

The Economic Impact of Travel

California

2022p (preliminary)

April 2023

PREPARED FOR
Visit California



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The Economic Impact of Travel in California

2022p (preliminary)

Visit California

4/13/2023

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Introduction

Purpose of the Report

This report was commissioned by Visit California to assess the economic impact of travel to the state of California. The travel industry represents an important component of California's state economy. Spending associated with travel in California generates earnings, employment, and taxes throughout the state. Many counties in California contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout California. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2022 Considerations

Inflation hit multi-decade highs globally. These increased costs for goods and services also affected the travel industry. Spending growth is representative of visitor activity and the effects of price increases.

The California travel economy reached new highs across most categories in 2022. Continued demand for overnight accommodations and increased price inflation led to large gains in visitor spending. This increased spending and a tight labor market contributed to an increase in employee earnings, with both having a cumulative effect on increased tax revenue. Employment has recovered to 93% of peak employment reached in 2019.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.



National Impacts

2022p

National / Summary

U.S. Travel Impacts 2022 Preliminary

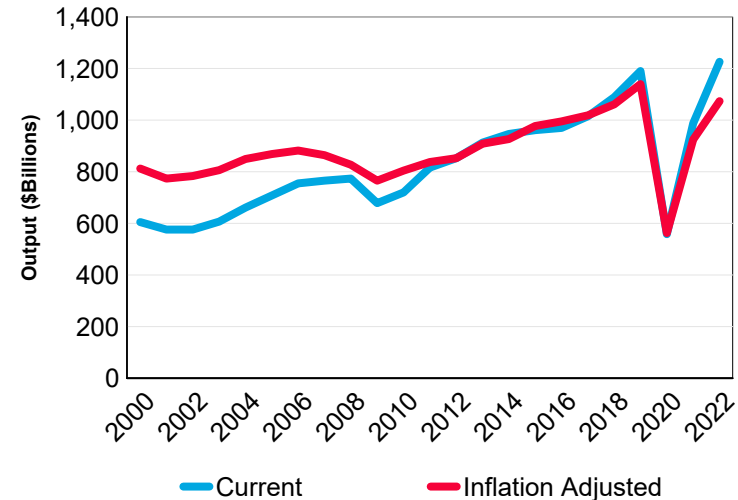
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 47% (-\$632B) in 2020, as compared to 2019 levels. In 2022 travel activity continued the recovery expansion started in mid-late 2020. By the end of the year, travel output exceeded 2019 levels of activity by 3%.

At the time of this report, the Bureau of Economic Analysis (BEA) Tourism Satellite Account covered travel activity through 2021; all 2022 estimates have been made by Dean Runyan Associates.

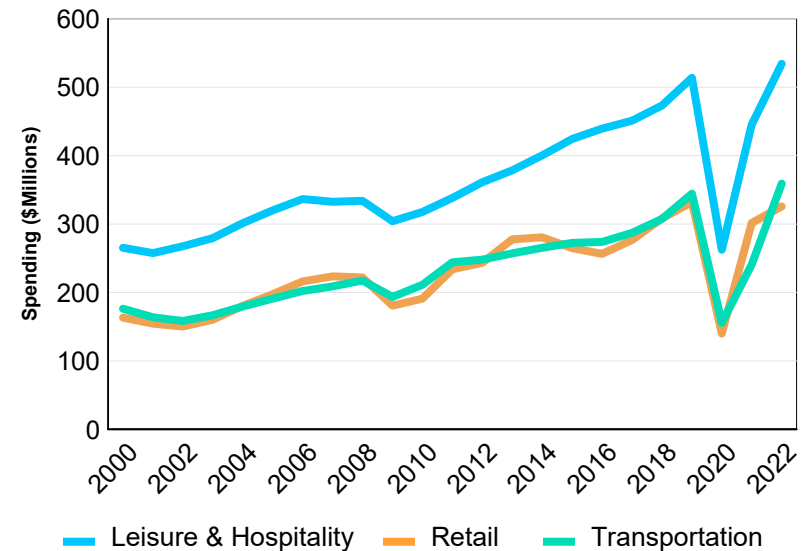
- Direct travel output by resident and foreign visitors was \$1,226 billion in 2022. This represents a 24% increase over 2021. When adjusted for inflation (real dollars), spending increased by 16% from 2021 to 2022.
- Leisure & Hospitality categories make up 44% of travel spending in the U.S. in 2022.

The U.S. travel industry **expanded 24% (\$238B) in 2022**. Travel spending is 3% higher than in 2019.

Direct Travel Output 2000-2022p

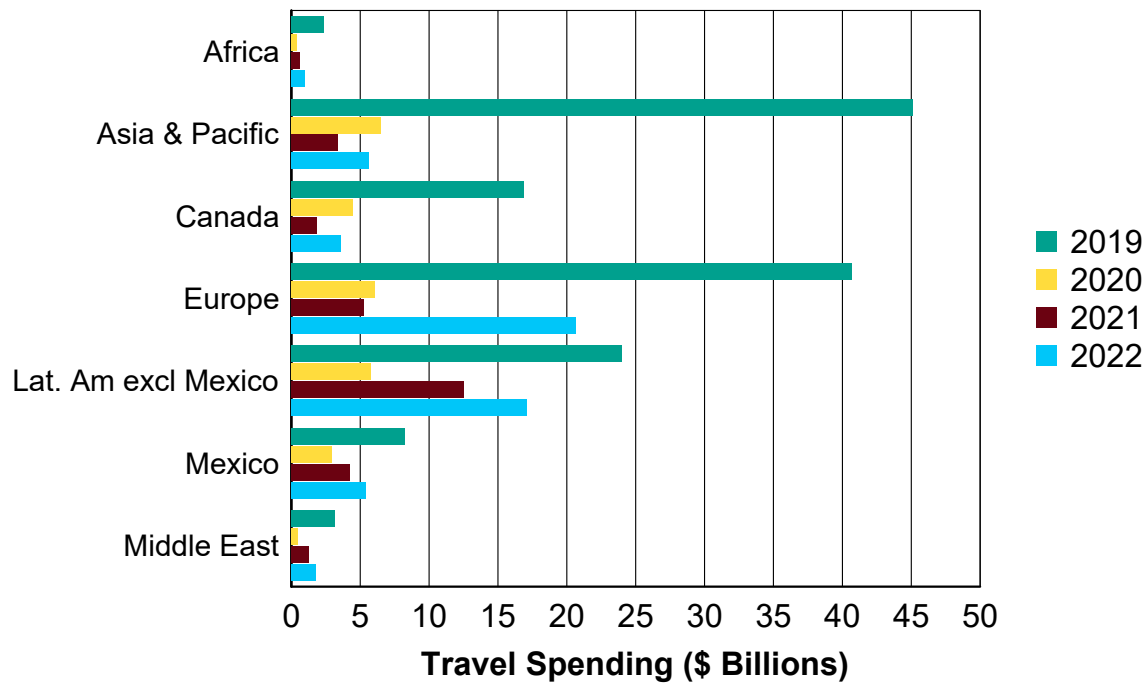


Spending by Summary Commodity 2000-2022p



National / Summary

International Spending 2022p



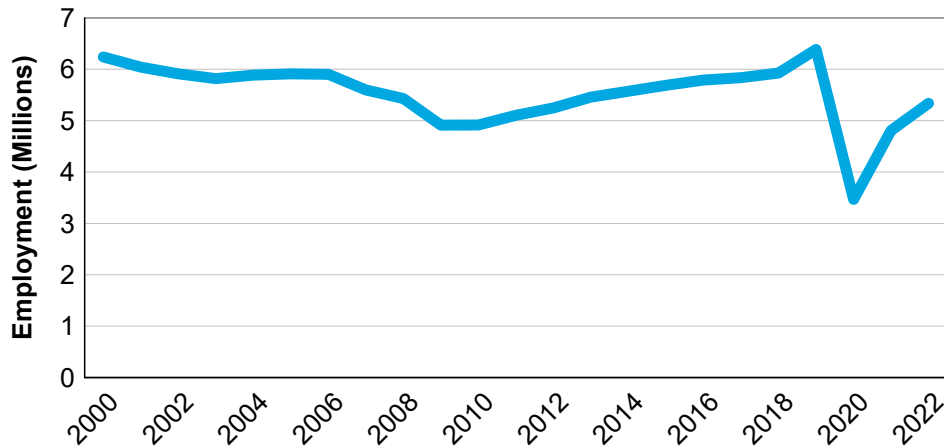
While international spending is up 88% relative to 2021, most regions are still lagging compared to 2019 levels of travel activity. Travel from Asia & Pacific was especially limited in 2022, as travel restrictions related to COVID-19 remained in effect for much of the year. The increased cost of airline travel associated with inflation of oil prices also had a major impact on international travel.

Sources: Dean Runyan Associates, Bureau of Economic Analysis



National / Summary

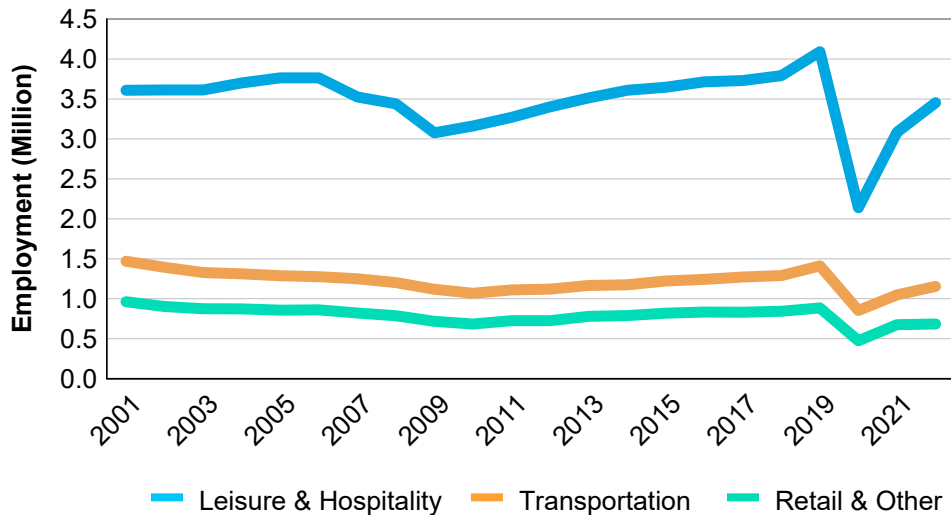
U.S. Travel Industry Direct Employment



Employment in the travel industry continues to recover nationally. Nearly a half million jobs were gained in 2022, a year-over-year increase of 11%.

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



In 2022, Leisure and Hospitality jobs remained 16% below the pre-pandemic level in 2019. Approximately 640,000 jobs are needed to get back to past levels of employment.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2022p

California / Summary

Travel Impacts 2022p



31.7% Increase in Travel Spending

Travel spending in California increased 31.7% from \$102.0 billion in 2021 to \$134.4 billion in 2022.



156,900 Jobs Gained

Direct travel-generated employment gained approximately 156,900 jobs, a 16.8% increase in travel-generated employment compared to 2021.



20.8% Growth in Travel Earnings

Direct travel-generated earnings added \$9.5 billion in 2022, a 20.8% increase compared to 2021.



25.3% Increase in Tax Revenue

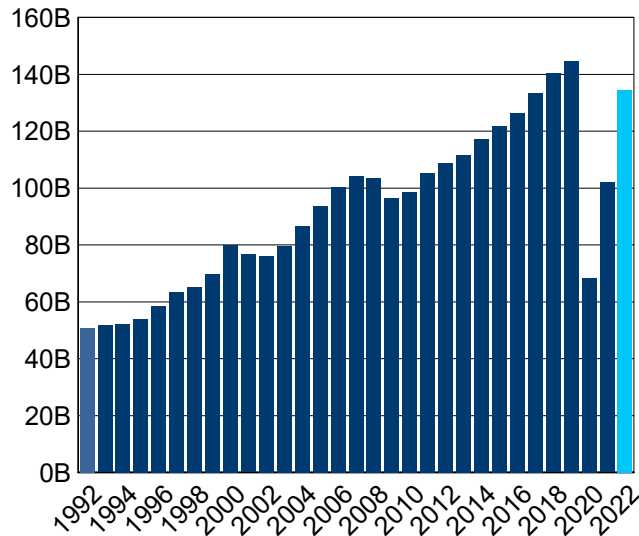
Tax receipts generated by travel spending were up 25.3% compared to 2021.

Note: These estimates for California are subject to revision when more complete or additional data becomes available.

California / Spending

Direct Travel Spending

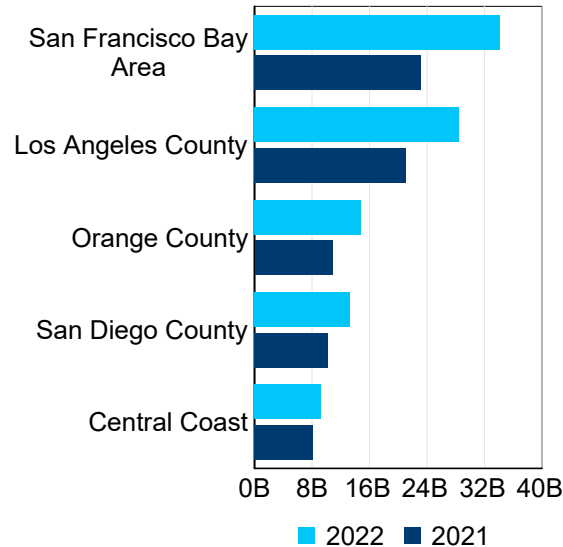
Direct travel spending increased by \$32.4 billion in 2022.



In 2022, travel spending grew to \$134.4 billion, a 31.7% increase from the prior year.

Since the peak of 2019, travel spending has declined by 7.2%.

Direct travel spending increases in top 5 regions.



All 5 of the travel regions that generate the highest travel spending in California grew in 2022. The growth rate of the top 5 regions was 36.3%, compared to a growth rate of 31.7% for the state as a whole.

The top 5 regions contribute 74.4% of direct travel spending in the state.



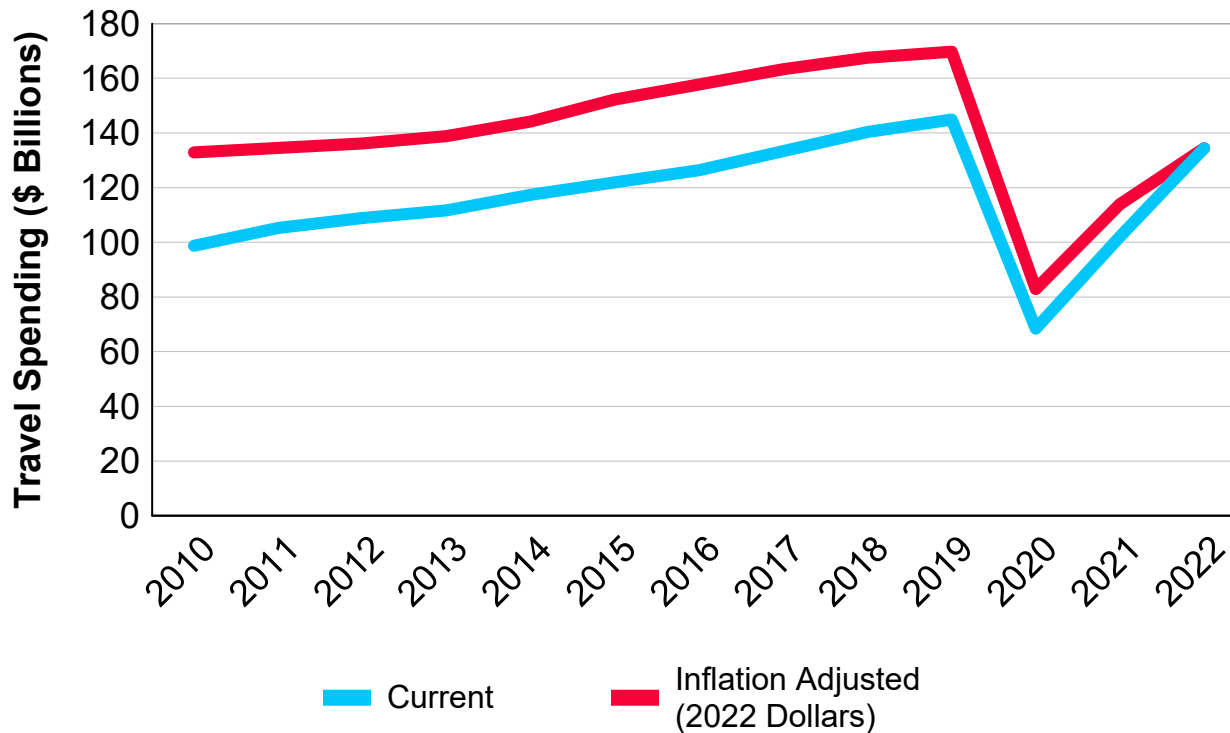
Destination + Other Travel = Direct Travel Spending

What is direct travel spending?

Direct travel spending includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in California, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry but are not considered visitor spending in our methodology.

California / Spending

Direct Spending / Current and Inflation Adjusted Dollars



How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the “Inflation Adjusted” travel spending in the chart to the left. This is also known as “real” spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

U.S. CPI (annual % chg.)

2021: 4.6%

2022: 8.6%

Target: 2% Annually

Direct travel spending in 2022 totaled \$134.4 billion, only 7.2% below pre-pandemic levels in 2019. However, taking into account the reduced purchasing power of the dollar associated with recent inflation, the true quantity of goods and services purchased by travelers still lags 2019 levels by approximately 20.8%.

Sources: Dean Runyan Associates, Bureau of Labor Statistics CPI

California 2022 Selected Prices (% Chg.)

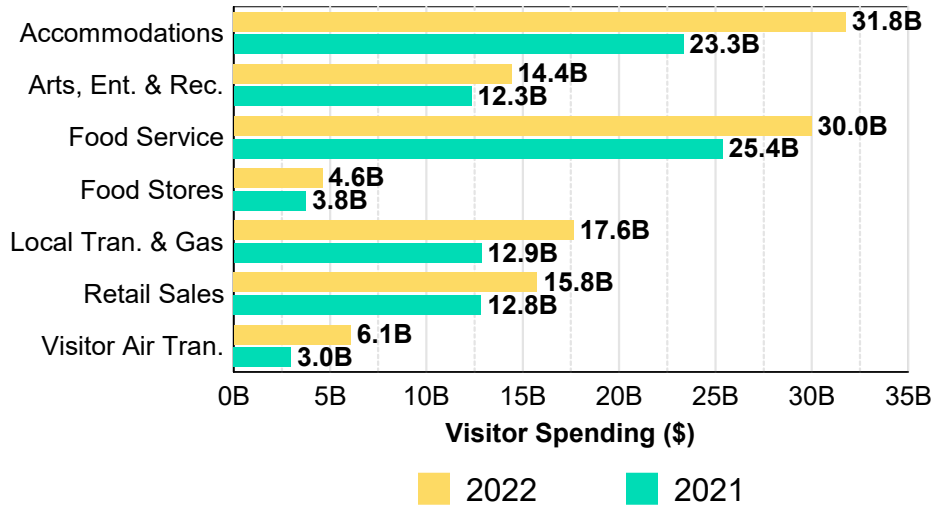
Hotel & STVR Room Rates: 18%

Gasoline Prices: 25%

Air Fares: 23%

California / Spending

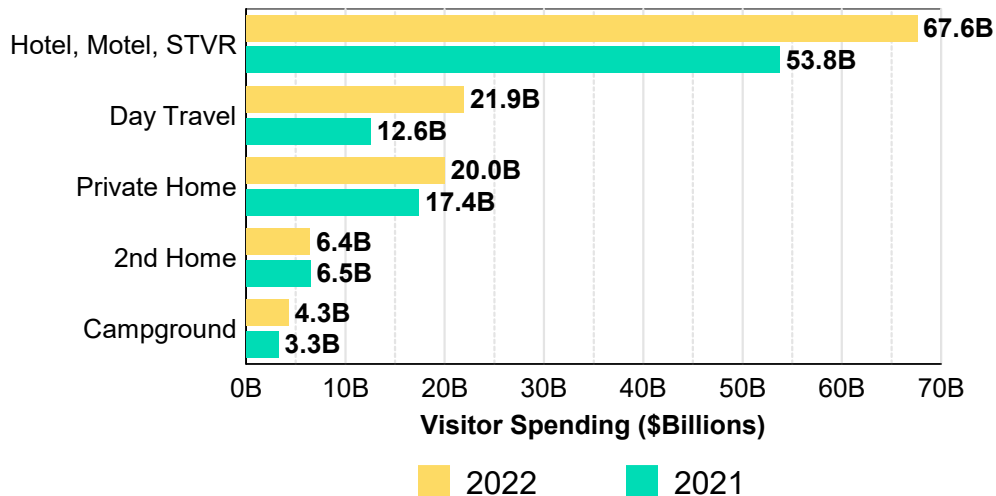
Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$31.8 billion in 2022, **an increase of 36.1%**, and the highest amount of spending of all commodities.

Spending on food service added an additional \$30.0 billion, **an increase of 18.1%**.

Visitor Spending by Accommodation Type



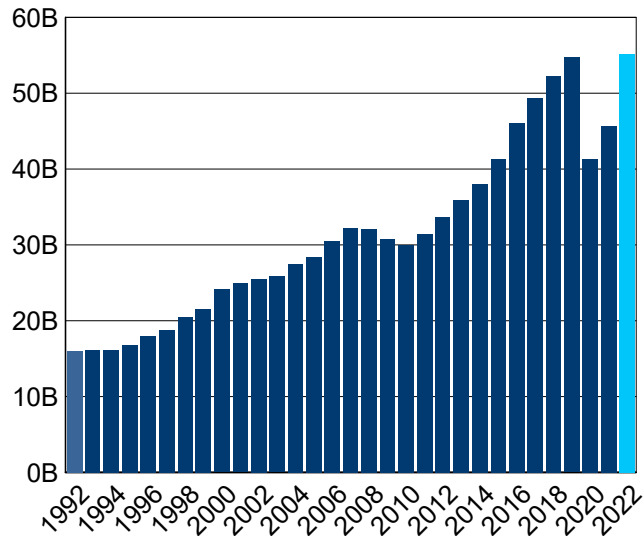
Visitors who stayed in a hotel, motel, or short term vacation rental (STVR) spent a combined \$67.6 billion in 2022, **an increase of 25.7%** compared to 2021.

Sources: Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR LLC.

California / Earnings

Direct Travel Earnings

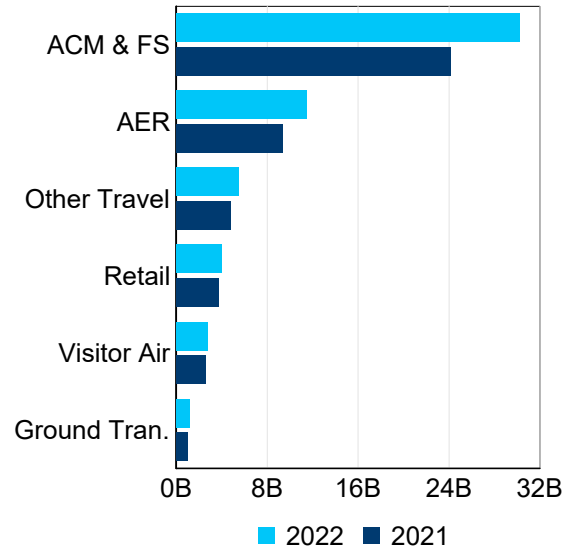
Direct travel earnings increased by \$9.5 billion in 2022.



In 2021, regional travel earnings grew to \$55.1 billion, a 20.8% increase from the prior year.

Since 2019, travel industry earnings has increased by 0.7%.

Component sectors of the travel industry show mixed rates of growth.



Accommodation & Food Services (ACM & FS) grew at the fastest rate (25.5%) of the primary sectors that make up the travel industry. Arts, and Entertainment, Recreation (AER), grew by 22.7%.

*Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)*



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Point of Sale} \\
 &\text{Taxes}) \\
 &= \\
 &\text{Earnings}
 \end{aligned}$$

What are direct travel-related earnings?

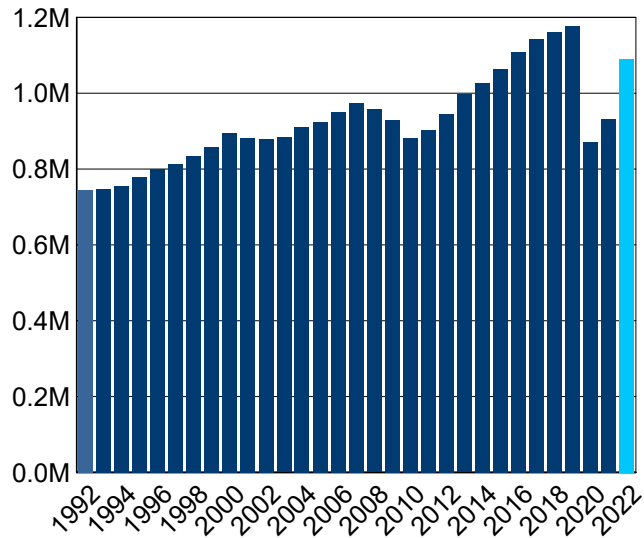
Direct travel-related earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-related earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

California / Employment

Direct Travel Employment

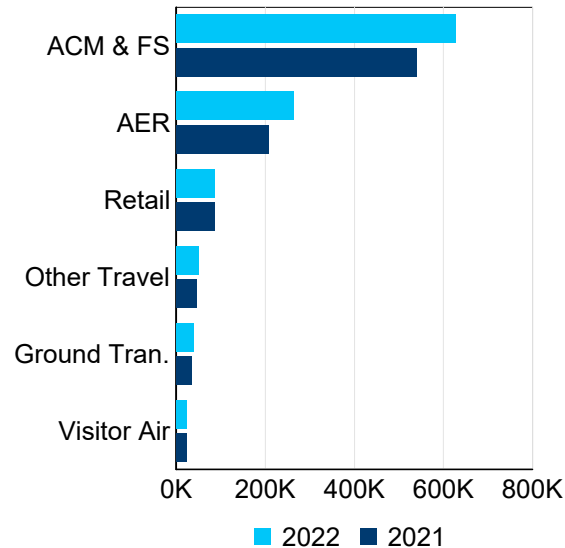
Direct travel employment increased by 156,900 jobs in 2022.



The travel industry supported approximately 1.09 million jobs in 2022, a 16.8% increase from the prior year.

Since 2019, travel industry employment has declined by 7.3%.

Accommodations and Food Services accounted for 56% of the gain.



Employment in the Accommodations and Food Services sector totaled 627,200 in 2022, a gain of 88,100 jobs (16.3%) from 2021. Arts, Entertainment, and Recreation grew at the highest rate, gaining 57,400 jobs (27.7%).

*Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)*

What is direct travel employment?

Direct travel-related employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in California, a total employment number attributable to travel can be reached.

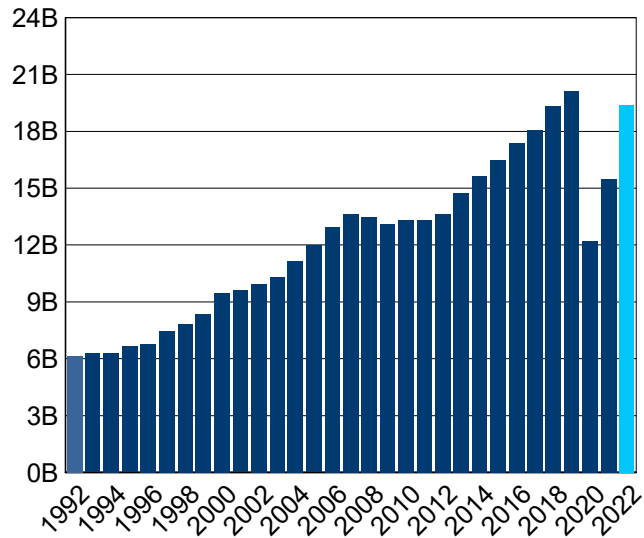


In 2022, every \$1 million in travel-related spending resulted in 8.1 jobs for the industry.

California / Tax Receipts

Direct Travel-Generated Tax Revenue

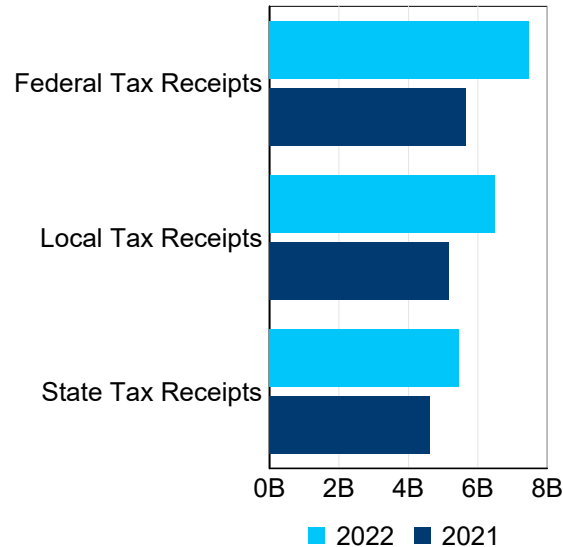
Direct travel-generated tax revenue increased by \$3.9 billion in 2022.



Travel-generated tax revenue increased to \$19.4 billion in 2022, an increase of 25.3% from the prior year.

Since the peak year of 2019, travel-generated tax revenue has fallen by 3.5%.

Tax revenue increases across state and local sources.



In 2022, state tax receipts grew 17.8%, while local tax receipts grew 25.0%. The stronger growth in tax receipts is largely attributable to local sales and transient lodging tax revenue.

Travel-generated state and local tax revenue generated approximately \$906 per California household in 2022.

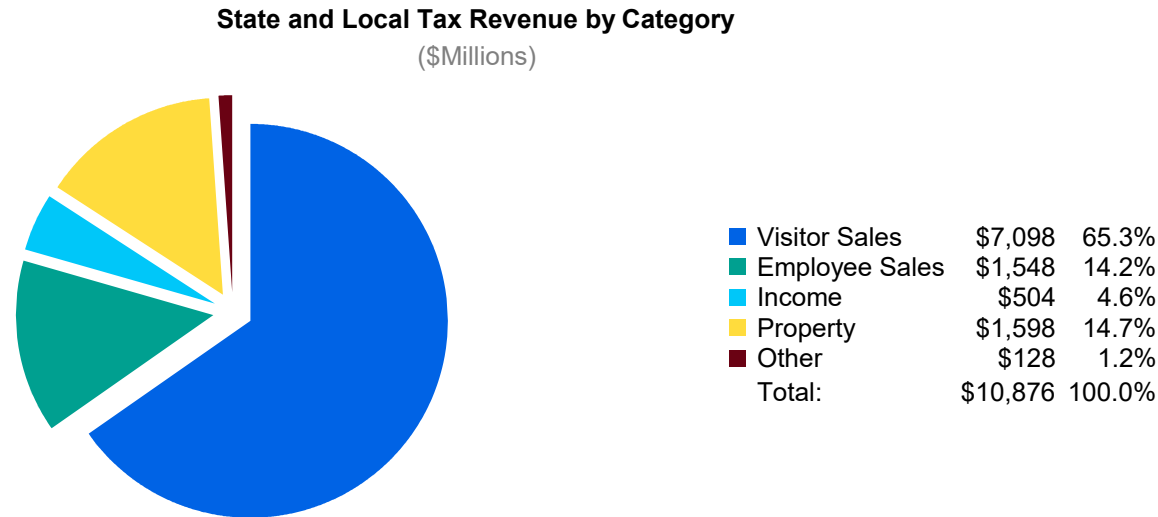
What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, and sales taxes, as well as business and personal taxes paid by employees and proprietors of travel-related businesses. **Local taxes** primarily take the form of lodging taxes imposed by cities, counties, and other tax jurisdictions in California. They also include any applicable local sales tax.

California / Travel Industry Tax Revenue

Travel Industry State and Local Government Tax Revenues, 2021-2022 FY

The distribution of taxes generated by the travel industry for the 2021-2022 fiscal year is shown in the following chart. Sales tax receipts are distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.



Source: Dean Runyan Associates. "Other" travel generated tax revenue includes passenger facility charges for visitors who travel to California airports.

Approximately 65.3% of the tax revenue generated by travel related spending is attributable to sales taxes paid by visitors. An additional 14.2% of tax revenue is raised through sales taxes on the consumption of goods and services by employees within the travel industry. Income taxes contribute 4.6% of total tax revenue. Property taxes applied to businesses involved in the travel industry generated approximately \$1.6 billion (14.7% of total). The remainder of taxes generated directly by travel is categorized as "Other" and includes passenger facility charges for visitors who travel to California airports.

California / Travel Industry Tax Revenue

Industry Gross Domestic Product and Taxes, 2021 CY

One way to consider the contributions of various industries is to express the tax payments of businesses to government as a percentage of their Gross Domestic Product. Both figures highlight these tax payments for a sample of goods-producing and service sectors in the state, including travel.

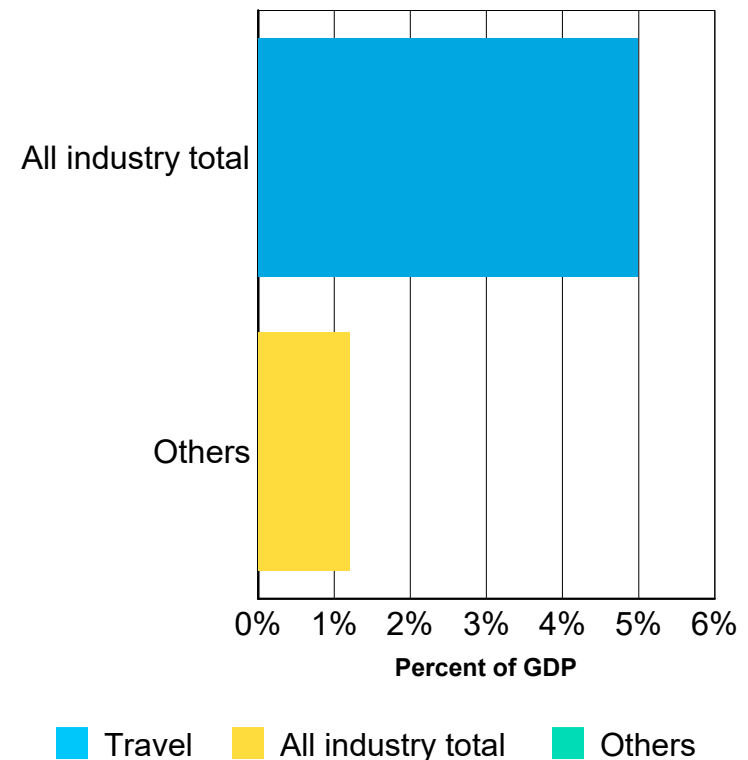
Taxes on production and imports (TOPI) includes most taxes paid by businesses except for income taxes. Industries with negative TOPI amounts are due to subsidies in excess of production and import taxes.

Production & Import Taxes as a Percent of GDP, Selected Industries, 2021 CY

Industry	GDP (Millions)	TOPI (Millions)	Percent
Information	\$362,002	\$4,353	1.2%
Construction	\$124,565	\$21	0.0%
Health care and social assistance	\$222,235	-\$508	-0.2%
Manufacturing	\$394,828	\$10,420	2.6%
Retail trade	\$178,862	\$37,508	21.0%
Travel	\$83,796	\$3,327	4.0%
All industry total	\$3,373,241	\$168,091	5.0%

Source: Bureau of Economic Analysis and Dean Runyan Associates
TOPI denotes taxes on production and imports less subsidies.

Production & Import Taxes as a Percent of GDP



California / Travel Industry Tax Revenue

Total and Visitor-Generated Taxable Sales, 2022 CY

County	Total (Millions)	Travel (Millions)	Percent	County	Total (Millions)	Travel (Millions)	Percent
Alameda	\$44,052	\$1,358	3.1%	Sacramento	\$36,380	\$1,379	3.8%
Alpine	\$31	\$7	22.8%	San Benito	\$1,030	\$60	5.8%
Amador	\$624	\$57	9.2%	San Bernardino	\$59,745	\$2,157	3.6%
Butte	\$4,689	\$133	2.8%	San Diego	\$79,995	\$3,800	4.8%
Calaveras	\$629	\$68	10.9%	San Francisco	\$19,574	\$3,191	16.3%
Colusa	\$584	\$21	3.6%	San Joaquin	\$23,425	\$528	2.3%
Contra Costa	\$22,441	\$751	3.3%	San Luis Obispo	\$7,023	\$749	10.7%
Del Norte	\$372	\$54	14.5%	San Mateo	\$21,852	\$1,900	8.7%
El Dorado	\$3,363	\$313	9.3%	Santa Barbara	\$9,793	\$686	7.0%
Fresno	\$24,211	\$626	2.6%	Santa Clara	\$57,492	\$2,118	3.7%
Glenn	\$641	\$25	3.9%	Santa Cruz	\$4,817	\$627	13.0%
Humboldt	\$2,319	\$181	7.8%	Shasta	\$4,176	\$175	4.2%
Imperial	\$3,579	\$204	5.7%	Sierra	\$34	\$5	15.7%
Inyo	\$470	\$66	14.1%	Siskiyou	\$853	\$75	8.8%
Kern	\$22,758	\$798	3.5%	Solano	\$10,378	\$364	3.5%
Kings	\$2,641	\$103	3.9%	Sonoma	\$12,154	\$825	6.8%
Lake	\$811	\$72	8.8%	Stanislaus	\$12,972	\$258	2.0%
Lassen	\$377	\$31	8.1%	Sutter	\$2,348	\$43	1.8%
Los Angeles	\$212,781	\$8,811	4.1%	Tehama	\$1,170	\$68	5.8%
Madera	\$2,620	\$119	4.6%	Trinity	\$129	\$18	14.4%
Marin	\$6,527	\$246	3.8%	Tulare	\$11,664	\$198	1.7%
Mariposa	\$257	\$67	26.3%	Tuolumne	\$1,014	\$89	8.8%
Mendocino	\$1,847	\$163	8.8%	Ventura	\$18,862	\$746	4.0%
Merced	\$4,360	\$130	3.0%	Yolo	\$5,875	\$180	3.1%
Modoc	\$121	\$11	9.4%	Yuba	\$1,024	\$49	4.8%
Mono	\$446	\$109	24.5%				
Monterey	\$9,278	\$1,128	12.2%				
Napa	\$4,620	\$579	12.5%				
Nevada	\$1,963	\$149	7.6%				
Orange	\$87,596	\$5,045	5.8%				
Placer	\$13,351	\$458	3.4%				
Plumas	\$363	\$51	14.2%				
Riverside	\$61,908	\$3,540	5.7%				



California / Travel Industry Tax Revenue

State & Local Tax Revenue per Household, 2022p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Alameda	\$188.2	\$161.6	\$349.9	591.9	\$591
Alpine	\$1.1	\$0.8	\$2.0	0.5	\$3,705
Amador	\$6.4	\$7.9	\$14.3	15.8	\$903
Butte	\$10.3	\$18.0	\$28.2	82.7	\$341
Calaveras	\$8.5	\$10.7	\$19.1	19.1	\$999
Colusa	\$1.6	\$2.4	\$3.9	7.2	\$545
Contra Costa	\$58.2	\$94.9	\$153.1	412.8	\$371
Del Norte	\$6.9	\$7.1	\$14.0	9.7	\$1,442
El Dorado	\$54.7	\$45.8	\$100.6	74.7	\$1,346
Fresno	\$49.7	\$80.7	\$130.5	313.6	\$416
Glenn	\$2.0	\$3.0	\$5.0	10.0	\$500
Humboldt	\$25.0	\$24.1	\$49.1	56.4	\$871
Imperial	\$15.4	\$24.4	\$39.8	50.4	\$789
Inyo	\$12.3	\$8.9	\$21.2	8.2	\$2,578
Kern	\$58.5	\$102.1	\$160.7	276.8	\$581
Kings	\$5.8	\$12.6	\$18.3	41.4	\$443
Lake	\$4.7	\$8.4	\$13.1	28.1	\$467
Lassen	\$2.1	\$3.6	\$5.7	9.5	\$598
Los Angeles	\$1,606.1	\$1,161.4	\$2,767.5	3,232.8	\$856
Madera	\$16.6	\$17.2	\$33.8	45.6	\$741
Marin	\$41.5	\$31.5	\$73.0	105.9	\$690
Mariposa	\$25.3	\$10.8	\$36.1	7.2	\$5,014
Mendocino	\$26.5	\$20.8	\$47.3	36.2	\$1,305
Merced	\$10.2	\$18.1	\$28.3	84.1	\$336
Modoc	\$0.9	\$1.4	\$2.3	3.6	\$640
Mono	\$44.2	\$16.9	\$61.1	5.3	\$11,428
Monterey	\$176.0	\$131.3	\$307.3	131.9	\$2,330
Napa	\$114.9	\$68.7	\$183.6	48.5	\$3,784
Nevada	\$20.0	\$18.3	\$38.3	43.4	\$883



California / Travel Industry Tax Revenue

State & Local Tax Revenue per Household, 2022p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Orange	\$743.6	\$547.0	\$1,290.5	1,039.1	\$1,242
Placer	\$59.9	\$60.2	\$120.2	155.7	\$772
Plumas	\$5.1	\$6.4	\$11.5	8.9	\$1,287
Riverside	\$337.9	\$389.3	\$727.2	763.8	\$952
Sacramento	\$136.8	\$165.2	\$302.0	572.5	\$527
San Benito	\$5.5	\$7.1	\$12.6	20.1	\$627
San Bernardino	\$183.0	\$253.9	\$436.9	655.5	\$666
San Diego	\$690.2	\$451.5	\$1,141.8	1,147.0	\$995
San Francisco	\$529.3	\$349.7	\$879.0	348.8	\$2,520
San Joaquin	\$45.4	\$64.2	\$109.6	246.2	\$445
San Luis Obispo	\$115.6	\$90.0	\$205.6	106.7	\$1,927
San Mateo	\$245.7	\$196.0	\$441.7	263.5	\$1,677
Santa Barbara	\$122.5	\$84.7	\$207.2	149.0	\$1,390
Santa Clara	\$264.9	\$237.2	\$502.1	635.7	\$790
Santa Cruz	\$69.5	\$63.7	\$133.3	95.7	\$1,393
Shasta	\$19.1	\$23.5	\$42.6	72.0	\$592
Sierra	\$0.8	\$0.7	\$1.5	1.5	\$972
Siskiyou	\$7.9	\$9.2	\$17.1	19.1	\$898
Solano	\$27.2	\$41.3	\$68.5	154.2	\$444
Sonoma	\$130.1	\$92.8	\$222.9	185.7	\$1,200
Stanislaus	\$20.0	\$35.2	\$55.2	176.7	\$312
Sutter	\$3.4	\$6.2	\$9.6	32.8	\$294
Tehama	\$5.1	\$8.2	\$13.3	24.4	\$545
Trinity	\$1.5	\$2.7	\$4.2	7.1	\$596
Tulare	\$22.8	\$28.7	\$51.5	139.9	\$368
Tuolumne	\$10.5	\$10.8	\$21.3	22.3	\$954
Ventura	\$65.7	\$87.5	\$153.2	270.8	\$566
Yolo	\$16.5	\$21.9	\$38.4	76.2	\$504
Yuba	\$3.1	\$6.7	\$9.8	27.9	\$351
California	\$6,482	\$5,455	\$11,937	\$13,173	\$906



California / Impacts, Summary

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Billions)												
Total (Current \$)	111.7	117.4	121.9	126.4	133.3	140.3	144.9	68.5	102.0	134.4	▲ 31.7%	▼ -7.2%
Other	9.3	10.0	10.7	11.5	12.3	13.1	13.8	7.1	8.5	14.2	▲ 66.1%	▲ 2.9%
Visitor	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.5	120.2	▲ 28.6%	▼ -8.3%
Earnings (\$Billions)												
Earnings (Current \$)	35.9	38.1	41.4	46.1	49.4	52.3	54.7	41.3	45.6	55.1	▲ 20.8%	▲ 0.7%
Employment (000's)												
Employment	997	1,028	1,063	1,110	1,144	1,163	1,177	871	933	1,090	▲ 16.8%	▼ -7.3%
Tax Revenue (\$Billions)												
Total (Current \$)	14.8	15.6	16.5	17.4	18.1	19.3	20.1	12.2	15.5	19.4	▲ 25.3%	▼ -3.6%
Total Local & State	9.1	9.7	10.1	10.5	10.9	11.8	12.3	7.4	9.8	11.9	▲ 21.6%	▼ -3.0%
Local	4.1	4.5	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	▲ 25.0%	▲ 3.1%
Visitor	2.9	3.2	3.5	3.7	4.0	4.4	4.5	2.1	3.2	4.4	▲ 37.4%	▼ -2.1%
Business/Employee	1.3	1.3	1.4	1.5	1.6	1.7	1.8	1.8	2.0	2.1	▲ 4.8%	▲ 16.1%
State	5.0	5.2	5.2	5.3	5.3	5.7	6.0	3.5	4.6	5.5	▲ 17.8%	▼ -9.3%
Visitor	3.7	3.9	3.8	3.8	3.9	4.3	4.6	2.1	3.1	3.7	▲ 21.2%	▼ -18.0%
Business/Employee	1.2	1.3	1.4	1.5	1.4	1.4	1.5	1.4	1.5	1.7	▲ 11.0%	▲ 17.8%
Federal	5.6	6.0	6.4	6.9	7.1	7.5	7.8	4.8	5.7	7.5	▲ 31.8%	▼ -4.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

California / Impacts, Detailed

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Billions)											
Destination Spending	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.5	120.2	▲ 28.6%
Other Travel*	9.3	10.0	10.7	11.5	12.3	13.1	13.8	7.1	8.5	14.2	▲ 66.1%
TOTAL	111.7	117.4	121.9	126.4	133.3	140.3	144.9	68.5	102.0	134.4	▲ 31.7%
Visitor Spending by Type of Traveler Accommodation (\$Billions)											
Hotel, Motel, STVR	55.4	59.7	63.7	67.3	70.5	72.8	74.2	36.4	53.8	67.6	▲ 25.7%
Private Home	15.7	16.1	15.9	15.8	17.2	19.0	20.3	7.2	17.4	20.0	▲ 14.7%
Campground	2.5	2.6	2.6	2.6	2.7	2.9	3.2	2.6	3.3	4.3	▲ 29.6%
2nd Home	4.2	4.3	4.3	4.3	4.6	5.0	5.1	7.2	6.5	6.4	▼ -0.3%
Day Travel	24.6	24.8	24.8	24.9	26.0	27.6	28.3	7.9	12.6	21.9	▲ 74.7%
TOTAL	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.5	120.2	▲ 28.6%
Visitor Spending by Commodity Purchased (\$Billions)											
Accommodations	19.7	22.0	24.3	26.2	27.4	29.0	29.8	15.8	23.3	31.8	▲ 36.1%
Food Service	26.3	27.2	28.7	30.4	32.0	33.1	34.1	17.1	25.4	30.0	▲ 18.1%
Food Stores	3.5	3.6	3.8	3.9	3.9	3.9	4.0	2.2	3.8	4.6	▲ 22.7%
Local Tran. & Gas	18.3	18.6	17.2	16.0	17.6	19.8	20.4	7.5	12.9	17.6	▲ 37.1%
Arts, Ent. & Rec.	15.6	16.1	16.7	17.4	17.8	18.0	18.1	8.5	12.3	14.4	▲ 16.9%
Retail Sales	14.0	14.5	15.0	15.3	16.5	17.4	18.3	8.3	12.8	15.8	▲ 22.6%
Visitor Air Tran.	5.0	5.4	5.6	5.7	5.8	6.1	6.4	1.8	3.0	6.1	▲ 104.9%
TOTAL	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.5	120.2	▲ 28.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.



California / Impacts, Detailed

Direct Travel Impacts 2012-2022p

	2012	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Billions)											
Accom. & Food Serv.	18.1	19.4	21.2	23.4	25.0	26.5	27.9	20.4	24.1	30.3	▲ 25.5%
Arts, Ent. & Rec.	8.7	9.3	9.9	10.6	11.0	11.3	11.7	7.9	9.3	11.4	▲ 22.7%
Retail**	2.5	2.7	2.8	3.0	3.1	3.3	3.4	3.4	3.7	4.0	▲ 5.5%
Ground Tran.	1.2	1.3	1.4	1.5	1.7	2.2	2.4	1.0	1.0	1.2	▲ 12.7%
Visitor Air Tran.	1.8	1.8	2.0	2.7	3.1	3.2	3.3	3.2	2.6	2.8	▲ 7.9%
Other Travel*	3.5	3.6	4.0	4.9	5.5	5.9	6.1	5.4	4.8	5.5	▲ 14.5%
TOTAL	35.9	38.1	41.4	46.1	49.4	52.3	54.7	41.3	45.6	55.1	▲ 20.8%
Travel Industry Employment (Thousand Jobs)											
Accom. & Food Serv.	572.0	589.6	608.8	632.5	652.0	659.0	662.2	493.4	539.1	627.2	▲ 16.3%
Arts, Ent. & Rec.	243.1	252.4	261.3	270.8	276.8	279.4	283.1	179.3	207.3	264.7	▲ 27.7%
Retail**	78.9	82.2	83.5	85.8	87.3	87.9	87.4	82.9	85.0	86.1	▲ 1.2%
Ground Tran.	31.2	31.6	32.7	34.0	35.1	42.3	45.9	34.3	33.5	38.8	▲ 15.7%
Visitor Air Tran.	22.7	22.8	24.2	27.5	30.2	30.7	32.1	28.1	23.0	23.4	▲ 1.8%
Other Travel*	49.4	49.8	52.6	59.0	62.4	63.6	66.1	53.3	45.6	50.2	▲ 10.1%
TOTAL	997.3	1,028.4	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	933.5	1,090.4	▲ 16.8%
Tax Receipts Generated by Travel Spending (\$Billions)											
Local Tax Receipts	4.1	4.5	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	▲ 25.0%
State Tax Receipts	5.0	5.2	5.2	5.3	5.3	5.7	6.0	3.5	4.6	5.5	▲ 17.8%
Federal Tax Receipts	5.6	6.0	6.4	6.9	7.1	7.5	7.8	4.8	5.7	7.5	▲ 31.8%
TOTAL	14.8	15.6	16.5	17.4	18.1	19.3	20.1	12.2	15.5	19.4	▲ 25.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

**Retail includes gasoline station employment and earnings.

California / Traveler Origin

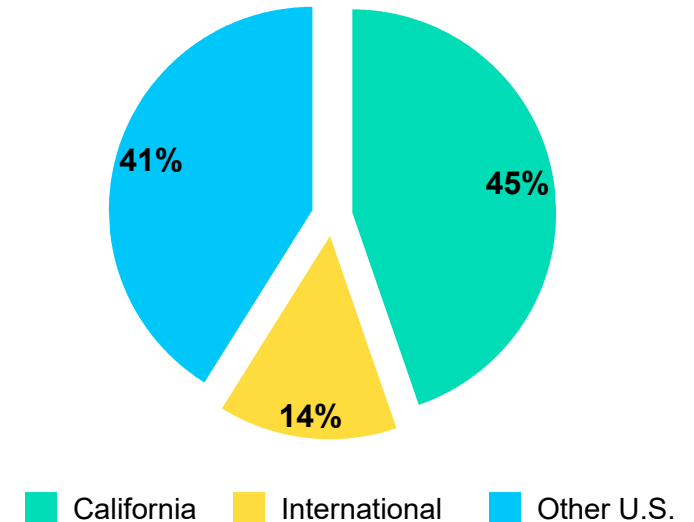
Visitor Spending by Origin, 2022p

Residents of California accounted for 45% of all travel spending in California in 2022. U.S. residents of states other than California accounted for approximately 41% while international visitors accounted for 14% of travel spending in the state.

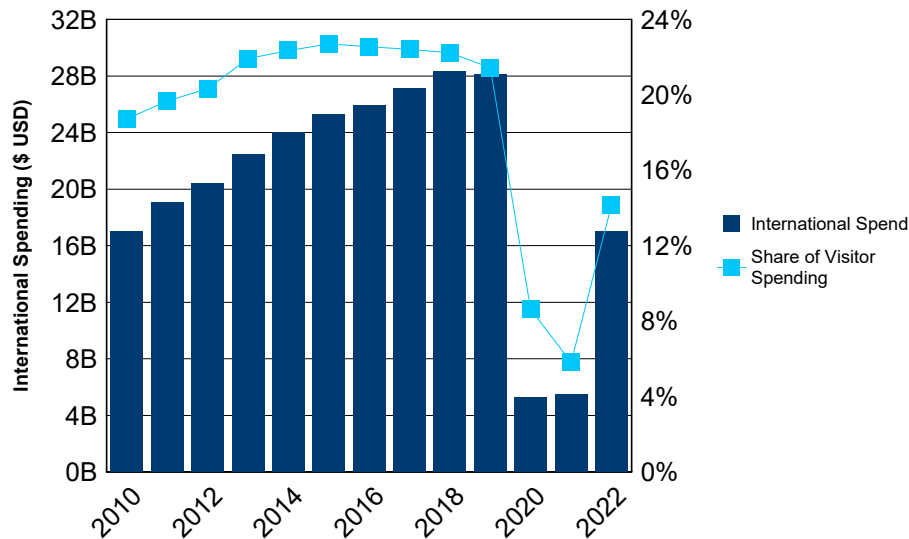
International spending has historically constituted 18-22% of total travel spending in California. Following the COVID-19 pandemic, which resulted in travel restrictions to the U.S. from multiple large travel markets, the share of international spending recovered to 14% in 2022.

Visitor Spending by Residence, 2022p

Origin	Spending (Billions)
California	\$53.8
International	\$17.0
Other U.S.	\$49.4
Visitor Spending	\$120.2



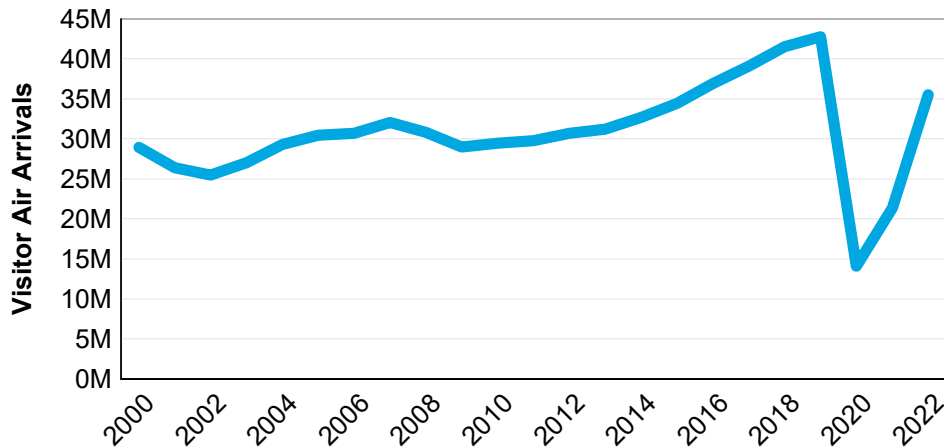
International Visitor Spending



International spending impacts for California were derived from the U.S. International Transaction estimates from the Bureau of Economic Analysis (BEA) and origin & destination counts from the National Travel and Tourism Office. Spending for 2016-2022 is sourced from Tourism Economics.

California / Air Travel & Employment Trend

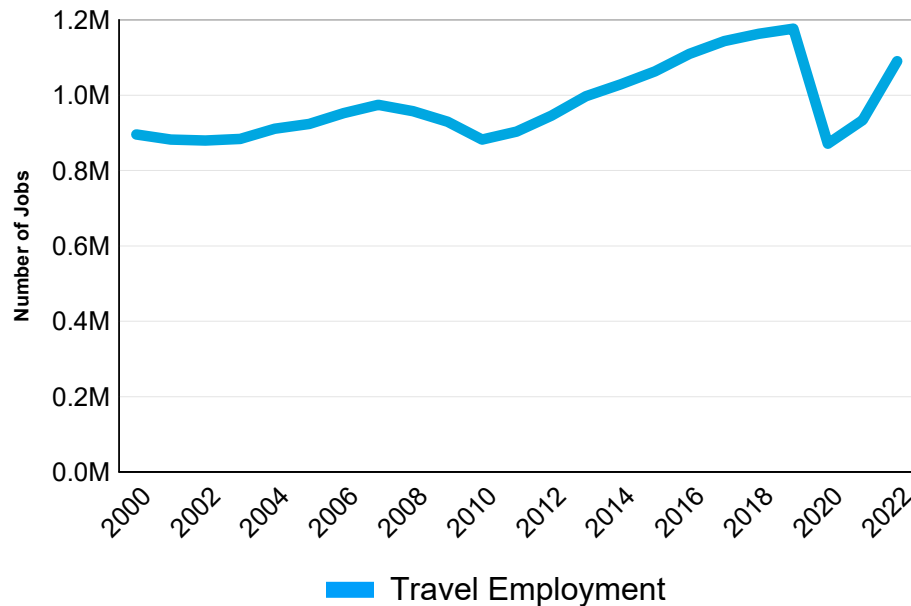
Air Passenger Visitor Arrivals / U.S. Air Carriers



Visitor air travel on domestic flights to California destinations increased by 66% in 2022, from 21.4 million to 35.5 million arrivals.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Travel Employment



Travel industry employment increased by 16.8% in 2022, a gain of approximately 156,900 jobs.

Sources: Dean Runyan Associates

California / Travel GDP

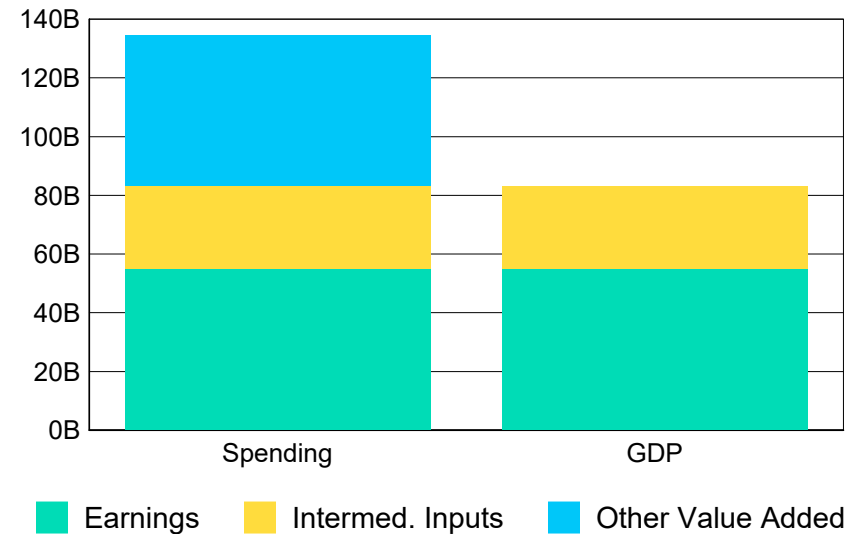
Travel Industry GDP, 2022p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the California travel industry is shown to the right. California travel industry GDP of \$83.2 billion represents approximately 2 percent of the total California GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in California will be delivered by other California firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other California businesses. These inputs are sometimes referred to as "indirect" effects.

Travel Spending and GDP of Travel Industry

(\$ Billions)



California / Secondary Effects

Travel spending brings money into many California communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of California and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries 2022p

Professional Services (144,400 jobs and \$12.4 billion in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (106,300 jobs and \$8.5 billion in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (86,900 jobs and \$6.4 billion in earnings) Both businesses and individuals make use of banking and insurance institutions.

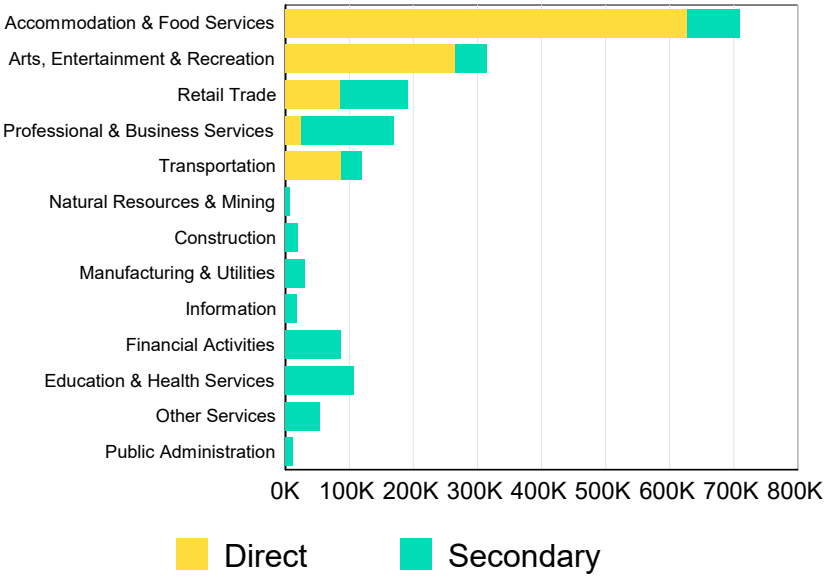
Other Services (53,500 jobs and \$3.2 billion in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Full list of industries available in Implan/Secondary Effects on the following two pages.

California / Secondary Effects

Total Employment 2022p

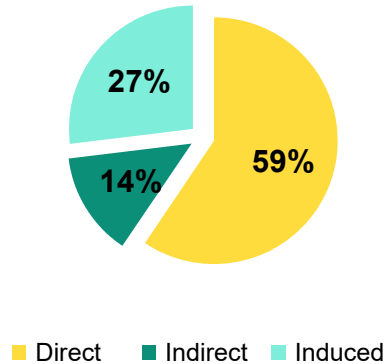
Direct & Secondary Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	627.2	22.5	59.9	82.4	709.6
Arts, Entertainment & Recreation	264.7	32.6	16.1	48.7	313.4
Transportation	88.0	17.2	15.0	32.1	120.1
Retail Trade	86.1	9.1	95.5	104.6	190.6
Professional & Business Services	24.4	84.1	60.4	144.4	168.9
Natural Resources & Mining	0.0	3.7	4.1	7.9	7.9
Construction	0.0	6.1	13.2	19.3	19.3
Manufacturing & Utilities	0.0	14.3	15.8	30.1	30.1
Information	0.0	9.7	8.2	17.9	17.9
Financial Activities	0.0	31.9	55.1	86.9	86.9
Education & Health Services	0.0	1.9	104.3	106.3	106.3
Other Services	0.0	10.3	43.2	53.5	53.5
Public Administration	0.0	5.6	5.8	11.4	11.4
All Industries	1,090	249	496	745	1,836

Values may not add to totals due to rounding. Figures in Thousands.

Share of Total Employment





MOST DIRECT JOBS
Accommodation & Food Services



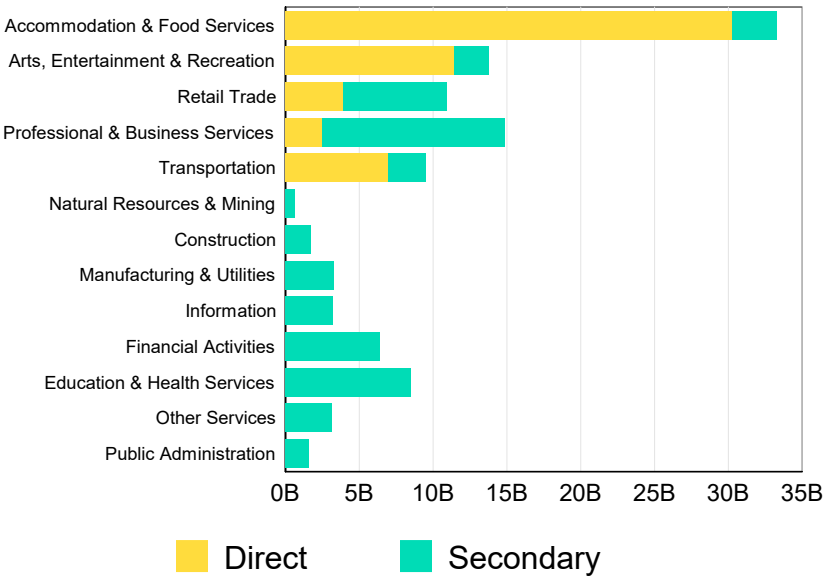
MOST SECONDARY JOBS
Professional & Business Services



California / Secondary Effects

Total Earnings 2022p

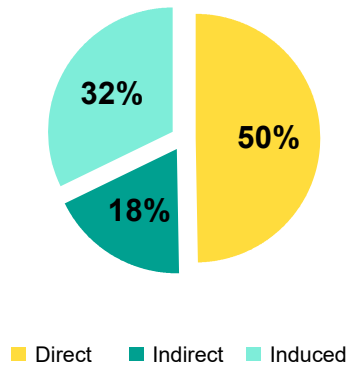
Direct & Secondary Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	30.3	0.8	2.2	3.0	33.3
Arts, Entertainment & Recreation	11.4	1.6	0.7	2.3	13.8
Transportation	7.0	1.4	1.1	2.5	9.5
Retail Trade	4.0	0.9	6.1	7.0	10.9
Professional & Business Services	2.5	7.3	5.1	12.4	14.9
Natural Resources & Mining	0.0	0.3	0.4	0.6	0.6
Construction	0.0	0.5	1.2	1.7	1.7
Manufacturing & Utilities	0.0	1.5	1.8	3.3	3.3
Information	0.0	1.9	1.3	3.3	3.3
Financial Activities	0.0	2.3	4.2	6.4	6.4
Education & Health Services	0.0	0.1	8.4	8.5	8.5
Other Services	0.0	0.8	2.3	3.2	3.2
Public Administration	0.0	0.8	0.8	1.6	1.6
All Industries	55.1	20.2	35.7	55.9	111.0

Values may not add to totals due to rounding. Figures in \$Billions

Share of Total Earnings



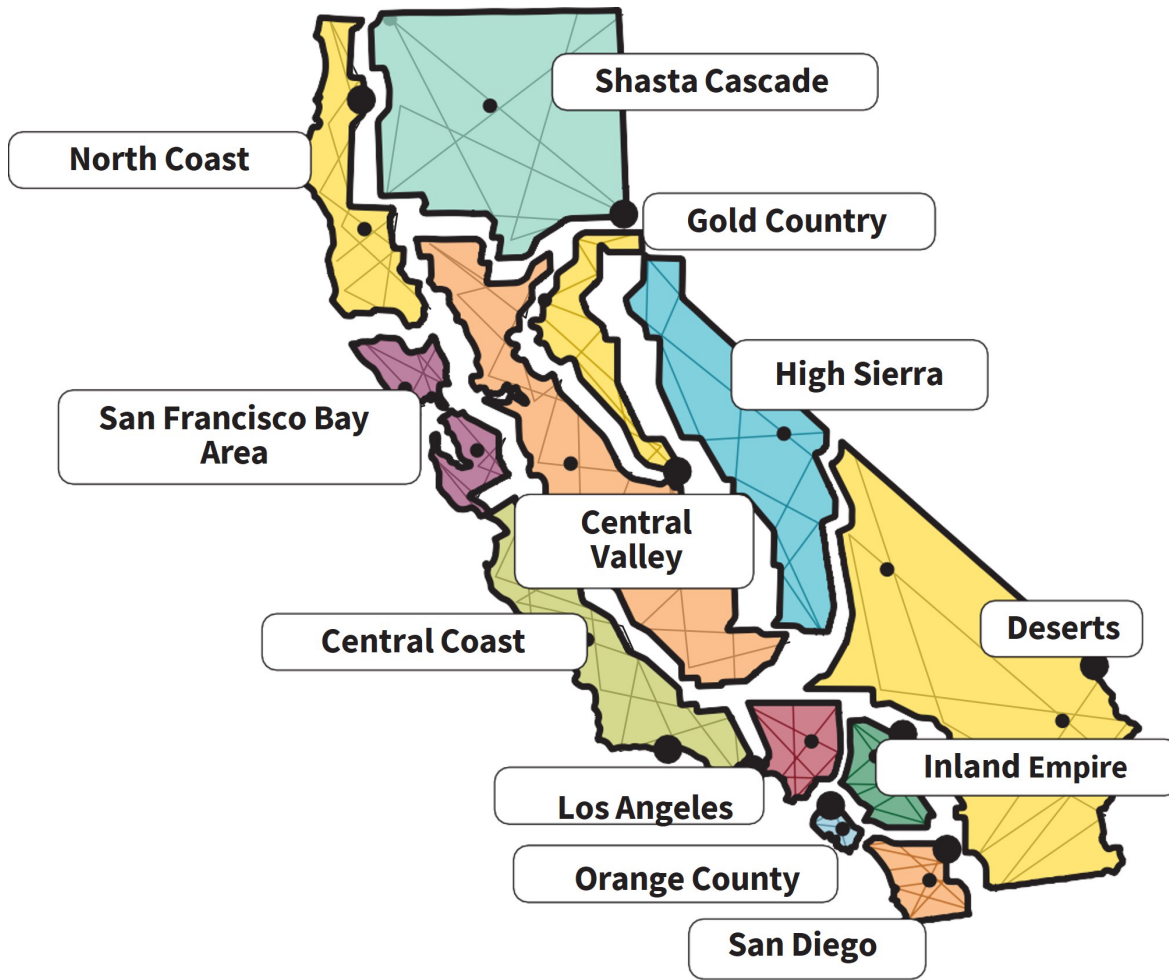
MOST DIRECT Earnings
Accommodation & Food Services

MOST SECONDARY Earnings
Professional & Business Services



Region Impacts

2022p



Gold Country
 Amador (part)
 Calaveras (part)
 El Dorado (part)
 Madera (part)
 Mariposa (part)
 Nevada (part)
 Placer (part)
 Sacramento

San Diego County
 San Diego

San Francisco Bay Area
 Alameda
 Contra Costa (part)
 Marin
 Napa
 San Francisco
 San Mateo
 Santa Clara
 Santa Cruz
 Solano (part)
 Sonoma

High Sierra
 Alpine
 Amador (part)
 Calaveras (part)
 El Dorado (part)
 Fresno (part)
 Inyo (part)
 Mariposa (part)
 Mono
 Nevada (part)
 Placer (part)
 Sierra
 Tulare (part)
 Tuolumne (part)

Shasta Cascades Butte
 Lassen
 Modoc
 Plumas
 Shasta
 Siskiyou
 Tehama
 Trinity

Inland Empire
 Riverside (part)
 San Bernardino (part)

The Deserts
 Imperial
 Inyo (part)
 Kern (part)
 Riverside (part)
 San Bernardino (part)

Los Angeles County
 Los Angeles

North Coast
 Del Norte
 Humboldt
 Lake
 Mendocino

Orange County
 Orange

Central Coast
 Monterey
 San Benito
 San Luis Obispo
 Santa Barbara
 Ventura

Central Valley
 Colusa
 Contra Costa (part)
 Fresno (part)
 Glenn
 Kern (part)
 Kings
 Madera (part)
 Merced
 Placer (part)
 San Joaquin
 Solano (part)

Central Valley (cont.)
 Stanislaus
 Sutter
 Tulare (part)
 Tuolumne (part)
 Yolo
 Yuba

Region / Summary

Direct Travel Impacts 2022p

	Travel Spending		Earnings (Millions)	Employ. (000's Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor (Millions)					
North Coast	\$1,300	\$1,258	\$617	15.1	\$63	\$60	\$123
Shasta Cascade	\$1,508	\$1,453	\$573	16.2	\$52	\$73	\$125
San Francisco Bay Area	\$34,196	\$28,481	\$12,818	221.3	\$1,646	\$1,299	\$2,944
Central Valley	\$8,177	\$7,600	\$3,121	87.5	\$275	\$435	\$710
Gold Country	\$5,146	\$4,307	\$2,003	47.9	\$190	\$222	\$412
High Sierra	\$3,149	\$3,071	\$1,401	36.0	\$185	\$124	\$309
Central Coast	\$9,187	\$8,809	\$3,842	84.1	\$485	\$401	\$886
Los Angeles County	\$28,493	\$22,453	\$14,750	210.8	\$1,606	\$1,161	\$2,767
Orange County	\$14,766	\$13,174	\$5,845	125.0	\$744	\$547	\$1,291
San Diego County	\$13,344	\$11,393	\$4,734	96.0	\$690	\$452	\$1,142
The Deserts	\$7,890	\$7,393	\$2,667	73.8	\$314	\$352	\$666
Inland Empire	\$7,237	\$6,696	\$2,746	76.9	\$232	\$329	\$561
California	\$134,391	\$116,090	\$55,116	1,090.4	\$6,482	\$5,455	\$11,937

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

Region / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
North Coast	1,023	1,070	1,100	1,150	1,211	1,254	1,299	776	1,321	1,300	▼ -1.6%	▲ 0.0%
Shasta Cascade	1,263	1,288	1,275	1,296	1,377	1,485	1,604	962	1,425	1,508	▲ 5.8%	▼ -6.0%
San Francisco Bay Area	29,211	31,829	33,368	34,334	36,154	38,063	38,862	15,374	23,198	34,196	▲ 47.4%	▼ -12.0%
Central Valley	6,420	6,608	6,555	6,506	7,058	7,701	8,071	4,321	6,944	8,177	▲ 17.8%	▲ 1.3%
Gold Country	4,266	4,435	4,578	4,697	4,968	5,364	5,693	2,731	4,127	5,146	▲ 24.7%	▼ -9.6%
High Sierra	2,626	2,696	2,864	3,071	3,297	3,392	3,622	2,421	2,885	3,149	▲ 9.1%	▼ -13.1%
Central Coast	7,466	7,772	8,003	8,083	8,369	8,946	9,352	4,986	8,111	9,187	▲ 13.3%	▼ -1.8%
Los Angeles County	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	21,036	28,493	▲ 35.4%	▼ -12.8%
Orange County	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,830	14,766	▲ 36.3%	▲ 2.1%
San Diego County	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	10,180	13,344	▲ 31.1%	▼ -3.2%
The Deserts	6,194	6,352	6,540	6,783	7,137	7,732	8,083	5,735	6,091	7,890	▲ 29.5%	▼ -2.4%
Inland Empire	5,531	5,664	5,816	5,971	6,385	6,886	7,335	5,276	5,872	7,237	▲ 23.2%	▼ -1.3%
California	111,692	117,385	121,945	126,402	133,321	140,350	144,851	68,467	102,021	134,391	▲ 31.7%	▼ -7.2%

Region / Summary Trend

Travel Industry Earnings 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Earnings (\$Million)												
North Coast	362	379	399	437	483	500	533	421	548	617	▲ 12.6%	▲ 15.8%
Shasta Cascade	363	375	392	426	454	475	527	442	515	573	▲ 11.3%	▲ 8.7%
San Francisco Bay Area	9,757	10,636	11,670	13,002	13,922	14,892	14,124	10,038	10,621	12,818	▲ 20.7%	▼ -9.2%
Central Valley	1,704	1,782	1,883	2,005	2,259	2,467	2,632	2,138	2,640	3,121	▲ 18.2%	▲ 18.6%
Gold Country	1,136	1,194	1,294	1,406	1,523	1,656	1,772	1,373	1,628	2,003	▲ 23.0%	▲ 13.0%
High Sierra	766	802	877	975	1,108	1,150	1,259	1,044	1,146	1,401	▲ 22.3%	▲ 11.3%
Central Coast	2,485	2,609	2,782	2,907	3,106	3,376	3,632	2,815	3,194	3,842	▲ 20.3%	▲ 5.8%
Los Angeles County	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,563	14,750	▲ 17.4%	▼ -4.8%
Orange County	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,563	5,845	▲ 28.1%	▲ 5.0%
San Diego County	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,650	4,734	▲ 29.7%	▲ 6.9%
The Deserts	1,610	1,707	1,828	2,011	2,117	2,307	2,454	1,972	2,215	2,667	▲ 20.4%	▲ 8.7%
Inland Empire	1,549	1,553	1,674	1,836	1,991	2,135	2,297	1,868	2,337	2,746	▲ 17.5%	▲ 19.5%
California	35,879	38,050	41,353	46,104	49,417	52,312	54,720	41,339	45,621	55,116	▲ 20.8%	▲ 0.7%

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income.

Region / Summary Trend

Travel Industry Employment 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Employment (Thousand Jobs)												
North Coast	15	15	15	16	16	16	16	12	13	15	▲ 11.6%	▼ -4.3%
Shasta Cascade	15	15	15	15	15	16	16	14	15	16	▲ 7.1%	▼ -1.0%
San Francisco Bay Area	231	243	252	260	267	273	264	180	186	221	▲ 19.1%	▼ -16.3%
Central Valley	71	72	73	73	78	82	83	65	76	88	▲ 15.8%	▲ 5.2%
Gold Country	40	40	41	42	44	46	48	37	41	48	▲ 16.9%	▲ 0.2%
High Sierra	29	30	31	32	35	35	36	30	31	36	▲ 15.3%	▼ -0.9%
Central Coast	75	77	78	79	81	85	88	68	73	84	▲ 14.7%	▼ -4.4%
Los Angeles County	188	192	203	216	223	232	240	180	185	211	▲ 14.0%	▼ -12.2%
Orange County	108	115	122	130	131	130	132	91	100	125	▲ 25.2%	▼ -5.6%
San Diego County	101	102	102	109	111	103	102	73	80	96	▲ 19.8%	▼ -5.4%
The Deserts	62	65	67	70	71	74	76	62	64	74	▲ 14.6%	▼ -3.5%
Inland Empire	63	63	66	68	71	72	75	59	69	77	▲ 11.6%	▲ 2.9%
California	997	1,028	1,063	1,110	1,144	1,163	1,177	871	933	1,090	▲ 16.8%	▼ -7.3%

Note: Employment includes payroll employees and proprietors.

Central Coast Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,799	7,856	8,809	▲ 12.1%
Other Travel*	352	349	332	323	346	387	411	187	255	378	▲ 48.1%
TOTAL	7,466	7,772	8,003	8,083	8,369	8,946	9,352	4,986	8,111	9,187	▲ 13.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	4,313	4,569	4,787	4,885	4,981	5,308	5,528	3,216	5,440	5,491	▲ 0.9%
Private Home	728	731	744	735	812	898	969	386	927	1,026	▲ 10.8%
Campground	311	325	329	331	349	368	397	328	410	530	▲ 29.3%
2nd Home	179	182	185	187	202	229	234	346	310	320	▲ 3.2%
Day Travel	1,582	1,615	1,626	1,622	1,679	1,757	1,814	523	770	1,443	▲ 87.3%
TOTAL	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,799	7,856	8,809	▲ 12.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,584	1,741	1,880	1,964	2,000	2,137	2,265	1,488	2,597	3,007	▲ 15.8%
Food Service	2,046	2,103	2,208	2,285	2,363	2,499	2,602	1,390	2,184	2,273	▲ 4.1%
Food Stores	247	258	267	267	268	274	284	180	279	342	▲ 22.4%
Local Tran. & Gas	1,058	1,087	1,003	917	996	1,125	1,165	475	805	991	▲ 23.1%
Arts, Ent. & Rec.	945	972	997	1,012	1,023	1,057	1,072	530	827	846	▲ 2.2%
Retail Sales	1,174	1,200	1,252	1,252	1,305	1,393	1,458	706	1,106	1,235	▲ 11.7%
Visitor Air Tran.	60	62	63	64	68	74	96	30	57	115	▲ 101.1%
TOTAL	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,799	7,856	8,809	▲ 12.1%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Central Coast Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,461	1,554	1,666	1,765	1,913	2,068	2,205	1,692	2,037	2,526	▲ 24.0%
Arts, Ent. & Rec.	633	663	695	707	737	790	824	624	706	841	▲ 19.2%
Retail**	195	204	218	223	226	240	249	251	277	292	▲ 5.5%
Ground Tran.	80	85	91	99	111	151	164	68	70	63	▼ -10.6%
Visitor Air Tran.	29	22	26	25	27	28	56	56	23	24	▲ 5.4%
Other Travel*	87	80	86	88	93	99	134	124	81	96	▲ 17.6%
TOTAL	2,485	2,609	2,782	2,907	3,106	3,376	3,632	2,815	3,194	3,842	▲ 20.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	46,960	47,960	48,850	49,620	51,560	53,330	54,780	42,260	46,490	53,440	▲ 15.0%
Arts, Ent. & Rec.	18,150	18,470	18,430	18,400	18,530	19,900	20,870	14,340	16,080	19,710	▲ 22.6%
Retail**	6,100	6,190	6,370	6,420	6,360	6,610	6,580	6,200	6,410	6,440	▲ 0.4%
Ground Tran.	2,130	2,190	2,240	2,280	2,320	2,920	3,200	2,710	2,680	2,720	▲ 1.5%
Visitor Air Tran.	340	260	290	260	300	300	520	470	270	270	▼ -0.9%
Other Travel*	1,710	1,600	1,640	1,660	1,680	1,720	2,030	1,760	1,420	1,530	▲ 7.9%
TOTAL	75,390	76,680	77,820	78,650	80,750	84,790	87,990	67,740	73,350	84,110	▲ 14.7%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Central Coast Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	273	292	313	324	341	376	400	290	435	485	▲ 11.7%
State Tax Receipts	370	384	386	378	378	413	436	267	367	401	▲ 9.1%
TOTAL	643	676	699	702	719	789	836	557	802	886	▲ 10.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	191	208	224	234	247	272	289	176	304	349	▲ 14.8%
Business or Employee	82	84	89	90	94	104	111	114	131	136	▲ 4.3%
TOTAL	273	292	313	324	341	376	400	290	435	485	▲ 11.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	281	290	288	281	285	318	335	169	251	275	▲ 9.7%
Business or Employee	89	94	98	97	93	94	101	99	117	125	▲ 7.7%
TOTAL	370	384	386	378	378	413	436	267	367	401	▲ 9.1%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Central Valley Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	5,866	6,044	6,035	6,023	6,521	7,083	7,424	4,066	6,547	7,600	▲ 16.1%
Other Travel*	554	564	520	484	538	618	647	255	396	577	▲ 45.5%
TOTAL	6,420	6,608	6,555	6,506	7,058	7,701	8,071	4,321	6,944	8,177	▲ 17.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,923	2,029	2,126	2,174	2,384	2,569	2,698	2,264	2,885	2,850	▼ -1.2%
Private Home	1,803	1,817	1,739	1,697	1,875	2,082	2,219	607	2,046	2,351	▲ 14.9%
Campground	182	211	208	209	220	233	252	213	262	339	▲ 29.1%
2nd Home	318	325	317	322	338	361	370	518	465	444	▼ -4.5%
Day Travel	1,640	1,663	1,644	1,622	1,702	1,838	1,885	464	889	1,615	▲ 81.7%
TOTAL	5,866	6,044	6,035	6,023	6,521	7,083	7,424	4,066	6,547	7,600	▲ 16.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	779	849	913	957	1,050	1,122	1,179	1,050	1,331	1,400	▲ 5.2%
Food Service	1,544	1,574	1,646	1,707	1,820	1,933	2,018	1,130	1,897	2,120	▲ 11.8%
Food Stores	285	298	306	305	311	317	326	187	340	407	▲ 19.5%
Local Tran. & Gas	1,592	1,625	1,486	1,350	1,495	1,719	1,782	650	1,179	1,585	▲ 34.5%
Arts, Ent. & Rec.	809	825	843	859	893	926	940	509	814	890	▲ 9.3%
Retail Sales	803	816	784	788	895	1,005	1,106	511	937	1,118	▲ 19.2%
Visitor Air Tran.	54	56	58	57	57	61	73	28	48	80	▲ 66.8%
TOTAL	5,866	6,044	6,035	6,023	6,521	7,083	7,424	4,066	6,547	7,600	▲ 16.1%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Central Valley Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	954	1,000	1,089	1,182	1,320	1,433	1,528	1,321	1,642	1,929	▲ 17.4%
Arts, Ent. & Rec.	392	409	407	431	463	485	503	323	439	596	▲ 35.8%
Retail**	161	169	171	177	192	206	217	220	261	282	▲ 8.1%
Ground Tran.	97	102	109	119	136	188	205	93	99	102	▲ 2.5%
Visitor Air Tran.	22	21	22	15	31	30	37	37	51	50	▼ -1.8%
Other Travel*	79	81	84	81	118	126	142	143	147	162	▲ 9.9%
TOTAL	1,704	1,782	1,883	2,005	2,259	2,467	2,632	2,138	2,640	3,121	▲ 18.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	38,670	39,230	40,200	40,380	43,460	45,240	45,840	38,590	43,930	49,250	▲ 12.1%
Arts, Ent. & Rec.	20,990	21,880	21,330	21,530	22,790	23,220	23,460	13,870	17,990	23,870	▲ 32.7%
Retail**	5,670	5,880	5,770	5,770	6,140	6,420	6,480	6,090	6,790	6,940	▲ 2.3%
Ground Tran.	2,590	2,640	2,680	2,740	2,860	3,640	4,000	3,290	3,700	4,190	▲ 13.4%
Visitor Air Tran.	410	350	370	240	390	370	450	400	470	440	▼ -5.8%
Other Travel*	2,220	2,270	2,300	2,260	2,670	2,760	2,920	2,880	2,700	2,810	▲ 4.3%
TOTAL	70,540	72,250	72,660	72,930	78,300	81,640	83,150	65,130	75,570	87,510	▲ 15.8%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Central Valley Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	147	155	164	171	191	215	228	193	259	275	▲ 6.4%
State Tax Receipts	373	386	371	355	373	437	464	255	378	435	▲ 15.3%
TOTAL	520	541	535	526	564	652	693	448	636	710	▲ 11.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	92	99	106	111	125	142	150	107	155	169	▲ 9.2%
Business or Employee	55	56	59	60	66	73	78	86	104	106	▲ 2.1%
TOTAL	147	155	164	171	191	215	228	193	259	275	▲ 6.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	312	322	306	289	306	368	391	180	284	335	▲ 18.0%
Business or Employee	60	63	65	65	67	69	73	74	93	100	▲ 7.0%
TOTAL	373	386	371	355	373	437	464	255	378	435	▲ 15.3%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Gold Country Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,398	3,611	4,307	▲ 19.3%
Other Travel*	636	667	690	694	708	766	830	333	516	839	▲ 62.5%
TOTAL	4,266	4,435	4,578	4,697	4,968	5,364	5,693	2,731	4,127	5,146	▲ 24.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,593	1,688	1,806	1,919	2,004	2,168	2,298	1,443	1,767	1,950	▲ 10.4%
Private Home	914	929	925	922	1,017	1,121	1,207	362	1,041	1,178	▲ 13.2%
Campground	93	100	99	99	105	110	119	100	125	162	▲ 29.6%
2nd Home	148	150	150	152	162	173	177	230	206	224	▲ 8.9%
Day Travel	882	902	908	911	973	1,025	1,061	262	473	794	▲ 67.8%
TOTAL	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,398	3,611	4,307	▲ 19.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	473	518	572	628	675	729	773	541	682	795	▲ 16.5%
Food Service	973	996	1,058	1,120	1,181	1,258	1,327	679	1,031	1,150	▲ 11.5%
Food Stores	137	142	148	149	152	156	161	85	152	182	▲ 19.8%
Local Tran. & Gas	777	801	751	704	767	869	905	338	574	755	▲ 31.6%
Arts, Ent. & Rec.	586	601	623	646	666	692	710	356	519	564	▲ 8.7%
Retail Sales	437	447	459	471	526	587	648	284	477	553	▲ 15.9%
Visitor Air Tran.	248	263	277	287	295	307	340	114	175	308	▲ 75.6%
TOTAL	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,398	3,611	4,307	▲ 19.3%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Gold Country Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	612	640	688	768	830	922	995	794	963	1,179	▲ 22.4%
Arts, Ent. & Rec.	287	302	331	360	405	406	428	297	350	473	▲ 35.4%
Retail**	82	86	91	95	103	111	117	120	138	145	▲ 5.4%
Ground Tran.	59	64	70	77	84	109	120	58	58	63	▲ 9.1%
Visitor Air Tran.	20	21	23	19	18	19	19	19	24	25	▲ 8.0%
Other Travel*	77	81	90	88	83	88	92	85	97	117	▲ 20.5%
TOTAL	1,136	1,194	1,294	1,406	1,523	1,656	1,772	1,373	1,628	2,003	▲ 23.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	22,710	23,150	23,380	24,230	25,340	26,990	27,640	21,780	24,120	27,700	▲ 14.8%
Arts, Ent. & Rec.	11,020	10,720	10,950	11,390	11,840	12,080	12,540	8,200	9,670	12,660	▲ 30.9%
Retail**	2,730	2,830	2,890	2,930	3,100	3,260	3,300	3,150	3,430	3,430	▼ 0.0%
Ground Tran.	1,500	1,560	1,630	1,680	1,720	2,080	2,310	1,790	1,770	1,950	▲ 10.6%
Visitor Air Tran.	340	350	370	330	310	310	340	300	350	360	▲ 1.8%
Other Travel*	1,470	1,510	1,610	1,610	1,680	1,550	1,640	1,520	1,610	1,770	▲ 10.1%
TOTAL	39,770	40,110	40,840	42,160	43,990	46,270	47,760	36,740	40,950	47,870	▲ 16.9%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Gold Country Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	115	124	135	144	154	173	184	130	167	190	▲ 13.6%
State Tax Receipts	196	203	203	201	208	235	250	138	193	222	▲ 15.1%
TOTAL	311	328	338	345	361	407	435	269	360	412	▲ 14.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	77	84	92	99	107	121	129	74	100	119	▲ 18.7%
Business or Employee	39	40	43	45	47	51	55	57	66	70	▲ 6.1%
TOTAL	115	124	135	144	154	173	184	130	167	190	▲ 13.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	155	161	158	154	161	188	200	91	135	158	▲ 16.5%
Business or Employee	41	43	45	46	46	47	50	48	57	64	▲ 11.8%
TOTAL	196	203	203	201	208	235	250	138	193	222	▲ 15.1%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

High Sierra Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,380	2,829	3,071	▲ 8.6%
Other Travel*	73	67	63	65	75	85	89	41	56	77	▲ 37.6%
TOTAL	2,626	2,696	2,864	3,071	3,297	3,392	3,622	2,421	2,885	3,149	▲ 9.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,656	1,716	1,891	2,084	2,252	2,273	2,447	1,609	1,930	1,924	▼ -0.3%
Private Home	139	139	130	125	136	152	161	48	139	166	▲ 19.4%
Campground	169	177	175	176	186	196	211	175	220	284	▲ 29.2%
2nd Home	265	268	268	272	288	310	317	413	369	378	▲ 2.2%
Day Travel	323	328	336	348	359	377	397	135	170	320	▲ 87.8%
TOTAL	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,380	2,829	3,071	▲ 8.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	699	740	820	914	993	989	1,068	844	1,155	1,314	▲ 13.7%
Food Service	706	719	788	865	922	945	1,017	666	695	687	▼ -1.2%
Food Stores	101	104	110	113	115	116	123	93	142	169	▲ 19.2%
Local Tran. & Gas	354	361	338	318	355	401	426	198	257	317	▲ 23.5%
Arts, Ent. & Rec.	396	403	431	462	480	482	504	340	330	322	▼ -2.3%
Retail Sales	297	301	314	334	355	371	393	238	249	262	▲ 5.1%
TOTAL	2,553	2,629	2,801	3,005	3,220	3,304	3,531	2,379	2,829	3,071	▲ 8.6%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

High Sierra Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	501	525	583	661	758	775	855	710	814	1,016	▲ 24.8%
Arts, Ent. & Rec.	170	179	188	196	212	219	235	195	211	262	▲ 24.3%
Retail**	61	64	68	74	79	81	84	93	92	94	▲ 2.9%
Ground Tran.	26	27	30	35	41	58	64	27	17	14	▼ -14.4%
Other Travel*	8	7	8	10	12	13	14	12	12	14	▲ 18.3%
TOTAL	766	802	877	975	1,103	1,145	1,252	1,037	1,146	1,401	▲ 22.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	17,670	17,690	18,600	19,280	21,060	20,900	22,130	18,310	19,460	22,660	▲ 16.4%
Arts, Ent. & Rec.	8,380	8,740	8,970	9,340	9,940	9,920	10,130	7,660	8,330	9,970	▲ 19.7%
Retail**	2,050	2,150	2,200	2,290	2,340	2,380	2,360	2,460	2,310	2,240	▼ -3.0%
Ground Tran.	720	740	770	830	880	1,120	1,270	1,270	790	780	▼ -0.7%
Other Travel*	250	230	240	300	350	360	370	310	320	350	▲ 9.0%
TOTAL	29,070	29,530	30,770	32,050	34,560	34,670	36,260	30,020	31,200	35,990	▲ 15.3%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

High Sierra Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	104	108	120	133	145	150	163	131	166	185	▲ 11.7%
State Tax Receipts	108	112	115	118	123	132	142	105	115	124	▲ 7.6%
TOTAL	212	220	235	251	268	281	305	236	281	309	▲ 10.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	77	81	90	101	110	113	122	88	115	130	▲ 13.8%
Business or Employee	27	28	30	32	35	37	41	44	51	55	▲ 6.9%
TOTAL	104	108	120	133	145	150	163	131	166	185	▲ 11.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	79	82	83	85	88	98	105	66	70	74	▲ 5.7%
Business or Employee	29	30	32	34	35	34	37	39	45	50	▲ 10.4%
TOTAL	108	112	115	118	123	132	142	105	115	124	▲ 7.6%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Inland Empire Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	5,125	5,246	5,413	5,573	5,961	6,415	6,836	5,057	5,549	6,696	▲ 20.7%
Other Travel*	406	417	403	398	424	471	498	219	323	541	▲ 67.4%
TOTAL	5,531	5,664	5,816	5,971	6,385	6,886	7,335	5,276	5,872	7,237	▲ 23.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,523	1,607	1,716	1,835	1,962	2,086	2,263	1,620	1,910	2,150	▲ 12.6%
Private Home	1,108	1,118	1,150	1,169	1,286	1,416	1,538	1,066	1,502	1,669	▲ 11.1%
Campground	177	175	173	173	183	193	208	170	220	282	▲ 28.0%
2nd Home	936	951	973	987	1,052	1,149	1,176	1,596	1,435	1,422	▼ -0.9%
Day Travel	1,381	1,396	1,401	1,409	1,478	1,571	1,652	605	483	1,173	▲ 142.9%
TOTAL	5,125	5,246	5,413	5,573	5,961	6,415	6,836	5,057	5,549	6,696	▲ 20.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	741	793	858	929	984	1,031	1,104	995	1,259	1,417	▲ 12.5%
Food Service	1,592	1,612	1,699	1,792	1,890	1,991	2,116	1,693	1,715	1,998	▲ 16.5%
Food Stores	221	225	233	235	238	243	253	208	254	311	▲ 22.5%
Local Tran. & Gas	881	898	834	779	858	970	1,025	511	631	884	▲ 40.2%
Arts, Ent. & Rec.	864	876	902	932	961	989	1,023	780	774	874	▲ 13.0%
Retail Sales	703	711	755	775	893	1,042	1,158	805	821	1,029	▲ 25.3%
Visitor Air Tran.	122	131	133	131	137	149	158	64	95	184	▲ 92.5%
TOTAL	5,125	5,246	5,413	5,573	5,961	6,415	6,836	5,057	5,549	6,696	▲ 20.7%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Inland Empire Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	809	866	940	1,042	1,125	1,206	1,312	1,109	1,390	1,636	▲ 17.7%
Arts, Ent. & Rec.	417	425	446	480	531	546	578	409	557	678	▲ 21.7%
Retail**	124	129	139	145	158	172	184	190	221	234	▲ 6.0%
Ground Tran.	63	67	72	80	91	120	134	84	54	56	▲ 3.7%
Visitor Air Tran.	43	11	14	15	14	15	12	12	24	25	▲ 7.3%
Other Travel*	94	56	62	74	72	77	78	65	91	116	▲ 27.1%
TOTAL	1,549	1,553	1,674	1,836	1,991	2,135	2,297	1,868	2,337	2,746	▲ 17.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	34,900	35,870	37,100	38,550	40,110	41,110	42,640	35,340	40,960	45,640	▲ 11.4%
Arts, Ent. & Rec.	19,450	19,790	20,890	21,520	22,160	21,450	22,190	14,450	18,660	21,350	▲ 14.4%
Retail**	4,320	4,420	4,570	4,610	4,910	5,200	5,370	5,210	5,620	5,660	▲ 0.8%
Ground Tran.	1,630	1,670	1,730	1,800	1,870	2,300	2,600	2,970	1,860	2,130	▲ 14.9%
Visitor Air Tran.	610	190	230	240	230	230	200	180	240	240	▲ 0.8%
Other Travel*	1,850	1,370	1,420	1,640	1,640	1,680	1,670	1,310	1,550	1,820	▲ 18.0%
TOTAL	62,770	63,310	65,950	68,370	70,920	71,980	74,660	59,460	68,880	76,850	▲ 11.6%

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*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

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Inland Empire Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	127	130	141	152	163	182	196	164	205	232	▲ 13.3%
State Tax Receipts	277	282	283	282	294	330	355	260	277	329	▲ 18.8%
TOTAL	404	413	424	434	456	512	551	424	482	561	▲ 16.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	79	84	92	100	108	123	132	96	124	147	▲ 19.4%
Business or Employee	47	46	49	52	54	59	64	69	81	85	▲ 4.1%
TOTAL	127	130	141	152	163	182	196	164	205	232	▲ 13.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	225	230	228	224	236	272	293	194	200	245	▲ 22.3%
Business or Employee	52	52	55	57	58	58	62	66	77	84	▲ 9.6%
TOTAL	277	282	283	282	294	330	355	260	277	329	▲ 18.8%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Los Angeles County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%
Other Travel*	5,065	5,257	5,246	5,179	5,622	6,179	6,418	2,889	3,657	6,040	▲ 65.2%
TOTAL	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	21,036	28,493	▲ 35.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11,507	11,938	12,828	13,940	14,803	15,729	15,777	7,000	11,071	13,782	▲ 24.5%
Private Home	3,080	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,360	3,912	▲ 16.4%
Campground	87	92	93	94	98	103	111	93	116	149	▲ 28.2%
2nd Home	163	165	162	164	173	186	191	340	305	337	▲ 10.5%
Day Travel	5,162	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,528	4,274	▲ 69.1%
TOTAL	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3,805	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,093	5,842	▲ 42.7%
Food Service	5,037	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,653	5,340	▲ 14.8%
Food Stores	577	587	615	629	640	660	667	289	544	666	▲ 22.4%
Local Tran. & Gas	3,083	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,385	3,092	▲ 29.7%
Arts, Ent. & Rec.	3,086	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,335	2,626	▲ 12.5%
Retail Sales	2,672	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,266	2,692	▲ 18.8%
Visitor Air Tran.	1,739	1,906	1,972	2,017	2,116	2,267	2,333	683	1,103	2,194	▲ 98.9%
TOTAL	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

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Los Angeles County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,777	3,949	4,372	4,932	5,247	5,692	5,913	4,144	4,896	6,294	▲ 28.5%
Arts, Ent. & Rec.	2,103	2,209	2,401	2,530	2,575	2,786	2,926	2,085	2,392	2,668	▲ 11.6%
Retail**	442	451	484	512	529	560	575	572	643	682	▲ 6.0%
Ground Tran.	358	379	420	472	515	651	695	282	335	365	▲ 8.7%
Visitor Air Tran.	774	803	890	1,273	1,459	1,538	2,199	2,201	1,739	1,874	▲ 7.8%
Other Travel*	1,473	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,558	2,867	▲ 12.1%
TOTAL	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,563	14,750	▲ 17.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	108,710	110,180	115,960	121,910	125,480	129,520	127,760	91,770	99,530	117,020	▲ 17.6%
Arts, Ent. & Rec.	25,380	26,740	29,230	30,580	30,210	32,160	32,730	21,670	24,590	30,480	▲ 23.9%
Retail**	13,200	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,400	13,590	▲ 1.4%
Ground Tran.	8,930	9,020	9,620	10,150	10,410	12,340	13,170	8,360	9,300	10,160	▲ 9.2%
Visitor Air Tran.	9,580	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	▲ 1.5%
Other Travel*	22,250	23,080	24,050	26,660	28,190	28,760	32,950	28,200	23,980	25,210	▲ 5.1%
TOTAL	188,060	192,230	203,160	216,460	223,160	232,230	240,020	180,190	184,890	210,760	▲ 14.0%

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*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

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Los Angeles County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,326	1,606	▲ 21.1%
State Tax Receipts	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	1,008	1,161	▲ 15.3%
TOTAL	2,117	2,188	2,304	2,459	2,624	2,851	3,010	1,784	2,334	2,767	▲ 18.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	687	726	797	885	1,017	1,087	1,106	475	751	1,022	▲ 36.0%
Business or Employee	329	335	365	407	436	472	533	556	575	585	▲ 1.7%
TOTAL	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,326	1,606	▲ 21.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	812	823	816	814	839	955	994	395	630	751	▲ 19.2%
Business or Employee	290	304	326	354	332	337	378	358	377	410	▲ 8.6%
TOTAL	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	1,008	1,161	▲ 15.3%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

North Coast Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	984	1,031	1,064	1,114	1,172	1,212	1,253	759	1,293	1,258	▼ -2.7%
Other Travel*	39	39	37	36	39	42	46	17	29	42	▲ 45.0%
TOTAL	1,023	1,070	1,100	1,150	1,211	1,254	1,299	776	1,321	1,300	▼ -1.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	452	485	523	568	597	599	608	381	727	552	▼ -24.0%
Private Home	175	175	164	164	176	191	202	65	199	221	▲ 11.1%
Campground	140	150	151	152	160	169	182	150	188	243	▲ 29.4%
2nd Home	66	66	69	70	74	81	83	111	99	103	▲ 3.6%
Day Travel	150	155	157	160	166	173	178	52	80	139	▲ 74.0%
TOTAL	984	1,031	1,064	1,114	1,172	1,212	1,253	759	1,293	1,258	▼ -2.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	207	228	251	277	291	290	297	244	387	372	▼ -3.9%
Food Service	279	288	307	328	343	351	363	205	369	330	▼ -10.6%
Food Stores	67	70	73	74	74	75	78	53	88	105	▲ 18.9%
Local Tran. & Gas	169	175	162	151	165	186	192	85	152	172	▲ 13.3%
Arts, Ent. & Rec.	144	149	155	162	165	166	167	93	154	138	▼ -10.2%
Retail Sales	111	114	110	114	126	136	146	76	136	131	▼ -3.6%
Visitor Air Tran.	7	6	6	8	8	8	9	3	6	10	▲ 51.1%
TOTAL	984	1,031	1,064	1,114	1,172	1,212	1,253	759	1,293	1,258	▼ -2.7%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

North Coast Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	245	261	281	313	335	351	372	296	366	413	▲ 12.7%
Arts, Ent. & Rec.	73	72	69	72	76	68	71	51	59	75	▲ 26.9%
Retail**	26	28	28	30	33	34	36	38	40	44	▲ 10.0%
Ground Tran.	12	13	14	16	18	25	27	11	13	10	▼ -22.8%
Visitor Air Tran.	1	1	1	1	7	8	10	10	29	30	▲ 3.7%
Other Travel*	4	4	5	5	13	14	18	15	42	46	▲ 11.3%
TOTAL	362	379	399	437	483	500	533	421	548	617	▲ 12.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,680	8,820	8,940	9,280	9,560	9,680	9,800	7,680	8,640	9,480	▲ 9.7%
Arts, Ent. & Rec.	4,720	4,740	4,640	4,790	4,690	4,080	4,010	2,560	2,700	3,400	▲ 25.6%
Retail**	900	950	920	940	990	1,000	1,020	1,010	1,030	1,090	▲ 5.4%
Ground Tran.	340	350	360	380	390	490	530	490	520	470	▼ -9.2%
Visitor Air Tran.	20	20	30	30	80	80	100	90	210	210	▼ -2.3%
Other Travel*	130	140	150	160	230	220	270	210	380	420	▲ 10.2%
TOTAL	14,800	15,020	15,030	15,580	15,930	15,550	15,740	12,040	13,490	15,060	▲ 11.6%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

North Coast Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	34	36	39	42	46	50	52	43	66	63	▼ -4.6%
State Tax Receipts	51	54	53	53	55	59	62	40	61	60	▼ -1.3%
TOTAL	85	90	93	95	100	109	114	83	127	123	▼ -3.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	22	24	27	28	31	35	36	26	43	41	▼ -5.7%
Business or Employee	12	12	13	13	15	16	17	17	23	22	▼ -2.6%
TOTAL	34	36	39	42	46	50	52	43	66	63	▼ -4.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	39	40	39	39	40	45	48	26	42	41	▼ -1.6%
Business or Employee	13	13	14	14	14	13	14	14	19	19	▼ -0.4%
TOTAL	51	54	53	53	55	59	62	40	61	60	▼ -1.3%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Orange County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%
Other Travel*	1,371	1,485	1,467	1,512	1,564	1,736	1,789	883	1,034	1,592	▲ 53.9%
TOTAL	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,830	14,766	▲ 36.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6,288	6,996	7,709	8,343	8,415	7,943	8,207	3,597	6,194	8,500	▲ 37.2%
Private Home	1,263	1,375	1,452	1,477	1,641	1,848	2,013	950	1,992	2,303	▲ 15.6%
Campground	63	43	45	47	48	145	156	136	166	210	▲ 26.8%
2nd Home	240	272	265	272	289	316	322	637	560	539	▼ -3.7%
Day Travel	1,800	1,712	1,757	1,825	1,860	1,934	1,975	600	884	1,622	▲ 83.5%
TOTAL	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,075	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,433	3,718	▲ 52.8%
Food Service	2,665	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,620	3,334	▲ 27.3%
Food Stores	348	386	405	414	412	441	451	276	445	558	▲ 25.2%
Local Tran. & Gas	358	300	305	304	319	322	330	121	276	392	▲ 42.2%
Arts, Ent. & Rec.	2,413	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,049	2,548	▲ 24.3%
Retail Sales	1,452	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,764	2,160	▲ 22.4%
Visitor Air Tran.	343	366	390	393	389	421	418	119	208	465	▲ 123.5%
TOTAL	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Orange County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,869	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,472	3,210	▲ 29.9%
Arts, Ent. & Rec.	1,365	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,375	1,827	▲ 32.8%
Retail**	222	245	275	292	302	301	315	314	351	367	▲ 4.5%
Ground Tran.	55	51	53	60	66	79	86	32	35	41	▲ 15.7%
Visitor Air Tran.	26	27	30	40	43	46	50	45	56	61	▲ 9.6%
Other Travel*	236	274	288	338	348	379	392	322	275	339	▲ 23.6%
TOTAL	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,563	5,845	▲ 28.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	57,480	60,020	62,540	66,580	67,180	65,570	66,920	50,020	56,200	65,820	▲ 17.1%
Arts, Ent. & Rec.	37,430	41,200	44,990	47,550	48,110	48,970	49,410	26,940	30,690	45,290	▲ 47.6%
Retail**	6,440	6,910	7,490	7,750	7,930	7,690	7,750	7,220	7,470	7,430	▼ -0.5%
Ground Tran.	1,450	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,320	1,610	▲ 22.0%
Visitor Air Tran.	420	430	460	520	560	580	610	500	570	590	▲ 3.2%
Other Travel*	4,580	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,530	4,220	▲ 19.5%
TOTAL	107,800	115,100	121,960	129,520	131,090	130,420	132,370	90,660	99,770	124,950	▲ 25.2%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Orange County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	440	476	521	566	578	619	644	355	546	744	▲ 36.3%
State Tax Receipts	437	467	494	514	515	504	532	315	447	547	▲ 22.3%
TOTAL	876	943	1,015	1,080	1,093	1,123	1,176	670	993	1,291	▲ 30.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	310	337	371	405	414	453	471	198	356	533	▲ 49.6%
Business or Employee	130	139	151	162	164	166	173	157	189	210	▲ 11.2%
TOTAL	440	476	521	566	578	619	644	355	546	744	▲ 36.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	304	321	337	348	354	354	375	180	282	354	▲ 25.2%
Business or Employee	133	146	157	166	161	151	157	135	165	193	▲ 17.2%
TOTAL	437	467	494	514	515	504	532	315	447	547	▲ 22.3%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Diego County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%
Other Travel*	1,435	1,478	1,482	1,530	1,632	1,798	1,933	840	1,176	1,950	▲ 65.9%
TOTAL	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	10,180	13,344	▲ 31.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6,007	6,390	6,757	7,243	7,640	7,215	7,089	3,206	5,668	7,086	▲ 25.0%
Private Home	1,182	1,223	1,218	1,249	1,356	1,485	1,594	492	1,420	1,717	▲ 20.9%
Campground	286	286	283	292	302	237	254	218	265	328	▲ 23.9%
2nd Home	176	163	151	155	163	173	178	285	256	222	▼ -13.3%
Day Travel	2,516	2,480	2,430	2,527	2,602	2,745	2,744	787	1,396	2,040	▲ 46.2%
TOTAL	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,446	2,675	2,908	3,146	3,288	3,588	3,472	1,729	3,026	4,315	▲ 42.6%
Food Service	2,767	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,374	2,558	▲ 7.8%
Food Stores	430	467	506	518	528	472	472	205	437	473	▲ 8.3%
Local Tran. & Gas	571	510	458	436	484	477	480	162	422	442	▲ 4.7%
Arts, Ent. & Rec.	1,633	1,613	1,584	1,672	1,729	1,610	1,588	589	1,010	1,151	▲ 14.0%
Retail Sales	1,636	1,687	1,686	1,757	1,873	1,788	1,837	684	1,270	1,473	▲ 16.0%
Visitor Air Tran.	684	747	789	801	831	873	930	282	465	981	▲ 110.9%
TOTAL	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Diego County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	2,085	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,344	3,112	▲ 32.8%
Arts, Ent. & Rec.	828	818	878	908	891	859	872	519	600	818	▲ 36.2%
Retail**	261	275	288	304	313	291	293	299	323	344	▲ 6.5%
Ground Tran.	53	47	43	49	56	67	70	21	23	24	▲ 4.8%
Visitor Air Tran.	49	50	56	71	79	84	94	91	88	97	▲ 9.8%
Other Travel*	174	174	195	249	269	295	331	278	272	339	▲ 24.8%
TOTAL	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,650	4,734	▲ 29.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	63,210	64,230	64,410	68,900	69,940	64,480	63,520	45,740	50,160	60,640	▲ 20.9%
Arts, Ent. & Rec.	23,860	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,970	▲ 26.5%
Retail**	8,490	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,770	7,750	▼ -0.4%
Ground Tran.	1,410	1,220	1,060	1,130	1,180	1,290	1,380	880	920	1,050	▲ 14.4%
Visitor Air Tran.	830	860	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	▲ 3.4%
Other Travel*	3,560	3,390	3,640	4,550	4,830	4,870	5,300	4,330	4,130	5,200	▲ 26.1%
TOTAL	101,360	101,670	101,510	109,110	111,240	102,890	101,500	73,360	80,140	96,040	▲ 19.8%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

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San Diego County Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	445	474	509	547	570	606	602	342	521	690	▲ 32.5%
State Tax Receipts	468	479	479	492	501	482	496	267	398	452	▲ 13.3%
TOTAL	913	952	987	1,040	1,070	1,089	1,097	609	919	1,142	▲ 24.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	327	354	383	413	434	473	464	212	370	520	▲ 40.7%
Business or Employee	118	119	125	135	136	133	137	130	151	170	▲ 12.5%
TOTAL	445	474	509	547	570	606	602	342	521	690	▲ 32.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	346	352	347	354	366	359	370	155	264	293	▲ 11.1%
Business or Employee	122	127	132	139	135	123	126	111	135	158	▲ 17.7%
TOTAL	468	479	479	492	501	482	496	267	398	452	▲ 13.3%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	25,458	27,785	29,043	29,679	30,967	32,592	33,077	12,350	19,494	28,481	▲ 46.1%
Other Travel*	3,753	4,044	4,325	4,654	5,187	5,471	5,785	3,024	3,704	5,714	▲ 54.3%
TOTAL	29,211	31,829	33,368	34,334	36,154	38,063	38,862	15,374	23,198	34,196	▲ 47.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	16,412	18,366	19,594	20,194	21,022	22,026	22,152	8,758	12,006	18,661	▲ 55.4%
Private Home	3,119	3,203	3,190	3,187	3,428	3,713	3,921	987	3,250	3,617	▲ 11.3%
Campground	287	353	353	354	374	395	427	362	445	572	▲ 28.6%
2nd Home	368	374	386	390	417	460	471	591	528	544	▲ 2.9%
Day Travel	5,271	5,489	5,520	5,554	5,727	5,999	6,107	1,652	3,264	5,087	▲ 55.8%
TOTAL	25,458	27,785	29,043	29,679	30,967	32,592	33,077	12,350	19,494	28,481	▲ 46.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	5,633	6,771	7,577	7,938	8,217	8,625	8,856	3,324	4,314	7,204	▲ 67.0%
Food Service	6,687	7,098	7,469	7,796	8,213	8,645	8,771	3,552	5,809	7,794	▲ 34.2%
Food Stores	736	793	821	823	834	849	855	365	714	945	▲ 32.4%
Local Tran. & Gas	3,434	3,595	3,384	3,196	3,472	3,861	3,911	1,297	2,376	3,612	▲ 52.0%
Arts, Ent. & Rec.	3,669	3,896	4,006	4,101	4,208	4,325	4,280	1,656	2,646	3,452	▲ 30.4%
Retail Sales	3,680	3,884	3,966	4,001	4,204	4,428	4,524	1,697	2,916	3,913	▲ 34.2%
Visitor Air Tran.	1,619	1,748	1,820	1,825	1,820	1,858	1,880	460	720	1,562	▲ 116.8%
TOTAL	25,458	27,785	29,043	29,679	30,967	32,592	33,077	12,350	19,494	28,481	▲ 46.1%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	4,684	5,198	5,743	6,256	6,608	7,063	7,386	4,826	5,467	6,885	▲ 25.9%
Arts, Ent. & Rec.	1,969	2,157	2,316	2,457	2,453	2,618	2,692	1,840	2,074	2,532	▲ 22.1%
Retail**	580	626	658	677	704	733	736	715	782	776	▼ -0.7%
Ground Tran.	325	357	387	421	469	605	640	234	256	349	▲ 36.6%
Visitor Air Tran.	845	864	937	1,192	1,357	1,409	764	714	513	559	▲ 9.1%
Other Travel*	1,353	1,434	1,628	1,999	2,332	2,463	1,906	1,710	1,530	1,717	▲ 12.2%
TOTAL	9,757	10,636	11,670	13,002	13,922	14,892	14,124	10,038	10,621	12,818	▲ 20.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	126,550	134,350	139,320	142,250	145,140	147,580	144,880	95,300	100,450	120,150	▲ 19.6%
Arts, Ent. & Rec.	53,790	56,150	58,170	59,750	61,880	62,500	62,730	39,920	43,780	55,960	▲ 27.8%
Retail**	14,950	15,790	15,580	16,060	15,910	15,890	15,450	13,950	14,220	14,170	▼ -0.3%
Ground Tran.	8,320	8,760	9,090	9,290	9,610	11,570	12,300	7,570	8,240	10,900	▲ 32.3%
Visitor Air Tran.	9,800	10,050	10,510	11,360	11,910	11,970	8,410	7,020	5,160	5,330	▲ 3.3%
Other Travel*	17,270	17,790	19,270	21,370	22,590	23,100	20,720	16,580	13,870	14,740	▲ 6.3%
TOTAL	230,680	242,890	251,930	260,070	267,050	272,600	264,480	180,330	185,720	221,260	▲ 19.1%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1,238	1,419	1,553	1,641	1,692	1,857	1,863	946	1,174	1,646	▲ 40.2%
State Tax Receipts	1,215	1,294	1,314	1,323	1,337	1,426	1,440	742	1,028	1,299	▲ 26.4%
TOTAL	2,453	2,713	2,867	2,964	3,029	3,283	3,303	1,688	2,201	2,944	▲ 33.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	884	1,039	1,140	1,198	1,234	1,360	1,393	504	703	1,150	▲ 63.6%
Business or Employee	353	380	413	443	458	497	470	442	471	495	▲ 5.2%
TOTAL	1,238	1,419	1,553	1,641	1,692	1,857	1,863	946	1,174	1,646	▲ 40.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	888	940	935	924	947	1,040	1,070	424	677	903	▲ 33.5%
Business or Employee	327	355	379	399	390	386	370	318	351	395	▲ 12.6%
TOTAL	1,215	1,294	1,314	1,323	1,337	1,426	1,440	742	1,028	1,299	▲ 26.4%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,204	1,230	1,224	1,249	1,326	1,426	1,542	940	1,389	1,453	▲ 4.7%
Other Travel*	58	58	51	47	51	59	63	22	37	55	▲ 48.2%
TOTAL	1,263	1,288	1,275	1,296	1,377	1,485	1,604	962	1,425	1,508	▲ 5.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	433	445	460	489	517	553	617	400	635	477	▼ -24.8%
Private Home	212	212	198	195	214	233	252	75	231	259	▲ 11.8%
Campground	129	138	137	137	145	153	164	136	170	220	▲ 29.3%
2nd Home	150	151	151	153	162	175	179	230	206	248	▲ 19.9%
Day Travel	280	284	277	275	289	313	330	99	145	249	▲ 71.5%
TOTAL	1,204	1,230	1,224	1,249	1,326	1,426	1,542	940	1,389	1,453	▲ 4.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	237	248	261	279	294	312	347	302	385	390	▲ 1.3%
Food Service	322	326	338	356	374	394	425	249	391	377	▼ -3.6%
Food Stores	73	76	78	78	79	80	85	59	91	110	▲ 20.2%
Local Tran. & Gas	250	254	228	207	230	265	281	109	184	234	▲ 27.1%
Arts, Ent. & Rec.	167	169	171	176	180	186	195	114	165	160	▼ -3.5%
Retail Sales	152	154	146	149	165	186	204	106	168	177	▲ 5.1%
Visitor Air Tran.	3	3	3	3	3	3	5	1	3	6	▲ 70.3%
TOTAL	1,204	1,230	1,224	1,249	1,326	1,426	1,542	940	1,389	1,453	▲ 4.7%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	236	247	265	288	307	314	352	305	360	400	▲ 11.3%
Arts, Ent. & Rec.	70	68	67	72	73	77	84	63	77	90	▲ 16.5%
Retail**	34	36	36	38	40	42	45	48	52	55	▲ 7.2%
Ground Tran.	15	16	16	18	21	31	34	13	12	11	▼ -10.7%
Visitor Air Tran.	2	2	1	2	3	3	3	3	3	3	▼ -0.9%
Other Travel*	6	7	6	8	9	9	9	10	11	13	▲ 23.1%
TOTAL	363	375	392	426	454	475	527	442	515	573	▲ 11.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,390	9,410	9,420	9,560	9,880	9,760	10,130	8,540	9,370	9,920	▲ 5.9%
Arts, Ent. & Rec.	3,850	3,610	3,510	3,580	3,580	3,690	3,920	2,920	3,450	3,860	▲ 11.8%
Retail**	1,240	1,260	1,230	1,250	1,290	1,300	1,330	1,370	1,410	1,450	▲ 2.9%
Ground Tran.	420	420	420	440	460	600	680	590	580	600	▲ 3.6%
Visitor Air Tran.	20	20	20	30	40	40	40	30	40	30	▼ -6.6%
Other Travel*	200	210	210	250	250	260	260	250	260	310	▲ 18.3%
TOTAL	15,110	14,950	14,810	15,110	15,490	15,640	16,350	13,700	15,110	16,180	▲ 7.1%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	32	33	34	37	38	43	48	41	54	52	▼ -3.5%
State Tax Receipts	66	68	66	64	66	75	82	51	70	73	▲ 4.9%
TOTAL	98	101	100	101	105	118	129	91	124	125	▲ 1.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	20	21	22	24	25	29	32	23	34	33	▼ -3.5%
Business or Employee	12	12	12	13	13	14	16	17	20	20	▼ -3.6%
TOTAL	32	33	34	37	38	43	48	41	54	52	▼ -3.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	53	54	51	50	52	61	66	34	50	53	▲ 6.9%
Business or Employee	13	14	14	15	14	14	15	17	20	20	▼ -0.3%
TOTAL	66	68	66	64	66	75	82	51	70	73	▲ 4.9%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

The Deserts Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	5,831	5,984	6,190	6,433	6,797	7,345	7,685	5,561	5,836	7,393	▲ 26.7%
Other Travel*	363	368	350	350	340	387	398	173	255	497	▲ 95.1%
TOTAL	6,194	6,352	6,540	6,783	7,137	7,732	8,083	5,735	6,091	7,890	▲ 29.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,301	2,415	2,580	2,783	2,916	3,176	3,343	2,322	2,642	3,152	▲ 19.3%
Private Home	476	483	472	465	514	573	615	321	535	627	▲ 17.1%
Campground	325	327	326	327	345	364	393	321	411	528	▲ 28.3%
2nd Home	964	983	1,010	1,025	1,097	1,197	1,225	1,768	1,587	1,506	▼ -5.1%
Day Travel	1,765	1,776	1,803	1,832	1,925	2,035	2,109	829	660	1,581	▲ 139.4%
TOTAL	5,831	5,984	6,190	6,433	6,797	7,345	7,685	5,561	5,836	7,393	▲ 26.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,034	1,110	1,198	1,308	1,363	1,458	1,518	1,295	1,678	1,987	▲ 18.5%
Food Service	1,685	1,709	1,816	1,933	2,038	2,173	2,293	1,786	1,643	2,014	▲ 22.6%
Food Stores	234	240	250	253	257	264	275	225	267	340	▲ 27.7%
Local Tran. & Gas	986	1,003	932	870	959	1,099	1,150	577	719	1,024	▲ 42.5%
Arts, Ent. & Rec.	895	909	944	985	1,015	1,058	1,087	807	716	857	▲ 19.7%
Retail Sales	910	917	953	982	1,055	1,174	1,224	817	737	1,009	▲ 36.9%
Visitor Air Tran.	86	97	98	102	109	120	139	55	78	162	▲ 108.1%
TOTAL	5,831	5,984	6,190	6,433	6,797	7,345	7,685	5,561	5,836	7,393	▲ 26.7%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



The Deserts Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	906	972	1,056	1,176	1,258	1,364	1,462	1,191	1,361	1,650	▲ 21.3%
Arts, Ent. & Rec.	390	422	434	471	493	524	556	407	492	586	▲ 19.2%
Retail**	151	155	166	174	180	194	198	206	209	234	▲ 12.1%
Ground Tran.	65	68	75	84	95	128	142	85	52	56	▲ 8.9%
Visitor Air Tran.	22	17	20	17	19	20	18	17	21	22	▲ 2.2%
Other Travel*	77	73	77	90	73	78	78	65	81	118	▲ 45.4%
TOTAL	1,610	1,707	1,828	2,011	2,117	2,307	2,454	1,972	2,215	2,667	▲ 20.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	37,090	38,640	40,090	41,930	43,330	44,860	46,170	38,010	39,780	45,470	▲ 14.3%
Arts, Ent. & Rec.	16,130	17,140	17,530	18,060	18,270	18,850	19,600	13,440	15,540	18,190	▲ 17.1%
Retail**	5,230	5,340	5,430	5,530	5,620	5,880	5,840	5,670	5,350	5,680	▲ 6.1%
Ground Tran.	1,700	1,730	1,800	1,890	1,960	2,470	2,750	3,150	1,860	2,220	▲ 19.3%
Visitor Air Tran.	340	280	310	260	270	270	260	220	230	220	▼ -3.5%
Other Travel*	1,490	1,510	1,530	1,900	1,790	1,900	1,850	1,420	1,630	2,000	▲ 22.5%
TOTAL	61,970	64,640	66,690	69,570	71,240	74,230	76,460	61,910	64,400	73,780	▲ 14.6%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other California destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

The Deserts Region / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	173	183	199	218	229	257	270	215	268	314	▲ 17.4%
State Tax Receipts	304	313	315	316	324	362	383	284	289	352	▲ 21.8%
TOTAL	477	496	514	535	553	618	653	499	557	666	▲ 19.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	113	121	133	148	158	179	187	126	161	205	▲ 27.4%
Business or Employee	60	62	66	70	71	78	83	89	106	109	▲ 2.3%
TOTAL	173	183	199	218	229	257	270	215	268	314	▲ 17.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	241	246	245	244	253	289	306	204	197	252	▲ 28.1%
Business or Employee	63	67	70	73	71	72	77	81	93	101	▲ 8.5%
TOTAL	304	313	315	316	324	362	383	284	289	352	▲ 21.8%

Details may not add to totals due to rounding.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act





County Impacts

2022p

County / Summary

Direct Travel Impacts 2022p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Alameda	\$3,791	\$2,999	\$1,599	27,280	\$188	\$162	\$350
Alpine	\$30	\$30	\$4	180	\$1	\$1	\$2
Amador	\$148	\$142	\$93	2,550	\$6	\$8	\$14
Butte	\$342	\$308	\$116	3,750	\$10	\$18	\$28
Calaveras	\$246	\$238	\$128	2,950	\$8	\$11	\$19
Colusa	\$49	\$46	\$14	630	\$2	\$2	\$4
Contra Costa	\$1,682	\$1,446	\$748	15,700	\$58	\$95	\$153
Del Norte	\$153	\$149	\$68	1,530	\$7	\$7	\$14
El Dorado	\$1,005	\$955	\$596	13,070	\$55	\$46	\$101
Fresno	\$1,597	\$1,302	\$542	15,740	\$50	\$81	\$130
Glenn	\$55	\$51	\$25	840	\$2	\$3	\$5
Humboldt	\$502	\$468	\$258	5,960	\$25	\$24	\$49
Imperial	\$509	\$481	\$130	4,100	\$15	\$24	\$40
Inyo	\$251	\$247	\$79	2,650	\$12	\$9	\$21
Kern	\$1,890	\$1,725	\$764	19,500	\$59	\$102	\$161
Kings	\$213	\$190	\$92	2,820	\$6	\$13	\$18
Lake	\$176	\$163	\$61	1,820	\$5	\$8	\$13
Lassen	\$71	\$66	\$27	1,080	\$2	\$4	\$6
Los Angeles	\$28,493	\$22,453	\$14,750	210,760	\$1,606	\$1,161	\$2,767
Madera	\$347	\$316	\$169	4,810	\$17	\$17	\$34

County / Summary

Direct Travel Impacts 2022p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Marin	\$852	\$654	\$341	5,570	\$41	\$32	\$73
Mariposa	\$351	\$348	\$171	5,670	\$25	\$11	\$36
Mendocino	\$469	\$455	\$231	5,740	\$26	\$21	\$47
Merced	\$309	\$268	\$113	3,630	\$10	\$18	\$28
Modoc	\$27	\$26	\$12	310	\$1	\$1	\$2
Mono	\$584	\$581	\$223	6,000	\$44	\$17	\$61
Monterey	\$3,054	\$2,954	\$1,460	25,370	\$176	\$131	\$307
Napa	\$1,701	\$1,640	\$870	18,050	\$115	\$69	\$184
Nevada	\$420	\$405	\$180	3,800	\$20	\$18	\$38
Orange	\$14,766	\$13,174	\$5,845	124,950	\$744	\$547	\$1,291
Placer	\$1,348	\$1,272	\$616	15,640	\$60	\$60	\$120
Plumas	\$143	\$140	\$57	1,440	\$5	\$6	\$12
Riverside	\$8,788	\$8,104	\$3,154	87,340	\$338	\$389	\$727
Sacramento	\$3,908	\$2,988	\$1,346	32,000	\$137	\$165	\$302
San Benito	\$141	\$131	\$52	1,130	\$6	\$7	\$13
San Bernardino	\$5,548	\$4,879	\$2,023	56,340	\$183	\$254	\$437
San Diego	\$13,344	\$11,393	\$4,734	96,040	\$690	\$452	\$1,142
San Francisco	\$12,151	\$8,929	\$3,765	50,850	\$529	\$350	\$879
San Joaquin	\$1,203	\$1,082	\$399	10,090	\$45	\$64	\$110
San Luis Obispo	\$2,152	\$2,077	\$865	22,480	\$116	\$90	\$206

County / Summary

Direct Travel Impacts 2022p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
San Mateo	\$3,857	\$3,632	\$2,168	35,180	\$246	\$196	\$442
Santa Barbara	\$2,078	\$1,924	\$846	19,410	\$122	\$85	\$207
Santa Clara	\$6,231	\$4,914	\$2,034	37,480	\$265	\$237	\$502
Santa Cruz	\$1,580	\$1,535	\$365	9,420	\$70	\$64	\$133
Shasta	\$495	\$458	\$191	5,110	\$19	\$23	\$43
Sierra	\$20	\$20	\$6	290	\$1	\$1	\$1
Siskiyou	\$203	\$196	\$86	1,850	\$8	\$9	\$17
Solano	\$789	\$717	\$297	8,640	\$27	\$41	\$68
Sonoma	\$2,299	\$2,127	\$931	21,150	\$130	\$93	\$223
Stanislaus	\$604	\$519	\$222	6,650	\$20	\$35	\$55
Sutter	\$102	\$87	\$43	1,440	\$3	\$6	\$10
Tehama	\$163	\$153	\$59	1,810	\$5	\$8	\$13
Trinity	\$65	\$63	\$24	830	\$2	\$3	\$4
Tulare	\$550	\$477	\$212	6,000	\$23	\$29	\$51
Tuolumne	\$251	\$242	\$97	2,550	\$10	\$11	\$21
Ventura	\$1,763	\$1,570	\$619	15,730	\$66	\$87	\$153
Yolo	\$419	\$385	\$155	5,110	\$16	\$22	\$38
Yuba	\$115	\$104	\$40	1,560	\$3	\$7	\$10
California	\$134,391	*	\$55,116	1,090,350	\$6,482	\$5,455	\$11,937

Details may not add to totals due to rounding.

*Sum of county visitor spending is less than statewide visitor spending because a portion of county ground transportation is allocated to "other travel" at the county level.

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Alameda												
Total (Current \$)	3,543	3,738	3,896	3,974	4,170	4,502	4,524	1,838	2,923	3,791	▲ 29.7%	▼-16.2%
Other	771	815	838	837	913	967	996	371	517	792	▲ 53.2%	▼-20.4%
Visitor	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,405	2,999	▲ 24.7%	▼-15.0%
Non-transportation	2,113	2,235	2,375	2,462	2,565	2,792	2,799	1,239	1,973	2,385	▲ 20.9%	▼-14.8%
Transportation	660	688	683	674	692	743	730	229	433	614	▲ 41.9%	▼-15.9%
Alpine												
Total (Current \$)	27.8	26.6	28.8	33.7	34.6	35.9	38.1	28.4	28.1	30.1	▲ 7.1%	▼-21.0%
Other	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	▲ 42.3%	▼-17.5%
Visitor	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	28.0	29.9	▲ 6.9%	▼-21.0%
Non-transportation	25.1	23.9	26.4	31.4	32.0	32.9	34.9	26.8	26.2	27.5	▲ 5.0%	▼-21.3%
Transportation	2.5	2.5	2.3	2.2	2.4	2.8	3.0	1.6	1.8	2.4	▲ 35.0%	▼-17.8%
Amador												
Total (Current \$)	121.4	130.5	133.5	140.3	143.7	155.6	165.5	91.0	132.7	148.1	▲ 11.6%	▼-10.5%
Other	6.4	6.4	5.7	5.1	5.8	6.9	7.2	2.5	4.1	5.9	▲ 42.3%	▼-18.7%
Visitor	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	128.5	142.2	▲ 10.7%	▼-10.1%
Non-transportation	98.6	106.2	111.3	119.8	121.2	129.4	137.7	79.3	114.1	123.9	▲ 8.6%	▼-10.1%
Transportation	16.3	17.8	16.5	15.5	16.7	19.3	20.5	9.2	14.5	18.4	▲ 26.8%	▼-10.5%
Butte												
Total (Current \$)	304.1	308.3	301.1	302.4	331.7	354.2	382.5	194.6	308.2	341.9	▲ 10.9%	▼-10.6%
Other	42.4	42.4	36.1	32.0	36.0	42.1	43.7	14.6	23.8	33.7	▲ 41.7%	▼-22.9%
Visitor	261.7	265.9	265.0	270.4	295.8	312.2	338.7	180.0	284.4	308.2	▲ 8.4%	▼-9.0%
Non-transportation	206.4	210.2	215.2	224.8	244.1	254.0	277.2	160.9	246.3	259.2	▲ 5.2%	▼-6.5%
Transportation	55.3	55.8	49.8	45.7	51.6	58.2	61.5	19.2	38.1	49.0	▲ 28.6%	▼-20.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Percent change calculated on unrounded figures.

County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Calaveras												
Total (Current \$)	172.2	179.3	180.8	188.1	195.9	209.7	222.7	171.2	216.5	246.0	▲ 13.6%	▲ 10.5%
Other	8.8	8.9	8.1	7.4	8.3	9.5	9.9	3.9	5.9	8.3	▲ 40.0%	▼ -16.0%
Visitor	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.6	237.7	▲ 12.9%	▲ 11.7%
Non-transportation	138.1	144.2	149.0	158.6	163.5	172.8	183.7	151.5	189.2	209.3	▲ 10.6%	▲ 13.9%
Transportation	25.3	26.2	23.8	22.1	24.1	27.4	29.1	15.8	21.4	28.4	▲ 32.7%	▼ -2.4%
Colusa												
Total (Current \$)	47.6	46.9	46.0	48.0	51.0	56.5	59.0	29.0	48.0	48.9	▲ 2.0%	▼ -17.0%
Other	3.7	3.7	3.3	2.9	3.3	3.8	4.0	1.3	2.2	3.2	▲ 42.3%	▼ -19.8%
Visitor	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	45.8	45.8	▼ 0.0%	▼ -16.8%
Non-transportation	37.6	37.0	37.1	39.9	42.0	46.0	48.1	25.4	41.6	41.0	▼ -1.3%	▼ -14.7%
Transportation	6.3	6.2	5.5	5.2	5.7	6.7	6.9	2.2	4.2	4.7	▲ 13.0%	▼ -31.4%
Contra Costa												
Total (Current \$)	1,572	1,641	1,608	1,714	1,809	1,930	2,004	680	1,452	1,682	▲ 15.9%	▼ -16.0%
Other	232	239	225	210	229	254	264	109	162	237	▲ 46.2%	▼ -10.5%
Visitor	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,290	1,446	▲ 12.1%	▼ -16.9%
Non-transportation	1,122	1,173	1,177	1,306	1,365	1,432	1,488	514	1,127	1,238	▲ 9.9%	▼ -16.8%
Transportation	219	230	206	198	215	244	251	57	163	207	▲ 27.3%	▼ -17.4%
Del Norte												
Total (Current \$)	115.3	120.8	122.9	129.9	132.3	142.0	150.5	88.8	150.1	152.9	▲ 1.9%	▲ 1.6%
Other	5.8	5.7	4.6	4.5	4.9	5.6	5.8	1.7	2.9	4.1	▲ 42.3%	▼ -29.4%
Visitor	109.5	115.1	118.3	125.4	127.4	136.4	144.7	87.1	147.2	148.8	▲ 1.1%	▲ 2.8%
Non-transportation	92.1	97.0	102.0	109.4	110.6	117.1	124.2	76.8	130.0	128.7	▼ -1.0%	▲ 3.7%
Transportation	17.4	18.1	16.3	16.1	16.9	19.3	20.6	10.3	17.2	20.1	▲ 16.7%	▼ -2.3%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
El Dorado												
Total (Current \$)	778	806	892	942	987	1,064	1,143	803	843	1,005	▲ 19.3%	▼ -12.1%
Other	52	47	45	43	48	54	56	27	36	50	▲ 37.0%	▼ -11.3%
Visitor	725	759	847	899	940	1,010	1,087	777	806	955	▲ 18.5%	▼ -12.1%
Non-transportation	642	673	763	819	853	909	978	718	746	871	▲ 16.7%	▼ -11.0%
Transportation	84	86	84	79	86	101	109	58	60	85	▲ 40.4%	▼ -22.2%
Fresno												
Total (Current \$)	1,310	1,348	1,345	1,364	1,426	1,587	1,661	935	1,215	1,597	▲ 31.4%	▼ -3.8%
Other	259	267	251	238	262	300	315	125	198	295	▲ 48.9%	▼ -6.2%
Visitor	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,017	1,302	▲ 28.0%	▼ -3.3%
Non-transportation	743	764	791	834	857	937	978	641	776	954	▲ 22.9%	▼ -2.4%
Transportation	308	318	304	293	307	349	368	169	241	348	▲ 44.5%	▼ -5.5%
Glenn												
Total (Current \$)	50.1	51.8	41.1	32.9	50.7	60.4	63.6	29.6	51.9	55.2	▲ 6.3%	▼ -13.2%
Other	4.9	4.9	4.3	3.8	4.2	4.9	5.1	1.8	2.9	4.2	▲ 42.3%	▼ -18.5%
Visitor	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.0	51.0	▲ 4.1%	▼ -12.8%
Non-transportation	38.6	40.0	31.6	25.0	40.9	48.2	50.9	25.5	44.2	45.3	▲ 2.5%	▼ -11.0%
Transportation	6.6	6.8	5.2	4.1	5.6	7.2	7.6	2.3	4.8	5.7	▲ 18.5%	▼ -24.8%
Humboldt												
Total (Current \$)	396.6	412.2	422.5	428.6	452.1	486.2	483.7	253.8	500.0	502.1	▲ 0.4%	▲ 3.8%
Other	31.7	31.1	29.6	28.7	30.8	33.3	37.3	12.9	23.0	33.9	▲ 47.4%	▼ -9.2%
Visitor	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	477.0	468.2	▼ -1.8%	▲ 4.9%
Non-transportation	299.4	313.6	328.4	338.1	354.7	378.0	370.5	208.5	411.4	396.3	▼ -3.7%	▲ 7.0%
Transportation	65.4	67.5	64.6	61.8	66.6	74.8	76.0	32.4	65.6	71.9	▲ 9.6%	▼ -5.4%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Imperial												
Total (Current \$)	348.3	362.3	354.6	353.3	379.6	411.6	435.9	292.7	419.3	509.2	▲ 21.5%	▲ 16.8%
Other	31.9	32.4	28.5	25.2	29.0	33.3	34.5	12.1	19.7	28.2	▲ 43.2%	▼ -18.3%
Visitor	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	399.6	481.0	▲ 20.4%	▲ 19.8%
Non-transportation	258.0	268.6	270.3	277.1	293.1	312.2	331.4	242.1	341.4	401.3	▲ 17.6%	▲ 21.1%
Transportation	58.4	61.3	55.8	51.0	57.6	66.0	70.0	38.5	58.2	79.7	▲ 37.0%	▲ 13.9%
Inyo												
Total (Current \$)	223.8	231.6	229.5	239.2	240.2	248.7	267.4	155.0	234.4	250.5	▲ 6.9%	▼ -6.3%
Other	3.6	3.7	3.3	3.0	3.3	3.8	3.9	1.5	2.3	3.3	▲ 39.9%	▼ -16.1%
Visitor	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	232.1	247.3	▲ 6.5%	▼ -6.2%
Non-transportation	192.3	199.3	200.5	212.3	211.2	216.2	232.5	138.9	207.9	217.7	▲ 4.7%	▼ -6.3%
Transportation	27.8	28.6	25.6	24.0	25.7	28.8	31.0	14.6	24.1	29.5	▲ 22.5%	▼ -4.7%
Kern												
Total (Current \$)	1,461	1,510	1,504	1,396	1,518	1,686	1,775	1,106	1,545	1,890	▲ 22.4%	▲ 6.5%
Other	180	180	162	144	160	185	195	72	114	166	▲ 44.9%	▼ -15.0%
Visitor	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,431	1,725	▲ 20.6%	▲ 9.2%
Non-transportation	972	1,011	1,047	998	1,074	1,172	1,237	898	1,198	1,394	▲ 16.4%	▲ 12.7%
Transportation	309	318	295	254	284	329	343	136	233	331	▲ 42.1%	▼ -3.4%
Kings												
Total (Current \$)	163.1	166.7	163.8	158.7	167.3	185.0	193.4	93.1	170.2	212.9	▲ 25.1%	▲ 10.1%
Other	26.7	26.5	23.5	20.5	23.0	27.0	28.1	9.7	16.1	22.9	▲ 42.1%	▼ -18.4%
Visitor	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	154.1	190.0	▲ 23.4%	▲ 15.0%
Non-transportation	113.5	116.8	118.8	119.2	123.5	134.1	140.8	75.7	138.4	167.9	▲ 21.3%	▲ 19.3%
Transportation	22.9	23.5	21.5	19.0	20.8	24.0	24.6	7.7	15.7	22.1	▲ 41.3%	▼ -9.9%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Lake												
Total (Current \$)	146.1	154.5	156.3	156.9	160.6	174.4	180.7	133.6	164.8	175.8	▲ 6.6%	▼ -2.8%
Other	13.4	13.5	12.5	11.5	12.7	14.5	15.1	6.3	9.2	12.8	▲ 39.0%	▼ -15.1%
Visitor	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	155.6	162.9	▲ 4.7%	▼ -1.6%
Non-transportation	113.0	119.9	124.5	128.1	129.1	138.4	143.4	116.4	140.5	144.3	▲ 2.7%	▲ 0.6%
Transportation	19.7	21.1	19.2	17.4	18.7	21.5	22.3	11.0	15.2	18.6	▲ 23.0%	▼ -16.2%
Lassen												
Total (Current \$)	58.7	60.4	58.5	59.1	63.5	65.0	70.5	39.7	63.5	70.6	▲ 11.2%	▲ 0.2%
Other	5.6	5.6	4.8	4.2	4.7	5.4	5.6	1.9	3.2	4.5	▲ 42.3%	▼ -20.1%
Visitor	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	60.3	66.1	▲ 9.5%	▲ 1.9%
Non-transportation	44.7	46.2	46.0	48.0	51.0	51.1	55.7	34.2	54.1	58.1	▲ 7.3%	▲ 4.2%
Transportation	8.4	8.6	7.7	7.0	7.8	8.5	9.1	3.6	6.2	8.0	▲ 28.7%	▼ -12.2%
Los Angeles												
Total (Current \$)	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	21,036	28,493	▲ 35.4%	▼ -12.8%
Other	5,065	5,257	5,246	5,179	5,622	6,179	6,418	2,889	3,657	6,040	▲ 65.2%	▼ -5.9%
Visitor	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%	▼ -14.5%
Non-transportation	15,177	15,481	16,566	17,819	18,879	19,930	20,316	8,464	13,891	17,167	▲ 23.6%	▼ -15.5%
Transportation	4,822	5,031	5,016	5,041	5,353	5,843	5,941	1,901	3,488	5,286	▲ 51.6%	▼ -11.0%
Madera												
Total (Current \$)	264.2	275.1	268.8	291.0	316.2	339.3	355.0	206.1	338.1	346.9	▲ 2.6%	▼ -2.3%
Other	26.7	27.0	24.3	26.6	30.3	34.7	36.1	14.7	21.9	30.5	▲ 39.3%	▼ -15.6%
Visitor	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	316.3	316.4	▲ 0.1%	▼ -0.8%
Non-transportation	193.3	202.3	203.7	225.3	242.4	254.8	266.8	171.3	277.6	272.9	▼ -1.7%	▲ 2.3%
Transportation	44.2	45.8	40.8	39.1	43.6	49.9	52.1	20.1	38.7	43.5	▲ 12.4%	▼ -16.5%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Marin												
Total (Current \$)	673.4	690.2	715.2	731.1	730.9	796.4	838.3	365.6	599.5	852.2	▲ 42.2%	▲ 1.7%
Other	184.4	169.6	171.5	170.0	164.9	174.4	195.2	113.0	132.2	198.1	▲ 49.8%	▲ 1.5%
Visitor	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	467.3	654.1	▲ 40.0%	▲ 1.7%
Non-transportation	438.8	467.3	494.6	515.7	516.8	565.2	584.6	233.4	431.6	601.6	▲ 39.4%	▲ 2.9%
Transportation	50.2	53.3	49.1	45.5	49.2	56.7	58.5	19.2	35.6	52.5	▲ 47.4%	▼-10.2%
Mariposa												
Total (Current \$)	394.4	420.8	453.5	457.9	470.7	436.8	467.2	255.3	336.8	350.6	▲ 4.1%	▼-25.0%
Other	3.1	3.1	2.7	2.4	2.7	3.1	3.2	1.1	1.8	2.5	▲ 42.3%	▼-20.7%
Visitor	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	335.0	348.1	▲ 3.9%	▼-25.0%
Non-transportation	356.0	380.3	414.4	422.2	432.2	397.4	425.4	237.9	314.9	328.2	▲ 4.2%	▼-22.9%
Transportation	35.2	37.4	36.4	33.3	35.8	36.2	38.6	16.3	20.1	19.9	▼ -0.9%	▼-48.5%
Mendocino												
Total (Current \$)	365.1	382.1	398.7	434.6	465.9	451.7	484.0	300.2	506.5	468.9	▼ -7.4%	▼ -3.1%
Other	16.1	16.2	14.4	12.8	14.4	16.5	17.2	6.2	9.9	14.0	▲ 41.2%	▼-18.9%
Visitor	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	496.7	455.0	▼ -8.4%	▼ -2.5%
Non-transportation	303.5	319.1	340.5	379.5	404.4	385.1	413.4	269.0	452.3	406.8	▼ -10.1%	▼ -1.6%
Transportation	45.4	46.8	43.8	42.2	47.1	50.0	53.4	25.0	44.3	48.2	▲ 8.8%	▼ -9.7%
Merced												
Total (Current \$)	244.2	264.3	260.7	245.8	270.2	296.2	311.3	152.3	245.3	308.9	▲ 25.9%	▼ -0.8%
Other	46.2	46.5	41.3	36.3	41.5	50.1	51.4	17.4	28.9	40.9	▲ 41.5%	▼-20.3%
Visitor	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	216.4	268.0	▲ 23.8%	▲ 3.1%
Non-transportation	144.9	162.1	168.9	165.7	178.3	188.9	200.7	118.3	180.3	216.8	▲ 20.3%	▲ 8.0%
Transportation	53.2	55.6	50.4	43.9	50.4	57.3	59.2	16.6	36.1	51.1	▲ 41.7%	▼-13.7%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Modoc												
Total (Current \$)	23.2	24.2	24.0	24.3	25.9	27.3	29.5	21.0	25.3	27.4	▲ 8.4%	▼ -7.3%
Other	1.6	1.6	1.4	1.2	1.3	1.5	1.6	0.5	0.9	1.3	▲ 42.3%	▼ -18.9%
Visitor	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.4	26.1	▲ 7.1%	▼ -6.6%
Non-transportation	18.0	18.9	19.3	20.0	21.2	21.9	23.8	18.3	21.4	22.3	▲ 4.4%	▼ -6.1%
Transportation	3.6	3.7	3.4	3.1	3.4	3.9	4.1	2.1	3.0	3.8	▲ 26.9%	▼ -9.2%
Mono												
Total (Current \$)	473.6	474.4	495.0	548.3	615.8	625.7	671.0	436.9	508.3	583.7	▲ 14.8%	▼ -13.0%
Other	2.9	2.9	2.6	2.4	2.9	3.4	3.6	1.5	2.2	3.1	▲ 40.5%	▼ -12.8%
Visitor	470.8	471.5	492.4	545.9	612.9	622.3	667.4	435.4	506.1	580.6	▲ 14.7%	▼ -13.0%
Non-transportation	421.3	421.8	446.0	499.9	557.0	560.8	603.1	402.4	473.1	539.9	▲ 14.1%	▼ -10.5%
Transportation	49.5	49.7	46.4	46.0	55.9	61.5	64.2	33.0	33.0	40.7	▲ 23.3%	▼ -36.7%
Monterey												
Total (Current \$)	2,495	2,602	2,702	2,759	2,820	3,136	3,241	1,555	2,726	3,054	▲ 12.1%	▼ -5.8%
Other	100	101	92	85	95	105	113	43	68	100	▲ 47.9%	▼ -11.5%
Visitor	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,658	2,954	▲ 11.1%	▼ -5.5%
Non-transportation	2,145	2,244	2,368	2,448	2,484	2,752	2,837	1,402	2,457	2,701	▲ 9.9%	▼ -4.8%
Transportation	250	257	241	226	242	278	291	110	201	253	▲ 25.9%	▼ -12.8%
Napa												
Total (Current \$)	1,334	1,412	1,475	1,629	1,659	1,793	1,855	989	1,368	1,701	▲ 24.4%	▼ -8.3%
Other	43	45	43	62	62	71	71	30	38	62	▲ 61.5%	▼ -13.5%
Visitor	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,329	1,640	▲ 23.3%	▼ -8.1%
Non-transportation	1,214	1,287	1,356	1,494	1,517	1,631	1,690	914	1,266	1,558	▲ 23.0%	▼ -7.8%
Transportation	76	80	75	74	80	91	95	45	63	82	▲ 29.7%	▼ -13.6%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Nevada												
Total (Current \$)	295.9	305.7	318.4	338.6	362.6	387.6	414.1	265.2	359.1	419.6	▲ 16.8%	▲ 1.3%
Other	19.7	17.3	15.3	13.4	15.1	17.5	18.3	6.2	10.3	14.7	▲ 42.3%	▼ -19.4%
Visitor	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	348.8	404.9	▲ 16.1%	▲ 2.3%
Non-transportation	237.3	248.5	265.9	290.1	308.7	325.7	348.7	237.0	320.0	366.0	▲ 14.4%	▲ 5.0%
Transportation	38.9	39.9	37.1	35.1	38.9	44.4	47.1	22.0	28.8	38.9	▲ 35.1%	▼ -17.4%
Orange												
Total (Current \$)	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,830	14,766	▲ 36.3%	▲ 2.1%
Other	1,371	1,485	1,467	1,512	1,564	1,736	1,789	883	1,034	1,592	▲ 53.9%	▼ -11.1%
Visitor	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%	▲ 4.0%
Non-transportation	8,954	9,732	10,533	11,268	11,544	11,443	11,926	5,679	9,312	12,318	▲ 32.3%	▲ 3.3%
Transportation	701	666	696	697	708	743	747	240	484	857	▲ 77.1%	▲ 14.6%
Placer												
Total (Current \$)	1,036	1,034	1,099	1,224	1,349	1,403	1,490	1,093	1,343	1,348	▲ 0.4%	▼ -9.5%
Other	69	70	64	62	75	87	93	36	54	76	▲ 40.4%	▼ -18.3%
Visitor	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,289	1,272	▼ -1.3%	▼ -9.0%
Non-transportation	849	847	922	1,052	1,150	1,176	1,251	987	1,188	1,163	▼ -2.1%	▼ -7.0%
Transportation	119	118	112	110	124	139	146	70	101	109	▲ 7.6%	▼ -25.6%
Plumas												
Total (Current \$)	114.1	115.3	112.5	114.4	118.8	131.2	149.7	111.3	137.1	142.9	▲ 4.2%	▼ -4.5%
Other	3.3	3.3	2.8	2.5	2.8	3.3	3.4	1.2	1.9	2.8	▲ 42.3%	▼ -19.5%
Visitor	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	135.2	140.1	▲ 3.7%	▼ -4.2%
Non-transportation	94.8	95.8	95.6	99.2	102.1	111.1	127.5	99.8	121.5	123.1	▲ 1.3%	▼ -3.5%
Transportation	15.9	16.2	14.1	12.7	13.9	16.8	18.7	10.4	13.7	17.0	▲ 24.5%	▼ -9.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Percent change calculated on unrounded figures.

County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Riverside												
Total (Current \$)	6,797	6,952	7,209	7,533	7,929	8,604	8,991	6,459	6,826	8,788	▲ 28.7%	▼ -2.3%
Other	553	560	520	505	505	584	599	243	370	683	▲ 84.7%	▲ 14.0%
Visitor	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	6,456	8,104	▲ 25.5%	▼ -3.4%
Non-transportation	5,404	5,528	5,865	6,231	6,555	7,037	7,348	5,660	5,813	7,129	▲ 22.6%	▼ -3.0%
Transportation	841	864	824	798	869	983	1,043	556	643	975	▲ 51.5%	▼ -6.6%
Sacramento												
Total (Current \$)	3,350	3,495	3,592	3,638	3,836	4,162	4,413	1,837	3,005	3,908	▲ 30.1%	▼ -11.4%
Other	733	767	778	769	791	865	932	365	573	920	▲ 60.6%	▼ -1.3%
Visitor	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,432	2,988	▲ 22.9%	▼ -14.2%
Non-transportation	1,857	1,934	2,032	2,104	2,235	2,412	2,542	1,146	1,872	2,176	▲ 16.3%	▼ -14.4%
Transportation	760	794	782	765	809	884	939	326	560	811	▲ 44.8%	▼ -13.6%
San Benito												
Total (Current \$)	89.5	93.6	92.7	95.2	107.4	119.5	125.4	64.5	117.4	140.8	▲ 19.9%	▲ 12.2%
Other	10.1	10.2	9.0	8.0	9.1	10.8	11.3	3.9	6.5	9.3	▲ 42.3%	▼ -17.8%
Visitor	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	110.9	131.5	▲ 18.6%	▲ 15.2%
Non-transportation	65.3	68.5	70.0	74.5	83.9	91.8	96.5	52.9	97.3	113.1	▲ 16.2%	▲ 17.1%
Transportation	14.1	14.9	13.7	12.7	14.3	16.8	17.6	7.7	13.6	18.4	▲ 35.7%	▲ 4.6%
San Bernardino												
Total (Current \$)	4,351	4,466	4,558	4,643	4,975	5,343	5,717	4,087	4,481	5,548	▲ 23.8%	▼ -2.9%
Other	571	585	552	524	578	650	688	283	430	670	▲ 55.8%	▼ -2.6%
Visitor	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,051	4,879	▲ 20.4%	▼ -3.0%
Non-transportation	3,057	3,137	3,299	3,448	3,669	3,885	4,170	3,366	3,520	4,091	▲ 16.2%	▼ -1.9%
Transportation	723	744	707	671	728	808	859	439	531	788	▲ 48.3%	▼ -8.3%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
San Diego												
Total (Current \$)	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	10,180	13,344	▲ 31.1%	▼ -3.2%
Other	1,435	1,478	1,482	1,530	1,632	1,798	1,933	840	1,176	1,950	▲ 65.9%	▲ 0.9%
Visitor	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%	▼ -3.9%
Non-transportation	8,911	9,285	9,591	10,229	10,747	10,504	10,449	4,544	8,116	9,970	▲ 22.8%	▼ -4.6%
Transportation	1,255	1,257	1,247	1,237	1,315	1,350	1,410	445	888	1,424	▲ 60.4%	▲ 1.0%
San Francisco												
Total (Current \$)	10,672	12,269	12,992	13,192	13,404	13,906	14,156	5,044	7,090	12,151	▲ 71.4%	▼ -14.2%
Other	1,812	2,001	2,098	2,318	2,645	2,792	2,863	1,595	2,031	3,222	▲ 58.6%	▲ 12.5%
Visitor	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	5,059	8,929	▲ 76.5%	▼ -20.9%
Non-transportation	7,196	8,451	9,066	9,101	8,973	9,263	9,442	2,989	4,245	7,271	▲ 71.3%	▼ -23.0%
Transportation	1,664	1,816	1,829	1,774	1,785	1,851	1,851	460	814	1,658	▲ 103.7%	▼ -10.4%
San Joaquin												
Total (Current \$)	789.5	809.4	809.8	827.7	878.3	940.8	993.4	541.6	982.0	1,202.9	▲ 22.5%	▲ 21.1%
Other	130.7	133.0	119.4	106.6	120.0	140.4	145.9	53.3	86.0	121.2	▲ 41.0%	▼ -16.9%
Visitor	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	896.0	1,081.7	▲ 20.7%	▲ 27.6%
Non-transportation	487.5	501.4	527.6	567.0	591.9	615.2	653.8	418.4	746.1	872.9	▲ 17.0%	▲ 33.5%
Transportation	171.3	175.0	162.8	154.1	166.3	185.2	193.7	69.9	149.9	208.8	▲ 39.3%	▲ 7.8%
San Luis Obispo												
Total (Current \$)	1,586	1,629	1,669	1,680	1,782	1,915	2,019	1,349	1,891	2,152	▲ 13.8%	▲ 6.6%
Other	77	67	62	57	66	78	83	28	45	75	▲ 67.6%	▼ -10.0%
Visitor	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,846	2,077	▲ 12.5%	▲ 7.3%
Non-transportation	1,307	1,354	1,413	1,444	1,517	1,608	1,691	1,199	1,669	1,837	▲ 10.1%	▲ 8.6%
Transportation	203	208	194	179	199	229	244	122	178	239	▲ 34.9%	▼ -1.9%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
San Mateo												
Total (Current \$)	3,340	3,519	3,730	3,813	3,997	4,357	4,492	1,681	2,407	3,857	▲ 60.3%	▼ -14.1%
Other	244	261	303	294	336	374	433	198	154	225	▲ 46.4%	▼ -48.0%
Visitor	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,253	3,632	▲ 61.2%	▼ -10.5%
Non-transportation	2,477	2,613	2,785	2,879	2,999	3,265	3,338	1,219	1,826	2,816	▲ 54.2%	▼ -15.6%
Transportation	620	645	642	639	663	718	721	265	427	816	▲ 91.2%	▲ 13.2%
Santa Barbara												
Total (Current \$)	1,745	1,853	1,906	1,904	1,953	1,983	2,141	1,021	1,832	2,078	▲ 13.4%	▼ -2.9%
Other	137	139	131	129	135	151	164	65	102	154	▲ 50.5%	▼ -6.4%
Visitor	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,730	1,924	▲ 11.2%	▼ -2.7%
Non-transportation	1,366	1,460	1,536	1,555	1,583	1,576	1,696	856	1,542	1,684	▲ 9.2%	▼ -0.7%
Transportation	242	254	238	219	235	256	280	99	189	240	▲ 27.3%	▼ -14.4%
Santa Clara												
Total (Current \$)	5,391	5,769	6,090	6,304	7,221	7,446	7,629	2,989	4,269	6,231	▲ 46.0%	▼ -18.3%
Other	925	975	1,049	1,084	1,203	1,272	1,414	734	906	1,317	▲ 45.3%	▼ -6.9%
Visitor	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,363	4,914	▲ 46.1%	▼ -20.9%
Non-transportation	3,638	3,915	4,178	4,375	5,074	5,150	5,157	1,948	2,837	4,086	▲ 44.0%	▼ -20.8%
Transportation	828	879	862	845	944	1,024	1,057	308	527	828	▲ 57.3%	▼ -21.7%
Santa Cruz												
Total (Current \$)	870	904	928	946	1,023	1,078	1,075	503	1,113	1,580	▲ 42.0%	▲ 46.9%
Other	53	55	48	42	47	53	55	21	32	45	▲ 40.8%	▼ -17.9%
Visitor	816	849	880	903	976	1,025	1,020	483	1,081	1,535	▲ 42.0%	▲ 50.5%
Non-transportation	702	733	773	806	868	902	895	434	985	1,380	▲ 40.1%	▲ 54.3%
Transportation	114	116	106	97	108	123	125	49	95	155	▲ 62.2%	▲ 23.3%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Shasta												
Total (Current \$)	418.9	430.1	428.0	439.4	460.9	509.7	544.7	308.9	465.9	494.5	▲ 6.1%	▼ -9.2%
Other	35.1	34.7	32.1	29.7	32.4	36.9	39.7	13.7	24.3	36.9	▲ 52.0%	▼ -7.0%
Visitor	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	441.6	457.6	▲ 3.6%	▼ -9.4%
Non-transportation	313.9	323.8	330.4	348.1	361.4	395.0	421.5	263.8	385.9	387.1	▲ 0.3%	▼ -8.1%
Transportation	70.0	71.6	65.5	61.5	67.0	77.7	83.5	31.5	55.6	70.4	▲ 26.6%	▼ -15.7%
Sierra												
Total (Current \$)	18.8	18.4	17.7	16.8	18.2	18.3	19.4	13.5	19.3	20.3	▲ 4.9%	▲ 4.2%
Other	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.2	0.3	0.4	▲ 42.3%	▼ -19.0%
Visitor	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	19.0	19.8	▲ 4.3%	▲ 4.9%
Non-transportation	16.1	15.8	15.5	14.9	16.0	15.9	16.9	12.4	17.5	18.1	▲ 3.4%	▲ 7.4%
Transportation	2.1	2.0	1.8	1.6	1.8	1.9	2.0	1.0	1.5	1.7	▲ 14.6%	▼ -15.8%
Siskiyou												
Total (Current \$)	167.2	170.4	171.9	174.6	186.5	192.6	206.0	142.1	210.2	202.6	▼ -3.6%	▼ -1.7%
Other	7.9	7.9	7.0	6.3	7.0	8.1	8.4	3.0	4.8	6.8	▲ 41.5%	▼ -18.9%
Visitor	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	205.4	195.7	▼ -4.7%	▼ -0.9%
Non-transportation	137.3	140.3	144.7	149.9	158.9	161.8	173.5	127.3	186.7	175.0	▼ -6.3%	▲ 0.9%
Transportation	21.9	22.2	20.2	18.5	20.5	22.7	24.1	11.8	18.6	20.8	▲ 11.4%	▼ -14.0%
Solano												
Total (Current \$)	695.6	711.2	704.4	730.8	766.4	799.7	823.5	317.1	707.4	789.1	▲ 11.5%	▼ -4.2%
Other	76.6	78.0	72.3	65.1	73.4	85.1	88.5	32.4	51.0	71.9	▲ 40.8%	▼ -18.8%
Visitor	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	656.4	717.3	▲ 9.3%	▼ -2.4%
Non-transportation	541.1	554.5	561.1	599.0	620.2	633.7	652.2	266.0	598.7	645.4	▲ 7.8%	▼ -1.0%
Transportation	77.8	78.7	71.0	66.7	72.8	80.9	82.8	18.6	57.7	71.9	▲ 24.6%	▼ -13.2%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Sonoma												
Total (Current \$)	1,756	1,828	1,876	1,975	2,084	2,200	2,237	1,250	1,938	2,299	▲ 18.7%	▲ 2.8%
Other	126	130	124	143	158	176	183	89	121	172	▲ 42.0%	▼ -5.7%
Visitor	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,816	2,127	▲ 17.1%	▲ 3.5%
Non-transportation	1,459	1,522	1,587	1,674	1,754	1,833	1,857	1,075	1,674	1,932	▲ 15.4%	▲ 4.1%
Transportation	171	176	165	158	172	191	198	87	142	195	▲ 37.2%	▼ -1.6%
Stanislaus												
Total (Current \$)	538.2	547.0	557.4	564.0	587.2	633.0	670.8	307.1	577.4	604.4	▲ 4.7%	▼ -9.9%
Other	96.6	96.7	86.3	77.1	87.1	101.2	105.3	37.3	60.6	85.8	▲ 41.6%	▼ -18.5%
Visitor	441.5	450.3	471.1	487.0	500.1	531.9	565.5	269.8	516.8	518.6	▲ 0.4%	▼ -8.3%
Non-transportation	329.5	337.0	363.8	386.7	393.3	412.4	440.6	233.3	426.9	419.3	▼ -1.8%	▼ -4.8%
Transportation	112.1	113.3	107.3	100.3	106.8	119.5	124.9	36.5	89.9	99.3	▲ 10.5%	▼ -20.5%
Sutter												
Total (Current \$)	88.1	91.5	89.4	88.4	97.1	109.4	114.2	45.4	94.6	102.3	▲ 8.1%	▼ -10.4%
Other	17.0	17.1	15.2	13.5	15.1	17.5	18.3	6.4	10.5	14.8	▲ 41.8%	▼ -18.8%
Visitor	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	84.2	87.4	▲ 3.9%	▼ -8.9%
Non-transportation	53.7	56.5	58.1	60.3	65.8	72.8	76.4	34.5	71.6	72.3	▲ 1.1%	▼ -5.3%
Transportation	17.4	17.9	16.1	14.6	16.2	19.1	19.6	4.5	12.6	15.1	▲ 20.0%	▼ -22.7%
Tehama												
Total (Current \$)	124.8	127.1	128.5	129.0	134.2	148.7	160.7	92.6	153.9	162.9	▲ 5.8%	▲ 1.4%
Other	11.0	11.0	9.8	8.5	9.7	11.2	11.7	4.0	6.7	9.6	▲ 42.3%	▼ -18.0%
Visitor	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	147.2	153.3	▲ 4.2%	▲ 2.9%
Non-transportation	94.8	96.9	101.1	104.4	107.1	117.2	127.4	80.0	131.8	134.0	▲ 1.7%	▲ 5.2%
Transportation	19.0	19.1	17.6	16.0	17.5	20.3	21.6	8.5	15.4	19.3	▲ 25.7%	▼ -10.5%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Trinity												
Total (Current \$)	51.6	51.9	50.0	52.8	55.9	56.4	60.7	51.5	61.4	65.1	▲ 6.0%	▲ 7.2%
Other	2.4	2.3	2.0	1.7	1.9	2.2	2.3	0.8	1.3	1.8	▲ 42.3%	▼ -21.1%
Visitor	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	60.1	63.3	▲ 5.3%	▲ 8.3%
Non-transportation	41.3	41.5	40.9	44.3	46.6	46.1	49.7	45.5	53.1	54.3	▲ 2.3%	▲ 9.3%
Transportation	7.9	8.1	7.1	6.7	7.4	8.1	8.7	5.3	7.0	9.0	▲ 28.0%	▲ 2.9%
Tulare												
Total (Current \$)	431.9	453.2	419.3	383.9	478.9	512.1	540.5	286.6	528.9	549.7	▲ 3.9%	▲ 1.7%
Other	83.6	84.3	74.4	66.0	74.4	85.7	89.2	31.6	51.3	72.7	▲ 41.6%	▼ -18.6%
Visitor	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	477.5	477.1	▼ -0.1%	▲ 5.7%
Non-transportation	274.2	291.9	278.7	260.1	334.9	347.8	368.8	228.8	417.2	408.2	▼ -2.1%	▲ 10.7%
Transportation	74.1	77.0	66.3	57.8	69.7	78.6	82.4	26.2	60.4	68.9	▲ 14.1%	▼ -16.5%
Tuolumne												
Total (Current \$)	189.3	192.0	205.6	223.6	250.3	255.1	273.1	176.5	240.7	251.2	▲ 4.4%	▼ -8.0%
Other	10.5	10.4	9.1	8.1	9.1	10.6	11.1	4.1	6.5	9.1	▲ 40.8%	▼ -17.6%
Visitor	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	234.2	242.1	▲ 3.4%	▼ -7.6%
Non-transportation	154.8	157.1	173.1	193.1	215.7	216.6	232.3	158.7	213.7	218.5	▲ 2.3%	▼ -5.9%
Transportation	24.0	24.5	23.4	22.4	25.4	27.9	29.7	13.8	20.5	23.6	▲ 14.9%	▼ -20.6%
Ventura												
Total (Current \$)	1,550	1,593	1,634	1,645	1,707	1,793	1,827	997	1,545	1,763	▲ 14.1%	▼ -3.5%
Other	207	212	197	183	199	224	229	111	142	193	▲ 36.1%	▼ -15.8%
Visitor	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,403	1,570	▲ 11.9%	▼ -1.7%
Non-transportation	1,113	1,146	1,217	1,258	1,291	1,333	1,359	784	1,230	1,368	▲ 11.3%	▲ 0.7%
Transportation	230	235	220	204	217	236	238	102	174	202	▲ 16.2%	▼ -15.3%

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County / Summary Trend

Direct Travel Spending 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Spending (\$Million)												
Yolo												
Total (Current \$)	349.6	359.1	356.3	355.3	412.8	458.8	454.3	251.7	372.4	418.7	▲ 12.4%	▼ -7.8%
Other	39.7	39.1	34.7	30.5	34.7	40.6	42.7	15.0	24.0	34.0	▲ 41.7%	▼ -20.3%
Visitor	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	348.4	384.7	▲ 10.4%	▼ -6.6%
Non-transportation	257.9	266.6	273.5	280.9	327.2	357.7	351.7	215.4	309.1	334.0	▲ 8.1%	▼ -5.0%
Transportation	52.0	53.4	48.2	43.9	50.9	60.5	59.9	21.3	39.3	50.7	▲ 28.9%	▼ -15.4%
Yuba												
Total (Current \$)	86.4	86.1	78.2	77.0	93.4	105.0	113.0	52.0	89.4	115.3	▲ 29.0%	▲ 2.0%
Other	12.9	12.9	11.5	10.2	11.7	13.7	14.3	4.9	8.2	11.6	▲ 42.3%	▼ -18.8%
Visitor	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	81.2	103.7	▲ 27.7%	▲ 5.0%
Non-transportation	56.0	55.1	51.0	52.5	64.8	71.1	77.3	39.8	66.9	83.5	▲ 24.9%	▲ 8.0%
Transportation	17.5	18.0	15.7	14.3	16.9	20.2	21.5	7.3	14.4	20.2	▲ 40.8%	▼ -5.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Percent change calculated on unrounded figures.

County / Summary Trend

Travel Industry Employment 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Employment (Jobs)												
Alameda	27,280	28,180	28,830	29,050	30,170	32,310	31,830	22,820	23,460	27,280	▲ 16.3%	▼ -14.3%
Alpine	300	250	240	280	280	300	310	310	200	180	▼ -12.1%	▼ -44.3%
Amador	1,870	1,920	1,970	2,050	2,140	2,210	2,300	2,040	2,390	2,550	▲ 6.6%	▲ 10.7%
Butte	3,550	3,560	3,500	3,580	3,810	3,980	4,020	3,150	3,550	3,750	▲ 5.7%	▼ -6.5%
Calaveras	2,170	2,210	2,400	2,490	2,670	2,760	2,770	2,370	2,590	2,950	▲ 13.9%	▲ 6.7%
Colusa	640	650	610	630	640	680	710	620	730	630	▼ -13.7%	▼ -11.4%
Contra Costa	16,410	16,310	16,250	17,870	17,930	17,980	18,230	13,170	14,460	15,700	▲ 8.5%	▼ -13.9%
Del Norte	1,400	1,400	1,400	1,400	1,430	1,560	1,600	1,270	1,430	1,530	▲ 7.3%	▼ -4.4%
El Dorado	10,310	10,690	11,470	11,630	12,750	12,820	13,470	10,750	11,380	13,070	▲ 14.9%	▼ -3.0%
Fresno	12,580	13,060	13,280	13,390	13,910	14,860	15,240	12,110	13,590	15,740	▲ 15.9%	▲ 3.3%
Glenn	790	830	710	580	720	760	770	630	760	840	▲ 10.1%	▲ 9.2%
Humboldt	5,350	5,310	5,540	5,500	5,680	6,070	5,970	4,560	5,220	5,960	▲ 14.3%	▼ -0.2%
Imperial	4,340	4,650	4,520	4,520	4,450	4,120	4,250	3,300	3,700	4,100	▲ 10.8%	▼ -3.4%
Inyo	2,390	2,260	2,260	2,290	2,390	2,510	2,790	2,210	2,320	2,650	▲ 14.4%	▼ -5.0%
Kern	15,680	15,790	16,520	15,560	17,300	18,170	18,500	15,290	17,420	19,500	▲ 11.9%	▲ 5.4%
Kings	1,890	1,930	2,050	2,020	1,990	2,300	2,300	2,150	2,500	2,820	▲ 12.8%	▲ 22.7%
Lake	1,700	1,630	1,590	1,630	1,620	1,750	1,760	1,640	1,740	1,820	▲ 4.5%	▲ 3.2%
Lassen	950	940	940	900	880	970	1,120	870	1,010	1,080	▲ 7.2%	▼ -3.1%
Los Angeles	188,060	192,230	203,160	216,460	223,160	232,230	240,020	180,190	184,890	210,760	▲ 14.0%	▼ -12.2%
Madera	3,170	3,520	3,210	3,540	4,050	4,320	4,350	3,820	4,270	4,810	▲ 12.8%	▲ 10.6%

County / Summary Trend

Travel Industry Employment 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Employment (Jobs)												
Marin	5,810	5,980	5,990	6,220	6,250	6,460	6,640	4,550	4,860	5,570	▲ 14.7%	▼ -16.0%
Mariposa	4,180	4,370	4,570	4,270	4,390	3,810	4,100	3,680	4,350	5,670	▲ 30.4%	▲ 38.3%
Mendocino	6,360	6,690	6,490	7,040	7,200	6,170	6,400	4,570	5,100	5,740	▲ 12.6%	▼ -10.2%
Merced	2,790	3,190	3,150	3,030	3,150	3,150	3,190	2,500	2,890	3,630	▲ 25.6%	▲ 13.6%
Modoc	350	320	290	290	300	290	310	300	300	310	▲ 3.0%	▲ 0.1%
Mono	4,180	4,450	4,930	5,200	5,580	5,840	6,080	4,380	5,030	6,000	▲ 19.4%	▼ -1.3%
Monterey	23,310	23,970	24,210	24,860	24,500	26,630	27,160	20,340	21,820	25,370	▲ 16.3%	▼ -6.6%
Napa	14,990	16,100	15,860	16,760	17,510	18,610	18,850	12,730	14,030	18,050	▲ 28.6%	▼ -4.2%
Nevada	3,410	3,390	3,290	3,450	3,680	3,860	4,020	3,370	3,350	3,800	▲ 13.4%	▼ -5.6%
Orange	107,800	115,100	121,960	129,520	131,090	130,420	132,370	90,660	99,770	124,950	▲ 25.2%	▼ -5.6%
Placer	11,900	11,210	11,380	12,950	14,190	14,440	14,610	11,900	13,410	15,640	▲ 16.6%	▲ 7.0%
Plumas	1,280	1,250	1,250	1,260	1,280	1,400	1,560	1,200	1,230	1,440	▲ 17.1%	▼ -7.6%
Riverside	68,540	71,850	74,260	77,900	79,740	84,190	86,600	70,240	77,860	87,340	▲ 12.2%	▲ 0.9%
Sacramento	28,180	28,610	28,970	29,520	30,340	32,270	33,430	24,800	27,140	32,000	▲ 17.9%	▼ -4.3%
San Benito	830	830	850	910	940	940	1,020	890	990	1,130	▲ 13.9%	▲ 11.2%
San Bernardino	49,490	49,100	51,430	53,180	55,430	55,230	57,490	45,440	49,190	56,340	▲ 14.5%	▼ -2.0%
San Diego	101,360	101,670	101,510	109,110	111,240	102,890	101,500	73,360	80,140	96,040	▲ 19.8%	▼ -5.4%
San Francisco	54,540	61,750	66,200	66,600	66,970	67,420	66,580	40,990	40,570	50,850	▲ 25.4%	▼ -23.6%
San Joaquin	7,800	8,110	8,100	8,500	8,940	9,190	9,540	7,540	8,360	10,090	▲ 20.6%	▲ 5.7%
San Luis Obispo	18,520	18,580	18,530	18,930	20,550	21,340	22,860	17,710	19,440	22,480	▲ 15.6%	▼ -1.7%

County / Summary Trend

Travel Industry Employment 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-22	2019-22
Employment (Jobs)												
San Mateo	43,130	44,160	46,560	48,790	50,680	52,940	45,350	33,060	31,160	35,180	▲ 12.9%	▼ -22.4%
Santa Barbara	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,290	16,990	19,410	▲ 14.2%	▼ -2.5%
Santa Clara	38,440	39,610	40,630	42,450	43,090	42,380	42,880	28,650	30,720	37,480	▲ 22.0%	▼ -12.6%
Santa Cruz	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,460	8,620	9,420	▲ 9.2%	▼ -14.1%
Shasta	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,350	4,820	5,110	▲ 6.0%	▲ 1.2%
Sierra	210	200	240	210	220	240	270	270	280	290	▲ 3.7%	▲ 9.5%
Siskiyou	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,580	1,720	1,850	▲ 7.4%	▲ 0.5%
Solano	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,410	7,260	8,640	▲ 19.1%	▼ -7.6%
Sonoma	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,290	17,610	21,150	▲ 20.1%	▼ -5.4%
Stanislaus	5,640	5,920	6,030	6,260	6,440	6,620	6,870	5,270	5,950	6,650	▲ 11.8%	▼ -3.2%
Sutter	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,130	1,280	1,440	▲ 12.7%	▲ 1.2%
Tehama	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,550	1,720	1,810	▲ 5.4%	▲ 3.5%
Trinity	790	750	690	710	680	650	710	690	760	830	▲ 8.8%	▲ 16.5%
Tulare	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,570	5,270	6,000	▲ 13.8%	▲ 8.6%
Tuolumne	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,000	2,260	2,550	▲ 13.0%	▲ 4.8%
Ventura	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,510	14,110	15,730	▲ 11.5%	▼ -7.7%
Yolo	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,820	4,260	5,110	▲ 19.7%	▼ -2.3%
Yuba	1,120	1,030	910	950	1,110	1,230	1,230	1,020	1,240	1,560	▲ 25.9%	▲ 26.3%

Alameda County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,405	2,999	▲ 24.7%
Other Travel*	771	815	838	837	913	967	996	371	517	792	▲ 53.2%
TOTAL	3,543	3,738	3,896	3,974	4,170	4,502	4,524	1,838	2,923	3,791	▲ 29.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,601	1,727	1,856	1,932	1,981	2,149	2,129	1,083	1,303	1,682	▲ 29.0%
Private Home	523	534	539	544	589	648	669	174	642	669	▲ 4.3%
Campground	5	6	6	6	6	7	7	6	7	9	▲ 28.1%
2nd Home	15	16	16	17	18	19	20	40	36	33	▼ -8.4%
Day Travel	628	640	641	638	662	713	704	165	417	605	▲ 45.1%
TOTAL	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,405	2,999	▲ 24.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	509	590	683	733	761	843	843	406	458	641	▲ 40.1%
Food Service	751	771	804	833	869	941	943	425	732	845	▲ 15.4%
Food Stores	92	95	98	97	98	103	101	39	100	118	▲ 18.3%
Local Tran. & Gas	447	463	440	420	444	497	491	166	331	439	▲ 32.5%
Arts, Ent. & Rec.	380	390	398	404	412	435	425	179	310	347	▲ 12.1%
Retail Sales	381	389	393	394	424	470	487	190	373	433	▲ 16.1%
Visitor Air Tran.	213	226	243	255	248	246	239	63	101	175	▲ 72.5%
TOTAL	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,405	2,999	▲ 24.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Alameda County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	491	525	582	633	675	760	781	549	641	801	▲ 25.0%
Arts, Ent. & Rec.	178	193	201	224	233	267	265	138	156	186	▲ 19.4%
Retail**	64	67	70	72	74	82	84	80	93	95	▲ 2.6%
Ground Tran.	51	55	60	64	69	89	93	40	46	52	▲ 14.4%
Visitor Air Tran.	142	144	159	143	160	169	161	151	128	136	▲ 6.5%
Other Travel*	271	283	315	296	342	360	363	343	297	329	▲ 11.0%
TOTAL	1,196	1,269	1,387	1,433	1,553	1,727	1,745	1,302	1,359	1,599	▲ 17.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	15,600	16,000	16,590	16,870	17,240	18,550	18,170	12,650	13,570	16,030	▲ 18.1%
Arts, Ent. & Rec.	4,070	4,330	4,090	4,160	4,370	4,710	4,620	2,640	2,830	3,760	▲ 32.6%
Retail**	1,930	1,970	1,960	2,000	2,000	2,100	2,070	1,830	1,950	1,960	▲ 0.4%
Ground Tran.	1,280	1,330	1,380	1,390	1,410	1,690	1,770	1,140	1,370	1,550	▲ 13.0%
Visitor Air Tran.	1,280	1,310	1,390	1,320	1,500	1,520	1,490	1,250	990	990	▲ 0.3%
Other Travel*	3,120	3,240	3,430	3,310	3,660	3,740	3,720	3,310	2,750	3,000	▲ 8.9%
TOTAL	27,280	28,180	28,830	29,050	30,170	32,310	31,830	22,820	23,460	27,280	▲ 16.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Alameda County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	129	140	154	162	178	198	198	121	145	188	▲ 30.0%
State Tax Receipts	160	167	166	161	163	184	188	99	143	162	▲ 13.3%
TOTAL	289	307	321	324	341	383	387	219	288	350	▲ 21.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	85	94	105	113	125	140	139	62	84	123	▲ 47.1%
Business or Employee	44	46	49	49	53	59	59	59	61	65	▲ 6.6%
TOTAL	129	140	154	162	178	198	198	121	145	188	▲ 30.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	121	125	122	118	121	141	145	59	100	118	▲ 18.1%
Business or Employee	39	41	44	43	42	43	44	39	43	44	▲ 2.1%
TOTAL	160	167	166	161	163	184	188	99	143	162	▲ 13.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Alpine County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	28.0	29.9	▲ 6.9%
Other Travel*	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	▲ 42.3%
TOTAL	27.8	26.6	28.8	33.7	34.6	35.9	38.1	28.4	28.1	30.1	▲ 7.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	16.4	15.0	17.0	21.8	21.6	22.0	23.6	14.7	14.1	14.3	▲ 1.6%
Private Home	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.2	0.6	0.7	▲ 10.3%
Campground	3.0	3.3	3.3	3.4	3.5	3.7	4.0	3.3	4.1	5.3	▲ 28.2%
2nd Home	5.7	5.5	5.8	5.9	6.5	7.1	7.2	9.3	8.3	7.5	▼ -9.9%
Day Travel	2.0	2.0	2.1	2.1	2.3	2.4	2.5	0.9	0.9	2.2	▲ 151.8%
TOTAL	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	28.0	29.9	▲ 6.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.5	8.2	9.1	11.0	11.2	11.3	12.1	10.0	11.2	12.3	▲ 9.9%
Food Service	8.2	7.7	8.5	10.3	10.5	10.9	11.6	8.5	7.3	7.1	▼ -2.5%
Food Stores	1.3	1.4	1.5	1.6	1.6	1.6	1.7	1.4	1.8	2.3	▲ 28.0%
Local Tran. & Gas	2.5	2.5	2.3	2.2	2.4	2.8	3.0	1.6	1.8	2.4	▲ 35.0%
Arts, Ent. & Rec.	4.3	4.1	4.4	5.1	5.1	5.2	5.4	3.9	3.3	3.1	▼ -4.2%
Retail Sales	2.7	2.6	2.9	3.4	3.6	4.0	4.2	3.1	2.7	2.7	▲ 0.3%
TOTAL	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	28.0	29.9	▲ 6.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Alpine County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	4.2	3.6	3.1	3.8	3.9	4.0	4.4	4.4	2.7	2.6	▼ -1.9%
Arts, Ent. & Rec.	0.8	0.7	0.6	0.7	0.7	0.7	0.8	0.7	0.5	0.5	▼ -1.4%
Retail**	0.5	0.5	0.6	0.7	0.7	0.7	0.8	1.2	0.8	0.7	▼ -6.3%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 13.6%
TOTAL	5.5	4.8	4.3	5.1	5.2	5.4	5.9	6.4	3.9	3.8	▼ -2.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	240	200	190	220	220	240	250	240	150	140	▼ -12.4%
Arts, Ent. & Rec.	40	30	30	30	30	30	40	30	20	20	▼ -10.4%
Retail**	20	20	20	30	30	30	30	40	20	20	▼ -12.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 3.6%
TOTAL	300	250	240	280	280	300	310	310	200	180	▼ -12.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Alpine County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.8	0.8	0.8	1.0	1.1	1.1	1.2	1.0	1.0	1.1	▲ 9.4%
State Tax Receipts	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.0	0.8	0.8	▲ 3.1%
TOTAL	1.8	1.7	1.7	2.0	2.1	2.2	2.4	2.0	1.8	2.0	▲ 6.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.6	0.7	0.9	0.9	0.9	1.0	0.7	0.9	1.0	▲ 13.9%
Business or Employee	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.1	▼ -15.8%
TOTAL	0.8	0.8	0.8	1.0	1.1	1.1	1.2	1.0	1.0	1.1	▲ 9.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.7	0.7	0.8	0.8	0.9	1.0	0.7	0.6	0.7	▲ 6.2%
Business or Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	▼ -6.6%
TOTAL	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.0	0.8	0.8	▲ 3.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Amador County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	128.5	142.2	▲ 10.7%
Other Travel*	6.4	6.4	5.7	5.1	5.8	6.9	7.2	2.5	4.1	5.9	▲ 42.3%
TOTAL	121.4	130.5	133.5	140.3	143.7	155.6	165.5	91.0	132.7	148.1	▲ 11.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	43.1	45.8	49.5	55.2	53.5	57.8	62.1	31.6	48.3	40.3	▼ -16.5%
Private Home	20.2	20.7	19.5	19.7	21.3	24.0	25.7	8.5	26.2	28.9	▲ 10.2%
Campground	15.6	19.4	19.4	19.6	20.6	21.6	23.3	19.6	24.4	31.3	▲ 28.1%
2nd Home	11.4	11.6	12.0	12.2	13.3	14.6	14.9	18.4	16.5	17.7	▲ 7.3%
Day Travel	24.6	26.6	27.3	28.5	29.1	30.7	32.2	10.4	13.2	24.1	▲ 83.1%
TOTAL	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	128.5	142.2	▲ 10.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	18.8	21.0	22.8	25.6	26.1	27.8	29.9	21.8	26.3	29.2	▲ 11.0%
Food Service	32.1	33.9	36.0	39.0	39.3	42.0	44.6	24.4	38.1	39.9	▲ 4.7%
Food Stores	7.9	9.1	9.4	9.5	9.5	9.8	10.3	7.0	10.7	13.2	▲ 23.1%
Local Tran. & Gas	16.3	17.8	16.5	15.5	16.7	19.3	20.5	9.2	14.5	18.4	▲ 26.8%
Arts, Ent. & Rec.	27.0	28.7	30.0	32.0	31.4	32.7	34.0	16.6	23.9	24.8	▲ 4.0%
Retail Sales	12.8	13.6	13.1	13.8	14.8	17.1	18.8	9.6	15.1	16.8	▲ 11.3%
TOTAL	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	128.5	142.2	▲ 10.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Amador County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	27.9	29.1	31.3	34.8	40.4	47.3	52.2	44.9	54.4	63.5	▲ 16.8%
Arts, Ent. & Rec.	12.4	13.8	12.9	13.9	14.9	14.3	15.0	13.0	19.1	21.9	▲ 14.6%
Retail**	3.0	3.4	3.4	3.7	4.0	4.4	4.6	5.2	5.5	5.7	▲ 3.9%
Ground Tran.	1.3	1.5	1.6	1.8	2.0	2.9	3.2	1.2	1.1	1.1	▼ -7.6%
Other Travel*	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	▲ 26.7%
TOTAL	44.9	47.9	49.4	54.4	61.6	69.2	75.4	64.5	80.5	92.6	▲ 15.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	960	940	970	990	1,100	1,240	1,350	1,130	1,260	1,360	▲ 8.2%
Arts, Ent. & Rec.	750	800	830	870	850	740	720	680	900	950	▲ 5.5%
Retail**	110	130	130	130	140	150	150	160	160	160	▼ -0.7%
Ground Tran.	40	40	40	40	40	60	60	60	50	60	▲ 7.2%
Other Travel*	<10	10	10	10	10	10	10	10	10	10	▲ 15.2%
TOTAL	1,870	1,920	1,970	2,050	2,140	2,210	2,300	2,040	2,390	2,550	▲ 6.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Amador County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3.0	3.3	3.7	4.1	4.3	4.9	5.4	4.7	6.1	6.4	▲ 4.5%
State Tax Receipts	6.0	6.5	6.4	6.4	6.6	7.5	8.1	5.4	7.3	7.9	▲ 8.3%
TOTAL	9.0	9.8	10.1	10.6	10.9	12.4	13.4	10.1	13.4	14.3	▲ 6.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.5	1.7	2.1	2.4	2.5	2.8	3.0	2.0	2.8	3.1	▲ 10.3%
Business or Employee	1.5	1.6	1.6	1.7	1.9	2.1	2.3	2.6	3.3	3.3	▼ -0.3%
TOTAL	3.0	3.3	3.7	4.1	4.3	4.9	5.4	4.7	6.1	6.4	▲ 4.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.5	4.8	4.7	4.7	4.8	5.6	6.0	3.2	4.6	5.1	▲ 11.3%
Business or Employee	1.5	1.7	1.7	1.7	1.8	1.9	2.0	2.2	2.7	2.8	▲ 3.2%
TOTAL	6.0	6.5	6.4	6.4	6.6	7.5	8.1	5.4	7.3	7.9	▲ 8.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Butte County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	261.7	265.9	265.0	270.4	295.8	312.2	338.7	180.0	284.4	308.2	▲ 8.4%
Other Travel*	42.4	42.4	36.1	32.0	36.0	42.1	43.7	14.6	23.8	33.7	▲ 41.7%
TOTAL	304.1	308.3	301.1	302.4	331.7	354.2	382.5	194.6	308.2	341.9	▲ 10.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	87.0	88.9	91.9	97.1	108.5	114.0	129.0	82.1	126.6	92.3	▼ -27.1%
Private Home	55.5	55.5	52.7	51.9	58.1	63.2	68.3	19.3	59.9	66.8	▲ 11.4%
Campground	16.6	18.1	18.4	18.6	19.5	20.5	22.1	18.5	23.0	29.5	▲ 28.1%
2nd Home	26.5	27.0	26.3	26.8	28.1	29.9	30.6	36.2	32.7	50.3	▲ 53.8%
Day Travel	76.2	76.4	75.8	76.1	81.5	84.7	88.8	23.9	42.2	69.3	▲ 64.3%
TOTAL	261.7	265.9	265.0	270.4	295.8	312.2	338.7	180.0	284.4	308.2	▲ 8.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	47.2	50.0	53.1	56.5	62.2	64.7	74.6	62.0	76.5	79.1	▲ 3.3%
Food Service	70.2	70.5	73.3	77.3	83.6	86.8	92.9	45.8	80.0	81.3	▲ 1.6%
Food Stores	14.7	15.3	15.8	15.9	16.3	16.4	17.2	11.1	17.7	21.8	▲ 23.3%
Local Tran. & Gas	54.4	55.0	49.8	45.7	51.6	58.2	61.5	19.2	38.1	49.0	▲ 28.6%
Arts, Ent. & Rec.	35.2	35.4	35.9	37.2	39.2	39.8	41.5	20.4	33.0	33.4	▲ 1.3%
Retail Sales	39.1	39.0	37.1	37.9	42.8	46.4	51.0	21.7	39.1	43.6	▲ 11.3%
TOTAL	260.8	265.2	265.0	270.4	295.8	312.2	338.7	180.0	284.4	308.2	▲ 8.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Butte County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	45.7	47.7	50.0	53.7	59.2	65.4	72.6	60.4	72.8	77.2	▲ 6.1%
Arts, Ent. & Rec.	15.2	15.5	15.5	16.8	20.1	22.4	24.1	13.3	17.4	19.4	▲ 11.3%
Retail**	7.8	8.0	8.1	8.5	9.5	9.9	10.4	10.8	11.8	12.8	▲ 8.2%
Ground Tran.	3.9	4.0	4.2	4.7	5.7	8.0	8.8	2.6	3.0	2.8	▼ -6.4%
Other Travel*	2.2	2.4	1.6	1.8	1.8	1.9	2.1	2.6	2.6	3.6	▲ 36.0%
TOTAL	74.8	77.7	79.4	85.5	96.3	107.6	118.1	89.7	107.7	115.8	▲ 7.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,090	2,100	2,060	2,090	2,210	2,310	2,350	1,950	2,150	2,180	▲ 1.5%
Arts, Ent. & Rec.	990	980	980	1,010	1,100	1,120	1,100	670	840	960	▲ 14.3%
Retail**	280	290	280	290	310	310	310	300	320	340	▲ 5.4%
Ground Tran.	110	110	110	110	120	160	170	120	140	160	▲ 8.5%
Other Travel*	80	80	70	80	80	80	80	100	90	120	▲ 23.9%
TOTAL	3,550	3,560	3,500	3,580	3,810	3,980	4,020	3,150	3,550	3,750	▲ 5.7%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Butte County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	6.5	6.7	7.0	7.4	8.2	9.1	10.4	8.3	11.0	10.3	▼ -6.8%
State Tax Receipts	17.4	17.9	16.9	16.4	17.4	20.2	21.8	11.2	16.5	18.0	▲ 8.7%
TOTAL	23.9	24.6	23.9	23.8	25.6	29.3	32.2	19.5	27.5	28.2	▲ 2.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.1	4.3	4.5	4.8	5.4	6.0	6.9	4.8	6.8	6.3	▼ -6.7%
Business or Employee	2.4	2.4	2.5	2.6	2.8	3.1	3.5	3.5	4.2	3.9	▼ -7.0%
TOTAL	6.5	6.7	7.0	7.4	8.2	9.1	10.4	8.3	11.0	10.3	▼ -6.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.6	14.9	14.0	13.3	14.3	16.9	18.2	7.8	12.3	13.8	▲ 12.3%
Business or Employee	2.9	3.0	3.0	3.0	3.1	3.3	3.6	3.4	4.2	4.1	▼ -2.2%
TOTAL	17.4	17.9	16.9	16.4	17.4	20.2	21.8	11.2	16.5	18.0	▲ 8.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Calaveras County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.6	237.7	▲ 12.9%
Other Travel*	8.8	8.9	8.1	7.4	8.3	9.5	9.9	3.9	5.9	8.3	▲ 40.0%
TOTAL	172.2	179.3	180.8	188.1	195.9	209.7	222.7	171.2	216.5	246.0	▲ 13.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	45.5	49.0	51.7	57.6	57.5	61.2	66.3	46.7	69.8	65.0	▼ -6.9%
Private Home	24.5	24.8	23.2	23.5	25.2	27.4	29.5	9.8	30.0	33.1	▲ 10.2%
Campground	28.1	30.1	29.8	30.2	31.7	33.2	35.8	30.0	37.4	48.0	▲ 28.2%
2nd Home	39.2	39.4	41.0	41.7	44.5	48.6	49.7	68.9	61.7	66.4	▲ 7.7%
Day Travel	26.1	27.0	27.0	27.7	28.7	29.8	31.5	11.9	11.7	25.3	▲ 116.4%
TOTAL	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.6	237.7	▲ 12.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	35.1	37.8	40.0	43.8	45.0	46.8	50.1	48.5	61.0	67.6	▲ 10.8%
Food Service	47.7	49.0	51.1	54.8	55.9	58.5	62.3	48.5	60.3	64.8	▲ 7.5%
Food Stores	12.5	13.2	13.5	13.7	13.7	13.9	14.7	11.2	16.9	21.0	▲ 24.1%
Local Tran. & Gas	25.3	26.2	23.8	22.1	24.1	27.4	29.1	15.8	21.4	28.4	▲ 32.7%
Arts, Ent. & Rec.	26.1	26.8	27.3	28.6	28.7	29.2	30.3	23.6	27.0	28.9	▲ 7.2%
Retail Sales	16.7	17.3	17.1	17.9	20.2	24.3	26.4	19.6	24.0	27.0	▲ 12.7%
TOTAL	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.6	237.7	▲ 12.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Calaveras County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	46.3	47.1	47.8	52.8	58.5	62.1	67.8	62.8	75.2	91.3	▲ 21.4%
Arts, Ent. & Rec.	9.4	9.9	17.0	18.4	19.9	19.9	21.2	15.8	19.2	23.2	▲ 20.4%
Retail**	5.2	5.6	5.7	6.1	6.7	7.4	7.9	8.5	9.4	10.7	▲ 14.3%
Ground Tran.	1.9	2.0	2.1	2.4	2.8	3.9	4.3	2.2	1.6	1.6	▼ -2.7%
Other Travel*	0.7	0.7	0.8	0.9	1.0	1.1	1.1	0.9	1.0	1.2	▲ 26.1%
TOTAL	63.4	65.3	73.5	80.5	88.9	94.4	102.3	90.2	106.4	128.0	▲ 20.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,510	1,500	1,420	1,500	1,640	1,690	1,700	1,490	1,630	1,840	▲ 12.6%
Arts, Ent. & Rec.	390	420	690	690	700	710	690	490	580	690	▲ 18.2%
Retail**	190	200	200	210	230	240	250	260	270	300	▲ 11.7%
Ground Tran.	50	50	50	60	60	80	90	100	80	90	▲ 12.9%
Other Travel*	30	30	30	40	40	40	40	30	30	40	▲ 18.6%
TOTAL	2,170	2,210	2,400	2,490	2,670	2,760	2,770	2,370	2,590	2,950	▲ 13.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Calaveras County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.1	4.3	4.7	5.1	5.3	5.7	6.2	6.1	7.9	8.5	▲ 7.2%
State Tax Receipts	7.7	8.0	8.0	8.0	8.2	9.2	9.9	8.0	9.6	10.7	▲ 11.5%
TOTAL	11.9	12.4	12.7	13.1	13.5	14.9	16.1	14.1	17.5	19.1	▲ 9.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.1	2.3	2.4	2.7	2.7	2.9	3.2	2.6	3.7	4.1	▲ 10.6%
Business or Employee	2.0	2.1	2.3	2.4	2.6	2.8	3.0	3.5	4.2	4.4	▲ 4.2%
TOTAL	4.1	4.3	4.7	5.1	5.3	5.7	6.2	6.1	7.9	8.5	▲ 7.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.5	5.7	5.5	5.3	5.5	6.5	7.0	4.8	5.7	6.5	▲ 14.2%
Business or Employee	2.3	2.3	2.6	2.6	2.7	2.7	2.9	3.3	3.9	4.2	▲ 7.5%
TOTAL	7.7	8.0	8.0	8.0	8.2	9.2	9.9	8.0	9.6	10.7	▲ 11.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Colusa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	45.8	45.8	▼ 0.0%
Other Travel*	3.7	3.7	3.3	2.9	3.3	3.8	4.0	1.3	2.2	3.2	▲ 42.3%
TOTAL	47.6	46.9	46.0	48.0	51.0	56.5	59.0	29.0	48.0	48.9	▲ 2.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11.5	11.2	11.3	12.6	13.4	15.4	16.4	11.2	18.4	14.5	▼ -21.5%
Private Home	11.1	10.9	10.3	10.7	11.5	12.5	13.2	4.4	13.4	14.7	▲ 10.2%
Campground	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.8	▲ 28.1%
2nd Home	6.1	6.2	6.4	6.5	7.0	7.6	7.8	6.6	5.9	4.7	▼ -20.5%
Day Travel	14.7	14.3	14.2	14.8	15.4	16.6	17.0	4.9	7.4	11.1	▲ 49.2%
TOTAL	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	45.8	45.8	▼ 0.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	6.5	6.6	6.8	7.6	8.0	8.9	9.4	7.6	9.5	9.5	▼ -0.1%
Food Service	14.4	14.1	14.5	15.7	16.3	17.6	18.4	8.8	16.0	15.3	▼ -4.4%
Food Stores	2.3	2.3	2.4	2.5	2.5	2.5	2.6	1.1	2.4	2.7	▲ 11.0%
Local Tran. & Gas	6.3	6.2	5.5	5.2	5.7	6.7	6.9	2.2	4.2	4.7	▲ 13.0%
Arts, Ent. & Rec.	8.0	7.8	7.8	8.3	8.5	8.9	9.1	4.2	6.9	6.6	▼ -4.4%
Retail Sales	6.3	6.1	5.6	5.9	6.7	8.0	8.7	3.8	6.8	7.0	▲ 3.0%
TOTAL	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	45.8	45.8	▼ 0.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Colusa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	5.8	5.3	5.4	6.1	5.8	6.2	6.8	6.1	7.4	8.4	▲ 13.7%
Arts, Ent. & Rec.	3.0	3.1	3.2	3.4	3.3	3.7	3.7	3.8	4.7	3.1	▼ -33.3%
Retail**	1.3	1.3	1.3	1.4	1.5	1.6	1.7	1.7	2.0	2.1	▲ 4.2%
Ground Tran.	0.5	0.5	0.5	0.5	0.6	0.9	1.0	0.3	0.4	0.3	▼ -18.4%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.3	0.4	▲ 25.1%
TOTAL	10.6	10.3	10.5	11.6	11.4	12.6	13.5	12.2	14.8	14.3	▼ -3.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	320	290	280	290	270	280	310	260	290	330	▲ 14.0%
Arts, Ent. & Rec.	260	290	270	290	300	330	320	290	350	210	▼ -39.4%
Retail**	50	40	40	40	40	50	50	50	60	60	▼ -2.9%
Ground Tran.	10	10	10	10	10	20	20	10	20	20	▼ -5.4%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	10	▲ 18.9%
TOTAL	640	650	610	630	640	680	710	620	730	630	▼ -13.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Colusa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.0	1.0	1.0	1.1	1.1	1.3	1.4	1.2	1.6	1.6	▼ -4.5%
State Tax Receipts	2.4	2.4	2.3	2.3	2.4	2.7	2.9	1.5	2.4	2.4	▼ -0.4%
TOTAL	3.4	3.4	3.3	3.4	3.5	4.1	4.3	2.7	4.0	3.9	▼ -2.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.6	0.6	0.6	0.7	0.8	1.0	1.0	0.7	1.0	1.0	▲ 2.5%
Business or Employee	0.4	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.6	0.5	▼ -16.1%
TOTAL	1.0	1.0	1.0	1.1	1.1	1.3	1.4	1.2	1.6	1.6	▼ -4.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.0	2.0	1.9	1.9	2.0	2.4	2.5	1.1	1.8	1.8	▲ 2.9%
Business or Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.5	▼ -10.6%
TOTAL	2.4	2.4	2.3	2.3	2.4	2.7	2.9	1.5	2.4	2.4	▼ -0.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Contra Costa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,290	1,446	▲ 12.1%
Other Travel*	232	239	225	210	229	254	264	109	162	237	▲ 46.2%
TOTAL	1,572	1,641	1,608	1,714	1,809	1,930	2,004	680	1,452	1,682	▲ 15.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	431	447	441	517	545	569	581	251	323	342	▲ 5.9%
Private Home	364	365	360	378	409	449	483	106	518	513	▼ -0.9%
Campground	29	66	65	66	69	73	79	66	82	105	▲ 28.0%
2nd Home	32	33	34	35	37	40	41	37	34	27	▼ -20.3%
Day Travel	483	492	482	509	520	546	555	110	334	459	▲ 37.6%
TOTAL	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,290	1,446	▲ 12.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	179	204	210	245	256	270	279	121	169	189	▲ 12.0%
Food Service	425	433	438	489	508	530	547	184	431	470	▲ 8.9%
Food Stores	71	81	82	85	85	86	88	36	86	99	▲ 15.4%
Local Tran. & Gas	219	230	206	198	215	244	251	57	163	207	▲ 27.3%
Arts, Ent. & Rec.	223	228	226	247	250	255	256	81	191	203	▲ 6.4%
Retail Sales	223	226	222	240	265	291	318	92	250	278	▲ 11.0%
TOTAL	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,290	1,446	▲ 12.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Contra Costa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	331	337	368	439	461	467	495	367	431	485	▲ 12.5%
Arts, Ent. & Rec.	127	127	129	153	165	161	166	119	138	141	▲ 2.7%
Retail**	40	43	44	48	52	53	56	55	66	71	▲ 7.7%
Ground Tran.	18	20	20	24	27	38	41	9	14	14	▼ -5.2%
Other Travel*	23	25	29	32	33	32	33	31	28	37	▲ 33.3%
TOTAL	539	553	591	696	738	753	791	581	677	748	▲ 10.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,620	8,470	8,520	9,490	9,600	9,480	9,520	7,060	7,590	8,110	▲ 6.8%
Arts, Ent. & Rec.	5,470	5,410	5,330	5,760	5,650	5,670	5,820	3,770	4,240	4,840	▲ 14.1%
Retail**	1,290	1,350	1,320	1,430	1,480	1,490	1,490	1,370	1,500	1,500	▼ -0.2%
Ground Tran.	510	530	510	560	580	750	820	400	680	740	▲ 10.0%
Other Travel*	510	540	570	620	630	580	580	570	450	500	▲ 11.9%
TOTAL	16,410	16,310	16,250	17,870	17,930	17,980	18,230	13,170	14,460	15,700	▲ 8.5%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

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Contra Costa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	45	48	49	57	59	63	66	39	56	58	▲ 3.9%
State Tax Receipts	90	94	90	93	95	107	113	50	86	95	▲ 10.3%
TOTAL	136	142	140	149	154	170	179	90	142	153	▲ 7.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	26	29	29	34	35	39	41	15	27	31	▲ 12.6%
Business or Employee	19	19	20	23	23	24	25	24	29	27	▼ -4.4%
TOTAL	45	48	49	57	59	63	66	39	56	58	▲ 3.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	72	75	71	71	74	87	92	32	63	72	▲ 13.7%
Business or Employee	18	18	19	21	21	20	21	18	23	23	▲ 0.7%
TOTAL	90	94	90	93	95	107	113	50	86	95	▲ 10.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Del Norte County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	109.5	115.1	118.3	125.4	127.4	136.4	144.7	87.1	147.2	148.8	▲ 1.1%
Other Travel*	5.8	5.7	4.6	4.5	4.9	5.6	5.8	1.7	2.9	4.1	▲ 42.3%
TOTAL	115.3	120.8	122.9	129.9	132.3	142.0	150.5	88.8	150.1	152.9	▲ 1.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	43.0	45.8	49.2	54.5	53.6	58.0	61.2	39.9	75.8	57.2	▼ -24.5%
Private Home	16.0	15.6	14.3	14.8	15.4	17.1	18.1	5.8	17.9	19.7	▲ 10.1%
Campground	28.0	30.6	31.1	31.5	33.0	34.7	37.4	31.3	39.0	50.0	▲ 28.1%
2nd Home	2.3	2.3	2.4	2.4	2.5	2.8	2.8	3.3	3.0	2.9	▼ -0.8%
Day Travel	20.2	20.9	21.3	22.2	22.8	23.9	25.2	6.8	11.6	19.0	▲ 64.3%
TOTAL	109.5	115.1	118.3	125.4	127.4	136.4	144.7	87.1	147.2	148.8	▲ 1.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	22.1	24.4	26.9	29.8	30.0	31.7	33.3	26.9	42.1	44.9	▲ 6.6%
Food Service	30.5	31.5	33.3	36.0	36.6	39.1	41.7	22.5	41.4	36.5	▼ -11.8%
Food Stores	10.2	10.9	11.3	11.5	11.6	11.9	12.6	9.3	14.0	17.2	▲ 22.9%
Local Tran. & Gas	16.2	17.0	15.7	14.8	16.0	18.5	19.7	10.3	17.2	20.1	▲ 16.7%
Arts, Ent. & Rec.	16.2	16.7	17.3	18.3	18.2	19.0	19.7	10.1	17.5	15.7	▼ -10.3%
Retail Sales	13.1	13.5	13.1	13.7	14.3	15.5	16.9	8.0	15.0	14.4	▼ -3.9%
TOTAL	108.3	114.0	117.7	124.1	126.6	135.5	143.9	87.1	147.2	148.8	▲ 1.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

A - Values estimated less than \$500,000



Del Norte County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	25.0	25.8	28.0	30.6	31.3	36.4	39.4	29.9	37.0	43.3	▲ 17.2%
Arts, Ent. & Rec.	9.0	9.0	9.4	10.0	10.1	10.9	11.6	10.8	14.1	15.6	▲ 10.3%
Retail**	3.5	3.7	3.8	4.0	4.5	4.6	4.9	5.4	6.0	7.1	▲ 17.8%
Ground Tran.	1.3	1.4	1.5	1.7	2.0	2.8	3.1	1.3	1.3	1.1	▼ -18.2%
Other Travel*	0.5	0.5	0.5	0.6	1.0	1.1	1.1	0.3	0.3	0.5	▲ 64.3%
TOTAL	39.3	40.4	43.3	46.9	48.9	55.8	60.2	47.6	58.7	67.6	▲ 15.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	990	990	1,000	990	1,000	1,110	1,130	840	940	1,030	▲ 8.8%
Arts, Ent. & Rec.	230	220	210	200	200	210	210	190	240	240	▲ 0.3%
Retail**	130	140	130	150	160	160	160	170	180	200	▲ 9.9%
Ground Tran.	40	40	40	40	40	60	60	60	60	60	▼ -5.1%
Other Travel*	10	10	10	10	20	20	20	10	10	20	▲ 49.3%
TOTAL	1,390	1,390	1,390	1,390	1,420	1,550	1,600	1,270	1,430	1,530	▲ 7.3%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

A - Values estimated less than \$500,000

Del Norte County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3.6	3.8	4.1	4.4	4.6	5.2	5.5	4.6	6.7	6.9	▲ 2.8%
State Tax Receipts	5.7	6.0	5.9	6.0	5.9	6.7	7.2	4.8	7.1	7.1	▲ 0.2%
TOTAL	9.3	9.8	10.0	10.4	10.5	11.8	12.7	9.4	13.8	14.0	▲ 1.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.3	2.5	2.7	3.0	3.1	3.4	3.6	2.7	4.4	4.6	▲ 4.6%
Business or Employee	1.3	1.3	1.4	1.4	1.5	1.7	1.8	1.9	2.4	2.4	▼ -0.4%
TOTAL	3.6	3.8	4.1	4.4	4.6	5.2	5.5	4.6	6.7	6.9	▲ 2.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.3	4.5	4.4	4.4	4.4	5.1	5.5	3.1	4.9	4.9	▼ -0.5%
Business or Employee	1.4	1.5	1.5	1.6	1.5	1.6	1.7	1.7	2.1	2.2	▲ 1.7%
TOTAL	5.7	6.0	5.9	6.0	5.9	6.7	7.2	4.8	7.1	7.1	▲ 0.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



El Dorado County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	725	759	847	899	940	1,010	1,087	777	806	955	▲ 18.5%
Other Travel*	52	47	45	43	48	54	56	27	36	50	▲ 37.0%
TOTAL	778	806	892	942	987	1,064	1,143	803	843	1,005	▲ 19.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	438	467	551	599	629	670	728	501	481	517	▲ 7.6%
Private Home	71	71	72	71	76	88	93	43	94	135	▲ 43.2%
Campground	56	58	59	59	62	65	70	59	74	94	▲ 28.1%
2nd Home	91	92	90	91	96	101	104	142	127	133	▲ 5.2%
Day Travel	70	72	76	78	77	86	92	31	31	76	▲ 142.9%
TOTAL	725	759	847	899	940	1,010	1,087	777	806	955	▲ 18.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	181	200	232	256	270	280	299	231	327	368	▲ 12.6%
Food Service	207	213	245	264	275	298	325	233	192	228	▲ 18.7%
Food Stores	35	36	39	40	40	42	44	36	49	62	▲ 27.6%
Local Tran. & Gas	84	86	84	79	86	101	109	58	60	85	▲ 40.4%
Arts, Ent. & Rec.	132	135	150	158	161	170	180	135	107	122	▲ 13.2%
Retail Sales	87	89	97	101	107	119	131	83	71	91	▲ 28.1%
TOTAL	725	759	847	899	940	1,010	1,087	777	806	955	▲ 18.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

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El Dorado County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	185	204	238	266	313	325	357	291	342	439	▲ 28.5%
Arts, Ent. & Rec.	73	75	79	85	92	96	103	85	95	111	▲ 15.9%
Retail**	18	19	21	23	25	27	29	32	33	36	▲ 6.4%
Ground Tran.	8	8	9	10	12	18	20	9	5	5	▲ 4.8%
Other Travel*	4	4	4	4	5	5	5	4	5	6	▲ 23.9%
TOTAL	287	310	352	388	446	471	514	421	480	596	▲ 24.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	5,720	6,100	6,820	6,930	7,760	7,680	8,100	6,390	6,970	8,110	▲ 16.3%
Arts, Ent. & Rec.	3,630	3,620	3,630	3,590	3,830	3,840	4,000	2,950	3,200	3,680	▲ 15.0%
Retail**	640	660	690	740	770	820	840	880	890	890	▲ 0.9%
Ground Tran.	210	210	230	250	250	340	390	430	220	270	▲ 21.5%
Other Travel*	120	100	110	120	130	130	130	100	110	130	▲ 17.7%
TOTAL	10,310	10,690	11,470	11,630	12,750	12,820	13,470	10,750	11,380	13,070	▲ 14.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

El Dorado County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	29	32	36	40	43	46	50	41	51	55	▲ 7.3%
State Tax Receipts	36	38	40	41	42	46	51	39	38	46	▲ 20.2%
TOTAL	65	69	77	81	85	93	100	80	89	101	▲ 12.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	20	21	25	28	29	32	34	24	31	34	▲ 9.8%
Business or Employee	10	10	12	12	13	15	16	17	20	20	▲ 3.3%
TOTAL	29	32	36	40	43	46	50	41	51	55	▲ 7.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	26	27	28	29	29	34	37	24	22	27	▲ 23.1%
Business or Employee	10	11	12	12	13	13	14	15	17	19	▲ 16.5%
TOTAL	36	38	40	41	42	46	51	39	38	46	▲ 20.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Fresno County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,017	1,302	▲ 28.0%
Other Travel*	259	267	251	238	262	300	315	125	198	295	▲ 48.9%
TOTAL	1,310	1,348	1,345	1,364	1,426	1,587	1,661	935	1,215	1,597	▲ 31.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	395	413	437	468	466	526	555	492	474	516	▲ 8.9%
Private Home	255	259	250	247	268	301	320	102	284	351	▲ 23.4%
Campground	29	31	31	32	33	35	38	32	39	51	▲ 28.1%
2nd Home	75	77	75	76	80	85	87	97	88	104	▲ 18.4%
Day Travel	298	302	301	303	316	339	346	87	132	281	▲ 113.4%
TOTAL	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,017	1,302	▲ 28.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	156	167	181	196	199	220	229	194	203	220	▲ 8.5%
Food Service	262	267	280	298	306	333	347	219	274	345	▲ 25.8%
Food Stores	48	50	51	52	52	54	55	35	51	66	▲ 29.3%
Local Tran. & Gas	267	274	257	245	259	298	307	146	200	279	▲ 39.5%
Arts, Ent. & Rec.	130	132	136	141	142	151	153	94	111	137	▲ 23.9%
Retail Sales	146	148	143	147	159	180	194	100	137	186	▲ 35.3%
Visitor Air Tran.	41	44	47	48	48	51	61	23	40	68	▲ 69.8%
TOTAL	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,017	1,302	▲ 28.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Fresno County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	147	154	166	186	204	227	243	206	247	284	▲ 15.0%
Arts, Ent. & Rec.	59	64	66	72	76	84	86	57	84	117	▲ 39.5%
Retail**	29	30	31	33	34	37	38	40	45	51	▲ 12.5%
Ground Tran.	24	25	27	30	33	44	48	32	25	28	▲ 10.6%
Visitor Air Tran.	18	19	22	14	17	17	19	19	14	15	▲ 6.3%
Other Travel*	42	44	47	38	45	48	51	49	44	48	▲ 10.2%
TOTAL	319	336	359	373	409	457	485	401	458	542	▲ 18.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,500	6,680	6,790	6,990	7,310	7,850	8,050	6,630	7,260	7,980	▲ 10.0%
Arts, Ent. & Rec.	3,160	3,370	3,410	3,500	3,590	3,750	3,800	2,250	3,290	4,470	▲ 35.8%
Retail**	1,060	1,090	1,060	1,090	1,110	1,190	1,190	1,150	1,210	1,280	▲ 5.9%
Ground Tran.	600	620	640	670	670	840	910	900	750	900	▲ 19.8%
Visitor Air Tran.	310	320	360	230	240	240	260	230	190	200	▲ 0.1%
Other Travel*	940	980	1,020	910	980	1,000	1,020	950	890	930	▲ 3.8%
TOTAL	12,580	13,060	13,280	13,390	13,910	14,860	15,240	12,110	13,590	15,740	▲ 15.9%

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**Retail includes gasoline station employment and earnings.

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Fresno County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	32	33	35	37	38	44	47	40	46	50	▲ 8.8%
State Tax Receipts	72	75	72	69	71	85	90	53	66	81	▲ 23.3%
TOTAL	104	108	107	107	110	129	137	93	111	130	▲ 17.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	21	22	23	25	26	30	32	23	27	30	▲ 13.4%
Business or Employee	11	11	12	12	13	14	15	17	19	19	▲ 2.4%
TOTAL	32	33	35	37	38	44	47	40	46	50	▲ 8.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	60	62	59	57	59	71	75	38	49	63	▲ 27.9%
Business or Employee	12	12	13	13	13	13	14	14	17	18	▲ 9.5%
TOTAL	72	75	72	69	71	85	90	53	66	81	▲ 23.3%

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Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Glenn County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.0	51.0	▲ 4.1%
Other Travel*	4.9	4.9	4.3	3.8	4.2	4.9	5.1	1.8	2.9	4.2	▲ 42.3%
TOTAL	50.1	51.8	41.1	32.9	50.7	60.4	63.6	29.6	51.9	55.2	▲ 6.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	12.9	13.7	7.8	2.0	17.0	18.5	19.6	13.4	18.1	14.2	▼ -21.6%
Private Home	14.8	15.2	13.7	13.7	15.3	16.6	17.7	6.0	18.3	20.1	▲ 10.1%
Campground	1.2	1.2	1.2	1.2	1.3	1.3	1.4	1.2	1.5	1.9	▲ 28.1%
2nd Home	1.0	1.0	1.1	1.1	1.1	1.2	1.3	2.3	2.1	1.4	▼ -31.4%
Day Travel	15.3	15.7	13.1	11.1	11.7	17.7	18.4	4.9	9.0	13.3	▲ 47.6%
TOTAL	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.0	51.0	▲ 4.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	5.4	5.9	3.8	1.5	7.5	8.2	8.7	7.4	8.2	8.4	▲ 2.0%
Food Service	15.1	15.6	13.1	11.2	16.3	19.1	20.0	8.9	17.6	17.6	▼ -0.1%
Food Stores	2.9	3.0	2.8	2.6	2.9	3.2	3.2	1.4	3.2	3.7	▲ 13.8%
Local Tran. & Gas	6.6	6.8	5.2	4.1	5.6	7.2	7.6	2.3	4.8	5.7	▲ 18.5%
Arts, Ent. & Rec.	8.1	8.3	6.9	5.7	7.9	9.4	9.6	4.0	7.5	7.5	▲ 0.1%
Retail Sales	7.0	7.2	5.0	4.0	6.3	8.4	9.3	3.7	7.6	8.2	▲ 7.0%
TOTAL	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.0	51.0	▲ 4.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

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Glenn County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	10.1	9.7	8.7	7.2	11.3	12.1	13.0	11.2	14.6	16.0	▲ 9.6%
Arts, Ent. & Rec.	5.6	6.2	5.6	4.7	4.7	4.9	5.3	4.3	4.7	5.7	▲ 20.8%
Retail**	1.5	1.6	1.3	1.1	1.4	1.4	1.5	1.6	2.2	2.3	▲ 6.0%
Ground Tran.	0.5	0.5	0.4	0.4	0.6	1.0	1.1	0.3	0.4	0.3	▼ -13.9%
Other Travel*	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.4	0.5	▲ 13.6%
TOTAL	17.8	18.2	16.2	13.6	18.2	19.6	21.2	17.7	22.4	24.9	▲ 11.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	400	390	320	250	390	400	390	330	390	400	▲ 2.9%
Arts, Ent. & Rec.	310	370	330	260	260	280	300	230	270	340	▲ 22.5%
Retail**	60	60	50	40	50	50	50	50	70	70	▲ 3.3%
Ground Tran.	10	10	10	<10	10	20	20	20	20	20	▼ -0.2%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	10	20	▲ 18.1%
TOTAL	790	830	710	580	720	760	770	630	760	840	▲ 10.1%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

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Glenn County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.5	1.6	1.1	0.6	1.5	1.7	1.8	1.5	2.0	2.0	▲ 0.7%
State Tax Receipts	2.9	3.0	2.5	2.0	2.6	3.2	3.4	1.8	2.9	3.0	▲ 4.8%
TOTAL	4.4	4.6	3.6	2.7	4.1	4.9	5.2	3.3	4.9	5.0	▲ 3.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.9	1.0	0.6	0.2	0.9	1.1	1.2	0.8	1.1	1.1	▲ 4.3%
Business or Employee	0.6	0.6	0.5	0.4	0.5	0.6	0.6	0.7	0.9	0.9	▼ -3.6%
TOTAL	1.5	1.6	1.1	0.6	1.5	1.7	1.8	1.5	2.0	2.0	▲ 0.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.3	2.4	1.9	1.6	2.1	2.6	2.8	1.2	2.1	2.2	▲ 7.0%
Business or Employee	0.6	0.7	0.6	0.4	0.6	0.6	0.6	0.6	0.8	0.8	▼ -0.7%
TOTAL	2.9	3.0	2.5	2.0	2.6	3.2	3.4	1.8	2.9	3.0	▲ 4.8%

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Humboldt County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	477.0	468.2	▼ -1.8%
Other Travel*	31.7	31.1	29.6	28.7	30.8	33.3	37.3	12.9	23.0	33.9	▲ 47.4%
TOTAL	396.6	412.2	422.5	428.6	452.1	486.2	483.7	253.8	500.0	502.1	▲ 0.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	175.3	188.2	201.7	207.2	217.8	233.6	219.3	118.0	273.1	213.9	▼ -21.7%
Private Home	72.4	72.3	68.1	68.6	74.0	81.4	84.4	27.8	84.0	93.7	▲ 11.5%
Campground	53.8	55.8	56.9	57.5	60.4	63.3	68.3	57.1	71.2	91.3	▲ 28.2%
2nd Home	11.5	11.6	12.1	12.3	13.0	14.2	14.5	22.1	19.8	20.9	▲ 5.7%
Day Travel	51.9	53.2	54.1	54.2	56.1	60.4	60.0	15.8	28.8	48.3	▲ 67.9%
TOTAL	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	477.0	468.2	▼ -1.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	74.6	81.8	89.8	94.3	99.6	103.8	96.9	72.0	138.8	133.9	▼ -3.5%
Food Service	103.7	106.9	113.3	117.4	122.9	132.4	131.2	64.4	133.8	122.4	▼ -8.5%
Food Stores	26.5	27.4	28.5	28.5	28.9	29.6	30.3	19.9	34.4	41.3	▲ 20.0%
Local Tran. & Gas	60.0	62.3	58.8	54.8	59.5	67.9	67.7	29.3	59.2	62.3	▲ 5.2%
Arts, Ent. & Rec.	52.8	54.4	56.3	57.3	58.5	61.6	59.6	28.5	55.1	50.4	▼ -8.5%
Retail Sales	41.8	43.0	40.4	40.6	44.8	50.6	52.5	23.7	49.3	48.3	▼ -2.0%
Visitor Air Tran.	5.5	5.2	5.7	7.0	7.1	7.0	8.3	3.1	6.3	9.6	▲ 51.1%
TOTAL	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	477.0	468.2	▼ -1.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Humboldt County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	81.9	86.9	94.6	100.7	108.3	116.9	116.5	95.3	119.0	136.7	▲ 14.9%
Arts, Ent. & Rec.	24.7	21.7	21.6	22.2	23.9	26.0	26.4	18.6	20.0	28.9	▲ 44.1%
Retail**	9.9	10.4	10.5	10.8	12.2	13.4	13.4	14.2	13.9	15.3	▲ 10.3%
Ground Tran.	5.6	6.1	6.6	7.2	8.1	11.0	11.5	4.8	6.4	4.7	▼ -25.5%
Visitor Air Tran.	0.4	0.5	0.5	0.6	6.4	7.0	8.9	9.8	29.2	30.2	▲ 3.7%
Other Travel*	1.6	1.7	1.8	2.2	9.6	9.8	13.6	12.0	38.5	42.1	▲ 9.3%
TOTAL	124.1	127.2	135.8	143.8	168.5	184.1	190.3	154.6	227.0	258.0	▲ 13.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,140	3,180	3,280	3,300	3,360	3,520	3,340	2,630	2,990	3,320	▲ 11.2%
Arts, Ent. & Rec.	1,630	1,530	1,670	1,600	1,600	1,770	1,760	1,160	1,130	1,540	▲ 35.7%
Retail**	340	350	340	330	350	370	370	350	350	370	▲ 5.6%
Ground Tran.	150	150	160	160	170	210	220	180	220	190	▼ -12.0%
Visitor Air Tran.	20	20	20	20	70	70	90	90	210	210	▼ -2.3%
Other Travel*	70	80	80	90	140	140	180	150	320	330	▲ 5.1%
TOTAL	5,350	5,310	5,540	5,500	5,680	6,070	5,970	4,560	5,220	5,960	▲ 14.3%

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**Retail includes gasoline station employment and earnings.

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Humboldt County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	12.6	13.4	14.6	15.4	17.5	19.0	18.5	14.6	25.9	25.0	▼ -3.5%
State Tax Receipts	19.8	20.5	20.3	19.8	20.4	22.9	23.5	14.4	24.1	24.1	▼ -0.2%
TOTAL	32.4	33.9	34.9	35.2	37.9	41.9	42.0	29.0	50.0	49.1	▼ -1.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.6	9.4	10.4	11.1	12.4	13.3	12.7	8.3	16.5	15.8	▼ -4.5%
Business or Employee	4.0	4.0	4.2	4.3	5.1	5.7	5.9	6.3	9.3	9.2	▼ -1.6%
TOTAL	12.6	13.4	14.6	15.4	17.5	19.0	18.5	14.6	25.9	25.0	▼ -3.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.3	15.8	15.4	14.9	15.4	17.9	18.3	9.0	16.1	16.0	▼ -0.7%
Business or Employee	4.5	4.7	4.9	4.9	5.0	5.1	5.2	5.3	8.0	8.1	▲ 0.8%
TOTAL	19.8	20.5	20.3	19.8	20.4	22.9	23.5	14.4	24.1	24.1	▼ -0.2%

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Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Imperial County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	399.6	481.0	▲ 20.4%
Other Travel*	31.9	32.4	28.5	25.2	29.0	33.3	34.5	12.1	19.7	28.2	▲ 43.2%
TOTAL	348.3	362.3	354.6	353.3	379.6	411.6	435.9	292.7	419.3	509.2	▲ 21.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	73.7	73.9	73.0	72.6	78.5	87.2	92.1	79.9	105.4	115.0	▲ 9.2%
Private Home	82.8	83.3	77.7	78.1	85.8	94.1	99.3	38.7	100.7	110.7	▲ 10.0%
Campground	107.8	118.8	120.9	122.4	128.4	134.7	145.3	121.4	151.4	194.0	▲ 28.1%
2nd Home	16.4	16.7	17.4	17.7	18.8	20.6	21.1	28.4	25.5	23.8	▼ -6.5%
Day Travel	35.6	37.1	37.1	37.4	39.1	41.7	43.7	12.3	16.7	37.5	▲ 124.1%
TOTAL	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	399.6	481.0	▲ 20.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	54.1	57.2	58.7	59.9	62.0	65.8	70.3	64.2	77.6	91.3	▲ 17.7%
Food Service	87.1	89.3	92.0	95.9	101.8	108.5	114.0	77.8	117.5	135.1	▲ 15.0%
Food Stores	39.1	42.1	43.7	44.1	44.9	45.7	48.2	37.1	52.0	65.8	▲ 26.4%
Local Tran. & Gas	58.3	61.3	55.7	51.0	56.9	65.5	69.4	38.2	57.7	78.8	▲ 36.6%
Arts, Ent. & Rec.	44.6	45.9	46.3	47.3	49.1	51.0	52.4	34.8	49.4	56.2	▲ 13.9%
Retail Sales	33.1	34.0	29.6	30.0	35.3	41.2	46.5	28.3	44.9	52.8	▲ 17.7%
Visitor Air Tran.	0.2	0.0	0.1	0.0	0.6	0.5	0.6	0.3	0.5	1.0	▲ 80.2%
TOTAL	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	399.6	481.0	▲ 20.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Imperial County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	52.3	54.8	56.4	61.3	63.8	66.0	70.7	59.7	76.0	84.7	▲ 11.4%
Arts, Ent. & Rec.	21.1	26.1	25.3	26.4	21.8	18.7	20.2	11.6	13.6	18.0	▲ 32.9%
Retail**	10.3	11.0	10.9	11.3	12.2	13.2	13.9	14.6	15.7	17.3	▲ 10.4%
Ground Tran.	4.3	4.6	4.8	5.3	6.3	9.0	10.0	4.8	4.2	4.3	▲ 3.4%
Visitor Air Tran.	0.1	0.0	0.3	0.0	0.0	0.0	1.3	1.0	2.1	1.9	▼ -8.3%
Other Travel*	1.2	1.5	1.3	1.5	1.6	1.7	2.7	2.6	2.7	3.3	▲ 23.1%
TOTAL	89.3	98.0	99.0	105.7	105.6	108.7	118.7	94.2	114.3	129.7	▲ 13.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,420	2,510	2,390	2,430	2,480	2,380	2,440	1,970	2,300	2,440	▲ 6.1%
Arts, Ent. & Rec.	1,320	1,530	1,530	1,470	1,330	1,030	1,050	580	650	850	▲ 30.6%
Retail**	420	430	420	420	440	460	460	450	470	480	▲ 3.5%
Ground Tran.	120	120	120	130	130	180	200	220	200	240	▲ 19.9%
Visitor Air Tran.	<10	0	<10	0	0	0	10	<10	20	10	▼ -13.6%
Other Travel*	60	60	60	70	70	70	80	70	70	80	▲ 10.0%
TOTAL	4,340	4,650	4,520	4,520	4,450	4,120	4,250	3,300	3,700	4,100	▲ 10.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Imperial County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	9.1	9.7	9.8	10.0	10.2	11.2	12.1	10.7	13.8	15.4	▲ 12.1%
State Tax Receipts	18.4	19.4	18.4	17.7	18.3	21.1	22.8	15.7	21.0	24.4	▲ 16.0%
TOTAL	27.5	29.0	28.1	27.7	28.5	32.3	34.8	26.5	34.7	39.8	▲ 14.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.1	6.4	6.5	6.7	7.0	7.9	8.4	6.9	9.1	10.8	▲ 19.3%
Business or Employee	3.0	3.2	3.2	3.3	3.2	3.3	3.6	3.8	4.7	4.6	▼ -1.8%
TOTAL	9.1	9.7	9.8	10.0	10.2	11.2	12.1	10.7	13.8	15.4	▲ 12.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.1	15.8	14.8	14.2	15.0	17.9	19.3	12.1	16.5	19.6	▲ 19.0%
Business or Employee	3.2	3.6	3.5	3.5	3.3	3.2	3.5	3.6	4.5	4.7	▲ 5.2%
TOTAL	18.4	19.4	18.4	17.7	18.3	21.1	22.8	15.7	21.0	24.4	▲ 16.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Inyo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	232.1	247.3	▲ 6.5%
Other Travel*	3.6	3.7	3.3	3.0	3.3	3.8	3.9	1.5	2.3	3.3	▲ 39.9%
TOTAL	223.8	231.6	229.5	239.2	240.2	248.7	267.4	155.0	234.4	250.5	▲ 6.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	133.7	139.0	139.0	147.6	143.8	149.0	160.6	100.7	158.2	141.9	▼ -10.3%
Private Home	9.4	9.3	8.5	8.6	9.2	9.9	10.6	3.5	10.7	11.8	▲ 10.4%
Campground	28.5	29.9	29.5	29.9	31.3	32.9	35.5	29.7	37.1	47.6	▲ 28.2%
2nd Home	3.4	3.5	3.6	3.6	3.8	4.1	4.2	5.2	4.7	5.1	▲ 9.6%
Day Travel	45.1	46.3	45.5	46.6	48.8	49.0	52.5	14.3	21.4	40.9	▲ 90.9%
TOTAL	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	232.1	247.3	▲ 6.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	54.2	57.9	59.2	64.3	64.2	66.2	71.7	54.8	70.9	79.3	▲ 11.9%
Food Service	64.1	65.5	66.5	70.7	70.6	72.9	78.9	41.5	69.2	66.7	▼ -3.7%
Food Stores	11.9	12.5	12.6	12.8	12.8	12.9	13.8	9.8	14.6	17.5	▲ 20.0%
Local Tran. & Gas	27.8	28.6	25.6	24.0	25.7	28.8	31.0	14.6	24.1	29.5	▲ 22.5%
Arts, Ent. & Rec.	33.8	34.6	34.3	35.8	35.1	35.3	37.3	18.4	29.2	28.8	▼ -1.4%
Retail Sales	28.3	28.8	27.9	28.6	28.4	28.9	30.8	14.4	24.0	25.4	▲ 6.0%
TOTAL	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	232.1	247.3	▲ 6.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Inyo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	34.2	32.5	35.2	37.4	41.6	46.1	51.0	38.9	43.0	52.1	▲ 21.2%
Arts, Ent. & Rec.	9.0	9.4	9.4	10.5	10.5	12.0	13.5	10.4	13.4	17.2	▲ 27.8%
Retail**	5.7	5.9	6.0	6.3	6.8	6.9	7.1	7.3	7.6	7.8	▲ 3.3%
Ground Tran.	2.5	2.7	2.7	3.1	3.4	4.8	5.4	2.0	2.0	1.7	▼ -12.1%
Other Travel*	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.3	0.4	▲ 14.0%
TOTAL	51.7	50.7	53.5	57.6	62.8	70.3	77.3	59.0	66.3	79.2	▲ 19.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,520	1,370	1,420	1,440	1,500	1,540	1,750	1,360	1,390	1,550	▲ 11.3%
Arts, Ent. & Rec.	580	600	550	560	590	650	710	530	620	800	▲ 28.3%
Retail**	200	210	200	200	210	220	210	210	200	200	▼ -0.2%
Ground Tran.	70	70	70	70	70	90	110	100	90	90	▲ 1.9%
Other Travel*	<10	10	10	10	10	10	10	10	10	10	▲ 3.5%
TOTAL	2,390	2,260	2,260	2,290	2,390	2,510	2,790	2,210	2,320	2,650	▲ 14.4%

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**Retail includes gasoline station employment and earnings.

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Inyo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.4	8.7	8.9	9.6	9.7	10.3	11.2	8.8	11.3	12.3	▲ 8.8%
State Tax Receipts	8.1	8.3	8.0	8.0	7.9	8.7	9.4	6.1	8.5	8.9	▲ 5.4%
TOTAL	16.4	17.0	16.9	17.6	17.6	19.0	20.6	14.9	19.8	21.2	▲ 7.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.6	7.0	7.2	7.8	7.7	8.1	8.8	6.4	8.6	9.5	▲ 10.5%
Business or Employee	1.8	1.7	1.8	1.8	1.9	2.2	2.4	2.4	2.7	2.8	▲ 3.4%
TOTAL	8.4	8.7	8.9	9.6	9.7	10.3	11.2	8.8	11.3	12.3	▲ 8.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.1	6.3	6.0	6.0	5.9	6.5	7.1	3.9	5.8	6.1	▲ 4.7%
Business or Employee	1.9	1.9	2.0	2.0	2.0	2.1	2.3	2.3	2.7	2.9	▲ 6.7%
TOTAL	8.1	8.3	8.0	8.0	7.9	8.7	9.4	6.1	8.5	8.9	▲ 5.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Kern County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,431	1,725	▲ 20.6%
Other Travel*	180	180	162	144	160	185	195	72	114	166	▲ 44.9%
TOTAL	1,461	1,510	1,504	1,396	1,518	1,686	1,775	1,106	1,545	1,890	▲ 22.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	421	443	472	419	457	513	550	496	566	638	▲ 12.7%
Private Home	321	325	311	292	330	372	393	82	358	433	▲ 20.8%
Campground	68	79	78	79	83	87	94	79	99	126	▲ 28.1%
2nd Home	136	139	135	138	144	154	157	274	247	195	▼ -21.0%
Day Travel	337	343	345	324	343	375	385	103	161	333	▲ 106.5%
TOTAL	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,431	1,725	▲ 20.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	214	232	248	235	249	270	287	298	356	355	▼ -0.4%
Food Service	337	345	365	353	380	414	435	285	395	485	▲ 22.7%
Food Stores	71	75	78	75	77	80	82	60	88	107	▲ 21.1%
Local Tran. & Gas	296	306	283	245	275	319	331	131	225	318	▲ 41.3%
Arts, Ent. & Rec.	168	172	178	169	177	189	193	128	164	195	▲ 18.5%
Retail Sales	183	186	179	167	190	220	240	127	194	253	▲ 30.4%
Visitor Air Tran.	13	12	12	9	9	10	12	5	8	13	▲ 63.7%
TOTAL	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,431	1,725	▲ 20.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Kern County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	218	228	262	265	306	338	360	322	395	451	▲ 13.9%
Arts, Ent. & Rec.	84	86	81	81	92	91	96	65	83	105	▲ 26.4%
Retail**	39	41	42	40	45	48	50	53	61	67	▲ 9.9%
Ground Tran.	23	25	27	27	32	44	48	24	23	26	▲ 11.9%
Visitor Air Tran.	2	0	0	0	9	9	13	12	38	39	▲ 3.0%
Other Travel*	11	9	9	11	25	26	33	33	70	76	▲ 8.6%
TOTAL	377	389	421	425	508	558	601	509	671	764	▲ 13.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,980	9,030	9,890	9,240	10,400	11,040	11,090	9,730	10,920	11,940	▲ 9.4%
Arts, Ent. & Rec.	4,270	4,400	4,230	4,040	4,240	4,210	4,280	2,610	3,040	3,830	▲ 26.0%
Retail**	1,340	1,410	1,420	1,340	1,460	1,520	1,520	1,480	1,590	1,660	▲ 4.1%
Ground Tran.	620	640	650	620	660	860	950	840	860	1,060	▲ 22.0%
Visitor Air Tran.	70	0	0	<10	90	90	130	110	280	270	▼ -3.0%
Other Travel*	390	310	320	310	440	460	530	510	720	740	▲ 2.2%
TOTAL	15,680	15,790	16,520	15,560	17,300	18,170	18,500	15,290	17,420	19,500	▲ 11.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Kern County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	31	33	35	33	36	42	45	41	55	59	▲ 6.0%
State Tax Receipts	83	86	83	76	81	96	102	62	86	102	▲ 19.3%
TOTAL	114	119	118	109	117	138	147	103	141	161	▲ 14.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	19	21	22	20	21	25	27	21	29	32	▲ 12.8%
Business or Employee	12	12	13	13	15	16	18	20	26	26	▼ -1.3%
TOTAL	31	33	35	33	36	42	45	41	55	59	▲ 6.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	68	71	68	61	65	79	84	43	60	76	▲ 25.7%
Business or Employee	14	15	16	15	16	17	18	19	25	26	▲ 4.0%
TOTAL	83	86	83	76	81	96	102	62	86	102	▲ 19.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Kings County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	154.1	190.0	▲ 23.4%
Other Travel*	26.7	26.5	23.5	20.5	23.0	27.0	28.1	9.7	16.1	22.9	▲ 42.1%
TOTAL	163.1	166.7	163.8	158.7	167.3	185.0	193.4	93.1	170.2	212.9	▲ 25.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	26.8	28.7	32.4	33.1	30.8	34.9	36.8	38.7	41.3	44.5	▲ 7.7%
Private Home	77.5	77.9	73.8	71.6	78.4	86.5	91.1	32.6	92.7	110.1	▲ 18.9%
Campground	3.2	4.1	4.1	4.2	4.4	4.6	4.9	4.1	5.2	6.6	▲ 28.1%
2nd Home	1.4	1.4	1.5	1.5	1.6	1.7	1.8	0.7	0.6	0.8	▲ 27.4%
Day Travel	27.5	28.0	28.6	27.9	29.2	30.4	30.8	7.2	14.3	28.0	▲ 95.9%
TOTAL	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	154.1	190.0	▲ 23.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	10.6	11.9	13.5	14.2	13.5	15.2	16.1	14.6	18.6	19.5	▲ 5.2%
Food Service	48.0	48.8	51.8	52.4	53.8	57.3	58.9	30.6	58.2	71.5	▲ 23.0%
Food Stores	11.9	12.3	12.8	12.3	12.4	12.8	12.8	5.9	13.5	17.0	▲ 25.7%
Local Tran. & Gas	22.9	23.5	21.5	19.0	20.8	24.0	24.6	7.7	15.7	22.1	▲ 41.3%
Arts, Ent. & Rec.	23.6	24.0	24.9	24.7	24.8	25.8	25.8	12.5	22.9	28.0	▲ 22.3%
Retail Sales	19.3	19.7	15.7	15.6	19.1	23.0	27.1	12.1	25.3	31.9	▲ 26.1%
TOTAL	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	154.1	190.0	▲ 23.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Kings County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	29.5	30.4	35.0	36.9	37.9	44.6	47.0	45.0	56.0	61.5	▲ 9.7%
Arts, Ent. & Rec.	6.9	7.0	8.2	9.0	8.4	10.1	10.5	9.7	13.7	20.0	▲ 46.0%
Retail**	4.5	4.7	4.4	4.4	4.9	5.5	6.0	6.3	6.8	7.5	▲ 10.6%
Ground Tran.	1.6	1.7	1.8	1.9	2.2	3.1	3.4	1.2	1.3	1.4	▲ 6.7%
Other Travel*	0.8	0.9	1.0	1.1	1.0	1.0	1.0	1.2	1.3	1.5	▲ 10.0%
TOTAL	43.3	44.7	50.4	53.3	54.3	64.5	67.8	63.4	79.2	91.9	▲ 16.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,210	1,230	1,340	1,310	1,300	1,490	1,490	1,420	1,630	1,750	▲ 7.1%
Arts, Ent. & Rec.	420	420	450	460	420	510	500	430	550	730	▲ 32.7%
Retail**	170	180	160	150	170	190	200	190	200	210	▲ 4.2%
Ground Tran.	40	40	50	50	50	60	70	50	60	80	▲ 23.7%
Other Travel*	50	50	50	50	50	50	50	60	60	60	▲ 3.4%
TOTAL	1,890	1,930	2,050	2,020	1,990	2,300	2,300	2,150	2,500	2,820	▲ 12.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Kings County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.8	2.9	3.2	3.3	3.2	3.9	4.1	4.1	5.5	5.8	▲ 5.7%
State Tax Receipts	10.0	10.3	9.9	9.3	9.6	11.4	12.1	6.8	10.6	12.6	▲ 18.9%
TOTAL	12.8	13.2	13.1	12.6	12.8	15.3	16.3	10.9	16.0	18.3	▲ 14.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.4	1.5	1.6	1.7	1.7	2.0	2.1	1.6	2.3	2.6	▲ 12.4%
Business or Employee	1.4	1.4	1.6	1.6	1.6	1.9	2.0	2.5	3.1	3.1	▲ 0.6%
TOTAL	2.8	2.9	3.2	3.3	3.2	3.9	4.1	4.1	5.5	5.8	▲ 5.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.4	8.6	8.1	7.5	7.9	9.5	10.1	4.5	7.6	9.5	▲ 23.9%
Business or Employee	1.6	1.7	1.8	1.8	1.7	1.9	2.0	2.3	2.9	3.1	▲ 5.8%
TOTAL	10.0	10.3	9.9	9.3	9.6	11.4	12.1	6.8	10.6	12.6	▲ 18.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Lake County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	155.6	162.9	▲ 4.7%
Other Travel*	13.4	13.5	12.5	11.5	12.7	14.5	15.1	6.3	9.2	12.8	▲ 39.0%
TOTAL	146.1	154.5	156.3	156.9	160.6	174.4	180.7	133.6	164.8	175.8	▲ 6.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	27.7	30.0	33.0	34.5	30.6	33.7	34.5	31.7	35.5	27.5	▼ -22.5%
Private Home	33.7	34.0	32.0	31.3	33.8	37.3	39.2	13.1	40.2	44.3	▲ 10.1%
Campground	11.3	15.1	15.2	15.4	16.1	16.9	18.3	15.3	19.1	24.4	▲ 28.1%
2nd Home	36.8	37.3	38.8	39.5	41.7	45.5	46.6	56.4	50.5	46.3	▼ -8.3%
Day Travel	23.3	24.6	24.8	24.8	25.6	26.4	27.1	10.8	10.4	20.4	▲ 96.9%
TOTAL	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	155.6	162.9	▲ 4.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	25.3	27.9	30.1	31.7	30.5	31.7	32.7	35.6	36.1	36.5	▲ 1.3%
Food Service	41.6	43.2	45.4	47.0	47.2	49.8	51.5	38.5	49.5	49.6	▲ 0.3%
Food Stores	9.1	10.2	10.5	10.5	10.4	10.6	11.0	7.4	11.9	14.2	▲ 18.9%
Local Tran. & Gas	19.7	21.1	19.2	17.4	18.7	21.5	22.3	11.0	15.2	18.6	▲ 23.0%
Arts, Ent. & Rec.	22.6	23.5	24.2	24.5	24.2	24.8	25.0	18.7	22.0	21.8	▼ -0.7%
Retail Sales	14.3	15.0	14.3	14.5	16.9	21.4	23.2	16.2	21.0	22.1	▲ 5.3%
TOTAL	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	155.6	162.9	▲ 4.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Lake County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	26.5	27.4	29.3	32.2	33.3	35.7	37.9	34.5	40.7	45.1	▲ 10.8%
Arts, Ent. & Rec.	5.8	4.0	3.9	3.8	4.1	4.6	4.8	5.4	6.3	5.8	▼ -7.0%
Retail**	3.5	3.8	3.9	4.0	4.5	5.1	5.3	6.1	6.3	6.8	▲ 7.6%
Ground Tran.	1.4	1.6	1.7	1.8	2.0	2.9	3.2	1.5	1.2	1.1	▼ -10.5%
Other Travel*	1.2	1.3	1.4	1.6	1.7	1.8	2.0	1.7	1.7	2.1	▲ 24.7%
TOTAL	38.4	38.1	40.2	43.3	45.7	50.1	53.1	49.2	56.2	60.9	▲ 8.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,070	1,090	1,100	1,110	1,080	1,140	1,160	1,010	1,110	1,200	▲ 8.8%
Arts, Ent. & Rec.	430	330	290	310	300	360	340	350	370	330	▼ -10.1%
Retail**	130	150	140	140	150	160	170	180	180	190	▲ 4.1%
Ground Tran.	40	40	40	40	40	60	60	70	60	60	▲ 3.7%
Other Travel*	30	30	30	30	30	30	40	30	30	40	▲ 24.6%
TOTAL	1,700	1,630	1,590	1,630	1,620	1,750	1,760	1,640	1,740	1,820	▲ 4.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Lake County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.8	2.9	3.1	3.3	3.2	3.7	3.9	4.1	4.7	4.7	▲ 0.2%
State Tax Receipts	7.3	7.7	7.5	7.3	7.4	8.5	9.0	6.6	8.0	8.4	▲ 4.8%
TOTAL	10.1	10.6	10.6	10.6	10.6	12.2	12.8	10.7	12.7	13.1	▲ 3.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.5	1.7	1.9	2.0	1.9	2.2	2.3	2.2	2.5	2.6	▲ 5.8%
Business or Employee	1.2	1.2	1.3	1.3	1.3	1.5	1.6	1.9	2.2	2.1	▼ -6.1%
TOTAL	2.8	2.9	3.1	3.3	3.2	3.7	3.9	4.1	4.7	4.7	▲ 0.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.9	6.2	6.0	5.8	5.9	7.0	7.4	4.7	5.8	6.3	▲ 7.5%
Business or Employee	1.4	1.4	1.5	1.5	1.5	1.5	1.6	1.9	2.2	2.1	▼ -2.3%
TOTAL	7.3	7.7	7.5	7.3	7.4	8.5	9.0	6.6	8.0	8.4	▲ 4.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Lassen County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	60.3	66.1	▲ 9.5%
Other Travel*	5.6	5.6	4.8	4.2	4.7	5.4	5.6	1.9	3.2	4.5	▲ 42.3%
TOTAL	58.7	60.4	58.5	59.1	63.5	65.0	70.5	39.7	63.5	70.6	▲ 11.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	12.8	13.4	13.9	14.9	16.2	15.3	17.0	9.6	17.3	12.5	▼ -27.6%
Private Home	17.1	17.1	15.7	15.6	17.0	17.6	19.6	6.4	19.6	21.6	▲ 10.1%
Campground	5.1	5.8	5.8	5.9	6.1	6.4	6.9	5.8	7.1	9.1	▲ 27.3%
2nd Home	6.6	6.5	6.7	6.8	7.2	7.9	8.1	11.8	10.6	12.3	▲ 16.0%
Day Travel	11.5	11.9	11.7	11.8	12.3	12.4	13.3	4.2	5.7	10.6	▲ 86.2%
TOTAL	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	60.3	66.1	▲ 9.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.3	8.9	9.3	9.9	10.6	10.4	11.4	9.8	12.3	12.7	▲ 3.7%
Food Service	16.9	17.2	17.5	18.4	19.4	19.2	20.7	11.5	20.1	21.1	▲ 5.2%
Food Stores	4.1	4.3	4.3	4.3	4.3	4.2	4.5	2.6	4.7	5.7	▲ 19.7%
Local Tran. & Gas	8.4	8.6	7.7	7.0	7.8	8.5	9.1	3.6	6.2	8.0	▲ 28.7%
Arts, Ent. & Rec.	8.9	9.1	9.0	9.3	9.6	9.3	9.7	5.4	8.6	9.1	▲ 5.9%
Retail Sales	6.6	6.8	5.9	6.1	7.2	8.1	9.3	4.9	8.5	9.5	▲ 12.0%
TOTAL	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	60.3	66.1	▲ 9.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Lassen County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	10.0	11.2	12.7	13.2	13.3	12.3	13.6	11.4	12.4	13.3	▲ 7.8%
Arts, Ent. & Rec.	6.3	6.1	5.1	5.3	5.6	8.5	9.2	7.4	9.1	10.3	▲ 13.2%
Retail**	1.7	1.8	1.7	1.8	1.9	1.9	2.0	2.2	2.5	2.6	▲ 5.6%
Ground Tran.	0.6	0.6	0.7	0.7	0.9	1.2	1.3	0.5	0.5	0.5	▼ -6.3%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	▲ 57.5%
TOTAL	18.8	19.9	20.3	21.3	21.8	24.1	26.3	21.6	24.6	27.0	▲ 9.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	440	480	510	490	470	410	450	370	360	380	▲ 4.5%
Arts, Ent. & Rec.	420	370	340	330	330	470	570	420	560	600	▲ 9.0%
Retail**	60	60	60	60	60	60	60	60	60	70	▲ 3.1%
Ground Tran.	20	20	20	20	20	20	30	20	20	30	▲ 8.6%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 44.6%
TOTAL	950	940	940	900	880	970	1,120	870	1,010	1,080	▲ 7.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Lassen County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.4	1.4	1.5	1.5	1.6	1.7	1.9	1.6	2.1	2.1	▼ -1.8%
State Tax Receipts	3.3	3.4	3.2	3.1	3.2	3.5	3.8	2.3	3.3	3.6	▲ 8.5%
TOTAL	4.6	4.8	4.7	4.6	4.8	5.2	5.8	3.9	5.5	5.7	▲ 4.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.8	0.8	0.8	0.9	1.0	1.0	1.1	0.8	1.1	1.2	▲ 1.0%
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.7	0.8	0.8	1.0	0.9	▼ -5.0%
TOTAL	1.4	1.4	1.5	1.5	1.6	1.7	1.9	1.6	2.1	2.1	▼ -1.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.6	2.7	2.5	2.4	2.5	2.8	3.1	1.6	2.4	2.7	▲ 12.2%
Business or Employee	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.9	0.9	▼ -1.0%
TOTAL	3.3	3.4	3.2	3.1	3.2	3.5	3.8	2.3	3.3	3.6	▲ 8.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Los Angeles County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%
Other Travel*	5,065	5,257	5,246	5,179	5,622	6,179	6,418	2,889	3,657	6,040	▲ 65.2%
TOTAL	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	21,036	28,493	▲ 35.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11,507	11,938	12,828	13,940	14,803	15,729	15,777	7,000	11,071	13,782	▲ 24.5%
Private Home	3,080	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,360	3,912	▲ 16.4%
Campground	87	92	93	94	98	103	111	93	116	149	▲ 28.2%
2nd Home	163	165	162	164	173	186	191	340	305	337	▲ 10.5%
Day Travel	5,162	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,528	4,274	▲ 69.1%
TOTAL	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3,805	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,093	5,842	▲ 42.7%
Food Service	5,037	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,653	5,340	▲ 14.8%
Food Stores	577	587	615	629	640	660	667	289	544	666	▲ 22.4%
Local Tran. & Gas	3,083	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,385	3,092	▲ 29.7%
Arts, Ent. & Rec.	3,086	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,335	2,626	▲ 12.5%
Retail Sales	2,672	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,266	2,692	▲ 18.8%
Visitor Air Tran.	1,739	1,906	1,972	2,017	2,116	2,267	2,333	683	1,103	2,194	▲ 98.9%
TOTAL	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,379	22,453	▲ 29.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Los Angeles County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,777	3,949	4,372	4,932	5,247	5,692	5,913	4,144	4,896	6,294	▲ 28.5%
Arts, Ent. & Rec.	2,103	2,209	2,401	2,530	2,575	2,786	2,926	2,085	2,392	2,668	▲ 11.6%
Retail**	442	451	484	512	529	560	575	572	643	682	▲ 6.0%
Ground Tran.	358	379	420	472	515	651	695	282	335	365	▲ 8.7%
Visitor Air Tran.	774	803	890	1,273	1,459	1,538	2,199	2,201	1,739	1,874	▲ 7.8%
Other Travel*	1,473	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,558	2,867	▲ 12.1%
TOTAL	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,563	14,750	▲ 17.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	108,710	110,180	115,960	121,910	125,480	129,520	127,760	91,770	99,530	117,020	▲ 17.6%
Arts, Ent. & Rec.	25,380	26,740	29,230	30,580	30,210	32,160	32,730	21,670	24,590	30,480	▲ 23.9%
Retail**	13,200	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,400	13,590	▲ 1.4%
Ground Tran.	8,930	9,020	9,620	10,150	10,410	12,340	13,170	8,360	9,300	10,160	▲ 9.2%
Visitor Air Tran.	9,580	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	▲ 1.5%
Other Travel*	22,250	23,080	24,050	26,660	28,190	28,760	32,950	28,200	23,980	25,210	▲ 5.1%
TOTAL	188,060	192,230	203,160	216,460	223,160	232,230	240,020	180,190	184,890	210,760	▲ 14.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Los Angeles County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,326	1,606	▲ 21.1%
State Tax Receipts	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	1,008	1,161	▲ 15.3%
TOTAL	2,117	2,188	2,304	2,459	2,624	2,851	3,010	1,784	2,334	2,767	▲ 18.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	687	726	797	885	1,017	1,087	1,106	475	751	1,022	▲ 36.0%
Business or Employee	329	335	365	407	436	472	533	556	575	585	▲ 1.7%
TOTAL	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,326	1,606	▲ 21.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	812	823	816	814	839	955	994	395	630	751	▲ 19.2%
Business or Employee	290	304	326	354	332	337	378	358	377	410	▲ 8.6%
TOTAL	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	1,008	1,161	▲ 15.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Madera County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	316.3	316.4	▲ 0.1%
Other Travel*	26.7	27.0	24.3	26.6	30.3	34.7	36.1	14.7	21.9	30.5	▲ 39.3%
TOTAL	264.2	275.1	268.8	291.0	316.2	339.3	355.0	206.1	338.1	346.9	▲ 2.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	110.8	116.3	117.2	133.9	148.0	156.3	163.1	119.5	197.9	160.6	▼ -18.8%
Private Home	37.7	37.9	35.5	35.6	38.7	42.8	45.7	13.7	42.4	47.3	▲ 11.5%
Campground	19.4	22.2	22.0	22.2	23.3	24.5	26.4	22.0	27.5	35.2	▲ 28.2%
2nd Home	17.5	18.0	17.5	17.8	18.7	19.9	20.4	19.0	17.2	23.1	▲ 34.5%
Day Travel	52.1	53.6	52.3	54.8	57.1	61.1	63.4	17.2	31.3	50.2	▲ 60.5%
TOTAL	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	316.3	316.4	▲ 0.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	52.0	56.4	58.5	66.8	73.2	76.4	79.7	68.6	98.8	106.8	▲ 8.0%
Food Service	63.2	65.0	66.2	73.7	79.1	83.5	87.9	49.4	87.1	77.1	▼ -11.4%
Food Stores	13.1	14.0	14.1	14.6	14.9	15.2	15.8	10.7	17.5	20.4	▲ 16.4%
Local Tran. & Gas	44.2	45.8	40.8	39.1	43.6	49.9	52.1	20.1	38.7	43.5	▲ 12.4%
Arts, Ent. & Rec.	31.4	32.4	32.2	35.1	36.8	38.0	38.9	21.3	35.4	30.9	▼ -12.6%
Retail Sales	33.7	34.5	32.6	35.1	38.4	41.7	44.5	21.4	38.8	37.7	▼ -2.7%
TOTAL	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	316.3	316.4	▲ 0.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Madera County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	53.3	55.4	60.0	69.4	77.4	81.8	87.7	79.9	100.2	116.8	▲ 16.6%
Arts, Ent. & Rec.	14.0	19.2	15.7	16.5	21.4	22.9	24.3	20.7	25.0	31.2	▲ 24.9%
Retail**	7.9	8.4	8.3	9.1	9.7	10.3	10.9	12.8	14.4	14.7	▲ 2.0%
Ground Tran.	3.5	3.7	3.8	4.5	5.3	7.6	8.3	3.0	3.3	2.6	▼ -20.0%
Other Travel*	0.8	1.0	1.1	2.3	2.7	2.8	3.1	3.2	3.2	3.7	▲ 17.9%
TOTAL	79.6	87.7	88.9	101.8	116.6	125.5	134.3	119.4	146.0	169.0	▲ 15.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,910	1,910	1,910	2,070	2,150	2,200	2,250	2,010	2,300	2,510	▲ 9.4%
Arts, Ent. & Rec.	870	1,200	890	990	1,380	1,550	1,510	1,220	1,350	1,690	▲ 25.9%
Retail**	260	270	260	280	290	300	310	340	370	350	▼ -3.7%
Ground Tran.	100	100	100	110	110	150	170	140	150	140	▼ -7.2%
Other Travel*	40	50	50	90	110	110	110	110	100	110	▲ 9.3%
TOTAL	3,170	3,520	3,210	3,540	4,050	4,320	4,350	3,820	4,270	4,810	▲ 12.8%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Madera County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	7.6	8.3	8.8	9.9	10.9	11.9	12.6	11.7	16.3	16.6	▲ 1.6%
State Tax Receipts	14.4	15.2	14.3	14.5	15.3	17.5	18.6	11.5	17.0	17.2	▲ 1.2%
TOTAL	22.1	23.5	23.1	24.5	26.3	29.4	31.2	23.2	33.3	33.8	▲ 1.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.0	5.4	5.9	6.7	7.4	8.1	8.5	6.8	10.4	10.6	▲ 2.5%
Business or Employee	2.7	2.9	2.9	3.2	3.5	3.8	4.1	4.9	6.0	6.0	▼ 0.0%
TOTAL	7.6	8.3	8.8	9.9	10.9	11.9	12.6	11.7	16.3	16.6	▲ 1.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.7	12.1	11.3	11.3	11.9	14.0	14.9	7.4	11.8	11.9	▲ 0.5%
Business or Employee	2.8	3.1	3.0	3.3	3.4	3.5	3.7	4.1	5.2	5.3	▲ 2.7%
TOTAL	14.4	15.2	14.3	14.5	15.3	17.5	18.6	11.5	17.0	17.2	▲ 1.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Marin County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	467.3	654.1	▲ 40.0%
Other Travel*	184.4	169.6	171.5	170.0	164.9	174.4	195.2	113.0	132.2	198.1	▲ 49.8%
TOTAL	673.4	690.2	715.2	731.1	730.9	796.4	838.3	365.6	599.5	852.2	▲ 42.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	255.1	274.0	295.0	309.9	300.0	335.8	345.1	118.9	250.3	377.7	▲ 50.9%
Private Home	82.1	83.3	84.1	84.8	92.4	101.9	108.0	28.6	83.5	91.5	▲ 9.5%
Campground	27.0	34.8	35.4	35.9	37.6	39.5	42.6	35.8	44.6	57.1	▲ 28.1%
2nd Home	30.8	31.3	31.1	31.6	33.6	37.2	38.1	41.1	36.9	40.9	▲ 10.8%
Day Travel	94.1	97.2	98.0	99.0	102.4	107.5	109.3	28.1	51.9	86.9	▲ 67.4%
TOTAL	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	467.3	654.1	▲ 40.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	121.3	139.0	154.9	164.3	158.6	177.4	184.2	85.4	152.2	232.6	▲ 52.8%
Food Service	142.8	147.0	154.2	161.9	164.3	177.4	182.9	65.8	127.8	170.5	▲ 33.3%
Food Stores	23.8	26.3	27.2	27.3	27.3	28.1	28.9	16.7	27.6	36.4	▲ 31.8%
Local Tran. & Gas	50.2	53.3	49.1	45.5	49.2	56.7	58.5	19.2	35.6	52.5	▲ 47.4%
Arts, Ent. & Rec.	79.8	82.2	84.2	86.7	86.0	90.7	91.0	31.1	59.2	76.1	▲ 28.5%
Retail Sales	71.0	72.8	74.1	75.4	80.6	91.7	97.6	34.4	64.7	86.0	▲ 33.0%
TOTAL	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	467.3	654.1	▲ 40.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Marin County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	151.5	162.1	170.5	188.5	197.1	209.6	221.4	150.5	174.7	222.8	▲ 27.5%
Arts, Ent. & Rec.	47.4	49.9	51.3	55.4	56.1	58.6	59.8	45.4	51.3	56.0	▲ 9.2%
Retail**	12.5	13.3	14.0	14.5	15.0	17.4	17.0	16.9	17.5	18.0	▲ 2.9%
Ground Tran.	4.9	5.2	5.5	6.1	7.0	10.2	10.9	2.8	3.1	3.6	▲ 13.4%
Other Travel*	42.9	38.9	41.2	42.6	39.9	40.9	46.6	23.2	34.0	40.4	▲ 18.8%
TOTAL	259.1	269.4	282.5	307.1	315.1	336.7	355.7	238.7	280.7	340.8	▲ 21.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,320	3,390	3,390	3,450	3,510	3,620	3,650	2,490	2,640	3,110	▲ 17.8%
Arts, Ent. & Rec.	1,450	1,540	1,570	1,670	1,690	1,670	1,720	1,250	1,290	1,440	▲ 11.9%
Retail**	340	350	340	350	350	380	400	390	380	370	▼ -2.5%
Ground Tran.	130	140	140	150	150	200	220	130	150	190	▲ 31.5%
Other Travel*	570	550	560	600	550	590	650	290	400	460	▲ 13.6%
TOTAL	5,810	5,980	5,990	6,220	6,250	6,460	6,640	4,550	4,860	5,570	▲ 14.7%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Marin County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	25.0	27.6	29.8	31.1	30.8	34.8	36.8	20.4	31.0	41.5	▲ 34.0%
State Tax Receipts	28.7	29.7	29.5	29.2	29.0	32.3	34.0	17.4	25.5	31.5	▲ 23.8%
TOTAL	53.7	57.3	59.3	60.3	59.9	67.1	70.8	37.7	56.4	73.0	▲ 29.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.8	18.1	19.9	20.8	20.7	23.8	25.2	10.1	18.8	28.7	▲ 52.4%
Business or Employee	9.2	9.5	9.9	10.3	10.1	10.9	11.5	10.2	12.1	12.8	▲ 5.3%
TOTAL	25.0	27.6	29.8	31.1	30.8	34.8	36.8	20.4	31.0	41.5	▲ 34.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	20.2	21.0	20.5	20.1	20.4	23.7	24.9	9.8	16.2	21.2	▲ 30.5%
Business or Employee	8.5	8.7	8.9	9.2	8.6	8.6	9.1	7.5	9.3	10.4	▲ 12.2%
TOTAL	28.7	29.7	29.5	29.2	29.0	32.3	34.0	17.4	25.5	31.5	▲ 23.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mariposa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	335.0	348.1	▲ 3.9%
Other Travel*	3.1	3.1	2.7	2.4	2.7	3.1	3.2	1.1	1.8	2.5	▲ 42.3%
TOTAL	394.4	420.8	453.5	457.9	470.7	436.8	467.2	255.3	336.8	350.6	▲ 4.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	336.4	361.0	392.7	397.6	407.3	373.9	400.6	226.5	292.7	292.0	▼ -0.3%
Private Home	9.3	9.5	8.8	8.5	9.3	9.8	10.8	3.5	10.8	11.9	▲ 10.2%
Campground	2.5	2.7	2.6	2.7	2.8	2.9	3.1	2.6	3.3	4.2	▲ 28.1%
2nd Home	9.9	9.9	10.2	10.4	11.1	12.1	12.4	10.8	9.6	10.5	▲ 9.2%
Day Travel	33.1	34.7	36.5	36.5	37.5	35.1	37.1	10.8	18.6	29.5	▲ 58.8%
TOTAL	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	335.0	348.1	▲ 3.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	130.9	142.5	157.5	162.5	168.3	152.6	165.4	109.3	160.4	184.5	▲ 15.0%
Food Service	114.5	121.1	132.7	136.0	139.5	130.5	140.1	70.8	82.6	74.8	▼ -9.4%
Food Stores	8.7	9.2	9.9	9.7	9.6	8.9	9.4	4.8	11.5	12.7	▲ 10.5%
Local Tran. & Gas	35.2	37.4	36.4	33.3	35.8	36.2	38.6	16.3	20.1	19.9	▼ -0.9%
Arts, Ent. & Rec.	56.6	59.9	64.0	64.3	64.5	59.0	61.7	29.8	33.2	30.0	▼ -9.9%
Retail Sales	45.3	47.6	50.3	49.7	50.1	46.4	48.9	23.2	27.3	26.2	▼ -3.9%
TOTAL	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	335.0	348.1	▲ 3.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mariposa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	64.7	68.7	77.8	78.2	84.5	72.8	83.1	78.3	94.4	144.5	▲ 53.0%
Arts, Ent. & Rec.	13.9	14.2	16.7	14.3	13.9	9.6	10.3	5.9	10.5	11.1	▲ 5.8%
Retail**	10.7	11.5	12.5	12.7	13.8	13.0	13.4	13.2	13.6	13.3	▼ -1.9%
Ground Tran.	4.1	4.5	5.0	5.4	6.1	7.8	8.7	2.9	1.8	1.3	▼ -29.0%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.2	▼ -13.8%
TOTAL	93.6	99.1	112.1	110.7	118.5	103.3	115.6	100.4	120.6	170.5	▲ 41.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,960	2,990	3,120	2,880	3,080	2,680	2,850	2,760	3,040	4,240	▲ 39.7%
Arts, Ent. & Rec.	750	840	900	860	760	580	690	440	880	1,030	▲ 17.5%
Retail**	360	400	410	400	410	390	380	340	340	320	▼ -5.9%
Ground Tran.	110	120	130	130	130	150	170	140	80	70	▼ -17.7%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	10	<10	▼ -7.8%
TOTAL	4,180	4,370	4,570	4,270	4,390	3,810	4,100	3,680	4,350	5,670	▲ 30.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mariposa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	17.4	18.7	20.6	21.0	21.7	20.0	21.8	15.7	21.0	25.3	▲ 20.8%
State Tax Receipts	12.4	13.2	14.0	13.5	13.4	12.6	13.7	9.0	10.6	10.8	▲ 1.8%
TOTAL	29.8	31.9	34.5	34.5	35.2	32.6	35.4	24.6	31.6	36.1	▲ 14.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.2	15.4	16.9	17.5	18.1	16.8	18.2	11.5	16.0	18.8	▲ 17.6%
Business or Employee	3.2	3.3	3.7	3.5	3.6	3.2	3.6	4.1	5.0	6.5	▲ 31.0%
TOTAL	17.4	18.7	20.6	21.0	21.7	20.0	21.8	15.7	21.0	25.3	▲ 20.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.0	9.5	9.9	9.6	9.6	9.4	10.1	5.1	5.9	5.5	▼ -7.5%
Business or Employee	3.5	3.7	4.1	3.9	3.8	3.2	3.5	3.8	4.7	5.3	▲ 13.6%
TOTAL	12.4	13.2	14.0	13.5	13.4	12.6	13.7	9.0	10.6	10.8	▲ 1.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mendocino County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	496.7	455.0	▼ -8.4%
Other Travel*	16.1	16.2	14.4	12.8	14.4	16.5	17.2	6.2	9.9	14.0	▲ 41.2%
TOTAL	365.1	382.1	398.7	434.6	465.9	451.7	484.0	300.2	506.5	468.9	▼ -7.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	200.1	214.6	233.7	267.2	289.3	267.4	286.3	188.6	337.4	249.5	▼ -26.1%
Private Home	46.3	46.6	43.6	44.1	46.8	49.0	54.2	17.8	54.7	60.2	▲ 10.1%
Campground	40.0	40.8	41.5	41.9	44.0	46.2	49.8	41.8	52.1	66.8	▲ 28.1%
2nd Home	13.5	13.7	14.1	14.4	15.2	16.6	17.0	28.1	25.1	31.5	▲ 25.3%
Day Travel	49.1	50.2	51.4	54.1	56.2	56.1	59.5	17.7	27.3	47.0	▲ 72.3%
TOTAL	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	496.7	455.0	▼ -8.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	85.1	93.9	104.2	121.4	130.6	123.0	134.3	109.2	170.2	156.9	▼ -7.8%
Food Service	103.5	106.9	114.8	127.7	136.4	130.1	139.0	80.2	144.2	121.1	▼ -16.0%
Food Stores	20.8	21.4	22.4	23.0	23.3	22.8	24.1	16.2	27.9	32.2	▲ 15.4%
Local Tran. & Gas	45.4	46.8	43.8	42.2	47.1	50.0	53.4	25.0	44.3	48.2	▲ 8.8%
Arts, Ent. & Rec.	52.5	54.3	56.9	61.9	64.5	60.4	62.8	35.1	59.3	50.2	▼ -15.3%
Retail Sales	41.6	42.7	42.1	45.5	49.6	48.9	53.2	28.4	50.8	46.4	▼ -8.7%
TOTAL	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	496.7	455.0	▼ -8.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mendocino County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	111.8	120.7	129.0	149.2	162.1	161.8	177.8	136.6	169.5	187.5	▲ 10.6%
Arts, Ent. & Rec.	33.7	36.9	34.4	35.6	37.8	26.5	28.4	15.9	18.5	24.5	▲ 32.4%
Retail**	9.4	9.9	10.2	11.1	11.6	11.3	12.0	12.5	13.5	14.5	▲ 7.4%
Ground Tran.	4.0	4.2	4.6	5.4	6.4	8.4	9.3	3.6	3.7	2.9	▼ -23.6%
Other Travel*	0.8	0.8	0.9	1.0	1.1	1.2	1.2	1.0	1.0	1.5	▲ 48.8%
TOTAL	159.7	172.5	179.1	202.3	219.0	209.1	228.6	169.5	206.3	230.8	▲ 11.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,490	3,560	3,560	3,880	4,120	3,920	4,160	3,210	3,610	3,930	▲ 8.9%
Arts, Ent. & Rec.	2,430	2,670	2,480	2,680	2,590	1,740	1,700	860	970	1,290	▲ 33.5%
Retail**	300	310	310	320	330	310	320	310	320	330	▲ 3.4%
Ground Tran.	110	110	120	130	140	160	180	170	180	160	▼ -11.4%
Other Travel*	20	30	30	30	30	30	30	20	20	30	▲ 41.6%
TOTAL	6,360	6,690	6,490	7,040	7,200	6,170	6,400	4,570	5,100	5,740	▲ 12.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mendocino County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	15.0	16.2	17.5	18.5	20.1	22.3	24.3	19.6	28.8	26.5	▼ -8.1%
State Tax Receipts	18.6	19.5	19.5	20.3	20.9	20.5	22.2	14.7	21.9	20.8	▼ -5.1%
TOTAL	33.6	35.7	37.0	38.8	41.0	42.7	46.4	34.3	50.7	47.3	▼ -6.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.7	10.6	11.6	12.2	13.5	15.6	17.0	12.4	20.0	17.9	▼ -10.3%
Business or Employee	5.4	5.7	5.8	6.3	6.6	6.7	7.3	7.2	8.8	8.5	▼ -3.2%
TOTAL	15.0	16.2	17.5	18.5	20.1	22.3	24.3	19.6	28.8	26.5	▼ -8.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	13.2	13.7	13.6	14.0	14.6	15.2	16.4	9.1	14.9	13.9	▼ -6.7%
Business or Employee	5.4	5.8	5.9	6.3	6.3	5.3	5.8	5.5	7.0	6.9	▼ -1.9%
TOTAL	18.6	19.5	19.5	20.3	20.9	20.5	22.2	14.7	21.9	20.8	▼ -5.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Merced County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	216.4	268.0	▲ 23.8%
Other Travel*	46.2	46.5	41.3	36.3	41.5	50.1	51.4	17.4	28.9	40.9	▲ 41.5%
TOTAL	244.2	264.3	260.7	245.8	270.2	296.2	311.3	152.3	245.3	308.9	▲ 25.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	53.9	69.8	76.3	72.7	77.5	82.3	87.2	79.0	86.8	89.4	▲ 3.0%
Private Home	77.2	78.0	73.8	69.8	79.7	88.1	94.3	25.5	87.5	105.0	▲ 20.0%
Campground	6.9	7.2	7.3	7.4	7.8	8.2	8.8	7.4	9.2	11.8	▲ 28.1%
2nd Home	15.3	15.7	15.3	15.6	16.4	17.5	17.9	12.0	10.8	16.7	▲ 54.0%
Day Travel	44.7	47.1	46.7	44.1	47.3	50.1	51.8	10.9	22.1	45.1	▲ 104.0%
TOTAL	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	216.4	268.0	▲ 23.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	28.9	36.2	40.1	39.9	42.3	44.6	47.3	36.8	43.5	48.3	▲ 10.9%
Food Service	53.3	58.0	61.2	60.6	64.6	67.8	71.2	40.1	65.5	79.6	▲ 21.5%
Food Stores	11.5	12.2	12.5	12.1	12.5	12.7	13.0	6.8	13.0	16.7	▲ 28.3%
Local Tran. & Gas	53.2	55.6	50.4	43.9	49.7	56.7	58.9	16.3	35.6	51.1	▲ 43.6%
Arts, Ent. & Rec.	25.5	27.8	28.7	27.8	29.0	29.7	30.4	16.7	25.5	30.5	▲ 19.5%
Retail Sales	25.6	27.9	26.4	25.3	29.9	34.1	38.7	17.9	32.7	41.8	▲ 27.6%
TOTAL	198.0	217.8	219.4	209.5	228.0	245.5	259.6	134.6	215.9	268.0	▲ 24.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Merced County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	31.5	38.6	43.2	44.4	46.6	49.7	53.0	48.9	58.1	65.8	▲ 13.1%
Arts, Ent. & Rec.	16.4	19.2	18.7	18.5	19.7	20.9	20.8	10.8	16.0	30.1	▲ 88.9%
Retail**	6.1	6.7	6.8	6.8	7.4	7.8	8.4	8.6	9.8	11.0	▲ 12.2%
Ground Tran.	3.7	4.0	4.2	4.4	5.3	7.5	8.1	2.5	3.0	3.2	▲ 7.5%
Other Travel*	1.3	1.5	1.6	1.8	2.3	3.5	3.7	3.7	3.4	3.1	▼ -10.6%
TOTAL	59.0	70.0	74.5	75.9	81.3	89.3	94.0	74.6	90.4	113.3	▲ 25.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,330	1,530	1,610	1,550	1,570	1,580	1,630	1,480	1,620	1,770	▲ 9.7%
Arts, Ent. & Rec.	1,080	1,240	1,130	1,080	1,140	1,090	1,060	560	770	1,320	▲ 71.7%
Retail**	220	250	240	230	240	250	260	240	260	280	▲ 5.1%
Ground Tran.	100	110	110	110	110	150	160	120	140	180	▲ 24.6%
Other Travel*	50	60	60	70	70	80	80	90	70	80	▲ 0.7%
TOTAL	2,790	3,190	3,150	3,030	3,140	3,150	3,190	2,490	2,870	3,630	▲ 26.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Merced County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.8	5.8	6.3	6.2	7.2	8.1	8.6	7.1	9.4	10.2	▲ 8.9%
State Tax Receipts	15.7	16.9	16.1	14.7	15.5	18.6	19.8	10.0	14.9	18.1	▲ 21.5%
TOTAL	20.5	22.8	22.4	20.9	22.7	26.7	28.5	17.1	24.2	28.3	▲ 16.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.9	3.6	3.9	3.9	4.7	5.3	5.7	4.0	5.4	6.1	▲ 11.6%
Business or Employee	1.9	2.2	2.4	2.3	2.6	2.8	3.0	3.2	3.9	4.1	▲ 5.1%
TOTAL	4.8	5.8	6.3	6.2	7.2	8.1	8.6	7.1	9.4	10.2	▲ 8.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	13.5	14.4	13.4	12.2	13.0	16.1	17.2	7.4	11.6	14.4	▲ 24.6%
Business or Employee	2.2	2.6	2.7	2.6	2.5	2.5	2.6	2.6	3.3	3.6	▲ 10.8%
TOTAL	15.7	16.9	16.1	14.7	15.5	18.6	19.8	10.0	14.9	18.1	▲ 21.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Modoc County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.4	26.1	▲ 7.1%
Other Travel*	1.6	1.6	1.4	1.2	1.3	1.5	1.6	0.5	0.9	1.3	▲ 42.3%
TOTAL	23.2	24.2	24.0	24.3	25.9	27.3	29.5	21.0	25.3	27.4	▲ 8.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6.3	6.8	7.3	7.7	8.2	8.5	9.5	9.4	8.5	6.3	▼ -25.6%
Private Home	4.6	4.7	4.3	4.2	4.6	4.9	5.3	1.8	5.4	5.9	▲ 10.2%
Campground	3.9	4.1	4.1	4.1	4.3	4.5	4.9	4.1	5.1	6.6	▲ 28.1%
2nd Home	1.3	1.3	1.4	1.4	1.5	1.6	1.7	2.6	2.4	2.6	▲ 11.4%
Day Travel	5.5	5.7	5.7	5.7	6.0	6.2	6.6	2.5	3.0	4.6	▲ 55.3%
TOTAL	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.4	26.1	▲ 7.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3.5	3.8	4.1	4.4	4.7	4.9	5.4	6.2	5.3	5.3	▲ 0.6%
Food Service	6.4	6.7	6.9	7.2	7.6	7.9	8.5	5.8	7.6	7.6	▲ 1.2%
Food Stores	1.8	1.9	2.0	2.0	2.0	2.0	2.1	1.5	2.3	2.8	▲ 23.0%
Local Tran. & Gas	3.6	3.7	3.4	3.1	3.4	3.9	4.1	2.1	3.0	3.8	▲ 26.9%
Arts, Ent. & Rec.	3.5	3.6	3.6	3.7	3.8	3.9	4.1	2.6	3.3	3.3	▲ 1.6%
Retail Sales	2.8	2.9	2.7	2.7	3.0	3.3	3.7	2.2	3.0	3.3	▲ 7.7%
TOTAL	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.4	26.1	▲ 7.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Modoc County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	6.8	6.8	6.7	7.4	7.9	7.7	8.7	9.0	9.2	10.0	▲ 8.6%
Arts, Ent. & Rec.	1.0	0.9	0.9	0.9	1.0	1.0	1.1	0.9	0.9	1.0	▲ 8.0%
Retail**	0.9	1.0	1.0	1.0	1.0	1.0	1.1	1.3	1.2	1.2	▼ -1.0%
Ground Tran.	0.3	0.3	0.3	0.3	0.4	0.6	0.6	0.3	0.2	0.2	▼ -7.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 13.6%
TOTAL	9.1	9.1	8.9	9.8	10.4	10.4	11.6	11.5	11.6	12.4	▲ 7.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	260	240	220	220	220	210	230	220	230	240	▲ 4.3%
Arts, Ent. & Rec.	50	40	40	30	30	30	30	30	30	30	▲ 2.9%
Retail**	30	40	30	30	30	30	30	30	30	30	▼ -7.1%
Ground Tran.	<10	<10	<10	<10	<10	10	10	10	10	10	▲ 6.9%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 3.3%
TOTAL	350	320	290	290	300	290	310	300	300	310	▲ 3.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Modoc County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.9	0.9	0.9	▼ -3.5%
State Tax Receipts	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.2	1.4	1.4	▲ 5.5%
TOTAL	1.9	2.0	1.9	1.9	2.0	2.2	2.4	2.1	2.3	2.3	▲ 1.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.4	0.5	▲ 0.2%
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.5	0.4	▼ -7.1%
TOTAL	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.9	0.9	0.9	▼ -3.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.0	1.0	1.0	0.9	1.0	1.1	1.2	0.7	0.9	1.0	▲ 9.5%
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	▼ -3.3%
TOTAL	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.2	1.4	1.4	▲ 5.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mono County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	470.8	471.5	492.4	545.9	612.9	622.3	667.4	435.4	506.1	580.6	▲ 14.7%
Other Travel*	2.9	2.9	2.6	2.4	2.9	3.4	3.6	1.5	2.2	3.1	▲ 40.5%
TOTAL	473.6	474.4	495.0	548.3	615.8	625.7	671.0	436.9	508.3	583.7	▲ 14.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	358.1	359.2	379.7	429.9	487.5	490.0	529.3	317.5	379.2	424.8	▲ 12.0%
Private Home	8.7	8.4	7.7	7.8	9.7	10.3	10.0	3.1	8.6	9.5	▲ 10.3%
Campground	32.6	32.4	32.1	32.5	34.1	35.8	38.6	32.4	40.4	51.9	▲ 28.3%
2nd Home	39.0	39.3	40.2	40.9	43.7	47.7	48.9	66.8	59.8	58.8	▼ -1.6%
Day Travel	32.3	32.2	32.6	34.8	37.8	38.5	40.5	15.6	18.1	35.6	▲ 97.0%
TOTAL	470.8	471.5	492.4	545.9	612.9	622.3	667.4	435.4	506.1	580.6	▲ 14.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	153.7	154.1	165.6	188.9	214.2	212.6	234.4	175.7	257.1	306.3	▲ 19.1%
Food Service	133.7	133.9	141.8	159.9	178.1	181.5	194.5	118.9	108.1	114.4	▲ 5.8%
Food Stores	17.0	17.1	17.6	18.4	19.3	19.3	20.4	14.8	27.2	32.8	▲ 20.9%
Local Tran. & Gas	49.5	49.7	46.4	46.0	53.3	58.9	62.6	32.2	33.0	40.7	▲ 23.3%
Arts, Ent. & Rec.	67.2	67.4	69.6	76.7	83.2	82.9	86.5	52.3	44.8	46.8	▲ 4.5%
Retail Sales	49.7	49.4	51.3	56.0	62.2	64.5	67.4	40.7	35.9	39.5	▲ 10.0%
TOTAL	470.8	471.5	492.4	545.9	610.2	619.7	665.7	434.6	506.1	580.6	▲ 14.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Mono County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	72.2	71.1	75.2	87.9	106.6	108.3	121.4	84.2	116.1	147.8	▲ 27.3%
Arts, Ent. & Rec.	28.3	37.2	42.0	44.0	43.5	48.8	51.7	39.5	40.7	56.2	▲ 37.9%
Retail**	10.1	10.3	10.9	12.1	13.4	13.6	13.7	13.7	15.2	16.6	▲ 9.4%
Ground Tran.	5.3	5.4	5.7	6.8	8.5	11.8	13.1	5.2	2.4	2.2	▼ -9.5%
Other Travel*	0.2	0.3	0.3	0.3	0.8	1.0	1.4	0.9	0.4	0.5	▲ 26.1%
TOTAL	116.1	124.3	134.1	151.0	172.8	183.5	201.3	143.5	174.9	223.3	▲ 27.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,390	2,230	2,270	2,420	2,720	2,840	3,090	2,160	2,920	3,470	▲ 18.9%
Arts, Ent. & Rec.	1,310	1,720	2,160	2,250	2,250	2,340	2,280	1,560	1,620	2,040	▲ 25.3%
Retail**	330	350	350	350	350	370	360	330	360	360	▲ 0.9%
Ground Tran.	150	150	150	160	180	230	260	250	110	120	▲ 4.9%
Other Travel*	<10	<10	<10	10	20	20	20	10	10	10	▲ 17.6%
TOTAL	4,180	4,450	4,930	5,200	5,520	5,790	6,010	4,320	5,030	6,000	▲ 19.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Mono County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	26.2	26.3	28.7	32.8	37.0	37.6	41.4	30.0	37.1	44.2	▲ 19.2%
State Tax Receipts	15.3	15.7	15.9	16.9	18.3	19.3	20.8	15.0	15.2	16.9	▲ 11.1%
TOTAL	41.5	42.0	44.6	49.7	55.3	56.8	62.3	45.0	52.3	61.1	▲ 16.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	22.2	22.2	24.3	28.0	31.6	31.7	35.0	23.8	29.9	36.2	▲ 21.3%
Business or Employee	3.9	4.1	4.4	4.8	5.4	5.8	6.4	6.1	7.2	8.0	▲ 10.7%
TOTAL	26.2	26.3	28.7	32.8	37.0	37.6	41.4	30.0	37.1	44.2	▲ 19.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.1	11.2	11.1	11.8	12.8	13.8	14.8	9.2	8.6	9.4	▲ 8.9%
Business or Employee	4.3	4.5	4.8	5.1	5.6	5.5	6.0	5.8	6.6	7.5	▲ 13.9%
TOTAL	15.3	15.7	15.9	16.9	18.3	19.3	20.8	15.0	15.2	16.9	▲ 11.1%

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Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Monterey County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,658	2,954	▲ 11.1%
Other Travel*	100	101	92	85	95	105	113	43	68	100	▲ 47.9%
TOTAL	2,495	2,602	2,702	2,759	2,820	3,136	3,241	1,555	2,726	3,054	▲ 12.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,705	1,797	1,893	1,952	1,964	2,214	2,281	1,145	2,090	2,169	▲ 3.8%
Private Home	154	154	158	157	173	191	205	71	197	220	▲ 11.8%
Campground	38	41	41	42	44	46	50	41	52	66	▲ 28.1%
2nd Home	56	57	58	58	63	72	73	101	90	92	▲ 2.3%
Day Travel	442	452	460	465	482	508	519	153	230	406	▲ 76.8%
TOTAL	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,658	2,954	▲ 11.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	582	634	684	712	716	835	879	449	897	1,078	▲ 20.3%
Food Service	734	757	800	837	859	939	967	485	796	813	▲ 2.1%
Food Stores	67	70	73	73	73	76	78	43	70	83	▲ 19.0%
Local Tran. & Gas	233	240	224	208	224	261	267	103	186	222	▲ 19.3%
Arts, Ent. & Rec.	336	346	358	367	368	393	394	184	300	300	▼ -0.2%
Retail Sales	426	437	454	459	469	509	520	241	394	426	▲ 8.3%
Visitor Air Tran.	17	17	18	18	17	18	24	7	15	32	▲ 105.9%
TOTAL	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,658	2,954	▲ 11.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

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Monterey County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	524	559	590	637	656	744	786	561	674	866	▲ 28.5%
Arts, Ent. & Rec.	346	365	386	388	397	439	455	349	374	465	▲ 24.3%
Retail**	67	70	75	77	76	85	86	87	97	101	▲ 3.6%
Ground Tran.	23	24	26	28	32	46	49	18	19	17	▼ -10.9%
Visitor Air Tran.	13	13	16	16	16	18	20	19	1	2	▲ 10.2%
Other Travel*	17	18	19	20	21	22	24	22	8	9	▲ 14.9%
TOTAL	989	1,050	1,111	1,166	1,199	1,354	1,420	1,056	1,174	1,460	▲ 24.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	15,740	16,160	16,270	16,780	16,620	17,940	18,160	13,350	14,600	17,210	▲ 17.8%
Arts, Ent. & Rec.	4,500	4,660	4,710	4,770	4,670	5,070	5,360	3,750	4,020	4,950	▲ 23.2%
Retail**	2,080	2,130	2,170	2,200	2,090	2,270	2,220	2,090	2,180	2,170	▼ -0.5%
Ground Tran.	620	630	640	660	670	900	980	760	800	810	▲ 0.7%
Visitor Air Tran.	110	110	130	130	130	140	140	120	20	20	▲ 3.8%
Other Travel*	270	280	290	310	320	320	310	270	190	200	▲ 9.3%
TOTAL	23,310	23,970	24,210	24,860	24,500	26,630	27,160	20,340	21,820	25,370	▲ 16.3%

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**Retail includes gasoline station employment and earnings.

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Monterey County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	100	106	113	117	125	146	154	97	153	176	▲ 14.8%
State Tax Receipts	123	129	131	130	126	139	144	86	122	131	▲ 8.0%
TOTAL	223	235	244	247	251	285	298	183	275	307	▲ 11.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	67	73	78	82	88	104	109	54	105	124	▲ 18.0%
Business or Employee	32	33	35	35	37	42	44	43	49	52	▲ 7.8%
TOTAL	100	106	113	117	125	146	154	97	153	176	▲ 14.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	89	92	92	92	92	103	106	51	80	86	▲ 6.8%
Business or Employee	35	37	38	38	34	36	38	35	41	46	▲ 10.4%
TOTAL	123	129	131	130	126	139	144	86	122	131	▲ 8.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Napa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,329	1,640	▲ 23.3%
Other Travel*	43	45	43	62	62	71	71	30	38	62	▲ 61.5%
TOTAL	1,334	1,412	1,475	1,629	1,659	1,793	1,855	989	1,368	1,701	▲ 24.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	912	975	1,033	1,149	1,164	1,287	1,335	746	1,031	1,218	▲ 18.2%
Private Home	32	32	30	31	32	35	37	11	39	39	▼ -0.7%
Campground	14	16	16	16	17	17	19	16	20	25	▲ 28.0%
2nd Home	19	19	21	21	22	25	26	46	41	45	▲ 10.4%
Day Travel	315	325	332	351	362	358	368	140	199	312	▲ 57.0%
TOTAL	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,329	1,640	▲ 23.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	354	393	427	485	489	546	572	281	481	629	▲ 30.8%
Food Service	351	365	385	426	440	473	494	293	362	420	▲ 16.1%
Food Stores	35	37	38	40	40	41	43	24	35	44	▲ 25.4%
Local Tran. & Gas	76	80	75	74	80	91	95	45	63	82	▲ 29.7%
Arts, Ent. & Rec.	238	248	255	276	279	290	295	161	195	228	▲ 16.9%
Retail Sales	237	245	250	267	269	280	285	154	193	237	▲ 22.3%
TOTAL	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,329	1,640	▲ 23.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Napa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	349	389	416	465	483	544	580	379	470	627	▲ 33.5%
Arts, Ent. & Rec.	108	115	111	127	149	170	186	122	135	176	▲ 30.5%
Retail**	35	37	39	42	42	42	43	44	46	49	▲ 6.0%
Ground Tran.	10	10	11	13	15	22	23	9	7	7	▼ -2.9%
Other Travel*	6	7	8	14	14	16	16	11	8	12	▲ 41.6%
TOTAL	508	559	585	661	702	793	848	566	666	870	▲ 30.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,560	9,370	9,500	9,880	9,910	10,490	10,650	7,050	7,970	9,910	▲ 24.3%
Arts, Ent. & Rec.	5,000	5,210	4,840	5,210	5,960	6,370	6,440	4,030	4,570	6,530	▲ 43.0%
Retail**	1,020	1,090	1,080	1,160	1,120	1,130	1,100	1,090	1,040	1,060	▲ 1.7%
Ground Tran.	270	280	280	310	310	420	470	430	340	380	▲ 12.6%
Other Travel*	140	160	150	210	210	200	200	130	120	170	▲ 44.1%
TOTAL	14,990	16,100	15,860	16,760	17,510	18,610	18,850	12,730	14,030	18,050	▲ 28.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Napa County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	69	75	80	89	87	98	103	63	92	115	▲ 24.8%
State Tax Receipts	57	61	62	66	65	69	73	48	58	69	▲ 18.2%
TOTAL	126	136	142	155	152	167	176	111	150	184	▲ 22.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	51	56	61	68	66	73	77	40	64	84	▲ 29.6%
Business or Employee	17	19	19	21	22	25	26	23	28	31	▲ 13.5%
TOTAL	69	75	80	89	87	98	103	63	92	115	▲ 24.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	40	41	42	44	44	47	49	28	34	41	▲ 18.9%
Business or Employee	18	19	20	21	21	22	23	20	24	28	▲ 17.3%
TOTAL	57	61	62	66	65	69	73	48	58	69	▲ 18.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Nevada County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	348.8	404.9	▲ 16.1%
Other Travel*	19.7	17.3	15.3	13.4	15.1	17.5	18.3	6.2	10.3	14.7	▲ 42.3%
TOTAL	295.9	305.7	318.4	338.6	362.6	387.6	414.1	265.2	359.1	419.6	▲ 16.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	89.9	99.7	115.3	134.1	146.7	155.4	169.5	93.8	140.4	152.4	▲ 8.6%
Private Home	54.3	54.8	51.3	51.3	54.7	59.2	63.8	21.0	64.4	70.9	▲ 10.2%
Campground	26.3	26.5	26.3	26.6	27.9	29.3	31.6	26.5	33.1	42.4	▲ 28.2%
2nd Home	43.2	43.8	45.4	46.2	49.0	53.5	54.8	86.2	77.1	71.9	▼ -6.7%
Day Travel	62.5	63.5	64.8	67.0	69.1	72.6	76.1	31.4	33.8	67.2	▲ 98.9%
TOTAL	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	348.8	404.9	▲ 16.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	53.1	58.2	65.6	74.2	80.5	83.9	91.1	73.8	122.3	136.5	▲ 11.7%
Food Service	85.6	88.5	95.8	105.0	110.8	116.5	124.5	79.1	93.3	106.3	▲ 14.0%
Food Stores	17.9	18.4	19.0	19.3	19.5	19.8	20.7	13.5	24.4	30.0	▲ 22.7%
Local Tran. & Gas	38.9	39.9	37.1	35.1	38.9	44.4	47.1	22.0	28.8	38.9	▲ 35.1%
Arts, Ent. & Rec.	46.5	48.0	50.5	54.1	55.6	57.1	59.4	38.0	41.2	46.8	▲ 13.7%
Retail Sales	34.3	35.4	35.1	37.4	42.3	48.5	53.1	32.6	38.8	46.4	▲ 19.4%
TOTAL	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	348.8	404.9	▲ 16.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Nevada County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	68.8	79.1	84.0	95.2	103.1	113.6	124.4	99.9	111.1	134.0	▲ 20.7%
Arts, Ent. & Rec.	22.6	17.5	16.6	18.6	21.2	21.1	22.6	21.9	23.3	28.3	▲ 21.6%
Retail**	8.1	8.5	8.8	9.5	10.0	10.9	11.5	12.5	13.7	14.4	▲ 5.0%
Ground Tran.	3.0	3.2	3.5	4.0	4.7	6.8	7.5	3.1	2.1	2.1	▼ -0.7%
Other Travel*	1.5	0.6	0.6	0.7	0.7	0.8	0.8	0.7	0.7	1.0	▲ 37.2%
TOTAL	104.0	108.9	113.4	128.0	139.8	153.1	166.8	138.2	150.9	179.9	▲ 19.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,960	2,200	2,170	2,280	2,430	2,580	2,690	2,150	2,180	2,480	▲ 13.8%
Arts, Ent. & Rec.	1,060	820	740	770	840	820	850	750	730	860	▲ 17.6%
Retail**	270	270	270	280	290	310	310	310	320	320	▲ 0.3%
Ground Tran.	80	90	90	100	100	130	150	150	100	110	▲ 15.1%
Other Travel*	40	20	20	20	20	20	20	20	20	20	▲ 25.5%
TOTAL	3,410	3,390	3,290	3,450	3,680	3,860	4,020	3,370	3,350	3,800	▲ 13.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Nevada County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.6	9.2	10.1	11.3	12.7	14.2	15.5	12.4	18.0	20.0	▲ 11.3%
State Tax Receipts	15.2	15.7	15.7	16.1	16.5	18.4	19.8	13.7	15.9	18.3	▲ 14.7%
TOTAL	23.8	25.0	25.7	27.3	29.2	32.5	35.3	26.1	33.9	38.3	▲ 12.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.0	5.6	6.3	7.2	8.3	9.3	10.1	6.5	11.6	13.4	▲ 15.7%
Business or Employee	3.5	3.6	3.8	4.1	4.4	4.9	5.3	5.9	6.4	6.7	▲ 3.3%
TOTAL	8.6	9.2	10.1	11.3	12.7	14.2	15.5	12.4	18.0	20.0	▲ 11.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.6	12.0	11.9	12.0	12.5	14.4	15.5	9.1	10.8	12.7	▲ 18.0%
Business or Employee	3.6	3.7	3.8	4.0	4.0	4.0	4.3	4.6	5.1	5.5	▲ 7.7%
TOTAL	15.2	15.7	15.7	16.1	16.5	18.4	19.8	13.7	15.9	18.3	▲ 14.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Orange County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%
Other Travel*	1,371	1,485	1,467	1,512	1,564	1,736	1,789	883	1,034	1,592	▲ 53.9%
TOTAL	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,830	14,766	▲ 36.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6,288	6,996	7,709	8,343	8,415	7,943	8,207	3,597	6,194	8,500	▲ 37.2%
Private Home	1,263	1,375	1,452	1,477	1,641	1,848	2,013	950	1,992	2,303	▲ 15.6%
Campground	63	43	45	47	48	145	156	136	166	210	▲ 26.8%
2nd Home	240	272	265	272	289	316	322	637	560	539	▼ -3.7%
Day Travel	1,800	1,712	1,757	1,825	1,860	1,934	1,975	600	884	1,622	▲ 83.5%
TOTAL	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,075	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,433	3,718	▲ 52.8%
Food Service	2,665	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,620	3,334	▲ 27.3%
Food Stores	348	386	405	414	412	441	451	276	445	558	▲ 25.2%
Local Tran. & Gas	358	300	305	304	319	322	330	121	276	392	▲ 42.2%
Arts, Ent. & Rec.	2,413	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,049	2,548	▲ 24.3%
Retail Sales	1,452	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,764	2,160	▲ 22.4%
Visitor Air Tran.	343	366	390	393	389	421	418	119	208	465	▲ 123.5%
TOTAL	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,796	13,174	▲ 34.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

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Orange County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,869	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,472	3,210	▲ 29.9%
Arts, Ent. & Rec.	1,365	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,375	1,827	▲ 32.8%
Retail**	222	245	275	292	302	301	315	314	351	367	▲ 4.5%
Ground Tran.	55	51	53	60	66	79	86	32	35	41	▲ 15.7%
Visitor Air Tran.	26	27	30	40	43	46	50	45	56	61	▲ 9.6%
Other Travel*	236	274	288	338	348	379	392	322	275	339	▲ 23.6%
TOTAL	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,563	5,845	▲ 28.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	57,480	60,020	62,540	66,580	67,180	65,570	66,920	50,020	56,200	65,820	▲ 17.1%
Arts, Ent. & Rec.	37,430	41,200	44,990	47,550	48,110	48,970	49,410	26,940	30,690	45,290	▲ 47.6%
Retail**	6,440	6,910	7,490	7,750	7,930	7,690	7,750	7,220	7,470	7,430	▼ -0.5%
Ground Tran.	1,450	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,320	1,610	▲ 22.0%
Visitor Air Tran.	420	430	460	520	560	580	610	500	570	590	▲ 3.2%
Other Travel*	4,580	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,530	4,220	▲ 19.5%
TOTAL	107,800	115,100	121,960	129,520	131,090	130,420	132,370	90,660	99,770	124,950	▲ 25.2%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

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Orange County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	440	476	521	566	578	619	644	355	546	744	▲ 36.3%
State Tax Receipts	437	467	494	514	515	504	532	315	447	547	▲ 22.3%
TOTAL	876	943	1,015	1,080	1,093	1,123	1,176	670	993	1,291	▲ 30.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	310	337	371	405	414	453	471	198	356	533	▲ 49.6%
Business or Employee	130	139	151	162	164	166	173	157	189	210	▲ 11.2%
TOTAL	440	476	521	566	578	619	644	355	546	744	▲ 36.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	304	321	337	348	354	354	375	180	282	354	▲ 25.2%
Business or Employee	133	146	157	166	161	151	157	135	165	193	▲ 17.2%
TOTAL	437	467	494	514	515	504	532	315	447	547	▲ 22.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Placer County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,289	1,272	▼ -1.3%
Other Travel*	69	70	64	62	75	87	93	36	54	76	▲ 40.4%
TOTAL	1,036	1,034	1,099	1,224	1,349	1,403	1,490	1,093	1,343	1,348	▲ 0.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	547	543	605	718	804	813	866	727	816	721	▼ -11.7%
Private Home	153	152	157	159	172	189	206	67	207	228	▲ 10.1%
Campground	29	30	30	30	32	33	36	30	38	48	▲ 28.1%
2nd Home	109	111	109	110	116	122	125	170	151	154	▲ 1.6%
Day Travel	130	129	135	144	150	158	165	63	78	122	▲ 57.3%
TOTAL	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,289	1,272	▼ -1.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	217	223	251	297	334	337	362	360	398	448	▲ 12.4%
Food Service	288	284	312	357	388	398	423	303	380	336	▼ -11.5%
Food Stores	40	40	43	45	46	46	48	36	53	57	▲ 7.6%
Local Tran. & Gas	119	118	112	110	124	139	146	70	101	109	▲ 7.6%
Arts, Ent. & Rec.	183	181	193	214	226	227	235	174	204	178	▼ -12.5%
Retail Sales	121	119	124	139	156	167	182	113	153	144	▼ -6.0%
TOTAL	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,289	1,272	▼ -1.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Placer County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	185	183	197	244	272	285	310	261	310	378	▲ 22.0%
Arts, Ent. & Rec.	97	93	94	96	112	117	124	102	129	182	▲ 41.6%
Retail**	22	22	24	27	29	31	32	36	39	40	▲ 0.5%
Ground Tran.	10	10	11	14	16	23	25	11	9	7	▼ -21.6%
Other Travel*	3	4	4	6	9	9	11	8	9	9	▲ 6.3%
TOTAL	317	312	331	387	439	465	502	419	496	616	▲ 24.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,580	6,280	6,440	7,340	7,880	7,970	8,230	6,660	7,330	8,300	▲ 13.3%
Arts, Ent. & Rec.	4,270	3,880	3,820	4,340	4,910	4,960	4,800	3,590	4,520	5,900	▲ 30.7%
Retail**	680	680	710	790	830	840	850	920	920	850	▼ -8.0%
Ground Tran.	280	280	290	320	350	450	500	530	430	390	▼ -9.1%
Other Travel*	100	100	120	160	210	220	240	200	210	190	▼ -8.1%
TOTAL	11,900	11,210	11,380	12,950	14,190	14,440	14,610	11,900	13,410	15,640	▲ 16.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Placer County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	30	30	33	38	43	45	49	47	55	60	▲ 9.0%
State Tax Receipts	50	50	51	54	58	63	67	49	60	60	▲ 0.3%
TOTAL	80	80	84	92	100	108	116	96	115	120	▲ 4.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	19	20	22	26	30	32	34	31	35	39	▲ 9.7%
Business or Employee	10	10	10	12	13	14	15	16	20	21	▲ 7.7%
TOTAL	30	30	33	38	43	45	49	47	55	60	▲ 9.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	38	38	39	41	43	49	52	32	41	39	▼ -3.8%
Business or Employee	12	12	12	13	14	14	15	16	19	21	▲ 8.8%
TOTAL	50	50	51	54	58	63	67	49	60	60	▲ 0.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Plumas County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	135.2	140.1	▲ 3.7%
Other Travel*	3.3	3.3	2.8	2.5	2.8	3.3	3.4	1.2	1.9	2.8	▲ 42.3%
TOTAL	114.1	115.3	112.5	114.4	118.8	131.2	149.7	111.3	137.1	142.9	▲ 4.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	42.3	42.3	43.5	47.4	47.3	49.0	61.6	39.7	55.3	41.2	▼ -25.5%
Private Home	10.4	10.2	9.2	9.4	10.5	11.3	12.4	4.1	12.5	13.7	▲ 10.1%
Campground	19.3	20.8	20.6	20.8	21.8	22.9	24.7	20.7	25.9	33.2	▲ 28.2%
2nd Home	21.4	21.2	21.7	22.1	23.5	25.6	26.2	37.8	33.9	36.7	▲ 8.3%
Day Travel	17.4	17.6	14.6	12.2	12.8	19.1	21.2	7.8	7.6	15.3	▲ 101.1%
TOTAL	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	135.2	140.1	▲ 3.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	26.6	27.4	28.5	30.8	31.3	32.3	38.4	34.8	42.9	43.0	▲ 0.2%
Food Service	31.6	31.5	31.4	32.7	33.6	36.8	42.2	30.8	37.3	36.2	▼ -3.0%
Food Stores	7.8	8.2	8.2	8.3	8.4	8.7	9.4	7.3	10.4	12.7	▲ 22.1%
Local Tran. & Gas	15.9	16.2	14.1	12.7	13.9	16.8	18.7	10.4	13.7	17.0	▲ 24.5%
Arts, Ent. & Rec.	17.2	17.2	16.6	16.8	16.9	18.3	20.3	14.8	16.7	16.4	▼ -1.8%
Retail Sales	11.6	11.6	10.9	10.7	11.8	15.0	17.2	12.1	14.3	14.9	▲ 4.4%
TOTAL	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	135.2	140.1	▲ 3.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Plumas County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	25.6	26.2	26.9	29.6	31.8	35.7	42.4	32.8	36.1	45.4	▲ 25.6%
Arts, Ent. & Rec.	5.3	5.4	5.3	5.4	3.9	3.9	4.4	4.0	4.2	5.5	▲ 30.7%
Retail**	3.1	3.2	3.2	3.2	3.6	4.1	4.4	4.9	4.9	5.3	▲ 8.5%
Ground Tran.	1.3	1.3	1.3	1.5	1.7	2.5	3.0	1.4	1.0	0.9	▼ -10.6%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.2	▲ 33.9%
TOTAL	35.3	36.2	36.9	39.8	41.2	46.4	54.3	43.2	46.4	57.3	▲ 23.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	940	900	920	920	980	1,070	1,200	850	890	1,050	▲ 18.1%
Arts, Ent. & Rec.	170	190	170	180	120	130	140	110	120	160	▲ 30.1%
Retail**	120	120	120	130	130	150	160	160	160	170	▲ 5.9%
Ground Tran.	40	40	30	40	40	50	60	70	50	50	▲ 3.7%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 21.7%
TOTAL	1,280	1,250	1,250	1,260	1,280	1,400	1,560	1,200	1,230	1,440	▲ 17.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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**Retail includes gasoline station employment and earnings.

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Plumas County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3.1	3.2	3.3	3.5	3.5	4.0	4.8	4.1	5.1	5.1	▲ 0.9%
State Tax Receipts	5.3	5.4	5.1	5.0	5.1	5.9	6.8	5.2	6.0	6.4	▲ 6.4%
TOTAL	8.5	8.6	8.4	8.5	8.6	9.9	11.5	9.3	11.1	11.5	▲ 3.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.0	2.0	2.1	2.3	2.3	2.6	3.2	2.4	3.3	3.2	▼ -2.5%
Business or Employee	1.1	1.1	1.2	1.2	1.2	1.4	1.6	1.7	1.8	2.0	▲ 7.0%
TOTAL	3.1	3.2	3.3	3.5	3.5	4.0	4.8	4.1	5.1	5.1	▲ 0.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.1	4.1	3.8	3.7	3.8	4.6	5.2	3.6	4.2	4.4	▲ 5.5%
Business or Employee	1.3	1.3	1.3	1.3	1.3	1.3	1.6	1.6	1.8	1.9	▲ 8.3%
TOTAL	5.3	5.4	5.1	5.0	5.1	5.9	6.8	5.2	6.0	6.4	▲ 6.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Riverside County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	6,456	8,104	▲ 25.5%
Other Travel*	553	560	520	505	505	584	599	243	370	683	▲ 84.7%
TOTAL	6,797	6,952	7,209	7,533	7,929	8,604	8,991	6,459	6,826	8,788	▲ 28.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,430	2,554	2,745	2,993	3,123	3,404	3,567	2,444	2,728	3,314	▲ 21.5%
Private Home	824	835	863	885	976	1,079	1,170	824	1,153	1,292	▲ 12.1%
Campground	198	185	185	187	196	206	222	186	232	297	▲ 28.2%
2nd Home	984	1,004	1,038	1,058	1,132	1,234	1,263	1,871	1,670	1,579	▼ -5.5%
Day Travel	1,807	1,815	1,858	1,905	1,996	2,098	2,169	891	673	1,621	▲ 140.9%
TOTAL	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	6,456	8,104	▲ 25.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,069	1,148	1,244	1,371	1,427	1,531	1,584	1,329	1,740	2,088	▲ 20.0%
Food Service	1,996	2,019	2,149	2,293	2,414	2,574	2,704	2,120	1,980	2,405	▲ 21.5%
Food Stores	250	253	263	267	272	279	288	237	275	347	▲ 25.9%
Local Tran. & Gas	755	767	725	693	756	860	897	499	563	805	▲ 42.9%
Arts, Ent. & Rec.	1,076	1,089	1,132	1,185	1,218	1,269	1,299	971	883	1,043	▲ 18.1%
Retail Sales	1,013	1,019	1,076	1,114	1,224	1,384	1,473	1,004	934	1,246	▲ 33.4%
Visitor Air Tran.	85	98	99	105	112	124	146	57	80	170	▲ 112.5%
TOTAL	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	6,456	8,104	▲ 25.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Riverside County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,026	1,104	1,201	1,343	1,433	1,557	1,664	1,341	1,625	1,947	▲ 19.8%
Arts, Ent. & Rec.	459	497	512	557	584	630	665	496	648	741	▲ 14.4%
Retail**	165	170	183	193	202	221	230	239	260	280	▲ 7.7%
Ground Tran.	68	72	79	89	100	136	150	90	53	58	▲ 8.7%
Visitor Air Tran.	20	20	23	19	20	21	17	17	14	15	▲ 2.3%
Other Travel*	78	79	84	98	74	79	77	62	72	113	▲ 56.6%
TOTAL	1,816	1,941	2,081	2,298	2,412	2,644	2,804	2,245	2,673	3,154	▲ 18.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	41,730	43,670	45,450	47,770	49,180	51,170	52,510	43,060	47,870	53,930	▲ 12.7%
Arts, Ent. & Rec.	17,620	18,720	19,070	19,790	20,130	21,530	22,370	15,710	19,730	22,250	▲ 12.8%
Retail**	5,660	5,770	5,930	6,060	6,230	6,630	6,700	6,480	6,550	6,680	▲ 2.0%
Ground Tran.	1,800	1,820	1,900	2,010	2,080	2,620	2,910	3,380	1,940	2,290	▲ 18.4%
Visitor Air Tran.	310	320	350	280	290	290	260	220	190	180	▼ -3.7%
Other Travel*	1,430	1,550	1,570	1,990	1,830	1,950	1,860	1,400	1,590	2,000	▲ 25.5%
TOTAL	68,540	71,850	74,260	77,900	79,740	84,190	86,600	70,240	77,860	87,340	▲ 12.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Riverside County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	184	195	213	236	248	280	293	229	285	338	▲ 18.4%
State Tax Receipts	331	340	345	349	358	399	423	316	321	389	▲ 21.1%
TOTAL	515	535	558	585	606	679	716	545	607	727	▲ 19.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	122	130	144	163	174	198	207	137	175	225	▲ 28.6%
Business or Employee	62	65	69	73	74	82	87	92	110	113	▲ 2.3%
TOTAL	184	195	213	236	248	280	293	229	285	338	▲ 18.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	264	269	271	272	282	322	341	230	222	282	▲ 26.7%
Business or Employee	66	71	74	78	76	78	82	86	99	108	▲ 8.6%
TOTAL	331	340	345	349	358	399	423	316	321	389	▲ 21.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sacramento County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,432	2,988	▲ 22.9%
Other Travel*	733	767	778	769	791	865	932	365	573	920	▲ 60.6%
TOTAL	3,350	3,495	3,592	3,638	3,836	4,162	4,413	1,837	3,005	3,908	▲ 30.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,184	1,264	1,336	1,385	1,430	1,568	1,654	972	1,208	1,424	▲ 17.9%
Private Home	698	712	719	722	799	876	946	277	809	896	▲ 10.7%
Campground	13	13	13	13	14	15	16	13	17	21	▲ 28.1%
2nd Home	23	23	23	23	24	26	26	24	21	33	▲ 54.2%
Day Travel	699	715	723	725	777	813	839	186	378	614	▲ 62.8%
TOTAL	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,432	2,988	▲ 22.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	293	326	359	384	412	459	483	279	355	429	▲ 20.8%
Food Service	716	736	775	808	853	914	960	425	721	829	▲ 15.0%
Food Stores	87	91	94	94	96	99	102	41	86	102	▲ 18.8%
Local Tran. & Gas	512	531	505	478	515	577	599	212	385	503	▲ 30.8%
Arts, Ent. & Rec.	425	437	450	460	474	496	507	215	359	401	▲ 11.9%
Retail Sales	335	344	354	358	400	444	491	186	351	415	▲ 18.1%
Visitor Air Tran.	248	263	277	287	295	307	340	114	175	308	▲ 75.6%
TOTAL	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,432	2,988	▲ 22.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sacramento County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	411	431	463	508	537	608	651	502	598	727	▲ 21.6%
Arts, Ent. & Rec.	208	224	247	270	305	305	320	208	235	328	▲ 39.6%
Retail**	59	62	65	68	72	78	83	82	94	98	▲ 4.9%
Ground Tran.	49	54	59	64	69	88	97	47	50	56	▲ 11.8%
Visitor Air Tran.	20	21	23	19	18	19	19	19	24	25	▲ 8.0%
Other Travel*	73	78	87	84	77	82	86	80	92	111	▲ 20.8%
TOTAL	821	869	944	1,013	1,080	1,180	1,256	939	1,092	1,346	▲ 23.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	16,070	16,480	16,590	16,980	17,430	18,810	19,150	14,790	16,100	18,500	▲ 15.0%
Arts, Ent. & Rec.	7,230	7,070	7,090	7,310	7,510	7,830	8,340	4,920	5,560	7,710	▲ 38.7%
Retail**	1,940	2,020	2,060	2,050	2,160	2,260	2,280	2,100	2,280	2,260	▼ -1.0%
Ground Tran.	1,240	1,280	1,350	1,380	1,400	1,670	1,840	1,300	1,390	1,550	▲ 11.7%
Visitor Air Tran.	340	350	370	330	310	310	340	300	350	360	▲ 1.8%
Other Travel*	1,370	1,400	1,500	1,480	1,530	1,380	1,470	1,380	1,460	1,620	▲ 10.6%
TOTAL	28,180	28,610	28,970	29,520	30,340	32,270	33,430	24,800	27,140	32,000	▲ 17.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

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Sacramento County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	89	97	105	110	117	133	141	91	118	137	▲ 15.9%
State Tax Receipts	152	158	157	153	158	180	192	95	141	165	▲ 17.2%
TOTAL	241	255	262	264	275	313	333	187	259	302	▲ 16.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	61	67	73	77	83	96	101	52	72	87	▲ 21.8%
Business or Employee	28	30	32	33	34	37	40	40	46	49	▲ 6.8%
TOTAL	89	97	105	110	117	133	141	91	118	137	▲ 15.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	122	126	124	120	125	146	156	63	102	121	▲ 18.8%
Business or Employee	30	31	33	34	33	34	36	32	39	44	▲ 13.1%
TOTAL	152	158	157	153	158	180	192	95	141	165	▲ 17.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



San Benito County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	110.9	131.5	▲ 18.6%
Other Travel*	10.1	10.2	9.0	8.0	9.1	10.8	11.3	3.9	6.5	9.3	▲ 42.3%
TOTAL	89.5	93.6	92.7	95.2	107.4	119.5	125.4	64.5	117.4	140.8	▲ 19.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11.0	11.5	12.4	14.4	21.0	24.1	25.3	14.8	30.2	28.9	▼ -4.4%
Private Home	29.2	29.6	28.1	28.8	31.2	34.8	36.4	13.3	38.4	41.6	▲ 8.3%
Campground	19.1	21.5	21.9	22.1	23.2	24.3	26.2	22.0	27.4	35.1	▲ 28.1%
2nd Home	2.2	2.3	2.4	2.4	2.6	2.8	2.9	4.2	3.8	5.2	▲ 39.2%
Day Travel	17.8	18.6	18.9	19.5	20.3	22.6	23.3	6.3	11.0	20.6	▲ 86.8%
TOTAL	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	110.9	131.5	▲ 18.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.3	9.3	10.0	11.1	13.6	15.0	15.9	11.5	19.1	22.7	▲ 18.9%
Food Service	24.5	25.3	26.7	28.8	32.0	34.9	36.3	18.3	36.0	40.6	▲ 12.7%
Food Stores	9.1	9.9	10.3	10.4	10.7	11.0	11.4	7.6	12.5	15.3	▲ 23.0%
Local Tran. & Gas	14.1	14.9	13.7	12.7	14.3	16.8	17.6	7.7	13.6	18.4	▲ 35.7%
Arts, Ent. & Rec.	12.8	13.3	13.7	14.5	15.6	16.7	16.9	8.2	15.0	17.1	▲ 13.7%
Retail Sales	10.4	10.8	9.3	9.8	12.0	14.3	16.1	7.2	14.7	17.4	▲ 18.2%
TOTAL	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	110.9	131.5	▲ 18.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Benito County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	15.7	16.3	19.2	22.7	26.4	30.1	32.4	31.5	38.8	45.9	▲ 18.3%
Arts, Ent. & Rec.	3.4	3.6	3.6	3.6	3.4	2.4	2.7	1.8	2.0	1.9	▼ -5.1%
Retail**	2.7	2.9	2.8	3.0	1.4	1.4	1.6	1.7	1.9	2.8	▲ 44.5%
Ground Tran.	1.0	1.0	1.1	1.3	1.5	2.2	2.4	0.9	1.0	1.0	▲ 1.9%
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.5	1.0	▲ 94.9%
TOTAL	23.0	24.1	27.0	30.9	33.1	36.6	39.6	36.3	44.1	52.5	▲ 18.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	510	510	550	600	640	690	740	670	760	860	▲ 12.6%
Arts, Ent. & Rec.	210	200	190	200	210	140	170	110	120	120	▼ -0.5%
Retail**	70	70	70	70	40	40	40	40	50	70	▲ 43.7%
Ground Tran.	30	30	30	30	30	40	50	40	50	60	▲ 18.1%
Other Travel*	10	10	20	20	20	20	20	20	20	30	▲ 77.2%
TOTAL	830	830	850	910	940	940	1,020	890	990	1,130	▲ 13.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



San Benito County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.9	2.0	2.1	2.4	2.6	3.9	4.1	3.3	5.0	5.5	▲ 10.9%
State Tax Receipts	5.1	5.3	5.2	5.1	5.5	6.3	6.7	4.0	6.1	7.1	▲ 15.6%
TOTAL	6.9	7.3	7.3	7.5	8.1	10.2	10.9	7.3	11.1	12.6	▲ 13.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.1	1.2	1.2	1.4	1.6	2.6	2.8	1.6	3.0	3.5	▲ 16.2%
Business or Employee	0.8	0.8	0.9	1.0	1.0	1.2	1.3	1.6	2.0	2.1	▲ 2.9%
TOTAL	1.9	2.0	2.1	2.4	2.6	3.9	4.1	3.3	5.0	5.5	▲ 10.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.2	4.5	4.2	4.1	4.5	5.4	5.8	2.9	4.7	5.5	▲ 17.8%
Business or Employee	0.8	0.9	0.9	1.0	1.0	0.9	1.0	1.1	1.4	1.5	▲ 8.5%
TOTAL	5.1	5.3	5.2	5.1	5.5	6.3	6.7	4.0	6.1	7.1	▲ 15.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Bernardino County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,051	4,879	▲ 20.4%
Other Travel*	571	585	552	524	578	650	688	283	430	670	▲ 55.8%
TOTAL	4,351	4,466	4,558	4,643	4,975	5,343	5,717	4,087	4,481	5,548	▲ 23.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,182	1,250	1,336	1,418	1,532	1,607	1,772	1,300	1,558	1,702	▲ 9.3%
Private Home	559	565	575	577	631	693	757	497	700	797	▲ 13.8%
Campground	142	143	143	145	152	159	172	144	179	230	▲ 28.1%
2nd Home	815	827	851	867	921	1,004	1,028	1,395	1,246	1,252	▲ 0.5%
Day Travel	1,081	1,095	1,102	1,112	1,160	1,229	1,300	469	368	898	▲ 143.9%
TOTAL	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,051	4,879	▲ 20.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	613	654	708	761	812	842	915	847	1,058	1,162	▲ 9.8%
Food Service	1,140	1,157	1,216	1,279	1,352	1,418	1,522	1,236	1,200	1,400	▲ 16.7%
Food Stores	155	159	164	165	167	170	179	150	179	223	▲ 24.0%
Local Tran. & Gas	601	616	576	544	596	665	710	378	440	615	▲ 39.9%
Arts, Ent. & Rec.	611	621	638	657	679	696	728	562	531	602	▲ 13.4%
Retail Sales	539	546	574	586	660	759	827	571	551	704	▲ 27.7%
Visitor Air Tran.	122	128	131	127	132	143	149	61	92	173	▲ 88.6%
TOTAL	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,051	4,879	▲ 20.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Bernardino County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	603	645	701	774	842	896	985	851	995	1,191	▲ 19.7%
Arts, Ent. & Rec.	315	312	332	356	405	408	433	299	375	489	▲ 30.5%
Retail**	93	97	104	109	117	124	131	134	146	162	▲ 11.2%
Ground Tran.	52	55	60	66	75	97	110	70	45	47	▲ 3.4%
Visitor Air Tran.	45	9	11	13	11	12	10	9	24	26	▲ 7.9%
Other Travel*	90	47	52	63	67	71	72	61	89	108	▲ 21.7%
TOTAL	1,198	1,164	1,261	1,382	1,517	1,608	1,741	1,425	1,673	2,023	▲ 20.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	26,440	26,970	27,880	28,890	30,240	30,790	32,170	26,820	29,010	33,020	▲ 13.8%
Arts, Ent. & Rec.	16,010	16,050	17,200	17,720	18,350	17,100	17,700	11,160	13,320	15,800	▲ 18.7%
Retail**	3,260	3,340	3,450	3,450	3,640	3,770	3,830	3,720	3,730	3,950	▲ 5.7%
Ground Tran.	1,340	1,370	1,420	1,470	1,540	1,850	2,110	2,400	1,470	1,690	▲ 14.8%
Visitor Air Tran.	640	150	190	210	200	200	170	150	230	240	▲ 1.7%
Other Travel*	1,810	1,220	1,290	1,440	1,470	1,500	1,500	1,190	1,420	1,650	▲ 16.1%
TOTAL	49,490	49,100	51,430	53,180	55,430	55,230	57,490	45,440	49,190	56,340	▲ 14.5%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Bernardino County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	101	103	111	118	127	140	153	132	164	183	▲ 11.5%
State Tax Receipts	220	224	223	220	230	258	279	203	212	254	▲ 19.7%
TOTAL	321	327	334	338	357	399	431	335	376	437	▲ 16.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	60	64	69	74	81	91	99	74	95	111	▲ 16.5%
Business or Employee	41	39	41	44	46	50	54	58	69	72	▲ 4.7%
TOTAL	101	103	111	118	127	140	153	132	164	183	▲ 11.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	177	181	178	174	182	211	228	149	150	185	▲ 23.6%
Business or Employee	43	43	45	47	47	47	51	54	62	68	▲ 10.2%
TOTAL	220	224	223	220	230	258	279	203	212	254	▲ 19.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



San Diego County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%
Other Travel*	1,435	1,478	1,482	1,530	1,632	1,798	1,933	840	1,176	1,950	▲ 65.9%
TOTAL	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	10,180	13,344	▲ 31.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6,007	6,390	6,757	7,243	7,640	7,215	7,089	3,206	5,668	7,086	▲ 25.0%
Private Home	1,182	1,223	1,218	1,249	1,356	1,485	1,594	492	1,420	1,717	▲ 20.9%
Campground	286	286	283	292	302	237	254	218	265	328	▲ 23.9%
2nd Home	176	163	151	155	163	173	178	285	256	222	▼ -13.3%
Day Travel	2,516	2,480	2,430	2,527	2,602	2,745	2,744	787	1,396	2,040	▲ 46.2%
TOTAL	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,446	2,675	2,908	3,146	3,288	3,588	3,472	1,729	3,026	4,315	▲ 42.6%
Food Service	2,767	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,374	2,558	▲ 7.8%
Food Stores	430	467	506	518	528	472	472	205	437	473	▲ 8.3%
Local Tran. & Gas	571	510	458	436	484	477	480	162	422	442	▲ 4.7%
Arts, Ent. & Rec.	1,633	1,613	1,584	1,672	1,729	1,610	1,588	589	1,010	1,151	▲ 14.0%
Retail Sales	1,636	1,687	1,686	1,757	1,873	1,788	1,837	684	1,270	1,473	▲ 16.0%
Visitor Air Tran.	684	747	789	801	831	873	930	282	465	981	▲ 110.9%
TOTAL	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,004	11,393	▲ 26.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Diego County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	2,085	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,344	3,112	▲ 32.8%
Arts, Ent. & Rec.	828	818	878	908	891	859	872	519	600	818	▲ 36.2%
Retail**	261	275	288	304	313	291	293	299	323	344	▲ 6.5%
Ground Tran.	53	47	43	49	56	67	70	21	23	24	▲ 4.8%
Visitor Air Tran.	49	50	56	71	79	84	94	91	88	97	▲ 9.8%
Other Travel*	174	174	195	249	269	295	331	278	272	339	▲ 24.8%
TOTAL	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,650	4,734	▲ 29.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	63,210	64,230	64,410	68,900	69,940	64,480	63,520	45,740	50,160	60,640	▲ 20.9%
Arts, Ent. & Rec.	23,860	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,970	▲ 26.5%
Retail**	8,490	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,770	7,750	▼ -0.4%
Ground Tran.	1,410	1,220	1,060	1,130	1,180	1,290	1,380	880	920	1,050	▲ 14.4%
Visitor Air Tran.	830	860	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	▲ 3.4%
Other Travel*	3,560	3,390	3,640	4,550	4,830	4,870	5,300	4,330	4,130	5,200	▲ 26.1%
TOTAL	101,360	101,670	101,510	109,110	111,240	102,890	101,500	73,360	80,140	96,040	▲ 19.8%

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**Retail includes gasoline station employment and earnings.

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San Diego County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	445	474	509	547	570	606	602	342	521	690	▲ 32.5%
State Tax Receipts	468	479	479	492	501	482	496	267	398	452	▲ 13.3%
TOTAL	913	952	987	1,040	1,070	1,089	1,097	609	919	1,142	▲ 24.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	327	354	383	413	434	473	464	212	370	520	▲ 40.7%
Business or Employee	118	119	125	135	136	133	137	130	151	170	▲ 12.5%
TOTAL	445	474	509	547	570	606	602	342	521	690	▲ 32.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	346	352	347	354	366	359	370	155	264	293	▲ 11.1%
Business or Employee	122	127	132	139	135	123	126	111	135	158	▲ 17.7%
TOTAL	468	479	479	492	501	482	496	267	398	452	▲ 13.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Francisco County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	5,059	8,929	▲ 76.5%
Other Travel*	1,812	2,001	2,098	2,318	2,645	2,792	2,863	1,595	2,031	3,222	▲ 58.6%
TOTAL	10,672	12,269	12,992	13,192	13,404	13,906	14,156	5,044	7,090	12,151	▲ 71.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6,673	7,895	8,463	8,461	8,292	8,590	8,703	2,682	3,541	6,690	▲ 88.9%
Private Home	816	864	879	871	899	936	965	231	563	837	▲ 48.5%
Campground	3	4	4	4	4	5	5	4	5	7	▲ 28.1%
2nd Home	37	38	38	39	42	47	48	75	68	89	▲ 31.6%
Day Travel	1,331	1,465	1,510	1,500	1,522	1,536	1,573	457	882	1,307	▲ 48.2%
TOTAL	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	5,059	8,929	▲ 76.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,250	2,884	3,200	3,209	3,080	3,179	3,361	1,005	1,040	2,435	▲ 134.0%
Food Service	2,257	2,545	2,719	2,773	2,807	2,934	2,961	982	1,571	2,399	▲ 52.7%
Food Stores	186	210	221	216	212	214	214	73	135	208	▲ 53.6%
Local Tran. & Gas	524	586	561	520	548	607	610	161	334	544	▲ 63.0%
Arts, Ent. & Rec.	1,230	1,387	1,448	1,447	1,432	1,462	1,437	459	721	1,060	▲ 47.0%
Retail Sales	1,274	1,426	1,478	1,454	1,443	1,475	1,469	471	777	1,169	▲ 50.5%
Visitor Air Tran.	1,139	1,231	1,268	1,254	1,237	1,244	1,241	300	480	1,114	▲ 132.0%
TOTAL	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	5,059	8,929	▲ 76.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Francisco County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,514	1,800	2,046	2,167	2,243	2,365	2,504	1,468	1,558	1,965	▲ 26.1%
Arts, Ent. & Rec.	802	921	1,031	1,052	937	990	980	742	828	1,013	▲ 22.3%
Retail**	188	215	229	230	246	248	246	232	251	238	▼ -5.3%
Ground Tran.	67	77	83	90	99	137	144	33	37	49	▲ 32.7%
Other Travel*	205	238	244	312	405	431	455	371	424	500	▲ 18.1%
TOTAL	2,776	3,252	3,634	3,851	3,929	4,171	4,329	2,848	3,097	3,765	▲ 21.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	33,530	38,530	41,400	41,250	41,760	42,000	40,980	23,130	23,120	29,530	▲ 27.8%
Arts, Ent. & Rec.	12,740	14,220	15,570	15,540	15,380	15,170	15,420	10,380	10,530	13,290	▲ 26.2%
Retail**	3,990	4,510	4,530	4,610	4,520	4,320	4,020	3,460	3,440	3,540	▲ 2.8%
Ground Tran.	1,810	2,020	2,080	2,090	2,100	2,660	2,830	1,410	1,540	2,220	▲ 44.5%
Other Travel*	2,470	2,470	2,630	3,110	3,220	3,270	3,320	2,600	1,940	2,270	▲ 16.9%
TOTAL	54,540	61,750	66,200	66,600	66,970	67,420	66,580	40,990	40,570	50,850	▲ 25.4%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Francisco County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	468	572	629	634	614	649	679	281	316	529	▲ 67.4%
State Tax Receipts	335	380	398	393	382	394	402	189	257	350	▲ 35.9%
TOTAL	803	952	1,026	1,027	996	1,043	1,081	470	573	879	▲ 53.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	366	455	500	503	486	512	537	158	181	387	▲ 113.6%
Business or Employee	102	117	129	131	128	137	142	123	135	143	▲ 5.6%
TOTAL	468	572	629	634	614	649	679	281	316	529	▲ 67.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	241	269	277	272	267	280	284	95	152	226	▲ 48.6%
Business or Employee	95	111	121	121	115	114	118	94	105	124	▲ 17.6%
TOTAL	335	380	398	393	382	394	402	189	257	350	▲ 35.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Joaquin County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	896.0	1,081.7	▲ 20.7%
Other Travel*	130.7	133.0	119.4	106.6	120.0	140.4	145.9	53.3	86.0	121.2	▲ 41.0%
TOTAL	789.5	809.4	809.8	827.7	878.3	940.8	993.4	541.6	982.0	1,202.9	▲ 22.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	215.2	228.0	247.8	275.3	285.2	294.3	311.6	301.3	478.5	505.0	▲ 5.5%
Private Home	202.7	204.3	197.0	195.7	214.0	236.2	255.4	71.6	237.4	285.5	▲ 20.3%
Campground	7.5	8.2	8.3	8.4	8.8	9.2	9.9	8.3	10.4	13.3	▲ 28.1%
2nd Home	11.5	11.8	11.6	11.8	12.5	13.3	13.6	46.8	42.3	28.6	▼ -32.4%
Day Travel	221.8	224.0	225.7	229.8	237.8	247.4	257.1	60.2	127.5	249.3	▲ 95.6%
TOTAL	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	896.0	1,081.7	▲ 20.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	73.4	80.6	91.7	105.4	112.1	117.8	124.3	126.6	208.9	214.1	▲ 2.5%
Food Service	187.4	190.4	202.2	217.6	225.0	232.5	246.1	144.7	262.6	317.2	▲ 20.8%
Food Stores	30.9	31.8	33.1	33.8	33.7	34.0	35.1	19.5	39.3	48.5	▲ 23.6%
Local Tran. & Gas	170.8	174.0	162.0	153.2	165.4	184.0	192.6	69.4	149.4	208.2	▲ 39.3%
Arts, Ent. & Rec.	90.9	92.5	95.9	101.2	102.3	103.3	106.4	60.9	104.9	124.0	▲ 18.2%
Retail Sales	105.0	106.2	104.6	109.1	118.7	127.7	141.9	66.7	130.4	169.0	▲ 29.6%
Visitor Air Tran.	0.5	1.0	0.8	0.9	1.0	1.2	1.1	0.5	0.5	0.7	▲ 28.8%
TOTAL	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	896.0	1,081.7	▲ 20.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Joaquin County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	112.5	117.4	128.8	146.4	158.6	172.9	186.4	165.7	206.0	265.1	▲ 28.7%
Arts, Ent. & Rec.	45.4	49.7	51.3	59.6	61.4	64.1	67.3	42.7	52.6	69.1	▲ 31.4%
Retail**	19.8	20.7	21.4	22.8	23.9	25.1	26.5	27.0	31.4	34.4	▲ 9.3%
Ground Tran.	13.3	14.0	15.1	17.1	19.0	25.2	27.8	13.4	17.0	18.5	▲ 9.2%
Visitor Air Tran.	0.4	0.6	0.5	0.7	4.6	5.1	6.6	6.5	0.4	0.4	▲ 12.3%
Other Travel*	7.1	7.6	8.2	9.2	23.5	24.6	31.0	31.8	10.7	11.2	▲ 4.7%
TOTAL	198.5	209.9	225.3	255.9	291.2	317.0	345.6	287.1	318.1	398.8	▲ 25.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,410	4,440	4,540	4,760	4,990	5,100	5,250	4,450	5,040	6,080	▲ 20.8%
Arts, Ent. & Rec.	2,120	2,360	2,220	2,340	2,350	2,380	2,430	1,380	1,680	2,220	▲ 31.9%
Retail**	700	720	720	740	760	760	770	720	790	830	▲ 4.2%
Ground Tran.	350	360	370	390	400	490	540	450	570	680	▲ 19.7%
Visitor Air Tran.	<10	<10	<10	<10	50	50	70	60	<10	<10	▲ 5.8%
Other Travel*	210	230	240	250	400	400	470	470	270	270	▼ -1.9%
TOTAL	7,800	8,110	8,100	8,500	8,940	9,190	9,540	7,540	8,360	10,090	▲ 20.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Joaquin County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	18.3	19.3	21.0	23.3	26.4	29.5	31.6	27.5	41.0	45.4	▲ 10.8%
State Tax Receipts	49.4	51.1	49.5	48.6	50.2	58.3	62.6	33.8	52.4	64.2	▲ 22.6%
TOTAL	67.7	70.4	70.5	71.9	76.6	87.8	94.2	61.3	93.4	109.6	▲ 17.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.4	12.2	13.5	15.0	17.1	19.3	20.5	15.1	27.2	30.5	▲ 11.9%
Business or Employee	6.9	7.1	7.5	8.3	9.3	10.2	11.1	12.4	13.8	15.0	▲ 8.5%
TOTAL	18.3	19.3	21.0	23.3	26.4	29.5	31.6	27.5	41.0	45.4	▲ 10.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	42.4	43.7	41.7	40.3	41.9	49.9	53.5	24.5	41.2	51.5	▲ 25.0%
Business or Employee	7.0	7.4	7.8	8.3	8.3	8.5	9.1	9.3	11.1	12.7	▲ 13.8%
TOTAL	49.4	51.1	49.5	48.6	50.2	58.3	62.6	33.8	52.4	64.2	▲ 22.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,846	2,077	▲ 12.5%
Other Travel*	77	67	62	57	66	78	83	28	45	75	▲ 67.6%
TOTAL	1,586	1,629	1,669	1,680	1,782	1,915	2,019	1,349	1,891	2,152	▲ 13.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	926	967	1,002	1,015	1,077	1,147	1,202	954	1,341	1,332	▼ -0.7%
Private Home	92	92	96	97	108	121	131	56	126	142	▲ 12.5%
Campground	130	135	137	139	146	153	165	137	171	220	▲ 28.2%
2nd Home	39	40	41	41	45	51	52	61	55	66	▲ 21.0%
Day Travel	323	328	331	330	341	366	385	112	153	318	▲ 107.3%
TOTAL	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,846	2,077	▲ 12.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	375	407	435	453	477	506	528	474	706	765	▲ 8.4%
Food Service	422	430	447	460	487	519	552	356	472	510	▲ 8.0%
Food Stores	66	68	71	71	72	74	78	57	83	105	▲ 26.1%
Local Tran. & Gas	192	197	181	165	183	210	222	114	164	212	▲ 29.4%
Arts, Ent. & Rec.	195	199	202	204	211	220	228	138	180	190	▲ 5.9%
Retail Sales	248	251	258	256	270	289	305	173	228	267	▲ 17.0%
Visitor Air Tran.	11	11	13	14	16	19	22	8	14	28	▲ 100.9%
TOTAL	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,846	2,077	▲ 12.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	315	335	357	386	439	472	509	410	498	596	▲ 19.5%
Arts, Ent. & Rec.	96	98	105	111	124	128	139	99	132	154	▲ 16.7%
Retail**	45	47	49	50	52	55	57	58	65	69	▲ 6.9%
Ground Tran.	17	17	18	20	23	33	36	17	14	13	▼ -4.5%
Visitor Air Tran.	4	4	5	4	6	6	29	31	13	14	▲ 2.2%
Other Travel*	12	9	9	8	10	11	44	40	17	19	▲ 10.3%
TOTAL	488	510	544	580	654	705	815	655	740	865	▲ 16.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	10,900	11,010	11,080	11,460	12,580	12,910	13,410	10,640	11,810	13,250	▲ 12.2%
Arts, Ent. & Rec.	5,390	5,410	5,280	5,300	5,650	5,910	6,340	4,140	5,090	6,600	▲ 29.7%
Retail**	1,470	1,470	1,470	1,480	1,520	1,560	1,590	1,500	1,530	1,560	▲ 1.8%
Ground Tran.	450	460	460	470	490	640	720	730	590	640	▲ 9.2%
Visitor Air Tran.	70	60	70	70	100	100	300	290	170	160	▼ -3.7%
Other Travel*	250	170	170	150	210	220	500	410	250	260	▲ 3.6%
TOTAL	18,520	18,580	18,530	18,930	20,550	21,340	22,860	17,710	19,440	22,480	▲ 15.6%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	62	66	70	72	77	84	91	81	108	116	▲ 6.6%
State Tax Receipts	75	77	77	75	78	85	92	66	81	90	▲ 11.1%
TOTAL	136	142	147	148	154	169	183	147	189	206	▲ 8.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	45	49	52	54	57	63	66	55	78	85	▲ 8.6%
Business or Employee	16	17	18	18	20	22	25	27	30	31	▲ 1.4%
TOTAL	62	66	70	72	77	84	91	81	108	116	▲ 6.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	57	59	58	56	58	65	70	42	54	61	▲ 14.0%
Business or Employee	17	18	19	19	20	20	23	23	27	29	▲ 5.4%
TOTAL	75	77	77	75	78	85	92	66	81	90	▲ 11.1%

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Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Mateo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,253	3,632	▲ 61.2%
Other Travel*	244	261	303	294	336	374	433	198	154	225	▲ 46.4%
TOTAL	3,340	3,519	3,730	3,813	3,997	4,357	4,492	1,681	2,407	3,857	▲ 60.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,163	2,309	2,463	2,549	2,638	2,869	2,911	1,161	1,488	2,617	▲ 75.8%
Private Home	304	309	314	316	347	382	406	88	370	365	▼ -1.4%
Campground	30	30	31	31	33	35	37	31	39	50	▲ 28.1%
2nd Home	19	19	19	19	21	23	24	40	36	43	▲ 20.1%
Day Travel	580	591	600	602	622	675	681	162	320	558	▲ 74.1%
TOTAL	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,253	3,632	▲ 61.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	677	777	874	920	948	1,051	1,080	387	461	729	▲ 58.1%
Food Service	818	836	881	917	966	1,049	1,075	407	654	1,017	▲ 55.6%
Food Stores	88	90	94	94	95	99	100	40	76	109	▲ 43.5%
Local Tran. & Gas	620	645	642	639	663	718	721	265	427	816	▲ 91.2%
Arts, Ent. & Rec.	453	463	477	487	501	531	530	191	306	456	▲ 49.0%
Retail Sales	440	447	459	461	490	535	554	194	329	505	▲ 53.3%
TOTAL	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,253	3,632	▲ 61.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Mateo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	557	588	654	700	768	867	907	578	658	828	▲ 25.9%
Arts, Ent. & Rec.	194	207	221	237	249	273	282	206	245	289	▲ 17.6%
Retail**	72	75	79	81	83	92	92	89	98	94	▼ -4.1%
Ground Tran.	85	93	104	111	116	135	145	70	74	133	▲ 79.7%
Visitor Air Tran.	677	692	747	1,008	1,151	1,192	549	511	331	367	▲ 10.9%
Other Travel*	652	674	783	1,053	1,229	1,311	678	651	438	457	▲ 4.3%
TOTAL	2,236	2,330	2,588	3,191	3,596	3,870	2,652	2,106	1,844	2,168	▲ 17.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	15,710	16,030	16,540	16,580	17,390	18,600	18,500	12,330	12,890	14,950	▲ 16.0%
Arts, Ent. & Rec.	7,430	7,560	7,970	8,250	8,590	9,020	8,670	5,890	6,390	7,340	▲ 14.9%
Retail**	1,810	1,830	1,760	1,700	1,710	1,800	1,770	1,580	1,600	1,540	▼ -4.0%
Ground Tran.	1,990	2,070	2,240	2,260	2,270	2,510	2,650	1,580	1,590	2,570	▲ 61.8%
Visitor Air Tran.	8,150	8,360	8,710	9,590	9,860	9,880	6,200	5,160	3,700	3,860	▲ 4.5%
Other Travel*	8,040	8,310	9,340	10,410	10,850	11,130	7,570	6,530	4,990	4,910	▼ -1.6%
TOTAL	43,130	44,160	46,560	48,790	50,680	52,940	45,350	33,060	31,160	35,180	▲ 12.9%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

San Mateo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	210	234	255	280	294	335	297	166	180	246	▲ 36.3%
State Tax Receipts	194	198	205	216	221	231	208	116	140	196	▲ 40.0%
TOTAL	404	432	460	497	516	566	505	282	320	442	▲ 37.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	130	150	162	170	175	203	206	71	96	160	▲ 66.0%
Business or Employee	80	85	93	110	119	133	91	95	84	86	▲ 2.2%
TOTAL	210	234	255	280	294	335	297	166	180	246	▲ 36.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	122	125	126	125	127	140	144	55	85	136	▲ 58.9%
Business or Employee	73	73	79	91	94	91	64	61	55	60	▲ 10.5%
TOTAL	194	198	205	216	221	231	208	116	140	196	▲ 40.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Santa Barbara County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,730	1,924	▲ 11.2%
Other Travel*	137	139	131	129	135	151	164	65	102	154	▲ 50.5%
TOTAL	1,745	1,853	1,906	1,904	1,953	1,983	2,141	1,021	1,832	2,078	▲ 13.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,000	1,086	1,135	1,139	1,143	1,126	1,229	642	1,233	1,237	▲ 0.3%
Private Home	148	151	155	152	170	188	206	83	190	213	▲ 12.1%
Campground	55	58	59	60	63	66	71	59	74	94	▲ 28.2%
2nd Home	33	34	34	35	38	43	44	57	51	49	▼ -3.3%
Day Travel	372	386	391	388	405	409	428	115	183	331	▲ 81.0%
TOTAL	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,730	1,924	▲ 11.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	385	435	468	481	485	464	523	335	631	742	▲ 17.6%
Food Service	452	473	497	507	520	529	561	256	451	452	▲ 0.3%
Food Stores	52	55	57	57	57	57	59	34	57	69	▲ 21.3%
Local Tran. & Gas	209	220	205	187	200	218	230	85	161	184	▲ 14.9%
Arts, Ent. & Rec.	209	219	225	225	226	224	232	98	172	169	▼ -1.4%
Retail Sales	267	278	290	286	296	303	322	133	232	253	▲ 8.9%
Visitor Air Tran.	33	34	33	32	35	37	51	15	28	56	▲ 98.5%
TOTAL	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,730	1,924	▲ 11.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Barbara County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	351	380	415	426	457	470	514	400	482	596	▲ 23.7%
Arts, Ent. & Rec.	95	104	105	104	114	117	127	100	119	139	▲ 16.5%
Retail**	43	46	49	50	50	50	52	54	59	62	▲ 5.4%
Ground Tran.	19	21	22	24	26	34	38	14	16	14	▼ -14.6%
Visitor Air Tran.	11	4	5	4	4	5	6	6	8	9	▲ 10.1%
Other Travel*	24	17	19	20	19	21	22	19	22	26	▲ 18.6%
TOTAL	543	571	616	627	672	698	758	592	706	846	▲ 19.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	10,210	10,640	11,070	10,970	11,120	11,040	11,810	9,090	10,080	11,640	▲ 15.5%
Arts, Ent. & Rec.	4,110	4,330	4,400	4,330	4,580	5,230	5,590	4,060	4,600	5,440	▲ 18.3%
Retail**	1,240	1,270	1,360	1,350	1,310	1,300	1,320	1,260	1,310	1,300	▼ -0.9%
Ground Tran.	510	530	540	550	550	670	750	540	600	580	▼ -3.6%
Visitor Air Tran.	160	90	90	60	60	60	80	60	80	90	▲ 3.7%
Other Travel*	420	340	360	360	340	350	370	290	330	370	▲ 13.1%
TOTAL	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,290	16,990	19,410	▲ 14.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Barbara County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	68	74	79	82	85	86	95	66	108	122	▲ 13.0%
State Tax Receipts	82	87	87	84	84	89	95	53	79	85	▲ 6.8%
TOTAL	150	161	167	166	169	175	190	120	188	207	▲ 10.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	49	55	59	62	64	64	72	42	79	92	▲ 16.4%
Business or Employee	19	19	20	20	21	22	23	24	29	30	▲ 3.8%
TOTAL	68	74	79	82	85	86	95	66	108	122	▲ 13.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	63	66	66	63	64	69	74	33	54	57	▲ 6.5%
Business or Employee	19	20	21	21	20	20	21	21	26	28	▲ 7.5%
TOTAL	82	87	87	84	84	89	95	53	79	85	▲ 6.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Clara County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,363	4,914	▲ 46.1%
Other Travel*	925	975	1,049	1,084	1,203	1,272	1,414	734	906	1,317	▲ 45.3%
TOTAL	5,391	5,769	6,090	6,304	7,221	7,446	7,629	2,989	4,269	6,231	▲ 46.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,960	3,236	3,480	3,651	4,340	4,367	4,305	1,681	2,073	3,276	▲ 58.0%
Private Home	590	609	609	610	673	733	804	232	672	723	▲ 7.5%
Campground	42	49	49	49	52	54	59	49	61	78	▲ 28.1%
2nd Home	24	24	25	25	27	29	30	42	38	36	▼ -5.1%
Day Travel	851	875	878	884	926	990	1,018	251	518	800	▲ 54.4%
TOTAL	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,363	4,914	▲ 46.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	999	1,181	1,368	1,469	1,753	1,739	1,728	591	631	1,237	▲ 96.2%
Food Service	1,243	1,289	1,343	1,410	1,631	1,682	1,692	692	1,092	1,422	▲ 30.2%
Food Stores	141	149	153	153	165	166	167	69	131	174	▲ 32.4%
Local Tran. & Gas	568	594	561	538	621	669	671	216	400	577	▲ 44.4%
Arts, Ent. & Rec.	621	644	655	674	757	765	751	292	458	576	▲ 25.8%
Retail Sales	634	652	659	668	768	799	819	304	525	677	▲ 29.0%
Visitor Air Tran.	260	285	302	307	323	355	386	92	127	251	▲ 97.9%
TOTAL	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,363	4,914	▲ 46.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Clara County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	829	894	970	1,082	1,143	1,173	1,196	815	905	1,193	▲ 31.8%
Arts, Ent. & Rec.	290	315	323	346	379	396	444	260	282	357	▲ 26.6%
Retail**	100	105	109	113	114	116	115	111	119	119	▲ 0.0%
Ground Tran.	64	70	75	82	99	124	131	48	53	67	▲ 26.7%
Visitor Air Tran.	24	25	27	26	25	26	22	21	20	22	▲ 10.4%
Other Travel*	135	146	186	205	217	219	251	220	244	276	▲ 13.2%
TOTAL	1,441	1,555	1,692	1,854	1,977	2,054	2,160	1,476	1,623	2,034	▲ 25.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	25,160	25,850	26,360	27,490	27,700	26,640	25,390	17,310	17,910	21,650	▲ 20.9%
Arts, Ent. & Rec.	6,910	7,150	7,560	7,790	7,860	7,820	8,410	4,960	5,980	8,410	▲ 40.6%
Retail**	2,380	2,470	2,420	2,570	2,490	2,430	2,410	2,140	2,210	2,180	▼ -1.4%
Ground Tran.	1,640	1,710	1,760	1,810	2,030	2,370	2,510	1,540	1,660	2,090	▲ 25.6%
Visitor Air Tran.	340	360	380	360	350	350	390	330	310	330	▲ 4.0%
Other Travel*	2,010	2,080	2,150	2,430	2,660	2,770	3,770	2,370	2,640	2,830	▲ 7.2%
TOTAL	38,440	39,610	40,630	42,450	43,090	42,380	42,880	28,650	30,720	37,480	▲ 22.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Clara County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	193	215	239	262	285	319	323	153	181	265	▲ 46.1%
State Tax Receipts	225	236	236	235	250	267	276	134	189	237	▲ 25.6%
TOTAL	417	451	475	497	535	587	599	287	370	502	▲ 35.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	140	160	180	199	219	250	251	87	109	186	▲ 70.9%
Business or Employee	52	55	59	63	66	69	73	66	72	79	▲ 8.8%
TOTAL	193	215	239	262	285	319	323	153	181	265	▲ 46.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	175	183	179	176	194	212	218	86	134	173	▲ 28.9%
Business or Employee	49	53	57	59	57	55	58	48	55	64	▲ 17.5%
TOTAL	225	236	236	235	250	267	276	134	189	237	▲ 25.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Cruz County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	816	849	880	903	976	1,025	1,020	483	1,081	1,535	▲ 42.0%
Other Travel*	53	55	48	42	47	53	55	21	32	45	▲ 40.8%
TOTAL	870	904	928	946	1,023	1,078	1,075	503	1,113	1,580	▲ 42.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	424	448	475	499	549	567	546	212	718	1,031	▲ 43.7%
Private Home	69	70	69	68	75	81	86	31	87	94	▲ 8.7%
Campground	64	67	69	70	73	77	83	69	86	111	▲ 28.2%
2nd Home	89	91	93	94	100	109	111	110	99	94	▼ -5.1%
Day Travel	170	173	173	173	180	191	194	61	91	204	▲ 125.7%
TOTAL	816	849	880	903	976	1,025	1,020	483	1,081	1,535	▲ 42.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	205	226	249	265	285	297	292	139	330	439	▲ 32.7%
Food Service	229	233	244	256	277	287	286	139	327	472	▲ 44.5%
Food Stores	40	41	43	43	44	45	46	30	53	73	▲ 37.2%
Local Tran. & Gas	114	116	106	97	108	123	125	49	95	155	▲ 62.2%
Arts, Ent. & Rec.	116	118	120	124	130	132	129	60	134	189	▲ 40.9%
Retail Sales	113	114	117	119	131	141	142	66	141	208	▲ 47.2%
TOTAL	816	849	880	903	976	1,025	1,020	483	1,081	1,535	▲ 42.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Cruz County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	162	174	190	210	225	239	244	175	222	250	▲ 12.8%
Arts, Ent. & Rec.	55	60	68	76	82	86	87	52	65	75	▲ 15.1%
Retail**	21	22	23	24	24	24	24	25	27	26	▼ -5.2%
Ground Tran.	9	9	9	11	13	18	19	6	8	9	▲ 22.8%
Other Travel*	5	5	5	4	5	5	5	4	4	4	▲ 5.7%
TOTAL	252	270	296	325	348	371	378	263	326	365	▲ 11.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	5,670	5,860	6,060	6,190	6,360	6,460	6,400	4,550	5,240	5,490	▲ 4.7%
Arts, Ent. & Rec.	2,940	3,100	3,350	3,410	3,680	3,670	3,390	1,860	2,250	2,720	▲ 20.5%
Retail**	700	720	700	730	720	700	690	650	670	610	▼ -9.4%
Ground Tran.	240	240	240	250	270	340	370	300	360	520	▲ 42.4%
Other Travel*	120	130	120	110	120	110	110	90	90	80	▼ -3.2%
TOTAL	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,460	8,620	9,420	▲ 9.2%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Santa Cruz County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	30	33	36	40	44	48	47	26	54	70	▲ 29.0%
State Tax Receipts	42	43	43	43	44	48	49	28	47	64	▲ 34.3%
TOTAL	72	76	79	82	88	96	97	53	101	133	▲ 31.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	21	23	26	29	33	36	35	14	40	56	▲ 40.3%
Business or Employee	9	9	10	11	11	12	12	11	14	14	▼ -2.9%
TOTAL	30	33	36	40	44	48	47	26	54	70	▲ 29.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	33	34	33	32	34	38	39	19	36	51	▲ 42.6%
Business or Employee	9	9	10	10	10	10	10	9	12	13	▲ 9.2%
TOTAL	42	43	43	43	44	48	49	28	47	64	▲ 34.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Shasta County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	441.6	457.6	▲ 3.6%
Other Travel*	35.1	34.7	32.1	29.7	32.4	36.9	39.7	13.7	24.3	36.9	▲ 52.0%
TOTAL	418.9	430.1	428.0	439.4	460.9	509.7	544.7	308.9	465.9	494.5	▲ 6.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	162.4	166.5	171.9	183.4	192.5	216.9	234.8	147.6	236.6	185.4	▼ -21.7%
Private Home	45.2	45.4	43.1	42.9	46.2	51.6	55.6	16.4	50.5	57.2	▲ 13.1%
Campground	35.5	39.4	39.5	40.0	41.9	44.0	47.4	39.7	49.5	63.4	▲ 28.1%
2nd Home	39.2	39.8	38.5	39.2	40.7	43.3	44.4	55.4	50.0	61.5	▲ 23.0%
Day Travel	101.6	104.3	102.9	104.3	107.1	116.9	122.8	36.2	55.0	90.2	▲ 64.0%
TOTAL	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	441.6	457.6	▲ 3.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	83.8	87.0	91.2	97.8	102.7	114.7	123.2	103.2	135.5	139.3	▲ 2.9%
Food Service	100.6	103.3	106.9	113.9	118.3	128.8	138.1	74.5	118.9	111.9	▼ -5.9%
Food Stores	21.7	23.0	23.6	23.9	24.0	24.8	26.1	19.0	27.7	33.1	▲ 19.5%
Local Tran. & Gas	67.5	69.8	63.0	58.3	63.7	74.6	79.0	30.1	52.3	64.7	▲ 23.8%
Arts, Ent. & Rec.	51.0	52.5	53.1	55.4	56.2	59.7	62.3	33.4	49.7	46.5	▼ -6.5%
Retail Sales	56.7	58.0	55.6	57.3	60.2	67.0	71.8	33.7	54.2	56.3	▲ 3.9%
Visitor Air Tran.	2.5	1.9	2.6	3.3	3.3	3.1	4.5	1.4	3.4	5.7	▲ 70.3%
TOTAL	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	441.6	457.6	▲ 3.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Shasta County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	70.9	73.7	78.0	86.4	91.7	92.9	103.6	96.2	116.4	125.4	▲ 7.7%
Arts, Ent. & Rec.	22.9	23.9	24.3	26.8	24.7	26.1	29.5	22.4	26.9	31.9	▲ 18.6%
Retail**	11.8	12.5	12.6	13.2	13.7	14.1	14.9	16.5	17.9	19.3	▲ 7.6%
Ground Tran.	5.2	5.5	5.7	6.4	7.4	10.9	12.1	4.1	4.1	3.7	▼ -11.6%
Visitor Air Tran.	1.3	1.2	1.3	2.5	2.8	2.8	2.9	2.8	3.3	3.2	▼ -0.9%
Other Travel*	2.7	3.0	3.3	5.1	5.5	5.8	5.7	5.6	6.8	7.9	▲ 16.5%
TOTAL	114.8	119.7	125.2	140.5	145.8	152.7	168.7	147.7	175.4	191.4	▲ 9.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,810	2,840	2,820	2,900	2,960	2,870	2,940	2,610	2,920	3,050	▲ 4.2%
Arts, Ent. & Rec.	1,050	1,050	1,090	1,160	1,100	1,160	1,290	960	1,100	1,230	▲ 12.6%
Retail**	400	410	400	420	420	420	430	440	450	460	▲ 2.6%
Ground Tran.	140	150	150	150	160	210	240	190	200	200	▲ 2.5%
Visitor Air Tran.	20	20	20	30	40	40	40	30	40	30	▼ -6.6%
Other Travel*	70	80	80	110	120	120	120	110	120	130	▲ 12.7%
TOTAL	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,350	4,820	5,110	▲ 6.0%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Shasta County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	11.6	11.9	12.4	13.4	13.9	15.9	17.4	14.6	19.7	19.1	▼ -2.9%
State Tax Receipts	21.8	22.6	21.8	21.6	21.8	25.1	27.1	16.3	22.7	23.5	▲ 3.7%
TOTAL	33.4	34.5	34.2	35.0	35.7	41.0	44.4	31.0	42.4	42.6	▲ 0.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.9	8.1	8.5	9.2	9.7	11.5	12.4	8.9	12.8	12.6	▼ -1.4%
Business or Employee	3.7	3.8	3.9	4.2	4.2	4.5	5.0	5.8	6.9	6.5	▼ -5.6%
TOTAL	11.6	11.9	12.4	13.4	13.9	15.9	17.4	14.6	19.7	19.1	▼ -2.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	17.5	18.1	17.2	16.7	17.2	20.5	22.0	10.8	15.9	16.9	▲ 6.0%
Business or Employee	4.3	4.5	4.6	4.8	4.6	4.6	5.0	5.5	6.7	6.6	▼ -1.8%
TOTAL	21.8	22.6	21.8	21.6	21.8	25.1	27.1	16.3	22.7	23.5	▲ 3.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sierra County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	19.0	19.8	▲ 4.3%
Other Travel*	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.2	0.3	0.4	▲ 42.3%
TOTAL	18.8	18.4	17.7	16.8	18.2	18.3	19.4	13.5	19.3	20.3	▲ 4.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	10.5	10.3	9.8	9.1	9.8	9.4	10.1	5.7	10.4	9.8	▼ -5.3%
Private Home	1.6	1.6	1.5	1.4	1.6	1.7	1.9	0.6	1.9	2.1	▲ 10.2%
Campground	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.8	1.0	▲ 28.1%
2nd Home	2.7	2.7	2.8	2.8	3.0	3.3	3.4	5.2	4.7	4.7	▼ -0.8%
Day Travel	2.7	2.6	2.5	2.4	2.5	2.6	2.7	1.2	1.2	2.2	▲ 81.7%
TOTAL	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	19.0	19.8	▲ 4.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	4.9	4.9	4.8	4.6	4.9	4.7	5.1	4.2	6.2	7.0	▲ 12.1%
Food Service	5.5	5.4	5.3	5.2	5.6	5.5	5.9	4.1	5.7	5.5	▼ -3.9%
Food Stores	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.5	0.9	1.0	▲ 14.5%
Local Tran. & Gas	2.1	2.0	1.8	1.6	1.8	1.9	2.0	1.0	1.5	1.7	▲ 14.6%
Arts, Ent. & Rec.	2.9	2.8	2.7	2.6	2.7	2.7	2.8	2.0	2.5	2.4	▼ -4.2%
Retail Sales	2.1	2.0	1.9	1.8	2.0	2.2	2.4	1.6	2.2	2.2	▲ 1.9%
TOTAL	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	19.0	19.8	▲ 4.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sierra County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	2.7	2.7	2.9	2.8	3.1	3.1	3.3	3.8	4.6	5.0	▲ 7.2%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.6	0.6	▲ 1.7%
Retail**	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	▼ -8.5%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.1	0.1	▼ -17.1%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 13.6%
TOTAL	3.8	3.9	4.1	4.0	4.4	4.4	4.7	5.0	5.8	6.1	▲ 5.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	170	160	190	170	180	190	220	220	240	250	▲ 3.0%
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20	20	20	▲ 28.4%
Retail**	20	20	20	10	20	20	20	20	10	10	▼ -14.7%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -3.9%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 3.6%
TOTAL	210	200	240	210	220	240	270	270	280	290	▲ 3.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sierra County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.7	0.8	▲ 6.0%
State Tax Receipts	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.7	0.7	▼ -0.3%
TOTAL	1.2	1.2	1.2	1.1	1.1	1.2	1.3	1.0	1.4	1.5	▲ 2.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.5	0.6	▲ 13.1%
Business or Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▼ -9.0%
TOTAL	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.7	0.8	▲ 6.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.3	0.5	0.5	▲ 1.9%
Business or Employee	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▼ -4.4%
TOTAL	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.7	0.7	▼ -0.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act



Siskiyou County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	205.4	195.7	▼ -4.7%
Other Travel*	7.9	7.9	7.0	6.3	7.0	8.1	8.4	3.0	4.8	6.8	▲ 41.5%
TOTAL	167.2	170.4	171.9	174.6	186.5	192.6	206.0	142.1	210.2	202.6	▼ -3.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	70.2	73.2	76.4	79.2	84.7	84.4	91.6	59.0	105.1	77.5	▼ -26.2%
Private Home	23.6	23.7	22.1	22.1	24.1	25.5	27.9	9.2	28.2	31.1	▲ 10.1%
Campground	16.1	16.0	15.9	16.0	16.8	17.7	19.0	15.9	19.9	25.5	▲ 28.2%
2nd Home	24.9	25.0	25.9	26.4	28.0	30.5	31.3	44.5	39.8	41.7	▲ 4.7%
Day Travel	24.4	24.6	24.6	24.6	25.9	26.4	27.8	10.4	12.3	19.9	▲ 61.8%
TOTAL	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	205.4	195.7	▼ -4.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	37.4	39.2	41.5	43.7	46.4	46.8	51.1	45.2	62.8	61.1	▼ -2.8%
Food Service	47.6	48.2	50.2	52.4	55.3	55.9	59.6	40.2	61.9	54.5	▼ -12.0%
Food Stores	9.5	9.6	9.8	9.8	10.0	9.9	10.5	7.2	11.9	13.7	▲ 15.1%
Local Tran. & Gas	21.9	22.2	20.2	18.5	20.5	22.7	24.1	11.8	18.6	20.8	▲ 11.4%
Arts, Ent. & Rec.	25.1	25.4	25.8	26.4	27.2	26.9	27.9	18.9	26.6	23.5	▼ -11.7%
Retail Sales	17.7	17.9	17.4	17.6	20.0	22.3	24.3	15.8	23.6	22.3	▼ -5.3%
TOTAL	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	205.4	195.7	▼ -4.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

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Siskiyou County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	43.6	47.7	53.1	58.0	62.5	58.0	63.7	52.3	60.0	72.1	▲ 20.2%
Arts, Ent. & Rec.	9.4	6.3	5.6	5.7	7.1	3.9	4.1	4.0	4.9	4.8	▼ -1.2%
Retail**	4.3	4.4	4.5	4.7	4.8	5.2	5.6	6.2	6.4	6.8	▲ 6.4%
Ground Tran.	1.8	1.9	2.0	2.2	2.5	3.5	3.9	1.7	1.6	1.2	▼ -20.4%
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.6	▲ 25.9%
TOTAL	59.5	60.7	65.5	71.0	77.4	71.0	77.9	64.6	73.3	85.6	▲ 16.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,390	1,430	1,450	1,440	1,490	1,380	1,390	1,150	1,260	1,410	▲ 11.9%
Arts, Ent. & Rec.	580	360	280	290	340	200	190	170	190	170	▼ -10.2%
Retail**	170	170	160	150	160	160	170	170	180	180	▼ -0.3%
Ground Tran.	50	50	50	50	50	70	80	80	70	70	▼ -7.8%
Other Travel*	10	20	20	20	20	20	20	10	20	20	▲ 21.5%
TOTAL	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,580	1,720	1,850	▲ 7.4%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Siskiyou County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	5.0	5.1	5.4	5.7	6.1	6.2	6.8	5.9	8.2	7.9	▼ -3.4%
State Tax Receipts	8.3	8.5	8.4	8.3	8.6	8.9	9.7	7.0	9.4	9.2	▼ -2.0%
TOTAL	13.3	13.6	13.8	14.0	14.7	15.1	16.5	12.9	17.6	17.1	▼ -2.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.0	3.2	3.4	3.6	3.9	4.1	4.5	3.4	5.3	5.0	▼ -5.9%
Business or Employee	1.9	1.9	2.1	2.1	2.2	2.1	2.3	2.5	2.9	2.9	▲ 1.1%
TOTAL	5.0	5.1	5.4	5.7	6.1	6.2	6.8	5.9	8.2	7.9	▼ -3.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.2	6.3	6.1	5.9	6.2	6.9	7.5	4.6	6.6	6.3	▼ -3.6%
Business or Employee	2.1	2.2	2.3	2.3	2.3	2.0	2.2	2.4	2.8	2.9	▲ 1.8%
TOTAL	8.3	8.5	8.4	8.3	8.6	8.9	9.7	7.0	9.4	9.2	▼ -2.0%

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Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Solano County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	656.4	717.3	▲ 9.3%
Other Travel*	76.6	78.0	72.3	65.1	73.4	85.1	88.5	32.4	51.0	71.9	▲ 40.8%
TOTAL	695.6	711.2	704.4	730.8	766.4	799.7	823.5	317.1	707.4	789.1	▲ 11.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	189.3	201.9	209.3	229.5	234.9	238.3	241.2	156.7	228.4	223.7	▼ -2.1%
Private Home	179.3	179.0	171.7	176.8	191.0	204.5	218.3	50.6	246.2	243.6	▼ -1.1%
Campground	3.6	4.5	4.5	4.6	4.8	5.0	5.4	4.5	5.7	7.3	▲ 28.2%
2nd Home	6.1	6.2	6.8	6.9	7.5	8.3	8.5	20.0	17.8	15.2	▼ -14.3%
Day Travel	240.6	241.6	239.9	247.9	254.9	258.5	261.6	52.9	158.4	227.5	▲ 43.6%
TOTAL	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	656.4	717.3	▲ 9.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	68.4	76.8	83.4	94.4	98.0	100.6	103.9	64.3	90.5	95.4	▲ 5.4%
Food Service	192.1	194.0	199.3	214.0	221.3	226.1	232.0	92.2	228.9	242.4	▲ 5.9%
Food Stores	31.1	31.9	32.4	33.1	33.1	32.9	33.3	10.6	35.0	38.4	▲ 9.7%
Local Tran. & Gas	77.8	78.7	71.0	66.7	72.8	80.9	82.8	18.6	57.7	71.9	▲ 24.6%
Arts, Ent. & Rec.	131.2	132.6	133.1	140.1	141.6	141.3	141.2	50.0	120.5	129.9	▲ 7.8%
Retail Sales	118.3	119.2	112.8	117.4	126.2	132.8	141.8	48.9	123.8	139.3	▲ 12.6%
TOTAL	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	656.4	717.3	▲ 9.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Solano County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	120.9	122.7	126.9	142.3	150.8	163.3	172.4	144.5	169.5	198.6	▲ 17.1%
Arts, Ent. & Rec.	71.5	69.0	61.0	67.4	61.3	66.5	67.7	34.1	44.6	62.1	▲ 39.1%
Retail**	19.1	19.6	19.5	20.6	21.2	22.5	23.3	22.9	26.0	27.1	▲ 4.2%
Ground Tran.	6.8	7.0	7.3	8.3	9.5	13.2	14.1	3.2	5.7	5.2	▼ -7.8%
Other Travel*	2.9	3.4	4.8	5.3	5.6	6.0	6.3	5.4	4.4	4.1	▼ -7.3%
TOTAL	221.2	221.8	219.4	244.0	248.5	271.5	283.7	210.1	250.3	297.1	▲ 18.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,600	4,520	4,400	4,600	4,620	4,770	4,700	3,790	4,090	4,620	▲ 13.0%
Arts, Ent. & Rec.	3,660	3,560	3,400	3,510	3,540	3,520	3,530	1,720	2,160	3,000	▲ 39.1%
Retail**	670	680	630	650	670	690	680	610	650	650	▼ -1.1%
Ground Tran.	190	190	190	200	200	260	280	150	270	290	▲ 6.9%
Other Travel*	120	140	150	150	160	160	160	130	90	90	▼ -4.3%
TOTAL	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,410	7,260	8,640	▲ 19.1%

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**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Solano County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	18.8	20.0	20.7	22.6	23.1	25.5	26.6	17.6	25.8	27.2	▲ 5.4%
State Tax Receipts	38.7	39.3	37.5	37.5	38.0	42.0	44.0	20.4	37.3	41.3	▲ 10.7%
TOTAL	57.5	59.3	58.1	60.2	61.1	67.5	70.6	38.0	63.1	68.5	▲ 8.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.3	12.5	13.3	14.8	15.4	17.0	17.6	8.8	15.2	16.3	▲ 7.2%
Business or Employee	7.6	7.5	7.3	7.9	7.7	8.5	8.9	8.8	10.5	10.8	▲ 2.8%
TOTAL	18.8	20.0	20.7	22.6	23.1	25.5	26.6	17.6	25.8	27.2	▲ 5.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	30.8	31.5	29.9	29.6	30.5	34.4	36.2	13.4	28.2	31.6	▲ 12.0%
Business or Employee	7.8	7.8	7.6	8.0	7.5	7.6	7.9	7.0	9.1	9.7	▲ 6.6%
TOTAL	38.7	39.3	37.5	37.5	38.0	42.0	44.0	20.4	37.3	41.3	▲ 10.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sonoma County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,816	2,127	▲ 17.1%
Other Travel*	126	130	124	143	158	176	183	89	121	172	▲ 42.0%
TOTAL	1,756	1,828	1,876	1,975	2,084	2,200	2,237	1,250	1,938	2,299	▲ 18.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	834	886	931	984	1,054	1,112	1,113	722	1,138	1,239	▲ 8.9%
Private Home	157	158	152	156	165	179	190	60	207	209	▲ 1.0%
Campground	50	55	55	56	59	61	66	56	69	89	▲ 28.1%
2nd Home	85	86	94	95	102	114	117	143	127	122	▼ -3.8%
Day Travel	505	514	520	541	545	558	568	181	275	467	▲ 70.0%
TOTAL	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,816	2,127	▲ 17.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	330	367	400	435	473	510	505	299	576	657	▲ 14.0%
Food Service	460	471	491	519	542	563	580	355	502	567	▲ 13.0%
Food Stores	61	64	66	67	67	67	69	39	70	83	▲ 19.3%
Local Tran. & Gas	165	170	157	149	161	179	184	81	130	173	▲ 33.3%
Arts, Ent. & Rec.	316	323	329	343	348	353	354	195	264	306	▲ 15.9%
Retail Sales	292	297	302	310	323	340	348	187	262	319	▲ 21.5%
Visitor Air Tran.	6	7	7	9	11	12	14	5	12	21	▲ 79.4%
TOTAL	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,816	2,127	▲ 17.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sonoma County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	299	328	347	373	415	437	456	335	415	514	▲ 24.0%
Arts, Ent. & Rec.	162	161	176	185	205	215	221	156	181	240	▲ 33.2%
Retail**	45	47	49	52	55	59	59	60	66	68	▲ 3.5%
Ground Tran.	17	18	19	21	24	33	35	15	14	15	▲ 2.2%
Visitor Air Tran.	3	3	3	14	20	22	32	31	34	34	▲ 0.8%
Other Travel*	15	16	17	39	47	49	60	55	54	60	▲ 12.4%
TOTAL	540	573	612	684	767	815	863	653	763	931	▲ 22.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,950	10,410	10,580	10,690	11,310	11,320	11,210	8,280	9,290	10,990	▲ 18.3%
Arts, Ent. & Rec.	7,320	7,190	7,500	7,580	8,310	8,000	7,860	5,000	5,650	7,390	▲ 30.8%
Retail**	1,420	1,450	1,420	1,460	1,490	1,510	1,480	1,410	1,440	1,430	▼ -0.6%
Ground Tran.	460	470	470	490	510	630	690	630	570	650	▲ 13.9%
Visitor Air Tran.	20	20	30	100	210	220	330	280	160	150	▼ -5.1%
Other Travel*	290	300	310	560	690	690	790	670	500	530	▲ 6.4%
TOTAL	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,290	17,610	21,150	▲ 20.1%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

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Sonoma County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	67	73	78	84	97	108	110	74	115	130	▲ 13.1%
State Tax Receipts	80	83	83	84	85	91	95	61	80	93	▲ 15.7%
TOTAL	147	155	160	168	182	199	204	135	195	223	▲ 14.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	47	52	56	61	72	81	81	45	81	94	▲ 16.1%
Business or Employee	20	20	22	23	25	27	29	29	34	36	▲ 5.9%
TOTAL	67	73	78	84	97	108	110	74	115	130	▲ 13.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	62	64	63	63	64	70	73	40	55	65	▲ 18.1%
Business or Employee	18	19	20	21	21	21	22	21	25	28	▲ 10.5%
TOTAL	80	83	83	84	85	91	95	61	80	93	▲ 15.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Stanislaus County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	441.5	450.3	471.1	487.0	500.1	531.9	565.5	269.8	516.8	518.6	▲ 0.4%
Other Travel*	96.6	96.7	86.3	77.1	87.1	101.2	105.3	37.3	60.6	85.8	▲ 41.6%
TOTAL	538.2	547.0	557.4	564.0	587.2	633.0	670.8	307.1	577.4	604.4	▲ 4.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	159.2	165.4	186.4	204.2	200.7	211.9	227.7	174.3	263.2	203.1	▼ -22.8%
Private Home	130.7	131.7	128.3	125.5	136.8	151.1	162.6	48.6	151.0	168.3	▲ 11.5%
Campground	4.1	4.3	4.3	4.3	4.6	4.8	5.2	4.3	5.4	7.0	▲ 28.7%
2nd Home	6.9	7.1	6.9	7.1	7.4	7.9	8.1	5.5	4.9	6.6	▲ 32.9%
Day Travel	140.6	141.8	145.2	145.9	150.7	156.2	162.0	37.0	92.2	133.7	▲ 44.9%
TOTAL	441.5	450.3	471.1	487.0	500.1	531.9	565.5	269.8	516.8	518.6	▲ 0.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	53.7	57.7	67.3	75.5	76.3	81.4	88.2	80.7	99.6	104.5	▲ 5.0%
Food Service	125.6	127.2	138.5	147.7	149.6	155.9	165.2	75.6	159.6	148.6	▼ -6.9%
Food Stores	20.1	20.6	21.9	22.0	21.8	22.0	22.7	9.8	23.3	25.2	▲ 8.2%
Local Tran. & Gas	111.2	113.1	107.3	100.3	106.8	119.5	124.9	36.5	89.9	99.3	▲ 10.5%
Arts, Ent. & Rec.	60.8	61.6	65.5	68.5	67.8	69.0	71.3	31.1	63.2	57.6	▼ -8.9%
Retail Sales	69.3	69.8	70.6	72.9	77.8	84.0	93.2	36.0	81.2	83.3	▲ 2.6%
TOTAL	440.7	450.1	471.1	487.0	500.1	531.9	565.5	269.8	516.8	518.6	▲ 0.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Stanislaus County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	71.8	77.0	84.0	95.4	97.8	104.9	114.1	99.2	123.0	141.4	▲ 15.0%
Arts, Ent. & Rec.	28.4	31.0	34.6	38.0	41.3	40.2	43.8	26.4	30.9	40.1	▲ 30.0%
Retail**	13.2	13.7	14.5	15.3	16.8	17.7	18.7	18.9	22.1	23.2	▲ 4.6%
Ground Tran.	8.7	9.1	10.1	11.3	12.4	16.6	18.2	6.6	9.6	7.6	▼ -20.4%
Other Travel*	6.6	7.4	4.7	5.3	6.5	6.9	7.4	8.5	7.9	9.2	▲ 16.8%
TOTAL	128.7	138.1	147.9	165.3	174.8	186.2	202.2	159.7	193.5	221.6	▲ 14.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,050	3,170	3,250	3,400	3,380	3,480	3,600	3,050	3,450	3,860	▲ 11.8%
Arts, Ent. & Rec.	1,650	1,790	1,850	1,890	2,030	1,990	2,070	1,170	1,310	1,620	▲ 23.0%
Retail**	480	480	490	500	540	570	570	530	590	580	▼ -1.2%
Ground Tran.	230	230	250	260	260	320	360	240	340	320	▼ -4.6%
Other Travel*	210	220	190	200	230	260	260	300	250	270	▲ 7.1%
TOTAL	5,610	5,900	6,030	6,260	6,440	6,620	6,870	5,270	5,950	6,650	▲ 11.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Stanislaus County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	10.3	10.8	11.9	13.0	14.5	16.1	17.4	14.8	20.0	20.0	▲ 0.1%
State Tax Receipts	34.0	35.1	34.4	33.4	33.8	39.4	42.2	20.2	33.6	35.2	▲ 4.6%
TOTAL	44.3	45.9	46.2	46.4	48.3	55.4	59.6	35.0	53.6	55.2	▲ 2.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.0	6.4	7.2	8.0	9.2	10.4	11.2	8.3	12.0	12.2	▲ 1.1%
Business or Employee	4.2	4.4	4.6	5.0	5.3	5.7	6.2	6.5	8.0	7.9	▼ -1.3%
TOTAL	10.3	10.8	11.9	13.0	14.5	16.1	17.4	14.8	20.0	20.0	▲ 0.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	29.1	29.9	28.9	27.7	28.4	34.0	36.4	14.6	26.5	27.8	▲ 5.2%
Business or Employee	4.9	5.3	5.4	5.7	5.4	5.4	5.8	5.6	7.2	7.3	▲ 2.3%
TOTAL	34.0	35.1	34.4	33.4	33.8	39.4	42.2	20.2	33.6	35.2	▲ 4.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sutter County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	84.2	87.4	▲ 3.9%
Other Travel*	17.0	17.1	15.2	13.5	15.1	17.5	18.3	6.4	10.5	14.8	▲ 41.8%
TOTAL	88.1	91.5	89.4	88.4	97.1	109.4	114.2	45.4	94.6	102.3	▲ 8.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	20.1	22.1	23.5	24.8	28.9	32.9	35.0	22.3	39.1	31.0	▼ -20.9%
Private Home	23.2	23.8	22.4	21.9	24.0	26.9	28.3	8.5	26.3	29.3	▲ 11.5%
2nd Home	1.7	1.7	1.7	1.7	1.8	1.9	1.9	1.6	1.4	2.0	▲ 45.3%
Day Travel	26.1	26.8	26.5	26.4	27.4	30.2	30.7	6.6	17.4	25.1	▲ 44.9%
TOTAL	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	84.2	87.4	▲ 3.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.3	9.3	10.2	11.0	12.9	14.6	15.6	11.7	16.8	17.8	▲ 5.9%
Food Service	20.5	21.3	22.1	23.1	24.8	27.2	28.3	11.2	26.5	25.6	▼ -3.4%
Food Stores	3.3	3.4	3.5	3.5	3.6	3.7	3.8	1.4	3.8	4.2	▲ 10.4%
Local Tran. & Gas	17.4	17.9	16.1	14.6	16.2	19.1	19.6	4.5	12.6	15.1	▲ 20.0%
Arts, Ent. & Rec.	10.0	10.4	10.5	10.8	11.3	12.1	12.3	4.6	10.5	10.0	▼ -5.3%
Retail Sales	11.7	12.1	11.7	11.8	13.3	15.2	16.5	5.6	13.9	14.7	▲ 6.0%
TOTAL	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	84.2	87.4	▲ 3.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sutter County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	13.3	13.7	14.8	15.6	16.5	19.8	21.2	19.3	24.3	28.1	▲ 15.7%
Arts, Ent. & Rec.	6.0	6.7	7.2	7.4	7.3	7.3	7.5	5.3	6.4	8.0	▲ 24.1%
Retail**	2.4	2.6	2.6	2.7	3.0	3.3	3.5	3.5	4.2	4.5	▲ 7.7%
Ground Tran.	1.2	1.3	1.3	1.5	1.7	2.5	2.7	0.7	1.0	0.9	▼ -11.8%
Other Travel*	0.6	0.7	0.8	0.9	1.0	1.0	1.1	1.4	1.3	1.7	▲ 32.2%
TOTAL	23.6	25.0	26.7	28.0	29.5	34.0	36.0	30.2	37.2	43.2	▲ 16.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	570	580	580	560	580	660	670	590	670	750	▲ 11.6%
Arts, Ent. & Rec.	570	610	640	620	610	570	550	360	400	470	▲ 17.9%
Retail**	90	90	90	100	100	110	110	100	110	120	▲ 2.4%
Ground Tran.	30	30	30	30	40	50	50	30	50	50	▲ 2.3%
Other Travel*	30	30	30	40	50	50	50	50	50	60	▲ 19.5%
TOTAL	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,130	1,280	1,440	▲ 12.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Sutter County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.7	1.8	2.0	2.1	2.3	2.7	2.9	2.3	3.4	3.4	▲ 2.0%
State Tax Receipts	5.8	6.1	5.8	5.5	5.7	6.9	7.3	3.4	5.8	6.2	▲ 7.2%
TOTAL	7.5	7.9	7.7	7.5	8.0	9.6	10.2	5.7	9.2	9.6	▲ 5.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.0	1.1	1.1	1.2	1.4	1.7	1.8	1.2	1.9	2.0	▲ 3.3%
Business or Employee	0.8	0.8	0.8	0.8	0.8	1.0	1.0	1.2	1.5	1.5	▲ 0.3%
TOTAL	1.7	1.8	2.0	2.1	2.3	2.7	2.9	2.3	3.4	3.4	▲ 2.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.9	5.1	4.8	4.5	4.8	5.9	6.2	2.3	4.4	4.7	▲ 8.4%
Business or Employee	0.9	0.9	1.0	1.0	0.9	1.0	1.1	1.1	1.4	1.5	▲ 3.5%
TOTAL	5.8	6.1	5.8	5.5	5.7	6.9	7.3	3.4	5.8	6.2	▲ 7.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Tehama County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	147.2	153.3	▲ 4.2%
Other Travel*	11.0	11.0	9.8	8.5	9.7	11.2	11.7	4.0	6.7	9.6	▲ 42.3%
TOTAL	124.8	127.1	128.5	129.0	134.2	148.7	160.7	92.6	153.9	162.9	▲ 5.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	32.0	34.2	38.0	39.8	38.6	44.4	50.4	34.7	61.8	44.3	▼ -28.2%
Private Home	33.4	33.4	31.6	31.1	33.8	37.4	39.9	13.3	40.8	44.9	▲ 10.1%
Campground	12.8	12.8	12.7	12.8	13.5	14.1	15.2	12.7	15.8	20.2	▲ 28.2%
2nd Home	15.0	15.1	15.7	16.0	17.0	18.6	19.0	20.7	18.5	23.8	▲ 28.7%
Day Travel	20.6	20.7	20.8	20.7	21.7	23.0	24.5	7.2	10.4	20.1	▲ 93.6%
TOTAL	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	147.2	153.3	▲ 4.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	19.6	20.7	22.6	23.9	23.8	26.5	29.8	25.5	33.6	33.5	▼ -0.3%
Food Service	35.0	35.5	37.8	39.4	40.1	43.3	46.4	26.2	48.3	47.6	▼ -1.5%
Food Stores	8.8	8.9	9.2	9.1	9.2	9.4	9.8	5.9	10.7	12.7	▲ 18.9%
Local Tran. & Gas	19.0	19.1	17.6	16.0	17.5	20.3	21.6	8.5	15.4	19.3	▲ 25.7%
Arts, Ent. & Rec.	18.2	18.4	19.2	19.6	19.5	20.5	21.4	11.9	20.1	20.0	▼ -0.7%
Retail Sales	13.2	13.4	12.2	12.4	14.3	17.5	20.0	10.4	19.1	20.3	▲ 6.1%
TOTAL	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	147.2	153.3	▲ 4.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Tehama County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	22.1	23.1	27.1	28.2	29.1	31.8	35.1	31.8	39.0	43.1	▲ 10.4%
Arts, Ent. & Rec.	6.6	6.7	7.2	7.3	7.1	7.0	7.7	6.6	8.0	9.1	▲ 14.9%
Retail**	3.2	3.3	3.3	3.4	3.7	4.1	4.4	4.8	5.0	5.2	▲ 5.6%
Ground Tran.	1.4	1.4	1.5	1.7	2.0	2.9	3.2	1.2	1.3	1.1	▼ -10.0%
Other Travel*	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	▲ 24.9%
TOTAL	33.6	34.9	39.5	41.0	42.3	46.1	50.9	44.8	53.7	59.2	▲ 10.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	970	960	1,030	1,060	1,120	1,130	1,150	1,010	1,130	1,200	▲ 6.1%
Arts, Ent. & Rec.	380	430	420	400	390	380	390	340	370	390	▲ 4.5%
Retail**	110	110	110	110	120	120	130	130	130	140	▲ 0.5%
Ground Tran.	40	40	40	40	40	60	60	60	60	60	▲ 4.4%
Other Travel*	10	20	20	20	20	20	20	20	20	20	▲ 14.8%
TOTAL	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,550	1,720	1,810	▲ 5.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Tehama County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.8	2.9	3.2	3.3	3.3	3.9	4.4	3.9	5.4	5.1	▼ -4.8%
State Tax Receipts	6.7	6.8	6.7	6.5	6.6	7.7	8.3	5.2	7.7	8.2	▲ 5.4%
TOTAL	9.5	9.8	10.0	9.8	9.9	11.6	12.7	9.1	13.1	13.3	▲ 1.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.7	1.8	2.0	2.1	2.1	2.5	2.9	2.2	3.3	3.1	▼ -4.9%
Business or Employee	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.8	2.1	2.0	▼ -4.5%
TOTAL	2.8	2.9	3.2	3.3	3.3	3.9	4.4	3.9	5.4	5.1	▼ -4.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.4	5.5	5.3	5.1	5.3	6.3	6.8	3.5	5.7	6.1	▲ 7.7%
Business or Employee	1.2	1.3	1.4	1.4	1.3	1.4	1.5	1.7	2.1	2.1	▼ -1.0%
TOTAL	6.7	6.8	6.7	6.5	6.6	7.7	8.3	5.2	7.7	8.2	▲ 5.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Trinity County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	60.1	63.3	▲ 5.3%
Other Travel*	2.4	2.3	2.0	1.7	1.9	2.2	2.3	0.8	1.3	1.8	▲ 42.3%
TOTAL	51.6	51.9	50.0	52.8	55.9	56.4	60.7	51.5	61.4	65.1	▲ 6.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	12.8	12.4	11.4	13.7	14.8	13.0	14.4	14.3	17.1	12.7	▼ -25.7%
Private Home	7.2	7.0	6.4	6.6	6.9	7.1	8.0	2.6	7.9	8.7	▲ 10.1%
Campground	11.7	12.8	12.7	12.8	13.4	14.1	15.2	12.7	15.9	20.4	▲ 28.4%
2nd Home	11.2	11.0	11.3	11.5	12.1	13.2	13.5	18.4	16.5	15.6	▼ -5.7%
Day Travel	6.3	6.4	6.2	6.5	6.7	6.8	7.3	2.7	2.7	5.9	▲ 118.8%
TOTAL	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	60.1	63.3	▲ 5.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	10.7	10.9	10.9	12.1	12.7	12.1	13.1	14.9	16.0	15.8	▼ -1.5%
Food Service	13.8	13.6	13.6	14.9	15.5	15.2	16.4	14.0	16.9	16.8	▼ -0.7%
Food Stores	4.5	4.8	4.8	4.9	5.0	4.9	5.3	4.2	5.9	7.3	▲ 23.2%
Local Tran. & Gas	7.9	8.1	7.1	6.7	7.4	8.1	8.7	5.3	7.0	9.0	▲ 28.0%
Arts, Ent. & Rec.	7.5	7.5	7.3	7.8	7.9	7.6	8.0	6.8	7.6	7.5	▼ -1.1%
Retail Sales	4.7	4.7	4.4	4.7	5.5	6.2	6.9	5.5	6.6	6.9	▲ 4.2%
TOTAL	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	60.1	63.3	▲ 5.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Trinity County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	11.0	10.8	10.3	11.4	11.8	10.5	11.8	11.3	13.6	13.7	▲ 1.0%
Arts, Ent. & Rec.	3.8	3.6	3.4	3.7	3.8	3.8	4.2	4.7	5.5	7.5	▲ 37.0%
Retail**	1.6	1.6	1.6	1.8	1.9	1.4	1.8	2.0	2.1	2.2	▲ 7.3%
Ground Tran.	0.6	0.6	0.6	0.7	0.8	1.1	1.3	0.7	0.5	0.5	▼ -6.6%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 24.6%
TOTAL	17.0	16.8	16.1	17.7	18.4	17.0	19.2	18.8	21.7	24.0	▲ 10.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	490	460	420	450	430	380	420	370	420	410	▼ -0.8%
Arts, Ent. & Rec.	210	200	180	180	170	190	200	220	250	310	▲ 26.5%
Retail**	70	70	60	60	60	50	60	60	70	70	▲ 3.6%
Ground Tran.	20	20	20	20	20	20	30	30	20	30	▲ 8.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 13.3%
TOTAL	790	750	690	710	680	650	710	690	760	830	▲ 8.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Trinity County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.0	1.0	0.9	1.0	1.1	1.1	1.2	1.3	1.6	1.5	▼ -2.2%
State Tax Receipts	2.3	2.3	2.1	2.1	2.2	2.3	2.5	2.2	2.5	2.7	▲ 5.7%
TOTAL	3.3	3.3	3.1	3.2	3.2	3.4	3.7	3.5	4.1	4.2	▲ 2.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.4	0.5	0.4	0.5	0.5	0.6	0.6	0.6	0.7	0.7	▲ 0.3%
Business or Employee	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.7	0.9	0.8	▼ -4.3%
TOTAL	1.0	1.0	0.9	1.0	1.1	1.1	1.2	1.3	1.6	1.5	▼ -2.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.7	1.7	1.5	1.5	1.6	1.8	2.0	1.5	1.7	1.8	▲ 8.8%
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.8	0.8	▼ -0.6%
TOTAL	2.3	2.3	2.1	2.1	2.2	2.3	2.5	2.2	2.5	2.7	▲ 5.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Tulare County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	477.5	477.1	▼ -0.1%
Other Travel*	83.6	84.3	74.4	66.0	74.4	85.7	89.2	31.6	51.3	72.7	▲ 41.6%
TOTAL	431.9	453.2	419.3	383.9	478.9	512.1	540.5	286.6	528.9	549.7	▲ 3.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	157.8	171.2	159.9	136.8	204.5	209.7	220.8	153.2	285.5	237.5	▼ -16.8%
Private Home	100.6	102.5	93.8	91.3	104.7	113.4	122.6	39.6	113.4	126.5	▲ 11.5%
Campground	17.6	20.8	20.6	20.9	21.9	23.0	24.8	20.7	25.8	33.0	▲ 27.9%
2nd Home	26.2	26.7	26.0	26.4	27.7	29.4	30.2	28.6	25.8	35.8	▲ 38.6%
Day Travel	46.0	47.6	44.7	42.4	45.8	50.8	52.9	12.9	27.1	44.3	▲ 63.5%
TOTAL	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	477.5	477.1	▼ -0.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	73.1	81.4	79.4	72.6	101.2	104.7	109.7	91.3	136.0	147.9	▲ 8.8%
Food Service	94.1	98.3	95.4	90.7	113.3	116.8	123.6	66.8	139.0	124.4	▼ -10.5%
Food Stores	19.1	20.4	20.1	19.4	21.2	21.2	22.1	13.6	25.0	28.4	▲ 13.6%
Local Tran. & Gas	74.1	77.0	66.3	57.8	69.7	78.6	82.4	26.2	60.4	68.9	▲ 14.1%
Arts, Ent. & Rec.	45.0	47.1	44.7	41.7	50.8	51.2	52.8	28.1	55.1	48.1	▼ -12.6%
Retail Sales	42.9	44.8	39.0	35.6	48.5	53.9	60.5	29.0	62.1	59.4	▼ -4.3%
TOTAL	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	477.5	477.1	▼ -0.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Tulare County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	74.5	83.3	86.2	84.3	112.6	118.2	126.5	118.3	137.1	160.1	▲ 16.8%
Arts, Ent. & Rec.	15.9	16.1	16.3	14.4	18.9	20.6	22.1	13.5	16.8	23.9	▲ 41.8%
Retail**	9.7	10.5	9.9	9.6	11.3	11.8	12.4	13.0	15.2	16.2	▲ 7.2%
Ground Tran.	5.5	5.9	5.8	6.0	8.0	11.2	12.2	3.9	5.3	4.5	▼ -15.9%
Other Travel*	3.6	3.9	3.9	4.3	4.8	4.9	5.3	6.1	6.0	7.6	▲ 26.4%
TOTAL	109.2	119.7	122.0	118.6	155.5	166.7	178.6	154.8	180.3	212.2	▲ 17.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,930	3,090	3,000	2,770	3,520	3,540	3,580	3,170	3,600	4,020	▲ 11.5%
Arts, Ent. & Rec.	840	840	820	780	990	1,060	1,110	620	790	1,080	▲ 35.8%
Retail**	370	400	380	350	390	400	410	390	440	440	▲ 0.8%
Ground Tran.	150	160	150	140	170	220	240	190	250	240	▼ -2.5%
Other Travel*	140	160	160	160	170	170	180	200	190	220	▲ 16.7%
TOTAL	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,570	5,270	6,000	▲ 13.8%

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*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Tulare County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	11.3	12.4	12.1	11.0	15.1	16.4	17.4	15.2	22.3	22.8	▲ 2.1%
State Tax Receipts	25.6	26.9	24.5	22.0	25.6	30.0	32.2	17.6	27.8	28.7	▲ 3.5%
TOTAL	36.9	39.3	36.6	33.0	40.7	46.4	49.6	32.8	50.0	51.5	▲ 2.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.6	8.4	8.0	7.2	10.3	11.2	11.9	8.8	14.7	15.1	▲ 2.5%
Business or Employee	3.7	4.0	4.0	3.8	4.8	5.2	5.5	6.4	7.5	7.6	▲ 1.4%
TOTAL	11.3	12.4	12.1	11.0	15.1	16.4	17.4	15.2	22.3	22.8	▲ 2.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	21.7	22.7	20.4	18.2	21.0	25.4	27.3	12.3	21.2	21.9	▲ 3.2%
Business or Employee	3.8	4.2	4.2	3.8	4.6	4.6	4.9	5.2	6.5	6.8	▲ 4.5%
TOTAL	25.6	26.9	24.5	22.0	25.6	30.0	32.2	17.6	27.8	28.7	▲ 3.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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Tuolumne County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	234.2	242.1	▲ 3.4%
Other Travel*	10.5	10.4	9.1	8.1	9.1	10.6	11.1	4.1	6.5	9.1	▲ 40.8%
TOTAL	189.3	192.0	205.6	223.6	250.3	255.1	273.1	176.5	240.7	251.2	▲ 4.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	78.0	77.9	91.8	108.9	128.9	124.3	134.8	82.0	121.8	110.6	▼ -9.2%
Private Home	28.4	28.4	27.2	27.2	28.9	30.9	34.1	11.2	34.3	37.8	▲ 10.2%
Campground	12.9	15.4	15.4	15.6	16.4	17.2	18.5	15.5	19.3	24.8	▲ 28.1%
2nd Home	38.1	38.3	39.5	40.2	42.7	46.6	47.7	54.1	48.4	49.3	▲ 2.0%
Day Travel	21.4	21.6	22.5	23.6	24.2	25.5	26.9	9.7	10.4	19.6	▲ 89.4%
TOTAL	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	234.2	242.1	▲ 3.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	45.6	47.3	54.2	63.3	73.8	72.3	78.3	60.1	76.4	83.2	▲ 8.8%
Food Service	53.3	53.2	58.8	65.2	71.2	71.2	76.2	49.0	68.6	65.6	▼ -4.4%
Food Stores	9.6	10.2	10.8	11.0	11.2	11.2	11.8	7.8	13.4	15.7	▲ 17.8%
Local Tran. & Gas	24.0	24.5	23.4	22.4	25.4	27.9	29.7	13.8	20.5	23.6	▲ 14.9%
Arts, Ent. & Rec.	28.1	28.1	30.2	32.7	34.7	34.0	35.4	22.8	29.3	27.8	▼ -5.1%
Retail Sales	18.3	18.3	19.2	20.8	24.8	28.0	30.5	19.0	26.0	26.3	▲ 0.9%
TOTAL	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	234.2	242.1	▲ 3.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

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Tuolumne County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	42.7	43.2	47.3	56.1	65.2	64.1	71.0	57.5	73.6	80.1	▲ 8.8%
Arts, Ent. & Rec.	7.7	6.6	6.6	6.9	7.2	5.7	6.3	5.1	5.5	7.4	▲ 35.0%
Retail**	4.1	4.3	4.6	5.0	4.9	5.2	5.5	6.0	6.5	7.3	▲ 12.2%
Ground Tran.	2.0	2.1	2.3	2.7	3.3	4.5	5.0	2.1	1.7	1.4	▼ -17.0%
Other Travel*	0.7	0.7	0.6	0.7	0.7	0.8	0.8	0.7	0.8	1.1	▲ 48.3%
TOTAL	57.2	56.8	61.4	71.4	81.3	80.3	88.7	71.4	88.2	97.4	▲ 10.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,570	1,530	1,560	1,680	1,830	1,780	1,860	1,490	1,740	1,950	▲ 12.2%
Arts, Ent. & Rec.	400	350	320	350	340	260	280	210	240	300	▲ 27.2%
Retail**	160	160	160	180	160	170	170	170	180	190	▲ 6.6%
Ground Tran.	60	60	60	60	70	90	100	100	80	80	▼ -3.7%
Other Travel*	30	20	20	30	30	30	30	20	20	30	▲ 38.9%
TOTAL	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,000	2,260	2,550	▲ 13.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

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Tuolumne County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	5.4	5.5	6.3	7.3	8.6	8.7	9.5	7.5	10.1	10.5	▲ 3.8%
State Tax Receipts	8.9	9.0	9.3	9.6	10.3	10.9	11.9	8.2	10.7	10.8	▲ 1.0%
TOTAL	14.3	14.5	15.5	17.0	18.9	19.6	21.4	15.7	20.8	21.3	▲ 2.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.6	3.7	4.3	5.2	6.2	6.3	6.9	4.7	6.6	7.1	▲ 8.0%
Business or Employee	1.9	1.8	1.9	2.2	2.4	2.4	2.6	2.8	3.5	3.3	▼ -4.2%
TOTAL	5.4	5.5	6.3	7.3	8.6	8.7	9.5	7.5	10.1	10.5	▲ 3.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.8	7.0	7.1	7.2	7.8	8.6	9.3	5.5	7.3	7.5	▲ 2.0%
Business or Employee	2.1	2.1	2.2	2.4	2.5	2.3	2.6	2.7	3.4	3.3	▼ -1.1%
TOTAL	8.9	9.0	9.3	9.6	10.3	10.9	11.9	8.2	10.7	10.8	▲ 1.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Ventura County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,403	1,570	▲ 11.9%
Other Travel*	207	212	197	183	199	224	229	111	142	193	▲ 36.1%
TOTAL	1,550	1,593	1,634	1,645	1,707	1,793	1,827	997	1,545	1,763	▲ 14.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	616	652	693	720	727	739	731	434	700	676	▼ -3.4%
Private Home	261	261	270	268	294	322	347	156	356	385	▲ 8.1%
Campground	53	53	54	55	57	60	65	54	68	87	▲ 28.1%
2nd Home	43	43	44	45	49	55	56	119	107	103	▼ -3.9%
Day Travel	370	372	375	375	381	393	398	122	172	319	▲ 85.5%
TOTAL	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,403	1,570	▲ 11.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	233	256	283	307	308	317	319	218	345	400	▲ 15.8%
Food Service	413	418	438	453	465	478	486	275	429	458	▲ 6.7%
Food Stores	54	55	57	56	56	56	58	39	57	70	▲ 22.0%
Local Tran. & Gas	230	235	220	204	217	236	238	102	174	202	▲ 16.2%
Arts, Ent. & Rec.	192	194	199	201	202	203	201	101	161	169	▲ 5.4%
Retail Sales	222	224	240	241	259	278	295	152	238	272	▲ 14.3%
TOTAL	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,403	1,570	▲ 11.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Ventura County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	256	264	284	294	334	351	364	290	344	423	▲ 23.0%
Arts, Ent. & Rec.	93	93	95	100	99	103	102	75	78	81	▲ 3.9%
Retail**	37	39	42	43	47	49	51	50	54	57	▲ 6.0%
Ground Tran.	21	22	24	26	28	35	37	18	20	18	▼ -12.0%
Other Travel*	35	37	39	40	42	44	44	42	34	41	▲ 20.2%
TOTAL	442	454	484	503	549	582	599	475	529	619	▲ 17.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,610	9,640	9,870	9,810	10,610	10,750	10,660	8,510	9,240	10,480	▲ 13.5%
Arts, Ent. & Rec.	3,940	3,860	3,860	3,800	3,430	3,560	3,420	2,280	2,250	2,600	▲ 15.5%
Retail**	1,240	1,260	1,310	1,310	1,390	1,430	1,410	1,320	1,340	1,340	▲ 0.1%
Ground Tran.	530	540	560	570	570	670	720	630	640	630	▼ -0.9%
Other Travel*	760	800	800	820	800	820	830	780	650	680	▲ 4.6%
TOTAL	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,510	14,110	15,730	▲ 11.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Ventura County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	42	44	48	51	52	56	57	42	60	66	▲ 10.5%
State Tax Receipts	84	87	86	83	85	93	97	58	79	87	▲ 10.3%
TOTAL	127	131	134	134	137	149	154	100	139	153	▲ 10.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	28	30	33	36	36	39	39	24	39	45	▲ 15.4%
Business or Employee	14	14	15	15	16	17	18	19	21	21	▲ 1.4%
TOTAL	42	44	48	51	52	56	57	42	60	66	▲ 10.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	68	69	68	66	67	76	79	40	59	66	▲ 12.0%
Business or Employee	17	17	18	18	18	18	18	18	21	22	▲ 5.5%
TOTAL	84	87	86	83	85	93	97	58	79	87	▲ 10.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Yolo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	348.4	384.7	▲ 10.4%
Other Travel*	39.7	39.1	34.7	30.5	34.7	40.6	42.7	15.0	24.0	34.0	▲ 41.7%
TOTAL	349.6	359.1	356.3	355.3	412.8	458.8	454.3	251.7	372.4	418.7	▲ 12.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	139.8	145.6	148.6	151.7	191.8	208.4	200.5	168.7	195.8	186.3	▼ -4.9%
Private Home	63.1	63.5	62.8	62.7	70.1	77.6	80.6	25.6	83.8	87.3	▲ 4.2%
Campground	6.4	8.3	8.2	8.3	8.7	9.1	9.9	8.3	10.3	13.2	▲ 28.1%
2nd Home	3.4	3.5	3.4	3.5	3.7	3.9	4.0	4.3	3.8	3.8	▼ -0.5%
Day Travel	97.2	99.2	98.6	98.5	103.9	119.2	116.7	29.8	54.7	94.1	▲ 72.1%
TOTAL	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	348.4	384.7	▲ 10.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	44.3	48.2	50.9	53.6	68.4	74.8	72.7	55.9	69.8	73.0	▲ 4.5%
Food Service	96.7	98.7	101.9	105.6	121.2	132.7	130.8	79.0	115.5	124.4	▲ 7.7%
Food Stores	12.0	12.8	13.1	13.0	13.9	14.6	14.4	8.3	14.1	16.6	▲ 18.3%
Local Tran. & Gas	52.0	53.4	48.2	43.9	50.9	60.5	59.9	21.3	39.3	50.7	▲ 28.9%
Arts, Ent. & Rec.	57.2	58.4	58.9	59.9	66.8	71.5	68.7	39.5	56.9	59.6	▲ 4.9%
Retail Sales	47.7	48.4	48.7	48.8	56.9	64.1	65.1	32.6	52.8	60.3	▲ 14.2%
TOTAL	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	348.4	384.7	▲ 10.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Yolo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	56.3	58.6	63.1	68.8	81.7	86.1	86.5	72.8	85.0	101.0	▲ 18.9%
Arts, Ent. & Rec.	22.8	23.7	24.8	26.4	30.1	30.7	30.1	18.3	25.0	35.9	▲ 43.8%
Retail**	8.2	8.6	8.9	9.2	9.7	10.6	11.0	11.4	12.5	12.7	▲ 1.4%
Ground Tran.	4.0	4.2	4.3	4.8	6.0	8.9	9.1	3.3	3.3	3.1	▼ -5.7%
Other Travel*	2.3	2.1	1.9	1.9	2.1	2.3	2.6	2.4	2.3	2.6	▲ 13.8%
TOTAL	93.5	97.1	103.1	111.1	129.5	138.6	139.3	108.2	128.1	155.4	▲ 21.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,380	2,450	2,470	2,500	2,870	2,910	2,810	2,290	2,450	2,750	▲ 12.2%
Arts, Ent. & Rec.	1,520	1,500	1,590	1,560	1,810	1,820	1,880	1,030	1,300	1,830	▲ 40.4%
Retail**	240	250	250	260	270	290	290	280	290	290	▼ -0.9%
Ground Tran.	110	110	110	110	130	170	180	150	160	170	▲ 9.4%
Other Travel*	60	60	60	60	60	70	70	70	60	70	▲ 6.8%
TOTAL	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,820	4,260	5,110	▲ 19.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Yolo County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.6	9.0	9.9	10.7	13.7	14.9	15.0	12.3	15.6	16.5	▲ 5.6%
State Tax Receipts	19.2	19.9	19.3	18.7	20.4	23.8	24.2	14.0	19.5	21.9	▲ 12.6%
TOTAL	27.8	28.9	29.2	29.4	34.0	38.8	39.2	26.3	35.1	38.4	▲ 9.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.4	5.8	6.5	7.2	9.6	10.7	10.6	7.8	10.3	10.9	▲ 6.0%
Business or Employee	3.2	3.2	3.4	3.5	4.0	4.3	4.3	4.5	5.3	5.6	▲ 5.0%
TOTAL	8.6	9.0	9.9	10.7	13.7	14.9	15.0	12.3	15.6	16.5	▲ 5.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.8	16.3	15.6	15.0	16.5	19.8	20.2	10.0	14.6	16.7	▲ 13.9%
Business or Employee	3.4	3.6	3.7	3.7	3.9	4.0	4.0	3.9	4.8	5.2	▲ 8.8%
TOTAL	19.2	19.9	19.3	18.7	20.4	23.8	24.2	14.0	19.5	21.9	▲ 12.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Yuba County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Direct Travel Spending (\$Million)											
Destination Spending	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	81.2	103.7	▲ 27.7%
Other Travel*	12.9	12.9	11.5	10.2	11.7	13.7	14.3	4.9	8.2	11.6	▲ 42.3%
TOTAL	86.4	86.1	78.2	77.0	93.4	105.0	113.0	52.0	89.4	115.3	▲ 29.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	10.7	6.9	3.1	2.9	12.0	13.1	15.6	10.7	18.1	14.4	▼ -20.1%
Private Home	18.2	18.1	17.3	17.1	19.8	22.3	23.8	7.1	22.1	24.6	▲ 11.4%
Campground	12.8	16.5	16.4	16.6	17.4	18.3	19.7	16.6	20.7	26.5	▲ 28.1%
2nd Home	4.3	4.4	4.3	4.3	4.6	4.9	5.0	4.4	3.9	8.7	▲ 121.3%
Day Travel	27.6	27.3	25.7	25.9	27.9	32.7	34.5	8.3	16.5	29.5	▲ 79.0%
TOTAL	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	81.2	103.7	▲ 27.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.6	8.1	6.9	7.1	11.1	11.7	13.0	10.7	13.5	16.8	▲ 24.7%
Food Service	19.6	19.0	18.1	19.0	22.9	25.3	27.4	12.2	23.3	28.3	▲ 21.3%
Food Stores	6.1	6.9	7.0	7.0	7.4	7.7	8.1	5.5	8.2	10.7	▲ 30.9%
Local Tran. & Gas	17.5	18.0	15.7	14.3	16.9	20.2	21.5	7.3	14.4	20.2	▲ 40.8%
Arts, Ent. & Rec.	10.0	9.7	9.1	9.3	10.9	11.8	12.4	5.4	9.7	11.8	▲ 21.2%
Retail Sales	11.7	11.3	10.0	10.1	12.5	14.6	16.3	6.0	12.2	15.9	▲ 30.6%
TOTAL	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	81.2	103.7	▲ 27.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Yuba County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	12.5	11.4	10.7	11.8	14.7	15.5	17.1	15.7	19.7	23.5	▲ 19.4%
Arts, Ent. & Rec.	4.9	4.5	4.3	4.4	5.0	6.7	6.8	4.9	7.2	10.0	▲ 38.5%
Retail**	2.7	2.9	2.8	2.9	3.5	3.8	3.8	4.2	4.7	5.0	▲ 7.2%
Ground Tran.	1.2	1.2	1.2	1.4	1.7	2.6	2.9	0.9	1.1	1.1	▲ 4.5%
Other Travel*	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.7	0.7	0.9	▲ 24.9%
TOTAL	21.7	20.5	19.4	20.9	25.6	29.1	31.2	26.3	33.3	40.5	▲ 21.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	670	590	510	530	640	630	640	570	650	750	▲ 14.6%
Arts, Ent. & Rec.	290	280	250	260	290	400	400	260	380	580	▲ 53.9%
Retail**	100	100	100	100	120	120	120	120	130	140	▲ 5.0%
Ground Tran.	30	30	30	30	40	50	60	40	50	60	▲ 21.2%
Other Travel*	20	20	20	20	20	20	20	20	20	30	▲ 13.6%
TOTAL	1,120	1,030	910	950	1,110	1,230	1,230	1,020	1,240	1,560	▲ 25.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline station employment and earnings.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Yuba County / Detail Trend

Direct Travel Impacts 2013-2022p

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.6	1.5	1.3	1.4	1.9	2.2	2.4	2.1	2.9	3.1	▲ 9.6%
State Tax Receipts	5.4	5.5	4.9	4.7	5.3	6.5	7.0	3.6	5.5	6.7	▲ 21.4%
TOTAL	7.0	7.0	6.2	6.1	7.2	8.7	9.5	5.7	8.3	9.8	▲ 17.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.9	0.9	0.7	0.7	1.2	1.4	1.5	1.1	1.5	1.8	▲ 13.3%
Business or Employee	0.7	0.6	0.6	0.6	0.7	0.8	0.9	1.0	1.3	1.4	▲ 5.2%
TOTAL	1.6	1.5	1.3	1.4	1.9	2.2	2.4	2.1	2.9	3.1	▲ 9.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.6	4.7	4.2	3.9	4.5	5.6	6.1	2.6	4.2	5.2	▲ 24.6%
Business or Employee	0.8	0.8	0.7	0.8	0.8	0.9	1.0	1.0	1.3	1.4	▲ 11.2%
TOTAL	5.4	5.5	4.9	4.7	5.3	6.5	7.0	3.6	5.5	6.7	▲ 21.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors.
Direct Earnings	Total after-tax net income for travel. It includes wages and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Visitor Spending	Direct spending made by visitors in a destination.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Private Home	Personal residences used to host visiting friends and family overnight.
NAICS	North American Industry Classification System.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Person Trips	Individual trips to the destination for all age groups.
Vacation Home Rental	Accommodation types that house transient lodging activity.

Methodology

Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for California, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

(Continued on next page)

Methodology / Continued

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for California travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Butte County is now assigned to the Shasta Cascade region. In previous years, it was assigned to the Central Valley region. All historical data for the affected regions have been revised in this report.

Please note that data released in April are preliminary estimates, and estimates are updated the following year. In other words, the numbers shown in this report as “2021” are the final revised estimates, which replace the “2021p” (preliminary estimates) shown in last year’s report.

At the state level, the revision between 2021p and 2021 was only 1.9%. Some regional and county revisions to the 2021 preliminary estimates were larger than the historical average. The reason for this greater revision is attributed to the enormous changes in travel behavior during the COVID pandemic, which made economic impacts from travel less predictable than in a typical year. Changes in where people traveled and the type of accommodation in which they stayed were leading drivers of the larger variations in the 2021 final estimates.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311) Breweries, Wineries, Distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, Ent., Recreation (71) Scenic and Sightseeing Transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories (448) Sporting Goods, Hobby, Book and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Transportation	Rail Transportation (482114) Water Transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking Lots and Garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and Trade Show Organizers (56192)

**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.