



# SAN DIEGO'S TOURISM ECONOMY

With more than 70 miles of coastline, state of the art hotel and convention spaces, and an array of entertainment options throughout the region, San Diego is positioned as one of the top visitor and convention destinations in the world. Dubbed by Fodor's as a "vacationer's paradise" and the U.S. Weather Bureau as "the closest thing to perfect weather in America," San Diego's world-class waterfront and award-winning international airport make it accessible from destinations across the globe.

Critical to the region, San Diego's tourism economy is one of San Diego's three core traded economies, along with the region's innovation and military economies. Tourism employs more than 180,900 people in a variety of positions including lodging, food service, attractions and transportation.<sup>1</sup>

## HIGHLIGHTS

- » **Welcome to SD:** In 2016, there were 34.3 million visitors to San Diego, of which more than 17.2 million stayed overnight and more than 17.1 million were day visitors.<sup>2</sup>
- » **Vacancy:** San Diego has approximately 539 hotel, motel, bed & breakfast and casino hotel properties, with 60,488 rooms available to visitors.<sup>2</sup>
- » **Tax revenue:** San Diego's tourism economy generates more than \$704.6 million in state and local taxes.<sup>2</sup>
- » **Airport traffic + revenue:** San Diego International Airport (SAN) serves more than 20 million passengers annually.<sup>3</sup> The airport and affiliated enterprises contribute an estimated \$9.9 billion annually to the regional economy.<sup>4</sup>
- » **Comic-Con:** For the past 20 years, the San Diego Convention Center has been home to one of North America's largest pop culture conventions, Comic-Con, which attracts more than 130,000 attendees annually.

## KEY ATTRACTIONS AND EVENTS

- |                       |                               |  |
|-----------------------|-------------------------------|--|
| » Balboa Park         | » LEGOLAND California Resort  | » San Diego Zoo and Safari Park          |
| » Comic-Con           | » Petco Park                  | » SeaWorld San Diego                     |
| » Del Mar Fairgrounds | » Port of San Diego           | » Stone Brewing World Bistro and Gardens |
| » Hotel del Coronado  | » San Diego Convention Center |  |



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

## SPOTLIGHT

### BIO International 2017

Returning after a successful event in 2014, the [BIO International Convention](#) will be held in San Diego in June 2017. As the premier life sciences convention in the world, BIO attracts 16,000 biotechnology and pharma leaders from around the world. As the #3 life sciences hub in America, San Diego is the ideal location for this convention, which will be back again in 2020.<sup>5</sup>

## RESOURCES

### San Diego Tourism Authority

SDTA is a private, nonprofit composed of approximately 1,100 member organizations, businesses, local governments and individuals seeking a better community through the visitor industry. The organization assists visitors throughout the region at three visitor centers and with a comprehensive website that enables visitors to search for and book accommodations and tickets to attractions. [sandiego.org](#)

### San Diego Convention Center

San Diego Convention Center hosts international and national conventions and trade shows in a worldclass facility located on the San Diego Harbor. [visitsandiego.com](#)

### San Diego International Airport

SAN has been named one of the safest airports in the country (Travel + Leisure magazine) and one of the best airports for business travel (Condé Nast Traveler). It is the busiest single-runway airport in the country with non-stop service to more than 50 destinations. [san.org](#)

### Port of San Diego

As one of the largest Ports in California, the Port oversees the San Diego Bay and surrounding waterfront bay which includes two maritime cargo terminals, two cruise ship terminals, 17 public parks, the Harbor Police Department and the leases of more than 600 tenant and sub tenant businesses around San Diego Bay. [portofsandiego.org](#)

## BY THE NUMBERS

### Employment Numbers

As of 2014, the tourism economy was responsible for **158,200** jobs in the San Diego region.

### Employment by Key Industries in the Tourism Economy

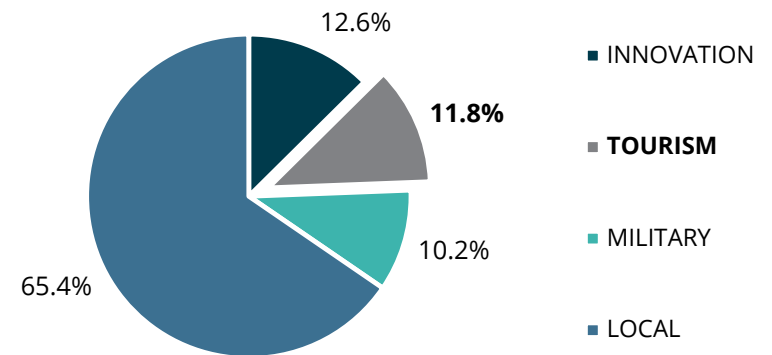
Industry	Employment	Avg Annual Pay	LQ*
Full-service Restaurants	57,450	\$19,700	1.22
Limited-service Restaurants	38,070	\$15,000	1.04
Hotels (except Casino Hotels) and Motels	27,370	\$30,100	1.91
Snack and Nonalcoholic Beverages Bars	7,290	\$16,100	1.43
Amusement and Theme Parks	5,160	\$20,300	3.24
Drinking Places (Alcoholic Beverages)	3,890	\$16,900	1.13
Golf Courses and Country Clubs	3,670	\$25,200	1.10
Food Service Contractors	3,010	\$24,500	0.73
Caterers	1,590	\$19,600	1.04
Other Shared Industries within Economy	10,740	\$53,351	
<b>Total Tourism</b>	<b>158,200</b>	<b>\$22,700</b>	<b>1.22</b>

### Our Economies

The vitality of San Diego's economy is reliant upon the strength of the region's four economic drivers – innovation, military, tourism and local.

The tourism economy is a vital part of the region's overall economic prosperity. As of 2014, the tourism economy was responsible for almost 12 percent of the region's total jobs.

Employment Comparisons  
Across the San Diego Region's Economies



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\*LQ=Location Quotient

Sources: Introduction: 1. California Employment Development Department, January 2016 | Highlights: 2. San Diego Tourism Authority, "San Diego County 2016 Visitor Industry General Facts", 2016 3. San Diego International Airport, "San Diego International Airport Reaches 20 Million Annual Passenger Mark", 2016 4. San Diego International Airport, "Demand and Economic Benefits Fact Sheet" | Spotlight: 5. San Diego Regional EDC and BW Research Partnership, "The Economic Impact of San Diego's Research Institutions", 2015