



2025

GASLAMP QUARTER ASSOCIATION

ANNUAL REPORT

THE HISTORIC HEART
OF SAN DIEGO



PREPARED BY

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PAVING A NEW PATH

Message from the Chair, Carlos Becerra

“In 2025, we fought for merchants and won practical results—more safety presence on our sidewalks, a new GQ SAFE Committee connecting businesses to rapid response, and clear education around state reforms that pair accountability with treatment. We powered sales with signature events—Cinco, Urban Pickleball, Taste of Gaslamp, the Holiday Pet Parade—and our Artisan Market every weekend. Comic-Con amplified our brands to a national audience, and our banner program kept Gaslamp in the frame for conventions and Padres faithful. The takeaway is simple: advocacy + activation = stronger businesses.”



Historic Brunswig Building 5th and J Street

In 2025, the Gaslamp Quarter Association kept merchants front-and-center, partnering with DA Summer Stephan to educate business owners on Prop 36 (California’s new anti-theft and drug-crime law), helping bring back SDPD’s daytime Walking Team, and launching the GQ SAFE Committee to align safety efforts. Signature events, Cinco in the Gaslamp, Gaslamp Urban Pickleball, the 29th Taste of Gaslamp, and the Holiday Pet Parade, lit up the streets, while the year-round Gaslamp Artisan Market anchored weekend traffic. Comic-Con 2025 again delivered 135k+ attendees, \$96.8M in direct spending and \$160M+ in regional impact, driving national and international exposure for our businesses, amplified by our turnkey Banner Program surrounding the Convention Center.

GQA ADVOCATES

Advocacy & Public Safety and Compliance

Prop 36 education & outreach: After voters approved Proposition 36 (effective December 18, 2024), GQA partnered with the District Attorney’s Office and business groups on town halls and media outreach to explain the law’s new tools—including stronger consequences for repeat retail theft and a treatment-mandated felony option for eligible repeat drug-possession cases.

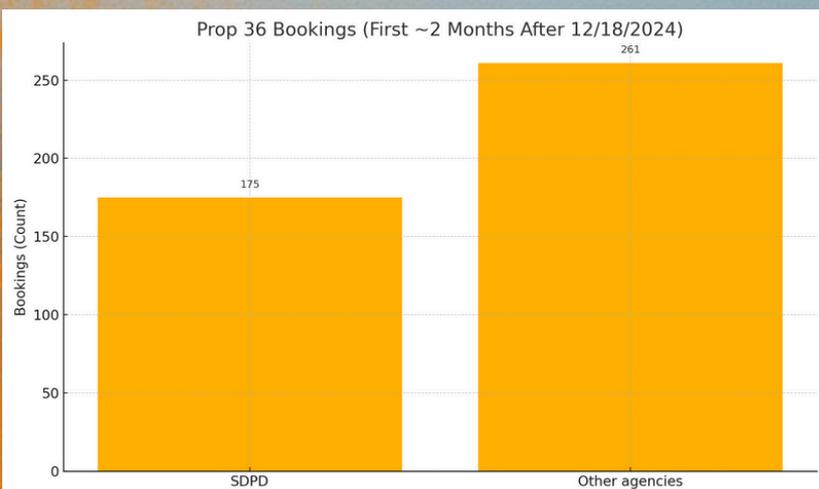
Proposition 36—Early Impact & Local Baseline (Gaslamp Quarter).

California voters approved Proposition 36 (effective December 18, 2024), strengthening consequences for serial retail theft and certain hard-drug offenses while expanding court-ordered treatment. In San Diego County, implementation produced early signals in 2025: prosecutors charged 1,778 cases under the law’s repeat-theft and repeat-drug provisions, with 98% of screened defendants accepting probation services or court-mandated treatment; Drug Court participation rose to 309 by August 1. Within the City, SDPD accounted for ~175 of 436 countywide Prop 36 bookings in the first two months after the law took effect. For the Gaslamp specifically, Crimes Against Persons moved from 369 (2023) to 385 (2024)—a pre-implementation baseline we will compare to the 2025 neighborhood totals when finalized.

Safety partnerships: Working with SDPD, downtown partners and stakeholders, the City added a daytime Downtown Response Team and returned a walking-style presence in the Gaslamp; GQA created the merchant-led GQ SAFE Committee to escalate hot spots, align services, and share prevention tactics.

Access & events: Through our committees, we reviewed proposed street/sidewalk/parking closures and coordinated with the City’s special events team to protect business access while enabling quality activations.

Installed 13 intersection barricades in partnership with Mayor Gloria’s office and SDPD to address pedestrian safety and ADA compliance. Removed dozens of ADA-blocking A-frame signs in coordination with businesses to ensure accessibility. Worked with neighborhood associations to create shared safety standards across downtown.

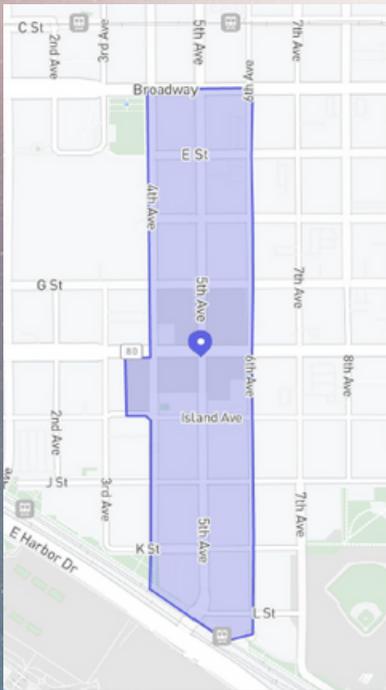


DEMOGRAPHICS

Gaslamp Quarter 2025 – Market Overview (Jan 1 – Nov 16, 2025)

Evenings & Weekends Drove 2025—Now We’re Building the Daytime Economy.

The Gaslamp Quarter finished 2025 with more people choosing the district and staying later. Non-resident visits reached 11.4 million (+4.3% YoY), while out-of-market tourism held steady at 4.5 million, confirming sustained regional and visitor interest. Our resident base grew to ~2,500 (+9.3% vs. 2022), a small but rising audience for neighborhood-first initiatives. Activity patterns were clear: evenings and weekends deliver the most value, with traffic peaking 8–10 PM and the week building toward a Saturday high—a profile that fits our nightlife, dining, and events brand. At the same time, daytime remains an opportunity as the downtown employee count dipped to ~7,700 (-5.5% YoY) and daytime population averaged ~9,800. In 2025 we leaned into what works: Cinco in the Gaslamp, Urban Pickleball, Taste of Gaslamp, the Holiday Pet Parade, and the year-round Artisan Market, while launching a locals-first media push to convert weekend discovery into weekday visits. In 2026, we’ll keep scaling evening wins and intentionally rebuild the midday economy with targeted activations and concierge-to-merchant pathways.



Top Visited Places

- Place City Total Visits (Jan–Nov 2025)
- Hard Rock Hotel San Diego San Diego 1.1M
- Pendry San Diego San Diego 557.8K
- HI San Diego Downtown Hostel San Diego 341.9K
- William Penn Hotel San Diego 339.3K
- The Topsy Crow San Diego 325.5K
- Hilton San Diego Gaslamp Quarter San Diego 301.6K
- El Chingon San Diego 246.3K
- Residence Inn San Diego Downtown/Gaslamp San Diego 229.9K
- The William Penn San Diego 205.3K
- Whiskey Girl San Diego 188.4K

Market Population Metrics

Gaslamp Quarter Hi...
District / Neighborhood *

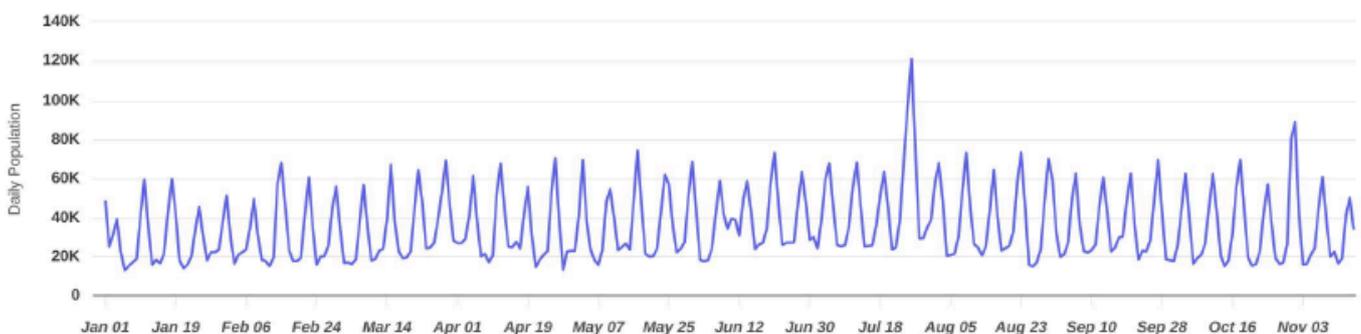
Resident Population (Census 2023)	2.5K (+9.3% vs. 2022)	Employees (STI: Workplace 2024)	7.7K (-5.5% vs. 2023)
Out-of-Market Visitors	4.5M (-0.2% YOY)	Daytime Population (STI: Workplace 2024)	9.8K
Non-Resident Visits	11.4M (+4.3% YOY)		

DEMOGRAPHICS

Evenings and weekends drove 2025: traffic peaks between 8–10 PM and builds Thursday through Saturday, with Friday and Saturday as the highest-demand days. Daytime remains an opportunity as hybrid work keeps employee counts and midday presence lower than pre-pandemic. Hotels dominate the list of most-visited places, which underscores the importance of concierge partnerships and in-room messaging to route guests to independent merchants. The resident base (~2.5K) is small but growing—an audience for neighborhood-first programming like the rebranded Artisan Market and the “Shop Gaslamp Local” campaign.

Population Trend

Gaslamp Quarter H...
District / Neighborhood ...



Daily | Visits | Jan 1st, 2025 - Nov 16th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



“11.4 M non-resident visits (+4.3% YoY) with out-of-market tourism holding at 4.5 M—a strong 2025 showing. The resident base grew to ~2,500 (+9.3% vs. 2022), while daytime remained under-leveraged with ~9,800 people present and 7,700 employees. We’re targeting new lunch-hour activations to convert midday presence into sales.”

Visitor growth, stable tourism, small but growing residential base.

The Non-Resident Visits metric reached 11.4 M (+4.3% YoY), while Out-of-Market Visitors held essentially flat at 4.5 M (–0.2% YoY). The resident base is ~2.5K and up +9.3% vs. 2022, signaling a slowly growing local audience to cultivate.

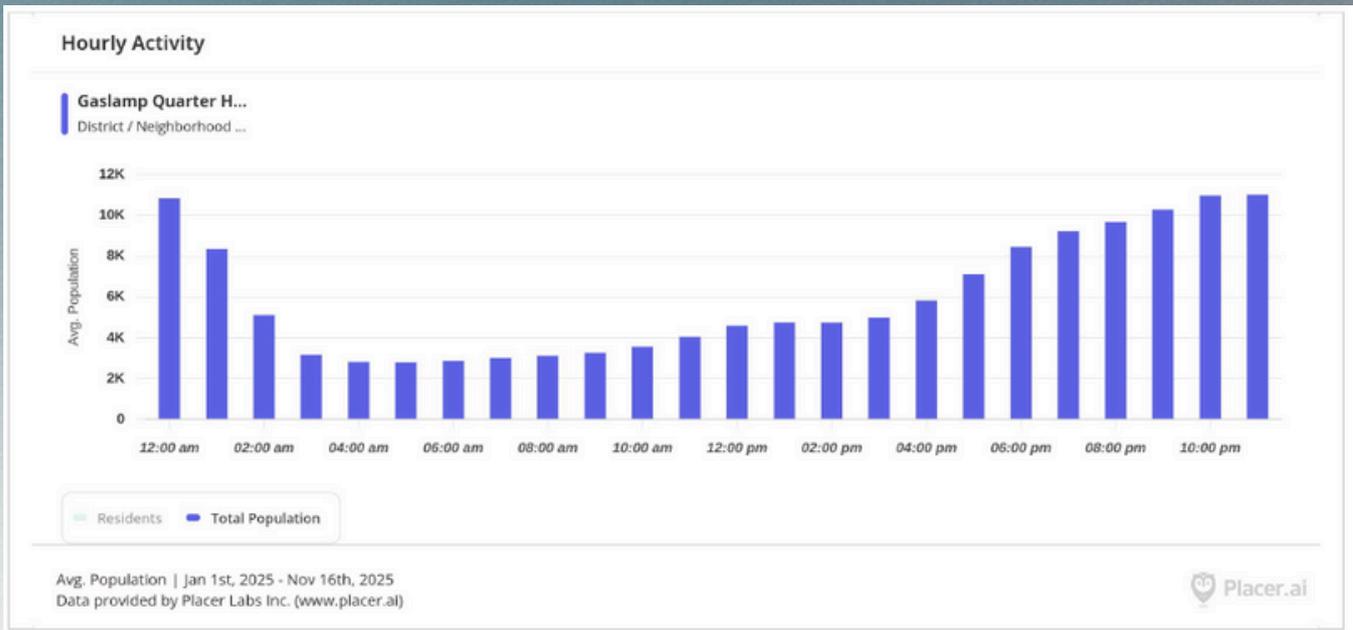
Workday headcount slipped; daytime remains an opportunity.

Employees are estimated at 7.7K (–5.5% vs. 2023) and Daytime Population at ~9.8K, evidence that hybrid work continues to suppress midday demand and that tactical daytime activations can move the needle.

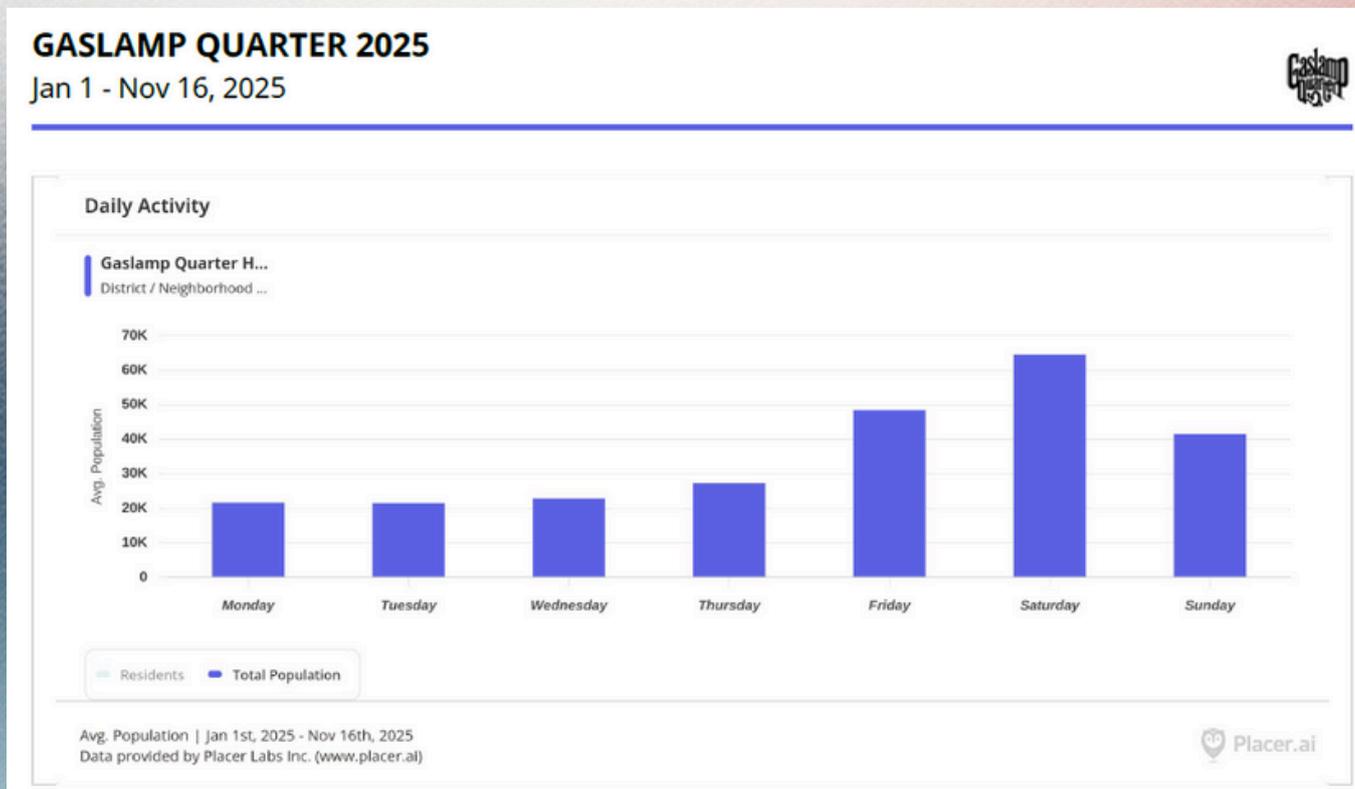
Evenings & weekends are the profit centers.

The Hourly Activity bars climb steadily from mid-afternoon and peak 8–10 PM, confirming a strong night-economy. The Daily Activity chart shows a clear weekend ramp: Saturday is the high point, Friday second, Sunday third, with Thu the lead-in day.

DEMOGRAPHICS



Gaslamp’s demand curve climbs into the evening and peaks 8–10 PM, confirming the power of live entertainment, late dinners, and nightlife. Our programming strategy tilts into this window, then nudges guests into return visits earlier in the week.



Saturday is the district’s largest day, with Friday close behind and Sunday strong, evidence that weekend experiences and conventions remain our revenue engine. 2026 programming will build Thursday as the on-ramp and strengthen Monday-Wednesday shoulder traffic.

DEMOGRAPHICS

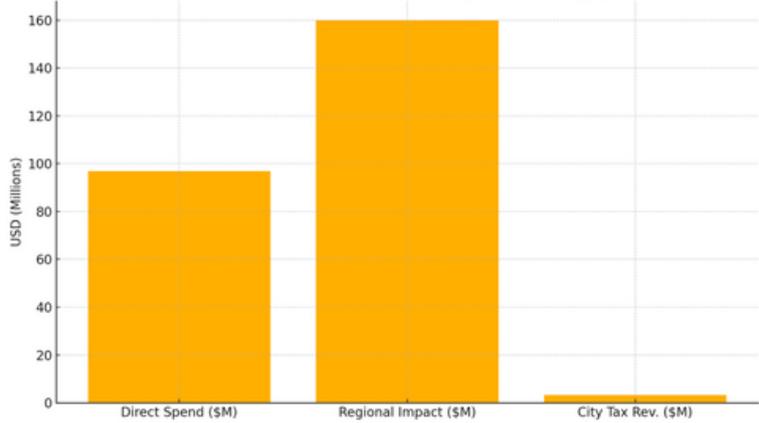
Comic-Con: Global Spotlight, Real Dollars

San Diego Comic-Con 2025 drew 135,000+ attendees and generated approximately \$96.8M in direct attendee spending, with total regional impact exceeding \$160M and an estimated \$3.2M in City tax revenue—benefits felt in hotels, dining and retail, with the Gaslamp at the center. Off-site activations and extensive national/international media coverage continued to put our storefronts on a global stage.

By the Numbers (for graphic callouts)
Comic-Con 2025: 135,000+ attendees
Direct attendee spending: ~\$96.8M
Regional economic impact: \$160M+
Estimated City tax revenue: ~\$3.2M



Comic-Con 2025 Economic Impact (San Diego)



Marketing & Member Support

Always-on promotion: GQA channels and event calendars kept Gaslamp top-of-mind for locals, conventioneers and visitors.

Open-door governance: Board and committee meetings remained accessible so member feedback translated quickly into action.

Banner Program: High-Visibility Marketing

Welcome Banners: Turnkey street-banner placements across the Gaslamp, in partnership with SD Street Banners—ideal for conventions, corporate partners and hospitality brands steps from the Convention Center and Petco Park.

What We Fought For:

Balanced solutions on wages, event costs and operational requirements that affect hospitality and retail margins.

Business access and practical routing during street activations and large conventions.

A stronger daytime safety presence and tighter coordination with SDPD and Clean & Safe.

SOCIAL MEDIA YEAR IN REVIEW

SOCIAL MEDIA PERFORMANCE – 2025 YEAR IN REVIEW

In 2025, the Gaslamp Quarter’s social media channels continued to serve as one of the district’s most powerful communication tools. Through consistent storytelling, event promotion, video-driven content, and cross-platform engagement, Gaslamp reached millions of residents, visitors, and regional audiences. This digital presence played a key role in driving foot traffic, supporting businesses, and elevating the district’s visibility citywide.

Performance Overview

Gaslamp’s social media presence delivered strong district visibility, tourism reach, and consistent community engagement throughout 2025. With multi-platform coverage across Instagram, Facebook, TikTok, and X, the district achieved:

- 25,711,564 total impressions
 - 590,751 total engagements
 - 62,155 post link clicks
 - 2.3% average engagement rate (all platforms combined)
 - 6,165,866 total video views
 - 14,521 net audience growth
 - 184,332 total audience across all platforms
- This volume of exposure significantly

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions	Engagements	Post Link Clicks
25,702,328	590,325	62,155
Engagement Rate (per Impression)		
2.3%		

SOCIAL MEDIA YEAR IN REVIEW

Audience Growth

Audience growth showed strong seasonal patterns aligned with district events and tourism cycles.

Key Insights:

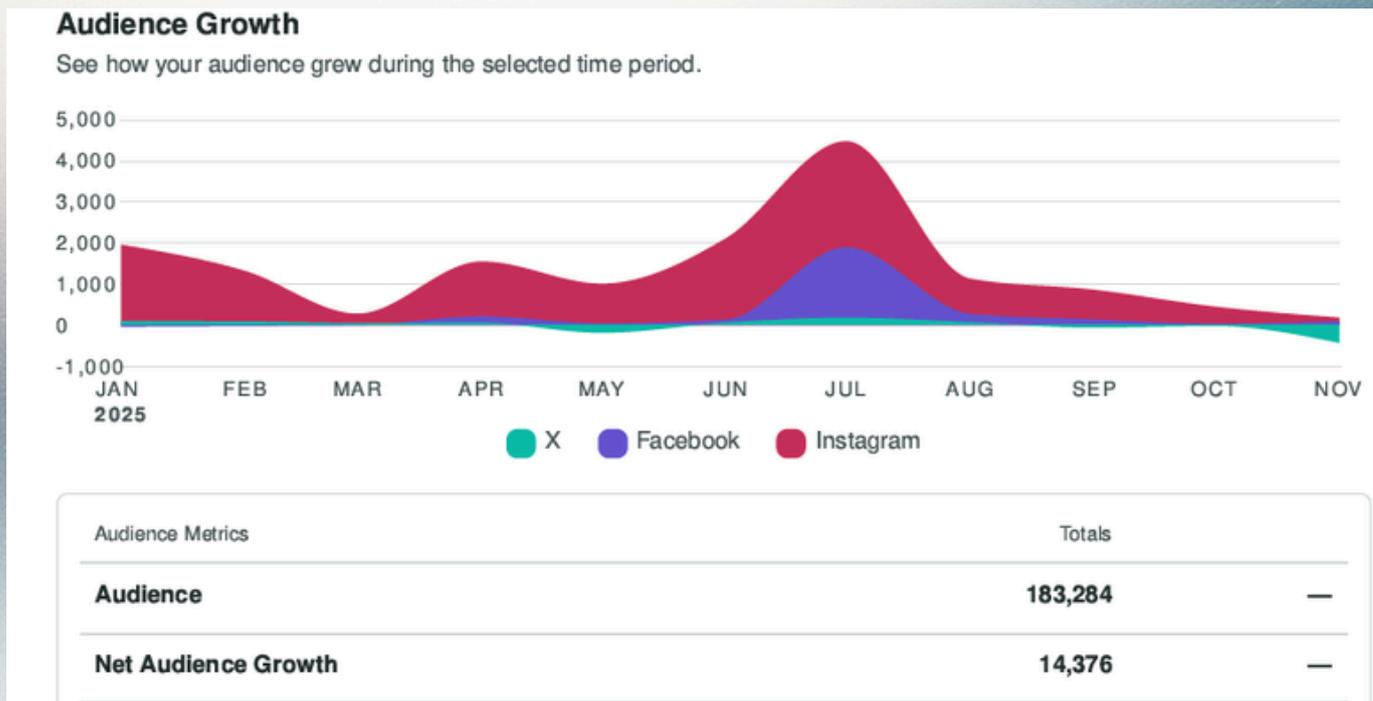
Major growth peaks in June & July, driven by summer events, tourism upticks, and high-performing video content.

Q1 dip recovered by Q2, showing the impact of consistent content strategy and campaign pushes.

Instagram remained the dominant growth driver, followed by Facebook.

TikTok and X contributed steady incremental growth.

Net New Followers in 2025: +14,521



Impressions

Gaslamp content generated 25.7 million impressions, largely fueled by event coverage, Reels, paid advertising support, and City-related messaging.

Key Impression Peaks:

April: Viral event content + paid support

June–July: Summer campaigns + influencer integrations

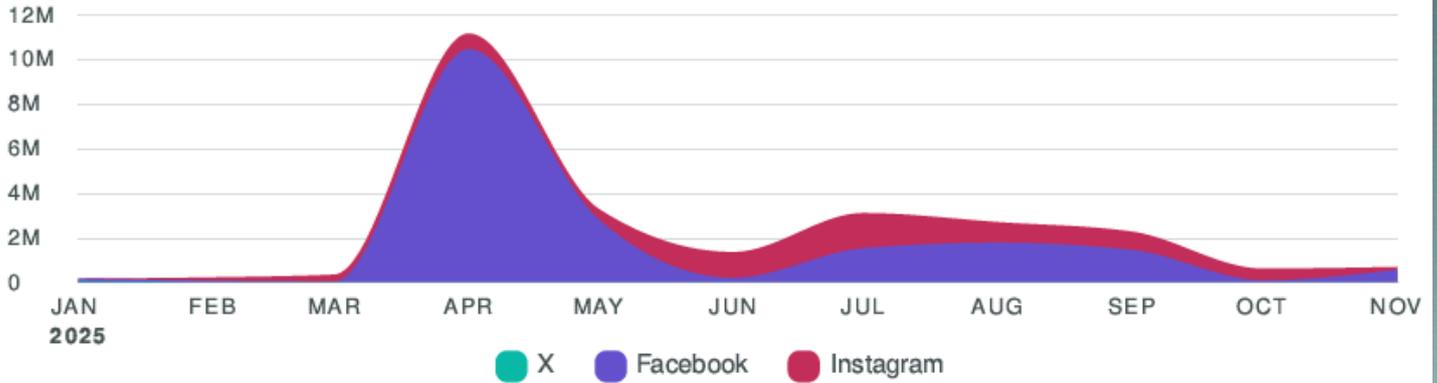
August–October: Steady retention and consistent storytelling

Facebook delivered the largest overall share of impressions, amplified by link posts, video distribution, and community shares.

SOCIAL MEDIA YEAR IN REVIEW

Impressions

Review how your content was seen across networks during the selected time period.



Impression Metrics

Totals

Impressions

25,702,328

Engagements

Total engagements: 590,751

Engagement remained healthy across platforms, with strong spikes in summer months tied to high-performing Reels, creator content, and event announcements.

Highlights:

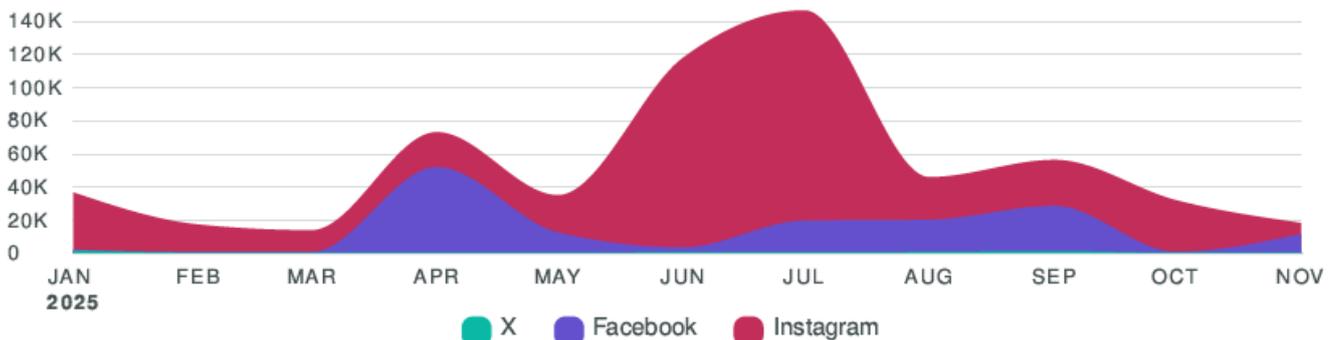
Instagram consistently delivered the highest engagement volume, especially during July's summer content push.

Facebook engagement climbed during April & September due to event posts, long-form updates, and photo carousels.

Audience behavior shows strong preference for video content, pet-related posts, and local event storytelling.

Engagements

See how people are engaging with your posts during the selected time period.



Engagement Metrics

Totals

Engagements

590,325

SOCIAL MEDIA YEAR IN REVIEW

Engagement Rate

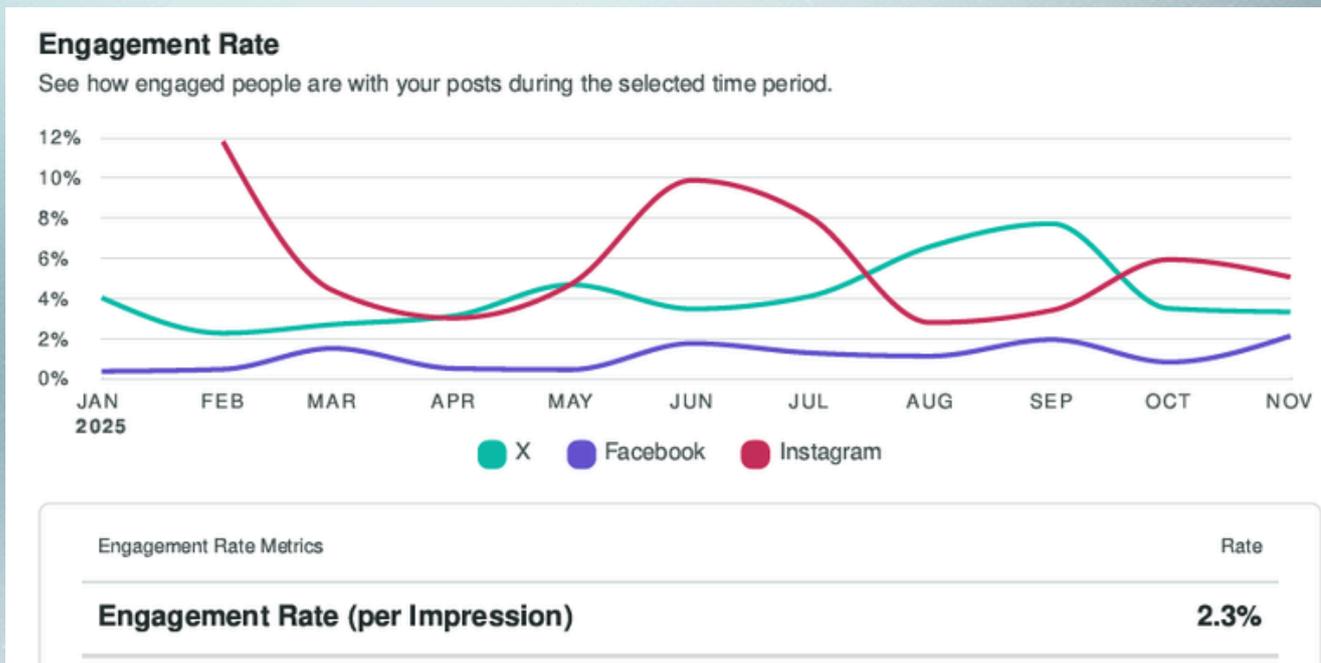
Average engagement rate (per impression): 2.3%

Platform breakdown:

X: 4.3%

Instagram & Facebook: strong mid-year peaks driven by summer campaigns, influencer content, and user-generated moments.

This engagement rate is solid given the district's large reach and diverse audience mix.



Message Volume

Gaslamp's direct messages remained a steady communication channel throughout 2025, supporting visitor inquiries, business questions, event details, and safety-related information. The volume of received messages spiked during major district activations, confirming the community's reliance on Gaslamp's social platforms for real-time updates.

Key Metrics

Total messages sent: 2,681

Monthly peaks aligned with:

May: Taste of Gaslamp & summer planning inquiries

July: Summer tourism and event activity Gaslamp Urban Pickleball

October: Halloween campaigns and holiday planning questions

Insights

Received messages consistently outpaced sent replies, reflecting high audience reliance on social channels for quick information.

Message volume patterns matched overall audience growth and engagement trends, reinforcing that Gaslamp's digital channels function as an active customer-service and community-information hub.

Increased response activity during summer months helped support visitor experience and business awareness during high-traffic periods.

SOCIAL MEDIA YEAR IN REVIEW

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



Sent Messages Metrics

Totals

Total Sent Messages

2,681

X Sent Messages

157

Facebook Sent Messages

451

Instagram Sent Messages

2,073

Received Messages Metrics

Totals

Total Received Messages

i 22,251

X Received Messages

2,753

Facebook Received Messages

2,162

Instagram Received Messages

17,336

Video Performance

Total video views: 6,165,866

Video remained the most impactful content format, consistently outperforming static posts and driving overall platform growth.

Key Video Performance Notes:

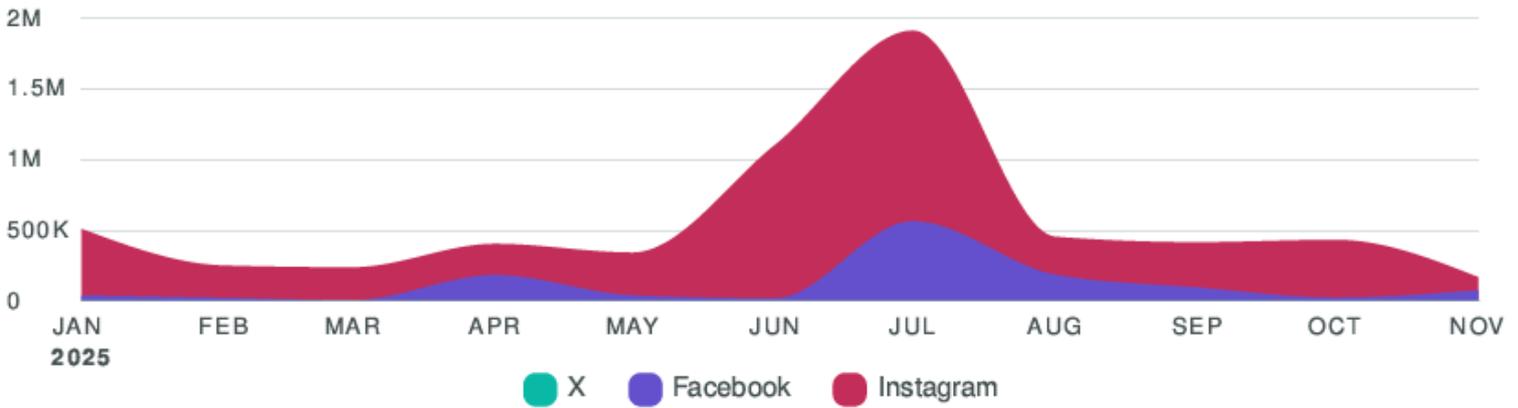
Major spike in June–July from summer events, Taste of Gaslamp teasers, street activations, and seasonal reels. Reels featuring pets, restaurants, Gaslamp nightlife, and creator collabs drove the strongest organic traction.

Facebook video distribution increased reach during non-peak months.

SOCIAL MEDIA YEAR IN REVIEW

Video Views

Review how your videos were viewed across networks during the selected time period.



Video Views Metrics

Totals

Video Views

6,165,866

Overall Impact

Gaslamp's 2025 social footprint delivered:

District-wide visibility for events, businesses, and City initiatives

Increased digital tourism reach

Strong community engagement across platforms

Successful integration of creator partnerships

Scalable organic + paid content strategies

Consistent monthly presence with strong seasonal highs

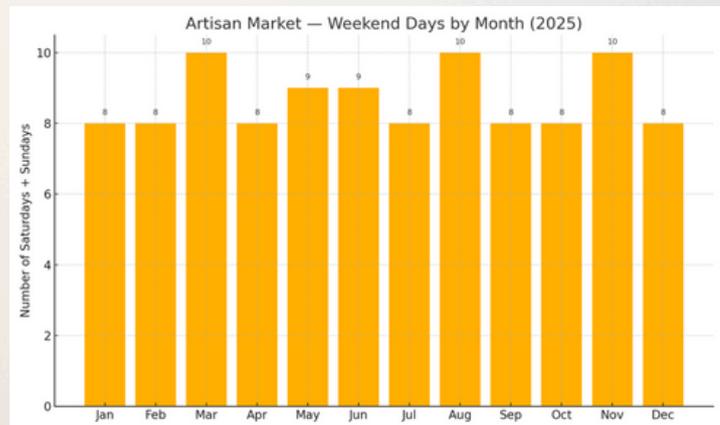
This performance confirms that the Gaslamp Quarter's digital platforms are a major driver of awareness, visitation, and community connection and position the district as one of the most visible neighborhood in San Diego.

MARKETING AND EVENTS

Gaslamp Artisan Market – 2025 Rebrand & Locals-First Media Campaign

2025 Rebrand: Clearer, Fresher, Easier to Find

In 2025 we refreshed the Gaslamp Artisan Market brand to make it unmistakably ‘Gaslamp’ and easier to navigate. The update introduced a modernized visual system across on-street signage and digital channels, unified vendor presentation standards for a premium look, and new wayfinding cues so locals and conventioners can identify the market from blocks away. The rebrand also simplified how dates and hours appear in listings and partner calendars, reducing friction for same-day discovery.



104 Gaslamp Artisan Markets in 2025

Program Snapshot

The Gaslamp Artisan Market has become the district’s most consistent weekend draw—a curated, open-air showcase of local makers, food artisans, and emerging brands that anchors foot traffic in the heart of the Gaslamp Quarter every Saturday and Sunday, 10:00 a.m.–4:00 p.m., year-round. Vendors line Fifth Avenue with handmade goods, art, jewelry, home wares, and small-batch foods, creating a ‘discover-and-dwell’ experience that merchants credit for lifting brunch, shopping and impulse purchases. The market reliably drives thousands of shoppers each weekend and functions as a friendly first touchpoint for new visitors who return to dine and shop nearby.

Locals-First Media Campaign: “Shop Gaslamp Local”

To deepen neighborhood loyalty and weekday return visits, we launched a locals-first media push under the banner “Shop Gaslamp Local.” The campaign centers maker stories and walkability—short videos profiling vendors, snackable photo carousels, and ‘what to do this weekend’ posts—paired with geo-targeted social, email to downtown audiences, and coordinated event listings. Messaging emphasizes convenience (transit, rideshare, parking), the joy of buying direct from San Diego makers, and the ripple effect for nearby restaurants and retailers.

Why It Matters for Economic Development

A thriving weekend market doesn’t just activate Fifth Avenue; it extends dwell time across the district. Shoppers who arrive for artisan goods often stay for brunch, explore boutiques, and plan return visits. The rebrand improves ‘findability’ and perceived quality; the locals-first campaign cultivates repeat behavior—both critical to sustaining small-business revenue between major conventions and Padres homestands.

MARKETING AND EVENTS

Cinco de Mayo – Event Impact Summary



Market Visitors - Gaslamp Quarter Cinco De Mayo...

Cinco de Mayo served as a major spring activation for the Gaslamp Quarter, drawing high visitor volume and strengthening economic activity across restaurants, bars, and retail businesses. Foot-traffic patterns recorded by Placer.ai confirm district-wide movement and strong engagement throughout the day, underscoring continued demand for cultural and community-centered programming in the neighborhood.

Visitor Volume & Activity

According to Placer.ai, the Gaslamp Quarter saw 60,400 total visits on May 3, 2025, with all visitors classified as out-of-market, demonstrating strong regional draw. Additional key metrics included: Average time spent in the district: 167 minutes Median time spent: 119 minutes Average days in market: 1, consistent with single-day event behavior Activity spiked during midday and early evening periods, aligning with peak dining and entertainment hours. Movement was distributed across multiple blocks, showing visitors circulated through the district rather than clustering in one area.

Economic & District Impact

Cinco de Mayo generated meaningful economic benefits for the Gaslamp Quarter by: Driving high daytime and evening visitation, boosting both reservations and walk-in traffic Increasing food, beverage, and entertainment spending Supporting overall revenue for small businesses and hospitality partners Contributing to early-summer momentum across the district The strong presence of out-of-market visitors demonstrates the event's value in attracting new customers to Gaslamp businesses.



MARKETING AND EVENTS

Marketing & Communications Support

The Gaslamp Quarter supported Cinco de Mayo with district-wide promotions across social media, the website, and partner channels. Social posts featured restaurant specials, cultural elements, and event-day highlights. Digital communications expanded reach to both local audiences and regional visitors. Messaging aligned with city-friendly cultural celebration themes. This multi-platform approach ensured visibility, increased turnout, and strengthened overall community engagement.

Community Value

Cinco de Mayo reinforced the Gaslamp Quarter's role as a hub for cultural experiences and inclusive, community-driven celebrations. Visitor circulation patterns confirmed that the event activated the entire district and encouraged longer stays, benefiting businesses across multiple categories.

Market Visitors

May 3 - May 3, 2025



Visitation Metrics

Gaslamp Quarter Hi...
District / Neighborhood *...

Out-of-Market Visitors	60.4K	Visits	60.4K
Avg. Days in Market	1	Avg. Daily Time Spent in Market	167 min
Median Daily Time Spent in Market	119 min		

Compared to: 1 Year Ago | May 3rd, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



MARKETING AND EVENTS

Gaslamp Urban Pickleball – Event Impact Summary



Market Overview - Gaslamp Quarter Urban Pickleball...

Gaslamp Urban Pickleball launched as the district's first in-person sports activation, transforming 5th Avenue from Market Street to K Street into a weekly recreation hub with ten courts. Over five weeks, the series delivered consistent foot traffic, introduced new audiences to the district, and strengthened evening economic activity for surrounding businesses.

Key Market & Visitor Statistics

Out-of-Market Visitors: 62.2K (+15% YOY)
Out-of-Market Visits: 69.3K (+20.4% YOY)
Resident Population: 2.5K (+9.3% vs. 2022)
Daytime Population: 9.8K



These metrics confirm strong regional draw and increased visit frequency across the activation period.

Visitor Volume & Behavior

Noticeable visitation increases every Thursday evening during pickleball play
Strong mix of returning and first-time visitors
Circulation across multiple surrounding blocks.
Visitors remained 1–3 hours on average, indicating meaningful district engagement
Heightened pre- and post-event activity in Gaslamp businesses (i.e. restaurants)
These patterns show that pickleball not only drew people in – it kept them in the district longer, supporting business revenue.

Economic & District Impact

Gaslamp Urban Pickleball supported local economic activity by:
Boosting Thursday evening foot traffic on a weekday.
Increasing demand for restaurants, bars, lounges, and retail
Creating a new weekly anchor event that energized Island Avenue
Attracting new customer demographics, including young professionals and recreational players
Extending stays through post-game dining and entertainment
The Thursday spike to 12.3K confirms the event's tangible impact on weekday economic performance.

MARKETING AND EVENTS

The Gaslamp Quarter executed a strong multi-channel marketing plan: Weekly social reminders, reels, and graphics. Google Ads traffic campaign for broader regional reach. Creator content and community-friendly positioning On-site activations and signage that drove visibility and shareability This comprehensive approach helped quickly establish pickleball as a recognizable summer series.



Community Value

The series provided, Free, accessible outdoor recreation. Safe, lively community engagement in the heart of downtown. A positive activation that attracted locals, regional visitors, and downtown workers. A new model for weekday programming and urban placemaking

Conclusion

Gaslamp Urban Pickleball delivered measurable results, including +20.4% YOY visit growth, 62.2K out-of-market visitors, and a Thursday population spike of 12.3K. The series successfully strengthened weekday activity, supported business revenue, and introduced a brand-new recreation experience to the district—setting a strong foundation for future seasons.



MARKETING AND EVENTS

Gaslamp Pet Parade 2024 – Event Impact Summary



Market Overview

Gaslamp Quarter Pet Parade... The 2024 Gaslamp Holiday Pet Parade delivered one of the strongest single-day winter activations in the district, drawing thousands of visitors, families, and pet owners into the Gaslamp Quarter. The event significantly boosted mid-day and afternoon foot traffic, supporting holiday shopping, dining, and hospitality businesses citywide.

Out-of-Market Visitors: 16.9K
Out-of-Market Visits: 16.9K
Resident Population (within Gaslamp boundaries): 2.5K (+9.3% vs. 2022)
Daytime Population: 9.8K

Hourly Activity Breakdown (December 14, 2024)

The event generated strong mid-day peaks:

- 11:00 AM: ~5K visitors
- 12:00 PM: ~7K visitors
- 1:00 PM: ~8.5K visitors (peak)
- 2:00 PM: ~7.5K visitors
- 3:00 PM: ~7K visitors

This pattern aligns exactly with Pet Parade programming – lineup, parade walk, and post-parade celebrations – confirming its direct impact on district activity.



Visitor Behavior & Circulation

The data indicates: High concentration of visitors between 11 AM – 3 PM, matching event timing
Strong circulation along 4th, 5th, and Island, consistent with parade route and vendor zones
Predominantly out-of-market visitors, demonstrating the event's regional draw
Longer dwell times due to post-parade shopping, dining, and holiday activities

Economic & District Impact

The 2024 Pet Parade contributed to the holiday economy by:
Driving high foot traffic during the key December shopping window
Supporting lunch, café, dessert, and retail sales
Increasing visitation to holiday pop-ups, markets, and store activations
Boosting visibility for participating businesses and sponsors
Encouraging extended stays as families explored additional Gaslamp holiday offerings

MARKETING AND EVENTS

Marketing & Communications Support

The Gaslamp Quarter supported the 2024 Pet Parade with:
A full social media campaign (Instagram, Facebook, X, TikTok)
Real-time event coverage and user-generated content amplification
Website updates and partner cross-promotions
Holiday-themed creative assets to enhance shareability
Pre-event press, outreach, and media mentions
This strategy helped maximize visibility and drive strong turnout.

Community & Cultural Value

The Pet Parade remains one of the Gaslamp District's most inclusive events, attracting:

- Families
- Pet owners
- Children and local schools
- Regional pet organizations
- Holiday visitors and tourists

Its reputation as a festive, family-friendly tradition strengthens Gaslamp's identity as a cultural and community hub.



Conclusion

The 2024 Gaslamp Pet Parade brought 17.9K visitors into the district on event day, with 16.9K of those attendees traveling from outside the Gaslamp Quarter. This strong regional draw made the Pet Parade one of the highest-traffic Saturdays of the holiday season, boosting business activity and reinforcing the event as a signature holiday tradition for downtown San Diego.

MARKETING AND EVENTS



Taste of Gaslamp 2025 continued its legacy as one of the district's signature culinary events, drawing strong foot traffic, activating the neighborhood's dining corridors, and supporting a broad mix of restaurants and hospitality partners. The event showcased the diversity of the Gaslamp Quarter's food scene and delivered meaningful economic and cultural impact.

Key Market & Visitor Statistics

Verified Placer.ai metrics:

Out-of-Market Visitors: 10.5K

Out-of-Market Visits: 10.5K

Resident Population: 2.5K (+9.3% vs. 2022)

Daytime Population: 9.8K

Event-Day Foot Traffic (Daily Activity)

Placer.ai's Daily Activity shows a clear Saturday surge tied directly to Taste of Gaslamp:

Total Saturday Population: 11.1K

This reflects the full district population on event day and demonstrates the event's strong ability to stimulate weekend activity.

Visitor Activity & Behavior

Heavy mid-day to afternoon circulation

Strong movement across 4th, 5th, J Street, Market Street, and Island

Increased dwell time due to multi-stop tasting experiences

A blend of returning patrons and first-time visitors discovering new restaurants

Post-tasting activity in bars, lounges, and dessert venues

The event successfully extended visitor presence across the district.

Economic Impact

Taste of Gaslamp directly supported the district's hospitality economy:

Restaurants experienced increased walk-ins, higher table turnover, and stronger bar sales

Participating venues reported repeat business from attendees after the event

The event reinforced Gaslamp's culinary identity and highlighted small and independently owned restaurants. Visitors also engaged with retail shops, sweet shops, and beverage venues throughout the tasting route. The lunch-to-early-dinner activation generated meaningful Saturday revenue for businesses.

MARKETING AND EVENTS

Gaslamp Quarter amplified the event through:

Targeted social media campaigns across Instagram, Facebook, X, TikTok

Dedicated Reels, countdowns, paid boosts, and event-day coverage

Website features, ticketing pages, and email newsletters

Partner amplification and creator content. Restaurant-specific spotlights to showcase participating venues The Gaslamp Quarter implemented a coordinated marketing strategy to maximize visibility and drive attendance for Taste of Gaslamp 2025. This included a full mix of digital advertising, social media amplification, creator partnerships, and direct outreach designed to reach both local audiences and regional visitors.



Community & Cultural Value

Taste of Gaslamp continues to serve as:

A signature food and culture celebration for San Diego

A platform for restaurants to gain exposure

A neighborhood-wide activation that strengthens local pride

A tourism-friendly event that invites new visitors to experience the Gaslamp Quarter

The event promotes the district's identity as a diverse culinary destination and supports ongoing small business visibility.

Conclusion

Taste of Gaslamp 2025 delivered strong results, drawing 11.1K visitors into the district and attracting 10.5K out-of-market attendees. The event boosted restaurant revenue, activated the neighborhood's busiest corridors, and reinforced the Gaslamp Quarter's reputation as a premier culinary district in downtown San Diego.



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