

# Calendar Year by Month San Diego County Visitor Industry Performance 2020

Select Year  
2020

Select Month  
March

Visitor Volume					
		2020			Grand Total
		Jan	Feb	Mar	
Day	Day (Excl. Mexican)	703,000	688,000	331,000	1,722,000
	Mexican Day	343,000	298,000	243,000	884,000
	Total	1,046,000	986,000	574,000	2,606,000
Overnight	Hotel/Motel	751,000	742,000	460,000	1,953,000
	Household	644,000	430,000	186,000	1,260,000
	Other Overnight	86,000	65,000	33,000	184,000
	Total	1,481,000	1,237,000	679,000	3,397,000
Grand Total		2,527,000	2,223,000	1,253,000	6,003,000

Visitor Volume YOY Growth					
		2020			
		Jan	Feb	Mar	Total
Day	Day (Excl. Mexican)	14.7%	11.1%	-72.0%	-28.6%
	Mexican Day	0.3%	4.9%	-37.5%	-12.9%
	Total	9.5%	9.2%	-63.4%	-24.0%
Overnight	Hotel/Motel	4.3%	7.4%	-48.8%	-15.4%
	Household	5.6%	5.9%	-49.5%	-9.0%
	Other Overnight	3.6%	6.6%	-55.4%	-15.6%
	Total	4.8%	6.8%	-49.3%	-13.1%
Grand Total		6.7%	7.9%	-56.9%	-18.2%

Visitor Spending				
Visitor Spending	\$889M	\$817M	\$409M	\$2,115M
Total Regional Impact	\$1,466M	\$1,348M	\$675M	\$3,489M

Visitor Spending				
Total Visitor Spending	4.7%	8.9%	-54.8%	-15.6%
Total Regional Impact	4.7%	8.9%	-54.8%	-15.6%

Attendance - Attractions / Arts and Museums				
Arts and Museums	213,717	229,554	66,402	510K
Attraction	1,064,750	903,585	357,269	2,326K

Attractions / Arts and Museums Attendance				
Arts and Museums	3.2%	-1.5%	-76.5%	-29.7%
Attraction	24.0%	11.1%	-73.3%	-22.8%

Traffic Volume (Includes Visitors and Residents)				
SAN Airport Arrivals	953,164	906,083	458,099	2,317K
Traffic I-5 South	2,107,531	1,997,103	1,548,099	5,653K
Traffic I-8 West	1,115,162	1,066,901	900,589	3,083K
Traffic I-15 South	2,167,337	2,071,359	1,615,397	5,854K
Border Crossings	4,621,633	4,144,735	3,057,933	11,824K
Cross Border Xpress Northbound	174,478	122,199	84,841	382K

Traffic Volume (Includes Visitors and Residents)				
SAN Airport Arrivals	5.6%	6.9%	-56.1%	-17.1%
Traffic I-5 South	0.4%	5.3%	-31.8%	-9.8%
Traffic I-8 West	1.4%	6.6%	-24.0%	-6.2%
Traffic I-15 South	3.5%	7.6%	-29.5%	-7.3%
Cross Border Xpress Northbound	12.3%	28.2%	-28.1%	3.5%

San Diego Convention Center Corporation - Primary Conventions Only				
Number of Conventions	5	9	2	16
SDCC Attendance	17,285	42,563	12,858	72,706
SDCC Contracted Room Nights	34,051	66,894	12,308	113,253
Attendee Spending	\$31.5M	\$75.7M	\$19.9M	\$127.1M

San Diego Convention Center				
# of Conventions YOY	0	3	-6	-3
Attendance YOY Growth	-33.6%	24.3%	-71.5%	-31.0%
Contracted RN YOY Growth	7.8%	32.6%	-76.7%	-16.0%
Attendees Spending YOY Growth	-31.8%	47.8%	-59.5%	-13.3%

**Hotel Sector Actuals**  
Source: STR

Select Year  
2020

Select Month  
March

Hotel Actuals by Month		2020			
		Jan	Feb	Mar	Total
San Diego, CA	% Occupancy	70.4%	77.4%	41.0%	62.4%
	ADR	\$147.99	\$160.67	\$135.01	\$149.94
	RevPAR	\$104.19	\$124.35	\$55.34	\$93.62
	Room Nights Available	1.97M	1.79M	1.98M	5.74M
	Room Night Demand	1.39M	1.38M	0.81M	3.59M
San Diego City Properties	% Occupancy	72.9%	79.7%	38.2%	63.1%
	ADR	\$157.13	\$172.15	\$146.37	\$160.79
	RevPAR	\$114.55	\$137.16	\$55.97	\$101.41
	Room Nights Available	1.30M	1.17M	1.30M	3.76M
	Room Night Demand	0.94M	0.93M	0.50M	2.37M

**Hotel Sector - YOY Growth**

Hotel YOY Growth by Month		2020			
		Jan	Feb	Mar	Total
San Diego, CA	Occupancy %YOY	1.8%	2.6%	-48.8%	-16.6%
	ADR %YOY	-1.2%	-0.3%	-17.0%	-5.1%
	RevPar %YOY	0.6%	2.3%	-57.5%	-20.9%
	Room Nights Available	2.5%	2.4%	1.6%	2.1%
	Room Nights Demand	4.3%	5.0%	-48.0%	-14.9%
San Diego City Properties	Occupancy %YOY	0.8%	1.6%	-53.5%	-18.7%
	ADR %YOY	-1.1%	-0.2%	-14.7%	-4.2%
	RevPar %YOY	-0.2%	1.4%	-60.3%	-22.1%
	Room Nights Available	0.6%	0.3%	-0.1%	0.2%
	Room Nights Demand	1.4%	1.9%	-53.5%	-18.5%