

# *California Travel Impacts by Senate District, 2019p*

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# California Senate District Travel Impacts, 2019p

This study, prepared for the Visit California, documents the economic significance of the travel industry in California's forty Senate Districts. The estimates are comparable to the county, regional and state travel impacts prepared by Dean Runyan Associates [1]. However, due to data limitations and the need to allocate county-level estimates to Senate districts defined by zip code and population data, it is not possible to report the level of detail found in the county travel impact report.

## Interpretation of Impact Estimates

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

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

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1. California Travel Impacts, 2010-2019p (April 2020). Prepared by Dean Runyan Associates for Visit California.

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

- While two years of impact estimates are provided for each district, it is generally not advisable to emphasize annual changes in the impact estimates or to compare or rank districts with respect to year-to-year changes. This is because the district estimates are an allocation of county level estimates based on room inventory, population and other factors.

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

## 2019 California Senate District Travel Impacts

Senate District		Spending (\$000,000)			Earnings (\$000,000)	Employ. (000)	Tax Revenue (\$000,000)		
		Total	Visitor	Other			Local	State	Total
01	Northeast California	\$3,969	\$3,740	\$229	\$1,491	41.0	\$138	\$182	\$320
02	North Coast	\$3,791	\$3,382	\$409	\$1,509	38.6	\$167	\$164	\$331
03	Napa Valley	\$3,871	\$3,622	\$249	\$1,593	40.6	\$181	\$172	\$353
04	North Central	\$2,255	\$1,869	\$386	\$639	19.8	\$62	\$107	\$169
05	San Joaquin Valley	\$1,469	\$1,271	\$198	\$486	14.0	\$44	\$87	\$131
06	Sacramento	\$3,234	\$2,611	\$623	\$938	25.3	\$104	\$134	\$238
07	Walnut Creek	\$2,180	\$1,926	\$254	\$810	18.2	\$81	\$109	\$190
08	East Central	\$3,947	\$3,656	\$291	\$1,247	38.4	\$148	\$160	\$308
09	Berkeley-Oakland	\$2,817	\$2,076	\$741	\$1,173	20.0	\$106	\$111	\$218
10	Fremont-Hayword	\$3,663	\$3,224	\$439	\$1,180	24.3	\$172	\$147	\$319
11	San Francisco	\$14,137	\$11,191	\$2,946	\$4,405	68.1	\$699	\$418	\$1,116
12	Merced-Salinas	\$1,682	\$1,476	\$206	\$590	15.0	\$73	\$106	\$179
13	Palo Alto	\$5,964	\$5,415	\$548	\$3,135	55.0	\$355	\$257	\$612
14	Central	\$1,218	\$1,008	\$210	\$358	11.4	\$33	\$78	\$111
15	San Jose	\$2,864	\$1,966	\$898	\$668	13.2	\$107	\$101	\$208
16	Bakersfield	\$2,744	\$2,526	\$218	\$907	28.2	\$67	\$133	\$199
17	Central Coast	\$6,226	\$5,893	\$333	\$2,529	59.2	\$274	\$267	\$541
18	Los Angeles	\$1,605	\$1,327	\$278	\$635	11.2	\$100	\$96	\$196
19	Santa Barbara	\$3,424	\$3,140	\$283	\$1,193	32.0	\$135	\$160	\$295
20	Ontario	\$2,280	\$1,850	\$430	\$679	20.2	\$81	\$108	\$188
21	Lancaster-Palmdale	\$1,709	\$1,474	\$235	\$593	13.6	\$87	\$99	\$185
22	San Gabriel	\$2,063	\$1,610	\$453	\$810	14.4	\$116	\$106	\$222
23	San Bernardino-Yucaipa	\$2,811	\$2,600	\$211	\$820	27.1	\$67	\$138	\$205
24	Los Angeles East	\$1,711	\$1,376	\$335	\$659	11.8	\$103	\$98	\$201
25	Glendale-Pasadena	\$2,420	\$1,960	\$460	\$992	17.5	\$128	\$116	\$245
26	Los Angeles Coast	\$10,009	\$7,699	\$2,310	\$5,888	78.5	\$395	\$273	\$668
27	Thousand Oaks-Simi Valley	\$2,327	\$1,880	\$448	\$882	17.5	\$109	\$114	\$223
28	Palm Springs	\$6,772	\$6,467	\$305	\$2,073	63.5	\$195	\$272	\$467
29	Fullerton	\$2,530	\$2,101	\$429	\$967	22.4	\$120	\$118	\$238
30	Los Angeles	\$3,510	\$3,006	\$504	\$1,589	26.5	\$186	\$148	\$334
31	Moreno Valley	\$1,737	\$1,511	\$226	\$514	16.1	\$70	\$108	\$178
32	Los Angeles South	\$2,176	\$1,918	\$258	\$861	16.9	\$129	\$114	\$243
33	Long Beach	\$2,492	\$1,947	\$545	\$1,206	18.3	\$128	\$113	\$241
34	Orange Coast	\$6,272	\$5,503	\$769	\$2,395	55.2	\$274	\$202	\$477
35	Gardena-Inglewood	\$3,105	\$2,474	\$631	\$1,550	23.3	\$155	\$129	\$284
36	Carlsbad-San Clemente	\$2,925	\$2,592	\$333	\$1,061	25.2	\$135	\$129	\$264
37	Irvine-Newport Beach	\$4,501	\$3,924	\$577	\$1,802	42.6	\$195	\$168	\$363
38	Escondido-El Cajon	\$2,104	\$1,820	\$284	\$677	16.2	\$102	\$108	\$209
39	San Diego	\$8,317	\$7,128	\$1,189	\$2,695	60.7	\$347	\$237	\$585
40	Chula Vista	\$2,020	\$1,683	\$336	\$560	15.0	\$83	\$102	\$185
	California	\$144,851	\$131,089	\$13,762	\$54,760	1,176.0	\$6,252	\$5,987	\$12,239

## 2018 California Senate District Employment Characteristics

Senate District	<u>District Employment (000)</u>			<u>District Percent of State</u>	
	Total	Travel	Pct.Travel	Total	Travel
01 Northeast California	506.8	39.4	7.8%	2.1%	3.4%
02 North Coast	589.6	38.1	6.5%	2.4%	3.3%
03 Napa Valley	548.2	40.5	7.4%	2.3%	3.5%
04 North Central	529.1	19.4	3.7%	2.2%	1.7%
05 San Joaquin Valley	481.9	13.5	2.8%	2.0%	1.2%
06 Sacramento	634.4	24.5	3.9%	2.6%	2.1%
07 Walnut Creek	661.3	18.1	2.7%	2.7%	1.6%
08 East Central	533.9	36.8	6.9%	2.2%	3.2%
09 Berkeley-Oakland	581.2	20.2	3.5%	2.4%	1.7%
10 Fremont-Hayword	790.6	24.7	3.1%	3.3%	2.1%
11 San Francisco	1,040.4	69.1	6.6%	4.3%	5.9%
12 Merced-Salinas	383.8	14.7	3.8%	1.6%	1.3%
13 Palo Alto	1,021.1	62.6	6.1%	4.2%	5.4%
14 Central	388.1	11.3	2.9%	1.6%	1.0%
15 San Jose	454.4	12.7	2.8%	1.9%	1.1%
16 Bakersfield	505.2	27.4	5.4%	2.1%	2.4%
17 Central Coast	579.6	57.5	9.9%	2.4%	4.9%
18 Los Angeles	464.2	11.1	2.4%	1.9%	1.0%
19 Santa Barbara	532.2	30.8	5.8%	2.2%	2.7%
20 Ontario	576.2	19.2	3.3%	2.4%	1.6%
21 Lancaster-Palmdale	316.0	13.3	4.2%	1.3%	1.1%
22 San Gabriel	484.0	14.4	3.0%	2.0%	1.2%
23 San Bernardino-Yucaipa	436.8	26.3	6.0%	1.8%	2.3%
24 Los Angeles East	546.0	11.8	2.2%	2.3%	1.0%
25 Glendale-Pasadena	683.2	17.4	2.5%	2.8%	1.5%
26 Los Angeles Coast	1,247.7	73.4	5.9%	5.2%	6.3%
27 Thousand Oaks-Simi Valley	766.5	17.5	2.3%	3.2%	1.5%
28 Palm Springs	469.5	61.8	13.2%	1.9%	5.3%
29 Fullerton	571.5	22.1	3.9%	2.4%	1.9%
30 Los Angeles	688.6	26.2	3.8%	2.8%	2.3%
31 Moreno Valley	516.9	15.7	3.0%	2.1%	1.4%
32 Los Angeles South	573.1	16.9	2.9%	2.4%	1.5%
33 Long Beach	489.6	17.6	3.6%	2.0%	1.5%
34 Orange Coast	571.4	54.2	9.5%	2.4%	4.7%
35 Gardena-Inglewood	508.1	22.4	4.4%	2.1%	1.9%
36 Carlsbad-San Clemente	551.0	25.3	4.6%	2.3%	2.2%
37 Irvine-Newport Beach	1,056.0	42.0	4.0%	4.4%	3.6%
38 Escondido-El Cajon	486.1	16.3	3.4%	2.0%	1.4%
39 San Diego	1,103.2	61.8	5.6%	4.6%	5.3%
40 Chula Vista	350.6	14.8	4.2%	1.4%	1.3%
California	24,218	1,163	4.8%	100.0%	100.0%

## 2019 California Senate District Tax Impacts

Senate District	Revenue Generated by \$100 Visitor Spending			Revenue per District Household		
	Local	State	Total	Local	State	Total
01 Northeast California	\$3.69	\$4.29	\$7.98	\$364	\$423	\$787
02 North Coast	\$4.94	\$4.20	\$9.15	\$445	\$378	\$823
03 Napa Valley	\$5.00	\$4.14	\$9.14	\$517	\$428	\$945
04 North Central	\$3.32	\$4.52	\$7.83	\$169	\$230	\$398
05 San Joaquin Valley	\$3.45	\$5.05	\$8.50	\$136	\$198	\$334
06 Sacramento	\$3.98	\$4.27	\$8.25	\$283	\$304	\$587
07 Walnut Creek	\$4.21	\$4.49	\$8.69	\$224	\$238	\$462
08 East Central	\$4.04	\$3.77	\$7.81	\$454	\$424	\$878
09 Berkeley-Oakland	\$5.13	\$4.17	\$9.30	\$287	\$233	\$520
10 Fremont-Hayword	\$5.32	\$3.85	\$9.18	\$480	\$347	\$827
11 San Francisco	\$6.24	\$3.47	\$9.71	\$1,637	\$909	\$2,545
12 Merced-Salinas	\$4.94	\$5.66	\$10.60	\$243	\$279	\$521
13 Palo Alto	\$6.56	\$4.25	\$10.81	\$1,015	\$657	\$1,672
14 Central	\$3.29	\$5.54	\$8.84	\$113	\$191	\$304
15 San Jose	\$5.43	\$3.96	\$9.40	\$313	\$229	\$542
16 Bakersfield	\$2.65	\$4.37	\$7.02	\$227	\$376	\$603
17 Central Coast	\$4.65	\$4.16	\$8.80	\$800	\$716	\$1,516
18 Los Angeles	\$7.52	\$5.60	\$13.12	\$315	\$235	\$550
19 Santa Barbara	\$4.30	\$4.42	\$8.72	\$425	\$436	\$861
20 Ontario	\$4.36	\$4.59	\$8.95	\$268	\$282	\$550
21 Lancaster-Palmdale	\$5.87	\$5.25	\$11.13	\$280	\$251	\$531
22 San Gabriel	\$7.19	\$5.22	\$12.42	\$366	\$266	\$632
23 San Bernardino-Yucaipa	\$2.59	\$4.44	\$7.02	\$219	\$375	\$593
24 Los Angeles East	\$7.48	\$5.55	\$13.03	\$325	\$242	\$567
25 Glendale-Pasadena	\$6.55	\$4.79	\$11.34	\$408	\$298	\$707
26 Los Angeles Coast	\$5.13	\$3.11	\$8.24	\$1,261	\$766	\$2,027
27 Thousand Oaks-Simi Valley	\$5.81	\$4.86	\$10.67	\$346	\$289	\$634
28 Palm Springs	\$3.02	\$3.84	\$6.86	\$602	\$766	\$1,368
29 Fullerton	\$5.72	\$4.56	\$10.28	\$378	\$301	\$679
30 Los Angeles	\$6.19	\$4.17	\$10.36	\$595	\$400	\$995
31 Moreno Valley	\$4.65	\$5.58	\$10.22	\$214	\$257	\$471
32 Los Angeles South	\$6.74	\$4.81	\$11.55	\$406	\$290	\$696
33 Long Beach	\$6.59	\$4.60	\$11.18	\$410	\$286	\$696
34 Orange Coast	\$4.99	\$3.24	\$8.23	\$853	\$555	\$1,409
35 Gardena-Inglewood	\$6.27	\$4.24	\$10.51	\$490	\$331	\$822
36 Carlsbad-San Clemente	\$5.22	\$4.13	\$9.35	\$398	\$315	\$713
37 Irvine-Newport Beach	\$4.96	\$3.70	\$8.66	\$596	\$444	\$1,040
38 Escondido-El Cajon	\$5.58	\$4.67	\$10.25	\$290	\$242	\$532
39 San Diego	\$4.87	\$2.97	\$7.85	\$990	\$605	\$1,594
40 Chula Vista	\$4.95	\$4.72	\$9.67	\$246	\$235	\$480
California	\$4.77	\$4.57	\$9.34	\$470	\$450	\$919

## Senate District 01

Northeast California

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

### Travel Impacts

	2018	2019p
Spending (millions)	\$3,718	\$3,969
Visitor Spending	\$3,501	\$3,740
Other Spending	\$218	\$229
Earnings (millions)	\$1,359	\$1,491
Employment (thousands)	39.4	41.0
State & Local Tax Revenue (millions)	\$297	\$320
Local Tax Revenue	\$128	\$138
State Tax Revenue	\$169	\$182

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	3.4%
Travel Percent of Total District Employment	7.8%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.70	Local tax revenue	\$364
State tax revenue	\$4.30	State tax revenue	\$423
Local & State Total	\$8.00	Local & State Total	\$787

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



## Senate District 02

North Coast

includes Humboldt, Mendocino, Lake, Sonoma counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$3,673	\$3,791
Visitor Spending	\$3,293	\$3,382
Other Spending	\$380	\$409
Earnings (millions)	\$1,416	\$1,509
Employment (thousands)	38.1	38.6
State & Local Tax Revenue (millions)	\$320	\$331
Local Tax Revenue	\$163	\$167
State Tax Revenue	\$157	\$164

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	3.3%
Travel Percent of Total District Employment	6.5%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$445
State tax revenue	\$4.20	State tax revenue	\$378
Local & State Total	\$9.10	Local & State Total	\$823

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

## Senate District 03

Napa Valley

includes Yolo, Napa, Solano counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$3,776	\$3,871
Visitor Spending	\$3,535	\$3,622
Other Spending	\$241	\$249
Earnings (millions)	\$1,514	\$1,593
Employment (thousands)	40.5	40.6
State & Local Tax Revenue (millions)	\$341	\$353
Local Tax Revenue	\$175	\$181
State Tax Revenue	\$166	\$172

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	3.5%
Travel Percent of Total District Employment	7.4%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.00	Local tax revenue	\$517
State tax revenue	\$4.10	State tax revenue	\$428
Local & State Total	\$9.10	Local & State Total	\$945

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

## Senate District 04

North Central

includes Trinity, Tehama, Colusa, Sutter, Yuba counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$2,116	\$2,255
Visitor Spending	\$1,755	\$1,869
Other Spending	\$361	\$386
Earnings (millions)	\$590	\$639
Employment (thousands)	19.4	19.8
State & Local Tax Revenue (millions)	\$157	\$169
Local Tax Revenue	\$57	\$62
State Tax Revenue	\$100	\$107

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.7%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.30	Local tax revenue	\$169
State tax revenue	\$4.50	State tax revenue	\$230
Local & State Total	\$7.80	Local & State Total	\$398

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

## Senate District 05

San Joaquin Valley

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

### Travel Impacts

	2018	2019p
Spending (millions)	\$1,393	\$1,469
Visitor Spending	\$1,202	\$1,271
Other Spending	\$190	\$198
Earnings (millions)	\$444	\$486
Employment (thousands)	13.5	14.0
State & Local Tax Revenue (millions)	\$122	\$131
Local Tax Revenue	\$41	\$44
State Tax Revenue	\$81	\$87

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	2.8%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.50	Local tax revenue	\$136
State tax revenue	\$5.00	State tax revenue	\$198
Local & State Total	\$8.50	Local & State Total	\$334

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

## Senate District 06

Sacramento

Placer, Sacramento, Sutter, Yolo counties

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$3,065	\$3,234
Visitor Spending	\$2,487	\$2,611
Other Spending	\$578	\$623
Earnings (millions)	\$879	\$938
Employment (thousands)	24.5	25.3
State & Local Tax Revenue (millions)	\$226	\$238
Local Tax Revenue	\$99	\$104
State Tax Revenue	\$127	\$134

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	3.9%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.00	\$283
State tax revenue	State tax revenue
\$4.30	\$304
Local & State Total	Local & State Total
\$8.20	\$587

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

## Senate District 07

Walnut Creek

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

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,129	\$2,180
Visitor Spending	\$1,885	\$1,926
Other Spending	\$244	\$254
Earnings (millions)	\$776	\$810
Employment (thousands)	18.1	18.2
State & Local Tax Revenue (millions)	\$185	\$190
Local Tax Revenue	\$80	\$81
State Tax Revenue	\$105	\$109

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.7%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	2.7%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.20	\$224
State tax revenue	State tax revenue
\$4.50	\$238
Local & State Total	Local & State Total
\$8.70	\$462

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

## Senate District 08

East Central

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

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$3,729	\$3,947
Visitor Spending	\$3,452	\$3,656
Other Spending	\$277	\$291
Earnings (millions)	\$1,147	\$1,247
Employment (thousands)	36.8	38.4
State & Local Tax Revenue (millions)	\$287	\$308
Local Tax Revenue	\$137	\$148
State Tax Revenue	\$150	\$160

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	3.2%
Travel Percent of Total District Employment	6.9%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue <span style="float: right;">\$4.00</span>	Local tax revenue <span style="float: right;">\$454</span>
State tax revenue <span style="float: right;">\$3.80</span>	State tax revenue <span style="float: right;">\$424</span>
Local & State Total <span style="float: right;">\$7.80</span>	Local & State Total <span style="float: right;">\$878</span>

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

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

**Travel Impacts**

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,790	\$2,817
Visitor Spending	\$2,069	\$2,076
Other Spending	\$721	\$741
Earnings (millions)	\$1,159	\$1,173
Employment (thousands)	20.2	20.0
State & Local Tax Revenue (millions)	\$215	\$218
Local Tax Revenue	\$107	\$106
State Tax Revenue	\$109	\$111

**Employment Characteristics (2018)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.5%

**Travel-generated tax revenue (2019p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.10	Local tax revenue	\$287
State tax revenue	\$4.20	State tax revenue	\$233
Local & State Total	\$9.30	Local & State Total	\$520

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



## Senate District 10

Fremont-Hayword

Alameda, San Joaquin, Santa Clara counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$3,650	\$3,663
Visitor Spending	\$3,238	\$3,224
Other Spending	\$411	\$439
Earnings (millions)	\$1,154	\$1,180
Employment (thousands)	24.7	24.3
State & Local Tax Revenue (millions)	\$317	\$319
Local Tax Revenue	\$172	\$172
State Tax Revenue	\$145	\$147

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.3%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	3.1%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.30	Local tax revenue	\$480
State tax revenue	\$3.90	State tax revenue	\$347
Local & State Total	\$9.20	Local & State Total	\$827

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

# Senate District 11

San Francisco

Alameda, Marin, San Francisco, San Mateo counties

## Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$13,881	\$14,137
Visitor Spending	\$11,018	\$11,191
Other Spending	\$2,862	\$2,946
Earnings (millions)	\$4,248	\$4,405
Employment (thousands)	69.1	68.1
State & Local Tax Revenue (millions)	\$1,097	\$1,116
Local Tax Revenue	\$680	\$699
State Tax Revenue	\$416	\$418

## Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.3%
Travel-generated employment	5.9%
Travel Percent of Total District Employment	6.6%

## Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$6.20	\$1,637
State tax revenue	State tax revenue
\$3.50	\$909
Local & State Total	Local & State Total
\$9.70	\$2,545

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

## Senate District 12

Merced-Salinas

includes San Benito, Merced, Stanislaus counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$1,617	\$1,682
Visitor Spending	\$1,419	\$1,476
Other Spending	\$198	\$206
Earnings (millions)	\$556	\$590
Employment (thousands)	14.7	15.0
State & Local Tax Revenue (millions)	\$170	\$179
Local Tax Revenue	\$70	\$73
State Tax Revenue	\$101	\$106

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	3.8%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$243
State tax revenue	\$5.70	State tax revenue	\$279
Local & State Total	\$10.60	Local & State Total	\$521

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

## Senate District 13

Palo Alto

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

### Travel Impacts

	2018	2019p
Spending (millions)	\$5,825	\$5,964
Visitor Spending	\$5,347	\$5,415
Other Spending	\$478	\$548
Earnings (millions)	\$4,338	\$3,135
Employment (thousands)	62.6	55.0
State & Local Tax Revenue (millions)	\$663	\$612
Local Tax Revenue	\$388	\$355
State Tax Revenue	\$276	\$257

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.2%
Travel-generated employment	5.4%
Travel Percent of Total District Employment	6.1%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.60	Local tax revenue	\$1,015
State tax revenue	\$4.20	State tax revenue	\$657
Local & State Total	\$10.80	Local & State Total	\$1,672

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

## Senate District 14

Central

includes Fresno, Kern, Kings and Tulare counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$1,162	\$1,218
Visitor Spending	\$961	\$1,008
Other Spending	\$201	\$210
Earnings (millions)	\$334	\$358
Employment (thousands)	11.3	11.4
State & Local Tax Revenue (millions)	\$104	\$111
Local Tax Revenue	\$31	\$33
State Tax Revenue	\$73	\$78

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.9%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.30	Local tax revenue	\$113
State tax revenue	\$5.50	State tax revenue	\$191
Local & State Total	\$8.80	Local & State Total	\$304

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

## Senate District 15

San Jose

Alameda, Santa Clara, Santa Cruz, Stanislaus counties

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,725	\$2,864
Visitor Spending	\$1,913	\$1,966
Other Spending	\$812	\$898
Earnings (millions)	\$640	\$668
Employment (thousands)	12.7	13.2
State & Local Tax Revenue (millions)	\$203	\$208
Local Tax Revenue	\$105	\$107
State Tax Revenue	\$97	\$101

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	2.8%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$5.40	\$313
State tax revenue	State tax revenue
\$4.00	\$229
Local & State Total	Local & State Total
\$9.40	\$542

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

## Senate District 16

Bakersfield

includes Kern, San Bernardino counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$2,602	\$2,744
Visitor Spending	\$2,395	\$2,526
Other Spending	\$207	\$218
Earnings (millions)	\$829	\$907
Employment (thousands)	27.4	28.2
State & Local Tax Revenue (millions)	\$186	\$199
Local Tax Revenue	\$62	\$67
State Tax Revenue	\$124	\$133

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	5.4%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$2.60	Local tax revenue	\$227
State tax revenue	\$4.40	State tax revenue	\$376
Local & State Total	\$7.00	Local & State Total	\$603

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

## Senate District 17

### Central Coast

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

#### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$6,026	\$6,226
Visitor Spending	\$5,721	\$5,893
Other Spending	\$305	\$333
Earnings (millions)	\$2,344	\$2,529
Employment (thousands)	57.5	59.2
State & Local Tax Revenue (millions)	\$519	\$541
Local Tax Revenue	\$264	\$274
State Tax Revenue	\$256	\$267

#### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	4.9%
Travel Percent of Total District Employment	9.9%

#### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue            \$4.60	Local tax revenue            \$800
State tax revenue            \$4.20	State tax revenue            \$716
Local & State Total            \$8.80	Local & State Total            \$1,516

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



## Senate District 18

Los Angeles

Los Angeles County

### Travel Impacts

	2018	2019p
Spending (millions)	\$1,555	\$1,605
Visitor Spending	\$1,289	\$1,327
Other Spending	\$266	\$278
Earnings (millions)	\$591	\$635
Employment (thousands)	11.1	11.2
State & Local Tax Revenue (millions)	\$184	\$196
Local Tax Revenue	\$94	\$100
State Tax Revenue	\$90	\$96

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.4%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.50	Local tax revenue	\$315
State tax revenue	\$5.60	State tax revenue	\$235
Local & State Total	\$13.10	Local & State Total	\$550

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

## Senate District 19

Santa Barbara

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

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$3,244	\$3,424
Visitor Spending	\$2,977	\$3,140
Other Spending	\$267	\$283
Earnings (millions)	\$1,107	\$1,193
Employment (thousands)	30.8	32.0
State & Local Tax Revenue (millions)	\$277	\$295
Local Tax Revenue	\$125	\$135
State Tax Revenue	\$152	\$160

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.7%
Travel Percent of Total District Employment	5.8%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.30	\$425
State tax revenue	State tax revenue
\$4.40	\$436
Local & State Total	Local & State Total
\$8.70	\$861

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

## Senate District 20

Ontario

San Bernardino County

### Travel Impacts

	2018	2019p
Spending (millions)	\$2,116	\$2,280
Visitor Spending	\$1,712	\$1,850
Other Spending	\$404	\$430
Earnings (millions)	\$622	\$679
Employment (thousands)	19.2	20.2
State & Local Tax Revenue (millions)	\$174	\$188
Local Tax Revenue	\$75	\$81
State Tax Revenue	\$99	\$108

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	3.3%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.40	Local tax revenue	\$268
State tax revenue	\$4.60	State tax revenue	\$282
Local & State Total	\$8.90	Local & State Total	\$550

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

## Senate District 21

Lancaster-Palmdale

Kern, Los Angeles, San Bernardino, Ventura counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$1,638	\$1,709
Visitor Spending	\$1,414	\$1,474
Other Spending	\$224	\$235
Earnings (millions)	\$559	\$593
Employment (thousands)	13.3	13.6
State & Local Tax Revenue (millions)	\$174	\$185
Local Tax Revenue	\$82	\$87
State Tax Revenue	\$93	\$99

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	4.2%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.90	Local tax revenue	\$280
State tax revenue	\$5.30	State tax revenue	\$251
Local & State Total	\$11.10	Local & State Total	\$531

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

## Senate District 22

San Gabriel

Los Angeles County

### Travel Impacts

	2018	2019p
Spending (millions)	\$2,001	\$2,063
Visitor Spending	\$1,573	\$1,610
Other Spending	\$427	\$453
Earnings (millions)	\$770	\$810
Employment (thousands)	14.4	14.4
State & Local Tax Revenue (millions)	\$210	\$222
Local Tax Revenue	\$110	\$116
State Tax Revenue	\$101	\$106

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.2%
Travel Percent of Total District Employment	3.0%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.20	Local tax revenue	\$366
State tax revenue	\$5.20	State tax revenue	\$266
Local & State Total	\$12.40	Local & State Total	\$632

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

**Senate District 23**  
 San Bernardino-Yucaipa  
 Los Angeles, Riverside, San Bernardino counties

**Travel Impacts**

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,677	\$2,811
Visitor Spending	\$2,474	\$2,600
Other Spending	\$203	\$211
Earnings (millions)	\$762	\$820
Employment (thousands)	26.3	27.1
State & Local Tax Revenue (millions)	\$192	\$205
Local Tax Revenue	\$63	\$67
State Tax Revenue	\$129	\$138

**Employment Characteristics (2018)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	2.3%
Travel Percent of Total District Employment	6.0%

**Travel-generated tax revenue (2019p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$2.60	Local tax revenue	\$219
State tax revenue	\$4.40	State tax revenue	\$375
Local & State Total	\$7.00	Local & State Total	\$593

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

## Senate District 24

Los Angeles East

Los Angeles County

### Travel Impacts

	2018	2019p
Spending (millions)	\$1,656	\$1,711
Visitor Spending	\$1,339	\$1,376
Other Spending	\$317	\$335
Earnings (millions)	\$624	\$659
Employment (thousands)	11.8	11.8
State & Local Tax Revenue (millions)	\$190	\$201
Local Tax Revenue	\$97	\$103
State Tax Revenue	\$92	\$98

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.2%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$7.50	Local tax revenue	\$325
State tax revenue	\$5.60	State tax revenue	\$242
Local & State Total	\$13.00	Local & State Total	\$567

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

## Senate District 25

Glendale-Pasadena

Los Angeles, San Bernardino counties

### Travel Impacts

	2018	2019p
Spending (millions)	\$2,354	\$2,420
Visitor Spending	\$1,917	\$1,960
Other Spending	\$437	\$460
Earnings (millions)	\$928	\$992
Employment (thousands)	17.4	17.5
State & Local Tax Revenue (millions)	\$233	\$245
Local Tax Revenue	\$123	\$128
State Tax Revenue	\$110	\$116

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.8%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.5%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.60	Local tax revenue	\$408
State tax revenue	\$4.80	State tax revenue	\$298
Local & State Total	\$11.30	Local & State Total	\$707

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



## Senate District 26

Los Angeles Coast

Los Angeles County

### Travel Impacts

	2018	2019p
Spending (millions)	\$9,859	\$10,009
Visitor Spending	\$7,601	\$7,699
Other Spending	\$2,259	\$2,310
Earnings (millions)	\$4,910	\$5,888
Employment (thousands)	73.4	78.5
State & Local Tax Revenue (millions)	\$646	\$668
Local Tax Revenue	\$385	\$395
State Tax Revenue	\$261	\$273

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	5.2%
Travel-generated employment	6.3%
Travel Percent of Total District Employment	5.9%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.10	Local tax revenue	\$1,261
State tax revenue	\$3.10	State tax revenue	\$766
Local & State Total	\$8.20	Local & State Total	\$2,027

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

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

**Travel Impacts**

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,264	\$2,327
Visitor Spending	\$1,838	\$1,880
Other Spending	\$426	\$448
Earnings (millions)	\$843	\$882
Employment (thousands)	17.5	17.5
State & Local Tax Revenue (millions)	\$213	\$223
Local Tax Revenue	\$105	\$109
State Tax Revenue	\$108	\$114

**Employment Characteristics (2018)**

District Percent of Statewide Employment	
All Payroll & Self-employment	3.2%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.3%

**Travel-generated tax revenue (2019p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.80	Local tax revenue	\$346
State tax revenue	\$4.90	State tax revenue	\$289
Local & State Total	\$10.70	Local & State Total	\$634

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

## Senate District 28

Palm Springs

Riverside County

### Travel Impacts

	2018	2019p
Spending (millions)	\$6,508	\$6,772
Visitor Spending	\$6,211	\$6,467
Other Spending	\$296	\$305
Earnings (millions)	\$1,953	\$2,073
Employment (thousands)	61.8	63.5
State & Local Tax Revenue (millions)	\$445	\$467
Local Tax Revenue	\$187	\$195
State Tax Revenue	\$258	\$272

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	5.3%
Travel Percent of Total District Employment	13.2%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$3.00	Local tax revenue	\$602
State tax revenue	\$3.80	State tax revenue	\$766
Local & State Total	\$6.90	Local & State Total	\$1,368

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

## Senate District 29

Fullerton

Los Angeles, Orange, Riverside, San Bernardino counties

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,414	\$2,530
Visitor Spending	\$2,002	\$2,101
Other Spending	\$412	\$429
Earnings (millions)	\$916	\$967
Employment (thousands)	22.1	22.4
State & Local Tax Revenue (millions)	\$226	\$238
Local Tax Revenue	\$115	\$120
State Tax Revenue	\$111	\$118

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.9%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$5.70	\$378
State tax revenue	State tax revenue
\$4.60	\$301
Local & State Total	Local & State Total
\$10.30	\$679

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

## Senate District 30

Los Angeles

Los Angeles County

### Travel Impacts

	2018	2019p
Spending (millions)	\$3,445	\$3,510
Visitor Spending	\$2,962	\$3,006
Other Spending	\$483	\$504
Earnings (millions)	\$1,462	\$1,589
Employment (thousands)	26.2	26.5
State & Local Tax Revenue (millions)	\$321	\$334
Local Tax Revenue	\$179	\$186
State Tax Revenue	\$141	\$148

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.8%
Travel-generated employment	2.3%
Travel Percent of Total District Employment	3.8%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.20	Local tax revenue	\$595
State tax revenue	\$4.20	State tax revenue	\$400
Local & State Total	\$10.40	Local & State Total	\$995

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

## Senate District 31

Moreno Valley

Orange, Riverside, San Bernardino counties

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$1,653	\$1,737
Visitor Spending	\$1,431	\$1,511
Other Spending	\$222	\$226
Earnings (millions)	\$483	\$514
Employment (thousands)	15.7	16.1
State & Local Tax Revenue (millions)	\$169	\$178
Local Tax Revenue	\$67	\$70
State Tax Revenue	\$102	\$108

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	3.0%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$4.60	\$214
State tax revenue	State tax revenue
\$5.60	\$257
Local & State Total	Local & State Total
\$10.20	\$471

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

## Senate District 32

Los Angeles South

Los Angeles County

### Travel Impacts

	2018	2019p
Spending (millions)	\$2,112	\$2,176
Visitor Spending	\$1,866	\$1,918
Other Spending	\$246	\$258
Earnings (millions)	\$820	\$861
Employment (thousands)	16.9	16.9
State & Local Tax Revenue (millions)	\$231	\$243
Local Tax Revenue	\$123	\$129
State Tax Revenue	\$108	\$114

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.9%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$6.70	Local tax revenue	\$406
State tax revenue	\$4.80	State tax revenue	\$290
Local & State Total	\$11.60	Local & State Total	\$696

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

## Senate District 33

Long Beach

Los Angeles County

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,430	\$2,492
Visitor Spending	\$1,904	\$1,947
Other Spending	\$526	\$545
Earnings (millions)	\$1,056	\$1,206
Employment (thousands)	17.6	18.3
State & Local Tax Revenue (millions)	\$228	\$241
Local Tax Revenue	\$122	\$128
State Tax Revenue	\$106	\$113

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	3.6%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$6.60	\$410
State tax revenue	State tax revenue
\$4.60	\$286
Local & State Total	Local & State Total
\$11.20	\$696

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



## Senate District 34

Orange Coast

Orange County

### Travel Impacts

	2018	2019p
Spending (millions)	\$6,064	\$6,272
Visitor Spending	\$5,314	\$5,503
Other Spending	\$750	\$769
Earnings (millions)	\$2,260	\$2,395
Employment (thousands)	54.2	55.2
State & Local Tax Revenue (millions)	\$458	\$477
Local Tax Revenue	\$265	\$274
State Tax Revenue	\$193	\$202

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	4.7%
Travel Percent of Total District Employment	9.5%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.00	Local tax revenue	\$853
State tax revenue	\$3.20	State tax revenue	\$555
Local & State Total	\$8.20	Local & State Total	\$1,409

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

## Senate District 35

Gardena-Inglewood

Los Angeles County

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$3,038	\$3,105
Visitor Spending	\$2,428	\$2,474
Other Spending	\$610	\$631
Earnings (millions)	\$1,354	\$1,550
Employment (thousands)	22.4	23.3
State & Local Tax Revenue (millions)	\$270	\$284
Local Tax Revenue	\$149	\$155
State Tax Revenue	\$122	\$129

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.4%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household		
Local tax revenue	\$6.30	Local tax revenue	\$490
State tax revenue	\$4.20	State tax revenue	\$331
Local & State Total	\$10.50	Local & State Total	\$822

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

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

**Travel Impacts**

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,856	\$2,925
Visitor Spending	\$2,542	\$2,592
Other Spending	\$314	\$333
Earnings (millions)	\$1,024	\$1,061
Employment (thousands)	25.3	25.2
State & Local Tax Revenue (millions)	\$258	\$264
Local Tax Revenue	\$134	\$135
State Tax Revenue	\$124	\$129

**Employment Characteristics (2018)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	2.2%
Travel Percent of Total District Employment	4.6%

**Travel-generated tax revenue (2019p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.20	Local tax revenue	\$398
State tax revenue	\$4.10	State tax revenue	\$315
Local & State Total	\$9.40	Local & State Total	\$713

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

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

**Travel Impacts**

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$4,322	\$4,501
Visitor Spending	\$3,766	\$3,924
Other Spending	\$557	\$577
Earnings (millions)	\$1,710	\$1,802
Employment (thousands)	42.0	42.6
State & Local Tax Revenue (millions)	\$347	\$363
Local Tax Revenue	\$187	\$195
State Tax Revenue	\$160	\$168

**Employment Characteristics (2018)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.4%
Travel-generated employment	3.6%
Travel Percent of Total District Employment	4.0%

**Travel-generated tax revenue (2019p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$5.00	Local tax revenue	\$596
State tax revenue	\$3.70	State tax revenue	\$444
Local & State Total	\$8.70	Local & State Total	\$1,040

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

## Senate District 38

Escondido-El Cajon

San Diego County

### Travel Impacts

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$2,053	\$2,104
Visitor Spending	\$1,788	\$1,820
Other Spending	\$265	\$284
Earnings (millions)	\$656	\$677
Employment (thousands)	16.3	16.2
State & Local Tax Revenue (millions)	\$206	\$209
Local Tax Revenue	\$102	\$102
State Tax Revenue	\$104	\$108

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	3.4%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates	Travel-Generated Tax Revenues per District Household
Local tax revenue	Local tax revenue
\$5.60	\$290
State tax revenue	State tax revenue
\$4.70	\$242
Local & State Total	Local & State Total
\$10.30	\$532

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

## Senate District 39

San Diego

San Diego County

### Travel Impacts

	2018	2019p
Spending (millions)	\$8,270	\$8,317
Visitor Spending	\$7,168	\$7,128
Other Spending	\$1,102	\$1,189
Earnings (millions)	\$2,638	\$2,695
Employment (thousands)	61.8	60.7
State & Local Tax Revenue (millions)	\$588	\$585
Local Tax Revenue	\$354	\$347
State Tax Revenue	\$235	\$237

### Employment Characteristics (2018)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.6%
Travel-generated employment	5.3%
Travel Percent of Total District Employment	5.6%

### Travel-generated tax revenue (2019p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$990
State tax revenue	\$3.00	State tax revenue	\$605
Local & State Total	\$7.80	Local & State Total	\$1,594

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

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

**Travel Impacts**

	<b>2018</b>	<b>2019p</b>
Spending (millions)	\$1,942	\$2,020
Visitor Spending	\$1,624	\$1,683
Other Spending	\$318	\$336
Earnings (millions)	\$533	\$560
Employment (thousands)	14.8	15.0
State & Local Tax Revenue (millions)	\$180	\$185
Local Tax Revenue	\$82	\$83
State Tax Revenue	\$97	\$102

**Employment Characteristics (2018)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	4.2%

**Travel-generated tax revenue (2019p)**

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenues per District Household	
Local tax revenue	\$4.90	Local tax revenue	\$246
State tax revenue	\$4.70	State tax revenue	\$235
Local & State Total	\$9.70	Local & State Total	\$480

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

## **APPENDICES**

**EMPLOYMENT CHARACTERISTICS**  
**VISITOR-GENERATED TAX REVENUE**  
**TRAVEL IMPACT CATEGORIES**  
**SUMMARY OF METHODOLOGY**



## Employment Characteristics

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

	Total	Travel
District	400	20
State	20,502	925

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

## Visitor-Generated Tax Revenue

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

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

### \$100 of Visitor Spending Generates

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

### Visitor-Generated Tax Revenues per District Household

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

## Travel Impact Categories

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

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

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

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

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

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

### Summary of Methodology

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

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

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

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1. California Travel Impacts, 2010-2019p (April 2020). Prepared by Dean Runyan Associates for Visit California.

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