweries.....	123

### SAN DIEGO CONVENTION CENTER (2015)



- 71 Primary Conventions
- 553,283 Attendees
- 693,772 Contracted Room Nights
- \$620M in Attendee Spending

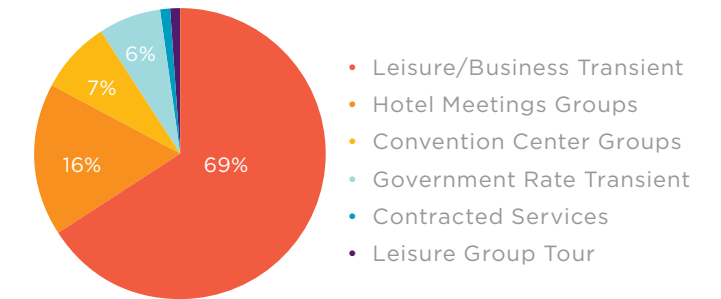
### THE POWER OF THE SAN DIEGO BRAND

**SAN DIEGO:** The San Diego Brand is built on a foundation of inspired optimism and positivity. Our unique blend of great weather, outdoor lifestyle and friendly people infuse our region with an upbeat, anything's possible attitude. San Diego's good vibes are combined with scenic splendor, diverse product and an abundance of activities. This blend of **people + place + climate** is what elevates our customers' mood and makes us a destination like no other.

### BRAND PLATFORM—SAN DIEGO OWNS A SUNNY OUTLOOK

THE PEOPLE + THE PLACE + THE CLIMATE = **INSPIRED OPTIMISM**

### SAN DIEGO COUNTY HOTEL ROOM NIGHT MARKET MIX



(% ROOM NIGHTS SOLD)