

TOURISM & HOSPITALITY INDUSTRY

SAN DIEGO NORTH
ECONOMIC DEVELOPMENT COUNCIL

 NORTH
COUNTY
SAN DIEGO



72,929 JOBS

in this industry in North County (2024)



\$6B TOTAL GRP

towards North County's Economy (2024)



0.3%

increase in tourism and hospitality jobs in
North County from 2019-2024

North County's Competitive Advantages

- ▶ North County beaches are consistently ranked the world's best
- ▶ More than 22 miles of coastline from Del Mar to Camp Pendleton
- ▶ Casino Gaming is close to both metro areas and scenic beaches
- ▶ Award-winning arts programs
- ▶ Home to three Michelin Star restaurants and holds numerous awards

 **2.4%** increase in total GRP contributed to
North County's Economy since 2019.



North County's Tourism & Hospitality contributions account for over

30% of San Diego County's \$20 billion
Tourism & Hospitality Industry.



KEY METRICS & REVPAR

\$169

This accounts for revenue
per available room for all of
San Diego County in
September of 2024.

DEMAND FOR 5 KEY OCCUPATIONS



Job Title	Employment	Avg. Annual Wages	Annual Demand
Fast Food & Counter Workers	34,933	\$ 38,300	8,390
Waiters & Waitress	24,138	\$ 45,900	2,638
Cooks, Restaurant	15,645	\$ 44,700	2,638
Cooks, Fast Food	13,134	\$ 37,800	1,659
First-Line Supervisors of Food Prep & Servers	10,791	\$ 48,300	1,611

For more information on North County's tourism and hospitality industry or how we can help your business expand in our region, please contact:

W. Erik Bruvold, CEO, San Diego North EDC
info@sdnedc.org | 760.203.5841 | sdnedc.org

Sources include CA Employment Development Department, US Census Quarterly Census of Employment and Wages, DatabaseUSA.com, and JobsEQ

Updated May 2025