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.

**THE POWER OF TOURISM**

**MEETINGS MEAN 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
- **10%** INTERNATIONAL ATTENDEES
- **4** AVERAGE NIGHTS PER VISIT
- **66%** ARRIVE BY AIR FOR CONFERENCE

**HOW PERFECT IS THE WEATHER?**

- **72°F** THE AVERAGE TEMPERATURE YEAR-ROUND

**VISIT SANDIEGO.ORG/METTINGS**

* Taxes include property, sales, and transient occupancy tax funded in part by the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds.