

**SDCC Convention & Tradeshow Attendee  
Economic Impact  
(2007)**

Prepared for:  
**Mayor's Citizen Task Force**  
**On the San Diego Convention Center Project**

By:  
CIC Research, Inc.  
8361 Vickers St.  
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Handlery Hotel and Resort  
February 24, 2009


## 2007 Study Subscribers



## CIC Research, Inc.

- Economic Research firm started in 1965
- Studies for SeaWorld, Zoo, SD Convention Center, Port, Airport, ConVis, SD Taxpayers Assoc., Sempra Energy, and SANDAG
- Annual study of 80,000 Int'l travelers for U.S. Dept. of Commerce
- Process 50 million Dept. of Homeland Security arrival-departure records/year

3



San Diego Tourism Infrastructure  
(2007)

4

## 12.0 Mil. Attraction Attendance



5

## 9.2 Million Air Passenger Arrivals



6

641,000 Convention Attendance\*



\*Fiscal Year 2007.

7

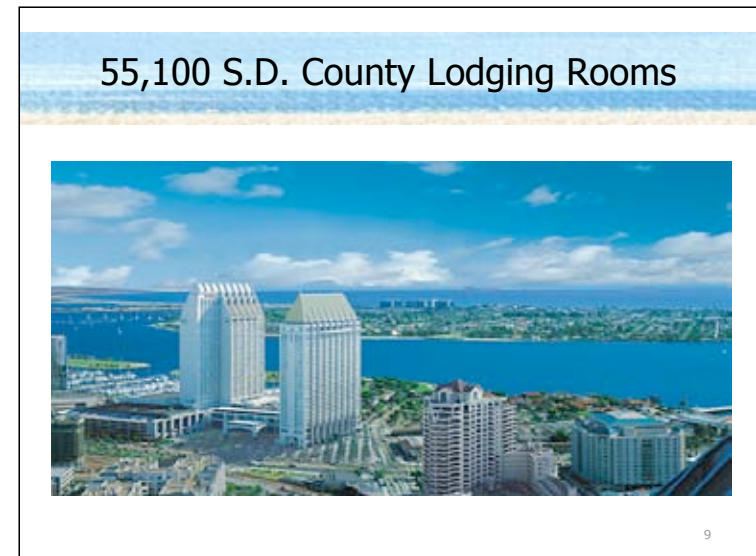
## 590,000 Cruise Passenger Arrivals



8



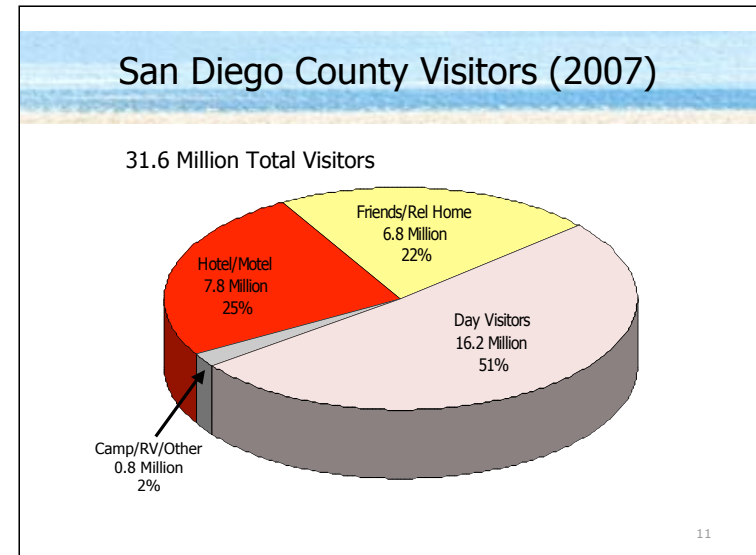
- New hotels:
  - Hilton Homewood Suites in Point Loma (150 rooms)
  - Residence Inn in Oceanside (125 rooms)
  - The Grand Del Mar Resort in Carmel Valley (249 hotel rooms/8 timeshares)
  - The Hard Rock Hotel in downtown San Diego (420 rooms)
  - The Hampton Inn in Carlsbad (94 rooms)
- Reopened Hotels:
  - Sofia Hotel (212 rooms) formerly The Pickwick Hotel
  - The Ivy Hotel (159 rooms) formerly The Maryland Hotel
- The San Diego County room inventory increased by 946 rooms in 2007 (about 1.6%): 1,457 hotel rooms were added (see Table 2) and 511 rooms were removed from the inventory (see Table 3).

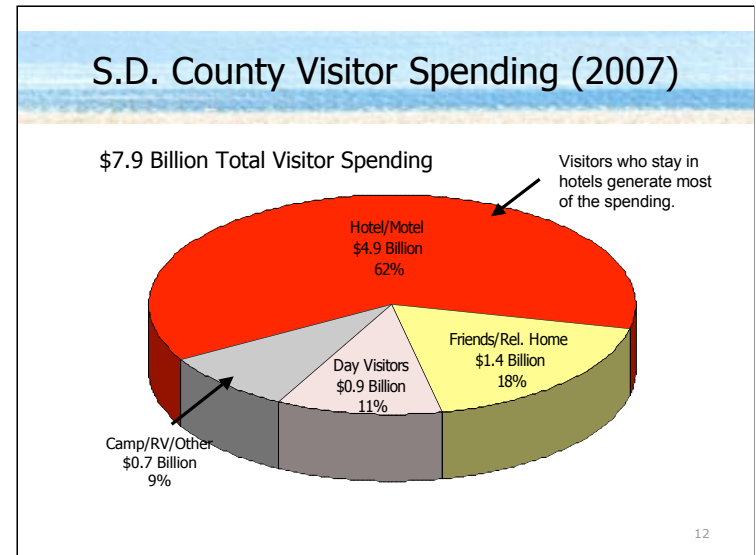


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San Diego Lodging Industry 2007		
Lodging Properties	=	544
Rooms	=	55,100
Room Nights Avail.	=	20.1 Mil
Occupancy Rate	=	72.9%
Room Nights Sold	=	14.7 Mil
ADR	=	\$139
Lodging Revenue	=	\$2.04 Bil
New/Reopened Hotels	=	5 / 2

- 5.21 Million Total SDIA Visitors
- 3.07 Million Stay Overnight in SD Hotels (59%)
- 3.07 million hotel guests are 9.7% of the 31.6 million total visitors to S.D.
- 3.07 million hotel guests are 39.4% of the 7.8 million hotel visitors to S.D.







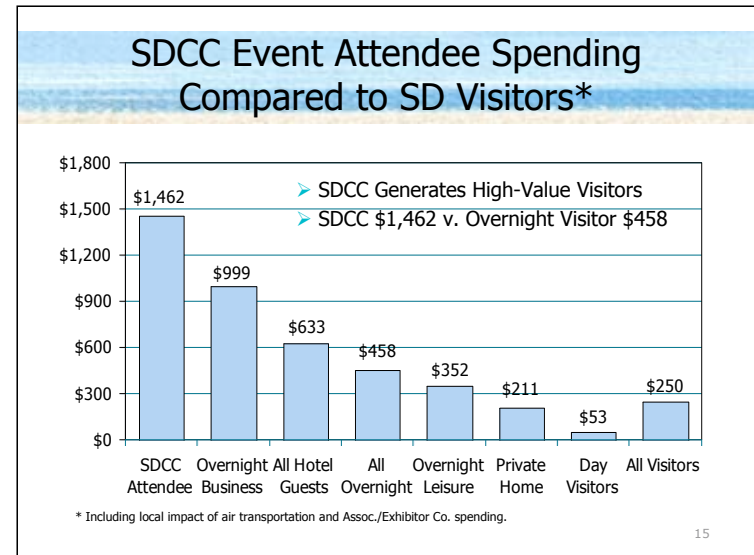
**SDCC Event Attendees  
Are High-Value Visitors**

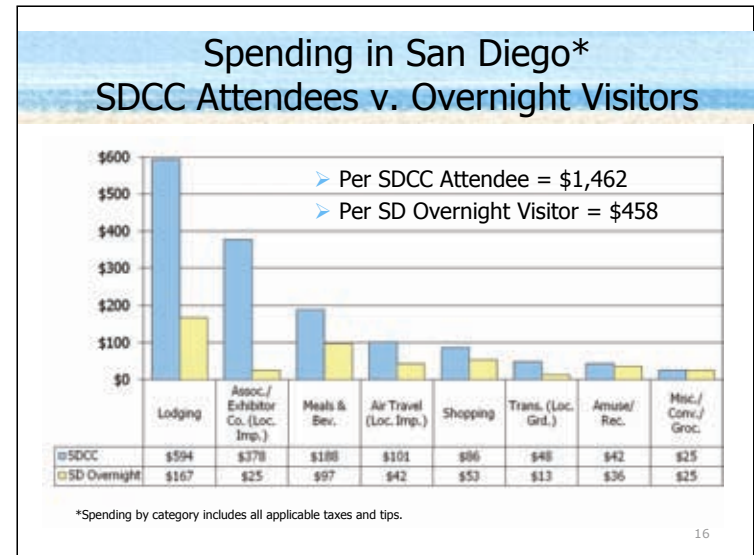
13

## 2007 SDCC Attendees and Guests

- 630,000 attendees (CY2007) plus 113,000 non-registered relatives and friends.
- 84% stayed in a hotel; avg. stay of 3.7 nights; more than 1.6 million room nights
- \$1,462 spending per SDCC attendee; \$921 million total direct spending in San Diego
- \$374 million on lodging; including about \$35 million in TOT revenues.

14







## 2007 SDCC Attendees and Guests

- Each attendee generated 1.2 total visitors to San Diego (0.2 non-registered relatives and friends).
- Each attendee generated 2.6 hotel room nights.
- Each attendee spent \$1,462 in San Diego. (3 times the average overnight visitor spending)
- Each attendee spent \$594 on lodging.
- Each attendee generated \$55 in TOT revenue.

17

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