



Monthly Travel Indicators Summary

December 2024

February 4, 2025

About the Monthly Travel Indicators Summary

The Monthly Travel Indicators Summary is a summary compilation of key indicators and statistics from a variety of Visit California and third-party data sets for the reporting month, including:

Visit California Sources	Third Party Sources
AirDNA	Bureau of Labor Statistics (BLS)
CIC Research	Department of Homeland Security (DHS)
Cirium	Department of Labor
Future Partners	U.S. Energy Information Administration (EIA)
NTTO	University of Michigan
SMARInsights	
STR, Inc.	
Tourism Economics	
YouGov	

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Executive Summary Domestic

Forecast (updated February, June and October)

Domestic visitor spending in California for 2024 is expected to remain steady compared to 2023, as leisure travel demand stabilizes, and outbound travel continues to rise.

- According to the Tourism Economics October forecast prepared for Visit California, the state is forecast to earn \$155.2 billion in travel spending in 2024, 3% higher than 2023.
- Domestic leisure spending is forecast to be \$128 billion, remaining similar to 2023. Domestic business spending, however, is expected to grow by 1%.
- Total domestic visitor spending is forecast to grow by 3% in 2025.

Macroeconomic

Inflation and consumer confidence have shown an unexpectedly parallel trend. Over the past three months, both have increased simultaneously — an unusual pattern, as they typically move in opposite directions. Despite this, the overall economy remains strong, supported by job growth and low unemployment.

- Inflation ticked up 2.9% in December marking three straight months of slight increases. The national average retail price for a gallon of gas was \$3.14 (vs. \$3.18 the previous month). The California equivalent price was \$4.24 (compared to \$4.36 the previous month).
- A preliminary estimate of 256,000 jobs were added to the economy. The unemployment rate was 4.1%.
- The University of Michigan tracked U.S. consumer sentiment index on the economy to 74, up from the 71.8 measurement in November.

Consumer Sentiment

Consumer sentiment around finances and travel remained generally consistent with prior months. While California residents have historically responded more positively to questions about personal finances and travel budgets compared to the U.S. overall, their recent responses have aligned more closely with national trends — or, in some cases, have been more negative. This shift may suggest unique economic concerns among travel consumers in the state.

- Consumer tracking from Future Partners showed that the cost of travel continues to be a top barrier/deterrent to travel in the past 6 months with a third (33%) of U.S. travelers saying travel is too expensive right now. California residents were slightly more likely to cite travel costs, and notably gas prices, as barriers to travel compared to the U.S. overall.
- Just under a third of American travelers (32%) felt optimistic about their current financial situation relative to a year ago (California residents were more optimistic at 39%). Travelers were more confident about their future economic situation (49% of the U.S. and 53% of California residents expect more positive).
- American travelers were excited about future travel, with 89% of U.S. travelers (and 92% of California residents) saying they were excited about leisure travel in the next 12 months.
- Forty-two percent of American travelers and more than half of California travelers (52%) said they were considering international leisure travel in the next 12 months.

Executive Summary Domestic (continued)

Lodging

California's lodging demand closed the year with modest 1% growth compared to 2023. While December saw a 1% increase in RevPAR, the metric declined 1% for the year, driven by a 1% drop in ADR. Group demand also rose by 1% in 2024, though the San Francisco Bay Area and Deserts regions were the only areas to see a decline.

- Hotel room demand in the state for December grew 1% year over year. Looking at the year-to-date figures, room demand for the state ended the year up 1%.
- California's monthly occupancy rate was 58% (+1% YOY). The state's ADR was \$173 (flat YOY), and RevPAR was \$100 (+1 YOY). RevPAR for 2024 declined 1% relative to 2023, primarily driven by a 1% decline in ADR for the year.
- Group room demand in the state declined 3% relative to December 2023. However, the Deserts region recorded 37% growth in demand for the month. For the year, Group demand increased 1% in 2024.
- For December, the occupancy rate for short-term vacation rentals in the state was 51%, -3% year over year and ADR was up 4%, leading to a 1% increase in RevPAR year over year.

Airlift

Holiday travel in December was robust. National air passenger traffic measured by TSA checkpoints showed nearly 7% year-over-year growth in December.

- Seventy-seven million passengers were screened nationally at TSA checkpoints for the month (+7% YOY). Eight million travelers were screened at California airports (-13% YOY).
- There were 9.8 million non-stop domestic seats to California destinations for the month (+3% YOY).

Executive Summary International

Forecast (updated February, June, & October)

International travel spending in California is projected to reach 98% of 2019 levels in 2024, fueled by strong demand from Mexico, Canada, and key overseas markets such as Australia and India.

- According to Tourism Economics' October Forecast prepared for Visit California, international visitor spending in the state will grow by 22% in 2024 and reach \$27.6 billion and grow by another 22% in 2025.
- North American neighbors Mexico and Canada are forecast to be California's largest spending markets, with visitor spending of \$4.9 billion and \$3.8 billion, respectively.
- China is forecast to be the most important overseas market, with visitor spending of \$2.5 billion in 2024, 94% of 2019 spending levels.

Consumer Sentiment

Consumer sentiment around travel from Visit California's 13 priority markets was on par with prior months. Price remains the top barrier.

- On average, across California's priority markets, 43% of international consumers said they were planning international leisure travel (anywhere) in the next 12 months, up from 40% a year ago and 37% two years ago for the comparable month. Mexico recorded the largest increase in international leisure travel intent (+10pts). In contrast, Japan slipped 5pts.
- Travel prices are the primary barrier to travel (44% citing travel price, on par with December 2023). Responses across the priority markets were comparable to the prior year except for Canada which saw a 4pt increase in price of travel as a barrier.
- Safety and health concerns remained secondary barriers in the Asia Pacific, India and Middle East markets.

Airlift/Arrivals

International non-resident arrivals to California from Visit California's 13 priority markets continued to grow in December on a year-over-year basis.

China market recovery slowed slightly but remained improved from the first half of the year.

- For the month, 1.6 million non-stop seats to California arrived from Visit California's 13 priority markets, equivalent to December 2023. The U.K. and Japan had the most non-stop seats to California for the month among the overseas markets. China (+32%) and South Korea (+17%) continued to lead the way in terms of growth. For the year, China recovered 44% of non-stop seats to California. India had the most growth from 2019 airlift with a 107% increase over 2023 airlift.
- Non-resident arrivals from priority markets through California's ports of entry continued a growth trajectory, up 4% for the month. China recovered to 72% of pre-pandemic arrivals for the month, the fourth month in a row of recovery above the 70% mark. For the year, arrivals from China increased by 61% relative to 2023.

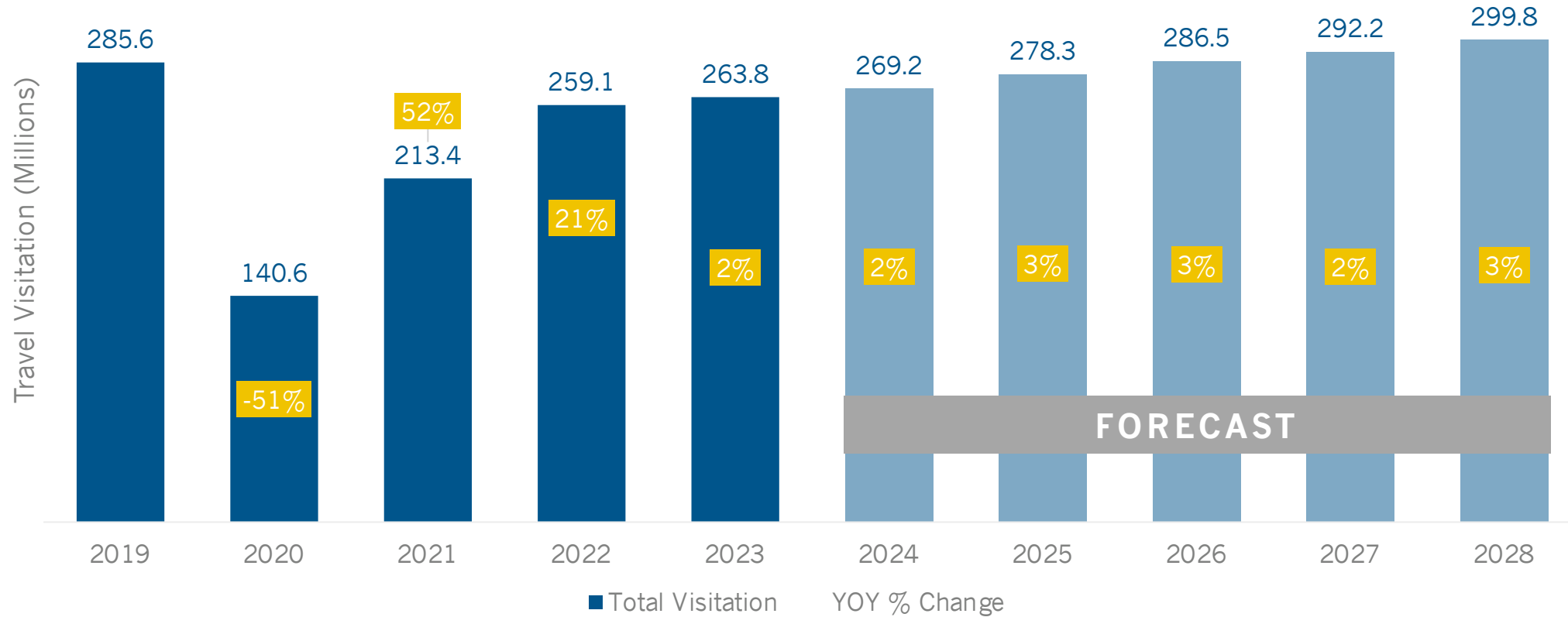


Domestic Indicators: Forecast

- Total Visitation & Spending Forecast
- Domestic Spending Forecast

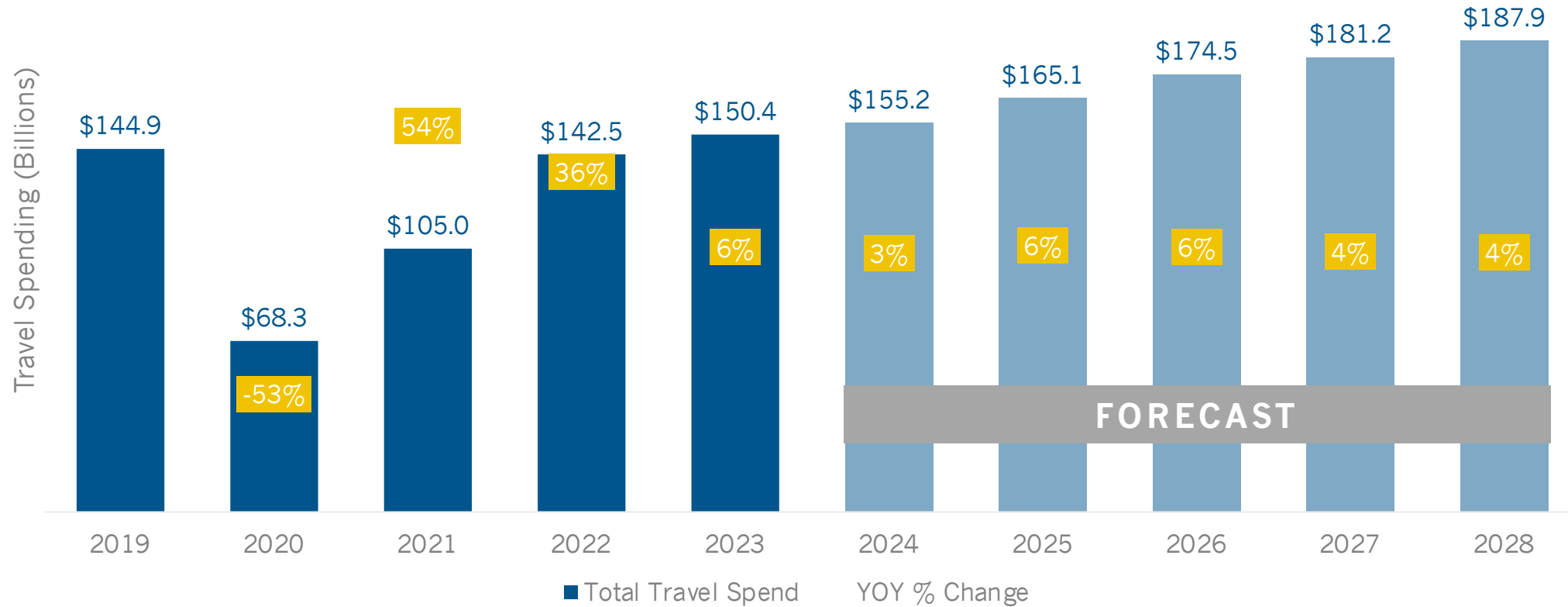
California Visitation Forecast

The chart below shows the current visitation forecast (domestic and international) and annual growth rate.



California Spending Forecast

The chart below shows the current travel spending forecast (domestic and international) and annual growth rate.

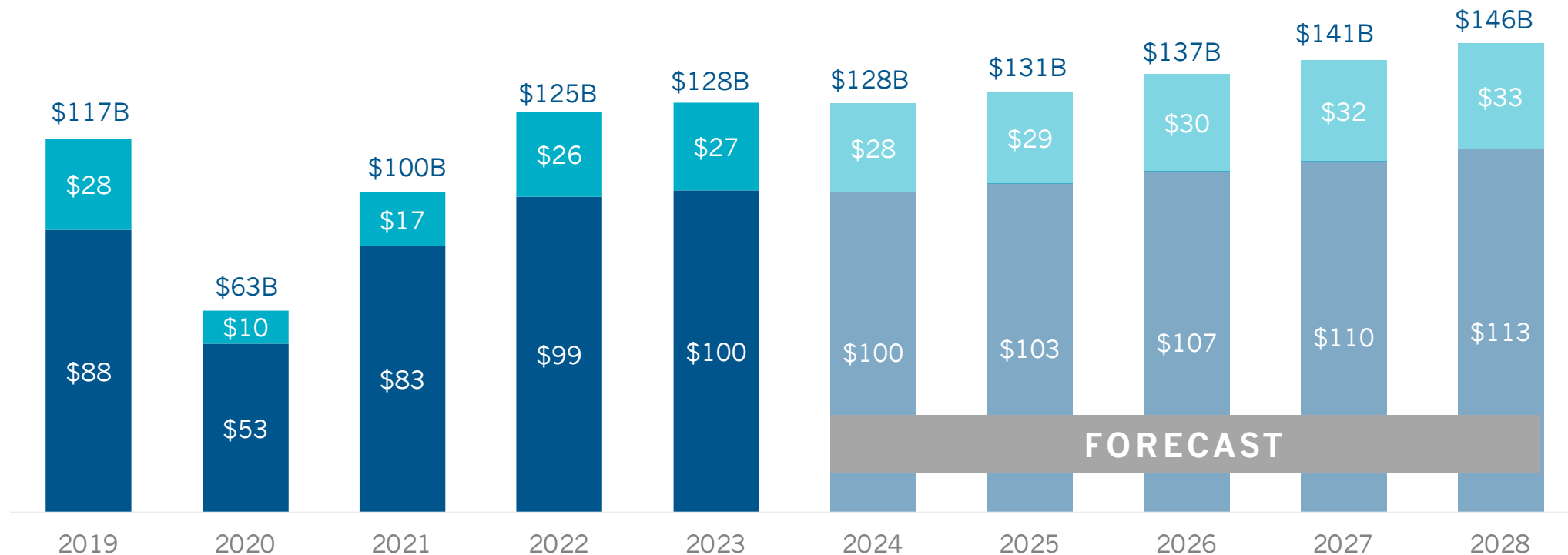


California Domestic Spending Forecast

The chart below shows the current travel spending forecast by domestic leisure and business segments.

Domestic Visitor Spend to California by Segment (Billions)

■ Domestic Leisure ■ Domestic Business





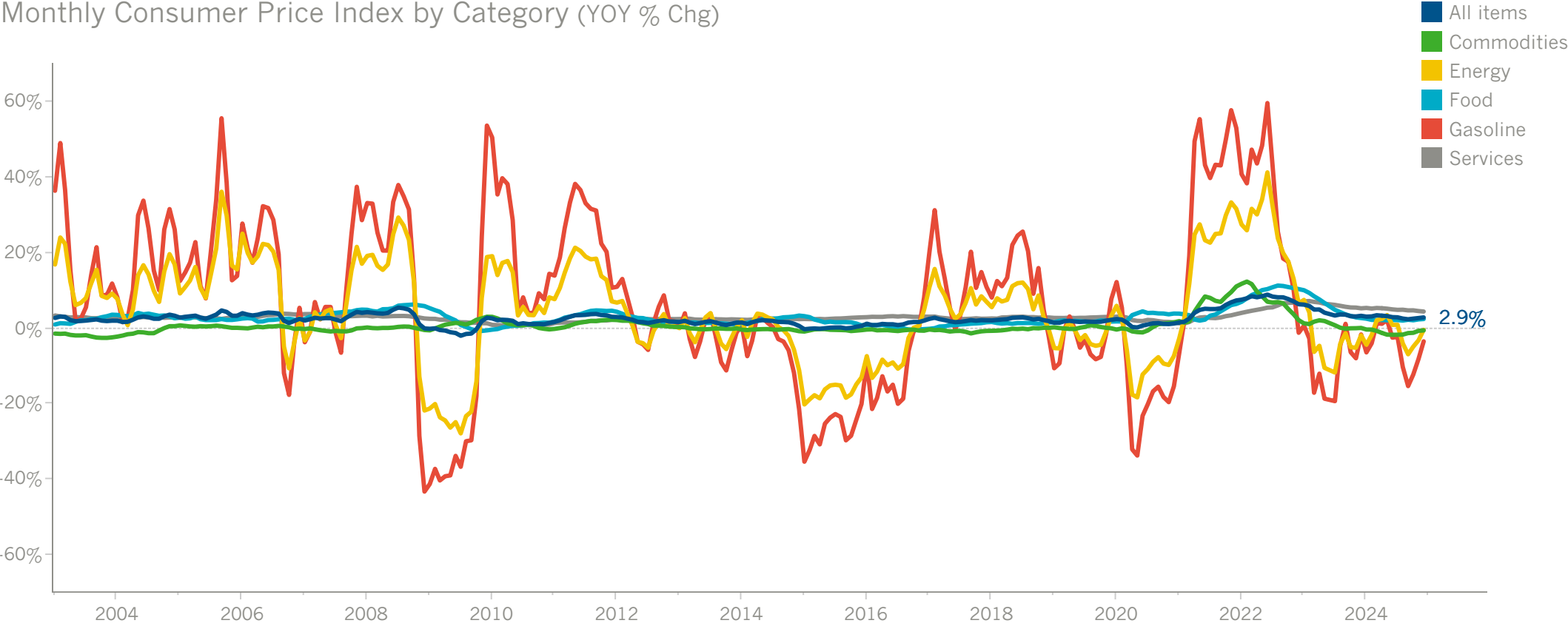
Domestic Indicators: Macroeconomic

- Inflation Rate
- Gas Prices
- Jobs/Unemployment Rate
- Consumer Sentiment

U.S. Inflation Rate

The chart below shows the national Consumer Price Index as a percent change compared to same month in the prior year.

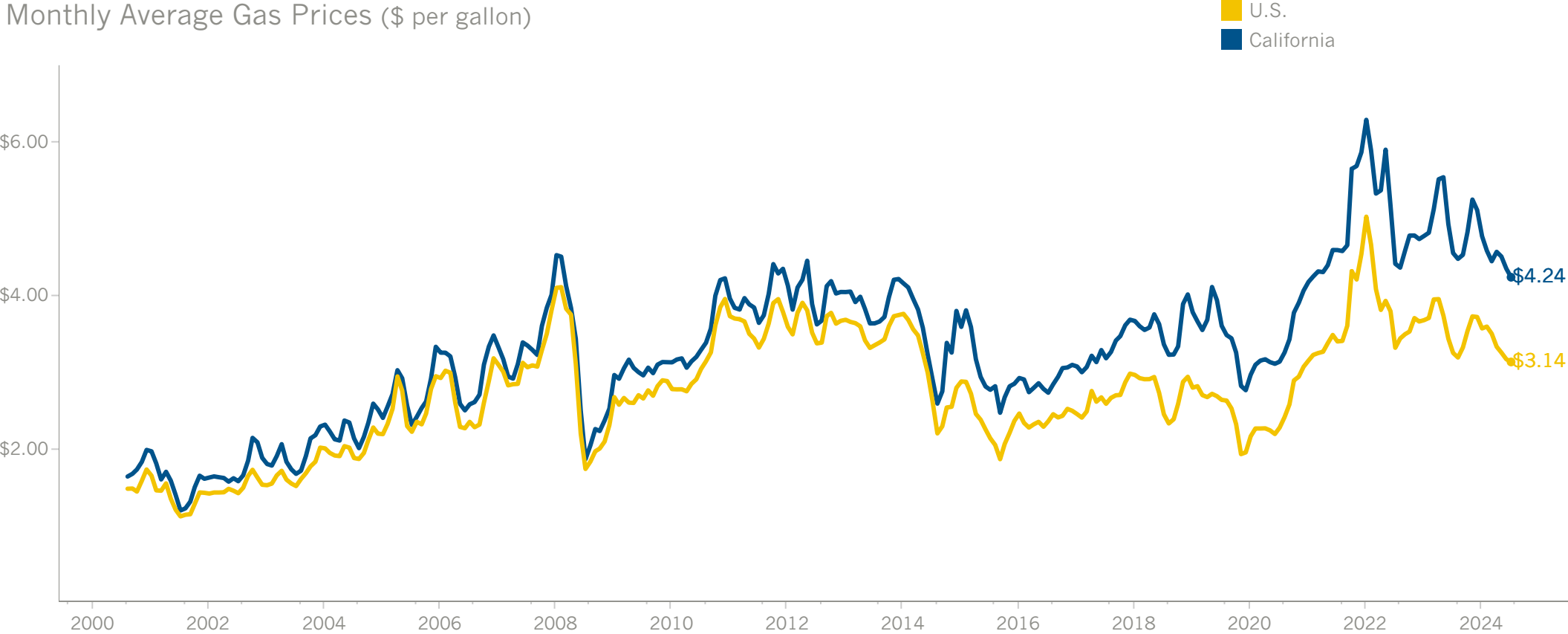
Monthly Consumer Price Index by Category (YOY % Chg)



U.S. & California Gas Prices

The chart below shows U.S. and California monthly average retail gas price for all grades.

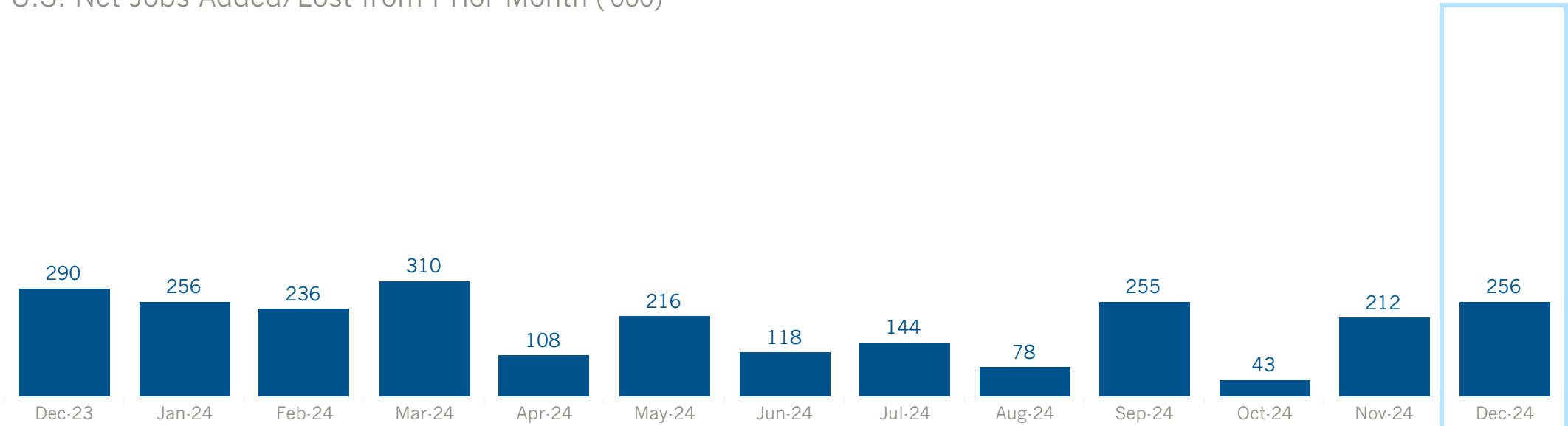
Monthly Average Gas Prices (\$ per gallon)



U.S. Jobs Added/Lost & Unemployment Rate

The chart below shows net U.S. non-farm jobs gained or lost for the month and the table shows U.S. unemployment rate.

U.S. Net Jobs Added/Lost from Prior Month ('000)



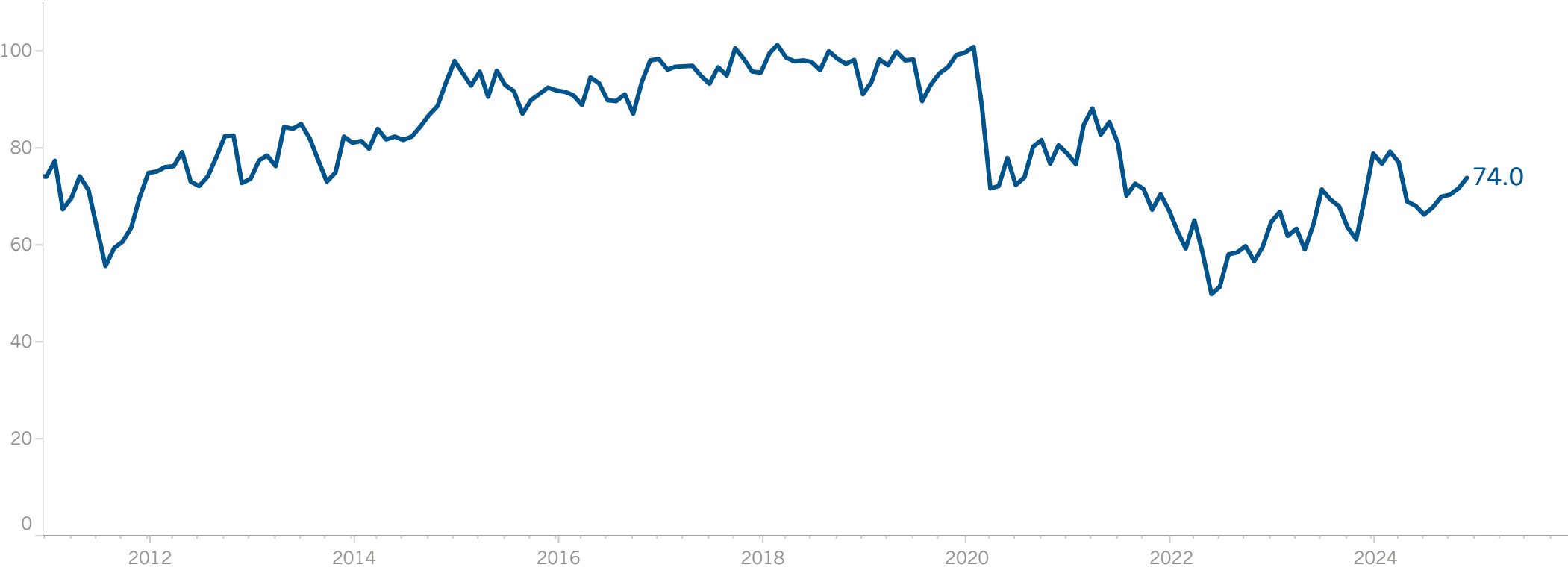
U.S. Unemployment Rate (%)

3.7%	3.7%	3.9%	3.8%	3.9%	4.0%	4.1%	4.3%	4.2%	4.1%	4.1%	4.2%	4.1%
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U.S. Economic Consumer Sentiment

The chart below shows U.S. monthly consumer sentiment about the economy as an index.

U.S. Index of Consumer Sentiment





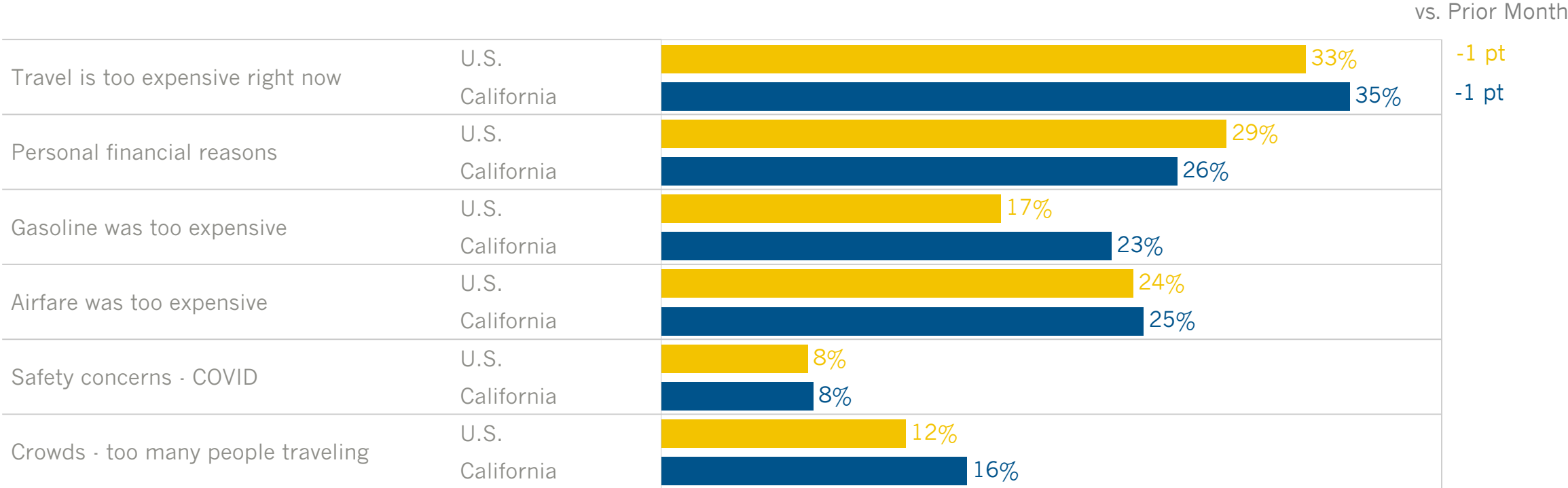
Domestic Indicators: Consumer Sentiment

- Travel Deterrents
- Perceptions of Financial Situation
- Travel as a Budget Priority
- Expectations for Travel Spending
- Excitement for Travel
- International Travel Intent

U.S. & California Travel Deterrents

The chart below shows travel deterrents among U.S. and California traveling consumers in the past 6 months.

Travel Deterrents (% past 6 months)



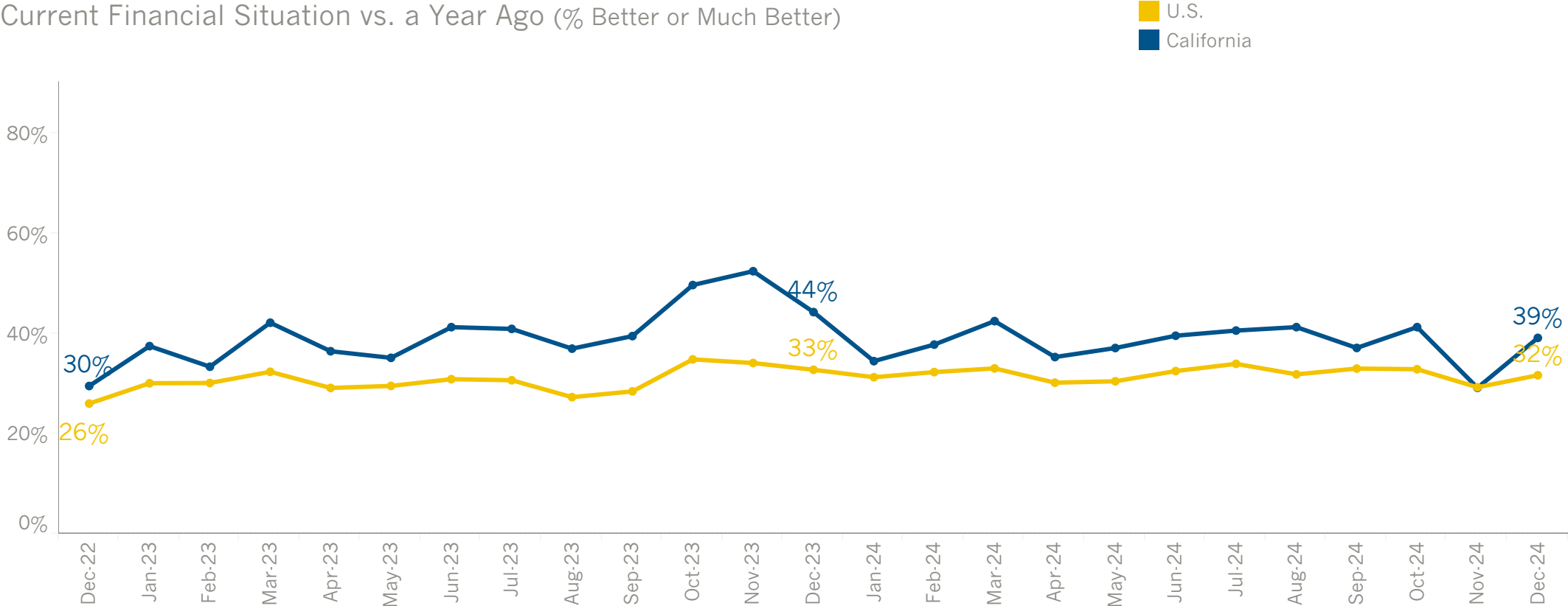
Q: In the past 6 months, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?
 Data reported for: December 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Current Financial Situation

The chart below shows perception of current financial situation (vs. a year ago) among U.S. and California traveling consumers.

Current Financial Situation vs. a Year Ago (% Better or Much Better)



Q: Would you say that you (and your household) are better off or worse off financially than you were a year ago?

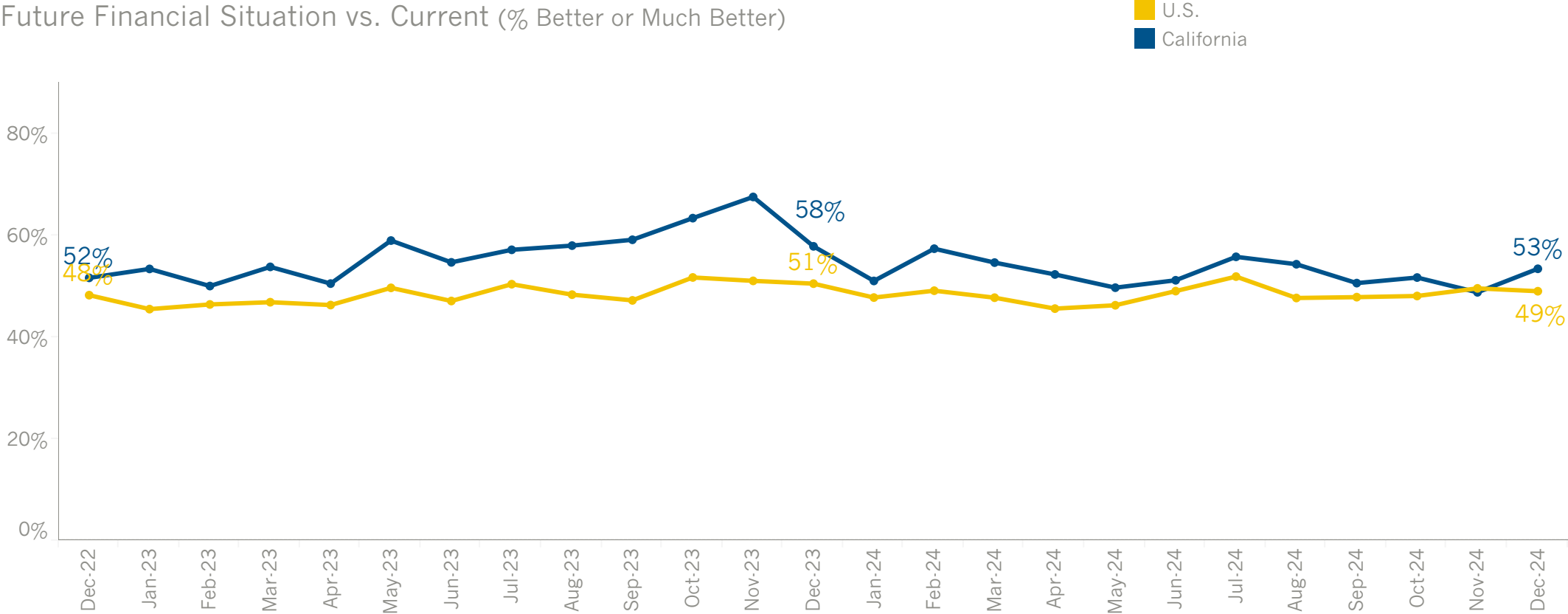
Data reported for: December 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Future Financial Situation

The chart below shows perception of future financial situation among U.S. and California traveling consumers.

Future Financial Situation vs. Current (% Better or Much Better)



Q: Looking forward—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

Data reported for: December 2024

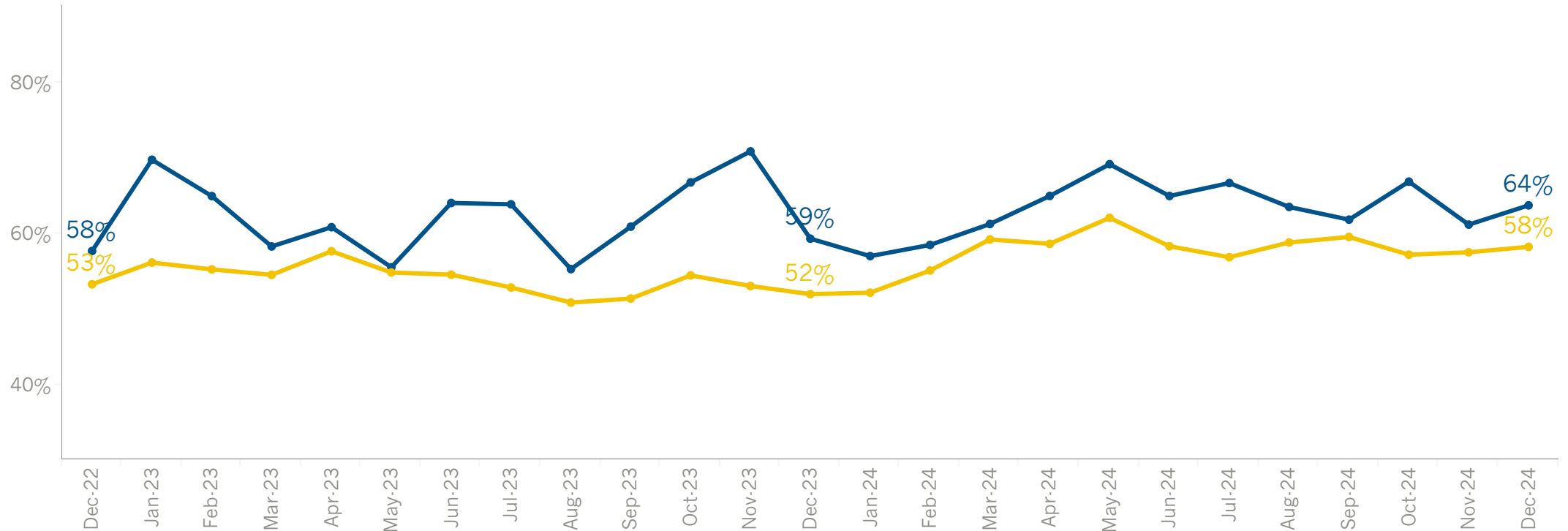
Source: Future Partners, *The State of the American Traveler*

U.S. & California Budget Priorities (Leisure Travel)

The chart below shows perception of leisure travel as a budget priority among U.S. and California traveling consumers.

Leisure Travel as a Budget Priority (% Somewhat High, High, or Extremely High Priority)

■ U.S.
■ California



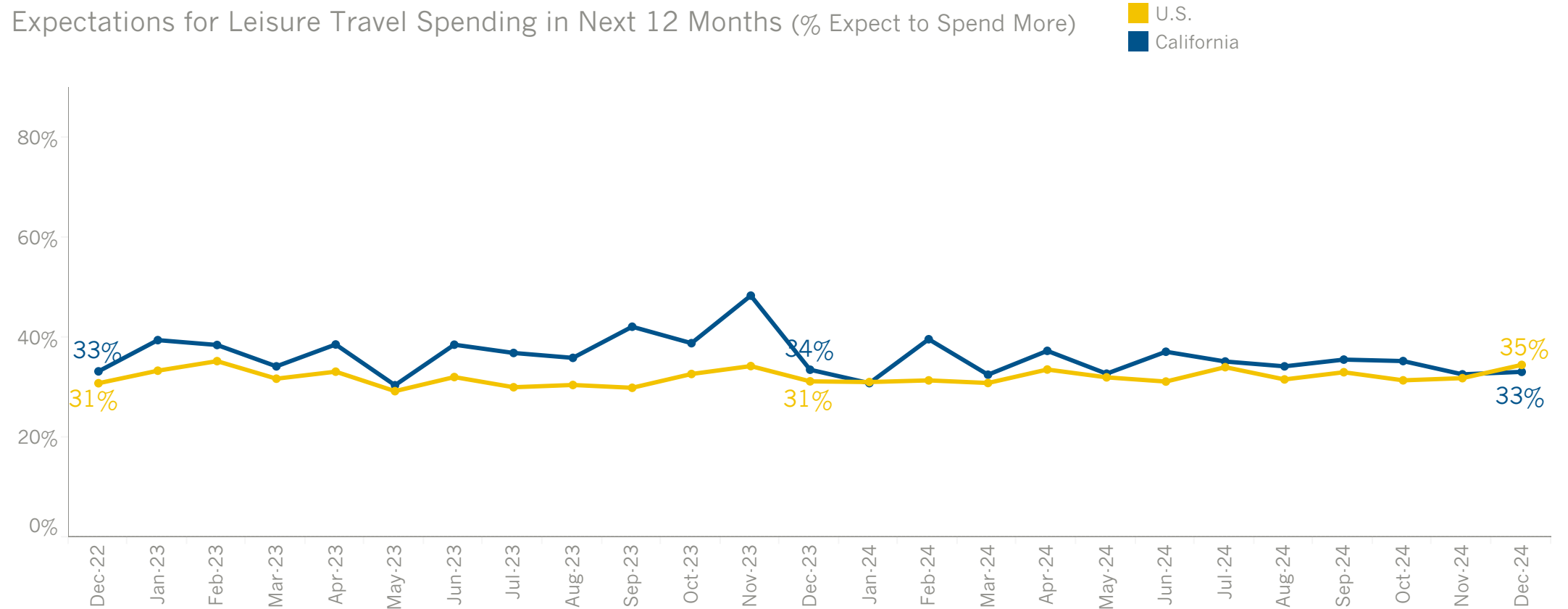
Q: Thinking carefully about how you expect to spend your income in the next three months, please use the scale below to describe your spending priorities. Leisure travel will be a(n)...

Data reported for: December 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Expectations for Spending

The chart below shows expectations for spending on leisure travel among U.S. and California traveling consumers.



Q: Looking forward—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

Data reported for: December 2024

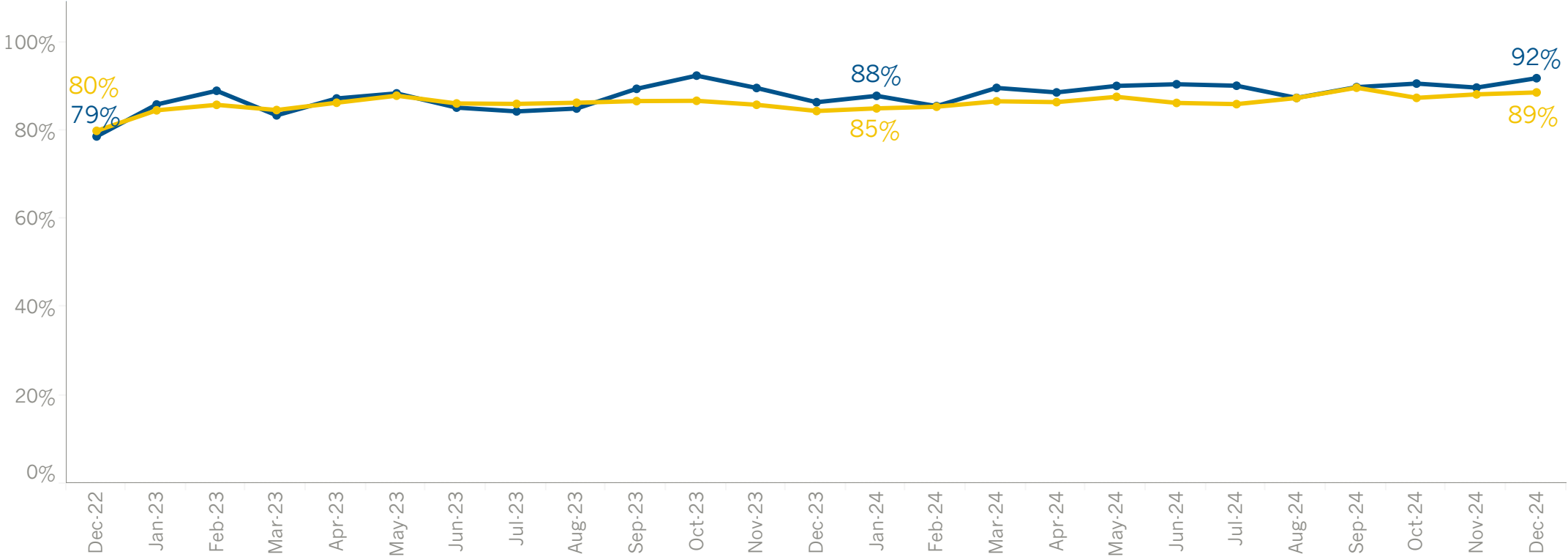
Source: Future Partners, *The State of the American Traveler*

U.S. & California Excitement for Travel

The chart below shows consumer excitement to travel in the next 12 months among U.S. and California traveling consumers.

Consumer Excitement for Leisure Travel (% Excited/Top 4 Box)

- U.S.
- California



Q: Which best describes how excited you are about leisure travel in the next 12 months? (11-point scale)

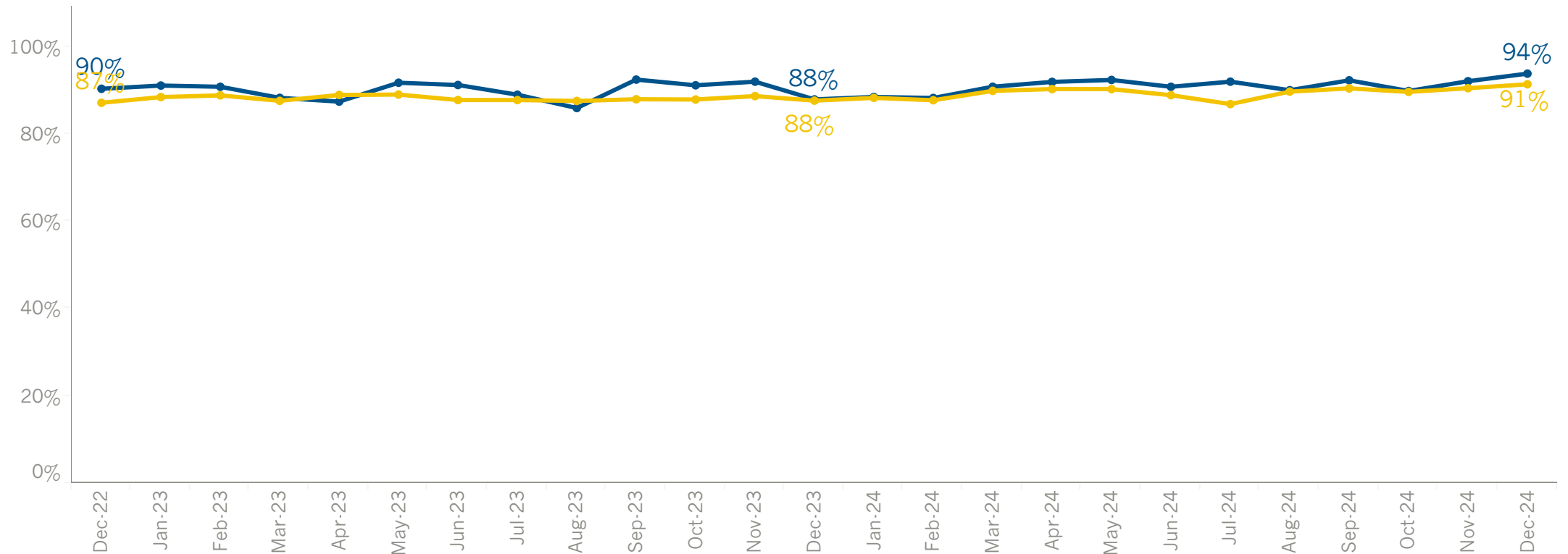
Data reported for: December 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Leisure Travel Planned

The chart below shows consumer intent to travel for leisure in the next 12 months among U.S. and California traveling consumers.

Consumers With Leisure Travel Planned in Next 12 Months (1+ Trips)



Q: How many leisure trips (of 50 miles or more from your home) do you expect to take in next 12 months?

Data reported for: December 2024

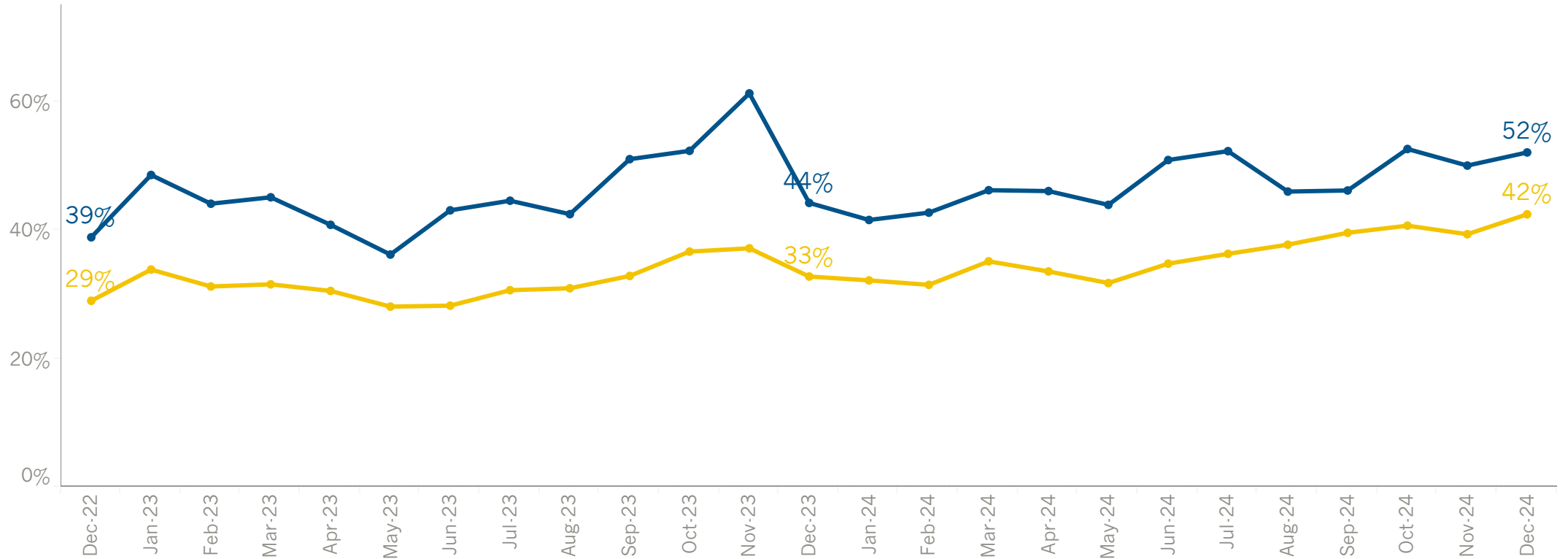
Source: Future Partners, *The State of the American Traveler*

U.S. & California Int'l Leisure Travel Plans

The chart below shows consumer intent to travel outside the U.S. in the next 12 months among U.S. and California traveling consumers.

Likelihood to Travel Outside of the U.S. in the Next 12 Months (% Likely or Very Likely)

■ U.S.
■ California



Q: How likely are you to travel outside of the U.S. for leisure in the next 12 months?

Data reported for: December 2024

Source: Future Partners, *The State of the American Traveler*



Domestic Indicators: **Lodging**

- Monthly Hotel Metrics
- Weekly Hotel Metrics
- Group Occupancy
- Short Term Rental Metrics

California Room Demand

The chart below shows California and regions hotel room demand benchmarked to prior year and to 2019 for the reporting month.

California & Regions Hotel Room Demand (December 2024)

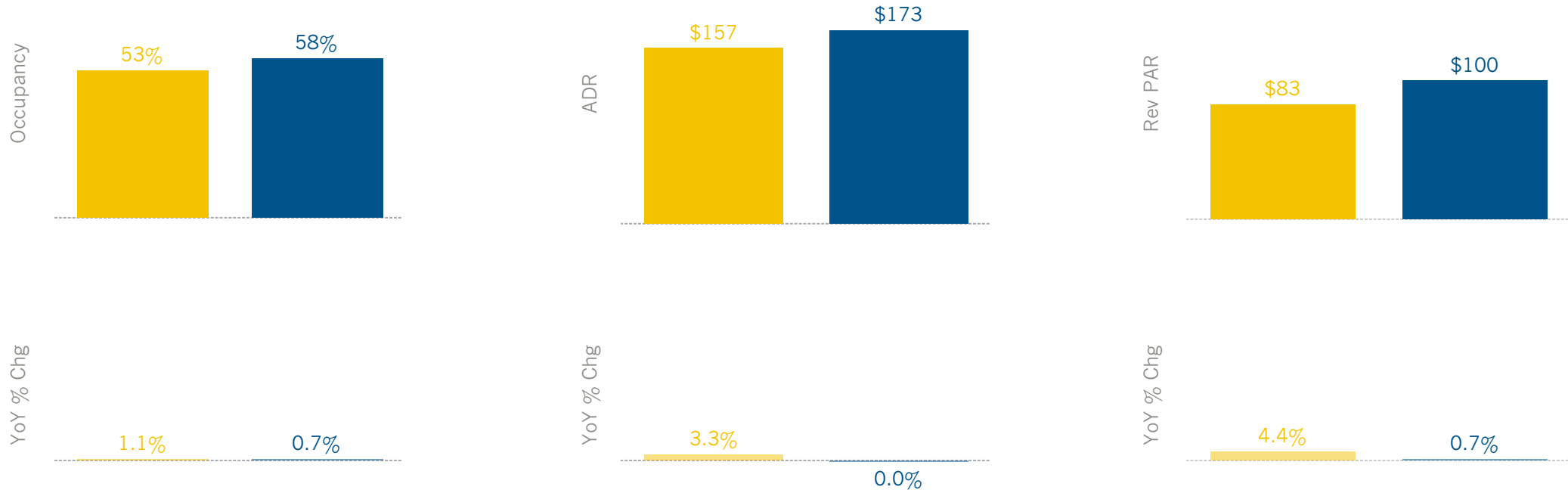
	Total Room Night Demand	YoY % Chg	% Chg vs. 2019
California	10.3M	1%	-7%
Los Angeles County	2.3M	1%	-3%
SF Bay Area	2.0M	-1%	-18%
Orange County	1.3M	-2%	-2%
San Diego County	1.3M	1%	3%
Central Coast	0.7M	3%	2%
Central Valley	0.7M	1%	-8%
Inland Empire	0.6M	1%	5%
Deserts	0.5M	7%	4%
Gold Country	0.4M	8%	-3%
High Sierra	0.2M	9%	-4%
Shasta Cascade	0.1M	4%	-11%
North Coast	0.1M	3%	-20%

U.S. & California Hotel Metrics

The charts below show key hotel metrics and percent change for the U.S. and California for the reporting month.

U.S. & California Hotel Performance Metrics (December 2024)

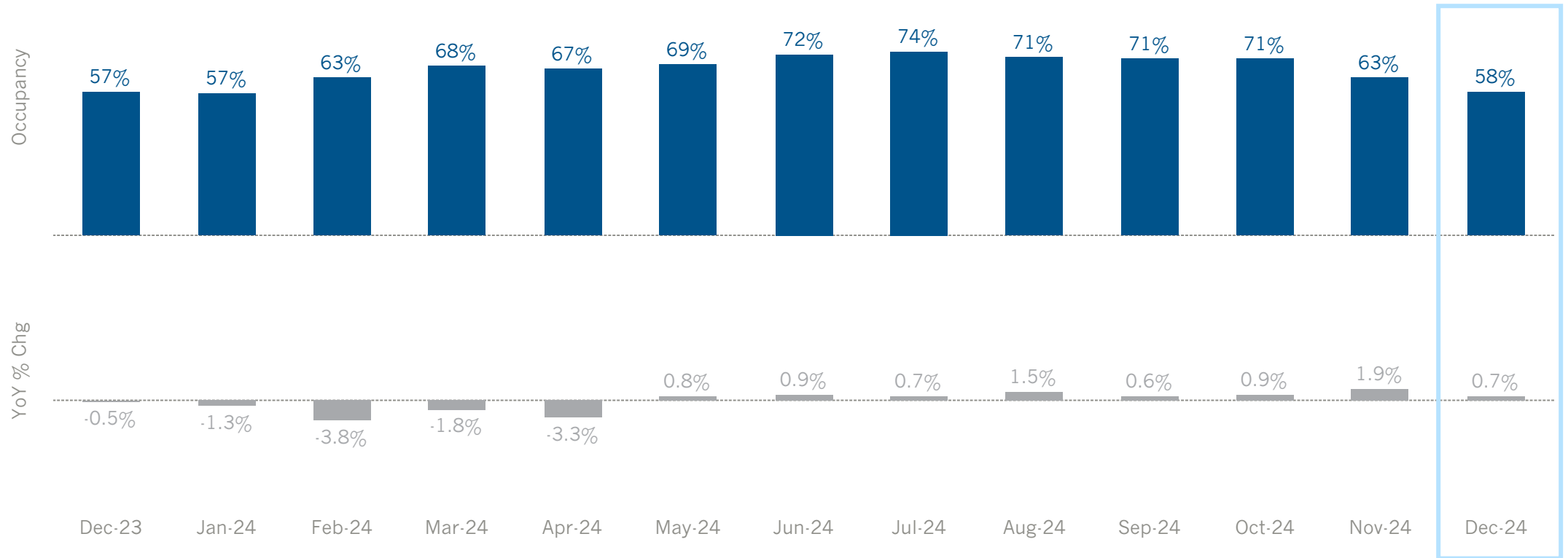
■ U.S. ■ California



California Hotel Occupancy

The chart below shows monthly California hotel occupancy rates and percent changes.

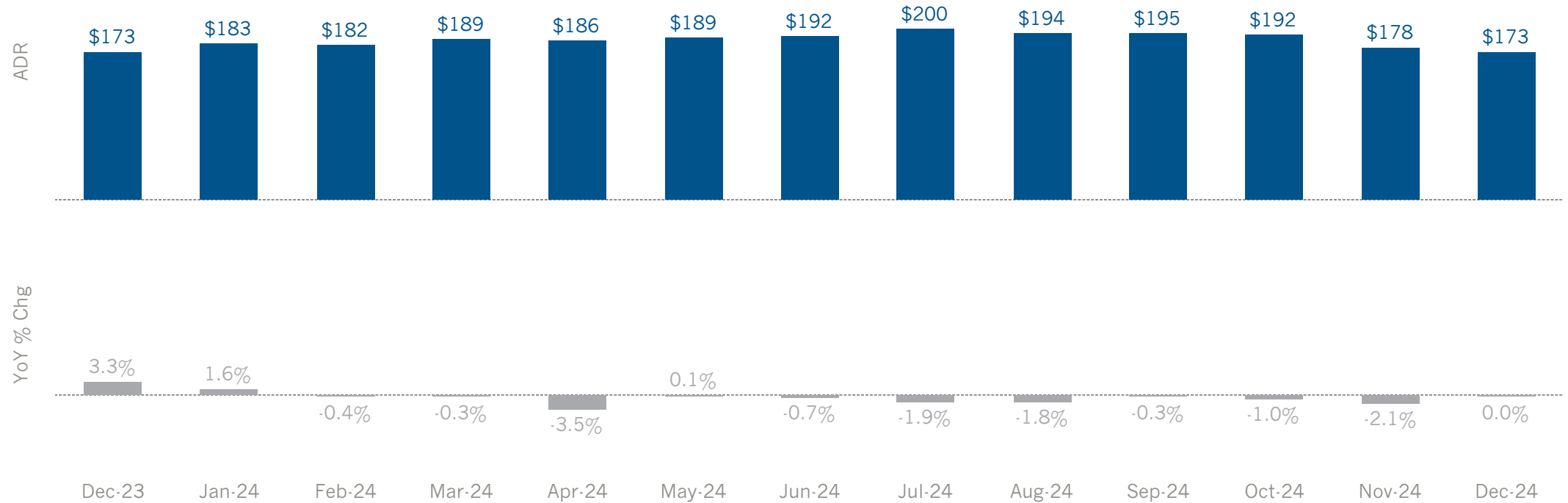
California Hotel Occupancy



California Hotel ADR

The chart below shows monthly California hotel average daily rates (ADR) and percent changes.

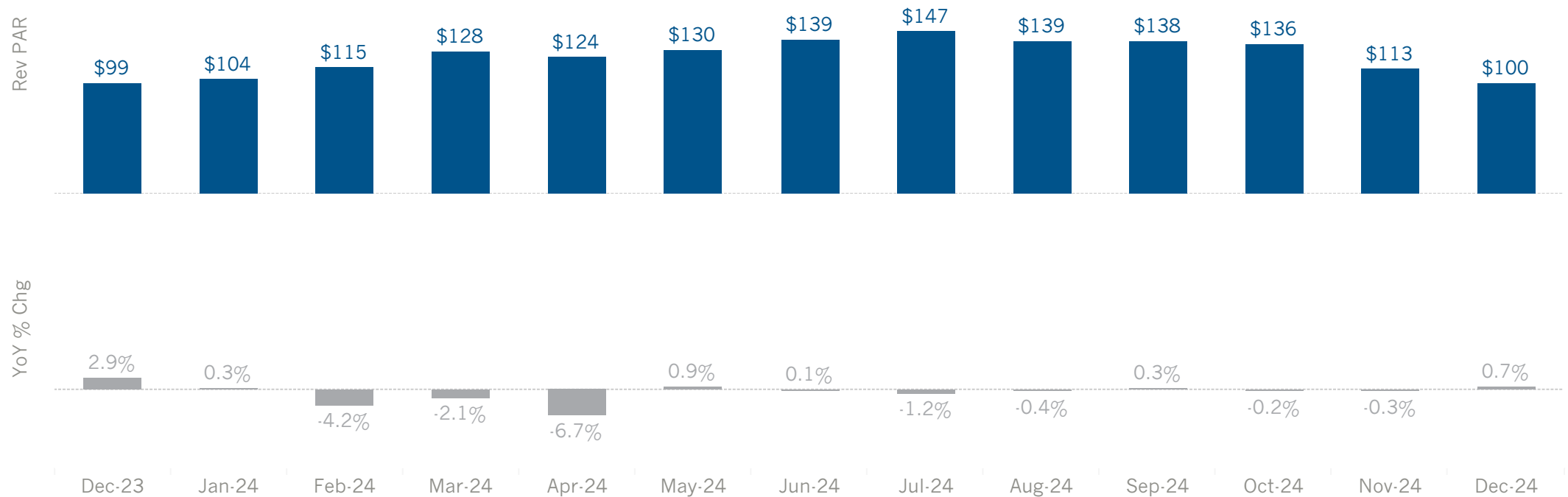
California Hotel ADR



California Hotel RevPAR

The chart below shows monthly California hotel revenue per available room (RevPAR) and percent changes.

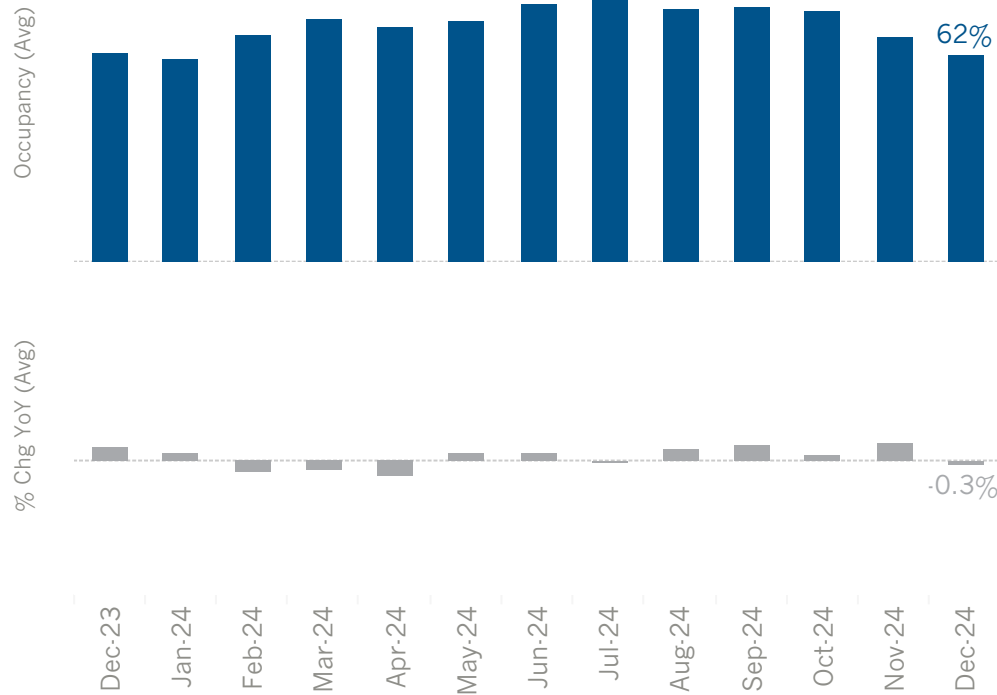
California Hotel RevPAR



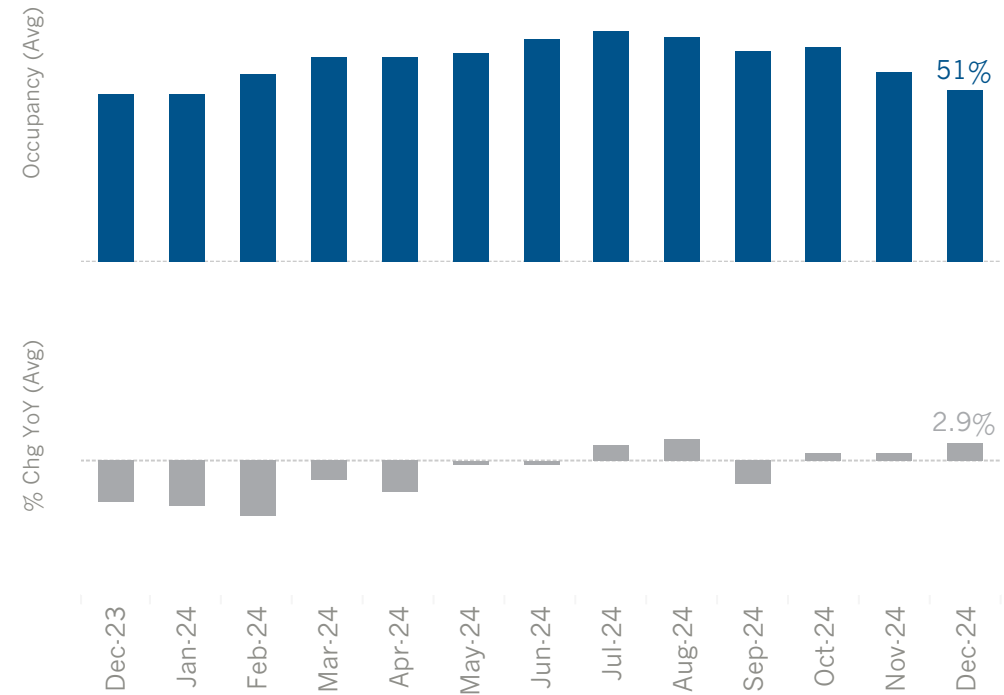
Gateway & Other Regions Hotel Occupancy

The charts below show average monthly occupancy rates and percent changes for the Gateway and Other/Rural tourism regions.

Gateway Region Occupancy



Other/Rural Region Occupancy

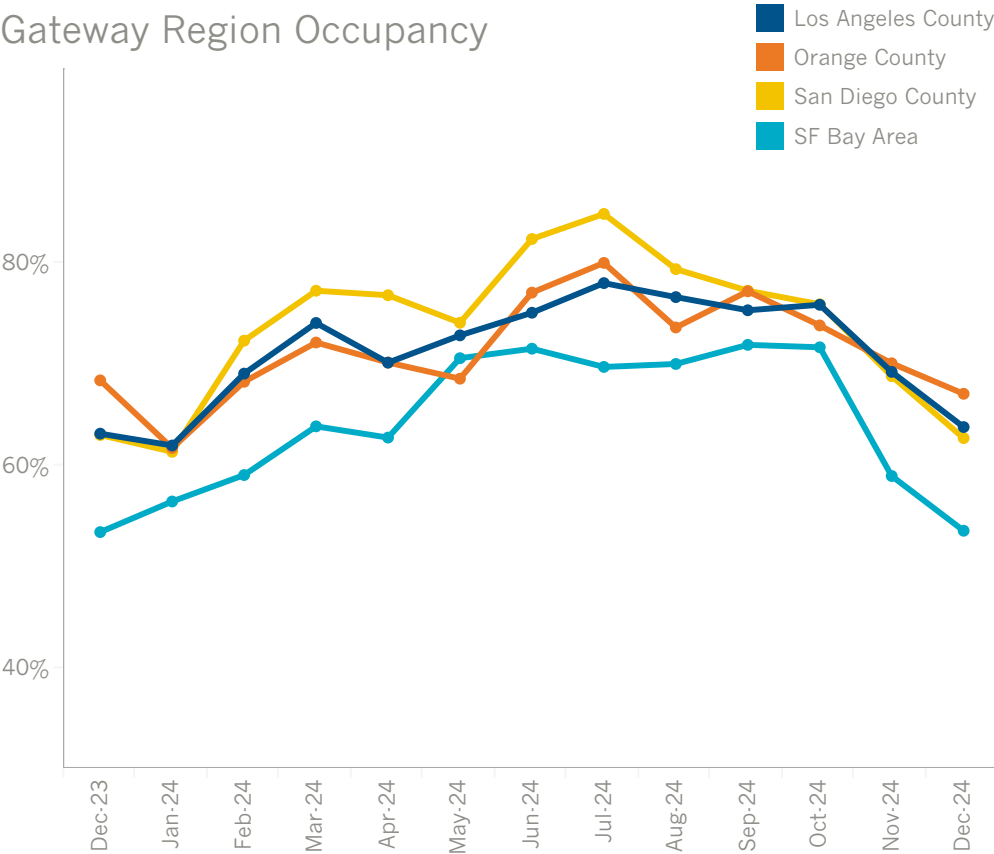


Gateway Regions include: Los Angeles County, Orange County, San Diego County, & San Francisco Bay Area
 Other/Rural Regions include: Central Coast, Central Valley, Deserts, Gold Country, High Sierra, Inland Empire, North Coast, & Shasta Cascade
 Data reported through: December 2024

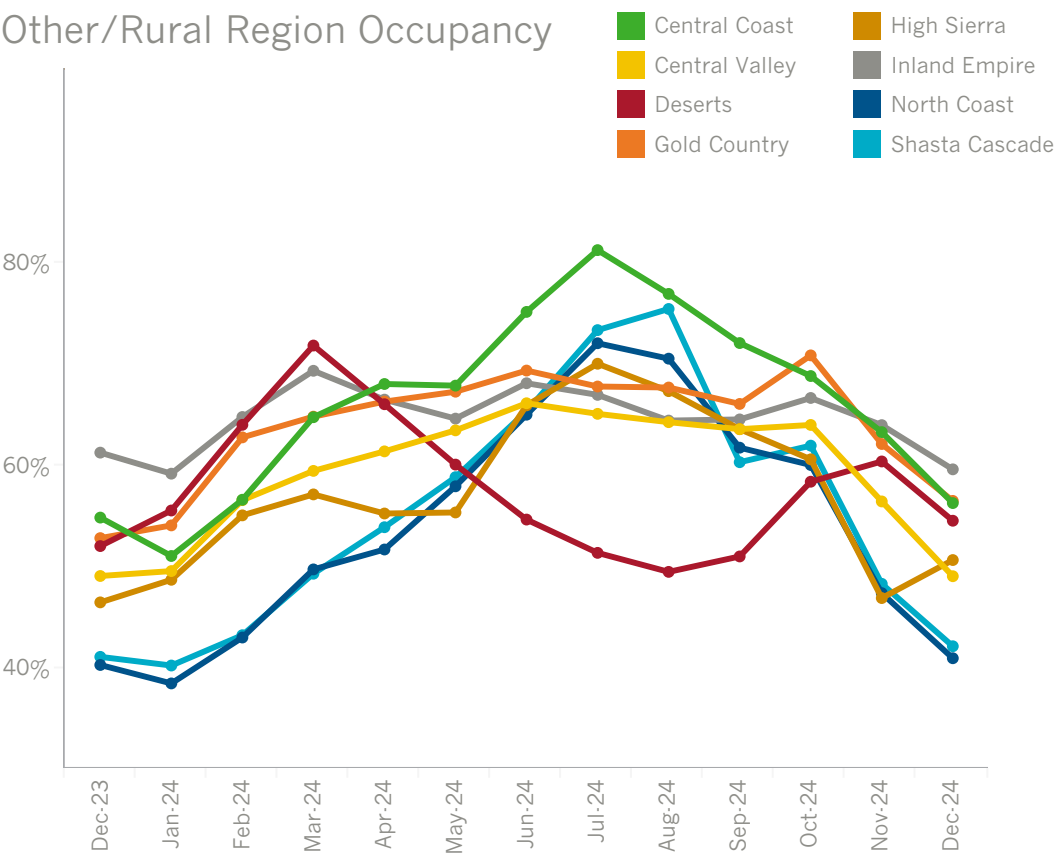
Regions Hotel Occupancy

The charts below show monthly occupancy rates the individual Gateway and Other/Rural tourism regions.

Gateway Region Occupancy

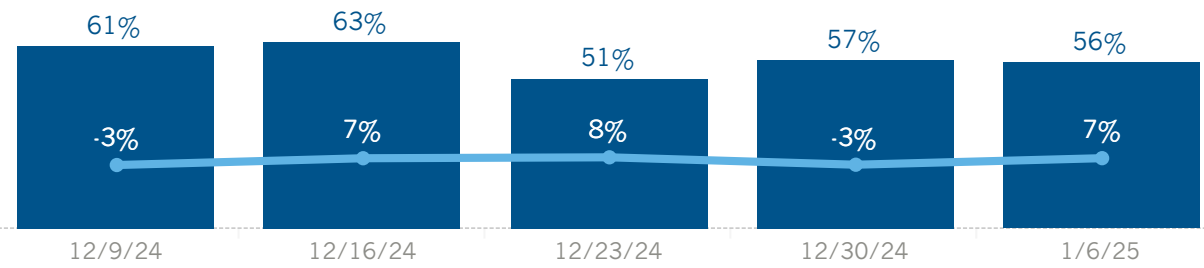


Other/Rural Region Occupancy

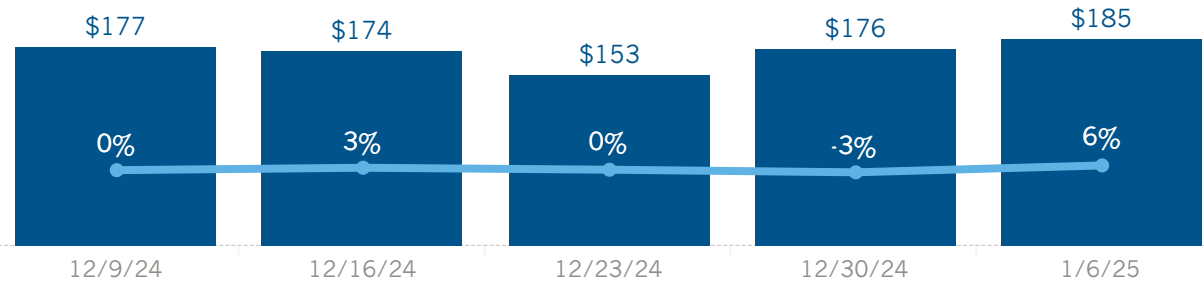


California Hotel Metrics (Weekly)

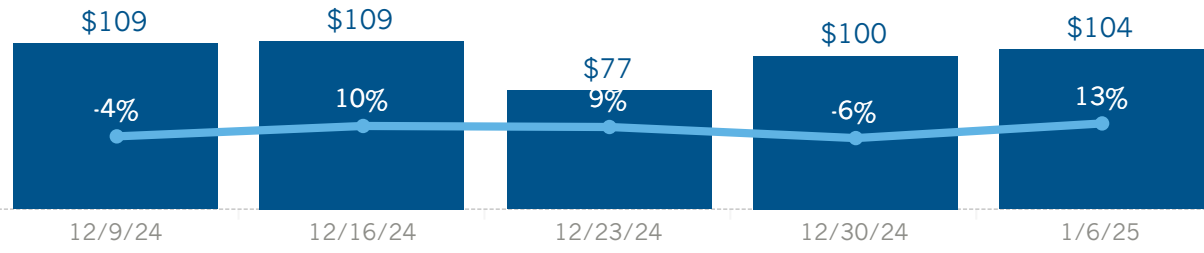
Occupancy



ADR



RevPAR



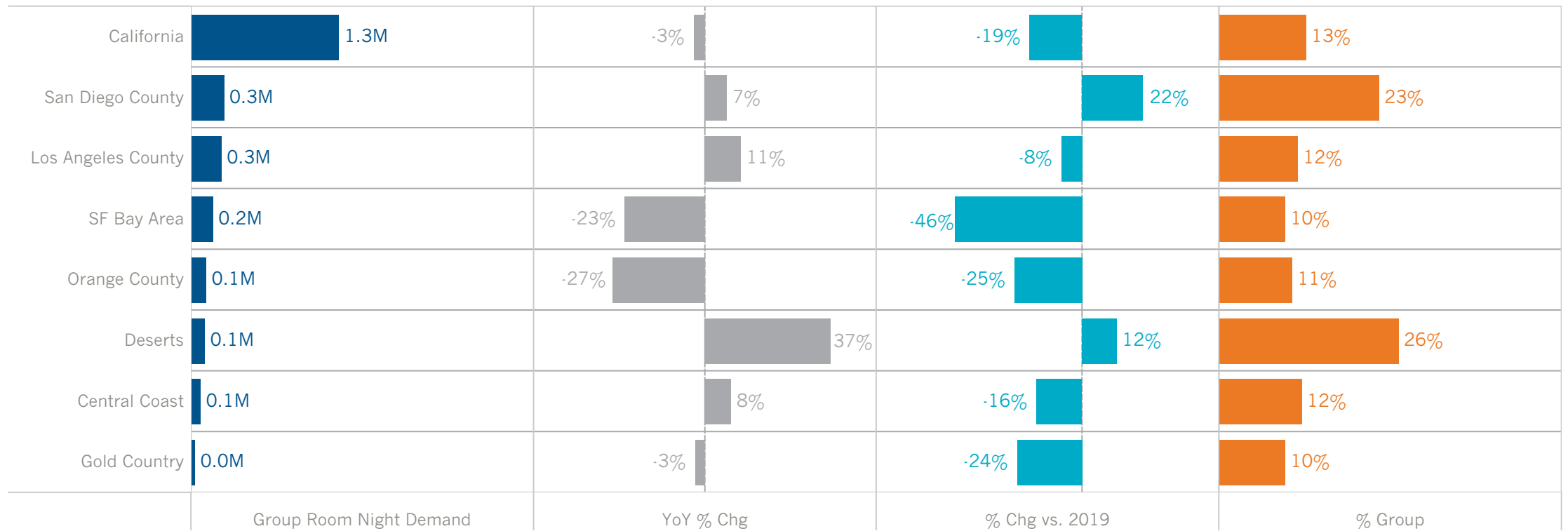
California Hotel Metrics (Weekly)

The charts to the left show key California hotel metrics (dark blue text) and year-over-year percent change (white text) for weeks in the reporting month. Dates shown are week ending dates.

California Hotel Group Demand

The chart below shows group room demand by market for the reporting month, percent change, & percent of total demand.

California & Regions Group Hotel Room Night Demand

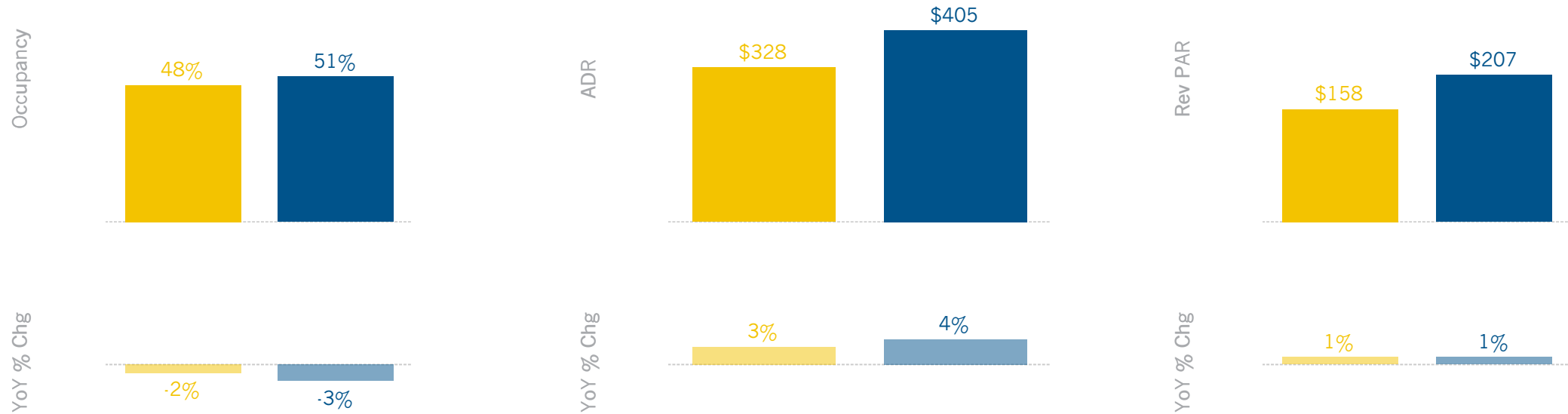


California Short-Term Rental Metrics

The charts below show key short-term rental metrics and percent change for the U.S. and California for the reporting month.

U.S. & California Short-Term Rental Metrics (December 2024)

■ U.S. ■ California





Domestic Indicators:

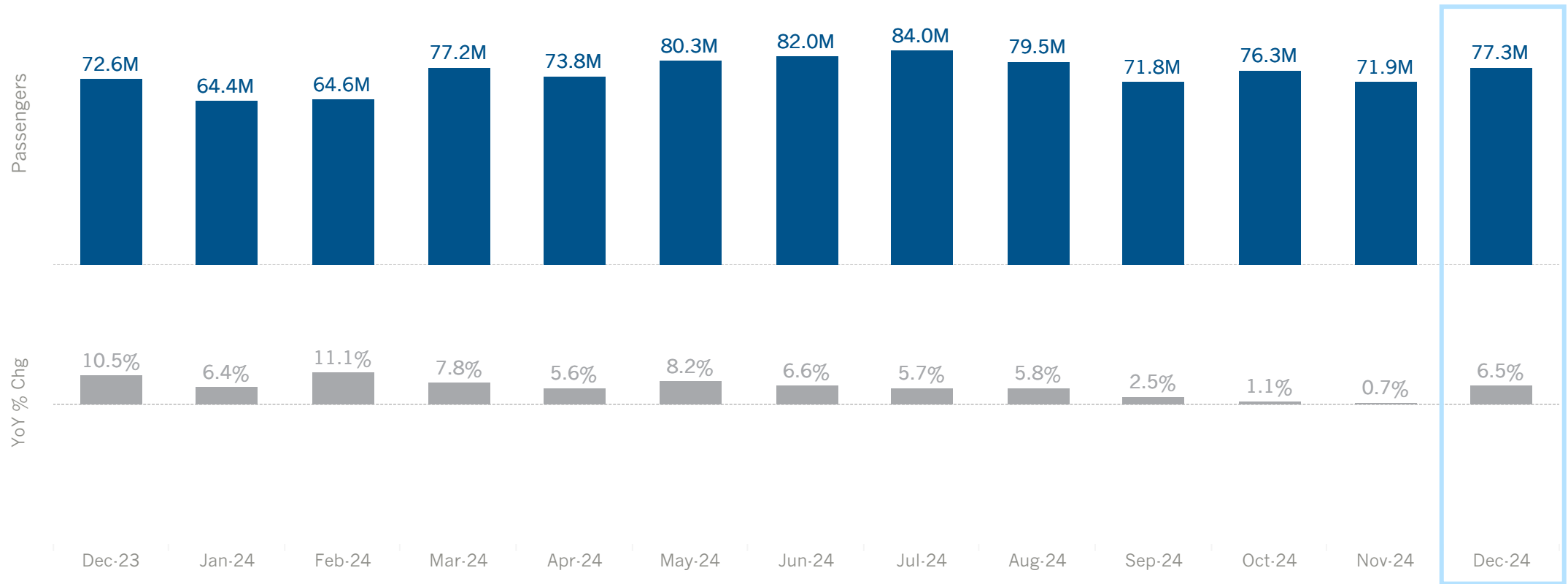
Airlift

- Air Passenger Throughput
- Domestic Non-Stop Seats

US Air Passenger Throughput

The chart below shows the monthly total number of passengers screened at TSA checkpoints in CA airports and percent change.

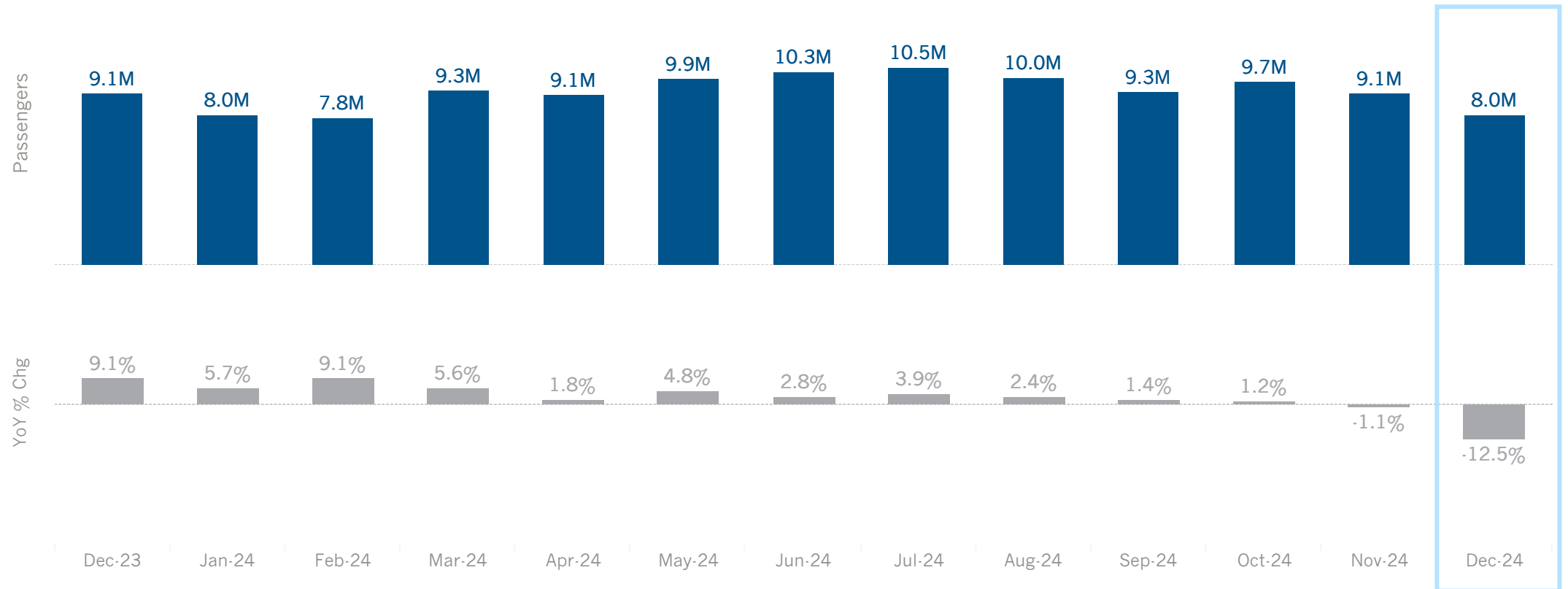
U.S. Air Passenger Throughput



CA Air Passenger Throughput

The chart below shows the monthly total number of passengers screened at TSA checkpoints in CA airports and percent change.

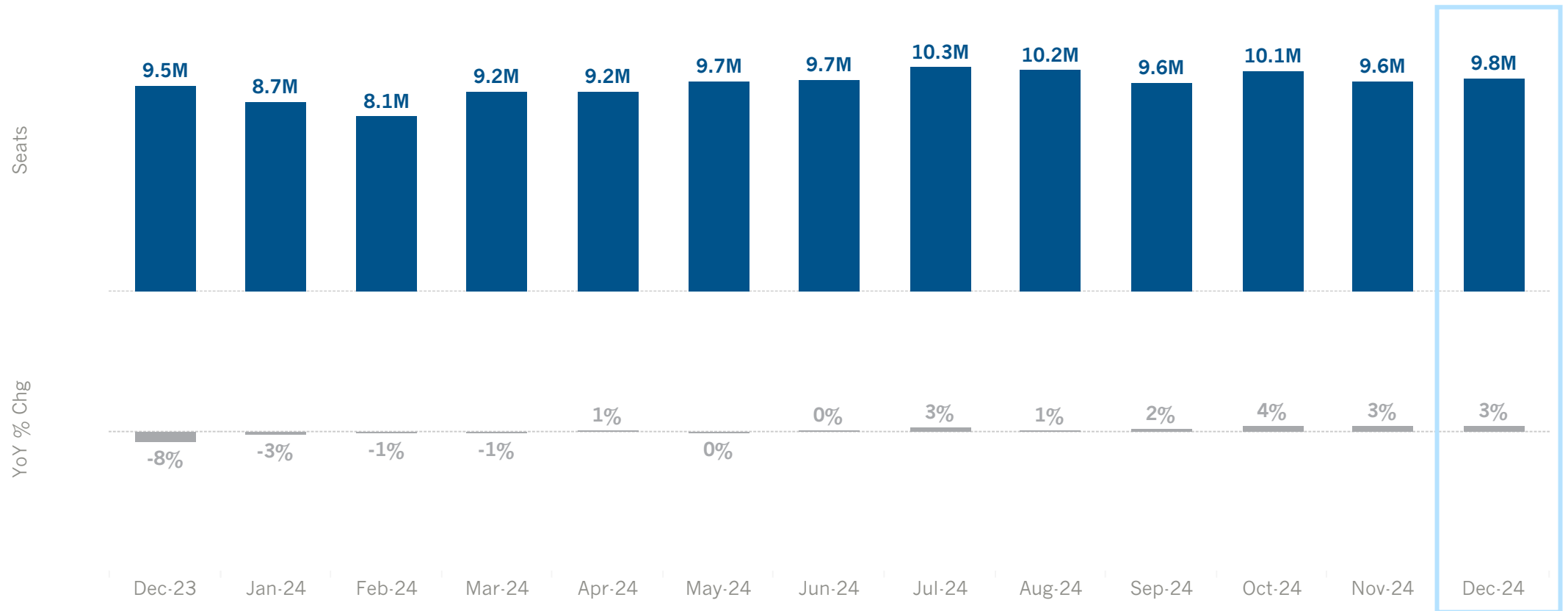
CA Air Passenger Throughput



California Domestic Non-Stop Seats

The chart below shows monthly domestic non-stop seats to California and percent change.

California Domestic Non-Stop Seats



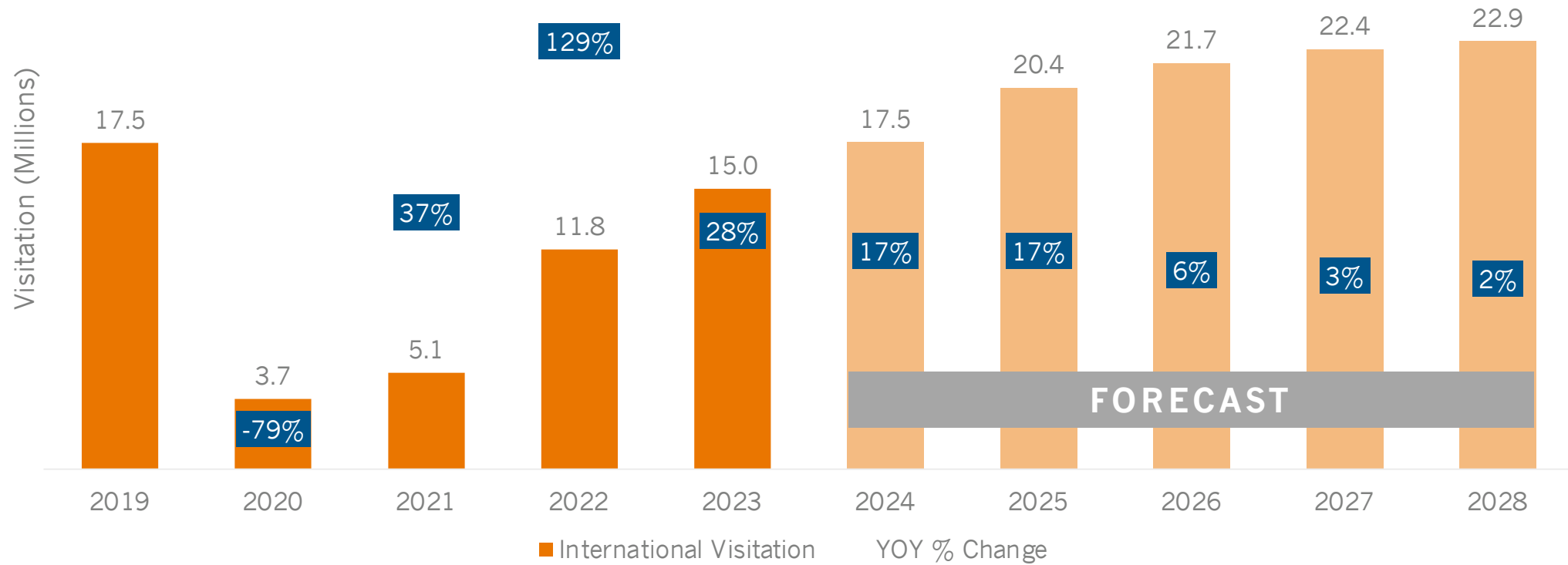


International Indicators: Forecast

- International Market Forecast

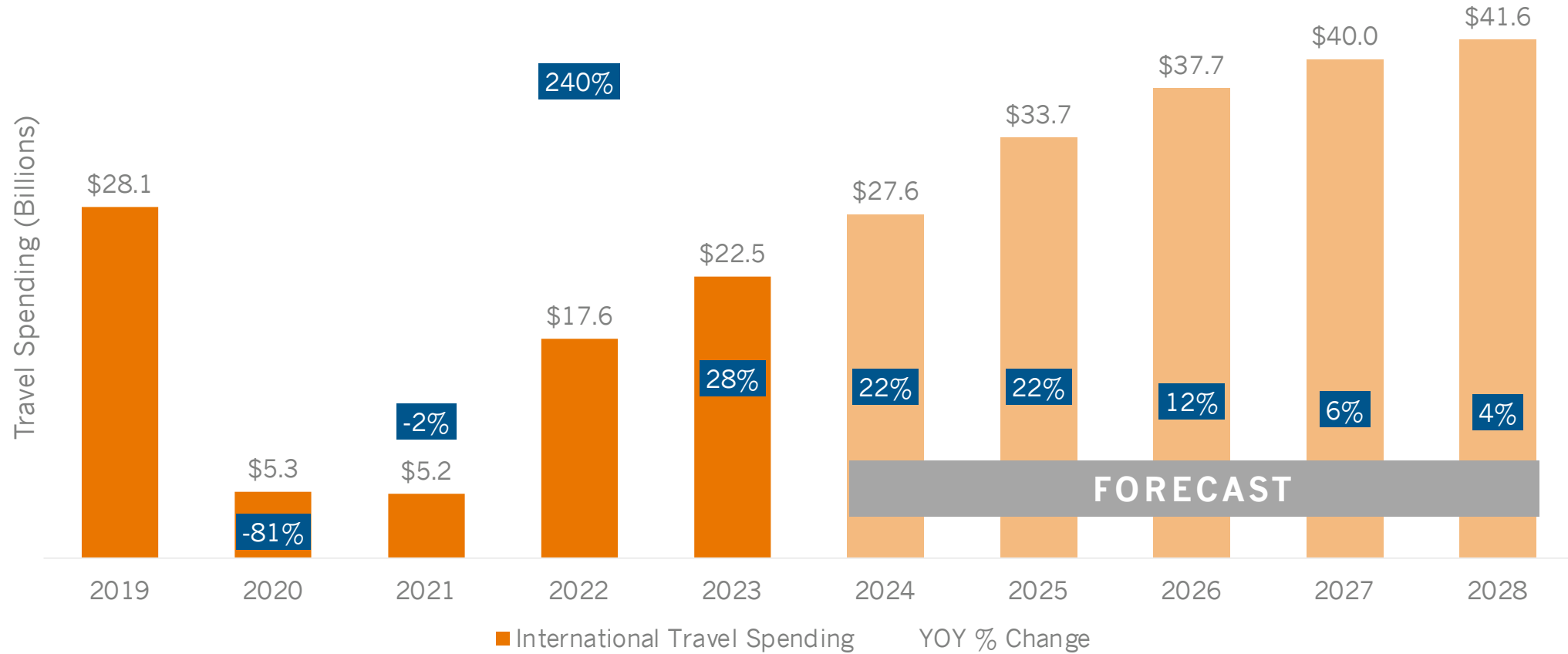
California Int'l Visitation Forecast

The chart below shows the current international visitation forecast and annual growth rate.



California Int'l Spending Forecast

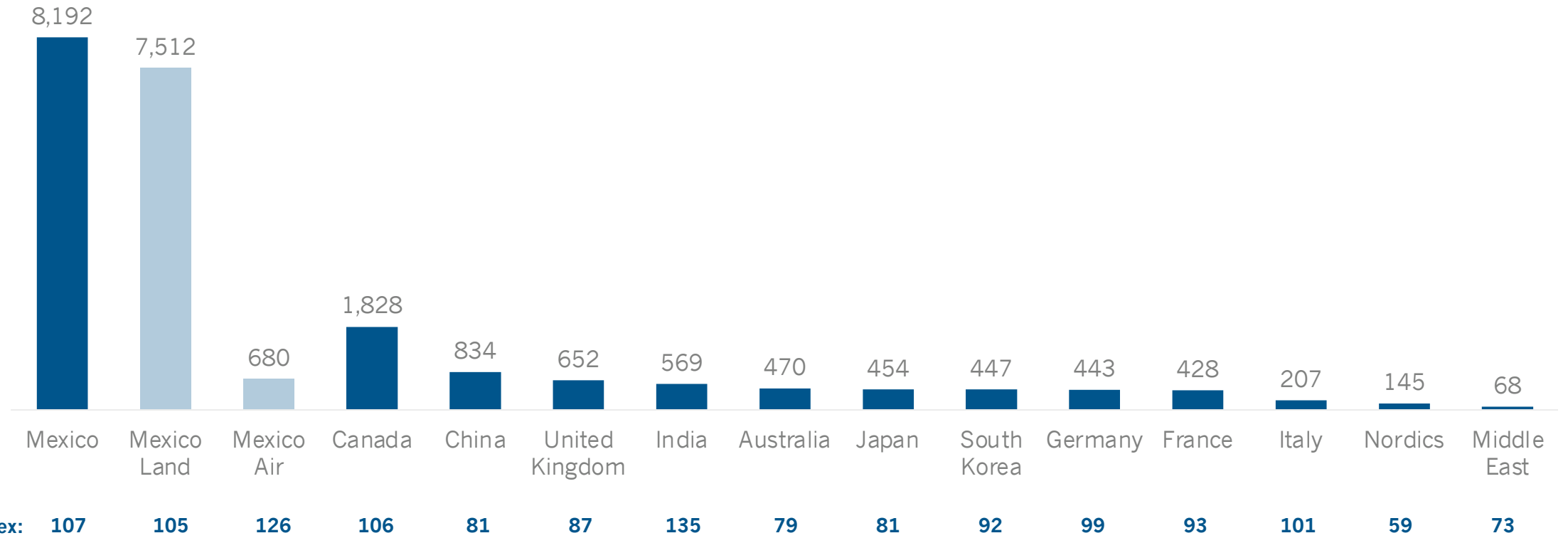
The chart below shows the current travel international spending forecast and annual growth rate.



California Int'l Market Visitation Forecast

The table below shows the international visitation forecast for California and recovery index broken out by international market.

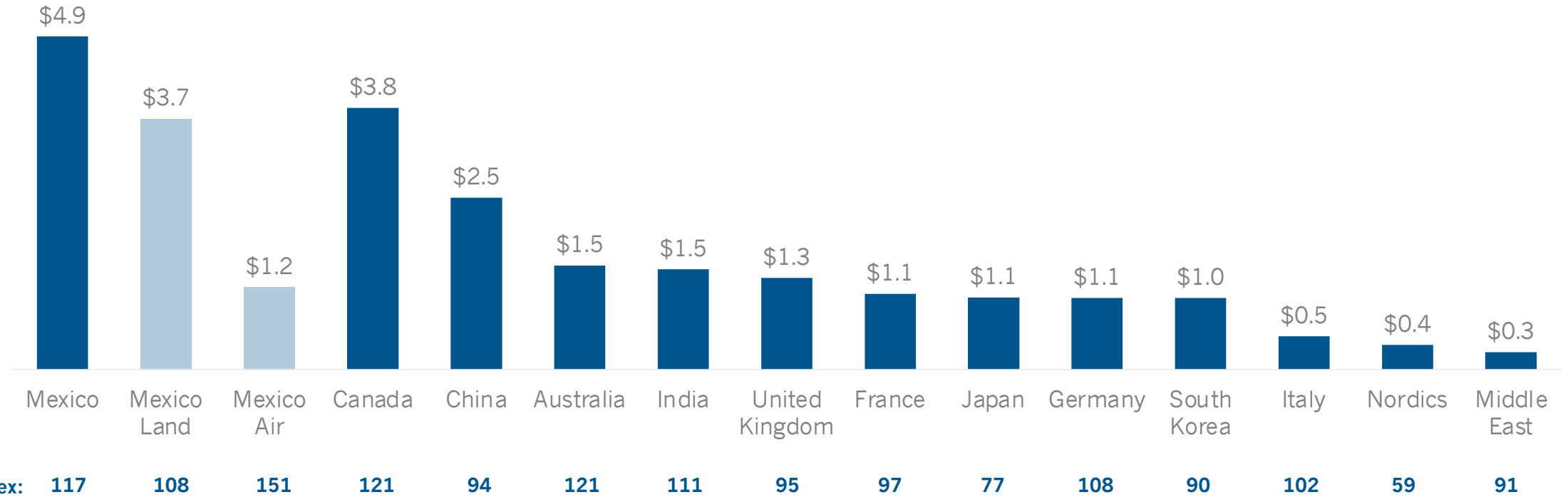
2024 Visitation Forecast (Millions) & 2024 Recovery Index



California Int'l Market Spending Forecast

The table below shows the international visitor spend forecast for California and recovery index broken out by international market.

2024 Visitor Spend Forecast (Billions) & Recovery Index





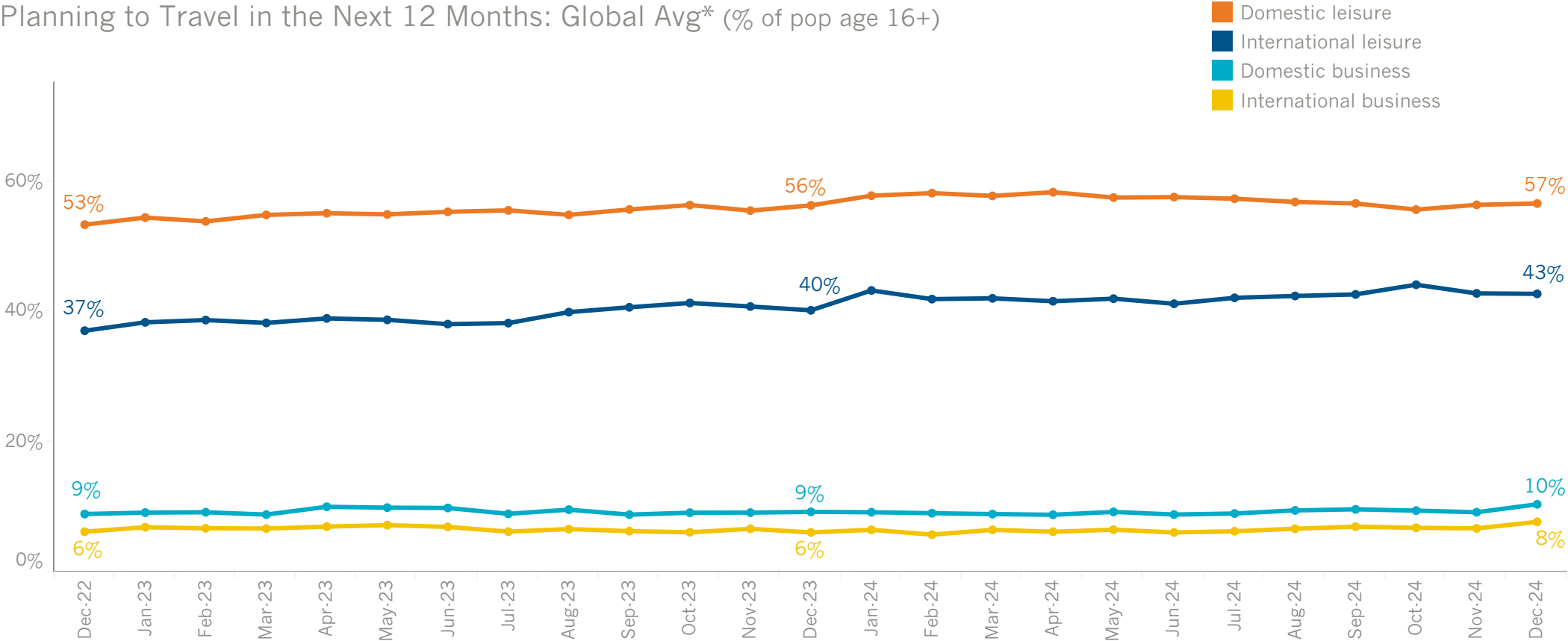
International Indicators: Consumer Sentiment

- Travel Planned
- Barriers to Travel

International Markets Travel Planned

The chart below shows types of travel planned in the next 12 months among international market consumers.

Planning to Travel in the Next 12 Months: Global Avg* (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?

*Based on respondents in Australia, Canada, China, Germany, France, India, Italy, Japan, Mexico, Middle East (Saudi Arabia & UAE), Nordics, South Korea & UK

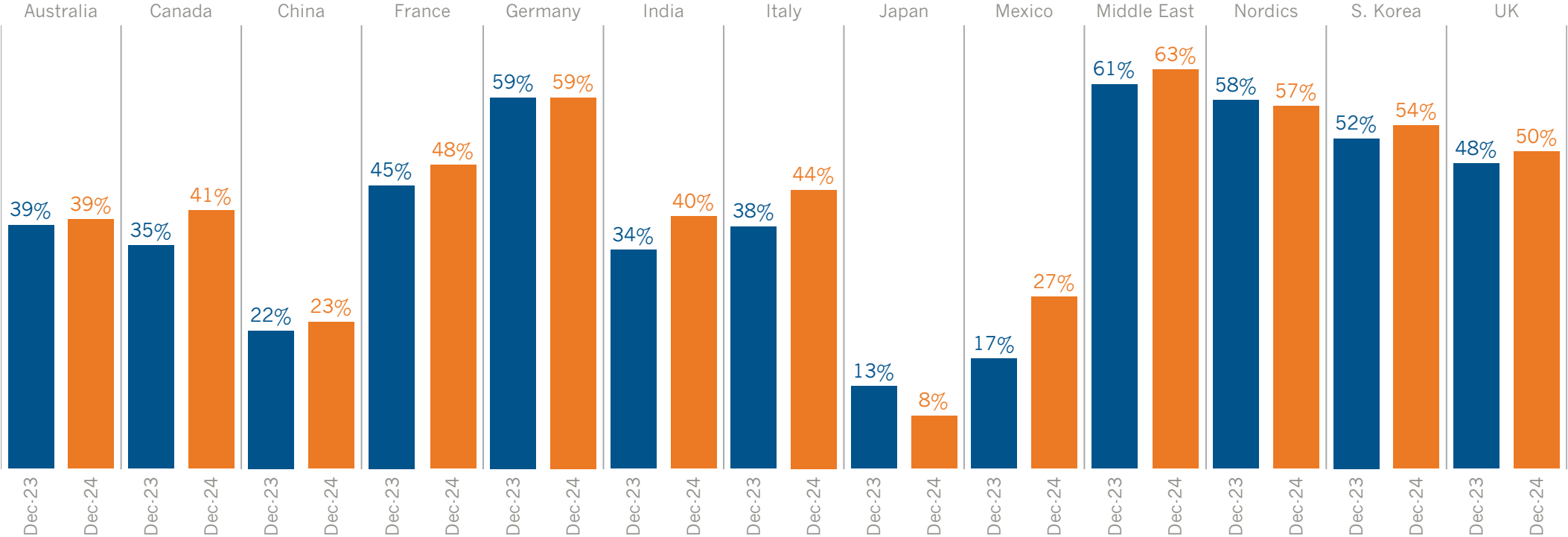
Data reported for: December 2024

Source: YouGov

Markets Travel Planned (International Leisure)

The chart below shows international leisure travel planned in the next 12 months by market.

Planning to Travel in the Next 12 Months: International Leisure Trip (% of pop age 16+)



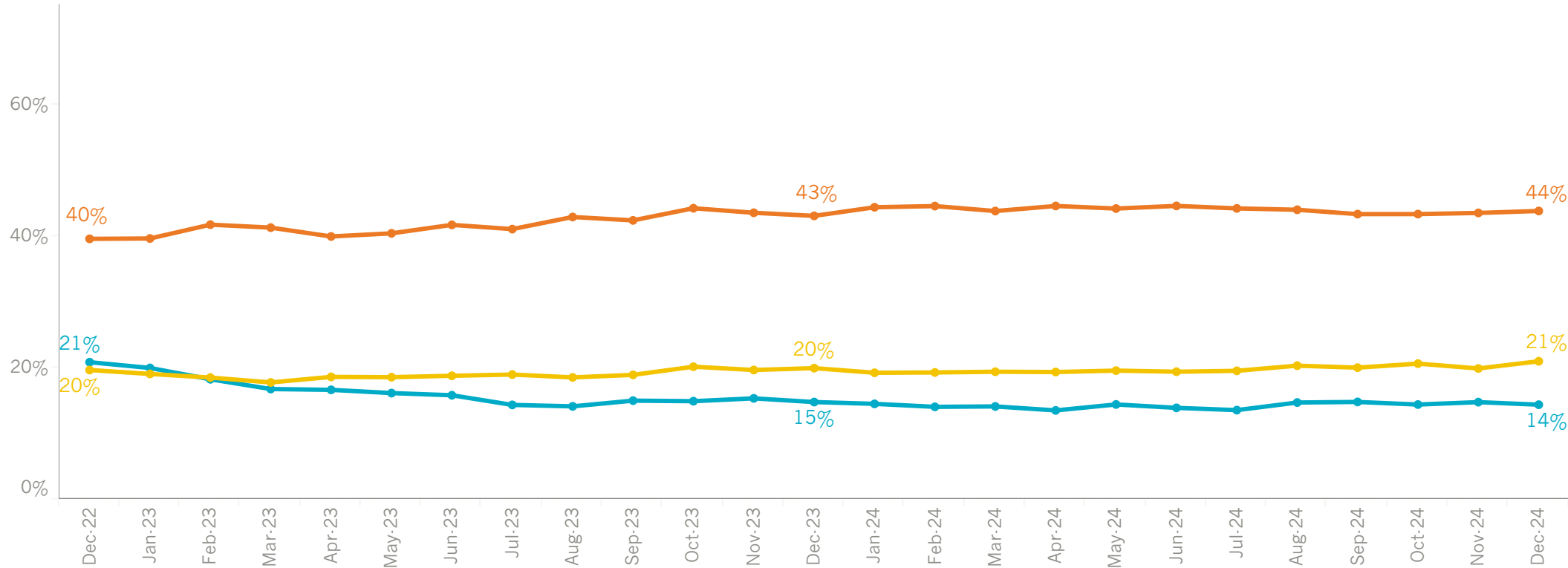
Q: Which, if any, of the following trips are you planning to take in the next 12 months?
Data reported for: December 2024

International Markets Barriers to Travel

The chart below shows perceived barriers to travel among international market consumers not currently planning an international trip.

Barriers to Travel: Global Avg* (% among not planning to travel International in next 12 months)

- Price of travel
- Safety
- Health risks



Q: Which, if any, of the below factors are currently preventing you from traveling?

*Based on respondents in Australia, Canada, China, Germany, France, India, Italy, Japan, Mexico, Middle East (Saudi Arabia & UAE), Nordics, South Korea, & UK

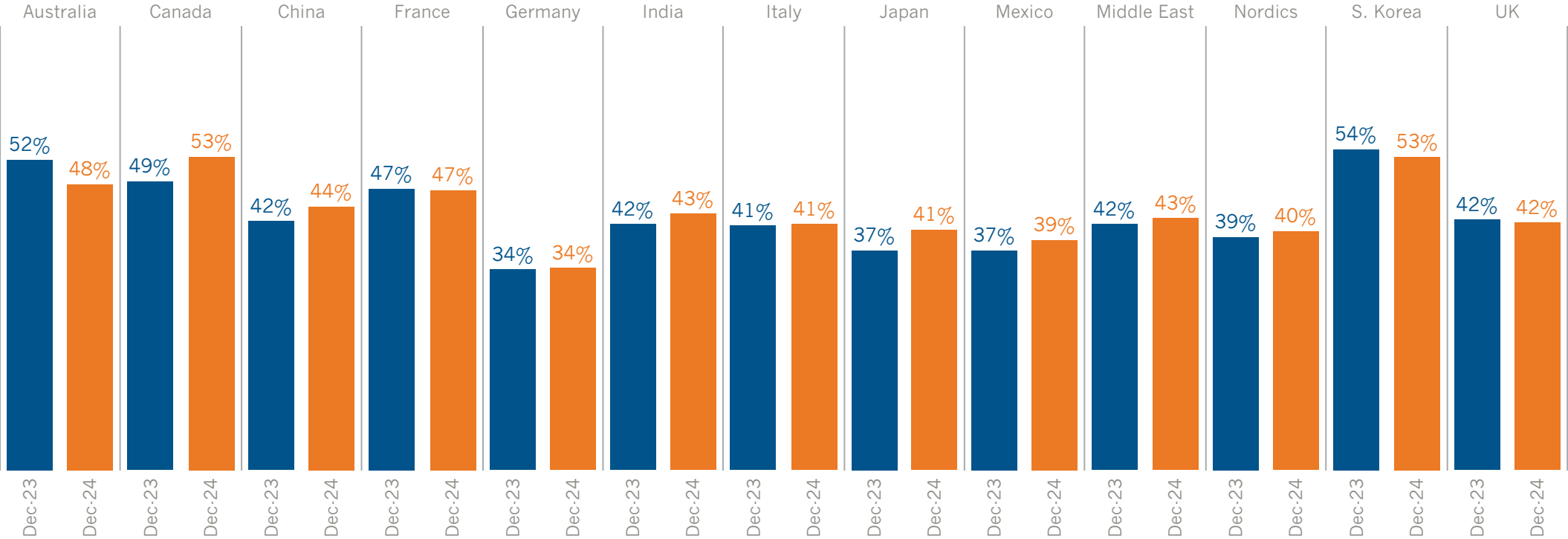
Data reported for: December 2024

Source: YouGov

Markets Barriers to Travel (Price)

The chart below shows price of travel as a barrier among international consumers not currently planning an international trip.

Barriers to Travel: Price of Travel (% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

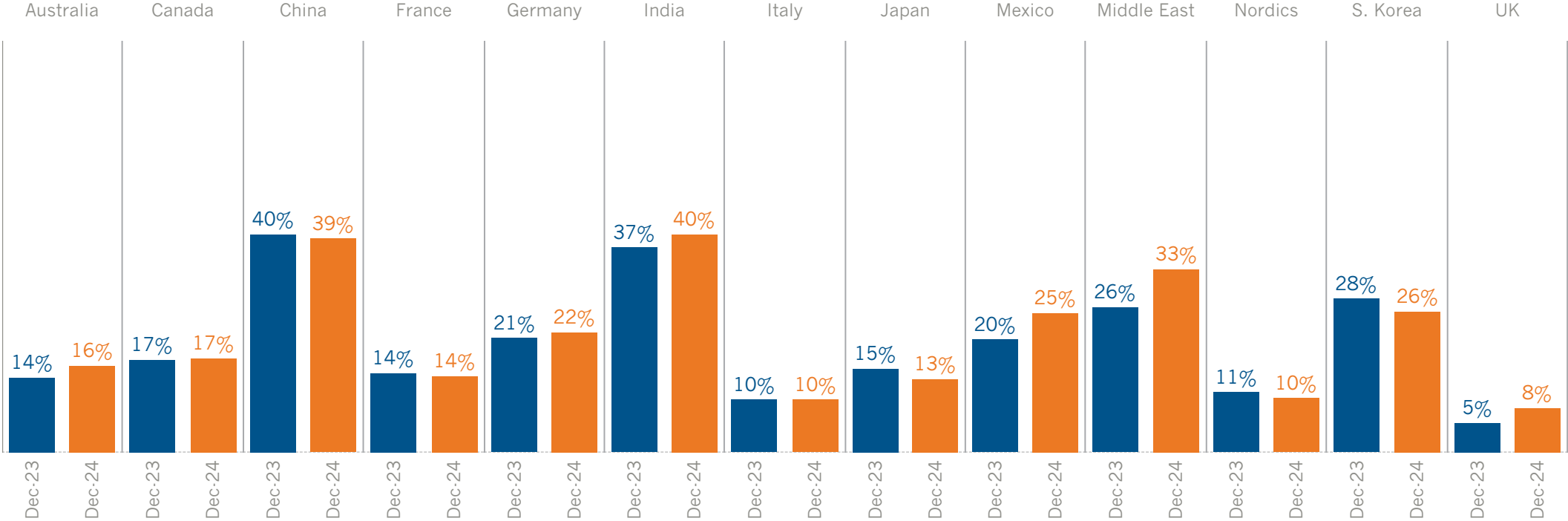
Data reported for: December 2024

Source: YouGov

Markets Barriers to Travel (Safety)

The chart below shows safety as a travel barrier among international consumers not currently planning an international trip.

Barriers to Travel: Safety (% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

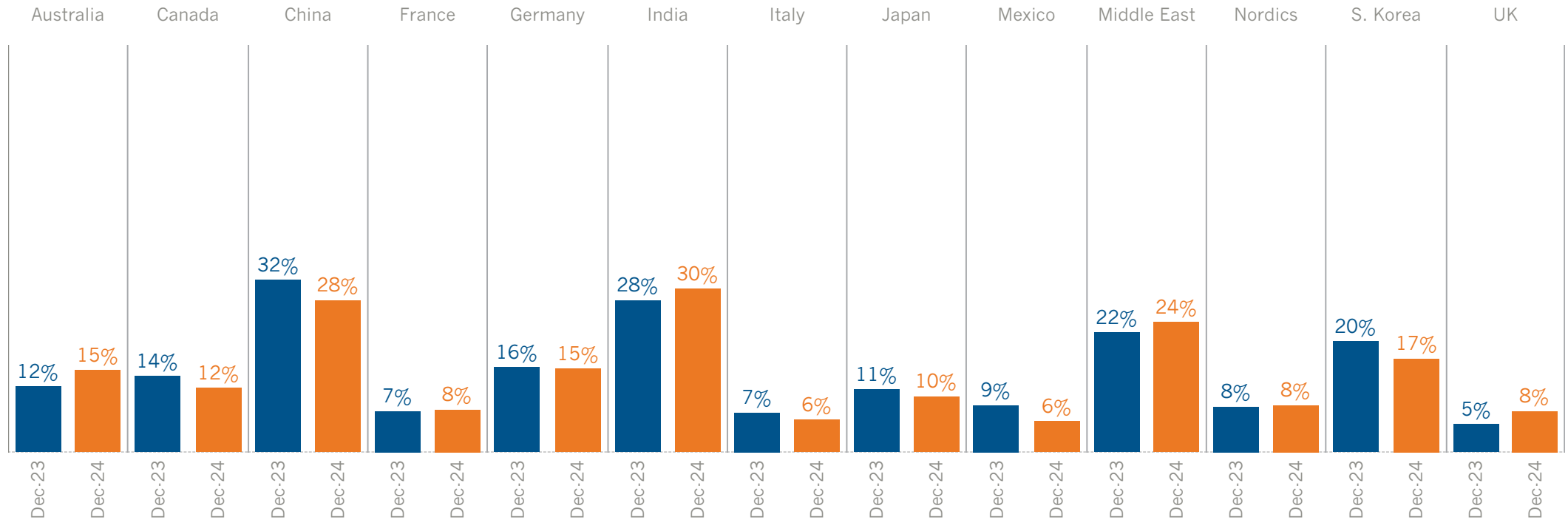
Data reported for: December 2024

Source: YouGov

Markets Barriers to Travel (Health Risks)

The chart below shows health risks as a travel barrier among international consumers not currently planning an international trip.

Barriers to Travel: Health Risks (% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: December 2024

Source: YouGov



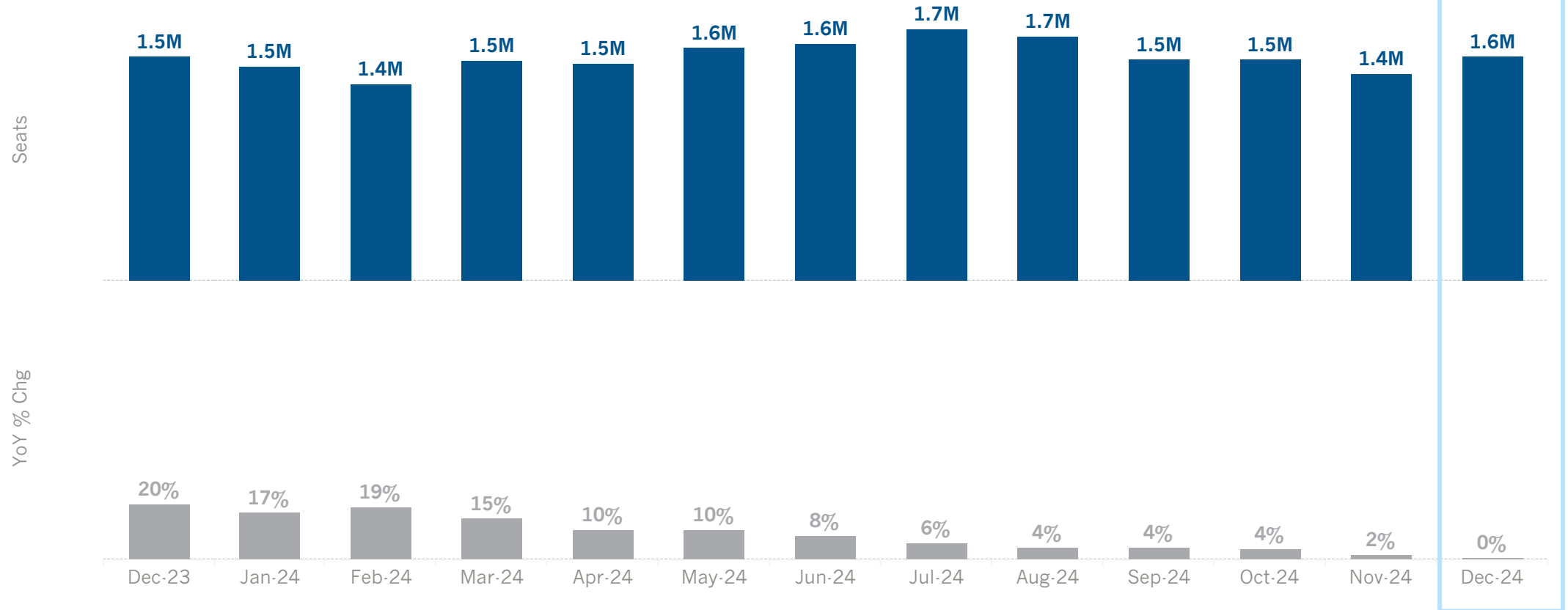
International Indicators: Airlift & Arrivals

- International Non-Stop Seats
- Non-Resident Arrivals

California International Non-Stop Seats

The chart below shows monthly international non-stop seats to California and percent change.

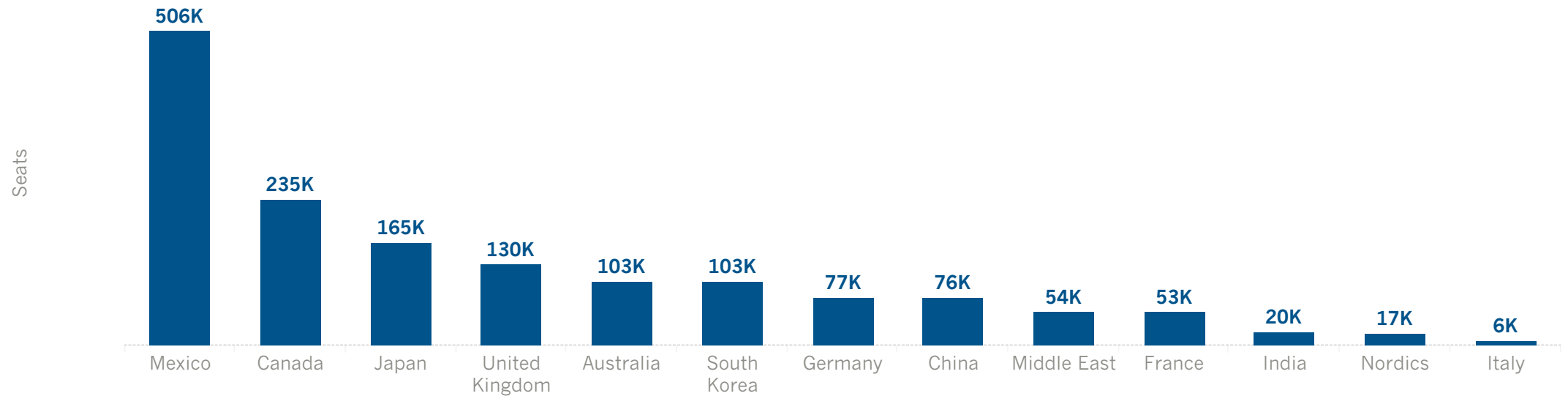
California International Non-Stop Seats



California Int'l Non-Stop Seats by Market

The chart below shows non-stop seats to California by international market for the reporting month.

California International Non-Stop Seats (December 2024)

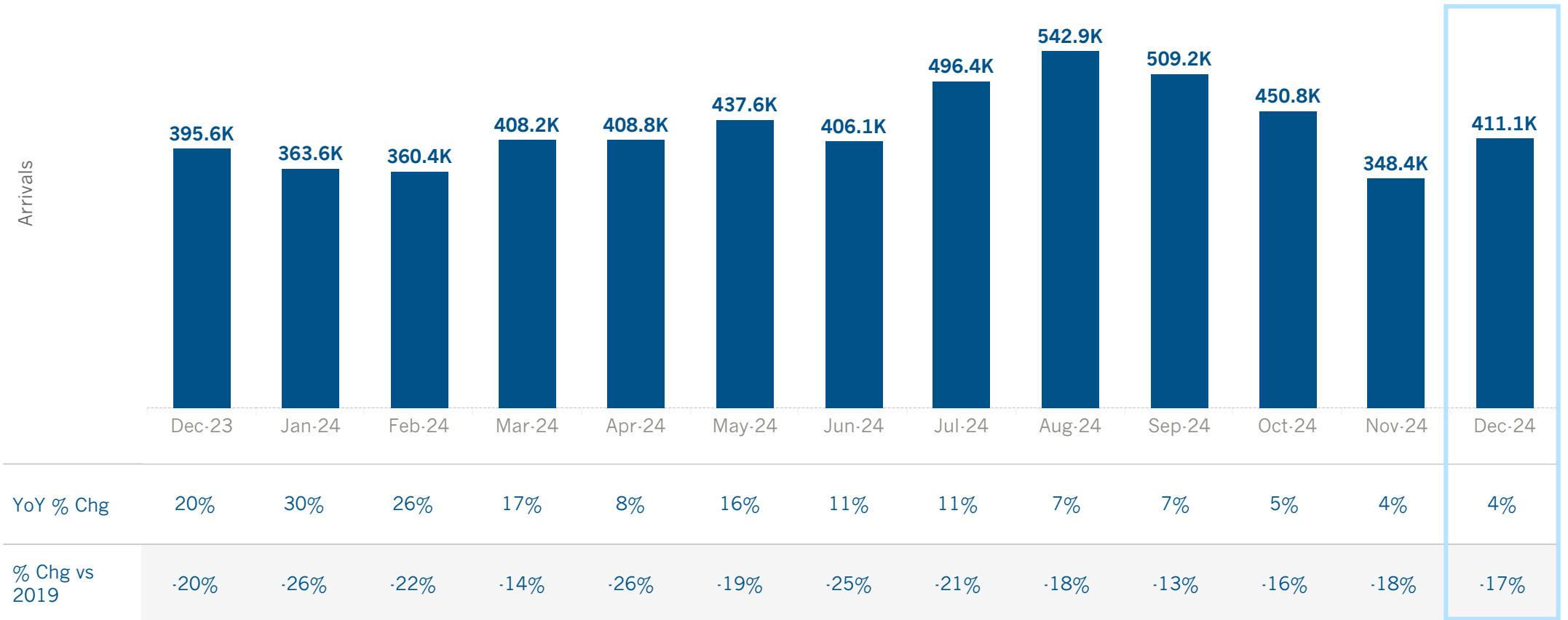


YoY % Chg	3%	2%	2%	-15%	-16%	17%	13%	32%	-7%	-16%	-5%	-3%	-34%
% Chg vs 2019	23%	-2%	24%	-18%	-20%	17%	3%	-60%	11%	-25%	26%	-6%	61%

California Non-Resident Arrivals

The chart below shows total international non-resident arrivals at California's ports of entry and percent changes

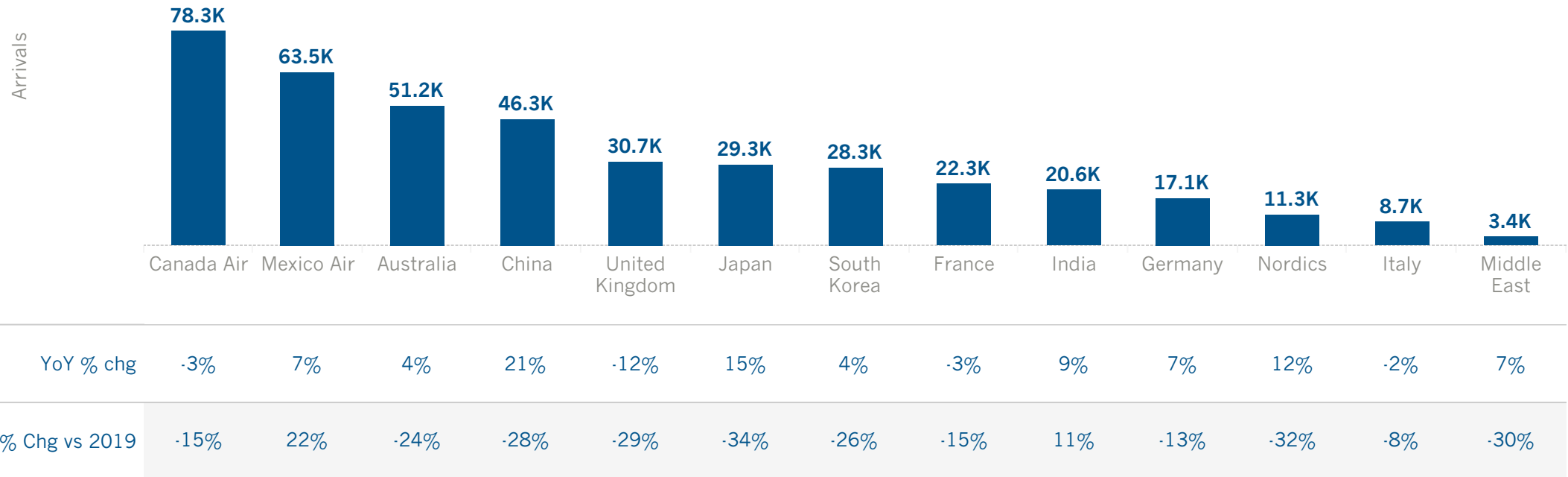
California Non-Resident Arrivals at Ports of Entry



California Non-Resident Arrivals by Market

The chart below shows non-resident arrivals at California's ports of entry by international market for the reporting month.

California Non-Resident Arrivals Ports of Entry (December 2024)





International Indicators: China Recovery Spotlight

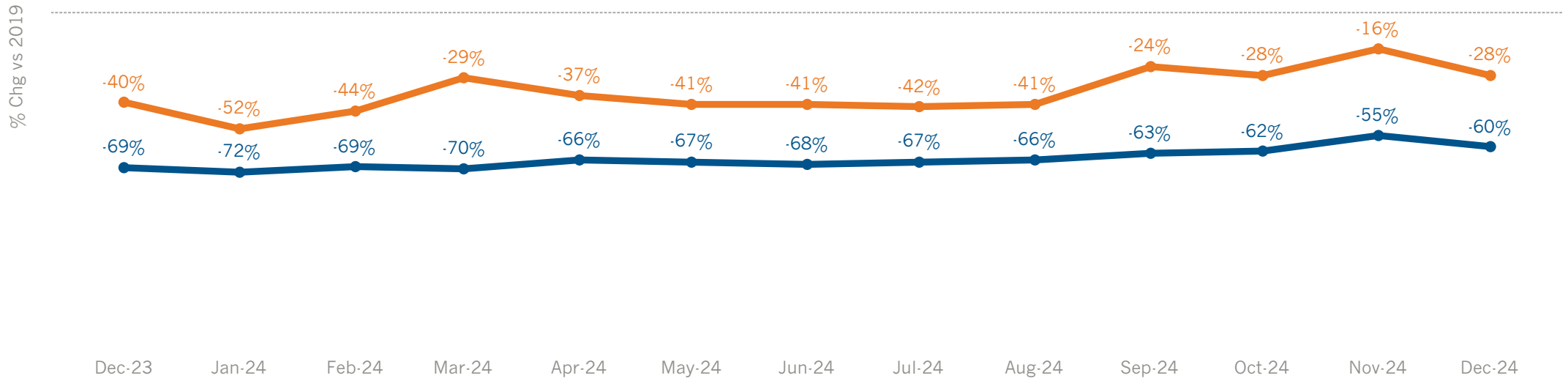
- POE Arrivals/Non-Stop Seats Recovery

China Recovery: Airlift & Arrivals

The chart below shows China non-stop seats and non-resident arrivals at California's ports of entry benchmarked to 2019.

China Airlift (Non-Stop Seats) and Arrivals (Ports of Entry) Recovery (% Chg vs 2019)

POE Arrivals
Non-stop Seats





Appendix:

YTD Metrics

- Lodging Performance
- International Airlift
- International Arrivals

California & Regions Room Demand (YTD)

The chart below shows California and regions hotel room demand year-to-date benchmarked to prior year and to 2019 for the reporting month.

California & Regions Hotel Room Night Demand (YTD)

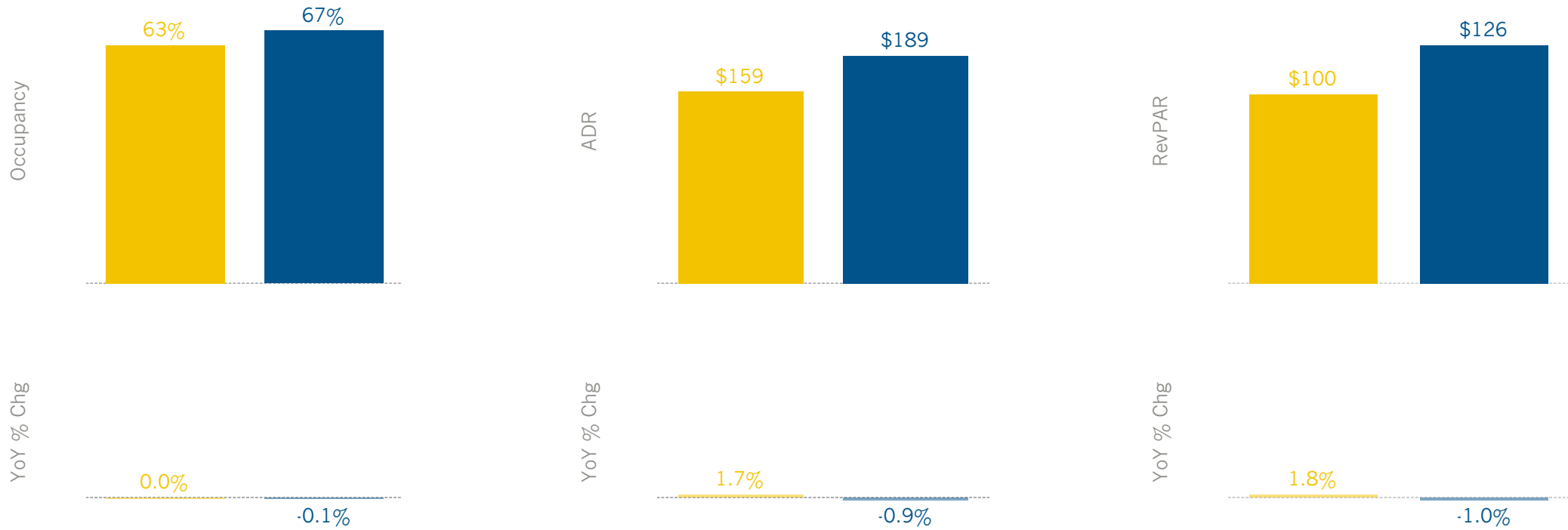
	Total Room Night Demand	YoY % Chg	% Chg vs. 2019
California	139.6M	1%	-7%
Los Angeles County	29.9M	1%	-3%
SF Bay Area	28.9M	1%	-14%
San Diego County	17.4M	2%	0%
Orange County	16.0M	1%	-2%
Central Coast	10.5M	1%	-3%
Central Valley	9.4M	-2%	-7%
Inland Empire	7.2M	0%	4%
Deserts	5.9M	-3%	-2%
Gold Country	5.2M	3%	-7%
High Sierra	3.4M	-2%	-9%
Shasta Cascade	2.0M	3%	-15%
North Coast	1.7M	3%	-16%

U.S. & California Hotel Metrics (YTD)

The charts below show key hotel metrics and percent change for the U.S. and California for year-to-date.

U.S. & California Hotel Performance Metrics (YTD)

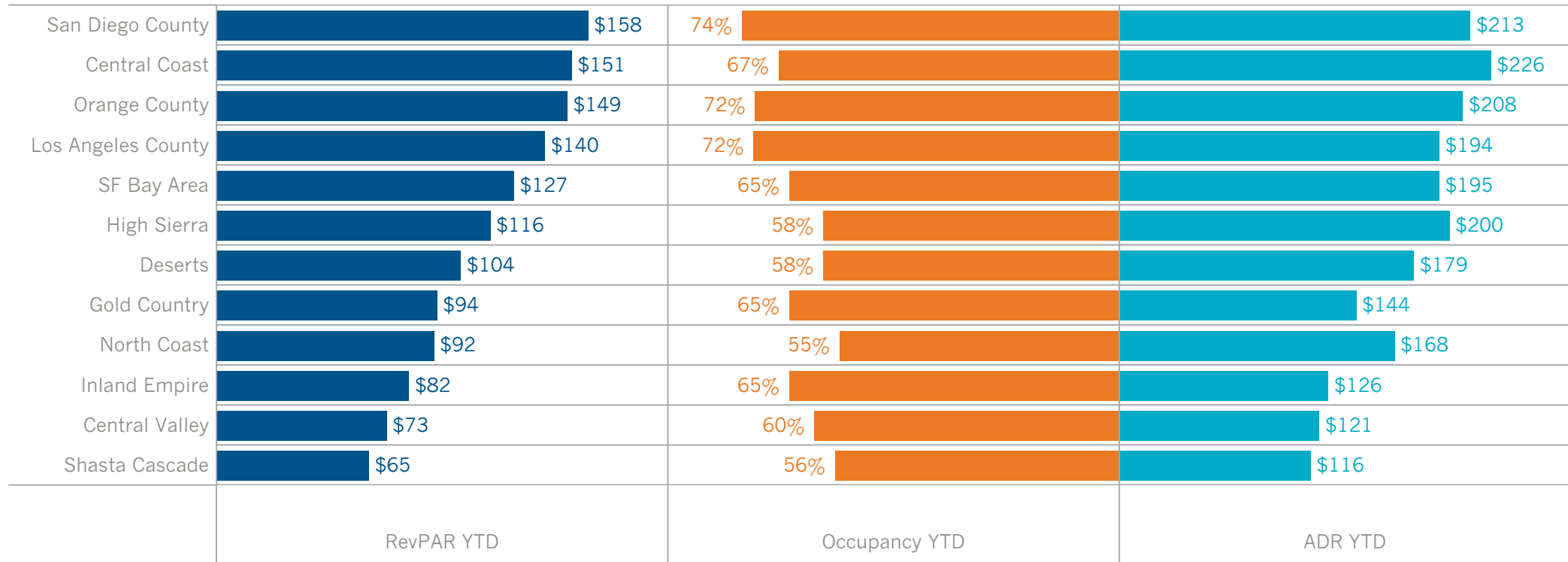
■ U.S. ■ California



California Region Hotel Metrics (YTD)

The charts below show key hotel metrics and percent change for the California tourism regions for year-to-date.

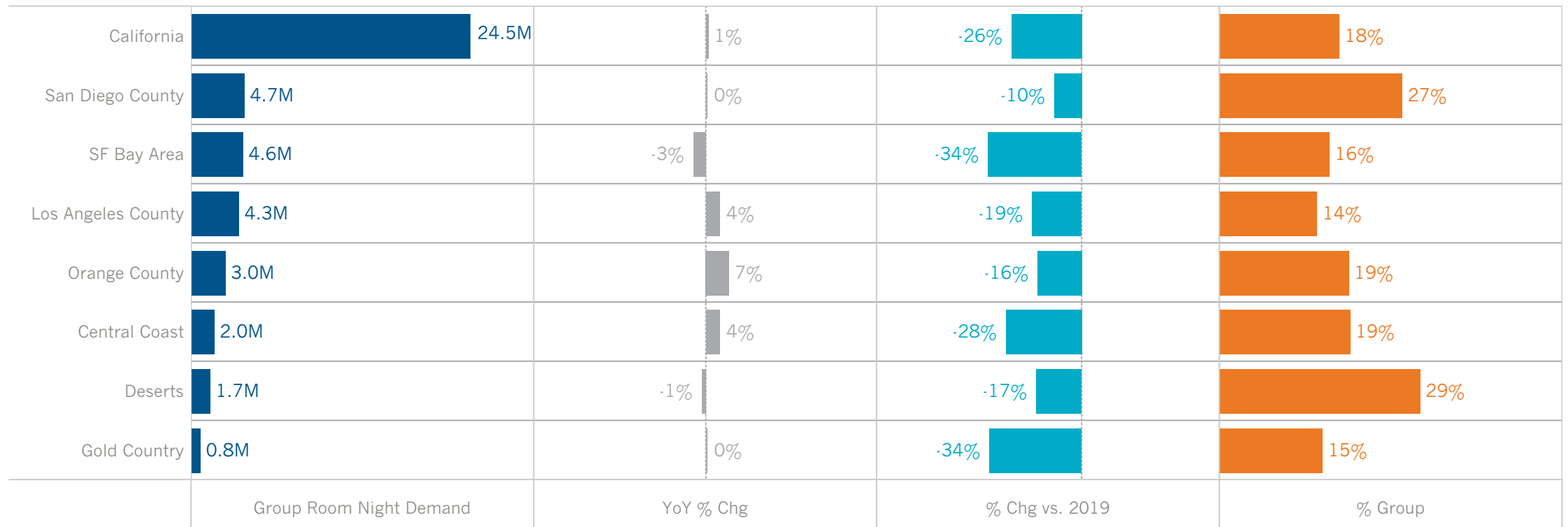
California Region Hotel Performance Metrics (YTD)



California Hotel Group Room Demand (YTD)

The chart below shows group room demand by market, percent change, & percent of total demand for year-to-date.

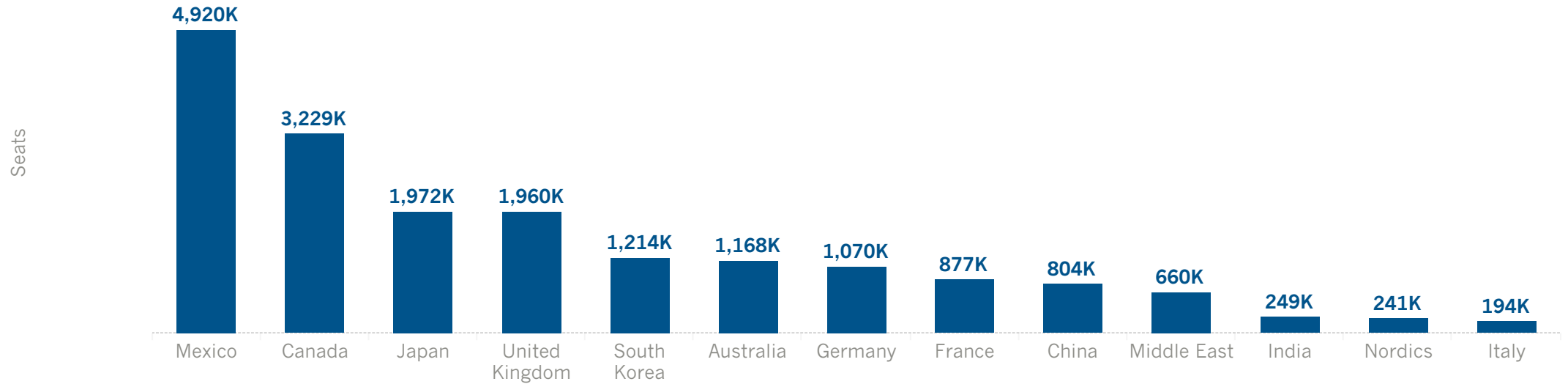
California & Regions Group Hotel Room Night Demand (YTD)



California Int'l Non-Stop Seats by Market (YTD)

The chart below shows non-stop seats to California by international market for year-to-date.

California International Non-Stop Seats (YTD)



YoY % Chg	3%	5%	10%	-2%	16%	7%	9%	0%	198%	-9%	13%	-6%	31%
% Chg vs 2019	13%	1%	26%	-2%	16%	-19%	6%	-13%	-66%	15%	107%	-38%	-3%

California Non-Resident Arrivals by Market (YTD)

The chart below shows non-resident arrivals at California's ports of entry by international market for year-to-date.

California Non-Resident Arrivals Ports of Entry (YTD)

