

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

UPCOMING CONVENTION ATTENDANCE PROFILE



Thursday, July 20 – Sunday, July 23, 2023
Anticipated Attendance over the 4-Day Show:
Approximately 135,000

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 20	Friday, July 21	Saturday, July 22	Sunday, July 23
Approx. Attendee	50,000-135,000	50,000-135,000	50,000-135,000	50,000-135,000
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 17	Tuesday, July 18	Wednesday, July 19	Thursday, July 20	Friday, July 21	Saturday, July 22	Sunday, July 23
900	3,000	11,850	14,550	15,000	14,250	4,650

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

<https://www.comic-con.org/cci/shuttles>

Contact Information

- Jacqueline Scott, Senior Director of Client Services, SDTA