

California Travel Impacts

2010-2019p

April 2020



A Joint Marketing Venture of Visit California
and the Governor's Office of Business Development (GO-Biz)

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Executive Summary

This report provides detailed statewide, regional and county travel impact estimates for California from 2010 to 2019. The estimates for 2019 are preliminary. The report also provides an analysis of travel-generated tax revenue and transient occupancy tax receipts for jurisdictions through the 2019 fiscal year.

The California Travel Industry Continued to Expand in 2019

The California travel industry grew for the ninth consecutive year in 2019. All visitation and economic impact estimates increased for the year.

- **Spending.** Total direct travel spending in California was \$144.9 billion in 2019 (preliminary). This represents a 3.2 percent increase over 2018 in current dollars and a 1.3 percent increase in real (inflation-adjusted) dollars.
- **Employment.** Direct travel generated employment was 1.18 million in 2019, a 1.1 percent increase over 2018. Travel-generated employment has increased an average of 3.2 percent per year since 2010.
- **Tax Revenues.** Travel-generated state and local tax revenue was \$12.2 billion in 2019, an increase of 3.4 percent over the preceding year. Over seventy percent of these tax revenues were paid by visitors (e.g., lodging and sales taxes). The remainder were paid by travel industry employees and businesses (e.g., property and income taxes). This state and local tax revenue was equivalent to \$920 per California resident household (\$666 for taxes paid by visitors, \$254 for taxes paid by employees and businesses.)
- **Visitation.** Visitor arrivals on domestic flights (42.8 million in 2019) increased by 2.9 percent.^[1] Lodging rooms sold increased by 1.1 percent for the year.^[2]
- **Origin.** Six out of ten dollars spent at California visitor destinations were attributable to residents of other states and countries.
- **Secondary Impacts.** The re-spending of travel industry income by businesses and employees produces secondary effects. In 2019, these secondary impacts accounted for 804 thousand jobs with earnings of \$55.5 billion. Total (both direct and secondary) employment supported 2.0 million jobs with earnings of \$110.3 billion.
- **Gross Domestic Product.** The Gross Domestic Product (GDP) of the California travel industry was \$84.6 billion in 2019. This represents about two and one-half percent of the total GDP of the state.

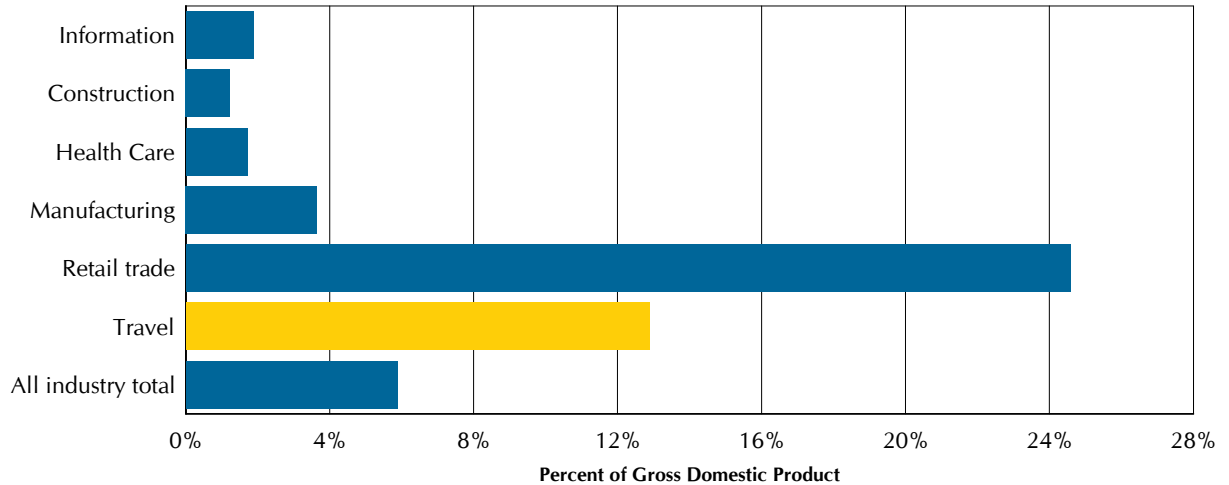
1. Department of Transportation Origin and Destination survey. Estimates by Dean Runyan Associates.

2. STR Inc. lodging report prepared for Visit California.

Tax Revenue Impacts of the California Travel Industry

The California travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about 2.5 percent of the state economy, the travel industry generated 4.4 percent of state and local tax revenues in the 2019 fiscal year (see page 15 of full report). Not only are most travel industry goods and services taxed at the point of sale, but a large share of these commodities (lodging and motor fuel) are taxed at rates that are greater than the general sales tax. Furthermore, a large share of these taxes is not borne by California residents.

Production & Import Taxes as a Percent of GDP



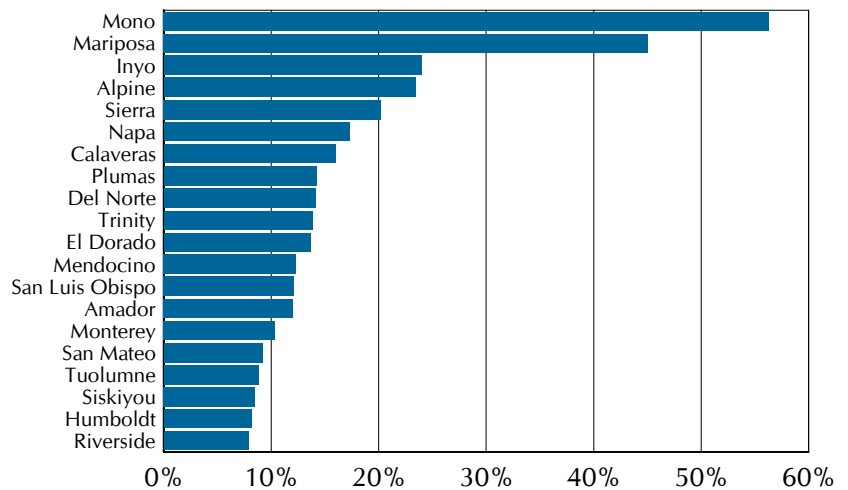
Note: Most of the taxes paid by business firms to local, state and federal governments are included except income taxes. This includes property taxes, licenses and fees and the sales and excise taxes collected from consumers. See page 12 of full report. The data in this chart is for 2017, the most current available at the time of this publication, April 2020.

The Travel Industry Benefits All Regions of California

Although most travel spending and related economic impacts occur within California's primary metropolitan areas, the travel industry is important throughout California. In general, the counties with less total employment have a bigger share of travel-generated employment.

Travel Generated Employment

Percent of Total Employment, 2018, Top 20



Note: Data for total employment only available for 2018

Preface

The purpose of this study is to document the economic significance of the travel industry in California from 2010 through 2019. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on statewide and local economies in terms of earnings, employment, and tax revenue.

This study was prepared for Visit California. Special thanks are due to Heather Huckeba, Director of Research, and Ani Chibukhchyan, Research Manager, for their support and assistance.

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II. CALIFORNIA TRAVEL



The multi-billion dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

Impacts of Travel in California: in Summary

- Total direct travel spending in California was \$144.9 billion in 2019 (preliminary). This represents a 3.2 percent increase over 2018.
 - Direct travel-generated employment was 1.18 million in 2019, a 1.1 percent increase over 2018. Travel-generated employment has increased at an average annual rate of 3.2 percent since 2010.
 - Direct travel-generated earnings were \$54.8 billion in 2019, a 4.7 percent increase over 2018. Travel-generated earnings has increased at an average annual rate of 6.9 percent since 2010.
 - Travel-generated state and local tax revenue was \$12.2 billion in 2019, an increase of 3.4 percent over the preceding year. Over seventy percent of these tax revenues were paid by visitors (e.g., lodging and sales taxes). The remainder were paid by travel industry employees and businesses (e.g., property and income taxes). This state and local tax revenue was equivalent to \$920 per California resident household (\$666 for taxes paid by visitors, \$254 for taxes paid by employees and businesses.)
 - Visitor arrivals on domestic flights (42.8 million in 2019) increased by 2.9 percent.
 - The Gross Domestic Product (GDP) of the California travel industry was \$84.6 billion in 2019. This represents about 2.5 percent of the total GDP of the state.
- The re-spending of travel industry income by businesses and employees produces
- secondary effects. In 2019, these secondary impacts accounted for 804 thousand jobs with earnings of \$55.5 billion. Total (direct and secondary) employment supported 2.0 million jobs with earnings of \$110.3 billion.

Recent Travel Trends in California

Direct Travel Impacts, 2010-2019p

							Ave. Annual %Chg.	
Spending (\$Billions)	2010	2012	2014	2017	2018	2019p	18-19p	10-19p
Total (Current \$)	98.7	108.9	117.4	133.3	140.3	144.9	3.2%	4.4%
Other	7.9	8.5	10.0	12.3	13.1	13.8	5.4%	6.3%
Visitor	90.8	100.4	107.4	121.0	127.3	131.1	3.0%	4.2%
Non-transportation	68.4	76.0	83.5	97.6	101.3	104.3	2.9%	4.8%
Transportation	22.4	24.4	24.0	23.4	26.0	26.8	3.2%	2.0%
Earnings (\$Billions)								
Earnings (Current \$)	30.0	33.7	38.1	49.4	52.3	54.8	4.7%	6.9%
Employment (Thousands)								
Employment	882	945	1,028	1,144	1,163	1,176	1.1%	3.2%
Tax Revenue (\$Billions)								
Total (Current \$)	13.3	13.7	15.6	18.1	19.3	20.1	3.8%	4.6%
Local	3.4	3.8	4.5	5.6	6.1	6.3	2.7%	7.0%
Visitor	2.2	2.6	3.2	4.0	4.4	4.5	2.9%	8.2%
Business or Employee	1.2	1.2	1.3	1.6	1.7	1.7	2.4%	4.3%
State	4.9	4.8	5.2	5.3	5.7	6.0	4.2%	2.3%
Visitor	3.8	3.7	3.9	3.9	4.3	4.6	4.7%	1.9%
Business or Employee	1.0	1.1	1.3	1.4	1.4	1.4	2.5%	3.6%
Federal	5.0	5.1	6.0	7.1	7.5	7.8	4.5%	5.0%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

Earnings include wages & salaries, earned benefits and proprietor income.

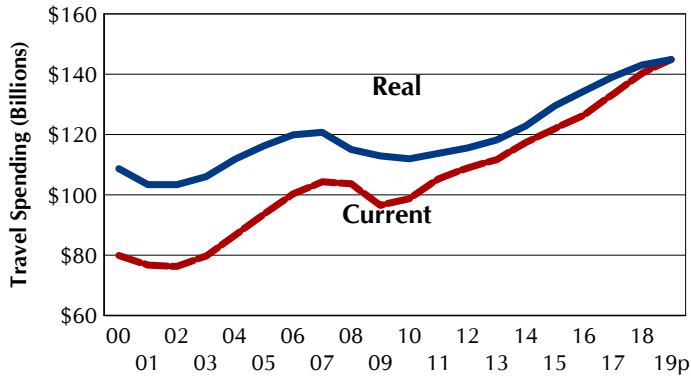
Employment includes all full- and part-time employment of payroll employees and proprietors.

Local tax revenue includes lodging taxes, sales taxes, auto rental 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 revenue includes lodging, sales and motor fuel tax payments of visitors, and the income tax and sales tax payments attributable to the travel industry income of businesses and employees.

Federal tax revenue includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

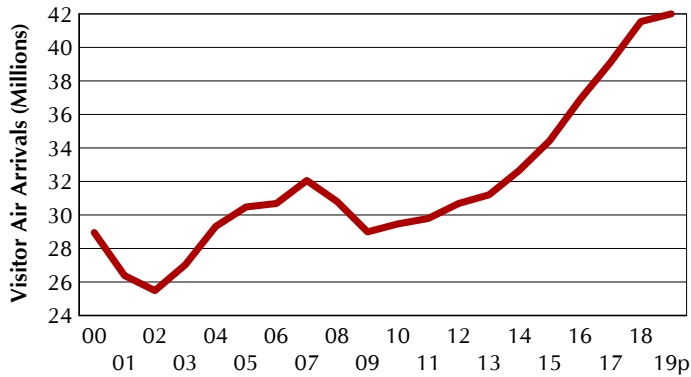
California Travel Spending Real and Current Dollars



In real dollars (adjusted for inflation) California travel spending increased by 1.3 percent over 2018, following a 2.9 percent increase the preceding year (see top graph, left). Over the past five years, real and current travel spending have had similar rates of increase.

Sources: Real dollar travel spending was adjusted with a composite of price indices for the West Urban CPI, California room rates reported by STR, Inc., California gasoline prices reported by the Energy Information Administration, and airfares to California airports reported by the U.S. Department of Transportation Origin and Destination survey.

Domestic Air Passenger Visitor Arrivals California Airports

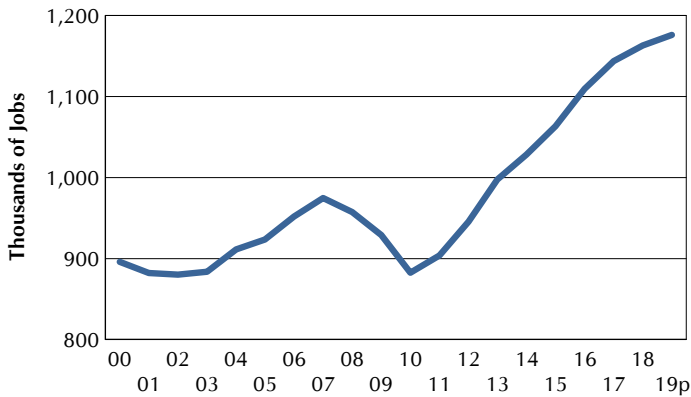


Visitor air travel on domestic flights to California destinations (42.8 million) increased by 2.9 percent in 2019. During the past three years, visitor arrivals on domestic flights have increased at 3.0 percent per year.

Sources: Dean Runyan Associates, Inc. and Bureau of Transportation Statistics (U.S. Dept. of Transportation).

Note: These estimates are for visitor arrivals only. They do not include return travel of California residents or connecting flights normally reported in air passenger statistics.

Travel-Generated Employment

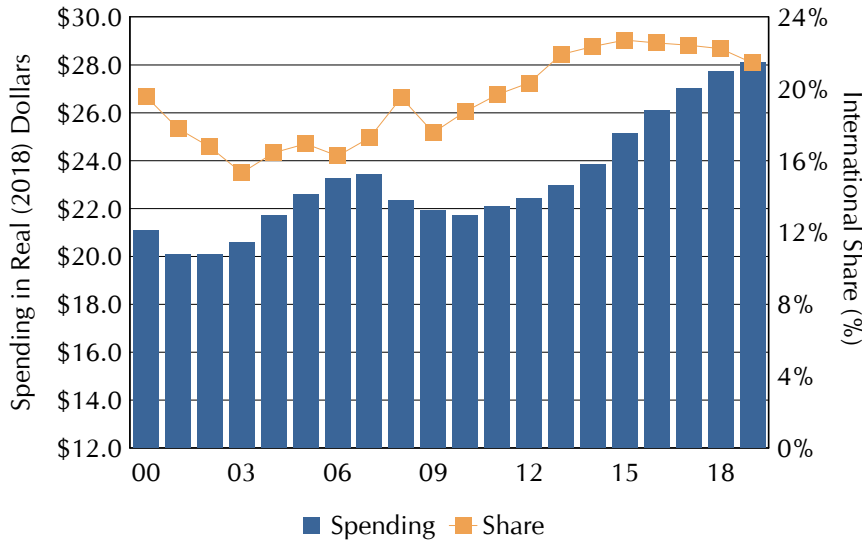


Travel-generated employment has increased by 3.2 percent per year since 2010.

Source: Dean Runyan Associates.

Origin

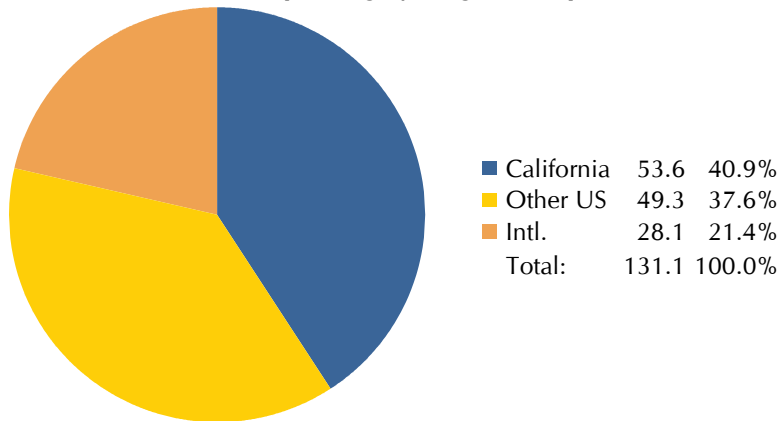
International Visitor Spending



The share of international travel spending in California has flattened over the past six years after substantial increases in previous years. Spending is in real dollars.

Sources: Tourism Economics, International Trade Administration (U.S. Department of Commerce) and Bureau of Economic Analysis (U.S. Department of Commerce).

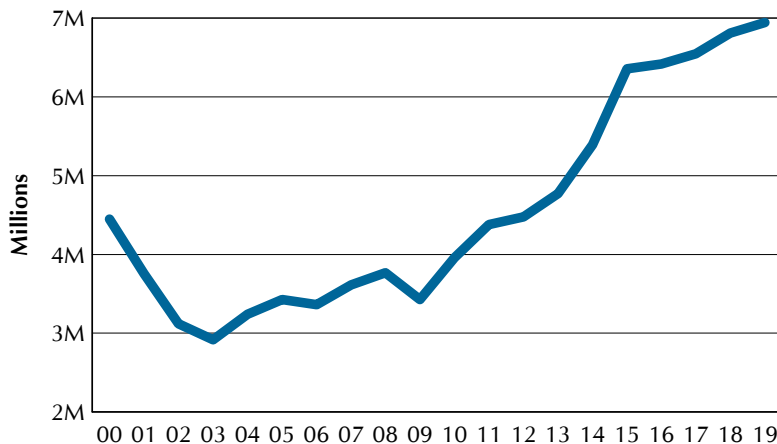
Visitor Spending by Origin, 2019p



In 2019, about six out of every ten dollars spent at California visitor destinations were attributable to residents of other states and countries.

Source: TNS Travels America visitor survey and sources cited for preceding graph.

Overseas Arrivals at California Ports of Entry



Overseas arrivals at California ports of entry is estimated to have increased by 2 percent in 2019.

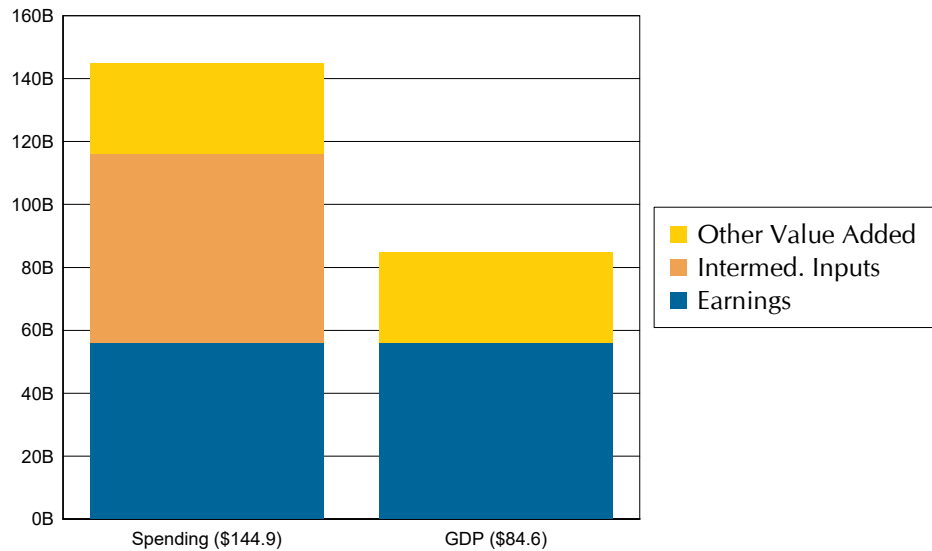
Sources: Office of Immigration Statistics (U.S. Department of Homeland Security). California total is the sum of LA and SF Ports of Entry. Dean Runyan Associates.

California Travel Industry Gross Domestic Product

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the California travel industry is shown below. California travel industry GDP of \$84.6 billion represents approximately 2.5 percent of total California GDP.

The below 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 Gross Domestic Product of California Travel Industry, 2019p
(\$ Billions)



Direct, Secondary and Total Impacts

Travel spending within California 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*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers at businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

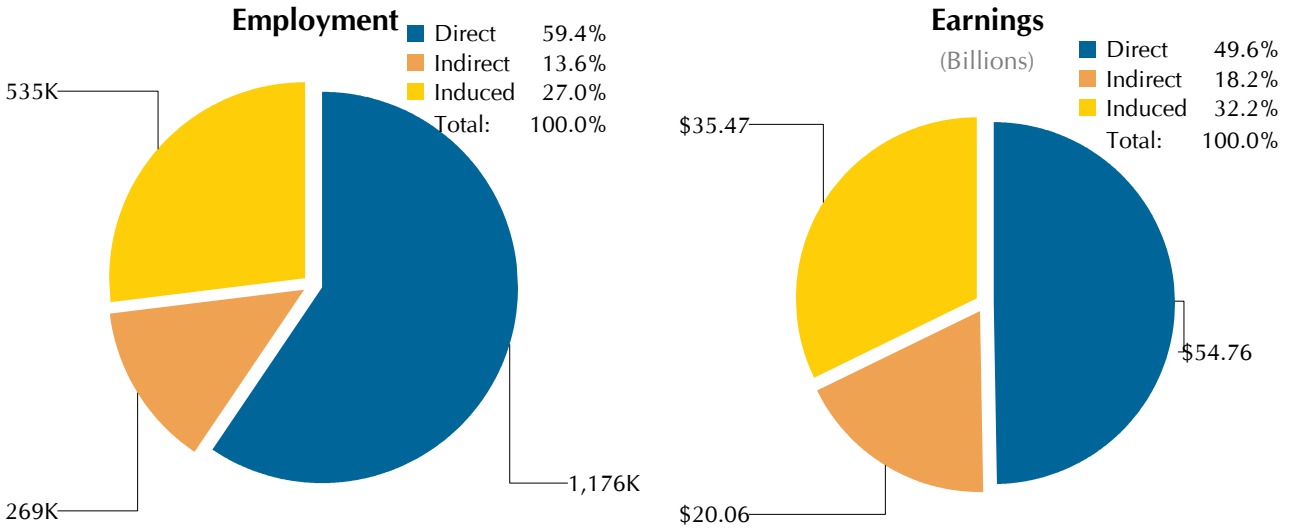
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Trade**
- **Transportation**

As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all thirteen industry groupings shown in the following tables and graphs that summarize the primary secondary impacts.

Total Employment and Earnings Generated by Travel Spending in California, 2019p

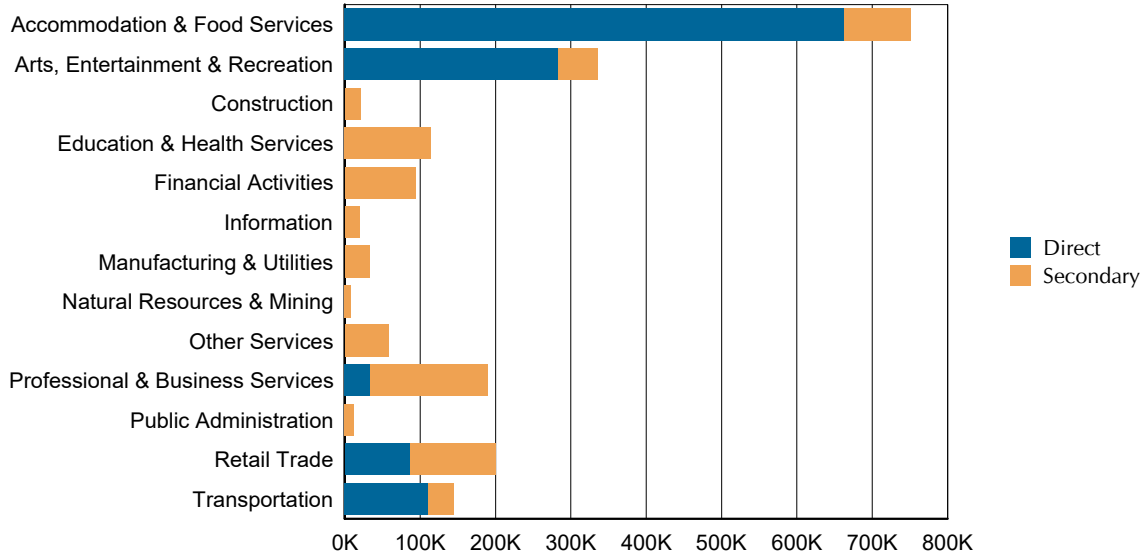


Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 1,980,000 jobs. The employment multiplier for 2019 is 1.68 (1,980.03/1,176.01). Total earnings were \$110.29 Billion. The earnings multiplier is 2.01 (110.29/54.76).

- Professional and Business Services** (158,800 jobs and \$12.3 billion earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- Education and Health Services** (114,600 jobs and \$8.4 billion earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- Financial Activities** (93,800 jobs and \$6.4 billion earnings). Both businesses and individuals make use of banking and insurance institutions.
- Other Services** (57,700 jobs and \$3.1 billion earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

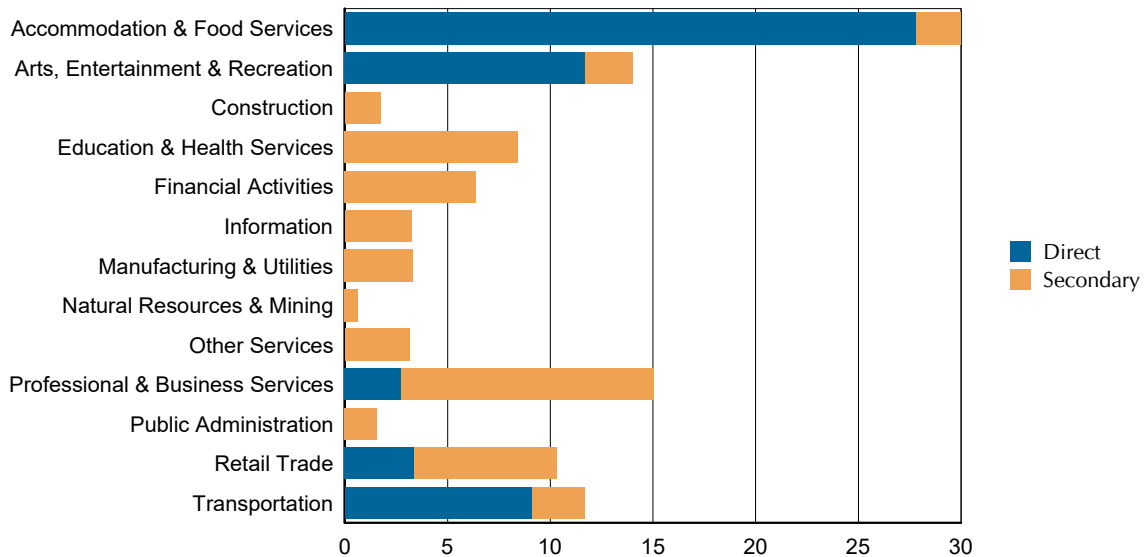
Direct and Secondary Employment

Generated by Travel Spending in California



Direct and Secondary Earnings

Generated by Travel Spending in California



Detailed estimates are reported in the following table. 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. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic boundaries.

Direct and Secondary Travel-Generated Earnings in California,
(\$Million)

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	27,842	814	2,188	3,002	30,844
Arts, Entertainment & Recreation	11,699	1,600	717	2,317	14,016
Construction		535	1,186	1,721	1,721
Education & Health Services		87	8,352	8,438	8,438
Financial Activities		2,237	4,158	6,395	6,395
Information		1,926	1,315	3,241	3,241
Manufacturing & Utilities		1,502	1,806	3,308	3,308
Natural Resources & Mining		261	371	632	632
Other Services		825	2,315	3,140	3,140
Professional & Business Services	2,730	7,210	5,095	12,305	15,035
Public Administration		787	773	1,560	1,560
Retail Trade	3,355	884	6,058	6,943	10,298
Transportation	9,135	1,393	1,139	2,532	11,667
	54,761	20,061	35,473	55,534	110,295

Direct and Secondary Travel-Generated Employment in California,
(thousand jobs)

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	662.2	24.3	64.6	88.9	751.1
Arts, Entertainment & Recreation	283.1	35.2	17.4	52.5	335.6
Construction		6.6	14.2	20.8	20.8
Education & Health Services		2.1	112.5	114.6	114.6
Financial Activities		34.4	59.4	93.8	93.8
Information		10.5	8.8	19.3	19.3
Manufacturing & Utilities		15.4	17.0	32.5	32.5
Natural Resources & Mining		4.0	4.5	8.5	8.5
Other Services		11.2	46.6	57.7	57.7
Professional & Business Services	33.4	90.7	65.1	155.8	189.1
Public Administration		6.1	6.2	12.3	12.3
Retail Trade	87.3	9.8	103.0	112.8	200.1
Transportation	110.0	18.5	16.1	34.6	144.7
	1,176	269	535	804	1,980

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix G. Details may not add to totals due to rounding.

Detailed direct travel impacts for 2010 through 2019p follow on the next page:

CALIFORNIA

Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Billion)								
	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	90.8	100.4	107.4	111.3	114.9	121.0	127.3	131.1
Other Travel	7.9	8.5	10.0	10.7	11.5	12.3	13.1	13.8
Total	98.7	108.9	117.4	121.9	126.4	133.3	140.3	144.9
Visitor Spending by Type of Traveler Accommodation (\$Billion)								
	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	45.9	52.5	59.7	63.7	67.3	70.5	72.8	74.2
Private Home	14.8	16.0	16.1	15.9	15.8	17.2	19.0	20.3
Campground	2.5	2.5	2.6	2.6	2.6	2.7	2.9	3.2
Vacation Home	4.0	4.3	4.3	4.3	4.3	4.6	5.0	5.1
Day Travel	23.7	25.0	24.8	24.8	24.9	26.0	27.6	28.3
Total	90.8	100.4	107.4	111.3	114.9	121.0	127.3	131.1
Visitor Spending by Commodity Purchased (\$Billion)								
	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	15.2	18.1	22.0	24.3	26.2	27.4	29.0	29.8
Food Service	23.3	25.5	27.2	28.7	30.4	32.0	33.1	34.1
Food Stores	3.0	3.4	3.6	3.8	3.9	3.9	3.9	4.0
Local Tran. & Gas	18.2	19.7	18.6	17.2	16.0	17.6	19.8	20.4
Arts, Ent. & Rec.	14.0	15.2	16.1	16.7	17.4	17.8	18.0	18.1
Retail Sales	12.7	13.7	14.5	15.0	15.3	16.5	17.4	18.3
Visitor Air Tran.	4.2	4.7	5.4	5.6	5.7	5.8	6.1	6.4
Total	90.8	100.4	107.4	111.3	114.9	121.0	127.3	131.1
Industry Earnings Generated by Travel Spending (\$Billion)								
	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	14.9	17.0	19.4	21.2	23.4	25.0	26.5	27.8
Arts, Ent. & Rec.	7.4	8.2	9.3	9.9	10.6	11.0	11.3	11.7
Retail	2.3	2.5	2.7	2.8	3.0	3.1	3.3	3.4
Ground Tran.	1.1	1.2	1.3	1.4	1.5	1.7	2.2	2.5
Visitor Air Tran.	1.4	1.6	1.8	2.0	2.7	3.1	3.2	3.3
Other Travel	2.9	3.1	3.6	4.0	4.9	5.5	5.9	6.1
Total	30.0	33.7	38.1	41.4	46.1	49.4	52.3	54.8
Industry Employment Generated by Travel Spending (Thousand Jobs)								
	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	494.8	538.7	589.6	608.8	632.5	652.0	659.0	662.2
Arts, Ent. & Rec.	216.7	230.2	252.4	261.3	270.8	276.8	279.4	283.1
Retail	75.2	77.9	82.2	83.5	85.8	87.3	87.9	87.3
Ground Tran.	28.4	30.6	31.6	32.7	34.0	35.0	42.3	45.2
Visitor Air Tran.	20.4	21.5	22.8	24.2	27.5	30.2	30.7	32.1
Other Travel	46.9	46.6	49.8	52.6	59.0	62.4	63.6	66.1
Total	882.4	945.4	1,028.4	1,063.1	1,109.6	1,143.8	1,163.0	1,176.0
Tax Receipts Generated by Travel Spending (\$Million)								
	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	3.4	3.8	4.5	4.9	5.3	5.6	6.1	6.3
State Tax Receipts	4.9	4.8	5.2	5.2	5.3	5.3	5.7	6.0
Federal Tax Receipts	5.0	5.1	6.0	6.4	6.9	7.1	7.5	7.8
Total	13.3	13.7	15.6	16.5	17.4	18.1	19.3	20.1

Details may not add to total due to rounding. * Other Travel includes air travel spending made by California residents for travel to out-of-state and other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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. Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

III. State and Local Government Revenue

This section is concerned with the contribution of the California travel industry to state and local government finance. The first part of the report compares the travel industry to various other sectors of the state economy. The remainder provides an overview of state and local finance and the revenue contribution of the travel industry.

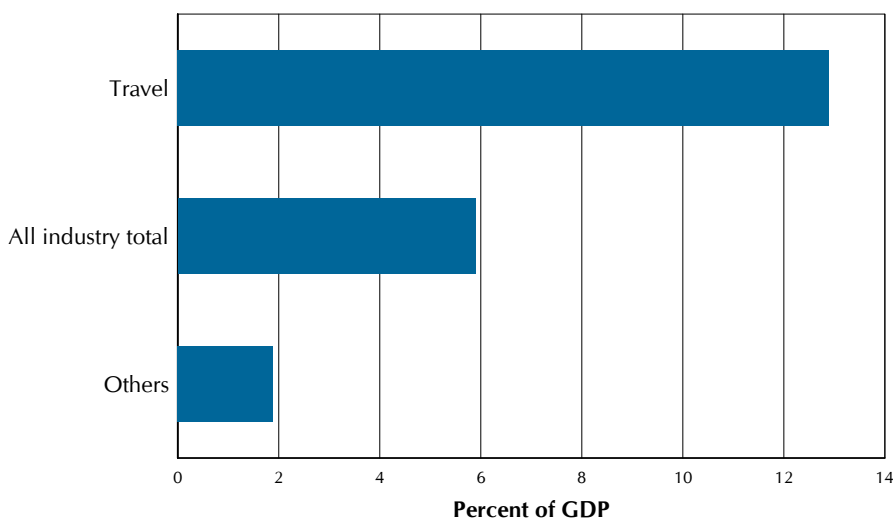
Industry Gross Domestic Product and Taxes

One way to consider the tax contributions of various sectors of the economy is to express the tax payments of businesses to government as a percentage of Gross Domestic Product. The bar chart and accompanying table show these tax payments (taxes on production and imports or TOPI) for a sample of goods-producing and service sectors in the state, including travel. TOPI include most of the taxes paid by the business firm to local, state and federal governments except for income taxes. This includes property taxes, licenses and fees and the sales and excise taxes collected from consumers. It is because of these later taxes that retail trade and travel have relatively high proportions of tax payments in relation to their gross domestic products.

Production & Import Taxes as a Percent of GDP

Selected California Industry Sectors, 2017 Calendar Year

	GDP	TOPI	Percent
Information	271,114	5,116	1.9%
Construction	101,498	1,245	1.2%
Health care and social assistance	174,939	3,000	1.7%
Manufacturing	297,459	10,836	3.6%
Retail trade	146,338	35,976	24.6%
Travel	76,878	9,915	12.9%
All industry total	2,797,601	164,903	5.9%



Sources: Bureau of Economic Analysis and Dean Runyan Associates.

*TOPI denotes taxes on production and imports less subsidies.

GDP & TOPI expressed in \$Million.

Note: The data presented is for 2017, the most current available at the time of this publication, April 2020.

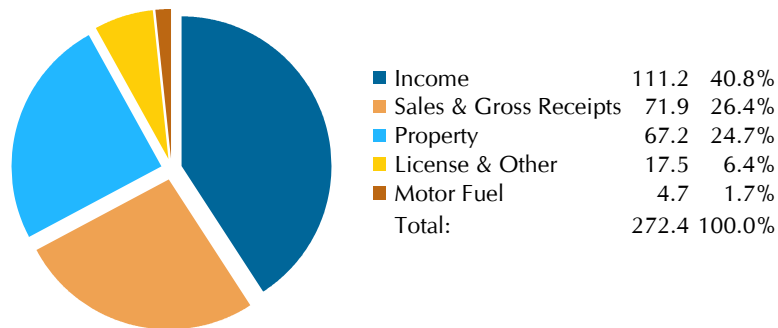
The remainder of this report will focus on the travel industry and the specific tax contributions made to state and local government in California. In addition to the taxes on production discussed in the previous section, the tax payments of travel industry employees derived from the income earned from travel industry businesses will be included.[1] The three primary sources of tax revenue generated by the travel industry are:

- Sales tax receipts generated by **visitor spending**. This includes local and state sales taxes, lodging taxes, alcoholic beverage taxes, motor vehicle rental taxes and motor fuel taxes.
- Taxes paid by **travel industry businesses** attributable to travel generated business receipts (property and income taxes).
- Taxes paid by **travel industry employees** attributable to travel generated earnings (sales and property taxes).

California Tax Structure

The pie chart below, adapted from the Bureau of the Census’ State and Local Government Finance and other data sources, shows the main categories of tax revenue in California. More than one-quarter (26.4%) of all tax revenue is derived from sales and gross receipts taxes. Property taxes, paid primarily by homeowners and businesses to local governments, constitute one-fourth of all tax revenue (24.7%). Income taxes constitute more than one-third (40.8%) of all tax revenue.

California State and Local Government Tax Revenues
2018-2019 Fiscal Year (\$Billions)



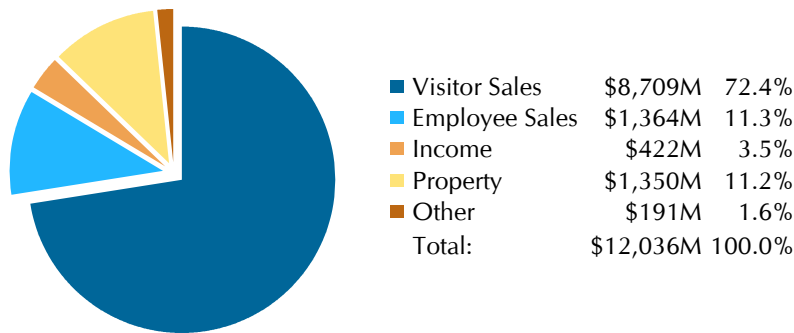
Sources: The 2018-19 fiscal year estimates of state and local tax revenues in California were prepared by Dean Runyan Associates from various sources, including the Bureau of the Census (State and Local Government Finance), the California Department of Revenue, the Bureau of Economic Analysis and a selection of annual financial reports for cities and counties. Sales and gross receipts taxes include the state privilege tax, local sales taxes and a variety of selective taxes, such as those on lodging.

[1]In effect, this means re-allocating some of the sales and excise payments made by other industries to the travel industry because the payments are ultimately made by consumers that earned their income in the travel industry.

Travel Industry Tax Revenue

The distribution of taxes generated by the travel industry for the 2018-19 fiscal year is shown in the following pie chart. The categories are the same as the preceding figure, with the exception that sales tax receipts are also distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.

California Travel Industry State and Local Government Tax Revenues
2018-2019 Fiscal Year (\$Million)



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

Whereas about one-quarter of all state and local tax revenue in California was attributable to sales tax collections in the 2018-19 fiscal year, 83.7 percent of all travel industry tax revenue was attributable to sales tax receipts from visitors (72.4%) and the purchases of employees in the travel industry (11.3%).

Travel industry state and local tax revenues are compared to total California state and local tax revenues in the following table. Because the travel industry generates a relatively high proportion of sales tax revenues, it is associated with proportionately more tax revenues than would be expected given the size of the industry, as measured by earnings or gross domestic product. Whereas the earnings and GDP of the travel industry are approximately 2.5 percent of the state totals, travel industry tax revenues represent 4.4 percent of all state and local tax revenues in California (see table, following page). This is consistent with the initial analysis that compared different industries within the state.

California State and Local Tax Revenues
2018-2019 Fiscal Year (\$Million)

Type	Total	Travel Generated	Percent Travel
Sales & Gross Receipts	\$71,941	\$8,653	12.0%
Motor Fuel	\$4,712	\$1,420	30.1%
Property	\$67,161	\$1,350	2.0%
Income	\$111,150	\$422	0.4%
License & Other	\$17,452	\$191	1.1%
Total	\$272,416	\$12,036	4.4%

Source: Dean Runyan Associates and Bureau of the Census, State and Local Government Finance.

Summary

This analysis of the tax revenue generated by the California travel industry can be summarized as follows:

- The California travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about 2.5 percent of the state economy, the travel industry generated 4.4 percent of tax revenue in the 2019 fiscal year.
- Over seventy percent of all travel-generated tax revenue is attributable to sales and gross receipts taxes. The travel industry share of the state total is 12 percent. Not only are most travel industry goods and services taxed, but a large share of these commodities (lodging and motor fuel) are taxed at rates that are greater than the general sales tax.
- State and local tax revenue was equivalent to \$920 per California resident household.
- A large share of these tax revenues are borne by visitors who reside in other states and countries.

The revenue contributions of California's fifty-eight counties are detailed in the following two tables. (Note: The 2018 calendar taxable sales were the most current data available from the California State Board of Equalization at the time that this report was prepared.)

Total and Visitor-Generated Taxable Sales, CY 2018

(\$Millions)

	Total	Travel	Percent
Alameda	35,073	1,495	4.3%
Alpine	36	10	28.4%
Amador	470	58	12.4%
Butte	3,505	142	4.1%
Calaveras	390	61	15.7%
Colusa	434	25	5.7%
Contra Costa	17,608	821	4.7%
Del Norte	241	55	22.7%
El Dorado	2,370	388	16.4%
Fresno	15,386	611	4.0%
Glenn	455	27	5.9%
Humboldt	2,031	190	9.4%
Imperial	2,793	164	5.9%
Inyo	356	70	19.7%
Kern	15,131	700	4.6%
Kings	1,737	85	4.9%
Lake	614	71	11.5%
Lassen	277	28	10.0%
Los Angeles	166,024	10,485	6.3%
Madera	1,678	128	7.6%
Marin	5,394	256	4.7%
Mariposa	202	115	56.7%
Mendocino	1,491	169	11.3%
Merced	3,116	117	3.7%
Modoc	78	11	14.5%
Mono	304	163	53.5%
Monterey	7,339	1,307	17.8%
Napa	3,673	659	17.9%
Nevada	1,411	157	11.1%
Orange	67,469	4,739	7.0%

Total and Visitor-Generated Taxable Sales, CY 2018

(\$Millions)

	Total	Travel	Percent
Placer	9,910	533	5.4%
Plumas	217	51	23.2%
Riverside	38,919	3,776	9.7%
Sacramento	25,444	1,487	5.8%
San Benito	768	51	6.6%
San Bernardino	40,554	2,215	5.5%
San Diego	59,041	4,468	7.6%
San Francisco	20,343	3,870	19.0%
San Joaquin	13,458	405	3.0%
San Luis Obispo	5,416	763	14.1%
San Mateo	17,547	1,843	10.5%
Santa Barbara	7,310	797	10.9%
Santa Clara	45,353	2,455	5.4%
Santa Cruz	3,879	408	10.5%
Shasta	3,211	198	6.2%
Sierra	19	5	28.5%
Siskiyou	565	75	13.3%
Solano	7,881	349	4.4%
Sonoma	9,985	835	8.4%
Stanislaus	9,299	272	2.9%
Sutter	1,800	46	2.6%
Tehama	836	61	7.4%
Trinity	104	16	15.8%
Tulare	7,445	191	2.6%
Tuolumne	729	94	13.0%
Ventura	14,323	781	5.5%
Yolo	4,572	193	4.2%
Yuba	623	45	7.2%
California	706,636	49,592	7.0%

State and Local Travel-Generated Tax Revenue per Household
2019 Calendar Year

	Tax Revenue (\$Millions)			Households (Thousands)	Tax Revenue per Household
	Local	State	Total		
Alameda	\$198.2	\$188.5	\$386.7	599.6	\$640
Alpine	\$1.2	\$1.2	\$2.3	0.5	\$4,970
Amador	\$5.2	\$7.9	\$13.1	15.1	\$860
Butte	\$10.2	\$21.7	\$31.9	92.0	\$350
Calaveras	\$6.2	\$9.8	\$16.0	18.9	\$850
Colusa	\$1.4	\$2.9	\$4.3	7.1	\$600
Contra Costa	\$65.8	\$112.4	\$178.2	409.6	\$440
Del Norte	\$5.4	\$7.1	\$12.5	9.6	\$1,290
El Dorado	\$48.9	\$49.8	\$98.7	73.8	\$1,340
Fresno	\$46.7	\$89.4	\$136.1	308.3	\$440
Glenn	\$1.8	\$3.5	\$5.3	9.8	\$540
Humboldt	\$18.3	\$23.4	\$41.7	56.5	\$740
Imperial	\$12.0	\$22.7	\$34.7	51.1	\$680
Inyo	\$11.0	\$9.3	\$20.2	7.8	\$2,590
Kern	\$44.6	\$102.2	\$146.8	271.0	\$540
Kings	\$4.1	\$12.1	\$16.1	40.9	\$390
Lake	\$3.8	\$8.9	\$12.7	26.4	\$480
Lassen	\$1.9	\$3.8	\$5.7	8.9	\$640
Los Angeles	\$1,623.3	\$1,363.6	\$2,986.9	3,329.8	\$900
Madera	\$12.6	\$18.7	\$31.2	45.2	\$690
Marin	\$36.2	\$33.7	\$69.9	105.8	\$660
Mariposa	\$21.4	\$13.4	\$34.8	7.4	\$4,730
Mendocino	\$23.5	\$21.6	\$45.2	34.8	\$1,300
Merced	\$8.6	\$19.8	\$28.3	80.8	\$350
Modoc	\$0.8	\$1.5	\$2.3	3.7	\$640
Mono	\$41.0	\$20.5	\$61.5	5.8	\$10,680
Monterey	\$152.8	\$143.8	\$296.7	131.6	\$2,250
Napa	\$101.8	\$71.7	\$173.6	49.7	\$3,490
Nevada	\$15.3	\$19.7	\$35.0	41.9	\$840
Orange	\$642.1	\$531.2	\$1,173.4	1,047.0	\$1,120

State and Local Travel-Generated Tax Revenue per Household
2019 Calendar Year

	Tax Revenue (\$Millions)			Households (Thousands)	Tax Revenue per Household
	Local	State	Total		
Placer	\$48.5	\$67.0	\$115.5	148.7	\$780
Plumas	\$4.7	\$6.7	\$11.4	8.5	\$1,340
Riverside	\$291.7	\$421.9	\$713.7	762.8	\$940
Sacramento	\$140.3	\$191.0	\$331.3	556.3	\$600
San Benito	\$4.1	\$6.7	\$10.8	18.6	\$580
San Bernardino	\$149.8	\$276.7	\$426.5	649.8	\$660
San Diego	\$601.4	\$495.9	\$1,097.3	1,169.2	\$940
San Francisco	\$683.1	\$405.4	\$1,088.5	378.7	\$2,870
San Joaquin	\$31.2	\$62.4	\$93.6	235.2	\$400
San Luis Obispo	\$89.5	\$91.4	\$181.0	107.2	\$1,690
San Mateo	\$293.7	\$206.5	\$500.2	275.3	\$1,820
Santa Barbara	\$93.2	\$94.0	\$187.2	149.3	\$1,250
Santa Clara	\$320.7	\$274.7	\$595.4	654.5	\$910
Santa Cruz	\$47.5	\$49.4	\$96.9	98.2	\$990
Shasta	\$17.1	\$26.8	\$44.0	71.3	\$620
Sierra	\$0.6	\$0.7	\$1.3	1.4	\$920
Siskiyou	\$6.7	\$9.6	\$16.2	19.0	\$860
Solano	\$26.7	\$44.2	\$70.9	152.7	\$460
Sonoma	\$109.4	\$94.4	\$203.8	191.4	\$1,060
Stanislaus	\$16.9	\$41.9	\$58.8	176.0	\$330
Sutter	\$2.9	\$7.3	\$10.2	32.1	\$320
Tehama	\$4.3	\$8.3	\$12.6	23.9	\$530
Trinity	\$1.1	\$2.5	\$3.6	5.5	\$650
Tulare	\$17.3	\$32.1	\$49.3	136.9	\$360
Tuolumne	\$9.3	\$11.7	\$20.9	21.9	\$960
Ventura	\$56.6	\$96.9	\$153.5	274.9	\$560
Yolo	\$15.1	\$24.3	\$39.4	77.6	\$510
Yuba	\$2.4	\$7.0	\$9.4	26.2	\$360
California	\$6,252	\$5,993	\$12,245	13,313	\$920

IV: REGIONAL TRAVEL IMPACTS 2010-2019p



North Coast

Del Norte
Humboldt
Lake
Mendocino

Shasta Cascades

Lassen
Modoc
Plumas
Shasta
Siskiyou
Tehama
Trinity

San Francisco Bay Area

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

Gold Country

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

Central Valley

Butte
Colusa
Contra Costa (part)
Fresno (part)
Glenn
Kern (part)
Kings
Madera (part)
Merced
Placer (part)
San Joaquin
Solano (part)
Stanislaus
Sutter
Tulare (part)
Tuolumne (part)
Yolo
Yuba

High Sierra

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

The Deserts

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

San Diego County

San Diego

Orange County

Orange

Central Coast

Monterey
San Benito
San Luis Obispo
Santa Barbara
Ventura

Los Angeles County

Los Angeles

Inland Empire

Riverside (part)
San Bernardino (part)

California Regional Travel Impacts, 2019p

(\$Million), (Thousand Jobs)

	Travel Spending		Earn.	Employ.	Tax Revenue		
	Total	Visitor			Local	State	Total
North Coast	1,299	1,253	534	15.8	52	62	113
Shasta Cascade	1,222	1,182	408	12.4	37	59	96
San Francisco Bay Area	38,862	33,077	14,091	264.2	1,852	1,432	3,284
Central Valley	8,453	7,784	2,773	87.2	237	485	723
Gold Country	5,693	4,863	1,780	47.8	183	250	433
High Sierra	3,622	3,533	1,264	36.4	162	142	304
Central Coast	9,352	8,941	3,649	88.0	398	434	832
Los Angeles County	32,675	27,182	15,468	239.5	1,626	1,364	2,990
Orange County	14,463	12,965	5,615	132.4	642	530	1,172
San Diego County	13,792	12,165	4,406	101.4	598	493	1,091
The Deserts	8,083	7,685	2,463	76.4	269	382	650
Inland Empire	7,335	6,836	2,309	74.6	195	355	550
California	144,851	127,466	54,760	1,176	6,252	5,987	12,239

Details may not add to totals due to rounding.

The sum of regional visitor spending is less than statewide visitor spending because a portion of ground transportation is allocated to "other travel" at the regional level.

Region Direct Travel Total Spending, 2010-2019p (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
North Coast	965	1,012	1,070	1,100	1,150	1,211	1,254	1,299	3.6%	3.4%
Shasta Cascade	908	977	979	974	994	1,046	1,131	1,222	8.0%	3.4%
San Francisco Bay Area	24,664	27,794	31,829	33,368	34,334	36,154	38,063	38,862	2.1%	5.2%
Central Valley	6,246	6,817	6,916	6,856	6,809	7,390	8,056	8,453	4.9%	3.4%
Gold Country	3,977	4,239	4,435	4,578	4,697	4,968	5,364	5,693	6.1%	4.1%
High Sierra	2,432	2,573	2,696	2,864	3,071	3,297	3,392	3,622	6.8%	4.5%
Central Coast	6,453	7,314	7,772	8,003	8,083	8,369	8,946	9,352	4.5%	4.2%
Los Angeles County	21,893	24,653	25,769	26,828	28,039	29,854	31,952	32,675	2.3%	4.5%
Orange County	9,314	10,370	11,883	12,696	13,477	13,815	13,922	14,463	3.9%	5.0%
San Diego County	11,198	11,441	12,020	12,321	12,996	13,694	13,652	13,792	1.0%	2.3%
The Deserts	5,522	6,181	6,352	6,540	6,783	7,137	7,732	8,083	4.5%	4.3%
Inland Empire	5,134	5,545	5,664	5,816	5,971	6,385	6,886	7,335	6.5%	4.0%
California	98,707	108,916	117,385	121,945	126,402	133,321	140,350	144,851	3.2%	4.4%

California Regional Travel-Generated Earnings, 2010-2019p

	(\$Millions)									
	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
North Coast	306	327	379	399	437	483	500	534	6.8%	6.4%
Shasta Cascade	257	282	297	312	341	357	368	408	10.9%	5.2%
San Francisco Bay Area	7,858	8,943	10,636	11,670	13,002	13,922	14,892	14,091	-5.4%	6.7%
Central Valley	1,538	1,698	1,861	1,962	2,090	2,356	2,575	2,773	7.7%	6.8%
Gold Country	991	1,071	1,194	1,294	1,406	1,523	1,656	1,780	7.5%	6.7%
High Sierra	659	703	802	877	975	1,108	1,150	1,264	9.9%	7.5%
Central Coast	2,063	2,373	2,609	2,782	2,907	3,106	3,376	3,649	8.1%	6.5%
Los Angeles County	7,456	8,469	9,307	10,236	11,830	12,689	13,730	15,468	12.7%	8.4%
Orange County	2,996	3,486	4,144	4,534	5,052	5,334	5,325	5,615	5.5%	7.2%
San Diego County	3,204	3,315	3,563	3,785	4,216	4,432	4,299	4,406	2.5%	3.6%
The Deserts	1,352	1,542	1,707	1,828	2,011	2,117	2,307	2,463	6.8%	6.9%
Inland Empire	1,328	1,474	1,553	1,674	1,836	1,991	2,135	2,309	8.2%	6.3%
California	30,010	33,684	38,050	41,353	46,104	49,417	52,312	54,760	4.7%	6.9%

California Regional Travel-Generated Employment, 2010-2019p

	(Thousands)									
	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
North Coast	13	13	15	15	16	16	16	16	1.4%	1.8%
Shasta Cascade	11	11	11	11	12	12	12	12	6.0%	1.5%
San Francisco Bay Area	203	219	243	252	260	267	273	264	-3.1%	3.0%
Central Valley	66	71	76	76	77	82	86	87	1.8%	3.1%
Gold Country	37	38	40	41	42	44	46	48	3.2%	3.0%
High Sierra	26	27	30	31	32	35	35	36	4.8%	3.8%
Central Coast	65	73	77	78	79	81	85	88	3.7%	3.4%
Los Angeles County	164	178	192	203	216	223	232	240	3.1%	4.3%
Orange County	89	98	115	122	130	131	130	132	1.5%	4.5%
San Diego County	100	98	102	102	109	111	103	101	-1.5%	0.2%
The Deserts	54	59	65	67	70	71	74	76	3.0%	4.0%
Inland Empire	55	59	63	66	68	71	72	75	3.7%	3.4%
California	882	945	1,028	1,063	1,110	1,144	1,163	1,176	1.1%	3.2%

Central Coast Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	6,110	6,947	7,423	7,671	7,760	8,023	8,559	8,941
Other Travel*	343	367	349	332	323	346	387	411
Total	6,453	7,314	7,772	8,003	8,083	8,369	8,946	9,352

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	3,541	4,130	4,569	4,787	4,885	4,981	5,308	5,528
Private Home	689	748	731	744	735	812	898	969
Campground	279	306	325	329	331	349	368	397
Vacation Home	172	184	182	185	187	202	229	234
Day Travel	1,429	1,579	1,615	1,626	1,622	1,679	1,757	1,814
Total	6,110	6,947	7,423	7,671	7,760	8,023	8,559	8,941

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	1,251	1,467	1,741	1,880	1,964	2,000	2,137	2,265
Food Service	1,750	1,984	2,103	2,208	2,285	2,363	2,499	2,602
Food Stores	218	248	258	267	267	268	274	284
Local Tran. & Gas	977	1,123	1,087	1,003	917	996	1,125	1,165
Arts, Ent. & Rec.	822	920	972	997	1,012	1,023	1,057	1,072
Retail Sales	1,041	1,152	1,200	1,252	1,252	1,305	1,393	1,458
Visitor Air Tran.	52	53	62	63	64	68	74	96
Total	6,110	6,947	7,423	7,671	7,760	8,023	8,559	8,941

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,201	1,382	1,554	1,666	1,765	1,913	2,068	2,213
Arts, Ent. & Rec.	524	612	663	695	707	737	790	822
Retail**	169	192	204	218	223	226	240	246
Ground Tran.	64	78	85	91	99	111	151	177
Visitor Air Tran.	24	24	22	26	25	27	28	56
Other Travel*	82	85	80	86	88	93	99	135
Total	2,063	2,373	2,609	2,782	2,907	3,106	3,376	3,649

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	40,330	45,080	47,960	48,850	49,620	51,560	53,330	54,790
Arts, Ent. & Rec.	15,070	17,690	18,470	18,430	18,400	18,530	19,900	20,870
Retail**	5,530	6,000	6,190	6,370	6,420	6,360	6,610	6,560
Ground Tran.	1,790	2,060	2,190	2,240	2,280	2,320	2,920	3,180
Visitor Air Tran.	330	300	260	290	260	300	300	520
Other Travel*	1,820	1,750	1,600	1,640	1,660	1,680	1,720	2,040
Total	64,870	72,870	76,680	77,820	78,650	80,750	84,790	87,950

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	228	257	292	313	324	341	376	398
Visitor	150	177	208	224	234	247	272	289
Business or Employee	78	80	84	89	90	94	104	110
State Tax Receipts	350	354	384	386	378	378	413	434
Visitor	276	273	290	288	281	285	318	335
Business or Employee	74	80	94	98	97	93	94	99
Total Local & State Receipts	578	610	676	699	702	719	789	832

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Central Valley Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	5,659	6,198	6,329	6,317	6,308	6,834	7,415	7,784
Other Travel*	587	619	587	539	500	556	640	670
Total	6,246	6,817	6,916	6,856	6,809	7,390	8,056	8,453

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,719	1,940	2,120	2,219	2,272	2,495	2,685	2,830
Private Home	1,789	1,948	1,880	1,799	1,755	1,940	2,154	2,295
Campground	195	197	231	228	229	241	255	276
Vacation Home	331	352	353	345	349	367	392	401
Day Travel	1,626	1,760	1,746	1,726	1,703	1,790	1,930	1,982
Total	5,659	6,198	6,329	6,317	6,308	6,834	7,415	7,784

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	704	782	899	966	1,014	1,112	1,186	1,254
Food Service	1,458	1,585	1,644	1,719	1,784	1,903	2,019	2,111
Food Stores	278	305	313	322	321	327	334	343
Local Tran. & Gas	1,615	1,806	1,700	1,553	1,411	1,564	1,798	1,865
Arts, Ent. & Rec.	777	831	861	879	896	932	966	982
Retail Sales	786	841	855	821	826	937	1,051	1,157
Visitor Air Tran.	42	49	57	58	57	57	61	73
Total	5,659	6,198	6,329	6,317	6,308	6,834	7,415	7,784

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	847	945	1,048	1,139	1,235	1,379	1,498	1,601
Arts, Ent. & Rec.	349	386	425	422	448	483	507	532
Retail**	157	170	177	179	185	202	216	229
Ground Tran.	84	100	106	114	124	142	196	230
Visitor Air Tran.	17	19	21	22	15	31	30	37
Other Travel*	84	79	83	86	82	119	128	144
Total	1,538	1,698	1,861	1,962	2,090	2,356	2,575	2,773

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	35,280	38,420	41,330	42,260	42,470	45,670	47,550	48,150
Arts, Ent. & Rec.	19,680	21,270	22,860	22,320	22,540	23,880	24,340	24,560
Retail**	5,740	5,970	6,170	6,050	6,060	6,450	6,730	6,860
Ground Tran.	2,390	2,650	2,750	2,790	2,850	2,980	3,790	4,150
Visitor Air Tran.	350	370	350	370	240	390	370	450
Other Travel*	2,690	2,330	2,350	2,370	2,340	2,750	2,840	3,000
Total	66,130	71,020	75,810	76,160	76,510	82,110	85,630	87,170

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	135	146	162	171	178	199	224	237
Visitor	80	90	103	110	115	130	148	157
Business or Employee	56	55	59	61	63	69	76	80
State Tax Receipts	395	386	404	388	371	391	457	485
Visitor	340	329	337	320	303	320	385	409
Business or Employee	56	58	66	68	68	70	72	76
Total Local & State Receipts	531	532	566	559	550	590	681	723

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Gold Country Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	3,400	3,592	3,768	3,888	4,004	4,261	4,598	4,863
Other Travel*	577	647	667	690	694	708	766	830
Total	3,977	4,239	4,435	4,578	4,697	4,968	5,364	5,693

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,453	1,522	1,688	1,806	1,919	2,004	2,168	2,298
Private Home	873	933	929	925	922	1,017	1,121	1,207
Campground	89	97	100	99	99	105	110	119
Vacation Home	144	151	150	150	152	162	173	177
Day Travel	840	888	902	908	911	973	1,025	1,061
Total	3,400	3,592	3,768	3,888	4,004	4,261	4,598	4,863

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	419	439	518	572	628	675	729	773
Food Service	901	947	996	1,058	1,120	1,181	1,258	1,327
Food Stores	129	140	142	148	149	152	156	161
Local Tran. & Gas	753	821	801	751	704	767	869	905
Arts, Ent. & Rec.	554	574	601	623	646	666	692	710
Retail Sales	419	432	447	459	471	526	587	648
Visitor Air Tran.	225	239	263	277	287	295	307	340
Total	3,400	3,592	3,768	3,888	4,004	4,261	4,598	4,863

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	540	577	640	688	768	830	922	994
Arts, Ent. & Rec.	243	261	302	331	360	405	406	429
Retail**	77	81	86	91	95	103	111	118
Ground Tran.	51	58	64	70	77	84	109	127
Visitor Air Tran.	16	18	21	23	19	18	19	19
Other Travel*	64	76	81	90	88	83	88	92
Total	991	1,071	1,194	1,294	1,406	1,523	1,656	1,780

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	20,890	21,500	23,150	23,380	24,230	25,340	26,990	27,650
Arts, Ent. & Rec.	9,880	10,780	10,720	10,950	11,390	11,840	12,080	12,540
Retail**	2,640	2,720	2,830	2,890	2,930	3,100	3,260	3,340
Ground Tran.	1,360	1,450	1,560	1,630	1,680	1,720	2,080	2,270
Visitor Air Tran.	310	320	350	370	330	310	310	340
Other Travel*	1,460	1,530	1,510	1,610	1,610	1,680	1,550	1,630
Total	36,550	38,300	40,110	40,840	42,160	43,990	46,270	47,760

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	105	106	124	135	144	154	173	183
Visitor	67	70	84	92	99	107	121	129
Business or Employee	38	36	40	43	45	47	51	54
State Tax Receipts	199	190	203	203	201	208	235	250
Visitor	163	153	161	158	154	161	188	200
Business or Employee	36	37	43	45	46	46	47	49
Total Local & State Receipts	304	297	328	338	345	361	407	433

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

High Sierra Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	2,349	2,485	2,629	2,801	3,005	3,222	3,307	3,533
Other Travel*	83	87	67	63	65	75	85	89
Total	2,432	2,573	2,696	2,864	3,071	3,297	3,392	3,622

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,482	1,577	1,716	1,891	2,084	2,252	2,273	2,447
Private Home	136	146	139	130	125	136	152	161
Campground	164	168	177	175	176	186	196	211
Vacation Home	260	272	268	268	272	288	310	317
Day Travel	308	323	328	336	348	359	377	397
Total	2,349	2,485	2,629	2,801	3,005	3,222	3,307	3,533

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	627	656	740	820	914	993	989	1,068
Food Service	638	679	719	788	865	922	945	1,017
Food Stores	94	101	104	110	113	115	116	123
Local Tran. & Gas	344	378	361	338	318	355	401	426
Arts, Ent. & Rec.	366	383	403	431	462	480	482	504
Retail Sales	279	289	301	314	334	355	371	393
Visitor Air Tran.	0	0	0	0	0	3	3	2
Total	2,349	2,485	2,629	2,801	3,005	3,222	3,307	3,533

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	436	463	525	583	661	758	775	852
Arts, Ent. & Rec.	135	146	179	188	196	212	219	236
Retail**	57	60	64	68	74	79	81	84
Ground Tran.	22	25	27	30	35	41	58	70
Visitor Air Tran.	0	0	0	0	0	5	5	7
Other Travel*	10	9	7	8	10	12	13	14
Total	659	703	802	877	975	1,108	1,150	1,264

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	16,040	16,600	17,690	18,600	19,280	21,060	20,900	22,160
Arts, Ent. & Rec.	6,950	7,580	8,740	8,970	9,340	9,940	9,920	10,130
Retail**	1,980	2,030	2,150	2,200	2,290	2,340	2,380	2,380
Ground Tran.	640	700	740	770	830	880	1,120	1,270
Visitor Air Tran.	0	0	0	0	0	50	50	70
Other Travel*	290	280	230	240	300	350	360	370
Total	25,910	27,180	29,530	30,770	32,050	34,610	34,720	36,370

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	90	92	108	120	133	145	150	162
Visitor	63	67	81	90	101	110	113	122
Business or Employee	27	25	28	30	32	35	37	40
State Tax Receipts	107	102	112	115	118	123	132	142
Visitor	82	77	82	83	85	88	98	105
Business or Employee	25	25	30	32	34	35	34	36
Total Local & State Receipts	197	195	220	235	251	268	281	304

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Inland Empire Travel Impacts

2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	4,713	5,112	5,246	5,413	5,573	5,961	6,415	6,836
Other Travel*	421	433	417	403	398	424	471	498
Total	5,134	5,545	5,664	5,816	5,971	6,385	6,886	7,335

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,312	1,461	1,607	1,716	1,835	1,962	2,086	2,263
Private Home	1,057	1,129	1,118	1,150	1,169	1,286	1,416	1,538
Campground	158	173	175	173	173	183	193	208
Vacation Home	891	952	951	973	987	1,052	1,149	1,176
Day Travel	1,295	1,397	1,396	1,401	1,409	1,478	1,571	1,652
Total	4,713	5,112	5,246	5,413	5,573	5,961	6,415	6,836

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	644	711	793	858	929	984	1,031	1,104
Food Service	1,443	1,561	1,612	1,699	1,792	1,890	1,991	2,116
Food Stores	202	225	225	233	235	238	243	253
Local Tran. & Gas	843	939	898	834	779	858	970	1,025
Arts, Ent. & Rec.	797	851	876	902	932	961	989	1,023
Retail Sales	654	698	711	755	775	893	1,042	1,158
Visitor Air Tran.	130	128	131	133	131	137	149	158
Total	4,713	5,112	5,246	5,413	5,573	5,961	6,415	6,836

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	685	766	866	940	1,042	1,125	1,206	1,310
Arts, Ent. & Rec.	360	396	425	446	480	531	546	582
Retail**	114	124	129	139	145	158	172	185
Ground Tran.	52	62	67	72	80	91	120	143
Visitor Air Tran.	33	38	11	14	15	14	15	12
Other Travel*	84	88	56	62	74	72	77	78
Total	1,328	1,474	1,553	1,674	1,836	1,991	2,135	2,309

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	30,140	32,690	35,870	37,100	38,550	40,110	41,110	42,620
Arts, Ent. & Rec.	17,020	17,810	19,790	20,890	21,520	22,160	21,450	22,190
Retail**	4,070	4,320	4,420	4,570	4,610	4,910	5,200	5,410
Ground Tran.	1,440	1,580	1,670	1,730	1,800	1,870	2,300	2,560
Visitor Air Tran.	550	580	190	230	240	230	230	200
Other Travel*	1,900	1,840	1,370	1,420	1,640	1,640	1,680	1,670
Total	55,120	58,810	63,310	65,950	68,370	70,920	71,980	74,640

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	112	120	130	141	152	163	182	195
Visitor	66	74	84	92	100	108	123	132
Business or Employee	46	46	46	49	52	54	59	63
State Tax Receipts	276	269	282	283	282	294	330	355
Visitor	231	221	230	228	224	236	272	293
Business or Employee	45	47	52	55	57	58	58	61
Total Local & State Receipts	388	389	413	424	434	456	512	550

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Los Angeles County Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	18,041	20,569	21,396	22,364	23,545	25,001	26,662	27,182
Other Travel*	3,852	4,084	4,373	4,465	4,495	4,853	5,290	5,492
Total	21,893	24,653	25,769	26,828	28,039	29,854	31,952	32,675

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	9,526	11,208	12,108	12,981	14,079	14,962	15,919	15,970
Private Home	3,151	3,449	3,450	3,476	3,468	3,769	4,105	4,371
Campground	100	99	102	102	102	108	114	123
Vacation Home	168	178	176	172	172	182	196	201
Day Travel	5,097	5,635	5,559	5,633	5,724	5,980	6,328	6,516
Total	18,041	20,569	21,396	22,364	23,545	25,001	26,662	27,182

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	2,830	3,518	4,099	4,576	5,126	5,498	5,694	5,776
Food Service	4,398	4,947	5,043	5,380	5,787	6,133	6,569	6,725
Food Stores	518	591	587	615	629	640	660	667
Local Tran. & Gas	3,682	4,169	4,009	3,826	3,708	4,006	4,465	4,533
Arts, Ent. & Rec.	2,746	3,045	3,093	3,222	3,395	3,513	3,673	3,665
Retail Sales	2,421	2,661	2,659	2,773	2,882	3,094	3,334	3,483
Visitor Air Tran.	1,446	1,638	1,906	1,972	2,017	2,116	2,267	2,333
Total	18,041	20,569	21,396	22,364	23,545	25,001	26,662	27,182

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	3,013	3,521	3,949	4,372	4,932	5,247	5,692	5,924
Arts, Ent. & Rec.	1,826	2,091	2,209	2,401	2,530	2,575	2,786	2,863
Retail**	393	442	451	484	512	529	560	570
Ground Tran.	295	359	379	420	472	515	651	726
Visitor Air Tran.	608	694	803	890	1,273	1,459	1,538	2,199
Other Travel*	1,322	1,361	1,517	1,669	2,112	2,364	2,504	3,185
Total	7,456	8,469	9,307	10,236	11,830	12,689	13,730	15,468

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	90,420	101,980	110,180	115,960	121,910	125,480	129,520	127,750
Arts, Ent. & Rec.	23,680	24,400	26,740	29,230	30,580	30,210	32,160	32,730
Retail**	11,960	13,030	13,230	13,640	14,060	14,110	14,400	13,850
Ground Tran.	7,630	8,670	9,020	9,620	10,150	10,410	12,340	12,890
Visitor Air Tran.	8,730	9,070	9,970	10,660	13,100	14,750	15,050	19,420
Other Travel*	21,150	20,960	23,080	24,050	26,660	28,190	28,760	32,860
Total	163,570	178,120	192,230	203,160	216,460	223,160	232,230	239,510

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	829	959	1,062	1,162	1,291	1,453	1,559	1,626
Visitor	523	644	726	797	885	1,017	1,087	1,106
Business or Employee	306	315	335	365	407	436	472	520
State Tax Receipts	1,064	1,063	1,127	1,142	1,168	1,171	1,293	1,364
Visitor	817	802	823	816	814	839	955	994
Business or Employee	247	261	304	326	354	332	337	370
Total Local & State Receipts	1,893	2,022	2,188	2,304	2,459	2,624	2,851	2,990

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

North Coast Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	921	970	1,031	1,064	1,114	1,172	1,212	1,253
Other Travel*	44	42	39	37	36	39	42	46
Total	965	1,012	1,070	1,100	1,150	1,211	1,254	1,299

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	408	434	485	523	568	597	599	608
Private Home	171	179	175	164	164	176	191	202
Campground	133	139	150	151	152	160	169	182
Vacation Home	65	68	66	69	70	74	81	83
Day Travel	144	150	155	157	160	166	173	178
Total	921	970	1,031	1,064	1,114	1,172	1,212	1,253

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	186	196	228	251	277	291	290	297
Food Service	258	271	288	307	328	343	351	363
Food Stores	63	67	70	73	74	74	75	78
Local Tran. & Gas	166	180	175	162	151	165	186	192
Arts, Ent. & Rec.	136	141	149	155	162	165	166	167
Retail Sales	106	109	114	110	114	126	136	146
Visitor Air Tran.	7	6	6	6	8	8	8	9
Total	921	970	1,031	1,064	1,114	1,172	1,212	1,253

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	207	221	261	281	313	335	351	370
Arts, Ent. & Rec.	58	63	72	69	72	76	68	71
Retail**	25	26	28	28	30	33	34	36
Ground Tran.	11	12	13	14	16	18	25	29
Visitor Air Tran.	1	1	1	1	1	7	8	10
Other Travel*	5	4	4	5	5	13	14	18
Total	306	327	379	399	437	483	500	534

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	7,820	8,010	8,820	8,940	9,280	9,560	9,680	9,820
Arts, Ent. & Rec.	4,150	4,070	4,740	4,640	4,790	4,690	4,080	4,010
Retail**	910	910	950	920	940	990	1,000	1,040
Ground Tran.	300	320	350	360	380	390	490	530
Visitor Air Tran.	20	20	20	30	30	80	80	100
Other Travel*	160	140	140	150	160	230	220	270
Total	13,380	13,470	15,020	15,030	15,580	15,930	15,550	15,770

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	30	32	36	39	42	46	50	52
Visitor	19	21	24	27	28	31	35	36
Business or Employee	11	11	12	13	13	15	16	16
State Tax Receipts	52	49	54	53	53	55	59	62
Visitor	41	38	40	39	39	40	45	48
Business or Employee	11	11	13	14	14	14	13	14
Total Local & State Receipts	82	81	90	93	95	100	109	113

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Orange County Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	8,252	9,307	10,673	11,473	12,179	12,493	12,467	12,965
Other Travel*	1,062	1,064	1,210	1,223	1,298	1,322	1,455	1,498
Total	9,314	10,370	11,883	12,696	13,477	13,815	13,922	14,463

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	4,699	5,747	7,042	7,753	8,382	8,459	7,987	8,253
Private Home	1,148	1,316	1,530	1,587	1,594	1,772	2,003	2,173
Campground	85	67	44	46	48	49	151	163
Vacation Home	178	219	276	269	276	292	320	326
Day Travel	2,143	1,958	1,780	1,818	1,879	1,920	2,005	2,050
Total	8,252	9,307	10,673	11,473	12,179	12,493	12,467	12,965

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	1,596	1,908	2,259	2,489	2,710	2,717	2,984	3,101
Food Service	2,149	2,475	2,872	3,085	3,342	3,445	3,248	3,385
Food Stores	257	311	386	405	414	412	441	451
Local Tran. & Gas	935	735	575	549	518	560	603	621
Arts, Ent. & Rec.	1,859	2,212	2,627	2,798	2,957	2,979	2,794	2,831
Retail Sales	1,154	1,336	1,589	1,756	1,844	1,992	1,975	2,159
Visitor Air Tran.	301	330	366	390	393	389	421	418
Total	8,252	9,307	10,673	11,473	12,179	12,493	12,467	12,965

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,528	1,788	1,984	2,176	2,422	2,510	2,594	2,755
Arts, Ent. & Rec.	972	1,194	1,562	1,713	1,900	2,065	1,926	2,010
Retail**	175	203	245	275	292	302	301	316
Ground Tran.	67	61	51	53	60	66	79	92
Visitor Air Tran.	20	24	27	30	40	43	46	50
Other Travel*	234	217	274	288	338	348	379	393
Total	2,996	3,486	4,144	4,534	5,052	5,334	5,325	5,615

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	48,450	53,380	60,020	62,540	66,580	67,180	65,570	66,920
Arts, Ent. & Rec.	28,350	32,870	41,200	44,990	47,550	48,110	48,970	49,410
Retail**	5,330	5,830	6,910	7,490	7,750	7,930	7,690	7,790
Ground Tran.	1,820	1,570	1,320	1,280	1,370	1,380	1,520	1,650
Visitor Air Tran.	370	400	430	460	520	560	580	610
Other Travel*	4,810	4,310	5,220	5,200	5,760	5,940	6,080	6,040
Total	89,130	98,350	115,100	121,960	129,520	131,090	130,420	132,420

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	357	406	476	521	566	578	619	642
Visitor	240	284	337	371	405	414	453	471
Business or Employee	117	122	139	151	162	164	166	171
State Tax Receipts	418	402	467	494	514	515	504	530
Visitor	311	286	321	337	348	354	354	375
Business or Employee	106	116	146	157	166	161	151	155
Total Local & State Receipts	774	808	943	1,015	1,080	1,093	1,123	1,172

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

San Diego County Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	10,125	10,279	10,828	11,093	11,690	12,315	12,149	12,165
Other Travel*	1,073	1,162	1,192	1,228	1,306	1,379	1,503	1,627
Total	11,198	11,441	12,020	12,321	12,996	13,694	13,652	13,792

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	5,466	5,875	6,521	6,890	7,361	7,776	7,357	7,236
Private Home	1,244	1,229	1,270	1,253	1,280	1,389	1,530	1,641
Campground	351	313	303	296	303	314	248	266
Vacation Home	232	196	167	154	158	165	177	181
Day Travel	2,832	2,666	2,567	2,500	2,588	2,670	2,837	2,841
Total	10,125	10,279	10,828	11,093	11,690	12,315	12,149	12,165

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	1,984	2,272	2,675	2,908	3,146	3,288	3,588	3,472
Food Service	2,666	2,716	2,843	2,907	3,136	3,330	3,045	3,080
Food Stores	359	400	467	506	518	528	472	472
Local Tran. & Gas	1,182	965	796	713	660	736	771	786
Arts, Ent. & Rec.	1,757	1,663	1,613	1,584	1,672	1,729	1,610	1,588
Retail Sales	1,555	1,598	1,687	1,686	1,757	1,873	1,788	1,837
Visitor Air Tran.	622	664	747	789	801	831	873	930
Total	10,125	10,279	10,828	11,093	11,690	12,315	12,149	12,165

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,841	1,961	2,198	2,326	2,635	2,823	2,704	2,741
Arts, Ent. & Rec.	844	826	818	878	908	891	859	873
Retail**	241	251	275	288	304	313	291	291
Ground Tran.	76	62	47	43	49	56	67	76
Visitor Air Tran.	39	44	50	56	71	79	84	94
Other Travel*	163	172	174	195	249	269	295	331
Total	3,204	3,315	3,563	3,785	4,216	4,432	4,299	4,406

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	59,000	60,370	64,230	64,410	68,900	69,940	64,480	63,490
Arts, Ent. & Rec.	26,150	23,580	23,210	22,690	24,320	24,830	22,600	21,490
Retail**	8,240	8,170	8,750	8,790	9,050	9,090	8,240	8,050
Ground Tran.	2,110	1,610	1,220	1,060	1,130	1,180	1,290	1,370
Visitor Air Tran.	760	790	860	920	1,170	1,370	1,400	1,690
Other Travel*	3,730	3,570	3,390	3,640	4,550	4,830	4,870	5,300
Total	100,000	98,080	101,670	101,510	109,110	111,240	102,890	101,400

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	376	422	474	509	547	570	606	598
Visitor	251	306	354	383	413	434	473	464
Business or Employee	125	115	119	125	135	136	133	134
State Tax Receipts	507	448	479	479	492	501	482	493
Visitor	393	337	352	347	354	366	359	370
Business or Employee	114	111	127	132	139	135	123	123
Total Local & State Receipts	883	870	952	987	1,040	1,070	1,089	1,091

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

San Francisco Bay Area Travel Impacts

2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	21,740	24,435	27,785	29,043	29,679	30,967	32,592	33,077
Other Travel*	2,925	3,359	4,044	4,325	4,654	5,187	5,471	5,785
Total	24,664	27,794	31,829	33,368	34,334	36,154	38,063	38,862

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	13,474	15,391	18,366	19,594	20,194	21,022	22,026	22,152
Private Home	2,816	3,128	3,203	3,190	3,187	3,428	3,713	3,921
Campground	250	278	353	353	354	374	395	427
Vacation Home	351	375	374	386	390	417	460	471
Day Travel	4,848	5,264	5,489	5,520	5,554	5,727	5,999	6,107
Total	21,740	24,435	27,785	29,043	29,679	30,967	32,592	33,077

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	3,958	4,965	6,771	7,577	7,938	8,217	8,625	8,856
Food Service	5,944	6,469	7,098	7,469	7,796	8,213	8,645	8,771
Food Stores	661	740	793	821	823	834	849	855
Local Tran. & Gas	3,196	3,582	3,595	3,384	3,196	3,472	3,861	3,911
Arts, Ent. & Rec.	3,319	3,565	3,896	4,006	4,101	4,208	4,325	4,280
Retail Sales	3,401	3,609	3,884	3,966	4,001	4,204	4,428	4,524
Visitor Air Tran.	1,262	1,505	1,748	1,820	1,825	1,820	1,858	1,880
Total	21,740	24,435	27,785	29,043	29,679	30,967	32,592	33,077

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	3,716	4,280	5,198	5,743	6,256	6,608	7,063	7,341
Arts, Ent. & Rec.	1,681	1,852	2,157	2,316	2,457	2,453	2,618	2,668
Retail**	521	570	626	658	677	704	733	732
Ground Tran.	270	322	357	387	421	469	605	679
Visitor Air Tran.	646	759	864	937	1,192	1,357	1,409	764
Other Travel*	1,024	1,162	1,434	1,628	1,999	2,332	2,463	1,907
Total	7,858	8,943	10,636	11,670	13,002	13,922	14,892	14,091

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	108,690	118,530	134,350	139,320	142,250	145,140	147,580	144,850
Arts, Ent. & Rec.	48,880	52,010	56,150	58,170	59,750	61,880	62,500	62,730
Retail**	14,250	14,790	15,790	15,580	16,060	15,910	15,890	15,370
Ground Tran.	7,210	8,000	8,760	9,090	9,290	9,610	11,570	12,130
Visitor Air Tran.	8,690	9,280	10,050	10,510	11,360	11,910	11,970	8,410
Other Travel*	15,590	16,160	17,790	19,270	21,370	22,590	23,100	20,730
Total	203,310	218,790	242,890	251,930	260,070	267,050	272,600	264,230

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	979	1,123	1,419	1,553	1,641	1,692	1,857	1,852
Visitor	660	796	1,039	1,140	1,198	1,234	1,360	1,393
Business or Employee	319	327	380	413	443	458	497	459
State Tax Receipts	1,163	1,144	1,294	1,314	1,323	1,337	1,426	1,432
Visitor	896	859	940	935	924	947	1,040	1,070
Business or Employee	267	285	355	379	399	390	386	362
Total Local & State Receipts	2,142	2,267	2,713	2,867	2,964	3,029	3,283	3,284

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Shasta Cascade Travel Impacts 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	867	937	944	941	964	1,013	1,094	1,182
Other Travel*	41	40	35	32	30	33	37	40
Total	908	977	979	974	994	1,046	1,131	1,222

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	310	341	354	367	390	407	437	485
Private Home	149	158	149	139	138	150	163	176
Campground	99	109	118	116	117	123	130	140
Vacation Home	123	127	123	124	126	133	144	147
Day Travel	186	203	201	195	193	201	221	234
Total	867	937	944	941	964	1,013	1,094	1,182

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	171	185	198	208	223	232	248	273
Food Service	233	252	256	264	279	290	307	332
Food Stores	54	60	61	62	62	63	64	68
Local Tran. & Gas	173	193	179	161	146	161	186	198
Arts, Ent. & Rec.	124	132	134	135	139	141	146	154
Retail Sales	108	115	115	109	111	122	139	153
Visitor Air Tran.	4	2	2	3	3	3	3	5
Total	867	937	944	941	964	1,013	1,094	1,182

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	165	181	199	215	234	248	249	277
Arts, Ent. & Rec.	53	58	53	52	55	53	54	58
Retail**	25	27	28	28	29	31	32	34
Ground Tran.	9	11	12	12	14	16	23	28
Visitor Air Tran.	1	1	1	1	2	3	3	3
Other Travel*	4	4	4	5	6	7	7	7
Total	257	282	297	312	341	357	368	408

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	6,520	7,010	7,310	7,360	7,470	7,660	7,440	7,790
Arts, Ent. & Rec.	2,920	3,030	2,630	2,530	2,570	2,490	2,560	2,820
Retail**	950	990	980	950	960	980	990	1,030
Ground Tran.	280	310	310	310	320	340	440	500
Visitor Air Tran.	10	10	20	20	30	40	40	40
Other Travel*	140	130	130	140	170	170	180	180
Total	10,830	11,480	11,380	11,310	11,530	11,680	11,660	12,360

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	24	25	26	27	29	30	33	37
Visitor	14	16	17	18	19	20	23	25
Business or Employee	10	9	9	10	10	10	11	12
State Tax Receipts	50	49	50	49	48	49	55	59
Visitor	40	39	39	37	36	38	44	48
Business or Employee	9	10	11	11	12	11	11	12
Total Local & State Receipts	74	73	77	76	77	79	88	96

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

The Deserts Travel Impacts

2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	5,162	5,803	5,984	6,190	6,433	6,797	7,345	7,685
Other Travel*	360	378	368	350	350	340	387	398
Total	5,522	6,181	6,352	6,540	6,783	7,137	7,732	8,083

Visitor Spending by Type of Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,843	2,187	2,415	2,580	2,783	2,916	3,176	3,343
Private Home	455	496	483	472	465	514	573	615
Campground	326	354	327	326	327	345	364	393
Vacation Home	908	976	983	1,010	1,025	1,097	1,197	1,225
Day Travel	1,631	1,789	1,776	1,803	1,832	1,925	2,035	2,109
Total	5,162	5,803	5,984	6,190	6,433	6,797	7,345	7,685

Visitor Spending by Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	858	986	1,110	1,198	1,308	1,363	1,458	1,518
Food Service	1,467	1,646	1,709	1,816	1,933	2,038	2,173	2,293
Food Stores	216	244	240	250	253	257	264	275
Local Tran. & Gas	926	1,060	1,003	932	870	959	1,099	1,150
Arts, Ent. & Rec.	792	878	909	944	985	1,015	1,058	1,087
Retail Sales	823	903	917	953	982	1,055	1,174	1,224
Visitor Air Tran.	80	85	97	98	102	109	120	139
Total	5,162	5,803	5,984	6,190	6,433	6,797	7,345	7,685

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	754	871	972	1,056	1,176	1,258	1,364	1,462
Arts, Ent. & Rec.	319	365	422	434	471	493	524	555
Retail**	134	151	155	166	174	180	194	198
Ground Tran.	52	64	68	75	84	95	128	152
Visitor Air Tran.	17	20	17	20	17	19	20	18
Other Travel*	75	72	73	77	90	73	78	78
Total	1,352	1,542	1,707	1,828	2,011	2,117	2,307	2,463

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	31,250	35,110	38,640	40,090	41,930	43,330	44,860	46,180
Arts, Ent. & Rec.	13,970	15,130	17,140	17,530	18,060	18,270	18,850	19,600
Retail**	4,880	5,260	5,340	5,430	5,530	5,620	5,880	5,850
Ground Tran.	1,440	1,650	1,730	1,800	1,890	1,960	2,470	2,720
Visitor Air Tran.	310	320	280	310	260	270	270	260
Other Travel*	1,800	1,480	1,510	1,530	1,900	1,790	1,900	1,840
Total	53,640	58,940	64,640	66,690	69,570	71,240	74,230	76,440

Government Revenue Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	145	163	183	199	218	229	257	269
Visitor	87	104	121	133	148	158	179	187
Business or Employee	58	59	62	66	70	71	78	82
State Tax Receipts	294	294	313	315	316	324	362	382
Visitor	241	237	246	245	244	253	289	306
Business or Employee	53	57	67	70	73	71	72	75
Total Local & State Receipts	439	457	496	514	535	553	618	650

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

V. COUNTY TRAVEL IMPACTS

2010-2019p



2019p County Direct Travel Impacts

	Spending		Earnings (\$M)	Employment (Jobs)	Tax Revenue		
	Total (\$M)	Destination (\$M)			Local (\$M)	State (\$M)	Total (\$M)
Alameda	4,524	3,528	1,749	31,788	197	188	385
Alpine	38	38	6	315	1	1	2
Amador	165	158	76	2,313	5	8	13
Butte	382	339	119	4,018	10	22	32
Calaveras	223	213	103	2,782	6	10	16
Colusa	59	55	13	707	1	3	4
Contra Costa	2,004	1,739	794	18,269	66	112	178
Del Norte	151	145	62	1,611	5	7	13
El Dorado	1,143	1,087	520	13,489	50	50	100
Fresno	1,661	1,346	487	15,210	47	89	136
Glenn	64	58	21	770	2	3	5
Humboldt	484	446	190	5,974	18	23	42
Imperial	436	401	120	4,253	12	23	35
Inyo	267	263	78	2,804	11	9	21
Kern	1,775	1,580	609	18,477	45	102	147
Kings	193	165	68	2,313	4	12	16
Lake	181	166	53	1,768	4	9	13
Lassen	70	65	27	1,121	2	4	6
Los Angeles	32,675	27,182	15,468	239,510	1,626	1,364	2,990
Madera	355	319	135	4,349	12	19	31
Marin	838	643	358	6,652	37	34	70
Mariposa	467	464	113	4,105	22	14	35
Mendocino	484	467	230	6,418	24	22	46
Merced	311	260	97	3,198	9	20	28
Modoc	30	28	12	314	1	2	2
Mono	671	667	209	6,091	41	21	62
Monterey	3,241	3,128	1,424	27,118	153	144	296
Napa	1,855	1,784	842	18,838	102	72	174
Nevada	414	396	168	4,023	15	20	35
Orange	14,463	12,965	5,615	132,418	642	530	1,172

2019p County Direct Travel Impacts

	Spending		Earnings (\$M)	Employment (Jobs)	Tax Revenue		
	Total (\$M)	Destination (\$M)			Local (\$M)	State (\$M)	Total (\$M)
Placer	1,490	1,397	505	14,626	49	67	116
Plumas	150	146	55	1,567	5	7	12
Riverside	8,991	8,391	2,809	86,499	292	422	713
Sacramento	4,413	3,481	1,262	33,392	141	191	332
San Benito	125	114	39	1,015	4	7	11
San Bernardino	5,717	5,029	1,755	57,533	152	278	430
San Diego	13,792	12,165	4,406	101,397	598	493	1,091
San Francisco	14,156	11,294	4,325	66,471	676	400	1,075
San Joaquin	993	848	349	9,544	31	63	94
San Luis Obispo	2,019	1,935	816	22,857	90	92	182
San Mateo	4,492	4,059	2,654	45,290	295	207	502
Santa Barbara	2,141	1,977	768	19,914	95	95	190
Santa Clara	7,629	6,214	2,128	42,837	320	274	595
Santa Cruz	1,075	1,020	377	10,942	47	49	96
Shasta	545	505	167	5,058	17	27	44
Sierra	19	19	5	265	1	1	1
Siskiyou	206	198	78	1,842	7	10	16
Solano	823	735	285	9,358	26	44	70
Sonoma	2,237	2,054	865	22,345	109	94	204
Stanislaus	671	565	203	6,881	17	42	59
Sutter	114	96	36	1,425	3	7	10
Tehama	161	149	51	1,746	4	8	13
Trinity	61	58	19	712	1	3	4
Tulare	540	451	180	5,527	17	32	49
Tuolumne	273	262	88	2,445	9	12	21
Ventura	1,827	1,597	602	17,050	57	97	153
Yolo	454	412	140	5,219	15	24	39
Yuba	113	99	32	1,242	2	7	10
California	144,851	*	54,760	1,176,015	6,252	5,987	12,239

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.

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County Direct Travel Spending, 2010-2019p
(\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Alameda										
Total Spending	3,181	3,463	3,738	3,896	3,974	4,170	4,502	4,524	0.5%	4.0%
Visitor Spending	2,432	2,674	2,923	3,058	3,137	3,257	3,535	3,528	-0.2%	4.2%
Non-transportation	1,818	2,007	2,235	2,375	2,462	2,565	2,792	2,799	0.3%	4.9%
Transportation	613	667	688	683	674	692	743	730	-1.8%	1.9%
Alpine										
Total Spending	27	27	27	29	34	35	36	38	6.3%	4.0%
Visitor Spending	27	27	26	29	34	34	36	38	6.3%	4.0%
Non-transportation	24	24	24	26	31	32	33	35	6.2%	4.2%
Transportation	3	3	2	2	2	2	3	3	7.3%	1.9%
Amador										
Total Spending	122	129	131	133	140	144	156	165	6.3%	3.5%
Visitor Spending	115	122	124	128	135	138	149	158	6.4%	3.6%
Non-transportation	98	103	106	111	120	121	129	138	6.5%	3.9%
Transportation	17	19	18	16	15	17	19	20	6.2%	2.1%
Butte										
Total Spending	287	309	308	301	302	332	354	382	8.0%	3.3%
Visitor Spending	243	263	266	265	270	296	312	339	8.5%	3.7%
Non-transportation	190	203	210	215	225	244	254	277	9.1%	4.3%
Transportation	54	59	56	50	46	52	58	61	5.7%	1.6%
Calaveras										
Total Spending	168	175	179	181	188	196	210	223	6.2%	3.2%
Visitor Spending	158	166	170	173	181	188	200	213	6.3%	3.3%
Non-transportation	133	138	144	149	159	164	173	184	6.3%	3.6%
Transportation	25	28	26	24	22	24	27	29	6.3%	1.6%
Colusa										
Total Spending	44	49	47	46	48	51	56	59	4.4%	3.2%
Visitor Spending	40	45	43	43	45	48	53	55	4.4%	3.5%
Non-transportation	34	38	37	37	40	42	46	48	4.6%	3.8%
Transportation	6	7	6	6	5	6	7	7	3.4%	1.5%

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County Direct Travel Spending, 2010-2019p (\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Contra Costa										
Total Spending	1,430	1,569	1,641	1,608	1,714	1,809	1,930	2,004	3.8%	3.8%
Visitor Spending	1,191	1,317	1,403	1,383	1,504	1,580	1,676	1,739	3.8%	4.3%
Non-transportation	985	1,084	1,173	1,177	1,306	1,365	1,432	1,488	3.9%	4.7%
Transportation	206	233	230	206	198	215	244	251	2.9%	2.2%
Del Norte										
Total Spending	110	113	121	123	130	132	142	151	6.0%	3.5%
Visitor Spending	104	107	115	118	125	127	136	145	6.1%	3.8%
Non-transportation	87	89	97	102	109	111	117	124	6.1%	4.0%
Transportation	17	18	18	16	16	17	19	21	6.6%	2.2%
El Dorado										
Total Spending	693	757	806	892	942	987	1,064	1,143	7.4%	5.7%
Visitor Spending	631	690	759	847	899	940	1,010	1,087	7.6%	6.2%
Non-transportation	554	604	673	763	819	853	909	978	7.7%	6.5%
Transportation	77	87	86	84	79	86	101	109	7.3%	3.9%
Fresno										
Total Spending	1,205	1,326	1,348	1,345	1,364	1,426	1,587	1,661	4.7%	3.6%
Visitor Spending	956	1,054	1,082	1,094	1,127	1,164	1,286	1,346	4.6%	3.9%
Non-transportation	672	734	764	791	834	857	937	978	4.4%	4.3%
Transportation	284	321	318	304	293	307	349	368	5.3%	2.9%
Glenn										
Total Spending	52	52	52	41	33	51	60	64	5.3%	2.3%
Visitor Spending	46	47	47	37	29	46	55	58	5.4%	2.6%
Non-transportation	39	39	40	32	25	41	48	51	5.6%	2.9%
Transportation	7	7	7	5	4	6	7	8	4.2%	0.9%
Humboldt										
Total Spending	377	388	412	423	429	452	486	484	-0.5%	2.8%
Visitor Spending	342	354	381	393	400	421	453	446	-1.4%	3.0%
Non-transportation	277	287	314	328	338	355	378	370	-2.0%	3.3%
Transportation	64	67	67	65	62	67	75	76	1.5%	1.9%

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County Direct Travel Spending, 2010-2019p
(\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Imperial										
Total Spending	311	357	362	355	353	380	412	436	5.9%	3.8%
Visitor Spending	278	321	330	326	328	351	378	401	6.1%	4.2%
Non-transportation	224	257	269	270	277	293	312	331	6.1%	4.4%
Transportation	54	64	61	56	51	58	66	70	6.0%	3.0%
Inyo										
Total Spending	202	217	232	229	239	240	249	267	7.5%	3.2%
Visitor Spending	198	213	228	226	236	237	245	263	7.6%	3.2%
Non-transportation	172	183	199	201	212	211	216	232	7.5%	3.4%
Transportation	26	29	29	26	24	26	29	31	7.8%	1.9%
Kern										
Total Spending	1,350	1,492	1,510	1,504	1,396	1,518	1,686	1,775	5.3%	3.1%
Visitor Spending	1,173	1,295	1,329	1,342	1,252	1,358	1,501	1,580	5.3%	3.4%
Non-transportation	881	963	1,011	1,047	998	1,074	1,172	1,237	5.6%	3.8%
Transportation	291	331	318	295	254	284	329	343	4.1%	1.8%
Kings										
Total Spending	157	171	167	164	159	167	185	193	4.5%	2.3%
Visitor Spending	129	141	140	140	138	144	158	165	4.6%	2.8%
Non-transportation	106	115	117	119	119	124	134	141	5.0%	3.2%
Transportation	23	26	23	22	19	21	24	25	2.3%	0.9%
Lake										
Total Spending	147	148	155	156	157	161	174	181	3.6%	2.3%
Visitor Spending	133	133	141	144	145	148	160	166	3.6%	2.5%
Non-transportation	113	112	120	125	128	129	138	143	3.6%	2.7%
Transportation	20	21	21	19	17	19	21	22	3.6%	1.1%
Lassen										
Total Spending	58	60	60	59	59	64	65	70	8.4%	2.2%
Visitor Spending	52	53	55	54	55	59	60	65	8.8%	2.6%
Non-transportation	43	44	46	46	48	51	51	56	9.0%	2.8%
Transportation	8	9	9	8	7	8	8	9	7.5%	1.1%

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County Direct Travel Spending, 2010-2019p (\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Los Angeles										
Total Spending	21,893	24,653	25,769	26,828	28,039	29,854	31,952	32,675	2.3%	4.5%
Visitor Spending	17,141	19,590	20,513	21,582	22,860	24,232	25,773	26,257	1.9%	4.9%
Non-transportation	12,913	14,761	15,481	16,566	17,819	18,879	19,930	20,316	1.9%	5.2%
Transportation	4,228	4,829	5,031	5,016	5,041	5,353	5,843	5,941	1.7%	3.9%
Madera										
Total Spending	245	262	275	269	291	316	339	355	4.6%	4.2%
Visitor Spending	215	232	248	244	264	286	305	319	4.7%	4.5%
Non-transportation	173	185	202	204	225	242	255	267	4.7%	4.9%
Transportation	43	47	46	41	39	44	50	52	4.5%	2.3%
Marin										
Total Spending	587	655	690	715	731	731	796	838	5.3%	4.0%
Visitor Spending	434	482	521	544	561	566	622	643	3.4%	4.5%
Non-transportation	385	427	467	495	516	517	565	585	3.4%	4.7%
Transportation	49	55	53	49	45	49	57	58	3.1%	2.0%
Mariposa										
Total Spending	381	404	421	454	458	471	437	467	7.0%	2.3%
Visitor Spending	378	400	418	451	456	468	434	464	7.0%	2.3%
Non-transportation	343	361	380	414	422	432	397	425	7.0%	2.4%
Transportation	35	39	37	36	33	36	36	39	6.4%	1.0%
Mendocino										
Total Spending	331	363	382	399	435	466	452	484	7.2%	4.3%
Visitor Spending	313	345	366	384	422	452	435	467	7.3%	4.5%
Non-transportation	270	296	319	340	380	404	385	413	7.3%	4.8%
Transportation	43	49	47	44	42	47	50	53	6.7%	2.4%
Merced										
Total Spending	226	249	264	261	246	270	296	311	5.1%	3.6%
Visitor Spending	178	198	218	219	210	229	246	260	5.6%	4.3%
Non-transportation	128	140	162	169	166	178	189	201	6.3%	5.1%
Transportation	50	57	56	50	44	50	57	59	3.5%	1.9%

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County Direct Travel Spending, 2010-2019p
(\$Millions)

Modoc	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Total Spending	24	24	24	24	24	26	27	30	8.2%	2.5%
Visitor Spending	22	22	23	23	23	25	26	28	8.5%	2.7%
Non-transportation	18	18	19	19	20	21	22	24	8.7%	3.0%
Transportation	4	4	4	3	3	3	4	4	7.4%	1.2%
Mono	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Total Spending	424	434	474	495	548	616	626	671	7.2%	5.2%
Visitor Spending	421	431	472	492	546	613	622	667	7.2%	5.2%
Non-transportation	375	381	422	446	500	557	561	603	7.5%	5.4%
Transportation	47	49	50	46	46	56	61	64	4.5%	3.6%
Monterey	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Total Spending	2,078	2,427	2,602	2,702	2,759	2,820	3,136	3,241	3.3%	5.1%
Visitor Spending	1,976	2,319	2,501	2,610	2,674	2,726	3,030	3,128	3.2%	5.2%
Non-transportation	1,756	2,057	2,244	2,368	2,448	2,484	2,752	2,837	3.1%	5.5%
Transportation	219	261	257	241	226	242	278	291	4.4%	3.2%
Napa	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Total Spending	1,066	1,281	1,412	1,475	1,629	1,659	1,793	1,855	3.5%	6.4%
Visitor Spending	1,037	1,236	1,367	1,432	1,568	1,597	1,722	1,784	3.6%	6.2%
Non-transportation	970	1,155	1,287	1,356	1,494	1,517	1,631	1,690	3.6%	6.4%
Transportation	67	81	80	75	74	80	91	95	3.6%	4.0%
Nevada	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Total Spending	275	293	306	318	339	363	388	414	6.8%	4.6%
Visitor Spending	256	272	288	303	325	348	370	396	7.0%	5.0%
Non-transportation	218	230	248	266	290	309	326	349	7.1%	5.4%
Transportation	38	42	40	37	35	39	44	47	6.1%	2.4%
Orange	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Total Spending	9,314	10,370	11,883	12,696	13,477	13,815	13,922	14,463	3.9%	5.0%
Visitor Spending	7,976	9,003	10,397	11,229	11,964	12,252	12,186	12,673	4.0%	5.3%
Non-transportation	7,016	8,242	9,732	10,533	11,268	11,544	11,443	11,926	4.2%	6.1%
Transportation	960	762	666	696	697	708	743	747	0.5%	-2.7%

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County Direct Travel Spending, 2010-2019p (\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Placer										
Total Spending	1,024	1,023	1,034	1,099	1,224	1,349	1,403	1,490	6.3%	4.3%
Visitor Spending	953	948	965	1,035	1,162	1,274	1,315	1,397	6.2%	4.3%
Non-transportation	834	822	847	922	1,052	1,150	1,176	1,251	6.3%	4.6%
Transportation	119	126	118	112	110	124	139	146	5.4%	2.3%
Plumas										
Total Spending	108	118	115	113	114	119	131	150	14.1%	3.7%
Visitor Spending	105	114	112	110	112	116	128	146	14.3%	3.8%
Non-transportation	89	96	96	96	99	102	111	127	14.7%	4.1%
Transportation	16	18	16	14	13	14	17	19	11.6%	1.9%
Riverside										
Total Spending	6,037	6,765	6,952	7,209	7,533	7,929	8,604	8,991	4.5%	4.5%
Visitor Spending	5,490	6,181	6,392	6,689	7,028	7,423	8,020	8,391	4.6%	4.8%
Non-transportation	4,721	5,295	5,528	5,865	6,231	6,555	7,037	7,348	4.4%	5.0%
Transportation	769	887	864	824	798	869	983	1,043	6.1%	3.4%
Sacramento										
Total Spending	3,090	3,319	3,495	3,592	3,638	3,836	4,162	4,413	6.0%	4.0%
Visitor Spending	2,416	2,565	2,728	2,814	2,869	3,045	3,297	3,481	5.6%	4.1%
Non-transportation	1,706	1,796	1,934	2,032	2,104	2,235	2,412	2,542	5.4%	4.5%
Transportation	711	769	794	782	765	809	884	939	6.1%	3.1%
San Benito										
Total Spending	85	91	94	93	95	107	119	125	5.0%	4.4%
Visitor Spending	75	80	83	84	87	98	109	114	5.1%	4.8%
Non-transportation	61	64	69	70	74	84	92	97	5.2%	5.3%
Transportation	14	15	15	14	13	14	17	18	4.6%	2.8%
San Bernardino										
Total Spending	4,099	4,373	4,466	4,558	4,643	4,975	5,343	5,717	7.0%	3.8%
Visitor Spending	3,505	3,752	3,881	4,006	4,119	4,397	4,693	5,029	7.2%	4.1%
Non-transportation	2,806	2,993	3,137	3,299	3,448	3,669	3,885	4,170	7.3%	4.5%
Transportation	700	759	744	707	671	728	808	859	6.3%	2.3%

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County Direct Travel Spending, 2010-2019p (\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
San Diego										
Total Spending	11,198	11,441	12,020	12,321	12,996	13,694	13,652	13,792	1.0%	2.3%
Visitor Spending	9,841	9,967	10,542	10,839	11,466	12,062	11,854	11,859	0.0%	2.1%
Non-transportation	8,321	8,650	9,285	9,591	10,229	10,747	10,504	10,449	-0.5%	2.6%
Transportation	1,520	1,316	1,257	1,247	1,237	1,315	1,350	1,410	4.5%	-0.8%
San Francisco										
Total Spending	8,901	9,792	12,269	12,992	13,192	13,404	13,906	14,156	1.8%	5.3%
Visitor Spending	7,678	8,319	10,267	10,895	10,875	10,758	11,114	11,294	1.6%	4.4%
Non-transportation	6,333	6,734	8,451	9,066	9,101	8,973	9,263	9,442	1.9%	4.5%
Transportation	1,345	1,584	1,816	1,829	1,774	1,785	1,851	1,851	0.0%	3.6%
San Joaquin										
Total Spending	716	803	809	810	828	878	941	993	5.6%	3.7%
Visitor Spending	582	659	676	690	721	758	800	848	5.9%	4.3%
Non-transportation	423	475	501	528	567	592	615	654	6.3%	5.0%
Transportation	159	183	175	163	154	166	185	194	4.6%	2.2%
San Luis Obispo										
Total Spending	1,348	1,540	1,629	1,669	1,680	1,782	1,915	2,019	5.4%	4.6%
Visitor Spending	1,274	1,460	1,562	1,607	1,623	1,716	1,837	1,935	5.3%	4.8%
Non-transportation	1,094	1,250	1,354	1,413	1,444	1,517	1,608	1,691	5.2%	5.0%
Transportation	180	210	208	194	179	199	229	244	6.5%	3.4%
San Mateo										
Total Spending	2,797	3,232	3,519	3,730	3,813	3,997	4,357	4,492	3.1%	5.4%
Visitor Spending	2,548	2,986	3,258	3,427	3,518	3,662	3,984	4,059	1.9%	5.3%
Non-transportation	2,011	2,370	2,613	2,785	2,879	2,999	3,265	3,338	2.2%	5.8%
Transportation	536	616	645	642	639	663	718	721	0.3%	3.3%
Santa Barbara										
Total Spending	1,588	1,722	1,853	1,906	1,904	1,953	1,983	2,141	8.0%	3.4%
Visitor Spending	1,451	1,577	1,714	1,774	1,775	1,818	1,832	1,977	7.9%	3.5%
Non-transportation	1,224	1,327	1,460	1,536	1,555	1,583	1,576	1,696	7.7%	3.7%
Transportation	228	251	254	238	219	235	256	280	9.6%	2.4%

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Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel Spending, 2010-2019p (\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Santa Clara										
Total Spending	4,408	5,184	5,769	6,090	6,304	7,221	7,446	7,629	2.5%	6.3%
Visitor Spending	3,661	4,291	4,794	5,041	5,220	6,018	6,173	6,214	0.7%	6.1%
Non-transportation	2,929	3,459	3,915	4,178	4,375	5,074	5,150	5,157	0.1%	6.5%
Transportation	732	832	879	862	845	944	1,024	1,057	3.3%	4.2%
Santa Cruz										
Total Spending	775	868	904	928	946	1,023	1,078	1,075	-0.3%	3.7%
Visitor Spending	721	810	849	880	903	976	1,025	1,020	-0.5%	3.9%
Non-transportation	612	687	733	773	806	868	902	895	-0.8%	4.3%
Transportation	109	123	116	106	97	108	123	125	1.9%	1.5%
Shasta										
Total Spending	396	427	430	428	439	461	510	545	6.9%	3.6%
Visitor Spending	356	388	395	396	410	428	473	505	6.8%	4.0%
Non-transportation	287	312	324	330	348	361	395	421	6.7%	4.4%
Transportation	69	75	72	66	62	67	78	84	7.5%	2.2%
Sierra										
Total Spending	17	19	18	18	17	18	18	19	6.2%	1.4%
Visitor Spending	17	18	18	17	16	18	18	19	6.2%	1.5%
Non-transportation	15	16	16	15	15	16	16	17	6.3%	1.6%
Transportation	2	2	2	2	2	2	2	2	5.9%	0.1%
Siskiyou										
Total Spending	161	171	170	172	175	186	193	206	7.0%	2.8%
Visitor Spending	152	162	162	165	168	179	184	198	7.1%	2.9%
Non-transportation	130	138	140	145	150	159	162	173	7.2%	3.2%
Transportation	22	24	22	20	18	21	23	24	6.3%	1.1%
Solano										
Total Spending	629	669	711	704	731	766	800	823	3.0%	3.0%
Visitor Spending	549	585	633	632	666	693	715	735	2.8%	3.3%
Non-transportation	475	504	554	561	599	620	634	652	2.9%	3.6%
Transportation	74	81	79	71	67	73	81	83	2.3%	1.3%

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County Direct Travel Spending, 2010-2019p
(\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Sonoma										
Total Spending	1,468	1,699	1,828	1,876	1,975	2,084	2,200	2,237	1.7%	4.8%
Visitor Spending	1,347	1,566	1,698	1,752	1,832	1,926	2,024	2,054	1.5%	4.8%
Non-transportation	1,201	1,389	1,522	1,587	1,674	1,754	1,833	1,857	1.3%	5.0%
Transportation	146	177	176	165	158	172	191	198	3.4%	3.4%
Stanislaus										
Total Spending	513	556	547	557	564	587	633	671	6.0%	3.0%
Visitor Spending	403	449	450	471	487	500	532	565	6.3%	3.8%
Non-transportation	296	328	337	364	387	393	412	441	6.8%	4.5%
Transportation	107	121	113	107	100	107	120	125	4.5%	1.7%
Sutter										
Total Spending	86	91	92	89	88	97	109	114	4.4%	3.2%
Visitor Spending	68	72	74	74	75	82	92	96	4.4%	3.9%
Non-transportation	51	53	57	58	60	66	73	76	4.9%	4.6%
Transportation	17	19	18	16	15	16	19	20	2.5%	1.5%
Tehama										
Total Spending	111	126	127	128	129	134	149	161	8.1%	4.2%
Visitor Spending	99	114	116	119	120	125	137	149	8.4%	4.7%
Non-transportation	82	93	97	101	104	107	117	127	8.8%	5.0%
Transportation	17	20	19	18	16	17	20	22	6.4%	2.9%
Trinity										
Total Spending	51	52	52	50	53	56	56	61	7.6%	2.0%
Visitor Spending	48	50	50	48	51	54	54	58	7.7%	2.1%
Non-transportation	40	41	41	41	44	47	46	50	7.7%	2.4%
Transportation	8	9	8	7	7	7	8	9	7.7%	0.6%
Tulare										
Total Spending	403	446	453	419	384	479	512	540	5.5%	3.3%
Visitor Spending	314	354	369	345	318	405	426	451	5.8%	4.1%
Non-transportation	244	273	292	279	260	335	348	369	6.0%	4.7%
Transportation	71	81	77	66	58	70	79	82	4.9%	1.7%

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Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel Spending, 2010-2019p
(\$Millions)

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Tuolumne										
Total Spending	175	198	192	206	224	250	255	273	7.0%	5.1%
Visitor Spending	164	186	182	197	215	241	245	262	7.1%	5.4%
Non-transportation	140	159	157	173	193	216	217	232	7.2%	5.8%
Transportation	24	27	25	23	22	25	28	30	6.5%	2.6%
Ventura										
Total Spending	1,354	1,534	1,593	1,634	1,645	1,707	1,793	1,827	1.9%	3.4%
Visitor Spending	1,153	1,312	1,381	1,437	1,462	1,508	1,568	1,597	1.8%	3.7%
Non-transportation	947	1,072	1,146	1,217	1,258	1,291	1,333	1,359	2.0%	4.1%
Transportation	206	240	235	220	204	217	236	238	1.0%	1.6%
Yolo										
Total Spending	324	349	359	356	355	413	459	454	-1.0%	3.8%
Visitor Spending	285	307	320	322	325	378	418	412	-1.6%	4.2%
Non-transportation	235	251	267	273	281	327	358	352	-1.7%	4.6%
Transportation	50	56	53	48	44	51	61	60	-1.0%	2.0%
Yuba										
Total Spending	84	91	86	78	77	93	105	113	7.6%	3.4%
Visitor Spending	71	77	73	67	67	82	91	99	8.2%	3.8%
Non-transportation	53	57	55	51	53	65	71	77	8.7%	4.2%
Transportation	17	19	18	16	14	17	20	21	6.3%	2.3%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers.
Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

County Direct Travel-Generated Employment, 2010-2019p

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Alameda	23,764	25,278	28,176	28,834	29,048	30,172	32,314	31,788	-1.6%	3.3%
Alpine	275	296	252	241	277	275	305	315	3.3%	1.5%
Amador	1,858	1,883	1,923	1,973	2,049	2,143	2,209	2,313	4.7%	2.5%
Butte	3,311	3,447	3,562	3,502	3,576	3,810	3,983	4,018	0.9%	2.2%
Calaveras	2,079	2,104	2,206	2,402	2,495	2,670	2,761	2,782	0.7%	3.3%
Colusa	513	594	646	611	634	640	675	707	4.7%	3.6%
Contra Costa	14,967	15,790	16,312	16,251	17,868	17,933	17,975	18,269	1.6%	2.2%
Del Norte	1,368	1,328	1,398	1,401	1,402	1,428	1,561	1,611	3.2%	1.8%
El Dorado	8,566	9,347	10,695	11,472	11,627	12,747	12,816	13,489	5.2%	5.2%
Fresno	11,672	12,598	13,056	13,280	13,391	13,910	14,859	15,210	2.4%	3.0%
Glenn	838	814	834	709	575	720	757	770	1.7%	-0.9%
Humboldt	5,059	5,120	5,305	5,541	5,502	5,682	6,073	5,974	-1.6%	1.9%
Imperial	3,629	3,985	4,654	4,523	4,522	4,451	4,122	4,253	3.2%	1.8%
Inyo	2,286	2,329	2,261	2,257	2,294	2,389	2,512	2,804	11.6%	2.3%
Kern	13,833	14,818	15,787	16,517	15,565	17,301	18,170	18,477	1.7%	3.3%
Kings	1,770	1,881	1,928	2,048	2,018	1,986	2,295	2,313	0.8%	3.0%
Lake	1,806	1,779	1,633	1,592	1,630	1,617	1,746	1,768	1.3%	-0.2%
Lassen	1,116	1,042	936	936	904	884	974	1,121	15.1%	0.0%
Los Angeles	163,566	178,117	192,229	203,161	216,456	223,161	232,228	239,510	3.1%	4.3%
Madera	2,580	2,824	3,522	3,206	3,536	4,045	4,317	4,349	0.8%	6.0%
Marin	4,991	5,600	5,975	5,995	6,216	6,250	6,456	6,652	3.0%	3.2%
Mariposa	4,066	4,289	4,367	4,570	4,271	4,389	3,813	4,105	7.7%	0.1%
Mendocino	5,142	5,245	6,685	6,492	7,041	7,201	6,167	6,418	4.1%	2.5%
Merced	2,117	2,404	3,187	3,147	3,035	3,150	3,154	3,198	1.4%	4.7%
Modoc	367	368	322	295	293	296	285	314	10.1%	-1.7%
Mono	3,567	3,718	4,452	4,933	5,197	5,576	5,844	6,091	4.2%	6.1%
Monterey	19,135	22,746	23,970	24,209	24,859	24,498	26,628	27,118	1.8%	4.0%
Napa	12,311	14,014	16,105	15,861	16,765	17,508	18,609	18,838	1.2%	4.8%
Nevada	2,871	3,078	3,386	3,286	3,454	3,684	3,865	4,023	4.1%	3.8%
Orange	89,126	98,352	115,100	121,958	129,517	131,092	130,417	132,418	1.5%	4.5%
Placer	11,928	11,215	11,209	11,376	12,946	14,186	14,444	14,626	1.3%	2.3%

County Direct Travel-Generated Employment, 2010-2019p

	2010	2012	2014	2015	2016	2017	2018	2019	18-19	10-19
Plumas	1,166	1,263	1,251	1,254	1,261	1,278	1,403	1,567	11.7%	3.3%
Riverside	59,486	65,638	71,851	74,256	77,904	79,736	84,189	86,499	2.7%	4.2%
Sacramento	25,607	27,299	28,608	28,972	29,519	30,337	32,273	33,392	3.5%	3.0%
San Benito	751	822	827	852	915	938	939	1,015	8.1%	3.4%
San Bernardino	43,500	45,859	49,101	51,429	53,184	55,431	55,226	57,533	4.2%	3.2%
San Diego	99,998	98,084	101,673	101,510	109,108	111,244	102,891	101,397	-1.5%	0.2%
San Francisco	53,112	52,537	61,748	66,202	66,600	66,970	67,422	66,471	-1.4%	2.5%
San Joaquin	6,490	7,216	8,108	8,100	8,503	8,940	9,185	9,544	3.9%	4.4%
San Luis Obispo	15,743	17,891	18,581	18,531	18,931	20,550	21,339	22,857	7.1%	4.2%
San Mateo	36,292	40,462	44,159	46,559	48,787	50,676	52,942	45,290	-14.5%	2.5%
Santa Barbara	15,132	15,986	17,212	17,823	17,627	17,966	18,648	19,914	6.8%	3.1%
Santa Clara	31,748	36,002	39,612	40,634	42,449	43,085	42,380	42,837	1.1%	3.4%
Santa Cruz	8,319	9,448	10,055	10,474	10,694	11,145	11,281	10,942	-3.0%	3.1%
Shasta	3,992	4,418	4,552	4,564	4,769	4,798	4,817	5,058	5.0%	2.7%
Sierra	206	232	202	236	209	219	238	265	11.5%	2.9%
Siskiyou	2,096	2,106	2,016	1,960	1,957	2,057	1,824	1,842	1.0%	-1.4%
Solano	8,196	8,511	9,093	8,760	9,112	9,198	9,397	9,358	-0.4%	1.5%
Sonoma	17,023	18,869	19,830	20,303	20,880	22,508	22,376	22,345	-0.1%	3.1%
Stanislaus	5,112	5,533	5,915	6,028	6,256	6,440	6,623	6,881	3.9%	3.4%
Sutter	1,110	1,202	1,354	1,375	1,352	1,376	1,437	1,425	-0.8%	2.8%
Tehama	1,229	1,420	1,562	1,610	1,634	1,681	1,704	1,746	2.5%	4.0%
Trinity	865	858	745	687	713	685	649	712	9.7%	-2.1%
Tulare	3,972	4,425	4,652	4,507	4,204	5,256	5,386	5,527	2.6%	3.7%
Tuolumne	1,866	2,129	2,117	2,121	2,292	2,431	2,323	2,445	5.3%	3.0%
Ventura	14,106	15,427	16,089	16,405	16,316	16,801	17,232	17,050	-1.1%	2.1%
Yolo	3,869	4,333	4,369	4,474	4,480	5,140	5,271	5,219	-1.0%	3.4%
Yuba	953	1,039	1,027	913	949	1,110	1,228	1,242	1.1%	3.0%

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state.

ALAMEDA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	2,431.8	2,674.4	2,923.3	3,058.3	3,136.7	3,256.9	3,534.6	3,528.2
Other Travel*	749.0	788.1	814.6	837.8	837.4	913.2	967.4	995.6
Total	3,180.8	3,462.5	3,737.9	3,896.1	3,974.0	4,170.1	4,502.0	4,523.8

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,335.7	1,505.6	1,726.8	1,856.1	1,931.7	1,981.2	2,148.6	2,129.2
Private Home	494.3	526.8	534.4	539.4	544.3	589.5	647.7	668.5
Campground	1.5	1.6	5.8	5.9	5.9	6.2	6.5	7.0
Vacation Home	14.4	15.5	15.8	16.3	16.5	17.6	19.1	19.6
Day Travel	585.9	625.0	640.4	640.6	638.2	662.4	712.6	703.8
Total	2,431.8	2,674.4	2,923.3	3,058.3	3,136.7	3,256.9	3,534.6	3,528.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	361.6	446.1	590.0	683.1	733.4	761.2	843.0	842.5
Food Service	672.2	725.9	770.7	803.8	833.5	869.2	941.1	943.3
Food Stores	83.3	91.8	95.3	98.1	97.5	98.3	102.6	100.9
Local Tran. & Gas	414.5	455.9	462.6	439.6	419.7	443.9	496.8	490.9
Arts, Ent. & Rec.	346.9	369.1	390.3	397.6	404.1	411.8	435.2	424.8
Retail Sales	354.5	374.0	388.8	392.7	393.7	424.1	469.7	487.2
Visitor Air Tran.	198.8	211.5	225.7	243.4	254.8	248.5	246.2	238.6
Total	2,431.8	2,674.4	2,923.3	3,058.3	3,136.7	3,256.9	3,534.6	3,528.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	386.5	439.3	525.4	582.1	633.5	674.7	760.1	776.5
Arts, Ent. & Rec.	153.8	169.1	193.2	200.8	224.5	233.4	267.4	268.8
Retail**	58.3	63.0	67.0	69.8	71.5	74.0	82.1	82.5
Ground Tran.	43.5	50.5	55.3	59.8	64.4	69.3	89.0	97.7
Visitor Air Tran.	113.9	128.0	144.2	159.1	143.4	160.3	169.0	160.6
Other Travel*	226.1	247.7	283.4	315.2	296.0	341.7	359.6	362.9
Total	981.9	1,097.5	1,268.6	1,386.8	1,433.2	1,553.4	1,727.2	1,749.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	13,210	14,360	16,000	16,590	16,870	17,240	18,550	18,170
Arts, Ent. & Rec.	3,400	3,730	4,330	4,090	4,160	4,370	4,710	4,620
Retail**	1,840	1,860	1,970	1,960	2,000	2,000	2,100	2,050
Ground Tran.	1,130	1,230	1,330	1,380	1,390	1,410	1,690	1,740
Visitor Air Tran.	1,190	1,220	1,310	1,390	1,320	1,500	1,520	1,490
Other Travel*	2,990	2,880	3,240	3,430	3,310	3,660	3,740	3,740
Total	23,760	25,280	28,180	28,830	29,050	30,170	32,310	31,790

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	108.0	119.5	140.0	154.4	162.3	178.0	198.4	197.2
Visitor	67.7	78.8	94.3	105.0	113.1	125.5	139.8	139.3
Business or Employee	40.2	40.7	45.7	49.4	49.2	52.5	58.5	58.0
State Tax Receipts	156.3	152.0	166.7	166.2	161.4	163.0	184.4	187.7
Visitor	123.5	118.0	125.3	122.1	118.1	121.3	141.0	144.7
Business or Employee	32.8	33.9	41.4	44.1	43.3	41.7	43.4	43.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	26.6	27.2	26.4	28.7	33.6	34.4	35.7	37.9
Other Travel*	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2
Total	26.8	27.5	26.6	28.8	33.7	34.6	35.9	38.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	15.7	16.0	15.0	17.0	21.8	21.6	22.0	23.6
Private Home	0.5	0.6	0.5	0.5	0.5	0.5	0.6	0.6
Campground	2.8	2.9	3.3	3.3	3.4	3.5	3.7	4.0
Vacation Home	5.6	5.7	5.5	5.8	5.9	6.5	7.1	7.2
Day Travel	1.9	2.0	2.0	2.1	2.1	2.3	2.4	2.5
Total	26.6	27.2	26.4	28.7	33.6	34.4	35.7	37.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	8.2	8.2	8.2	9.1	11.0	11.2	11.3	12.1
Food Service	7.8	8.0	7.7	8.5	10.3	10.5	10.9	11.6
Food Stores	1.2	1.3	1.4	1.5	1.6	1.6	1.6	1.7
Local Tran. & Gas	2.5	2.8	2.5	2.3	2.2	2.4	2.8	3.0
Arts, Ent. & Rec.	4.2	4.2	4.1	4.4	5.1	5.1	5.2	5.4
Retail Sales	2.7	2.7	2.6	2.9	3.4	3.6	4.0	4.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	26.6	27.2	26.4	28.7	33.6	34.4	35.7	37.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	4.0	4.1	3.6	3.1	3.8	3.9	4.0	4.4
Arts, Ent. & Rec.	0.8	0.8	0.7	0.6	0.7	0.7	0.7	0.7
Retail**	0.5	0.5	0.5	0.6	0.7	0.7	0.7	0.8
Ground Tran.	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
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	5.2	5.4	4.8	4.3	5.1	5.2	5.4	5.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	220	240	200	190	220	220	240	250
Arts, Ent. & Rec.	30	40	30	30	30	30	30	40
Retail**	20	20	20	20	30	30	30	30
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	280	300	250	240	280	280	300	310

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	0.8	0.8	0.8	0.8	1.0	1.1	1.1	1.2
Visitor	0.6	0.6	0.6	0.7	0.9	0.9	0.9	1.0
Business or Employee	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2
State Tax Receipts	1.0	0.9	0.9	0.9	1.0	1.0	1.1	1.2
Visitor	0.8	0.7	0.7	0.7	0.8	0.8	0.9	1.0
Business or Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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AMADOR COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	114.9	121.7	124.1	127.7	135.3	137.9	148.7	158.2
Other Travel*	6.9	7.3	6.4	5.7	5.1	5.8	6.9	7.2
Total	121.8	128.9	130.5	133.5	140.3	143.7	155.6	165.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	41.9	43.5	45.8	49.5	55.2	53.5	57.8	62.1
Private Home	20.7	21.1	20.7	19.5	19.7	21.3	24.0	25.7
Campground	15.9	18.9	19.4	19.4	19.6	20.6	21.6	23.3
Vacation Home	11.6	11.8	11.6	12.0	12.2	13.3	14.6	14.9
Day Travel	24.9	26.3	26.6	27.3	28.5	29.1	30.7	32.2
Total	114.9	121.7	124.1	127.7	135.3	137.9	148.7	158.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	18.3	19.1	21.0	22.8	25.6	26.1	27.8	29.9
Food Service	31.6	33.1	33.9	36.0	39.0	39.3	42.0	44.6
Food Stores	8.0	9.0	9.1	9.4	9.5	9.5	9.8	10.3
Local Tran. & Gas	16.9	18.9	17.8	16.5	15.5	16.7	19.3	20.5
Arts, Ent. & Rec.	27.0	28.0	28.7	30.0	32.0	31.4	32.7	34.0
Retail Sales	13.0	13.5	13.6	13.1	13.8	14.8	17.1	18.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	114.9	121.7	124.1	127.7	135.3	137.9	148.7	158.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	24.6	26.2	29.1	31.3	34.8	40.4	47.3	51.6
Arts, Ent. & Rec.	12.5	13.4	13.8	12.9	13.9	14.9	14.3	15.3
Retail**	3.1	3.3	3.4	3.4	3.7	4.0	4.4	4.7
Ground Tran.	1.2	1.4	1.5	1.6	1.8	2.0	2.9	3.5
Visitor Air Tran.	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	0.3	0.3	0.3
Total	41.6	44.5	47.9	49.4	54.4	61.6	69.2	75.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	900	920	940	970	990	1,100	1,240	1,350
Arts, Ent. & Rec.	790	790	800	830	870	850	740	720
Retail**	120	120	130	130	130	140	150	160
Ground Tran.	40	40	40	40	40	40	60	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	1,860	1,880	1,920	1,970	2,050	2,140	2,210	2,310

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	2.9	3.0	3.3	3.7	4.1	4.3	4.9	5.3
Visitor	1.3	1.5	1.7	2.1	2.4	2.5	2.8	3.0
Business or Employee	1.6	1.5	1.6	1.6	1.7	1.9	2.1	2.3
State Tax Receipts	6.4	6.2	6.5	6.4	6.4	6.6	7.5	8.0
Visitor	5.0	4.7	4.8	4.7	4.7	4.8	5.6	6.0
Business or Employee	1.4	1.5	1.7	1.7	1.7	1.8	1.9	2.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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BUTTE COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	243.3	262.6	265.9	265.0	270.4	295.8	312.2	338.7
Other Travel*	43.4	46.7	42.4	36.1	32.0	36.0	42.1	43.7
Total	286.7	309.3	308.3	301.1	302.4	331.7	354.2	382.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	76.8	84.3	88.9	91.9	97.1	108.5	114.0	129.0
Private Home	53.3	57.6	55.5	52.7	51.9	58.1	63.2	68.3
Campground	15.3	16.2	18.1	18.4	18.6	19.5	20.5	22.1
Vacation Home	25.6	27.0	27.0	26.3	26.8	28.1	29.9	30.6
Day Travel	72.4	77.5	76.4	75.8	76.1	81.5	84.7	88.8
Total	243.3	262.6	265.9	265.0	270.4	295.8	312.2	338.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	41.8	45.3	50.0	53.1	56.5	62.2	64.7	74.6
Food Service	64.3	69.0	70.5	73.3	77.3	83.6	86.8	92.9
Food Stores	13.7	15.0	15.3	15.8	15.9	16.3	16.4	17.2
Local Tran. & Gas	52.9	59.0	55.0	49.8	45.7	51.6	58.2	61.5
Arts, Ent. & Rec.	32.8	34.7	35.4	35.9	37.2	39.2	39.8	41.5
Retail Sales	37.1	39.1	39.0	37.1	37.9	42.8	46.4	51.0
Visitor Air Tran.	0.6	0.5	0.7	0.0	0.0	0.0	0.0	0.0
Total	243.3	262.6	265.9	265.0	270.4	295.8	312.2	338.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	38.9	42.7	47.7	50.0	53.7	59.2	65.4	72.5
Arts, Ent. & Rec.	14.0	15.3	15.5	15.5	16.8	20.1	22.4	24.1
Retail**	7.3	7.8	8.0	8.1	8.5	9.5	9.9	10.6
Ground Tran.	3.3	3.9	4.0	4.2	4.7	5.7	8.0	9.7
Visitor Air Tran.	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.2	2.3	2.4	1.6	1.8	1.8	1.9	2.1
Total	66.0	72.2	78.1	79.4	85.5	96.3	107.6	119.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,880	1,970	2,100	2,060	2,090	2,210	2,310	2,350
Arts, Ent. & Rec.	960	1,000	980	980	1,010	1,100	1,120	1,100
Retail**	280	280	290	280	290	310	310	310
Ground Tran.	100	110	110	110	110	120	160	170
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	90	80	80	70	80	80	80	80
Total	3,310	3,450	3,560	3,500	3,580	3,810	3,980	4,020

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	6.0	6.3	6.7	7.0	7.4	8.2	9.1	10.3
Visitor	3.6	3.9	4.3	4.5	4.8	5.4	6.0	6.9
Business or Employee	2.4	2.4	2.4	2.5	2.6	2.8	3.1	3.4
State Tax Receipts	17.9	17.3	17.9	16.9	16.4	17.4	20.2	21.8
Visitor	15.3	14.7	14.9	14.0	13.3	14.3	16.9	18.2
Business or Employee	2.5	2.6	3.0	3.0	3.0	3.1	3.3	3.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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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CALAVERAS COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	158.3	165.7	170.4	172.7	180.7	187.7	200.2	212.8
Other Travel*	9.3	9.8	8.9	8.1	7.4	8.3	9.5	9.9
Total	167.6	175.5	179.3	180.8	188.1	195.9	209.7	222.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	43.0	45.1	49.0	51.7	57.6	57.5	61.2	66.3
Private Home	24.4	25.5	24.8	23.2	23.5	25.2	27.4	29.5
Campground	26.5	28.4	30.1	29.8	30.2	31.7	33.2	35.8
Vacation Home	39.0	40.2	39.4	41.0	41.7	44.5	48.6	49.7
Day Travel	25.4	26.6	27.0	27.0	27.7	28.7	29.8	31.5
Total	158.3	165.7	170.4	172.7	180.7	187.7	200.2	212.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	33.8	34.8	37.8	40.0	43.8	45.0	46.8	50.1
Food Service	45.6	47.5	49.0	51.1	54.8	55.9	58.5	62.3
Food Stores	11.9	12.8	13.2	13.5	13.7	13.7	13.9	14.7
Local Tran. & Gas	25.3	27.6	26.2	23.8	22.1	24.1	27.4	29.1
Arts, Ent. & Rec.	25.4	26.1	26.8	27.3	28.6	28.7	29.2	30.3
Retail Sales	16.4	16.9	17.3	17.1	17.9	20.2	24.3	26.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	158.3	165.7	170.4	172.7	180.7	187.7	200.2	212.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	43.3	45.8	47.1	47.8	52.8	58.5	62.1	67.5
Arts, Ent. & Rec.	8.6	9.2	9.9	17.0	18.4	19.9	19.9	21.2
Retail**	5.1	5.3	5.6	5.7	6.1	6.7	7.4	7.9
Ground Tran.	1.7	1.9	2.0	2.1	2.4	2.8	3.9	4.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.7	0.7	0.7	0.8	0.9	1.0	1.1	1.1
Total	59.3	62.9	65.3	73.5	80.5	88.9	94.4	102.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,420	1,450	1,500	1,420	1,500	1,640	1,690	1,700
Arts, Ent. & Rec.	390	390	420	690	690	700	710	690
Retail**	190	190	200	200	210	230	240	260
Ground Tran.	50	50	50	50	60	60	80	90
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	40	40	40	40
Total	2,080	2,100	2,210	2,400	2,490	2,670	2,760	2,780

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	4.1	4.1	4.3	4.7	5.1	5.3	5.7	6.1
Visitor	1.9	2.0	2.3	2.4	2.7	2.7	2.9	3.2
Business or Employee	2.2	2.1	2.1	2.3	2.4	2.6	2.8	2.9
State Tax Receipts	8.0	7.7	8.0	8.0	8.0	8.2	9.2	9.8
Visitor	5.9	5.5	5.7	5.5	5.3	5.5	6.5	7.0
Business or Employee	2.1	2.1	2.3	2.6	2.6	2.7	2.7	2.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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COLUSA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	40.4	44.8	43.1	42.7	45.1	47.7	52.7	55.0
Other Travel*	3.9	4.2	3.7	3.3	2.9	3.3	3.8	4.0
Total	44.4	48.9	46.9	46.0	48.0	51.0	56.5	59.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	9.7	11.4	11.2	11.3	12.6	13.4	15.4	16.4
Private Home	10.6	11.6	10.9	10.3	10.7	11.5	12.5	13.2
Campground	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.6
Vacation Home	6.0	6.3	6.2	6.4	6.5	7.0	7.6	7.8
Day Travel	13.7	15.0	14.3	14.2	14.8	15.4	16.6	17.0
Total	40.4	44.8	43.1	42.7	45.1	47.7	52.7	55.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	5.7	6.4	6.6	6.8	7.6	8.0	8.9	9.4
Food Service	13.2	14.5	14.1	14.5	15.7	16.3	17.6	18.4
Food Stores	2.2	2.4	2.3	2.4	2.5	2.5	2.5	2.6
Local Tran. & Gas	6.0	6.9	6.2	5.5	5.2	5.7	6.7	6.9
Arts, Ent. & Rec.	7.4	8.1	7.8	7.8	8.3	8.5	8.9	9.1
Retail Sales	5.9	6.5	6.1	5.6	5.9	6.7	8.0	8.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	40.4	44.8	43.1	42.7	45.1	47.7	52.7	55.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	5.0	5.7	5.3	5.4	6.1	5.8	6.2	6.6
Arts, Ent. & Rec.	2.5	2.8	3.1	3.2	3.4	3.3	3.7	3.9
Retail**	1.2	1.3	1.3	1.3	1.4	1.5	1.6	1.7
Ground Tran.	0.4	0.5	0.5	0.5	0.5	0.6	0.9	1.1
Visitor Air Tran.	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	0.2	0.2	0.2
Total	9.2	10.4	10.3	10.5	11.6	11.4	12.6	13.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	290	320	290	280	290	270	280	310
Arts, Ent. & Rec.	160	210	290	270	290	300	330	320
Retail**	40	50	40	40	40	40	50	50
Ground Tran.	10	10	10	10	10	10	20	20
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	510	590	650	610	630	640	680	710

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	0.9	1.0	1.0	1.0	1.1	1.1	1.3	1.4
Visitor	0.5	0.6	0.6	0.6	0.7	0.8	1.0	1.0
Business or Employee	0.4	0.4	0.3	0.3	0.4	0.3	0.4	0.4
State Tax Receipts	2.5	2.4	2.4	2.3	2.3	2.4	2.7	2.9
Visitor	2.1	2.1	2.0	1.9	1.9	2.0	2.4	2.5
Business or Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4

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CONTRA COSTA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,191	1,317	1,403	1,383	1,504	1,580	1,676	1,739
Other Travel*	239	252	239	225	210	229	254	264
Total	1,430	1,569	1,641	1,608	1,714	1,809	1,930	2,004

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	354.3	405.0	446.6	440.8	516.6	544.7	568.5	581.0
Private Home	337.9	371.2	364.8	360.5	377.9	409.1	449.1	483.4
Campground	21.4	21.6	65.7	65.4	66.2	69.4	72.8	78.5
Vacation Home	30.3	32.6	33.1	34.1	34.5	36.7	40.0	41.0
Day Travel	447.3	486.2	492.4	482.4	509.0	520.0	545.6	555.5
Total	1,191.4	1,316.7	1,402.6	1,383.0	1,504.3	1,580.0	1,676.1	1,739.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	130.1	158.1	204.1	210.1	245.1	256.1	270.4	279.1
Food Service	381.1	415.1	433.3	438.0	489.2	508.4	529.8	546.7
Food Stores	63.2	70.3	80.8	81.7	85.5	85.4	86.5	88.5
Local Tran. & Gas	206.0	233.0	229.9	205.9	198.0	215.1	243.9	251.0
Arts, Ent. & Rec.	203.9	219.0	228.2	225.7	246.5	249.9	254.5	255.8
Retail Sales	207.2	221.2	226.3	221.7	239.8	265.0	291.1	318.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	1,191.4	1,316.7	1,402.6	1,383.0	1,504.3	1,580.0	1,676.1	1,739.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	273.2	312.2	337.1	367.9	439.2	461.5	467.4	491.8
Arts, Ent. & Rec.	119.4	132.5	127.3	129.5	152.8	164.7	161.4	167.1
Retail**	36.7	40.0	43.3	44.0	48.2	51.6	53.4	56.3
Ground Tran.	15.2	18.1	19.6	20.1	23.5	27.1	38.4	45.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	26.3	23.5	25.5	29.0	32.4	33.1	32.0	33.6
Total	470.9	526.3	552.8	590.5	696.0	738.0	752.6	793.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	7,320	8,060	8,470	8,520	9,490	9,600	9,480	9,520
Arts, Ent. & Rec.	5,450	5,410	5,410	5,330	5,760	5,650	5,670	5,820
Retail**	1,180	1,280	1,350	1,320	1,430	1,480	1,490	1,520
Ground Tran.	450	500	530	510	560	580	750	820
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	550	540	540	570	620	630	580	590
Total	14,970	15,790	16,310	16,250	17,870	17,930	17,980	18,270

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	39.1	42.4	47.7	49.5	56.5	58.7	63.2	65.6
Visitor	20.5	23.7	28.7	29.3	33.6	35.4	39.3	41.0
Business or Employee	18.6	18.8	19.0	20.1	22.9	23.3	23.9	24.7
State Tax Receipts	90.1	88.3	93.8	90.3	92.7	95.0	106.6	112.3
Visitor	74.2	71.8	75.4	71.1	71.5	74.3	86.7	91.8
Business or Employee	15.9	16.5	18.5	19.2	21.2	20.7	19.9	20.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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DEL NORTE COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	103.9	106.5	115.1	118.3	125.4	127.4	136.4	144.7
Other Travel*	6.2	6.6	5.7	4.6	4.5	4.9	5.6	5.8
Total	110.1	113.1	120.8	122.9	129.9	132.3	142.0	150.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	39.1	40.9	45.8	49.2	54.5	53.6	58.0	61.2
Private Home	15.5	16.3	15.6	14.3	14.8	15.4	17.1	18.1
Campground	27.5	27.2	30.6	31.1	31.5	33.0	34.7	37.4
Vacation Home	2.3	2.4	2.3	2.4	2.4	2.5	2.8	2.8
Day Travel	19.5	19.8	20.9	21.3	22.2	22.8	23.9	25.2
Total	103.9	106.5	115.1	118.3	125.4	127.4	136.4	144.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	20.3	20.7	24.4	26.9	29.8	30.0	31.7	33.3
Food Service	28.6	29.4	31.5	33.3	36.0	36.6	39.1	41.7
Food Stores	9.9	10.1	10.9	11.3	11.5	11.6	11.9	12.6
Local Tran. & Gas	16.2	17.0	17.0	15.7	14.8	16.0	18.5	19.7
Arts, Ent. & Rec.	15.4	15.6	16.7	17.3	18.3	18.2	19.0	19.7
Retail Sales	12.8	12.9	13.5	13.1	13.7	14.3	15.5	16.9
Visitor Air Tran.	0.7	0.8	1.1	0.6	1.3	0.8	0.8	0.8
Total	103.9	106.5	115.1	118.3	125.4	127.4	136.4	144.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	22.9	23.7	25.8	28.0	30.6	31.3	36.4	39.4
Arts, Ent. & Rec.	8.4	8.8	9.0	9.4	10.0	10.1	10.9	11.7
Retail**	3.4	3.4	3.7	3.8	4.0	4.5	4.6	4.9
Ground Tran.	1.1	1.3	1.4	1.5	1.7	2.0	2.8	3.5
Visitor Air Tran.	0.3	0.3	0.4	0.5	0.7	0.9	0.9	0.9
Other Travel*	0.5	0.6	0.5	0.5	0.6	1.0	1.1	1.1
Total	36.5	38.0	40.8	43.8	47.6	49.8	56.8	61.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	930	930	990	1,000	990	1,000	1,110	1,140
Arts, Ent. & Rec.	250	220	220	210	200	200	210	210
Retail**	130	130	140	130	150	160	160	160
Ground Tran.	30	30	40	40	40	40	60	60
Visitor Air Tran.	0	0	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	20	20	20
Total	1,370	1,330	1,400	1,400	1,400	1,430	1,560	1,610

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	3.5	3.4	3.8	4.1	4.4	4.6	5.2	5.5
Visitor	2.1	2.1	2.5	2.7	3.0	3.1	3.4	3.6
Business or Employee	1.4	1.3	1.3	1.4	1.4	1.5	1.7	1.8
State Tax Receipts	5.9	5.5	6.0	5.9	6.0	5.9	6.7	7.2
Visitor	4.6	4.2	4.5	4.4	4.4	4.4	5.1	5.5
Business or Employee	1.3	1.3	1.5	1.5	1.6	1.5	1.6	1.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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EL DORADO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	631.1	690.5	759.0	847.5	898.6	939.6	1,010.2	1,087.2
Other Travel*	61.5	66.7	47.0	44.7	43.0	47.8	54.1	56.2
Total	692.6	757.2	806.0	892.2	941.6	987.4	1,064.2	1,143.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	361.3	406.5	466.7	551.4	599.1	628.6	669.8	728.2
Private Home	68.8	72.8	70.9	71.8	71.1	75.8	87.6	93.5
Campground	48.8	51.1	58.0	58.5	59.2	62.1	65.2	70.3
Vacation Home	88.3	92.0	91.9	89.9	91.4	96.1	101.2	103.5
Day Travel	63.9	68.1	71.5	75.9	77.9	76.9	86.4	91.7
Total	631.1	690.5	759.0	847.5	898.6	939.6	1,010.2	1,087.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	149.7	165.3	199.8	231.7	255.5	270.1	279.6	298.7
Food Service	178.6	195.7	212.7	244.9	264.1	274.9	298.2	325.1
Food Stores	31.2	34.0	36.4	39.2	39.9	40.2	41.7	44.2
Local Tran. & Gas	77.3	86.6	85.9	84.2	79.2	86.4	101.4	108.8
Arts, Ent. & Rec.	117.4	126.1	135.4	150.5	158.5	161.1	170.1	179.7
Retail Sales	77.0	82.9	88.9	96.9	101.4	106.9	119.3	130.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	631.1	690.5	759.0	847.5	898.6	939.6	1,010.2	1,087.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	149.6	165.0	204.4	238.5	265.7	312.6	324.9	358.7
Arts, Ent. & Rec.	54.4	60.4	74.9	79.1	84.9	91.6	96.4	104.9
Retail**	16.0	17.5	19.1	21.3	22.6	24.9	27.0	28.9
Ground Tran.	6.0	7.1	7.9	9.0	10.3	11.9	17.6	21.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	5.9	6.3	3.6	3.9	4.3	4.8	5.1	5.4
Total	231.9	256.3	309.8	351.7	387.8	445.8	471.0	519.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	4,920	5,180	6,100	6,820	6,930	7,760	7,680	8,110
Arts, Ent. & Rec.	2,740	3,200	3,620	3,630	3,590	3,830	3,840	4,000
Retail**	580	620	660	690	740	770	820	850
Ground Tran.	180	200	210	230	250	250	340	390
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	150	160	100	110	120	130	130	130
Total	8,570	9,350	10,690	11,470	11,630	12,750	12,820	13,490

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	24.2	26.3	31.6	36.4	39.8	42.6	46.2	49.7
Visitor	15.3	17.5	21.4	24.9	27.6	29.1	31.7	34.0
Business or Employee	8.9	8.8	10.2	11.5	12.2	13.5	14.6	15.7
State Tax Receipts	33.9	33.2	37.6	40.2	41.0	42.2	46.4	50.4
Visitor	25.7	24.8	26.8	28.3	28.5	29.2	33.6	36.6
Business or Employee	8.1	8.5	10.8	11.9	12.4	13.0	12.8	13.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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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FRESNO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	956	1,054	1,082	1,094	1,127	1,164	1,286	1,346
Other Travel*	249	271	267	251	238	262	300	315
Total	1,205	1,326	1,348	1,345	1,364	1,426	1,587	1,661

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	338.0	382.0	413.3	436.9	468.3	465.8	526.2	554.7
Private Home	241.9	263.9	258.7	249.8	247.0	268.5	301.0	320.0
Campground	25.5	28.1	31.4	31.5	31.8	33.4	35.0	37.8
Vacation Home	71.5	76.1	76.6	74.9	76.2	79.8	84.9	87.0
Day Travel	279.2	303.9	301.8	301.0	303.2	316.1	339.0	346.2
Total	956.0	1,054.0	1,081.7	1,094.1	1,126.6	1,163.7	1,286.2	1,345.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	135.9	150.0	167.3	180.6	195.8	198.7	219.6	229.4
Food Service	236.1	258.9	266.7	280.2	297.7	305.9	333.1	346.8
Food Stores	43.9	48.9	49.5	51.2	51.6	51.7	53.6	54.7
Local Tran. & Gas	250.6	283.9	273.9	256.5	244.7	259.0	298.2	306.7
Arts, Ent. & Rec.	119.0	128.7	132.2	135.7	141.3	141.9	150.8	153.0
Retail Sales	136.7	147.0	148.3	142.9	147.1	158.9	180.0	194.0
Visitor Air Tran.	33.8	36.6	43.8	47.0	48.3	47.5	51.0	61.1
Total	956.0	1,054.0	1,081.7	1,094.1	1,126.6	1,163.7	1,286.2	1,345.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	133.2	148.6	154.4	166.0	185.7	204.4	227.3	241.6
Arts, Ent. & Rec.	52.3	58.4	64.1	65.8	72.0	76.4	84.0	87.8
Retail**	27.1	29.5	30.5	31.0	32.7	33.8	36.9	38.6
Ground Tran.	19.8	23.6	25.1	27.3	30.4	32.6	43.7	50.3
Visitor Air Tran.	14.0	15.8	18.6	21.6	14.1	16.6	16.8	19.1
Other Travel*	35.5	39.0	43.8	47.2	38.2	45.3	48.4	50.0
Total	281.9	315.0	336.5	359.0	373.0	409.0	457.2	487.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	6,030	6,540	6,680	6,790	6,990	7,310	7,850	8,040
Arts, Ent. & Rec.	2,880	3,220	3,370	3,410	3,500	3,590	3,750	3,800
Retail**	1,010	1,040	1,090	1,060	1,090	1,110	1,190	1,200
Ground Tran.	530	590	620	640	670	670	840	900
Visitor Air Tran.	280	290	320	360	230	240	240	260
Other Travel*	950	920	980	1,020	910	980	1,000	1,000
Total	11,670	12,600	13,060	13,280	13,390	13,910	14,860	15,210

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	28.4	30.8	33.2	35.2	37.4	38.4	44.5	46.7
Visitor	17.5	19.9	22.0	23.3	25.5	25.9	30.3	32.0
Business or Employee	10.9	10.9	11.3	11.9	12.0	12.5	14.2	14.8
State Tax Receipts	72.9	71.7	74.5	71.8	69.4	71.2	84.7	89.3
Visitor	62.6	60.9	62.3	59.1	56.9	58.6	71.4	75.5
Business or Employee	10.4	10.8	12.2	12.7	12.5	12.6	13.3	13.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	46.5	46.6	46.9	36.8	29.1	46.5	55.4	58.5
Other Travel*	5.3	5.5	4.9	4.3	3.8	4.2	4.9	5.1
Total	51.7	52.1	51.8	41.1	32.9	50.7	60.4	63.6

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	13.9	13.4	13.7	7.8	2.0	17.0	18.5	19.6
Private Home	14.7	15.2	15.2	13.7	13.7	15.3	16.6	17.7
Campground	1.0	1.1	1.2	1.2	1.2	1.3	1.3	1.4
Vacation Home	1.0	1.0	1.0	1.1	1.1	1.1	1.2	1.3
Day Travel	15.8	15.8	15.7	13.1	11.1	11.7	17.7	18.4
Total	46.5	46.6	46.9	36.8	29.1	46.5	55.4	58.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	5.4	5.4	5.9	3.8	1.5	7.5	8.2	8.7
Food Service	15.4	15.4	15.6	13.1	11.2	16.3	19.1	20.0
Food Stores	2.9	3.0	3.0	2.8	2.6	2.9	3.2	3.2
Local Tran. & Gas	7.0	7.3	6.8	5.2	4.1	5.6	7.2	7.6
Arts, Ent. & Rec.	8.4	8.3	8.3	6.9	5.7	7.9	9.4	9.6
Retail Sales	7.4	7.2	7.2	5.0	4.0	6.3	8.4	9.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	46.5	46.6	46.9	36.8	29.1	46.5	55.4	58.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	10.3	10.4	9.7	8.7	7.2	11.3	12.1	12.9
Arts, Ent. & Rec.	5.1	5.2	6.2	5.6	4.7	4.7	4.9	5.1
Retail**	1.5	1.5	1.6	1.3	1.1	1.4	1.4	1.5
Ground Tran.	0.5	0.5	0.5	0.4	0.4	0.6	1.0	1.2
Visitor Air Tran.	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	0.1	0.2	0.2
Total	17.6	17.8	18.2	16.2	13.6	18.2	19.6	21.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	410	430	390	320	250	390	400	390
Arts, Ent. & Rec.	350	300	370	330	260	260	280	300
Retail**	60	60	60	50	40	50	50	50
Ground Tran.	10	10	10	10	10	10	20	20
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	840	810	830	710	580	720	760	770

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	1.3	1.4	1.6	1.1	0.6	1.5	1.7	1.8
Visitor	0.7	0.8	1.0	0.6	0.2	0.9	1.1	1.2
Business or Employee	0.7	0.6	0.6	0.5	0.4	0.5	0.6	0.6
State Tax Receipts	3.2	2.9	3.0	2.5	2.0	2.6	3.2	3.4
Visitor	2.6	2.3	2.4	1.9	1.6	2.1	2.6	2.8
Business or Employee	0.6	0.6	0.7	0.6	0.4	0.6	0.6	0.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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HUMBOLDT COUNTY

Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	341.9	354.0	381.1	392.9	399.9	421.3	452.9	446.5
Other Travel*	35.2	34.1	31.1	29.6	28.7	30.8	33.3	37.3
Total	377.1	388.1	412.2	422.5	428.6	452.1	486.2	483.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	159.6	166.3	188.2	201.7	207.2	217.8	233.6	219.3
Private Home	71.7	73.2	72.3	68.1	68.6	74.0	81.4	84.4
Campground	49.8	51.8	55.8	56.9	57.5	60.4	63.3	68.3
Vacation Home	11.3	11.8	11.6	12.1	12.3	13.0	14.2	14.5
Day Travel	49.5	51.0	53.2	54.1	54.2	56.1	60.4	60.0
Total	341.9	354.0	381.1	392.9	399.9	421.3	452.9	446.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	66.5	69.5	81.8	89.8	94.3	99.6	103.8	96.9
Food Service	96.2	99.7	106.9	113.3	117.4	122.9	132.4	131.2
Food Stores	24.9	26.3	27.4	28.5	28.5	28.9	29.6	30.3
Local Tran. & Gas	57.7	61.9	62.3	58.8	54.8	59.5	67.9	67.7
Arts, Ent. & Rec.	49.8	50.9	54.4	56.3	57.3	58.5	61.6	59.6
Retail Sales	40.1	40.9	43.0	40.4	40.6	44.8	50.6	52.5
Visitor Air Tran.	6.7	4.8	5.2	5.7	7.0	7.1	7.0	8.3
Total	341.9	354.0	381.1	392.9	399.9	421.3	452.9	446.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	72.4	75.6	86.9	94.6	100.7	108.3	116.9	115.6
Arts, Ent. & Rec.	20.6	21.7	21.7	21.6	22.2	23.9	26.0	25.9
Retail**	9.4	9.7	10.4	10.5	10.8	12.2	13.4	13.7
Ground Tran.	4.8	5.5	6.1	6.6	7.2	8.1	11.0	12.3
Visitor Air Tran.	0.3	0.4	0.5	0.5	0.6	6.4	7.0	8.9
Other Travel*	1.6	1.6	1.7	1.8	2.2	9.6	9.8	13.7
Total	109.1	114.5	127.2	135.8	143.8	168.5	184.1	190.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,910	2,970	3,180	3,280	3,300	3,360	3,520	3,340
Arts, Ent. & Rec.	1,570	1,580	1,530	1,670	1,600	1,600	1,770	1,760
Retail**	350	340	350	340	330	350	370	370
Ground Tran.	130	140	150	160	160	170	210	220
Visitor Air Tran.	20	20	20	20	20	70	70	90
Other Travel*	80	80	80	80	90	140	140	180
Total	5,060	5,120	5,310	5,540	5,500	5,680	6,070	5,970

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	11.0	11.8	13.4	14.6	15.4	17.5	19.0	18.4
Visitor	6.9	8.0	9.4	10.4	11.1	12.4	13.3	12.7
Business or Employee	4.1	3.8	4.0	4.2	4.3	5.1	5.7	5.7
State Tax Receipts	20.0	18.8	20.5	20.3	19.8	20.4	22.9	23.4
Visitor	16.0	14.8	15.8	15.4	14.9	15.4	17.9	18.3
Business or Employee	4.0	4.0	4.7	4.9	4.9	5.0	5.1	5.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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IMPERIAL COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	278.1	321.2	329.9	326.1	328.1	350.6	378.3	401.4
Other Travel*	32.9	36.0	32.4	28.5	25.2	29.0	33.3	34.5
Total	311.0	357.1	362.3	354.6	353.3	379.6	411.6	435.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	58.5	72.5	73.9	73.0	72.6	78.5	87.2	92.1
Private Home	80.0	87.0	83.3	77.7	78.1	85.8	94.1	99.3
Campground	91.7	108.5	118.8	120.9	122.4	128.4	134.7	145.3
Vacation Home	15.8	16.8	16.7	17.4	17.7	18.8	20.6	21.1
Day Travel	32.0	36.3	37.1	37.1	37.4	39.1	41.7	43.7
Total	278.1	321.2	329.9	326.1	328.1	350.6	378.3	401.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	43.8	51.9	57.2	58.7	59.9	62.0	65.8	70.3
Food Service	76.6	87.0	89.3	92.0	95.9	101.8	108.5	114.0
Food Stores	34.3	40.1	42.1	43.7	44.1	44.9	45.7	48.2
Local Tran. & Gas	53.5	63.6	61.3	55.7	51.0	56.9	65.5	69.4
Arts, Ent. & Rec.	39.8	44.6	45.9	46.3	47.3	49.1	51.0	52.4
Retail Sales	29.7	33.6	34.0	29.6	30.0	35.3	41.2	46.5
Visitor Air Tran.	0.3	0.3	0.0	0.1	0.0	0.6	0.5	0.6
Total	278.1	321.2	329.9	326.1	328.1	350.6	378.3	401.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	41.6	49.0	54.8	56.4	61.3	63.8	66.0	70.9
Arts, Ent. & Rec.	17.8	20.6	26.1	25.3	26.4	21.8	18.7	19.8
Retail**	9.2	10.5	11.0	10.9	11.3	12.2	13.2	14.3
Ground Tran.	3.4	4.3	4.6	4.8	5.3	6.3	9.0	11.0
Visitor Air Tran.	0.1	0.1	0.0	0.3	0.0	0.0	0.0	1.3
Other Travel*	1.3	1.3	1.5	1.3	1.5	1.6	1.7	2.4
Total	73.3	85.7	98.0	99.0	105.7	105.6	108.7	119.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,910	2,220	2,510	2,390	2,430	2,480	2,380	2,440
Arts, Ent. & Rec.	1,170	1,160	1,530	1,530	1,470	1,330	1,030	1,050
Retail**	380	430	430	420	420	440	460	480
Ground Tran.	100	120	120	120	130	130	180	200
Visitor Air Tran.	0	0	0	0	0	0	0	10
Other Travel*	60	60	60	60	70	70	70	80
Total	3,630	3,990	4,650	4,520	4,520	4,450	4,120	4,250

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	7.8	8.8	9.7	9.8	10.0	10.2	11.2	12.0
Visitor	5.0	5.9	6.4	6.5	6.7	7.0	7.9	8.4
Business or Employee	2.8	2.9	3.2	3.2	3.3	3.2	3.3	3.6
State Tax Receipts	17.9	18.3	19.4	18.4	17.7	18.3	21.1	22.7
Visitor	15.2	15.3	15.8	14.8	14.2	15.0	17.9	19.3
Business or Employee	2.7	3.0	3.6	3.5	3.5	3.3	3.2	3.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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INYO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	197.8	212.6	227.9	226.2	236.3	236.9	244.9	263.5
Other Travel*	3.8	4.0	3.7	3.3	3.0	3.3	3.8	3.9
Total	201.6	216.6	231.6	229.5	239.2	240.2	248.7	267.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	116.9	127.0	139.0	139.0	147.6	143.8	149.0	160.6
Private Home	9.2	9.7	9.3	8.5	8.6	9.2	9.9	10.6
Campground	26.7	28.1	29.9	29.5	29.9	31.3	32.9	35.5
Vacation Home	3.4	3.5	3.5	3.6	3.6	3.8	4.1	4.2
Day Travel	41.6	44.2	46.3	45.5	46.6	48.8	49.0	52.5
Total	197.8	212.6	227.9	226.2	236.3	236.9	244.9	263.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	47.5	50.4	57.9	59.2	64.3	64.2	66.2	71.7
Food Service	56.6	61.3	65.5	66.5	70.7	70.6	72.9	78.9
Food Stores	11.0	11.9	12.5	12.6	12.8	12.8	12.9	13.8
Local Tran. & Gas	26.2	29.1	28.6	25.6	24.0	25.7	28.8	31.0
Arts, Ent. & Rec.	30.5	32.5	34.6	34.3	35.8	35.1	35.3	37.3
Retail Sales	26.1	27.4	28.8	27.9	28.6	28.4	28.9	30.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	197.8	212.6	227.9	226.2	236.3	236.9	244.9	263.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	30.3	32.6	32.5	35.2	37.4	41.6	46.1	51.0
Arts, Ent. & Rec.	8.2	9.0	9.4	9.4	10.5	10.5	12.0	13.1
Retail**	5.2	5.5	5.9	6.0	6.3	6.8	6.9	7.3
Ground Tran.	2.1	2.4	2.7	2.7	3.1	3.4	4.8	6.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Total	45.9	49.8	50.7	53.5	57.6	62.8	70.3	77.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,410	1,460	1,370	1,420	1,440	1,500	1,540	1,760
Arts, Ent. & Rec.	610	600	600	550	560	590	650	710
Retail**	200	200	210	200	200	210	220	220
Ground Tran.	60	70	70	70	70	70	90	110
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	2,290	2,330	2,260	2,260	2,290	2,390	2,510	2,800

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	7.6	7.9	8.7	8.9	9.6	9.7	10.3	11.2
Visitor	5.8	6.2	7.0	7.2	7.8	7.7	8.1	8.8
Business or Employee	1.8	1.7	1.7	1.8	1.8	1.9	2.2	2.3
State Tax Receipts	7.9	7.7	8.3	8.0	8.0	7.9	8.7	9.4
Visitor	6.2	5.9	6.3	6.0	6.0	5.9	6.5	7.1
Business or Employee	1.7	1.8	1.9	2.0	2.0	2.0	2.1	2.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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KERN COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,173	1,295	1,329	1,342	1,252	1,358	1,501	1,580
Other Travel*	177	197	180	162	144	160	185	195
Total	1,350	1,492	1,510	1,504	1,396	1,518	1,686	1,775

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	355.7	414.3	443.4	472.2	418.9	457.4	512.7	549.6
Private Home	305.2	334.5	325.0	311.2	291.8	330.1	371.8	393.4
Campground	65.5	64.8	78.9	78.4	79.3	83.2	87.3	94.2
Vacation Home	128.9	137.5	138.6	135.5	137.8	144.4	153.5	157.3
Day Travel	317.3	343.7	343.3	345.0	324.1	342.7	375.4	385.4
Total	1,172.6	1,294.9	1,329.2	1,342.2	1,252.0	1,357.9	1,500.9	1,579.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	183.9	206.5	232.3	248.1	235.2	249.5	269.7	287.1
Food Service	305.1	333.9	345.2	365.1	352.7	380.0	414.0	435.1
Food Stores	66.2	72.0	75.2	77.7	74.8	76.9	79.6	82.1
Local Tran. & Gas	283.6	319.3	305.5	283.0	244.6	274.6	319.3	331.0
Arts, Ent. & Rec.	154.8	166.9	172.2	177.8	168.8	177.4	188.6	193.1
Retail Sales	171.3	184.2	186.3	178.8	166.8	190.2	219.8	239.7
Visitor Air Tran.	7.7	12.1	12.5	11.7	9.1	9.3	9.8	11.7
Total	1,172.6	1,294.9	1,329.2	1,342.2	1,252.0	1,357.9	1,500.9	1,579.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	180.5	203.3	228.5	262.3	265.4	305.5	338.4	364.3
Arts, Ent. & Rec.	72.6	80.8	86.1	81.2	80.9	91.8	91.4	96.4
Retail**	36.2	39.1	40.8	41.5	40.4	45.3	48.1	50.9
Ground Tran.	19.7	23.4	24.8	26.7	27.1	31.6	44.3	52.1
Visitor Air Tran.	1.4	1.9	0.0	0.0	0.3	9.2	9.3	12.8
Other Travel*	10.8	11.3	8.6	9.1	10.8	24.7	26.4	32.5
Total	321.2	359.9	388.8	420.9	425.0	508.1	558.0	608.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	7,550	8,240	9,030	9,890	9,240	10,400	11,040	11,080
Arts, Ent. & Rec.	3,940	4,100	4,400	4,230	4,040	4,240	4,210	4,280
Retail**	1,320	1,380	1,410	1,420	1,340	1,460	1,520	1,530
Ground Tran.	550	610	640	650	620	660	860	940
Visitor Air Tran.	60	70	0	0	10	90	90	130
Other Travel*	400	410	310	320	310	440	460	510
Total	13,830	14,820	15,790	16,520	15,560	17,300	18,170	18,480

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	27.8	30.2	32.9	35.1	33.0	36.1	41.6	44.6
Visitor	15.9	18.4	20.7	22.0	20.2	21.4	25.3	27.2
Business or Employee	11.9	11.8	12.2	13.1	12.7	14.6	16.3	17.5
State Tax Receipts	83.2	81.9	85.8	83.2	75.8	81.3	96.1	102.2
Visitor	71.0	68.9	70.9	67.6	60.9	65.1	79.3	84.4
Business or Employee	12.2	13.0	14.8	15.6	14.8	16.2	16.7	17.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	128.7	140.7	140.2	140.3	138.2	144.3	158.1	165.3
Other Travel*	28.3	30.1	26.5	23.5	20.5	23.0	27.0	28.1
Total	157.0	170.8	166.7	163.8	158.7	167.3	185.0	193.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	23.0	26.4	28.7	32.4	33.1	30.8	34.9	36.8
Private Home	74.6	81.2	77.9	73.8	71.6	78.4	86.5	91.1
Campground	3.3	3.2	4.1	4.1	4.2	4.4	4.6	4.9
Vacation Home	1.4	1.4	1.4	1.5	1.5	1.6	1.7	1.8
Day Travel	26.3	28.5	28.0	28.6	27.9	29.2	30.4	30.8
Total	128.7	140.7	140.2	140.3	138.2	144.3	158.1	165.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	9.2	10.3	11.9	13.5	14.2	13.5	15.2	16.1
Food Service	44.7	48.5	48.8	51.8	52.4	53.8	57.3	58.9
Food Stores	11.4	12.5	12.3	12.8	12.3	12.4	12.8	12.8
Local Tran. & Gas	22.6	25.5	23.5	21.5	19.0	20.8	24.0	24.6
Arts, Ent. & Rec.	22.3	23.9	24.0	24.9	24.7	24.8	25.8	25.8
Retail Sales	18.4	20.0	19.7	15.7	15.6	19.1	23.0	27.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	128.7	140.7	140.2	140.3	138.2	144.3	158.1	165.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	25.0	28.0	30.4	35.0	36.9	37.9	44.6	47.0
Arts, Ent. & Rec.	6.4	7.0	7.0	8.2	9.0	8.4	10.1	10.5
Retail**	4.3	4.7	4.7	4.4	4.4	4.9	5.5	6.0
Ground Tran.	1.4	1.6	1.7	1.8	1.9	2.2	3.1	3.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	1.0	0.9	1.0	1.1	1.0	1.0	1.1
Total	38.1	42.4	44.7	50.4	53.3	54.3	64.5	68.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,030	1,130	1,230	1,340	1,310	1,300	1,490	1,490
Arts, Ent. & Rec.	470	470	420	450	460	420	510	500
Retail**	170	180	180	160	150	170	190	200
Ground Tran.	40	40	40	50	50	50	60	70
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	50	50	50	50	50	50	50	60
Total	1,770	1,880	1,930	2,050	2,020	1,990	2,300	2,310

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	2.7	2.8	2.9	3.2	3.3	3.2	3.9	4.1
Visitor	1.2	1.4	1.5	1.6	1.7	1.7	2.0	2.1
Business or Employee	1.4	1.4	1.4	1.6	1.6	1.6	1.9	2.0
State Tax Receipts	10.5	10.1	10.3	9.9	9.3	9.6	11.4	12.1
Visitor	9.0	8.6	8.6	8.1	7.5	7.9	9.5	10.1
Business or Employee	1.4	1.5	1.7	1.8	1.8	1.7	1.9	2.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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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LAKE COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	133.1	133.2	141.0	143.8	145.5	147.9	159.9	165.6
Other Travel*	14.0	14.5	13.5	12.5	11.5	12.7	14.5	15.1
Total	147.1	147.7	154.5	156.3	156.9	160.6	174.4	180.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	29.9	26.3	30.0	33.0	34.5	30.6	33.7	34.5
Private Home	32.1	33.6	34.0	32.0	31.3	33.8	37.3	39.2
Campground	11.3	11.9	15.1	15.2	15.4	16.1	16.9	18.3
Vacation Home	36.5	37.7	37.3	38.8	39.5	41.7	45.5	46.6
Day Travel	23.3	23.5	24.6	24.8	24.8	25.6	26.4	27.1
Total	133.1	133.2	141.0	143.8	145.5	147.9	159.9	165.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	25.7	24.9	27.9	30.1	31.7	30.5	31.7	32.7
Food Service	41.0	40.8	43.2	45.4	47.0	47.2	49.8	51.5
Food Stores	8.9	9.4	10.2	10.5	10.5	10.4	10.6	11.0
Local Tran. & Gas	20.2	21.4	21.1	19.2	17.4	18.7	21.5	22.3
Arts, Ent. & Rec.	22.7	22.4	23.5	24.2	24.5	24.2	24.8	25.0
Retail Sales	14.6	14.3	15.0	14.3	14.5	16.9	21.4	23.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	133.1	133.2	141.0	143.8	145.5	147.9	159.9	165.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	27.9	28.4	27.4	29.3	32.2	33.3	35.7	37.5
Arts, Ent. & Rec.	5.6	5.7	4.0	3.9	3.8	4.1	4.6	4.8
Retail**	3.5	3.5	3.8	3.9	4.0	4.5	5.1	5.4
Ground Tran.	1.3	1.4	1.6	1.7	1.8	2.0	2.9	3.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.2	1.2	1.3	1.4	1.6	1.7	1.8	1.9
Total	39.5	40.2	38.1	40.2	43.3	45.7	50.1	53.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,110	1,110	1,090	1,100	1,110	1,080	1,140	1,170
Arts, Ent. & Rec.	490	470	330	290	310	300	360	340
Retail**	140	130	150	140	140	150	160	170
Ground Tran.	40	40	40	40	40	40	60	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	30	30	30	30
Total	1,810	1,780	1,630	1,590	1,630	1,620	1,750	1,770

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	3.0	2.8	2.9	3.1	3.3	3.2	3.7	3.8
Visitor	1.6	1.5	1.7	1.9	2.0	1.9	2.2	2.3
Business or Employee	1.5	1.3	1.2	1.3	1.3	1.3	1.5	1.5
State Tax Receipts	8.0	7.3	7.7	7.5	7.3	7.4	8.5	8.9
Visitor	6.5	5.9	6.2	6.0	5.8	5.9	7.0	7.4
Business or Employee	1.5	1.4	1.4	1.5	1.5	1.5	1.5	1.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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LASSEN COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	51.7	53.3	54.8	53.7	55.0	58.8	59.6	64.8
Other Travel*	6.4	6.6	5.6	4.8	4.2	4.7	5.4	5.6
Total	58.1	59.9	60.4	58.5	59.1	63.5	65.0	70.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	13.0	13.2	13.4	13.9	14.9	16.2	15.3	17.0
Private Home	17.7	18.5	17.1	15.7	15.6	17.0	17.6	19.6
Campground	3.0	3.3	5.8	5.8	5.9	6.1	6.4	6.9
Vacation Home	7.0	7.0	6.5	6.7	6.8	7.2	7.9	8.1
Day Travel	11.0	11.3	11.9	11.7	11.8	12.3	12.4	13.3
Total	51.7	53.3	54.8	53.7	55.0	58.8	59.6	64.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	7.6	7.7	8.9	9.3	9.9	10.6	10.4	11.4
Food Service	16.6	17.0	17.2	17.5	18.4	19.4	19.2	20.7
Food Stores	3.7	3.9	4.3	4.3	4.3	4.3	4.2	4.5
Local Tran. & Gas	8.3	8.9	8.6	7.7	7.0	7.8	8.5	9.1
Arts, Ent. & Rec.	8.8	8.9	9.1	9.0	9.3	9.6	9.3	9.7
Retail Sales	6.6	6.8	6.8	5.9	6.1	7.2	8.1	9.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	51.7	53.3	54.8	53.7	55.0	58.8	59.6	64.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	9.1	9.5	11.2	12.7	13.2	13.3	12.3	13.6
Arts, Ent. & Rec.	7.1	7.4	6.1	5.1	5.3	5.6	8.5	9.2
Retail**	1.6	1.7	1.8	1.7	1.8	1.9	1.9	2.1
Ground Tran.	0.5	0.6	0.6	0.7	0.7	0.9	1.2	1.4
Visitor Air Tran.	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
Total	18.5	19.3	19.9	20.3	21.3	21.8	24.1	26.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	400	410	480	510	490	470	410	450
Arts, Ent. & Rec.	630	540	370	340	330	330	470	570
Retail**	60	60	60	60	60	60	60	60
Ground Tran.	20	20	20	20	20	20	20	30
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	1,120	1,040	940	940	900	880	970	1,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	1.4	1.3	1.4	1.5	1.5	1.6	1.7	1.9
Visitor	0.7	0.7	0.8	0.8	0.9	1.0	1.0	1.1
Business or Employee	0.7	0.6	0.6	0.6	0.6	0.6	0.7	0.8
State Tax Receipts	3.5	3.3	3.4	3.2	3.1	3.2	3.5	3.8
Visitor	2.9	2.6	2.7	2.5	2.4	2.5	2.8	3.1
Business or Employee	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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LOS ANGELES COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	17,141	19,590	20,513	21,582	22,860	24,232	25,773	26,257
Other Travel*	4,752	5,063	5,257	5,246	5,179	5,622	6,179	6,418
Total	21,893	24,653	25,769	26,828	28,039	29,854	31,952	32,675

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	9,364	11,023	11,938	12,828	13,940	14,803	15,729	15,777
Private Home	2,834	3,113	3,152	3,214	3,243	3,520	3,822	4,076
Campground	88	88	92	93	94	98	103	111
Vacation Home	156	166	165	162	164	173	186	191
Day Travel	4,699	5,200	5,166	5,285	5,419	5,638	5,933	6,102
Total	17,141	19,590	20,513	21,582	22,860	24,232	25,773	26,257

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	2,830	3,518	4,099	4,576	5,126	5,498	5,694	5,776
Food Service	4,398	4,947	5,043	5,380	5,787	6,133	6,569	6,725
Food Stores	518	591	587	615	629	640	660	667
Local Tran. & Gas	2,782	3,191	3,125	3,045	3,024	3,238	3,575	3,608
Arts, Ent. & Rec.	2,746	3,045	3,093	3,222	3,395	3,513	3,673	3,665
Retail Sales	2,421	2,661	2,659	2,773	2,882	3,094	3,334	3,483
Visitor Air Tran.	1,446	1,638	1,906	1,972	2,017	2,116	2,267	2,333
Total	17,141	19,590	20,513	21,582	22,860	24,232	25,773	26,257

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	3,013	3,521	3,949	4,372	4,932	5,247	5,692	5,924
Arts, Ent. & Rec.	1,826	2,091	2,209	2,401	2,530	2,575	2,786	2,863
Retail**	393	442	451	484	512	529	560	570
Ground Tran.	295	359	379	420	472	515	651	726
Visitor Air Tran.	608	694	803	890	1,273	1,459	1,538	2,199
Other Travel*	1,322	1,361	1,517	1,669	2,112	2,364	2,504	3,185
Total	7,456	8,469	9,307	10,236	11,830	12,689	13,730	15,468

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	90,420	101,980	110,180	115,960	121,910	125,480	129,520	127,750
Arts, Ent. & Rec.	23,680	24,400	26,740	29,230	30,580	30,210	32,160	32,730
Retail**	11,960	13,030	13,230	13,640	14,060	14,110	14,400	13,850
Ground Tran.	7,630	8,670	9,020	9,620	10,150	10,410	12,340	12,890
Visitor Air Tran.	8,730	9,070	9,970	10,660	13,100	14,750	15,050	19,420
Other Travel*	21,150	20,960	23,080	24,050	26,660	28,190	28,760	32,860
Total	163,570	178,120	192,230	203,160	216,460	223,160	232,230	239,510

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	828.6	958.8	1,061.8	1,162.4	1,291.1	1,452.5	1,558.9	1,626.2
Visitor	522.9	644.0	726.4	797.0	884.6	1,016.7	1,086.9	1,106.3
Business or Employee	305.7	314.8	335.3	365.4	406.5	435.8	471.9	519.9
State Tax Receipts	1,064.4	1,062.9	1,126.5	1,142.0	1,168.1	1,171.2	1,292.6	1,363.8
Visitor	817.1	802.2	822.8	816.4	814.4	839.3	955.4	993.7
Business or Employee	247.3	260.7	303.7	325.5	353.8	331.8	337.2	370.1

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MADERA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	215.4	232.1	248.1	244.5	264.4	286.0	304.6	318.9
Other Travel*	29.6	29.9	27.0	24.3	26.6	30.3	34.7	36.1
Total	245.1	262.0	275.1	268.8	291.0	316.2	339.3	355.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	93.3	104.0	116.3	117.2	133.9	148.0	156.3	163.1
Private Home	36.8	39.5	37.9	35.5	35.6	38.7	42.8	45.7
Campground	19.5	18.8	22.2	22.0	22.2	23.3	24.5	26.4
Vacation Home	17.0	18.0	18.0	17.5	17.8	18.7	19.9	20.4
Day Travel	48.9	51.9	53.6	52.3	54.8	57.1	61.1	63.4
Total	215.4	232.1	248.1	244.5	264.4	286.0	304.6	318.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	45.1	48.2	56.4	58.5	66.8	73.2	76.4	79.7
Food Service	56.0	60.7	65.0	66.2	73.7	79.1	83.5	87.9
Food Stores	12.3	13.1	14.0	14.1	14.6	14.9	15.2	15.8
Local Tran. & Gas	42.5	47.0	45.8	40.8	39.1	43.6	49.9	52.1
Arts, Ent. & Rec.	28.4	30.3	32.4	32.2	35.1	36.8	38.0	38.9
Retail Sales	31.0	32.9	34.5	32.6	35.1	38.4	41.7	44.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	215.4	232.1	248.1	244.5	264.4	286.0	304.6	318.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	45.1	49.0	55.4	60.0	69.4	77.4	81.8	87.5
Arts, Ent. & Rec.	10.9	12.1	19.2	15.7	16.5	21.4	22.9	24.2
Retail**	7.3	7.8	8.4	8.3	9.1	9.7	10.3	10.8
Ground Tran.	2.9	3.4	3.7	3.8	4.5	5.3	7.6	9.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.4	0.9	1.0	1.1	2.3	2.7	2.8	3.0
Total	67.6	73.2	87.7	88.9	101.8	116.6	125.5	134.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,600	1,750	1,910	1,910	2,070	2,150	2,200	2,250
Arts, Ent. & Rec.	600	680	1,200	890	990	1,380	1,550	1,510
Retail**	250	250	270	260	280	290	300	310
Ground Tran.	90	90	100	100	110	110	150	170
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	50	50	50	50	90	110	110	110
Total	2,580	2,820	3,520	3,210	3,540	4,050	4,320	4,350

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	6.9	7.1	8.3	8.8	9.9	10.9	11.9	12.5
Visitor	4.3	4.6	5.4	5.9	6.7	7.4	8.1	8.5
Business or Employee	2.6	2.5	2.9	2.9	3.2	3.5	3.8	4.0
State Tax Receipts	14.5	14.0	15.2	14.3	14.5	15.3	17.5	18.6
Visitor	12.1	11.5	12.1	11.3	11.3	11.9	14.0	14.9
Business or Employee	2.4	2.4	3.1	3.0	3.3	3.4	3.5	3.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	434.3	481.6	520.6	543.7	561.2	566.0	622.0	643.1
Other Travel*	152.8	173.2	169.6	171.5	170.0	164.9	174.4	195.2
Total	587.1	654.8	690.2	715.2	731.1	730.9	796.4	838.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	211.8	241.1	274.0	295.0	309.9	300.0	335.8	345.1
Private Home	75.4	83.0	83.3	84.1	84.8	92.4	101.9	108.0
Campground	29.2	30.8	34.8	35.4	35.9	37.6	39.5	42.6
Vacation Home	29.4	31.2	31.3	31.1	31.6	33.6	37.2	38.1
Day Travel	88.5	95.4	97.2	98.0	99.0	102.4	107.5	109.3
Total	434.3	481.6	520.6	543.7	561.2	566.0	622.0	643.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	89.8	110.1	139.0	154.9	164.3	158.6	177.4	184.2
Food Service	130.7	141.0	147.0	154.2	161.9	164.3	177.4	182.9
Food Stores	22.9	25.2	26.3	27.2	27.3	27.3	28.1	28.9
Local Tran. & Gas	49.1	54.9	53.3	49.1	45.5	49.2	56.7	58.5
Arts, Ent. & Rec.	74.3	79.2	82.2	84.2	86.7	86.0	90.7	91.0
Retail Sales	67.4	71.2	72.8	74.1	75.4	80.6	91.7	97.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	434.3	481.6	520.6	543.7	561.2	566.0	622.0	643.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	126.8	145.1	162.1	170.5	188.5	197.1	209.6	220.6
Arts, Ent. & Rec.	40.3	44.3	49.9	51.3	55.4	56.1	58.6	60.6
Retail**	11.7	12.7	13.3	14.0	14.5	15.0	17.4	18.0
Ground Tran.	4.1	4.9	5.2	5.5	6.1	7.0	10.2	12.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	33.7	38.0	38.9	41.2	42.6	39.9	40.9	46.5
Total	216.7	245.0	269.4	282.5	307.1	315.1	336.7	357.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,980	3,180	3,390	3,390	3,450	3,510	3,620	3,650
Arts, Ent. & Rec.	1,090	1,420	1,540	1,570	1,670	1,690	1,670	1,720
Retail**	320	340	350	340	350	350	380	420
Ground Tran.	120	130	140	140	150	150	200	220
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	480	520	550	560	600	550	590	650
Total	4,990	5,600	5,980	5,990	6,220	6,250	6,460	6,650

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	20.1	22.8	27.6	29.8	31.1	30.8	34.8	36.6
Visitor	11.6	14.1	18.1	19.9	20.8	20.7	23.8	25.2
Business or Employee	8.5	8.7	9.5	9.9	10.3	10.1	10.9	11.4
State Tax Receipts	28.5	27.9	29.7	29.5	29.2	29.0	32.3	33.9
Visitor	21.2	20.2	21.0	20.5	20.1	20.4	23.7	24.9
Business or Employee	7.3	7.7	8.7	8.9	9.2	8.6	8.6	9.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	377.8	400.1	417.7	450.8	455.6	468.0	433.7	464.0
Other Travel*	3.6	3.5	3.1	2.7	2.4	2.7	3.1	3.2
Total	381.5	403.6	420.8	453.5	457.9	470.7	436.8	467.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	323.7	343.5	361.0	392.7	397.6	407.3	373.9	400.6
Private Home	9.6	9.8	9.5	8.8	8.5	9.3	9.8	10.8
Campground	2.3	2.4	2.7	2.6	2.7	2.8	2.9	3.1
Vacation Home	10.0	10.2	9.9	10.2	10.4	11.1	12.1	12.4
Day Travel	32.3	34.2	34.7	36.5	36.5	37.5	35.1	37.1
Total	377.8	400.1	417.7	450.8	455.6	468.0	433.7	464.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	125.4	130.0	142.5	157.5	162.5	168.3	152.6	165.4
Food Service	109.1	117.0	121.1	132.7	136.0	139.5	130.5	140.1
Food Stores	8.3	9.1	9.2	9.9	9.7	9.6	8.9	9.4
Local Tran. & Gas	35.2	39.0	37.4	36.4	33.3	35.8	36.2	38.6
Arts, Ent. & Rec.	54.9	58.1	59.9	64.0	64.3	64.5	59.0	61.7
Retail Sales	44.9	46.9	47.6	50.3	49.7	50.1	46.4	48.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	377.8	400.1	417.7	450.8	455.6	468.0	433.7	464.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	65.5	68.6	68.7	77.8	78.2	84.5	72.8	80.0
Arts, Ent. & Rec.	12.0	13.2	14.2	16.7	14.3	13.9	9.6	10.3
Retail**	10.3	11.1	11.5	12.5	12.7	13.8	13.0	13.4
Ground Tran.	3.6	4.3	4.5	5.0	5.4	6.1	7.8	9.5
Visitor Air Tran.	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	0.2	0.2	0.2	0.2
Total	91.7	97.3	99.1	112.1	110.7	118.5	103.3	113.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,930	3,010	2,990	3,120	2,880	3,080	2,680	2,850
Arts, Ent. & Rec.	640	780	840	900	860	760	580	690
Retail**	380	380	400	410	400	410	390	380
Ground Tran.	110	120	120	130	130	130	150	170
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	4,070	4,290	4,370	4,570	4,270	4,390	3,810	4,110

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	17.1	17.5	18.7	20.6	21.0	21.7	20.0	21.7
Visitor	13.5	14.1	15.4	16.9	17.5	18.1	16.8	18.2
Business or Employee	3.6	3.4	3.3	3.7	3.5	3.6	3.2	3.4
State Tax Receipts	13.0	12.5	13.2	14.0	13.5	13.4	12.6	13.5
Visitor	9.6	9.1	9.5	9.9	9.6	9.6	9.4	10.1
Business or Employee	3.4	3.4	3.7	4.1	3.9	3.8	3.2	3.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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MENDOCINO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	313.5	345.1	365.9	384.3	421.8	451.6	435.2	466.8
Other Travel*	17.7	17.9	16.2	14.4	12.8	14.4	16.5	17.2
Total	331.1	363.0	382.1	398.7	434.6	465.9	451.7	484.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	173.7	193.9	214.6	233.7	267.2	289.3	267.4	286.3
Private Home	43.9	48.0	46.6	43.6	44.1	46.8	49.0	54.2
Campground	37.1	40.0	40.8	41.5	41.9	44.0	46.2	49.8
Vacation Home	13.3	13.8	13.7	14.1	14.4	15.2	16.6	17.0
Day Travel	45.5	49.4	50.2	51.4	54.1	56.2	56.1	59.5
Total	313.5	345.1	365.9	384.3	421.8	451.6	435.2	466.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	73.0	80.5	93.9	104.2	121.4	130.6	123.0	134.3
Food Service	92.2	101.5	106.9	114.8	127.7	136.4	130.1	139.0
Food Stores	19.2	21.2	21.4	22.4	23.0	23.3	22.8	24.1
Local Tran. & Gas	43.0	48.8	46.8	43.8	42.2	47.1	50.0	53.4
Arts, Ent. & Rec.	47.7	51.7	54.3	56.9	61.9	64.5	60.4	62.8
Retail Sales	38.4	41.4	42.7	42.1	45.5	49.6	48.9	53.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	313.5	345.1	365.9	384.3	421.8	451.6	435.2	466.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	84.4	93.3	120.7	129.0	149.2	162.1	161.8	177.7
Arts, Ent. & Rec.	23.7	26.5	36.9	34.4	35.6	37.8	26.5	28.4
Retail**	8.6	9.4	9.9	10.2	11.1	11.6	11.3	12.1
Ground Tran.	3.3	3.9	4.2	4.6	5.4	6.4	8.4	10.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.2	0.8	0.8	0.9	1.0	1.1	1.2	1.2
Total	121.2	134.0	172.5	179.1	202.3	219.0	209.1	229.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,880	3,000	3,560	3,560	3,880	4,120	3,920	4,170
Arts, Ent. & Rec.	1,840	1,800	2,670	2,480	2,680	2,590	1,740	1,700
Retail**	290	310	310	310	320	330	310	330
Ground Tran.	100	110	110	120	130	140	160	180
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	40	30	30	30	30	30	30	30
Total	5,140	5,240	6,690	6,490	7,040	7,200	6,170	6,420

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	12.7	13.7	16.2	17.5	18.5	20.1	22.3	24.1
Visitor	8.1	9.1	10.6	11.6	12.2	13.5	15.6	17.0
Business or Employee	4.6	4.6	5.7	5.8	6.3	6.6	6.7	7.2
State Tax Receipts	17.7	17.4	19.5	19.5	20.3	20.9	20.5	22.1
Visitor	13.4	13.0	13.7	13.6	14.0	14.6	15.2	16.4
Business or Employee	4.2	4.3	5.8	5.9	6.3	6.3	5.3	5.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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MERCED COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	178.2	197.8	217.8	219.4	209.5	228.7	246.1	259.9
Other Travel*	47.5	51.6	46.5	41.3	36.3	41.5	50.1	51.4
Total	225.7	249.4	264.3	260.7	245.8	270.2	296.2	311.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	44.7	49.5	69.8	76.3	72.7	77.5	82.3	87.2
Private Home	71.7	80.5	78.0	73.8	69.8	79.7	88.1	94.3
Campground	6.2	6.7	7.2	7.3	7.4	7.8	8.2	8.8
Vacation Home	14.6	15.6	15.7	15.3	15.6	16.4	17.5	17.9
Day Travel	41.0	45.4	47.1	46.7	44.1	47.3	50.1	51.8
Total	178.2	197.8	217.8	219.4	209.5	228.7	246.1	259.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	24.8	26.7	36.2	40.1	39.9	42.3	44.6	47.3
Food Service	47.0	51.7	58.0	61.2	60.6	64.6	67.8	71.2
Food Stores	10.4	11.7	12.2	12.5	12.1	12.5	12.7	13.0
Local Tran. & Gas	49.9	57.5	55.6	50.4	43.9	49.7	56.7	58.9
Arts, Ent. & Rec.	22.9	24.9	27.8	28.7	27.8	29.0	29.7	30.4
Retail Sales	23.2	25.3	27.9	26.4	25.3	29.9	34.1	38.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.3
Total	178.2	197.8	217.8	219.4	209.5	228.7	246.1	259.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	25.4	28.3	38.6	43.2	44.4	46.6	49.7	53.4
Arts, Ent. & Rec.	10.8	12.1	19.2	18.7	18.5	19.7	20.9	22.0
Retail**	5.6	6.1	6.7	6.8	6.8	7.4	7.8	8.4
Ground Tran.	3.0	3.6	4.0	4.2	4.4	5.3	7.5	8.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	1.4	0.5	0.5
Other Travel*	1.7	1.5	1.5	1.6	1.8	2.3	3.5	3.9
Total	46.5	51.7	70.0	74.5	75.9	82.7	89.8	97.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,030	1,190	1,530	1,610	1,550	1,570	1,580	1,620
Arts, Ent. & Rec.	720	830	1,240	1,130	1,080	1,140	1,090	1,060
Retail**	210	220	250	240	230	240	250	260
Ground Tran.	90	100	110	110	110	110	150	160
Visitor Air Tran.	0	0	0	0	0	10	0	10
Other Travel*	70	60	60	60	70	70	80	90
Total	2,120	2,400	3,190	3,150	3,030	3,150	3,150	3,200

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	4.2	4.4	5.8	6.3	6.2	7.2	8.1	8.7
Visitor	2.4	2.6	3.6	3.9	3.9	4.7	5.3	5.7
Business or Employee	1.7	1.7	2.2	2.4	2.3	2.6	2.8	3.0
State Tax Receipts	15.7	15.5	16.9	16.1	14.7	15.5	18.6	19.8
Visitor	13.9	13.7	14.4	13.4	12.2	13.0	16.1	17.2
Business or Employee	1.8	1.8	2.6	2.7	2.6	2.5	2.5	2.6

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	21.9	22.0	22.6	22.7	23.1	24.6	25.7	27.9
Other Travel*	1.8	1.8	1.6	1.4	1.2	1.3	1.5	1.6
Total	23.7	23.8	24.2	24.0	24.3	25.9	27.3	29.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	6.5	6.3	6.8	7.3	7.7	8.2	8.5	9.5
Private Home	4.8	4.8	4.7	4.3	4.2	4.6	4.9	5.3
Campground	3.5	3.8	4.1	4.1	4.1	4.3	4.5	4.9
Vacation Home	1.4	1.4	1.3	1.4	1.4	1.5	1.6	1.7
Day Travel	5.7	5.6	5.7	5.7	5.7	6.0	6.2	6.6
Total	21.9	22.0	22.6	22.7	23.1	24.6	25.7	27.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	3.5	3.4	3.8	4.1	4.4	4.7	4.9	5.4
Food Service	6.5	6.4	6.7	6.9	7.2	7.6	7.9	8.5
Food Stores	1.8	1.9	1.9	2.0	2.0	2.0	2.0	2.1
Local Tran. & Gas	3.7	3.9	3.7	3.4	3.1	3.4	3.9	4.1
Arts, Ent. & Rec.	3.5	3.5	3.6	3.6	3.7	3.8	3.9	4.1
Retail Sales	2.9	2.8	2.9	2.7	2.7	3.0	3.3	3.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	21.9	22.0	22.6	22.7	23.1	24.6	25.7	27.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	6.7	6.8	6.8	6.7	7.4	7.9	7.7	8.6
Arts, Ent. & Rec.	0.9	1.0	0.9	0.9	0.9	1.0	1.0	1.1
Retail**	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.1
Ground Tran.	0.2	0.3	0.3	0.3	0.3	0.4	0.6	0.7
Visitor Air Tran.	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
Total	8.9	9.1	9.1	8.9	9.8	10.4	10.4	11.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	270	280	240	220	220	220	210	230
Arts, Ent. & Rec.	50	50	40	40	30	30	30	30
Retail**	30	30	40	30	30	30	30	30
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	370	370	320	290	290	300	290	310

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8
Visitor	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	1.4	1.3	1.3	1.3	1.3	1.3	1.4	1.5
Visitor	1.1	1.0	1.0	1.0	0.9	1.0	1.1	1.2
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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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MONO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	421.3	430.6	471.5	492.4	545.9	612.9	622.3	667.4
Other Travel*	2.8	3.2	2.9	2.6	2.4	2.9	3.4	3.6
Total	424.1	433.8	474.4	495.0	548.3	615.8	625.7	671.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	309.3	317.5	359.2	379.7	429.9	487.5	490.0	529.3
Private Home	7.1	7.5	8.4	7.7	7.8	9.7	10.3	10.0
Campground	35.7	34.1	32.4	32.1	32.5	34.1	35.8	38.6
Vacation Home	38.6	40.6	39.3	40.2	40.9	43.7	47.7	48.9
Day Travel	30.5	30.9	32.2	32.6	34.8	37.8	38.5	40.5
Total	421.3	430.6	471.5	492.4	545.9	612.9	622.3	667.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	137.1	137.6	154.1	165.6	188.9	214.2	212.6	234.4
Food Service	116.3	120.5	133.9	141.8	159.9	178.1	181.5	194.5
Food Stores	16.4	16.7	17.1	17.6	18.4	19.3	19.3	20.4
Local Tran. & Gas	46.6	49.5	49.7	46.4	46.0	53.3	58.9	62.6
Arts, Ent. & Rec.	60.0	61.2	67.4	69.6	76.7	83.2	82.9	86.5
Retail Sales	44.8	45.1	49.4	51.3	56.0	62.2	64.5	67.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	2.6	2.6	1.6
Total	421.3	430.6	471.5	492.4	545.9	612.9	622.3	667.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	61.5	61.8	71.1	75.2	87.9	106.6	108.3	119.9
Arts, Ent. & Rec.	20.7	21.9	37.2	42.0	44.0	43.5	48.8	52.4
Retail**	9.2	9.4	10.3	10.9	12.1	13.4	13.6	14.1
Ground Tran.	4.3	4.8	5.4	5.7	6.8	8.5	11.8	14.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	5.1	5.2	6.6
Other Travel*	0.2	0.2	0.3	0.3	0.3	0.8	1.0	1.4
Total	95.8	98.1	124.3	134.1	151.0	177.8	188.6	208.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,160	2,150	2,230	2,270	2,420	2,720	2,840	3,100
Arts, Ent. & Rec.	980	1,110	1,720	2,160	2,250	2,250	2,340	2,280
Retail**	300	310	350	350	350	350	370	360
Ground Tran.	130	130	150	150	160	180	230	260
Visitor Air Tran.	0	0	0	0	0	50	50	70
Other Travel*	10	10	10	10	10	20	20	20
Total	3,570	3,720	4,450	4,930	5,200	5,580	5,840	6,090

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	19.2	18.9	26.3	28.7	32.8	37.0	37.6	41.3
Visitor	15.5	15.5	22.2	24.3	28.0	31.6	31.7	35.0
Business or Employee	3.7	3.4	4.1	4.4	4.8	5.4	5.8	6.3
State Tax Receipts	14.5	13.5	15.7	15.9	16.9	18.3	19.3	20.7
Visitor	11.0	10.1	11.2	11.1	11.8	12.8	13.8	14.8
Business or Employee	3.6	3.4	4.5	4.8	5.1	5.6	5.5	5.9

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MONTEREY COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,976	2,319	2,501	2,610	2,674	2,726	3,030	3,128
Other Travel*	102	109	101	92	85	95	105	113
Total	2,078	2,427	2,602	2,702	2,759	2,820	3,136	3,241

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,361.3	1,627.0	1,797.2	1,893.2	1,951.7	1,964.1	2,214.3	2,280.8
Private Home	142.4	159.2	154.3	157.9	156.8	172.6	190.6	205.0
Campground	33.1	37.0	40.6	41.3	41.8	43.9	46.0	49.6
Vacation Home	52.9	57.0	56.5	57.6	58.5	63.3	71.6	73.3
Day Travel	385.9	438.4	452.4	459.7	465.0	481.7	507.8	518.8
Total	1,975.7	2,318.7	2,501.1	2,609.6	2,673.8	2,725.7	3,030.3	3,127.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	452.2	539.6	633.7	684.1	712.1	716.0	835.4	879.1
Food Service	603.1	708.7	756.8	799.5	836.8	858.6	938.7	966.6
Food Stores	56.7	67.2	70.0	72.8	73.0	72.9	76.2	77.7
Local Tran. & Gas	204.4	245.4	240.2	223.8	207.9	224.0	260.7	266.7
Arts, Ent. & Rec.	280.3	325.2	346.4	357.5	366.8	367.8	392.8	394.0
Retail Sales	364.1	416.6	436.8	454.2	459.1	468.8	509.0	519.7
Visitor Air Tran.	14.9	16.0	17.1	17.6	18.0	17.5	17.5	23.8
Total	1,975.7	2,318.7	2,501.1	2,609.6	2,673.8	2,725.7	3,030.3	3,127.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	426.7	505.0	559.3	590.4	636.8	656.4	743.9	787.9
Arts, Ent. & Rec.	276.3	331.1	365.4	385.8	387.9	396.7	438.6	453.0
Retail**	55.7	65.5	70.2	75.0	77.3	76.0	85.3	85.2
Ground Tran.	17.2	22.0	24.0	25.6	28.3	31.9	46.3	53.8
Visitor Air Tran.	9.5	11.0	13.4	15.6	16.2	16.5	17.6	20.1
Other Travel*	15.6	16.2	17.5	18.5	19.6	21.3	22.1	23.6
Total	801.1	950.9	1,049.8	1,110.9	1,166.1	1,198.8	1,353.8	1,423.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	13,190	15,340	16,160	16,270	16,780	16,620	17,940	18,160
Arts, Ent. & Rec.	3,290	4,400	4,660	4,710	4,770	4,670	5,070	5,360
Retail**	1,770	2,040	2,130	2,170	2,200	2,090	2,270	2,180
Ground Tran.	500	590	630	640	660	670	900	970
Visitor Air Tran.	90	100	110	130	130	130	140	140
Other Travel*	300	280	280	290	310	320	320	310
Total	19,140	22,750	23,970	24,210	24,860	24,500	26,630	27,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	82.6	94.2	106.2	113.3	117.0	124.7	146.4	152.7
Visitor	52.5	62.6	72.8	78.3	81.6	88.0	104.4	109.4
Business or Employee	30.1	31.6	33.4	35.0	35.4	36.7	42.0	43.2
State Tax Receipts	111.6	116.9	128.7	130.7	130.0	126.1	139.0	143.6
Visitor	83.6	85.3	91.6	92.3	91.8	91.6	102.8	106.5
Business or Employee	28.0	31.5	37.1	38.5	38.2	34.4	36.2	37.2

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NAPA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,037	1,236	1,367	1,432	1,568	1,597	1,722	1,784
Other Travel*	29	45	45	43	62	62	71	71
Total	1,066	1,281	1,412	1,475	1,629	1,659	1,793	1,855

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	704.8	854.3	975.0	1,032.7	1,148.7	1,163.6	1,287.0	1,335.0
Private Home	29.9	32.5	31.9	30.4	30.7	32.4	34.6	36.8
Campground	10.0	16.3	15.6	15.7	15.9	16.6	17.5	18.8
Vacation Home	18.0	19.1	19.1	20.8	21.2	22.5	25.1	25.7
Day Travel	273.9	314.0	325.3	331.9	351.3	361.8	358.1	367.8
Total	1,036.6	1,236.1	1,366.9	1,431.5	1,567.9	1,597.0	1,722.3	1,784.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	248.3	317.0	392.6	426.7	484.7	488.6	546.4	572.3
Food Service	288.7	338.9	365.1	385.5	426.1	440.0	473.3	494.4
Food Stores	28.8	35.6	36.9	38.4	40.3	40.3	41.4	42.6
Local Tran. & Gas	66.7	80.8	79.9	75.2	74.0	79.9	91.3	94.5
Arts, Ent. & Rec.	200.3	231.4	247.8	255.3	276.0	278.9	290.2	295.2
Retail Sales	203.7	232.3	244.5	250.5	266.7	269.2	279.8	285.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	1,036.6	1,236.1	1,366.9	1,431.5	1,567.9	1,597.0	1,722.3	1,784.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	257.0	311.1	388.6	416.1	465.0	483.0	543.8	580.0
Arts, Ent. & Rec.	83.6	99.7	115.5	111.4	126.5	148.8	170.0	178.2
Retail**	29.2	34.6	37.2	39.2	42.4	41.8	42.1	42.0
Ground Tran.	7.3	9.4	10.3	11.0	12.8	14.7	21.7	25.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.2	6.3	7.1	7.6	14.3	13.9	15.8	15.7
Total	379.3	461.2	558.7	585.2	661.1	702.3	793.4	841.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	6,970	7,990	9,370	9,500	9,880	9,910	10,490	10,650
Arts, Ent. & Rec.	4,110	4,640	5,210	4,840	5,210	5,960	6,370	6,440
Retail**	950	1,000	1,090	1,080	1,160	1,120	1,130	1,090
Ground Tran.	220	260	280	280	310	310	420	470
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	60	130	160	150	210	210	200	200
Total	12,310	14,010	16,100	15,860	16,760	17,510	18,610	18,840

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	51.3	62.6	74.7	80.3	88.9	87.3	97.8	102.2
Visitor	36.4	46.5	55.9	60.8	67.7	65.7	73.1	76.6
Business or Employee	14.9	16.1	18.8	19.5	21.2	21.6	24.7	25.6
State Tax Receipts	50.6	53.3	60.9	62.0	65.8	65.1	69.2	71.9
Visitor	37.4	38.1	41.4	42.0	44.4	44.2	47.3	49.2
Business or Employee	13.2	15.2	19.4	19.9	21.4	20.9	22.0	22.7

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NEVADA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	256.1	272.2	288.4	303.1	325.2	347.6	370.0	395.8
Other Travel*	18.9	21.2	17.3	15.3	13.4	15.1	17.5	18.3
Total	275.1	293.5	305.7	318.4	338.6	362.6	387.6	414.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	75.7	83.0	99.7	115.3	134.1	146.7	155.4	169.5
Private Home	51.9	55.6	54.8	51.3	51.3	54.7	59.2	63.8
Campground	26.1	26.7	26.5	26.3	26.6	27.9	29.3	31.6
Vacation Home	42.5	44.2	43.8	45.4	46.2	49.0	53.5	54.8
Day Travel	59.9	62.7	63.5	64.8	67.0	69.1	72.6	76.1
Total	256.1	272.2	288.4	303.1	325.2	347.6	370.0	395.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	46.8	49.8	58.2	65.6	74.2	80.5	83.9	91.1
Food Service	78.3	83.1	88.5	95.8	105.0	110.8	116.5	124.5
Food Stores	17.0	18.2	18.4	19.0	19.3	19.5	19.8	20.7
Local Tran. & Gas	38.0	41.7	39.9	37.1	35.1	38.9	44.4	47.1
Arts, Ent. & Rec.	43.5	45.4	48.0	50.5	54.1	55.6	57.1	59.4
Retail Sales	32.4	33.9	35.4	35.1	37.4	42.3	48.5	53.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	256.1	272.2	288.4	303.1	325.2	347.6	370.0	395.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	59.9	64.8	79.1	84.0	95.2	103.1	113.6	124.7
Arts, Ent. & Rec.	16.4	17.7	17.5	16.6	18.6	21.2	21.1	22.6
Retail**	7.7	8.1	8.5	8.8	9.5	10.0	10.9	11.6
Ground Tran.	2.5	2.9	3.2	3.5	4.0	4.7	6.8	8.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	1.3	0.6	0.6	0.7	0.7	0.8	0.8
Total	87.5	94.9	108.9	113.4	128.0	139.8	153.1	167.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,740	1,830	2,200	2,170	2,280	2,430	2,580	2,690
Arts, Ent. & Rec.	770	870	820	740	770	840	820	850
Retail**	250	260	270	270	280	290	310	310
Ground Tran.	80	80	90	90	100	100	130	150
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	40	20	20	20	20	20	20
Total	2,870	3,080	3,390	3,290	3,450	3,680	3,860	4,020

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	7.8	8.0	9.2	10.1	11.3	12.7	14.2	15.4
Visitor	4.4	4.7	5.6	6.3	7.2	8.3	9.3	10.1
Business or Employee	3.4	3.3	3.6	3.8	4.1	4.4	4.9	5.3
State Tax Receipts	15.2	14.5	15.7	15.7	16.1	16.5	18.4	19.8
Visitor	12.1	11.4	12.0	11.9	12.0	12.5	14.4	15.5
Business or Employee	3.0	3.1	3.7	3.8	4.0	4.0	4.0	4.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	7,976	9,003	10,397	11,229	11,964	12,252	12,186	12,673
Other Travel*	1,338	1,367	1,485	1,467	1,512	1,564	1,736	1,789
Total	9,314	10,370	11,883	12,696	13,477	13,815	13,922	14,463

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	4,648	5,693	6,996	7,709	8,343	8,415	7,943	8,207
Private Home	1,041	1,173	1,375	1,452	1,477	1,641	1,848	2,013
Campground	79	63	43	45	47	48	145	156
Vacation Home	171	213	272	265	272	289	316	322
Day Travel	2,036	1,861	1,712	1,757	1,825	1,860	1,934	1,975
Total	7,976	9,003	10,397	11,229	11,964	12,252	12,186	12,673

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	1,596	1,908	2,259	2,489	2,710	2,717	2,984	3,101
Food Service	2,149	2,475	2,872	3,085	3,342	3,445	3,248	3,385
Food Stores	257	311	386	405	414	412	441	451
Local Tran. & Gas	659	432	300	305	304	319	322	330
Arts, Ent. & Rec.	1,859	2,212	2,627	2,798	2,957	2,979	2,794	2,831
Retail Sales	1,154	1,336	1,589	1,756	1,844	1,992	1,975	2,159
Visitor Air Tran.	301	330	366	390	393	389	421	418
Total	7,976	9,003	10,397	11,229	11,964	12,252	12,186	12,673

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,528.2	1,787.9	1,983.8	2,175.7	2,422.3	2,510.0	2,594.1	2,755.1
Arts, Ent. & Rec.	971.6	1,193.8	1,562.2	1,712.5	1,900.4	2,065.0	1,926.3	2,009.9
Retail**	175.5	202.6	244.9	275.3	291.7	301.9	300.7	316.2
Ground Tran.	66.7	60.7	51.3	52.7	60.0	66.3	78.9	91.9
Visitor Air Tran.	20.3	23.7	27.1	29.9	39.5	42.9	45.8	49.9
Other Travel*	233.8	216.9	274.4	287.6	338.1	347.8	379.3	392.5
Total	2,996.2	3,485.6	4,143.8	4,533.8	5,052.1	5,333.9	5,325.1	5,615.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	48,450	53,380	60,020	62,540	66,580	67,180	65,570	66,920
Arts, Ent. & Rec.	28,350	32,870	41,200	44,990	47,550	48,110	48,970	49,410
Retail**	5,330	5,830	6,910	7,490	7,750	7,930	7,690	7,790
Ground Tran.	1,820	1,570	1,320	1,280	1,370	1,380	1,520	1,650
Visitor Air Tran.	370	400	430	460	520	560	580	610
Other Travel*	4,810	4,310	5,220	5,200	5,760	5,940	6,080	6,040
Total	89,130	98,350	115,100	121,960	129,520	131,090	130,420	132,420

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	356.7	406.0	476.1	521.2	566.3	577.8	618.8	641.9
Visitor	240.0	284.5	336.9	370.6	404.8	414.1	453.2	471.0
Business or Employee	116.7	121.6	139.2	150.6	161.6	163.7	165.6	170.9
State Tax Receipts	417.8	402.1	467.0	493.6	513.5	515.4	504.2	530.4
Visitor	311.4	286.2	320.5	336.6	347.8	354.1	353.7	375.4
Business or Employee	106.4	115.9	146.5	157.0	165.7	161.2	150.5	155.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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PLACER COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	952.9	948.3	964.5	1,034.8	1,161.6	1,273.6	1,315.2	1,397.3
Other Travel*	71.2	74.5	69.6	63.7	62.3	75.4	87.3	93.0
Total	1,024.1	1,022.8	1,034.1	1,098.5	1,223.9	1,349.0	1,402.5	1,490.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	552.1	526.5	542.8	604.6	718.0	804.1	813.0	865.7
Private Home	145.1	152.1	152.1	156.8	158.6	172.1	188.8	205.7
Campground	26.4	30.6	29.8	29.9	30.3	31.8	33.3	36.0
Vacation Home	101.3	109.3	110.6	108.6	110.4	115.7	121.9	124.6
Day Travel	128.0	129.8	129.2	134.9	144.3	149.9	158.2	165.3
Total	952.9	948.3	964.5	1,034.8	1,161.6	1,273.6	1,315.2	1,397.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	210.0	204.5	222.7	250.7	296.7	333.7	337.4	362.0
Food Service	281.7	279.6	284.2	312.2	357.1	387.6	398.2	423.4
Food Stores	37.9	40.4	40.2	42.7	45.0	46.3	46.5	48.4
Local Tran. & Gas	119.2	126.1	118.0	112.3	110.0	123.8	139.0	146.5
Arts, Ent. & Rec.	180.5	178.2	180.7	192.8	214.1	226.1	227.2	234.6
Retail Sales	123.5	119.5	118.9	124.0	138.6	156.1	166.9	182.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	952.9	948.3	964.5	1,034.8	1,161.6	1,273.6	1,315.2	1,397.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	172.2	170.5	182.6	197.4	244.2	272.5	285.3	310.2
Arts, Ent. & Rec.	83.7	85.4	93.5	93.9	95.9	112.2	116.7	124.1
Retail**	21.9	22.0	22.4	24.2	27.2	29.4	30.7	32.6
Ground Tran.	9.1	9.9	10.3	11.3	13.6	16.4	22.9	27.7
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.4	3.1	3.6	4.2	6.3	8.6	9.2	10.5
Total	291.3	290.8	312.3	330.9	387.1	439.1	464.8	505.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	6,450	6,200	6,280	6,440	7,340	7,880	7,970	8,230
Arts, Ent. & Rec.	4,360	3,960	3,880	3,820	4,340	4,910	4,960	4,800
Retail**	720	680	680	710	790	830	840	860
Ground Tran.	270	270	280	290	320	350	450	500
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	130	100	100	120	160	210	220	230
Total	11,930	11,210	11,210	11,380	12,950	14,190	14,440	14,630

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	29.9	27.9	29.6	32.6	38.1	42.7	45.3	48.6
Visitor	19.0	18.2	19.7	22.3	26.4	29.9	31.5	33.9
Business or Employee	10.9	9.6	9.9	10.4	11.7	12.8	13.7	14.6
State Tax Receipts	52.5	47.9	50.2	51.1	54.3	57.6	62.5	67.0
Visitor	41.6	37.6	38.5	38.9	40.8	43.4	48.6	52.2
Business or Employee	10.9	10.3	11.7	12.2	13.5	14.1	14.0	14.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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PLUMAS COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	104.7	113.9	112.1	109.7	111.9	116.0	127.9	146.2
Other Travel*	3.6	3.8	3.3	2.8	2.5	2.8	3.3	3.4
Total	108.4	117.7	115.3	112.5	114.4	118.8	131.2	149.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	36.6	42.0	42.3	43.5	47.4	47.3	49.0	61.6
Private Home	10.4	11.1	10.2	9.2	9.4	10.5	11.3	12.4
Campground	18.8	20.3	20.8	20.6	20.8	21.8	22.9	24.7
Vacation Home	22.1	22.4	21.2	21.7	22.1	23.5	25.6	26.2
Day Travel	16.8	18.1	17.6	14.6	12.2	12.8	19.1	21.2
Total	104.7	113.9	112.1	109.7	111.9	116.0	127.9	146.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	24.4	26.5	27.4	28.5	30.8	31.3	32.3	38.4
Food Service	29.5	32.0	31.5	31.4	32.7	33.6	36.8	42.2
Food Stores	7.5	8.3	8.2	8.2	8.3	8.4	8.7	9.4
Local Tran. & Gas	15.8	17.7	16.2	14.1	12.7	13.9	16.8	18.7
Arts, Ent. & Rec.	16.4	17.5	17.2	16.6	16.8	16.9	18.3	20.3
Retail Sales	11.1	11.9	11.6	10.9	10.7	11.8	15.0	17.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	104.7	113.9	112.1	109.7	111.9	116.0	127.9	146.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	22.1	24.5	26.2	26.9	29.6	31.8	35.7	42.8
Arts, Ent. & Rec.	4.9	5.3	5.4	5.3	5.4	3.9	3.9	4.4
Retail**	3.0	3.2	3.2	3.2	3.2	3.6	4.1	4.6
Ground Tran.	1.1	1.3	1.3	1.3	1.5	1.7	2.5	3.3
Visitor Air Tran.	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
Total	31.2	34.4	36.2	36.9	39.8	41.2	46.4	55.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	820	910	900	920	920	980	1,070	1,200
Arts, Ent. & Rec.	180	180	190	170	180	120	130	140
Retail**	130	130	120	120	130	130	150	160
Ground Tran.	30	40	40	30	40	40	50	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10	10
Total	1,170	1,260	1,250	1,250	1,260	1,280	1,400	1,570

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	2.9	3.1	3.2	3.3	3.5	3.5	4.0	4.8
Visitor	1.7	2.0	2.0	2.1	2.3	2.3	2.6	3.2
Business or Employee	1.2	1.1	1.1	1.2	1.2	1.2	1.4	1.6
State Tax Receipts	5.4	5.3	5.4	5.1	5.0	5.1	5.9	6.7
Visitor	4.3	4.1	4.1	3.8	3.7	3.8	4.6	5.2
Business or Employee	1.1	1.2	1.3	1.3	1.3	1.3	1.3	1.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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RIVERSIDE COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	5,490.0	6,181.5	6,392.3	6,688.9	7,028.4	7,423.5	8,020.2	8,391.3
Other Travel*	546.8	583.9	559.5	520.4	504.9	505.4	583.6	599.3
Total	6,036.8	6,765.4	6,951.8	7,209.3	7,533.3	7,928.8	8,603.8	8,990.6

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,920.1	2,297.0	2,553.6	2,744.5	2,993.4	3,122.9	3,404.3	3,567.2
Private Home	767.2	835.8	834.8	863.3	884.7	976.4	1,078.7	1,170.1
Campground	221.9	230.7	185.0	184.8	186.9	196.1	205.9	222.0
Vacation Home	920.8	992.3	1,004.2	1,038.2	1,058.2	1,132.0	1,233.8	1,263.5
Day Travel	1,660.0	1,825.7	1,814.7	1,858.1	1,905.3	1,996.1	2,097.6	2,168.5
Total	5,490.0	6,181.5	6,392.3	6,688.9	7,028.4	7,423.5	8,020.2	8,391.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	880.1	1,017.8	1,148.4	1,244.2	1,371.4	1,427.1	1,530.9	1,583.9
Food Service	1,739.8	1,952.1	2,019.1	2,148.7	2,293.4	2,413.6	2,573.7	2,704.0
Food Stores	233.9	262.5	252.6	263.4	267.4	271.7	279.0	288.3
Local Tran. & Gas	693.0	804.2	766.6	725.3	693.1	756.3	859.9	897.4
Arts, Ent. & Rec.	954.5	1,056.6	1,089.2	1,132.4	1,184.9	1,218.2	1,269.4	1,298.6
Retail Sales	912.6	1,005.8	1,018.5	1,075.8	1,113.6	1,224.2	1,383.8	1,473.0
Visitor Air Tran.	76.0	82.5	97.8	99.1	104.5	112.4	123.5	146.0
Total	5,490.0	6,181.5	6,392.3	6,688.9	7,028.4	7,423.5	8,020.2	8,391.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	856.3	992.0	1,103.9	1,200.9	1,342.5	1,432.6	1,557.1	1,662.1
Arts, Ent. & Rec.	373.7	427.3	496.5	511.6	556.8	583.9	629.8	663.6
Retail**	147.5	165.7	169.6	183.3	193.1	201.7	220.8	229.1
Ground Tran.	54.5	67.4	71.9	78.8	88.9	100.0	136.0	160.1
Visitor Air Tran.	15.4	17.6	20.3	22.7	18.6	19.9	20.9	17.2
Other Travel*	77.4	72.4	79.3	83.7	97.9	73.5	79.3	77.3
Total	1,524.7	1,742.4	1,941.5	2,081.1	2,297.8	2,411.7	2,643.8	2,809.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	35,320	39,740	43,670	45,450	47,770	49,180	51,170	52,470
Arts, Ent. & Rec.	15,280	16,750	18,720	19,070	19,790	20,130	21,530	22,370
Retail**	5,290	5,710	5,770	5,930	6,060	6,230	6,630	6,670
Ground Tran.	1,510	1,740	1,820	1,900	2,010	2,080	2,620	2,870
Visitor Air Tran.	280	290	320	350	280	290	290	260
Other Travel*	1,800	1,400	1,550	1,570	1,990	1,830	1,950	1,860
Total	59,490	65,640	71,850	74,260	77,900	79,740	84,190	86,500

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	152.8	172.7	195.2	213.0	236.0	247.9	279.6	291.7
Visitor	93.6	112.3	130.5	144.3	162.8	174.3	197.8	206.6
Business or Employee	59.2	60.5	64.8	68.8	73.1	73.7	81.8	85.1
State Tax Receipts	319.6	320.1	340.2	345.0	349.2	358.0	399.2	421.5
Visitor	263.5	259.6	269.3	270.7	271.5	282.5	321.7	341.1
Business or Employee	56.1	60.5	70.9	74.3	77.6	75.5	77.5	80.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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SACRAMENTO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	2,416.3	2,564.8	2,727.7	2,813.8	2,869.0	3,044.9	3,296.6	3,480.7
Other Travel*	674.0	754.3	767.3	778.2	768.7	791.0	865.1	932.2
Total	3,090.2	3,319.2	3,495.0	3,592.0	3,637.7	3,835.9	4,161.7	4,412.9

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,063.2	1,124.8	1,264.2	1,336.1	1,385.4	1,429.9	1,567.8	1,653.8
Private Home	658.9	705.9	712.0	718.5	721.7	799.4	875.7	945.9
Campground	12.7	13.0	13.1	13.2	13.3	14.0	14.7	15.8
Vacation Home	21.8	23.2	23.4	23.0	23.4	24.4	25.7	26.3
Day Travel	659.8	698.0	715.0	723.0	725.2	777.2	812.8	838.9
Total	2,416.3	2,564.8	2,727.7	2,813.8	2,869.0	3,044.9	3,296.6	3,480.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	251.3	267.7	326.0	358.6	384.2	412.1	458.9	482.5
Food Service	656.7	694.8	736.0	775.3	808.4	852.9	914.1	960.0
Food Stores	81.4	88.6	90.6	94.0	93.8	96.0	98.9	101.5
Local Tran. & Gas	485.3	529.5	531.3	504.6	478.5	514.9	577.3	598.6
Arts, Ent. & Rec.	397.4	414.8	437.4	449.9	459.9	474.4	495.9	506.9
Retail Sales	319.0	330.4	343.6	354.3	357.7	400.1	444.4	491.2
Visitor Air Tran.	225.2	239.0	262.8	277.1	286.6	294.5	307.0	339.9
Total	2,416.3	2,564.8	2,727.7	2,813.8	2,869.0	3,044.9	3,296.6	3,480.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	359.2	387.6	430.7	462.5	508.3	537.1	608.2	651.7
Arts, Ent. & Rec.	175.6	189.4	224.1	247.2	270.3	305.4	304.7	320.8
Retail**	54.9	58.2	61.5	65.2	67.5	72.4	78.2	83.3
Ground Tran.	43.0	48.9	53.9	59.1	63.9	69.1	88.0	101.3
Visitor Air Tran.	15.9	18.1	20.7	22.8	19.0	18.2	18.9	19.3
Other Travel*	60.0	72.3	78.1	87.1	83.7	77.4	82.0	85.6
Total	708.6	774.4	869.0	943.9	1,012.8	1,079.5	1,180.0	1,262.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	14,650	15,220	16,480	16,590	16,980	17,430	18,810	19,150
Arts, Ent. & Rec.	6,340	7,220	7,070	7,090	7,310	7,510	7,830	8,340
Retail**	1,850	1,930	2,020	2,060	2,050	2,160	2,260	2,300
Ground Tran.	1,110	1,180	1,280	1,350	1,380	1,400	1,670	1,800
Visitor Air Tran.	310	320	350	370	330	310	310	340
Other Travel*	1,340	1,420	1,400	1,500	1,480	1,530	1,380	1,460
Total	25,610	27,300	28,610	28,970	29,520	30,340	32,270	33,390

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	79.9	82.1	97.2	105.2	110.5	117.0	133.1	140.5
Visitor	52.6	55.4	67.5	73.2	77.4	83.2	95.7	101.3
Business or Employee	27.3	26.7	29.7	32.0	33.1	33.8	37.4	39.2
State Tax Receipts	153.6	147.4	157.8	156.8	153.3	158.3	179.9	191.0
Visitor	127.1	120.1	126.5	123.7	119.7	125.2	146.0	155.6
Business or Employee	26.5	27.3	31.3	33.1	33.6	33.2	33.9	35.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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 BENITO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	74.6	79.6	83.4	83.6	87.2	98.3	108.6	114.1
Other Travel*	10.2	11.2	10.2	9.0	8.0	9.1	10.8	11.3
Total	84.8	90.8	93.6	92.7	95.2	107.4	119.5	125.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	10.2	10.7	11.5	12.4	14.4	21.0	24.1	25.3
Private Home	27.4	29.9	29.6	28.1	28.8	31.2	34.8	36.4
Campground	18.0	18.8	21.5	21.9	22.1	23.2	24.3	26.2
Vacation Home	2.1	2.2	2.3	2.4	2.4	2.6	2.8	2.9
Day Travel	17.0	17.9	18.6	18.9	19.5	20.3	22.6	23.3
Total	74.6	79.6	83.4	83.6	87.2	98.3	108.6	114.1

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	7.2	7.8	9.3	10.0	11.1	13.6	15.0	15.9
Food Service	22.9	24.2	25.3	26.7	28.8	32.0	34.9	36.3
Food Stores	8.6	9.2	9.9	10.3	10.4	10.7	11.0	11.4
Local Tran. & Gas	13.8	15.2	14.9	13.7	12.7	14.3	16.8	17.6
Arts, Ent. & Rec.	12.2	12.7	13.3	13.7	14.5	15.6	16.7	16.9
Retail Sales	10.0	10.5	10.8	9.3	9.8	12.0	14.3	16.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	74.6	79.6	83.4	83.6	87.2	98.3	108.6	114.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	13.7	15.0	16.3	19.2	22.7	26.4	30.1	32.1
Arts, Ent. & Rec.	3.2	3.4	3.6	3.6	3.6	3.4	2.4	2.5
Retail**	2.5	2.7	2.9	2.8	3.0	1.4	1.4	1.5
Ground Tran.	0.8	1.0	1.0	1.1	1.3	1.5	2.2	2.7
Visitor Air Tran.	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
Total	20.5	22.3	24.1	27.0	30.9	33.1	36.6	39.3

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	460	490	510	550	600	640	690	740
Arts, Ent. & Rec.	180	220	200	190	200	210	140	170
Retail**	70	70	70	70	70	40	40	40
Ground Tran.	20	30	30	30	30	30	40	50
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	20	20	20	20	20
Total	750	820	830	850	910	940	940	1,020

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	1.8	1.8	2.0	2.1	2.4	2.6	3.9	4.1
Visitor	1.0	1.0	1.2	1.2	1.4	1.6	2.6	2.8
Business or Employee	0.8	0.8	0.8	0.9	1.0	1.0	1.2	1.3
State Tax Receipts	5.2	5.0	5.3	5.2	5.1	5.5	6.3	6.7
Visitor	4.5	4.2	4.5	4.2	4.1	4.5	5.4	5.8
Business or Employee	0.7	0.8	0.9	0.9	1.0	1.0	0.9	1.0

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SAN BERNARDINO COUNTY

Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	3,505	3,752	3,881	4,006	4,119	4,397	4,693	5,029
Other Travel*	594	621	585	552	524	578	650	688
Total	4,099	4,373	4,466	4,558	4,643	4,975	5,343	5,717

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,055.2	1,138.2	1,250.4	1,335.7	1,418.4	1,532.2	1,606.9	1,771.9
Private Home	545.0	573.3	565.3	574.8	576.8	631.3	693.4	756.8
Campground	115.5	130.0	143.3	143.0	144.6	151.7	159.2	171.7
Vacation Home	776.0	827.3	827.5	850.7	867.1	921.4	1,004.3	1,028.4
Day Travel	1,013.8	1,083.5	1,094.8	1,102.2	1,111.7	1,160.4	1,228.9	1,300.4
Total	3,505.5	3,752.3	3,881.3	4,006.4	4,118.7	4,397.0	4,692.7	5,029.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	543.4	589.6	654.4	708.2	761.2	812.0	842.4	914.6
Food Service	1,044.4	1,115.5	1,157.1	1,216.0	1,278.7	1,351.6	1,417.6	1,521.7
Food Stores	140.4	155.1	158.7	163.8	164.7	167.3	170.1	178.7
Local Tran. & Gas	567.4	630.9	615.7	576.4	543.7	595.6	664.7	710.2
Arts, Ent. & Rec.	569.9	600.5	621.2	637.7	657.4	678.9	695.8	727.5
Retail Sales	507.9	532.7	545.8	573.7	585.9	659.6	758.6	827.4
Visitor Air Tran.	132.2	128.0	128.4	130.6	127.1	132.0	143.5	149.0
Total	3,505.5	3,752.3	3,881.3	4,006.4	4,118.7	4,397.0	4,692.7	5,029.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	513.2	564.7	644.6	700.7	774.4	842.0	896.5	985.5
Arts, Ent. & Rec.	277.5	302.1	312.2	332.3	356.3	405.3	407.6	439.0
Retail**	86.3	92.7	97.1	104.2	108.6	116.6	124.5	132.3
Ground Tran.	43.8	50.9	55.1	60.0	66.3	74.6	96.8	116.3
Visitor Air Tran.	34.5	40.0	8.6	11.0	13.2	11.4	12.2	9.5
Other Travel*	78.8	84.4	46.8	52.4	62.8	66.7	70.7	72.0
Total	1,034.0	1,134.8	1,164.5	1,260.6	1,381.6	1,516.7	1,608.2	1,754.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	22,950	24,530	26,970	27,880	28,890	30,240	30,790	32,200
Arts, Ent. & Rec.	13,940	14,410	16,050	17,200	17,720	18,350	17,100	17,700
Retail**	3,070	3,240	3,340	3,450	3,450	3,640	3,770	3,880
Ground Tran.	1,190	1,290	1,370	1,420	1,470	1,540	1,850	2,080
Visitor Air Tran.	570	600	150	190	210	200	200	170
Other Travel*	1,780	1,800	1,220	1,290	1,440	1,470	1,500	1,500
Total	43,500	45,860	49,100	51,430	53,180	55,430	55,230	57,530

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	91.4	95.4	102.6	110.8	117.9	127.0	140.3	151.8
Visitor	51.5	56.3	64.0	69.3	74.1	80.9	90.8	98.9
Business or Employee	39.9	39.1	38.6	41.5	43.8	46.1	49.5	52.9
State Tax Receipts	221.0	213.5	224.0	223.0	220.4	229.7	258.2	278.1
Visitor	183.1	174.3	181.2	177.9	173.8	182.3	211.0	227.8
Business or Employee	38.0	39.2	42.8	45.1	46.6	47.3	47.2	50.2

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SAN DIEGO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	9,841	9,967	10,542	10,839	11,466	12,062	11,854	11,859
Other Travel*	1,357	1,474	1,478	1,482	1,530	1,632	1,798	1,933
Total	11,198	11,441	12,020	12,321	12,996	13,694	13,652	13,792

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	5,396.5	5,767.7	6,389.5	6,757.4	7,242.6	7,640.0	7,215.1	7,089.3
Private Home	1,173.4	1,164.4	1,223.3	1,218.1	1,249.3	1,355.9	1,484.8	1,593.8
Campground	326.5	290.2	286.2	282.5	291.5	301.8	237.0	254.3
Vacation Home	224.9	190.2	163.1	151.1	155.4	162.5	172.9	177.5
Day Travel	2,719.3	2,554.3	2,479.7	2,429.7	2,527.1	2,602.1	2,744.6	2,743.8
Total	9,840.6	9,966.8	10,541.8	10,838.7	11,465.9	12,062.3	11,854.4	11,858.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	1,984	2,272	2,675	2,908	3,146	3,288	3,588	3,472
Food Service	2,666	2,716	2,843	2,907	3,136	3,330	3,045	3,080
Food Stores	359	400	467	506	518	528	472	472
Local Tran. & Gas	898	652	510	458	436	484	477	480
Arts, Ent. & Rec.	1,757	1,663	1,613	1,584	1,672	1,729	1,610	1,588
Retail Sales	1,555	1,598	1,687	1,686	1,757	1,873	1,788	1,837
Visitor Air Tran.	622	664	747	789	801	831	873	930
Total	9,841	9,967	10,542	10,839	11,466	12,062	11,854	11,859

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,841.3	1,961.0	2,198.3	2,325.5	2,635.1	2,823.3	2,703.9	2,741.1
Arts, Ent. & Rec.	844.4	825.7	818.1	877.9	908.2	891.0	859.1	872.5
Retail**	241.1	251.3	274.7	287.6	303.6	312.8	291.1	290.9
Ground Tran.	76.3	61.5	47.2	42.8	48.7	56.3	66.7	76.0
Visitor Air Tran.	38.6	44.1	50.4	56.1	71.1	79.5	84.0	94.3
Other Travel*	162.6	171.8	173.9	195.1	249.1	269.4	294.6	331.2
Total	3,204.3	3,315.4	3,562.5	3,785.1	4,215.8	4,432.2	4,299.4	4,406.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	59,000	60,370	64,230	64,410	68,900	69,940	64,480	63,490
Arts, Ent. & Rec.	26,150	23,580	23,210	22,690	24,320	24,830	22,600	21,490
Retail**	8,240	8,170	8,750	8,790	9,050	9,090	8,240	8,050
Ground Tran.	2,110	1,610	1,220	1,060	1,130	1,180	1,290	1,370
Visitor Air Tran.	760	790	860	920	1,170	1,370	1,400	1,690
Other Travel*	3,730	3,570	3,390	3,640	4,550	4,830	4,870	5,300
Total	100,000	98,080	101,670	101,510	109,110	111,240	102,890	101,400

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	375.8	421.6	473.8	508.7	547.5	569.8	606.5	598.1
Visitor	251.0	306.1	354.5	383.2	412.9	434.1	473.2	464.4
Business or Employee	124.8	115.5	119.3	125.5	134.5	135.7	133.3	133.7
State Tax Receipts	507.4	448.4	478.6	478.6	492.4	500.6	482.3	492.8
Visitor	393.0	337.1	351.8	346.9	353.7	365.7	359.4	369.6
Business or Employee	114.4	111.3	126.8	131.7	138.7	134.9	122.8	123.2

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SAN FRANCISCO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	7,678	8,319	10,267	10,895	10,875	10,758	11,114	11,294
Other Travel*	1,223	1,473	2,001	2,098	2,318	2,645	2,792	2,863
Total	8,901	9,792	12,269	12,992	13,192	13,404	13,906	14,156

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	5,727.0	6,201.4	7,895.4	8,462.7	8,460.8	8,291.5	8,590.4	8,702.9
Private Home	653.8	775.0	864.4	878.9	871.1	898.6	936.4	964.6
Campground	6.6	3.2	4.1	4.1	4.2	4.4	4.6	4.9
Vacation Home	34.9	37.8	38.2	38.4	39.1	42.2	46.7	47.8
Day Travel	1,255.4	1,301.0	1,465.2	1,510.4	1,499.6	1,521.9	1,535.9	1,573.3
Total	7,677.7	8,318.5	10,267.3	10,894.5	10,874.8	10,758.5	11,114.0	11,293.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	1,630.5	1,962.8	2,883.6	3,200.3	3,209.5	3,079.7	3,178.7	3,361.2
Food Service	2,113.1	2,164.2	2,544.6	2,719.3	2,773.4	2,806.7	2,934.1	2,961.1
Food Stores	174.6	185.0	209.9	220.8	216.1	212.2	214.4	213.7
Local Tran. & Gas	507.9	540.5	585.6	561.1	519.9	548.2	606.6	610.2
Arts, Ent. & Rec.	1,171.3	1,184.3	1,387.0	1,447.6	1,447.5	1,431.5	1,461.6	1,437.0
Retail Sales	1,243.2	1,237.9	1,425.8	1,478.0	1,454.3	1,442.8	1,474.5	1,469.3
Visitor Air Tran.	837.1	1,043.8	1,230.9	1,267.5	1,254.1	1,237.3	1,244.2	1,241.1
Total	7,677.7	8,318.5	10,267.3	10,894.5	10,874.8	10,758.5	11,114.0	11,293.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,285.6	1,401.1	1,800.3	2,045.8	2,167.4	2,242.5	2,364.9	2,469.6
Arts, Ent. & Rec.	717.5	749.4	921.3	1,031.4	1,051.9	937.0	990.2	1,002.7
Retail**	177.1	182.8	215.0	229.4	229.9	245.6	247.8	241.5
Ground Tran.	57.8	64.7	77.0	83.4	89.8	99.5	137.2	156.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	95.1	124.3	237.9	244.3	312.4	404.6	431.0	454.7
Total	2,333.1	2,522.4	3,251.5	3,634.3	3,851.3	3,929.3	4,171.1	4,324.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	31,610	31,860	38,530	41,400	41,250	41,760	42,000	40,980
Arts, Ent. & Rec.	13,900	12,820	14,220	15,570	15,540	15,380	15,170	15,420
Retail**	4,120	3,950	4,510	4,530	4,610	4,520	4,320	3,930
Ground Tran.	1,660	1,730	2,020	2,080	2,090	2,100	2,660	2,820
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	1,820	2,170	2,470	2,630	3,110	3,220	3,270	3,320
Total	53,110	52,540	61,750	66,200	66,600	66,970	67,420	66,470

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	374.6	419.1	571.8	628.8	633.9	614.3	649.2	675.7
Visitor	278.4	325.6	455.2	500.0	502.7	486.2	512.2	536.7
Business or Employee	96.2	93.5	116.6	128.8	131.2	128.1	137.1	139.0
State Tax Receipts	332.7	309.2	380.3	397.5	393.5	381.6	394.3	399.7
Visitor	253.2	228.0	269.4	276.8	272.1	266.7	280.1	284.0
Business or Employee	79.5	81.2	110.9	120.7	121.4	115.0	114.2	115.6

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SAN JOAQUIN COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	582.0	658.7	676.4	690.4	721.1	758.3	800.4	847.5
Other Travel*	134.1	144.7	133.0	119.4	106.6	120.0	140.4	145.9
Total	716.0	803.4	809.4	809.8	827.7	878.3	940.8	993.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	168.1	201.8	228.0	247.8	275.3	285.2	294.3	311.6
Private Home	192.4	212.2	204.3	197.0	195.7	214.0	236.2	255.4
Campground	6.5	7.4	8.2	8.3	8.4	8.8	9.2	9.9
Vacation Home	11.0	11.8	11.8	11.6	11.8	12.5	13.3	13.6
Day Travel	204.0	225.4	224.0	225.7	229.8	237.8	247.4	257.1
Total	582.0	658.7	676.4	690.4	721.1	758.3	800.4	847.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	57.1	67.6	80.6	91.7	105.4	112.1	117.8	124.3
Food Service	162.9	182.8	190.4	202.2	217.6	225.0	232.5	246.1
Food Stores	27.8	31.6	31.8	33.1	33.8	33.7	34.0	35.1
Local Tran. & Gas	158.5	182.9	174.0	162.0	153.2	165.4	184.0	192.6
Arts, Ent. & Rec.	80.4	89.0	92.5	95.9	101.2	102.3	103.3	106.4
Retail Sales	94.8	104.3	106.2	104.6	109.1	118.7	127.7	141.9
Visitor Air Tran.	0.4	0.4	1.0	0.8	0.9	1.0	1.2	1.1
Total	582.0	658.7	676.4	690.4	721.1	758.3	800.4	847.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	89.8	103.9	117.4	128.8	146.4	158.6	172.9	186.5
Arts, Ent. & Rec.	36.7	42.0	49.7	51.3	59.6	61.4	64.1	68.1
Retail**	17.9	19.9	20.7	21.4	22.8	23.9	25.1	26.9
Ground Tran.	10.7	13.1	14.0	15.1	17.1	19.0	25.2	29.9
Visitor Air Tran.	0.4	0.3	0.6	0.5	0.7	4.6	5.1	6.6
Other Travel*	8.0	7.3	7.6	8.2	9.2	23.5	24.6	31.1
Total	163.5	186.4	209.9	225.3	255.9	291.2	317.0	349.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	3,520	4,070	4,440	4,540	4,760	4,990	5,100	5,250
Arts, Ent. & Rec.	1,730	1,890	2,360	2,220	2,340	2,350	2,380	2,430
Retail**	660	690	720	720	740	760	760	780
Ground Tran.	300	340	360	370	390	400	490	540
Visitor Air Tran.	10	0	10	10	10	50	50	70
Other Travel*	270	220	230	240	250	400	400	480
Total	6,490	7,220	8,110	8,100	8,500	8,940	9,190	9,540

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	15.1	17.4	19.3	21.0	23.3	26.4	29.5	31.5
Visitor	8.9	10.8	12.2	13.5	15.0	17.1	19.3	20.5
Business or Employee	6.3	6.5	7.1	7.5	8.3	9.3	10.2	11.0
State Tax Receipts	49.3	49.0	51.1	49.5	48.6	50.2	58.3	62.5
Visitor	43.3	42.7	43.7	41.7	40.3	41.9	49.9	53.5
Business or Employee	6.0	6.3	7.4	7.8	8.3	8.3	8.5	9.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,273.6	1,460.3	1,562.3	1,606.9	1,622.7	1,716.0	1,837.0	1,935.2
Other Travel*	74.5	79.8	67.2	61.8	57.2	65.8	77.9	83.3
Total	1,348.1	1,540.1	1,629.5	1,668.7	1,680.0	1,781.8	1,915.0	2,018.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	747.1	880.5	966.5	1,002.0	1,015.4	1,077.1	1,147.2	1,202.1
Private Home	85.7	93.0	92.4	96.4	96.9	107.6	120.6	131.3
Campground	115.9	127.3	134.9	137.1	138.7	145.6	152.8	164.7
Vacation Home	37.5	40.1	40.0	40.8	41.4	44.7	50.5	51.7
Day Travel	287.4	319.4	328.5	330.5	330.2	341.1	366.0	385.4
Total	1,273.6	1,460.3	1,562.3	1,606.9	1,622.7	1,716.0	1,837.0	1,935.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	291.4	345.4	406.7	435.4	453.1	477.1	505.7	528.3
Food Service	358.0	407.7	429.6	447.2	459.8	487.2	519.3	551.8
Food Stores	57.6	65.5	68.1	70.5	70.5	71.8	73.6	77.8
Local Tran. & Gas	173.1	202.6	197.0	181.0	165.1	182.8	210.0	222.4
Arts, Ent. & Rec.	168.4	189.2	199.0	202.4	204.1	211.2	220.1	227.9
Retail Sales	218.2	242.3	250.9	257.8	256.1	270.0	289.1	305.2
Visitor Air Tran.	6.9	7.7	11.0	12.5	13.9	15.9	19.3	21.7
Total	1,273.6	1,460.3	1,562.3	1,606.9	1,622.7	1,716.0	1,837.0	1,935.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	253.4	294.0	334.9	356.6	386.2	439.3	472.4	508.6
Arts, Ent. & Rec.	83.0	96.3	98.0	105.0	111.2	123.6	128.5	137.1
Retail**	39.0	44.1	46.8	49.4	50.3	52.1	54.7	56.9
Ground Tran.	13.0	16.1	17.4	18.3	20.0	23.2	32.8	39.5
Visitor Air Tran.	2.9	3.4	4.3	5.2	4.4	5.8	6.1	29.4
Other Travel*	10.9	11.5	8.8	9.3	7.9	10.4	10.9	44.6
Total	402.1	465.5	510.1	543.9	580.0	654.3	705.5	816.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	9,150	10,370	11,010	11,080	11,460	12,580	12,910	13,410
Arts, Ent. & Rec.	4,520	5,300	5,410	5,280	5,300	5,650	5,910	6,340
Retail**	1,340	1,450	1,470	1,470	1,480	1,520	1,560	1,580
Ground Tran.	380	440	460	460	470	490	640	710
Visitor Air Tran.	50	50	60	70	70	100	100	300
Other Travel*	300	270	170	170	150	210	220	510
Total	15,740	17,890	18,580	18,530	18,930	20,550	21,340	22,860

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	50.3	57.1	65.6	69.9	72.4	76.6	84.2	90.0
Visitor	35.0	41.3	48.9	52.3	54.3	57.0	62.6	65.6
Business or Employee	15.3	15.7	16.7	17.6	18.1	19.6	21.6	24.5
State Tax Receipts	69.9	71.1	76.8	76.8	75.2	77.7	84.9	91.8
Visitor	55.4	55.3	58.6	57.8	56.1	57.9	65.1	69.6
Business or Employee	14.4	15.8	18.2	19.0	19.1	19.8	19.8	22.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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 MATEO COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	2,547.7	2,986.4	3,258.4	3,427.2	3,518.1	3,661.8	3,983.5	4,059.1
Other Travel*	248.9	245.6	260.9	302.6	294.5	335.7	373.6	433.1
Total	2,796.6	3,232.0	3,519.3	3,729.8	3,812.5	3,997.5	4,357.1	4,492.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	1,707	2,050	2,309	2,463	2,549	2,638	2,869	2,911
Private Home	279	308	309	314	316	347	382	406
Campground	28	30	30	31	31	33	35	37
Vacation Home	18	19	19	19	19	21	23	24
Day Travel	516	580	591	600	602	622	675	681
Total	2,548	2,986	3,258	3,427	3,518	3,662	3,984	4,059

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	440.9	600.7	776.7	873.8	919.7	948.4	1,050.9	1,079.7
Food Service	703.5	799.6	835.7	881.3	917.3	965.8	1,049.1	1,074.8
Food Stores	77.1	88.9	90.3	93.9	93.5	94.8	98.9	99.8
Local Tran. & Gas	536.5	616.2	645.3	642.3	639.1	662.5	718.4	720.8
Arts, Ent. & Rec.	397.2	445.0	463.5	477.3	486.9	500.6	531.0	529.6
Retail Sales	392.5	436.0	446.9	458.8	461.5	489.8	535.2	554.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	2,547.7	2,986.4	3,258.4	3,427.2	3,518.1	3,661.8	3,983.5	4,059.1

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	398	485	588	654	700	768	867	907
Arts, Ent. & Rec.	161	187	207	221	237	249	273	280
Retail**	63	71	75	79	81	83	92	92
Ground Tran.	70	86	93	104	111	116	135	147
Visitor Air Tran.	513	607	692	747	1,008	1,151	1,192	549
Other Travel*	533	586	674	783	1,053	1,229	1,311	678
Total	1,739	2,022	2,330	2,588	3,191	3,596	3,870	2,654

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	12,510	14,230	16,030	16,540	16,580	17,390	18,600	18,500
Arts, Ent. & Rec.	5,870	7,280	7,560	7,970	8,250	8,590	9,020	8,670
Retail**	1,570	1,710	1,830	1,760	1,700	1,710	1,800	1,780
Ground Tran.	1,670	1,910	2,070	2,240	2,260	2,270	2,510	2,580
Visitor Air Tran.	7,170	7,720	8,360	8,710	9,590	9,860	9,880	6,200
Other Travel*	7,490	7,610	8,310	9,340	10,410	10,850	11,130	7,560
Total	36,290	40,460	44,160	46,560	48,790	50,680	52,940	45,290

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	166.6	193.1	234.4	255.3	280.4	294.2	335.3	294.9
Visitor	96.2	119.7	149.6	162.1	169.9	175.1	202.8	206.0
Business or Employee	70.4	73.5	84.9	93.2	110.5	119.1	132.5	88.9
State Tax Receipts	175.0	179.3	197.8	204.7	216.4	221.5	230.7	207.0
Visitor	118.3	117.3	125.0	125.7	125.1	127.3	139.7	143.8
Business or Employee	56.7	62.0	72.9	79.0	91.3	94.2	91.0	63.1

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SANTA BARBARA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,451	1,577	1,714	1,774	1,775	1,818	1,832	1,977
Other Travel*	136	144	139	131	129	135	151	164
Total	1,588	1,722	1,853	1,906	1,904	1,953	1,983	2,141

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	886.6	971.4	1,085.6	1,135.2	1,139.3	1,142.6	1,126.2	1,228.8
Private Home	139.6	148.6	151.0	154.6	152.4	169.9	187.8	205.7
Campground	48.1	53.1	57.5	59.0	59.7	62.6	65.7	70.9
Vacation Home	31.4	33.5	33.7	34.4	34.9	37.8	42.7	43.7
Day Travel	345.6	370.7	386.5	391.2	388.2	405.2	409.3	427.9
Total	1,451.4	1,577.4	1,714.3	1,774.4	1,774.5	1,818.1	1,831.7	1,976.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	320.8	360.2	435.2	467.5	481.0	484.6	464.0	522.7
Food Service	410.6	443.0	473.0	496.7	506.8	520.0	528.6	560.9
Food Stores	47.2	52.5	55.0	57.2	56.5	56.8	56.5	59.1
Local Tran. & Gas	198.0	221.5	220.1	205.1	187.0	200.2	218.4	229.6
Arts, Ent. & Rec.	193.3	205.8	219.3	225.0	225.0	225.8	224.2	231.7
Retail Sales	252.0	265.1	278.1	290.0	286.0	295.8	302.5	321.9
Visitor Air Tran.	29.5	29.2	33.8	32.9	32.1	35.0	37.5	50.8
Total	1,451.4	1,577.4	1,714.3	1,774.4	1,774.5	1,818.1	1,831.7	1,976.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	296.3	324.6	379.6	415.3	425.7	457.4	470.2	521.6
Arts, Ent. & Rec.	84.6	93.0	103.6	105.3	104.3	114.3	117.5	125.1
Retail**	39.6	42.8	46.0	49.2	49.7	49.6	50.3	52.3
Ground Tran.	16.2	19.0	20.8	22.4	23.9	26.4	34.5	41.0
Visitor Air Tran.	8.1	9.4	4.2	5.3	4.0	4.5	4.7	5.9
Other Travel*	20.6	22.8	16.6	18.6	19.7	19.4	20.7	21.8
Total	465.3	511.7	570.8	616.1	627.4	671.5	697.8	767.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	9,220	9,640	10,640	11,070	10,970	11,120	11,040	11,820
Arts, Ent. & Rec.	3,730	4,070	4,330	4,400	4,330	4,580	5,230	5,590
Retail**	1,190	1,220	1,270	1,360	1,350	1,310	1,300	1,330
Ground Tran.	450	500	530	540	550	550	670	740
Visitor Air Tran.	140	140	90	90	60	60	60	80
Other Travel*	410	420	340	360	360	340	350	370
Total	15,130	15,990	17,210	17,820	17,630	17,970	18,650	19,910

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	59.7	64.2	73.9	79.4	81.5	84.7	85.6	94.8
Visitor	41.6	46.5	54.9	59.0	61.6	64.2	64.0	71.6
Business or Employee	18.1	17.8	19.0	20.4	20.0	20.5	21.6	23.2
State Tax Receipts	81.5	79.0	86.6	87.2	84.0	84.3	89.1	95.2
Visitor	65.0	62.0	66.4	66.0	63.5	64.1	69.5	74.1
Business or Employee	16.5	17.1	20.2	21.3	20.5	20.2	19.6	21.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	3,661	4,291	4,794	5,041	5,220	6,018	6,173	6,214
Other Travel*	747	894	975	1,049	1,084	1,203	1,272	1,414
Total	4,408	5,184	5,769	6,090	6,304	7,221	7,446	7,629

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	2,298.6	2,779.7	3,236.4	3,479.7	3,651.2	4,339.6	4,366.8	4,304.5
Private Home	545.4	595.7	609.3	609.5	610.2	673.3	732.8	803.7
Campground	30.9	39.5	49.0	48.8	49.3	51.8	54.3	58.6
Vacation Home	22.2	24.0	24.3	25.0	25.3	26.9	29.3	30.0
Day Travel	763.9	851.6	875.5	877.7	883.7	926.5	990.1	1,017.6
Total	3,661.0	4,290.5	4,794.5	5,040.6	5,219.7	6,018.0	6,173.3	6,214.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	651.0	876.0	1,181.0	1,368.4	1,469.0	1,753.2	1,738.7	1,727.7
Food Service	1,056.6	1,208.7	1,289.2	1,343.1	1,410.2	1,630.6	1,682.0	1,692.5
Food Stores	122.3	142.6	148.9	153.0	153.5	164.8	165.9	167.1
Local Tran. & Gas	506.0	587.2	593.6	560.6	538.0	620.7	668.5	671.2
Arts, Ent. & Rec.	538.4	606.3	644.0	655.3	674.2	757.4	764.5	750.8
Retail Sales	560.7	624.9	652.4	658.6	667.7	767.9	798.7	818.9
Visitor Air Tran.	226.0	244.8	285.4	301.6	307.2	323.3	355.0	386.2
Total	3,661.0	4,290.5	4,794.5	5,040.6	5,219.7	6,018.0	6,173.3	6,214.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	612.6	745.5	893.8	970.3	1,082.0	1,143.1	1,173.3	1,199.5
Arts, Ent. & Rec.	223.5	260.1	315.2	322.9	345.5	378.7	395.6	400.2
Retail**	86.3	98.6	105.1	109.4	113.1	113.5	115.6	116.2
Ground Tran.	51.7	63.8	70.0	75.2	82.3	99.5	124.0	137.9
Visitor Air Tran.	19.0	21.4	24.7	27.4	26.3	25.4	26.5	22.4
Other Travel*	91.4	118.0	146.0	186.5	204.9	217.2	218.7	251.4
Total	1,084.5	1,307.4	1,554.7	1,691.8	1,854.3	1,977.4	2,053.7	2,127.5

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	20,110	23,350	25,850	26,360	27,490	27,700	26,640	25,390
Arts, Ent. & Rec.	5,860	6,370	7,150	7,560	7,790	7,860	7,820	8,410
Retail**	2,310	2,480	2,470	2,420	2,570	2,490	2,430	2,420
Ground Tran.	1,370	1,580	1,710	1,760	1,810	2,030	2,370	2,460
Visitor Air Tran.	320	330	360	380	360	350	350	390
Other Travel*	1,770	1,900	2,080	2,150	2,430	2,660	2,770	3,770
Total	31,750	36,000	39,610	40,630	42,450	43,090	42,380	42,840

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	141.8	172.2	215.5	239.2	261.7	285.0	319.3	320.5
Visitor	98.4	124.8	160.3	179.7	199.0	218.8	250.3	250.6
Business or Employee	43.4	47.3	55.2	59.5	62.7	66.2	69.0	69.9
State Tax Receipts	210.6	214.5	235.9	235.7	234.9	250.3	267.5	274.4
Visitor	172.1	171.3	182.6	178.9	176.1	193.7	212.2	218.3
Business or Employee	38.5	43.2	53.3	56.7	58.8	56.5	55.2	56.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	721.2	810.0	848.7	879.6	903.5	976.2	1,025.0	1,020.0
Other Travel*	54.1	58.0	54.9	48.5	42.3	46.8	53.2	55.4
Total	775.3	868.1	903.6	928.1	945.7	1,023.0	1,078.2	1,075.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	351.0	412.8	447.9	475.5	498.5	548.9	566.9	545.9
Private Home	66.8	71.6	69.7	68.7	67.8	74.6	81.1	86.2
Campground	58.2	62.2	67.4	69.1	69.9	73.3	77.0	83.0
Vacation Home	85.2	90.5	90.7	93.0	94.3	99.7	108.6	111.3
Day Travel	160.1	172.9	173.0	173.3	172.9	179.6	191.4	193.6
Total	721.2	810.0	848.7	879.6	903.5	976.2	1,025.0	1,020.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	156.8	189.7	226.5	248.7	264.7	285.3	296.8	291.7
Food Service	206.7	227.9	232.9	244.1	256.0	277.0	287.0	286.5
Food Stores	36.4	40.3	41.4	43.1	43.3	44.4	44.9	45.9
Local Tran. & Gas	109.3	123.1	116.2	106.4	97.1	108.5	123.2	125.5
Arts, Ent. & Rec.	106.2	115.2	117.5	120.3	123.7	130.4	132.1	128.7
Retail Sales	105.8	113.8	114.2	117.0	118.6	130.5	141.0	141.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	721.2	810.0	848.7	879.6	903.5	976.2	1,025.0	1,020.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	129.9	150.7	173.5	190.1	209.7	225.1	239.3	241.7
Arts, Ent. & Rec.	49.0	54.9	60.1	68.4	75.9	81.6	85.6	85.9
Retail**	19.4	21.2	21.9	23.2	24.0	23.8	24.0	24.0
Ground Tran.	7.2	8.6	9.0	9.5	10.5	12.5	17.7	20.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.6	4.3	5.3	4.8	4.5	4.6	4.6	4.9
Total	210.1	239.8	269.8	295.9	324.6	347.6	371.2	376.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	4,880	5,400	5,860	6,060	6,190	6,360	6,460	6,390
Arts, Ent. & Rec.	2,450	2,980	3,100	3,350	3,410	3,680	3,670	3,390
Retail**	640	710	720	700	730	720	700	680
Ground Tran.	210	240	240	240	250	270	340	370
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	130	120	130	120	110	120	110	110
Total	8,320	9,450	10,060	10,470	10,690	11,140	11,280	10,940

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	24.9	28.4	32.5	35.5	39.5	44.5	47.8	47.2
Visitor	16.7	20.0	23.3	25.6	29.0	33.3	35.8	35.2
Business or Employee	8.2	8.4	9.2	10.0	10.5	11.2	12.1	12.0
State Tax Receipts	41.3	40.8	43.2	43.2	42.6	43.8	48.3	49.2
Visitor	33.9	32.9	33.8	33.1	32.2	33.9	38.4	39.3
Business or Employee	7.4	7.9	9.4	10.1	10.4	9.9	9.9	9.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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SHASTA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	356.0	387.7	395.4	395.9	409.7	428.4	472.7	505.0
Other Travel*	39.7	38.9	34.7	32.1	29.7	32.4	36.9	39.7
Total	395.6	426.7	430.1	428.0	439.4	460.9	509.7	544.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	145.9	161.4	166.5	171.9	183.4	192.5	216.9	234.8
Private Home	44.5	47.4	45.4	43.1	42.9	46.2	51.6	55.6
Campground	31.9	34.8	39.4	39.5	40.0	41.9	44.0	47.4
Vacation Home	37.9	40.0	39.8	38.5	39.2	40.7	43.3	44.4
Day Travel	95.8	104.1	104.3	102.9	104.3	107.1	116.9	122.8
Total	356.0	387.7	395.4	395.9	409.7	428.4	472.7	505.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	74.4	81.7	87.0	91.2	97.8	102.7	114.7	123.2
Food Service	91.6	100.2	103.3	106.9	113.9	118.3	128.8	138.1
Food Stores	19.9	22.1	23.0	23.6	23.9	24.0	24.8	26.1
Local Tran. & Gas	65.0	73.6	69.8	63.0	58.3	63.7	74.6	79.0
Arts, Ent. & Rec.	47.4	51.0	52.5	53.1	55.4	56.2	59.7	62.3
Retail Sales	53.7	57.4	58.0	55.6	57.3	60.2	67.0	71.8
Visitor Air Tran.	3.9	1.7	1.9	2.6	3.3	3.3	3.1	4.5
Total	356.0	387.7	395.4	395.9	409.7	428.4	472.7	505.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	60.2	66.7	73.7	78.0	86.4	91.7	92.9	101.7
Arts, Ent. & Rec.	21.9	24.3	23.9	24.3	26.8	24.7	26.1	28.0
Retail**	11.0	12.0	12.5	12.6	13.2	13.7	14.1	14.9
Ground Tran.	4.4	5.2	5.5	5.7	6.4	7.4	10.9	13.3
Visitor Air Tran.	0.9	0.9	1.2	1.3	2.5	2.8	2.8	2.9
Other Travel*	2.8	2.9	3.0	3.3	5.1	5.5	5.8	5.7
Total	101.1	112.0	119.7	125.2	140.5	145.8	152.7	166.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,400	2,680	2,840	2,820	2,900	2,960	2,870	2,940
Arts, Ent. & Rec.	980	1,100	1,050	1,090	1,160	1,100	1,160	1,290
Retail**	380	400	410	400	420	420	420	430
Ground Tran.	130	140	150	150	150	160	210	240
Visitor Air Tran.	10	10	20	20	30	40	40	40
Other Travel*	80	80	80	80	110	120	120	120
Total	3,990	4,420	4,550	4,560	4,770	4,800	4,820	5,060

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	10.7	11.3	11.9	12.4	13.4	13.9	15.9	17.2
Visitor	6.9	7.6	8.1	8.5	9.2	9.7	11.5	12.4
Business or Employee	3.8	3.7	3.8	3.9	4.2	4.2	4.5	4.8
State Tax Receipts	22.0	21.6	22.6	21.8	21.6	21.8	25.1	26.9
Visitor	18.2	17.6	18.1	17.2	16.7	17.2	20.5	22.0
Business or Employee	3.8	4.0	4.5	4.6	4.8	4.6	4.6	4.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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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SIERRA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	16.6	18.4	17.9	17.3	16.4	17.7	17.8	18.9
Other Travel*	0.6	0.6	0.5	0.5	0.4	0.5	0.5	0.5
Total	17.1	19.0	18.4	17.7	16.8	18.2	18.3	19.4

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	9.0	10.5	10.3	9.8	9.1	9.8	9.4	10.1
Private Home	1.7	1.7	1.6	1.5	1.4	1.6	1.7	1.9
Campground	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7
Vacation Home	2.8	2.8	2.7	2.8	2.8	3.0	3.3	3.4
Day Travel	2.5	2.8	2.6	2.5	2.4	2.5	2.6	2.7
Total	16.6	18.4	17.9	17.3	16.4	17.7	17.8	18.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	4.3	4.8	4.9	4.8	4.6	4.9	4.7	5.1
Food Service	5.0	5.6	5.4	5.3	5.2	5.6	5.5	5.9
Food Stores	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Local Tran. & Gas	2.0	2.3	2.0	1.8	1.6	1.8	1.9	2.0
Arts, Ent. & Rec.	2.7	2.9	2.8	2.7	2.6	2.7	2.7	2.8
Retail Sales	1.9	2.1	2.0	1.9	1.8	2.0	2.2	2.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	16.6	18.4	17.9	17.3	16.4	17.7	17.8	18.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2.6	3.0	2.7	2.9	2.8	3.1	3.1	3.3
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7
Retail**	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.4
Visitor Air Tran.	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
Total	3.7	4.2	3.9	4.1	4.0	4.4	4.4	4.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	160	190	160	190	170	180	190	220
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20
Retail**	20	20	20	20	10	20	20	20
Ground Tran.	0	10	10	0	0	0	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	210	230	200	240	210	220	240	260

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6
Visitor	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Business or Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.7
Visitor	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5
Business or Employee	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2

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SISKIYOU COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	152.3	161.7	162.5	164.9	168.3	179.5	184.5	197.6
Other Travel*	8.5	8.9	7.9	7.0	6.3	7.0	8.1	8.4
Total	160.8	170.6	170.4	171.9	174.6	186.5	192.6	206.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	64.5	69.3	73.2	76.4	79.2	84.7	84.4	91.6
Private Home	23.2	24.8	23.7	22.1	22.1	24.1	25.5	27.9
Campground	15.8	16.7	16.0	15.9	16.0	16.8	17.7	19.0
Vacation Home	25.1	25.8	25.0	25.9	26.4	28.0	30.5	31.3
Day Travel	23.7	25.1	24.6	24.6	24.6	25.9	26.4	27.8
Total	152.3	161.7	162.5	164.9	168.3	179.5	184.5	197.6

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	34.7	36.6	39.2	41.5	43.7	46.4	46.8	51.1
Food Service	45.1	47.7	48.2	50.2	52.4	55.3	55.9	59.6
Food Stores	9.2	9.9	9.6	9.8	9.8	10.0	9.9	10.5
Local Tran. & Gas	21.9	24.2	22.2	20.2	18.5	20.5	22.7	24.1
Arts, Ent. & Rec.	24.2	25.3	25.4	25.8	26.4	27.2	26.9	27.9
Retail Sales	17.2	18.0	17.9	17.4	17.6	20.0	22.3	24.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	152.3	161.7	162.5	164.9	168.3	179.5	184.5	197.6

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	38.2	41.2	47.7	53.1	58.0	62.5	58.0	63.5
Arts, Ent. & Rec.	7.9	8.5	6.3	5.6	5.7	7.1	3.9	4.1
Retail**	4.2	4.4	4.4	4.5	4.7	4.8	5.2	5.5
Ground Tran.	1.6	1.8	1.9	2.0	2.2	2.5	3.5	4.3
Visitor Air Tran.	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	0.5	0.5	0.5	0.5
Total	52.2	56.3	60.7	65.5	71.0	77.4	71.0	78.0

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,330	1,340	1,430	1,450	1,440	1,490	1,380	1,390
Arts, Ent. & Rec.	540	530	360	280	290	340	200	190
Retail**	170	170	170	160	150	160	160	170
Ground Tran.	50	50	50	50	50	50	70	80
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	20	20	20
Total	2,100	2,110	2,020	1,960	1,960	2,060	1,820	1,840

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	4.7	4.8	5.1	5.4	5.7	6.1	6.2	6.8
Visitor	2.8	3.0	3.2	3.4	3.6	3.9	4.1	4.5
Business or Employee	1.9	1.9	1.9	2.1	2.1	2.2	2.1	2.3
State Tax Receipts	8.5	8.1	8.5	8.4	8.3	8.6	8.9	9.6
Visitor	6.6	6.2	6.3	6.1	5.9	6.2	6.9	7.5
Business or Employee	1.9	1.9	2.2	2.3	2.3	2.3	2.0	2.2

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Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	548.7	584.5	633.2	632.1	665.7	693.0	714.7	735.0
Other Travel*	79.9	84.7	78.0	72.3	65.1	73.4	85.1	88.5
Total	628.6	669.3	711.2	704.4	730.8	766.4	799.7	823.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	151.1	163.0	201.9	209.3	229.5	234.9	238.3	241.2
Private Home	164.7	178.8	179.0	171.7	176.8	191.0	204.5	218.3
Campground	6.8	3.6	4.5	4.5	4.6	4.8	5.0	5.4
Vacation Home	5.8	6.1	6.2	6.8	6.9	7.5	8.3	8.5
Day Travel	220.3	233.0	241.6	239.9	247.9	254.9	258.5	261.6
Total	548.7	584.5	633.2	632.1	665.7	693.0	714.7	735.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	51.3	57.5	76.8	83.4	94.4	98.0	100.6	103.9
Food Service	169.2	179.7	194.0	199.3	214.0	221.3	226.1	232.0
Food Stores	28.8	30.8	31.9	32.4	33.1	33.1	32.9	33.3
Local Tran. & Gas	73.6	81.0	78.7	71.0	66.7	72.8	80.9	82.8
Arts, Ent. & Rec.	117.8	123.4	132.6	133.1	140.1	141.6	141.3	141.2
Retail Sales	107.8	112.2	119.2	112.8	117.4	126.2	132.8	141.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	548.7	584.5	633.2	632.1	665.7	693.0	714.7	735.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	97.5	106.9	122.7	126.9	142.3	150.8	163.3	171.0
Arts, Ent. & Rec.	56.4	61.0	69.0	61.0	67.4	61.3	66.5	68.5
Retail**	17.2	18.3	19.6	19.5	20.6	21.2	22.5	23.3
Ground Tran.	5.6	6.5	7.0	7.3	8.3	9.5	13.2	15.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.1	3.1	3.4	4.8	5.3	5.6	6.0	6.3
Total	180.8	195.7	221.8	219.4	244.0	248.5	271.5	284.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	3,940	4,120	4,520	4,400	4,600	4,620	4,770	4,700
Arts, Ent. & Rec.	3,320	3,430	3,560	3,400	3,510	3,540	3,520	3,530
Retail**	620	650	680	630	650	670	690	690
Ground Tran.	170	180	190	190	200	200	260	280
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	150	130	140	150	150	160	160	160
Total	8,200	8,510	9,090	8,760	9,110	9,200	9,400	9,360

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	14.2	15.6	20.0	20.7	22.6	23.1	25.5	26.4
Visitor	7.4	8.9	12.5	13.3	14.8	15.4	17.0	17.6
Business or Employee	6.8	6.7	7.5	7.3	7.9	7.7	8.5	8.8
State Tax Receipts	38.2	36.4	39.3	37.5	37.5	38.0	42.0	43.9
Visitor	31.5	29.7	31.5	29.9	29.6	30.5	34.4	36.2
Business or Employee	6.7	6.7	7.8	7.6	8.0	7.5	7.6	7.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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SONOMA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,347	1,566	1,698	1,752	1,832	1,926	2,024	2,054
Other Travel*	121	133	130	124	143	158	176	183
Total	1,468	1,699	1,828	1,876	1,975	2,084	2,200	2,237

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	632.8	774.3	885.8	930.7	984.3	1,054.3	1,111.9	1,112.8
Private Home	145.5	159.0	157.5	152.3	155.5	165.1	178.7	190.1
Campground	41.3	48.8	54.9	55.2	55.8	58.6	61.5	66.3
Vacation Home	81.3	85.9	86.2	93.6	95.5	102.3	114.2	116.8
Day Travel	446.1	497.9	513.9	519.7	540.8	545.3	558.3	568.4
Total	1,347.0	1,565.8	1,698.3	1,751.6	1,831.9	1,925.6	2,024.5	2,054.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	242.0	297.4	367.2	399.5	435.1	472.7	510.2	504.7
Food Service	384.5	441.8	470.6	490.6	519.4	542.2	562.9	580.2
Food Stores	52.2	61.1	63.9	65.8	66.8	66.9	67.5	69.1
Local Tran. & Gas	146.4	171.9	169.7	157.3	149.1	161.0	178.9	183.7
Arts, Ent. & Rec.	269.7	304.8	323.3	329.4	342.8	348.4	352.9	354.4
Retail Sales	252.1	283.7	297.0	301.6	310.1	323.4	339.7	348.2
Visitor Air Tran.	0.0	5.1	6.5	7.4	8.6	11.0	12.5	14.1
Total	1,347.0	1,565.8	1,698.3	1,751.6	1,831.9	1,925.6	2,024.5	2,054.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	245.0	290.6	327.8	347.3	373.1	414.8	436.6	453.2
Arts, Ent. & Rec.	130.6	152.4	161.2	175.7	184.7	205.3	215.2	222.6
Retail**	38.3	44.1	47.2	49.4	51.7	55.2	58.8	59.1
Ground Tran.	13.0	16.3	17.8	18.8	21.0	24.0	32.7	38.1
Visitor Air Tran.	0.0	2.3	2.8	3.0	14.2	20.3	21.8	31.9
Other Travel*	11.8	14.0	15.7	17.3	38.9	47.2	49.4	59.8
Total	438.6	519.8	572.5	611.6	683.5	766.6	814.5	864.7

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	8,700	9,740	10,410	10,580	10,690	11,310	11,320	11,200
Arts, Ent. & Rec.	6,420	6,990	7,190	7,500	7,580	8,310	8,000	7,860
Retail**	1,250	1,390	1,450	1,420	1,460	1,490	1,510	1,480
Ground Tran.	370	440	470	470	490	510	630	690
Visitor Air Tran.	0	20	20	30	100	210	220	330
Other Travel*	290	290	300	310	560	690	690	780
Total	17,020	18,870	19,830	20,300	20,880	22,510	22,380	22,340

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	50.9	61.4	72.5	77.6	84.0	97.1	108.4	109.3
Visitor	33.4	42.5	52.1	56.0	60.8	72.0	81.1	81.0
Business or Employee	17.5	18.9	20.4	21.6	23.2	25.2	27.3	28.3
State Tax Receipts	75.2	76.4	82.9	82.9	83.9	85.3	90.7	94.2
Visitor	60.1	59.9	63.9	63.0	62.9	64.0	69.9	72.7
Business or Employee	15.1	16.5	19.0	19.8	21.0	21.3	20.8	21.6

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STANISLAUS COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	402.8	448.7	450.3	471.1	487.0	500.1	531.9	565.5
Other Travel*	110.0	106.8	96.7	86.3	77.1	87.1	101.2	105.3
Total	512.8	555.5	547.0	557.4	564.0	587.2	633.0	670.8

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	131.2	155.9	165.4	186.4	204.2	200.7	211.9	227.7
Private Home	125.7	137.1	131.7	128.3	125.5	136.8	151.1	162.6
Campground	6.2	4.0	4.3	4.3	4.3	4.6	4.8	5.2
Vacation Home	6.6	7.0	7.1	6.9	7.1	7.4	7.9	8.1
Day Travel	133.0	144.6	141.8	145.2	145.9	150.7	156.2	162.0
Total	402.8	448.7	450.3	471.1	487.0	500.1	531.9	565.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	44.3	51.4	57.7	67.3	75.5	76.3	81.4	88.2
Food Service	112.5	124.8	127.2	138.5	147.7	149.6	155.9	165.2
Food Stores	19.1	20.8	20.6	21.9	22.0	21.8	22.0	22.7
Local Tran. & Gas	106.3	120.7	113.1	107.3	100.3	106.8	119.5	124.9
Arts, Ent. & Rec.	55.4	60.6	61.6	65.5	68.5	67.8	69.0	71.3
Retail Sales	64.4	70.0	69.8	70.6	72.9	77.8	84.0	93.2
Visitor Air Tran.	0.8	0.5	0.2	0.0	0.0	0.0	0.0	0.0
Total	402.8	448.7	450.3	471.1	487.0	500.1	531.9	565.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	59.6	68.2	77.0	84.0	95.4	97.8	104.9	114.0
Arts, Ent. & Rec.	25.4	28.8	31.0	34.6	38.0	41.3	40.2	42.7
Retail**	12.3	13.4	13.7	14.5	15.3	16.8	17.7	18.9
Ground Tran.	7.3	8.8	9.1	10.1	11.3	12.4	16.6	19.6
Visitor Air Tran.	0.8	1.0	1.3	0.0	0.0	0.0	0.0	0.0
Other Travel*	11.7	6.8	7.4	4.7	5.3	6.5	6.9	7.4
Total	117.2	126.9	139.5	147.9	165.3	174.8	186.2	202.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,560	2,870	3,170	3,250	3,400	3,380	3,480	3,610
Arts, Ent. & Rec.	1,470	1,720	1,790	1,850	1,890	2,030	1,990	2,070
Retail**	460	480	480	490	500	540	570	580
Ground Tran.	210	230	230	250	260	260	320	350
Visitor Air Tran.	10	20	20	0	0	0	0	0
Other Travel*	400	220	220	190	200	230	260	270
Total	5,110	5,530	5,920	6,030	6,260	6,440	6,620	6,880

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	9.4	10.0	10.8	11.9	13.0	14.5	16.1	17.3
Visitor	5.1	5.9	6.4	7.2	8.0	9.2	10.4	11.2
Business or Employee	4.3	4.2	4.4	4.6	5.0	5.3	5.7	6.1
State Tax Receipts	34.8	34.1	35.1	34.4	33.4	33.8	39.4	42.1
Visitor	30.4	29.6	29.9	28.9	27.7	28.4	34.0	36.4
Business or Employee	4.4	4.6	5.3	5.4	5.7	5.4	5.4	5.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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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SUTTER COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	68.3	72.1	74.4	74.2	74.8	82.0	91.9	95.9
Other Travel*	17.6	18.8	17.1	15.2	13.5	15.1	17.5	18.3
Total	85.8	90.9	91.5	89.4	88.4	97.1	109.4	114.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	19.0	20.0	22.1	23.5	24.8	28.9	32.9	35.0
Private Home	22.4	24.0	23.8	22.4	21.9	24.0	26.9	28.3
Campground								
Vacation Home	1.6	1.7	1.7	1.7	1.7	1.8	1.9	1.9
Day Travel	25.2	26.5	26.8	26.5	26.4	27.4	30.2	30.7
Total	68.3	72.1	74.4	74.2	74.8	82.0	91.9	95.9

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	7.7	8.0	9.3	10.2	11.0	12.9	14.6	15.6
Food Service	19.3	20.2	21.3	22.1	23.1	24.8	27.2	28.3
Food Stores	3.1	3.4	3.4	3.5	3.5	3.6	3.7	3.8
Local Tran. & Gas	17.1	18.8	17.9	16.1	14.6	16.2	19.1	19.6
Arts, Ent. & Rec.	9.6	9.9	10.4	10.5	10.8	11.3	12.1	12.3
Retail Sales	11.5	11.8	12.1	11.7	11.8	13.3	15.2	16.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	68.3	72.1	74.4	74.2	74.8	82.0	91.9	95.9

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	11.8	12.6	13.7	14.8	15.6	16.5	19.8	21.2
Arts, Ent. & Rec.	5.6	5.9	6.7	7.2	7.4	7.3	7.3	7.6
Retail**	2.4	2.5	2.6	2.6	2.7	3.0	3.3	3.4
Ground Tran.	1.0	1.2	1.3	1.3	1.5	1.7	2.5	3.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.7	0.6	0.7	0.8	0.9	1.0	1.0	1.1
Total	21.4	22.8	25.0	26.7	28.0	29.5	34.0	36.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	520	540	580	580	560	580	660	670
Arts, Ent. & Rec.	440	510	610	640	620	610	570	550
Retail**	90	90	90	90	100	100	110	110
Ground Tran.	30	30	30	30	30	40	50	50
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	40	30	30	30	40	50	50	50
Total	1,110	1,200	1,350	1,370	1,350	1,380	1,440	1,430

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	1.7	1.7	1.8	2.0	2.1	2.3	2.7	2.9
Visitor	0.9	0.9	1.1	1.1	1.2	1.4	1.7	1.8
Business or Employee	0.8	0.7	0.8	0.8	0.8	0.8	1.0	1.0
State Tax Receipts	6.1	5.8	6.1	5.8	5.5	5.7	6.9	7.3
Visitor	5.3	5.0	5.1	4.8	4.5	4.8	5.9	6.2
Business or Employee	0.8	0.8	0.9	1.0	1.0	0.9	1.0	1.1

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TEHAMA COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	98.9	113.6	116.1	118.7	120.4	124.5	137.5	149.0
Other Travel*	11.6	12.4	11.0	9.8	8.5	9.7	11.2	11.7
Total	110.5	126.0	127.1	128.5	129.0	134.2	148.7	160.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	27.6	30.3	34.2	38.0	39.8	38.6	44.4	50.4
Private Home	32.5	34.5	33.4	31.6	31.1	33.8	37.4	39.9
Campground	7.3	12.7	12.8	12.7	12.8	13.5	14.1	15.2
Vacation Home	14.8	15.4	15.1	15.7	16.0	17.0	18.6	19.0
Day Travel	16.7	20.8	20.7	20.8	20.7	21.7	23.0	24.5
Total	98.9	113.6	116.1	118.7	120.4	124.5	137.5	149.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	16.4	18.6	20.7	22.6	23.9	23.8	26.5	29.8
Food Service	30.9	34.4	35.5	37.8	39.4	40.1	43.3	46.4
Food Stores	7.2	9.0	8.9	9.2	9.1	9.2	9.4	9.8
Local Tran. & Gas	16.6	20.5	19.1	17.6	16.0	17.5	20.3	21.6
Arts, Ent. & Rec.	16.2	18.0	18.4	19.2	19.6	19.5	20.5	21.4
Retail Sales	11.6	13.2	13.4	12.2	12.4	14.3	17.5	20.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	98.9	113.6	116.1	118.7	120.4	124.5	137.5	149.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	19.0	21.7	23.1	27.1	28.2	29.1	31.8	35.3
Arts, Ent. & Rec.	5.7	6.5	6.7	7.2	7.3	7.1	7.0	7.5
Retail**	2.7	3.2	3.3	3.3	3.4	3.7	4.1	4.4
Ground Tran.	1.1	1.4	1.4	1.5	1.7	2.0	2.9	3.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.3	0.3	0.4	0.4	0.4	0.5	0.5
Total	28.9	33.2	34.9	39.5	41.0	42.3	46.1	51.1

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	820	910	960	1,030	1,060	1,120	1,130	1,150
Arts, Ent. & Rec.	260	340	430	420	400	390	380	390
Retail**	100	120	110	110	110	120	120	130
Ground Tran.	30	40	40	40	40	40	60	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	10	20	20	20	20	20	20
Total	1,230	1,420	1,560	1,610	1,630	1,680	1,700	1,750

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	2.5	2.7	2.9	3.2	3.3	3.3	3.9	4.4
Visitor	1.4	1.6	1.8	2.0	2.1	2.1	2.5	2.9
Business or Employee	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.5
State Tax Receipts	6.5	6.6	6.8	6.7	6.5	6.6	7.7	8.3
Visitor	5.4	5.4	5.5	5.3	5.1	5.3	6.3	6.8
Business or Employee	1.1	1.2	1.3	1.4	1.4	1.3	1.4	1.5

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TRINITY COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	48.4	49.6	49.6	48.0	51.0	54.0	54.2	58.4
Other Travel*	2.5	2.7	2.3	2.0	1.7	1.9	2.2	2.3
Total	50.9	52.2	51.9	50.0	52.8	55.9	56.4	60.7

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	10.6	12.7	12.4	11.4	13.7	14.8	13.0	14.4
Private Home	7.1	7.6	7.0	6.4	6.6	6.9	7.1	8.0
Campground	13.0	11.4	12.8	12.7	12.8	13.4	14.1	15.2
Vacation Home	11.2	11.5	11.0	11.3	11.5	12.1	13.2	13.5
Day Travel	6.5	6.4	6.4	6.2	6.5	6.7	6.8	7.3
Total	48.4	49.6	49.6	48.0	51.0	54.0	54.2	58.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	10.2	10.5	10.9	10.9	12.1	12.7	12.1	13.1
Food Service	13.2	13.8	13.6	13.6	14.9	15.5	15.2	16.4
Food Stores	4.7	4.5	4.8	4.8	4.9	5.0	4.9	5.3
Local Tran. & Gas	8.3	8.5	8.1	7.1	6.7	7.4	8.1	8.7
Arts, Ent. & Rec.	7.4	7.5	7.5	7.3	7.8	7.9	7.6	8.0
Retail Sales	4.6	4.8	4.7	4.4	4.7	5.5	6.2	6.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	48.4	49.6	49.6	48.0	51.0	54.0	54.2	58.4

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	9.7	10.3	10.8	10.3	11.4	11.8	10.5	11.6
Arts, Ent. & Rec.	4.5	4.8	3.6	3.4	3.7	3.8	3.8	4.1
Retail**	1.6	1.6	1.6	1.6	1.8	1.9	1.4	1.5
Ground Tran.	0.5	0.6	0.6	0.6	0.7	0.8	1.1	1.4
Visitor Air Tran.	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
Total	16.5	17.4	16.8	16.1	17.7	18.4	17.0	18.8

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	480	480	460	420	450	430	380	430
Arts, Ent. & Rec.	290	290	200	180	180	170	190	200
Retail**	70	70	70	60	60	60	50	50
Ground Tran.	20	20	20	20	20	20	20	30
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	0	0	0	0	0	0	0
Total	870	860	750	690	710	680	650	710

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.1
Visitor	0.4	0.4	0.5	0.4	0.5	0.5	0.6	0.6
Business or Employee	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Receipts	2.4	2.3	2.3	2.1	2.1	2.2	2.3	2.5
Visitor	1.8	1.7	1.7	1.5	1.5	1.6	1.8	2.0
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	314.3	354.3	368.9	344.9	317.9	404.6	426.4	451.2
Other Travel*	88.2	91.6	84.3	74.4	66.0	74.4	85.7	89.2
Total	402.5	445.9	453.2	419.3	383.9	478.9	512.1	540.5

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	134.3	155.8	171.2	159.9	136.8	204.5	209.7	220.8
Private Home	96.5	106.8	102.5	93.8	91.3	104.7	113.4	122.6
Campground	15.6	17.4	20.8	20.6	20.9	21.9	23.0	24.8
Vacation Home	25.0	26.7	26.7	26.0	26.4	27.7	29.4	30.2
Day Travel	43.0	47.6	47.6	44.7	42.4	45.8	50.8	52.9
Total	314.3	354.3	368.9	344.9	317.9	404.6	426.4	451.2

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	63.0	70.8	81.4	79.4	72.6	101.2	104.7	109.7
Food Service	83.4	93.8	98.3	95.4	90.7	113.3	116.8	123.6
Food Stores	17.4	19.7	20.4	20.1	19.4	21.2	21.2	22.1
Local Tran. & Gas	70.8	81.5	77.0	66.3	57.8	69.7	78.6	82.4
Arts, Ent. & Rec.	40.6	45.0	47.1	44.7	41.7	50.8	51.2	52.8
Retail Sales	39.1	43.5	44.8	39.0	35.6	48.5	53.9	60.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	314.3	354.3	368.9	344.9	317.9	404.6	426.4	451.2

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	64.5	73.1	83.3	86.2	84.3	112.6	118.2	127.1
Arts, Ent. & Rec.	15.9	18.2	16.1	16.3	14.4	18.9	20.6	21.9
Retail**	8.9	9.9	10.5	9.9	9.6	11.3	11.8	12.7
Ground Tran.	4.6	5.6	5.9	5.8	6.0	8.0	11.2	13.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.9	3.4	3.9	3.9	4.3	4.8	4.9	5.3
Total	98.8	110.3	119.7	122.0	118.6	155.5	166.7	180.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,410	2,800	3,090	3,000	2,770	3,520	3,540	3,580
Arts, Ent. & Rec.	900	950	840	820	780	990	1,060	1,110
Retail**	340	380	400	380	350	390	400	420
Ground Tran.	140	150	160	150	140	170	220	240
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	180	140	160	160	160	170	170	180
Total	3,970	4,420	4,650	4,510	4,200	5,260	5,390	5,530

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	10.3	11.2	12.4	12.1	11.0	15.1	16.4	17.4
Visitor	6.5	7.4	8.4	8.0	7.2	10.3	11.2	11.9
Business or Employee	3.8	3.8	4.0	4.0	3.8	4.8	5.2	5.5
State Tax Receipts	26.1	25.9	26.9	24.5	22.0	25.6	30.0	32.1
Visitor	22.5	22.2	22.7	20.4	18.2	21.0	25.4	27.3
Business or Employee	3.5	3.7	4.2	4.2	3.8	4.6	4.6	4.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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TUOLUMNE COUNTY
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	163.9	186.3	181.6	196.5	215.5	241.1	244.5	262.0
Other Travel*	10.9	11.8	10.4	9.1	8.1	9.1	10.6	11.1
Total	174.7	198.1	192.0	205.6	223.6	250.3	255.1	273.1

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	62.2	79.9	77.9	91.8	108.9	128.9	124.3	134.8
Private Home	28.9	30.4	28.4	27.2	27.2	28.9	30.9	34.1
Campground	14.2	14.4	15.4	15.4	15.6	16.4	17.2	18.5
Vacation Home	38.1	39.1	38.3	39.5	40.2	42.7	46.6	47.7
Day Travel	20.6	22.5	21.6	22.5	23.6	24.2	25.5	26.9
Total	163.9	186.3	181.6	196.5	215.5	241.1	244.5	262.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	39.5	45.9	47.3	54.2	63.3	73.8	72.3	78.3
Food Service	48.2	54.7	53.2	58.8	65.2	71.2	71.2	76.2
Food Stores	9.6	10.4	10.2	10.8	11.0	11.2	11.2	11.8
Local Tran. & Gas	23.6	27.1	24.5	23.4	22.4	25.4	27.9	29.7
Arts, Ent. & Rec.	26.1	28.9	28.1	30.2	32.7	34.7	34.0	35.4
Retail Sales	16.9	19.3	18.3	19.2	20.8	24.8	28.0	30.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	163.9	186.3	181.6	196.5	215.5	241.1	244.5	262.0

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	33.4	38.9	43.2	47.3	56.1	65.2	64.1	70.5
Arts, Ent. & Rec.	7.0	8.1	6.6	6.6	6.9	7.2	5.7	6.1
Retail**	3.9	4.3	4.3	4.6	5.0	4.9	5.2	5.5
Ground Tran.	1.7	2.1	2.1	2.3	2.7	3.3	4.5	5.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.8	0.7	0.6	0.7	0.7	0.8	0.8
Total	46.6	54.1	56.8	61.4	71.4	81.3	80.3	88.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	1,280	1,470	1,530	1,560	1,680	1,830	1,780	1,860
Arts, Ent. & Rec.	360	410	350	320	350	340	260	280
Retail**	150	160	160	160	180	160	170	170
Ground Tran.	50	60	60	60	60	70	90	100
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	30	30	30	30
Total	1,870	2,130	2,120	2,120	2,290	2,430	2,320	2,440

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	4.5	5.4	5.5	6.3	7.3	8.6	8.7	9.5
Visitor	2.7	3.6	3.7	4.3	5.2	6.2	6.3	6.9
Business or Employee	1.7	1.8	1.8	1.9	2.2	2.4	2.4	2.6
State Tax Receipts	8.9	8.9	9.0	9.3	9.6	10.3	10.9	11.8
Visitor	7.2	7.1	7.0	7.1	7.2	7.8	8.6	9.3
Business or Employee	1.7	1.9	2.1	2.2	2.4	2.5	2.3	2.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	1,152.7	1,311.9	1,381.4	1,437.0	1,462.1	1,507.5	1,568.5	1,597.3
Other Travel*	201.6	222.0	211.8	197.2	182.9	199.2	224.3	229.3
Total	1,354.3	1,533.9	1,593.3	1,634.2	1,645.0	1,706.7	1,792.8	1,826.6

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	482.7	579.1	652.0	693.4	720.4	727.0	738.5	730.8
Private Home	247.1	268.2	260.6	270.0	267.5	293.7	321.6	347.1
Campground	46.5	51.2	53.1	54.0	54.7	57.3	60.2	64.9
Vacation Home	41.1	43.8	43.5	44.3	44.9	48.6	55.0	56.3
Day Travel	335.2	369.5	372.3	375.3	374.6	380.9	393.1	398.2
Total	1,152.7	1,311.9	1,381.4	1,437.0	1,462.1	1,507.5	1,568.5	1,597.3

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	179.8	213.6	255.8	283.3	306.6	308.4	317.3	318.8
Food Service	355.3	400.3	417.8	437.9	452.7	465.1	477.6	486.1
Food Stores	47.5	54.0	54.7	56.6	56.3	56.3	56.5	57.6
Local Tran. & Gas	205.5	239.9	235.0	220.0	204.4	216.7	236.0	238.3
Arts, Ent. & Rec.	167.9	186.6	194.2	198.8	201.5	202.2	202.9	201.2
Retail Sales	196.2	217.5	223.9	240.4	240.7	258.8	278.2	295.3
Visitor Air Tran.	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	1,152.7	1,311.9	1,381.4	1,437.0	1,462.1	1,507.5	1,568.5	1,597.3

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	210.5	243.8	263.6	284.3	293.8	333.7	351.2	362.9
Arts, Ent. & Rec.	76.5	87.8	92.6	95.4	99.5	98.7	102.5	104.7
Retail**	32.6	36.7	38.6	42.0	43.1	46.5	48.8	50.3
Ground Tran.	16.3	20.2	22.0	23.9	25.8	27.9	35.1	39.5
Visitor Air Tran.	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	34.3	34.0	37.2	38.7	40.4	41.8	44.5	44.4
Total	373.9	422.7	454.1	484.3	502.6	548.6	582.1	601.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	8,310	9,240	9,640	9,870	9,810	10,610	10,750	10,660
Arts, Ent. & Rec.	3,350	3,690	3,860	3,860	3,800	3,430	3,560	3,420
Retail**	1,150	1,220	1,260	1,310	1,310	1,390	1,430	1,420
Ground Tran.	440	510	540	560	570	570	670	710
Visitor Air Tran.	50	0	0	0	0	0	0	0
Other Travel*	800	770	800	800	820	800	820	840
Total	14,110	15,430	16,090	16,400	16,320	16,800	17,230	17,050

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	34.0	39.3	44.4	48.2	50.7	51.8	56.0	56.6
Visitor	20.1	25.4	30.1	33.1	35.6	35.9	38.8	39.2
Business or Employee	13.9	13.9	14.3	15.1	15.2	15.9	17.2	17.4
State Tax Receipts	81.5	81.7	86.6	86.1	83.2	84.8	93.4	96.8
Visitor	67.5	66.6	69.3	68.2	65.6	67.1	75.7	79.0
Business or Employee	14.1	15.1	17.2	18.0	17.7	17.8	17.6	17.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	285.3	306.5	320.0	321.7	324.8	378.1	418.2	411.7
Other Travel*	38.7	42.9	39.1	34.7	30.5	34.7	40.6	42.7
Total	324.0	349.4	359.1	356.3	355.3	412.8	458.8	454.3

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	125.0	134.9	145.6	148.6	151.7	191.8	208.4	200.5
Private Home	59.4	64.5	63.5	62.8	62.7	70.1	77.6	80.6
Campground	6.6	6.5	8.3	8.2	8.3	8.7	9.1	9.9
Vacation Home	3.3	3.5	3.5	3.4	3.5	3.7	3.9	4.0
Day Travel	91.1	97.2	99.2	98.6	98.5	103.9	119.2	116.7
Total	285.3	306.5	320.0	321.7	324.8	378.1	418.2	411.7

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	36.4	41.3	48.2	50.9	53.6	68.4	74.8	72.7
Food Service	88.7	94.2	98.7	101.9	105.6	121.2	132.7	130.8
Food Stores	11.3	12.2	12.8	13.1	13.0	13.9	14.6	14.4
Local Tran. & Gas	50.2	55.8	53.4	48.2	43.9	50.9	60.5	59.9
Arts, Ent. & Rec.	53.4	56.0	58.4	58.9	59.9	66.8	71.5	68.7
Retail Sales	45.3	47.1	48.4	48.7	48.8	56.9	64.1	65.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	285.3	306.5	320.0	321.7	324.8	378.1	418.2	411.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	48.3	53.1	58.6	63.1	68.8	81.7	86.1	86.1
Arts, Ent. & Rec.	20.8	22.5	23.7	24.8	26.4	30.1	30.7	30.4
Retail**	7.7	8.1	8.6	8.9	9.2	9.7	10.6	10.5
Ground Tran.	3.4	3.9	4.2	4.3	4.8	6.0	8.9	10.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.9	2.1	2.1	1.9	1.9	2.1	2.3	2.6
Total	82.1	89.8	97.1	103.1	111.1	129.5	138.6	139.6

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	2,240	2,280	2,450	2,470	2,500	2,870	2,910	2,810
Arts, Ent. & Rec.	1,240	1,650	1,500	1,590	1,560	1,810	1,820	1,880
Retail**	230	240	250	250	260	270	290	280
Ground Tran.	100	110	110	110	110	130	170	180
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	60	60	60	60	60	60	70	70
Total	3,870	4,330	4,370	4,470	4,480	5,140	5,270	5,220

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	7.6	8.1	9.0	9.9	10.7	13.7	14.9	14.9
Visitor	4.5	5.0	5.8	6.5	7.2	9.6	10.7	10.6
Business or Employee	3.1	3.1	3.2	3.4	3.5	4.0	4.3	4.2
State Tax Receipts	19.5	18.8	19.9	19.3	18.7	20.4	23.8	24.1
Visitor	16.5	15.7	16.3	15.6	15.0	16.5	19.8	20.2
Business or Employee	3.0	3.1	3.6	3.7	3.7	3.9	4.0	4.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight 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
Travel Impacts, 2010-2019p

Total Direct Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Destination Spending	70.6	76.7	73.1	66.7	66.8	81.7	91.3	98.8
Other Travel*	13.2	14.3	12.9	11.5	10.2	11.7	13.7	14.3
Total	83.9	91.0	86.1	78.2	77.0	93.4	105.0	113.0

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Hotel, Motel	9.2	11.3	6.9	3.1	2.9	12.0	13.1	15.6
Private Home	17.4	19.3	18.1	17.3	17.1	19.8	22.3	23.8
Campground	13.2	13.0	16.5	16.4	16.6	17.4	18.3	19.7
Vacation Home	4.1	4.4	4.4	4.3	4.3	4.6	4.9	5.0
Day Travel	26.7	28.8	27.3	25.7	25.9	27.9	32.7	34.5
Total	70.6	76.7	73.1	66.7	66.8	81.7	91.3	98.8

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accommodations	7.8	8.6	8.1	6.9	7.1	11.1	11.7	13.0
Food Service	18.4	20.0	19.0	18.1	19.0	22.9	25.3	27.4
Food Stores	6.0	6.3	6.9	7.0	7.0	7.4	7.7	8.1
Local Tran. & Gas	17.5	19.5	18.0	15.7	14.3	16.9	20.2	21.5
Arts, Ent. & Rec.	9.5	10.2	9.7	9.1	9.3	10.9	11.8	12.4
Retail Sales	11.4	12.1	11.3	10.0	10.1	12.5	14.6	16.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	70.6	76.7	73.1	66.7	66.8	81.7	91.3	98.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	10.9	12.2	11.4	10.7	11.8	14.7	15.5	17.2
Arts, Ent. & Rec.	4.2	4.6	4.5	4.3	4.4	5.0	6.7	7.3
Retail**	2.7	2.8	2.9	2.8	2.9	3.5	3.8	4.1
Ground Tran.	1.0	1.2	1.2	1.2	1.4	1.7	2.6	3.2
Visitor Air Tran.	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	0.5	0.6	0.6	0.6
Total	19.2	21.2	20.5	19.4	20.9	25.6	29.1	32.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2014	2015	2016	2017	2018	2019
Accom. & Food Serv.	560	630	590	510	530	640	630	640
Arts, Ent. & Rec.	240	260	280	250	260	290	400	400
Retail**	100	100	100	100	100	120	120	130
Ground Tran.	30	30	30	30	30	40	50	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	20	20	20
Total	950	1,040	1,030	910	950	1,110	1,230	1,240

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2014	2015	2016	2017	2018	2019
Local Tax Receipts	1.5	1.6	1.5	1.3	1.4	1.9	2.2	2.5
Visitor	0.8	0.9	0.9	0.7	0.7	1.2	1.4	1.5
Business or Employee	0.7	0.7	0.6	0.6	0.6	0.7	0.8	0.9
State Tax Receipts	5.6	5.5	5.5	4.9	4.7	5.3	6.5	7.1
Visitor	4.9	4.7	4.7	4.2	3.9	4.5	5.6	6.1
Business or Employee	0.7	0.8	0.8	0.7	0.8	0.8	0.9	1.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services. ** Retail includes gasoline. 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.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

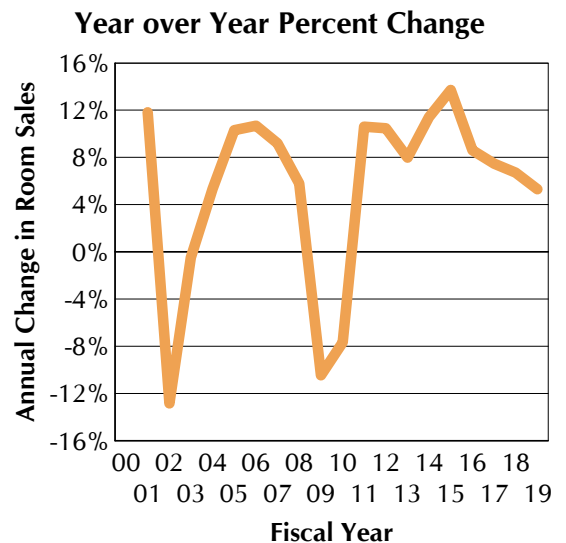
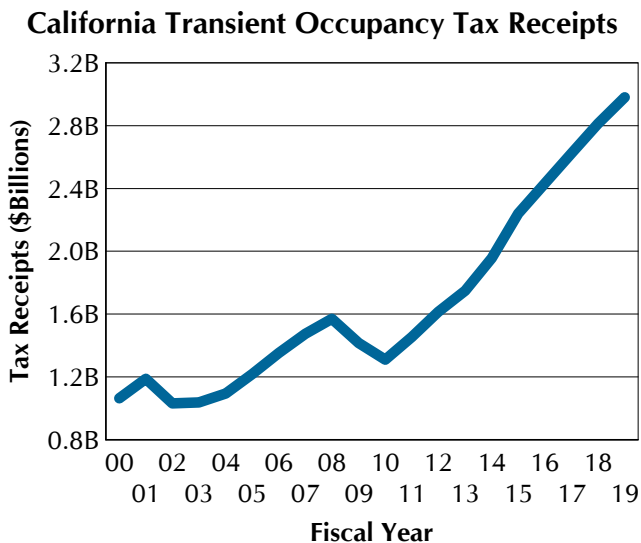
VI. Transient Occupancy Tax Receipts

Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

More than 450 jurisdictions in California levy a locally administered transient lodging tax. This tax, ranging from 4 percent to 15 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site. *(The rates reported here are for the last fiscal year.)*

The tax collections and tax rates compiled by Dean Runyan Associates, Inc. in this section were reported by various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. Some jurisdictions also have variable tax rates for different properties or districts.

Finally, transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees. Users of this information may therefore wish to contact specific jurisdictions to verify this data depending on the purpose of any analysis.



California Transient Occupancy Tax by County

Fiscal Year
Amount in \$000

	*Rate	2012	2013	2014	2015	2016	2017	2018	2019
ALAMEDA	11.2%	40,480	46,675	53,748	63,027	72,227	77,374	82,012	85,517
ALPINE	10.0%	431	574	482	507	630	735	713	786
AMADOR	10.0%	663	734	846	1,016	1,172	1,273	1,380	1,520
BUTTE	9.6%	2,554	2,709	2,869	3,071	3,307	3,631	3,855	4,754
CALAVERAS	11.0%	1,156	1,187	1,271	1,460	1,502	1,663	1,682	2,253
COLUSA	9.8%	368	358	390	366	424	467	509	624
CONTRA COSTA	9.3%	10,876	12,546	14,072	15,689	17,385	18,941	19,654	20,723
DEL NORTE	10.0%	1,200	1,306	1,400	1,584	1,734	1,871	1,991	2,034
EL DORADO	10.0%	10,889	12,620	13,632	15,699	19,117	20,208	21,116	23,752
FRESNO	11.7%	10,951	11,496	12,411	13,586	14,837	15,863	16,699	18,486
GLENN	11.8%	449	458	508	556	557	673	733	956
HUMBOLDT	10.0%	4,877	5,217	5,625	6,183	6,930	6,800	7,602	7,346
IMPERIAL	9.8%	2,172	2,230	2,394	2,264	2,277	2,369	2,535	2,804
INYO	12.0%	4,693	4,707	5,261	5,416	5,691	6,348	5,725	6,991
KERN	9.7%	11,710	12,192	13,139	14,355	14,813	15,011	15,899	16,103
KINGS	8.3%	723	732	760	922	1,010	949	1,020	1,058
LAKE	9.1%	842	694	955	893	1,242	931	977	1,277
LASSEN	10.0%	431	409	430	470	480	535	557	574
LOS ANGELES	12.9%	367,512	406,994	432,562	474,746	532,220	628,323	713,433	722,686
MADERA	9.1%	2,683	2,828	3,282	3,384	3,551	4,312	4,959	5,123
MARIN	11.3%	8,184	9,192	10,488	12,150	13,239	13,617	14,936	16,402
MARIPOSA	12.0%	11,461	11,438	11,624	13,523	14,342	14,883	14,984	14,824
MENDOCINO	10.4%	6,018	6,288	6,748	7,907	8,215	8,957	10,164	10,347
MERCED	9.9%	1,600	1,691	1,996	2,944	2,637	2,820	3,080	3,181
MODOC	7.9%	161	156	167	189	200	202	232	253
MONO	12.8%	12,394	14,126	13,077	14,018	18,748	22,306	21,380	23,734
MONTEREY	10.5%	46,522	49,995	53,761	59,484	63,549	63,159	69,704	78,365
NAPA	12.3%	31,403	34,582	40,555	44,569	48,876	49,961	49,301	55,635
NEVADA	10.0%	2,508	2,781	3,115	3,608	4,347	5,081	5,140	6,235
ORANGE	12.2%	189,382	208,294	218,396	246,618	276,623	300,651	314,523	324,786

California Transient Occupancy Tax by County

Fiscal Year
Amount in \$000

	*Rate	2012	2013	2014	2015	2016	2017	2018	2019
PLACER	9.0%	13,221	14,520	15,264	15,245	20,187	22,783	23,469	27,151
PLUMAS	9.0%	1,180	1,250	1,269	1,300	1,408	1,495	1,593	1,903
RIVERSIDE	11.4%	60,135	66,583	71,325	81,155	87,579	101,835	110,351	116,547
SACRAMENTO	11.7%	26,294	27,910	30,257	33,329	36,719	40,809	44,638	48,924
SAN BENITO	9.5%	247	282	297	332	385	536	696	836
SAN BERNARDINO	9.5%	26,501	28,253	26,746	33,613	37,171	42,080	44,679	50,648
SAN DIEGO	10.4%	189,187	203,924	223,586	247,070	267,743	290,573	306,517	330,717
SAN FRANCISCO	14.0%	239,567	238,782	310,052	399,363	392,686	375,291	382,722	414,343
SAN JOAQUIN	8.5%	4,330	4,859	4,691	5,909	6,889	7,552	8,306	9,101
SAN LUIS OBISPO	9.7%	26,146	28,439	32,700	35,601	38,056	37,591	39,776	42,665
SAN MATEO	11.9%	56,095	63,621	82,363	83,894	92,208	93,453	100,335	110,363
SANTA BARBARA	11.7%	33,021	34,418	39,058	44,071	44,865	47,190	46,261	49,440
SANTA CLARA	11.3%	74,455	84,382	98,126	121,654	136,487	143,137	154,532	167,093
SANTA CRUZ	11.1%	11,799	12,802	15,517	17,915	18,623	21,006	22,767	24,705
SHASTA	10.0%	4,931	5,310	5,384	5,714	6,010	6,230	6,860	8,533
SIERRA	10.0%	324	343	349	339	325	305	364	321
SISKIYOU	9.5%	2,019	2,153	2,209	2,442	2,515	2,748	2,901	2,939
SOLANO	9.5%	4,626	4,915	5,432	6,396	7,751	7,895	8,476	8,266
SONOMA	11.5%	22,196	24,961	28,407	31,589	34,406	41,274	47,227	48,733
STANISLAUS	8.7%	3,618	3,839	3,998	4,448	5,440	5,780	6,305	6,584
SUTTER	10.1%	700	691	715	835	831	1,007	1,133	1,411
TEHAMA	9.9%	883	1,038	1,054	1,223	1,350	1,377	1,464	2,167
TRINITY	5.0%	203	221	219	214	194	262	272	249
TULARE	9.8%	4,629	5,155	5,402	6,374	6,291	7,129	7,549	8,203
TUOLUMNE	10.0%	2,540	2,792	2,558	2,943	3,718	4,536	5,009	5,233
VENTURA	9.8%	16,346	17,894	19,816	21,907	24,751	24,953	25,894	26,752
YOLO	11.5%	3,135	3,450	2,737	4,330	4,961	5,877	6,599	7,224
YUBA	10.4%	399	341	379	459	478	374	495	570
California (\$Million)	10.3%	1,614	1,748	1,956	2,240	2,432	2,625	2,814	2,981

*The reported rate represents a county-wide average for the last fiscal year.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Alameda										
Alameda	10.0%	1,119	1,295	1,396	1,612	1,929	2,175	2,127	2,146	2,267
Berkeley	12.0%	4,698	4,609	5,556	6,169	7,039	7,813	7,754	8,754	9,855
Dublin	8.0%	684	880	1,003	1,118	1,354	1,506	1,498	1,621	2,085
Emeryville	12.0%	3,598	4,233	4,852	5,277	5,912	6,895	7,426	8,322	8,688
Fremont	10.0%	3,476	4,133	4,872	5,988	7,818	8,086	8,391	8,620	8,292
Hayward	8.5%	1,253	1,466	1,679	1,918	2,033	2,591	2,560	2,808	2,823
Livermore	8.0%	1,481	1,754	2,001	2,570	2,570	2,784	3,138	3,554	3,716
Newark	10.0%	2,785	3,323	3,705	4,320	5,067	5,859	6,094	5,525	6,717
Oakland	14.0%	12,484	13,822	15,831	18,208	21,145	25,027	28,252	30,039	30,005
Pleasanton	8.0%	2,966	3,487	3,939	4,299	5,057	6,038	6,263	6,400	6,500
San Leandro	14.0%	610	711	775	889	1,017	1,130	1,341	1,591	1,820
Union City	12.9%	591	767	1,067	1,379	2,085	2,322	2,530	2,631	2,749
Alpine										
Unincorporated	10.0%	519	431	574	482	507	630	735	713	786
Amador										
Amador	7.3%	9	11	12	14	14	15	14	13	15
Ione	10.0%	2	0.6	0.2	0.3	0.3	4	2	1	7
Jackson	10.0%	284	285	308	305	353	447	450	470	594
Plymouth	10.0%	85	95	142	194	221	253	296	350	334
Sutter Creek	10.0%	169	175	170	157	225	230	279	275	280
Unincorporated	10.0%	89	96	103	175	203	223	232	271	296
Butte										
Chico	10.0%	1,880	1,970	2,049	2,211	2,362	2,522	2,704	2,876	3,536
Gridley	6.0%	22	21	21	22	25	27	22	17	40
Oroville	9.0%	347	364	421	428	469	524	677	700	994
Paradise	10.0%	162	171	190	186	198	214	211	241	114
Unincorporated	6.0%	29	28	27	21	18	20	18	21	69
Calaveras										
Angels Camp	10.0%	782	816	861	943	1,065	1,116	1,098	1,021	1,052
Unincorporated	6.0%	362	341	327	327	395	385	565	662	1,201
Colusa										
Colusa	8.0%	14	25	19	25	22	23	24	26	50
Williams	10.0%	296	344	339	365	345	401	443	483	573

Note: Values noted in *Italics* are not yet current for FY 2018 and estimated as the previous fiscal year. Values noted as N/A are not available. Those with more current information or corrections are encouraged to contact Dean Runyan Associates.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Contra Costa										
Antioch	10.0%	80	120	116	136	150	158	256	209	233
Brentwood	10.0%	206	233	270	284	350	377	397	556	551
Concord	10.0%	1,391	1,479	1,695	2,171	2,619	2,713	2,787	3,012	3,029
Danville	6.5%	87	97	109	121	121	147	160	170	176
El Cerrito	10.0%	86	98	103	131	115	139	134	180	188
Lafayette	9.5%	451	523	562	631	702	746	733	733	778
Martinez	10.0%	290	303	308	291	383	521	561	586	546
Pinole	10.0%	198	208	223	302	391	459	484	513	485
Pittsburg	10.0%	280	361	447	503	645	711	759	832	843
Pleasant Hill	10.0%	1,235	1,350	1,573	1,610	1,930	2,107	2,223	2,244	2,544
Richmond	10.0%	660	727	858	986	1,049	1,264	1,295	1,554	1,797
San Pablo	12.0%	262	309	356	425	455	791	514	565	636
San Ramon	7.3%	1,501	1,741	2,096	2,246	2,470	2,808	2,894	3,003	3,264
Unincorporated	10.0%	1,439	1,836	2,171	2,500	2,367	2,367	3,361	3,354	3,429
Walnut Creek	8.5%	1,345	1,492	1,659	1,735	1,942	2,077	2,382	2,143	2,225
Del Norte										
Crescent City	10.0%	891	860	962	966	1,150	1,255	1,385	1,510	1,437
Unincorporated	8.0%	319	340	344	434	434	479	485	481	597
El Dorado										
Placerville	10.0%	116	131	137	159	188	187	228	219	232
So. Lake Tahoe	10.0%	8,670	8,825	10,298	11,031	12,708	15,687	16,279	16,782	18,205
Unincorporated	10.0%	1,813	1,933	2,186	2,443	2,802	3,243	3,700	4,115	5,315
Fresno										
Clovis	10.0%	1,309	1,441	1,519	1,683	1,827	2,007	2,077	2,182	2,186
Coalinga	6.0%	38	33	25	28	27	19	20	20	18
Firebaugh	6.0%	6	4	5	6	11	4	9	9	10
Fresno	12.0%	8,458	9,072	9,508	10,037	10,987	12,006	12,919	13,639	15,429
Huron	10.0%	2	4	4	4	4	3	2	3	3
Kingsburg	12.0%	162	176	202	322	266	282	331	361	350
Reedley	8.0%	37	36	38	40	42	42	44	52	54
Sanger	4.0%	8	9	6	9	9	7	9	7	6
Selma	12.0%	165	176	189	282	414	466	453	425	430
Glenn										
Orland	10.0%	48	46	47	50	53	54	85	87	83
Unincorporated	5.0%	4	3	4	3	3	2	3	4	11
Willows	12.0%	389	400	407	455	500	500	585	642	862

Note: Values noted in *italics* are not yet current for FY 2018 and estimated as the previous fiscal year. Values noted as N/A are not available. Those with more current information or corrections are encouraged to contact Dean Runyan Associates.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Humboldt										
Arcata	10.0%	934	1,038	1,195	1,296	1,296	1,365	1,469	1,613	1,471
Eureka	10.0%	2,149	1,923	1,947	2,125	2,420	2,871	2,975	2,980	2,816
Ferndale	10.0%	76	98	99	128	163	168	168	173	155
Fortuna	10.0%	472	516	524	507	532	613	679	637	615
Rio Dell	8.0%	12	12	10	12	10	11	12	16	13
Trinidad	10.0%	72	96	132	133	167	176	165	136	140
Unincorporated	10.0%	1,167	1,193	1,311	1,423	1,597	1,725	1,332	2,047	2,137
Imperial										
Brawley	8.0%	287	315	283	323	335	341	358	329	394
Calexico	10.0%	185	246	237	315	267	273	290	302	334
Calipatria	8.0%	25	29	22	32	19	21	23	18	18
El Centro	10.0%	1,343	1,561	1,660	1,667	1,592	1,592	1,667	1,862	2,030
Holtville	4.0%	1	1	1	1	1.0	0.9	0.7	0.4	0.0
Imperial	8.0%	17	18	21	31	26	28	27	20	20
Unincorporated	8.0%	0.8	3	6	26	23	22	3	3	9
Inyo										
Bishop	12.0%	1,871	1,811	1,829	1,958	2,110	2,226	2,618	2,768	2,975
Unincorporated	12.0%	2,667	2,882	2,878	3,303	3,306	3,465	3,730	2,958	4,016
Kern										
Bakersfield	12.0%	6,852	7,828	8,274	8,826	9,488	9,451	9,578	9,571	9,943
California City	6.0%	1	16	50	60	62	68	77	85	86
Delano	10.0%	166	180	214	193	253	308	338	397	476
Maricopa	10.0%	20	27	22	21	24	21	19	23	18
McFarland	6.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ridgecrest	10.0%	1,144	1,151	1,095	1,165	1,218	1,443	1,584	1,981	1,458
Taft	10.0%	24	56	40	68	133	123	199	228	264
Tehachapi	8.0%	500	567	500	830	684	641	629	759	801
Unincorporated	6.0%	1,658	1,732	1,845	1,775	2,270	2,575	2,403	2,648	2,844
Wasco	10.0%	118	152	152	200	223	184	185	208	211
Kings										
Avenal	6.0%	5	5	5	4	4	6	5	4	6
Corcoran	8.0%	46	49	48	42	45	69	48	57	55
Hanford	8.0%	258	263	277	288	348	381	381	431	517
Lemoore	8.0%	112	126	124	127	210	260	229	229	256
Unincorporated	10.0%	233	280	277	298	315	295	287	299	224

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Lake										
Clearlake	9.0%	160	159	168	200	207	350	340	292	395
Lakeport	10.0%	69	83	85	95	81	111	141	138	189
Unincorporated	9.0%	590	601	441	660	605	781	449	547	693
Lassen										
Susanville	10.0%	366	392	379	401	442	455	508	520	534
Unincorporated	10.0%	42	40	30	29	28	25	27	37	39

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	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Los Angeles										
Agoura Hills	12.0%	1,709	1,738	1,915	2,131	2,245	2,764	2,671	2,788	2,808
Alhambra	12.0%	148	176	167	193	268	643	750	812	541
Arcadia	10.0%	2,394	2,560	2,823	3,215	3,365	3,532	3,544	3,321	3,447
Artesia	10.0%	366	426	450	443	535	553	486	138	391
Avalon	12.0%	3,085	3,320	3,516	4,464	4,983	4,938	5,152	5,359	5,402
Azusa	10.0%	193	211	231	243	262	348	366	717	861
Baldwin Park	10.0%	217	216	223	254	294	321	557	780	812
Bell	12.0%	94	5	0.0	0.0	0.0	0.0	0.0	407	459
Bell Gardens	8.0%	221	238	259	314	365	548	555	736	752
Bellflower	9.0%	444	487	526	591	657	730	757	762	794
Beverly Hills	14.0%	26,595	29,789	31,086	34,380	36,359	39,989	43,521	49,077	49,909
Burbank	10.0%	5,686	5,943	6,548	7,145	7,909	10,598	11,206	11,734	11,566
Calabasas	12.0%	1,199	1,143	1,265	1,492	1,683	2,261	1,928	2,004	2,125
Carson	9.0%	1,198	1,308	1,462	1,598	1,743	2,068	2,313	2,204	2,135
Cerritos	12.0%	399	445	461	504	698	1,130	1,187	1,214	1,045
Claremont	10.0%	917	1,001	1,077	1,148	1,284	1,334	1,398	1,459	1,477
Compton	7.5%	150	152	115	114	107	106	111	106	116
Covina	10.0%	318	317	395	101	348	483	328	218	241
Cudahy	8.0%	66	53	50	53	54	57	62	68	71
Culver City	14.0%	3,284	3,781	5,195	5,608	6,700	7,572	7,567	7,904	8,552
Diamond Bar	10.0%	643	692	783	851	935	994	924	1,020	1,223
Downey	9.0%	991	1,123	1,219	1,315	1,317	1,629	1,701	1,705	1,537
Duarte	10.0%	60	69	94	97	105	142	128	105	93
El Monte	10.0%	266	278	299	318	380	420	476	820	1,010
El Segundo	12.0%	4,153	4,617	5,156	5,964	5,400	6,400	12,877	13,885	13,885
Gardena	11.0%	414	478	554	640	738	1,006	1,295	1,321	1,465
Glendale	12.0%	3,045	3,368	3,545	3,979	4,467	6,426	6,600	6,999	7,544
Glendora	6.0%	76	88	130	134	137	149	138	142	166
Hawthorne	12.0%	2,017	2,393	2,659	2,765	3,357	4,806	5,200	5,412	5,971
Hermosa Beach	12.0%	1,689	1,815	1,996	2,204	2,350	2,762	3,237	3,295	3,251
Huntington Park	5.0%	55	47	48	50	50	70	82	90	85
Industry	10.0%	747	793	876	1,012	1,000	1,052	1,037	847	1,011
Inglewood	14.0%	2,979	3,136	3,456	4,094	4,860	5,218	5,577	5,470	5,530
La Mirada	10.0%	1,022	973	1,165	1,389	1,506	1,690	1,568	1,409	1,460
La Puente	10.0%	137	153	167	192	207	228	241	239	241
Lakewood	8.0%	60	50	46	46	48	59	67	63	59
Lancaster	7.0%	1,300	1,338	1,315	1,313	1,614	1,866	2,077	2,188	2,249
Lawndale	9.0%	407	453	490	507	600	610	661	686	705
Lomita	10.0%	106	118	127	123	134	150	178	186	186
Long Beach	12.0%	13,782	16,791	18,784	21,265	23,999	N/A	26,478	27,908	31,712
Los Angeles	14.0%	145,167	163,395	180,734	184,382	202,897	249,316	297,305	359,748	358,361

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Los Angeles										
Malibu	12.0%	1,160	1,336	1,421	1,535	1,983	2,620	3,287	4,677	4,550
Manhattan Beach	10.0%	3,230	3,240	3,881	4,167	4,548	4,987	5,117	4,426	5,143
Maywood	5.0%	34	11	39	46	47	61	55	56	64
Monrovia	10.0%	1,179	1,329	1,454	1,563	1,760	1,891	1,945	1,936	2,045
Montebello	10.0%	256	298	312	325	353	N/A	402	414	421
Monterey Park	12.0%	757	876	957	1,049	1,159	1,249	1,262	1,164	1,064
Norwalk	10.0%	877	1,128	1,227	1,309	1,379	1,533	1,545	1,593	1,672
Palmdale	10.0%	2,633	2,789	2,908	2,824	3,090	3,279	3,671	4,034	4,790
Pasadena	12.1%	7,668	9,553	11,109	12,043	13,165	14,856	15,186	15,638	16,128
Pico Rivera	10.0%	304	309	333	368	398	418	405	425	450
Pomona	10.0%	1,267	1,359	1,474	1,561	1,561	1,548	1,502	2,021	2,515
Rancho Palos Verdes	10.0%	2,640	3,349	3,790	4,250	4,812	5,197	5,601	5,615	5,645
Redondo Beach	12.0%	3,267	3,534	3,693	3,971	4,465	8,628	7,690	9,173	8,817
Rosemead	10.0%	1,170	1,347	1,450	1,590	1,575	1,999	2,209	2,340	2,315
San Dimas	12.0%	670	700	779	1,278	1,426	1,558	1,630	1,655	1,616
San Gabriel	12.0%	880	948	1,168	1,426	1,454	1,592	1,603	2,078	3,043
Santa Clarita	10.0%	2,107	2,381	2,557	2,782	3,125	3,813	3,639	3,490	3,664
Santa Fe Springs	10.0%	145	120	113	117	144	165	174	162	146
Santa Monica	14.0%	32,747	36,143	40,997	44,412	47,629	51,021	55,532	60,631	60,643
Signal Hill	10.0%	136	150	156	169	149	163	220	218	254
South El Monte	8.0%	194	186	195	214	219	212	208	233	233
South Gate	8.0%	278	230	250	278	267	350	390	420	515
Temple City	10.0%	34	33	29	47	54	60	55	61	58
Torrance	11.0%	6,959	7,900	8,636	9,292	10,529	11,919	12,015	11,632	11,600
Unincorporated	12.0%	11,437	13,119	14,180	15,458	17,470	19,791	21,642	22,377	21,302
West Covina	10.0%	757	1,052	1,228	1,238	1,614	1,841	1,966	1,900	1,801
West Hollywood	12.5%	14,090	15,414	18,062	18,980	20,418	21,993	22,637	24,776	25,963
Westlake Village	10.0%	2,394	2,613	2,623	2,907	3,218	3,619	3,602	3,873	3,883
Whittier	10.0%	560	586	564	730	779	890	832	1,071	1,098
Madera										
Chowchilla	10.0%	187	143	208	245	269	213	306	348	301
Madera	9.0%	436	522	577	647	723	736	772	798	903
Unincorporated	9.0%	1,965	2,017	2,044	2,390	2,392	2,602	3,234	3,813	3,919

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Marin										
Corte Madera	12.0%	571	685	729	862	964	1,052	1,003	1,216	1,218
Fairfax	10.0%	18	19	30	26	28	28	21	19	21
Larkspur	10.0%	507	567	648	703	812	888	977	909	939
Mill Valley	10.0%	414	481	566	636	715	773	823	972	1,052
Novato	12.0%	942	1,054	1,218	1,354	1,544	1,643	1,648	1,774	1,820
San Rafael	10.0%	1,644	1,867	2,185	2,332	2,662	3,063	2,985	3,114	3,203
Sausalito	12.0%	829	894	967	1,202	1,463	1,589	1,610	1,530	1,837
Tiburon	10.0%	471	581	605	700	811	832	805	867	908
Unincorporated	10.0%	1,747	2,037	2,244	2,673	3,151	3,371	3,746	4,534	5,404
Mariposa										
Unincorporated	10.0%	10,664	11,461	11,438	11,624	13,523	14,342	14,883	14,984	14,824
Mendocino										
Fort Bragg	12.0%	1,325	1,414	1,546	1,679	1,854	2,091	2,148	2,609	2,657
Point Arena	12.0%	44	35	34	23	73	79	86	104	114
Ukiah	10.0%	692	776	828	925	1,173	1,213	1,311	1,406	1,535
Unincorporated	10.0%	3,294	3,556	3,618	3,856	4,491	4,491	5,081	5,695	5,669
Willits	9.0%	153	237	263	265	316	341	330	350	372
Merced										
Atwater	8.0%	36	35	35	38	38	29	62	61	<i>61</i>
Gustine	7.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	<i>0.0</i>	<i>0.0</i>
Livingston	9.0%	3	5	6	5	5	5	5	6	78
Los Banos	10.0%	203	216	220	288	307	407	446	484	460
Merced	10.0%	718	803	883	990	1,874	1,519	1,609	1,724	1,739
Unincorporated	10.0%	522	541	547	675	719	676	698	805	844
Modoc										
Alturas	10.0%	134	127	125	132	150	160	156	189	209
Unincorporated	4.0%	37	34	31	35	39	40	46	43	43
Mono										
Mammoth Lakes	13.0%	11,196	9,924	11,712	10,479	11,309	15,722	18,985	17,867	20,211
Unincorporated	12.0%	2,323	2,470	2,414	2,598	2,709	3,026	3,321	3,512	3,522

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California Transient Occupancy Tax by Jurisdiction

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	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Monterey										
Carmel-By-The-Sea	10.0%	4,003	4,178	4,616	5,127	5,589	5,896	6,100	6,312	6,850
Gonzales	8.0%	1	2	2	2	2	2	2	2	3
Greenfield	8.0%	12	12	12	22	14	17	32	25	25
King City	10.0%	253	285	327	334	344	429	419	481	526
Marina	12.0%	1,458	1,876	1,932	2,125	2,395	2,550	2,686	3,296	3,962
Monterey	10.0%	14,655	16,537	17,601	19,325	20,828	22,486	23,180	24,557	26,605
Pacific Grove	10.0%	2,891	3,142	3,360	3,157	3,639	3,786	3,976	3,925	4,229
Salinas	10.0%	1,604	1,749	2,037	1,852	2,432	2,601	2,772	3,366	3,435
Seaside	12.0%	1,779	2,025	2,092	2,420	2,668	2,881	2,702	2,937	3,559
Soledad	12.0%	72	71	71	73	78	88	113	147	301
Unincorporated	10.5%	13,779	16,645	17,945	19,325	21,496	22,815	21,177	24,658	28,871
Napa										
American Canyon	12.0%	784	1,090	1,201	1,249	1,429	1,509	1,546	1,593	1,549
Calistoga	12.0%	3,431	3,768	3,949	4,456	5,037	5,623	5,953	5,884	6,415
Napa	12.0%	9,872	11,505	12,773	15,167	15,869	18,233	19,418	20,057	22,623
St. Helena	12.0%	1,465	1,521	1,308	1,732	1,860	1,981	2,176	2,838	3,297
Unincorporated	12.0%	8,299	9,227	9,673	11,689	13,792	14,722	13,713	12,592	14,224
Yountville	12.0%	4,035	4,292	5,678	6,261	6,582	6,809	7,155	6,338	7,527
Nevada										
Grass Valley	10.0%	583	657	516	692	816	826	828	842	916
Nevada City	10.0%	187	268	270	341	288	324	402	424	424
Truckee	10.0%	1,436	1,351	1,718	1,847	2,119	2,820	3,410	3,355	4,239
Unincorporated	10.0%	257	233	277	236	384	377	441	519	655

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Orange										
Anaheim	15.0%	82,605	90,376	102,936	101,042	118,099	137,024	148,744	155,594	160,002
Brea	10.0%	1,227	1,281	1,401	1,513	1,592	1,606	1,716	1,787	1,806
Buena Park	12.0%	3,816	3,920	4,403	5,002	5,675	6,435	6,529	6,468	6,612
Costa Mesa	8.0%	5,345	6,525	7,258	7,676	7,995	8,623	8,925	8,820	8,595
Cypress	10.0%	1,760	2,098	1,926	1,980	2,210	2,559	2,712	2,837	2,762
Dana Point	10.0%	8,338	9,382	10,086	11,122	12,467	12,091	12,600	13,027	13,343
Fountain Valley	9.0%	733	744	900	1,015	1,278	1,458	1,454	1,418	1,442
Fullerton	10.0%	1,754	1,898	2,068	2,249	2,418	2,680	2,877	3,009	3,328
Garden Grove	14.5%	11,134	11,648	13,626	16,353	17,217	20,897	25,121	25,982	26,285
Huntington Beach	10.0%	6,470	7,204	7,630	8,440	9,215	10,035	11,364	12,429	13,971
Irvine	8.0%	8,294	8,489	9,005	9,315	10,594	12,218	12,427	14,833	16,463
La Palma	8.0%	216	228	258	378	346	391	378	392	398
Laguna Beach	12.0%	7,073	7,905	8,537	9,278	9,979	10,355	12,238	14,087	14,059
Laguna Hills	10.0%	870	1,004	1,108	1,203	1,285	1,407	1,437	1,382	1,311
Laguna Niguel	8.0%	29	33	29	34	43	41	45	48	47
Lake Forest	10.0%	2,439	2,670	2,823	3,141	3,405	3,573	3,775	3,809	3,671
Los Alamitos	8.0%	80	88	104	113	132	156	159	167	160
Mission Viejo	8.0%	594	608	630	749	826	882	882	1,062	1,221
Newport Beach	10.0%	15,855	17,976	16,500	18,176	20,365	21,083	22,303	22,858	24,697
Orange	10.0%	3,169	3,440	3,819	3,849	4,542	5,169	5,413	5,476	5,400
Placentia	10.0%	647	620	788	820	770	945	965	968	962
San Clemente	10.0%	1,461	1,541	1,588	1,781	2,220	2,333	2,799	2,806	2,631
San Juan Capistrano	10.0%	175	314	618	681	801	851	855	907	924
Santa Ana	11.0%	5,970	7,024	7,490	8,519	8,983	8,882	9,768	9,246	9,415
Seal Beach	12.0%	1,221	970	1,289	1,509	1,526	1,655	1,694	1,663	1,633
Stanton	8.0%	326	357	342	324	384	429	513	515	484
Tustin	10.0%	143	137	137	1,091	1,091	1,555	1,609	1,576	1,829
Unincorporated	10.0%	151	37	0.0	0.0	0.0	0.0	0.0	9	11
Westminster	8.0%	496	511	593	609	717	802	867	861	824
Yorba Linda	10.0%	318	355	400	435	443	488	483	487	498
Placer										
Auburn	8.0%	198	211	209	226	264	262	299	324	386
Colfax	8.0%	17	19	21	18	14	18	16	14	14
Lincoln	10.0%	117	193	145	232	260	222	284	306	347
Loomis	8.0%	30	30	37	18	10	12	11	17	15
Rocklin	8.0%	384	396	403	474	486	564	678	870	1,010
Roseville	6.0%	1,759	1,897	2,079	2,281	2,067	3,117	3,151	3,429	3,750
Unincorporated	9.9%	10,645	10,474	11,626	12,013	12,145	15,991	18,344	18,510	21,628

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Plumas										
Portola	9.0%	35	41	33	37	29	29	29	30	30
Unincorporated	9.0%	1,042	1,139	1,217	1,233	1,271	1,379	1,465	1,563	1,874
Riverside										
Banning	12.0%	505	573	626	674	726	790	861	856	896
Beaumont	10.0%	186	194	236	196	225	213	334	344	335
Blythe	10.0%	700	899	1,147	982	949	1,175	1,068	1,065	1,218
Calimesa	10.0%	26	29	36	34	41	44	52	52	77
Canyon Lake	10.0%	34	35	36	41	51	61	62	57	60
Cathedral City	12.0%	999	1,136	1,114	1,340	1,447	1,771	2,503	3,147	3,627
Corona	10.0%	1,184	1,306	1,599	1,656	1,787	2,039	2,487	2,641	2,725
Desert Hot Springs	12.0%	1,088	1,149	1,235	1,314	1,352	1,505	1,768	2,162	2,217
Hemet	10.0%	603	557	626	643	727	854	963	1,025	972
Indian Wells	11.3%	4,805	5,690	6,342	6,406	6,735	6,996	7,590	7,707	8,641
Indio	10.0%	1,945	2,547	2,820	3,078	3,907	4,520	6,298	6,711	7,768
La Quinta	11.0%	4,725	5,550	5,989	6,286	6,613	7,442	6,483	6,588	6,719
Lake Elsinore	10.0%	275	313	275	462	451	487	566	560	578
Moreno Valley	13.0%	693	747	832	991	1,197	1,416	1,853	2,344	2,433
Norco	11.0%	190	224	257	296	427	520	562	586	609
Palm Desert	11.0%	8,614	9,195	10,482	9,810	10,723	11,195	15,018	17,019	17,251
Palm Springs	12.7%	15,797	18,106	19,620	22,297	25,487	26,996	30,951	34,241	36,475
Perris	10.0%	60	121	72	66	137	158	160	121	28
Rancho Mirage	10.0%	4,302	4,925	5,168	5,682	7,415	7,304	9,003	9,383	9,330
Riverside	13.0%	2,732	2,995	3,703	4,189	5,280	6,093	6,622	6,793	7,163
San Jacinto	8.0%	18	18	20	27	34	37	38	44	44
Temecula	8.0%	2,169	2,400	2,505	2,717	3,008	3,184	3,322	3,345	3,410
Unincorporated	10.0%	1,404	1,423	1,844	2,137	2,435	2,777	3,269	3,469	3,826
Sacramento										
Citrus Heights	12.0%	17	17	19	20	16	21	16	15	18
Folsom	8.0%	1,153	1,235	1,366	1,462	1,565	1,845	2,065	2,166	2,362
Galt	10.0%	131	139	143	214	215	261	272	290	265
Isleton	8.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2
Rancho Cordova	12.0%	2,515	2,626	2,637	2,859	3,160	3,441	3,866	3,984	4,316
Sacramento	12.0%	18,522	18,894	19,867	21,444	23,810	26,003	28,553	31,981	35,265
Unincorporated	12.0%	3,953	3,383	3,878	4,258	4,563	5,148	6,037	6,201	6,699
San Benito										
Hollister	8.0%	105	123	128	152	178	171	218	416	437
San Juan Bautista	12.0%	32	38	62	53	71	111	142	162	185
Unincorporated	8.0%	80	85	92	93	83	103	176	119	213

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
San Bernardino										
Adelanto	10.0%	27	24	24	16	19	25	35	33	29
Apple Valley	7.0%	6	7	7	8	7	6	6	9	12
Barstow	12.5%	2,542	2,626	2,650	2,749	2,892	2,858	3,097	3,106	3,321
Big Bear Lake	8.0%	3,068	3,177	3,497	2,562	2,965	3,437	5,246	5,281	6,286
Chino	8.0%	220	228	282	268	296	336	371	394	407
Colton	10.0%	370	346	501	567	660	605	761	944	1,062
Fontana	8.0%	574	558	587	704	793	884	941	994	1,065
Hesperia	10.0%	843	966	837	1,040	1,163	1,148	1,102	1,295	1,239
Highland	7.0%	179	204	228	250	265	274	302	179	42
Loma Linda	10.0%	57	53	41	32	49	271	335	465	671
Montclair	10.0%	33	31	29	30	31	25	41	52	72
Needles	10.0%	454	499	522	589	592	643	889	911	888
Ontario	11.8%	8,790	9,149	9,731	10,614	12,058	13,091	13,887	14,586	14,946
Rancho Cucamonga	10.0%	1,827	1,928	2,057	2,555	2,729	3,055	3,282	3,578	4,054
Redlands	10.0%	766	820	921	948	1,064	1,102	1,393	1,353	1,459
Rialto	9.0%	97	128	149	153	195	170	333	178	213
San Bernardino	10.0%	2,507	2,217	2,689	N/A	3,396	4,338	4,496	4,885	4,947
Twentynine Palms	9.0%	979	1,036	893	816	878	944	1,107	1,269	1,331
Unincorporated	7.0%	1,286	1,501	1,519	1,697	2,071	2,449	2,757	3,162	6,227
Upland	10.0%	99	97	110	117	151	160	168	164	178
Victorville	7.0%	723	705	817	881	1,064	1,074	1,191	1,240	1,392
Yucaipa	7.0%	14	12	16	18	23	23	23	23	23
Yucca Valley	7.0%	165	188	147	134	254	254	317	579	784

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
San Diego										
Carlsbad	10.0%	11,569	12,872	14,702	17,284	19,712	20,922	22,263	24,234	26,321
Chula Vista	10.0%	2,059	2,296	2,471	2,696	3,137	3,827	3,657	4,098	4,513
Coronado	10.0%	8,320	8,903	10,366	12,443	13,764	13,819	14,578	15,264	15,651
Del Mar	12.5%	1,705	1,805	1,940	2,102	2,444	2,618	2,697	3,007	2,977
El Cajon	10.0%	900	1,046	1,057	1,140	1,324	1,378	1,432	1,609	2,109
Encinitas	10.0%	1,280	1,412	1,490	1,568	1,824	2,009	2,208	2,545	2,776
Escondido	10.0%	1,025	1,203	1,228	1,322	1,435	1,606	1,683	1,765	1,750
Imperial Beach	10.0%	224	231	194	386	640	668	672	752	834
La Mesa	10.0%	917	910	957	1,038	1,148	1,209	1,250	1,276	1,304
Lemon Grove	6.0%	31	36	37	39	45	53	52	53	54
National City	10.0%	759	888	896	1,082	1,384	1,612	1,598	1,661	<i>1,661</i>
Oceanside	10.0%	3,326	3,817	4,239	4,707	5,323	6,382	6,929	7,748	8,199
Poway	10.0%	434	463	484	523	574	615	609	654	674
San Diego	10.5%	140,752	148,184	158,105	170,330	186,159	202,659	221,415	231,733	250,883
San Marcos	10.0%	610	714	736	795	830	874	978	1,303	1,377
Santee	10.0%	106	115	207	386	432	483	512	530	563
Solana Beach	13.0%	979	1,119	1,186	1,220	1,467	1,606	1,740	1,828	2,019
Unincorporated	8.0%	2,449	2,579	2,647	3,404	4,166	4,128	4,889	5,106	5,784
Vista	10.0%	546	596	982	1,119	1,263	1,275	1,410	1,351	1,269
San Francisco										
San Francisco	14.0%	209,962	239,567	238,782	310,052	399,363	392,686	375,291	382,722	414,343
San Joaquin										
Escalon	10.0%	2	2	3	2	3	4	4	5	4
Lathrop	9.0%	231	232	466	469	450	518	636	724	772
Lodi	6.0%	426	486	545	594	666	783	1,092	914	1,206
Manteca	9.0%	483	508	634	133	794	913	1,005	1,133	1,320
Ripon	10.0%	84	100	97	101	113	130	144	160	176
Stockton	8.0%	1,799	1,933	2,006	2,080	2,378	2,711	2,710	3,193	3,377
Tracy	10.0%	676	746	787	974	1,117	1,385	1,481	1,598	1,638
Unincorporated	8.0%	280	323	320	338	387	445	479	579	608

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
San Luis Obispo										
Arroyo Grande	10.0%	390	630	746	841	922	1,159	963	963	1,029
Atascadero	10.0%	526	638	704	779	900	1,242	1,338	1,376	1,391
El Paso De Robles	10.0%	2,998	3,230	3,350	4,174	4,246	4,279	5,408	5,735	6,145
Grover Beach	10.0%	220	261	273	249	314	363	354	371	434
Morro Bay	10.0%	2,287	2,784	2,803	2,542	2,916	3,143	3,323	3,415	3,596
Pismo Beach	10.0%	6,270	6,931	7,280	7,988	8,680	9,200	9,346	10,039	10,382
San Luis Obispo	10.0%	4,844	5,222	5,572	8,063	8,811	9,335	7,357	7,499	8,044
Unincorporated	9.0%	6,342	6,450	7,711	8,063	8,811	9,335	9,502	10,377	11,645
San Mateo										
Belmont	10.0%	1,115	1,359	1,572	1,723	1,937	2,339	2,387	3,091	3,577
Brisbane	12.0%	1,306	1,560	1,668	2,038	2,444	2,650	2,768	2,876	2,890
Burlingame	12.0%	13,404	16,183	18,244	31,357	23,698	26,092	26,263	27,936	29,384
Daly City	10.0%	533	635	690	787	946	1,028	1,404	1,127	1,290
Foster City	9.5%	1,341	1,730	2,016	2,109	2,581	2,821	2,915	3,519	4,390
Half Moon Bay	12.0%	3,732	4,231	4,525	4,950	5,431	5,925	6,040	6,433	6,853
Menlo Park	12.0%	2,454	2,939	3,468	4,159	4,720	6,268	6,663	7,772	10,305
Millbrae	12.0%	3,686	3,928	4,809	6,137	7,467	8,210	8,025	8,483	8,845
Pacifica	12.0%	776	1,118	1,277	1,485	1,667	1,713	1,604	1,549	1,793
Redwood City	12.0%	2,994	3,924	4,526	5,262	6,032	6,459	6,553	7,586	8,628
San Bruno	12.0%	1,764	2,184	2,412	2,790	3,066	3,317	3,284	3,418	3,627
San Carlos	10.0%	815	944	1,121	1,270	1,397	1,579	1,571	1,656	3,123
San Mateo	12.0%	4,530	5,635	6,391	5,728	8,008	8,887	8,610	8,750	8,372
So. San Francisco	10.0%	7,192	8,619	9,659	11,174	12,947	13,430	13,618	13,979	15,535
Unincorporated	10.0%	979	1,105	1,242	1,394	1,552	1,490	1,749	2,160	1,750
Santa Barbara										
Buellton	12.0%	1,193	1,240	1,345	1,611	1,830	1,783	1,938	2,832	3,114
Carpinteria	12.0%	1,306	1,422	1,631	1,924	2,380	2,380	2,504	2,462	2,633
Lompoc	10.0%	1,444	1,270	1,320	1,509	1,678	1,706	1,796	1,931	2,128
Santa Barbara	12.0%	14,951	16,394	17,611	20,184	22,523	22,372	23,097	22,650	23,422
Santa Maria	10.0%	2,363	2,441	2,532	2,844	3,224	3,395	3,456	3,524	3,446
Solvang	12.0%	2,508	2,684	2,986	3,435	3,834	4,266	4,331	4,320	4,541
Unincorporated	12.0%	6,977	7,570	6,993	7,551	8,601	8,963	10,070	8,541	10,157

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Santa Clara										
Campbell	12.0%	2,032	2,578	2,876	3,417	4,092	4,440	4,406	4,548	4,769
Cupertino	12.0%	2,537	3,113	3,769	4,590	5,582	4,552	6,024	6,811	8,901
Gilroy	9.0%	889	999	1,092	1,235	1,502	1,677	1,709	1,722	1,772
Los Altos	11.0%	1,518	1,782	1,946	2,169	2,450	2,608	2,985	3,073	3,166
Los Gatos	12.0%	833	1,174	1,296	1,513	1,897	1,943	2,254	2,629	2,692
Milpitas	10.0%	6,124	7,067	7,933	9,336	10,827	11,764	11,702	11,943	14,503
Morgan Hill	10.0%	938	1,119	1,411	1,714	2,062	2,276	2,654	2,730	2,874
Mountain View	10.0%	3,914	4,397	4,668	5,645	6,559	6,591	6,973	6,995	6,968
Palo Alto	14.0%	8,082	9,664	10,794	12,555	16,699	22,377	23,478	24,934	25,654
San Jose	10.0%	18,102	22,451	25,258	29,362	36,998	41,114	43,400	48,854	51,099
Santa Clara	9.5%	9,910	11,755	13,673	15,042	17,869	20,040	20,069	21,419	22,492
Saratoga	10.0%	184	205	228	257	310	319	344	389	348
Sunnyvale	10.5%	6,589	7,778	9,016	10,857	14,132	16,262	16,568	17,813	21,168
Unincorporated	8.0%	322	371	420	433	674	524	570	671	688
Santa Cruz										
Capitola	10.0%	602	913	1,075	1,237	1,276	1,452	1,458	1,457	1,571
Santa Cruz	11.0%	4,228	4,739	5,559	7,059	8,228	8,228	9,283	10,195	10,986
Scotts Valley	10.0%	570	713	781	926	1,059	1,011	1,218	1,588	1,908
Unincorporated	11.0%	4,101	4,605	4,515	5,514	6,462	6,941	8,002	8,385	9,068
Watsonville	11.0%	707	830	873	781	889	990	1,046	1,142	1,173
Shasta										
Anderson	10.0%	355	349	430	436	492	519	540	538	661
Redding	10.0%	3,616	3,838	4,100	4,126	4,358	4,612	4,794	5,124	6,837
Shasta Lake	10.0%	8	5	5	7	8	8	9	11	8
Unincorporated	10.0%	692	739	774	815	857	872	887	1,187	1,027
Sierra										
Unincorporated	10.0%	289	324	343	349	339	325	305	364	321
Siskiyou										
Dorris	5.0%	6	6	5	6	7	10	12	10	8
Dunsmuir	12.0%	106	99	107	112	112	117	151	150	167
Etna	6.0%	6	6	6	7	9	11	12	10	10
Mt. Shasta	10.0%	504	511	576	546	620	716	756	766	821
Unincorporated	8.0%	438	471	517	515	523	575	609	690	671
Weed	10.0%	306	300	298	311	361	344	411	409	438
Yreka	10.0%	568	626	643	712	811	742	798	866	824

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Solano										
Benecia	9.0%	229	297	260	386	425	483	507	507	511
Dixon	9.0%	170	173	221	300	350	494	564	576	624
Fairfield	10.0%	1,635	1,718	1,849	2,046	2,338	2,667	2,673	3,049	3,038
Rio Vista	10.0%	27	49	20	14	27	23	19	27	30
Vacaville	8.0%	1,191	1,232	1,332	1,205	1,403	1,705	1,701	1,786	1,895
Vallejo	11.0%	1,088	1,158	1,234	1,481	1,852	2,379	2,432	2,531	2,168
Sonoma										
Cloverdale	10.0%	145	144	161	191	220	217	238	275	236
Healdsburg	14.0%	1,928	2,209	2,461	2,637	2,889	3,058	3,643	4,280	5,122
Petaluma	10.0%	1,342	1,485	1,681	1,923	2,065	2,495	2,651	3,066	3,360
Rohnert Park	12.0%	1,748	1,941	2,203	2,687	2,981	3,256	3,450	4,982	4,603
Santa Rosa	9.0%	3,184	3,654	4,285	4,361	4,890	5,467	5,900	6,063	5,611
Sebastopol	10.0%	270	361	395	360	482	484	514	579	588
Sonoma	10.0%	2,113	2,359	2,645	3,569	3,564	3,651	3,563	3,637	3,988
Unincorporated	12.0%	7,930	8,757	9,705	11,046	12,763	13,894	19,369	21,882	22,818
Windsor	12.0%	1,191	1,287	1,426	1,634	1,735	1,884	1,944	2,462	2,408
Stanislaus										
Ceres	10.0%	59	61	70	76	84	101	228	242	250
Modesto	9.0%	1,640	1,769	1,884	1,880	2,098	2,523	2,669	2,826	2,961
Oakdale	7.0%	203	233	221	229	261	298	311	330	322
Turlock	9.0%	700	799	902	979	1,100	1,226	1,455	1,604	1,660
Unincorporated	8.0%	661	756	763	834	904	1,291	1,118	1,172	1,211
Sutter										
Unincorporated	10.0%	31	29	18	19	19	15	20	28	53
Yuba City	10.0%	652	671	674	696	816	816	987	1,106	1,358
Tehama										
Corning	10.0%	266	261	294	300	344	354	387	421	615
Red Bluff	10.0%	597	594	711	720	836	928	936	977	1,473
Unincorporated	8.0%	32	28	33	34	43	68	54	67	78
Trinity										
Unincorporated	5.0%	191	203	221	219	214	194	262	272	249

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California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

	Current Rate	2011	2012	2013	2014	2015	2016	2017	2018	2019
Tulare										
Dinuba	10.0%	145	134	172	184	227	249	263	291	289
Exeter	8.0%	33	37	55	71	84	87	94	109	122
Lindsay	8.0%	32	41	29	44	57	50	56	71	68
Porterville	8.0%	301	310	335	371	447	491	551	559	539
Tulare	10.0%	844	820	1,042	1,029	1,188	1,182	1,326	1,386	1,482
Unincorporated	10.0%	1,200	1,280	1,366	1,402	1,749	1,749	2,082	2,339	2,621
Visalia	10.0%	1,920	2,008	2,155	2,301	2,622	2,484	2,757	2,793	3,081
Tuolumne										
Sonora	10.0%	280	332	375	307	297	392	496	434	502
Unincorporated	10.0%	1,823	2,209	2,417	2,251	2,645	3,325	4,040	4,576	4,730
Ventura										
Camarillo	9.0%	1,582	1,702	1,850	2,034	2,270	2,545	2,418	2,310	2,656
Fillmore	10.0%	76	89	114	121	106	120	119	155	138
Ojai	10.0%	1,848	2,180	2,434	2,798	2,960	3,127	3,321	3,345	3,718
Oxnard	10.0%	3,294	3,402	3,826	4,228	4,654	5,375	5,174	5,643	5,502
Port Hueneme	10.0%	295	326	301	393	455	508	559	579	584
San Buenaventura	10.0%	3,436	4,045	4,450	4,780	5,333	5,810	6,105	6,239	6,172
Santa Paula	10.0%	74	83	97	103	111	110	100	118	111
Simi Valley	10.0%	1,218	1,289	1,344	1,411	1,605	1,877	1,810	1,924	<i>1,924</i>
Thousand Oaks	10.0%	2,703	2,978	3,162	3,538	3,916	4,671	4,537	4,758	5,080
Unincorporated	8.0%	230	251	317	410	496	608	808	822	869
Yolo										
Davis	12.0%	958	1,039	1,129	1,252	1,320	1,459	1,780	2,110	2,220
Unincorporated	8.0%	286	279	293	357	488	488	576	589	625
West Sacramento	12.0%	933	901	1,019	1,129	1,290	1,421	1,581	1,686	1,897
Woodland	12.0%	922	916	1,010	N/A	1,233	1,593	1,940	2,214	2,481
Yuba										
Marysville	12.0%	75	83	81	94	101	120	121	121	<i>121</i>
Unincorporated	10.0%	244	316	261	285	358	358	253	374	449

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APPENDICES

Appendix A	2019 Travel Impact Estimates
Appendix B	Key Terms and Definitions
Appendix C	Regional Travel Impact Model
Appendix D	Travel Industry Accounts
Appendix E	California Earnings and Employment by Industry Sector
Appendix F	Industry Groups

2019 TRAVEL IMPACT ESTIMATES

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the California travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

PRELIMINARY ESTIMATES

Preliminary estimates for 2019 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2018 becomes available.

TRANSPORTATION IMPACTS

The treatment of ground transportation expenditures depends upon the level of geography (county, region or state). County and regional level estimates of destination spending include only a portion of ground transportation expenditures because some county and regional transportation expenditures are for travel to other California destinations. These expenditures are allocated to "other travel." State level estimates include all in-state expenditures for ground transportation.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

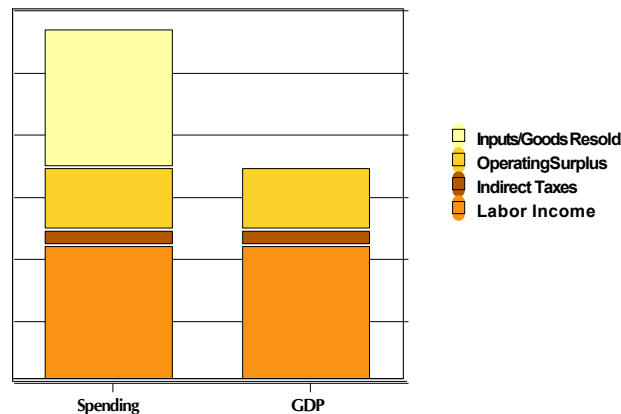
Direct impacts are reported for all counties within California. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2019. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the California economy prepared by the IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures

part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings.

GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the California travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade

Relationship Between Spending and Gross Domestic Product



It is for this reason that "travel spending" - as measured from surveys of visitors - is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of

the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

DEFINITION OF TERMS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Federal Taxes: Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: Lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

Other spending: Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

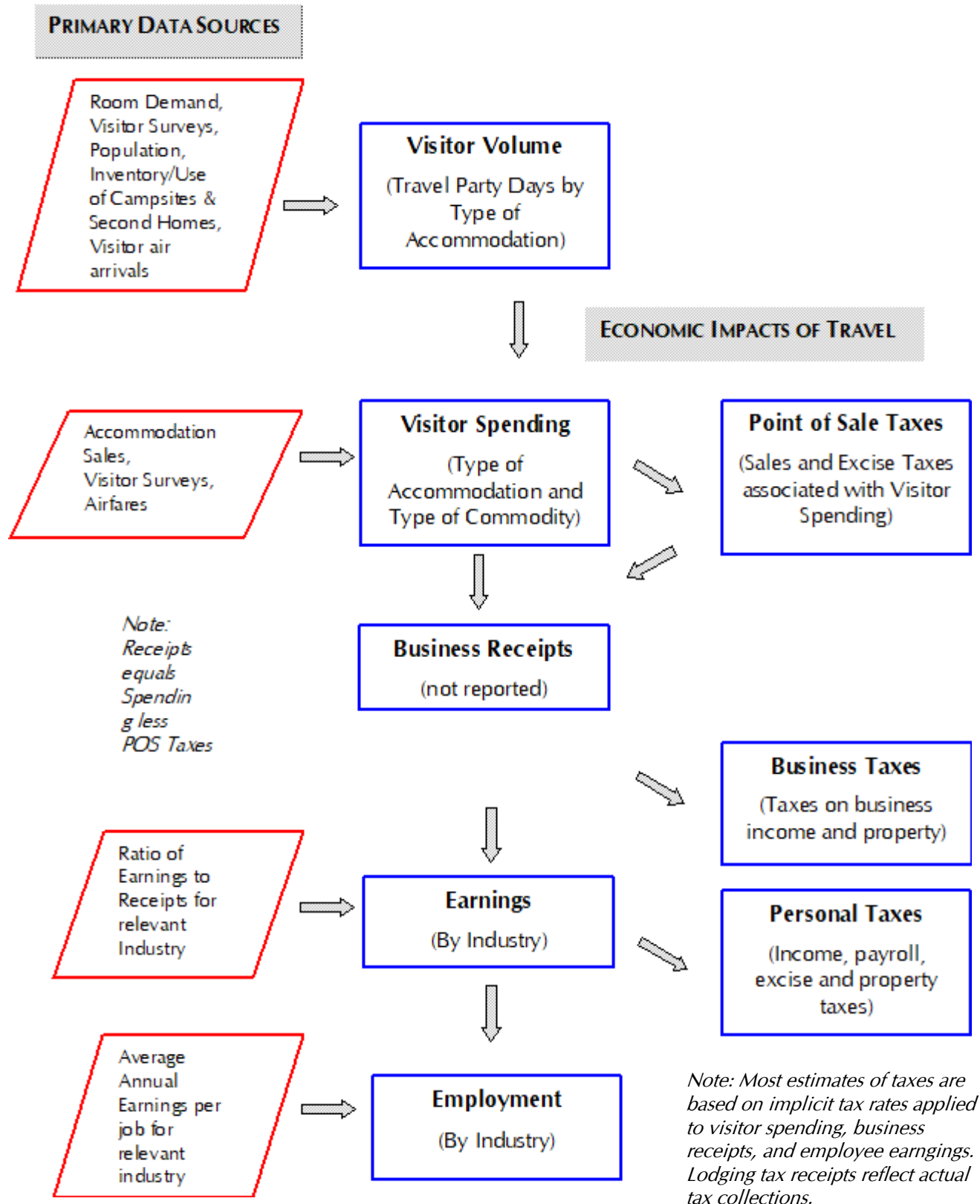
State Taxes: Sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

REGIONAL TRAVEL IMPACT MODEL



TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”^[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger - they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.² There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.³ Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

² The North American Industrial Classification System (NAICS) is the current standard in the United States.

³ Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.⁴

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however.

Suppose, for example, that the focus of a travel industry account is the state of California. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in California? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to California and ignore the remainder for the purpose of creating a travel industry account for California. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in California can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the California *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.⁵

⁴ The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

⁵ The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.⁶

**Bureau of Economic Analysis Tourism Industries
Distribution of Travel-Generated Compensation
in United States, 2007**

Accommodation & Food Services	38.1%
Traveler accommodations	21.5%
Food services and drinking places	16.6%
Transportation	23.3%
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	11.2%
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
Retail & Nondurable Goods Production	16.2%
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
Travel Arrangement	7.3%
All other industries	2.2%
Total Tourism Compensation	100.0%

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

⁶The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Administrative/Support Services	Travel Arrangement and Reservation Services (5615) Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.⁷ The distinction is obviously also important because it is based on different political, legal, and currency regimes - factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.⁸ There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

⁷ Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

⁸ The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

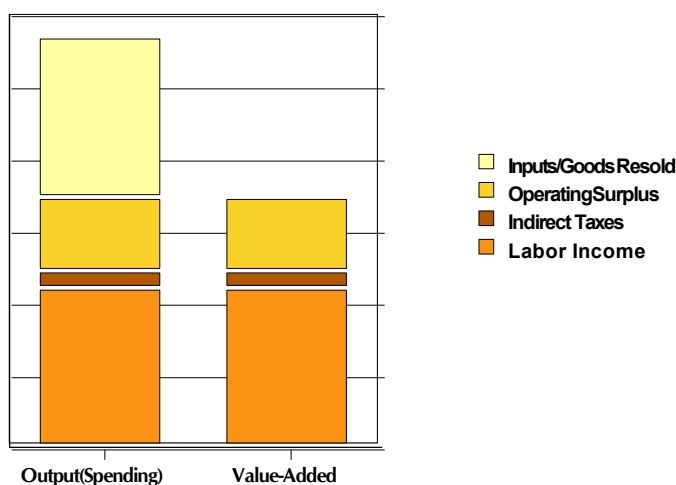
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:¹¹

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

¹¹ There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.¹²

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.¹³ The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.¹⁴ For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates.

Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

¹² It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

¹³ Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

¹⁴ It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects - the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.¹⁵ As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

¹⁵ The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis - the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

California Earnings and Employment by Industry Sector, 2016

Industry Sector	Earnings (\$Billion)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	175.6	11.1%	1,961	8.4%
Agriculture, Forestry, Fishing and related	26.0	1.6%	489	2.1%
Mining	4.2	0.3%	59	0.3%
Manufacturing	145.3	9.2%	1,412	6.1%
**Travel	46.1	2.9%	1,109	4.8%
Primarily Non Export-Oriented	728.1	45.9%	11,257	48.4%
Construction	84.0	5.3%	1,103	4.7%
Utilities	10.6	0.7%	63	0.3%
Wholesale trade	70.5	4.4%	875	3.8%
Retail trade	87.5	5.5%	2,106	9.1%
Real estate and rental and leasing	50.4	3.2%	1,175	5.0%
Management of companies and enterprises	33.8	2.1%	251	1.1%
Administrative and waste services	63.5	4.0%	1,484	6.4%
Other services, except public administration	57.3	3.6%	1,450	6.2%
Government and government enterprises	270.4	17.1%	2,751	11.8%
Mixed	681.2	43.0%	10,047	43.2%
Transportation and warehousing	47.8	3.0%	881	3.8%
Information	103.0	6.5%	612	2.6%
Finance and insurance	80.6	5.1%	1,026	4.4%
Professional and technical services	193.1	12.2%	2,007	8.6%
Educational services	23.9	1.5%	536	2.3%
Health care and social assistance	150.1	9.5%	2,599	11.2%
Leisure and Hospitality	82.6	5.2%	2,386	10.3%
California Total**	1,584.9	100.0%	23,265	100.0%

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

Industry Groups

Accommodation & Food Services

- Food services and drinking places
- Hotels and motels, including casino hotels
- Other accommodations

Arts, Entertainment & Recreation

- Amusement parks, arcades, and gambling industries
- Bowling centers
- Fitness and recreational sports centers
- Independent artists, writers, and performers
- Museums, historical sites, zoos, and parks
- Other amusement and recreation industries
- Performing arts companies
- Promoters of performing arts and sports and agents for public figures
- Spectator sports companies

Construction

- Construction of new nonresidential commercial and health care structures
- Construction of new nonresidential manufacturing structures
- Construction of new residential permanent site single- and multi-family structures
- Construction of other new nonresidential structures
- Construction of other new residential structures
- Maintenance and repair construction of nonresidential structures
- Maintenance and repair construction of residential structures

Education and Health Services

- Child day care services
- Community food, housing, and other relief services, including rehabilitation services
- Home health care services
- Individual and family services
- Medical and diagnostic labs and outpatient and other ambulatory care services
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other private educational services
- Private elementary and secondary schools
- Private hospitals
- Private junior colleges, colleges, universities, and professional schools

Financial Activities

- Commercial and industrial machinery and equipment rental and leasing
- Funds, trusts, and other financial vehicles
- General and consumer goods rental except video tapes and discs
- Imputed rental activity for owner-occupied dwellings
- Insurance agencies, brokerages, and related activities
- Insurance carriers
- Lessors of nonfinancial intangible assets
- Monetary authorities and depository credit intermediation activities
- Nondepository credit intermediation and related activities
- Real estate establishments
- Securities, commodity contracts, investments, and related activities
- Video tape and disc rental

Information

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

Manufacturing & Utilities

(280 industries)

Natural Resources and Mining

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial Fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

Other Services

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

Professional and Business Services

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

Public Administration

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

Trade

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

Transport

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage