



RESEARCH

SAN DIEGO COUNTY 2022 VISITOR INDUSTRY GENERAL FACTS*

Visitors to San Diego County

There were 23.8 million visitors to San Diego, of which 13.8 million were overnight and 10 million were day visitors.

Visitor Spending

Visitors to San Diego spent \$7.5 billion during their stays. Seventy percent of those dollars were spent at businesses other than lodging.

San Diego Hospitality Industry Employment

The visitor industry employs 182,600 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: EDD as of Dec 2021*

San Diego Convention Center

The San Diego Convention Center held 19 primary conventions and trade shows hosting 94,950 attendees. These events represent approximately \$209.6 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Performance

San Diego County sold 14.3 million hotel room nights, averaged 61.9% occupancy and a \$164.54 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 13,700 homes available to guests on Airbnb and VRBO, of which 5,275 are hotel-comparable units (studio and one-bedroom). *Source: AirDNA*

Arrivals to San Diego County

An estimated 7.8 million air passengers arrived at Lindbergh Field, which is served by a total of 17 airline passenger carriers. The Cross Border Xpress served 1.5 million northbound passengers across the bridge from the Tijuana Airport into San Diego. Southbound and westbound vehicle traffic into the County neared 51 million.

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

Tax Revenue

In San Diego County, nearly \$187 million was collected in Transient Occupancy Tax revenue for fiscal year 2021 (July 2020 - June 2021). Additional sales taxes and property taxes from visitor industry businesses is not yet known.

Source: Cities in San Diego County

Population

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

**2021 Calendar Year Data*

STR hotel data is revised monthly and could change slightly from date of report.