



Calendar Year 2021 Monthly YOY Growth

Due to COVID business closure, YOY percentage growth may result in blanks in certain months.

Select Year
2021

Select Month
July

Visitor Volume

		2021							
		Jan	Feb	Mar	Apr	May	Jun	Jul	Total
Day	Day (Excl. Mexican)	-89.5%	-64.7%	16.3%	826.4%	1010.9%	1102.9%	259.9%	101.8%
	Mexican Day	-65.0%	-65.1%	-44.9%	37.3%	80.0%	49.4%	5.8%	-29.7%
	Total	-81.5%	-64.8%	-9.6%	344.9%	493.8%	617.1%	203.2%	56.5%
Overnight	Hotel/Motel	-56.1%	-50.1%	13.0%	480.8%	347.3%	234.2%	175.4%	50.5%
	Household	-69.1%	-71.6%	-2.2%	491.8%	513.6%	381.7%	142.4%	34.7%
	Other Overnight	-51.2%	-50.8%	33.3%	712.5%	463.2%	231.4%	121.3%	76.2%
	Total	-61.4%	-57.6%	9.9%	495.7%	400.4%	278.9%	157.3%	46.4%
Grand Total		-69.7%	-60.8%	1.0%	426.6%	436.8%	401.1%	178.4%	50.7%

Visitor Spending

Total Visitor Spending	-69.6%	-67.0%	-9.3%	290.6%	220.8%	201.0%	124.4%	17.9%
Total Regional Impact	-69.6%	-67.0%	-9.3%	290.6%	220.8%	201.0%	124.4%	17.9%

Attractions / Arts and Museums Attendance

Arts and Museums	-97.5%	-93.1%	-53.5%				411.7%	-14.9%
Attraction	-91.6%	-54.8%	53.4%	107901.3%	7485.1%	679.0%	401.0%	97.7%

Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	-74.6%	-72.1%	-4.8%	1287.9%	560.4%	274.7%	198.8%	27.9%
I-5 South	-14.8%	-6.7%	41.5%	145.5%	61.6%	42.9%	41.5%	33.5%
I-8 West	-9.1%	-10.3%	25.2%	93.4%	39.9%	22.8%	60.9%	26.6%
I-15 South	-35.5%	-28.8%	9.0%	56.5%	35.2%	29.0%	24.3%	6.8%
CBX Northbound	-40.3%	-54.5%	-3.1%	894.8%	593.7%	249.3%	163.9%	50.8%

San Diego Convention Center

# of Conventions YOY	-5	-9	-2	0	0	0	0	-16
Attendance YOY Growth	-100.0%	-100.0%	-100.0%					-100.0%
Contracted RN YOY Growth	-100.0%	-100.0%	-100.0%					-100.0%
Attendees Spending YOY Growth	-100.0%	-100.0%	-100.0%					-100.0%

Notes and Sources:

Visitors and Spending estimates based on Visitor Activity Model, Visitor Profile Study and Economic Impact Studies - CIC Research.

Attraction Attendance - total attendance figures from seven San Diego attractions - Sea World, San Diego Zoo, San Diego Zoo Safari Park, LEGOLAND California, Sea Life Aquarium, Cabrillo National Monument, and USS Midway Aircraft Carrier

Arts/Museum Attendance equals total attendance figures from ten cultural institutions - Timken Museum of Art, Maritime Museum, Birch Aquarium, SD Natural History Museum, SD Museum of Art, SD Museum of Man, SD Automotive Museum, SD Air and Space Museum, Fleet Science Center, and Japanese Friendship Garden

Airport Arrivals are all passenger arrivals at the San Diego International Airport, San Diego Regional Airport Authority

Cross Border Xpress is all northbound use of the bridge via TIJ Rodriguez Airport

Border Crossings - Estimated number of people crossing the border at San Ysidro, Otay Mesa, and Tecate - Department of Homeland Security, Banco de Mexico data

Highways count used: I-5 South, I-15 South and I-8 West

San Diego Convention Center numbers provided by the San Diego Convention Center Corporation which is responsible for managing and operating the Convention Center

Compiled by SAN DIEGO TOURISM AUTHORITY, PLANNING AND RESEARCH - If you have questions, please contact Susan Bruinzeel at 619-557-2824 or sbruinzeel@sandiego.org