



TOURISM AUTHORITY

**SAN DIEGO: A GLOBAL
SMART CITY**
2015 SAN DIEGO FAST FACTS



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ABOUT SAN DIEGO TOURISM AUTHORITY

The San Diego Tourism Authority (SDTA) is the sales and marketing engine for San Diego's tourism industry. Our program of work is built to stimulate inbound travel and demand for San Diego.

Incorporated in 1954, SDTA is a private not-for-profit 501C6 corporation that is governed by a 30-member board of directors comprised of industry and non-industry representatives. Recognized as one of the nation's leading Destination Marketing Organizations, the SDTA has received numerous industry awards and is accredited through Destination Management Association International.

FOR INDUSTRY REPORTING, VISIT SANDIEGO.ORG/RESEARCH

The San Diego Tourism Authority is funded in part by our members, the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds, the County and Port of San Diego.

MISSION

TO DRIVE VISITOR DEMAND TO ECONOMICALLY BENEFIT THE SAN DIEGO REGION.

VISION

LEADING SAN DIEGO TO BECOME THE MOST DESIRABLE DESTINATION.



SAN DIEGO VISITOR INDUSTRY STATISTICS

	2014 Calendar Year
Total # of Visitors	33.8 Million
Total Overnight Visitors.....	16.9 Million
Hotel or Motel.....	9.4 Million
Private Home Guests	6.7 Million
Camp / RV / Other	884,000
Total Day Visitors.....	16.9 Million
Day Visitors (Excl. Mex.)	12.6 Million
Mexican Day Visitors.....	4.2 Million
Direct Spending	\$9.2 Billion
Average Amount Spent By Each Hotel Visitor Per Day.....	\$228
Hotel Room Nights Available.....	21.7 Million
Hotel Room Nights Sold.....	16.2 Million
Average Hotel Occupancy	74.6%
Average Daily Rate	\$140.93
FY14 Transient Occupancy Tax.....	\$223 Million
San Diego City Only.....	\$170 Million

WHY TRAVEL MATTERS

Tourism is one of the world's largest industries and one of the fastest growing. Tourism supports 266 million jobs (1 in 11 jobs) and generates 9.5 percent of global GDP. According to the World Travel & Tourism Council (WTTC), travel generated over \$7.3 trillion in GDP, \$760 billion in investment and \$1.2 trillion in exports. WTTC projects that global Travel and Tourism contribution to direct GDP in 2015 will grow by 3.9 percent and is again forecast to outpace growth of the total global economy (3.0%).

Here in the United States, Travel & Tourism generates \$2.1 trillion in economic output annually (2.7% of GDP) and supports 14.9 million U.S. jobs (1 in 8 jobs). Similar to global trends, travel has outpaced other industries in terms of growth and job creation. Travel ranks number one among all U.S. industry exports.

The impact is just as great in San Diego. Tourism is San Diego's second largest traded industry (behind Research/Technology/Innovation), employing over 173,000 people- 13% of the jobs in our County. Travelers to our County spend \$9.2 billion at San Diego businesses and produce \$223 million in transient occupancy tax revenues that directly support San Diego's quality of life-from police and fire to maintaining parks and recreation.

The impact of travel is felt by a large cross-section of industry sectors including accommodations, transportation, attractions, museums, restaurants, and retail.



TOURISM AUTHORITY PROGRAMS DELIVER TOURISM REVENUES

DELIVERING RETURN ON INVESTMENT

With an operating budget of \$22.5 million, SDTA sales and marketing generated over 5 million room nights for the San Diego Region.*

RETURN ON INVESTMENT*
\$35 TO \$1

* Based on lodging revenue generated for the City of San Diego Tourism Marketing District, 15 months April 2013 - June 2014.

FY 2015 KPIs (KEY PERFORMANCE INDICATORS)

GOALS

- Deliver maximum hotel room nights to the Tourism Marketing District hotels.
- Produce over 900 million paid advertising gross impressions.
- Generate an estimated 8.9 million visitor inquiries through the website, social media, e-mail and phone.
- Deliver \$20 million in unpaid media exposure through earned media (unpaid editorial), unpaid media promotions and co-operative advertising partners.
- Elevate the San Diego brand and broaden context of San Diego's diverse travel product.
- Leverage all SDTA's marketing assets across Bought + Earned + Owned in order to increase San Diego's share of voice.
- Focus on developing new markets and audiences for the destination.
- Align programs with Visit California and Brand USA in order to maximize efficiency.

GUIDING PRINCIPLES

- Act as the collective voice of the destination and do what individual organizations can't do by themselves.
- Deliver strong return on investment for all major programs.
- Support the membership by providing value and opportunity to effectively reach the marketplace.

REGIONAL ECONOMY IS DEPENDENT UPON STRONG TOURISM DEMAND

SAN DIEGO TOURISM INFRASTRUCTURE

Market Composition	89% Leisure, 11% Business (all visitors)
Number of Hotels	474
Number of Hotel Rooms	59,691
Number of Hotel Rooms in the City of San Diego Tourism Marketing District	40,182
Hotel Room Nights Mix	74% Leisure/Transient, 25% Group
Annual Airline Passengers.....	9.4 Million
Annual Attendance at Major Attractions.....	14.4 Million
Total Food & Beverage Establishments	12,405
Total Indian Gaming Properties.....	10 Casinos
Cruise Passengers	169,908 passengers total, 49,381 embarking passengers
Number of Golf Courses	93
Number of Arts Institutions.....	72
Number of Craft Breweries.....	100

SAN DIEGO CONVENTION CENTER (2014)



- 76 Primary Conventions
- 527,621 Attendees
- 679,262 Contracted Room Nights
- \$593M in Attendee Spending

THE POWER OF THE SAN DIEGO BRAND

SAN DIEGO: The San Diego Brand is built on a foundation of inspired optimism and positivity. Our unique blend of great weather, outdoor lifestyle and friendly people infuse our region with an upbeat, anything's possible attitude. San Diego's good vibes are combined with scenic splendor, diverse product and an abundance of activities. This blend of **people + place + climate** is what elevates our customers' mood and makes us a destination like no other.

BRAND PLATFORM—SAN DIEGO OWNS A SUNNY OUTLOOK

THE PEOPLE + THE PLACE + THE CLIMATE = INSPIRED OPTIMISM

SAN DIEGO COUNTY HOTEL ROOM NIGHT MARKET MIX

