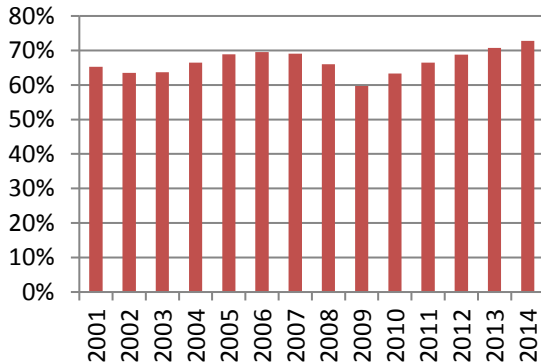


**TOURISM INDUSTRY INDICATORS**

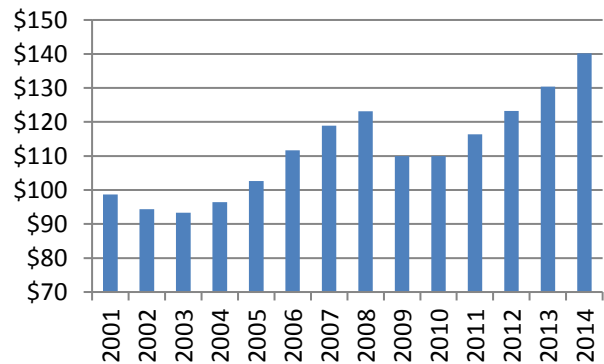
[Link to 'Latest Research' Web Page](#)

**Detailed Lodging Tables**

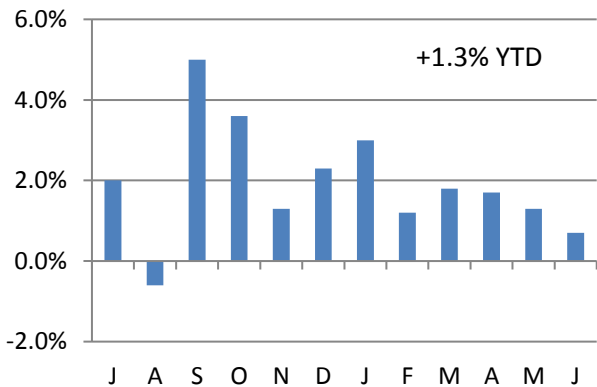
**CA Occupancy: 2000-2014**



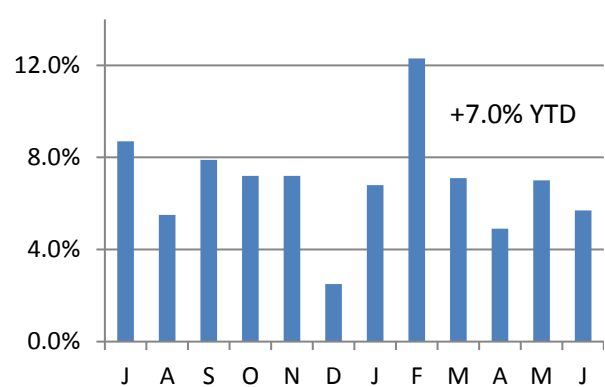
**CA ADR: 2000-2014**



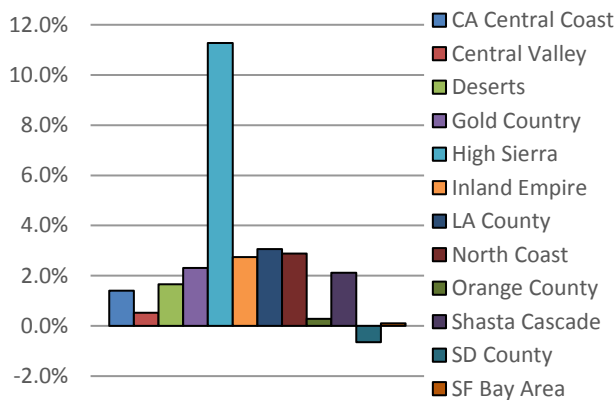
**CA Occupancy Yr/Yr Chg: Last 12 Months**



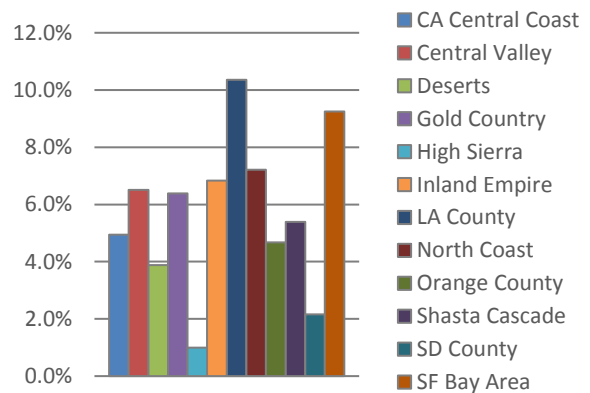
**CA ADR Yr/Yr Chg: Last 12 Months**



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



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

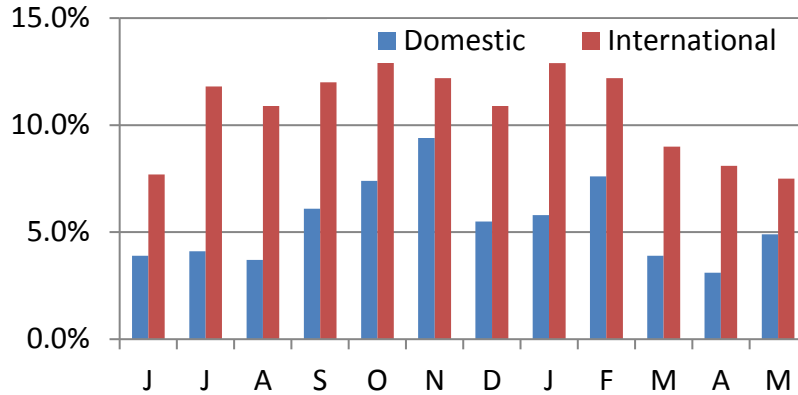


Source: Smith Travel Research

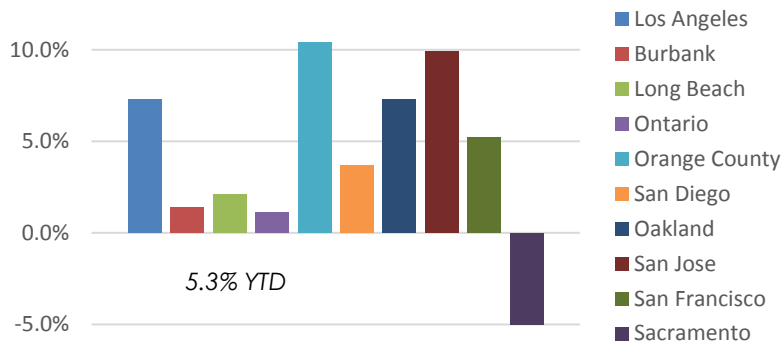
**June 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

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

YTD  
 Domestic: 4.9%  
 International: 9.8%

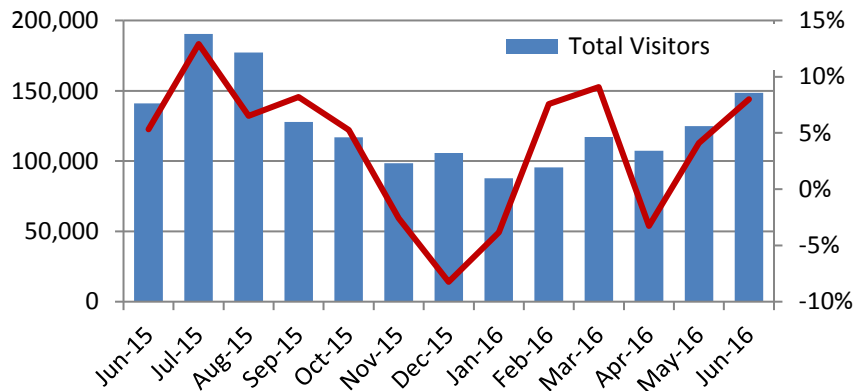


**Total Passenger Arrival by Airport YTD Chg: May 2016**



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

YTD  
 Volume: 681,220  
 % Change: 3.9



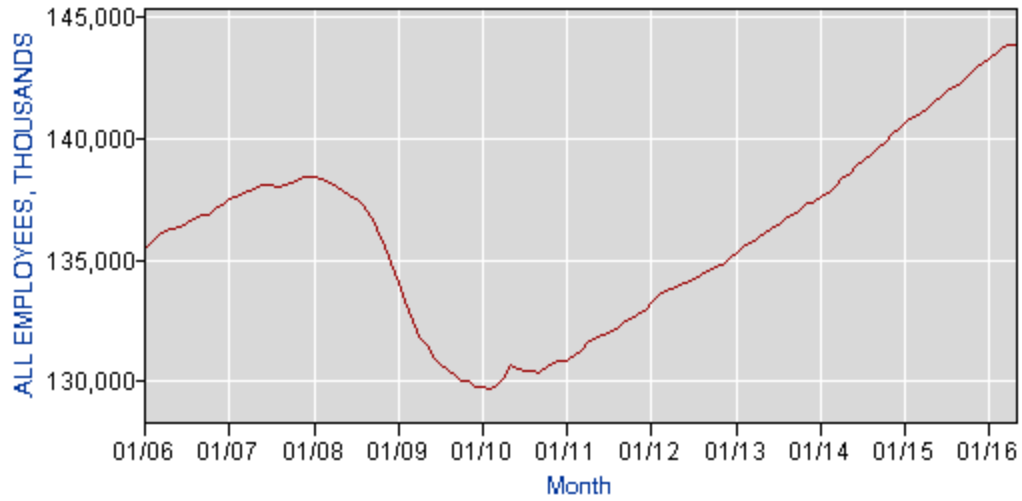
*Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year.*

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

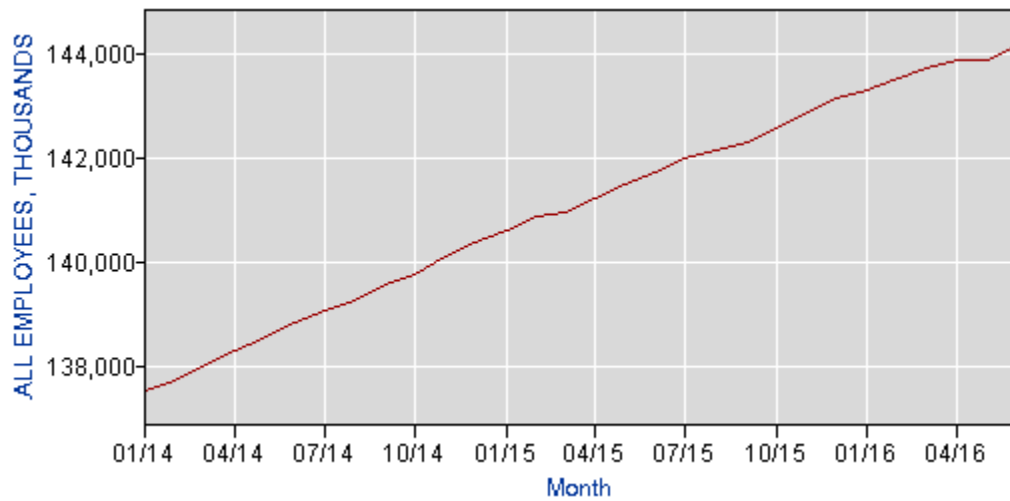
**ECONOMIC INDICATORS: DOMESTIC**

**June 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

**US Work Force: 2006-present**



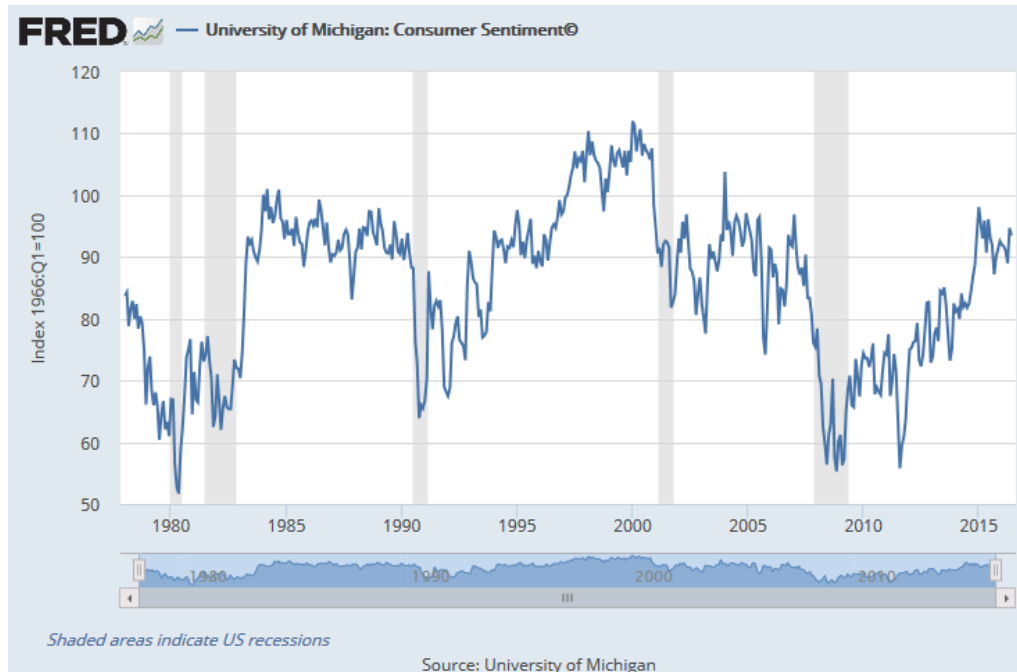
**US Work Force: 2014-present**



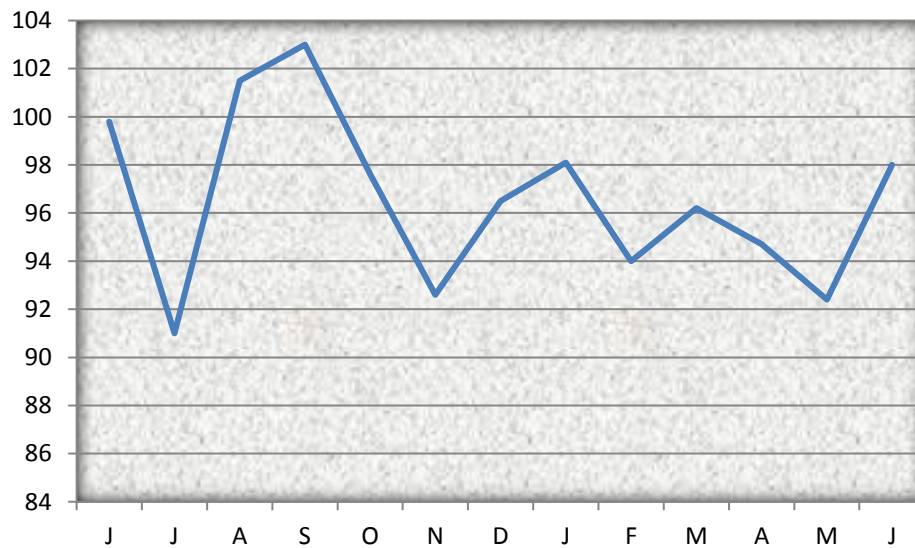
Source: Bureau of Labor Statistics; Survey Research Center

**US Consumer Confidence: 1978-present**

June 2016  
Visit California  
Monthly Tracking Dashboard



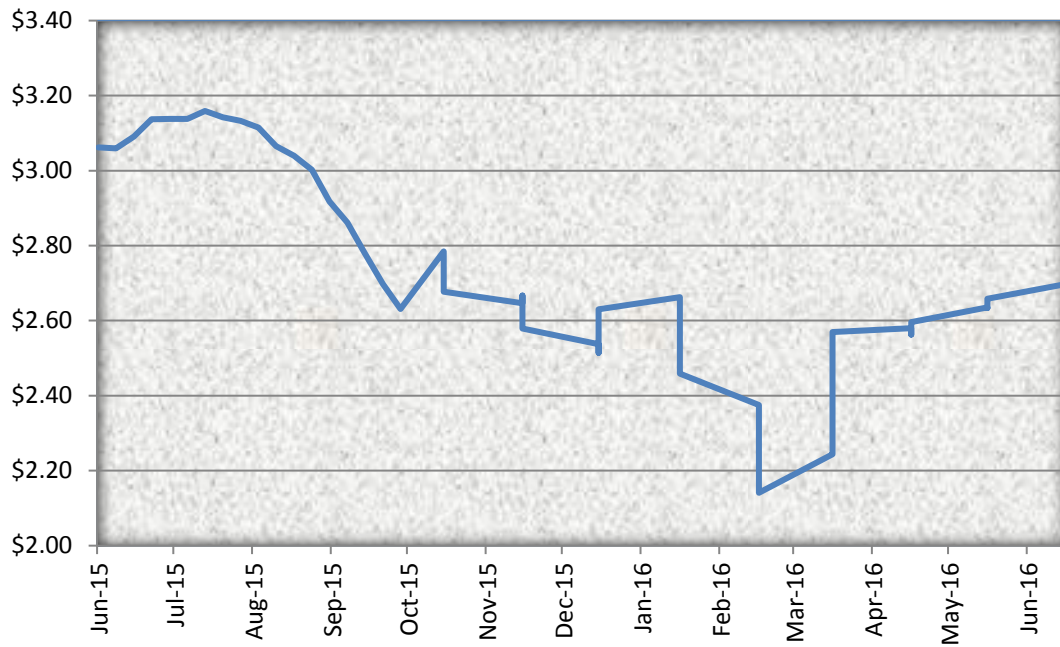
**US Consumer Confidence Last 12 Months**



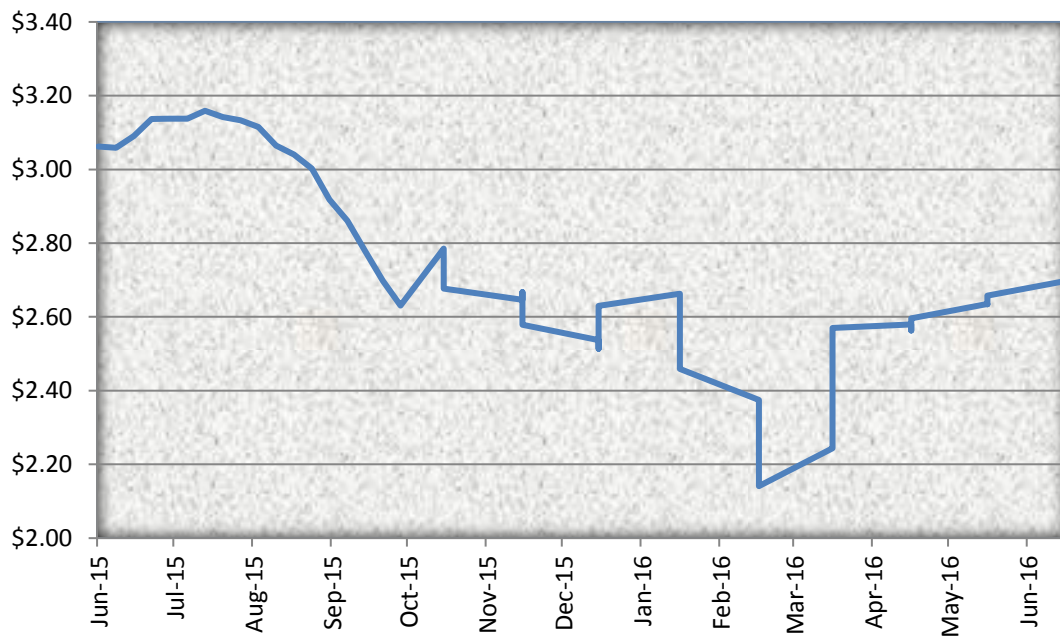
Sources: The Conference Board, University of Michigan

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

**June 2016  
Visit California  
Monthly Tracking Dashboard**

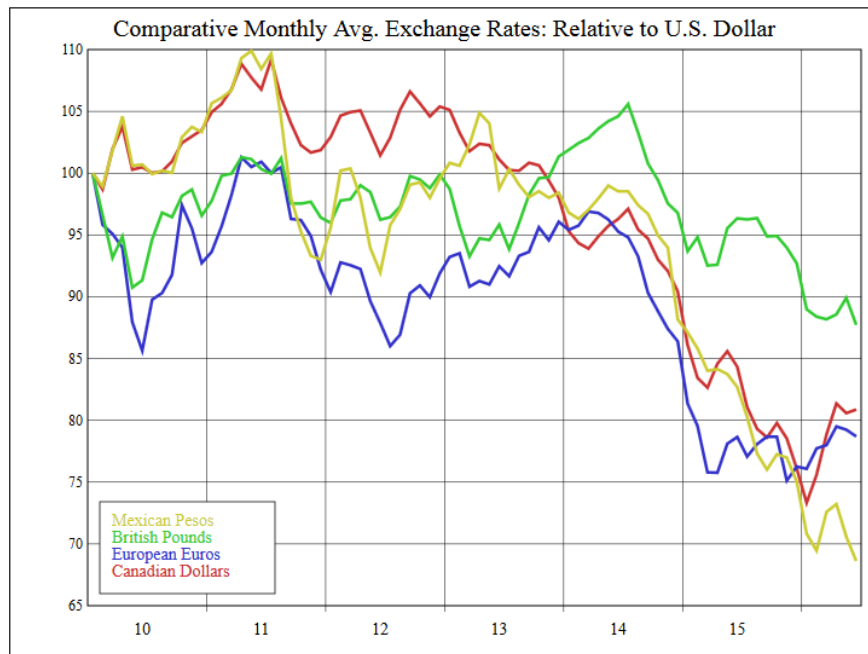
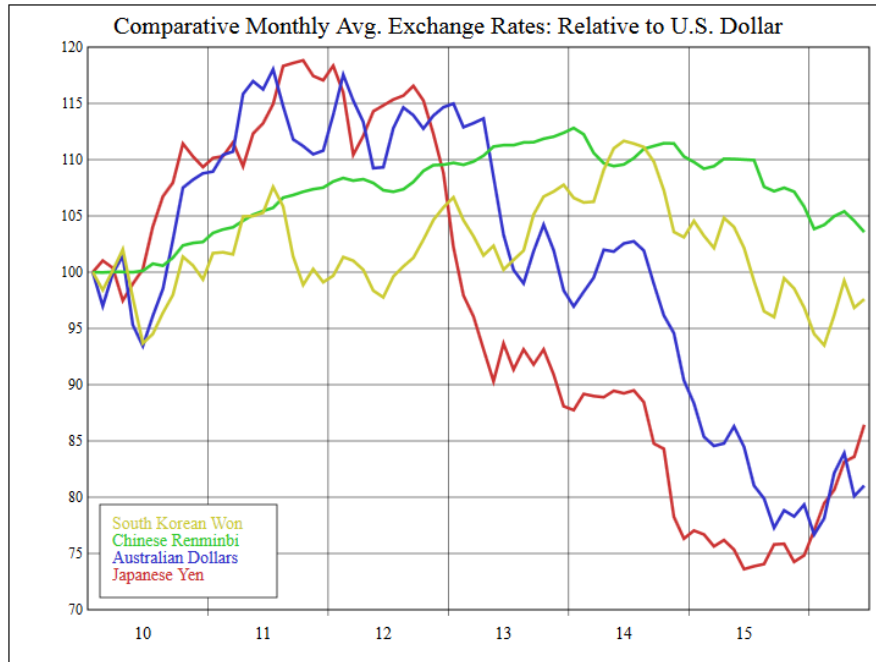


**West Coast Regular Gas Prices: Last 12 Months**



Source: Energy Information Administration

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



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

June 2016  
Visit California  
Monthly Tracking Dashboard

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

<b>Annual International Trips to California</b>											
<b>(Annual % change)</b>											
	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.

**June 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

**Hotel News Resource: Leisure Travel and Vacation Spending Will Achieve Record Levels in the Next 12 Months**

According to the 26th annual POAT, Americans’ intent to travel is up 14 percentage points over 2015, with intent to spend on transportation, lodging and entertainment to increase by nine points. These findings show that travel intentions have not only recovered from the Great Recession, but have soared above pre-recessionary levels. The report also reveals the importance of micro segmentation in lieu of defining travel audiences by broad generational groups, as well as the role reversal between travel suppliers and online travel agents in consumers’ preferences for travel purchase.

The POAT, which is the longest continuous survey of its kind in America, includes responses from 2,948 U.S. adults surveyed this year who have taken at least one overnight trip at least 75 miles from home in the past 12 months. The study measures over 2,000 variables, thoroughly analyzing and revealing American travelers’ perceptions of travel, planning priorities and emerging vacation behaviors and inclinations.

Leisure travel and vacation spending will achieve record levels in the next 12 months: MMGY Global predicts a record number of vacations and new highs in vacation spending among American travelers in the next 12 months. The market’s intention to vacation during the next 12 months represents a 10-year high that surpasses the pre-recession record.

Micro-segments driving increases in travel: The days of defining travelers by broad generational segments are coming to an end. Recognizing that Millennials are the largest generation in U.S. history.

Role of travel suppliers and online travel agents flip flopping on the path to purchase: Travelers have typically turned to travel supplier websites for inspiration and have relied heavily on online travel agents for booking. However, our research shows that these roles are reversing.

[Read full article of MMGY Global's 2016 Portrait of American Travelers on Hotels News Resource](#)



Skift

**TRAVEL TRENDS/NEWS**

[Travelers Most Receptive to Ads When Beginning to Research: Report](#)  
 –Luxury Daily, Expedia

[Increased Spontaneous and Offseason Vacations Propel Travel Growth: Report](#)  
 –Luxury Daily, Positive Luxury

[Nearly 50% of Millennials Would Use a Virtual Reality Headset to Preview a Destination They Are Planning to Travel To](#)  
 –Travel Industry Wire

[Mapping the Future of Global Travel and Tourism](#)  
 –Visa

**INTERNATIONAL TRENDS/NEWS**

[6 Charts Showing How Elite Chinese Millennials Prefer Their Luxury Travel](#)  
 –Skift

**CONSUMER TRENDS/NEWS**

[More Young People Get News From Social Than TV](#)  
 –Media Post