



## ABOUT SAN DIEGO TOURISM AUTHORITY

The San Diego Tourism Authority (SDTA) is the sales and marketing engine for San Diego's tourism industry. Our program of work is built to stimulate inbound travel and demand for San Diego.

Incorporated in 1954, SDTA is a private not-for-profit 501C6 corporation that is governed by a 15-member board of directors comprised of industry and non-industry representatives. Recognized as one of the nation's leading Destination Marketing Organizations, the SDTA has received numerous industry awards and is accredited through Destination Management Association International.



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## SAN DIEGO TOURISM 2019 FAST FACTS

### MISSION

TO DRIVE VISITOR DEMAND  
TO ECONOMICALLY BENEFIT  
THE SAN DIEGO REGION.

### VISION

LEADING SAN DIEGO  
TO BECOME THE MOST  
DESIRABLE DESTINATION.



## SAN DIEGO VISITOR INDUSTRY STATISTICS

	2018 Calendar Year
Total Visitors .....	35.8 Million
Visitor Purpose .....	85% Leisure, 13% Business, 2% Other (all visitors)
Total Overnight Visitors .....	18.0 Million
Hotel or Motel .....	10.2 Million
Private Home Guests .....	6.7 Million
Camp / RV / Other .....	1.1 Million
Total Day Visitors .....	17.8 Million
Day Visitors (Excl. Mex.) .....	13.6 Million
Mexican Day Visitors .....	4.2 Million
Total Direct Visitor Spending .....	\$11.5 Billion
Hotel Room Nights Available .....	22.6 Million
Hotel Room Nights Sold .....	17.8 Million
Average Hotel Occupancy .....	78.7%
Average Daily Rate .....	\$166.30
FY 2018 County TOT .....	\$306 Million
FY 2018 City of San Diego TOT .....	\$231 Million
Total Taxes Generated .....	\$940 Million

## FOR INDUSTRY REPORTING, VISIT [SANDIEGO.ORG/RESEARCH](https://sandiego.org/research)

The San Diego Tourism Authority is funded in part by our members and the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds.

Cover image: 📍 1st Ave. and C St. Downtown San Diego

## WHY TRAVEL MATTERS

Tourism is one of the world's largest industries and one of the fastest growing. Tourism supports 319 million jobs (1 in 10 jobs) and generates 10.4% of global GDP. According to the World Travel & Tourism Council (WTTC), travel generated over \$8.8 trillion for the world economy in 2018, growing at a pace of 6% and outpacing the global economy for the seventh successive year. WTTC projects that global Travel & Tourism contribution to direct GDP will grow annually by 3.7% over the next ten years.

Here in the United States, Travel & Tourism generates \$2.5 trillion in economic output (12.9% of GDP) and supports 15.7 million U.S. jobs (1 in 10 jobs). Similar to global trends, travel has outpaced other industries in terms of growth and job creation. Travel ranks number six in terms of employment compared to other major private industry sectors.

The impact is just as great in San Diego. Tourism is San Diego's second largest traded industry (behind Research/Technology/Innovation), employing approximately 194,000 people - 13% of the jobs in the county. Travelers to the county annually spend \$11.5 billion at San Diego businesses and generate \$940 million in total taxes, of which \$306 million are transient occupancy tax revenues that directly support San Diegan's quality of life - from paying police officers and firefighters to maintaining parks and recreation.

The impact of travel is felt by a large cross-section of industry sectors including accommodations, transportation, attractions, museums, restaurants, and retail.

For more information, visit [SanDiego.org/research](https://sandiego.org/research).

SOURCES: WTTC Report; US Travel Association; EDD; CIC Research



# TOURISM AUTHORITY PROGRAMS DELIVER TOURISM REVENUES

## DELIVERING RETURN ON INVESTMENT

With an operating budget of \$42 million, SDTA sales and marketing generated 4.5 million room nights for the San Diego Region in FY 2018.\*

RETURN ON INVESTMENT\*

\$23 TO \$1

\* Based on lodging revenue generated for the City of San Diego Tourism Marketing District (FY18).

## FY 2019 KPIs (KEY PERFORMANCE INDICATORS)

### GOALS

- Produce over 1.9 billion paid advertising gross impressions.
- Generate an estimated 15.75 million audience engagements through the website, social media, and e-mail.
- Deliver \$38.5 million in unpaid media exposure through earned media (unpaid editorial), unpaid media promotions and cooperative advertising partners.

### GUIDING PRINCIPLES

- Act as the collective voice of the destination and do what individual organizations can't do by themselves.

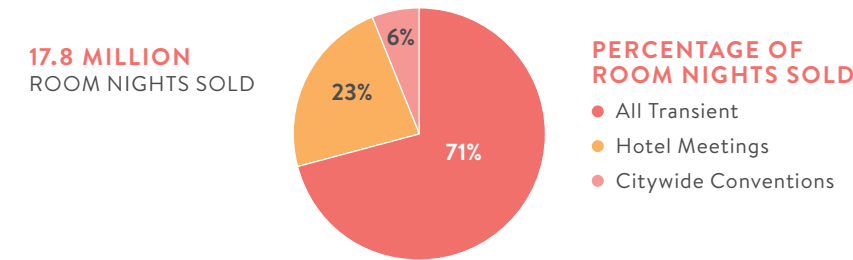
- Elevate the San Diego brand and broaden context of San Diego's diverse travel product.
- Leverage all SDTA's marketing assets across Bought + Earned + Owned channels in order to increase San Diego's share of voice.
- Focus on developing new markets and audiences for the destination.
- Align programs with Visit California and Brand USA in order to maximize efficiency.
- Deliver strong return on investment for all major programs.
- Support the membership by providing value and opportunity to effectively reach the marketplace.

# REGIONAL ECONOMY IS DEPENDENT UPON STRONG TOURISM DEMAND

## SAN DIEGO TOURISM INFRASTRUCTURE

Number of Hotels, Motels, Bed and Breakfasts, and Casino Hotel Properties.....	556
Number of Hotel Rooms in County of San Diego.....	62,590
Number of Hotel Rooms in the City of San Diego Tourism Marketing District.....	40,978
Hotel Room Nights Sold Mix.....	71% Leisure/Transient, 29% Group
Annual SAN Airline Passengers .....	12.1 Million
Annual Attendance at Major Attractions .....	15.5 Million
Total Cruise Passengers.....	267,861
Embarking passengers .....	107,180
Number of Golf Courses.....	83
Number of Gaming Casinos.....	12
Number of Arts Institutions .....	434
Number of Craft Breweries.....	157

## SAN DIEGO COUNTY HOTEL ROOM NIGHT MARKET MIX (2018)



## SAN DIEGO CONVENTION CENTER (2018)



- 68 Primary Conventions
- 610,848 Attendees
- 791,416 Contracted Room Nights
- \$733 M in Attendee Spending

# SAN DIEGO'S BRAND

San Diego's unique blend of outdoor lifestyle, sun-soaked beaches and dynamic city experiences creates an unparalleled balance of relaxation and excitement – we're one part beach, one part city. Through our laid-back, friendly, refreshingly down-to-earth attitude, this is a destination that more than shines. Through our open-mindedness we inspire optimism and positivity like no place else on earth, and bring out the best in everyone.

Which is why we like to say, in San Diego, the outlook is always sunny.

<b>The Climate</b>	+	<b>The People</b>	+	<b>The Place</b>	=	<b>A Sunny Outlook</b>
— ALWAYS GREAT year-round sunny weather		— CHILL laid-back, friendly, down-to-earth		— BEACH CITY outdoor lifestyle, sun-soaked beaches, dynamic city experiences		— UNIQUE ATTITUDE fueled by good vibes

## BENEFIT

A place that  
inspires optimism  
& positivity —  
where anything  
is possible

## BRAND CHARACTER

Vibrant, authentic,  
welcoming, joyful,  
laid-back, open-minded,  
and creative