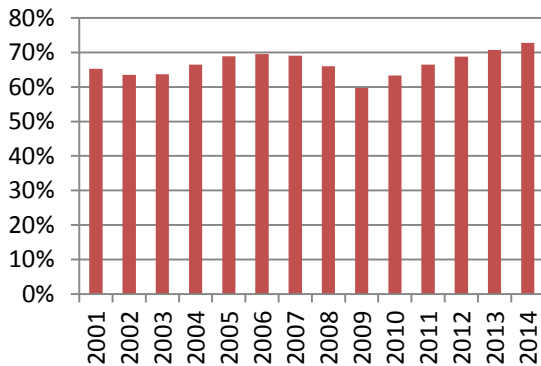


TOURISM INDUSTRY INDICATORS

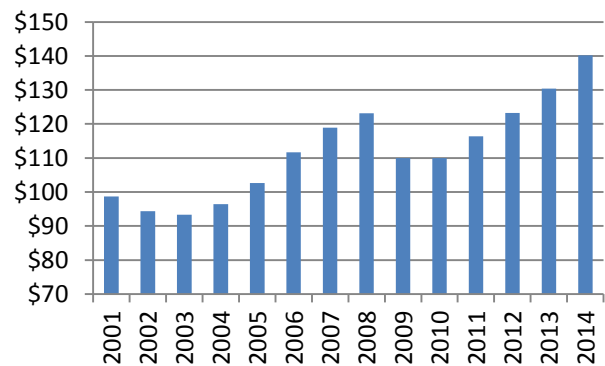
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

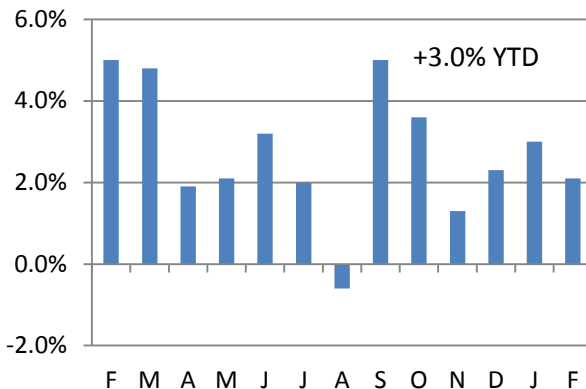
CA Occupancy: 2000-2014



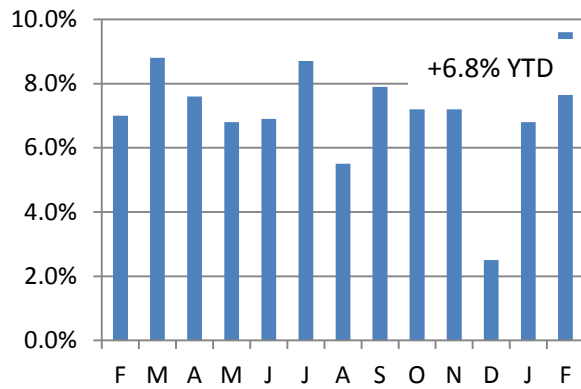
CA ADR: 2000-2014



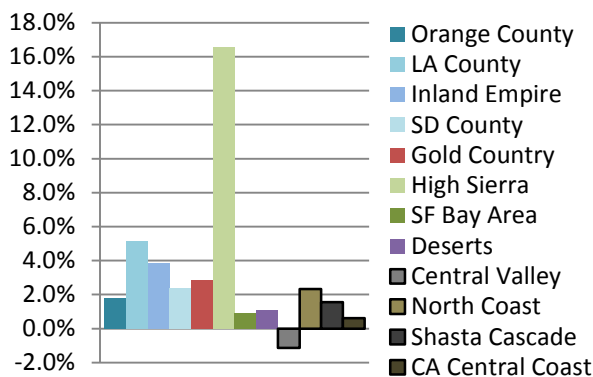
CA Occupancy Yr/Yr Chg: Last 12 Months



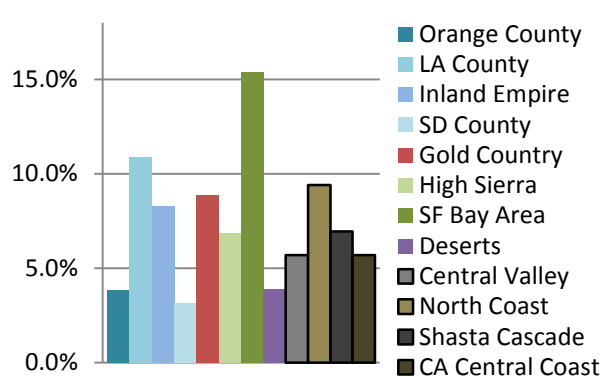
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg: Feb 2016



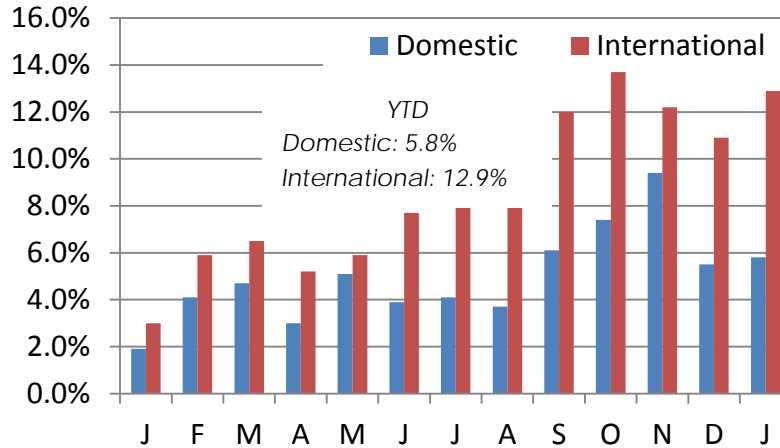
Regional CA ADR YTD Chg: Feb 2016



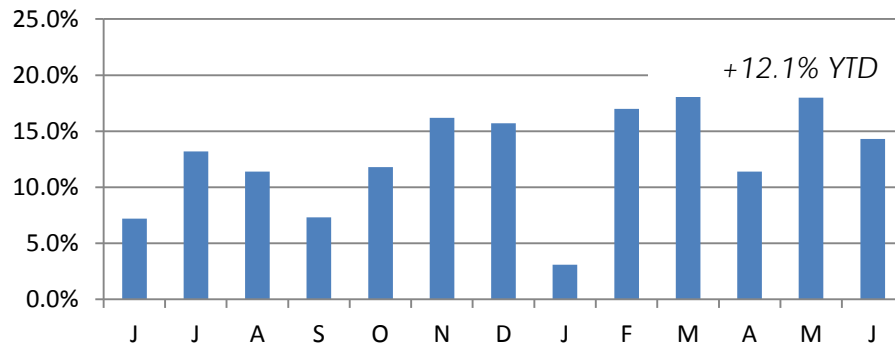
Source: Smith Travel Research

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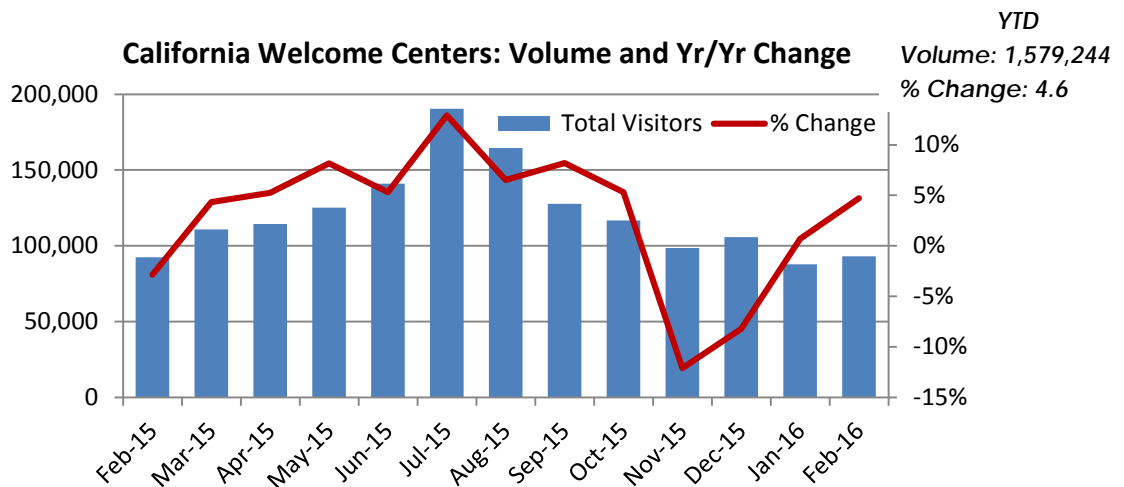
CA Airport Traffic Yr/Yr Chg: Last 12 Months



Overseas Arrivals Yr/Yr Chg: Last 12 Months (through June, 2015)



California Welcome Centers: Volume and Yr/Yr Change

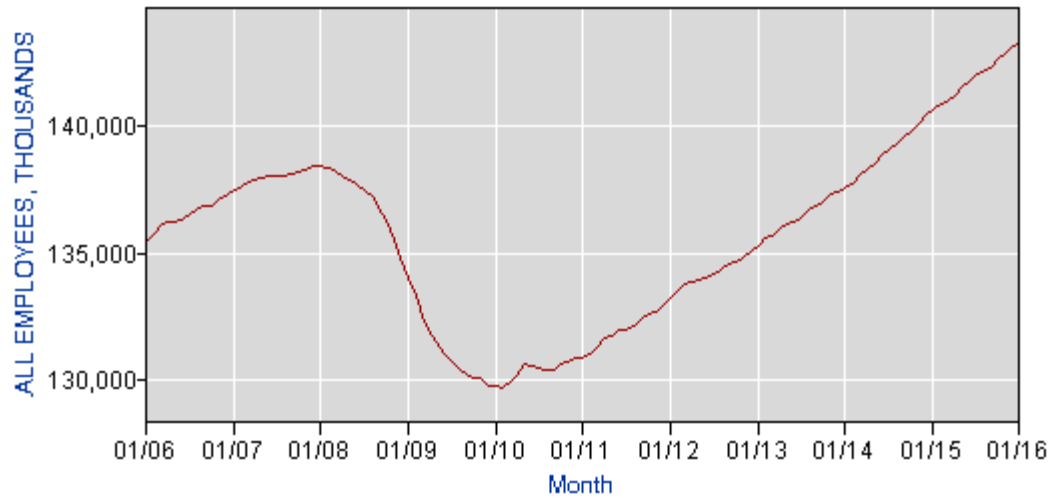


Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year.

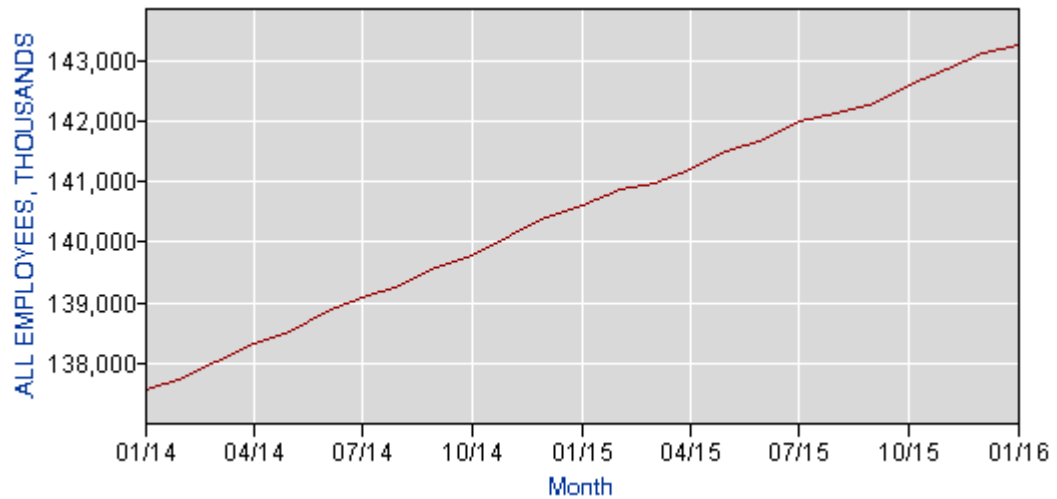
Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: *DOMESTIC*

US Work Force: 2005-present



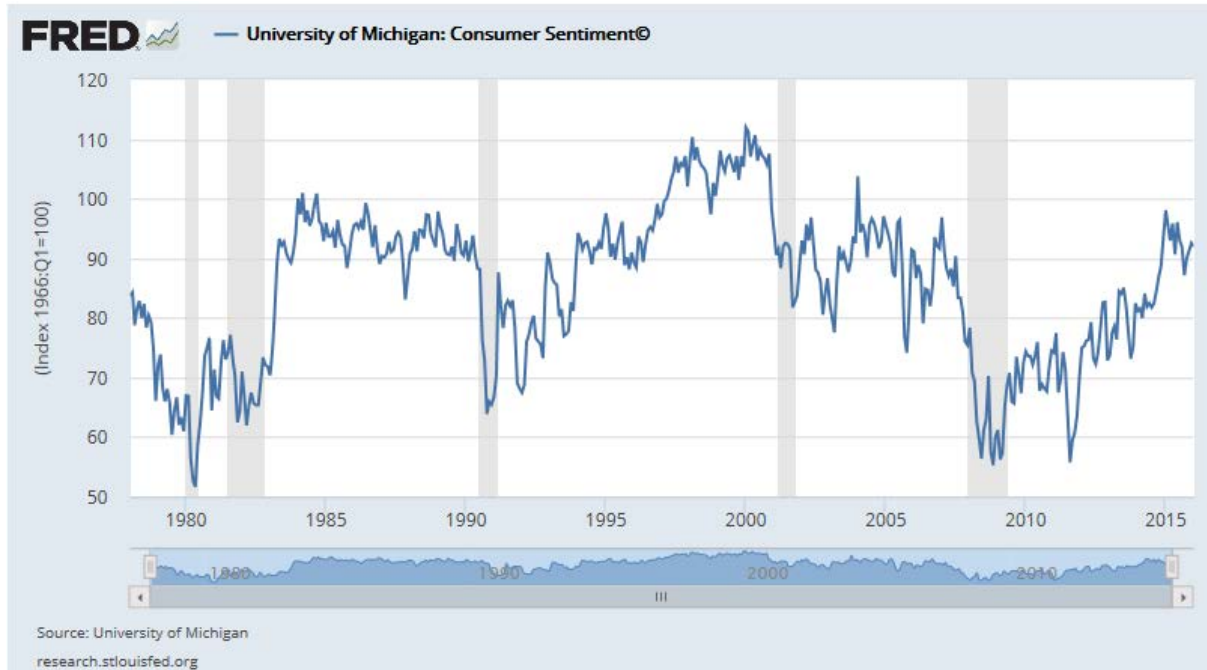
US Work Force: 2014-present



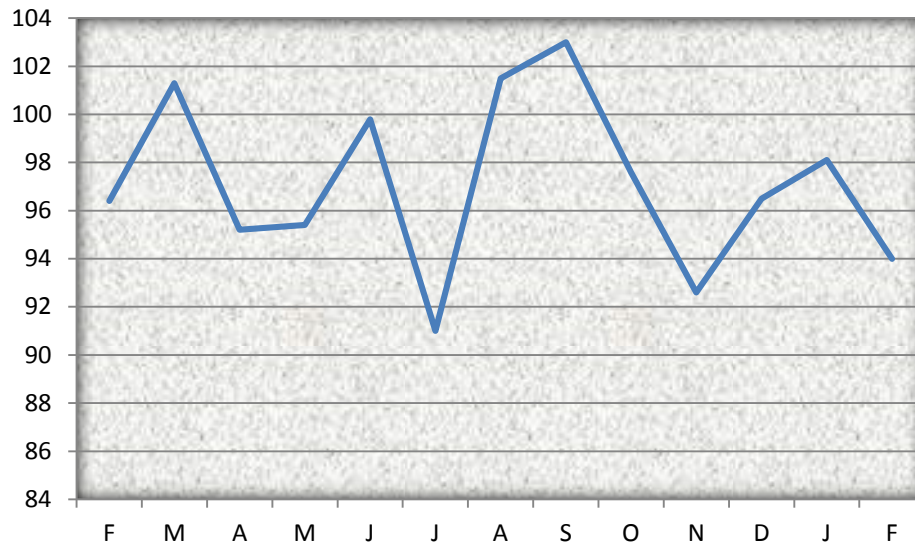
Source: Bureau of Labor Statistics; Survey Research Center

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US Consumer Confidence: 1978-present



US Consumer Confidence Last 12 Months



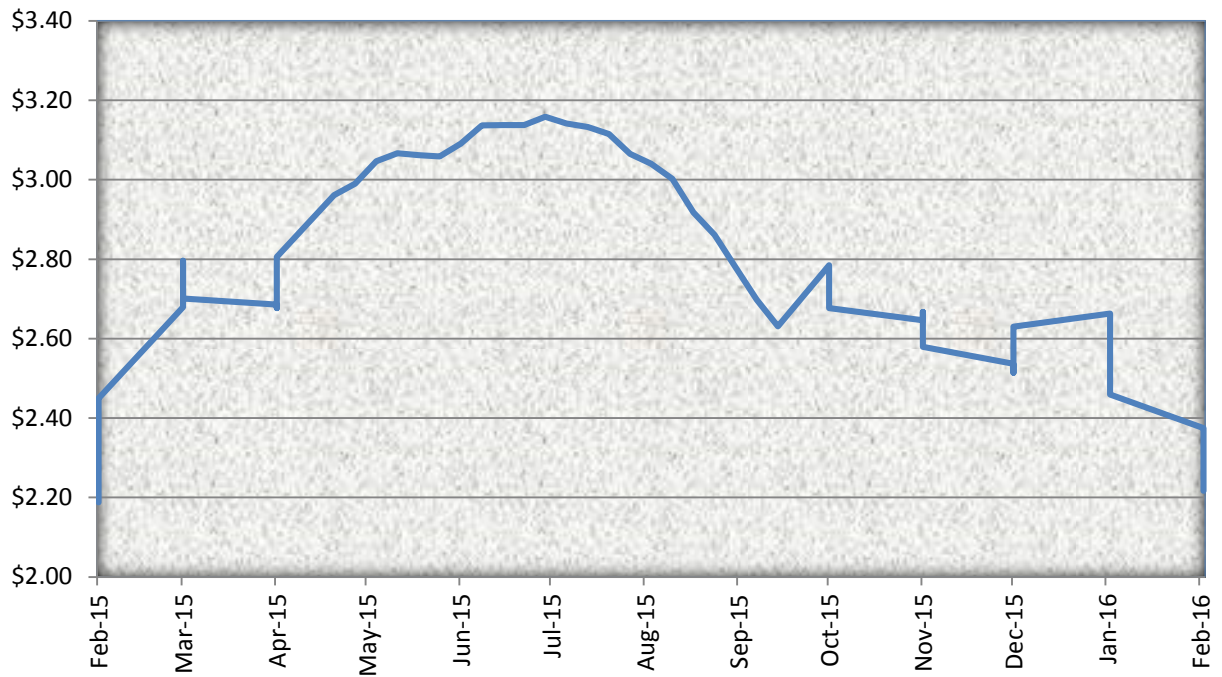
Sources: The Conference Board, University of Michigan

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West Coast Regular Gas Prices: 2005-Present

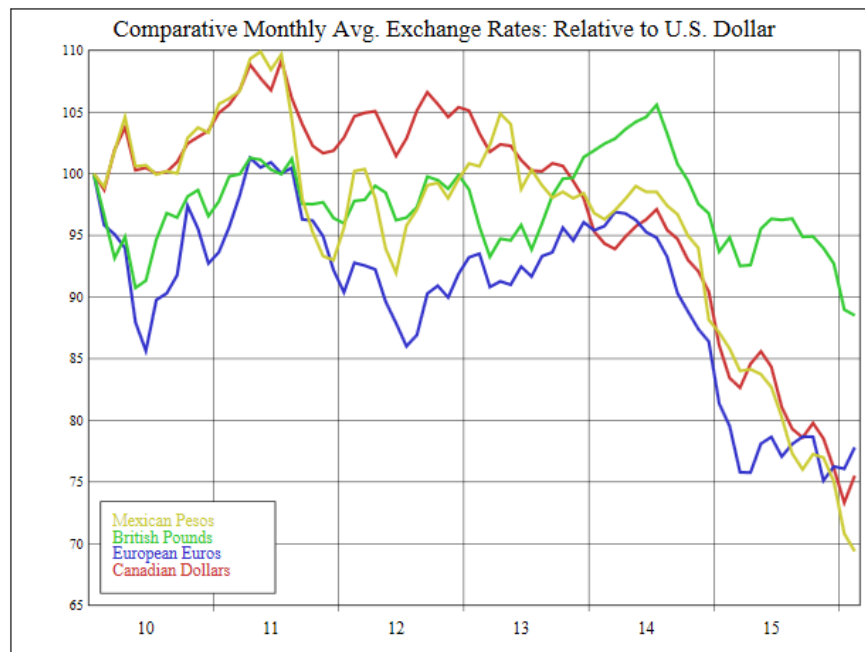
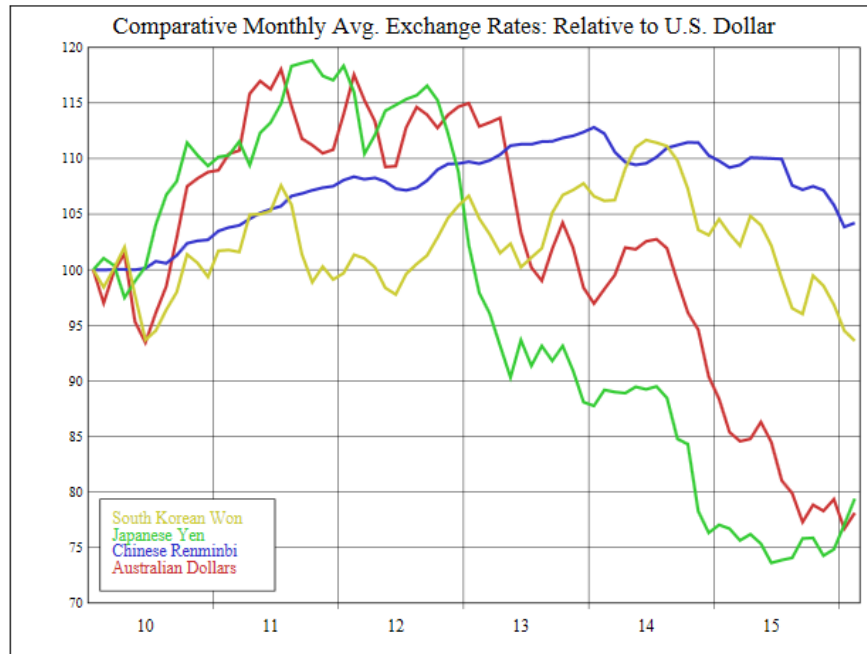


West Coast Regular Gas Prices: Last 12 Months



Source: Energy Information Administration

Exchange Rates
Relative Change Since 2010



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

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FORECAST: INTERNATIONAL (March, 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%	3.0%	3.5%	4.0%	3.6%	3.8%	3.8%
China	57.1%	22.9%	42.8%	22.1%	21.5%	13.0%	11.9%	10.6%	9.4%	8.9%	8.7%
India	19.2%	1.2%	3.0%	26.3%	9.3%	7.1%	7.7%	11.0%	9.7%	9.2%	8.0%
Japan	19.3%	4.8%	1.7%	-4.0%	7.4%	-0.4%	1.4%	1.2%	1.4%	2.0%	1.8%
South Korea	47.7%	-5.4%	-1.7%	0.4%	2.0%	12.4%	1.8%	3.4%	3.7%	4.0%	3.6%
Australia	36.6%	11.3%	-5.1%	5.9%	6.4%	6.0%	1.6%	2.8%	3.0%	2.6%	2.7%
United Kingdom	3.2%	7.4%	-3.1%	2.6%	5.3%	5.0%	5.6%	3.2%	3.4%	3.0%	3.2%
Germany	12.5%	7.4%	-2.4%	5.7%	4.1%	2.3%	3.0%	3.4%	3.5%	3.3%	3.3%
France	37.1%	17.9%	-16.1%	4.0%	14.7%	1.9%	2.6%	2.8%	3.1%	3.2%	3.2%
Scandinavia	21.9%	14.2%	7.9%	7.0%	11.1%	4.6%	2.6%	3.5%	4.4%	4.1%	3.8%
Brazil	32.0%	34.9%	14.2%	12.8%	6.7%	2.2%	-0.2%	2.7%	3.1%	3.4%	3.6%
Canada	10.0%	8.8%	4.6%	1.6%	3.7%	-5.8%	1.6%	2.6%	3.0%	3.4%	3.5%
Mexico	1.8%	7.5%	5.7%	3.4%	1.3%	3.1%	2.6%	3.2%	2.7%	2.9%	3.0%
Rest of World	9.0%	-4.9%	-3.1%	5.4%	10.2%	2.1%	4.8%	5.1%	3.9%	4.0%	4.0%

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.

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New Comprehensive Leisure Travel Study Reveals Changes in How Consumers Plan & Book Leisure Trips

Fuel, the digital hotel marketing experts, today announces the survey results of the 2016 Leisure Travel Trends: What Smart Hotels Need to Know. Key findings illustrate that consumer's trust with Online Travel Agents (OTA's) is waning, leading to a rise in direct bookings as well as dramatic changes in device use for research and an increasing reliance on mobile apps.

The 2016 survey revealed that distrust in OTAs has increased 50% over the past year and that consumers are visiting fewer websites while planning a leisure vacation. Fuel's survey reveals that 90% of leisure travelers visit 10 websites or fewer during an average research period of 26 days. This finding is contrary to data released from Google that claims the number of sites visited is in excess of 20.

Another key take---away from the survey was the increase in mobile... "With more than 85% of travelers owning and using a smartphone, hoteliers need to focus on the benefits of this direct access to customers," Butler said. "The results overwhelmingly suggest that, not only is it time to invest in a mobile app, but it's also time to use your hotel---branded mobile app to generate new revenue streams and increase RevPAR (Revenue Per Available Room)."

61.4% customers would be willing to spend more money for added value such as late checkouts and room upgrades via a mobile app.

[Read full article](#)



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–Hotel News Resource

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–Skift
- [Mainland Chinese Consumer Tops That of Hong Kong Peers](#)
–Luxury Daily

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–Media Post