

# The Economic Impact of Travel

## California

2023p (Calendar Year)

April 2024

**PREPARED FOR**  
Visit California



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# The Economic Impact of Travel in California

2023p (Calendar Year)

Visit California

4/23/2024

**PRIMARY RESEARCH CONDUCTED BY**

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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.

## 2023 Considerations

Starting with 2021, we include a breakout for the spending made by those who stayed in Short Term Vacation Rentals (STVR) at the state, regional, and county level (for a detailed discussion of STVR, see p. 261). While inflation has been a significant factor in increased travel spending across the state since 2020, the year 2023 marked a significant drop in inflation rates. Notably, the transportation sector even experienced deflation during this period, which is largely attributed to lower gasoline prices rather than a reduction in miles journeyed by travelers.

## Revisions

Starting with 2018, historical revisions were made to all Visit California travel regions (see regional map on p. 33) in consideration of zip code area data and additional local community input. All county level revisions made to 2021 and 2022 more accurately reflect the effects of STVR spending and the path of recovery from the COVID-19 pandemic.



**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

2023p

# National / Summary

## U.S. Travel Impacts, 2023p

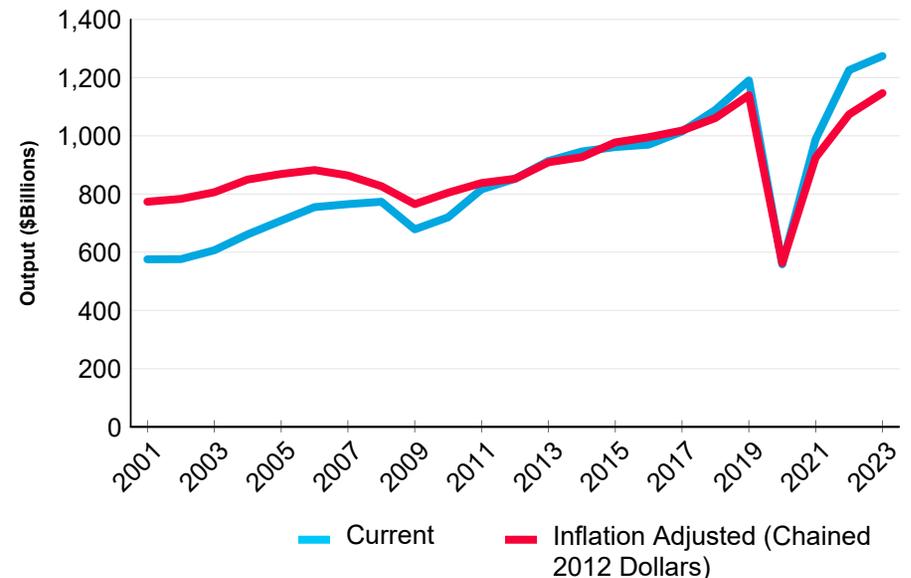
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard-hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services, with total travel output declining by 47% (-\$632B) in 2020.

In 2023, national spending on travel and tourism reached \$1.3 trillion, marking a 4% increase from 2022 and a 7% growth compared to 2019, or 0.5% adjusting for inflation. Spending on Leisure & Hospitality was a significant proportion of visitor spending accounting for 45% of the \$1.3 trillion total.

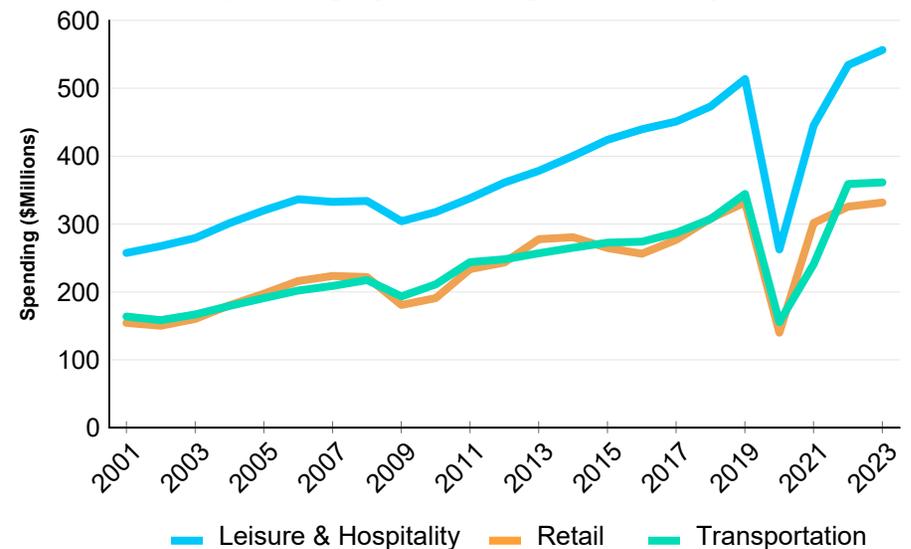
The U.S. travel industry **expanded \$48 billion or 4% in 2023** compared to the previous year, exceeding pre-pandemic output by 7%.

**Note:** 2022 and 2023 national data are Dean Runyan Associates estimates based on Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2021 and available annual industry trends for 2022 and 2023.

### Direct Travel Output

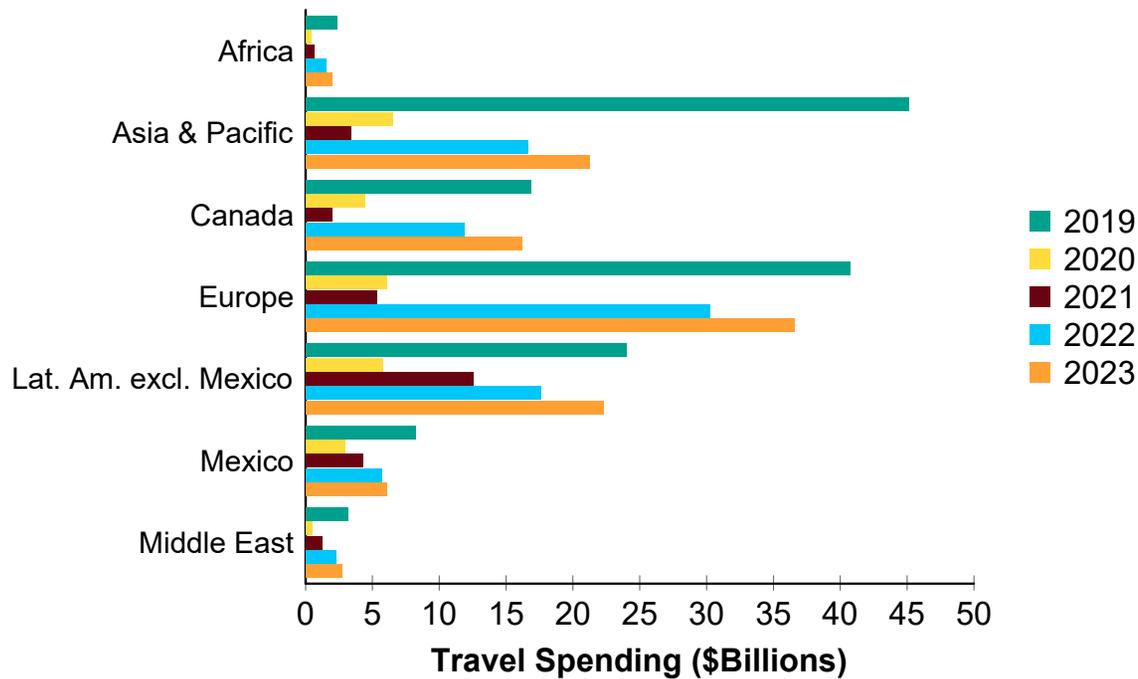


### Spending by Summary Commodity



# National / Summary

## International Spending, 2023p



Despite international spending showing a significant increase of 28% compared to 2022, **spending still lags 2019 levels by 12%**. In 2023, the Asia & Pacific region, which was the largest contributor to international travel spending in 2019, only spent 53% of its 2019 levels.

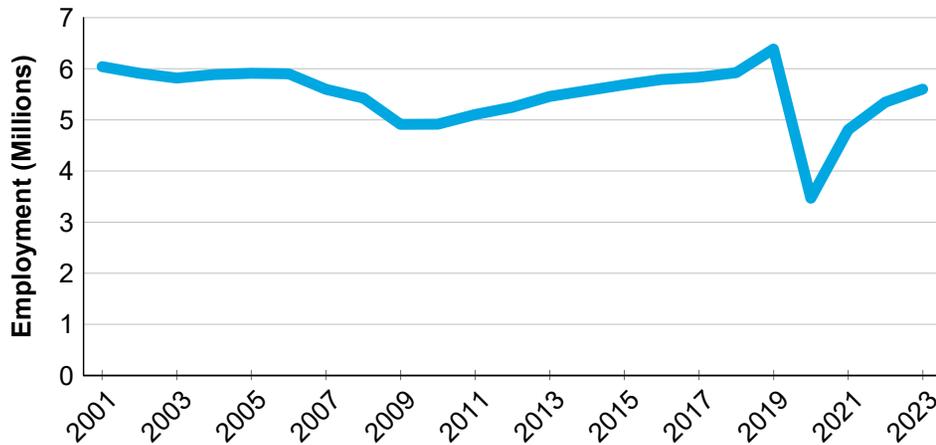
**Sources:** Dean Runyan Associates, Bureau of Economic Analysis

**Note:** Our estimates of international travel spending do not include expenditures for health-related, education-related, or border-worker travel activity.



# National / Summary

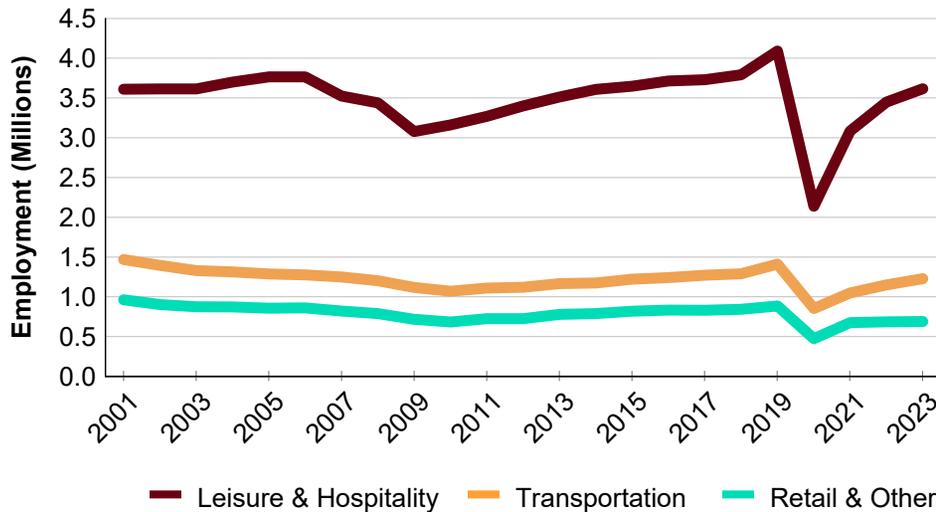
## U.S. Travel Industry Direct Employment



Travel industry employment continues to recover nationally. Approximately **250 thousand jobs were gained in 2023**, a year-over-year **increase of 5%**.

Sources: Bureau of Economic Analysis, Dean Runyan Associates

## U.S. Travel Industry Employment by Sector



Employment in the **Leisure & Hospitality sector increased in 5% in 2023**, but remains 11% below 2019 levels.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



# State Impacts

2023p

# California / Summary

## Travel Impacts 2023p



### 5.6% Increase in Travel Spending

Travel spending in California increased 5.6% from \$142.5 billion in 2022 to \$150.4 billion in 2023.



### 64,900 Jobs Gained

Direct travel-generated employment gained approximately 64,900 jobs, a 5.9% increase in travel-generated employment compared to 2022.



### 11.8% Growth in Travel Earnings

Direct travel-generated earnings added \$6.6 billion in 2023, a 11.8% increase compared to 2022.



### 3.7% Increase in Tax Revenue

Tax receipts generated by travel spending were up 3.7% compared to 2022.

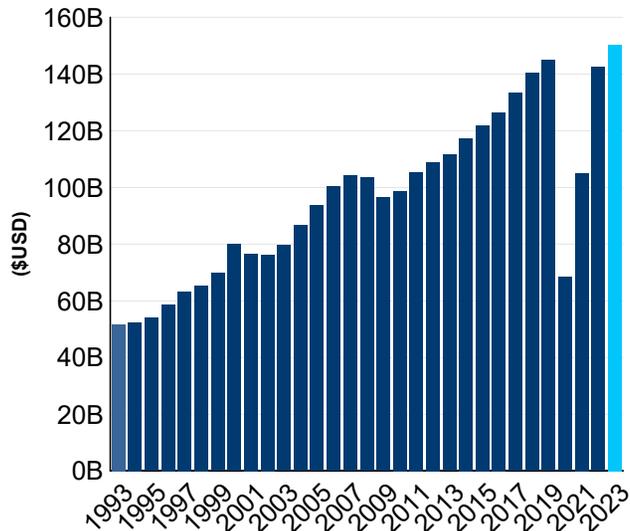
**Note: These estimates for California are subject to revision when more complete or additional data becomes available.**



# California / Spending

## Direct Travel Spending

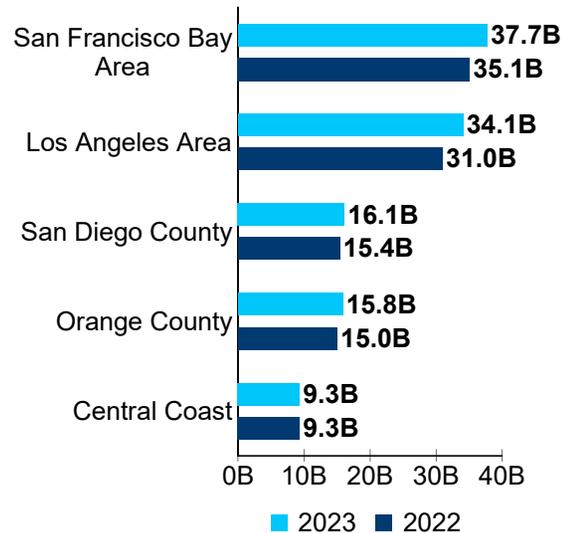
Direct travel spending increased by \$7.9 billion in 2023.



In 2023, travel spending grew to \$150.4 billion, a 5.6% increase from the prior year.

Since 2019, travel spending has increased by 3.8%.

Direct travel spending increases in top 5 regions.



All 5 of the travel regions that generate the highest travel spending in California grew in 2023. The growth rate of the top 5 regions was 6.9%, compared to a growth rate of 5.6% for the state as a whole.

The top 5 regions contribute 75.1% of direct travel spending in the state.



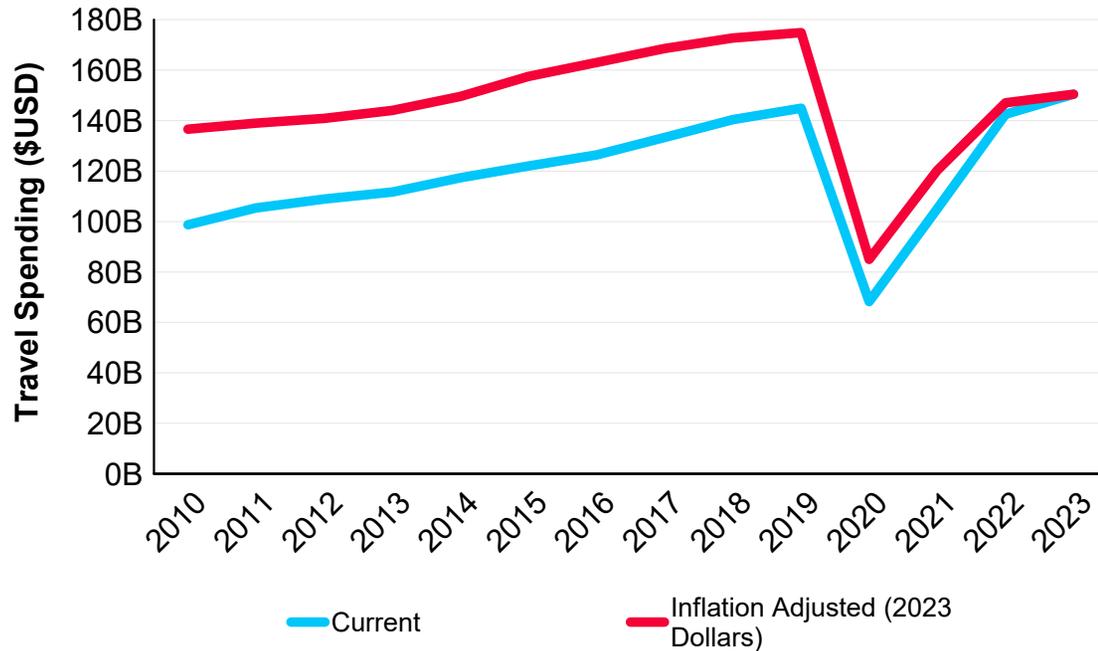
Destination + Other Travel = Direct Travel Spending

## 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

## Current and Inflation-Adjusted Dollars



Direct travel spending in 2023 **increased 5.6%** in current dollars.

Adjusted for inflation, travel spending in 2023 was down 14% from the peak (in 2019). However, another indicator to measure relative recovery is travel-generated employment (see p.16).

Sources: Dean Runyan Associates, Bureau of Labor Statistics

## 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

## California 2023 Selected Prices (% Chg.)

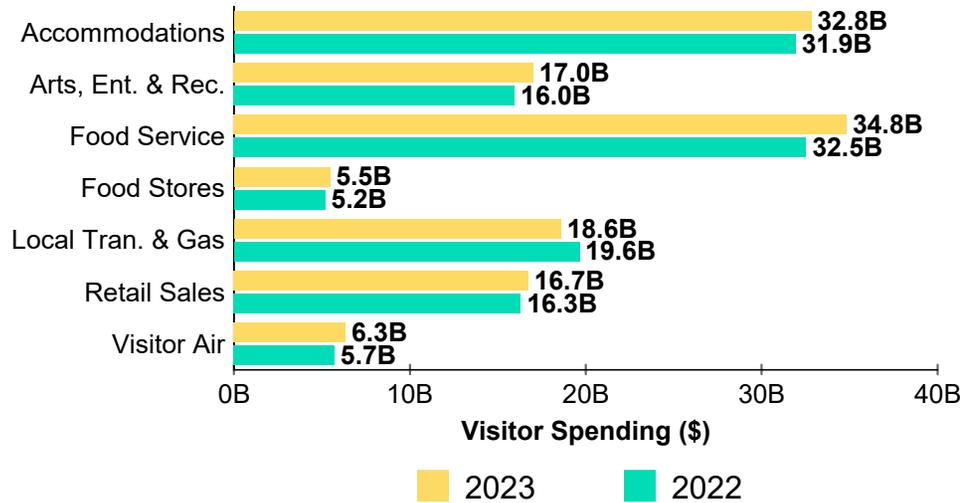
Hotel & STVR Room Rates: 1%

Gasoline Prices: -10%

Air Fares: -1%

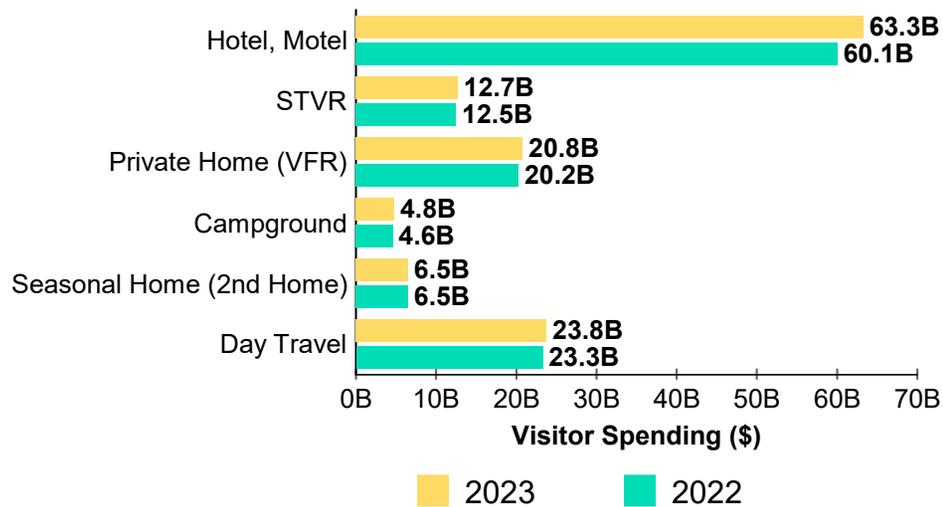
# California / Direct Spending

## Visitor Spending by Commodity Purchased



Spending on **Accommodations** was \$32.8 billion in 2023, a **2.8%** increase compared to 2022. Spending on **ground transportation and gasoline declined 5.3%**, influenced by lower fuel prices compared to 2022.

## Visitor Spending by Accommodation Type



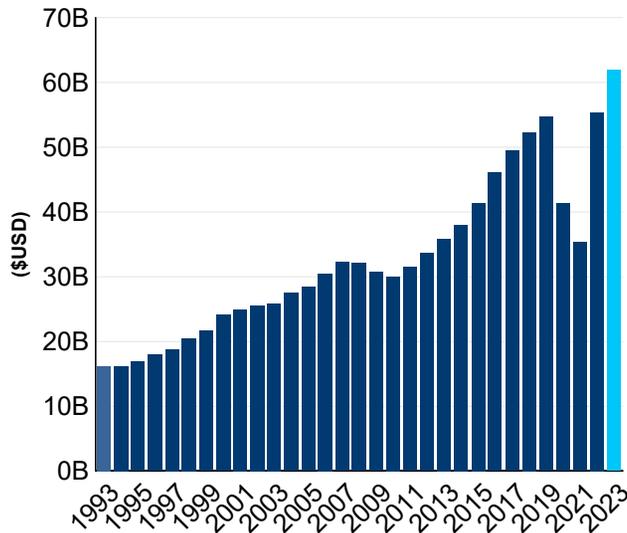
Visitors who stayed in a Hotel, Motel, or Short Term Vacation Rental (STVR) spent a combined 76.0 billion in 2023, **up 4.7%** compared to 2022. This category of visitor **accounts for approximately 58% of visitor spending** in California.

**Sources:** Dean Runyan Associates, Omnitrak Group, Longwoods, SMARInsights, STR, AirDNA, KeyData, Census Bureau, Bureau of Labor Statistics CPI  
**Note:** Figures rounded to the nearest hundred thousand.

# California / Earnings

## Direct Travel Earnings

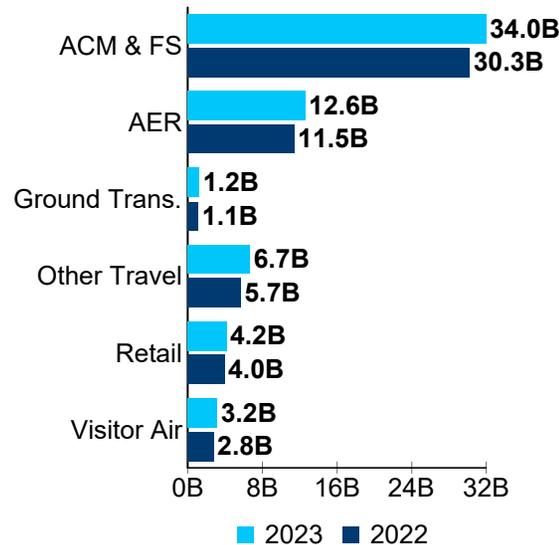
Direct travel earnings increased by \$6.6 billion in 2023.



In 2023, direct travel earnings grew to \$61.9 billion, a 11.8% increase from the prior year.

Since 2019, travel industry earnings has increased by 13.1%.

Component sectors of the travel industry show growth.



Among the primary sectors that make up the travel industry, Accommodation & Food Services (ACM & FS) grew at (12.2%), and Arts, and Entertainment, Recreation (AER) grew by 9.9%.

*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 earnings?

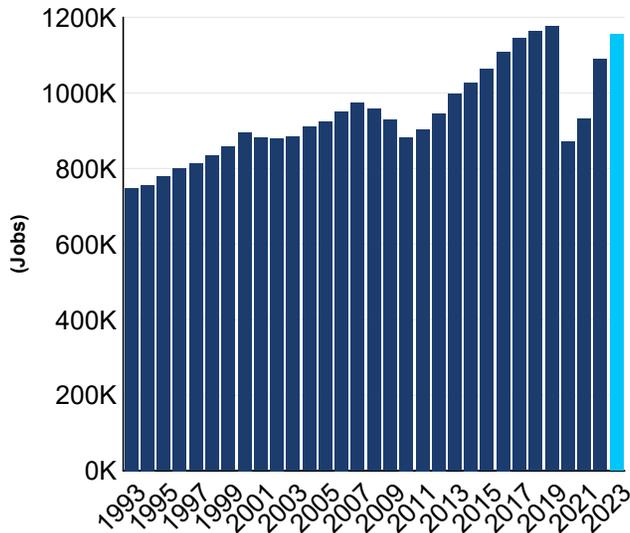
Direct travel-generated earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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

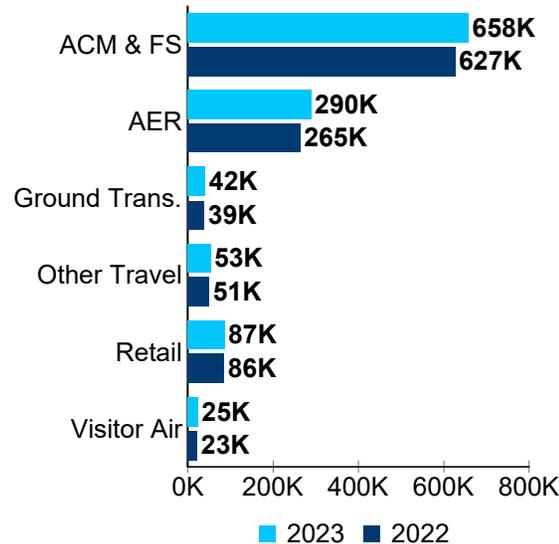
**Direct travel employment increased by 64,900 jobs in 2023.**



The travel industry supported approximately 1.15 million jobs in 2023, a 5.9% increase from the prior year.

In 2023, travel employment resurged to the level of 98% of the jobs compared to the pre-pandemic peak of 2019, a near full travel employment recovery.

**Accommodations and Food Services accounted for 48% of the gain.**



Employment in the Accommodations and Food Services sector totaled 658,200 in 2023, a gain of 31,300 jobs (5.0%) from 2022. Arts, Entertainment, and Recreation grew at the highest rate, gaining 25,600 jobs (9.7%).

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

## What is direct travel employment?

**Direct travel-generated 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.

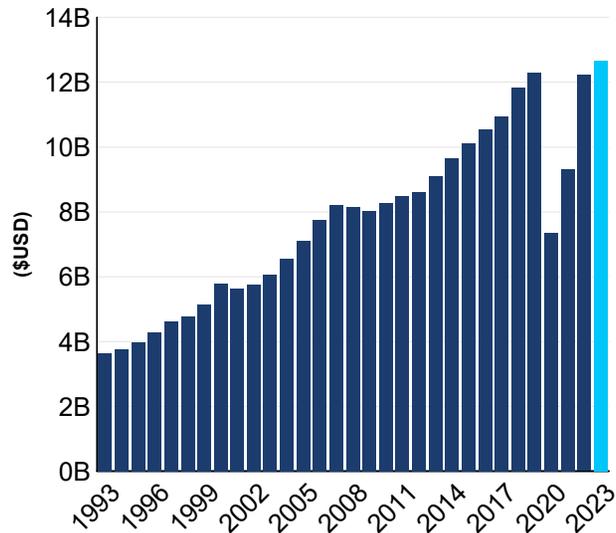


**In 2023, every \$1 million in travel-related spending resulted in 7.7 jobs for the industry.**

# California / Tax Receipts

## Direct Travel-Generated Tax Revenue

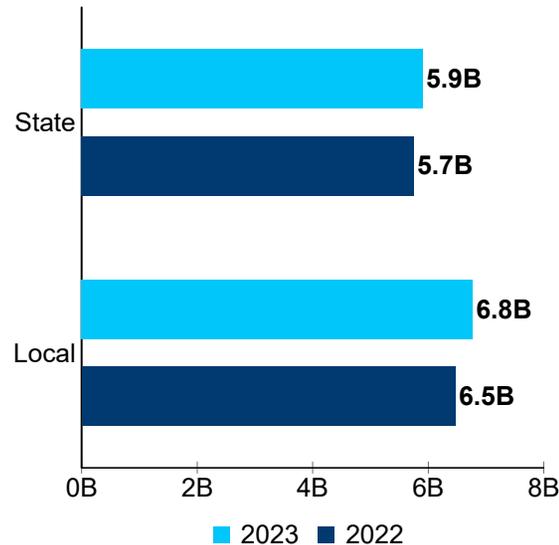
Direct travel-generated tax revenue increased by \$500 million in 2023.



Travel-generated tax revenue increased to \$12.7 billion in 2023, an increase of 3.7% from the prior year.

Since the peak year of 2019, travel-generated tax revenue has grown by 3.0%.

Tax revenue increases across state and local sources.



In 2023, state tax receipts grew 2.7%, while local tax receipts grew 4.6%. The stronger growth in local tax receipts is largely attributable to local sales and transient lodging tax (TOT) revenue.

Travel-generated state and local tax revenue generated approximately \$967 per California household in 2023.

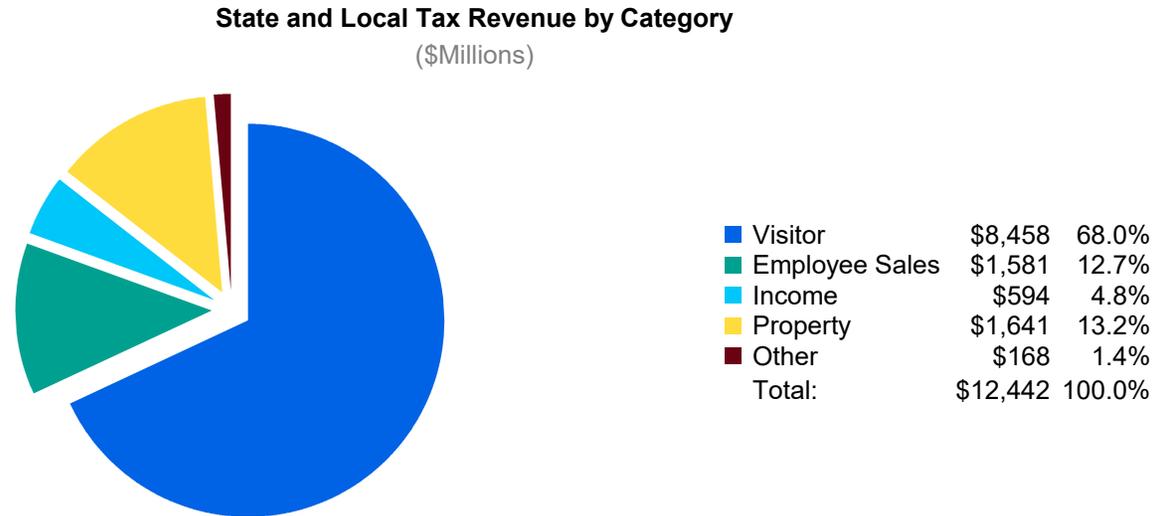
## What are direct travel-generated tax receipts?

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, 2022-2023 FY

The distribution of taxes generated by the travel industry for the 2022-2023 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 67.7% of the tax revenue generated by travel related spending is attributable to sales taxes paid by visitors. An additional 12.8% of tax revenue is raised through sales taxes on the consumption of goods and services by employees within the travel industry. Income taxes contribute 4.8% of total tax revenue. Property taxes applied to businesses involved in the travel industry generated approximately \$1.6 billion (13.3% 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, 2022 CY

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

Compared to other industries, Travel generates a relatively high percent of tax receipts. As shown in the table below, only Retail trade is higher.

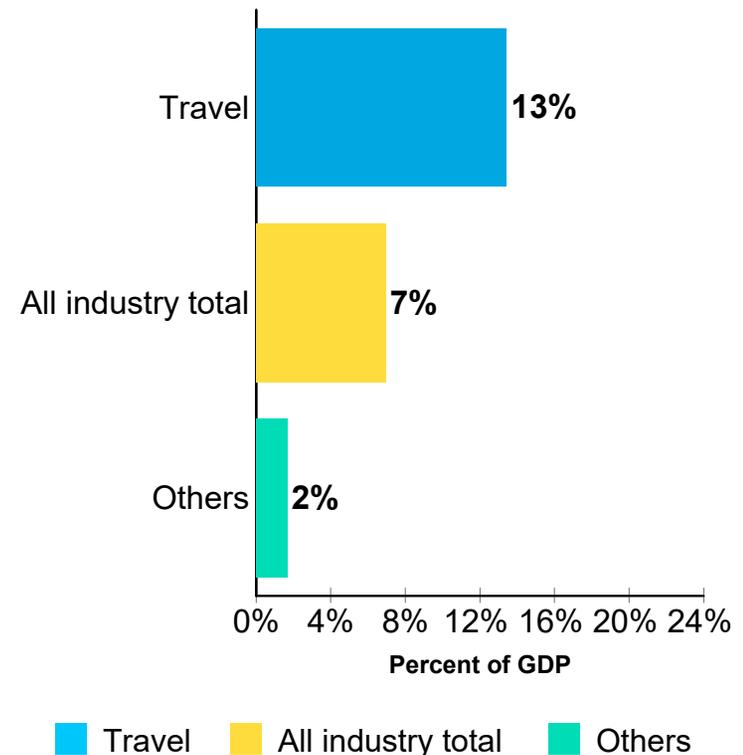
**Production & Import Taxes as a Percent of GDP, Selected Industries, 2022 CY**

Industry	GDP (Millions)	TOPI (Millions)	Percent
Information	\$385,265	\$6,377	1.7%
Construction	\$140,528	\$1,901	1.4%
Health care and social assistance	\$234,070	\$4,320	1.8%
Manufacturing	\$397,047	\$13,918	3.5%
Retail trade	\$218,144	\$52,752	24.2%
Travel	\$93,434	\$12,531	13.4%
All industry total	\$3,641,643	\$252,965	6.9%

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

**Note:** 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 or import taxes.

**Production & Import Taxes as a Percent of GDP**



# California / Travel Industry Tax Revenue

## Total and Visitor-Generated Taxable Sales, 2023 CY

County	Total (Millions)	Travel (Millions)	Percent	County	Total (Millions)	Travel (Millions)	Percent
Alameda	\$41,257	\$1,531	3.7%	Sacramento	\$35,573	\$1,644	4.6%
Alpine	\$34	\$12	36.7%	San Benito	\$1,042	\$73	7.0%
Amador	\$610	\$70	11.4%	San Bernardino	\$57,475	\$2,750	4.8%
Butte	\$4,340	\$166	3.8%	San Diego	\$80,309	\$5,228	6.5%
Calaveras	\$590	\$118	20.0%	San Francisco	\$18,891	\$4,074	21.6%
Colusa	\$594	\$24	4.0%	San Joaquin	\$23,169	\$575	2.5%
Contra Costa	\$22,295	\$953	4.3%	San Luis Obispo	\$6,911	\$965	14.0%
Del Norte	\$370	\$68	18.3%	San Mateo	\$22,001	\$2,198	10.0%
El Dorado	\$3,262	\$427	13.1%	Santa Barbara	\$9,668	\$794	8.2%
Fresno	\$23,499	\$767	3.3%	Santa Clara	\$56,848	\$2,389	4.2%
Glenn	\$607	\$28	4.7%	Santa Cruz	\$4,835	\$659	13.6%
Humboldt	\$2,238	\$207	9.3%	Shasta	\$4,125	\$227	5.5%
Imperial	\$3,933	\$255	6.5%	Sierra	\$34	\$9	26.3%
Inyo	\$487	\$118	24.3%	Siskiyou	\$839	\$95	11.4%
Kern	\$22,986	\$967	4.2%	Solano	\$10,323	\$476	4.6%
Kings	\$2,526	\$117	4.6%	Sonoma	\$11,849	\$916	7.7%
Lake	\$796	\$90	11.3%	Stanislaus	\$12,680	\$297	2.3%
Lassen	\$364	\$34	9.4%	Sutter	\$2,349	\$50	2.1%
Los Angeles	\$207,351	\$10,446	5.0%	Tehama	\$1,143	\$81	7.1%
Madera	\$2,565	\$170	6.6%	Trinity	\$118	\$35	29.4%
Marin	\$6,397	\$275	4.3%	Tulare	\$11,471	\$237	2.1%
Mariposa	\$269	\$140	51.9%	Tuolumne	\$1,012	\$115	11.3%
Mendocino	\$1,767	\$212	12.0%	Ventura	\$19,405	\$856	4.4%
Merced	\$4,318	\$157	3.6%	Yolo	\$5,716	\$234	4.1%
Modoc	\$118	\$14	12.0%	Yuba	\$974	\$63	6.5%
Mono	\$449	\$240	53.5%				
Monterey	\$9,077	\$1,251	13.8%				
Napa	\$4,591	\$681	14.8%				
Nevada	\$1,887	\$214	11.3%				
Orange	\$86,411	\$5,663	6.6%				
Placer	\$12,986	\$537	4.1%				
Plumas	\$349	\$65	18.7%				
Riverside	\$61,095	\$4,153	6.8%				



# California / Travel Industry Tax Revenue

## State & Local Tax Revenue per Household, 2023p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Alameda	\$194.3	\$167.3	\$361.6	584.2	\$619
Alpine	\$1.3	\$1.2	\$2.6	0.5	\$5,274
Amador	\$5.8	\$7.8	\$13.6	16.1	\$846
Butte	\$10.7	\$18.4	\$29.0	82.5	\$352
Calaveras	\$8.8	\$12.6	\$21.4	19.3	\$1,107
Colusa	\$1.5	\$2.4	\$3.9	7.3	\$541
Contra Costa	\$68.9	\$102.5	\$171.4	411.8	\$416
Del Norte	\$7.5	\$7.2	\$14.7	9.2	\$1,596
El Dorado	\$59.9	\$50.8	\$110.7	74.5	\$1,486
Fresno	\$56.3	\$85.4	\$141.7	315.7	\$449
Glenn	\$1.8	\$3.0	\$4.8	9.8	\$490
Humboldt	\$21.4	\$24.1	\$45.4	55.6	\$817
Imperial	\$14.6	\$25.4	\$40.0	50.3	\$795
Inyo	\$13.7	\$11.1	\$24.8	8.1	\$3,077
Kern	\$70.3	\$103.8	\$174.1	276.4	\$630
Kings	\$5.9	\$12.8	\$18.7	41.3	\$452
Lake	\$5.0	\$8.9	\$13.9	27.8	\$499
Lassen	\$1.8	\$3.5	\$5.2	8.3	\$628
Los Angeles	\$1,743.0	\$1,263.7	\$3,006.6	3,187.7	\$943
Madera	\$18.7	\$19.1	\$37.8	46.7	\$809
Marin	\$35.9	\$32.0	\$67.9	103.8	\$654
Mariposa	\$28.7	\$14.4	\$43.1	7.1	\$6,053
Mendocino	\$26.8	\$22.4	\$49.2	35.5	\$1,388
Merced	\$10.4	\$18.4	\$28.8	86.0	\$335
Modoc	\$1.1	\$1.7	\$2.7	3.6	\$767
Mono	\$45.9	\$23.4	\$69.3	5.3	\$13,101
Monterey	\$177.2	\$129.8	\$306.9	130.3	\$2,356
Napa	\$103.4	\$74.4	\$177.9	47.6	\$3,737
Nevada	\$21.0	\$21.5	\$42.5	42.9	\$991



# California / Travel Industry Tax Revenue

## State & Local Tax Revenue per Household, 2023p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Orange	\$728.0	\$584.0	\$1,312.0	1,031.6	\$1,272
Placer	\$63.9	\$64.0	\$127.9	160.4	\$798
Plumas	\$4.6	\$6.5	\$11.1	8.6	\$1,291
Riverside	\$347.2	\$417.4	\$764.6	776.7	\$984
Sacramento	\$145.6	\$177.1	\$322.7	572.6	\$563
San Benito	\$5.5	\$7.3	\$12.9	20.6	\$625
San Bernardino	\$210.3	\$282.4	\$492.6	657.8	\$749
San Diego	\$720.3	\$536.9	\$1,257.2	1,144.9	\$1,098
San Francisco	\$564.7	\$393.8	\$958.5	347.2	\$2,761
San Joaquin	\$42.4	\$61.7	\$104.0	250.5	\$415
San Luis Obispo	\$110.2	\$96.8	\$207.0	106.4	\$1,944
San Mateo	\$273.2	\$217.9	\$491.0	260.1	\$1,888
Santa Barbara	\$110.6	\$86.4	\$196.9	147.7	\$1,333
Santa Clara	\$278.3	\$249.3	\$527.6	635.0	\$831
Santa Cruz	\$62.5	\$60.3	\$122.9	93.7	\$1,311
Shasta	\$19.0	\$24.6	\$43.6	71.6	\$610
Sierra	\$0.9	\$0.9	\$1.7	1.5	\$1,183
Siskiyou	\$8.5	\$9.9	\$18.4	18.6	\$988
Solano	\$25.0	\$46.6	\$71.6	153.8	\$466
Sonoma	\$121.7	\$94.8	\$216.5	184.7	\$1,172
Stanislaus	\$20.0	\$35.3	\$55.3	176.7	\$313
Sutter	\$3.4	\$6.3	\$9.7	32.5	\$297
Tehama	\$5.0	\$8.4	\$13.4	24.3	\$552
Trinity	\$1.6	\$3.4	\$5.0	6.9	\$725
Tulare	\$24.0	\$29.4	\$53.4	141.1	\$379
Tuolumne	\$11.6	\$11.5	\$23.1	21.8	\$1,063
Ventura	\$71.7	\$89.9	\$161.6	268.3	\$602
Yolo	\$19.1	\$24.2	\$43.2	77.7	\$556
Yuba	\$3.3	\$7.2	\$10.5	28.8	\$364
<b>California</b>	<b>\$6,764</b>	<b>\$5,903</b>	<b>\$12,666</b>	<b>\$13,117</b>	<b>\$966</b>



# California / Direct Travel Impacts

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											22-23	19-23
<b>Spending (\$Millions)</b>												
Visitor	107.4	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	131.8	3.6%	0.5%
Other	10.0	10.7	11.5	12.3	13.1	13.8	7.1	9.8	15.3	18.6	22.0%	35.3%
<b>Total</b>	<b>117.4</b>	<b>121.9</b>	<b>126.4</b>	<b>133.3</b>	<b>140.3</b>	<b>144.9</b>	<b>68.3</b>	<b>105.0</b>	<b>142.5</b>	<b>150.4</b>	<b>5.6%</b>	<b>3.8%</b>
<b>Earnings (\$Millions)</b>												
Earnings	38.1	41.4	46.1	49.4	52.3	54.7	41.3	35.3	55.3	61.9	11.8%	13.1%
<b>Employment (Thousand Jobs)</b>												
Employment	1,028.4	1,063.1	1,109.6	1,143.8	1,162.9	1,176.8	871.3	931.5	1,090.1	1,155.0	5.9%	-1.9%
<b>Tax Revenue (\$Millions)</b>												
State	5.2	5.2	5.3	5.3	5.7	6.0	3.5	4.6	5.7	5.9	2.7%	-1.8%
Local	4.5	4.9	5.3	5.6	6.1	6.3	3.9	4.7	6.5	6.8	4.6%	7.5%
<b>Total</b>	<b>9.7</b>	<b>10.1</b>	<b>10.5</b>	<b>10.9</b>	<b>11.8</b>	<b>12.3</b>	<b>7.4</b>	<b>9.3</b>	<b>12.2</b>	<b>12.7</b>	<b>3.7%</b>	<b>3.0%</b>
<b>State Tax Revenue (\$Millions)</b>												
Business/Employees	1.3	1.4	1.5	1.4	1.4	1.5	1.4	1.2	1.7	1.8	6.2%	23.1%
Visitor	3.9	3.8	3.8	3.9	4.3	4.6	2.1	3.4	4.1	4.1	1.2%	-9.8%
<b>Total</b>	<b>5.2</b>	<b>5.2</b>	<b>5.3</b>	<b>5.3</b>	<b>5.7</b>	<b>6.0</b>	<b>3.5</b>	<b>4.6</b>	<b>5.7</b>	<b>5.9</b>	<b>2.7%</b>	<b>-1.8%</b>
<b>Local Tax Revenue (\$Millions)</b>												
Business/Employees	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.5	2.0	2.1	4.7%	19.2%
Visitor	3.2	3.5	3.7	4.0	4.4	4.5	2.1	3.2	4.4	4.6	4.5%	2.9%
<b>Total</b>	<b>4.5</b>	<b>4.9</b>	<b>5.3</b>	<b>5.6</b>	<b>6.1</b>	<b>6.3</b>	<b>3.9</b>	<b>4.7</b>	<b>6.5</b>	<b>6.8</b>	<b>4.6%</b>	<b>7.5%</b>

**Note:** Details may not add to totals due to rounding. Employment figures represent an annual average employment level and are rounded to the nearest 10. Percent change calculated on unrounded figures. 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.

# California / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg. 22-23
<b>Direct Travel Spending (\$Billions)</b>											
Visitor Spending	107.4	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	131.8	3.6%
Other Travel*	10.0	10.7	11.5	12.3	13.1	13.8	7.1	9.8	15.3	18.6	22.0%
<b>Total</b>	<b>117.4</b>	<b>121.9</b>	<b>126.4</b>	<b>133.3</b>	<b>140.3</b>	<b>144.9</b>	<b>68.3</b>	<b>105.0</b>	<b>142.5</b>	<b>150.4</b>	<b>5.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Billions)</b>											
Hotel, Motel, STVR	59.7	63.7	67.3	70.5	72.8	74.2	36.3	52.7	72.5	76.0	4.7%
Hotel, Motel**								43.3	60.1	63.3	5.4%
Short Term Vacation Rental**								9.4	12.5	12.7	1.5%
Private Home (VFR)	16.1	15.9	15.8	17.2	19.0	20.3	7.2	17.3	20.2	20.8	2.6%
Seasonal Home (2nd Home)	4.3	4.3	4.3	4.6	5.0	5.1	7.2	6.5	6.5	6.5	-0.5%
Campground	2.6	2.6	2.6	2.7	2.9	3.2	2.6	3.5	4.6	4.8	4.1%
Day Travel	24.8	24.8	24.9	26.0	27.6	28.3	7.8	15.4	23.3	23.8	2.0%
<b>Total</b>	<b>107.4</b>	<b>111.3</b>	<b>114.9</b>	<b>121.0</b>	<b>127.3</b>	<b>131.1</b>	<b>61.1</b>	<b>95.3</b>	<b>127.2</b>	<b>131.8</b>	<b>3.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Billions)</b>											
Accommodations	22.0	24.3	26.2	27.4	29.0	29.8	15.8	23.2	31.9	32.8	2.8%
Food Service	27.2	28.7	30.4	32.0	33.1	34.1	17.1	25.4	32.5	34.8	7.1%
Food Stores	3.6	3.8	3.9	3.9	3.9	4.0	2.2	4.1	5.2	5.5	5.2%
Arts, Ent. & Rec.	16.1	16.7	17.4	17.8	18.0	18.1	8.5	13.1	16.0	17.0	6.7%
Retail Sales	14.5	15.0	15.3	16.5	17.4	18.3	8.3	13.1	16.3	16.7	2.7%
Local Tran. & Gas	18.6	17.2	16.0	17.6	19.8	20.4	7.3	13.6	19.6	18.6	-5.3%
Visitor Air	5.4	5.6	5.7	5.8	6.1	6.4	1.8	2.8	5.7	6.3	10.9%
<b>Total</b>	<b>107.4</b>	<b>111.3</b>	<b>114.9</b>	<b>121.0</b>	<b>127.3</b>	<b>131.1</b>	<b>61.1</b>	<b>95.3</b>	<b>127.2</b>	<b>131.8</b>	<b>3.6%</b>

**Note:** 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.

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.



# California / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg. 22-23
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	19.4	21.2	23.4	25.0	26.5	27.9	20.4	17.8	30.3	34.0	12.2%
Arts, Ent. & Rec.	9.3	9.9	10.6	11.0	11.3	11.7	7.9	6.3	11.5	12.6	9.9%
Retail**	2.7	2.8	3.0	3.1	3.3	3.4	3.4	2.4	4.0	4.2	5.3%
Ground Tran.	1.3	1.4	1.5	1.7	2.2	2.4	1.0	1.4	1.1	1.2	9.2%
Visitor Air	1.8	2.0	2.7	3.1	3.2	3.3	3.2	2.6	2.8	3.2	13.3%
Other Travel*	3.6	4.0	4.9	5.5	5.9	6.1	5.4	4.8	5.7	6.7	17.8%
<b>Total</b>	<b>38.1</b>	<b>41.4</b>	<b>46.1</b>	<b>49.4</b>	<b>52.3</b>	<b>54.7</b>	<b>41.3</b>	<b>35.3</b>	<b>55.3</b>	<b>61.9</b>	<b>11.8%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	589.6	608.8	632.5	652.0	659.0	662.2	493.4	539.5	626.9	658.2	5.0%
Arts, Ent. & Rec.	252.4	261.3	270.8	276.8	279.4	283.1	179.3	206.9	264.5	290.1	9.7%
Retail**	82.2	83.5	85.8	87.3	87.9	87.4	82.9	83.6	85.5	86.6	1.2%
Ground Tran.	31.6	32.7	34.0	35.0	42.3	45.9	34.3	32.9	39.2	41.9	6.9%
Visitor Air	22.8	24.1	27.5	30.2	30.6	32.1	28.1	23.0	23.4	24.9	6.5%
Other Travel*	49.8	52.6	59.0	62.4	63.6	66.1	53.3	45.5	50.5	53.3	5.5%
<b>Total</b>	<b>1,028.4</b>	<b>1,063.1</b>	<b>1,109.6</b>	<b>1,143.8</b>	<b>1,162.9</b>	<b>1,176.8</b>	<b>871.3</b>	<b>931.5</b>	<b>1,090.1</b>	<b>1,155.0</b>	<b>5.9%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
State Tax Receipts	5.2	5.2	5.3	5.3	5.7	6.0	3.5	4.6	5.7	5.9	2.7%
Local Tax Receipts	4.5	4.9	5.3	5.6	6.1	6.3	3.9	4.7	6.5	6.8	4.6%
<b>Total</b>	<b>9.7</b>	<b>10.1</b>	<b>10.5</b>	<b>10.9</b>	<b>11.8</b>	<b>12.3</b>	<b>7.4</b>	<b>9.3</b>	<b>12.2</b>	<b>12.7</b>	<b>3.7%</b>

**Note:** 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

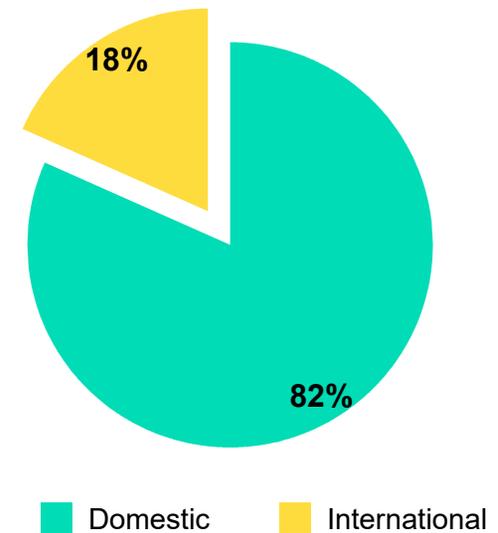
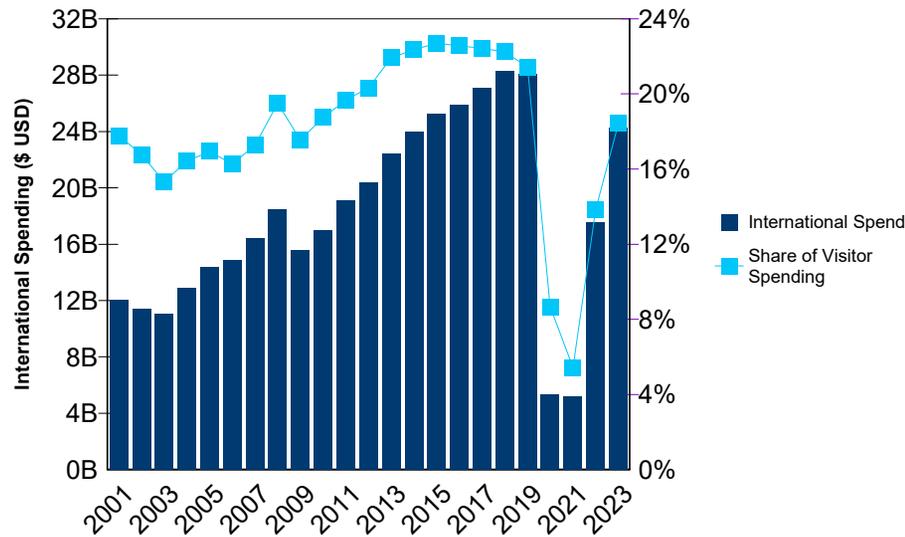
## Visitor Spending by Origin, 2023p

In 2023, spending made by domestic visitors (residents of the U.S.) accounted for 82% of all travel spending in California. International visitors accounted for 18% of travel spending in the state. Historically, international spending constituted 18-22% of total travel spending in California.

### Visitor Spending by Residence, 2023p

Origin	Spending (Billions)
Domestic	\$107.5
International	\$24.3
<b>Visitor Spending</b>	<b>\$131.8</b>

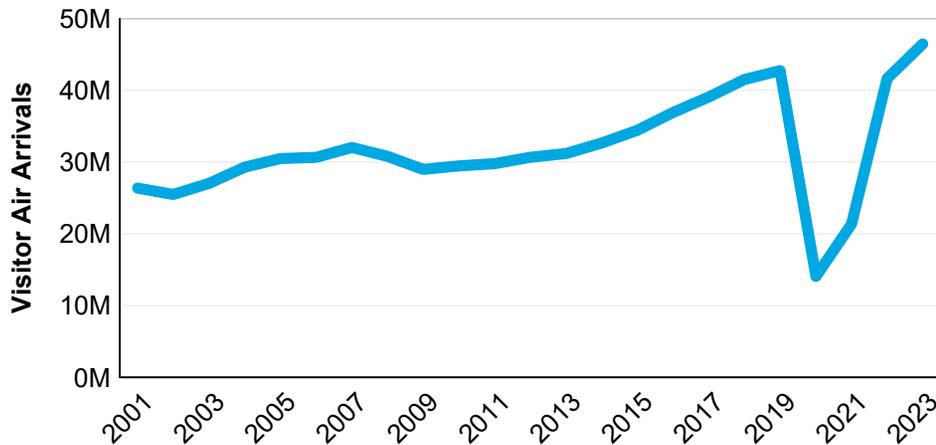
### International Visitor Spending



**Note:** 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 2016-2023 is sourced from Tourism Economics.

# California / Air Travel & Lodging Sales Trend

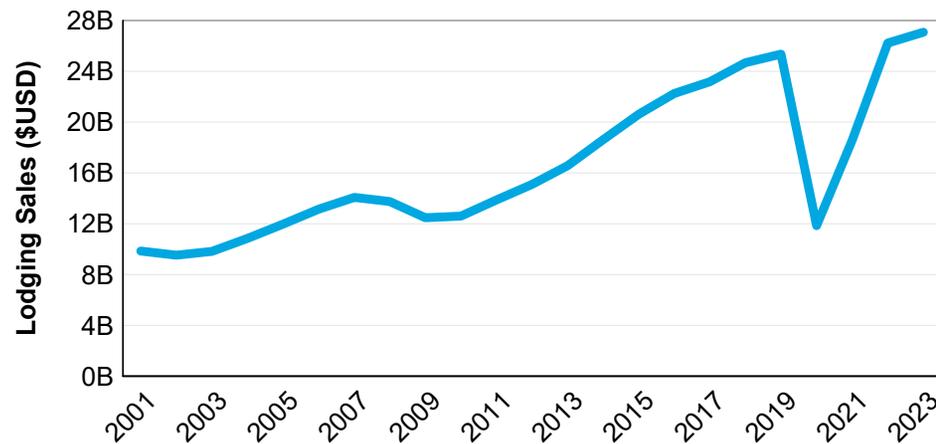
## Domestic Air Visitor Arrivals / U.S. Air Carriers



Visitor air travel on domestic flights to California destinations increased by 11.6% in 2023, from 41.6 million to 46.5 million arrivals.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

## Taxable Lodging Sales



Taxable lodging sales grew to \$27.1 billion in 2023, an increase of 3.2% compared to 2022.

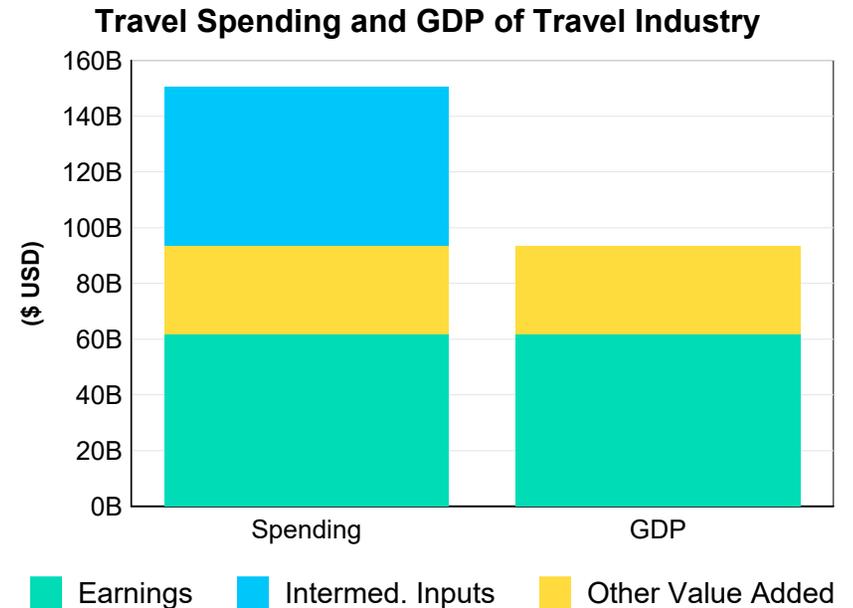
Sources: Dean Runyan Associates, California individual jurisdictions

# California / Travel GDP

## Travel Industry GDP, 2023p

Gross Domestic Product (GDP or 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 \$93.4 billion represents approximately 2.4% 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.



# 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, 2023p

**Professional Services** (153,000 jobs and \$13.9 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** (112,500 jobs and \$9.5 billion in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

**Financial Activities** (92,100 jobs and \$7.2 billion in earnings) Both businesses and individuals make use of banking and insurance institutions.

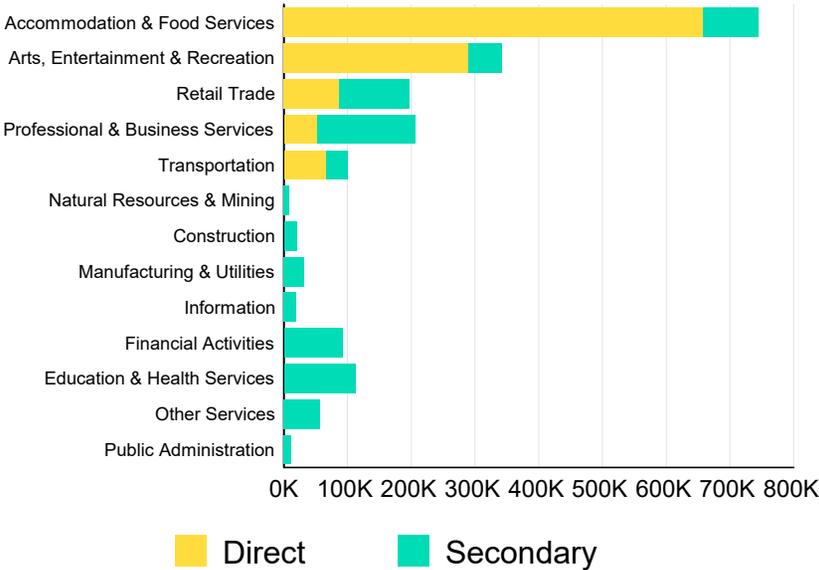
**Other Services** (56,700 jobs and \$3.5 billion in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

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

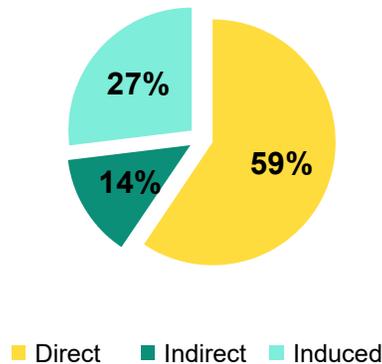
# California / Secondary Effects

## Total Employment, 2023p

### Direct & Secondary Employment



### Share of Total Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	658.2	23.9	63.5	87.3	745.6
Arts, Entertainment & Recreation	290.1	34.5	17.1	51.6	341.7
Retail Trade	86.6	9.7	101.1	110.8	197.4
Professional & Business Services	53.3	89.0	63.9	153.0	206.3
Transportation	66.8	18.2	15.8	34.0	100.8
Natural Resources & Mining	0.0	4.0	4.4	8.3	8.3
Construction	0.0	6.5	14.0	20.4	20.4
Manufacturing & Utilities	0.0	15.2	16.7	31.9	31.9
Information	0.0	10.3	8.7	19.0	19.0
Financial Activities	0.0	33.8	58.3	92.1	92.1
Education & Health Services	0.0	2.0	110.5	112.5	112.5
Other Services	0.0	11.0	45.7	56.7	56.7
Public Administration	0.0	6.0	6.1	12.1	12.1
<b>All Industries</b>	<b>1,155</b>	<b>264</b>	<b>526</b>	<b>790</b>	<b>1,945</b>

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



**MOST DIRECT JOBS**  
Accommodation & Food Services

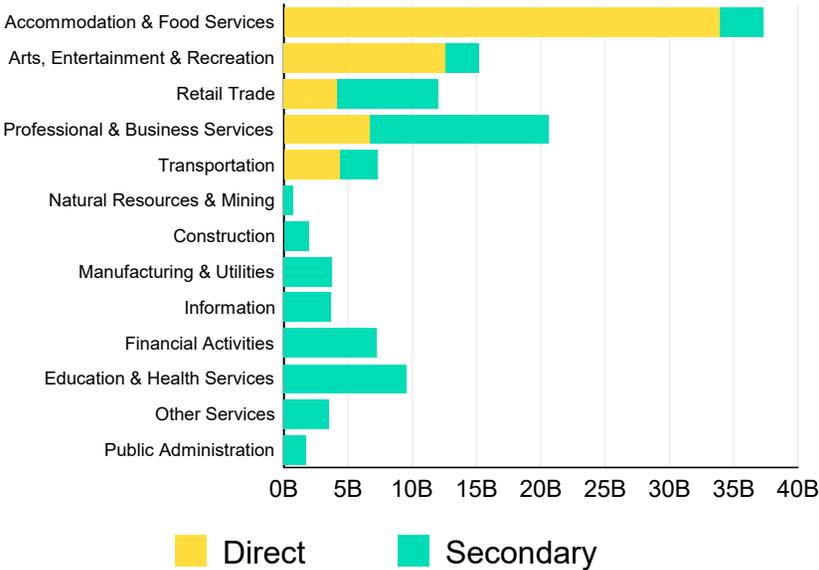


**MOST SECONDARY JOBS**  
Professional & Business Services

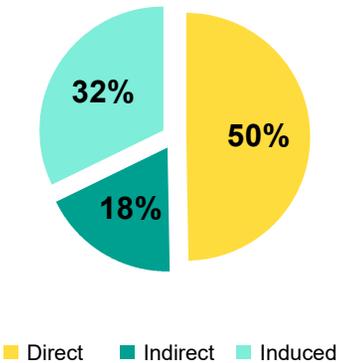
# California / Secondary Effects

## Total Earnings, 2023p

Direct & Secondary Earnings



Share of Total Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	34.0	0.9	2.5	3.4	37.3
Arts, Entertainment & Recreation	12.6	1.8	0.8	2.6	15.2
Retail Trade	4.2	1.0	6.8	7.8	12.0
Professional & Business Services	6.7	8.1	5.8	13.9	20.6
Transportation	4.4	1.6	1.3	2.9	7.3
Natural Resources & Mining	0.0	0.3	0.4	0.7	0.7
Construction	0.0	0.6	1.3	1.9	1.9
Manufacturing & Utilities	0.0	1.7	2.0	3.7	3.7
Information	0.0	2.2	1.5	3.7	3.7
Financial Activities	0.0	2.5	4.7	7.2	7.2
Education & Health Services	0.0	0.1	9.4	9.5	9.5
Other Services	0.0	0.9	2.6	3.5	3.5
Public Administration	0.0	0.9	0.9	1.8	1.8
<b>All Industries</b>	<b>61.9</b>	<b>22.7</b>	<b>40.1</b>	<b>62.8</b>	<b>124.6</b>

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

**MOST DIRECT Earnings**  
Accommodation & Food Services

**MOST SECONDARY Earnings**  
Professional & Business Services



# Region Impacts

2023p



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

**Los Angeles County**  
 Los Angeles

**North Coast**  
 Del Norte  
 Humboldt  
 Lake  
 Mendocino

**Gold Country**  
 Amador (part)  
 Calaveras (part)  
 El Dorado (part)  
 Mariposa (part)  
 Nevada (part)  
 Placer (part)  
 Sacramento  
 Sierra  
 Tuolumne (part)

**Orange County**  
 Orange

**San Diego County**  
 San Diego

**San Francisco Bay Area**  
 Alameda  
 Contra Costa  
 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)  
 Madera (part)  
 Mariposa (part)  
 Mono  
 Nevada (part)  
 Placer (part)  
 Tulare (part)  
 Tuolumne (part)

**Inland Empire**  
 Riverside (part)  
 San Bernardino (part)

**Shasta Cascades**  
 Butte  
 Lassen  
 Modoc  
 Plumas  
 Shasta  
 Siskiyou  
 Tehama  
 Trinity

**Central Coast**  
 Monterey  
 San Benito  
 San Luis Obispo  
 Santa Barbara  
 Ventura

**Central Valley**  
 Colusa  
 Fresno (part)  
 Glenn  
 Kern (part)  
 Kings  
 Madera (part)  
 Merced  
 San Joaquin  
 Solano (part)

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

# Region / Summary

## Direct Travel Impacts, 2023p

	Travel Spending		Earnings (Millions)	Employment (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor (Millions)					
Central Coast	\$9,340	\$8,940	\$4,172	87,820	\$475	\$410	\$885
Central Valley	\$8,179	\$7,571	\$3,060	82,300	\$278	\$421	\$699
Deserts	\$8,610	\$8,134	\$3,168	83,850	\$335	\$388	\$723
Gold Country	\$5,949	\$4,944	\$2,378	54,270	\$205	\$251	\$456
High Sierra	\$3,728	\$3,646	\$1,646	39,560	\$205	\$149	\$354
Inland Empire	\$7,945	\$7,370	\$2,962	79,960	\$250	\$352	\$602
Los Angeles Area	\$34,067	\$24,836	\$16,749	223,690	\$1,743	\$1,264	\$3,007
North Coast	\$1,348	\$1,305	\$652	14,770	\$61	\$63	\$123
Orange County	\$15,834	\$14,168	\$6,495	132,710	\$728	\$584	\$1,312
San Diego County	\$16,102	\$13,840	\$5,337	100,690	\$720	\$537	\$1,257
San Francisco Bay Area	\$37,706	\$30,964	\$14,661	239,720	\$1,711	\$1,408	\$3,118
Shasta Cascade	\$1,608	\$1,552	\$598	15,640	\$52	\$76	\$129
<b>California</b>	<b>\$150,417</b>	<b>*</b>	<b>\$61,877</b>	<b>1,154,989</b>	<b>\$6,764</b>	<b>\$5,903</b>	<b>\$12,666</b>

\*Sum of region 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:** Details may not add to totals due to rounding. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# Region / Impacts, Summary

## Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Spending (\$Million)</b>												
Central Coast	7,772	8,003	8,083	8,369	8,946	9,352	4,975	7,637	9,313	9,340	0.3%	-0.1%
Central Valley	6,596	6,544	6,506	7,058	7,179	7,512	4,008	6,730	8,165	8,179	0.2%	8.9%
Deserts	6,351	6,538	6,783	7,137	7,943	8,307	5,878	6,798	8,512	8,610	1.2%	3.6%
Gold Country	4,435	4,577	4,696	4,967	5,565	5,909	2,840	4,521	5,724	5,949	3.9%	0.7%
High Sierra	2,697	2,865	3,071	3,298	3,494	3,733	2,504	3,068	3,642	3,728	2.3%	-0.2%
Inland Empire	5,664	5,817	5,971	6,385	6,691	7,128	5,116	6,409	7,702	7,945	3.2%	11.5%
Los Angeles Area	25,769	26,828	28,039	29,854	31,952	32,675	13,203	21,683	30,996	34,067	9.9%	4.3%
North Coast	1,070	1,100	1,150	1,211	1,254	1,299	775	1,273	1,362	1,348	-1.0%	3.8%
Orange County	11,883	12,696	13,477	13,815	13,922	14,463	6,786	10,591	15,004	15,834	5.5%	9.5%
San Diego County	12,020	12,321	12,996	13,694	13,652	13,792	5,811	11,185	15,401	16,102	4.6%	16.7%
San Francisco Bay Area	31,829	33,368	34,334	36,155	38,267	39,077	15,400	23,749	35,063	37,706	7.5%	-3.5%
Shasta Cascade	1,288	1,275	1,296	1,377	1,485	1,604	959	1,383	1,624	1,608	-0.9%	0.3%
California	117,373	121,933	126,402	133,320	140,350	144,851	68,256	105,028	142,507	150,417	5.6%	3.8%

# Region / Impacts, Summary

## Travel Industry Earnings, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Earnings (\$Millions)</b>												
Central Coast	2,609	2,782	2,907	3,106	3,376	3,632	2,815	1,915	3,831	4,172	8.9%	14.9%
Central Valley	1,782	1,883	2,005	2,259	2,269	2,419	1,999	1,565	2,832	3,060	8.0%	26.5%
Deserts	1,707	1,828	2,011	2,117	2,368	2,521	2,027	2,238	2,868	3,168	10.4%	25.7%
Gold Country	1,193	1,293	1,406	1,522	1,713	1,833	1,406	980	2,114	2,378	12.5%	29.7%
High Sierra	802	877	975	1,108	1,200	1,313	1,087	715	1,521	1,646	8.2%	25.3%
Inland Empire	1,553	1,674	1,836	1,991	2,078	2,236	1,818	1,694	2,704	2,962	9.6%	32.5%
Los Angeles Area	9,307	10,236	11,830	12,689	13,730	15,497	12,233	8,085	14,856	16,749	12.7%	8.1%
North Coast	379	399	437	483	500	533	421	336	616	652	5.9%	22.2%
Orange County	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,518	5,759	6,495	12.8%	16.7%
San Diego County	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,645	4,689	5,337	13.8%	20.5%
San Francisco Bay Area	10,636	11,670	13,002	13,922	14,979	14,216	10,098	9,339	12,977	14,661	13.0%	3.1%
Shasta Cascade	375	392	426	454	475	527	442	283	565	598	5.7%	13.4%
California	38,050	41,353	46,104	49,417	52,312	54,720	41,339	35,313	55,332	61,877	11.8%	49.7%

# Region / Impacts, Summary

## Travel Industry Employment

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Direct Travel-Generated Employment (Jobs)</b>												
Central Coast	76,680	77,820	78,650	80,760	84,780	87,980	67,740	73,220	84,050	87,820	4.5%	-0.2%
Central Valley	72,240	72,640	72,930	78,300	75,930	77,360	61,460	68,420	79,440	82,300	3.6%	6.4%
Deserts	64,640	66,690	69,570	71,250	76,290	78,610	63,650	69,470	79,650	83,850	5.3%	6.7%
Gold Country	40,100	40,830	42,150	43,980	48,540	50,010	38,030	43,840	51,110	54,270	6.2%	8.5%
High Sierra	29,540	30,780	32,060	34,620	35,770	37,410	30,850	32,950	38,260	39,560	3.4%	5.7%
Inland Empire	63,310	65,950	68,370	70,920	70,090	72,700	57,880	67,650	75,860	79,960	5.4%	10.0%
Los Angeles Area	192,230	203,160	216,460	223,160	232,230	240,030	180,190	183,200	210,430	223,690	6.3%	-6.8%
North Coast	15,020	15,020	15,580	15,930	15,550	15,740	12,040	13,390	14,770	14,770	0.0%	-6.1%
Orange County	115,100	121,960	129,520	131,090	130,420	132,370	90,660	98,540	122,890	132,710	8.0%	0.3%
San Diego County	101,670	101,510	109,110	111,240	102,890	101,500	73,360	79,820	95,150	100,690	5.8%	-0.8%
San Francisco Bay Area	242,900	251,930	260,080	267,040	274,820	266,740	181,780	186,200	223,010	239,720	7.5%	-10.1%
Shasta Cascade	14,940	14,810	15,100	15,480	15,640	16,350	13,700	14,760	15,510	15,640	0.8%	-4.3%
California	1,028,359	1,063,108	1,109,565	1,143,774	1,162,950	1,176,782	871,341	931,460	1,090,141	1,154,989	5.9%	-1.9%

# Central Coast / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	7,423	7,671	7,761	8,023	8,559	8,941	4,793	7,361	8,902	8,940	0.4%
Other Travel	349	332	323	346	387	411	181	277	411	400	-2.6%
<b>Total</b>	<b>7,772</b>	<b>8,003</b>	<b>8,083</b>	<b>8,369</b>	<b>8,946</b>	<b>9,352</b>	<b>4,975</b>	<b>7,637</b>	<b>9,313</b>	<b>9,340</b>	<b>0.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	4,565	4,783	4,882	4,977	5,303	5,522	3,212	4,780	5,501	5,439	-1.1%
Hotel, Motel								3,863	4,474	4,450	-0.6%
Short Term Vacation Rental								916	1,026	989	-3.6%
Private Home (VFR)	737	750	740	817	904	976	387	933	1,049	1,074	2.4%
Seasonal Home (2nd Home)	182	185	187	202	229	234	346	312	324	331	2.2%
Campground	324	328	330	348	366	395	326	429	565	596	5.5%
Day Travel	1,615	1,626	1,622	1,679	1,757	1,814	523	907	1,464	1,500	2.5%
<b>Total</b>	<b>7,423</b>	<b>7,671</b>	<b>7,761</b>	<b>8,023</b>	<b>8,559</b>	<b>8,941</b>	<b>4,793</b>	<b>7,361</b>	<b>8,902</b>	<b>8,940</b>	<b>0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	1,741	1,880	1,964	2,000	2,137	2,265	1,488	2,472	2,876	2,786	-3.1%
Food Service	2,103	2,208	2,285	2,363	2,499	2,602	1,390	1,933	2,321	2,458	5.9%
Food Stores	258	267	267	268	274	284	180	306	377	397	5.3%
Arts, Ent. & Rec.	972	997	1,012	1,023	1,057	1,072	530	793	901	939	4.2%
Retail Sales	1,200	1,252	1,252	1,305	1,393	1,458	706	1,007	1,208	1,208	0.0%
Local Tran. & Gas	1,087	1,003	917	996	1,125	1,165	469	796	1,114	1,050	-5.7%
Visitor Air	62	63	64	68	74	96	30	52	105	103	-2.1%
<b>Total</b>	<b>7,423</b>	<b>7,671</b>	<b>7,761</b>	<b>8,023</b>	<b>8,559</b>	<b>8,941</b>	<b>4,793</b>	<b>7,361</b>	<b>8,902</b>	<b>8,940</b>	<b>0.4%</b>

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

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# Central Coast / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	1,554	1,666	1,765	1,913	2,068	2,205	1,692	1,189	2,502	2,704	8.0%
Arts, Ent. & Rec.	663	695	707	737	790	824	624	400	838	947	13.0%
Retail**	204	218	223	226	240	249	251	160	297	312	5.3%
Ground Trans.	85	91	99	111	151	164	68	67	74	78	6.2%
Visitor Air	22	26	25	27	28	56	56	23	24	27	10.7%
Other Travel	80	86	88	93	99	134	124	76	96	104	8.7%
<b>Total</b>	<b>2,609</b>	<b>2,782</b>	<b>2,907</b>	<b>3,106</b>	<b>3,376</b>	<b>3,632</b>	<b>2,815</b>	<b>1,915</b>	<b>3,831</b>	<b>4,172</b>	<b>8.9%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	47,960	48,850	49,620	51,560	53,330	54,780	42,260	46,420	53,030	55,240	4.2%
Arts, Ent. & Rec.	18,460	18,430	18,400	18,540	19,910	20,870	14,340	16,050	19,580	20,860	6.5%
Retail**	6,190	6,370	6,430	6,360	6,610	6,580	6,200	6,400	6,490	6,550	0.9%
Ground Trans.	2,190	2,240	2,280	2,320	2,920	3,200	2,710	2,620	3,150	3,340	6.2%
Visitor Air	260	290	260	300	300	510	470	270	270	280	4.1%
Other Travel	1,600	1,640	1,660	1,680	1,720	2,030	1,760	1,450	1,540	1,560	1.2%
<b>Total</b>	<b>76,680</b>	<b>77,820</b>	<b>78,650</b>	<b>80,760</b>	<b>84,780</b>	<b>87,980</b>	<b>67,740</b>	<b>73,220</b>	<b>84,050</b>	<b>87,820</b>	<b>4.5%</b>

**Note:** 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.

# Central Coast / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	292	313	324	341	376	400	290	372	479	475	-0.8%
State Tax Receipts	384	386	378	378	413	436	267	319	406	410	0.9%
<b>Total</b>	676	699	702	719	789	836	557	690	886	885	0.0%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	290	288	281	285	318	335	169	252	289	289	0.0%
Business & Employee	93	97	96	93	94	100	98	66	117	121	3.2%
<b>Total</b>	384	386	377	378	412	435	267	319	406	410	0.9%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	206	223	233	245	271	287	175	290	341	334	-2.0%
Business & Employee	84	89	90	94	104	111	114	80	136	139	1.9%
<b>Total</b>	291	312	323	339	374	398	289	370	477	473	-0.9%

# Central Valley / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	6,032	6,024	6,022	6,520	6,576	6,881	3,774	6,322	7,543	7,571	0.4%
Other Travel	564	520	484	538	603	631	234	408	621	608	-2.2%
<b>Total</b>	<b>6,596</b>	<b>6,544</b>	<b>6,506</b>	<b>7,058</b>	<b>7,179</b>	<b>7,512</b>	<b>4,008</b>	<b>6,730</b>	<b>8,165</b>	<b>8,179</b>	<b>0.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	2,022	2,120	2,173	2,384	2,399	2,518	2,118	2,614	2,927	2,913	-0.5%
Hotel, Motel								2,321	2,596	2,542	-2.1%
Short Term Vacation Rental								293	331	372	12.3%
Private Home (VFR)	1,814	1,737	1,699	1,877	1,837	1,951	524	1,890	2,158	2,184	1.2%
Seasonal Home (2nd Home)	323	316	321	337	337	345	483	436	420	423	0.8%
Campground	210	207	208	219	226	244	204	265	352	370	5.0%
Day Travel	1,663	1,644	1,621	1,703	1,777	1,823	444	1,116	1,687	1,681	-0.3%
<b>Total</b>	<b>6,032</b>	<b>6,024</b>	<b>6,022</b>	<b>6,520</b>	<b>6,576</b>	<b>6,881</b>	<b>3,774</b>	<b>6,322</b>	<b>7,543</b>	<b>7,571</b>	<b>0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	849	913	957	1,050	1,053	1,106	984	1,237	1,392	1,381	-0.7%
Food Service	1,574	1,646	1,707	1,819	1,755	1,831	1,040	1,758	2,028	2,125	4.8%
Food Stores	298	306	305	311	290	297	175	337	394	414	5.0%
Arts, Ent. & Rec.	825	843	859	893	829	842	460	767	852	887	4.0%
Retail Sales	816	784	788	894	923	1,007	471	894	1,041	1,038	-0.3%
Local Tran. & Gas	1,625	1,485	1,350	1,495	1,665	1,726	616	1,286	1,763	1,643	-6.8%
Visitor Air	45	48	57	57	61	73	28	43	73	84	15.7%
<b>Total</b>	<b>6,032</b>	<b>6,024</b>	<b>6,022</b>	<b>6,520</b>	<b>6,576</b>	<b>6,881</b>	<b>3,774</b>	<b>6,322</b>	<b>7,543</b>	<b>7,571</b>	<b>0.4%</b>

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

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# Central Valley / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	1,000	1,089	1,181	1,320	1,316	1,403	1,237	922	1,756	1,910	8.7%
Arts, Ent. & Rec.	409	407	431	463	433	450	289	251	510	542	6.2%
Retail**	169	171	177	192	190	199	206	139	257	270	4.9%
Ground Trans.	102	109	119	136	176	192	90	87	99	108	8.7%
Visitor Air	21	22	15	31	30	37	37	48	50	55	9.9%
Other Travel	81	84	81	118	123	139	140	118	159	175	10.5%
<b>Total</b>	<b>1,782</b>	<b>1,883</b>	<b>2,005</b>	<b>2,259</b>	<b>2,269</b>	<b>2,419</b>	<b>1,999</b>	<b>1,565</b>	<b>2,832</b>	<b>3,060</b>	<b>8.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	39,230	40,200	40,380	43,460	42,220	42,760	36,570	40,800	45,530	46,690	2.5%
Arts, Ent. & Rec.	21,880	21,330	21,530	22,790	21,260	21,520	12,800	15,770	20,920	22,250	6.4%
Retail**	5,880	5,770	5,770	6,150	5,970	6,010	5,730	6,000	6,240	6,270	0.5%
Ground Trans.	2,640	2,680	2,740	2,850	3,410	3,750	3,130	2,980	3,540	3,770	6.6%
Visitor Air	350	370	240	380	370	450	400	450	440	460	3.9%
Other Travel	2,270	2,300	2,260	2,670	2,700	2,870	2,830	2,430	2,760	2,860	3.5%
<b>Total</b>	<b>72,240</b>	<b>72,640</b>	<b>72,930</b>	<b>78,300</b>	<b>75,930</b>	<b>77,360</b>	<b>61,460</b>	<b>68,420</b>	<b>79,440</b>	<b>82,300</b>	<b>3.6%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Central Valley / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	155	164	171	191	203	215	183	210	267	278	4.2%
State Tax Receipts	386	371	355	373	410	435	241	367	429	421	-1.9%
<b>Total</b>	<b>541</b>	<b>535</b>	<b>526</b>	<b>564</b>	<b>612</b>	<b>650</b>	<b>424</b>	<b>577</b>	<b>696</b>	<b>699</b>	<b>0.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	322	306	289	306	345	366	170	311	338	330	-2.6%
Business & Employee	63	65	65	67	65	69	70	56	90	91	0.3%
<b>Total</b>	<b>385</b>	<b>371</b>	<b>355</b>	<b>373</b>	<b>410</b>	<b>435</b>	<b>240</b>	<b>366</b>	<b>429</b>	<b>420</b>	<b>-2.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	98	104	109	124	132	139	100	145	167	175	4.7%
Business & Employee	56	59	60	66	69	74	82	64	98	101	3.1%
<b>Total</b>	<b>154</b>	<b>163</b>	<b>170</b>	<b>190</b>	<b>201</b>	<b>213</b>	<b>182</b>	<b>209</b>	<b>265</b>	<b>276</b>	<b>4.1%</b>

# Deserts / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	5,983	6,189	6,433	6,796	7,540	7,892	5,705	6,504	8,038	8,134	1.2%
Other Travel	368	350	350	340	403	415	173	295	474	475	0.2%
<b>Total</b>	<b>6,351</b>	<b>6,538</b>	<b>6,783</b>	<b>7,137</b>	<b>7,943</b>	<b>8,307</b>	<b>5,878</b>	<b>6,798</b>	<b>8,512</b>	<b>8,610</b>	<b>1.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	2,414	2,579	2,783	2,916	3,259	3,434	2,384	2,995	3,557	3,648	2.5%
Hotel, Motel								2,186	2,567	2,666	3.9%
Short Term Vacation Rental								809	990	981	-0.9%
Private Home (VFR)	482	470	465	513	577	620	323	549	645	655	1.5%
Seasonal Home (2nd Home)	984	1,011	1,026	1,098	1,237	1,267	1,822	1,645	1,572	1,519	-3.4%
Campground	325	324	326	343	372	401	327	434	573	597	4.2%
Day Travel	1,777	1,804	1,833	1,926	2,094	2,171	850	881	1,691	1,716	1.5%
<b>Total</b>	<b>5,983</b>	<b>6,189</b>	<b>6,433</b>	<b>6,796</b>	<b>7,540</b>	<b>7,892</b>	<b>5,705</b>	<b>6,504</b>	<b>8,038</b>	<b>8,134</b>	<b>1.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	1,110	1,198	1,308	1,363	1,498	1,561	1,333	1,769	2,076	2,008	-3.3%
Food Service	1,709	1,816	1,933	2,038	2,227	2,351	1,832	1,848	2,223	2,340	5.3%
Food Stores	240	250	253	257	270	281	231	306	378	397	5.0%
Arts, Ent. & Rec.	909	944	985	1,015	1,084	1,114	828	855	981	1,038	5.8%
Retail Sales	917	953	982	1,055	1,203	1,254	837	847	1,074	1,096	2.0%
Local Tran. & Gas	1,004	932	870	960	1,133	1,186	587	803	1,149	1,083	-5.7%
Visitor Air	95	97	102	109	124	144	57	76	156	172	10.2%
<b>Total</b>	<b>5,983</b>	<b>6,189</b>	<b>6,433</b>	<b>6,796</b>	<b>7,540</b>	<b>7,892</b>	<b>5,705</b>	<b>6,504</b>	<b>8,038</b>	<b>8,134</b>	<b>1.2%</b>

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

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

# Deserts / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	972	1,056	1,176	1,258	1,400	1,501	1,225	1,312	1,767	1,955	10.6%
Arts, Ent. & Rec.	422	434	471	493	538	571	418	493	619	684	10.5%
Retail**	155	166	174	180	198	203	211	201	248	271	8.9%
Ground Trans.	68	75	84	95	132	146	88	125	96	103	7.9%
Visitor Air	17	20	17	19	20	18	18	22	23	26	14.4%
Other Travel	73	77	90	73	81	81	67	84	114	129	12.5%
<b>Total</b>	<b>1,707</b>	<b>1,828</b>	<b>2,011</b>	<b>2,117</b>	<b>2,368</b>	<b>2,521</b>	<b>2,027</b>	<b>2,238</b>	<b>2,868</b>	<b>3,168</b>	<b>10.4%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	38,640	40,090	41,930	43,330	46,070	47,430	39,070	42,250	48,410	50,400	4.1%
Arts, Ent. & Rec.	17,140	17,530	18,060	18,270	19,430	20,200	13,850	16,430	19,200	20,770	8.2%
Retail**	5,340	5,430	5,530	5,620	6,030	5,980	5,810	5,760	6,020	6,260	4.0%
Ground Trans.	1,730	1,810	1,890	1,960	2,540	2,830	3,240	3,020	3,660	3,900	6.6%
Visitor Air	280	310	260	270	280	260	230	240	230	250	7.8%
Other Travel	1,510	1,530	1,900	1,790	1,950	1,900	1,460	1,770	2,140	2,270	6.0%
<b>Total</b>	<b>64,640</b>	<b>66,690</b>	<b>69,570</b>	<b>71,250</b>	<b>76,290</b>	<b>78,610</b>	<b>63,650</b>	<b>69,470</b>	<b>79,650</b>	<b>83,850</b>	<b>5.3%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Deserts / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	183	199	218	229	263	277	221	279	327	335	2.3%
State Tax Receipts	313	315	316	324	371	393	292	331	384	388	1.3%
<b>Total</b>	496	514	535	553	635	671	513	609	711	723	1.7%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	246	245	244	253	297	314	209	239	279	280	0.1%
Business & Employee	67	70	73	71	74	78	83	92	104	108	4.4%
<b>Total</b>	313	315	316	323	371	393	292	331	383	388	1.3%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	118	130	146	155	180	188	128	171	212	215	1.6%
Business & Employee	62	66	70	71	80	86	91	105	111	115	3.3%
<b>Total</b>	181	196	216	226	260	273	219	276	323	330	2.2%

# Gold Country / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	3,768	3,887	4,003	4,260	4,795	5,075	2,511	3,932	4,791	4,944	3.2%
Other Travel	667	690	694	707	770	835	329	588	933	1,006	7.7%
<b>Total</b>	<b>4,435</b>	<b>4,577</b>	<b>4,696</b>	<b>4,967</b>	<b>5,565</b>	<b>5,909</b>	<b>2,840</b>	<b>4,521</b>	<b>5,724</b>	<b>5,949</b>	<b>3.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,687	1,805	1,918	2,003	2,219	2,351	1,503	1,765	2,138	2,216	3.6%
Hotel, Motel								1,407	1,723	1,783	3.5%
Short Term Vacation Rental								358	416	433	4.1%
Private Home (VFR)	932	927	924	1,020	1,259	1,358	416	1,233	1,404	1,451	3.4%
Seasonal Home (2nd Home)	148	149	151	160	177	181	234	211	230	236	2.5%
Campground	97	97	97	102	103	111	92	120	159	167	5.5%
Day Travel	903	909	913	975	1,037	1,074	267	604	860	873	1.6%
<b>Total</b>	<b>3,768</b>	<b>3,887</b>	<b>4,003</b>	<b>4,260</b>	<b>4,795</b>	<b>5,075</b>	<b>2,511</b>	<b>3,932</b>	<b>4,791</b>	<b>4,944</b>	<b>3.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	517	572	627	675	748	793	571	694	849	874	2.9%
Food Service	996	1,058	1,120	1,180	1,333	1,405	718	1,127	1,314	1,408	7.2%
Food Stores	142	148	149	152	167	172	90	183	215	228	5.9%
Arts, Ent. & Rec.	601	623	646	665	734	753	378	590	655	691	5.5%
Retail Sales	446	459	470	526	620	689	302	538	618	623	0.8%
Local Tran. & Gas	801	751	704	767	885	922	339	643	861	813	-5.5%
Visitor Air	263	277	287	295	307	340	114	158	278	306	10.0%
<b>Total</b>	<b>3,768</b>	<b>3,887</b>	<b>4,003</b>	<b>4,260</b>	<b>4,795</b>	<b>5,075</b>	<b>2,511</b>	<b>3,932</b>	<b>4,791</b>	<b>4,944</b>	<b>3.2%</b>

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

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# Gold Country / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	640	688	768	830	948	1,021	808	514	1,229	1,327	7.9%
Arts, Ent. & Rec.	302	331	360	405	427	449	309	232	513	650	26.6%
Retail**	86	91	95	103	117	124	124	74	156	162	4.2%
Ground Trans.	64	70	77	84	114	125	59	49	71	79	10.3%
Visitor Air	21	23	19	18	19	19	19	24	26	28	9.8%
Other Travel	81	90	88	83	89	93	86	88	118	132	11.7%
<b>Total</b>	<b>1,193</b>	<b>1,293</b>	<b>1,406</b>	<b>1,522</b>	<b>1,713</b>	<b>1,833</b>	<b>1,406</b>	<b>980</b>	<b>2,114</b>	<b>2,378</b>	<b>12.5%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	23,140	23,380	24,220	25,330	28,110	28,790	22,470	25,790	29,260	29,650	1.4%
Arts, Ent. & Rec.	10,710	10,950	11,380	11,840	12,950	13,340	8,590	10,620	13,880	16,460	18.6%
Retail**	2,830	2,890	2,930	3,100	3,430	3,480	3,270	3,610	3,590	3,570	-0.5%
Ground Trans.	1,560	1,630	1,680	1,720	2,170	2,400	1,860	1,890	2,240	2,400	7.1%
Visitor Air	350	370	330	310	310	340	300	350	360	370	3.1%
Other Travel	1,510	1,610	1,610	1,680	1,570	1,660	1,540	1,590	1,790	1,830	2.0%
<b>Total</b>	<b>40,100</b>	<b>40,830</b>	<b>42,150</b>	<b>43,980</b>	<b>48,540</b>	<b>50,010</b>	<b>38,030</b>	<b>43,840</b>	<b>51,110</b>	<b>54,270</b>	<b>6.2%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Gold Country / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	124	135	144	154	175	186	133	141	196	205	4.5%
State Tax Receipts	203	203	201	208	245	262	143	199	247	251	1.8%
<b>Total</b>	327	338	345	361	420	448	276	340	443	456	3.0%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	161	158	154	161	197	211	95	166	183	182	-0.2%
Business & Employee	42	45	46	46	47	51	48	33	64	69	7.3%
<b>Total</b>	203	202	200	207	244	261	143	198	247	251	1.8%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	77	84	91	98	113	121	71	97	117	122	3.7%
Business & Employee	40	43	45	47	52	55	57	38	70	74	5.5%
<b>Total</b>	117	127	136	145	165	176	128	135	187	195	4.4%

# High Sierra / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	2,629	2,801	3,006	3,223	3,407	3,642	2,464	3,010	3,559	3,646	2.4%
Other Travel	67	63	65	75	87	91	40	58	83	82	-1.1%
<b>Total</b>	<b>2,697</b>	<b>2,865</b>	<b>3,071</b>	<b>3,298</b>	<b>3,494</b>	<b>3,733</b>	<b>2,504</b>	<b>3,068</b>	<b>3,642</b>	<b>3,728</b>	<b>2.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,713	1,888	2,082	2,249	2,334	2,515	1,658	2,006	2,323	2,369	2.0%
Hotel, Motel								1,109	1,287	1,323	2.8%
Short Term Vacation Rental								897	1,036	1,046	0.9%
Private Home (VFR)	142	133	128	139	168	178	53	173	196	198	0.9%
Seasonal Home (2nd Home)	269	269	272	289	325	332	437	393	401	412	2.5%
Campground	176	175	176	185	199	214	177	233	306	324	5.6%
Day Travel	329	337	349	361	382	403	139	206	333	344	3.3%
<b>Total</b>	<b>2,629</b>	<b>2,801</b>	<b>3,006</b>	<b>3,223</b>	<b>3,407</b>	<b>3,642</b>	<b>2,464</b>	<b>3,010</b>	<b>3,559</b>	<b>3,646</b>	<b>2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	740	820	914	993	1,015	1,097	867	1,154	1,377	1,376	-0.1%
Food Service	719	788	865	922	977	1,052	694	729	846	909	7.4%
Food Stores	105	110	113	116	120	127	97	178	212	225	6.5%
Arts, Ent. & Rec.	404	431	462	480	501	525	357	409	438	463	5.7%
Retail Sales	301	314	334	355	382	406	248	269	303	307	1.2%
Local Tran. & Gas	361	338	318	356	409	434	202	271	382	365	-4.6%
Visitor Air	0	0	0	3	3	2	1	0	0	0	0.0%
<b>Total</b>	<b>2,629</b>	<b>2,801</b>	<b>3,006</b>	<b>3,223</b>	<b>3,407</b>	<b>3,642</b>	<b>2,464</b>	<b>3,010</b>	<b>3,559</b>	<b>3,646</b>	<b>2.4%</b>

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

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# High Sierra / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	525	583	661	759	810	894	740	483	1,099	1,167	6.2%
Arts, Ent. & Rec.	179	188	196	212	229	246	204	152	278	330	18.8%
Retail**	64	68	74	79	83	86	96	54	105	108	2.9%
Ground Trans.	27	30	35	41	59	66	28	17	23	24	2.0%
Visitor Air	0	0	0	5	5	7	7	0	0	0	0.0%
Other Travel	7	8	10	12	13	15	12	10	15	17	9.7%
<b>Total</b>	<b>802</b>	<b>877</b>	<b>975</b>	<b>1,108</b>	<b>1,200</b>	<b>1,313</b>	<b>1,087</b>	<b>715</b>	<b>1,521</b>	<b>1,646</b>	<b>8.2%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	17,690	18,600	19,290	21,060	21,550	22,800	18,760	20,600	23,900	24,310	1.7%
Arts, Ent. & Rec.	8,740	8,980	9,350	9,940	10,210	10,440	7,890	8,560	10,310	11,140	8.1%
Retail**	2,150	2,200	2,300	2,340	2,450	2,430	2,530	2,420	2,420	2,390	-1.2%
Ground Trans.	740	770	830	880	1,150	1,310	1,320	1,040	1,270	1,340	5.8%
Visitor Air	0	0	0	50	50	70	60	0	0	0	0.0%
Other Travel	220	240	300	350	350	360	300	330	370	380	2.5%
<b>Total</b>	<b>29,540</b>	<b>30,780</b>	<b>32,060</b>	<b>34,620</b>	<b>35,770</b>	<b>37,410</b>	<b>30,850</b>	<b>32,950</b>	<b>38,260</b>	<b>39,560</b>	<b>3.4%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# High Sierra / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	108	120	133	145	154	168	135	152	203	205	1.1%
State Tax Receipts	112	115	118	123	136	147	109	113	146	149	2.0%
<b>Total</b>	<b>220</b>	<b>235</b>	<b>251</b>	<b>268</b>	<b>291</b>	<b>315</b>	<b>244</b>	<b>265</b>	<b>349</b>	<b>354</b>	<b>1.5%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	82	83	85	88	101	109	68	86	96	97	1.6%
Business & Employee	30	32	34	35	35	38	41	27	51	52	2.8%
<b>Total</b>	<b>112</b>	<b>115</b>	<b>118</b>	<b>123</b>	<b>136</b>	<b>147</b>	<b>109</b>	<b>113</b>	<b>146</b>	<b>149</b>	<b>2.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	81	90	101	110	115	125	90	120	145	146	1.0%
Business & Employee	28	30	32	35	39	42	46	32	58	59	1.3%
<b>Total</b>	<b>108</b>	<b>120</b>	<b>133</b>	<b>145</b>	<b>154</b>	<b>168</b>	<b>135</b>	<b>152</b>	<b>203</b>	<b>205</b>	<b>1.1%</b>

# Inland Empire / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	5,246	5,413	5,573	5,961	6,236	6,647	4,910	6,065	7,161	7,370	2.9%
Other Travel	417	403	397	424	455	482	205	344	541	575	6.3%
<b>Total</b>	<b>5,664</b>	<b>5,817</b>	<b>5,971</b>	<b>6,385</b>	<b>6,691</b>	<b>7,128</b>	<b>5,116</b>	<b>6,409</b>	<b>7,702</b>	<b>7,945</b>	<b>3.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,607	1,716	1,834	1,962	2,014	2,185	1,563	2,316	2,590	2,694	4.0%
Hotel, Motel								1,523	1,672	1,776	6.2%
Short Term Vacation Rental								793	918	917	-0.1%
Private Home (VFR)	1,119	1,151	1,169	1,286	1,407	1,528	1,061	1,516	1,677	1,726	2.9%
Seasonal Home (2nd Home)	951	973	987	1,052	1,110	1,136	1,540	1,391	1,388	1,402	1.0%
Campground	175	173	173	183	187	201	164	220	290	304	4.6%
Day Travel	1,396	1,401	1,409	1,478	1,518	1,596	583	622	1,216	1,246	2.4%
<b>Total</b>	<b>5,246</b>	<b>5,413</b>	<b>5,573</b>	<b>5,961</b>	<b>6,236</b>	<b>6,647</b>	<b>4,910</b>	<b>6,065</b>	<b>7,161</b>	<b>7,370</b>	<b>2.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	793	858	929	984	996	1,066	961	1,356	1,523	1,506	-1.1%
Food Service	1,612	1,699	1,792	1,890	1,941	2,062	1,650	1,860	2,137	2,291	7.2%
Food Stores	225	233	235	238	238	247	203	296	351	371	5.5%
Arts, Ent. & Rec.	876	902	933	961	965	998	761	890	975	1,037	6.3%
Retail Sales	711	755	775	893	1,015	1,129	786	894	1,062	1,081	1.8%
Local Tran. & Gas	898	834	779	858	938	992	488	685	951	909	-4.4%
Visitor Air	131	133	131	137	144	153	62	84	162	176	8.8%
<b>Total</b>	<b>5,246</b>	<b>5,413</b>	<b>5,573</b>	<b>5,961</b>	<b>6,236</b>	<b>6,647</b>	<b>4,910</b>	<b>6,065</b>	<b>7,161</b>	<b>7,370</b>	<b>2.9%</b>

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

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 / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	866	940	1,042	1,125	1,173	1,277	1,079	920	1,580	1,746	10.5%
Arts, Ent. & Rec.	425	446	480	531	532	563	399	434	667	717	7.5%
Retail**	129	139	145	158	168	180	185	150	230	246	7.1%
Ground Trans.	67	72	80	91	116	131	81	86	93	101	8.6%
Visitor Air	11	14	15	14	14	11	11	23	25	27	7.8%
Other Travel	56	62	74	72	74	75	63	81	110	125	14.5%
<b>Total</b>	<b>1,553</b>	<b>1,674</b>	<b>1,836</b>	<b>1,991</b>	<b>2,078</b>	<b>2,236</b>	<b>1,818</b>	<b>1,694</b>	<b>2,704</b>	<b>2,962</b>	<b>9.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	35,880	37,100	38,560	40,110	40,020	41,500	34,390	39,690	43,860	45,480	3.7%
Arts, Ent. & Rec.	19,790	20,890	21,520	22,160	20,920	21,630	14,090	17,780	21,010	22,990	9.4%
Retail**	4,420	4,570	4,610	4,910	5,070	5,240	5,080	5,500	5,550	5,710	2.9%
Ground Trans.	1,670	1,730	1,800	1,870	2,230	2,530	2,880	2,880	3,410	3,640	6.8%
Visitor Air	190	230	240	230	230	190	170	230	230	240	1.5%
Other Travel	1,370	1,420	1,640	1,640	1,630	1,610	1,270	1,560	1,800	1,900	5.6%
<b>Total</b>	<b>63,310</b>	<b>65,950</b>	<b>68,370</b>	<b>70,920</b>	<b>70,090</b>	<b>72,700</b>	<b>57,880</b>	<b>67,650</b>	<b>75,860</b>	<b>79,960</b>	<b>5.4%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Inland Empire / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	130	141	152	163	176	190	159	196	245	250	2.2%
State Tax Receipts	282	283	282	294	321	346	252	287	345	352	2.0%
<b>Total</b>	413	424	434	456	497	535	411	483	590	602	2.1%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	230	228	224	236	264	285	188	233	263	266	1.2%
Business & Employee	52	55	57	57	56	60	64	54	82	85	4.6%
<b>Total</b>	282	283	281	293	320	345	252	287	345	352	2.0%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	81	88	96	104	115	124	91	137	159	161	1.7%
Business & Employee	46	49	52	54	57	61	66	56	81	84	2.7%
<b>Total</b>	127	138	148	159	172	185	157	192	240	245	2.1%

# Los Angeles Area / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,016	23,537	24,836	5.5%
Other Travel	5,257	5,246	5,179	5,622	6,179	6,418	2,838	4,667	7,459	9,232	23.8%
<b>Total</b>	<b>25,769</b>	<b>26,828</b>	<b>28,039</b>	<b>29,854</b>	<b>31,952</b>	<b>32,675</b>	<b>13,203</b>	<b>21,683</b>	<b>30,996</b>	<b>34,067</b>	<b>9.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	11,938	12,828	13,940	14,803	15,729	15,777	7,000	10,525	14,825	15,750	6.2%
Hotel, Motel								9,188	12,797	13,579	6.1%
Short Term Vacation Rental								1,337	2,028	2,170	7.0%
Private Home (VFR)	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,132	3,792	3,974	4.8%
Seasonal Home (2nd Home)	165	162	164	173	186	191	340	306	340	348	2.2%
Campground	92	93	94	98	103	111	93	121	158	168	6.1%
Day Travel	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,930	4,421	4,597	4.0%
<b>Total</b>	<b>20,513</b>	<b>21,582</b>	<b>22,860</b>	<b>24,232</b>	<b>25,773</b>	<b>26,257</b>	<b>10,365</b>	<b>17,016</b>	<b>23,537</b>	<b>24,836</b>	<b>5.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,218	6,217	6,517	4.8%
Food Service	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,402	5,745	6,286	9.4%
Food Stores	587	615	629	640	660	667	289	564	745	796	6.8%
Arts, Ent. & Rec.	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,305	2,868	3,086	7.6%
Retail Sales	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,187	2,763	2,836	2.7%
Local Tran. & Gas	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,333	3,196	3,100	-3.0%
Visitor Air	1,906	1,972	2,017	2,116	2,267	2,333	683	1,007	2,003	2,215	10.6%
<b>Total</b>	<b>20,513</b>	<b>21,582</b>	<b>22,860</b>	<b>24,232</b>	<b>25,773</b>	<b>26,257</b>	<b>10,365</b>	<b>17,016</b>	<b>23,537</b>	<b>24,836</b>	<b>5.5%</b>

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

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# Los Angeles Area / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	3,949	4,372	4,932	5,247	5,692	5,913	4,144	2,328	6,323	7,228	14.3%
Arts, Ent. & Rec.	2,209	2,401	2,530	2,575	2,786	2,926	2,085	983	2,671	2,726	2.1%
Retail**	451	484	512	529	560	575	572	300	680	723	6.3%
Ground Trans.	379	420	472	515	651	695	282	239	334	372	11.3%
Visitor Air	803	890	1,273	1,459	1,538	2,199	2,201	1,739	1,894	2,166	14.4%
Other Travel	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,496	2,954	3,534	19.7%
<b>Total</b>	<b>9,307</b>	<b>10,236</b>	<b>11,830</b>	<b>12,689</b>	<b>13,730</b>	<b>15,497</b>	<b>12,233</b>	<b>8,085</b>	<b>14,856</b>	<b>16,749</b>	<b>12.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	110,180	115,960	121,910	125,480	129,520	127,760	91,770	99,490	117,460	124,770	6.2%
Arts, Ent. & Rec.	26,740	29,230	30,590	30,210	32,160	32,730	21,670	24,590	30,500	33,200	8.8%
Retail**	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,230	13,530	13,740	1.5%
Ground Trans.	9,020	9,620	10,150	10,410	12,340	13,170	8,360	8,040	9,530	10,250	7.6%
Visitor Air	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	15,380	7.5%
Other Travel	23,080	24,050	26,660	28,190	28,760	32,950	28,200	23,770	25,100	26,350	5.0%
<b>Total</b>	<b>192,230</b>	<b>203,160</b>	<b>216,460</b>	<b>223,160</b>	<b>232,230</b>	<b>240,030</b>	<b>180,190</b>	<b>183,200</b>	<b>210,430</b>	<b>223,690</b>	<b>6.3%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Los Angeles Area / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,127	1,653	1,743	5.4%
State Tax Receipts	1,127	1,142	1,168	1,171	1,293	1,371	753	924	1,220	1,264	3.5%
<b>Total</b>	<b>2,188</b>	<b>2,304</b>	<b>2,459</b>	<b>2,624</b>	<b>2,851</b>	<b>3,010</b>	<b>1,784</b>	<b>2,051</b>	<b>2,873</b>	<b>3,007</b>	<b>4.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	823	816	814	839	955	994	395	667	797	809	1.4%
Business & Employee	297	318	345	321	326	362	345	238	403	432	7.2%
<b>Total</b>	<b>1,120</b>	<b>1,135</b>	<b>1,159</b>	<b>1,161</b>	<b>1,282</b>	<b>1,356</b>	<b>740</b>	<b>905</b>	<b>1,200</b>	<b>1,241</b>	<b>3.4%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	678	745	826	954	1,020	1,038	449	721	1,021	1,073	5.1%
Business & Employee	335	365	407	436	472	533	556	370	577	608	5.4%
<b>Total</b>	<b>1,013</b>	<b>1,110</b>	<b>1,233</b>	<b>1,390</b>	<b>1,492</b>	<b>1,571</b>	<b>1,006</b>	<b>1,092</b>	<b>1,598</b>	<b>1,681</b>	<b>5.2%</b>

# North Coast / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,031	1,064	1,114	1,172	1,212	1,253	758	1,242	1,316	1,305	-0.9%
Other Travel	39	37	36	39	42	46	17	31	46	44	-5.5%
<b>Total</b>	<b>1,070</b>	<b>1,100</b>	<b>1,150</b>	<b>1,211</b>	<b>1,254</b>	<b>1,299</b>	<b>775</b>	<b>1,273</b>	<b>1,362</b>	<b>1,348</b>	<b>-1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	484	523	568	597	599	608	380	642	581	543	-6.6%
Hotel, Motel								414	382	347	-9.1%
Short Term Vacation Rental								228	199	196	-1.8%
Private Home (VFR)	175	164	164	176	191	203	65	210	230	237	3.1%
Seasonal Home (2nd Home)	67	69	70	74	81	83	111	100	104	106	2.3%
Campground	149	151	152	160	168	182	150	196	258	273	5.6%
Day Travel	155	157	160	166	173	178	52	95	143	146	1.9%
<b>Total</b>	<b>1,031</b>	<b>1,064</b>	<b>1,114</b>	<b>1,172</b>	<b>1,212</b>	<b>1,253</b>	<b>758</b>	<b>1,242</b>	<b>1,316</b>	<b>1,305</b>	<b>-0.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	228	251	277	291	290	297	244	386	371	348	-6.2%
Food Service	288	307	328	343	351	363	205	326	343	357	4.1%
Food Stores	70	73	74	74	75	78	53	99	113	120	6.1%
Arts, Ent. & Rec.	149	155	162	165	166	167	93	154	153	158	2.9%
Retail Sales	114	110	114	126	136	146	76	126	133	131	-1.3%
Local Tran. & Gas	175	162	151	165	186	192	85	146	194	182	-6.0%
Visitor Air	6	6	8	8	8	9	3	6	9	8	-10.3%
<b>Total</b>	<b>1,031</b>	<b>1,064</b>	<b>1,114</b>	<b>1,172</b>	<b>1,212</b>	<b>1,253</b>	<b>758</b>	<b>1,242</b>	<b>1,316</b>	<b>1,305</b>	<b>-0.9%</b>

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# North Coast / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	261	281	313	335	351	372	296	187	408	422	3.5%
Arts, Ent. & Rec.	72	69	72	76	68	71	51	52	73	86	16.4%
Retail**	28	28	30	33	34	36	38	20	45	46	3.4%
Ground Trans.	13	14	16	18	25	27	11	7	12	12	5.3%
Visitor Air	1	1	1	7	8	10	10	29	31	33	7.9%
Other Travel	4	5	5	13	14	18	15	40	47	52	11.1%
<b>Total</b>	<b>379</b>	<b>399</b>	<b>437</b>	<b>483</b>	<b>500</b>	<b>533</b>	<b>421</b>	<b>336</b>	<b>616</b>	<b>652</b>	<b>5.9%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	8,820	8,940	9,280	9,560	9,680	9,800	7,680	8,640	9,330	9,070	-2.8%
Arts, Ent. & Rec.	4,740	4,640	4,790	4,700	4,080	4,010	2,560	2,690	3,180	3,410	7.3%
Retail**	960	920	940	990	1,000	1,020	1,010	1,000	1,070	1,050	-1.7%
Ground Trans.	350	360	380	390	490	530	490	460	550	580	5.8%
Visitor Air	20	30	30	70	80	100	90	210	210	210	1.4%
Other Travel	140	150	160	220	220	270	210	390	430	450	3.0%
<b>Total</b>	<b>15,020</b>	<b>15,020</b>	<b>15,580</b>	<b>15,930</b>	<b>15,550</b>	<b>15,740</b>	<b>12,040</b>	<b>13,390</b>	<b>14,770</b>	<b>14,770</b>	<b>0.0%</b>

**Note:** 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.

# North Coast / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	36	39	42	46	50	52	43	56	63	61	-3.4%
State Tax Receipts	54	53	53	55	59	62	40	54	63	63	-0.8%
<b>Total</b>	90	93	95	100	109	114	83	110	126	123	-2.1%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	40	39	39	40	45	48	26	43	44	44	-1.2%
Business & Employee	13	14	14	14	13	14	14	11	18	18	-0.1%
<b>Total</b>	54	53	53	54	59	62	40	54	63	62	-0.9%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	24	27	28	31	34	35	25	42	41	39	-4.7%
Business & Employee	12	13	13	15	16	17	17	14	22	21	-0.9%
<b>Total</b>	36	39	42	45	50	52	43	56	63	60	-3.4%

# Orange County / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,572	13,426	14,168	5.5%
Other Travel	1,485	1,467	1,512	1,564	1,736	1,789	867	1,019	1,578	1,666	5.6%
<b>Total</b>	<b>11,883</b>	<b>12,696</b>	<b>13,477</b>	<b>13,815</b>	<b>13,922</b>	<b>14,463</b>	<b>6,786</b>	<b>10,591</b>	<b>15,004</b>	<b>15,834</b>	<b>5.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	6,996	7,709	8,343	8,415	7,943	8,207	3,597	5,774	8,793	9,393	6.8%
Hotel, Motel								5,188	7,869	8,411	6.9%
Short Term Vacation Rental								585	924	983	6.4%
Private Home (VFR)	1,375	1,452	1,477	1,641	1,848	2,013	950	1,993	2,232	2,281	2.2%
Seasonal Home (2nd Home)	272	265	272	289	316	322	637	560	539	537	-0.4%
Campground	43	45	47	48	145	156	136	170	215	229	6.5%
Day Travel	1,712	1,757	1,825	1,860	1,934	1,975	600	1,076	1,646	1,727	4.9%
<b>Total</b>	<b>10,397</b>	<b>11,229</b>	<b>11,964</b>	<b>12,252</b>	<b>12,186</b>	<b>12,673</b>	<b>5,920</b>	<b>9,572</b>	<b>13,426</b>	<b>14,168</b>	<b>5.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,202	3,510	3,746	6.7%
Food Service	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,610	3,614	3,805	5.3%
Food Stores	386	405	414	412	441	451	276	467	600	623	3.9%
Arts, Ent. & Rec.	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,099	2,707	2,891	6.8%
Retail Sales	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,751	2,196	2,280	3.8%
Local Tran. & Gas	300	305	304	319	322	330	121	253	371	358	-3.4%
Visitor Air	366	390	393	389	421	418	119	191	428	465	8.7%
<b>Total</b>	<b>10,397</b>	<b>11,229</b>	<b>11,964</b>	<b>12,252</b>	<b>12,186</b>	<b>12,673</b>	<b>5,920</b>	<b>9,572</b>	<b>13,426</b>	<b>14,168</b>	<b>5.5%</b>

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

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# Orange County / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,420	3,102	3,508	13.1%
Arts, Ent. & Rec.	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,391	1,840	2,077	12.9%
Retail**	245	275	292	302	301	315	314	350	372	396	6.5%
Ground Trans.	51	53	60	66	79	86	32	31	35	37	6.8%
Visitor Air	27	30	40	43	46	50	45	56	62	70	13.2%
Other Travel	274	288	338	348	379	392	322	269	349	407	16.6%
<b>Total</b>	<b>4,144</b>	<b>4,534</b>	<b>5,052</b>	<b>5,334</b>	<b>5,325</b>	<b>5,564</b>	<b>3,827</b>	<b>4,518</b>	<b>5,759</b>	<b>6,495</b>	<b>12.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	60,020	62,540	66,570	67,170	65,570	66,920	50,020	54,910	63,750	67,610	6.1%
Arts, Ent. & Rec.	41,200	44,990	47,550	48,110	48,970	49,410	26,940	31,040	45,630	50,950	11.7%
Retail**	6,910	7,500	7,750	7,930	7,690	7,750	7,220	7,440	7,500	7,640	1.8%
Ground Trans.	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,200	1,440	1,530	6.4%
Visitor Air	430	460	520	560	580	610	500	570	590	620	6.3%
Other Travel	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,380	3,990	4,370	9.6%
<b>Total</b>	<b>115,100</b>	<b>121,960</b>	<b>129,520</b>	<b>131,090</b>	<b>130,420</b>	<b>132,370</b>	<b>90,660</b>	<b>98,540</b>	<b>122,890</b>	<b>132,710</b>	<b>8.0%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Orange County / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	476	521	566	578	619	644	355	498	684	728	6.4%
State Tax Receipts	467	494	514	515	504	532	315	458	561	584	4.1%
<b>Total</b>	<b>943</b>	<b>1,015</b>	<b>1,080</b>	<b>1,093</b>	<b>1,123</b>	<b>1,176</b>	<b>670</b>	<b>955</b>	<b>1,245</b>	<b>1,312</b>	<b>5.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	321	337	348	354	354	375	180	297	377	386	2.6%
Business & Employee	146	156	165	160	150	156	134	160	184	197	7.2%
<b>Total</b>	<b>466</b>	<b>493</b>	<b>513</b>	<b>515</b>	<b>503</b>	<b>531</b>	<b>314</b>	<b>457</b>	<b>560</b>	<b>583</b>	<b>4.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	327	360	393	402	441	459	194	302	468	500	6.7%
Business & Employee	139	151	162	164	166	173	157	188	203	214	5.5%
<b>Total</b>	<b>466</b>	<b>510</b>	<b>555</b>	<b>566</b>	<b>606</b>	<b>632</b>	<b>351</b>	<b>490</b>	<b>671</b>	<b>714</b>	<b>6.4%</b>

# San Diego County / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,852	13,311	13,840	4.0%
Other Travel	1,478	1,482	1,530	1,632	1,798	1,933	822	1,333	2,090	2,262	8.3%
<b>Total</b>	<b>12,020</b>	<b>12,321</b>	<b>12,996</b>	<b>13,694</b>	<b>13,652</b>	<b>13,792</b>	<b>5,811</b>	<b>11,185</b>	<b>15,401</b>	<b>16,102</b>	<b>4.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	6,390	6,757	7,243	7,640	7,215	7,089	3,206	6,142	8,655	9,049	4.6%
Hotel, Motel								4,685	6,574	6,981	6.2%
Short Term Vacation Rental								1,458	2,081	2,069	-0.6%
Private Home (VFR)	1,223	1,218	1,249	1,356	1,485	1,594	492	1,391	1,695	1,735	2.3%
Seasonal Home (2nd Home)	163	151	155	163	173	178	285	256	223	208	-6.7%
Campground	286	283	292	302	237	254	218	278	346	367	6.2%
Day Travel	2,480	2,430	2,527	2,602	2,745	2,744	787	1,784	2,393	2,481	3.7%
<b>Total</b>	<b>10,542</b>	<b>10,839</b>	<b>11,466</b>	<b>12,062</b>	<b>11,854</b>	<b>11,859</b>	<b>4,989</b>	<b>9,852</b>	<b>13,311</b>	<b>13,840</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	2,675	2,908	3,146	3,288	3,588	3,472	1,729	3,077	4,427	4,587	3.6%
Food Service	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,676	3,367	3,546	5.3%
Food Stores	467	506	518	528	472	472	205	522	665	687	3.3%
Arts, Ent. & Rec.	1,613	1,584	1,672	1,729	1,610	1,588	589	1,294	1,584	1,685	6.3%
Retail Sales	1,687	1,686	1,757	1,873	1,788	1,837	684	1,452	1,777	1,838	3.4%
Local Tran. & Gas	510	458	436	484	477	480	162	403	587	561	-4.4%
Visitor Air	747	789	801	831	873	930	282	427	903	936	3.6%
<b>Total</b>	<b>10,542</b>	<b>10,839</b>	<b>11,466</b>	<b>12,062</b>	<b>11,854</b>	<b>11,859</b>	<b>4,989</b>	<b>9,852</b>	<b>13,311</b>	<b>13,840</b>	<b>4.0%</b>

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

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 / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,340	3,079	3,516	14.2%
Arts, Ent. & Rec.	818	878	908	891	859	872	519	601	811	933	15.0%
Retail**	275	288	304	313	291	293	299	322	348	361	4.0%
Ground Trans.	47	43	49	56	67	70	21	27	23	24	5.1%
Visitor Air	50	56	71	79	84	94	91	88	98	108	10.4%
Other Travel	174	195	249	269	295	331	278	266	331	395	19.3%
<b>Total</b>	<b>3,563</b>	<b>3,785</b>	<b>4,216</b>	<b>4,432</b>	<b>4,299</b>	<b>4,429</b>	<b>3,166</b>	<b>3,645</b>	<b>4,689</b>	<b>5,337</b>	<b>13.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	64,240	64,410	68,900	69,940	64,480	63,520	45,740	50,100	60,110	63,480	5.6%
Arts, Ent. & Rec.	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,800	21,690	9.5%
Retail**	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,740	7,820	7,890	0.9%
Ground Trans.	1,220	1,060	1,130	1,180	1,290	1,380	890	860	1,030	1,090	6.1%
Visitor Air	860	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	1,480	3.8%
Other Travel	3,400	3,640	4,550	4,830	4,880	5,300	4,330	3,960	4,960	5,060	2.0%
<b>Total</b>	<b>101,670</b>	<b>101,510</b>	<b>109,110</b>	<b>111,240</b>	<b>102,890</b>	<b>101,500</b>	<b>73,360</b>	<b>79,820</b>	<b>95,150</b>	<b>100,690</b>	<b>5.8%</b>

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\*\*Retail includes gasoline station employment and earnings.

# San Diego County / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	474	509	547	570	606	602	342	516	688	720	4.7%
State Tax Receipts	479	479	492	501	482	496	267	439	518	537	3.6%
<b>Total</b>	952	987	1,040	1,070	1,089	1,097	609	955	1,206	1,257	4.3%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	352	347	354	366	359	370	155	307	366	373	1.8%
Business & Employee	126	130	137	133	121	124	110	131	151	163	8.1%
<b>Total</b>	477	477	491	499	481	494	266	438	517	536	3.6%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	334	361	390	409	445	435	201	352	500	520	4.1%
Business & Employee	119	125	135	136	133	137	130	149	162	173	6.5%
<b>Total</b>	453	487	525	545	579	573	331	501	662	693	4.7%

# San Francisco Bay Area / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	27,785	29,043	29,680	30,967	32,786	33,282	12,392	19,842	29,200	30,964	6.0%
Other Travel	4,044	4,325	4,654	5,187	5,481	5,795	3,008	3,906	5,863	6,742	15.0%
<b>Total</b>	<b>31,829</b>	<b>33,368</b>	<b>34,334</b>	<b>36,155</b>	<b>38,267</b>	<b>39,077</b>	<b>15,400</b>	<b>23,749</b>	<b>35,063</b>	<b>37,706</b>	<b>7.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	18,344	19,574	20,178	21,004	22,045	22,171	8,766	11,701	18,865	20,254	7.4%
Hotel, Motel								10,225	16,644	18,046	8.4%
Short Term Vacation Rental								1,476	2,221	2,208	-0.6%
Private Home (VFR)	3,222	3,208	3,202	3,444	3,836	4,054	1,017	3,204	3,856	4,034	4.6%
Seasonal Home (2nd Home)	372	385	389	415	461	472	591	532	550	551	0.0%
Campground	353	353	354	373	399	431	362	467	617	646	4.7%
Day Travel	5,493	5,523	5,557	5,730	6,046	6,155	1,656	3,939	5,311	5,478	3.2%
<b>Total</b>	<b>27,785</b>	<b>29,043</b>	<b>29,680</b>	<b>30,967</b>	<b>32,786</b>	<b>33,282</b>	<b>12,392</b>	<b>19,842</b>	<b>29,200</b>	<b>30,964</b>	<b>6.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	6,771	7,577	7,938	8,217	8,644	8,875	3,333	4,267	6,897	7,287	5.7%
Food Service	7,098	7,469	7,796	8,213	8,712	8,839	3,573	5,792	8,174	8,890	8.8%
Food Stores	793	821	823	834	862	868	369	760	1,024	1,082	5.6%
Arts, Ent. & Rec.	3,897	4,006	4,101	4,208	4,359	4,313	1,665	2,750	3,661	3,963	8.2%
Retail Sales	3,884	3,966	4,001	4,204	4,464	4,567	1,709	2,977	3,947	4,121	4.4%
Local Tran. & Gas	3,595	3,384	3,196	3,472	3,889	3,939	1,284	2,567	3,903	3,754	-3.8%
Visitor Air	1,748	1,820	1,825	1,820	1,858	1,880	460	729	1,594	1,866	17.1%
<b>Total</b>	<b>27,785</b>	<b>29,043</b>	<b>29,680</b>	<b>30,967</b>	<b>32,786</b>	<b>33,282</b>	<b>12,392</b>	<b>19,842</b>	<b>29,200</b>	<b>30,964</b>	<b>6.0%</b>

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

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 / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	5,198	5,743	6,256	6,608	7,116	7,441	4,864	4,989	7,005	8,050	14.9%
Arts, Ent. & Rec.	2,157	2,316	2,457	2,453	2,639	2,713	1,853	1,287	2,562	2,823	10.2%
Retail**	626	658	677	704	740	744	722	441	792	798	0.8%
Ground Trans.	357	387	421	469	610	646	235	613	273	301	10.0%
Visitor Air	864	937	1,192	1,357	1,409	764	714	513	565	630	11.5%
Other Travel	1,434	1,628	1,999	2,332	2,464	1,908	1,712	1,496	1,780	2,059	15.7%
<b>Total</b>	<b>10,636</b>	<b>11,670</b>	<b>13,002</b>	<b>13,922</b>	<b>14,979</b>	<b>14,216</b>	<b>10,098</b>	<b>9,339</b>	<b>12,977</b>	<b>14,661</b>	<b>13.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	134,350	139,320	142,250	145,140	148,710	146,010	96,070	101,460	122,530	131,770	7.5%
Arts, Ent. & Rec.	56,150	58,170	59,750	61,880	63,250	63,500	40,350	44,420	57,130	62,820	10.0%
Retail**	15,790	15,580	16,060	15,910	16,080	15,650	14,110	14,180	14,350	14,250	-0.7%
Ground Trans.	8,770	9,090	9,290	9,610	11,670	12,410	7,620	7,390	8,790	9,420	7.1%
Visitor Air	10,050	10,510	11,360	11,910	11,970	8,410	7,020	5,160	5,330	5,610	5.2%
Other Travel	17,800	19,270	21,370	22,590	23,130	20,750	16,610	13,600	14,880	15,860	6.6%
<b>Total</b>	<b>242,900</b>	<b>251,930</b>	<b>260,080</b>	<b>267,040</b>	<b>274,820</b>	<b>266,740</b>	<b>181,780</b>	<b>186,200</b>	<b>223,010</b>	<b>239,720</b>	<b>7.5%</b>

**Note:** 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.

# San Francisco Bay Area / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1,419	1,553	1,641	1,692	1,862	1,869	949	1,120	1,609	1,711	6.3%
State Tax Receipts	1,294	1,315	1,323	1,337	1,437	1,452	746	1,062	1,351	1,408	4.2%
<b>Total</b>	<b>2,713</b>	<b>2,867</b>	<b>2,964</b>	<b>3,029</b>	<b>3,300</b>	<b>3,321</b>	<b>1,696</b>	<b>2,182</b>	<b>2,960</b>	<b>3,118</b>	<b>5.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	940	935	924	947	1,050	1,081	427	750	964	991	2.8%
Business & Employee	347	372	390	380	377	364	315	306	381	409	7.5%
<b>Total</b>	<b>1,287</b>	<b>1,307</b>	<b>1,314</b>	<b>1,327</b>	<b>1,427</b>	<b>1,445</b>	<b>742</b>	<b>1,056</b>	<b>1,345</b>	<b>1,401</b>	<b>4.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	988	1,087	1,143	1,177	1,303	1,337	488	686	1,080	1,149	6.4%
Business & Employee	380	413	443	458	499	472	444	410	486	513	5.6%
<b>Total</b>	<b>1,368</b>	<b>1,500</b>	<b>1,585</b>	<b>1,635</b>	<b>1,801</b>	<b>1,808</b>	<b>932</b>	<b>1,096</b>	<b>1,566</b>	<b>1,662</b>	<b>6.1%</b>

# Shasta Cascade / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,230	1,224	1,249	1,326	1,426	1,542	939	1,344	1,563	1,552	-0.7%
Other Travel	58	51	47	51	59	63	20	39	61	56	-7.4%
<b>Total</b>	<b>1,288</b>	<b>1,275</b>	<b>1,296</b>	<b>1,377</b>	<b>1,485</b>	<b>1,604</b>	<b>959</b>	<b>1,383</b>	<b>1,624</b>	<b>1,608</b>	<b>-0.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	444	460	488	517	553	616	400	549	550	514	-6.6%
Hotel, Motel								416	415	375	-9.6%
Short Term Vacation Rental								132	136	140	2.9%
Private Home (VFR)	214	200	196	215	235	254	75	241	266	273	2.5%
Seasonal Home (2nd Home)	151	151	153	161	174	178	229	207	250	255	2.0%
Campground	137	136	136	144	151	163	135	177	233	246	5.6%
Day Travel	285	277	275	289	313	331	99	171	264	265	0.3%
<b>Total</b>	<b>1,230</b>	<b>1,224</b>	<b>1,249</b>	<b>1,326</b>	<b>1,426</b>	<b>1,542</b>	<b>939</b>	<b>1,344</b>	<b>1,563</b>	<b>1,552</b>	<b>-0.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	248	261	279	294	312	347	302	386	412	389	-5.6%
Food Service	326	338	356	374	394	425	249	352	401	418	4.3%
Food Stores	76	78	78	79	80	85	59	95	116	123	6.1%
Arts, Ent. & Rec.	169	171	176	180	186	195	114	161	176	182	3.2%
Retail Sales	154	146	149	165	186	204	106	158	183	181	-1.2%
Local Tran. & Gas	254	228	207	230	265	281	108	188	271	254	-6.0%
Visitor Air	3	3	3	3	3	5	1	3	5	6	13.0%
<b>Total</b>	<b>1,230</b>	<b>1,224</b>	<b>1,249</b>	<b>1,326</b>	<b>1,426</b>	<b>1,542</b>	<b>939</b>	<b>1,344</b>	<b>1,563</b>	<b>1,552</b>	<b>-0.7%</b>

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

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 / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	247	265	288	307	314	352	305	188	399	422	5.7%
Arts, Ent. & Rec.	68	67	72	73	77	84	63	51	80	86	7.7%
Retail**	36	36	38	40	42	45	48	26	59	61	3.3%
Ground Trans.	16	16	18	21	31	34	13	6	11	11	1.2%
Visitor Air	2	1	2	3	3	3	3	3	3	4	25.5%
Other Travel	7	6	8	9	9	9	10	8	14	14	2.7%
<b>Total</b>	<b>375</b>	<b>392</b>	<b>426</b>	<b>454</b>	<b>475</b>	<b>527</b>	<b>442</b>	<b>283</b>	<b>565</b>	<b>598</b>	<b>5.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	9,410	9,420	9,560	9,870	9,760	10,130	8,550	9,380	9,790	9,760	-0.3%
Arts, Ent. & Rec.	3,610	3,520	3,580	3,580	3,690	3,920	2,920	3,220	3,360	3,520	4.8%
Retail**	1,260	1,230	1,250	1,280	1,300	1,330	1,370	1,370	1,440	1,400	-2.3%
Ground Trans.	420	420	430	460	600	680	590	500	590	630	6.1%
Visitor Air	20	20	30	40	40	40	30	40	30	40	17.6%
Other Travel	210	210	250	250	260	260	250	260	300	290	-4.3%
<b>Total</b>	<b>14,940</b>	<b>14,810</b>	<b>15,100</b>	<b>15,480</b>	<b>15,640</b>	<b>16,350</b>	<b>13,700</b>	<b>14,760</b>	<b>15,510</b>	<b>15,640</b>	<b>0.8%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Shasta Cascade / Impacts, Detailed

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	33	34	37	38	43	48	41	45	54	52	-3.8%
State Tax Receipts	68	66	64	66	75	82	51	64	77	76	-1.3%
<b>Total</b>	101	100	101	105	118	129	91	109	132	129	-2.3%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	54	51	50	52	61	66	34	53	59	58	-1.7%
Business & Employee	14	14	15	14	14	15	16	10	19	19	0.0%
<b>Total</b>	68	66	64	66	75	82	51	64	77	76	-1.3%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	21	22	24	25	29	32	23	34	36	34	-5.2%
Business & Employee	12	12	13	13	14	16	17	11	19	18	-1.1%
<b>Total</b>	33	34	37	38	43	48	41	45	54	52	-3.8%



# County Impacts

2023p

# County / Summary

## Direct Travel Impacts, 2023p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employment (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Alameda	\$3,916	\$3,100	\$1,756	28,380	\$194	\$167	\$362
Alpine	\$33	\$33	\$10	420	\$1	\$1	\$3
Amador	\$152	\$145	\$84	2,140	\$6	\$8	\$14
Butte	\$364	\$329	\$123	3,780	\$11	\$18	\$29
Calaveras	\$269	\$260	\$129	2,790	\$9	\$13	\$21
Colusa	\$48	\$45	\$17	640	\$2	\$2	\$4
Contra Costa	\$1,938	\$1,650	\$850	17,020	\$69	\$103	\$171
Del Norte	\$156	\$152	\$78	1,580	\$8	\$7	\$15
El Dorado	\$1,105	\$1,055	\$692	14,400	\$60	\$51	\$111
Fresno	\$1,742	\$1,433	\$611	16,590	\$56	\$85	\$142
Glenn	\$56	\$52	\$24	590	\$2	\$3	\$5
Humboldt	\$479	\$444	\$265	5,560	\$21	\$24	\$45
Imperial	\$526	\$495	\$148	4,360	\$15	\$25	\$40
Inyo	\$277	\$273	\$82	2,550	\$14	\$11	\$25
Kern	\$1,994	\$1,807	\$824	20,190	\$70	\$104	\$174
Kings	\$226	\$201	\$96	2,840	\$6	\$13	\$19
Lake	\$196	\$182	\$61	1,660	\$5	\$9	\$14
Lassen	\$69	\$64	\$25	970	\$2	\$3	\$5
Los Angeles	\$34,067	\$24,836	\$16,749	223,690	\$1,743	\$1,264	\$3,007
Madera	\$430	\$400	\$179	4,850	\$19	\$19	\$38
Marin	\$939	\$642	\$375	5,990	\$36	\$32	\$68
Mariposa	\$436	\$433	\$166	5,500	\$29	\$14	\$43
Mendocino	\$517	\$501	\$248	5,970	\$27	\$22	\$49
Merced	\$323	\$275	\$121	3,720	\$10	\$18	\$29

# County / Summary

## Direct Travel Impacts, 2023p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employment (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Modoc	\$30	\$28	\$18	360	\$1	\$2	\$3
Mono	\$724	\$722	\$231	6,030	\$46	\$23	\$69
Monterey	\$2,963	\$2,856	\$1,603	26,800	\$177	\$130	\$307
Napa	\$1,719	\$1,663	\$943	18,420	\$103	\$74	\$178
Nevada	\$493	\$476	\$208	4,210	\$21	\$22	\$43
Orange	\$15,834	\$14,168	\$6,495	132,710	\$728	\$584	\$1,312
Placer	\$1,425	\$1,336	\$712	16,960	\$64	\$64	\$128
Plumas	\$146	\$143	\$56	1,210	\$5	\$6	\$11
Riverside	\$9,207	\$8,572	\$3,591	95,230	\$347	\$417	\$765
Sacramento	\$4,370	\$3,276	\$1,556	34,810	\$146	\$177	\$323
San Benito	\$148	\$137	\$54	1,100	\$6	\$7	\$13
San Bernardino	\$6,505	\$5,738	\$2,271	61,170	\$210	\$282	\$493
San Diego	\$16,102	\$13,840	\$5,337	100,690	\$720	\$537	\$1,257
San Francisco	\$13,767	\$10,366	\$4,274	55,090	\$565	\$394	\$959
San Joaquin	\$1,187	\$1,048	\$409	9,940	\$42	\$62	\$104
San Luis Obispo	\$2,315	\$2,244	\$912	22,830	\$110	\$97	\$207
San Mateo	\$4,419	\$4,050	\$2,466	38,170	\$273	\$218	\$491
Santa Barbara	\$2,047	\$1,875	\$901	20,290	\$111	\$86	\$197
Santa Clara	\$6,975	\$5,088	\$2,434	41,230	\$278	\$249	\$528
Santa Cruz	\$1,448	\$1,396	\$432	10,660	\$63	\$60	\$123
Shasta	\$532	\$494	\$197	4,940	\$19	\$25	\$44
Sierra	\$22	\$22	\$7	360	\$1	\$1	\$2
Siskiyou	\$224	\$217	\$93	1,980	\$9	\$10	\$18
Solano	\$941	\$863	\$308	8,520	\$25	\$47	\$72

# County / Summary

## Direct Travel Impacts, 2023p

	Travel Spending		Earnings (Millions)	Employment (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor (Millions)					
Sonoma	\$2,278	\$2,113	\$1,029	21,970	\$122	\$95	\$217
Stanislaus	\$626	\$528	\$238	6,710	\$20	\$35	\$55
Sutter	\$105	\$89	\$47	1,450	\$3	\$6	\$10
Tehama	\$169	\$159	\$62	1,780	\$5	\$8	\$13
Trinity	\$74	\$71	\$24	620	\$2	\$3	\$5
Tulare	\$594	\$511	\$230	6,100	\$24	\$29	\$53
Tuolumne	\$288	\$277	\$101	2,560	\$12	\$12	\$23
Ventura	\$1,867	\$1,659	\$702	16,810	\$72	\$90	\$162
Yolo	\$488	\$452	\$173	5,290	\$19	\$24	\$43
Yuba	\$125	\$111	\$48	1,830	\$3	\$7	\$10
<b>California</b>	<b>\$150,417</b>	<b>*</b>	<b>\$61,877</b>	<b>1,154,989</b>	<b>\$6,764</b>	<b>\$5,903</b>	<b>\$12,666</b>

\*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:** Details may not add to totals due to rounding. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County / Impacts, Trend

## Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Spending (\$Millions)</b>												
Alameda	3,740	3,900	3,970	4,170	4,500	4,520	1,830	2,940	3,820	3,920	2.4%	-13.4%
Alpine	30	30	30	30	40	40	30	30	30	30	-2.9%	-13.6%
Amador	130	130	140	140	160	170	90	120	150	150	4.2%	-8.4%
Butte	310	300	300	330	350	380	190	290	360	360	0.5%	-4.7%
Calaveras	180	180	190	200	210	220	170	220	260	270	4.4%	21.0%
Colusa	50	50	50	50	60	60	30	40	50	50	-2.1%	-18.2%
Contra Costa	1,640	1,610	1,710	1,810	1,930	2,000	670	1,650	1,920	1,940	1.0%	-3.3%
Del Norte	120	120	130	130	140	150	90	140	150	160	1.0%	3.6%
El Dorado	810	890	940	990	1,060	1,140	800	990	1,070	1,100	3.0%	-3.4%
Fresno	1,350	1,340	1,360	1,430	1,590	1,660	930	1,330	1,730	1,740	0.8%	4.9%
Glenn	50	40	30	50	60	60	30	50	60	60	-1.0%	-11.6%
Humboldt	410	420	430	450	490	480	250	470	480	480	-0.9%	-0.9%
Imperial	360	350	350	380	410	440	290	430	510	530	2.5%	20.7%
Inyo	230	230	240	240	250	270	150	210	270	280	3.7%	3.5%
Kern	1,500	1,490	1,400	1,520	1,690	1,770	1,100	1,710	1,960	1,990	1.5%	12.3%
Kings	170	160	160	170	190	190	90	190	230	230	-0.1%	17.0%
Lake	150	160	160	160	170	180	130	180	190	200	1.0%	8.4%
Lassen	60	60	60	60	70	70	40	60	70	70	1.6%	-2.7%
Los Angeles	25,770	26,830	28,040	29,850	31,950	32,670	13,200	21,680	31,000	34,070	9.9%	4.3%
Madera	280	270	290	320	340	360	210	320	410	430	5.8%	21.1%
Marin	690	720	730	730	800	840	360	680	900	940	3.8%	12.0%
Mariposa	420	450	460	470	440	470	260	310	420	440	2.7%	-6.7%
Mendocino	380	400	430	470	450	480	300	480	530	520	-2.5%	6.8%
Merced	260	260	250	270	300	310	150	280	320	320	-0.4%	3.6%
Modoc	20	20	20	30	30	30	20	20	30	30	0.3%	-0.1%

# County / Impacts, Trend

## Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Spending (\$Millions)</b>												
Mono	470	500	550	620	630	670	440	580	700	720	3.9%	7.9%
Monterey	2,600	2,700	2,760	2,820	3,140	3,240	1,550	2,420	2,950	2,960	0.3%	-8.6%
Napa	1,410	1,470	1,630	1,660	1,790	1,860	990	1,350	1,710	1,720	0.5%	-7.3%
Nevada	310	320	340	360	390	410	260	430	490	490	1.0%	19.0%
Orange	11,880	12,700	13,480	13,820	13,920	14,460	6,790	10,590	15,000	15,830	5.5%	9.5%
Placer	1,030	1,100	1,220	1,350	1,400	1,490	1,090	1,220	1,410	1,430	1.0%	-4.4%
Plumas	120	110	110	120	130	150	110	120	150	150	0.5%	-2.1%
Riverside	6,950	7,210	7,530	7,930	8,600	8,990	6,440	7,340	9,130	9,210	0.8%	2.4%
Sacramento	3,490	3,590	3,640	3,840	4,160	4,410	1,830	3,170	4,180	4,370	4.5%	-1.0%
San Benito	90	90	100	110	120	130	60	120	140	150	2.7%	18.4%
San Bernardino	4,470	4,560	4,640	4,980	5,340	5,720	4,070	5,180	6,260	6,510	4.0%	13.8%
San Diego	12,020	12,320	13,000	13,690	13,650	13,790	5,810	11,190	15,400	16,100	4.6%	16.7%
San Francisco	12,270	12,990	13,190	13,400	13,910	14,160	5,040	7,110	12,350	13,770	11.5%	-2.8%
San Joaquin	810	810	830	880	940	990	540	1,000	1,220	1,190	-2.6%	19.5%
San Luis Obispo	1,630	1,670	1,680	1,780	1,910	2,020	1,350	1,910	2,320	2,310	0.0%	14.7%
San Mateo	3,520	3,730	3,810	4,000	4,360	4,490	1,680	2,500	4,150	4,420	6.6%	-1.6%
Santa Barbara	1,850	1,910	1,900	1,950	1,980	2,140	1,020	1,650	2,070	2,050	-1.1%	-4.4%
Santa Clara	5,770	6,090	6,300	7,220	7,450	7,630	2,980	4,220	6,240	6,980	11.7%	-8.6%
Santa Cruz	900	930	950	1,020	1,080	1,080	500	1,050	1,360	1,450	6.6%	34.6%
Shasta	430	430	440	460	510	540	310	450	550	530	-2.5%	-2.4%
Sierra	20	20	20	20	20	20	10	20	20	20	3.6%	14.6%
Siskiyou	170	170	170	190	190	210	140	220	230	220	-2.3%	8.9%
Solano	710	700	730	770	800	820	310	760	960	940	-1.5%	14.3%
Sonoma	1,830	1,880	1,970	2,080	2,200	2,240	1,250	1,990	2,300	2,280	-0.9%	1.8%
Stanislaus	550	560	560	590	630	670	300	560	640	630	-1.9%	-6.6%

# County / Impacts, Trend

## Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Spending (\$Millions)</b>												
Sutter	90	90	90	100	110	110	40	90	110	110	-1.8%	-7.7%
Tehama	130	130	130	130	150	160	90	150	170	170	-0.7%	5.4%
Trinity	50	50	50	60	60	60	50	60	70	70	1.7%	22.1%
Tulare	450	420	380	480	510	540	280	510	590	590	0.5%	9.9%
Tuolumne	190	210	220	250	260	270	180	220	290	290	0.7%	5.3%
Ventura	1,590	1,630	1,650	1,710	1,790	1,830	990	1,540	1,830	1,870	2.2%	2.2%
Yolo	360	360	360	410	460	450	250	360	480	490	2.7%	7.4%
Yuba	90	80	80	90	110	110	50	90	120	120	1.8%	10.2%

# County / Impacts, Trend

## Travel Industry Employment, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Direct Travel-Generated Employment (Jobs)</b>												
Alameda	28,170	28,830	29,050	30,170	32,310	31,830	22,830	23,000	26,740	28,380	6.1%	-10.9%
Alpine	250	240	280	280	310	310	310	330	410	420	2.2%	34.1%
Amador	1,920	1,980	2,050	2,140	2,210	2,300	2,040	2,400	2,550	2,140	-16.3%	-7.1%
Butte	3,560	3,500	3,580	3,810	3,990	4,020	3,150	3,530	3,810	3,780	-0.6%	-5.9%
Calaveras	2,210	2,400	2,490	2,670	2,770	2,770	2,370	2,670	3,040	2,790	-8.1%	0.6%
Colusa	640	610	630	640	670	710	620	710	640	640	0.2%	-10.0%
Contra Costa	16,310	16,250	17,870	17,930	17,970	18,230	13,170	14,010	16,220	17,020	4.9%	-6.7%
Del Norte	1,400	1,400	1,400	1,430	1,560	1,600	1,270	1,400	1,510	1,580	4.4%	-1.5%
El Dorado	10,700	11,470	11,630	12,750	12,820	13,470	10,750	11,850	13,560	14,400	6.2%	6.9%
Fresno	13,060	13,280	13,390	13,910	14,860	15,240	12,100	13,690	15,800	16,590	5.0%	8.8%
Glenn	840	710	580	720	760	770	620	490	540	590	8.5%	-23.5%
Humboldt	5,300	5,540	5,500	5,680	6,080	5,970	4,560	5,120	5,660	5,560	-1.7%	-6.8%
Imperial	4,650	4,520	4,520	4,450	4,120	4,250	3,300	3,730	4,130	4,360	5.4%	2.5%
Inyo	2,260	2,260	2,290	2,390	2,510	2,790	2,210	2,350	2,610	2,550	-2.2%	-8.7%
Kern	15,790	16,520	15,560	17,300	18,170	18,500	15,290	17,280	19,510	20,190	3.5%	9.2%
Kings	1,930	2,050	2,020	1,990	2,300	2,300	2,150	2,470	2,770	2,840	2.7%	23.7%
Lake	1,630	1,590	1,630	1,620	1,750	1,770	1,640	1,780	1,860	1,660	-11.0%	-6.1%
Lassen	930	940	900	880	980	1,110	870	1,000	930	970	4.7%	-12.7%
Los Angeles	192,230	203,160	216,460	223,160	232,230	240,030	180,190	183,200	210,430	223,690	6.3%	-6.8%
Madera	3,520	3,210	3,540	4,050	4,320	4,350	3,820	4,250	4,850	4,850	0.0%	11.5%
Marin	5,980	6,000	6,220	6,250	6,460	6,640	4,550	4,820	5,660	5,990	5.9%	-9.7%
Mariposa	4,370	4,570	4,270	4,390	3,810	4,100	3,680	4,290	5,470	5,500	0.6%	34.1%
Mendocino	6,690	6,490	7,040	7,200	6,170	6,400	4,570	5,090	5,740	5,970	4.0%	-6.7%
Merced	3,190	3,150	3,040	3,150	3,150	3,190	2,500	2,790	3,540	3,720	5.2%	16.7%
Modoc	320	290	290	300	290	310	300	320	350	360	2.3%	16.5%

# County / Impacts, Trend

## Travel Industry Employment, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Direct Travel-Generated Employment (Jobs)</b>												
Mono	4,450	4,940	5,200	5,580	5,840	6,080	4,380	5,300	5,990	6,030	0.6%	-0.9%
Monterey	23,970	24,210	24,860	24,500	26,630	27,160	20,340	21,720	25,230	26,800	6.2%	-1.3%
Napa	16,110	15,860	16,770	17,510	18,610	18,840	12,730	14,100	17,820	18,420	3.4%	-2.2%
Nevada	3,390	3,290	3,460	3,680	3,860	4,020	3,380	3,600	4,070	4,210	3.3%	4.7%
Orange	115,100	121,960	129,520	131,090	130,420	132,370	90,660	98,540	122,890	132,710	8.0%	0.3%
Placer	11,210	11,380	12,950	14,180	14,440	14,610	11,900	13,610	15,950	16,960	6.3%	16.0%
Plumas	1,250	1,260	1,260	1,280	1,400	1,560	1,200	1,190	1,300	1,210	-6.8%	-22.4%
Riverside	71,850	74,260	77,900	79,740	84,190	86,600	70,240	80,210	90,620	95,230	5.1%	10.0%
Sacramento	28,610	28,970	29,520	30,340	32,270	33,430	24,800	26,830	31,770	34,810	9.6%	4.1%
San Benito	830	850	920	940	940	1,020	890	960	1,080	1,100	2.0%	8.0%
San Bernardino	49,100	51,430	53,180	55,430	55,230	57,490	45,440	50,520	57,770	61,170	5.9%	6.4%
San Diego	101,670	101,510	109,110	111,240	102,890	101,500	73,360	79,820	95,150	100,690	5.8%	-0.8%
San Francisco	61,750	66,200	66,600	66,970	67,420	66,580	40,990	40,390	50,270	55,090	9.6%	-17.3%
San Joaquin	8,110	8,100	8,500	8,940	9,190	9,540	7,540	8,120	9,750	9,940	2.0%	4.2%
San Luis Obispo	18,580	18,530	18,930	20,550	21,340	22,860	17,710	19,580	22,380	22,830	2.0%	-0.2%
San Mateo	44,160	46,560	48,790	50,680	52,940	45,360	33,060	31,040	35,230	38,170	8.4%	-15.8%
Santa Barbara	17,210	17,820	17,620	17,970	18,650	19,910	15,290	16,880	19,370	20,290	4.8%	1.9%
Santa Clara	39,610	40,630	42,450	43,090	42,380	42,880	28,650	30,450	37,060	41,230	11.2%	-3.9%
Santa Cruz	10,060	10,470	10,700	11,140	11,280	10,960	7,460	8,450	10,080	10,660	5.8%	-2.7%
Shasta	4,550	4,570	4,770	4,800	4,820	5,050	4,350	4,780	5,000	4,940	-1.3%	-2.2%
Sierra	200	240	210	220	240	270	270	310	340	360	5.9%	35.3%
Siskiyou	2,020	1,960	1,960	2,060	1,830	1,840	1,580	1,710	1,840	1,980	7.7%	7.6%
Solano	9,090	8,760	9,110	9,200	9,400	9,360	6,410	7,080	8,350	8,520	2.1%	-8.9%
Sonoma	19,830	20,300	20,880	22,510	22,370	22,360	16,290	17,610	21,190	21,970	3.7%	-1.7%
Stanislaus	5,910	6,030	6,260	6,440	6,620	6,870	5,270	5,690	6,460	6,710	3.9%	-2.3%

# County / Impacts, Trend

## Travel Industry Employment, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
											22-23	19-23
<b>Direct Travel-Generated Employment (Jobs)</b>												
Sutter	1,350	1,370	1,350	1,380	1,440	1,420	1,130	1,230	1,390	1,450	4.4%	1.8%
Tehama	1,560	1,610	1,630	1,680	1,710	1,750	1,550	1,700	1,780	1,780	0.3%	1.9%
Trinity	740	680	710	680	650	710	690	530	510	620	20.8%	-12.4%
Tulare	4,650	4,510	4,210	5,260	5,390	5,520	4,580	5,130	5,860	6,100	4.1%	10.4%
Tuolumne	2,120	2,120	2,290	2,430	2,320	2,430	2,000	2,310	2,530	2,560	1.4%	5.3%
Ventura	16,090	16,410	16,320	16,800	17,230	17,040	13,520	14,080	16,010	16,810	5.0%	-1.3%
Yolo	4,370	4,470	4,480	5,140	5,270	5,230	3,820	4,230	5,070	5,290	4.2%	1.2%
Yuba	1,030	910	950	1,110	1,230	1,230	1,020	1,200	1,740	1,830	5.2%	48.6%

# Alameda / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,431	3,035	3,100	2.2%
Other Travel*	815	838	837	913	967	996	361	513	790	816	3.3%
<b>Total</b>	<b>3,738</b>	<b>3,896</b>	<b>3,974</b>	<b>4,170</b>	<b>4,502</b>	<b>4,524</b>	<b>1,829</b>	<b>2,944</b>	<b>3,825</b>	<b>3,916</b>	<b>2.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,727	1,856	1,932	1,981	2,149	2,129	1,083	1,317	1,731	1,769	2.2%
Hotel, Motel**								1,144	1,492	1,527	2.3%
Short Term Vacation Rental**								174	238	241	1.4%
Private Home (VFR)	534	539	544	589	648	669	174	583	658	675	2.6%
Seasonal Home (2nd Home)	16	16	17	18	19	20	40	36	33	34	1.6%
Campground	6	6	6	6	7	7	6	8	10	11	6.1%
Day Travel	640	641	638	662	713	704	165	487	603	612	1.4%
<b>Total</b>	<b>2,923</b>	<b>3,058</b>	<b>3,137</b>	<b>3,257</b>	<b>3,535</b>	<b>3,528</b>	<b>1,468</b>	<b>2,431</b>	<b>3,035</b>	<b>3,100</b>	<b>2.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	590	683	733	761	843	843	406	454	623	630	1.1%
Food Service	771	804	833	869	941	943	425	724	871	930	6.7%
Food Stores	95	98	97	98	103	101	39	101	122	128	4.7%
Arts, Ent. & Rec.	390	398	404	412	435	425	179	323	368	387	5.0%
Retail Sales	389	393	394	424	470	487	190	374	429	431	0.5%
Local Tran. & Gas	463	440	420	444	497	491	166	365	463	438	-5.4%
Visitor Air	226	243	255	248	246	239	63	91	157	156	-1.0%
<b>Total</b>	<b>2,923</b>	<b>3,058</b>	<b>3,137</b>	<b>3,257</b>	<b>3,535</b>	<b>3,528</b>	<b>1,468</b>	<b>2,431</b>	<b>3,035</b>	<b>3,100</b>	<b>2.2%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Alameda / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	525	582	633	675	760	781	549	305	795	886	11.4%
Arts, Ent. & Rec.	193	201	224	233	267	265	138	62	186	201	8.3%
Retail**	67	70	72	74	82	84	80	49	93	98	5.0%
Ground Trans.	55	60	64	69	89	93	40	46	48	53	11.8%
Visitor Air	144	159	143	160	169	161	151	128	137	147	7.0%
Other Travel*	283	315	296	342	360	363	343	286	328	370	12.9%
<b>Total</b>	<b>1,269</b>	<b>1,387</b>	<b>1,433</b>	<b>1,553</b>	<b>1,727</b>	<b>1,745</b>	<b>1,302</b>	<b>876</b>	<b>1,587</b>	<b>1,756</b>	<b>10.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	16,000	16,590	16,870	17,240	18,550	18,170	12,650	13,580	15,940	16,760	5.1%
Arts, Ent. & Rec.	4,330	4,090	4,160	4,380	4,720	4,620	2,640	2,830	3,760	4,300	14.5%
Retail**	1,970	1,960	2,000	2,000	2,100	2,070	1,830	1,870	1,900	1,940	1.9%
Ground Trans.	1,330	1,380	1,390	1,410	1,690	1,780	1,140	1,090	1,290	1,390	7.7%
Visitor Air	1,310	1,390	1,320	1,500	1,520	1,490	1,250	990	990	1,000	0.6%
Other Travel*	3,240	3,430	3,310	3,660	3,740	3,720	3,310	2,640	2,860	2,990	4.6%
<b>Total</b>	<b>28,170</b>	<b>28,830</b>	<b>29,050</b>	<b>30,170</b>	<b>32,310</b>	<b>31,830</b>	<b>22,830</b>	<b>23,000</b>	<b>26,740</b>	<b>28,380</b>	<b>6.1%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Alameda / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	140	154	162	178	198	198	121	139	190	194	2.4%
State Tax Receipts	167	166	161	163	184	188	99	137	166	167	1.0%
<b>Total</b>	<b>307</b>	<b>321</b>	<b>324</b>	<b>341</b>	<b>383</b>	<b>387</b>	<b>219</b>	<b>276</b>	<b>355</b>	<b>362</b>	<b>1.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	125	122	118	121	141	145	59	110	122	121	-0.7%
Business & Employee	41	44	43	42	43	44	39	27	43	46	5.7%
<b>Total</b>	<b>167</b>	<b>166</b>	<b>161</b>	<b>163</b>	<b>184</b>	<b>188</b>	<b>99</b>	<b>137</b>	<b>166</b>	<b>167</b>	<b>1.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	94	105	113	125	140	139	62	97	126	128	1.9%
Business & Employee	46	49	49	53	59	59	59	42	64	66	3.3%
<b>Total</b>	<b>140</b>	<b>154</b>	<b>162</b>	<b>178</b>	<b>198</b>	<b>198</b>	<b>121</b>	<b>139</b>	<b>190</b>	<b>194</b>	<b>2.4%</b>

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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.

# Alpine / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	26.4	28.7	33.6	34.4	35.7	37.9	28.4	29.3	33.7	32.7	-2.9%
Other Travel*	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	-7.6%
<b>Total</b>	<b>26.6</b>	<b>28.8</b>	<b>33.7</b>	<b>34.6</b>	<b>35.9</b>	<b>38.1</b>	<b>28.4</b>	<b>29.4</b>	<b>33.9</b>	<b>32.9</b>	<b>-2.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	15.0	17.0	21.8	21.6	22.0	23.6	14.7	14.8	17.5	16.0	-9.0%
Hotel, Motel**								8.5	9.9	8.8	-11.8%
Short Term Vacation Rental**								6.3	7.6	7.2	-5.4%
Private Home (VFR)	0.5	0.5	0.5	0.5	0.6	0.6	0.2	0.7	0.7	0.8	3.3%
Seasonal Home (2nd Home)	5.5	5.8	5.9	6.5	7.1	7.2	9.3	8.3	7.5	7.7	2.4%
Campground	3.3	3.3	3.4	3.5	3.7	4.0	3.3	4.4	5.7	6.0	5.9%
Day Travel	2.0	2.1	2.1	2.3	2.4	2.5	0.9	1.1	2.2	2.3	3.5%
<b>Total</b>	<b>26.4</b>	<b>28.7</b>	<b>33.6</b>	<b>34.4</b>	<b>35.7</b>	<b>37.9</b>	<b>28.4</b>	<b>29.3</b>	<b>33.7</b>	<b>32.7</b>	<b>-2.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	8.2	9.1	11.0	11.2	11.3	12.1	10.0	11.3	13.0	12.2	-6.1%
Food Service	7.7	8.5	10.3	10.5	10.9	11.6	8.5	7.5	8.3	8.4	1.2%
Food Stores	1.4	1.5	1.6	1.6	1.6	1.7	1.4	2.0	2.5	2.5	3.6%
Arts, Ent. & Rec.	4.1	4.4	5.1	5.1	5.2	5.4	3.9	3.8	4.0	4.0	-0.1%
Retail Sales	2.6	2.9	3.4	3.6	4.0	4.2	3.1	2.8	3.0	2.9	-3.3%
Local Tran. & Gas	2.5	2.3	2.2	2.4	2.8	3.0	1.6	2.0	2.9	2.7	-8.7%
<b>Total</b>	<b>26.4</b>	<b>28.7</b>	<b>33.6</b>	<b>34.4</b>	<b>35.7</b>	<b>37.9</b>	<b>28.4</b>	<b>29.3</b>	<b>33.7</b>	<b>32.7</b>	<b>-2.9%</b>

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

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Alpine / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	3.6	3.1	3.8	3.9	4.0	4.4	4.4	3.6	5.9	6.0	3.2%
Arts, Ent. & Rec.	0.7	0.6	0.7	0.7	0.7	0.8	0.7	0.4	1.1	1.1	6.5%
Retail**	0.5	0.6	0.7	0.7	0.7	0.8	1.2	1.0	3.1	2.8	-9.8%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-6.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	-91.3%
<b>Total</b>	<b>4.8</b>	<b>4.3</b>	<b>5.1</b>	<b>5.2</b>	<b>5.4</b>	<b>5.9</b>	<b>6.4</b>	<b>4.9</b>	<b>10.1</b>	<b>10.0</b>	<b>-1.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	200	190	220	220	240	250	240	250	290	310	4.4%
Arts, Ent. & Rec.	30	30	30	30	30	40	30	30	40	40	7.9%
Retail**	20	20	30	30	30	30	40	50	80	70	-7.6%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	N/A
Other Travel*	0	0	0	0	0	0	0	0	1	0	-100.0%
<b>Total</b>	<b>250</b>	<b>240</b>	<b>280</b>	<b>280</b>	<b>310</b>	<b>310</b>	<b>310</b>	<b>330</b>	<b>410</b>	<b>420</b>	<b>2.2%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Alpine / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	0.8	0.8	1.0	1.1	1.1	1.2	1.0	1.1	1.4	1.3	-6.8%
State Tax Receipts	0.9	0.9	1.0	1.0	1.1	1.2	1.0	1.0	1.3	1.2	-3.5%
<b>Total</b>	<b>1.7</b>	<b>1.7</b>	<b>2.0</b>	<b>2.1</b>	<b>2.2</b>	<b>2.4</b>	<b>2.0</b>	<b>2.1</b>	<b>2.7</b>	<b>2.6</b>	<b>-5.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.7	0.7	0.8	0.8	0.9	1.0	0.7	0.8	0.9	0.9	-2.6%
Business & Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.4	0.3	-5.8%
<b>Total</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.2</b>	<b>1.0</b>	<b>1.0</b>	<b>1.3</b>	<b>1.2</b>	<b>-3.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.6	0.7	0.9	0.9	0.9	1.0	0.7	0.9	1.1	1.0	-6.6%
Business & Employee	0.2	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.3	-7.5%
<b>Total</b>	<b>0.8</b>	<b>0.8</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.0</b>	<b>1.1</b>	<b>1.4</b>	<b>1.3</b>	<b>-6.8%</b>

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

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.

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.

# Amador / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	124.1	127.7	135.3	137.9	148.7	158.2	88.5	113.8	138.2	144.8	4.8%
Other Travel*	6.4	5.7	5.1	5.8	6.9	7.2	2.2	4.8	7.3	6.8	-7.6%
<b>Total</b>	<b>130.5</b>	<b>133.5</b>	<b>140.3</b>	<b>143.7</b>	<b>155.6</b>	<b>165.5</b>	<b>90.8</b>	<b>118.6</b>	<b>145.6</b>	<b>151.6</b>	<b>4.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	45.8	49.5	55.2	53.5	57.8	62.1	31.6	29.4	33.0	35.0	5.9%
Hotel, Motel**								22.4	25.1	26.9	7.3%
Short Term Vacation Rental**								7.0	7.9	8.0	1.4%
Private Home (VFR)	20.7	19.5	19.7	21.3	24.0	25.7	8.5	27.8	30.5	31.6	3.5%
Seasonal Home (2nd Home)	11.6	12.0	12.2	13.3	14.6	14.9	18.4	16.5	17.8	18.2	2.5%
Campground	19.4	19.4	19.6	20.6	21.6	23.3	19.6	25.3	33.0	35.0	6.1%
Day Travel	26.6	27.3	28.5	29.1	30.7	32.2	10.4	14.8	23.8	25.0	4.8%
<b>Total</b>	<b>124.1</b>	<b>127.7</b>	<b>135.3</b>	<b>137.9</b>	<b>148.7</b>	<b>158.2</b>	<b>88.5</b>	<b>113.8</b>	<b>138.2</b>	<b>144.8</b>	<b>4.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	21.0	22.8	25.6	26.1	27.8	29.9	21.8	23.1	26.3	27.4	4.2%
Food Service	33.9	36.0	39.0	39.3	42.0	44.6	24.4	32.6	38.6	41.8	8.3%
Food Stores	9.1	9.4	9.5	9.5	9.8	10.3	7.0	10.9	13.6	14.6	7.3%
Arts, Ent. & Rec.	28.7	30.0	32.0	31.4	32.7	34.0	16.6	19.7	23.5	25.1	6.8%
Retail Sales	13.6	13.1	13.8	14.8	17.1	18.8	9.6	13.7	16.3	16.6	1.8%
Local Tran. & Gas	17.8	16.5	15.5	16.7	19.3	20.5	9.2	13.8	20.1	19.5	-3.0%
<b>Total</b>	<b>124.1</b>	<b>127.7</b>	<b>135.3</b>	<b>137.9</b>	<b>148.7</b>	<b>158.2</b>	<b>88.5</b>	<b>113.8</b>	<b>138.2</b>	<b>144.8</b>	<b>4.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Amador / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	29.1	31.3	34.8	40.4	47.3	52.2	44.9	28.3	64.5	62.3	-3.3%
Arts, Ent. & Rec.	13.8	12.9	13.9	14.9	14.3	15.0	13.0	10.5	21.6	13.7	-36.4%
Retail**	3.4	3.4	3.7	4.0	4.4	4.6	5.2	2.9	6.2	6.4	2.5%
Ground Trans.	1.5	1.6	1.8	2.0	2.9	3.2	1.2	0.5	1.3	1.3	3.5%
Other Travel*	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.6	0.6	-0.9%
<b>Total</b>	<b>47.9</b>	<b>49.4</b>	<b>54.4</b>	<b>61.6</b>	<b>69.2</b>	<b>75.4</b>	<b>64.5</b>	<b>42.5</b>	<b>94.1</b>	<b>84.3</b>	<b>-10.4%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	940	970	990	1,100	1,250	1,350	1,130	1,270	1,370	1,330	-2.8%
Arts, Ent. & Rec.	800	830	870	850	740	720	680	900	930	560	-39.8%
Retail**	130	130	130	140	150	150	160	160	170	160	-6.1%
Ground Trans.	40	40	40	40	60	60	60	50	70	70	6.1%
Other Travel*	10	10	10	10	10	10	10	20	20	20	-10.0%
<b>Total</b>	<b>1,920</b>	<b>1,980</b>	<b>2,050</b>	<b>2,140</b>	<b>2,210</b>	<b>2,300</b>	<b>2,040</b>	<b>2,400</b>	<b>2,550</b>	<b>2,140</b>	<b>-16.3%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Amador / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	3.3	3.7	4.1	4.3	4.9	5.4	4.7	4.2	6.1	5.8	-5.9%
State Tax Receipts	6.5	6.4	6.4	6.6	7.5	8.1	5.4	6.1	8.2	7.8	-4.5%
<b>Total</b>	<b>9.8</b>	<b>10.1</b>	<b>10.6</b>	<b>10.9</b>	<b>12.4</b>	<b>13.4</b>	<b>10.1</b>	<b>10.4</b>	<b>14.3</b>	<b>13.6</b>	<b>-5.1%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	4.8	4.7	4.7	4.8	5.6	6.0	3.2	4.7	5.3	5.4	1.4%
Business & Employee	1.7	1.7	1.7	1.8	1.9	2.0	2.2	1.5	2.9	2.4	-15.5%
<b>Total</b>	<b>6.5</b>	<b>6.4</b>	<b>6.4</b>	<b>6.6</b>	<b>7.5</b>	<b>8.1</b>	<b>5.4</b>	<b>6.1</b>	<b>8.2</b>	<b>7.8</b>	<b>-4.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.7	2.1	2.4	2.5	2.8	3.0	2.0	2.5	2.9	3.0	5.8%
Business & Employee	1.6	1.6	1.7	1.9	2.1	2.3	2.6	1.7	3.3	2.7	-16.2%
<b>Total</b>	<b>3.3</b>	<b>3.7</b>	<b>4.1</b>	<b>4.3</b>	<b>4.9</b>	<b>5.4</b>	<b>4.7</b>	<b>4.2</b>	<b>6.1</b>	<b>5.8</b>	<b>-5.9%</b>

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

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.

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.

# Butte / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	265.9	265.0	270.4	295.8	312.2	338.7	180.0	263.6	325.0	329.5	1.4%
Other Travel*	42.4	36.1	32.0	36.0	42.1	43.7	14.1	24.5	37.7	34.9	-7.3%
<b>Total</b>	<b>308.3</b>	<b>301.1</b>	<b>302.4</b>	<b>331.7</b>	<b>354.2</b>	<b>382.5</b>	<b>194.1</b>	<b>288.2</b>	<b>362.7</b>	<b>364.4</b>	<b>0.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	88.9	91.9	97.1	108.5	114.0	129.0	82.1	100.6	107.0	106.0	-0.9%
Hotel, Motel**								81.0	85.9	84.3	-1.8%
Short Term Vacation Rental**								19.5	21.1	21.7	3.0%
Private Home (VFR)	55.5	52.7	51.9	58.1	63.2	68.3	19.3	58.3	65.3	66.6	2.1%
Seasonal Home (2nd Home)	27.0	26.3	26.8	28.1	29.9	30.6	36.2	32.8	50.6	51.5	1.8%
Campground	18.1	18.4	18.6	19.5	20.5	22.1	18.5	23.9	31.2	33.1	6.1%
Day Travel	76.4	75.8	76.1	81.5	84.7	88.8	23.9	48.1	70.9	72.2	1.8%
<b>Total</b>	<b>265.9</b>	<b>265.0</b>	<b>270.4</b>	<b>295.8</b>	<b>312.2</b>	<b>338.7</b>	<b>180.0</b>	<b>263.6</b>	<b>325.0</b>	<b>329.5</b>	<b>1.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	50.0	53.1	56.5	62.2	64.7	74.6	62.0	72.1	83.3	80.4	-3.4%
Food Service	70.5	73.3	77.3	83.6	86.8	92.9	45.8	69.5	84.6	90.6	7.2%
Food Stores	15.3	15.8	15.9	16.3	16.4	17.2	11.1	17.5	22.2	23.7	6.5%
Arts, Ent. & Rec.	35.4	35.9	37.2	39.2	39.8	41.5	20.4	30.5	35.9	38.0	5.7%
Retail Sales	39.0	37.1	37.9	42.8	46.4	51.0	21.7	35.9	43.9	44.2	0.8%
Local Tran. & Gas	55.0	49.8	45.7	51.6	58.2	61.5	19.2	38.1	55.1	52.6	-4.7%
Visitor Air	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A
<b>Total</b>	<b>265.9</b>	<b>265.0</b>	<b>270.4</b>	<b>295.8</b>	<b>312.2</b>	<b>338.7</b>	<b>180.0</b>	<b>263.6</b>	<b>325.0</b>	<b>329.5</b>	<b>1.4%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Butte / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	47.7	50.0	53.7	59.2	65.4	72.6	60.4	41.7	80.2	81.2	1.2%
Arts, Ent. & Rec.	15.5	15.5	16.8	20.1	22.4	24.1	13.3	11.8	19.6	22.2	13.1%
Retail**	8.0	8.1	8.5	9.5	9.9	10.4	10.8	5.8	13.0	13.1	0.8%
Ground Trans.	4.0	4.2	4.7	5.7	8.0	8.8	2.6	1.1	2.7	2.7	1.4%
Visitor Air	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A
Other Travel*	2.4	1.6	1.8	1.8	1.9	2.1	2.6	1.4	3.5	3.5	1.7%
<b>Total</b>	<b>78.1</b>	<b>79.4</b>	<b>85.5</b>	<b>96.3</b>	<b>107.6</b>	<b>118.1</b>	<b>89.7</b>	<b>61.9</b>	<b>119.0</b>	<b>122.8</b>	<b>3.2%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,100	2,060	2,090	2,210	2,310	2,350	1,950	2,160	2,260	2,150	-4.7%
Arts, Ent. & Rec.	980	990	1,010	1,100	1,130	1,100	670	850	960	1,060	10.5%
Retail**	290	280	290	310	310	310	300	310	330	320	-5.4%
Ground Trans.	110	110	110	120	160	180	130	120	140	150	4.9%
Visitor Air	4	0	0	0	0	0	0	0	0	0	N/A
Other Travel*	80	70	80	80	80	90	100	90	110	100	-7.3%
<b>Total</b>	<b>3,560</b>	<b>3,500</b>	<b>3,580</b>	<b>3,810</b>	<b>3,990</b>	<b>4,020</b>	<b>3,150</b>	<b>3,530</b>	<b>3,810</b>	<b>3,780</b>	<b>-0.6%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Butte / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	6.7	7.0	7.4	8.2	9.1	10.4	8.3	8.9	11.0	10.7	-2.8%
State Tax Receipts	17.9	16.9	16.4	17.4	20.2	21.8	11.2	15.2	18.6	18.4	-1.3%
<b>Total</b>	<b>24.6</b>	<b>23.9</b>	<b>23.8</b>	<b>25.6</b>	<b>29.3</b>	<b>32.2</b>	<b>19.5</b>	<b>24.1</b>	<b>29.6</b>	<b>29.0</b>	<b>-1.9%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	14.9	14.0	13.3	14.3	16.9	18.2	7.8	12.8	14.5	14.4	-1.0%
Business & Employee	3.0	3.0	3.0	3.1	3.3	3.6	3.4	2.4	4.1	4.0	-2.1%
<b>Total</b>	<b>17.9</b>	<b>16.9</b>	<b>16.4</b>	<b>17.4</b>	<b>20.2</b>	<b>21.8</b>	<b>11.2</b>	<b>15.2</b>	<b>18.6</b>	<b>18.4</b>	<b>-1.3%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	4.3	4.5	4.8	5.4	6.0	6.9	4.8	6.5	7.1	6.9	-2.5%
Business & Employee	2.4	2.5	2.6	2.8	3.1	3.5	3.5	2.4	3.9	3.8	-3.5%
<b>Total</b>	<b>6.7</b>	<b>7.0</b>	<b>7.4</b>	<b>8.2</b>	<b>9.1</b>	<b>10.4</b>	<b>8.3</b>	<b>8.9</b>	<b>11.0</b>	<b>10.7</b>	<b>-2.8%</b>

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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.

# Calaveras / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	170.4	172.7	180.7	187.7	200.2	212.8	167.3	216.9	248.2	260.1	4.8%
Other Travel*	8.9	8.1	7.4	8.3	9.5	9.9	3.6	6.6	9.8	9.3	-5.3%
<b>Total</b>	<b>179.3</b>	<b>180.8</b>	<b>188.1</b>	<b>195.9</b>	<b>209.7</b>	<b>222.7</b>	<b>170.9</b>	<b>223.5</b>	<b>258.1</b>	<b>269.4</b>	<b>4.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	49.0	51.7	57.6	57.5	61.2	66.3	46.7	71.2	71.2	75.9	6.6%
Hotel, Motel**								22.0	22.6	23.7	4.8%
Short Term Vacation Rental**								49.1	48.6	52.2	7.4%
Private Home (VFR)	24.8	23.2	23.5	25.2	27.4	29.5	9.8	31.0	34.1	35.3	3.5%
Seasonal Home (2nd Home)	39.4	41.0	41.7	44.5	48.6	49.7	68.9	61.9	67.0	68.6	2.5%
Campground	30.1	29.8	30.2	31.7	33.2	35.8	30.0	38.8	50.6	53.7	6.1%
Day Travel	27.0	27.0	27.7	28.7	29.8	31.5	11.9	14.1	25.4	26.6	4.6%
<b>Total</b>	<b>170.4</b>	<b>172.7</b>	<b>180.7</b>	<b>187.7</b>	<b>200.2</b>	<b>212.8</b>	<b>167.3</b>	<b>216.9</b>	<b>248.2</b>	<b>260.1</b>	<b>4.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	37.8	40.0	43.8	45.0	46.8	50.1	48.5	62.7	67.3	69.7	3.5%
Food Service	49.0	51.1	54.8	55.9	58.5	62.3	48.5	58.7	66.6	72.3	8.6%
Food Stores	13.2	13.5	13.7	13.7	13.9	14.7	11.2	19.4	23.1	25.0	8.1%
Arts, Ent. & Rec.	26.8	27.3	28.6	28.7	29.2	30.3	23.6	30.2	32.3	34.7	7.2%
Retail Sales	17.3	17.1	17.9	20.2	24.3	26.4	19.6	24.0	27.3	27.8	1.9%
Local Tran. & Gas	26.2	23.8	22.1	24.1	27.4	29.1	15.8	21.9	31.6	30.7	-3.1%
<b>Total</b>	<b>170.4</b>	<b>172.7</b>	<b>180.7</b>	<b>187.7</b>	<b>200.2</b>	<b>212.8</b>	<b>167.3</b>	<b>216.9</b>	<b>248.2</b>	<b>260.1</b>	<b>4.8%</b>

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# Calaveras / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	47.1	47.8	52.8	58.5	62.1	67.8	62.8	37.1	95.5	89.3	-6.5%
Arts, Ent. & Rec.	9.9	17.0	18.4	19.9	19.9	21.2	15.8	9.7	22.4	23.6	5.2%
Retail**	5.6	5.7	6.1	6.7	7.4	7.9	8.5	5.1	11.3	12.1	6.9%
Ground Trans.	2.0	2.1	2.4	2.8	3.9	4.3	2.2	2.8	2.2	2.3	1.8%
Other Travel*	0.7	0.8	0.9	1.0	1.1	1.1	0.9	0.8	1.4	1.5	7.3%
<b>Total</b>	<b>65.3</b>	<b>73.5</b>	<b>80.5</b>	<b>88.9</b>	<b>94.4</b>	<b>102.3</b>	<b>90.2</b>	<b>55.4</b>	<b>132.8</b>	<b>128.7</b>	<b>-3.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,500	1,420	1,500	1,640	1,690	1,700	1,490	1,690	1,910	1,690	-11.6%
Arts, Ent. & Rec.	420	690	690	700	710	690	490	580	660	630	-4.3%
Retail**	200	210	210	230	240	250	260	270	300	300	-1.0%
Ground Trans.	60	60	60	60	80	90	100	100	120	130	5.0%
Other Travel*	30	30	40	40	40	40	30	40	50	50	0.0%
<b>Total</b>	<b>2,210</b>	<b>2,400</b>	<b>2,490</b>	<b>2,670</b>	<b>2,770</b>	<b>2,770</b>	<b>2,370</b>	<b>2,670</b>	<b>3,040</b>	<b>2,790</b>	<b>-8.1%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Calaveras / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	4.3	4.7	5.1	5.3	5.7	6.2	6.1	6.4	9.0	8.8	-1.7%
State Tax Receipts	8.0	8.0	8.0	8.2	9.2	9.9	8.0	9.7	12.7	12.6	-1.3%
<b>Total</b>	12.4	12.7	13.1	13.5	14.9	16.1	14.1	16.1	21.7	21.4	-1.4%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5.7	5.5	5.3	5.5	6.5	7.0	4.8	7.7	8.6	8.7	2.1%
Business & Employee	2.3	2.6	2.6	2.7	2.7	2.9	3.3	2.0	4.2	3.8	-8.2%
<b>Total</b>	8.0	8.0	8.0	8.2	9.2	9.9	8.0	9.7	12.7	12.6	-1.3%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	2.3	2.4	2.7	2.7	2.9	3.2	2.6	4.3	4.6	4.9	5.5%
Business & Employee	2.1	2.3	2.4	2.6	2.8	3.0	3.5	2.2	4.4	4.0	-9.3%
<b>Total</b>	4.3	4.7	5.1	5.3	5.7	6.2	6.1	6.4	9.0	8.8	-1.7%

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

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.

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.

# Colusa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	43.1	42.7	45.1	47.7	52.7	55.0	27.6	41.9	45.4	44.7	-1.7%
Other Travel*	3.7	3.3	2.9	3.3	3.8	4.0	1.2	2.5	3.9	3.6	-7.6%
<b>Total</b>	<b>46.9</b>	<b>46.0</b>	<b>48.0</b>	<b>51.0</b>	<b>56.5</b>	<b>59.0</b>	<b>28.8</b>	<b>44.4</b>	<b>49.3</b>	<b>48.2</b>	<b>-2.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	11.2	11.3	12.6	13.4	15.4	16.4	11.2	13.3	13.4	12.0	-10.5%
Hotel, Motel**								13.0	13.1	11.6	-11.4%
Short Term Vacation Rental**								0.3	0.3	0.4	27.2%
Private Home (VFR)	10.9	10.3	10.7	11.5	12.5	13.2	4.4	13.9	15.2	15.7	3.5%
Seasonal Home (2nd Home)	6.2	6.4	6.5	7.0	7.6	7.8	6.6	6.0	4.8	4.9	2.7%
Campground	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.8	0.9	6.1%
Day Travel	14.3	14.2	14.8	15.4	16.6	17.0	4.9	8.1	11.2	11.1	-0.6%
<b>Total</b>	<b>43.1</b>	<b>42.7</b>	<b>45.1</b>	<b>47.7</b>	<b>52.7</b>	<b>55.0</b>	<b>27.6</b>	<b>41.9</b>	<b>45.4</b>	<b>44.7</b>	<b>-1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	6.6	6.8	7.6	8.0	8.9	9.4	7.6	8.7	8.8	8.0	-9.7%
Food Service	14.1	14.5	15.7	16.3	17.6	18.4	8.8	14.1	15.1	15.6	3.1%
Food Stores	2.3	2.4	2.5	2.5	2.5	2.6	1.1	2.4	2.7	2.8	3.6%
Arts, Ent. & Rec.	7.8	7.8	8.3	8.5	8.9	9.1	4.2	6.2	6.5	6.6	1.6%
Retail Sales	6.1	5.6	5.9	6.7	8.0	8.7	3.8	6.3	6.9	6.8	-2.2%
Local Tran. & Gas	6.2	5.5	5.2	5.7	6.7	6.9	2.2	4.1	5.3	4.9	-8.0%
<b>Total</b>	<b>43.1</b>	<b>42.7</b>	<b>45.1</b>	<b>47.7</b>	<b>52.7</b>	<b>55.0</b>	<b>27.6</b>	<b>41.9</b>	<b>45.4</b>	<b>44.7</b>	<b>-1.7%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Colusa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	5.3	5.4	6.1	5.8	6.2	6.8	6.1	4.1	8.3	8.7	5.1%
Arts, Ent. & Rec.	3.1	3.2	3.4	3.3	3.7	3.7	3.8	2.6	3.2	3.1	-1.7%
Retail**	1.3	1.3	1.4	1.5	1.6	1.7	1.7	1.1	2.8	3.4	19.8%
Ground Trans.	0.5	0.5	0.5	0.6	0.9	1.0	0.3	0.4	0.4	0.4	-3.2%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.2	0.8	1.2	54.0%
<b>Total</b>	<b>10.3</b>	<b>10.5</b>	<b>11.6</b>	<b>11.4</b>	<b>12.6</b>	<b>13.5</b>	<b>12.2</b>	<b>8.4</b>	<b>15.5</b>	<b>16.8</b>	<b>8.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	290	280	290	270	280	310	260	280	320	320	-1.9%
Arts, Ent. & Rec.	290	270	290	310	330	320	290	350	210	190	-11.0%
Retail**	40	40	40	40	50	50	50	50	60	80	28.6%
Ground Trans.	10	10	10	10	20	20	20	20	20	20	0.0%
Other Travel*	5	5	6	6	5	8	9	11	21	33	57.1%
<b>Total</b>	<b>640</b>	<b>610</b>	<b>630</b>	<b>640</b>	<b>670</b>	<b>710</b>	<b>620</b>	<b>710</b>	<b>640</b>	<b>640</b>	<b>0.2%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Colusa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.0	1.0	1.1	1.1	1.3	1.4	1.2	1.3	1.6	1.5	-4.1%
State Tax Receipts	2.4	2.3	2.3	2.4	2.7	2.9	1.5	2.1	2.4	2.4	-1.2%
<b>Total</b>	<b>3.4</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>	<b>4.1</b>	<b>4.3</b>	<b>2.7</b>	<b>3.5</b>	<b>4.0</b>	<b>3.9</b>	<b>-2.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	2.0	1.9	1.9	2.0	2.4	2.5	1.1	1.8	1.9	1.9	-2.5%
Business & Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.5	0.6	3.5%
<b>Total</b>	<b>2.4</b>	<b>2.3</b>	<b>2.3</b>	<b>2.4</b>	<b>2.7</b>	<b>2.9</b>	<b>1.5</b>	<b>2.1</b>	<b>2.4</b>	<b>2.4</b>	<b>-1.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.6	0.6	0.7	0.8	1.0	1.0	0.7	1.0	1.0	1.0	-7.1%
Business & Employee	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.3	0.5	0.5	1.7%
<b>Total</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.3</b>	<b>1.4</b>	<b>1.2</b>	<b>1.3</b>	<b>1.6</b>	<b>1.5</b>	<b>-4.1%</b>

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# Contra Costa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,403	1,383	1,504	1,580	1,676	1,739	571	1,454	1,634	1,650	1.0%
Other Travel*	239	225	210	229	254	264	103	197	284	288	1.3%
<b>Total</b>	<b>1,641</b>	<b>1,608</b>	<b>1,714</b>	<b>1,809</b>	<b>1,930</b>	<b>2,004</b>	<b>674</b>	<b>1,651</b>	<b>1,918</b>	<b>1,938</b>	<b>1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	447	441	517	545	569	581	251	367	399	407	2.0%
Hotel, Motel**								322	350	356	1.9%
Short Term Vacation Rental**								45	49	51	2.8%
Private Home (VFR)	365	360	378	409	449	483	106	529	575	581	1.1%
Seasonal Home (2nd Home)	33	34	35	37	40	41	37	34	27	25	-8.2%
Campground	66	65	66	69	73	79	66	85	111	115	3.9%
Day Travel	492	482	509	520	546	555	110	439	522	522	0.0%
<b>Total</b>	<b>1,403</b>	<b>1,383</b>	<b>1,504</b>	<b>1,580</b>	<b>1,676</b>	<b>1,739</b>	<b>571</b>	<b>1,454</b>	<b>1,634</b>	<b>1,650</b>	<b>1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	204	210	245	256	270	279	121	183	200	202	1.2%
Food Service	433	438	489	508	530	547	184	483	531	550	3.6%
Food Stores	81	82	85	85	86	88	36	92	107	109	2.2%
Arts, Ent. & Rec.	228	226	247	250	255	256	81	218	231	241	4.2%
Retail Sales	226	222	240	265	291	318	92	283	309	310	0.5%
Local Tran. & Gas	230	206	198	215	244	251	57	195	256	237	-7.3%
<b>Total</b>	<b>1,403</b>	<b>1,383</b>	<b>1,504</b>	<b>1,580</b>	<b>1,676</b>	<b>1,739</b>	<b>571</b>	<b>1,454</b>	<b>1,634</b>	<b>1,650</b>	<b>1.0%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Contra Costa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	337	368	439	461	467	495	367	430	515	562	8.9%
Arts, Ent. & Rec.	127	129	153	165	161	166	119	138	151	167	10.7%
Retail**	43	44	48	52	53	56	55	64	73	74	1.9%
Ground Trans.	20	20	24	27	38	41	9	19	9	9	1.9%
Other Travel*	25	29	32	33	32	33	31	25	32	38	19.9%
<b>Total</b>	<b>553</b>	<b>591</b>	<b>696</b>	<b>738</b>	<b>753</b>	<b>791</b>	<b>581</b>	<b>676</b>	<b>780</b>	<b>850</b>	<b>9.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	8,470	8,520	9,490	9,600	9,480	9,530	7,060	7,570	8,620	8,750	1.5%
Arts, Ent. & Rec.	5,410	5,330	5,760	5,650	5,670	5,820	3,770	4,250	5,170	5,800	12.2%
Retail**	1,350	1,320	1,430	1,480	1,490	1,490	1,370	1,440	1,520	1,480	-2.5%
Ground Trans.	530	510	560	580	750	820	400	390	470	500	5.5%
Other Travel*	540	570	630	630	590	580	570	360	440	490	10.8%
<b>Total</b>	<b>16,310</b>	<b>16,250</b>	<b>17,870</b>	<b>17,930</b>	<b>17,970</b>	<b>18,230</b>	<b>13,170</b>	<b>14,010</b>	<b>16,220</b>	<b>17,020</b>	<b>4.9%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Contra Costa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	48	49	57	59	63	66	39	62	67	69	2.1%
State Tax Receipts	94	90	93	95	107	113	50	100	104	103	-1.2%
<b>Total</b>	142	140	149	154	170	179	90	162	171	171	0.1%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	75	71	71	74	87	92	32	78	82	80	-2.4%
Business & Employee	18	19	21	21	20	21	18	22	22	23	3.4%
<b>Total</b>	94	90	93	95	107	113	50	100	104	103	-1.2%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	29	29	34	35	39	41	15	33	38	39	2.3%
Business & Employee	19	20	23	23	24	25	24	29	29	30	1.9%
<b>Total</b>	48	49	57	59	63	66	39	62	67	69	2.1%

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

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.

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.

# Del Norte / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	115.1	118.3	125.4	127.4	136.4	144.7	87.1	140.8	149.6	151.5	1.3%
Other Travel*	5.7	4.6	4.5	4.9	5.6	5.8	1.6	3.2	4.8	4.4	-7.6%
<b>Total</b>	<b>120.8</b>	<b>122.9</b>	<b>129.9</b>	<b>132.3</b>	<b>142.0</b>	<b>150.5</b>	<b>88.7</b>	<b>144.0</b>	<b>154.4</b>	<b>155.9</b>	<b>1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	45.8	49.2	54.5	53.6	58.0	61.2	39.9	66.0	55.5	52.7	-5.1%
Hotel, Motel**								42.1	34.0	31.0	-9.0%
Short Term Vacation Rental**								23.9	21.5	21.8	1.2%
Private Home (VFR)	15.6	14.3	14.8	15.4	17.1	18.1	5.8	18.1	19.4	20.1	3.6%
Seasonal Home (2nd Home)	2.3	2.4	2.4	2.5	2.8	2.8	3.3	3.0	3.0	3.0	2.4%
Campground	30.6	31.1	31.5	33.0	34.7	37.4	31.3	40.5	52.9	56.1	6.1%
Day Travel	20.9	21.3	22.2	22.8	23.9	25.2	6.8	13.2	18.8	19.5	3.9%
<b>Total</b>	<b>115.1</b>	<b>118.3</b>	<b>125.4</b>	<b>127.4</b>	<b>136.4</b>	<b>144.7</b>	<b>87.1</b>	<b>140.8</b>	<b>149.6</b>	<b>151.5</b>	<b>1.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	24.4	26.9	29.8	30.0	31.7	33.3	26.9	43.0	42.6	40.8	-4.2%
Food Service	31.5	33.3	36.0	36.6	39.1	41.7	22.5	35.7	36.2	38.5	6.3%
Food Stores	10.9	11.3	11.5	11.6	11.9	12.6	9.3	14.9	17.8	19.2	7.7%
Arts, Ent. & Rec.	16.7	17.3	18.3	18.2	19.0	19.7	10.1	17.1	16.7	17.6	5.0%
Retail Sales	13.5	13.1	13.7	14.3	15.5	16.9	8.0	13.6	14.0	14.1	0.4%
Local Tran. & Gas	17.0	15.7	14.8	16.0	18.5	19.7	10.3	16.5	22.2	21.4	-3.7%
Visitor Air	1.1	0.6	1.3	0.8	0.8	0.8	0.0	0.0	0.0	0.0	N/A
<b>Total</b>	<b>115.1</b>	<b>118.3</b>	<b>125.4</b>	<b>127.4</b>	<b>136.4</b>	<b>144.7</b>	<b>87.1</b>	<b>140.8</b>	<b>149.6</b>	<b>151.5</b>	<b>1.3%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Del Norte / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	25.8	28.0	30.6	31.3	36.4	39.4	29.9	17.4	41.1	40.1	-2.5%
Arts, Ent. & Rec.	9.0	9.4	10.0	10.1	10.9	11.6	10.8	11.4	18.4	27.6	49.7%
Retail**	3.7	3.8	4.0	4.5	4.6	4.9	5.4	3.2	7.4	8.2	10.4%
Ground Trans.	1.4	1.5	1.7	2.0	2.8	3.1	1.3	0.8	1.3	1.3	1.4%
Visitor Air	0.4	0.5	0.7	0.9	0.9	0.9	0.0	0.0	0.0	0.0	N/A
Other Travel*	0.5	0.5	0.6	1.0	1.1	1.1	0.3	0.2	0.5	0.6	16.3%
<b>Total</b>	<b>40.8</b>	<b>43.8</b>	<b>47.6</b>	<b>49.8</b>	<b>56.8</b>	<b>61.2</b>	<b>47.6</b>	<b>33.0</b>	<b>68.8</b>	<b>77.8</b>	<b>13.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	990	1,000	990	1,000	1,110	1,130	840	930	960	890	-7.4%
Arts, Ent. & Rec.	220	210	200	200	210	210	190	230	270	400	47.2%
Retail**	140	130	150	160	160	160	170	170	190	200	3.1%
Ground Trans.	40	40	40	40	60	60	60	60	70	70	5.8%
Visitor Air	5	6	7	8	9	9	0	0	0	0	N/A
Other Travel*	10	10	10	20	20	20	10	10	20	20	5.9%
<b>Total</b>	<b>1,400</b>	<b>1,400</b>	<b>1,400</b>	<b>1,430</b>	<b>1,560</b>	<b>1,600</b>	<b>1,270</b>	<b>1,400</b>	<b>1,510</b>	<b>1,580</b>	<b>4.4%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Del Norte / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	3.8	4.1	4.4	4.6	5.2	5.5	4.6	6.4	7.5	7.5	0.7%
State Tax Receipts	6.0	5.9	6.0	5.9	6.7	7.2	4.8	6.0	7.0	7.2	1.8%
<b>Total</b>	<b>9.8</b>	<b>10.0</b>	<b>10.4</b>	<b>10.5</b>	<b>11.8</b>	<b>12.7</b>	<b>9.4</b>	<b>12.4</b>	<b>14.5</b>	<b>14.7</b>	<b>1.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	4.5	4.4	4.4	4.4	5.1	5.5	3.1	5.0	5.2	5.2	0.4%
Business & Employee	1.5	1.5	1.6	1.5	1.6	1.7	1.7	1.0	1.9	2.0	5.7%
<b>Total</b>	<b>6.0</b>	<b>5.9</b>	<b>6.0</b>	<b>5.9</b>	<b>6.7</b>	<b>7.2</b>	<b>4.8</b>	<b>6.0</b>	<b>7.0</b>	<b>7.2</b>	<b>1.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	2.5	2.7	3.0	3.1	3.4	3.6	2.7	5.0	5.0	4.9	-1.8%
Business & Employee	1.3	1.4	1.4	1.5	1.7	1.8	1.9	1.4	2.5	2.7	5.7%
<b>Total</b>	<b>3.8</b>	<b>4.1</b>	<b>4.4</b>	<b>4.6</b>	<b>5.2</b>	<b>5.5</b>	<b>4.6</b>	<b>6.4</b>	<b>7.5</b>	<b>7.5</b>	<b>0.7%</b>

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

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.

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.

# El Dorado / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	759	847	899	940	1,010	1,087	777	958	1,022	1,055	3.2%
Other Travel*	47	45	43	48	54	56	25	36	51	50	-2.8%
<b>Total</b>	<b>806</b>	<b>892</b>	<b>942</b>	<b>987</b>	<b>1,064</b>	<b>1,143</b>	<b>802</b>	<b>993</b>	<b>1,073</b>	<b>1,105</b>	<b>3.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	467	551	599	629	670	728	501	585	577	593	2.7%
Hotel, Motel**								367	360	378	5.0%
Short Term Vacation Rental**								218	217	215	-1.1%
Private Home (VFR)	71	72	71	76	88	93	43	126	137	142	3.1%
Seasonal Home (2nd Home)	92	90	91	96	101	104	142	127	134	138	2.9%
Campground	58	59	59	62	65	70	59	76	100	106	6.1%
Day Travel	72	76	78	77	86	92	31	43	74	77	4.3%
<b>Total</b>	<b>759</b>	<b>847</b>	<b>899</b>	<b>940</b>	<b>1,010</b>	<b>1,087</b>	<b>777</b>	<b>958</b>	<b>1,022</b>	<b>1,055</b>	<b>3.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	200	232	256	270	280	299	231	326	344	342	-0.6%
Food Service	213	245	264	275	298	325	233	252	265	287	8.4%
Food Stores	36	39	40	40	42	44	36	57	64	69	7.1%
Arts, Ent. & Rec.	135	150	158	161	170	180	135	149	148	157	6.4%
Retail Sales	89	97	101	107	119	131	83	98	102	104	1.9%
Local Tran. & Gas	86	84	79	86	101	109	58	76	99	96	-3.1%
<b>Total</b>	<b>759</b>	<b>847</b>	<b>899</b>	<b>940</b>	<b>1,010</b>	<b>1,087</b>	<b>777</b>	<b>958</b>	<b>1,022</b>	<b>1,055</b>	<b>3.2%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# El Dorado / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	204	238	266	313	325	357	291	174	449	485	8.0%
Arts, Ent. & Rec.	75	79	85	92	96	103	85	46	114	152	33.0%
Retail**	19	21	23	25	27	29	32	17	37	39	4.1%
Ground Trans.	8	9	10	12	18	20	9	5	9	10	2.4%
Other Travel*	4	4	4	5	5	5	4	4	6	7	8.7%
<b>Total</b>	<b>310</b>	<b>352</b>	<b>388</b>	<b>446</b>	<b>471</b>	<b>514</b>	<b>421</b>	<b>245</b>	<b>616</b>	<b>692</b>	<b>12.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	6,100	6,820	6,930	7,760	7,680	8,100	6,390	7,240	8,200	8,220	0.2%
Arts, Ent. & Rec.	3,620	3,630	3,590	3,830	3,840	4,000	2,950	3,190	3,790	4,580	20.9%
Retail**	660	690	740	770	820	840	880	900	920	920	-0.4%
Ground Trans.	210	230	250	260	340	390	430	420	510	540	5.7%
Other Travel*	110	110	130	130	130	130	100	110	150	150	1.4%
<b>Total</b>	<b>10,700</b>	<b>11,470</b>	<b>11,630</b>	<b>12,750</b>	<b>12,820</b>	<b>13,470</b>	<b>10,750</b>	<b>11,850</b>	<b>13,560</b>	<b>14,400</b>	<b>6.2%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# El Dorado / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	32	36	40	43	46	50	41	45	58	60	2.5%
State Tax Receipts	38	40	41	42	46	51	39	38	49	51	4.0%
<b>Total</b>	<b>69</b>	<b>77</b>	<b>81</b>	<b>85</b>	<b>93</b>	<b>100</b>	<b>80</b>	<b>83</b>	<b>107</b>	<b>111</b>	<b>3.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	27	28	29	29	34	37	24	30	31	31	2.3%
Business & Employee	11	12	12	13	13	14	15	8	18	20	6.9%
<b>Total</b>	<b>38</b>	<b>40</b>	<b>41</b>	<b>42</b>	<b>46</b>	<b>51</b>	<b>39</b>	<b>38</b>	<b>49</b>	<b>51</b>	<b>4.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	21	25	28	29	32	34	24	34	36	37	0.9%
Business & Employee	10	12	12	13	15	16	17	10	22	23	5.0%
<b>Total</b>	<b>32</b>	<b>36</b>	<b>40</b>	<b>43</b>	<b>46</b>	<b>50</b>	<b>41</b>	<b>45</b>	<b>58</b>	<b>60</b>	<b>2.5%</b>

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

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.

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.

# Fresno / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,082	1,094	1,127	1,164	1,286	1,346	810	1,130	1,418	1,433	1.0%
Other Travel*	267	251	238	262	300	315	119	201	310	309	-0.2%
<b>Total</b>	<b>1,348</b>	<b>1,345</b>	<b>1,364</b>	<b>1,426</b>	<b>1,587</b>	<b>1,661</b>	<b>930</b>	<b>1,331</b>	<b>1,728</b>	<b>1,742</b>	<b>0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	413	437	468	466	526	555	492	499	591	588	-0.5%
Hotel, Motel**								447	529	516	-2.4%
Short Term Vacation Rental**								52	62	72	15.3%
Private Home (VFR)	259	250	247	268	301	320	102	318	364	375	2.9%
Seasonal Home (2nd Home)	77	75	76	80	85	87	97	88	105	106	1.8%
Campground	31	31	32	33	35	38	32	41	54	57	6.1%
Day Travel	302	301	303	316	339	346	87	185	305	307	0.7%
<b>Total</b>	<b>1,082</b>	<b>1,094</b>	<b>1,127</b>	<b>1,164</b>	<b>1,286</b>	<b>1,346</b>	<b>810</b>	<b>1,130</b>	<b>1,418</b>	<b>1,433</b>	<b>1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	167	181	196	199	220	229	194	203	251	252	0.4%
Food Service	267	280	298	306	333	347	219	306	372	391	5.3%
Food Stores	50	51	52	52	54	55	35	58	71	74	5.6%
Arts, Ent. & Rec.	132	136	141	142	151	153	94	128	149	155	4.0%
Retail Sales	148	143	147	159	180	194	100	158	194	193	-0.6%
Local Tran. & Gas	274	257	245	259	298	307	146	241	319	296	-7.3%
Visitor Air	44	47	48	48	51	61	23	36	62	70	13.9%
<b>Total</b>	<b>1,082</b>	<b>1,094</b>	<b>1,127</b>	<b>1,164</b>	<b>1,286</b>	<b>1,346</b>	<b>810</b>	<b>1,130</b>	<b>1,418</b>	<b>1,433</b>	<b>1.0%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Fresno / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	154	166	186	204	227	243	206	125	286	308	7.8%
Arts, Ent. & Rec.	64	66	72	76	84	86	57	55	114	137	20.2%
Retail**	30	31	33	34	37	38	40	22	51	54	4.8%
Ground Trans.	25	27	30	33	44	48	32	23	38	43	11.9%
Visitor Air	19	22	14	17	17	19	19	14	15	17	11.9%
Other Travel*	44	47	38	45	48	51	49	37	49	54	9.2%
<b>Total</b>	<b>336</b>	<b>359</b>	<b>373</b>	<b>409</b>	<b>457</b>	<b>485</b>	<b>401</b>	<b>277</b>	<b>553</b>	<b>611</b>	<b>10.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	6,670	6,780	6,990	7,320	7,850	8,050	6,630	7,300	8,020	8,050	0.4%
Arts, Ent. & Rec.	3,370	3,410	3,500	3,590	3,750	3,800	2,250	3,290	4,340	4,990	15.0%
Retail**	1,090	1,070	1,090	1,120	1,190	1,190	1,150	1,190	1,270	1,270	0.0%
Ground Trans.	620	640	670	670	840	920	900	860	1,020	1,100	8.0%
Visitor Air	320	360	230	240	240	260	230	190	200	210	5.1%
Other Travel*	980	1,020	910	980	1,000	1,020	950	850	960	970	1.0%
<b>Total</b>	<b>13,060</b>	<b>13,280</b>	<b>13,390</b>	<b>13,910</b>	<b>14,860</b>	<b>15,240</b>	<b>12,100</b>	<b>13,690</b>	<b>15,800</b>	<b>16,590</b>	<b>5.0%</b>

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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

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

\*\*Retail includes gasoline station employment and earnings.

# Fresno / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	33	35	37	38	44	47	40	40	55	56	2.2%
State Tax Receipts	75	72	69	71	85	90	53	71	87	85	-1.3%
<b>Total</b>	108	107	107	110	129	137	93	111	142	142	0.1%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	62	59	57	59	71	75	38	61	69	67	-3.0%
Business & Employee	12	13	13	13	13	14	14	10	18	19	5.2%
<b>Total</b>	75	72	69	71	85	90	53	71	87	85	-1.3%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	22	23	25	26	30	32	23	29	36	36	1.5%
Business & Employee	11	12	12	13	14	15	17	12	19	20	3.4%
<b>Total</b>	33	35	37	38	44	47	40	40	55	56	2.2%

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

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.

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.

# Glenn / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	46.9	36.8	29.1	46.5	55.4	58.5	27.8	47.6	51.7	51.5	-0.4%
Other Travel*	4.9	4.3	3.8	4.2	4.9	5.1	1.6	3.3	5.0	4.6	-7.6%
<b>Total</b>	<b>51.8</b>	<b>41.1</b>	<b>32.9</b>	<b>50.7</b>	<b>60.4</b>	<b>63.6</b>	<b>29.4</b>	<b>50.9</b>	<b>56.8</b>	<b>56.2</b>	<b>-1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	13.7	7.8	2.0	17.0	18.5	19.6	13.4	14.6	14.2	13.1	-8.2%
Hotel, Motel**								14.3	14.0	12.4	-11.1%
Short Term Vacation Rental**								0.2	0.3	0.7	151.8%
Private Home (VFR)	15.2	13.7	13.7	15.3	16.6	17.7	6.0	18.9	20.4	21.1	3.6%
Seasonal Home (2nd Home)	1.0	1.1	1.1	1.1	1.2	1.3	2.3	2.1	1.4	1.5	2.7%
Campground	1.2	1.2	1.2	1.3	1.3	1.4	1.2	1.6	2.0	2.2	6.1%
Day Travel	15.7	13.1	11.1	11.7	17.7	18.4	4.9	10.5	13.6	13.7	0.7%
<b>Total</b>	<b>46.9</b>	<b>36.8</b>	<b>29.1</b>	<b>46.5</b>	<b>55.4</b>	<b>58.5</b>	<b>27.8</b>	<b>47.6</b>	<b>51.7</b>	<b>51.5</b>	<b>-0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	5.9	3.8	1.5	7.5	8.2	8.7	7.4	8.3	8.3	7.6	-8.5%
Food Service	15.6	13.1	11.2	16.3	19.1	20.0	8.9	16.5	17.7	18.4	4.0%
Food Stores	3.0	2.8	2.6	2.9	3.2	3.2	1.4	3.2	3.7	3.9	5.5%
Arts, Ent. & Rec.	8.3	6.9	5.7	7.9	9.4	9.6	4.0	7.1	7.5	7.7	2.8%
Retail Sales	7.2	5.0	4.0	6.3	8.4	9.3	3.7	7.5	8.1	8.0	-1.5%
Local Tran. & Gas	6.8	5.2	4.1	5.6	7.2	7.6	2.3	4.9	6.4	6.0	-7.2%
<b>Total</b>	<b>46.9</b>	<b>36.8</b>	<b>29.1</b>	<b>46.5</b>	<b>55.4</b>	<b>58.5</b>	<b>27.8</b>	<b>47.6</b>	<b>51.7</b>	<b>51.5</b>	<b>-0.4%</b>

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Glenn / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	9.7	8.7	7.2	11.3	12.1	13.0	11.2	8.3	16.2	17.7	9.2%
Arts, Ent. & Rec.	6.2	5.6	4.7	4.7	4.9	5.3	4.3	0.0	0.0	0.0	N/A
Retail**	1.6	1.3	1.1	1.4	1.4	1.5	1.6	1.3	3.3	4.1	24.2%
Ground Trans.	0.5	0.4	0.4	0.6	1.0	1.1	0.3	0.3	0.3	0.3	-2.8%
Other Travel*	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	1.2	1.7	48.5%
<b>Total</b>	<b>18.2</b>	<b>16.2</b>	<b>13.6</b>	<b>18.2</b>	<b>19.6</b>	<b>21.2</b>	<b>17.7</b>	<b>10.2</b>	<b>20.9</b>	<b>23.8</b>	<b>13.5%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	390	320	250	390	400	390	330	390	400	410	3.0%
Arts, Ent. & Rec.	370	330	260	260	280	300	230	0	0	0	N/A
Retail**	60	50	40	50	50	50	50	70	90	110	17.4%
Ground Trans.	20	10	10	10	20	20	20	10	20	20	0.0%
Other Travel*	10	10	10	10	10	10	10	20	40	60	48.6%
<b>Total</b>	<b>840</b>	<b>710</b>	<b>580</b>	<b>720</b>	<b>760</b>	<b>770</b>	<b>620</b>	<b>490</b>	<b>540</b>	<b>590</b>	<b>8.5%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Glenn / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.6	1.1	0.6	1.5	1.7	1.8	1.5	1.5	1.8	1.8	-1.4%
State Tax Receipts	3.0	2.5	2.0	2.6	3.2	3.4	1.8	2.6	3.0	3.0	0.3%
<b>Total</b>	<b>4.6</b>	<b>3.6</b>	<b>2.7</b>	<b>4.1</b>	<b>4.9</b>	<b>5.2</b>	<b>3.3</b>	<b>4.1</b>	<b>4.8</b>	<b>4.8</b>	<b>-0.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	2.4	1.9	1.6	2.1	2.6	2.8	1.2	2.2	2.3	2.3	-1.9%
Business & Employee	0.7	0.6	0.4	0.6	0.6	0.6	0.6	0.4	0.7	0.7	7.7%
<b>Total</b>	<b>3.0</b>	<b>2.5</b>	<b>2.0</b>	<b>2.6</b>	<b>3.2</b>	<b>3.4</b>	<b>1.8</b>	<b>2.6</b>	<b>3.0</b>	<b>3.0</b>	<b>0.3%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.0	0.6	0.2	0.9	1.1	1.2	0.8	1.1	1.1	1.1	-6.0%
Business & Employee	0.6	0.5	0.4	0.5	0.6	0.6	0.7	0.4	0.7	0.7	6.2%
<b>Total</b>	<b>1.6</b>	<b>1.1</b>	<b>0.6</b>	<b>1.5</b>	<b>1.7</b>	<b>1.8</b>	<b>1.5</b>	<b>1.5</b>	<b>1.8</b>	<b>1.8</b>	<b>-1.4%</b>

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

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.

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.

# Humboldt / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	381.1	392.9	399.9	421.3	452.9	446.5	240.9	446.5	446.2	444.2	-0.4%
Other Travel*	31.1	29.6	28.7	30.8	33.3	37.3	12.2	24.5	37.6	35.1	-6.6%
<b>Total</b>	<b>412.2</b>	<b>422.5</b>	<b>428.6</b>	<b>452.1</b>	<b>486.2</b>	<b>483.7</b>	<b>253.1</b>	<b>471.0</b>	<b>483.7</b>	<b>479.3</b>	<b>-0.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	188.2	201.7	207.2	217.8	233.6	219.3	118.0	233.1	186.5	174.2	-6.6%
Hotel, Motel**								161.6	133.0	119.0	-10.5%
Short Term Vacation Rental**								71.4	53.5	55.2	3.3%
Private Home (VFR)	72.3	68.1	68.6	74.0	81.4	84.4	27.8	85.4	94.4	97.2	3.0%
Seasonal Home (2nd Home)	11.6	12.1	12.3	13.0	14.2	14.5	22.1	19.9	21.1	21.6	2.5%
Campground	55.8	56.9	57.5	60.4	63.3	68.3	57.1	74.2	96.8	102.7	6.1%
Day Travel	53.2	54.1	54.2	56.1	60.4	60.0	15.8	34.0	47.4	48.5	2.3%
<b>Total</b>	<b>381.1</b>	<b>392.9</b>	<b>399.9</b>	<b>421.3</b>	<b>452.9</b>	<b>446.5</b>	<b>240.9</b>	<b>446.5</b>	<b>446.2</b>	<b>444.2</b>	<b>-0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	81.8	89.8	94.3	99.6	103.8	96.9	72.0	134.5	115.5	109.3	-5.4%
Food Service	106.9	113.3	117.4	122.9	132.4	131.2	64.4	116.3	117.5	122.7	4.4%
Food Stores	27.4	28.5	28.5	28.9	29.6	30.3	19.9	36.9	41.7	44.7	7.0%
Arts, Ent. & Rec.	54.4	56.3	57.3	58.5	61.6	59.6	28.5	53.8	51.1	52.9	3.5%
Retail Sales	43.0	40.4	40.6	44.8	50.6	52.5	23.7	45.0	46.1	45.6	-1.1%
Local Tran. & Gas	62.3	58.8	54.8	59.5	67.9	67.7	29.3	54.1	65.6	61.4	-6.4%
Visitor Air	5.2	5.7	7.0	7.1	7.0	8.3	3.1	5.8	8.7	7.8	-10.3%
<b>Total</b>	<b>381.1</b>	<b>392.9</b>	<b>399.9</b>	<b>421.3</b>	<b>452.9</b>	<b>446.5</b>	<b>240.9</b>	<b>446.5</b>	<b>446.2</b>	<b>444.2</b>	<b>-0.4%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Humboldt / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	86.9	94.6	100.7	108.3	116.9	116.5	95.3	58.7	134.3	136.7	1.8%
Arts, Ent. & Rec.	21.7	21.6	22.2	23.9	26.0	26.4	18.6	17.8	24.4	25.7	5.2%
Retail**	10.4	10.5	10.8	12.2	13.4	13.4	14.2	7.0	15.7	16.2	2.8%
Ground Trans.	6.1	6.6	7.2	8.1	11.0	11.5	4.8	3.0	5.4	5.9	11.0%
Visitor Air	0.5	0.5	0.6	6.4	7.0	8.9	9.8	29.2	30.5	32.9	7.9%
Other Travel*	1.7	1.8	2.2	9.6	9.8	13.6	12.0	38.1	42.7	47.6	11.5%
<b>Total</b>	<b>127.2</b>	<b>135.8</b>	<b>143.8</b>	<b>168.5</b>	<b>184.1</b>	<b>190.3</b>	<b>154.6</b>	<b>153.7</b>	<b>253.0</b>	<b>265.0</b>	<b>4.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	3,180	3,280	3,300	3,360	3,520	3,340	2,630	2,950	3,260	3,190	-2.1%
Arts, Ent. & Rec.	1,530	1,670	1,600	1,600	1,770	1,770	1,160	1,130	1,290	1,240	-4.4%
Retail**	350	340	330	350	370	370	360	340	360	350	-1.9%
Ground Trans.	150	160	160	170	210	220	180	170	210	230	7.6%
Visitor Air	20	20	20	70	70	90	90	210	210	210	1.4%
Other Travel*	80	80	90	140	140	180	150	320	340	350	3.9%
<b>Total</b>	<b>5,300</b>	<b>5,540</b>	<b>5,500</b>	<b>5,680</b>	<b>6,080</b>	<b>5,970</b>	<b>4,560</b>	<b>5,120</b>	<b>5,660</b>	<b>5,560</b>	<b>-1.7%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Humboldt / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	13.4	14.6	15.4	17.5	19.0	18.5	14.6	21.3	22.1	21.4	-3.2%
State Tax Receipts	20.5	20.3	19.8	20.4	22.9	23.5	14.4	21.8	24.3	24.1	-1.1%
<b>Total</b>	<b>33.9</b>	<b>34.9</b>	<b>35.2</b>	<b>37.9</b>	<b>41.9</b>	<b>42.0</b>	<b>29.0</b>	<b>43.1</b>	<b>46.4</b>	<b>45.4</b>	<b>-2.1%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	15.8	15.4	14.9	15.4	17.9	18.3	9.0	16.2	16.3	16.1	-1.4%
Business & Employee	4.7	4.9	4.9	5.0	5.1	5.2	5.3	5.5	8.0	8.0	-0.5%
<b>Total</b>	<b>20.5</b>	<b>20.3</b>	<b>19.8</b>	<b>20.4</b>	<b>22.9</b>	<b>23.5</b>	<b>14.4</b>	<b>21.8</b>	<b>24.3</b>	<b>24.1</b>	<b>-1.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	9.4	10.4	11.1	12.4	13.3	12.7	8.3	15.0	13.3	12.8	-4.0%
Business & Employee	4.0	4.2	4.3	5.1	5.7	5.9	6.3	6.3	8.7	8.6	-2.0%
<b>Total</b>	<b>13.4</b>	<b>14.6</b>	<b>15.4</b>	<b>17.5</b>	<b>19.0</b>	<b>18.5</b>	<b>14.6</b>	<b>21.3</b>	<b>22.1</b>	<b>21.4</b>	<b>-3.2%</b>

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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.

# Imperial / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	329.9	326.1	328.1	350.0	377.7	401.4	280.7	404.1	480.2	495.3	3.1%
Other Travel*	32.4	28.5	25.2	29.0	33.3	34.5	11.1	21.9	33.5	30.9	-7.5%
<b>Total</b>	<b>362.3</b>	<b>354.6</b>	<b>353.3</b>	<b>379.0</b>	<b>411.1</b>	<b>435.9</b>	<b>291.8</b>	<b>425.9</b>	<b>513.7</b>	<b>526.3</b>	<b>2.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	73.9	73.0	72.6	78.2	86.9	92.1	79.9	98.1	101.8	98.6	-3.1%
Hotel, Motel**								95.3	98.8	94.5	-4.3%
Short Term Vacation Rental**								2.8	3.0	4.1	36.1%
Private Home (VFR)	83.3	77.7	78.1	85.5	93.9	99.3	38.7	101.7	111.0	114.8	3.4%
Seasonal Home (2nd Home)	16.7	17.4	17.7	18.8	20.6	21.1	28.4	25.5	24.0	24.6	2.5%
Campground	118.8	120.9	122.4	128.4	134.7	145.3	121.4	157.7	205.7	218.2	6.1%
Day Travel	37.1	37.1	37.4	39.0	41.7	43.7	12.3	21.1	37.7	39.1	3.7%
<b>Total</b>	<b>329.9</b>	<b>326.1</b>	<b>328.1</b>	<b>350.0</b>	<b>377.7</b>	<b>401.4</b>	<b>280.7</b>	<b>404.1</b>	<b>480.2</b>	<b>495.3</b>	<b>3.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	57.2	58.7	59.9	62.0	65.8	70.3	64.2	80.3	89.0	91.1	2.4%
Food Service	89.3	92.0	95.9	101.8	108.5	114.0	77.8	115.6	131.2	139.4	6.2%
Food Stores	42.1	43.7	44.1	44.9	45.7	48.2	37.1	52.0	65.3	70.4	7.9%
Arts, Ent. & Rec.	45.9	46.3	47.3	49.1	51.0	52.4	34.8	49.2	54.7	57.4	5.0%
Retail Sales	34.0	29.6	30.0	35.3	41.2	46.5	28.3	44.8	50.9	51.0	0.3%
Local Tran. & Gas	61.3	55.7	51.0	56.9	65.5	69.4	38.2	61.5	88.3	85.2	-3.5%
Visitor Air	0.0	0.1	0.0	0.0	0.0	0.6	0.3	0.5	0.9	0.8	-11.1%
<b>Total</b>	<b>329.9</b>	<b>326.1</b>	<b>328.1</b>	<b>350.0</b>	<b>377.7</b>	<b>401.4</b>	<b>280.7</b>	<b>404.1</b>	<b>480.2</b>	<b>495.3</b>	<b>3.1%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Imperial / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	54.8	56.4	61.3	63.8	66.0	70.7	59.7	38.1	85.7	96.7	12.9%
Arts, Ent. & Rec.	26.1	25.3	26.4	21.8	18.7	20.2	11.6	7.6	18.1	22.9	26.2%
Retail**	11.0	10.9	11.3	12.2	13.2	13.9	14.6	7.8	17.5	18.0	2.6%
Ground Trans.	4.6	4.8	5.3	6.3	9.0	10.0	4.8	3.1	4.8	4.9	2.1%
Visitor Air	0.0	0.3	0.0	0.0	0.0	1.3	1.0	2.1	2.0	2.4	23.1%
Other Travel*	1.5	1.3	1.5	1.6	1.7	2.7	2.6	1.9	3.5	3.4	-1.2%
<b>Total</b>	<b>98.0</b>	<b>99.0</b>	<b>105.7</b>	<b>105.6</b>	<b>108.7</b>	<b>118.7</b>	<b>94.2</b>	<b>60.6</b>	<b>131.6</b>	<b>148.3</b>	<b>12.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,510	2,390	2,430	2,480	2,380	2,440	1,970	2,340	2,460	2,540	3.2%
Arts, Ent. & Rec.	1,530	1,530	1,470	1,330	1,030	1,050	580	630	840	970	15.3%
Retail**	430	420	420	440	460	460	450	460	470	470	0.0%
Ground Trans.	120	120	130	140	180	200	220	220	260	280	5.4%
Visitor Air	0	0	0	0	0	10	10	20	10	20	15.4%
Other Travel*	60	60	70	70	70	80	70	80	80	80	-3.6%
<b>Total</b>	<b>4,650</b>	<b>4,520</b>	<b>4,520</b>	<b>4,450</b>	<b>4,120</b>	<b>4,250</b>	<b>3,300</b>	<b>3,730</b>	<b>4,130</b>	<b>4,360</b>	<b>5.4%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Imperial / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	9.7	9.8	10.0	10.2	11.2	12.1	10.7	11.0	14.1	14.6	3.9%
State Tax Receipts	19.4	18.4	17.7	18.3	21.1	22.8	15.7	21.0	25.1	25.4	1.1%
<b>Total</b>	<b>29.0</b>	<b>28.1</b>	<b>27.7</b>	<b>28.5</b>	<b>32.3</b>	<b>34.8</b>	<b>26.5</b>	<b>31.9</b>	<b>39.2</b>	<b>40.0</b>	<b>2.1%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	15.8	14.8	14.2	15.0	17.9	19.3	12.1	18.7	20.6	20.6	-0.1%
Business & Employee	3.6	3.5	3.5	3.3	3.2	3.5	3.6	2.3	4.5	4.8	6.7%
<b>Total</b>	<b>19.4</b>	<b>18.4</b>	<b>17.7</b>	<b>18.3</b>	<b>21.1</b>	<b>22.8</b>	<b>15.7</b>	<b>21.0</b>	<b>25.1</b>	<b>25.4</b>	<b>1.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	6.4	6.5	6.7	7.0	7.9	8.4	6.9	8.6	9.8	10.1	3.2%
Business & Employee	3.2	3.2	3.3	3.2	3.3	3.6	3.8	2.4	4.3	4.6	5.5%
<b>Total</b>	<b>9.7</b>	<b>9.8</b>	<b>10.0</b>	<b>10.2</b>	<b>11.2</b>	<b>12.1</b>	<b>10.7</b>	<b>11.0</b>	<b>14.1</b>	<b>14.6</b>	<b>3.9%</b>

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

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.

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.

# Inyo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	227.9	226.2	236.3	236.9	244.9	263.5	153.5	209.3	262.7	272.7	3.8%
Other Travel*	3.7	3.3	3.0	3.3	3.8	3.9	1.4	2.8	4.1	3.9	-4.7%
<b>Total</b>	<b>231.6</b>	<b>229.5</b>	<b>239.2</b>	<b>240.2</b>	<b>248.7</b>	<b>267.4</b>	<b>154.9</b>	<b>212.1</b>	<b>266.8</b>	<b>276.7</b>	<b>3.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	139.0	139.0	147.6	143.8	149.0	160.6	100.7	130.5	152.3	156.5	2.8%
Hotel, Motel**								118.8	139.1	142.4	2.3%
Short Term Vacation Rental**								11.7	13.1	14.2	7.9%
Private Home (VFR)	9.3	8.5	8.6	9.2	9.9	10.6	3.5	11.5	12.4	12.9	3.3%
Seasonal Home (2nd Home)	3.5	3.6	3.6	3.8	4.1	4.2	5.2	4.7	5.2	5.3	2.4%
Campground	29.9	29.5	29.9	31.3	32.9	35.5	29.7	38.7	50.5	53.5	6.1%
Day Travel	46.3	45.5	46.6	48.8	49.0	52.5	14.3	24.0	42.4	44.5	5.0%
<b>Total</b>	<b>227.9</b>	<b>226.2</b>	<b>236.3</b>	<b>236.9</b>	<b>244.9</b>	<b>263.5</b>	<b>153.5</b>	<b>209.3</b>	<b>262.7</b>	<b>272.7</b>	<b>3.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	57.9	59.2	64.3	64.2	66.2	71.7	54.8	71.9	83.8	86.3	3.0%
Food Service	65.5	66.5	70.7	70.6	72.9	78.9	41.5	55.6	70.5	75.6	7.2%
Food Stores	12.5	12.6	12.8	12.8	12.9	13.8	9.8	14.0	17.9	19.4	8.0%
Arts, Ent. & Rec.	34.6	34.3	35.8	35.1	35.3	37.3	18.4	25.0	30.7	32.5	5.9%
Retail Sales	28.8	27.9	28.6	28.4	28.9	30.8	14.4	20.3	25.9	26.2	1.3%
Local Tran. & Gas	28.6	25.6	24.0	25.7	28.8	31.0	14.6	22.5	33.9	32.8	-3.4%
<b>Total</b>	<b>227.9</b>	<b>226.2</b>	<b>236.3</b>	<b>236.9</b>	<b>244.9</b>	<b>263.5</b>	<b>153.5</b>	<b>209.3</b>	<b>262.7</b>	<b>272.7</b>	<b>3.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Inyo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	32.5	35.2	37.4	41.6	46.1	51.0	38.9	23.4	51.2	54.1	5.8%
Arts, Ent. & Rec.	9.4	9.4	10.5	10.5	12.0	13.5	10.4	12.2	16.3	15.9	-2.7%
Retail**	5.9	6.0	6.3	6.8	6.9	7.1	7.3	4.3	9.0	9.7	7.9%
Ground Trans.	2.7	2.7	3.1	3.4	4.8	5.4	2.0	0.6	2.0	2.0	0.1%
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.5	0.5	-0.5%
<b>Total</b>	<b>50.7</b>	<b>53.5</b>	<b>57.6</b>	<b>62.8</b>	<b>70.3</b>	<b>77.3</b>	<b>59.0</b>	<b>40.8</b>	<b>79.0</b>	<b>82.2</b>	<b>4.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,370	1,420	1,440	1,500	1,540	1,750	1,370	1,390	1,520	1,510	-0.7%
Arts, Ent. & Rec.	600	550	560	590	650	710	530	630	750	700	-7.0%
Retail**	210	200	200	210	220	210	210	230	220	230	0.9%
Ground Trans.	70	70	70	70	90	110	100	90	110	110	3.8%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-7.7%
<b>Total</b>	<b>2,260</b>	<b>2,260</b>	<b>2,290</b>	<b>2,390</b>	<b>2,510</b>	<b>2,790</b>	<b>2,210</b>	<b>2,350</b>	<b>2,610</b>	<b>2,550</b>	<b>-2.2%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Inyo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	8.7	8.9	9.6	9.7	10.3	11.2	8.8	10.7	13.4	13.7	2.2%
State Tax Receipts	8.3	8.0	8.0	7.9	8.7	9.4	6.1	8.4	11.0	11.1	1.1%
<b>Total</b>	17.0	16.9	17.6	17.6	19.0	20.6	14.9	19.1	24.4	24.8	1.7%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	6.3	6.0	6.0	5.9	6.5	7.1	3.9	6.9	8.3	8.5	1.7%
Business & Employee	1.9	2.0	2.0	2.0	2.1	2.3	2.3	1.5	2.7	2.7	-0.8%
<b>Total</b>	8.3	8.0	8.0	7.9	8.7	9.4	6.1	8.4	11.0	11.1	1.1%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	7.0	7.2	7.8	7.7	8.1	8.8	6.4	9.0	10.6	11.0	3.5%
Business & Employee	1.7	1.8	1.8	1.9	2.2	2.4	2.4	1.7	2.7	2.7	-2.6%
<b>Total</b>	8.7	8.9	9.6	9.7	10.3	11.2	8.8	10.7	13.4	13.7	2.2%

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# Kern / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,317	1,331	1,252	1,358	1,501	1,580	1,034	1,581	1,772	1,807	2.0%
Other Travel*	180	162	144	160	185	195	67	125	193	187	-2.9%
<b>Total</b>	<b>1,497</b>	<b>1,492</b>	<b>1,396</b>	<b>1,518</b>	<b>1,686</b>	<b>1,775</b>	<b>1,101</b>	<b>1,706</b>	<b>1,964</b>	<b>1,994</b>	<b>1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	437	466	419	457	513	550	496	602	639	648	1.3%
Hotel, Motel**								553	585	586	0.2%
Short Term Vacation Rental**								48	54	61	13.4%
Private Home (VFR)	320	306	292	330	372	393	82	404	455	465	2.2%
Seasonal Home (2nd Home)	139	135	138	144	154	157	274	248	196	200	1.8%
Campground	79	78	79	83	87	94	79	102	133	141	6.1%
Day Travel	343	345	324	343	375	385	103	225	348	353	1.4%
<b>Total</b>	<b>1,317</b>	<b>1,331</b>	<b>1,252</b>	<b>1,358</b>	<b>1,501</b>	<b>1,580</b>	<b>1,034</b>	<b>1,581</b>	<b>1,772</b>	<b>1,807</b>	<b>2.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	232	248	235	249	270	287	298	358	357	359	0.6%
Food Service	345	365	353	380	414	435	285	440	492	523	6.4%
Food Stores	75	78	75	77	80	82	60	97	109	116	6.1%
Arts, Ent. & Rec.	172	178	169	177	189	193	128	187	199	209	5.0%
Retail Sales	186	179	167	190	220	240	127	222	252	252	0.2%
Local Tran. & Gas	306	283	245	275	319	331	131	271	351	332	-5.4%
Visitor Air	0	0	9	9	10	12	5	7	12	15	27.7%
<b>Total</b>	<b>1,317</b>	<b>1,331</b>	<b>1,252</b>	<b>1,358</b>	<b>1,501</b>	<b>1,580</b>	<b>1,034</b>	<b>1,581</b>	<b>1,772</b>	<b>1,807</b>	<b>2.0%</b>

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Kern / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	228	262	265	306	338	360	322	199	450	487	8.3%
Arts, Ent. & Rec.	86	81	81	92	91	96	65	44	110	111	0.9%
Retail**	41	42	40	45	48	50	53	29	66	69	4.4%
Ground Trans.	25	27	27	32	44	48	24	21	27	30	9.0%
Visitor Air	0	0	0	9	9	13	12	38	40	43	8.9%
Other Travel*	9	9	11	25	26	33	33	64	77	85	11.0%
<b>Total</b>	<b>389</b>	<b>421</b>	<b>425</b>	<b>508</b>	<b>558</b>	<b>601</b>	<b>509</b>	<b>396</b>	<b>769</b>	<b>824</b>	<b>7.2%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	9,030	9,890	9,240	10,400	11,040	11,100	9,730	10,900	11,910	12,240	2.7%
Arts, Ent. & Rec.	4,400	4,230	4,040	4,240	4,210	4,280	2,610	3,040	4,010	4,270	6.7%
Retail**	1,410	1,420	1,340	1,460	1,520	1,520	1,480	1,570	1,610	1,600	-0.4%
Ground Trans.	640	650	620	660	860	950	840	810	970	1,040	6.9%
Visitor Air	0	0	10	90	90	130	110	280	270	280	2.2%
Other Travel*	310	320	310	440	460	530	510	690	740	760	3.4%
<b>Total</b>	<b>15,790</b>	<b>16,520</b>	<b>15,560</b>	<b>17,300</b>	<b>18,170</b>	<b>18,500</b>	<b>15,290</b>	<b>17,280</b>	<b>19,510</b>	<b>20,190</b>	<b>3.5%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Kern / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	33	35	33	36	42	45	41	47	59	70	18.3%
State Tax Receipts	86	83	76	81	96	102	62	91	107	104	-3.2%
<b>Total</b>	<b>118</b>	<b>118</b>	<b>109</b>	<b>117</b>	<b>138</b>	<b>147</b>	<b>103</b>	<b>137</b>	<b>167</b>	<b>174</b>	<b>4.5%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	71	68	61	65	79	84	43	76	81	80	-1.9%
Business & Employee	15	16	15	16	17	18	19	15	26	24	-7.1%
<b>Total</b>	<b>86</b>	<b>83</b>	<b>76</b>	<b>81</b>	<b>96</b>	<b>102</b>	<b>62</b>	<b>91</b>	<b>107</b>	<b>104</b>	<b>-3.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	20	22	20	21	25	27	21	31	34	43	25.0%
Business & Employee	12	13	13	15	16	18	20	15	25	28	9.4%
<b>Total</b>	<b>33</b>	<b>35</b>	<b>33</b>	<b>36</b>	<b>42</b>	<b>45</b>	<b>41</b>	<b>47</b>	<b>59</b>	<b>70</b>	<b>18.3%</b>

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# Kings / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	140.2	140.3	138.2	144.3	158.1	165.3	83.4	175.2	199.1	200.8	0.9%
Other Travel*	26.5	23.5	20.5	23.0	27.0	28.1	8.8	18.0	27.6	25.6	-7.4%
<b>Total</b>	<b>166.7</b>	<b>163.8</b>	<b>158.7</b>	<b>167.3</b>	<b>185.0</b>	<b>193.4</b>	<b>92.2</b>	<b>193.2</b>	<b>226.7</b>	<b>226.3</b>	<b>-0.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	28.7	32.4	33.1	30.8	34.9	36.8	38.7	46.6	50.0	47.1	-5.8%
Hotel, Motel**								45.1	48.3	44.9	-7.2%
Short Term Vacation Rental**								1.5	1.7	2.3	34.6%
Private Home (VFR)	77.9	73.8	71.6	78.4	86.5	91.1	32.6	102.3	112.0	115.9	3.5%
Seasonal Home (2nd Home)	1.4	1.5	1.5	1.6	1.7	1.8	0.7	0.6	0.8	0.8	2.7%
Campground	4.1	4.1	4.2	4.4	4.6	4.9	4.1	5.3	7.0	7.4	6.1%
Day Travel	28.0	28.6	27.9	29.2	30.4	30.8	7.2	20.3	29.3	29.5	0.6%
<b>Total</b>	<b>140.2</b>	<b>140.3</b>	<b>138.2</b>	<b>144.3</b>	<b>158.1</b>	<b>165.3</b>	<b>83.4</b>	<b>175.2</b>	<b>199.1</b>	<b>200.8</b>	<b>0.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	11.9	13.5	14.2	13.5	15.2	16.1	14.6	19.8	21.6	20.5	-5.3%
Food Service	48.8	51.8	52.4	53.8	57.3	58.9	30.6	66.1	73.7	77.0	4.4%
Food Stores	12.3	12.8	12.3	12.4	12.8	12.8	5.9	15.0	17.2	18.0	4.5%
Arts, Ent. & Rec.	24.0	24.9	24.7	24.8	25.8	25.8	12.5	26.4	28.8	29.6	2.9%
Retail Sales	19.7	15.7	15.6	19.1	23.0	27.1	12.1	28.9	32.3	31.9	-1.1%
Local Tran. & Gas	23.5	21.5	19.0	20.8	24.0	24.6	7.7	19.1	25.5	23.8	-6.6%
<b>Total</b>	<b>140.2</b>	<b>140.3</b>	<b>138.2</b>	<b>144.3</b>	<b>158.1</b>	<b>165.3</b>	<b>83.4</b>	<b>175.2</b>	<b>199.1</b>	<b>200.8</b>	<b>0.9%</b>

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Kings / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	30.4	35.0	36.9	37.9	44.6	47.0	45.0	28.6	61.0	63.8	4.7%
Arts, Ent. & Rec.	7.0	8.2	9.0	8.4	10.1	10.5	9.7	7.6	20.1	21.4	6.6%
Retail**	4.7	4.4	4.4	4.9	5.5	6.0	6.3	3.5	7.6	7.9	4.2%
Ground Trans.	1.7	1.8	1.9	2.2	3.1	3.4	1.2	0.6	1.1	1.2	1.0%
Other Travel*	0.9	1.0	1.1	1.0	1.0	1.0	1.2	0.8	1.5	1.6	5.2%
<b>Total</b>	<b>44.7</b>	<b>50.4</b>	<b>53.3</b>	<b>54.3</b>	<b>64.5</b>	<b>67.8</b>	<b>63.4</b>	<b>41.1</b>	<b>91.3</b>	<b>95.9</b>	<b>5.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,230	1,340	1,310	1,300	1,490	1,490	1,420	1,630	1,730	1,730	0.1%
Arts, Ent. & Rec.	430	450	460	420	510	500	430	550	720	790	9.5%
Retail**	180	160	150	170	190	200	190	190	200	200	0.5%
Ground Trans.	40	50	50	50	60	70	50	50	60	60	3.3%
Other Travel*	50	50	50	50	50	50	60	50	60	60	3.2%
<b>Total</b>	<b>1,930</b>	<b>2,050</b>	<b>2,020</b>	<b>1,990</b>	<b>2,300</b>	<b>2,300</b>	<b>2,150</b>	<b>2,470</b>	<b>2,770</b>	<b>2,840</b>	<b>2.7%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Kings / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	2.9	3.2	3.3	3.2	3.9	4.1	4.1	4.3	6.0	5.9	-1.8%
State Tax Receipts	10.3	9.9	9.3	9.6	11.4	12.1	6.8	10.8	13.0	12.8	-1.4%
<b>Total</b>	<b>13.2</b>	<b>13.1</b>	<b>12.6</b>	<b>12.8</b>	<b>15.3</b>	<b>16.3</b>	<b>10.9</b>	<b>15.1</b>	<b>19.0</b>	<b>18.7</b>	<b>-1.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	8.6	8.1	7.5	7.9	9.5	10.1	4.5	9.3	10.0	9.8	-1.7%
Business & Employee	1.7	1.8	1.8	1.7	1.9	2.0	2.3	1.5	3.0	3.0	-0.5%
<b>Total</b>	<b>10.3</b>	<b>9.9</b>	<b>9.3</b>	<b>9.6</b>	<b>11.4</b>	<b>12.1</b>	<b>6.8</b>	<b>10.8</b>	<b>13.0</b>	<b>12.8</b>	<b>-1.4%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.5	1.6	1.7	1.7	2.0	2.1	1.6	2.7	3.0	2.9	-1.9%
Business & Employee	1.4	1.6	1.6	1.6	1.9	2.0	2.5	1.6	3.0	3.0	-1.7%
<b>Total</b>	<b>2.9</b>	<b>3.2</b>	<b>3.3</b>	<b>3.2</b>	<b>3.9</b>	<b>4.1</b>	<b>4.1</b>	<b>4.3</b>	<b>6.0</b>	<b>5.9</b>	<b>-1.8%</b>

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

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.

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.

# Lake / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	141.0	143.8	145.5	147.9	159.9	165.6	127.3	171.8	179.1	181.8	1.5%
Other Travel*	13.5	12.5	11.5	12.7	14.5	15.1	5.9	10.1	14.9	14.1	-4.9%
<b>Total</b>	<b>154.5</b>	<b>156.3</b>	<b>156.9</b>	<b>160.6</b>	<b>174.4</b>	<b>180.7</b>	<b>133.3</b>	<b>181.9</b>	<b>194.0</b>	<b>195.9</b>	<b>1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	30.0	33.0	34.5	30.6	33.7	34.5	31.7	43.8	37.3	34.9	-6.4%
Hotel, Motel**								29.9	24.3	21.8	-10.2%
Short Term Vacation Rental**								13.9	13.0	13.1	0.8%
Private Home (VFR)	34.0	32.0	31.3	33.8	37.3	39.2	13.1	43.9	47.6	49.3	3.6%
Seasonal Home (2nd Home)	37.3	38.8	39.5	41.7	45.5	46.6	56.4	50.7	46.7	47.8	2.5%
Campground	15.1	15.2	15.4	16.1	16.9	18.3	15.3	19.8	25.8	27.4	6.1%
Day Travel	24.6	24.8	24.8	25.6	26.4	27.1	10.8	13.6	21.7	22.3	2.6%
<b>Total</b>	<b>141.0</b>	<b>143.8</b>	<b>145.5</b>	<b>147.9</b>	<b>159.9</b>	<b>165.6</b>	<b>127.3</b>	<b>171.8</b>	<b>179.1</b>	<b>181.8</b>	<b>1.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	27.9	30.1	31.7	30.5	31.7	32.7	35.6	41.9	40.8	39.4	-3.2%
Food Service	43.2	45.4	47.0	47.2	49.8	51.5	38.5	52.7	53.7	56.8	5.8%
Food Stores	10.2	10.5	10.5	10.4	10.6	11.0	7.4	13.1	15.1	16.0	5.8%
Arts, Ent. & Rec.	23.5	24.2	24.5	24.2	24.8	25.0	18.7	24.5	24.1	25.2	4.2%
Retail Sales	15.0	14.3	14.5	16.9	21.4	23.2	16.2	22.6	23.5	23.4	0.0%
Local Tran. & Gas	21.1	19.2	17.4	18.7	21.5	22.3	11.0	16.9	22.0	21.0	-4.7%
<b>Total</b>	<b>141.0</b>	<b>143.8</b>	<b>145.5</b>	<b>147.9</b>	<b>159.9</b>	<b>165.6</b>	<b>127.3</b>	<b>171.8</b>	<b>179.1</b>	<b>181.8</b>	<b>1.5%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Lake / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	27.4	29.3	32.2	33.3	35.7	37.9	34.5	22.0	46.0	45.6	-0.9%
Arts, Ent. & Rec.	4.0	3.9	3.8	4.1	4.6	4.8	5.4	5.7	6.0	4.2	-30.5%
Retail**	3.8	3.9	4.0	4.5	5.1	5.3	6.1	3.0	7.3	7.2	-1.1%
Ground Trans.	1.6	1.7	1.8	2.0	2.9	3.2	1.5	1.0	1.5	1.5	-1.8%
Other Travel*	1.3	1.4	1.6	1.7	1.8	2.0	1.7	1.3	2.4	2.5	3.1%
<b>Total</b>	<b>38.1</b>	<b>40.2</b>	<b>43.3</b>	<b>45.7</b>	<b>50.1</b>	<b>53.1</b>	<b>49.2</b>	<b>32.9</b>	<b>63.3</b>	<b>61.0</b>	<b>-3.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,090	1,100	1,110	1,090	1,140	1,160	1,010	1,140	1,220	1,100	-9.9%
Arts, Ent. & Rec.	330	290	310	310	360	340	350	360	330	260	-22.3%
Retail**	150	140	140	150	160	170	180	180	190	180	-5.8%
Ground Trans.	40	40	40	40	60	60	70	70	80	80	2.6%
Other Travel*	30	30	30	30	30	40	30	40	50	50	-4.2%
<b>Total</b>	<b>1,630</b>	<b>1,590</b>	<b>1,630</b>	<b>1,620</b>	<b>1,750</b>	<b>1,770</b>	<b>1,640</b>	<b>1,780</b>	<b>1,860</b>	<b>1,660</b>	<b>-11.0%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Lake / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	2.9	3.1	3.3	3.2	3.7	3.9	4.1	4.4	5.3	5.0	-5.3%
State Tax Receipts	7.7	7.5	7.3	7.4	8.5	9.0	6.6	8.1	9.1	8.9	-2.1%
<b>Total</b>	<b>10.6</b>	<b>10.6</b>	<b>10.6</b>	<b>10.6</b>	<b>12.2</b>	<b>12.8</b>	<b>10.7</b>	<b>12.6</b>	<b>14.4</b>	<b>13.9</b>	<b>-3.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	6.2	6.0	5.8	5.9	7.0	7.4	4.7	6.9	7.0	7.0	-0.2%
Business & Employee	1.4	1.5	1.5	1.5	1.5	1.6	1.9	1.2	2.1	1.9	-8.7%
<b>Total</b>	<b>7.7</b>	<b>7.5</b>	<b>7.3</b>	<b>7.4</b>	<b>8.5</b>	<b>9.0</b>	<b>6.6</b>	<b>8.1</b>	<b>9.1</b>	<b>8.9</b>	<b>-2.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.7	1.9	2.0	1.9	2.2	2.3	2.2	3.2	3.2	3.1	-2.3%
Business & Employee	1.2	1.3	1.3	1.3	1.5	1.6	1.9	1.3	2.1	1.9	-9.8%
<b>Total</b>	<b>2.9</b>	<b>3.1</b>	<b>3.3</b>	<b>3.2</b>	<b>3.7</b>	<b>3.9</b>	<b>4.1</b>	<b>4.4</b>	<b>5.3</b>	<b>5.0</b>	<b>-5.3%</b>

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

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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.

# Lassen / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	54.8	53.7	55.0	58.8	59.6	64.8	37.8	60.4	62.2	63.7	2.4%
Other Travel*	5.6	4.8	4.2	4.7	5.4	5.6	1.7	3.7	5.3	4.9	-7.6%
<b>Total</b>	<b>60.4</b>	<b>58.5</b>	<b>59.1</b>	<b>63.5</b>	<b>65.0</b>	<b>70.5</b>	<b>39.5</b>	<b>64.1</b>	<b>67.5</b>	<b>68.6</b>	<b>1.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	13.4	13.9	14.9	16.2	15.3	17.0	9.6	14.4	8.3	7.8	-6.1%
Hotel, Motel**								13.2	7.6	6.9	-9.3%
Short Term Vacation Rental**								1.2	0.7	0.9	28.3%
Private Home (VFR)	17.1	15.7	15.6	17.0	17.6	19.6	6.4	20.9	21.4	22.2	3.6%
Seasonal Home (2nd Home)	6.5	6.7	6.8	7.2	7.9	8.1	11.8	10.6	12.4	12.7	2.5%
Campground	5.8	5.8	5.9	6.1	6.4	6.9	5.8	7.5	9.7	10.3	6.2%
Day Travel	11.9	11.7	11.8	12.3	12.4	13.3	4.2	6.9	10.3	10.6	3.1%
<b>Total</b>	<b>54.8</b>	<b>53.7</b>	<b>55.0</b>	<b>58.8</b>	<b>59.6</b>	<b>64.8</b>	<b>37.8</b>	<b>60.4</b>	<b>62.2</b>	<b>63.7</b>	<b>2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	8.9	9.3	9.9	10.6	10.4	11.4	9.8	12.5	10.7	10.5	-2.0%
Food Service	17.2	17.5	18.4	19.4	19.2	20.7	11.5	19.4	19.8	21.1	6.4%
Food Stores	4.3	4.3	4.3	4.3	4.2	4.5	2.6	4.9	5.5	5.9	6.4%
Arts, Ent. & Rec.	9.1	9.0	9.3	9.6	9.3	9.7	5.4	8.5	8.6	9.0	5.0%
Retail Sales	6.8	5.9	6.1	7.2	8.1	9.3	4.9	8.5	8.9	9.0	0.4%
Local Tran. & Gas	8.6	7.7	7.0	7.8	8.5	9.1	3.6	6.6	8.6	8.2	-4.5%
<b>Total</b>	<b>54.8</b>	<b>53.7</b>	<b>55.0</b>	<b>58.8</b>	<b>59.6</b>	<b>64.8</b>	<b>37.8</b>	<b>60.4</b>	<b>62.2</b>	<b>63.7</b>	<b>2.4%</b>

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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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Lassen / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	11.2	12.7	13.2	13.3	12.3	13.6	11.4	6.8	13.6	13.4	-0.9%
Arts, Ent. & Rec.	6.1	5.1	5.3	5.6	8.5	9.2	7.4	9.4	8.2	9.1	10.3%
Retail**	1.8	1.7	1.8	1.9	1.9	2.0	2.2	1.3	2.6	2.3	-10.3%
Ground Trans.	0.6	0.7	0.7	0.9	1.2	1.3	0.5	0.4	0.5	0.5	-2.3%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	-29.7%
<b>Total</b>	<b>19.9</b>	<b>20.3</b>	<b>21.3</b>	<b>21.8</b>	<b>24.1</b>	<b>26.3</b>	<b>21.6</b>	<b>18.0</b>	<b>25.1</b>	<b>25.4</b>	<b>1.5%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	480	510	490	470	410	450	370	360	370	370	0.0%
Arts, Ent. & Rec.	370	340	330	330	480	570	420	560	470	530	11.0%
Retail**	60	60	60	60	60	60	60	60	50	40	-15.7%
Ground Trans.	20	20	20	20	20	30	20	20	20	30	8.7%
Other Travel*	9	9	9	8	8	8	7	8	7	5	-28.6%
<b>Total</b>	<b>930</b>	<b>940</b>	<b>900</b>	<b>880</b>	<b>980</b>	<b>1,110</b>	<b>870</b>	<b>1,000</b>	<b>930</b>	<b>970</b>	<b>4.7%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Lassen / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.4	1.5	1.5	1.6	1.7	1.9	1.6	1.9	1.8	1.8	-2.5%
State Tax Receipts	3.4	3.2	3.1	3.2	3.5	3.8	2.3	3.3	3.5	3.5	-1.1%
<b>Total</b>	<b>4.8</b>	<b>4.7</b>	<b>4.6</b>	<b>4.8</b>	<b>5.2</b>	<b>5.8</b>	<b>3.9</b>	<b>5.2</b>	<b>5.3</b>	<b>5.2</b>	<b>-1.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	2.7	2.5	2.4	2.5	2.8	3.1	1.6	2.7	2.7	2.7	-0.1%
Business & Employee	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.6	0.8	0.8	-4.6%
<b>Total</b>	<b>3.4</b>	<b>3.2</b>	<b>3.1</b>	<b>3.2</b>	<b>3.5</b>	<b>3.8</b>	<b>2.3</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>	<b>-1.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.8	0.8	0.9	1.0	1.0	1.1	0.8	1.2	1.0	1.0	-0.3%
Business & Employee	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.7	0.8	0.8	-5.0%
<b>Total</b>	<b>1.4</b>	<b>1.5</b>	<b>1.5</b>	<b>1.6</b>	<b>1.7</b>	<b>1.9</b>	<b>1.6</b>	<b>1.9</b>	<b>1.8</b>	<b>1.8</b>	<b>-2.5%</b>

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

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.

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.

# Los Angeles / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,016	23,537	24,836	5.5%
Other Travel*	5,257	5,246	5,179	5,622	6,179	6,418	2,838	4,667	7,459	9,232	23.8%
<b>Total</b>	<b>25,769</b>	<b>26,828</b>	<b>28,039</b>	<b>29,854</b>	<b>31,952</b>	<b>32,675</b>	<b>13,203</b>	<b>21,683</b>	<b>30,996</b>	<b>34,067</b>	<b>9.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	11,938	12,828	13,940	14,803	15,729	15,777	7,000	10,525	14,825	15,750	6.2%
Hotel, Motel**								9,188	12,797	13,579	6.1%
Short Term Vacation Rental**								1,337	2,028	2,170	7.0%
Private Home (VFR)	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,132	3,792	3,974	4.8%
Seasonal Home (2nd Home)	165	162	164	173	186	191	340	306	340	348	2.2%
Campground	92	93	94	98	103	111	93	121	158	168	6.1%
Day Travel	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,930	4,421	4,597	4.0%
<b>Total</b>	<b>20,513</b>	<b>21,582</b>	<b>22,860</b>	<b>24,232</b>	<b>25,773</b>	<b>26,257</b>	<b>10,365</b>	<b>17,016</b>	<b>23,537</b>	<b>24,836</b>	<b>5.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,218	6,217	6,517	4.8%
Food Service	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,402	5,745	6,286	9.4%
Food Stores	587	615	629	640	660	667	289	564	745	796	6.8%
Arts, Ent. & Rec.	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,305	2,868	3,086	7.6%
Retail Sales	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,187	2,763	2,836	2.7%
Local Tran. & Gas	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,333	3,196	3,100	-3.0%
Visitor Air	1,906	1,972	2,017	2,116	2,267	2,333	683	1,007	2,003	2,215	10.6%
<b>Total</b>	<b>20,513</b>	<b>21,582</b>	<b>22,860</b>	<b>24,232</b>	<b>25,773</b>	<b>26,257</b>	<b>10,365</b>	<b>17,016</b>	<b>23,537</b>	<b>24,836</b>	<b>5.5%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Los Angeles / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	3,949	4,372	4,932	5,247	5,692	5,913	4,144	2,328	6,323	7,228	14.3%
Arts, Ent. & Rec.	2,209	2,401	2,530	2,575	2,786	2,926	2,085	983	2,671	2,726	2.1%
Retail**	451	484	512	529	560	575	572	300	680	723	6.3%
Ground Trans.	379	420	472	515	651	695	282	239	334	372	11.3%
Visitor Air	803	890	1,273	1,459	1,538	2,199	2,201	1,739	1,894	2,166	14.4%
Other Travel*	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,496	2,954	3,534	19.7%
<b>Total</b>	<b>9,307</b>	<b>10,236</b>	<b>11,830</b>	<b>12,689</b>	<b>13,730</b>	<b>15,497</b>	<b>12,233</b>	<b>8,085</b>	<b>14,856</b>	<b>16,749</b>	<b>12.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	110,180	115,960	121,910	125,480	129,520	127,760	91,770	99,490	117,460	124,770	6.2%
Arts, Ent. & Rec.	26,740	29,230	30,590	30,210	32,160	32,730	21,670	24,590	30,500	33,200	8.8%
Retail**	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,230	13,530	13,740	1.5%
Ground Trans.	9,020	9,620	10,150	10,410	12,340	13,170	8,360	8,040	9,530	10,250	7.6%
Visitor Air	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	15,380	7.5%
Other Travel*	23,080	24,050	26,660	28,190	28,760	32,950	28,200	23,770	25,100	26,350	5.0%
<b>Total</b>	<b>192,230</b>	<b>203,160</b>	<b>216,460</b>	<b>223,160</b>	<b>232,230</b>	<b>240,030</b>	<b>180,190</b>	<b>183,200</b>	<b>210,430</b>	<b>223,690</b>	<b>6.3%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Los Angeles / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,127	1,653	1,743	5.4%
State Tax Receipts	1,127	1,142	1,168	1,171	1,293	1,371	753	924	1,220	1,264	3.5%
<b>Total</b>	<b>2,188</b>	<b>2,304</b>	<b>2,459</b>	<b>2,624</b>	<b>2,851</b>	<b>3,010</b>	<b>1,784</b>	<b>2,051</b>	<b>2,873</b>	<b>3,007</b>	<b>4.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	823	816	814	839	955	994	395	667	797	809	1.4%
Business & Employee	304	326	354	332	337	378	358	257	423	455	7.6%
<b>Total</b>	<b>1,127</b>	<b>1,142</b>	<b>1,168</b>	<b>1,171</b>	<b>1,293</b>	<b>1,371</b>	<b>753</b>	<b>924</b>	<b>1,220</b>	<b>1,264</b>	<b>3.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	726	797	885	1,017	1,087	1,106	475	757	1,076	1,135	5.5%
Business & Employee	335	365	407	436	472	533	556	370	577	608	5.4%
<b>Total</b>	<b>1,062</b>	<b>1,162</b>	<b>1,291</b>	<b>1,453</b>	<b>1,559</b>	<b>1,639</b>	<b>1,031</b>	<b>1,127</b>	<b>1,653</b>	<b>1,743</b>	<b>5.4%</b>

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

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.

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.

# Madera / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	248.1	244.5	264.4	286.0	304.6	318.9	191.4	296.0	374.4	400.0	6.8%
Other Travel*	27.0	24.3	26.6	30.3	34.7	36.1	13.9	21.2	32.0	30.1	-6.0%
<b>Total</b>	<b>275.1</b>	<b>268.8</b>	<b>291.0</b>	<b>316.2</b>	<b>339.3</b>	<b>355.0</b>	<b>205.3</b>	<b>317.2</b>	<b>406.4</b>	<b>430.1</b>	<b>5.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	116.3	117.2	133.9	148.0	156.3	163.1	119.5	171.2	210.0	229.6	9.4%
Hotel, Motel**								87.4	106.4	109.0	2.4%
Short Term Vacation Rental**								83.8	103.6	120.6	16.5%
Private Home (VFR)	37.9	35.5	35.6	38.7	42.8	45.7	13.7	44.3	49.8	50.8	2.0%
Seasonal Home (2nd Home)	18.0	17.5	17.8	18.7	19.9	20.4	19.0	17.2	23.2	23.6	1.8%
Campground	22.2	22.0	22.2	23.3	24.5	26.4	22.0	28.6	37.4	39.6	6.1%
Day Travel	53.6	52.3	54.8	57.1	61.1	63.4	17.2	34.7	54.0	56.3	4.1%
<b>Total</b>	<b>248.1</b>	<b>244.5</b>	<b>264.4</b>	<b>286.0</b>	<b>304.6</b>	<b>318.9</b>	<b>191.4</b>	<b>296.0</b>	<b>374.4</b>	<b>400.0</b>	<b>6.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	56.4	58.5	66.8	73.2	76.4	79.7	68.6	98.4	124.7	132.6	6.4%
Food Service	65.0	66.2	73.7	79.1	83.5	87.9	49.4	72.4	90.1	100.1	11.1%
Food Stores	14.0	14.1	14.6	14.9	15.2	15.8	10.7	21.8	27.5	30.9	12.0%
Arts, Ent. & Rec.	32.4	32.2	35.1	36.8	38.0	38.9	21.3	35.6	41.4	46.0	11.1%
Retail Sales	34.5	32.6	35.1	38.4	41.7	44.5	21.4	33.2	40.4	41.8	3.3%
Local Tran. & Gas	45.8	40.8	39.1	43.6	49.9	52.1	20.1	34.6	50.2	48.6	-3.2%
<b>Total</b>	<b>248.1</b>	<b>244.5</b>	<b>264.4</b>	<b>286.0</b>	<b>304.6</b>	<b>318.9</b>	<b>191.4</b>	<b>296.0</b>	<b>374.4</b>	<b>400.0</b>	<b>6.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Madera / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	55.4	60.0	69.4	77.4	81.8	87.7	79.9	50.2	116.1	121.5	4.7%
Arts, Ent. & Rec.	19.2	15.7	16.5	21.4	22.9	24.3	20.7	13.7	31.5	33.7	7.1%
Retail**	8.4	8.3	9.1	9.7	10.3	10.9	12.8	7.5	15.8	16.1	2.1%
Ground Trans.	3.7	3.8	4.5	5.3	7.6	8.3	3.0	2.7	3.1	3.1	2.2%
Other Travel*	1.0	1.1	2.3	2.7	2.8	3.1	3.2	2.5	4.3	4.6	6.2%
<b>Total</b>	<b>87.7</b>	<b>88.9</b>	<b>101.8</b>	<b>116.6</b>	<b>125.5</b>	<b>134.3</b>	<b>119.4</b>	<b>76.6</b>	<b>170.8</b>	<b>179.1</b>	<b>4.9%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,910	1,910	2,070	2,150	2,210	2,250	2,010	2,300	2,490	2,500	0.3%
Arts, Ent. & Rec.	1,200	890	990	1,380	1,550	1,510	1,220	1,340	1,700	1,690	-1.0%
Retail**	270	260	280	300	300	310	340	360	370	360	-0.3%
Ground Trans.	100	100	110	110	150	170	140	140	170	180	6.7%
Other Travel*	40	50	90	110	110	110	110	120	130	130	-0.8%
<b>Total</b>	<b>3,520</b>	<b>3,210</b>	<b>3,540</b>	<b>4,050</b>	<b>4,320</b>	<b>4,350</b>	<b>3,820</b>	<b>4,250</b>	<b>4,850</b>	<b>4,850</b>	<b>0.0%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Madera / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	8.3	8.8	9.9	10.9	11.9	12.6	11.7	12.7	17.9	18.7	4.3%
State Tax Receipts	15.2	14.3	14.5	15.3	17.5	18.6	11.5	14.5	18.9	19.1	1.2%
<b>Total</b>	<b>23.5</b>	<b>23.1</b>	<b>24.5</b>	<b>26.3</b>	<b>29.4</b>	<b>31.2</b>	<b>23.2</b>	<b>27.2</b>	<b>36.8</b>	<b>37.8</b>	<b>2.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	12.1	11.3	11.3	11.9	14.0	14.9	7.4	11.8	13.6	13.9	2.0%
Business & Employee	3.1	3.0	3.3	3.4	3.5	3.7	4.1	2.7	5.2	5.2	-0.7%
<b>Total</b>	<b>15.2</b>	<b>14.3</b>	<b>14.5</b>	<b>15.3</b>	<b>17.5</b>	<b>18.6</b>	<b>11.5</b>	<b>14.5</b>	<b>18.9</b>	<b>19.1</b>	<b>1.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5.4	5.9	6.7	7.4	8.1	8.5	6.8	9.6	12.0	12.9	7.3%
Business & Employee	2.9	2.9	3.2	3.5	3.8	4.1	4.9	3.1	5.9	5.8	-1.9%
<b>Total</b>	<b>8.3</b>	<b>8.8</b>	<b>9.9</b>	<b>10.9</b>	<b>11.9</b>	<b>12.6</b>	<b>11.7</b>	<b>12.7</b>	<b>17.9</b>	<b>18.7</b>	<b>4.3%</b>

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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.

# Marin / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	520.6	543.7	561.2	566.0	622.0	643.1	252.6	488.2	626.3	642.5	2.6%
Other Travel*	169.6	171.5	170.0	164.9	174.4	195.2	111.7	196.0	278.3	296.4	6.5%
<b>Total</b>	<b>690.2</b>	<b>715.2</b>	<b>731.1</b>	<b>730.9</b>	<b>796.4</b>	<b>838.3</b>	<b>364.3</b>	<b>684.1</b>	<b>904.6</b>	<b>938.9</b>	<b>3.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	274.0	295.0	309.9	300.0	335.8	345.1	118.9	256.5	350.0	355.4	1.5%
Hotel, Motel**								158.8	225.3	234.6	4.1%
Short Term Vacation Rental**								97.7	124.7	120.8	-3.1%
Private Home (VFR)	83.3	84.1	84.8	92.4	101.9	108.0	28.6	85.6	91.6	95.0	3.7%
Seasonal Home (2nd Home)	31.3	31.1	31.6	33.6	37.2	38.1	41.1	37.0	41.2	42.0	2.1%
Campground	34.8	35.4	35.9	37.6	39.5	42.6	35.8	46.2	60.3	64.0	6.1%
Day Travel	97.2	98.0	99.0	102.4	107.5	109.3	28.1	62.7	83.2	86.1	3.4%
<b>Total</b>	<b>520.6</b>	<b>543.7</b>	<b>561.2</b>	<b>566.0</b>	<b>622.0</b>	<b>643.1</b>	<b>252.6</b>	<b>488.2</b>	<b>626.3</b>	<b>642.5</b>	<b>2.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	139.0	154.9	164.3	158.6	177.4	184.2	85.4	165.1	208.1	205.1	-1.4%
Food Service	147.0	154.2	161.9	164.3	177.4	182.9	65.8	125.8	164.8	177.6	7.8%
Food Stores	26.3	27.2	27.3	27.3	28.1	28.9	16.7	31.1	39.7	42.0	5.7%
Arts, Ent. & Rec.	82.2	84.2	86.7	86.0	90.7	91.0	31.1	63.9	78.3	82.9	5.8%
Retail Sales	72.8	74.1	75.4	80.6	91.7	97.6	34.4	64.5	79.9	81.0	1.5%
Local Tran. & Gas	53.3	49.1	45.5	49.2	56.7	58.5	19.2	37.7	55.6	53.9	-3.0%
<b>Total</b>	<b>520.6</b>	<b>543.7</b>	<b>561.2</b>	<b>566.0</b>	<b>622.0</b>	<b>643.1</b>	<b>252.6</b>	<b>488.2</b>	<b>626.3</b>	<b>642.5</b>	<b>2.6%</b>

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Marin / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	162.1	170.5	188.5	197.1	209.6	221.4	150.5	84.9	220.6	231.4	4.9%
Arts, Ent. & Rec.	49.9	51.3	55.4	56.1	58.6	59.8	45.4	28.8	58.2	68.9	18.4%
Retail**	13.3	14.0	14.5	15.0	17.4	17.0	16.9	9.6	18.7	19.8	6.2%
Ground Trans.	5.2	5.5	6.1	7.0	10.2	10.9	2.8	3.8	2.9	3.0	3.3%
Other Travel*	38.9	41.2	42.6	39.9	40.9	46.6	23.2	33.0	47.0	51.4	9.4%
<b>Total</b>	<b>269.4</b>	<b>282.5</b>	<b>307.1</b>	<b>315.1</b>	<b>336.7</b>	<b>355.7</b>	<b>238.7</b>	<b>160.1</b>	<b>347.4</b>	<b>374.6</b>	<b>7.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	3,390	3,390	3,450	3,510	3,620	3,650	2,490	2,640	3,100	3,170	2.4%
Arts, Ent. & Rec.	1,540	1,570	1,670	1,690	1,670	1,720	1,250	1,280	1,490	1,730	15.7%
Retail**	350	340	350	350	380	400	390	370	370	380	1.3%
Ground Trans.	140	140	150	150	200	220	130	130	160	170	6.3%
Other Travel*	550	560	600	550	590	660	300	400	530	550	2.3%
<b>Total</b>	<b>5,980</b>	<b>6,000</b>	<b>6,220</b>	<b>6,250</b>	<b>6,460</b>	<b>6,640</b>	<b>4,550</b>	<b>4,820</b>	<b>5,660</b>	<b>5,990</b>	<b>5.9%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Marin / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	27.6	29.8	31.1	30.8	34.8	36.8	20.4	25.0	35.8	35.9	0.3%
State Tax Receipts	29.7	29.5	29.2	29.0	32.3	34.0	17.4	23.3	31.5	32.0	1.5%
<b>Total</b>	<b>57.3</b>	<b>59.3</b>	<b>60.3</b>	<b>59.9</b>	<b>67.1</b>	<b>70.8</b>	<b>37.7</b>	<b>48.3</b>	<b>67.3</b>	<b>67.9</b>	<b>0.9%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	21.0	20.5	20.1	20.4	23.7	24.9	9.8	17.9	21.3	21.5	1.2%
Business & Employee	8.7	8.9	9.2	8.6	8.6	9.1	7.5	5.4	10.3	10.5	2.3%
<b>Total</b>	<b>29.7</b>	<b>29.5</b>	<b>29.2</b>	<b>29.0</b>	<b>32.3</b>	<b>34.0</b>	<b>17.4</b>	<b>23.3</b>	<b>31.5</b>	<b>32.0</b>	<b>1.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	18.1	19.9	20.8	20.7	23.8	25.2	10.1	18.3	23.3	23.3	0.1%
Business & Employee	9.5	9.9	10.3	10.1	10.9	11.5	10.2	6.8	12.5	12.6	0.8%
<b>Total</b>	<b>27.6</b>	<b>29.8</b>	<b>31.1</b>	<b>30.8</b>	<b>34.8</b>	<b>36.8</b>	<b>20.4</b>	<b>25.0</b>	<b>35.8</b>	<b>35.9</b>	<b>0.3%</b>

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

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.

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.

# Mariposa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	417.7	450.8	455.6	468.0	433.7	464.0	254.2	304.8	421.7	433.2	2.7%
Other Travel*	3.1	2.7	2.4	2.7	3.1	3.2	1.0	2.0	3.0	2.8	-7.6%
<b>Total</b>	<b>420.8</b>	<b>453.5</b>	<b>457.9</b>	<b>470.7</b>	<b>436.8</b>	<b>467.2</b>	<b>255.2</b>	<b>306.7</b>	<b>424.7</b>	<b>436.0</b>	<b>2.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	361.0	392.7	397.6	407.3	373.9	400.6	226.5	262.1	365.1	374.2	2.5%
Hotel, Motel**								159.9	221.8	231.8	4.5%
Short Term Vacation Rental**								102.2	143.3	142.4	-0.6%
Private Home (VFR)	9.5	8.8	8.5	9.3	9.8	10.8	3.5	11.0	11.9	12.3	3.5%
Seasonal Home (2nd Home)	9.9	10.2	10.4	11.1	12.1	12.4	10.8	9.7	10.6	10.9	2.5%
Campground	2.7	2.6	2.7	2.8	2.9	3.1	2.6	3.4	4.5	4.7	6.1%
Day Travel	34.7	36.5	36.5	37.5	35.1	37.1	10.8	18.6	29.5	31.1	5.3%
<b>Total</b>	<b>417.7</b>	<b>450.8</b>	<b>455.6</b>	<b>468.0</b>	<b>433.7</b>	<b>464.0</b>	<b>254.2</b>	<b>304.8</b>	<b>421.7</b>	<b>433.2</b>	<b>2.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	142.5	157.5	162.5	168.3	152.6	165.4	109.3	143.2	205.4	204.2	-0.6%
Food Service	121.1	132.7	136.0	139.5	130.5	140.1	70.8	71.8	97.4	105.8	8.7%
Food Stores	9.2	9.9	9.7	9.6	8.9	9.4	4.8	12.5	17.0	18.1	6.4%
Arts, Ent. & Rec.	59.9	64.0	64.3	64.5	59.0	61.7	29.8	35.7	45.0	48.1	6.9%
Retail Sales	47.6	50.3	49.7	50.1	46.4	48.9	23.2	25.0	31.9	32.6	2.2%
Local Tran. & Gas	37.4	36.4	33.3	35.8	36.2	38.6	16.3	16.6	25.0	24.4	-2.5%
<b>Total</b>	<b>417.7</b>	<b>450.8</b>	<b>455.6</b>	<b>468.0</b>	<b>433.7</b>	<b>464.0</b>	<b>254.2</b>	<b>304.8</b>	<b>421.7</b>	<b>433.2</b>	<b>2.7%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Mariposa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	68.7	77.8	78.2	84.5	72.8	83.1	78.3	47.8	141.6	141.9	0.2%
Arts, Ent. & Rec.	14.2	16.7	14.3	13.9	9.6	10.3	5.9	27.8	10.7	9.5	-11.3%
Retail**	11.5	12.5	12.7	13.8	13.0	13.4	13.2	7.0	13.7	14.6	7.0%
Ground Trans.	4.5	5.0	5.4	6.1	7.8	8.7	2.9	0.0	0.0	0.0	N/A
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	18.2%
<b>Total</b>	<b>99.1</b>	<b>112.1</b>	<b>110.7</b>	<b>118.5</b>	<b>103.3</b>	<b>115.6</b>	<b>100.4</b>	<b>82.8</b>	<b>166.3</b>	<b>166.3</b>	<b>0.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,990	3,120	2,880	3,080	2,680	2,850	2,760	3,040	4,150	4,190	1.2%
Arts, Ent. & Rec.	840	900	860	760	580	690	440	880	990	970	-1.6%
Retail**	400	410	400	410	400	380	340	350	320	320	0.6%
Ground Trans.	120	130	130	130	150	170	140	0	0	0	N/A
Other Travel*	7	7	7	8	9	9	7	15	11	12	9.1%
<b>Total</b>	<b>4,370</b>	<b>4,570</b>	<b>4,270</b>	<b>4,390</b>	<b>3,810</b>	<b>4,100</b>	<b>3,680</b>	<b>4,290</b>	<b>5,470</b>	<b>5,500</b>	<b>0.6%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Mariposa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	18.7	20.6	21.0	21.7	20.0	21.8	15.7	19.6	29.0	28.7	-1.0%
State Tax Receipts	13.2	14.0	13.5	13.4	12.6	13.7	9.0	10.0	14.3	14.4	0.8%
<b>Total</b>	<b>31.9</b>	<b>34.5</b>	<b>34.5</b>	<b>35.2</b>	<b>32.6</b>	<b>35.4</b>	<b>24.6</b>	<b>29.6</b>	<b>43.3</b>	<b>43.1</b>	<b>-0.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	9.5	9.9	9.6	9.6	9.4	10.1	5.1	7.0	9.0	9.3	4.0%
Business & Employee	3.7	4.1	3.9	3.8	3.2	3.5	3.8	2.9	5.3	5.1	-4.6%
<b>Total</b>	<b>13.2</b>	<b>14.0</b>	<b>13.5</b>	<b>13.4</b>	<b>12.6</b>	<b>13.7</b>	<b>9.0</b>	<b>10.0</b>	<b>14.3</b>	<b>14.4</b>	<b>0.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	15.4	16.9	17.5	18.1	16.8	18.2	11.5	16.0	22.8	22.9	0.5%
Business & Employee	3.3	3.7	3.5	3.6	3.2	3.6	4.1	3.6	6.2	5.8	-6.5%
<b>Total</b>	<b>18.7</b>	<b>20.6</b>	<b>21.0</b>	<b>21.7</b>	<b>20.0</b>	<b>21.8</b>	<b>15.7</b>	<b>19.6</b>	<b>29.0</b>	<b>28.7</b>	<b>-1.0%</b>

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

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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.

# Mendocino / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	365.9	384.3	421.8	451.6	435.2	466.8	294.1	464.5	513.0	500.8	-2.4%
Other Travel*	16.2	14.4	12.8	14.4	16.5	17.2	5.8	11.5	17.2	16.1	-6.5%
<b>Total</b>	<b>382.1</b>	<b>398.7</b>	<b>434.6</b>	<b>465.9</b>	<b>451.7</b>	<b>484.0</b>	<b>299.8</b>	<b>476.0</b>	<b>530.2</b>	<b>516.9</b>	<b>-2.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	214.6	233.7	267.2	289.3	267.4	286.3	188.6	295.1	297.4	277.1	-6.8%
Hotel, Motel**								177.4	186.9	172.2	-7.9%
Short Term Vacation Rental**								117.7	110.5	104.9	-5.1%
Private Home (VFR)	46.6	43.6	44.1	46.8	49.0	54.2	17.8	58.8	63.3	65.6	3.6%
Seasonal Home (2nd Home)	13.7	14.1	14.4	15.2	16.6	17.0	28.1	25.2	31.7	32.5	2.5%
Campground	40.8	41.5	41.9	44.0	46.2	49.8	41.8	54.1	70.6	74.9	6.1%
Day Travel	50.2	51.4	54.1	56.2	56.1	59.5	17.7	31.2	49.9	50.7	1.7%
<b>Total</b>	<b>365.9</b>	<b>384.3</b>	<b>421.8</b>	<b>451.6</b>	<b>435.2</b>	<b>466.8</b>	<b>294.1</b>	<b>464.5</b>	<b>513.0</b>	<b>500.8</b>	<b>-2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	93.9	104.2	121.4	130.6	123.0	134.3	109.2	166.2	171.9	158.2	-8.0%
Food Service	106.9	114.8	127.7	136.4	130.1	139.0	80.2	120.9	135.8	139.4	2.7%
Food Stores	21.4	22.4	23.0	23.3	22.8	24.1	16.2	34.1	38.7	40.4	4.6%
Arts, Ent. & Rec.	54.3	56.9	61.9	64.5	60.4	62.8	35.1	58.8	61.3	62.1	1.3%
Retail Sales	42.7	42.1	45.5	49.6	48.9	53.2	28.4	44.7	49.5	48.3	-2.5%
Local Tran. & Gas	46.8	43.8	42.2	47.1	50.0	53.4	25.0	39.8	55.8	52.3	-6.2%
<b>Total</b>	<b>365.9</b>	<b>384.3</b>	<b>421.8</b>	<b>451.6</b>	<b>435.2</b>	<b>466.8</b>	<b>294.1</b>	<b>464.5</b>	<b>513.0</b>	<b>500.8</b>	<b>-2.4%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Mendocino / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	120.7	129.0	149.2	162.1	161.8	177.8	136.6	88.8	186.3	199.6	7.1%
Arts, Ent. & Rec.	36.9	34.4	35.6	37.8	26.5	28.4	15.9	17.3	24.7	28.1	14.0%
Retail**	9.9	10.2	11.1	11.6	11.3	12.0	12.5	6.9	14.5	14.9	2.8%
Ground Trans.	4.2	4.6	5.4	6.4	8.4	9.3	3.6	2.3	3.6	3.7	1.3%
Other Travel*	0.8	0.9	1.0	1.1	1.2	1.2	1.0	0.8	1.5	1.7	9.9%
<b>Total</b>	<b>172.5</b>	<b>179.1</b>	<b>202.3</b>	<b>219.0</b>	<b>209.1</b>	<b>228.6</b>	<b>169.5</b>	<b>116.2</b>	<b>230.6</b>	<b>248.0</b>	<b>7.5%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	3,570	3,560	3,880	4,120	3,920	4,160	3,210	3,620	3,900	3,890	-0.2%
Arts, Ent. & Rec.	2,670	2,480	2,680	2,590	1,740	1,700	860	960	1,290	1,530	18.1%
Retail**	310	310	320	330	310	320	310	310	320	320	-1.9%
Ground Trans.	110	120	130	140	160	190	170	160	190	200	5.2%
Other Travel*	30	30	30	30	30	30	20	30	30	30	3.1%
<b>Total</b>	<b>6,690</b>	<b>6,490</b>	<b>7,040</b>	<b>7,200</b>	<b>6,170</b>	<b>6,400</b>	<b>4,570</b>	<b>5,090</b>	<b>5,740</b>	<b>5,970</b>	<b>4.0%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Mendocino / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	16.2	17.5	18.5	20.1	22.3	24.3	19.6	23.8	28.0	26.8	-4.3%
State Tax Receipts	19.5	19.5	20.3	20.9	20.5	22.2	14.7	18.4	22.6	22.4	-0.8%
<b>Total</b>	<b>35.7</b>	<b>37.0</b>	<b>38.8</b>	<b>41.0</b>	<b>42.7</b>	<b>46.4</b>	<b>34.3</b>	<b>42.2</b>	<b>50.6</b>	<b>49.2</b>	<b>-2.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	13.7	13.6	14.0	14.6	15.2	16.4	9.1	14.6	16.0	15.7	-1.8%
Business & Employee	5.8	5.9	6.3	6.3	5.3	5.8	5.5	3.8	6.6	6.8	1.8%
<b>Total</b>	<b>19.5</b>	<b>19.5</b>	<b>20.3</b>	<b>20.9</b>	<b>20.5</b>	<b>22.2</b>	<b>14.7</b>	<b>18.4</b>	<b>22.6</b>	<b>22.4</b>	<b>-0.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	10.6	11.6	12.2	13.5	15.6	17.0	12.4	18.9	19.7	18.4	-6.4%
Business & Employee	5.7	5.8	6.3	6.6	6.7	7.3	7.2	4.9	8.3	8.3	0.5%
<b>Total</b>	<b>16.2</b>	<b>17.5</b>	<b>18.5</b>	<b>20.1</b>	<b>22.3</b>	<b>24.3</b>	<b>19.6</b>	<b>23.8</b>	<b>28.0</b>	<b>26.8</b>	<b>-4.3%</b>

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

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.

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.

# Merced / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	217.8	219.4	209.5	228.7	246.1	259.9	134.9	246.1	272.5	275.1	1.0%
Other Travel*	46.5	41.3	36.3	41.5	50.1	51.4	15.7	32.9	51.4	47.5	-7.6%
<b>Total</b>	<b>264.3</b>	<b>260.7</b>	<b>245.8</b>	<b>270.2</b>	<b>296.2</b>	<b>311.3</b>	<b>150.6</b>	<b>278.9</b>	<b>324.0</b>	<b>322.7</b>	<b>-0.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	69.8	76.3	72.7	77.5	82.3	87.2	79.0	94.2	82.0	81.4	-0.8%
Hotel, Motel**								88.3	77.3	74.9	-3.1%
Short Term Vacation Rental**								5.9	4.8	6.5	36.3%
Private Home (VFR)	78.0	73.8	69.8	79.7	88.1	94.3	25.5	99.7	113.4	115.7	2.0%
Seasonal Home (2nd Home)	15.7	15.3	15.6	16.4	17.5	17.9	12.0	10.9	16.8	17.1	1.8%
Campground	7.2	7.3	7.4	7.8	8.2	8.8	7.4	9.6	12.5	13.2	6.1%
Day Travel	47.1	46.7	44.1	47.3	50.1	51.8	10.9	31.8	47.8	47.8	0.0%
<b>Total</b>	<b>217.8</b>	<b>219.4</b>	<b>209.5</b>	<b>228.7</b>	<b>246.1</b>	<b>259.9</b>	<b>134.9</b>	<b>246.1</b>	<b>272.5</b>	<b>275.1</b>	<b>1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	36.2	40.1	39.9	42.3	44.6	47.3	36.8	43.9	44.5	43.9	-1.5%
Food Service	58.0	61.2	60.6	64.6	67.8	71.2	40.1	75.2	79.9	84.3	5.6%
Food Stores	12.2	12.5	12.1	12.5	12.7	13.0	6.8	14.7	17.1	18.0	5.7%
Arts, Ent. & Rec.	27.8	28.7	27.8	29.0	29.7	30.4	16.7	30.0	30.8	32.1	4.2%
Retail Sales	27.9	26.4	25.3	29.9	34.1	38.7	17.9	38.2	41.7	41.5	-0.4%
Local Tran. & Gas	55.6	50.4	43.9	49.7	56.7	58.9	16.3	44.0	58.6	55.4	-5.6%
Visitor Air	0.0	0.0	0.0	0.7	0.6	0.3	0.3	0.0	0.0	0.0	N/A
<b>Total</b>	<b>217.8</b>	<b>219.4</b>	<b>209.5</b>	<b>228.7</b>	<b>246.1</b>	<b>259.9</b>	<b>134.9</b>	<b>246.1</b>	<b>272.5</b>	<b>275.1</b>	<b>1.0%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Merced / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	38.6	43.2	44.4	46.6	49.7	53.0	48.9	28.4	66.4	74.4	12.1%
Arts, Ent. & Rec.	19.2	18.7	18.5	19.7	20.9	20.8	10.8	7.0	29.8	29.5	-0.9%
Retail**	6.7	6.8	6.8	7.4	7.8	8.4	8.6	4.7	10.9	11.3	3.2%
Ground Trans.	4.0	4.2	4.4	5.3	7.5	8.1	2.5	2.4	2.5	2.5	1.1%
Visitor Air	0.0	0.0	0.0	1.4	0.5	0.5	1.0	0.0	0.0	0.0	N/A
Other Travel*	1.5	1.6	1.8	2.3	3.5	3.7	3.7	0.9	2.7	2.9	8.4%
<b>Total</b>	<b>70.0</b>	<b>74.5</b>	<b>75.9</b>	<b>82.7</b>	<b>89.8</b>	<b>94.5</b>	<b>75.6</b>	<b>43.5</b>	<b>112.2</b>	<b>120.6</b>	<b>7.5%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,530	1,610	1,550	1,570	1,580	1,630	1,480	1,620	1,780	1,880	5.8%
Arts, Ent. & Rec.	1,240	1,130	1,080	1,140	1,090	1,060	560	770	1,300	1,380	6.1%
Retail**	250	240	230	240	250	260	240	250	260	260	-2.3%
Ground Trans.	110	110	110	110	150	160	120	110	130	140	4.5%
Visitor Air	0	0	0	10	0	10	10	0	0	0	N/A
Other Travel*	60	60	70	70	80	80	90	50	70	70	3.1%
<b>Total</b>	<b>3,190</b>	<b>3,150</b>	<b>3,040</b>	<b>3,150</b>	<b>3,150</b>	<b>3,190</b>	<b>2,500</b>	<b>2,790</b>	<b>3,540</b>	<b>3,720</b>	<b>5.2%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Merced / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	5.8	6.3	6.2	7.2	8.1	8.6	7.1	8.1	10.4	10.4	0.6%
State Tax Receipts	16.9	16.1	14.7	15.5	18.6	19.8	10.0	16.2	18.8	18.4	-1.9%
<b>Total</b>	<b>22.8</b>	<b>22.4</b>	<b>20.9</b>	<b>22.7</b>	<b>26.7</b>	<b>28.5</b>	<b>17.1</b>	<b>24.4</b>	<b>29.1</b>	<b>28.8</b>	<b>-1.0%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	14.4	13.4	12.2	13.0	16.1	17.2	7.4	14.8	15.4	15.0	-2.7%
Business & Employee	2.6	2.7	2.6	2.5	2.5	2.6	2.6	1.5	3.4	3.4	2.0%
<b>Total</b>	<b>16.9</b>	<b>16.1</b>	<b>14.7</b>	<b>15.5</b>	<b>18.6</b>	<b>19.8</b>	<b>10.0</b>	<b>16.2</b>	<b>18.8</b>	<b>18.4</b>	<b>-1.9%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	3.6	3.9	3.9	4.7	5.3	5.7	4.0	6.3	6.3	6.3	0.7%
Business & Employee	2.2	2.4	2.3	2.6	2.8	3.0	3.2	1.9	4.1	4.1	0.5%
<b>Total</b>	<b>5.8</b>	<b>6.3</b>	<b>6.2</b>	<b>7.2</b>	<b>8.1</b>	<b>8.6</b>	<b>7.1</b>	<b>8.1</b>	<b>10.4</b>	<b>10.4</b>	<b>0.6%</b>

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

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.

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.

# Modoc / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	22.6	22.7	23.1	24.6	25.7	27.9	20.4	23.8	27.9	28.1	0.7%
Other Travel*	1.6	1.4	1.2	1.3	1.5	1.6	0.5	1.0	1.5	1.4	-7.6%
<b>Total</b>	<b>24.2</b>	<b>24.0</b>	<b>24.3</b>	<b>25.9</b>	<b>27.3</b>	<b>29.5</b>	<b>20.9</b>	<b>24.7</b>	<b>29.4</b>	<b>29.5</b>	<b>0.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	6.8	7.3	7.7	8.2	8.5	9.5	9.4	7.4	7.7	7.2	-6.6%
Hotel, Motel**								6.2	6.4	5.9	-8.2%
Short Term Vacation Rental**								1.2	1.3	1.3	1.2%
Private Home (VFR)	4.7	4.3	4.2	4.6	4.9	5.3	1.8	5.4	5.8	6.0	3.5%
Seasonal Home (2nd Home)	1.3	1.4	1.4	1.5	1.6	1.7	2.6	2.4	2.7	2.7	2.5%
Campground	4.1	4.1	4.1	4.3	4.5	4.9	4.1	5.3	6.9	7.3	6.1%
Day Travel	5.7	5.7	5.7	6.0	6.2	6.6	2.5	3.3	4.8	4.8	0.5%
<b>Total</b>	<b>22.6</b>	<b>22.7</b>	<b>23.1</b>	<b>24.6</b>	<b>25.7</b>	<b>27.9</b>	<b>20.4</b>	<b>23.8</b>	<b>27.9</b>	<b>28.1</b>	<b>0.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	3.8	4.1	4.4	4.7	4.9	5.4	6.2	5.3	5.9	5.6	-4.4%
Food Service	6.7	6.9	7.2	7.6	7.9	8.5	5.8	7.0	8.0	8.4	5.0%
Food Stores	1.9	2.0	2.0	2.0	2.0	2.1	1.5	2.3	2.8	3.0	6.5%
Arts, Ent. & Rec.	3.6	3.6	3.7	3.8	3.9	4.1	2.6	3.2	3.6	3.7	3.4%
Retail Sales	2.9	2.7	2.7	3.0	3.3	3.7	2.2	2.9	3.3	3.3	-0.8%
Local Tran. & Gas	3.7	3.4	3.1	3.4	3.9	4.1	2.1	3.0	4.3	4.1	-5.0%
<b>Total</b>	<b>22.6</b>	<b>22.7</b>	<b>23.1</b>	<b>24.6</b>	<b>25.7</b>	<b>27.9</b>	<b>20.4</b>	<b>23.8</b>	<b>27.9</b>	<b>28.1</b>	<b>0.7%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Modoc / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	6.8	6.7	7.4	7.9	7.7	8.7	9.0	5.4	12.5	14.3	14.3%
Arts, Ent. & Rec.	0.9	0.9	0.9	1.0	1.0	1.1	0.9	0.5	1.4	1.8	27.9%
Retail**	1.0	1.0	1.0	1.0	1.0	1.1	1.3	0.8	1.9	1.8	-2.5%
Ground Trans.	0.3	0.3	0.3	0.4	0.6	0.6	0.3	0.2	0.3	0.3	-1.7%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	-2.6%
<b>Total</b>	<b>9.1</b>	<b>8.9</b>	<b>9.8</b>	<b>10.4</b>	<b>10.4</b>	<b>11.6</b>	<b>11.5</b>	<b>7.0</b>	<b>16.3</b>	<b>18.4</b>	<b>13.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	240	220	220	220	210	230	220	250	270	270	1.1%
Arts, Ent. & Rec.	40	40	40	30	30	40	30	30	40	40	17.1%
Retail**	40	30	30	30	30	30	30	30	30	30	-6.3%
Ground Trans.	10	10	10	10	10	10	10	10	20	20	6.7%
Other Travel*	2	2	2	2	2	2	2	2	3	3	0.0%
<b>Total</b>	<b>320</b>	<b>290</b>	<b>290</b>	<b>300</b>	<b>290</b>	<b>310</b>	<b>300</b>	<b>320</b>	<b>350</b>	<b>360</b>	<b>2.3%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Modoc / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	0.6	0.6	0.7	0.7	0.7	0.8	0.9	0.7	1.1	1.1	1.6%
State Tax Receipts	1.3	1.3	1.3	1.3	1.4	1.5	1.2	1.3	1.6	1.7	1.6%
<b>Total</b>	<b>2.0</b>	<b>1.9</b>	<b>1.9</b>	<b>2.0</b>	<b>2.2</b>	<b>2.4</b>	<b>2.1</b>	<b>2.0</b>	<b>2.7</b>	<b>2.7</b>	<b>1.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.0	1.0	0.9	1.0	1.1	1.2	0.7	1.0	1.1	1.1	-0.9%
Business & Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.2	0.5	0.5	6.9%
<b>Total</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.4</b>	<b>1.5</b>	<b>1.2</b>	<b>1.3</b>	<b>1.6</b>	<b>1.7</b>	<b>1.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	-2.7%
Business & Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.3	0.5	0.6	5.8%
<b>Total</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.8</b>	<b>0.9</b>	<b>0.7</b>	<b>1.1</b>	<b>1.1</b>	<b>1.6%</b>

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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.

# Mono / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	471.5	492.4	545.9	612.9	622.3	667.4	435.4	578.3	694.6	721.7	3.9%
Other Travel*	2.9	2.6	2.4	2.9	3.4	3.6	1.4	1.5	2.3	2.1	-7.6%
<b>Total</b>	<b>474.4</b>	<b>495.0</b>	<b>548.3</b>	<b>615.8</b>	<b>625.7</b>	<b>671.0</b>	<b>436.8</b>	<b>579.8</b>	<b>696.9</b>	<b>723.8</b>	<b>3.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	359.2	379.7	429.9	487.5	490.0	529.3	317.5	446.5	537.0	557.3	3.8%
Hotel, Motel**								185.1	229.7	239.3	4.2%
Short Term Vacation Rental**								261.4	307.3	318.0	3.5%
Private Home (VFR)	8.4	7.7	7.8	9.7	10.3	10.0	3.1	8.1	8.6	8.9	3.5%
Seasonal Home (2nd Home)	39.3	40.2	40.9	43.7	47.7	48.9	66.8	60.0	59.3	60.8	2.5%
Campground	32.4	32.1	32.5	34.1	35.8	38.6	32.4	42.2	55.1	58.4	6.1%
Day Travel	32.2	32.6	34.8	37.8	38.5	40.5	15.6	21.5	34.6	36.2	4.6%
<b>Total</b>	<b>471.5</b>	<b>492.4</b>	<b>545.9</b>	<b>612.9</b>	<b>622.3</b>	<b>667.4</b>	<b>435.4</b>	<b>578.3</b>	<b>694.6</b>	<b>721.7</b>	<b>3.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	154.1	165.6	188.9	214.2	212.6	234.4	175.7	250.6	310.2	318.5	2.7%
Food Service	133.9	141.8	159.9	178.1	181.5	194.5	118.9	132.8	157.7	169.7	7.6%
Food Stores	17.1	17.6	18.4	19.3	19.3	20.4	14.8	38.6	45.7	48.7	6.5%
Arts, Ent. & Rec.	67.4	69.6	76.7	83.2	82.9	86.5	52.3	74.5	80.0	84.8	6.0%
Retail Sales	49.4	51.3	56.0	62.2	64.5	67.4	40.7	45.6	50.5	51.2	1.4%
Local Tran. & Gas	49.7	46.4	46.0	53.3	58.9	62.6	32.2	36.1	50.5	48.8	-3.4%
Visitor Air	0.0	0.0	0.0	2.6	2.6	1.6	0.8	0.0	0.0	0.0	N/A
<b>Total</b>	<b>471.5</b>	<b>492.4</b>	<b>545.9</b>	<b>612.9</b>	<b>622.3</b>	<b>667.4</b>	<b>435.4</b>	<b>578.3</b>	<b>694.6</b>	<b>721.7</b>	<b>3.9%</b>

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Mono / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	71.1	75.2	87.9	106.6	108.3	121.4	84.2	57.8	150.9	154.0	2.1%
Arts, Ent. & Rec.	37.2	42.0	44.0	43.5	48.8	51.7	39.5	23.1	52.3	54.9	5.0%
Retail**	10.3	10.9	12.1	13.4	13.6	13.7	13.7	7.6	16.2	16.2	0.4%
Ground Trans.	5.4	5.7	6.8	8.5	11.8	13.1	5.2	3.9	5.3	5.4	1.7%
Visitor Air	0.0	0.0	0.0	5.1	5.2	6.6	6.7	0.0	0.0	0.0	N/A
Other Travel*	0.3	0.3	0.3	0.8	1.0	1.4	0.9	0.1	0.1	0.1	-5.7%
<b>Total</b>	<b>124.3</b>	<b>134.1</b>	<b>151.0</b>	<b>177.8</b>	<b>188.6</b>	<b>207.8</b>	<b>150.2</b>	<b>92.5</b>	<b>224.7</b>	<b>230.7</b>	<b>2.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,230	2,270	2,420	2,730	2,840	3,090	2,160	3,090	3,480	3,600	3.3%
Arts, Ent. & Rec.	1,720	2,160	2,250	2,250	2,340	2,280	1,560	1,620	1,890	1,800	-4.5%
Retail**	350	350	350	350	370	360	330	350	340	320	-4.2%
Ground Trans.	150	150	160	180	230	260	250	240	290	300	5.6%
Visitor Air	0	0	0	50	50	70	60	0	0	0	N/A
Other Travel*	8	9	10	16	19	22	14	2	2	2	0.0%
<b>Total</b>	<b>4,450</b>	<b>4,940</b>	<b>5,200</b>	<b>5,580</b>	<b>5,840</b>	<b>6,080</b>	<b>4,380</b>	<b>5,300</b>	<b>5,990</b>	<b>6,030</b>	<b>0.6%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Mono / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	26.3	28.7	32.8	37.0	37.6	41.4	30.0	33.7	45.1	45.9	1.9%
State Tax Receipts	15.7	15.9	16.9	18.3	19.3	20.8	15.0	17.3	23.1	23.4	1.2%
<b>Total</b>	<b>42.0</b>	<b>44.6</b>	<b>49.7</b>	<b>55.3</b>	<b>56.8</b>	<b>62.3</b>	<b>45.0</b>	<b>50.9</b>	<b>68.2</b>	<b>69.3</b>	<b>1.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	11.2	11.1	11.8	12.8	13.8	14.8	9.2	13.9	15.7	16.2	2.9%
Business & Employee	4.5	4.8	5.1	5.6	5.5	6.0	5.8	3.4	7.4	7.2	-2.5%
<b>Total</b>	<b>15.7</b>	<b>15.9</b>	<b>16.9</b>	<b>18.3</b>	<b>19.3</b>	<b>20.8</b>	<b>15.0</b>	<b>17.3</b>	<b>23.1</b>	<b>23.4</b>	<b>1.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	22.2	24.3	28.0	31.6	31.7	35.0	23.8	29.9	37.3	38.5	3.2%
Business & Employee	4.1	4.4	4.8	5.4	5.8	6.4	6.1	3.8	7.8	7.5	-4.0%
<b>Total</b>	<b>26.3</b>	<b>28.7</b>	<b>32.8</b>	<b>37.0</b>	<b>37.6</b>	<b>41.4</b>	<b>30.0</b>	<b>33.7</b>	<b>45.1</b>	<b>45.9</b>	<b>1.9%</b>

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

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.

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.

# Monterey / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,346	2,844	2,856	0.4%
Other Travel*	101	92	85	95	105	113	41	73	111	107	-3.3%
<b>Total</b>	<b>2,602</b>	<b>2,702</b>	<b>2,759</b>	<b>2,820</b>	<b>3,136</b>	<b>3,241</b>	<b>1,553</b>	<b>2,419</b>	<b>2,955</b>	<b>2,963</b>	<b>0.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,797	1,893	1,952	1,964	2,214	2,281	1,145	1,737	2,056	2,045	-0.5%
Hotel, Motel**								1,556	1,839	1,842	0.2%
Short Term Vacation Rental**								181	217	203	-6.4%
Private Home (VFR)	154	158	157	173	191	205	71	200	223	229	2.7%
Seasonal Home (2nd Home)	57	58	58	63	72	73	101	90	93	95	2.5%
Campground	41	41	42	44	46	50	41	54	70	75	6.1%
Day Travel	452	460	465	482	508	519	153	265	402	412	2.6%
<b>Total</b>	<b>2,501</b>	<b>2,610</b>	<b>2,674</b>	<b>2,726</b>	<b>3,030</b>	<b>3,128</b>	<b>1,512</b>	<b>2,346</b>	<b>2,844</b>	<b>2,856</b>	<b>0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	634	684	712	716	835	879	449	824	986	956	-3.0%
Food Service	757	800	837	859	939	967	485	663	801	843	5.3%
Food Stores	70	73	73	73	76	78	43	69	86	89	3.8%
Arts, Ent. & Rec.	346	358	367	368	393	394	184	260	299	309	3.5%
Retail Sales	437	454	459	469	509	520	241	340	404	401	-0.5%
Local Tran. & Gas	240	224	208	224	261	267	103	175	240	227	-5.6%
Visitor Air	17	18	18	17	18	24	7	14	29	30	1.9%
<b>Total</b>	<b>2,501</b>	<b>2,610</b>	<b>2,674</b>	<b>2,726</b>	<b>3,030</b>	<b>3,128</b>	<b>1,512</b>	<b>2,346</b>	<b>2,844</b>	<b>2,856</b>	<b>0.4%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Monterey / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	559	590	637	656	744	786	561	337	854	924	8.2%
Arts, Ent. & Rec.	365	386	388	397	439	455	349	194	461	540	17.0%
Retail**	70	75	77	76	85	86	87	47	102	107	5.2%
Ground Trans.	24	26	28	32	46	49	18	24	18	19	4.3%
Visitor Air	13	16	16	16	18	20	19	1	2	2	8.6%
Other Travel*	18	19	20	21	22	24	22	7	10	11	9.1%
<b>Total</b>	<b>1,050</b>	<b>1,111</b>	<b>1,166</b>	<b>1,199</b>	<b>1,354</b>	<b>1,420</b>	<b>1,056</b>	<b>610</b>	<b>1,447</b>	<b>1,603</b>	<b>10.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	16,160	16,270	16,780	16,620	17,940	18,160	13,350	14,570	17,020	17,960	5.5%
Arts, Ent. & Rec.	4,660	4,710	4,770	4,670	5,070	5,360	3,750	4,020	4,910	5,490	11.9%
Retail**	2,130	2,170	2,200	2,090	2,270	2,220	2,090	2,170	2,180	2,180	-0.3%
Ground Trans.	630	640	660	680	900	980	760	740	890	950	5.9%
Visitor Air	110	130	130	130	140	140	120	20	20	20	4.5%
Other Travel*	280	290	310	320	320	310	270	200	200	200	0.0%
<b>Total</b>	<b>23,970</b>	<b>24,210</b>	<b>24,860</b>	<b>24,500</b>	<b>26,630</b>	<b>27,160</b>	<b>20,340</b>	<b>21,720</b>	<b>25,230</b>	<b>26,800</b>	<b>6.2%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Monterey / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	106	113	117	125	146	154	97	129	177	177	0.0%
State Tax Receipts	129	131	130	126	139	144	86	95	128	130	1.6%
<b>Total</b>	<b>235</b>	<b>244</b>	<b>247</b>	<b>251</b>	<b>285</b>	<b>298</b>	<b>183</b>	<b>224</b>	<b>305</b>	<b>307</b>	<b>0.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	92	92	92	92	103	106	51	76	87	87	0.2%
Business & Employee	37	38	38	34	36	38	35	19	40	42	4.7%
<b>Total</b>	<b>129</b>	<b>131</b>	<b>130</b>	<b>126</b>	<b>139</b>	<b>144</b>	<b>86</b>	<b>95</b>	<b>128</b>	<b>130</b>	<b>1.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	73	78	82	88	104	109	54	103	123	121	-1.5%
Business & Employee	33	35	35	37	42	44	43	27	54	56	3.5%
<b>Total</b>	<b>106</b>	<b>113</b>	<b>117</b>	<b>125</b>	<b>146</b>	<b>154</b>	<b>97</b>	<b>129</b>	<b>177</b>	<b>177</b>	<b>0.0%</b>

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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.

# Napa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,367	1,432	1,568	1,597	1,722	1,784	959	1,319	1,662	1,663	0.1%
Other Travel*	45	43	62	62	71	71	29	36	49	56	13.6%
<b>Total</b>	<b>1,412</b>	<b>1,475</b>	<b>1,629</b>	<b>1,659</b>	<b>1,793</b>	<b>1,855</b>	<b>988</b>	<b>1,355</b>	<b>1,711</b>	<b>1,719</b>	<b>0.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	975	1,033	1,149	1,164	1,287	1,335	746	990	1,241	1,229	-0.9%
Hotel, Motel**								903	1,132	1,133	0.1%
Short Term Vacation Rental**								87	109	96	-11.9%
Private Home (VFR)	32	30	31	32	35	37	11	36	39	40	3.3%
Seasonal Home (2nd Home)	19	21	21	22	25	26	46	41	45	47	2.9%
Campground	16	16	16	17	17	19	16	21	27	28	6.1%
Day Travel	325	332	351	362	358	368	140	231	310	318	2.8%
<b>Total</b>	<b>1,367</b>	<b>1,432</b>	<b>1,568</b>	<b>1,597</b>	<b>1,722</b>	<b>1,784</b>	<b>959</b>	<b>1,319</b>	<b>1,662</b>	<b>1,663</b>	<b>0.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	393	427	485	489	546	572	281	470	611	574	-6.1%
Food Service	365	385	426	440	473	494	293	354	440	469	6.5%
Food Stores	37	38	40	40	41	43	24	36	46	48	3.5%
Arts, Ent. & Rec.	248	255	276	279	290	295	161	200	237	248	4.6%
Retail Sales	245	250	267	269	280	285	154	194	236	236	0.3%
Local Tran. & Gas	80	75	74	80	91	95	45	65	91	88	-3.4%
<b>Total</b>	<b>1,367</b>	<b>1,432</b>	<b>1,568</b>	<b>1,597</b>	<b>1,722</b>	<b>1,784</b>	<b>959</b>	<b>1,319</b>	<b>1,662</b>	<b>1,663</b>	<b>0.1%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Napa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	389	416	465	483	544	580	379	226	618	687	11.2%
Arts, Ent. & Rec.	115	111	127	149	170	186	122	63	170	180	5.7%
Retail**	37	39	42	42	42	43	44	23	50	52	4.0%
Ground Trans.	10	11	13	15	22	23	9	6	9	9	2.4%
Other Travel*	7	8	14	14	16	16	11	8	11	15	32.4%
<b>Total</b>	<b>559</b>	<b>585</b>	<b>661</b>	<b>702</b>	<b>793</b>	<b>848</b>	<b>566</b>	<b>325</b>	<b>859</b>	<b>943</b>	<b>9.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	9,370	9,500	9,880	9,910	10,490	10,650	7,050	7,960	9,770	10,580	8.3%
Arts, Ent. & Rec.	5,210	4,840	5,210	5,960	6,370	6,440	4,030	4,570	6,320	6,070	-3.9%
Retail**	1,090	1,080	1,170	1,120	1,130	1,100	1,090	1,040	1,080	1,060	-1.1%
Ground Trans.	280	280	310	310	420	470	430	410	500	530	6.0%
Other Travel*	160	160	210	210	200	200	140	120	150	180	15.0%
<b>Total</b>	<b>16,110</b>	<b>15,860</b>	<b>16,770</b>	<b>17,510</b>	<b>18,610</b>	<b>18,840</b>	<b>12,730</b>	<b>14,100</b>	<b>17,820</b>	<b>18,420</b>	<b>3.4%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Napa / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	75	80	89	87	98	103	63	72	106	103	-2.6%
State Tax Receipts	61	62	66	65	69	73	48	49	72	74	3.0%
<b>Total</b>	<b>136</b>	<b>142</b>	<b>155</b>	<b>152</b>	<b>167</b>	<b>176</b>	<b>111</b>	<b>121</b>	<b>179</b>	<b>178</b>	<b>-0.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	41	42	44	44	47	49	28	37	44	45	2.1%
Business & Employee	19	20	21	21	22	23	20	12	28	29	4.4%
<b>Total</b>	<b>61</b>	<b>62</b>	<b>66</b>	<b>65</b>	<b>69</b>	<b>73</b>	<b>48</b>	<b>49</b>	<b>72</b>	<b>74</b>	<b>3.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	56	61	68	66	73	77	40	59	77	73	-4.7%
Business & Employee	19	19	21	22	25	26	23	13	30	31	2.7%
<b>Total</b>	<b>75</b>	<b>80</b>	<b>89</b>	<b>87</b>	<b>98</b>	<b>103</b>	<b>63</b>	<b>72</b>	<b>106</b>	<b>103</b>	<b>-2.6%</b>

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# Nevada / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	288.4	303.1	325.2	347.6	370.0	395.8	259.0	421.7	469.8	475.9	1.3%
Other Travel*	17.3	15.3	13.4	15.1	17.5	18.3	5.7	11.9	18.1	16.8	-7.6%
<b>Total</b>	<b>305.7</b>	<b>318.4</b>	<b>338.6</b>	<b>362.6</b>	<b>387.6</b>	<b>414.1</b>	<b>264.6</b>	<b>433.7</b>	<b>488.0</b>	<b>492.7</b>	<b>1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	99.7	115.3	134.1	146.7	155.4	169.5	93.8	197.6	210.4	207.2	-1.5%
Hotel, Motel**								72.3	78.3	77.8	-0.7%
Short Term Vacation Rental**								125.3	132.1	129.4	-2.0%
Private Home (VFR)	54.8	51.3	51.3	54.7	59.2	63.8	21.0	67.6	73.0	75.6	3.5%
Seasonal Home (2nd Home)	43.8	45.4	46.2	49.0	53.5	54.8	86.2	77.4	72.5	74.3	2.5%
Campground	26.5	26.3	26.6	27.9	29.3	31.6	26.5	34.3	44.8	47.6	6.1%
Day Travel	63.5	64.8	67.0	69.1	72.6	76.1	31.4	44.8	69.1	71.2	3.1%
<b>Total</b>	<b>288.4</b>	<b>303.1</b>	<b>325.2</b>	<b>347.6</b>	<b>370.0</b>	<b>395.8</b>	<b>259.0</b>	<b>421.7</b>	<b>469.8</b>	<b>475.9</b>	<b>1.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	58.2	65.6	74.2	80.5	83.9	91.1	73.8	121.7	132.7	128.0	-3.5%
Food Service	88.5	95.8	105.0	110.8	116.5	124.5	79.1	121.1	133.8	142.0	6.1%
Food Stores	18.4	19.0	19.3	19.5	19.8	20.7	13.5	31.8	36.2	38.1	5.1%
Arts, Ent. & Rec.	48.0	50.5	54.1	55.6	57.1	59.4	38.0	62.3	64.7	67.6	4.4%
Retail Sales	35.4	35.1	37.4	42.3	48.5	53.1	32.6	49.4	54.0	54.1	0.2%
Local Tran. & Gas	39.9	37.1	35.1	38.9	44.4	47.1	22.0	35.4	48.4	46.1	-4.7%
<b>Total</b>	<b>288.4</b>	<b>303.1</b>	<b>325.2</b>	<b>347.6</b>	<b>370.0</b>	<b>395.8</b>	<b>259.0</b>	<b>421.7</b>	<b>469.8</b>	<b>475.9</b>	<b>1.3%</b>

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

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Nevada / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	79.1	84.0	95.2	103.1	113.6	124.4	99.9	123.3	148.8	155.5	4.5%
Arts, Ent. & Rec.	17.5	16.6	18.6	21.2	21.1	22.6	21.9	23.4	28.1	33.9	20.7%
Retail**	8.5	8.8	9.5	10.0	10.9	11.5	12.5	14.3	14.7	14.7	-0.2%
Ground Trans.	3.2	3.5	4.0	4.7	6.8	7.5	3.1	4.4	3.2	3.3	1.6%
Other Travel*	0.6	0.6	0.7	0.7	0.8	0.8	0.7	0.8	1.0	0.9	-7.1%
<b>Total</b>	<b>108.9</b>	<b>113.4</b>	<b>128.0</b>	<b>139.8</b>	<b>153.1</b>	<b>166.8</b>	<b>138.2</b>	<b>166.1</b>	<b>195.8</b>	<b>208.2</b>	<b>6.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,200	2,170	2,280	2,430	2,590	2,690	2,150	2,400	2,720	2,750	1.0%
Arts, Ent. & Rec.	820	740	770	840	820	850	750	720	840	940	12.5%
Retail**	270	270	290	290	310	310	310	320	320	310	-1.9%
Ground Trans.	90	90	100	100	130	150	150	140	170	180	6.4%
Other Travel*	20	20	20	20	20	20	20	20	20	20	-9.5%
<b>Total</b>	<b>3,390</b>	<b>3,290</b>	<b>3,460</b>	<b>3,680</b>	<b>3,860</b>	<b>4,020</b>	<b>3,380</b>	<b>3,600</b>	<b>4,070</b>	<b>4,210</b>	<b>3.3%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Nevada / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	9.2	10.1	11.3	12.7	14.2	15.5	12.4	19.8	21.3	21.0	-1.4%
State Tax Receipts	15.7	15.7	16.1	16.5	18.4	19.8	13.7	20.0	21.4	21.5	0.6%
<b>Total</b>	<b>25.0</b>	<b>25.7</b>	<b>27.3</b>	<b>29.2</b>	<b>32.5</b>	<b>35.3</b>	<b>26.1</b>	<b>39.8</b>	<b>42.7</b>	<b>42.5</b>	<b>-0.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	12.0	11.9	12.0	12.5	14.4	15.5	9.1	14.5	15.6	15.7	0.5%
Business & Employee	3.7	3.8	4.0	4.0	4.0	4.3	4.6	5.5	5.7	5.8	0.9%
<b>Total</b>	<b>15.7</b>	<b>15.7</b>	<b>16.1</b>	<b>16.5</b>	<b>18.4</b>	<b>19.8</b>	<b>13.7</b>	<b>20.0</b>	<b>21.4</b>	<b>21.5</b>	<b>0.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5.6	6.3	7.2	8.3	9.3	10.1	6.5	12.7	14.2	14.0	-1.8%
Business & Employee	3.6	3.8	4.1	4.4	4.9	5.3	5.9	7.0	7.0	7.0	-0.6%
<b>Total</b>	<b>9.2</b>	<b>10.1</b>	<b>11.3</b>	<b>12.7</b>	<b>14.2</b>	<b>15.5</b>	<b>12.4</b>	<b>19.8</b>	<b>21.3</b>	<b>21.0</b>	<b>-1.4%</b>

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

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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.

# Orange / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,572	13,426	14,168	5.5%
Other Travel*	1,485	1,467	1,512	1,564	1,736	1,789	867	1,019	1,578	1,666	5.6%
<b>Total</b>	<b>11,883</b>	<b>12,696</b>	<b>13,477</b>	<b>13,815</b>	<b>13,922</b>	<b>14,463</b>	<b>6,786</b>	<b>10,591</b>	<b>15,004</b>	<b>15,834</b>	<b>5.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	6,996	7,709	8,343	8,415	7,943	8,207	3,597	5,774	8,793	9,393	6.8%
Hotel, Motel**								5,188	7,869	8,411	6.9%
Short Term Vacation Rental**								585	924	983	6.4%
Private Home (VFR)	1,375	1,452	1,477	1,641	1,848	2,013	950	1,993	2,232	2,281	2.2%
Seasonal Home (2nd Home)	272	265	272	289	316	322	637	560	539	537	-0.4%
Campground	43	45	47	48	145	156	136	170	215	229	6.5%
Day Travel	1,712	1,757	1,825	1,860	1,934	1,975	600	1,076	1,646	1,727	4.9%
<b>Total</b>	<b>10,397</b>	<b>11,229</b>	<b>11,964</b>	<b>12,252</b>	<b>12,186</b>	<b>12,673</b>	<b>5,920</b>	<b>9,572</b>	<b>13,426</b>	<b>14,168</b>	<b>5.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,202	3,510	3,746	6.7%
Food Service	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,610	3,614	3,805	5.3%
Food Stores	386	405	414	412	441	451	276	467	600	623	3.9%
Arts, Ent. & Rec.	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,099	2,707	2,891	6.8%
Retail Sales	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,751	2,196	2,280	3.8%
Local Tran. & Gas	300	305	304	319	322	330	121	253	371	358	-3.4%
Visitor Air	366	390	393	389	421	418	119	191	428	465	8.7%
<b>Total</b>	<b>10,397</b>	<b>11,229</b>	<b>11,964</b>	<b>12,252</b>	<b>12,186</b>	<b>12,673</b>	<b>5,920</b>	<b>9,572</b>	<b>13,426</b>	<b>14,168</b>	<b>5.5%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Orange / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,420	3,102	3,508	13.1%
Arts, Ent. & Rec.	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,391	1,840	2,077	12.9%
Retail**	245	275	292	302	301	315	314	350	372	396	6.5%
Ground Trans.	51	53	60	66	79	86	32	31	35	37	6.8%
Visitor Air	27	30	40	43	46	50	45	56	62	70	13.2%
Other Travel*	274	288	338	348	379	392	322	269	349	407	16.6%
<b>Total</b>	<b>4,144</b>	<b>4,534</b>	<b>5,052</b>	<b>5,334</b>	<b>5,325</b>	<b>5,564</b>	<b>3,827</b>	<b>4,518</b>	<b>5,759</b>	<b>6,495</b>	<b>12.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	60,020	62,540	66,570	67,170	65,570	66,920	50,020	54,910	63,750	67,610	6.1%
Arts, Ent. & Rec.	41,200	44,990	47,550	48,110	48,970	49,410	26,940	31,040	45,630	50,950	11.7%
Retail**	6,910	7,500	7,750	7,930	7,690	7,750	7,220	7,440	7,500	7,640	1.8%
Ground Trans.	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,200	1,440	1,530	6.4%
Visitor Air	430	460	520	560	580	610	500	570	590	620	6.3%
Other Travel*	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,380	3,990	4,370	9.6%
<b>Total</b>	<b>115,100</b>	<b>121,960</b>	<b>129,520</b>	<b>131,090</b>	<b>130,420</b>	<b>132,370</b>	<b>90,660</b>	<b>98,540</b>	<b>122,890</b>	<b>132,710</b>	<b>8.0%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Orange / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	476	521	566	578	619	644	355	498	684	728	6.4%
State Tax Receipts	467	494	514	515	504	532	315	458	561	584	4.1%
<b>Total</b>	<b>943</b>	<b>1,015</b>	<b>1,080</b>	<b>1,093</b>	<b>1,123</b>	<b>1,176</b>	<b>670</b>	<b>955</b>	<b>1,245</b>	<b>1,312</b>	<b>5.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	321	337	348	354	354	375	180	297	377	386	2.6%
Business & Employee	146	157	166	161	151	157	135	161	184	198	7.2%
<b>Total</b>	<b>467</b>	<b>494</b>	<b>514</b>	<b>515</b>	<b>504</b>	<b>532</b>	<b>315</b>	<b>458</b>	<b>561</b>	<b>584</b>	<b>4.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	337	371	405	414	453	471	198	310	481	514	6.7%
Business & Employee	139	151	162	164	166	173	157	188	203	214	5.5%
<b>Total</b>	<b>476</b>	<b>521</b>	<b>566</b>	<b>578</b>	<b>619</b>	<b>644</b>	<b>355</b>	<b>498</b>	<b>684</b>	<b>728</b>	<b>6.4%</b>

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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.

# Placer / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	965	1,035	1,162	1,274	1,315	1,397	1,057	1,159	1,321	1,336	1.2%
Other Travel*	70	64	62	75	87	93	34	61	91	90	-1.5%
<b>Total</b>	<b>1,034</b>	<b>1,099</b>	<b>1,224</b>	<b>1,349</b>	<b>1,403</b>	<b>1,490</b>	<b>1,091</b>	<b>1,220</b>	<b>1,411</b>	<b>1,425</b>	<b>1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	543	605	718	804	813	866	727	659	745	741	-0.4%
Hotel, Motel**								369	420	420	0.0%
Short Term Vacation Rental**								291	325	322	-1.0%
Private Home (VFR)	152	157	159	172	189	206	67	220	244	251	3.1%
Seasonal Home (2nd Home)	111	109	110	116	122	125	170	152	155	159	2.9%
Campground	30	30	30	32	33	36	30	39	51	54	6.1%
Day Travel	129	135	144	150	158	165	63	89	127	130	2.5%
<b>Total</b>	<b>965</b>	<b>1,035</b>	<b>1,162</b>	<b>1,274</b>	<b>1,315</b>	<b>1,397</b>	<b>1,057</b>	<b>1,159</b>	<b>1,321</b>	<b>1,336</b>	<b>1.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	223	251	297	334	337	362	360	398	464	450	-2.9%
Food Service	284	312	357	388	398	423	303	302	339	361	6.3%
Food Stores	40	43	45	46	46	48	36	61	69	73	5.6%
Arts, Ent. & Rec.	181	193	214	226	227	235	174	182	190	199	4.8%
Retail Sales	119	124	139	156	167	182	113	127	141	141	0.2%
Local Tran. & Gas	118	112	110	124	139	146	70	88	118	112	-4.9%
<b>Total</b>	<b>965</b>	<b>1,035</b>	<b>1,162</b>	<b>1,274</b>	<b>1,315</b>	<b>1,397</b>	<b>1,057</b>	<b>1,159</b>	<b>1,321</b>	<b>1,336</b>	<b>1.2%</b>

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

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# Placer / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	183	197	244	272	285	310	261	149	383	429	11.9%
Arts, Ent. & Rec.	93	94	96	112	117	124	102	76	182	218	20.0%
Retail**	22	24	27	29	31	32	36	19	41	42	3.0%
Ground Trans.	10	11	14	16	23	25	11	11	11	12	2.1%
Other Travel*	4	4	6	9	9	11	8	7	10	12	18.0%
<b>Total</b>	<b>312</b>	<b>331</b>	<b>387</b>	<b>439</b>	<b>465</b>	<b>502</b>	<b>419</b>	<b>263</b>	<b>627</b>	<b>712</b>	<b>13.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	6,280	6,440	7,340	7,880	7,970	8,230	6,660	7,400	8,350	8,690	4.0%
Arts, Ent. & Rec.	3,880	3,820	4,340	4,910	4,960	4,800	3,590	4,510	5,880	6,490	10.4%
Retail**	680	710	790	830	840	850	920	930	870	860	-0.1%
Ground Trans.	280	290	330	350	450	500	530	520	620	660	6.0%
Other Travel*	100	120	160	210	220	240	200	250	240	260	9.7%
<b>Total</b>	<b>11,210</b>	<b>11,380</b>	<b>12,950</b>	<b>14,180</b>	<b>14,440</b>	<b>14,610</b>	<b>11,900</b>	<b>13,610</b>	<b>15,950</b>	<b>16,960</b>	<b>6.3%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Placer / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	30	33	38	43	45	49	47	47	63	64	0.8%
State Tax Receipts	50	51	54	58	63	67	49	48	62	64	2.8%
<b>Total</b>	<b>80</b>	<b>84</b>	<b>92</b>	<b>100</b>	<b>108</b>	<b>116</b>	<b>96</b>	<b>95</b>	<b>126</b>	<b>128</b>	<b>1.8%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	38	39	41	43	49	52	32	38	41	41	0.2%
Business & Employee	12	12	13	14	14	15	16	10	21	23	8.0%
<b>Total</b>	<b>50</b>	<b>51</b>	<b>54</b>	<b>58</b>	<b>63</b>	<b>67</b>	<b>49</b>	<b>48</b>	<b>62</b>	<b>64</b>	<b>2.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	20	22	26	30	32	34	31	36	42	41	-2.0%
Business & Employee	10	10	12	13	14	15	16	10	21	23	6.3%
<b>Total</b>	<b>30</b>	<b>33</b>	<b>38</b>	<b>43</b>	<b>45</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>63</b>	<b>64</b>	<b>0.8%</b>

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# Plumas / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	112.1	109.7	111.9	116.0	127.9	146.2	110.2	117.1	142.2	143.3	0.7%
Other Travel*	3.3	2.8	2.5	2.8	3.3	3.4	1.1	2.3	3.4	3.2	-7.6%
<b>Total</b>	<b>115.3</b>	<b>112.5</b>	<b>114.4</b>	<b>118.8</b>	<b>131.2</b>	<b>149.7</b>	<b>111.2</b>	<b>119.4</b>	<b>145.7</b>	<b>146.4</b>	<b>0.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	42.3	43.5	47.4	47.3	49.0	61.6	39.7	34.2	40.5	37.6	-7.3%
Hotel, Motel**								16.8	20.1	17.2	-14.6%
Short Term Vacation Rental**								17.4	20.4	20.4	-0.3%
Private Home (VFR)	10.2	9.2	9.4	10.5	11.3	12.4	4.1	13.5	14.3	14.9	3.6%
Seasonal Home (2nd Home)	21.2	21.7	22.1	23.5	25.6	26.2	37.8	34.0	37.0	37.9	2.5%
Campground	20.8	20.6	20.8	21.8	22.9	24.7	20.7	26.8	35.0	37.1	6.1%
Day Travel	17.6	14.6	12.2	12.8	19.1	21.2	7.8	8.5	15.4	15.9	2.9%
<b>Total</b>	<b>112.1</b>	<b>109.7</b>	<b>111.9</b>	<b>116.0</b>	<b>127.9</b>	<b>146.2</b>	<b>110.2</b>	<b>117.1</b>	<b>142.2</b>	<b>143.3</b>	<b>0.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	27.4	28.5	30.8	31.3	32.3	38.4	34.8	33.4	39.5	38.0	-3.9%
Food Service	31.5	31.4	32.7	33.6	36.8	42.2	30.8	31.4	37.2	39.1	5.1%
Food Stores	8.2	8.2	8.3	8.4	8.7	9.4	7.3	10.8	13.5	14.4	6.6%
Arts, Ent. & Rec.	17.2	16.6	16.8	16.9	18.3	20.3	14.8	15.7	17.9	18.6	3.8%
Retail Sales	11.6	10.9	10.7	11.8	15.0	17.2	12.1	12.8	15.1	15.0	-0.4%
Local Tran. & Gas	16.2	14.1	12.7	13.9	16.8	18.7	10.4	13.0	19.1	18.3	-4.4%
<b>Total</b>	<b>112.1</b>	<b>109.7</b>	<b>111.9</b>	<b>116.0</b>	<b>127.9</b>	<b>146.2</b>	<b>110.2</b>	<b>117.1</b>	<b>142.2</b>	<b>143.3</b>	<b>0.7%</b>

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Plumas / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	26.2	26.9	29.6	31.8	35.7	42.4	32.8	18.2	44.0	44.4	1.0%
Arts, Ent. & Rec.	5.4	5.3	5.4	3.9	3.9	4.4	4.0	2.5	4.6	4.5	-3.0%
Retail**	3.2	3.2	3.2	3.6	4.1	4.4	4.9	2.5	5.7	6.4	12.2%
Ground Trans.	1.3	1.3	1.5	1.7	2.5	3.0	1.4	0.0	0.0	0.0	N/A
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.3	0.3	25.8%
<b>Total</b>	<b>36.2</b>	<b>36.9</b>	<b>39.8</b>	<b>41.2</b>	<b>46.4</b>	<b>54.3</b>	<b>43.2</b>	<b>23.3</b>	<b>54.6</b>	<b>55.7</b>	<b>1.9%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	900	920	920	980	1,070	1,200	850	910	990	910	-8.4%
Arts, Ent. & Rec.	190	170	180	120	130	140	120	120	130	110	-12.5%
Retail**	120	120	130	130	150	160	160	150	170	170	5.5%
Ground Trans.	40	40	40	40	50	60	70	0	0	0	N/A
Other Travel*	6	6	7	7	7	7	6	9	9	11	22.2%
<b>Total</b>	<b>1,250</b>	<b>1,260</b>	<b>1,260</b>	<b>1,280</b>	<b>1,400</b>	<b>1,560</b>	<b>1,200</b>	<b>1,190</b>	<b>1,300</b>	<b>1,210</b>	<b>-6.8%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Plumas / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	3.2	3.3	3.5	3.5	4.0	4.8	4.1	3.4	4.8	4.6	-3.9%
State Tax Receipts	5.4	5.1	5.0	5.1	5.9	6.8	5.2	5.0	6.6	6.5	-1.0%
<b>Total</b>	<b>8.6</b>	<b>8.4</b>	<b>8.5</b>	<b>8.6</b>	<b>9.9</b>	<b>11.5</b>	<b>9.3</b>	<b>8.4</b>	<b>11.4</b>	<b>11.1</b>	<b>-2.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	4.1	3.8	3.7	3.8	4.6	5.2	3.6	4.2	4.8	4.8	0.0%
Business & Employee	1.3	1.3	1.3	1.3	1.3	1.6	1.6	0.8	1.7	1.7	-3.5%
<b>Total</b>	<b>5.4</b>	<b>5.1</b>	<b>5.0</b>	<b>5.1</b>	<b>5.9</b>	<b>6.8</b>	<b>5.2</b>	<b>5.0</b>	<b>6.6</b>	<b>6.5</b>	<b>-1.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	2.0	2.1	2.3	2.3	2.6	3.2	2.4	2.5	3.0	2.9	-3.4%
Business & Employee	1.1	1.2	1.2	1.2	1.4	1.6	1.7	0.9	1.8	1.7	-4.6%
<b>Total</b>	<b>3.2</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>	<b>4.0</b>	<b>4.8</b>	<b>4.1</b>	<b>3.4</b>	<b>4.8</b>	<b>4.6</b>	<b>-3.9%</b>

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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.

# Riverside / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	6,392	6,689	7,028	7,423	8,020	8,391	6,216	6,927	8,476	8,572	1.1%
Other Travel*	560	520	505	505	584	599	228	410	657	635	-3.3%
<b>Total</b>	<b>6,952</b>	<b>7,209</b>	<b>7,533</b>	<b>7,929</b>	<b>8,604</b>	<b>8,991</b>	<b>6,444</b>	<b>7,337</b>	<b>9,133</b>	<b>9,207</b>	<b>0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	2,554	2,745	2,993	3,123	3,404	3,567	2,444	2,980	3,607	3,701	2.6%
Hotel, Motel**								2,151	2,580	2,687	4.2%
Short Term Vacation Rental**								829	1,027	1,014	-1.3%
Private Home (VFR)	835	863	885	976	1,079	1,170	824	1,164	1,302	1,332	2.3%
Seasonal Home (2nd Home)	1,004	1,038	1,058	1,132	1,234	1,263	1,871	1,676	1,590	1,520	-4.4%
Campground	185	185	187	196	206	222	186	241	315	327	3.8%
Day Travel	1,815	1,858	1,905	1,996	2,098	2,169	891	866	1,662	1,692	1.8%
<b>Total</b>	<b>6,392</b>	<b>6,689</b>	<b>7,028</b>	<b>7,423</b>	<b>8,020</b>	<b>8,391</b>	<b>6,216</b>	<b>6,927</b>	<b>8,476</b>	<b>8,572</b>	<b>1.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	1,148	1,244	1,371	1,427	1,531	1,584	1,329	1,756	2,095	2,008	-4.2%
Food Service	2,019	2,149	2,293	2,414	2,574	2,704	2,120	2,152	2,570	2,687	4.5%
Food Stores	253	263	267	272	279	288	237	306	374	386	3.3%
Arts, Ent. & Rec.	1,089	1,132	1,185	1,218	1,269	1,299	971	1,007	1,149	1,210	5.4%
Retail Sales	1,019	1,076	1,114	1,224	1,384	1,473	1,004	1,032	1,289	1,312	1.8%
Local Tran. & Gas	767	725	693	756	860	897	499	598	840	793	-5.6%
Visitor Air	98	99	105	112	124	146	57	75	159	176	10.5%
<b>Total</b>	<b>6,392</b>	<b>6,689</b>	<b>7,028</b>	<b>7,423</b>	<b>8,020</b>	<b>8,391</b>	<b>6,216</b>	<b>6,927</b>	<b>8,476</b>	<b>8,572</b>	<b>1.1%</b>

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# Riverside / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	1,104	1,201	1,343	1,433	1,557	1,664	1,341	1,660	2,011	2,216	10.2%
Arts, Ent. & Rec.	497	512	557	584	630	665	496	648	741	820	10.5%
Retail**	170	183	193	202	221	230	239	266	287	314	9.5%
Ground Trans.	72	79	89	100	136	150	90	154	100	107	7.5%
Visitor Air	20	23	19	20	21	17	17	14	15	17	18.1%
Other Travel*	79	84	98	74	79	77	62	75	104	117	12.9%
<b>Total</b>	<b>1,941</b>	<b>2,081</b>	<b>2,298</b>	<b>2,412</b>	<b>2,644</b>	<b>2,804</b>	<b>2,245</b>	<b>2,817</b>	<b>3,257</b>	<b>3,591</b>	<b>10.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	43,670	45,450	47,770	49,180	51,170	52,510	43,060	48,620	55,340	57,590	4.1%
Arts, Ent. & Rec.	18,720	19,070	19,790	20,130	21,530	22,370	15,710	19,720	22,260	23,890	7.3%
Retail**	5,770	5,930	6,060	6,230	6,630	6,700	6,480	6,720	6,850	7,150	4.3%
Ground Trans.	1,820	1,900	2,010	2,080	2,620	2,910	3,380	3,270	3,920	4,170	6.5%
Visitor Air	320	350	280	290	290	260	220	190	180	200	10.4%
Other Travel*	1,550	1,570	1,990	1,830	1,950	1,860	1,400	1,690	2,080	2,220	6.8%
<b>Total</b>	<b>71,850</b>	<b>74,260</b>	<b>77,900</b>	<b>79,740</b>	<b>84,190</b>	<b>86,600</b>	<b>70,240</b>	<b>80,210</b>	<b>90,620</b>	<b>95,230</b>	<b>5.1%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Riverside / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	195	213	236	248	280	293	229	296	341	347	1.8%
State Tax Receipts	340	345	349	358	399	423	316	364	412	417	1.3%
<b>Total</b>	<b>535</b>	<b>558</b>	<b>585</b>	<b>606</b>	<b>679</b>	<b>716</b>	<b>545</b>	<b>660</b>	<b>753</b>	<b>765</b>	<b>1.5%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	269	271	272	282	322	341	230	259	303	303	0.0%
Business & Employee	71	74	78	76	78	82	86	105	109	114	4.9%
<b>Total</b>	<b>340</b>	<b>345</b>	<b>349</b>	<b>358</b>	<b>399</b>	<b>423</b>	<b>316</b>	<b>364</b>	<b>412</b>	<b>417</b>	<b>1.3%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	130	144	163	174	198	207	137	182	228	231	1.1%
Business & Employee	65	69	73	74	82	87	92	115	113	116	3.1%
<b>Total</b>	<b>195</b>	<b>213</b>	<b>236</b>	<b>248</b>	<b>280</b>	<b>293</b>	<b>229</b>	<b>296</b>	<b>341</b>	<b>347</b>	<b>1.8%</b>

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# Sacramento / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,523	3,151	3,276	4.0%
Other Travel*	767	778	769	791	865	932	356	651	1,032	1,094	6.0%
<b>Total</b>	<b>3,495</b>	<b>3,592</b>	<b>3,638</b>	<b>3,836</b>	<b>4,162</b>	<b>4,413</b>	<b>1,828</b>	<b>3,174</b>	<b>4,183</b>	<b>4,370</b>	<b>4.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,264	1,336	1,385	1,430	1,568	1,654	972	1,213	1,524	1,598	4.9%
Hotel, Motel**								1,110	1,385	1,444	4.2%
Short Term Vacation Rental**								103	139	155	11.4%
Private Home (VFR)	712	719	722	799	876	946	277	795	916	951	3.8%
Seasonal Home (2nd Home)	23	23	23	24	26	26	24	21	33	34	2.9%
Campground	13	13	13	14	15	16	13	17	22	24	6.1%
Day Travel	715	723	725	777	813	839	186	477	656	670	2.1%
<b>Total</b>	<b>2,728</b>	<b>2,814</b>	<b>2,869</b>	<b>3,045</b>	<b>3,297</b>	<b>3,481</b>	<b>1,472</b>	<b>2,523</b>	<b>3,151</b>	<b>3,276</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	326	359	384	412	459	483	279	349	458	487	6.5%
Food Service	736	775	808	853	914	960	425	747	891	955	7.2%
Food Stores	91	94	94	96	99	102	41	93	112	118	5.7%
Arts, Ent. & Rec.	437	450	460	474	496	507	215	379	432	456	5.5%
Retail Sales	344	354	358	400	444	491	186	369	432	435	0.8%
Local Tran. & Gas	531	505	478	515	577	599	212	429	549	519	-5.4%
Visitor Air	263	277	287	295	307	340	114	158	278	306	10.0%
<b>Total</b>	<b>2,728</b>	<b>2,814</b>	<b>2,869</b>	<b>3,045</b>	<b>3,297</b>	<b>3,481</b>	<b>1,472</b>	<b>2,523</b>	<b>3,151</b>	<b>3,276</b>	<b>4.0%</b>

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

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# Sacramento / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	431	463	508	537	608	651	502	293	724	799	10.3%
Arts, Ent. & Rec.	224	247	270	305	305	320	208	149	328	440	34.3%
Retail**	62	65	68	72	78	83	82	44	97	101	4.4%
Ground Trans.	54	59	64	69	88	97	47	36	57	64	12.3%
Visitor Air	21	23	19	18	19	19	19	24	26	28	9.8%
Other Travel*	78	87	84	77	82	86	80	83	110	123	11.6%
<b>Total</b>	<b>869</b>	<b>944</b>	<b>1,013</b>	<b>1,080</b>	<b>1,180</b>	<b>1,256</b>	<b>939</b>	<b>629</b>	<b>1,342</b>	<b>1,556</b>	<b>15.9%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	16,480	16,590	16,980	17,430	18,810	19,150	14,790	16,070	18,440	18,900	2.5%
Arts, Ent. & Rec.	7,070	7,090	7,310	7,510	7,830	8,340	4,930	5,560	7,690	10,120	31.6%
Retail**	2,020	2,060	2,050	2,160	2,260	2,280	2,100	2,210	2,210	2,210	-0.1%
Ground Trans.	1,280	1,350	1,380	1,400	1,670	1,840	1,310	1,250	1,470	1,590	7.9%
Visitor Air	350	370	330	310	310	340	300	350	360	370	3.1%
Other Travel*	1,410	1,500	1,480	1,530	1,390	1,470	1,380	1,400	1,590	1,620	1.6%
<b>Total</b>	<b>28,610</b>	<b>28,970</b>	<b>29,520</b>	<b>30,340</b>	<b>32,270</b>	<b>33,430</b>	<b>24,800</b>	<b>26,830</b>	<b>31,770</b>	<b>34,810</b>	<b>9.6%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Sacramento / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	97	105	110	117	133	141	91	96	137	146	6.6%
State Tax Receipts	158	157	153	158	180	192	95	140	173	177	2.1%
<b>Total</b>	<b>255</b>	<b>262</b>	<b>264</b>	<b>275</b>	<b>313</b>	<b>333</b>	<b>187</b>	<b>236</b>	<b>310</b>	<b>323</b>	<b>4.0%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	126	124	120	125	146	156	63	118	131	130	-0.6%
Business & Employee	31	33	34	33	34	36	32	22	42	47	10.4%
<b>Total</b>	<b>158</b>	<b>157</b>	<b>153</b>	<b>158</b>	<b>180</b>	<b>192</b>	<b>95</b>	<b>140</b>	<b>173</b>	<b>177</b>	<b>2.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	67	73	77	83	96	101	52	69	88	93	5.6%
Business & Employee	30	32	33	34	37	40	40	27	48	52	8.4%
<b>Total</b>	<b>97</b>	<b>105</b>	<b>110</b>	<b>117</b>	<b>133</b>	<b>141</b>	<b>91</b>	<b>96</b>	<b>137</b>	<b>146</b>	<b>6.6%</b>

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

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.

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.

# San Benito / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	83.4	83.6	87.2	98.3	108.6	114.1	60.6	111.7	132.6	137.4	3.7%
Other Travel*	10.2	9.0	8.0	9.1	10.8	11.3	3.5	7.7	12.0	11.1	-7.6%
<b>Total</b>	<b>93.6</b>	<b>92.7</b>	<b>95.2</b>	<b>107.4</b>	<b>119.5</b>	<b>125.4</b>	<b>64.1</b>	<b>119.4</b>	<b>144.5</b>	<b>148.5</b>	<b>2.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	11.5	12.4	14.4	21.0	24.1	25.3	14.8	24.6	23.4	23.4	-0.1%
Hotel, Motel**								22.1	21.1	20.3	-3.9%
Short Term Vacation Rental**								2.5	2.2	3.0	36.1%
Private Home (VFR)	29.6	28.1	28.8	31.2	34.8	36.4	13.3	41.1	45.5	47.1	3.5%
Seasonal Home (2nd Home)	2.3	2.4	2.4	2.6	2.8	2.9	4.2	3.8	5.3	5.4	2.3%
Campground	21.5	21.9	22.1	23.2	24.3	26.2	22.0	28.4	37.1	39.4	6.1%
Day Travel	18.6	18.9	19.5	20.3	22.6	23.3	6.3	13.8	21.3	22.2	4.1%
<b>Total</b>	<b>83.4</b>	<b>83.6</b>	<b>87.2</b>	<b>98.3</b>	<b>108.6</b>	<b>114.1</b>	<b>60.6</b>	<b>111.7</b>	<b>132.6</b>	<b>137.4</b>	<b>3.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	9.3	10.0	11.1	13.6	15.0	15.9	11.5	18.1	20.1	20.2	0.7%
Food Service	25.3	26.7	28.8	32.0	34.9	36.3	18.3	35.8	40.9	43.9	7.4%
Food Stores	9.9	10.3	10.4	10.7	11.0	11.4	7.6	12.7	15.6	16.8	7.5%
Arts, Ent. & Rec.	13.3	13.7	14.5	15.6	16.7	16.9	8.2	15.3	17.2	18.3	6.2%
Retail Sales	10.8	9.3	9.8	12.0	14.3	16.1	7.2	15.2	17.6	17.8	1.1%
Local Tran. & Gas	14.9	13.7	12.7	14.3	16.8	17.6	7.7	14.7	21.1	20.4	-3.5%
<b>Total</b>	<b>83.4</b>	<b>83.6</b>	<b>87.2</b>	<b>98.3</b>	<b>108.6</b>	<b>114.1</b>	<b>60.6</b>	<b>111.7</b>	<b>132.6</b>	<b>137.4</b>	<b>3.7%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# San Benito / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	16.3	19.2	22.7	26.4	30.1	32.4	31.5	17.9	44.1	46.9	6.4%
Arts, Ent. & Rec.	3.6	3.6	3.6	3.4	2.4	2.7	1.8	1.9	1.8	1.7	-2.2%
Retail**	2.9	2.8	3.0	1.4	1.4	1.6	1.7	0.8	2.8	3.1	9.8%
Ground Trans.	1.0	1.1	1.3	1.5	2.2	2.4	0.9	0.5	0.9	1.0	3.9%
Other Travel*	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.3	1.3	1.6	23.4%
<b>Total</b>	<b>24.1</b>	<b>27.0</b>	<b>30.9</b>	<b>33.1</b>	<b>36.6</b>	<b>39.6</b>	<b>36.3</b>	<b>21.4</b>	<b>50.9</b>	<b>54.3</b>	<b>6.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	520	550	600	640	690	740	670	750	820	830	2.2%
Arts, Ent. & Rec.	200	190	200	210	150	170	110	110	110	90	-13.2%
Retail**	70	70	70	40	40	40	40	40	60	70	10.9%
Ground Trans.	30	30	30	30	40	50	40	40	50	50	6.1%
Other Travel*	10	20	20	20	20	20	20	20	40	50	17.5%
<b>Total</b>	<b>830</b>	<b>850</b>	<b>920</b>	<b>940</b>	<b>940</b>	<b>1,020</b>	<b>890</b>	<b>960</b>	<b>1,080</b>	<b>1,100</b>	<b>2.0%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# San Benito / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	2.0	2.1	2.4	2.6	3.9	4.1	3.3	4.0	5.4	5.5	2.1%
State Tax Receipts	5.3	5.2	5.1	5.5	6.3	6.7	4.0	6.0	7.3	7.3	0.6%
<b>Total</b>	<b>7.3</b>	<b>7.3</b>	<b>7.5</b>	<b>8.1</b>	<b>10.2</b>	<b>10.9</b>	<b>7.3</b>	<b>10.0</b>	<b>12.7</b>	<b>12.9</b>	<b>1.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	4.5	4.2	4.1	4.5	5.4	5.8	2.9	5.4	6.0	6.0	0.4%
Business & Employee	0.9	0.9	1.0	1.0	0.9	1.0	1.1	0.6	1.3	1.4	1.3%
<b>Total</b>	<b>5.3</b>	<b>5.2</b>	<b>5.1</b>	<b>5.5</b>	<b>6.3</b>	<b>6.7</b>	<b>4.0</b>	<b>6.0</b>	<b>7.3</b>	<b>7.3</b>	<b>0.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.2	1.2	1.4	1.6	2.6	2.8	1.6	3.1	3.5	3.6	3.5%
Business & Employee	0.8	0.9	1.0	1.0	1.2	1.3	1.6	1.0	2.0	2.0	-0.3%
<b>Total</b>	<b>2.0</b>	<b>2.1</b>	<b>2.4</b>	<b>2.6</b>	<b>3.9</b>	<b>4.1</b>	<b>3.3</b>	<b>4.0</b>	<b>5.4</b>	<b>5.5</b>	<b>2.1%</b>

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# San Bernardino / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,706	5,516	5,738	4.0%
Other Travel*	585	552	524	578	650	688	270	476	740	767	3.6%
<b>Total</b>	<b>4,466</b>	<b>4,558</b>	<b>4,643</b>	<b>4,975</b>	<b>5,343</b>	<b>5,717</b>	<b>4,075</b>	<b>5,182</b>	<b>6,256</b>	<b>6,505</b>	<b>4.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,250	1,336	1,418	1,532	1,607	1,772	1,300	2,059	2,239	2,342	4.6%
Hotel, Motel**								1,308	1,386	1,488	7.3%
Short Term Vacation Rental**								751	853	855	0.3%
Private Home (VFR)	565	575	577	631	693	757	497	714	805	837	3.9%
Seasonal Home (2nd Home)	827	851	867	921	1,004	1,028	1,395	1,250	1,261	1,296	2.8%
Campground	143	143	145	152	159	172	144	186	243	258	6.1%
Day Travel	1,095	1,102	1,112	1,160	1,229	1,300	469	497	968	1,005	3.8%
<b>Total</b>	<b>3,881</b>	<b>4,006</b>	<b>4,119</b>	<b>4,397</b>	<b>4,693</b>	<b>5,029</b>	<b>3,805</b>	<b>4,706</b>	<b>5,516</b>	<b>5,738</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	654	708	761	812	842	915	847	1,221	1,343	1,343	0.0%
Food Service	1,157	1,216	1,279	1,352	1,418	1,522	1,236	1,376	1,583	1,724	8.9%
Food Stores	159	164	165	167	170	179	150	228	273	293	7.2%
Arts, Ent. & Rec.	621	638	657	679	696	728	562	660	721	773	7.2%
Retail Sales	546	574	586	660	759	827	571	635	761	778	2.3%
Local Tran. & Gas	616	576	544	596	665	710	378	503	678	657	-3.2%
Visitor Air	128	131	127	132	143	149	61	83	157	170	8.4%
<b>Total</b>	<b>3,881</b>	<b>4,006</b>	<b>4,119</b>	<b>4,397</b>	<b>4,693</b>	<b>5,029</b>	<b>3,805</b>	<b>4,706</b>	<b>5,516</b>	<b>5,738</b>	<b>4.0%</b>

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# San Bernardino / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	645	701	774	842	896	985	851	505	1,184	1,316	11.1%
Arts, Ent. & Rec.	312	332	356	405	408	433	299	263	509	541	6.4%
Retail**	97	104	109	117	124	131	134	73	164	174	6.2%
Ground Trans.	55	60	66	75	97	110	70	51	80	88	9.5%
Visitor Air	9	11	13	11	12	10	9	24	26	28	6.5%
Other Travel*	47	52	63	67	71	72	61	80	107	123	14.8%
<b>Total</b>	<b>1,164</b>	<b>1,261</b>	<b>1,382</b>	<b>1,517</b>	<b>1,608</b>	<b>1,741</b>	<b>1,425</b>	<b>996</b>	<b>2,071</b>	<b>2,271</b>	<b>9.6%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	26,980	27,880	28,890	30,240	30,790	32,170	26,820	29,330	32,650	33,910	3.8%
Arts, Ent. & Rec.	16,050	17,200	17,720	18,350	17,100	17,710	11,160	13,320	16,440	18,200	10.7%
Retail**	3,340	3,450	3,450	3,640	3,770	3,830	3,720	3,850	4,010	4,110	2.7%
Ground Trans.	1,370	1,420	1,470	1,540	1,860	2,110	2,400	2,310	2,760	2,950	7.0%
Visitor Air	150	190	210	200	200	170	150	230	240	240	0.0%
Other Travel*	1,230	1,290	1,440	1,470	1,500	1,500	1,190	1,480	1,680	1,770	5.2%
<b>Total</b>	<b>49,100</b>	<b>51,430</b>	<b>53,180</b>	<b>55,430</b>	<b>55,230</b>	<b>57,490</b>	<b>45,440</b>	<b>50,520</b>	<b>57,770</b>	<b>61,170</b>	<b>5.9%</b>

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\*\*Retail includes gasoline station employment and earnings.

# San Bernardino / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	103	111	118	127	140	153	132	158	206	210	2.3%
State Tax Receipts	224	223	220	230	258	279	203	220	276	282	2.3%
<b>Total</b>	<b>327</b>	<b>334</b>	<b>338</b>	<b>357</b>	<b>399</b>	<b>431</b>	<b>335</b>	<b>378</b>	<b>481</b>	<b>493</b>	<b>2.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	181	178	174	182	211	228	149	184	207	211	1.7%
Business & Employee	43	45	47	47	47	51	54	37	69	72	4.3%
<b>Total</b>	<b>224</b>	<b>223</b>	<b>220</b>	<b>230</b>	<b>258</b>	<b>279</b>	<b>203</b>	<b>220</b>	<b>276</b>	<b>282</b>	<b>2.3%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	64	69	74	81	91	99	74	117	134	137	2.2%
Business & Employee	39	41	44	46	50	54	58	41	72	73	2.6%
<b>Total</b>	<b>103</b>	<b>111</b>	<b>118</b>	<b>127</b>	<b>140</b>	<b>153</b>	<b>132</b>	<b>158</b>	<b>206</b>	<b>210</b>	<b>2.3%</b>

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# San Diego / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,852	13,311	13,840	4.0%
Other Travel*	1,478	1,482	1,530	1,632	1,798	1,933	822	1,333	2,090	2,262	8.3%
<b>Total</b>	<b>12,020</b>	<b>12,321</b>	<b>12,996</b>	<b>13,694</b>	<b>13,652</b>	<b>13,792</b>	<b>5,811</b>	<b>11,185</b>	<b>15,401</b>	<b>16,102</b>	<b>4.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	6,390	6,757	7,243	7,640	7,215	7,089	3,206	6,142	8,655	9,049	4.6%
Hotel, Motel**								4,685	6,574	6,981	6.2%
Short Term Vacation Rental**								1,458	2,081	2,069	-0.6%
Private Home (VFR)	1,223	1,218	1,249	1,356	1,485	1,594	492	1,391	1,695	1,735	2.3%
Seasonal Home (2nd Home)	163	151	155	163	173	178	285	256	223	208	-6.7%
Campground	286	283	292	302	237	254	218	278	346	367	6.2%
Day Travel	2,480	2,430	2,527	2,602	2,745	2,744	787	1,784	2,393	2,481	3.7%
<b>Total</b>	<b>10,542</b>	<b>10,839</b>	<b>11,466</b>	<b>12,062</b>	<b>11,854</b>	<b>11,859</b>	<b>4,989</b>	<b>9,852</b>	<b>13,311</b>	<b>13,840</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	2,675	2,908	3,146	3,288	3,588	3,472	1,729	3,077	4,427	4,587	3.6%
Food Service	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,676	3,367	3,546	5.3%
Food Stores	467	506	518	528	472	472	205	522	665	687	3.3%
Arts, Ent. & Rec.	1,613	1,584	1,672	1,729	1,610	1,588	589	1,294	1,584	1,685	6.3%
Retail Sales	1,687	1,686	1,757	1,873	1,788	1,837	684	1,452	1,777	1,838	3.4%
Local Tran. & Gas	510	458	436	484	477	480	162	403	587	561	-4.4%
Visitor Air	747	789	801	831	873	930	282	427	903	936	3.6%
<b>Total</b>	<b>10,542</b>	<b>10,839</b>	<b>11,466</b>	<b>12,062</b>	<b>11,854</b>	<b>11,859</b>	<b>4,989</b>	<b>9,852</b>	<b>13,311</b>	<b>13,840</b>	<b>4.0%</b>

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

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# San Diego / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,340	3,079	3,516	14.2%
Arts, Ent. & Rec.	818	878	908	891	859	872	519	601	811	933	15.0%
Retail**	275	288	304	313	291	293	299	322	348	361	4.0%
Ground Trans.	47	43	49	56	67	70	21	27	23	24	5.1%
Visitor Air	50	56	71	79	84	94	91	88	98	108	10.4%
Other Travel*	174	195	249	269	295	331	278	266	331	395	19.3%
<b>Total</b>	<b>3,563</b>	<b>3,785</b>	<b>4,216</b>	<b>4,432</b>	<b>4,299</b>	<b>4,429</b>	<b>3,166</b>	<b>3,645</b>	<b>4,689</b>	<b>5,337</b>	<b>13.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	64,240	64,410	68,900	69,940	64,480	63,520	45,740	50,100	60,110	63,480	5.6%
Arts, Ent. & Rec.	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,800	21,690	9.5%
Retail**	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,740	7,820	7,890	0.9%
Ground Trans.	1,220	1,060	1,130	1,180	1,290	1,380	890	860	1,030	1,090	6.1%
Visitor Air	860	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	1,480	3.8%
Other Travel*	3,400	3,640	4,550	4,830	4,880	5,300	4,330	3,960	4,960	5,060	2.0%
<b>Total</b>	<b>101,670</b>	<b>101,510</b>	<b>109,110</b>	<b>111,240</b>	<b>102,890</b>	<b>101,500</b>	<b>73,360</b>	<b>79,820</b>	<b>95,150</b>	<b>100,690</b>	<b>5.8%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# San Diego / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	474	509	547	570	606	602	342	516	688	720	4.7%
State Tax Receipts	479	479	492	501	482	496	267	439	518	537	3.6%
<b>Total</b>	<b>952</b>	<b>987</b>	<b>1,040</b>	<b>1,070</b>	<b>1,089</b>	<b>1,097</b>	<b>609</b>	<b>955</b>	<b>1,206</b>	<b>1,257</b>	<b>4.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	352	347	354	366	359	370	155	307	366	373	1.8%
Business & Employee	127	132	139	135	123	126	111	132	152	164	8.1%
<b>Total</b>	<b>479</b>	<b>479</b>	<b>492</b>	<b>501</b>	<b>482</b>	<b>496</b>	<b>267</b>	<b>439</b>	<b>518</b>	<b>537</b>	<b>3.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	354	383	413	434	473	464	212	367	526	548	4.2%
Business & Employee	119	125	135	136	133	137	130	149	162	173	6.5%
<b>Total</b>	<b>474</b>	<b>509</b>	<b>547</b>	<b>570</b>	<b>606</b>	<b>602</b>	<b>342</b>	<b>516</b>	<b>688</b>	<b>720</b>	<b>4.7%</b>

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

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.

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.

# San Francisco / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	10,267	10,895	10,875	10,758	11,114	11,294	3,449	5,143	9,274	10,366	11.8%
Other Travel*	2,001	2,098	2,318	2,645	2,792	2,863	1,590	1,963	3,073	3,401	10.7%
<b>Total</b>	<b>12,269</b>	<b>12,992</b>	<b>13,192</b>	<b>13,404</b>	<b>13,906</b>	<b>14,156</b>	<b>5,039</b>	<b>7,106</b>	<b>12,348</b>	<b>13,767</b>	<b>11.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	7,895	8,463	8,461	8,292	8,590	8,703	2,682	3,457	6,921	7,819	13.0%
Hotel, Motel**								3,204	6,338	7,202	13.6%
Short Term Vacation Rental**								253	583	617	5.8%
Private Home (VFR)	864	879	871	899	936	965	231	551	874	982	12.3%
Seasonal Home (2nd Home)	38	38	39	42	47	48	75	68	89	84	-6.3%
Campground	4	4	4	4	5	5	4	5	7	7	3.9%
Day Travel	1,465	1,510	1,500	1,522	1,536	1,573	457	1,062	1,382	1,474	6.6%
<b>Total</b>	<b>10,267</b>	<b>10,895</b>	<b>10,875</b>	<b>10,758</b>	<b>11,114</b>	<b>11,294</b>	<b>3,449</b>	<b>5,143</b>	<b>9,274</b>	<b>10,366</b>	<b>11.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	2,884	3,200	3,209	3,080	3,179	3,361	1,005	974	2,276	2,606	14.5%
Food Service	2,545	2,719	2,773	2,807	2,934	2,961	982	1,612	2,636	2,889	9.6%
Food Stores	210	221	216	212	214	214	73	143	229	244	6.7%
Arts, Ent. & Rec.	1,387	1,448	1,447	1,432	1,462	1,437	459	755	1,162	1,299	11.8%
Retail Sales	1,426	1,478	1,454	1,443	1,475	1,469	471	811	1,220	1,338	9.6%
Local Tran. & Gas	586	561	520	548	607	610	161	343	574	573	-0.3%
Visitor Air	1,231	1,268	1,254	1,237	1,244	1,241	300	505	1,177	1,418	20.5%
<b>Total</b>	<b>10,267</b>	<b>10,895</b>	<b>10,875</b>	<b>10,758</b>	<b>11,114</b>	<b>11,294</b>	<b>3,449</b>	<b>5,143</b>	<b>9,274</b>	<b>10,366</b>	<b>11.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# San Francisco / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	1,800	2,046	2,167	2,243	2,365	2,504	1,468	2,839	1,962	2,366	20.6%
Arts, Ent. & Rec.	921	1,031	1,052	937	990	980	742	539	1,000	1,062	6.2%
Retail**	215	229	230	246	248	246	232	137	234	223	-4.6%
Ground Trans.	77	83	90	99	137	144	33	382	36	38	4.8%
Visitor Air	0	0	0	0	0	0	0	0	0	0	N/A
Other Travel*	238	244	312	405	431	455	371	419	539	585	8.5%
<b>Total</b>	<b>3,252</b>	<b>3,634</b>	<b>3,851</b>	<b>3,929</b>	<b>4,171</b>	<b>4,329</b>	<b>2,848</b>	<b>4,316</b>	<b>3,771</b>	<b>4,274</b>	<b>13.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	38,530	41,400	41,250	41,760	42,000	40,980	23,130	23,130	29,540	33,100	12.1%
Arts, Ent. & Rec.	14,230	15,570	15,540	15,380	15,170	15,430	10,380	10,530	13,120	14,380	9.6%
Retail**	4,510	4,530	4,610	4,520	4,320	4,020	3,460	3,410	3,460	3,340	-3.4%
Ground Trans.	2,020	2,080	2,090	2,100	2,660	2,830	1,410	1,410	1,690	1,800	6.1%
Visitor Air	0	0	0	0	0	0	0	0	0	0	N/A
Other Travel*	2,470	2,630	3,110	3,220	3,270	3,320	2,600	1,910	2,460	2,460	0.0%
<b>Total</b>	<b>61,750</b>	<b>66,200</b>	<b>66,600</b>	<b>66,970</b>	<b>67,420</b>	<b>66,580</b>	<b>40,990</b>	<b>40,390</b>	<b>50,270</b>	<b>55,090</b>	<b>9.6%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# San Francisco / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	572	629	634	614	649	679	281	360	506	565	11.5%
State Tax Receipts	380	398	393	382	394	402	189	316	368	394	7.1%
<b>Total</b>	<b>952</b>	<b>1,026</b>	<b>1,027</b>	<b>996</b>	<b>1,043</b>	<b>1,081</b>	<b>470</b>	<b>676</b>	<b>874</b>	<b>959</b>	<b>9.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	269	277	272	267	280	284	95	169	252	269	6.9%
Business & Employee	111	121	121	115	114	118	94	147	116	125	7.7%
<b>Total</b>	<b>380</b>	<b>398</b>	<b>393</b>	<b>382</b>	<b>394</b>	<b>402</b>	<b>189</b>	<b>316</b>	<b>368</b>	<b>394</b>	<b>7.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	455	500	503	486	512	537	158	174	368	418	13.6%
Business & Employee	117	129	131	128	137	142	123	186	138	146	6.0%
<b>Total</b>	<b>572</b>	<b>629</b>	<b>634</b>	<b>614</b>	<b>649</b>	<b>679</b>	<b>281</b>	<b>360</b>	<b>506</b>	<b>565</b>	<b>11.5%</b>

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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.

# San Joaquin / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	676	690	721	758	800	848	488	897	1,069	1,048	-1.9%
Other Travel*	133	119	107	120	140	146	49	98	149	139	-7.2%
<b>Total</b>	<b>809</b>	<b>810</b>	<b>828</b>	<b>878</b>	<b>941</b>	<b>993</b>	<b>537</b>	<b>995</b>	<b>1,218</b>	<b>1,187</b>	<b>-2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	228	248	275	285	294	312	301	431	498	485	-2.8%
Hotel, Motel**								405	469	452	-3.5%
Short Term Vacation Rental**								26	30	33	9.3%
Private Home (VFR)	204	197	196	214	236	255	72	251	281	281	-0.3%
Seasonal Home (2nd Home)	12	12	12	12	13	14	47	42	29	26	-8.6%
Campground	8	8	8	9	9	10	8	11	14	15	3.8%
Day Travel	224	226	230	238	247	257	60	163	246	242	-1.6%
<b>Total</b>	<b>676</b>	<b>690</b>	<b>721</b>	<b>758</b>	<b>800</b>	<b>848</b>	<b>488</b>	<b>897</b>	<b>1,069</b>	<b>1,048</b>	<b>-1.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	81	92	105	112	118	124	127	183	216	207	-3.9%
Food Service	190	202	218	225	232	246	145	264	307	311	1.2%
Food Stores	32	33	34	34	34	35	19	42	48	48	1.0%
Arts, Ent. & Rec.	92	96	101	102	103	106	61	108	121	124	2.5%
Retail Sales	106	105	109	119	128	142	67	136	160	159	-0.4%
Local Tran. & Gas	174	162	153	165	184	193	69	164	216	198	-8.5%
Visitor Air	1	1	1	1	1	1	1	0	1	1	-3.6%
<b>Total</b>	<b>676</b>	<b>690</b>	<b>721</b>	<b>758</b>	<b>800</b>	<b>848</b>	<b>488</b>	<b>897</b>	<b>1,069</b>	<b>1,048</b>	<b>-1.9%</b>

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# San Joaquin / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	117	129	146	159	173	186	166	205	263	280	6.5%
Arts, Ent. & Rec.	50	51	60	61	64	67	43	53	68	65	-4.8%
Retail**	21	21	23	24	25	27	27	30	33	35	5.7%
Ground Trans.	14	15	17	19	25	28	13	25	16	17	11.0%
Visitor Air	1	1	1	5	5	7	7	0	0	1	25.1%
Other Travel*	8	8	9	24	25	31	32	9	11	12	11.6%
<b>Total</b>	<b>210</b>	<b>225</b>	<b>256</b>	<b>291</b>	<b>317</b>	<b>346</b>	<b>287</b>	<b>323</b>	<b>390</b>	<b>409</b>	<b>4.8%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	4,440	4,540	4,760	4,990	5,100	5,250	4,450	5,020	6,030	6,100	1.3%
Arts, Ent. & Rec.	2,360	2,220	2,350	2,350	2,380	2,430	1,390	1,680	2,180	2,220	1.7%
Retail**	720	720	740	760	760	780	720	750	770	790	2.7%
Ground Trans.	360	370	390	400	490	540	450	430	520	550	7.4%
Visitor Air	7	6	7	47	50	68	60	8	8	10	25.0%
Other Travel*	230	240	250	400	400	480	470	230	250	270	7.6%
<b>Total</b>	<b>8,110</b>	<b>8,100</b>	<b>8,500</b>	<b>8,940</b>	<b>9,190</b>	<b>9,540</b>	<b>7,540</b>	<b>8,120</b>	<b>9,750</b>	<b>9,940</b>	<b>2.0%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# San Joaquin / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	19	21	23	26	29	32	27	38	43	42	-1.8%
State Tax Receipts	51	49	49	50	58	63	34	59	64	62	-3.6%
<b>Total</b>	<b>70</b>	<b>71</b>	<b>72</b>	<b>77</b>	<b>88</b>	<b>94</b>	<b>61</b>	<b>97</b>	<b>107</b>	<b>104</b>	<b>-2.9%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	44	42	40	42	50	53	25	48	52	50	-4.4%
Business & Employee	7	8	8	8	8	9	9	11	12	11	-0.4%
<b>Total</b>	<b>51</b>	<b>49</b>	<b>49</b>	<b>50</b>	<b>58</b>	<b>63</b>	<b>34</b>	<b>59</b>	<b>64</b>	<b>62</b>	<b>-3.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	12	13	15	17	19	20	15	24	29	28	-1.7%
Business & Employee	7	8	8	9	10	11	12	14	14	14	-2.0%
<b>Total</b>	<b>19</b>	<b>21</b>	<b>23</b>	<b>26</b>	<b>29</b>	<b>32</b>	<b>27</b>	<b>38</b>	<b>43</b>	<b>42</b>	<b>-1.8%</b>

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

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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.

# San Luis Obispo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,863	2,235	2,244	0.4%
Other Travel*	67	62	57	66	78	83	27	46	80	70	-12.1%
<b>Total</b>	<b>1,629</b>	<b>1,669</b>	<b>1,680</b>	<b>1,782</b>	<b>1,915</b>	<b>2,019</b>	<b>1,347</b>	<b>1,909</b>	<b>2,315</b>	<b>2,315</b>	<b>0.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	967	1,002	1,015	1,077	1,147	1,202	954	1,320	1,466	1,448	-1.2%
Hotel, Motel**								895	1,020	1,016	-0.4%
Short Term Vacation Rental**								426	446	432	-3.1%
Private Home (VFR)	92	96	97	108	121	131	56	125	142	144	1.3%
Seasonal Home (2nd Home)	40	41	41	45	51	52	61	55	67	68	2.5%
Campground	135	137	139	146	153	165	137	179	233	248	6.1%
Day Travel	328	331	330	341	366	385	112	184	326	336	3.0%
<b>Total</b>	<b>1,562</b>	<b>1,607</b>	<b>1,623</b>	<b>1,716</b>	<b>1,837</b>	<b>1,935</b>	<b>1,321</b>	<b>1,863</b>	<b>2,235</b>	<b>2,244</b>	<b>0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	407	435	453	477	506	528	474	698	776	753	-2.9%
Food Service	430	447	460	487	519	552	356	454	557	590	5.9%
Food Stores	68	71	71	72	74	78	57	106	128	135	5.4%
Arts, Ent. & Rec.	199	202	204	211	220	228	138	204	230	239	4.1%
Retail Sales	251	258	256	270	289	305	173	219	272	272	0.1%
Local Tran. & Gas	197	181	165	183	210	222	114	170	247	235	-5.1%
Visitor Air	11	13	14	16	19	22	8	13	25	20	-20.2%
<b>Total</b>	<b>1,562</b>	<b>1,607</b>	<b>1,623</b>	<b>1,716</b>	<b>1,837</b>	<b>1,935</b>	<b>1,321</b>	<b>1,863</b>	<b>2,235</b>	<b>2,244</b>	<b>0.4%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# San Luis Obispo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	335	357	386	439	472	509	410	248	591	628	6.3%
Arts, Ent. & Rec.	98	105	111	124	128	139	99	61	149	157	4.9%
Retail**	47	49	50	52	55	57	58	31	70	72	2.8%
Ground Trans.	17	18	20	23	33	36	17	14	18	19	4.8%
Visitor Air	4	5	4	6	6	29	31	13	14	15	9.9%
Other Travel*	9	9	8	10	11	44	40	16	19	21	11.6%
<b>Total</b>	<b>510</b>	<b>544</b>	<b>580</b>	<b>654</b>	<b>705</b>	<b>815</b>	<b>655</b>	<b>383</b>	<b>862</b>	<b>912</b>	<b>5.9%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	11,010	11,080	11,460	12,580	12,910	13,410	10,640	11,840	13,160	13,480	2.5%
Arts, Ent. & Rec.	5,410	5,280	5,300	5,650	5,910	6,340	4,140	5,090	6,380	6,440	0.9%
Retail**	1,470	1,470	1,490	1,520	1,560	1,590	1,500	1,530	1,570	1,570	0.0%
Ground Trans.	460	460	470	490	640	720	730	710	850	900	6.1%
Visitor Air	60	70	70	100	100	300	290	170	160	170	3.1%
Other Travel*	170	170	150	210	220	510	410	250	260	270	5.4%
<b>Total</b>	<b>18,580</b>	<b>18,530</b>	<b>18,930</b>	<b>20,550</b>	<b>21,340</b>	<b>22,860</b>	<b>17,710</b>	<b>19,580</b>	<b>22,380</b>	<b>22,830</b>	<b>2.0%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# San Luis Obispo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	66	70	72	77	84	91	81	89	112	110	-1.5%
State Tax Receipts	77	77	75	78	85	92	66	72	96	97	0.3%
<b>Total</b>	<b>142</b>	<b>147</b>	<b>148</b>	<b>154</b>	<b>169</b>	<b>183</b>	<b>147</b>	<b>160</b>	<b>208</b>	<b>207</b>	<b>-0.7%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	59	58	56	58	65	70	42	58	69	69	0.3%
Business & Employee	18	19	19	20	20	23	23	14	28	28	0.5%
<b>Total</b>	<b>77</b>	<b>77</b>	<b>75</b>	<b>78</b>	<b>85</b>	<b>92</b>	<b>66</b>	<b>72</b>	<b>96</b>	<b>97</b>	<b>0.3%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	49	52	54	57	63	66	55	73	82	81	-1.7%
Business & Employee	17	18	18	20	22	25	27	15	29	29	-0.9%
<b>Total</b>	<b>66</b>	<b>70</b>	<b>72</b>	<b>77</b>	<b>84</b>	<b>91</b>	<b>81</b>	<b>89</b>	<b>112</b>	<b>110</b>	<b>-1.5%</b>

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

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.

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.

# San Mateo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,285	3,825	4,050	5.9%
Other Travel*	261	303	294	336	374	433	194	211	321	368	14.7%
<b>Total</b>	<b>3,519</b>	<b>3,730</b>	<b>3,813</b>	<b>3,997</b>	<b>4,357</b>	<b>4,492</b>	<b>1,677</b>	<b>2,496</b>	<b>4,146</b>	<b>4,419</b>	<b>6.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	2,309	2,463	2,549	2,638	2,869	2,911	1,161	1,503	2,795	2,973	6.4%
Hotel, Motel**								1,387	2,606	2,773	6.4%
Short Term Vacation Rental**								116	189	200	6.0%
Private Home (VFR)	309	314	316	347	382	406	88	331	357	371	4.0%
Seasonal Home (2nd Home)	19	19	19	21	23	24	40	36	43	44	2.1%
Campground	30	31	31	33	35	37	31	41	53	56	6.1%
Day Travel	591	600	602	622	675	681	162	374	577	606	5.1%
<b>Total</b>	<b>3,258</b>	<b>3,427</b>	<b>3,518</b>	<b>3,662</b>	<b>3,984</b>	<b>4,059</b>	<b>1,483</b>	<b>2,285</b>	<b>3,825</b>	<b>4,050</b>	<b>5.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	777	874	920	948	1,051	1,080	387	474	772	829	7.3%
Food Service	836	881	917	966	1,049	1,075	407	636	1,085	1,200	10.6%
Food Stores	90	94	94	95	99	100	40	78	118	127	7.8%
Arts, Ent. & Rec.	463	477	487	501	531	530	191	305	486	528	8.7%
Retail Sales	447	459	461	490	535	554	194	324	512	532	3.8%
Local Tran. & Gas	645	642	639	663	718	721	265	462	840	820	-2.3%
Visitor Air	0	0	0	0	0	0	0	7	13	16	21.1%
<b>Total</b>	<b>3,258</b>	<b>3,427</b>	<b>3,518</b>	<b>3,662</b>	<b>3,984</b>	<b>4,059</b>	<b>1,483</b>	<b>2,285</b>	<b>3,825</b>	<b>4,050</b>	<b>5.9%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# San Mateo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	588	654	700	768	867	907	578	308	855	998	16.8%
Arts, Ent. & Rec.	207	221	237	249	273	282	206	114	301	339	12.7%
Retail**	75	79	81	83	92	92	89	47	98	98	0.2%
Ground Trans.	93	104	111	116	135	145	70	63	89	101	14.1%
Visitor Air	692	747	1,008	1,151	1,192	549	511	331	371	419	12.9%
Other Travel*	674	783	1,053	1,229	1,311	678	651	435	465	512	10.0%
<b>Total</b>	<b>2,330</b>	<b>2,588</b>	<b>3,191</b>	<b>3,596</b>	<b>3,870</b>	<b>2,652</b>	<b>2,106</b>	<b>1,298</b>	<b>2,177</b>	<b>2,466</b>	<b>13.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	16,030	16,540	16,570	17,390	18,600	18,500	12,330	12,890	15,470	17,010	10.0%
Arts, Ent. & Rec.	7,560	7,970	8,250	8,590	9,020	8,670	5,890	6,390	7,650	8,480	10.9%
Retail**	1,830	1,760	1,710	1,710	1,800	1,770	1,580	1,590	1,570	1,570	0.2%
Ground Trans.	2,070	2,240	2,260	2,270	2,510	2,650	1,580	1,500	1,760	1,920	9.0%
Visitor Air	8,360	8,710	9,590	9,860	9,880	6,200	5,160	3,700	3,860	4,100	6.2%
Other Travel*	8,310	9,340	10,410	10,850	11,130	7,570	6,530	4,970	4,920	5,090	3.5%
<b>Total</b>	<b>44,160</b>	<b>46,560</b>	<b>48,790</b>	<b>50,680</b>	<b>52,940</b>	<b>45,360</b>	<b>33,060</b>	<b>31,040</b>	<b>35,230</b>	<b>38,170</b>	<b>8.4%</b>

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\*\*Retail includes gasoline station employment and earnings.

# San Mateo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	234	255	280	294	335	297	166	159	254	273	7.5%
State Tax Receipts	198	205	216	221	231	208	116	134	208	218	4.6%
<b>Total</b>	<b>432</b>	<b>460</b>	<b>497</b>	<b>516</b>	<b>566</b>	<b>505</b>	<b>282</b>	<b>294</b>	<b>462</b>	<b>491</b>	<b>6.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	125	126	125	127	140	144	55	92	144	148	3.1%
Business & Employee	73	79	91	94	91	64	61	42	64	69	8.1%
<b>Total</b>	<b>198</b>	<b>205</b>	<b>216</b>	<b>221</b>	<b>231</b>	<b>208</b>	<b>116</b>	<b>134</b>	<b>208</b>	<b>218</b>	<b>4.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	150	162	170	175	203	206	71	101	171	185	8.4%
Business & Employee	85	93	110	119	133	91	95	59	83	88	5.9%
<b>Total</b>	<b>234</b>	<b>255</b>	<b>280</b>	<b>294</b>	<b>335</b>	<b>297</b>	<b>166</b>	<b>159</b>	<b>254</b>	<b>273</b>	<b>7.5%</b>

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# Santa Barbara / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,714	1,774	1,775	1,818	1,832	1,977	955	1,536	1,899	1,875	-1.3%
Other Travel*	139	131	129	135	151	164	63	111	172	172	0.1%
<b>Total</b>	<b>1,853</b>	<b>1,906</b>	<b>1,904</b>	<b>1,953</b>	<b>1,983</b>	<b>2,141</b>	<b>1,018</b>	<b>1,647</b>	<b>2,070</b>	<b>2,047</b>	<b>-1.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,086	1,135	1,139	1,143	1,126	1,229	642	1,019	1,205	1,158	-3.9%
Hotel, Motel**								818	970	938	-3.3%
Short Term Vacation Rental**								202	235	220	-6.4%
Private Home (VFR)	151	155	152	170	188	206	83	184	214	220	3.2%
Seasonal Home (2nd Home)	34	34	35	38	43	44	57	51	49	51	2.5%
Campground	58	59	60	63	66	71	59	77	101	107	6.1%
Day Travel	386	391	388	405	409	428	115	205	330	339	2.8%
<b>Total</b>	<b>1,714</b>	<b>1,774</b>	<b>1,775</b>	<b>1,818</b>	<b>1,832</b>	<b>1,977</b>	<b>955</b>	<b>1,536</b>	<b>1,899</b>	<b>1,875</b>	<b>-1.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	435	468	481	485	464	523	335	586	693	645	-6.8%
Food Service	473	497	507	520	529	561	256	371	456	481	5.4%
Food Stores	55	57	57	57	57	59	34	58	73	76	4.6%
Arts, Ent. & Rec.	219	225	225	226	224	232	98	153	178	185	3.6%
Retail Sales	278	290	286	296	303	322	133	199	246	245	-0.3%
Local Tran. & Gas	220	205	187	200	218	230	85	144	202	189	-6.1%
Visitor Air	34	33	32	35	37	51	15	26	51	53	4.6%
<b>Total</b>	<b>1,714</b>	<b>1,774</b>	<b>1,775</b>	<b>1,818</b>	<b>1,832</b>	<b>1,977</b>	<b>955</b>	<b>1,536</b>	<b>1,899</b>	<b>1,875</b>	<b>-1.3%</b>

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Santa Barbara / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	380	415	426	457	470	514	400	243	590	626	6.0%
Arts, Ent. & Rec.	104	105	104	114	117	127	100	65	139	152	8.8%
Retail**	46	49	50	50	50	52	54	26	63	68	8.5%
Ground Trans.	21	22	24	26	34	38	14	11	15	16	6.3%
Visitor Air	4	5	4	4	5	6	6	8	9	10	12.4%
Other Travel*	17	19	20	19	21	22	19	19	26	30	14.5%
<b>Total</b>	<b>571</b>	<b>616</b>	<b>627</b>	<b>672</b>	<b>698</b>	<b>758</b>	<b>592</b>	<b>371</b>	<b>842</b>	<b>901</b>	<b>7.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	10,650	11,070	10,970	11,120	11,040	11,810	9,090	10,050	11,550	11,890	2.9%
Arts, Ent. & Rec.	4,330	4,400	4,330	4,580	5,230	5,590	4,060	4,590	5,440	5,900	8.5%
Retail**	1,270	1,360	1,360	1,310	1,300	1,320	1,260	1,300	1,300	1,340	3.5%
Ground Trans.	530	550	550	550	670	740	540	520	630	670	6.4%
Visitor Air	90	90	60	60	60	80	60	80	90	90	5.9%
Other Travel*	340	360	360	340	350	370	290	330	370	400	8.2%
<b>Total</b>	<b>17,210</b>	<b>17,820</b>	<b>17,620</b>	<b>17,970</b>	<b>18,650</b>	<b>19,910</b>	<b>15,290</b>	<b>16,880</b>	<b>19,370</b>	<b>20,290</b>	<b>4.8%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Santa Barbara / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	74	79	82	85	86	95	66	87	115	111	-4.0%
State Tax Receipts	87	87	84	84	89	95	53	64	86	86	0.0%
<b>Total</b>	161	167	166	169	175	190	120	151	202	197	-2.3%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	66	66	63	64	69	74	33	51	59	59	-0.7%
Business & Employee	20	21	21	20	20	21	21	13	27	27	1.6%
<b>Total</b>	87	87	84	84	89	95	53	64	86	86	0.0%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	55	59	62	64	64	72	42	72	86	81	-5.4%
Business & Employee	19	20	20	21	22	23	24	15	29	29	0.1%
<b>Total</b>	74	79	82	85	86	95	66	87	115	111	-4.0%

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

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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.

# Santa Clara / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,166	4,764	5,088	6.8%
Other Travel*	975	1,049	1,084	1,203	1,272	1,414	724	1,055	1,480	1,887	27.5%
<b>Total</b>	<b>5,769</b>	<b>6,090</b>	<b>6,304</b>	<b>7,221</b>	<b>7,446</b>	<b>7,629</b>	<b>2,980</b>	<b>4,221</b>	<b>6,244</b>	<b>6,975</b>	<b>11.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	3,236	3,480	3,651	4,340	4,367	4,305	1,681	1,865	3,146	3,403	8.2%
Hotel, Motel**								1,726	2,843	3,084	8.5%
Short Term Vacation Rental**								139	303	320	5.6%
Private Home (VFR)	609	609	610	673	733	804	232	609	708	738	4.3%
Seasonal Home (2nd Home)	24	25	25	27	29	30	42	38	37	37	1.6%
Campground	49	49	49	52	54	59	49	64	83	88	6.1%
Day Travel	875	878	884	926	990	1,018	251	590	790	822	4.0%
<b>Total</b>	<b>4,794</b>	<b>5,041</b>	<b>5,220</b>	<b>6,018</b>	<b>6,173</b>	<b>6,214</b>	<b>2,256</b>	<b>3,166</b>	<b>4,764</b>	<b>5,088</b>	<b>6.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	1,181	1,368	1,469	1,753	1,739	1,728	591	576	1,126	1,218	8.2%
Food Service	1,289	1,343	1,410	1,631	1,682	1,692	692	1,007	1,413	1,552	9.9%
Food Stores	149	153	153	165	166	167	69	127	179	192	7.2%
Arts, Ent. & Rec.	644	655	674	757	765	751	292	435	580	626	8.0%
Retail Sales	652	659	668	768	799	819	304	497	647	666	3.0%
Local Tran. & Gas	594	561	538	621	669	671	216	409	593	578	-2.7%
Visitor Air	285	302	307	323	355	386	92	115	227	257	13.3%
<b>Total</b>	<b>4,794</b>	<b>5,041</b>	<b>5,220</b>	<b>6,018</b>	<b>6,173</b>	<b>6,214</b>	<b>2,256</b>	<b>3,166</b>	<b>4,764</b>	<b>5,088</b>	<b>6.8%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Santa Clara / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	894	970	1,082	1,143	1,173	1,196	815	419	1,192	1,388	16.4%
Arts, Ent. & Rec.	315	323	346	379	396	444	260	178	355	420	18.4%
Retail**	105	109	113	114	116	115	111	58	119	124	4.9%
Ground Trans.	70	75	82	99	124	131	48	61	56	62	10.0%
Visitor Air	25	27	26	25	26	22	21	20	23	26	13.9%
Other Travel*	146	186	205	217	219	251	220	234	289	414	43.4%
<b>Total</b>	<b>1,555</b>	<b>1,692</b>	<b>1,854</b>	<b>1,977</b>	<b>2,054</b>	<b>2,160</b>	<b>1,476</b>	<b>971</b>	<b>2,033</b>	<b>2,434</b>	<b>19.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	25,850	26,360	27,490	27,700	26,640	25,390	17,310	17,920	21,660	23,410	8.1%
Arts, Ent. & Rec.	7,150	7,560	7,790	7,860	7,820	8,410	4,960	5,980	8,360	9,980	19.4%
Retail**	2,470	2,420	2,570	2,490	2,430	2,410	2,140	2,160	2,140	2,170	1.7%
Ground Trans.	1,710	1,760	1,810	2,030	2,370	2,510	1,540	1,490	1,770	1,900	7.2%
Visitor Air	360	380	360	350	350	390	330	310	330	350	7.1%
Other Travel*	2,080	2,150	2,430	2,660	2,770	3,780	2,370	2,590	2,810	3,420	21.7%
<b>Total</b>	<b>39,610</b>	<b>40,630</b>	<b>42,450</b>	<b>43,090</b>	<b>42,380</b>	<b>42,880</b>	<b>28,650</b>	<b>30,450</b>	<b>37,060</b>	<b>41,230</b>	<b>11.2%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Santa Clara / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	215	239	262	285	319	323	153	147	255	278	9.1%
State Tax Receipts	236	236	235	250	267	276	134	173	236	249	5.5%
<b>Total</b>	<b>451</b>	<b>475</b>	<b>497</b>	<b>535</b>	<b>587</b>	<b>599</b>	<b>287</b>	<b>320</b>	<b>491</b>	<b>528</b>	<b>7.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	183	179	176	194	212	218	86	140	175	180	2.4%
Business & Employee	53	57	59	57	55	58	48	33	61	70	14.3%
<b>Total</b>	<b>236</b>	<b>236</b>	<b>235</b>	<b>250</b>	<b>267</b>	<b>276</b>	<b>134</b>	<b>173</b>	<b>236</b>	<b>249</b>	<b>5.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	160	180	199	219	250	251	87	104	178	192	7.9%
Business & Employee	55	59	63	66	69	73	66	43	77	86	11.9%
<b>Total</b>	<b>215</b>	<b>239</b>	<b>262</b>	<b>285</b>	<b>319</b>	<b>323</b>	<b>153</b>	<b>147</b>	<b>255</b>	<b>278</b>	<b>9.1%</b>

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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.

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.

# Santa Cruz / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	848.7	879.6	903.5	976.2	1,025.0	1,020.0	482.8	1,017.3	1,303.2	1,395.5	7.1%
Other Travel*	54.9	48.5	42.3	46.8	53.2	55.4	19.1	36.6	55.1	52.1	-5.4%
<b>Total</b>	<b>903.6</b>	<b>928.1</b>	<b>945.7</b>	<b>1,023.0</b>	<b>1,078.2</b>	<b>1,075.4</b>	<b>501.8</b>	<b>1,053.9</b>	<b>1,358.3</b>	<b>1,447.7</b>	<b>6.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	447.9	475.5	498.5	548.9	566.9	545.9	211.8	638.0	811.5	882.9	8.8%
Hotel, Motel**								464.3	614.0	709.8	15.6%
Short Term Vacation Rental**								173.6	197.5	173.2	-12.3%
Private Home (VFR)	69.7	68.7	67.8	74.6	81.1	86.2	31.1	83.5	93.4	95.8	2.6%
Seasonal Home (2nd Home)	90.7	93.0	94.3	99.7	108.6	111.3	109.7	99.5	95.0	96.5	1.6%
Campground	67.4	69.1	69.9	73.3	77.0	83.0	69.3	90.3	117.8	124.9	6.1%
Day Travel	173.0	173.3	172.9	179.6	191.4	193.6	60.9	106.0	185.6	195.4	5.3%
<b>Total</b>	<b>848.7</b>	<b>879.6</b>	<b>903.5</b>	<b>976.2</b>	<b>1,025.0</b>	<b>1,020.0</b>	<b>482.8</b>	<b>1,017.3</b>	<b>1,303.2</b>	<b>1,395.5</b>	<b>7.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	226.5	248.7	264.7	285.3	296.8	291.7	138.9	330.3	372.5	374.5	0.5%
Food Service	232.9	244.1	256.0	277.0	287.0	286.5	138.9	281.9	382.7	439.2	14.8%
Food Stores	41.4	43.1	43.3	44.4	44.9	45.9	30.0	57.0	73.4	77.5	5.6%
Arts, Ent. & Rec.	117.5	120.3	123.7	130.4	132.1	128.7	60.2	127.5	161.0	179.0	11.2%
Retail Sales	114.2	117.0	118.6	130.5	141.0	141.8	65.6	126.0	164.6	176.7	7.4%
Local Tran. & Gas	116.2	106.4	97.1	108.5	123.2	125.5	49.1	94.5	149.0	148.7	-0.2%
<b>Total</b>	<b>848.7</b>	<b>879.6</b>	<b>903.5</b>	<b>976.2</b>	<b>1,025.0</b>	<b>1,020.0</b>	<b>482.8</b>	<b>1,017.3</b>	<b>1,303.2</b>	<b>1,395.5</b>	<b>7.1%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Santa Cruz / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	173.5	190.1	209.7	225.1	239.3	244.0	175.2	107.9	267.5	288.6	7.9%
Arts, Ent. & Rec.	60.1	68.4	75.9	81.6	85.6	86.8	51.8	31.0	83.8	102.6	22.5%
Retail**	21.9	23.2	24.0	23.8	24.0	24.4	25.0	13.4	28.6	28.9	1.1%
Ground Trans.	9.0	9.5	10.5	12.5	17.7	18.6	6.5	9.8	6.6	6.7	2.0%
Other Travel*	5.3	4.8	4.5	4.6	4.6	4.7	4.2	3.2	5.0	5.1	2.5%
<b>Total</b>	<b>269.8</b>	<b>295.9</b>	<b>324.6</b>	<b>347.6</b>	<b>371.2</b>	<b>378.5</b>	<b>262.7</b>	<b>165.2</b>	<b>391.4</b>	<b>431.9</b>	<b>10.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	5,860	6,060	6,200	6,360	6,460	6,400	4,550	5,150	5,930	6,160	3.9%
Arts, Ent. & Rec.	3,100	3,350	3,410	3,680	3,670	3,390	1,860	2,250	3,040	3,390	11.8%
Retail**	720	700	730	720	700	690	650	670	660	640	-3.2%
Ground Trans.	240	240	250	270	350	370	310	300	360	380	5.3%
Other Travel*	140	120	110	120	110	110	90	90	100	90	-7.2%
<b>Total</b>	<b>10,060</b>	<b>10,470</b>	<b>10,700</b>	<b>11,140</b>	<b>11,280</b>	<b>10,960</b>	<b>7,460</b>	<b>8,450</b>	<b>10,080</b>	<b>10,660</b>	<b>5.8%</b>

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\*\*Retail includes gasoline station employment and earnings.

# Santa Cruz / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	32.5	35.5	39.5	44.5	47.8	47.5	25.7	45.6	60.4	62.5	3.6%
State Tax Receipts	43.2	43.2	42.6	43.8	48.3	49.4	27.5	41.3	56.8	60.3	6.2%
<b>Total</b>	<b>75.7</b>	<b>78.7</b>	<b>82.2</b>	<b>88.3</b>	<b>96.1</b>	<b>96.9</b>	<b>53.2</b>	<b>86.8</b>	<b>117.2</b>	<b>122.9</b>	<b>4.9%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	33.8	33.1	32.2	33.9	38.4	39.3	18.8	35.7	45.0	47.9	6.5%
Business & Employee	9.4	10.1	10.4	9.9	9.9	10.0	8.7	5.6	11.8	12.4	4.9%
<b>Total</b>	<b>43.2</b>	<b>43.2</b>	<b>42.6</b>	<b>43.8</b>	<b>48.3</b>	<b>49.4</b>	<b>27.5</b>	<b>41.3</b>	<b>56.8</b>	<b>60.3</b>	<b>6.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	23.3	25.6	29.0	33.3	35.8	35.2	14.3	38.4	46.0	47.8	3.8%
Business & Employee	9.2	10.0	10.5	11.2	12.1	12.3	11.3	7.1	14.3	14.8	3.2%
<b>Total</b>	<b>32.5</b>	<b>35.5</b>	<b>39.5</b>	<b>44.5</b>	<b>47.8</b>	<b>47.5</b>	<b>25.7</b>	<b>45.6</b>	<b>60.4</b>	<b>62.5</b>	<b>3.6%</b>

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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.

# Shasta / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	395.4	395.9	409.7	428.4	472.7	505.0	295.3	425.2	504.6	494.1	-2.1%
Other Travel*	34.7	32.1	29.7	32.4	36.9	39.7	12.7	25.6	40.8	37.6	-7.9%
<b>Total</b>	<b>430.1</b>	<b>428.0</b>	<b>439.4</b>	<b>460.9</b>	<b>509.7</b>	<b>544.7</b>	<b>308.0</b>	<b>450.8</b>	<b>545.4</b>	<b>531.7</b>	<b>-2.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	166.5	171.9	183.4	192.5	216.9	234.8	147.6	207.8	220.4	203.6	-7.7%
Hotel, Motel**								156.8	166.0	148.5	-10.6%
Short Term Vacation Rental**								51.0	54.5	55.1	1.2%
Private Home (VFR)	45.4	43.1	42.9	46.2	51.6	55.6	16.4	52.6	59.0	60.5	2.5%
Seasonal Home (2nd Home)	39.8	38.5	39.2	40.7	43.3	44.4	55.4	50.1	61.9	63.0	1.8%
Campground	39.4	39.5	40.0	41.9	44.0	47.4	39.7	51.5	67.2	71.3	6.1%
Day Travel	104.3	102.9	104.3	107.1	116.9	122.8	36.2	63.1	96.1	95.8	-0.3%
<b>Total</b>	<b>395.4</b>	<b>395.9</b>	<b>409.7</b>	<b>428.4</b>	<b>472.7</b>	<b>505.0</b>	<b>295.3</b>	<b>425.2</b>	<b>504.6</b>	<b>494.1</b>	<b>-2.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	87.0	91.2	97.8	102.7	114.7	123.2	103.2	138.4	151.7	141.0	-7.1%
Food Service	103.3	106.9	113.9	118.3	128.8	138.1	74.5	104.4	123.2	126.5	2.7%
Food Stores	23.0	23.6	23.9	24.0	24.8	26.1	19.0	29.0	35.7	37.7	5.5%
Arts, Ent. & Rec.	52.5	53.1	55.4	56.2	59.7	62.3	33.4	47.9	53.8	54.7	1.6%
Retail Sales	58.0	55.6	57.3	60.2	67.0	71.8	33.7	50.0	59.5	57.9	-2.7%
Local Tran. & Gas	69.8	63.0	58.3	63.7	74.6	79.0	30.1	52.4	75.5	70.5	-6.6%
Visitor Air	1.9	2.6	3.3	3.3	3.1	4.5	1.4	3.1	5.2	5.8	13.0%
<b>Total</b>	<b>395.4</b>	<b>395.9</b>	<b>409.7</b>	<b>428.4</b>	<b>472.7</b>	<b>505.0</b>	<b>295.3</b>	<b>425.2</b>	<b>504.6</b>	<b>494.1</b>	<b>-2.1%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Shasta / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	73.7	78.0	86.4	91.7	92.9	103.6	96.2	57.1	122.0	126.7	3.9%
Arts, Ent. & Rec.	23.9	24.3	26.8	24.7	26.1	29.5	22.4	15.9	31.3	32.4	3.6%
Retail**	12.5	12.6	13.2	13.7	14.1	14.9	16.5	8.8	20.0	21.0	5.0%
Ground Trans.	5.5	5.7	6.4	7.4	10.9	12.1	4.1	3.4	4.1	4.2	2.4%
Visitor Air	1.2	1.3	2.5	2.8	2.8	2.9	2.8	3.3	3.3	4.1	25.5%
Other Travel*	3.0	3.3	5.1	5.5	5.8	5.7	5.6	5.7	7.8	8.1	4.0%
<b>Total</b>	<b>119.7</b>	<b>125.2</b>	<b>140.5</b>	<b>145.8</b>	<b>152.7</b>	<b>168.7</b>	<b>147.7</b>	<b>94.2</b>	<b>188.5</b>	<b>196.6</b>	<b>4.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,840	2,820	2,900	2,960	2,870	2,940	2,620	2,880	2,950	2,890	-1.9%
Arts, Ent. & Rec.	1,060	1,100	1,160	1,100	1,160	1,290	960	1,120	1,200	1,180	-1.6%
Retail**	410	400	410	420	420	430	440	450	470	470	-1.3%
Ground Trans.	150	150	150	160	210	240	190	190	220	240	6.3%
Visitor Air	20	20	30	40	40	40	30	40	30	40	17.6%
Other Travel*	80	90	110	120	120	120	110	110	130	120	-1.6%
<b>Total</b>	<b>4,550</b>	<b>4,570</b>	<b>4,770</b>	<b>4,800</b>	<b>4,820</b>	<b>5,050</b>	<b>4,350</b>	<b>4,780</b>	<b>5,000</b>	<b>4,940</b>	<b>-1.3%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Shasta / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	11.9	12.4	13.4	13.9	15.9	17.4	14.6	16.5	20.1	19.0	-5.5%
State Tax Receipts	22.6	21.8	21.6	21.8	25.1	27.1	16.3	20.4	25.2	24.6	-2.5%
<b>Total</b>	<b>34.5</b>	<b>34.2</b>	<b>35.0</b>	<b>35.7</b>	<b>41.0</b>	<b>44.4</b>	<b>31.0</b>	<b>36.8</b>	<b>45.4</b>	<b>43.6</b>	<b>-3.9%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	18.1	17.2	16.7	17.2	20.5	22.0	10.8	16.8	18.9	18.4	-3.0%
Business & Employee	4.5	4.6	4.8	4.6	4.6	5.0	5.5	3.5	6.3	6.2	-1.1%
<b>Total</b>	<b>22.6</b>	<b>21.8</b>	<b>21.6</b>	<b>21.8</b>	<b>25.1</b>	<b>27.1</b>	<b>16.3</b>	<b>20.4</b>	<b>25.2</b>	<b>24.6</b>	<b>-2.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	8.1	8.5	9.2	9.7	11.5	12.4	8.9	12.8	13.9	13.0	-6.9%
Business & Employee	3.8	3.9	4.2	4.2	4.5	5.0	5.8	3.7	6.2	6.1	-2.4%
<b>Total</b>	<b>11.9</b>	<b>12.4</b>	<b>13.4</b>	<b>13.9</b>	<b>15.9</b>	<b>17.4</b>	<b>14.6</b>	<b>16.5</b>	<b>20.1</b>	<b>19.0</b>	<b>-5.5%</b>

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

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.

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.

# Sierra / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	17.9	17.3	16.4	17.7	17.8	18.9	13.3	18.8	20.9	21.7	4.0%
Other Travel*	0.5	0.5	0.4	0.5	0.5	0.5	0.2	0.4	0.6	0.5	-7.6%
<b>Total</b>	<b>18.4</b>	<b>17.7</b>	<b>16.8</b>	<b>18.2</b>	<b>18.3</b>	<b>19.4</b>	<b>13.5</b>	<b>19.2</b>	<b>21.5</b>	<b>22.3</b>	<b>3.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	10.3	9.8	9.1	9.8	9.4	10.1	5.7	9.7	10.6	11.1	4.6%
Hotel, Motel**								4.7	5.0	5.4	7.4%
Short Term Vacation Rental**								5.0	5.6	5.7	2.1%
Private Home (VFR)	1.6	1.5	1.4	1.6	1.7	1.9	0.6	2.2	2.3	2.4	3.5%
Seasonal Home (2nd Home)	2.7	2.8	2.8	3.0	3.3	3.4	5.2	4.7	4.7	4.8	2.5%
Campground	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.8	1.0	1.1	6.1%
Day Travel	2.6	2.5	2.4	2.5	2.6	2.7	1.2	1.4	2.3	2.3	3.3%
<b>Total</b>	<b>17.9</b>	<b>17.3</b>	<b>16.4</b>	<b>17.7</b>	<b>17.8</b>	<b>18.9</b>	<b>13.3</b>	<b>18.8</b>	<b>20.9</b>	<b>21.7</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	4.9	4.8	4.6	4.9	4.7	5.1	4.2	6.4	6.9	7.2	3.6%
Food Service	5.4	5.3	5.2	5.6	5.5	5.9	4.1	5.2	5.8	6.2	7.3%
Food Stores	0.7	0.7	0.7	0.7	0.7	0.7	0.5	1.1	1.3	1.4	4.6%
Arts, Ent. & Rec.	2.8	2.7	2.6	2.7	2.7	2.8	2.0	2.7	2.8	3.0	5.2%
Retail Sales	2.0	1.9	1.8	2.0	2.2	2.4	1.6	2.1	2.3	2.3	1.0%
Local Tran. & Gas	2.0	1.8	1.6	1.8	1.9	2.0	1.0	1.4	1.8	1.8	-4.0%
<b>Total</b>	<b>17.9</b>	<b>17.3</b>	<b>16.4</b>	<b>17.7</b>	<b>17.8</b>	<b>18.9</b>	<b>13.3</b>	<b>18.8</b>	<b>20.9</b>	<b>21.7</b>	<b>4.0%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Sierra / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	2.7	2.9	2.8	3.1	3.1	3.3	3.8	2.2	5.9	5.6	-5.3%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.1	0.7	0.6	-9.8%
Retail**	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.3	0.7	1.0	29.3%
Ground Trans.	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.0	0.1	0.1	-1.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-7.6%
<b>Total</b>	<b>3.9</b>	<b>4.1</b>	<b>4.0</b>	<b>4.4</b>	<b>4.4</b>	<b>4.7</b>	<b>5.0</b>	<b>2.6</b>	<b>7.4</b>	<b>7.3</b>	<b>-2.2%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	160	190	170	180	200	220	220	270	300	320	5.6%
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20	20	20	-5.0%
Retail**	20	20	10	20	20	20	20	20	10	20	28.6%
Ground Trans.	6	6	5	6	6	7	7	4	5	5	0.0%
Other Travel*	1	1	1	1	1	1	1	1	0	0	N/A
<b>Total</b>	<b>200</b>	<b>240</b>	<b>210</b>	<b>220</b>	<b>240</b>	<b>270</b>	<b>270</b>	<b>310</b>	<b>340</b>	<b>360</b>	<b>5.9%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Sierra / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.8	0.9	1.0%
State Tax Receipts	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.7	0.9	0.9	-0.8%
<b>Total</b>	<b>1.2</b>	<b>1.2</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.0</b>	<b>1.3</b>	<b>1.7</b>	<b>1.7</b>	<b>0.1%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.5	0.5	0.4	0.5	0.5	0.5	0.3	0.6	0.6	0.6	1.7%
Business & Employee	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.2	-6.9%
<b>Total</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.5</b>	<b>0.7</b>	<b>0.9</b>	<b>0.9</b>	<b>-0.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.5	0.6	0.6	4.8%
Business & Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.2	-8.5%
<b>Total</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.6</b>	<b>0.5</b>	<b>0.6</b>	<b>0.8</b>	<b>0.9</b>	<b>1.0%</b>

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# Siskiyou / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	162.5	164.9	168.3	179.5	184.5	197.6	139.1	218.5	221.3	216.6	-2.1%
Other Travel*	7.9	7.0	6.3	7.0	8.1	8.4	2.8	5.5	8.3	7.7	-6.7%
<b>Total</b>	<b>170.4</b>	<b>171.9</b>	<b>174.6</b>	<b>186.5</b>	<b>192.6</b>	<b>206.0</b>	<b>141.9</b>	<b>224.0</b>	<b>229.6</b>	<b>224.3</b>	<b>-2.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	73.2	76.4	79.2	84.7	84.4	91.6	59.0	113.3	98.6	90.3	-8.4%
Hotel, Motel**								82.5	71.6	61.4	-14.2%
Short Term Vacation Rental**								30.8	27.0	28.9	6.9%
Private Home (VFR)	23.7	22.1	22.1	24.1	25.5	27.9	9.2	29.3	31.6	32.8	3.6%
Seasonal Home (2nd Home)	25.0	25.9	26.4	28.0	30.5	31.3	44.5	40.0	42.0	43.1	2.5%
Campground	16.0	15.9	16.0	16.8	17.7	19.0	15.9	20.7	27.0	28.6	6.1%
Day Travel	24.6	24.6	24.6	25.9	26.4	27.8	10.4	15.3	22.1	21.8	-1.1%
<b>Total</b>	<b>162.5</b>	<b>164.9</b>	<b>168.3</b>	<b>179.5</b>	<b>184.5</b>	<b>197.6</b>	<b>139.1</b>	<b>218.5</b>	<b>221.3</b>	<b>216.6</b>	<b>-2.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	39.2	41.5	43.7	46.4	46.8	51.1	45.2	73.9	69.6	65.2	-6.2%
Food Service	48.2	50.2	52.4	55.3	55.9	59.6	40.2	60.1	60.7	61.8	1.8%
Food Stores	9.6	9.8	9.8	10.0	9.9	10.5	7.2	13.6	15.3	16.1	5.6%
Arts, Ent. & Rec.	25.4	25.8	26.4	27.2	26.9	27.9	18.9	28.4	27.4	27.6	1.0%
Retail Sales	17.9	17.4	17.6	20.0	22.3	24.3	15.8	23.5	23.9	23.1	-3.2%
Local Tran. & Gas	22.2	20.2	18.5	20.5	22.7	24.1	11.8	19.1	24.6	22.8	-7.4%
<b>Total</b>	<b>162.5</b>	<b>164.9</b>	<b>168.3</b>	<b>179.5</b>	<b>184.5</b>	<b>197.6</b>	<b>139.1</b>	<b>218.5</b>	<b>221.3</b>	<b>216.6</b>	<b>-2.1%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Siskiyou / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	47.7	53.1	58.0	62.5	58.0	63.7	52.3	31.1	70.4	75.9	7.9%
Arts, Ent. & Rec.	6.3	5.6	5.7	7.1	3.9	4.1	4.0	3.5	5.2	7.1	37.0%
Retail**	4.4	4.5	4.7	4.8	5.2	5.6	6.2	3.5	7.4	7.6	3.8%
Ground Trans.	1.9	2.0	2.2	2.5	3.5	3.9	1.7	0.6	1.7	1.8	2.3%
Other Travel*	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.4	0.7	0.7	-0.8%
<b>Total</b>	<b>60.7</b>	<b>65.5</b>	<b>71.0</b>	<b>77.4</b>	<b>71.0</b>	<b>77.9</b>	<b>64.6</b>	<b>39.2</b>	<b>85.4</b>	<b>93.2</b>	<b>9.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,430	1,450	1,440	1,490	1,380	1,390	1,150	1,250	1,360	1,430	5.3%
Arts, Ent. & Rec.	360	290	290	340	200	190	170	190	180	240	37.9%
Retail**	170	160	160	160	160	170	170	180	190	180	-2.7%
Ground Trans.	50	50	50	50	70	80	80	80	90	100	8.9%
Other Travel*	20	20	20	20	20	20	20	20	20	20	-4.3%
<b>Total</b>	<b>2,020</b>	<b>1,960</b>	<b>1,960</b>	<b>2,060</b>	<b>1,830</b>	<b>1,840</b>	<b>1,580</b>	<b>1,710</b>	<b>1,840</b>	<b>1,980</b>	<b>7.7%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Siskiyou / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	5.1	5.4	5.7	6.1	6.2	6.8	5.9	8.0	8.9	8.5	-3.6%
State Tax Receipts	8.5	8.4	8.3	8.6	8.9	9.7	7.0	8.6	10.0	9.9	-1.0%
<b>Total</b>	<b>13.6</b>	<b>13.8</b>	<b>14.0</b>	<b>14.7</b>	<b>15.1</b>	<b>16.5</b>	<b>12.9</b>	<b>16.6</b>	<b>18.8</b>	<b>18.4</b>	<b>-2.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	6.3	6.1	5.9	6.2	6.9	7.5	4.6	7.2	7.3	7.1	-2.7%
Business & Employee	2.2	2.3	2.3	2.3	2.0	2.2	2.4	1.4	2.7	2.8	3.3%
<b>Total</b>	<b>8.5</b>	<b>8.4</b>	<b>8.3</b>	<b>8.6</b>	<b>8.9</b>	<b>9.7</b>	<b>7.0</b>	<b>8.6</b>	<b>10.0</b>	<b>9.9</b>	<b>-1.0%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	3.2	3.4	3.6	3.9	4.1	4.5	3.4	6.5	6.0	5.7	-6.3%
Business & Employee	1.9	2.1	2.1	2.2	2.1	2.3	2.5	1.5	2.8	2.9	2.1%
<b>Total</b>	<b>5.1</b>	<b>5.4</b>	<b>5.7</b>	<b>6.1</b>	<b>6.2</b>	<b>6.8</b>	<b>5.9</b>	<b>8.0</b>	<b>8.9</b>	<b>8.5</b>	<b>-3.6%</b>

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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.

# Solano / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	633.2	632.1	665.7	693.0	714.7	735.0	284.7	700.4	871.7	863.4	-1.0%
Other Travel*	78.0	72.3	65.1	73.4	85.1	88.5	29.9	56.9	83.7	77.5	-7.4%
<b>Total</b>	<b>711.2</b>	<b>704.4</b>	<b>730.8</b>	<b>766.4</b>	<b>799.7</b>	<b>823.5</b>	<b>314.6</b>	<b>757.2</b>	<b>955.4</b>	<b>940.9</b>	<b>-1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	201.9	209.3	229.5	234.9	238.3	241.2	156.7	222.3	307.6	296.6	-3.5%
Hotel, Motel**								203.4	281.7	272.0	-3.5%
Short Term Vacation Rental**								19.0	25.9	24.7	-4.6%
Private Home (VFR)	179.0	171.7	176.8	191.0	204.5	218.3	50.6	250.9	272.2	276.3	1.5%
Seasonal Home (2nd Home)	6.2	6.8	6.9	7.5	8.3	8.5	20.0	17.8	15.3	14.9	-3.1%
Campground	4.5	4.5	4.6	4.8	5.0	5.4	4.5	5.9	7.7	8.0	3.8%
Day Travel	241.6	239.9	247.9	254.9	258.5	261.6	52.9	203.4	268.9	267.6	-0.5%
<b>Total</b>	<b>633.2</b>	<b>632.1</b>	<b>665.7</b>	<b>693.0</b>	<b>714.7</b>	<b>735.0</b>	<b>284.7</b>	<b>700.4</b>	<b>871.7</b>	<b>863.4</b>	<b>-1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	76.8	83.4	94.4	98.0	100.6	103.9	64.3	86.8	118.2	112.7	-4.6%
Food Service	194.0	199.3	214.0	221.3	226.1	232.0	92.2	241.5	293.5	297.0	1.2%
Food Stores	31.9	32.4	33.1	33.1	32.9	33.3	10.6	37.5	45.2	45.3	0.2%
Arts, Ent. & Rec.	132.6	133.1	140.1	141.6	141.3	141.2	50.0	132.3	156.8	160.1	2.1%
Retail Sales	119.2	112.8	117.4	126.2	132.8	141.8	48.9	135.3	164.2	162.5	-1.0%
Local Tran. & Gas	78.7	71.0	66.7	72.8	80.9	82.8	18.6	67.0	93.8	85.8	-8.5%
<b>Total</b>	<b>633.2</b>	<b>632.1</b>	<b>665.7</b>	<b>693.0</b>	<b>714.7</b>	<b>735.0</b>	<b>284.7</b>	<b>700.4</b>	<b>871.7</b>	<b>863.4</b>	<b>-1.0%</b>

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Solano / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	122.7	126.9	142.3	150.8	163.3	172.4	144.5	169.6	196.9	216.8	10.1%
Arts, Ent. & Rec.	69.0	61.0	67.4	61.3	66.5	67.7	34.1	44.8	60.2	56.8	-5.6%
Retail**	19.6	19.5	20.6	21.2	22.5	23.3	22.9	25.7	27.3	28.1	3.1%
Ground Trans.	7.0	7.3	8.3	9.5	13.2	14.1	3.2	3.2	3.3	3.3	1.4%
Other Travel*	3.4	4.8	5.3	5.6	6.0	6.3	5.4	3.6	3.3	3.4	2.0%
<b>Total</b>	<b>221.8</b>	<b>219.4</b>	<b>244.0</b>	<b>248.5</b>	<b>271.5</b>	<b>283.7</b>	<b>210.1</b>	<b>246.9</b>	<b>291.0</b>	<b>308.4</b>	<b>6.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	4,520	4,400	4,600	4,620	4,770	4,700	3,790	4,080	4,570	4,790	4.7%
Arts, Ent. & Rec.	3,560	3,400	3,510	3,540	3,520	3,530	1,720	2,160	2,900	2,860	-1.4%
Retail**	680	630	660	670	690	680	610	630	640	630	-1.1%
Ground Trans.	190	190	200	200	260	280	150	150	180	190	4.5%
Other Travel*	140	150	150	160	160	160	130	70	60	60	-3.2%
<b>Total</b>	<b>9,090</b>	<b>8,760</b>	<b>9,110</b>	<b>9,200</b>	<b>9,400</b>	<b>9,360</b>	<b>6,410</b>	<b>7,080</b>	<b>8,350</b>	<b>8,520</b>	<b>2.1%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Solano / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	20.0	20.7	22.6	23.1	25.5	26.6	17.6	21.8	25.5	25.0	-1.9%
State Tax Receipts	39.3	37.5	37.5	38.0	42.0	44.0	20.4	42.4	47.7	46.6	-2.3%
<b>Total</b>	<b>59.3</b>	<b>58.1</b>	<b>60.2</b>	<b>61.1</b>	<b>67.5</b>	<b>70.6</b>	<b>38.0</b>	<b>64.1</b>	<b>73.2</b>	<b>71.6</b>	<b>-2.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	31.5	29.9	29.6	30.5	34.4	36.2	13.4	33.3	38.1	37.0	-3.0%
Business & Employee	7.8	7.6	8.0	7.5	7.6	7.9	7.0	9.1	9.6	9.6	0.4%
<b>Total</b>	<b>39.3</b>	<b>37.5</b>	<b>37.5</b>	<b>38.0</b>	<b>42.0</b>	<b>44.0</b>	<b>20.4</b>	<b>42.4</b>	<b>47.7</b>	<b>46.6</b>	<b>-2.3%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	12.5	13.3	14.8	15.4	17.0	17.6	8.8	11.8	15.6	15.2	-2.6%
Business & Employee	7.5	7.3	7.9	7.7	8.5	8.9	8.8	9.9	9.9	9.8	-0.9%
<b>Total</b>	<b>20.0</b>	<b>20.7</b>	<b>22.6</b>	<b>23.1</b>	<b>25.5</b>	<b>26.6</b>	<b>17.6</b>	<b>21.8</b>	<b>25.5</b>	<b>25.0</b>	<b>-1.9%</b>

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

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.

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.

# Sonoma / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,874	2,130	2,113	-0.8%
Other Travel*	130	124	143	158	176	183	86	116	168	165	-1.7%
<b>Total</b>	<b>1,828</b>	<b>1,876</b>	<b>1,975</b>	<b>2,084</b>	<b>2,200</b>	<b>2,237</b>	<b>1,248</b>	<b>1,990</b>	<b>2,298</b>	<b>2,278</b>	<b>-0.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	886	931	984	1,054	1,112	1,113	722	1,160	1,242	1,197	-3.6%
Hotel, Motel**								782	840	831	-1.1%
Short Term Vacation Rental**								378	403	366	-9.0%
Private Home (VFR)	158	152	156	165	179	190	60	187	206	214	3.6%
Seasonal Home (2nd Home)	86	94	95	102	114	117	143	128	123	127	2.9%
Campground	55	55	56	59	61	66	56	72	94	100	6.1%
Day Travel	514	520	541	545	558	568	181	327	464	475	2.5%
<b>Total</b>	<b>1,698</b>	<b>1,752</b>	<b>1,832</b>	<b>1,926</b>	<b>2,024</b>	<b>2,054</b>	<b>1,161</b>	<b>1,874</b>	<b>2,130</b>	<b>2,113</b>	<b>-0.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	367	400	435	473	510	505	299	613	671	614	-8.6%
Food Service	471	491	519	542	563	580	355	488	552	585	6.0%
Food Stores	64	66	67	67	67	69	39	82	96	99	3.8%
Arts, Ent. & Rec.	323	329	343	348	353	354	195	280	307	320	4.2%
Retail Sales	297	302	310	323	340	348	187	260	297	297	0.1%
Local Tran. & Gas	170	157	149	161	179	184	81	141	188	178	-5.0%
Visitor Air	7	7	9	11	12	14	5	11	20	20	0.0%
<b>Total</b>	<b>1,698</b>	<b>1,752</b>	<b>1,832</b>	<b>1,926</b>	<b>2,024</b>	<b>2,054</b>	<b>1,161</b>	<b>1,874</b>	<b>2,130</b>	<b>2,113</b>	<b>-0.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Sonoma / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	328	347	373	415	437	456	335	214	514	572	11.1%
Arts, Ent. & Rec.	161	176	185	205	215	221	156	119	237	263	10.9%
Retail**	47	49	52	55	59	59	60	32	69	70	1.6%
Ground Trans.	18	19	21	24	33	35	15	20	17	18	6.8%
Visitor Air	3	3	14	20	22	32	31	34	35	39	11.8%
Other Travel*	16	17	39	47	49	60	55	51	63	68	8.0%
<b>Total</b>	<b>573</b>	<b>612</b>	<b>684</b>	<b>767</b>	<b>815</b>	<b>863</b>	<b>653</b>	<b>470</b>	<b>935</b>	<b>1,029</b>	<b>10.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	10,400	10,580	10,690	11,310	11,320	11,210	8,280	9,270	11,000	11,240	2.2%
Arts, Ent. & Rec.	7,190	7,500	7,590	8,310	8,000	7,860	5,010	5,640	7,280	7,760	6.6%
Retail**	1,450	1,420	1,460	1,490	1,510	1,480	1,410	1,430	1,440	1,450	0.3%
Ground Trans.	470	470	490	510	640	690	630	610	740	780	6.5%
Visitor Air	20	30	100	210	220	330	280	160	150	160	5.9%
Other Travel*	300	310	560	690	690	790	670	490	580	580	-0.2%
<b>Total</b>	<b>19,830</b>	<b>20,300</b>	<b>20,880</b>	<b>22,510</b>	<b>22,370</b>	<b>22,360</b>	<b>16,290</b>	<b>17,610</b>	<b>21,190</b>	<b>21,970</b>	<b>3.7%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Sonoma / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	73	78	84	97	108	110	74	102	126	122	-3.2%
State Tax Receipts	83	83	84	85	91	95	61	75	93	95	1.6%
<b>Total</b>	155	160	168	182	199	204	135	177	219	217	-1.2%
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	64	63	63	64	70	73	40	60	66	66	0.3%
Business & Employee	19	20	21	21	21	22	21	15	27	29	4.7%
<b>Total</b>	83	83	84	85	91	95	61	75	93	95	1.6%
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	52	56	61	72	81	81	45	82	91	86	-5.6%
Business & Employee	20	22	23	25	27	29	29	21	35	36	2.9%
<b>Total</b>	73	78	84	97	108	110	74	102	126	122	-3.2%

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# Stanislaus / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	450.3	471.1	487.0	500.1	531.9	565.5	269.8	495.5	533.4	528.4	-0.9%
Other Travel*	96.7	86.3	77.1	87.1	101.2	105.3	34.3	69.4	104.8	97.8	-6.6%
<b>Total</b>	<b>547.0</b>	<b>557.4</b>	<b>564.0</b>	<b>587.2</b>	<b>633.0</b>	<b>670.8</b>	<b>304.1</b>	<b>564.9</b>	<b>638.2</b>	<b>626.3</b>	<b>-1.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	165.4	186.4	204.2	200.7	211.9	227.7	174.3	217.6	206.3	197.0	-4.5%
Hotel, Motel**								199.4	189.5	177.3	-6.4%
Short Term Vacation Rental**								18.2	16.8	19.7	17.1%
Private Home (VFR)	131.7	128.3	125.5	136.8	151.1	162.6	48.6	156.6	174.2	177.7	2.0%
Seasonal Home (2nd Home)	7.1	6.9	7.1	7.4	7.9	8.1	5.5	5.0	6.6	6.7	1.8%
Campground	4.3	4.3	4.3	4.6	4.8	5.2	4.3	5.6	7.4	7.8	6.0%
Day Travel	141.8	145.2	145.9	150.7	156.2	162.0	37.0	110.7	138.9	139.2	0.2%
<b>Total</b>	<b>450.3</b>	<b>471.1</b>	<b>487.0</b>	<b>500.1</b>	<b>531.9</b>	<b>565.5</b>	<b>269.8</b>	<b>495.5</b>	<b>533.4</b>	<b>528.4</b>	<b>-0.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	57.7	67.3	75.5	76.3	81.4	88.2	80.7	100.1	102.2	96.5	-5.6%
Food Service	127.2	138.5	147.7	149.6	155.9	165.2	75.6	144.0	151.6	158.2	4.4%
Food Stores	20.6	21.9	22.0	21.8	22.0	22.7	9.8	23.7	26.1	27.4	4.7%
Arts, Ent. & Rec.	61.6	65.5	68.5	67.8	69.0	71.3	31.1	59.1	59.6	61.4	3.0%
Retail Sales	69.8	70.6	72.9	77.8	84.0	93.2	36.0	77.9	83.2	82.2	-1.2%
Local Tran. & Gas	113.1	107.3	100.3	106.8	119.5	124.9	36.5	90.6	110.7	102.8	-7.1%
Visitor Air	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A
<b>Total</b>	<b>450.3</b>	<b>471.1</b>	<b>487.0</b>	<b>500.1</b>	<b>531.9</b>	<b>565.5</b>	<b>269.8</b>	<b>495.5</b>	<b>533.4</b>	<b>528.4</b>	<b>-0.9%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Stanislaus / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	77.0	84.0	95.4	97.8	104.9	114.1	99.2	66.7	141.1	156.4	10.9%
Arts, Ent. & Rec.	31.0	34.6	38.0	41.3	40.2	43.8	26.4	15.7	39.7	44.7	12.6%
Retail**	13.7	14.5	15.3	16.8	17.7	18.7	18.9	10.3	22.7	23.7	4.6%
Ground Trans.	9.1	10.1	11.3	12.4	16.6	18.2	6.6	4.4	4.1	4.2	1.1%
Visitor Air	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A
Other Travel*	7.4	4.7	5.3	6.5	6.9	7.4	8.5	4.2	8.4	9.2	9.1%
<b>Total</b>	<b>139.5</b>	<b>147.9</b>	<b>165.3</b>	<b>174.8</b>	<b>186.2</b>	<b>202.2</b>	<b>159.7</b>	<b>101.3</b>	<b>216.0</b>	<b>238.2</b>	<b>10.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	3,170	3,250	3,400	3,390	3,480	3,600	3,050	3,450	3,850	4,000	3.9%
Arts, Ent. & Rec.	1,790	1,850	1,890	2,030	1,990	2,070	1,170	1,310	1,590	1,690	6.0%
Retail**	480	490	500	540	570	570	530	540	550	550	-1.3%
Ground Trans.	230	250	260	260	320	360	240	190	220	230	5.4%
Visitor Air	20	0	0	0	0	0	0	0	0	0	N/A
Other Travel*	220	190	200	230	260	260	300	200	250	250	1.2%
<b>Total</b>	<b>5,910</b>	<b>6,030</b>	<b>6,260</b>	<b>6,440</b>	<b>6,620</b>	<b>6,870</b>	<b>5,270</b>	<b>5,690</b>	<b>6,460</b>	<b>6,710</b>	<b>3.9%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Stanislaus / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	10.8	11.9	13.0	14.5	16.1	17.4	14.8	16.5	20.2	20.0	-0.8%
State Tax Receipts	35.1	34.4	33.4	33.8	39.4	42.2	20.2	32.3	36.0	35.3	-1.9%
<b>Total</b>	<b>45.9</b>	<b>46.2</b>	<b>46.4</b>	<b>48.3</b>	<b>55.4</b>	<b>59.6</b>	<b>35.0</b>	<b>48.8</b>	<b>56.1</b>	<b>55.3</b>	<b>-1.5%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	29.9	28.9	27.7	28.4	34.0	36.4	14.6	28.7	29.1	28.0	-3.5%
Business & Employee	5.3	5.4	5.7	5.4	5.4	5.8	5.6	3.6	6.9	7.2	4.7%
<b>Total</b>	<b>35.1</b>	<b>34.4</b>	<b>33.4</b>	<b>33.8</b>	<b>39.4</b>	<b>42.2</b>	<b>20.2</b>	<b>32.3</b>	<b>36.0</b>	<b>35.3</b>	<b>-1.9%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	6.4	7.2	8.0	9.2	10.4	11.2	8.3	12.3	12.6	12.2	-3.1%
Business & Employee	4.4	4.6	5.0	5.3	5.7	6.2	6.5	4.2	7.5	7.8	3.1%
<b>Total</b>	<b>10.8</b>	<b>11.9</b>	<b>13.0</b>	<b>14.5</b>	<b>16.1</b>	<b>17.4</b>	<b>14.8</b>	<b>16.5</b>	<b>20.2</b>	<b>20.0</b>	<b>-0.8%</b>

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

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.

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.

# Sutter / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	74.4	74.2	74.8	82.0	91.9	95.9	39.0	79.5	89.2	88.5	-0.8%
Other Travel*	17.1	15.2	13.5	15.1	17.5	18.3	5.9	12.0	18.2	16.9	-7.0%
<b>Total</b>	<b>91.5</b>	<b>89.4</b>	<b>88.4</b>	<b>97.1</b>	<b>109.4</b>	<b>114.2</b>	<b>44.8</b>	<b>91.5</b>	<b>107.4</b>	<b>105.4</b>	<b>-1.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	22.1	23.5	24.8	28.9	32.9	35.0	22.3	29.7	30.3	28.9	-4.4%
Hotel, Motel**								26.1	26.8	24.7	-7.8%
Short Term Vacation Rental**								3.6	3.5	4.2	21.6%
Private Home (VFR)	23.8	22.4	21.9	24.0	26.9	28.3	8.5	27.7	30.8	31.4	2.0%
Seasonal Home (2nd Home)	1.7	1.7	1.7	1.8	1.9	1.9	1.6	1.4	2.1	2.1	2.0%
Day Travel	26.8	26.5	26.4	27.4	30.2	30.7	6.6	20.6	26.1	26.1	0.0%
<b>Total</b>	<b>74.4</b>	<b>74.2</b>	<b>74.8</b>	<b>82.0</b>	<b>91.9</b>	<b>95.9</b>	<b>39.0</b>	<b>79.5</b>	<b>89.2</b>	<b>88.5</b>	<b>-0.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	9.3	10.2	11.0	12.9	14.6	15.6	11.7	15.2	16.7	15.9	-4.4%
Food Service	21.3	22.1	23.1	24.8	27.2	28.3	11.2	23.8	25.9	26.9	3.9%
Food Stores	3.4	3.5	3.5	3.6	3.7	3.8	1.4	3.9	4.4	4.6	4.0%
Arts, Ent. & Rec.	10.4	10.5	10.8	11.3	12.1	12.3	4.6	9.9	10.3	10.6	2.5%
Retail Sales	12.1	11.7	11.8	13.3	15.2	16.5	5.6	13.4	14.7	14.5	-1.5%
Local Tran. & Gas	17.9	16.1	14.6	16.2	19.1	19.6	4.5	13.2	17.2	16.0	-6.8%
<b>Total</b>	<b>74.4</b>	<b>74.2</b>	<b>74.8</b>	<b>82.0</b>	<b>91.9</b>	<b>95.9</b>	<b>39.0</b>	<b>79.5</b>	<b>89.2</b>	<b>88.5</b>	<b>-0.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Sutter / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	13.7	14.8	15.6	16.5	19.8	21.2	19.3	12.4	28.5	31.4	10.3%
Arts, Ent. & Rec.	6.7	7.2	7.4	7.3	7.3	7.5	5.3	3.5	7.8	8.8	13.0%
Retail**	2.6	2.6	2.7	3.0	3.3	3.5	3.5	2.0	4.5	4.7	4.7%
Ground Trans.	1.3	1.3	1.5	1.7	2.5	2.7	0.7	0.6	0.7	0.7	1.1%
Other Travel*	0.7	0.8	0.9	1.0	1.0	1.1	1.4	0.6	1.4	1.5	11.0%
<b>Total</b>	<b>25.0</b>	<b>26.7</b>	<b>28.0</b>	<b>29.5</b>	<b>34.0</b>	<b>36.0</b>	<b>30.2</b>	<b>19.1</b>	<b>42.8</b>	<b>47.1</b>	<b>10.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	580	580	560	580	660	670	590	670	750	780	3.7%
Arts, Ent. & Rec.	610	640	620	610	570	550	360	400	450	480	6.4%
Retail**	90	90	100	100	110	110	100	100	100	100	0.0%
Ground Trans.	30	30	40	40	50	50	30	30	40	40	8.6%
Other Travel*	30	30	40	50	50	50	50	40	50	50	2.2%
<b>Total</b>	<b>1,350</b>	<b>1,370</b>	<b>1,350</b>	<b>1,380</b>	<b>1,440</b>	<b>1,420</b>	<b>1,130</b>	<b>1,230</b>	<b>1,390</b>	<b>1,450</b>	<b>4.4%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Sutter / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.8	2.0	2.1	2.3	2.7	2.9	2.3	2.6	3.4	3.4	-0.5%
State Tax Receipts	6.1	5.8	5.5	5.7	6.9	7.3	3.4	5.5	6.4	6.3	-1.8%
<b>Total</b>	<b>7.9</b>	<b>7.7</b>	<b>7.5</b>	<b>8.0</b>	<b>9.6</b>	<b>10.2</b>	<b>5.7</b>	<b>8.1</b>	<b>9.8</b>	<b>9.7</b>	<b>-1.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5.1	4.8	4.5	4.8	5.9	6.2	2.3	4.8	5.0	4.8	-3.6%
Business & Employee	0.9	1.0	1.0	0.9	1.0	1.1	1.1	0.7	1.4	1.5	4.4%
<b>Total</b>	<b>6.1</b>	<b>5.8</b>	<b>5.5</b>	<b>5.7</b>	<b>6.9</b>	<b>7.3</b>	<b>3.4</b>	<b>5.5</b>	<b>6.4</b>	<b>6.3</b>	<b>-1.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.1	1.1	1.2	1.4	1.7	1.8	1.2	1.8	2.0	1.9	-3.0%
Business & Employee	0.8	0.8	0.8	0.8	1.0	1.0	1.2	0.7	1.4	1.5	3.0%
<b>Total</b>	<b>1.8</b>	<b>2.0</b>	<b>2.1</b>	<b>2.3</b>	<b>2.7</b>	<b>2.9</b>	<b>2.3</b>	<b>2.6</b>	<b>3.4</b>	<b>3.4</b>	<b>-0.5%</b>

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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.

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.

# Tehama / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	116.1	118.7	120.4	124.5	137.5	149.0	88.5	139.4	159.0	158.7	-0.2%
Other Travel*	11.0	9.8	8.5	9.7	11.2	11.7	3.6	7.6	11.6	10.7	-7.6%
<b>Total</b>	<b>127.1</b>	<b>128.5</b>	<b>129.0</b>	<b>134.2</b>	<b>148.7</b>	<b>160.7</b>	<b>92.2</b>	<b>147.0</b>	<b>170.5</b>	<b>169.4</b>	<b>-0.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	34.2	38.0	39.8	38.6	44.4	50.4	34.7	50.0	46.8	42.5	-9.1%
Hotel, Motel**								46.5	43.5	38.7	-10.9%
Short Term Vacation Rental**								3.5	3.3	3.8	15.2%
Private Home (VFR)	33.4	31.6	31.1	33.8	37.4	39.9	13.3	42.0	45.7	47.3	3.6%
Seasonal Home (2nd Home)	15.1	15.7	16.0	17.0	18.6	19.0	20.7	18.6	24.0	24.6	2.5%
Campground	12.8	12.7	12.8	13.5	14.1	15.2	12.7	16.5	21.6	22.9	6.1%
Day Travel	20.7	20.8	20.7	21.7	23.0	24.5	7.2	12.3	20.9	21.3	2.1%
<b>Total</b>	<b>116.1</b>	<b>118.7</b>	<b>120.4</b>	<b>124.5</b>	<b>137.5</b>	<b>149.0</b>	<b>88.5</b>	<b>139.4</b>	<b>159.0</b>	<b>158.7</b>	<b>-0.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	20.7	22.6	23.9	23.8	26.5	29.8	25.5	34.1	34.8	32.2	-7.5%
Food Service	35.5	37.8	39.4	40.1	43.3	46.4	26.2	43.1	48.6	50.8	4.6%
Food Stores	8.9	9.2	9.1	9.2	9.4	9.8	5.9	10.6	12.7	13.4	6.1%
Arts, Ent. & Rec.	18.4	19.2	19.6	19.5	20.5	21.4	11.9	18.5	20.5	21.2	3.4%
Retail Sales	13.4	12.2	12.4	14.3	17.5	20.0	10.4	17.8	20.4	20.3	-0.8%
Local Tran. & Gas	19.1	17.6	16.0	17.5	20.3	21.6	8.5	15.4	22.0	20.8	-5.4%
<b>Total</b>	<b>116.1</b>	<b>118.7</b>	<b>120.4</b>	<b>124.5</b>	<b>137.5</b>	<b>149.0</b>	<b>88.5</b>	<b>139.4</b>	<b>159.0</b>	<b>158.7</b>	<b>-0.2%</b>

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Tehama / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	23.1	27.1	28.2	29.1	31.8	35.1	31.8	21.8	42.1	45.0	7.0%
Arts, Ent. & Rec.	6.7	7.2	7.3	7.1	7.0	7.7	6.6	7.6	9.3	8.7	-6.3%
Retail**	3.3	3.3	3.4	3.7	4.1	4.4	4.8	2.5	5.8	6.1	4.4%
Ground Trans.	1.4	1.5	1.7	2.0	2.9	3.2	1.2	0.1	1.1	1.1	-2.4%
Other Travel*	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.3	0.8	0.8	2.8%
<b>Total</b>	<b>34.9</b>	<b>39.5</b>	<b>41.0</b>	<b>42.3</b>	<b>46.1</b>	<b>50.9</b>	<b>44.8</b>	<b>32.2</b>	<b>59.0</b>	<b>61.6</b>	<b>4.4%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	960	1,030	1,060	1,120	1,130	1,150	1,010	1,130	1,170	1,210	3.2%
Arts, Ent. & Rec.	430	420	400	390	380	400	340	370	390	360	-8.0%
Retail**	110	110	110	120	130	130	130	130	140	140	-0.7%
Ground Trans.	40	40	40	40	60	60	50	50	60	60	1.7%
Other Travel*	20	20	20	20	20	20	20	20	20	20	-4.5%
<b>Total</b>	<b>1,560</b>	<b>1,610</b>	<b>1,630</b>	<b>1,680</b>	<b>1,710</b>	<b>1,750</b>	<b>1,550</b>	<b>1,700</b>	<b>1,780</b>	<b>1,780</b>	<b>0.3%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Tehama / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	2.9	3.2	3.3	3.3	3.9	4.4	3.9	4.6	5.3	5.0	-4.9%
State Tax Receipts	6.8	6.7	6.5	6.6	7.7	8.3	5.2	7.1	8.4	8.4	-1.2%
<b>Total</b>	<b>9.8</b>	<b>10.0</b>	<b>9.8</b>	<b>9.9</b>	<b>11.6</b>	<b>12.7</b>	<b>9.1</b>	<b>11.7</b>	<b>13.7</b>	<b>13.4</b>	<b>-2.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5.5	5.3	5.1	5.3	6.3	6.8	3.5	5.9	6.5	6.4	-1.2%
Business & Employee	1.3	1.4	1.4	1.3	1.4	1.5	1.7	1.2	1.9	1.9	-1.1%
<b>Total</b>	<b>6.8</b>	<b>6.7</b>	<b>6.5</b>	<b>6.6</b>	<b>7.7</b>	<b>8.3</b>	<b>5.2</b>	<b>7.1</b>	<b>8.4</b>	<b>8.4</b>	<b>-1.2%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.8	2.0	2.1	2.1	2.5	2.9	2.2	3.3	3.3	3.1	-6.3%
Business & Employee	1.1	1.2	1.2	1.2	1.4	1.5	1.8	1.3	1.9	1.9	-2.3%
<b>Total</b>	<b>2.9</b>	<b>3.2</b>	<b>3.3</b>	<b>3.3</b>	<b>3.9</b>	<b>4.4</b>	<b>3.9</b>	<b>4.6</b>	<b>5.3</b>	<b>5.0</b>	<b>-4.9%</b>

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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.

# Trinity / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	49.6	48.0	51.0	54.0	54.2	58.4	50.8	63.0	70.1	71.5	2.1%
Other Travel*	2.3	2.0	1.7	1.9	2.2	2.3	0.7	1.9	2.8	2.6	-7.6%
<b>Total</b>	<b>51.9</b>	<b>50.0</b>	<b>52.8</b>	<b>55.9</b>	<b>56.4</b>	<b>60.7</b>	<b>51.5</b>	<b>64.9</b>	<b>72.9</b>	<b>74.1</b>	<b>1.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	12.4	11.4	13.7	14.8	13.0	14.4	14.3	16.0	15.2	14.3	-5.9%
Hotel, Motel**								9.1	8.6	7.6	-11.8%
Short Term Vacation Rental**								6.9	6.6	6.7	1.7%
Private Home (VFR)	7.0	6.4	6.6	6.9	7.1	8.0	2.6	10.6	11.3	11.8	3.6%
Seasonal Home (2nd Home)	11.0	11.3	11.5	12.1	13.2	13.5	18.4	16.6	15.7	16.1	2.4%
Campground	12.8	12.7	12.8	13.4	14.1	15.2	12.7	16.4	21.4	22.7	6.1%
Day Travel	6.4	6.2	6.5	6.7	6.8	7.3	2.7	3.5	6.4	6.6	3.8%
<b>Total</b>	<b>49.6</b>	<b>48.0</b>	<b>51.0</b>	<b>54.0</b>	<b>54.2</b>	<b>58.4</b>	<b>50.8</b>	<b>63.0</b>	<b>70.1</b>	<b>71.5</b>	<b>2.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	10.9	10.9	12.1	12.7	12.1	13.1	14.9	16.2	16.4	15.9	-2.9%
Food Service	13.6	13.6	14.9	15.5	15.2	16.4	14.0	17.4	18.8	20.0	6.5%
Food Stores	4.8	4.8	4.9	5.0	4.9	5.3	4.2	6.5	7.9	8.5	7.5%
Arts, Ent. & Rec.	7.5	7.3	7.8	7.9	7.6	8.0	6.8	8.4	8.7	9.1	5.1%
Retail Sales	4.7	4.4	4.7	5.5	6.2	6.9	5.5	7.1	7.7	7.7	0.5%
Local Tran. & Gas	8.1	7.1	6.7	7.4	8.1	8.7	5.3	7.5	10.7	10.3	-3.6%
<b>Total</b>	<b>49.6</b>	<b>48.0</b>	<b>51.0</b>	<b>54.0</b>	<b>54.2</b>	<b>58.4</b>	<b>50.8</b>	<b>63.0</b>	<b>70.1</b>	<b>71.5</b>	<b>2.1%</b>

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# Trinity / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	10.8	10.3	11.4	11.8	10.5	11.8	11.3	6.3	14.3	20.8	45.6%
Arts, Ent. & Rec.	3.6	3.4	3.7	3.8	3.8	4.2	4.7	0.0	0.0	0.0	N/A
Retail**	1.6	1.6	1.8	1.9	1.4	1.8	2.0	1.0	2.3	2.2	-4.5%
Ground Trans.	0.6	0.6	0.7	0.8	1.1	1.3	0.7	0.2	0.7	0.7	0.9%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	-8.5%
<b>Total</b>	<b>16.8</b>	<b>16.1</b>	<b>17.7</b>	<b>18.4</b>	<b>17.0</b>	<b>19.2</b>	<b>18.8</b>	<b>7.6</b>	<b>17.5</b>	<b>23.9</b>	<b>36.7%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	460	420	450	430	380	420	370	440	420	530	25.5%
Arts, Ent. & Rec.	195	180	183	172	190	202	218	0	0	0	N/A
Retail**	70	60	60	60	50	60	70	60	50	50	-3.7%
Ground Trans.	20	20	20	20	20	30	30	30	40	40	8.3%
Other Travel*	4	4	4	4	5	4	3	5	5	4	-20.0%
<b>Total</b>	<b>740</b>	<b>680</b>	<b>710</b>	<b>680</b>	<b>650</b>	<b>710</b>	<b>690</b>	<b>530</b>	<b>510</b>	<b>620</b>	<b>20.8%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Trinity / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.0	0.9	1.0	1.1	1.1	1.2	1.3	1.2	1.5	1.6	10.4%
State Tax Receipts	2.3	2.1	2.1	2.2	2.3	2.5	2.2	2.7	3.2	3.4	5.5%
<b>Total</b>	<b>3.3</b>	<b>3.1</b>	<b>3.2</b>	<b>3.2</b>	<b>3.4</b>	<b>3.7</b>	<b>3.5</b>	<b>3.9</b>	<b>4.7</b>	<b>5.0</b>	<b>7.1%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1.7	1.5	1.5	1.6	1.8	2.0	1.5	2.4	2.6	2.6	0.5%
Business & Employee	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.3	0.6	0.7	28.8%
<b>Total</b>	<b>2.3</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.3</b>	<b>2.5</b>	<b>2.2</b>	<b>2.7</b>	<b>3.2</b>	<b>3.4</b>	<b>5.5%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	0.5	0.4	0.5	0.5	0.6	0.6	0.6	0.9	0.9	0.9	-0.6%
Business & Employee	0.5	0.5	0.5	0.5	0.5	0.6	0.7	0.3	0.6	0.7	27.9%
<b>Total</b>	<b>1.0</b>	<b>0.9</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.2</b>	<b>1.5</b>	<b>1.6</b>	<b>10.4%</b>

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

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.

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.

# Tulare / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	368.9	344.9	317.9	404.6	426.4	451.2	255.0	455.0	501.9	510.8	1.8%
Other Travel*	84.3	74.4	66.0	74.4	85.7	89.2	29.1	58.9	89.5	83.4	-6.8%
<b>Total</b>	<b>453.2</b>	<b>419.3</b>	<b>383.9</b>	<b>478.9</b>	<b>512.1</b>	<b>540.5</b>	<b>284.1</b>	<b>513.9</b>	<b>591.4</b>	<b>594.2</b>	<b>0.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	171.2	159.9	136.8	204.5	209.7	220.8	153.2	249.5	249.9	252.9	1.2%
Hotel, Motel**								184.6	185.0	183.6	-0.7%
Short Term Vacation Rental**								64.9	64.9	69.2	6.6%
Private Home (VFR)	102.5	93.8	91.3	104.7	113.4	122.6	39.6	119.9	134.1	136.7	1.9%
Seasonal Home (2nd Home)	26.7	26.0	26.4	27.7	29.4	30.2	28.6	25.9	36.0	36.7	1.8%
Campground	20.8	20.6	20.9	21.9	23.0	24.8	20.7	26.9	35.0	37.2	6.1%
Day Travel	47.6	44.7	42.4	45.8	50.8	52.9	12.9	32.8	46.8	47.4	1.2%
<b>Total</b>	<b>368.9</b>	<b>344.9</b>	<b>317.9</b>	<b>404.6</b>	<b>426.4</b>	<b>451.2</b>	<b>255.0</b>	<b>455.0</b>	<b>501.9</b>	<b>510.8</b>	<b>1.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	81.4	79.4	72.6	101.2	104.7	109.7	91.3	143.4	150.9	150.2	-0.4%
Food Service	98.3	95.4	90.7	113.3	116.8	123.6	66.8	118.2	128.8	137.1	6.5%
Food Stores	20.4	20.1	19.4	21.2	21.2	22.1	13.6	27.8	32.2	34.4	6.5%
Arts, Ent. & Rec.	47.1	44.7	41.7	50.8	51.2	52.8	28.1	51.5	53.0	55.8	5.3%
Retail Sales	44.8	39.0	35.6	48.5	53.9	60.5	29.0	55.0	59.3	59.4	0.2%
Local Tran. & Gas	77.0	66.3	57.8	69.7	78.6	82.4	26.2	59.1	77.6	73.9	-4.9%
<b>Total</b>	<b>368.9</b>	<b>344.9</b>	<b>317.9</b>	<b>404.6</b>	<b>426.4</b>	<b>451.2</b>	<b>255.0</b>	<b>455.0</b>	<b>501.9</b>	<b>510.8</b>	<b>1.8%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Tulare / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	83.3	86.2	84.3	112.6	118.2	126.5	118.3	69.2	158.5	175.4	10.7%
Arts, Ent. & Rec.	16.1	16.3	14.4	18.9	20.6	22.1	13.5	9.8	22.8	24.8	8.7%
Retail**	10.5	9.9	9.6	11.3	11.8	12.4	13.0	7.2	16.4	17.6	7.6%
Ground Trans.	5.9	5.8	6.0	8.0	11.2	12.2	3.9	3.4	4.0	4.0	1.2%
Other Travel*	3.9	3.9	4.3	4.8	4.9	5.3	6.1	3.3	7.5	8.3	10.8%
<b>Total</b>	<b>119.7</b>	<b>122.0</b>	<b>118.6</b>	<b>155.5</b>	<b>166.7</b>	<b>178.6</b>	<b>154.8</b>	<b>93.0</b>	<b>209.1</b>	<b>230.1</b>	<b>10.1%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	3,090	3,000	2,780	3,520	3,540	3,580	3,170	3,580	3,980	4,100	3.2%
Arts, Ent. & Rec.	840	830	780	1,000	1,060	1,110	620	790	1,020	1,100	8.2%
Retail**	400	380	350	400	400	410	390	410	430	440	1.9%
Ground Trans.	160	150	140	170	220	240	190	180	220	230	5.1%
Other Travel*	160	160	160	170	170	180	200	170	210	220	4.7%
<b>Total</b>	<b>4,650</b>	<b>4,510</b>	<b>4,210</b>	<b>5,260</b>	<b>5,390</b>	<b>5,520</b>	<b>4,580</b>	<b>5,130</b>	<b>5,860</b>	<b>6,100</b>	<b>4.1%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Tulare / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	12.4	12.1	11.0	15.1	16.4	17.4	15.2	19.5	23.6	24.0	1.4%
State Tax Receipts	26.9	24.5	22.0	25.6	30.0	32.2	17.6	25.5	29.6	29.4	-0.6%
<b>Total</b>	<b>39.3</b>	<b>36.6</b>	<b>33.0</b>	<b>40.7</b>	<b>46.4</b>	<b>49.6</b>	<b>32.8</b>	<b>45.0</b>	<b>53.2</b>	<b>53.4</b>	<b>0.3%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	22.7	20.4	18.2	21.0	25.4	27.3	12.3	22.3	23.2	22.8	-2.0%
Business & Employee	4.2	4.2	3.8	4.6	4.6	4.9	5.2	3.2	6.4	6.7	4.4%
<b>Total</b>	<b>26.9</b>	<b>24.5</b>	<b>22.0</b>	<b>25.6</b>	<b>30.0</b>	<b>32.2</b>	<b>17.6</b>	<b>25.5</b>	<b>29.6</b>	<b>29.4</b>	<b>-0.6%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	8.4	8.0	7.2	10.3	11.2	11.9	8.8	15.6	16.2	16.3	0.8%
Business & Employee	4.0	4.0	3.8	4.8	5.2	5.5	6.4	3.9	7.4	7.7	2.9%
<b>Total</b>	<b>12.4</b>	<b>12.1</b>	<b>11.0</b>	<b>15.1</b>	<b>16.4</b>	<b>17.4</b>	<b>15.2</b>	<b>19.5</b>	<b>23.6</b>	<b>24.0</b>	<b>1.4%</b>

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

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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.

# Tuolumne / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	181.6	196.5	215.5	241.1	244.5	262.0	172.4	210.2	274.5	277.2	1.0%
Other Travel*	10.4	9.1	8.1	9.1	10.6	11.1	3.8	7.4	11.0	10.3	-5.9%
<b>Total</b>	<b>192.0</b>	<b>205.6</b>	<b>223.6</b>	<b>250.3</b>	<b>255.1</b>	<b>273.1</b>	<b>176.2</b>	<b>217.6</b>	<b>285.5</b>	<b>287.6</b>	<b>0.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	77.9	91.8	108.9	128.9	124.3	134.8	82.0	94.2	139.2	137.5	-1.2%
Hotel, Motel**								50.5	75.4	74.6	-1.1%
Short Term Vacation Rental**								43.7	63.7	62.9	-1.3%
Private Home (VFR)	28.4	27.2	27.2	28.9	30.9	34.1	11.2	35.6	38.5	39.8	3.5%
Seasonal Home (2nd Home)	38.3	39.5	40.2	42.7	46.6	47.7	54.1	48.6	49.7	50.9	2.5%
Campground	15.4	15.4	15.6	16.4	17.2	18.5	15.5	20.1	26.2	27.8	6.1%
Day Travel	21.6	22.5	23.6	24.2	25.5	26.9	9.7	11.7	20.9	21.2	1.1%
<b>Total</b>	<b>181.6</b>	<b>196.5</b>	<b>215.5</b>	<b>241.1</b>	<b>244.5</b>	<b>262.0</b>	<b>172.4</b>	<b>210.2</b>	<b>274.5</b>	<b>277.2</b>	<b>1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	47.3	54.2	63.3	73.8	72.3	78.3	60.1	67.7	93.4	93.3	-0.1%
Food Service	53.2	58.8	65.2	71.2	71.2	76.2	49.0	57.7	72.8	76.1	4.4%
Food Stores	10.2	10.8	11.0	11.2	11.2	11.8	7.8	14.9	19.3	19.9	3.0%
Arts, Ent. & Rec.	28.1	30.2	32.7	34.7	34.0	35.4	22.8	28.4	34.1	34.9	2.3%
Retail Sales	18.3	19.2	20.8	24.8	28.0	30.5	19.0	23.2	27.9	27.6	-1.0%
Local Tran. & Gas	24.5	23.4	22.4	25.4	27.9	29.7	13.8	18.2	27.0	25.5	-5.4%
<b>Total</b>	<b>181.6</b>	<b>196.5</b>	<b>215.5</b>	<b>241.1</b>	<b>244.5</b>	<b>262.0</b>	<b>172.4</b>	<b>210.2</b>	<b>274.5</b>	<b>277.2</b>	<b>1.0%</b>

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Tuolumne / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	43.2	47.3	56.1	65.2	64.1	71.0	57.5	43.8	78.8	81.8	3.8%
Arts, Ent. & Rec.	6.6	6.6	6.9	7.2	5.7	6.3	5.1	4.0	7.5	8.6	14.7%
Retail**	4.3	4.6	5.0	4.9	5.2	5.5	6.0	3.5	7.2	7.2	-0.2%
Ground Trans.	2.1	2.3	2.7	3.3	4.5	5.0	2.1	1.5	2.2	2.2	2.0%
Other Travel*	0.7	0.6	0.7	0.7	0.8	0.8	0.7	0.6	1.0	1.1	4.9%
<b>Total</b>	<b>56.8</b>	<b>61.4</b>	<b>71.4</b>	<b>81.3</b>	<b>80.3</b>	<b>88.7</b>	<b>71.4</b>	<b>53.4</b>	<b>96.8</b>	<b>101.0</b>	<b>4.3%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	1,530	1,560	1,680	1,830	1,780	1,860	1,490	1,790	1,910	1,930	1.3%
Arts, Ent. & Rec.	350	320	350	340	260	280	210	230	300	310	4.0%
Retail**	160	160	180	160	170	170	170	170	170	160	-4.1%
Ground Trans.	60	60	70	70	90	100	100	100	120	120	6.0%
Other Travel*	20	20	30	30	30	30	20	30	30	30	-3.2%
<b>Total</b>	<b>2,120</b>	<b>2,120</b>	<b>2,290</b>	<b>2,430</b>	<b>2,320</b>	<b>2,430</b>	<b>2,000</b>	<b>2,310</b>	<b>2,530</b>	<b>2,560</b>	<b>1.4%</b>

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

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

\*\*Retail includes gasoline station employment and earnings.

# Tuolumne / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	5.5	6.3	7.3	8.6	8.7	9.5	7.5	8.0	11.6	11.6	-0.4%
State Tax Receipts	9.0	9.3	9.6	10.3	10.9	11.9	8.2	9.1	11.6	11.5	-0.8%
<b>Total</b>	<b>14.5</b>	<b>15.5</b>	<b>17.0</b>	<b>18.9</b>	<b>19.6</b>	<b>21.4</b>	<b>15.7</b>	<b>17.1</b>	<b>23.3</b>	<b>23.1</b>	<b>-0.6%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	7.0	7.1	7.2	7.8	8.6	9.3	5.5	7.2	8.5	8.4	-0.7%
Business & Employee	2.1	2.2	2.4	2.5	2.3	2.6	2.7	1.9	3.1	3.1	-1.2%
<b>Total</b>	<b>9.0</b>	<b>9.3</b>	<b>9.6</b>	<b>10.3</b>	<b>10.9</b>	<b>11.9</b>	<b>8.2</b>	<b>9.1</b>	<b>11.6</b>	<b>11.5</b>	<b>-0.8%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	3.7	4.3	5.2	6.2	6.3	6.9	4.7	5.9	8.5	8.5	0.4%
Business & Employee	1.8	1.9	2.2	2.4	2.4	2.6	2.8	2.1	3.2	3.1	-2.4%
<b>Total</b>	<b>5.5</b>	<b>6.3</b>	<b>7.3</b>	<b>8.6</b>	<b>8.7</b>	<b>9.5</b>	<b>7.5</b>	<b>8.0</b>	<b>11.6</b>	<b>11.6</b>	<b>-0.4%</b>

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

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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.

# Ventura / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	1,381.4	1,437.0	1,462.1	1,507.5	1,568.5	1,597.3	885.8	1,386.0	1,609.0	1,658.9	3.1%
Other Travel*	211.8	197.2	182.9	199.2	224.3	229.3	107.0	157.7	218.9	208.4	-4.8%
<b>Total</b>	<b>1,593.3</b>	<b>1,634.2</b>	<b>1,645.0</b>	<b>1,706.7</b>	<b>1,792.8</b>	<b>1,826.6</b>	<b>992.8</b>	<b>1,543.7</b>	<b>1,827.9</b>	<b>1,867.3</b>	<b>2.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	652.0	693.4	720.4	727.0	738.5	730.8	434.3	642.8	702.9	722.0	2.7%
Hotel, Motel**								539.5	580.7	594.6	2.4%
Short Term Vacation Rental**								103.3	122.2	127.4	4.2%
Private Home (VFR)	260.6	270.0	267.5	293.7	321.6	347.1	155.6	356.4	386.0	398.0	3.1%
Seasonal Home (2nd Home)	43.5	44.3	44.9	48.6	55.0	56.3	119.4	107.3	103.6	106.1	2.5%
Campground	53.1	54.0	54.7	57.3	60.2	64.9	54.4	70.6	92.1	97.7	6.1%
Day Travel	372.3	375.3	374.6	380.9	393.1	398.2	122.0	208.9	324.6	335.1	3.3%
<b>Total</b>	<b>1,381.4</b>	<b>1,437.0</b>	<b>1,462.1</b>	<b>1,507.5</b>	<b>1,568.5</b>	<b>1,597.3</b>	<b>885.8</b>	<b>1,386.0</b>	<b>1,609.0</b>	<b>1,658.9</b>	<b>3.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	255.8	283.3	306.6	308.4	317.3	318.8	217.7	346.3	401.3	410.1	2.2%
Food Service	417.8	437.9	452.7	465.1	477.6	486.1	274.9	410.4	466.4	500.5	7.3%
Food Stores	54.7	56.6	56.3	56.3	56.5	57.6	38.5	60.6	74.0	79.3	7.1%
Arts, Ent. & Rec.	194.2	198.8	201.5	202.2	202.9	201.2	101.4	160.5	177.1	187.6	5.9%
Retail Sales	223.9	240.4	240.7	258.8	278.2	295.3	151.6	233.9	269.5	271.9	0.9%
Local Tran. & Gas	235.0	220.0	204.4	216.7	236.0	238.3	101.8	174.1	220.6	209.5	-5.0%
<b>Total</b>	<b>1,381.4</b>	<b>1,437.0</b>	<b>1,462.1</b>	<b>1,507.5</b>	<b>1,568.5</b>	<b>1,597.3</b>	<b>885.8</b>	<b>1,386.0</b>	<b>1,609.0</b>	<b>1,658.9</b>	<b>3.1%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Ventura / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	263.6	284.3	293.8	333.7	351.2	364.1	289.6	342.9	422.7	478.6	13.2%
Arts, Ent. & Rec.	92.6	95.4	99.5	98.7	102.5	102.0	75.3	78.2	85.9	96.9	12.7%
Retail**	38.6	42.0	43.1	46.5	48.8	51.3	49.9	55.0	59.2	61.8	4.5%
Ground Trans.	22.0	23.9	25.8	27.9	35.1	37.2	18.5	18.5	21.2	23.1	8.9%
Other Travel*	37.2	38.7	40.4	41.8	44.5	44.2	42.0	34.1	40.0	41.2	2.9%
<b>Total</b>	<b>454.1</b>	<b>484.3</b>	<b>502.6</b>	<b>548.6</b>	<b>582.1</b>	<b>598.8</b>	<b>475.3</b>	<b>528.6</b>	<b>629.1</b>	<b>701.6</b>	<b>11.5%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	9,640	9,880	9,810	10,610	10,750	10,660	8,510	9,210	10,480	11,080	5.6%
Arts, Ent. & Rec.	3,860	3,860	3,800	3,430	3,560	3,420	2,280	2,250	2,750	2,930	6.8%
Retail**	1,260	1,310	1,320	1,390	1,430	1,410	1,320	1,360	1,380	1,390	0.9%
Ground Trans.	540	560	570	570	670	720	630	610	730	780	6.6%
Other Travel*	800	800	820	800	820	830	780	650	670	640	-4.8%
<b>Total</b>	<b>16,090</b>	<b>16,410</b>	<b>16,320</b>	<b>16,800</b>	<b>17,230</b>	<b>17,040</b>	<b>13,520</b>	<b>14,080</b>	<b>16,010</b>	<b>16,810</b>	<b>5.0%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Ventura / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	44.4	48.2	50.7	51.8	56.0	56.9	42.1	62.5	69.4	71.7	3.3%
State Tax Receipts	86.6	86.1	83.2	84.8	93.4	97.1	58.0	82.0	88.6	89.9	1.4%
<b>Total</b>	<b>131.0</b>	<b>134.4</b>	<b>134.0</b>	<b>136.7</b>	<b>149.4</b>	<b>154.0</b>	<b>100.1</b>	<b>144.5</b>	<b>158.1</b>	<b>161.6</b>	<b>2.2%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	69.3	68.2	65.6	67.1	75.7	79.0	40.0	62.5	67.9	67.9	-0.1%
Business & Employee	17.2	18.0	17.7	17.8	17.6	18.1	18.0	19.4	20.7	22.0	6.0%
<b>Total</b>	<b>86.6</b>	<b>86.1</b>	<b>83.2</b>	<b>84.8</b>	<b>93.4</b>	<b>97.1</b>	<b>58.0</b>	<b>82.0</b>	<b>88.6</b>	<b>89.9</b>	<b>1.4%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	30.1	33.1	35.6	35.9	38.8	39.2	23.5	40.9	47.6	48.9	2.8%
Business & Employee	14.3	15.1	15.2	15.9	17.2	17.7	18.6	21.7	21.8	22.8	4.3%
<b>Total</b>	<b>44.4</b>	<b>48.2</b>	<b>50.7</b>	<b>51.8</b>	<b>56.0</b>	<b>56.9</b>	<b>42.1</b>	<b>62.5</b>	<b>69.4</b>	<b>71.7</b>	<b>3.3%</b>

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

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.

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.

# Yolo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	320.0	321.7	324.8	378.1	418.2	411.7	236.7	336.5	435.8	451.7	3.6%
Other Travel*	39.1	34.7	30.5	34.7	40.6	42.7	13.8	24.6	39.4	36.4	-7.6%
<b>Total</b>	<b>359.1</b>	<b>356.3</b>	<b>355.3</b>	<b>412.8</b>	<b>458.8</b>	<b>454.3</b>	<b>250.5</b>	<b>361.1</b>	<b>475.2</b>	<b>488.1</b>	<b>2.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	145.6	148.6	151.7	191.8	208.4	200.5	168.7	178.8	224.5	234.6	4.5%
Hotel, Motel**								169.9	212.9	221.7	4.1%
Short Term Vacation Rental**								8.8	11.6	12.9	11.3%
Private Home (VFR)	63.5	62.8	62.7	70.1	77.6	80.6	25.6	78.6	90.3	92.6	2.6%
Seasonal Home (2nd Home)	3.5	3.4	3.5	3.7	3.9	4.0	4.3	3.9	3.8	4.0	2.9%
Campground	8.3	8.2	8.3	8.7	9.1	9.9	8.3	10.7	14.0	14.9	6.1%
Day Travel	99.2	98.6	98.5	103.9	119.2	116.7	29.8	64.5	103.2	105.6	2.4%
<b>Total</b>	<b>320.0</b>	<b>321.7</b>	<b>324.8</b>	<b>378.1</b>	<b>418.2</b>	<b>411.7</b>	<b>236.7</b>	<b>336.5</b>	<b>435.8</b>	<b>451.7</b>	<b>3.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	48.2	50.9	53.6	68.4	74.8	72.7	55.9	64.4	85.9	89.9	4.6%
Food Service	98.7	101.9	105.6	121.2	132.7	130.8	79.0	110.4	139.7	149.5	7.0%
Food Stores	12.8	13.1	13.0	13.9	14.6	14.4	8.3	13.7	17.6	18.6	5.8%
Arts, Ent. & Rec.	58.4	58.9	59.9	66.8	71.5	68.7	39.5	55.2	66.5	70.0	5.3%
Retail Sales	48.4	48.7	48.8	56.9	64.1	65.1	32.6	51.7	64.9	65.4	0.7%
Local Tran. & Gas	53.4	48.2	43.9	50.9	60.5	59.9	21.3	41.0	61.2	58.3	-4.7%
<b>Total</b>	<b>320.0</b>	<b>321.7</b>	<b>324.8</b>	<b>378.1</b>	<b>418.2</b>	<b>411.7</b>	<b>236.7</b>	<b>336.5</b>	<b>435.8</b>	<b>451.7</b>	<b>3.6%</b>

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

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

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

\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Yolo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	58.6	63.1	68.8	81.7	86.1	86.5	72.8	42.2	103.0	116.5	13.1%
Arts, Ent. & Rec.	23.7	24.8	26.4	30.1	30.7	30.1	18.3	14.6	34.3	37.9	10.4%
Retail**	8.6	8.9	9.2	9.7	10.6	11.0	11.4	5.9	13.3	13.2	-0.1%
Ground Trans.	4.2	4.3	4.8	6.0	8.9	9.1	3.3	3.6	3.3	3.3	1.2%
Other Travel*	2.1	1.9	1.9	2.1	2.3	2.6	2.4	0.9	2.3	2.5	8.1%
<b>Total</b>	<b>97.1</b>	<b>103.1</b>	<b>111.1</b>	<b>129.5</b>	<b>138.6</b>	<b>139.3</b>	<b>108.2</b>	<b>67.2</b>	<b>156.1</b>	<b>173.4</b>	<b>11.0%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	2,450	2,470	2,500	2,870	2,910	2,810	2,290	2,440	2,800	2,950	5.5%
Arts, Ent. & Rec.	1,500	1,590	1,560	1,810	1,820	1,880	1,030	1,300	1,740	1,810	3.6%
Retail**	250	250	260	270	300	290	280	280	290	280	-3.1%
Ground Trans.	110	110	120	130	170	180	150	150	180	180	4.0%
Other Travel*	60	60	60	60	70	70	70	60	70	70	1.5%
<b>Total</b>	<b>4,370</b>	<b>4,470</b>	<b>4,480</b>	<b>5,140</b>	<b>5,270</b>	<b>5,230</b>	<b>3,820</b>	<b>4,230</b>	<b>5,070</b>	<b>5,290</b>	<b>4.2%</b>

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

\*\*Retail includes gasoline station employment and earnings.

# Yolo / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	9.0	9.9	10.7	13.7	14.9	15.0	12.3	12.5	18.2	19.1	4.5%
State Tax Receipts	19.9	19.3	18.7	20.4	23.8	24.2	14.0	18.3	23.9	24.2	1.1%
<b>Total</b>	<b>28.9</b>	<b>29.2</b>	<b>29.4</b>	<b>34.0</b>	<b>38.8</b>	<b>39.2</b>	<b>26.3</b>	<b>30.8</b>	<b>42.2</b>	<b>43.2</b>	<b>2.5%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	16.3	15.6	15.0	16.5	19.8	20.2	10.0	15.9	18.8	18.8	-0.2%
Business & Employee	3.6	3.7	3.7	3.9	4.0	4.0	3.9	2.4	5.1	5.4	5.5%
<b>Total</b>	<b>19.9</b>	<b>19.3</b>	<b>18.7</b>	<b>20.4</b>	<b>23.8</b>	<b>24.2</b>	<b>14.0</b>	<b>18.3</b>	<b>23.9</b>	<b>24.2</b>	<b>1.1%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5.8	6.5	7.2	9.6	10.7	10.6	7.8	9.7	12.8	13.4	4.8%
Business & Employee	3.2	3.4	3.5	4.0	4.3	4.3	4.5	2.8	5.5	5.7	3.9%
<b>Total</b>	<b>9.0</b>	<b>9.9</b>	<b>10.7</b>	<b>13.7</b>	<b>14.9</b>	<b>15.0</b>	<b>12.3</b>	<b>12.5</b>	<b>18.2</b>	<b>19.1</b>	<b>4.5%</b>

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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.

# Yuba / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel Spending (\$Millions)</b>											
Visitor Spending	73	67	67	82	91	99	47	85	107	111	3.1%
Other Travel*	13	11	10	12	14	14	4	10	15	14	-7.6%
<b>Total</b>	<b>86</b>	<b>78</b>	<b>77</b>	<b>93</b>	<b>105</b>	<b>113</b>	<b>52</b>	<b>95</b>	<b>122</b>	<b>125</b>	<b>1.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	7	3	3	12	13	16	11	15	12	12	1.0%
Hotel, Motel**								13	10	10	-1.0%
Short Term Vacation Rental**								2	2	2	12.1%
Private Home (VFR)	18	17	17	20	22	24	7	24	27	28	2.1%
Seasonal Home (2nd Home)	4	4	4	5	5	5	4	4	9	9	1.9%
Campground	17	16	17	17	18	20	17	21	28	30	6.1%
Day Travel	27	26	26	28	33	35	8	21	31	32	2.6%
<b>Total</b>	<b>73</b>	<b>67</b>	<b>67</b>	<b>82</b>	<b>91</b>	<b>99</b>	<b>47</b>	<b>85</b>	<b>107</b>	<b>111</b>	<b>3.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	8	7	7	11	12	13	11	14	16	16	2.1%
Food Service	19	18	19	23	25	27	12	24	29	31	7.8%
Food Stores	7	7	7	7	8	8	6	8	11	12	7.5%
Arts, Ent. & Rec.	10	9	9	11	12	12	5	10	12	13	6.3%
Retail Sales	11	10	10	12	15	16	6	13	16	16	1.3%
Local Tran. & Gas	18	16	14	17	20	21	7	16	24	23	-4.1%
<b>Total</b>	<b>73</b>	<b>67</b>	<b>67</b>	<b>82</b>	<b>91</b>	<b>99</b>	<b>47</b>	<b>85</b>	<b>107</b>	<b>111</b>	<b>3.1%</b>

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

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

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\*\*Starting in 2021 the breakout of Hotel, Motel, STVR is estimated. Trends for these subcategories unavailable.

# Yuba / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Direct Travel-Generated Earnings (\$Millions)</b>											
Accom. & Food Serv.	11	11	12	15	15	17	16	10	23	27	14.1%
Arts, Ent. & Rec.	5	4	4	5	7	7	5	5	14	13	-4.3%
Retail**	3	3	3	4	4	4	4	2	5	6	7.5%
Ground Trans.	1	1	1	2	3	3	1	0	1	1	-2.5%
Other Travel*	0	0	1	1	1	1	1	0	1	1	9.0%
<b>Total</b>	<b>20</b>	<b>19</b>	<b>21</b>	<b>26</b>	<b>29</b>	<b>31</b>	<b>26</b>	<b>18</b>	<b>44</b>	<b>48</b>	<b>7.2%</b>
<b>Direct Travel-Generated Employment (Jobs)</b>											
Accom. & Food Serv.	590	510	530	640	630	640	570	640	740	780	5.3%
Arts, Ent. & Rec.	280	250	260	290	400	400	260	370	800	850	6.5%
Retail**	100	100	100	120	120	120	120	120	130	130	-0.8%
Ground Trans.	30	30	30	40	50	60	40	40	40	50	2.3%
Other Travel*	20	20	20	20	30	20	20	30	30	30	-3.4%
<b>Total</b>	<b>1,030</b>	<b>910</b>	<b>950</b>	<b>1,110</b>	<b>1,230</b>	<b>1,230</b>	<b>1,020</b>	<b>1,200</b>	<b>1,740</b>	<b>1,830</b>	<b>5.2%</b>

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

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

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

\*\*Retail includes gasoline station employment and earnings.

# Yuba / Impacts, Summary

## Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Chg. 22-23
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1	1	1	2	2	2	2	2	3	3	2.2%
State Tax Receipts	5	5	5	5	7	7	4	6	7	7	-0.4%
<b>Total</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>0.4%</b>
<b>State Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	5	4	4	4	6	6	3	5	6	6	-1.0%
Business & Employee	1	1	1	1	1	1	1	1	2	2	1.7%
<b>Total</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>-0.4%</b>
<b>Local Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Visitor	1	1	1	1	1	2	1	2	2	2	3.7%
Business & Employee	1	1	1	1	1	1	1	1	1	1	0.3%
<b>Total</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2.2%</b>

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

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.

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.

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

# Glossary

<b>Term</b>	<b>Definition</b>
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
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.
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with “Visitor Spending.”
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Visitor Spending	Spending by visitors in a destination.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Person Trips	A trip made by a person to the destination.
Vacation Home Rental	Privately owned homes for personal use as a seasonal property.
STVR	STVR stands for “short term vacation rental.” The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).

# 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

## Short Term Vacation Rentals

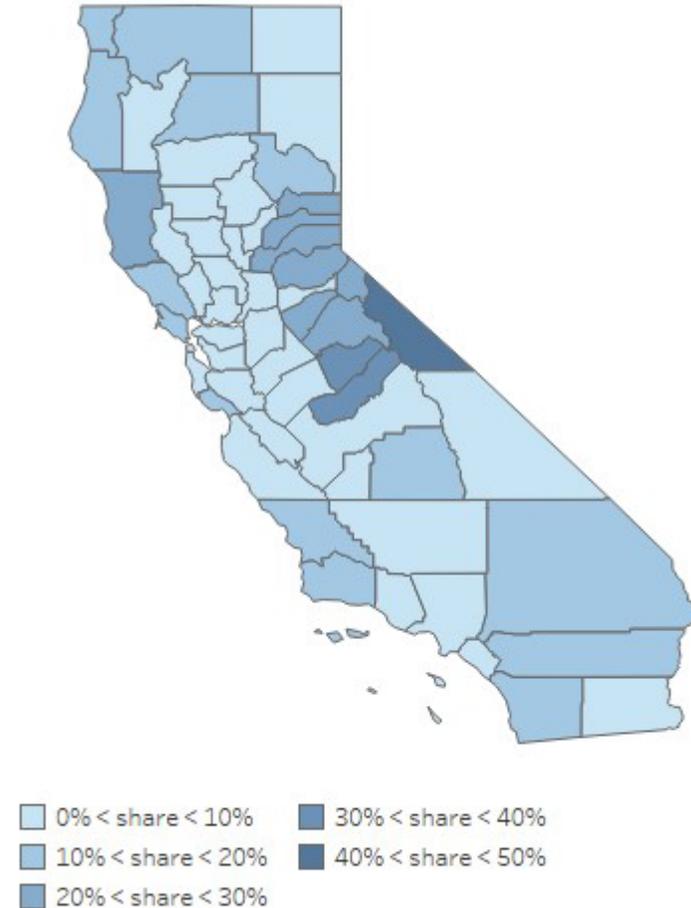
For this report, starting in 2021, we provide estimates of the breakout of travel spending for visitors who stayed in Short Term Vacation Rentals (STVR) separately from Hotel, Motels.

Each county's share of STVR lodging is based on a combined lodging total utilizing KeyData (for STVR performance) and STR (for hotel performance). The STVR share is then applied to each county's TOT receipts, as reported for the calendar year. With unique expenditure distributions applied for both lodging types for each county, we then estimate the remaining travel impact commodities such as Food Services, Retail, and Arts, Entertainment & Recreation, etc.

This estimated share of STVR is necessary due to the lack of reporting for this lodging in terms of TOT, and that KeyData and STR represent modeled lodging sales which may be greater than or less than TOT receipts. At the present time, only a small number of jurisdictions report TOT by type of lodging.

Regulations around STVR's and lodging taxes are determined at the local level. For the purposes of our analysis, we assert that we are only concerned with taxable activity, as has been our longstanding position regarding travel impacts. We are not attempting to include non-taxable STVR stays, which may occur in communities across the state of California. Using this methodology, the results are less susceptible to overestimations of travel impacts.

## Visitor Spending by Type of Traveler Accommodation by County (% share STVR, 2023p)



# Methodology / Continued

## Visitor Spending by Type of Traveler Accommodation by County, 2023p

County	Spending (\$Millions)			Visitor Spending	Spending (\$Millions)		
	Hotel, Motel	STVR	All Others*		Hotel, Motel	STVR	All Others*
Alameda	\$1,527	\$241	\$1,331	\$3,100	49%	8%	43%
Alpine	\$9	\$7	\$17	\$33	27%	22%	51%
Amador	\$27	\$8	\$110	\$145	19%	6%	75%
Butte	\$84	\$22	\$223	\$329	26%	7%	67%
Calaveras	\$24	\$52	\$184	\$260	9%	20%	71%
Colusa	\$12	\$0	\$33	\$45	26%	1%	73%
Contra Costa	\$356	\$51	\$1,243	\$1,650	22%	3%	75%
Del Norte	\$31	\$22	\$99	\$152	20%	14%	66%
El Dorado	\$378	\$215	\$462	\$1,055	36%	20%	44%
Fresno	\$516	\$72	\$845	\$1,433	36%	5%	59%
Glenn	\$12	\$1	\$38	\$52	24%	1%	75%
Humboldt	\$119	\$55	\$270	\$444	27%	12%	61%
Imperial	\$94	\$4	\$397	\$495	19%	1%	80%
Inyo	\$142	\$14	\$116	\$273	52%	5%	43%
Kern	\$586	\$61	\$1,159	\$1,807	32%	3%	65%
Kings	\$45	\$2	\$154	\$201	22%	1%	77%
Lake	\$22	\$13	\$147	\$182	12%	7%	81%
Lassen	\$7	\$1	\$56	\$64	11%	1%	88%
Los Angeles	\$13,579	\$2,170	\$9,086	\$24,836	55%	9%	36%
Madera	\$109	\$121	\$170	\$400	27%	30%	43%
Marin	\$235	\$121	\$287	\$642	37%	19%	44%
Mariposa	\$232	\$142	\$59	\$433	54%	33%	13%

**Note:** \*All Others includes accommodation types Private Home, Second Home, Campgrounds, and Day Travel

# Methodology / Continued

## Visitor Spending by Type of Traveler Accommodation by County, 2023p

County	Spending (\$Millions)			Visitor Spending	Spending (\$Millions)		
	Hotel, Motel	STVR	All Others*		Hotel, Motel	STVR	All Others*
Mendocino	\$172	\$105	\$224	\$501	34%	21%	45%
Merced	\$75	\$7	\$194	\$275	27%	2%	71%
Modoc	\$6	\$1	\$21	\$28	21%	5%	74%
Mono	\$239	\$318	\$164	\$722	33%	44%	23%
Monterey	\$1,842	\$203	\$811	\$2,856	64%	7%	29%
Napa	\$1,133	\$96	\$434	\$1,663	68%	6%	26%
Nevada	\$78	\$129	\$269	\$476	16%	27%	57%
Orange	\$8,411	\$983	\$4,775	\$14,168	59%	7%	34%
Placer	\$420	\$322	\$594	\$1,336	31%	24%	45%
Plumas	\$17	\$20	\$106	\$143	12%	14%	74%
Riverside	\$2,687	\$1,014	\$4,871	\$8,572	31%	12%	57%
Sacramento	\$1,444	\$155	\$1,678	\$3,276	44%	5%	51%
San Benito	\$20	\$3	\$114	\$137	15%	2%	83%
San Bernardino	\$1,488	\$855	\$3,396	\$5,738	26%	15%	59%
San Diego	\$6,981	\$2,069	\$4,790	\$13,840	50%	15%	35%
San Francisco	\$7,202	\$617	\$2,547	\$10,366	69%	6%	25%
San Joaquin	\$452	\$33	\$564	\$1,048	43%	3%	54%
San Luis Obispo	\$1,016	\$432	\$796	\$2,244	45%	19%	36%
San Mateo	\$2,773	\$200	\$1,077	\$4,050	68%	5%	27%
Santa Barbara	\$938	\$220	\$717	\$1,875	50%	12%	38%
Santa Clara	\$3,084	\$320	\$1,685	\$5,088	61%	6%	33%
Santa Cruz	\$710	\$173	\$513	\$1,396	51%	12%	37%

**Note:** \*All Others includes accommodation types Private Home, Second Home, Campgrounds, and Day Travel



# Methodology / Continued

## Visitor Spending by Type of Traveler Accommodation by County, 2023p

County	Spending (\$Millions)			Visitor Spending	Spending (\$Millions)		
	Hotel, Motel	STVR	All Others*		Hotel, Motel	STVR	All Others*
Shasta	\$148	\$55	\$291	\$494	30%	11%	59%
Sierra	\$5	\$6	\$11	\$22	25%	26%	49%
Siskiyou	\$61	\$29	\$126	\$217	28%	13%	59%
Solano	\$272	\$25	\$567	\$863	32%	3%	65%
Sonoma	\$831	\$366	\$916	\$2,113	39%	17%	44%
Stanislaus	\$177	\$20	\$331	\$528	34%	4%	62%
Sutter	\$25	\$4	\$60	\$89	28%	5%	67%
Tehama	\$39	\$4	\$116	\$159	24%	2%	74%
Trinity	\$8	\$7	\$57	\$71	11%	9%	80%
Tulare	\$184	\$69	\$258	\$511	36%	14%	50%
Tuolumne	\$75	\$63	\$140	\$277	27%	23%	50%
Ventura	\$595	\$127	\$937	\$1,659	36%	8%	56%
Yolo	\$222	\$13	\$217	\$452	49%	3%	48%
Yuba	\$10	\$2	\$99	\$111	9%	2%	89%

**Note:** \*All Others includes accommodation types Private Home, Second Home, Campgrounds, and Day Travel

# 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
<b>Accommodation &amp; Food Service</b>	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
<b>Arts, Entertainment &amp; Recreation</b>	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
<b>Retail</b>	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)
<b>Transportation</b>	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)
<b>Air Transportation</b>	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
<b>Others</b>	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.