

# San Diego County Visitor Profile Study Profile of the Art & Culture Visitor 2009

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## OVERVIEW

In a city best known for its natural beauty, San Diego's true brilliance radiates from its thriving cultural center. The sun shines a spotlight on world-class opera, eclectic museums, Tony Award-winning theatres, and a dynamic assortment of performances that make San Diego a leading destination for artistic and cultural discovery.

The art and culture industry impacts the local economy by supporting jobs, generating tax revenue, and stimulating event related consumer spending to include accommodations, restaurants and shopping.

Art and Culture visitors are defined in the following profile as visitors who stated they participated in arts and cultural activities while on their trip to San Diego. Among the 31.1 million visitors to San Diego in 2008, 13% or approximately 2.4 million reported they participated in art and cultural activities.

Art and Culture attendance  
fluctuated slightly over last year.

2006 - 2.2 million

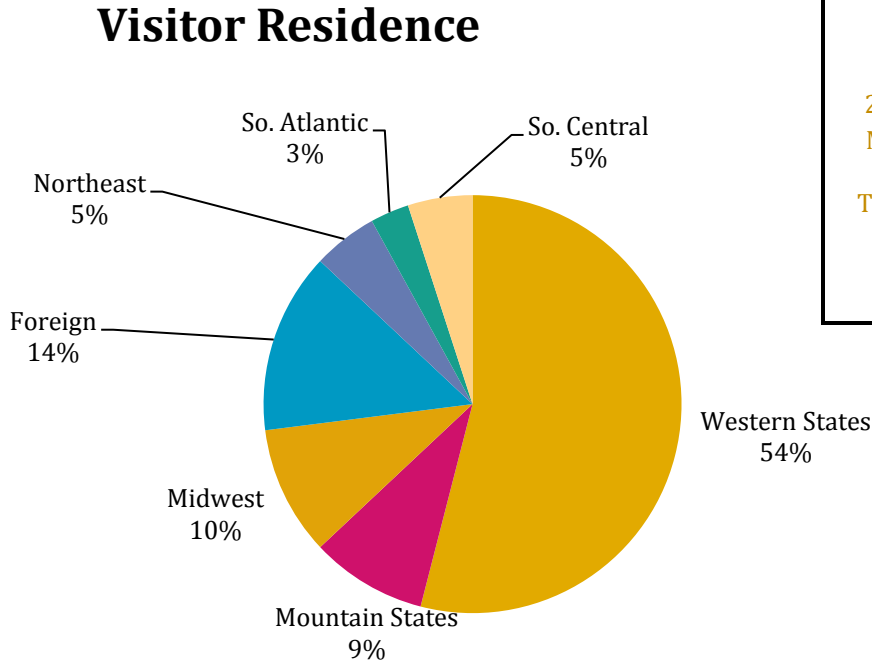
2007 - 2.8 million

2008 - 2.4 million

## PROFILE OF THE ART & CULTURE VISITOR

### RESIDENCE

The majority of arts and culture visitors hail from the Western States (54%), down from 58% in 2007. Southern California visitors comprise 44% of the total followed by foreign visitors (14%), same as 2007.



Compared with 2007 figures, 2008 saw an increase from the Midwestern (6% 2007) States.

There was a slight drop off from Western States (58% 2007).

### TRAVEL GROUP SIZE

- The median size of an arts and culture tourist group was 2, unchanged from 2007.
- More than five in ten (52%) traveled in a party of two
- 25% in a party of just one

### AGE AND INCOME

With such a large variety of arts and culture options in San Diego, there was an equal amount of variety in age categories. For example,

- 32% were 2 or more adults, 45 or older without children, down slightly from 35% in 2007
- 16% were adult(s), under 45 with children, down from 28% in 2006
- Two in ten were two or more adults w/o children
- Median household income was \$74,300, down from \$81,200 in 2007

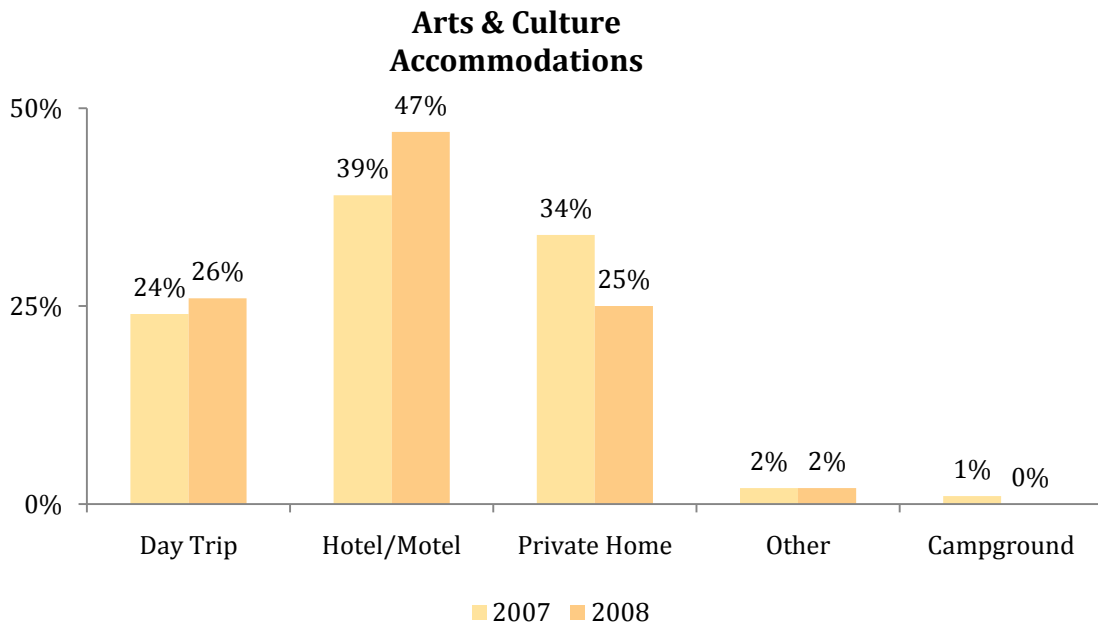
## LENGTH OF STAY

This year, only a quarter of arts and culture visitors were day visitors and the median length of stay were 3 nights.

- 26% were day visitors
- Three in ten stayed 2-3 nights

## ACCOMMODATIONS

Nearly five in ten of arts and culture visitors stayed in a hotel/motel, up from 39% in 2007. Only 26% were day visitors up slightly from 24% in 2007.



## TRANSPORTATION

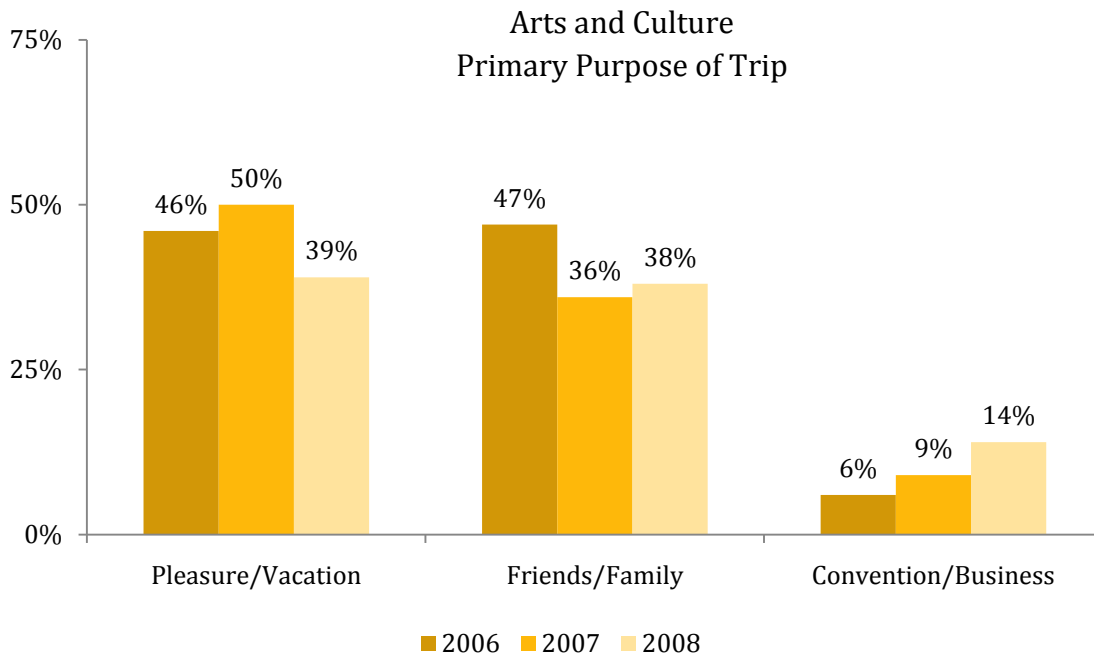
More arts and culture visitors arrived to San Diego by air compared with the average San Diego visitor.

- Nearly five in ten of arts and culture visitors arrived in San Diego by car (down from 71% in 2006)
- 44% traveled by air (up from 35% in 2007)
- 6% traveled by train
- 1% traveled by bus

## PRIMARY PURPOSE OF VISIT

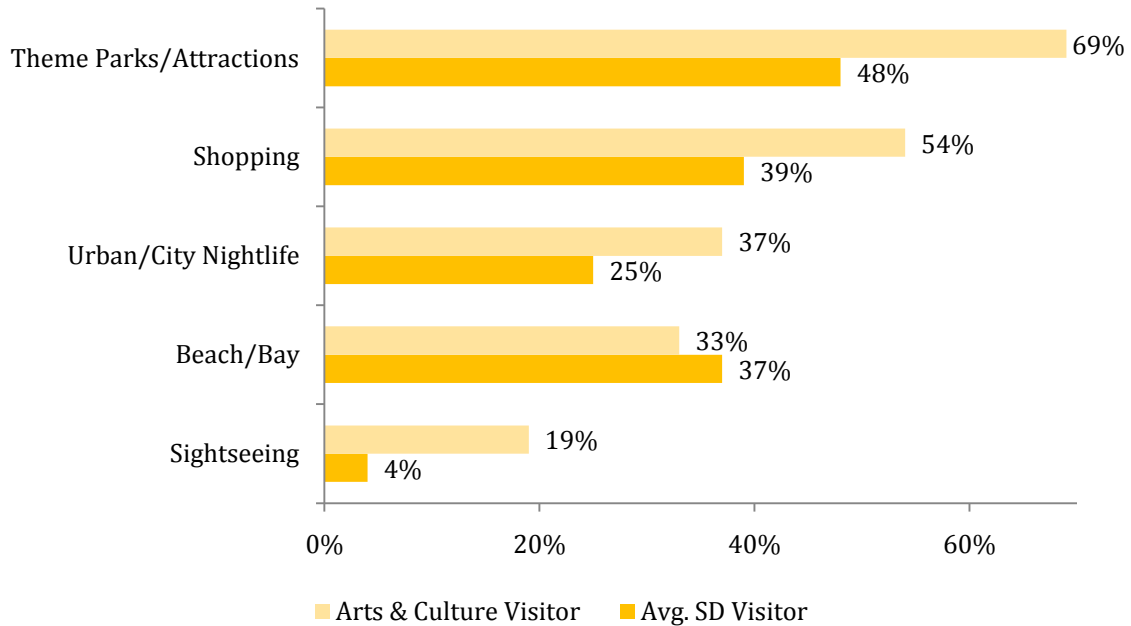
Compared with last year, arts & culture visitors were less likely to come for pleasure/vacation.

- 38% visit friends/family
- 39% pleasure/vacation
- 16% in town for a convention/business



## OTHER ACTIVITIES WHILE IN SAN DIEGO

As in 2007, theme parks/attractions and shopping were the main activities arts and culture visitors participated in.



## FREQUENCY OF VISITS

Most Arts and Culture visitors have visited San Diego in the past.

- 27% stated they visited San Diego within the past year, down from 32% in 2007 and 60% in 2006
- 36% visited in the last 1-2 years, up from 24% in 2007
- 22% visited in the last 3-9 years
- 20% were first-time visitors, up from 15% in 2007

## PLANNED FUTURE VISITS

In the next two years, five in ten of visitors stated they intended to come back for 1 or 2 overnight trips for vacation/pleasure, down from 64% in 2006.

## TRIP PLANNING AND INFORMATION SOURCES

### ***Weeks in Advance***

The median number of weeks art and culture visitors spent planning their trip was 6 weeks, up from 5 weeks in 2007. Nearly five in ten of visitors (46%) spent between three and eight weeks planning their trip.

### ***Information Sources***

The Internet continues to be the main source of information for all travelers including the arts and culture traveler. In 2007, 75% of arts and culture visitors utilized the Internet to plan their trip. In 2008, the total is 84%. Friends and family were still important, (47%), down however from 56% in 2006.

### ***Purchased on the Internet***

Of the Arts and Culture visitors who used the Internet, 51% purchased airline tickets, 43% purchased lodging, 26% purchased attraction tickets (down from 44% in 2007), and 14% rental cars.

## VISITOR SPENDING

On average, the arts and culture visitor spent \$539 per person per trip, up from \$421 in 2007.

