

# San Diego Urban Center Experiences Growth in Leisure Travel Focused on Historic Architecture

SAN DIEGO, CA, UNITED STATES, June 26, 2026 /EINPresswire.com/ -- Data from recent tourism sector reports indicates a shift in how couples plan weekend travel. Industry publications show that a majority of high-income travelers are choosing urban environments that offer historical architecture and walkable commercial districts over traditional, isolated coastal resorts. This trend highlights a broader consumer preference for destinations that combine cultural activities with immediate access to dining and entertainment.

This shift in travel preferences has directly impacted the hospitality market within downtown San Diego, particularly in the historic Gaslamp Quarter. Because of the high concentration of preserved early twentieth-century buildings and local dining establishments, the area attracts visitors looking for regional excursions. Travelers increasingly select this specific neighborhood to experience the local culinary options and entertainment venues without the need for vehicle transportation.

Analysis of consumer behavior shows that modern travelers seek out specific lodging environments that reflect the historic character of the surrounding municipality. Market data indicates that guests prefer properties with distinct architectural elements that serve as a



backdrop for romantic getaways in Gaslamp San Diego. Hospitality research confirms that travelers are looking for accommodation options that offer quiet interiors while remaining entirely connected to central city districts.

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### [About Courtyard by Marriott San Diego Downtown](#)



Located at 530 Broadway, the Courtyard San Diego Downtown is a masterpiece of Romanesque Revival architecture. The property features 245 guest rooms and suites that blend modern Marriott tech with historic charm, including 55-inch Smart TVs, ergonomic workspaces, and luxury bedding. The hotel's centerpiece is its breathtaking lobby, formerly a grand banking hall, featuring soaring archways and original bronze work.

On-site amenities include The Gold Reserve Kitchen & Bar, a full-service location perfect for a pre-theater cocktail, a 24/7 fitness center, and over 4,800 square feet of unique meeting and event space set within the historic safe deposit vaults. The hotel is situated steps from the Gaslamp Quarter, a short walk from Little Italy, and 3 miles from San Diego International Airport (SAN).

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