

Economic Impact of Travel, 2015-2018p

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State of California VS Mendocino County

Total Direct Travel Spending (\$Billion/California VS \$Million/Mendocino County)	California		Mendocino		California		Mendocino		California		Mendocino		California		Mendocino	
	2015	YOY %	2015	YOY %	2016	YOY %	2016	YOY %	2017	YOY %	2017	YOY %	2018	YOY %	2018	YOY %
Destination Spending	111.3	3.6%	384.3	5.0%	114.9	3.2%	421.8	9.8%	121	5.3%	451.6	7.1%	127.9	5.7%	465.5	3.1%
Other Travel	10.7	7.0%	14.4	-11.1%	11.5	7.5%	12.8	-11.1%	12.3	7.0%	14.4	12.5%	12.7	3.3%	16.7	16.0%
TOTAL	122	3.9%	398.70	4.3%	126.4	3.6%	434.60	9.0%	133.3	5.5%	466	7.2%	140.6	5.5%	482.2	3.5%

Tax Receipts Generated by Travel Spending (\$Million)	California		Mendocino		California		Mendocino		California		Mendocino		California		Mendocino	
	2015	YOY %	2015	YOY %	2016	YOY %	2016	YOY %	2017	YOY %	2017	YOY %	2018	YOY %	2018	YOY %
Local Tax Receipts	4.9	8.9%	17.4	6.7%	5.3	8.2%	18.5	6.3%	5.6	5.7%	20.1	8.6%	5.9	5.4%	21.2	5.5%
Visitor	NA	NA	11.6	9.4%	NA	NA	12.2	5.2%	NA	NA	13.5	10.7%	NA	NA	14.3	5.9%
Business or Emp	NA	NA	5.8	1.8%	NA	NA	6.3	8.6%	NA	NA	6.6	4.8%	NA	NA	6.9	4.5%
State Tax Receipts	5.2	0.0%	19.5	0.0%	5.3	1.9%	20.3	4.1%	5.3	0.0%	20.9	3.0%	5.9	11.3%	22.5	7.7%
Visitor	NA	NA	13.6	-0.7%	NA	NA	14	2.9%	NA	NA	14.6	4.3%	NA	NA	16.4	12.3%
Business or Emp	NA	NA	5.9	1.7%	NA	NA	6.3	6.8%	NA	NA	6.3	0.0%	NA	NA	6.1	-3.2%
Total Local & State Tax	10.1	9%	36.9	3.1%	10.6	10%	38.8	5.1%	10.9	6%	41	5.7%	11.8	17%	43.7	6.6%