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# 4 Millionth Out-of-Town Visitor arrives TODAY at San Diego Convention Center

## OUT-OF-TOWN VISITORS BRING BILLIONS IN NEW DOLLARS TO LOCAL ECONOMY

San Diego (June 10, 2003) -- The San Diego Convention Center reached a major milestone today marking the 4 millionth out of town guest to visit the building during the National Association of Chain Drug Store's Marketplace Conference. To date, over \$9 billion has been infused into the local economy as a result of visiting convention delegates.

A successful year in the meetings industry is measured, in part, by the number out-of-town visitors attracted to a convention center. This is important to San Diegans because out-of-town visitors generate critical hotel room and sales tax revenues that our city uses to fund necessary services like police and fire, street maintenance and parks, as well as libraries. Visiting convention delegates, therefore, help relieve the tax burden on local taxpayers.

The San Diego Convention Center opened in November 1989 and it continues to provide a region wide return-on-investment. In total, the Center has generated:

<b>Economic Impact</b>	<b>\$9.4 billion</b>
<b>Direct Delegate Spending</b>	<b>\$3.9 billion</b>
<b>TOT/Sales Revenue</b>	<b>\$196.8 million</b>
<b>Hotel Room Nights Generated</b>	<b>6.4 million</b>
<b>Out-of Town Delegates</b>	<b>4 million</b>
<b>Total Visitors</b>	<b>9.7 million</b>
<b>Number of Events</b>	<b>2,853</b>

For a copy of this study, [click here](#) or visit our web site at [www.sdccc.org](http://www.sdccc.org).

