



Calendar Year by Month San Diego County Visitor Industry Performance 2020

Select Year
2020

Select Month
February

Visitor Volume		Jan	Feb
Day	Day (Excl. Mexican)	703,000	688,000
	Mexican Day	343,000	298,000
	Total	1,046,000	986,000
Overnight	Hotel/Motel	751,000	742,000
	Household	644,000	430,000
	Other Overnight	86,000	65,000
	Total	1,481,000	1,237,000
Grand Total		2,527,000	2,223,000

Visitor Volume YOY Growth		Jan	Feb
Day	Day (Excl. Mexican)	14.7%	11.1%
	Mexican Day	0.3%	4.9%
	Total	9.5%	9.2%
Overnight	Hotel/Motel	4.3%	7.4%
	Household	5.6%	5.9%
	Other Overnight	3.6%	6.6%
	Total	4.8%	6.8%
Grand Total		6.7%	7.9%

Visitor Spending		Jan	Feb
Visitor Spending		\$889M	\$817M
Total Regional Impact		\$1,466M	\$1,348M

Visitor Spending		Jan	Feb
Total Visitor Spending		4.7%	8.9%
Total Regional Impact		4.7%	8.9%

Attendance - Attractions / Arts and Museums		Jan	Feb
Arts and Museums		213,717	161,864
Attraction		1,064,750	903,585

Attractions / Arts and Museums Attendance		Jan	Feb
Arts and Museums		3.2%	-29.7%
Attraction		24.0%	11.1%

Traffic Volume (Includes Visitors and Residents)		Jan	Feb
SAN Airport Arrivals		953,164	906,083
Traffic I-5 South		2,107,531	1,997,103
Traffic I-8 West		1,115,162	1,066,901
Traffic I-15 South		2,167,337	2,071,359
Border Crossings		4,621,633	NA
Cross Border Xpress Northbound		174,478	122,199

Traffic Volume (Includes Visitors and Residents)		Jan	Feb
SAN Airport Arrivals		5.6%	6.9%
Traffic I-5 South		0.4%	5.3%
Traffic I-8 West		1.4%	6.6%
Traffic I-15 South		3.5%	7.6%
Cross Border Xpress Northbound		12.3%	28.2%

San Diego Convention Center Corporation - Primary Conventions Only		Jan	Feb
Number of Conventions		5	9
SDCC Attendance		17,285	42,563
SDCC Contracted Room Nights		34,051	66,894
Attendee Spending		\$31.5M	\$75.7M

San Diego Convention Center		Jan	Feb
# of Conventions YOY		0	3
Attendance YOY Growth		-33.6%	24.3%
Contracted RN YOY Growth		7.8%	32.6%
Attendees Spending YOY Growth		-31.8%	47.8%



Hotel Sector Actuals Source: STR

Select Year
2020 Select Month
February

Hotel Actuals by Month

		2020		
		Jan	Feb	Total
San Diego, CA	% Occupancy	70.4%	77.5%	73.8%
	ADR	\$147.99	\$160.65	\$154.31
	RevPAR	\$104.21	\$124.52	\$113.87
	Room Nights Available	1.97M	1.79M	3.76M
	Room Night Demand	1.39M	1.39M	2.78M
San Diego City Properties	% Occupancy	72.9%	79.7%	76.1%
	ADR	\$157.12	\$172.16	\$164.59
	RevPAR	\$114.59	\$137.22	\$125.33
	Room Nights Available	1.30M	1.17M	2.47M
	Room Night Demand	0.95M	0.93M	1.88M

Hotel Sector - YOY Growth

Hotel YOY Growth by Month

		2020		
		Jan	Feb	Total
San Diego, CA	Occupancy %YOY	1.8%	2.8%	2.3%
	ADR %YOY	-1.2%	-0.3%	-0.7%
	RevPar %YOY	0.6%	2.5%	1.6%
	Room Nights Availa..	2.5%	2.4%	2.4%
	Room Nights Dema..	4.3%	5.2%	4.8%
San Diego City Properties	Occupancy %YOY	0.9%	1.7%	1.3%
	ADR %YOY	-1.1%	-0.3%	-0.6%
	RevPar %YOY	-0.2%	1.4%	0.6%
	Room Nights Availa..	0.6%	0.3%	0.4%
	Room Nights Dema..	1.4%	2.0%	1.7%