



Calendar Year 2020 Monthly YOY Growth

Select Year
2020

Select Month
December

Visitor Volume		2020												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	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%	-70.4%	-92.6%	-71.1%
	Mexican Day	0.3%	4.9%	-37.5%	-78.4%	-76.2%	-72.1%	-60.6%	-67.3%	-64.6%	-67.8%	-69.1%	-65.9%	-55.5%
	Total	9.5%	9.2%	-63.4%	-92.0%	-89.5%	-87.2%	-74.7%	-72.7%	-63.9%	-65.7%	-70.0%	-84.3%	-67.3%
Overnight	Hotel/Motel	4.3%	7.4%	-48.8%	-88.0%	-81.8%	-81.0%	-65.0%	-48.6%	-37.1%	-40.7%	-47.4%	-52.0%	-50.7%
	Household	5.6%	5.9%	-49.5%	-90.1%	-87.2%	-79.8%	-64.6%	-54.2%	-48.0%	-50.5%	-50.4%	-68.5%	-53.7%
	Other Overnight	3.6%	6.6%	-55.4%	-90.9%	-78.7%	-63.9%	-48.7%	-42.3%	-32.9%	-23.7%	-25.8%	-32.1%	-42.3%
	Total	4.8%	6.8%	-49.3%	-88.9%	-83.4%	-79.6%	-63.9%	-50.4%	-40.3%	-42.9%	-47.5%	-59.2%	-51.3%
Grand Total		6.7%	7.9%	-56.9%	-90.6%	-86.5%	-83.2%	-69.8%	-61.6%	-51.4%	-54.1%	-57.1%	-70.9%	-59.2%

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%	-53.3%	-64.1%	-55.7%
Total Regional Impact		4.7%	8.9%	-54.8%	-87.9%	-81.6%	-78.5%	-69.3%	-57.9%	-48.2%	-52.8%	-53.3%	-64.1%	-55.7%

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%	-91.0%	-100.0%	-77.6%
Attraction		24.0%	11.1%	-71.2%	-99.9%	-98.9%	-90.0%	-83.5%	-74.4%	-58.2%	-46.0%	-60.0%	-90.8%	-67.9%

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%	-65.9%	-71.8%	-63.4%
Traffic I-5 South		0.4%	5.3%	-31.8%	-59.1%	-39.5%	-31.7%	-24.7%	-18.9%	-14.7%	-9.7%	-12.1%	-16.5%	-21.7%
Traffic I-8 West		1.4%	6.6%	-24.0%	-45.1%	-26.9%	-17.5%	-12.9%	-13.7%	-8.8%	-6.7%	-7.9%	-11.9%	-14.3%
Traffic I-15 South		3.5%	7.6%	-29.5%	-50.5%	-36.1%	-29.0%	-27.8%	-24.5%	-20.8%	-25.6%	-27.2%	-29.2%	-24.7%
Border Crossings		7.6%	9.0%	-32.8%	-65.8%	-57.4%	-47.3%	-46.6%	-44.6%	-42.3%	-37.7%	-38.7%	-45.1%	-37.8%
Cross Border Xpress Northbound		12.3%	28.2%	-28.1%	-91.6%	-85.6%	-70.8%	-64.4%	-47.3%	-37.2%	-31.2%	-31.2%	-58.7%	-43.9%

San Diego Convention Center														
# of Conventions YOY		0	3	-6	-8	-4	-6	-6	-7	-5	-7	-6	-3	-55
Attendance YOY Growth		-33.6%	24.3%	-71.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-88.3%
Contracted RN YOY Growth		7.8%	32.6%	-76.7%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-85.1%
Attendees Spending YOY Growth		-31.8%	47.8%	-59.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-81.8%

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
December

Hotel Actuals by Month

		2020												Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego, CA	% Occupancy	70.4%	77.5%	41.2%	26.7%	37.4%	40.6%	49.8%	51.9%	54.2%	51.1%	41.6%	31.9%	48.5%
	ADR	\$147.63	\$160.19	\$134.54	\$89.13	\$93.54	\$108.55	\$130.88	\$132.52	\$133.17	\$128.07	\$112.47	\$98.41	\$129.30
	RevPAR	\$103.88	\$124.09	\$55.49	\$23.76	\$34.95	\$44.08	\$65.14	\$68.75	\$72.17	\$65.50	\$46.81	\$31.43	\$62.77
	Room Nights Available	1.99M	1.80M	2.00M	1.41M	1.41M	1.64M	1.75M	1.96M	1.91M	1.97M	1.92M	1.96M	21.72M
	Room Night Demand	1.40M	1.40M	0.82M	0.38M	0.53M	0.67M	0.87M	1.01M	1.04M	1.01M	0.80M	0.63M	10.54M
San Diego City Properties	% Occupancy	72.8%	79.7%	38.1%	21.1%	32.4%	36.2%	44.8%	46.2%	50.2%	46.4%	37.5%	26.7%	45.2%
	ADR	\$157.60	\$172.53	\$147.02	\$93.48	\$96.14	\$113.11	\$133.04	\$135.75	\$136.43	\$128.97	\$113.04	\$101.37	\$136.69
	RevPAR	\$114.78	\$137.49	\$56.02	\$19.75	\$31.12	\$40.96	\$59.64	\$62.69	\$68.43	\$59.91	\$42.38	\$27.09	\$61.85
	Room Nights Available	1.29M	1.17M	1.29M	0.90M	0.85M	1.03M	1.11M	1.26M	1.23M	1.27M	1.23M	1.26M	13.89M
	Room Night Demand	0.94M	0.93M	0.49M	0.19M	0.28M	0.37M	0.50M	0.58M	0.62M	0.59M	0.46M	0.34M	6.28M

Hotel Sector - YOY Growth

Hotel YOY Growth by Month

		2020												Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego, CA	Occupancy %YOY	1.7%	2.7%	-48.5%	-66.5%	-49.5%	-52.3%	-42.6%	-37.1%	-30.1%	-31.7%	-42.0%	-49.1%	-36.6%
	ADR %YOY	-1.4%	-0.6%	-17.3%	-46.2%	-43.8%	-40.7%	-37.1%	-25.9%	-18.5%	-19.3%	-24.2%	-26.0%	-22.3%
	RevPar %YOY	0.3%	2.1%	-57.4%	-82.0%	-71.6%	-71.8%	-63.9%	-53.4%	-43.0%	-44.9%	-56.0%	-62.3%	-50.8%
	Room Nights Available	3.3%	3.1%	2.5%	-25.3%	-27.7%	-13.2%	-10.7%	-1.6%	-1.0%	-1.0%	-0.6%	-1.7%	-6.2%
	Room Nights Demand	5.0%	5.9%	-47.2%	-75.0%	-63.5%	-58.6%	-48.7%	-38.2%	-30.8%	-32.4%	-42.4%	-50.0%	-40.5%
San Diego City Properties	Occupancy %YOY	0.7%	1.7%	-53.6%	-74.1%	-57.2%	-58.0%	-48.6%	-45.0%	-37.5%	-39.8%	-49.4%	-57.8%	-42.4%
	ADR %YOY	-0.8%	0.0%	-14.3%	-46.1%	-45.1%	-40.5%	-37.7%	-25.4%	-21.7%	-23.9%	-27.3%	-25.8%	-21.5%
	RevPar %YOY	0.0%	1.6%	-60.3%	-86.0%	-76.5%	-75.0%	-68.0%	-59.0%	-51.1%	-54.2%	-63.2%	-68.7%	-54.7%
	Room Nights Available	0.2%	-0.1%	-0.5%	-28.4%	-34.4%	-18.2%	-14.7%	-3.1%	-2.4%	-2.2%	-1.9%	-3.2%	-9.1%
	Room Nights Demand	0.9%	1.6%	-53.9%	-81.4%	-71.9%	-65.6%	-56.2%	-46.7%	-39.0%	-41.1%	-50.3%	-59.2%	-47.6%