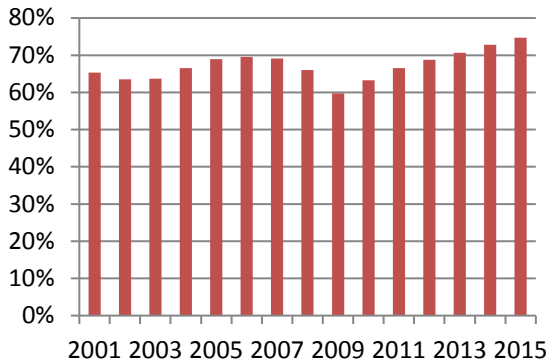


TOURISM INDUSTRY INDICATORS

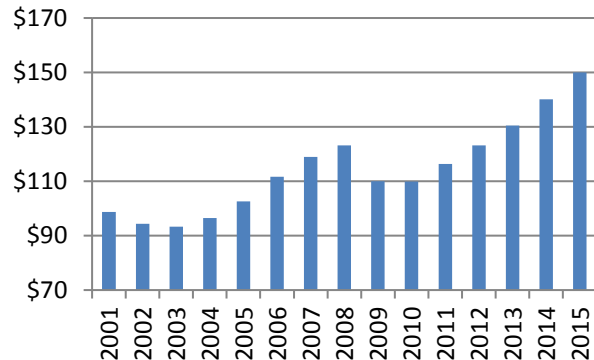
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

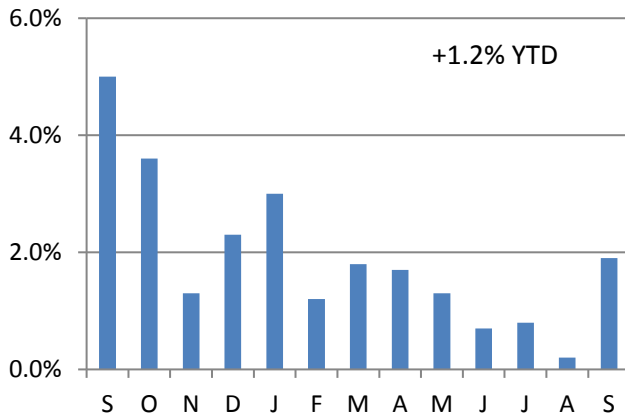
CA Occupancy: 2000-2014



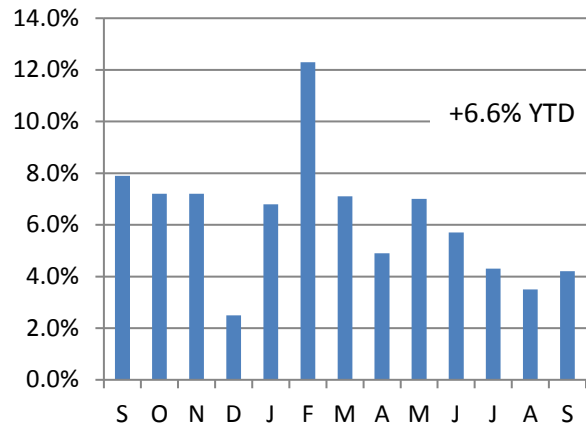
CA ADR: 2000-2014



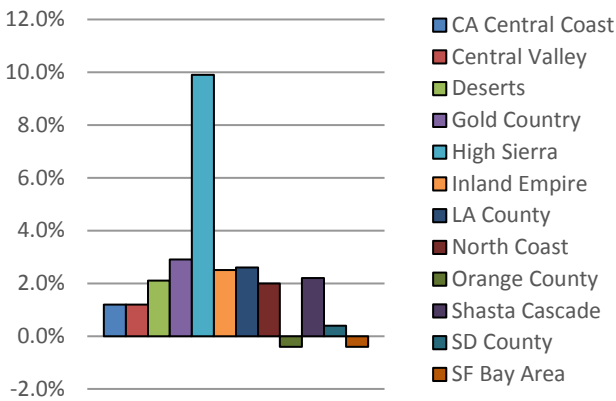
CA Occupancy Yr/Yr Chg: Last 12 Months



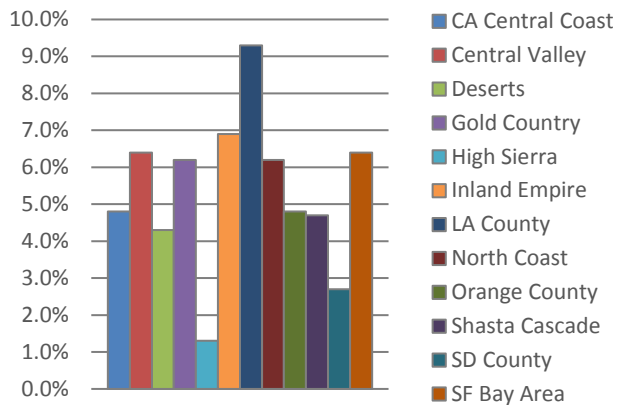
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg: September 2016



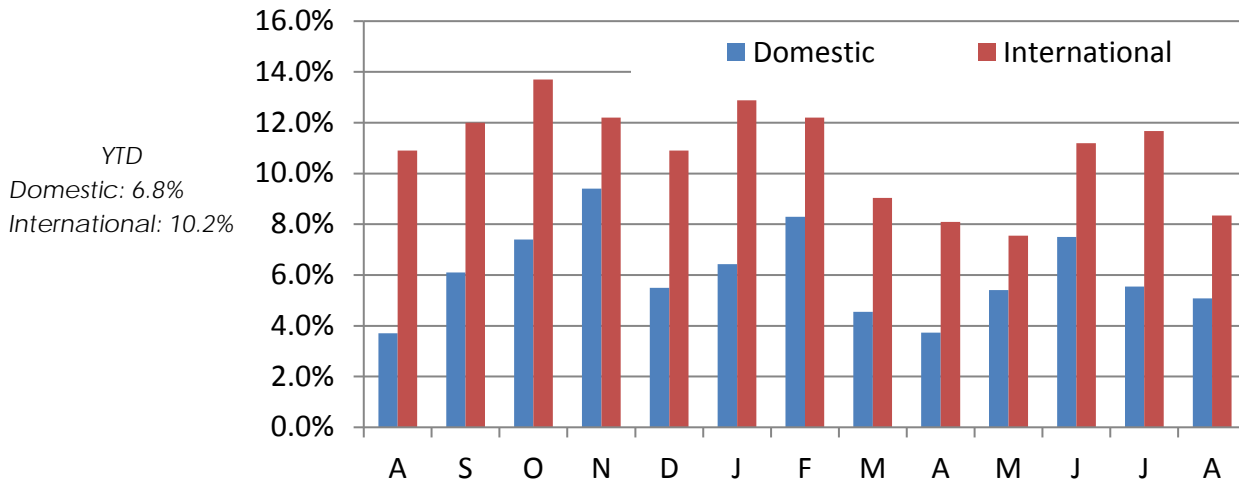
Regional CA ADR YTD Chg: September 2016



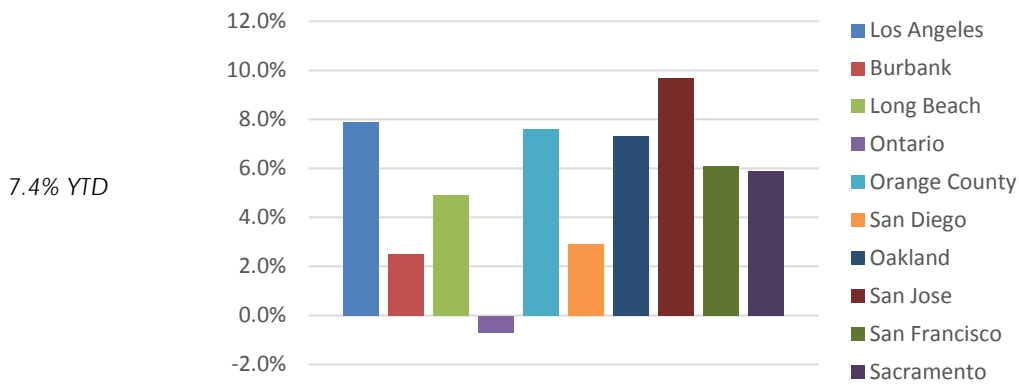
Source: Smith Travel Research

September 2016
Visit California
Monthly Tracking Dashboard

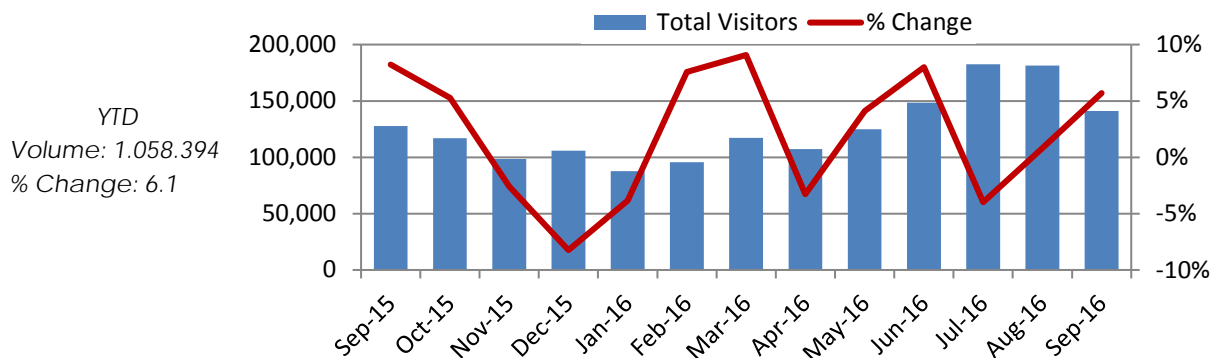
CA Airport Traffic Yr/Yr Chg: Last 12 Months



Total Passenger Arrival by Airport YTD Chg: September 2016



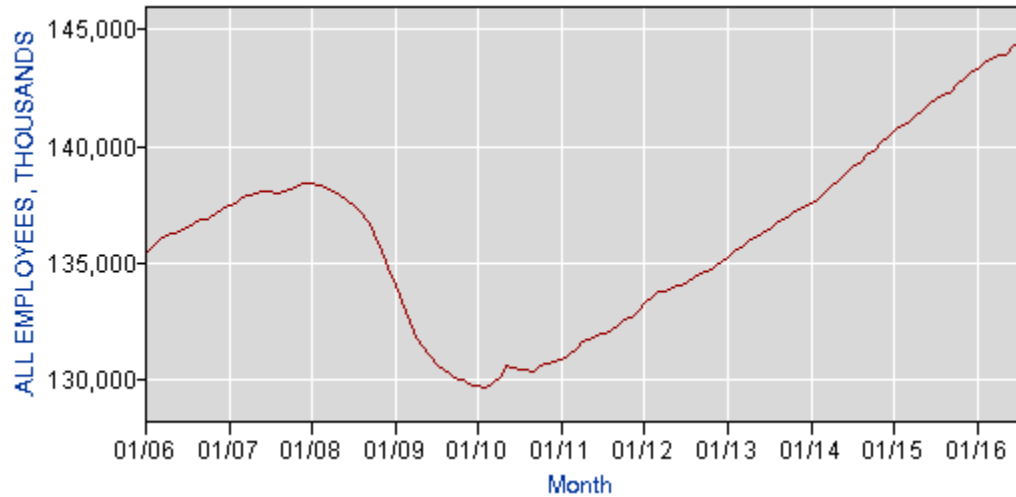
California Welcome Centers: Volume and Yr/Yr Change



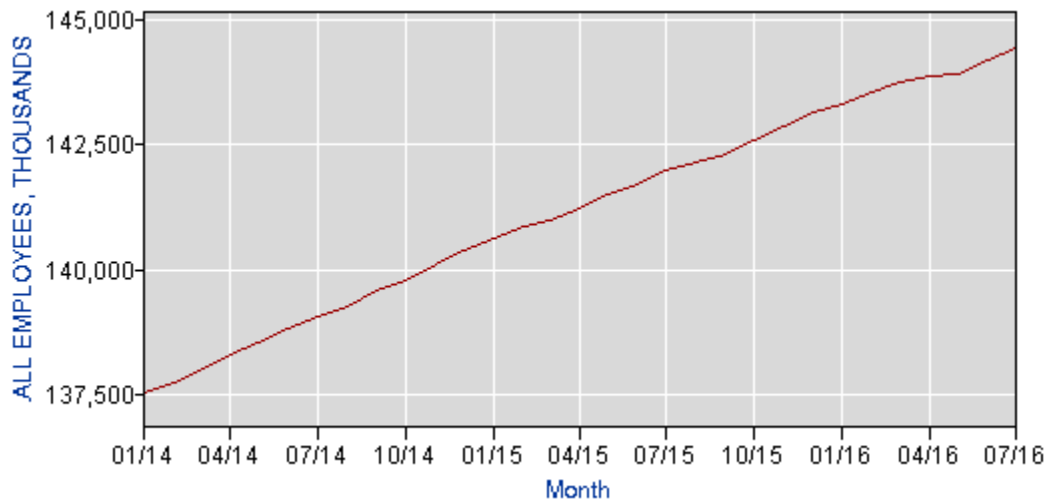
Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year. Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: DOMESTIC

US Work Force: 2006-present

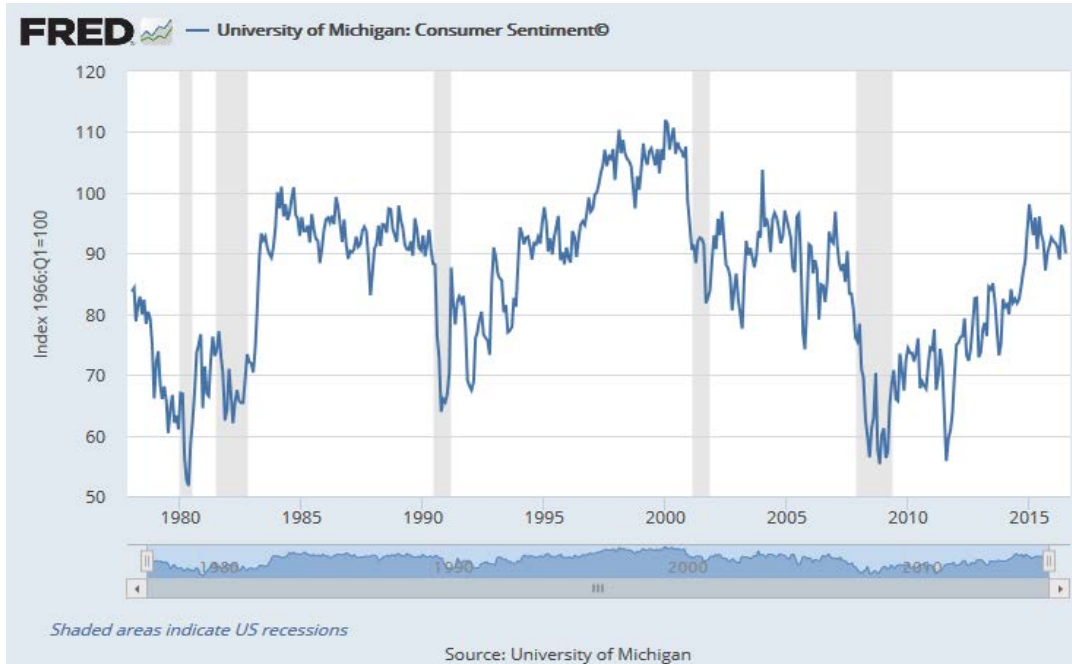


US Work Force: 2014-present

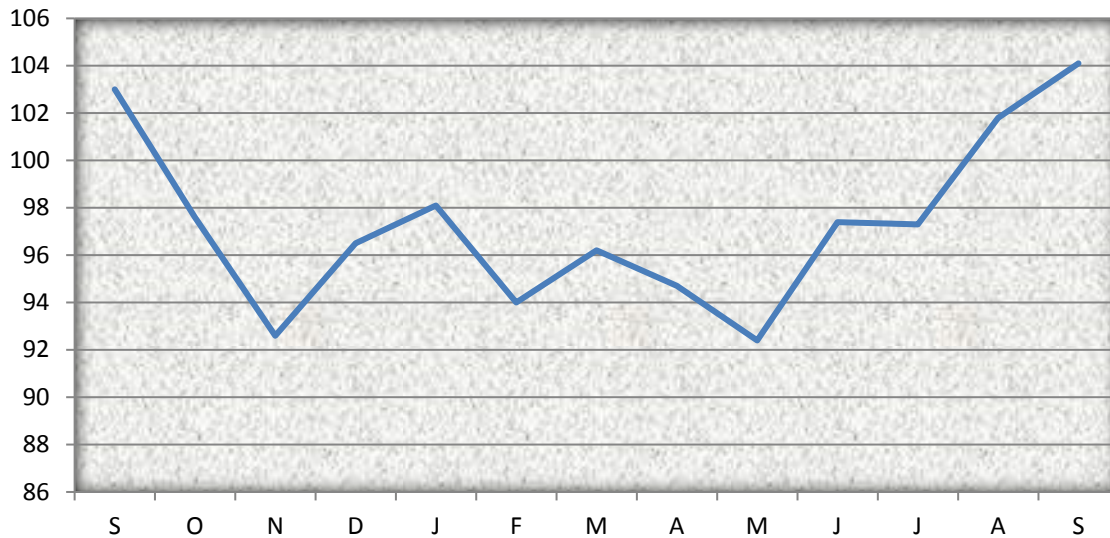


Source: Bureau of Labor Statistics; Survey Research Center

US Consumer Confidence: 1978-present



US Consumer Confidence Last 12 Months



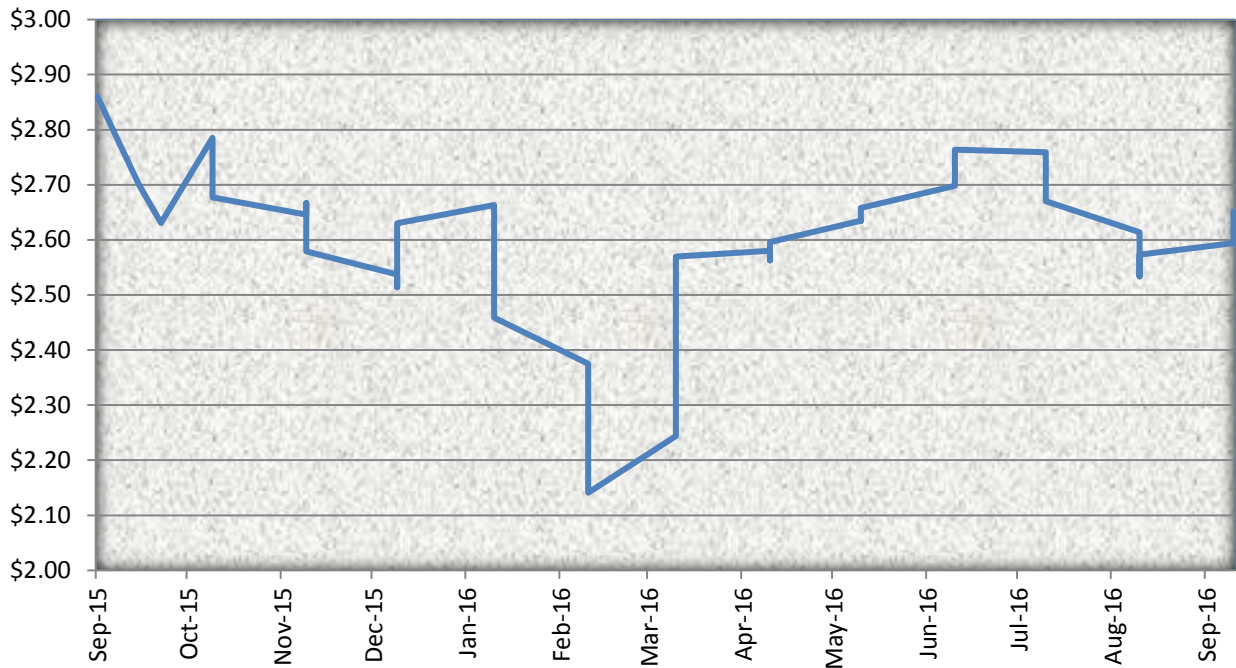
Sources: The Conference Board, University of Michigan

September 2016
 Visit California
 Monthly Tracking Dashboard

West Coast Regular Gas Prices: 2006-Present

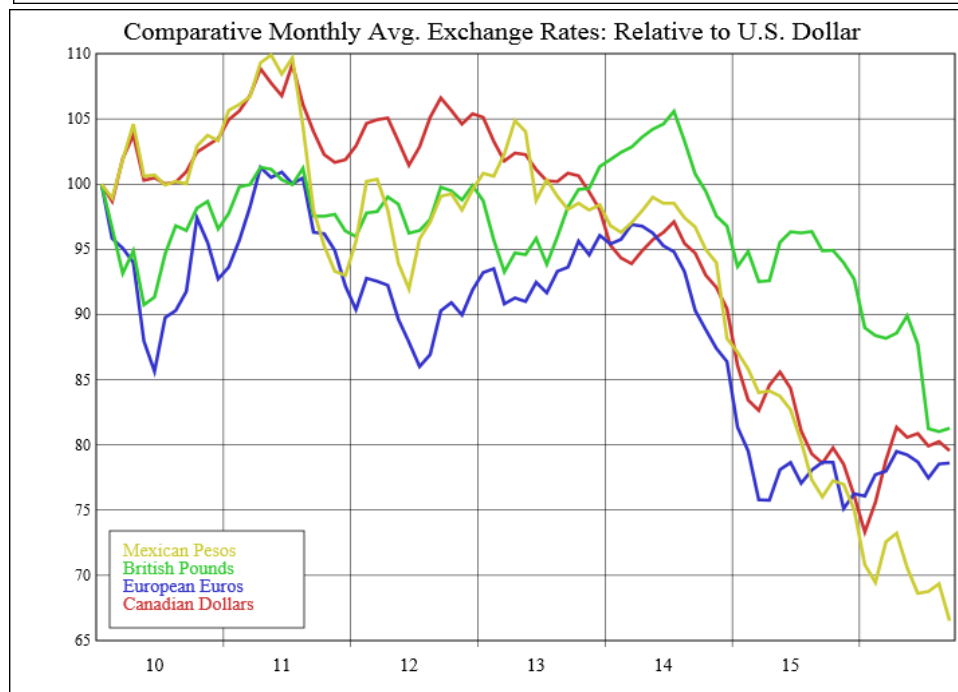
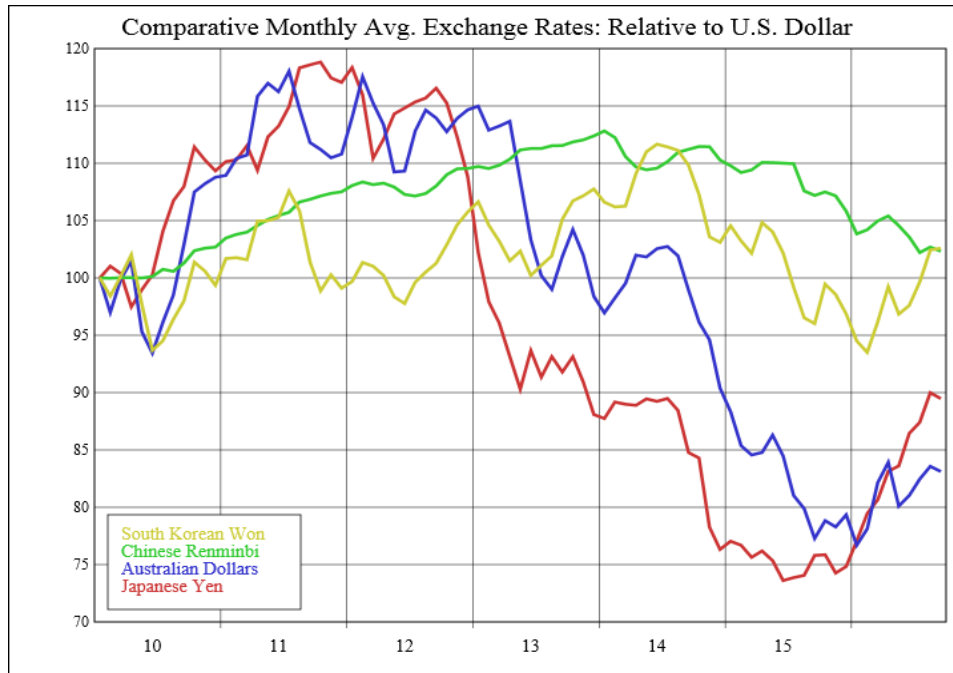


West Coast Regular Gas Prices: Last 12 Months



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)										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total	9.4%	8.8%	3.5%	4.5%	5.1%	3.3%	3.0%	3.7%	4.0%	4.2%	4.5%
China	57.1%	22.9%	42.8%	22.1%	21.5%	16.5%	17.8%	14.7%	11.3%	10.5%	10.6%
India	19.2%	1.2%	3.0%	26.3%	9.3%	9.1%	9.6%	8.4%	7.7%	8.2%	8.9%
Japan	19.3%	4.8%	1.7%	-4.0%	7.4%	-8.8%	0.2%	1.3%	1.9%	2.0%	1.8%
South Korea	47.7%	-5.4%	-1.7%	0.4%	2.0%	10.9%	16.9%	8.1%	7.6%	8.2%	8.0%
Australia	36.6%	11.3%	-5.1%	5.9%	6.4%	3.7%	4.5%	3.1%	4.3%	5.1%	4.8%
United Kingdom	3.2%	7.4%	-3.1%	2.6%	5.3%	2.1%	5.4%	2.4%	3.6%	3.4%	3.2%
Germany	12.5%	7.4%	-2.4%	5.7%	4.1%	-0.6%	2.2%	2.0%	4.0%	3.3%	2.9%
France	37.1%	17.9%	-16.1%	4.0%	14.7%	-0.9%	-0.7%	2.2%	3.2%	4.8%	4.6%
Scandanavia	21.9%	14.2%	7.9%	7.0%	11.1%	5.0%	1.1%	4.1%	4.7%	5.2%	5.3%
Brazil	32.0%	34.9%	14.2%	12.8%	6.7%	4.3%	-9.8%	1.1%	3.0%	4.0%	3.6%
Canada	10.0%	8.8%	4.6%	1.6%	3.7%	-8.4%	-3.6%	2.3%	2.8%	3.2%	3.7%
Mexico	1.8%	7.5%	5.7%	3.4%	1.3%	3.4%	1.8%	2.5%	2.7%	3.0%	3.4%
Rest of World	9.0%	-4.9%	-3.1%	5.4%	10.2%	7.8%	2.4%	2.7%	3.4%	3.7%	3.5%

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.

Data Reveals Hot Spots and New Consumer Insights

The reasons people travel haven't changed much from year to year, let alone from decade to decade. And yet the paths people travel before they travel have been transformed. Consumers increasingly turn to mobile to get itinerary ideas, compare flight fares, or reserve experiences. These moments are what we at Google call micro-moments: decision points when a well-positioned brand can influence a consumer.

We looked across billions of searches to see travelers' digital journey to this year's hot spots. To build a complete view of path-to-purchase trends, we partnered with Sojern, a global performance marketing engine for travel brands, to layer on the company's booking data from 350 million anonymized traveler profiles. The result: an unprecedented look at the traveler customer journey based on intent signals across online, mobile, and video channels.

This year's emerging hot spots

In I-want-to-get-away moments, travelers turn to Search and YouTube for ideas and inspiration. As such, they're great barometers for gauging people's interest and purchase intent.

YouTube is the travel-hack hub

Travelers don't merely turn to the web to get ideas or inspiration for a trip; they're also relying on it to get their trip right. YouTube is playing a larger role in time-to-make-a-plan moments, as more travelers go there for "travel hacks"—from ingenious luggage-packing techniques to tips for staying healthy on the flight over.

Researching on mobile, booking on desktop

Though the lion's share of bookings are logged on desktop (90%), consumers are researching travel heavily on mobile. In fact, on weekends, mobile queries related to travel outpace those on desktop.

Travelers are using mobile to be spontaneous

With destination in hand, leisure travelers shift to anticipation mode: What's the weather like? What are the unmissable attractions? But they no longer need to pack a bag of dog-eared guidebooks: Smartphones have become their on-the-ground research too.

[Read the full Think with Google Report](#)



Think with google

TRAVEL TRENDS/NEWS

[What are the Best Ways to Inspire Travelers?](#)

–Travel Pulse

[Luxury Travelers Value Experiences Over Dining, Sightseeing](#)

–Resonance, Luxury Daily

INTERNATIONAL TRENDS/NEWS

[Marriot Survey Showcases Global Travel Trends](#)

–HotelNewsNow

[Holiday Remains a Top Spending Priority for U.K. Consumers](#)

–Hospitality Trends

CONSUMER TRENDS/NEWS

[2016 Global Consumer Trends Survey Results](#)

–Euromonitor