

California Travel Impacts

2010-2018p

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A Joint Marketing Venture of Visit California
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Executive Summary

This report provides detailed statewide, regional and county travel impact estimates for California from 2010 to 2018. The estimates for 2018 are preliminary. The report also provides an analysis of travel-generated tax revenue and transient occupancy tax receipts for jurisdictions through the 2018 fiscal year.

The California Travel Industry Continues to Expand

The California travel industry grew for the eighth consecutive year since 2010. All visitation and economic impact estimates increased for the year.

- **Spending.** Total direct travel spending in California was \$140.6 billion in 2018 (preliminary). This represents a 5.4 percent increase over 2017 in current dollars and a 2.9 percent increase in real (inflation-adjusted) dollars.
- **Employment.** Direct travel generated employment was 1.16 million in 2018, a 1.7 percent increase over 2017. Travel-generated employment has increased an average of 3.5 percent per year since 2010.
- **Tax Revenues.** Travel-generated state and local tax revenue was \$11.8 billion in 2018, an increase of 7.3 percent over the preceding year. Over seventy percent of these tax revenues were paid by visitors (e.g., lodging and sales taxes). The remainder were paid by travel industry employees and businesses (e.g., property and income taxes). This state and local tax revenue was equivalent to \$890 per California resident household (\$636 for taxes paid by visitors, \$254 for taxes paid by employees and businesses.)
- **Visitation.** Visitor arrivals on domestic flights (41.9 million in 2018) increased by 7.3 percent.[1] Lodging rooms sold increased by 2.0 percent for the year.[2]
- **Origin.** Six out of ten dollars spent at California visitor destinations were attributable to residents of other states and countries.
- **Secondary Impacts.** The re-spending of travel industry income by businesses and employees produces secondary effects. In 2018, these secondary impacts were 795 thousand jobs with earnings of \$53.3 billion. Total (direct and secondary) employment was 2.0 million jobs with earnings of \$105.8 billion.
- **Gross Domestic Product.** The Gross Domestic Product (GDP) of the California travel industry was \$79 billion in 2018. This represents about two and one-half percent of the total GDP of the state.

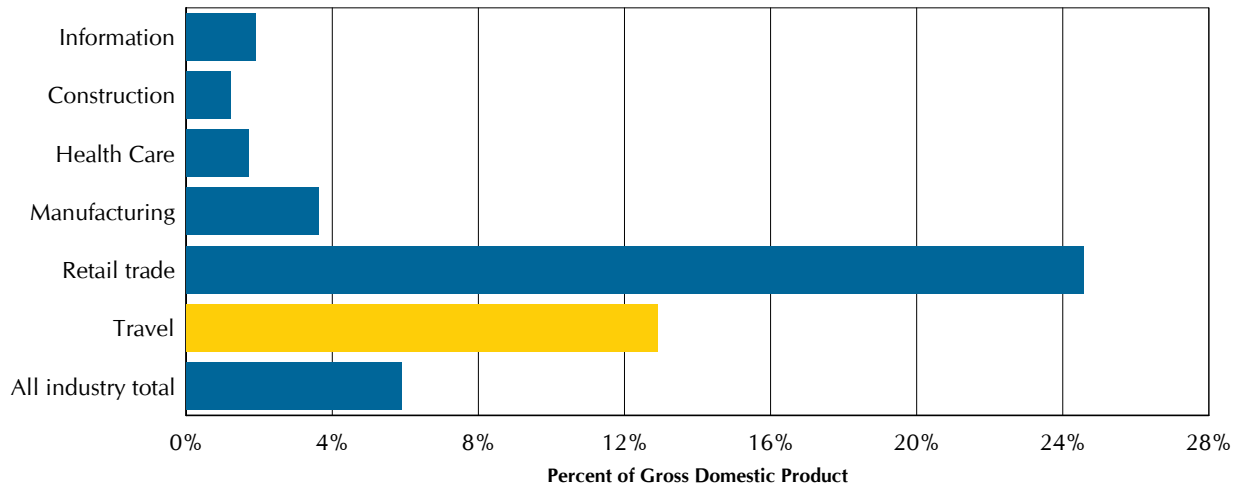
1. Department of Transportation Origin and Destination survey. Estimates by Dean Runyan Associates.

2. STR Inc. lodging report prepared for Visit California.

Tax Revenue Impacts of the California Travel Industry

The California travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about two and one-half percent of the state economy, the travel industry generated 4.6 percent of state and local tax revenues in the 2018 fiscal year (see page 15 of full report). Not only are most travel industry goods and services taxed at the point of sale, but a large share of these commodities (lodging and motor fuel) are taxed at rates that are greater than the general sales tax. Furthermore, a large share of these taxes is not borne by California residents.

Production & Import Taxes as a Percent of GDP



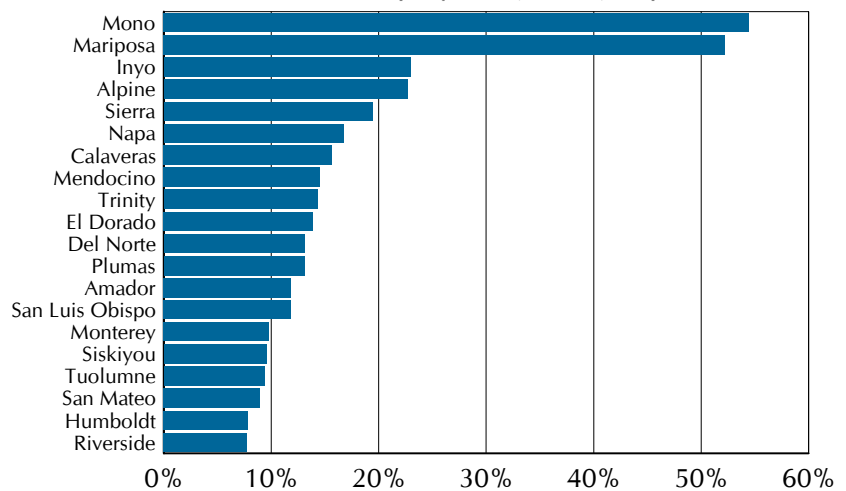
Note: Most of the taxes paid by business firms to local, state and federal governments are included except income taxes. This includes property taxes, licenses and fees and the sales and excise taxes collected from consumers. See page 12 of full report. The data in this chart is for 2017.

The Travel Industry Benefits All Regions of California

Although most travel spending and related economic impacts occur within California's primary metropolitan areas, the travel industry is important throughout California. In general, the counties with less total employment have a bigger share of travel-generated employment.

Travel Generated Employment

Percent of Total Employment, 2017, Top 20



Note: Data for total employment only available for 2017

Preface

The purpose of this study is to document the economic significance of the travel industry in California from 2010 through 2018. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on statewide and local economies in terms of earnings, employment, and tax revenue.

This study was prepared for Visit California. Special thanks are due to Heather Huckeba, Director of Research, and Ani Chibukhchyan, Research Manager, for their support and assistance.

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II. CALIFORNIA TRAVEL



The multi-billion dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

Impacts of Travel in California: A Summary

- Total direct travel spending in California was \$140.6 billion in 2018 (preliminary). This represents a 5.4 percent increase over 2017.
- Direct travel-generated employment was 1.16 million in 2018, a 1.7 percent increase over 2017. Travel-generated employment has increased at an average annual rate of 3.5 percent since 2010.
- Direct travel-generated earnings was \$52.5 billion in 2018, a 6.3 percent increase over 2017. Travel-generated earnings has increased at an average annual rate of 7.2 percent since 2010.
- Travel-generated state and local tax revenue was \$11.8 billion in 2018, an increase of 7.3 percent over the preceding year. Over seventy percent of these tax revenues were paid by visitors (e.g., lodging and sales taxes). The remainder were paid by travel industry employees and businesses (e.g., property and income taxes). This state and local tax revenue was equivalent to \$890 per California resident household (\$636 for taxes paid by visitors, \$254 for taxes paid by employees and businesses.)
- Visitor arrivals on domestic flights (41.9 million in 2018) increased by 7.3 percent.
- The Gross Domestic Product (GDP) of the California travel industry was \$79 billion in 2018. This represents about two and one-half percent of the total GDP of the state.
- The re-spending of travel industry income by businesses and employees produces secondary effects. In 2018, these secondary impacts were 795 thousand jobs with earnings of \$53.3 billion. Total (direct and secondary) employment was 2.0 million jobs with earnings of \$105.8 billion.

Recent Travel Trends in California

Direct Travel Impacts, 2010-2018p

							Ave. Annual %Chg.	
Spending (\$Billions)	2010	2012	2014	2016	2017	2018p	17-18p	10-18p
Total (Current \$)	98.7	108.9	117.4	126.4	133.3	140.6	5.4%	4.5%
Other	7.9	8.5	10.0	11.5	12.3	12.7	3.5%	6.0%
Visitor	90.8	100.4	107.4	114.9	121.0	127.9	5.6%	4.4%
Non-transportation	68.4	76.0	83.5	93.2	97.6	101.8	4.3%	5.1%
Transportation	22.4	24.4	24.0	21.7	23.4	26.1	11.2%	1.9%
Earnings (\$Billions)								
Earnings (Current \$)	30.0	33.7	38.1	46.1	49.4	52.5	6.3%	7.2%
Employment (Thousands)								
Employment	882	945	1,028	1,110	1,144	1,163	1.7%	3.5%
Tax Revenue (\$Billions)								
Total (Current \$)	13.3	13.7	15.6	17.4	18.1	19.3	7.1%	4.7%
Local	3.4	3.8	4.5	5.3	5.6	5.9	5.1%	7.1%
Visitor	2.2	2.6	3.2	3.7	4.0	4.2	5.4%	8.4%
Business or Employee	1.2	1.2	1.3	1.5	1.6	1.7	4.3%	4.2%
State	4.9	4.8	5.2	5.3	5.3	5.9	10.9%	2.5%
Visitor	3.8	3.7	3.9	3.8	3.9	4.5	14.2%	2.0%
Business or Employee	1.0	1.1	1.3	1.5	1.4	1.4	1.9%	4.1%
Federal	5.0	5.1	6.0	6.9	7.1	7.5	5.7%	5.1%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

Earnings include wages & salaries, earned benefits and proprietor income.

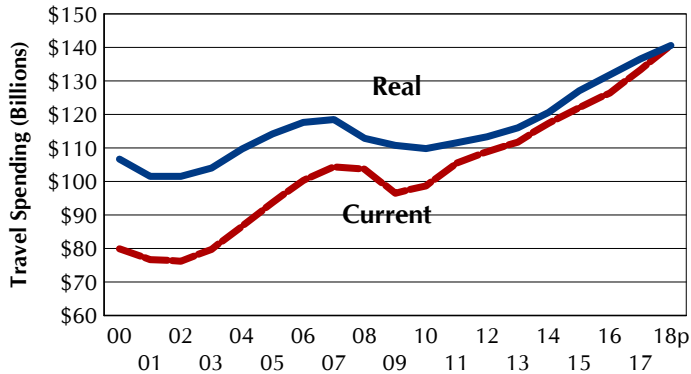
Employment includes all full- and part-time employment of payroll employees and proprietors.

Local tax revenue includes lodging taxes, sales taxes, auto rental taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

State tax revenue includes lodging, sales and motor fuel tax payments of visitors, and the income tax and sales tax payments attributable to the travel industry income of businesses and employees.

Federal tax revenue includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

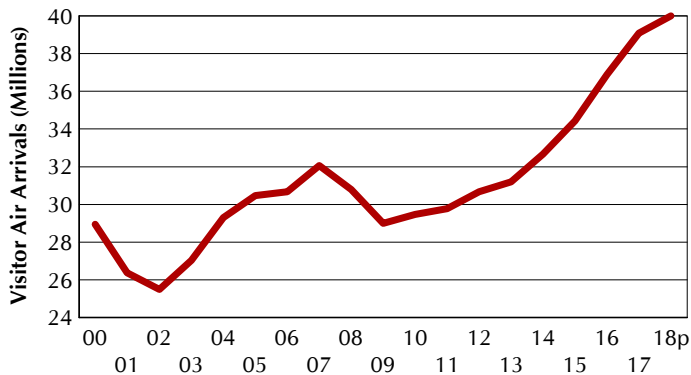
California Travel Spending Real and Current Dollars



In real dollars (adjusted for inflation) California travel spending increased by 2.9 percent over 2017, following a 3.6 percent increase the preceding year (see top graph, left). Over the past five years, real and current travel spending have had similar rates of increase.

Sources: Real dollar travel spending was adjusted with a composite of price indices for the West Urban CPI, California room rates reported by STR, Inc., California gasoline prices reported by the Energy Information Administration, and airfares to California airports reported by the U.S. Department of Transportation Origin and Destination survey.

Domestic Air Passenger Visitor Arrivals California Airports

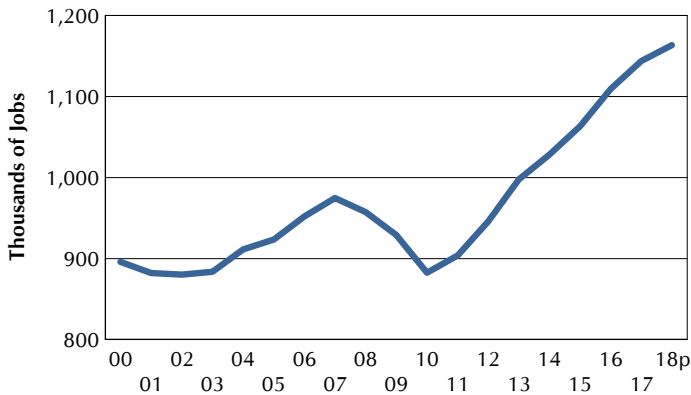


Visitor air travel on domestic flights to California destinations (41.9 million) increased by 7.3 percent in 2018. During the past three years, visitor arrivals on domestic flights have increased at 4.4 percent per year.

Sources: Dean Runyan Associates, Inc. and Bureau of Transportation Statistics (U.S. Dept. of Transportation).

Note: These estimates are for visitor arrivals only. They do not include return travel of California residents or connecting flights normally reported in air passenger statistics.

Travel-Generated Employment

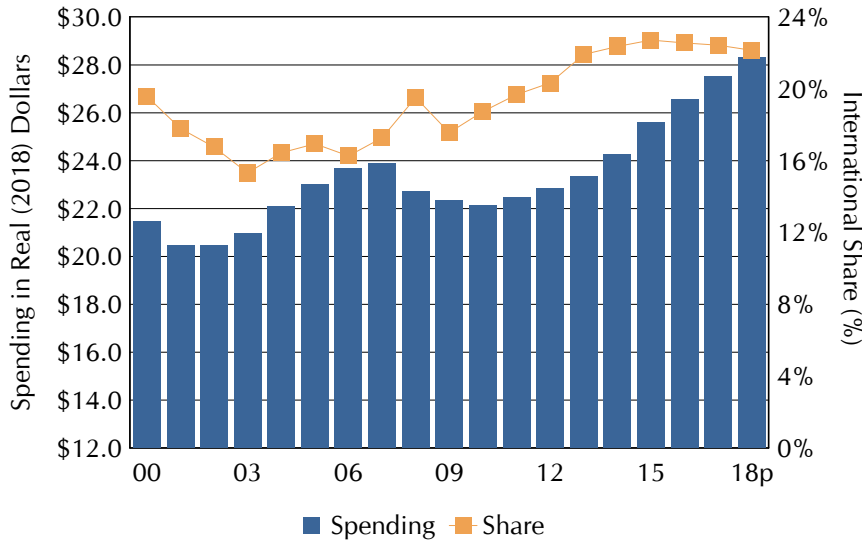


Travel-generated employment has increased by 3.5 percent per year since 2010.

Source: Dean Runyan Associates.

Origin

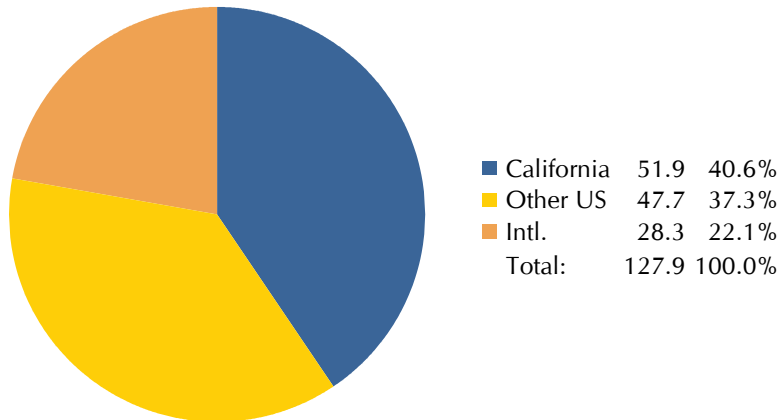
International Visitor Spending



The share of international travel spending in California has flattened over the past four years after substantial increases in previous years. Spending is in real dollars.

Sources: Tourism Economics, International Trade Administration (U.S. Department of Commerce) and Bureau of Economic Analysis (U.S. Department of Commerce).

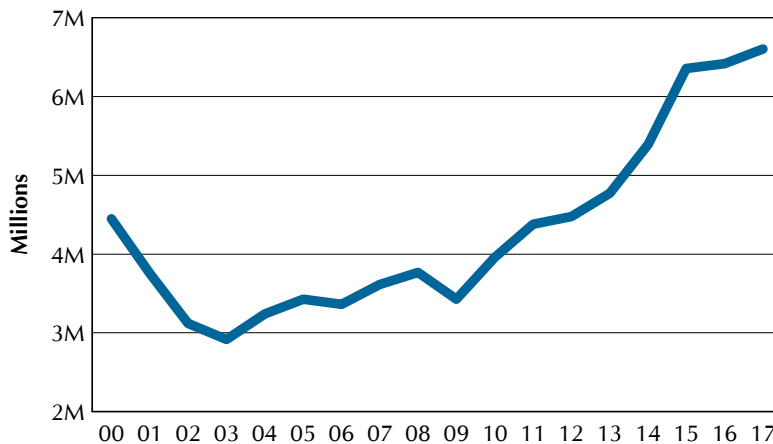
Visitor Spending by Origin, 2018p



In 2018, about six out of every ten dollars spent at California visitor destinations were attributable to residents of other states and countries.

Source: TNS Travels America visitor survey and sources cited for preceding graph.

Overseas Arrivals at California Ports of Entry



Overseas arrivals at California Ports of Entry is estimated to have increased by 2.9 percent in 2018.

Note: 2018 has been estimated using Tourism Economics annual change for overseas visitors from 2017 to 2018. The original source data is under review by the NTTO. NTTO press release. <https://bit.ly/2JTgmH1>

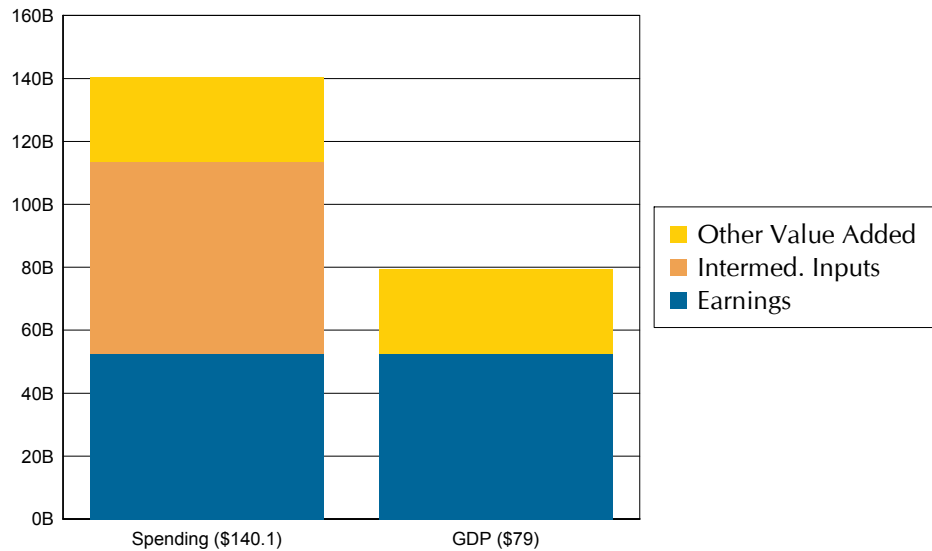
Sources: Office of Immigration Statistics (U.S. Department of Homeland Security). California total is the sum of LA and SF Ports of Entry. Tourism

California Travel Industry Gross Domestic Product

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the California travel industry is shown below. California travel industry GDP of \$79 billion represents approximately two and one-half percent of total California GDP.

The below estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in California will be delivered by other California firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other California businesses. These inputs are sometimes referred to as “indirect” effects.

Travel Spending and Gross Domestic Product of California Travel Industry, 2018p
(\$ Billions)



Direct, Secondary and Total Impacts

Travel spending within California brings money into many California communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers at businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

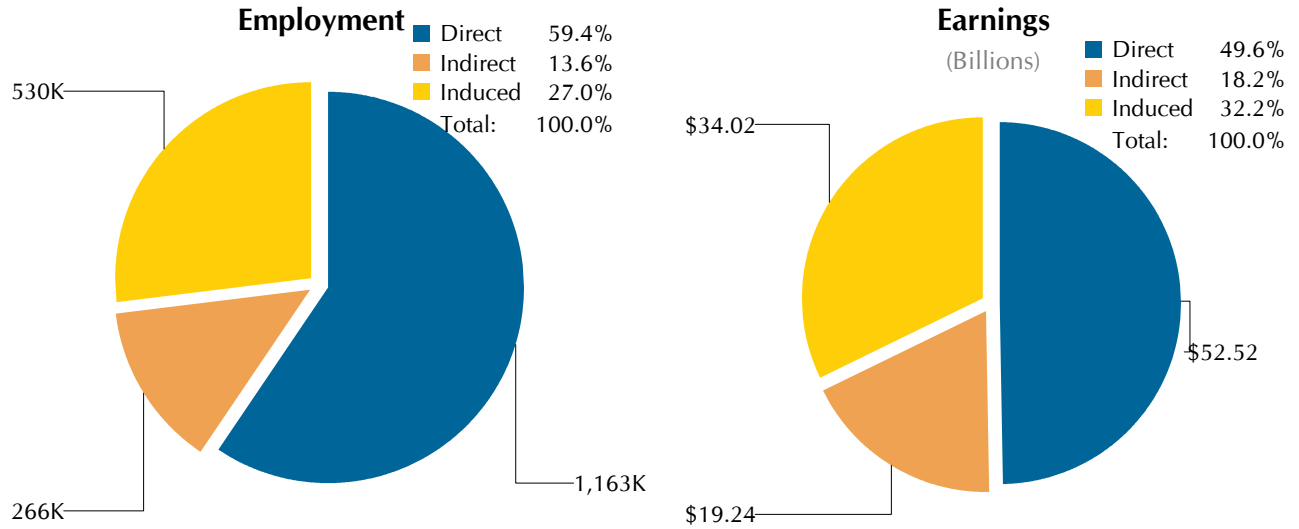
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Trade**
- **Transportation**

As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all thirteen industry groupings shown in the following tables and graphs that summarize the primary secondary impacts.

Total Employment and Earnings Generated by Travel Spending in California, 2018p

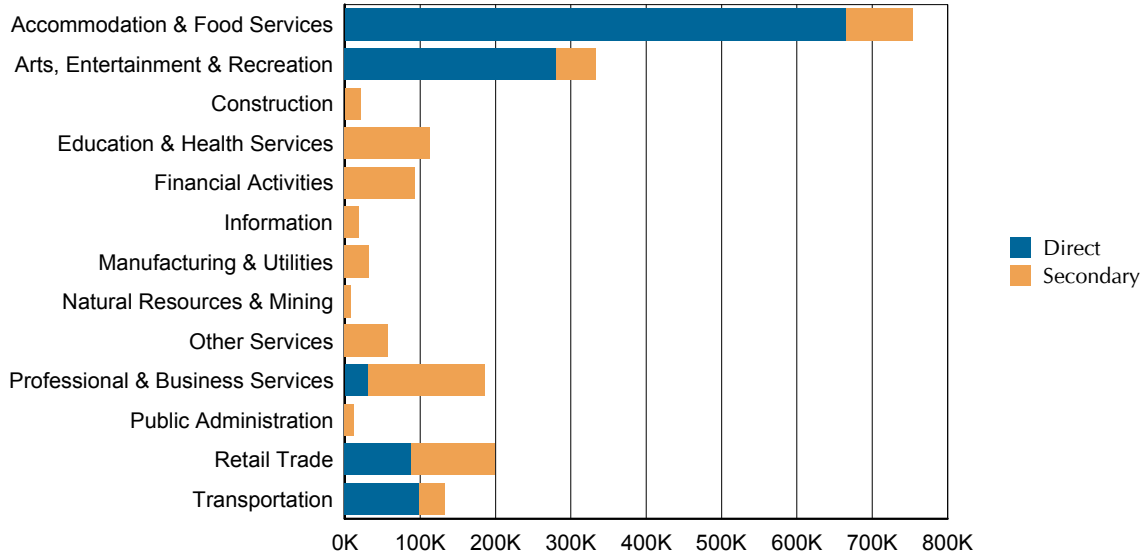


Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 1,958,500 jobs. The employment multiplier for 2018 is 1.68 (1,958.50/1,163.23). Total earnings were \$105.78 Billion. The earnings multiplier is 2.01 (105.78/52.52).

- **Professional and Business Services** (154,100 jobs and \$11.8 billion earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (113,400 jobs and \$8.1 billion earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (92,700 jobs and \$6.1 billion earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (57,100 jobs and \$3.0 billion earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

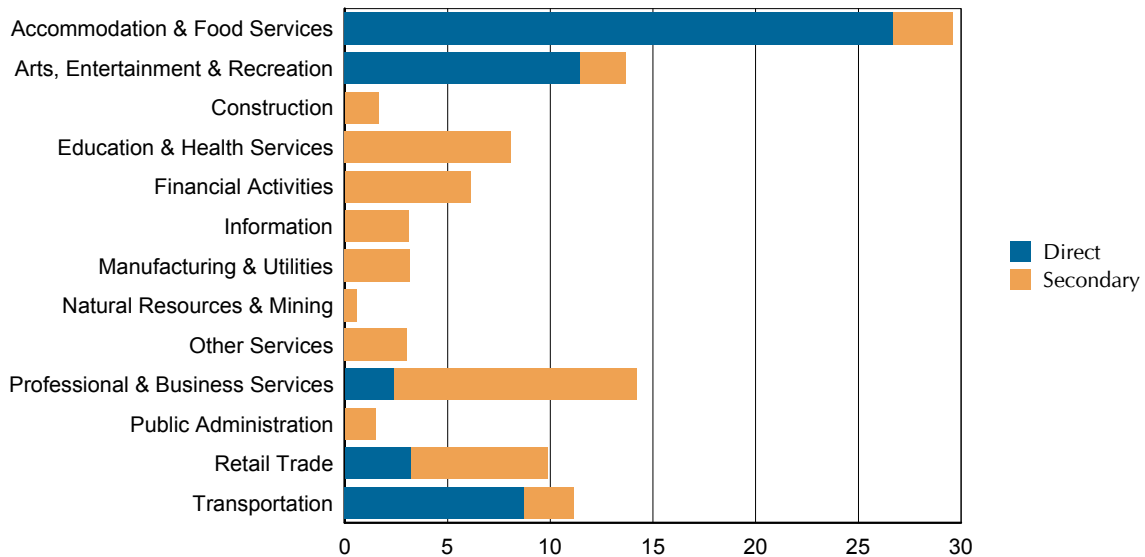
Direct and Secondary Employment

Generated by Travel Spending in California



Direct and Secondary Earnings

Generated by Travel Spending in California



Detailed estimates are reported in the following table. It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of California and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic boundaries.

Direct and Secondary Travel-Generated Earnings in California,
(\$Million)

Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	26,690	781	2,098	2,879	29,569
Arts, Entertainment & Recreation	11,455	1,534	688	2,222	13,677
Construction		513	1,138	1,651	1,651
Education & Health Services		83	8,010	8,093	8,093
Financial Activities		2,145	3,988	6,133	6,133
Information		1,847	1,261	3,109	3,109
Manufacturing & Utilities		1,441	1,732	3,173	3,173
Natural Resources & Mining		250	356	606	606
Other Services		792	2,220	3,012	3,012
Professional & Business Services	2,408	6,914	4,887	11,801	14,209
Public Administration		754	741	1,496	1,496
Retail Trade	3,235	848	5,811	6,658	9,893
Transportation	8,731	1,336	1,092	2,429	11,160
	52,519	19,238	34,022	53,262	105,781

Direct and Secondary Travel-Generated Employment in California,
(thousand jobs)

Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	665.5	24.0	63.9	88.0	753.5
Arts, Entertainment & Recreation	280.6	34.8	17.2	52.0	332.5
Construction		6.5	14.1	20.6	20.6
Education & Health Services		2.0	111.3	113.4	113.4
Financial Activities		34.0	58.7	92.7	92.7
Information		10.4	8.7	19.1	19.1
Manufacturing & Utilities		15.3	16.8	32.1	32.1
Natural Resources & Mining		4.0	4.4	8.4	8.4
Other Services		11.0	46.0	57.1	57.1
Professional & Business Services	31.5	89.7	64.4	154.1	185.5
Public Administration		6.0	6.2	12.2	12.2
Retail Trade	87.5	9.7	101.9	111.6	199.1
Transportation	98.2	18.3	16.0	34.3	132.4
	1,163	266	530	795	1,958

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix G. Details may not add to totals due to rounding.

Detailed direct travel impacts for 2010 through 2018 follow:

CALIFORNIA

Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Billion)								
	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	90.8	100.4	102.4	107.4	111.3	114.9	121.0	127.9
Other Travel	7.9	8.5	9.3	10.0	10.7	11.5	12.3	12.7
Total	98.7	108.9	111.7	117.4	121.9	126.4	133.3	140.6
Visitor Spending by Type of Traveler Accommodation (\$Billion)								
	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	45.9	52.5	55.4	59.7	63.7	67.3	70.5	73.8
Private Home	14.8	16.0	15.7	16.1	15.9	15.8	17.2	18.8
Campground	2.5	2.5	2.5	2.6	2.6	2.6	2.7	2.9
Vacation Home	4.0	4.3	4.2	4.3	4.3	4.3	4.6	4.9
Day Travel	23.7	25.0	24.6	24.8	24.8	24.9	26.0	27.5
Total	90.8	100.4	102.4	107.4	111.3	114.9	121.0	127.9
Visitor Spending by Commodity Purchased (\$Billion)								
	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	15.2	18.1	19.7	22.0	24.3	26.2	27.4	28.9
Food Service	23.3	25.5	26.3	27.2	28.7	30.4	32.0	33.5
Food Stores	3.0	3.4	3.5	3.6	3.8	3.9	3.9	3.9
Local Tran. & Gas	18.2	19.7	18.3	18.6	17.2	16.0	17.6	19.9
Arts, Ent. & Rec.	14.0	15.2	15.6	16.1	16.7	17.4	17.8	18.2
Retail Sales	12.7	13.7	14.0	14.5	15.0	15.3	16.5	17.3
Visitor Air Tran.	4.2	4.7	5.0	5.4	5.6	5.7	5.8	6.1
Total	90.8	100.4	102.4	107.4	111.3	114.9	121.0	127.9
Industry Earnings Generated by Travel Spending (\$Billion)								
	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	14.9	17.0	18.1	19.4	21.2	23.4	25.0	26.7
Arts, Ent. & Rec.	7.4	8.2	8.7	9.3	9.9	10.6	11.0	11.5
Retail	2.3	2.5	2.5	2.7	2.8	3.0	3.1	3.2
Ground Tran.	1.1	1.2	1.2	1.3	1.4	1.5	1.7	2.2
Visitor Air Tran.	1.4	1.6	1.8	1.8	2.0	2.7	3.1	3.2
Other Travel	2.9	3.1	3.5	3.6	4.0	4.9	5.5	5.7
Total	30.0	33.7	35.9	38.1	41.4	46.1	49.4	52.5
Industry Employment Generated by Travel Spending (Thousand Jobs)								
	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	494.8	538.7	572.0	589.6	608.8	632.5	652.0	665.5
Arts, Ent. & Rec.	216.7	230.2	243.1	252.4	261.3	270.8	276.8	280.6
Retail	75.2	77.9	78.9	82.2	83.5	85.8	87.3	87.5
Ground Tran.	28.4	30.6	31.1	31.6	32.7	34.0	35.0	35.8
Visitor Air Tran.	20.4	21.5	22.7	22.8	24.2	27.5	30.2	30.7
Other Travel	46.9	46.6	49.4	49.8	52.6	59.0	62.4	63.2
Total	882.4	945.4	997.3	1,028.4	1,063.1	1,109.6	1,143.8	1,163.2
Tax Receipts Generated by Travel Spending (\$Million)								
	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	3.4	3.8	4.1	4.5	4.9	5.3	5.6	5.9
State Tax Receipts	4.9	4.8	5.0	5.2	5.2	5.3	5.3	5.9
Federal Tax Receipts	5.0	5.1	5.6	6.0	6.4	6.9	7.1	7.5
Total	13.3	13.7	14.8	15.6	16.5	17.4	18.1	19.3

Details may not add to total due to rounding. * Other Travel includes air travel spending made by California residents for travel to out-of-state and other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses. Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

III. State and Local Government Revenue

This section is concerned with the contribution of the California travel industry to state and local government finance. The first part of the report compares the travel industry to various other sectors of the state economy. The remainder provides an overview of state and local finance and the revenue contribution of the travel industry.

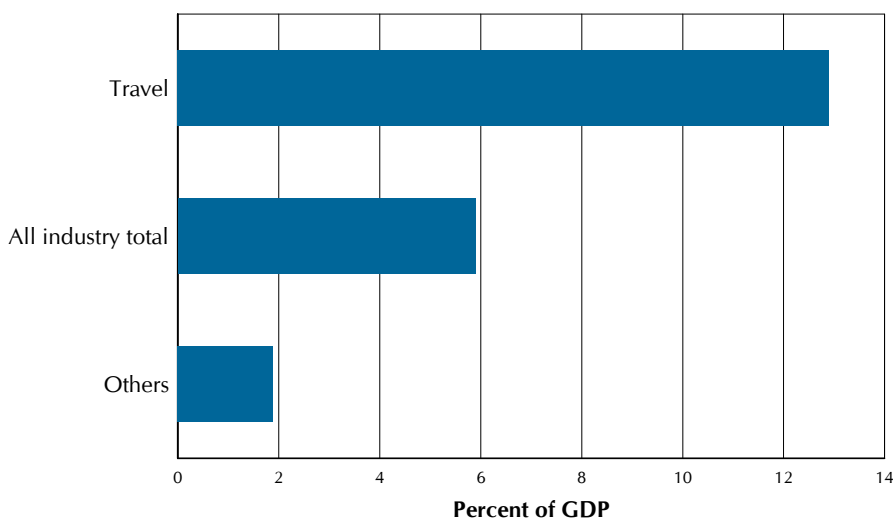
Industry Gross Domestic Product and Taxes

One way to consider the tax contributions of various sectors of the economy is to express the tax payments of businesses to government as a percentage of Gross Domestic Product. The bar chart and accompanying table show these tax payments (taxes on production and imports or TOPI) for a sample of goods-producing and service sectors in the state, including travel. TOPI include most of the taxes paid by the business firm to local, state and federal governments except for income taxes. This includes property taxes, licenses and fees and the sales and excise taxes collected from consumers. It is because of these later taxes that retail trade and travel have relatively high proportions of tax payments in relation to their gross domestic products.

Production & Import Taxes as a Percent of GDP

Selected California Industry Sectors, 2017 Calendar Year

	GDP	TOPI	Percent
Information	271,114	5,116	1.9%
Construction	101,498	1,245	1.2%
Health care and social assistance	174,939	3,000	1.7%
Manufacturing	297,459	10,836	3.6%
Retail trade	146,338	35,976	24.6%
Travel	76,878	9,915	12.9%
All industry total	2,797,601	164,903	5.9%



Sources: Bureau of Economic Analysis and Dean Runyan Associates.

*TOPI denotes taxes on production and imports less subsidies.

GDP & TOPI expressed in \$Million.

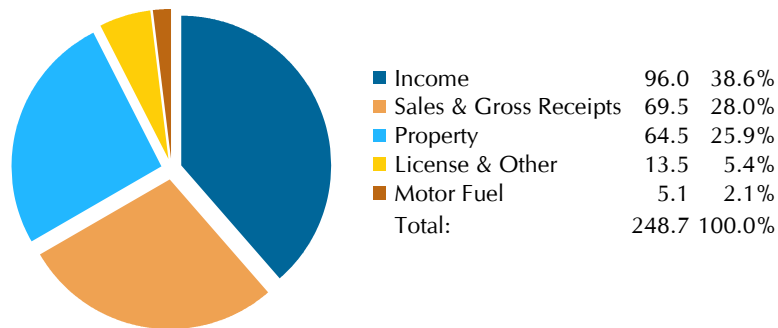
The remainder of this report will focus on the travel industry and the specific tax contributions made to state and local government in California. In addition to the taxes on production discussed in the previous section, the tax payments of travel industry employees derived from the income earned from travel industry businesses will be included.[1] The three primary sources of tax revenue generated by the travel industry are:

- Sales tax receipts generated by **visitor spending**. This includes local and state sales taxes, lodging taxes, alcoholic beverage taxes, motor vehicle rental taxes and motor fuel taxes.
- Taxes paid by **travel industry businesses** attributable to travel generated business receipts (property and income taxes).
- Taxes paid by **travel industry employees** attributable to travel generated earnings (sales and property taxes).

California Tax Structure

The pie chart below, adapted from the Bureau of the Census' State and Local Government Finance and other data sources, shows the main categories of tax revenue in California. More than one-quarter (28%) of all tax revenue is derived from sales and gross receipts taxes. Property taxes, paid primarily by homeowners and businesses to local governments, constitute one-fourth of all tax revenue (25.9%). Income taxes constitute more than one-third (38.6%) of all tax revenue.

California State and Local Government Tax Revenues
2017-2018 Fiscal Year (\$Billions)



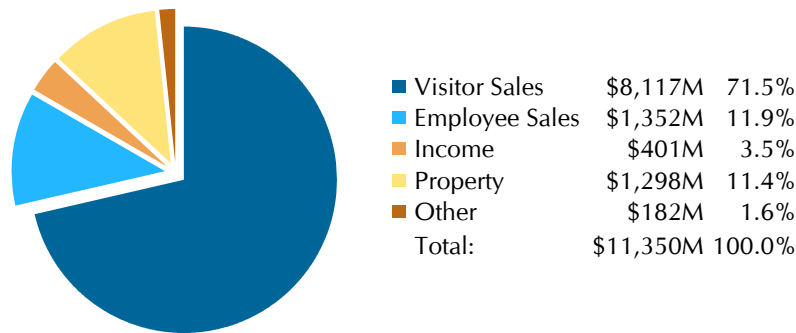
Sources: The 2017-18 fiscal year estimates of state and local tax revenues in California were prepared by Dean Runyan Associates from various sources, including the Bureau of the Census (State and Local Government Finance), the California Department of Revenue, the Bureau of Economic Analysis and a selection of annual financial reports for cities and counties. Sales and gross receipts taxes include the state privilege tax, local sales taxes and a variety of selective taxes, such as those on lodging.

[1]In effect, this means re-allocating some of the sales and excise payments made by other industries to the travel industry because the payments are ultimately made by consumers that earned their income in the travel industry.

Travel Industry Tax Revenue

The distribution of taxes generated by the travel industry for the 2017-18 fiscal year is shown in the following pie chart. The categories are the same as the preceding figure, with the exception that sales tax receipts are also distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.

California Travel Industry State and Local Government Tax Revenues
2017-2018 Fiscal Year (\$Million)



Source: Dean Runyan Associates. "Other" travel generated tax revenue includes passenger facility charges for visitors who travel to California Airports.

Whereas about one-quarter of all state and local tax revenue in California was attributable to sales tax collections in the 2017-18 fiscal year, 83.4 percent of all travel industry tax revenue was attributable to sales tax receipts from visitors (71.5%) and the purchases of employees in the travel industry (11.9%).

Travel industry state and local tax revenues are compared to total California state and local tax revenues in the following table. Because the travel industry generates a relatively high proportion of sales tax revenues, it is associated with proportionately more tax revenues than would be expected given the size of the industry, as measured by earnings or gross domestic product. Whereas the earnings and GDP of the travel industry are approximately 2.5 percent of the state totals, travel industry tax revenues represent 4 percent of all state and local tax revenues in California (see table, following page). This is consistent with the initial analysis that compared different industries within the state.

California State and Local Tax Revenues
2017-2018 Fiscal Year (\$Million)

Type	Total	Travel Generated	Percent Travel
Sales & Gross Receipts	\$69,505	\$8,293	11.9%
Property	\$64,496	\$1,298	2.0%
Motor Fuel	\$5,136	\$1,176	22.9%
Income	\$96,005	\$401	0.4%
License & Other	\$13,532	\$182	1.3%
Total	\$248,673	\$11,350	4.6%

Source: Dean Runyan Associates and Bureau of the Census, State and Local Government Finance.

Summary

This analysis of the tax revenue generated by the California travel industry can be summarized as follows:

- The California travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about two and one half percent of the state economy, the travel industry generated 4.6 percent of tax revenue in the 2018 fiscal year.
- Over eighty percent of all travel-generated tax revenue is attributable to sales and gross receipts taxes. The travel industry share of the state total is more than 10 percent. Not only are most travel industry goods and services taxed, but a large share of these commodities (lodging and motor fuel) are taxed at rates that are greater than the general sales tax.
- State and local tax revenue was equivalent to \$890 per California resident household.
- A large share of these tax revenues are borne by visitors who reside in other states and countries.

The revenue contributions of California's fifty-eight counties are detailed in the following two tables. (Note: The 2017 calendar taxable sales were the most current data available from the California State Board of Equalization at the time that this report was prepared.)

Total and Visitor-Generated Taxable Sales, CY 2017
(\$Millions)

	Total	Travel	Percent
Alameda	32,476	1,363	4.2%
Alpine	43	10	22.2%
Amador	464	53	11.4%
Butte	3,365	132	3.9%
Calaveras	411	56	13.6%
Colusa	389	22	5.7%
Contra Costa	16,559	761	4.6%
Del Norte	247	50	20.4%
El Dorado	2,307	352	15.3%
Fresno	14,631	546	3.7%
Glenn	425	22	5.2%
Humboldt	2,184	173	7.9%
Imperial	2,538	149	5.9%
Inyo	358	68	18.9%
Kern	13,884	622	4.5%
Kings	1,675	76	4.5%
Lake	618	63	10.2%
Lassen	348	26	7.6%
Los Angeles	159,259	9,712	6.1%
Madera	1,633	118	7.2%
Marin	5,148	231	4.5%
Mariposa	210	122	57.9%
Mendocino	1,467	174	11.8%
Merced	2,941	105	3.6%
Modoc	89	11	12.0%
Mono	304	157	51.8%
Monterey	6,885	1,193	17.3%
Napa	3,493	619	17.7%
Nevada	1,434	144	10.1%
Orange	64,551	4,873	7.5%

Total and Visitor-Generated Taxable Sales, CY 2017
(\$Millions)

	Total	Travel	Percent
Placer	9,429	506	5.4%
Plumas	239	44	18.5%
Riverside	36,133	3,447	9.5%
Sacramento	24,405	1,360	5.6%
San Benito	759	46	6.0%
San Bernardino	38,138	2,031	5.3%
San Diego	56,994	4,756	8.3%
San Francisco	19,433	3,716	19.1%
San Joaquin	12,153	379	3.1%
San Luis Obispo	5,299	709	13.4%
San Mateo	16,553	1,708	10.3%
Santa Barbara	6,988	774	11.1%
Santa Clara	42,805	2,358	5.5%
Santa Cruz	3,772	384	10.2%
Shasta	3,073	178	5.8%
Sierra	21	5	24.0%
Siskiyou	593	72	12.1%
Solano	7,579	333	4.4%
Sonoma	9,394	797	8.5%
Stanislaus	8,893	252	2.8%
Sutter	1,706	41	2.4%
Tehama	816	55	6.7%
Trinity	112	16	14.1%
Tulare	7,106	176	2.5%
Tuolumne	729	90	12.4%
Ventura	13,901	741	5.3%
Yolo	4,159	172	4.1%
Yuba	578	39	6.8%
California	672,096	47,189	7.0%

State and Local Travel-Generated Tax Revenue per Household
2018 Calendar Year

	Tax Revenue (\$Millions)			Households (Thousands)	Tax Revenue per Household
	Local	State	Total		
Alameda	\$185.1	\$181.8	\$367.0	599.3	\$610
Alpine	\$1.1	\$1.1	\$2.2	0.5	\$4,480
Amador	\$4.6	\$7.4	\$11.9	14.9	\$800
Butte	\$8.8	\$20.5	\$29.3	91.4	\$320
Calaveras	\$5.4	\$9.2	\$14.6	19.0	\$770
Colusa	\$1.2	\$2.7	\$3.9	7.2	\$540
Contra Costa	\$61.0	\$109.1	\$170.1	409.3	\$420
Del Norte	\$4.7	\$6.5	\$11.3	9.5	\$1,180
El Dorado	\$43.8	\$46.4	\$90.2	73.3	\$1,230
Fresno	\$40.4	\$83.2	\$123.7	307.2	\$400
Glenn	\$1.6	\$3.3	\$4.8	9.8	\$490
Humboldt	\$17.0	\$22.1	\$39.1	56.8	\$690
Imperial	\$10.9	\$21.7	\$32.7	51.4	\$640
Inyo	\$10.0	\$8.8	\$18.7	7.8	\$2,390
Kern	\$37.9	\$95.7	\$133.5	270.3	\$490
Kings	\$3.5	\$11.1	\$14.6	40.6	\$360
Lake	\$3.3	\$8.3	\$11.6	26.4	\$440
Lassen	\$1.8	\$3.8	\$5.6	9.0	\$620
Los Angeles	\$1,531.4	\$1,322.2	\$2,853.7	3,354.4	\$850
Madera	\$11.5	\$17.8	\$29.4	45.0	\$650
Marin	\$32.1	\$32.1	\$64.3	106.5	\$600
Mariposa	\$21.3	\$14.0	\$35.2	7.4	\$4,760
Mendocino	\$21.2	\$22.5	\$43.7	35.0	\$1,250
Merced	\$7.7	\$18.7	\$26.4	80.3	\$330
Modoc	\$0.7	\$1.5	\$2.2	3.7	\$600
Mono	\$35.9	\$19.3	\$55.2	5.7	\$9,620
Monterey	\$134.7	\$136.7	\$271.4	132.5	\$2,050
Napa	\$94.0	\$70.5	\$164.5	50.4	\$3,260
Nevada	\$13.1	\$18.5	\$31.6	42.0	\$750
Orange	\$596.8	\$537.6	\$1,134.3	1,050.2	\$1,080

State and Local Travel-Generated Tax Revenue per Household
2018 Calendar Year

	Tax Revenue (\$Millions)			Households (Thousands)	Tax Revenue per Household
	Local	State	Total		
Placer	\$44.4	\$64.3	\$108.7	146.3	\$740
Plumas	\$3.9	\$6.2	\$10.1	8.5	\$1,190
Riverside	\$264.6	\$401.2	\$665.8	755.5	\$880
Sacramento	\$124.0	\$179.4	\$303.5	553.5	\$550
San Benito	\$2.8	\$6.4	\$9.2	18.3	\$500
San Bernardino	\$135.3	\$263.5	\$398.8	646.7	\$620
San Diego	\$602.8	\$544.9	\$1,147.7	1,169.2	\$980
San Francisco	\$642.4	\$402.8	\$1,045.2	379.7	\$2,750
San Joaquin	\$28.1	\$59.3	\$87.4	233.3	\$370
San Luis Obispo	\$80.1	\$86.2	\$166.2	107.2	\$1,550
San Mateo	\$309.2	\$238.0	\$547.2	276.4	\$1,980
Santa Barbara	\$85.0	\$91.4	\$176.4	150.1	\$1,170
Santa Clara	\$306.1	\$285.4	\$591.5	655.8	\$900
Santa Cruz	\$47.1	\$49.8	\$96.9	98.9	\$980
Shasta	\$15.8	\$26.0	\$41.8	71.4	\$590
Sierra	\$0.5	\$0.7	\$1.2	1.4	\$870
Siskiyou	\$6.4	\$9.5	\$15.9	19.0	\$830
Solano	\$23.8	\$42.5	\$66.3	152.6	\$430
Sonoma	\$102.1	\$92.7	\$194.8	193.4	\$1,010
Stanislaus	\$15.0	\$39.3	\$54.3	175.7	\$310
Sutter	\$2.4	\$6.9	\$9.3	32.1	\$290
Tehama	\$3.7	\$7.7	\$11.4	23.9	\$480
Trinity	\$1.1	\$2.5	\$3.6	5.6	\$640
Tulare	\$15.9	\$30.7	\$46.6	136.7	\$340
Tuolumne	\$8.9	\$11.5	\$20.4	21.8	\$930
Ventura	\$54.1	\$96.0	\$150.1	276.4	\$540
Yolo	\$14.4	\$23.9	\$38.2	77.3	\$500
Yuba	\$2.1	\$6.5	\$8.6	25.9	\$330
California	\$5,884	\$5,929	\$11,814	13,329	\$890

IV: REGIONAL TRAVEL IMPACTS 2010-2018p



North Coast

Del Norte
Humboldt
Lake
Mendocino

Shasta Cascades

Lassen
Modoc
Plumas
Shasta
Siskiyou
Tehama
Trinity

San Francisco Bay Area

Alameda
Contra Costa (part)
Marin
Napa
San Francisco
San Mateo
Santa Clara
Santa Cruz
Solano (part)
Sonoma

Gold Country

Amador (part)
Calaveras (part)
El Dorado (part)
Madera (part)
Mariposa (part)
Nevada (part)
Placer (part)
Sacramento

Central Valley

Butte
Colusa
Contra Costa (part)
Fresno (part)
Glenn
Kern (part)
Kings
Madera (part)
Merced
Placer (part)
San Joaquin
Solano (part)
Stanislaus
Sutter
Tulare (part)
Tuolumne (part)
Yolo
Yuba

High Sierra

Alpine
Amador (part)
Calaveras (part)
El Dorado (part)
Fresno (part)
Inyo (part)
Mariposa (part)
Mono
Nevada (part)
Placer (part)
Sierra
Tulare (part)
Tuolumne (part)

The Deserts

Imperial
Inyo (part)
Kern (part)
Riverside (part)
San Bernardino (part)

San Diego County

San Diego

Orange County

Orange

Central Coast

Monterey
San Benito
San Luis Obispo
Santa Barbara
Ventura

Los Angeles County

Los Angeles

Inland Empire

Riverside (part)
San Bernardino (part)

California Regional Travel Impacts, 2018p

(\$Million), (Thousand Jobs)

	Travel Spending		Earn.	Employ.	Tax Revenue		
	Total	Visitor			Local	State	Total
North Coast	1,238	1,195	500	15.6	46	59	106
Shasta Cascade	1,159	1,122	380	12.0	33	57	91
San Francisco Bay Area	37,824	32,605	14,799	269.8	1,782	1,464	3,246
Central Valley	7,909	7,271	2,529	83.5	209	458	667
Gold Country	5,249	4,486	1,615	45.1	162	235	397
High Sierra	3,400	3,317	1,150	34.4	146	135	281
Central Coast	8,783	8,398	3,311	82.3	357	417	773
Los Angeles County	31,892	26,659	13,681	229.5	1,531	1,322	2,854
Orange County	14,169	12,714	5,496	133.6	597	538	1,134
San Diego County	14,476	12,988	4,649	112.7	603	545	1,148
The Deserts	7,618	7,232	2,278	73.0	244	365	609
Inland Empire	6,840	6,372	2,130	71.7	174	335	509
California	140,556	124,360	52,519	1,163	5,884	5,929	11,814

Details may not add to totals due to rounding.

The sum of regional visitor spending is less than statewide visitor spending because a portion of ground transportation is allocated to "other travel" at the regional level.

Region Direct Travel Total Spending, 2010-2018p (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
North Coast	965	1,012	1,023	1,070	1,100	1,150	1,211	1,238	2.2%	3.2%
Shasta Cascade	908	977	958	979	974	994	1,046	1,159	10.8%	3.1%
San Francisco Bay Area	24,664	27,794	29,211	31,829	33,368	34,334	36,154	37,824	4.6%	5.5%
Central Valley	6,246	6,817	6,724	6,916	6,856	6,809	7,390	7,909	7.0%	3.0%
Gold Country	3,977	4,239	4,266	4,435	4,578	4,697	4,968	5,249	5.7%	3.5%
High Sierra	2,432	2,573	2,626	2,696	2,864	3,071	3,297	3,400	3.1%	4.3%
Central Coast	6,453	7,314	7,466	7,772	8,003	8,083	8,369	8,783	4.9%	3.9%
Los Angeles County	21,893	24,653	25,065	25,769	26,828	28,039	29,854	31,892	6.8%	4.8%
Orange County	9,314	10,370	11,026	11,883	12,696	13,477	13,815	14,169	2.6%	5.4%
San Diego County	11,198	11,441	11,602	12,020	12,321	12,996	13,694	14,476	5.7%	3.3%
The Deserts	5,522	6,181	6,194	6,352	6,540	6,783	7,137	7,618	6.7%	4.1%
Inland Empire	5,134	5,545	5,531	5,664	5,816	5,971	6,385	6,840	7.1%	3.6%
California	98,707	108,916	111,692	117,385	121,945	126,402	133,321	140,556	5.4%	4.5%

California Regional Travel-Generated Earnings, 2010-2018

	(\$Millions)									
	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
North Coast	306	327	362	379	399	437	483	500	3.5%	6.3%
Shasta Cascade	257	282	288	297	312	341	357	380	6.3%	5.0%
San Francisco Bay Area	7,858	8,943	9,757	10,636	11,670	13,002	13,922	14,799	6.3%	8.2%
Central Valley	1,538	1,698	1,779	1,861	1,962	2,090	2,356	2,529	7.4%	6.4%
Gold Country	991	1,071	1,136	1,194	1,294	1,406	1,523	1,615	6.1%	6.3%
High Sierra	659	703	766	802	877	975	1,108	1,150	3.8%	7.2%
Central Coast	2,063	2,373	2,485	2,609	2,782	2,907	3,106	3,311	6.6%	6.1%
Los Angeles County	7,456	8,469	8,926	9,307	10,236	11,830	12,689	13,681	7.8%	7.9%
Orange County	2,996	3,486	3,772	4,144	4,534	5,052	5,334	5,496	3.0%	7.9%
San Diego County	3,204	3,315	3,448	3,563	3,785	4,216	4,432	4,649	4.9%	4.8%
The Deserts	1,352	1,542	1,610	1,707	1,828	2,011	2,117	2,278	7.6%	6.7%
Inland Empire	1,328	1,474	1,549	1,553	1,674	1,836	1,991	2,130	7.0%	6.1%
California	30,010	33,684	35,879	38,050	41,353	46,104	49,417	52,519	6.3%	7.2%

California Regional Travel-Generated Employment, 2010-2018

	(Thousands)									
	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
North Coast	13	13	15	15	15	16	16	16	-2.3%	1.9%
Shasta Cascade	11	11	12	11	11	12	12	12	2.6%	1.3%
San Francisco Bay Area	203	219	231	243	252	260	267	270	1.0%	3.6%
Central Valley	66	71	74	76	76	77	82	83	1.6%	3.0%
Gold Country	37	38	40	40	41	42	44	45	2.5%	2.7%
High Sierra	26	27	29	30	31	32	35	34	-0.7%	3.6%
Central Coast	65	73	75	77	78	79	81	82	1.9%	3.0%
Los Angeles County	164	178	188	192	203	216	223	230	2.9%	4.3%
Orange County	89	98	108	115	122	130	131	134	1.9%	5.2%
San Diego County	100	98	101	102	102	109	111	113	1.4%	1.5%
The Deserts	54	59	62	65	67	70	71	73	2.5%	3.9%
Inland Empire	55	59	63	63	66	68	71	72	1.1%	3.3%
California	882	945	997	1,028	1,063	1,110	1,144	1,163	1.7%	3.5%

Central Coast Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	6,110	6,947	7,114	7,423	7,671	7,760	8,023	8,398
Other Travel*	343	367	352	349	332	323	346	385
Total	6,453	7,314	7,466	7,772	8,003	8,083	8,369	8,783

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	3,541	4,130	4,313	4,569	4,787	4,885	4,981	5,207
Private Home	689	748	728	731	744	735	812	882
Campground	279	306	311	325	329	331	349	367
Vacation Home	172	184	179	182	185	187	202	216
Day Travel	1,429	1,579	1,582	1,615	1,626	1,622	1,679	1,726
Total	6,110	6,947	7,114	7,423	7,671	7,760	8,023	8,398

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	1,251	1,467	1,584	1,741	1,880	1,964	2,000	2,100
Food Service	1,750	1,984	2,046	2,103	2,208	2,285	2,363	2,455
Food Stores	218	248	247	258	267	267	268	269
Local Tran. & Gas	977	1,123	1,058	1,087	1,003	917	996	1,117
Arts, Ent. & Rec.	822	920	945	972	997	1,012	1,023	1,042
Retail Sales	1,041	1,152	1,174	1,200	1,252	1,252	1,305	1,343
Visitor Air Tran.	52	53	60	62	63	64	68	74
Total	6,110	6,947	7,114	7,423	7,671	7,760	8,023	8,398

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,201	1,382	1,461	1,554	1,666	1,765	1,913	2,033
Arts, Ent. & Rec.	524	612	633	663	695	707	737	771
Retail**	169	192	195	204	218	223	226	233
Ground Tran.	64	78	80	85	91	99	111	148
Visitor Air Tran.	24	24	29	22	26	25	27	28
Other Travel*	82	85	87	80	86	88	93	97
Total	2,063	2,373	2,485	2,609	2,782	2,907	3,106	3,311

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	40,330	45,080	46,960	47,960	48,850	49,620	51,560	52,550
Arts, Ent. & Rec.	15,070	17,690	18,150	18,470	18,430	18,400	18,530	19,020
Retail**	5,530	6,000	6,100	6,190	6,370	6,420	6,360	6,400
Ground Tran.	1,790	2,060	2,130	2,190	2,240	2,280	2,320	2,350
Visitor Air Tran.	330	300	340	260	290	260	300	300
Other Travel*	1,820	1,750	1,710	1,600	1,640	1,660	1,680	1,700
Total	64,870	72,870	75,390	76,680	77,820	78,650	80,750	82,330

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	228	257	273	292	313	324	341	357
Visitor	150	177	191	208	224	234	247	258
Business or Employee	78	80	82	84	89	90	94	98
State Tax Receipts	350	354	370	384	386	378	378	417
Visitor	276	273	281	290	288	281	285	322
Business or Employee	74	80	89	94	98	97	93	95
Total Local & State Receipts	578	610	643	676	699	702	719	773

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Central Valley Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	5,659	6,198	6,147	6,329	6,317	6,308	6,834	7,271
Other Travel*	587	619	577	587	539	500	556	638
Total	6,246	6,817	6,724	6,916	6,856	6,809	7,390	7,909

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,719	1,940	2,012	2,120	2,219	2,272	2,495	2,616
Private Home	1,789	1,948	1,867	1,880	1,799	1,755	1,940	2,115
Campground	195	197	200	231	228	229	241	255
Vacation Home	331	352	346	353	345	349	367	385
Day Travel	1,626	1,760	1,723	1,746	1,726	1,703	1,790	1,899
Total	5,659	6,198	6,147	6,329	6,317	6,308	6,834	7,271

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	704	782	826	899	966	1,014	1,112	1,163
Food Service	1,458	1,585	1,615	1,644	1,719	1,784	1,903	1,986
Food Stores	278	305	299	313	322	321	327	328
Local Tran. & Gas	1,615	1,806	1,666	1,700	1,553	1,411	1,564	1,775
Arts, Ent. & Rec.	777	831	844	861	879	896	932	954
Retail Sales	786	841	842	855	821	826	937	1,004
Visitor Air Tran.	42	49	55	57	58	57	57	61
Total	5,659	6,198	6,147	6,329	6,317	6,308	6,834	7,271

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	847	945	1,000	1,048	1,139	1,235	1,379	1,472
Arts, Ent. & Rec.	349	386	407	425	422	448	483	501
Retail**	157	170	169	177	179	185	202	208
Ground Tran.	84	100	101	106	114	124	142	190
Visitor Air Tran.	17	19	22	21	22	15	31	30
Other Travel*	84	79	81	83	86	82	119	127
Total	1,538	1,698	1,779	1,861	1,962	2,090	2,356	2,529

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	35,280	38,420	40,760	41,330	42,260	42,470	45,670	46,800
Arts, Ent. & Rec.	19,680	21,270	21,980	22,860	22,320	22,540	23,880	23,870
Retail**	5,740	5,970	5,950	6,170	6,050	6,060	6,450	6,520
Ground Tran.	2,390	2,650	2,700	2,750	2,790	2,850	2,980	3,030
Visitor Air Tran.	350	370	410	350	370	240	390	370
Other Travel*	2,690	2,330	2,300	2,350	2,370	2,340	2,750	2,850
Total	66,130	71,020	74,100	75,810	76,160	76,510	82,110	83,460

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	135	146	153	162	171	178	199	209
Visitor	80	90	96	103	110	115	130	137
Business or Employee	56	55	57	59	61	63	69	73
State Tax Receipts	395	386	390	404	388	371	391	458
Visitor	340	329	327	337	320	303	320	386
Business or Employee	56	58	63	66	68	68	70	73
Total Local & State Receipts	531	532	544	566	559	550	590	667

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Gold Country Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	3,400	3,592	3,631	3,768	3,888	4,004	4,261	4,486
Other Travel*	577	647	636	667	690	694	708	763
Total	3,977	4,239	4,266	4,435	4,578	4,697	4,968	5,249

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,453	1,522	1,593	1,688	1,806	1,919	2,004	2,121
Private Home	873	933	914	929	925	922	1,017	1,086
Campground	89	97	93	100	99	99	105	110
Vacation Home	144	151	148	150	150	152	162	170
Day Travel	840	888	882	902	908	911	973	999
Total	3,400	3,592	3,631	3,768	3,888	4,004	4,261	4,486

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	419	439	473	518	572	628	675	711
Food Service	901	947	973	996	1,058	1,120	1,181	1,227
Food Stores	129	140	137	142	148	149	152	151
Local Tran. & Gas	753	821	777	801	751	704	767	855
Arts, Ent. & Rec.	554	574	586	601	623	646	666	678
Retail Sales	419	432	437	447	459	471	526	557
Visitor Air Tran.	225	239	248	263	277	287	295	307
Total	3,400	3,592	3,631	3,768	3,888	4,004	4,261	4,486

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	540	577	612	640	688	768	830	899
Arts, Ent. & Rec.	243	261	287	302	331	360	405	398
Retail**	77	81	82	86	91	95	103	106
Ground Tran.	51	58	59	64	70	77	84	106
Visitor Air Tran.	16	18	20	21	23	19	18	19
Other Travel*	64	76	77	81	90	88	83	87
Total	991	1,071	1,136	1,194	1,294	1,406	1,523	1,615

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	20,890	21,500	22,710	23,150	23,380	24,230	25,340	26,380
Arts, Ent. & Rec.	9,880	10,780	11,020	10,720	10,950	11,390	11,840	11,990
Retail**	2,640	2,720	2,730	2,830	2,890	2,930	3,100	3,120
Ground Tran.	1,360	1,450	1,500	1,560	1,630	1,680	1,720	1,740
Visitor Air Tran.	310	320	340	350	370	330	310	310
Other Travel*	1,460	1,530	1,470	1,510	1,610	1,610	1,680	1,540
Total	36,550	38,300	39,770	40,110	40,840	42,160	43,990	45,080

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	105	106	115	124	135	144	154	162
Visitor	67	70	77	84	92	99	107	113
Business or Employee	38	36	39	40	43	45	47	49
State Tax Receipts	199	190	196	203	203	201	208	235
Visitor	163	153	155	161	158	154	161	187
Business or Employee	36	37	41	43	45	46	46	47
Total Local & State Receipts	304	297	311	328	338	345	361	397

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

High Sierra Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	2,349	2,485	2,553	2,629	2,801	3,005	3,222	3,317
Other Travel*	83	87	73	67	63	65	75	83
Total	2,432	2,573	2,626	2,696	2,864	3,071	3,297	3,400

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,482	1,577	1,656	1,716	1,891	2,084	2,252	2,295
Private Home	136	146	139	139	130	125	136	150
Campground	164	168	169	177	175	176	186	195
Vacation Home	260	272	265	268	268	272	288	303
Day Travel	308	323	323	328	336	348	359	374
Total	2,349	2,485	2,553	2,629	2,801	3,005	3,222	3,317

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	627	656	699	740	820	914	993	1,002
Food Service	638	679	706	719	788	865	922	950
Food Stores	94	101	101	104	110	113	115	115
Local Tran. & Gas	344	378	354	361	338	318	355	400
Arts, Ent. & Rec.	366	383	396	403	431	462	480	486
Retail Sales	279	289	297	301	314	334	355	361
Visitor Air Tran.	0	0	0	0	0	0	3	3
Total	2,349	2,485	2,553	2,629	2,801	3,005	3,222	3,317

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	436	463	501	525	583	661	758	778
Arts, Ent. & Rec.	135	146	170	179	188	196	212	218
Retail**	57	60	61	64	68	74	79	80
Ground Tran.	22	25	26	27	30	35	41	57
Visitor Air Tran.	0	0	0	0	0	0	5	5
Other Travel*	10	9	8	7	8	10	12	13
Total	659	703	766	802	877	975	1,108	1,150

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	16,040	16,600	17,670	17,690	18,600	19,280	21,060	21,030
Arts, Ent. & Rec.	6,950	7,580	8,380	8,740	8,970	9,340	9,940	9,700
Retail**	1,980	2,030	2,050	2,150	2,200	2,290	2,340	2,380
Ground Tran.	640	700	720	740	770	830	880	890
Visitor Air Tran.	0	0	0	0	0	0	50	50
Other Travel*	290	280	250	230	240	300	350	350
Total	25,910	27,180	29,070	29,530	30,770	32,050	34,610	34,390

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	90	92	104	108	120	133	145	146
Visitor	63	67	77	81	90	101	110	110
Business or Employee	27	25	27	28	30	32	35	36
State Tax Receipts	107	102	108	112	115	118	123	135
Visitor	82	77	79	82	83	85	88	100
Business or Employee	25	25	29	30	32	34	35	35
Total Local & State Receipts	197	195	212	220	235	251	268	281

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Inland Empire Travel Impacts

2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	4,713	5,112	5,125	5,246	5,413	5,573	5,961	6,372
Other Travel*	421	433	406	417	403	398	424	468
Total	5,134	5,545	5,531	5,664	5,816	5,971	6,385	6,840

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,312	1,461	1,523	1,607	1,716	1,835	1,962	2,104
Private Home	1,057	1,129	1,108	1,118	1,150	1,169	1,286	1,388
Campground	158	173	177	175	173	173	183	193
Vacation Home	891	952	936	951	973	987	1,052	1,112
Day Travel	1,295	1,397	1,381	1,396	1,401	1,409	1,478	1,575
Total	4,713	5,112	5,125	5,246	5,413	5,573	5,961	6,372

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	644	711	741	793	858	929	984	1,042
Food Service	1,443	1,561	1,592	1,612	1,699	1,792	1,890	1,991
Food Stores	202	225	221	225	233	235	238	241
Local Tran. & Gas	843	939	881	898	834	779	858	975
Arts, Ent. & Rec.	797	851	864	876	902	932	961	992
Retail Sales	654	698	703	711	755	775	893	982
Visitor Air Tran.	130	128	122	131	133	131	137	149
Total	4,713	5,112	5,125	5,246	5,413	5,573	5,961	6,372

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	685	766	809	866	940	1,042	1,125	1,208
Arts, Ent. & Rec.	360	396	417	425	446	480	531	548
Retail**	114	124	124	129	139	145	158	165
Ground Tran.	52	62	63	67	72	80	91	119
Visitor Air Tran.	33	38	43	11	14	15	14	15
Other Travel*	84	88	94	56	62	74	72	75
Total	1,328	1,474	1,549	1,553	1,674	1,836	1,991	2,130

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	30,140	32,690	34,900	35,870	37,100	38,550	40,110	41,230
Arts, Ent. & Rec.	17,020	17,810	19,450	19,790	20,890	21,520	22,160	21,650
Retail**	4,070	4,320	4,320	4,420	4,570	4,610	4,910	4,990
Ground Tran.	1,440	1,580	1,630	1,670	1,730	1,800	1,870	1,930
Visitor Air Tran.	550	580	610	190	230	240	230	230
Other Travel*	1,900	1,840	1,850	1,370	1,420	1,640	1,640	1,660
Total	55,120	58,810	62,770	63,310	65,950	68,370	70,920	71,710

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	112	120	127	130	141	152	163	174
Visitor	66	74	79	84	92	100	108	116
Business or Employee	46	46	47	46	49	52	54	57
State Tax Receipts	276	269	277	282	283	282	294	335
Visitor	231	221	225	230	228	224	236	276
Business or Employee	45	47	52	52	55	57	58	59
Total Local & State Receipts	388	389	404	413	424	434	456	509

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Los Angeles County Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	18,041	20,569	20,880	21,396	22,364	23,545	25,001	26,659
Other Travel*	3,852	4,084	4,185	4,373	4,465	4,495	4,853	5,233
Total	21,893	24,653	25,065	25,769	26,828	28,039	29,854	31,892

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	9,526	11,208	11,676	12,108	12,981	14,079	14,962	15,802
Private Home	3,151	3,449	3,379	3,450	3,476	3,468	3,769	4,123
Campground	100	99	97	102	102	102	108	114
Vacation Home	168	178	174	176	172	172	182	192
Day Travel	5,097	5,635	5,554	5,559	5,633	5,724	5,980	6,428
Total	18,041	20,569	20,880	21,396	22,364	23,545	25,001	26,659

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	2,830	3,518	3,805	4,099	4,576	5,126	5,498	5,776
Food Service	4,398	4,947	5,037	5,043	5,380	5,787	6,133	6,522
Food Stores	518	591	577	587	615	629	640	654
Local Tran. & Gas	3,682	4,169	3,964	4,009	3,826	3,708	4,006	4,495
Arts, Ent. & Rec.	2,746	3,045	3,086	3,093	3,222	3,395	3,513	3,664
Retail Sales	2,421	2,661	2,672	2,659	2,773	2,882	3,094	3,280
Visitor Air Tran.	1,446	1,638	1,739	1,906	1,972	2,017	2,116	2,267
Total	18,041	20,569	20,880	21,396	22,364	23,545	25,001	26,659

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	3,013	3,521	3,777	3,949	4,372	4,932	5,247	5,692
Arts, Ent. & Rec.	1,826	2,091	2,103	2,209	2,401	2,530	2,575	2,779
Retail**	393	442	442	451	484	512	529	553
Ground Tran.	295	359	358	379	420	472	515	646
Visitor Air Tran.	608	694	774	803	890	1,273	1,459	1,538
Other Travel*	1,322	1,361	1,473	1,517	1,669	2,112	2,364	2,473
Total	7,456	8,469	8,926	9,307	10,236	11,830	12,689	13,681

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	90,420	101,980	108,710	110,180	115,960	121,910	125,480	129,220
Arts, Ent. & Rec.	23,680	24,400	25,380	26,740	29,230	30,580	30,210	31,640
Retail**	11,960	13,030	13,200	13,230	13,640	14,060	14,110	14,290
Ground Tran.	7,630	8,670	8,930	9,020	9,620	10,150	10,410	10,730
Visitor Air Tran.	8,730	9,070	9,580	9,970	10,660	13,100	14,750	15,050
Other Travel*	21,150	20,960	22,250	23,080	24,050	26,660	28,190	28,600
Total	163,570	178,120	188,060	192,230	203,160	216,460	223,160	229,520

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	829	959	1,016	1,062	1,162	1,291	1,453	1,531
Visitor	523	644	687	726	797	885	1,017	1,072
Business or Employee	306	315	329	335	365	407	436	460
State Tax Receipts	1,064	1,063	1,102	1,127	1,142	1,168	1,171	1,322
Visitor	817	802	812	823	816	814	839	978
Business or Employee	247	261	290	304	326	354	332	344
Total Local & State Receipts	1,893	2,022	2,117	2,188	2,304	2,459	2,624	2,854

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

North Coast Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	921	970	984	1,031	1,064	1,114	1,172	1,195
Other Travel*	44	42	39	39	37	36	39	42
Total	965	1,012	1,023	1,070	1,100	1,150	1,211	1,238

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	408	434	452	485	523	568	597	596
Private Home	171	179	175	175	164	164	176	185
Campground	133	139	140	150	151	152	160	168
Vacation Home	65	68	66	66	69	70	74	78
Day Travel	144	150	150	155	157	160	166	168
Total	921	970	984	1,031	1,064	1,114	1,172	1,195

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	186	196	207	228	251	277	291	289
Food Service	258	271	279	288	307	328	343	348
Food Stores	63	67	67	70	73	74	74	74
Local Tran. & Gas	166	180	169	175	162	151	165	183
Arts, Ent. & Rec.	136	141	144	149	155	162	165	165
Retail Sales	106	109	111	114	110	114	126	130
Visitor Air Tran.	7	6	7	6	6	8	8	8
Total	921	970	984	1,031	1,064	1,114	1,172	1,195

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	207	221	245	261	281	313	335	352
Arts, Ent. & Rec.	58	63	73	72	69	72	76	68
Retail**	25	26	26	28	28	30	33	33
Ground Tran.	11	12	12	13	14	16	18	24
Visitor Air Tran.	1	1	1	1	1	1	7	8
Other Travel*	5	4	4	4	5	5	13	14
Total	306	327	362	379	399	437	483	500

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	7,820	8,010	8,680	8,820	8,940	9,280	9,560	9,580
Arts, Ent. & Rec.	4,150	4,070	4,720	4,740	4,640	4,790	4,690	4,320
Retail**	910	910	900	950	920	940	990	960
Ground Tran.	300	320	340	350	360	380	390	390
Visitor Air Tran.	20	20	20	20	30	30	80	80
Other Travel*	160	140	130	140	150	160	230	220
Total	13,380	13,470	14,800	15,020	15,030	15,580	15,930	15,560

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	30	32	34	36	39	42	46	46
Visitor	19	21	22	24	27	28	31	31
Business or Employee	11	11	12	12	13	13	15	15
State Tax Receipts	52	49	51	54	53	53	55	59
Visitor	41	38	39	40	39	39	40	45
Business or Employee	11	11	13	13	14	14	14	14
Total Local & State Receipts	82	81	85	90	93	95	100	106

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Orange County Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	8,252	9,307	9,928	10,673	11,473	12,179	12,493	12,714
Other Travel*	1,062	1,064	1,098	1,210	1,223	1,298	1,322	1,454
Total	9,314	10,370	11,026	11,883	12,696	13,477	13,815	14,169

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	4,699	5,747	6,335	7,042	7,753	8,382	8,459	8,475
Private Home	1,148	1,316	1,404	1,530	1,587	1,594	1,772	1,937
Campground	85	67	66	44	46	48	49	50
Vacation Home	178	219	245	276	269	276	292	307
Day Travel	2,143	1,958	1,878	1,780	1,818	1,879	1,920	1,945
Total	8,252	9,307	9,928	10,673	11,473	12,179	12,493	12,714

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	1,596	1,908	2,075	2,259	2,489	2,710	2,717	2,841
Food Service	2,149	2,475	2,665	2,872	3,085	3,342	3,445	3,454
Food Stores	257	311	348	386	405	414	412	403
Local Tran. & Gas	935	735	631	575	549	518	560	618
Arts, Ent. & Rec.	1,859	2,212	2,413	2,627	2,798	2,957	2,979	2,940
Retail Sales	1,154	1,336	1,452	1,589	1,756	1,844	1,992	2,038
Visitor Air Tran.	301	330	343	366	390	393	389	421
Total	8,252	9,307	9,928	10,673	11,473	12,179	12,493	12,714

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,528	1,788	1,869	1,984	2,176	2,422	2,510	2,658
Arts, Ent. & Rec.	972	1,194	1,365	1,562	1,713	1,900	2,065	2,027
Retail**	175	203	222	245	275	292	302	303
Ground Tran.	67	61	55	51	53	60	66	84
Visitor Air Tran.	20	24	26	27	30	40	43	46
Other Travel*	234	217	236	274	288	338	348	379
Total	2,996	3,486	3,772	4,144	4,534	5,052	5,334	5,496

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	48,450	53,380	57,480	60,020	62,540	66,580	67,180	67,980
Arts, Ent. & Rec.	28,350	32,870	37,430	41,200	44,990	47,550	48,110	49,820
Retail**	5,330	5,830	6,440	6,910	7,490	7,750	7,930	7,710
Ground Tran.	1,820	1,570	1,450	1,320	1,280	1,370	1,380	1,350
Visitor Air Tran.	370	400	420	430	460	520	560	580
Other Travel*	4,810	4,310	4,580	5,220	5,200	5,760	5,940	6,170
Total	89,130	98,350	107,800	115,100	121,960	129,520	131,090	133,600

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	357	406	440	476	521	566	578	597
Visitor	240	284	310	337	371	405	414	431
Business or Employee	117	122	130	139	151	162	164	166
State Tax Receipts	418	402	437	467	494	514	515	538
Visitor	311	286	304	321	337	348	354	378
Business or Employee	106	116	133	146	157	166	161	159
Total Local & State Receipts	774	808	876	943	1,015	1,080	1,093	1,134

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

San Diego County Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	10,125	10,279	10,450	10,828	11,093	11,690	12,315	12,988
Other Travel*	1,073	1,162	1,152	1,192	1,228	1,306	1,379	1,488
Total	11,198	11,441	11,602	12,020	12,321	12,996	13,694	14,476

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	5,466	5,875	6,120	6,521	6,890	7,361	7,776	8,201
Private Home	1,244	1,229	1,235	1,270	1,253	1,280	1,389	1,500
Campground	351	313	304	303	296	303	314	322
Vacation Home	232	196	181	167	154	158	165	173
Day Travel	2,832	2,666	2,610	2,567	2,500	2,588	2,670	2,792
Total	10,125	10,279	10,450	10,828	11,093	11,690	12,315	12,988

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	1,984	2,272	2,446	2,675	2,908	3,146	3,288	3,504
Food Service	2,666	2,716	2,767	2,843	2,907	3,136	3,330	3,497
Food Stores	359	400	430	467	506	518	528	533
Local Tran. & Gas	1,182	965	854	796	713	660	736	844
Arts, Ent. & Rec.	1,757	1,663	1,633	1,613	1,584	1,672	1,729	1,784
Retail Sales	1,555	1,598	1,636	1,687	1,686	1,757	1,873	1,953
Visitor Air Tran.	622	664	684	747	789	801	831	873
Total	10,125	10,279	10,450	10,828	11,093	11,690	12,315	12,988

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,841	1,961	2,085	2,198	2,326	2,635	2,823	2,927
Arts, Ent. & Rec.	844	826	828	818	878	908	891	952
Retail**	241	251	261	275	288	304	313	321
Ground Tran.	76	62	53	47	43	49	56	76
Visitor Air Tran.	39	44	49	50	56	71	79	84
Other Travel*	163	172	174	174	195	249	269	289
Total	3,204	3,315	3,448	3,563	3,785	4,216	4,432	4,649

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	59,000	60,370	63,210	64,230	64,410	68,900	69,940	71,210
Arts, Ent. & Rec.	26,150	23,580	23,860	23,210	22,690	24,320	24,830	24,870
Retail**	8,240	8,170	8,490	8,750	8,790	9,050	9,090	9,100
Ground Tran.	2,110	1,610	1,410	1,220	1,060	1,130	1,180	1,210
Visitor Air Tran.	760	790	830	860	920	1,170	1,370	1,400
Other Travel*	3,730	3,570	3,560	3,390	3,640	4,550	4,830	4,960
Total	100,000	98,080	101,360	101,670	101,510	109,110	111,240	112,750

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	376	422	445	474	509	547	570	603
Visitor	251	306	327	354	383	413	434	463
Business or Employee	125	115	118	119	125	135	136	140
State Tax Receipts	507	448	468	479	479	492	501	545
Visitor	393	337	346	352	347	354	366	409
Business or Employee	114	111	122	127	132	139	135	136
Total Local & State Receipts	883	870	913	952	987	1,040	1,070	1,148

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

San Francisco Bay Area Travel Impacts

2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	21,740	24,435	25,458	27,785	29,043	29,679	30,967	32,605
Other Travel*	2,925	3,359	3,753	4,044	4,325	4,654	5,187	5,218
Total	24,664	27,794	29,211	31,829	33,368	34,334	36,154	37,824

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	13,474	15,391	16,412	18,366	19,594	20,194	21,022	22,035
Private Home	2,816	3,128	3,119	3,203	3,190	3,187	3,428	3,693
Campground	250	278	287	353	353	354	374	394
Vacation Home	351	375	368	374	386	390	417	443
Day Travel	4,848	5,264	5,271	5,489	5,520	5,554	5,727	6,040
Total	21,740	24,435	25,458	27,785	29,043	29,679	30,967	32,605

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	3,958	4,965	5,633	6,771	7,577	7,938	8,217	8,723
Food Service	5,944	6,469	6,687	7,098	7,469	7,796	8,213	8,620
Food Stores	661	740	736	793	821	823	834	843
Local Tran. & Gas	3,196	3,582	3,434	3,595	3,384	3,196	3,472	3,874
Arts, Ent. & Rec.	3,319	3,565	3,669	3,896	4,006	4,101	4,208	4,327
Retail Sales	3,401	3,609	3,680	3,884	3,966	4,001	4,204	4,361
Visitor Air Tran.	1,262	1,505	1,619	1,748	1,820	1,825	1,820	1,858
Total	21,740	24,435	25,458	27,785	29,043	29,679	30,967	32,605

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	3,716	4,280	4,684	5,198	5,743	6,256	6,608	7,062
Arts, Ent. & Rec.	1,681	1,852	1,969	2,157	2,316	2,457	2,453	2,617
Retail**	521	570	580	626	658	677	704	724
Ground Tran.	270	322	325	357	387	421	469	600
Visitor Air Tran.	646	759	845	864	937	1,192	1,357	1,409
Other Travel*	1,024	1,162	1,353	1,434	1,628	1,999	2,332	2,387
Total	7,858	8,943	9,757	10,636	11,670	13,002	13,922	14,799

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	108,690	118,530	126,550	134,350	139,320	142,250	145,140	147,300
Arts, Ent. & Rec.	48,880	52,010	53,790	56,150	58,170	59,750	61,880	62,290
Retail**	14,250	14,790	14,950	15,790	15,580	16,060	15,910	15,740
Ground Tran.	7,210	8,000	8,320	8,760	9,090	9,290	9,610	9,810
Visitor Air Tran.	8,690	9,280	9,800	10,050	10,510	11,360	11,910	11,970
Other Travel*	15,590	16,160	17,270	17,790	19,270	21,370	22,590	22,720
Total	203,310	218,790	230,680	242,890	251,930	260,070	267,050	269,830

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	979	1,123	1,238	1,419	1,553	1,641	1,692	1,782
Visitor	660	796	884	1,039	1,140	1,198	1,234	1,304
Business or Employee	319	327	353	380	413	443	458	477
State Tax Receipts	1,163	1,144	1,215	1,294	1,314	1,323	1,337	1,464
Visitor	896	859	888	940	935	924	947	1,068
Business or Employee	267	285	327	355	379	399	390	397
Total Local & State Receipts	2,142	2,267	2,453	2,713	2,867	2,964	3,029	3,246

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Shasta Cascade Travel Impacts 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	867	937	923	944	941	964	1,013	1,122
Other Travel*	41	40	35	35	32	30	33	37
Total	908	977	958	979	974	994	1,046	1,159

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	310	341	343	354	367	390	407	463
Private Home	149	158	150	149	139	138	150	163
Campground	99	109	110	118	116	117	123	129
Vacation Home	123	127	123	123	124	126	133	140
Day Travel	186	203	197	201	195	193	201	226
Total	867	937	923	944	941	964	1,013	1,122

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	171	185	190	198	208	223	232	259
Food Service	233	252	252	256	264	279	290	317
Food Stores	54	60	58	61	62	62	63	64
Local Tran. & Gas	173	193	176	179	161	146	161	189
Arts, Ent. & Rec.	124	132	131	134	135	139	141	152
Retail Sales	108	115	113	115	109	111	122	137
Visitor Air Tran.	4	2	2	2	3	3	3	3
Total	867	937	923	944	941	964	1,013	1,122

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	165	181	190	199	215	234	248	259
Arts, Ent. & Rec.	53	58	55	53	52	55	53	56
Retail**	25	27	27	28	28	29	31	32
Ground Tran.	9	11	11	12	12	14	16	23
Visitor Air Tran.	1	1	1	1	1	2	3	3
Other Travel*	4	4	4	4	5	6	7	7
Total	257	282	288	297	312	341	357	380

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	6,520	7,010	7,300	7,310	7,360	7,470	7,660	7,730
Arts, Ent. & Rec.	2,920	3,030	2,850	2,630	2,530	2,570	2,490	2,680
Retail**	950	990	960	980	950	960	980	990
Ground Tran.	280	310	310	310	310	320	340	360
Visitor Air Tran.	10	10	20	20	20	30	40	40
Other Travel*	140	130	120	130	140	170	170	180
Total	10,830	11,480	11,560	11,380	11,310	11,530	11,680	11,980

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	24	25	25	26	27	29	30	33
Visitor	14	16	16	17	18	19	20	23
Business or Employee	10	9	9	9	10	10	10	11
State Tax Receipts	50	49	49	50	49	48	49	57
Visitor	40	39	38	39	37	36	38	46
Business or Employee	9	10	11	11	11	12	11	11
Total Local & State Receipts	74	73	74	77	76	77	79	91

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

The Deserts Travel Impacts

2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	5,162	5,803	5,831	5,984	6,190	6,433	6,797	7,232
Other Travel*	360	378	363	368	350	350	340	385
Total	5,522	6,181	6,194	6,352	6,540	6,783	7,137	7,618

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,843	2,187	2,301	2,415	2,580	2,783	2,916	3,133
Private Home	455	496	476	483	472	465	514	563
Campground	326	354	325	327	326	327	345	364
Vacation Home	908	976	964	983	1,010	1,025	1,097	1,159
Day Travel	1,631	1,789	1,765	1,776	1,803	1,832	1,925	2,014
Total	5,162	5,803	5,831	5,984	6,190	6,433	6,797	7,232

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	858	986	1,034	1,110	1,198	1,308	1,363	1,448
Food Service	1,467	1,646	1,685	1,709	1,816	1,933	2,038	2,152
Food Stores	216	244	234	240	250	253	257	260
Local Tran. & Gas	926	1,060	986	1,003	932	870	959	1,092
Arts, Ent. & Rec.	792	878	895	909	944	985	1,015	1,051
Retail Sales	823	903	910	917	953	982	1,055	1,110
Visitor Air Tran.	80	85	86	97	98	102	109	120
Total	5,162	5,803	5,831	5,984	6,190	6,433	6,797	7,232

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	754	871	906	972	1,056	1,176	1,258	1,350
Arts, Ent. & Rec.	319	365	390	422	434	471	493	520
Retail**	134	151	151	155	166	174	180	185
Ground Tran.	52	64	65	68	75	84	95	126
Visitor Air Tran.	17	20	22	17	20	17	19	20
Other Travel*	75	72	77	73	77	90	73	77
Total	1,352	1,542	1,610	1,707	1,828	2,011	2,117	2,278

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	31,250	35,110	37,090	38,640	40,090	41,930	43,330	44,490
Arts, Ent. & Rec.	13,970	15,130	16,130	17,140	17,530	18,060	18,270	18,720
Retail**	4,880	5,260	5,230	5,340	5,430	5,530	5,620	5,650
Ground Tran.	1,440	1,650	1,700	1,730	1,800	1,890	1,960	2,030
Visitor Air Tran.	310	320	340	280	310	260	270	270
Other Travel*	1,800	1,480	1,490	1,510	1,530	1,900	1,790	1,870
Total	53,640	58,940	61,970	64,640	66,690	69,570	71,240	73,030

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	145	163	173	183	199	218	229	244
Visitor	87	104	113	121	133	148	158	169
Business or Employee	58	59	60	62	66	70	71	75
State Tax Receipts	294	294	304	313	315	316	324	365
Visitor	241	237	241	246	245	244	253	291
Business or Employee	53	57	63	67	70	73	71	73
Total Local & State Receipts	439	457	477	496	514	535	553	609

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

V. COUNTY TRAVEL IMPACTS

2010-2018p



2018p County Direct Travel Impacts

	Spending		Earnings (\$M)	Employment (Jobs)	Tax Revenue		
	Total (\$M)	Destination (\$M)			Local (\$M)	State (\$M)	Total (\$M)
Alameda	4,323	3,363	1,663	30,697	185	182	367
Alpine	35	35	5	271	1	1	2
Amador	150	143	67	2,137	5	7	12
Butte	354	312	108	3,922	9	20	29
Calaveras	205	196	93	2,752	5	9	15
Colusa	54	50	12	640	1	3	4
Contra Costa	1,938	1,680	759	18,040	61	109	170
Del Norte	136	130	54	1,461	5	7	11
El Dorado	1,040	986	461	12,392	44	46	90
Fresno	1,526	1,226	438	14,029	40	83	124
Glenn	60	55	19	743	2	3	5
Humboldt	453	420	171	5,539	17	22	39
Imperial	416	382	110	4,169	11	22	33
Inyo	246	242	70	2,462	10	9	19
Kern	1,639	1,454	541	17,610	38	96	134
Kings	175	148	61	2,155	3	11	15
Lake	167	152	48	1,663	3	8	12
Lassen	69	63	26	1,128	2	4	6
Los Angeles	31,892	26,659	13,681	229,523	1,532	1,322	2,854
Madera	339	304	126	4,232	12	18	29
Marin	770	595	325	6,120	32	32	64
Mariposa	473	470	112	4,122	21	14	35
Mendocino	482	466	226	6,894	21	23	44
Merced	294	244	89	3,141	8	19	26
Modoc	28	26	11	295	1	1	2
Mono	608	605	184	5,608	36	19	55
Monterey	2,984	2,878	1,289	25,194	135	137	271
Napa	1,764	1,699	781	18,257	94	70	164
Nevada	379	362	150	3,772	13	18	32
Orange	14,169	12,714	5,496	133,604	597	538	1,135

2018p County Direct Travel Impacts

	Spending		Earnings (\$M)	Employment (Jobs)	Tax Revenue		
	Total (\$M)	Destination (\$M)			Local (\$M)	State (\$M)	Total (\$M)
Placer	1,413	1,328	470	14,487	44	64	109
Plumas	134	131	48	1,403	4	6	10
Riverside	8,442	7,861	2,602	82,463	265	401	666
Sacramento	4,062	3,199	1,146	31,295	124	179	303
San Benito	115	105	35	896	3	6	9
San Bernardino	5,346	4,700	1,618	55,503	135	264	399
San Diego	14,476	12,988	4,649	112,748	603	545	1,148
San Francisco	13,697	11,150	4,096	66,622	642	403	1,045
San Joaquin	942	802	319	9,122	28	59	87
San Luis Obispo	1,888	1,809	696	20,677	80	86	166
San Mateo	4,256	3,868	3,837	51,739	309	238	547
Santa Barbara	1,994	1,845	704	18,202	85	91	176
Santa Clara	7,763	6,500	2,153	43,830	306	285	592
Santa Cruz	1,088	1,034	376	11,403	47	50	97
Shasta	520	482	156	4,853	16	26	42
Sierra	19	18	5	221	1	1	1
Siskiyou	202	194	75	1,926	6	10	16
Solano	789	704	268	9,211	24	43	66
Sonoma	2,175	2,000	808	22,327	102	93	195
Stanislaus	619	518	182	6,439	15	39	54
Sutter	106	88	33	1,369	2	7	9
Tehama	147	136	46	1,691	4	8	11
Trinity	60	58	18	683	1	2	4
Tulare	517	430	169	5,446	16	31	47
Tuolumne	264	254	84	2,396	9	12	20
Ventura	1,802	1,577	586	17,358	54	96	150
Yolo	449	409	135	5,107	14	24	38
Yuba	103	90	29	1,241	2	7	9
California	140,556	*	52,519	1,163,227	5,885	5,929	11,814

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*Sum of county visitor spending is less than statewide visitor spending because a portion of county ground transportation is allocated to "other travel" at the county level.

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County Direct Travel Spending, 2010-2018p
(\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Alameda										
Total Spending	3,181	3,463	3,543	3,738	3,896	3,974	4,170	4,323	3.7%	3.9%
Visitor Spending	2,432	2,674	2,773	2,923	3,058	3,137	3,257	3,363	3.2%	4.1%
Non-transportation	1,818	2,007	2,113	2,235	2,375	2,462	2,565	2,638	2.9%	4.8%
Transportation	613	667	660	688	683	674	692	725	4.6%	2.1%
Alpine										
Total Spending	27	27	28	27	29	34	35	35	2.1%	3.5%
Visitor Spending	27	27	28	26	29	34	34	35	2.0%	3.5%
Non-transportation	24	24	25	24	26	31	32	32	1.0%	3.8%
Transportation	3	3	3	2	2	2	2	3	14.8%	1.2%
Amador										
Total Spending	122	129	121	131	133	140	144	150	4.5%	2.6%
Visitor Spending	115	122	115	124	128	135	138	143	3.9%	2.8%
Non-transportation	98	103	99	106	111	120	121	125	2.8%	3.1%
Transportation	17	19	16	18	16	15	17	19	12.2%	1.3%
Butte										
Total Spending	287	309	304	308	301	302	332	354	6.7%	2.7%
Visitor Spending	243	263	262	266	265	270	296	312	5.5%	3.2%
Non-transportation	190	203	206	210	215	225	244	254	4.1%	3.7%
Transportation	54	59	55	56	50	46	52	58	12.2%	1.0%
Calaveras										
Total Spending	168	175	172	179	181	188	196	205	4.8%	2.6%
Visitor Spending	158	166	163	170	173	181	188	196	4.4%	2.7%
Non-transportation	133	138	138	144	149	159	164	169	3.2%	3.0%
Transportation	25	28	25	26	24	22	24	27	12.2%	0.9%
Colusa										
Total Spending	44	49	48	47	46	48	51	54	6.0%	2.5%
Visitor Spending	40	45	44	43	43	45	48	50	5.3%	2.8%
Non-transportation	34	38	38	37	37	40	42	44	4.2%	3.1%
Transportation	6	7	6	6	6	5	6	6	13.0%	0.9%

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County Direct Travel Spending, 2010-2018p (\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Contra Costa										
Total Spending	1,430	1,569	1,572	1,641	1,608	1,714	1,809	1,938	7.1%	3.9%
Visitor Spending	1,191	1,317	1,340	1,403	1,383	1,504	1,580	1,680	6.3%	4.4%
Non-transportation	985	1,084	1,122	1,173	1,177	1,306	1,365	1,435	5.1%	4.8%
Transportation	206	233	219	230	206	198	215	245	13.7%	2.2%
Del Norte										
Total Spending	110	113	115	121	123	130	132	136	2.5%	2.6%
Visitor Spending	104	107	110	115	118	125	127	130	2.0%	2.8%
Non-transportation	87	89	92	97	102	109	111	111	0.7%	3.1%
Transportation	17	18	17	18	16	16	17	19	10.8%	1.3%
El Dorado										
Total Spending	693	757	778	806	892	942	987	1,040	5.3%	5.2%
Visitor Spending	631	690	725	759	847	899	940	986	5.0%	5.7%
Non-transportation	554	604	642	673	763	819	853	888	4.1%	6.1%
Transportation	77	87	84	86	84	79	86	98	13.5%	3.0%
Fresno										
Total Spending	1,205	1,326	1,310	1,348	1,345	1,364	1,426	1,526	7.0%	3.0%
Visitor Spending	956	1,054	1,051	1,082	1,094	1,127	1,164	1,226	5.3%	3.2%
Non-transportation	672	734	743	764	791	834	857	889	3.7%	3.6%
Transportation	284	321	308	318	304	293	307	337	10.0%	2.2%
Glenn										
Total Spending	52	52	50	52	41	33	51	60	17.4%	1.8%
Visitor Spending	46	47	45	47	37	29	46	55	17.4%	2.0%
Non-transportation	39	39	39	40	32	25	41	47	15.9%	2.3%
Transportation	7	7	7	7	5	4	6	7	28.6%	0.4%
Humboldt										
Total Spending	377	388	397	412	423	429	452	453	0.2%	2.3%
Visitor Spending	342	354	365	381	393	400	421	420	-0.4%	2.6%
Non-transportation	277	287	299	314	328	338	355	349	-1.6%	2.9%
Transportation	64	67	65	67	65	62	67	71	6.2%	1.2%

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County Direct Travel Spending, 2010-2018p (\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Imperial										
Total Spending	311	357	348	362	355	353	380	416	9.6%	3.7%
Visitor Spending	278	321	316	330	326	328	351	382	9.1%	4.1%
Non-transportation	224	257	258	269	270	277	293	316	7.8%	4.4%
Transportation	54	64	58	61	56	51	58	66	15.5%	2.7%
Inyo										
Total Spending	202	217	224	232	229	239	240	246	2.4%	2.5%
Visitor Spending	198	213	220	228	226	236	237	242	2.2%	2.6%
Non-transportation	172	183	192	199	201	212	211	214	1.2%	2.8%
Transportation	26	29	28	29	26	24	26	28	10.6%	1.0%
Kern										
Total Spending	1,350	1,492	1,461	1,510	1,504	1,396	1,518	1,639	7.9%	2.5%
Visitor Spending	1,173	1,295	1,281	1,329	1,342	1,252	1,358	1,454	7.1%	2.7%
Non-transportation	881	963	972	1,011	1,047	998	1,074	1,131	5.3%	3.2%
Transportation	291	331	309	318	295	254	284	323	13.8%	1.3%
Kings										
Total Spending	157	171	163	167	164	159	167	175	4.7%	1.4%
Visitor Spending	129	141	136	140	140	138	144	148	2.7%	1.8%
Non-transportation	106	115	113	117	119	119	124	126	1.7%	2.1%
Transportation	23	26	23	23	22	19	21	23	9.1%	0.0%
Lake										
Total Spending	147	148	146	155	156	157	161	167	3.9%	1.6%
Visitor Spending	133	133	133	141	144	145	148	152	3.0%	1.7%
Non-transportation	113	112	113	120	125	128	129	132	1.9%	1.9%
Transportation	20	21	20	21	19	17	19	21	10.8%	0.3%
Lassen										
Total Spending	58	60	59	60	59	59	64	69	8.2%	2.1%
Visitor Spending	52	53	53	55	54	55	59	63	7.5%	2.5%
Non-transportation	43	44	45	46	46	48	51	54	6.4%	2.8%
Transportation	8	9	8	9	8	7	8	9	14.7%	0.9%

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County Direct Travel Spending, 2010-2018p (\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Los Angeles										
Total Spending	21,893	24,653	25,065	25,769	26,828	28,039	29,854	31,892	6.8%	4.8%
Visitor Spending	17,141	19,590	19,999	20,513	21,582	22,860	24,232	25,760	6.3%	5.2%
Non-transportation	12,913	14,761	15,177	15,481	16,566	17,819	18,879	19,897	5.4%	5.6%
Transportation	4,228	4,829	4,822	5,031	5,016	5,041	5,353	5,864	9.5%	4.2%
Madera										
Total Spending	245	262	264	275	269	291	316	339	7.1%	4.1%
Visitor Spending	215	232	238	248	244	264	286	304	6.5%	4.4%
Non-transportation	173	185	193	202	204	225	242	255	5.0%	5.0%
Transportation	43	47	44	46	41	39	44	50	14.5%	2.0%
Marin										
Total Spending	587	655	673	690	715	731	731	770	5.4%	3.5%
Visitor Spending	434	482	489	521	544	561	566	595	5.0%	4.0%
Non-transportation	385	427	439	467	495	516	517	539	4.4%	4.3%
Transportation	49	55	50	53	49	45	49	55	11.8%	1.4%
Mariposa										
Total Spending	381	404	394	421	454	458	471	473	0.6%	2.7%
Visitor Spending	378	400	391	418	451	456	468	470	0.5%	2.8%
Non-transportation	343	361	356	380	414	422	432	431	-0.2%	2.9%
Transportation	35	39	35	37	36	33	36	39	8.8%	1.3%
Mendocino										
Total Spending	331	363	365	382	399	435	466	482	3.5%	4.8%
Visitor Spending	313	345	349	366	384	422	452	466	3.1%	5.1%
Non-transportation	270	296	304	319	340	380	404	413	2.1%	5.4%
Transportation	43	49	45	47	44	42	47	53	11.7%	2.6%
Merced										
Total Spending	226	249	244	264	261	246	270	294	8.9%	3.4%
Visitor Spending	178	198	198	218	219	210	229	244	6.8%	4.0%
Non-transportation	128	140	145	162	169	166	178	187	5.0%	4.8%
Transportation	50	57	53	56	50	44	50	57	13.2%	1.7%

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County Direct Travel Spending, 2010-2018p
(\$Millions)

Modoc	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Total Spending	24	24	23	24	24	24	26	28	8.1%	2.1%
Visitor Spending	22	22	22	23	23	23	25	26	7.6%	2.4%
Non-transportation	18	18	18	19	19	20	21	23	6.4%	2.7%
Transportation	4	4	4	4	3	3	3	4	15.0%	0.7%
Mono	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Total Spending	424	434	474	474	495	548	616	608	-1.2%	4.6%
Visitor Spending	421	431	471	472	492	546	613	605	-1.3%	4.6%
Non-transportation	375	381	421	422	446	500	557	545	-2.1%	4.8%
Transportation	47	49	50	50	46	46	56	60	7.1%	3.2%
Monterey	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Total Spending	2,078	2,427	2,495	2,602	2,702	2,759	2,820	2,984	5.8%	4.6%
Visitor Spending	1,976	2,319	2,395	2,501	2,610	2,674	2,726	2,878	5.6%	4.8%
Non-transportation	1,756	2,057	2,145	2,244	2,368	2,448	2,484	2,611	5.1%	5.1%
Transportation	219	261	250	257	241	226	242	267	10.7%	2.5%
Napa	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Total Spending	1,066	1,281	1,334	1,412	1,475	1,629	1,659	1,764	6.3%	6.5%
Visitor Spending	1,037	1,236	1,291	1,367	1,432	1,568	1,597	1,699	6.4%	6.4%
Non-transportation	970	1,155	1,214	1,287	1,356	1,494	1,517	1,609	6.1%	6.5%
Transportation	67	81	76	80	75	74	80	90	12.4%	3.8%
Nevada	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Total Spending	275	293	296	306	318	339	363	379	4.6%	4.1%
Visitor Spending	256	272	276	288	303	325	348	362	4.1%	4.4%
Non-transportation	218	230	237	248	266	290	309	318	3.0%	4.8%
Transportation	38	42	39	40	37	35	39	44	12.5%	1.8%
Orange	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Total Spending	9,314	10,370	11,026	11,883	12,696	13,477	13,815	14,169	2.6%	5.4%
Visitor Spending	7,976	9,003	9,655	10,397	11,229	11,964	12,252	12,432	1.5%	5.7%
Non-transportation	7,016	8,242	8,954	9,732	10,533	11,268	11,544	11,675	1.1%	6.6%
Transportation	960	762	701	666	696	697	708	757	7.0%	-2.9%

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County Direct Travel Spending, 2010-2018p (\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Placer										
Total Spending	1,024	1,023	1,036	1,034	1,099	1,224	1,349	1,413	4.8%	4.1%
Visitor Spending	953	948	968	965	1,035	1,162	1,274	1,328	4.3%	4.2%
Non-transportation	834	822	849	847	922	1,052	1,150	1,189	3.4%	4.5%
Transportation	119	126	119	118	112	110	124	140	12.8%	2.0%
Plumas										
Total Spending	108	118	114	115	113	114	119	134	12.7%	2.7%
Visitor Spending	105	114	111	112	110	112	116	131	12.6%	2.8%
Non-transportation	89	96	95	96	96	99	102	114	11.3%	3.1%
Transportation	16	18	16	16	14	13	14	17	22.5%	1.0%
Riverside										
Total Spending	6,037	6,765	6,797	6,952	7,209	7,533	7,929	8,442	6.5%	4.3%
Visitor Spending	5,490	6,181	6,244	6,392	6,689	7,028	7,423	7,861	5.9%	4.6%
Non-transportation	4,721	5,295	5,404	5,528	5,865	6,231	6,555	6,887	5.1%	4.8%
Transportation	769	887	841	864	824	798	869	974	12.2%	3.0%
Sacramento										
Total Spending	3,090	3,319	3,350	3,495	3,592	3,638	3,836	4,062	5.9%	3.5%
Visitor Spending	2,416	2,565	2,617	2,728	2,814	2,869	3,045	3,199	5.1%	3.6%
Non-transportation	1,706	1,796	1,857	1,934	2,032	2,104	2,235	2,327	4.1%	4.0%
Transportation	711	769	760	794	782	765	809	872	7.8%	2.6%
San Benito										
Total Spending	85	91	89	94	93	95	107	115	7.5%	3.9%
Visitor Spending	75	80	79	83	84	87	98	105	6.6%	4.3%
Non-transportation	61	64	65	69	70	74	84	88	5.2%	4.8%
Transportation	14	15	14	15	14	13	14	16	14.7%	2.2%
San Bernardino										
Total Spending	4,099	4,373	4,351	4,466	4,558	4,643	4,975	5,346	7.5%	3.4%
Visitor Spending	3,505	3,752	3,780	3,881	4,006	4,119	4,397	4,700	6.9%	3.7%
Non-transportation	2,806	2,993	3,057	3,137	3,299	3,448	3,669	3,882	5.8%	4.1%
Transportation	700	759	723	744	707	671	728	818	12.4%	2.0%

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County Direct Travel Spending, 2010-2018p
(\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
San Diego										
Total Spending	11,198	11,441	11,602	12,020	12,321	12,996	13,694	14,476	5.7%	3.3%
Visitor Spending	9,841	9,967	10,167	10,542	10,839	11,466	12,062	12,693	5.2%	3.2%
Non-transportation	8,321	8,650	8,911	9,285	9,591	10,229	10,747	11,271	4.9%	3.9%
Transportation	1,520	1,316	1,255	1,257	1,247	1,237	1,315	1,422	8.1%	-0.8%
San Francisco										
Total Spending	8,901	9,792	10,672	12,269	12,992	13,192	13,404	13,697	2.2%	5.5%
Visitor Spending	7,678	8,319	8,860	10,267	10,895	10,875	10,758	11,150	3.6%	4.8%
Non-transportation	6,333	6,734	7,196	8,451	9,066	9,101	8,973	9,301	3.7%	4.9%
Transportation	1,345	1,584	1,664	1,816	1,829	1,774	1,785	1,849	3.6%	4.1%
San Joaquin										
Total Spending	716	803	790	809	810	828	878	942	7.2%	3.5%
Visitor Spending	582	659	659	676	690	721	758	802	5.8%	4.1%
Non-transportation	423	475	487	501	528	567	592	617	4.2%	4.8%
Transportation	159	183	171	175	163	154	166	186	11.5%	2.0%
San Luis Obispo										
Total Spending	1,348	1,540	1,586	1,629	1,669	1,680	1,782	1,888	5.9%	4.3%
Visitor Spending	1,274	1,460	1,510	1,562	1,607	1,623	1,716	1,809	5.4%	4.5%
Non-transportation	1,094	1,250	1,307	1,354	1,413	1,444	1,517	1,582	4.3%	4.7%
Transportation	180	210	203	208	194	179	199	227	14.3%	2.9%
San Mateo										
Total Spending	2,797	3,232	3,340	3,519	3,730	3,813	3,997	4,256	6.5%	5.4%
Visitor Spending	2,548	2,986	3,096	3,258	3,427	3,518	3,662	3,868	5.6%	5.4%
Non-transportation	2,011	2,370	2,477	2,613	2,785	2,879	2,999	3,155	5.2%	5.8%
Transportation	536	616	620	645	642	639	663	713	7.6%	3.6%
Santa Barbara										
Total Spending	1,588	1,722	1,745	1,853	1,906	1,904	1,953	1,994	2.1%	2.9%
Visitor Spending	1,451	1,577	1,608	1,714	1,774	1,775	1,818	1,845	1.5%	3.0%
Non-transportation	1,224	1,327	1,366	1,460	1,536	1,555	1,583	1,589	0.4%	3.3%
Transportation	228	251	242	254	238	219	235	256	9.0%	1.5%

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Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel Spending, 2010-2018p
(\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Santa Clara										
Total Spending	4,408	5,184	5,391	5,769	6,090	6,304	7,221	7,763	7.5%	7.3%
Visitor Spending	3,661	4,291	4,466	4,794	5,041	5,220	6,018	6,500	8.0%	7.4%
Non-transportation	2,929	3,459	3,638	3,915	4,178	4,375	5,074	5,439	7.2%	8.0%
Transportation	732	832	828	879	862	845	944	1,060	12.3%	4.7%
Santa Cruz										
Total Spending	775	868	870	904	928	946	1,023	1,088	6.4%	4.3%
Visitor Spending	721	810	816	849	880	903	976	1,034	5.9%	4.6%
Non-transportation	612	687	702	733	773	806	868	910	4.8%	5.1%
Transportation	109	123	114	116	106	97	108	124	14.6%	1.6%
Shasta										
Total Spending	396	427	419	430	428	439	461	520	12.7%	3.5%
Visitor Spending	356	388	384	395	396	410	428	482	12.6%	3.9%
Non-transportation	287	312	314	324	330	348	361	404	11.7%	4.4%
Transportation	69	75	70	72	66	62	67	79	17.4%	1.7%
Sierra										
Total Spending	17	19	19	18	18	17	18	19	3.0%	1.1%
Visitor Spending	17	18	18	18	17	16	18	18	2.6%	1.2%
Non-transportation	15	16	16	16	15	15	16	16	1.6%	1.4%
Transportation	2	2	2	2	2	2	2	2	11.5%	-0.3%
Siskiyou										
Total Spending	161	171	167	170	172	175	186	202	8.3%	2.9%
Visitor Spending	152	162	159	162	165	168	179	194	8.0%	3.1%
Non-transportation	130	138	137	140	145	150	159	170	7.1%	3.4%
Transportation	22	24	22	22	20	18	21	24	15.1%	0.9%
Solano										
Total Spending	629	669	696	711	704	731	766	789	3.0%	2.9%
Visitor Spending	549	585	619	633	632	666	693	704	1.6%	3.2%
Non-transportation	475	504	541	554	561	599	620	625	0.7%	3.5%
Transportation	74	81	78	79	71	67	73	80	9.5%	1.0%

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Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel Spending, 2010-2018p
(\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Sonoma										
Total Spending	1,468	1,699	1,756	1,828	1,876	1,975	2,084	2,175	4.4%	5.0%
Visitor Spending	1,347	1,566	1,630	1,698	1,752	1,832	1,926	2,000	3.8%	5.1%
Non-transportation	1,201	1,389	1,459	1,522	1,587	1,674	1,754	1,810	3.2%	5.3%
Transportation	146	177	171	176	165	158	172	190	10.4%	3.3%
Stanislaus										
Total Spending	513	556	538	547	557	564	587	619	5.5%	2.4%
Visitor Spending	403	449	442	450	471	487	500	518	3.6%	3.2%
Non-transportation	296	328	329	337	364	387	393	401	2.0%	3.9%
Transportation	107	121	112	113	107	100	107	117	9.4%	1.1%
Sutter										
Total Spending	86	91	88	92	89	88	97	106	9.2%	2.7%
Visitor Spending	68	72	71	74	74	75	82	88	7.8%	3.3%
Non-transportation	51	53	54	57	58	60	66	70	5.9%	4.0%
Transportation	17	19	17	18	16	15	16	19	15.4%	1.1%
Tehama										
Total Spending	111	126	125	127	128	129	134	147	9.5%	3.6%
Visitor Spending	99	114	114	116	119	120	125	136	9.0%	4.0%
Non-transportation	82	93	95	97	101	104	107	116	8.0%	4.3%
Transportation	17	20	19	19	18	16	17	20	14.9%	2.4%
Trinity										
Total Spending	51	52	52	52	50	53	56	60	7.2%	2.1%
Visitor Spending	48	50	49	50	48	51	54	58	6.9%	2.2%
Non-transportation	40	41	41	41	41	44	47	49	5.7%	2.6%
Transportation	8	9	8	8	7	7	7	8	14.2%	0.2%
Tulare										
Total Spending	403	446	432	453	419	384	479	517	7.9%	3.2%
Visitor Spending	314	354	348	369	345	318	405	430	6.4%	4.0%
Non-transportation	244	273	274	292	279	260	335	351	4.7%	4.7%
Transportation	71	81	74	77	66	58	70	80	14.5%	1.5%

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Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel Spending, 2010-2018p
(\$Millions)

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Tuolumne										
Total Spending	175	198	189	192	206	224	250	264	5.6%	5.3%
Visitor Spending	164	186	179	182	197	215	241	254	5.2%	5.6%
Non-transportation	140	159	155	157	173	193	216	225	4.2%	6.1%
Transportation	24	27	24	25	23	22	25	29	13.5%	2.5%
Ventura										
Total Spending	1,354	1,534	1,550	1,593	1,634	1,645	1,707	1,802	5.6%	3.6%
Visitor Spending	1,153	1,312	1,343	1,381	1,437	1,462	1,508	1,577	4.6%	4.0%
Non-transportation	947	1,072	1,113	1,146	1,217	1,258	1,291	1,337	3.6%	4.4%
Transportation	206	240	230	235	220	204	217	239	10.5%	1.9%
Yolo										
Total Spending	324	349	350	359	356	355	413	449	8.9%	4.2%
Visitor Spending	285	307	310	320	322	325	378	409	8.1%	4.6%
Non-transportation	235	251	258	267	273	281	327	349	6.7%	5.1%
Transportation	50	56	52	53	48	44	51	60	17.2%	2.2%
Yuba										
Total Spending	84	91	86	86	78	77	93	103	10.7%	2.6%
Visitor Spending	71	77	74	73	67	67	82	90	9.8%	3.0%
Non-transportation	53	57	56	55	51	53	65	70	7.7%	3.5%
Transportation	17	19	18	18	16	14	17	20	17.5%	1.7%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers.
Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel-Generated Employment, 2010-2018p

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Alameda	23,764	25,278	27,285	28,176	28,834	29,048	30,172	30,697	1.7%	3.3%
Alpine	275	296	296	252	241	277	275	271	-1.6%	-0.2%
Amador	1,858	1,883	1,870	1,923	1,973	2,049	2,143	2,137	-0.3%	1.8%
Butte	3,311	3,447	3,552	3,562	3,502	3,576	3,810	3,922	3.0%	2.1%
Calaveras	2,079	2,104	2,172	2,206	2,402	2,495	2,670	2,752	3.0%	3.6%
Colusa	513	594	640	646	611	634	640	640	0.0%	2.8%
Contra Costa	14,967	15,790	16,407	16,312	16,251	17,868	17,933	18,040	0.6%	2.4%
Del Norte	1,368	1,328	1,396	1,398	1,401	1,402	1,428	1,461	2.3%	0.8%
El Dorado	8,566	9,347	10,314	10,695	11,472	11,627	12,747	12,392	-2.8%	4.7%
Fresno	11,672	12,598	12,578	13,056	13,280	13,391	13,910	14,029	0.9%	2.3%
Glenn	838	814	790	834	709	575	720	743	3.3%	-1.5%
Humboldt	5,059	5,120	5,346	5,305	5,541	5,502	5,682	5,539	-2.5%	1.1%
Imperial	3,629	3,985	4,342	4,654	4,523	4,522	4,451	4,169	-6.3%	1.8%
Inyo	2,286	2,329	2,388	2,261	2,257	2,294	2,389	2,462	3.1%	0.9%
Kern	13,833	14,818	15,677	15,787	16,517	15,565	17,301	17,610	1.8%	3.1%
Kings	1,770	1,881	1,895	1,928	2,048	2,018	1,986	2,155	8.5%	2.5%
Lake	1,806	1,779	1,696	1,633	1,592	1,630	1,617	1,663	2.8%	-1.0%
Lassen	1,116	1,042	946	936	936	904	884	1,128	27.6%	0.1%
Los Angeles	163,566	178,117	188,056	192,229	203,161	216,456	223,161	229,523	2.9%	4.3%
Madera	2,580	2,824	3,172	3,522	3,206	3,536	4,045	4,232	4.6%	6.4%
Marin	4,991	5,600	5,813	5,975	5,995	6,216	6,250	6,120	-2.1%	2.6%
Mariposa	4,066	4,289	4,182	4,367	4,570	4,271	4,389	4,122	-6.1%	0.2%
Mendocino	5,142	5,245	6,357	6,685	6,492	7,041	7,201	6,894	-4.3%	3.7%
Merced	2,117	2,404	2,785	3,187	3,147	3,035	3,150	3,141	-0.3%	5.1%
Modoc	367	368	352	322	295	293	296	295	-0.3%	-2.7%
Mono	3,567	3,718	4,178	4,452	4,933	5,197	5,576	5,608	0.6%	5.8%
Monterey	19,135	22,746	23,314	23,970	24,209	24,859	24,498	25,194	2.8%	3.5%
Napa	12,311	14,014	14,989	16,105	15,861	16,765	17,508	18,257	4.3%	5.0%
Nevada	2,871	3,078	3,409	3,386	3,286	3,454	3,684	3,772	2.4%	3.5%
Orange	89,126	98,352	107,799	115,100	121,958	129,517	131,092	133,604	1.9%	5.2%
Placer	11,928	11,215	11,902	11,209	11,376	12,946	14,186	14,487	2.1%	2.5%

County Direct Travel-Generated Employment, 2010-2018p

	2010	2012	2013	2014	2015	2016	2017	2018	17-18	10-18
Plumas	1,166	1,263	1,275	1,251	1,254	1,261	1,278	1,403	9.7%	2.3%
Riverside	59,486	65,638	68,543	71,851	74,256	77,904	79,736	82,463	3.4%	4.2%
Sacramento	25,607	27,299	28,181	28,608	28,972	29,519	30,337	31,295	3.2%	2.5%
San Benito	751	822	827	827	852	915	938	896	-4.5%	2.2%
San Bernardino	43,500	45,859	49,489	49,101	51,429	53,184	55,431	55,503	0.1%	3.1%
San Diego	99,998	98,084	101,364	101,673	101,510	109,108	111,244	112,748	1.4%	1.5%
San Francisco	53,112	52,537	54,538	61,748	66,202	66,600	66,970	66,622	-0.5%	2.9%
San Joaquin	6,490	7,216	7,801	8,108	8,100	8,503	8,940	9,122	2.0%	4.3%
San Luis Obispo	15,743	17,891	18,521	18,581	18,531	18,931	20,550	20,677	0.6%	3.5%
San Mateo	36,292	40,462	43,132	44,159	46,559	48,787	50,676	51,739	2.1%	4.5%
Santa Barbara	15,132	15,986	16,655	17,212	17,823	17,627	17,966	18,202	1.3%	2.3%
Santa Clara	31,748	36,002	38,445	39,612	40,634	42,449	43,085	43,830	1.7%	4.1%
Santa Cruz	8,319	9,448	9,678	10,055	10,474	10,694	11,145	11,403	2.3%	4.0%
Shasta	3,992	4,418	4,492	4,552	4,564	4,769	4,798	4,853	1.2%	2.5%
Sierra	206	232	214	202	236	209	219	221	1.0%	0.9%
Siskiyou	2,096	2,106	2,198	2,016	1,960	1,957	2,057	1,926	-6.4%	-1.1%
Solano	8,196	8,511	9,243	9,093	8,760	9,112	9,198	9,211	0.1%	1.5%
Sonoma	17,023	18,869	19,456	19,830	20,303	20,880	22,508	22,327	-0.8%	3.4%
Stanislaus	5,112	5,533	5,637	5,915	6,028	6,256	6,440	6,439	0.0%	2.9%
Sutter	1,110	1,202	1,294	1,354	1,375	1,352	1,376	1,369	-0.5%	2.6%
Tehama	1,229	1,420	1,512	1,562	1,610	1,634	1,681	1,691	0.6%	4.1%
Trinity	865	858	789	745	687	713	685	683	-0.3%	-2.9%
Tulare	3,972	4,425	4,444	4,652	4,507	4,204	5,256	5,446	3.6%	4.0%
Tuolumne	1,866	2,129	2,200	2,117	2,121	2,292	2,431	2,396	-1.5%	3.2%
Ventura	14,106	15,427	16,077	16,089	16,405	16,316	16,801	17,358	3.3%	2.6%
Yolo	3,869	4,333	4,306	4,369	4,474	4,480	5,140	5,107	-0.6%	3.5%
Yuba	953	1,039	1,120	1,027	913	949	1,110	1,241	11.8%	3.4%

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

ALAMEDA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	2,431.8	2,674.4	2,772.5	2,923.3	3,058.3	3,136.7	3,256.9	3,362.6
Other Travel*	749.0	788.1	770.8	814.6	837.8	837.4	913.2	960.2
Total	3,180.8	3,462.5	3,543.3	3,737.9	3,896.1	3,974.0	4,170.1	4,322.8

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,335.7	1,505.6	1,601.0	1,726.8	1,856.1	1,931.7	1,981.2	2,037.7
Private Home	494.3	526.8	523.1	534.4	539.4	544.3	589.5	623.2
Campground	1.5	1.6	4.8	5.8	5.9	5.9	6.2	6.5
Vacation Home	14.4	15.5	15.4	15.8	16.3	16.5	17.6	18.6
Day Travel	585.9	625.0	628.2	640.4	640.6	638.2	662.4	676.7
Total	2,431.8	2,674.4	2,772.5	2,923.3	3,058.3	3,136.7	3,256.9	3,362.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	361.6	446.1	508.6	590.0	683.1	733.4	761.2	790.8
Food Service	672.2	725.9	751.0	770.7	803.8	833.5	869.2	895.1
Food Stores	83.3	91.8	91.9	95.3	98.1	97.5	98.3	97.3
Local Tran. & Gas	414.5	455.9	446.7	462.6	439.6	419.7	443.9	478.3
Arts, Ent. & Rec.	346.9	369.1	380.1	390.3	397.6	404.1	411.8	415.6
Retail Sales	354.5	374.0	381.0	388.8	392.7	393.7	424.1	439.3
Visitor Air Tran.	198.8	211.5	213.3	225.7	243.4	254.8	248.5	246.2
Total	2,431.8	2,674.4	2,772.5	2,923.3	3,058.3	3,136.7	3,256.9	3,362.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	386.5	439.3	490.8	525.4	582.1	633.5	674.7	719.6
Arts, Ent. & Rec.	153.8	169.1	177.7	193.2	200.8	224.5	233.4	255.3
Retail**	58.3	63.0	64.0	67.0	69.8	71.5	74.0	77.2
Ground Tran.	43.5	50.5	51.1	55.3	59.8	64.4	69.3	84.9
Visitor Air Tran.	113.9	128.0	141.8	144.2	159.1	143.4	160.3	169.0
Other Travel*	226.1	247.7	271.2	283.4	315.2	296.0	341.7	357.3
Total	981.9	1,097.5	1,196.5	1,268.6	1,386.8	1,433.2	1,553.4	1,663.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	13,210	14,360	15,600	16,000	16,590	16,870	17,240	17,500
Arts, Ent. & Rec.	3,400	3,730	4,070	4,330	4,090	4,160	4,370	4,580
Retail**	1,840	1,860	1,930	1,970	1,960	2,000	2,000	1,970
Ground Tran.	1,130	1,230	1,280	1,330	1,380	1,390	1,410	1,400
Visitor Air Tran.	1,190	1,220	1,280	1,310	1,390	1,320	1,500	1,520
Other Travel*	2,990	2,880	3,120	3,240	3,430	3,310	3,660	3,720
Total	23,760	25,280	27,280	28,180	28,830	29,050	30,170	30,700

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	108.0	119.5	129.0	140.0	154.4	162.3	178.0	185.1
Visitor	67.7	78.8	85.0	94.3	105.0	113.1	125.5	130.1
Business or Employee	40.2	40.7	44.0	45.7	49.4	49.2	52.5	55.0
State Tax Receipts	156.3	152.0	159.9	166.7	166.2	161.4	163.0	181.8
Visitor	123.5	118.0	121.1	125.3	122.1	118.1	121.3	139.1
Business or Employee	32.8	33.9	38.9	41.4	44.1	43.3	41.7	42.8
Total Local & State Receipt	264.3	271.5	289.0	306.7	320.6	323.7	341.0	367.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

ALPINE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	26.6	27.2	27.6	26.4	28.7	33.6	34.4	35.1
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2
Total	26.8	27.5	27.8	26.6	28.8	33.7	34.6	35.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	15.7	16.0	16.4	15.0	17.0	21.8	21.6	21.7
Private Home	0.5	0.6	0.5	0.5	0.5	0.5	0.5	0.6
Campground	2.8	2.9	3.0	3.3	3.3	3.4	3.5	3.7
Vacation Home	5.6	5.7	5.7	5.5	5.8	5.9	6.5	6.8
Day Travel	1.9	2.0	2.0	2.0	2.1	2.1	2.3	2.4
Total	26.6	27.2	27.6	26.4	28.7	33.6	34.4	35.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	8.2	8.2	8.5	8.2	9.1	11.0	11.2	11.2
Food Service	7.8	8.0	8.2	7.7	8.5	10.3	10.5	10.8
Food Stores	1.2	1.3	1.3	1.4	1.5	1.6	1.6	1.6
Local Tran. & Gas	2.5	2.8	2.5	2.5	2.3	2.2	2.4	2.8
Arts, Ent. & Rec.	4.2	4.2	4.3	4.1	4.4	5.1	5.1	5.1
Retail Sales	2.7	2.7	2.7	2.6	2.9	3.4	3.6	3.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	26.6	27.2	27.6	26.4	28.7	33.6	34.4	35.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	4.0	4.1	4.2	3.6	3.1	3.8	3.9	4.0
Arts, Ent. & Rec.	0.8	0.8	0.8	0.7	0.6	0.7	0.7	0.7
Retail**	0.5	0.5	0.5	0.5	0.6	0.7	0.7	0.7
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	5.2	5.4	5.5	4.8	4.3	5.1	5.2	5.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	220	240	240	200	190	220	220	210
Arts, Ent. & Rec.	30	40	40	30	30	30	30	30
Retail**	20	20	20	20	20	30	30	30
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	280	300	300	250	240	280	280	270

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	0.8	0.8	0.8	0.8	0.8	1.0	1.1	1.1
Visitor	0.6	0.6	0.7	0.6	0.7	0.9	0.9	0.9
Business or Employee	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2
State Tax Receipts	1.0	0.9	0.9	0.9	0.9	1.0	1.0	1.1
Visitor	0.8	0.7	0.7	0.7	0.7	0.8	0.8	0.9
Business or Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total Local & State Receipt	1.8	1.7	1.8	1.7	1.7	2.0	2.1	2.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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AMADOR COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	114.9	121.7	114.9	124.1	127.7	135.3	137.9	143.3
Other Travel*	6.9	7.3	6.4	6.4	5.7	5.1	5.8	6.8
Total	121.8	128.9	121.4	130.5	133.5	140.3	143.7	150.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	41.9	43.5	43.1	45.8	49.5	55.2	53.5	55.1
Private Home	20.7	21.1	20.2	20.7	19.5	19.7	21.3	22.8
Campground	15.9	18.9	15.6	19.4	19.4	19.6	20.6	21.6
Vacation Home	11.6	11.8	11.4	11.6	12.0	12.2	13.3	14.1
Day Travel	24.9	26.3	24.6	26.6	27.3	28.5	29.1	29.8
Total	114.9	121.7	114.9	124.1	127.7	135.3	137.9	143.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	18.3	19.1	18.8	21.0	22.8	25.6	26.1	27.0
Food Service	31.6	33.1	32.1	33.9	36.0	39.0	39.3	40.6
Food Stores	8.0	9.0	7.9	9.1	9.4	9.5	9.5	9.6
Local Tran. & Gas	16.9	18.9	16.3	17.8	16.5	15.5	16.7	18.7
Arts, Ent. & Rec.	27.0	28.0	27.0	28.7	30.0	32.0	31.4	31.7
Retail Sales	13.0	13.5	12.8	13.6	13.1	13.8	14.8	15.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	114.9	121.7	114.9	124.1	127.7	135.3	137.9	143.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	24.6	26.2	27.9	29.1	31.3	34.8	40.4	45.7
Arts, Ent. & Rec.	12.5	13.4	12.4	13.8	12.9	13.9	14.9	13.9
Retail**	3.1	3.3	3.0	3.4	3.4	3.7	4.0	4.2
Ground Tran.	1.2	1.4	1.3	1.5	1.6	1.8	2.0	2.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Total	41.6	44.5	44.9	47.9	49.4	54.4	61.6	66.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	900	920	960	940	970	990	1,100	1,220
Arts, Ent. & Rec.	790	790	750	800	830	870	850	720
Retail**	120	120	110	130	130	130	140	140
Ground Tran.	40	40	40	40	40	40	40	40
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	1,860	1,880	1,870	1,920	1,970	2,050	2,140	2,140

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	2.9	3.0	3.0	3.3	3.7	4.1	4.3	4.6
Visitor	1.3	1.5	1.5	1.7	2.1	2.4	2.5	2.6
Business or Employee	1.6	1.5	1.5	1.6	1.6	1.7	1.9	2.0
State Tax Receipts	6.4	6.2	6.0	6.5	6.4	6.4	6.6	7.4
Visitor	5.0	4.7	4.5	4.8	4.7	4.7	4.8	5.5
Business or Employee	1.4	1.5	1.5	1.7	1.7	1.7	1.8	1.9
Total Local & State Receipt	9.4	9.2	9.0	9.8	10.1	10.6	10.9	11.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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BUTTE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	243.3	262.6	261.7	265.9	265.0	270.4	295.8	312.1
Other Travel*	43.4	46.7	42.4	42.4	36.1	32.0	36.0	41.9
Total	286.7	309.3	304.1	308.3	301.1	302.4	331.7	354.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	76.8	84.3	87.0	88.9	91.9	97.1	108.5	115.6
Private Home	53.3	57.6	55.5	55.5	52.7	51.9	58.1	62.1
Campground	15.3	16.2	16.6	18.1	18.4	18.6	19.5	20.4
Vacation Home	25.6	27.0	26.5	27.0	26.3	26.8	28.1	29.3
Day Travel	72.4	77.5	76.2	76.4	75.8	76.1	81.5	84.6
Total	243.3	262.6	261.7	265.9	265.0	270.4	295.8	312.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	41.8	45.3	47.2	50.0	53.1	56.5	62.2	65.6
Food Service	64.3	69.0	70.2	70.5	73.3	77.3	83.6	87.1
Food Stores	13.7	15.0	14.7	15.3	15.8	15.9	16.3	16.3
Local Tran. & Gas	52.9	59.0	54.4	55.0	49.8	45.7	51.6	57.9
Arts, Ent. & Rec.	32.8	34.7	35.2	35.4	35.9	37.2	39.2	40.1
Retail Sales	37.1	39.1	39.1	39.0	37.1	37.9	42.8	45.1
Visitor Air Tran.	0.6	0.5	0.9	0.7	0.0	0.0	0.0	0.0
Total	243.3	262.6	261.7	265.9	265.0	270.4	295.8	312.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	38.9	42.7	45.7	47.7	50.0	53.7	59.2	65.8
Arts, Ent. & Rec.	14.0	15.3	15.2	15.5	15.5	16.8	20.1	22.6
Retail**	7.3	7.8	7.8	8.0	8.1	8.5	9.5	9.7
Ground Tran.	3.3	3.9	3.9	4.0	4.2	4.7	5.7	7.8
Visitor Air Tran.	0.2	0.2	0.3	0.4	0.0	0.0	0.0	0.0
Other Travel*	2.2	2.3	2.2	2.4	1.6	1.8	1.8	1.9
Total	66.0	72.2	75.2	78.1	79.4	85.5	96.3	107.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,880	1,970	2,090	2,100	2,060	2,090	2,210	2,300
Arts, Ent. & Rec.	960	1,000	990	980	980	1,010	1,100	1,120
Retail**	280	280	280	290	280	290	310	300
Ground Tran.	100	110	110	110	110	110	120	120
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	90	80	80	80	70	80	80	80
Total	3,310	3,450	3,550	3,560	3,500	3,580	3,810	3,920

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	6.0	6.3	6.5	6.7	7.0	7.4	8.2	8.8
Visitor	3.6	3.9	4.1	4.3	4.5	4.8	5.4	5.7
Business or Employee	2.4	2.4	2.4	2.4	2.5	2.6	2.8	3.1
State Tax Receipts	17.9	17.3	17.4	17.9	16.9	16.4	17.4	20.5
Visitor	15.3	14.7	14.6	14.9	14.0	13.3	14.3	17.1
Business or Employee	2.5	2.6	2.9	3.0	3.0	3.0	3.1	3.3
Total Local & State Receipt	23.9	23.6	23.9	24.6	23.9	23.8	25.6	29.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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CALAVERAS COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	158.3	165.7	163.4	170.4	172.7	180.7	187.7	195.8
Other Travel*	9.3	9.8	8.8	8.9	8.1	7.4	8.3	9.5
Total	167.6	175.5	172.2	179.3	180.8	188.1	195.9	205.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	43.0	45.1	45.5	49.0	51.7	57.6	57.5	59.5
Private Home	24.4	25.5	24.5	24.8	23.2	23.5	25.2	26.7
Campground	26.5	28.4	28.1	30.1	29.8	30.2	31.7	33.2
Vacation Home	39.0	40.2	39.2	39.4	41.0	41.7	44.5	47.0
Day Travel	25.4	26.6	26.1	27.0	27.0	27.7	28.7	29.5
Total	158.3	165.7	163.4	170.4	172.7	180.7	187.7	195.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	33.8	34.8	35.1	37.8	40.0	43.8	45.0	46.4
Food Service	45.6	47.5	47.7	49.0	51.1	54.8	55.9	57.7
Food Stores	11.9	12.8	12.5	13.2	13.5	13.7	13.7	13.7
Local Tran. & Gas	25.3	27.6	25.3	26.2	23.8	22.1	24.1	27.1
Arts, Ent. & Rec.	25.4	26.1	26.1	26.8	27.3	28.6	28.7	29.0
Retail Sales	16.4	16.9	16.7	17.3	17.1	17.9	20.2	21.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	158.3	165.7	163.4	170.4	172.7	180.7	187.7	195.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	43.3	45.8	46.3	47.1	47.8	52.8	58.5	61.3
Arts, Ent. & Rec.	8.6	9.2	9.4	9.9	17.0	18.4	19.9	19.7
Retail**	5.1	5.3	5.2	5.6	5.7	6.1	6.7	7.0
Ground Tran.	1.7	1.9	1.9	2.0	2.1	2.4	2.8	3.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.7	0.7	0.7	0.7	0.8	0.9	1.0	1.1
Total	59.3	62.9	63.4	65.3	73.5	80.5	88.9	92.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,420	1,450	1,510	1,500	1,420	1,500	1,640	1,680
Arts, Ent. & Rec.	390	390	390	420	690	690	700	740
Retail**	190	190	190	200	200	210	230	230
Ground Tran.	50	50	50	50	50	60	60	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	30	40	40	40
Total	2,080	2,100	2,170	2,210	2,400	2,490	2,670	2,750

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	4.1	4.1	4.1	4.3	4.7	5.1	5.3	5.4
Visitor	1.9	2.0	2.1	2.3	2.4	2.7	2.7	2.8
Business or Employee	2.2	2.1	2.0	2.1	2.3	2.4	2.6	2.6
State Tax Receipts	8.0	7.7	7.7	8.0	8.0	8.0	8.2	9.2
Visitor	5.9	5.5	5.5	5.7	5.5	5.3	5.5	6.5
Business or Employee	2.1	2.1	2.3	2.3	2.6	2.6	2.7	2.7
Total Local & State Receipt	12.2	11.8	11.9	12.4	12.7	13.1	13.5	14.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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COLUSA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	40.4	44.8	43.9	43.1	42.7	45.1	47.7	50.3
Other Travel*	3.9	4.2	3.7	3.7	3.3	2.9	3.3	3.9
Total	44.4	48.9	47.6	46.9	46.0	48.0	51.0	54.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	9.7	11.4	11.5	11.2	11.3	12.6	13.4	14.1
Private Home	10.6	11.6	11.1	10.9	10.3	10.7	11.5	12.3
Campground	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Vacation Home	6.0	6.3	6.1	6.2	6.4	6.5	7.0	7.3
Day Travel	13.7	15.0	14.7	14.3	14.2	14.8	15.4	16.0
Total	40.4	44.8	43.9	43.1	42.7	45.1	47.7	50.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	5.7	6.4	6.5	6.6	6.8	7.6	8.0	8.4
Food Service	13.2	14.5	14.4	14.1	14.5	15.7	16.3	17.0
Food Stores	2.2	2.4	2.3	2.3	2.4	2.5	2.5	2.5
Local Tran. & Gas	6.0	6.9	6.3	6.2	5.5	5.2	5.7	6.5
Arts, Ent. & Rec.	7.4	8.1	8.0	7.8	7.8	8.3	8.5	8.7
Retail Sales	5.9	6.5	6.3	6.1	5.6	5.9	6.7	7.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	40.4	44.8	43.9	43.1	42.7	45.1	47.7	50.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	5.0	5.7	5.8	5.3	5.4	6.1	5.8	5.9
Arts, Ent. & Rec.	2.5	2.8	3.0	3.1	3.2	3.4	3.3	3.6
Retail**	1.2	1.3	1.3	1.3	1.3	1.4	1.5	1.5
Ground Tran.	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Total	9.2	10.4	10.6	10.3	10.5	11.6	11.4	12.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	290	320	320	290	280	290	270	270
Arts, Ent. & Rec.	160	210	260	290	270	290	300	310
Retail**	40	50	50	40	40	40	40	40
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	510	590	640	650	610	630	640	640

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	0.9	1.0	1.0	1.0	1.0	1.1	1.1	1.2
Visitor	0.5	0.6	0.6	0.6	0.6	0.7	0.8	0.8
Business or Employee	0.4	0.4	0.4	0.3	0.3	0.4	0.3	0.4
State Tax Receipts	2.5	2.4	2.4	2.4	2.3	2.3	2.4	2.7
Visitor	2.1	2.1	2.0	2.0	1.9	1.9	2.0	2.3
Business or Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Total Local & State Receipt	3.4	3.4	3.4	3.4	3.3	3.4	3.5	3.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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CONTRA COSTA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,191	1,317	1,340	1,403	1,383	1,504	1,580	1,680
Other Travel*	239	252	232	239	225	210	229	258
Total	1,430	1,569	1,572	1,641	1,608	1,714	1,809	1,938

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	354.3	405.0	431.1	446.6	440.8	516.6	544.7	572.5
Private Home	337.9	371.2	364.2	364.8	360.5	377.9	409.1	446.4
Campground	21.4	21.6	29.4	65.7	65.4	66.2	69.4	72.7
Vacation Home	30.3	32.6	32.3	33.1	34.1	34.5	36.7	38.8
Day Travel	447.3	486.2	483.3	492.4	482.4	509.0	520.0	549.3
Total	1,191.4	1,316.7	1,340.3	1,402.6	1,383.0	1,504.3	1,580.0	1,679.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	130.1	158.1	179.0	204.1	210.1	245.1	256.1	271.0
Food Service	381.1	415.1	425.4	433.3	438.0	489.2	508.4	534.3
Food Stores	63.2	70.3	70.8	80.8	81.7	85.5	85.4	86.3
Local Tran. & Gas	206.0	233.0	218.5	229.9	205.9	198.0	215.1	244.6
Arts, Ent. & Rec.	203.9	219.0	223.5	228.2	225.7	246.5	249.9	257.6
Retail Sales	207.2	221.2	223.0	226.3	221.7	239.8	265.0	286.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	1,191.4	1,316.7	1,340.3	1,402.6	1,383.0	1,504.3	1,580.0	1,679.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	273.2	312.2	331.3	337.1	367.9	439.2	461.5	470.7
Arts, Ent. & Rec.	119.4	132.5	126.5	127.3	129.5	152.8	164.7	163.3
Retail**	36.7	40.0	40.4	43.3	44.0	48.2	51.6	52.9
Ground Tran.	15.2	18.1	18.5	19.6	20.1	23.5	27.1	38.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	26.3	23.5	22.7	25.5	29.0	32.4	33.1	33.6
Total	470.9	526.3	539.4	552.8	590.5	696.0	738.0	758.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	7,320	8,060	8,620	8,470	8,520	9,490	9,600	9,620
Arts, Ent. & Rec.	5,450	5,410	5,470	5,410	5,330	5,760	5,650	5,750
Retail**	1,180	1,280	1,290	1,350	1,320	1,430	1,480	1,470
Ground Tran.	450	500	510	530	510	560	580	590
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	550	540	510	540	570	620	630	610
Total	14,970	15,790	16,410	16,310	16,250	17,870	17,930	18,040

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	39.1	42.4	45.2	47.7	49.5	56.5	58.7	61.0
Visitor	20.5	23.7	26.2	28.7	29.3	33.6	35.4	37.5
Business or Employee	18.6	18.8	19.0	19.0	20.1	22.9	23.3	23.5
State Tax Receipts	90.1	88.3	90.3	93.8	90.3	92.7	95.0	109.1
Visitor	74.2	71.8	72.5	75.4	71.1	71.5	74.3	88.6
Business or Employee	15.9	16.5	17.9	18.5	19.2	21.2	20.7	20.5
Total Local & State Receipt	129.2	130.8	135.5	141.6	139.7	149.2	153.7	170.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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DEL NORTE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	103.9	106.5	109.5	115.1	118.3	125.4	127.4	130.0
Other Travel*	6.2	6.6	5.8	5.7	4.6	4.5	4.9	5.6
Total	110.1	113.1	115.3	120.8	122.9	129.9	132.3	135.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	39.1	40.9	43.0	45.8	49.2	54.5	53.6	53.6
Private Home	15.5	16.3	16.0	15.6	14.3	14.8	15.4	16.2
Campground	27.5	27.2	28.0	30.6	31.1	31.5	33.0	34.6
Vacation Home	2.3	2.4	2.3	2.3	2.4	2.4	2.5	2.7
Day Travel	19.5	19.8	20.2	20.9	21.3	22.2	22.8	23.0
Total	103.9	106.5	109.5	115.1	118.3	125.4	127.4	130.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	20.3	20.7	22.1	24.4	26.9	29.8	30.0	29.9
Food Service	28.6	29.4	30.5	31.5	33.3	36.0	36.6	37.2
Food Stores	9.9	10.1	10.2	10.9	11.3	11.5	11.6	11.6
Local Tran. & Gas	16.2	17.0	16.2	17.0	15.7	14.8	16.0	17.8
Arts, Ent. & Rec.	15.4	15.6	16.2	16.7	17.3	18.3	18.2	18.2
Retail Sales	12.8	12.9	13.1	13.5	13.1	13.7	14.3	14.5
Visitor Air Tran.	0.7	0.8	1.2	1.1	0.6	1.3	0.8	0.8
Total	103.9	106.5	109.5	115.1	118.3	125.4	127.4	130.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	22.9	23.7	25.0	25.8	28.0	30.6	31.3	34.5
Arts, Ent. & Rec.	8.4	8.8	9.0	9.0	9.4	10.0	10.1	10.5
Retail**	3.4	3.4	3.5	3.7	3.8	4.0	4.5	4.4
Ground Tran.	1.1	1.3	1.3	1.4	1.5	1.7	2.0	2.7
Visitor Air Tran.	0.3	0.3	0.4	0.4	0.5	0.7	0.9	0.9
Other Travel*	0.5	0.6	0.5	0.5	0.5	0.6	1.0	1.1
Total	36.5	38.0	39.7	40.8	43.8	47.6	49.8	54.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	930	930	990	990	1,000	990	1,000	1,040
Arts, Ent. & Rec.	250	220	230	220	210	200	200	200
Retail**	130	130	130	140	130	150	160	150
Ground Tran.	30	30	40	40	40	40	40	40
Visitor Air Tran.	0	0	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	20	20
Total	1,370	1,330	1,400	1,400	1,400	1,400	1,430	1,460

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	3.5	3.4	3.6	3.8	4.1	4.4	4.6	4.7
Visitor	2.1	2.1	2.3	2.5	2.7	3.0	3.1	3.1
Business or Employee	1.4	1.3	1.3	1.3	1.4	1.4	1.5	1.6
State Tax Receipts	5.9	5.5	5.7	6.0	5.9	6.0	5.9	6.5
Visitor	4.6	4.2	4.3	4.5	4.4	4.4	4.4	5.0
Business or Employee	1.3	1.3	1.4	1.5	1.5	1.6	1.5	1.5
Total Local & State Receipt	9.4	8.9	9.3	9.8	10.0	10.4	10.5	11.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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EL DORADO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	631.1	690.5	725.4	759.0	847.5	898.6	939.6	986.4
Other Travel*	61.5	66.7	52.2	47.0	44.7	43.0	47.8	53.6
Total	692.6	757.2	777.6	806.0	892.2	941.6	987.4	1,039.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	361.3	406.5	438.0	466.7	551.4	599.1	628.6	659.6
Private Home	68.8	72.8	70.9	70.9	71.8	71.1	75.8	82.9
Campground	48.8	51.1	55.8	58.0	58.5	59.2	62.1	65.0
Vacation Home	88.3	92.0	90.6	91.9	89.9	91.4	96.1	100.0
Day Travel	63.9	68.1	70.2	71.5	75.9	77.9	76.9	78.8
Total	631.1	690.5	725.4	759.0	847.5	898.6	939.6	986.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	149.7	165.3	181.5	199.8	231.7	255.5	270.1	278.6
Food Service	178.6	195.7	206.8	212.7	244.9	264.1	274.9	290.2
Food Stores	31.2	34.0	35.0	36.4	39.2	39.9	40.2	40.6
Local Tran. & Gas	77.3	86.6	83.6	85.9	84.2	79.2	86.4	98.0
Arts, Ent. & Rec.	117.4	126.1	131.9	135.4	150.5	158.5	161.1	166.5
Retail Sales	77.0	82.9	86.7	88.9	96.9	101.4	106.9	112.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	631.1	690.5	725.4	759.0	847.5	898.6	939.6	986.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	149.6	165.0	184.5	204.4	238.5	265.7	312.6	319.2
Arts, Ent. & Rec.	54.4	60.4	72.7	74.9	79.1	84.9	91.6	94.3
Retail**	16.0	17.5	18.2	19.1	21.3	22.6	24.9	25.8
Ground Tran.	6.0	7.1	7.5	7.9	9.0	10.3	11.9	16.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	5.9	6.3	4.4	3.6	3.9	4.3	4.8	5.0
Total	231.9	256.3	287.3	309.8	351.7	387.8	445.8	461.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	4,920	5,180	5,720	6,100	6,820	6,930	7,760	7,570
Arts, Ent. & Rec.	2,740	3,200	3,630	3,620	3,630	3,590	3,830	3,650
Retail**	580	620	640	660	690	740	770	780
Ground Tran.	180	200	210	210	230	250	250	260
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	150	160	120	100	110	120	130	130
Total	8,570	9,350	10,310	10,690	11,470	11,630	12,750	12,390

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	24.2	26.3	29.3	31.6	36.4	39.8	42.6	43.8
Visitor	15.3	17.5	19.6	21.4	24.9	27.6	29.1	30.1
Business or Employee	8.9	8.8	9.7	10.2	11.5	12.2	13.5	13.7
State Tax Receipts	33.9	33.2	35.9	37.6	40.2	41.0	42.2	46.4
Visitor	25.7	24.8	26.0	26.8	28.3	28.5	29.2	33.4
Business or Employee	8.1	8.5	10.0	10.8	11.9	12.4	13.0	12.9
Total Local & State Receipt	58.0	59.5	65.2	69.2	76.6	80.8	84.8	90.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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FRESNO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	956	1,054	1,051	1,082	1,094	1,127	1,164	1,226
Other Travel*	249	271	259	267	251	238	262	300
Total	1,205	1,326	1,310	1,348	1,345	1,364	1,426	1,526

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	338.0	382.0	394.7	413.3	436.9	468.3	465.8	493.8
Private Home	241.9	263.9	255.0	258.7	249.8	247.0	268.5	288.6
Campground	25.5	28.1	28.8	31.4	31.5	31.8	33.4	35.0
Vacation Home	71.5	76.1	74.9	76.6	74.9	76.2	79.8	83.4
Day Travel	279.2	303.9	297.6	301.8	301.0	303.2	316.1	325.1
Total	956.0	1,054.0	1,051.0	1,081.7	1,094.1	1,126.6	1,163.7	1,225.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	135.9	150.0	156.4	167.3	180.6	195.8	198.7	208.1
Food Service	236.1	258.9	262.3	266.7	280.2	297.7	305.9	317.5
Food Stores	43.9	48.9	47.8	49.5	51.2	51.6	51.7	51.4
Local Tran. & Gas	250.6	283.9	267.1	273.9	256.5	244.7	259.0	286.3
Arts, Ent. & Rec.	119.0	128.7	129.9	132.2	135.7	141.3	141.9	144.4
Retail Sales	136.7	147.0	146.4	148.3	142.9	147.1	158.9	167.1
Visitor Air Tran.	33.8	36.6	41.1	43.8	47.0	48.3	47.5	51.0
Total	956.0	1,054.0	1,051.0	1,081.7	1,094.1	1,126.6	1,163.7	1,225.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	133.2	148.6	146.8	154.4	166.0	185.7	204.4	215.9
Arts, Ent. & Rec.	52.3	58.4	59.5	64.1	65.8	72.0	76.4	80.5
Retail**	27.1	29.5	29.1	30.5	31.0	32.7	33.8	34.8
Ground Tran.	19.8	23.6	23.5	25.1	27.3	30.4	32.6	41.5
Visitor Air Tran.	14.0	15.8	18.3	18.6	21.6	14.1	16.6	16.8
Other Travel*	35.5	39.0	41.7	43.8	47.2	38.2	45.3	48.2
Total	281.9	315.0	318.9	336.5	359.0	373.0	409.0	437.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	6,030	6,540	6,500	6,680	6,790	6,990	7,310	7,480
Arts, Ent. & Rec.	2,880	3,220	3,160	3,370	3,410	3,500	3,590	3,520
Retail**	1,010	1,040	1,060	1,090	1,060	1,090	1,110	1,120
Ground Tran.	530	590	600	620	640	670	670	680
Visitor Air Tran.	280	290	310	320	360	230	240	240
Other Travel*	950	920	940	980	1,020	910	980	1,000
Total	11,670	12,600	12,580	13,060	13,280	13,390	13,910	14,030

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	28.4	30.8	31.7	33.2	35.2	37.4	38.4	40.4
Visitor	17.5	19.9	20.8	22.0	23.3	25.5	25.9	27.3
Business or Employee	10.9	10.9	10.9	11.3	11.9	12.0	12.5	13.2
State Tax Receipts	72.9	71.7	72.0	74.5	71.8	69.4	71.2	83.2
Visitor	62.6	60.9	60.5	62.3	59.1	56.9	58.6	70.2
Business or Employee	10.4	10.8	11.6	12.2	12.7	12.5	12.6	13.0
Total Local & State Receipt	101.3	102.6	103.7	107.7	107.1	106.8	109.7	123.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

GLENN COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	46.5	46.6	45.2	46.9	36.8	29.1	46.5	54.6
Other Travel*	5.3	5.5	4.9	4.9	4.3	3.8	4.2	5.0
Total	51.7	52.1	50.1	51.8	41.1	32.9	50.7	59.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	13.9	13.4	12.9	13.7	7.8	2.0	17.0	17.7
Private Home	14.7	15.2	14.8	15.2	13.7	13.7	15.3	16.7
Campground	1.0	1.1	1.2	1.2	1.2	1.2	1.3	1.3
Vacation Home	1.0	1.0	1.0	1.0	1.1	1.1	1.1	1.2
Day Travel	15.8	15.8	15.3	15.7	13.1	11.1	11.7	17.6
Total	46.5	46.6	45.2	46.9	36.8	29.1	46.5	54.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	5.4	5.4	5.4	5.9	3.8	1.5	7.5	7.9
Food Service	15.4	15.4	15.1	15.6	13.1	11.2	16.3	18.9
Food Stores	2.9	3.0	2.9	3.0	2.8	2.6	2.9	3.1
Local Tran. & Gas	7.0	7.3	6.6	6.8	5.2	4.1	5.6	7.2
Arts, Ent. & Rec.	8.4	8.3	8.1	8.3	6.9	5.7	7.9	9.3
Retail Sales	7.4	7.2	7.0	7.2	5.0	4.0	6.3	8.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	46.5	46.6	45.2	46.9	36.8	29.1	46.5	54.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	10.3	10.4	10.1	9.7	8.7	7.2	11.3	11.9
Arts, Ent. & Rec.	5.1	5.2	5.6	6.2	5.6	4.7	4.7	4.8
Retail**	1.5	1.5	1.5	1.6	1.3	1.1	1.4	1.4
Ground Tran.	0.5	0.5	0.5	0.5	0.4	0.4	0.6	1.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.2
Total	17.6	17.8	17.8	18.2	16.2	13.6	18.2	19.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	410	430	400	390	320	250	390	400
Arts, Ent. & Rec.	350	300	310	370	330	260	260	270
Retail**	60	60	60	60	50	40	50	50
Ground Tran.	10	10	10	10	10	10	10	20
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	840	810	790	830	710	580	720	740

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	1.3	1.4	1.5	1.6	1.1	0.6	1.5	1.6
Visitor	0.7	0.8	0.9	1.0	0.6	0.2	0.9	1.0
Business or Employee	0.7	0.6	0.6	0.6	0.5	0.4	0.5	0.6
State Tax Receipts	3.2	2.9	2.9	3.0	2.5	2.0	2.6	3.3
Visitor	2.6	2.3	2.3	2.4	1.9	1.6	2.1	2.7
Business or Employee	0.6	0.6	0.6	0.7	0.6	0.4	0.6	0.6
Total Local & State Receipt	4.5	4.3	4.4	4.6	3.6	2.7	4.1	4.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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HUMBOLDT COUNTY

Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	341.9	354.0	364.8	381.1	392.9	399.9	421.3	419.6
Other Travel*	35.2	34.1	31.7	31.1	29.6	28.7	30.8	33.6
Total	377.1	388.1	396.6	412.2	422.5	428.6	452.1	453.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	159.6	166.3	175.3	188.2	201.7	207.2	217.8	210.6
Private Home	71.7	73.2	72.4	72.3	68.1	68.6	74.0	76.8
Campground	49.8	51.8	53.8	55.8	56.9	57.5	60.4	63.2
Vacation Home	11.3	11.8	11.5	11.6	12.1	12.3	13.0	13.7
Day Travel	49.5	51.0	51.9	53.2	54.1	54.2	56.1	55.3
Total	341.9	354.0	364.8	381.1	392.9	399.9	421.3	419.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	66.5	69.5	74.6	81.8	89.8	94.3	99.6	95.1
Food Service	96.2	99.7	103.7	106.9	113.3	117.4	122.9	122.6
Food Stores	24.9	26.3	26.5	27.4	28.5	28.5	28.9	28.5
Local Tran. & Gas	57.7	61.9	60.0	62.3	58.8	54.8	59.5	63.7
Arts, Ent. & Rec.	49.8	50.9	52.8	54.4	56.3	57.3	58.5	57.3
Retail Sales	40.1	40.9	41.8	43.0	40.4	40.6	44.8	45.5
Visitor Air Tran.	6.7	4.8	5.5	5.2	5.7	7.0	7.1	7.0
Total	341.9	354.0	364.8	381.1	392.9	399.9	421.3	419.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	72.4	75.6	81.9	86.9	94.6	100.7	108.3	107.7
Arts, Ent. & Rec.	20.6	21.7	24.7	21.7	21.6	22.2	23.9	24.2
Retail**	9.4	9.7	9.9	10.4	10.5	10.8	12.2	12.4
Ground Tran.	4.8	5.5	5.6	6.1	6.6	7.2	8.1	10.2
Visitor Air Tran.	0.3	0.4	0.4	0.5	0.5	0.6	6.4	7.0
Other Travel*	1.6	1.6	1.6	1.7	1.8	2.2	9.6	9.8
Total	109.1	114.5	124.1	127.2	135.8	143.8	168.5	171.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,910	2,970	3,140	3,180	3,280	3,300	3,360	3,230
Arts, Ent. & Rec.	1,570	1,580	1,630	1,530	1,670	1,600	1,600	1,600
Retail**	350	340	340	350	340	330	350	340
Ground Tran.	130	140	150	150	160	160	170	160
Visitor Air Tran.	20	20	20	20	20	20	70	70
Other Travel*	80	80	70	80	80	90	140	140
Total	5,060	5,120	5,350	5,310	5,540	5,500	5,680	5,540

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	11.0	11.8	12.6	13.4	14.6	15.4	17.5	17.0
Visitor	6.9	8.0	8.6	9.4	10.4	11.1	12.4	11.9
Business or Employee	4.1	3.8	4.0	4.0	4.2	4.3	5.1	5.1
State Tax Receipts	20.0	18.8	19.8	20.5	20.3	19.8	20.4	22.1
Visitor	16.0	14.8	15.3	15.8	15.4	14.9	15.4	17.2
Business or Employee	4.0	4.0	4.5	4.7	4.9	4.9	5.0	4.9
Total Local & State Receipt	31.0	30.6	32.4	33.9	34.9	35.2	37.9	39.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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IMPERIAL COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	278.1	321.2	316.4	329.9	326.1	328.1	350.6	382.4
Other Travel*	32.9	36.0	31.9	32.4	28.5	25.2	29.0	33.6
Total	311.0	357.1	348.3	362.3	354.6	353.3	379.6	416.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	58.5	72.5	73.7	73.9	73.0	72.6	78.5	91.7
Private Home	80.0	87.0	82.8	83.3	77.7	78.1	85.8	94.3
Campground	91.7	108.5	107.8	118.8	120.9	122.4	128.4	134.4
Vacation Home	15.8	16.8	16.4	16.7	17.4	17.7	18.8	19.9
Day Travel	32.0	36.3	35.6	37.1	37.1	37.4	39.1	42.2
Total	278.1	321.2	316.4	329.9	326.1	328.1	350.6	382.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	43.8	51.9	54.1	57.2	58.7	59.9	62.0	67.5
Food Service	76.6	87.0	87.1	89.3	92.0	95.9	101.8	110.6
Food Stores	34.3	40.1	39.1	42.1	43.7	44.1	44.9	45.6
Local Tran. & Gas	53.5	63.6	58.3	61.3	55.7	51.0	56.9	65.9
Arts, Ent. & Rec.	39.8	44.6	44.6	45.9	46.3	47.3	49.1	52.1
Retail Sales	29.7	33.6	33.1	34.0	29.6	30.0	35.3	40.2
Visitor Air Tran.	0.3	0.3	0.2	0.0	0.1	0.0	0.6	0.5
Total	278.1	321.2	316.4	329.9	326.1	328.1	350.6	382.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	41.6	49.0	52.3	54.8	56.4	61.3	63.8	67.4
Arts, Ent. & Rec.	17.8	20.6	21.1	26.1	25.3	26.4	21.8	19.1
Retail**	9.2	10.5	10.3	11.0	10.9	11.3	12.2	13.1
Ground Tran.	3.4	4.3	4.3	4.6	4.8	5.3	6.3	9.0
Visitor Air Tran.	0.1	0.1	0.1	0.0	0.3	0.0	0.0	0.0
Other Travel*	1.3	1.3	1.2	1.5	1.3	1.5	1.6	1.7
Total	73.3	85.7	89.3	98.0	99.0	105.7	105.6	110.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,910	2,220	2,420	2,510	2,390	2,430	2,480	2,430
Arts, Ent. & Rec.	1,170	1,160	1,320	1,530	1,530	1,470	1,330	1,060
Retail**	380	430	420	430	420	420	440	460
Ground Tran.	100	120	120	120	120	130	130	140
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	60	60	60	60	60	70	70	70
Total	3,630	3,990	4,340	4,650	4,520	4,520	4,450	4,170

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	7.8	8.8	9.1	9.7	9.8	10.0	10.2	10.9
Visitor	5.0	5.9	6.1	6.4	6.5	6.7	7.0	7.7
Business or Employee	2.8	2.9	3.0	3.2	3.2	3.3	3.2	3.3
State Tax Receipts	17.9	18.3	18.4	19.4	18.4	17.7	18.3	21.7
Visitor	15.2	15.3	15.1	15.8	14.8	14.2	15.0	18.4
Business or Employee	2.7	3.0	3.2	3.6	3.5	3.5	3.3	3.3
Total Local & State Receipt	25.7	27.1	27.5	29.0	28.1	27.7	28.5	32.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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INYO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	197.8	212.6	220.1	227.9	226.2	236.3	236.9	242.2
Other Travel*	3.8	4.0	3.6	3.7	3.3	3.0	3.3	3.8
Total	201.6	216.6	223.8	231.6	229.5	239.2	240.2	246.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	116.9	127.0	133.7	139.0	139.0	147.6	143.8	147.1
Private Home	9.2	9.7	9.4	9.3	8.5	8.6	9.2	9.5
Campground	26.7	28.1	28.5	29.9	29.5	29.9	31.3	32.8
Vacation Home	3.4	3.5	3.4	3.5	3.6	3.6	3.8	4.0
Day Travel	41.6	44.2	45.1	46.3	45.5	46.6	48.8	48.7
Total	197.8	212.6	220.1	227.9	226.2	236.3	236.9	242.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	47.5	50.4	54.2	57.9	59.2	64.3	64.2	65.5
Food Service	56.6	61.3	64.1	65.5	66.5	70.7	70.6	72.1
Food Stores	11.0	11.9	11.9	12.5	12.6	12.8	12.8	12.7
Local Tran. & Gas	26.2	29.1	27.8	28.6	25.6	24.0	25.7	28.4
Arts, Ent. & Rec.	30.5	32.5	33.8	34.6	34.3	35.8	35.1	35.1
Retail Sales	26.1	27.4	28.3	28.8	27.9	28.6	28.4	28.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	197.8	212.6	220.1	227.9	226.2	236.3	236.9	242.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	30.3	32.6	34.2	32.5	35.2	37.4	41.6	45.6
Arts, Ent. & Rec.	8.2	9.0	9.0	9.4	9.4	10.5	10.5	12.0
Retail**	5.2	5.5	5.7	5.9	6.0	6.3	6.8	6.8
Ground Tran.	2.1	2.4	2.5	2.7	2.7	3.1	3.4	4.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.2	0.3	0.3	0.3	0.3	0.4	0.4
Total	45.9	49.8	51.7	50.7	53.5	57.6	62.8	69.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,410	1,460	1,520	1,370	1,420	1,440	1,500	1,530
Arts, Ent. & Rec.	610	600	580	600	550	560	590	630
Retail**	200	200	200	210	200	200	210	210
Ground Tran.	60	70	70	70	70	70	70	70
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	2,290	2,330	2,390	2,260	2,260	2,290	2,390	2,460

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	7.6	7.9	8.4	8.7	8.9	9.6	9.7	10.0
Visitor	5.8	6.2	6.6	7.0	7.2	7.8	7.7	7.9
Business or Employee	1.8	1.7	1.8	1.7	1.8	1.8	1.9	2.1
State Tax Receipts	7.9	7.7	8.1	8.3	8.0	8.0	7.9	8.8
Visitor	6.2	5.9	6.1	6.3	6.0	6.0	5.9	6.6
Business or Employee	1.7	1.8	1.9	1.9	2.0	2.0	2.0	2.1
Total Local & State Receipt	15.5	15.6	16.4	17.0	16.9	17.6	17.6	18.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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KERN COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,173	1,295	1,281	1,329	1,342	1,252	1,358	1,454
Other Travel*	177	197	180	180	162	144	160	185
Total	1,350	1,492	1,461	1,510	1,504	1,396	1,518	1,639

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	355.7	414.3	420.6	443.4	472.2	418.9	457.4	480.8
Private Home	305.2	334.5	320.6	325.0	311.2	291.8	330.1	366.8
Campground	65.5	64.8	67.6	78.9	78.4	79.3	83.2	87.1
Vacation Home	128.9	137.5	135.7	138.6	135.5	137.8	144.4	150.9
Day Travel	317.3	343.7	336.7	343.3	345.0	324.1	342.7	368.5
Total	1,172.6	1,294.9	1,281.2	1,329.2	1,342.2	1,252.0	1,357.9	1,454.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	183.9	206.5	213.8	232.3	248.1	235.2	249.5	259.3
Food Service	305.1	333.9	337.0	345.2	365.1	352.7	380.0	402.6
Food Stores	66.2	72.0	70.9	75.2	77.7	74.8	76.9	78.0
Local Tran. & Gas	283.6	319.3	296.3	305.5	283.0	244.6	274.6	313.4
Arts, Ent. & Rec.	154.8	166.9	167.8	172.2	177.8	168.8	177.4	184.2
Retail Sales	171.3	184.2	182.6	186.3	178.8	166.8	190.2	206.8
Visitor Air Tran.	7.7	12.1	12.8	12.5	11.7	9.1	9.3	9.8
Total	1,172.6	1,294.9	1,281.2	1,329.2	1,342.2	1,252.0	1,357.9	1,454.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	180.5	203.3	218.3	228.5	262.3	265.4	305.5	327.1
Arts, Ent. & Rec.	72.6	80.8	84.0	86.1	81.2	80.9	91.8	89.2
Retail**	36.2	39.1	38.6	40.8	41.5	40.4	45.3	46.2
Ground Tran.	19.7	23.4	23.3	24.8	26.7	27.1	31.6	42.8
Visitor Air Tran.	1.4	1.9	2.2	0.0	0.0	0.3	9.2	9.3
Other Travel*	10.8	11.3	11.0	8.6	9.1	10.8	24.7	26.1
Total	321.2	359.9	377.4	388.8	420.9	425.0	508.1	540.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	7,550	8,240	8,980	9,030	9,890	9,240	10,400	10,730
Arts, Ent. & Rec.	3,940	4,100	4,270	4,400	4,230	4,040	4,240	4,170
Retail**	1,320	1,380	1,340	1,410	1,420	1,340	1,460	1,460
Ground Tran.	550	610	620	640	650	620	660	680
Visitor Air Tran.	60	70	70	0	0	10	90	90
Other Travel*	400	410	390	310	320	310	440	460
Total	13,830	14,820	15,680	15,790	16,520	15,560	17,300	17,610

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	27.8	30.2	31.2	32.9	35.1	33.0	36.1	37.9
Visitor	15.9	18.4	19.0	20.7	22.0	20.2	21.4	22.5
Business or Employee	11.9	11.8	12.1	12.2	13.1	12.7	14.6	15.3
State Tax Receipts	83.2	81.9	82.8	85.8	83.2	75.8	81.3	95.7
Visitor	71.0	68.9	68.5	70.9	67.6	60.9	65.1	79.1
Business or Employee	12.2	13.0	14.3	14.8	15.6	14.8	16.2	16.6
Total Local & State Receipt	111.0	112.1	113.9	118.6	118.3	108.7	117.4	133.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

KINGS COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	128.7	140.7	136.4	140.2	140.3	138.2	144.3	148.2
Other Travel*	28.3	30.1	26.7	26.5	23.5	20.5	23.0	26.9
Total	157.0	170.8	163.1	166.7	163.8	158.7	167.3	175.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	23.0	26.4	26.8	28.7	32.4	33.1	30.8	32.5
Private Home	74.6	81.2	77.5	77.9	73.8	71.6	78.4	80.9
Campground	3.3	3.2	3.2	4.1	4.1	4.2	4.4	4.6
Vacation Home	1.4	1.4	1.4	1.4	1.5	1.5	1.6	1.7
Day Travel	26.3	28.5	27.5	28.0	28.6	27.9	29.2	28.7
Total	128.7	140.7	136.4	140.2	140.3	138.2	144.3	148.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	9.2	10.3	10.6	11.9	13.5	14.2	13.5	14.3
Food Service	44.7	48.5	48.0	48.8	51.8	52.4	53.8	54.0
Food Stores	11.4	12.5	11.9	12.3	12.8	12.3	12.4	12.0
Local Tran. & Gas	22.6	25.5	22.9	23.5	21.5	19.0	20.8	22.6
Arts, Ent. & Rec.	22.3	23.9	23.6	24.0	24.9	24.7	24.8	24.4
Retail Sales	18.4	20.0	19.3	19.7	15.7	15.6	19.1	20.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	128.7	140.7	136.4	140.2	140.3	138.2	144.3	148.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	25.0	28.0	29.5	30.4	35.0	36.9	37.9	42.1
Arts, Ent. & Rec.	6.4	7.0	6.9	7.0	8.2	9.0	8.4	9.6
Retail**	4.3	4.7	4.5	4.7	4.4	4.4	4.9	5.1
Ground Tran.	1.4	1.6	1.6	1.7	1.8	1.9	2.2	2.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	1.0	0.8	0.9	1.0	1.1	1.0	1.0
Total	38.1	42.4	43.3	44.7	50.4	53.3	54.3	60.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,030	1,130	1,210	1,230	1,340	1,310	1,300	1,400
Arts, Ent. & Rec.	470	470	420	420	450	460	420	490
Retail**	170	180	170	180	160	150	170	170
Ground Tran.	40	40	40	40	50	50	50	50
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	50	50	50	50	50	50	50	50
Total	1,770	1,880	1,890	1,930	2,050	2,020	1,990	2,160

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	2.7	2.8	2.8	2.9	3.2	3.3	3.2	3.5
Visitor	1.2	1.4	1.4	1.5	1.6	1.7	1.7	1.7
Business or Employee	1.4	1.4	1.4	1.4	1.6	1.6	1.6	1.7
State Tax Receipts	10.5	10.1	10.0	10.3	9.9	9.3	9.6	11.1
Visitor	9.0	8.6	8.4	8.6	8.1	7.5	7.9	9.3
Business or Employee	1.4	1.5	1.6	1.7	1.8	1.8	1.7	1.8
Total Local & State Receipt	13.1	12.9	12.8	13.2	13.1	12.6	12.8	14.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

LAKE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	133.1	133.2	132.8	141.0	143.8	145.5	147.9	152.3
Other Travel*	14.0	14.5	13.4	13.5	12.5	11.5	12.7	14.5
Total	147.1	147.7	146.1	154.5	156.3	156.9	160.6	166.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	29.9	26.3	27.7	30.0	33.0	34.5	30.6	30.6
Private Home	32.1	33.6	33.7	34.0	32.0	31.3	33.8	35.2
Campground	11.3	11.9	11.3	15.1	15.2	15.4	16.1	16.9
Vacation Home	36.5	37.7	36.8	37.3	38.8	39.5	41.7	44.0
Day Travel	23.3	23.5	23.3	24.6	24.8	24.8	25.6	25.6
Total	133.1	133.2	132.8	141.0	143.8	145.5	147.9	152.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	25.7	24.9	25.3	27.9	30.1	31.7	30.5	30.8
Food Service	41.0	40.8	41.6	43.2	45.4	47.0	47.2	47.9
Food Stores	8.9	9.4	9.1	10.2	10.5	10.5	10.4	10.3
Local Tran. & Gas	20.2	21.4	19.7	21.1	19.2	17.4	18.7	20.8
Arts, Ent. & Rec.	22.7	22.4	22.6	23.5	24.2	24.5	24.2	24.1
Retail Sales	14.6	14.3	14.3	15.0	14.3	14.5	16.9	18.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	133.1	133.2	132.8	141.0	143.8	145.5	147.9	152.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	27.9	28.4	26.5	27.4	29.3	32.2	33.3	34.4
Arts, Ent. & Rec.	5.6	5.7	5.8	4.0	3.9	3.8	4.1	4.4
Retail**	3.5	3.5	3.5	3.8	3.9	4.0	4.5	4.6
Ground Tran.	1.3	1.4	1.4	1.6	1.7	1.8	2.0	2.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.2	1.2	1.2	1.3	1.4	1.6	1.7	1.8
Total	39.5	40.2	38.4	38.1	40.2	43.3	45.7	48.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,110	1,110	1,070	1,090	1,100	1,110	1,080	1,090
Arts, Ent. & Rec.	490	470	430	330	290	310	300	350
Retail**	140	130	130	150	140	140	150	150
Ground Tran.	40	40	40	40	40	40	40	40
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	30	30	30	30
Total	1,810	1,780	1,700	1,630	1,590	1,630	1,620	1,660

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	3.0	2.8	2.8	2.9	3.1	3.3	3.2	3.3
Visitor	1.6	1.5	1.5	1.7	1.9	2.0	1.9	1.9
Business or Employee	1.5	1.3	1.2	1.2	1.3	1.3	1.3	1.4
State Tax Receipts	8.0	7.3	7.3	7.7	7.5	7.3	7.4	8.3
Visitor	6.5	5.9	5.9	6.2	6.0	5.8	5.9	6.8
Business or Employee	1.5	1.4	1.4	1.4	1.5	1.5	1.5	1.5
Total Local & State Receipt	11.0	10.1	10.1	10.6	10.6	10.6	10.6	11.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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LASSEN COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	51.7	53.3	53.1	54.8	53.7	55.0	58.8	63.2
Other Travel*	6.4	6.6	5.6	5.6	4.8	4.2	4.7	5.5
Total	58.1	59.9	58.7	60.4	58.5	59.1	63.5	68.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	13.0	13.2	12.8	13.4	13.9	14.9	16.2	17.8
Private Home	17.7	18.5	17.1	17.1	15.7	15.6	17.0	18.3
Campground	3.0	3.3	5.1	5.8	5.8	5.9	6.1	6.4
Vacation Home	7.0	7.0	6.6	6.5	6.7	6.8	7.2	7.6
Day Travel	11.0	11.3	11.5	11.9	11.7	11.8	12.3	13.1
Total	51.7	53.3	53.1	54.8	53.7	55.0	58.8	63.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	7.6	7.7	8.3	8.9	9.3	9.9	10.6	11.4
Food Service	16.6	17.0	16.9	17.2	17.5	18.4	19.4	20.5
Food Stores	3.7	3.9	4.1	4.3	4.3	4.3	4.3	4.4
Local Tran. & Gas	8.3	8.9	8.4	8.6	7.7	7.0	7.8	8.9
Arts, Ent. & Rec.	8.8	8.9	8.9	9.1	9.0	9.3	9.6	9.9
Retail Sales	6.6	6.8	6.6	6.8	5.9	6.1	7.2	8.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	51.7	53.3	53.1	54.8	53.7	55.0	58.8	63.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	9.1	9.5	10.0	11.2	12.7	13.2	13.3	13.2
Arts, Ent. & Rec.	7.1	7.4	6.3	6.1	5.1	5.3	5.6	9.1
Retail**	1.6	1.7	1.7	1.8	1.7	1.8	1.9	1.9
Ground Tran.	0.5	0.6	0.6	0.6	0.7	0.7	0.9	1.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total	18.5	19.3	18.8	19.9	20.3	21.3	21.8	25.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	400	410	440	480	510	490	470	450
Arts, Ent. & Rec.	630	540	420	370	340	330	330	590
Retail**	60	60	60	60	60	60	60	60
Ground Tran.	20	20	20	20	20	20	20	20
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	1,120	1,040	950	940	940	900	880	1,130

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	1.4	1.3	1.4	1.4	1.5	1.5	1.6	1.8
Visitor	0.7	0.7	0.8	0.8	0.8	0.9	1.0	1.1
Business or Employee	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.7
State Tax Receipts	3.5	3.3	3.3	3.4	3.2	3.1	3.2	3.8
Visitor	2.9	2.6	2.6	2.7	2.5	2.4	2.5	3.0
Business or Employee	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7
Total Local & State Receipt	4.9	4.6	4.6	4.8	4.7	4.6	4.8	5.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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LOS ANGELES COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	17,141	19,590	19,999	20,513	21,582	22,860	24,232	25,760
Other Travel*	4,752	5,063	5,065	5,257	5,246	5,179	5,622	6,132
Total	21,893	24,653	25,065	25,769	26,828	28,039	29,854	31,892

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	9,364	11,023	11,507	11,938	12,828	13,940	14,803	15,616
Private Home	2,834	3,113	3,080	3,152	3,214	3,243	3,520	3,834
Campground	88	88	87	92	93	94	98	103
Vacation Home	156	166	163	165	162	164	173	181
Day Travel	4,699	5,200	5,162	5,166	5,285	5,419	5,638	6,025
Total	17,141	19,590	19,999	20,513	21,582	22,860	24,232	25,760

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	2,830	3,518	3,805	4,099	4,576	5,126	5,498	5,776
Food Service	4,398	4,947	5,037	5,043	5,380	5,787	6,133	6,522
Food Stores	518	591	577	587	615	629	640	654
Local Tran. & Gas	2,782	3,191	3,083	3,125	3,045	3,024	3,238	3,596
Arts, Ent. & Rec.	2,746	3,045	3,086	3,093	3,222	3,395	3,513	3,664
Retail Sales	2,421	2,661	2,672	2,659	2,773	2,882	3,094	3,280
Visitor Air Tran.	1,446	1,638	1,739	1,906	1,972	2,017	2,116	2,267
Total	17,141	19,590	19,999	20,513	21,582	22,860	24,232	25,760

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	3,013	3,521	3,777	3,949	4,372	4,932	5,247	5,692
Arts, Ent. & Rec.	1,826	2,091	2,103	2,209	2,401	2,530	2,575	2,779
Retail**	393	442	442	451	484	512	529	553
Ground Tran.	295	359	358	379	420	472	515	646
Visitor Air Tran.	608	694	774	803	890	1,273	1,459	1,538
Other Travel*	1,322	1,361	1,473	1,517	1,669	2,112	2,364	2,473
Total	7,456	8,469	8,926	9,307	10,236	11,830	12,689	13,681

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	90,420	101,980	108,710	110,180	115,960	121,910	125,480	129,220
Arts, Ent. & Rec.	23,680	24,400	25,380	26,740	29,230	30,580	30,210	31,640
Retail**	11,960	13,030	13,200	13,230	13,640	14,060	14,110	14,290
Ground Tran.	7,630	8,670	8,930	9,020	9,620	10,150	10,410	10,730
Visitor Air Tran.	8,730	9,070	9,580	9,970	10,660	13,100	14,750	15,050
Other Travel*	21,150	20,960	22,250	23,080	24,050	26,660	28,190	28,600
Total	163,570	178,120	188,060	192,230	203,160	216,460	223,160	229,520

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	828.6	958.8	1,015.5	1,061.8	1,162.4	1,291.1	1,452.5	1,531.4
Visitor	522.9	644.0	686.9	726.4	797.0	884.6	1,016.7	1,071.8
Business or Employee	305.7	314.8	328.7	335.3	365.4	406.5	435.8	459.6
State Tax Receipts	1,064.4	1,062.9	1,101.8	1,126.5	1,142.0	1,168.1	1,171.2	1,322.2
Visitor	817.1	802.2	812.0	822.8	816.4	814.4	839.3	978.4
Business or Employee	247.3	260.7	289.8	303.7	325.5	353.8	331.8	343.8
Total Local & State Receipt	1,893.0	2,021.7	2,117.3	2,188.3	2,304.3	2,459.2	2,623.7	2,853.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

MADERA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	215.4	232.1	237.5	248.1	244.5	264.4	286.0	304.5
Other Travel*	29.6	29.9	26.7	27.0	24.3	26.6	30.3	34.4
Total	245.1	262.0	264.2	275.1	268.8	291.0	316.2	338.8

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	93.3	104.0	110.8	116.3	117.2	133.9	148.0	156.4
Private Home	36.8	39.5	37.7	37.9	35.5	35.6	38.7	42.7
Campground	19.5	18.8	19.4	22.2	22.0	22.2	23.3	24.4
Vacation Home	17.0	18.0	17.5	18.0	17.5	17.8	18.7	19.6
Day Travel	48.9	51.9	52.1	53.6	52.3	54.8	57.1	61.3
Total	215.4	232.1	237.5	248.1	244.5	264.4	286.0	304.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	45.1	48.2	52.0	56.4	58.5	66.8	73.2	76.6
Food Service	56.0	60.7	63.2	65.0	66.2	73.7	79.1	83.8
Food Stores	12.3	13.1	13.1	14.0	14.1	14.6	14.9	15.1
Local Tran. & Gas	42.5	47.0	44.2	45.8	40.8	39.1	43.6	49.9
Arts, Ent. & Rec.	28.4	30.3	31.4	32.4	32.2	35.1	36.8	38.2
Retail Sales	31.0	32.9	33.7	34.5	32.6	35.1	38.4	40.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	215.4	232.1	237.5	248.1	244.5	264.4	286.0	304.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	45.1	49.0	53.3	55.4	60.0	69.4	77.4	82.1
Arts, Ent. & Rec.	10.9	12.1	14.0	19.2	15.7	16.5	21.4	23.0
Retail**	7.3	7.8	7.9	8.4	8.3	9.1	9.7	10.2
Ground Tran.	2.9	3.4	3.5	3.7	3.8	4.5	5.3	7.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.4	0.9	0.8	1.0	1.1	2.3	2.7	2.8
Total	67.6	73.2	79.6	87.7	88.9	101.8	116.6	125.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,600	1,750	1,910	1,910	1,910	2,070	2,150	2,230
Arts, Ent. & Rec.	600	680	870	1,200	890	990	1,380	1,480
Retail**	250	250	260	270	260	280	290	300
Ground Tran.	90	90	100	100	100	110	110	120
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	50	50	40	50	50	90	110	110
Total	2,580	2,820	3,170	3,520	3,210	3,540	4,050	4,230

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	6.9	7.1	7.6	8.3	8.8	9.9	10.9	11.5
Visitor	4.3	4.6	5.0	5.4	5.9	6.7	7.4	7.8
Business or Employee	2.6	2.5	2.7	2.9	2.9	3.2	3.5	3.7
State Tax Receipts	14.5	14.0	14.4	15.2	14.3	14.5	15.3	17.8
Visitor	12.1	11.5	11.7	12.1	11.3	11.3	11.9	14.3
Business or Employee	2.4	2.4	2.8	3.1	3.0	3.3	3.4	3.5
Total Local & State Receipt	21.4	21.0	22.1	23.5	23.1	24.5	26.3	29.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MARIN COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	434.3	481.6	489.0	520.6	543.7	561.2	566.0	594.5
Other Travel*	152.8	173.2	184.4	169.6	171.5	170.0	164.9	175.7
Total	587.1	654.8	673.4	690.2	715.2	731.1	730.9	770.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	211.8	241.1	255.1	274.0	295.0	309.9	300.0	316.0
Private Home	75.4	83.0	82.1	83.3	84.1	84.8	92.4	99.2
Campground	29.2	30.8	27.0	34.8	35.4	35.9	37.6	39.4
Vacation Home	29.4	31.2	30.8	31.3	31.1	31.6	33.6	35.6
Day Travel	88.5	95.4	94.1	97.2	98.0	99.0	102.4	104.4
Total	434.3	481.6	489.0	520.6	543.7	561.2	566.0	594.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	89.8	110.1	121.3	139.0	154.9	164.3	158.6	167.9
Food Service	130.7	141.0	142.8	147.0	154.2	161.9	164.3	171.1
Food Stores	22.9	25.2	23.8	26.3	27.2	27.3	27.3	27.4
Local Tran. & Gas	49.1	54.9	50.2	53.3	49.1	45.5	49.2	55.1
Arts, Ent. & Rec.	74.3	79.2	79.8	82.2	84.2	86.7	86.0	87.8
Retail Sales	67.4	71.2	71.0	72.8	74.1	75.4	80.6	85.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	434.3	481.6	489.0	520.6	543.7	561.2	566.0	594.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	126.8	145.1	151.5	162.1	170.5	188.5	197.1	200.6
Arts, Ent. & Rec.	40.3	44.3	47.4	49.9	51.3	55.4	56.1	56.8
Retail**	11.7	12.7	12.5	13.3	14.0	14.5	15.0	16.4
Ground Tran.	4.1	4.9	4.9	5.2	5.5	6.1	7.0	9.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	33.7	38.0	42.9	38.9	41.2	42.6	39.9	41.2
Total	216.7	245.0	259.1	269.4	282.5	307.1	315.1	324.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,980	3,180	3,320	3,390	3,390	3,450	3,510	3,470
Arts, Ent. & Rec.	1,090	1,420	1,450	1,540	1,570	1,670	1,690	1,600
Retail**	320	340	340	350	340	350	350	360
Ground Tran.	120	130	130	140	140	150	150	150
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	480	520	570	550	560	600	550	550
Total	4,990	5,600	5,810	5,980	5,990	6,220	6,250	6,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	20.1	22.8	25.0	27.6	29.8	31.1	30.8	32.1
Visitor	11.6	14.1	15.8	18.1	19.9	20.8	20.7	21.9
Business or Employee	8.5	8.7	9.2	9.5	9.9	10.3	10.1	10.2
State Tax Receipts	28.5	27.9	28.7	29.7	29.5	29.2	29.0	32.1
Visitor	21.2	20.2	20.2	21.0	20.5	20.1	20.4	23.6
Business or Employee	7.3	7.7	8.5	8.7	8.9	9.2	8.6	8.6
Total Local & State Receipt	48.6	50.7	53.7	57.3	59.3	60.3	59.9	64.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MARIPOSA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	377.8	400.1	391.2	417.7	450.8	455.6	468.0	470.3
Other Travel*	3.6	3.5	3.1	3.1	2.7	2.4	2.7	3.1
Total	381.5	403.6	394.4	420.8	453.5	457.9	470.7	473.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	323.7	343.5	336.4	361.0	392.7	397.6	407.3	408.3
Private Home	9.6	9.8	9.3	9.5	8.8	8.5	9.3	9.9
Campground	2.3	2.4	2.5	2.7	2.6	2.7	2.8	2.9
Vacation Home	10.0	10.2	9.9	9.9	10.2	10.4	11.1	11.7
Day Travel	32.3	34.2	33.1	34.7	36.5	36.5	37.5	37.5
Total	377.8	400.1	391.2	417.7	450.8	455.6	468.0	470.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	125.4	130.0	130.9	142.5	157.5	162.5	168.3	166.4
Food Service	109.1	117.0	114.5	121.1	132.7	136.0	139.5	141.7
Food Stores	8.3	9.1	8.7	9.2	9.9	9.7	9.6	9.5
Local Tran. & Gas	35.2	39.0	35.2	37.4	36.4	33.3	35.8	39.0
Arts, Ent. & Rec.	54.9	58.1	56.6	59.9	64.0	64.3	64.5	64.2
Retail Sales	44.9	46.9	45.3	47.6	50.3	49.7	50.1	49.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	377.8	400.1	391.2	417.7	450.8	455.6	468.0	470.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	65.5	68.6	64.7	68.7	77.8	78.2	84.5	79.2
Arts, Ent. & Rec.	12.0	13.2	13.9	14.2	16.7	14.3	13.9	10.4
Retail**	10.3	11.1	10.7	11.5	12.5	12.7	13.8	13.9
Ground Tran.	3.6	4.3	4.1	4.5	5.0	5.4	6.1	8.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Total	91.7	97.3	93.6	99.1	112.1	110.7	118.5	112.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,930	3,010	2,960	2,990	3,120	2,880	3,080	2,900
Arts, Ent. & Rec.	640	780	750	840	900	860	760	630
Retail**	380	380	360	400	410	400	410	450
Ground Tran.	110	120	110	120	130	130	130	130
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	4,070	4,290	4,180	4,370	4,570	4,270	4,390	4,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	17.1	17.5	17.4	18.7	20.6	21.0	21.7	21.3
Visitor	13.5	14.1	14.2	15.4	16.9	17.5	18.1	17.9
Business or Employee	3.6	3.4	3.2	3.3	3.7	3.5	3.6	3.4
State Tax Receipts	13.0	12.5	12.4	13.2	14.0	13.5	13.4	14.0
Visitor	9.6	9.1	9.0	9.5	9.9	9.6	9.6	10.4
Business or Employee	3.4	3.4	3.5	3.7	4.1	3.9	3.8	3.5
Total Local & State Receipt	30.1	30.0	29.8	31.9	34.5	34.5	35.2	35.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MENDOCINO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	313.5	345.1	349.0	365.9	384.3	421.8	451.6	465.5
Other Travel*	17.7	17.9	16.1	16.2	14.4	12.8	14.4	16.7
Total	331.1	363.0	365.1	382.1	398.7	434.6	465.9	482.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	173.7	193.9	200.1	214.6	233.7	267.2	289.3	294.3
Private Home	43.9	48.0	46.3	46.6	43.6	44.1	46.8	50.2
Campground	37.1	40.0	40.0	40.8	41.5	41.9	44.0	46.1
Vacation Home	13.3	13.8	13.5	13.7	14.1	14.4	15.2	16.1
Day Travel	45.5	49.4	49.1	50.2	51.4	54.1	56.2	58.9
Total	313.5	345.1	349.0	365.9	384.3	421.8	451.6	465.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	73.0	80.5	85.1	93.9	104.2	121.4	130.6	133.1
Food Service	92.2	101.5	103.5	106.9	114.8	127.7	136.4	140.2
Food Stores	19.2	21.2	20.8	21.4	22.4	23.0	23.3	23.3
Local Tran. & Gas	43.0	48.8	45.4	46.8	43.8	42.2	47.1	52.6
Arts, Ent. & Rec.	47.7	51.7	52.5	54.3	56.9	61.9	64.5	65.1
Retail Sales	38.4	41.4	41.6	42.7	42.1	45.5	49.6	51.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	313.5	345.1	349.0	365.9	384.3	421.8	451.6	465.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	84.4	93.3	111.8	120.7	129.0	149.2	162.1	175.9
Arts, Ent. & Rec.	23.7	26.5	33.7	36.9	34.4	35.6	37.8	28.6
Retail**	8.6	9.4	9.4	9.9	10.2	11.1	11.6	11.8
Ground Tran.	3.3	3.9	4.0	4.2	4.6	5.4	6.4	8.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.2	0.8	0.8	0.8	0.9	1.0	1.1	1.2
Total	121.2	134.0	159.7	172.5	179.1	202.3	219.0	226.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,880	3,000	3,490	3,560	3,560	3,880	4,120	4,230
Arts, Ent. & Rec.	1,840	1,800	2,430	2,670	2,480	2,680	2,590	2,170
Retail**	290	310	300	310	310	320	330	320
Ground Tran.	100	110	110	110	120	130	140	140
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	40	30	20	30	30	30	30	30
Total	5,140	5,240	6,360	6,690	6,490	7,040	7,200	6,890

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	12.7	13.7	15.0	16.2	17.5	18.5	20.1	21.2
Visitor	8.1	9.1	9.7	10.6	11.6	12.2	13.5	14.3
Business or Employee	4.6	4.6	5.4	5.7	5.8	6.3	6.6	6.9
State Tax Receipts	17.7	17.4	18.6	19.5	19.5	20.3	20.9	22.5
Visitor	13.4	13.0	13.2	13.7	13.6	14.0	14.6	16.4
Business or Employee	4.2	4.3	5.4	5.8	5.9	6.3	6.3	6.1
Total Local & State Receipt	30.3	31.1	33.6	35.7	37.0	38.8	41.0	43.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MERCED COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	178.2	197.8	198.0	217.8	219.4	209.5	228.7	244.2
Other Travel*	47.5	51.6	46.2	46.5	41.3	36.3	41.5	50.0
Total	225.7	249.4	244.2	264.3	260.7	245.8	270.2	294.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	44.7	49.5	53.9	69.8	76.3	72.7	77.5	81.5
Private Home	71.7	80.5	77.2	78.0	73.8	69.8	79.7	87.1
Campground	6.2	6.7	6.9	7.2	7.3	7.4	7.8	8.1
Vacation Home	14.6	15.6	15.3	15.7	15.3	15.6	16.4	17.2
Day Travel	41.0	45.4	44.7	47.1	46.7	44.1	47.3	50.3
Total	178.2	197.8	198.0	217.8	219.4	209.5	228.7	244.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	24.8	26.7	28.9	36.2	40.1	39.9	42.3	44.5
Food Service	47.0	51.7	53.3	58.0	61.2	60.6	64.6	67.6
Food Stores	10.4	11.7	11.5	12.2	12.5	12.1	12.5	12.5
Local Tran. & Gas	49.9	57.5	53.2	55.6	50.4	43.9	49.7	56.4
Arts, Ent. & Rec.	22.9	24.9	25.5	27.8	28.7	27.8	29.0	29.8
Retail Sales	23.2	25.3	25.6	27.9	26.4	25.3	29.9	32.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.6
Total	178.2	197.8	198.0	217.8	219.4	209.5	228.7	244.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	25.4	28.3	31.5	38.6	43.2	44.4	46.6	49.5
Arts, Ent. & Rec.	10.8	12.1	16.4	19.2	18.7	18.5	19.7	20.9
Retail**	5.6	6.1	6.1	6.7	6.8	6.8	7.4	7.6
Ground Tran.	3.0	3.6	3.7	4.0	4.2	4.4	5.3	7.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.5
Other Travel*	1.7	1.5	1.3	1.5	1.6	1.8	2.3	3.5
Total	46.5	51.7	59.0	70.0	74.5	75.9	82.7	89.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,030	1,190	1,330	1,530	1,610	1,550	1,570	1,600
Arts, Ent. & Rec.	720	830	1,080	1,240	1,130	1,080	1,140	1,100
Retail**	210	220	220	250	240	230	240	240
Ground Tran.	90	100	100	110	110	110	110	110
Visitor Air Tran.	0	0	0	0	0	0	10	10
Other Travel*	70	60	50	60	60	70	70	80
Total	2,120	2,400	2,790	3,190	3,150	3,030	3,150	3,140

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	4.2	4.4	4.8	5.8	6.3	6.2	7.2	7.7
Visitor	2.4	2.6	2.9	3.6	3.9	3.9	4.7	5.0
Business or Employee	1.7	1.7	1.9	2.2	2.4	2.3	2.6	2.7
State Tax Receipts	15.7	15.5	15.7	16.9	16.1	14.7	15.5	18.7
Visitor	13.9	13.7	13.5	14.4	13.4	12.2	13.0	16.2
Business or Employee	1.8	1.8	2.2	2.6	2.7	2.6	2.5	2.5
Total Local & State Receipt	19.8	19.9	20.5	22.8	22.4	20.9	22.7	26.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MODOC COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	21.9	22.0	21.6	22.6	22.7	23.1	24.6	26.5
Other Travel*	1.8	1.8	1.6	1.6	1.4	1.2	1.3	1.6
Total	23.7	23.8	23.2	24.2	24.0	24.3	25.9	28.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	6.5	6.3	6.3	6.8	7.3	7.7	8.2	9.0
Private Home	4.8	4.8	4.6	4.7	4.3	4.2	4.6	5.0
Campground	3.5	3.8	3.9	4.1	4.1	4.1	4.3	4.5
Vacation Home	1.4	1.4	1.3	1.3	1.4	1.4	1.5	1.6
Day Travel	5.7	5.6	5.5	5.7	5.7	5.7	6.0	6.4
Total	21.9	22.0	21.6	22.6	22.7	23.1	24.6	26.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	3.5	3.4	3.5	3.8	4.1	4.4	4.7	5.1
Food Service	6.5	6.4	6.4	6.7	6.9	7.2	7.6	8.1
Food Stores	1.8	1.9	1.8	1.9	2.0	2.0	2.0	2.0
Local Tran. & Gas	3.7	3.9	3.6	3.7	3.4	3.1	3.4	3.9
Arts, Ent. & Rec.	3.5	3.5	3.5	3.6	3.6	3.7	3.8	4.0
Retail Sales	2.9	2.8	2.8	2.9	2.7	2.7	3.0	3.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	21.9	22.0	21.6	22.6	22.7	23.1	24.6	26.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	6.7	6.8	6.8	6.8	6.7	7.4	7.9	8.0
Arts, Ent. & Rec.	0.9	1.0	1.0	0.9	0.9	0.9	1.0	1.1
Retail**	0.9	1.0	0.9	1.0	1.0	1.0	1.0	1.0
Ground Tran.	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total	8.9	9.1	9.1	9.1	8.9	9.8	10.4	10.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	270	280	260	240	220	220	220	220
Arts, Ent. & Rec.	50	50	50	40	40	30	30	30
Retail**	30	30	30	40	30	30	30	30
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	370	370	350	320	290	290	300	300

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7
Visitor	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.5
Visitor	1.1	1.0	1.0	1.0	1.0	0.9	1.0	1.2
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Total Local & State Receipt	2.1	1.9	1.9	2.0	1.9	1.9	2.0	2.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MONO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	421.3	430.6	470.8	471.5	492.4	545.9	612.9	605.0
Other Travel*	2.8	3.2	2.9	2.9	2.6	2.4	2.9	3.4
Total	424.1	433.8	473.6	474.4	495.0	548.3	615.8	608.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	309.3	317.5	358.1	359.2	379.7	429.9	487.5	475.1
Private Home	7.1	7.5	8.7	8.4	7.7	7.8	9.7	10.1
Campground	35.7	34.1	32.6	32.4	32.1	32.5	34.1	35.7
Vacation Home	38.6	40.6	39.0	39.3	40.2	40.9	43.7	46.2
Day Travel	30.5	30.9	32.3	32.2	32.6	34.8	37.8	37.9
Total	421.3	430.6	470.8	471.5	492.4	545.9	612.9	605.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	137.1	137.6	153.7	154.1	165.6	188.9	214.2	207.0
Food Service	116.3	120.5	133.7	133.9	141.8	159.9	178.1	177.0
Food Stores	16.4	16.7	17.0	17.1	17.6	18.4	19.3	18.9
Local Tran. & Gas	46.6	49.5	49.5	49.7	46.4	46.0	53.3	57.3
Arts, Ent. & Rec.	60.0	61.2	67.2	67.4	69.6	76.7	83.2	81.3
Retail Sales	44.8	45.1	49.7	49.4	51.3	56.0	62.2	60.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6
Total	421.3	430.6	470.8	471.5	492.4	545.9	612.9	605.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	61.5	61.8	72.2	71.1	75.2	87.9	106.6	105.4
Arts, Ent. & Rec.	20.7	21.9	28.3	37.2	42.0	44.0	43.5	47.8
Retail**	9.2	9.4	10.1	10.3	10.9	12.1	13.4	13.0
Ground Tran.	4.3	4.8	5.3	5.4	5.7	6.8	8.5	11.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	5.1	5.2
Other Travel*	0.2	0.2	0.2	0.3	0.3	0.3	0.8	1.0
Total	95.8	98.1	116.1	124.3	134.1	151.0	177.8	183.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,160	2,150	2,390	2,230	2,270	2,420	2,720	2,760
Arts, Ent. & Rec.	980	1,110	1,310	1,720	2,160	2,250	2,250	2,240
Retail**	300	310	330	350	350	350	350	350
Ground Tran.	130	130	150	150	150	160	180	180
Visitor Air Tran.	0	0	0	0	0	0	50	50
Other Travel*	10	10	10	10	10	10	20	20
Total	3,570	3,720	4,180	4,450	4,930	5,200	5,580	5,610

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	19.2	18.9	26.2	26.3	28.7	32.8	37.0	35.9
Visitor	15.5	15.5	22.2	22.2	24.3	28.0	31.6	30.5
Business or Employee	3.7	3.4	3.9	4.1	4.4	4.8	5.4	5.5
State Tax Receipts	14.5	13.5	15.3	15.7	15.9	16.9	18.3	19.3
Visitor	11.0	10.1	11.1	11.2	11.1	11.8	12.8	13.8
Business or Employee	3.6	3.4	4.3	4.5	4.8	5.1	5.6	5.5
Total Local & State Receipt	33.7	32.4	41.5	42.0	44.6	49.7	55.3	55.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MONTEREY COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,976	2,319	2,395	2,501	2,610	2,674	2,726	2,878
Other Travel*	102	109	100	101	92	85	95	106
Total	2,078	2,427	2,495	2,602	2,702	2,759	2,820	2,984

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,361.3	1,627.0	1,704.7	1,797.2	1,893.2	1,951.7	1,964.1	2,087.6
Private Home	142.4	159.2	154.3	154.3	157.9	156.8	172.6	185.4
Campground	33.1	37.0	38.1	40.6	41.3	41.8	43.9	45.9
Vacation Home	52.9	57.0	55.9	56.5	57.6	58.5	63.3	67.7
Day Travel	385.9	438.4	442.2	452.4	459.7	465.0	481.7	491.4
Total	1,975.7	2,318.7	2,395.2	2,501.1	2,609.6	2,673.8	2,725.7	2,878.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	452.2	539.6	582.0	633.7	684.1	712.1	716.0	788.9
Food Service	603.1	708.7	734.3	756.8	799.5	836.8	858.6	894.3
Food Stores	56.7	67.2	66.9	70.0	72.8	73.0	72.9	72.9
Local Tran. & Gas	204.4	245.4	232.7	240.2	223.8	207.9	224.0	249.8
Arts, Ent. & Rec.	280.3	325.2	335.6	346.4	357.5	366.8	367.8	375.6
Retail Sales	364.1	416.6	426.4	436.8	454.2	459.1	468.8	479.0
Visitor Air Tran.	14.9	16.0	17.3	17.1	17.6	18.0	17.5	17.5
Total	1,975.7	2,318.7	2,395.2	2,501.1	2,609.6	2,673.8	2,725.7	2,878.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	426.7	505.0	524.0	559.3	590.4	636.8	656.4	706.0
Arts, Ent. & Rec.	276.3	331.1	346.1	365.4	385.8	387.9	396.7	419.3
Retail**	55.7	65.5	66.9	70.2	75.0	77.3	76.0	80.6
Ground Tran.	17.2	22.0	22.6	24.0	25.6	28.3	31.9	43.5
Visitor Air Tran.	9.5	11.0	13.0	13.4	15.6	16.2	16.5	17.6
Other Travel*	15.6	16.2	16.8	17.5	18.5	19.6	21.3	22.0
Total	801.1	950.9	989.5	1,049.8	1,110.9	1,166.1	1,198.8	1,289.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	13,190	15,340	15,740	16,160	16,270	16,780	16,620	17,100
Arts, Ent. & Rec.	3,290	4,400	4,500	4,660	4,710	4,770	4,670	4,820
Retail**	1,770	2,040	2,080	2,130	2,170	2,200	2,090	2,130
Ground Tran.	500	590	620	630	640	660	670	690
Visitor Air Tran.	90	100	110	110	130	130	130	140
Other Travel*	300	280	270	280	290	310	320	320
Total	19,140	22,750	23,310	23,970	24,210	24,860	24,500	25,190

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	82.6	94.2	99.6	106.2	113.3	117.0	124.7	134.7
Visitor	52.5	62.6	67.3	72.8	78.3	81.6	88.0	95.8
Business or Employee	30.1	31.6	32.3	33.4	35.0	35.4	36.7	38.8
State Tax Receipts	111.6	116.9	123.5	128.7	130.7	130.0	126.1	136.7
Visitor	83.6	85.3	88.7	91.6	92.3	91.8	91.6	101.4
Business or Employee	28.0	31.5	34.8	37.1	38.5	38.2	34.4	35.4
Total Local & State Receipt	194.3	211.1	223.1	234.9	244.1	247.0	250.8	271.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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NAPA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,037	1,236	1,291	1,367	1,432	1,568	1,597	1,699
Other Travel*	29	45	43	45	43	62	62	65
Total	1,066	1,281	1,334	1,412	1,475	1,629	1,659	1,764

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	704.8	854.3	911.6	975.0	1,032.7	1,148.7	1,163.6	1,265.4
Private Home	29.9	32.5	31.6	31.9	30.4	30.7	32.4	34.1
Campground	10.0	16.3	13.6	15.6	15.7	15.9	16.6	17.4
Vacation Home	18.0	19.1	18.9	19.1	20.8	21.2	22.5	23.9
Day Travel	273.9	314.0	315.0	325.3	331.9	351.3	361.8	358.2
Total	1,036.6	1,236.1	1,290.7	1,366.9	1,431.5	1,567.9	1,597.0	1,699.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	248.3	317.0	354.5	392.6	426.7	484.7	488.6	537.5
Food Service	288.7	338.9	350.6	365.1	385.5	426.1	440.0	467.8
Food Stores	28.8	35.6	34.7	36.9	38.4	40.3	40.3	40.7
Local Tran. & Gas	66.7	80.8	76.4	79.9	75.2	74.0	79.9	89.8
Arts, Ent. & Rec.	200.3	231.4	237.8	247.8	255.3	276.0	278.9	288.3
Retail Sales	203.7	232.3	236.7	244.5	250.5	266.7	269.2	274.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	1,036.6	1,236.1	1,290.7	1,366.9	1,431.5	1,567.9	1,597.0	1,699.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	257.0	311.1	348.8	388.6	416.1	465.0	483.0	536.1
Arts, Ent. & Rec.	83.6	99.7	107.8	115.5	111.4	126.5	148.8	169.0
Retail**	29.2	34.6	35.2	37.2	39.2	42.4	41.8	41.4
Ground Tran.	7.3	9.4	9.7	10.3	11.0	12.8	14.7	21.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.2	6.3	6.5	7.1	7.6	14.3	13.9	13.7
Total	379.3	461.2	507.9	558.7	585.2	661.1	702.3	781.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	6,970	7,990	8,560	9,370	9,500	9,880	9,910	10,460
Arts, Ent. & Rec.	4,110	4,640	5,000	5,210	4,840	5,210	5,960	6,150
Retail**	950	1,000	1,020	1,090	1,080	1,160	1,120	1,110
Ground Tran.	220	260	270	280	280	310	310	330
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	60	130	140	160	150	210	210	210
Total	12,310	14,010	14,990	16,100	15,860	16,760	17,510	18,260

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	51.3	62.6	68.7	74.7	80.3	88.9	87.3	94.0
Visitor	36.4	46.5	51.2	55.9	60.8	67.7	65.7	70.4
Business or Employee	14.9	16.1	17.5	18.8	19.5	21.2	21.6	23.6
State Tax Receipts	50.6	53.3	57.4	60.9	62.0	65.8	65.1	70.5
Visitor	37.4	38.1	39.8	41.4	42.0	44.4	44.2	48.3
Business or Employee	13.2	15.2	17.6	19.4	19.9	21.4	20.9	22.2
Total Local & State Receipt	102.0	115.9	126.1	135.5	142.2	154.7	152.4	164.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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NEVADA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	256.1	272.2	276.2	288.4	303.1	325.2	347.6	361.8
Other Travel*	18.9	21.2	19.7	17.3	15.3	13.4	15.1	17.7
Total	275.1	293.5	295.9	305.7	318.4	338.6	362.6	379.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	75.7	83.0	89.9	99.7	115.3	134.1	146.7	150.1
Private Home	51.9	55.6	54.3	54.8	51.3	51.3	54.7	58.7
Campground	26.1	26.7	26.3	26.5	26.3	26.6	27.9	29.3
Vacation Home	42.5	44.2	43.2	43.8	45.4	46.2	49.0	51.7
Day Travel	59.9	62.7	62.5	63.5	64.8	67.0	69.1	72.0
Total	256.1	272.2	276.2	288.4	303.1	325.2	347.6	361.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	46.8	49.8	53.1	58.2	65.6	74.2	80.5	82.1
Food Service	78.3	83.1	85.6	88.5	95.8	105.0	110.8	114.7
Food Stores	17.0	18.2	17.9	18.4	19.0	19.3	19.5	19.5
Local Tran. & Gas	38.0	41.7	38.9	39.9	37.1	35.1	38.9	43.7
Arts, Ent. & Rec.	43.5	45.4	46.5	48.0	50.5	54.1	55.6	56.6
Retail Sales	32.4	33.9	34.3	35.4	35.1	37.4	42.3	45.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	256.1	272.2	276.2	288.4	303.1	325.2	347.6	361.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	59.9	64.8	68.8	79.1	84.0	95.2	103.1	111.6
Arts, Ent. & Rec.	16.4	17.7	22.6	17.5	16.6	18.6	21.2	20.9
Retail**	7.7	8.1	8.1	8.5	8.8	9.5	10.0	10.4
Ground Tran.	2.5	2.9	3.0	3.2	3.5	4.0	4.7	6.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	1.3	1.5	0.6	0.6	0.7	0.7	0.8
Total	87.5	94.9	104.0	108.9	113.4	128.0	139.8	150.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,740	1,830	1,960	2,200	2,170	2,280	2,430	2,530
Arts, Ent. & Rec.	770	870	1,060	820	740	770	840	820
Retail**	250	260	270	270	270	280	290	290
Ground Tran.	80	80	80	90	90	100	100	100
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	40	40	20	20	20	20	20
Total	2,870	3,080	3,410	3,390	3,290	3,450	3,680	3,770

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	7.8	8.0	8.6	9.2	10.1	11.3	12.7	13.1
Visitor	4.4	4.7	5.0	5.6	6.3	7.2	8.3	8.5
Business or Employee	3.4	3.3	3.5	3.6	3.8	4.1	4.4	4.6
State Tax Receipts	15.2	14.5	15.2	15.7	15.7	16.1	16.5	18.5
Visitor	12.1	11.4	11.6	12.0	11.9	12.0	12.5	14.4
Business or Employee	3.0	3.1	3.6	3.7	3.8	4.0	4.0	4.1
Total Local & State Receipt	22.9	22.5	23.8	25.0	25.7	27.3	29.2	31.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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ORANGE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	7,976	9,003	9,655	10,397	11,229	11,964	12,252	12,432
Other Travel*	1,338	1,367	1,371	1,485	1,467	1,512	1,564	1,736
Total	9,314	10,370	11,026	11,883	12,696	13,477	13,815	14,169

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	4,648	5,693	6,288	6,996	7,709	8,343	8,415	8,425
Private Home	1,041	1,173	1,263	1,375	1,452	1,477	1,641	1,782
Campground	79	63	63	43	45	47	48	49
Vacation Home	171	213	240	272	265	272	289	302
Day Travel	2,036	1,861	1,800	1,712	1,757	1,825	1,860	1,875
Total	7,976	9,003	9,655	10,397	11,229	11,964	12,252	12,432

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	1,596	1,908	2,075	2,259	2,489	2,710	2,717	2,841
Food Service	2,149	2,475	2,665	2,872	3,085	3,342	3,445	3,454
Food Stores	257	311	348	386	405	414	412	403
Local Tran. & Gas	659	432	358	300	305	304	319	336
Arts, Ent. & Rec.	1,859	2,212	2,413	2,627	2,798	2,957	2,979	2,940
Retail Sales	1,154	1,336	1,452	1,589	1,756	1,844	1,992	2,038
Visitor Air Tran.	301	330	343	366	390	393	389	421
Total	7,976	9,003	9,655	10,397	11,229	11,964	12,252	12,432

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,528.2	1,787.9	1,869.2	1,983.8	2,175.7	2,422.3	2,510.0	2,657.5
Arts, Ent. & Rec.	971.6	1,193.8	1,364.8	1,562.2	1,712.5	1,900.4	2,065.0	2,026.7
Retail**	175.5	202.6	221.7	244.9	275.3	291.7	301.9	302.8
Ground Tran.	66.7	60.7	54.7	51.3	52.7	60.0	66.3	84.1
Visitor Air Tran.	20.3	23.7	26.3	27.1	29.9	39.5	42.9	45.8
Other Travel*	233.8	216.9	235.7	274.4	287.6	338.1	347.8	378.8
Total	2,996.2	3,485.6	3,772.3	4,143.8	4,533.8	5,052.1	5,333.9	5,495.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	48,450	53,380	57,480	60,020	62,540	66,580	67,180	67,980
Arts, Ent. & Rec.	28,350	32,870	37,430	41,200	44,990	47,550	48,110	49,820
Retail**	5,330	5,830	6,440	6,910	7,490	7,750	7,930	7,710
Ground Tran.	1,820	1,570	1,450	1,320	1,280	1,370	1,380	1,350
Visitor Air Tran.	370	400	420	430	460	520	560	580
Other Travel*	4,810	4,310	4,580	5,220	5,200	5,760	5,940	6,170
Total	89,130	98,350	107,800	115,100	121,960	129,520	131,090	133,600

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	356.7	406.0	439.5	476.1	521.2	566.3	577.8	596.8
Visitor	240.0	284.5	309.9	336.9	370.6	404.8	414.1	430.9
Business or Employee	116.7	121.6	129.6	139.2	150.6	161.6	163.7	165.8
State Tax Receipts	417.8	402.1	436.7	467.0	493.6	513.5	515.4	537.6
Visitor	311.4	286.2	303.9	320.5	336.6	347.8	354.1	378.5
Business or Employee	106.4	115.9	132.7	146.5	157.0	165.7	161.2	159.1
Total Local & State Receipt	774.4	808.2	876.2	943.1	1,014.8	1,079.9	1,093.2	1,134.3

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PLACER COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	952.9	948.3	967.7	964.5	1,034.8	1,161.6	1,273.6	1,328.4
Other Travel*	71.2	74.5	68.7	69.6	63.7	62.3	75.4	84.7
Total	1,024.1	1,022.8	1,036.3	1,034.1	1,098.5	1,223.9	1,349.0	1,413.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	552.1	526.5	547.0	542.8	604.6	718.0	804.1	828.2
Private Home	145.1	152.1	152.8	152.1	156.8	158.6	172.1	187.0
Campground	26.4	30.6	28.7	29.8	29.9	30.3	31.8	33.3
Vacation Home	101.3	109.3	108.7	110.6	108.6	110.4	115.7	120.4
Day Travel	128.0	129.8	130.5	129.2	134.9	144.3	149.9	159.5
Total	952.9	948.3	967.7	964.5	1,034.8	1,161.6	1,273.6	1,328.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	210.0	204.5	216.9	222.7	250.7	296.7	333.7	343.7
Food Service	281.7	279.6	288.4	284.2	312.2	357.1	387.6	403.5
Food Stores	37.9	40.4	39.7	40.2	42.7	45.0	46.3	46.4
Local Tran. & Gas	119.2	126.1	118.5	118.0	112.3	110.0	123.8	139.7
Arts, Ent. & Rec.	180.5	178.2	182.8	180.7	192.8	214.1	226.1	230.7
Retail Sales	123.5	119.5	121.3	118.9	124.0	138.6	156.1	164.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	952.9	948.3	967.7	964.5	1,034.8	1,161.6	1,273.6	1,328.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	172.2	170.5	185.1	182.6	197.4	244.2	272.5	289.4
Arts, Ent. & Rec.	83.7	85.4	96.6	93.5	93.9	95.9	112.2	118.5
Retail**	21.9	22.0	22.2	22.4	24.2	27.2	29.4	30.5
Ground Tran.	9.1	9.9	10.2	10.3	11.3	13.6	16.4	22.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.4	3.1	3.2	3.6	4.2	6.3	8.6	8.6
Total	291.3	290.8	317.2	312.3	330.9	387.1	439.1	469.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	6,450	6,200	6,580	6,280	6,440	7,340	7,880	8,100
Arts, Ent. & Rec.	4,360	3,960	4,270	3,880	3,820	4,340	4,910	4,980
Retail**	720	680	680	680	710	790	830	840
Ground Tran.	270	270	280	280	290	320	350	360
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	130	100	100	100	120	160	210	200
Total	11,930	11,210	11,900	11,210	11,380	12,950	14,190	14,490

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	29.9	27.9	29.7	29.6	32.6	38.1	42.7	44.4
Visitor	19.0	18.2	19.4	19.7	22.3	26.4	29.9	30.9
Business or Employee	10.9	9.6	10.3	9.9	10.4	11.7	12.8	13.4
State Tax Receipts	52.5	47.9	50.2	50.2	51.1	54.3	57.6	64.3
Visitor	41.6	37.6	38.4	38.5	38.9	40.8	43.4	49.9
Business or Employee	10.9	10.3	11.8	11.7	12.2	13.5	14.1	14.4
Total Local & State Receipt	82.4	75.8	79.9	79.8	83.7	92.4	100.2	108.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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PLUMAS COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	104.7	113.9	110.7	112.1	109.7	111.9	116.0	130.6
Other Travel*	3.6	3.8	3.3	3.3	2.8	2.5	2.8	3.3
Total	108.4	117.7	114.1	115.3	112.5	114.4	118.8	133.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	36.6	42.0	42.3	42.3	43.5	47.4	47.3	52.0
Private Home	10.4	11.1	10.4	10.2	9.2	9.4	10.5	11.4
Campground	18.8	20.3	19.3	20.8	20.6	20.8	21.8	22.9
Vacation Home	22.1	22.4	21.4	21.2	21.7	22.1	23.5	24.8
Day Travel	16.8	18.1	17.4	17.6	14.6	12.2	12.8	19.6
Total	104.7	113.9	110.7	112.1	109.7	111.9	116.0	130.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	24.4	26.5	26.6	27.4	28.5	30.8	31.3	33.6
Food Service	29.5	32.0	31.6	31.5	31.4	32.7	33.6	38.0
Food Stores	7.5	8.3	7.8	8.2	8.2	8.3	8.4	8.7
Local Tran. & Gas	15.8	17.7	15.9	16.2	14.1	12.7	13.9	17.1
Arts, Ent. & Rec.	16.4	17.5	17.2	17.2	16.6	16.8	16.9	18.9
Retail Sales	11.1	11.9	11.6	11.6	10.9	10.7	11.8	14.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	104.7	113.9	110.7	112.1	109.7	111.9	116.0	130.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	22.1	24.5	25.6	26.2	26.9	29.6	31.8	37.1
Arts, Ent. & Rec.	4.9	5.3	5.3	5.4	5.3	5.4	3.9	4.0
Retail**	3.0	3.2	3.1	3.2	3.2	3.2	3.6	4.1
Ground Tran.	1.1	1.3	1.3	1.3	1.3	1.5	1.7	2.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Total	31.2	34.4	35.3	36.2	36.9	39.8	41.2	47.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	820	910	940	900	920	920	980	1,090
Arts, Ent. & Rec.	180	180	170	190	170	180	120	120
Retail**	130	130	120	120	120	130	130	140
Ground Tran.	30	40	40	40	30	40	40	40
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	1,170	1,260	1,280	1,250	1,250	1,260	1,280	1,400

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	2.9	3.1	3.1	3.2	3.3	3.5	3.5	3.9
Visitor	1.7	2.0	2.0	2.0	2.1	2.3	2.3	2.6
Business or Employee	1.2	1.1	1.1	1.1	1.2	1.2	1.2	1.4
State Tax Receipts	5.4	5.3	5.3	5.4	5.1	5.0	5.1	6.2
Visitor	4.3	4.1	4.1	4.1	3.8	3.7	3.8	4.7
Business or Employee	1.1	1.2	1.3	1.3	1.3	1.3	1.3	1.4
Total Local & State Receipt	8.4	8.4	8.5	8.6	8.4	8.5	8.6	10.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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RIVERSIDE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	5,490.0	6,181.5	6,244.4	6,392.3	6,688.9	7,028.4	7,423.5	7,861.2
Other Travel*	546.8	583.9	552.9	559.5	520.4	504.9	505.4	580.7
Total	6,036.8	6,765.4	6,797.3	6,951.8	7,209.3	7,533.3	7,928.8	8,441.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,920.1	2,297.0	2,430.0	2,553.6	2,744.5	2,993.4	3,122.9	3,345.4
Private Home	767.2	835.8	824.5	834.8	863.3	884.7	976.4	1,045.8
Campground	221.9	230.7	198.4	185.0	184.8	186.9	196.1	205.4
Vacation Home	920.8	992.3	984.2	1,004.2	1,038.2	1,058.2	1,132.0	1,193.1
Day Travel	1,660.0	1,825.7	1,807.3	1,814.7	1,858.1	1,905.3	1,996.1	2,071.4
Total	5,490.0	6,181.5	6,244.4	6,392.3	6,688.9	7,028.4	7,423.5	7,861.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	880.1	1,017.8	1,068.5	1,148.4	1,244.2	1,371.4	1,427.1	1,515.9
Food Service	1,739.8	1,952.1	1,996.2	2,019.1	2,148.7	2,293.4	2,413.6	2,538.4
Food Stores	233.9	262.5	250.4	252.6	263.4	267.4	271.7	273.6
Local Tran. & Gas	693.0	804.2	755.2	766.6	725.3	693.1	756.3	850.8
Arts, Ent. & Rec.	954.5	1,056.6	1,075.7	1,089.2	1,132.4	1,184.9	1,218.2	1,256.2
Retail Sales	912.6	1,005.8	1,012.9	1,018.5	1,075.8	1,113.6	1,224.2	1,302.8
Visitor Air Tran.	76.0	82.5	85.5	97.8	99.1	104.5	112.4	123.5
Total	5,490.0	6,181.5	6,244.4	6,392.3	6,688.9	7,028.4	7,423.5	7,861.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	856.3	992.0	1,026.5	1,103.9	1,200.9	1,342.5	1,432.6	1,535.6
Arts, Ent. & Rec.	373.7	427.3	458.6	496.5	511.6	556.8	583.9	623.2
Retail**	147.5	165.7	165.2	169.6	183.3	193.1	201.7	210.3
Ground Tran.	54.5	67.4	68.2	71.9	78.8	88.9	100.0	133.1
Visitor Air Tran.	15.4	17.6	19.5	20.3	22.7	18.6	19.9	20.9
Other Travel*	77.4	72.4	78.2	79.3	83.7	97.9	73.5	78.6
Total	1,524.7	1,742.4	1,816.1	1,941.5	2,081.1	2,297.8	2,411.7	2,601.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	35,320	39,740	41,730	43,670	45,450	47,770	49,180	50,550
Arts, Ent. & Rec.	15,280	16,750	17,620	18,720	19,070	19,790	20,130	21,240
Retail**	5,290	5,710	5,660	5,770	5,930	6,060	6,230	6,320
Ground Tran.	1,510	1,740	1,800	1,820	1,900	2,010	2,080	2,140
Visitor Air Tran.	280	290	310	320	350	280	290	290
Other Travel*	1,800	1,400	1,430	1,550	1,570	1,990	1,830	1,910
Total	59,490	65,640	68,540	71,850	74,260	77,900	79,740	82,460

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	152.8	172.7	184.3	195.2	213.0	236.0	247.9	264.6
Visitor	93.6	112.3	122.3	130.5	144.3	162.8	174.3	186.5
Business or Employee	59.2	60.5	62.1	64.8	68.8	73.1	73.7	78.1
State Tax Receipts	319.6	320.1	330.6	340.2	345.0	349.2	358.0	401.2
Visitor	263.5	259.6	264.3	269.3	270.7	271.5	282.5	323.1
Business or Employee	56.1	60.5	66.3	70.9	74.3	77.6	75.5	78.1
Total Local & State Receipt	472.4	492.8	515.0	535.5	558.1	585.1	605.9	665.8

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SACRAMENTO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	2,416.3	2,564.8	2,616.8	2,727.7	2,813.8	2,869.0	3,044.9	3,199.4
Other Travel*	674.0	754.3	733.0	767.3	778.2	768.7	791.0	862.8
Total	3,090.2	3,319.2	3,349.7	3,495.0	3,592.0	3,637.7	3,835.9	4,062.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,063.2	1,124.8	1,183.6	1,264.2	1,336.1	1,385.4	1,429.9	1,523.5
Private Home	658.9	705.9	698.3	712.0	718.5	721.7	799.4	846.6
Campground	12.7	13.0	12.9	13.1	13.2	13.3	14.0	14.6
Vacation Home	21.8	23.2	22.9	23.4	23.0	23.4	24.4	25.4
Day Travel	659.8	698.0	699.1	715.0	723.0	725.2	777.2	789.3
Total	2,416.3	2,564.8	2,616.8	2,727.7	2,813.8	2,869.0	3,044.9	3,199.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	251.3	267.7	292.8	326.0	358.6	384.2	412.1	440.8
Food Service	656.7	694.8	716.0	736.0	775.3	808.4	852.9	886.2
Food Stores	81.4	88.6	87.5	90.6	94.0	93.8	96.0	95.3
Local Tran. & Gas	485.3	529.5	511.9	531.3	504.6	478.5	514.9	565.3
Arts, Ent. & Rec.	397.4	414.8	425.4	437.4	449.9	459.9	474.4	482.7
Retail Sales	319.0	330.4	335.4	343.6	354.3	357.7	400.1	422.1
Visitor Air Tran.	225.2	239.0	247.7	262.8	277.1	286.6	294.5	307.0
Total	2,416.3	2,564.8	2,616.8	2,727.7	2,813.8	2,869.0	3,044.9	3,199.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	359.2	387.6	411.0	430.7	462.5	508.3	537.1	588.4
Arts, Ent. & Rec.	175.6	189.4	208.3	224.1	247.2	270.3	305.4	296.6
Retail**	54.9	58.2	58.5	61.5	65.2	67.5	72.4	74.7
Ground Tran.	43.0	48.9	49.4	53.9	59.1	63.9	69.1	85.7
Visitor Air Tran.	15.9	18.1	20.2	20.7	22.8	19.0	18.2	18.9
Other Travel*	60.0	72.3	73.3	78.1	87.1	83.7	77.4	81.4
Total	708.6	774.4	820.5	869.0	943.9	1,012.8	1,079.5	1,145.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	14,650	15,220	16,070	16,480	16,590	16,980	17,430	18,240
Arts, Ent. & Rec.	6,340	7,220	7,230	7,070	7,090	7,310	7,510	7,760
Retail**	1,850	1,930	1,940	2,020	2,060	2,050	2,160	2,170
Ground Tran.	1,110	1,180	1,240	1,280	1,350	1,380	1,400	1,420
Visitor Air Tran.	310	320	340	350	370	330	310	310
Other Travel*	1,340	1,420	1,370	1,400	1,500	1,480	1,530	1,390
Total	25,610	27,300	28,180	28,610	28,970	29,520	30,340	31,290

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	79.9	82.1	89.4	97.2	105.2	110.5	117.0	124.0
Visitor	52.6	55.4	61.0	67.5	73.2	77.4	83.2	88.8
Business or Employee	27.3	26.7	28.4	29.7	32.0	33.1	33.8	35.2
State Tax Receipts	153.6	147.4	151.9	157.8	156.8	153.3	158.3	179.4
Visitor	127.1	120.1	122.1	126.5	123.7	119.7	125.2	145.6
Business or Employee	26.5	27.3	29.8	31.3	33.1	33.6	33.2	33.8
Total Local & State Receipt	233.5	229.5	241.3	255.0	262.0	263.8	275.4	303.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SAN BENITO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	74.6	79.6	79.4	83.4	83.6	87.2	98.3	104.7
Other Travel*	10.2	11.2	10.1	10.2	9.0	8.0	9.1	10.7
Total	84.8	90.8	89.5	93.6	92.7	95.2	107.4	115.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	10.2	10.7	11.0	11.5	12.4	14.4	21.0	22.0
Private Home	27.4	29.9	29.2	29.6	28.1	28.8	31.2	33.7
Campground	18.0	18.8	19.1	21.5	21.9	22.1	23.2	24.3
Vacation Home	2.1	2.2	2.2	2.3	2.4	2.4	2.6	2.7
Day Travel	17.0	17.9	17.8	18.6	18.9	19.5	20.3	22.1
Total	74.6	79.6	79.4	83.4	83.6	87.2	98.3	104.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	7.2	7.8	8.3	9.3	10.0	11.1	13.6	14.2
Food Service	22.9	24.2	24.5	25.3	26.7	28.8	32.0	33.8
Food Stores	8.6	9.2	9.1	9.9	10.3	10.4	10.7	10.8
Local Tran. & Gas	13.8	15.2	14.1	14.9	13.7	12.7	14.3	16.4
Arts, Ent. & Rec.	12.2	12.7	12.8	13.3	13.7	14.5	15.6	16.2
Retail Sales	10.0	10.5	10.4	10.8	9.3	9.8	12.0	13.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	74.6	79.6	79.4	83.4	83.6	87.2	98.3	104.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	13.7	15.0	15.7	16.3	19.2	22.7	26.4	29.1
Arts, Ent. & Rec.	3.2	3.4	3.4	3.6	3.6	3.6	3.4	2.4
Retail**	2.5	2.7	2.7	2.9	2.8	3.0	1.4	1.4
Ground Tran.	0.8	1.0	1.0	1.0	1.1	1.3	1.5	2.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Total	20.5	22.3	23.0	24.1	27.0	30.9	33.1	35.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	460	490	510	510	550	600	640	670
Arts, Ent. & Rec.	180	220	210	200	190	200	210	130
Retail**	70	70	70	70	70	70	40	40
Ground Tran.	20	30	30	30	30	30	30	30
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	20	20	20	20
Total	750	820	830	830	850	910	940	900

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	1.8	1.8	1.9	2.0	2.1	2.4	2.6	2.8
Visitor	1.0	1.0	1.1	1.2	1.2	1.4	1.6	1.7
Business or Employee	0.8	0.8	0.8	0.8	0.9	1.0	1.0	1.1
State Tax Receipts	5.2	5.0	5.1	5.3	5.2	5.1	5.5	6.4
Visitor	4.5	4.2	4.2	4.5	4.2	4.1	4.5	5.4
Business or Employee	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.0
Total Local & State Receipt	7.0	6.8	6.9	7.3	7.3	7.5	8.1	9.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SAN BERNARDINO COUNTY

Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	3,505	3,752	3,780	3,881	4,006	4,119	4,397	4,700
Other Travel*	594	621	571	585	552	524	578	646
Total	4,099	4,373	4,351	4,466	4,558	4,643	4,975	5,346

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,055.2	1,138.2	1,182.2	1,250.4	1,335.7	1,418.4	1,532.2	1,641.5
Private Home	545.0	573.3	559.3	565.3	574.8	576.8	631.3	689.5
Campground	115.5	130.0	142.2	143.3	143.0	144.6	151.7	158.9
Vacation Home	776.0	827.3	815.2	827.5	850.7	867.1	921.4	971.1
Day Travel	1,013.8	1,083.5	1,081.1	1,094.8	1,102.2	1,111.7	1,160.4	1,238.8
Total	3,505.5	3,752.3	3,780.0	3,881.3	4,006.4	4,118.7	4,397.0	4,699.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	543.4	589.6	612.9	654.4	708.2	761.2	812.0	858.3
Food Service	1,044.4	1,115.5	1,139.8	1,157.1	1,216.0	1,278.7	1,351.6	1,430.8
Food Stores	140.4	155.1	155.0	158.7	163.8	164.7	167.3	169.7
Local Tran. & Gas	567.4	630.9	601.0	615.7	576.4	543.7	595.6	674.7
Arts, Ent. & Rec.	569.9	600.5	611.1	621.2	637.7	657.4	678.9	704.9
Retail Sales	507.9	532.7	538.7	545.8	573.7	585.9	659.6	718.1
Visitor Air Tran.	132.2	128.0	121.5	128.4	130.6	127.1	132.0	143.5
Total	3,505.5	3,752.3	3,780.0	3,881.3	4,006.4	4,118.7	4,397.0	4,699.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	513.2	564.7	602.6	644.6	700.7	774.4	842.0	906.6
Arts, Ent. & Rec.	277.5	302.1	315.5	312.2	332.3	356.3	405.3	413.0
Retail**	86.3	92.7	93.5	97.1	104.2	108.6	116.6	120.0
Ground Tran.	43.8	50.9	51.6	55.1	60.0	66.3	74.6	97.6
Visitor Air Tran.	34.5	40.0	44.8	8.6	11.0	13.2	11.4	12.2
Other Travel*	78.8	84.4	90.1	46.8	52.4	62.8	66.7	68.9
Total	1,034.0	1,134.8	1,197.9	1,164.5	1,260.6	1,381.6	1,516.7	1,618.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	22,950	24,530	26,440	26,970	27,880	28,890	30,240	31,150
Arts, Ent. & Rec.	13,940	14,410	16,010	16,050	17,200	17,720	18,350	17,440
Retail**	3,070	3,240	3,260	3,340	3,450	3,450	3,640	3,630
Ground Tran.	1,190	1,290	1,340	1,370	1,420	1,470	1,540	1,590
Visitor Air Tran.	570	600	640	150	190	210	200	200
Other Travel*	1,780	1,800	1,810	1,220	1,290	1,440	1,470	1,490
Total	43,500	45,860	49,490	49,100	51,430	53,180	55,430	55,500

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	91.4	95.4	101.1	102.6	110.8	117.9	127.0	135.3
Visitor	51.5	56.3	60.4	64.0	69.3	74.1	80.9	86.9
Business or Employee	39.9	39.1	40.7	38.6	41.5	43.8	46.1	48.4
State Tax Receipts	221.0	213.5	220.1	224.0	223.0	220.4	229.7	263.5
Visitor	183.1	174.3	176.6	181.2	177.9	173.8	182.3	215.0
Business or Employee	38.0	39.2	43.4	42.8	45.1	46.6	47.3	48.5
Total Local & State Receipt	312.4	308.9	321.2	326.6	333.8	338.3	356.7	398.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SAN DIEGO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	9,841	9,967	10,167	10,542	10,839	11,466	12,062	12,693
Other Travel*	1,357	1,474	1,435	1,478	1,482	1,530	1,632	1,783
Total	11,198	11,441	11,602	12,020	12,321	12,996	13,694	14,476

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	5,396.5	5,767.7	6,007.4	6,389.5	6,757.4	7,242.6	7,640.0	8,042.3
Private Home	1,173.4	1,164.4	1,182.3	1,223.3	1,218.1	1,249.3	1,355.9	1,460.9
Campground	326.5	290.2	285.6	286.2	282.5	291.5	301.8	308.0
Vacation Home	224.9	190.2	175.8	163.1	151.1	155.4	162.5	169.6
Day Travel	2,719.3	2,554.3	2,515.6	2,479.7	2,429.7	2,527.1	2,602.1	2,712.1
Total	9,840.6	9,966.8	10,166.7	10,541.8	10,838.7	11,465.9	12,062.3	12,692.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	1,984	2,272	2,446	2,675	2,908	3,146	3,288	3,504
Food Service	2,666	2,716	2,767	2,843	2,907	3,136	3,330	3,497
Food Stores	359	400	430	467	506	518	528	533
Local Tran. & Gas	898	652	571	510	458	436	484	549
Arts, Ent. & Rec.	1,757	1,663	1,633	1,613	1,584	1,672	1,729	1,784
Retail Sales	1,555	1,598	1,636	1,687	1,686	1,757	1,873	1,953
Visitor Air Tran.	622	664	684	747	789	801	831	873
Total	9,841	9,967	10,167	10,542	10,839	11,466	12,062	12,693

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,841.3	1,961.0	2,084.9	2,198.3	2,325.5	2,635.1	2,823.3	2,926.5
Arts, Ent. & Rec.	844.4	825.7	827.5	818.1	877.9	908.2	891.0	951.7
Retail**	241.1	251.3	260.8	274.7	287.6	303.6	312.8	321.0
Ground Tran.	76.3	61.5	52.7	47.2	42.8	48.7	56.3	76.5
Visitor Air Tran.	38.6	44.1	48.9	50.4	56.1	71.1	79.5	84.0
Other Travel*	162.6	171.8	173.7	173.9	195.1	249.1	269.4	289.2
Total	3,204.3	3,315.4	3,448.5	3,562.5	3,785.1	4,215.8	4,432.2	4,648.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	59,000	60,370	63,210	64,230	64,410	68,900	69,940	71,210
Arts, Ent. & Rec.	26,150	23,580	23,860	23,210	22,690	24,320	24,830	24,870
Retail**	8,240	8,170	8,490	8,750	8,790	9,050	9,090	9,100
Ground Tran.	2,110	1,610	1,410	1,220	1,060	1,130	1,180	1,210
Visitor Air Tran.	760	790	830	860	920	1,170	1,370	1,400
Other Travel*	3,730	3,570	3,560	3,390	3,640	4,550	4,830	4,960
Total	100,000	98,080	101,360	101,670	101,510	109,110	111,240	112,750

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	375.8	421.6	444.9	473.8	508.7	547.5	569.8	602.8
Visitor	251.0	306.1	326.7	354.5	383.2	412.9	434.1	462.8
Business or Employee	124.8	115.5	118.3	119.3	125.5	134.5	135.7	140.0
State Tax Receipts	507.4	448.4	467.7	478.6	478.6	492.4	500.6	544.9
Visitor	393.0	337.1	345.6	351.8	346.9	353.7	365.7	409.1
Business or Employee	114.4	111.3	122.1	126.8	131.7	138.7	134.9	135.8
Total Local & State Receipt	883.2	869.9	912.7	952.4	987.2	1,039.9	1,070.4	1,147.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

SAN FRANCISCO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	7,678	8,319	8,860	10,267	10,895	10,875	10,758	11,150
Other Travel*	1,223	1,473	1,812	2,001	2,098	2,318	2,645	2,546
Total	8,901	9,792	10,672	12,269	12,992	13,192	13,404	13,697

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	5,727.0	6,201.4	6,673.1	7,895.4	8,462.7	8,460.8	8,291.5	8,599.6
Private Home	653.8	775.0	815.7	864.4	878.9	871.1	898.6	934.8
Campground	6.6	3.2	3.2	4.1	4.1	4.2	4.4	4.6
Vacation Home	34.9	37.8	37.3	38.2	38.4	39.1	42.2	44.6
Day Travel	1,255.4	1,301.0	1,330.7	1,465.2	1,510.4	1,499.6	1,521.9	1,566.7
Total	7,677.7	8,318.5	8,860.1	10,267.3	10,894.5	10,874.8	10,758.5	11,150.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	1,630.5	1,962.8	2,249.8	2,883.6	3,200.3	3,209.5	3,079.7	3,252.7
Food Service	2,113.1	2,164.2	2,257.1	2,544.6	2,719.3	2,773.4	2,806.7	2,916.8
Food Stores	174.6	185.0	185.5	209.9	220.8	216.1	212.2	212.5
Local Tran. & Gas	507.9	540.5	524.3	585.6	561.1	519.9	548.2	604.9
Arts, Ent. & Rec.	1,171.3	1,184.3	1,229.8	1,387.0	1,447.6	1,447.5	1,431.5	1,458.8
Retail Sales	1,243.2	1,237.9	1,274.1	1,425.8	1,478.0	1,454.3	1,442.8	1,460.5
Visitor Air Tran.	837.1	1,043.8	1,139.5	1,230.9	1,267.5	1,254.1	1,237.3	1,244.2
Total	7,677.7	8,318.5	8,860.1	10,267.3	10,894.5	10,874.8	10,758.5	11,150.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,285.6	1,401.1	1,514.3	1,800.3	2,045.8	2,167.4	2,242.5	2,372.0
Arts, Ent. & Rec.	717.5	749.4	802.2	921.3	1,031.4	1,051.9	937.0	988.3
Retail**	177.1	182.8	188.3	215.0	229.4	229.9	245.6	245.7
Ground Tran.	57.8	64.7	66.7	77.0	83.4	89.8	99.5	134.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	95.1	124.3	204.6	237.9	244.3	312.4	404.6	355.4
Total	2,333.1	2,522.4	2,776.3	3,251.5	3,634.3	3,851.3	3,929.3	4,096.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	31,610	31,860	33,530	38,530	41,400	41,250	41,760	42,000
Arts, Ent. & Rec.	13,900	12,820	12,740	14,220	15,570	15,540	15,380	15,140
Retail**	4,120	3,950	3,990	4,510	4,530	4,610	4,520	4,390
Ground Tran.	1,660	1,730	1,810	2,020	2,080	2,090	2,100	2,130
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	1,820	2,170	2,470	2,470	2,630	3,110	3,220	2,960
Total	53,110	52,540	54,540	61,750	66,200	66,600	66,970	66,620

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	374.6	419.1	467.8	571.8	628.8	633.9	614.3	642.4
Visitor	278.4	325.6	366.1	455.2	500.0	502.7	486.2	511.4
Business or Employee	96.2	93.5	101.7	116.6	128.8	131.2	128.1	131.0
State Tax Receipts	332.7	309.2	335.1	380.3	397.5	393.5	381.6	402.8
Visitor	253.2	228.0	240.6	269.4	276.8	272.1	266.7	288.1
Business or Employee	79.5	81.2	94.5	110.9	120.7	121.4	115.0	114.7
Total Local & State Receipt	707.3	728.3	802.9	952.1	1,026.3	1,027.4	996.0	1,045.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SAN JOAQUIN COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	582.0	658.7	658.8	676.4	690.4	721.1	758.3	802.1
Other Travel*	134.1	144.7	130.7	133.0	119.4	106.6	120.0	139.8
Total	716.0	803.4	789.5	809.4	809.8	827.7	878.3	941.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	168.1	201.8	215.2	228.0	247.8	275.3	285.2	300.9
Private Home	192.4	212.2	202.7	204.3	197.0	195.7	214.0	232.0
Campground	6.5	7.4	7.5	8.2	8.3	8.4	8.8	9.2
Vacation Home	11.0	11.8	11.5	11.8	11.6	11.8	12.5	13.1
Day Travel	204.0	225.4	221.8	224.0	225.7	229.8	237.8	247.0
Total	582.0	658.7	658.8	676.4	690.4	721.1	758.3	802.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	57.1	67.6	73.4	80.6	91.7	105.4	112.1	120.0
Food Service	162.9	182.8	187.4	190.4	202.2	217.6	225.0	233.5
Food Stores	27.8	31.6	30.9	31.8	33.1	33.8	33.7	33.6
Local Tran. & Gas	158.5	182.9	170.8	174.0	162.0	153.2	165.4	184.3
Arts, Ent. & Rec.	80.4	89.0	90.9	92.5	95.9	101.2	102.3	104.1
Retail Sales	94.8	104.3	105.0	106.2	104.6	109.1	118.7	125.4
Visitor Air Tran.	0.4	0.4	0.5	1.0	0.8	0.9	1.0	1.2
Total	582.0	658.7	658.8	676.4	690.4	721.1	758.3	802.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	89.8	103.9	112.5	117.4	128.8	146.4	158.6	174.4
Arts, Ent. & Rec.	36.7	42.0	45.4	49.7	51.3	59.6	61.4	64.6
Retail**	17.9	19.9	19.8	20.7	21.4	22.8	23.9	24.8
Ground Tran.	10.7	13.1	13.3	14.0	15.1	17.1	19.0	25.1
Visitor Air Tran.	0.4	0.3	0.4	0.6	0.5	0.7	4.6	5.1
Other Travel*	8.0	7.3	7.1	7.6	8.2	9.2	23.5	24.5
Total	163.5	186.4	198.5	209.9	225.3	255.9	291.2	318.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	3,520	4,070	4,410	4,440	4,540	4,760	4,990	5,160
Arts, Ent. & Rec.	1,730	1,890	2,120	2,360	2,220	2,340	2,350	2,350
Retail**	660	690	700	720	720	740	760	760
Ground Tran.	300	340	350	360	370	390	400	400
Visitor Air Tran.	10	0	0	10	10	10	50	50
Other Travel*	270	220	210	230	240	250	400	400
Total	6,490	7,220	7,800	8,110	8,100	8,500	8,940	9,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	15.1	17.4	18.3	19.3	21.0	23.3	26.4	28.1
Visitor	8.9	10.8	11.4	12.2	13.5	15.0	17.1	18.2
Business or Employee	6.3	6.5	6.9	7.1	7.5	8.3	9.3	9.9
State Tax Receipts	49.3	49.0	49.4	51.1	49.5	48.6	50.2	59.3
Visitor	43.3	42.7	42.4	43.7	41.7	40.3	41.9	50.6
Business or Employee	6.0	6.3	7.0	7.4	7.8	8.3	8.3	8.7
Total Local & State Receipt	64.4	66.4	67.7	70.4	70.5	71.9	76.6	87.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SAN LUIS OBISPO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,273.6	1,460.3	1,509.7	1,562.3	1,606.9	1,622.7	1,716.0	1,809.4
Other Travel*	74.5	79.8	76.6	67.2	61.8	57.2	65.8	78.1
Total	1,348.1	1,540.1	1,586.4	1,629.5	1,668.7	1,680.0	1,781.8	1,887.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	747.1	880.5	926.1	966.5	1,002.0	1,015.4	1,077.1	1,126.2
Private Home	85.7	93.0	92.0	92.4	96.4	96.9	107.6	119.7
Campground	115.9	127.3	129.5	134.9	137.1	138.7	145.6	152.4
Vacation Home	37.5	40.1	39.3	40.0	40.8	41.4	44.7	47.8
Day Travel	287.4	319.4	322.8	328.5	330.5	330.2	341.1	363.3
Total	1,273.6	1,460.3	1,509.7	1,562.3	1,606.9	1,622.7	1,716.0	1,809.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	291.4	345.4	375.5	406.7	435.4	453.1	477.1	497.3
Food Service	358.0	407.7	422.3	429.6	447.2	459.8	487.2	513.2
Food Stores	57.6	65.5	65.6	68.1	70.5	70.5	71.8	72.7
Local Tran. & Gas	173.1	202.6	192.4	197.0	181.0	165.1	182.8	207.8
Arts, Ent. & Rec.	168.4	189.2	195.3	199.0	202.4	204.1	211.2	218.3
Retail Sales	218.2	242.3	248.1	250.9	257.8	256.1	270.0	281.0
Visitor Air Tran.	6.9	7.7	10.6	11.0	12.5	13.9	15.9	19.3
Total	1,273.6	1,460.3	1,509.7	1,562.3	1,606.9	1,622.7	1,716.0	1,809.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	253.4	294.0	314.7	334.9	356.6	386.2	439.3	465.9
Arts, Ent. & Rec.	83.0	96.3	95.6	98.0	105.0	111.2	123.6	127.5
Retail**	39.0	44.1	45.0	46.8	49.4	50.3	52.1	53.5
Ground Tran.	13.0	16.1	16.6	17.4	18.3	20.0	23.2	32.0
Visitor Air Tran.	2.9	3.4	4.5	4.3	5.2	4.4	5.8	6.1
Other Travel*	10.9	11.5	11.9	8.8	9.3	7.9	10.4	10.9
Total	402.1	465.5	488.2	510.1	543.9	580.0	654.3	696.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	9,150	10,370	10,900	11,010	11,080	11,460	12,580	12,730
Arts, Ent. & Rec.	4,520	5,300	5,390	5,410	5,280	5,300	5,650	5,600
Retail**	1,340	1,450	1,470	1,470	1,470	1,480	1,520	1,530
Ground Tran.	380	440	450	460	460	470	490	510
Visitor Air Tran.	50	50	70	60	70	70	100	100
Other Travel*	300	270	250	170	170	150	210	210
Total	15,740	17,890	18,520	18,580	18,530	18,930	20,550	20,680

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	50.3	57.1	61.5	65.6	69.9	72.4	76.6	80.1
Visitor	35.0	41.3	45.2	48.9	52.3	54.3	57.0	59.5
Business or Employee	15.3	15.7	16.3	16.7	17.6	18.1	19.6	20.5
State Tax Receipts	69.9	71.1	74.6	76.8	76.8	75.2	77.7	86.2
Visitor	55.4	55.3	57.2	58.6	57.8	56.1	57.9	66.0
Business or Employee	14.4	15.8	17.5	18.2	19.0	19.1	19.8	20.2
Total Local & State Receipt	120.2	128.2	136.2	142.4	146.7	147.7	154.3	166.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SAN MATEO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	2,547.7	2,986.4	3,096.3	3,258.4	3,427.2	3,518.1	3,661.8	3,867.9
Other Travel*	248.9	245.6	243.7	260.9	302.6	294.5	335.7	388.0
Total	2,796.6	3,232.0	3,340.0	3,519.3	3,729.8	3,812.5	3,997.5	4,255.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	1,707	2,050	2,163	2,309	2,463	2,549	2,638	2,773
Private Home	279	308	304	309	314	316	347	378
Campground	28	30	30	30	31	31	33	34
Vacation Home	18	19	19	19	19	19	21	22
Day Travel	516	580	580	591	600	602	622	660
Total	2,548	2,986	3,096	3,258	3,427	3,518	3,662	3,868

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	440.9	600.7	677.3	776.7	873.8	919.7	948.4	1,007.9
Food Service	703.5	799.6	818.2	835.7	881.3	917.3	965.8	1,019.2
Food Stores	77.1	88.9	87.5	90.3	93.9	93.5	94.8	96.2
Local Tran. & Gas	536.5	616.2	619.7	645.3	642.3	639.1	662.5	712.9
Arts, Ent. & Rec.	397.2	445.0	453.3	463.5	477.3	486.9	500.6	518.0
Retail Sales	392.5	436.0	440.2	446.9	458.8	461.5	489.8	513.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	2,547.7	2,986.4	3,096.3	3,258.4	3,427.2	3,518.1	3,661.8	3,867.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	398	485	557	588	654	700	768	841
Arts, Ent. & Rec.	161	187	194	207	221	237	249	266
Retail**	63	71	72	75	79	81	83	89
Ground Tran.	70	86	85	93	104	111	116	134
Visitor Air Tran.	513	607	677	692	747	1,008	1,151	1,192
Other Travel*	533	586	652	674	783	1,053	1,229	1,316
Total	1,739	2,022	2,236	2,330	2,588	3,191	3,596	3,837

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	12,510	14,230	15,710	16,030	16,540	16,580	17,390	17,920
Arts, Ent. & Rec.	5,870	7,280	7,430	7,560	7,970	8,250	8,590	8,740
Retail**	1,570	1,710	1,810	1,830	1,760	1,700	1,710	1,720
Ground Tran.	1,670	1,910	1,990	2,070	2,240	2,260	2,270	2,310
Visitor Air Tran.	7,170	7,720	8,150	8,360	8,710	9,590	9,860	9,880
Other Travel*	7,490	7,610	8,040	8,310	9,340	10,410	10,850	11,170
Total	36,290	40,460	43,130	44,160	46,560	48,790	50,680	51,740

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	166.6	193.1	210.2	234.4	255.3	280.4	294.2	309.2
Visitor	96.2	119.7	130.0	149.6	162.1	169.9	175.1	184.6
Business or Employee	70.4	73.5	80.2	84.9	93.2	110.5	119.1	124.6
State Tax Receipts	175.0	179.3	194.2	197.8	204.7	216.4	221.5	238.0
Visitor	118.3	117.3	121.7	125.0	125.7	125.1	127.3	141.7
Business or Employee	56.7	62.0	72.5	72.9	79.0	91.3	94.2	96.3
Total Local & State Receipt	341.6	372.4	404.4	432.3	460.1	496.8	515.6	547.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

SANTA BARBARA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,451	1,577	1,608	1,714	1,774	1,775	1,818	1,845
Other Travel*	136	144	137	139	131	129	135	149
Total	1,588	1,722	1,745	1,853	1,906	1,904	1,953	1,994

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	886.6	971.4	999.8	1,085.6	1,135.2	1,139.3	1,142.6	1,165.7
Private Home	139.6	148.6	147.9	151.0	154.6	152.4	169.9	178.9
Campground	48.1	53.1	54.6	57.5	59.0	59.7	62.6	65.6
Vacation Home	31.4	33.5	33.1	33.7	34.4	34.9	37.8	40.3
Day Travel	345.6	370.7	372.3	386.5	391.2	388.2	405.2	394.4
Total	1,451.4	1,577.4	1,607.6	1,714.3	1,774.4	1,774.5	1,818.1	1,845.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	320.8	360.2	384.7	435.2	467.5	481.0	484.6	479.2
Food Service	410.6	443.0	452.2	473.0	496.7	506.8	520.0	531.4
Food Stores	47.2	52.5	52.0	55.0	57.2	56.5	56.8	55.7
Local Tran. & Gas	198.0	221.5	209.4	220.1	205.1	187.0	200.2	218.8
Arts, Ent. & Rec.	193.3	205.8	209.3	219.3	225.0	225.0	225.8	225.9
Retail Sales	252.0	265.1	267.3	278.1	290.0	286.0	295.8	296.6
Visitor Air Tran.	29.5	29.2	32.5	33.8	32.9	32.1	35.0	37.5
Total	1,451.4	1,577.4	1,607.6	1,714.3	1,774.4	1,774.5	1,818.1	1,845.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	296.3	324.6	351.0	379.6	415.3	425.7	457.4	477.9
Arts, Ent. & Rec.	84.6	93.0	94.7	103.6	105.3	104.3	114.3	118.4
Retail**	39.6	42.8	43.1	46.0	49.2	49.7	49.6	49.4
Ground Tran.	16.2	19.0	19.2	20.8	22.4	23.9	26.4	34.5
Visitor Air Tran.	8.1	9.4	11.2	4.2	5.3	4.0	4.5	4.7
Other Travel*	20.6	22.8	23.8	16.6	18.6	19.7	19.4	19.6
Total	465.3	511.7	543.0	570.8	616.1	627.4	671.5	704.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	9,220	9,640	10,210	10,640	11,070	10,970	11,120	11,290
Arts, Ent. & Rec.	3,730	4,070	4,110	4,330	4,400	4,330	4,580	4,680
Retail**	1,190	1,220	1,240	1,270	1,360	1,350	1,310	1,290
Ground Tran.	450	500	510	530	540	550	550	550
Visitor Air Tran.	140	140	160	90	90	60	60	60
Other Travel*	410	420	420	340	360	360	340	330
Total	15,130	15,990	16,660	17,210	17,820	17,630	17,970	18,200

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	59.7	64.2	67.8	73.9	79.4	81.5	84.7	85.0
Visitor	41.6	46.5	49.3	54.9	59.0	61.6	64.2	63.8
Business or Employee	18.1	17.8	18.6	19.0	20.4	20.0	20.5	21.1
State Tax Receipts	81.5	79.0	82.4	86.6	87.2	84.0	84.3	91.4
Visitor	65.0	62.0	63.3	66.4	66.0	63.5	64.1	71.1
Business or Employee	16.5	17.1	19.1	20.2	21.3	20.5	20.2	20.3
Total Local & State Receipt	141.1	143.3	150.2	160.6	166.6	165.6	169.0	176.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SANTA CLARA COUNTY

Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	3,661	4,291	4,466	4,794	5,041	5,220	6,018	6,500
Other Travel*	747	894	925	975	1,049	1,084	1,203	1,263
Total	4,408	5,184	5,391	5,769	6,090	6,304	7,221	7,763

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	2,298.6	2,779.7	2,959.6	3,236.4	3,479.7	3,651.2	4,339.6	4,618.0
Private Home	545.4	595.7	590.0	609.3	609.5	610.2	673.3	749.4
Campground	30.9	39.5	41.7	49.0	48.8	49.3	51.8	54.2
Vacation Home	22.2	24.0	23.7	24.3	25.0	25.3	26.9	28.4
Day Travel	763.9	851.6	850.9	875.5	877.7	883.7	926.5	1,049.9
Total	3,661.0	4,290.5	4,466.0	4,794.5	5,040.6	5,219.7	6,018.0	6,499.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	651.0	876.0	998.8	1,181.0	1,368.4	1,469.0	1,753.2	1,877.4
Food Service	1,056.6	1,208.7	1,243.5	1,289.2	1,343.1	1,410.2	1,630.6	1,759.4
Food Stores	122.3	142.6	141.1	148.9	153.0	153.5	164.8	171.8
Local Tran. & Gas	506.0	587.2	567.9	593.6	560.6	538.0	620.7	705.5
Arts, Ent. & Rec.	538.4	606.3	620.8	644.0	655.3	674.2	757.4	803.0
Retail Sales	560.7	624.9	633.5	652.4	658.6	667.7	767.9	827.7
Visitor Air Tran.	226.0	244.8	260.4	285.4	301.6	307.2	323.3	355.0
Total	3,661.0	4,290.5	4,466.0	4,794.5	5,040.6	5,219.7	6,018.0	6,499.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	612.6	745.5	828.6	893.8	970.3	1,082.0	1,143.1	1,245.5
Arts, Ent. & Rec.	223.5	260.1	290.4	315.2	322.9	345.5	378.7	415.6
Retail**	86.3	98.6	99.5	105.1	109.4	113.1	113.5	120.0
Ground Tran.	51.7	63.8	64.2	70.0	75.2	82.3	99.5	129.7
Visitor Air Tran.	19.0	21.4	23.9	24.7	27.4	26.3	25.4	26.5
Other Travel*	91.4	118.0	134.7	146.0	186.5	204.9	217.2	216.2
Total	1,084.5	1,307.4	1,441.4	1,554.7	1,691.8	1,854.3	1,977.4	2,153.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	20,110	23,350	25,160	25,850	26,360	27,490	27,700	28,160
Arts, Ent. & Rec.	5,860	6,370	6,910	7,150	7,560	7,790	7,860	7,980
Retail**	2,310	2,480	2,380	2,470	2,420	2,570	2,490	2,520
Ground Tran.	1,370	1,580	1,640	1,710	1,760	1,810	2,030	2,130
Visitor Air Tran.	320	330	340	360	380	360	350	350
Other Travel*	1,770	1,900	2,010	2,080	2,150	2,430	2,660	2,700
Total	31,750	36,000	38,440	39,610	40,630	42,450	43,090	43,830

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	141.8	172.2	192.5	215.5	239.2	261.7	285.0	306.1
Visitor	98.4	124.8	140.3	160.3	179.7	199.0	218.8	235.5
Business or Employee	43.4	47.3	52.2	55.2	59.5	62.7	66.2	70.6
State Tax Receipts	210.6	214.5	224.8	235.9	235.7	234.9	250.3	285.4
Visitor	172.1	171.3	175.5	182.6	178.9	176.1	193.7	226.3
Business or Employee	38.5	43.2	49.4	53.3	56.7	58.8	56.5	59.1
Total Local & State Receipt	352.4	386.6	417.3	451.4	474.8	496.6	535.3	591.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SANTA CRUZ COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	721.2	810.0	816.1	848.7	879.6	903.5	976.2	1,034.0
Other Travel*	54.1	58.0	53.5	54.9	48.5	42.3	46.8	54.2
Total	775.3	868.1	869.5	903.6	928.1	945.7	1,023.0	1,088.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	351.0	412.8	423.7	447.9	475.5	498.5	548.9	575.1
Private Home	66.8	71.6	68.9	69.7	68.7	67.8	74.6	82.7
Campground	58.2	62.2	64.1	67.4	69.1	69.9	73.3	76.8
Vacation Home	85.2	90.5	89.0	90.7	93.0	94.3	99.7	105.4
Day Travel	160.1	172.9	170.3	173.0	173.3	172.9	179.6	193.9
Total	721.2	810.0	816.1	848.7	879.6	903.5	976.2	1,034.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	156.8	189.7	204.6	226.5	248.7	264.7	285.3	301.1
Food Service	206.7	227.9	229.3	232.9	244.1	256.0	277.0	291.2
Food Stores	36.4	40.3	39.8	41.4	43.1	43.3	44.4	44.9
Local Tran. & Gas	109.3	123.1	113.8	116.2	106.4	97.1	108.5	124.4
Arts, Ent. & Rec.	106.2	115.2	115.5	117.5	120.3	123.7	130.4	134.5
Retail Sales	105.8	113.8	113.0	114.2	117.0	118.6	130.5	137.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	721.2	810.0	816.1	848.7	879.6	903.5	976.2	1,034.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	129.9	150.7	162.5	173.5	190.1	209.7	225.1	242.8
Arts, Ent. & Rec.	49.0	54.9	55.0	60.1	68.4	75.9	81.6	87.2
Retail**	19.4	21.2	21.1	21.9	23.2	24.0	23.8	23.7
Ground Tran.	7.2	8.6	8.6	9.0	9.5	10.5	12.5	17.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.6	4.3	4.5	5.3	4.8	4.5	4.6	4.9
Total	210.1	239.8	251.7	269.8	295.9	324.6	347.6	376.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	4,880	5,400	5,670	5,860	6,060	6,190	6,360	6,560
Arts, Ent. & Rec.	2,450	2,980	2,940	3,100	3,350	3,410	3,680	3,750
Retail**	640	710	700	720	700	730	720	690
Ground Tran.	210	240	240	240	240	250	270	280
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	130	120	120	130	120	110	120	120
Total	8,320	9,450	9,680	10,060	10,470	10,690	11,140	11,400

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	24.9	28.4	30.0	32.5	35.5	39.5	44.5	47.1
Visitor	16.7	20.0	21.2	23.3	25.6	29.0	33.3	35.2
Business or Employee	8.2	8.4	8.8	9.2	10.0	10.5	11.2	11.9
State Tax Receipts	41.3	40.8	41.8	43.2	43.2	42.6	43.8	49.8
Visitor	33.9	32.9	33.0	33.8	33.1	32.2	33.9	39.5
Business or Employee	7.4	7.9	8.8	9.4	10.1	10.4	9.9	10.2
Total Local & State Receipt	66.3	69.3	71.7	75.7	78.7	82.2	88.3	96.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SHASTA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	356.0	387.7	383.8	395.4	395.9	409.7	428.4	482.5
Other Travel*	39.7	38.9	35.1	34.7	32.1	29.7	32.4	37.1
Total	395.6	426.7	418.9	430.1	428.0	439.4	460.9	519.6

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	145.9	161.4	162.4	166.5	171.9	183.4	192.5	225.8
Private Home	44.5	47.4	45.2	45.4	43.1	42.9	46.2	51.3
Campground	31.9	34.8	35.5	39.4	39.5	40.0	41.9	43.9
Vacation Home	37.9	40.0	39.2	39.8	38.5	39.2	40.7	42.6
Day Travel	95.8	104.1	101.6	104.3	102.9	104.3	107.1	118.9
Total	356.0	387.7	383.8	395.4	395.9	409.7	428.4	482.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	74.4	81.7	83.8	87.0	91.2	97.8	102.7	118.6
Food Service	91.6	100.2	100.6	103.3	106.9	113.9	118.3	132.1
Food Stores	19.9	22.1	21.7	23.0	23.6	23.9	24.0	24.8
Local Tran. & Gas	65.0	73.6	67.5	69.8	63.0	58.3	63.7	75.5
Arts, Ent. & Rec.	47.4	51.0	51.0	52.5	53.1	55.4	56.2	61.4
Retail Sales	53.7	57.4	56.7	58.0	55.6	57.3	60.2	66.9
Visitor Air Tran.	3.9	1.7	2.5	1.9	2.6	3.3	3.3	3.1
Total	356.0	387.7	383.8	395.4	395.9	409.7	428.4	482.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	60.2	66.7	70.9	73.7	78.0	86.4	91.7	95.7
Arts, Ent. & Rec.	21.9	24.3	22.9	23.9	24.3	26.8	24.7	26.8
Retail**	11.0	12.0	11.8	12.5	12.6	13.2	13.7	14.2
Ground Tran.	4.4	5.2	5.2	5.5	5.7	6.4	7.4	11.0
Visitor Air Tran.	0.9	0.9	1.3	1.2	1.3	2.5	2.8	2.8
Other Travel*	2.8	2.9	2.7	3.0	3.3	5.1	5.5	5.8
Total	101.1	112.0	114.8	119.7	125.2	140.5	145.8	156.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,400	2,680	2,810	2,840	2,820	2,900	2,960	2,950
Arts, Ent. & Rec.	980	1,100	1,050	1,050	1,090	1,160	1,100	1,150
Retail**	380	400	400	410	400	420	420	420
Ground Tran.	130	140	140	150	150	150	160	170
Visitor Air Tran.	10	10	20	20	20	30	40	40
Other Travel*	80	80	70	80	80	110	120	120
Total	3,990	4,420	4,490	4,550	4,560	4,770	4,800	4,850

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	10.7	11.3	11.6	11.9	12.4	13.4	13.9	15.8
Visitor	6.9	7.6	7.9	8.1	8.5	9.2	9.7	11.4
Business or Employee	3.8	3.7	3.7	3.8	3.9	4.2	4.2	4.5
State Tax Receipts	22.0	21.6	21.8	22.6	21.8	21.6	21.8	26.0
Visitor	18.2	17.6	17.5	18.1	17.2	16.7	17.2	21.2
Business or Employee	3.8	4.0	4.3	4.5	4.6	4.8	4.6	4.8
Total Local & State Receipt	32.7	32.9	33.4	34.5	34.2	35.0	35.7	41.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SIERRA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	16.6	18.4	18.2	17.9	17.3	16.4	17.7	18.2
Other Travel*	0.6	0.6	0.5	0.5	0.5	0.4	0.5	0.5
Total	17.1	19.0	18.8	18.4	17.7	16.8	18.2	18.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	9.0	10.5	10.5	10.3	9.8	9.1	9.8	9.9
Private Home	1.7	1.7	1.6	1.6	1.5	1.4	1.6	1.8
Campground	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.7
Vacation Home	2.8	2.8	2.7	2.7	2.8	2.8	3.0	3.2
Day Travel	2.5	2.8	2.7	2.6	2.5	2.4	2.5	2.7
Total	16.6	18.4	18.2	17.9	17.3	16.4	17.7	18.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	4.3	4.8	4.9	4.9	4.8	4.6	4.9	4.9
Food Service	5.0	5.6	5.5	5.4	5.3	5.2	5.6	5.7
Food Stores	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Local Tran. & Gas	2.0	2.3	2.1	2.0	1.8	1.6	1.8	2.0
Arts, Ent. & Rec.	2.7	2.9	2.9	2.8	2.7	2.6	2.7	2.8
Retail Sales	1.9	2.1	2.1	2.0	1.9	1.8	2.0	2.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	16.6	18.4	18.2	17.9	17.3	16.4	17.7	18.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2.6	3.0	2.7	2.7	2.9	2.8	3.1	3.2
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7
Retail**	0.3	0.4	0.4	0.4	0.4	0.3	0.4	0.4
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	3.7	4.2	3.8	3.9	4.1	4.0	4.4	4.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	160	190	170	160	190	170	180	180
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20
Retail**	20	20	20	20	20	10	20	20
Ground Tran.	0	10	10	10	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	210	230	210	200	240	210	220	220

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Visitor	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Business or Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.7
Visitor	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5
Business or Employee	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Total Local & State Receipt	1.2	1.2	1.2	1.2	1.2	1.1	1.1	1.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SISKIYOU COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	152.3	161.7	159.2	162.5	164.9	168.3	179.5	193.8
Other Travel*	8.5	8.9	7.9	7.9	7.0	6.3	7.0	8.2
Total	160.8	170.6	167.2	170.4	171.9	174.6	186.5	201.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	64.5	69.3	70.2	73.2	76.4	79.2	84.7	93.0
Private Home	23.2	24.8	23.6	23.7	22.1	22.1	24.1	25.9
Campground	15.8	16.7	16.1	16.0	15.9	16.0	16.8	17.6
Vacation Home	25.1	25.8	24.9	25.0	25.9	26.4	28.0	29.5
Day Travel	23.7	25.1	24.4	24.6	24.6	24.6	25.9	27.7
Total	152.3	161.7	159.2	162.5	164.9	168.3	179.5	193.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	34.7	36.6	37.4	39.2	41.5	43.7	46.4	50.3
Food Service	45.1	47.7	47.6	48.2	50.2	52.4	55.3	59.2
Food Stores	9.2	9.9	9.5	9.6	9.8	9.8	10.0	10.1
Local Tran. & Gas	21.9	24.2	21.9	22.2	20.2	18.5	20.5	23.6
Arts, Ent. & Rec.	24.2	25.3	25.1	25.4	25.8	26.4	27.2	28.5
Retail Sales	17.2	18.0	17.7	17.9	17.4	17.6	20.0	22.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	152.3	161.7	159.2	162.5	164.9	168.3	179.5	193.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	38.2	41.2	43.6	47.7	53.1	58.0	62.5	61.8
Arts, Ent. & Rec.	7.9	8.5	9.4	6.3	5.6	5.7	7.1	4.1
Retail**	4.2	4.4	4.3	4.4	4.5	4.7	4.8	5.2
Ground Tran.	1.6	1.8	1.8	1.9	2.0	2.2	2.5	3.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.3	0.4	0.4	0.5	0.5	0.5
Total	52.2	56.3	59.5	60.7	65.5	71.0	77.4	75.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,330	1,340	1,390	1,430	1,450	1,440	1,490	1,490
Arts, Ent. & Rec.	540	530	580	360	280	290	340	200
Retail**	170	170	170	170	160	150	160	160
Ground Tran.	50	50	50	50	50	50	50	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	10	20	20	20	20	20
Total	2,100	2,110	2,200	2,020	1,960	1,960	2,060	1,930

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	4.7	4.8	5.0	5.1	5.4	5.7	6.1	6.4
Visitor	2.8	3.0	3.0	3.2	3.4	3.6	3.9	4.2
Business or Employee	1.9	1.9	1.9	1.9	2.1	2.1	2.2	2.2
State Tax Receipts	8.5	8.1	8.3	8.5	8.4	8.3	8.6	9.5
Visitor	6.6	6.2	6.2	6.3	6.1	5.9	6.2	7.3
Business or Employee	1.9	1.9	2.1	2.2	2.3	2.3	2.3	2.2
Total Local & State Receipt	13.2	13.0	13.3	13.6	13.8	14.0	14.7	15.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SOLANO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	548.7	584.5	619.0	633.2	632.1	665.7	693.0	704.3
Other Travel*	79.9	84.7	76.6	78.0	72.3	65.1	73.4	85.1
Total	628.6	669.3	695.6	711.2	704.4	730.8	766.4	789.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	151.1	163.0	189.3	201.9	209.3	229.5	234.9	235.5
Private Home	164.7	178.8	179.3	179.0	171.7	176.8	191.0	200.2
Campground	6.8	3.6	3.6	4.5	4.5	4.6	4.8	5.0
Vacation Home	5.8	6.1	6.1	6.2	6.8	6.9	7.5	7.9
Day Travel	220.3	233.0	240.6	241.6	239.9	247.9	254.9	255.6
Total	548.7	584.5	619.0	633.2	632.1	665.7	693.0	704.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	51.3	57.5	68.4	76.8	83.4	94.4	98.0	99.5
Food Service	169.2	179.7	192.1	194.0	199.3	214.0	221.3	223.7
Food Stores	28.8	30.8	31.1	31.9	32.4	33.1	33.1	32.3
Local Tran. & Gas	73.6	81.0	77.8	78.7	71.0	66.7	72.8	79.7
Arts, Ent. & Rec.	117.8	123.4	131.2	132.6	133.1	140.1	141.6	140.3
Retail Sales	107.8	112.2	118.3	119.2	112.8	117.4	126.2	128.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	548.7	584.5	619.0	633.2	632.1	665.7	693.0	704.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	97.5	106.9	120.9	122.7	126.9	142.3	150.8	161.6
Arts, Ent. & Rec.	56.4	61.0	71.5	69.0	61.0	67.4	61.3	66.0
Retail**	17.2	18.3	19.1	19.6	19.5	20.6	21.2	22.0
Ground Tran.	5.6	6.5	6.8	7.0	7.3	8.3	9.5	12.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.1	3.1	2.9	3.4	4.8	5.3	5.6	5.9
Total	180.8	195.7	221.2	221.8	219.4	244.0	248.5	268.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	3,940	4,120	4,600	4,520	4,400	4,600	4,620	4,710
Arts, Ent. & Rec.	3,320	3,430	3,660	3,560	3,400	3,510	3,540	3,470
Retail**	620	650	670	680	630	650	670	670
Ground Tran.	170	180	190	190	190	200	200	200
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	150	130	120	140	150	150	160	160
Total	8,200	8,510	9,240	9,090	8,760	9,110	9,200	9,210

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	14.2	15.6	18.8	20.0	20.7	22.6	23.1	23.8
Visitor	7.4	8.9	11.3	12.5	13.3	14.8	15.4	15.7
Business or Employee	6.8	6.7	7.6	7.5	7.3	7.9	7.7	8.1
State Tax Receipts	38.2	36.4	38.7	39.3	37.5	37.5	38.0	42.5
Visitor	31.5	29.7	30.8	31.5	29.9	29.6	30.5	34.8
Business or Employee	6.7	6.7	7.8	7.8	7.6	8.0	7.5	7.8
Total Local & State Receipt	52.5	51.9	57.5	59.3	58.1	60.2	61.1	66.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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SONOMA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,347	1,566	1,630	1,698	1,752	1,832	1,926	2,000
Other Travel*	121	133	126	130	124	143	158	175
Total	1,468	1,699	1,756	1,828	1,876	1,975	2,084	2,175

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	632.8	774.3	833.5	885.8	930.7	984.3	1,054.3	1,098.2
Private Home	145.5	159.0	156.6	157.5	152.3	155.5	165.1	176.3
Campground	41.3	48.8	50.3	54.9	55.2	55.8	58.6	61.3
Vacation Home	81.3	85.9	85.0	86.2	93.6	95.5	102.3	108.8
Day Travel	446.1	497.9	504.6	513.9	519.7	540.8	545.3	554.9
Total	1,347.0	1,565.8	1,630.1	1,698.3	1,751.6	1,831.9	1,925.6	1,999.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	242.0	297.4	329.7	367.2	399.5	435.1	472.7	504.3
Food Service	384.5	441.8	460.5	470.6	490.6	519.4	542.2	558.4
Food Stores	52.2	61.1	61.1	63.9	65.8	66.8	66.9	66.6
Local Tran. & Gas	146.4	171.9	164.8	169.7	157.3	149.1	161.0	177.5
Arts, Ent. & Rec.	269.7	304.8	316.0	323.3	329.4	342.8	348.4	351.4
Retail Sales	252.1	283.7	292.1	297.0	301.6	310.1	323.4	328.8
Visitor Air Tran.	0.0	5.1	5.9	6.5	7.4	8.6	11.0	12.5
Total	1,347.0	1,565.8	1,630.1	1,698.3	1,751.6	1,831.9	1,925.6	1,999.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	245.0	290.6	298.5	327.8	347.3	373.1	414.8	433.2
Arts, Ent. & Rec.	130.6	152.4	161.9	161.2	175.7	184.7	205.3	214.3
Retail**	38.3	44.1	45.3	47.2	49.4	51.7	55.2	57.3
Ground Tran.	13.0	16.3	16.9	17.8	18.8	21.0	24.0	32.1
Visitor Air Tran.	0.0	2.3	2.7	2.8	3.0	14.2	20.3	21.8
Other Travel*	11.8	14.0	14.7	15.7	17.3	38.9	47.2	49.0
Total	438.6	519.8	540.0	572.5	611.6	683.5	766.6	807.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	8,700	9,740	9,950	10,410	10,580	10,690	11,310	11,220
Arts, Ent. & Rec.	6,420	6,990	7,320	7,190	7,500	7,580	8,310	8,230
Retail**	1,250	1,390	1,420	1,450	1,420	1,460	1,490	1,470
Ground Tran.	370	440	460	470	470	490	510	510
Visitor Air Tran.	0	20	20	20	30	100	210	220
Other Travel*	290	290	290	300	310	560	690	680
Total	17,020	18,870	19,460	19,830	20,300	20,880	22,510	22,330

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	50.9	61.4	66.9	72.5	77.6	84.0	97.1	102.1
Visitor	33.4	42.5	47.4	52.1	56.0	60.8	72.0	76.1
Business or Employee	17.5	18.9	19.6	20.4	21.6	23.2	25.2	26.0
State Tax Receipts	75.2	76.4	80.2	82.9	82.9	83.9	85.3	92.7
Visitor	60.1	59.9	62.2	63.9	63.0	62.9	64.0	71.2
Business or Employee	15.1	16.5	18.0	19.0	19.8	21.0	21.3	21.5
Total Local & State Receipt	126.1	137.9	147.1	155.5	160.4	167.9	182.4	194.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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STANISLAUS COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	402.8	448.7	441.5	450.3	471.1	487.0	500.1	518.2
Other Travel*	110.0	106.8	96.6	96.7	86.3	77.1	87.1	101.3
Total	512.8	555.5	538.2	547.0	557.4	564.0	587.2	619.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	131.2	155.9	159.2	165.4	186.4	204.2	200.7	207.3
Private Home	125.7	137.1	130.7	131.7	128.3	125.5	136.8	145.9
Campground	6.2	4.0	4.1	4.3	4.3	4.3	4.6	4.8
Vacation Home	6.6	7.0	6.9	7.1	6.9	7.1	7.4	7.8
Day Travel	133.0	144.6	140.6	141.8	145.2	145.9	150.7	152.4
Total	402.8	448.7	441.5	450.3	471.1	487.0	500.1	518.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	44.3	51.4	53.7	57.7	67.3	75.5	76.3	79.7
Food Service	112.5	124.8	125.6	127.2	138.5	147.7	149.6	152.3
Food Stores	19.1	20.8	20.1	20.6	21.9	22.0	21.8	21.3
Local Tran. & Gas	106.3	120.7	111.2	113.1	107.3	100.3	106.8	116.8
Arts, Ent. & Rec.	55.4	60.6	60.8	61.6	65.5	68.5	67.8	67.7
Retail Sales	64.4	70.0	69.3	69.8	70.6	72.9	77.8	80.4
Visitor Air Tran.	0.8	0.5	0.8	0.2	0.0	0.0	0.0	0.0
Total	402.8	448.7	441.5	450.3	471.1	487.0	500.1	518.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	59.6	68.2	71.8	77.0	84.0	95.4	97.8	102.5
Arts, Ent. & Rec.	25.4	28.8	28.4	31.0	34.6	38.0	41.3	39.4
Retail**	12.3	13.4	13.2	13.7	14.5	15.3	16.8	17.1
Ground Tran.	7.3	8.8	8.7	9.1	10.1	11.3	12.4	16.0
Visitor Air Tran.	0.8	1.0	1.5	1.3	0.0	0.0	0.0	0.0
Other Travel*	11.7	6.8	6.6	7.4	4.7	5.3	6.5	6.9
Total	117.2	126.9	130.3	139.5	147.9	165.3	174.8	181.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,560	2,870	3,050	3,170	3,250	3,400	3,380	3,410
Arts, Ent. & Rec.	1,470	1,720	1,650	1,790	1,850	1,890	2,030	1,960
Retail**	460	480	480	480	490	500	540	550
Ground Tran.	210	230	230	230	250	260	260	260
Visitor Air Tran.	10	20	20	20	0	0	0	0
Other Travel*	400	220	210	220	190	200	230	260
Total	5,110	5,530	5,640	5,920	6,030	6,260	6,440	6,440

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	9.4	10.0	10.3	10.8	11.9	13.0	14.5	15.0
Visitor	5.1	5.9	6.0	6.4	7.2	8.0	9.2	9.6
Business or Employee	4.3	4.2	4.2	4.4	4.6	5.0	5.3	5.4
State Tax Receipts	34.8	34.1	34.0	35.1	34.4	33.4	33.8	39.3
Visitor	30.4	29.6	29.1	29.9	28.9	27.7	28.4	33.9
Business or Employee	4.4	4.6	4.9	5.3	5.4	5.7	5.4	5.4
Total Local & State Receipt	44.3	44.2	44.3	45.9	46.2	46.4	48.3	54.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

SUTTER COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	68.3	72.1	71.1	74.4	74.2	74.8	82.0	88.5
Other Travel*	17.6	18.8	17.0	17.1	15.2	13.5	15.1	17.6
Total	85.8	90.9	88.1	91.5	89.4	88.4	97.1	106.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	19.0	20.0	20.1	22.1	23.5	24.8	28.9	30.5
Private Home	22.4	24.0	23.2	23.8	22.4	21.9	24.0	26.6
Campground								
Vacation Home	1.6	1.7	1.7	1.7	1.7	1.7	1.8	1.8
Day Travel	25.2	26.5	26.1	26.8	26.5	26.4	27.4	29.6
Total	68.3	72.1	71.1	74.4	74.2	74.8	82.0	88.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	7.7	8.0	8.3	9.3	10.2	11.0	12.9	13.6
Food Service	19.3	20.2	20.5	21.3	22.1	23.1	24.8	26.3
Food Stores	3.1	3.4	3.3	3.4	3.5	3.5	3.6	3.6
Local Tran. & Gas	17.1	18.8	17.4	17.9	16.1	14.6	16.2	18.7
Arts, Ent. & Rec.	9.6	9.9	10.0	10.4	10.5	10.8	11.3	11.8
Retail Sales	11.5	11.8	11.7	12.1	11.7	11.8	13.3	14.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	68.3	72.1	71.1	74.4	74.2	74.8	82.0	88.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	11.8	12.6	13.3	13.7	14.8	15.6	16.5	19.0
Arts, Ent. & Rec.	5.6	5.9	6.0	6.7	7.2	7.4	7.3	7.1
Retail**	2.4	2.5	2.4	2.6	2.6	2.7	3.0	3.2
Ground Tran.	1.0	1.2	1.2	1.3	1.3	1.5	1.7	2.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.7	0.6	0.6	0.7	0.8	0.9	1.0	1.0
Total	21.4	22.8	23.6	25.0	26.7	28.0	29.5	32.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	520	540	570	580	580	560	580	630
Arts, Ent. & Rec.	440	510	570	610	640	620	610	540
Retail**	90	90	90	90	90	100	100	110
Ground Tran.	30	30	30	30	30	30	40	40
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	40	30	30	30	30	40	50	50
Total	1,110	1,200	1,290	1,350	1,370	1,350	1,380	1,370

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	1.7	1.7	1.7	1.8	2.0	2.1	2.3	2.4
Visitor	0.9	0.9	1.0	1.1	1.1	1.2	1.4	1.5
Business or Employee	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.9
State Tax Receipts	6.1	5.8	5.8	6.1	5.8	5.5	5.7	6.9
Visitor	5.3	5.0	4.9	5.1	4.8	4.5	4.8	5.9
Business or Employee	0.8	0.8	0.9	0.9	1.0	1.0	0.9	1.0
Total Local & State Receipt	7.8	7.5	7.5	7.9	7.7	7.5	8.0	9.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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TEHAMA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	98.9	113.6	113.8	116.1	118.7	120.4	124.5	135.7
Other Travel*	11.6	12.4	11.0	11.0	9.8	8.5	9.7	11.3
Total	110.5	126.0	124.8	127.1	128.5	129.0	134.2	147.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	27.6	30.3	32.0	34.2	38.0	39.8	38.6	44.4
Private Home	32.5	34.5	33.4	33.4	31.6	31.1	33.8	36.4
Campground	7.3	12.7	12.8	12.8	12.7	12.8	13.5	14.1
Vacation Home	14.8	15.4	15.0	15.1	15.7	16.0	17.0	18.0
Day Travel	16.7	20.8	20.6	20.7	20.8	20.7	21.7	22.9
Total	98.9	113.6	113.8	116.1	118.7	120.4	124.5	135.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	16.4	18.6	19.6	20.7	22.6	23.9	23.8	26.6
Food Service	30.9	34.4	35.0	35.5	37.8	39.4	40.1	43.0
Food Stores	7.2	9.0	8.8	8.9	9.2	9.1	9.2	9.3
Local Tran. & Gas	16.6	20.5	19.0	19.1	17.6	16.0	17.5	20.1
Arts, Ent. & Rec.	16.2	18.0	18.2	18.4	19.2	19.6	19.5	20.5
Retail Sales	11.6	13.2	13.2	13.4	12.2	12.4	14.3	16.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	98.9	113.6	113.8	116.1	118.7	120.4	124.5	135.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	19.0	21.7	22.1	23.1	27.1	28.2	29.1	31.6
Arts, Ent. & Rec.	5.7	6.5	6.6	6.7	7.2	7.3	7.1	7.0
Retail**	2.7	3.2	3.2	3.3	3.3	3.4	3.7	3.9
Ground Tran.	1.1	1.4	1.4	1.4	1.5	1.7	2.0	2.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.3	0.3	0.3	0.4	0.4	0.4	0.5
Total	28.9	33.2	33.6	34.9	39.5	41.0	42.3	45.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	820	910	970	960	1,030	1,060	1,120	1,120
Arts, Ent. & Rec.	260	340	380	430	420	400	390	380
Retail**	100	120	110	110	110	110	120	120
Ground Tran.	30	40	40	40	40	40	40	40
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	10	10	20	20	20	20	20
Total	1,230	1,420	1,510	1,560	1,610	1,630	1,680	1,690

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	2.5	2.7	2.8	2.9	3.2	3.3	3.3	3.7
Visitor	1.4	1.6	1.7	1.8	2.0	2.1	2.1	2.4
Business or Employee	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.3
State Tax Receipts	6.5	6.6	6.7	6.8	6.7	6.5	6.6	7.7
Visitor	5.4	5.4	5.4	5.5	5.3	5.1	5.3	6.4
Business or Employee	1.1	1.2	1.2	1.3	1.4	1.4	1.3	1.4
Total Local & State Receipt	8.9	9.3	9.5	9.8	10.0	9.8	9.9	11.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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TRINITY COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	48.4	49.6	49.2	49.6	48.0	51.0	54.0	57.7
Other Travel*	2.5	2.7	2.4	2.3	2.0	1.7	1.9	2.2
Total	50.9	52.2	51.6	51.9	50.0	52.8	55.9	59.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	10.6	12.7	12.8	12.4	11.4	13.7	14.8	16.2
Private Home	7.1	7.6	7.2	7.0	6.4	6.6	6.9	7.5
Campground	13.0	11.4	11.7	12.8	12.7	12.8	13.4	14.1
Vacation Home	11.2	11.5	11.2	11.0	11.3	11.5	12.1	12.7
Day Travel	6.5	6.4	6.3	6.4	6.2	6.5	6.7	7.1
Total	48.4	49.6	49.2	49.6	48.0	51.0	54.0	57.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	10.2	10.5	10.7	10.9	10.9	12.1	12.7	13.5
Food Service	13.2	13.8	13.8	13.6	13.6	14.9	15.5	16.5
Food Stores	4.7	4.5	4.5	4.8	4.8	4.9	5.0	5.0
Local Tran. & Gas	8.3	8.5	7.9	8.1	7.1	6.7	7.4	8.4
Arts, Ent. & Rec.	7.4	7.5	7.5	7.5	7.3	7.8	7.9	8.2
Retail Sales	4.6	4.8	4.7	4.7	4.4	4.7	5.5	6.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	48.4	49.6	49.2	49.6	48.0	51.0	54.0	57.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	9.7	10.3	11.0	10.8	10.3	11.4	11.8	11.5
Arts, Ent. & Rec.	4.5	4.8	3.8	3.6	3.4	3.7	3.8	4.1
Retail**	1.6	1.6	1.6	1.6	1.6	1.8	1.9	1.4
Ground Tran.	0.5	0.6	0.6	0.6	0.6	0.7	0.8	1.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total	16.5	17.4	17.0	16.8	16.1	17.7	18.4	18.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	480	480	490	460	420	450	430	420
Arts, Ent. & Rec.	290	290	210	200	180	180	170	190
Retail**	70	70	70	70	60	60	60	50
Ground Tran.	20	20	20	20	20	20	20	20
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	0	0	0	0	0	0	10
Total	870	860	790	750	690	710	680	680

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.1
Visitor	0.4	0.4	0.4	0.5	0.4	0.5	0.5	0.6
Business or Employee	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Receipts	2.4	2.3	2.3	2.3	2.1	2.1	2.2	2.5
Visitor	1.8	1.7	1.7	1.7	1.5	1.5	1.6	1.9
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Total Local & State Receipt	3.5	3.3	3.3	3.3	3.1	3.2	3.2	3.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

TULARE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	314.3	354.3	348.3	368.9	344.9	317.9	404.6	430.4
Other Travel*	88.2	91.6	83.6	84.3	74.4	66.0	74.4	86.5
Total	402.5	445.9	431.9	453.2	419.3	383.9	478.9	516.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	134.3	155.8	157.8	171.2	159.9	136.8	204.5	211.7
Private Home	96.5	106.8	100.6	102.5	93.8	91.3	104.7	115.2
Campground	15.6	17.4	17.6	20.8	20.6	20.9	21.9	22.9
Vacation Home	25.0	26.7	26.2	26.7	26.0	26.4	27.7	28.9
Day Travel	43.0	47.6	46.0	47.6	44.7	42.4	45.8	51.7
Total	314.3	354.3	348.3	368.9	344.9	317.9	404.6	430.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	63.0	70.8	73.1	81.4	79.4	72.6	101.2	105.7
Food Service	83.4	93.8	94.1	98.3	95.4	90.7	113.3	118.6
Food Stores	17.4	19.7	19.1	20.4	20.1	19.4	21.2	21.3
Local Tran. & Gas	70.8	81.5	74.1	77.0	66.3	57.8	69.7	79.8
Arts, Ent. & Rec.	40.6	45.0	45.0	47.1	44.7	41.7	50.8	52.2
Retail Sales	39.1	43.5	42.9	44.8	39.0	35.6	48.5	52.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	314.3	354.3	348.3	368.9	344.9	317.9	404.6	430.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	64.5	73.1	74.5	83.3	86.2	84.3	112.6	119.8
Arts, Ent. & Rec.	15.9	18.2	15.9	16.1	16.3	14.4	18.9	21.0
Retail**	8.9	9.9	9.7	10.5	9.9	9.6	11.3	11.8
Ground Tran.	4.6	5.6	5.5	5.9	5.8	6.0	8.0	11.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.9	3.4	3.6	3.9	3.9	4.3	4.8	5.1
Total	98.8	110.3	109.2	119.7	122.0	118.6	155.5	168.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,410	2,800	2,930	3,090	3,000	2,770	3,520	3,600
Arts, Ent. & Rec.	900	950	840	840	820	780	990	1,100
Retail**	340	380	370	400	380	350	390	400
Ground Tran.	140	150	150	160	150	140	170	170
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	180	140	140	160	160	160	170	180
Total	3,970	4,420	4,440	4,650	4,510	4,200	5,260	5,450

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	10.3	11.2	11.3	12.4	12.1	11.0	15.1	15.9
Visitor	6.5	7.4	7.6	8.4	8.0	7.2	10.3	10.8
Business or Employee	3.8	3.8	3.7	4.0	4.0	3.8	4.8	5.1
State Tax Receipts	26.1	25.9	25.6	26.9	24.5	22.0	25.6	30.7
Visitor	22.5	22.2	21.7	22.7	20.4	18.2	21.0	25.9
Business or Employee	3.5	3.7	3.8	4.2	4.2	3.8	4.6	4.8
Total Local & State Receipt	36.4	37.1	36.9	39.3	36.6	33.0	40.7	46.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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TUOLUMNE COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	163.9	186.3	178.8	181.6	196.5	215.5	241.1	253.6
Other Travel*	10.9	11.8	10.5	10.4	9.1	8.1	9.1	10.6
Total	174.7	198.1	189.3	192.0	205.6	223.6	250.3	264.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	62.2	79.9	78.0	77.9	91.8	108.9	128.9	133.3
Private Home	28.9	30.4	28.4	28.4	27.2	27.2	28.9	31.7
Campground	14.2	14.4	12.9	15.4	15.4	15.6	16.4	17.1
Vacation Home	38.1	39.1	38.1	38.3	39.5	40.2	42.7	45.1
Day Travel	20.6	22.5	21.4	21.6	22.5	23.6	24.2	26.4
Total	163.9	186.3	178.8	181.6	196.5	215.5	241.1	253.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	39.5	45.9	45.6	47.3	54.2	63.3	73.8	76.4
Food Service	48.2	54.7	53.3	53.2	58.8	65.2	71.2	74.5
Food Stores	9.6	10.4	9.6	10.2	10.8	11.0	11.2	11.4
Local Tran. & Gas	23.6	27.1	24.0	24.5	23.4	22.4	25.4	28.8
Arts, Ent. & Rec.	26.1	28.9	28.1	28.1	30.2	32.7	34.7	35.6
Retail Sales	16.9	19.3	18.3	18.3	19.2	20.8	24.8	26.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	163.9	186.3	178.8	181.6	196.5	215.5	241.1	253.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	33.4	38.9	42.7	43.2	47.3	56.1	65.2	67.5
Arts, Ent. & Rec.	7.0	8.1	7.7	6.6	6.6	6.9	7.2	6.0
Retail**	3.9	4.3	4.1	4.3	4.6	5.0	4.9	5.1
Ground Tran.	1.7	2.1	2.0	2.1	2.3	2.7	3.3	4.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.8	0.7	0.7	0.6	0.7	0.7	0.8
Total	46.6	54.1	57.2	56.8	61.4	71.4	81.3	84.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,280	1,470	1,570	1,530	1,560	1,680	1,830	1,860
Arts, Ent. & Rec.	360	410	400	350	320	350	340	260
Retail**	150	160	160	160	160	180	160	170
Ground Tran.	50	60	60	60	60	60	70	70
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	30	20	20	30	30	30
Total	1,870	2,130	2,200	2,120	2,120	2,290	2,430	2,400

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	4.5	5.4	5.4	5.5	6.3	7.3	8.6	8.9
Visitor	2.7	3.6	3.6	3.7	4.3	5.2	6.2	6.5
Business or Employee	1.7	1.8	1.9	1.8	1.9	2.2	2.4	2.4
State Tax Receipts	8.9	8.9	8.9	9.0	9.3	9.6	10.3	11.5
Visitor	7.2	7.1	6.8	7.0	7.1	7.2	7.8	9.0
Business or Employee	1.7	1.9	2.1	2.1	2.2	2.4	2.5	2.5
Total Local & State Receipt	13.3	14.3	14.3	14.5	15.5	17.0	18.9	20.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

VENTURA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	1,152.7	1,311.9	1,343.4	1,381.4	1,437.0	1,462.1	1,507.5	1,576.9
Other Travel*	201.6	222.0	207.1	211.8	197.2	182.9	199.2	225.0
Total	1,354.3	1,533.9	1,550.4	1,593.3	1,634.2	1,645.0	1,706.7	1,801.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	482.7	579.1	616.1	652.0	693.4	720.4	727.0	747.1
Private Home	247.1	268.2	261.3	260.6	270.0	267.5	293.7	321.3
Campground	46.5	51.2	52.6	53.1	54.0	54.7	57.3	60.0
Vacation Home	41.1	43.8	42.9	43.5	44.3	44.9	48.6	52.0
Day Travel	335.2	369.5	370.5	372.3	375.3	374.6	380.9	396.5
Total	1,152.7	1,311.9	1,343.4	1,381.4	1,437.0	1,462.1	1,507.5	1,576.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	179.8	213.6	233.3	255.8	283.3	306.6	308.4	320.2
Food Service	355.3	400.3	412.7	417.8	437.9	452.7	465.1	482.2
Food Stores	47.5	54.0	53.6	54.7	56.6	56.3	56.3	56.4
Local Tran. & Gas	205.5	239.9	230.1	235.0	220.0	204.4	216.7	239.4
Arts, Ent. & Rec.	167.9	186.6	191.6	194.2	198.8	201.5	202.2	205.6
Retail Sales	196.2	217.5	222.0	223.9	240.4	240.7	258.8	273.0
Visitor Air Tran.	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	1,152.7	1,311.9	1,343.4	1,381.4	1,437.0	1,462.1	1,507.5	1,576.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	210.5	243.8	256.0	263.6	284.3	293.8	333.7	354.5
Arts, Ent. & Rec.	76.5	87.8	93.2	92.6	95.4	99.5	98.7	103.9
Retail**	32.6	36.7	37.3	38.6	42.0	43.1	46.5	48.2
Ground Tran.	16.3	20.2	20.7	22.0	23.9	25.8	27.9	35.4
Visitor Air Tran.	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	34.3	34.0	34.5	37.2	38.7	40.4	41.8	44.2
Total	373.9	422.7	441.6	454.1	484.3	502.6	548.6	586.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	8,310	9,240	9,610	9,640	9,870	9,810	10,610	10,770
Arts, Ent. & Rec.	3,350	3,690	3,940	3,860	3,860	3,800	3,430	3,790
Retail**	1,150	1,220	1,240	1,260	1,310	1,310	1,390	1,410
Ground Tran.	440	510	530	540	560	570	570	580
Visitor Air Tran.	50	0	0	0	0	0	0	0
Other Travel*	800	770	760	800	800	820	800	820
Total	14,110	15,430	16,080	16,090	16,400	16,320	16,800	17,360

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	34.0	39.3	42.1	44.4	48.2	50.7	51.8	54.1
Visitor	20.1	25.4	27.8	30.1	33.1	35.6	35.9	37.3
Business or Employee	13.9	13.9	14.3	14.3	15.1	15.2	15.9	16.7
State Tax Receipts	81.5	81.7	84.5	86.6	86.1	83.2	84.8	96.0
Visitor	67.5	66.6	67.8	69.3	68.2	65.6	67.1	77.8
Business or Employee	14.1	15.1	16.7	17.2	18.0	17.7	17.8	18.2
Total Local & State Receipt	115.6	121.0	126.6	131.0	134.4	134.0	136.7	150.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

YOLO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	285.3	306.5	309.9	320.0	321.7	324.8	378.1	408.9
Other Travel*	38.7	42.9	39.7	39.1	34.7	30.5	34.7	40.5
Total	324.0	349.4	349.6	359.1	356.3	355.3	412.8	449.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	125.0	134.9	139.8	145.6	148.6	151.7	191.8	201.0
Private Home	59.4	64.5	63.1	63.5	62.8	62.7	70.1	77.2
Campground	6.6	6.5	6.4	8.3	8.2	8.3	8.7	9.1
Vacation Home	3.3	3.5	3.4	3.5	3.4	3.5	3.7	3.8
Day Travel	91.1	97.2	97.2	99.2	98.6	98.5	103.9	117.8
Total	285.3	306.5	309.9	320.0	321.7	324.8	378.1	408.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	36.4	41.3	44.3	48.2	50.9	53.6	68.4	72.2
Food Service	88.7	94.2	96.7	98.7	101.9	105.6	121.2	130.2
Food Stores	11.3	12.2	12.0	12.8	13.1	13.0	13.9	14.3
Local Tran. & Gas	50.2	55.8	52.0	53.4	48.2	43.9	50.9	59.7
Arts, Ent. & Rec.	53.4	56.0	57.2	58.4	58.9	59.9	66.8	70.5
Retail Sales	45.3	47.1	47.7	48.4	48.7	48.8	56.9	62.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	285.3	306.5	309.9	320.0	321.7	324.8	378.1	408.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	48.3	53.1	56.3	58.6	63.1	68.8	81.7	84.0
Arts, Ent. & Rec.	20.8	22.5	22.8	23.7	24.8	26.4	30.1	30.2
Retail**	7.7	8.1	8.2	8.6	8.9	9.2	9.7	10.3
Ground Tran.	3.4	3.9	4.0	4.2	4.3	4.8	6.0	8.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.9	2.1	2.3	2.1	1.9	1.9	2.1	2.3
Total	82.1	89.8	93.5	97.1	103.1	111.1	129.5	135.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,240	2,280	2,380	2,450	2,470	2,500	2,870	2,850
Arts, Ent. & Rec.	1,240	1,650	1,520	1,500	1,590	1,560	1,810	1,760
Retail**	230	240	240	250	250	260	270	290
Ground Tran.	100	110	110	110	110	110	130	130
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	60	60	60	60	60	60	60	70
Total	3,870	4,330	4,310	4,370	4,470	4,480	5,140	5,110

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	7.6	8.1	8.6	9.0	9.9	10.7	13.7	14.4
Visitor	4.5	5.0	5.4	5.8	6.5	7.2	9.6	10.2
Business or Employee	3.1	3.1	3.2	3.2	3.4	3.5	4.0	4.2
State Tax Receipts	19.5	18.8	19.2	19.9	19.3	18.7	20.4	23.9
Visitor	16.5	15.7	15.8	16.3	15.6	15.0	16.5	19.9
Business or Employee	3.0	3.1	3.4	3.6	3.7	3.7	3.9	3.9
Total Local & State Receipt	27.1	26.9	27.8	28.9	29.2	29.4	34.0	38.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

YUBA COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	70.6	76.7	73.5	73.1	66.7	66.8	81.7	89.7
Other Travel*	13.2	14.3	12.9	12.9	11.5	10.2	11.7	13.6
Total	83.9	91.0	86.4	86.1	78.2	77.0	93.4	103.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	9.2	11.3	10.7	6.9	3.1	2.9	12.0	12.7
Private Home	17.4	19.3	18.2	18.1	17.3	17.1	19.8	21.8
Campground	13.2	13.0	12.8	16.5	16.4	16.6	17.4	18.3
Vacation Home	4.1	4.4	4.3	4.4	4.3	4.3	4.6	4.8
Day Travel	26.7	28.8	27.6	27.3	25.7	25.9	27.9	32.1
Total	70.6	76.7	73.5	73.1	66.7	66.8	81.7	89.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	7.8	8.6	8.6	8.1	6.9	7.1	11.1	11.5
Food Service	18.4	20.0	19.6	19.0	18.1	19.0	22.9	25.0
Food Stores	6.0	6.3	6.1	6.9	7.0	7.0	7.4	7.6
Local Tran. & Gas	17.5	19.5	17.5	18.0	15.7	14.3	16.9	19.9
Arts, Ent. & Rec.	9.5	10.2	10.0	9.7	9.1	9.3	10.9	11.7
Retail Sales	11.4	12.1	11.7	11.3	10.0	10.1	12.5	14.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	70.6	76.7	73.5	73.1	66.7	66.8	81.7	89.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	10.9	12.2	12.5	11.4	10.7	11.8	14.7	15.3
Arts, Ent. & Rec.	4.2	4.6	4.9	4.5	4.3	4.4	5.0	6.7
Retail**	2.7	2.8	2.7	2.9	2.8	2.9	3.5	3.7
Ground Tran.	1.0	1.2	1.2	1.2	1.2	1.4	1.7	2.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.6
Total	19.2	21.2	21.7	20.5	19.4	20.9	25.6	28.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	560	630	670	590	510	530	640	640
Arts, Ent. & Rec.	240	260	290	280	250	260	290	410
Retail**	100	100	100	100	100	100	120	120
Ground Tran.	30	30	30	30	30	30	40	40
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	20	20	30
Total	950	1,040	1,120	1,030	910	950	1,110	1,240

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	1.5	1.6	1.6	1.5	1.3	1.4	1.9	2.1
Visitor	0.8	0.9	0.9	0.9	0.7	0.7	1.2	1.2
Business or Employee	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.8
State Tax Receipts	5.6	5.5	5.4	5.5	4.9	4.7	5.3	6.5
Visitor	4.9	4.7	4.6	4.7	4.2	3.9	4.5	5.6
Business or Employee	0.7	0.8	0.8	0.8	0.7	0.8	0.8	0.9
Total Local & State Receipt	7.2	7.1	7.0	7.0	6.2	6.1	7.2	8.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

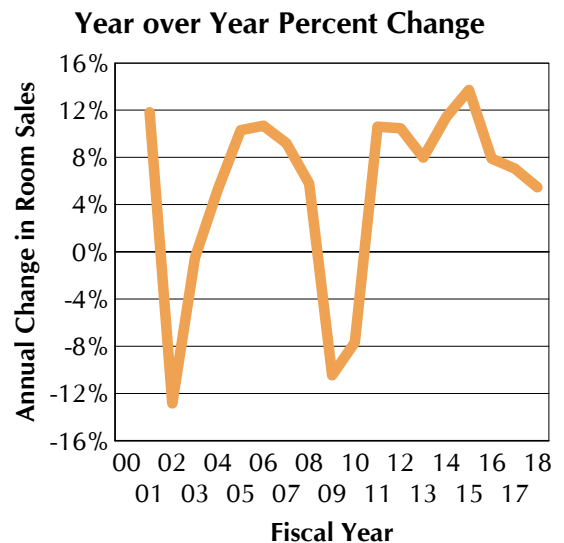
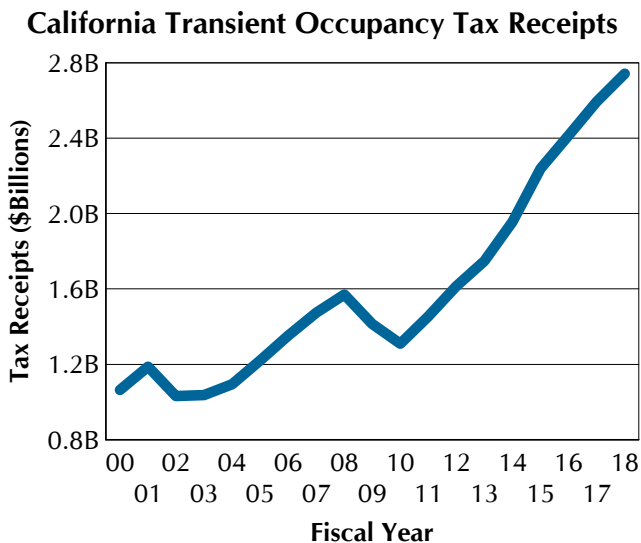
VI. Transient Occupancy Tax Receipts

Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

More than 450 jurisdictions in California levy a locally administered transient lodging tax. This tax, ranging from 4 percent to 15 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site. *(The rates reported here are for the last fiscal year.)*

The tax collections and tax rates compiled by Dean Runyan Associates, Inc. in this section were reported by various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. Some jurisdictions also have variable tax rates for different properties or districts.

Finally, transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees. Users of this information may therefore wish to contact specific jurisdictions to verify this data depending on the purpose of any analysis.



California Transient Occupancy Tax by County

Fiscal Year
Amount in \$000

	*Rate	2011	2012	2013	2014	2015	2016	2017	2018
ALAMEDA	11.2%	35,744	40,480	46,675	53,748	63,027	72,227	77,374	82,012
ALPINE	10.0%	519	431	574	482	507	630	735	713
AMADOR	10.0%	638	663	734	846	1,016	1,172	1,273	1,380
BUTTE	9.7%	2,440	2,554	2,709	2,869	3,071	3,307	3,631	3,855
CALAVERAS	8.2%	1,144	1,156	1,187	1,271	1,460	1,502	1,663	1,682
COLUSA	9.9%	309	368	358	390	366	424	467	509
CONTRA COSTA	9.2%	9,512	10,876	12,546	14,072	15,689	17,385	18,941	19,643
DEL NORTE	9.4%	1,209	1,200	1,306	1,400	1,584	1,734	1,871	1,991
EL DORADO	10.0%	10,598	10,889	12,620	13,632	15,699	19,117	20,208	21,116
FRESNO	11.6%	10,185	10,951	11,496	12,411	13,586	14,837	15,863	16,699
GLENN	11.6%	440	449	458	508	556	557	673	733
HUMBOLDT	10.0%	4,882	4,877	5,217	5,625	6,183	6,930	6,800	7,602
IMPERIAL	9.6%	1,859	2,172	2,230	2,394	2,264	2,277	2,369	2,542
INYO	12.0%	4,538	4,693	4,707	5,261	5,416	5,691	6,348	5,725
KERN	9.9%	10,481	11,710	12,192	13,139	14,355	14,813	15,011	15,877
KINGS	8.6%	654	723	732	760	922	1,010	949	1,020
LAKE	9.1%	819	842	694	955	893	1,242	931	969
LASSEN	10.0%	408	431	409	430	470	480	535	557
LOS ANGELES	12.7%	327,626	367,512	406,994	432,562	474,746	513,722	596,671	647,730
MADERA	9.1%	2,588	2,683	2,828	3,282	3,384	3,551	4,312	4,959
MARIN	10.4%	7,143	8,184	9,192	10,488	12,150	13,239	13,617	14,936
MARIPOSA	10.0%	10,664	11,461	11,438	11,624	13,523	14,342	14,883	14,984
MENDOCINO	10.1%	5,507	6,018	6,288	6,748	7,907	8,215	8,957	9,918
MERCED	9.9%	1,482	1,600	1,691	1,996	2,944	2,637	2,820	3,080
MODOC	7.4%	171	161	156	167	189	200	202	232
MONO	12.8%	13,519	12,394	14,126	13,077	14,018	18,748	22,306	21,380
MONTEREY	10.3%	40,507	46,522	49,995	53,761	59,484	63,549	63,159	69,704
NAPA	12.0%	27,887	31,403	34,582	40,555	44,569	48,876	49,961	49,301
NEVADA	10.0%	2,463	2,508	2,781	3,115	3,608	4,347	5,081	5,106
ORANGE	12.3%	172,711	189,382	208,294	218,396	246,618	276,623	300,651	309,421

California Transient Occupancy Tax by County

Fiscal Year
Amount in \$000

	*Rate	2011	2012	2013	2014	2015	2016	2017	2018
PLACER	9.0%	13,149	13,221	14,520	15,264	15,245	20,187	22,783	23,469
PLUMAS	9.0%	1,077	1,180	1,250	1,269	1,300	1,408	1,495	1,593
RIVERSIDE	11.3%	53,055	60,135	66,583	71,325	81,155	87,579	101,835	110,261
SACRAMENTO	11.7%	26,290	26,294	27,910	30,257	33,329	36,719	40,809	44,638
SAN BENITO	8.8%	217	247	282	297	332	385	536	588
SAN BERNARDINO	9.7%	25,625	26,501	28,253	26,746	33,613	37,171	42,080	44,497
SAN DIEGO	10.4%	177,992	189,187	203,924	223,586	247,070	267,743	290,573	306,517
SAN FRANCISCO	14.0%	209,962	239,567	238,782	310,052	399,363	392,686	375,291	382,722
SAN JOAQUIN	8.2%	3,980	4,330	4,859	4,691	5,909	6,889	7,552	8,306
SAN LUIS OBISPO	9.7%	23,878	26,146	28,439	32,700	35,601	38,056	37,591	39,776
SAN MATEO	11.4%	46,622	56,095	63,621	82,363	83,894	92,208	93,453	101,172
SANTA BARBARA	11.7%	30,742	33,021	34,418	39,058	44,071	44,865	47,190	46,261
SANTA CLARA	10.6%	61,974	74,455	84,382	98,126	121,654	136,487	143,137	154,532
SANTA CRUZ	10.9%	10,207	11,799	12,802	15,517	17,915	18,623	21,006	22,767
SHASTA	10.0%	4,671	4,931	5,310	5,384	5,714	6,010	6,230	6,860
SIERRA	10.0%	289	324	343	349	339	325	305	364
SISKIYOU	9.5%	1,934	2,019	2,153	2,209	2,442	2,515	2,748	2,897
SOLANO	9.6%	4,340	4,626	4,915	5,432	6,396	7,751	7,895	8,476
SONOMA	11.2%	19,850	22,196	24,961	28,407	31,589	34,406	41,274	47,226
STANISLAUS	8.7%	3,263	3,618	3,839	3,998	4,448	5,440	5,780	6,175
SUTTER	10.0%	683	700	691	715	835	831	1,007	1,128
TEHAMA	9.9%	895	883	1,038	1,054	1,223	1,350	1,377	1,464
TRINITY	5.0%	191	203	221	219	214	194	262	272
TULARE	9.8%	4,475	4,629	5,155	5,402	6,374	6,291	7,129	7,495
TUOLUMNE	10.0%	2,103	2,540	2,792	2,558	2,943	3,718	4,536	5,009
VENTURA	9.8%	14,755	16,346	17,894	19,816	21,907	24,751	24,953	25,894
YOLO	11.3%	3,099	3,135	3,450	2,737	4,330	4,961	5,877	6,599
YUBA	10.4%	319	399	341	379	459	478	374	574
California (\$Million)	10.1%	1,454	1,614	1,748	1,956	2,240	2,413	2,593	2,743

*The reported rate represents a county-wide average for the last fiscal year.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2010	2011	2012	2013	2014	2015	2016	2017	2018
Alameda										
Alameda	10.0%	1,085	1,119	1,295	1,396	1,612	1,929	2,175	2,127	2,146
Berkeley	12.0%	3,673	4,698	4,609	5,556	6,169	7,039	7,813	7,754	8,754
Dublin	8.0%	557	684	880	1,003	1,118	1,354	1,506	1,498	1,621
Emeryville	12.0%	3,298	3,598	4,233	4,852	5,277	5,912	6,895	7,426	8,322
Fremont	10.0%	2,867	3,476	4,133	4,872	5,988	7,818	8,086	8,391	8,620
Hayward	8.5%	1,110	1,253	1,466	1,679	1,918	2,033	2,591	2,560	2,808
Livermore	8.0%	1,310	1,481	1,754	2,001	2,570	2,570	2,784	3,138	3,554
Newark	10.0%	2,331	2,785	3,323	3,705	4,320	5,067	5,859	6,094	5,525
Oakland	14.0%	10,085	12,484	13,822	15,831	18,208	21,145	25,027	28,252	30,039
Pleasanton	8.0%	2,720	2,966	3,487	3,939	4,299	5,057	6,038	6,263	6,400
San Leandro	14.0%	538	610	711	775	889	1,017	1,130	1,341	1,591
Union City	12.9%	448	591	767	1,067	1,379	2,085	2,322	2,530	2,631
Alpine										
Unincorporated	10.0%	490	519	431	574	482	507	630	735	713
Amador										
Amador	7.3%	8	9	11	12	14	14	15	14	13
Ione	10.0%	3	2	0.6	0.2	0.3	0.3	4	2	1
Jackson	10.0%	296	284	285	308	305	353	447	450	470
Plymouth	10.0%	74	85	95	142	194	221	253	296	350
Sutter Creek	10.0%	154	169	175	170	157	225	230	279	275
Unincorporated	10.0%	83	89	96	103	175	203	223	232	271
Butte										
Chico	10.0%	1,765	1,880	1,970	2,049	2,211	2,362	2,522	2,704	2,876
Gridley	6.0%	21	22	21	21	22	25	27	22	17
Oroville	9.0%	335	347	364	421	428	469	524	677	700
Paradise	10.0%	168	162	171	190	186	198	214	211	241
Unincorporated	6.0%	28	29	28	27	21	18	20	18	21
Calaveras										
Angels Camp	10.0%	777	782	816	861	943	1,065	1,116	1,098	1,021
Unincorporated	6.0%	334	362	341	327	327	395	385	565	662
Colusa										
Colusa	8.0%	19	14	25	19	25	22	23	24	26
Williams	10.0%	295	296	344	339	365	345	401	443	483

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	Current Rate	2010	2011	2012	2013	2014	2015	2016	2017	2018
Contra Costa										
Antioch	10.0%	113	80	120	116	136	150	158	256	209
Brentwood	10.0%	132	206	233	270	284	350	377	397	556
Concord	10.0%	1,428	1,391	1,479	1,695	2,171	2,619	2,713	2,787	3,012
Danville	6.5%	75	87	97	109	121	121	147	160	170
El Cerrito	10.0%	75	86	98	103	131	115	139	134	180
Lafayette	9.5%	414	451	523	562	631	702	746	733	733
Martinez	10.0%	269	290	303	308	291	383	521	561	586
Pinole	10.0%	188	198	208	223	302	391	459	484	513
Pittsburg	10.0%	256	280	361	447	503	645	711	759	832
Pleasant Hill	10.0%	1,147	1,235	1,350	1,573	1,610	1,930	2,107	2,223	2,244
Richmond	10.0%	687	660	727	858	986	1,049	1,264	1,295	1,554
San Pablo	12.0%	247	262	309	356	425	455	791	514	555
San Ramon	7.3%	1,247	1,501	1,741	2,096	2,246	2,470	2,808	2,894	3,003
Unincorporated	10.0%	1,907	1,439	1,836	2,171	2,500	2,367	2,367	3,361	3,354
Walnut Creek	8.5%	1,142	1,345	1,492	1,659	1,735	1,942	2,077	2,382	2,143
Del Norte										
Crescent City	10.0%	889	891	860	962	966	1,150	1,255	1,385	1,510
Unincorporated	8.0%	324	319	340	344	434	434	479	485	481
El Dorado										
Placerville	10.0%	116	116	131	137	159	188	187	228	219
So. Lake Tahoe	10.0%	8,456	8,670	8,825	10,298	11,031	12,708	15,687	16,279	16,782
Unincorporated	10.0%	1,731	1,813	1,933	2,186	2,443	2,802	3,243	3,700	4,115
Fresno										
Clovis	10.0%	1,024	1,309	1,441	1,519	1,683	1,827	2,007	2,077	2,182
Coalinga	6.0%	23	38	33	25	28	27	19	20	<i>20</i>
Firebaugh	4.0%	8	6	4	5	6	11	4	9	<i>9</i>
Fresno	12.0%	8,493	8,458	9,072	9,508	10,037	10,987	12,006	12,919	13,639
Huron	4.0%	3	2	4	4	4	4	3	2	3
Kingsburg	12.0%	72	162	176	202	322	266	282	331	361
Reedley	8.0%	35	37	36	38	40	42	42	44	52
Sanger	4.0%	6	8	9	6	9	9	7	9	7
Selma	12.0%	181	165	176	189	282	414	466	453	425
Glenn										
Orland	10.0%	44	48	46	47	50	53	54	85	87
Unincorporated	5.0%	5	4	3	4	3	3	2	3	4
Willows	12.0%	391	389	400	407	455	500	500	585	642

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Humboldt										
Arcata	10.0%	892	934	1,038	1,195	1,296	1,296	1,365	1,469	1,613
Eureka	10.0%	1,798	2,149	1,923	1,947	2,125	2,420	2,871	2,975	2,980
Ferndale	10.0%	70	76	98	99	128	163	168	168	173
Fortuna	10.0%	444	472	516	524	507	532	613	679	637
Rio Dell	8.0%	10	12	12	10	12	10	11	12	16
Trinidad	10.0%	88	72	96	132	133	167	176	165	136
Unincorporated	10.0%	1,093	1,167	1,193	1,311	1,423	1,597	1,725	1,332	2,047
Imperial										
Brawley	8.0%	252	287	315	283	323	335	341	358	329
Calexico	10.0%	210	185	246	237	315	267	273	290	302
Calipatria	8.0%	26	25	29	22	32	19	21	23	18
El Centro	10.0%	1,235	1,343	1,561	1,660	1,667	1,592	1,592	1,667	1,862
Holtville	4.0%	1	1	1	1	1	1.0	0.9	0.7	0.4
Imperial	8.0%	15	17	18	21	31	26	28	27	27
Unincorporated	8.0%	1	0.8	3	6	26	23	22	3	3
Inyo										
Bishop	12.0%	1,659	1,871	1,811	1,829	1,958	2,110	2,226	2,618	2,768
Unincorporated	12.0%	2,618	2,667	2,882	2,878	3,303	3,306	3,465	3,730	2,958
Kern										
Bakersfield	12.0%	6,494	6,852	7,828	8,274	8,826	9,488	9,451	9,578	9,571
California City	6.0%	2	1	16	50	60	62	68	77	85
Delano	10.0%	135	166	180	214	193	253	308	338	397
Maricopa	10.0%	24	20	27	22	21	24	21	19	23
McFarland	6.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ridgecrest	10.0%	1,412	1,144	1,151	1,095	1,165	1,218	1,443	1,584	1,981
Taft	10.0%	30	24	56	40	68	133	123	199	228
Tehachapi	8.0%	251	500	567	500	830	684	641	629	759
Unincorporated	6.0%	1,346	1,658	1,732	1,845	1,775	2,270	2,575	2,403	2,648
Wasco	10.0%	92	118	152	152	200	223	184	185	<i>185</i>
Kings										
Avenal	6.0%	4	5	5	5	4	4	6	5	4
Corcoran	8.0%	38	46	49	48	42	45	69	48	57
Hanford	8.0%	272	258	263	277	288	348	381	381	431
Lemoore	8.0%	118	112	126	124	127	210	260	229	229
Unincorporated	10.0%	199	233	280	277	298	315	295	287	299

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Lake										
Clearlake	9.0%	161	160	159	168	200	207	350	340	284
Lakeport	10.0%	95	69	83	85	95	81	111	141	138
Unincorporated	9.0%	677	590	601	441	660	605	781	449	547
Lassen										
Susanville	10.0%	380	366	392	379	401	442	455	508	520
Unincorporated	10.0%	42	42	40	30	29	28	25	27	37

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Los Angeles										
Agoura Hills	12.0%	1,590	1,709	1,738	1,915	2,131	2,245	2,764	2,671	2,788
Alhambra	12.0%	146	148	176	167	193	268	643	750	812
Arcadia	10.0%	2,238	2,394	2,560	2,823	3,215	3,365	3,532	3,544	3,321
Artesia	12.5%	254	366	426	450	443	535	553	486	486
Avalon	12.0%	2,614	3,085	3,320	3,516	4,464	4,983	4,938	5,152	5,359
Azusa	10.0%	201	193	211	231	243	262	348	366	717
Baldwin Park	10.0%	219	217	216	223	254	294	321	557	780
Bell	12.0%	176	94	5	0.0	0.0	0.0	0.0	0.0	407
Bell Gardens	8.0%	188	221	238	259	314	365	548	555	736
Bellflower	9.0%	451	444	487	526	591	657	730	757	762
Beverly Hills	14.0%	23,447	26,595	29,789	31,086	34,380	36,359	39,989	43,521	49,077
Burbank	10.0%	5,273	5,686	5,943	6,548	7,145	7,909	10,598	11,206	11,734
Calabasas	12.0%	1,013	1,199	1,143	1,265	1,492	1,683	2,261	1,928	2,004
Carson	9.0%	1,121	1,198	1,308	1,462	1,598	1,743	2,068	2,313	2,204
Cerritos	12.0%	356	399	445	461	504	698	1,130	1,187	1,214
Claremont	10.0%	780	917	1,001	1,077	1,148	1,284	1,334	1,398	1,459
Compton	7.5%	157	150	152	115	114	107	106	111	111
Covina	10.0%	356	318	317	395	101	348	483	328	218
Cudahy	8.0%	44	66	53	50	53	54	57	62	68
Culver City	14.0%	2,963	3,284	3,781	5,195	5,608	6,700	7,572	7,567	7,904
Diamond Bar	10.0%	570	643	692	783	851	935	994	924	1,020
Downey	9.0%	936	991	1,123	1,219	1,315	1,317	1,629	1,701	1,705
Duarte	10.0%	43	60	69	94	97	105	142	128	105
El Monte	10.0%	266	266	278	299	318	380	420	476	820
El Segundo	12.0%	3,956	4,153	4,617	5,156	5,964	5,400	6,400	12,877	10,913
Gardena	11.0%	410	414	478	554	640	738	1,006	1,295	1,321
Glendale	12.0%	2,690	3,045	3,368	3,545	3,979	4,467	6,426	6,600	6,999
Glendora	6.0%	86	76	88	130	134	137	149	138	142
Hawthorne	12.0%	2,017	2,017	2,393	2,659	2,765	3,357	4,806	5,200	5,412
Hermosa Beach	12.0%	1,559	1,689	1,815	1,996	2,204	2,350	2,762	3,237	3,295
Huntington Park	5.0%	39	55	47	48	50	50	70	82	82
Industry	10.0%	665	747	793	876	1,012	1,000	1,052	1,037	847
Inglewood	14.0%	2,517	2,979	3,136	3,456	4,094	4,860	5,218	5,577	5,470
La Mirada	10.0%	803	1,022	973	1,165	1,389	1,506	1,690	1,568	1,409
La Puente	10.0%	83	137	153	167	192	207	228	241	239
Lakewood	8.0%	42	60	50	46	46	48	59	67	63
Lancaster	7.0%	1,381	1,300	1,338	1,315	1,313	1,614	1,866	2,077	2,188
Lawndale	9.0%	374	407	453	490	507	600	610	661	686
Lomita	10.0%	112	106	118	127	123	134	150	178	186
Long Beach	12.0%	12,243	13,782	16,791	18,784	21,265	23,999	N/A	26,478	27,908
Los Angeles	14.0%	127,626	145,167	163,395	180,734	184,382	202,897	230,818	265,653	299,108

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Los Angeles										
Malibu	12.0%	1,075	1,160	1,336	1,421	1,535	1,983	2,620	3,287	2,254
Manhattan Beach	10.0%	3,174	3,230	3,240	3,881	4,167	4,548	4,987	5,117	4,426
Maywood	5.0%	38	34	11	39	46	47	61	55	56
Monrovia	10.0%	1,076	1,179	1,329	1,454	1,563	1,760	1,891	1,945	1,936
Montebello	10.0%	243	256	298	312	325	353	N/A	402	<i>402</i>
Monterey Park	12.0%	661	757	876	957	1,049	1,159	1,249	1,262	1,164
Norwalk	10.0%	922	877	1,128	1,227	1,309	1,379	1,533	1,545	1,593
Palmdale	10.0%	2,582	2,633	2,789	2,908	2,824	3,090	3,279	3,671	4,034
Pasadena	12.1%	6,942	7,668	9,553	11,109	12,043	13,165	14,856	15,186	15,638
Pico Rivera	10.0%	252	304	309	333	368	398	418	405	425
Pomona	10.0%	1,300	1,267	1,359	1,474	1,561	1,561	1,548	1,502	2,021
Rancho Palos Verdes	10.0%	1,955	2,640	3,349	3,790	4,250	4,812	5,197	5,601	5,615
Redondo Beach	12.0%	3,204	3,267	3,534	3,693	3,971	4,465	8,628	7,690	9,173
Rosemead	10.0%	1,188	1,170	1,347	1,450	1,590	1,575	1,999	2,209	2,340
San Dimas	12.0%	649	670	700	779	1,278	1,426	1,558	1,630	1,655
San Gabriel	12.0%	761	880	948	1,168	1,426	1,454	1,592	1,603	2,078
Santa Clarita	10.0%	2,051	2,107	2,381	2,557	2,782	3,125	3,813	3,639	3,490
Santa Fe Springs	10.0%	219	145	120	113	117	144	165	174	162
Santa Monica	14.0%	29,804	32,747	36,143	40,997	44,412	47,629	51,021	55,532	60,631
Signal Hill	10.0%	136	136	150	156	169	149	163	220	218
South El Monte	8.0%	171	194	186	195	214	219	212	208	233
South Gate	8.0%	223	278	230	250	278	267	350	390	420
Temple City	10.0%	35	34	33	29	47	54	60	55	61
Torrance	11.0%	6,400	6,959	7,900	8,636	9,292	10,529	11,919	12,015	11,632
Unincorporated	12.0%	10,850	11,437	13,119	14,180	15,458	17,470	19,791	21,642	22,377
West Covina	10.0%	647	757	1,052	1,228	1,238	1,614	1,841	1,966	1,900
West Hollywood	12.5%	12,590	14,090	15,414	18,062	18,980	20,418	21,993	22,637	24,776
Westlake Village	10.0%	2,220	2,394	2,613	2,623	2,907	3,218	3,619	3,602	3,873
Whittier	10.0%	546	560	586	564	730	779	890	832	1,071
Madera										
Chowchilla	10.0%	159	187	143	208	245	269	213	306	348
Madera	9.0%	421	436	522	577	647	723	736	772	798
Unincorporated	9.0%	1,846	1,965	2,017	2,044	2,390	2,392	2,602	3,234	3,813

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Marin										
Corte Madera	12.0%	525	571	685	729	862	964	1,052	1,003	1,216
Fairfax	10.0%	18	18	19	30	26	28	28	21	19
Larkspur	10.0%	453	507	567	648	703	812	888	977	909
Mill Valley	10.0%	374	414	481	566	636	715	773	823	972
Novato	12.0%	897	942	1,054	1,218	1,354	1,544	1,643	1,648	1,774
San Rafael	10.0%	1,558	1,644	1,867	2,185	2,332	2,662	3,063	2,985	3,114
Sausalito	12.0%	784	829	894	967	1,202	1,463	1,589	1,610	1,530
Tiburon	10.0%	416	471	581	605	700	811	832	805	867
Unincorporated	10.0%	1,506	1,747	2,037	2,244	2,673	3,151	3,371	3,746	4,534
Mariposa										
Unincorporated	10.0%	11,406	10,664	11,461	11,438	11,624	13,523	14,342	14,883	14,984
Mendocino										
Fort Bragg	12.0%	1,379	1,325	1,414	1,546	1,679	1,854	2,091	2,148	2,609
Point Arena	12.0%	57	44	35	34	23	73	79	86	104
Ukiah	10.0%	661	692	776	828	925	1,173	1,213	1,311	1,406
Unincorporated	10.0%	3,256	3,294	3,556	3,618	3,856	4,491	4,491	5,081	5,449
Willits	9.0%	194	153	237	263	265	316	341	330	350
Merced										
Atwater	8.0%	36	36	35	35	38	38	29	62	61
Gustine	7.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Livingston	9.0%	3	3	5	6	5	5	5	5	6
Los Banos	10.0%	206	203	216	220	288	307	407	446	484
Merced	10.0%	745	718	803	883	990	1,874	1,519	1,609	1,724
Unincorporated	10.0%	565	522	541	547	675	719	676	698	805
Modoc										
Alturas	10.0%	120	134	127	125	132	150	160	156	189
Unincorporated	4.0%	32	37	34	31	35	39	40	46	43
Mono										
Mammoth Lakes	13.0%	10,473	11,196	9,924	11,712	10,479	11,309	15,722	18,985	17,867
Unincorporated	12.0%	2,437	2,323	2,470	2,414	2,598	2,709	3,026	3,321	3,512

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Monterey										
Carmel-By-The-Sea	10.0%	3,830	4,003	4,178	4,616	5,127	5,589	5,896	6,100	6,312
Gonzales	8.0%	1	1	2	2	2	2	2	2	2
Greenfield	8.0%	12	12	12	12	22	14	17	32	25
King City	10.0%	276	253	285	327	334	344	429	419	481
Marina	12.0%	1,368	1,458	1,876	1,932	2,125	2,395	2,550	2,686	3,296
Monterey	10.0%	14,703	14,655	16,537	17,601	19,325	20,828	22,486	23,180	24,557
Pacific Grove	10.0%	3,071	2,891	3,142	3,360	3,157	3,639	3,786	3,976	3,925
Salinas	10.0%	1,530	1,604	1,749	2,037	1,852	2,432	2,601	2,772	3,366
Seaside	12.0%	1,733	1,779	2,025	2,092	2,420	2,668	2,881	2,702	2,937
Soledad	12.0%	69	72	71	71	73	78	88	113	147
Unincorporated	10.5%	13,002	13,779	16,645	17,945	19,325	21,496	22,815	21,177	24,658
Napa										
American Canyon	12.0%	557	784	1,090	1,201	1,249	1,429	1,509	1,546	1,593
Calistoga	12.0%	3,042	3,431	3,768	3,949	4,456	5,037	5,623	5,953	5,884
Napa	12.0%	8,256	9,872	11,505	12,773	15,167	15,869	18,233	19,418	20,057
St. Helena	12.0%	1,194	1,465	1,521	1,308	1,732	1,860	1,981	2,176	2,838
Unincorporated	12.0%	7,549	8,299	9,227	9,673	11,689	13,792	14,722	13,713	12,592
Yountville	12.0%	3,069	4,035	4,292	5,678	6,261	6,582	6,809	7,155	6,338
Nevada										
Grass Valley	10.0%	482	583	657	516	692	816	826	828	842
Nevada City	10.0%	180	187	268	270	341	288	324	402	424
Truckee	10.0%	1,432	1,436	1,351	1,718	1,847	2,119	2,820	3,410	3,355
Unincorporated	10.0%	278	257	233	277	236	384	377	441	485

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	Current Rate	2010	2011	2012	2013	2014	2015	2016	2017	2018
Orange										
Anaheim	15.0%	77,138	82,605	90,376	102,936	101,042	118,099	137,024	148,744	154,111
Brea	10.0%	1,176	1,227	1,281	1,401	1,513	1,592	1,606	1,716	1,787
Buena Park	12.0%	3,698	3,816	3,920	4,403	5,002	5,675	6,435	6,529	6,468
Costa Mesa	8.0%	4,269	5,345	6,525	7,258	7,676	7,995	8,623	8,925	8,820
Cypress	10.0%	1,514	1,760	2,098	1,926	1,980	2,210	2,559	2,712	2,837
Dana Point	10.0%	7,221	8,338	9,382	10,086	11,122	12,467	12,091	12,600	13,027
Fountain Valley	9.0%	616	733	744	900	1,015	1,278	1,458	1,454	1,418
Fullerton	10.0%	1,571	1,754	1,898	2,068	2,249	2,418	2,680	2,877	3,009
Garden Grove	14.5%	9,805	11,134	11,648	13,626	16,353	17,217	20,897	25,121	25,982
Huntington Beach	10.0%	5,820	6,470	7,204	7,630	8,440	9,215	10,035	11,364	8,810
Irvine	8.0%	7,268	8,294	8,489	9,005	9,315	10,594	12,218	12,427	14,833
La Palma	8.0%	198	216	228	258	378	346	391	378	392
Laguna Beach	12.0%	6,759	7,073	7,905	8,537	9,278	9,979	10,355	12,238	14,087
Laguna Hills	10.0%	752	870	1,004	1,108	1,203	1,285	1,407	1,437	1,382
Laguna Niguel	8.0%	24	29	33	29	34	43	41	45	48
Lake Forest	10.0%	1,939	2,439	2,670	2,823	3,141	3,405	3,573	3,775	3,809
Los Alamitos	8.0%	70	80	88	104	113	132	156	159	167
Mission Viejo	8.0%	520	594	608	630	749	826	882	882	1,062
Newport Beach	10.0%	12,542	15,855	17,976	16,500	18,176	20,365	21,083	22,303	22,858
Orange	10.0%	2,724	3,169	3,440	3,819	3,849	4,542	5,169	5,413	5,476
Placentia	10.0%	562	647	620	788	820	770	945	965	968
San Clemente	10.0%	1,372	1,461	1,541	1,588	1,781	2,220	2,333	2,799	2,806
San Juan Capistrano	10.0%	162	175	314	618	681	801	851	855	907
Santa Ana	11.0%	5,650	5,970	7,024	7,490	8,519	8,983	8,882	9,768	9,246
Seal Beach	12.0%	1,109	1,221	970	1,289	1,509	1,526	1,655	1,694	1,663
Stanton	8.0%	290	326	357	342	324	384	429	513	515
Tustin	10.0%	141	143	137	137	1,091	1,091	1,555	1,609	1,576
Unincorporated	10.0%	133	151	37	0.0	0.0	0.0	0.0	0.0	9
Westminster	8.0%	452	496	511	593	609	717	802	867	861
Yorba Linda	10.0%	274	318	355	400	435	443	488	483	487
Placer										
Auburn	8.0%	181	198	211	209	226	264	262	299	324
Colfax	8.0%	23	17	19	21	18	14	18	16	14
Lincoln	10.0%	360	117	193	145	232	260	222	284	306
Loomis	8.0%	37	30	30	37	18	10	12	11	17
Rocklin	8.0%	345	384	396	403	474	486	564	678	870
Roseville	6.0%	1,590	1,759	1,897	2,079	2,281	2,067	3,117	3,151	3,429
Unincorporated	9.9%	9,071	10,645	10,474	11,626	12,013	12,145	15,991	18,344	18,510

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Amounts in \$000

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Plumas										
Portola	9.0%	29	35	41	33	37	29	29	29	30
Unincorporated	9.0%	1,020	1,042	1,139	1,217	1,233	1,271	1,379	1,465	1,563
Riverside										
Banning	12.0%	332	505	573	626	674	726	790	861	856
Beaumont	10.0%	181	186	194	236	196	225	213	334	344
Blythe	10.0%	794	700	899	1,147	982	949	1,175	1,068	1,065
Calimesa	10.0%	28	26	29	36	34	41	44	52	52
Canyon Lake	10.0%	27	34	35	36	41	51	61	62	57
Cathedral City	12.0%	1,023	999	1,136	1,114	1,340	1,447	1,771	2,503	3,147
Corona	10.0%	1,097	1,184	1,306	1,599	1,656	1,787	2,039	2,487	2,641
Desert Hot Springs	12.0%	892	1,088	1,149	1,235	1,314	1,352	1,505	1,768	2,162
Hemet	10.0%	621	603	557	626	643	727	854	963	1,025
Indian Wells	11.3%	4,294	4,805	5,690	6,342	6,406	6,735	6,996	7,590	7,707
Indio	10.0%	1,845	1,945	2,547	2,820	3,078	3,907	4,520	6,298	6,711
La Quinta	11.0%	4,175	4,725	5,550	5,989	6,286	6,613	7,442	6,483	6,588
Lake Elsinore	10.0%	272	275	313	275	462	451	487	566	560
Moreno Valley	13.0%	536	693	747	832	991	1,197	1,416	1,853	2,344
Norco	11.0%	173	190	224	257	296	427	520	562	586
Palm Desert	11.0%	8,331	8,614	9,195	10,482	9,810	10,723	11,195	15,018	17,019
Palm Springs	12.7%	13,448	15,797	18,106	19,620	22,297	25,487	26,996	30,951	34,241
Perris	10.0%	64	60	121	72	66	137	158	160	121
Rancho Mirage	10.0%	3,892	4,302	4,925	5,168	5,682	7,415	7,304	9,003	9,383
Riverside	13.0%	2,488	2,732	2,995	3,703	4,189	5,280	6,093	6,622	6,793
San Jacinto	8.0%	20	18	18	20	27	34	37	38	44
Temecula	8.0%	1,962	2,169	2,400	2,505	2,717	3,008	3,184	3,322	3,345
Unincorporated	10.0%	1,415	1,404	1,423	1,844	2,137	2,435	2,777	3,269	3,469
Sacramento										
Citrus Heights	12.0%	17	17	17	19	20	16	21	16	15
Folsom	8.0%	1,109	1,153	1,235	1,366	1,462	1,565	1,845	2,065	2,166
Galt	10.0%	135	131	139	143	214	215	261	272	290
Isleton	8.0%	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Rancho Cordova	12.0%	1,822	2,515	2,626	2,637	2,859	3,160	3,441	3,866	3,984
Sacramento	12.0%	17,079	18,522	18,894	19,867	21,444	23,810	26,003	28,553	31,981
Unincorporated	12.0%	4,467	3,953	3,383	3,878	4,258	4,563	5,148	6,037	6,201
San Benito										
Hollister	8.0%	119	105	123	128	152	178	171	218	308
San Juan Bautista	12.0%	37	32	38	62	53	71	111	142	162
Unincorporated	8.0%	82	80	85	92	93	83	103	176	119

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San Bernardino										
Adelanto	10.0%	28	27	24	24	16	19	25	35	33
Apple Valley	7.0%	7	6	7	7	8	7	6	6	9
Barstow	12.5%	2,393	2,542	2,626	2,650	2,749	2,892	2,858	3,097	3,106
Big Bear Lake	8.0%	2,936	3,068	3,177	3,497	2,562	2,965	3,437	5,246	5,281
Chino	8.0%	192	220	228	282	268	296	336	371	394
Colton	10.0%	293	370	346	501	567	660	605	761	<i>761</i>
Fontana	8.0%	467	574	558	587	704	793	884	941	994
Hesperia	10.0%	807	843	966	837	1,040	1,163	1,148	1,102	1,295
Highland	7.0%	167	179	204	228	250	265	274	302	179
Loma Linda	10.0%	59	57	53	41	32	49	271	335	465
Montclair	10.0%	31	33	31	29	30	31	25	41	52
Needles	10.0%	438	454	499	522	589	592	643	889	911
Ontario	11.8%	8,398	8,790	9,149	9,731	10,614	12,058	13,091	13,887	14,586
Rancho Cucamonga	10.0%	1,587	1,827	1,928	2,057	2,555	2,729	3,055	3,282	3,578
Redlands	10.0%	752	766	820	921	948	1,064	1,102	1,393	1,353
Rialto	9.0%	93	97	128	149	153	195	170	333	178
San Bernardino	10.0%	2,222	2,507	2,217	2,689	N/A	3,396	4,338	4,496	4,885
Twentynine Palms	9.0%	902	979	1,036	893	816	878	944	1,107	1,269
Unincorporated	7.0%	1,340	1,286	1,501	1,519	1,697	2,071	2,449	2,757	3,162
Upland	10.0%	94	99	97	110	117	151	160	168	164
Victorville	7.0%	765	723	705	817	881	1,064	1,074	1,191	1,240
Yucaipa	7.0%	15	14	12	16	18	23	23	23	23
Yucca Valley	7.0%	144	165	188	147	134	254	254	317	579

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San Diego										
Carlsbad	10.0%	11,490	11,569	12,872	14,702	17,284	19,712	20,922	22,263	24,234
Chula Vista	10.0%	2,036	2,059	2,296	2,471	2,696	3,137	3,827	3,657	4,098
Coronado	10.0%	7,623	8,320	8,903	10,366	12,443	13,764	13,819	14,578	15,264
Del Mar	12.5%	1,506	1,705	1,805	1,940	2,102	2,444	2,618	2,697	3,007
El Cajon	10.0%	825	900	1,046	1,057	1,140	1,324	1,378	1,432	1,609
Encinitas	10.0%	1,180	1,280	1,412	1,490	1,568	1,824	2,009	2,208	2,545
Escondido	10.0%	954	1,025	1,203	1,228	1,322	1,435	1,606	1,683	1,765
Imperial Beach	10.0%	164	224	231	194	386	640	668	672	752
La Mesa	10.0%	808	917	910	957	1,038	1,148	1,209	1,250	1,276
Lemon Grove	6.0%	30	31	36	37	39	45	53	52	53
National City	10.0%	709	759	888	896	1,082	1,384	1,612	1,598	1,661
Oceanside	10.0%	3,185	3,326	3,817	4,239	4,707	5,323	6,382	6,929	7,748
Poway	10.0%	367	434	463	484	523	574	615	609	654
San Diego	10.5%	123,332	140,752	148,184	158,105	170,330	186,159	202,659	221,415	231,733
San Marcos	10.0%	298	610	714	736	795	830	874	978	1,303
Santee	10.0%	100	106	115	207	386	432	483	512	530
Solana Beach	13.0%	930	979	1,119	1,186	1,220	1,467	1,606	1,740	1,828
Unincorporated	8.0%	2,423	2,449	2,579	2,647	3,404	4,166	4,128	4,889	5,106
Vista	10.0%	330	546	596	982	1,119	1,263	1,275	1,410	1,351
San Francisco										
San Francisco	14.0%	186,849	209,962	239,567	238,782	310,052	399,363	392,686	375,291	382,722
San Joaquin										
Escalon	10.0%	3	2	2	3	2	3	4	4	5
Lathrop	9.0%	205	231	232	466	469	450	518	636	724
Lodi	6.0%	382	426	486	545	594	666	783	1,092	914
Manteca	9.0%	344	483	508	634	133	794	913	1,005	1,133
Ripon	10.0%	72	84	100	97	101	113	130	144	160
Stockton	8.0%	1,749	1,799	1,933	2,006	2,080	2,378	2,711	2,710	3,193
Tracy	10.0%	643	676	746	787	974	1,117	1,385	1,481	1,598
Unincorporated	8.0%	290	280	323	320	338	387	445	479	579

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San Luis Obispo										
Arroyo Grande	10.0%	348	390	630	746	841	922	1,159	963	963
Atascadero	10.0%	409	526	638	704	779	900	1,242	1,338	1,376
El Paso De Robles	10.0%	2,735	2,998	3,230	3,350	4,174	4,246	4,279	5,408	5,735
Grover Beach	10.0%	220	220	261	273	249	314	363	354	371
Morro Bay	10.0%	2,208	2,287	2,784	2,803	2,542	2,916	3,143	3,323	3,415
Pismo Beach	10.0%	5,780	6,270	6,931	7,280	7,988	8,680	9,200	9,346	10,039
San Luis Obispo	10.0%	4,502	4,844	5,222	5,572	8,063	8,811	9,335	7,357	7,499
Unincorporated	9.0%	5,582	6,342	6,450	7,711	8,063	8,811	9,335	9,502	10,377
San Mateo										
Belmont	10.0%	892	1,115	1,359	1,572	1,723	1,937	2,339	2,387	3,091
Brisbane	12.0%	969	1,306	1,560	1,668	2,038	2,444	2,650	2,768	2,876
Burlingame	12.0%	10,342	13,404	16,183	18,244	31,357	23,698	26,092	26,263	27,936
Daly City	10.0%	461	533	635	690	787	946	1,028	1,404	1,127
Foster City	9.5%	1,175	1,341	1,730	2,016	2,109	2,581	2,821	2,915	3,519
Half Moon Bay	12.0%	3,395	3,732	4,231	4,525	4,950	5,431	5,925	6,040	6,433
Menlo Park	12.0%	2,074	2,454	2,939	3,468	4,159	4,720	6,268	6,663	7,772
Millbrae	12.0%	2,865	3,686	3,928	4,809	6,137	7,467	8,210	8,025	9,320
Pacifica	12.0%	709	776	1,118	1,277	1,485	1,667	1,713	1,604	1,549
Redwood City	12.0%	2,658	2,994	3,924	4,526	5,262	6,032	6,459	6,553	7,586
San Bruno	12.0%	1,344	1,764	2,184	2,412	2,790	3,066	3,317	3,284	3,418
San Carlos	10.0%	683	815	944	1,121	1,270	1,397	1,579	1,571	1,656
San Mateo	12.0%	3,529	4,530	5,635	6,391	5,728	8,008	8,887	8,610	8,750
So. San Francisco	10.0%	5,821	7,192	8,619	9,659	11,174	12,947	13,430	13,618	13,979
Unincorporated	10.0%	873	979	1,105	1,242	1,394	1,552	1,490	1,749	2,160
Santa Barbara										
Buellton	12.0%	1,164	1,193	1,240	1,345	1,611	1,830	1,783	1,938	2,832
Carpinteria	12.0%	1,262	1,306	1,422	1,631	1,924	2,380	2,380	2,504	2,462
Lompoc	10.0%	1,371	1,444	1,270	1,320	1,509	1,678	1,706	1,796	1,931
Santa Barbara	12.0%	13,757	14,951	16,394	17,611	20,184	22,523	22,372	23,097	22,650
Santa Maria	10.0%	2,116	2,363	2,441	2,532	2,844	3,224	3,395	3,456	3,524
Solvang	12.0%	2,372	2,508	2,684	2,986	3,435	3,834	4,266	4,331	4,320
Unincorporated	12.0%	5,950	6,977	7,570	6,993	7,551	8,601	8,963	10,070	8,541

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Santa Clara										
Campbell	12.0%	1,298	2,032	2,578	2,876	3,417	4,092	4,440	4,406	4,548
Cupertino	12.0%	2,142	2,537	3,113	3,769	4,590	5,582	4,552	6,024	6,811
Gilroy	9.0%	889	889	999	1,092	1,235	1,502	1,677	1,709	1,722
Los Altos	11.0%	1,346	1,518	1,782	1,946	2,169	2,450	2,608	2,985	3,073
Los Gatos	12.0%	924	833	1,174	1,296	1,513	1,897	1,943	2,254	2,629
Milpitas	10.0%	5,297	6,124	7,067	7,933	9,336	10,827	11,764	11,702	11,943
Morgan Hill	10.0%	904	938	1,119	1,411	1,714	2,062	2,276	2,654	2,730
Mountain View	10.0%	3,267	3,914	4,397	4,668	5,645	6,559	6,591	6,973	6,995
Palo Alto	14.0%	6,858	8,082	9,664	10,794	12,555	16,699	22,377	23,478	24,934
San Jose	10.0%	17,250	18,102	22,451	25,258	29,362	36,998	41,114	43,400	48,854
Santa Clara	9.5%	8,302	9,910	11,755	13,673	15,042	17,869	20,040	20,069	21,419
Saratoga	10.0%	144	184	205	228	257	310	319	344	389
Sunnyvale	10.5%	5,578	6,589	7,778	9,016	10,857	14,132	16,262	16,568	17,813
Unincorporated	8.0%	289	322	371	420	433	674	524	570	671
Santa Cruz										
Capitola	10.0%	592	602	913	1,075	1,237	1,276	1,452	1,458	1,457
Santa Cruz	11.0%	3,861	4,228	4,739	5,559	7,059	8,228	8,228	9,283	10,195
Scotts Valley	10.0%	544	570	713	781	926	1,059	1,011	1,218	1,588
Unincorporated	11.0%	3,511	4,101	4,605	4,515	5,514	6,462	6,941	8,002	8,385
Watsonville	11.0%	617	707	830	873	781	889	990	1,046	1,142
Shasta										
Anderson	10.0%	357	355	349	430	436	492	519	540	538
Redding	10.0%	3,498	3,616	3,838	4,100	4,126	4,358	4,612	4,794	5,124
Shasta Lake	10.0%	8	8	5	5	7	8	8	9	11
Unincorporated	10.0%	651	692	739	774	815	857	872	887	1,187
Sierra										
Unincorporated	10.0%	285	289	324	343	349	339	325	305	364
Siskiyou										
Dorris	5.0%	6	6	6	5	6	7	10	12	4
Dunsmuir	12.0%	109	106	99	107	112	112	117	151	150
Etna	6.0%	6	6	6	6	7	9	11	12	<i>12</i>
Mt. Shasta	10.0%	503	504	511	576	546	620	716	756	766
Unincorporated	8.0%	454	438	471	517	515	523	575	609	690
Weed	10.0%	312	306	300	298	311	361	344	411	409
Yreka	10.0%	576	568	626	643	712	811	742	798	866

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Solano										
Benecia	9.0%	228	229	297	260	386	425	483	507	507
Dixon	9.0%	157	170	173	221	300	350	494	564	576
Fairfield	10.0%	1,446	1,635	1,718	1,849	2,046	2,338	2,667	2,673	3,049
Rio Vista	10.0%	8	27	49	20	14	27	23	19	27
Vacaville	8.0%	1,159	1,191	1,232	1,332	1,205	1,403	1,705	1,701	1,786
Vallejo	11.0%	1,019	1,088	1,158	1,234	1,481	1,852	2,379	2,432	2,531
Sonoma										
Cloverdale	10.0%	143	145	144	161	191	220	217	238	275
Healdsburg	14.0%	1,595	1,928	2,209	2,461	2,637	2,889	3,058	3,643	4,280
Petaluma	10.0%	1,166	1,342	1,485	1,681	1,923	2,065	2,495	2,651	3,066
Rohnert Park	12.0%	1,575	1,748	1,941	2,203	2,687	2,981	3,256	3,450	4,982
Santa Rosa	9.0%	2,863	3,184	3,654	4,285	4,361	4,890	5,467	5,900	6,063
Sebastopol	10.0%	239	270	361	395	360	482	484	514	579
Sonoma	10.0%	2,084	2,113	2,359	2,645	3,569	3,564	3,651	3,563	3,637
Unincorporated	12.0%	7,138	7,930	8,757	9,705	11,046	12,763	13,894	19,369	21,882
Windsor	12.0%	1,068	1,191	1,287	1,426	1,634	1,735	1,884	1,944	2,462
Stanislaus										
Ceres	10.0%	61	59	61	70	76	84	101	228	242
Modesto	9.0%	1,461	1,640	1,769	1,884	1,880	2,098	2,523	2,669	2,826
Oakdale	7.0%	163	203	233	221	229	261	298	311	330
Turlock	9.0%	639	700	799	902	979	1,100	1,226	1,455	1,604
Unincorporated	8.0%	681	661	756	763	834	904	1,291	1,118	1,172
Sutter										
Unincorporated	10.0%	40	31	29	18	19	19	15	20	23
Yuba City	10.0%	531	652	671	674	696	816	816	987	1,106
Tehama										
Corning	10.0%	359	266	261	294	300	344	354	387	421
Red Bluff	10.0%	458	597	594	711	720	836	928	936	977
Unincorporated	8.0%	31	32	28	33	34	43	68	54	67
Trinity										
Unincorporated	5.0%	165	191	203	221	219	214	194	262	272

Note: Values noted in *italics* are not yet current for FY 2018 and estimated as the previous fiscal year. Values noted as N/A are not available. Those with more current information or corrections are encouraged to contact Dean Runyan Associates.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2010	2011	2012	2013	2014	2015	2016	2017	2018
Tulare										
Dinuba	10.0%	91	145	134	172	184	227	249	263	291
Exeter	8.0%	30	33	37	55	71	84	87	94	<i>94</i>
Lindsay	8.0%	32	32	41	29	44	57	50	56	71
Porterville	8.0%	276	301	310	335	371	447	491	551	559
Tulare	10.0%	722	844	820	1,042	1,029	1,188	1,182	1,326	1,386
Unincorporated	10.0%	1,138	1,200	1,280	1,366	1,402	1,749	1,749	2,082	2,300
Visalia	10.0%	1,827	1,920	2,008	2,155	2,301	2,622	2,484	2,757	2,793
Tuolumne										
Sonora	10.0%	230	280	332	375	307	297	392	496	434
Unincorporated	10.0%	1,491	1,823	2,209	2,417	2,251	2,645	3,325	4,040	4,576
Ventura										
Camarillo	9.0%	1,432	1,582	1,702	1,850	2,034	2,270	2,545	2,418	2,310
Fillmore	10.0%	59	76	89	114	121	106	120	119	155
Ojai	10.0%	1,640	1,848	2,180	2,434	2,798	2,960	3,127	3,321	3,345
Oxnard	10.0%	3,061	3,294	3,402	3,826	4,228	4,654	5,375	5,174	5,643
Port Hueneme	10.0%	329	295	326	301	393	455	508	559	579
San Buenaventura	10.0%	3,468	3,436	4,045	4,450	4,780	5,333	5,810	6,105	6,239
Santa Paula	10.0%	82	74	83	97	103	111	110	100	118
Simi Valley	10.0%	1,134	1,218	1,289	1,344	1,411	1,605	1,877	1,810	1,924
Thousand Oaks	10.0%	2,282	2,703	2,978	3,162	3,538	3,916	4,671	4,537	4,758
Unincorporated	8.0%	191	230	251	317	410	496	608	808	822
Yolo										
Davis	12.0%	912	958	1,039	1,129	1,252	1,320	1,459	1,780	2,110
Unincorporated	8.0%	105	286	279	293	357	488	488	576	589
West Sacramento	12.0%	827	933	901	1,019	1,129	1,290	1,421	1,581	1,686
Woodland	12.0%	778	922	916	1,010	N/A	1,233	1,593	1,940	2,214
Yuba										
Marysville	12.0%	66	75	83	81	94	101	120	121	145
Unincorporated	10.0%	223	244	316	261	285	358	358	253	429

Note: Values noted in *Italics* are not yet current for FY 2018 and estimated as the previous fiscal year. Values noted as N/A are not available. Those with more current information or corrections are encouraged to contact Dean Runyan Associates.

APPENDICES

Appendix A	2018 Travel Impact Estimates
Appendix B	Key Terms and Definitions
Appendix C	Regional Travel Impact Model
Appendix D	Travel Industry Accounts
Appendix E	California Earnings and Employment by Industry Sector
Appendix F	Industry Groups

2018 TRAVEL IMPACT ESTIMATES

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the California travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

PRELIMINARY ESTIMATES

Preliminary estimates for 2018 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2018 becomes available.

TRANSPORTATION IMPACTS

The treatment of ground transportation expenditures depends upon the level of geography (county, region or state). County and regional level estimates of destination spending include only a portion of ground transportation expenditures because some county and regional transportation expenditures are for travel to other California destinations. These expenditures are allocated to "other travel." State level estimates include all in-state expenditures for ground transportation.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

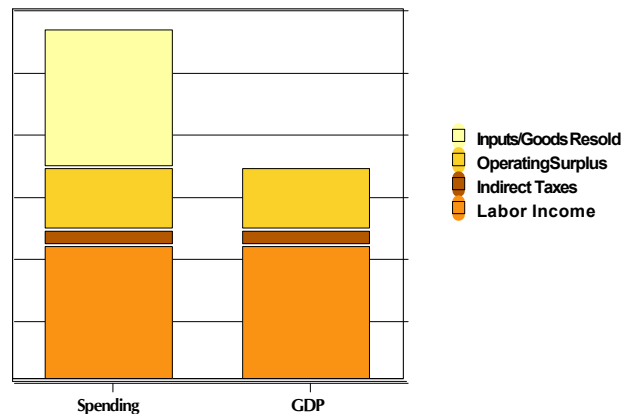
Direct impacts are reported for all counties within California. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2018. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the California economy prepared by the IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures

part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings.

GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the California travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade

Relationship Between Spending and Gross Domestic Product



It is for this reason that "travel spending" - as measured from surveys of visitors - is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of

the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

DEFINITION OF TERMS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Federal Taxes: Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: 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 counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

Other spending: Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

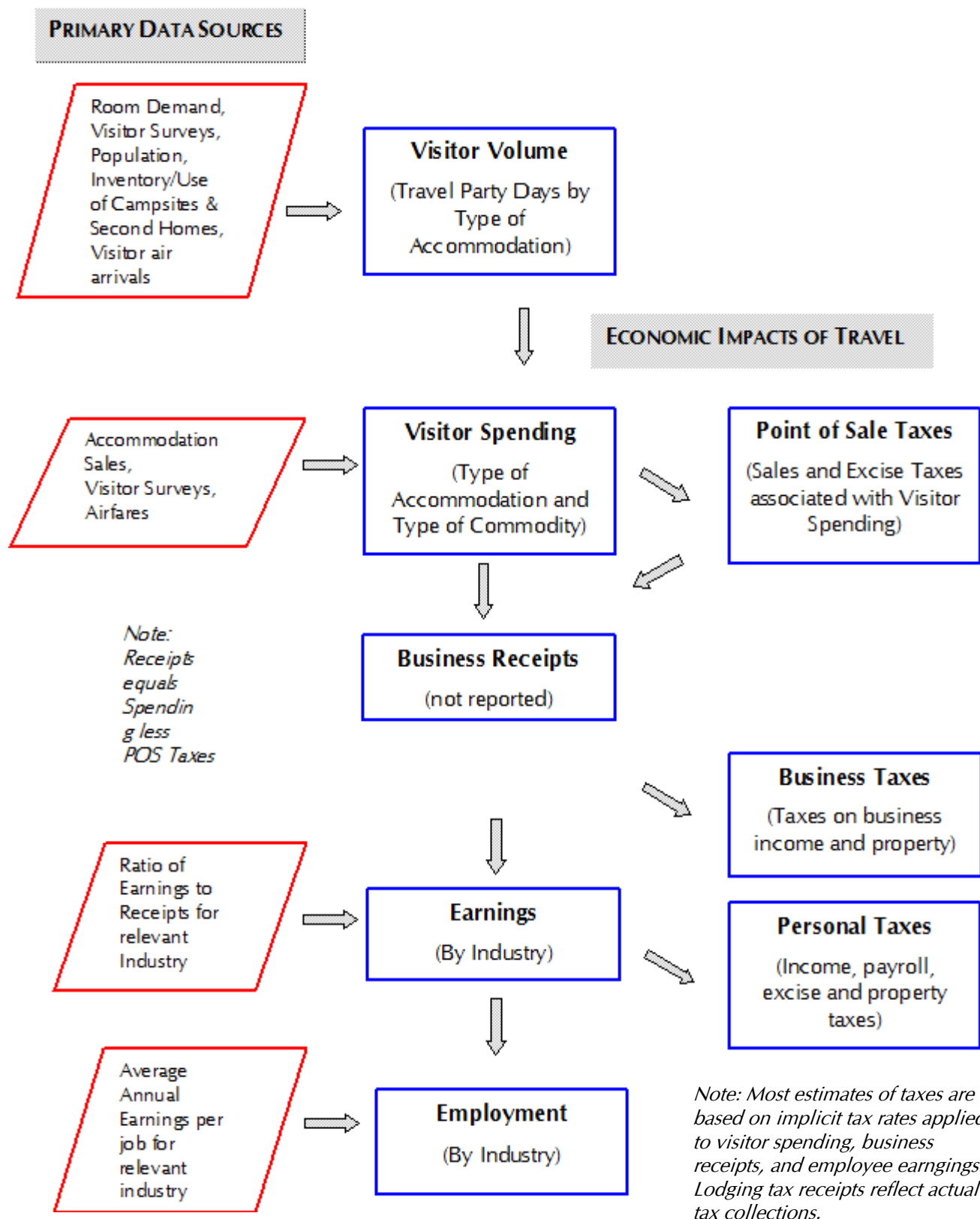
State Taxes: Sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

REGIONAL TRAVEL IMPACT MODEL



TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”^[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger - they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.² There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.³ Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

² The North American Industrial Classification System (NAICS) is the current standard in the United States.

³ Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.⁴

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however.

Suppose, for example, that the focus of a travel industry account is the state of California. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in California? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to California and ignore the remainder for the purpose of creating a travel industry account for California. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in California can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the California *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.⁵

⁴ The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

⁵ The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.⁶

**Bureau of Economic Analysis Tourism Industries
Distribution of Travel-Generated Compensation
in United States, 2007**

Accommodation & Food Services	38.1%
Traveler accommodations	21.5%
Food services and drinking places	16.6%
Transportation	23.3%
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	11.2%
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
Retail & Nondurable Goods Production	16.2%
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
Travel Arrangement	7.3%
All other industries	2.2%
Total Tourism Compensation	100.0%

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

⁶The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Administrative/Support Services	Travel Arrangement and Reservation Services (5615) Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.⁷ The distinction is obviously also important because it is based on different political, legal, and currency regimes - factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.⁸ There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

⁷ Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

⁸ The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

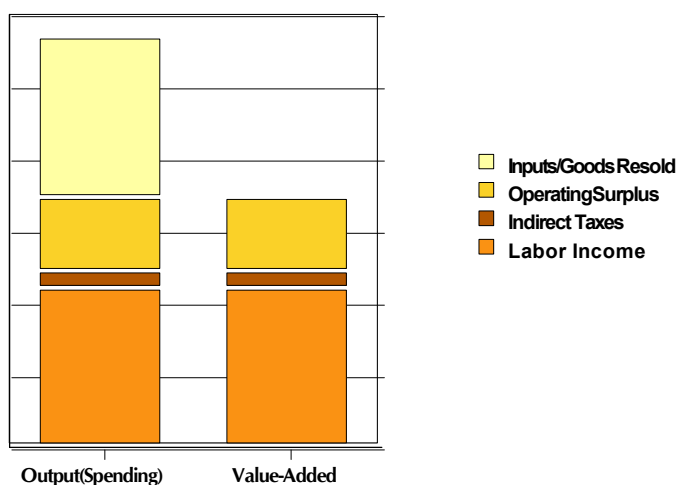
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:¹¹

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

¹¹ There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.¹²

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.¹³ The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.¹⁴ For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates.

Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

¹² It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

¹³ Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

¹⁴ It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects - the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.¹⁵ As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

¹⁵ The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis - the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

California Earnings and Employment by Industry Sector, 2016

Industry Sector	Earnings (\$Billion)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	175.6	11.1%	1,961	8.4%
Agriculture, Forestry, Fishing and related	26.0	1.6%	489	2.1%
Mining	4.2	0.3%	59	0.3%
Manufacturing	145.3	9.2%	1,412	6.1%
**Travel	46.1	2.9%	1,109	4.8%
Primarily Non Export-Oriented	728.1	45.9%	11,257	48.4%
Construction	84.0	5.3%	1,103	4.7%
Utilities	10.6	0.7%	63	0.3%
Wholesale trade	70.5	4.4%	875	3.8%
Retail trade	87.5	5.5%	2,106	9.1%
Real estate and rental and leasing	50.4	3.2%	1,175	5.0%
Management of companies and enterprises	33.8	2.1%	251	1.1%
Administrative and waste services	63.5	4.0%	1,484	6.4%
Other services, except public administration	57.3	3.6%	1,450	6.2%
Government and government enterprises	270.4	17.1%	2,751	11.8%
Mixed	681.2	43.0%	10,047	43.2%
Transportation and warehousing	47.8	3.0%	881	3.8%
Information	103.0	6.5%	612	2.6%
Finance and insurance	80.6	5.1%	1,026	4.4%
Professional and technical services	193.1	12.2%	2,007	8.6%
Educational services	23.9	1.5%	536	2.3%
Health care and social assistance	150.1	9.5%	2,599	11.2%
Leisure and Hospitality	82.6	5.2%	2,386	10.3%
California Total**	1,584.9	100.0%	23,265	100.0%

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

Industry Groups

Accommodation & Food Services

- Food services and drinking places
- Hotels and motels, including casino hotels
- Other accommodations

Arts, Entertainment & Recreation

- Amusement parks, arcades, and gambling industries
- Bowling centers
- Fitness and recreational sports centers
- Independent artists, writers, and performers
- Museums, historical sites, zoos, and parks
- Other amusement and recreation industries
- Performing arts companies
- Promoters of performing arts and sports and agents for public figures
- Spectator sports companies

Construction

- Construction of new nonresidential commercial and health care structures
- Construction of new nonresidential manufacturing structures
- Construction of new residential permanent site single- and multi-family structures
- Construction of other new nonresidential structures
- Construction of other new residential structures
- Maintenance and repair construction of nonresidential structures
- Maintenance and repair construction of residential structures

Education and Health Services

- Child day care services
- Community food, housing, and other relief services, including rehabilitation services
- Home health care services
- Individual and family services
- Medical and diagnostic labs and outpatient and other ambulatory care services
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other private educational services
- Private elementary and secondary schools
- Private hospitals
- Private junior colleges, colleges, universities, and professional schools

Financial Activities

- Commercial and industrial machinery and equipment rental and leasing
- Funds, trusts, and other financial vehicles
- General and consumer goods rental except video tapes and discs
- Imputed rental activity for owner-occupied dwellings
- Insurance agencies, brokerages, and related activities
- Insurance carriers
- Lessors of nonfinancial intangible assets
- Monetary authorities and depository credit intermediation activities
- Nondepository credit intermediation and related activities
- Real estate establishments
- Securities, commodity contracts, investments, and related activities
- Video tape and disc rental

Information

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

Manufacturing & Utilities

(280 industries)

Natural Resources and Mining

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial Fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

Other Services

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

Professional and Business Services

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

Public Administration

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

Trade

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

Transport

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage