WHY TOURISM MATTERS

Nearly 200,000 Direct Jobs
- 1 in 8 jobs in San Diego are tourism jobs.
- Tourism creates career pathways for all skill, language and education levels.

DID YOU KNOW?
- Tourism employs residents of all San Diego City Council Districts.

Over $11 Billion in Visitor Spending
- Visitors spend $30 million a day in San Diego, which benefits everything from museums to small businesses to transit.

DID YOU KNOW?
- The hotel tax is the third-largest source of City tax collections and helps fund essential City services such as homeless assistance.
- An estimated 35% of the City’s hotel tax is directly generated from TMD-funded events/programs.

San Diego needs tourism marketing to compete for visitors and sustain the jobs, visitor spending and tax revenues that we all rely on. San Diego Tourism Marketing District (TMD) was created in 2008 to fund tourism promotion to bring more visitors to assessed hotels in the City of San Diego. TMD funding is paid for by out-of-town visitors through a 2% assessment on their hotel stays.

TOURISM NEEDS MARKETING

Sources: County of San Diego, City of San Diego, San Diego Tourism Authority, San Diego Tourism Marketing District, U.S. Travel Association, EDD

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How TMD Works

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I always knew I wanted to follow in my father’s footsteps and work in the hospitality industry. My on-the-job experience allowed me to work my way up to senior management despite not having a college degree. I’m proud of that and grateful for the many opportunities this industry has given me.

— Letty Canizalez, Director of Sales, Hard Rock Hotel

The hotel has been like a second family to me, and it has given me opportunities to grow and advance over the past 8 years.

— Daniel Lee, Employee, Westin San Diego

This job is creating a pathway to higher education. This is an excellent place to earn money while I’m pursuing a college degree and my life’s goals.

— Lester Lee, Employee, Westin San Diego

Bayfair is a family tradition for many visitors, some who have been coming to Mission Bay to experience the Thunderboats since its start in 1964. We are a 100% volunteer organization that serves over 84,000 people over three days. We couldn’t do it without the volunteers and San Diego’s welcoming and passionate tourism professionals.

— Gregg Mansfield, Board Member & Volunteer, San Diego Bayfair

Visit TourismMattersSD.org to read Letty and Lester’s stories

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