

January 2017
 Visit California
 Monthly Tracking Dashboard

TOURISM INDUSTRY INDICATORS

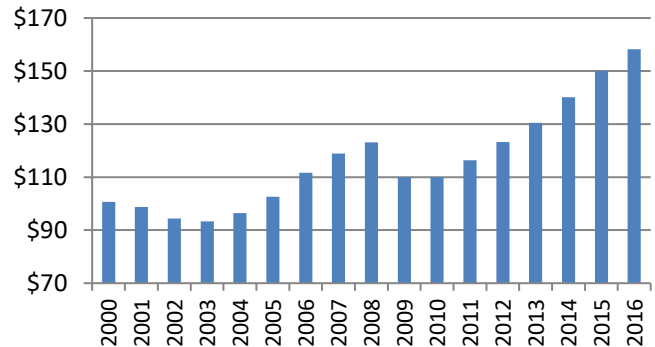
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

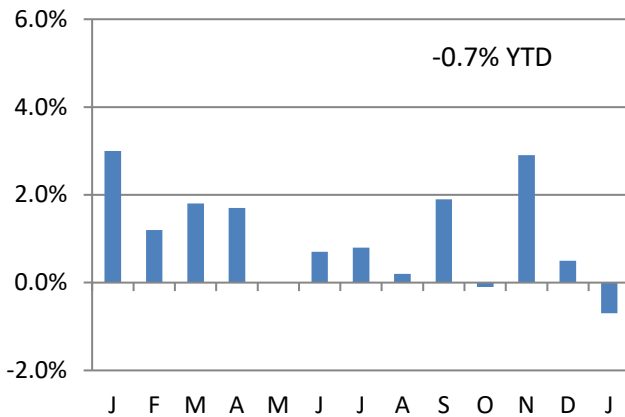
CA Occupancy: 2000-2016



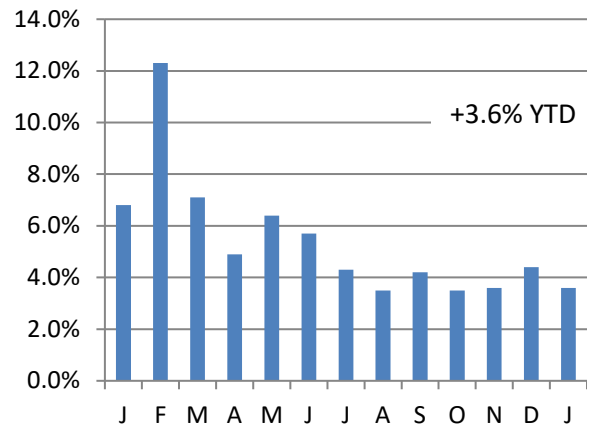
CA ADR: 2000-2016



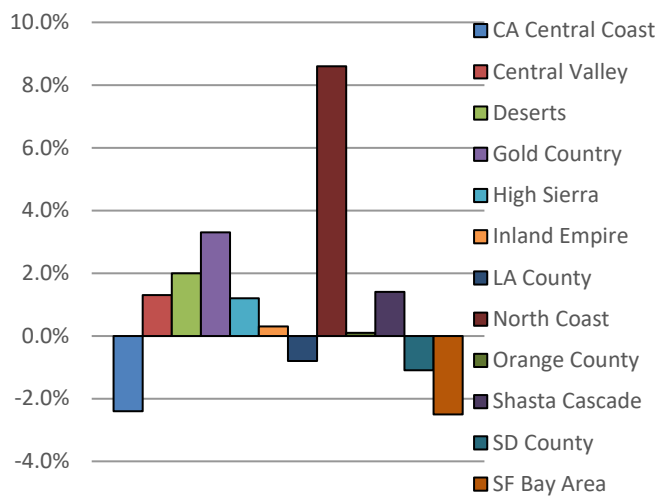
CA Occupancy Yr/Yr Chg: Last 12 Months



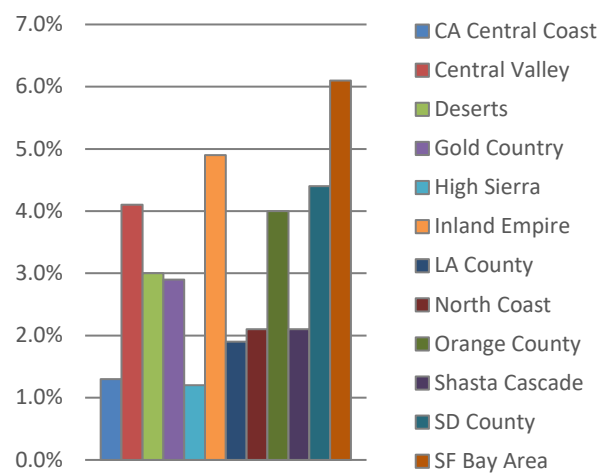
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg: January 2017



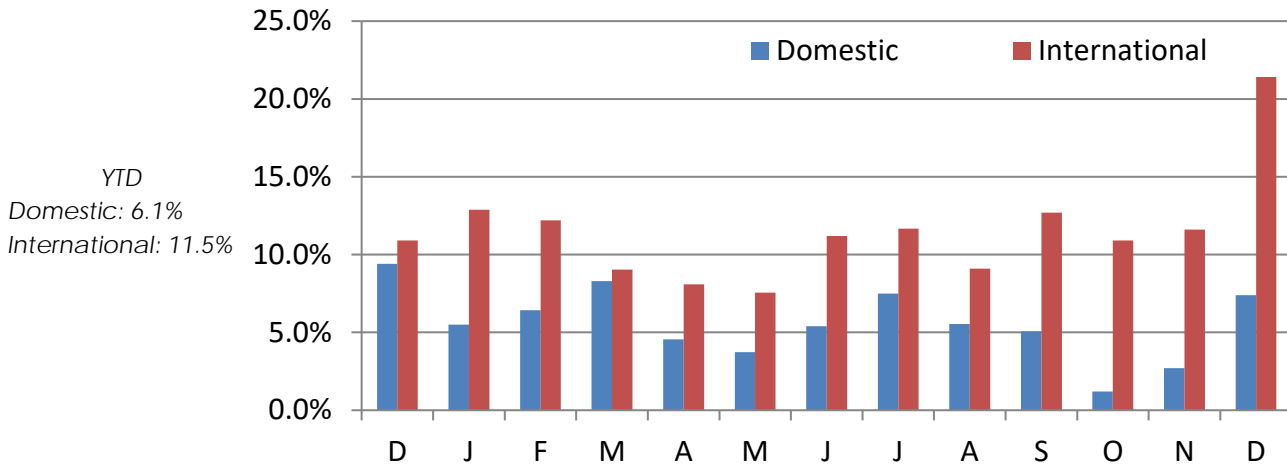
Regional CA ADR YTD Chg: January 2017



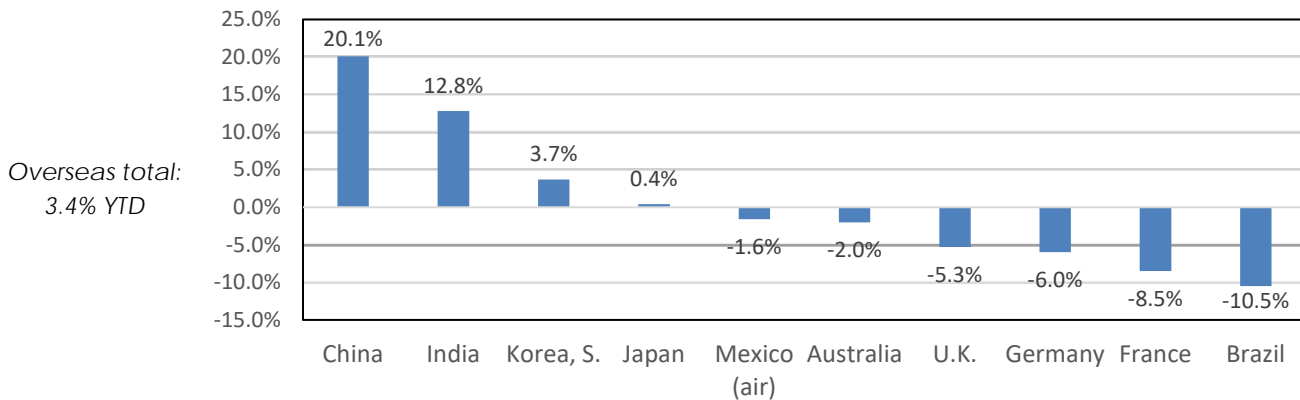
Source: Smith Travel Research

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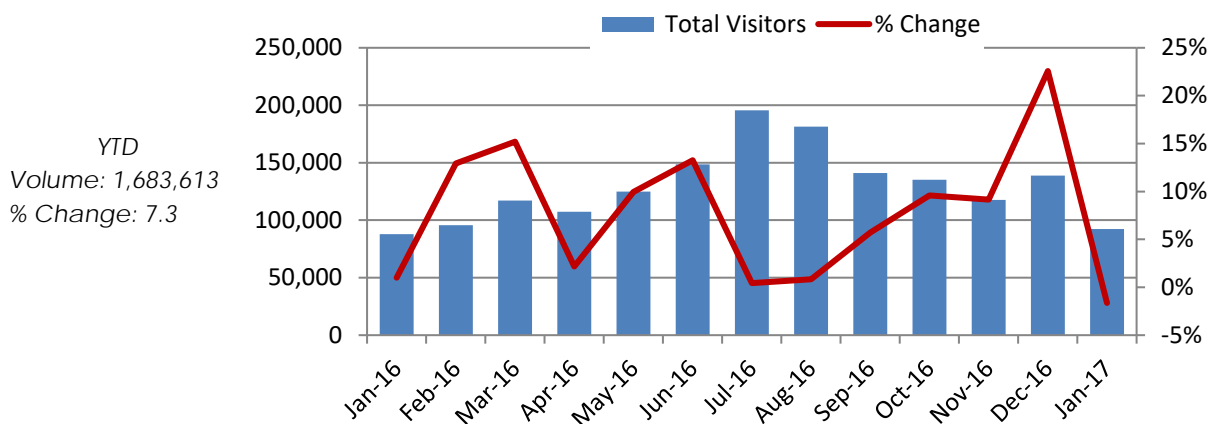
CA Airport Traffic Yr/Yr Chg: Last 12 Months



Overseas Arrivals YTD % Change (through June, 2016)



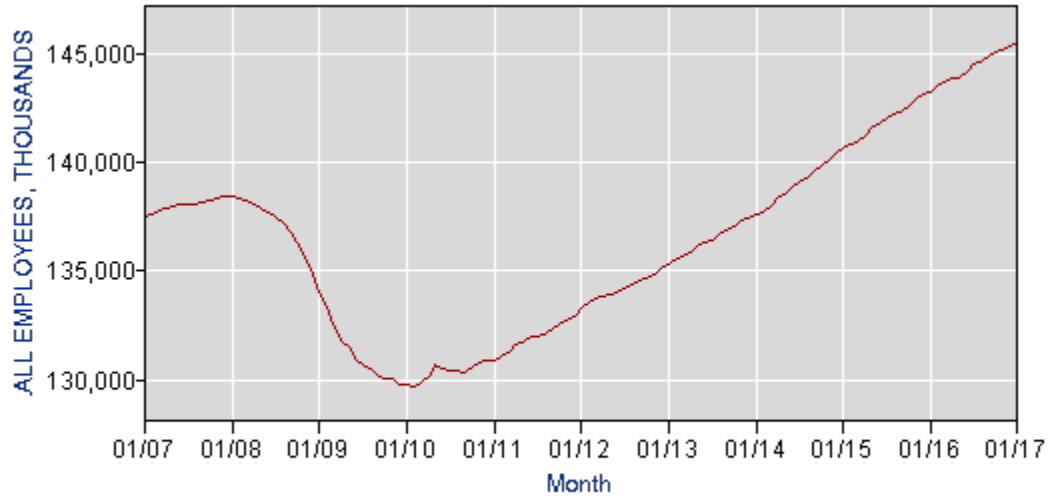
California Welcome Centers: Volume and Yr/Yr Change



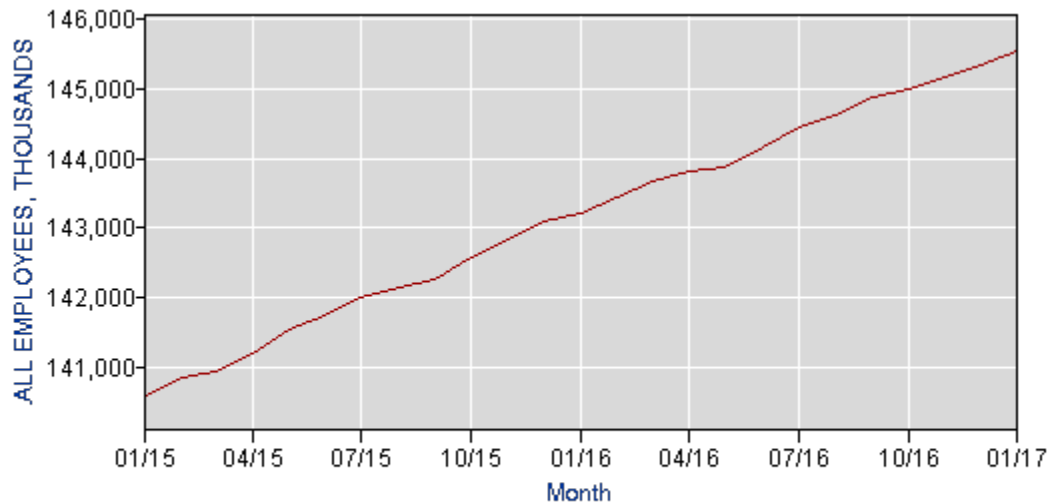
Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year. Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: DOMESTIC

US Work Force: 2007-present



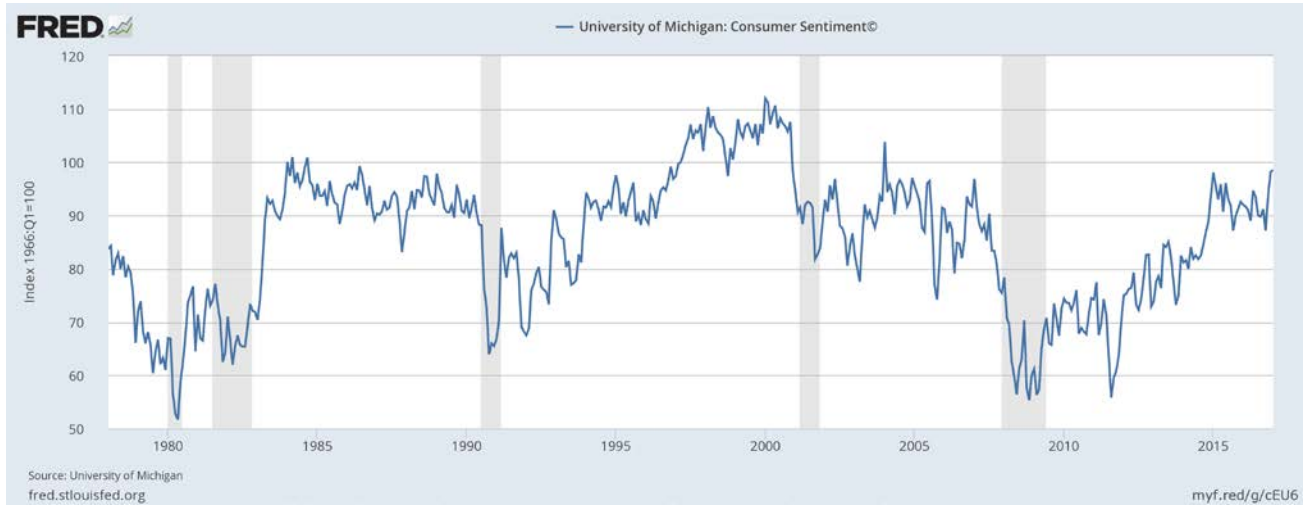
US Work Force: 2015-present



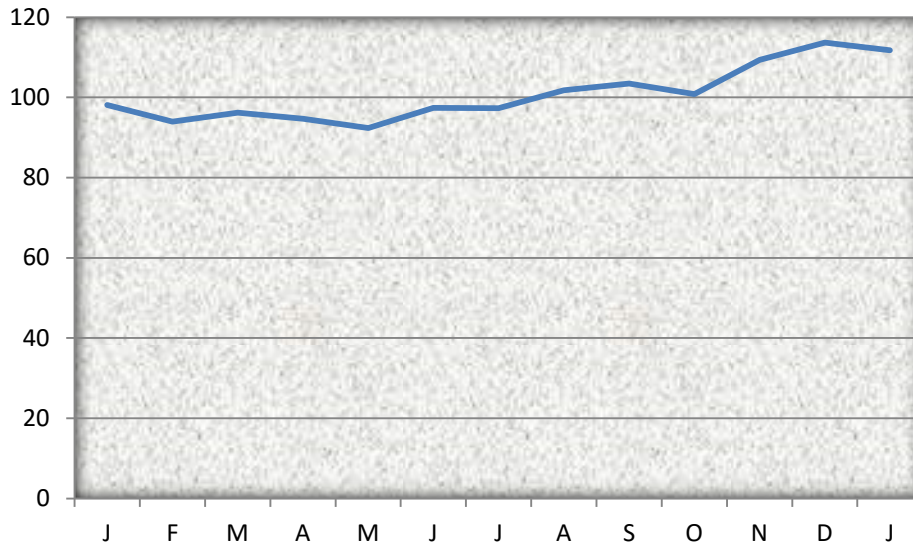
Source: Bureau of Labor Statistics; Survey Research Center

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US Consumer Confidence: 1978-present



US Consumer Confidence Last 12 Months



Sources: The Conference Board, University of Michigan

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West Coast Regular Gas Prices: 2007-Present

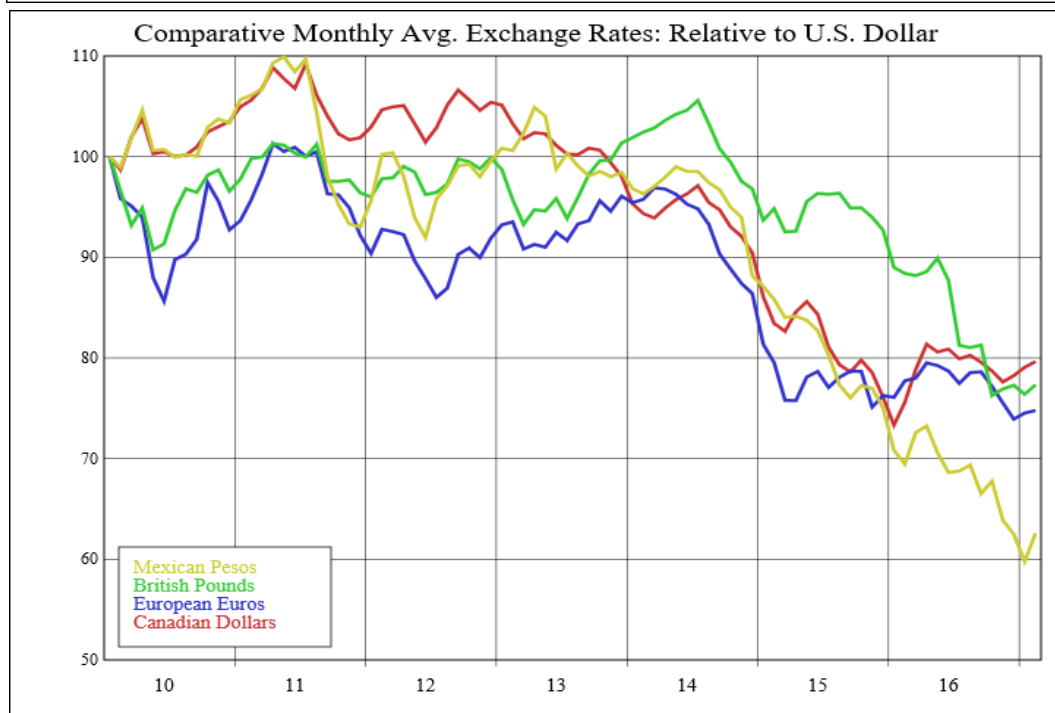
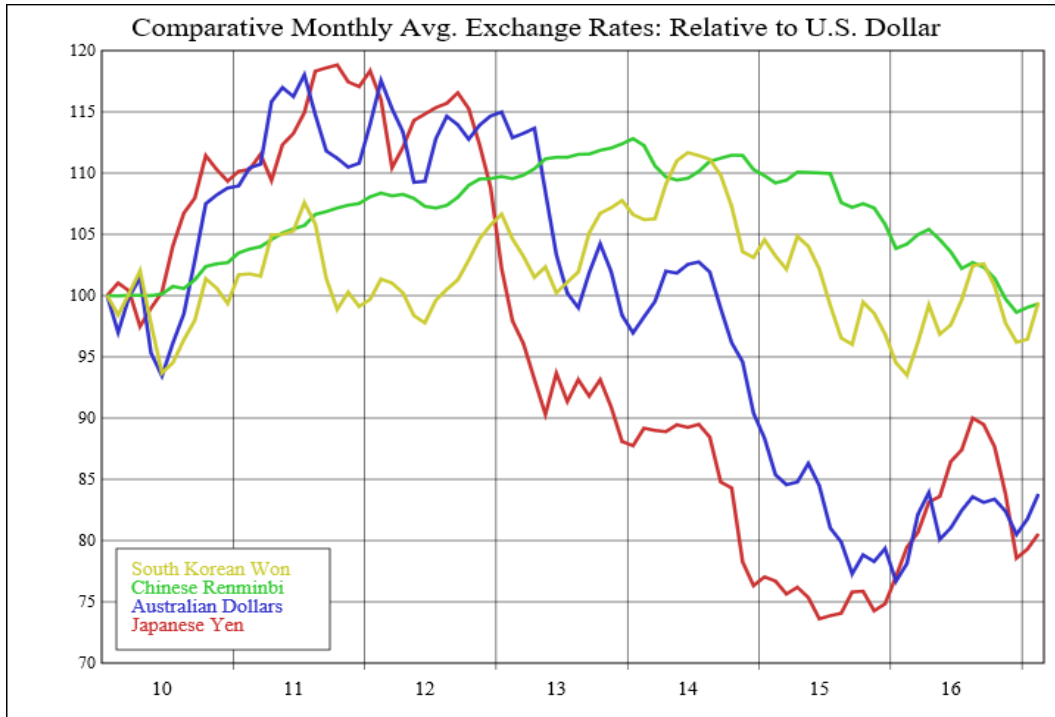


West Coast Regular Gas Prices: Last 12 Months



Source: Energy Information Administration

Exchange Rates
Relative Change Since 2010



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

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INTERNATIONAL TRAVEL FORECAST

Annual International Trips to California											
	(Annual % change)										
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	8.8%	3.5%	4.5%	5.1%	3.6%	2.9%	-1.0%	2.7%	3.3%	4.1%	4.3%
China	22.9%	42.8%	22.1%	21.5%	16.7%	14.8%	11.2%	11.5%	10.6%	10.2%	10.1%
India	1.2%	3.0%	26.3%	9.3%	11.2%	5.1%	9.6%	8.0%	7.5%	7.2%	7.0%
Japan	4.8%	1.7%	-4.0%	7.4%	-6.5%	7.0%	2.8%	2.3%	2.1%	1.8%	1.9%
South Korea	-5.4%	-1.7%	0.4%	2.0%	10.3%	11.6%	3.2%	5.0%	4.9%	4.9%	4.8%
Australia	11.3%	-5.1%	5.9%	6.4%	3.6%	4.2%	0.4%	2.4%	2.7%	2.6%	2.9%
United Kingdom	7.4%	-3.1%	2.6%	5.3%	2.7%	2.2%	-3.9%	1.5%	2.5%	4.0%	4.3%
Germany	7.4%	-2.4%	5.7%	4.1%	-0.6%	-2.1%	-2.1%	1.5%	2.2%	3.8%	3.9%
France	17.9%	-16.1%	4.0%	14.7%	-0.9%	1.5%	-1.8%	1.8%	2.9%	3.6%	4.1%
Italy	-3.9%	-11.4%	-4.2%	13.2%	-0.8%	0.3%	-1.9%	0.9%	1.9%	2.7%	3.1%
Scandanavia	14.2%	7.9%	7.0%	11.1%	3.1%	3.9%	-0.8%	0.9%	1.4%	2.2%	2.2%
Brazil	34.9%	14.2%	12.8%	6.7%	2.0%	-17.2%	0.0%	2.8%	3.7%	3.5%	3.1%
Middle East	19.4%	26.3%	14.0%	21.9%	4.4%	1.3%	-7.7%	0.0%	2.4%	3.2%	3.3%
Canada	8.8%	4.6%	1.6%	3.7%	-2.8%	1.2%	1.0%	2.0%	2.2%	2.4%	2.4%
Mexico	7.5%	5.7%	3.4%	1.3%	3.0%	1.8%	-4.9%	1.2%	2.3%	3.8%	3.9%
Rest of World	12.5%	-4.9%	5.3%	8.5%	8.4%	2.2%	2.6%	3.1%	2.9%	2.9%	2.8%

Travel Habits of Americans: 34% of Americans Didn't Take a Break in 2016

We've looked at the habits of U.S. travelers for the past few years, either through stories or surveys, or other means. This year, though, we're embarking on a 14-survey study that looks at U.S. traveler habits from a number of angles.

We'll be releasing a survey every three or four weeks until the end of the year. Each one, we hope, will offer new insight into how Americans are traveling — or not — this year, what their priorities are, and where they dream of going.

We are starting this with a variation on a question we've asked for the last two years: How many vacation days did you take in 2016? We asked the same questions in both 2015 and in 2014. For 2014, 42% of Americans say they didn't take a break, while for 2015 that number was 41%.

For 2016, the picture was less bleak: 34.2% said that they did not take any time off throughout the year.

Yet still more than half of Americans (54.7%) who responded to the survey took fewer than five days' vacation during the year. Compared to other countries, this is a low participation rate in the vacation economy. The U.S. remains one of the few industrialized countries that does not mandate a set number of paid time off dates for workers. For instance, every country in the European Union has at least four work weeks of paid vacation.

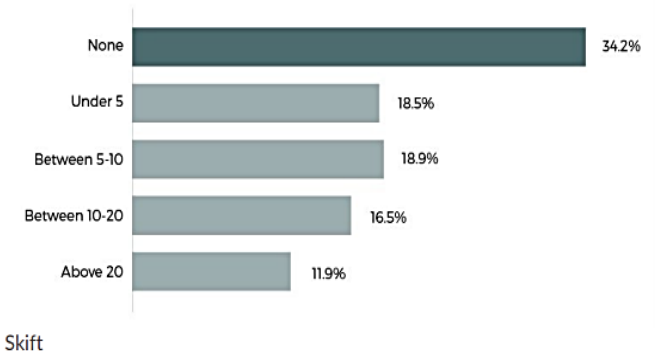
Overall: Only 12% of the population said that they took time equal to that mandated for every resident in the European Union. Two thirds of the respondents said that they took fewer than 10 days off during the year.

When you look at the results by gender, there is split between short breaks and long breaks, with more women saying they had no vacations and more women saying they had more than 20 days' vacation. In the middle, though it's rather equally split based on gender.

As expected, older Americans tend to take more vacations. More job security, retirement, and stability always make it easier to take time off."

[Read the full article at Skift](#)

How many vacation days did you take in 2016?



TRAVEL TRENDS/NEWS

[5 Trends You Need to Know About Destination Selection](#)

–Phocuswright

[Everyone In Travel Needs To Welcome The HENRYs](#)

–MediaPost

INTERNATIONAL TRENDS/NEWS

[Sustained Growth in International Tourism Despite Challenges](#)

–Hospitality Trends

[Chinese interest in luxury has increased by 20pc: Hurun](#)

–Luxury Daily, Hurun

CONSUMER TRENDS/NEWS

[Young and Ready to Travel \(and Shop\)](#)

–Neilson

[Affluents Feel Good About 2017 Prospects](#)

–MediaPost

[4 in 10 Adults Say They've Bought Something They Saw on Social Media](#)

–MarketingCharts