

A “BEST OF THE WORLD” DESTINATION

- NATIONAL GEOGRAPHIC TRAVELER

San DiegoSM

CALIFORNIA

sandiego.org

ENGLISH

When travelers dream of the true Southern California vacation, they dream about San Diego. 70 miles (112 kilometers) of beautiful beaches, swaying palm trees and a year-round nearly perfect climate define the United States' eighth largest city, which is located in the southwest corner of the country, neighboring colorful Mexico.

San Diego is a dynamic, urban metropolis that is home to world-renowned family attractions, sophisticated arts and dining, exciting nightlife, trendy neighborhoods, popular shopping, endless outdoor recreational opportunities and much more. It is where California was first discovered in 1542 and has a rich Hispanic heritage found in beautiful missions, numerous museums and historic areas like Old Town San Diego and Chicano Park.

What distinguishes San Diego from other big U.S. destinations is its relaxed, comfortable Southern California lifestyle and vibe. Here, visitors from around the world join together with friendly residents to enjoy the spirit of San Diego that embraces fun, creativity and a carefree attitude. "Happiness is Calling" in San Diego -- it is time to visit one of the most beautiful, exciting and popular cities in America.





John Bahu



San Diego Zoo Safari Park



Sea World San Diego

ATTRACTIONS

SAN DIEGO ZOO

The San Diego Zoo is a world-famous 100-acre tropical garden that houses 4,000 animals of 800 rare and exotic species including Giant Pandas from China. It is considered one of the top five zoos in the world.

SAN DIEGO ZOO SAFARI PARK

Located northeast of downtown, the San Diego Zoo Safari Park is a 1,800-acre preserve where wild animals roam free over vast expanses as they would in their native habitats of Africa and Asia.

SEAWORLD SAN DIEGO

Located on scenic Mission Bay, SeaWorld features six major shows, fun family attractions, thrilling rides and dozens of exhibits containing marine life from around the globe.

LEGOLAND CALIFORNIA AND SEA LIFE AQUARIUM

Located north of downtown, LEGOLAND delivers 128 acres of fun, creativity, imagination and entertainment with more than 60 interactive attractions and rides geared to children aged 2-12. SEA LIFE Aquarium at LEGOLAND educates children about life under the sea.

USS MIDWAY MUSEUM

The world's most visited ship museum, the USS Midway honors San Diego's rich military history and features 29 restored aircraft, flight simulators, a self-guided walking audio tour in many languages and more.

BALBOA PARK

The U.S.'s largest urban cultural park, Balboa Park is home to the San Diego Zoo, striking Spanish Colonial Revival architecture, beautiful gardens, 17 unique museums and popular outdoor recreation.

CABRILLO NATIONAL MONUMENT

Set on the tip of scenic Point Loma, Cabrillo National Monument commemorates the discovery of California in 1542 and offers spectacular views of downtown, San Diego Bay and the entire region.

OLD TOWN SAN DIEGO

Dating back to the early 1800s, Old Town San Diego is the first Spanish settlement on the U.S. West Coast and features historic sites and buildings and is a popular area for shopping, entertainment and restaurants serving authentic Mexican cuisine.



Christian Martinez / Oscar's Mexican Seafood



OUTDOOR RECREATION

BEACHES AND WATER SPORTS

San Diego's beautiful beaches range from the white sandy shores of Coronado Beach to Torrey Pines State Park, set against dramatic 300-foot sandstone cliffs. Surfing, swimming, kayaking, snorkeling, diving, paddle boarding, sailing and sport fishing are popular activities and can be enjoyed year-round.

ON LAND AND ABOVE LAND ACTIVITIES

Rolling hills, canyons, lakes, mountains and the vast Anza-Borrego Desert in the north and east of the city offer diverse outdoor recreational experiences on land and above land including mountain biking, hiking, rock climbing, camping, 4-wheeling, fresh water fishing, para-gliding and skydiving.

GOLF

San Diego has 93 outstanding courses, located in every conceivable setting from the ocean to the mountains to the desert, and the region's near-perfect climate allows golfers to play year-round. The most popular course is the world-famous Torrey Pines Golf Course in La Jolla.

CULINARY AND CRAFT BEER

FINE DINING TO STREET FOOD

San Diego's 6,700 eateries range from award-winning, fine dining restaurants to casual, surfside taco shops. The region's multi-cultural communities provide diverse cuisines from Afghan and Vietnamese to Lebanese and Ethiopian. Cali-Baja cuisine is a regional specialty, and a local food favorite is the fish taco.

FARMER'S MARKETS

San Diego is home to 6,000 small farms and popular farmer's markets where visitors can sample and buy delicious local fresh produce. Held daily in different neighborhoods like Little Italy on Saturday and Hillcrest on Sunday, the farmer's markets feature food booths, arts and crafts and entertainment.

CRAFT BEER

San Diego is considered the "Craft Beer Capital of the U.S." and home to over 140+ craft breweries which are located around the region. San Diego beers are award-winning, beating traditional brewing countries like England, Germany and Belgium in world beer competitions.

SHOPPING

POPULAR OUTLET MALLS

San Diego is home to three popular outlet malls that feature great discounted savings at many name-brand stores: the Viejas Outlet Center in San Diego's East County, the Carlsbad Premium Outlets in San Diego's North County, and at Las Americas Premium Outlets near the border of San Diego with Tijuana, Mexico.

OUTDOOR SHOPPING CENTERS

Visitors can shop outdoors year-round at numerous malls located around San Diego including Fashion Valley Shopping Center in central Mission Valley with high-end department stores like Neiman Marcus, Bloomingdales and Nordstrom, and Westfield UTC in La Jolla offering a unique mix of specialty stores, services and restaurants in an open-air setting.

DIVERSE REGION

SAN DIEGO'S EAST AND NORTH COUNTIES

A scenic rugged landscape unfolds as you travel from San Diego's coast to rural East County. Here, you can visit quaint countryside communities like the historic mining town of Julian, the 600,000-acre Anza-Borrego Desert, the majestic Cuyamaca Mountains, Native American casinos and more.

San Diego's North County coastline offers some of the most beautiful scenery and beaches in the nation. Visitors can drive along Historic Highway 101 from luxurious La Jolla to laid-back Oceanside and enjoy European-style spas, fun local shopping and eateries, and unique attractions and activities.

MEXICO

San Diego features the novelty of a two-nation vacation, with Tijuana, Mexico conveniently located 15 miles/24 kilometers from downtown. Tijuana bustles with activity day and night and offers duty-free shopping, authentic Mexican cuisine, rich arts and culture, and glittering nightlife. Located further south, the Guadalupe Valley is home to Mexico's beautiful wine country.



Torrey Pines Golf Course



NEIGHBORHOODS

LA JOLLA

Nicknamed the “jewel” of San Diego, this beautiful Mediterranean-style village is home to luxury and historic hotels, fine dining and shopping, world-class arts and culture, and diverse outdoor recreation.

CORONADO

Situated across San Diego Bay from downtown, the island of Coronado is home to pristine beaches, beautiful gardens and parks, a rich history and culture, and a quaint village with unique restaurants and shops.

GASLAMP QUARTER

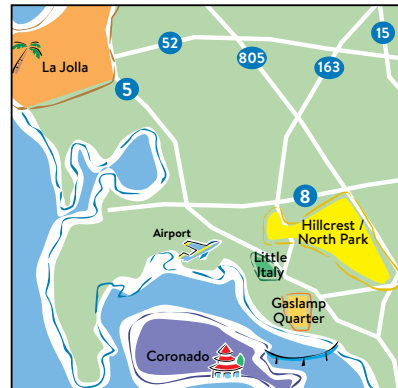
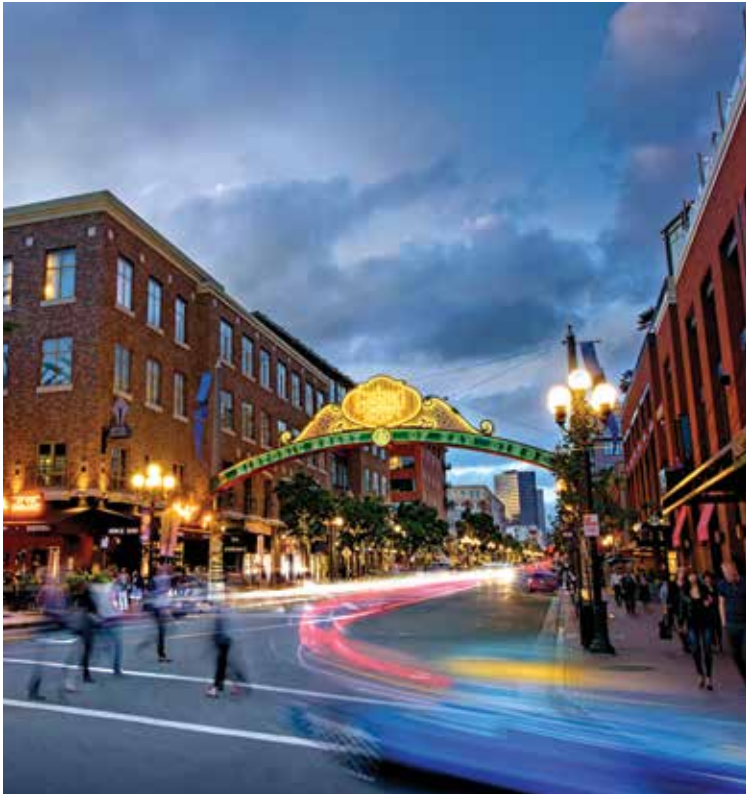
The historic heart of downtown, the Gaslamp Quarter combines beautiful Victorian buildings from the late 1800s with a dynamic urban setting to create an exciting dining, nightlife and shopping district.

LITTLE ITALY

With a rich Italian heritage, Little Italy is a vibrant downtown neighborhood home to popular outdoor patio cafes, trendy bars and restaurants, art galleries, boutique shops and colorful annual festivals.

HILLCREST AND NORTH PARK

Hillcrest and North Park are known for their exciting mix of unique eateries, exotic bistros, chic boutiques, vintage clothing stores, trendy nightlife, fun entertainment and eclectic arts and culture.



These popular neighborhoods are conveniently located within a 15 minute drive from the San Diego International Airport.



DISTANCE FROM OTHER POINTS OF INTEREST

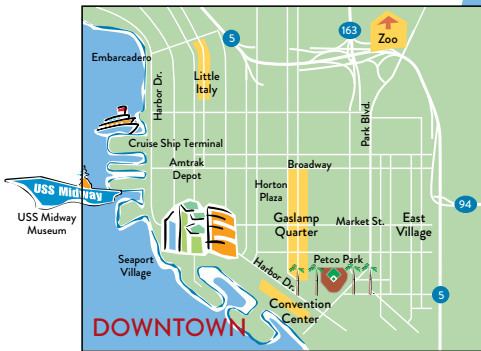
Tijuana, Mexico	15 mi / 24 km / 0.5 hours
Guadalupe Valley, Mexico	88 mi / 142 km / 2 hours
Disneyland/Anaheim	95 mi / 153 km / 1.5 hours
Los Angeles International Airport	125 mi / 201 km / 2.5 hours
Universal Studios/Los Angeles	130 mi / 209 km / 2.5 hours
Palm Springs	139 mi / 224 km / 2.5 hours
Las Vegas	340 mi / 547 km / 5.5 hours
Phoenix	352 mi / 566 km / 5.5 hours
San Francisco	511 mi / 822 km / 9 hours



TEMPERATURES IN SAN DIEGO

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
High:	65.8° F / 18.7° C	66.3° F / 19.0° C	66.3° F / 19.0° C	68.7° F / 20.3° C	69.3° F / 20.7° C	72.2° F / 22.3° C
Low:	49.7° F / 9.8° C	51.5° F / 10.0° C	53.6° F / 12.0° C	56.4° F / 13.5° C	59.8° F / 15.4° C	62.6° F / 17.0° C
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
High:	75.8° F / 24.3° C	77.8° F / 25.4° C	77.1° F / 25.0° C	74.0° F / 23.3° C	69.9° F / 21.0° C	66.3° F / 19.0° C
Low:	65.9° F / 18.8° C	67.3° F / 19.6° C	65.6° F / 18.6° C	61.2° F / 16.2° C	53.6° F / 12.0° C	48.9° F / 9.3° C

-  Winery Region
-  Casino Region
-  Golf Course
-  Shopping Outlet
-  Off-Road Racing
-  Hot Air Balloon Rides
-  Craft Beer Region
-  Surf Break
-  Sport Fishing
-  Sailing
-  Whale Watching
-  Harbor Cruising



*Times are based on travel from the airport and may vary based on time of day. Average travel time is listed.



San Diego Tourism Authority
750 B Street, Suite 1500
San Diego, CA 92101

+1-619-232-3101
sdinfo@sandiego.org

Inside cover photo: John Bahu

Funded in part by the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District Assessment Funds.

Visit us at sandiego.org