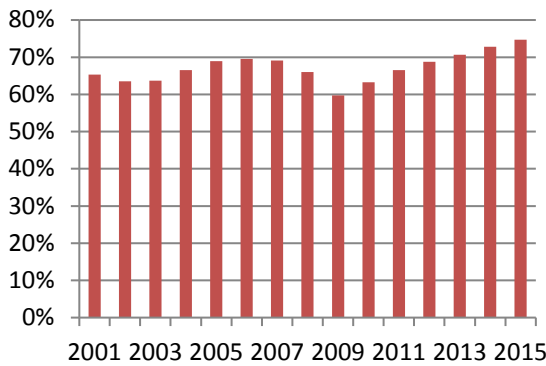


**TOURISM INDUSTRY INDICATORS**

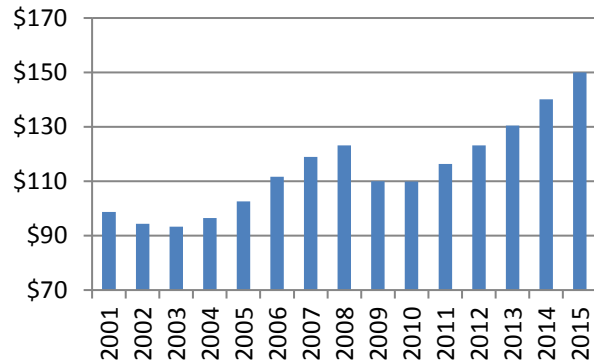
[Link to 'Latest Research' Web Page](#)

**Detailed Lodging Tables**

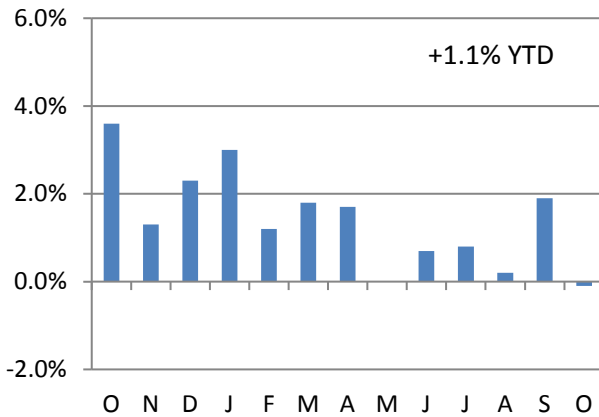
**CA Occupancy: 2000-2015**



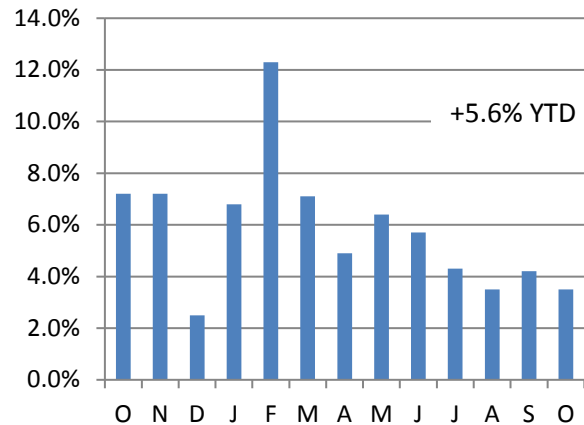
**CA ADR: 2000-2015**



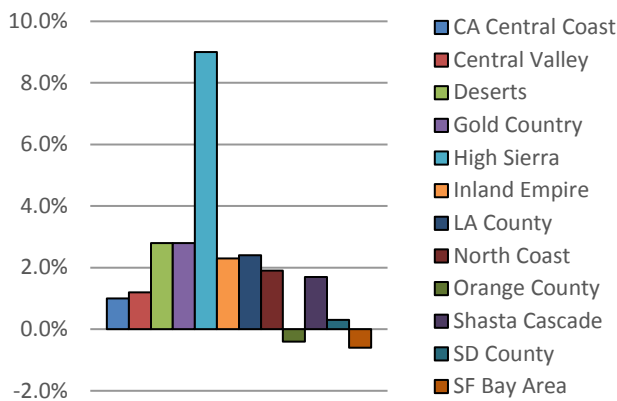
**CA Occupancy Yr/Yr Chg: Last 12 Months**



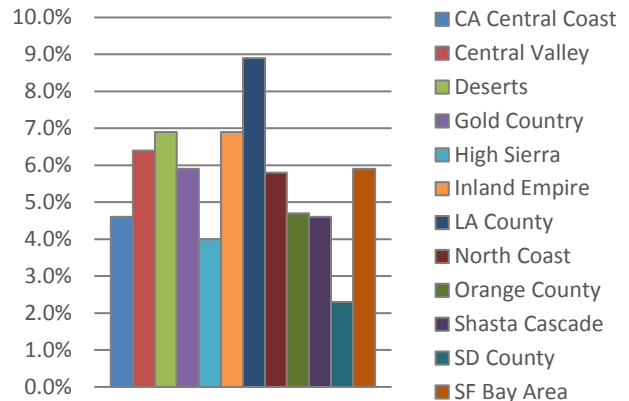
**CA ADR Yr/Yr Chg: Last 12 Months**



**Regional CA Occupancy YTD Chg: October 2016**



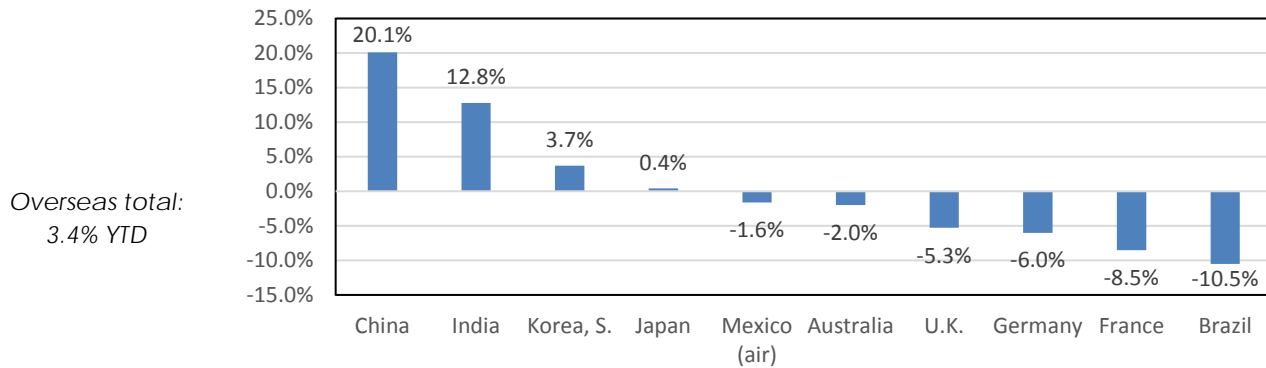
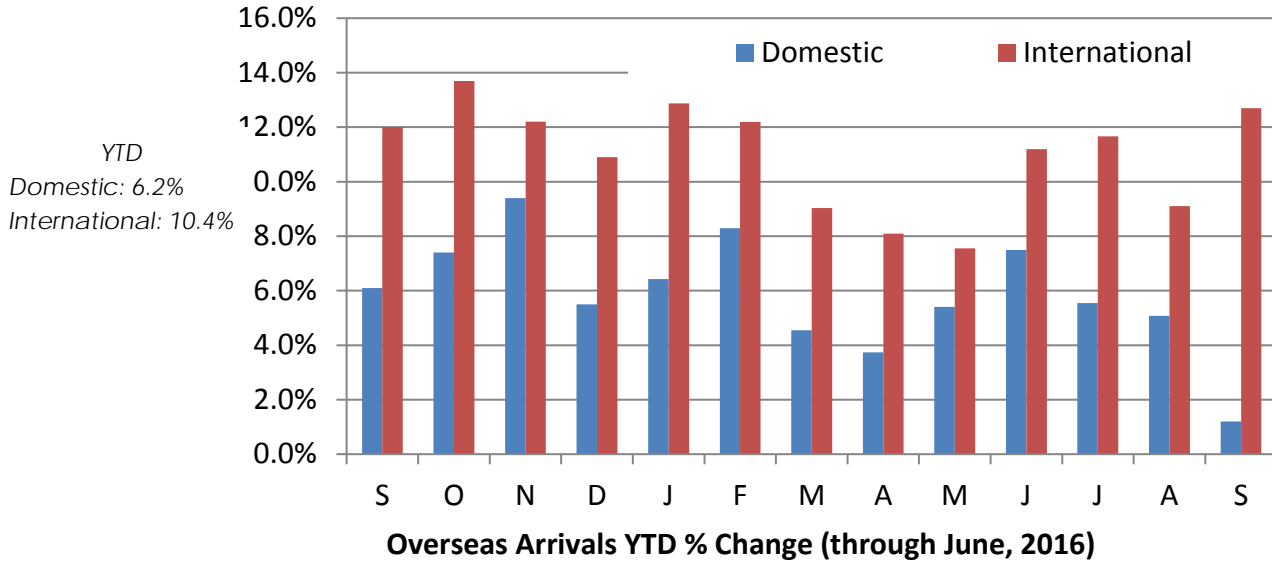
**Regional CA ADR YTD Chg: October 2016**



Source: Smith Travel Research

**October 2016**  
**Visit California**  
**Monthly Tracking Dashboard**

**CA Airport Traffic Yr/Yr Chg: Last 12 Months**



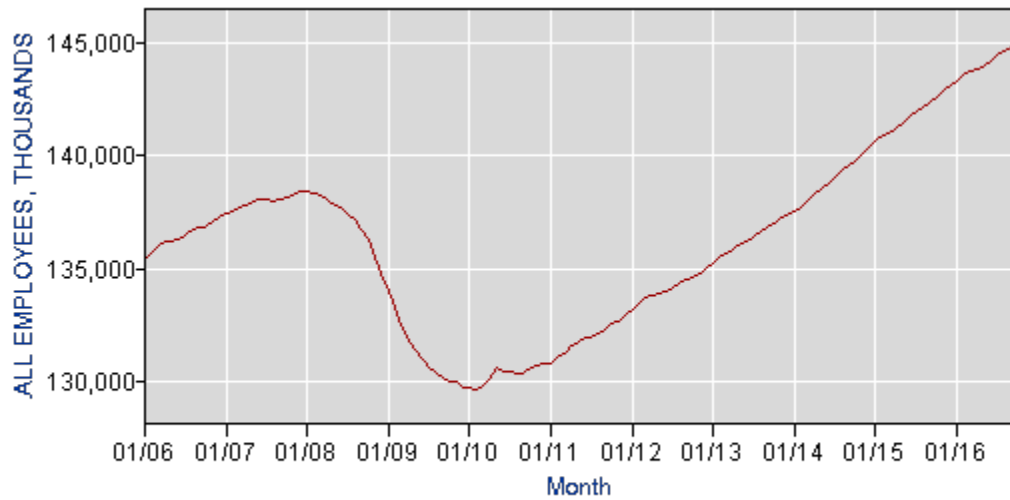
**California Welcome Centers: Volume and Yr/Yr Change**



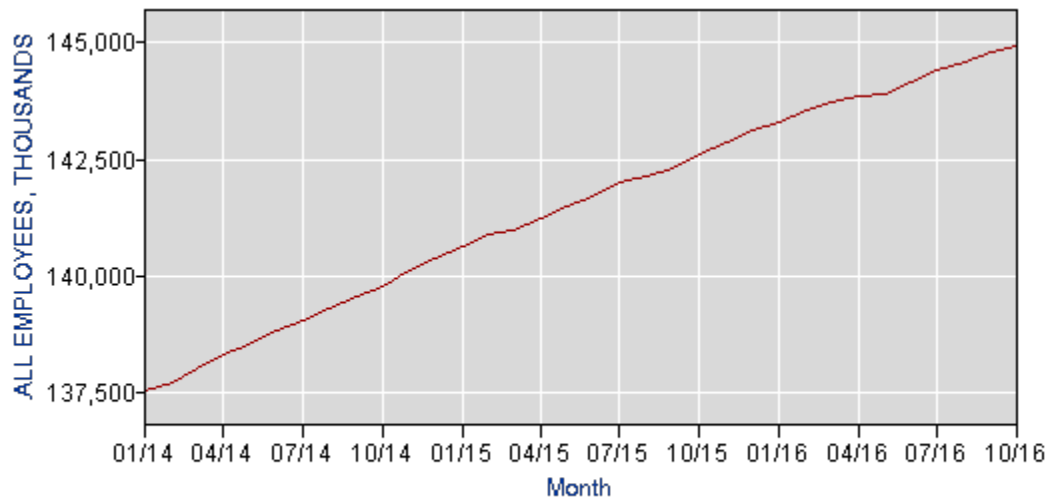
*Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year. Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers*

**ECONOMIC INDICATORS: DOMESTIC**

**US Work Force: 2006-present**

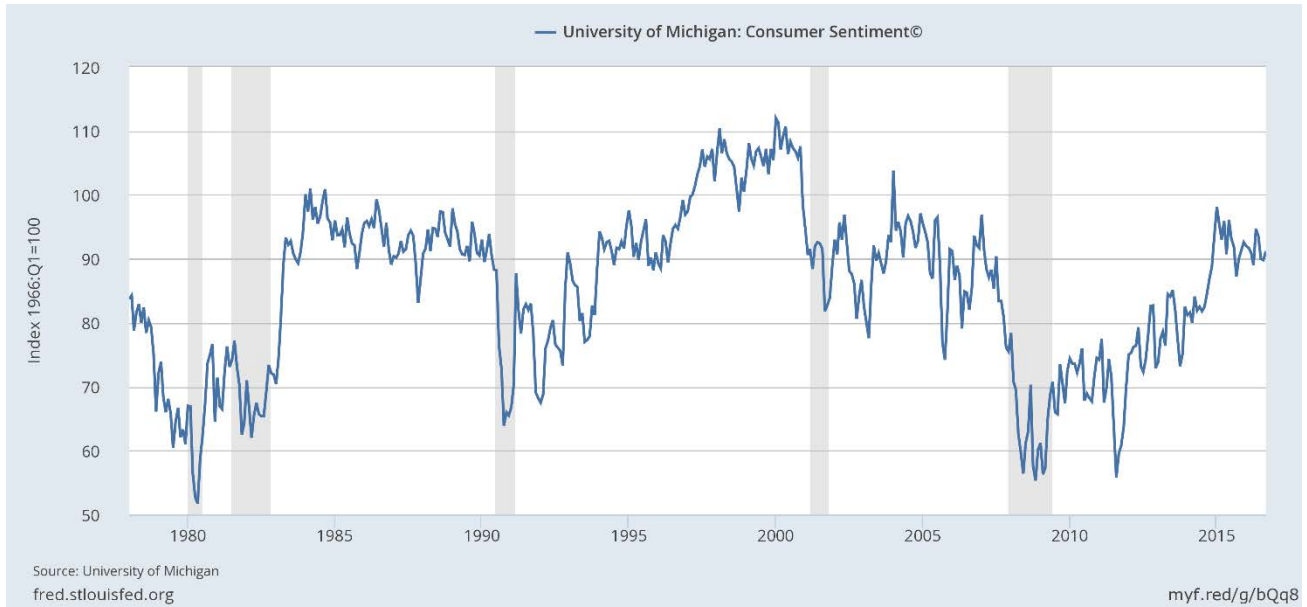


**US Work Force: 2014-present**

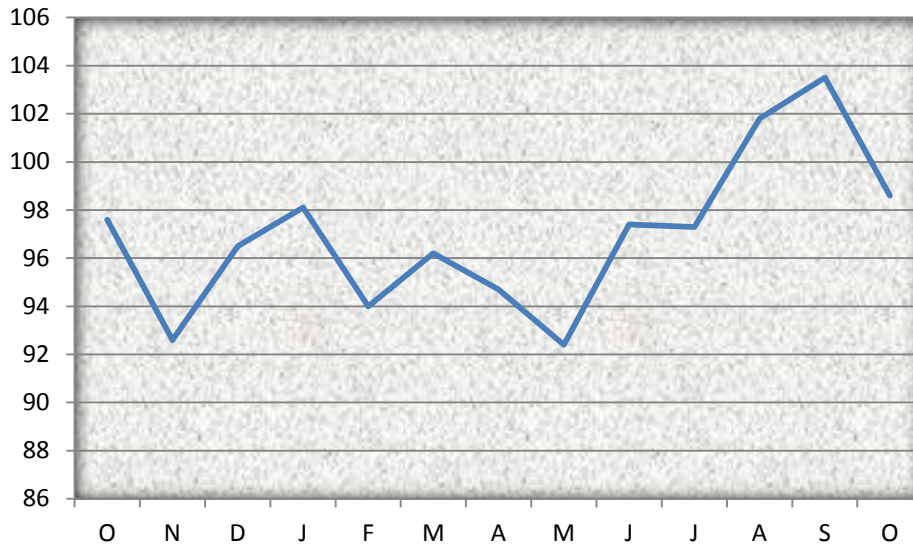


Source: Bureau of Labor Statistics; Survey Research Center

**US Consumer Confidence: 1978-present**



**US Consumer Confidence Last 12 Months**



Sources: The Conference Board, University of Michigan

**October 2016  
Visit California  
Monthly Tracking Dashboard**

**West Coast Regular Gas Prices: 2006-Present**

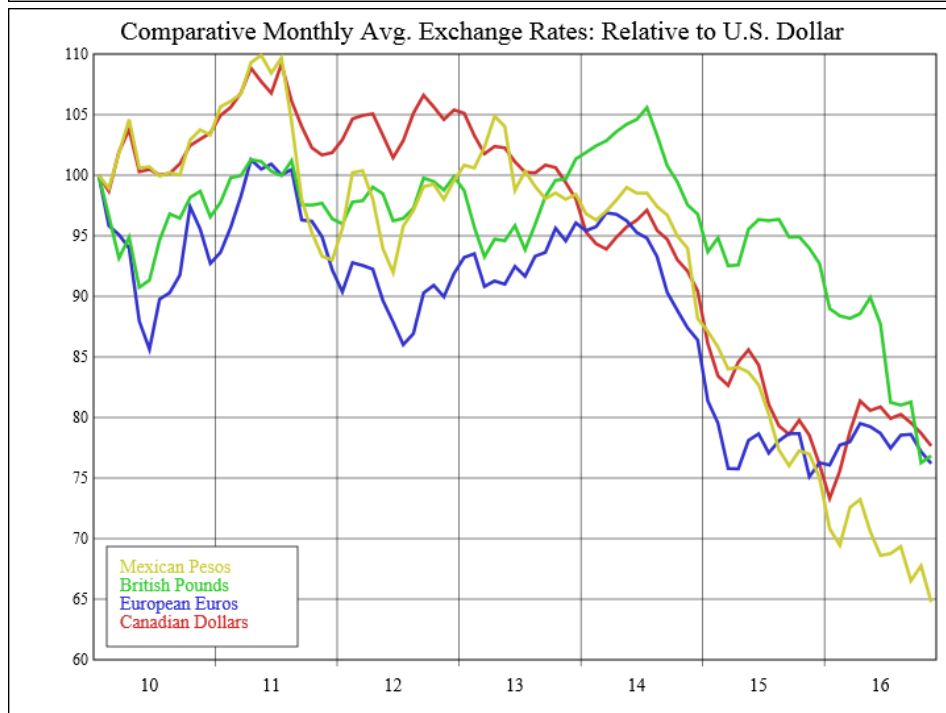
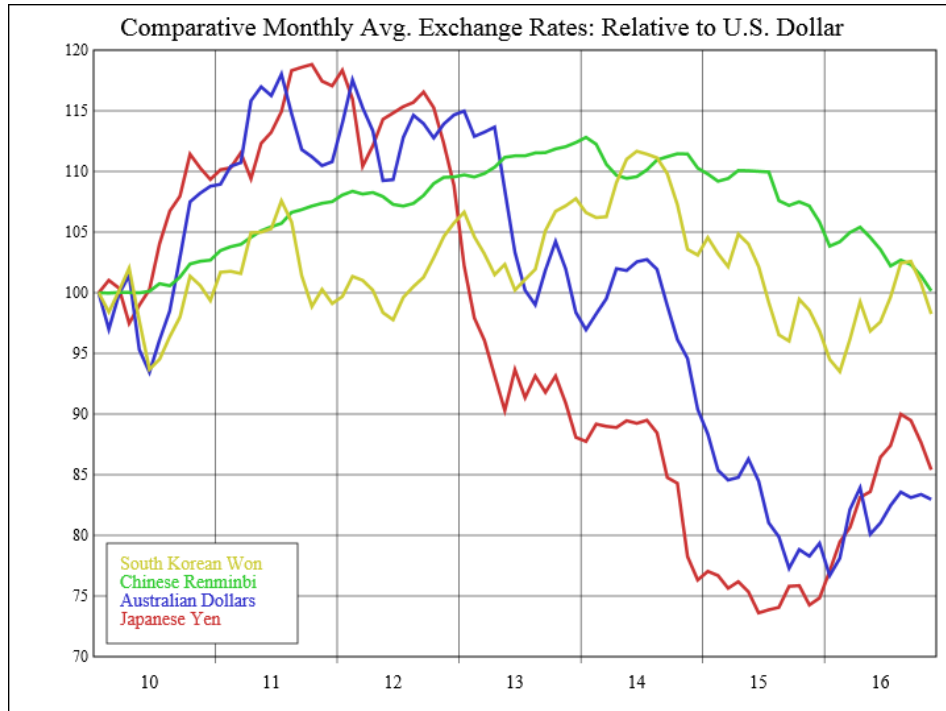


**West Coast Regular Gas Prices: Last 12 Months**



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

## Booking.com Travel Predictions for 2017

Inspired by a wealth of data, traveler endorsements, reviews, preferences and insights as well as industry leading understanding and innovation in e-commerce travel technology, the experts at Booking.com shed light on 8 major travel predictions for 2017.

### 1. Instant Gratification 2.0

... 44% of travelers expect to be able to plan their holiday in a few simple taps on their smart phone and over half (52%) expect their use of travel apps to increase in 2017.

### 2. Getting to Business

Of the 40% of global travelers who journeyed for business this year, 46% think they will travel even more for business in 2017.

### 3. Appetite to Discover

...45% of respondents plan to be more adventurous in their choice of destination in the coming year, while 47% would like to explore corners of the globe that none of their friends have been to.

### 4. Mind, Body and Soul

Almost half (48%) see going on holiday as a moment to reflect and make better lifestyle choices.

### 5. Go Green or Stay Home

...over a third (36%) of travelers planning to choose more eco- friendly travel options than they did in 2016 and nearly two in five (39%) interested in an eco-tour travel experience.

### 6. Simple Pleasures

... 58% of travelers plan to prioritize spending on experiences rather than material possessions while they are on holiday in 2017.

### 7. The Human Touch

...42% of travelers assert that they wouldn't stay in an accommodation without friendly/helpful staff, while accommodations such as B&Bs and Ryokans look set to continue as the most highly rated by visiting travelers.

### 8. Fly Me to the Moon

... 44% of people see a future where we'll be holidaying in far flung corners of the galaxy or deep under the ocean..."



LuxuryDaily

## TRAVEL TRENDS/NEWS

[Modern Day Travelers Book Destinations Based On Social Media, Travel Review Sites and In-Person Conversations](#)

—HotelNewsResource

[Luxury Travel Industry to Reach \\$1.2B by 2020: Report](#)

—Luxury Daily

## INTERNATIONAL TRENDS/NEWS

[Asia Outbound Travel Boom to Continue in 2017](#)

—HotelNewsResource

[China Accounts for Nearly 25% of Global Business Travel Spending](#)

—HotelNewsResource

## CONSUMER TRENDS/NEWS

[Will Gastronomy Replace Material Goods as a Status Marker, Conversational Currency?](#)

—LuxuryDaily