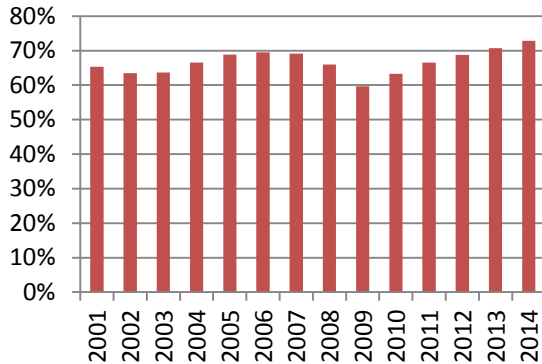


TOURISM INDUSTRY INDICATORS

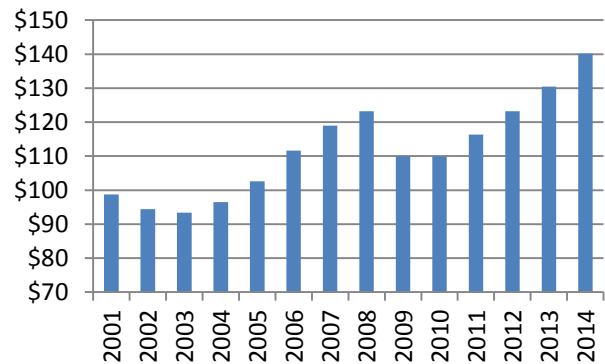
[Link to 'Latest Research' Web Page](#)

Detailed Lodging Tables

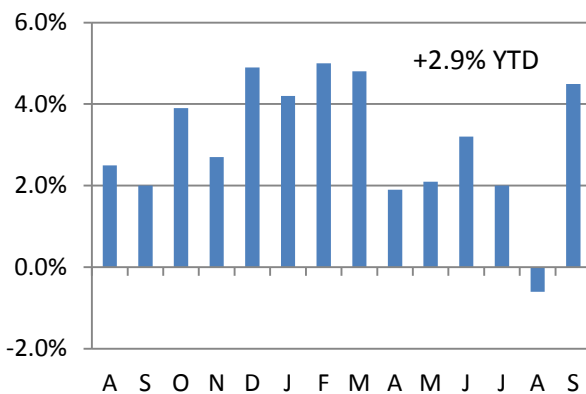
CA Occupancy: 2000-2014



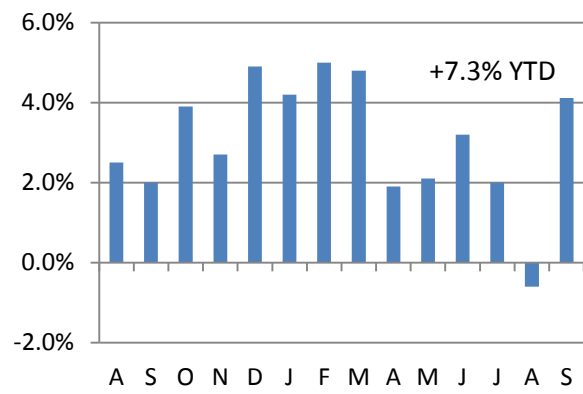
CA ADR: 2000-2014



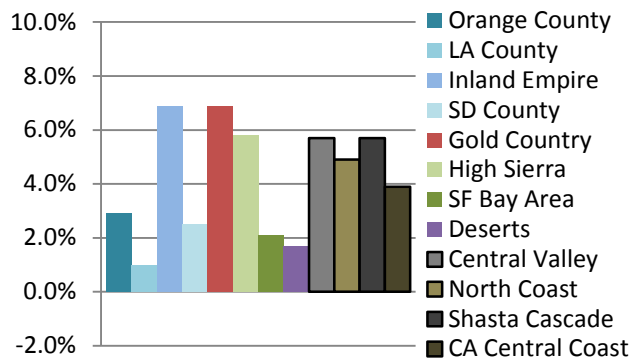
CA Occupancy Yr/Yr Chg: Last 12 Months



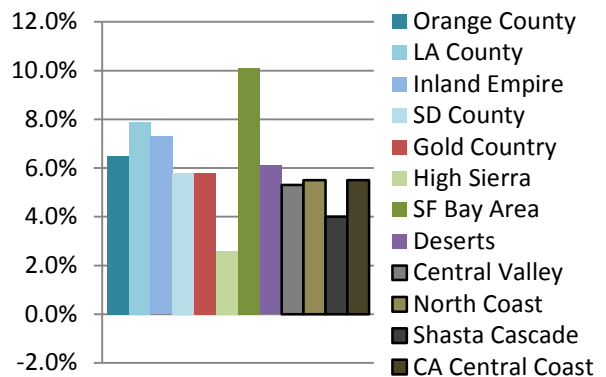
CA ADR Yr/Yr Chg: Last 12 Months



Regional CA Occupancy YTD Chg Sept 2015



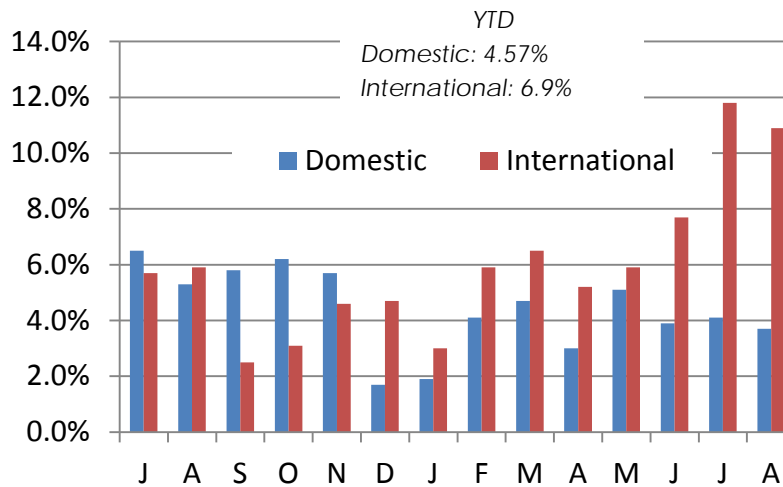
Regional CA ADR YTD Chg: Sept 2015



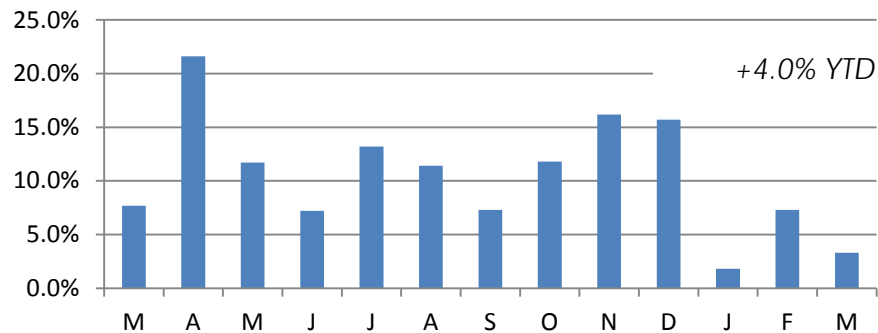
Source: Smith Travel Research

October 2015
Visit California
Monthly Tracking Dashboard

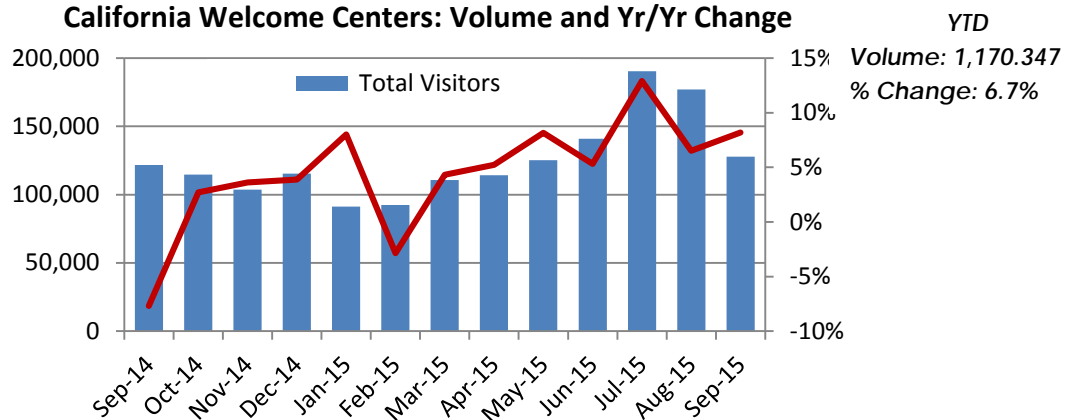
CA Airport Traffic Yr/Yr Chg: Last 12 Months



Overseas Arrivals Yr/Yr Chg: Last 12 Months



California Welcome Centers: Volume and Yr/Yr Change

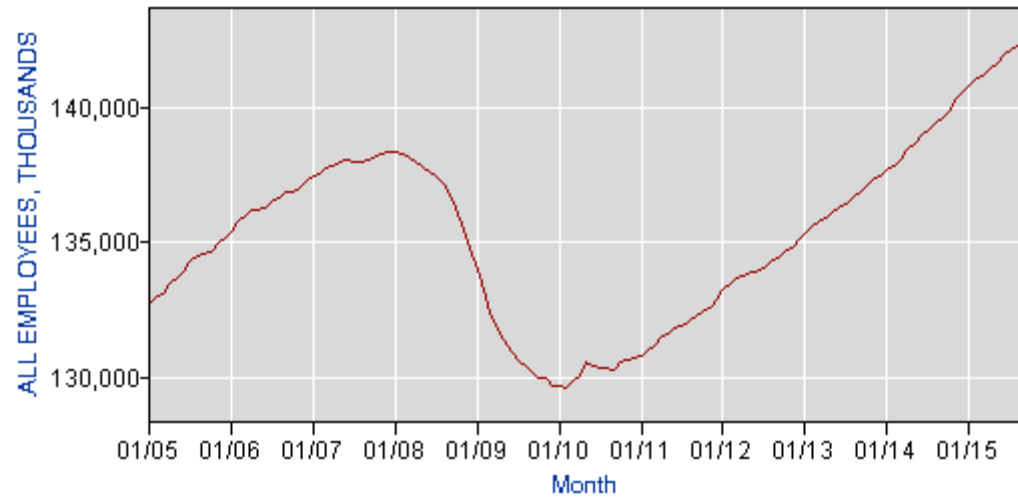


Note: Total volume is for all open California Welcome Centers; adjusted change is yr/yr comparison of only CWC's open both this and last year.

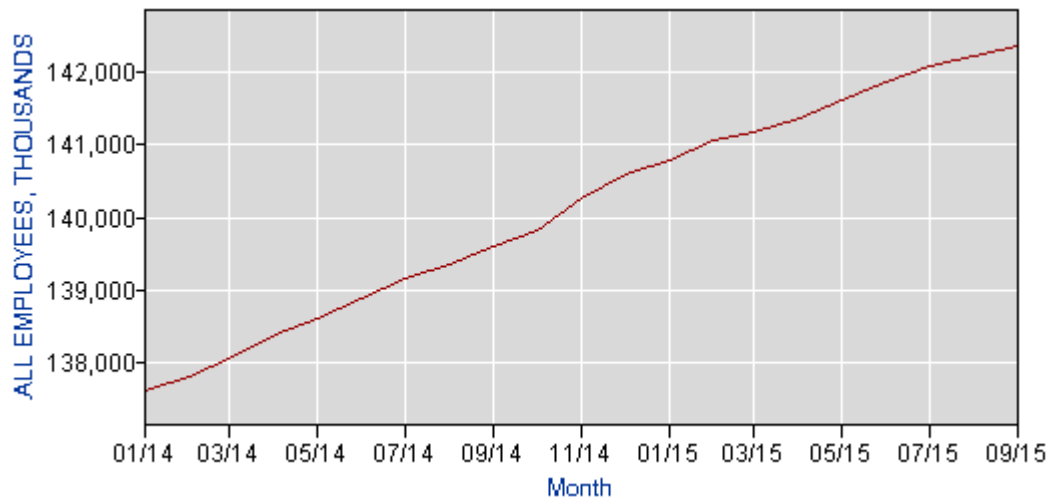
Sources: Individual CA airports; US Dept. of Commerce, California Welcome Centers

ECONOMIC INDICATORS: DOMESTIC

US Work Force: 2005-present

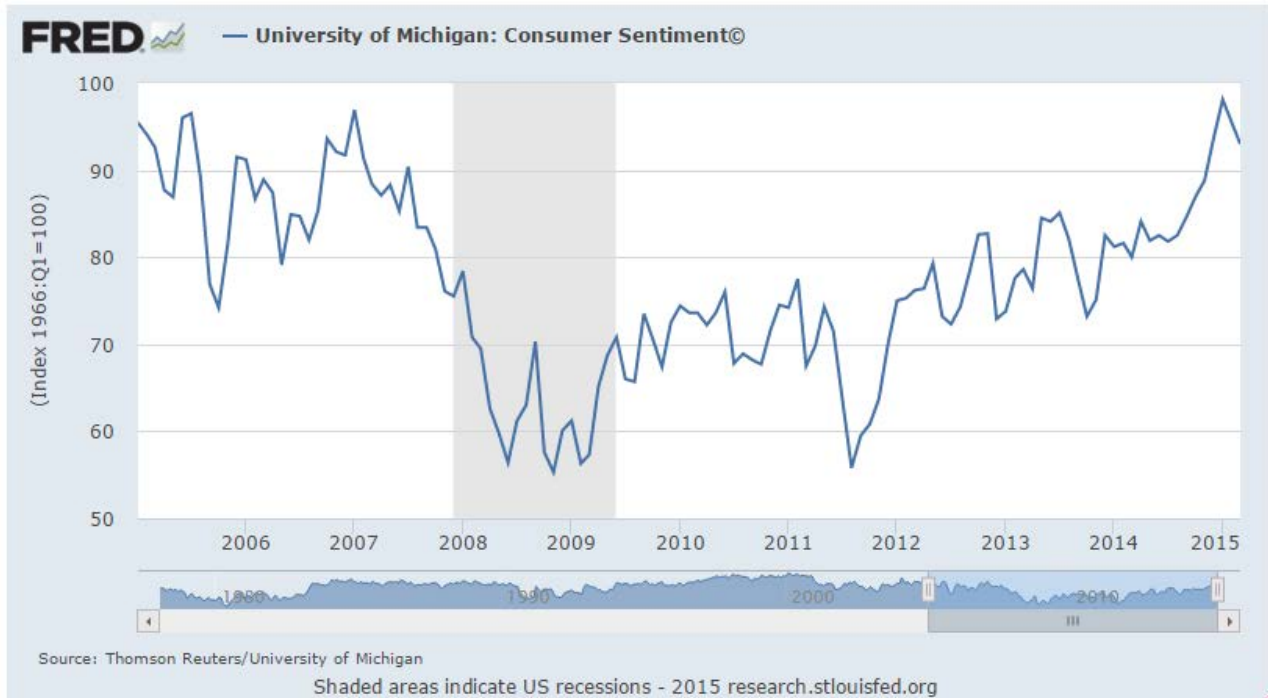


US Work Force: 2014-present

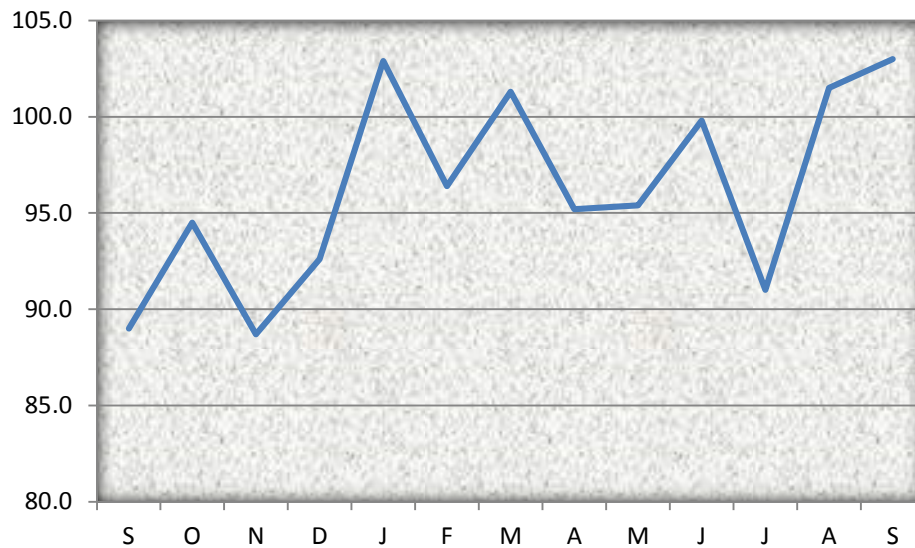


Source: Bureau of Labor Statistics; Survey Research Center

US Consumer Confidence: 1978-present



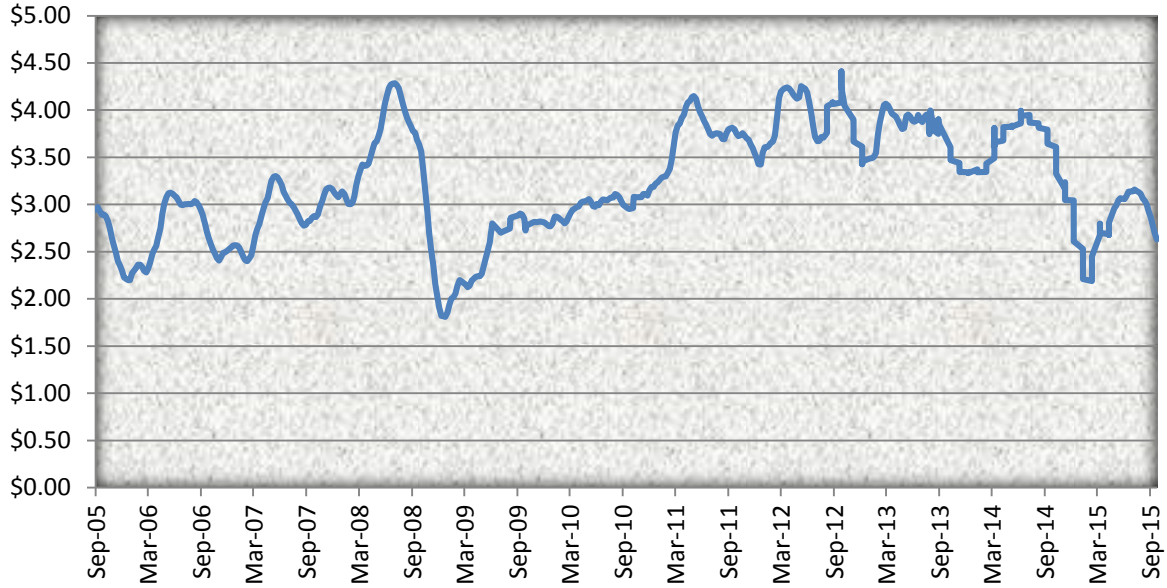
US Consumer Confidence Last 12 Months



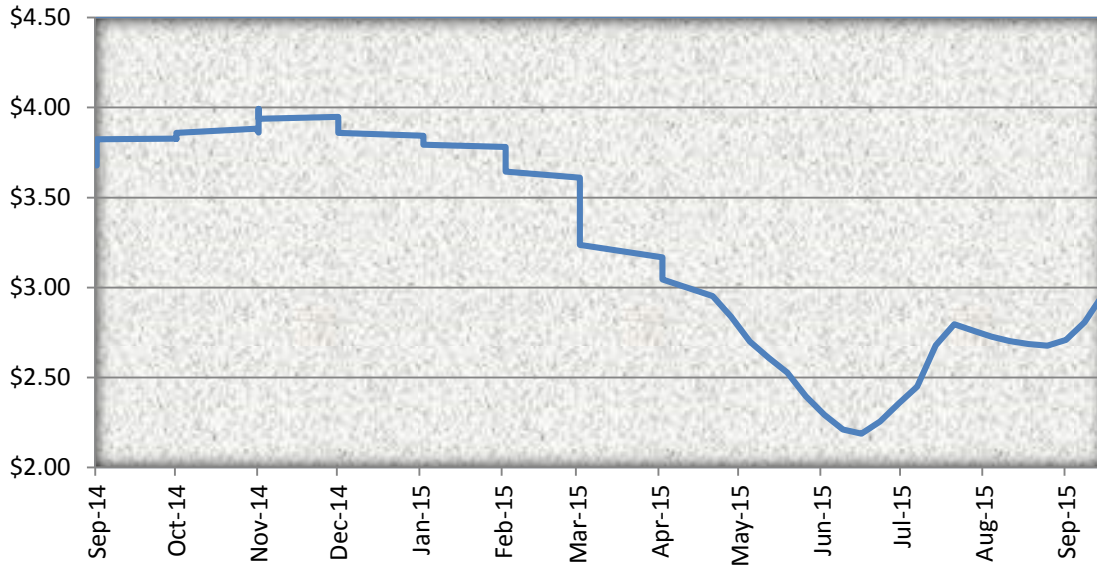
Sources: The Conference Board, University of Michigan

**October 2015
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West Coast Regular Gas Prices: 2005-Present

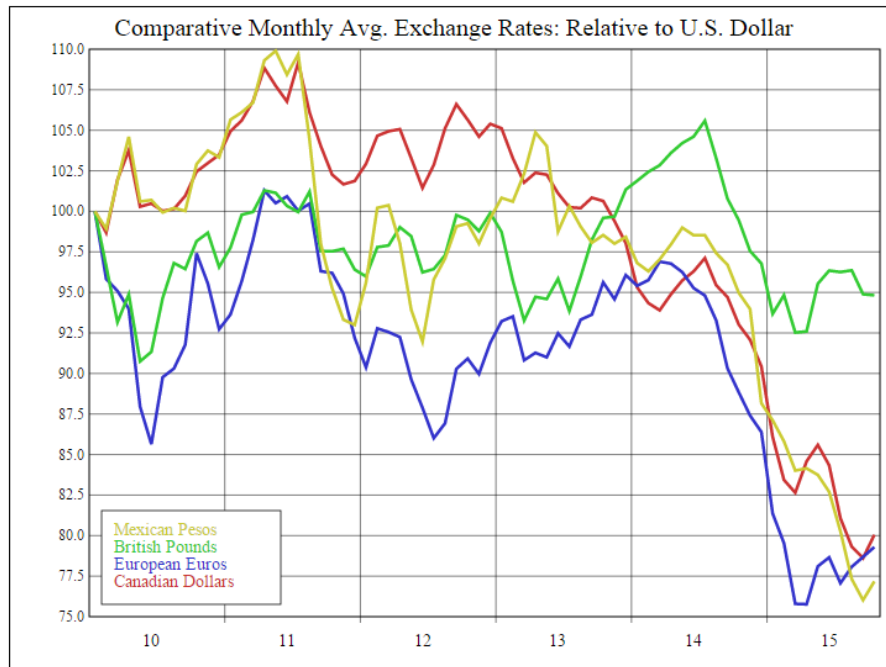
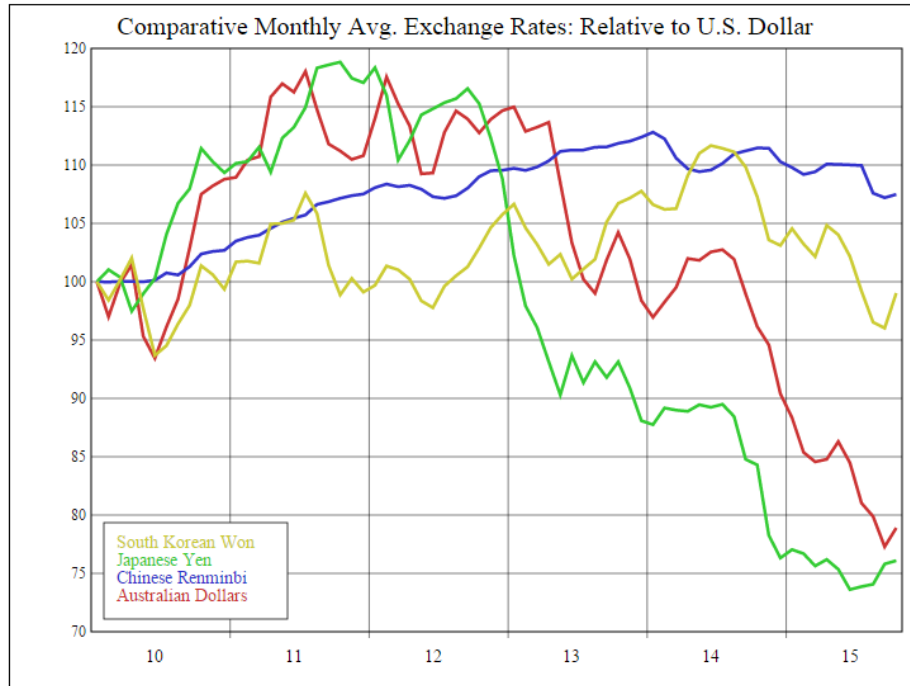


West Coast Regular Gas Prices: Last 12 Months



Source: Energy Information Administration

Exchange Rates
Relative Change Since 2010



Source: Pacific Exchange Rate Service – Prof. Werner Antweiler

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.

GEN X: LARGEST GENERATION OF AFFLUENTS – Marketing Charts

Among affluents, Gen X (34---50) now outnumber Baby Boomers (51---69) for the first time, with the former accounting for 37% of all affluents and the latter 32% of affluents in the US. The results are essentially switched from last year. Even so, Boomers continue to lead on one important front.

Indeed, Boomer respondents reported a median household net worth of \$913K, almost twice the figure reported by Gen X (\$552K). Millennials (18---33), who comprise one---quarter of affluents, reported a median net worth of \$516K, not far behind Gen X; seniors (70+), the smallest group (5% share) of affluents, reported the highest median net worth, of \$1.42 million.

The survey notes that affluent Gen Xers are far from being a monolithic group, a point that is often mentioned about Millennials, but less so with respect to Gen X. Younger Gen Xers (under 40), for example, tend to have similar tastes to Millennials in various areas (such as social media, entertainment trends and organic food), while older Gen Xers share more psychographic traits with Boomers.

Industry experts said some of the decrease could be attributed to boomers paying off their kids' college tabs, taking more "staycations" and socking away as much of their disposable income as possible just before retirement.

That's interesting in light of other research on Gen X. In a recent report, the Pew Research Center revealed that 58% of Gen X identify with their generational label, compared to 78% of Boomers.

An earlier study from MetLife, meanwhile, found that just 41% of Gen X related most to their own generation, while 28% related most to Baby Boomers. When it comes to the various traits they ascribe to their generation, the Pew survey discovered that Gen Xers are roughly in the middle of Millennials and Baby Boomers (perhaps a function of using averages).

[FULL ARTICLE](#)

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