

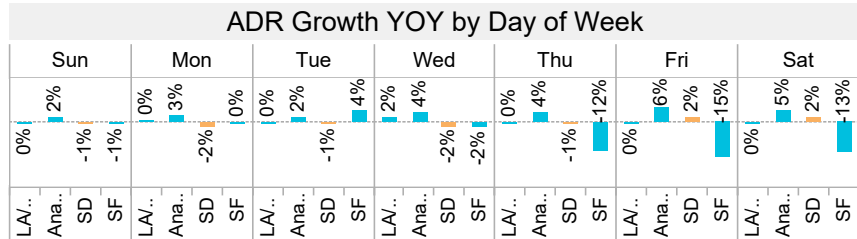
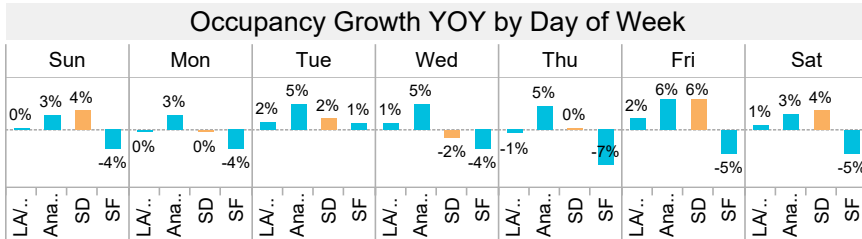
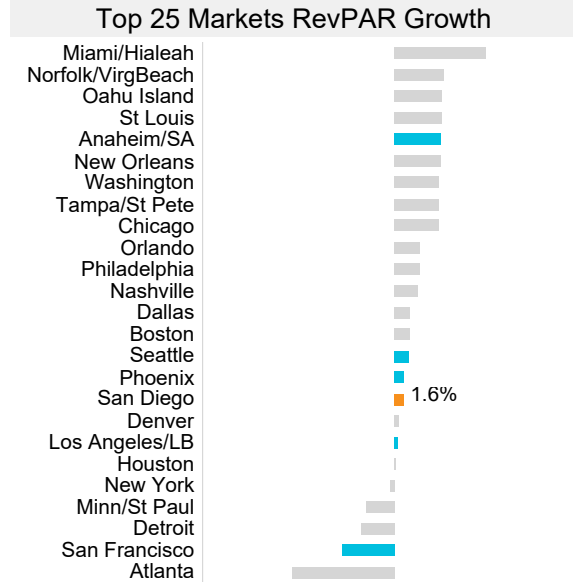
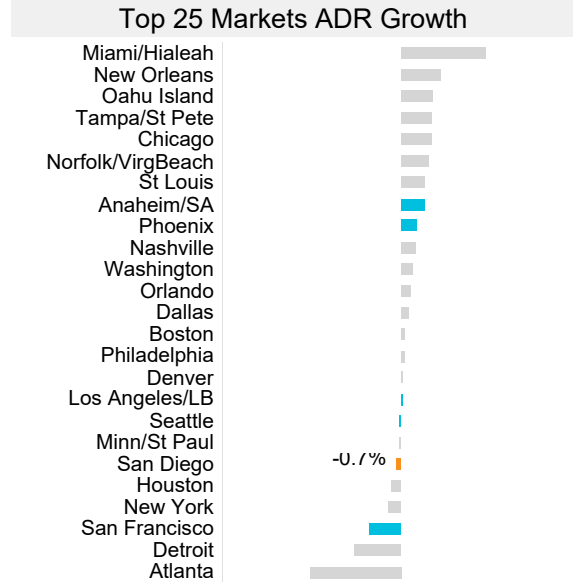
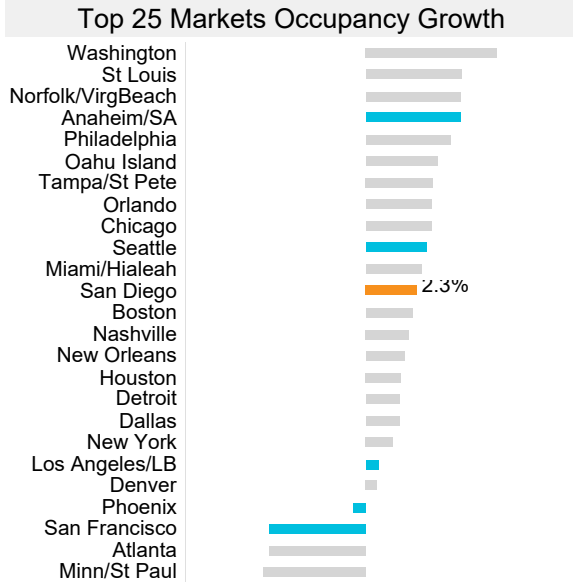


STR Lodging Performance Snapshot February 2020 CYTD

UPDATED THROUGH 2/29/2020

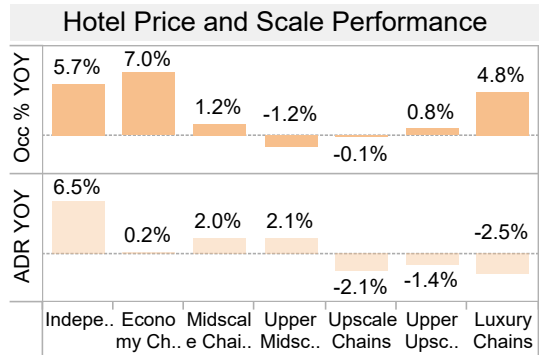
Year
2020

Month To Date
February



San Diego Tourism Marketing District Areas - CYTD Performance

District	% Occu pancy	% Occ YOY Growth	ADR	% ADR YOY Growth	RevPAR	% RevPAR YOY G..	YOY Change Supply	YOY Change Demand
County	73.8%	2.3%	\$154	-0.7%	\$114	1.6%	2.4%	4.8%
City of San Diego	76.1%	1.3%	\$165	-0.6%	\$125	0.6%	0.4%	1.7%
Downtown	80.2%	3.6%	\$202	-1.3%	\$162	2.2%	1.1%	4.8%
Mission Valley	76.9%	0.7%	\$116	-4.1%	\$89	-3.4%	-0.3%	0.4%
Mission Bay	69.5%	-0.6%	\$158	1.6%	\$110	0.9%	0.1%	-0.5%
La Jolla	73.1%	4.1%	\$241	1.2%	\$176	5.3%	0.2%	4.3%
Pt. Loma Peninsula	71.7%	-5.0%	\$127	-2.7%	\$91	-7.6%	8.6%	3.1%
North Coastal (UTC..)	77.8%	-0.4%	\$182	-0.6%	\$142	-0.9%	0.0%	-0.4%
North Inland (I-15 C..)	71.2%	1.2%	\$143	6.2%	\$102	7.5%	-7.3%	-6.2%



SD Only - Group/Transient among Upscale Chains

Category	ADR Y.. Occ %
Group	-0.6%
Transient	2.5%
Group	-0.9%
Transient	-1.7%

Source: Smith Travel Research, Inc. | Contact Susan Brunzeel at sbrunzeel@sandiego.org with any questions.

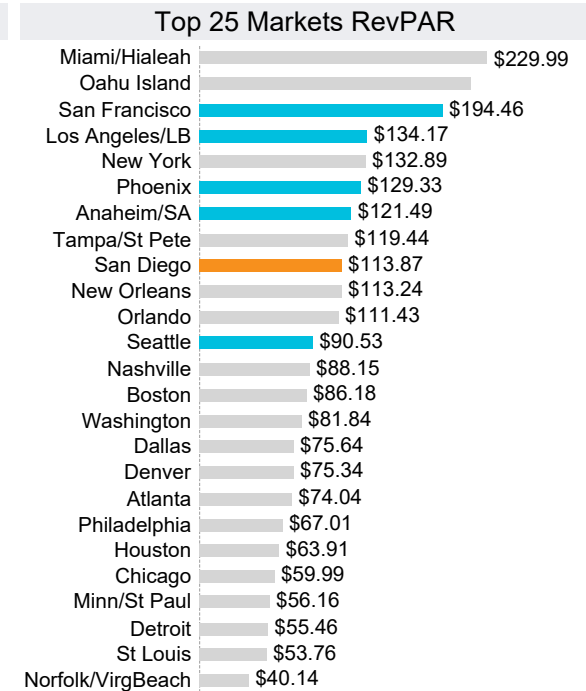
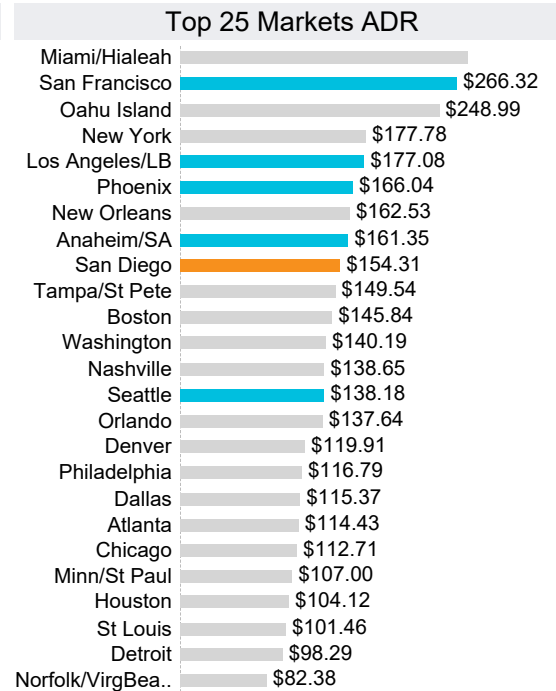
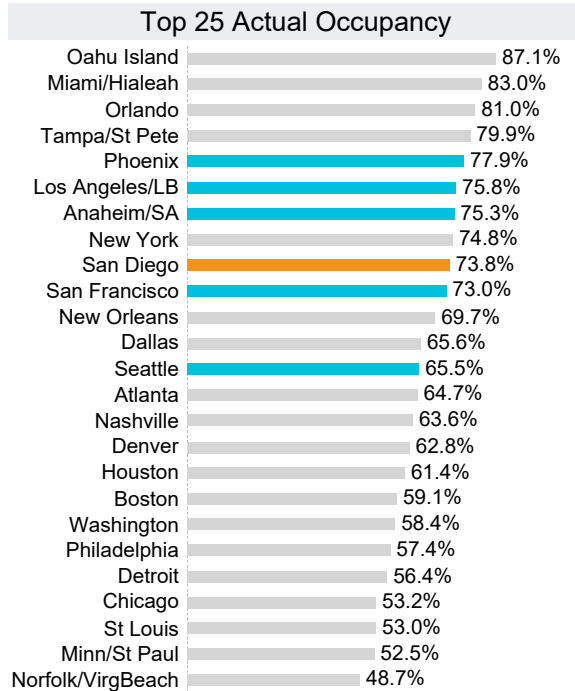


Lodging Performance Top 25 Market Actuals - CYTD February 2020

UPDATED THROUGH 2/29/2020

Year
2020

Selected Month
February



Source: Smith Travel Research, Inc.
Contact Susan Bruinzeel at sbruinzeel@sandiego.org with any questions.

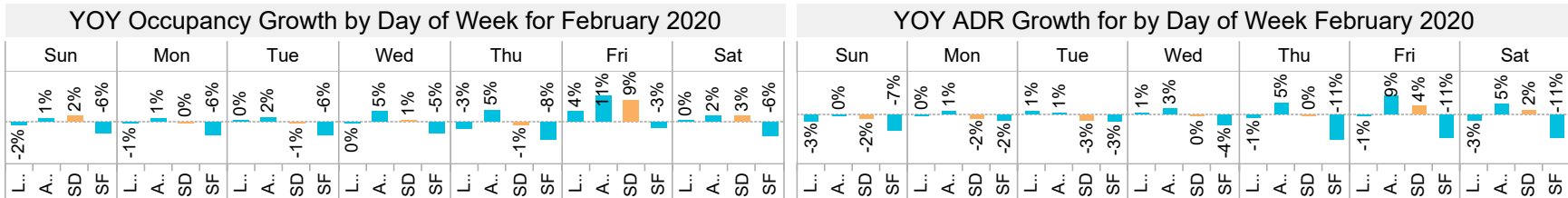


STR Lodging Performance Snapshot February 2020

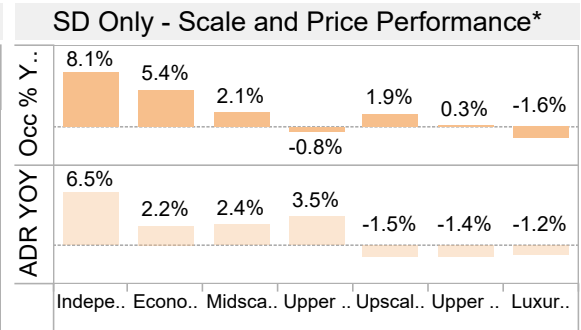
Year
2020

Month to Date
February

UPDATED THROUGH 2/29/2020



	% Occu pancy	% Occ YOY ..	ADR	ADR YOY	RevPA R	% RevP..	YOY Chan..	YOY C hange..
County	77.5%	2.8%	\$161	-0.3%	\$125	2.5%	2.4%	5.2%
City of San Diego	79.7%	1.7%	\$172	-0.3%	\$137	1.4%	0.3%	2.0%
Downtown	83.0%	1.9%	\$216	-0.7%	\$179	1.2%	1.1%	3.0%
Pt. Loma Peninsula	75.0%	-4.2%	\$134	-0.2%	\$100	-4.4%	8.6%	4.0%
Mission Valley	80.8%	2.9%	\$120	-3.2%	\$97	-0.4%	-0.3%	2.6%
Mission Bay	72.5%	-0.9%	\$167	1.0%	\$121	0.1%	0.0%	-0.9%
La Jolla	77.4%	4.3%	\$239	2.2%	\$185	6.7%	0.2%	4.5%
North Coastal (UTC, I-..	82.3%	1.9%	\$184	-0.3%	\$151	1.5%	0.0%	1.9%
North Inland (I-15 Corri..	78.1%	4.1%	\$147	5.0%	\$115	9.4%	-7.3%	-3.5%



ADR .. Occ ..	Group	Transient
	-4.5%	4.4%
	0.4%	-1.9%

Source: Smith Travel Research, Inc. | Contact Susan Bruinzeel at sbruinzeel@sandiego.org with any questions.

*STR not reporting Luxury segment due to insufficient data.



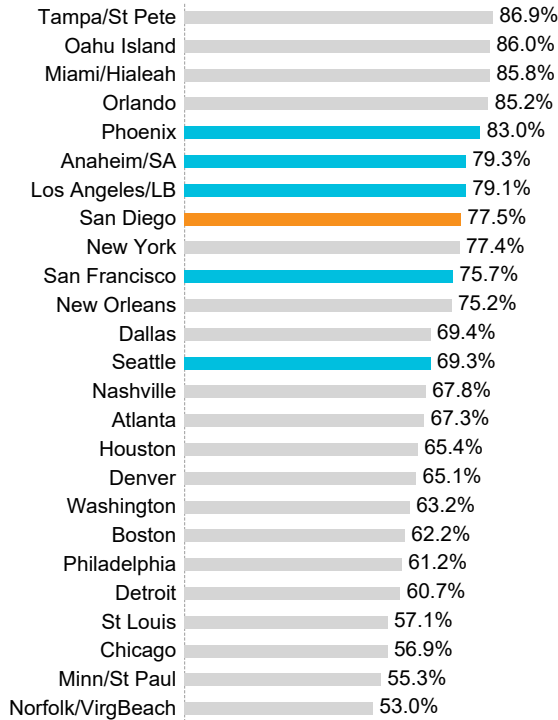
Lodging Performance Top 25 Market Actuals - February 2020

UPDATED THROUGH 2/29/2020

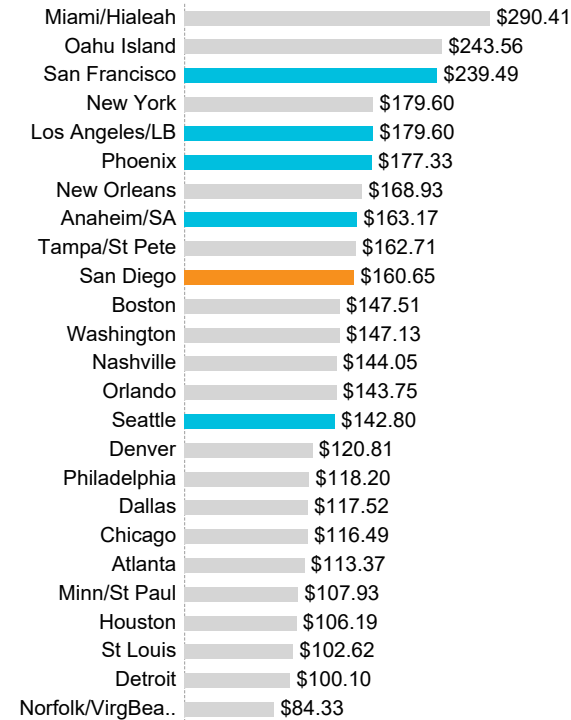
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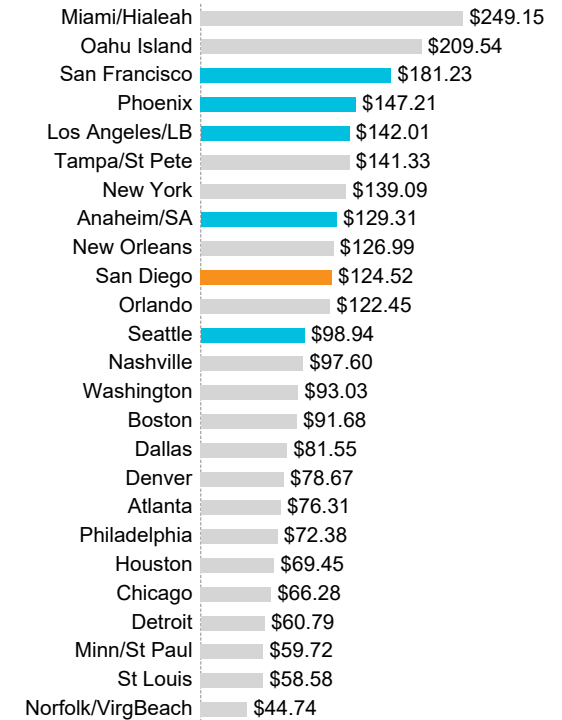
Top 25 Actual Occupancy - Month



Top 25 Markets ADR



Top 25 Markets RevPAR



Source: Smith Travel Research, Inc.
Contact Susan Bruinzeel at sbruinzeel@sandiego.org with any questions.