



2018 FORECAST

Here is a look at the 2018 Calendar Year Forecast for the San Diego Convention Center. A total of 108 events are scheduled, 58 are citywide conventions and of those, 17 are medical meetings. Medical meetings account for 46 percent of the convention center's estimated \$1.2 billion in regional impact that will be generated between January and December of 2018.

Building occupancy will hit a high of 76.5 percent. The national average occupancy is 50 percent.

Projected Benefits

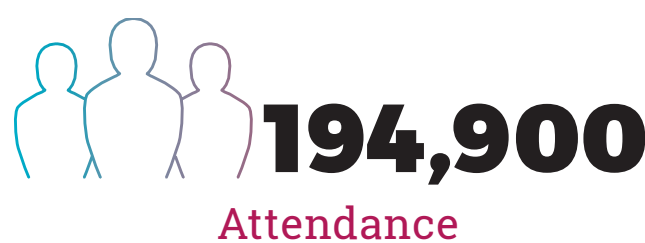


These numbers represent forecasted business in calendar year 2018. The results are based on information and research provided by San Diego-based CIC Research, Inc. and by Destination Marketing Association International. Hotel Room Nights figure represents the reported contracted room block from Show Management.

Top 5 Economic Generators



Medical Meetings



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Building Occupancy

76.5%



- + In the conventions and meeting industry, the national average for occupancy is 50 percent.
- + At 60 percent, business is often turned away.
- + Practical maximum occupancy is 70 percent.