

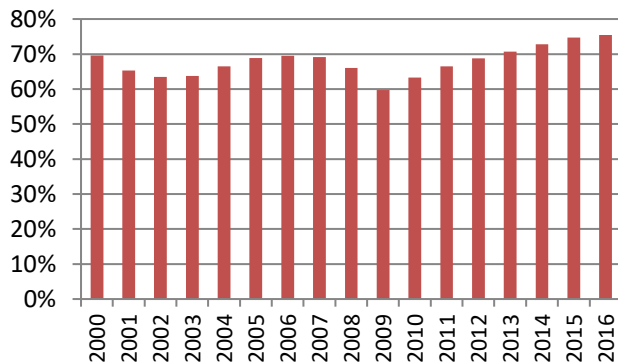
June 2017  
Visit California  
Monthly Tracking Dashboard

**TOURISM INDUSTRY INDICATORS**

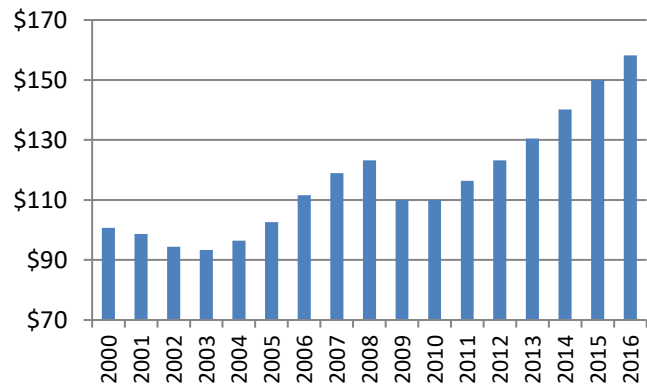
[Link to 'Latest Research' Web Page](#)

**Detailed Lodging Tables**

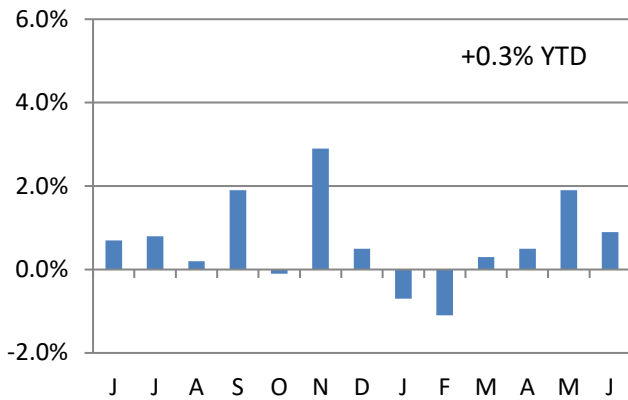
**CA Occupancy: 2000-2016**



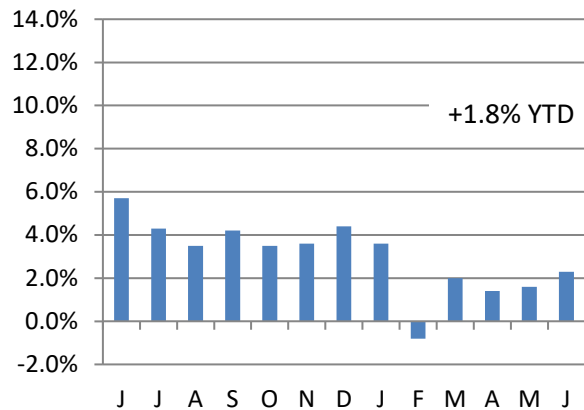
**CA ADR: 2000-2016**



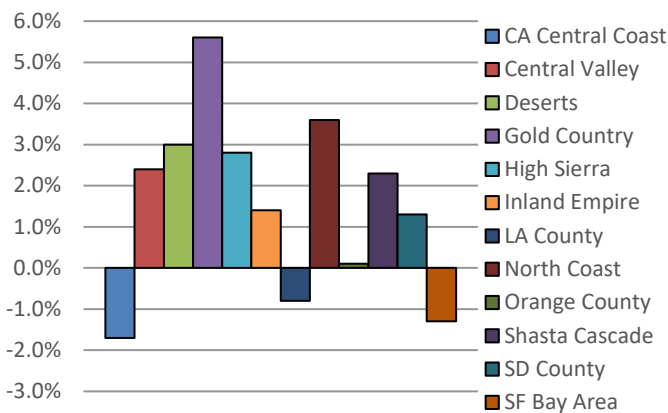
**CA Occupancy Yr/Yr Chg: Last 12 Months**



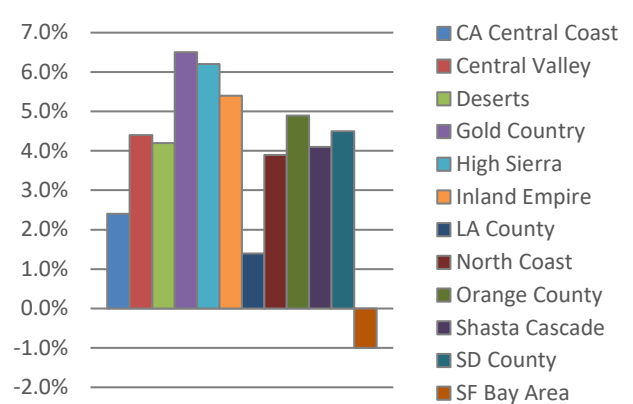
**CA ADR Yr/Yr Chg: Last 12 Months**



**Regional CA Occupancy YTD Chg: June 2017**



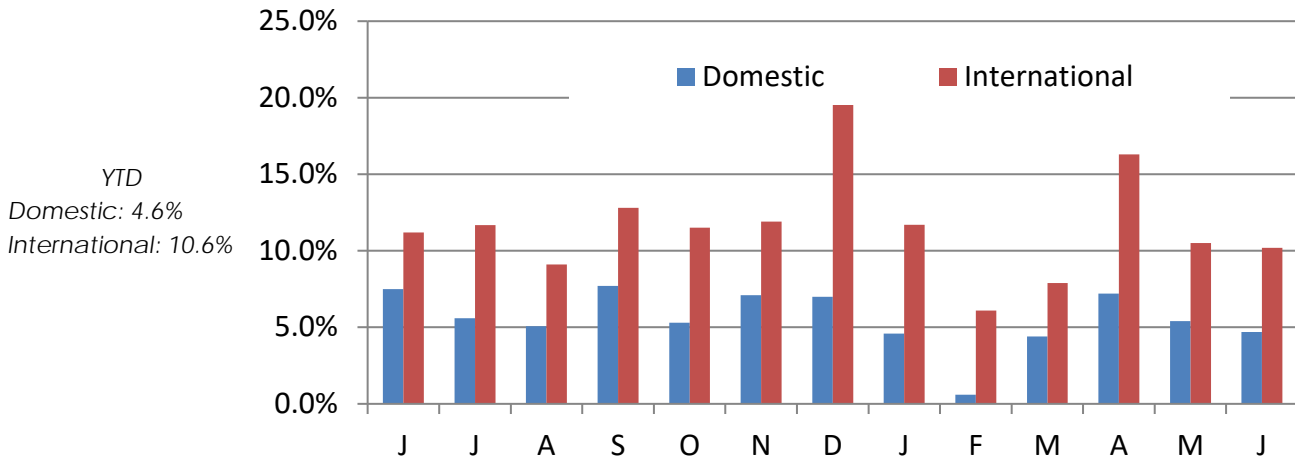
**Regional CA ADR YTD Chg: June 2017**



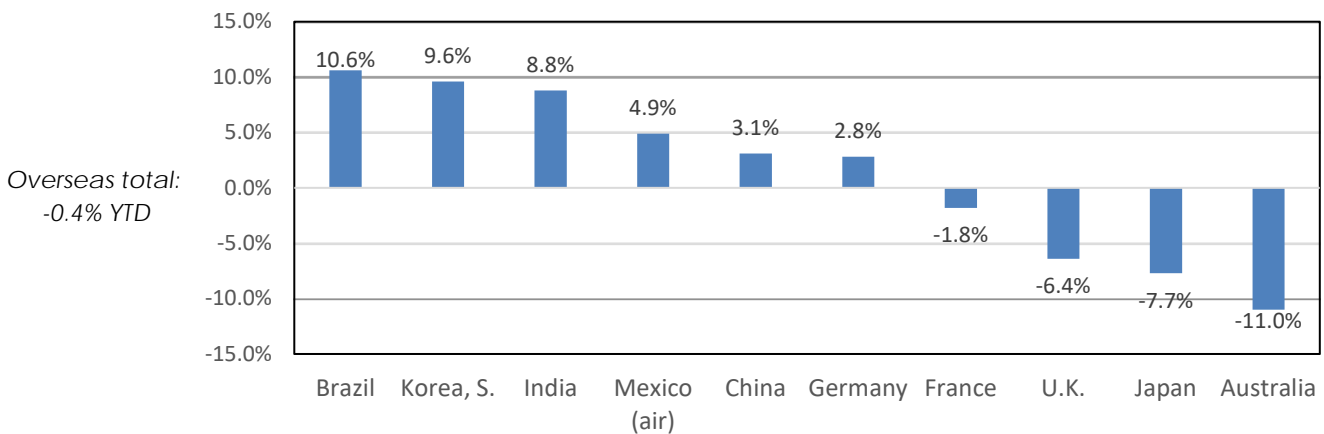
Source: Smith Travel Research

**June 2017**  
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**CA Airport Traffic Yr/Yr Chg: Last 12 Months**



**Overseas Arrivals YTD % Change (January, 2017)**



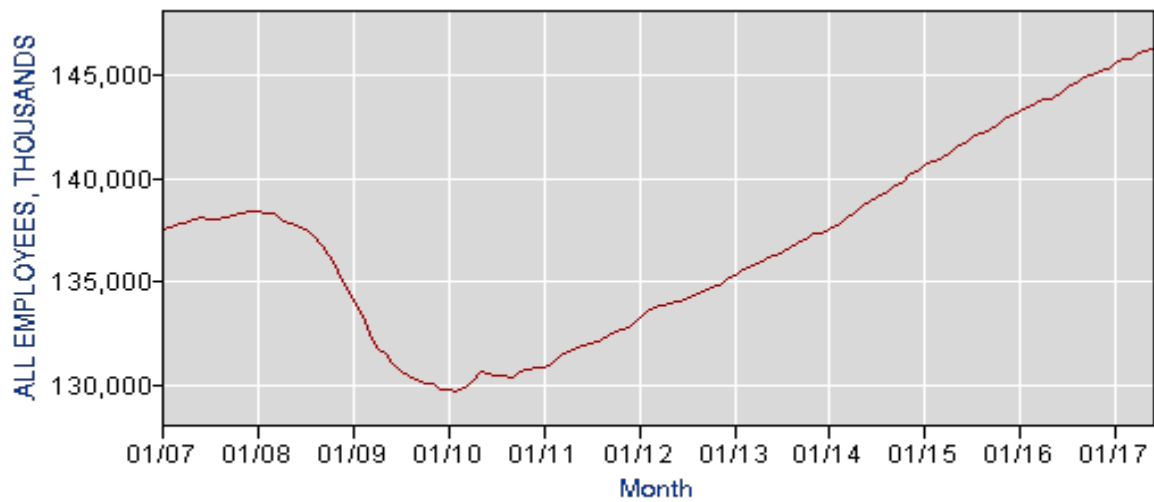
**California Welcome Centers: Volume and Yr/Yr Change**



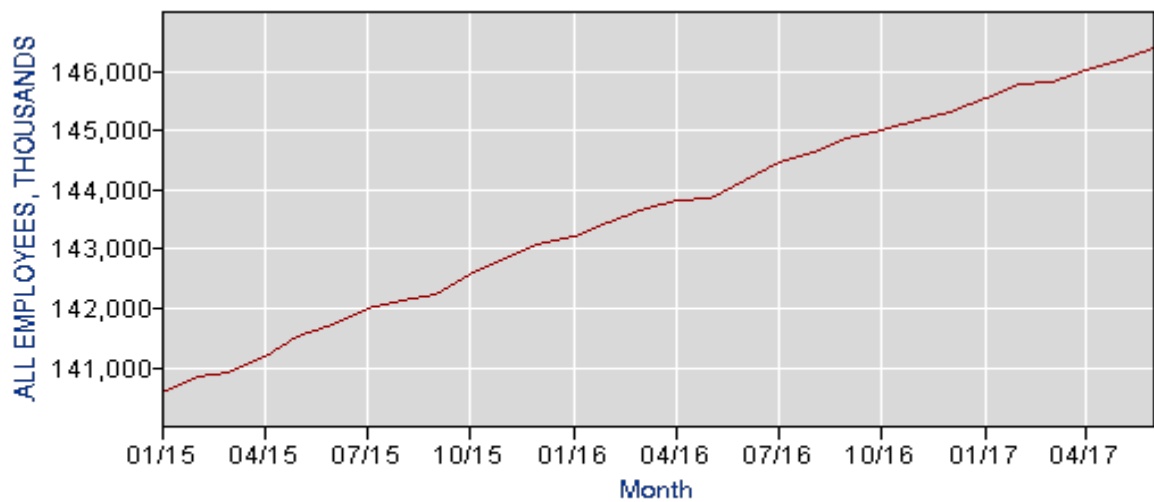
Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year. Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

**ECONOMIC INDICATORS: DOMESTIC**

**US Work Force: 2007-present**



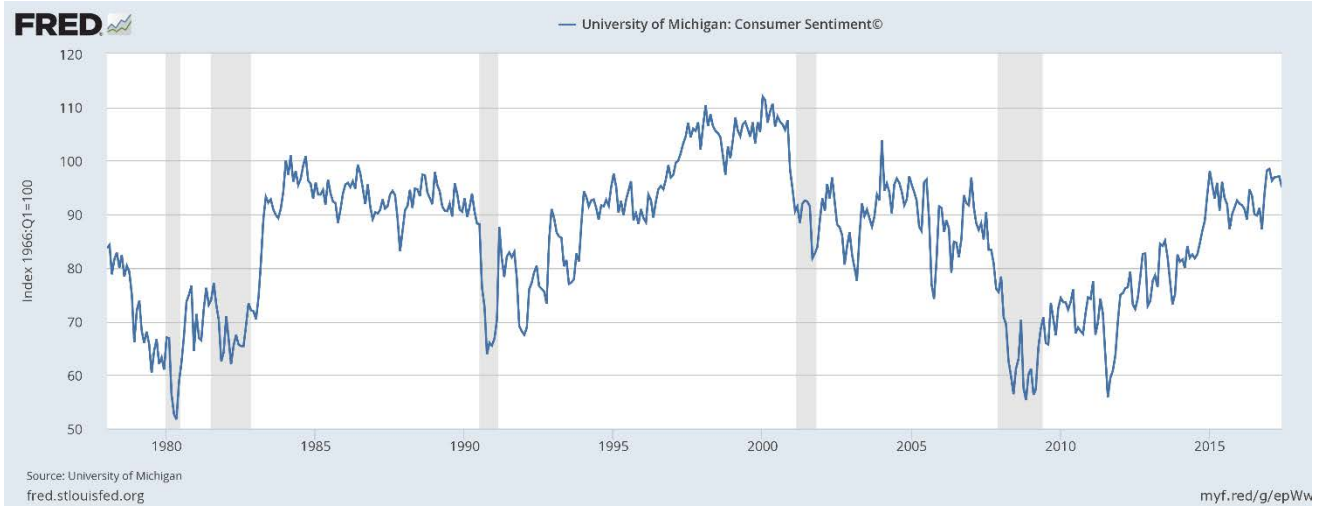
**US Work Force: 2015-present**



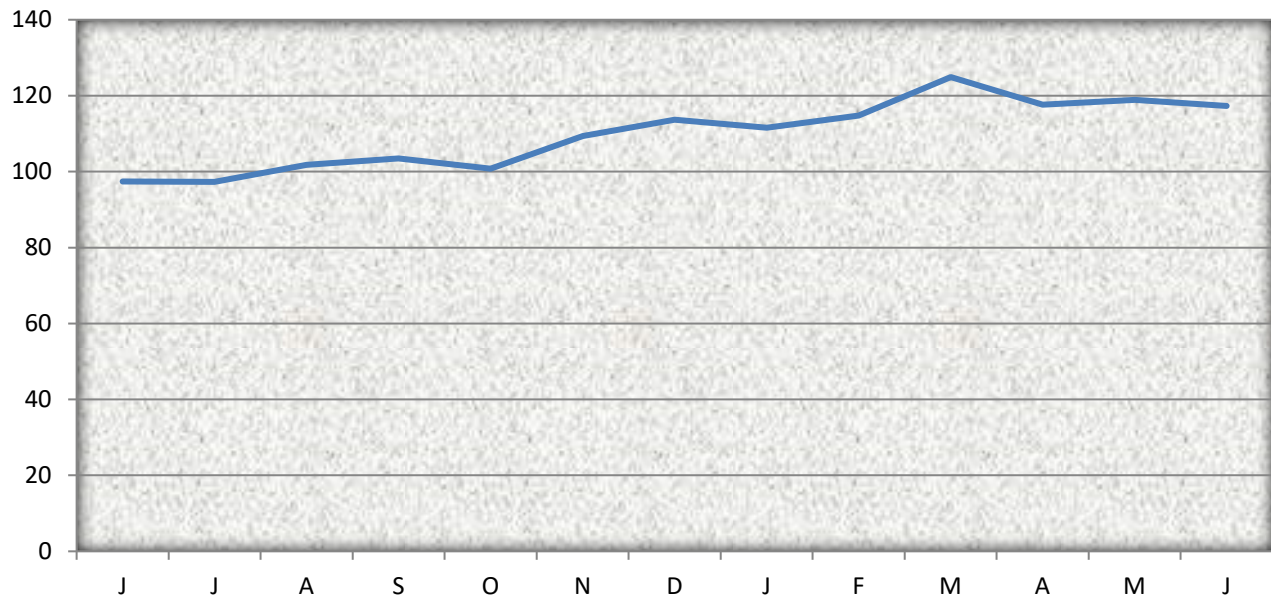
Source: Bureau of Labor Statistics; Survey Research Center

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**US Consumer Confidence: 1978-present**



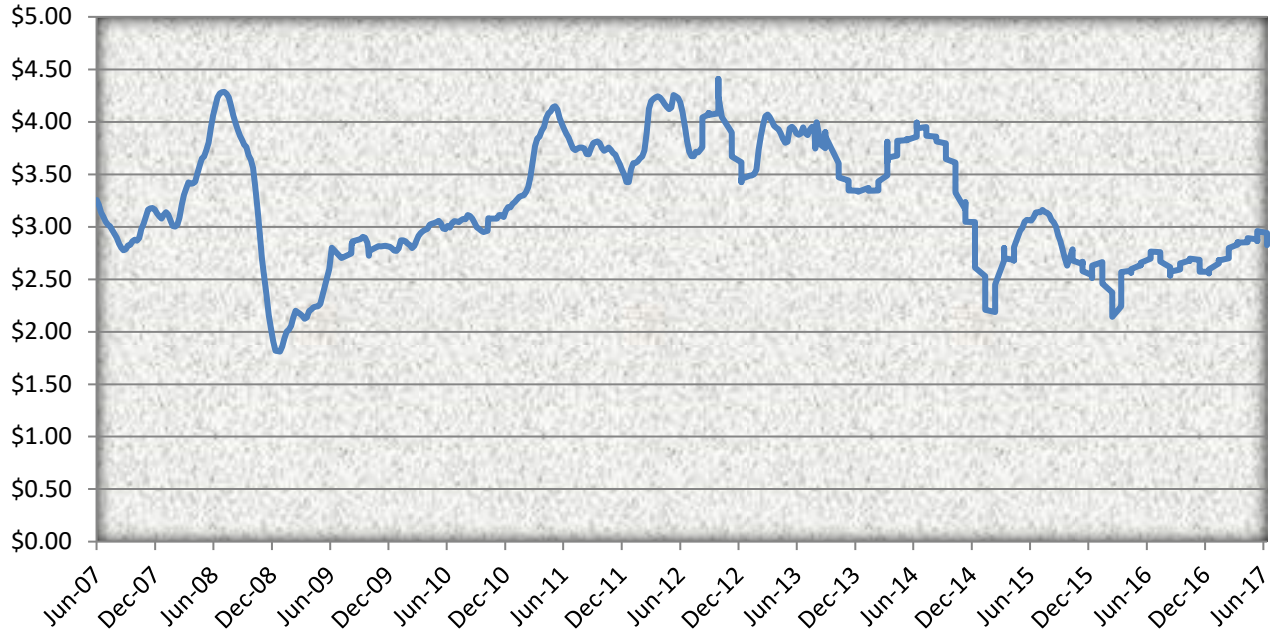
**US Consumer Confidence Last 12 Months**



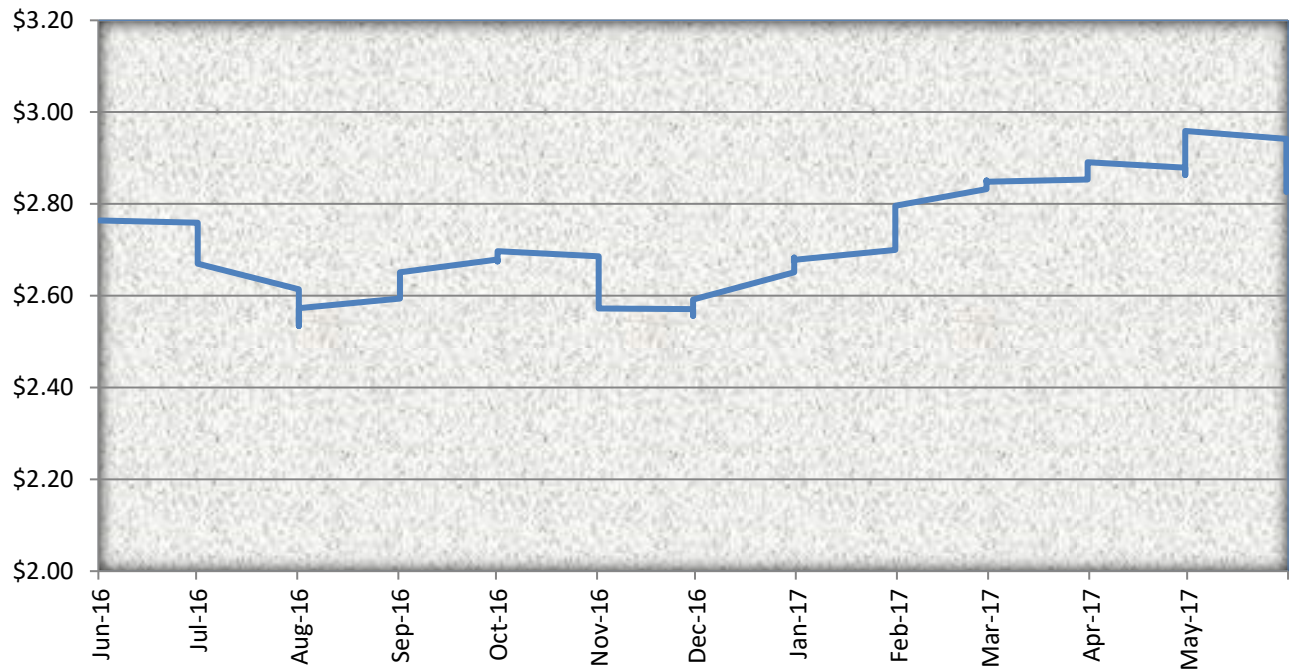
Sources: The Conference Board, University of Michigan

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Monthly Tracking Dashboard**

**West Coast Regular Gas Prices: 2007-Present**

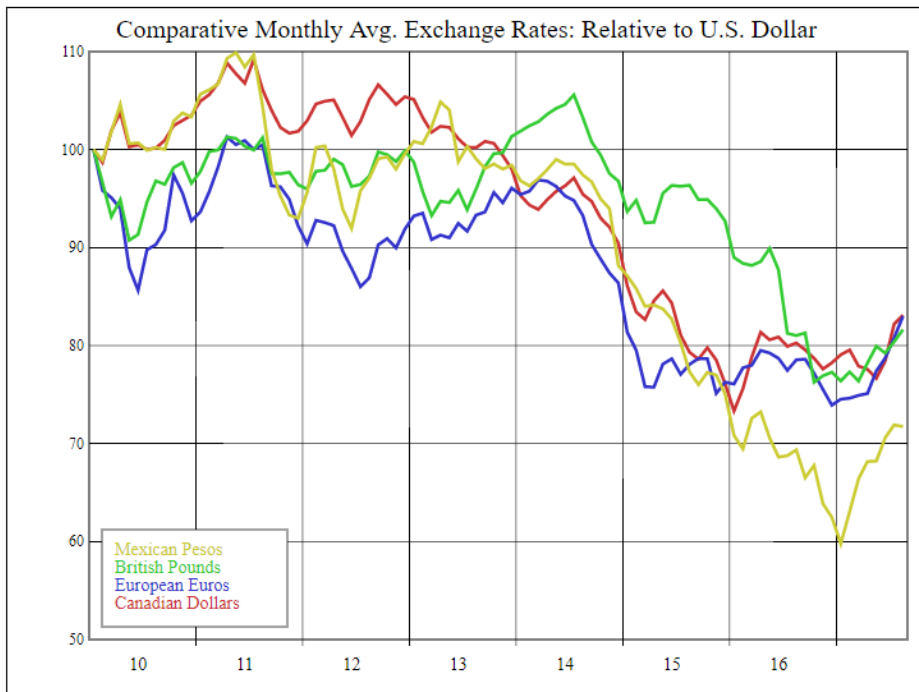
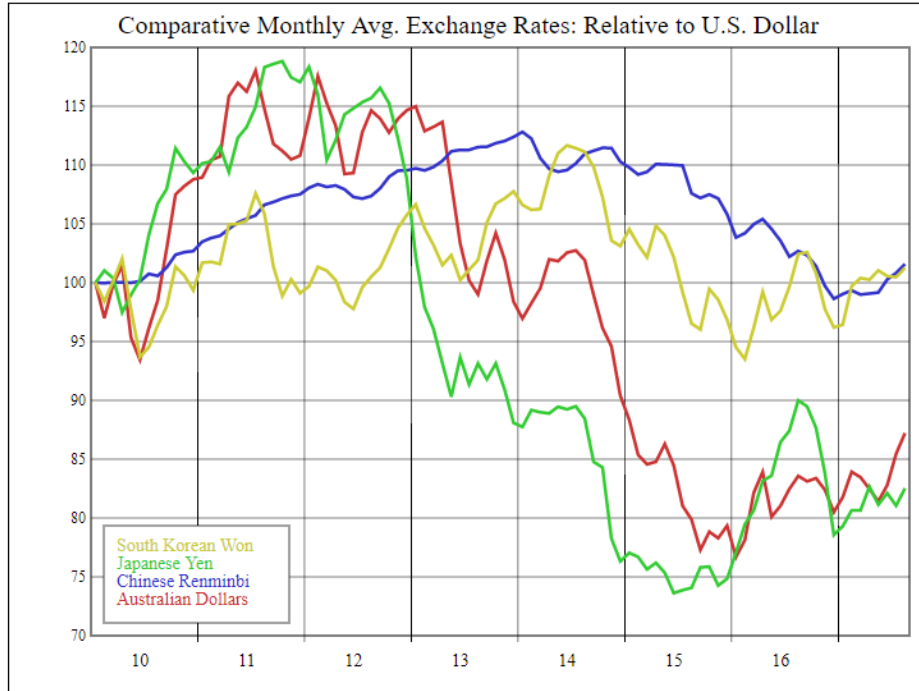


**West Coast Regular Gas Prices: Last 12 Months**



Source: Energy Information Administration

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



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

### INTERNATIONAL TRAVEL FORECAST

Annual International Trips to California											
(Annual % change)											
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Total</b>	8.8%	3.5%	4.5%	5.1%	3.6%	1.6%	-0.9%	2.6%	3.4%	4.1%	4.1%
<b>China</b>	22.9%	42.8%	22.1%	21.5%	16.7%	17.1%	11.2%	11.0%	10.9%	10.7%	10.6%
<b>India</b>	1.2%	3.0%	26.3%	9.3%	11.2%	9.5%	8.4%	8.3%	7.7%	7.4%	7.5%
<b>Japan</b>	4.8%	1.7%	-4.0%	7.4%	-6.5%	1.9%	1.8%	1.4%	1.1%	0.9%	1.0%
<b>South Korea</b>	-5.4%	-1.7%	0.4%	2.0%	10.3%	7.3%	5.5%	5.2%	5.1%	4.7%	4.7%
<b>Australia</b>	11.3%	-5.1%	5.9%	6.4%	3.6%	-0.9%	-0.8%	1.3%	1.2%	1.2%	1.5%
<b>United Kingdom</b>	7.4%	-3.1%	2.6%	5.3%	2.7%	-1.7%	-0.7%	1.2%	1.5%	1.6%	1.5%
<b>Germany</b>	7.4%	-2.4%	5.7%	4.1%	-0.6%	-2.9%	-1.0%	1.5%	2.4%	2.9%	2.9%
<b>France</b>	17.9%	-16.1%	4.0%	14.7%	-0.9%	0.3%	-2.3%	2.3%	2.2%	2.8%	3.2%
<b>Italy</b>	-3.9%	-11.4%	-4.2%	13.2%	-0.8%	0.3%	-2.0%	1.2%	2.4%	2.1%	2.3%
<b>Scandinavia</b>	14.2%	7.9%	7.0%	11.1%	3.1%	0.9%	-1.4%	0.8%	1.5%	1.6%	2.0%
<b>Brazil</b>	34.9%	14.2%	12.8%	6.7%	2.0%	-18.3%	-0.1%	2.7%	3.9%	3.6%	3.2%
<b>Middle East</b>	19.4%	26.3%	14.0%	21.9%	4.4%	1.5%	-6.8%	0.3%	2.5%	2.9%	3.2%
<b>Canada</b>	8.8%	4.6%	1.6%	3.7%	-2.8%	-2.4%	1.1%	2.1%	2.3%	2.5%	2.3%
<b>Mexico</b>	7.5%	5.7%	3.4%	1.3%	3.0%	1.9%	-4.7%	1.2%	2.5%	3.8%	3.9%
<b>Rest of World</b>	12.5%	-4.9%	5.3%	8.5%	8.4%	-1.7%	1.7%	2.8%	3.3%	3.1%	2.7%

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.

## Time-Starved Business Travelers Are Missing the Bleisure Trend

Nearly four in 10 business travelers in North America added a leisure leg to their work trip in the past year, according to a new study.

The report, by the education and research branch of the Global Business Travel Association, shows that there hasn't been much change in the number of workers who mix leisure with business travel. While 37 percent of those surveyed said they took a so-called "bleisure" trip over the past year, a similar report last year indicated that 36 percent of business travelers based in the U.S. had added leisure to at least one work trip in the prior year.

Younger employees are more likely to add vacation to their work travel; 48 percent of millennials said they extended a business trip for that reason. Only 23 percent of baby boomers took a bleisure trip, while 33 percent of those age 36 to 54 did so, the study says.

Of those who didn't take a bleisure trip, 58 percent said the reason was simple: They didn't have enough time. Another 18 percent said company policy didn't allow it.

"For business travelers who have chosen not to take bleisure trips, it is rarely because they cannot afford to or do not want to explore the destination they are visiting for work," the study says.

At 43 percent, the top reason respondents gave for taking bleisure trips was that they wanted to visit a place where they like to spend time. Nearly as many, 38 percent, said they wanted to visit a new destination. Slightly more than a third said bleisure was a cost-effective way to take a vacation and gave them needed time away from home and work. Less than half of respondents — 44 percent — traveled with another person during the leisure part of the trip.

Read article on [Skift](#) or download the full [GBTA Report](#) (Extending Business travel into Leisure Time – Bleisure Study).



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### TRAVEL TRENDS/NEWS

[Climate Change Spurs 'Vanishing Destinations'](#)

– Travel Pulse

### CONSUMER TRENDS/NEWS

[57% of Consumers Will Boycott a Brand That Doesn't Share Their Social Beliefs](#)

\_ AdWeek

[Shift in Consumer Trust: Influencer Videos Drive Purchases, Study Finds](#)

– Media Post

[How to Get Generation Z To Jump Onto Your Brand](#)

– Media Post

### INTERNATIONAL TRENDS/NEWS

[Connecting Digital Dots: The Motivations and Mindset of European Travelers](#)

– Expedia

[International Travel to the US Still on the Rise](#)

– Travel Pulse