

## Annual Visitor Industry Summary Calendar Year 2007 through 2017

Visitor Volume												
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Day	Day Vis (Exc Me..	12,078,000	12,072,000	11,527,000	11,224,000	11,713,000	12,219,000	12,613,000	12,638,000	12,662,000	12,952,000	13,068,000
	Mexican Day Vis	4,129,000	3,870,000	3,644,000	3,571,000	3,673,000	3,910,000	4,058,000	4,241,000	4,393,000	4,530,000	4,289,000
	<b>Total</b>	<b>16,207,000</b>	<b>15,942,000</b>	<b>15,171,000</b>	<b>14,795,000</b>	<b>15,386,000</b>	<b>16,129,000</b>	<b>16,671,000</b>	<b>16,879,000</b>	<b>17,055,000</b>	<b>17,482,000</b>	<b>17,357,000</b>
Overnight	Hotel/Motel	7,798,000	7,708,000	7,323,000	7,833,000	8,226,000	8,652,000	8,917,000	9,355,000	9,588,000	9,846,000	9,982,000
	Household	6,799,000	6,698,000	6,381,000	6,483,000	6,728,000	6,652,000	6,641,000	6,653,000	6,674,000	6,608,000	6,641,000
	Other Overnight	759,000	754,000	731,000	764,000	806,000	832,000	862,000	884,000	940,000	973,000	1,017,000
	<b>Total</b>	<b>15,356,000</b>	<b>15,160,000</b>	<b>14,435,000</b>	<b>15,080,000</b>	<b>15,760,000</b>	<b>16,136,000</b>	<b>16,420,000</b>	<b>16,892,000</b>	<b>17,202,000</b>	<b>17,427,000</b>	<b>17,640,000</b>
<b>Grand Total</b>		<b>31,563,000</b>	<b>31,102,000</b>	<b>29,606,000</b>	<b>29,875,000</b>	<b>31,146,000</b>	<b>32,265,000</b>	<b>33,091,000</b>	<b>33,771,000</b>	<b>34,257,000</b>	<b>34,909,000</b>	<b>34,997,000</b>

Visitor Spending and Regional Impact												
Visitor Spending	7,898,687,580	7,907,666,731	6,958,240,691	7,079,553,000	7,485,384,000	7,979,497,000	8,393,935,000	9,209,262,000	9,921,430,000	10,401,646,000	10,828,344,000	
Total Regional Impact	\$13,032,834,507	\$13,047,650,106	\$11,481,097,140	\$11,681,262,450	\$12,350,883,600	\$13,166,170,050	\$13,849,992,750	\$15,195,282,300	\$16,370,359,500	\$17,162,715,900	\$17,866,767,600	

Attractions / Arts and Museums												
Attraction Type												
Attraction	12,808,097	12,835,746	12,406,951	12,637,391	13,796,344	14,322,658	14,763,787	14,372,244	14,623,535	14,826,882	14,529,182	

Annual Traffic Volume												
Traff Traffic Type												
Airport	9,156,287	9,060,951	8,501,391	8,433,446	8,447,629	8,606,032	8,843,295	9,378,868	10,027,668	10,318,741	11,067,692	
Border	49,368,482	46,154,817	42,987,846	42,091,703	42,693,333	43,664,964	44,750,613	47,130,427	50,260,872	51,287,201	51,065,308	
Highway	56,334,774	55,942,054	54,220,503	54,027,212	54,004,328	53,329,577	59,733,876	62,474,310	68,047,101	65,913,331	68,950,333	
Train	712,948	776,991	665,757	669,071	733,181	762,105	759,482	758,697	806,940	839,586	879,042	

San Diego Convention Center Corporation - Primary Conventions Only												
Number of Conventions	66	68	71	64	74	67	75	76	71	67	61	
SDCC Attendance	655,819	633,883	519,418	543,931	566,658	561,523	524,448	527,621	553,283	697,518	545,366	
SDCC Contracted Room Nights	744,782	696,471	750,382	703,686	728,228	766,810	704,029	679,262	693,772	856,449	770,474	
Attendee Spending	\$700,394,264	\$666,328,990	\$541,904,169	\$567,413,270	\$578,931,514	\$621,304,790	\$559,947,727	\$593,105,421	\$620,092,228	\$721,047,316	\$650,818,239	