



A-LIST CLIENTELE.
Ideal retail climate



TOURISTS AND BUSINESS VISITORS

SAN DIEGO TOURISM

- 31.1 million visited San Diego and spent over \$7.5 billion
- 10 million visited the Gaslamp Quarter
- 4 million visited Seaport Village
- 4.6 million explored Historic Old Town
- 4.3 million visited Sea World
- 3.4 million visited the San Diego Zoo
- 2.4 million enjoyed games at Petco Park
- 1 million visited the USS Midway Museum

HOTELS | 3-MILE RADIUS

- 80 hotels
- 17,228 rooms
- 75% occupancy

CRUISE SHIPS

- Sapphire Princess, Oosterdam, Celebrity Century, Rotterdam, Disney Wonder, Carnival Spirits
- 250,000 passengers annually
- \$8 million impact

SAN DIEGO CONVENTION ATTENDEES

CONVENTION TRAFFIC AND SALES

- 567,000 visitors
- \$579 million direct spending
- \$1.4 billion economic impact
- Currently operates at maximum capacity; expansion complete in 2017
- Events strategically planned, coordinated, researched, tracked
- Medical, business and technology events scheduled 2-3 years in advance
- 40-year old median visitor age
- \$121,400 visitor median household income
- \$7.5 billion+ visitor spending
- \$1.5 billion restaurant spending
- San Diego's highest volume restaurants within walking distance
- 2017 San Diego Convention Center & Visitor's Bureau forecast is 32.8 million visitors; \$8.3 billion visitor spending; \$1.9 billion food and beverage spending; \$1.1 billion shopping spending

SAN DIEGO TRADE AREA INFORMATION

RESIDENTS

| POPULATION | MILE RADIUS | INCOME ABOVE \$100,000 |
|-------------|----------------|------------------------|
| 412,000 | 5-mile radius | 18% of households |
| 1.2 million | 10-mile radius | 20% of households |
| 1.8 million | 15-mile radius | 22% of households |
| 3.1 million | 40-mile radius | 27% of households |

DOWNTOWN POPULATION

- 27, 626 Residential Units
- 92,000 Office Workers