

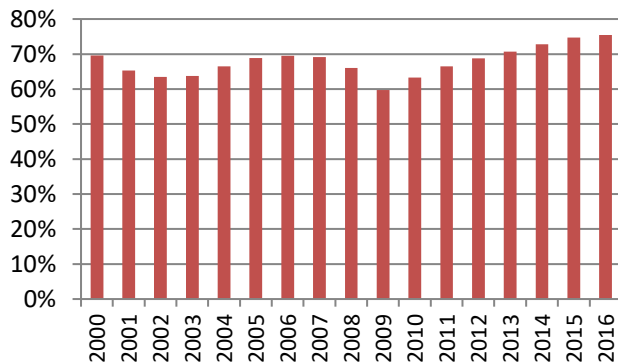
July 2017
Visit California
Monthly Tracking Dashboard

TOURISM INDUSTRY INDICATORS

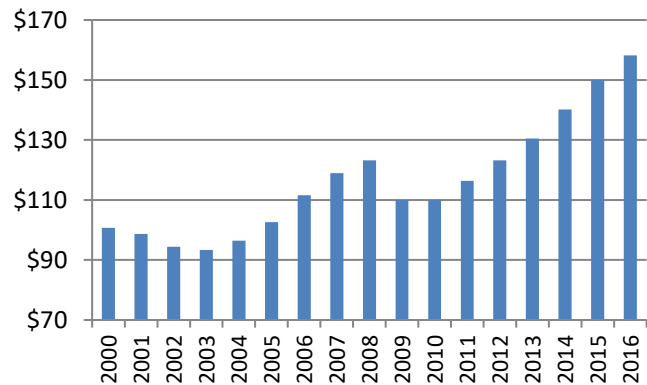
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

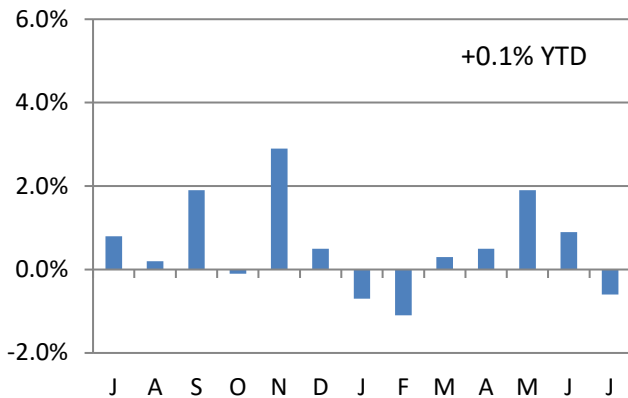
CA Occupancy: 2000-2016



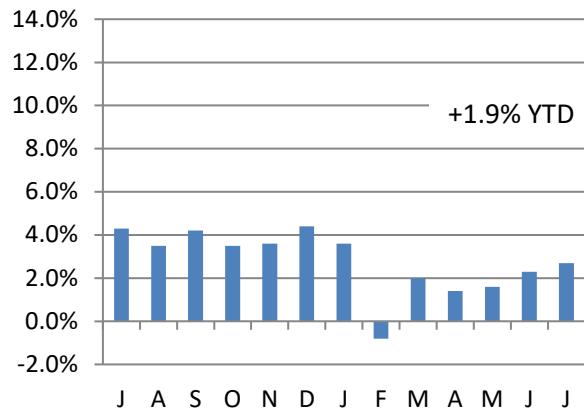
CA ADR: 2000-2016



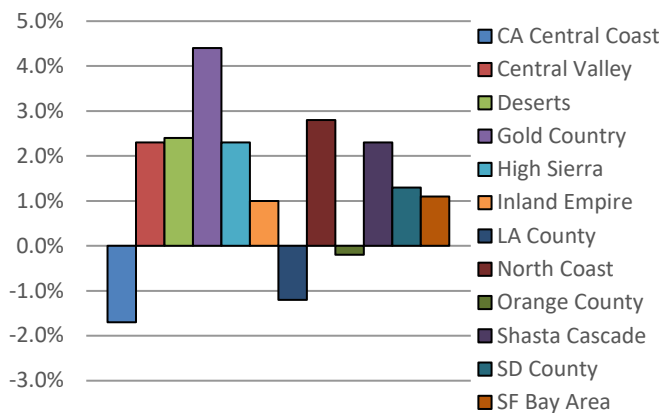
CA Occupancy Yr/Yr Chg: Last 12 Months



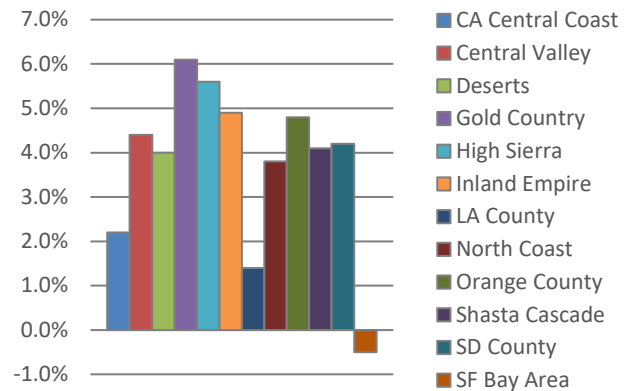
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg: July 2017



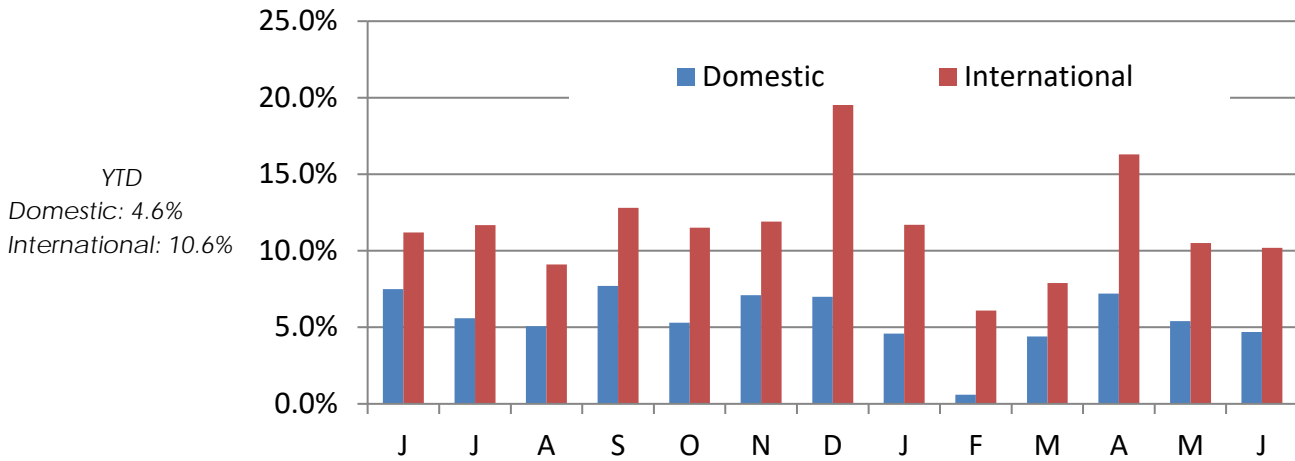
Regional CA ADR YTD Chg: July 2017



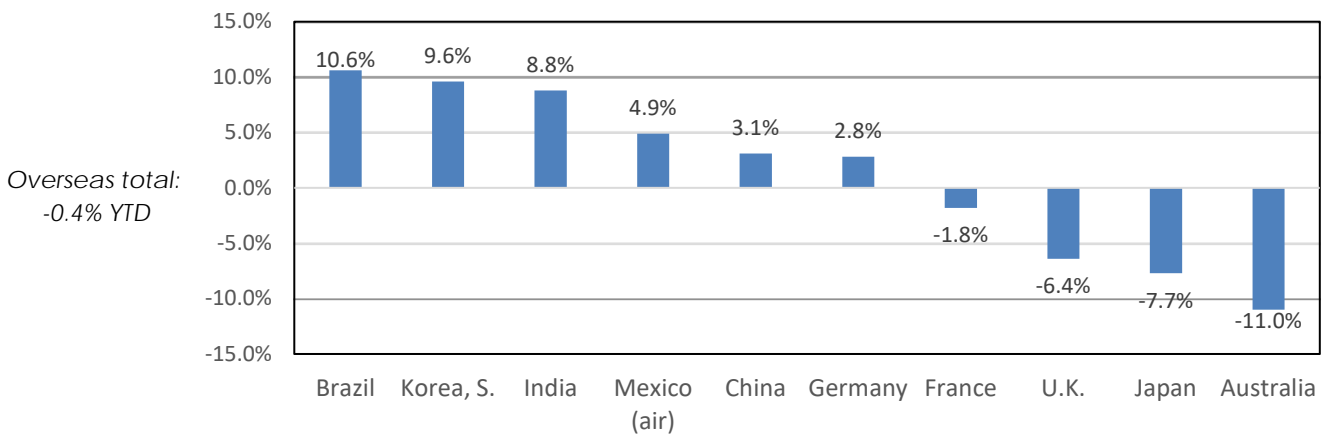
Source: Smith Travel Research

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CA Airport Traffic Yr/Yr Chg: Last 12 Months



Overseas Arrivals YTD % Change (January, 2017)



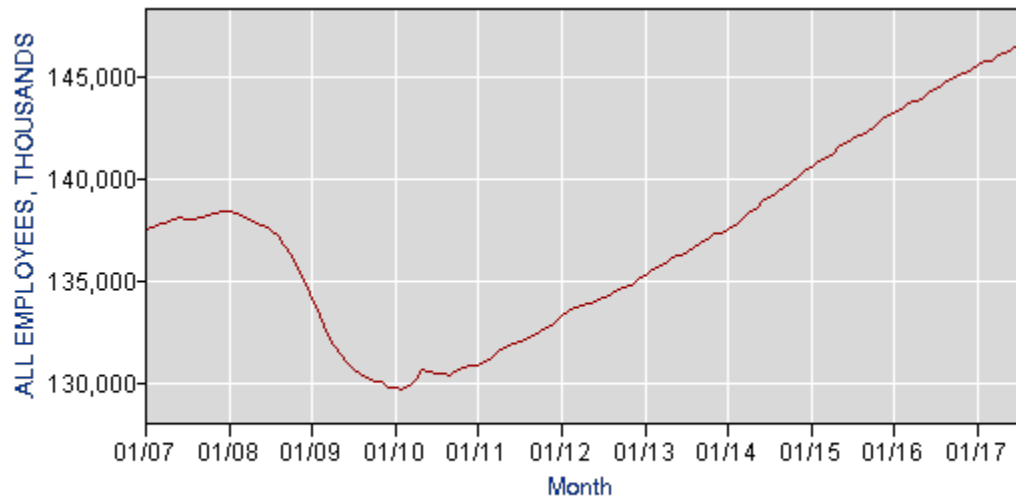
California Welcome Centers: Volume and Yr/Yr Change



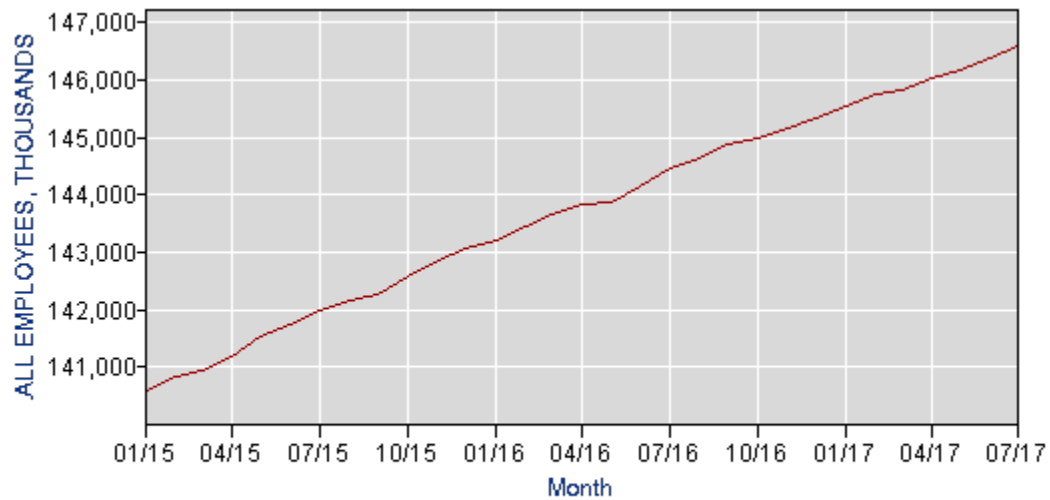
Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year. Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: DOMESTIC

US Work Force: 2007-present



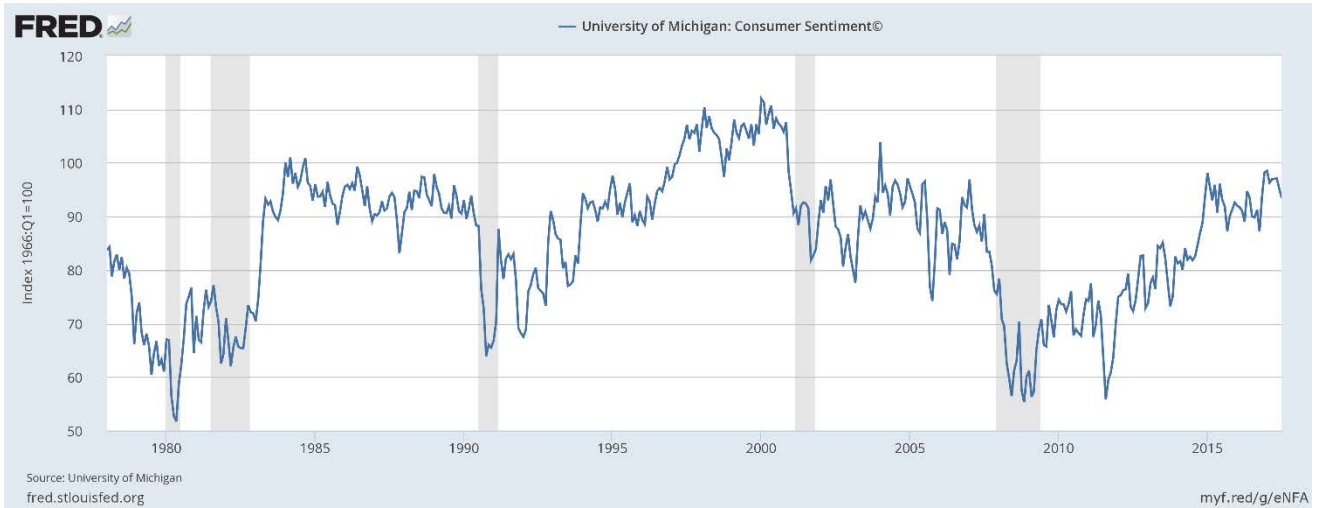
US Work Force: 2015-present



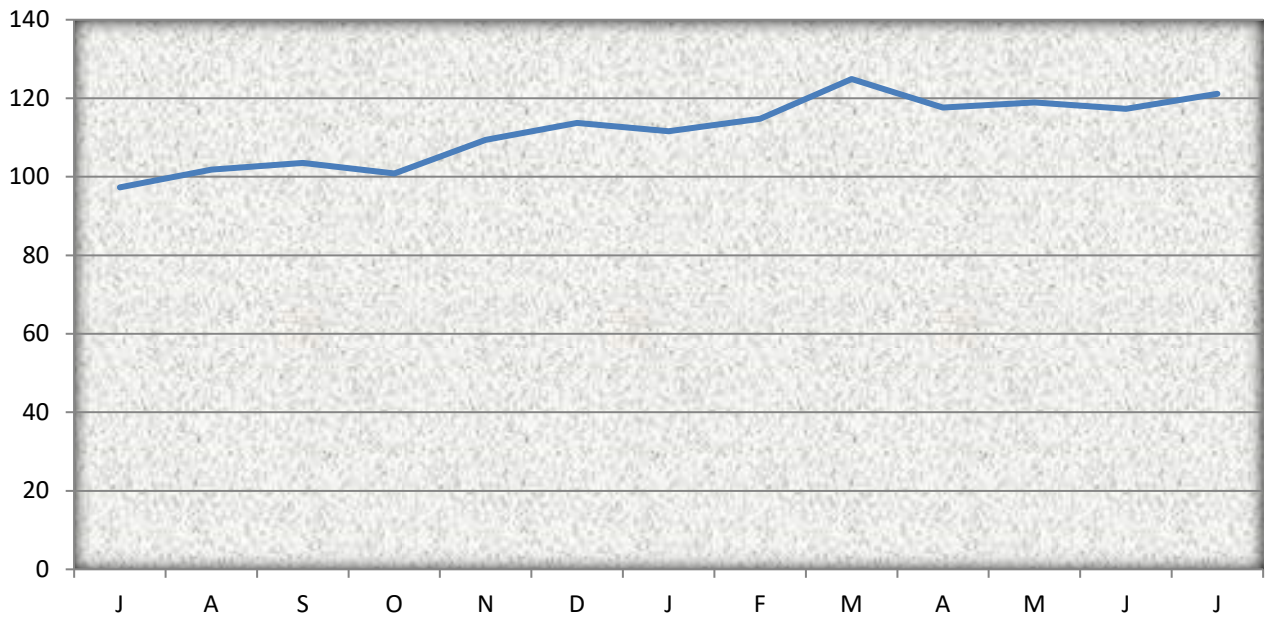
Source: Bureau of Labor Statistics; Survey Research Center

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US Consumer Confidence: 1978-present



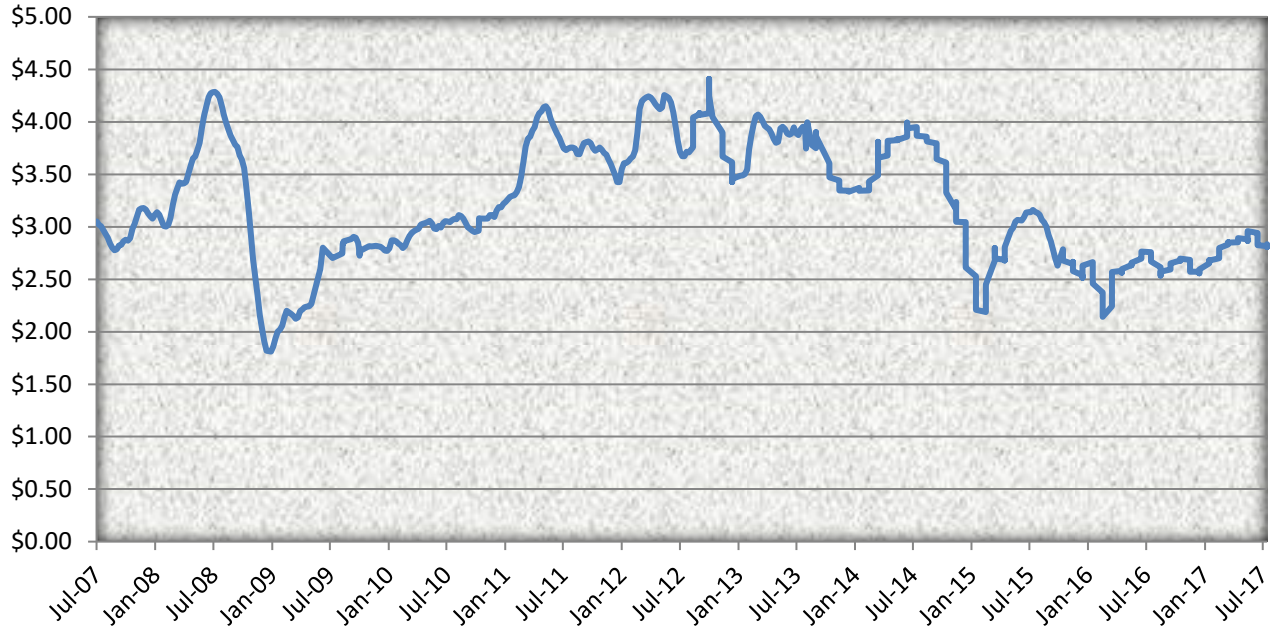
US Consumer Confidence Last 12 Months



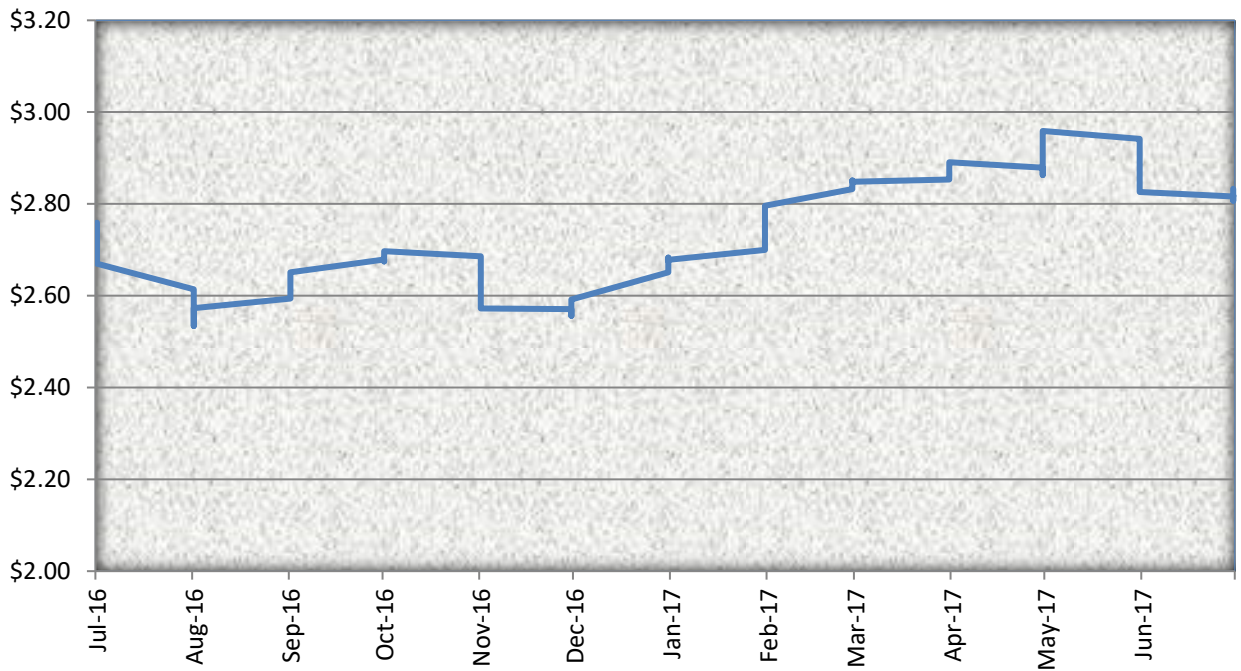
Sources: The Conference Board, University of Michigan

July 2017
 Visit California
 Monthly Tracking Dashboard

West Coast Regular Gas Prices: 2007-Present

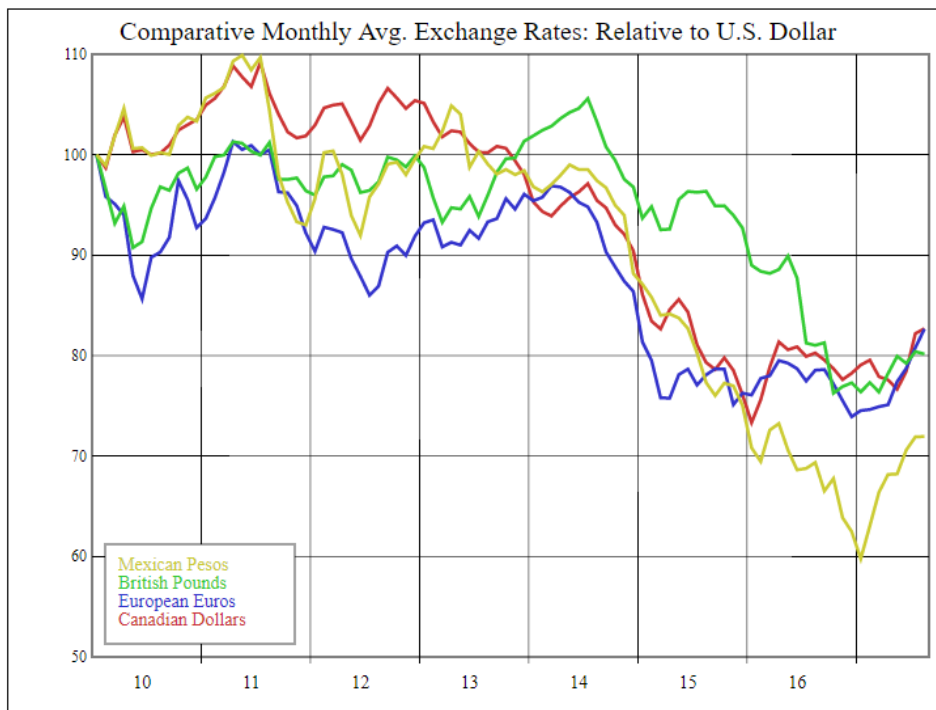
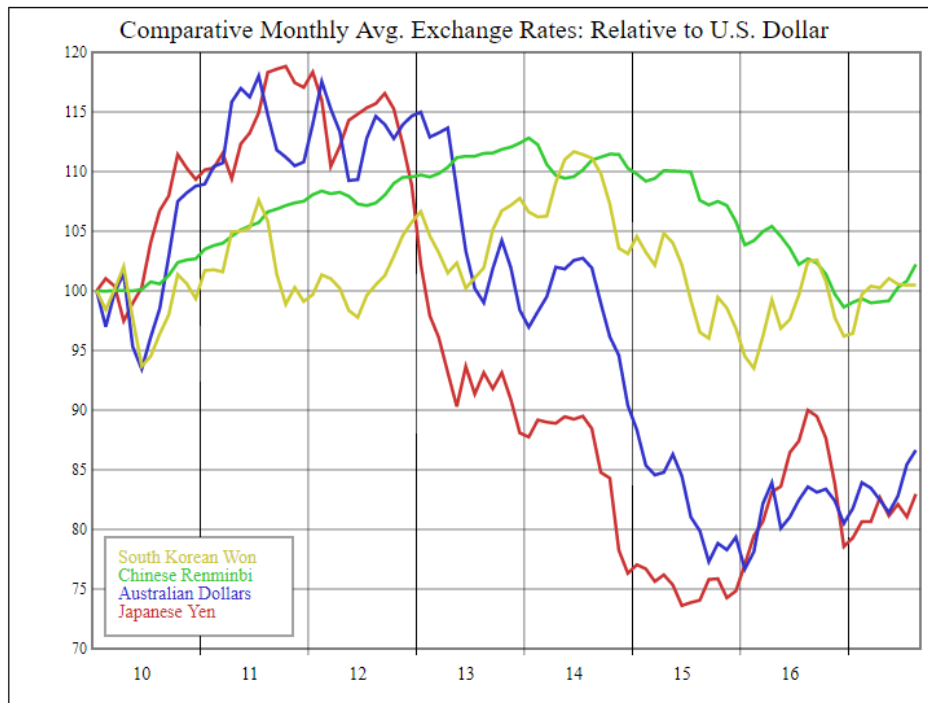


West Coast Regular Gas Prices: Last 12 Months



Source: Energy Information Administration

Exchange Rates
Relative Change Since 2010



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

INTERNATIONAL TRAVEL FORECAST

Annual International Trips to California											
(Annual % change)											
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	8.8%	3.5%	4.5%	5.1%	3.6%	1.6%	-0.9%	2.6%	3.4%	4.1%	4.1%
China	22.9%	42.8%	22.1%	21.5%	16.7%	17.1%	11.2%	11.0%	10.9%	10.7%	10.6%
India	1.2%	3.0%	26.3%	9.3%	11.2%	9.5%	8.4%	8.3%	7.7%	7.4%	7.5%
Japan	4.8%	1.7%	-4.0%	7.4%	-6.5%	1.9%	1.8%	1.4%	1.1%	0.9%	1.0%
South Korea	-5.4%	-1.7%	0.4%	2.0%	10.3%	7.3%	5.5%	5.2%	5.1%	4.7%	4.7%
Australia	11.3%	-5.1%	5.9%	6.4%	3.6%	-0.9%	-0.8%	1.3%	1.2%	1.2%	1.5%
United Kingdom	7.4%	-3.1%	2.6%	5.3%	2.7%	-1.7%	-0.7%	1.2%	1.5%	1.6%	1.5%
Germany	7.4%	-2.4%	5.7%	4.1%	-0.6%	-2.9%	-1.0%	1.5%	2.4%	2.9%	2.9%
France	17.9%	-16.1%	4.0%	14.7%	-0.9%	0.3%	-2.3%	2.3%	2.2%	2.8%	3.2%
Italy	-3.9%	-11.4%	-4.2%	13.2%	-0.8%	0.3%	-2.0%	1.2%	2.4%	2.1%	2.3%
Scandinavia	14.2%	7.9%	7.0%	11.1%	3.1%	0.9%	-1.4%	0.8%	1.5%	1.6%	2.0%
Brazil	34.9%	14.2%	12.8%	6.7%	2.0%	-18.3%	-0.1%	2.7%	3.9%	3.6%	3.2%
Middle East	19.4%	26.3%	14.0%	21.9%	4.4%	1.5%	-6.8%	0.3%	2.5%	2.9%	3.2%
Canada	8.8%	4.6%	1.6%	3.7%	-2.8%	-2.4%	1.1%	2.1%	2.3%	2.5%	2.3%
Mexico	7.5%	5.7%	3.4%	1.3%	3.0%	1.9%	-4.7%	1.2%	2.5%	3.8%	3.9%
Rest of World	12.5%	-4.9%	5.3%	8.5%	8.4%	-1.7%	1.7%	2.8%	3.3%	3.1%	2.7%

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.

California Cities Top Resonance U.S. Tourism Quality Index: Los Angeles, Orange County, San Francisco, and San Diego

The 2017 U.S. Tourism Quality Index measures tourism’s supply-side performance and competitiveness in destinations that attract more than 3 million visitors per year across the United States. Destination rankings are based on both absolute and indexed scales: the absolute scale measures the total number of quality experiences; the indexed scale evaluates performance in terms of how many quality experiences are delivered per visitor (i.e. the number of quality experiences per 100,000 visitors).

To formulate visitor estimates for each destination and create the indexed scoring, we utilized a combination of data from Kantar TNS’ visitor survey for domestic visitor counts and the U.S. Department of Commerce National Travel and Tourism Office Survey of International Air Travelers to create estimates for total visitors to each destination.

The rankings that follow are based on an analysis of the number of products or experiences rated as ‘Very Good’ or ‘Excellent’ in 17 different areas. We grouped these factors together into six categories:

- Culture – The arts and culture in a destination
- Entertainment – Fun attractions and experiences
- Sightseeing – The natural and built environment of a destination
- Sports & Adventure – A destination’s outdoor activities and adventures
- Culinary – The food experiences in a destination and Lodging – Accommodation in a destination

The six categories in this report are treated with equal importance and, as such, are weighted equally. In sum, a destination’s performance across these six categories reflects the “experiential quality” of one destination to the next.

Read the full [Resonance Report](#)



Resonance

TRAVEL TRENDS/NEWS

[ASTA Releases 2017 ‘How America Travels’ Study](#)

– ASTA/Travel Industry Wire

[Sharing Economy Catching on With Summer Travelers](#)

– Travel Pulse

CONSUMER TRENDS/NEWS

[Millennials Are Attending Events in Droves Because of Fear of Missing Out](#)

– Skift

INTERNATIONAL TRENDS/NEWS

[Strength in Global Economy Means Higher Travel Pricing in 2018](#)

– Hotel News Resource

[International Tourism to the United States Dropped in 2016](#)

– Skift