



VISIT CALIFORNIA'S 2017 TRAVEL IMPACT REPORT: FACT SHEET

Tourism Marketing + The Golden State's Allure = Economic Prosperity

California's tourism industry serves as reliable bedrock and foundation of the state's economy.

- In 2017, the industry injected \$XXX billion into the state's economy – a XX percent increase from 2016. This revenue is:
 - Enough to cover the California's General Fund for an entire year.
 - Bigger than two-thirds of the world's economies by GDP.
 - More than the entire economies of Hawaii and Montana—combined
 - Enough to fund the United States Air Force for one year.
- California's tourism marketing programs promote the industries that make the Golden State a globally recognized brand – technology, agriculture, and entertainment – but it is tourism that remains a consistent economic driver for local communities when other industries may boom or bust.
 - We've seen the steady impact of tourism year after year, with 2017 marking the eighth consecutive year of growth following the Great Recession.
- By marketing the Golden State's unmatched culture and lifestyle, the tourism industry consistently attracts visitors who fuel the success of many other California industries, spurring economic success in retail, food service, entertainment and arts.

Investing in tourism marketing campaigns is critical to ensure that tourism continues its role as a stable pillar of California's economy.

- In 2017, X out of every XX dollars spent at California visitor destinations were attributable to residents of other states or countries.
 - Visit California's ads reached 87 million global households last year alone.
 - Visit California's global marketing campaigns provide local destinations with an international platform to attract global visitors, who typically spend more and stay longer.
 - Visit California's marketing campaigns in the U.S. are equally as valuable to California destinations. Long-haul domestic visitors, coming from states such as New York and Texas, spend double the amount that visitors from western states spend.
- With international competition for visitors growing, it's more important than ever to promote California's brand and highlight what distinguishes us from other destinations.
 - Last year, the tourism industry invested more than \$1 million in its "All Dreams Welcome" campaign, to let international markets know the Golden State welcomes global visitors.



The Golden State’s tourism economy creates diverse employment opportunities for all Californians at every level of employment, especially first-time and entry level workers.

- The tourism industry provides a low barrier of entry for all Californians, especially young adults and those without higher education.
 - Following the economic recession, California’s tourism industry had the highest percentage of new employees that came from outside of the paid labor force (39.3 percent).
- While employment in other industries can fluctuate with the economy, tourism jobs create an important hedge against economic downturn, as they are largely hands on and cannot be easily outsourced.
 - In 2017, the industry supported more than XXX million jobs, providing \$XXX billion in employee earnings in 2017.
- The industry provided more than XXXXX new jobs in 2017, experiencing a faster growth rate than state government, trade, and manufacturing industries. ([CA Employment Development Department](#))

Tourism creates economic prosperity for local communities who rely on the industry for jobs and revenue.

- Visitor spending is a leading revenue source for California, generating \$XXX billion in local and state tax revenue in 2017, a X percent increase.
- The industry has a ripple effect across all sectors, igniting spending throughout the state to support small business and locally owned stores in all regions.
- The tourism industry contributes more than its share of tax revenue to California.
 - Tourism is approximately XX percent of the state’s economy, but the travel industry generated more than X percent of the state’s tax revenue in 2017.
 - In XX counties, travel spending is responsible for more than XX percent of all taxable sales.
- Tourism is a leading employer in rural communities, as research shows counties with less total employment usually have a bigger share of travel-generated jobs.

Local leaders depend on tourism revenue to support investments in community projects and solutions to complex challenges.

- Tourism provides local and state government with the resources they need to invest in programs and services that benefit residents throughout the state – such as public safety, infrastructure improvements, libraries, schools and trails.
- The industry is a critical revenue stream for local jurisdictions. Without tourism, each California household would need to pay an additional \$XXX in taxes each year to maintain state and local services.