



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

Select Year  
2020

Select Month  
April

## Visitor Volume

		2020				Grand Total
		Jan	Feb	Mar	Apr	
Day	Day (Excl. Mexican)	703,000	688,000	331,000	53,000	1,775,000
	Mexican Day	343,000	298,000	243,000	83,000	967,000
	Total	1,046,000	986,000	574,000	136,000	2,742,000
Overnight	Hotel/Motel	751,000	742,000	460,000	104,000	2,057,000
	Household	644,000	430,000	186,000	49,000	1,309,000
	Other Overnight	86,000	65,000	33,000	8,000	192,000
	Total	1,481,000	1,237,000	679,000	161,000	3,558,000
Grand Total		2,527,000	2,223,000	1,253,000	297,000	6,300,000

## Visitor Spending

Visitor Spending	\$889M	\$817M	\$409M	\$120M	\$2,234M
Total Regional Impact	\$1,466M	\$1,348M	\$675M	\$197M	\$3,687M

## Attendance - Attractions / Arts and Museums

Arts and Museums	213,717	229,554	81,608	0	525K
Attraction	1,064,750	903,585	385,778	720	2,355K

## Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	953,164	906,083	458,099	37,843	2,355K
Traffic I-5 South	2,107,531	1,997,103	1,548,099	906,748	6,559K
Traffic I-8 West	1,115,162	1,066,901	900,589	620,941	3,704K
Traffic I-15 South	2,167,337	2,071,359	1,615,397	1,112,266	6,966K
Border Crossings	4,621,633	4,144,735	3,057,933	1,528,330	13,353K
Cross Border Xpress Northbound	174,478	122,199	84,841	11,169	393K

## San Diego Convention Center Corporation - Primary Conventions Only

Number of Conventions	5	9	2	0	16
SDCC Attendance	17,285	42,563	12,858	0	72,706
SDCC Contracted Room Nights	34,051	66,894	12,308	0	113,253
Attendee Spending	\$31.5M	\$75.7M	\$19.9M	\$0.0M	\$127.1M



# Calendar Year 2020 Monthly YOY Growth

Select Year  
2020

Select Month  
April

## Visitor Volume

		2020				
		Jan	Feb	Mar	Apr	Total
Day	Day (Excl. Mexican)	14.7%	11.1%	-72.0%	-95.9%	-52.3%
	Mexican Day	0.3%	4.9%	-37.5%	-78.4%	-30.9%
	Total	9.5%	9.2%	-63.4%	-92.0%	-46.4%
Overnight	Hotel/Motel	4.3%	7.4%	-48.8%	-88.0%	-35.3%
	Household	5.6%	5.9%	-49.5%	-90.1%	-30.3%
	Other Overnight	3.6%	6.6%	-55.4%	-90.9%	-37.3%
	Total	4.8%	6.8%	-49.3%	-88.9%	-33.7%
Grand Total		6.7%	7.9%	-56.9%	-90.6%	-39.9%

## Visitor Spending

Total Visitor Spending	4.7%	8.9%	-54.8%	-87.9%	-36.1%
Total Regional Impact	4.7%	8.9%	-54.8%	-87.9%	-36.1%

## Attractions / Arts and Museums Attendance

Arts and Museums	3.2%	-1.5%	-71.3%	-100.0%	-46.9%
Attraction	24.0%	11.1%	-71.2%	-99.9%	-46.8%

## Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	5.6%	6.9%	-56.1%	-96.3%	-38.5%
Traffic I-5 South	0.4%	5.3%	-31.8%	-59.1%	-22.7%
Traffic I-8 West	1.4%	6.6%	-24.0%	-45.1%	-16.2%
Traffic I-15 South	3.5%	7.6%	-29.5%	-50.5%	-18.6%
Cross Border Xpress Northbound	12.3%	28.2%	-28.1%	-91.6%	-21.7%

## San Diego Convention Center

# of Conventions YOY	0	3	-6	-8	-11
Attendance YOY Growth	-33.6%	24.3%	-71.5%	-100.0%	-48.8%
Contracted RN YOY Growth	7.8%	32.6%	-76.7%	-100.0%	-42.8%
Attendees Spending YOY Growth	-31.8%	47.8%	-59.5%	-100.0%	-37.1%

### Notes and Sources:

Visitors and Spending estimates based on Visitor Activity Model, Visitor Profile Study and Economic Impact Studies - CIC Research.

Attraction Attendance - total attendance figures from seven San Diego attractions - Sea World, San Diego Zoo, San Diego Zoo Safari Park, LEGOLAND California, Sea Life Aquarium, Cabrillo National Monument, and USS Midway Aircraft Carrier

Arts/Museum Attendance equals total attendance figures from ten cultural institutions - Timken Museum of Art, Maritime Museum, Birch Aquarium, SD Natural History Museum, SD Museum of Art, SD Museum of Man, SD Automotive Museum, SD Air and Space Museum, Fleet Science Center, and Japanese Friendship Garden

Airport Arrivals are all passenger arrivals at the San Diego International Airport, San Diego Regional Airport Authority

Cross Border Xpress is all northbound use of the bridge via TIJ Rodriguez Airport

Border Crossings - Estimated number of people crossing the border at San Ysidro, Otay Mesa, and Tecate - Department of Homeland Security, Banco de Mexico data

Highways count used: I-5 South, I-15 South and I-8 West

San Diego Convention Center numbers provided by the San Diego Convention Center Corporation which is responsible for managing and operating the Convention Center

Compiled by SAN DIEGO TOURISM AUTHORITY, PLANNING AND RESEARCH - If you have questions, please contact Susan Bruinzeel at 619-557-2824 or sbruinzeel@sandiego.org



**Hotel Sector Actuals**  
Source: STR

Select Year  
2020

Select Month  
April

**Hotel Actuals by Month**

		2020				
		Jan	Feb	Mar	Apr	Total
San Diego, CA	% Occupancy	70.4%	77.4%	41.0%	26.2%	55.3%
	ADR	\$147.99	\$160.67	\$135.01	\$89.57	\$144.32
	RevPAR	\$104.19	\$124.35	\$55.34	\$23.50	\$79.84
	Room Nights Available	1.97M	1.79M	1.98M	1.40M	7.15M
	Room Night Demand	1.39M	1.38M	0.81M	0.37M	3.96M
San Diego City Properties	% Occupancy	72.9%	79.7%	38.2%	21.3%	54.9%
	ADR	\$157.13	\$172.15	\$146.37	\$93.17	\$155.65
	RevPAR	\$114.55	\$137.16	\$55.97	\$19.85	\$85.44
	Room Nights Available	1.30M	1.17M	1.30M	0.92M	4.68M
	Room Night Demand	0.94M	0.93M	0.50M	0.20M	2.57M

**Hotel Sector - YOY Growth**

**Hotel YOY Growth by Month**

		2020				
		Jan	Feb	Mar	Apr	Total
San Diego, CA	Occupancy %YOY	1.8%	2.6%	-48.8%	-67.0%	-27.3%
	ADR %YOY	-1.2%	-0.3%	-17.0%	-45.9%	-9.8%
	RevPar %YOY	0.6%	2.3%	-57.5%	-82.2%	-34.4%
	Room Nights Available	2.5%	2.4%	1.6%	-25.6%	-4.8%
	Room Nights Demand	4.3%	5.0%	-48.0%	-75.5%	-30.8%
San Diego City Properties	Occupancy %YOY	0.8%	1.6%	-53.5%	-73.8%	-30.1%
	ADR %YOY	-1.1%	-0.2%	-14.7%	-46.3%	-8.0%
	RevPar %YOY	-0.2%	1.4%	-60.3%	-85.9%	-35.8%
	Room Nights Available	0.6%	0.3%	-0.1%	-27.1%	-6.6%
	Room Nights Demand	1.4%	1.9%	-53.5%	-80.9%	-34.8%