

Select Month July



## Calendar Year by Month San Diego County Visitor Industry Performance 2021

Visitor Volum	ne								
		2021							Grand Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	4.007.000
Day	Day (Excl. Mexican)	74,000	243,000	385,000	491,000	711,000	1,251,000	1,742,000	4,897,000
	Mexican Day	120,000	104,000	134,000	114,000	144,000	133,000	147,000	896,000
	Total	194,000	347,000	519,000	605,000	855,000	1,384,000	1,889,000	5,793,000
Overnight	Hotel/Motel	330,000	370,000	520,000	604,000	662,000	675,000	1,019,000	4,180,000
	Household	199,000	122,000	182,000	290,000	362,000	501,000	737,000	2,393,000
	Other Overnight	42,000	32,000	44,000	65,000	107,000	116,000	135,000	541,000
	Total	571,000	524,000	746,000	959,000	1,131,000	1,292,000	1,891,000	7,114,000
Grand Total		765,000	871,000	1,265,000	1,564,000	1,986,000	2,676,000	3,780,000	12,907,000
Visitor Spend	ding								
Total Visitor Spending		\$270M	\$270M	\$371M	\$468M	\$563M	\$730M	\$957M	\$3,629M
Total Regional Impact		\$459M	\$459M	\$631M	\$795M	\$957M	\$1,241M	\$1,627M	\$6,169M
Attendance -	Attractions / Arts and Museum	s							
Arts and M	useums	5,636	16,941	39,484	92,583	141,022	84,968	104,401	485K
Attraction		89,194	408,349	591,770	777,609	895,112	1,241,784	1,633,360	5,637K
Traffic Volum	ne (Includes Visitors and Reside	ents)							
SAN Airport	Arrivals	242,549	253,055	436,217	525,234	640,908	784,301	911,333	3,794K
I-5 South		1,795,918	1,863,831	2,191,333	2,225,993	2,201,524	2,292,024	2,506,212	15,077K
I-8 West		737,029	693,226	809,953	810,135	851,042	828,493	1,160,466	5,890K
I-15 South		1,397,053	1,475,505	1,761,424	1,740,626	1,961,536	2,075,820	2,091,287	12,503K
CBX Northbound		104,217	55,642	82,197	111,107	125,552	131,438	154,703	765K
San Diego Co	onvention Center Corporation -	Primary Conventions Only	У						
Number of 0	Conventions	0	0	0	0	0	0	0	0
SDCC Atten	ndance	0	0	0	0	0	0	0	C
SDCC Cont	racted Room Nights	0	0	0	0	0	0	0	C
Attendee Sp	pending	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M

## 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

۱/i.	aita	r 1	/~1	ııme

		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%	101.89
	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%
<i>r</i> 0	P.							'	
/isitor Spend		00.00/	07.00/	0.004	000.00/	000.00/	224 224	101.101	4= 00
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 / A	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%
Γraffic Volum	ne (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%	6.89
CBX Northb	oound	-40.3%	-54.5%	-3.1%	894.8%	593.7%	249.3%	163.9%	50.8%
San Diego Co	onvention Center								
# of Conven	ntions YOY	-5	-9	-2	0	0	0	0	-1
Attendance	YOY Growth	-100.0%	-100.0%	-100.0%					-100.09
Contracted RN YOY Growth		-100.0%	-100.0%	-100.0%					-100.09
Attendees S	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, San Diego Zoo Safari Park, LEGOLAND California, Sea Life Aquarium, Cabrillo National Monument, and USS Midway Aircraft Carrier Arts/Museum Attendance equals total attendance equals total attendance figures from ten cultural institutions - Timken 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