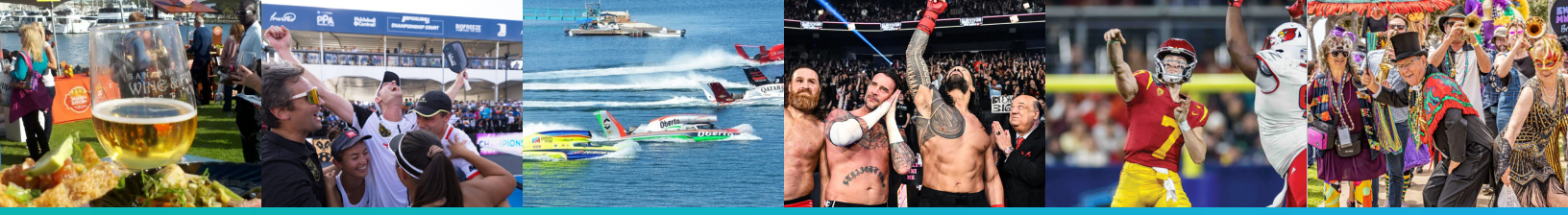


Driving tourism, supporting community, creating jobs

What is the SDTMD?

The San Diego Tourism Marketing District (SDTMD) is a tourism improvement district operating in the City of San Diego. SDTMD grants funding to the marketing programs of the San Diego Tourism Authority (SDTA) and a wide variety of events—both of which are proven to increase the number of hotel room nights guests stay at SDTMD hotels.

Why is SDTMD important?

San Diego's position as a top tourist destination isn't guaranteed. With more than 90 TMDs in California alone and thousands of similar organizations worldwide, our city must actively compete for visitors. SDTMD provides essential funding to attract travelers, keep San Diego on must-visit lists and, in turn, increase hotel occupancy.

How does tourism benefit the City and its residents?

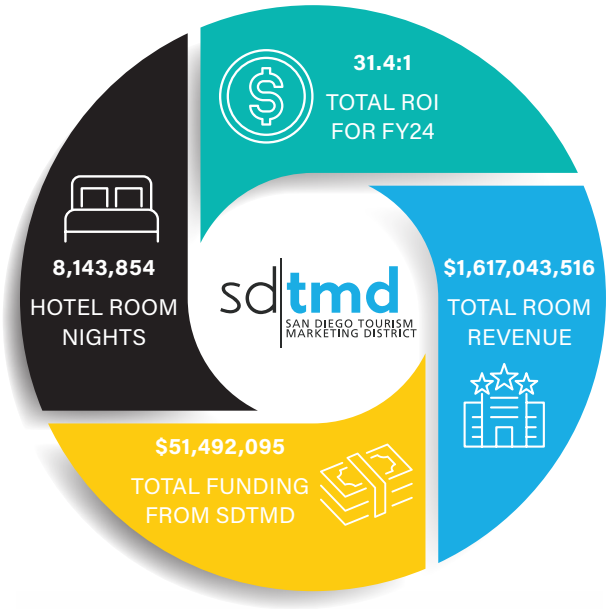
Tourism is San Diego's second-largest employer and a cornerstone of the local economy, supporting more than 200,000 jobs countywide across industries tied to hospitality. Visitor spending generates billions across thousands of businesses and contributes directly to the City's General Fund through transient occupancy taxes (TOT), which is the third-largest source of General Fund revenue after property and sales taxes. These TOT dollars help fund essential City services including public safety, road repair, libraries and parks.

How is SDTMD funded?

SDTMD is funded by hotels with 70 rooms or more within the City of San Diego which charge overnight visitors a 2% assessment per night.

How is SDTMD governed?

As the steward of these funds, SDTMD is directly accountable to City of San Diego oversight and governed by a board of directors comprised of hotel owners and tourism leaders. It is managed by its Executive Director. Each year, the SDTMD produces an annual report that includes a third-party evaluation of the room night revenue generated by its tourism marketing grants.



Did you know?

According to the SDTA:

- Visitor activity accounts for 1 in 8 jobs in San Diego County, making tourism the region's second largest industry.
- Nearly 70% of 2024 tourist dollars in San Diego were spent at businesses other than lodging.
- Visitors to San Diego County spent $14.6B in FY2024, a 2.7% increase from the previous year.

For the fiscal year ending June 30, 2024:

SDTMD generated a 31.4:1 return on investment, filling 8,143,854 hotel room nights.

Learn more about the grants that SDTMD awarded for FY2026: sdtmd.org/fy26-contractor-funding-announcement/

Learn more:
Visit sdtmd.org