



# RESEARCH

## SAN DIEGO COUNTY 2024 VISITOR INDUSTRY GENERAL FACTS\*

### Visitors to San Diego County

There were 31.8 million visitors to San Diego, of which 17.3 million were overnight and 14.5 million were day visitors.

### Visitor Spending

Visitors to San Diego spent \$14.3 billion during their stays. Nearly 80% of those dollars were spent at businesses *other* than lodging, up from 70% in 2019.

### San Diego Hospitality Industry Employment

Visitor activity supports 1 in 8 San Diego jobs in fields directly and indirectly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: Future Partners 2023 Visitation and Spending Estimates, SDTA IMPLAN analysis*

### San Diego Convention Center

The San Diego Convention Center held 55 primary conventions and trade shows hosting 550,862 attendees. These events represent approximately \$817.2 million in direct spending by convention delegates. *Source: SDCCC*

### Hotel Performance

San Diego County sold 17.23 million hotel room nights, averaged 73.5% occupancy and a \$209.94 average daily rate. *Source: STR*

### Hotel Rooms

San Diego has approximately 562 hotel, motel, bed & breakfast, and casino hotel properties, with 64,021 rooms available to visitors.

### Alternate Accommodations

Throughout San Diego County, there are 15,694 homes available to guests on Airbnb and VRBO, of which 5,750 are hotel-comparable units (studio and one-bedroom). *Source: AirDNA*

### Arrivals to San Diego County

Roughly 11.9 million air passengers arrived at Lindbergh Field, which is served by a total of 16 airline passenger carriers. The Cross Border Xpress served 2.3 million northbound passengers across the bridge from the Tijuana Airport into San Diego. Southbound and westbound vehicle traffic into the county neared 60 million.

*These numbers include San Diego residents as well as visitors. Sources: SDRAA, CalTrans, CBX*

### Tax Revenue

In San Diego County, more than \$417 million was collected in Transient Occupancy Tax revenue for fiscal year 2023 (July 2022 - June 2023). Additional sales taxes and property taxes from visitor industry businesses amounted to more than \$1.0 billion for calendar year 2023 which are used to fund police and fire safety, infrastructure, and other public initiatives, easing the tax burden of San Diego households by an average of \$880 each. *Source: Cities in San Diego County, SDTA IMPLAN analysis*

### Population

The population of San Diego County is estimated to be 3.3 million. San Diego ranks as the nation's fifth largest county.

\*2023 Calendar Year Data