

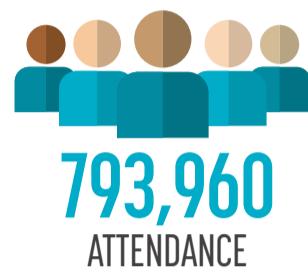
# 2017 FORECAST

Here is a look at the 2017 Calendar Year Forecast for the San Diego Convention Center. At a glance, a total of 62 citywide conventions will take place at the facility. The City of San Diego benefits from each event, because the hotel and sales tax revenue that results from these conventions goes directly to the city's general fund. In 2017, that number will be an estimated \$24.4 million.

2017 will also prove to be a record calendar year for medical meetings, with the San Diego Convention Center hosting 21 citywide conventions. The economic benefits from the medical meetings alone are estimated to account for 53 percent of the Convention Center's estimated \$1.1 billion in regional impact that will be generated between January and December of 2017.

Building occupancy will hit a high of 74 percent. The national average is 50 percent.

## PROJECTED BENEFITS



## TOP 5 ECONOMIC GENERATORS

**1** **SAN DIEGO COMIC-CON INTERNATIONAL**  
REGIONAL IMPACT: \$143.1 MILLION  
HOTEL ROOM NIGHTS: 57,709 | ATTENDANCE: 130,000

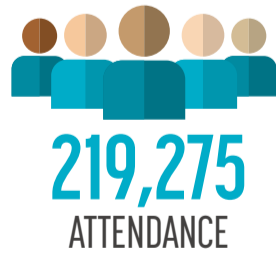
**2** **AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS**  
REGIONAL IMPACT: \$86.7 MILLION  
HOTEL ROOM NIGHTS: 65,910 | ATTENDANCE: 33,100

**3** **AMERICAN DIABETES ASSOCIATION**  
REGIONAL IMPACT: \$57.9 MILLION  
HOTEL ROOM NIGHTS: 48,600 | ATTENDANCE: 20,000

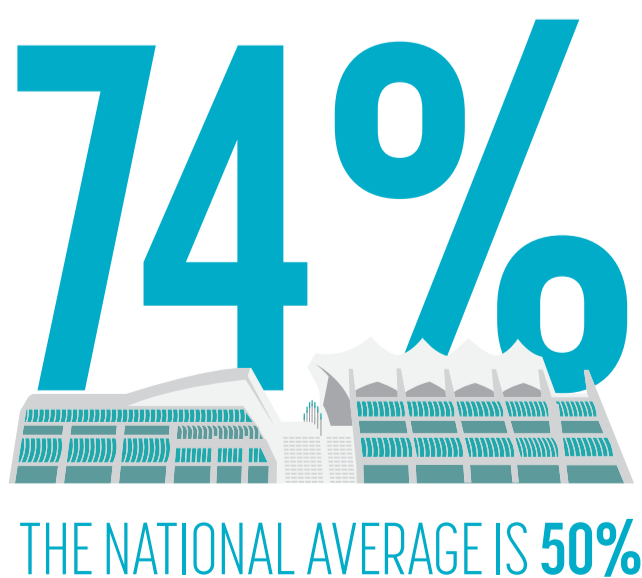
**4** **AMERICAN ASSOCIATION OF ORTHODONTISTS**  
REGIONAL IMPACT: \$56.6 MILLION  
HOTEL ROOM NIGHTS: 23,750 | ATTENDANCE: 20,000

**5** **AMERICAN ASSOCIATION OF CLINICAL CHEMISTRY**  
REGIONAL IMPACT: \$52.5 MILLION  
HOTEL ROOM NIGHTS: 28,600 | ATTENDANCE: 20,000

## MEDICAL MEETINGS



## BUILDING OCCUPANCY



These numbers represent forecasted business in calendar year 2017. These results are based on information and research provided by Destination Marketing Association International and San Diego based CIC Research, Inc.