

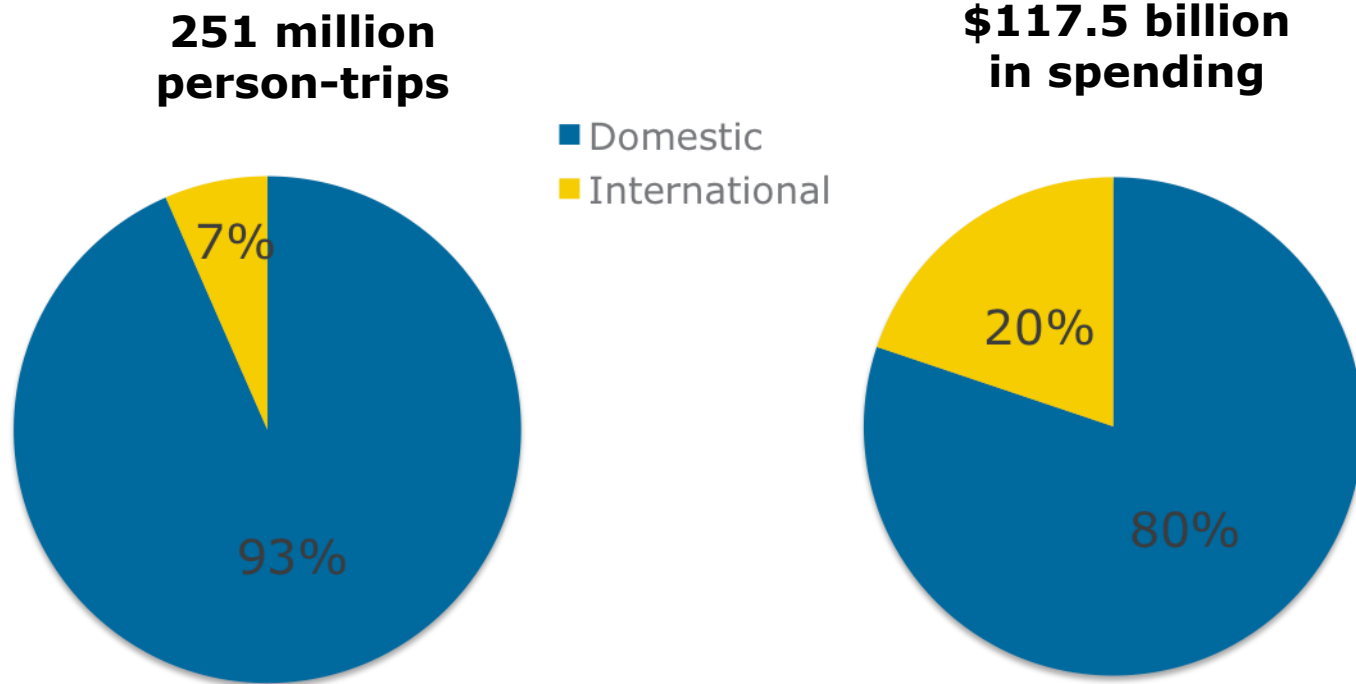
Travel Trends & Outlook for California

Dan Mishell

Visit California

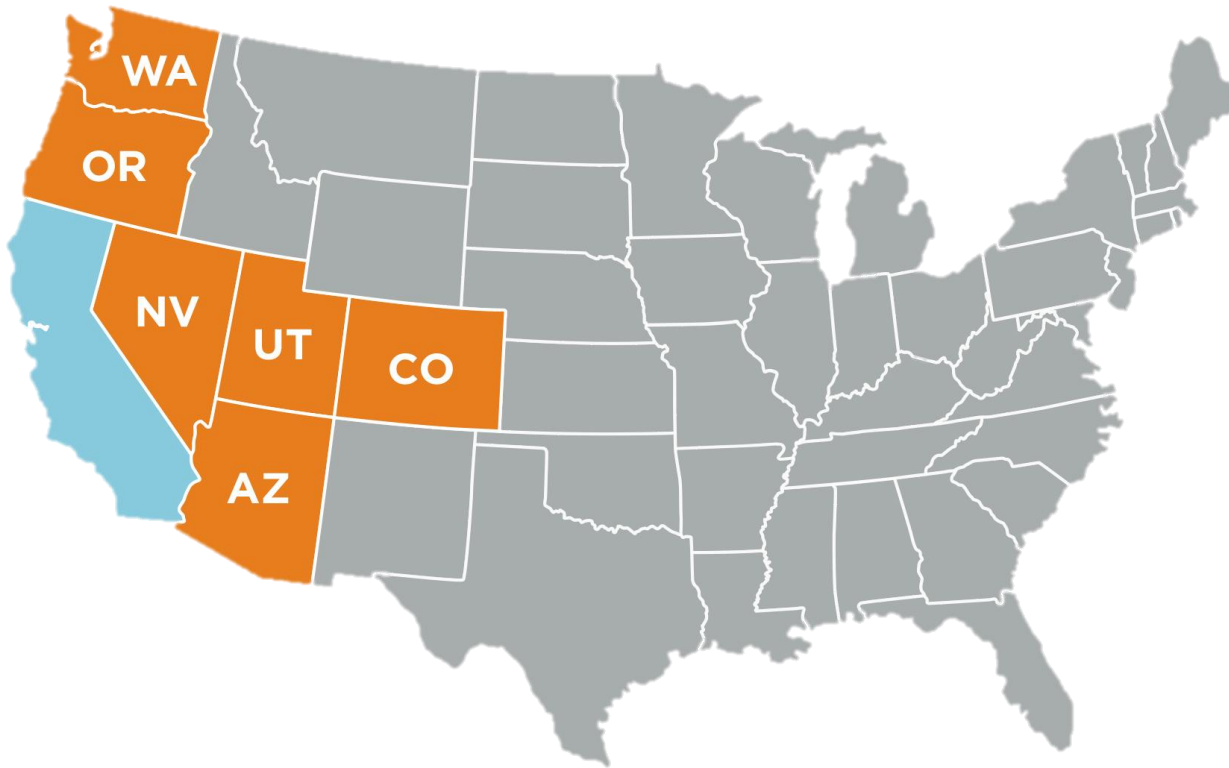


Over 90% of visits are domestic, but international accounts for 20% of spending



Source: DK Shifflet & Associates, U.S. Department of Commerce, CIC Research Inc., Dean Runyan Associates

Six primary states account for nearly half of non-resident leisure visits and 1/3 of non-resident spending in California.



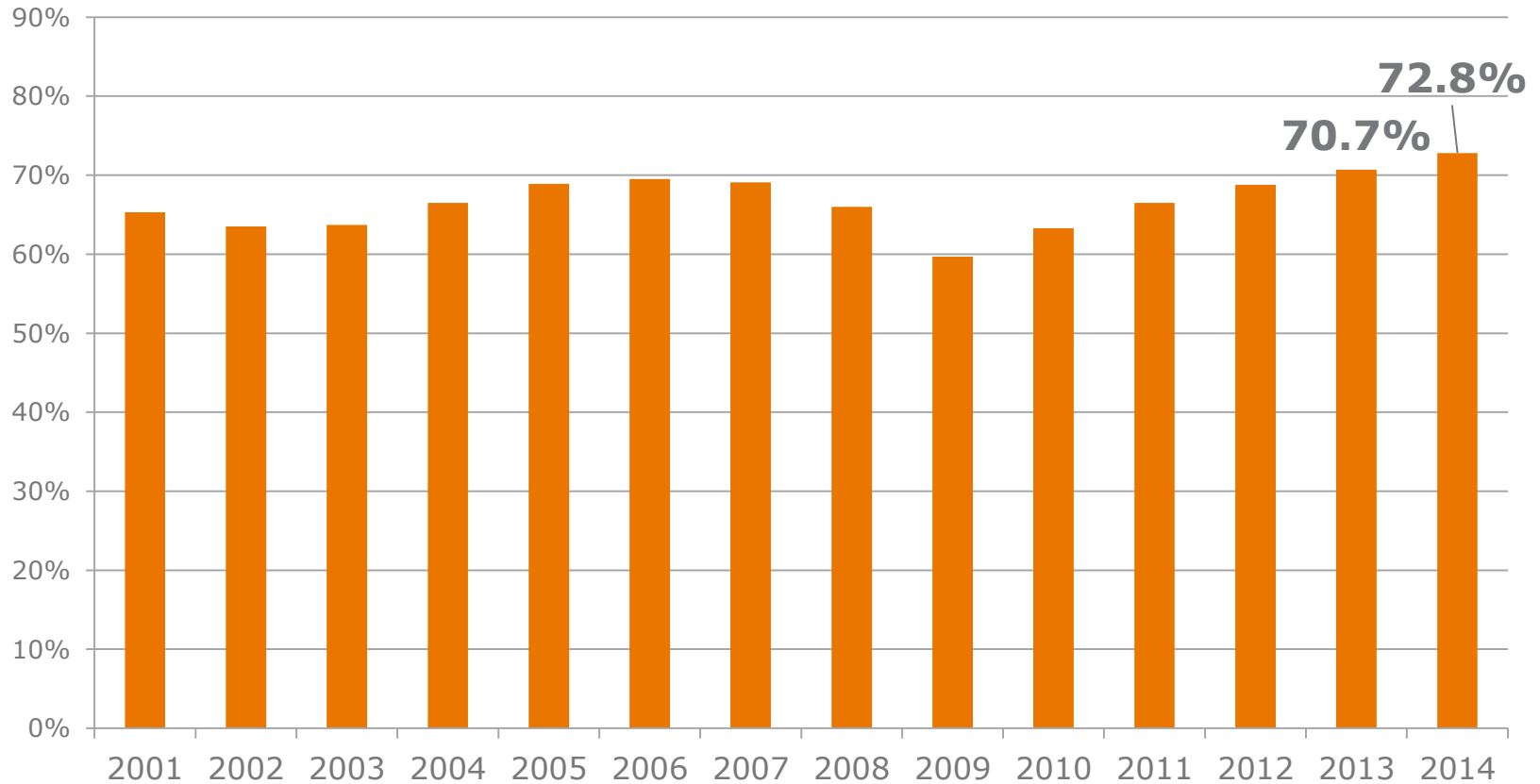
78% of U.S. leisure visits and 60% of spending is from CA residents.

**California's
diverse
base of
international
visitors
is a
strength**

	<u>2014 Volume</u>
Mexico	7,572,000
Air	542,000
Canada	1,625,000
China	996,000
U.K.	686,000
Australia	589,000
Japan	575,000
France	445,000
Germany	439,000
S. Korea	397,000
Scandinavia	268,000
India	262,000
Brazil	220,000

Source: Department of Commerce; Stats Canada;
CIC Research Inc.; BEA; Tourism Economics

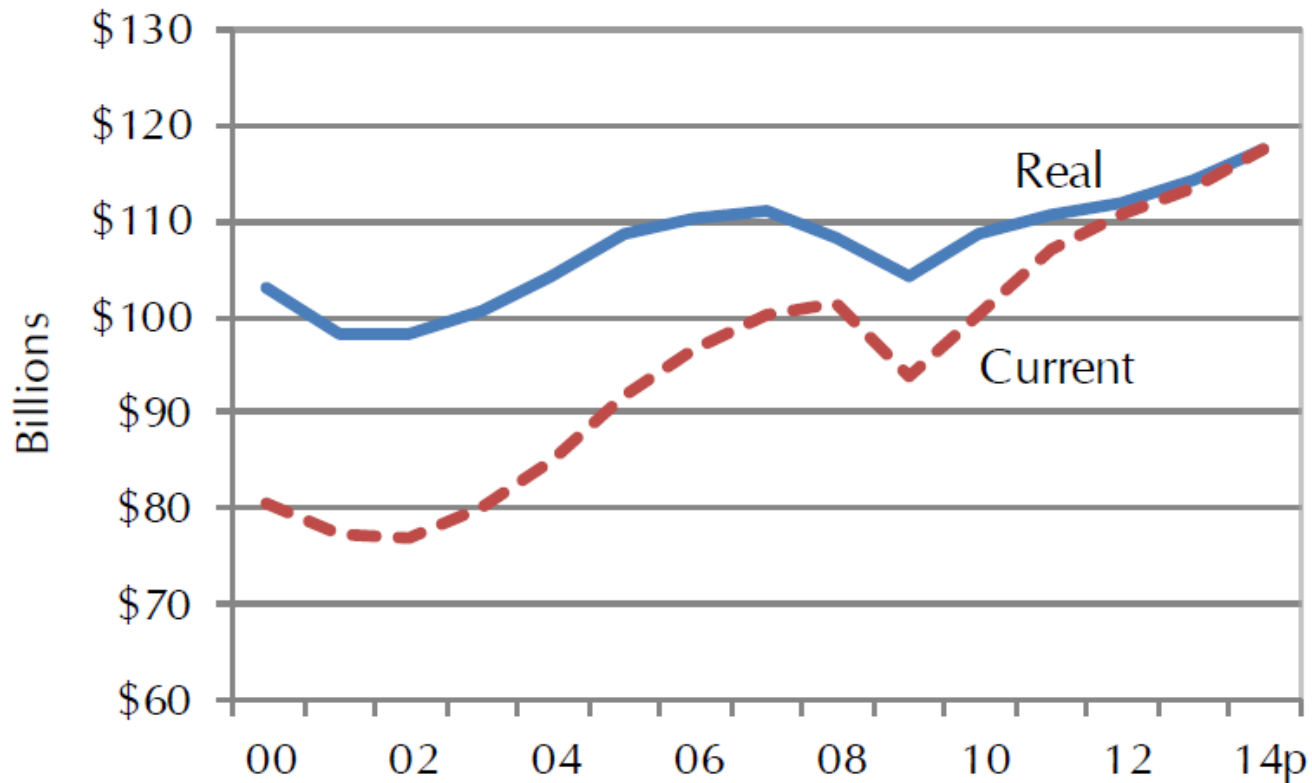
California hotel room demand is at record level



Source: Smith Travel Research

And travel spending is at an all-time high

California Travel Spending in Current & Real Dollars



Source: Dean Runyan Associates

Travelers spent nearly
\$117 BILLION
in California in 2014

\$117.5 billion

In travel-related
consumer spending

1,027,000

Tourism-related jobs in California

\$9.3 billion

In state and local
tax revenue

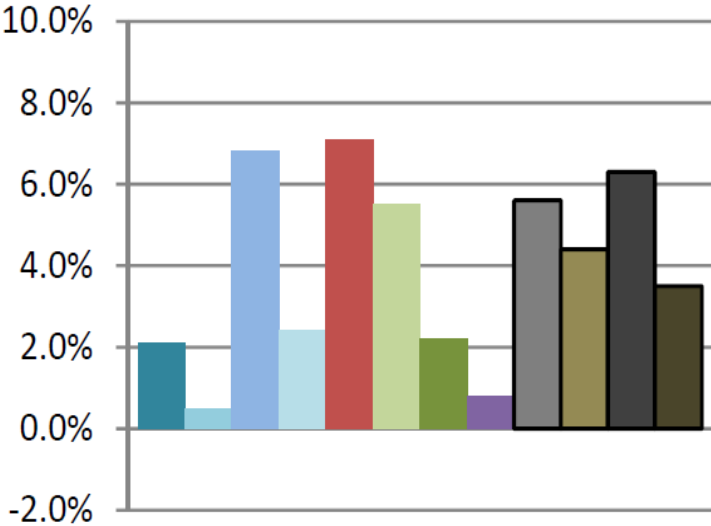
Growth continued in 2015

	California	U.S.
Lodging (Aug YTD)		
Occupancy	+2.7%	+1.8%
Average Daily Rate	+7.2%	+4.8%
Revenue Per Available Room	+10.1%	+6.7%
California Airport Traffic (July YTD)		
Domestic	+4.6%	
International	+6.9%	
Overseas Arrivals (Mar YTD)	+4.0%	+2.5%
Welcome Center Traffic (July YTD)	+6.5%	
Leisure & Hospitality Employment (Aug YTD)	+4.4%	+2.9%

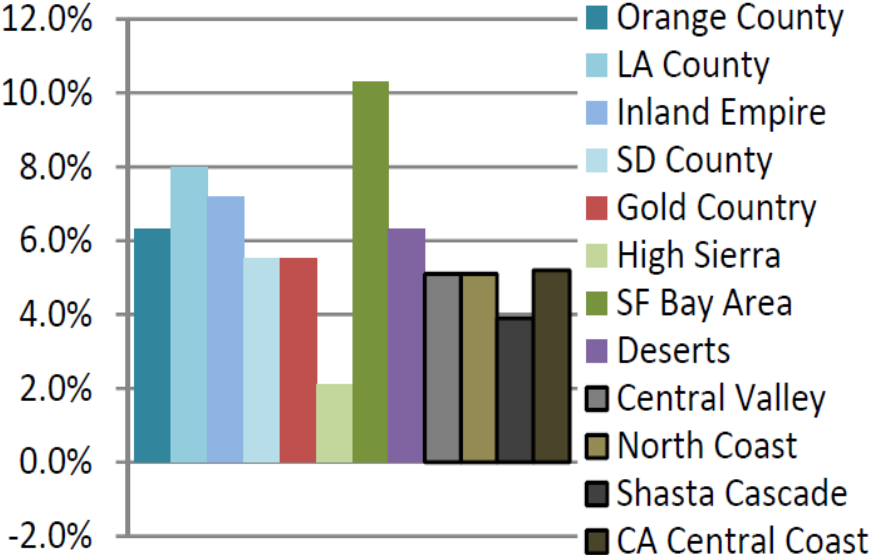
Source: Smith Travel Research

Lodging indicators are up for nearly all regions

Occupancy Aug YTD % Chg



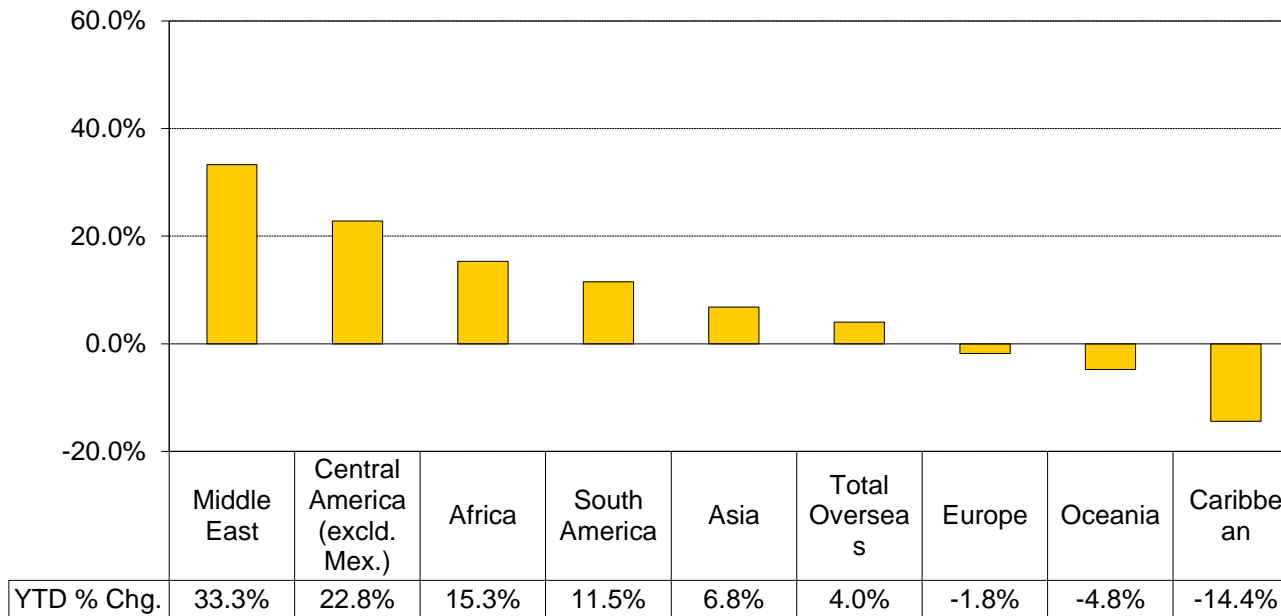
ADR Aug YTD % Chg



Source: Smith Travel Research

Q115 overseas growth led by Middle East, S. America, and Asia

**California International Port-of-Entry Arrivals from World Regions
(March YTD 2015 Year-Over-Year Percent Change)**

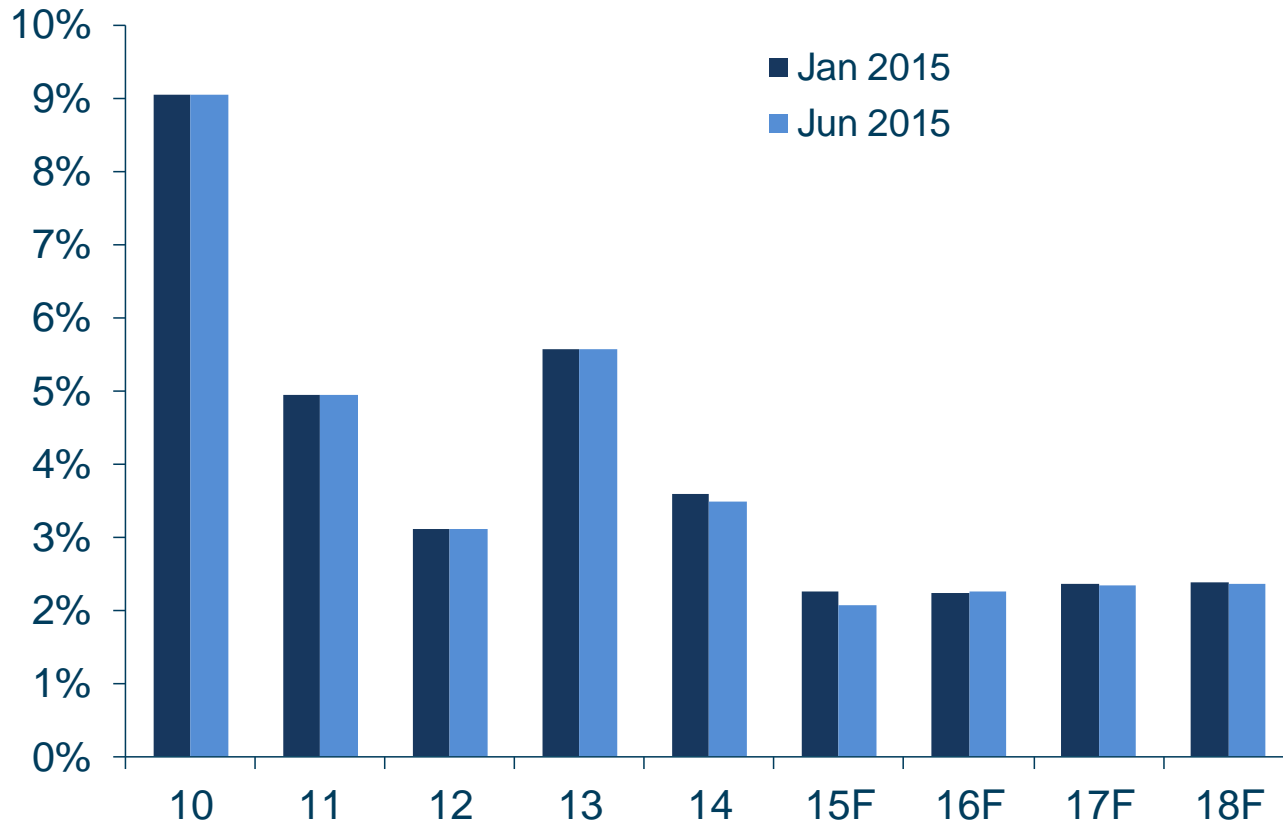


Source: U.S. Department of Commerce, National Travel & Tourism Office (NTTO), Form I-94 (Non-Resident Alien Arrivals to the U.S.).

Domestic travel forecasted to grow 2-3% annually through 2018

Total Arrivals to California

By forecast vintage, %

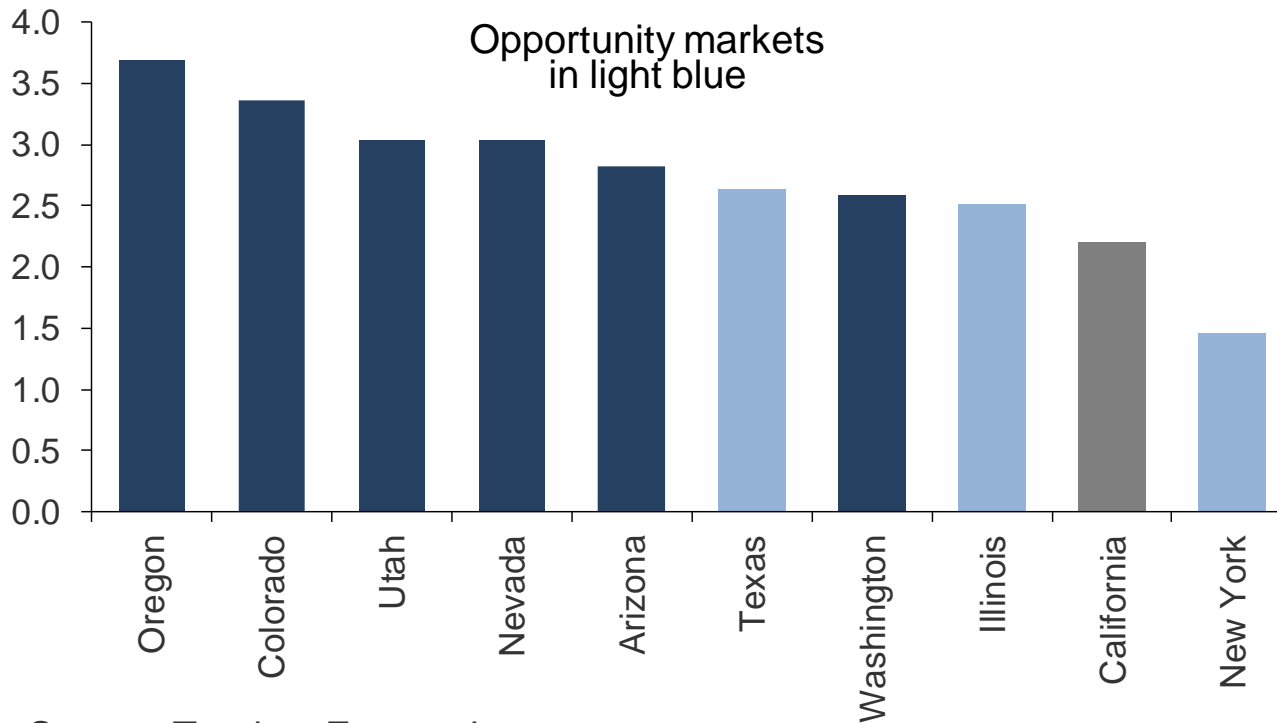


Source: Tourism Economics

Domestic growth led by western states

Projected trip growth by source market

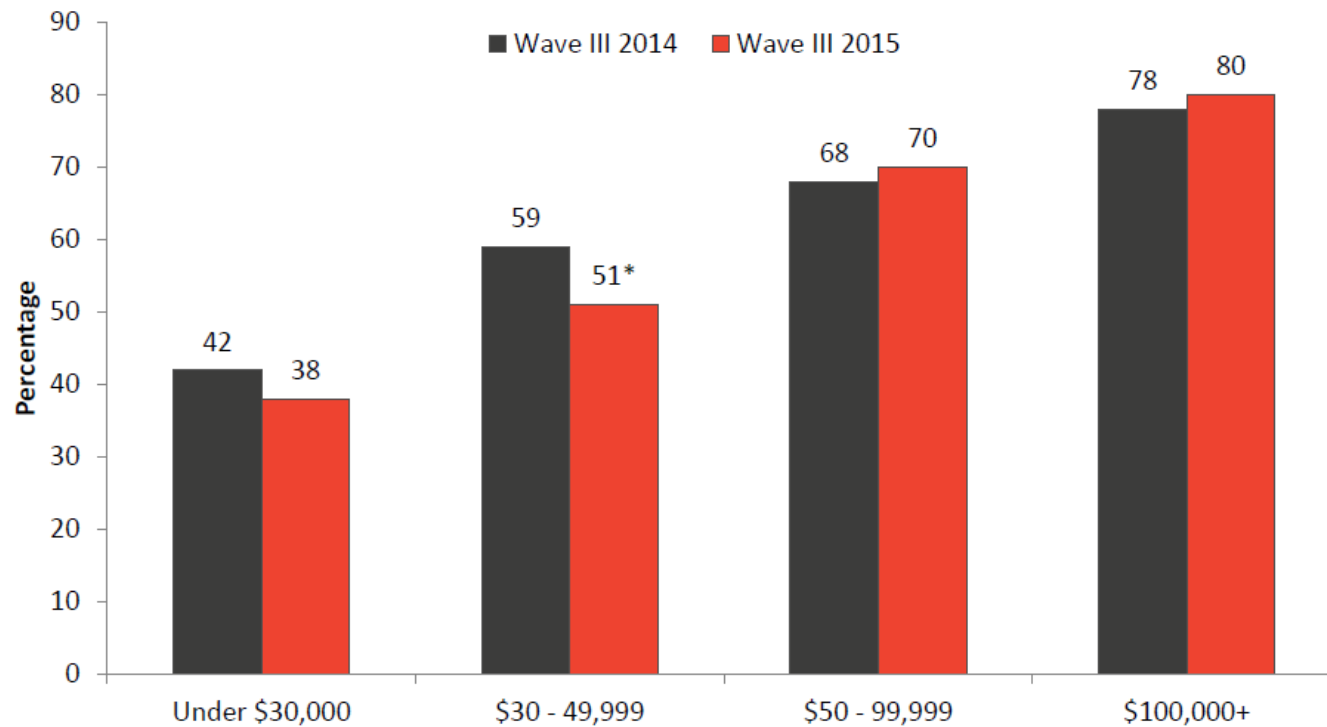
Average annual growth in visitors, 2015 to 2018



Source: Tourism Economics

Travel intentions are strongly correlated to household income

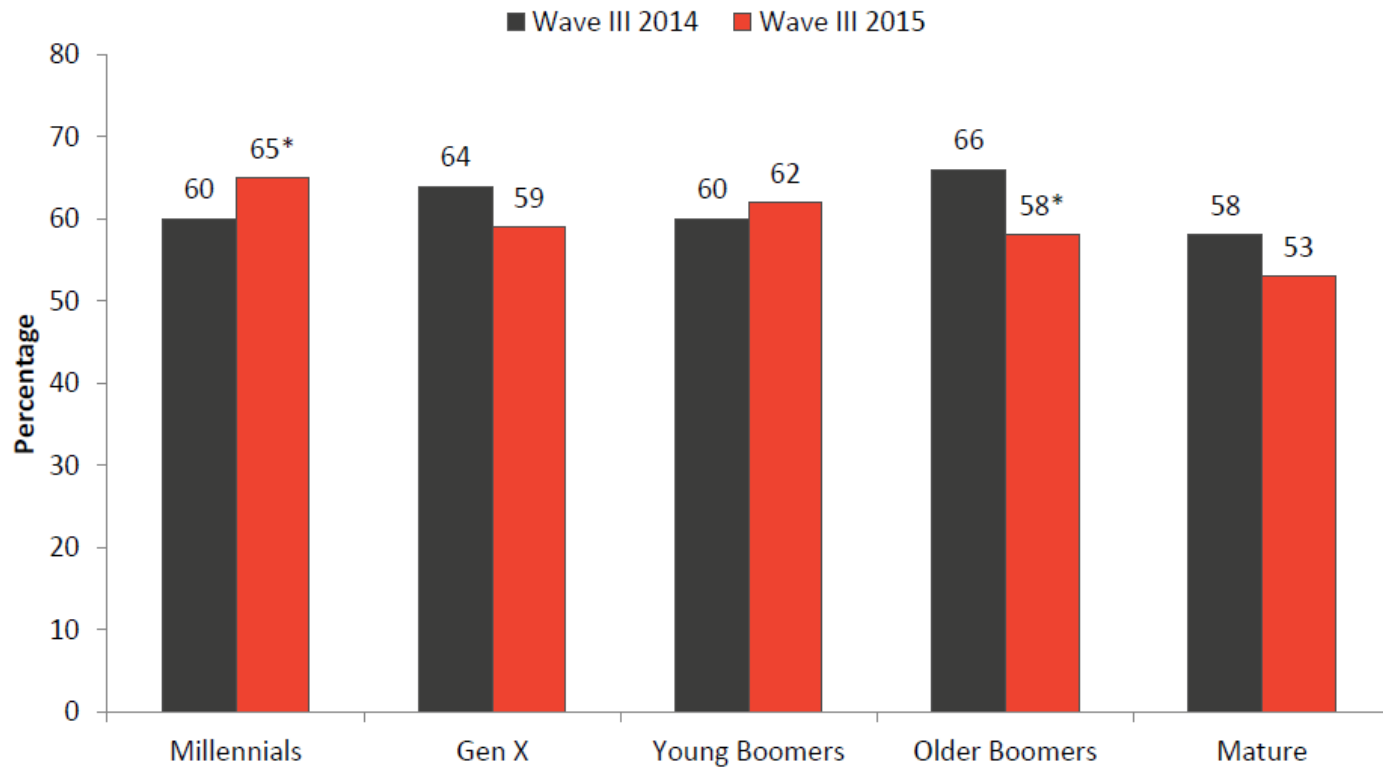
Plan to take a leisure trip during the next six months



Source: MMGY

Among generations Millennials plan to travel most

Plan to take a leisure trip during the next six months

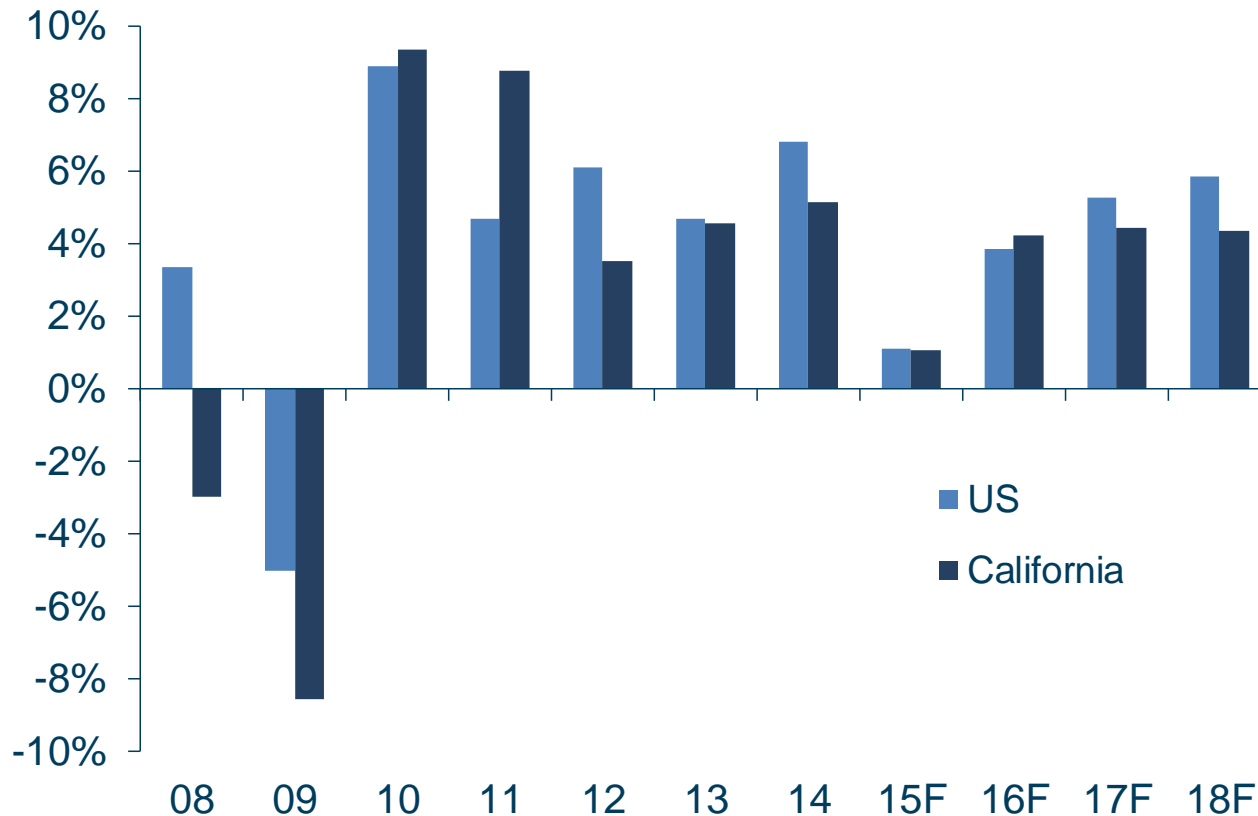


Source: MMGY

International travel forecasted to be up 1% in 2015 then grow 4-5% through 2018

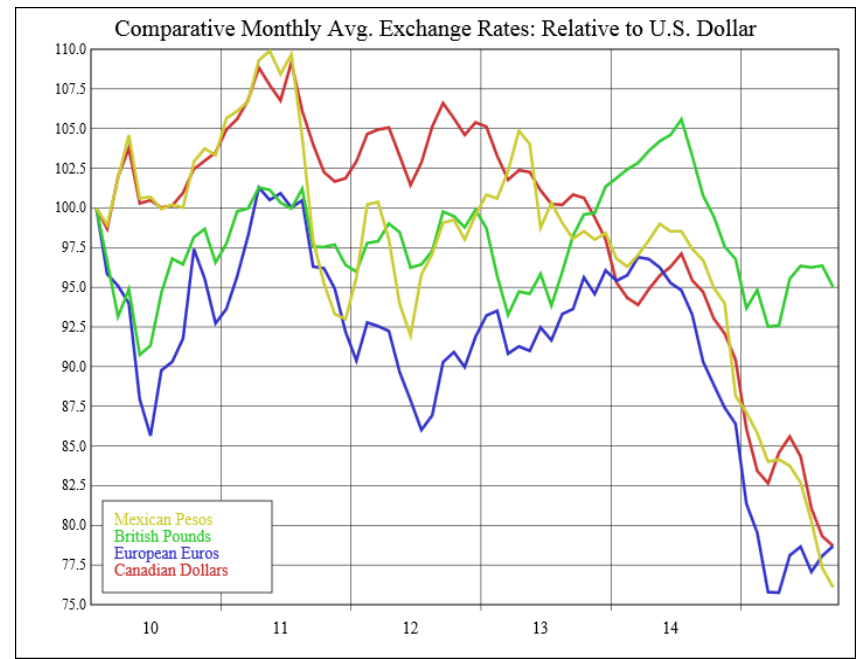
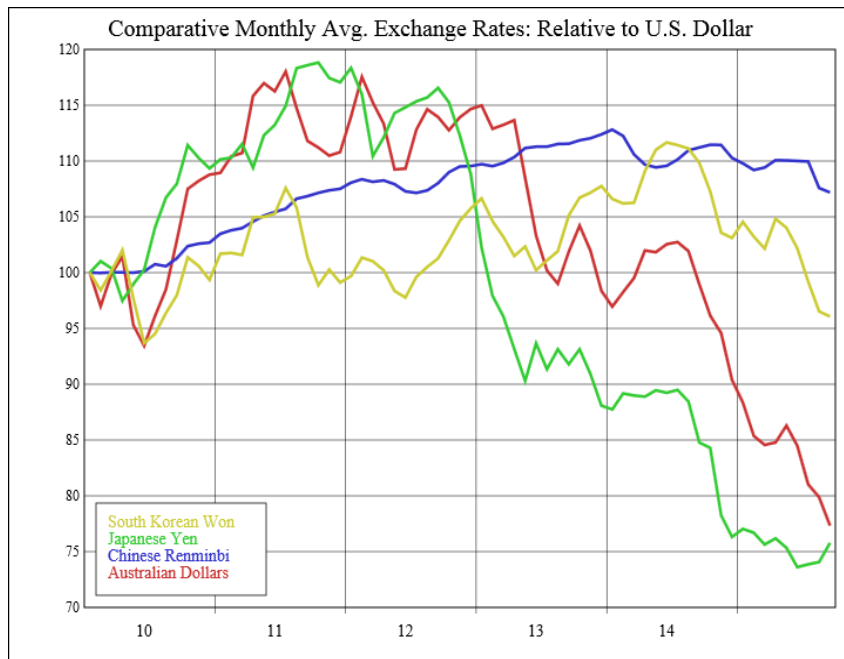
CA International Inbound Travel

Annual % change



Source: Tourism Economics

Strong US Dollar impacting travel in 2015, especially from Mexico and Canada

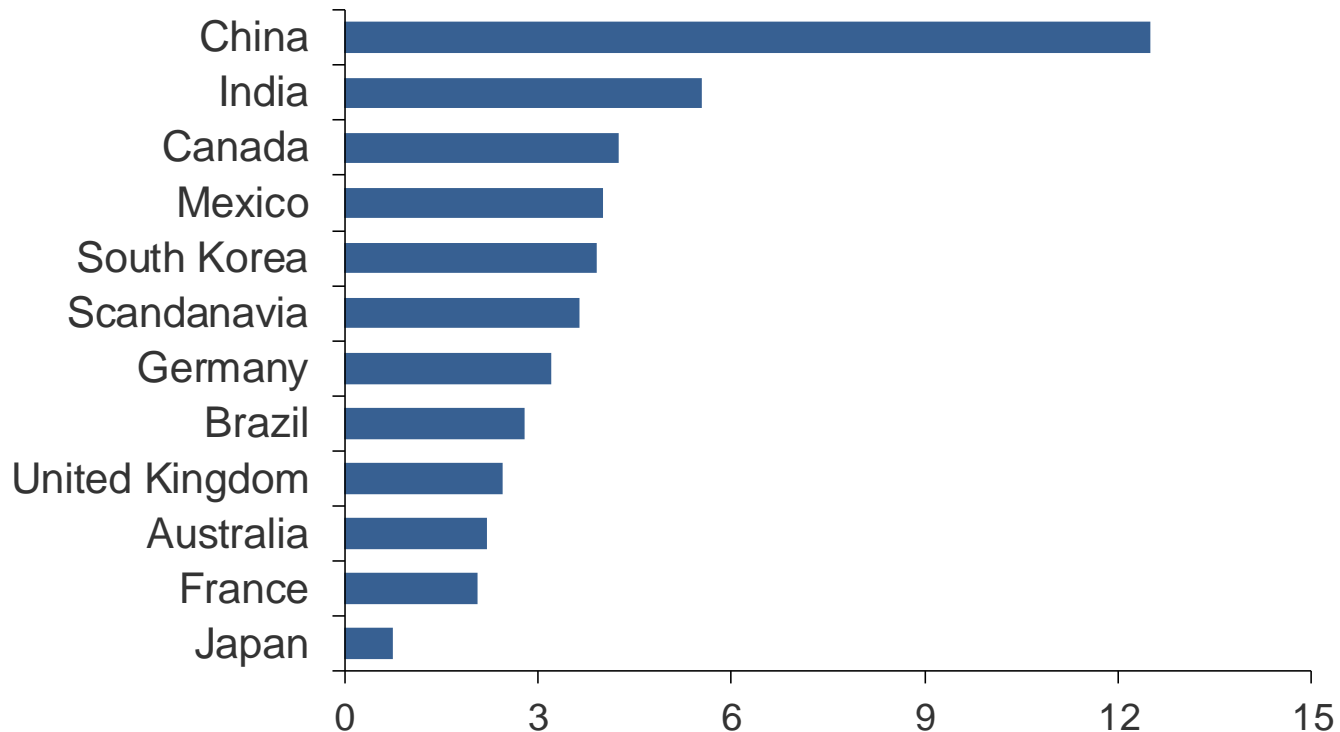


Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

Forecasted growth led by China, India and N. America

Projected international visits by market

Average annual % growth, 2015-2018

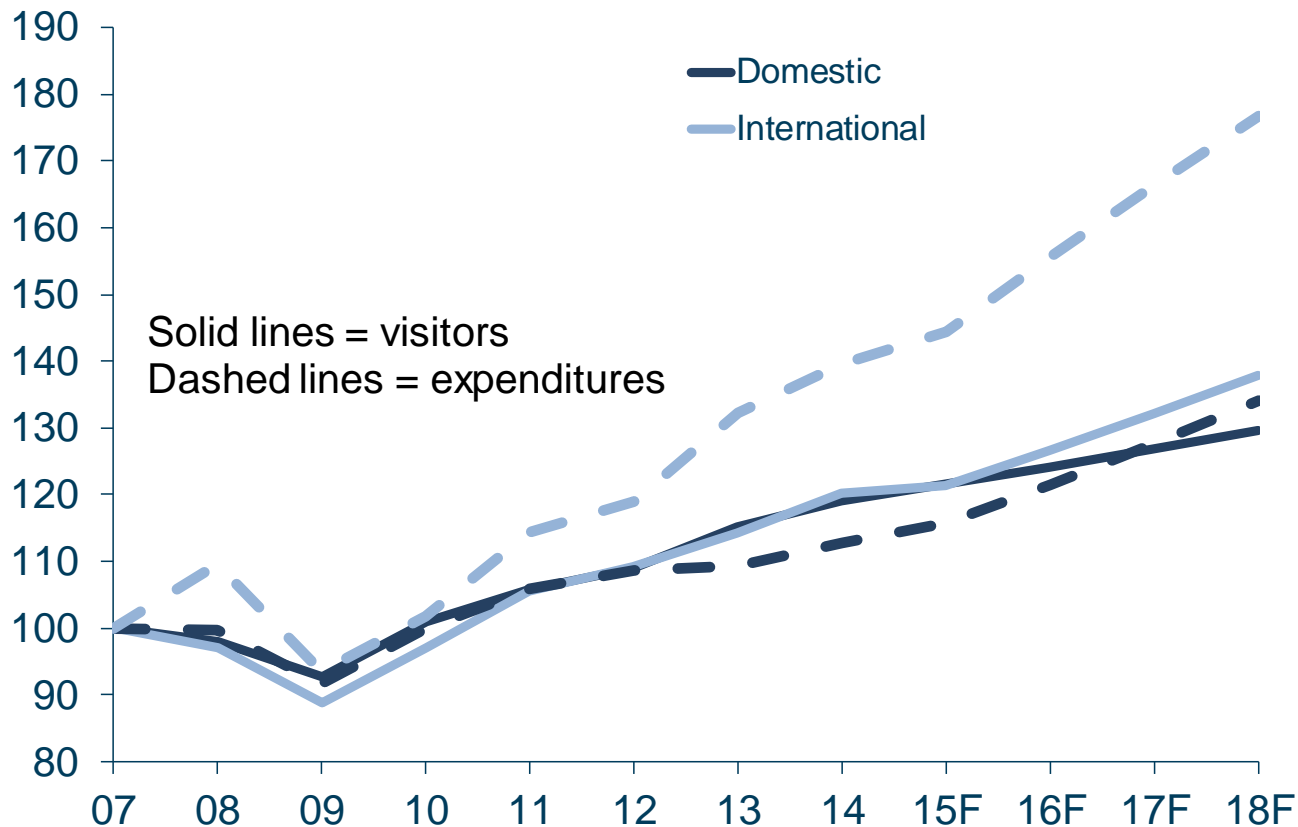


Source: Tourism Economics

Growth in expenditures to outpace growth in visits despite strong dollar

Expenditures and Visits Diverging

Index, 2007 = 100



Source: Tourism Economics

CA Travel Forecast, Visits

	2015	2016
Visits	+2.1%	+2.3%
Domestic	+2.1%	+2.1%
International	+1.0%	+4.2%
Overseas	+2.2%	+5.0%

Source: U.S. Dept. of Commerce; StatsCan; CIC Research, Inc.; Tourism Economics;

CA Travel Forecast, Spending

	2015	2016
Spending	+2.7%	+5.5%
Domestic	+2.5%	+4.9%
International	+3.4%	+7.7%

Source: U.S. Dept. of Commerce; StatsCan; CIC Research, Inc.; Tourism Economics;

Stay connected

Industry.VisitCalifornia.com



/CTTCNews



California Travel &
Tourism Commission



@CTTCNews



Search **Team**
California in the App
Store and Google Play