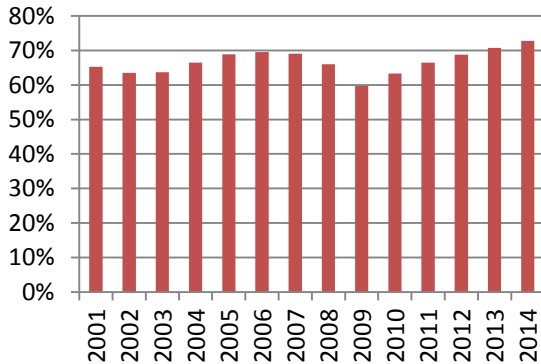


TOURISM INDUSTRY INDICATORS

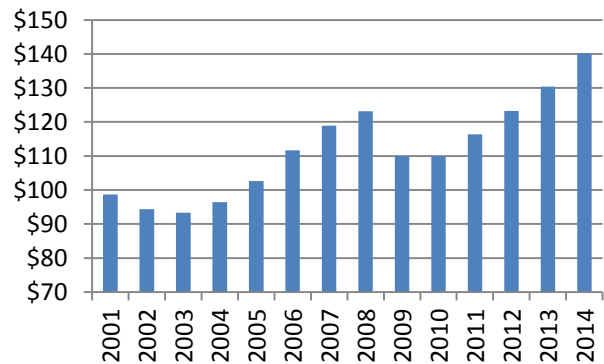
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

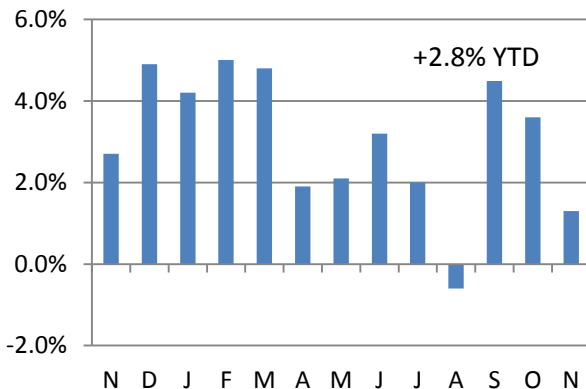
CA Occupancy: 2000-2014



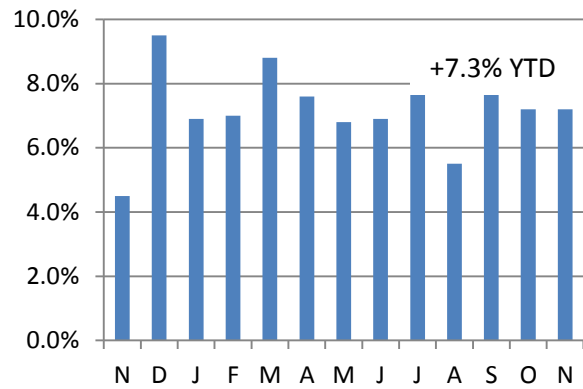
CA ADR: 2000-2014



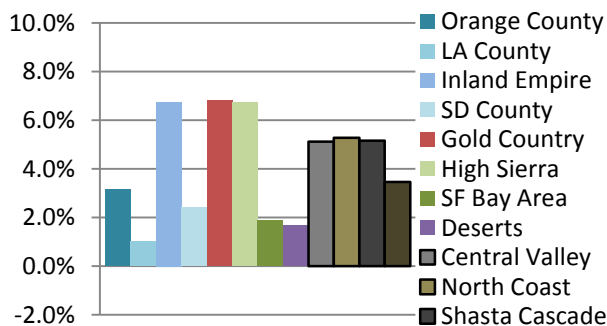
CA Occupancy Yr/Yr Chg: Last 12 Months



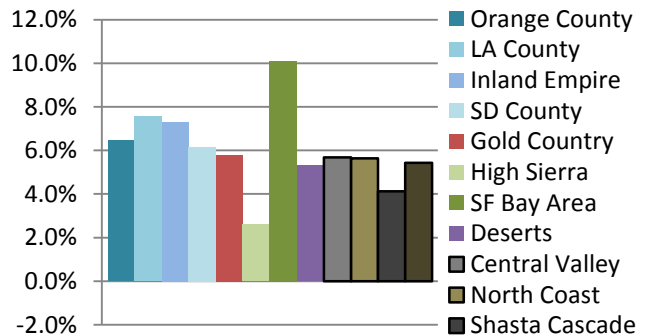
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg: Nov 2015



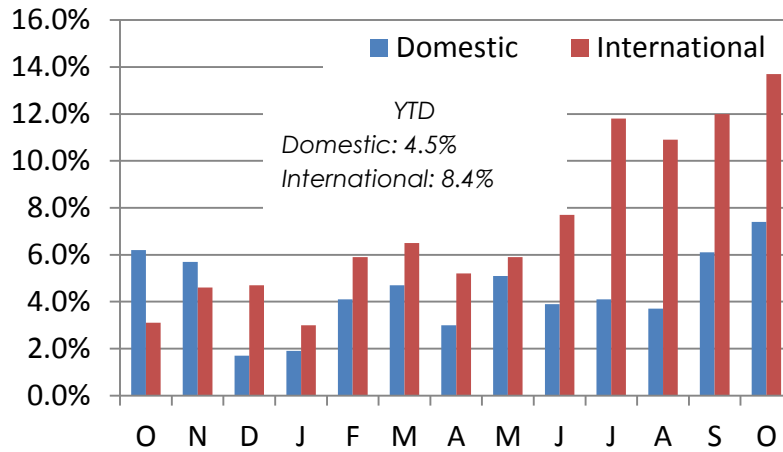
Regional CA ADR YTD Chg: Nov 2015



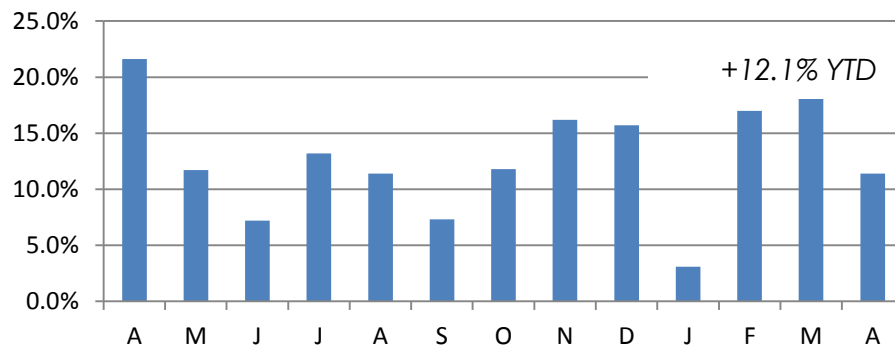
Source: Smith Travel Research

December 2015
Visit California
Monthly Tracking Dashboard

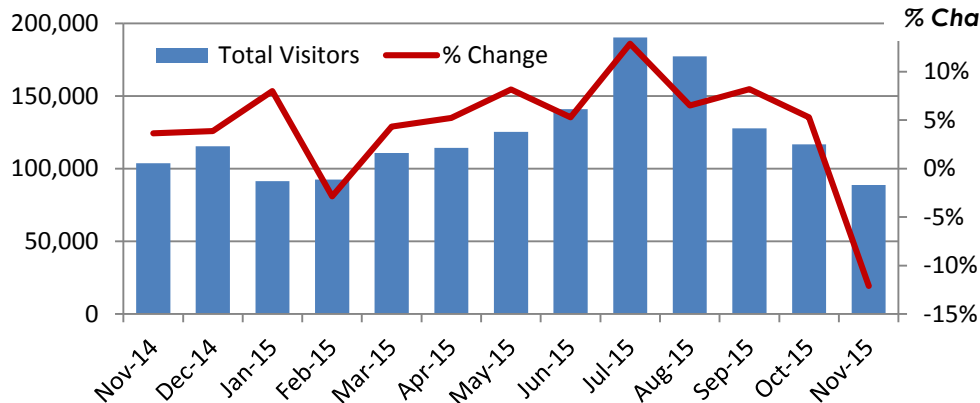
CA Airport Traffic Yr/Yr Chg: Last 12 Months



Overseas Arrivals Yr/Yr Chg: Last 12 Months



California Welcome Centers: Volume and Yr/Yr Change

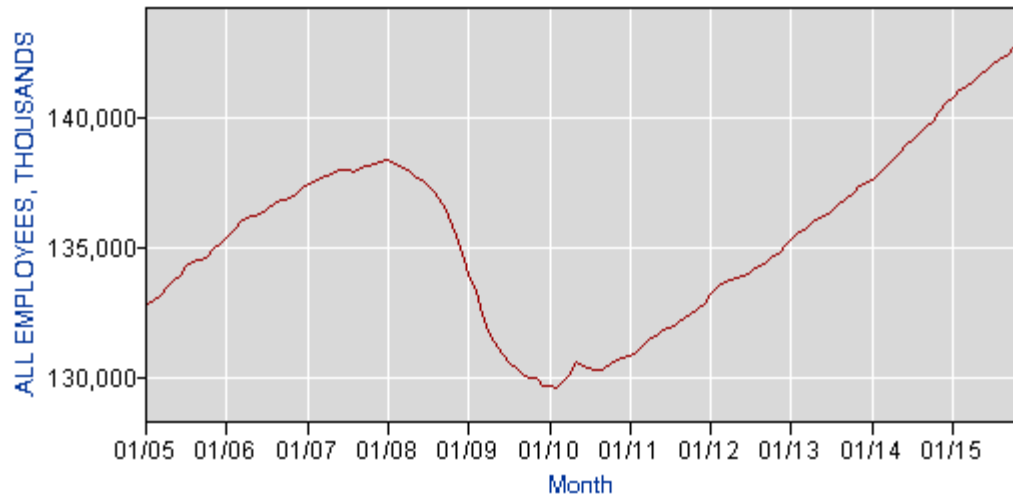


Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year.

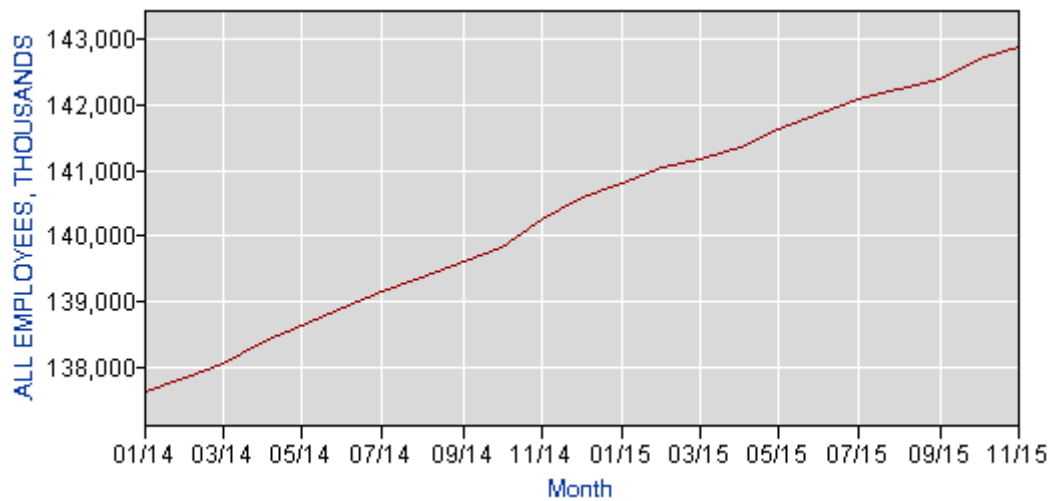
Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: DOMESTIC

US Work Force: 2005-present

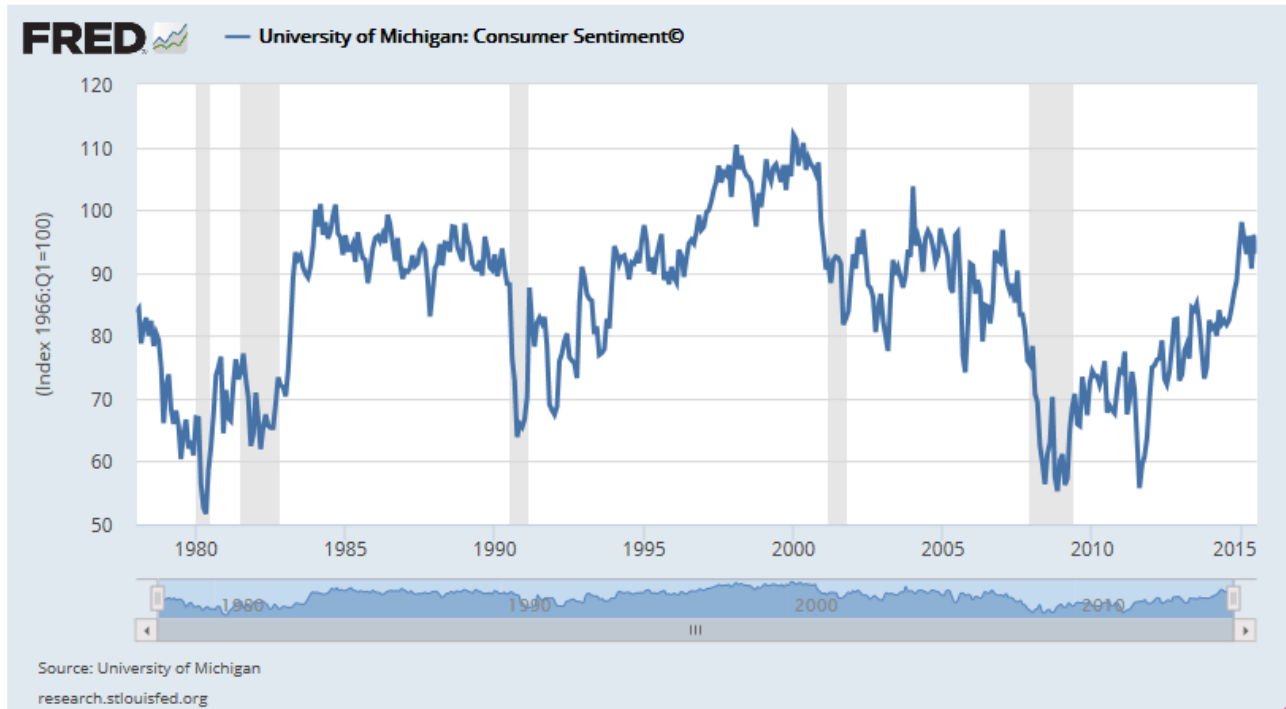


US Work Force: 2014-present

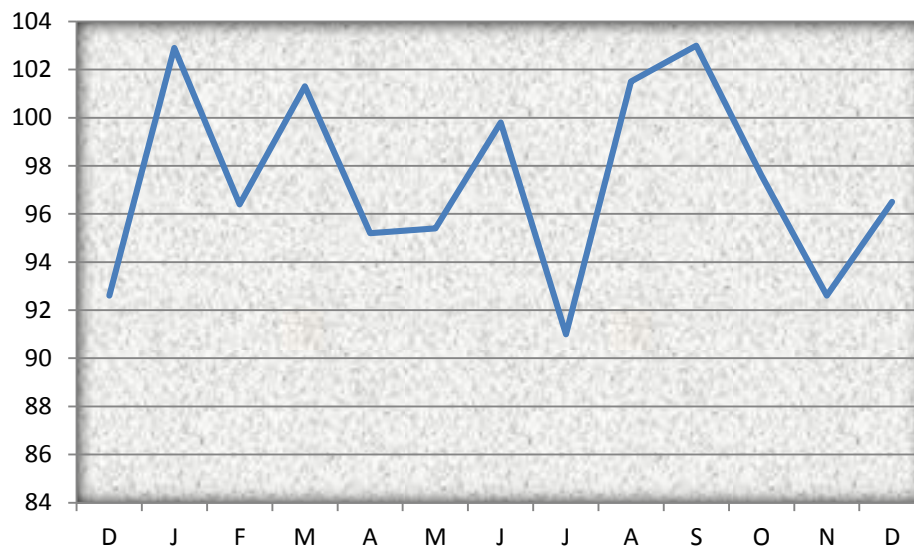


Source: Bureau of Labor Statistics; Survey Research Center

US Consumer Confidence: 1978-present



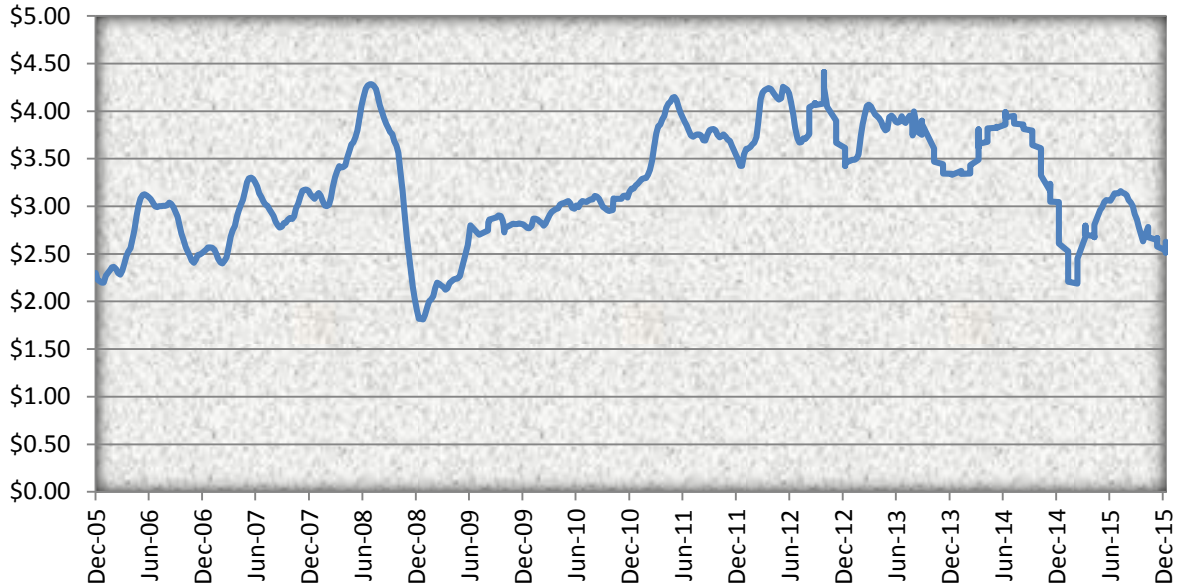
US Consumer Confidence Last 12 Months



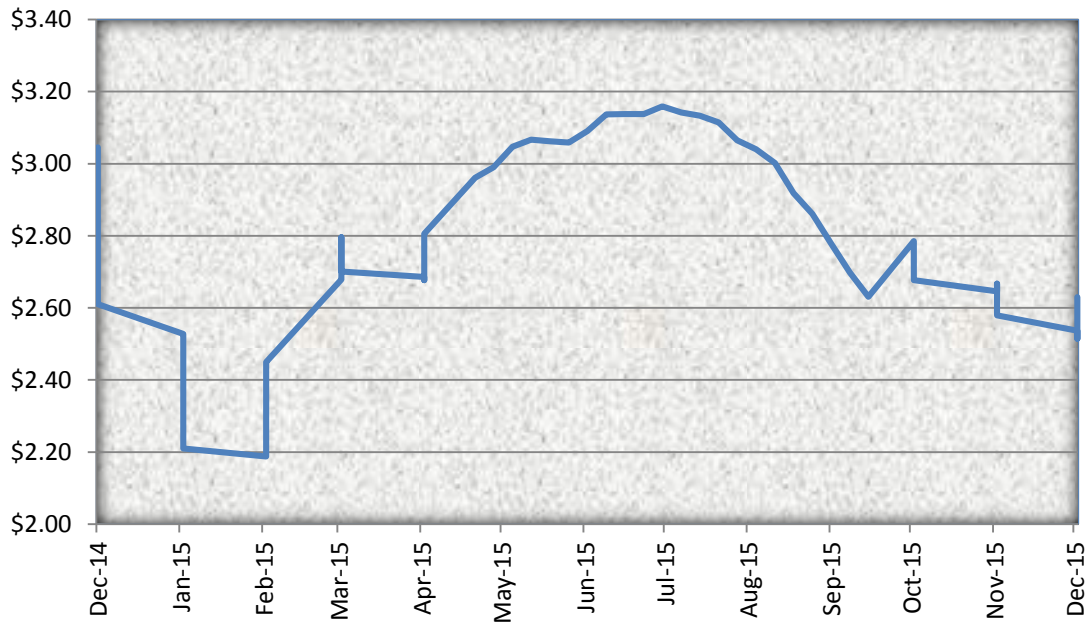
Sources: The Conference Board, University of Michigan

December 2015
Visit California
Monthly Tracking Dashboard

West Coast Regular Gas Prices: 2005-Present

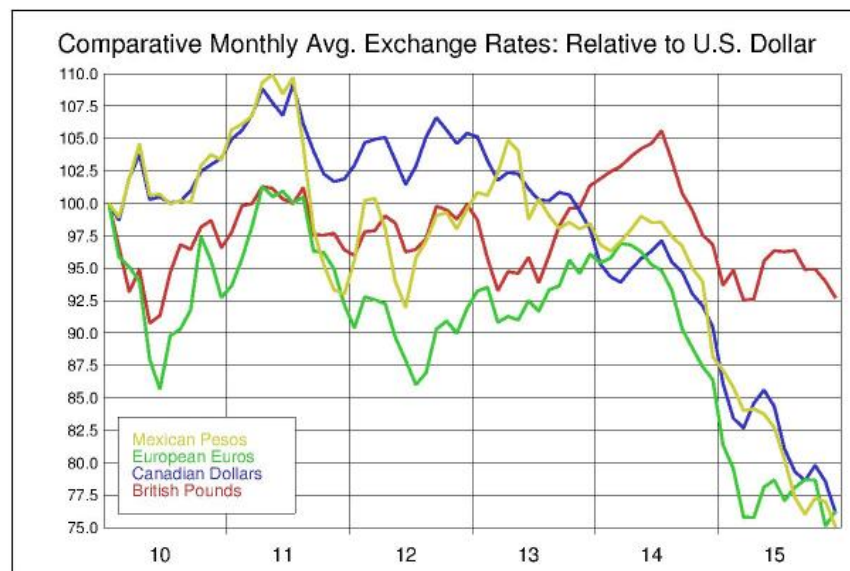
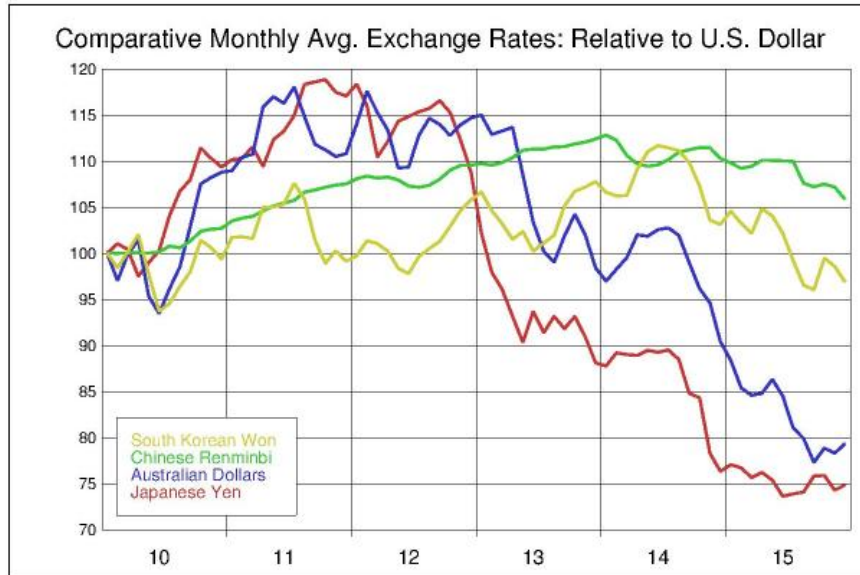


West Coast Regular Gas Prices: Last 12 Months



Source: Energy Information Administration

Exchange Rates
Relative Change Since 2010



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

FORECAST: INTERNATIONAL (August, 2015)

Annual International Trips to California									
(Annual % change)									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	9.4%	8.8%	3.5%	4.5%	5.1%	1.0%	4.2%	4.4%	4.4%
China	57.1%	22.9%	42.8%	22.1%	21.5%	10.0%	13.5%	12.1%	11.9%
India	19.2%	1.2%	3.0%	26.3%	9.3%	4.0%	6.2%	5.4%	5.0%
Japan	19.3%	4.8%	1.7%	-4.0%	7.4%	0.3%	1.2%	0.6%	0.4%
South Korea	47.7%	-5.4%	-1.7%	0.4%	2.0%	2.5%	4.2%	3.8%	3.6%
Australia	36.6%	11.3%	-5.1%	5.9%	6.4%	0.8%	1.6%	2.6%	2.4%
United Kingdom	3.2%	7.4%	-3.1%	2.6%	5.3%	1.8%	3.0%	2.3%	2.0%
Germany	12.5%	7.4%	-2.4%	5.7%	4.1%	0.6%	3.5%	2.9%	3.2%
France	37.1%	17.9%	-16.1%	4.0%	14.7%	0.4%	2.3%	2.1%	1.8%
Scandinavia	21.9%	14.2%	7.9%	7.0%	11.1%	1.2%	3.4%	3.6%	4.0%
Brazil	32.0%	34.9%	14.2%	12.8%	6.7%	0.1%	2.2%	3.1%	3.0%
Canada	10.0%	8.8%	4.6%	1.6%	3.7%	0.2%	4.4%	4.2%	4.2%
Mexico	1.8%	7.5%	5.7%	3.4%	1.3%	0.1%	3.5%	4.3%	4.2%
Rest of World	9.0%	-4.9%	-3.1%	5.4%	10.2%	0.5%	4.5%	4.0%	3.8%

Source: Tourism Economics, CIC Research, OTTI

Note on volatility of historical data and treatment in forecast: Due to smaller sample sizes and relatively smaller visitor volumes in absolute terms, the historical data of origin markets tends to be more volatile than total visitor volumes.

Global Generational Lifestyles

How much does our age influence how we think, where and what we eat, or how we save and spend?

Depending on our age, our approach to something as simple as getting up-to-date news or eating out can be drastically different. But today's consumers are bucking yesterday's preconceived generational notions. In fact, many older people are embracing a more technology-driven world, and sizeable numbers of younger people are turning to more traditional values. Yet for all of our differences, in many ways, it's remarkable how similar we are no matter the age.

The Nielsen Global Generational Lifestyles Survey polled 30,000 online respondents in 60 countries to better understand how global consumer sentiment differs across lifestages. The findings disprove some myths, yet reaffirm others.



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