

The Economic Impact of Travel

California

2020p

State, Regional, & County Impacts

April 2021

PREPARED FOR

Visit California



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The Economic Impact of Travel in California

2020p
State, Regional, & County Impacts

Visit California

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National Impacts

2020p

National Impacts / Summary

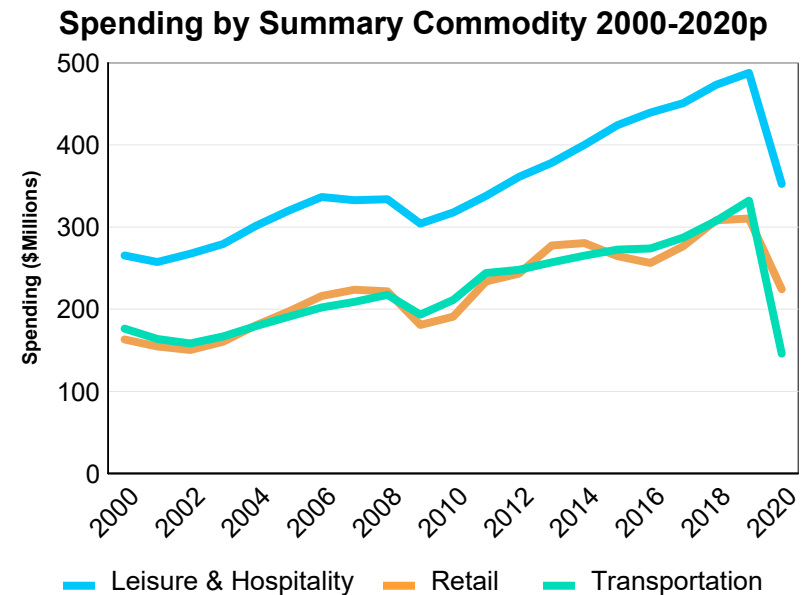
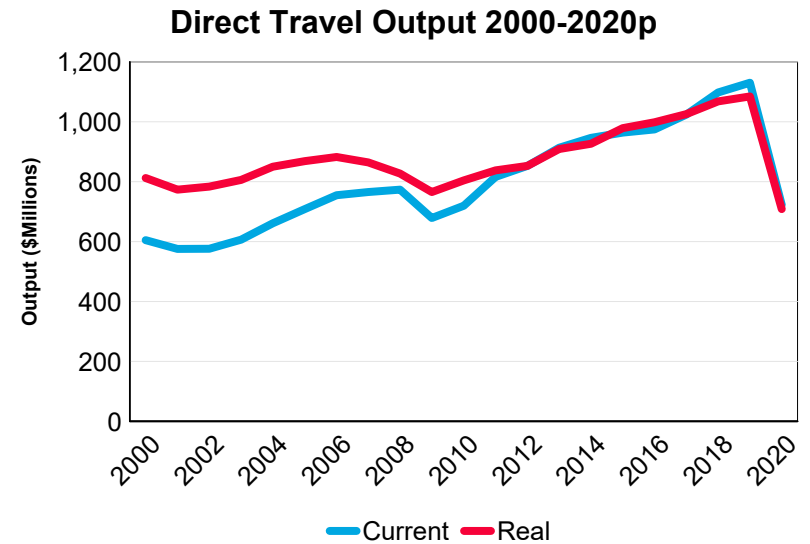
U.S. Travel Impacts 2020p

The COVID-19 pandemic brought economic disruption to almost all sectors of the US economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the US led to a large reduction in the demand for such services. Total travel output decreased by 36% (-\$408B) in 2020, as compared to 2019 levels. Leisure & Hospitality and transportation are two of the most effected industries. Prior to the first reported case in the U.S., the travel industry had reached \$1.13 trillion growing 3% between 2018 and 2019. Expectations were for continued growth in travel for 2020, as economic indicators like unemployment were at all time lows.

At the time of this report the BEA Tourism Satellite Account covered travel activity through 2019, all 2020 estimates have been made by Dean Runyan Associates.

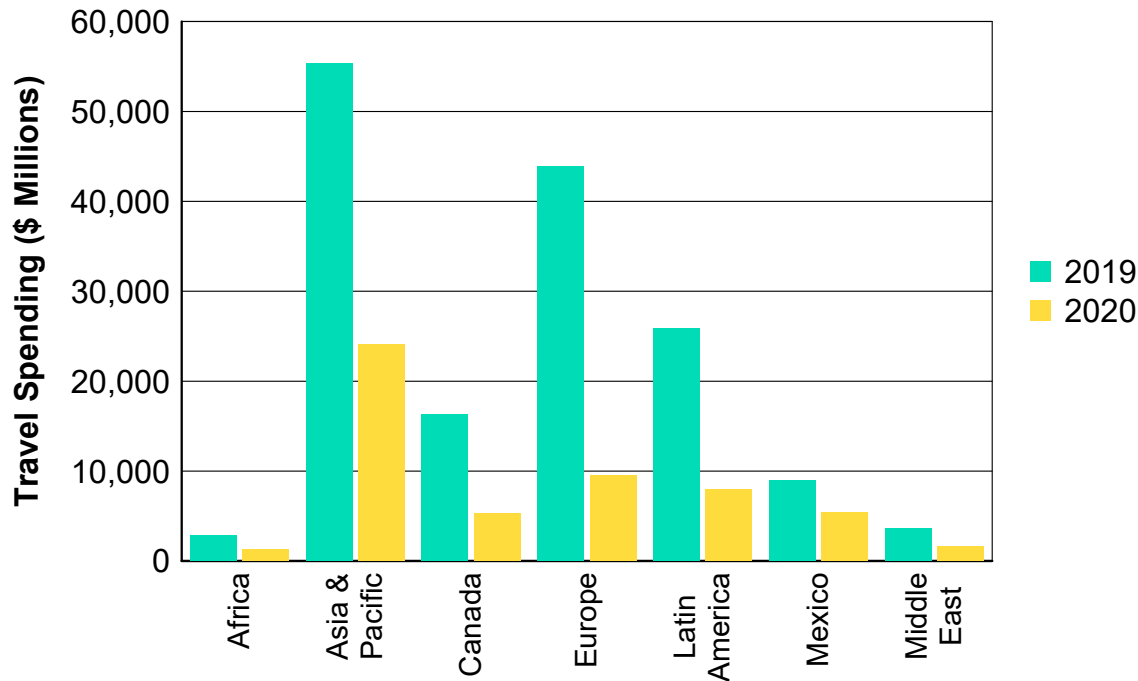
- Spending by resident and foreign visitors was \$723 billion in 2020 in current dollars. This represents a 36% percent decrease over 2019, where foreign travel made up 25% of these losses. When adjusted for changes in prices (real dollars), spending decreased by 35% percent from 2019 to 2020.
- Leisure & Hospitality, as a share of total spending, increased to 48%, compared to 43% in 2019. The overall shift in total spending was heavily impacted by the 56% decline in transportation spending, influenced by reduced air volume and price decreases in gasoline.

The U.S. travel industry **contracted 36% in 2020**, the largest losses occurring in transportation: - **\$186 billion**.



National Impacts / Summary

International Spending 2020p



Travel Restrictions due to COVID-19 (CDC):

China, Iran, Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Monaco, San Marino, Vatican City, United Kingdom, Republic of Ireland, Brazil, South America.

Border restrictions also apply to Canada and Mexico.

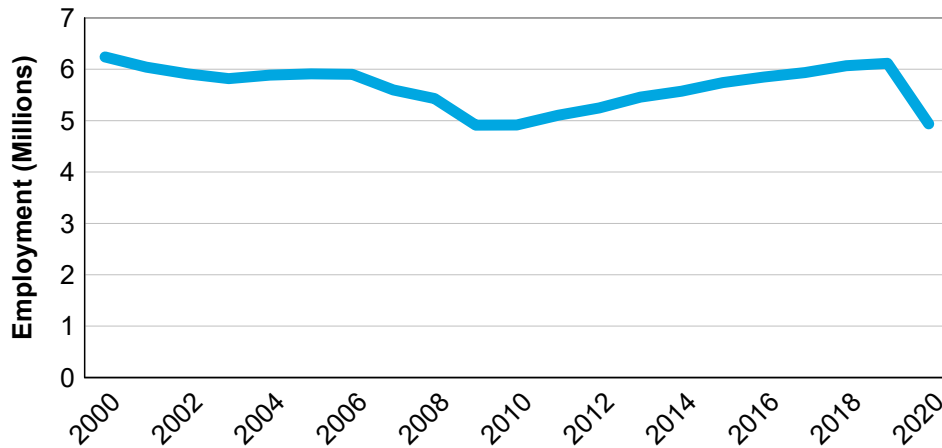
International spending is down 63% in 2020.

Spending from the Asia & Pacific countries decreased 44%, a loss of \$31 billion.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

National Impacts / Summary

U.S. Travel Industry Employment

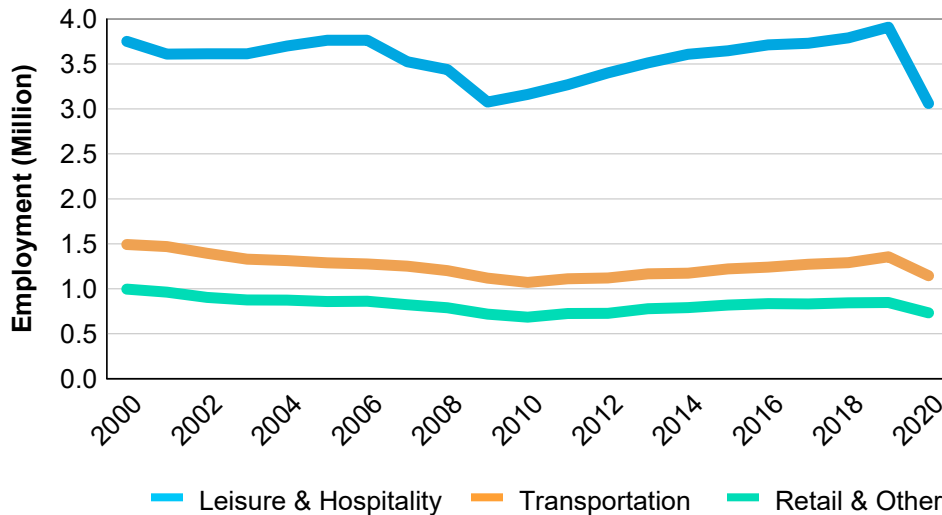


National employment in the travel industry decreased by 1.2 million jobs (-19% YOY).

Employment includes CARES act support, data limitations prevent disaggregation.

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



The Leisure & Hospitality sector was the most heavily impacted, losing about 900,000 jobs in 2020 (-22% YOY).

Employment includes CARES act support, data limitations prevent disaggregation.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2020p

California / Summary

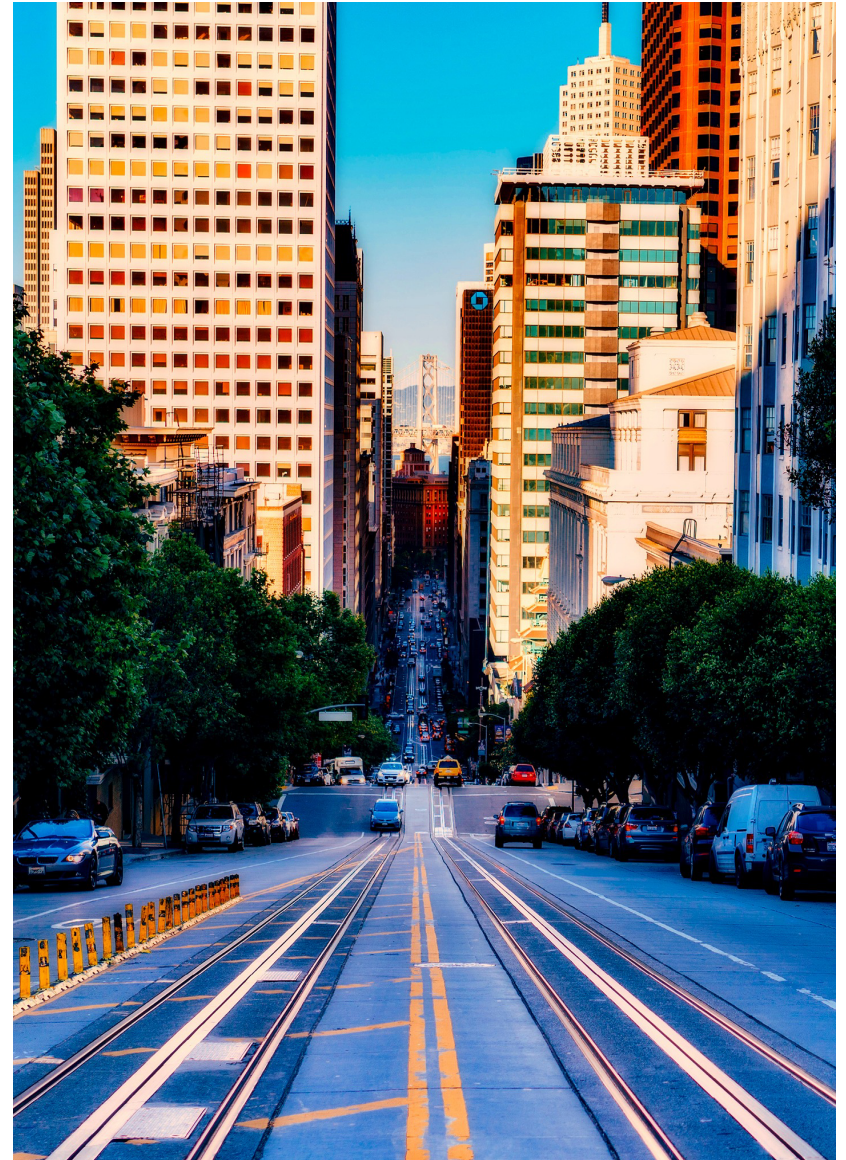
State Travel Impacts 2020p

The COVID-19 pandemic has caused global economic hardship. The travel industry has been especially hard hit, even more so than during the Great Recession. U.S. travel spending declined an estimated 36% in 2020. The California travel industry was even more affected, experiencing an estimated decline of 55% in travel spending.

- Travel Spending declined 55% from \$144.9 billion in 2019 to \$65.1 billion in 2020.
- Direct travel-generated employment experienced a loss of approximately 316,000 jobs across the state. This represents a 26.8% decline in travel-generated employment. The largest amount of job losses occurred within accommodations and food services sector, which lost approximately 174,000 travel industry jobs.
- Direct travel-generated earnings experienced a loss of \$13.9 billion, a 25.4% decline.
- Tax receipts generated by travel spending are down 45.6% compared to 2019. Local and state taxes have declined 49.1% and 51.3% respectively.

These preliminary estimates for California are subject to revision as more complete source data becomes available.

The U.S. travel industry **contracted 36% in 2020**, whereas California's travel economy **declined 55%**



California / Trend

Direct Travel Impacts 2011-2020p

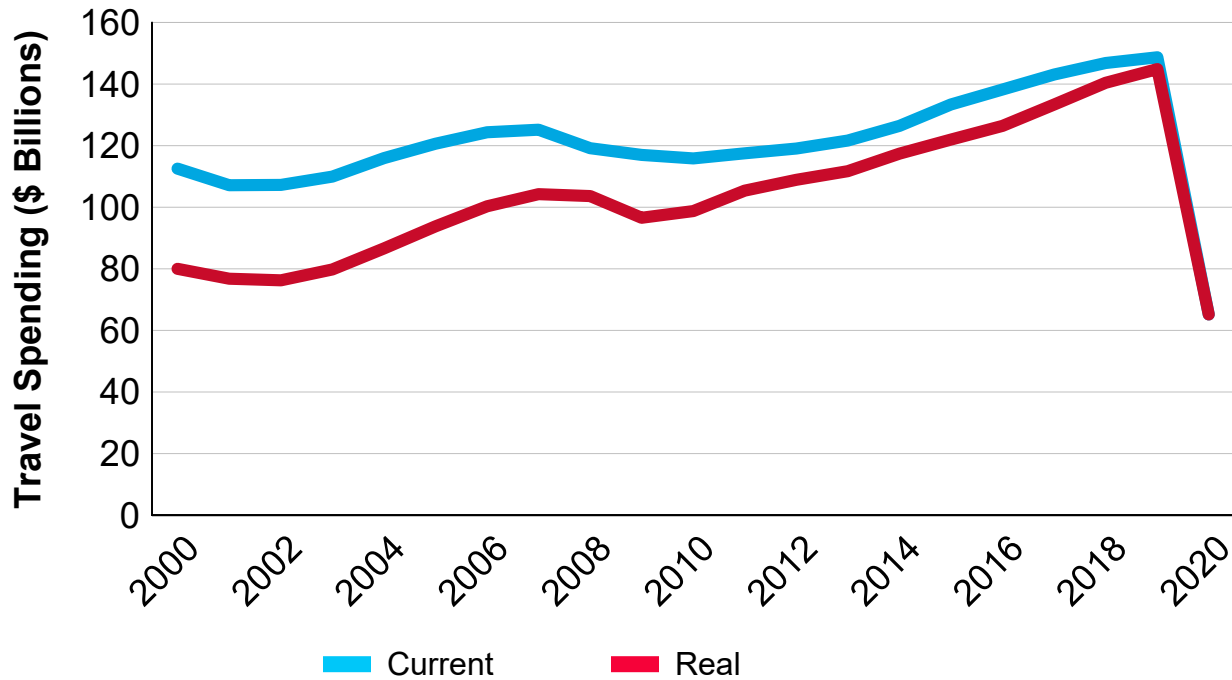
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Billions)												
Total (Current \$)	105.3	108.9	111.7	117.4	121.9	126.4	133.3	140.3	144.9	65.1	▼ -55.0%	▼ -4.7%
Other	8.3	8.5	9.3	10.0	10.7	11.5	12.3	13.1	13.8	7.9	▼ -42.6%	▼ -0.5%
Visitor	97.0	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	57.2	▼ -56.4%	▼ -5.1%
Earnings (\$Billions)												
Earnings (Current \$)	31.5	33.7	35.9	38.1	41.4	46.1	49.4	52.3	54.7	40.8	▼ -25.4%	▲ 2.6%
Employment (000's)												
Employment	904	945	997	1,028	1,063	1,110	1,144	1,163	1,177	861	▼ -26.8%	▼ -0.5%
Tax Revenue (\$Billions)												
Total (Current \$)	13.3	13.7	14.8	15.6	16.5	17.4	18.1	19.3	20.1	10.9	▼ -45.6%	▼ -2.0%
Total Local & State	8.5	8.6	9.1	9.7	10.1	10.5	10.9	11.8	12.3	6.1	▼ -50.2%	▼ -3.2%
Local	3.6	3.8	4.1	4.5	4.9	5.3	5.6	6.1	6.3	3.2	▼ -49.1%	▼ -1.2%
Visitor	2.5	2.6	2.9	3.2	3.5	3.7	4.0	4.4	4.5	2.0	▼ -55.3%	▼ -1.9%
Business/Employee	1.2	1.2	1.3	1.3	1.4	1.5	1.6	1.7	1.8	1.2	▼ -33.3%	▲ 0.2%
State	4.9	4.8	5.0	5.2	5.2	5.3	5.3	5.7	6.0	2.9	▼ -51.3%	▼ -5.0%
Visitor	3.8	3.7	3.7	3.9	3.8	3.8	3.9	4.3	4.6	2.0	▼ -56.7%	▼ -6.4%
Business/Employee	1.0	1.1	1.2	1.3	1.4	1.5	1.4	1.4	1.5	1.0	▼ -34.7%	▼ -0.9%
Federal	4.9	5.1	5.6	6.0	6.4	6.9	7.1	7.5	7.8	4.8	▼ -38.4%	▼ -0.1%

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



California / Trend

Direct Spending / Real and Current Dollars



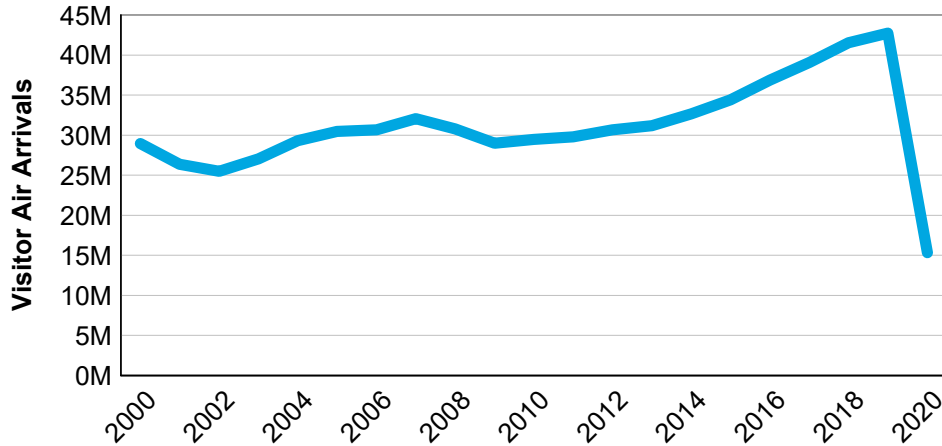
Adjusted for inflation the real dollar decline in travel spending is 56.2%. This compares to a 55.0% decline in current dollars.



Sources: Dean Runyan Associates, Bureau of Labor Statistics CPI

California / Trend

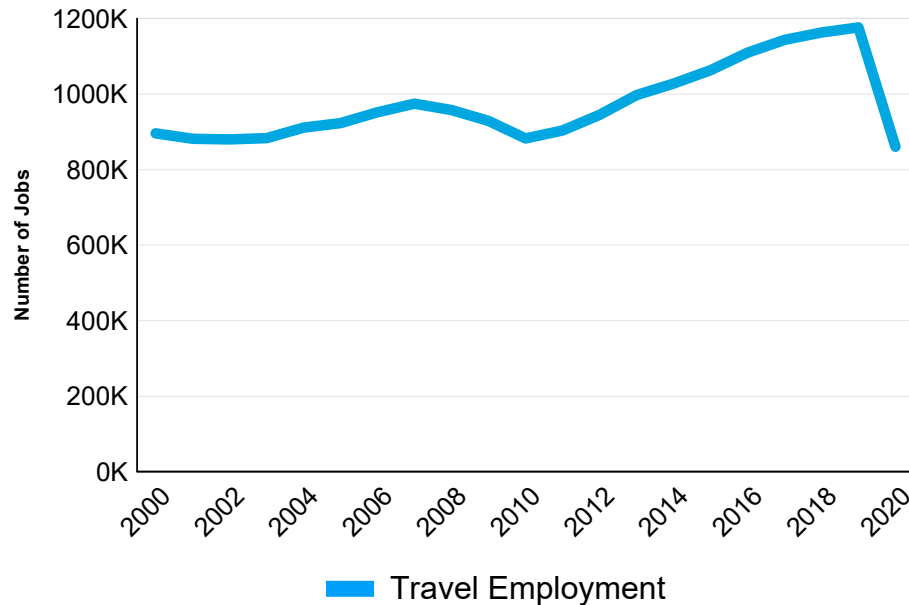
Air Passenger Visitor Arrivals / U.S. Air Carriers



Visitor air travel on domestic flights to California destinations decreased by 64% in 2020, from 42.8 million to 15.3 million arrivals.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Travel Employment / California



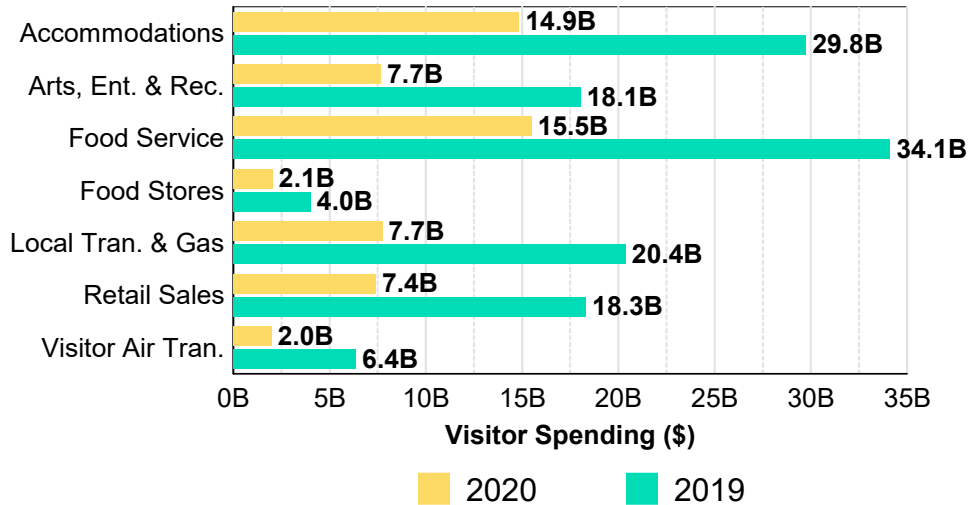
Travel industry employment decreased by 26.8% in 2020, a loss of approximately 316,000 jobs.

Sources: Dean Runyan Associates



California / Trend

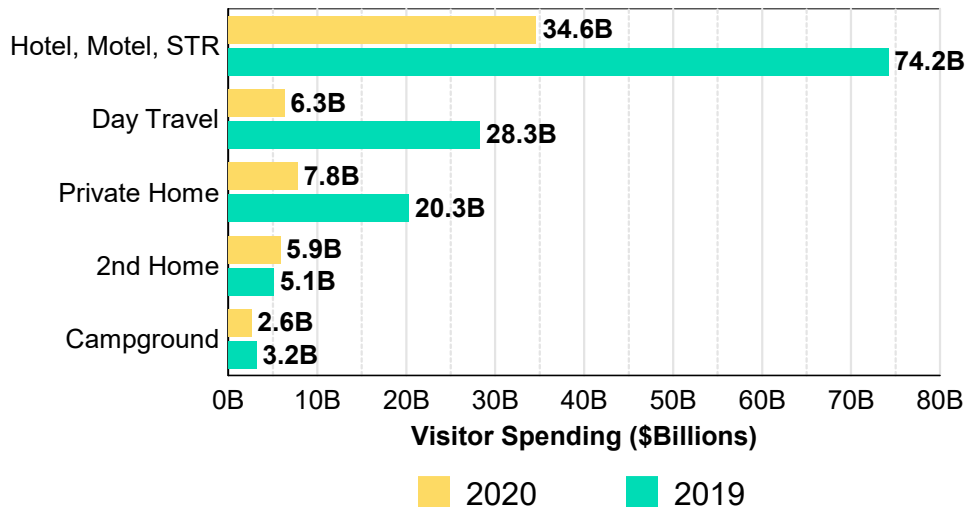
Visitor Spending by Commodity Purchased / California



The largest loss occurred in food and beverage service -- \$18.6 billion was lost in 2020 compared to 2019, a decline of 54.6%.

Accommodations lost approximately \$14.9 billion, a decline of 50.1%.

Visitor Spending by Accommodation Type / California



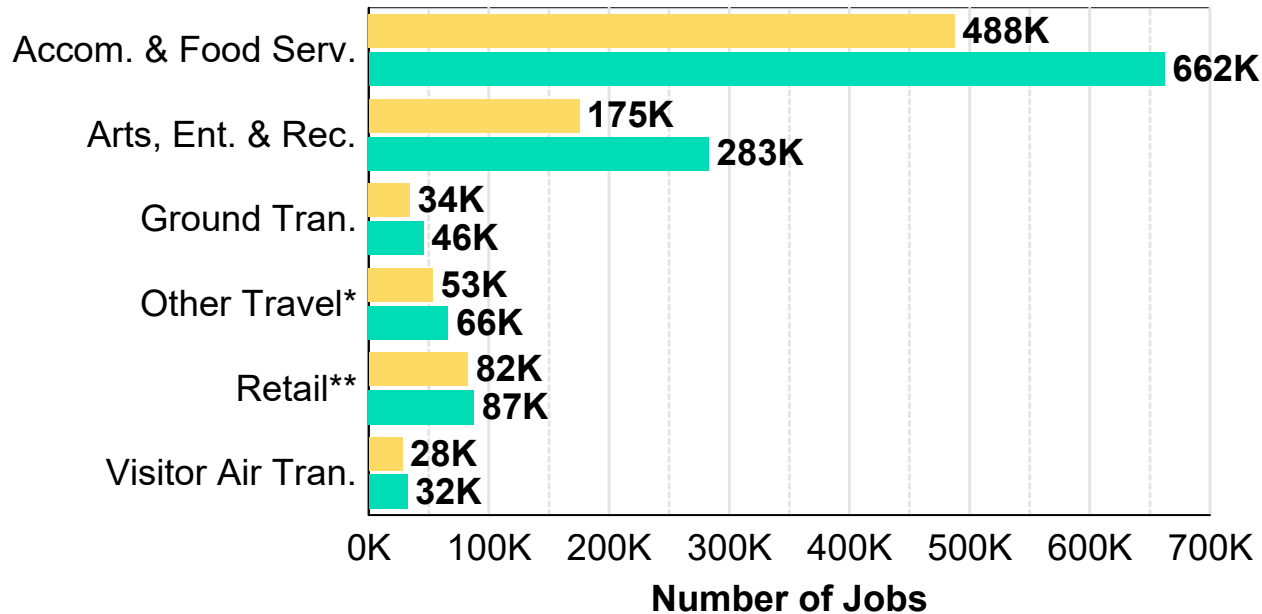
Visitors who stayed in a Hotel, Motel, or STR spent \$34.6 billion in 2020, a decline of 53.3%.

Visitors who stayed in a Private Home with friends and relatives spent \$7.8 billion in 2020, a decline of 61.5%.

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

California / Trend

Travel Industry Employment by Sector / California



*Other travel includes travel arrangement services

**Retail includes gasoline

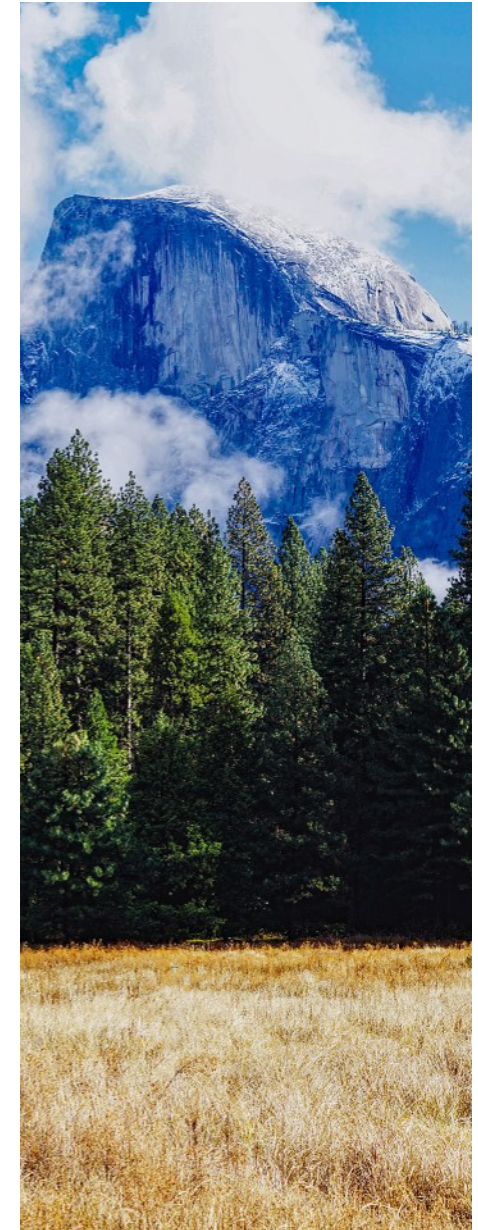
CARES act support included, data limitations prevent disaggregation.

2020

2019

Total direct job loss is estimated at 316,000 jobs. Leisure and Hospitality lost approximately 282,000 jobs in 2020, representing 89% of the direct job loss. Overall, travel industry employment experienced a decline of 26.8%.

Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis



California / Origin

Visitor Spending by Origin, 2020p

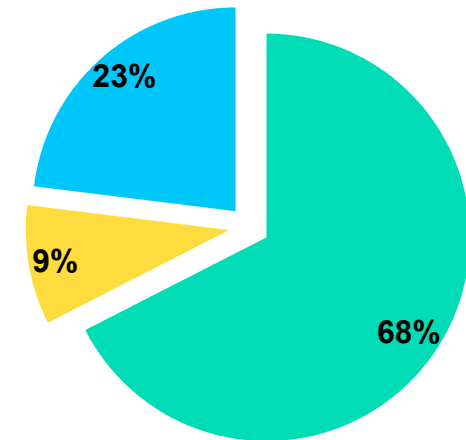
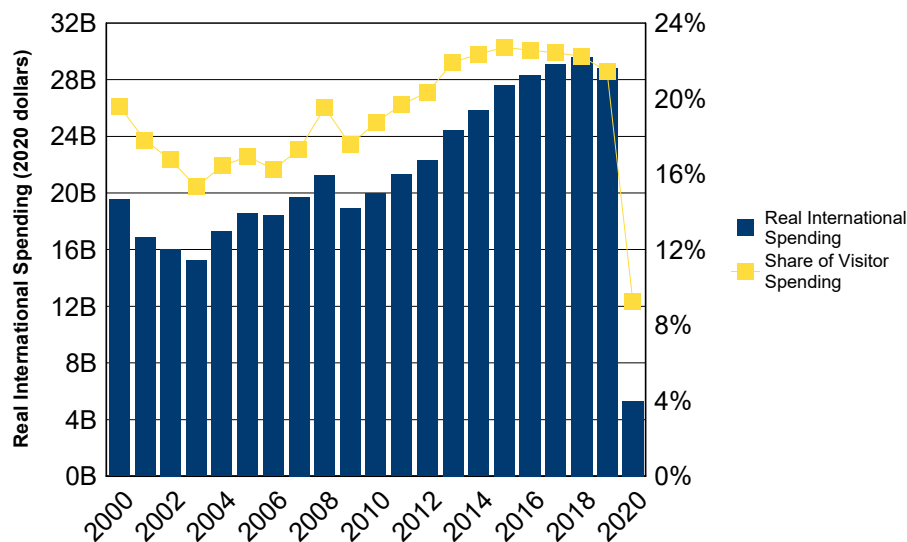
Residents of California accounted for 68% of all travel spending in California in 2020. U.S. residents of states other than California accounted for approximately 23% while international visitors accounted for 9% of travel spending in the state.

Real international spending has historically constituted 18-22% of total travel spending in California. The COVID-19 pandemic resulted in travel restrictions to the U.S. from multiple large travel markets, causing the share of international spending to drop to approximately 9%.

Visitor Spending by Residence, 2020p

Origin	Spending (Billions)
California	\$38.7
International	\$5.3
Other U.S.	\$13.2
Visitor Spending	\$57.2

International Visitor Spending in Real Dollars



California International Other U.S.

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 2016-2020 sourced from Tourism Economics.

California / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Billions)											
Destination Spending	97.0	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	57.2	▼ -56.4%
Other Travel*	8.3	8.5	9.3	10.0	10.7	11.5	12.3	13.1	13.8	7.9	▼ -42.6%
TOTAL	105.3	108.9	111.7	117.4	121.9	126.4	133.3	140.3	144.9	65.1	▼ -55.0%
Visitor Spending by Type of Traveler Accommodation (\$Billions)											
Hotel, Motel, STR	49.6	52.5	55.4	59.7	63.7	67.3	70.5	72.8	74.2	34.6	▼ -53.3%
Private Home	15.9	16.0	15.7	16.1	15.9	15.8	17.2	19.0	20.3	7.8	▼ -61.5%
Campground	2.5	2.5	2.5	2.6	2.6	2.6	2.7	2.9	3.2	2.6	▼ -17.2%
2nd Home	4.2	4.3	4.2	4.3	4.3	4.3	4.6	5.0	5.1	5.9	▲ 14.2%
Day Travel	24.8	25.0	24.6	24.8	24.8	24.9	26.0	27.6	28.3	6.3	▼ -77.7%
TOTAL	97.0	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	57.2	▼ -56.4%
Visitor Spending by Commodity Purchased (\$Billions)											
Accommodations	16.7	18.1	19.7	22.0	24.3	26.2	27.4	29.0	29.8	14.9	▼ -50.1%
Food Service	24.5	25.5	26.3	27.2	28.7	30.4	32.0	33.1	34.1	15.5	▼ -54.6%
Food Stores	3.3	3.4	3.5	3.6	3.8	3.9	3.9	3.9	4.0	2.1	▼ -49.0%
Local Tran. & Gas	20.1	19.7	18.3	18.6	17.2	16.0	17.6	19.8	20.4	7.7	▼ -62.1%
Arts, Ent. & Rec.	14.6	15.2	15.6	16.1	16.7	17.4	17.8	18.0	18.1	7.7	▼ -57.5%
Retail Sales	13.3	13.7	14.0	14.5	15.0	15.3	16.5	17.4	18.3	7.4	▼ -59.6%
Visitor Air Tran.	4.5	4.7	5.0	5.4	5.6	5.7	5.8	6.1	6.4	2.0	▼ -68.8%
TOTAL	97.0	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	57.2	▼ -56.4%

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.



Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Billions)											
Accom. & Food Serv.	15.8	17.0	18.1	19.4	21.2	23.4	25.0	26.5	27.9	20.1	▼ -27.8%
Arts, Ent. & Rec.	7.6	8.2	8.7	9.3	9.9	10.6	11.0	11.3	11.7	7.7	▼ -34.2%
Retail**	2.4	2.5	2.5	2.7	2.8	3.0	3.1	3.3	3.4	3.3	▼ -1.0%
Ground Tran.	1.1	1.2	1.2	1.3	1.4	1.5	1.7	2.2	2.4	1.0	▼ -57.8%
Visitor Air Tran.	1.5	1.6	1.8	1.8	2.0	2.7	3.1	3.2	3.3	3.2	▼ -1.7%
Other Travel*	3.0	3.1	3.5	3.6	4.0	4.9	5.5	5.9	6.1	5.4	▼ -10.6%
TOTAL	31.5	33.7	35.9	38.1	41.4	46.1	49.4	52.3	54.7	40.8	▼ -25.4%
Travel Industry Employment (Thousand Jobs)											
Accom. & Food Serv.	513.5	538.7	572.0	589.6	608.8	632.5	652.0	659.0	662.2	487.8	▼ -26.3%
Arts, Ent. & Rec.	218.3	230.2	243.1	252.4	261.3	270.8	276.8	279.4	283.1	175.2	▼ -38.1%
Retail**	75.7	77.9	78.9	82.2	83.5	85.8	87.3	87.9	87.4	82.3	▼ -5.9%
Ground Tran.	29.6	30.6	31.2	31.6	32.7	34.0	35.1	42.3	45.9	34.2	▼ -25.4%
Visitor Air Tran.	20.7	21.5	22.7	22.8	24.2	27.5	30.2	30.7	32.1	28.1	▼ -12.4%
Other Travel*	45.9	46.6	49.4	49.8	52.6	59.0	62.4	63.6	66.1	53.3	▼ -19.4%
TOTAL	903.7	945.4	997.3	1,028.4	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	860.9	▼ -26.8%
Tax Receipts Generated by Travel Spending (\$Billions)											
Local Tax Receipts	3.6	3.8	4.1	4.5	4.9	5.3	5.6	6.1	6.3	3.2	▼ -49.1%
State Tax Receipts	4.9	4.8	5.0	5.2	5.2	5.3	5.3	5.7	6.0	2.9	▼ -51.3%
Federal Tax Receipts	4.9	5.1	5.6	6.0	6.4	6.9	7.1	7.5	7.8	4.8	▼ -38.4%
TOTAL	13.3	13.7	14.8	15.6	16.5	17.4	18.1	19.3	20.1	10.9	▼ -45.6%

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

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

**Retail includes gasoline.

Earnings and employment include CARES act support, data limitations prevent disaggregation.

California / Travel GDP

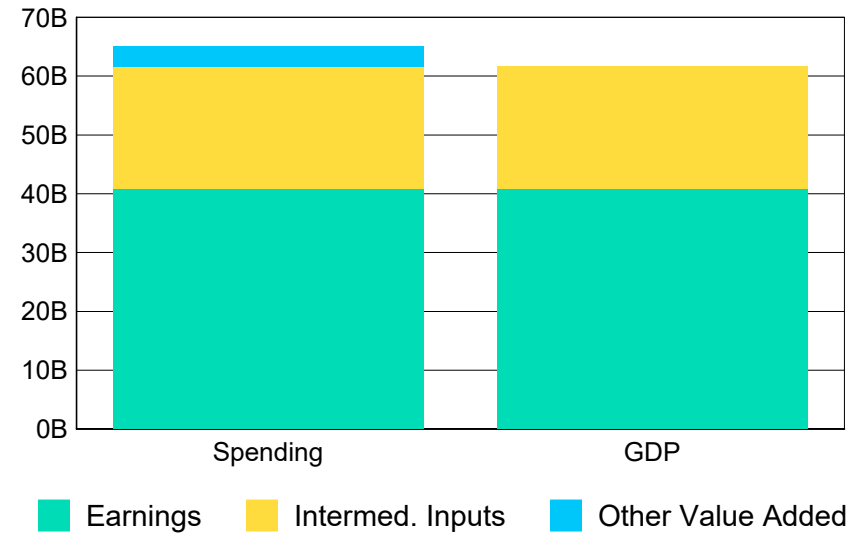
Travel Industry GDP, 2020p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individual 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 \$61.7 billion represents approximately 2 percent of the total California GDP.

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

Travel Spending and GDP of Travel Industry

(\$ Billions)



California / Secondary Effects

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

Direct impacts represent effects attributable to traveler expenditures.

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

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

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report. (The specific industries that comprise these groups are listed in Implan/Secondary Effects.)

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 2020p

Professional Services (114,000 jobs and \$9.2 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 (83,900 jobs and \$6.3 billion in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (68,600 jobs and \$4.8 billion in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (42,200 jobs and \$2.3 billion in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

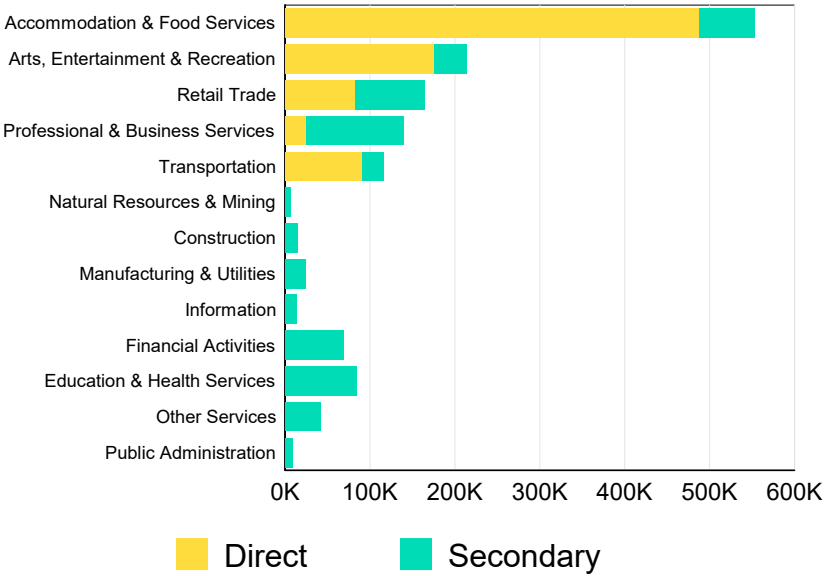
Full list of industries available in Implan/Secondary Effects



California / Secondary Effects

Total Employment 2020p

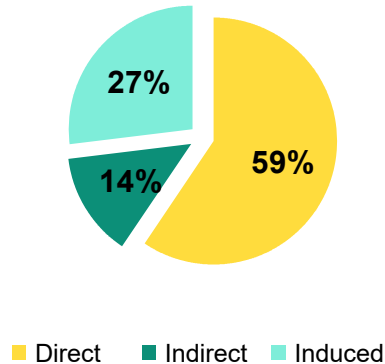
Direct & Secondary Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	487.8	17.8	47.3	65.1	552.9
Arts, Entertainment & Recreation	175.2	25.7	12.7	38.5	213.7
Transportation	90.6	13.6	11.8	25.4	116.0
Retail Trade	82.3	7.2	75.4	82.6	164.9
Professional & Business Services	25.0	66.4	47.7	114.0	139.0
Natural Resources & Mining	0.0	3.0	3.3	6.2	6.2
Construction	0.0	4.8	10.4	15.2	15.2
Manufacturing & Utilities	0.0	11.3	12.5	23.8	23.8
Information	0.0	7.7	6.5	14.1	14.1
Financial Activities	0.0	25.2	43.5	68.6	68.6
Education & Health Services	0.0	1.5	82.4	83.9	83.9
Other Services	0.0	8.2	34.1	42.2	42.2
Public Administration	0.0	4.4	4.6	9.0	9.0
All Industries	861	197	392	589	1,450

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

Share of Total Employment





MOST DIRECT JOBS
Accommodation & Food Services



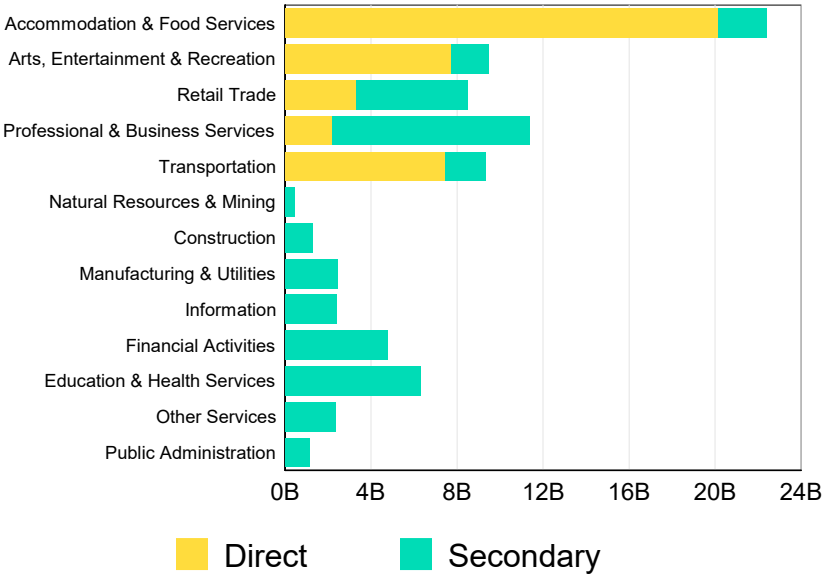
MOST SECONDARY JOBS
Professional & Business Services



California / Secondary Effects

Total Earnings 2020p

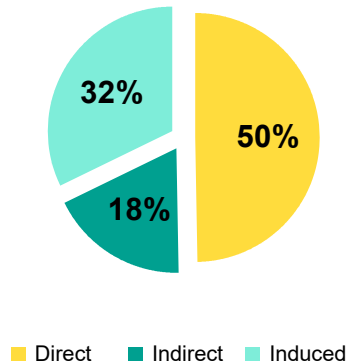
Direct & Secondary Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	20.1	0.6	1.6	2.2	22.4
Arts, Entertainment & Recreation	7.7	1.2	0.5	1.7	9.4
Transportation	7.4	1.0	0.8	1.9	9.3
Retail Trade	3.3	0.7	4.5	5.2	8.5
Professional & Business Services	2.2	5.4	3.8	9.2	11.4
Natural Resources & Mining	0.0	0.2	0.3	0.5	0.5
Construction	0.0	0.4	0.9	1.3	1.3
Manufacturing & Utilities	0.0	1.1	1.3	2.5	2.5
Information	0.0	1.4	1.0	2.4	2.4
Financial Activities	0.0	1.7	3.1	4.8	4.8
Education & Health Services	0.0	0.1	6.2	6.3	6.3
Other Services	0.0	0.6	1.7	2.3	2.3
Public Administration	0.0	0.6	0.6	1.2	1.2
All Industries	40.8	15.0	26.5	41.4	82.3

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

Share of Total Earnings



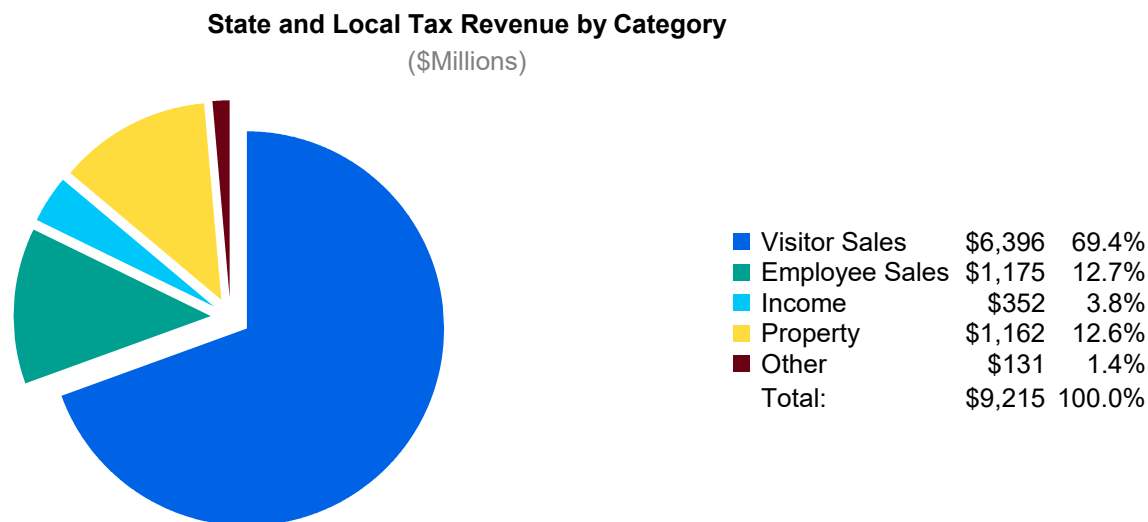
MOST DIRECT Earnings
Accommodation & Food Services

MOST SECONDARY Earnings
Professional & Business Services

California / Travel Industry Tax Revenue

Travel Industry State and Local Government Tax Revenues, 2019-2020 FY

The distribution of taxes generated by the travel industry for the 2019-2020 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.

Sales taxes generated by the travel industry make up 82.1% of all travel generated tax revenue, 69.4% of these taxes are attributable to visitors, the other 12.7% to the purchases made by employees in the travel industry.



California / Travel Industry Tax Revenue

Industry Gross Domestic Product and Taxes, 2019

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

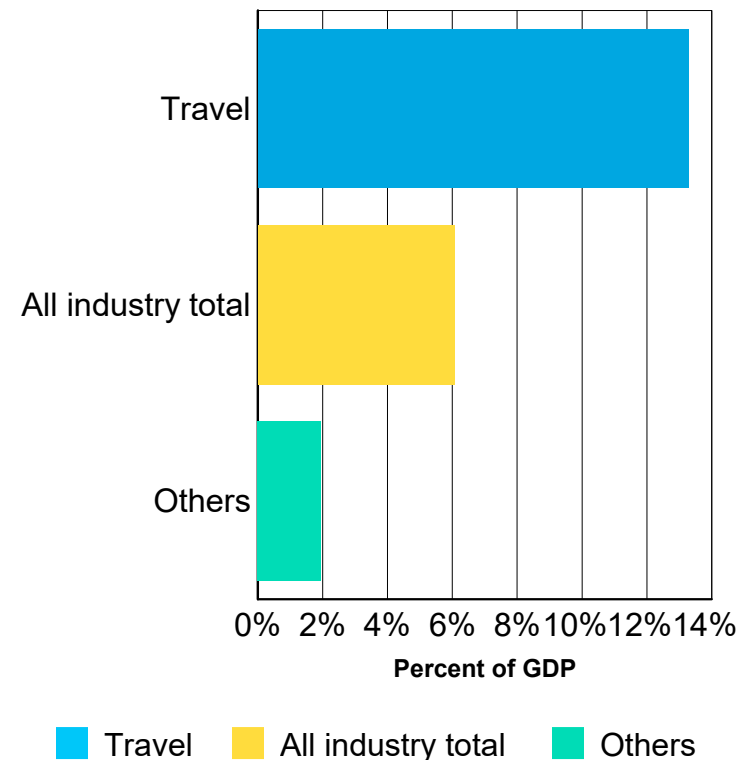
TOPI includes most taxes paid by businesses except for income taxes. This is why retail trade and travel have relatively high proportions of tax payments to their corresponding gross domestic products.

Production & Import Taxes as a Percent of GDP, Selected Industries, 2019 CY

Industry	GDP (Millions)	TOPI (Millions)	Percent
Information	\$300,507	\$5,855	1.9%
Construction	\$119,485	\$1,337	1.1%
Health care and social assistance	\$195,204	\$2,983	1.5%
Manufacturing	\$324,429	\$11,068	3.4%
Retail trade	\$154,426	\$37,740	24.4%
Travel	\$88,290	\$11,737	13.3%
All industry total	\$3,132,801	\$189,726	6.1%

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

Production & Import Taxes as a Percent of GDP



California / Travel Industry Tax Revenue

Total and Visitor-Generated Taxable Sales, 2019 CY

County	Total (Millions)	Travel (Millions)	Percent	County	Total (Millions)	Travel (Millions)	Percent
Alameda	\$35,116	\$1,511	4.3%	Sacramento	\$26,836	\$1,577	5.9%
Alpine	\$23	\$11	47.7%	San Benito	\$752	\$54	7.2%
Amador	\$490	\$62	12.7%	San Bernardino	\$41,769	\$2,384	5.7%
Butte	\$3,795	\$153	4.0%	San Diego	\$61,365	\$4,547	7.4%
Calaveras	\$431	\$65	15.1%	San Francisco	\$20,957	\$3,889	18.6%
Colusa	\$469	\$26	5.5%	San Joaquin	\$14,384	\$433	3.0%
Contra Costa	\$18,081	\$864	4.8%	San Luis Obispo	\$5,489	\$808	14.7%
Del Norte	\$251	\$58	23.3%	San Mateo	\$18,286	\$1,881	10.3%
El Dorado	\$2,550	\$422	16.6%	Santa Barbara	\$7,616	\$845	11.1%
Fresno	\$16,219	\$641	4.0%	Santa Clara	\$47,002	\$2,482	5.3%
Glenn	\$485	\$29	5.9%	Santa Cruz	\$3,981	\$410	10.3%
Humboldt	\$2,063	\$191	9.3%	Shasta	\$3,449	\$211	6.1%
Imperial	\$2,764	\$175	6.3%	Sierra	\$28	\$6	20.6%
Inyo	\$377	\$76	20.1%	Siskiyou	\$593	\$81	13.6%
Kern	\$15,711	\$741	4.7%	Solano	\$8,251	\$363	4.4%
Kings	\$1,832	\$90	4.9%	Sonoma	\$10,104	\$859	8.5%
Lake	\$654	\$74	11.4%	Stanislaus	\$9,680	\$291	3.0%
Lassen	\$278	\$30	10.9%	Sutter	\$1,829	\$49	2.7%
Los Angeles	\$172,314	\$10,757	6.2%	Tehama	\$954	\$67	7.0%
Madera	\$1,769	\$135	7.6%	Trinity	\$107	\$18	16.6%
Marin	\$5,508	\$267	4.8%	Tulare	\$7,959	\$205	2.6%
Mariposa	\$218	\$122	56.1%	Tuolumne	\$777	\$102	13.1%
Mendocino	\$1,614	\$181	11.2%	Ventura	\$14,800	\$805	5.4%
Merced	\$3,329	\$125	3.7%	Yolo	\$4,663	\$192	4.1%
Modoc	\$84	\$12	14.6%	Yuba	\$672	\$49	7.3%
Mono	\$329	\$173	52.7%				
Monterey	\$7,418	\$1,342	18.1%				
Napa	\$3,774	\$682	18.1%				
Nevada	\$1,501	\$168	11.2%				
Orange	\$69,689	\$5,022	7.2%				
Placer	\$10,359	\$570	5.5%				
Plumas	\$235	\$57	24.5%				
Riverside	\$40,627	\$3,979	9.8%				

California / Travel Industry Tax Revenue

State & Local Tax Revenue per Household, 2020p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Alameda	\$99.3	\$83.0	\$182.3	598.5	\$305
Alpine	\$0.8	\$0.8	\$1.6	0.5	\$3,498
Amador	\$3.8	\$4.7	\$8.5	15.1	\$563
Butte	\$7.1	\$10.1	\$17.2	91.8	\$187
Calaveras	\$4.7	\$6.6	\$11.3	18.9	\$597
Colusa	\$1.0	\$1.5	\$2.5	7.1	\$352
Contra Costa	\$30.6	\$43.0	\$73.6	408.9	\$180
Del Norte	\$4.1	\$4.2	\$8.3	9.6	\$861
El Dorado	\$35.6	\$33.4	\$69.1	73.7	\$937
Fresno	\$34.4	\$48.7	\$83.1	307.7	\$270
Glenn	\$1.3	\$1.5	\$2.8	9.8	\$288
Humboldt	\$14.2	\$13.3	\$27.5	56.4	\$488
Imperial	\$9.5	\$14.3	\$23.9	51.0	\$468
Inyo	\$8.1	\$5.2	\$13.3	7.8	\$1,705
Kern	\$33.3	\$52.7	\$86.0	270.5	\$318
Kings	\$3.0	\$6.0	\$9.0	40.8	\$221
Lake	\$3.0	\$5.6	\$8.7	26.3	\$329
Lassen	\$1.4	\$2.0	\$3.4	8.9	\$379
Los Angeles	\$838.8	\$642.2	\$1,481.0	3,323.9	\$446
Madera	\$9.4	\$9.9	\$19.3	45.1	\$428
Marin	\$16.2	\$15.5	\$31.7	105.6	\$300
Mariposa	\$14.4	\$7.6	\$22.1	7.3	\$3,008
Mendocino	\$17.1	\$12.3	\$29.4	34.8	\$846
Merced	\$6.2	\$9.5	\$15.7	80.7	\$195
Modoc	\$0.6	\$0.9	\$1.5	3.7	\$402
Mono	\$25.3	\$11.9	\$37.2	5.8	\$6,466
Monterey	\$82.2	\$72.9	\$155.1	131.4	\$1,181
Napa	\$48.0	\$36.0	\$84.0	49.7	\$1,692
Nevada	\$10.1	\$11.0	\$21.1	41.8	\$505



California / Travel Industry Tax Revenue

State & Local Tax Revenue per Household, 2020p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Orange	\$296.9	\$257.0	\$553.9	1,045.1	\$530
Placer	\$32.2	\$35.6	\$67.8	148.4	\$456
Plumas	\$3.6	\$4.5	\$8.1	8.5	\$956
Riverside	\$187.9	\$255.4	\$443.3	761.5	\$582
Sacramento	\$78.6	\$88.7	\$167.3	555.3	\$301
San Benito	\$2.7	\$3.5	\$6.2	18.6	\$335
San Bernardino	\$110.9	\$175.7	\$286.6	648.7	\$442
San Diego	\$296.2	\$222.4	\$518.6	1,167.2	\$444
San Francisco	\$213.4	\$145.2	\$358.6	378.0	\$949
San Joaquin	\$22.8	\$29.9	\$52.7	234.7	\$225
San Luis Obispo	\$65.8	\$53.4	\$119.1	107.0	\$1,113
San Mateo	\$134.6	\$98.0	\$232.6	274.8	\$846
Santa Barbara	\$58.6	\$46.6	\$105.1	149.1	\$705
Santa Clara	\$129.4	\$116.2	\$245.5	653.4	\$376
Santa Cruz	\$21.8	\$24.8	\$46.6	98.0	\$476
Shasta	\$12.7	\$14.1	\$26.8	71.2	\$376
Sierra	\$0.4	\$0.4	\$0.8	1.4	\$584
Siskiyou	\$5.1	\$5.9	\$10.9	18.9	\$578
Solano	\$16.4	\$17.8	\$34.2	152.5	\$224
Sonoma	\$62.6	\$49.5	\$112.1	191.1	\$587
Stanislaus	\$11.4	\$17.8	\$29.2	175.7	\$166
Sutter	\$2.0	\$3.1	\$5.1	32.0	\$159
Tehama	\$3.2	\$4.5	\$7.7	23.8	\$324
Trinity	\$0.9	\$1.8	\$2.7	5.5	\$491
Tulare	\$13.1	\$16.2	\$29.3	136.7	\$214
Tuolumne	\$6.6	\$7.3	\$13.9	21.8	\$638
Ventura	\$35.4	\$49.0	\$84.4	274.4	\$308
Yolo	\$10.8	\$12.3	\$23.1	77.4	\$298
Yuba	\$1.8	\$3.3	\$5.1	26.1	\$195
California	\$3,201	\$2,926	\$6,128	\$13,290	\$461





Region Impacts

2020p

Tourism Regions

Central Coast

Monterey
San Benito
San Luis Obispo
Santa Barbara
Ventura

Central Valley

Colusa
Fresno
Glenn
Kern
Kings
Madera
Merced
San Joaquin
Stanislaus
Sutter
Tulare
Yolo
Yuba

Gold Country

Amador
Calaveras
Placer
Sacramento
Sierra
Tuolumne

High Sierra

Alpine
El Dorado
Mariposa
Mono
Nevada

Inland Empire

San Bernardino

Los Angeles Area

Los Angeles

North Coast

Del Norte
Humboldt
Lake

Mendocino

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

Sonoma

Shasta Cascade

Butte

Lassen

Modoc

Plumas

Shasta

Siskiyou

Tehama

Trinity

The Deserts

Imperial

Inyo

Riverside

Region / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (000's Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
North Coast	\$772	\$753	\$427	12.3	\$38	\$35	\$74
Shasta Cascade	\$710	\$695	\$358	10.7	\$27	\$34	\$61
San Francisco Bay Area	\$14,550	\$11,425	\$9,842	176.6	\$759	\$613	\$1,371
Central Valley	\$4,322	\$4,040	\$2,200	67.5	\$168	\$236	\$404
Gold Country	\$2,688	\$2,325	\$1,356	36.3	\$108	\$123	\$231
High Sierra	\$2,155	\$2,111	\$1,058	30.4	\$110	\$85	\$195
Central Coast	\$4,687	\$4,480	\$2,819	67.8	\$245	\$225	\$470
Los Angeles County	\$13,451	\$10,142	\$12,071	177.3	\$839	\$642	\$1,481
Orange County	\$6,391	\$5,393	\$3,731	88.3	\$297	\$257	\$554
San Diego County	\$5,716	\$4,787	\$3,105	71.8	\$296	\$222	\$519
The Deserts	\$4,881	\$4,697	\$1,935	60.5	\$177	\$227	\$404
Inland Empire	\$4,791	\$4,558	\$1,935	61.3	\$138	\$226	\$363
California	\$65,116	\$55,407	\$40,836	860.9	\$3,201	\$2,926	\$6,128

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Region / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
North Coast	1,001	1,012	1,023	1,070	1,100	1,150	1,211	1,254	1,299	772	▼ -40.6%	▼ -2.6%
Shasta Cascade	954	977	958	979	974	994	1,046	1,131	1,222	710	▼ -41.9%	▼ -2.9%
San Francisco Bay Area	26,705	27,794	29,211	31,829	33,368	34,334	36,154	38,063	38,862	14,550	▼ -62.6%	▼ -5.9%
Central Valley	6,732	6,817	6,724	6,916	6,856	6,809	7,390	8,056	8,453	4,322	▼ -48.9%	▼ -4.3%
Gold Country	4,195	4,239	4,266	4,435	4,578	4,697	4,968	5,364	5,693	2,688	▼ -52.8%	▼ -4.4%
High Sierra	2,499	2,573	2,626	2,696	2,864	3,071	3,297	3,392	3,622	2,155	▼ -40.5%	▼ -1.5%
Central Coast	6,998	7,314	7,466	7,772	8,003	8,083	8,369	8,946	9,352	4,687	▼ -49.9%	▼ -3.9%
Los Angeles County	23,584	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,451	▼ -58.8%	▼ -5.5%
Orange County	9,872	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,391	▼ -55.8%	▼ -4.3%
San Diego County	11,443	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,716	▼ -58.6%	▼ -6.7%
The Deserts	5,928	6,181	6,194	6,352	6,540	6,783	7,137	7,732	8,083	4,881	▼ -39.6%	▼ -1.9%
Inland Empire	5,418	5,545	5,531	5,664	5,816	5,971	6,385	6,886	7,335	4,791	▼ -34.7%	▼ -1.2%
California	105,329	108,916	111,692	117,385	121,945	126,402	133,321	140,350	144,851	65,116	▼ -55.0%	▼ -4.7%

Region / Summary Trend

Travel Industry Earnings 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Earnings (\$Million)												
North Coast	312	327	362	379	399	437	483	500	533	427	▼ -20.0%	▲ 3.2%
Shasta Cascade	265	282	288	297	312	341	357	368	409	358	▼ -12.4%	▲ 3.1%
San Francisco Bay Area	8,353	8,943	9,757	10,636	11,670	13,002	13,922	14,892	14,124	9,842	▼ -30.3%	▲ 1.7%
Central Valley	1,605	1,698	1,779	1,861	1,962	2,090	2,356	2,575	2,750	2,200	▼ -20.0%	▲ 3.2%
Gold Country	1,018	1,071	1,136	1,194	1,294	1,406	1,523	1,656	1,772	1,356	▼ -23.5%	▲ 2.9%
High Sierra	663	703	766	802	877	975	1,108	1,150	1,259	1,058	▼ -16.0%	▲ 4.8%
Central Coast	2,194	2,373	2,485	2,609	2,782	2,907	3,106	3,376	3,632	2,819	▼ -22.4%	▲ 2.5%
Los Angeles County	7,836	8,469	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,071	▼ -22.1%	▲ 4.4%
Orange County	3,191	3,486	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,731	▼ -32.9%	▲ 1.6%
San Diego County	3,242	3,315	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,105	▼ -29.9%	▼ -0.4%
The Deserts	1,424	1,542	1,610	1,707	1,828	2,011	2,117	2,307	2,454	1,935	▼ -21.2%	▲ 3.1%
Inland Empire	1,380	1,474	1,549	1,553	1,674	1,836	1,991	2,135	2,297	1,935	▼ -15.8%	▲ 3.4%
California	31,484	33,684	35,879	38,050	41,353	46,104	49,417	52,312	54,720	40,836	▼ -25.4%	▲ 2.6%

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Region / Summary Trend

Travel Industry Employment 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
Employment (Thousand Jobs)													
North Coast	13	13	15	15	15	16	16	16	16	16	12	▼ -22.1%	▼ -0.7%
Shasta Cascade	11	11	12	11	11	12	12	12	12	12	11	▼ -12.9%	▼ -0.1%
San Francisco Bay Area	209	219	231	243	252	260	267	273	264	264	177	▼ -33.2%	▼ -1.7%
Central Valley	68	71	74	76	76	77	82	86	87	87	67	▼ -22.6%	▼ -0.1%
Gold Country	38	38	40	40	41	42	44	46	48	48	36	▼ -24.0%	▼ -0.4%
High Sierra	26	27	29	30	31	32	35	35	36	36	30	▼ -16.2%	▲ 1.7%
Central Coast	67	73	75	77	78	79	81	85	88	88	68	▼ -22.9%	▲ 0.1%
Los Angeles County	168	178	188	192	203	216	223	232	240	240	177	▼ -26.1%	▲ 0.5%
Orange County	94	98	108	115	122	130	131	130	132	132	88	▼ -33.3%	▼ -0.6%
San Diego County	99	98	101	102	102	109	111	103	102	102	72	▼ -29.3%	▼ -3.1%
The Deserts	55	59	62	65	67	70	71	74	76	76	61	▼ -20.8%	▲ 1.0%
Inland Empire	56	59	63	63	66	68	71	72	75	75	61	▼ -17.9%	▲ 0.9%
California	904	945	997	1,028	1,063	1,110	1,144	1,163	1,177	1,177	861	▼ -26.8%	▼ -0.5%

Note: Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Central Coast Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	6,627	6,947	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,480	▼ -49.9%
Other Travel*	370	367	352	349	332	323	346	387	411	208	▼ -49.5%
TOTAL	6,998	7,314	7,466	7,772	8,003	8,083	8,369	8,946	9,352	4,687	▼ -49.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	3,876	4,130	4,313	4,569	4,787	4,885	4,981	5,308	5,528	3,036	▼ -45.1%
Private Home	745	748	728	731	744	735	812	898	969	413	▼ -57.4%
Campground	294	306	311	325	329	331	349	368	397	330	▼ -16.9%
2nd Home	180	184	179	182	185	187	202	229	234	269	▲ 15.0%
Day Travel	1,533	1,579	1,582	1,615	1,626	1,622	1,679	1,757	1,814	432	▼ -76.2%
TOTAL	6,627	6,947	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,480	▼ -49.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,354	1,467	1,584	1,741	1,880	1,964	2,000	2,137	2,265	1,401	▼ -38.1%
Food Service	1,882	1,984	2,046	2,103	2,208	2,285	2,363	2,499	2,602	1,269	▼ -51.2%
Food Stores	235	248	247	258	267	267	268	274	284	168	▼ -40.8%
Local Tran. & Gas	1,127	1,123	1,058	1,087	1,003	917	996	1,125	1,165	484	▼ -58.4%
Arts, Ent. & Rec.	870	920	945	972	997	1,012	1,023	1,057	1,072	489	▼ -54.4%
Retail Sales	1,109	1,152	1,174	1,200	1,252	1,252	1,305	1,393	1,458	636	▼ -56.4%
Visitor Air Tran.	50	53	60	62	63	64	68	74	96	33	▼ -66.0%
TOTAL	6,627	6,947	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,480	▼ -49.9%

Details may not add to totals due to rounding.

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

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

Central Coast Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,284	1,382	1,461	1,554	1,666	1,765	1,913	2,068	2,205	1,675	▼ -24.0%
Arts, Ent. & Rec.	555	612	633	663	695	707	737	790	824	624	▼ -24.3%
Retail**	179	192	195	204	218	223	226	240	249	271	▲ 8.8%
Ground Tran.	71	78	80	85	91	99	111	151	164	68	▼ -58.6%
Visitor Air Tran.	22	24	29	22	26	25	27	28	56	56	▲ 1.3%
Other Travel*	83	85	87	80	86	88	93	99	134	125	▼ -7.1%
TOTAL	2,194	2,373	2,485	2,609	2,782	2,907	3,106	3,376	3,632	2,819	▼ -22.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	42,440	45,080	46,960	47,960	48,850	49,620	51,560	53,330	54,780	41,840	▼ -23.6%
Arts, Ent. & Rec.	15,300	17,690	18,150	18,470	18,430	18,400	18,530	19,900	20,870	14,310	▼ -31.5%
Retail**	5,740	6,000	6,100	6,190	6,370	6,420	6,360	6,610	6,580	6,730	▲ 2.2%
Ground Tran.	1,970	2,060	2,130	2,190	2,240	2,280	2,320	2,920	3,200	2,710	▼ -15.5%
Visitor Air Tran.	280	300	340	260	290	260	300	300	520	470	▼ -9.0%
Other Travel*	1,750	1,750	1,710	1,600	1,640	1,660	1,680	1,720	2,030	1,790	▼ -11.8%
TOTAL	67,490	72,870	75,390	76,680	77,820	78,650	80,750	84,790	87,990	67,840	▼ -22.9%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Central Coast Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	241	257	273	292	313	324	341	376	400	245	▼ -38.9%
State Tax Receipts	358	354	370	384	386	378	378	413	436	225	▼ -48.3%
TOTAL	598	610	643	676	699	702	719	789	836	470	▼ -43.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	163	177	191	208	224	234	247	272	289	167	▼ -42.0%
Business or Employee	77	80	82	84	89	90	94	104	111	77	▼ -30.6%
TOTAL	241	257	273	292	313	324	341	376	400	245	▼ -38.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	282	273	281	290	288	281	285	318	335	157	▼ -53.3%
Business or Employee	75	80	89	94	98	97	93	94	101	69	▼ -31.7%
TOTAL	358	354	370	384	386	378	378	413	436	225	▼ -48.3%

Details may not add to totals due to rounding.

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

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

Central Valley Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	6,091	6,198	6,147	6,329	6,317	6,308	6,834	7,415	7,784	4,040	▼ -48.1%
Other Travel*	640	619	577	587	539	500	556	640	670	282	▼ -57.9%
TOTAL	6,732	6,817	6,724	6,916	6,856	6,809	7,390	8,056	8,453	4,322	▼ -48.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,849	1,940	2,012	2,120	2,219	2,272	2,495	2,685	2,830	2,248	▼ -20.6%
Private Home	1,948	1,948	1,867	1,880	1,799	1,755	1,940	2,154	2,295	698	▼ -69.6%
Campground	199	197	200	231	228	229	241	255	276	231	▼ -16.4%
2nd Home	346	352	346	353	345	349	367	392	401	452	▲ 12.5%
Day Travel	1,749	1,760	1,723	1,746	1,726	1,703	1,790	1,930	1,982	413	▼ -79.2%
TOTAL	6,091	6,198	6,147	6,329	6,317	6,308	6,834	7,415	7,784	4,040	▼ -48.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	744	782	826	899	966	1,014	1,112	1,186	1,254	1,038	▼ -17.2%
Food Service	1,533	1,585	1,615	1,644	1,719	1,784	1,903	2,019	2,111	1,087	▼ -48.5%
Food Stores	296	305	299	313	322	321	327	334	343	184	▼ -46.4%
Local Tran. & Gas	1,844	1,806	1,666	1,700	1,553	1,411	1,564	1,798	1,865	726	▼ -61.1%
Arts, Ent. & Rec.	803	831	844	861	879	896	932	966	982	485	▼ -50.6%
Retail Sales	825	841	842	855	821	826	937	1,051	1,157	490	▼ -57.7%
Visitor Air Tran.	47	49	55	57	58	57	57	61	73	31	▼ -57.7%
TOTAL	6,091	6,198	6,147	6,329	6,317	6,308	6,834	7,415	7,784	4,040	▼ -48.1%

Details may not add to totals due to rounding.

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

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

Central Valley Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	892	945	1,000	1,048	1,139	1,235	1,379	1,498	1,601	1,362	▼ -14.9%
Arts, Ent. & Rec.	360	386	407	425	422	448	483	507	528	336	▼ -36.3%
Retail**	162	170	169	177	179	185	202	216	227	232	▲ 2.1%
Ground Tran.	93	100	101	106	114	124	142	196	213	97	▼ -54.6%
Visitor Air Tran.	18	19	22	21	22	15	31	30	37	37	▼ -0.7%
Other Travel*	80	79	81	83	86	82	119	128	144	137	▼ -5.1%
TOTAL	1,605	1,698	1,779	1,861	1,962	2,090	2,356	2,575	2,750	2,200	▼ -20.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	36,790	38,420	40,760	41,330	42,260	42,470	45,670	47,550	48,180	39,960	▼ -17.1%
Arts, Ent. & Rec.	20,030	21,270	21,980	22,860	22,320	22,540	23,880	24,340	24,560	14,570	▼ -40.7%
Retail**	5,850	5,970	5,950	6,170	6,050	6,060	6,450	6,730	6,790	6,430	▼ -5.3%
Ground Tran.	2,580	2,650	2,700	2,750	2,790	2,850	2,980	3,790	4,180	3,450	▼ -17.4%
Visitor Air Tran.	360	370	410	350	370	240	390	370	450	400	▼ -11.4%
Other Travel*	2,450	2,330	2,300	2,350	2,370	2,340	2,750	2,840	3,010	2,680	▼ -10.8%
TOTAL	68,060	71,020	74,100	75,810	76,160	76,510	82,110	85,630	87,170	67,490	▼ -22.6%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Central Valley Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	140	146	153	162	171	178	199	224	239	168	▼ -29.5%
State Tax Receipts	401	386	390	404	388	371	391	457	486	236	▼ -51.4%
TOTAL	541	532	544	566	559	550	590	681	725	404	▼ -44.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	85	90	96	103	110	115	130	148	157	109	▼ -30.7%
Business or Employee	55	55	57	59	61	63	69	76	81	59	▼ -27.3%
TOTAL	140	146	153	162	171	178	199	224	239	168	▼ -29.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	346	329	327	337	320	303	320	385	409	182	▼ -55.4%
Business or Employee	55	58	63	66	68	68	70	72	77	54	▼ -30.1%
TOTAL	401	386	390	404	388	371	391	457	486	236	▼ -51.4%

Details may not add to totals due to rounding.

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

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

Gold Country Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	3,558	3,592	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,325	▼ -52.2%
Other Travel*	638	647	636	667	690	694	708	766	830	363	▼ -56.3%
TOTAL	4,195	4,239	4,266	4,435	4,578	4,697	4,968	5,364	5,693	2,688	▼ -52.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,502	1,522	1,593	1,688	1,806	1,919	2,004	2,168	2,298	1,374	▼ -40.2%
Private Home	929	933	914	929	925	922	1,017	1,121	1,207	405	▼ -66.4%
Campground	94	97	93	100	99	99	105	110	119	99	▼ -16.5%
2nd Home	150	151	148	150	150	152	162	173	177	203	▲ 14.6%
Day Travel	883	888	882	902	908	911	973	1,025	1,061	243	▼ -77.1%
TOTAL	3,558	3,592	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,325	▼ -52.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	430	439	473	518	572	628	675	729	773	489	▼ -36.7%
Food Service	927	947	973	996	1,058	1,120	1,181	1,258	1,327	649	▼ -51.1%
Food Stores	135	140	137	142	148	149	152	156	161	83	▼ -48.6%
Local Tran. & Gas	836	821	777	801	751	704	767	869	905	368	▼ -59.3%
Arts, Ent. & Rec.	560	574	586	601	623	646	666	692	710	339	▼ -52.3%
Retail Sales	429	432	437	447	459	471	526	587	648	272	▼ -58.0%
Visitor Air Tran.	240	239	248	263	277	287	295	307	340	125	▼ -63.2%
TOTAL	3,558	3,592	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,325	▼ -52.2%

Details may not add to totals due to rounding.

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

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

Gold Country Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	554	577	612	640	688	768	830	922	995	784	▼ -21.1%
Arts, Ent. & Rec.	245	261	287	302	331	360	405	406	428	289	▼ -32.5%
Retail**	78	81	82	86	91	95	103	111	117	121	▲ 2.8%
Ground Tran.	54	58	59	64	70	77	84	109	120	61	▼ -49.3%
Visitor Air Tran.	17	18	20	21	23	19	18	19	19	19	▼ -1.4%
Other Travel*	69	76	77	81	90	88	83	88	92	82	▼ -11.2%
TOTAL	1,018	1,071	1,136	1,194	1,294	1,406	1,523	1,656	1,772	1,356	▼ -23.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	21,100	21,500	22,710	23,150	23,380	24,230	25,340	26,990	27,640	21,510	▼ -22.2%
Arts, Ent. & Rec.	10,680	10,780	11,020	10,720	10,950	11,390	11,840	12,080	12,540	7,990	▼ -36.3%
Retail**	2,660	2,720	2,730	2,830	2,890	2,930	3,100	3,260	3,300	3,200	▼ -3.1%
Ground Tran.	1,410	1,450	1,500	1,560	1,630	1,680	1,720	2,080	2,310	1,890	▼ -18.2%
Visitor Air Tran.	310	320	340	350	370	330	310	310	340	300	▼ -11.8%
Other Travel*	1,450	1,530	1,470	1,510	1,610	1,610	1,680	1,550	1,640	1,410	▼ -13.8%
TOTAL	37,610	38,300	39,770	40,110	40,840	42,160	43,990	46,270	47,760	36,300	▼ -24.0%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Gold Country Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	105	106	115	124	135	144	154	173	184	108	▼ -41.3%
State Tax Receipts	198	190	196	203	203	201	208	235	250	123	▼ -50.9%
TOTAL	303	297	311	328	338	345	361	407	435	231	▼ -46.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	69	70	77	84	92	99	107	121	129	71	▼ -45.4%
Business or Employee	36	36	39	40	43	45	47	51	55	38	▼ -31.5%
TOTAL	105	106	115	124	135	144	154	173	184	108	▼ -41.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	162	153	155	161	158	154	161	188	200	90	▼ -55.2%
Business or Employee	36	37	41	43	45	46	46	47	50	33	▼ -33.7%
TOTAL	198	190	196	203	203	201	208	235	250	123	▼ -50.9%

Details may not add to totals due to rounding.

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

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



High Sierra Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	2,409	2,485	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,111	▼ -40.3%
Other Travel*	90	87	73	67	63	65	75	85	89	45	▼ -49.9%
TOTAL	2,499	2,573	2,626	2,696	2,864	3,071	3,297	3,392	3,622	2,155	▼ -40.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,510	1,577	1,656	1,716	1,891	2,084	2,252	2,273	2,447	1,421	▼ -41.9%
Private Home	146	146	139	139	130	125	136	152	161	56	▼ -65.4%
Campground	167	168	169	177	175	176	186	196	211	175	▼ -17.0%
2nd Home	269	272	265	268	268	272	288	310	317	362	▲ 14.1%
Day Travel	317	323	323	328	336	348	359	377	397	97	▼ -75.5%
TOTAL	2,409	2,485	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,111	▼ -40.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	634	656	699	740	820	914	993	989	1,068	754	▼ -29.5%
Food Service	648	679	706	719	788	865	922	945	1,017	577	▼ -43.3%
Food Stores	97	101	101	104	110	113	115	116	123	86	▼ -30.1%
Local Tran. & Gas	383	378	354	361	338	318	355	401	426	198	▼ -53.4%
Arts, Ent. & Rec.	366	383	396	403	431	462	480	482	504	291	▼ -42.2%
Retail Sales	281	289	297	301	314	334	355	371	393	204	▼ -48.0%
Visitor Air Tran.	0	0	0	0	0	0	3	3	2	1	▼ -52.2%
TOTAL	2,409	2,485	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,111	▼ -40.3%

Details may not add to totals due to rounding.

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

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

High Sierra Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	439	463	501	525	583	661	758	775	855	710	▼ -17.1%
Arts, Ent. & Rec.	135	146	170	179	188	196	212	219	235	195	▼ -17.1%
Retail**	56	60	61	64	68	74	79	81	84	109	▲ 30.5%
Ground Tran.	23	25	26	27	30	35	41	58	64	26	▼ -59.5%
Visitor Air Tran.	0	0	0	0	0	0	5	5	7	7	▲ 1.7%
Other Travel*	10	9	8	7	8	10	12	13	14	12	▼ -17.6%
TOTAL	663	703	766	802	877	975	1,108	1,150	1,259	1,058	▼ -16.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	15,810	16,600	17,670	17,690	18,600	19,280	21,060	20,900	22,130	18,300	▼ -17.3%
Arts, Ent. & Rec.	7,000	7,580	8,380	8,740	8,970	9,340	9,940	9,920	10,130	7,680	▼ -24.1%
Retail**	1,930	2,030	2,050	2,150	2,200	2,290	2,340	2,380	2,360	2,880	▲ 22.0%
Ground Tran.	680	700	720	740	770	830	880	1,120	1,270	1,220	▼ -4.4%
Visitor Air Tran.	0	0	0	0	0	0	50	50	70	60	▼ -9.1%
Other Travel*	280	280	250	230	240	300	350	360	370	300	▼ -17.2%
TOTAL	25,690	27,180	29,070	29,530	30,770	32,050	34,610	34,720	36,320	30,450	▼ -16.2%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

High Sierra Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	89	92	104	108	120	133	145	150	163	110	▼ -32.7%
State Tax Receipts	104	102	108	112	115	118	123	132	142	85	▼ -40.0%
TOTAL	193	195	212	220	235	251	268	281	305	195	▼ -36.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	64	67	77	81	90	101	110	113	122	79	▼ -35.0%
Business or Employee	25	25	27	28	30	32	35	37	41	30	▼ -25.9%
TOTAL	89	92	104	108	120	133	145	150	163	110	▼ -32.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	80	77	79	82	83	85	88	98	105	58	▼ -44.8%
Business or Employee	24	25	29	30	32	34	35	34	37	27	▼ -26.4%
TOTAL	104	102	108	112	115	118	123	132	142	85	▼ -40.0%

Details may not add to totals due to rounding.

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

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

Inland Empire Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	4,970	5,112	5,125	5,246	5,413	5,573	5,961	6,415	6,836	4,558	▼ -33.3%
Other Travel*	448	433	406	417	403	398	424	471	498	233	▼ -53.2%
TOTAL	5,418	5,545	5,531	5,664	5,816	5,971	6,385	6,886	7,335	4,791	▼ -34.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,385	1,461	1,523	1,607	1,716	1,835	1,962	2,086	2,263	1,570	▼ -30.6%
Private Home	1,106	1,129	1,108	1,118	1,150	1,169	1,286	1,416	1,538	1,089	▼ -29.2%
Campground	171	173	177	175	173	173	183	193	208	170	▼ -18.4%
2nd Home	936	952	936	951	973	987	1,052	1,149	1,176	1,343	▲ 14.2%
Day Travel	1,372	1,397	1,381	1,396	1,401	1,409	1,478	1,571	1,652	386	▼ -76.6%
TOTAL	4,970	5,112	5,125	5,246	5,413	5,573	5,961	6,415	6,836	4,558	▼ -33.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	677	711	741	793	858	929	984	1,031	1,104	897	▼ -18.7%
Food Service	1,501	1,561	1,592	1,612	1,699	1,792	1,890	1,991	2,116	1,489	▼ -29.6%
Food Stores	216	225	221	225	233	235	238	243	253	189	▼ -25.2%
Local Tran. & Gas	949	939	881	898	834	779	858	970	1,025	530	▼ -48.3%
Arts, Ent. & Rec.	816	851	864	876	902	932	961	989	1,023	689	▼ -32.6%
Retail Sales	679	698	703	711	755	775	893	1,042	1,158	695	▼ -39.9%
Visitor Air Tran.	131	128	122	131	133	131	137	149	158	69	▼ -56.7%
TOTAL	4,970	5,112	5,125	5,246	5,413	5,573	5,961	6,415	6,836	4,558	▼ -33.3%

Details may not add to totals due to rounding.

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

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

Inland Empire Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	718	766	809	866	940	1,042	1,125	1,206	1,312	1,104	▼ -15.9%
Arts, Ent. & Rec.	367	396	417	425	446	480	531	546	578	400	▼ -30.7%
Retail**	117	124	124	129	139	145	158	172	184	269	▲ 46.1%
Ground Tran.	57	62	63	67	72	80	91	120	134	82	▼ -39.1%
Visitor Air Tran.	35	38	43	11	14	15	14	15	12	12	▼ -1.1%
Other Travel*	86	88	94	56	62	74	72	77	78	68	▼ -11.9%
TOTAL	1,380	1,474	1,549	1,553	1,674	1,836	1,991	2,135	2,297	1,935	▼ -15.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	31,100	32,690	34,900	35,870	37,100	38,550	40,110	41,110	42,640	35,280	▼ -17.3%
Arts, Ent. & Rec.	16,830	17,810	19,450	19,790	20,890	21,520	22,160	21,450	22,190	14,120	▼ -36.3%
Retail**	4,120	4,320	4,320	4,420	4,570	4,610	4,910	5,200	5,370	7,400	▲ 37.9%
Ground Tran.	1,520	1,580	1,630	1,670	1,730	1,800	1,870	2,300	2,600	2,880	▲ 10.7%
Visitor Air Tran.	560	580	610	190	230	240	230	230	200	180	▼ -11.6%
Other Travel*	1,840	1,840	1,850	1,370	1,420	1,640	1,640	1,680	1,670	1,430	▼ -14.3%
TOTAL	55,960	58,810	62,770	63,310	65,950	68,370	70,920	71,980	74,660	61,290	▼ -17.9%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Inland Empire Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	114	120	127	130	141	152	163	182	196	138	▼ -29.7%
State Tax Receipts	276	269	277	282	283	282	294	330	355	226	▼ -36.5%
TOTAL	390	389	404	413	424	434	456	512	551	363	▼ -34.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	69	74	79	84	92	100	108	123	132	91	▼ -31.6%
Business or Employee	45	46	47	46	49	52	54	59	64	47	▼ -25.9%
TOTAL	114	120	127	130	141	152	163	182	196	138	▼ -29.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	231	221	225	230	228	224	236	272	293	180	▼ -38.7%
Business or Employee	45	47	52	52	55	57	58	58	62	46	▼ -25.9%
TOTAL	276	269	277	282	283	282	294	330	355	226	▼ -36.5%

Details may not add to totals due to rounding.

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

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



Los Angeles County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%
Other Travel*	5,021	5,063	5,065	5,257	5,246	5,179	5,622	6,179	6,418	3,308	▼ -48.5%
TOTAL	23,584	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,451	▼ -58.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	10,222	11,023	11,507	11,938	12,828	13,940	14,803	15,729	15,777	6,922	▼ -56.1%
Private Home	3,062	3,113	3,080	3,152	3,214	3,243	3,520	3,822	4,076	1,645	▼ -59.6%
Campground	87	88	87	92	93	94	98	103	111	93	▼ -15.9%
2nd Home	163	166	163	165	162	164	173	186	191	217	▲ 13.8%
Day Travel	5,029	5,200	5,162	5,166	5,285	5,419	5,638	5,933	6,102	1,265	▼ -79.3%
TOTAL	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3,161	3,518	3,805	4,099	4,576	5,126	5,498	5,694	5,776	2,617	▼ -54.7%
Food Service	4,687	4,947	5,037	5,043	5,380	5,787	6,133	6,569	6,725	2,635	▼ -60.8%
Food Stores	561	591	577	587	615	629	640	660	667	272	▼ -59.2%
Local Tran. & Gas	3,124	3,191	3,083	3,125	3,045	3,024	3,238	3,575	3,608	1,274	▼ -64.7%
Arts, Ent. & Rec.	2,879	3,045	3,086	3,093	3,222	3,395	3,513	3,673	3,665	1,360	▼ -62.9%
Retail Sales	2,561	2,661	2,672	2,659	2,773	2,882	3,094	3,334	3,483	1,238	▼ -64.4%
Visitor Air Tran.	1,591	1,638	1,739	1,906	1,972	2,017	2,116	2,267	2,333	746	▼ -68.0%
TOTAL	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%

Details may not add to totals due to rounding.

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

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

Los Angeles County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,236	3,521	3,777	3,949	4,372	4,932	5,247	5,692	5,913	4,127	▼ -30.2%
Arts, Ent. & Rec.	1,908	2,091	2,103	2,209	2,401	2,530	2,575	2,786	2,926	2,033	▼ -30.5%
Retail**	413	442	442	451	484	512	529	560	575	489	▼ -15.0%
Ground Tran.	322	359	358	379	420	472	515	651	695	287	▼ -58.7%
Visitor Air Tran.	653	694	774	803	890	1,273	1,459	1,538	2,199	2,201	▲ 0.1%
Other Travel*	1,304	1,361	1,473	1,517	1,669	2,112	2,364	2,504	3,189	2,934	▼ -8.0%
TOTAL	7,836	8,469	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,071	▼ -22.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	95,020	101,980	108,710	110,180	115,960	121,910	125,480	129,520	127,760	91,470	▼ -28.4%
Arts, Ent. & Rec.	23,290	24,400	25,380	26,740	29,230	30,580	30,210	32,160	32,730	21,130	▼ -35.4%
Retail**	12,450	13,030	13,200	13,230	13,640	14,060	14,110	14,400	13,990	10,950	▼ -21.7%
Ground Tran.	8,100	8,670	8,930	9,020	9,620	10,150	10,410	12,340	13,170	8,580	▼ -34.8%
Visitor Air Tran.	8,840	9,070	9,580	9,970	10,660	13,100	14,750	15,050	19,420	17,380	▼ -10.5%
Other Travel*	20,600	20,960	22,250	23,080	24,050	26,660	28,190	28,760	32,950	27,820	▼ -15.6%
TOTAL	168,300	178,120	188,060	192,230	203,160	216,460	223,160	232,230	240,020	177,340	▼ -26.1%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Los Angeles County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	891	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	839	▼ -48.8%
State Tax Receipts	1,076	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	642	▼ -53.2%
TOTAL	1,967	2,022	2,117	2,188	2,304	2,459	2,624	2,851	3,010	1,481	▼ -50.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	589	644	687	726	797	885	1,017	1,087	1,106	468	▼ -57.7%
Business or Employee	302	315	329	335	365	407	436	472	533	371	▼ -30.3%
TOTAL	891	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	839	▼ -48.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	830	802	812	823	816	814	839	955	994	385	▼ -61.3%
Business or Employee	246	261	290	304	326	354	332	337	378	258	▼ -31.8%
TOTAL	1,076	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	642	▼ -53.2%

Details may not add to totals due to rounding.

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

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

North Coast Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	955	970	984	1,031	1,064	1,114	1,172	1,212	1,253	753	▼ -39.9%
Other Travel*	46	42	39	39	37	36	39	42	46	19	▼ -59.7%
TOTAL	1,001	1,012	1,023	1,070	1,100	1,150	1,211	1,254	1,299	772	▼ -40.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	424	434	452	485	523	568	597	599	608	395	▼ -35.0%
Private Home	179	179	175	175	164	164	176	191	202	69	▼ -65.8%
Campground	135	139	140	150	151	152	160	169	182	150	▼ -17.3%
2nd Home	67	68	66	66	69	70	74	81	83	94	▲ 13.8%
Day Travel	149	150	150	155	157	160	166	173	178	44	▼ -75.1%
TOTAL	955	970	984	1,031	1,064	1,114	1,172	1,212	1,253	753	▼ -39.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	190	196	207	228	251	277	291	290	297	247	▼ -16.8%
Food Service	265	271	279	288	307	328	343	351	363	198	▼ -45.5%
Food Stores	65	67	67	70	73	74	74	75	78	52	▼ -33.2%
Local Tran. & Gas	185	180	169	175	162	151	165	186	192	92	▼ -52.1%
Arts, Ent. & Rec.	137	141	144	149	155	162	165	166	167	88	▼ -47.4%
Retail Sales	108	109	111	114	110	114	126	136	146	72	▼ -50.5%
Visitor Air Tran.	6	6	7	6	6	8	8	8	9	4	▼ -59.5%
TOTAL	955	970	984	1,031	1,064	1,114	1,172	1,212	1,253	753	▼ -39.9%

Details may not add to totals due to rounding.

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

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

North Coast Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	212	221	245	261	281	313	335	351	372	294	▼ -20.8%
Arts, Ent. & Rec.	59	63	73	72	69	72	76	68	71	49	▼ -30.9%
Retail**	25	26	26	28	28	30	33	34	36	46	▲ 29.4%
Ground Tran.	11	12	12	13	14	16	18	25	27	12	▼ -54.9%
Visitor Air Tran.	1	1	1	1	1	1	7	8	10	10	▼ -0.6%
Other Travel*	4	4	4	4	5	5	13	14	18	15	▼ -14.5%
TOTAL	312	327	362	379	399	437	483	500	533	427	▼ -20.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	7,840	8,010	8,680	8,820	8,940	9,280	9,560	9,680	9,800	7,640	▼ -22.0%
Arts, Ent. & Rec.	3,910	4,070	4,720	4,740	4,640	4,790	4,690	4,080	4,010	2,560	▼ -36.2%
Retail**	890	910	900	950	920	940	990	1,000	1,020	1,220	▲ 20.0%
Ground Tran.	320	320	340	350	360	380	390	490	530	520	▼ -2.3%
Visitor Air Tran.	20	20	20	20	30	30	80	80	100	90	▼ -11.2%
Other Travel*	150	140	130	140	150	160	230	220	270	220	▼ -18.1%
TOTAL	13,130	13,470	14,800	15,020	15,030	15,580	15,930	15,550	15,740	12,260	▼ -22.1%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

North Coast Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	30	32	34	36	39	42	46	50	52	38	▼ -26.3%
State Tax Receipts	51	49	51	54	53	53	55	59	62	35	▼ -42.6%
TOTAL	81	81	85	90	93	95	100	109	114	74	▼ -35.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	19	21	22	24	27	28	31	35	36	27	▼ -25.3%
Business or Employee	11	11	12	12	13	13	15	16	17	12	▼ -28.5%
TOTAL	30	32	34	36	39	42	46	50	52	38	▼ -26.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	40	38	39	40	39	39	40	45	48	25	▼ -46.8%
Business or Employee	11	11	13	13	14	14	14	13	14	10	▼ -28.7%
TOTAL	51	49	51	54	53	53	55	59	62	35	▼ -42.6%

Details may not add to totals due to rounding.

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

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

Orange County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%
Other Travel*	1,399	1,367	1,371	1,485	1,467	1,512	1,564	1,736	1,789	999	▼ -44.2%
TOTAL	9,872	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,391	▼ -55.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	5,162	5,693	6,288	6,996	7,709	8,343	8,415	7,943	8,207	3,477	▼ -57.6%
Private Home	1,106	1,173	1,263	1,375	1,452	1,477	1,641	1,848	2,013	929	▼ -53.8%
Campground	68	63	63	43	45	47	48	145	156	136	▼ -12.8%
2nd Home	190	213	240	272	265	272	289	316	322	384	▲ 19.2%
Day Travel	1,947	1,861	1,800	1,712	1,757	1,825	1,860	1,934	1,975	467	▼ -76.4%
TOTAL	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,753	1,908	2,075	2,259	2,489	2,710	2,717	2,984	3,101	1,287	▼ -58.5%
Food Service	2,311	2,475	2,665	2,872	3,085	3,342	3,445	3,248	3,385	1,486	▼ -56.1%
Food Stores	282	311	348	386	405	414	412	441	451	245	▼ -45.6%
Local Tran. & Gas	531	432	358	300	305	304	319	322	330	128	▼ -61.1%
Arts, Ent. & Rec.	2,034	2,212	2,413	2,627	2,798	2,957	2,979	2,794	2,831	1,176	▼ -58.5%
Retail Sales	1,241	1,336	1,452	1,589	1,756	1,844	1,992	1,975	2,159	941	▼ -56.4%
Visitor Air Tran.	321	330	343	366	390	393	389	421	418	129	▼ -69.1%
TOTAL	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%

Details may not add to totals due to rounding.

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

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

Orange County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,643	1,788	1,869	1,984	2,176	2,422	2,510	2,594	2,749	1,980	▼ -28.0%
Arts, Ent. & Rec.	1,060	1,194	1,365	1,562	1,713	1,900	2,065	1,926	1,973	1,019	▼ -48.4%
Retail**	184	203	222	245	275	292	302	301	315	334	▲ 5.8%
Ground Tran.	63	61	55	51	53	60	66	79	86	31	▼ -63.5%
Visitor Air Tran.	22	24	26	27	30	40	43	46	50	45	▼ -8.8%
Other Travel*	221	217	236	274	288	338	348	379	392	322	▼ -17.9%
TOTAL	3,191	3,486	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,731	▼ -32.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	51,000	53,380	57,480	60,020	62,540	66,580	67,180	65,570	66,920	49,190	▼ -26.5%
Arts, Ent. & Rec.	30,880	32,870	37,430	41,200	44,990	47,550	48,110	48,970	49,410	25,020	▼ -49.4%
Retail**	5,360	5,830	6,440	6,910	7,490	7,750	7,930	7,690	7,750	7,670	▼ -1.0%
Ground Tran.	1,680	1,570	1,450	1,320	1,280	1,370	1,380	1,520	1,670	1,230	▼ -26.3%
Visitor Air Tran.	380	400	420	430	460	520	560	580	610	500	▼ -18.5%
Other Travel*	4,420	4,310	4,580	5,220	5,200	5,760	5,940	6,080	6,010	4,730	▼ -21.2%
TOTAL	93,720	98,350	107,800	115,100	121,960	129,520	131,090	130,420	132,370	88,340	▼ -33.3%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Orange County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	378	406	440	476	521	566	578	619	644	297	▼ -53.9%
State Tax Receipts	407	402	437	467	494	514	515	504	532	257	▼ -51.7%
TOTAL	785	808	876	943	1,015	1,080	1,093	1,123	1,176	554	▼ -52.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	262	284	310	337	371	405	414	453	471	193	▼ -59.0%
Business or Employee	116	122	130	139	151	162	164	166	173	104	▼ -40.1%
TOTAL	378	406	440	476	521	566	578	619	644	297	▼ -53.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	299	286	304	321	337	348	354	354	375	164	▼ -56.3%
Business or Employee	108	116	133	146	157	166	161	151	157	93	▼ -40.7%
TOTAL	407	402	437	467	494	514	515	504	532	257	▼ -51.7%

Details may not add to totals due to rounding.

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

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

San Diego County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%
Other Travel*	1,474	1,474	1,435	1,478	1,482	1,530	1,632	1,798	1,933	929	▼ -51.9%
TOTAL	11,443	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,716	▼ -58.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	5,643	5,768	6,007	6,390	6,757	7,243	7,640	7,215	7,089	3,185	▼ -55.1%
Private Home	1,174	1,164	1,182	1,223	1,218	1,249	1,356	1,485	1,594	516	▼ -67.6%
Campground	296	290	286	286	283	292	302	237	254	218	▼ -14.2%
2nd Home	206	190	176	163	151	155	163	173	178	203	▲ 14.5%
Day Travel	2,650	2,554	2,516	2,480	2,430	2,527	2,602	2,745	2,744	665	▼ -75.8%
TOTAL	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,145	2,272	2,446	2,675	2,908	3,146	3,288	3,588	3,472	1,682	▼ -51.5%
Food Service	2,713	2,716	2,767	2,843	2,907	3,136	3,330	3,045	3,080	1,257	▼ -59.2%
Food Stores	378	400	430	467	506	518	528	472	472	197	▼ -58.3%
Local Tran. & Gas	766	652	571	510	458	436	484	477	480	163	▼ -66.0%
Arts, Ent. & Rec.	1,724	1,663	1,633	1,613	1,584	1,672	1,729	1,610	1,588	543	▼ -65.8%
Retail Sales	1,590	1,598	1,636	1,687	1,686	1,757	1,873	1,788	1,837	637	▼ -65.3%
Visitor Air Tran.	654	664	684	747	789	801	831	873	930	308	▼ -66.9%
TOTAL	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%

Details may not add to totals due to rounding.

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

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

San Diego County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,896	1,961	2,085	2,198	2,326	2,635	2,823	2,704	2,769	1,951	▼ -29.5%
Arts, Ent. & Rec.	826	826	828	818	878	908	891	859	872	516	▼ -40.8%
Retail**	242	251	261	275	288	304	313	291	293	248	▼ -15.5%
Ground Tran.	68	62	53	47	43	49	56	67	70	22	▼ -69.2%
Visitor Air Tran.	41	44	49	50	56	71	79	84	94	91	▼ -3.5%
Other Travel*	169	172	174	174	195	249	269	295	331	278	▼ -16.1%
TOTAL	3,242	3,315	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,105	▼ -29.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	59,630	60,370	63,210	64,230	64,410	68,900	69,940	64,480	63,520	45,520	▼ -28.3%
Arts, Ent. & Rec.	24,550	23,580	23,860	23,210	22,690	24,320	24,830	22,600	21,490	13,260	▼ -38.3%
Retail**	8,080	8,170	8,490	8,750	8,790	9,050	9,090	8,240	8,130	6,330	▼ -22.2%
Ground Tran.	1,850	1,610	1,410	1,220	1,060	1,130	1,180	1,290	1,380	900	▼ -34.4%
Visitor Air Tran.	770	790	830	860	920	1,170	1,370	1,400	1,690	1,460	▼ -13.8%
Other Travel*	3,650	3,570	3,560	3,390	3,640	4,550	4,830	4,870	5,300	4,320	▼ -18.4%
TOTAL	98,530	98,080	101,360	101,670	101,510	109,110	111,240	102,890	101,500	71,790	▼ -29.3%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

San Diego County Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	408	422	445	474	509	547	570	606	602	296	▼ -50.8%
State Tax Receipts	477	448	468	479	479	492	501	482	496	222	▼ -55.1%
TOTAL	885	870	913	952	987	1,040	1,070	1,089	1,097	519	▼ -52.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	291	306	327	354	383	413	434	473	464	210	▼ -54.7%
Business or Employee	118	115	118	119	125	135	136	133	137	86	▼ -37.4%
TOTAL	408	422	445	474	509	547	570	606	602	296	▼ -50.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	366	337	346	352	347	354	366	359	370	145	▼ -60.6%
Business or Employee	111	111	122	127	132	139	135	123	126	77	▼ -39.0%
TOTAL	477	448	468	479	479	492	501	482	496	222	▼ -55.1%

Details may not add to totals due to rounding.

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

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

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	23,465	24,435	25,458	27,785	29,043	29,679	30,967	32,592	33,077	11,425	▼ -65.5%
Other Travel*	3,240	3,359	3,753	4,044	4,325	4,654	5,187	5,471	5,785	3,125	▼ -46.0%
TOTAL	26,705	27,794	29,211	31,829	33,368	34,334	36,154	38,063	38,862	14,550	▼ -62.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	14,594	15,391	16,412	18,366	19,594	20,194	21,022	22,026	22,152	8,071	▼ -63.6%
Private Home	3,053	3,128	3,119	3,203	3,190	3,187	3,428	3,713	3,921	1,060	▼ -73.0%
Campground	286	278	287	353	353	354	374	395	427	361	▼ -15.3%
2nd Home	369	375	368	374	386	390	417	460	471	540	▲ 14.5%
Day Travel	5,163	5,264	5,271	5,489	5,520	5,554	5,727	5,999	6,107	1,392	▼ -77.2%
TOTAL	23,465	24,435	25,458	27,785	29,043	29,679	30,967	32,592	33,077	11,425	▼ -65.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	4,504	4,965	5,633	6,771	7,577	7,938	8,217	8,625	8,856	3,102	▼ -65.0%
Food Service	6,252	6,469	6,687	7,098	7,469	7,796	8,213	8,645	8,771	3,199	▼ -63.5%
Food Stores	714	740	736	793	821	823	834	849	855	337	▼ -60.6%
Local Tran. & Gas	3,590	3,582	3,434	3,595	3,384	3,196	3,472	3,861	3,911	1,304	▼ -66.6%
Arts, Ent. & Rec.	3,436	3,565	3,669	3,896	4,006	4,101	4,208	4,325	4,280	1,481	▼ -65.4%
Retail Sales	3,548	3,609	3,680	3,884	3,966	4,001	4,204	4,428	4,524	1,514	▼ -66.5%
Visitor Air Tran.	1,421	1,505	1,619	1,748	1,820	1,825	1,820	1,858	1,880	488	▼ -74.0%
TOTAL	23,465	24,435	25,458	27,785	29,043	29,679	30,967	32,592	33,077	11,425	▼ -65.5%

Details may not add to totals due to rounding.

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

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

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,991	4,280	4,684	5,198	5,743	6,256	6,608	7,063	7,386	4,781	▼ -35.3%
Arts, Ent. & Rec.	1,729	1,852	1,969	2,157	2,316	2,457	2,453	2,618	2,692	1,829	▼ -32.0%
Retail**	543	570	580	626	658	677	704	733	736	585	▼ -20.5%
Ground Tran.	294	322	325	357	387	421	469	605	640	231	▼ -63.9%
Visitor Air Tran.	700	759	845	864	937	1,192	1,357	1,409	764	714	▼ -6.5%
Other Travel*	1,096	1,162	1,353	1,434	1,628	1,999	2,332	2,463	1,906	1,701	▼ -10.8%
TOTAL	8,353	8,943	9,757	10,636	11,670	13,002	13,922	14,892	14,124	9,842	▼ -30.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	113,420	118,530	126,550	134,350	139,320	142,250	145,140	147,580	144,880	94,340	▼ -34.9%
Arts, Ent. & Rec.	49,030	52,010	53,790	56,150	58,170	59,750	61,880	62,500	62,730	39,710	▼ -36.7%
Retail**	14,580	14,790	14,950	15,790	15,580	16,060	15,910	15,890	15,450	11,680	▼ -24.4%
Ground Tran.	7,650	8,000	8,320	8,760	9,090	9,290	9,610	11,570	12,300	7,480	▼ -39.2%
Visitor Air Tran.	8,880	9,280	9,800	10,050	10,510	11,360	11,910	11,970	8,410	7,020	▼ -16.5%
Other Travel*	15,750	16,160	17,270	17,790	19,270	21,370	22,590	23,100	20,720	16,350	▼ -21.1%
TOTAL	209,310	218,790	230,680	242,890	251,930	260,070	267,050	272,600	264,480	176,580	▼ -33.2%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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



San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1,049	1,123	1,238	1,419	1,553	1,641	1,692	1,857	1,863	759	▼ -59.3%
State Tax Receipts	1,170	1,144	1,215	1,294	1,314	1,323	1,337	1,426	1,440	613	▼ -57.4%
TOTAL	2,219	2,267	2,453	2,713	2,867	2,964	3,029	3,283	3,303	1,371	▼ -58.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	733	796	884	1,039	1,140	1,198	1,234	1,360	1,393	466	▼ -66.6%
Business or Employee	317	327	353	380	413	443	458	497	470	293	▼ -37.7%
TOTAL	1,049	1,123	1,238	1,419	1,553	1,641	1,692	1,857	1,863	759	▼ -59.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	899	859	888	940	935	924	947	1,040	1,070	390	▼ -63.5%
Business or Employee	271	285	327	355	379	399	390	386	370	222	▼ -39.8%
TOTAL	1,170	1,144	1,215	1,294	1,314	1,323	1,337	1,426	1,440	613	▼ -57.4%

Details may not add to totals due to rounding.

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

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

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	911	937	923	944	941	964	1,013	1,094	1,182	695	▼ -41.2%
Other Travel*	42	40	35	35	32	30	33	37	40	15	▼ -63.4%
TOTAL	954	977	958	979	974	994	1,046	1,131	1,222	710	▼ -41.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	323	341	343	354	367	390	407	437	485	298	▼ -38.5%
Private Home	158	158	150	149	139	138	150	163	176	58	▼ -66.9%
Campground	106	109	110	118	116	117	123	130	140	116	▼ -17.1%
2nd Home	127	127	123	123	124	126	133	144	147	166	▲ 13.2%
Day Travel	198	203	197	201	195	193	201	221	234	56	▼ -75.9%
TOTAL	911	937	923	944	941	964	1,013	1,094	1,182	695	▼ -41.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	177	185	190	198	208	223	232	248	273	223	▼ -18.0%
Food Service	242	252	252	256	264	279	290	307	332	181	▼ -45.5%
Food Stores	57	60	58	61	62	62	63	64	68	46	▼ -32.5%
Local Tran. & Gas	196	193	176	179	161	146	161	186	198	87	▼ -56.3%
Arts, Ent. & Rec.	126	132	131	134	135	139	141	146	154	83	▼ -46.1%
Retail Sales	111	115	113	115	109	111	122	139	153	74	▼ -51.5%
Visitor Air Tran.	2	2	2	2	3	3	3	3	5	2	▼ -64.7%
TOTAL	911	937	923	944	941	964	1,013	1,094	1,182	695	▼ -41.2%

Details may not add to totals due to rounding.

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

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

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	170	181	190	199	215	234	248	249	279	244	▼ -12.5%
Arts, Ent. & Rec.	54	58	55	53	52	55	53	54	60	51	▼ -15.1%
Retail**	26	27	27	28	28	29	31	32	34	43	▲ 26.5%
Ground Tran.	10	11	11	12	12	14	16	23	25	10	▼ -61.5%
Visitor Air Tran.	1	1	1	1	1	2	3	3	3	3	▼ -3.9%
Other Travel*	4	4	4	4	5	6	7	7	7	7	▼ -1.0%
TOTAL	265	282	288	297	312	341	357	368	409	358	▼ -12.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,610	7,010	7,300	7,310	7,360	7,470	7,660	7,440	7,780	6,580	▼ -15.4%
Arts, Ent. & Rec.	2,860	3,030	2,850	2,630	2,530	2,570	2,490	2,560	2,820	2,280	▼ -19.2%
Retail**	940	990	960	980	950	960	980	990	1,020	1,240	▲ 21.0%
Ground Tran.	300	310	310	310	310	320	340	440	500	460	▼ -9.1%
Visitor Air Tran.	10	10	20	20	20	30	40	40	40	30	▼ -14.1%
Other Travel*	140	130	120	130	140	170	170	180	170	160	▼ -7.9%
TOTAL	10,860	11,480	11,560	11,380	11,310	11,530	11,680	11,660	12,330	10,750	▼ -12.9%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	24	25	25	26	27	29	30	33	37	27	▼ -26.2%
State Tax Receipts	50	49	49	50	49	48	49	55	60	34	▼ -43.7%
TOTAL	74	73	74	77	76	77	79	88	97	61	▼ -37.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15	16	16	17	18	19	20	23	25	18	▼ -28.5%
Business or Employee	9	9	9	9	10	10	10	11	12	9	▼ -21.6%
TOTAL	24	25	25	26	27	29	30	33	37	27	▼ -26.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	40	39	38	39	37	36	38	44	48	24	▼ -48.8%
Business or Employee	9	10	11	11	11	12	11	11	12	9	▼ -23.3%
TOTAL	50	49	49	50	49	48	49	55	60	34	▼ -43.7%

Details may not add to totals due to rounding.

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

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

The Deserts Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	5,537	5,803	5,831	5,984	6,190	6,433	6,797	7,345	7,685	4,697	▼ -38.9%
Other Travel*	391	378	363	368	350	350	340	387	398	184	▼ -53.8%
TOTAL	5,928	6,181	6,194	6,352	6,540	6,783	7,137	7,732	8,083	4,881	▼ -39.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	2,011	2,187	2,301	2,415	2,580	2,783	2,916	3,176	3,343	2,125	▼ -36.4%
Private Home	493	496	476	483	472	465	514	573	615	354	▼ -42.5%
Campground	344	354	325	327	326	327	345	364	393	322	▼ -18.1%
2nd Home	956	976	964	983	1,010	1,025	1,097	1,197	1,225	1,400	▲ 14.3%
Day Travel	1,734	1,789	1,765	1,776	1,803	1,832	1,925	2,035	2,109	496	▼ -76.5%
TOTAL	5,537	5,803	5,831	5,984	6,190	6,433	6,797	7,345	7,685	4,697	▼ -38.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	919	986	1,034	1,110	1,198	1,308	1,363	1,458	1,518	1,117	▼ -26.4%
Food Service	1,553	1,646	1,685	1,709	1,816	1,933	2,038	2,173	2,293	1,455	▼ -36.6%
Food Stores	231	244	234	240	250	253	257	264	275	195	▼ -29.0%
Local Tran. & Gas	1,059	1,060	986	1,003	932	870	959	1,099	1,150	576	▼ -49.9%
Arts, Ent. & Rec.	826	878	895	909	944	985	1,015	1,058	1,087	658	▼ -39.4%
Retail Sales	865	903	910	917	953	982	1,055	1,174	1,224	640	▼ -47.7%
Visitor Air Tran.	84	85	86	97	98	102	109	120	139	55	▼ -60.2%
TOTAL	5,537	5,803	5,831	5,984	6,190	6,433	6,797	7,345	7,685	4,697	▼ -38.9%

Details may not add to totals due to rounding.

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

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

The Deserts Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	802	871	906	972	1,056	1,176	1,258	1,364	1,462	1,131	▼ -22.6%
Arts, Ent. & Rec.	331	365	390	422	434	471	493	524	556	380	▼ -31.6%
Retail**	140	151	151	155	166	174	180	194	198	260	▲ 31.0%
Ground Tran.	57	64	65	68	75	84	95	128	142	79	▼ -44.6%
Visitor Air Tran.	18	20	22	17	20	17	19	20	18	17	▼ -3.0%
Other Travel*	75	72	77	73	77	90	73	78	78	68	▼ -13.4%
TOTAL	1,424	1,542	1,610	1,707	1,828	2,011	2,117	2,307	2,454	1,935	▼ -21.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	32,700	35,110	37,090	38,640	40,090	41,930	43,330	44,860	46,170	36,170	▼ -21.6%
Arts, Ent. & Rec.	13,950	15,130	16,130	17,140	17,530	18,060	18,270	18,850	19,600	12,550	▼ -36.0%
Retail**	4,970	5,260	5,230	5,340	5,430	5,530	5,620	5,880	5,840	7,150	▲ 22.4%
Ground Tran.	1,550	1,650	1,700	1,730	1,800	1,890	1,960	2,470	2,750	2,900	▲ 5.4%
Visitor Air Tran.	310	320	340	280	310	260	270	270	260	220	▼ -12.9%
Other Travel*	1,530	1,480	1,490	1,510	1,530	1,900	1,790	1,900	1,850	1,530	▼ -17.4%
TOTAL	55,010	58,940	61,970	64,640	66,690	69,570	71,240	74,230	76,460	60,520	▼ -20.8%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

The Deserts Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	151	163	173	183	199	218	229	257	270	177	▼ -34.6%
State Tax Receipts	298	294	304	313	315	316	324	362	383	227	▼ -40.6%
TOTAL	449	457	477	496	514	535	553	618	653	404	▼ -38.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	95	104	113	121	133	148	158	179	187	117	▼ -37.5%
Business or Employee	56	59	60	62	66	70	71	78	83	60	▼ -28.0%
TOTAL	151	163	173	183	199	218	229	257	270	177	▼ -34.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	244	237	241	246	245	244	253	289	306	173	▼ -43.6%
Business or Employee	54	57	63	67	70	73	71	72	77	55	▼ -28.7%
TOTAL	298	294	304	313	315	316	324	362	383	227	▼ -40.6%

Details may not add to totals due to rounding.

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

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



County Impacts

2020p

County / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Alameda	\$1,840	\$1,387	\$1,279	22,260	\$99	\$83	\$182
Alpine	\$25	\$25	\$6	300	\$1	\$1	\$2
Amador	\$90	\$88	\$66	2,080	\$4	\$5	\$9
Butte	\$192	\$175	\$88	3,090	\$7	\$10	\$17
Calaveras	\$148	\$144	\$92	2,440	\$5	\$7	\$11
Colusa	\$30	\$29	\$13	650	\$1	\$1	\$2
Contra Costa	\$672	\$554	\$559	12,650	\$31	\$43	\$74
Del Norte	\$89	\$87	\$49	1,350	\$4	\$4	\$8
El Dorado	\$768	\$738	\$432	11,000	\$36	\$33	\$69
Fresno	\$951	\$815	\$402	12,080	\$34	\$49	\$83
Glenn	\$28	\$26	\$17	610	\$1	\$2	\$3
Humboldt	\$279	\$265	\$159	4,690	\$14	\$13	\$28
Imperial	\$288	\$275	\$98	3,430	\$10	\$14	\$24
Inyo	\$152	\$150	\$61	2,280	\$8	\$5	\$13
Kern	\$991	\$913	\$499	14,990	\$33	\$53	\$86
Kings	\$90	\$80	\$61	2,080	\$3	\$6	\$9
Lake	\$119	\$112	\$49	1,620	\$3	\$6	\$9
Lassen	\$38	\$36	\$21	830	\$1	\$2	\$3
Los Angeles	\$13,451	\$10,142	\$12,071	177,340	\$839	\$642	\$1,481
Madera	\$197	\$181	\$119	3,800	\$9	\$10	\$19

County / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Marin	\$346	\$256	\$235	4,500	\$16	\$15	\$32
Mariposa	\$251	\$250	\$106	3,870	\$14	\$8	\$22
Mendocino	\$285	\$278	\$170	4,590	\$17	\$12	\$29
Merced	\$162	\$144	\$76	2,550	\$6	\$10	\$16
Modoc	\$16	\$15	\$11	280	\$1	\$1	\$1
Mono	\$372	\$370	\$158	4,630	\$25	\$12	\$37
Monterey	\$1,496	\$1,450	\$1,057	20,370	\$82	\$73	\$155
Napa	\$846	\$805	\$565	12,710	\$48	\$36	\$84
Nevada	\$227	\$221	\$138	3,370	\$10	\$11	\$21
Orange	\$6,391	\$5,393	\$3,731	88,340	\$297	\$257	\$554
Placer	\$805	\$767	\$407	11,540	\$32	\$36	\$68
Plumas	\$100	\$99	\$48	1,340	\$4	\$4	\$8
Riverside	\$5,464	\$5,210	\$2,241	69,880	\$188	\$255	\$443
Sacramento	\$1,941	\$1,546	\$922	24,360	\$79	\$89	\$167
San Benito	\$63	\$59	\$36	880	\$3	\$4	\$6
San Bernardino	\$3,763	\$3,464	\$1,455	46,140	\$111	\$176	\$287
San Diego	\$5,716	\$4,787	\$3,105	71,790	\$296	\$222	\$519
San Francisco	\$4,526	\$2,951	\$2,758	39,510	\$213	\$145	\$359
San Joaquin	\$504	\$450	\$281	7,350	\$23	\$30	\$53
San Luis Obispo	\$1,192	\$1,162	\$661	17,830	\$66	\$53	\$119

County / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
San Mateo	\$1,722	\$1,473	\$2,085	32,660	\$135	\$98	\$233
Santa Barbara	\$1,020	\$949	\$588	15,200	\$59	\$47	\$105
Santa Clara	\$2,919	\$2,198	\$1,438	27,910	\$129	\$116	\$246
Santa Cruz	\$503	\$481	\$264	7,510	\$22	\$25	\$47
Shasta	\$296	\$282	\$149	4,400	\$13	\$14	\$27
Sierra	\$12	\$11	\$4	220	\$0	\$0	\$1
Siskiyou	\$129	\$126	\$67	1,650	\$5	\$6	\$11
Solano	\$328	\$294	\$204	6,260	\$16	\$18	\$34
Sonoma	\$1,137	\$1,037	\$652	16,260	\$63	\$49	\$112
Stanislaus	\$287	\$248	\$153	5,060	\$11	\$18	\$29
Sutter	\$48	\$41	\$29	1,090	\$2	\$3	\$5
Tehama	\$89	\$84	\$45	1,570	\$3	\$5	\$8
Trinity	\$43	\$42	\$18	670	\$1	\$2	\$3
Tulare	\$293	\$260	\$155	4,580	\$13	\$16	\$29
Tuolumne	\$173	\$168	\$74	2,060	\$7	\$7	\$14
Ventura	\$917	\$793	\$477	13,560	\$35	\$49	\$84
Yolo	\$246	\$230	\$109	3,840	\$11	\$12	\$23
Yuba	\$53	\$48	\$27	1,030	\$2	\$3	\$5
California	\$65,116	*	\$40,836	860,930	\$3,201	\$2,926	\$6,128

Details may not add to totals due to rounding.

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

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Alameda												
Total (Current \$)	3,375	3,463	3,543	3,738	3,896	3,974	4,170	4,502	4,524	1,840	▼ -59.3%	▼ -5.9%
Other	801	788	771	815	838	837	913	967	996	452	▼ -54.6%	▼ -5.6%
Visitor	2,574	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,387	▼ -60.7%	▼ -6.0%
Non-transportation	1,915	2,007	2,113	2,235	2,375	2,462	2,565	2,792	2,799	1,158	▼ -58.6%	▼ -4.9%
Transportation	659	667	660	688	683	674	692	743	730	230	▼ -68.5%	▼ -10.0%
Alpine												
Total (Current \$)	26.1	27.5	27.8	26.6	28.8	33.7	34.6	35.9	38.1	25.4	▼ -33.3%	▼ -0.3%
Other	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	▼ -64.8%	▼ -11.0%
Visitor	25.9	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	25.4	▼ -33.1%	▼ -0.2%
Non-transportation	23.1	24.5	25.1	23.9	26.4	31.4	32.0	32.9	34.9	23.6	▼ -32.3%	▲ 0.2%
Transportation	2.8	2.8	2.5	2.5	2.3	2.2	2.4	2.8	3.0	1.7	▼ -42.7%	▼ -4.7%
Amador												
Total (Current \$)	125.9	128.9	121.4	130.5	133.5	140.3	143.7	155.6	165.5	90.1	▼ -45.6%	▼ -3.3%
Other	7.7	7.3	6.4	6.4	5.7	5.1	5.8	6.9	7.2	2.5	▼ -64.8%	▼ -10.5%
Visitor	118.3	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	87.5	▼ -44.7%	▼ -3.0%
Non-transportation	99.4	102.7	98.6	106.2	111.3	119.8	121.2	129.4	137.7	77.6	▼ -43.7%	▼ -2.5%
Transportation	18.9	18.9	16.3	17.8	16.5	15.5	16.7	19.3	20.5	10.0	▼ -51.4%	▼ -6.2%
Butte												
Total (Current \$)	306.0	309.3	304.1	308.3	301.1	302.4	331.7	354.2	382.5	191.5	▼ -49.9%	▼ -4.6%
Other	48.0	46.7	42.4	42.4	36.1	32.0	36.0	42.1	43.7	16.1	▼ -63.1%	▼ -10.3%
Visitor	258.0	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	175.4	▼ -48.2%	▼ -3.8%
Non-transportation	197.2	203.1	206.4	210.2	215.2	224.8	244.1	254.0	277.2	153.6	▼ -44.6%	▼ -2.5%
Transportation	60.8	59.5	55.3	55.8	49.8	45.7	51.6	58.2	61.5	21.8	▼ -64.6%	▼ -9.8%

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

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Calaveras												
Total (Current \$)	173.2	175.5	172.2	179.3	180.8	188.1	195.9	209.7	222.7	148.2	▼ -33.4%	▼ -1.5%
Other	10.2	9.8	8.8	8.9	8.1	7.4	8.3	9.5	9.9	4.2	▼ -57.8%	▼ -8.6%
Visitor	163.0	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	144.1	▼ -32.3%	▼ -1.2%
Non-transportation	134.9	138.1	138.1	144.2	149.0	158.6	163.5	172.8	183.7	127.6	▼ -30.5%	▼ -0.5%
Transportation	28.1	27.6	25.3	26.2	23.8	22.1	24.1	27.4	29.1	16.4	▼ -43.7%	▼ -5.2%
Colusa												
Total (Current \$)	47.9	48.9	47.6	46.9	46.0	48.0	51.0	56.5	59.0	30.3	▼ -48.6%	▼ -4.5%
Other	4.4	4.2	3.7	3.7	3.3	2.9	3.3	3.8	4.0	1.4	▼ -64.8%	▼ -10.8%
Visitor	43.6	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	28.9	▼ -47.5%	▼ -4.0%
Non-transportation	36.5	37.8	37.6	37.0	37.1	39.9	42.0	46.0	48.1	26.2	▼ -45.5%	▼ -3.3%
Transportation	7.0	6.9	6.3	6.2	5.5	5.2	5.7	6.7	6.9	2.7	▼ -61.1%	▼ -9.2%
Contra Costa												
Total (Current \$)	1,521	1,569	1,572	1,641	1,608	1,714	1,809	1,930	2,004	672	▼ -66.5%	▼ -7.8%
Other	263	252	232	239	225	210	229	254	264	117	▼ -55.6%	▼ -7.7%
Visitor	1,259	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	554	▼ -68.1%	▼ -7.9%
Non-transportation	1,024	1,084	1,122	1,173	1,177	1,306	1,365	1,432	1,488	492	▼ -67.0%	▼ -7.1%
Transportation	235	233	219	230	206	198	215	244	251	62	▼ -75.1%	▼ -12.4%
Del Norte												
Total (Current \$)	112	113	115	121	123	130	132	142	151	89	▼ -40.8%	▼ -2.3%
Other	7	7	6	6	5	4	5	6	6	2	▼ -69.1%	▼ -12.5%
Visitor	106	107	110	115	118	125	127	136	145	87	▼ -39.6%	▼ -1.9%
Non-transportation	87	89	92	97	102	109	111	117	124	77	▼ -38.2%	▼ -1.3%
Transportation	18	18	17	18	16	16	17	19	21	11	▼ -48.2%	▼ -5.3%

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

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
El Dorado												
Total (Current \$)	724	757	778	806	892	942	987	1,064	1,143	768	▼ -32.9%	▲ 0.6%
Other	68	67	52	47	45	43	48	54	56	29	▼ -47.6%	▼ -8.1%
Visitor	656	690	725	759	847	899	940	1,010	1,087	738	▼ -32.1%	▲ 1.2%
Non-transportation	569	604	642	673	763	819	853	909	978	677	▼ -30.8%	▲ 1.8%
Transportation	87	87	84	86	84	79	86	101	109	62	▼ -43.4%	▼ -3.4%
Fresno												
Total (Current \$)	1,302	1,326	1,310	1,348	1,345	1,364	1,426	1,587	1,661	951	▼ -42.7%	▼ -3.1%
Other	276	271	259	267	251	238	262	300	315	136	▼ -57.0%	▼ -6.9%
Visitor	1,026	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	815	▼ -39.4%	▼ -2.3%
Non-transportation	705	734	743	764	791	834	857	937	978	630	▼ -35.5%	▼ -1.1%
Transportation	322	321	308	318	304	293	307	349	368	185	▼ -49.8%	▼ -5.4%
Glenn												
Total (Current \$)	53.8	52.1	50.1	51.8	41.1	32.9	50.7	60.4	63.6	27.8	▼ -56.2%	▼ -6.4%
Other	5.9	5.5	4.9	4.9	4.3	3.8	4.2	4.9	5.1	1.8	▼ -64.8%	▼ -11.2%
Visitor	47.9	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	26.0	▼ -55.5%	▼ -5.9%
Non-transportation	40.1	39.3	38.6	40.0	31.6	25.0	40.9	48.2	50.9	23.6	▼ -53.7%	▼ -5.2%
Transportation	7.8	7.3	6.6	6.8	5.2	4.1	5.6	7.2	7.6	2.5	▼ -67.1%	▼ -10.8%
Humboldt												
Total (Current \$)	389.8	388.1	396.6	412.2	422.5	428.6	452.1	486.2	483.7	279.2	▼ -42.3%	▼ -3.3%
Other	37.5	34.1	31.7	31.1	29.6	28.7	30.8	33.3	37.3	13.7	▼ -63.3%	▼ -9.6%
Visitor	352.3	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	265.5	▼ -40.5%	▼ -2.8%
Non-transportation	283.4	287.3	299.4	313.6	328.4	338.1	354.7	378.0	370.5	228.1	▼ -38.4%	▼ -2.1%
Transportation	68.9	66.7	65.4	67.5	64.6	61.8	66.6	74.8	76.0	37.4	▼ -50.8%	▼ -5.9%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Imperial												
Total (Current \$)	339.9	357.1	348.3	362.3	354.6	353.3	379.6	411.6	435.9	288.1	▼ -33.9%	▼ -1.6%
Other	37.2	36.0	31.9	32.4	28.5	25.2	29.0	33.3	34.5	12.7	▼ -63.1%	▼ -10.2%
Visitor	302.6	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	275.4	▼ -31.4%	▼ -0.9%
Non-transportation	240.1	257.3	258.0	268.6	270.3	277.1	293.1	312.2	331.4	234.4	▼ -29.3%	▼ -0.2%
Transportation	62.6	63.9	58.4	61.3	55.8	51.0	57.6	66.0	70.0	41.0	▼ -41.5%	▼ -4.1%
Inyo												
Total (Current \$)	210.5	216.6	223.8	231.6	229.5	239.2	240.2	248.7	267.4	151.6	▼ -43.3%	▼ -3.2%
Other	4.1	4.0	3.6	3.7	3.3	3.0	3.3	3.8	3.9	1.7	▼ -57.6%	▼ -8.7%
Visitor	206.3	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	149.9	▼ -43.1%	▼ -3.1%
Non-transportation	177.1	183.5	192.3	199.3	200.5	212.3	211.2	216.2	232.5	135.4	▼ -41.8%	▼ -2.6%
Transportation	29.3	29.1	27.8	28.6	25.6	24.0	25.7	28.8	31.0	14.6	▼ -53.0%	▼ -6.7%
Kern												
Total (Current \$)	1,471	1,492	1,461	1,510	1,504	1,396	1,518	1,686	1,775	991	▼ -44.2%	▼ -3.9%
Other	200	197	180	180	162	144	160	185	195	77	▼ -60.3%	▼ -9.1%
Visitor	1,271	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	913	▼ -42.2%	▼ -3.2%
Non-transportation	935	963	972	1,011	1,047	998	1,074	1,172	1,237	773	▼ -37.5%	▼ -1.9%
Transportation	336	331	309	318	295	254	284	329	343	141	▼ -58.9%	▼ -8.3%
Kings												
Total (Current \$)	170.2	170.8	163.1	166.7	163.8	158.7	167.3	185.0	193.4	89.6	▼ -53.7%	▼ -6.2%
Other	31.5	30.1	26.7	26.5	23.5	20.5	23.0	27.0	28.1	10.0	▼ -64.3%	▼ -10.8%
Visitor	138.7	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	79.6	▼ -51.9%	▼ -5.4%
Non-transportation	112.3	115.2	113.5	116.8	118.8	119.2	123.5	134.1	140.8	70.4	▼ -50.0%	▼ -4.6%
Transportation	26.3	25.5	22.9	23.5	21.5	19.0	20.8	24.0	24.6	9.2	▼ -62.7%	▼ -10.0%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Lake												
Total (Current \$)	150.7	147.7	146.1	154.5	156.3	156.9	160.6	174.4	180.7	118.7	▼ -34.3%	▼ -2.4%
Other	15.3	14.5	13.4	13.5	12.5	11.5	12.7	14.5	15.1	6.8	▼ -54.8%	▼ -7.8%
Visitor	135.3	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	111.8	▼ -32.5%	▼ -1.9%
Non-transportation	112.9	111.8	113.0	119.9	124.5	128.1	129.1	138.4	143.4	99.7	▼ -30.4%	▼ -1.2%
Transportation	22.5	21.4	19.7	21.1	19.2	17.4	18.7	21.5	22.3	12.1	▼ -45.5%	▼ -6.0%
Lassen												
Total (Current \$)	60.5	59.9	58.7	60.4	58.5	59.1	63.5	65.0	70.5	37.6	▼ -46.7%	▼ -4.7%
Other	7.0	6.6	5.6	5.6	4.8	4.2	4.7	5.4	5.6	2.0	▼ -64.8%	▼ -11.9%
Visitor	53.5	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	35.6	▼ -45.1%	▼ -4.0%
Non-transportation	44.2	44.4	44.7	46.2	46.0	48.0	51.0	51.1	55.7	31.6	▼ -43.2%	▼ -3.3%
Transportation	9.3	8.9	8.4	8.6	7.7	7.0	7.8	8.5	9.1	4.0	▼ -56.6%	▼ -8.2%
Los Angeles												
Total (Current \$)	23,584	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,451	▼ -58.8%	▼ -5.5%
Other	5,021	5,063	5,065	5,257	5,246	5,179	5,622	6,179	6,418	3,308	▼ -48.5%	▼ -4.1%
Visitor	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%	▼ -5.9%
Non-transportation	13,848	14,761	15,177	15,481	16,566	17,819	18,879	19,930	20,316	8,123	▼ -60.0%	▼ -5.2%
Transportation	4,715	4,829	4,822	5,031	5,016	5,041	5,353	5,843	5,941	2,020	▼ -66.0%	▼ -8.1%
Madera												
Total (Current \$)	257.5	262.0	264.2	275.1	268.8	291.0	316.2	339.3	355.0	197.2	▼ -44.4%	▼ -2.6%
Other	31.2	29.9	26.7	27.0	24.3	26.6	30.3	34.7	36.1	16.0	▼ -55.7%	▼ -6.5%
Visitor	226.3	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	181.2	▼ -43.2%	▼ -2.2%
Non-transportation	178.4	185.1	193.3	202.3	203.7	225.3	242.4	254.8	266.8	160.0	▼ -40.0%	▼ -1.1%
Transportation	47.9	47.0	44.2	45.8	40.8	39.1	43.6	49.9	52.1	21.3	▼ -59.2%	▼ -7.8%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Marin												
Total (Current \$)	607.5	654.8	673.4	690.2	715.2	731.1	730.9	796.4	838.3	346.2	▼ -58.7%	▼ -5.5%
Other	151.9	173.2	184.4	169.6	171.5	170.0	164.9	174.4	195.2	90.2	▼ -53.8%	▼ -5.1%
Visitor	455.7	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	256.0	▼ -60.2%	▼ -5.6%
Non-transportation	400.4	426.6	438.8	467.3	494.6	515.7	516.8	565.2	584.6	233.5	▼ -60.1%	▼ -5.3%
Transportation	55.2	54.9	50.2	53.3	49.1	45.5	49.2	56.7	58.5	22.5	▼ -61.5%	▼ -8.6%
Mariposa												
Total (Current \$)	385.6	403.6	394.4	420.8	453.5	457.9	470.7	436.8	467.2	250.7	▼ -46.3%	▼ -4.2%
Other	4.0	3.5	3.1	3.1	2.7	2.4	2.7	3.1	3.2	1.1	▼ -64.8%	▼ -11.9%
Visitor	381.6	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	249.6	▼ -46.2%	▼ -4.2%
Non-transportation	343.2	361.1	356.0	380.3	414.4	422.2	432.2	397.4	425.4	233.2	▼ -45.2%	▼ -3.8%
Transportation	38.4	39.0	35.2	37.4	36.4	33.3	35.8	36.2	38.6	16.4	▼ -57.5%	▼ -8.2%
Mendocino												
Total (Current \$)	348.3	363.0	365.1	382.1	398.7	434.6	465.9	451.7	484.0	284.8	▼ -41.2%	▼ -2.0%
Other	19.2	17.9	16.1	16.2	14.4	12.8	14.4	16.5	17.2	6.6	▼ -61.7%	▼ -10.1%
Visitor	329.1	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	278.2	▼ -40.4%	▼ -1.7%
Non-transportation	280.4	296.4	303.5	319.1	340.5	379.5	404.4	385.1	413.4	253.0	▼ -38.8%	▼ -1.0%
Transportation	48.6	48.8	45.4	46.8	43.8	42.2	47.1	50.0	53.4	25.2	▼ -52.8%	▼ -6.4%
Merced												
Total (Current \$)	243.1	249.4	244.2	264.3	260.7	245.8	270.2	296.2	311.3	162.2	▼ -47.9%	▼ -4.0%
Other	53.5	51.6	46.2	46.5	41.3	36.3	41.5	50.1	51.4	17.9	▼ -65.1%	▼ -10.4%
Visitor	189.6	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	144.3	▼ -44.5%	▼ -2.7%
Non-transportation	132.3	140.3	144.9	162.1	168.9	165.7	178.3	188.9	200.7	123.7	▼ -38.4%	▼ -0.7%
Transportation	57.3	57.5	53.2	55.6	50.4	43.9	50.4	57.3	59.2	20.7	▼ -65.1%	▼ -9.7%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Modoc												
Total (Current \$)	24.5	23.8	23.2	24.2	24.0	24.3	25.9	27.3	29.5	15.9	▼ -46.1%	▼ -4.2%
Other	1.9	1.8	1.6	1.6	1.4	1.2	1.3	1.5	1.6	0.6	▼ -64.8%	▼ -11.6%
Visitor	22.6	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	15.3	▼ -45.1%	▼ -3.8%
Non-transportation	18.4	18.1	18.0	18.9	19.3	20.0	21.2	21.9	23.8	13.5	▼ -43.4%	▼ -3.1%
Transportation	4.1	3.9	3.6	3.7	3.4	3.1	3.4	3.9	4.1	1.9	▼ -54.8%	▼ -7.6%
Mono												
Total (Current \$)	417.2	433.8	473.6	474.4	495.0	548.3	615.8	625.7	671.0	371.7	▼ -44.6%	▼ -1.1%
Other	3.3	3.2	2.9	2.9	2.6	2.4	2.9	3.4	3.6	1.5	▼ -58.3%	▼ -7.7%
Visitor	413.9	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	370.2	▼ -44.5%	▼ -1.1%
Non-transportation	364.9	381.1	421.3	421.8	446.0	499.9	557.0	560.8	603.1	339.5	▼ -43.7%	▼ -0.7%
Transportation	49.0	49.5	49.5	49.7	46.4	46.0	55.9	61.5	64.2	30.7	▼ -52.2%	▼ -4.6%
Monterey												
Total (Current \$)	2,274	2,427	2,495	2,602	2,702	2,759	2,820	3,136	3,241	1,496	▼ -53.8%	▼ -4.1%
Other	111	109	100	101	92	85	95	105	113	46	▼ -59.2%	▼ -8.4%
Visitor	2,163	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,450	▼ -53.6%	▼ -3.9%
Non-transportation	1,906	2,057	2,145	2,244	2,368	2,448	2,484	2,752	2,837	1,336	▼ -52.9%	▼ -3.5%
Transportation	256	261	250	257	241	226	242	278	291	114	▼ -60.9%	▼ -7.8%
Napa												
Total (Current \$)	1,192	1,281	1,334	1,412	1,475	1,629	1,659	1,793	1,855	846	▼ -54.4%	▼ -3.4%
Other	42	45	43	45	43	62	62	71	71	41	▼ -43.0%	▼ -0.4%
Visitor	1,149	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	805	▼ -54.9%	▼ -3.5%
Non-transportation	1,070	1,155	1,214	1,287	1,356	1,494	1,517	1,631	1,690	768	▼ -54.6%	▼ -3.3%
Transportation	79	81	76	80	75	74	80	91	95	38	▼ -60.0%	▼ -7.1%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Nevada												
Total (Current \$)	289.2	293.5	295.9	305.7	318.4	338.6	362.6	387.6	414.1	227.4	▼ -45.1%	▼ -2.4%
Other	21.3	21.2	19.7	17.3	15.3	13.4	15.1	17.5	18.3	6.4	▼ -64.8%	▼ -11.3%
Visitor	268.0	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	220.9	▼ -44.2%	▼ -1.9%
Non-transportation	224.8	230.5	237.3	248.5	265.9	290.1	308.7	325.7	348.7	199.0	▼ -43.0%	▼ -1.2%
Transportation	43.2	41.7	38.9	39.9	37.1	35.1	38.9	44.4	47.1	22.0	▼ -53.3%	▼ -6.5%
Orange												
Total (Current \$)	9,872	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,391	▼ -55.8%	▼ -4.3%
Other	1,399	1,367	1,371	1,485	1,467	1,512	1,564	1,736	1,789	999	▼ -44.2%	▼ -3.3%
Visitor	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%	▼ -4.4%
Non-transportation	7,621	8,242	8,954	9,732	10,533	11,268	11,544	11,443	11,926	5,136	▼ -56.9%	▼ -3.9%
Transportation	852	762	701	666	696	697	708	743	747	257	▼ -65.6%	▼ -11.3%
Placer												
Total (Current \$)	1,045	1,023	1,036	1,034	1,099	1,224	1,349	1,403	1,490	805	▼ -46.0%	▼ -2.6%
Other	79	75	69	70	64	62	75	87	93	38	▼ -59.5%	▼ -7.1%
Visitor	966	948	968	965	1,035	1,162	1,274	1,315	1,397	767	▼ -45.1%	▼ -2.3%
Non-transportation	834	822	849	847	922	1,052	1,150	1,176	1,251	706	▼ -43.6%	▼ -1.7%
Transportation	132	126	119	118	112	110	124	139	146	61	▼ -58.3%	▼ -7.4%
Plumas												
Total (Current \$)	112.5	117.7	114.1	115.3	112.5	114.4	118.8	131.2	149.7	100.3	▼ -33.0%	▼ -1.1%
Other	4.0	3.8	3.3	3.3	2.8	2.5	2.8	3.3	3.4	1.2	▼ -64.8%	▼ -11.3%
Visitor	108.4	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	99.1	▼ -32.2%	▼ -0.9%
Non-transportation	90.9	96.2	94.8	95.8	95.6	99.2	102.1	111.1	127.5	88.5	▼ -30.6%	▼ -0.3%
Transportation	17.5	17.7	15.9	16.2	14.1	12.7	13.9	16.8	18.7	10.6	▼ -43.4%	▼ -4.9%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Riverside												
Total (Current \$)	6,469	6,765	6,797	6,952	7,209	7,533	7,929	8,604	8,991	5,464	▼ -39.2%	▼ -1.7%
Other	604	584	553	560	520	505	505	584	599	254	▼ -57.6%	▼ -8.3%
Visitor	5,866	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	5,210	▼ -37.9%	▼ -1.2%
Non-transportation	4,991	5,295	5,404	5,528	5,865	6,231	6,555	7,037	7,348	4,667	▼ -36.5%	▼ -0.7%
Transportation	875	887	841	864	824	798	869	983	1,043	543	▼ -48.0%	▼ -4.7%
Sacramento												
Total (Current \$)	3,281	3,319	3,350	3,495	3,592	3,638	3,836	4,162	4,413	1,941	▼ -56.0%	▼ -5.1%
Other	748	754	733	767	778	769	791	865	932	395	▼ -57.6%	▼ -6.2%
Visitor	2,533	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,546	▼ -55.6%	▼ -4.8%
Non-transportation	1,757	1,796	1,857	1,934	2,032	2,104	2,235	2,412	2,542	1,179	▼ -53.6%	▼ -3.9%
Transportation	776	769	760	794	782	765	809	884	939	367	▼ -60.9%	▼ -7.2%
San Benito												
Total (Current \$)	89.1	90.8	89.5	93.6	92.7	95.2	107.4	119.5	125.4	62.7	▼ -50.0%	▼ -3.5%
Other	11.5	11.2	10.1	10.2	9.0	8.0	9.1	10.8	11.3	4.0	▼ -64.8%	▼ -10.1%
Visitor	77.6	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	58.7	▼ -48.5%	▼ -2.7%
Non-transportation	62.1	64.4	65.3	68.5	70.0	74.5	83.9	91.8	96.5	50.4	▼ -47.8%	▼ -2.1%
Transportation	15.5	15.2	14.1	14.9	13.7	12.7	14.3	16.8	17.6	8.3	▼ -52.9%	▼ -6.1%
San Bernardino												
Total (Current \$)	4,311	4,373	4,351	4,466	4,558	4,643	4,975	5,343	5,717	3,763	▼ -34.2%	▼ -1.4%
Other	643	621	571	585	552	524	578	650	688	299	▼ -56.5%	▼ -7.4%
Visitor	3,668	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,464	▼ -31.1%	▼ -0.6%
Non-transportation	2,900	2,993	3,057	3,137	3,299	3,448	3,669	3,885	4,170	2,998	▼ -28.1%	▲ 0.3%
Transportation	768	759	723	744	707	671	728	808	859	466	▼ -45.7%	▼ -4.9%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
San Diego												
Total (Current \$)	11,443	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,716	▼ -58.6%	▼ -6.7%
Other	1,474	1,474	1,435	1,478	1,482	1,530	1,632	1,798	1,933	929	▼ -51.9%	▼ -4.5%
Visitor	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%	▼ -7.1%
Non-transportation	8,550	8,650	8,911	9,285	9,591	10,229	10,747	10,504	10,449	4,316	▼ -58.7%	▼ -6.6%
Transportation	1,419	1,316	1,255	1,257	1,247	1,237	1,315	1,350	1,410	471	▼ -66.6%	▼ -10.4%
San Francisco												
Total (Current \$)	9,531	9,792	10,672	12,269	12,992	13,192	13,404	13,906	14,156	4,526	▼ -68.0%	▼ -7.2%
Other	1,372	1,473	1,812	2,001	2,098	2,318	2,645	2,792	2,863	1,576	▼ -45.0%	▲ 1.4%
Visitor	8,159	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	2,951	▼ -73.9%	▼ -9.7%
Non-transportation	6,636	6,734	7,196	8,451	9,066	9,101	8,973	9,263	9,442	2,486	▼ -73.7%	▼ -9.4%
Transportation	1,523	1,584	1,664	1,816	1,829	1,774	1,785	1,851	1,851	464	▼ -74.9%	▼ -11.2%
San Joaquin												
Total (Current \$)	786.2	803.4	789.5	809.4	809.8	827.7	878.3	940.8	993.4	503.8	▼ -49.3%	▼ -4.4%
Other	150.1	144.7	130.7	133.0	119.4	106.6	120.0	140.4	145.9	53.7	▼ -63.2%	▼ -9.8%
Visitor	636.1	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	450.1	▼ -46.9%	▼ -3.4%
Non-transportation	451.6	475.3	487.5	501.4	527.6	567.0	591.9	615.2	653.8	374.7	▼ -42.7%	▼ -1.8%
Transportation	184.5	183.4	171.3	175.0	162.8	154.1	166.3	185.2	193.7	75.4	▼ -61.1%	▼ -8.6%
San Luis Obispo												
Total (Current \$)	1,459	1,540	1,586	1,629	1,669	1,680	1,782	1,915	2,019	1,192	▼ -41.0%	▼ -2.0%
Other	80	80	77	67	62	57	66	78	83	30	▼ -64.3%	▼ -9.5%
Visitor	1,379	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,162	▼ -40.0%	▼ -1.7%
Non-transportation	1,171	1,250	1,307	1,354	1,413	1,444	1,517	1,608	1,691	1,045	▼ -38.2%	▼ -1.1%
Transportation	207	210	203	208	194	179	199	229	244	117	▼ -52.1%	▼ -5.6%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
San Mateo												
Total (Current \$)	3,066	3,232	3,340	3,519	3,730	3,813	3,997	4,357	4,492	1,722	▼ -61.7%	▼ -5.6%
Other	288	246	244	261	303	294	336	374	433	249	▼ -42.6%	▼ -1.5%
Visitor	2,778	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,473	▼ -63.7%	▼ -6.1%
Non-transportation	2,193	2,370	2,477	2,613	2,785	2,879	2,999	3,265	3,338	1,205	▼ -63.9%	▼ -5.8%
Transportation	586	616	620	645	642	639	663	718	721	268	▼ -62.8%	▼ -7.5%
Santa Barbara												
Total (Current \$)	1,691	1,722	1,745	1,853	1,906	1,904	1,953	1,983	2,141	1,020	▼ -52.4%	▼ -4.9%
Other	144	144	137	139	131	129	135	151	164	71	▼ -56.9%	▼ -6.9%
Visitor	1,547	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	949	▼ -52.0%	▼ -4.8%
Non-transportation	1,293	1,327	1,366	1,460	1,536	1,555	1,583	1,576	1,696	843	▼ -50.3%	▼ -4.2%
Transportation	254	251	242	254	238	219	235	256	280	107	▼ -62.0%	▼ -8.3%
Santa Clara												
Total (Current \$)	4,927	5,184	5,391	5,769	6,090	6,304	7,221	7,446	7,629	2,919	▼ -61.7%	▼ -5.1%
Other	857	894	925	975	1,049	1,084	1,203	1,272	1,414	722	▼ -49.0%	▼ -1.7%
Visitor	4,070	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,198	▼ -64.6%	▼ -6.0%
Non-transportation	3,231	3,459	3,638	3,915	4,178	4,375	5,074	5,150	5,157	1,876	▼ -63.6%	▼ -5.3%
Transportation	839	832	828	879	862	845	944	1,024	1,057	321	▼ -69.6%	▼ -9.2%
Santa Cruz												
Total (Current \$)	837	868	870	904	928	946	1,023	1,078	1,075	503	▼ -53.2%	▼ -5.0%
Other	61	58	53	55	48	42	47	53	55	22	▼ -60.6%	▼ -9.7%
Visitor	776	810	816	849	880	903	976	1,025	1,020	481	▼ -52.8%	▼ -4.7%
Non-transportation	652	687	702	733	773	806	868	902	895	426	▼ -52.4%	▼ -4.2%
Transportation	125	123	114	116	106	97	108	123	125	55	▼ -55.9%	▼ -7.8%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Shasta												
Total (Current \$)	418.8	426.7	418.9	430.1	428.0	439.4	460.9	509.7	544.7	296.0	▼ -45.7%	▼ -3.4%
Other	41.3	38.9	35.1	34.7	32.1	29.7	32.4	36.9	39.7	14.4	▼ -63.8%	▼ -10.0%
Visitor	377.5	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	281.6	▼ -44.2%	▼ -2.9%
Non-transportation	300.7	312.5	313.9	323.8	330.4	348.1	361.4	395.0	421.5	248.4	▼ -41.1%	▼ -1.9%
Transportation	76.8	75.3	70.0	71.6	65.5	61.5	67.0	77.7	83.5	33.2	▼ -60.2%	▼ -8.0%
Sierra												
Total (Current \$)	18.0	19.0	18.8	18.4	17.7	16.8	18.2	18.3	19.4	11.6	▼ -40.5%	▼ -4.4%
Other	0.6	0.6	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.2	▼ -64.8%	▼ -11.3%
Visitor	17.4	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	11.4	▼ -39.8%	▼ -4.2%
Non-transportation	15.1	16.1	16.1	15.8	15.5	14.9	16.0	15.9	16.9	10.4	▼ -38.5%	▼ -3.7%
Transportation	2.3	2.3	2.1	2.0	1.8	1.6	1.8	1.9	2.0	1.0	▼ -51.1%	▼ -8.0%
Siskiyou												
Total (Current \$)	166.6	170.6	167.2	170.4	171.9	174.6	186.5	192.6	206.0	129.0	▼ -37.4%	▼ -2.5%
Other	9.4	8.9	7.9	7.9	7.0	6.3	7.0	8.1	8.4	3.1	▼ -62.6%	▼ -10.4%
Visitor	157.2	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	125.9	▼ -36.3%	▼ -2.2%
Non-transportation	132.6	137.6	137.3	140.3	144.7	149.9	158.9	161.8	173.5	113.7	▼ -34.5%	▼ -1.5%
Transportation	24.6	24.2	21.9	22.2	20.2	18.5	20.5	22.7	24.1	12.2	▼ -49.4%	▼ -6.7%
Solano												
Total (Current \$)	664.6	669.3	695.6	711.2	704.4	730.8	766.4	799.7	823.5	328.1	▼ -60.2%	▼ -6.8%
Other	88.2	84.7	76.6	78.0	72.3	65.1	73.4	85.1	88.5	34.2	▼ -61.4%	▼ -9.0%
Visitor	576.3	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	293.9	▼ -60.0%	▼ -6.5%
Non-transportation	492.4	503.5	541.1	554.5	561.1	599.0	620.2	633.7	652.2	273.6	▼ -58.1%	▼ -5.7%
Transportation	84.0	81.0	77.8	78.7	71.0	66.7	72.8	80.9	82.8	20.3	▼ -75.5%	▼ -13.2%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Sonoma												
Total (Current \$)	1,593	1,699	1,756	1,828	1,876	1,975	2,084	2,200	2,237	1,137	▼ -49.2%	▼ -3.3%
Other	129	133	126	130	124	143	158	176	183	100	▼ -45.3%	▼ -2.5%
Visitor	1,464	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,037	▼ -49.5%	▼ -3.4%
Non-transportation	1,294	1,389	1,459	1,522	1,587	1,674	1,754	1,833	1,857	954	▼ -48.6%	▼ -3.0%
Transportation	170	177	171	176	165	158	172	191	198	84	▼ -57.8%	▼ -6.8%
Stanislaus												
Total (Current \$)	552.8	555.5	538.2	547.0	557.4	564.0	587.2	633.0	670.8	287.1	▼ -57.2%	▼ -6.3%
Other	114.9	106.8	96.6	96.7	86.3	77.1	87.1	101.2	105.3	39.1	▼ -62.8%	▼ -10.2%
Visitor	437.9	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	248.0	▼ -56.2%	▼ -5.5%
Non-transportation	314.6	327.5	329.5	337.0	363.8	386.7	393.3	412.4	440.6	208.5	▼ -52.7%	▼ -4.0%
Transportation	123.3	121.2	112.1	113.3	107.3	100.3	106.8	119.5	124.9	39.5	▼ -68.4%	▼ -10.8%
Sutter												
Total (Current \$)	93.9	90.9	88.1	91.5	89.4	88.4	97.1	109.4	114.2	48.0	▼ -57.9%	▼ -6.5%
Other	19.6	18.8	17.0	17.1	15.2	13.5	15.1	17.5	18.3	6.7	▼ -63.5%	▼ -10.2%
Visitor	74.3	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	41.4	▼ -56.9%	▼ -5.7%
Non-transportation	54.3	53.3	53.7	56.5	58.1	60.3	65.8	72.8	76.4	35.7	▼ -53.2%	▼ -4.1%
Transportation	20.0	18.8	17.4	17.9	16.1	14.6	16.2	19.1	19.6	5.6	▼ -71.2%	▼ -11.9%
Tehama												
Total (Current \$)	116.2	126.0	124.8	127.1	128.5	129.0	134.2	148.7	160.7	88.5	▼ -44.9%	▼ -2.7%
Other	13.0	12.4	11.0	11.0	9.8	8.5	9.7	11.2	11.7	4.1	▼ -64.8%	▼ -10.8%
Visitor	103.3	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	84.4	▼ -43.3%	▼ -2.0%
Non-transportation	84.4	93.1	94.8	96.9	101.1	104.4	107.1	117.2	127.4	75.0	▼ -41.2%	▼ -1.2%
Transportation	18.9	20.5	19.0	19.1	17.6	16.0	17.5	20.3	21.6	9.5	▼ -56.1%	▼ -6.7%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Trinity												
Total (Current \$)	54.5	52.2	51.6	51.9	50.0	52.8	55.9	56.4	60.7	42.7	▼ -29.7%	▼ -2.4%
Other	2.8	2.7	2.4	2.3	2.0	1.7	1.9	2.2	2.3	0.8	▼ -64.8%	▼ -11.7%
Visitor	51.7	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	41.9	▼ -28.3%	▼ -2.1%
Non-transportation	42.2	41.1	41.3	41.5	40.9	44.3	46.6	46.1	49.7	36.5	▼ -26.4%	▼ -1.4%
Transportation	9.5	8.5	7.9	8.1	7.1	6.7	7.4	8.1	8.7	5.3	▼ -39.2%	▼ -5.6%
Tulare												
Total (Current \$)	435.0	445.9	431.9	453.2	419.3	383.9	478.9	512.1	540.5	293.0	▼ -45.8%	▼ -3.9%
Other	97.7	91.6	83.6	84.3	74.4	66.0	74.4	85.7	89.2	33.2	▼ -62.8%	▼ -10.2%
Visitor	337.3	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	259.8	▼ -42.4%	▼ -2.6%
Non-transportation	255.8	272.8	274.2	291.9	278.7	260.1	334.9	347.8	368.8	227.8	▼ -38.2%	▼ -1.2%
Transportation	81.5	81.5	74.1	77.0	66.3	57.8	69.7	78.6	82.4	32.0	▼ -61.2%	▼ -8.9%
Tuolumne												
Total (Current \$)	187.0	198.1	189.3	192.0	205.6	223.6	250.3	255.1	273.1	172.8	▼ -36.7%	▼ -0.8%
Other	12.1	11.8	10.5	10.4	9.1	8.1	9.1	10.6	11.1	4.4	▼ -60.4%	▼ -9.6%
Visitor	175.0	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	168.5	▼ -35.7%	▼ -0.4%
Non-transportation	147.8	159.2	154.8	157.1	173.1	193.1	215.7	216.6	232.3	152.9	▼ -34.2%	▲ 0.3%
Transportation	27.1	27.1	24.0	24.5	23.4	22.4	25.4	27.9	29.7	15.5	▼ -47.7%	▼ -5.4%
Ventura												
Total (Current \$)	1,485	1,534	1,550	1,593	1,634	1,645	1,707	1,793	1,827	917	▼ -49.8%	▼ -4.7%
Other	229	222	207	212	197	183	199	224	229	124	▼ -45.9%	▼ -5.9%
Visitor	1,256	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	793	▼ -50.4%	▼ -4.5%
Non-transportation	1,017	1,072	1,113	1,146	1,217	1,258	1,291	1,333	1,359	688	▼ -49.4%	▼ -3.8%
Transportation	239	240	230	235	220	204	217	236	238	105	▼ -56.1%	▼ -7.9%

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County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Spending (\$Million)												
Yolo												
Total (Current \$)	346.9	349.4	349.6	359.1	356.3	355.3	412.8	458.8	454.3	245.7	▼ -45.9%	▼ -3.4%
Other	43.8	42.9	39.7	39.1	34.7	30.5	34.7	40.6	42.7	15.8	▼ -62.9%	▼ -9.7%
Visitor	303.1	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	229.9	▼ -44.2%	▼ -2.7%
Non-transportation	245.5	250.7	257.9	266.6	273.5	280.9	327.2	357.7	351.7	207.3	▼ -41.1%	▼ -1.7%
Transportation	57.6	55.8	52.0	53.4	48.2	43.9	50.9	60.5	59.9	22.6	▼ -62.3%	▼ -8.9%
Yuba												
Total (Current \$)	94.1	91.0	86.4	86.1	78.2	77.0	93.4	105.0	113.0	53.3	▼ -52.9%	▼ -5.5%
Other	14.9	14.3	12.9	12.9	11.5	10.2	11.7	13.7	14.3	5.0	▼ -64.8%	▼ -10.3%
Visitor	79.2	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	48.3	▼ -51.1%	▼ -4.8%
Non-transportation	58.3	57.2	56.0	55.1	51.0	52.5	64.8	71.1	77.3	40.0	▼ -48.3%	▼ -3.7%
Transportation	20.9	19.5	17.5	18.0	15.7	14.3	16.9	20.2	21.5	8.3	▼ -61.5%	▼ -8.9%

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County / Summary Trend

Travel Industry Employment 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Employment (Jobs)												
Alameda	24,380	25,280	27,280	28,180	28,830	29,050	30,170	32,310	31,830	22,260	▼ -30.1%	▼ -0.9%
Alpine	260	300	300	250	240	280	280	300	310	300	▼ -5.1%	▲ 1.5%
Amador	1,830	1,880	1,870	1,920	1,970	2,050	2,140	2,210	2,300	2,080	▼ -9.7%	▲ 1.3%
Butte	3,350	3,450	3,550	3,560	3,500	3,580	3,810	3,980	4,020	3,090	▼ -22.9%	▼ -0.8%
Calaveras	2,000	2,100	2,170	2,210	2,400	2,490	2,670	2,760	2,770	2,440	▼ -11.9%	▲ 2.0%
Colusa	530	590	640	650	610	630	640	680	710	650	▼ -7.9%	▲ 2.2%
Contra Costa	15,180	15,790	16,410	16,310	16,250	17,870	17,930	17,980	18,230	12,650	▼ -30.6%	▼ -1.8%
Del Norte	1,320	1,330	1,400	1,400	1,400	1,400	1,430	1,560	1,600	1,350	▼ -16.1%	▲ 0.2%
El Dorado	8,810	9,350	10,310	10,690	11,470	11,630	12,750	12,820	13,470	11,000	▼ -18.3%	▲ 2.2%
Fresno	11,900	12,600	12,580	13,060	13,280	13,390	13,910	14,860	15,240	12,080	▼ -20.7%	▲ 0.2%
Glenn	810	810	790	830	710	580	720	760	770	610	▼ -21.2%	▼ -2.9%
Humboldt	4,970	5,120	5,350	5,310	5,540	5,500	5,680	6,070	5,970	4,690	▼ -21.4%	▼ -0.6%
Imperial	3,720	3,990	4,340	4,650	4,520	4,520	4,450	4,120	4,250	3,430	▼ -19.3%	▼ -0.8%
Inyo	2,220	2,330	2,390	2,260	2,260	2,290	2,390	2,510	2,790	2,280	▼ -18.4%	▲ 0.3%
Kern	14,420	14,820	15,680	15,790	16,520	15,560	17,300	18,170	18,500	14,990	▼ -19.0%	▲ 0.4%
Kings	1,860	1,880	1,890	1,930	2,050	2,020	1,990	2,300	2,300	2,080	▼ -9.7%	▲ 1.1%
Lake	1,800	1,780	1,700	1,630	1,590	1,630	1,620	1,750	1,760	1,620	▼ -8.0%	▼ -1.0%
Lassen	1,060	1,040	950	940	940	900	880	970	1,120	830	▼ -25.2%	▼ -2.4%
Los Angeles	168,300	178,120	188,060	192,230	203,160	216,460	223,160	232,230	240,020	177,340	▼ -26.1%	▲ 0.5%
Madera	2,650	2,820	3,170	3,520	3,210	3,540	4,050	4,320	4,350	3,800	▼ -12.6%	▲ 3.7%

County / Summary Trend

Travel Industry Employment 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Employment (Jobs)												
Marin	5,210	5,600	5,810	5,980	5,990	6,220	6,250	6,460	6,640	4,500	▼ -32.2%	▼ -1.5%
Mariposa	3,990	4,290	4,180	4,370	4,570	4,270	4,390	3,810	4,100	3,870	▼ -5.7%	▼ -0.3%
Mendocino	5,040	5,240	6,360	6,690	6,490	7,040	7,200	6,170	6,400	4,590	▼ -28.2%	▼ -0.9%
Merced	2,190	2,400	2,790	3,190	3,150	3,030	3,150	3,150	3,190	2,550	▼ -20.2%	▲ 1.5%
Modoc	370	370	350	320	290	290	300	290	310	280	▼ -9.1%	▼ -2.5%
Mono	3,270	3,720	4,180	4,450	4,930	5,200	5,580	5,840	6,080	4,630	▼ -23.9%	▲ 3.5%
Monterey	20,510	22,750	23,310	23,970	24,210	24,860	24,500	26,630	27,160	20,370	▼ -25.0%	▼ -0.1%
Napa	13,000	14,010	14,990	16,100	15,860	16,760	17,510	18,610	18,850	12,710	▼ -32.6%	▼ -0.2%
Nevada	2,950	3,080	3,410	3,390	3,290	3,450	3,680	3,860	4,020	3,370	▼ -16.3%	▲ 1.3%
Orange	93,720	98,350	107,800	115,100	121,960	129,520	131,090	130,420	132,370	88,340	▼ -33.3%	▼ -0.6%
Placer	11,630	11,210	11,900	11,210	11,380	12,950	14,190	14,440	14,610	11,540	▼ -21.0%	▼ -0.1%
Plumas	1,210	1,260	1,280	1,250	1,250	1,260	1,280	1,400	1,560	1,340	▼ -13.7%	▲ 1.0%
Riverside	61,060	65,640	68,540	71,850	74,260	77,900	79,740	84,190	86,600	69,880	▼ -19.3%	▲ 1.4%
Sacramento	26,790	27,300	28,180	28,610	28,970	29,520	30,340	32,270	33,430	24,360	▼ -27.1%	▼ -0.9%
San Benito	750	820	830	830	850	910	940	940	1,020	880	▼ -13.2%	▲ 1.6%
San Bernardino	44,000	45,860	49,490	49,100	51,430	53,180	55,430	55,230	57,490	46,140	▼ -19.7%	▲ 0.5%
San Diego	98,530	98,080	101,360	101,670	101,510	109,110	111,240	102,890	101,500	71,790	▼ -29.3%	▼ -3.1%
San Francisco	52,950	52,540	54,540	61,750	66,200	66,600	66,970	67,420	66,580	39,510	▼ -40.7%	▼ -2.9%
San Joaquin	6,790	7,220	7,800	8,110	8,100	8,500	8,940	9,190	9,540	7,350	▼ -23.0%	▲ 0.8%
San Luis Obispo	16,120	17,890	18,520	18,580	18,530	18,930	20,550	21,340	22,860	17,830	▼ -22.0%	▲ 1.0%

County / Summary Trend

Travel Industry Employment 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
Employment (Jobs)												
San Mateo	37,570	40,460	43,130	44,160	46,560	48,790	50,680	52,940	45,350	32,660	▼ -28.0%	▼ -1.4%
Santa Barbara	15,500	15,990	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,200	▼ -23.7%	▼ -0.2%
Santa Clara	33,600	36,000	38,440	39,610	40,630	42,450	43,090	42,380	42,880	27,910	▼ -34.9%	▼ -1.8%
Santa Cruz	8,970	9,450	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,510	▼ -31.5%	▼ -1.8%
Shasta	4,120	4,420	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,400	▼ -13.0%	▲ 0.7%
Sierra	210	230	210	200	240	210	220	240	270	220	▼ -17.0%	▲ 0.3%
Siskiyou	2,010	2,110	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,650	▼ -10.6%	▼ -2.0%
Solano	8,180	8,510	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,260	▼ -33.1%	▼ -2.6%
Sonoma	17,700	18,870	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,260	▼ -27.3%	▼ -0.8%
Stanislaus	5,270	5,530	5,640	5,920	6,030	6,260	6,440	6,620	6,870	5,060	▼ -26.3%	▼ -0.4%
Sutter	1,210	1,200	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,090	▼ -23.8%	▼ -1.1%
Tehama	1,270	1,420	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,570	▼ -10.1%	▲ 2.2%
Trinity	830	860	790	750	690	710	680	650	710	670	▼ -5.5%	▼ -2.1%
Tulare	4,140	4,420	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,580	▼ -17.0%	▲ 1.0%
Tuolumne	1,930	2,130	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,060	▼ -15.3%	▲ 0.7%
Ventura	14,610	15,430	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,560	▼ -20.4%	▼ -0.7%
Yolo	4,050	4,330	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,840	▼ -26.5%	▼ -0.5%
Yuba	1,060	1,040	1,120	1,030	910	950	1,110	1,230	1,230	1,030	▼ -16.3%	▼ -0.3%

Employment includes CARES act support, data limitations prevent disaggregation

Alameda County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	2,574	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,387	▼ -60.7%
Other Travel*	801	788	771	815	838	837	913	967	996	452	▼ -54.6%
TOTAL	3,375	3,463	3,543	3,738	3,896	3,974	4,170	4,502	4,524	1,840	▼ -59.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,426	1,506	1,601	1,727	1,856	1,932	1,981	2,149	2,129	1,041	▼ -51.1%
Private Home	517	527	523	534	539	544	589	648	669	174	▼ -73.9%
Campground	2	2	5	6	6	6	6	7	7	6	▼ -15.9%
2nd Home	15	16	15	16	16	17	18	19	20	22	▲ 12.2%
Day Travel	614	625	628	640	641	638	662	713	704	144	▼ -79.5%
TOTAL	2,574	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,387	▼ -60.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	404	446	509	590	683	733	761	843	843	396	▼ -52.9%
Food Service	701	726	751	771	804	833	869	941	943	389	▼ -58.7%
Food Stores	88	92	92	95	98	97	98	103	101	35	▼ -65.2%
Local Tran. & Gas	455	456	447	463	440	420	444	497	491	163	▼ -66.8%
Arts, Ent. & Rec.	356	369	380	390	398	404	412	435	425	164	▼ -61.4%
Retail Sales	367	374	381	389	393	394	424	470	487	173	▼ -64.5%
Visitor Air Tran.	204	212	213	226	243	255	248	246	239	67	▼ -71.9%
TOTAL	2,574	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,387	▼ -60.7%

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

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

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

Alameda County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	410	439	491	525	582	633	675	760	781	545	▼ -30.1%
Arts, Ent. & Rec.	157	169	178	193	201	224	233	267	265	137	▼ -48.3%
Retail**	60	63	64	67	70	72	74	82	84	67	▼ -19.5%
Ground Tran.	46	51	51	55	60	64	69	89	93	38	▼ -58.9%
Visitor Air Tran.	120	128	142	144	159	143	160	169	161	151	▼ -5.9%
Other Travel*	239	248	271	283	315	296	342	360	363	340	▼ -6.3%
TOTAL	1,033	1,097	1,196	1,269	1,387	1,433	1,553	1,727	1,745	1,279	▼ -26.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	13,720	14,360	15,600	16,000	16,590	16,870	17,240	18,550	18,170	12,570	▼ -30.8%
Arts, Ent. & Rec.	3,480	3,730	4,070	4,330	4,090	4,160	4,370	4,710	4,620	2,610	▼ -43.4%
Retail**	1,850	1,860	1,930	1,970	1,960	2,000	2,000	2,100	2,070	1,510	▼ -27.0%
Ground Tran.	1,170	1,230	1,280	1,330	1,380	1,390	1,410	1,690	1,770	1,100	▼ -37.8%
Visitor Air Tran.	1,190	1,220	1,280	1,310	1,390	1,320	1,500	1,520	1,490	1,250	▼ -15.9%
Other Travel*	2,960	2,880	3,120	3,240	3,430	3,310	3,660	3,740	3,720	3,210	▼ -13.7%
TOTAL	24,380	25,280	27,280	28,180	28,830	29,050	30,170	32,310	31,830	22,260	▼ -30.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Alameda County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	112	119	129	140	154	162	178	198	198	99	▼ -49.9%
State Tax Receipts	156	152	160	167	166	161	163	184	188	83	▼ -56.0%
TOTAL	269	271	289	307	321	324	341	383	387	182	▼ -52.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	73	79	85	94	105	113	125	140	139	61	▼ -56.5%
Business or Employee	40	41	44	46	49	49	53	59	59	39	▼ -34.3%
TOTAL	112	119	129	140	154	162	178	198	198	99	▼ -49.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	124	118	121	125	122	118	121	141	145	55	▼ -61.7%
Business or Employee	33	34	39	41	44	43	42	43	44	28	▼ -37.0%
TOTAL	156	152	160	167	166	161	163	184	188	83	▼ -56.0%

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

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

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

Alpine County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	25.9	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	25.4	▼ -33.1%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	▼ -64.8%
TOTAL	26.1	27.5	27.8	26.6	28.8	33.7	34.6	35.9	38.1	25.4	▼ -33.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	14.9	16.0	16.4	15.0	17.0	21.8	21.6	22.0	23.6	12.8	▼ -45.5%
Private Home	0.5	0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.2	▼ -66.0%
Campground	2.9	2.9	3.0	3.3	3.3	3.4	3.5	3.7	4.0	3.4	▼ -15.7%
2nd Home	5.6	5.7	5.7	5.5	5.8	5.9	6.5	7.1	7.2	8.3	▲ 14.6%
Day Travel	1.9	2.0	2.0	2.0	2.1	2.1	2.3	2.4	2.5	0.7	▼ -73.7%
TOTAL	25.9	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	25.4	▼ -33.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	7.8	8.2	8.5	8.2	9.1	11.0	11.2	11.3	12.1	9.0	▼ -25.7%
Food Service	7.5	8.0	8.2	7.7	8.5	10.3	10.5	10.9	11.6	7.3	▼ -36.9%
Food Stores	1.3	1.3	1.3	1.4	1.5	1.6	1.6	1.6	1.7	1.3	▼ -22.6%
Local Tran. & Gas	2.8	2.8	2.5	2.5	2.3	2.2	2.4	2.8	3.0	1.7	▼ -42.7%
Arts, Ent. & Rec.	3.9	4.2	4.3	4.1	4.4	5.1	5.1	5.2	5.4	3.4	▼ -36.6%
Retail Sales	2.6	2.7	2.7	2.6	2.9	3.4	3.6	4.0	4.2	2.7	▼ -36.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	25.9	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	25.4	▼ -33.1%

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

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

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

Alpine County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3.8	4.1	4.2	3.6	3.1	3.8	3.9	4.0	4.4	4.2	▼ -4.1%
Arts, Ent. & Rec.	0.7	0.8	0.8	0.7	0.6	0.7	0.7	0.7	0.8	0.7	▼ -6.4%
Retail**	0.5	0.5	0.5	0.5	0.6	0.7	0.7	0.7	0.8	1.2	▲ 57.0%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 2.6%
TOTAL	5.0	5.4	5.5	4.8	4.3	5.1	5.2	5.4	5.9	6.1	▲ 3.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	200	240	240	200	190	220	220	240	250	230	▼ -9.4%
Arts, Ent. & Rec.	30	40	40	30	30	30	30	30	40	30	▼ -13.9%
Retail**	20	20	20	20	20	30	30	30	30	40	▲ 44.0%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -4.9%
TOTAL	260	300	300	250	240	280	280	300	310	300	▼ -5.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Alpine County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.8	0.8	0.8	0.8	0.8	1.0	1.1	1.1	1.2	0.8	▼ -29.6%
State Tax Receipts	0.9	0.9	0.9	0.9	0.9	1.0	1.0	1.1	1.2	0.8	▼ -30.8%
TOTAL	1.7	1.7	1.8	1.7	1.7	2.0	2.1	2.2	2.4	1.6	▼ -30.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.6	0.6	0.7	0.6	0.7	0.9	0.9	0.9	1.0	0.7	▼ -33.4%
Business or Employee	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	▼ -7.5%
TOTAL	0.8	0.8	0.8	0.8	0.8	1.0	1.1	1.1	1.2	0.8	▼ -29.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9	1.0	0.6	▼ -34.9%
Business or Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -11.2%
TOTAL	0.9	0.9	0.9	0.9	0.9	1.0	1.0	1.1	1.2	0.8	▼ -30.8%

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

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

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

Amador County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	118.3	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	87.5	▼ -44.7%
Other Travel*	7.7	7.3	6.4	6.4	5.7	5.1	5.8	6.9	7.2	2.5	▼ -64.8%
TOTAL	125.9	128.9	121.4	130.5	133.5	140.3	143.7	155.6	165.5	90.1	▼ -45.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	43.3	43.5	43.1	45.8	49.5	55.2	53.5	57.8	62.1	34.1	▼ -45.1%
Private Home	21.3	21.1	20.2	20.7	19.5	19.7	21.3	24.0	25.7	8.7	▼ -66.1%
Campground	16.4	18.9	15.6	19.4	19.4	19.6	20.6	21.6	23.3	19.6	▼ -15.9%
2nd Home	11.9	11.8	11.4	11.6	12.0	12.2	13.3	14.6	14.9	17.1	▲ 14.6%
Day Travel	25.5	26.3	24.6	26.6	27.3	28.5	29.1	30.7	32.2	8.0	▼ -75.1%
TOTAL	118.3	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	87.5	▼ -44.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	18.7	19.1	18.8	21.0	22.8	25.6	26.1	27.8	29.9	22.5	▼ -25.0%
Food Service	32.1	33.1	32.1	33.9	36.0	39.0	39.3	42.0	44.6	23.4	▼ -47.5%
Food Stores	8.2	9.0	7.9	9.1	9.4	9.5	9.5	9.8	10.3	6.9	▼ -33.5%
Local Tran. & Gas	18.9	18.9	16.3	17.8	16.5	15.5	16.7	19.3	20.5	10.0	▼ -51.4%
Arts, Ent. & Rec.	27.1	28.0	27.0	28.7	30.0	32.0	31.4	32.7	34.0	15.8	▼ -53.6%
Retail Sales	13.2	13.5	12.8	13.6	13.1	13.8	14.8	17.1	18.8	9.0	▼ -52.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	118.3	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	87.5	▼ -44.7%

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

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

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

Amador County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	25.0	26.2	27.9	29.1	31.3	34.8	40.4	47.3	52.2	44.7	▼ -14.5%
Arts, Ent. & Rec.	12.5	13.4	12.4	13.8	12.9	13.9	14.9	14.3	15.0	13.4	▼ -11.0%
Retail**	3.0	3.3	3.0	3.4	3.4	3.7	4.0	4.4	4.6	5.9	▲ 27.5%
Ground Tran.	1.3	1.4	1.3	1.5	1.6	1.8	2.0	2.9	3.2	1.3	▼ -59.6%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▲ 2.7%
TOTAL	42.1	44.5	44.9	47.9	49.4	54.4	61.6	69.2	75.4	65.6	▼ -13.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	880	920	960	940	970	990	1,100	1,240	1,350	1,120	▼ -16.6%
Arts, Ent. & Rec.	790	790	750	800	830	870	850	740	720	700	▼ -3.5%
Retail**	120	120	110	130	130	130	140	150	150	180	▲ 18.1%
Ground Tran.	40	40	40	40	40	40	40	60	60	60	▼ -4.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	10	10	<10	10	10	10	10	10	10	10	▼ -7.7%
TOTAL	1,830	1,880	1,870	1,920	1,970	2,050	2,140	2,210	2,300	2,080	▼ -9.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Amador County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.9	3.0	3.0	3.3	3.7	4.1	4.3	4.9	5.4	3.8	▼ -29.0%
State Tax Receipts	6.3	6.2	6.0	6.5	6.4	6.4	6.6	7.5	8.1	4.7	▼ -41.8%
TOTAL	9.2	9.2	9.0	9.8	10.1	10.6	10.9	12.4	13.4	8.5	▼ -36.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.4	1.5	1.5	1.7	2.1	2.4	2.5	2.8	3.0	2.0	▼ -34.2%
Business or Employee	1.5	1.5	1.5	1.6	1.6	1.7	1.9	2.1	2.3	1.8	▼ -22.2%
TOTAL	2.9	3.0	3.0	3.3	3.7	4.1	4.3	4.9	5.4	3.8	▼ -29.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.9	4.7	4.5	4.8	4.7	4.7	4.8	5.6	6.0	3.1	▼ -47.9%
Business or Employee	1.4	1.5	1.5	1.7	1.7	1.7	1.8	1.9	2.0	1.6	▼ -23.8%
TOTAL	6.3	6.2	6.0	6.5	6.4	6.4	6.6	7.5	8.1	4.7	▼ -41.8%

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

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

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

Butte County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	258.0	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	175.4	▼ -48.2%
Other Travel*	48.0	46.7	42.4	42.4	36.1	32.0	36.0	42.1	43.7	16.1	▼ -63.1%
TOTAL	306.0	309.3	304.1	308.3	301.1	302.4	331.7	354.2	382.5	191.5	▼ -49.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	81.1	84.3	87.0	88.9	91.9	97.1	108.5	114.0	129.0	80.1	▼ -37.9%
Private Home	57.5	57.6	55.5	55.5	52.7	51.9	58.1	63.2	68.3	22.5	▼ -67.1%
Campground	16.0	16.2	16.6	18.1	18.4	18.6	19.5	20.5	22.1	18.6	▼ -15.9%
2nd Home	26.5	27.0	26.5	27.0	26.3	26.8	28.1	29.9	30.6	34.4	▲ 12.3%
Day Travel	76.9	77.5	76.2	76.4	75.8	76.1	81.5	84.7	88.8	19.9	▼ -77.6%
TOTAL	258.0	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	175.4	▼ -48.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	43.5	45.3	47.2	50.0	53.1	56.5	62.2	64.7	74.6	60.7	▼ -18.7%
Food Service	67.0	69.0	70.2	70.5	73.3	77.3	83.6	86.8	92.9	43.0	▼ -53.7%
Food Stores	14.5	15.0	14.7	15.3	15.8	15.9	16.3	16.4	17.2	10.7	▼ -37.7%
Local Tran. & Gas	60.4	59.0	54.4	55.0	49.8	45.7	51.6	58.2	61.5	21.8	▼ -64.6%
Arts, Ent. & Rec.	33.6	34.7	35.2	35.4	35.9	37.2	39.2	39.8	41.5	19.1	▼ -54.0%
Retail Sales	38.5	39.1	39.1	39.0	37.1	37.9	42.8	46.4	51.0	20.1	▼ -60.6%
Visitor Air Tran.	0.4	0.5	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	258.0	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	175.4	▼ -48.2%

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

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

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

Butte County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	40.5	42.7	45.7	47.7	50.0	53.7	59.2	65.4	72.6	59.6	▼ -17.9%
Arts, Ent. & Rec.	14.3	15.3	15.2	15.5	15.5	16.8	20.1	22.4	24.1	13.1	▼ -45.8%
Retail**	7.5	7.8	7.8	8.0	8.1	8.5	9.5	9.9	10.4	10.7	▲ 3.1%
Ground Tran.	3.6	3.9	3.9	4.0	4.2	4.7	5.7	8.0	8.8	2.7	▼ -69.1%
Visitor Air Tran.	0.2	0.2	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	2.2	2.3	2.2	2.4	1.6	1.8	1.8	1.9	2.1	2.1	▲ 0.1%
TOTAL	68.4	72.2	75.2	78.1	79.4	85.5	96.3	107.6	118.1	88.3	▼ -25.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,930	1,970	2,090	2,100	2,060	2,090	2,210	2,310	2,350	1,930	▼ -17.8%
Arts, Ent. & Rec.	950	1,000	990	980	980	1,010	1,100	1,120	1,100	660	▼ -39.8%
Retail**	280	280	280	290	280	290	310	310	310	300	▼ -3.7%
Ground Tran.	110	110	110	110	110	110	120	160	170	130	▼ -27.0%
Visitor Air Tran.	<10	<10	<10	<10	0	0	0	0	0	0	▼ 0.0%
Other Travel*	80	80	80	80	70	80	80	80	80	80	▼ -8.1%
TOTAL	3,350	3,450	3,550	3,560	3,500	3,580	3,810	3,980	4,020	3,090	▼ -22.9%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Butte County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	6.1	6.3	6.5	6.7	7.0	7.4	8.2	9.1	10.4	7.1	▼ -31.8%
State Tax Receipts	18.0	17.3	17.4	17.9	16.9	16.4	17.4	20.2	21.8	10.1	▼ -53.5%
TOTAL	24.1	23.6	23.9	24.6	23.9	23.8	25.6	29.3	32.2	17.2	▼ -46.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.7	3.9	4.1	4.3	4.5	4.8	5.4	6.0	6.9	4.8	▼ -31.2%
Business or Employee	2.3	2.4	2.4	2.4	2.5	2.6	2.8	3.1	3.5	2.3	▼ -33.0%
TOTAL	6.1	6.3	6.5	6.7	7.0	7.4	8.2	9.1	10.4	7.1	▼ -31.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.5	14.7	14.6	14.9	14.0	13.3	14.3	16.9	18.2	7.8	▼ -57.2%
Business or Employee	2.5	2.6	2.9	3.0	3.0	3.0	3.1	3.3	3.6	2.3	▼ -34.6%
TOTAL	18.0	17.3	17.4	17.9	16.9	16.4	17.4	20.2	21.8	10.1	▼ -53.5%

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

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

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

Calaveras County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	163.0	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	144.1	▼ -32.3%
Other Travel*	10.2	9.8	8.8	8.9	8.1	7.4	8.3	9.5	9.9	4.2	▼ -57.8%
TOTAL	173.2	175.5	172.2	179.3	180.8	188.1	195.9	209.7	222.7	148.2	▼ -33.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	44.1	45.1	45.5	49.0	51.7	57.6	57.5	61.2	66.3	39.0	▼ -41.2%
Private Home	25.3	25.5	24.5	24.8	23.2	23.5	25.2	27.4	29.5	10.0	▼ -66.0%
Campground	27.5	28.4	28.1	30.1	29.8	30.2	31.7	33.2	35.8	30.1	▼ -15.9%
2nd Home	40.1	40.2	39.2	39.4	41.0	41.7	44.5	48.6	49.7	57.0	▲ 14.6%
Day Travel	26.1	26.6	26.1	27.0	27.0	27.7	28.7	29.8	31.5	7.9	▼ -74.8%
TOTAL	163.0	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	144.1	▼ -32.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	34.4	34.8	35.1	37.8	40.0	43.8	45.0	46.8	50.1	41.3	▼ -17.5%
Food Service	46.2	47.5	47.7	49.0	51.1	54.8	55.9	58.5	62.3	40.2	▼ -35.4%
Food Stores	12.3	12.8	12.5	13.2	13.5	13.7	13.7	13.9	14.7	10.7	▼ -27.5%
Local Tran. & Gas	28.1	27.6	25.3	26.2	23.8	22.1	24.1	27.4	29.1	16.4	▼ -43.7%
Arts, Ent. & Rec.	25.4	26.1	26.1	26.8	27.3	28.6	28.7	29.2	30.3	19.4	▼ -35.8%
Retail Sales	16.6	16.9	16.7	17.3	17.1	17.9	20.2	24.3	26.4	16.1	▼ -39.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	163.0	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	144.1	▼ -32.3%

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

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

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

Calaveras County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	43.9	45.8	46.3	47.1	47.8	52.8	58.5	62.1	67.8	61.2	▼ -9.7%
Arts, Ent. & Rec.	8.6	9.2	9.4	9.9	17.0	18.4	19.9	19.9	21.2	16.0	▼ -24.5%
Retail**	5.1	5.3	5.2	5.6	5.7	6.1	6.7	7.4	7.9	11.9	▲ 50.5%
Ground Tran.	1.8	1.9	1.9	2.0	2.1	2.4	2.8	3.9	4.3	2.0	▼ -53.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.7	0.7	0.7	0.7	0.8	0.9	1.0	1.1	1.1	1.0	▼ -9.7%
TOTAL	60.0	62.9	63.4	65.3	73.5	80.5	88.9	94.4	102.3	92.1	▼ -10.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,350	1,450	1,510	1,500	1,420	1,500	1,640	1,690	1,700	1,450	▼ -14.7%
Arts, Ent. & Rec.	380	390	390	420	690	690	700	710	690	490	▼ -28.2%
Retail**	190	190	190	200	200	210	230	240	250	360	▲ 44.3%
Ground Tran.	50	50	50	50	50	60	60	80	90	100	▲ 10.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	30	30	30	30	30	40	40	40	40	40	▼ -8.6%
TOTAL	2,000	2,100	2,170	2,210	2,400	2,490	2,670	2,760	2,770	2,440	▼ -11.9%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Calaveras County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.1	4.1	4.1	4.3	4.7	5.1	5.3	5.7	6.2	4.7	▼ -24.7%
State Tax Receipts	7.9	7.7	7.7	8.0	8.0	8.0	8.2	9.2	9.9	6.6	▼ -33.1%
TOTAL	11.9	11.8	11.9	12.4	12.7	13.1	13.5	14.9	16.1	11.3	▼ -29.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.0	2.0	2.1	2.3	2.4	2.7	2.7	2.9	3.2	2.2	▼ -29.6%
Business or Employee	2.1	2.1	2.0	2.1	2.3	2.4	2.6	2.8	3.0	2.4	▼ -19.4%
TOTAL	4.1	4.1	4.1	4.3	4.7	5.1	5.3	5.7	6.2	4.7	▼ -24.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.8	5.5	5.5	5.7	5.5	5.3	5.5	6.5	7.0	4.3	▼ -38.3%
Business or Employee	2.0	2.1	2.3	2.3	2.6	2.6	2.7	2.7	2.9	2.3	▼ -20.2%
TOTAL	7.9	7.7	7.7	8.0	8.0	8.0	8.2	9.2	9.9	6.6	▼ -33.1%

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

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

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

Colusa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	43.6	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	28.9	▼ -47.5%
Other Travel*	4.4	4.2	3.7	3.7	3.3	2.9	3.3	3.8	4.0	1.4	▼ -64.8%
TOTAL	47.9	48.9	47.6	46.9	46.0	48.0	51.0	56.5	59.0	30.3	▼ -48.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	10.7	11.4	11.5	11.2	11.3	12.6	13.4	15.4	16.4	10.9	▼ -33.3%
Private Home	11.5	11.6	11.1	10.9	10.3	10.7	11.5	12.5	13.2	4.5	▼ -65.9%
Campground	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	▼ -15.9%
2nd Home	6.2	6.3	6.1	6.2	6.4	6.5	7.0	7.6	7.8	8.9	▲ 14.6%
Day Travel	14.7	15.0	14.7	14.3	14.2	14.8	15.4	16.6	17.0	4.1	▼ -76.2%
TOTAL	43.6	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	28.9	▼ -47.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	6.0	6.4	6.5	6.6	6.8	7.6	8.0	8.9	9.4	8.2	▼ -13.0%
Food Service	14.0	14.5	14.4	14.1	14.5	15.7	16.3	17.6	18.4	8.9	▼ -51.5%
Food Stores	2.4	2.4	2.3	2.3	2.4	2.5	2.5	2.5	2.6	1.1	▼ -56.6%
Local Tran. & Gas	7.0	6.9	6.3	6.2	5.5	5.2	5.7	6.7	6.9	2.7	▼ -61.1%
Arts, Ent. & Rec.	7.8	8.1	8.0	7.8	7.8	8.3	8.5	8.9	9.1	4.2	▼ -53.6%
Retail Sales	6.3	6.5	6.3	6.1	5.6	5.9	6.7	8.0	8.7	3.8	▼ -56.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	43.6	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	28.9	▼ -47.5%

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

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

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

Colusa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	5.3	5.7	5.8	5.3	5.4	6.1	5.8	6.2	6.8	6.1	▼ -10.8%
Arts, Ent. & Rec.	2.6	2.8	3.0	3.1	3.2	3.4	3.3	3.7	3.7	4.2	▲ 14.4%
Retail**	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.6	1.7	1.7	▲ 1.8%
Ground Tran.	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.9	1.0	0.3	▼ -66.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	▲ 2.7%
TOTAL	9.8	10.4	10.6	10.3	10.5	11.6	11.4	12.6	13.5	12.6	▼ -6.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	290	320	320	290	280	290	270	280	310	260	▼ -15.1%
Arts, Ent. & Rec.	180	210	260	290	270	290	300	330	320	320	▼ -1.5%
Retail**	40	50	50	40	40	40	40	50	50	50	▲ 0.3%
Ground Tran.	10	10	10	10	10	10	10	20	20	20	▼ -19.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -3.8%
TOTAL	530	590	640	650	610	630	640	680	710	650	▼ -7.9%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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



Colusa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.9	1.0	1.0	1.0	1.0	1.1	1.1	1.3	1.4	1.0	▼ -28.0%
State Tax Receipts	2.5	2.4	2.4	2.4	2.3	2.3	2.4	2.7	2.9	1.5	▼ -49.7%
TOTAL	3.5	3.4	3.4	3.4	3.3	3.4	3.5	4.1	4.3	2.5	▼ -42.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.6	0.6	0.6	0.6	0.6	0.7	0.8	1.0	1.0	0.7	▼ -32.8%
Business or Employee	0.3	0.4	0.4	0.3	0.3	0.4	0.3	0.4	0.4	0.3	▼ -16.1%
TOTAL	0.9	1.0	1.0	1.0	1.0	1.1	1.1	1.3	1.4	1.0	▼ -28.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.2	2.1	2.0	2.0	1.9	1.9	2.0	2.4	2.5	1.1	▼ -54.6%
Business or Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	▼ -20.5%
TOTAL	2.5	2.4	2.4	2.4	2.3	2.3	2.4	2.7	2.9	1.5	▼ -49.7%

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

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

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

Contra Costa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,259	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	554	▼ -68.1%
Other Travel*	263	252	232	239	225	210	229	254	264	117	▼ -55.6%
TOTAL	1,521	1,569	1,572	1,641	1,608	1,714	1,809	1,930	2,004	672	▼ -66.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	370	405	431	447	441	517	545	569	581	240	▼ -58.6%
Private Home	361	371	364	365	360	378	409	449	483	104	▼ -78.5%
Campground	23	22	29	66	65	66	69	73	79	66	▼ -15.9%
2nd Home	32	33	32	33	34	35	37	40	41	46	▲ 12.2%
Day Travel	473	486	483	492	482	509	520	546	555	98	▼ -82.4%
TOTAL	1,259	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	554	▼ -68.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	140	158	179	204	210	245	256	270	279	123	▼ -55.9%
Food Service	395	415	425	433	438	489	508	530	547	173	▼ -68.4%
Food Stores	67	70	71	81	82	85	85	86	88	34	▼ -61.1%
Local Tran. & Gas	235	233	219	230	206	198	215	244	251	62	▼ -75.1%
Arts, Ent. & Rec.	208	219	223	228	226	247	250	255	256	76	▼ -70.3%
Retail Sales	213	221	223	226	222	240	265	291	318	86	▼ -73.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	1,259	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	554	▼ -68.1%

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

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

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

Contra Costa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	286	312	331	337	368	439	461	467	495	364	▼ -26.5%
Arts, Ent. & Rec.	121	133	127	127	129	153	165	161	166	119	▼ -28.6%
Retail**	38	40	40	43	44	48	52	53	56	38	▼ -30.8%
Ground Tran.	17	18	18	20	20	24	27	38	41	9	▼ -78.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	25	24	23	25	29	32	33	32	33	29	▼ -13.2%
TOTAL	487	526	539	553	591	696	738	753	791	559	▼ -29.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	7,540	8,060	8,620	8,470	8,520	9,490	9,600	9,480	9,520	7,000	▼ -26.5%
Arts, Ent. & Rec.	5,370	5,410	5,470	5,410	5,330	5,760	5,650	5,670	5,820	3,760	▼ -35.4%
Retail**	1,220	1,280	1,290	1,350	1,320	1,430	1,480	1,490	1,490	960	▼ -35.5%
Ground Tran.	490	500	510	530	510	560	580	750	820	410	▼ -49.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	560	540	510	540	570	620	630	580	580	510	▼ -11.9%
TOTAL	15,180	15,790	16,410	16,310	16,250	17,870	17,930	17,980	18,230	12,650	▼ -30.6%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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Contra Costa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	40	42	45	48	49	57	59	63	66	31	▼ -53.7%
State Tax Receipts	90	88	90	94	90	93	95	107	113	43	▼ -61.8%
TOTAL	130	131	136	142	140	149	154	170	179	74	▼ -58.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	22	24	26	29	29	34	35	39	41	15	▼ -64.0%
Business or Employee	18	19	19	19	20	23	23	24	25	16	▼ -37.0%
TOTAL	40	42	45	48	49	57	59	63	66	31	▼ -53.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	75	72	72	75	71	71	74	87	92	30	▼ -66.9%
Business or Employee	16	17	18	18	19	21	21	20	21	13	▼ -39.4%
TOTAL	90	88	90	94	90	93	95	107	113	43	▼ -61.8%

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

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

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



Del Norte County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	106	107	110	115	118	125	127	136	145	87	▼ -39.6%
Other Travel*	7	7	6	6	5	4	5	6	6	2	▼ -69.1%
TOTAL	112	113	115	121	123	130	132	142	151	89	▼ -40.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	39	41	43	46	49	54	54	58	61	40	▼ -34.2%
Private Home	16	16	16	16	14	15	15	17	18	6	▼ -67.0%
Campground	28	27	28	31	31	31	33	35	37	31	▼ -15.9%
2nd Home	2	2	2	2	2	2	3	3	3	3	▲ 14.5%
Day Travel	20	20	20	21	21	22	23	24	25	6	▼ -74.4%
TOTAL	106	107	110	115	118	125	127	136	145	87	▼ -39.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	20	21	22	24	27	30	30	32	33	28	▼ -17.1%
Food Service	29	29	31	31	33	36	37	39	42	22	▼ -47.0%
Food Stores	10	10	10	11	11	12	12	12	13	9	▼ -26.3%
Local Tran. & Gas	18	17	16	17	16	15	16	18	20	11	▼ -46.0%
Arts, Ent. & Rec.	15	16	16	17	17	18	18	19	20	10	▼ -49.7%
Retail Sales	13	13	13	14	13	14	14	16	17	8	▼ -53.6%
Visitor Air Tran.	1	1	1	1	1	1	1	1	1	A	▼ -100.0%
TOTAL	106	107	110	115	118	125	127	136	145	87	▼ -39.6%

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

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

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

A - Values estimated less than \$500,000

Del Norte County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	23	24	25	26	28	31	31	36	39	32	▼ -19.1%
Arts, Ent. & Rec.	8	9	9	9	9	10	10	11	12	9	▼ -25.7%
Retail**	3	3	3	4	4	4	4	5	5	7	▲ 35.7%
Ground Tran.	1	1	1	1	2	2	2	3	3	1	▼ -55.2%
Visitor Air Tran.	0	0	0	0	1	1	1	1	1	A	▼ -100.0%
Other Travel*	1	1	0	1	1	1	1	1	1	0	▼ -69.4%
TOTAL	36	38	40	41	44	48	50	57	61	49	▼ -20.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	920	930	990	990	1,000	990	1,000	1,110	1,130	900	▼ -20.3%
Arts, Ent. & Rec.	230	220	230	220	210	200	200	210	210	150	▼ -28.4%
Retail**	130	130	130	140	130	150	160	160	160	210	▲ 28.8%
Ground Tran.	40	30	40	40	40	40	40	60	60	70	▲ 5.9%
Visitor Air Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -100.0%
Other Travel*	10	10	10	10	10	10	20	20	20	10	▼ -38.8%
TOTAL	1,320	1,330	1,400	1,400	1,400	1,400	1,430	1,560	1,600	1,350	▼ -16.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

A - Values estimated less than \$500,000

Del Norte County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3	3	4	4	4	4	5	5	5	4	▼ -25.7%
State Tax Receipts	6	5	6	6	6	6	6	7	7	4	▼ -41.4%
TOTAL	9	9	9	10	10	10	11	12	13	8	▼ -34.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2	2	2	3	3	3	3	3	4	3	▼ -24.3%
Business or Employee	1	1	1	1	1	1	1	2	2	1	▼ -28.6%
TOTAL	3	3	4	4	4	4	5	5	5	4	▼ -25.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4	4	4	5	4	4	4	5	6	3	▼ -45.1%
Business or Employee	1	1	1	1	2	2	1	2	2	1	▼ -29.1%
TOTAL	6	5	6	6	6	6	6	7	7	4	▼ -41.4%

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

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

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

El Dorado County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	656	690	725	759	847	899	940	1,010	1,087	738	▼ -32.1%
Other Travel*	68	67	52	47	45	43	48	54	56	29	▼ -47.6%
TOTAL	724	757	778	806	892	942	987	1,064	1,143	768	▼ -32.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	375	407	438	467	551	599	629	670	728	493	▼ -32.3%
Private Home	72	73	71	71	72	71	76	88	93	44	▼ -52.9%
Campground	52	51	56	58	59	59	62	65	70	59	▼ -15.9%
2nd Home	91	92	91	92	90	91	96	101	104	119	▲ 15.1%
Day Travel	66	68	70	72	76	78	77	86	92	23	▼ -75.2%
TOTAL	656	690	725	759	847	899	940	1,010	1,087	738	▼ -32.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	154	165	181	200	232	256	270	280	299	222	▼ -25.8%
Food Service	184	196	207	213	245	264	275	298	325	219	▼ -32.8%
Food Stores	33	34	35	36	39	40	40	42	44	34	▼ -22.7%
Local Tran. & Gas	87	87	84	86	84	79	86	101	109	62	▼ -43.4%
Arts, Ent. & Rec.	119	126	132	135	150	158	161	170	180	124	▼ -30.9%
Retail Sales	79	83	87	89	97	101	107	119	131	78	▼ -40.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	656	690	725	759	847	899	940	1,010	1,087	738	▼ -32.1%

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

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

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El Dorado County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	153	165	185	204	238	266	313	325	357	292	▼ -18.2%
Arts, Ent. & Rec.	55	60	73	75	79	85	92	96	103	82	▼ -20.2%
Retail**	16	17	18	19	21	23	25	27	29	43	▲ 49.3%
Ground Tran.	6	7	8	8	9	10	12	18	20	9	▼ -52.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	6	6	4	4	4	4	5	5	5	5	▼ -12.3%
TOTAL	237	256	287	310	352	388	446	471	514	432	▼ -16.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,960	5,180	5,720	6,100	6,820	6,930	7,760	7,680	8,100	6,400	▼ -21.0%
Arts, Ent. & Rec.	2,930	3,200	3,630	3,620	3,630	3,590	3,830	3,840	4,000	2,870	▼ -28.3%
Retail**	580	620	640	660	690	740	770	820	840	1,180	▲ 40.4%
Ground Tran.	190	200	210	210	230	250	250	340	390	440	▲ 12.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	150	160	120	100	110	120	130	130	130	110	▼ -15.5%
TOTAL	8,810	9,350	10,310	10,690	11,470	11,630	12,750	12,820	13,470	11,000	▼ -18.3%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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El Dorado County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	24	26	29	32	36	40	43	46	50	36	▼ -28.6%
State Tax Receipts	33	33	36	38	40	41	42	46	51	33	▼ -33.8%
TOTAL	58	60	65	69	77	81	85	93	100	69	▼ -31.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	16	17	20	21	25	28	29	32	34	24	▼ -30.3%
Business or Employee	8	9	10	10	12	12	13	15	16	12	▼ -24.9%
TOTAL	24	26	29	32	36	40	43	46	50	36	▼ -28.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	26	25	26	27	28	29	29	34	37	23	▼ -37.3%
Business or Employee	8	8	10	11	12	12	13	13	14	10	▼ -24.7%
TOTAL	33	33	36	38	40	41	42	46	51	33	▼ -33.8%

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

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

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

Fresno County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,026	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	815	▼ -39.4%
Other Travel*	276	271	259	267	251	238	262	300	315	136	▼ -57.0%
TOTAL	1,302	1,326	1,310	1,348	1,345	1,364	1,426	1,587	1,661	951	▼ -42.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	362	382	395	413	437	468	466	526	555	492	▼ -11.3%
Private Home	264	264	255	259	250	247	268	301	320	116	▼ -63.9%
Campground	27	28	29	31	31	32	33	35	38	32	▼ -15.9%
2nd Home	75	76	75	77	75	76	80	85	87	98	▲ 12.3%
Day Travel	299	304	298	302	301	303	316	339	346	78	▼ -77.4%
TOTAL	1,026	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	815	▼ -39.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	142	150	156	167	181	196	199	220	229	193	▼ -16.0%
Food Service	249	259	262	267	280	298	306	333	347	215	▼ -37.9%
Food Stores	47	49	48	50	51	52	52	54	55	34	▼ -37.8%
Local Tran. & Gas	284	284	267	274	257	245	259	298	307	160	▼ -48.0%
Arts, Ent. & Rec.	123	129	130	132	136	141	142	151	153	92	▼ -40.0%
Retail Sales	143	147	146	148	143	147	159	180	194	97	▼ -50.1%
Visitor Air Tran.	37	37	41	44	47	48	48	51	61	25	▼ -58.9%
TOTAL	1,026	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	815	▼ -39.4%

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

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

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

Fresno County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	140	149	147	154	166	186	204	227	243	202	▼ -16.8%
Arts, Ent. & Rec.	54	58	59	64	66	72	76	84	86	55	▼ -35.8%
Retail**	28	29	29	30	31	33	34	37	38	45	▲ 18.3%
Ground Tran.	22	24	24	25	27	30	33	44	48	33	▼ -31.0%
Visitor Air Tran.	15	16	18	19	22	14	17	17	19	19	▼ -2.1%
Other Travel*	37	39	42	44	47	38	45	48	51	47	▼ -6.5%
TOTAL	295	315	319	336	359	373	409	457	485	402	▼ -17.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,200	6,540	6,500	6,680	6,790	6,990	7,310	7,850	8,050	6,520	▼ -19.0%
Arts, Ent. & Rec.	2,890	3,220	3,160	3,370	3,410	3,500	3,590	3,750	3,800	2,200	▼ -42.2%
Retail**	1,030	1,040	1,060	1,090	1,060	1,090	1,110	1,190	1,190	1,300	▲ 9.4%
Ground Tran.	560	590	600	620	640	670	670	840	910	940	▲ 3.0%
Visitor Air Tran.	290	290	310	320	360	230	240	240	260	230	▼ -12.5%
Other Travel*	920	920	940	980	1,020	910	980	1,000	1,020	890	▼ -12.7%
TOTAL	11,900	12,600	12,580	13,060	13,280	13,390	13,910	14,860	15,240	12,080	▼ -20.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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



Fresno County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	29	31	32	33	35	37	38	44	47	34	▼ -26.7%
State Tax Receipts	74	72	72	75	72	69	71	85	90	49	▼ -45.6%
TOTAL	104	103	104	108	107	107	110	129	137	83	▼ -39.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	19	20	21	22	23	25	26	30	32	23	▼ -27.3%
Business or Employee	11	11	11	11	12	12	13	14	15	11	▼ -25.2%
TOTAL	29	31	32	33	35	37	38	44	47	34	▼ -26.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	64	61	60	62	59	57	59	71	75	39	▼ -49.0%
Business or Employee	10	11	12	12	13	13	13	13	14	10	▼ -27.8%
TOTAL	74	72	72	75	72	69	71	85	90	49	▼ -45.6%

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

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

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

Glenn County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	47.9	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	26.0	▼ -55.5%
Other Travel*	5.9	5.5	4.9	4.9	4.3	3.8	4.2	4.9	5.1	1.8	▼ -64.8%
TOTAL	53.8	52.1	50.1	51.8	41.1	32.9	50.7	60.4	63.6	27.8	▼ -56.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	14.1	13.4	12.9	13.7	7.8	2.0	17.0	18.5	19.6	13.1	▼ -33.3%
Private Home	15.4	15.2	14.8	15.2	13.7	13.7	15.3	16.6	17.7	6.1	▼ -65.9%
Campground	1.1	1.1	1.2	1.2	1.2	1.2	1.3	1.3	1.4	1.2	▼ -15.9%
2nd Home	1.0	1.0	1.0	1.0	1.1	1.1	1.1	1.2	1.3	1.5	▲ 14.6%
Day Travel	16.2	15.8	15.3	15.7	13.1	11.1	11.7	17.7	18.4	4.2	▼ -77.0%
TOTAL	47.9	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	26.0	▼ -55.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	5.5	5.4	5.4	5.9	3.8	1.5	7.5	8.2	8.7	7.1	▼ -18.2%
Food Service	15.7	15.4	15.1	15.6	13.1	11.2	16.3	19.1	20.0	8.1	▼ -59.4%
Food Stores	3.0	3.0	2.9	3.0	2.8	2.6	2.9	3.2	3.2	1.3	▼ -58.5%
Local Tran. & Gas	7.8	7.3	6.6	6.8	5.2	4.1	5.6	7.2	7.6	2.5	▼ -67.1%
Arts, Ent. & Rec.	8.4	8.3	8.1	8.3	6.9	5.7	7.9	9.4	9.6	3.6	▼ -62.4%
Retail Sales	7.5	7.2	7.0	7.2	5.0	4.0	6.3	8.4	9.3	3.3	▼ -64.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	47.9	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	26.0	▼ -55.5%

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

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

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

Glenn County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	10.5	10.4	10.1	9.7	8.7	7.2	11.3	12.1	13.0	10.8	▼ -17.0%
Arts, Ent. & Rec.	5.1	5.2	5.6	6.2	5.6	4.7	4.7	4.9	5.3	4.3	▼ -18.7%
Retail**	1.5	1.5	1.5	1.6	1.3	1.1	1.4	1.4	1.5	1.3	▼ -13.0%
Ground Tran.	0.5	0.5	0.5	0.5	0.4	0.4	0.6	1.0	1.1	0.3	▼ -70.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	▲ 2.7%
TOTAL	17.8	17.8	17.8	18.2	16.2	13.6	18.2	19.6	21.2	17.0	▼ -19.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	410	430	400	390	320	250	390	400	390	310	▼ -20.2%
Arts, Ent. & Rec.	330	300	310	370	330	260	260	280	300	230	▼ -23.0%
Retail**	60	60	60	60	50	40	50	50	50	40	▼ -17.0%
Ground Tran.	10	10	10	10	10	<10	10	20	20	20	▼ -30.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -6.7%
TOTAL	810	810	790	830	710	580	720	760	770	610	▼ -21.2%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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Glenn County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.3	1.4	1.5	1.6	1.1	0.6	1.5	1.7	1.8	1.3	▼ -29.7%
State Tax Receipts	3.1	2.9	2.9	3.0	2.5	2.0	2.6	3.2	3.4	1.5	▼ -55.5%
TOTAL	4.4	4.3	4.4	4.6	3.6	2.7	4.1	4.9	5.2	2.8	▼ -46.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.8	0.9	1.0	0.6	0.2	0.9	1.1	1.2	0.8	▼ -30.4%
Business or Employee	0.6	0.6	0.6	0.6	0.5	0.4	0.5	0.6	0.6	0.4	▼ -28.3%
TOTAL	1.3	1.4	1.5	1.6	1.1	0.6	1.5	1.7	1.8	1.3	▼ -29.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.5	2.3	2.3	2.4	1.9	1.6	2.1	2.6	2.8	1.1	▼ -60.6%
Business or Employee	0.6	0.6	0.6	0.7	0.6	0.4	0.6	0.6	0.6	0.4	▼ -31.3%
TOTAL	3.1	2.9	2.9	3.0	2.5	2.0	2.6	3.2	3.4	1.5	▼ -55.5%

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

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

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

Humboldt County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	352.3	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	265.5	▼ -40.5%
Other Travel*	37.5	34.1	31.7	31.1	29.6	28.7	30.8	33.3	37.3	13.7	▼ -63.3%
TOTAL	389.8	388.1	396.6	412.2	422.5	428.6	452.1	486.2	483.7	279.2	▼ -42.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	166.5	166.3	175.3	188.2	201.7	207.2	217.8	233.6	219.3	146.7	▼ -33.1%
Private Home	74.0	73.2	72.4	72.3	68.1	68.6	74.0	81.4	84.4	29.8	▼ -64.6%
Campground	49.3	51.8	53.8	55.8	56.9	57.5	60.4	63.3	68.3	57.4	▼ -15.9%
2nd Home	11.7	11.8	11.5	11.6	12.1	12.3	13.0	14.2	14.5	16.6	▲ 14.6%
Day Travel	50.8	51.0	51.9	53.2	54.1	54.2	56.1	60.4	60.0	14.9	▼ -75.2%
TOTAL	352.3	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	265.5	▼ -40.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	68.5	69.5	74.6	81.8	89.8	94.3	99.6	103.8	96.9	83.8	▼ -13.5%
Food Service	98.6	99.7	103.7	106.9	113.3	117.4	122.9	132.4	131.2	69.2	▼ -47.3%
Food Stores	25.3	26.3	26.5	27.4	28.5	28.5	28.9	29.6	30.3	20.1	▼ -33.7%
Local Tran. & Gas	63.3	61.9	60.0	62.3	58.8	54.8	59.5	67.9	67.7	33.7	▼ -50.2%
Arts, Ent. & Rec.	50.1	50.9	52.8	54.4	56.3	57.3	58.5	61.6	59.6	30.2	▼ -49.4%
Retail Sales	40.9	40.9	41.8	43.0	40.4	40.6	44.8	50.6	52.5	24.8	▼ -52.8%
Visitor Air Tran.	5.5	4.8	5.5	5.2	5.7	7.0	7.1	7.0	8.3	3.7	▼ -55.5%
TOTAL	352.3	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	265.5	▼ -40.5%

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

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

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

Humboldt County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	74.0	75.6	81.9	86.9	94.6	100.7	108.3	116.9	116.5	94.6	▼ -18.8%
Arts, Ent. & Rec.	20.6	21.7	24.7	21.7	21.6	22.2	23.9	26.0	26.4	19.4	▼ -26.3%
Retail**	9.4	9.7	9.9	10.4	10.5	10.8	12.2	13.4	13.4	17.0	▲ 26.6%
Ground Tran.	5.1	5.5	5.6	6.1	6.6	7.2	8.1	11.0	11.5	5.6	▼ -50.7%
Visitor Air Tran.	0.3	0.4	0.4	0.5	0.5	0.6	6.4	7.0	8.9	9.8	▲ 9.8%
Other Travel*	1.6	1.6	1.6	1.7	1.8	2.2	9.6	9.8	13.6	12.1	▼ -10.9%
TOTAL	111.1	114.5	124.1	127.2	135.8	143.8	168.5	184.1	190.3	158.7	▼ -16.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,920	2,970	3,140	3,180	3,280	3,300	3,360	3,520	3,340	2,610	▼ -21.9%
Arts, Ent. & Rec.	1,480	1,580	1,630	1,530	1,670	1,600	1,600	1,770	1,760	1,210	▼ -31.4%
Retail**	340	340	340	350	340	330	350	370	370	420	▲ 14.7%
Ground Tran.	140	140	150	150	160	160	170	210	220	210	▼ -4.5%
Visitor Air Tran.	10	20	20	20	20	20	70	70	90	90	▼ -1.8%
Other Travel*	80	80	70	80	80	90	140	140	180	150	▼ -18.2%
TOTAL	4,970	5,120	5,350	5,310	5,540	5,500	5,680	6,070	5,970	4,690	▼ -21.4%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Humboldt County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	10.9	11.8	12.6	13.4	14.6	15.4	17.5	19.0	18.5	14.2	▼ -23.1%
State Tax Receipts	19.7	18.8	19.8	20.5	20.3	19.8	20.4	22.9	23.5	13.3	▼ -43.4%
TOTAL	30.6	30.6	32.4	33.9	34.9	35.2	37.9	41.9	42.0	27.5	▼ -34.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.1	8.0	8.6	9.4	10.4	11.1	12.4	13.3	12.7	9.9	▼ -22.1%
Business or Employee	3.8	3.8	4.0	4.0	4.2	4.3	5.1	5.7	5.9	4.4	▼ -25.4%
TOTAL	10.9	11.8	12.6	13.4	14.6	15.4	17.5	19.0	18.5	14.2	▼ -23.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.8	14.8	15.3	15.8	15.4	14.9	15.4	17.9	18.3	9.5	▼ -48.3%
Business or Employee	3.9	4.0	4.5	4.7	4.9	4.9	5.0	5.1	5.2	3.9	▼ -26.3%
TOTAL	19.7	18.8	19.8	20.5	20.3	19.8	20.4	22.9	23.5	13.3	▼ -43.4%

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

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

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

Imperial County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	302.6	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	275.4	▼ -31.4%
Other Travel*	37.2	36.0	31.9	32.4	28.5	25.2	29.0	33.3	34.5	12.7	▼ -63.1%
TOTAL	339.9	357.1	348.3	362.3	354.6	353.3	379.6	411.6	435.9	288.1	▼ -33.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	66.6	72.5	73.7	73.9	73.0	72.6	78.5	87.2	92.1	78.3	▼ -15.0%
Private Home	86.2	87.0	82.8	83.3	77.7	78.1	85.8	94.1	99.3	39.9	▼ -59.9%
Campground	98.9	108.5	107.8	118.8	120.9	122.4	128.4	134.7	145.3	122.2	▼ -15.9%
2nd Home	16.5	16.8	16.4	16.7	17.4	17.7	18.8	20.6	21.1	24.1	▲ 14.6%
Day Travel	34.5	36.3	35.6	37.1	37.1	37.4	39.1	41.7	43.7	11.0	▼ -74.8%
TOTAL	302.6	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	275.4	▼ -31.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	47.4	51.9	54.1	57.2	58.7	59.9	62.0	65.8	70.3	63.3	▼ -9.9%
Food Service	82.0	87.0	87.1	89.3	92.0	95.9	101.8	108.5	114.0	74.4	▼ -34.7%
Food Stores	36.9	40.1	39.1	42.1	43.7	44.1	44.9	45.7	48.2	36.7	▼ -23.8%
Local Tran. & Gas	62.3	63.6	58.3	61.3	55.7	51.0	56.9	65.5	69.4	40.7	▼ -41.4%
Arts, Ent. & Rec.	41.9	44.6	44.6	45.9	46.3	47.3	49.1	51.0	52.4	33.1	▼ -36.8%
Retail Sales	31.9	33.6	33.1	34.0	29.6	30.0	35.3	41.2	46.5	26.9	▼ -42.3%
Visitor Air Tran.	0.3	0.3	0.2	0.0	0.1	0.0	0.6	0.5	0.6	0.3	▼ -46.7%
TOTAL	302.6	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	275.4	▼ -31.4%

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

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

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

Imperial County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	44.8	49.0	52.3	54.8	56.4	61.3	63.8	66.0	70.7	56.7	▼ -19.8%
Arts, Ent. & Rec.	18.6	20.6	21.1	26.1	25.3	26.4	21.8	18.7	20.2	11.2	▼ -44.3%
Retail**	9.5	10.5	10.3	11.0	10.9	11.3	12.2	13.2	13.9	21.6	▲ 55.3%
Ground Tran.	3.8	4.3	4.3	4.6	4.8	5.3	6.3	9.0	10.0	5.0	▼ -49.5%
Visitor Air Tran.	0.1	0.1	0.1	0.0	0.3	0.0	0.0	0.0	1.3	1.0	▼ -23.1%
Other Travel*	1.3	1.3	1.2	1.5	1.3	1.5	1.6	1.7	2.7	2.9	▲ 8.0%
TOTAL	78.1	85.7	89.3	98.0	99.0	105.7	105.6	108.7	118.7	98.4	▼ -17.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,030	2,220	2,420	2,510	2,390	2,430	2,480	2,380	2,440	1,880	▼ -23.0%
Arts, Ent. & Rec.	1,120	1,160	1,320	1,530	1,530	1,470	1,330	1,030	1,050	560	▼ -46.8%
Retail**	390	430	420	430	420	420	440	460	460	660	▲ 43.1%
Ground Tran.	110	120	120	120	120	130	130	180	200	240	▲ 19.2%
Visitor Air Tran.	<10	<10	<10	0	<10	0	0	0	10	<10	▼ -31.3%
Other Travel*	60	60	60	60	60	70	70	70	80	80	▼ -3.7%
TOTAL	3,720	3,990	4,340	4,650	4,520	4,520	4,450	4,120	4,250	3,430	▼ -19.3%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Imperial County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.2	8.8	9.1	9.7	9.8	10.0	10.2	11.2	12.1	9.5	▼ -21.0%
State Tax Receipts	18.4	18.3	18.4	19.4	18.4	17.7	18.3	21.1	22.8	14.3	▼ -37.1%
TOTAL	26.6	27.1	27.5	29.0	28.1	27.7	28.5	32.3	34.8	23.9	▼ -31.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.4	5.9	6.1	6.4	6.5	6.7	7.0	7.9	8.4	6.8	▼ -19.0%
Business or Employee	2.8	2.9	3.0	3.2	3.2	3.3	3.2	3.3	3.6	2.7	▼ -25.6%
TOTAL	8.2	8.8	9.1	9.7	9.8	10.0	10.2	11.2	12.1	9.5	▼ -21.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.7	15.3	15.1	15.8	14.8	14.2	15.0	17.9	19.3	11.7	▼ -39.1%
Business or Employee	2.8	3.0	3.2	3.6	3.5	3.5	3.3	3.2	3.5	2.6	▼ -25.9%
TOTAL	18.4	18.3	18.4	19.4	18.4	17.7	18.3	21.1	22.8	14.3	▼ -37.1%

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

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

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

Inyo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	206.3	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	149.9	▼ -43.1%
Other Travel*	4.1	4.0	3.6	3.7	3.3	3.0	3.3	3.8	3.9	1.7	▼ -57.6%
TOTAL	210.5	216.6	223.8	231.6	229.5	239.2	240.2	248.7	267.4	151.6	▼ -43.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	123.6	127.0	133.7	139.0	139.0	147.6	143.8	149.0	160.6	98.1	▼ -38.9%
Private Home	9.6	9.7	9.4	9.3	8.5	8.6	9.2	9.9	10.6	3.6	▼ -66.1%
Campground	26.9	28.1	28.5	29.9	29.5	29.9	31.3	32.9	35.5	29.8	▼ -15.9%
2nd Home	3.5	3.5	3.4	3.5	3.6	3.6	3.8	4.1	4.2	4.9	▲ 14.6%
Day Travel	42.8	44.2	45.1	46.3	45.5	46.6	48.8	49.0	52.5	13.5	▼ -74.2%
TOTAL	206.3	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	149.9	▼ -43.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	49.3	50.4	54.2	57.9	59.2	64.3	64.2	66.2	71.7	54.8	▼ -23.7%
Food Service	58.7	61.3	64.1	65.5	66.5	70.7	70.6	72.9	78.9	39.6	▼ -49.8%
Food Stores	11.3	11.9	11.9	12.5	12.6	12.8	12.8	12.9	13.8	9.7	▼ -29.6%
Local Tran. & Gas	29.3	29.1	27.8	28.6	25.6	24.0	25.7	28.8	31.0	14.6	▼ -53.0%
Arts, Ent. & Rec.	31.0	32.5	33.8	34.6	34.3	35.8	35.1	35.3	37.3	17.6	▼ -52.9%
Retail Sales	26.7	27.4	28.3	28.8	27.9	28.6	28.4	28.9	30.8	13.8	▼ -55.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	206.3	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	149.9	▼ -43.1%

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

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

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

Inyo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	31.2	32.6	34.2	32.5	35.2	37.4	41.6	46.1	51.0	38.2	▼ -25.0%
Arts, Ent. & Rec.	8.3	9.0	9.0	9.4	9.4	10.5	10.5	12.0	13.5	11.5	▼ -14.6%
Retail**	5.2	5.5	5.7	5.9	6.0	6.3	6.8	6.9	7.1	8.6	▲ 21.0%
Ground Tran.	2.2	2.4	2.5	2.7	2.7	3.1	3.4	4.8	5.4	2.1	▼ -60.9%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	▼ -11.5%
TOTAL	47.2	49.8	51.7	50.7	53.5	57.6	62.8	70.3	77.3	60.8	▼ -21.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,390	1,460	1,520	1,370	1,420	1,440	1,500	1,540	1,750	1,340	▼ -23.4%
Arts, Ent. & Rec.	560	600	580	600	550	560	590	650	710	580	▼ -17.7%
Retail**	190	200	200	210	200	200	210	220	210	240	▲ 14.1%
Ground Tran.	70	70	70	70	70	70	70	90	110	100	▼ -7.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	10	10	10	10	10	10	10	▼ -10.3%
TOTAL	2,220	2,330	2,390	2,260	2,260	2,290	2,390	2,510	2,790	2,280	▼ -18.4%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Inyo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	7.7	7.9	8.4	8.7	8.9	9.6	9.7	10.3	11.2	8.1	▼ -28.1%
State Tax Receipts	7.8	7.7	8.1	8.3	8.0	8.0	7.9	8.7	9.4	5.2	▼ -44.4%
TOTAL	15.5	15.6	16.4	17.0	16.9	17.6	17.6	19.0	20.6	13.3	▼ -35.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.0	6.2	6.6	7.0	7.2	7.8	7.7	8.1	8.8	6.4	▼ -27.6%
Business or Employee	1.7	1.7	1.8	1.7	1.8	1.8	1.9	2.2	2.4	1.7	▼ -29.8%
TOTAL	7.7	7.9	8.4	8.7	8.9	9.6	9.7	10.3	11.2	8.1	▼ -28.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.1	5.9	6.1	6.3	6.0	6.0	5.9	6.5	7.1	3.6	▼ -48.9%
Business or Employee	1.7	1.8	1.9	1.9	2.0	2.0	2.0	2.1	2.3	1.6	▼ -30.7%
TOTAL	7.8	7.7	8.1	8.3	8.0	8.0	7.9	8.7	9.4	5.2	▼ -44.4%

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

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

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

Kern County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,271	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	913	▼ -42.2%
Other Travel*	200	197	180	180	162	144	160	185	195	77	▼ -60.3%
TOTAL	1,471	1,492	1,461	1,510	1,504	1,396	1,518	1,686	1,775	991	▼ -44.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	394	414	421	443	472	419	457	513	550	490	▼ -10.8%
Private Home	336	334	321	325	311	292	330	372	393	92	▼ -76.5%
Campground	64	65	68	79	78	79	83	87	94	79	▼ -15.9%
2nd Home	135	138	136	139	135	138	144	154	157	177	▲ 12.3%
Day Travel	342	344	337	343	345	324	343	375	385	75	▼ -80.6%
TOTAL	1,271	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	913	▼ -42.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	197	207	214	232	248	235	249	270	287	251	▼ -12.4%
Food Service	325	334	337	345	365	353	380	414	435	251	▼ -42.4%
Food Stores	70	72	71	75	78	75	77	80	82	51	▼ -37.5%
Local Tran. & Gas	326	319	296	306	283	245	275	319	331	135	▼ -59.2%
Arts, Ent. & Rec.	162	167	168	172	178	169	177	189	193	110	▼ -43.2%
Retail Sales	182	184	183	186	179	167	190	220	240	109	▼ -54.4%
Visitor Air Tran.	10	12	13	12	12	9	9	10	12	6	▼ -51.7%
TOTAL	1,271	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	913	▼ -42.2%

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

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

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

Kern County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	193	203	218	228	262	265	306	338	360	311	▼ -13.6%
Arts, Ent. & Rec.	76	81	84	86	81	81	92	91	96	64	▼ -33.6%
Retail**	38	39	39	41	42	40	45	48	50	56	▲ 11.4%
Ground Tran.	22	23	23	25	27	27	32	44	48	24	▼ -51.4%
Visitor Air Tran.	2	2	2	0	0	0	9	9	13	12	▼ -2.3%
Other Travel*	11	11	11	9	9	11	25	26	33	32	▼ -2.9%
TOTAL	340	360	377	389	421	425	508	558	601	499	▼ -16.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	7,930	8,240	8,980	9,030	9,890	9,240	10,400	11,040	11,090	9,440	▼ -14.9%
Arts, Ent. & Rec.	4,070	4,100	4,270	4,400	4,230	4,040	4,240	4,210	4,280	2,570	▼ -39.9%
Retail**	1,370	1,380	1,340	1,410	1,420	1,340	1,460	1,520	1,520	1,560	▲ 3.2%
Ground Tran.	600	610	620	640	650	620	660	860	950	820	▼ -13.1%
Visitor Air Tran.	60	70	70	0	0	<10	90	90	130	110	▼ -12.7%
Other Travel*	390	410	390	310	320	310	440	460	530	470	▼ -10.5%
TOTAL	14,420	14,820	15,680	15,790	16,520	15,560	17,300	18,170	18,500	14,990	▼ -19.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Kern County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	29	30	31	33	35	33	36	42	45	33	▼ -25.6%
State Tax Receipts	85	82	83	86	83	76	81	96	102	53	▼ -48.5%
TOTAL	114	112	114	119	118	109	117	138	147	86	▼ -41.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	17	18	19	21	22	20	21	25	27	20	▼ -25.8%
Business or Employee	12	12	12	12	13	13	15	16	18	13	▼ -25.3%
TOTAL	29	30	31	33	35	33	36	42	45	33	▼ -25.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	73	69	68	71	68	61	65	79	84	40	▼ -53.0%
Business or Employee	12	13	14	15	16	15	16	17	18	13	▼ -27.4%
TOTAL	85	82	83	86	83	76	81	96	102	53	▼ -48.5%

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

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

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

Kings County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	138.7	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	79.6	▼ -51.9%
Other Travel*	31.5	30.1	26.7	26.5	23.5	20.5	23.0	27.0	28.1	10.0	▼ -64.3%
TOTAL	170.2	170.8	163.1	166.7	163.8	158.7	167.3	185.0	193.4	89.6	▼ -53.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	24.7	26.4	26.8	28.7	32.4	33.1	30.8	34.9	36.8	33.0	▼ -10.2%
Private Home	80.6	81.2	77.5	77.9	73.8	71.6	78.4	86.5	91.1	33.6	▼ -63.1%
Campground	3.7	3.2	3.2	4.1	4.1	4.2	4.4	4.6	4.9	4.1	▼ -15.9%
2nd Home	1.4	1.4	1.4	1.4	1.5	1.5	1.6	1.7	1.8	2.0	▲ 14.6%
Day Travel	28.2	28.5	27.5	28.0	28.6	27.9	29.2	30.4	30.8	6.8	▼ -78.1%
TOTAL	138.7	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	79.6	▼ -51.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	9.8	10.3	10.6	11.9	13.5	14.2	13.5	15.2	16.1	13.2	▼ -17.9%
Food Service	47.3	48.5	48.0	48.8	51.8	52.4	53.8	57.3	58.9	28.4	▼ -51.8%
Food Stores	12.3	12.5	11.9	12.3	12.8	12.3	12.4	12.8	12.8	5.7	▼ -55.6%
Local Tran. & Gas	26.3	25.5	22.9	23.5	21.5	19.0	20.8	24.0	24.6	9.2	▼ -62.7%
Arts, Ent. & Rec.	23.3	23.9	23.6	24.0	24.9	24.7	24.8	25.8	25.8	11.7	▼ -54.8%
Retail Sales	19.6	20.0	19.3	19.7	15.7	15.6	19.1	23.0	27.1	11.4	▼ -57.9%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	138.7	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	79.6	▼ -51.9%

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

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

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

Kings County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	26.6	28.0	29.5	30.4	35.0	36.9	37.9	44.6	47.0	43.5	▼ -7.5%
Arts, Ent. & Rec.	6.6	7.0	6.9	7.0	8.2	9.0	8.4	10.1	10.5	9.6	▼ -8.6%
Retail**	4.5	4.7	4.5	4.7	4.4	4.4	4.9	5.5	6.0	5.9	▼ -1.5%
Ground Tran.	1.5	1.6	1.6	1.7	1.8	1.9	2.2	3.1	3.4	1.2	▼ -65.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	1.0	1.0	0.8	0.9	1.0	1.1	1.0	1.0	1.0	1.0	▼ -0.4%
TOTAL	40.2	42.4	43.3	44.7	50.4	53.3	54.3	64.5	67.8	61.1	▼ -9.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,100	1,130	1,210	1,230	1,340	1,310	1,300	1,490	1,490	1,370	▼ -7.9%
Arts, Ent. & Rec.	490	470	420	420	450	460	420	510	500	420	▼ -15.4%
Retail**	180	180	170	180	160	150	170	190	200	180	▼ -8.5%
Ground Tran.	40	40	40	40	50	50	50	60	70	50	▼ -17.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	50	50	50	50	50	50	50	50	50	50	▼ -3.7%
TOTAL	1,860	1,880	1,890	1,930	2,050	2,020	1,990	2,300	2,300	2,080	▼ -9.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Kings County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.7	2.8	2.8	2.9	3.2	3.3	3.2	3.9	4.1	3.0	▼ -27.0%
State Tax Receipts	10.6	10.1	10.0	10.3	9.9	9.3	9.6	11.4	12.1	6.0	▼ -50.6%
TOTAL	13.3	12.9	12.8	13.2	13.1	12.6	12.8	15.3	16.3	9.0	▼ -44.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.3	1.4	1.4	1.5	1.6	1.7	1.7	2.0	2.1	1.4	▼ -34.2%
Business or Employee	1.4	1.4	1.4	1.4	1.6	1.6	1.6	1.9	2.0	1.6	▼ -19.2%
TOTAL	2.7	2.8	2.8	2.9	3.2	3.3	3.2	3.9	4.1	3.0	▼ -27.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.2	8.6	8.4	8.6	8.1	7.5	7.9	9.5	10.1	4.5	▼ -56.1%
Business or Employee	1.4	1.5	1.6	1.7	1.8	1.8	1.7	1.9	2.0	1.5	▼ -22.3%
TOTAL	10.6	10.1	10.0	10.3	9.9	9.3	9.6	11.4	12.1	6.0	▼ -50.6%

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

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

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

Lake County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	135.3	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	111.8	▼ -32.5%
Other Travel*	15.3	14.5	13.4	13.5	12.5	11.5	12.7	14.5	15.1	6.8	▼ -54.8%
TOTAL	150.7	147.7	146.1	154.5	156.3	156.9	160.6	174.4	180.7	118.7	▼ -34.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	28.6	26.3	27.7	30.0	33.0	34.5	30.6	33.7	34.5	22.9	▼ -33.7%
Private Home	33.6	33.6	33.7	34.0	32.0	31.3	33.8	37.3	39.2	13.5	▼ -65.6%
Campground	11.8	11.9	11.3	15.1	15.2	15.4	16.1	16.9	18.3	15.3	▼ -15.9%
2nd Home	37.5	37.7	36.8	37.3	38.8	39.5	41.7	45.5	46.6	53.4	▲ 14.6%
Day Travel	23.8	23.5	23.3	24.6	24.8	24.8	25.6	26.4	27.1	6.7	▼ -75.1%
TOTAL	135.3	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	111.8	▼ -32.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	25.5	24.9	25.3	27.9	30.1	31.7	30.5	31.7	32.7	30.2	▼ -7.4%
Food Service	41.1	40.8	41.6	43.2	45.4	47.0	47.2	49.8	51.5	32.7	▼ -36.4%
Food Stores	9.3	9.4	9.1	10.2	10.5	10.5	10.4	10.6	11.0	7.0	▼ -36.1%
Local Tran. & Gas	22.5	21.4	19.7	21.1	19.2	17.4	18.7	21.5	22.3	12.1	▼ -45.5%
Arts, Ent. & Rec.	22.4	22.4	22.6	23.5	24.2	24.5	24.2	24.8	25.0	15.9	▼ -36.3%
Retail Sales	14.6	14.3	14.3	15.0	14.3	14.5	16.9	21.4	23.2	13.8	▼ -40.6%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	135.3	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	111.8	▼ -32.5%

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

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

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

Lake County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	28.0	28.4	26.5	27.4	29.3	32.2	33.3	35.7	37.9	33.2	▼ -12.3%
Arts, Ent. & Rec.	5.5	5.7	5.8	4.0	3.9	3.8	4.1	4.6	4.8	5.1	▲ 6.4%
Retail**	3.5	3.5	3.5	3.8	3.9	4.0	4.5	5.1	5.3	7.6	▲ 42.0%
Ground Tran.	1.4	1.4	1.4	1.6	1.7	1.8	2.0	2.9	3.2	1.5	▼ -54.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	1.2	1.2	1.2	1.3	1.4	1.6	1.7	1.8	2.0	1.7	▼ -12.5%
TOTAL	39.6	40.2	38.4	38.1	40.2	43.3	45.7	50.1	53.1	49.0	▼ -7.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,100	1,110	1,070	1,090	1,100	1,110	1,080	1,140	1,160	980	▼ -15.9%
Arts, Ent. & Rec.	500	470	430	330	290	310	300	360	340	320	▼ -3.3%
Retail**	130	130	130	150	140	140	150	160	170	220	▲ 32.0%
Ground Tran.	40	40	40	40	40	40	40	60	60	70	▲ 8.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	30	30	30	30	30	30	30	30	40	30	▼ -11.4%
TOTAL	1,800	1,780	1,700	1,630	1,590	1,630	1,620	1,750	1,760	1,620	▼ -8.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Lake County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.9	2.8	2.8	2.9	3.1	3.3	3.2	3.7	3.9	3.0	▼ -21.8%
State Tax Receipts	7.8	7.3	7.3	7.7	7.5	7.3	7.4	8.5	9.0	5.6	▼ -37.3%
TOTAL	10.7	10.1	10.1	10.6	10.6	10.6	10.6	12.2	12.8	8.7	▼ -32.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.5	1.5	1.5	1.7	1.9	2.0	1.9	2.2	2.3	1.7	▼ -24.7%
Business or Employee	1.4	1.3	1.2	1.2	1.3	1.3	1.3	1.5	1.6	1.3	▼ -17.4%
TOTAL	2.9	2.8	2.8	2.9	3.1	3.3	3.2	3.7	3.9	3.0	▼ -21.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.4	5.9	5.9	6.2	6.0	5.8	5.9	7.0	7.4	4.3	▼ -41.2%
Business or Employee	1.4	1.4	1.4	1.4	1.5	1.5	1.5	1.5	1.6	1.3	▼ -18.8%
TOTAL	7.8	7.3	7.3	7.7	7.5	7.3	7.4	8.5	9.0	5.6	▼ -37.3%

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

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

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

Lassen County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	53.5	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	35.6	▼ -45.1%
Other Travel*	7.0	6.6	5.6	5.6	4.8	4.2	4.7	5.4	5.6	2.0	▼ -64.8%
TOTAL	60.5	59.9	58.7	60.4	58.5	59.1	63.5	65.0	70.5	37.6	▼ -46.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	13.2	13.2	12.8	13.4	13.9	14.9	16.2	15.3	17.0	10.7	▼ -37.2%
Private Home	18.7	18.5	17.1	17.1	15.7	15.6	17.0	17.6	19.6	6.6	▼ -66.1%
Campground	3.1	3.3	5.1	5.8	5.8	5.9	6.1	6.4	6.9	5.8	▼ -15.8%
2nd Home	7.1	7.0	6.6	6.5	6.7	6.8	7.2	7.9	8.1	9.3	▲ 14.6%
Day Travel	11.4	11.3	11.5	11.9	11.7	11.8	12.3	12.4	13.3	3.2	▼ -75.9%
TOTAL	53.5	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	35.6	▼ -45.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	7.7	7.7	8.3	8.9	9.3	9.9	10.6	10.4	11.4	9.6	▼ -15.8%
Food Service	17.0	17.0	16.9	17.2	17.5	18.4	19.4	19.2	20.7	10.4	▼ -49.8%
Food Stores	3.9	3.9	4.1	4.3	4.3	4.3	4.3	4.2	4.5	2.5	▼ -44.0%
Local Tran. & Gas	9.3	8.9	8.4	8.6	7.7	7.0	7.8	8.5	9.1	4.0	▼ -56.6%
Arts, Ent. & Rec.	8.9	8.9	8.9	9.1	9.0	9.3	9.6	9.3	9.7	4.8	▼ -50.8%
Retail Sales	6.8	6.8	6.6	6.8	5.9	6.1	7.2	8.1	9.3	4.3	▼ -54.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	53.5	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	35.6	▼ -45.1%

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

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

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

Lassen County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	9.2	9.5	10.0	11.2	12.7	13.2	13.3	12.3	13.6	11.3	▼ -16.8%
Arts, Ent. & Rec.	7.1	7.4	6.3	6.1	5.1	5.3	5.6	8.5	9.2	6.7	▼ -27.2%
Retail**	1.6	1.7	1.7	1.8	1.7	1.8	1.9	1.9	2.0	2.3	▲ 13.3%
Ground Tran.	0.6	0.6	0.6	0.6	0.7	0.7	0.9	1.2	1.3	0.5	▼ -62.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 2.7%
TOTAL	18.7	19.3	18.8	19.9	20.3	21.3	21.8	24.1	26.3	21.0	▼ -20.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	410	410	440	480	510	490	470	410	450	360	▼ -19.7%
Arts, Ent. & Rec.	570	540	420	370	340	330	330	470	570	380	▼ -33.6%
Retail**	60	60	60	60	60	60	60	60	60	60	▲ 6.6%
Ground Tran.	20	20	20	20	20	20	20	20	30	20	▼ -12.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -3.2%
TOTAL	1,060	1,040	950	940	940	900	880	970	1,120	830	▼ -25.2%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Lassen County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.3	1.3	1.4	1.4	1.5	1.5	1.6	1.7	1.9	1.4	▼ -29.5%
State Tax Receipts	3.5	3.3	3.3	3.4	3.2	3.1	3.2	3.5	3.8	2.0	▼ -47.7%
TOTAL	4.8	4.6	4.6	4.8	4.7	4.6	4.8	5.2	5.8	3.4	▼ -41.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.7	0.8	0.8	0.8	0.9	1.0	1.0	1.1	0.8	▼ -30.1%
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.8	0.6	▼ -28.7%
TOTAL	1.3	1.3	1.4	1.4	1.5	1.5	1.6	1.7	1.9	1.4	▼ -29.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.8	2.6	2.6	2.7	2.5	2.4	2.5	2.8	3.1	1.5	▼ -52.0%
Business or Employee	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.5	▼ -30.0%
TOTAL	3.5	3.3	3.3	3.4	3.2	3.1	3.2	3.5	3.8	2.0	▼ -47.7%

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

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

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

Los Angeles County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%
Other Travel*	5,021	5,063	5,065	5,257	5,246	5,179	5,622	6,179	6,418	3,308	▼ -48.5%
TOTAL	23,584	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,451	▼ -58.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	10,222	11,023	11,507	11,938	12,828	13,940	14,803	15,729	15,777	6,922	▼ -56.1%
Private Home	3,062	3,113	3,080	3,152	3,214	3,243	3,520	3,822	4,076	1,645	▼ -59.6%
Campground	87	88	87	92	93	94	98	103	111	93	▼ -15.9%
2nd Home	163	166	163	165	162	164	173	186	191	217	▲ 13.8%
Day Travel	5,029	5,200	5,162	5,166	5,285	5,419	5,638	5,933	6,102	1,265	▼ -79.3%
TOTAL	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3,161	3,518	3,805	4,099	4,576	5,126	5,498	5,694	5,776	2,617	▼ -54.7%
Food Service	4,687	4,947	5,037	5,043	5,380	5,787	6,133	6,569	6,725	2,635	▼ -60.8%
Food Stores	561	591	577	587	615	629	640	660	667	272	▼ -59.2%
Local Tran. & Gas	3,124	3,191	3,083	3,125	3,045	3,024	3,238	3,575	3,608	1,274	▼ -64.7%
Arts, Ent. & Rec.	2,879	3,045	3,086	3,093	3,222	3,395	3,513	3,673	3,665	1,360	▼ -62.9%
Retail Sales	2,561	2,661	2,672	2,659	2,773	2,882	3,094	3,334	3,483	1,238	▼ -64.4%
Visitor Air Tran.	1,591	1,638	1,739	1,906	1,972	2,017	2,116	2,267	2,333	746	▼ -68.0%
TOTAL	18,563	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,142	▼ -61.4%

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

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

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

Los Angeles County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,236	3,521	3,777	3,949	4,372	4,932	5,247	5,692	5,913	4,127	▼ -30.2%
Arts, Ent. & Rec.	1,908	2,091	2,103	2,209	2,401	2,530	2,575	2,786	2,926	2,033	▼ -30.5%
Retail**	413	442	442	451	484	512	529	560	575	489	▼ -15.0%
Ground Tran.	322	359	358	379	420	472	515	651	695	287	▼ -58.7%
Visitor Air Tran.	653	694	774	803	890	1,273	1,459	1,538	2,199	2,201	▲ 0.1%
Other Travel*	1,304	1,361	1,473	1,517	1,669	2,112	2,364	2,504	3,189	2,934	▼ -8.0%
TOTAL	7,836	8,469	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,071	▼ -22.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	95,020	101,980	108,710	110,180	115,960	121,910	125,480	129,520	127,760	91,470	▼ -28.4%
Arts, Ent. & Rec.	23,290	24,400	25,380	26,740	29,230	30,580	30,210	32,160	32,730	21,130	▼ -35.4%
Retail**	12,450	13,030	13,200	13,230	13,640	14,060	14,110	14,400	13,990	10,950	▼ -21.7%
Ground Tran.	8,100	8,670	8,930	9,020	9,620	10,150	10,410	12,340	13,170	8,580	▼ -34.8%
Visitor Air Tran.	8,840	9,070	9,580	9,970	10,660	13,100	14,750	15,050	19,420	17,380	▼ -10.5%
Other Travel*	20,600	20,960	22,250	23,080	24,050	26,660	28,190	28,760	32,950	27,820	▼ -15.6%
TOTAL	168,300	178,120	188,060	192,230	203,160	216,460	223,160	232,230	240,020	177,340	▼ -26.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Los Angeles County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	891	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	839	▼ -48.8%
State Tax Receipts	1,076	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	642	▼ -53.2%
TOTAL	1,967	2,022	2,117	2,188	2,304	2,459	2,624	2,851	3,010	1,481	▼ -50.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	589	644	687	726	797	885	1,017	1,087	1,106	468	▼ -57.7%
Business or Employee	302	315	329	335	365	407	436	472	533	371	▼ -30.3%
TOTAL	891	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	839	▼ -48.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	830	802	812	823	816	814	839	955	994	385	▼ -61.3%
Business or Employee	246	261	290	304	326	354	332	337	378	258	▼ -31.8%
TOTAL	1,076	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	642	▼ -53.2%

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

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

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

Madera County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	226.3	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	181.2	▼ -43.2%
Other Travel*	31.2	29.9	26.7	27.0	24.3	26.6	30.3	34.7	36.1	16.0	▼ -55.7%
TOTAL	257.5	262.0	264.2	275.1	268.8	291.0	316.2	339.3	355.0	197.2	▼ -44.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	98.4	104.0	110.8	116.3	117.2	133.9	148.0	156.3	163.1	106.0	▼ -35.0%
Private Home	39.2	39.5	37.7	37.9	35.5	35.6	38.7	42.8	45.7	15.2	▼ -66.8%
Campground	19.8	18.8	19.4	22.2	22.0	22.2	23.3	24.5	26.4	22.2	▼ -15.9%
2nd Home	17.8	18.0	17.5	18.0	17.5	17.8	18.7	19.9	20.4	22.9	▲ 12.3%
Day Travel	51.1	51.9	52.1	53.6	52.3	54.8	57.1	61.1	63.4	14.9	▼ -76.5%
TOTAL	226.3	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	181.2	▼ -43.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	46.9	48.2	52.0	56.4	58.5	66.8	73.2	76.4	79.7	64.8	▼ -18.7%
Food Service	57.9	60.7	63.2	65.0	66.2	73.7	79.1	83.5	87.9	45.3	▼ -48.5%
Food Stores	12.8	13.1	13.1	14.0	14.1	14.6	14.9	15.2	15.8	10.6	▼ -33.3%
Local Tran. & Gas	47.9	47.0	44.2	45.8	40.8	39.1	43.6	49.9	52.1	21.3	▼ -59.2%
Arts, Ent. & Rec.	28.9	30.3	31.4	32.4	32.2	35.1	36.8	38.0	38.9	19.7	▼ -49.4%
Retail Sales	31.9	32.9	33.7	34.5	32.6	35.1	38.4	41.7	44.5	19.6	▼ -55.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	226.3	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	181.2	▼ -43.2%

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

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

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

Madera County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	46.5	49.0	53.3	55.4	60.0	69.4	77.4	81.8	87.7	79.7	▼ -9.1%
Arts, Ent. & Rec.	11.1	12.1	14.0	19.2	15.7	16.5	21.4	22.9	24.3	20.7	▼ -14.9%
Retail**	7.4	7.8	7.9	8.4	8.3	9.1	9.7	10.3	10.9	12.7	▲ 15.8%
Ground Tran.	3.2	3.4	3.5	3.7	3.8	4.5	5.3	7.6	8.3	3.0	▼ -64.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.9	0.9	0.8	1.0	1.1	2.3	2.7	2.8	3.1	2.8	▼ -7.6%
TOTAL	69.1	73.2	79.6	87.7	88.9	101.8	116.6	125.5	134.3	118.9	▼ -11.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,660	1,750	1,910	1,910	1,910	2,070	2,150	2,200	2,250	2,010	▼ -10.7%
Arts, Ent. & Rec.	620	680	870	1,200	890	990	1,380	1,550	1,510	1,230	▼ -18.9%
Retail**	240	250	260	270	260	280	290	300	310	330	▲ 6.4%
Ground Tran.	90	90	100	100	100	110	110	150	170	140	▼ -15.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	50	50	40	50	50	90	110	110	110	100	▼ -12.0%
TOTAL	2,650	2,820	3,170	3,520	3,210	3,540	4,050	4,320	4,350	3,800	▼ -12.6%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Madera County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	6.9	7.1	7.6	8.3	8.8	9.9	10.9	11.9	12.6	9.4	▼ -25.2%
State Tax Receipts	14.4	14.0	14.4	15.2	14.3	14.5	15.3	17.5	18.6	9.9	▼ -47.0%
TOTAL	21.3	21.0	22.1	23.5	23.1	24.5	26.3	29.4	31.2	19.3	▼ -38.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.4	4.6	5.0	5.4	5.9	6.7	7.4	8.1	8.5	6.2	▼ -27.4%
Business or Employee	2.5	2.5	2.7	2.9	2.9	3.2	3.5	3.8	4.1	3.3	▼ -20.6%
TOTAL	6.9	7.1	7.6	8.3	8.8	9.9	10.9	11.9	12.6	9.4	▼ -25.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	12.1	11.5	11.7	12.1	11.3	11.3	11.9	14.0	14.9	7.0	▼ -53.0%
Business or Employee	2.3	2.4	2.8	3.1	3.0	3.3	3.4	3.5	3.7	2.8	▼ -23.0%
TOTAL	14.4	14.0	14.4	15.2	14.3	14.5	15.3	17.5	18.6	9.9	▼ -47.0%

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

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Marin County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	455.7	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	256.0	▼ -60.2%
Other Travel*	151.9	173.2	184.4	169.6	171.5	170.0	164.9	174.4	195.2	90.2	▼ -53.8%
TOTAL	607.5	654.8	673.4	690.2	715.2	731.1	730.9	796.4	838.3	346.2	▼ -58.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	221.9	241.1	255.1	274.0	295.0	309.9	300.0	335.8	345.1	114.0	▼ -67.0%
Private Home	79.9	83.0	82.1	83.3	84.1	84.8	92.4	101.9	108.0	36.0	▼ -66.7%
Campground	30.8	30.8	27.0	34.8	35.4	35.9	37.6	39.5	42.6	35.8	▼ -15.9%
2nd Home	30.8	31.2	30.8	31.3	31.1	31.6	33.6	37.2	38.1	43.5	▲ 14.2%
Day Travel	92.2	95.4	94.1	97.2	98.0	99.0	102.4	107.5	109.3	26.8	▼ -75.5%
TOTAL	455.7	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	256.0	▼ -60.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	98.9	110.1	121.3	139.0	154.9	164.3	158.6	177.4	184.2	77.6	▼ -57.9%
Food Service	133.8	141.0	142.8	147.0	154.2	161.9	164.3	177.4	182.9	69.4	▼ -62.0%
Food Stores	24.2	25.2	23.8	26.3	27.2	27.3	27.3	28.1	28.9	17.2	▼ -40.3%
Local Tran. & Gas	55.2	54.9	50.2	53.3	49.1	45.5	49.2	56.7	58.5	22.5	▼ -61.5%
Arts, Ent. & Rec.	75.0	79.2	79.8	82.2	84.2	86.7	86.0	90.7	91.0	32.9	▼ -63.8%
Retail Sales	68.5	71.2	71.0	72.8	74.1	75.4	80.6	91.7	97.6	36.3	▼ -62.9%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	455.7	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	256.0	▼ -60.2%

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

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

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

Marin County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	133.0	145.1	151.5	162.1	170.5	188.5	197.1	209.6	221.4	147.1	▼ -33.6%
Arts, Ent. & Rec.	40.5	44.3	47.4	49.9	51.3	55.4	56.1	58.6	59.8	44.7	▼ -25.2%
Retail**	11.9	12.7	12.5	13.3	14.0	14.5	15.0	17.4	17.0	17.0	▲ 0.0%
Ground Tran.	4.5	4.9	4.9	5.2	5.5	6.1	7.0	10.2	10.9	3.2	▼ -70.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	30.7	38.0	42.9	38.9	41.2	42.6	39.9	40.9	46.6	23.0	▼ -50.8%
TOTAL	220.6	245.0	259.1	269.4	282.5	307.1	315.1	336.7	355.7	235.1	▼ -33.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,110	3,180	3,320	3,390	3,390	3,450	3,510	3,620	3,650	2,440	▼ -33.3%
Arts, Ent. & Rec.	1,230	1,420	1,450	1,540	1,570	1,670	1,690	1,670	1,720	1,230	▼ -28.1%
Retail**	330	340	340	350	340	350	350	380	400	390	▼ -1.3%
Ground Tran.	130	130	130	140	140	150	150	200	220	150	▼ -30.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	410	520	570	550	560	600	550	590	650	290	▼ -56.0%
TOTAL	5,210	5,600	5,810	5,980	5,990	6,220	6,250	6,460	6,640	4,500	▼ -32.2%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Marin County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	20.7	22.8	25.0	27.6	29.8	31.1	30.8	34.8	36.8	16.2	▼ -55.9%
State Tax Receipts	28.0	27.9	28.7	29.7	29.5	29.2	29.0	32.3	34.0	15.5	▼ -54.5%
TOTAL	48.7	50.7	53.7	57.3	59.3	60.3	59.9	67.1	70.8	31.7	▼ -55.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	12.6	14.1	15.8	18.1	19.9	20.8	20.7	23.8	25.2	9.4	▼ -62.7%
Business or Employee	8.1	8.7	9.2	9.5	9.9	10.3	10.1	10.9	11.5	6.8	▼ -41.0%
TOTAL	20.7	22.8	25.0	27.6	29.8	31.1	30.8	34.8	36.8	16.2	▼ -55.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	21.0	20.2	20.2	21.0	20.5	20.1	20.4	23.7	24.9	10.2	▼ -59.1%
Business or Employee	7.1	7.7	8.5	8.7	8.9	9.2	8.6	8.6	9.1	5.3	▼ -42.0%
TOTAL	28.0	27.9	28.7	29.7	29.5	29.2	29.0	32.3	34.0	15.5	▼ -54.5%

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

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

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

Mariposa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	381.6	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	249.6	▼ -46.2%
Other Travel*	4.0	3.5	3.1	3.1	2.7	2.4	2.7	3.1	3.2	1.1	▼ -64.8%
TOTAL	385.6	403.6	394.4	420.8	453.5	457.9	470.7	436.8	467.2	250.7	▼ -46.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	326.6	343.5	336.4	361.0	392.7	397.6	407.3	373.9	400.6	219.6	▼ -45.2%
Private Home	9.8	9.8	9.3	9.5	8.8	8.5	9.3	9.8	10.8	3.7	▼ -66.0%
Campground	2.3	2.4	2.5	2.7	2.6	2.7	2.8	2.9	3.1	2.6	▼ -15.9%
2nd Home	10.3	10.2	9.9	9.9	10.2	10.4	11.1	12.1	12.4	14.2	▲ 14.6%
Day Travel	32.6	34.2	33.1	34.7	36.5	36.5	37.5	35.1	37.1	9.5	▼ -74.3%
TOTAL	381.6	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	249.6	▼ -46.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	125.8	130.0	130.9	142.5	157.5	162.5	168.3	152.6	165.4	109.2	▼ -34.0%
Food Service	109.7	117.0	114.5	121.1	132.7	136.0	139.5	130.5	140.1	68.1	▼ -51.4%
Food Stores	8.6	9.1	8.7	9.2	9.9	9.7	9.6	8.9	9.4	4.6	▼ -50.7%
Local Tran. & Gas	38.4	39.0	35.2	37.4	36.4	33.3	35.8	36.2	38.6	16.4	▼ -57.5%
Arts, Ent. & Rec.	54.4	58.1	56.6	59.9	64.0	64.3	64.5	59.0	61.7	28.8	▼ -53.4%
Retail Sales	44.8	46.9	45.3	47.6	50.3	49.7	50.1	46.4	48.9	22.4	▼ -54.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	381.6	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	249.6	▼ -46.2%

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

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

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

Mariposa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	64.9	68.6	64.7	68.7	77.8	78.2	84.5	72.8	83.1	81.8	▼ -1.5%
Arts, Ent. & Rec.	11.9	13.2	13.9	14.2	16.7	14.3	13.9	9.6	10.3	6.1	▼ -41.2%
Retail**	10.3	11.1	10.7	11.5	12.5	12.7	13.8	13.0	13.4	14.6	▲ 9.3%
Ground Tran.	3.8	4.3	4.1	4.5	5.0	5.4	6.1	7.8	8.7	3.0	▼ -65.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.3	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▲ 2.7%
TOTAL	91.1	97.3	93.6	99.1	112.1	110.7	118.5	103.3	115.6	105.7	▼ -8.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,870	3,010	2,960	2,990	3,120	2,880	3,080	2,680	2,850	2,880	▲ 1.3%
Arts, Ent. & Rec.	630	780	750	840	900	860	760	580	690	450	▼ -34.7%
Retail**	370	380	360	400	410	400	410	390	380	380	▼ -0.1%
Ground Tran.	110	120	110	120	130	130	130	150	170	140	▼ -17.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -7.7%
TOTAL	3,990	4,290	4,180	4,370	4,570	4,270	4,390	3,810	4,100	3,870	▼ -5.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Mariposa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	16.9	17.5	17.4	18.7	20.6	21.0	21.7	20.0	21.8	14.4	▼ -33.7%
State Tax Receipts	12.5	12.5	12.4	13.2	14.0	13.5	13.4	12.6	13.7	7.6	▼ -44.0%
TOTAL	29.4	30.0	29.8	31.9	34.5	34.5	35.2	32.6	35.4	22.1	▼ -37.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	13.6	14.1	14.2	15.4	16.9	17.5	18.1	16.8	18.2	11.5	▼ -36.8%
Business or Employee	3.3	3.4	3.2	3.3	3.7	3.5	3.6	3.2	3.6	2.9	▼ -18.3%
TOTAL	16.9	17.5	17.4	18.7	20.6	21.0	21.7	20.0	21.8	14.4	▼ -33.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.3	9.1	9.0	9.5	9.9	9.6	9.6	9.4	10.1	4.9	▼ -51.9%
Business or Employee	3.3	3.4	3.5	3.7	4.1	3.9	3.8	3.2	3.5	2.8	▼ -21.2%
TOTAL	12.5	12.5	12.4	13.2	14.0	13.5	13.4	12.6	13.7	7.6	▼ -44.0%

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

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

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

Mendocino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	329.1	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	278.2	▼ -40.4%
Other Travel*	19.2	17.9	16.1	16.2	14.4	12.8	14.4	16.5	17.2	6.6	▼ -61.7%
TOTAL	348.3	363.0	365.1	382.1	398.7	434.6	465.9	451.7	484.0	284.8	▼ -41.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	182.3	193.9	200.1	214.6	233.7	267.2	289.3	267.4	286.3	183.1	▼ -36.0%
Private Home	47.2	48.0	46.3	46.6	43.6	44.1	46.8	49.0	54.2	18.5	▼ -65.8%
Campground	38.3	40.0	40.0	40.8	41.5	41.9	44.0	46.2	49.8	41.9	▼ -15.9%
2nd Home	13.7	13.8	13.5	13.7	14.1	14.4	15.2	16.6	17.0	19.5	▲ 14.6%
Day Travel	47.6	49.4	49.1	50.2	51.4	54.1	56.2	56.1	59.5	15.2	▼ -74.5%
TOTAL	329.1	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	278.2	▼ -40.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	75.7	80.5	85.1	93.9	104.2	121.4	130.6	123.0	134.3	105.6	▼ -21.3%
Food Service	96.0	101.5	103.5	106.9	114.8	127.7	136.4	130.1	139.0	73.9	▼ -46.9%
Food Stores	20.1	21.2	20.8	21.4	22.4	23.0	23.3	22.8	24.1	15.7	▼ -34.8%
Local Tran. & Gas	48.6	48.8	45.4	46.8	43.8	42.2	47.1	50.0	53.4	25.2	▼ -52.8%
Arts, Ent. & Rec.	48.8	51.7	52.5	54.3	56.9	61.9	64.5	60.4	62.8	32.0	▼ -49.1%
Retail Sales	39.7	41.4	41.6	42.7	42.1	45.5	49.6	48.9	53.2	25.7	▼ -51.6%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	329.1	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	278.2	▼ -40.4%

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

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

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

Mendocino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	87.1	93.3	111.8	120.7	129.0	149.2	162.1	161.8	177.8	134.4	▼ -24.4%
Arts, Ent. & Rec.	24.2	26.5	33.7	36.9	34.4	35.6	37.8	26.5	28.4	16.1	▼ -43.5%
Retail**	8.8	9.4	9.4	9.9	10.2	11.1	11.6	11.3	12.0	14.9	▲ 24.2%
Ground Tran.	3.6	3.9	4.0	4.2	4.6	5.4	6.4	8.4	9.3	3.7	▼ -60.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	1.0	0.8	0.8	0.8	0.9	1.0	1.1	1.2	1.2	1.1	▼ -6.2%
TOTAL	124.7	134.0	159.7	172.5	179.1	202.3	219.0	209.1	228.6	170.1	▼ -25.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,900	3,000	3,490	3,560	3,560	3,880	4,120	3,920	4,160	3,150	▼ -24.3%
Arts, Ent. & Rec.	1,710	1,800	2,430	2,670	2,480	2,680	2,590	1,740	1,700	870	▼ -48.6%
Retail**	290	310	300	310	310	320	330	310	320	370	▲ 15.2%
Ground Tran.	100	110	110	110	120	130	140	160	180	170	▼ -6.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	30	30	20	30	30	30	30	30	30	30	▼ -9.6%
TOTAL	5,040	5,240	6,360	6,690	6,490	7,040	7,200	6,170	6,400	4,590	▼ -28.2%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Mendocino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	12.8	13.7	15.0	16.2	17.5	18.5	20.1	22.3	24.3	17.1	▼ -29.6%
State Tax Receipts	17.6	17.4	18.6	19.5	19.5	20.3	20.9	20.5	22.2	12.3	▼ -44.4%
TOTAL	30.3	31.1	33.6	35.7	37.0	38.8	41.0	42.7	46.4	29.4	▼ -36.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.4	9.1	9.7	10.6	11.6	12.2	13.5	15.6	17.0	12.2	▼ -27.9%
Business or Employee	4.4	4.6	5.4	5.7	5.8	6.3	6.6	6.7	7.3	4.9	▼ -33.4%
TOTAL	12.8	13.7	15.0	16.2	17.5	18.5	20.1	22.3	24.3	17.1	▼ -29.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	13.4	13.0	13.2	13.7	13.6	14.0	14.6	15.2	16.4	8.5	▼ -48.2%
Business or Employee	4.2	4.3	5.4	5.8	5.9	6.3	6.3	5.3	5.8	3.8	▼ -33.6%
TOTAL	17.6	17.4	18.6	19.5	19.5	20.3	20.9	20.5	22.2	12.3	▼ -44.4%

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

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

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

Merced County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	189.6	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	144.3	▼ -44.5%
Other Travel*	53.5	51.6	46.2	46.5	41.3	36.3	41.5	50.1	51.4	17.9	▼ -65.1%
TOTAL	243.1	249.4	244.2	264.3	260.7	245.8	270.2	296.2	311.3	162.2	▼ -47.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	45.7	49.5	53.9	69.8	76.3	72.7	77.5	82.3	87.2	78.0	▼ -10.6%
Private Home	78.4	80.5	77.2	78.0	73.8	69.8	79.7	88.1	94.3	28.3	▼ -70.0%
Campground	6.3	6.7	6.9	7.2	7.3	7.4	7.8	8.2	8.8	7.4	▼ -15.9%
2nd Home	15.3	15.6	15.3	15.7	15.3	15.6	16.4	17.5	17.9	20.1	▲ 12.3%
Day Travel	43.9	45.4	44.7	47.1	46.7	44.1	47.3	50.1	51.8	10.5	▼ -79.6%
TOTAL	189.6	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	144.3	▼ -44.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	25.3	26.7	28.9	36.2	40.1	39.9	42.3	44.6	47.3	40.2	▼ -15.1%
Food Service	48.7	51.7	53.3	58.0	61.2	60.6	64.6	67.8	71.2	40.8	▼ -42.7%
Food Stores	11.0	11.7	11.5	12.2	12.5	12.1	12.5	12.7	13.0	7.3	▼ -44.1%
Local Tran. & Gas	57.3	57.5	53.2	55.6	50.4	43.9	49.7	56.7	58.9	20.5	▼ -65.2%
Arts, Ent. & Rec.	23.3	24.9	25.5	27.8	28.7	27.8	29.0	29.7	30.4	17.2	▼ -43.4%
Retail Sales	24.0	25.3	25.6	27.9	26.4	25.3	29.9	34.1	38.7	18.2	▼ -53.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.3	0.2	▼ -45.5%
TOTAL	189.6	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	144.3	▼ -44.5%

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

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

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

Merced County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	26.2	28.3	31.5	38.6	43.2	44.4	46.6	49.7	53.0	48.1	▼ -9.3%
Arts, Ent. & Rec.	10.9	12.1	16.4	19.2	18.7	18.5	19.7	20.9	20.8	12.1	▼ -42.0%
Retail**	5.7	6.1	6.1	6.7	6.8	6.8	7.4	7.8	8.4	9.2	▲ 9.5%
Ground Tran.	3.3	3.6	3.7	4.0	4.2	4.4	5.3	7.5	8.1	2.7	▼ -66.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.5	0.5	1.0	▲ 92.9%
Other Travel*	1.5	1.5	1.3	1.5	1.6	1.8	2.3	3.5	3.7	3.3	▼ -13.2%
TOTAL	47.6	51.7	59.0	70.0	74.5	75.9	82.7	89.8	94.5	76.3	▼ -19.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,120	1,190	1,330	1,530	1,610	1,550	1,570	1,580	1,630	1,450	▼ -10.6%
Arts, Ent. & Rec.	700	830	1,080	1,240	1,130	1,080	1,140	1,090	1,060	620	▼ -41.2%
Retail**	210	220	220	250	240	230	240	250	260	260	▲ 1.2%
Ground Tran.	100	100	100	110	110	110	110	150	160	130	▼ -21.5%
Visitor Air Tran.	0	0	0	0	0	0	10	<10	<10	<10	▲ 72.4%
Other Travel*	60	60	50	60	60	70	70	80	80	70	▼ -11.5%
TOTAL	2,190	2,400	2,790	3,190	3,150	3,030	3,150	3,150	3,190	2,550	▼ -20.2%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Merced County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.1	4.4	4.8	5.8	6.3	6.2	7.2	8.1	8.6	6.2	▼ -28.7%
State Tax Receipts	15.9	15.5	15.7	16.9	16.1	14.7	15.5	18.6	19.8	9.5	▼ -51.9%
TOTAL	20.0	19.9	20.5	22.8	22.4	20.9	22.7	26.7	28.5	15.7	▼ -44.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.5	2.6	2.9	3.6	3.9	3.9	4.7	5.3	5.7	4.0	▼ -29.6%
Business or Employee	1.7	1.7	1.9	2.2	2.4	2.3	2.6	2.8	3.0	2.2	▼ -27.0%
TOTAL	4.1	4.4	4.8	5.8	6.3	6.2	7.2	8.1	8.6	6.2	▼ -28.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.2	13.7	13.5	14.4	13.4	12.2	13.0	16.1	17.2	7.7	▼ -55.1%
Business or Employee	1.7	1.8	2.2	2.6	2.7	2.6	2.5	2.5	2.6	1.8	▼ -30.4%
TOTAL	15.9	15.5	15.7	16.9	16.1	14.7	15.5	18.6	19.8	9.5	▼ -51.9%

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

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

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

Modoc County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	22.6	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	15.3	▼ -45.1%
Other Travel*	1.9	1.8	1.6	1.6	1.4	1.2	1.3	1.5	1.6	0.6	▼ -64.8%
TOTAL	24.5	23.8	23.2	24.2	24.0	24.3	25.9	27.3	29.5	15.9	▼ -46.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	6.8	6.3	6.3	6.8	7.3	7.7	8.2	8.5	9.5	6.0	▼ -37.2%
Private Home	5.0	4.8	4.6	4.7	4.3	4.2	4.6	4.9	5.3	1.8	▼ -66.2%
Campground	3.6	3.8	3.9	4.1	4.1	4.1	4.3	4.5	4.9	4.1	▼ -15.9%
2nd Home	1.4	1.4	1.3	1.3	1.4	1.4	1.5	1.6	1.7	1.9	▲ 14.5%
Day Travel	5.9	5.6	5.5	5.7	5.7	5.7	6.0	6.2	6.6	1.6	▼ -75.9%
TOTAL	22.6	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	15.3	▼ -45.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3.5	3.4	3.5	3.8	4.1	4.4	4.7	4.9	5.4	4.4	▼ -19.3%
Food Service	6.6	6.4	6.4	6.7	6.9	7.2	7.6	7.9	8.5	4.2	▼ -50.7%
Food Stores	1.8	1.9	1.8	1.9	2.0	2.0	2.0	2.0	2.1	1.4	▼ -34.3%
Local Tran. & Gas	4.1	3.9	3.6	3.7	3.4	3.1	3.4	3.9	4.1	1.9	▼ -54.8%
Arts, Ent. & Rec.	3.5	3.5	3.5	3.6	3.6	3.7	3.8	3.9	4.1	1.9	▼ -52.9%
Retail Sales	2.9	2.8	2.8	2.9	2.7	2.7	3.0	3.3	3.7	1.6	▼ -56.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	22.6	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	15.3	▼ -45.1%

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

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

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

Modoc County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	6.9	6.8	6.8	6.8	6.7	7.4	7.9	7.7	8.7	8.2	▼ -5.8%
Arts, Ent. & Rec.	0.9	1.0	1.0	0.9	0.9	0.9	1.0	1.0	1.1	0.8	▼ -30.5%
Retail**	0.9	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.1	1.3	▲ 20.9%
Ground Tran.	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.6	0.6	0.2	▼ -61.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.7%
TOTAL	9.1	9.1	9.1	9.1	8.9	9.8	10.4	10.4	11.6	10.6	▼ -8.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	270	280	260	240	220	220	220	210	230	210	▼ -8.3%
Arts, Ent. & Rec.	50	50	50	40	40	30	30	30	30	20	▼ -35.3%
Retail**	30	30	30	40	30	30	30	30	30	30	▲ 15.6%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	10	10	10	▼ -9.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -3.2%
TOTAL	370	370	350	320	290	290	300	290	310	280	▼ -9.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Modoc County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.6	▼ -25.1%
State Tax Receipts	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.5	0.9	▼ -44.7%
TOTAL	2.0	1.9	1.9	2.0	1.9	1.9	2.0	2.2	2.4	1.5	▼ -37.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.3	▼ -29.9%
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -18.2%
TOTAL	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.6	▼ -25.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.1	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.2	0.6	▼ -51.2%
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -20.8%
TOTAL	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.5	0.9	▼ -44.7%

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

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

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

Mono County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	413.9	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	370.2	▼ -44.5%
Other Travel*	3.3	3.2	2.9	2.9	2.6	2.4	2.9	3.4	3.6	1.5	▼ -58.3%
TOTAL	417.2	433.8	473.6	474.4	495.0	548.3	615.8	625.7	671.0	371.7	▼ -44.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	305.4	317.5	358.1	359.2	379.7	429.9	487.5	490.0	529.3	268.0	▼ -49.4%
Private Home	7.3	7.5	8.7	8.4	7.7	7.8	9.7	10.3	10.0	3.4	▼ -66.2%
Campground	31.3	34.1	32.6	32.4	32.1	32.5	34.1	35.8	38.6	32.5	▼ -15.9%
2nd Home	40.4	40.6	39.0	39.3	40.2	40.9	43.7	47.7	48.9	56.0	▲ 14.6%
Day Travel	29.5	30.9	32.3	32.2	32.6	34.8	37.8	38.5	40.5	10.4	▼ -74.3%
TOTAL	413.9	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	370.2	▼ -44.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	134.1	137.6	153.7	154.1	165.6	188.9	214.2	212.6	234.4	149.2	▼ -36.4%
Food Service	114.1	120.5	133.7	133.9	141.8	159.9	178.1	181.5	194.5	99.4	▼ -48.9%
Food Stores	15.5	16.7	17.0	17.1	17.6	18.4	19.3	19.3	20.4	13.6	▼ -33.1%
Local Tran. & Gas	49.0	49.5	49.5	49.7	46.4	46.0	53.3	58.9	62.6	29.9	▼ -52.2%
Arts, Ent. & Rec.	57.9	61.2	67.2	67.4	69.6	76.7	83.2	82.9	86.5	43.6	▼ -49.6%
Retail Sales	43.3	45.1	49.7	49.4	51.3	56.0	62.2	64.5	67.4	33.7	▼ -50.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6	1.6	0.8	▼ -52.2%
TOTAL	413.9	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	370.2	▼ -44.5%

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

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

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Mono County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	59.3	61.8	72.2	71.1	75.2	87.9	106.6	108.3	121.4	85.2	▼ -29.8%
Arts, Ent. & Rec.	20.0	21.9	28.3	37.2	42.0	44.0	43.5	48.8	51.7	43.0	▼ -16.8%
Retail**	8.7	9.4	10.1	10.3	10.9	12.1	13.4	13.6	13.7	17.2	▲ 25.2%
Ground Tran.	4.3	4.8	5.3	5.4	5.7	6.8	8.5	11.8	13.1	4.8	▼ -63.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	5.1	5.2	6.6	6.7	▲ 1.7%
Other Travel*	0.2	0.2	0.2	0.3	0.3	0.3	0.8	1.0	1.4	1.0	▼ -29.2%
TOTAL	92.5	98.1	116.1	124.3	134.1	151.0	177.8	188.6	207.8	157.9	▼ -24.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,940	2,150	2,390	2,230	2,270	2,420	2,720	2,840	3,090	2,210	▼ -28.7%
Arts, Ent. & Rec.	910	1,110	1,310	1,720	2,160	2,250	2,250	2,340	2,280	1,700	▼ -25.3%
Retail**	280	310	330	350	350	350	350	370	360	420	▲ 16.1%
Ground Tran.	130	130	150	150	150	160	180	230	260	230	▼ -12.6%
Visitor Air Tran.	0	0	0	0	0	0	50	50	70	60	▼ -9.1%
Other Travel*	<10	<10	<10	<10	<10	10	20	20	20	20	▼ -27.7%
TOTAL	3,270	3,720	4,180	4,450	4,930	5,200	5,580	5,840	6,080	4,630	▼ -23.9%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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Mono County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	18.3	18.9	26.2	26.3	28.7	32.8	37.0	37.6	41.4	25.3	▼ -39.0%
State Tax Receipts	13.6	13.5	15.3	15.7	15.9	16.9	18.3	19.3	20.8	11.9	▼ -42.8%
TOTAL	31.9	32.4	41.5	42.0	44.6	49.7	55.3	56.8	62.3	37.2	▼ -40.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.0	15.5	22.2	22.2	24.3	28.0	31.6	31.7	35.0	20.9	▼ -40.2%
Business or Employee	3.3	3.4	3.9	4.1	4.4	4.8	5.4	5.8	6.4	4.4	▼ -32.2%
TOTAL	18.3	18.9	26.2	26.3	28.7	32.8	37.0	37.6	41.4	25.3	▼ -39.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	10.3	10.1	11.1	11.2	11.1	11.8	12.8	13.8	14.8	7.9	▼ -46.9%
Business or Employee	3.3	3.4	4.3	4.5	4.8	5.1	5.6	5.5	6.0	4.0	▼ -32.6%
TOTAL	13.6	13.5	15.3	15.7	15.9	16.9	18.3	19.3	20.8	11.9	▼ -42.8%

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

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

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Monterey County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	2,163	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,450	▼ -53.6%
Other Travel*	111	109	100	101	92	85	95	105	113	46	▼ -59.2%
TOTAL	2,274	2,427	2,495	2,602	2,702	2,759	2,820	3,136	3,241	1,496	▼ -53.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,497	1,627	1,705	1,797	1,893	1,952	1,964	2,214	2,281	1,121	▼ -50.9%
Private Home	157	159	154	154	158	157	173	191	205	76	▼ -62.8%
Campground	34	37	38	41	41	42	44	46	50	42	▼ -15.9%
2nd Home	56	57	56	57	58	58	63	72	73	85	▲ 15.7%
Day Travel	418	438	442	452	460	465	482	508	519	127	▼ -75.6%
TOTAL	2,163	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,450	▼ -53.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	488	540	582	634	684	712	716	835	879	442	▼ -49.8%
Food Service	660	709	734	757	800	837	859	939	967	457	▼ -52.8%
Food Stores	62	67	67	70	73	73	73	76	78	40	▼ -48.0%
Local Tran. & Gas	241	245	233	240	224	208	224	261	267	106	▼ -60.3%
Arts, Ent. & Rec.	302	325	336	346	358	367	368	393	394	174	▼ -55.8%
Retail Sales	394	417	426	437	454	459	469	509	520	223	▼ -57.0%
Visitor Air Tran.	15	16	17	17	18	18	17	18	24	8	▼ -67.7%
TOTAL	2,163	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,450	▼ -53.6%

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

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

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Monterey County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	460	505	524	559	590	637	656	744	786	558	▼ -29.0%
Arts, Ent. & Rec.	297	331	346	365	386	388	397	439	455	349	▼ -23.2%
Retail**	60	65	67	70	75	77	76	85	86	90	▲ 3.7%
Ground Tran.	20	22	23	24	26	28	32	46	49	18	▼ -63.6%
Visitor Air Tran.	10	11	13	13	16	16	16	18	20	19	▼ -3.4%
Other Travel*	16	16	17	18	19	20	21	22	24	22	▼ -4.6%
TOTAL	863	951	989	1,050	1,111	1,166	1,199	1,354	1,420	1,057	▼ -25.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	14,100	15,340	15,740	16,160	16,270	16,780	16,620	17,940	18,160	13,280	▼ -26.9%
Arts, Ent. & Rec.	3,580	4,400	4,500	4,660	4,710	4,770	4,670	5,070	5,360	3,760	▼ -29.9%
Retail**	1,900	2,040	2,080	2,130	2,170	2,200	2,090	2,270	2,220	2,160	▼ -2.8%
Ground Tran.	560	590	620	630	640	660	670	900	980	780	▼ -19.8%
Visitor Air Tran.	90	100	110	110	130	130	130	140	140	120	▼ -13.6%
Other Travel*	280	280	270	280	290	310	320	320	310	270	▼ -11.2%
TOTAL	20,510	22,750	23,310	23,970	24,210	24,860	24,500	26,630	27,160	20,370	▼ -25.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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

Monterey County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	87	94	100	106	113	117	125	146	154	82	▼ -46.4%
State Tax Receipts	116	117	123	129	131	130	126	139	144	73	▼ -49.5%
TOTAL	202	211	223	235	244	247	251	285	298	155	▼ -47.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	57	63	67	73	78	82	88	104	109	53	▼ -51.7%
Business or Employee	30	32	32	33	35	35	37	42	44	29	▼ -33.5%
TOTAL	87	94	100	106	113	117	125	146	154	82	▼ -46.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	87	85	89	92	92	92	92	103	106	48	▼ -54.8%
Business or Employee	29	32	35	37	38	38	34	36	38	25	▼ -34.6%
TOTAL	116	117	123	129	131	130	126	139	144	73	▼ -49.5%

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

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

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

Napa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,149	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	805	▼ -54.9%
Other Travel*	42	45	43	45	43	62	62	71	71	41	▼ -43.0%
TOTAL	1,192	1,281	1,334	1,412	1,475	1,629	1,659	1,793	1,855	846	▼ -54.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	786	854	912	975	1,033	1,149	1,164	1,287	1,335	658	▼ -50.7%
Private Home	32	33	32	32	30	31	32	35	37	11	▼ -70.4%
Campground	14	16	14	16	16	16	17	17	19	16	▼ -15.9%
2nd Home	19	19	19	19	21	21	22	25	26	30	▲ 16.3%
Day Travel	298	314	315	325	332	351	362	358	368	91	▼ -75.3%
TOTAL	1,149	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	805	▼ -54.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	285	317	354	393	427	485	489	546	572	267	▼ -53.4%
Food Service	316	339	351	365	385	426	440	473	494	235	▼ -52.6%
Food Stores	33	36	35	37	38	40	40	41	43	20	▼ -53.8%
Local Tran. & Gas	79	81	76	80	75	74	80	91	95	38	▼ -60.0%
Arts, Ent. & Rec.	215	231	238	248	255	276	279	290	295	127	▼ -57.1%
Retail Sales	221	232	237	245	250	267	269	280	285	120	▼ -57.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	1,149	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	805	▼ -54.9%

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

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

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

Napa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	284	311	349	389	416	465	483	544	580	379	▼ -34.6%
Arts, Ent. & Rec.	90	100	108	115	111	127	149	170	186	124	▼ -33.3%
Retail**	32	35	35	37	39	42	42	42	43	43	▼ -0.1%
Ground Tran.	8	9	10	10	11	13	15	22	23	8	▼ -65.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	5	6	6	7	8	14	14	16	16	11	▼ -28.3%
TOTAL	419	461	508	559	585	661	702	793	848	565	▼ -33.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	7,590	7,990	8,560	9,370	9,500	9,880	9,910	10,490	10,650	7,050	▼ -33.7%
Arts, Ent. & Rec.	4,050	4,640	5,000	5,210	4,840	5,210	5,960	6,370	6,440	4,080	▼ -36.6%
Retail**	1,000	1,000	1,020	1,090	1,080	1,160	1,120	1,130	1,100	1,050	▼ -3.9%
Ground Tran.	250	260	270	280	280	310	310	420	470	380	▼ -18.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	110	130	140	160	150	210	210	200	200	140	▼ -27.8%
TOTAL	13,000	14,010	14,990	16,100	15,860	16,760	17,510	18,610	18,850	12,710	▼ -32.6%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Napa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	57	63	69	75	80	89	87	98	103	48	▼ -53.4%
State Tax Receipts	53	53	57	61	62	66	65	69	73	36	▼ -50.4%
TOTAL	110	116	126	136	142	155	152	167	176	84	▼ -52.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	42	46	51	56	61	68	66	73	77	32	▼ -57.8%
Business or Employee	15	16	17	19	19	21	22	25	26	16	▼ -40.5%
TOTAL	57	63	69	75	80	89	87	98	103	48	▼ -53.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	39	38	40	41	42	44	44	47	49	22	▼ -55.0%
Business or Employee	14	15	18	19	20	21	21	22	23	14	▼ -40.6%
TOTAL	53	53	57	61	62	66	65	69	73	36	▼ -50.4%

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

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

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

Nevada County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	268.0	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	220.9	▼ -44.2%
Other Travel*	21.3	21.2	19.7	17.3	15.3	13.4	15.1	17.5	18.3	6.4	▼ -64.8%
TOTAL	289.2	293.5	295.9	305.7	318.4	338.6	362.6	387.6	414.1	227.4	▼ -45.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	78.3	83.0	89.9	99.7	115.3	134.1	146.7	155.4	169.5	91.3	▼ -46.1%
Private Home	54.8	55.6	54.3	54.8	51.3	51.3	54.7	59.2	63.8	21.6	▼ -66.1%
Campground	28.3	26.7	26.3	26.5	26.3	26.6	27.9	29.3	31.6	26.6	▼ -15.9%
2nd Home	44.0	44.2	43.2	43.8	45.4	46.2	49.0	53.5	54.8	62.8	▲ 14.6%
Day Travel	62.6	62.7	62.5	63.5	64.8	67.0	69.1	72.6	76.1	18.7	▼ -75.5%
TOTAL	268.0	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	220.9	▼ -44.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	48.3	49.8	53.1	58.2	65.6	74.2	80.5	83.9	91.1	66.0	▼ -27.6%
Food Service	80.8	83.1	85.6	88.5	95.8	105.0	110.8	116.5	124.5	64.8	▼ -48.0%
Food Stores	18.1	18.2	17.9	18.4	19.0	19.3	19.5	19.8	20.7	12.4	▼ -40.4%
Local Tran. & Gas	43.2	41.7	38.9	39.9	37.1	35.1	38.9	44.4	47.1	22.0	▼ -53.3%
Arts, Ent. & Rec.	44.2	45.4	46.5	48.0	50.5	54.1	55.6	57.1	59.4	30.2	▼ -49.1%
Retail Sales	33.4	33.9	34.3	35.4	35.1	37.4	42.3	48.5	53.1	25.6	▼ -51.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	268.0	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	220.9	▼ -44.2%

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

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

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Nevada County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	61.7	64.8	68.8	79.1	84.0	95.2	103.1	113.6	124.4	99.5	▼ -20.0%
Arts, Ent. & Rec.	16.6	17.7	22.6	17.5	16.6	18.6	21.2	21.1	22.6	21.1	▼ -6.6%
Retail**	7.8	8.1	8.1	8.5	8.8	9.5	10.0	10.9	11.5	13.9	▲ 20.6%
Ground Tran.	2.8	2.9	3.0	3.2	3.5	4.0	4.7	6.8	7.5	2.9	▼ -61.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	1.0	1.3	1.5	0.6	0.6	0.7	0.7	0.8	0.8	0.8	▲ 2.7%
TOTAL	89.9	94.9	104.0	108.9	113.4	128.0	139.8	153.1	166.8	138.2	▼ -17.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,790	1,830	1,960	2,200	2,170	2,280	2,430	2,580	2,690	2,140	▼ -20.4%
Arts, Ent. & Rec.	800	870	1,060	820	740	770	840	820	850	730	▼ -14.9%
Retail**	250	260	270	270	270	280	290	310	310	340	▲ 11.0%
Ground Tran.	80	80	80	90	90	100	100	130	150	140	▼ -8.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	30	40	40	20	20	20	20	20	20	20	▼ -0.8%
TOTAL	2,950	3,080	3,410	3,390	3,290	3,450	3,680	3,860	4,020	3,370	▼ -16.3%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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Nevada County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	7.8	8.0	8.6	9.2	10.1	11.3	12.7	14.2	15.5	10.1	▼ -35.0%
State Tax Receipts	15.1	14.5	15.2	15.7	15.7	16.1	16.5	18.4	19.8	11.0	▼ -44.3%
TOTAL	22.9	22.5	23.8	25.0	25.7	27.3	29.2	32.5	35.3	21.1	▼ -40.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.5	4.7	5.0	5.6	6.3	7.2	8.3	9.3	10.1	6.1	▼ -39.7%
Business or Employee	3.2	3.3	3.5	3.6	3.8	4.1	4.4	4.9	5.3	4.0	▼ -25.9%
TOTAL	7.8	8.0	8.6	9.2	10.1	11.3	12.7	14.2	15.5	10.1	▼ -35.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	12.1	11.4	11.6	12.0	11.9	12.0	12.5	14.4	15.5	7.9	▼ -49.1%
Business or Employee	3.0	3.1	3.6	3.7	3.8	4.0	4.0	4.0	4.3	3.2	▼ -27.2%
TOTAL	15.1	14.5	15.2	15.7	15.7	16.1	16.5	18.4	19.8	11.0	▼ -44.3%

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

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Orange County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%
Other Travel*	1,399	1,367	1,371	1,485	1,467	1,512	1,564	1,736	1,789	999	▼ -44.2%
TOTAL	9,872	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,391	▼ -55.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	5,162	5,693	6,288	6,996	7,709	8,343	8,415	7,943	8,207	3,477	▼ -57.6%
Private Home	1,106	1,173	1,263	1,375	1,452	1,477	1,641	1,848	2,013	929	▼ -53.8%
Campground	68	63	63	43	45	47	48	145	156	136	▼ -12.8%
2nd Home	190	213	240	272	265	272	289	316	322	384	▲ 19.2%
Day Travel	1,947	1,861	1,800	1,712	1,757	1,825	1,860	1,934	1,975	467	▼ -76.4%
TOTAL	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,753	1,908	2,075	2,259	2,489	2,710	2,717	2,984	3,101	1,287	▼ -58.5%
Food Service	2,311	2,475	2,665	2,872	3,085	3,342	3,445	3,248	3,385	1,486	▼ -56.1%
Food Stores	282	311	348	386	405	414	412	441	451	245	▼ -45.6%
Local Tran. & Gas	531	432	358	300	305	304	319	322	330	128	▼ -61.1%
Arts, Ent. & Rec.	2,034	2,212	2,413	2,627	2,798	2,957	2,979	2,794	2,831	1,176	▼ -58.5%
Retail Sales	1,241	1,336	1,452	1,589	1,756	1,844	1,992	1,975	2,159	941	▼ -56.4%
Visitor Air Tran.	321	330	343	366	390	393	389	421	418	129	▼ -69.1%
TOTAL	8,473	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,393	▼ -57.4%

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

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

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Orange County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,643	1,788	1,869	1,984	2,176	2,422	2,510	2,594	2,749	1,980	▼ -28.0%
Arts, Ent. & Rec.	1,060	1,194	1,365	1,562	1,713	1,900	2,065	1,926	1,973	1,019	▼ -48.4%
Retail**	184	203	222	245	275	292	302	301	315	334	▲ 5.8%
Ground Tran.	63	61	55	51	53	60	66	79	86	31	▼ -63.5%
Visitor Air Tran.	22	24	26	27	30	40	43	46	50	45	▼ -8.8%
Other Travel*	221	217	236	274	288	338	348	379	392	322	▼ -17.9%
TOTAL	3,191	3,486	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,731	▼ -32.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	51,000	53,380	57,480	60,020	62,540	66,580	67,180	65,570	66,920	49,190	▼ -26.5%
Arts, Ent. & Rec.	30,880	32,870	37,430	41,200	44,990	47,550	48,110	48,970	49,410	25,020	▼ -49.4%
Retail**	5,360	5,830	6,440	6,910	7,490	7,750	7,930	7,690	7,750	7,670	▼ -1.0%
Ground Tran.	1,680	1,570	1,450	1,320	1,280	1,370	1,380	1,520	1,670	1,230	▼ -26.3%
Visitor Air Tran.	380	400	420	430	460	520	560	580	610	500	▼ -18.5%
Other Travel*	4,420	4,310	4,580	5,220	5,200	5,760	5,940	6,080	6,010	4,730	▼ -21.2%
TOTAL	93,720	98,350	107,800	115,100	121,960	129,520	131,090	130,420	132,370	88,340	▼ -33.3%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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Orange County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	378	406	440	476	521	566	578	619	644	297	▼ -53.9%
State Tax Receipts	407	402	437	467	494	514	515	504	532	257	▼ -51.7%
TOTAL	785	808	876	943	1,015	1,080	1,093	1,123	1,176	554	▼ -52.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	262	284	310	337	371	405	414	453	471	193	▼ -59.0%
Business or Employee	116	122	130	139	151	162	164	166	173	104	▼ -40.1%
TOTAL	378	406	440	476	521	566	578	619	644	297	▼ -53.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	299	286	304	321	337	348	354	354	375	164	▼ -56.3%
Business or Employee	108	116	133	146	157	166	161	151	157	93	▼ -40.7%
TOTAL	407	402	437	467	494	514	515	504	532	257	▼ -51.7%

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

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

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

Placer County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	966	948	968	965	1,035	1,162	1,274	1,315	1,397	767	▼ -45.1%
Other Travel*	79	75	69	70	64	62	75	87	93	38	▼ -59.5%
TOTAL	1,045	1,023	1,036	1,034	1,099	1,224	1,349	1,403	1,490	805	▼ -46.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	550	527	547	543	605	718	804	813	866	484	▼ -44.1%
Private Home	151	152	153	152	157	159	172	189	206	70	▼ -66.2%
Campground	28	31	29	30	30	30	32	33	36	30	▼ -15.9%
2nd Home	107	109	109	111	109	110	116	122	125	143	▲ 15.1%
Day Travel	131	130	130	129	135	144	150	158	165	40	▼ -76.0%
TOTAL	966	948	968	965	1,035	1,162	1,274	1,315	1,397	767	▼ -45.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	209	205	217	223	251	297	334	337	362	254	▼ -29.7%
Food Service	283	280	288	284	312	357	388	398	423	215	▼ -49.2%
Food Stores	39	40	40	40	43	45	46	46	48	29	▼ -39.3%
Local Tran. & Gas	132	126	119	118	112	110	124	139	146	61	▼ -58.3%
Arts, Ent. & Rec.	179	178	183	181	193	214	226	227	235	127	▼ -46.0%
Retail Sales	123	120	121	119	124	139	156	167	182	80	▼ -56.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	966	948	968	965	1,035	1,162	1,274	1,315	1,397	767	▼ -45.1%

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

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

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

Placer County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	171	170	185	183	197	244	272	285	310	256	▼ -17.5%
Arts, Ent. & Rec.	83	85	97	93	94	96	112	117	124	99	▼ -20.4%
Retail**	22	22	22	22	24	27	29	31	32	36	▲ 11.6%
Ground Tran.	10	10	10	10	11	14	16	23	25	9	▼ -64.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	4	3	3	4	4	6	9	9	11	8	▼ -28.1%
TOTAL	289	291	317	312	331	387	439	465	502	407	▼ -19.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,330	6,200	6,580	6,280	6,440	7,340	7,880	7,970	8,230	6,570	▼ -20.2%
Arts, Ent. & Rec.	4,230	3,960	4,270	3,880	3,820	4,340	4,910	4,960	4,800	3,470	▼ -27.7%
Retail**	680	680	680	680	710	790	830	840	850	900	▲ 6.1%
Ground Tran.	280	270	280	280	290	320	350	450	500	420	▼ -16.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	120	100	100	100	120	160	210	220	240	180	▼ -24.8%
TOTAL	11,630	11,210	11,900	11,210	11,380	12,950	14,190	14,440	14,610	11,540	▼ -21.0%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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Placer County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	29	28	30	30	33	38	43	45	49	32	▼ -34.0%
State Tax Receipts	51	48	50	50	51	54	58	63	67	36	▼ -47.0%
TOTAL	80	76	80	80	84	92	100	108	116	68	▼ -41.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	19	18	19	20	22	26	30	32	34	21	▼ -36.9%
Business or Employee	10	10	10	10	10	12	13	14	15	11	▼ -27.5%
TOTAL	29	28	30	30	33	38	43	45	49	32	▼ -34.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	41	38	38	38	39	41	43	49	52	25	▼ -52.3%
Business or Employee	10	10	12	12	12	13	14	14	15	11	▼ -28.7%
TOTAL	51	48	50	50	51	54	58	63	67	36	▼ -47.0%

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

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

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

Plumas County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	108.4	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	99.1	▼ -32.2%
Other Travel*	4.0	3.8	3.3	3.3	2.8	2.5	2.8	3.3	3.4	1.2	▼ -64.8%
TOTAL	112.5	117.7	114.1	115.3	112.5	114.4	118.8	131.2	149.7	100.3	▼ -33.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	39.1	42.0	42.3	42.3	43.5	47.4	47.3	49.0	61.6	38.7	▼ -37.2%
Private Home	11.2	11.1	10.4	10.2	9.2	9.4	10.5	11.3	12.4	4.2	▼ -66.4%
Campground	18.3	20.3	19.3	20.8	20.6	20.8	21.8	22.9	24.7	20.8	▼ -15.9%
2nd Home	22.6	22.4	21.4	21.2	21.7	22.1	23.5	25.6	26.2	30.0	▲ 14.6%
Day Travel	17.2	18.1	17.4	17.6	14.6	12.2	12.8	19.1	21.2	5.4	▼ -74.5%
TOTAL	108.4	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	99.1	▼ -32.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	25.0	26.5	26.6	27.4	28.5	30.8	31.3	32.3	38.4	32.1	▼ -16.4%
Food Service	30.4	32.0	31.6	31.5	31.4	32.7	33.6	36.8	42.2	26.6	▼ -37.0%
Food Stores	7.6	8.3	7.8	8.2	8.2	8.3	8.4	8.7	9.4	7.0	▼ -25.3%
Local Tran. & Gas	17.5	17.7	15.9	16.2	14.1	12.7	13.9	16.8	18.7	10.6	▼ -43.4%
Arts, Ent. & Rec.	16.6	17.5	17.2	17.2	16.6	16.8	16.9	18.3	20.3	12.6	▼ -38.1%
Retail Sales	11.4	11.9	11.6	11.6	10.9	10.7	11.8	15.0	17.2	10.2	▼ -40.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	108.4	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	99.1	▼ -32.2%

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

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

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

Plumas County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	22.7	24.5	25.6	26.2	26.9	29.6	31.8	35.7	42.4	35.0	▼ -17.5%
Arts, Ent. & Rec.	4.9	5.3	5.3	5.4	5.3	5.4	3.9	3.9	4.4	4.7	▲ 6.6%
Retail**	2.9	3.2	3.1	3.2	3.2	3.2	3.6	4.1	4.4	6.6	▲ 51.1%
Ground Tran.	1.2	1.3	1.3	1.3	1.3	1.5	1.7	2.5	3.0	1.4	▼ -53.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▲ 2.7%
TOTAL	31.8	34.4	35.3	36.2	36.9	39.8	41.2	46.4	54.3	47.8	▼ -11.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	880	910	940	900	920	920	980	1,070	1,200	910	▼ -23.8%
Arts, Ent. & Rec.	160	180	170	190	170	180	120	130	140	130	▼ -0.4%
Retail**	130	130	120	120	120	130	130	150	160	220	▲ 42.5%
Ground Tran.	30	40	40	40	30	40	40	50	60	60	▲ 9.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -2.6%
TOTAL	1,210	1,260	1,280	1,250	1,250	1,260	1,280	1,400	1,560	1,340	▼ -13.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Plumas County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.9	3.1	3.1	3.2	3.3	3.5	3.5	4.0	4.8	3.6	▼ -24.0%
State Tax Receipts	5.4	5.3	5.3	5.4	5.1	5.0	5.1	5.9	6.8	4.5	▼ -34.0%
TOTAL	8.3	8.4	8.5	8.6	8.4	8.5	8.6	9.9	11.5	8.1	▼ -29.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.8	2.0	2.0	2.0	2.1	2.3	2.3	2.6	3.2	2.4	▼ -25.3%
Business or Employee	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.6	1.3	▼ -21.3%
TOTAL	2.9	3.1	3.1	3.2	3.3	3.5	3.5	4.0	4.8	3.6	▼ -24.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.2	4.1	4.1	4.1	3.8	3.7	3.8	4.6	5.2	3.2	▼ -37.7%
Business or Employee	1.1	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.6	1.2	▼ -21.6%
TOTAL	5.4	5.3	5.3	5.4	5.1	5.0	5.1	5.9	6.8	4.5	▼ -34.0%

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

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

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

Riverside County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	5,866	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	5,210	▼ -37.9%
Other Travel*	604	584	553	560	520	505	505	584	599	254	▼ -57.6%
TOTAL	6,469	6,765	6,797	6,952	7,209	7,533	7,929	8,604	8,991	5,464	▼ -39.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	2,097	2,297	2,430	2,554	2,745	2,993	3,123	3,404	3,567	2,208	▼ -38.1%
Private Home	811	836	824	835	863	885	976	1,079	1,170	835	▼ -28.6%
Campground	230	231	198	185	185	187	196	206	222	187	▼ -15.9%
2nd Home	968	992	984	1,004	1,038	1,058	1,132	1,234	1,263	1,459	▲ 15.5%
Day Travel	1,759	1,826	1,807	1,815	1,858	1,905	1,996	2,098	2,169	521	▼ -76.0%
TOTAL	5,866	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	5,210	▼ -37.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	945	1,018	1,069	1,148	1,244	1,371	1,427	1,531	1,584	1,128	▼ -28.8%
Food Service	1,841	1,952	1,996	2,019	2,149	2,293	2,414	2,574	2,704	1,738	▼ -35.7%
Food Stores	250	263	250	253	263	267	272	279	288	203	▼ -29.6%
Local Tran. & Gas	794	804	755	767	725	693	756	860	897	486	▼ -45.8%
Arts, Ent. & Rec.	994	1,057	1,076	1,089	1,132	1,185	1,218	1,269	1,299	799	▼ -38.5%
Retail Sales	961	1,006	1,013	1,019	1,076	1,114	1,224	1,384	1,473	799	▼ -45.7%
Visitor Air Tran.	81	83	85	98	99	105	112	124	146	57	▼ -61.2%
TOTAL	5,866	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	5,210	▼ -37.9%

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

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

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

Riverside County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	912	992	1,026	1,104	1,201	1,343	1,433	1,557	1,664	1,297	▼ -22.1%
Arts, Ent. & Rec.	388	427	459	497	512	557	584	630	665	472	▼ -29.1%
Retail**	154	166	165	170	183	193	202	221	230	308	▲ 33.8%
Ground Tran.	60	67	68	72	79	89	100	136	150	82	▼ -45.0%
Visitor Air Tran.	17	18	20	20	23	19	20	21	17	17	▼ -1.5%
Other Travel*	77	72	78	79	84	98	74	79	77	65	▼ -15.4%
TOTAL	1,607	1,742	1,816	1,941	2,081	2,298	2,412	2,644	2,804	2,241	▼ -20.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	36,970	39,740	41,730	43,670	45,450	47,770	49,180	51,170	52,510	41,770	▼ -20.4%
Arts, Ent. & Rec.	15,300	16,750	17,620	18,720	19,070	19,790	20,130	21,530	22,370	14,960	▼ -33.1%
Retail**	5,390	5,710	5,660	5,770	5,930	6,060	6,230	6,630	6,700	8,340	▲ 24.6%
Ground Tran.	1,640	1,740	1,800	1,820	1,900	2,010	2,080	2,620	2,910	3,080	▲ 5.8%
Visitor Air Tran.	290	290	310	320	350	280	290	290	260	220	▼ -11.9%
Other Travel*	1,470	1,400	1,430	1,550	1,570	1,990	1,830	1,950	1,860	1,510	▼ -19.1%
TOTAL	61,060	65,640	68,540	71,850	74,260	77,900	79,740	84,190	86,600	69,880	▼ -19.3%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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Riverside County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	160	173	184	195	213	236	248	280	293	188	▼ -36.0%
State Tax Receipts	323	320	331	340	345	349	358	399	423	255	▼ -39.6%
TOTAL	483	493	515	535	558	585	606	679	716	443	▼ -38.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	102	112	122	130	144	163	174	198	207	126	▼ -39.1%
Business or Employee	58	60	62	65	69	73	74	82	87	62	▼ -28.5%
TOTAL	160	173	184	195	213	236	248	280	293	188	▼ -36.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	267	260	264	269	271	272	282	322	341	197	▼ -42.2%
Business or Employee	57	60	66	71	74	78	76	78	82	58	▼ -28.7%
TOTAL	323	320	331	340	345	349	358	399	423	255	▼ -39.6%

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

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

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

Sacramento County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	2,533	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,546	▼ -55.6%
Other Travel*	748	754	733	767	778	769	791	865	932	395	▼ -57.6%
TOTAL	3,281	3,319	3,350	3,495	3,592	3,638	3,836	4,162	4,413	1,941	▼ -56.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,103	1,125	1,184	1,264	1,336	1,385	1,430	1,568	1,654	1,000	▼ -39.5%
Private Home	701	706	698	712	719	722	799	876	946	311	▼ -67.1%
Campground	14	13	13	13	13	13	14	15	16	13	▼ -15.9%
2nd Home	23	23	23	23	23	23	24	26	26	30	▲ 15.1%
Day Travel	692	698	699	715	723	725	777	813	839	191	▼ -77.2%
TOTAL	2,533	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,546	▼ -55.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	260	268	293	326	359	384	412	459	483	275	▼ -43.1%
Food Service	679	695	716	736	775	808	853	914	960	443	▼ -53.8%
Food Stores	86	89	87	91	94	94	96	99	102	43	▼ -57.3%
Local Tran. & Gas	536	530	512	531	505	478	515	577	599	242	▼ -59.5%
Arts, Ent. & Rec.	404	415	425	437	450	460	474	496	507	225	▼ -55.7%
Retail Sales	328	330	335	344	354	358	400	444	491	193	▼ -60.7%
Visitor Air Tran.	240	239	248	263	277	287	295	307	340	125	▼ -63.2%
TOTAL	2,533	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,546	▼ -55.6%

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

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

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

Sacramento County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	371	388	411	431	463	508	537	608	651	497	▼ -23.7%
Arts, Ent. & Rec.	178	189	208	224	247	270	305	305	320	202	▼ -37.0%
Retail**	56	58	59	62	65	68	72	78	83	76	▼ -8.4%
Ground Tran.	45	49	49	54	59	64	69	88	97	52	▼ -46.8%
Visitor Air Tran.	17	18	20	21	23	19	18	19	19	19	▼ -1.4%
Other Travel*	66	72	73	78	87	84	77	82	86	77	▼ -10.6%
TOTAL	733	774	821	869	944	1,013	1,080	1,180	1,256	922	▼ -26.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	14,970	15,220	16,070	16,480	16,590	16,980	17,430	18,810	19,150	14,630	▼ -23.6%
Arts, Ent. & Rec.	7,140	7,220	7,230	7,070	7,090	7,310	7,510	7,830	8,340	4,770	▼ -42.9%
Retail**	1,890	1,930	1,940	2,020	2,060	2,050	2,160	2,260	2,280	1,950	▼ -14.6%
Ground Tran.	1,140	1,180	1,240	1,280	1,350	1,380	1,400	1,670	1,840	1,440	▼ -21.6%
Visitor Air Tran.	310	320	340	350	370	330	310	310	340	300	▼ -11.8%
Other Travel*	1,330	1,420	1,370	1,400	1,500	1,480	1,530	1,380	1,470	1,280	▼ -13.4%
TOTAL	26,790	27,300	28,180	28,610	28,970	29,520	30,340	32,270	33,430	24,360	▼ -27.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Sacramento County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	80	82	89	97	105	110	117	133	141	79	▼ -44.3%
State Tax Receipts	153	147	152	158	157	153	158	180	192	89	▼ -53.7%
TOTAL	234	230	241	255	262	264	275	313	333	167	▼ -49.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	54	55	61	67	73	77	83	96	101	52	▼ -48.3%
Business or Employee	26	27	28	30	32	33	34	37	40	26	▼ -34.2%
TOTAL	80	82	89	97	105	110	117	133	141	79	▼ -44.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	127	120	122	126	124	120	125	146	156	66	▼ -57.6%
Business or Employee	26	27	30	31	33	34	33	34	36	23	▼ -36.9%
TOTAL	153	147	152	158	157	153	158	180	192	89	▼ -53.7%

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

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

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

San Benito County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	77.6	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	58.7	▼ -48.5%
Other Travel*	11.5	11.2	10.1	10.2	9.0	8.0	9.1	10.8	11.3	4.0	▼ -64.8%
TOTAL	89.1	90.8	89.5	93.6	92.7	95.2	107.4	119.5	125.4	62.7	▼ -50.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	10.1	10.7	11.0	11.5	12.4	14.4	21.0	24.1	25.3	14.4	▼ -43.0%
Private Home	28.7	29.9	29.2	29.6	28.1	28.8	31.2	34.8	36.4	13.3	▼ -63.5%
Campground	19.1	18.8	19.1	21.5	21.9	22.1	23.2	24.3	26.2	22.1	▼ -15.9%
2nd Home	2.2	2.2	2.2	2.3	2.4	2.4	2.6	2.8	2.9	3.3	▲ 14.6%
Day Travel	17.5	17.9	17.8	18.6	18.9	19.5	20.3	22.6	23.3	5.6	▼ -75.8%
TOTAL	77.6	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	58.7	▼ -48.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	7.4	7.8	8.3	9.3	10.0	11.1	13.6	15.0	15.9	11.3	▼ -28.9%
Food Service	23.3	24.2	24.5	25.3	26.7	28.8	32.0	34.9	36.3	17.3	▼ -52.4%
Food Stores	9.0	9.2	9.1	9.9	10.3	10.4	10.7	11.0	11.4	7.5	▼ -34.7%
Local Tran. & Gas	15.5	15.2	14.1	14.9	13.7	12.7	14.3	16.8	17.6	8.3	▼ -52.9%
Arts, Ent. & Rec.	12.2	12.7	12.8	13.3	13.7	14.5	15.6	16.7	16.9	7.7	▼ -54.6%
Retail Sales	10.2	10.5	10.4	10.8	9.3	9.8	12.0	14.3	16.1	6.7	▼ -58.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	77.6	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	58.7	▼ -48.5%

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

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

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

San Benito County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	14.0	15.0	15.7	16.3	19.2	22.7	26.4	30.1	32.4	30.6	▼ -5.6%
Arts, Ent. & Rec.	3.2	3.4	3.4	3.6	3.6	3.6	3.4	2.4	2.7	1.8	▼ -31.0%
Retail**	2.5	2.7	2.7	2.9	2.8	3.0	1.4	1.4	1.6	1.9	▲ 22.3%
Ground Tran.	0.9	1.0	1.0	1.0	1.1	1.3	1.5	2.2	2.4	1.0	▼ -59.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	▲ 2.7%
TOTAL	20.9	22.3	23.0	24.1	27.0	30.9	33.1	36.6	39.6	35.8	▼ -9.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	460	490	510	510	550	600	640	690	740	660	▼ -11.3%
Arts, Ent. & Rec.	190	220	210	200	190	200	210	140	170	110	▼ -32.8%
Retail**	60	70	70	70	70	70	40	40	40	50	▲ 15.4%
Ground Tran.	30	30	30	30	30	30	30	40	50	50	▼ -4.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	10	10	10	10	20	20	20	20	20	20	▼ -2.8%
TOTAL	750	820	830	830	850	910	940	940	1,020	880	▼ -13.2%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

San Benito County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.7	1.8	1.9	2.0	2.1	2.4	2.6	3.9	4.1	2.7	▼ -35.1%
State Tax Receipts	5.2	5.0	5.1	5.3	5.2	5.1	5.5	6.3	6.7	3.5	▼ -47.5%
TOTAL	6.9	6.8	6.9	7.3	7.3	7.5	8.1	10.2	10.9	6.2	▼ -42.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.0	1.0	1.1	1.2	1.2	1.4	1.6	2.6	2.8	1.6	▼ -42.8%
Business or Employee	0.7	0.8	0.8	0.8	0.9	1.0	1.0	1.2	1.3	1.1	▼ -18.9%
TOTAL	1.7	1.8	1.9	2.0	2.1	2.4	2.6	3.9	4.1	2.7	▼ -35.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.4	4.2	4.2	4.5	4.2	4.1	4.5	5.4	5.8	2.8	▼ -51.7%
Business or Employee	0.7	0.8	0.8	0.9	0.9	1.0	1.0	0.9	1.0	0.8	▼ -22.9%
TOTAL	5.2	5.0	5.1	5.3	5.2	5.1	5.5	6.3	6.7	3.5	▼ -47.5%

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

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

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

San Bernardino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	3,668	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,464	▼ -31.1%
Other Travel*	643	621	571	585	552	524	578	650	688	299	▼ -56.5%
TOTAL	4,311	4,373	4,351	4,466	4,558	4,643	4,975	5,343	5,717	3,763	▼ -34.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,096	1,138	1,182	1,250	1,336	1,418	1,532	1,607	1,772	1,298	▼ -26.7%
Private Home	568	573	559	565	575	577	631	693	757	523	▼ -30.9%
Campground	126	130	142	143	143	145	152	159	172	144	▼ -15.9%
2nd Home	812	827	815	827	851	867	921	1,004	1,028	1,188	▲ 15.5%
Day Travel	1,067	1,083	1,081	1,095	1,102	1,112	1,160	1,229	1,300	311	▼ -76.1%
TOTAL	3,668	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,464	▼ -31.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	567	590	613	654	708	761	812	842	915	779	▼ -14.9%
Food Service	1,080	1,115	1,140	1,157	1,216	1,279	1,352	1,418	1,522	1,092	▼ -28.3%
Food Stores	149	155	155	159	164	165	167	170	179	136	▼ -23.8%
Local Tran. & Gas	636	631	601	616	576	544	596	665	710	400	▼ -43.7%
Arts, Ent. & Rec.	580	600	611	621	638	657	679	696	728	498	▼ -31.6%
Retail Sales	523	533	539	546	574	586	660	759	827	493	▼ -40.4%
Visitor Air Tran.	132	128	122	128	131	127	132	143	149	66	▼ -55.7%
TOTAL	3,668	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,464	▼ -31.1%

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

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

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

San Bernardino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	534	565	603	645	701	774	842	896	985	834	▼ -15.3%
Arts, Ent. & Rec.	282	302	315	312	332	356	405	408	433	286	▼ -33.9%
Retail**	88	93	93	97	104	109	117	124	131	191	▲ 45.4%
Ground Tran.	47	51	52	55	60	66	75	97	110	70	▼ -36.5%
Visitor Air Tran.	37	40	45	9	11	13	11	12	10	9	▼ -0.9%
Other Travel*	81	84	90	47	52	63	67	71	72	64	▼ -11.1%
TOTAL	1,069	1,135	1,198	1,164	1,261	1,382	1,517	1,608	1,741	1,455	▼ -16.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	23,540	24,530	26,440	26,970	27,880	28,890	30,240	30,790	32,170	26,340	▼ -18.1%
Arts, Ent. & Rec.	13,760	14,410	16,010	16,050	17,200	17,720	18,350	17,100	17,700	10,700	▼ -39.5%
Retail**	3,100	3,240	3,260	3,340	3,450	3,450	3,640	3,770	3,830	5,300	▲ 38.4%
Ground Tran.	1,240	1,290	1,340	1,370	1,420	1,470	1,540	1,850	2,110	2,340	▲ 10.8%
Visitor Air Tran.	570	600	640	150	190	210	200	200	170	150	▼ -11.4%
Other Travel*	1,780	1,800	1,810	1,220	1,290	1,440	1,470	1,500	1,500	1,300	▼ -13.0%
TOTAL	44,000	45,860	49,490	49,100	51,430	53,180	55,430	55,230	57,490	46,140	▼ -19.7%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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San Bernardino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	92	95	101	103	111	118	127	140	153	111	▼ -27.3%
State Tax Receipts	221	213	220	224	223	220	230	258	279	176	▼ -36.9%
TOTAL	312	309	321	327	334	338	357	399	431	287	▼ -33.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	53	56	60	64	69	74	81	91	99	71	▼ -28.5%
Business or Employee	38	39	41	39	41	44	46	50	54	40	▼ -25.0%
TOTAL	92	95	101	103	111	118	127	140	153	111	▼ -27.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	183	174	177	181	178	174	182	211	228	138	▼ -39.5%
Business or Employee	38	39	43	43	45	47	47	47	51	38	▼ -25.5%
TOTAL	221	213	220	224	223	220	230	258	279	176	▼ -36.9%

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

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

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San Diego County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%
Other Travel*	1,474	1,474	1,435	1,478	1,482	1,530	1,632	1,798	1,933	929	▼ -51.9%
TOTAL	11,443	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,716	▼ -58.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	5,643	5,768	6,007	6,390	6,757	7,243	7,640	7,215	7,089	3,185	▼ -55.1%
Private Home	1,174	1,164	1,182	1,223	1,218	1,249	1,356	1,485	1,594	516	▼ -67.6%
Campground	296	290	286	286	283	292	302	237	254	218	▼ -14.2%
2nd Home	206	190	176	163	151	155	163	173	178	203	▲ 14.5%
Day Travel	2,650	2,554	2,516	2,480	2,430	2,527	2,602	2,745	2,744	665	▼ -75.8%
TOTAL	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,145	2,272	2,446	2,675	2,908	3,146	3,288	3,588	3,472	1,682	▼ -51.5%
Food Service	2,713	2,716	2,767	2,843	2,907	3,136	3,330	3,045	3,080	1,257	▼ -59.2%
Food Stores	378	400	430	467	506	518	528	472	472	197	▼ -58.3%
Local Tran. & Gas	766	652	571	510	458	436	484	477	480	163	▼ -66.0%
Arts, Ent. & Rec.	1,724	1,663	1,633	1,613	1,584	1,672	1,729	1,610	1,588	543	▼ -65.8%
Retail Sales	1,590	1,598	1,636	1,687	1,686	1,757	1,873	1,788	1,837	637	▼ -65.3%
Visitor Air Tran.	654	664	684	747	789	801	831	873	930	308	▼ -66.9%
TOTAL	9,969	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,787	▼ -59.6%

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

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

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San Diego County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,896	1,961	2,085	2,198	2,326	2,635	2,823	2,704	2,769	1,951	▼ -29.5%
Arts, Ent. & Rec.	826	826	828	818	878	908	891	859	872	516	▼ -40.8%
Retail**	242	251	261	275	288	304	313	291	293	248	▼ -15.5%
Ground Tran.	68	62	53	47	43	49	56	67	70	22	▼ -69.2%
Visitor Air Tran.	41	44	49	50	56	71	79	84	94	91	▼ -3.5%
Other Travel*	169	172	174	174	195	249	269	295	331	278	▼ -16.1%
TOTAL	3,242	3,315	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,105	▼ -29.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	59,630	60,370	63,210	64,230	64,410	68,900	69,940	64,480	63,520	45,520	▼ -28.3%
Arts, Ent. & Rec.	24,550	23,580	23,860	23,210	22,690	24,320	24,830	22,600	21,490	13,260	▼ -38.3%
Retail**	8,080	8,170	8,490	8,750	8,790	9,050	9,090	8,240	8,130	6,330	▼ -22.2%
Ground Tran.	1,850	1,610	1,410	1,220	1,060	1,130	1,180	1,290	1,380	900	▼ -34.4%
Visitor Air Tran.	770	790	830	860	920	1,170	1,370	1,400	1,690	1,460	▼ -13.8%
Other Travel*	3,650	3,570	3,560	3,390	3,640	4,550	4,830	4,870	5,300	4,320	▼ -18.4%
TOTAL	98,530	98,080	101,360	101,670	101,510	109,110	111,240	102,890	101,500	71,790	▼ -29.3%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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

San Diego County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	408	422	445	474	509	547	570	606	602	296	▼ -50.8%
State Tax Receipts	477	448	468	479	479	492	501	482	496	222	▼ -55.1%
TOTAL	885	870	913	952	987	1,040	1,070	1,089	1,097	519	▼ -52.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	291	306	327	354	383	413	434	473	464	210	▼ -54.7%
Business or Employee	118	115	118	119	125	135	136	133	137	86	▼ -37.4%
TOTAL	408	422	445	474	509	547	570	606	602	296	▼ -50.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	366	337	346	352	347	354	366	359	370	145	▼ -60.6%
Business or Employee	111	111	122	127	132	139	135	123	126	77	▼ -39.0%
TOTAL	477	448	468	479	479	492	501	482	496	222	▼ -55.1%

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

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

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

San Francisco County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	8,159	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	2,951	▼ -73.9%
Other Travel*	1,372	1,473	1,812	2,001	2,098	2,318	2,645	2,792	2,863	1,576	▼ -45.0%
TOTAL	9,531	9,792	10,672	12,269	12,992	13,192	13,404	13,906	14,156	4,526	▼ -68.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	6,086	6,201	6,673	7,895	8,463	8,461	8,292	8,590	8,703	2,259	▼ -74.0%
Private Home	731	775	816	864	879	871	899	936	965	252	▼ -73.9%
Campground	4	3	3	4	4	4	4	5	5	4	▼ -15.9%
2nd Home	37	38	37	38	38	39	42	47	48	55	▲ 14.1%
Day Travel	1,302	1,301	1,331	1,465	1,510	1,500	1,522	1,536	1,573	381	▼ -75.8%
TOTAL	8,159	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	2,951	▼ -73.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,845	1,963	2,250	2,884	3,200	3,209	3,080	3,179	3,361	825	▼ -75.5%
Food Service	2,165	2,164	2,257	2,545	2,719	2,773	2,807	2,934	2,961	821	▼ -72.3%
Food Stores	183	185	186	210	221	216	212	214	214	62	▼ -71.2%
Local Tran. & Gas	560	540	524	586	561	520	548	607	610	147	▼ -75.9%
Arts, Ent. & Rec.	1,181	1,184	1,230	1,387	1,448	1,447	1,432	1,462	1,437	384	▼ -73.2%
Retail Sales	1,261	1,238	1,274	1,426	1,478	1,454	1,443	1,475	1,469	394	▼ -73.2%
Visitor Air Tran.	963	1,044	1,139	1,231	1,268	1,254	1,237	1,244	1,241	317	▼ -74.5%
TOTAL	8,159	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	2,951	▼ -73.9%

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

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San Francisco County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,356	1,401	1,514	1,800	2,046	2,167	2,243	2,365	2,504	1,460	▼ -41.7%
Arts, Ent. & Rec.	721	749	802	921	1,031	1,052	937	990	980	741	▼ -24.4%
Retail**	180	183	188	215	229	230	246	248	246	156	▼ -36.6%
Ground Tran.	62	65	67	77	83	90	99	137	144	30	▼ -78.8%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	105	124	205	238	244	312	405	431	455	370	▼ -18.6%
TOTAL	2,424	2,522	2,776	3,252	3,634	3,851	3,929	4,171	4,329	2,758	▼ -36.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	31,680	31,860	33,530	38,530	41,400	41,250	41,760	42,000	40,980	22,960	▼ -44.0%
Arts, Ent. & Rec.	13,580	12,820	12,740	14,220	15,570	15,540	15,380	15,170	15,420	10,360	▼ -32.9%
Retail**	4,070	3,950	3,990	4,510	4,530	4,610	4,520	4,320	4,020	2,320	▼ -42.2%
Ground Tran.	1,750	1,730	1,810	2,020	2,080	2,090	2,100	2,660	2,830	1,300	▼ -54.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	1,880	2,170	2,470	2,470	2,630	3,110	3,220	3,270	3,320	2,570	▼ -22.5%
TOTAL	52,950	52,540	54,540	61,750	66,200	66,600	66,970	67,420	66,580	39,510	▼ -40.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

San Francisco County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	402	419	468	572	629	634	614	649	679	213	▼ -68.6%
State Tax Receipts	325	309	335	380	398	393	382	394	402	145	▼ -63.9%
TOTAL	727	728	803	952	1,026	1,027	996	1,043	1,081	359	▼ -66.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	309	326	366	455	500	503	486	512	537	133	▼ -75.3%
Business or Employee	93	94	102	117	129	131	128	137	142	81	▼ -43.2%
TOTAL	402	419	468	572	629	634	614	649	679	213	▼ -68.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	246	228	241	269	277	272	267	280	284	81	▼ -71.6%
Business or Employee	79	81	95	111	121	121	115	114	118	64	▼ -45.3%
TOTAL	325	309	335	380	398	393	382	394	402	145	▼ -63.9%

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

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

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

San Joaquin County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	636.1	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	450.1	▼ -46.9%
Other Travel*	150.1	144.7	130.7	133.0	119.4	106.6	120.0	140.4	145.9	53.7	▼ -63.2%
TOTAL	786.2	803.4	789.5	809.4	809.8	827.7	878.3	940.8	993.4	503.8	▼ -49.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	185.0	201.8	215.2	228.0	247.8	275.3	285.2	294.3	311.6	295.6	▼ -5.1%
Private Home	211.3	212.2	202.7	204.3	197.0	195.7	214.0	236.2	255.4	79.2	▼ -69.0%
Campground	7.2	7.4	7.5	8.2	8.3	8.4	8.8	9.2	9.9	8.3	▼ -15.9%
2nd Home	11.5	11.8	11.5	11.8	11.6	11.8	12.5	13.3	13.6	15.3	▲ 12.3%
Day Travel	221.1	225.4	221.8	224.0	225.7	229.8	237.8	247.4	257.1	51.6	▼ -79.9%
TOTAL	636.1	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	450.1	▼ -46.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	61.7	67.6	73.4	80.6	91.7	105.4	112.1	117.8	124.3	110.2	▼ -11.4%
Food Service	174.2	182.8	187.4	190.4	202.2	217.6	225.0	232.5	246.1	132.7	▼ -46.1%
Food Stores	30.3	31.6	30.9	31.8	33.1	33.8	33.7	34.0	35.1	16.5	▼ -53.0%
Local Tran. & Gas	184.0	182.9	170.8	174.0	162.0	153.2	165.4	184.0	192.6	74.8	▼ -61.2%
Arts, Ent. & Rec.	84.6	89.0	90.9	92.5	95.9	101.2	102.3	103.3	106.4	54.8	▼ -48.5%
Retail Sales	100.8	104.3	105.0	106.2	104.6	109.1	118.7	127.7	141.9	60.5	▼ -57.3%
Visitor Air Tran.	0.5	0.4	0.5	1.0	0.8	0.9	1.0	1.2	1.1	0.6	▼ -50.5%
TOTAL	636.1	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	450.1	▼ -46.9%

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

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

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

San Joaquin County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	96.1	103.9	112.5	117.4	128.8	146.4	158.6	172.9	186.4	162.8	▼ -12.7%
Arts, Ent. & Rec.	38.5	42.0	45.4	49.7	51.3	59.6	61.4	64.1	67.3	41.8	▼ -37.8%
Retail**	18.8	19.9	19.8	20.7	21.4	22.8	23.9	25.1	26.5	25.9	▼ -2.3%
Ground Tran.	11.9	13.1	13.3	14.0	15.1	17.1	19.0	25.2	27.8	13.4	▼ -51.6%
Visitor Air Tran.	0.4	0.3	0.4	0.6	0.5	0.7	4.6	5.1	6.6	6.5	▼ -1.3%
Other Travel*	7.4	7.3	7.1	7.6	8.2	9.2	23.5	24.6	31.0	30.1	▼ -2.7%
TOTAL	173.1	186.4	198.5	209.9	225.3	255.9	291.2	317.0	345.6	280.6	▼ -18.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,790	4,070	4,410	4,440	4,540	4,760	4,990	5,100	5,250	4,370	▼ -16.8%
Arts, Ent. & Rec.	1,760	1,890	2,120	2,360	2,220	2,340	2,350	2,380	2,430	1,360	▼ -44.1%
Retail**	670	690	700	720	720	740	760	760	770	690	▼ -10.9%
Ground Tran.	330	340	350	360	370	390	400	490	540	450	▼ -17.6%
Visitor Air Tran.	<10	<10	<10	<10	<10	<10	50	50	70	60	▼ -11.8%
Other Travel*	230	220	210	230	240	250	400	400	470	420	▼ -10.9%
TOTAL	6,790	7,220	7,800	8,110	8,100	8,500	8,940	9,190	9,540	7,350	▼ -23.0%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

San Joaquin County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	15.9	17.4	18.3	19.3	21.0	23.3	26.4	29.5	31.6	22.8	▼ -27.7%
State Tax Receipts	50.6	49.0	49.4	51.1	49.5	48.6	50.2	58.3	62.6	29.9	▼ -52.3%
TOTAL	66.6	66.4	67.7	70.4	70.5	71.9	76.6	87.8	94.2	52.7	▼ -44.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.7	10.8	11.4	12.2	13.5	15.0	17.1	19.3	20.5	14.7	▼ -28.3%
Business or Employee	6.2	6.5	6.9	7.1	7.5	8.3	9.3	10.2	11.1	8.2	▼ -26.7%
TOTAL	15.9	17.4	18.3	19.3	21.0	23.3	26.4	29.5	31.6	22.8	▼ -27.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	44.6	42.7	42.4	43.7	41.7	40.3	41.9	49.9	53.5	23.5	▼ -56.0%
Business or Employee	6.0	6.3	7.0	7.4	7.8	8.3	8.3	8.5	9.1	6.4	▼ -30.3%
TOTAL	50.6	49.0	49.4	51.1	49.5	48.6	50.2	58.3	62.6	29.9	▼ -52.3%

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

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San Luis Obispo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,379	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,162	▼ -40.0%
Other Travel*	80	80	77	67	62	57	66	78	83	30	▼ -64.3%
TOTAL	1,459	1,540	1,586	1,629	1,669	1,680	1,782	1,915	2,019	1,192	▼ -41.0%

Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	819	880	926	967	1,002	1,015	1,077	1,147	1,202	808	▼ -32.8%
Private Home	91	93	92	92	96	97	108	121	131	59	▼ -54.7%
Campground	122	127	130	135	137	139	146	153	165	139	▼ -15.9%
2nd Home	39	40	39	40	41	41	45	51	52	60	▲ 15.6%
Day Travel	307	319	323	328	331	330	341	366	385	97	▼ -74.9%
TOTAL	1,379	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,162	▼ -40.0%

Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	317	345	375	407	435	453	477	506	528	411	▼ -22.2%
Food Service	384	408	422	430	447	460	487	519	552	310	▼ -43.9%
Food Stores	62	66	66	68	71	71	72	74	78	54	▼ -30.5%
Local Tran. & Gas	201	203	192	197	181	165	183	210	222	108	▼ -51.6%
Arts, Ent. & Rec.	178	189	195	199	202	204	211	220	228	120	▼ -47.3%
Retail Sales	232	242	248	251	258	256	270	289	305	150	▼ -50.8%
Visitor Air Tran.	7	8	11	11	13	14	16	19	22	9	▼ -57.9%
TOTAL	1,379	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,162	▼ -40.0%

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

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

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

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	271	294	315	335	357	386	439	472	509	402	▼ -20.9%
Arts, Ent. & Rec.	87	96	96	98	105	111	124	128	139	98	▼ -29.5%
Retail**	41	44	45	47	49	50	52	55	57	72	▲ 25.8%
Ground Tran.	15	16	17	17	18	20	23	33	36	16	▼ -55.5%
Visitor Air Tran.	3	3	4	4	5	4	6	6	29	31	▲ 5.7%
Other Travel*	11	12	12	9	9	8	10	11	44	41	▼ -7.9%
TOTAL	428	466	488	510	544	580	654	705	815	661	▼ -18.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,670	10,370	10,900	11,010	11,080	11,460	12,580	12,910	13,410	10,450	▼ -22.1%
Arts, Ent. & Rec.	4,320	5,300	5,390	5,410	5,280	5,300	5,650	5,910	6,340	4,110	▼ -35.2%
Retail**	1,380	1,450	1,470	1,470	1,470	1,480	1,520	1,560	1,590	1,860	▲ 17.4%
Ground Tran.	410	440	450	460	460	470	490	640	720	700	▼ -2.3%
Visitor Air Tran.	50	50	70	60	70	70	100	100	300	290	▼ -5.5%
Other Travel*	280	270	250	170	170	150	210	220	500	420	▼ -15.8%
TOTAL	16,120	17,890	18,520	18,580	18,530	18,930	20,550	21,340	22,860	17,830	▼ -22.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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San Luis Obispo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	53	57	62	66	70	72	77	84	91	66	▼ -27.4%
State Tax Receipts	71	71	75	77	77	75	78	85	92	53	▼ -42.1%
TOTAL	124	128	136	142	147	148	154	169	183	119	▼ -34.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	38	41	45	49	52	54	57	63	66	48	▼ -27.3%
Business or Employee	15	16	16	17	18	18	20	22	25	18	▼ -27.5%
TOTAL	53	57	62	66	70	72	77	84	91	66	▼ -27.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	57	55	57	59	58	56	58	65	70	37	▼ -46.7%
Business or Employee	15	16	17	18	19	19	20	20	23	16	▼ -28.0%
TOTAL	71	71	75	77	77	75	78	85	92	53	▼ -42.1%

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

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

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

San Mateo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	2,778	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,473	▼ -63.7%
Other Travel*	288	246	244	261	303	294	336	374	433	249	▼ -42.6%
TOTAL	3,066	3,232	3,340	3,519	3,730	3,813	3,997	4,357	4,492	1,722	▼ -61.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	1,879	2,050	2,163	2,309	2,463	2,549	2,638	2,869	2,911	1,161	▼ -60.1%
Private Home	297	308	304	309	314	316	347	382	406	97	▼ -76.2%
Campground	30	30	30	30	31	31	33	35	37	31	▼ -15.9%
2nd Home	18	19	19	19	19	19	21	23	24	27	▲ 14.2%
Day Travel	554	580	580	591	600	602	622	675	681	157	▼ -76.9%
TOTAL	2,778	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,473	▼ -63.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	524	601	677	777	874	920	948	1,051	1,080	382	▼ -64.7%
Food Service	751	800	818	836	881	917	966	1,049	1,075	403	▼ -62.5%
Food Stores	84	89	88	90	94	94	95	99	100	39	▼ -61.3%
Local Tran. & Gas	586	616	620	645	642	639	663	718	721	268	▼ -62.8%
Arts, Ent. & Rec.	417	445	453	463	477	487	501	531	530	190	▼ -64.2%
Retail Sales	416	436	440	447	459	461	490	535	554	192	▼ -65.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	2,778	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,473	▼ -63.7%

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

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

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

San Mateo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	439	485	557	588	654	700	768	867	907	573	▼ -36.9%
Arts, Ent. & Rec.	169	187	194	207	221	237	249	273	282	203	▼ -27.9%
Retail**	66	71	72	75	79	81	83	92	92	75	▼ -18.5%
Ground Tran.	76	86	85	93	104	111	116	135	145	73	▼ -49.8%
Visitor Air Tran.	559	607	677	692	747	1,008	1,151	1,192	549	511	▼ -6.9%
Other Travel*	571	586	652	674	783	1,053	1,229	1,311	678	650	▼ -4.0%
TOTAL	1,880	2,022	2,236	2,330	2,588	3,191	3,596	3,870	2,652	2,085	▼ -21.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	13,200	14,230	15,710	16,030	16,540	16,580	17,390	18,600	18,500	12,200	▼ -34.0%
Arts, Ent. & Rec.	6,030	7,280	7,430	7,560	7,970	8,250	8,590	9,020	8,670	5,800	▼ -33.1%
Retail**	1,630	1,710	1,810	1,830	1,760	1,700	1,710	1,800	1,770	1,330	▼ -24.6%
Ground Tran.	1,740	1,910	1,990	2,070	2,240	2,260	2,270	2,510	2,650	1,640	▼ -37.8%
Visitor Air Tran.	7,370	7,720	8,150	8,360	8,710	9,590	9,860	9,880	6,200	5,160	▼ -16.8%
Other Travel*	7,610	7,610	8,040	8,310	9,340	10,410	10,850	11,130	7,570	6,520	▼ -13.8%
TOTAL	37,570	40,460	43,130	44,160	46,560	48,790	50,680	52,940	45,350	32,660	▼ -28.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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**Retail includes gasoline.

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San Mateo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	178	193	210	234	255	280	294	335	297	135	▼ -54.7%
State Tax Receipts	178	179	194	198	205	216	221	231	208	98	▼ -52.9%
TOTAL	356	372	404	432	460	497	516	566	505	233	▼ -53.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	107	120	130	150	162	170	175	203	206	71	▼ -65.6%
Business or Employee	71	73	80	85	93	110	119	133	91	64	▼ -29.8%
TOTAL	178	193	210	234	255	280	294	335	297	135	▼ -54.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	119	117	122	125	126	125	127	140	144	54	▼ -62.5%
Business or Employee	58	62	73	73	79	91	94	91	64	44	▼ -31.3%
TOTAL	178	179	194	198	205	216	221	231	208	98	▼ -52.9%

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

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

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

Santa Barbara County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,547	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	949	▼ -52.0%
Other Travel*	144	144	137	139	131	129	135	151	164	71	▼ -56.9%
TOTAL	1,691	1,722	1,745	1,853	1,906	1,904	1,953	1,983	2,141	1,020	▼ -52.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	953	971	1,000	1,086	1,135	1,139	1,143	1,126	1,229	647	▼ -47.3%
Private Home	148	149	148	151	155	152	170	188	206	89	▼ -56.8%
Campground	50	53	55	58	59	60	63	66	71	60	▼ -15.9%
2nd Home	33	34	33	34	34	35	38	43	44	51	▲ 15.7%
Day Travel	364	371	372	386	391	388	405	409	428	103	▼ -75.9%
TOTAL	1,547	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	949	▼ -52.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	347	360	385	435	468	481	485	464	523	335	▼ -35.9%
Food Service	433	443	452	473	497	507	520	529	561	250	▼ -55.5%
Food Stores	50	52	52	55	57	57	57	57	59	33	▼ -44.5%
Local Tran. & Gas	225	222	209	220	205	187	200	218	230	91	▼ -60.5%
Arts, Ent. & Rec.	201	206	209	219	225	225	226	224	232	96	▼ -58.4%
Retail Sales	263	265	267	278	290	286	296	303	322	129	▼ -60.0%
Visitor Air Tran.	28	29	33	34	33	32	35	37	51	16	▼ -68.7%
TOTAL	1,547	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	949	▼ -52.0%

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

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

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

Santa Barbara County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	313	325	351	380	415	426	457	470	514	397	▼ -22.6%
Arts, Ent. & Rec.	87	93	95	104	105	104	114	117	127	99	▼ -21.7%
Retail**	41	43	43	46	49	50	50	50	52	52	▲ 0.2%
Ground Tran.	18	19	19	21	22	24	26	34	38	15	▼ -61.7%
Visitor Air Tran.	9	9	11	4	5	4	4	5	6	6	▼ -4.5%
Other Travel*	21	23	24	17	19	20	19	21	22	19	▼ -13.2%
TOTAL	489	512	543	571	616	627	672	698	758	588	▼ -22.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,460	9,640	10,210	10,640	11,070	10,970	11,120	11,040	11,810	9,030	▼ -23.5%
Arts, Ent. & Rec.	3,810	4,070	4,110	4,330	4,400	4,330	4,580	5,230	5,590	4,020	▼ -28.0%
Retail**	1,200	1,220	1,240	1,270	1,360	1,350	1,310	1,300	1,320	1,220	▼ -7.8%
Ground Tran.	490	500	510	530	540	550	550	670	750	570	▼ -23.1%
Visitor Air Tran.	140	140	160	90	90	60	60	60	80	60	▼ -14.6%
Other Travel*	400	420	420	340	360	360	340	350	370	280	▼ -22.4%
TOTAL	15,500	15,990	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,200	▼ -23.7%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Santa Barbara County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	62	64	68	74	79	82	85	86	95	59	▼ -38.4%
State Tax Receipts	82	79	82	87	87	84	84	89	95	47	▼ -51.2%
TOTAL	144	143	150	161	167	166	169	175	190	105	▼ -44.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	45	46	49	55	59	62	64	64	72	42	▼ -40.9%
Business or Employee	18	18	19	19	20	20	21	22	23	16	▼ -30.7%
TOTAL	62	64	68	74	79	82	85	86	95	59	▼ -38.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	65	62	63	66	66	63	64	69	74	32	▼ -56.6%
Business or Employee	17	17	19	20	21	21	20	20	21	14	▼ -32.3%
TOTAL	82	79	82	87	87	84	84	89	95	47	▼ -51.2%

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

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Santa Clara County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	4,070	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,198	▼ -64.6%
Other Travel*	857	894	925	975	1,049	1,084	1,203	1,272	1,414	722	▼ -49.0%
TOTAL	4,927	5,184	5,391	5,769	6,090	6,304	7,221	7,446	7,629	2,919	▼ -61.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	2,564	2,780	2,960	3,236	3,480	3,651	4,340	4,367	4,305	1,642	▼ -61.9%
Private Home	595	596	590	609	609	610	673	733	804	242	▼ -69.9%
Campground	53	40	42	49	49	49	52	54	59	49	▼ -15.9%
2nd Home	23	24	24	24	25	25	27	29	30	34	▲ 12.2%
Day Travel	835	852	851	875	878	884	926	990	1,018	230	▼ -77.4%
TOTAL	4,070	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,198	▼ -64.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	759	876	999	1,181	1,368	1,469	1,753	1,739	1,728	585	▼ -66.1%
Food Service	1,150	1,209	1,243	1,289	1,343	1,410	1,631	1,682	1,692	660	▼ -61.0%
Food Stores	139	143	141	149	153	153	165	166	167	66	▼ -60.5%
Local Tran. & Gas	586	587	568	594	561	538	621	669	671	223	▼ -66.8%
Arts, Ent. & Rec.	576	606	621	644	655	674	757	765	751	278	▼ -63.0%
Retail Sales	606	625	634	652	659	668	768	799	819	288	▼ -64.9%
Visitor Air Tran.	254	245	260	285	302	307	323	355	386	99	▼ -74.5%
TOTAL	4,070	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,198	▼ -64.6%

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

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

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Santa Clara County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	679	746	829	894	970	1,082	1,143	1,173	1,196	799	▼ -33.3%
Arts, Ent. & Rec.	239	260	290	315	323	346	379	396	444	255	▼ -42.5%
Retail**	93	99	100	105	109	113	114	116	115	96	▼ -16.7%
Ground Tran.	58	64	64	70	75	82	99	124	131	48	▼ -62.9%
Visitor Air Tran.	21	21	24	25	27	26	25	26	22	21	▼ -5.9%
Other Travel*	105	118	135	146	186	205	217	219	251	219	▼ -13.0%
TOTAL	1,194	1,307	1,441	1,555	1,692	1,854	1,977	2,054	2,160	1,438	▼ -33.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	21,840	23,350	25,160	25,850	26,360	27,490	27,700	26,640	25,390	16,970	▼ -33.2%
Arts, Ent. & Rec.	5,690	6,370	6,910	7,150	7,560	7,790	7,860	7,820	8,410	4,880	▼ -42.0%
Retail**	2,430	2,480	2,380	2,470	2,420	2,570	2,490	2,430	2,410	1,840	▼ -23.6%
Ground Tran.	1,500	1,580	1,640	1,710	1,760	1,810	2,030	2,370	2,510	1,570	▼ -37.3%
Visitor Air Tran.	320	330	340	360	380	360	350	350	390	330	▼ -15.9%
Other Travel*	1,820	1,900	2,010	2,080	2,150	2,430	2,660	2,770	3,770	2,320	▼ -38.4%
TOTAL	33,600	36,000	38,440	39,610	40,630	42,450	43,090	42,380	42,880	27,910	▼ -34.9%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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Santa Clara County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	156	172	193	215	239	262	285	319	323	129	▼ -60.0%
State Tax Receipts	218	214	225	236	236	235	250	267	276	116	▼ -57.9%
TOTAL	374	387	417	451	475	497	535	587	599	246	▼ -59.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	111	125	140	160	180	199	219	250	251	86	▼ -65.6%
Business or Employee	45	47	52	55	59	63	66	69	73	43	▼ -40.5%
TOTAL	156	172	193	215	239	262	285	319	323	129	▼ -60.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	178	171	175	183	179	176	194	212	218	83	▼ -62.0%
Business or Employee	40	43	49	53	57	59	57	55	58	33	▼ -42.5%
TOTAL	218	214	225	236	236	235	250	267	276	116	▼ -57.9%

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

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

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Santa Cruz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	776	810	816	849	880	903	976	1,025	1,020	481	▼ -52.8%
Other Travel*	61	58	53	55	48	42	47	53	55	22	▼ -60.6%
TOTAL	837	868	870	904	928	946	1,023	1,078	1,075	503	▼ -53.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	387	413	424	448	475	499	549	567	546	206	▼ -62.3%
Private Home	72	72	69	70	69	68	75	81	86	33	▼ -61.9%
Campground	59	62	64	67	69	70	73	77	83	70	▼ -15.9%
2nd Home	89	91	89	91	93	94	100	109	111	125	▲ 12.2%
Day Travel	170	173	170	173	173	173	180	191	194	48	▼ -75.4%
TOTAL	776	810	816	849	880	903	976	1,025	1,020	481	▼ -52.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	173	190	205	226	249	265	285	297	292	143	▼ -51.1%
Food Service	219	228	229	233	244	256	277	287	286	133	▼ -53.4%
Food Stores	38	40	40	41	43	43	44	45	46	30	▼ -35.5%
Local Tran. & Gas	125	123	114	116	106	97	108	123	125	55	▼ -55.9%
Arts, Ent. & Rec.	111	115	116	118	120	124	130	132	129	58	▼ -55.2%
Retail Sales	111	114	113	114	117	119	131	141	142	62	▼ -56.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	776	810	816	849	880	903	976	1,025	1,020	481	▼ -52.8%

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

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

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

Santa Cruz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	140	151	162	174	190	210	225	239	244	173	▼ -29.2%
Arts, Ent. & Rec.	51	55	55	60	68	76	82	86	87	52	▼ -40.3%
Retail**	20	21	21	22	23	24	24	24	24	28	▲ 15.4%
Ground Tran.	8	9	9	9	9	11	13	18	19	7	▼ -63.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	5	4	5	5	5	4	5	5	5	4	▼ -9.9%
TOTAL	223	240	252	270	296	325	348	371	378	264	▼ -30.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	5,150	5,400	5,670	5,860	6,060	6,190	6,360	6,460	6,400	4,500	▼ -29.7%
Arts, Ent. & Rec.	2,780	2,980	2,940	3,100	3,350	3,410	3,680	3,670	3,390	1,860	▼ -45.2%
Retail**	680	710	700	720	700	730	720	700	690	740	▲ 6.7%
Ground Tran.	230	240	240	240	240	250	270	340	370	320	▼ -13.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	120	120	120	130	120	110	120	110	110	100	▼ -10.0%
TOTAL	8,970	9,450	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,510	▼ -31.5%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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Santa Cruz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	27	28	30	33	36	40	44	48	47	22	▼ -54.0%
State Tax Receipts	42	41	42	43	43	43	44	48	49	25	▼ -49.8%
TOTAL	68	69	72	76	79	82	88	96	97	47	▼ -51.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	18	20	21	23	26	29	33	36	35	14	▼ -59.7%
Business or Employee	8	8	9	9	10	11	11	12	12	8	▼ -37.7%
TOTAL	27	28	30	33	36	40	44	48	47	22	▼ -54.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	34	33	33	34	33	32	34	38	39	19	▼ -52.7%
Business or Employee	8	8	9	9	10	10	10	10	10	6	▼ -38.5%
TOTAL	42	41	42	43	43	43	44	48	49	25	▼ -49.8%

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

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

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

Shasta County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	377.5	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	281.6	▼ -44.2%
Other Travel*	41.3	38.9	35.1	34.7	32.1	29.7	32.4	36.9	39.7	14.4	▼ -63.8%
TOTAL	418.8	426.7	418.9	430.1	428.0	439.4	460.9	509.7	544.7	296.0	▼ -45.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	152.1	161.4	162.4	166.5	171.9	183.4	192.5	216.9	234.8	144.1	▼ -38.6%
Private Home	47.2	47.4	45.2	45.4	43.1	42.9	46.2	51.6	55.6	18.3	▼ -67.0%
Campground	36.2	34.8	35.5	39.4	39.5	40.0	41.9	44.0	47.4	39.9	▼ -15.9%
2nd Home	39.4	40.0	39.2	39.8	38.5	39.2	40.7	43.3	44.4	49.8	▲ 12.3%
Day Travel	102.6	104.1	101.6	104.3	102.9	104.3	107.1	116.9	122.8	29.5	▼ -76.0%
TOTAL	377.5	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	281.6	▼ -44.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	78.2	81.7	83.8	87.0	91.2	97.8	102.7	114.7	123.2	99.7	▼ -19.1%
Food Service	96.0	100.2	100.6	103.3	106.9	113.9	118.3	128.8	138.1	69.1	▼ -50.0%
Food Stores	21.7	22.1	21.7	23.0	23.6	23.9	24.0	24.8	26.1	18.1	▼ -30.5%
Local Tran. & Gas	75.1	73.6	67.5	69.8	63.0	58.3	63.7	74.6	79.0	31.6	▼ -60.0%
Arts, Ent. & Rec.	48.8	51.0	51.0	52.5	53.1	55.4	56.2	59.7	62.3	30.8	▼ -50.5%
Retail Sales	55.9	57.4	56.7	58.0	55.6	57.3	60.2	67.0	71.8	30.7	▼ -57.3%
Visitor Air Tran.	1.7	1.7	2.5	1.9	2.6	3.3	3.3	3.1	4.5	1.6	▼ -64.7%
TOTAL	377.5	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	281.6	▼ -44.2%

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

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

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Shasta County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	62.9	66.7	70.9	73.7	78.0	86.4	91.7	92.9	103.6	95.2	▼ -8.2%
Arts, Ent. & Rec.	22.5	24.3	22.9	23.9	24.3	26.8	24.7	26.1	29.5	23.6	▼ -19.8%
Retail**	11.4	12.0	11.8	12.5	12.6	13.2	13.7	14.1	14.9	17.2	▲ 15.6%
Ground Tran.	4.8	5.2	5.2	5.5	5.7	6.4	7.4	10.9	12.1	4.2	▼ -65.4%
Visitor Air Tran.	0.7	0.9	1.3	1.2	1.3	2.5	2.8	2.8	2.9	2.8	▼ -3.9%
Other Travel*	3.0	2.9	2.7	3.0	3.3	5.1	5.5	5.8	5.7	5.6	▼ -1.4%
TOTAL	105.4	112.0	114.8	119.7	125.2	140.5	145.8	152.7	168.7	148.6	▼ -11.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,450	2,680	2,810	2,840	2,820	2,900	2,960	2,870	2,940	2,590	▼ -12.1%
Arts, Ent. & Rec.	1,040	1,100	1,050	1,050	1,090	1,160	1,100	1,160	1,290	1,020	▼ -21.3%
Retail**	390	400	400	410	400	420	420	420	430	460	▲ 8.9%
Ground Tran.	140	140	140	150	150	150	160	210	240	200	▼ -18.3%
Visitor Air Tran.	<10	10	20	20	20	30	40	40	40	30	▼ -14.1%
Other Travel*	90	80	70	80	80	110	120	120	120	110	▼ -9.9%
TOTAL	4,120	4,420	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,400	▼ -13.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Shasta County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	10.9	11.3	11.6	11.9	12.4	13.4	13.9	15.9	17.4	12.7	▼ -26.9%
State Tax Receipts	22.3	21.6	21.8	22.6	21.8	21.6	21.8	25.1	27.1	14.1	▼ -47.9%
TOTAL	33.2	32.9	33.4	34.5	34.2	35.0	35.7	41.0	44.4	26.8	▼ -39.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.3	7.6	7.9	8.1	8.5	9.2	9.7	11.5	12.4	8.8	▼ -29.3%
Business or Employee	3.6	3.7	3.7	3.8	3.9	4.2	4.2	4.5	5.0	3.9	▼ -21.1%
TOTAL	10.9	11.3	11.6	11.9	12.4	13.4	13.9	15.9	17.4	12.7	▼ -26.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	18.5	17.6	17.5	18.1	17.2	16.7	17.2	20.5	22.0	10.3	▼ -53.4%
Business or Employee	3.8	4.0	4.3	4.5	4.6	4.8	4.6	4.6	5.0	3.8	▼ -23.7%
TOTAL	22.3	21.6	21.8	22.6	21.8	21.6	21.8	25.1	27.1	14.1	▼ -47.9%

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

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

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

Sierra County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	17.4	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	11.4	▼ -39.8%
Other Travel*	0.6	0.6	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.2	▼ -64.8%
TOTAL	18.0	19.0	18.8	18.4	17.7	16.8	18.2	18.3	19.4	11.6	▼ -40.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	9.7	10.5	10.5	10.3	9.8	9.1	9.8	9.4	10.1	5.5	▼ -45.5%
Private Home	1.7	1.7	1.6	1.6	1.5	1.4	1.6	1.7	1.9	0.6	▼ -65.9%
Campground	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.6	▼ -15.9%
2nd Home	2.8	2.8	2.7	2.7	2.8	2.8	3.0	3.3	3.4	3.9	▲ 14.5%
Day Travel	2.6	2.8	2.7	2.6	2.5	2.4	2.5	2.6	2.7	0.7	▼ -74.7%
TOTAL	17.4	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	11.4	▼ -39.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	4.5	4.8	4.9	4.9	4.8	4.6	4.9	4.7	5.1	3.8	▼ -25.8%
Food Service	5.2	5.6	5.5	5.4	5.3	5.2	5.6	5.5	5.9	3.3	▼ -43.5%
Food Stores	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.4	▼ -40.8%
Local Tran. & Gas	2.3	2.3	2.1	2.0	1.8	1.6	1.8	1.9	2.0	1.0	▼ -51.1%
Arts, Ent. & Rec.	2.8	2.9	2.9	2.8	2.7	2.6	2.7	2.7	2.8	1.6	▼ -44.1%
Retail Sales	2.0	2.1	2.1	2.0	1.9	1.8	2.0	2.2	2.4	1.3	▼ -45.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	17.4	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	11.4	▼ -39.8%

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

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

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

Sierra County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	2.7	3.0	2.7	2.7	2.9	2.8	3.1	3.1	3.3	2.9	▼ -10.4%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.6	▼ -17.3%
Retail**	0.3	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.5	▲ 29.7%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.1	▼ -60.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 2.7%
TOTAL	3.8	4.2	3.8	3.9	4.1	4.0	4.4	4.4	4.7	4.2	▼ -11.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	170	190	170	160	190	170	180	190	220	180	▼ -19.0%
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20	20	20	▼ -26.5%
Retail**	20	20	20	20	20	10	20	20	20	20	▲ 18.8%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -6.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -4.9%
TOTAL	210	230	210	200	240	210	220	240	270	220	▼ -17.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Sierra County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.4	▼ -32.0%
State Tax Receipts	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.4	▼ -40.3%
TOTAL	1.2	1.2	1.2	1.2	1.2	1.1	1.1	1.2	1.3	0.8	▼ -36.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	▼ -35.6%
Business or Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -20.9%
TOTAL	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.4	▼ -32.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.3	▼ -45.2%
Business or Employee	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	▼ -22.7%
TOTAL	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.4	▼ -40.3%

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

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

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

Siskiyou County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	157.2	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	125.9	▼ -36.3%
Other Travel*	9.4	8.9	7.9	7.9	7.0	6.3	7.0	8.1	8.4	3.1	▼ -62.6%
TOTAL	166.6	170.6	167.2	170.4	171.9	174.6	186.5	192.6	206.0	129.0	▼ -37.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	65.8	69.3	70.2	73.2	76.4	79.2	84.7	84.4	91.6	57.5	▼ -37.2%
Private Home	24.6	24.8	23.6	23.7	22.1	22.1	24.1	25.5	27.9	9.5	▼ -65.9%
Campground	16.4	16.7	16.1	16.0	15.9	16.0	16.8	17.7	19.0	16.0	▼ -15.9%
2nd Home	25.8	25.8	24.9	25.0	25.9	26.4	28.0	30.5	31.3	35.8	▲ 14.6%
Day Travel	24.6	25.1	24.4	24.6	24.6	24.6	25.9	26.4	27.8	7.1	▼ -74.6%
TOTAL	157.2	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	125.9	▼ -36.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	35.2	36.6	37.4	39.2	41.5	43.7	46.4	46.8	51.1	42.2	▼ -17.5%
Food Service	46.0	47.7	47.6	48.2	50.2	52.4	55.3	55.9	59.6	35.0	▼ -41.2%
Food Stores	9.6	9.9	9.5	9.6	9.8	9.8	10.0	9.9	10.5	6.8	▼ -34.8%
Local Tran. & Gas	24.6	24.2	21.9	22.2	20.2	18.5	20.5	22.7	24.1	12.2	▼ -49.4%
Arts, Ent. & Rec.	24.3	25.3	25.1	25.4	25.8	26.4	27.2	26.9	27.9	16.2	▼ -42.0%
Retail Sales	17.5	18.0	17.7	17.9	17.4	17.6	20.0	22.3	24.3	13.4	▼ -44.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	157.2	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	125.9	▼ -36.3%

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

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

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

Siskiyou County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	38.9	41.2	43.6	47.7	53.1	58.0	62.5	58.0	63.7	52.9	▼ -16.9%
Arts, Ent. & Rec.	7.9	8.5	9.4	6.3	5.6	5.7	7.1	3.9	4.1	4.2	▲ 1.3%
Retail**	4.2	4.4	4.3	4.4	4.5	4.7	4.8	5.2	5.6	7.7	▲ 35.9%
Ground Tran.	1.7	1.8	1.8	1.9	2.0	2.2	2.5	3.5	3.9	1.6	▼ -58.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.4	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	▼ -4.3%
TOTAL	53.0	56.3	59.5	60.7	65.5	71.0	77.4	71.0	77.9	66.9	▼ -14.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,300	1,340	1,390	1,430	1,450	1,440	1,490	1,380	1,390	1,160	▼ -16.2%
Arts, Ent. & Rec.	490	530	580	360	280	290	340	200	190	180	▼ -7.7%
Retail**	160	170	170	170	160	150	160	160	170	220	▲ 27.9%
Ground Tran.	50	50	50	50	50	50	50	70	80	80	▼ -0.8%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	20	20	10	20	20	20	20	20	20	20	▼ -8.3%
TOTAL	2,010	2,110	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,650	▼ -10.6%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Siskiyou County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.7	4.8	5.0	5.1	5.4	5.7	6.1	6.2	6.8	5.1	▼ -25.5%
State Tax Receipts	8.4	8.1	8.3	8.5	8.4	8.3	8.6	8.9	9.7	5.9	▼ -39.2%
TOTAL	13.0	13.0	13.3	13.6	13.8	14.0	14.7	15.1	16.5	10.9	▼ -33.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.8	3.0	3.0	3.2	3.4	3.6	3.9	4.1	4.5	3.3	▼ -26.7%
Business or Employee	1.8	1.9	1.9	1.9	2.1	2.1	2.2	2.1	2.3	1.8	▼ -23.1%
TOTAL	4.7	4.8	5.0	5.1	5.4	5.7	6.1	6.2	6.8	5.1	▼ -25.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.5	6.2	6.2	6.3	6.1	5.9	6.2	6.9	7.5	4.2	▼ -43.7%
Business or Employee	1.8	1.9	2.1	2.2	2.3	2.3	2.3	2.0	2.2	1.7	▼ -23.9%
TOTAL	8.4	8.1	8.3	8.5	8.4	8.3	8.6	8.9	9.7	5.9	▼ -39.2%

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

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

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

Solano County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	576.3	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	293.9	▼ -60.0%
Other Travel*	88.2	84.7	76.6	78.0	72.3	65.1	73.4	85.1	88.5	34.2	▼ -61.4%
TOTAL	664.6	669.3	695.6	711.2	704.4	730.8	766.4	799.7	823.5	328.1	▼ -60.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	156.9	163.0	189.3	201.9	209.3	229.5	234.9	238.3	241.2	184.2	▼ -23.6%
Private Home	175.1	178.8	179.3	179.0	171.7	176.8	191.0	204.5	218.3	47.6	▼ -78.2%
Campground	7.6	3.6	3.6	4.5	4.5	4.6	4.8	5.0	5.4	4.5	▼ -15.9%
2nd Home	6.0	6.1	6.1	6.2	6.8	6.9	7.5	8.3	8.5	9.9	▲ 16.3%
Day Travel	230.7	233.0	240.6	241.6	239.9	247.9	254.9	258.5	261.6	47.7	▼ -81.8%
TOTAL	576.3	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	293.9	▼ -60.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	54.9	57.5	68.4	76.8	83.4	94.4	98.0	100.6	103.9	78.3	▼ -24.6%
Food Service	175.4	179.7	192.1	194.0	199.3	214.0	221.3	226.1	232.0	89.7	▼ -61.3%
Food Stores	30.7	30.8	31.1	31.9	32.4	33.1	33.1	32.9	33.3	10.3	▼ -69.2%
Local Tran. & Gas	84.0	81.0	77.8	78.7	71.0	66.7	72.8	80.9	82.8	20.3	▼ -75.5%
Arts, Ent. & Rec.	120.2	123.4	131.2	132.6	133.1	140.1	141.6	141.3	141.2	48.4	▼ -65.7%
Retail Sales	111.2	112.2	118.3	119.2	112.8	117.4	126.2	132.8	141.8	46.9	▼ -66.9%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	576.3	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	293.9	▼ -60.0%

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

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

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

Solano County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	101.7	106.9	120.9	122.7	126.9	142.3	150.8	163.3	172.4	143.1	▼ -17.0%
Arts, Ent. & Rec.	57.3	61.0	71.5	69.0	61.0	67.4	61.3	66.5	67.7	34.3	▼ -49.3%
Retail**	17.6	18.3	19.1	19.6	19.5	20.6	21.2	22.5	23.3	17.3	▼ -25.7%
Ground Tran.	6.1	6.5	6.8	7.0	7.3	8.3	9.5	13.2	14.1	3.4	▼ -75.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	3.4	3.1	2.9	3.4	4.8	5.3	5.6	6.0	6.3	5.8	▼ -8.2%
TOTAL	186.2	195.7	221.2	221.8	219.4	244.0	248.5	271.5	283.7	203.9	▼ -28.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,010	4,120	4,600	4,520	4,400	4,600	4,620	4,770	4,700	3,750	▼ -20.2%
Arts, Ent. & Rec.	3,230	3,430	3,660	3,560	3,400	3,510	3,540	3,520	3,530	1,740	▼ -50.8%
Retail**	630	650	670	680	630	650	670	690	680	460	▼ -31.9%
Ground Tran.	180	180	190	190	190	200	200	260	280	160	▼ -42.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	130	130	120	140	150	150	160	160	160	150	▼ -9.8%
TOTAL	8,180	8,510	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,260	▼ -33.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Solano County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	14.9	15.6	18.8	20.0	20.7	22.6	23.1	25.5	26.6	16.4	▼ -38.3%
State Tax Receipts	38.0	36.4	38.7	39.3	37.5	37.5	38.0	42.0	44.0	17.8	▼ -59.5%
TOTAL	52.9	51.9	57.5	59.3	58.1	60.2	61.1	67.5	70.6	34.2	▼ -51.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.3	8.9	11.3	12.5	13.3	14.8	15.4	17.0	17.6	10.6	▼ -39.6%
Business or Employee	6.6	6.7	7.6	7.5	7.3	7.9	7.7	8.5	8.9	5.7	▼ -35.7%
TOTAL	14.9	15.6	18.8	20.0	20.7	22.6	23.1	25.5	26.6	16.4	▼ -38.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	31.5	29.7	30.8	31.5	29.9	29.6	30.5	34.4	36.2	13.0	▼ -64.1%
Business or Employee	6.5	6.7	7.8	7.8	7.6	8.0	7.5	7.6	7.9	4.9	▼ -38.5%
TOTAL	38.0	36.4	38.7	39.3	37.5	37.5	38.0	42.0	44.0	17.8	▼ -59.5%

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

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

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

Sonoma County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,464	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,037	▼ -49.5%
Other Travel*	129	133	126	130	124	143	158	176	183	100	▼ -45.3%
TOTAL	1,593	1,699	1,756	1,828	1,876	1,975	2,084	2,200	2,237	1,137	▼ -49.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	703	774	834	886	931	984	1,054	1,112	1,113	650	▼ -41.6%
Private Home	155	159	157	158	152	156	165	179	190	58	▼ -69.6%
Campground	44	49	50	55	55	56	59	61	66	56	▼ -15.9%
2nd Home	84	86	85	86	94	95	102	114	117	136	▲ 16.3%
Day Travel	477	498	505	514	520	541	545	558	568	138	▼ -75.7%
TOTAL	1,464	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,037	▼ -49.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	267	297	330	367	400	435	473	510	505	289	▼ -42.7%
Food Service	415	442	460	471	491	519	542	563	580	306	▼ -47.3%
Food Stores	57	61	61	64	66	67	67	67	69	35	▼ -49.6%
Local Tran. & Gas	170	172	165	170	157	149	161	179	184	78	▼ -57.7%
Arts, Ent. & Rec.	286	305	316	323	329	343	348	353	354	166	▼ -53.3%
Retail Sales	270	284	292	297	302	310	323	340	348	159	▼ -54.5%
Visitor Air Tran.	0	5	6	7	7	9	11	12	14	6	▼ -58.7%
TOTAL	1,464	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,037	▼ -49.5%

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

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

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

Sonoma County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	265	291	299	328	347	373	415	437	456	332	▼ -27.1%
Arts, Ent. & Rec.	138	152	162	161	176	185	205	215	221	156	▼ -29.5%
Retail**	41	44	45	47	49	52	55	59	59	64	▲ 8.0%
Ground Tran.	15	16	17	18	19	21	24	33	35	14	▼ -59.3%
Visitor Air Tran.	0	2	3	3	3	14	20	22	32	31	▼ -3.4%
Other Travel*	11	14	15	16	17	39	47	49	60	55	▼ -7.9%
TOTAL	469	520	540	573	612	684	767	815	863	652	▼ -24.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,210	9,740	9,950	10,410	10,580	10,690	11,310	11,320	11,210	8,210	▼ -26.7%
Arts, Ent. & Rec.	6,490	6,990	7,320	7,190	7,500	7,580	8,310	8,000	7,860	5,000	▼ -36.4%
Retail**	1,320	1,390	1,420	1,450	1,420	1,460	1,490	1,510	1,480	1,500	▲ 1.2%
Ground Tran.	410	440	460	470	470	490	510	630	690	590	▼ -14.4%
Visitor Air Tran.	0	20	20	20	30	100	210	220	330	280	▼ -13.6%
Other Travel*	270	290	290	300	310	560	690	690	790	680	▼ -14.0%
TOTAL	17,700	18,870	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,260	▼ -27.3%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Sonoma County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	55	61	67	73	78	84	97	108	110	63	▼ -43.0%
State Tax Receipts	77	76	80	83	83	84	85	91	95	49	▼ -47.7%
TOTAL	132	138	147	155	160	168	182	199	204	112	▼ -45.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	37	42	47	52	56	61	72	81	81	43	▼ -46.8%
Business or Employee	18	19	20	20	22	23	25	27	29	20	▼ -32.4%
TOTAL	55	61	67	73	78	84	97	108	110	63	▼ -43.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	61	60	62	64	63	63	64	70	73	35	▼ -52.0%
Business or Employee	15	16	18	19	20	21	21	21	22	15	▼ -33.4%
TOTAL	77	76	80	83	83	84	85	91	95	49	▼ -47.7%

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

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

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

Stanislaus County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	437.9	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	248.0	▼ -56.2%
Other Travel*	114.9	106.8	96.6	96.7	86.3	77.1	87.1	101.2	105.3	39.1	▼ -62.8%
TOTAL	552.8	555.5	538.2	547.0	557.4	564.0	587.2	633.0	670.8	287.1	▼ -57.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	145.8	155.9	159.2	165.4	186.4	204.2	200.7	211.9	227.7	147.0	▼ -35.4%
Private Home	137.9	137.1	130.7	131.7	128.3	125.5	136.8	151.1	162.6	53.7	▼ -67.0%
Campground	3.8	4.0	4.1	4.3	4.3	4.3	4.6	4.8	5.2	4.3	▼ -16.0%
2nd Home	6.9	7.0	6.9	7.1	6.9	7.1	7.4	7.9	8.1	9.1	▲ 12.3%
Day Travel	143.4	144.6	140.6	141.8	145.2	145.9	150.7	156.2	162.0	33.8	▼ -79.1%
TOTAL	437.9	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	248.0	▼ -56.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	47.6	51.4	53.7	57.7	67.3	75.5	76.3	81.4	88.2	71.8	▼ -18.6%
Food Service	120.2	124.8	125.6	127.2	138.5	147.7	149.6	155.9	165.2	67.1	▼ -59.4%
Food Stores	20.1	20.8	20.1	20.6	21.9	22.0	21.8	22.0	22.7	9.4	▼ -58.7%
Local Tran. & Gas	122.7	120.7	111.2	113.1	107.3	100.3	106.8	119.5	124.9	39.5	▼ -68.4%
Arts, Ent. & Rec.	58.2	60.6	60.8	61.6	65.5	68.5	67.8	69.0	71.3	27.7	▼ -61.1%
Retail Sales	68.5	70.0	69.3	69.8	70.6	72.9	77.8	84.0	93.2	32.5	▼ -65.2%
Visitor Air Tran.	0.6	0.5	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	437.9	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	248.0	▼ -56.2%

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

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

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

Stanislaus County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	63.8	68.2	71.8	77.0	84.0	95.4	97.8	104.9	114.1	98.0	▼ -14.1%
Arts, Ent. & Rec.	26.7	28.8	28.4	31.0	34.6	38.0	41.3	40.2	43.8	25.9	▼ -40.7%
Retail**	12.8	13.4	13.2	13.7	14.5	15.3	16.8	17.7	18.7	15.5	▼ -17.0%
Ground Tran.	8.1	8.8	8.7	9.1	10.1	11.3	12.4	16.6	18.2	6.2	▼ -66.0%
Visitor Air Tran.	0.8	1.0	1.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	8.6	6.8	6.6	7.4	4.7	5.3	6.5	6.9	7.4	7.1	▼ -3.8%
TOTAL	120.8	126.9	130.3	139.5	147.9	165.3	174.8	186.2	202.2	152.8	▼ -24.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,710	2,870	3,050	3,170	3,250	3,400	3,380	3,480	3,600	3,010	▼ -16.6%
Arts, Ent. & Rec.	1,560	1,720	1,650	1,790	1,850	1,890	2,030	1,990	2,070	1,150	▼ -44.8%
Retail**	480	480	480	480	490	500	540	570	570	440	▼ -23.5%
Ground Tran.	220	230	230	230	250	260	260	320	360	230	▼ -36.3%
Visitor Air Tran.	10	20	20	20	0	0	0	0	0	0	▼ 0.0%
Other Travel*	290	220	210	220	190	200	230	260	260	240	▼ -7.4%
TOTAL	5,270	5,530	5,640	5,920	6,030	6,260	6,440	6,620	6,870	5,060	▼ -26.3%

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Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Stanislaus County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	9.7	10.0	10.3	10.8	11.9	13.0	14.5	16.1	17.4	11.4	▼ -34.4%
State Tax Receipts	35.6	34.1	34.0	35.1	34.4	33.4	33.8	39.4	42.2	17.8	▼ -57.9%
TOTAL	45.2	44.2	44.3	45.9	46.2	46.4	48.3	55.4	59.6	29.2	▼ -51.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.5	5.9	6.0	6.4	7.2	8.0	9.2	10.4	11.2	7.2	▼ -35.5%
Business or Employee	4.2	4.2	4.2	4.4	4.6	5.0	5.3	5.7	6.2	4.2	▼ -32.2%
TOTAL	9.7	10.0	10.3	10.8	11.9	13.0	14.5	16.1	17.4	11.4	▼ -34.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	31.2	29.6	29.1	29.9	28.9	27.7	28.4	34.0	36.4	14.0	▼ -61.5%
Business or Employee	4.4	4.6	4.9	5.3	5.4	5.7	5.4	5.4	5.8	3.8	▼ -35.2%
TOTAL	35.6	34.1	34.0	35.1	34.4	33.4	33.8	39.4	42.2	17.8	▼ -57.9%

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

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

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

Sutter County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	74.3	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	41.4	▼ -56.9%
Other Travel*	19.6	18.8	17.0	17.1	15.2	13.5	15.1	17.5	18.3	6.7	▼ -63.5%
TOTAL	93.9	90.9	88.1	91.5	89.4	88.4	97.1	109.4	114.2	48.0	▼ -57.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	20.6	20.0	20.1	22.1	23.5	24.8	28.9	32.9	35.0	23.4	▼ -33.1%
Private Home	24.7	24.0	23.2	23.8	22.4	21.9	24.0	26.9	28.3	9.4	▼ -66.9%
Campground											
2nd Home	1.7	1.7	1.7	1.7	1.7	1.7	1.8	1.9	1.9	2.2	▲ 12.3%
Day Travel	27.3	26.5	26.1	26.8	26.5	26.4	27.4	30.2	30.7	6.4	▼ -79.0%
TOTAL	74.3	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	41.4	▼ -56.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.2	8.0	8.3	9.3	10.2	11.0	12.9	14.6	15.6	12.7	▼ -18.1%
Food Service	20.5	20.2	20.5	21.3	22.1	23.1	24.8	27.2	28.3	11.3	▼ -60.2%
Food Stores	3.4	3.4	3.3	3.4	3.5	3.5	3.6	3.7	3.8	1.5	▼ -61.2%
Local Tran. & Gas	20.0	18.8	17.4	17.9	16.1	14.6	16.2	19.1	19.6	5.6	▼ -71.2%
Arts, Ent. & Rec.	10.0	9.9	10.0	10.4	10.5	10.8	11.3	12.1	12.3	4.7	▼ -62.0%
Retail Sales	12.1	11.8	11.7	12.1	11.7	11.8	13.3	15.2	16.5	5.6	▼ -66.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	74.3	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	41.4	▼ -56.9%

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

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

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

Sutter County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	12.6	12.6	13.3	13.7	14.8	15.6	16.5	19.8	21.2	18.9	▼ -10.8%
Arts, Ent. & Rec.	5.8	5.9	6.0	6.7	7.2	7.4	7.3	7.3	7.5	5.2	▼ -30.2%
Retail**	2.5	2.5	2.4	2.6	2.6	2.7	3.0	3.3	3.5	2.8	▼ -19.2%
Ground Tran.	1.2	1.2	1.2	1.3	1.3	1.5	1.7	2.5	2.7	0.7	▼ -74.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.6	0.6	0.6	0.7	0.8	0.9	1.0	1.0	1.1	1.1	▼ -1.7%
TOTAL	22.6	22.8	23.6	25.0	26.7	28.0	29.5	34.0	36.0	28.7	▼ -20.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	550	540	570	580	580	560	580	660	670	580	▼ -13.8%
Arts, Ent. & Rec.	510	510	570	610	640	620	610	570	550	360	▼ -35.3%
Retail**	90	90	90	90	90	100	100	110	110	80	▼ -25.9%
Ground Tran.	30	30	30	30	30	30	40	50	50	30	▼ -38.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	30	30	30	30	30	40	50	50	50	40	▼ -9.9%
TOTAL	1,210	1,200	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,090	▼ -23.8%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Sutter County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.7	1.7	1.7	1.8	2.0	2.1	2.3	2.7	2.9	2.0	▼ -30.0%
State Tax Receipts	6.2	5.8	5.8	6.1	5.8	5.5	5.7	6.9	7.3	3.1	▼ -57.7%
TOTAL	8.0	7.5	7.5	7.9	7.7	7.5	8.0	9.6	10.2	5.1	▼ -49.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.0	0.9	1.0	1.1	1.1	1.2	1.4	1.7	1.8	1.3	▼ -30.9%
Business or Employee	0.8	0.7	0.8	0.8	0.8	0.8	0.8	1.0	1.0	0.7	▼ -28.5%
TOTAL	1.7	1.7	1.7	1.8	2.0	2.1	2.3	2.7	2.9	2.0	▼ -30.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.4	5.0	4.9	5.1	4.8	4.5	4.8	5.9	6.2	2.4	▼ -62.2%
Business or Employee	0.8	0.8	0.9	0.9	1.0	1.0	0.9	1.0	1.1	0.7	▼ -31.6%
TOTAL	6.2	5.8	5.8	6.1	5.8	5.5	5.7	6.9	7.3	3.1	▼ -57.7%

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

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

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

Tehama County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	103.3	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	84.4	▼ -43.3%
Other Travel*	13.0	12.4	11.0	11.0	9.8	8.5	9.7	11.2	11.7	4.1	▼ -64.8%
TOTAL	116.2	126.0	124.8	127.1	128.5	129.0	134.2	148.7	160.7	88.5	▼ -44.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	28.4	30.3	32.0	34.2	38.0	39.8	38.6	44.4	50.4	30.3	▼ -39.8%
Private Home	33.9	34.5	33.4	33.4	31.6	31.1	33.8	37.4	39.9	13.4	▼ -66.3%
Campground	8.1	12.7	12.8	12.8	12.7	12.8	13.5	14.1	15.2	12.8	▼ -15.9%
2nd Home	15.2	15.4	15.0	15.1	15.7	16.0	17.0	18.6	19.0	21.8	▲ 14.6%
Day Travel	17.7	20.8	20.6	20.7	20.8	20.7	21.7	23.0	24.5	6.1	▼ -75.2%
TOTAL	103.3	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	84.4	▼ -43.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	16.8	18.6	19.6	20.7	22.6	23.9	23.8	26.5	29.8	24.0	▼ -19.4%
Food Service	31.7	34.4	35.0	35.5	37.8	39.4	40.1	43.3	46.4	24.3	▼ -47.5%
Food Stores	7.6	9.0	8.8	8.9	9.2	9.1	9.2	9.4	9.8	5.7	▼ -41.6%
Local Tran. & Gas	18.9	20.5	19.0	19.1	17.6	16.0	17.5	20.3	21.6	9.5	▼ -56.1%
Arts, Ent. & Rec.	16.4	18.0	18.2	18.4	19.2	19.6	19.5	20.5	21.4	11.1	▼ -48.0%
Retail Sales	12.0	13.2	13.2	13.4	12.2	12.4	14.3	17.5	20.0	9.7	▼ -51.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	103.3	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	84.4	▼ -43.3%

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

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

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

Tehama County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	19.5	21.7	22.1	23.1	27.1	28.2	29.1	31.8	35.1	31.3	▼ -10.9%
Arts, Ent. & Rec.	5.8	6.5	6.6	6.7	7.2	7.3	7.1	7.0	7.7	6.9	▼ -10.1%
Retail**	2.8	3.2	3.2	3.3	3.3	3.4	3.7	4.1	4.4	5.3	▲ 20.0%
Ground Tran.	1.2	1.4	1.4	1.4	1.5	1.7	2.0	2.9	3.2	1.2	▼ -62.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	▲ 2.7%
TOTAL	29.5	33.2	33.6	34.9	39.5	41.0	42.3	46.1	50.9	45.2	▼ -11.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	840	910	970	960	1,030	1,060	1,120	1,130	1,150	1,000	▼ -13.1%
Arts, Ent. & Rec.	280	340	380	430	420	400	390	380	390	350	▼ -10.2%
Retail**	100	120	110	110	110	110	120	120	130	150	▲ 16.2%
Ground Tran.	30	40	40	40	40	40	40	60	60	60	▼ -11.8%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	10	10	10	20	20	20	20	20	20	20	▲ 1.3%
TOTAL	1,270	1,420	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,570	▼ -10.1%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Tehama County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.4	2.7	2.8	2.9	3.2	3.3	3.3	3.9	4.4	3.2	▼ -27.6%
State Tax Receipts	6.4	6.6	6.7	6.8	6.7	6.5	6.6	7.7	8.3	4.5	▼ -45.5%
TOTAL	8.9	9.3	9.5	9.8	10.0	9.8	9.9	11.6	12.7	7.7	▼ -39.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.4	1.6	1.7	1.8	2.0	2.1	2.1	2.5	2.9	2.0	▼ -31.3%
Business or Employee	1.0	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.2	▼ -20.5%
TOTAL	2.4	2.7	2.8	2.9	3.2	3.3	3.3	3.9	4.4	3.2	▼ -27.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.4	5.4	5.4	5.5	5.3	5.1	5.3	6.3	6.8	3.4	▼ -50.5%
Business or Employee	1.0	1.2	1.2	1.3	1.4	1.4	1.3	1.4	1.5	1.2	▼ -22.8%
TOTAL	6.4	6.6	6.7	6.8	6.7	6.5	6.6	7.7	8.3	4.5	▼ -45.5%

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

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

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

Trinity County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	51.7	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	41.9	▼ -28.3%
Other Travel*	2.8	2.7	2.4	2.3	2.0	1.7	1.9	2.2	2.3	0.8	▼ -64.8%
TOTAL	54.5	52.2	51.6	51.9	50.0	52.8	55.9	56.4	60.7	42.7	▼ -29.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	11.9	12.7	12.8	12.4	11.4	13.7	14.8	13.0	14.4	9.1	▼ -37.2%
Private Home	7.7	7.6	7.2	7.0	6.4	6.6	6.9	7.1	8.0	2.7	▼ -66.1%
Campground	13.8	11.4	11.7	12.8	12.7	12.8	13.4	14.1	15.2	12.8	▼ -15.9%
2nd Home	11.5	11.5	11.2	11.0	11.3	11.5	12.1	13.2	13.5	15.5	▲ 14.6%
Day Travel	6.8	6.4	6.3	6.4	6.2	6.5	6.7	6.8	7.3	1.8	▼ -74.6%
TOTAL	51.7	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	41.9	▼ -28.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	10.8	10.5	10.7	10.9	10.9	12.1	12.7	12.1	13.1	11.5	▼ -12.4%
Food Service	13.9	13.8	13.8	13.6	13.6	14.9	15.5	15.2	16.4	11.2	▼ -31.9%
Food Stores	5.0	4.5	4.5	4.8	4.8	4.9	5.0	4.9	5.3	4.1	▼ -22.9%
Local Tran. & Gas	9.5	8.5	7.9	8.1	7.1	6.7	7.4	8.1	8.7	5.3	▼ -39.2%
Arts, Ent. & Rec.	7.6	7.5	7.5	7.5	7.3	7.8	7.9	7.6	8.0	5.4	▼ -32.2%
Retail Sales	4.9	4.8	4.7	4.7	4.4	4.7	5.5	6.2	6.9	4.4	▼ -36.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	51.7	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	41.9	▼ -28.3%

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

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

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

Trinity County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	10.3	10.3	11.0	10.8	10.3	11.4	11.8	10.5	11.8	10.3	▼ -12.4%
Arts, Ent. & Rec.	4.7	4.8	3.8	3.6	3.4	3.7	3.8	3.8	4.2	4.2	▲ 0.2%
Retail**	1.7	1.6	1.6	1.6	1.6	1.8	1.9	1.4	1.8	2.9	▲ 62.9%
Ground Tran.	0.6	0.6	0.6	0.6	0.6	0.7	0.8	1.1	1.3	0.6	▼ -49.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.7%
TOTAL	17.3	17.4	17.0	16.8	16.1	17.7	18.4	17.0	19.2	18.2	▼ -5.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	460	480	490	460	420	450	430	380	420	350	▼ -17.3%
Arts, Ent. & Rec.	270	290	210	200	180	180	170	190	200	200	▼ -3.1%
Retail**	70	70	70	70	60	60	60	50	60	90	▲ 58.3%
Ground Tran.	20	20	20	20	20	20	20	20	30	30	▲ 18.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -5.0%
TOTAL	830	860	790	750	690	710	680	650	710	670	▼ -5.5%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Trinity County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.2	0.9	▼ -19.8%
State Tax Receipts	2.5	2.3	2.3	2.3	2.1	2.1	2.2	2.3	2.5	1.8	▼ -30.3%
TOTAL	3.5	3.3	3.3	3.3	3.1	3.2	3.2	3.4	3.7	2.7	▼ -27.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.5	0.4	0.4	0.5	0.4	0.5	0.5	0.6	0.6	0.5	▼ -24.3%
Business or Employee	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	▼ -14.9%
TOTAL	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.2	0.9	▼ -19.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.9	1.7	1.7	1.7	1.5	1.5	1.6	1.8	2.0	1.3	▼ -34.4%
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.5	▼ -16.2%
TOTAL	2.5	2.3	2.3	2.3	2.1	2.1	2.2	2.3	2.5	1.8	▼ -30.3%

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

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

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

Tulare County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	337.3	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	259.8	▼ -42.4%
Other Travel*	97.7	91.6	83.6	84.3	74.4	66.0	74.4	85.7	89.2	33.2	▼ -62.8%
TOTAL	435.0	445.9	431.9	453.2	419.3	383.9	478.9	512.1	540.5	293.0	▼ -45.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	143.8	155.8	157.8	171.2	159.9	136.8	204.5	209.7	220.8	149.3	▼ -32.4%
Private Home	105.4	106.8	100.6	102.5	93.8	91.3	104.7	113.4	122.6	44.0	▼ -64.1%
Campground	15.8	17.4	17.6	20.8	20.6	20.9	21.9	23.0	24.8	20.8	▼ -15.9%
2nd Home	26.1	26.7	26.2	26.7	26.0	26.4	27.7	29.4	30.2	33.9	▲ 12.3%
Day Travel	46.1	47.6	46.0	47.6	44.7	42.4	45.8	50.8	52.9	11.9	▼ -77.5%
TOTAL	337.3	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	259.8	▼ -42.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	66.3	70.8	73.1	81.4	79.4	72.6	101.2	104.7	109.7	93.3	▼ -14.9%
Food Service	87.8	93.8	94.1	98.3	95.4	90.7	113.3	116.8	123.6	65.0	▼ -47.4%
Food Stores	18.4	19.7	19.1	20.4	20.1	19.4	21.2	21.2	22.1	13.6	▼ -38.2%
Local Tran. & Gas	81.5	81.5	74.1	77.0	66.3	57.8	69.7	78.6	82.4	32.0	▼ -61.2%
Arts, Ent. & Rec.	42.1	45.0	45.0	47.1	44.7	41.7	50.8	51.2	52.8	27.6	▼ -47.8%
Retail Sales	41.2	43.5	42.9	44.8	39.0	35.6	48.5	53.9	60.5	28.2	▼ -53.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	337.3	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	259.8	▼ -42.4%

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

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

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

Tulare County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	67.6	73.1	74.5	83.3	86.2	84.3	112.6	118.2	126.5	117.2	▼ -7.4%
Arts, Ent. & Rec.	16.4	18.2	15.9	16.1	16.3	14.4	18.9	20.6	22.1	14.0	▼ -36.9%
Retail**	9.2	9.9	9.7	10.5	9.9	9.6	11.3	11.8	12.4	14.4	▲ 15.9%
Ground Tran.	5.0	5.6	5.5	5.9	5.8	6.0	8.0	11.2	12.2	4.2	▼ -65.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	4.4	3.4	3.6	3.9	3.9	4.3	4.8	4.9	5.3	5.2	▼ -2.7%
TOTAL	102.6	110.3	109.2	119.7	122.0	118.6	155.5	166.7	178.6	154.9	▼ -13.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,610	2,800	2,930	3,090	3,000	2,770	3,520	3,540	3,580	3,150	▼ -12.2%
Arts, Ent. & Rec.	860	950	840	840	820	780	990	1,060	1,110	640	▼ -42.0%
Retail**	350	380	370	400	380	350	390	400	410	430	▲ 5.8%
Ground Tran.	150	150	150	160	150	140	170	220	240	200	▼ -19.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	170	140	140	160	160	160	170	170	180	170	▼ -8.5%
TOTAL	4,140	4,420	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,580	▼ -17.0%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Tulare County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	10.5	11.2	11.3	12.4	12.1	11.0	15.1	16.4	17.4	13.1	▼ -25.0%
State Tax Receipts	26.5	25.9	25.6	26.9	24.5	22.0	25.6	30.0	32.2	16.2	▼ -49.6%
TOTAL	37.1	37.1	36.9	39.3	36.6	33.0	40.7	46.4	49.6	29.3	▼ -41.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.8	7.4	7.6	8.4	8.0	7.2	10.3	11.2	11.9	8.7	▼ -26.5%
Business or Employee	3.7	3.8	3.7	4.0	4.0	3.8	4.8	5.2	5.5	4.3	▼ -21.8%
TOTAL	10.5	11.2	11.3	12.4	12.1	11.0	15.1	16.4	17.4	13.1	▼ -25.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	23.1	22.2	21.7	22.7	20.4	18.2	21.0	25.4	27.3	12.5	▼ -54.1%
Business or Employee	3.5	3.7	3.8	4.2	4.2	3.8	4.6	4.6	4.9	3.7	▼ -25.0%
TOTAL	26.5	25.9	25.6	26.9	24.5	22.0	25.6	30.0	32.2	16.2	▼ -49.6%

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

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

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

Tuolumne County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	175.0	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	168.5	▼ -35.7%
Other Travel*	12.1	11.8	10.5	10.4	9.1	8.1	9.1	10.6	11.1	4.4	▼ -60.4%
TOTAL	187.0	198.1	189.3	192.0	205.6	223.6	250.3	255.1	273.1	172.8	▼ -36.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	68.5	79.9	78.0	77.9	91.8	108.9	128.9	124.3	134.8	80.0	▼ -40.7%
Private Home	30.2	30.4	28.4	28.4	27.2	27.2	28.9	30.9	34.1	11.6	▼ -66.0%
Campground	15.4	14.4	12.9	15.4	15.4	15.6	16.4	17.2	18.5	15.6	▼ -15.9%
2nd Home	39.1	39.1	38.1	38.3	39.5	40.2	42.7	46.6	47.7	54.7	▲ 14.6%
Day Travel	21.8	22.5	21.4	21.6	22.5	23.6	24.2	25.5	26.9	6.7	▼ -75.2%
TOTAL	175.0	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	168.5	▼ -35.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	42.3	45.9	45.6	47.3	54.2	63.3	73.8	72.3	78.3	59.8	▼ -23.6%
Food Service	50.6	54.7	53.3	53.2	58.8	65.2	71.2	71.2	76.2	46.3	▼ -39.3%
Food Stores	10.2	10.4	9.6	10.2	10.8	11.0	11.2	11.2	11.8	7.6	▼ -35.7%
Local Tran. & Gas	27.1	27.1	24.0	24.5	23.4	22.4	25.4	27.9	29.7	15.5	▼ -47.7%
Arts, Ent. & Rec.	26.9	28.9	28.1	28.1	30.2	32.7	34.7	34.0	35.4	21.5	▼ -39.4%
Retail Sales	17.9	19.3	18.3	18.3	19.2	20.8	24.8	28.0	30.5	17.8	▼ -41.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	175.0	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	168.5	▼ -35.7%

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

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

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

Tuolumne County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	35.2	38.9	42.7	43.2	47.3	56.1	65.2	64.1	71.0	57.9	▼ -18.5%
Arts, Ent. & Rec.	7.2	8.1	7.7	6.6	6.6	6.9	7.2	5.7	6.3	5.2	▼ -17.5%
Retail**	4.0	4.3	4.1	4.3	4.6	5.0	4.9	5.2	5.5	7.7	▲ 39.6%
Ground Tran.	1.9	2.1	2.0	2.1	2.3	2.7	3.3	4.5	5.0	2.1	▼ -57.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.6	0.8	0.7	0.7	0.6	0.7	0.7	0.8	0.8	0.7	▼ -9.3%
TOTAL	49.0	54.1	57.2	56.8	61.4	71.4	81.3	80.3	88.7	73.7	▼ -16.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,320	1,470	1,570	1,530	1,560	1,680	1,830	1,780	1,860	1,500	▼ -19.1%
Arts, Ent. & Rec.	380	410	400	350	320	350	340	260	280	220	▼ -22.6%
Retail**	150	160	160	160	160	180	160	170	170	220	▲ 28.1%
Ground Tran.	50	60	60	60	60	60	70	90	100	100	▲ 0.8%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	20	20	30	20	20	30	30	30	30	20	▼ -14.1%
TOTAL	1,930	2,130	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,060	▼ -15.3%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Tuolumne County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.9	5.4	5.4	5.5	6.3	7.3	8.6	8.7	9.5	6.6	▼ -30.3%
State Tax Receipts	9.0	8.9	8.9	9.0	9.3	9.6	10.3	10.9	11.9	7.3	▼ -38.4%
TOTAL	13.9	14.3	14.3	14.5	15.5	17.0	18.9	19.6	21.4	13.9	▼ -34.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.2	3.6	3.6	3.7	4.3	5.2	6.2	6.3	6.9	4.7	▼ -32.1%
Business or Employee	1.7	1.8	1.9	1.8	1.9	2.2	2.4	2.4	2.6	1.9	▼ -25.7%
TOTAL	4.9	5.4	5.4	5.5	6.3	7.3	8.6	8.7	9.5	6.6	▼ -30.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.2	7.1	6.8	7.0	7.1	7.2	7.8	8.6	9.3	5.4	▼ -41.8%
Business or Employee	1.7	1.9	2.1	2.1	2.2	2.4	2.5	2.3	2.6	1.9	▼ -26.2%
TOTAL	9.0	8.9	8.9	9.0	9.3	9.6	10.3	10.9	11.9	7.3	▼ -38.4%

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

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

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Ventura County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	1,256	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	793	▼ -50.4%
Other Travel*	229	222	207	212	197	183	199	224	229	124	▼ -45.9%
TOTAL	1,485	1,534	1,550	1,593	1,634	1,645	1,707	1,793	1,827	917	▼ -49.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	535	579	616	652	693	720	727	739	731	423	▼ -42.2%
Private Home	267	268	261	261	270	268	294	322	347	161	▼ -53.7%
Campground	49	51	53	53	54	55	57	60	65	55	▼ -15.9%
2nd Home	43	44	43	43	44	45	49	55	56	65	▲ 15.7%
Day Travel	361	370	370	372	375	375	381	393	398	89	▼ -77.5%
TOTAL	1,256	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	793	▼ -50.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	195	214	233	256	283	307	308	317	319	202	▼ -36.6%
Food Service	382	400	413	418	438	453	465	478	486	236	▼ -51.4%
Food Stores	52	54	54	55	57	56	56	56	58	33	▼ -42.6%
Local Tran. & Gas	239	240	230	235	220	204	217	236	238	105	▼ -56.1%
Arts, Ent. & Rec.	178	187	192	194	199	201	202	203	201	90	▼ -55.2%
Retail Sales	210	217	222	224	240	241	259	278	295	127	▼ -57.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
TOTAL	1,256	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	793	▼ -50.4%

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

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

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Ventura County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	226	244	256	264	284	294	334	351	364	286	▼ -21.4%
Arts, Ent. & Rec.	81	88	93	93	95	100	99	103	102	76	▼ -25.3%
Retail**	35	37	37	39	42	43	47	49	51	55	▲ 6.6%
Ground Tran.	18	20	21	22	24	26	28	35	37	18	▼ -51.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	34	34	35	37	39	40	42	44	44	42	▼ -4.6%
TOTAL	394	423	442	454	484	503	549	582	599	477	▼ -20.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,740	9,240	9,610	9,640	9,870	9,810	10,610	10,750	10,660	8,420	▼ -21.0%
Arts, Ent. & Rec.	3,410	3,690	3,940	3,860	3,860	3,800	3,430	3,560	3,420	2,300	▼ -32.6%
Retail**	1,200	1,220	1,240	1,260	1,310	1,310	1,390	1,430	1,410	1,440	▲ 1.9%
Ground Tran.	480	510	530	540	560	570	570	670	720	610	▼ -15.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	780	770	760	800	800	820	800	820	830	790	▼ -5.2%
TOTAL	14,610	15,430	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,560	▼ -20.4%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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Ventura County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	37	39	42	44	48	51	52	56	57	35	▼ -37.7%
State Tax Receipts	84	82	84	87	86	83	85	93	97	49	▼ -49.5%
TOTAL	120	121	127	131	134	134	137	149	154	84	▼ -45.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	23	25	28	30	33	36	36	39	39	23	▼ -41.8%
Business or Employee	14	14	14	14	15	15	16	17	18	13	▼ -28.7%
TOTAL	37	39	42	44	48	51	52	56	57	35	▼ -37.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	69	67	68	69	68	66	67	76	79	36	▼ -54.0%
Business or Employee	14	15	17	17	18	18	18	18	18	13	▼ -30.0%
TOTAL	84	82	84	87	86	83	85	93	97	49	▼ -49.5%

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

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

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

Yolo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	303.1	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	229.9	▼ -44.2%
Other Travel*	43.8	42.9	39.7	39.1	34.7	30.5	34.7	40.6	42.7	15.8	▼ -62.9%
TOTAL	346.9	349.4	349.6	359.1	356.3	355.3	412.8	458.8	454.3	245.7	▼ -45.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	132.0	134.9	139.8	145.6	148.6	151.7	191.8	208.4	200.5	163.9	▼ -18.2%
Private Home	63.8	64.5	63.1	63.5	62.8	62.7	70.1	77.6	80.6	26.2	▼ -67.6%
Campground	7.3	6.5	6.4	8.3	8.2	8.3	8.7	9.1	9.9	8.3	▼ -15.9%
2nd Home	3.4	3.5	3.4	3.5	3.4	3.5	3.7	3.9	4.0	4.6	▲ 15.1%
Day Travel	96.6	97.2	97.2	99.2	98.6	98.5	103.9	119.2	116.7	26.9	▼ -76.9%
TOTAL	303.1	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	229.9	▼ -44.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	39.6	41.3	44.3	48.2	50.9	53.6	68.4	74.8	72.7	57.5	▼ -20.9%
Food Service	92.3	94.2	96.7	98.7	101.9	105.6	121.2	132.7	130.8	74.2	▼ -43.2%
Food Stores	12.1	12.2	12.0	12.8	13.1	13.0	13.9	14.6	14.4	7.9	▼ -45.2%
Local Tran. & Gas	57.6	55.8	52.0	53.4	48.2	43.9	50.9	60.5	59.9	22.6	▼ -62.3%
Arts, Ent. & Rec.	54.7	56.0	57.2	58.4	58.9	59.9	66.8	71.5	68.7	37.2	▼ -45.9%
Retail Sales	46.9	47.1	47.7	48.4	48.7	48.8	56.9	64.1	65.1	30.5	▼ -53.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	303.1	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	229.9	▼ -44.2%

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

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

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

Yolo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	50.8	53.1	56.3	58.6	63.1	68.8	81.7	86.1	86.5	72.4	▼ -16.3%
Arts, Ent. & Rec.	21.3	22.5	22.8	23.7	24.8	26.4	30.1	30.7	30.1	18.6	▼ -38.2%
Retail**	7.9	8.1	8.2	8.6	8.9	9.2	9.7	10.6	11.0	12.1	▲ 10.3%
Ground Tran.	3.7	3.9	4.0	4.2	4.3	4.8	6.0	8.9	9.1	3.3	▼ -63.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	2.0	2.1	2.3	2.1	1.9	1.9	2.1	2.3	2.6	2.4	▼ -9.2%
TOTAL	85.6	89.8	93.5	97.1	103.1	111.1	129.5	138.6	139.3	108.8	▼ -21.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,240	2,280	2,380	2,450	2,470	2,500	2,870	2,910	2,810	2,270	▼ -19.0%
Arts, Ent. & Rec.	1,400	1,650	1,520	1,500	1,590	1,560	1,810	1,820	1,880	1,050	▼ -44.2%
Retail**	240	240	240	250	250	260	270	290	290	290	▲ 2.8%
Ground Tran.	110	110	110	110	110	110	130	170	180	160	▼ -13.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	60	60	60	60	60	60	60	70	70	70	▼ -5.3%
TOTAL	4,050	4,330	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,840	▼ -26.5%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Yolo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	7.9	8.1	8.6	9.0	9.9	10.7	13.7	14.9	15.0	10.8	▼ -28.1%
State Tax Receipts	19.6	18.8	19.2	19.9	19.3	18.7	20.4	23.8	24.2	12.3	▼ -49.1%
TOTAL	27.5	26.9	27.8	28.9	29.2	29.4	34.0	38.8	39.2	23.1	▼ -41.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.8	5.0	5.4	5.8	6.5	7.2	9.6	10.7	10.6	7.7	▼ -27.4%
Business or Employee	3.1	3.1	3.2	3.2	3.4	3.5	4.0	4.3	4.3	3.0	▼ -29.8%
TOTAL	7.9	8.1	8.6	9.0	9.9	10.7	13.7	14.9	15.0	10.8	▼ -28.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	16.6	15.7	15.8	16.3	15.6	15.0	16.5	19.8	20.2	9.6	▼ -52.6%
Business or Employee	3.0	3.1	3.4	3.6	3.7	3.7	3.9	4.0	4.0	2.7	▼ -31.7%
TOTAL	19.6	18.8	19.2	19.9	19.3	18.7	20.4	23.8	24.2	12.3	▼ -49.1%

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

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

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

Yuba County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Million)											
Destination Spending	79.2	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	48.3	▼ -51.1%
Other Travel*	14.9	14.3	12.9	12.9	11.5	10.2	11.7	13.7	14.3	5.0	▼ -64.8%
TOTAL	94.1	91.0	86.4	86.1	78.2	77.0	93.4	105.0	113.0	53.3	▼ -52.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STR	11.0	11.3	10.7	6.9	3.1	2.9	12.0	13.1	15.6	10.5	▼ -33.1%
Private Home	19.6	19.3	18.2	18.1	17.3	17.1	19.8	22.3	23.8	7.8	▼ -67.4%
Campground	14.7	13.0	12.8	16.5	16.4	16.6	17.4	18.3	19.7	16.6	▼ -15.9%
2nd Home	4.3	4.4	4.3	4.4	4.3	4.3	4.6	4.9	5.0	5.6	▲ 12.3%
Day Travel	29.6	28.8	27.6	27.3	25.7	25.9	27.9	32.7	34.5	7.8	▼ -77.4%
TOTAL	79.2	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	48.3	▼ -51.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.7	8.6	8.6	8.1	6.9	7.1	11.1	11.7	13.0	11.3	▼ -13.7%
Food Service	20.2	20.0	19.6	19.0	18.1	19.0	22.9	25.3	27.4	12.0	▼ -56.2%
Food Stores	6.6	6.3	6.1	6.9	7.0	7.0	7.4	7.7	8.1	5.5	▼ -31.6%
Local Tran. & Gas	20.9	19.5	17.5	18.0	15.7	14.3	16.9	20.2	21.5	8.3	▼ -61.5%
Arts, Ent. & Rec.	10.3	10.2	10.0	9.7	9.1	9.3	10.9	11.8	12.4	5.4	▼ -56.7%
Retail Sales	12.5	12.1	11.7	11.3	10.0	10.1	12.5	14.6	16.3	5.8	▼ -64.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
TOTAL	79.2	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	48.3	▼ -51.1%

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

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

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

Yuba County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	12.0	12.2	12.5	11.4	10.7	11.8	14.7	15.5	17.1	16.0	▼ -6.2%
Arts, Ent. & Rec.	4.5	4.6	4.9	4.5	4.3	4.4	5.0	6.7	6.8	5.0	▼ -27.6%
Retail**	2.9	2.8	2.7	2.9	2.8	2.9	3.5	3.8	3.8	4.0	▲ 7.5%
Ground Tran.	1.2	1.2	1.2	1.2	1.2	1.4	1.7	2.6	2.9	1.0	▼ -66.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.6	▲ 2.7%
TOTAL	21.0	21.2	21.7	20.5	19.4	20.9	25.6	29.1	31.2	26.6	▼ -14.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	630	630	670	590	510	530	640	630	640	580	▼ -8.6%
Arts, Ent. & Rec.	270	260	290	280	250	260	290	400	400	260	▼ -33.3%
Retail**	110	100	100	100	100	100	120	120	120	120	▼ -0.4%
Ground Tran.	30	30	30	30	30	30	40	50	60	50	▼ -21.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	▼ 0.0%
Other Travel*	20	20	20	20	20	20	20	20	20	20	▼ -6.7%
TOTAL	1,060	1,040	1,120	1,030	910	950	1,110	1,230	1,230	1,030	▼ -16.3%

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

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

**Retail includes gasoline.

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

Yuba County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.6	1.6	1.6	1.5	1.3	1.4	1.9	2.2	2.4	1.8	▼ -27.8%
State Tax Receipts	5.9	5.5	5.4	5.5	4.9	4.7	5.3	6.5	7.0	3.3	▼ -52.7%
TOTAL	7.6	7.1	7.0	7.0	6.2	6.1	7.2	8.7	9.5	5.1	▼ -46.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.9	0.9	0.9	0.9	0.7	0.7	1.2	1.4	1.5	1.1	▼ -30.3%
Business or Employee	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.8	0.9	0.7	▼ -23.6%
TOTAL	1.6	1.6	1.6	1.5	1.3	1.4	1.9	2.2	2.4	1.8	▼ -27.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.1	4.7	4.6	4.7	4.2	3.9	4.5	5.6	6.1	2.6	▼ -56.8%
Business or Employee	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.9	1.0	0.7	▼ -26.7%
TOTAL	5.9	5.5	5.4	5.5	4.9	4.7	5.3	6.5	7.0	3.3	▼ -52.7%

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

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

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

Glossary

Term	Definition
Hotel, Motel, STR	Accommodation types that house transient lodging activity.
Private Home	Personal residences used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	See Visitor Spending.
STR	Short Term Rental, private and semi-private lodging rented by owners or property management companies (e.g. AirBnB, VRBO).
2nd Home	Homes under private ownership for personal use as a vacation property.

Assumptions / Methodology

Travel Impacts Methodology

Dean Runyan Associates uses our proprietary Regional Travel Impact Model (RTIM). This input-output model uses a fiscal based approach to accurately quantify travel and reduce reliance and variability of survey data. Each accommodation type (Hotel/Motel/STR, Private Home, 2nd Home, Camping, and Day) is modeled uniquely to capture the different types of economic contributions from these visitors. Earnings and employment data are derived from the relationship between business income and employee expenses. Tax receipts are generated based on each unique tax rate that applies to the underlying economic activity.

Our approach starts at local levels of geography building up to state findings.

The RTIM is in use in 12 states covering over 400 counties and local jurisdictions. Findings from this study are directly comparable to any of our research publications.

Travel Impacts Assumptions

- Overnight visitors are defined as non-local overnight visitation utilizing accommodations that are Hotels/Motels/STR, Camping, Private Home (VFR), and 2nd home ownership.
- Day visitors include anyone that has traveled 50 miles one way, and is not routine travel (commuting or periodic retail trips).
- Travel contains tourism activity, business activity, and other transient activity.
- Source data is accurate and complete. (Sources include: Bureau of Labor Statistics, Census Bureau, Bureau of Economic Analysis, STR LLC., U.S. Department of Transportation, Omnitrak Group, California Department of Tax and Fee Administration).