



MEETINGS MEAN BUSINESS

From regional meetings to national conventions, San Diego provides a perfect location for inspiration and productivity all with a commitment to ensuring the health and well-being of attendees. These meetings and conventions are huge drivers of the local economy, directly supporting lodging, tourism and hospitality businesses, and the transportation sector. In addition, the taxes generated support jobs and public services for residents of the greater San Diego region.

We celebrate this Global Meetings Industry Day during the most challenging of times. Still, we know that this industry is resilient and filled with professionals who are coming together to demonstrate that now more than ever meetings matter. We look forward to you meeting safely in San Diego.

**\$4.1
BILLION
LOST EACH MONTH
FOR MEETINGS
AND EVENTS IN
CALIFORNIA**

WHAT AMERICANS ARE SAYING ABOUT IN-PERSON MEETINGS AND CONVENTIONS

81%
SAY THEY MISS ATTENDING
IN-PERSON MEETINGS
AND CONVENTIONS

81%
SAY THEY WILL ATTEND
AS MANY—IF NOT MORE—
IN THE FUTURE

What's at Stake

SAN DIEGO MEETINGS BY THE NUMBERS

**\$3.9
BILLION**
ANNUAL
VISITOR SPENDING
RELATED TO MEETINGS
AND CONVENTIONS

**\$6.6
BILLION**
ANNUAL
ECONOMIC IMPACT
RELATED TO MEETINGS
AND CONVENTIONS

**\$292
MILLION**
TOTAL TAXES
GENERATED FROM
MEETINGS AND
CONVENTIONS*

2.8 MILLION
NUMBER OF VISITORS ATTENDING
MEETINGS IN SAN DIEGO ANNUALLY



96% ATTENDEES
STAY IN HOTELS

11% INTERNATIONAL
ATTENDEES

3.7 AVERAGE NIGHTS
PER VISIT

70% ARRIVE BY AIR
FOR CONFERENCE

HOW PERFECT IS THE WEATHER?

72°F THE AVERAGE TEMPERATURE
YEAR-ROUND



TOURISM AUTHORITY

[VISIT SANDIEGO.ORG/MEETINGS](https://www.sandiego.org/meetings)

SOURCE: APCO Insight, CalTravel, CIC Research,
* Taxes include property, sales, and transient occupancy tax
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