





# Calendar Year 2020 Monthly YOY Growth

Select Year  
2020

Select Month  
October

Visitor Volume		2020										
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
Day	Day (Excl. Mexican)	14.7%	11.1%	-72.0%	-95.9%	-93.8%	-91.2%	-77.0%	-74.0%	-63.7%	-64.9%	-69.4%
	Mexican Day	0.3%	4.9%	-37.5%	-78.4%	-76.2%	-72.1%	-60.6%	-67.3%	-64.6%	-67.8%	-52.7%
	Total	9.5%	9.2%	-63.4%	-92.0%	-89.5%	-87.2%	-74.7%	-72.7%	-63.9%	-65.7%	-65.6%
Overnight	Hotel/Motel	4.3%	7.4%	-48.8%	-88.0%	-81.8%	-81.0%	-65.0%	-48.6%	-37.1%	-40.7%	-50.9%
	Household	5.6%	5.9%	-49.5%	-90.1%	-87.2%	-79.8%	-64.6%	-54.2%	-48.0%	-50.5%	-51.9%
	Other Overnight	3.6%	6.6%	-55.4%	-90.9%	-78.7%	-63.9%	-48.7%	-42.3%	-32.9%	-23.7%	-45.0%
	Total	4.8%	6.8%	-49.3%	-88.9%	-83.4%	-79.6%	-63.9%	-50.4%	-40.3%	-42.9%	-50.9%
Grand Total		6.7%	7.9%	-56.9%	-90.6%	-86.5%	-83.2%	-69.8%	-61.6%	-51.4%	-54.1%	-58.2%

Visitor Spending												
Total Visitor Spending		4.7%	8.9%	-54.8%	-87.9%	-81.6%	-78.5%	-69.3%	-57.9%	-48.2%	-52.8%	-55.0%
Total Regional Impact		4.7%	8.9%	-54.8%	-87.9%	-81.6%	-78.5%	-69.3%	-57.9%	-48.2%	-52.8%	-55.0%

Attractions / Arts and Museums Attendance												
Arts and Museums		3.2%	2.5%	-71.3%	-100.0%	-100.0%	-100.0%	-94.5%	-88.3%	-80.7%	-81.3%	-74.0%
Attraction		24.0%	11.1%	-71.2%	-99.9%	-98.9%	-90.0%	-83.5%	-74.4%	-58.2%	-46.0%	-66.6%

Traffic Volume (Includes Visitors and Residents)												
SAN Airport Arrivals		5.6%	6.9%	-56.1%	-96.3%	-90.9%	-81.6%	-74.9%	-71.5%	-69.2%	-67.3%	-62.3%
Traffic I-5 South		0.4%	5.3%	-31.8%	-59.1%	-39.5%	-31.7%	-24.7%	-18.9%	-14.7%	-9.7%	-23.1%
Traffic I-8 West		1.4%	6.6%	-24.0%	-45.1%	-26.9%	-17.5%	-12.9%	-13.7%	-8.8%	-6.7%	-15.1%
Traffic I-15 South		3.5%	7.6%	-29.5%	-50.5%	-36.1%	-29.0%	-27.8%	-24.5%	-20.8%	-25.6%	-24.0%
Cross Border Xpress Northbound		12.3%	28.2%	-28.1%	-91.6%	-85.6%	-70.8%	-64.4%	-47.3%	-37.2%	-31.2%	-43.3%

San Diego Convention Center											
# of Conventions YOY		0	3	-6	-8	-4	-6	-6	-7	-5	-39
Attendance YOY Growth		-33.6%	24.3%	-71.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-86.7%
Contracted RN YOY Growth		7.8%	32.6%	-76.7%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-81.2%
Attendees Spending YOY Growth		-31.8%	47.8%	-59.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-77.9%

**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 Tijuana 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  
October

**Hotel Actuals by Month**

		2020										
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
San Diego, CA	% Occupancy	70.4%	77.5%	41.0%	26.1%	36.9%	40.3%	49.6%	51.7%	54.0%	50.9%	50.9%
	ADR	\$148.24	\$160.89	\$135.47	\$89.71	\$94.03	\$109.14	\$131.68	\$133.41	\$133.89	\$128.67	\$133.67
	RevPAR	\$104.35	\$124.63	\$55.54	\$23.42	\$34.67	\$43.95	\$65.33	\$68.98	\$72.28	\$65.45	\$68.02
	Room Nights Available	1.97M	1.78M	1.98M	1.40M	1.40M	1.63M	1.75M	1.94M	1.90M	1.96M	17.71M
	Room Night Demand	1.39M	1.38M	0.81M	0.36M	0.51M	0.66M	0.87M	1.00M	1.03M	1.00M	9.01M
San Diego City Properties	% Occupancy	72.9%	79.7%	38.1%	21.1%	32.2%	36.1%	44.9%	46.2%	50.2%	46.2%	48.1%
	ADR	\$157.37	\$172.39	\$146.85	\$93.37	\$96.08	\$113.08	\$132.85	\$135.82	\$136.30	\$128.61	\$140.66
	RevPAR	\$114.68	\$137.38	\$56.02	\$19.66	\$30.97	\$40.82	\$59.65	\$62.80	\$68.41	\$59.44	\$67.60
	Room Nights Available	1.29M	1.17M	1.29M	0.91M	0.86M	1.04M	1.13M	1.26M	1.23M	1.27M	11.46M
	Room Night Demand	0.94M	0.93M	0.49M	0.19M	0.28M	0.38M	0.51M	0.58M	0.62M	0.59M	5.51M

**Hotel Sector - YOY Growth**

**Hotel YOY Growth by Month**

		2020										
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
San Diego, CA	Occupancy %YOY	1.8%	2.7%	-48.8%	-67.2%	-50.2%	-52.7%	-42.7%	-37.4%	-30.4%	-32.1%	-35.2%
	ADR %YOY	-1.0%	-0.1%	-16.7%	-45.9%	-43.5%	-40.4%	-36.7%	-25.7%	-18.4%	-19.3%	-21.8%
	RevPar %YOY	0.7%	2.5%	-57.4%	-82.3%	-71.8%	-71.9%	-63.8%	-53.5%	-43.2%	-45.2%	-49.4%
	Room Nights Available	2.2%	2.1%	1.4%	-25.9%	-28.4%	-13.9%	-10.6%	-1.1%	-0.5%	-0.5%	-7.6%
	Room Nights Demand	4.0%	4.8%	-48.1%	-75.7%	-64.3%	-59.3%	-48.8%	-38.1%	-30.8%	-32.5%	-40.1%
San Diego City Properties	Occupancy %YOY	0.8%	1.6%	-53.6%	-74.1%	-57.4%	-58.1%	-48.6%	-44.9%	-37.5%	-40.1%	-40.3%
	ADR %YOY	-0.9%	-0.1%	-14.4%	-46.2%	-45.2%	-40.5%	-37.8%	-25.4%	-21.8%	-24.1%	-21.3%
	RevPar %YOY	-0.1%	1.5%	-60.3%	-86.1%	-76.6%	-75.1%	-68.0%	-58.9%	-51.1%	-54.6%	-53.0%
	Room Nights Available	0.4%	0.1%	-0.4%	-27.5%	-33.7%	-17.5%	-13.5%	-2.9%	-2.2%	-2.0%	-10.0%
	Room Nights Demand	1.2%	1.7%	-53.7%	-81.3%	-71.7%	-65.4%	-55.5%	-46.5%	-38.8%	-41.3%	-46.2%

## Annual Visitor Industry Summary Calendar Year 2009 through 2019

Visitor Volume												
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day	Day (Excl. Mexican)	11,527,000	11,224,000	11,713,000	12,219,000	12,613,000	12,638,000	12,662,000	12,952,000	13,068,000	13,550,000	12,993,000
	Mexican Day	3,644,000	3,571,000	3,673,000	3,910,000	4,058,000	4,241,000	4,393,000	4,530,000	4,289,000	4,226,000	4,188,000
	<b>Total</b>	15,171,000	14,795,000	15,386,000	16,129,000	16,671,000	16,879,000	17,055,000	17,482,000	17,357,000	17,776,000	17,181,000
Overnight	Hotel/Motel	7,323,000	7,833,000	8,226,000	8,652,000	8,917,000	9,355,000	9,588,000	9,846,000	9,982,000	10,236,000	10,186,000
	Household	6,381,000	6,483,000	6,728,000	6,652,000	6,641,000	6,653,000	6,674,000	6,608,000	6,641,000	6,710,000	6,670,000
	Other Overnight	731,000	764,000	806,000	832,000	862,000	884,000	940,000	973,000	1,017,000	1,052,000	1,056,000
	<b>Total</b>	14,435,000	15,080,000	15,760,000	16,136,000	16,420,000	16,892,000	17,202,000	17,427,000	17,640,000	17,998,000	17,912,000
<b>Grand Total</b>		29,606,000	29,875,000	31,146,000	32,265,000	33,091,000	33,771,000	34,257,000	34,909,000	34,997,000	35,774,000	35,093,000

Visitor Spending and Regional Impact												
Visitor Spending		\$6,958M	\$7,080M	\$7,485M	\$7,979M	\$8,394M	\$9,209M	\$9,921M	\$10,402M	\$10,828M	\$11,490M	\$11,643M
Total Regional Impact		\$11,481M	\$11,681M	\$12,351M	\$13,166M	\$13,850M	\$15,195M	\$16,370M	\$17,163M	\$17,867M	\$18,959M	\$19,211M

Attractions / Arts and Museums												
Arts and Museums		2,110,334	1,942,341	1,876,321	2,029,200	2,671,735	3,516,639	4,030,201	4,036,368	4,126,630	3,903,397	3,955,067
Attraction		12,406,951	12,637,391	13,796,344	14,322,658	14,763,787	14,372,244	14,623,535	14,826,882	14,529,182	15,408,091	14,681,394

Traffic												
Airport		8,501,391	8,433,446	8,447,629	8,606,032	8,843,295	9,378,868	10,027,668	10,318,741	11,067,692	12,101,911	12,590,267
Border		42,987,846	42,091,703	42,693,333	43,664,964	44,750,613	47,130,427	50,260,872	51,287,201	51,065,308	53,151,226	54,562,060
Highway		54,220,503	54,027,212	54,004,328	53,329,577	59,733,876	62,474,310	68,047,101	65,913,331	68,950,333	65,949,128	66,480,536

San Diego Convention Center Corporation - Primary Conventions Only												
Number of Conventions		71	64	74	67	75	76	71	67	61	59	71
SDCC Attendance		519,418	543,931	566,658	561,523	524,448	527,621	553,283	697,518	545,366	601,240	621,820
SDCC Contracted Room Nights		750,382	703,686	728,228	766,810	704,029	679,262	693,772	856,449	770,474	791,416	761,730
Attendee Spending		\$542M	\$567M	\$579M	\$621M	\$560M	\$593M	\$620M	\$721M	\$651M	\$733M	\$697M

## Calendar Year YOY Percent Change

<b>Visitor Volume</b>												
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day	Day (Excl. Mexican)	-4.5%	-2.6%	4.4%	4.3%	3.2%	0.2%	0.2%	2.3%	0.9%	3.7%	-4.1%
	Mexican Day	-5.8%	-2.0%	2.9%	6.5%	3.8%	4.5%	3.6%	3.1%	-5.3%	-1.5%	-0.9%
	<b>Total</b>	-4.8%	-2.5%	4.0%	4.8%	3.4%	1.2%	1.0%	2.5%	-0.7%	2.4%	-3.3%
Overnight	Hotel/Motel	-5.0%	7.0%	5.0%	5.2%	3.1%	4.9%	2.5%	2.7%	1.4%	2.5%	-0.5%
	Household	-4.7%	1.6%	3.8%	-1.1%	-0.2%	0.2%	0.3%	-1.0%	0.5%	1.0%	-0.6%
	Other Overnight	-3.1%	4.5%	5.5%	3.2%	3.6%	2.6%	6.3%	3.5%	4.5%	3.4%	0.4%
	<b>Total</b>	-4.8%	4.5%	4.5%	2.4%	1.8%	2.9%	1.8%	1.3%	1.2%	2.0%	-0.5%
<b>Grand Total</b>		-4.8%	0.9%	4.3%	3.6%	2.6%	2.1%	1.4%	1.9%	0.3%	2.2%	-1.9%
<b>Visitor Spending and Regional Impact</b>												
Total Visitor Spending		-12.0%	1.7%	5.7%	6.6%	5.2%	9.7%	7.7%	4.8%	4.1%	6.1%	1.3%
Economic Impact		-12.0%	1.7%	5.7%	6.6%	5.2%	9.7%	7.7%	4.8%	4.1%	6.1%	1.3%
<b>Attractions / Arts and Museums</b>												
Arts and Museums		4.6%	-8.0%	-3.4%	8.1%	31.7%	31.6%	14.6%	0.2%	2.2%	-5.4%	1.3%
Attraction		-3.3%	1.9%	9.2%	3.8%	3.1%	-2.7%	1.7%	1.4%	-2.0%	6.0%	-4.7%
<b>Traffic</b>												
Airport		-6.2%	-0.8%	0.2%	1.9%	2.8%	6.1%	6.9%	2.9%	7.3%	9.3%	4.0%
Border		-6.9%	-2.1%	1.4%	2.3%	2.5%	5.3%	6.6%	2.0%	-0.4%	4.1%	2.7%
Highway		-3.1%	-0.4%	0.0%	-1.2%	12.0%	4.6%	8.9%	-3.1%	4.6%	-4.4%	0.8%
<b>San Diego Convention Center Corporation - Primary Conventions Only</b>												
Conventions vs. Prior Year		3	-7	10	-7	8	1	-5	-4	-6	-2	12
Attendance YOY Growth		-18.1%	4.7%	4.2%	-0.9%	-6.6%	0.6%	4.9%	26.1%	-21.8%	10.2%	3.4%
Contracted RN YOY Growth		7.7%	-6.2%	3.5%	5.3%	-8.2%	-3.5%	2.1%	23.4%	-10.0%	2.7%	-3.8%
Attendees Spending YOY Growth		-18.7%	4.7%	2.0%	7.3%	-9.9%	5.9%	4.6%	16.3%	-9.7%	12.7%	-5.0%

## Hotel Sector Performance

### Hotel Actuals

		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
San Diego, CA	% Occupancy	62.9%	66.4%	68.7%	70.5%	71.5%	74.6%	76.3%	77.1%	77.2%	78.6%	76.6%
	ADR	\$124.89	\$121.92	\$126.04	\$132.09	\$135.82	\$142.11	\$150.75	\$154.93	\$160.36	\$166.37	\$166.71
	RevPAR	\$78.53	\$80.95	\$86.58	\$93.14	\$97.17	\$105.97	\$115.05	\$119.39	\$123.81	\$130.76	\$127.76
	Room Nights Available	20,912,330	21,119,365	21,159,822	21,208,982	21,393,259	21,849,276	21,939,333	22,210,471	22,373,270	22,537,574	23,039,031
	Room Night Demand	13,149,763	14,021,915	14,534,022	14,954,684	15,304,937	16,293,488	16,742,751	17,115,644	17,273,217	17,713,907	17,656,416
San Diego City Properties	% Occupancy	65.1%	68.3%	70.9%	72.9%	73.7%	76.7%	78.5%	79.1%	79.1%	80.7%	78.5%
	ADR	\$126.49	\$123.83	\$131.18	\$138.11	\$141.03	\$147.78	\$157.53	\$161.86	\$167.39	\$173.34	\$174.13
	RevPAR	\$82.35	\$84.56	\$93.00	\$100.68	\$104.00	\$113.38	\$123.66	\$128.01	\$132.38	\$139.83	\$136.68
	Room Nights Available	13,623,982	13,905,679	14,815,837	14,687,387	14,653,795	14,649,820	14,594,521	14,731,756	15,014,076	15,102,971	15,281,975
	Room Night Demand	8,869,828	9,495,703	10,504,087	10,706,768	10,806,649	11,239,481	11,457,128	11,650,715	11,873,384	12,183,061	11,995,470

### YOY Percent Change

San Diego, CA	Occupancy %YOY	-9.2%	5.6%	3.5%	2.7%	1.5%	4.2%	2.3%	1.0%	0.2%	1.8%	-2.5%
	ADR %YOY	-12.5%	-2.4%	3.4%	4.8%	2.8%	4.6%	6.1%	2.8%	3.5%	3.7%	0.2%
	RevPar %YOY	-20.5%	3.1%	7.0%	7.6%	4.3%	9.1%	8.6%	3.8%	3.7%	5.6%	-2.3%
	Room Nights Available	3.7%	1.0%	0.2%	0.2%	0.9%	2.1%	0.4%	1.2%	0.7%	0.7%	2.2%
	Room Nights Demand	-5.8%	6.6%	3.7%	2.9%	2.3%	6.5%	2.8%	2.2%	0.9%	2.6%	-0.3%
San Diego City Properties	Occupancy %YOY	-9.4%	4.9%	3.8%	2.8%	1.2%	4.0%	2.3%	0.7%	0.0%	2.0%	-2.7%
	ADR %YOY	-14.4%	-2.1%	5.9%	5.3%	2.1%	4.8%	6.6%	2.8%	3.4%	3.6%	0.5%
	RevPar %YOY	-22.4%	2.7%	10.0%	8.2%	3.3%	9.0%	9.1%	3.5%	3.4%	5.6%	-2.2%
	Room Nights Available	0.7%	2.1%	6.5%	-0.9%	-0.2%	0.0%	-0.4%	0.9%	1.9%	0.6%	1.2%
	Room Nights Demand	-8.7%	7.1%	10.6%	1.9%	0.9%	4.0%	1.9%	1.7%	1.9%	2.6%	-1.5%

#### 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 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

#### Smith Travel Research

*SD County and City Hotel Room Nights Available* represents hotel/motel rooms available in the county and city for sale during the period as reported by the hotels to Smith Travel Research.

*SD County and City Demand-Room Nights Sold* represents the number of rooms sold in the county and city for the period among the rooms available as reported by the hotels to Smith Travel Research.

#### Convention Center Corporation

*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, PLANING AND RESEARCH - If you have questions, please contact Miriam Perkins at 619-557-2874 or mperkins@sandiego.org