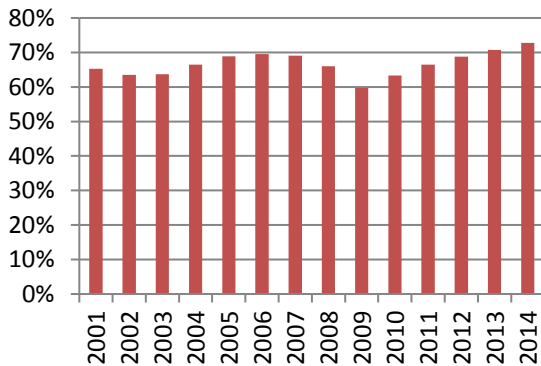


TOURISM INDUSTRY INDICATORS

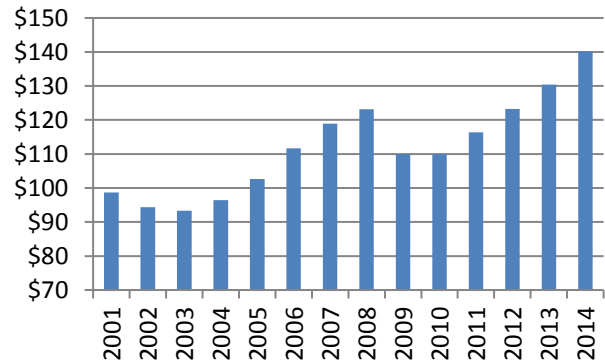
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

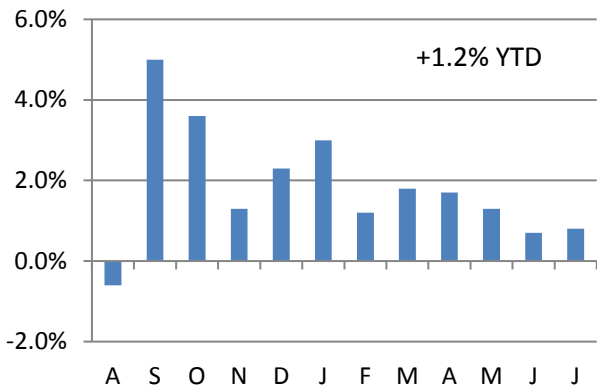
CA Occupancy: 2000-2014



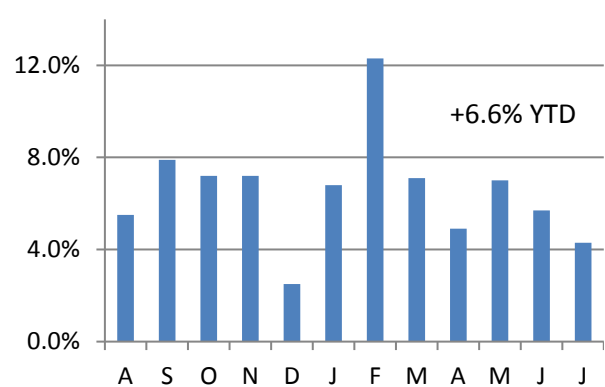
CA ADR: 2000-2014



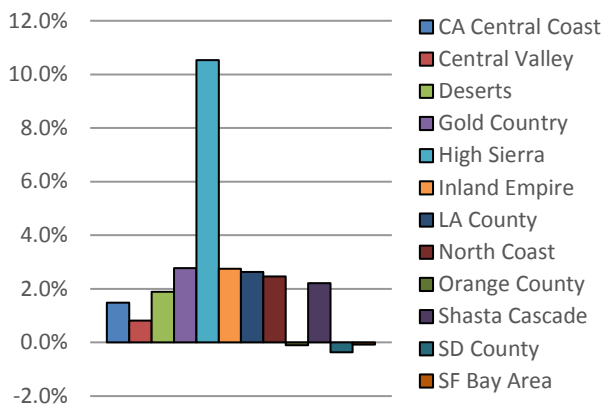
CA Occupancy Yr/Yr Chg: Last 12 Months



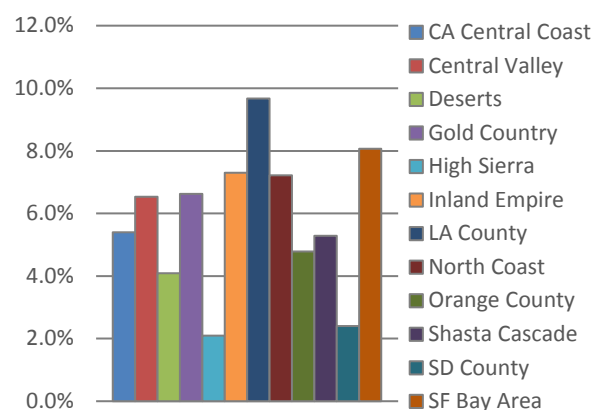
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg: July 2016



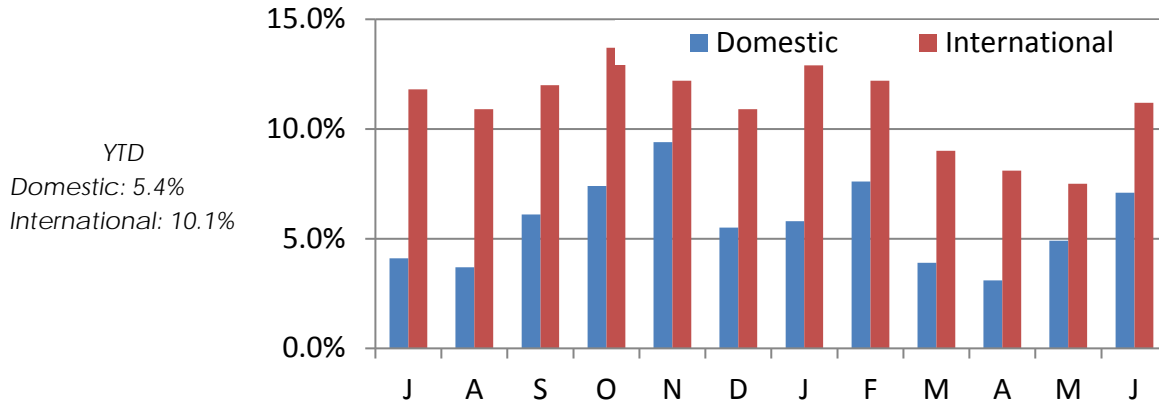
Regional CA ADR YTD Chg: July 2016



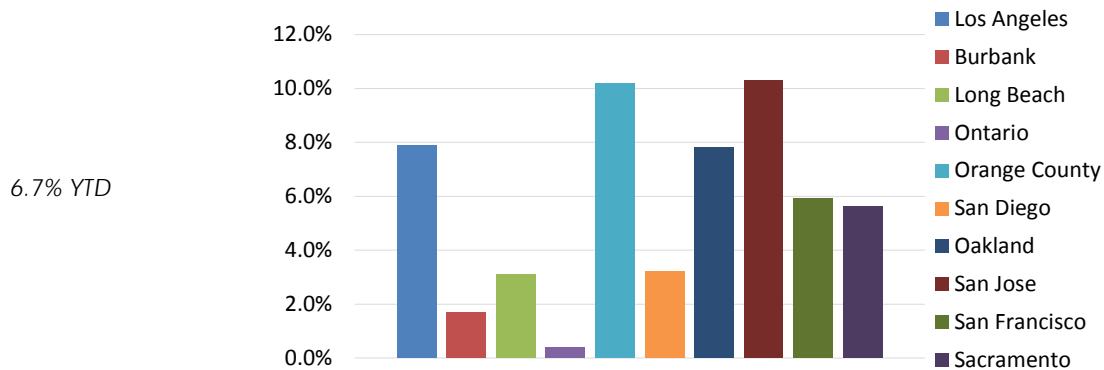
July 2016
Visit California
Monthly Tracking Dashboard

Source: Smith Travel Research

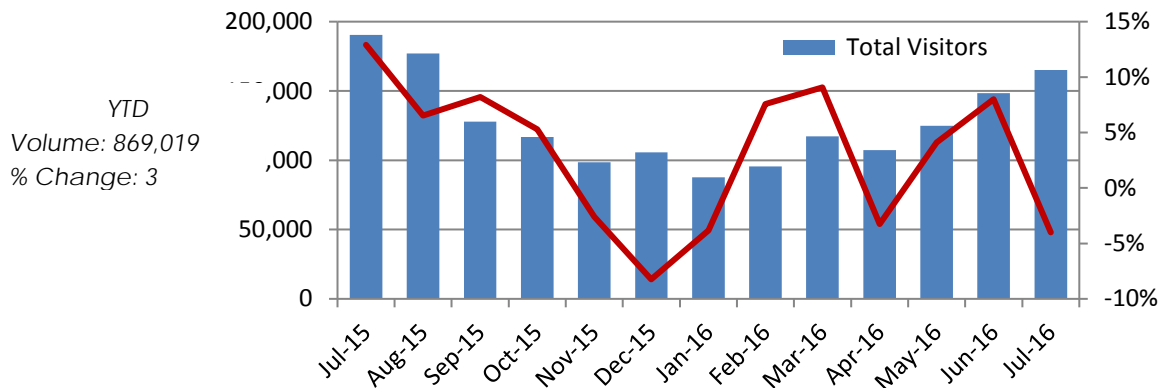
CA Airport Traffic Yr/Yr Chg: Last 12 Months



Total Passenger Arrival by Airport YTD Chg: June 2016



California Welcome Centers: Volume and Yr/Yr Change

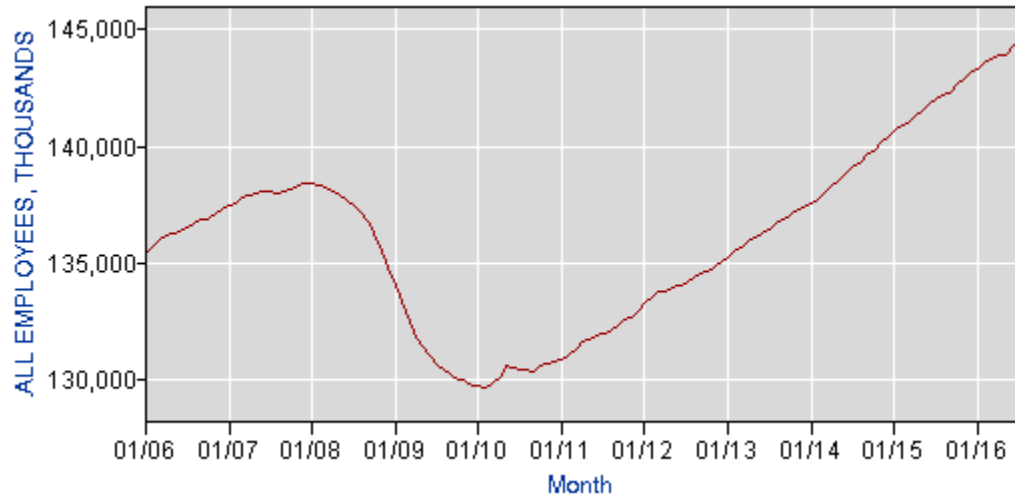


Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year.

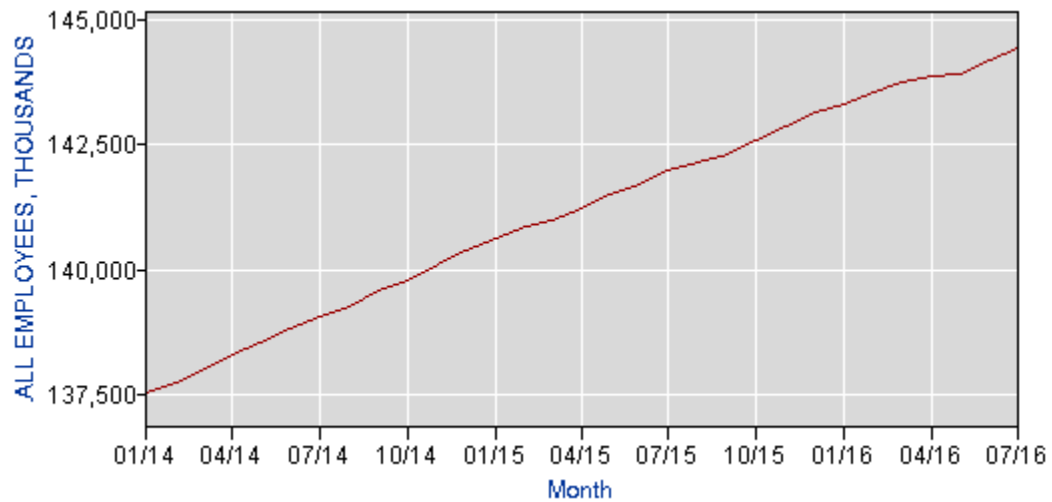
Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: *DOMESTIC*

US Work Force: 2006-present

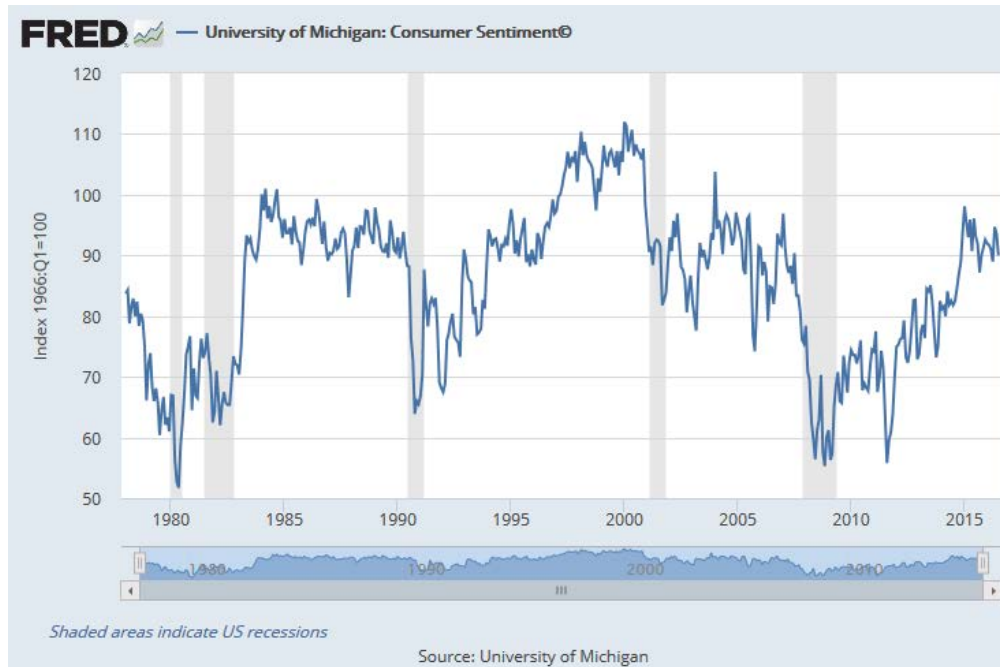


US Work Force: 2014-present

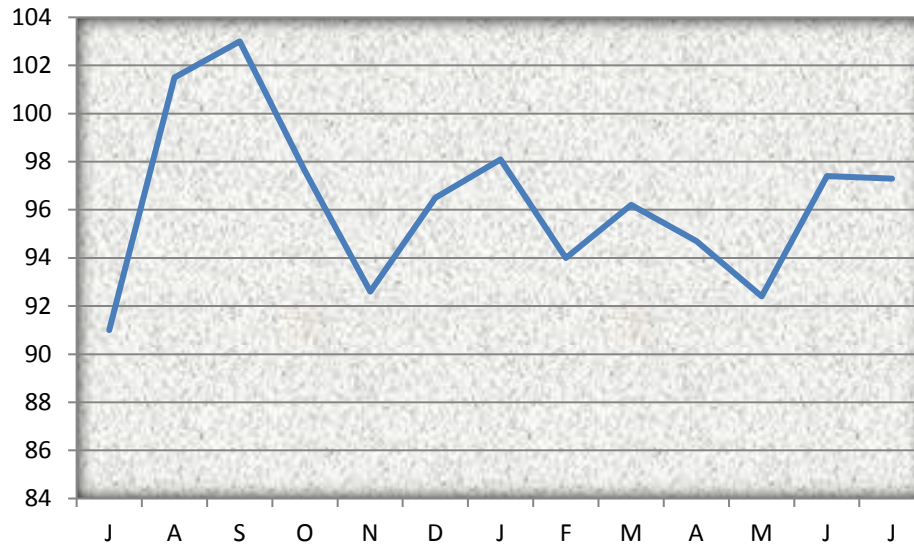


Source: Bureau of Labor Statistics; Survey Research Center

US Consumer Confidence: 1978-present



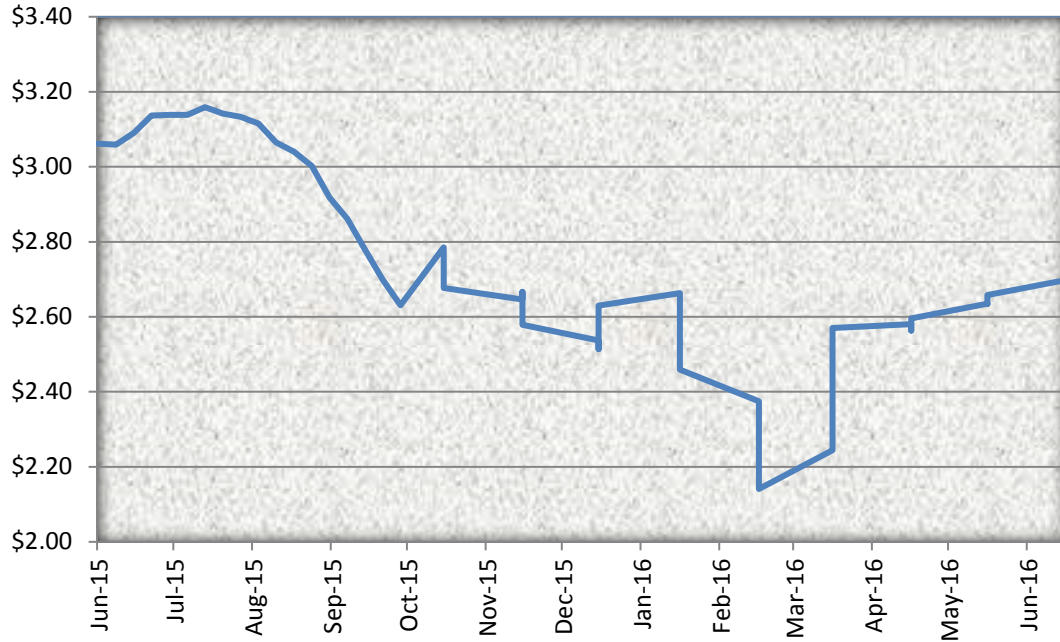
US Consumer Confidence Last 12 Months



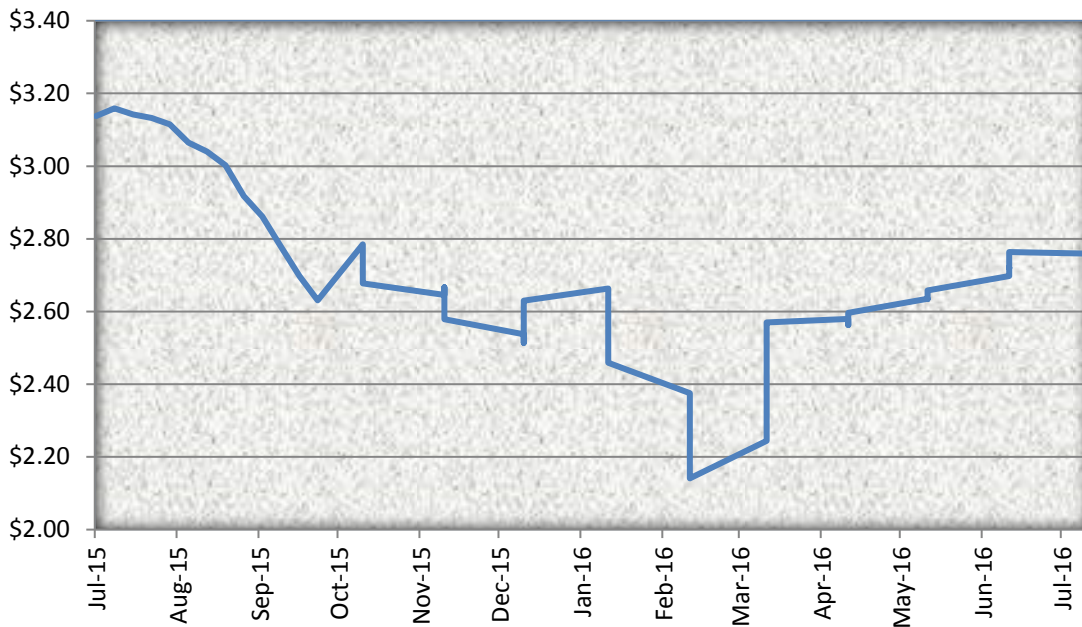
Sources: The Conference Board, University of Michigan

July 2016
 Visit California
 Monthly Tracking Dashboard

West Coast Regular Gas Prices: 2005-Present

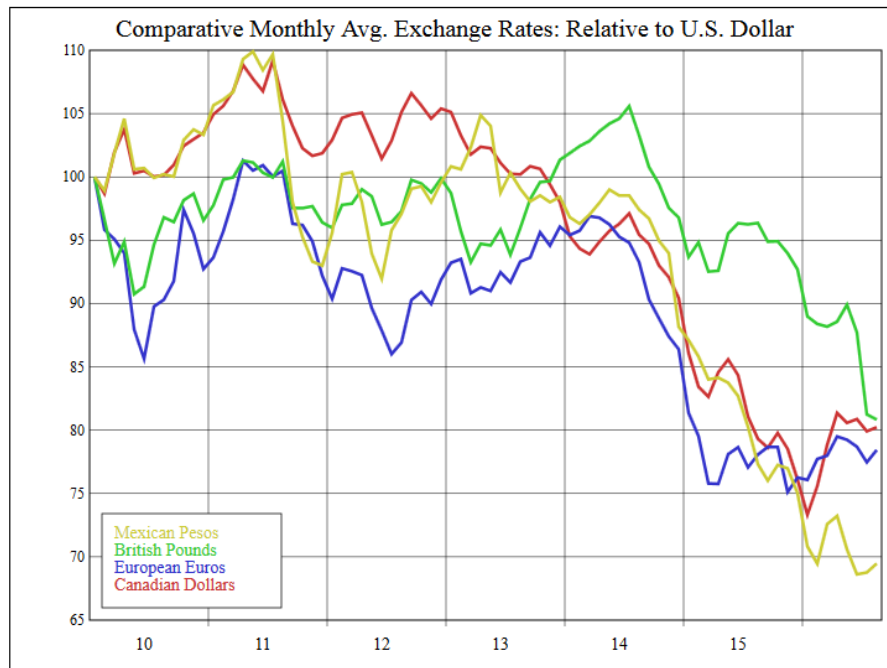
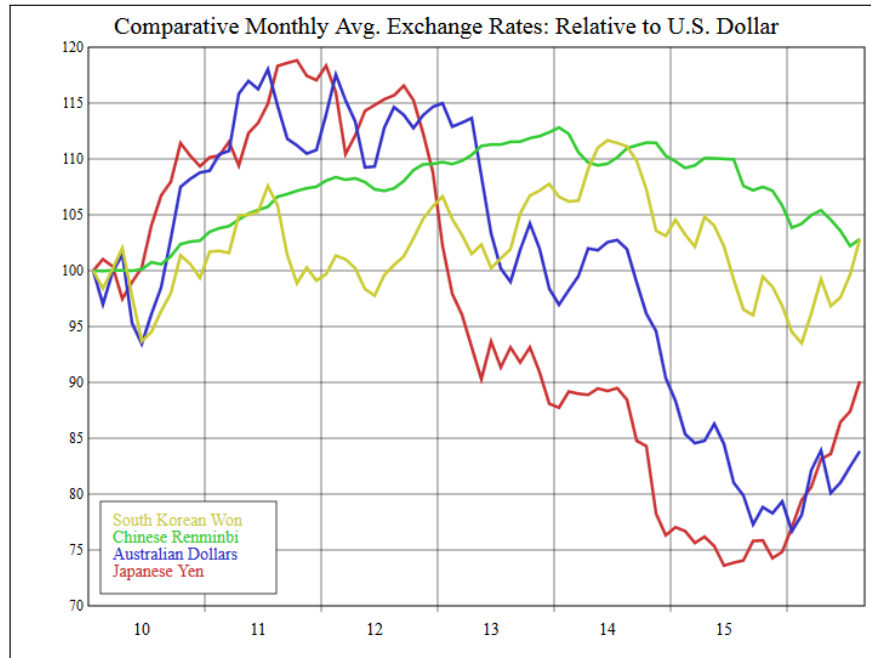


West Coast Regular Gas Prices: Last 12 Months



Source: Energy Information Administration

Exchange Rates
Relative Change Since 2010



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

FORECAST: INTERNATIONAL (June, 2016)

Annual International Trips to California											
	(Annual % change)										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total	9.4%	8.8%	3.5%	4.5%	5.1%	3.3%	3.0%	3.7%	4.0%	4.2%	4.5%
China	57.1%	22.9%	42.8%	22.1%	21.5%	16.5%	17.8%	14.7%	11.3%	10.5%	10.6%
India	19.2%	1.2%	3.0%	26.3%	9.3%	9.1%	9.6%	8.4%	7.7%	8.2%	8.9%
Japan	19.3%	4.8%	1.7%	-4.0%	7.4%	-8.8%	0.2%	1.3%	1.9%	2.0%	1.8%
South Korea	47.7%	-5.4%	-1.7%	0.4%	2.0%	10.9%	16.9%	8.1%	7.6%	8.2%	8.0%
Australia	36.6%	11.3%	-5.1%	5.9%	6.4%	3.7%	4.5%	3.1%	4.3%	5.1%	4.8%
United Kingdom	3.2%	7.4%	-3.1%	2.6%	5.3%	2.1%	5.4%	2.4%	3.6%	3.4%	3.2%
Germany	12.5%	7.4%	-2.4%	5.7%	4.1%	-0.6%	2.2%	2.0%	4.0%	3.3%	2.9%
France	37.1%	17.9%	-16.1%	4.0%	14.7%	-0.9%	-0.7%	2.2%	3.2%	4.8%	4.6%
Scandinavia	21.9%	14.2%	7.9%	7.0%	11.1%	5.0%	1.1%	4.1%	4.7%	5.2%	5.3%
Brazil	32.0%	34.9%	14.2%	12.8%	6.7%	4.3%	-9.8%	1.1%	3.0%	4.0%	3.6%
Canada	10.0%	8.8%	4.6%	1.6%	3.7%	-8.4%	-3.6%	2.3%	2.8%	3.2%	3.7%
Mexico	1.8%	7.5%	5.7%	3.4%	1.3%	3.4%	1.8%	2.5%	2.7%	3.0%	3.4%
Rest of World	9.0%	-4.9%	-3.1%	5.4%	10.2%	7.8%	2.4%	2.7%	3.4%	3.7%	3.5%

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.

July 2016
Visit California
Monthly Tracking Dashboard

Americans Spend More of Their Vacation Time on Their Phones Than They Do Relaxing by the Pool

On your summer vacation you'll spend more time glued to your smartphone than your beach chair, according to the Hotels.com® Mobile Travel Tracker. This global study of 9,200 travelers across 31 countries, reveals that like to gloat on social media, use mobile to search for our next meal and engage in Facebook competitions with our travel friends.

Smartphones vs. Beach Chairs

With summer already here, we often conjure up the image of spending hours relaxing around the pool, or exploring the sights and attractions of a new city. The reality however is that Americans will spend more time glued to their smartphones than their beach chairs.

We spend on average almost two and a half hours a day topping up our tan, compared to three hours a day glaring at our mobile devices. In fact, just over 6% of travelers will spend more than seven hours a day with their smartphone in their hands.

Post a Pic or It Didn't Happen: Social Show Offs

50% of travelers admit to uploading photos to social media just to show off and 28% do it to check into places on social media to make friends jealous. Over a quarter (28%) say they comment on friends' posts just so they don't miss out on anything out while they're away.

Americans Channel Their Inner Competition through Facebook Travel Face-Offs

Even if you think you're not the competitive type, you may be 1 out of 20 travelers who engages in 'Facebook face-offs' with their travel companions. This is when you check your travel buddy's social posts to make sure your content is better than theirs! Interestingly, three times more men compete with their friends than women. Additionally, 20% spend their time seeing how many likes and comments their posts have.

[Read full article of Hotels.com® Mobile Travel Tracker Study on Hospitality Trends](#)



Hospitality Trends

TRAVEL TRENDS/NEWS

[Bleisure Travel Isn't Growing, Despite What Trends Might Say](#)

–Skift

[Overworked Americans Aren't Taking The Vacation They've Earned](#)

–NPR

[Sharing Economy: Travel and Finance Update](#)

–Marketing Charts

[Today's Best Food Tourism Videos Highlight People and Place More Than the Food](#)

–Skift

INTERNATIONAL TRENDS/NEWS

[New Travel 2016 Edition – Key Insights](#)

–Euromonitor

CONSUMER TRENDS/NEWS

[Talkin' About iGeneration: Understanding Generation Z Consumers](#)

–Brand Channel