



Calendar Year by Month San Diego County Visitor Industry Performance 2020

Select Year
2020

Select Month
January

Visitor Volume			Visitor Volume YOY Growth		
		Jan			Jan
Day	Day (Excl. Mexican)	703,000	Day	Day (Excl. Mexican)	14.7%
	Mexican Day	343,000		Mexican Day	0.3%
	Total	1,046,000		Total	9.5%
Overnight	Hotel/Motel	751,000	Overnight	Hotel/Motel	4.3%
	Household	644,000		Household	5.6%
	Other Overnight	86,000		Other Overnight	3.6%
	Total	1,481,000		Total	4.8%
Grand Total		2,527,000	Grand Total		6.7%
Visitor Spending			Visitor Spending		
Visitor Spending		\$889M	Total Visitor Spending		4.7%
Total Regional Impact		\$1,466M	Total Regional Impact		4.7%
Attendance - Attractions / Arts and Museums			Attractions / Arts and Museums Attendance		
Arts and Museums		213,717	Arts and Museums		3.2%
Attraction		1,064,750	Attraction		24.0%
Traffic Volume (Includes Visitors and Residents)			Traffic Volume (Includes Visitors and Residents)		
SAN Airport Arrivals		953,164	SAN Airport Arrivals		5.6%
Traffic I-5 South		2,107,531	Traffic I-5 South		0.4%
Traffic I-8 West		1,115,162	Traffic I-8 West		1.4%
Traffic I-15 South		2,167,337	Traffic I-15 South		3.5%
Cross Border Xpress Northbound		174,478	Cross Border Xpress Northbound		12.3%
San Diego Convention Center Corporation - Primary Conventions Only			San Diego Convention Center		
Number of Conventions		5	# of Conventions YOY		0
SDCC Attendance		17,285	Attendance YOY Growth		-33.6%
SDCC Contracted Room Nights		34,051	Contracted RN YOY Growth		7.8%
Attendee Spending		\$31.5M	Attendees Spending YOY Growth		-31.8%