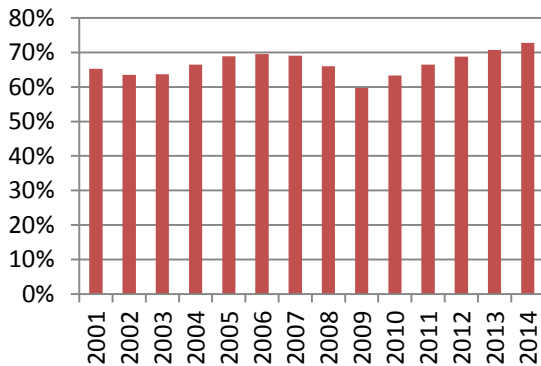


**TOURISM INDUSTRY INDICATORS**

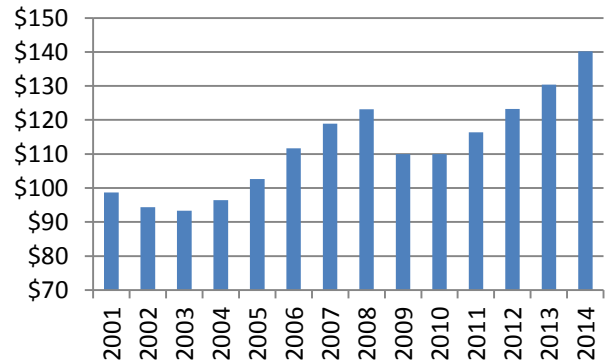
[Link to 'Latest Research' Web Page](#)

**Detailed Lodging Tables**

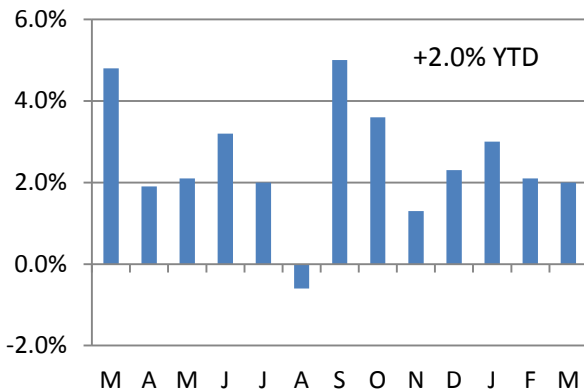
**CA Occupancy: 2000-2014**



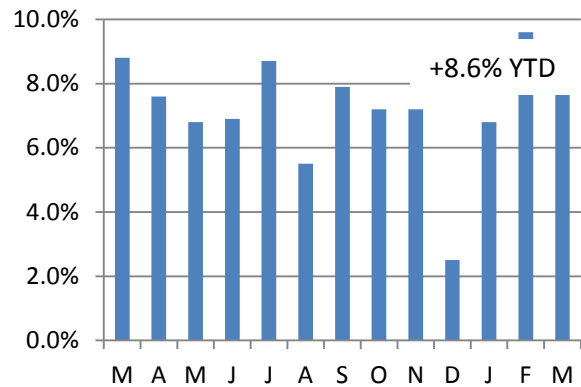
**CA ADR: 2000-2014**



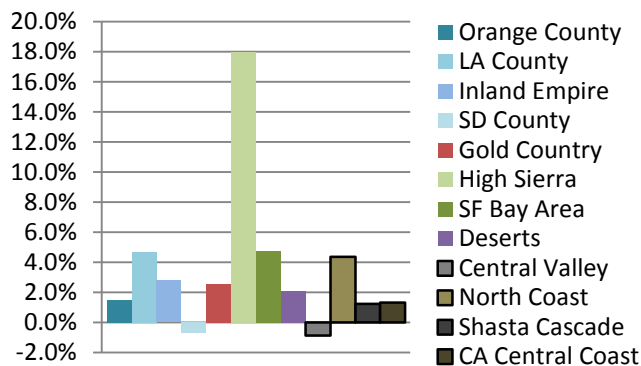
**CA Occupancy Yr/Yr Chg: Last 12 Months**



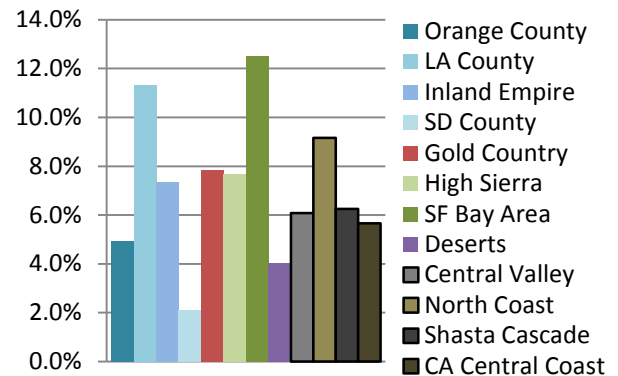
**CA ADR Yr/Yr Chg: Last 12 Months**



**Regional CA Occupancy YTD Chg: March 2016**



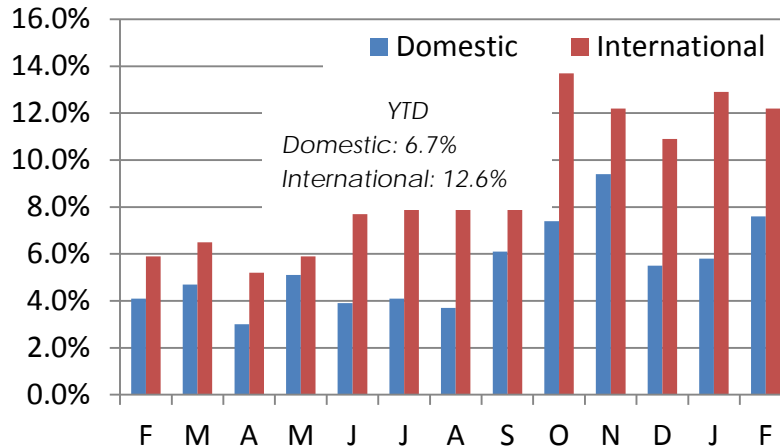
**Regional CA ADR YTD Chg: March 2016**



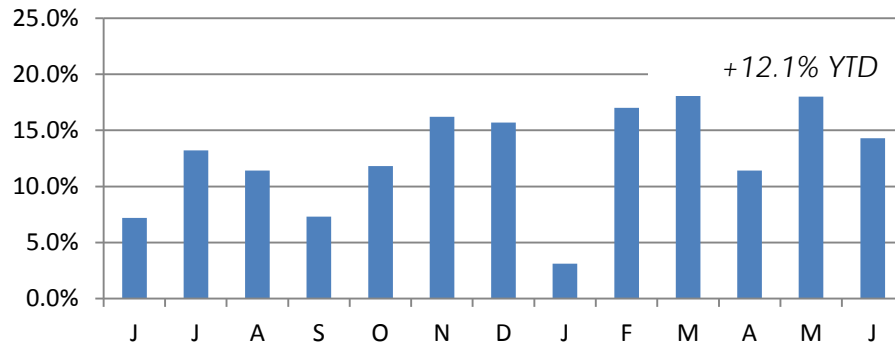
**April 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

Source: Smith Travel Research

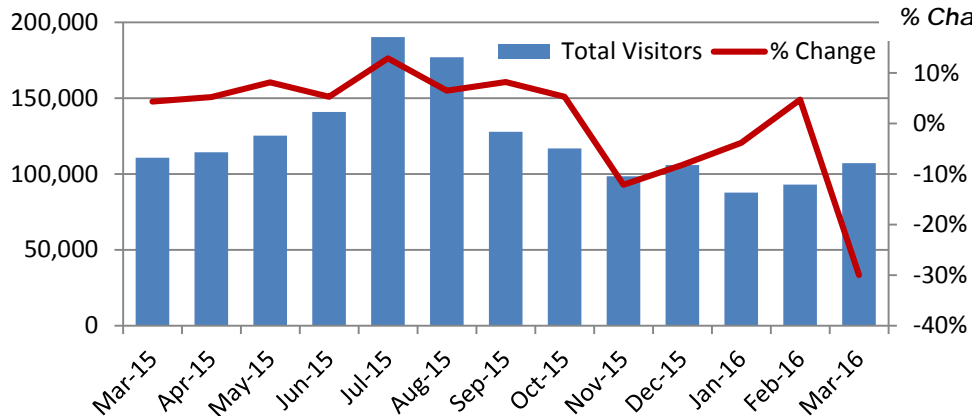
**CA Airport Traffic Yr/Yr Chg: Last 12 Months**



**Overseas Arrivals Yr/Yr Chg: Last 12 Months (through June, 2015)**



**California Welcome Centers: Volume and Yr/Yr Change**



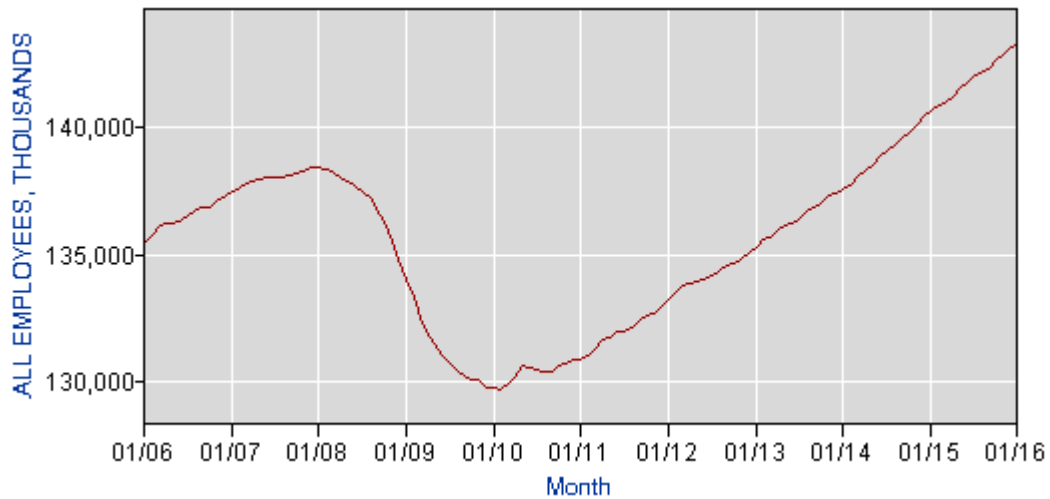
Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year.

**April 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

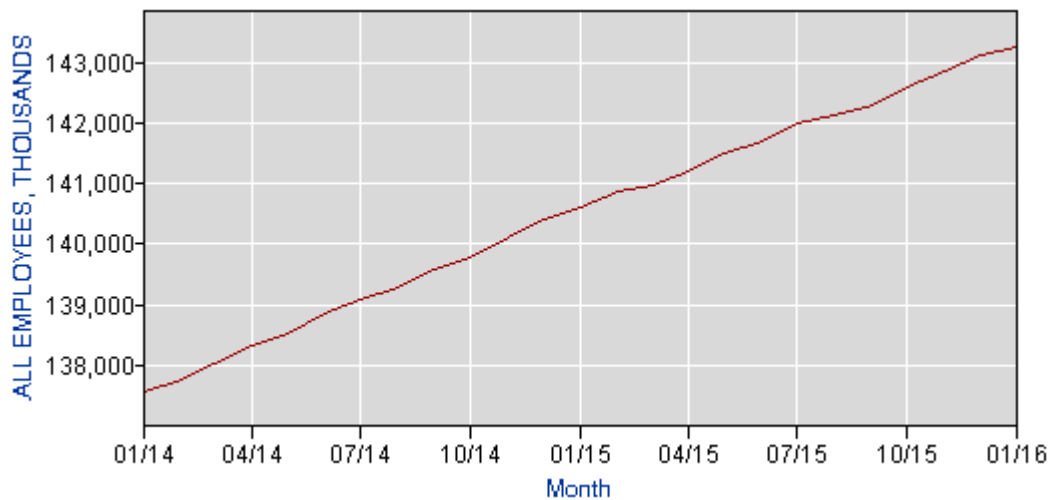
Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

**ECONOMIC INDICATORS: DOMESTIC**

**US Work Force: 2006-present**



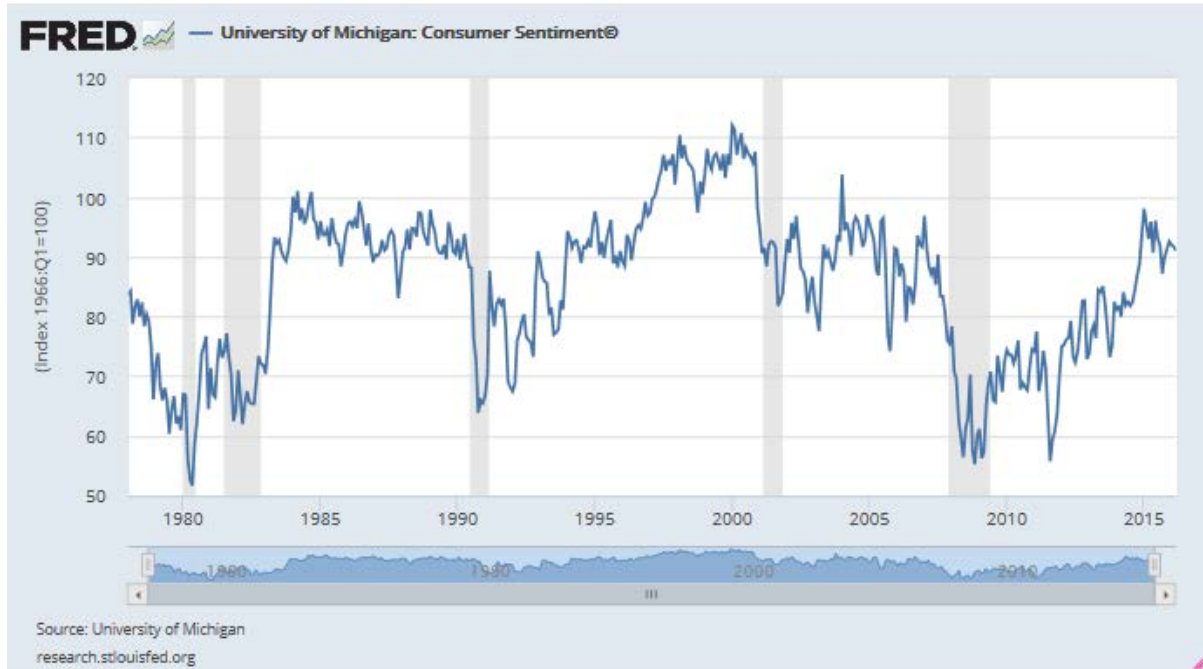
**US Work Force: 2014-present**



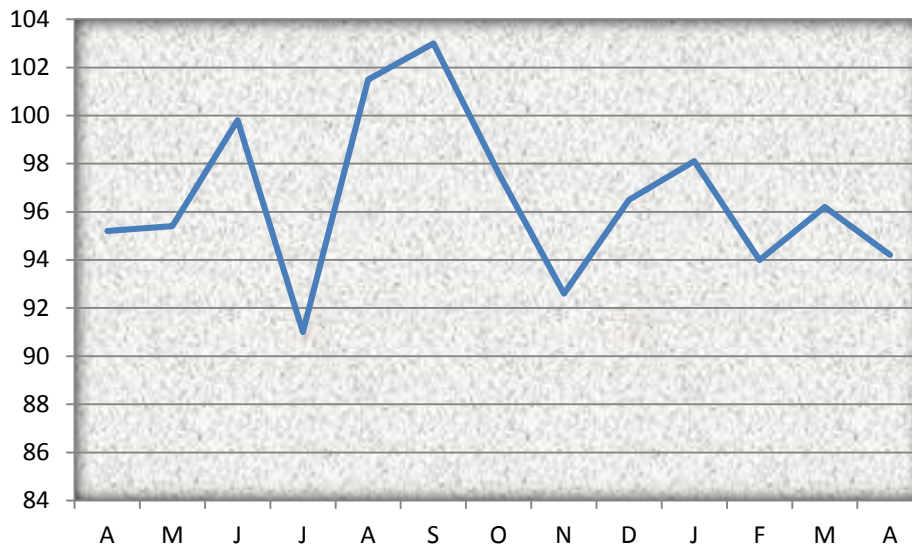
**April 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

Source: Bureau of Labor Statistics; Survey Research Center

**US Consumer Confidence: 1978-present**



**US Consumer Confidence Last 12 Months**



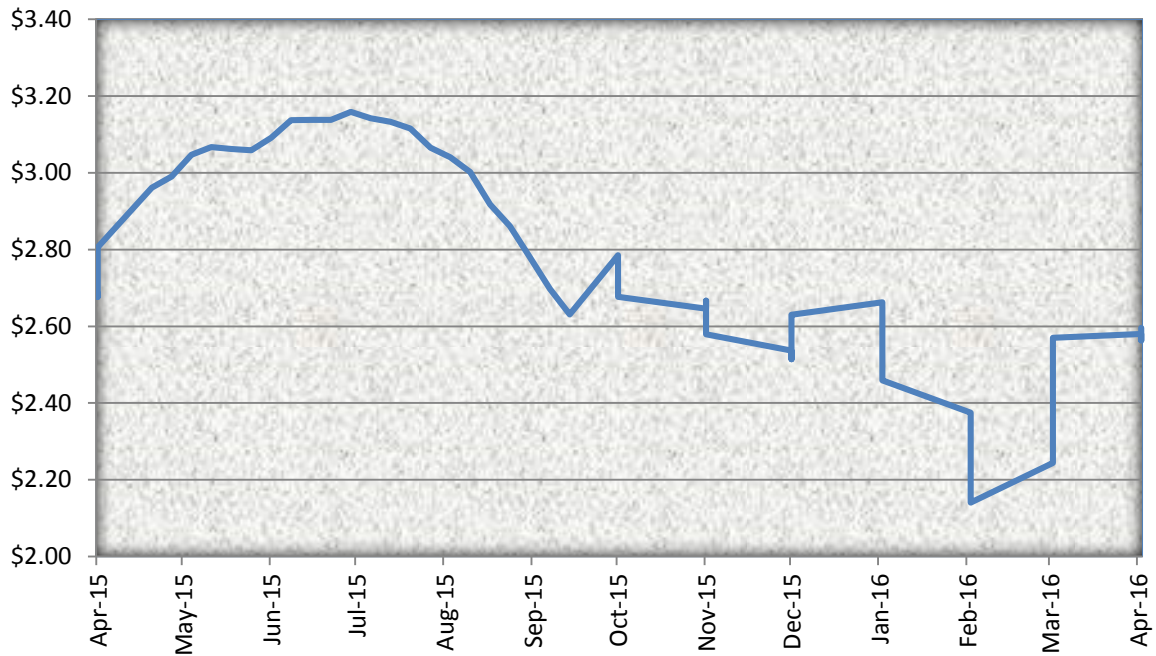
**April 2016  
Visit California  
Monthly Tracking Dashboard**

Sources: *The Conference Board, University of Michigan*

**West Coast Regular Gas Prices: 2005-Present**



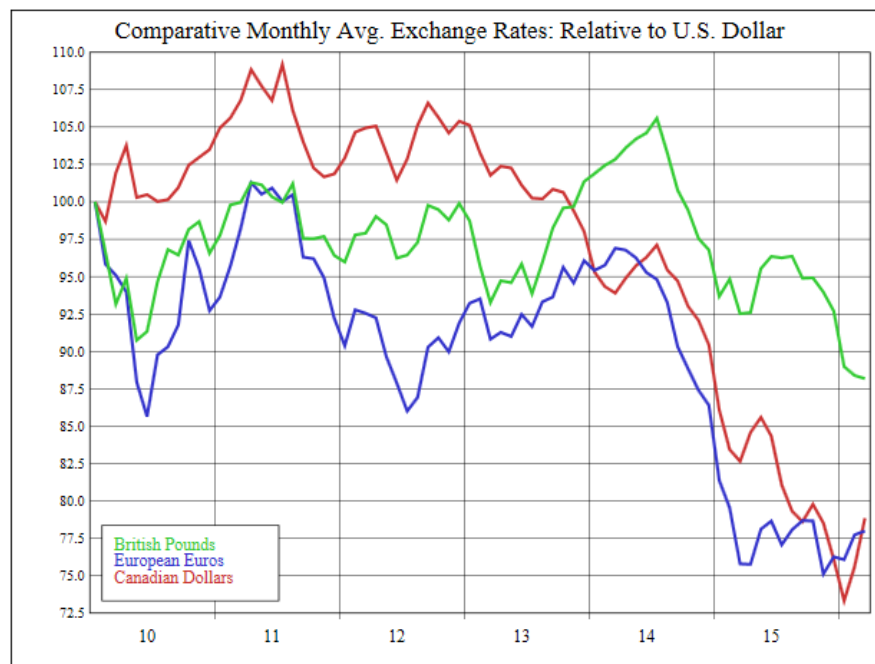
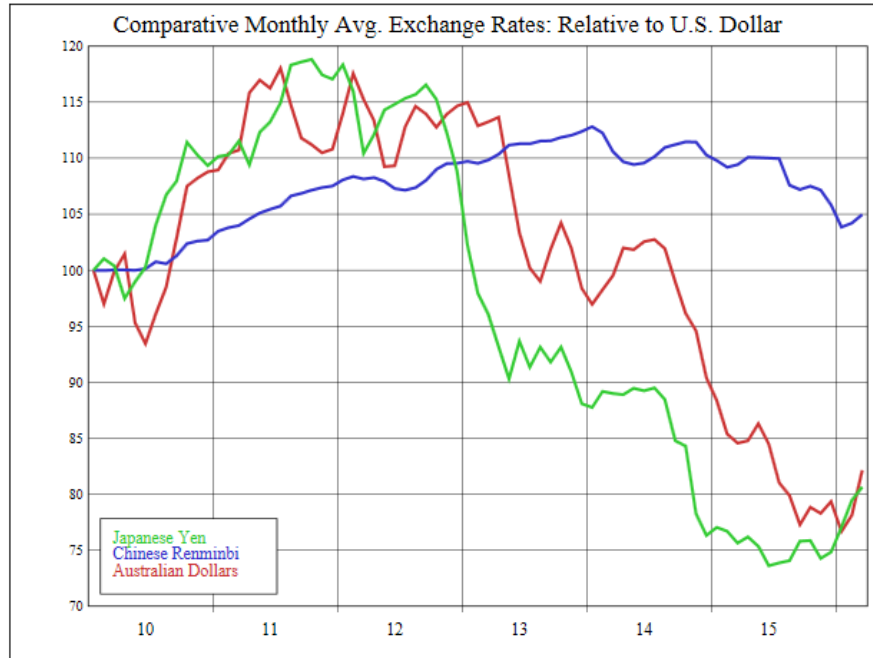
**West Coast Regular Gas Prices: Last 12 Months**



**April 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

Source: Energy Information Administration

**Exchange Rates**  
**Relative Change Since 2010**



April 2016  
Visit California  
Monthly Tracking Dashboard

Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

**FORECAST: INTERNATIONAL (March, 2016)**

Annual International Trips to California											
(Annual % change)											
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Total</b>	9.4%	8.8%	3.5%	4.5%	5.1%	3.0%	3.5%	4.0%	3.6%	3.8%	3.8%
<b>China</b>	57.1%	22.9%	42.8%	22.1%	21.5%	13.0%	11.9%	10.6%	9.4%	8.9%	8.7%
<b>India</b>	19.2%	1.2%	3.0%	26.3%	9.3%	7.1%	7.7%	11.0%	9.7%	9.2%	8.0%
<b>Japan</b>	19.3%	4.8%	1.7%	-4.0%	7.4%	-0.4%	1.4%	1.2%	1.4%	2.0%	1.8%
<b>South Korea</b>	47.7%	-5.4%	-1.7%	0.4%	2.0%	12.4%	1.8%	3.4%	3.7%	4.0%	3.6%
<b>Australia</b>	36.6%	11.3%	-5.1%	5.9%	6.4%	6.0%	1.6%	2.8%	3.0%	2.6%	2.7%
<b>United Kingdom</b>	3.2%	7.4%	-3.1%	2.6%	5.3%	5.0%	5.6%	3.2%	3.4%	3.0%	3.2%
<b>Germany</b>	12.5%	7.4%	-2.4%	5.7%	4.1%	2.3%	3.0%	3.4%	3.5%	3.3%	3.3%
<b>France</b>	37.1%	17.9%	-16.1%	4.0%	14.7%	1.9%	2.6%	2.8%	3.1%	3.2%	3.2%
<b>Scandinavia</b>	21.9%	14.2%	7.9%	7.0%	11.1%	4.6%	2.6%	3.5%	4.4%	4.1%	3.8%
<b>Brazil</b>	32.0%	34.9%	14.2%	12.8%	6.7%	2.2%	-0.2%	2.7%	3.1%	3.4%	3.6%
<b>Canada</b>	10.0%	8.8%	4.6%	1.6%	3.7%	-5.8%	1.6%	2.6%	3.0%	3.4%	3.5%
<b>Mexico</b>	1.8%	7.5%	5.7%	3.4%	1.3%	3.1%	2.6%	3.2%	2.7%	2.9%	3.0%
<b>Rest of World</b>	9.0%	-4.9%	-3.1%	5.4%	10.2%	2.1%	4.8%	5.1%	3.9%	4.0%	4.0%

Source: Tourism Economics, CIC Research, OTTI

**Note on volatility of historical data and treatment in forecast:** Due to smaller sample sizes and relatively smaller visitor volumes in absolute terms, the historical data of origin markets tends to be more volatile than total visitor volumes.

## Expedia/Future Foundation Millennial Traveler Report: Why Millennials Will Shape the Next 20 Years of Travel

The Millennial generation is one of the largest generations in history – even larger than Baby Boomers. We know that they are entering their prime spending years – but are waiting to undertake life stage landmarks like marriage and mortgage unlike previous generations. Instead, they are turning to travel.

Our Millennial Traveller Report explores how and why Millennials see such value in investing in travel experiences. We see that through social media, they have grown up with deeper connections to the world than previous generations, and there is a strong desire to enrich their lives through travel – and in turn, they will do so in a host of colorful new ways with challenging new attitudes.

As the industry evolves to meet the demands of the Millennial traveller, our report reinforces that above all else Millennials expect personalization from their travel brands of choice.

Millennials: the global generation of those born between 1982 and 1999. As the first to have grown up with the Internet, social media and the smartphone in turn, they may be the most significantly different generation to that of their parents so far; yet they are also internally diverse as a cohort, in many ways stuck between life stages. They may not be all--- grown---up – but they are extraordinarily self-empowered.”

[DOWNLOAD EXPEDIA/FUTURE FOUNDATION REPORT](#)



### **TRAVEL TRENDS/NEWS**

[Connecting the iGeneration to Travel](#)  
–Media Post

[The Habits of Travel Bookers: What Travel Brands Can Learn From Behavioral Economics](#)  
–Boxever

[More Than One---Third of Americans Will Take a Family Vacation This Year](#)  
–Hotel News Resource

### **INTERNATIONAL TRENDS/NEWS**

[Global Uncertainty Causing Delays in U.S. Business Travel Growth](#)  
–Hospitality Trends

### **CONSUMER TRENDS/NEWS**

[Creating Content for Moms? Think Mobile First](#)  
–Media Post

[10 Demographic Trends That Are Shaping the U.S. and the World](#)  
–Pew Research