

California Travel Impacts by Senate District, 2016p

May 2017



A Joint Marketing Venture of Visit California
and the Governor's Office of Business Development (GO-Biz)

Prepared by

Dean Runyan Associates, Inc.
833 SW 11th Avenue, Suite 920
Portland, Oregon 97205
503.226.2973, Fax: 503.226.2984

for

Visit California
555 Capitol Avenue, Suite 1100
Sacramento, CA 95814
916.444.4429
www.visitcalifornia.com

STATE OF CALIFORNIA
Edmund G. Brown, Jr., Governor

GOVERNOR'S OFFICE OF BUSINESS DEVELOPMENT
(GO-BIZ)

Mike Rossi, Senior Advisor for Jobs and Business
Development, Office of the Governor

VISIT CALIFORNIA
Caroline Beteta, President & CEO
Lynn Carpenter, Vice President of Marketing
Dan Mishell, Research Director

California Senate District Travel Impacts, 2016p

This study, prepared for the Visit California, documents the economic significance of the travel industry in California's forty Senate Districts. The estimates are comparable to the county, regional and state travel impacts prepared by Dean Runyan Associates [1]. However, due to data limitations and the need to allocate county-level estimates to Senate districts defined by zip code and population data, it is not possible to report the level of detail found in the county travel impact report.

Interpretation of Impact Estimates

There are several issues that should be noted with respect to the interpretation of these findings:

- The **employment** estimates provided in this report refer to the *place of work* of all payroll employees and the self-employed. The estimates reflect the number of jobs rather than the number employed persons. Some of the employees in a particular Senate District will be residents of another Senate District. The extent to which this occurs in any given Senate District is not estimated in this report. However, it is fair to say that this will occur to a much a greater extent in the many dense urban districts as opposed to the geographically larger rural districts [2].
- The estimates of local and state **tax receipts** in this report also refer to the Senate District where this tax revenue is generated (by point of sale, taxable income or property). The government entities that collect tax revenue are not necessarily contained within a given Senate District. Therefore, revenue generated within one Senate District may be used to provide services in another. This also is more likely to occur in dense urban districts.
- It should also be noted that the allocation of travel impacts is complicated by the fact that there is visitor travel between and among different geographic areas within the state. (For example, a visitor may stay overnight in a hotel in District X and shop in District Y.) This is always an issue in travel impact research. In general, it is more important the smaller the geographic unit, as is the case with dense urban districts.
- The Senate Districts are described in this report with place names and counties. These descriptions are only intended to provide a general location of the district

1. California Travel Impacts, 1992-2016p (May 2017). Prepared by Dean Runyan Associates for Visit California.

2. The 40 Senate Districts are range in population from 870,000 to 1,000,000. Rural Senate Districts are typically comprised of many counties. California's many more numerous urban districts, on the other hand, typically comprise a small portion of one or more counties.

- While two years of impact estimates are provided for each district, it is generally not advisable to emphasize annual changes in the impact estimates or to compare or rank districts with respect to year-to-year changes. This is because the district estimates are an allocation of county level estimates based on room inventory, population and other factors.

The report provides three summary tables for the forty Senate Districts, followed by a single page for each of the districts that provide all of the information contained in the summary tables. There are several appendices that describe the travel impact measures, methodology and data sources.

2016 California Senate District Travel Impacts

Senate District		Spending (\$000,000)			Earnings (\$000,000)	Employ. (000)	Tax Revenue (\$000,000)		
		Total	Visitor	Other			Local	State	Total
01	Northeast California	\$2,969	\$2,802	\$167	\$1,015	32.0	\$91	\$134	\$224
02	North Coast	\$3,341	\$3,078	\$263	\$1,221	36.4	\$129	\$144	\$273
03	Napa Valley	\$3,002	\$2,822	\$180	\$1,112	32.6	\$121	\$135	\$256
04	North Central	\$1,839	\$1,516	\$323	\$489	17.3	\$46	\$81	\$127
05	San Joaquin Valley	\$1,106	\$968	\$138	\$323	11.0	\$26	\$61	\$87
06	Sacramento	\$2,745	\$2,186	\$558	\$762	22.1	\$75	\$108	\$183
07	Walnut Creek	\$1,821	\$1,615	\$207	\$651	16.4	\$63	\$88	\$151
08	East Central	\$3,645	\$3,417	\$228	\$1,070	37.0	\$125	\$138	\$263
09	Berkeley-Oakland	\$2,591	\$1,909	\$681	\$1,087	18.6	\$89	\$96	\$186
10	Fremont-Hayword	\$2,862	\$2,494	\$367	\$922	21.6	\$122	\$119	\$242
11	San Francisco	\$13,390	\$11,720	\$1,670	\$4,555	79.3	\$747	\$474	\$1,221
12	Merced-Salinas	\$1,333	\$1,199	\$135	\$461	13.0	\$54	\$85	\$139
13	Palo Alto	\$4,522	\$4,133	\$389	\$3,287	54.2	\$286	\$231	\$517
14	Central	\$997	\$849	\$148	\$286	10.3	\$27	\$57	\$85
15	San Jose	\$2,220	\$1,516	\$704	\$533	11.4	\$74	\$78	\$151
16	Bakersfield	\$2,233	\$2,077	\$156	\$668	24.8	\$51	\$100	\$151
17	Central Coast	\$5,113	\$4,880	\$232	\$1,939	50.8	\$192	\$224	\$416
18	Los Angeles	\$1,345	\$1,128	\$217	\$500	10.2	\$73	\$78	\$150
19	Santa Barbara	\$3,271	\$3,068	\$203	\$1,076	31.5	\$125	\$151	\$275
20	Ontario	\$1,860	\$1,516	\$344	\$625	19.0	\$63	\$87	\$150
21	Lancaster-Palmdale	\$1,475	\$1,252	\$223	\$504	12.9	\$65	\$81	\$146
22	San Gabriel	\$1,626	\$1,338	\$288	\$618	12.7	\$83	\$86	\$170
23	San Bernardino-Yucaipa	\$2,441	\$2,283	\$158	\$679	25.9	\$55	\$114	\$169
24	Los Angeles East	\$1,477	\$1,171	\$306	\$556	11.2	\$75	\$80	\$155
25	Glendale-Pasadena	\$1,987	\$1,629	\$358	\$764	15.6	\$93	\$95	\$187
26	Los Angeles Coast	\$8,638	\$6,499	\$2,139	\$3,711	61.6	\$283	\$222	\$505
27	Thousand Oaks-Simi Valley	\$1,953	\$1,597	\$357	\$712	16.2	\$81	\$94	\$174
28	Palm Springs	\$5,802	\$5,533	\$269	\$1,706	57.1	\$144	\$228	\$372
29	Fullerton	\$1,942	\$1,611	\$332	\$694	17.5	\$85	\$99	\$183
30	Los Angeles	\$2,924	\$2,499	\$424	\$1,181	23.0	\$133	\$122	\$255
31	Moreno Valley	\$1,476	\$1,298	\$177	\$427	14.7	\$57	\$91	\$147
32	Los Angeles South	\$1,765	\$1,573	\$192	\$667	14.6	\$92	\$94	\$186
33	Long Beach	\$2,103	\$1,677	\$426	\$841	15.3	\$93	\$91	\$185
34	Orange Coast	\$5,043	\$4,391	\$652	\$1,721	43.0	\$188	\$182	\$370
35	Gardena-Inglewood	\$2,566	\$2,081	\$485	\$1,042	19.1	\$112	\$104	\$216
36	Carlsbad-San Clemente	\$2,879	\$2,650	\$229	\$1,025	27.3	\$112	\$140	\$252
37	Irvine-Newport Beach	\$3,694	\$3,141	\$553	\$1,292	32.6	\$137	\$149	\$286
38	Escondido-El Cajon	\$2,444	\$2,249	\$195	\$805	21.9	\$102	\$136	\$238
39	San Diego	\$9,709	\$8,667	\$1,041	\$3,271	85.2	\$296	\$332	\$628
40	Chula Vista	\$2,143	\$1,851	\$292	\$627	18.7	\$85	\$113	\$198
	California	\$126,288	\$114,883	\$11,405	\$45,424	1,095.8	\$4,948	\$5,321	\$10,270

2015 California Senate District Employment Characteristics

Senate District	<u>District Employment (000)</u>			<u>District Percent of State</u>	
	Total	Travel	Pct.Travel	Total	Travel
01 Northeast California	452.1	31.3	6.9%	2.0%	3.0%
02 North Coast	455.7	35.5	7.8%	2.0%	3.4%
03 Napa Valley	456.0	32.0	7.0%	2.0%	3.0%
04 North Central	403.7	16.9	4.2%	1.8%	1.6%
05 San Joaquin Valley	341.8	10.8	3.2%	1.5%	1.0%
06 Sacramento	737.5	21.8	3.0%	3.3%	2.1%
07 Walnut Creek	569.8	16.0	2.8%	2.5%	1.5%
08 East Central	317.6	35.9	11.3%	1.4%	3.4%
09 Berkeley-Oakland	494.2	18.0	3.6%	2.2%	1.7%
10 Fremont-Hayword	674.5	20.9	3.1%	3.0%	2.0%
11 San Francisco	818.6	76.6	9.4%	3.6%	7.2%
12 Merced-Salinas	366.3	12.7	3.5%	1.6%	1.2%
13 Palo Alto	793.1	51.9	6.5%	3.5%	4.9%
14 Central	453.1	10.1	2.2%	2.0%	1.0%
15 San Jose	486.9	10.9	2.2%	2.2%	1.0%
16 Bakersfield	391.1	24.3	6.2%	1.7%	2.3%
17 Central Coast	572.2	49.3	8.6%	2.5%	4.7%
18 Los Angeles	513.8	9.8	1.9%	2.3%	0.9%
19 Santa Barbara	539.1	30.8	5.7%	2.4%	2.9%
20 Ontario	404.3	18.3	4.5%	1.8%	1.7%
21 Lancaster-Palmdale	307.2	12.5	4.1%	1.4%	1.2%
22 San Gabriel	713.9	12.2	1.7%	3.2%	1.2%
23 San Bernardino-Yucaipa	447.7	25.2	5.6%	2.0%	2.4%
24 Los Angeles East	434.9	10.8	2.5%	1.9%	1.0%
25 Glendale-Pasadena	698.9	15.0	2.2%	3.1%	1.4%
26 Los Angeles Coast	613.1	58.5	9.5%	2.7%	5.5%
27 Thousand Oaks-Simi Valley	759.5	15.7	2.1%	3.4%	1.5%
28 Palm Springs	879.3	54.9	6.2%	3.9%	5.2%
29 Fullerton	604.7	16.9	2.8%	2.7%	1.6%
30 Los Angeles	518.6	22.1	4.3%	2.3%	2.1%
31 Moreno Valley	581.7	14.1	2.4%	2.6%	1.3%
32 Los Angeles South	523.2	14.1	2.7%	2.3%	1.3%
33 Long Beach	504.9	14.7	2.9%	2.2%	1.4%
34 Orange Coast	475.9	41.6	8.7%	2.1%	3.9%
35 Gardena-Inglewood	516.9	18.2	3.5%	2.3%	1.7%
36 Carlsbad-San Clemente	503.1	26.3	5.2%	2.2%	2.5%
37 Irvine-Newport Beach	1,150.5	31.5	2.7%	5.1%	3.0%
38 Escondido-El Cajon	543.8	21.2	3.9%	2.4%	2.0%
39 San Diego	1,019.7	81.8	8.0%	4.5%	7.7%
40 Chula Vista	365.3	18.1	5.0%	1.6%	1.7%
California	22,626	1,059	4.7%	100.0%	100.0%

2016 California Senate District Tax Impacts

Senate District	Revenue Generated by \$100 Visitor Spending			Revenue per District Household		
	Local	State	Total	Local	State	Total
01 Northeast California	\$3.24	\$4.30	\$7.54	\$246	\$326	\$572
02 North Coast	\$4.21	\$4.24	\$8.45	\$371	\$374	\$745
03 Napa Valley	\$4.28	\$4.31	\$8.59	\$351	\$353	\$704
04 North Central	\$3.04	\$4.42	\$7.46	\$120	\$175	\$295
05 San Joaquin Valley	\$2.73	\$4.85	\$7.58	\$85	\$151	\$235
06 Sacramento	\$3.44	\$4.27	\$7.72	\$216	\$268	\$483
07 Walnut Creek	\$3.89	\$4.61	\$8.50	\$177	\$210	\$387
08 East Central	\$3.66	\$3.66	\$7.32	\$351	\$351	\$702
09 Berkeley-Oakland	\$4.68	\$4.22	\$8.89	\$245	\$221	\$466
10 Fremont-Hayword	\$4.91	\$4.21	\$9.12	\$356	\$305	\$661
11 San Francisco	\$6.38	\$3.89	\$10.26	\$1,785	\$1,088	\$2,872
12 Merced-Salinas	\$4.51	\$5.98	\$10.49	\$177	\$235	\$412
13 Palo Alto	\$6.92	\$5.11	\$12.04	\$825	\$610	\$1,435
14 Central	\$3.21	\$5.22	\$8.43	\$81	\$131	\$212
15 San Jose	\$4.86	\$4.16	\$9.02	\$218	\$187	\$405
16 Bakersfield	\$2.45	\$4.15	\$6.60	\$168	\$285	\$452
17 Central Coast	\$3.94	\$4.30	\$8.25	\$567	\$619	\$1,186
18 Los Angeles	\$6.43	\$5.72	\$12.15	\$222	\$198	\$420
19 Santa Barbara	\$4.06	\$4.48	\$8.54	\$393	\$434	\$828
20 Ontario	\$4.14	\$4.82	\$8.96	\$208	\$242	\$450
21 Lancaster-Palmdale	\$5.18	\$5.38	\$10.56	\$212	\$220	\$432
22 San Gabriel	\$6.23	\$5.43	\$11.65	\$290	\$253	\$542
23 San Bernardino-Yucaipa	\$2.41	\$4.41	\$6.82	\$183	\$334	\$517
24 Los Angeles East	\$6.39	\$5.65	\$12.03	\$258	\$228	\$486
25 Glendale-Pasadena	\$5.69	\$4.95	\$10.64	\$296	\$257	\$553
26 Los Angeles Coast	\$4.35	\$3.10	\$7.45	\$977	\$697	\$1,674
27 Thousand Oaks-Simi Valley	\$5.06	\$4.99	\$10.05	\$255	\$252	\$507
28 Palm Springs	\$2.60	\$3.87	\$6.46	\$478	\$711	\$1,189
29 Fullerton	\$5.25	\$5.30	\$10.55	\$267	\$269	\$536
30 Los Angeles	\$5.32	\$4.30	\$9.62	\$458	\$370	\$828
31 Moreno Valley	\$4.35	\$5.90	\$10.25	\$180	\$244	\$424
32 Los Angeles South	\$5.85	\$5.15	\$10.99	\$308	\$271	\$579
33 Long Beach	\$5.58	\$4.59	\$10.17	\$295	\$243	\$539
34 Orange Coast	\$4.28	\$3.80	\$8.08	\$644	\$571	\$1,216
35 Gardena-Inglewood	\$5.36	\$4.32	\$9.68	\$350	\$282	\$632
36 Carlsbad-San Clemente	\$4.23	\$4.78	\$9.01	\$304	\$344	\$648
37 Irvine-Newport Beach	\$4.35	\$4.27	\$8.62	\$422	\$414	\$837
38 Escondido-El Cajon	\$4.53	\$5.43	\$9.96	\$283	\$339	\$623
39 San Diego	\$3.41	\$3.64	\$7.06	\$863	\$921	\$1,784
40 Chula Vista	\$4.58	\$5.38	\$9.96	\$239	\$281	\$520
California	\$4.33	\$4.68	\$9.01	\$376	\$406	\$783

Senate District 01

Northeast California

includes Siskiyou, Nevada, El Dorado, Calaveras, Mono counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,877	\$2,969
Visitor Spending	\$2,700	\$2,802
Other Spending	\$177	\$167
Earnings (millions)	\$932	\$1,015
Employment (thousands)	31.3	32.0
State & Local Tax Revenue (millions)	\$217	\$224
Local Tax Revenue	\$84	\$91
State Tax Revenue	\$133	\$134

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	3.0%
Travel Percent of Total District Employment	6.9%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.20	Local tax revenue	\$246
State tax revenue	\$4.30	State tax revenue	\$326
Local & State Total	\$7.50	Local & State Total	\$572

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 02

North Coast

includes Humboldt, Mendocino, Lake, Sonoma counties

Travel Impacts

	2015	2016p
Spending (millions)	\$3,216	\$3,341
Visitor Spending	\$2,943	\$3,078
Other Spending	\$272	\$263
Earnings (millions)	\$1,129	\$1,221
Employment (thousands)	35.5	36.4
State & Local Tax Revenue (millions)	\$262	\$273
Local Tax Revenue	\$120	\$129
State Tax Revenue	\$143	\$144

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	3.4%
Travel Percent of Total District Employment	7.8%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.20	Local tax revenue	\$371
State tax revenue	\$4.20	State tax revenue	\$374
Local & State Total	\$8.40	Local & State Total	\$745

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 03

Napa Valley

includes Yolo, Napa, Solano counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,874	\$3,002
Visitor Spending	\$2,700	\$2,822
Other Spending	\$174	\$180
Earnings (millions)	\$1,024	\$1,112
Employment (thousands)	32.0	32.6
State & Local Tax Revenue (millions)	\$245	\$256
Local Tax Revenue	\$112	\$121
State Tax Revenue	\$134	\$135

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	3.0%
Travel Percent of Total District Employment	7.0%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.30	Local tax revenue	\$351
State tax revenue	\$4.30	State tax revenue	\$353
Local & State Total	\$8.60	Local & State Total	\$704

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 04

North Central

includes Trinity, Tehama, Colusa, Sutter, Yuba counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,817	\$1,839
Visitor Spending	\$1,485	\$1,516
Other Spending	\$332	\$323
Earnings (millions)	\$453	\$489
Employment (thousands)	16.9	17.3
State & Local Tax Revenue (millions)	\$125	\$127
Local Tax Revenue	\$43	\$46
State Tax Revenue	\$82	\$81

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	4.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.00	Local tax revenue	\$120
State tax revenue	\$4.40	State tax revenue	\$175
Local & State Total	\$7.50	Local & State Total	\$295

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 05

San Joaquin Valley

includes San Joaquin, Amador, Calaveras, Stanislaus, Sacramento counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,109	\$1,106
Visitor Spending	\$955	\$968
Other Spending	\$154	\$138
Earnings (millions)	\$294	\$323
Employment (thousands)	10.8	11.0
State & Local Tax Revenue (millions)	\$87	\$87
Local Tax Revenue	\$25	\$26
State Tax Revenue	\$62	\$61

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	3.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$2.70	\$85
State tax revenue	State tax revenue
\$4.90	\$151
Local & State Total	Local & State Total
\$7.60	\$235

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 06

Sacramento

Placer, Sacramento, Sutter, Yolo counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,718	\$2,745
Visitor Spending	\$2,156	\$2,186
Other Spending	\$562	\$558
Earnings (millions)	\$702	\$762
Employment (thousands)	21.8	22.1
State & Local Tax Revenue (millions)	\$181	\$183
Local Tax Revenue	\$71	\$75
State Tax Revenue	\$109	\$108

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.3%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	3.0%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$3.40	\$216
State tax revenue	State tax revenue
\$4.30	\$268
Local & State Total	Local & State Total
\$7.70	\$483

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 07

Walnut Creek

Alameda, Contra Costa, San Joaquin, Santa Clara, Solano counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,793	\$1,821
Visitor Spending	\$1,576	\$1,615
Other Spending	\$218	\$207
Earnings (millions)	\$592	\$651
Employment (thousands)	16.0	16.4
State & Local Tax Revenue (millions)	\$148	\$151
Local Tax Revenue	\$59	\$63
State Tax Revenue	\$89	\$88

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.5%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.8%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue \$3.90	Local tax revenue \$177
State tax revenue \$4.60	State tax revenue \$210
Local & State Total \$8.50	Local & State Total \$387

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 08

East Central

includes Amador, Calaveras, Fresno, Inyo, Madera, Mono, Mariposa counties

Travel Impacts

	2015	2016p
Spending (millions)	\$3,464	\$3,645
Visitor Spending	\$3,223	\$3,417
Other Spending	\$241	\$228
Earnings (millions)	\$971	\$1,070
Employment (thousands)	35.9	37.0
State & Local Tax Revenue (millions)	\$249	\$263
Local Tax Revenue	\$113	\$125
State Tax Revenue	\$137	\$138

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	3.4%
Travel Percent of Total District Employment	11.3%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.70	Local tax revenue	\$351
State tax revenue	\$3.70	State tax revenue	\$351
Local & State Total	\$7.30	Local & State Total	\$702

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 09
Berkeley-Oakland
Alameda, Contra Costa counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,524	\$2,591
Visitor Spending	\$1,850	\$1,909
Other Spending	\$674	\$681
Earnings (millions)	\$946	\$1,087
Employment (thousands)	18.0	18.6
State & Local Tax Revenue (millions)	\$178	\$186
Local Tax Revenue	\$82	\$89
State Tax Revenue	\$96	\$96

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.6%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.70	Local tax revenue	\$245
State tax revenue	\$4.20	State tax revenue	\$221
Local & State Total	\$8.90	Local & State Total	\$466

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 10

Fremont-Hayword

Alameda, San Joaquin, Santa Clara counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,782	\$2,862
Visitor Spending	\$2,416	\$2,494
Other Spending	\$365	\$367
Earnings (millions)	\$841	\$922
Employment (thousands)	20.9	21.6
State & Local Tax Revenue (millions)	\$233	\$242
Local Tax Revenue	\$114	\$122
State Tax Revenue	\$119	\$119

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.0%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	3.1%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$356
State tax revenue	\$4.20	State tax revenue	\$305
Local & State Total	\$9.10	Local & State Total	\$661

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 11

San Francisco

Alameda, Marin, San Francisco, San Mateo counties

Travel Impacts

	2015	2016p
Spending (millions)	\$12,815	\$13,390
Visitor Spending	\$11,359	\$11,720
Other Spending	\$1,456	\$1,670
Earnings (millions)	\$4,179	\$4,555
Employment (thousands)	76.6	79.3
State & Local Tax Revenue (millions)	\$1,172	\$1,221
Local Tax Revenue	\$711	\$747
State Tax Revenue	\$461	\$474

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.6%
Travel-generated employment	7.2%
Travel Percent of Total District Employment	9.4%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.40	Local tax revenue	\$1,785
State tax revenue	\$3.90	State tax revenue	\$1,088
Local & State Total	\$10.30	Local & State Total	\$2,872

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 12

Merced-Salinas

includes San Benito, Merced, Stanislaus counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,324	\$1,333
Visitor Spending	\$1,173	\$1,199
Other Spending	\$151	\$135
Earnings (millions)	\$430	\$461
Employment (thousands)	12.7	13.0
State & Local Tax Revenue (millions)	\$137	\$139
Local Tax Revenue	\$51	\$54
State Tax Revenue	\$86	\$85

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	3.5%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.50	Local tax revenue	\$177
State tax revenue	\$6.00	State tax revenue	\$235
Local & State Total	\$10.50	Local & State Total	\$412

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 13

Palo Alto

San Francisco, San Mateo, Santa Clara, Santa Cruz counties

Travel Impacts

	2015	2016p
Spending (millions)	\$4,404	\$4,522
Visitor Spending	\$4,014	\$4,133
Other Spending	\$390	\$389
Earnings (millions)	\$2,848	\$3,287
Employment (thousands)	51.9	54.2
State & Local Tax Revenue (millions)	\$490	\$517
Local Tax Revenue	\$266	\$286
State Tax Revenue	\$224	\$231

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.5%
Travel-generated employment	4.9%
Travel Percent of Total District Employment	6.5%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.90	Local tax revenue	\$825
State tax revenue	\$5.10	State tax revenue	\$610
Local & State Total	\$12.00	Local & State Total	\$1,435

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 14

Central

includes Fresno, Kern, Kings and Tulare counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,004	\$997
Visitor Spending	\$839	\$849
Other Spending	\$165	\$148
Earnings (millions)	\$262	\$286
Employment (thousands)	10.1	10.3
State & Local Tax Revenue (millions)	\$85	\$85
Local Tax Revenue	\$26	\$27
State Tax Revenue	\$59	\$57

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.20	Local tax revenue	\$81
State tax revenue	\$5.20	State tax revenue	\$131
Local & State Total	\$8.40	Local & State Total	\$212

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 15

San Jose

Alameda, Santa Clara, Santa Cruz, Stanislaus counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,164	\$2,220
Visitor Spending	\$1,486	\$1,516
Other Spending	\$679	\$704
Earnings (millions)	\$482	\$533
Employment (thousands)	10.9	11.4
State & Local Tax Revenue (millions)	\$147	\$151
Local Tax Revenue	\$69	\$74
State Tax Revenue	\$78	\$78

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.90	\$218
State tax revenue	State tax revenue
\$4.20	\$187
Local & State Total	Local & State Total
\$9.00	\$405

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 16

Bakersfield

includes Kern, San Bernardino counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,225	\$2,233
Visitor Spending	\$2,051	\$2,077
Other Spending	\$174	\$156
Earnings (millions)	\$618	\$668
Employment (thousands)	24.3	24.8
State & Local Tax Revenue (millions)	\$150	\$151
Local Tax Revenue	\$48	\$51
State Tax Revenue	\$102	\$100

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	2.3%
Travel Percent of Total District Employment	6.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$2.40	Local tax revenue	\$168
State tax revenue	\$4.20	State tax revenue	\$285
Local & State Total	\$6.60	Local & State Total	\$452

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 17

Central Coast

includes Santa Clara, Santa Cruz, Monterey, San Luis Obispo counties

Travel Impacts

	2015	2016p
Spending (millions)	\$4,995	\$5,113
Visitor Spending	\$4,752	\$4,880
Other Spending	\$244	\$232
Earnings (millions)	\$1,800	\$1,939
Employment (thousands)	49.3	50.8
State & Local Tax Revenue (millions)	\$406	\$416
Local Tax Revenue	\$182	\$192
State Tax Revenue	\$223	\$224

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.5%
Travel-generated employment	4.7%
Travel Percent of Total District Employment	8.6%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue \$3.90	Local tax revenue \$567
State tax revenue \$4.30	State tax revenue \$619
Local & State Total \$8.20	Local & State Total \$1,186

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 18

Los Angeles

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$1,313	\$1,345
Visitor Spending	\$1,082	\$1,128
Other Spending	\$231	\$217
Earnings (millions)	\$457	\$500
Employment (thousands)	9.8	10.2
State & Local Tax Revenue (millions)	\$144	\$150
Local Tax Revenue	\$66	\$73
State Tax Revenue	\$77	\$78

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	0.9%
Travel Percent of Total District Employment	1.9%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.40	Local tax revenue	\$222
State tax revenue	\$5.70	State tax revenue	\$198
Local & State Total	\$12.20	Local & State Total	\$420

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 19

Santa Barbara

Kern, Los Angeles, San Luis Obispo, Santa Barbara, Ventura counties

Travel Impacts

	2015	2016p
Spending (millions)	\$3,168	\$3,271
Visitor Spending	\$2,955	\$3,068
Other Spending	\$213	\$203
Earnings (millions)	\$1,013	\$1,076
Employment (thousands)	30.8	31.5
State & Local Tax Revenue (millions)	\$267	\$275
Local Tax Revenue	\$116	\$125
State Tax Revenue	\$151	\$151

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	2.9%
Travel Percent of Total District Employment	5.7%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.10	\$393
State tax revenue	State tax revenue
\$4.50	\$434
Local & State Total	Local & State Total
\$8.50	\$828

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 20

Ontario

San Bernardino County

Travel Impacts

	2015	2016p
Spending (millions)	\$1,828	\$1,860
Visitor Spending	\$1,473	\$1,516
Other Spending	\$355	\$344
Earnings (millions)	\$558	\$625
Employment (thousands)	18.3	19.0
State & Local Tax Revenue (millions)	\$145	\$150
Local Tax Revenue	\$58	\$63
State Tax Revenue	\$87	\$87

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	4.5%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.10	Local tax revenue	\$208
State tax revenue	\$4.80	State tax revenue	\$242
Local & State Total	\$9.00	Local & State Total	\$450

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 21

Lancaster-Palmdale

Kern, Los Angeles, San Bernardino, Ventura counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,443	\$1,475
Visitor Spending	\$1,210	\$1,252
Other Spending	\$233	\$223
Earnings (millions)	\$463	\$504
Employment (thousands)	12.5	12.9
State & Local Tax Revenue (millions)	\$140	\$146
Local Tax Revenue	\$59	\$65
State Tax Revenue	\$81	\$81

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	4.1%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue \$5.20	Local tax revenue \$212
State tax revenue \$5.40	State tax revenue \$220
Local & State Total \$10.60	Local & State Total \$432

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 22

San Gabriel

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$1,570	\$1,626
Visitor Spending	\$1,277	\$1,338
Other Spending	\$294	\$288
Earnings (millions)	\$568	\$618
Employment (thousands)	12.2	12.7
State & Local Tax Revenue (millions)	\$161	\$170
Local Tax Revenue	\$76	\$83
State Tax Revenue	\$85	\$86

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.2%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	1.7%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.20	Local tax revenue	\$290
State tax revenue	\$5.40	State tax revenue	\$253
Local & State Total	\$11.70	Local & State Total	\$542

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 23

San Bernardino-Yucaipa

Los Angeles, Riverside, San Bernardino counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,407	\$2,441
Visitor Spending	\$2,236	\$2,283
Other Spending	\$171	\$158
Earnings (millions)	\$627	\$679
Employment (thousands)	25.2	25.9
State & Local Tax Revenue (millions)	\$166	\$169
Local Tax Revenue	\$51	\$55
State Tax Revenue	\$115	\$114

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	5.6%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$2.40	\$183
State tax revenue	State tax revenue
\$4.40	\$334
Local & State Total	Local & State Total
\$6.80	\$517

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 24

Los Angeles East

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$1,434	\$1,477
Visitor Spending	\$1,122	\$1,171
Other Spending	\$312	\$306
Earnings (millions)	\$510	\$556
Employment (thousands)	10.8	11.2
State & Local Tax Revenue (millions)	\$147	\$155
Local Tax Revenue	\$68	\$75
State Tax Revenue	\$79	\$80

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.5%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.40	Local tax revenue	\$258
State tax revenue	\$5.60	State tax revenue	\$228
Local & State Total	\$12.00	Local & State Total	\$486

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 25

Glendale-Pasadena

Los Angeles, San Bernardino counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,916	\$1,987
Visitor Spending	\$1,554	\$1,629
Other Spending	\$362	\$358
Earnings (millions)	\$697	\$764
Employment (thousands)	15.0	15.6
State & Local Tax Revenue (millions)	\$178	\$187
Local Tax Revenue	\$85	\$93
State Tax Revenue	\$93	\$95

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.1%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	2.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$5.70	\$296
State tax revenue	State tax revenue
\$4.90	\$257
Local & State Total	Local & State Total
\$10.60	\$553

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 26

Los Angeles Coast

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$8,303	\$8,638
Visitor Spending	\$6,184	\$6,499
Other Spending	\$2,120	\$2,139
Earnings (millions)	\$3,257	\$3,711
Employment (thousands)	58.5	61.6
State & Local Tax Revenue (millions)	\$472	\$505
Local Tax Revenue	\$257	\$283
State Tax Revenue	\$216	\$222

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.7%
Travel-generated employment	5.5%
Travel Percent of Total District Employment	9.5%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.30	\$977
State tax revenue	State tax revenue
\$3.10	\$697
Local & State Total	Local & State Total
\$7.40	\$1,674

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 27
 Thousand Oaks-Simi Valley
 Los Angeles, Ventura counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,884	\$1,953
Visitor Spending	\$1,525	\$1,597
Other Spending	\$359	\$357
Earnings (millions)	\$658	\$712
Employment (thousands)	15.7	16.2
State & Local Tax Revenue (millions)	\$167	\$174
Local Tax Revenue	\$74	\$81
State Tax Revenue	\$93	\$94

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.4%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.1%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.10	Local tax revenue	\$255
State tax revenue	\$5.00	State tax revenue	\$252
Local & State Total	\$10.00	Local & State Total	\$507

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 28

Palm Springs

Riverside County

Travel Impacts

	2015	2016p
Spending (millions)	\$5,586	\$5,802
Visitor Spending	\$5,318	\$5,533
Other Spending	\$268	\$269
Earnings (millions)	\$1,552	\$1,706
Employment (thousands)	54.9	57.1
State & Local Tax Revenue (millions)	\$357	\$372
Local Tax Revenue	\$132	\$144
State Tax Revenue	\$225	\$228

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.9%
Travel-generated employment	5.2%
Travel Percent of Total District Employment	6.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$2.60	Local tax revenue	\$478
State tax revenue	\$3.90	State tax revenue	\$711
Local & State Total	\$6.50	Local & State Total	\$1,189

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 29

Fullerton

Los Angeles, Orange, Riverside, San Bernardino counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,885	\$1,942
Visitor Spending	\$1,563	\$1,611
Other Spending	\$321	\$332
Earnings (millions)	\$638	\$694
Employment (thousands)	16.9	17.5
State & Local Tax Revenue (millions)	\$178	\$183
Local Tax Revenue	\$79	\$85
State Tax Revenue	\$99	\$99

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.7%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	2.8%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue \$5.30	Local tax revenue \$267
State tax revenue \$5.30	State tax revenue \$269
Local & State Total \$10.50	Local & State Total \$536

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 30

Los Angeles

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$2,800	\$2,924
Visitor Spending	\$2,370	\$2,499
Other Spending	\$430	\$424
Earnings (millions)	\$1,070	\$1,181
Employment (thousands)	22.1	23.0
State & Local Tax Revenue (millions)	\$240	\$255
Local Tax Revenue	\$121	\$133
State Tax Revenue	\$119	\$122

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	4.3%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.30	Local tax revenue	\$458
State tax revenue	\$4.30	State tax revenue	\$370
Local & State Total	\$9.60	Local & State Total	\$828

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 31

Moreno Valley

Orange, Riverside, San Bernardino counties

Travel Impacts

	2015	2016p
Spending (millions)	\$1,440	\$1,476
Visitor Spending	\$1,253	\$1,298
Other Spending	\$187	\$177
Earnings (millions)	\$388	\$427
Employment (thousands)	14.1	14.7
State & Local Tax Revenue (millions)	\$142	\$147
Local Tax Revenue	\$52	\$57
State Tax Revenue	\$90	\$91

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	2.4%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.40	Local tax revenue	\$180
State tax revenue	\$5.90	State tax revenue	\$244
Local & State Total	\$10.20	Local & State Total	\$424

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 32

Los Angeles South

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$1,709	\$1,765
Visitor Spending	\$1,504	\$1,573
Other Spending	\$204	\$192
Earnings (millions)	\$614	\$667
Employment (thousands)	14.1	14.6
State & Local Tax Revenue (millions)	\$178	\$186
Local Tax Revenue	\$84	\$92
State Tax Revenue	\$93	\$94

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	2.7%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.80	Local tax revenue	\$308
State tax revenue	\$5.10	State tax revenue	\$271
Local & State Total	\$11.00	Local & State Total	\$579

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 33

Long Beach

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$2,043	\$2,103
Visitor Spending	\$1,604	\$1,677
Other Spending	\$439	\$426
Earnings (millions)	\$750	\$841
Employment (thousands)	14.7	15.3
State & Local Tax Revenue (millions)	\$175	\$185
Local Tax Revenue	\$85	\$93
State Tax Revenue	\$90	\$91

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	2.9%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.60	Local tax revenue	\$295
State tax revenue	\$4.60	State tax revenue	\$243
Local & State Total	\$10.20	Local & State Total	\$539

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 34

Orange Coast

Orange County

Travel Impacts

	2015	2016p
Spending (millions)	\$4,892	\$5,043
Visitor Spending	\$4,250	\$4,391
Other Spending	\$642	\$652
Earnings (millions)	\$1,583	\$1,721
Employment (thousands)	41.6	43.0
State & Local Tax Revenue (millions)	\$356	\$370
Local Tax Revenue	\$176	\$188
State Tax Revenue	\$180	\$182

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	3.9%
Travel Percent of Total District Employment	8.7%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.30	Local tax revenue	\$644
State tax revenue	\$3.80	State tax revenue	\$571
Local & State Total	\$8.10	Local & State Total	\$1,216

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 35

Gardena-Inglewood

Los Angeles County

Travel Impacts

	2015	2016p
Spending (millions)	\$2,480	\$2,566
Visitor Spending	\$1,984	\$2,081
Other Spending	\$496	\$485
Earnings (millions)	\$930	\$1,042
Employment (thousands)	18.2	19.1
State & Local Tax Revenue (millions)	\$204	\$216
Local Tax Revenue	\$102	\$112
State Tax Revenue	\$103	\$104

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.5%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.40	Local tax revenue	\$350
State tax revenue	\$4.30	State tax revenue	\$282
Local & State Total	\$9.70	Local & State Total	\$632

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 36
 Carlsbad-San Clemente
 Orange, San Diego counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,812	\$2,879
Visitor Spending	\$2,582	\$2,650
Other Spending	\$230	\$229
Earnings (millions)	\$952	\$1,025
Employment (thousands)	26.3	27.3
State & Local Tax Revenue (millions)	\$246	\$252
Local Tax Revenue	\$106	\$112
State Tax Revenue	\$139	\$140

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.5%
Travel Percent of Total District Employment	5.2%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.20	Local tax revenue	\$304
State tax revenue	\$4.80	State tax revenue	\$344
Local & State Total	\$9.00	Local & State Total	\$648

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 37
Irvine-Newport Beach
Orange, Riverside counties

Travel Impacts

	2015	2016p
Spending (millions)	\$3,573	\$3,694
Visitor Spending	\$3,048	\$3,141
Other Spending	\$525	\$553
Earnings (millions)	\$1,186	\$1,292
Employment (thousands)	31.5	32.6
State & Local Tax Revenue (millions)	\$276	\$286
Local Tax Revenue	\$128	\$137
State Tax Revenue	\$148	\$149

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	5.1%
Travel-generated employment	3.0%
Travel Percent of Total District Employment	2.7%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.40	Local tax revenue	\$422
State tax revenue	\$4.30	State tax revenue	\$414
Local & State Total	\$8.60	Local & State Total	\$837

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 38

Escondido-El Cajon

San Diego County

Travel Impacts

	2015	2016p
Spending (millions)	\$2,405	\$2,444
Visitor Spending	\$2,203	\$2,249
Other Spending	\$202	\$195
Earnings (millions)	\$753	\$805
Employment (thousands)	21.2	21.9
State & Local Tax Revenue (millions)	\$233	\$238
Local Tax Revenue	\$97	\$102
State Tax Revenue	\$136	\$136

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	3.9%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.50	Local tax revenue	\$283
State tax revenue	\$5.40	State tax revenue	\$339
Local & State Total	\$10.00	Local & State Total	\$623

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 39

San Diego

San Diego County

Travel Impacts

	2015	2016p
Spending (millions)	\$9,418	\$9,709
Visitor Spending	\$8,433	\$8,667
Other Spending	\$985	\$1,041
Earnings (millions)	\$3,033	\$3,271
Employment (thousands)	81.8	85.2
State & Local Tax Revenue (millions)	\$611	\$628
Local Tax Revenue	\$283	\$296
State Tax Revenue	\$328	\$332

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.5%
Travel-generated employment	7.7%
Travel Percent of Total District Employment	8.0%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.40	Local tax revenue	\$863
State tax revenue	\$3.60	State tax revenue	\$921
Local & State Total	\$7.10	Local & State Total	\$1,784

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 40
Chula Vista
Imperial, San Diego counties

Travel Impacts

	2015	2016p
Spending (millions)	\$2,110	\$2,143
Visitor Spending	\$1,816	\$1,851
Other Spending	\$294	\$292
Earnings (millions)	\$581	\$627
Employment (thousands)	18.1	18.7
State & Local Tax Revenue (millions)	\$194	\$198
Local Tax Revenue	\$80	\$85
State Tax Revenue	\$114	\$113

Employment Characteristics (2015)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	5.0%

Travel-generated tax revenue (2016p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.60	Local tax revenue	\$239
State tax revenue	\$5.40	State tax revenue	\$281
Local & State Total	\$10.00	Local & State Total	\$520

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

APPENDICES

EMPLOYMENT CHARACTERISTICS
VISITOR-GENERATED TAX REVENUE
TRAVEL IMPACT CATEGORIES
SUMMARY OF METHODOLOGY

Employment Characteristics

Assume that the District and the State have the following travel-generated and total employment. The calculations follow.

	Total	Travel
District	400	20
State	20,502	925

District Percent of Statewide Employment			
All Payroll & Self-employment	2.0%	=	400/20,502
Travel-generated employment	2.2%	=	20/925
Travel Percent of Total District Employment			
	5.0%	=	20/400

Visitor-Generated Tax Revenue

Assume that the District has the following visitor spending, tax revenue and resident households. (Note: Visitor-generated tax revenue is slightly less than the total tax revenue that is reported.) The calculations follow.

Visitor Spending (million)	\$1,500
Local Tax Revenue	\$35
State Tax Revenue	\$70
Households	200,000

\$100 of Visitor Spending Generates

Local tax revenue	\$2.30	=	(\$35/\$1,500)*100
State tax revenue	\$4.70	=	(\$70/\$1,500)*100
Local & State Total	\$7.00	=	\$2.30 + \$4.70

Visitor-Generated Tax Revenues per District Household

Local Tax Revenue	\$175	=	\$35,000,000/200,000
State Tax Revenue	\$350	=	\$70,000,000/200,000
Local & State Total	\$525	=	\$175 + \$350

Travel Impact Categories

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation.

Other Spending includes travel agencies and resident air travel.

Earnings include wages and salaries, paid benefits and self-employment income.

Employment includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker.

Local tax revenue includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included.

State tax revenue includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Summary of Methodology

The general method for estimating the economic impact of travel is described in the California Travel Impacts by County report [1]. The district estimates involved allocating the county level estimates to zip code areas and districts. The following data sources were used in making this allocation.

- Lodging establishment and room inventory by address prepared by STR, Inc.
- U.S. Bureau of the Census zip code Business Patterns for payroll employment by industry.
- U.S. Bureau of the Census 2010 housing characteristics, population, and resident employment characteristics by zip code.
- California State Senate Office of Demographics Senate and Assembly District zip code Directories [2]

District total employment (used for estimating the travel-generated employment share) was estimated from county and zip code payroll employment data and total employment (including payroll and self-employment) estimates for counties prepared by the Bureau of Economic Analysis.

1. California Travel Impacts, 1992-2016p (May 2017). Prepared by Dean Runyan Associates for Visit California.

2. <http://sdmg.senate.ca.gov/zipcodedirectory>