



# California Regional Travel & Tourism Outlook

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# California regional & seasonal travel trends

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- The number of visits to California regions surpasses that of total California visits in a given year. This is because visitors to the state tend to visit more than one region while on their trip.
  - In aggregate, California's twelve primary regions received approximately 1.3 trips to every California trip in 2015.
  - The San Francisco Bay Area, Los Angeles County, Orange County, and San Diego County regions remain the top regional California destinations, accounting for over 65% of total visits to California regions in 2015.
  - The most robust growth in visits occurred in the Gold Country, Central Valley, Deserts, and Inland Empire regions, all posting growth at or above 5.0%. The High Sierra and Orange Country regions also grew markedly in 2015.
- Spring Break and the summer months are the most popular travel seasons for coastal regions, while the Deserts region reaches peak travel demand in the first half of the year. Recently, the seasonal pattern of travel to the Inland Empire region has resembled that of the coast.

# Regional trips forecast growth

<b>Annual Trips to California Regions</b>											
	<b>(Annual % Change)</b>										
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>California Total</b>	9.0%	4.9%	3.1%	5.6%	3.5%	4.8%	2.2%	2.5%	2.4%	2.1%	2.2%
<b>Sum of CA Regions</b>	8.7%	4.9%	3.1%	5.4%	3.5%	4.7%	2.2%	2.8%	2.7%	2.4%	2.6%
Central Coast	5.9%	5.4%	3.0%	5.6%	4.5%	4.6%	1.9%	2.5%	2.4%	2.1%	2.3%
Central Valley	8.3%	5.5%	2.6%	-9.5%	2.0%	5.1%	1.6%	1.6%	1.5%	1.4%	1.5%
Deserts	11.4%	4.7%	3.6%	4.8%	2.2%	5.1%	2.0%	2.3%	2.2%	1.9%	2.0%
Gold Country	9.1%	4.5%	2.6%	-1.9%	0.9%	6.5%	1.4%	1.9%	1.6%	1.5%	1.6%
High Sierra	10.6%	3.8%	2.5%	-4.7%	5.0%	4.9%	1.9%	1.7%	1.7%	1.4%	1.5%
Inland Empire	10.5%	4.8%	3.5%	-2.8%	5.8%	5.0%	2.4%	2.3%	2.1%	1.9%	2.0%
Los Angeles County	9.0%	5.3%	3.2%	14.6%	3.5%	3.9%	2.5%	3.6%	3.7%	3.4%	3.9%
North Coast	7.8%	2.5%	0.6%	-1.0%	6.4%	3.9%	1.9%	1.6%	1.5%	1.4%	1.4%
Orange County	7.9%	4.6%	3.0%	6.6%	3.9%	4.8%	2.4%	2.8%	2.7%	2.4%	2.6%
Shasta Cascade	8.4%	3.3%	3.2%	-0.2%	5.8%	3.7%	2.2%	1.8%	1.9%	1.6%	1.7%
San Diego County	8.4%	4.4%	2.7%	5.5%	3.5%	4.7%	2.3%	2.8%	2.7%	2.4%	2.5%
San Francisco Bay Area	8.1%	5.2%	3.4%	7.8%	3.1%	4.7%	2.4%	3.0%	2.9%	2.6%	2.7%

Source: Tourism Economics, DKSA

# Regional trips forecast

## Annual Trips to California Regions

(Millions)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>California Total</b>	212.6	223.1	230.0	242.8	251.3	263.4	269.1	275.8	282.5	288.4	294.8
<b>Sum of CA Regions</b>	278.7	292.4	301.4	317.7	328.8	344.1	351.8	361.5	371.2	380.2	390.3
Central Coast	16.2	17.1	17.6	18.6	19.4	20.3	20.7	21.2	21.7	22.2	22.7
Central Valley	18.6	19.6	20.1	18.2	18.6	19.5	19.8	20.1	20.4	20.7	21.0
Deserts	19.1	20.0	20.7	21.7	22.2	23.3	23.8	24.3	24.8	25.3	25.8
Gold Country	13.5	14.1	14.5	14.2	14.3	15.3	15.5	15.8	16.0	16.3	16.5
High Sierra	12.1	12.6	12.9	12.3	12.9	13.6	13.8	14.1	14.3	14.5	14.7
Inland Empire	17.3	18.2	18.8	18.3	19.3	20.3	20.8	21.3	21.7	22.1	22.6
Los Angeles County	56.1	59.1	60.9	69.8	72.2	75.1	77.0	79.7	82.6	85.5	88.8
North Coast	3.8	3.9	3.9	3.9	4.1	4.3	4.4	4.4	4.5	4.6	4.6
Orange County	26.6	27.8	28.7	30.6	31.8	33.3	34.1	35.0	36.0	36.8	37.8
Shasta Cascade	4.7	4.8	5.0	5.0	5.2	5.4	5.6	5.7	5.8	5.9	6.0
San Diego County	26.6	27.7	28.5	30.0	31.1	32.6	33.3	34.2	35.1	36.0	36.9
San Francisco Bay Area	64.2	67.5	69.8	75.2	77.6	81.2	83.1	85.7	88.1	90.4	92.8

Source: Tourism Economics, DKSA

# Seasonal trips forecast

## Quarterly Trips to California Regions

(Millions)

	2010Q1	2010Q2	2010Q3	2010Q4	2011Q1	2011Q2	2011Q3	2011Q4	2012Q1	2012Q2	2012Q3	2012Q4
<b>California Total</b>	48.2	54.7	59.4	50.3	51.4	57.3	62.4	51.9	53.2	59.4	63.7	53.7
<b>Sum of CA Regions</b>	63.6	71.6	77.5	66.0	67.9	75.2	81.4	67.9	70.0	77.8	83.3	70.3
Central Coast	3.3	4.3	4.9	3.6	3.6	4.5	5.2	3.8	3.7	4.7	5.3	3.9
Central Valley	4.1	4.9	5.2	4.3	4.4	5.2	5.5	4.5	4.5	5.4	5.7	4.6
Deserts	5.0	4.9	4.6	4.6	5.4	5.1	4.7	4.8	5.5	5.2	5.0	4.9
Gold Country	3.2	3.4	3.7	3.2	3.4	3.6	4.0	3.2	3.5	3.7	4.0	3.3
High Sierra	2.8	3.1	3.5	2.8	2.9	3.2	3.7	2.7	2.9	3.4	3.8	2.8
Inland Empire	4.6	4.4	4.2	4.2	4.9	4.7	4.3	4.3	5.0	4.8	4.6	4.5
Los Angeles County	13.2	14.2	15.3	13.5	14.1	14.9	16.2	13.8	14.5	15.6	16.4	14.4
North Coast	0.7	1.0	1.2	0.9	0.8	1.0	1.2	0.9	0.8	1.0	1.2	0.9
Orange County	6.1	6.9	7.3	6.3	6.4	7.2	7.7	6.5	6.7	7.3	7.9	6.8
Shasta Cascade	1.0	1.2	1.4	1.1	1.0	1.3	1.4	1.1	1.1	1.3	1.5	1.1
San Diego County	6.1	6.8	7.6	6.0	6.4	7.0	8.0	6.3	6.8	7.3	8.1	6.3
San Francisco Bay Area	13.6	16.6	18.5	15.5	14.6	17.5	19.4	15.9	15.2	18.1	19.9	16.7

Source: Tourism Economics, DKSA

# Seasonal trips forecast

## Quarterly Trips to California Regions

(Millions)

	2013Q1	2013Q2	2013Q3	2013Q4	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4
<b>California Total</b>	55.7	62.8	67.0	57.3	58.2	64.7	68.7	59.7	61.9	67.5	71.6	62.3
<b>Sum of CA Regions</b>	72.8	82.2	87.5	75.2	77.2	84.3	89.3	77.9	81.5	87.9	93.1	81.5
Central Coast	3.9	4.9	5.6	4.2	4.1	5.1	5.7	4.5	4.5	5.3	5.9	4.7
Central Valley	4.1	4.8	5.1	4.2	4.2	4.8	5.1	4.5	4.5	5.0	5.3	4.7
Deserts	5.7	5.6	5.3	5.2	6.4	5.6	4.9	5.3	6.7	5.8	5.1	5.6
Gold Country	3.3	3.6	3.9	3.3	3.5	3.7	3.8	3.4	3.6	3.9	4.1	3.6
High Sierra	2.8	3.2	3.6	2.7	2.6	3.3	4.2	2.9	2.8	3.4	4.4	3.0
Inland Empire	4.8	4.7	4.5	4.3	4.7	4.9	5.1	4.7	4.9	5.1	5.3	5.0
Los Angeles County	16.5	17.8	18.9	16.6	17.5	18.5	19.3	17.0	18.2	19.2	20.1	17.6
North Coast	0.8	1.0	1.2	0.9	0.8	1.1	1.3	0.9	0.8	1.1	1.4	1.0
Orange County	7.2	7.8	8.3	7.3	7.6	8.1	8.4	7.7	7.9	8.5	8.8	8.1
Shasta Cascade	1.0	1.3	1.4	1.2	1.1	1.3	1.6	1.2	1.2	1.4	1.6	1.3
San Diego County	6.9	7.7	8.5	6.9	7.4	8.0	8.5	7.1	7.8	8.4	8.9	7.4
San Francisco Bay Area	15.7	19.8	21.3	18.4	17.4	20.0	21.4	18.7	18.6	20.8	22.2	19.5

Source: Tourism Economics, DKSA

# Seasonal trips forecast

## Quarterly Trips to California Regions

(Millions)

	2016Q1	2016Q2	2016Q3	2016Q4	2017Q1	2017Q2	2017Q3	2017Q4	2018Q1	2018Q2	2018Q3	2018Q4
<b>California Total</b>	63.3	69.0	73.2	63.7	64.8	70.7	75.0	65.3	66.4	72.4	76.8	66.9
<b>Sum of CA Regions</b>	83.4	89.7	95.1	83.6	85.8	92.1	97.6	86.1	88.2	94.4	100.0	88.5
Central Coast	4.6	5.4	6.0	4.8	4.7	5.5	6.1	4.9	4.8	5.6	6.3	5.1
Central Valley	4.6	5.1	5.4	4.8	4.7	5.2	5.4	4.8	4.7	5.2	5.5	4.9
Deserts	6.9	5.9	5.2	5.8	7.1	6.0	5.3	5.9	7.3	6.1	5.4	6.1
Gold Country	3.7	4.0	4.1	3.7	3.7	4.0	4.2	3.8	3.8	4.1	4.3	3.8
High Sierra	2.9	3.4	4.4	3.1	2.9	3.5	4.5	3.2	3.0	3.5	4.5	3.3
Inland Empire	5.0	5.2	5.4	5.1	5.2	5.3	5.5	5.3	5.3	5.4	5.6	5.4
Los Angeles County	18.6	19.7	20.6	18.1	19.3	20.4	21.3	18.7	20.0	21.2	22.1	19.3
North Coast	0.9	1.1	1.4	1.0	0.9	1.1	1.4	1.0	0.9	1.1	1.4	1.0
Orange County	8.0	8.7	9.0	8.3	8.3	8.9	9.3	8.6	8.5	9.1	9.5	8.8
Shasta Cascade	1.2	1.4	1.7	1.3	1.2	1.4	1.7	1.3	1.2	1.4	1.7	1.4
San Diego County	8.0	8.6	9.1	7.6	8.2	8.8	9.4	7.9	8.4	9.0	9.6	8.1
San Francisco Bay Area	19.1	21.3	22.7	20.0	19.7	21.9	23.4	20.7	20.3	22.5	24.1	21.3

Source: Tourism Economics, DKSA

# Seasonal trips forecast

Quarterly Trips to California Regions								
(Millions)								
	2019Q1	2019Q2	2019Q3	2019Q4	2020Q1	2020Q2	2020Q3	2020Q4
<b>California Total</b>	67.8	73.9	78.4	68.4	69.3	75.5	80.1	69.9
<b>Sum of CA Regions</b>	90.4	96.6	102.4	90.9	92.9	99.0	104.9	93.4
Central Coast	4.9	5.7	6.4	5.2	5.0	5.8	6.5	5.3
Central Valley	4.8	5.3	5.6	5.0	4.9	5.4	5.7	5.1
Deserts	7.4	6.2	5.5	6.2	7.6	6.3	5.5	6.3
Gold Country	3.9	4.2	4.3	3.9	3.9	4.2	4.4	4.0
High Sierra	3.0	3.6	4.6	3.3	3.1	3.6	4.6	3.4
Inland Empire	5.4	5.5	5.7	5.6	5.5	5.6	5.8	5.7
Los Angeles County	20.7	21.9	22.9	20.0	21.5	22.8	23.8	20.7
North Coast	0.9	1.2	1.5	1.0	0.9	1.2	1.5	1.1
Orange County	8.7	9.3	9.7	9.0	8.9	9.6	10.0	9.3
Shasta Cascade	1.3	1.5	1.8	1.4	1.3	1.5	1.8	1.4
San Diego County	8.6	9.3	9.8	8.3	8.8	9.5	10.1	8.5
San Francisco Bay Area	20.8	23.0	24.7	21.9	21.4	23.6	25.3	22.5

Source: Tourism Economics, DKSA



# California regional & seasonal travel spending

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- The sum of all travel spending in California regions equates to the total amount of travel spending in California for a given year.
  - Travel spending growth was highest in the North Coast, High Sierra, and Gold Country regions in 2015, with each posting growth of over 4.0%. Orange County and Deserts regional travel growth came in just under 4.0%.
  - In terms of spending levels, the San Francisco Bay Area, Los Angeles County, San Diego County, and Orange County regions remain on top.
- Similarly to the trends in visits, travel spending is highest during the second and third quarters of the year along California's coast, while most rural areas to the east and north see more inbound travel spending in the first half of the year – though, the Inland Empire and Gold Country regions have started to more closely resemble the coastal spending patterns.

# Regional travel spending forecast growth

## Annual Travel Spending in California Regions

(Annual % Change)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>California Total</b>	8.9%	7.0%	3.0%	2.5%	4.5%	3.4%	3.6%	4.1%	4.8%	4.5%	4.7%
<b>Sum of CA Regions</b>	7.9%	6.9%	3.1%	2.6%	4.4%	3.5%	3.6%	4.1%	4.6%	4.5%	4.7%
Central Coast	5.8%	6.6%	4.6%	2.9%	4.3%	3.4%	3.7%	4.1%	4.6%	4.5%	4.7%
Central Valley	10.5%	7.3%	1.8%	-0.1%	2.2%	3.3%	3.5%	3.9%	4.3%	4.2%	4.4%
Deserts	7.0%	7.7%	3.6%	-0.2%	2.8%	3.9%	3.2%	3.9%	4.3%	4.3%	4.4%
Gold Country	7.1%	5.6%	2.9%	1.9%	3.5%	4.3%	4.1%	4.3%	4.7%	4.5%	4.7%
High Sierra	2.2%	0.0%	8.3%	1.7%	2.9%	4.7%	3.1%	3.5%	4.1%	4.0%	4.2%
Inland Empire	8.7%	5.9%	1.2%	-0.3%	3.1%	3.7%	3.5%	3.8%	4.1%	4.0%	4.1%
Los Angeles County	8.8%	7.8%	2.4%	2.2%	4.4%	3.2%	3.7%	4.1%	4.6%	4.5%	4.7%
North Coast	-1.0%	3.3%	7.6%	0.0%	1.1%	6.4%	3.3%	3.8%	4.3%	4.3%	4.5%
Orange County	6.7%	7.1%	1.4%	3.0%	4.1%	3.8%	3.3%	3.9%	4.4%	4.3%	4.5%
Shasta Cascade	5.0%	4.3%	2.6%	-1.2%	1.9%	3.6%	3.4%	4.0%	4.5%	4.4%	4.7%
San Diego County	10.9%	6.8%	2.4%	2.1%	5.8%	3.2%	3.8%	4.3%	4.9%	4.8%	4.9%
San Francisco Bay Area	7.2%	7.2%	4.1%	5.2%	5.3%	3.4%	3.8%	4.4%	4.9%	4.8%	4.9%

Source: Tourism Economics, Dean Runyan

# Regional travel spending forecast

<b>Annual Travel Spending in California Regions</b>											
	(\$ Billions)										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>California Total</b>	100.4	107.4	110.6	113.4	118.4	122.5	126.9	132.1	138.4	144.7	151.5
<b>Sum of CA Regions</b>	100.4	107.3	110.6	113.5	118.4	122.6	127.0	132.3	138.4	144.7	151.5
Central Coast	6.5	7.0	7.3	7.5	7.8	8.1	8.4	8.7	9.1	9.5	10.0
Central Valley	5.9	6.3	6.4	6.4	6.6	6.8	7.0	7.3	7.6	7.9	8.3
Deserts	5.6	6.0	6.2	6.2	6.4	6.6	6.8	7.1	7.4	7.7	8.1
Gold Country	3.8	4.0	4.1	4.2	4.3	4.5	4.7	4.9	5.1	5.4	5.6
High Sierra	2.3	2.3	2.5	2.6	2.6	2.8	2.8	2.9	3.1	3.2	3.3
Inland Empire	5.3	5.6	5.7	5.7	5.9	6.1	6.3	6.5	6.8	7.1	7.3
Los Angeles County	21.4	23.1	23.7	24.2	25.2	26.0	27.0	28.1	29.4	30.7	32.2
North Coast	0.9	0.9	1.0	1.0	1.0	1.1	1.1	1.2	1.2	1.3	1.3
Orange County	9.3	10.0	10.1	10.4	10.8	11.2	11.6	12.1	12.6	13.1	13.7
Shasta Cascade	0.9	0.9	1.0	1.0	1.0	1.0	1.0	1.1	1.1	1.2	1.2
San Diego County	12.5	13.4	13.7	14.0	14.8	15.3	15.9	16.5	17.3	18.2	19.1
San Francisco Bay Area	25.9	27.8	28.9	30.4	32.0	33.1	34.3	35.8	37.6	39.4	41.3

Source: Tourism Economics, Dean Runyan

# Seasonal travel spending forecast

## Quarterly Travel Spending in California Regions

(\$ Billions)

	2010Q1	2010Q2	2010Q3	2010Q4	2011Q1	2011Q2	2011Q3	2011Q4	2012Q1	2012Q2	2012Q3	2012Q4
<b>California Total</b>	22.8	25.8	28.0	23.8	24.8	27.6	30.0	24.9	25.6	28.6	30.6	25.8
<b>Sum of CA Regions</b>	22.8	25.8	28.0	23.8	24.8	27.6	30.0	24.9	25.6	28.6	30.6	25.8
Central Coast	1.3	1.7	2.0	1.5	1.5	1.8	2.1	1.6	1.5	1.9	2.2	1.6
Central Valley	1.3	1.6	1.6	1.4	1.4	1.7	1.8	1.5	1.4	1.7	1.8	1.5
Deserts	1.5	1.4	1.4	1.3	1.6	1.5	1.4	1.4	1.7	1.6	1.5	1.5
Gold Country	0.9	0.9	1.1	0.9	1.0	1.0	1.1	0.9	1.0	1.0	1.1	0.9
High Sierra	0.5	0.6	0.7	0.5	0.5	0.6	0.7	0.5	0.6	0.7	0.7	0.6
Inland Empire	1.4	1.4	1.3	1.3	1.5	1.4	1.3	1.3	1.5	1.4	1.4	1.4
Los Angeles County	5.0	5.4	5.8	5.1	5.5	5.8	6.3	5.4	5.6	6.1	6.4	5.6
North Coast	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2
Orange County	2.1	2.4	2.6	2.2	2.3	2.6	2.7	2.3	2.4	2.6	2.8	2.4
Shasta Cascade	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2
San Diego County	2.9	3.2	3.6	2.8	3.1	3.4	3.9	3.0	3.3	3.5	3.9	3.0
San Francisco Bay Area	5.5	6.7	7.5	6.3	6.0	7.2	8.0	6.5	6.3	7.5	8.2	6.9

Source: Tourism Economics, Dean Runyan

# Seasonal travel spending forecast

## Quarterly Travel Spending in California Regions

(\$ Billions)

	2013Q1	2013Q2	2013Q3	2013Q4	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4
<b>California Total</b>	25.8	29.4	31.3	26.9	27.8	30.4	32.2	28.1	28.9	31.4	33.3	28.9
<b>Sum of CA Regions</b>	25.8	29.4	31.4	26.9	27.8	30.4	32.2	28.1	28.9	31.4	33.3	29.0
Central Coast	1.6	2.0	2.3	1.7	1.7	2.1	2.3	1.8	1.8	2.1	2.4	1.9
Central Valley	1.4	1.7	1.8	1.5	1.5	1.7	1.8	1.6	1.6	1.8	1.9	1.6
Deserts	1.6	1.6	1.5	1.5	1.8	1.6	1.4	1.5	1.9	1.7	1.5	1.6
Gold Country	1.0	1.1	1.2	1.0	1.1	1.1	1.2	1.0	1.1	1.2	1.2	1.1
High Sierra	0.6	0.7	0.7	0.6	0.5	0.7	0.9	0.6	0.6	0.7	0.9	0.6
Inland Empire	1.5	1.5	1.4	1.3	1.4	1.5	1.5	1.4	1.5	1.5	1.6	1.5
Los Angeles County	5.7	6.2	6.5	5.7	6.1	6.5	6.7	5.9	6.3	6.7	7.0	6.1
North Coast	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.4	0.2
Orange County	2.4	2.7	2.8	2.5	2.6	2.8	2.9	2.6	2.6	2.9	3.0	2.7
Shasta Cascade	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2
San Diego County	3.2	3.6	4.0	3.2	3.5	3.8	4.1	3.4	3.7	3.9	4.2	3.5
San Francisco Bay Area	6.3	8.0	8.6	7.4	7.2	8.3	8.8	7.7	7.6	8.5	9.1	7.9

Source: Tourism Economics, Dean Runyan

# Seasonal travel spending forecast

## Quarterly Travel Spending in California Regions

(\$ Billions)

	2016Q1	2016Q2	2016Q3	2016Q4	2017Q1	2017Q2	2017Q3	2017Q4	2018Q1	2018Q2	2018Q3	2018Q4
<b>California Total</b>	29.8	32.5	34.5	30.0	31.1	33.9	35.9	31.3	32.5	35.5	37.6	32.8
<b>Sum of CA Regions</b>	29.9	32.6	34.5	30.1	31.1	33.9	36.0	31.3	32.5	35.5	37.6	32.8
Central Coast	1.8	2.2	2.4	1.9	1.9	2.3	2.5	2.0	2.0	2.4	2.7	2.1
Central Valley	1.6	1.8	1.9	1.7	1.7	1.9	2.0	1.7	1.7	2.0	2.1	1.8
Deserts	2.0	1.7	1.5	1.7	2.0	1.8	1.6	1.7	2.1	1.9	1.6	1.8
Gold Country	1.1	1.2	1.3	1.1	1.1	1.3	1.3	1.2	1.2	1.3	1.4	1.2
High Sierra	0.6	0.7	0.9	0.6	0.6	0.7	1.0	0.7	0.6	0.8	1.0	0.7
Inland Empire	1.5	1.6	1.7	1.5	1.6	1.6	1.7	1.6	1.6	1.7	1.8	1.7
Los Angeles County	6.5	6.9	7.2	6.3	6.8	7.2	7.5	6.6	7.1	7.5	7.9	6.9
North Coast	0.2	0.3	0.4	0.2	0.2	0.3	0.4	0.3	0.2	0.3	0.4	0.3
Orange County	2.7	3.0	3.1	2.8	2.8	3.1	3.2	2.9	3.0	3.2	3.4	3.1
Shasta Cascade	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.4	0.3
San Diego County	3.8	4.1	4.4	3.6	3.9	4.3	4.5	3.8	4.1	4.5	4.8	4.0
San Francisco Bay Area	7.9	8.8	9.4	8.3	8.2	9.2	9.8	8.6	8.6	9.6	10.3	9.1

Source: Tourism Economics, Dean Runyan

# Seasonal travel spending forecast

Quarterly Travel Spending in California Regions								
(\$ Billions)								
	2019Q1	2019Q2	2019Q3	2019Q4	2020Q1	2020Q2	2020Q3	2020Q4
<b>California Total</b>	34.0	37.1	39.3	34.3	35.6	38.8	41.2	35.9
<b>Sum of CA Regions</b>	34.0	37.1	39.3	34.3	35.6	38.8	41.2	35.9
Central Coast	2.1	2.5	2.8	2.2	2.2	2.6	2.9	2.3
Central Valley	1.8	2.1	2.2	1.9	1.9	2.1	2.3	2.0
Deserts	2.2	1.9	1.7	1.9	2.3	2.0	1.8	2.0
Gold Country	1.3	1.4	1.5	1.3	1.3	1.5	1.5	1.3
High Sierra	0.6	0.8	1.0	0.7	0.7	0.8	1.1	0.7
Inland Empire	1.7	1.8	1.8	1.7	1.8	1.8	1.9	1.8
Los Angeles County	7.4	7.9	8.2	7.2	7.8	8.3	8.6	7.5
North Coast	0.2	0.3	0.4	0.3	0.2	0.3	0.4	0.3
Orange County	3.1	3.4	3.5	3.2	3.2	3.5	3.7	3.3
Shasta Cascade	0.2	0.3	0.4	0.3	0.2	0.3	0.4	0.3
San Diego County	4.3	4.7	5.0	4.2	4.5	4.9	5.2	4.4
San Francisco Bay Area	9.0	10.1	10.8	9.5	9.5	10.6	11.3	10.0

Source: Tourism Economics, Dean Runyan



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