

THE POWER OF TOURISM MEETINGS MEAN BUSINESS

From regional meetings to national conventions, San Diego provides a perfect location that inspires attendees and increases productivity. The local impact of meetings and events in San Diego is substantial, directly supporting lodging, tourism businesses, and the transportation sector. And, taxes generated support jobs and public services for residents of the greater San Diego region.

We celebrate Global Meetings Industry Day with a number of fun facts about how meetings impact San Diego. Thank you for your business.



SAN DIEGO BY THE NUMBERS

\$2.9
BILLION

ANNUAL
VISITOR SPENDING
RELATED TO
MEETINGS AND
CONVENTIONS

\$4.8
BILLION

ANNUAL
ECONOMIC IMPACT
RELATED TO
MEETINGS AND
CONVENTIONS

\$201
MILLION

TOTAL TAXES
GENERATED
FROM
MEETINGS AND
CONVENTIONS*



SAN DIEGO MEETING FUN FACTS

2.2 MILLION

AVERAGE NUMBER OF VISITORS ATTENDING MEETINGS IN SAN DIEGO ANNUALLY



97% ATTENDEES
STAY IN HOTELS

4 AVERAGE NIGHTS
PER VISIT

10% INTERNATIONAL
ATTENDEES

66% ARRIVE BY AIR
FOR CONFERENCE

HOW PERFECT IS THE WEATHER?

72°F THE AVERAGE
TEMPERATURE
YEAR-ROUND



VISIT
SANDIEGO.ORG/MEETINGS