



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 by 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 197,000 people in a variety of positions including lodging, food service, attractions, and transportation.¹

HIGHLIGHTS

- » **Welcome to SD:** In 2017, there were 35 million visitors to San Diego, of which more than 17.6 million stayed overnight and more than 17.4 million were day visitors.²
- » **Binational connectivity:** The Cross Border Xpress is the first ever to connect a facility in the U.S. with a foreign airport terminal. In 2017, the Cross Border Xpress welcomed 1.9 million travellers.³
- » **Arts & Culture:** A top tourist destination, Balboa Park is home to more than 17 museums that span 1,200 acres in the heart of San Diego. Declared a national Historic Landmark in 1977, the park is nearly 50 percent larger than Central Park in New York City.²
- » **Comic-Con:** Since 1991, the San Diego Convention Center has been home to one of North America's largest pop culture conventions, Comic-Con, which annually attracts more than 130,000 attendees and has an economic impact of \$143 million.⁴

KEY ATTRACTIONS AND EVENTS

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



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

SPOTLIGHT

Petco Park

Since opening in downtown San Diego in 2004, Petco Park has become a community staple that consistently ranks among the best ballparks in America. Petco Park offers stunning views of San Diego Bay and the downtown skyline, a dazzling array of local food and craft beer options, and top-notch amenities and entertainment. The park plays host to a number of community events year-round such as "Padres Pedal the Cause," an annual event that has raised more than \$7.1 million for cancer research at local institutions.



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

At the San Diego Convention Center, 61 out-of-town conventions and trade shows were held, with an estimated attendance of 545,366 individuals. These events represent approximately \$651 million in direct spending by convention delegates.

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

BY THE NUMBERS

EMPLOYMENT NUMBERS

As of 2016, the tourism economy was responsible for 197,310 jobs in the San Diego region.¹



Employment by Key Industries in the Tourism Economy

Industry	Employment	Avg Annual Pay
Full-service Restaurants	64,230	\$22,950
Limited-service Restaurants	45,120	\$17,850
Hotels (except Casino Hotels) & Motels	30,180	\$33,570
Snack & Nonalcoholic Beverages Bars	9,990	\$19,050
Amusement & Theme Parks	5,610	\$43,630
Drinking Places (Alcoholic Beverages)	3,890	\$20,540
Golf Courses & Country Clubs	3,550	\$27,120
Food Service Contractors	3,140	\$28,400
Caterers	1,990	\$22,150
Other Shared Industries within Economy	29,610	-
Total	197,310	\$26,352

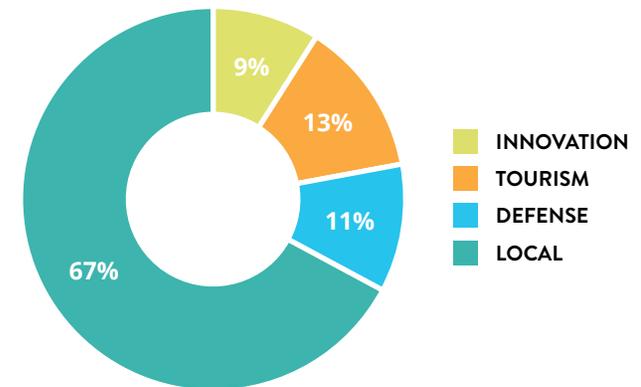
OUR ECONOMIES

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

San Diego is one of the top 10 visitor and meeting destinations in the U.S., with a growing sector focused on arts and culture. More than 35 million people visit San Diego each year. Many of San Diego's business leaders first visited the region as a tourist or convention delegate.

Tourism, a key driver behind the region's local economy, accounted for 13 percent of the region's total jobs.¹

Employment Comparisons
Across the San Diego Region's Economic Drivers



Sources: 1. San Diego Regional EDC, Traded Economies Analysis with BLS data, 2016 2. San Diego Tourism Authority, "San Diego General Facts," 2017 3. Travel Weekly, "Cross-Border Bridge Boosts Tijuana Airport," 2018 4. San Diego Convention Center Corporation, "FY17 Annual Report," 2017

For more information on San Diego's tourism economy, please contact:

Kate Gallagher,
Coordinator, Economic Development
ksg@sandiegobusiness.org | 619.615.2979

Last updated: March 2018