



# ***California Travel Impacts by Senate District, 2020p***

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**Prepared by**

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# California Senate District Travel Impacts, 2020p

This study, prepared for the Visit California, documents the economic significance of the travel industry in California's forty Senate Districts. The estimates are generated from detailed calculations of county and regional travel impacts for the state of California prepared by Dean Runyan Associates [1]. Due to data limitations and methodological restrictions, reporting for Districts is necessarily at a higher level than for counties, but is otherwise directly comparable.

## Interpretation of Impact Estimates

There are several issues that should be noted with respect to the interpretation of these findings:

- The **employment** estimates provided in this report refer to the *place of work* of all payroll employees and self-employed persons. The estimates reflect the number of jobs rather than the number employed persons. Some of the employees in a particular Senate District will be residents of another Senate District. The extent to which this occurs in any given Senate District is not estimated in this report. However, it is fair to say that this will occur to a much a greater extent in the many dense urban districts throughout the state as opposed to the geographically larger rural districts [2].
- The estimates of local and state **tax receipts** in this report also refer to the Senate District where this tax revenue is generated (by point of sale, taxable income or property). The government entities that collect tax revenue are not necessarily contained within a given Senate District. Therefore, revenue generated within one Senate District may be used to provide services in another. This also is more likely to occur in dense urban districts.
- It should also be noted that the allocation of travel impacts is complicated by the fact that there is visitor travel between and among different geographic areas within the state. (For example, a visitor may stay overnight in a hotel in District X and shop in District Y.) In general, this is always an issue in travel impact research and is generally more evident with smaller geographic units such as dense urban districts.
- The Senate Districts are described in this report with place names and corresponding counties. These descriptions are only intended to provide a general location of the district within the state. They do not purport to be the best or most accurate definition of the district.

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1. California Travel Impacts, 2020p (April 2021). Prepared by Dean Runyan Associates for Visit California.

2. The 40 Senate Districts are range in population from 870,000 to 1,000,000. Rural Senate Districts are typically comprised of many counties. California's many more numerous urban districts, on the other hand, typically comprise a small portion of one or more counties.



- While two years of impact estimates are provided for each district, it is generally not advisable to emphasize annual changes in the impact estimates. Though making such comparisons is encouraged at a county level, data are not collected at an adequately granular level of detail to warrant comparisons of year-to-year changes at the district level. District level estimates are breakouts of county level estimates based on factors such as room inventory and population by location within the county.

The report provides three summary tables for the forty Senate Districts, followed by a single page for each of the districts that provide all of the information contained in the summary tables. There are several appendices that describe the travel impact measures, methodology and data sources.



## 2020 California Senate District Travel Impacts

Senate District	Spending (\$000,000)			Earnings (\$000,000)	Employ. (000)	Tax Revenue (\$000,000)			
	Total	Visitor	Other			Local	State	Total	
01	Northeast California	\$2,298	\$2,201	\$98	\$1,227	33.3	\$96	\$104	\$200
02	North Coast	\$2,016	\$1,817	\$199	\$1,155	29.4	\$101	\$89	\$190
03	Napa Valley	\$1,687	\$1,575	\$112	\$1,064	27.1	\$93	\$80	\$173
04	North Central	\$972	\$817	\$155	\$452	14.1	\$39	\$48	\$87
05	San Joaquin Valley	\$700	\$627	\$73	\$390	10.8	\$31	\$41	\$72
06	Sacramento	\$1,448	\$1,184	\$264	\$701	18.8	\$59	\$64	\$122
07	Walnut Creek	\$782	\$664	\$118	\$563	12.6	\$39	\$44	\$82
08	East Central	\$2,204	\$2,082	\$122	\$1,036	31.8	\$99	\$90	\$188
09	Berkeley-Oakland	\$1,075	\$767	\$308	\$908	14.3	\$53	\$48	\$101
10	Fremont-Hayword	\$1,429	\$1,192	\$237	\$773	16.0	\$74	\$62	\$136
11	San Francisco	\$4,556	\$2,927	\$1,629	\$2,801	40.3	\$227	\$154	\$382
12	Merced-Salinas	\$747	\$665	\$82	\$424	10.9	\$46	\$52	\$97
13	Palo Alto	\$2,316	\$1,989	\$327	\$2,417	39.2	\$153	\$117	\$271
14	Central	\$577	\$498	\$79	\$280	8.8	\$25	\$38	\$62
15	San Jose	\$1,078	\$667	\$412	\$466	8.6	\$46	\$44	\$90
16	Bakersfield	\$1,713	\$1,625	\$88	\$790	24.1	\$50	\$78	\$128
17	Central Coast	\$3,169	\$3,005	\$164	\$1,918	44.4	\$156	\$140	\$297
18	Los Angeles	\$647	\$514	\$133	\$467	8.2	\$57	\$46	\$103
19	Santa Barbara	\$1,673	\$1,546	\$127	\$927	25.0	\$84	\$80	\$164
20	Ontario	\$1,240	\$1,047	\$193	\$494	14.1	\$54	\$60	\$114
21	Lancaster-Palmdale	\$828	\$721	\$108	\$441	10.2	\$52	\$52	\$103
22	San Gabriel	\$921	\$623	\$297	\$581	10.3	\$63	\$50	\$114
23	San Bernardino-Yucaipa	\$1,913	\$1,828	\$84	\$738	23.8	\$50	\$92	\$141
24	Los Angeles East	\$729	\$535	\$193	\$477	8.6	\$58	\$47	\$105
25	Glendale-Pasadena	\$1,069	\$789	\$280	\$728	12.8	\$69	\$55	\$124
26	Los Angeles Coast	\$4,016	\$2,989	\$1,027	\$4,948	60.2	\$181	\$128	\$309
27	Thousand Oaks-Simi Valley	\$1,088	\$791	\$297	\$657	13.1	\$60	\$55	\$115
28	Palm Springs	\$4,236	\$4,100	\$137	\$1,698	52.8	\$124	\$171	\$295
29	Fullerton	\$1,127	\$866	\$262	\$632	14.6	\$60	\$56	\$117
30	Los Angeles	\$1,442	\$1,172	\$270	\$1,173	19.0	\$93	\$67	\$160
31	Moreno Valley	\$926	\$834	\$91	\$383	12.0	\$47	\$61	\$108
32	Los Angeles South	\$877	\$747	\$130	\$585	11.6	\$68	\$53	\$122
33	Long Beach	\$1,010	\$746	\$264	\$957	13.6	\$68	\$54	\$122
34	Orange Coast	\$2,573	\$2,195	\$378	\$1,535	35.0	\$121	\$93	\$214
35	Gardena-Inglewood	\$1,245	\$945	\$299	\$1,225	17.2	\$80	\$60	\$140
36	Carlsbad-San Clemente	\$1,325	\$1,145	\$179	\$764	18.4	\$68	\$62	\$130
37	Irvine-Newport Beach	\$2,169	\$1,800	\$369	\$1,261	30.1	\$92	\$85	\$177
38	Escondido-El Cajon	\$902	\$766	\$135	\$488	11.8	\$56	\$51	\$107
39	San Diego	\$3,471	\$2,887	\$585	\$1,903	43.1	\$163	\$104	\$267
40	Chula Vista	\$921	\$780	\$141	\$412	11.0	\$49	\$51	\$100
	California	\$65,116	\$57,218	\$7,898	\$40,836	860.9	\$3,201	\$2,926	\$6,128

Note: Employment, earnings and state income taxes include CARES Act support; however, data limitations prevent disaggregation.



## 2020 California Senate District Employment Characteristics

Senate District	District Employment (000)			District Percent of State	
	Total	Travel	Pct. Travel	Total	Travel
01 Northeast California	478.8	33.3	7.0%	2.1%	3.9%
02 North Coast	535.1	29.4	5.5%	2.4%	3.4%
03 Napa Valley	507.3	27.1	5.3%	2.3%	3.1%
04 North Central	503.3	14.1	2.8%	2.2%	1.6%
05 San Joaquin Valley	476.3	10.8	2.3%	2.1%	1.3%
06 Sacramento	608.2	18.8	3.1%	2.7%	2.2%
07 Walnut Creek	605.3	12.6	2.1%	2.7%	1.5%
08 East Central	512.7	31.8	6.2%	2.3%	3.7%
09 Berkeley-Oakland	531.7	14.3	2.7%	2.4%	1.7%
10 Fremont-Hayword	734.1	16.0	2.2%	3.3%	1.9%
11 San Francisco	941.3	40.3	4.3%	4.2%	4.7%
12 Merced-Salinas	373.1	10.9	2.9%	1.7%	1.3%
13 Palo Alto	961.0	39.2	4.1%	4.3%	4.6%
14 Central	375.3	8.8	2.3%	1.7%	1.0%
15 San Jose	427.9	8.6	2.0%	1.9%	1.0%
16 Bakersfield	486.0	24.1	5.0%	2.2%	2.8%
17 Central Coast	538.8	44.4	8.2%	2.4%	5.2%
18 Los Angeles	421.5	8.2	1.9%	1.9%	1.0%
19 Santa Barbara	519.0	25.0	4.8%	2.3%	2.9%
20 Ontario	564.0	14.1	2.5%	2.5%	1.6%
21 Lancaster-Palmdale	294.4	10.2	3.5%	1.3%	1.2%
22 San Gabriel	439.4	10.3	2.4%	2.0%	1.2%
23 San Bernardino-Yucaipa	430.2	23.8	5.5%	1.9%	2.8%
24 Los Angeles East	495.7	8.6	1.7%	2.2%	1.0%
25 Glendale-Pasadena	624.2	12.8	2.0%	2.8%	1.5%
26 Los Angeles Coast	1,132.7	60.2	5.3%	5.0%	7.0%
27 Thousand Oaks-Simi Valley	703.2	13.1	1.9%	3.1%	1.5%
28 Palm Springs	454.1	52.8	11.6%	2.0%	6.1%
29 Fullerton	521.4	14.6	2.8%	2.3%	1.7%
30 Los Angeles	625.1	19.0	3.0%	2.8%	2.2%
31 Moreno Valley	500.0	12.0	2.4%	2.2%	1.4%
32 Los Angeles South	520.4	11.6	2.2%	2.3%	1.3%
33 Long Beach	444.5	13.6	3.1%	2.0%	1.6%
34 Orange Coast	519.7	35.0	6.7%	2.3%	4.1%
35 Gardena-Inglewood	461.3	17.2	3.7%	2.0%	2.0%
36 Carlsbad-San Clemente	503.9	18.4	3.6%	2.2%	2.1%
37 Irvine-Newport Beach	960.5	30.1	3.1%	4.3%	3.5%
38 Escondido-El Cajon	446.4	11.8	2.6%	2.0%	1.4%
39 San Diego	1,013.0	43.1	4.3%	4.5%	5.0%
40 Chula Vista	323.0	11.0	3.4%	1.4%	1.3%
California	22,514	861	3.8%	100.0%	100.0%

Note: Employment, earnings and state income taxes include CARES Act support; however, data limitations prevent disaggregation.



## 2020 California Senate District Tax Impacts

Senate District	Revenue Generated by \$100 Visitor Spending			Revenue per District Household		
	Local	State	Total	Local	State	Total
01 Northeast California	\$4.35	\$4.31	\$8.66	\$250	\$249	\$499
02 North Coast	\$5.56	\$4.40	\$9.96	\$271	\$214	\$485
03 Napa Valley	\$5.89	\$4.47	\$10.36	\$265	\$201	\$466
04 North Central	\$4.76	\$4.76	\$9.52	\$106	\$106	\$213
05 San Joaquin Valley	\$4.93	\$4.96	\$9.89	\$95	\$95	\$190
06 Sacramento	\$4.96	\$4.56	\$9.52	\$159	\$146	\$304
07 Walnut Creek	\$5.82	\$5.12	\$10.95	\$106	\$93	\$200
08 East Central	\$4.73	\$3.86	\$8.59	\$301	\$246	\$547
09 Berkeley-Oakland	\$6.88	\$4.87	\$11.75	\$141	\$100	\$242
10 Fremont-Hayword	\$6.22	\$4.36	\$10.58	\$207	\$145	\$352
11 San Francisco	\$7.77	\$4.78	\$12.55	\$533	\$328	\$861
12 Merced-Salinas	\$6.85	\$6.33	\$13.18	\$151	\$140	\$291
13 Palo Alto	\$7.71	\$5.23	\$12.94	\$439	\$298	\$737
14 Central	\$4.92	\$5.74	\$10.66	\$83	\$97	\$180
15 San Jose	\$6.93	\$5.03	\$11.96	\$136	\$99	\$235
16 Bakersfield	\$3.10	\$4.20	\$7.30	\$170	\$231	\$402
17 Central Coast	\$5.20	\$4.35	\$9.55	\$458	\$383	\$841
18 Los Angeles	\$11.03	\$7.17	\$18.20	\$180	\$117	\$297
19 Santa Barbara	\$5.41	\$4.59	\$10.01	\$264	\$224	\$488
20 Ontario	\$5.15	\$4.77	\$9.92	\$179	\$166	\$344
21 Lancaster-Palmdale	\$7.17	\$5.92	\$13.09	\$168	\$138	\$306
22 San Gabriel	\$10.18	\$6.48	\$16.65	\$202	\$128	\$330
23 San Bernardino-Yucaipa	\$2.71	\$4.50	\$7.21	\$160	\$266	\$426
24 Los Angeles East	\$10.84	\$7.02	\$17.86	\$184	\$120	\$304
25 Glendale-Pasadena	\$8.71	\$5.74	\$14.45	\$220	\$145	\$364
26 Los Angeles Coast	\$6.04	\$3.63	\$9.67	\$580	\$348	\$929
27 Thousand Oaks-Simi Valley	\$7.59	\$5.64	\$13.22	\$191	\$142	\$333
28 Palm Springs	\$3.02	\$3.93	\$6.95	\$379	\$492	\$871
29 Fullerton	\$6.95	\$5.42	\$12.37	\$189	\$148	\$337
30 Los Angeles	\$7.94	\$4.86	\$12.79	\$299	\$183	\$481
31 Moreno Valley	\$5.62	\$6.09	\$11.71	\$142	\$154	\$295
32 Los Angeles South	\$9.16	\$5.88	\$15.04	\$216	\$139	\$355
33 Long Beach	\$9.18	\$5.80	\$14.98	\$220	\$139	\$359
34 Orange Coast	\$5.53	\$3.74	\$9.27	\$378	\$256	\$634
35 Gardena-Inglewood	\$8.44	\$5.21	\$13.65	\$254	\$157	\$410
36 Carlsbad-San Clemente	\$5.92	\$4.63	\$10.55	\$200	\$156	\$355
37 Irvine-Newport Beach	\$5.11	\$4.13	\$9.23	\$282	\$228	\$510
38 Escondido-El Cajon	\$7.31	\$5.33	\$12.64	\$160	\$117	\$276
39 San Diego	\$5.64	\$3.22	\$8.86	\$464	\$265	\$730
40 Chula Vista	\$6.23	\$5.36	\$11.59	\$144	\$124	\$267
California	\$5.59	\$5.11	\$10.71	\$240	\$220	\$460

Note: Employment, earnings and state income taxes include CARES Act support; however, data limitations prevent disaggregation.



# Senate District 01

Northeast California

includes Siskiyou, Nevada, El Dorado, Calaveras, Mono counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$3,969	\$2,298
Visitor Spending	\$3,740	\$2,201
Other Spending	\$229	\$98
Earnings (millions)	\$1,482	\$1,227
Employment (thousands)	41.0	33.3
State & Local Tax Revenue (millions)	\$321	\$200
Local Tax Revenue	\$139	\$96
State Tax Revenue	\$183	\$104

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	3.9%
Travel Percent of Total District Employment	7.0%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.30	Local tax revenue	\$250
State tax revenue	\$4.30	State tax revenue	\$249
Local & State Total	\$8.70	Local & State Total	\$499

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.





## Senate District 02

North Coast

includes Humboldt, Mendocino, Lake, Sonoma counties

### Travel Impacts

	2019	2020p
Spending (millions)	\$3,791	\$2,016
Visitor Spending	\$3,382	\$1,817
Other Spending	\$409	\$199
Earnings (millions)	\$1,506	\$1,155
Employment (thousands)	38.6	29.4
State & Local Tax Revenue (millions)	\$333	\$190
Local Tax Revenue	\$168	\$101
State Tax Revenue	\$165	\$89

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	3.4%
Travel Percent of Total District Employment	5.5%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.60	Local tax revenue	\$271
State tax revenue	\$4.40	State tax revenue	\$214
Local & State Total	\$10.00	Local & State Total	\$485

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 03

Napa Valley

includes Yolo, Napa, Solano counties

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$3,871	\$1,687
Visitor Spending	\$3,622	\$1,575
Other Spending	\$249	\$112
Earnings (millions)	\$1,595	\$1,064
Employment (thousands)	40.6	27.1
State & Local Tax Revenue (millions)	\$355	\$173
Local Tax Revenue	\$182	\$93
State Tax Revenue	\$173	\$80

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	3.1%
Travel Percent of Total District Employment	5.3%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue      \$5.90	Local tax revenue      \$265
State tax revenue      \$4.50	State tax revenue      \$201
Local & State Total      \$10.40	Local & State Total      \$466

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 04

North Central

includes Trinity, Tehama, Colusa, Sutter, Yuba counties

### Travel Impacts

	2019	2020p
Spending (millions)	\$2,255	\$972
Visitor Spending	\$1,869	\$817
Other Spending	\$386	\$155
Earnings (millions)	\$634	\$452
Employment (thousands)	19.8	14.1
State & Local Tax Revenue (millions)	\$169	\$87
Local Tax Revenue	\$62	\$39
State Tax Revenue	\$107	\$48

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	
	2.8%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.80	\$106
State tax revenue	State tax revenue
\$4.80	\$106
Local & State Total	Local & State Total
\$9.50	\$213

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 05

### San Joaquin Valley

includes San Joaquin, Amador, Calaveras, Stanislaus, Sacramento counties

#### Travel Impacts

	2019	2020p
Spending (millions)	\$1,469	\$700
Visitor Spending	\$1,271	\$627
Other Spending	\$198	\$73
Earnings (millions)	\$483	\$390
Employment (thousands)	14.0	10.8
State & Local Tax Revenue (millions)	\$131	\$72
Local Tax Revenue	\$44	\$31
State Tax Revenue	\$87	\$41

#### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	2.3%

#### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$95
State tax revenue	\$5.00	State tax revenue	\$95
Local & State Total	\$9.90	Local & State Total	\$190

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 06

Sacramento

Placer, Sacramento, Sutter, Yolo counties

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$3,234	\$1,448
Visitor Spending	\$2,611	\$1,184
Other Spending	\$623	\$264
Earnings (millions)	\$933	\$701
Employment (thousands)	25.3	18.8
State & Local Tax Revenue (millions)	\$239	\$122
Local Tax Revenue	\$104	\$59
State Tax Revenue	\$135	\$64

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.7%
Travel-generated employment	2.2%
Travel Percent of Total District Employment	3.1%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$5.00	\$159
State tax revenue	State tax revenue
\$4.60	\$146
Local & State Total	Local & State Total
\$9.50	\$304

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 07

Walnut Creek

Alameda, Contra Costa, San Joaquin, Santa Clara, Solano counties

### Travel Impacts

	2019	2020p
Spending (millions)	\$2,180	\$782
Visitor Spending	\$1,926	\$664
Other Spending	\$254	\$118
Earnings (millions)	\$807	\$563
Employment (thousands)	18.2	12.6
State & Local Tax Revenue (millions)	\$191	\$82
Local Tax Revenue	\$82	\$39
State Tax Revenue	\$110	\$44

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.7%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.1%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue      \$5.80	Local tax revenue      \$106
State tax revenue      \$5.10	State tax revenue      \$93
Local & State Total      \$10.90	Local & State Total      \$200

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 08

East Central

includes Amador, Calaveras, Fresno, Inyo, Madera, Mono, Mariposa counties

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$3,947	\$2,204
Visitor Spending	\$3,656	\$2,082
Other Spending	\$291	\$122
Earnings (millions)	\$1,246	\$1,036
Employment (thousands)	38.3	31.8
State & Local Tax Revenue (millions)	\$309	\$188
Local Tax Revenue	\$148	\$99
State Tax Revenue	\$160	\$90

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	3.7%
Travel Percent of Total District Employment	6.2%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue      \$4.70	Local tax revenue      \$301
State tax revenue      \$3.90	State tax revenue      \$246
Local & State Total      \$8.60	Local & State Total      \$547

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



**Senate District 09**  
Berkeley-Oakland  
Alameda, Contra Costa counties

	<b>Travel Impacts</b>	<b>2019</b>	<b>2020p</b>
Spending (millions)		\$2,817	\$1,075
Visitor Spending		\$2,076	\$767
Other Spending		\$741	\$308
Earnings (millions)		\$1,170	\$908
Employment (thousands)		20.0	14.3
State & Local Tax Revenue (millions)		\$219	\$101
Local Tax Revenue		\$107	\$53
State Tax Revenue		\$112	\$48

**Employment Characteristics (2020)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	2.7%

**Travel-Generated Tax Revenue (2020p)**

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household		
Local tax revenue	\$6.90	Local tax revenue	\$141
State tax revenue	\$4.90	State tax revenue	\$100
Local & State Total	\$11.70	Local & State Total	\$242

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.





# Senate District 10

Fremont-Hayword

Alameda, San Joaquin, Santa Clara counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$3,663	\$1,429
Visitor Spending	\$3,224	\$1,192
Other Spending	\$439	\$237
Earnings (millions)	\$1,190	\$773
Employment (thousands)	24.4	16.0
State & Local Tax Revenue (millions)	\$320	\$136
Local Tax Revenue	\$173	\$74
State Tax Revenue	\$148	\$62

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.3%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	2.2%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.20	Local tax revenue	\$207
State tax revenue	\$4.40	State tax revenue	\$145
Local & State Total	\$10.60	Local & State Total	\$352

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 11

San Francisco

Alameda, Marin, San Francisco, San Mateo counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$14,137	\$4,556
Visitor Spending	\$11,191	\$2,927
Other Spending	\$2,946	\$1,629
Earnings (millions)	\$4,413	\$2,801
Employment (thousands)	68.3	40.3
State & Local Tax Revenue (millions)	\$1,122	\$382
Local Tax Revenue	\$702	\$227
State Tax Revenue	\$420	\$154

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.2%
Travel-generated employment	4.7%
Travel Percent of Total District Employment	4.3%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.80	Local tax revenue	\$533
State tax revenue	\$4.80	State tax revenue	\$328
Local & State Total	\$12.50	Local & State Total	\$861

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 12

Merced-Salinas

includes San Benito, Merced, Stanislaus counties

### Travel Impacts

	2019	2020p
Spending (millions)	\$1,682	\$747
Visitor Spending	\$1,476	\$665
Other Spending	\$206	\$82
Earnings (millions)	\$586	\$424
Employment (thousands)	15.0	10.9
State & Local Tax Revenue (millions)	\$180	\$97
Local Tax Revenue	\$73	\$46
State Tax Revenue	\$106	\$52

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	2.9%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.80	Local tax revenue	\$151
State tax revenue	\$6.30	State tax revenue	\$140
Local & State Total	\$13.20	Local & State Total	\$291

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 13

Palo Alto

San Francisco, San Mateo, Santa Clara, Santa Cruz counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$5,964	\$2,316
Visitor Spending	\$5,415	\$1,989
Other Spending	\$548	\$327
Earnings (millions)	\$3,143	\$2,417
Employment (thousands)	55.1	39.2
State & Local Tax Revenue (millions)	\$616	\$271
Local Tax Revenue	\$357	\$153
State Tax Revenue	\$258	\$117

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.3%
Travel-generated employment	4.6%
Travel Percent of Total District Employment	4.1%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.70	Local tax revenue	\$439
State tax revenue	\$5.20	State tax revenue	\$298
Local & State Total	\$12.90	Local & State Total	\$737

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 14

Central

includes Fresno, Kern, Kings and Tulare counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$1,218	\$577
Visitor Spending	\$1,008	\$498
Other Spending	\$210	\$79
Earnings (millions)	\$356	\$280
Employment (thousands)	11.5	8.8
State & Local Tax Revenue (millions)	\$111	\$62
Local Tax Revenue	\$33	\$25
State Tax Revenue	\$78	\$38

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.3%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$83
State tax revenue	\$5.70	State tax revenue	\$97
Local & State Total	\$10.70	Local & State Total	\$180

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 15

San Jose

Alameda, Santa Clara, Santa Cruz, Stanislaus counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$2,864	\$1,078
Visitor Spending	\$1,966	\$667
Other Spending	\$898	\$412
Earnings (millions)	\$677	\$466
Employment (thousands)	13.2	8.6
State & Local Tax Revenue (millions)	\$210	\$90
Local Tax Revenue	\$108	\$46
State Tax Revenue	\$102	\$44

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.0%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.90	Local tax revenue	\$136
State tax revenue	\$5.00	State tax revenue	\$99
Local & State Total	\$12.00	Local & State Total	\$235

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 16

Bakersfield

includes Kern, San Bernardino counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$2,744	\$1,713
Visitor Spending	\$2,526	\$1,625
Other Spending	\$218	\$88
Earnings (millions)	\$896	\$790
Employment (thousands)	28.2	24.1
State & Local Tax Revenue (millions)	\$200	\$128
Local Tax Revenue	\$67	\$50
State Tax Revenue	\$133	\$78

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.8%
Travel Percent of Total District Employment	5.0%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.10	Local tax revenue	\$170
State tax revenue	\$4.20	State tax revenue	\$231
Local & State Total	\$7.30	Local & State Total	\$402

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 17

## Central Coast

includes Santa Clara, Santa Cruz, Monterey, San Luis Obispo counties

### Travel Impacts

	2019	2020p
Spending (millions)	\$6,226	\$3,169
Visitor Spending	\$5,893	\$3,005
Other Spending	\$333	\$164
Earnings (millions)	\$2,530	\$1,918
Employment (thousands)	59.3	44.4
State & Local Tax Revenue (millions)	\$544	\$297
Local Tax Revenue	\$275	\$156
State Tax Revenue	\$268	\$140

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	5.2%
Travel Percent of Total District Employment	8.2%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.20	Local tax revenue	\$458
State tax revenue	\$4.30	State tax revenue	\$383
Local & State Total	\$9.50	Local & State Total	\$841

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.





# Senate District 18

Los Angeles

Los Angeles County

## Travel Impacts

	2019	2020p
Spending (millions)	\$1,605	\$647
Visitor Spending	\$1,327	\$514
Other Spending	\$278	\$133
Earnings (millions)	\$637	\$467
Employment (thousands)	11.3	8.2
State & Local Tax Revenue (millions)	\$198	\$103
Local Tax Revenue	\$101	\$57
State Tax Revenue	\$97	\$46

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	1.9%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$11.00	Local tax revenue	\$180
State tax revenue	\$7.20	State tax revenue	\$117
Local & State Total	\$18.20	Local & State Total	\$297

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 19

Santa Barbara

Kern, Los Angeles, San Luis Obispo, Santa Barbara, Ventura counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$3,424	\$1,673
Visitor Spending	\$3,140	\$1,546
Other Spending	\$283	\$127
Earnings (millions)	\$1,180	\$927
Employment (thousands)	32.0	25.0
State & Local Tax Revenue (millions)	\$296	\$164
Local Tax Revenue	\$135	\$84
State Tax Revenue	\$161	\$80

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	2.9%
Travel Percent of Total District Employment	4.8%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.40	Local tax revenue	\$264
State tax revenue	\$4.60	State tax revenue	\$224
Local & State Total	\$10.00	Local & State Total	\$488

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 20

Ontario

San Bernardino County

## Travel Impacts

	2019	2020p
Spending (millions)	\$2,280	\$1,240
Visitor Spending	\$1,850	\$1,047
Other Spending	\$430	\$193
Earnings (millions)	\$674	\$494
Employment (thousands)	20.1	14.1
State & Local Tax Revenue (millions)	\$189	\$114
Local Tax Revenue	\$81	\$54
State Tax Revenue	\$108	\$60

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.5%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	2.5%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.20	Local tax revenue	\$179
State tax revenue	\$4.80	State tax revenue	\$166
Local & State Total	\$9.90	Local & State Total	\$344

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 21

Lancaster-Palmdale

Kern, Los Angeles, San Bernardino, Ventura counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$1,709	\$828
Visitor Spending	\$1,474	\$721
Other Spending	\$235	\$108
Earnings (millions)	\$593	\$441
Employment (thousands)	13.6	10.2
State & Local Tax Revenue (millions)	\$187	\$103
Local Tax Revenue	\$87	\$52
State Tax Revenue	\$99	\$52

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	3.5%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.20	Local tax revenue	\$168
State tax revenue	\$5.90	State tax revenue	\$138
Local & State Total	\$13.10	Local & State Total	\$306

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 22

San Gabriel

Los Angeles County

### Travel Impacts

	2019	2020p
Spending (millions)	\$2,063	\$921
Visitor Spending	\$1,610	\$623
Other Spending	\$453	\$297
Earnings (millions)	\$813	\$581
Employment (thousands)	14.4	10.3
State & Local Tax Revenue (millions)	\$224	\$114
Local Tax Revenue	\$117	\$63
State Tax Revenue	\$107	\$50

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	2.4%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$10.20	Local tax revenue	\$202
State tax revenue	\$6.50	State tax revenue	\$128
Local & State Total	\$16.70	Local & State Total	\$330

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 23

San Bernardino-Yucaipa

Los Angeles, Riverside, San Bernardino counties

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$2,811	\$1,913
Visitor Spending	\$2,600	\$1,828
Other Spending	\$211	\$84
Earnings (millions)	\$817	\$738
Employment (thousands)	27.1	23.8
State & Local Tax Revenue (millions)	\$206	\$141
Local Tax Revenue	\$68	\$50
State Tax Revenue	\$138	\$92

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	2.8%
Travel Percent of Total District Employment	5.5%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue      \$2.70	Local tax revenue      \$160
State tax revenue      \$4.50	State tax revenue      \$266
Local & State Total      \$7.20	Local & State Total      \$426

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 24

Los Angeles East

Los Angeles County

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$1,711	\$729
Visitor Spending	\$1,376	\$535
Other Spending	\$335	\$193
Earnings (millions)	\$661	\$477
Employment (thousands)	11.9	8.6
State & Local Tax Revenue (millions)	\$203	\$105
Local Tax Revenue	\$104	\$58
State Tax Revenue	\$99	\$47

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	1.7%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue      \$10.80	Local tax revenue      \$184
State tax revenue      \$7.00	State tax revenue      \$120
Local & State Total      \$17.90	Local & State Total      \$304

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



**Senate District 25**  
 Glendale-Pasadena  
 Los Angeles, San Bernardino counties

	<b>Travel Impacts</b>	<b>2019</b>	<b>2020p</b>
Spending (millions)		\$2,420	\$1,069
Visitor Spending		\$1,960	\$789
Other Spending		\$460	\$280
Earnings (millions)		\$995	\$728
Employment (thousands)		17.6	12.8
State & Local Tax Revenue (millions)		\$246	\$124
Local Tax Revenue		\$130	\$69
State Tax Revenue		\$117	\$55

**Employment Characteristics (2020)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.8%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.0%

**Travel-Generated Tax Revenue (2020p)**

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household		
Local tax revenue	\$8.70	Local tax revenue	\$220
State tax revenue	\$5.70	State tax revenue	\$145
Local & State Total	\$14.50	Local & State Total	\$364

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.





## Senate District 26

Los Angeles Coast

Los Angeles County

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$10,009	\$4,016
Visitor Spending	\$7,699	\$2,989
Other Spending	\$2,310	\$1,027
Earnings (millions)	\$5,893	\$4,948
Employment (thousands)	78.6	60.2
State & Local Tax Revenue (millions)	\$670	\$309
Local Tax Revenue	\$396	\$181
State Tax Revenue	\$274	\$128

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	5.0%
Travel-generated employment	7.0%
Travel Percent of Total District Employment	5.3%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.00	Local tax revenue	\$580
State tax revenue	\$3.60	State tax revenue	\$348
Local & State Total	\$9.70	Local & State Total	\$929

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



**Senate District 27**  
 Thousand Oaks-Simi Valley  
 Los Angeles, Ventura counties

	<b>Travel Impacts</b>	<b>2019</b>	<b>2020p</b>
Spending (millions)		\$2,327	\$1,088
Visitor Spending		\$1,880	\$791
Other Spending		\$448	\$297
Earnings (millions)		\$883	\$657
Employment (thousands)		17.5	13.1
State & Local Tax Revenue (millions)		\$224	\$115
Local Tax Revenue		\$110	\$60
State Tax Revenue		\$114	\$55

**Employment Characteristics (2020)**

District Percent of Statewide Employment	
All Payroll & Self-employment	3.1%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	1.9%

**Travel-Generated Tax Revenue (2020p)**

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household		
Local tax revenue	\$7.60	Local tax revenue	\$191
State tax revenue	\$5.60	State tax revenue	\$142
Local & State Total	\$13.20	Local & State Total	\$333

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 28

Palm Springs

Riverside County

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$6,772	\$4,236
Visitor Spending	\$6,467	\$4,100
Other Spending	\$305	\$137
Earnings (millions)	\$2,068	\$1,698
Employment (thousands)	63.5	52.8
State & Local Tax Revenue (millions)	\$468	\$295
Local Tax Revenue	\$196	\$124
State Tax Revenue	\$272	\$171

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	6.1%
Travel Percent of Total District Employment	11.6%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.00	Local tax revenue	\$379
State tax revenue	\$3.90	State tax revenue	\$492
Local & State Total	\$6.90	Local & State Total	\$871

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 29

Fullerton

Los Angeles, Orange, Riverside, San Bernardino counties

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$2,530	\$1,127
Visitor Spending	\$2,101	\$866
Other Spending	\$429	\$262
Earnings (millions)	\$960	\$632
Employment (thousands)	22.4	14.6
State & Local Tax Revenue (millions)	\$239	\$117
Local Tax Revenue	\$121	\$60
State Tax Revenue	\$118	\$56

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	2.8%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household		
Local tax revenue	\$7.00	Local tax revenue	\$189
State tax revenue	\$5.40	State tax revenue	\$148
Local & State Total	\$12.40	Local & State Total	\$337

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 30

Los Angeles

Los Angeles County

### Travel Impacts

	2019	2020p
Spending (millions)	\$3,510	\$1,442
Visitor Spending	\$3,006	\$1,172
Other Spending	\$504	\$270
Earnings (millions)	\$1,592	\$1,173
Employment (thousands)	26.5	19.0
State & Local Tax Revenue (millions)	\$336	\$160
Local Tax Revenue	\$187	\$93
State Tax Revenue	\$149	\$67

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.8%
Travel-generated employment	2.2%
Travel Percent of Total District Employment	3.0%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.90	Local tax revenue	\$299
State tax revenue	\$4.90	State tax revenue	\$183
Local & State Total	\$12.80	Local & State Total	\$481

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



# Senate District 31

Moreno Valley

Orange, Riverside, San Bernardino counties

## Travel Impacts

	2019	2020p
Spending (millions)	\$1,737	\$926
Visitor Spending	\$1,511	\$834
Other Spending	\$226	\$91
Earnings (millions)	\$514	\$383
Employment (thousands)	16.2	12.0
State & Local Tax Revenue (millions)	\$180	\$108
Local Tax Revenue	\$71	\$47
State Tax Revenue	\$109	\$61

## Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	2.4%

## Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.60	Local tax revenue	\$142
State tax revenue	\$6.10	State tax revenue	\$154
Local & State Total	\$11.70	Local & State Total	\$295

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 32

Los Angeles South

Los Angeles County

### Travel Impacts

	2019	2020p
Spending (millions)	\$2,176	\$877
Visitor Spending	\$1,918	\$747
Other Spending	\$258	\$130
Earnings (millions)	\$861	\$585
Employment (thousands)	17.0	11.6
State & Local Tax Revenue (millions)	\$245	\$122
Local Tax Revenue	\$130	\$68
State Tax Revenue	\$115	\$53

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	2.2%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$9.20	\$216
State tax revenue	State tax revenue
\$5.90	\$139
Local & State Total	Local & State Total
\$15.00	\$355

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 33

Long Beach

Los Angeles County

### Travel Impacts

	2019	2020p
Spending (millions)	\$2,492	\$1,010
Visitor Spending	\$1,947	\$746
Other Spending	\$545	\$264
Earnings (millions)	\$1,209	\$957
Employment (thousands)	18.3	13.6
State & Local Tax Revenue (millions)	\$243	\$122
Local Tax Revenue	\$129	\$68
State Tax Revenue	\$113	\$54

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	3.1%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$9.20	Local tax revenue	\$220
State tax revenue	\$5.80	State tax revenue	\$139
Local & State Total	\$15.00	Local & State Total	\$359

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.





## Senate District 34

Orange Coast

Orange County

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$6,272	\$2,573
Visitor Spending	\$5,503	\$2,195
Other Spending	\$769	\$378
Earnings (millions)	\$2,374	\$1,535
Employment (thousands)	55.2	35.0
State & Local Tax Revenue (millions)	\$478	\$214
Local Tax Revenue	\$275	\$121
State Tax Revenue	\$203	\$93

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	4.1%
Travel Percent of Total District Employment	6.7%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.50	Local tax revenue	\$378
State tax revenue	\$3.70	State tax revenue	\$256
Local & State Total	\$9.30	Local & State Total	\$634

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 35

Gardena-Inglewood

Los Angeles County

### Travel Impacts

	2019	2020p
Spending (millions)	\$3,105	\$1,245
Visitor Spending	\$2,474	\$945
Other Spending	\$631	\$299
Earnings (millions)	\$1,552	\$1,225
Employment (thousands)	23.3	17.2
State & Local Tax Revenue (millions)	\$286	\$140
Local Tax Revenue	\$156	\$80
State Tax Revenue	\$129	\$60

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	3.7%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$8.40	Local tax revenue	\$254
State tax revenue	\$5.20	State tax revenue	\$157
Local & State Total	\$13.70	Local & State Total	\$410

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



**Senate District 36**  
 Carlsbad-San Clemente  
 Orange, San Diego counties

	<b>Travel Impacts</b>	<b>2019</b>	<b>2020p</b>
Spending (millions)		\$2,925	\$1,325
Visitor Spending		\$2,592	\$1,145
Other Spending		\$333	\$179
Earnings (millions)		\$1,059	\$764
Employment (thousands)		25.2	18.4
State & Local Tax Revenue (millions)		\$265	\$130
Local Tax Revenue		\$136	\$68
State Tax Revenue		\$129	\$62

**Employment Characteristics (2020)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	3.6%

**Travel-Generated Tax Revenue (2020p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.90	Local tax revenue	\$200
State tax revenue	\$4.60	State tax revenue	\$156
Local & State Total	\$10.60	Local & State Total	\$355

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



**Senate District 37**  
Irvine-Newport Beach  
Orange, Riverside counties

	<b>Travel Impacts</b>	<b>2019</b>	<b>2020p</b>
Spending (millions)		\$4,501	\$2,169
Visitor Spending		\$3,924	\$1,800
Other Spending		\$577	\$369
Earnings (millions)		\$1,786	\$1,261
Employment (thousands)		42.6	30.1
State & Local Tax Revenue (millions)		\$364	\$177
Local Tax Revenue		\$195	\$92
State Tax Revenue		\$169	\$85

**Employment Characteristics (2020)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.3%
Travel-generated employment	3.5%
Travel Percent of Total District Employment	3.1%

**Travel-Generated Tax Revenue (2020p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.10	Local tax revenue	\$282
State tax revenue	\$4.10	State tax revenue	\$228
Local & State Total	\$9.20	Local & State Total	\$510

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 38

Escondido-El Cajon

San Diego County

### Travel Impacts

	2019	2020p
Spending (millions)	\$2,104	\$902
Visitor Spending	\$1,820	\$766
Other Spending	\$284	\$135
Earnings (millions)	\$677	\$488
Employment (thousands)	16.2	11.8
State & Local Tax Revenue (millions)	\$211	\$107
Local Tax Revenue	\$103	\$56
State Tax Revenue	\$109	\$51

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	2.6%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$7.30	\$160
State tax revenue	State tax revenue
\$5.30	\$117
Local & State Total	Local & State Total
\$12.60	\$276

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Senate District 39

San Diego

San Diego County

### Travel Impacts

	<b>2019</b>	<b>2020p</b>
Spending (millions)	\$8,317	\$3,471
Visitor Spending	\$7,128	\$2,887
Other Spending	\$1,189	\$585
Earnings (millions)	\$2,716	\$1,903
Employment (thousands)	60.9	43.1
State & Local Tax Revenue (millions)	\$587	\$267
Local Tax Revenue	\$348	\$163
State Tax Revenue	\$238	\$104

### Employment Characteristics (2020)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.5%
Travel-generated employment	5.0%
Travel Percent of Total District Employment	4.3%

### Travel-Generated Tax Revenue (2020p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.60	Local tax revenue	\$464
State tax revenue	\$3.20	State tax revenue	\$265
Local & State Total	\$8.90	Local & State Total	\$730

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



**Senate District 40**  
Chula Vista  
Imperial, San Diego counties

	<b>Travel Impacts</b>	<b>2019</b>	<b>2020p</b>
Spending (millions)		\$2,020	\$921
Visitor Spending		\$1,683	\$780
Other Spending		\$336	\$141
Earnings (millions)		\$558	\$412
Employment (thousands)		14.9	11.0
State & Local Tax Revenue (millions)		\$187	\$100
Local Tax Revenue		\$84	\$49
State Tax Revenue		\$103	\$51

**Employment Characteristics (2020)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	3.4%

**Travel-Generated Tax Revenue (2020p)**

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household		
Local tax revenue	\$6.20	Local tax revenue	\$144
State tax revenue	\$5.40	State tax revenue	\$124
Local & State Total	\$11.60	Local & State Total	\$267

Note: Employment, earnings and state income taxes include CARES Act support, data limitations prevent disaggregation.

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.



## Appendices

**Employment Characteristics**  
**Visitor-Generated Tax Revenue**  
**Travel Impact Categories**  
**Summary of Methodology**





## Employment Characteristics

Assume that the District and the State have the following travel-generated and total employment. The calculations follow.

	Total	Travel
District	400	20
State	20,502	925

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District Percent of Statewide Employment			
All Payroll & Self-employment	2.0%	=	400/20,502
Travel-generated employment	2.2%	=	20/925
Travel Percent of Total District Employment	5.0%	=	20/400

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## Visitor-Generated Tax Revenue

Assume that the District has the following visitor spending, tax revenue and resident households. (Note: Visitor-generated tax revenue is slightly less than the total tax revenue that is reported.) The calculations follow.

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Visitor Spending (million)	\$1,500
Local Tax Revenue	\$35
State Tax Revenue	\$70
Households	200,000

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### \$100 of Visitor Spending Generates

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Local tax revenue	\$2.30	=	$(\$35/\$1,500)*100$
State tax revenue	\$4.70	=	$(\$70/\$1,500)*100$
Local & State Total	\$7.00	=	$\$2.30 + \$4.70$

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### Visitor-Generated Tax Revenues per District Household

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Local Tax Revenue	\$175	=	$\$35,000,000/200,000$
State Tax Revenue	\$350	=	$\$70,000,000/200,000$
Local & State Total	\$525	=	$\$175 + \$350$

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## Travel Impact Categories

**Visitor Spending** includes spending on lodging, food services, recreation, shopping and local transportation.

**Other Spending** includes travel agencies and resident air travel.

**Earnings** include wages and salaries, paid benefits and self-employment income.

**Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker.

**Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included.

**State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

### Summary of Methodology

The general method for estimating the economic impact of travel is described in the California Travel Impacts by County report [1]. The district estimates involved allocating the county level estimates to zip code areas and districts. The following data sources were used in making this allocation.

- Lodging establishment and room inventory by address prepared by STR, Inc.
- U.S. Bureau of the Census zip code Business Patterns for payroll employment by industry.
- U.S. Bureau of the Census 2010 housing characteristics, population, and resident employment characteristics by zip code.
- California State Senate Office of Demographics Senate and Assembly District zip code Directories [2]

District total employment (used for estimating the travel-generated employment share) was estimated from county and zip code payroll employment data and total employment (including payroll and self-employment) estimates for counties prepared by the Bureau of Economic Analysis.

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1. California Travel Impacts, 2020p (April 2021). Prepared by Dean Runyan Associates for Visit California.

2. <<http://sdmg.senate.ca.gov/zipcodedirectory>>

