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New Study Quantifies High Impact of Convention Center Expansion

In FY'02 - '04 ALONE, 93 EVENTS WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE EXPANSION

A new study indicates that in FY'02 through FY'04, 93 conventions and trade shows worth \$1.9 billion in economic impact were booked at the San Diego Convention Center as a direct result of the expansion.

- The shows will attract close to 876,000 out-of-town delegates who will generate \$819 million in direct delegate spending.
- In addition, the City of San Diego will receive more than \$39.6 million in TOT (transient occupancy tax), or hotel room tax revenues, as a result of these events.

The following chart summarizes the economic benefits these events will generate between FY'02 through FY'04:

	FY02	FY03	FY04	Total
# of Events	27	31	35	93
Attendance	226205	299766	350000	875971
Room Nights	320578	469106	480858	1270542
Direct Delegate Spending	\$200,307,250	\$282,502,480	\$336,931,000	\$819,740,730
Economic Impact	\$480,737,400	\$678,005,952	\$808,634,400	\$1,967,377,752
TOT	\$9,694,000	\$13,672,000	\$16,306,000	\$39,672,000
Total Taxes	\$10,348,000	\$14,597,000	\$17,408,000	\$42,353,000

The overall study examines expansion business booked between FY'02 - FY'22. For a copy of the entire study [click here](#).

Expansion Business in FY'02 through FY'04 will generate the following benefits for San Diego:

▶ **\$1.9 billion economic impact**

▶ **875,971 out-of-town visitors**

▶ **\$819 million direct delegate spending**

▶ **\$42.3 million TOT/sales tax**

▶ **1.2 million hotel room nights**



The San Diego Convention Center Corporation proudly markets the Center in partnership with the San Diego Convention & Visitors Bureau. These results would not be possible without their steadfast support.