

Happiness is:
**The Perfect Climate
 for Productivity.**

UPCOMING CONVENTION ATTENDANCE PROFILE



Thursday, July 21 – Sunday, July 24, 2022

Anticipated Attendance over the 4-Day Show:

50,000-90,000

(Actual Attendance in 2019 was approximately 130,000)

Group Description

According to Guinness World Records, San Diego Comic-Con International is the largest comic book convention in the world. The four-day festival showcases the love for comic books, movies, TV shows, anime, manga, video games, and other popular cultures. Attendees can also see their favorite stars up close, ask questions and get autographs.

Attendee Profile

Comic-Con brings comics creators, science fiction and fantasy authors, film and television directors, producers, and writers, and creators from all aspect of the popular arts together with their fans of all ages from all around the world.

Schedule of Events

Date	Thursday, July 21	Friday, July 22	Saturday, July 23	Sunday, July 24
Approx. Attendee	50,000-90,000	50,000-90,000	50,000-90,000	50,000-90,000
Convention Center Activities	Exhibit Hall, Film Screenings, Workshops & Educational Programming, Games	Exhibit Hall, Film Screenings, Workshops & Educational Programming, Games	Exhibit Hall, Film Screenings, Workshops & Educational Programming, Games	Exhibit Hall, Film Screenings, Workshops & Educational Programming, Games
Attendee Open Meals	All meals on Own	All meals on Own	All meals on Own	All meals on Own

Room Block - Contracted

Monday, July 18	Tuesday, July 19	Wednesday, July 20	Thursday, July 21	Friday, July 22	Saturday, July 23	Sunday, July 24
808	2,693	10,637	13,061	13,465	12,791	4,174

ATTENTION HOTELS

Per Debbie Wilson, onPeak, please alert **Housekeeping** that these attendees stay up late and do not get up early. Please schedule room turns after 10:00am if possible. **Outlets** should provide “Grab & Go” meals where possible and extend hours. Please remind **Guest Services** that many of these guests have now waited over two years to attend their favorite event and they are excited and in full costume, please respectfully engage with them and share in their enthusiasm and passion for Comic-Con!

Off-Site Scheduled Events

Information not yet provided by Comic-Con International

Hotel Shuttle Information

See attached

Contact Information

- Jacqueline Scott, Senior Director of Client Services, SDTA
- Robin Donlan, President, Comic-Con International