



# Calendar Year by Month

## San Diego County Visitor Industry Performance 2017

Select Year  
2017

Select Month  
July

### Visitor Volume

		2017							Grand Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	
Day Visitor	Day Vis (Exc Mex)	533K	564K	1,100K	1,305K	1,060K	1,126K	2,160K	7,848K
	Mexican Day Vis	350K	299K	382K	376K	337K	318K	365K	2,427K
	<b>Total</b>	<b>883K</b>	<b>863K</b>	<b>1,482K</b>	<b>1,681K</b>	<b>1,397K</b>	<b>1,444K</b>	<b>2,525K</b>	<b>10,275K</b>
Overnight Visitor	Hotel/Motel	665K	685K	915K	849K	817K	1,039K	1,050K	6,020K
	Household	578K	401K	371K	468K	463K	512K	878K	3,671K
	Other Overnight	78K	63K	70K	87K	83K	89K	108K	578K
	<b>Total</b>	<b>1,321K</b>	<b>1,149K</b>	<b>1,356K</b>	<b>1,404K</b>	<b>1,363K</b>	<b>1,640K</b>	<b>2,036K</b>	<b>10,269K</b>
<b>Grand Total</b>		<b>2,204K</b>	<b>2,012K</b>	<b>2,838K</b>	<b>3,085K</b>	<b>2,760K</b>	<b>3,084K</b>	<b>4,561K</b>	<b>20,544K</b>

### Visitor Spending

Visitor Spending	\$750M	\$711M	\$901M	\$933M	\$898M	\$1,022M	\$1,301M	\$6,515M
Total Regional Impact	\$1,237M	\$1,173M	\$1,486M	\$1,540M	\$1,482M	\$1,686M	\$2,147M	\$10,750M

### Attractions / Arts and Museums

Arts and Museums	0.19M	0.19M	0.21M	0.20M	0.20M	0.20M	0.29M	1.49M
Attraction	0.77M	0.77M	1.24M	1.43M	1.07M	1.44M	2.02M	8.73M

### Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	756,849	715,923	878,429	884,423	939,657	1,005,528	1,084,582	6,265K
Border Crossings	4,024,228	3,729,662	4,447,325	3,899,311	4,027,901	3,785,010	4,095,576	28,009K
Highways (South & Westbound)	5,725,976	5,289,962	5,926,233	5,766,295	6,024,318	5,909,344	6,120,089	40,762K
Train (Amtrak)	59,546	57,064	72,350	68,619	73,069	72,288	93,266	496K

### San Diego Convention Center Corporation - Primary Conventions Only

Number of Conventions	6	8	5	6	6	7	7	45
SDCC Attendance	25,515	39,605	41,036	30,927	26,789	86,105	86,105	336,082
SDCC Contracted Room Nights	46,428	51,501	97,501	47,485	59,058	107,679	107,679	517,331
Attendee Spending	\$33.64M	\$46.87M	\$61.05M	\$47.64M	\$39.95M	\$77.98M	\$77.98M	\$385.12M



# Calendar Year 2017 Monthly YOY Growth

Select Year  
2017

Select Month  
July

## Visitor Volume

		2017							Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	
Day Visitor	Day Vis (Exc Mex)	-1.5%	-15.9%	-3.4%	28.1%	-1.5%	0.9%	1.9%	2.2%
	Mexican Day Vis	-3.0%	-6.0%	-7.5%	-3.6%	-6.9%	-8.4%	-6.4%	-6.0%
	Total	-2.1%	-12.7%	-4.5%	19.3%	-2.9%	-1.3%	0.6%	0.1%
Overnight Visitor	Hotel/Motel	0.2%	0.1%	4.1%	1.4%	2.3%	2.8%	2.3%	2.0%
	Household	-1.2%	-5.2%	-2.4%	4.5%	-1.7%	1.2%	0.9%	-0.3%
	Other Overnight	4.0%	-1.6%	2.9%	10.1%	3.8%	6.0%	6.9%	4.9%
	Total	-0.2%	-1.9%	2.2%	2.9%	1.0%	2.4%	2.0%	1.3%
Grand Total		-1.0%	-6.9%	-1.4%	11.3%	-1.0%	0.7%	1.2%	0.7%

## Visitor Spending

Total Visitor Spending	3.9%	-1.2%	7.5%	8.3%	3.1%	7.8%	5.1%	5.1%
Total Regional Impact	3.9%	-1.2%	7.5%	8.3%	3.1%	7.8%	5.1%	5.1%

## Attractions / Arts and Museums Attendance

Arts and Museums	20.4%	1.3%	-1.8%	-1.5%	2.9%	6.5%	6.0%	4.4%
Attraction	-2.9%	-15.6%	-4.8%	24.1%	-8.7%	-3.4%	-2.2%	-1.6%

## Traffic Volume (Includes Visitors and Residents)

Airport Arrivals	-2.1%	0.1%	2.6%	5.6%	7.6%	11.3%	11.2%	5.6%
Border Crossings	-3.0%	-6.0%	-7.5%	-3.6%	-6.9%	-8.4%	-6.4%	-6.0%
Highways (South & Westbound)	11.3%	3.2%	4.2%	4.5%	4.6%	3.5%	0.8%	4.5%
Train (Amtrak)	-5.8%	-5.9%	3.7%	8.1%	1.9%	4.7%	0.9%	1.2%

## San Diego Convention Center - Primary Conventions Only

# of Conventions YOY Difference	-5	2	-3	1	3	1	3	2
Attendance YOY Growth	-23.8%	18.6%	22.2%	-45.3%	-17.6%	6.3%	-67.2%	-36.9%
Contracted RN YOY Growth	-13.5%	-9.8%	78.0%	-47.5%	-42.8%	72.7%	-15.2%	-5.7%
Attendees Spending YOY Growth	-34.3%	10.9%	13.1%	-45.9%	-34.5%	35.2%	-40.2%	-20.5%

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, Wild Animal Park, LEGOLAND California, Sea Life Aquarium, Cabrillo National Monument, and Midway Aircraft Carrier.

Arts/Museum Attendance equals total attendance figures from seven cultural institutions - San Diego Aerospace Museum, Museum of Contemporary Art, San Diego Maritime Museum, San Diego Natural History Museum, San Diego Museum of Art, Reuben H. Fleet Science Center, Birch Aquarium at Scripps, the La Jolla Playhouse, and San Diego Symphony.

Airport Arrivals are all passenger arrivals at the San Diego International Airport, San Diego Regional Airport Authority.

Amtrak Arrivals are all south-bound passengers into San Diego County.

Border Crossings - Estimated number of people crossing the border at San Ysidro, Otay Mesa, and Tecate- Department of Homeland Security. Also Banco de Mexico data.

Highways used: I-5 South, I-15 South and I-8 West

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  
2017

Select Month  
July

### Hotel Actuals by Month

		2017							
		Jan	Feb	Mar	Apr	May	Jun	Jul	Total
San Diego County	% Occupancy	66.9%	76.2%	83.1%	80.3%	75.4%	85.0%	88.8%	79.4%
	ADR	\$142.21	\$151.92	\$163.01	\$155.30	\$154.73	\$171.50	\$200.92	\$164.32
	RevPAR	\$95.09	\$115.71	\$135.41	\$124.72	\$116.71	\$145.77	\$178.33	\$130.47
	Room Nights Available	1.89M	1.72M	1.90M	1.84M	1.90M	1.85M	1.91M	13.01M
	Room Night Demand	1.27M	1.31M	1.58M	1.48M	1.44M	1.57M	1.69M	10.33M
San Diego City	% Occupancy	69.3%	79.2%	84.6%	81.8%	77.4%	87.5%	89.8%	81.4%
	ADR	\$151.63	\$162.35	\$172.99	\$162.47	\$161.36	\$179.09	\$205.21	\$171.96
	RevPAR	\$105.12	\$128.51	\$146.41	\$132.90	\$124.85	\$156.63	\$184.30	\$139.91
	Room Nights Available	1.26M	1.13M	1.26M	1.21M	1.26M	1.21M	1.25M	8.58M
	Room Night Demand	0.87M	0.90M	1.06M	0.99M	0.97M	1.06M	1.13M	6.98M

### Hotel Sector - YOY Growth

### Hotel YOY Growth by Month

		2017							
		January	February	March	April	May	June	July	Total
San Diego County	Occupancy %YOY	-1.2%	1.5%	3.2%	1.5%	1.1%	1.5%	1.5%	1.4%
	ADR %YOY	4.3%	3.5%	9.4%	1.4%	0.5%	7.5%	2.7%	4.2%
	RevPar %YOY	3.1%	5.0%	12.9%	2.9%	1.6%	9.1%	4.3%	5.6%
	Room Nights Available	1.4%	1.2%	1.0%	0.8%	0.9%	1.3%	0.9%	1.1%
	Room Nights Demand	0.2%	2.7%	4.2%	2.2%	2.1%	2.8%	2.5%	2.4%
San Diego City	Occupancy %YOY	-2.6%	2.3%	3.4%	0.0%	1.8%	2.8%	2.0%	1.4%
	ADR %YOY	5.5%	3.5%	10.9%	0.3%	-1.2%	8.9%	2.8%	4.4%
	RevPar %YOY	2.7%	5.9%	14.7%	0.3%	0.6%	12.0%	4.8%	5.9%
	Room Nights Available	2.2%	1.0%	0.7%	0.4%	0.3%	0.3%	-0.3%	0.6%
	Room Nights Demand	-0.5%	3.3%	4.1%	0.4%	2.2%	3.2%	1.7%	2.1%