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NVIDIA GTC 2025 Breaks Records, Boosts Downtown San Jose Economy

San Jose, CA – Downtown San Jose experienced an unprecedented surge in economic activity during NVIDIA's 2025 GPU Technology Conference (GTC), setting new benchmarks for the city's hospitality and tourism sectors. According to the San Jose Downtown Association (SJDA), visitor foot traffic and spending soared during the weeklong event, which brought together thousands of global leaders and innovators in artificial intelligence.

Key highlights from GTC 2025 vs GTC 2024:

- 132% increase in restaurant visits
- 47% increase in hotel use
- 29% increase in total visitors

The data, provided by location intelligence platform Placer.ai, shows the profound economic ripple effect GTC has on San Jose's downtown core.

"This year's GTC was a game-changer for downtown," said Alex Stettinski, CEO of the San Jose Downtown Association. "It proves San Jose's readiness to host high-impact, global events —and the economic opportunity that comes with them."

Record-Breaking Metrics

- **Hotel Visits**: Hotel traffic climbed to 29,947 visits, a 47% jump from 20,396 in 2024—underscoring the growing appeal of GTC to out-of-town and international attendees.
- **Restaurant Visits**: Downtown restaurants saw 13,177 visits, a 132% increase over last year's 5,660, showcasing a thriving food scene and improved walkability downtown.
- **Visitor Reach**: GTC 2025 attracted attendees from 794 ZIP codes, including 496 outside California—a 126% increase in out-of-state participation over 2024.
- **Overall Attendance**: A total of 25,300 attendees participated in the 2025 event, up from 19,500 in 2024.

San Jose Poised for Global Stage

The exponential growth of GTC signals San Jose's emergence as a premier destination for global conferences and large-scale events. With rising interest from the tech industry and increasing capacity, city leaders are eyeing the future.

"We believe that GTC 2025 has set the stage for San Jose's readiness when it comes to hosting world-class events," Stettinksi said, "with the NFL Super Bowl, FIFA World Cup, and NCAA

Tournament coming in 2026, Downtown San Jose is standing out as a world-class event destination."

For more information about the San Jose Downtown Association, visit https://sjdowntown.com/.

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About San Jose Downtown Association (SJDA): The San Jose Downtown Association is a membership-based nonprofit organization created in 1986 to provide marketing, advocacy, public art, and clean and safe initiatives on behalf of 2,000+ member businesses and property owners in Downtown San Jose. SJDA's mission is to support the members' vision of a vibrant Downtown San Jose for everyone.