

California Tourism Highlights, 2009 Data

Importance of travel and tourism to the California economy

- Tourism generated \$87.7 billion in spending in California in 2009. This total was down 10.0% from 2008 primarily due to the global recession and outbreak of H1N1 flu. ⁽¹⁾
- During 2009, travel spending in California directly supported 881,000 jobs with earnings of \$29.8 billion. These figures were down from 2008- 5% and 4% respectively.
- Travel spending generated the greatest number of jobs in accommodation and food services (506,200) and arts, entertainment and recreation (221,000 jobs). ⁽¹⁾
- Eighteen percent of tourism related dollars in the state in 2009 were attributable to spending by international travelers. ⁽¹⁾
- Travel spending in 2009 generated \$1.9 billion in local taxes and \$3.4 billion in state taxes. ⁽¹⁾

Visitor volume and market share

Domestic Travel

- California had the largest market share of domestic travel among all 50 states with a mark of 10.9% in 2009. ⁽²⁾ California had a 10.7 percent share of domestic leisure travel in 2009. ⁽²⁾
- There were 183 million person-trips to and through California in 2009, 139 million (76%) of which were for leisure purposes. These totals were down 5% and 1% respectively from 2008. ⁽²⁾
- Of the 183 million trips, 38.1 million (29%) originated from outside California. Twenty seven point one million (71%) of non-resident travel was for the purpose of leisure. ⁽²⁾
- California's top out-of-state domestic markets in 2009 were Arizona, Nevada, Washington, Oregon, Texas, and Florida. ⁽³⁾
- Approximately 27.8 million domestic travelers flew to and through California on U.S. carriers in 2009. Domestic air traffic at California airports decreased by 4 percent over 2008. ^(7,8,9)

International Travel

- Twelve and a half million international residents visited California in 2009, 4.8 million of whom were from overseas. California enjoyed a 18.9% share of all overseas travel to the U.S. ^(4,9)
- Overseas travel to California in 2009 was down 13% from 2008, primarily due to the global economic crisis. California lost share of overseas travel to the US as well, however. Reasons include less cross-country travel from Europe and South America, and lost market share from Japan as Japanese travel to the Hawaiian Islands improved. ^(4,9)
- California's top overseas visitor markets in 2009 were: United Kingdom (663,000), Japan (462,000), Australia (369,000), Germany (355,000), S. Korea (277,000), France (275,000), China PRC- not including Hong Kong (271,000), and India (157,000). ^(4,9)
- Approximately 6.3 million Mexicans visited California in 2009. Of this total, 343,000 arrived by air, with the remainder traveling to California by land or sea. Both overall Mexican travel, -7%, and Mexican air travel, -9%, declined in 2009 primarily because of poor economic conditions in Mexico including a weak exchange rate for the peso. ^(4,6,9)
- Approximately 1.2 million Canadians traveled to and through California in 2009, a 13% decrease from 2008. This total represents 6% of all Canadian travel to the US. About 73% of Canadian travel to California is by air, with the remainder by land and sea. Eight-six percent of California's Canadian visitors are from British Columbia, Alberta, or Ontario. ^(5,9)

Sources:

- ⁽¹⁾ [California Travel Impacts by County, 1992-2008, 2009 Prelim. State Estimates](#), Dean Runyan Associates, Inc., April, 2010.
- ⁽²⁾ [California Domestic Travel Report, 2009](#) D.K. Shifflet & Associates, July, 2009.
- ⁽³⁾ TNS TravelsAmerica, 2009.
- ⁽⁴⁾ [Overseas and Mexican Visitors to California, 2009](#), CIC Research, Inc., August, 2010.
- ⁽⁵⁾ Statistics Canada.
- ⁽⁶⁾ [Mexican Visitors to California, 2008](#), special analysis for the CTTC by CIC Research, August, 2009.
- ⁽⁷⁾ [California Air Traffic Analysis - Interactive Tool](#), Dean Runyan Associates, Inc. 2008-2009.
- ⁽⁸⁾ Individual California Airports.
- ⁽⁹⁾ CTTC Research.