

TOURISM FACTS AND FIGURES

(JANUARY 2012)



Tourism Employment

The Hospitality sector of the San Antonio community provided jobs to 108,394 individuals in 2010. That's 13.1% of the San Antonio workforce, or nearly one-seventh of the jobs in this community.

In total, workers in the hospital industry were paid \$2.14 billion in 2010. This is a nearly 8% increase since 2008.



Texas Population

- 1.- Houston 2,099,451
- 2.- San Antonio 1,327,407
- 3.- Dallas 1,197,816
- 4.- Austin 790,390



San Antonio is 7th largest city in the US

San Antonio population grew 15.9% between 2000-2010

San Antonio is 63.2 % Hispanic, 26.6% Anglo and 6.3 % African American

Median Age is 34

Altitude: 650 feet above sea level

Average temperature is 50 degrees and 90 between July thru August

Growth expected by 2020 to 2,179,553 people in San Antonio/New Braunfels MSA



Airport

San Antonio International Airport (SAT) is served by 23 airlines and 9 onsite car rental agencies

260 is average daily and international flights (departures and arrivals)

Over 8,034,720 passengers in 2010

The parking capacity at SAT is over 7,076 cars

International flights are served by Aeromexico, VIVA Aerobus, Interjet, Aeromar and now Airtrans (Southwest) to Mexico City, Monterrey and Cancun.



Hotels

Number of Rooms (downtown) 13,649

City of San Antonio 36,903

Bexar County (countywide) 43,655

Average daily rate (2010) \$99.62 (Texas was \$82.27)

Occupancy Rate (2010) 48.1% (Texas was 51.3%)



Visitors

San Antonio's travel & tourism industry attracts more than 26 million visitors annually



General Stats

San Antonio MLS \$157,900 (median price home) (Texas \$151,600)

Over 12 Universities in the San Antonio area with Alamo Colleges being the largest in student population and the University of Texas in San Antonio growing very rapidly (UTSA). Programs in Tourism and Culinary studies are available at St. Philip's College and UTSA. There are 16 schools districts in the area with Northside and Northeast being the largest enrollment.



Hotel Tax

16.75% is the hotel tax collected in San Antonio (7% stays in City revenues, 2% for convention center improvements, state keeps 6% and county keeps 1.75%) The HOT is regulated by state law.

The hotel tax (HOT) supports the following departments in the City of San Antonio: Convention and Visitors Bureau (CVB), Convention Center and Alamodome, portions of Parks and Recreation dealing with Riverwalk maintenance and preservation, International Affairs and Cultural Affairs.



Sales Tax

Sales tax collection for San Antonio grew from \$157,351,053.98 (2010) to \$165,681,067.02 in YTD 2011.

During 2010, the hospitality industry generated nearly \$3 billion of taxable revenue. This resulted in \$55,155,008 of sales tax revenues to the city of San Antonio. This is an increase of 5% over revenues generated in 2008.

The City of San Antonio collected just over \$33 million in sales taxes including the 1/8% designated for the aquifer protection program. VIA and the Advanced Transportation District received another \$22 million from sales tax revenues from Hospitality Industry businesses within the San Antonio city limits.