

# The Economic Impact of Travel

## California

2024p Calendar Year  
State, Regional, & County Impacts

May, 2025

**PREPARED FOR**  
Visit California



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# The Economic Impact of Travel in California

**2024 Calendar Year**

**State, Regional, & County Impacts**

Visit California

May 2025

## **PRIMARY RESEARCH CONDUCTED BY**

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# Introduction

## Purpose of the Report

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

## How to Use the Report

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

## Revisions

This report also presents revised travel impact figures for 2023 based on data available after the 2023 report was published.



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

**Travel impacts** measure the economic impact of travel activity within a region. Because travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make economic impact estimates for each travel related activity to determine the total travel impact. Travel impact reports are used by industry stakeholders to benchmark the travel industry against other local industries, understand the makeup of travel activity in their region, and communicate the economic relevance of the regional travel industry.



# U.S. Travel Impacts

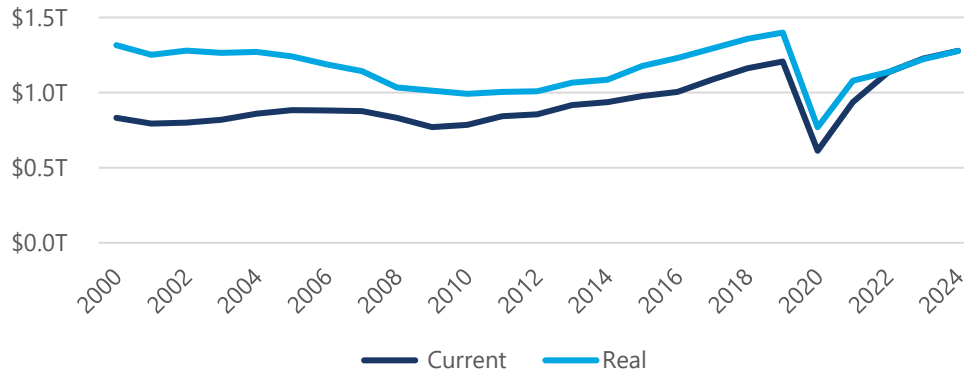
2024p



# U.S. Travel Impacts

## Direct Travel Spending

### Direct Travel Spending 2000-2024

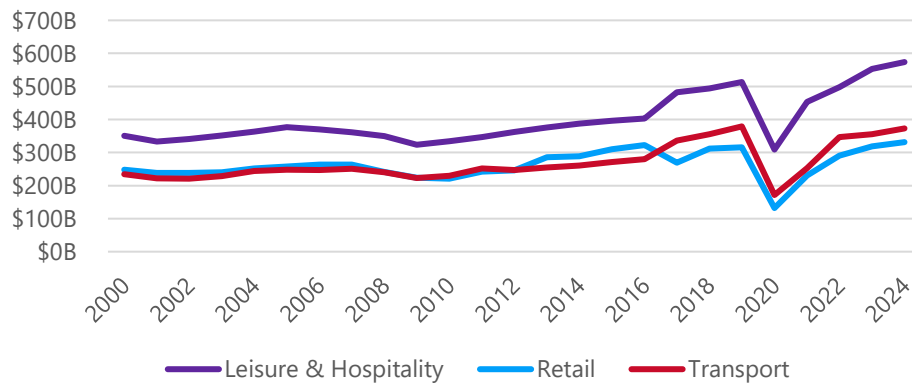


National travel-related spending was \$1.3 trillion in 2024, a **4.2% (4.6% when adjusted for inflation) increase** compared to the previous year.

**Source:** Dean Runyan Associates

**Note:** Real spending is in chained 2024 dollars. Chained dollars are inflation-adjusted measures that account for changes in both prices and consumer spending patterns over time.

### Direct Travel Spending by Commodity 2000-2024



Travelers spent \$573.7 billion on Leisure & Hospitality in 2024, accounting **for 44.9% of the total direct expenditures.**

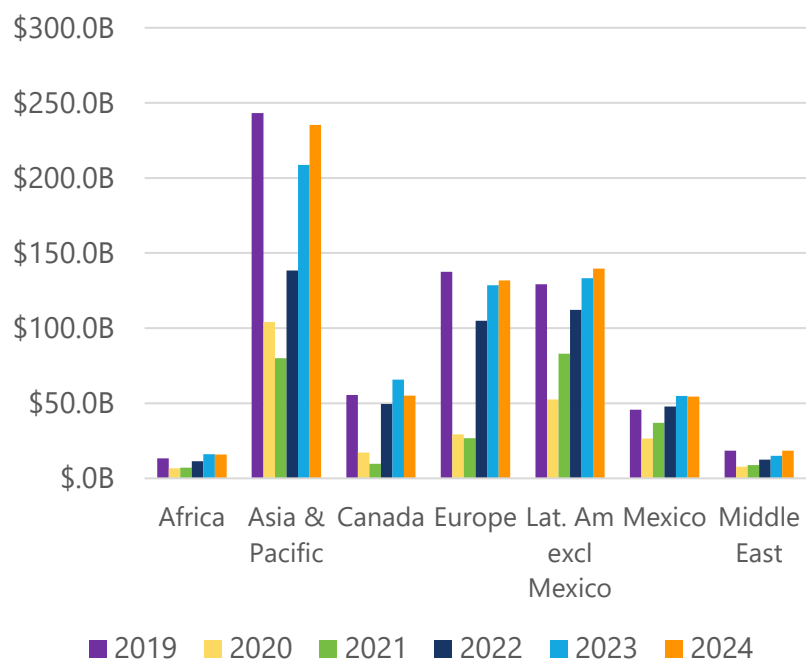
**Source:** Dean Runyan Associates

**Note:** DRA estimates 2024 national direct spending using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024.

# U.S. Travel Impacts

## Direct Spending

### International Travel Spending 2019-2024



	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>International Travel Spending (\$Billions)</b>							
Africa	13.3	6.6	7.1	11.4	16.1	15.9	-1.0%
Asia & Pacific Islands	243.2	104.1	80.0	138.5	208.7	235.3	12.7%
Canada	55.5	17.1	9.7	49.5	65.6	55.0	-16.3%
Europe	137.6	29.2	26.7	104.9	128.6	131.8	2.4%
Latin Am excl Mexico	129.1	52.5	83.0	112.1	133.4	139.6	4.7%
Mexico	45.8	26.6	37.0	47.9	54.9	54.4	-1.0%
Middle East	18.4	7.9	8.8	12.4	15.0	18.4	22.5%
<b>Total</b>	<b>13.3</b>	<b>6.6</b>	<b>7.1</b>	<b>11.4</b>	<b>16.1</b>	<b>15.9</b>	<b>-1.0%</b>

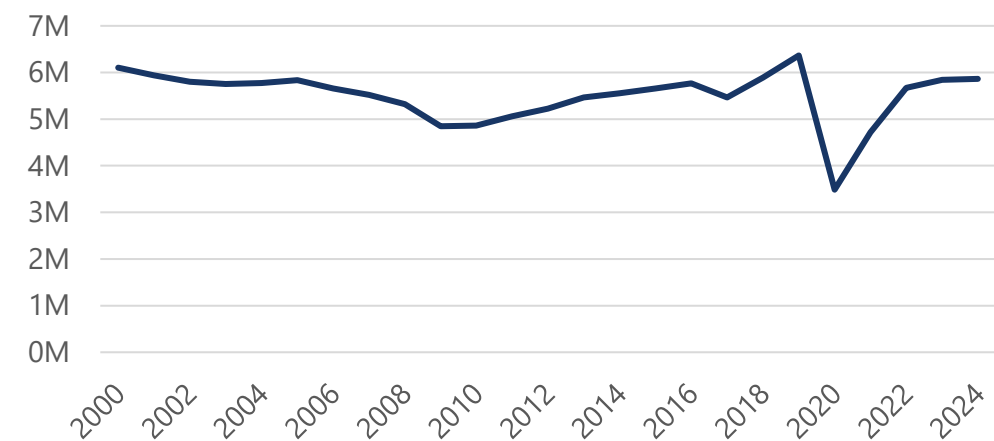
**Sources:** Dean Runyan Associates, U.S. Bureau of Economic Analysis

**Note:** International travel spending estimates do not include spending on health, education, or border-worker travel activity.

Visitors from Asia & Pacific Islands travelers spent \$235.3 billion on U.S. travel in 2024, a **12.7% increase** compared to the previous year.

# U.S. Travel Impacts

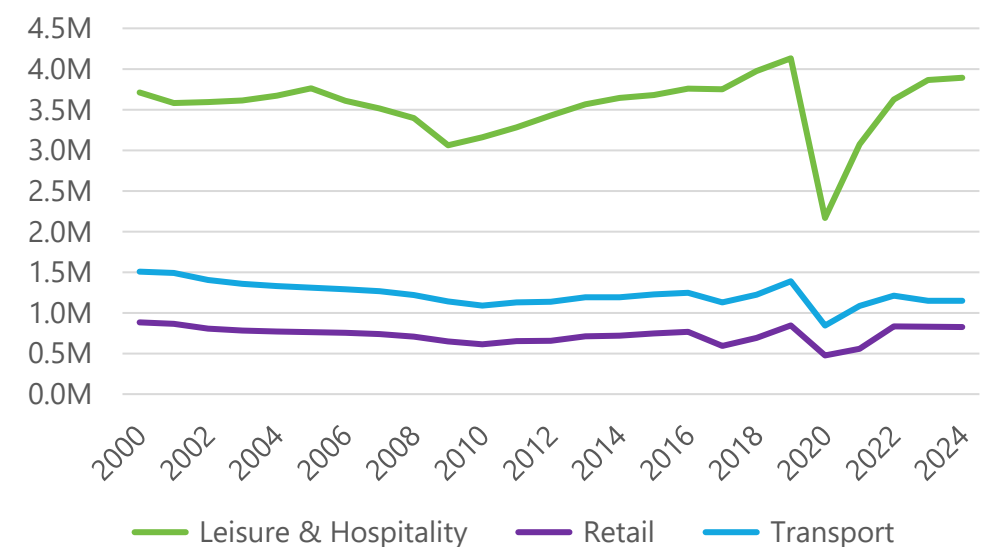
## Direct Employment



Approximately **24 thousand jobs were gained in 2024, a 0.4% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

## Direct Employment by Industry Sector



Travel supported 3.8 million jobs in the Leisure and Hospitality industry in 2024, a **0.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



# California Travel Impacts

2024p

# California Travel Impacts

## Direct Travel Impacts

### 2024p Summary



#### 3.0% increase in Travel Spending

Direct travel spending in California increased 3.0% from \$152.7 billion in 2023 to \$157.3 billion in 2024.



#### 23,950 Jobs gained

Direct travel-generated employment grew from 1,141,810 in 2023 to 1,165,760 in 2024. Approximately 23,950 jobs were generated, representing a 2.1% increase compared to the previous year.



#### 5.8% Growth in Earnings

Direct travel-generated earnings grew from \$61.4 billion in 2023 to \$65.0 billion in 2024, an increase of approximately \$3.6 billion or 5.8%.



#### 3.1% Increase in Tax Revenue

Tax revenue (local and state) generated by travel spending grew from \$12.3 billion in 2023 to \$12.6 billion in 2024, a 3.1% increase.

**Source:** Dean Runyan Associates

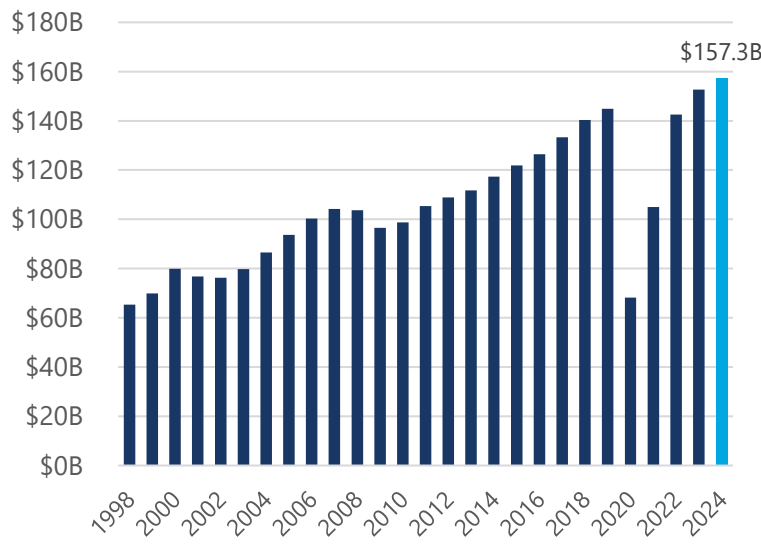
**Note:** Estimates are subject to revision when more complete or additional data becomes available.



# California Travel Impacts

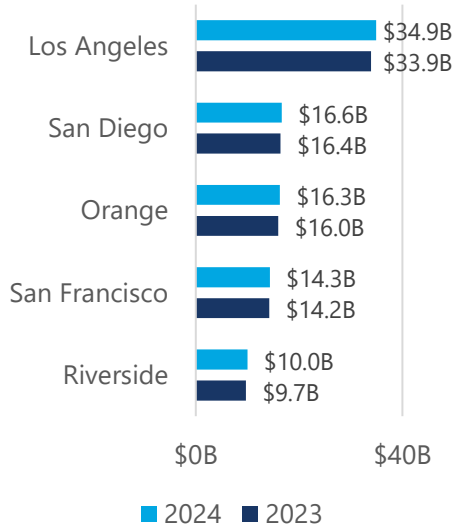
## Direct Travel Spending

Direct travel spending increased by \$4.6 billion in 2024.



Direct travel spending grew from \$152.7 billion in 2023 to \$157.3 billion in 2024, a 3.0% increase. Between 2014 and 2024, travel related spending in California grew at an average annual rate of 3.0%.

Direct travel spending increased in all the top 5 counties.



In 2024, direct travel spending increased in all of California’s top 5 counties with the largest percent increase among the top 5 occurring in Los Angeles County (3.0%) and Riverside County (3.0%).



**Direct travel spending** includes visitor and other travel spending

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

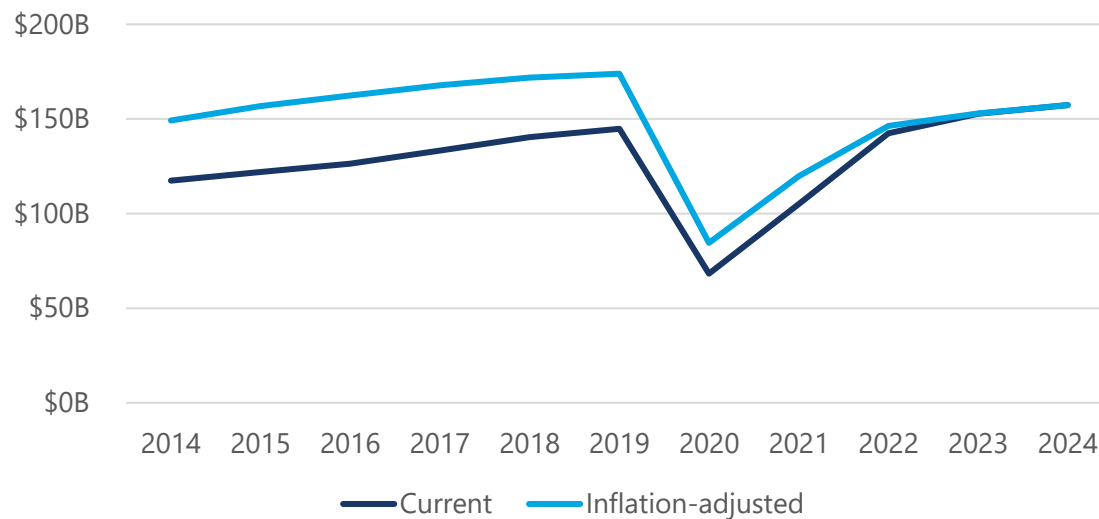


# California Travel Impacts

## Inflation-Adjusted Spending

Direct travel-related spending grew from \$152.7 billion in 2023 to \$157.3 billion in 2024, an increase of \$4.6 billion in current dollars. However, considering inflation, the true quantity of goods and services purchased by travelers increased 2.9% or \$4.4 billion.

### Current and Inflation-Adjusted Direct Travel Spending



In 2024, travel spending increased \$4.6 billion or 3.0% in current dollars, or **\$4.4 billion or 2.9% in inflation-adjusted dollars.**

**Sources:** Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI

**Note:** Inflation-Adjusted values are in 2024 dollars as of September 2024



Inflation is the **rate of increase** in prices of goods and services.

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

### U.S. CPI (annual % chg.)

2023: 8.0%

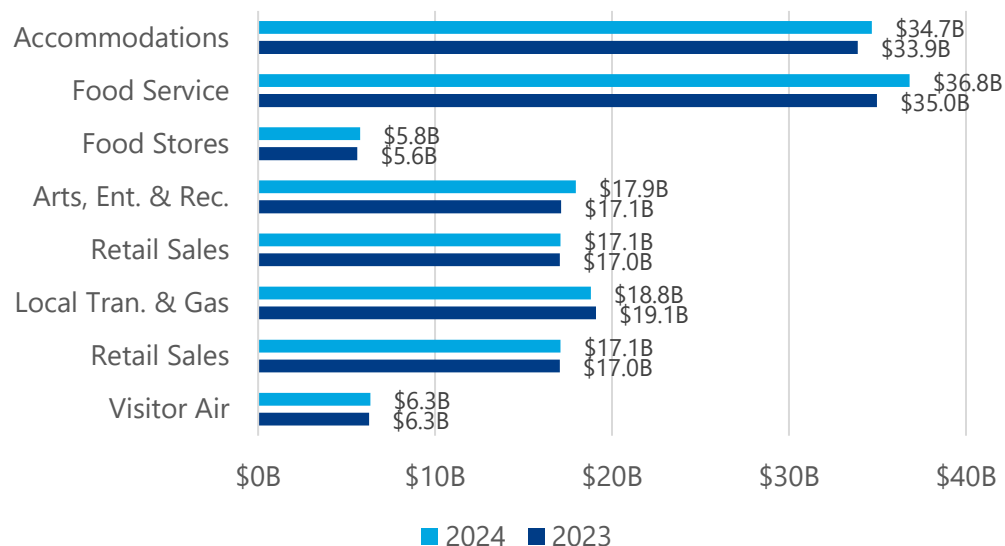
2024: 4.3%

Target: 2% Annually

# California Travel Impacts

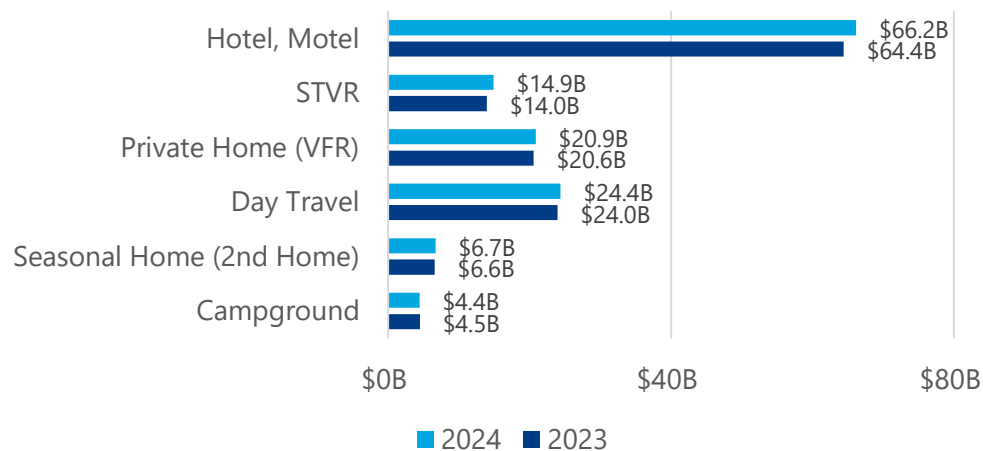
## Direct Visitor Spending

### Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$34.7 billion in 2024, **an increase of 2.4%**. Spending on food service generated \$36.8 billion, **an increase of 5.3% which was the largest increase** among commodity categories.

### Direct Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$81.1 billion in 2024, **an increase of 3.4%** compared to 2023.

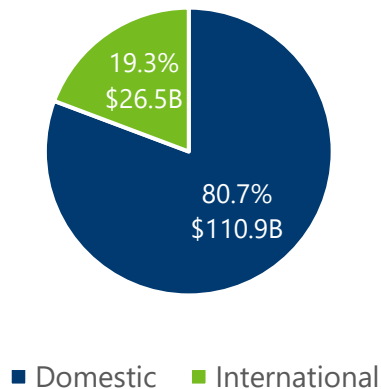
**Sources:** Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR



# California Travel Impacts

## Direct Visitor Spending

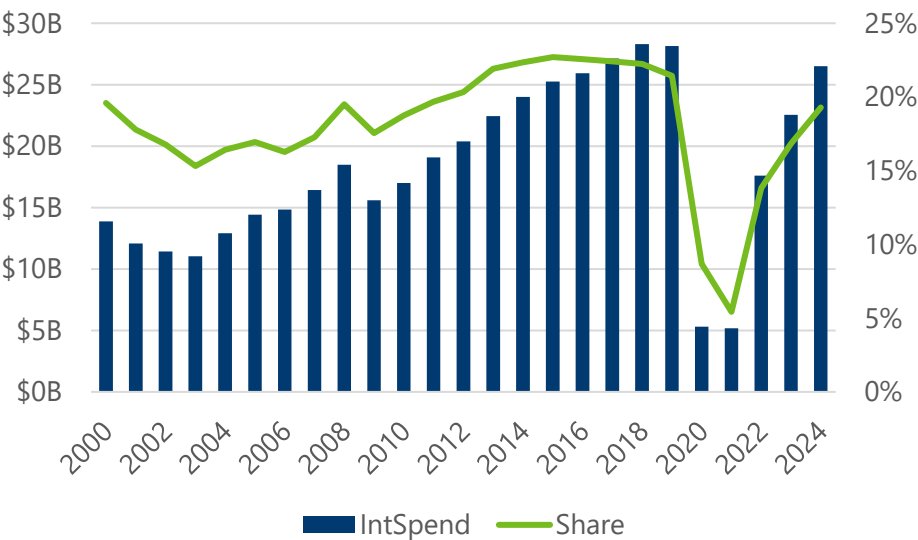
Direct Visitor Spending by Origin, 2024p



In 2024, spending by **domestic visitors** accounted for **80.7% of all visitor spending** in California.

**Note:** Domestic visitors include residents of all U.S. territories.

Direct Visitor Spending by International Visitors



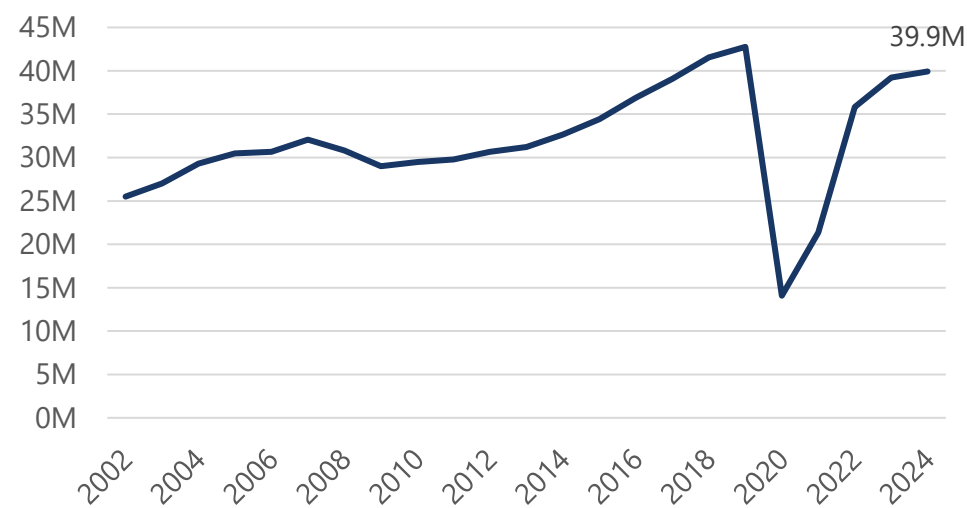
On average, **international visitors constitute 18.1% of total travel spending** in California.

**Sources:** Dean Runyan Associates, U.S. Bureau of Economic Analysis, National Travel and Tourism Office, Tourism Economics

# California Travel Impacts

## Air Travel and Lodging Sales Trend

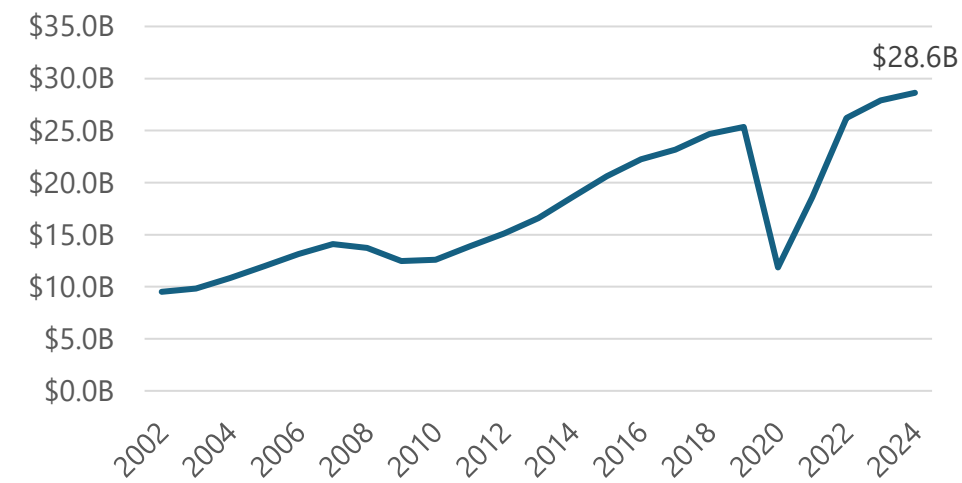
Domestic Air Visitor Arrivals via U.S. Air Carriers



Visitor air travel on domestic flights to California destinations **increased by 1.8%** in 2024, from 39.2 million to 39.9 million.

Sources: Dean Runyan Associates, U.S. Bureau of Transportation Statistics

Taxable Lodging Sales



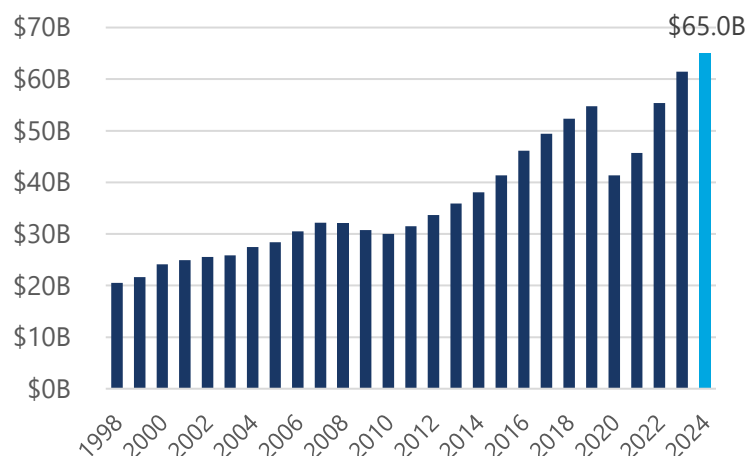
Taxable lodging sales grew to \$28.6 billion in 2024, a **2.6% increase** compared to 2023.

Sources: Dean Runyan Associates, Local governments in California.

# California Travel Impacts

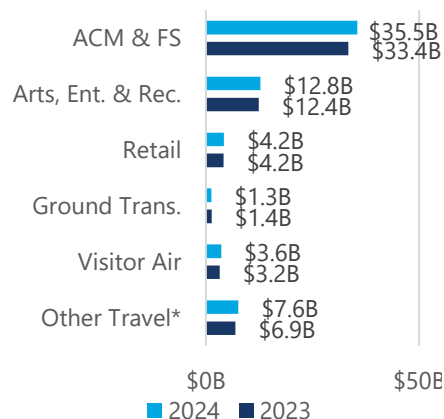
## Direct Travel-Generated Earnings

**Direct travel-generated earnings increased by \$3.6 billion in 2024.**



Direct travel-generated earnings grew from \$61.4 billion in 2023 to \$65.0 billion in 2024, an increase of 5.8%. Between 2014 and 2024, travel-generated earnings in California grew at an average annual rate of 5.5%.

**Component sectors of the travel industry showed mixed growth.**



Accommodation & Food Services (ACM & FS) earnings reached \$35.5 billion contributing 54.6% of state-wide earnings.



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\quad \text{Expenses} - \text{Sales Tax}) \\
 &= \\
 &\quad \text{Earnings}
 \end{aligned}$$

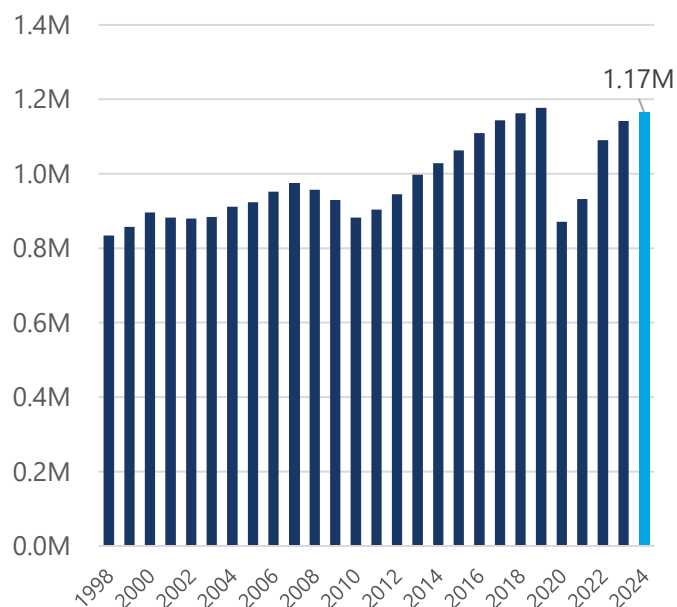
**Direct travel-generated earnings** represent the total after-point of sale tax income from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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

# California Travel Impacts

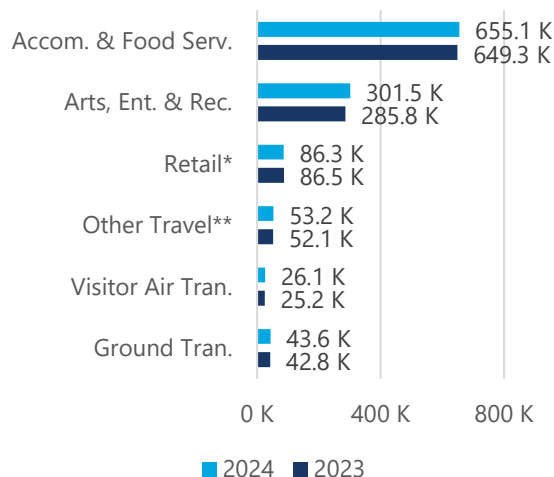
## Direct Travel-Generated Employment

**Direct travel-generated employment increased by 23,950 jobs in 2024.**



Direct travel-generated employment grew from 1.14 million to 1.17 million jobs in 2024, a 2.1% increase from the prior year. Between 2014 and 2024, travel-generated jobs in California grew at an average annual rate of 1.3%.

**Direct travel-generated employment in the Accom. & Food Serv. Sector increased 0.9% in 2024.**



\*Retail includes gas stations.

\*\*Other travel includes travel arrangement services and convention and trade shows.

Employment in the Accommodations and Food Services sector totaled 655.1 thousand in 2024, a gain of 5.8 thousand jobs (0.9%) from 2023. Arts, Entertainment, and Recreation grew by 5.5%, gaining 15,640 jobs, the largest increase among industry groups.



In 2024, every \$1 million in travel-related spending resulted in 7 jobs for the industry.

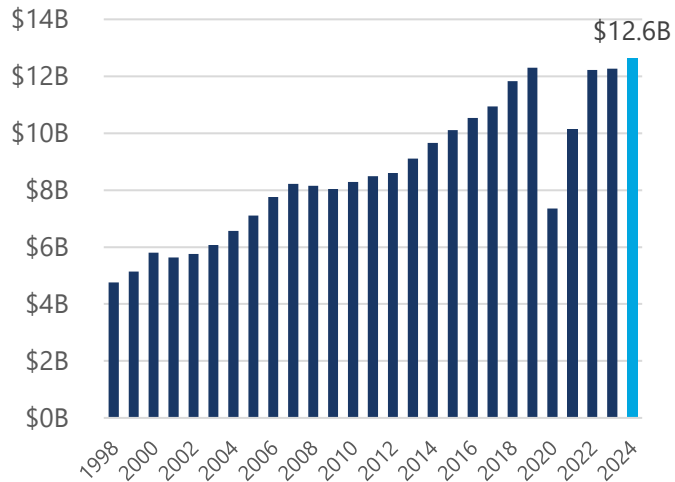
### Direct travel-generated employment

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

# California Travel Impacts

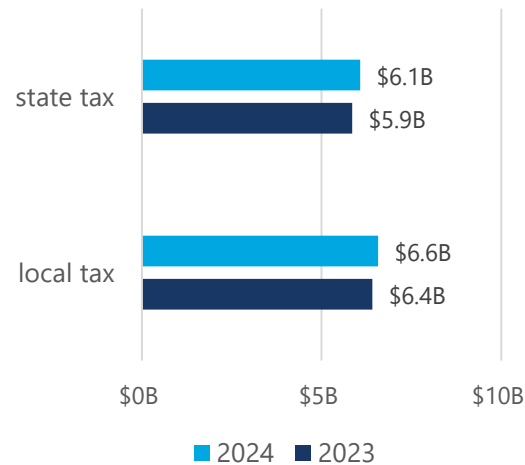
## Direct Tax Revenue

**Direct travel-generated tax revenue increased by \$375.6 million in 2024.**



Direct travel-generated taxes grew from \$12.3 billion in 2023 to \$12.6 billion in 2024, a 3.1% increase. Between 2014 and 2024, travel-generated tax revenue in California grew at an average annual rate of 2.7%.

**Direct travel-generated tax revenue increased across state and local sources.**



Between 2023 and 2024, local tax revenue increased from \$6.4 billion to \$6.6 billion or 2.4%. State tax revenue increased from \$5.9 billion to \$6.1 billion or 3.7% during the same period.

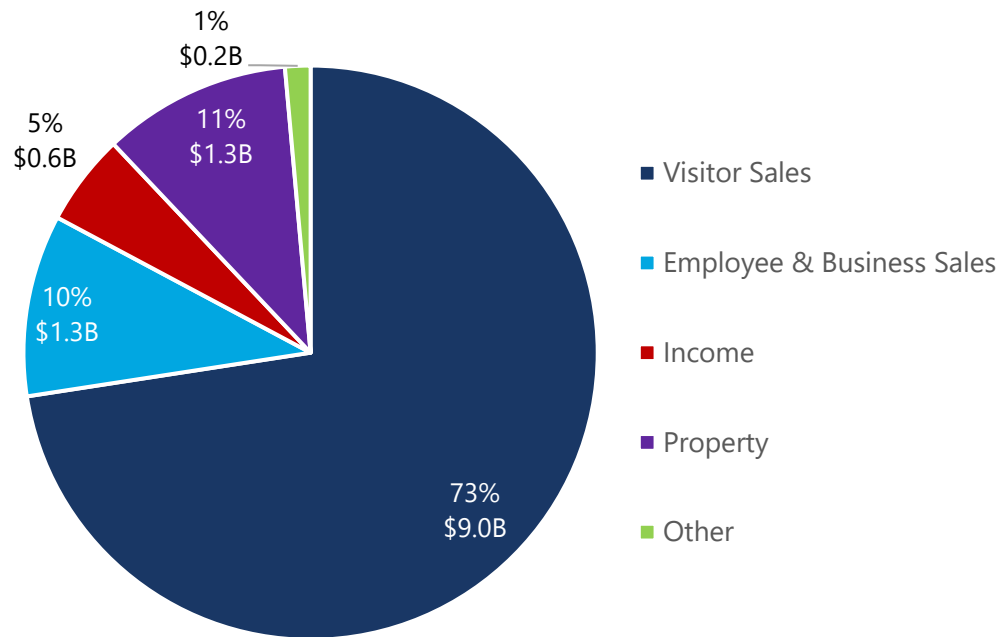


State tax + Local tax  
=  
**Tax Revenue**

**Direct travel-generated tax revenue** includes federal, state, and local tax revenue generated from visitor spending. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in California. They also include a share of property taxes paid by travel industry businesses and employees.

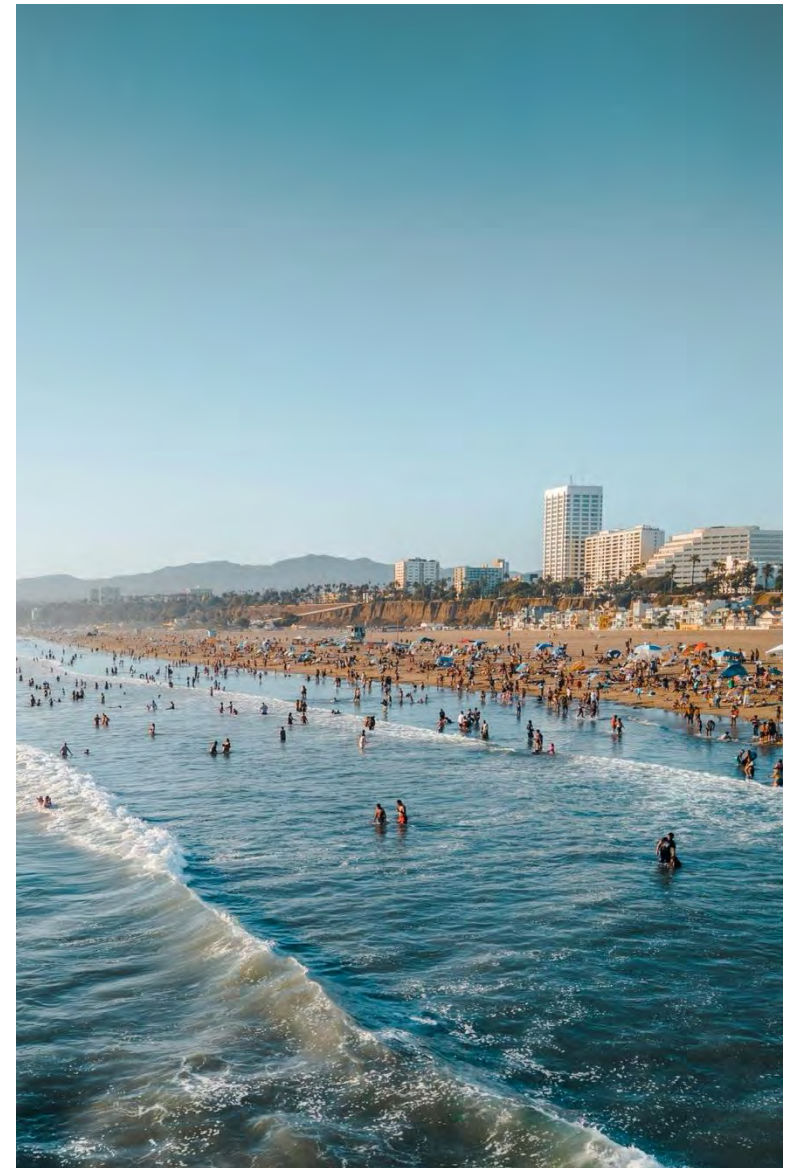
# California Travel Impacts

## Total Tax Revenue Detail, 2024 Fiscal Year



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

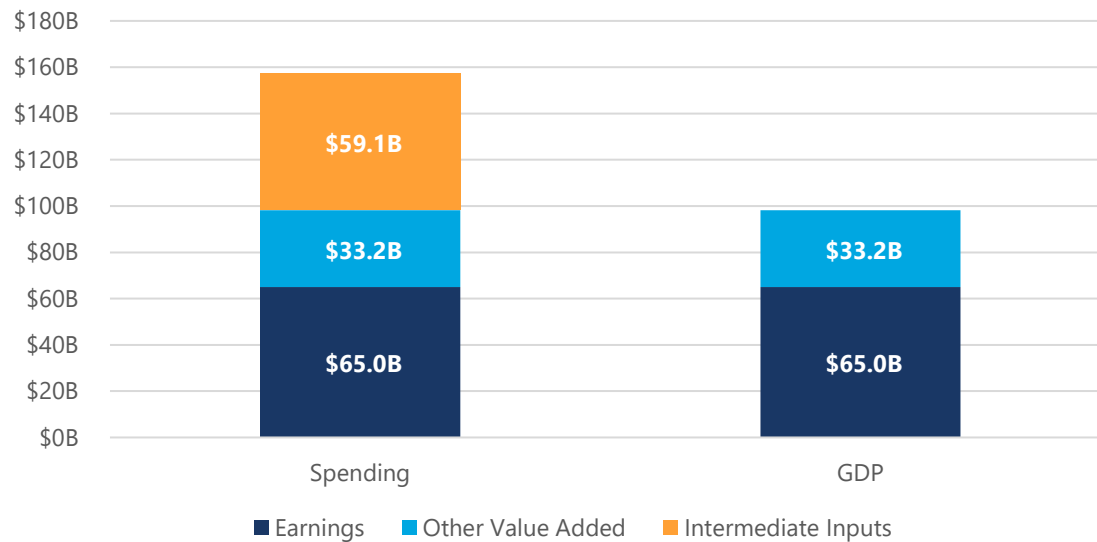
During the 2024 fiscal year, **sales tax paid by visitors contributed approximately 73% of the direct tax revenue** generated by travel-related spending.



# California Travel Impacts

## Travel Industry GDP

### Direct Travel Spending and GDP of Travel Industry, 2024p



**Source:** U.S. Bureau of Economic Analysis, Dean Runyan Associates

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

California travel industry GDP of **\$98.2 billion** represents **approximately 2.4% of the total** California GDP.



GDP of the Travel Industry is  
2.4% of the total state-wide  
GDP

**Gross Domestic Product** (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individual in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.

# California Travel Impacts

## GDP and Taxes on Production and Imports (TOPI)

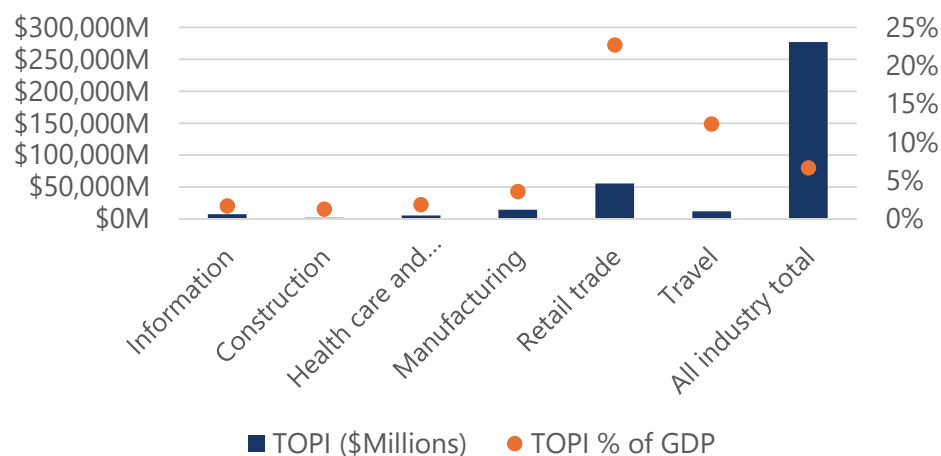
### GDP and TOPI by Industry, 2024p

Description	GDP (\$Millions)	TOPI* (\$Millions)	TOPI % of GDP
Information	442,719	7,663	1.7%
Construction	158,203	2,096	1.3%
Health care and social assistance	288,816	5,453	1.9%
Manufacturing	405,643	14,804	3.6%
Retail trade	244,305	55,494	22.7%
Travel	98,209	12,140	12.4%
All industry total	4,103,124	276,911	6.7%

\*TOPI (taxes on production and imports) less subsidies include most taxes paid by businesses except for income taxes.

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

### TOPI and TOPI as a Percent of GDP, 2024p



Compared to other industries, **Travel generates a relatively high percent of tax receipts**. Only Retail trade is higher.

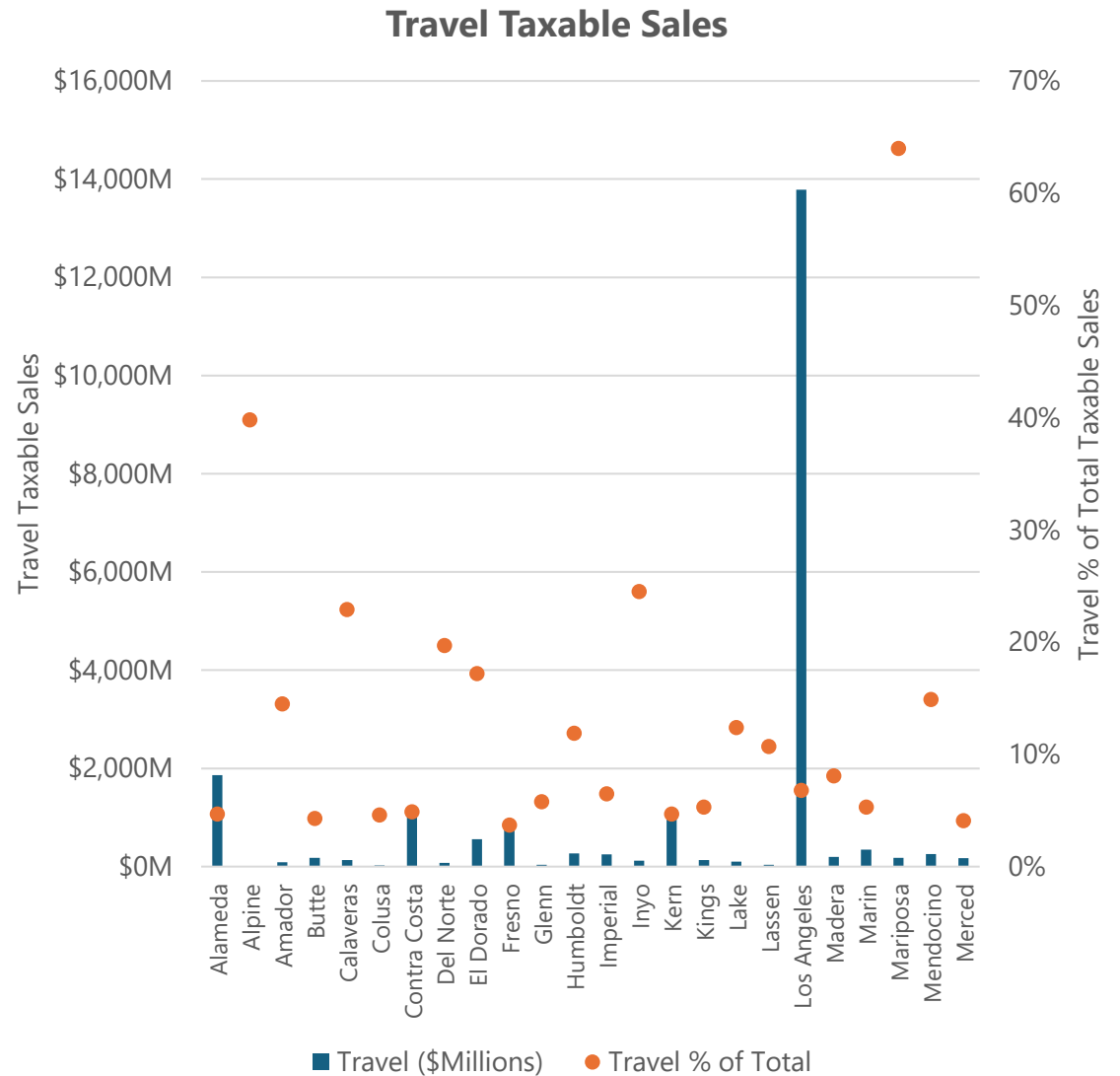
Sources: U.S. Bureau of Economic Analysis and Dean Runyan Associates



# California Travel Impacts

## Total and Travel-Generated Taxable Sales, 2024p

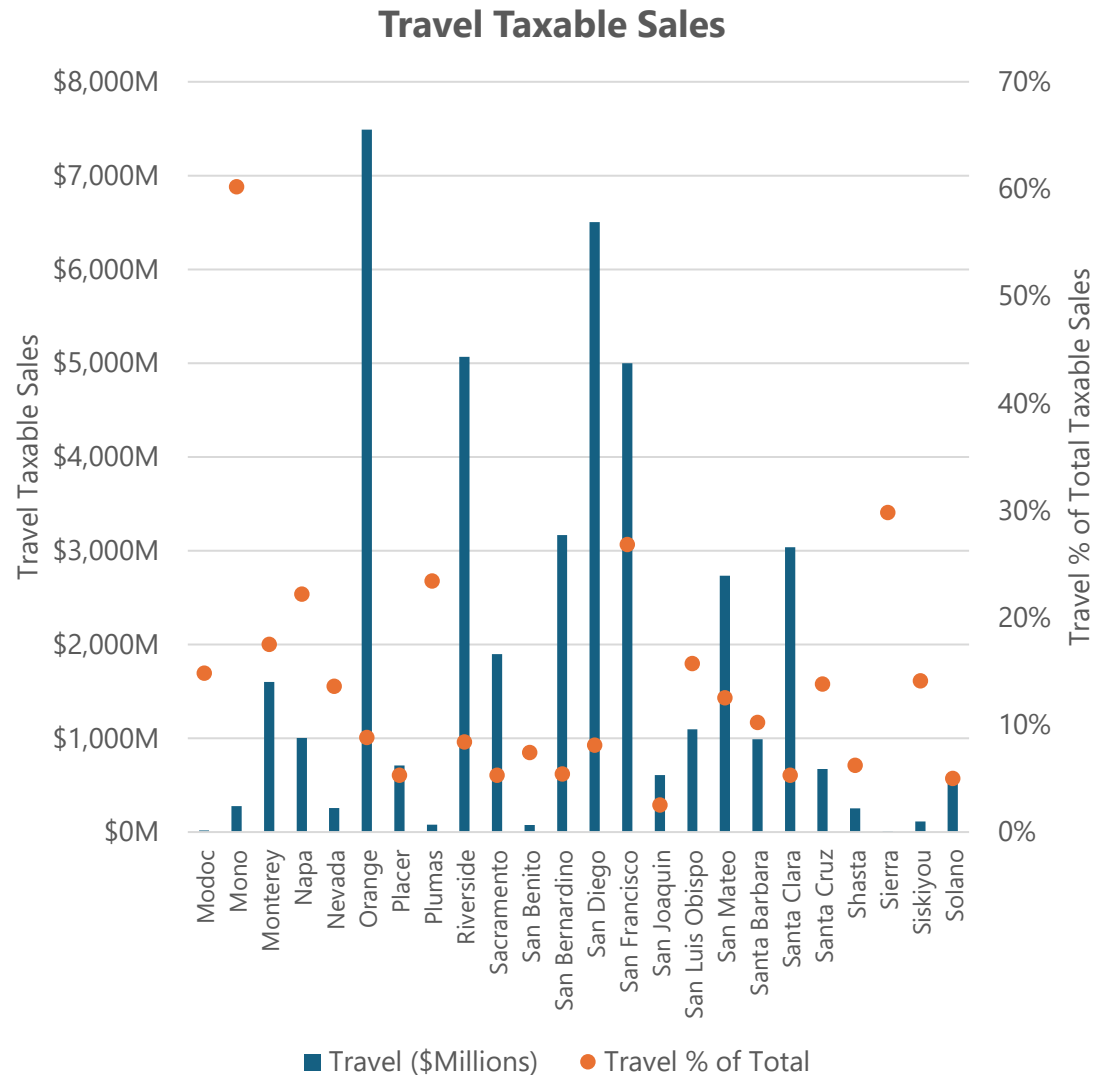
County	Total (\$Mil)	Travel (\$Mil)	Travel % of Total
Alameda	39,310	1,861	4.7%
Alpine	36	14	39.8%
Amador	597	87	14.5%
Butte	4,167	177	4.3%
Calaveras	575	132	22.9%
Colusa	562	26	4.6%
Contra Costa	21,984	1,073	4.9%
Del Norte	377	74	19.7%
El Dorado	3,223	555	17.2%
Fresno	22,936	838	3.7%
Glenn	592	35	5.8%
Humboldt	2,270	270	11.9%
Imperial	3,879	252	6.5%
Inyo	496	122	24.5%
Kern	22,085	1,031	4.7%
Kings	2,562	136	5.3%
Lake	813	101	12.4%
Lassen	355	38	10.7%
Los Angeles	202,318	13,782	6.8%
Madera	2,474	200	8.1%
Marin	6,486	346	5.3%
Mariposa	282	181	64.0%
Mendocino	1,698	254	14.9%
Merced	4,169	169	4.1%



# California Travel Impacts

## Total and Travel-Generated Taxable Sales, 2024p

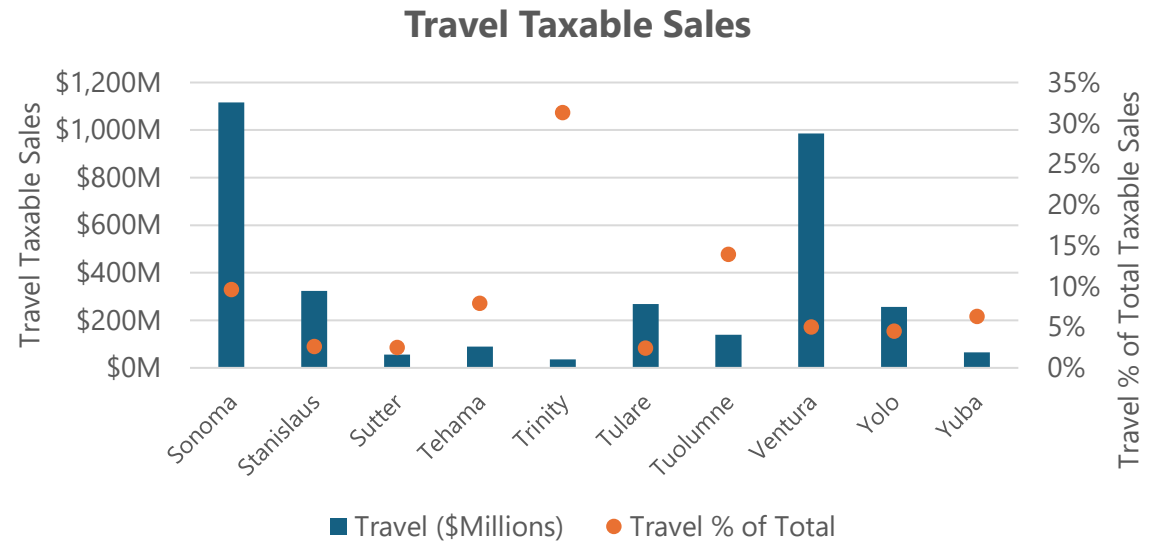
County	Total (\$Mil)	Travel (\$Mil)	Travel % of Total
Modoc	115	17	14.8%
Mono	457	275	60.2%
Monterey	9,158	1,602	17.5%
Napa	4,514	1,003	22.2%
Nevada	1,881	256	13.6%
Orange	85,451	7,491	8.8%
Placer	13,328	711	5.3%
Plumas	339	79	23.4%
Riverside	60,343	5,066	8.4%
Sacramento	35,808	1,897	5.3%
San Benito	1,024	75	7.4%
San Bernardino	58,383	3,166	5.4%
San Diego	80,444	6,504	8.1%
San Francisco	18,635	5,000	26.8%
San Joaquin	24,617	606	2.5%
San Luis Obispo	6,962	1,096	15.7%
San Mateo	21,904	2,735	12.5%
Santa Barbara	9,717	990	10.2%
Santa Clara	57,212	3,038	5.3%
Santa Cruz	4,868	672	13.8%
Shasta	4,064	253	6.2%
Sierra	33	10	29.8%
Siskiyou	804	113	14.1%
Solano	10,486	528	5.0%



# California Travel Impacts

## Total and Travel-Generated Taxable Sales, 2024p

County	Total (\$Mil)	Travel (\$Mil)	Travel % of Total
Sonoma	11,605	1,116	9.6%
Stanislaus	12,561	323	2.6%
Sutter	2,249	56	2.5%
Tehama	1,132	89	7.9%
Trinity	115	36	31.3%
Tulare	11,134	268	2.4%
Tuolumne	1,002	139	13.9%
Ventura	19,559	986	5.0%
Yolo	5,735	257	4.5%
Yuba	1,044	65	6.3%



# California Travel Impacts

## State and Local Tax Revenue per Resident Household, 2024p

County	Direct and Secondary Tax Revenue (\$Millions)			Households	Total Tax Per Household
	Local	State	Total		
Alameda	193.1	177.2	370.4	593,117	624
Alpine	1.4	1.3	2.7	473	5,730
Amador	5.5	8.3	13.7	16,066	855
Butte	10.7	19.5	30.2	82,345	366
Calaveras	7.5	12.1	19.6	17,897	1,094
Colusa	1.4	2.5	3.9	7,466	519
Contra Costa	66.8	108.6	175.4	411,662	426
Del Norte	7.3	7.1	14.4	9,621	1,497
El Dorado	56.6	49.9	106.5	75,719	1,407
Fresno	53.7	91.1	144.8	322,163	449
Glenn	1.9	3.3	5.2	9,763	530
Humboldt	20.8	25.3	46.1	54,878	840
Imperial	14.0	26.3	40.3	48,844	825
Inyo	13.9	11.2	25.2	7,923	3,179
Kern	66.9	107.9	174.8	281,416	621
Kings	5.5	13.3	18.8	43,736	429
Lake	4.9	9.4	14.2	26,364	540
Lassen	1.8	3.6	5.4	9,060	596
Los Angeles	1,665.1	1,294.7	2,959.8	3,390,254	873
Madera	17.8	20.1	37.9	44,513	851
Marin	33.4	32.0	65.4	103,201	634
Mariposa	30.6	15.3	45.9	7,515	6,110
Mendocino	25.8	22.7	48.5	34,570	1,404
Merced	10.7	20.3	31.1	84,605	367
Modoc	1.0	1.6	2.6	3,264	795

# California Travel Impacts

## State and Local Tax Revenue per Resident Household, 2024p

County	Direct and Secondary Tax Revenue (\$Millions)			Households	Total Tax Per Household
	Local	State	Total		
Mono	43.4	22.9	66.4	5,521	12,021
Monterey	176.1	134.0	310.1	132,046	2,348
Napa	111.1	78.8	190.0	49,663	3,825
Nevada	20.7	22.7	43.4	41,873	1,036
Orange	701.2	588.5	1,289.7	1,074,654	1,200
Placer	64.1	65.9	130.0	155,422	837
Plumas	5.4	7.1	12.5	8,055	1,546
Riverside	344.1	437.8	781.9	762,234	1,026
Sacramento	139.3	183.5	322.8	568,223	568
San Benito	5.3	7.7	12.9	20,188	641
San Bernardino	196.3	291.2	487.6	668,004	730
San Diego	702.4	537.5	1,239.9	1,159,822	1,069
San Francisco	527.4	394.2	921.5	362,650	2,541
San Joaquin	40.0	66.4	106.4	241,373	441
San Luis Obispo	105.6	96.5	202.1	108,897	1,856
San Mateo	272.1	221.7	493.8	264,424	1,868
Santa Barbara	110.6	88.9	199.6	148,960	1,340
Santa Clara	299.2	269.5	568.7	654,467	869
Santa Cruz	59.4	60.3	119.7	96,873	1,236
Shasta	18.9	25.8	44.7	71,473	625
Sierra	0.7	0.9	1.6	1,206	1,291
Siskiyou	8.6	10.0	18.5	18,907	981
Solano	23.4	48.3	71.7	155,800	460
Sonoma	120.9	97.5	218.4	190,498	1,146
Stanislaus	19.0	38.2	57.1	176,457	324

# California Travel Impacts

## State and Local Tax Revenue per Resident Household, 2024p

Direct and Secondary Tax Revenue (\$Millions)					
County	Local	State	Total	Households	Total Tax Per Household
Sutter	3.3	6.6	10.0	33,240	300
Tehama	5.1	8.6	13.6	24,526	556
Trinity	1.5	3.4	4.9	5,373	921
Tulare	24.4	31.8	56.2	142,026	396
Tuolumne	11.9	12.2	24.1	22,809	1,058
Ventura	68.2	93.6	161.9	278,045	582
Yolo	18.3	25.5	43.8	76,640	571
Yuba	2.9	7.6	10.5	28,063	376
<b>California</b>	<b>6,569.3</b>	<b>6,069.7</b>	<b>12,639.0</b>	<b>13.4</b>	<b>941</b>

# California Travel Impacts

## Historical Trend of Direct Travel Impacts

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 14-24
<b>Direct Travel Spending (\$Billions)</b>													
Visitor	107.4	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	134.0	137.4	2.6%	2.5%
Other travel*	10.0	10.7	11.5	12.3	13.1	13.8	7.1	9.8	15.3	18.7	19.9	6.3%	7.2%
<b>Total</b>	<b>117.4</b>	<b>121.9</b>	<b>126.4</b>	<b>133.3</b>	<b>140.3</b>	<b>144.9</b>	<b>68.3</b>	<b>105.0</b>	<b>142.5</b>	<b>152.7</b>	<b>157.3</b>	<b>3.0%</b>	<b>3.0%</b>
<b>Direct Earnings (\$Billions)</b>													
Earnings	38.1	41.4	46.1	49.4	52.3	54.7	41.3	45.7	55.4	61.4	65.0	5.8%	5.5%
<b>Direct Employment (Thousands of Jobs)</b>													
Employment	1,028.4	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	932.4	1,090.4	1,141.8	1,165.8	2.1%	1.3%
<b>Direct Tax Revenue (\$Billions)</b>													
Local	4.5	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	6.4	6.6	2.4%	3.9%
State	5.2	5.2	5.3	5.3	5.7	6.0	3.5	5.0	5.7	5.9	6.1	3.7%	1.6%
<b>Total</b>	<b>9.7</b>	<b>10.1</b>	<b>10.5</b>	<b>10.9</b>	<b>11.8</b>	<b>12.3</b>	<b>7.4</b>	<b>10.1</b>	<b>12.2</b>	<b>12.3</b>	<b>12.6</b>	<b>3.1%</b>	<b>2.7%</b>
<b>Local Tax Revenue Detail (\$Billions)</b>													
Business/Employees	1.3	1.4	1.5	1.6	1.7	1.8	1.8	2.0	2.0	1.7	1.7	2.2%	2.5%
Visitor	3.2	3.5	3.7	4.0	4.4	4.5	2.1	3.2	4.4	4.8	4.9	2.5%	4.4%
<b>Total</b>	<b>4.5</b>	<b>4.9</b>	<b>5.3</b>	<b>5.6</b>	<b>6.1</b>	<b>6.3</b>	<b>3.9</b>	<b>5.2</b>	<b>6.5</b>	<b>6.4</b>	<b>6.6</b>	<b>2.4%</b>	<b>3.9%</b>
<b>State Tax Revenue Detail (\$Billions)</b>													
Business/Employees	1.3	1.4	1.5	1.4	1.4	1.5	1.4	1.6	1.7	1.5	1.6	4.1%	2.0%
Visitor	3.9	3.8	3.8	3.9	4.3	4.6	2.1	3.4	4.1	4.3	4.5	3.6%	1.5%
<b>Total</b>	<b>5.2</b>	<b>5.2</b>	<b>5.3</b>	<b>5.3</b>	<b>5.7</b>	<b>6.0</b>	<b>3.5</b>	<b>5.0</b>	<b>5.7</b>	<b>5.9</b>	<b>6.1</b>	<b>3.7%</b>	<b>1.6%</b>

**Source:** Dean Runyan Associates

**Notes:** Data limitations prevent disaggregation.

# California Travel Impacts

## Historical Trend of Direct Spending

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 14-24
<b>Direct Travel Spending (\$Billions)</b>													
Visitor	107.4	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	134.0	137.4	2.6%	2.5%
Other travel*	10.0	10.7	11.5	12.3	13.1	13.8	7.1	9.8	15.3	18.7	19.9	6.3%	7.2%
<b>Total</b>	<b>117.4</b>	<b>121.9</b>	<b>126.4</b>	<b>133.3</b>	<b>140.3</b>	<b>144.9</b>	<b>68.3</b>	<b>105.0</b>	<b>142.5</b>	<b>152.7</b>	<b>157.3</b>	<b>3.0%</b>	<b>3.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Billions)</b>													
Hotel, Motel, STVR	59.7	63.7	67.3	70.5	72.8	74.2	36.3	52.7	72.5	78.4	81.1	3.4%	3.1%
Hotel, Motel	59.7	63.7	67.3	70.5	72.8	74.2	36.3	43.3	60.1	64.4	66.2	2.7%	1.0%
STVR	NA	NA	NA	NA	NA	NA	NA	9.4	12.5	14.0	14.9	6.6%	NA
Campground	2.6	2.6	2.6	2.7	2.9	3.2	2.6	3.5	4.6	4.5	4.4	-0.9%	5.4%
Private Home (VFR)	16.1	15.9	15.8	17.2	19.0	20.3	7.2	17.3	20.2	20.6	20.9	1.5%	2.7%
Seasonal Home (2nd Home)	4.3	4.3	4.3	4.6	5.0	5.1	7.2	6.5	6.5	6.6	6.7	1.7%	4.7%
Day Travel	24.8	24.8	24.9	26.0	27.6	28.3	7.8	15.4	23.3	24.0	24.4	1.8%	-0.2%
<b>Total</b>	<b>107.4</b>	<b>111.3</b>	<b>114.9</b>	<b>121.0</b>	<b>127.3</b>	<b>131.1</b>	<b>61.1</b>	<b>95.3</b>	<b>127.2</b>	<b>134.0</b>	<b>137.4</b>	<b>2.6%</b>	<b>2.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Billions)</b>													
Accommodations	22.0	24.3	26.2	27.4	29.0	29.8	15.8	23.2	31.9	33.9	34.7	2.4%	4.6%
Food Service	27.2	28.7	30.4	32.0	33.1	34.1	17.1	25.4	32.5	35.0	36.8	5.3%	3.1%
Food Stores	3.6	3.8	3.9	3.9	3.9	4.0	2.2	4.1	5.2	5.6	5.8	2.7%	4.7%
Arts, Ent. & Rec.	16.1	16.7	17.4	17.8	18.0	18.1	8.5	13.1	16.0	17.1	17.9	4.8%	1.1%
Retail Sales	14.5	15.0	15.3	16.5	17.4	18.3	8.3	13.1	16.3	17.0	17.1	0.3%	1.7%
Visitor Air	5.4	5.6	5.7	5.8	6.1	6.4	1.8	2.8	5.7	6.3	6.3	1.1%	1.7%
Local Tran. & Gas	18.6	17.2	16.0	17.6	19.8	20.4	7.3	13.6	19.6	19.1	18.8	-1.6%	0.1%
<b>Total</b>	<b>107.4</b>	<b>111.3</b>	<b>114.9</b>	<b>121.0</b>	<b>127.3</b>	<b>131.1</b>	<b>61.1</b>	<b>95.3</b>	<b>127.2</b>	<b>134.0</b>	<b>137.4</b>	<b>2.6%</b>	<b>2.5%</b>

Source: Dean Runyan Associates



# California Travel Impacts

## Historical Trend of Direct Impacts Generated by Travel-Related Spending

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Direct Earnings (\$Billions)</b>													
Accom. & Food Serv.	19.4	21.2	23.4	25.0	26.5	27.9	20.4	24.2	30.3	33.4	35.5	6.4%	6.2%
Arts, Ent. & Rec.	9.3	9.9	10.6	11.0	11.3	11.7	7.9	9.3	11.5	12.4	12.8	3.1%	3.2%
Retail*	2.7	2.8	3.0	3.1	3.3	3.4	3.4	3.7	4.0	4.2	4.2	1.8%	4.7%
Ground Trans.	1.3	1.4	1.5	1.7	2.2	2.4	1.0	1.0	1.1	1.4	1.3	-3.0%	0.3%
Visitor Air	1.8	2.0	2.7	3.1	3.2	3.3	3.2	2.6	2.8	3.2	3.6	10.4%	6.9%
Other travel**	3.6	4.0	4.9	5.5	5.9	6.1	5.4	4.9	5.7	6.9	7.6	10.0%	7.8%
<b>Total</b>	<b>38.1</b>	<b>41.4</b>	<b>46.1</b>	<b>49.4</b>	<b>52.3</b>	<b>54.7</b>	<b>41.3</b>	<b>45.7</b>	<b>55.4</b>	<b>61.4</b>	<b>65.0</b>	<b>5.8%</b>	<b>5.5%</b>
<b>Direct Employment (Thousands of Jobs)</b>													
Accom. & Food Serv.	589.6	608.8	632.5	652.0	659.0	662.2	493.4	539.6	627.0	649.3	655.1	0.9%	1.1%
Arts, Ent. & Rec.	252.4	261.3	270.8	276.8	279.4	283.1	179.3	207.0	264.5	285.8	301.5	5.5%	1.8%
Retail*	82.2	83.5	85.8	87.3	87.9	87.4	82.9	84.1	85.5	86.5	86.3	-0.3%	0.5%
Ground Trans.	31.6	32.7	34.0	35.1	42.3	45.9	34.3	32.9	39.2	42.8	43.6	1.8%	3.3%
Visitor Air	22.8	24.2	27.5	30.2	30.6	32.1	28.1	23.1	23.6	25.2	26.1	3.4%	1.4%
Other travel**	49.8	52.6	59.0	62.4	63.6	66.1	53.3	45.6	50.7	52.1	53.2	2.2%	0.7%
<b>Total</b>	<b>1,028.4</b>	<b>1,063.1</b>	<b>1,109.6</b>	<b>1,143.8</b>	<b>1,163.0</b>	<b>1,176.8</b>	<b>871.3</b>	<b>932.4</b>	<b>1,090.4</b>	<b>1,141.8</b>	<b>1,165.8</b>	<b>2.1%</b>	<b>1.3%</b>
<b>Direct Tax Revenue (\$Billions)</b>													
Local Tax Receipts	4.5	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	6.4	6.6	2.4%	3.9%
State Tax Receipts	5.2	5.2	5.3	5.3	5.7	6.0	3.5	5.0	5.7	5.9	6.1	3.7%	1.6%
<b>Total</b>	<b>9.7</b>	<b>10.1</b>	<b>10.5</b>	<b>10.9</b>	<b>11.8</b>	<b>12.3</b>	<b>7.4</b>	<b>10.1</b>	<b>12.2</b>	<b>12.3</b>	<b>12.6</b>	<b>3.1%</b>	<b>2.7%</b>

**Source:** Dean Runyan Associates

\*Retail includes gasoline.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# California Travel Impacts

## Total Visitor Impacts

### 2024p Summary

The total visitor impacts—which include direct and secondary spending, earnings, and employment attributable to travel spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Professional & Business Services** (Secondary impacts include \$14.6 billion in earnings and 154.3 thousand jobs) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.
- **Education and Health Services** (Secondary impacts include \$10.0 billion in earnings and 113.5 thousand jobs) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Trade** (Secondary impacts include \$8.3 billion in earnings and 111.7 thousand jobs) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.
- **Financial Activities** (Secondary impacts include \$7.6 billion in earnings and 92.9 thousand jobs) Both businesses and individuals make use of banking and insurance institutions.

**Note:** The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



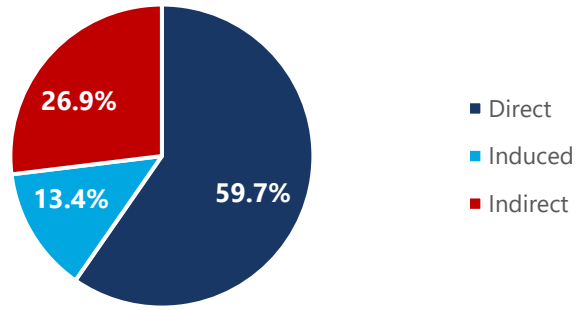
**Indirect and induced impacts** are the two categories of secondary economic impacts.

### What are secondary impacts?

**Secondary impacts** are the result of re-spending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

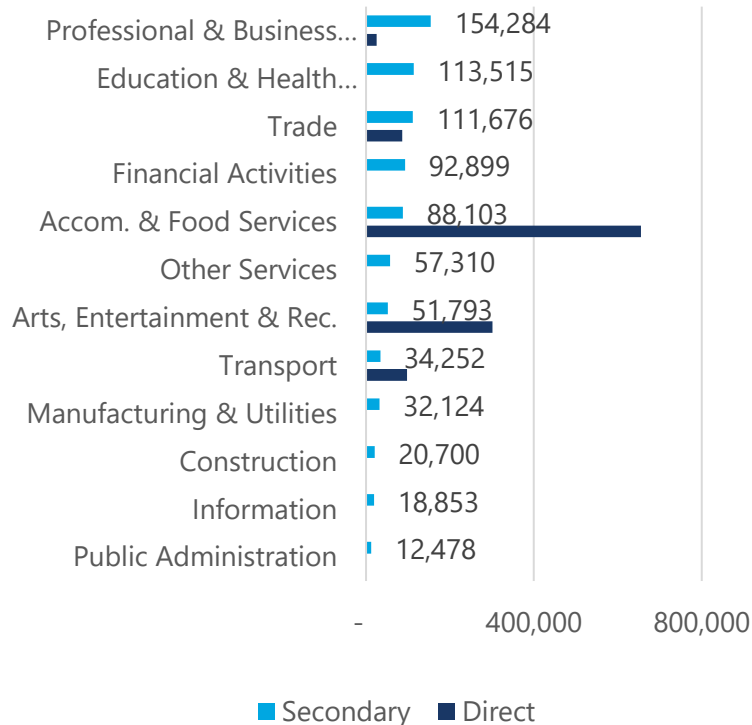
# California Travel Impacts

## Total Employment, 2024



In 2024, 40.3% of total employment was secondary. Secondary spending supported **154,284 jobs in the Professional & Business Services industry group.**

## Total Employment by Industry Group, 2024



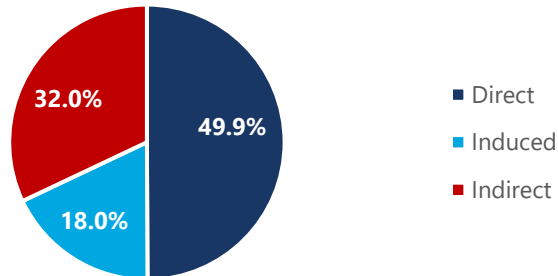
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accom. & Food Services	655,100	23,921	64,181	88,103	743,203
Arts, Entertainment & Rec.	301,454	34,819	16,974	51,793	353,247
Trade	86,301	9,834	101,841	111,676	197,977
Transport	97,511	18,340	15,913	34,252	131,763
Professional & Business Serv.	25,398	89,573	64,712	154,284	179,682
Manufacturing & Utilities	0	15,150	16,974	32,124	32,124
Construction	0	6,379	14,321	20,700	20,700
Information	0	10,366	8,487	18,853	18,853
Financial Activities	0	34,022	58,877	92,899	92,899
Education & Health Services	0	2,126	111,389	113,515	113,515
Other Services	0	11,163	46,147	57,310	57,310
Public Administration	0	6,113	6,365	12,478	12,478
<b>All industries</b>	<b>1,165,764</b>	<b>261,807</b>	<b>526,179</b>	<b>787,987</b>	<b>1,953,751</b>

Source: Dean Runyan Associates

Note: Figures reported in terms of average annual number of jobs.

# California Travel Impacts

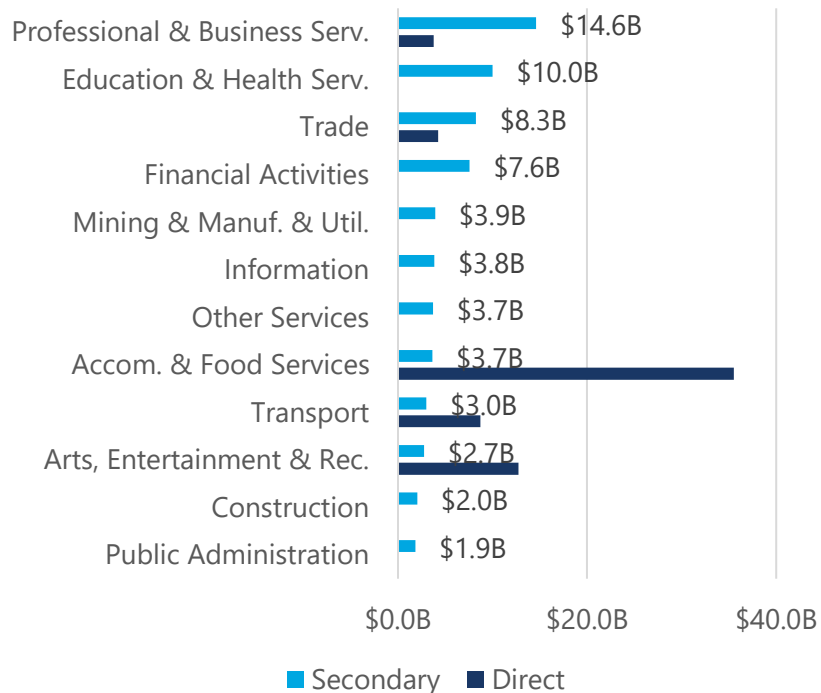
## Total Earnings, 2024



In 2024, 50.1% of total earnings were secondary.

**Professional & Business Services industry group generated \$14.6 billion in secondary earnings** which was highest among industry groups.

## Total Earnings by Industry Group, 2024



Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accom. & Food Serv.	35.5	1.0	2.7	3.7	39.2
Arts, Entertainment & Rec.	12.8	1.9	0.8	2.7	15.5
Trade	4.2	1.0	7.2	8.3	12.5
Transport	8.7	1.6	1.3	3.0	11.7
Professional & Business Serv.	3.8	8.5	6.1	14.6	18.4
Mining & Manuf. & Util.	0.0	1.8	2.1	3.9	3.9
Construction	0.0	0.6	1.4	2.0	2.0
Information	0.0	2.3	1.6	3.8	3.8
Financial Activities	0.0	2.6	4.9	7.6	7.6
Education & Health Services	0.0	0.1	9.9	10.0	10.0
Other Services	0.0	1.0	2.7	3.7	3.7
Public Administration	0.0	0.9	0.9	1.9	1.9
<b>All industries</b>	<b>65.0</b>	<b>23.5</b>	<b>41.7</b>	<b>65.2</b>	<b>130.3</b>

**Source:** Dean Runyan Associates

**Note:** Figures reported in \$billions.



# Regional Travel Impacts

2024p



# Regional Travel Impacts

## Regional Definitions



# Regional Travel Impacts

## Direct Travel Impact Summary, 2024p

Region Name	Direct Spending (\$Millions)				Direct Tax Revenue (\$Millions)		
	Visitor Spend	Total	Earnings (\$M)	Employment	Local Tax	State Tax	Total
Central Coast	9,313.8	9,744.4	4,427.8	89,360	465.8	420.8	886.6
Central Valley	7,783.7	8,424.9	3,305.4	85,150	266.8	447.0	713.8
Deserts	8,780.7	9,270.9	3,307.6	83,930	328.9	406.6	735.5
Gold Country	5,146.3	6,404.4	2,475.5	53,290	196.9	259.3	456.2
High Sierra	3,783.7	3,878.7	1,779.5	40,480	201.5	151.4	352.9
Inland Empire	7,627.2	8,266.9	3,085.1	79,300	238.1	364.3	602.4
Los Angeles Area	26,023.8	34,910.3	17,328.7	223,860	1,665.1	1,294.7	2,959.8
North Coast	1,357.2	1,405.2	700.6	14,890	58.8	64.5	123.3
Orange County	14,412.0	16,274.7	7,248.9	138,960	701.2	588.5	1,289.7
San Diego County	14,328.1	16,612.8	5,470.1	99,850	702.4	537.5	1,239.9
San Francisco Bay Area	32,855.6	40,447.4	15,264.9	240,660	1,690.9	1,455.5	3,146.4
Shasta Cascade	1,630.0	1,686.3	645.0	16,040	52.9	79.5	132.4
<b>California</b>	<b>*</b>	<b>157,326.9</b>	<b>65,039.2</b>	<b>1,165,760</b>	<b>6,569.3</b>	<b>6,069.7</b>	<b>12,639.0</b>

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

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

# Regional Travel Impacts

## Direct Travel Spending Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Travel Spending (\$Billions)</b>													
Central Coast	7.8	8.0	8.1	8.4	8.9	9.4	5.0	7.6	9.3	9.4	9.7	4.0%	2.3%
Central Valley	6.6	6.5	6.5	7.1	7.2	7.5	4.0	6.7	8.2	8.2	8.4	2.6%	2.5%
Deserts	6.4	6.5	6.8	7.1	7.9	8.3	5.9	6.8	8.5	9.0	9.3	2.9%	3.9%
Gold Country	4.4	4.6	4.7	5.0	5.6	5.9	2.8	4.5	5.7	6.0	6.4	6.4%	3.7%
High Sierra	2.7	2.9	3.1	3.3	3.5	3.7	2.5	3.1	3.6	3.7	3.9	4.9%	3.7%
Inland Empire	5.7	5.8	6.0	6.4	6.7	7.1	5.1	6.4	7.7	8.0	8.3	3.2%	3.9%
Los Angeles Area	25.8	26.8	28.0	29.9	32.0	32.7	13.2	21.7	31.0	33.9	34.9	3.0%	3.1%
North Coast	1.1	1.1	1.2	1.2	1.3	1.3	0.8	1.3	1.4	1.4	1.4	2.7%	2.8%
Orange County	11.9	12.7	13.5	13.8	13.9	14.5	6.8	10.6	15.0	16.0	16.3	2.0%	3.2%
San Diego County	12.0	12.3	13.0	13.7	13.7	13.8	5.8	11.2	15.4	16.4	16.6	1.2%	3.3%
San Francisco Bay Area	31.8	33.4	34.3	36.2	38.3	39.1	15.4	23.7	35.1	39.1	40.4	3.5%	2.4%
Shasta Cascade	1.3	1.3	1.3	1.4	1.5	1.6	1.0	1.4	1.6	1.6	1.7	2.6%	2.7%
<b>California</b>	<b>117.4</b>	<b>121.9</b>	<b>126.4</b>	<b>133.3</b>	<b>140.3</b>	<b>144.9</b>	<b>68.3</b>	<b>105.0</b>	<b>142.5</b>	<b>152.7</b>	<b>157.3</b>	<b>3.0%</b>	<b>3.0%</b>



# Regional Travel Impacts

## Direct Earnings Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Earnings (\$Billions)</b>													
Central Coast	2.6	2.8	2.9	3.1	3.4	3.6	2.8	3.2	3.9	4.2	4.4	5.4%	5.4%
Central Valley	1.8	1.9	2.0	2.3	2.3	2.4	2.0	2.4	2.8	3.1	3.3	8.1%	6.4%
Deserts	1.7	1.8	2.0	2.1	2.4	2.5	2.0	2.4	2.9	3.2	3.3	4.3%	6.8%
Gold Country	1.2	1.3	1.4	1.5	1.7	1.8	1.4	1.7	2.1	2.3	2.5	5.7%	7.6%
High Sierra	0.8	0.9	1.0	1.1	1.2	1.3	1.1	1.2	1.5	1.6	1.8	9.5%	8.3%
Inland Empire	1.6	1.7	1.8	2.0	2.1	2.2	1.8	2.3	2.7	3.0	3.1	3.9%	7.1%
Los Angeles Area	9.3	10.2	11.8	12.7	13.7	15.5	12.2	12.5	14.9	16.4	17.3	5.7%	6.4%
North Coast	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.6	0.6	0.7	0.7	5.3%	6.4%
Orange County	4.1	4.5	5.1	5.3	5.3	5.6	3.8	4.5	5.8	6.4	7.2	12.5%	5.8%
San Diego County	3.6	3.8	4.2	4.4	4.3	4.4	3.2	3.6	4.7	5.3	5.5	3.1%	4.4%
San Francisco Bay Area	10.6	11.7	13.0	13.9	15.0	14.2	10.1	10.7	13.0	14.7	15.3	4.1%	3.7%
Shasta Cascade	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	7.4%	5.6%
<b>California</b>	<b>38.1</b>	<b>41.4</b>	<b>46.1</b>	<b>49.4</b>	<b>52.3</b>	<b>54.7</b>	<b>41.3</b>	<b>45.7</b>	<b>55.4</b>	<b>61.4</b>	<b>65.0</b>	<b>5.8%</b>	<b>5.5%</b>

# Regional Travel Impacts

## Direct Employment Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Employment (Thousands of Jobs)</b>													
Central Coast	76.7	77.8	78.7	80.8	84.8	88.0	67.7	73.5	84.3	87.7	89.4	1.9%	1.5%
Central Valley	72.2	72.6	72.9	78.3	75.9	77.4	61.5	68.6	79.4	81.8	85.2	4.1%	1.7%
Deserts	64.6	66.7	69.6	71.3	76.3	78.6	63.7	69.5	79.7	83.8	83.9	0.2%	2.7%
Gold Country	40.1	40.8	42.2	44.0	48.5	50.0	38.0	43.9	51.1	53.0	53.3	0.6%	2.9%
High Sierra	29.5	30.8	32.1	34.6	35.8	37.4	30.9	33.0	38.3	38.9	40.5	4.1%	3.2%
Inland Empire	63.3	66.0	68.4	70.9	70.1	72.7	57.9	67.7	75.9	79.6	79.3	-0.4%	2.3%
Los Angeles Area	192.2	203.2	216.5	223.2	232.2	240.0	180.2	183.2	210.4	220.9	223.9	1.3%	1.5%
North Coast	15.0	15.0	15.6	15.9	15.6	15.7	12.0	13.4	14.8	15.1	14.9	-1.2%	-0.1%
Orange County	115.1	122.0	129.5	131.1	130.4	132.4	90.7	98.5	122.9	130.6	139.0	6.4%	1.9%
San Diego County	101.7	101.5	109.1	111.2	102.9	101.5	73.4	79.8	95.2	98.6	99.9	1.3%	-0.2%
San Francisco Bay Area	242.9	251.9	260.1	267.0	274.8	266.7	181.8	186.3	223.0	236.2	240.7	1.9%	-0.1%
Shasta Cascade	14.9	14.8	15.1	15.5	15.6	16.4	13.7	14.8	15.5	15.7	16.0	2.4%	0.7%
<b>California</b>	<b>1,028.4</b>	<b>1,063.1</b>	<b>1,109.6</b>	<b>1,143.8</b>	<b>1,163.0</b>	<b>1,176.8</b>	<b>871.3</b>	<b>932.4</b>	<b>1,090.4</b>	<b>1,141.8</b>	<b>1,165.8</b>	<b>2.1%</b>	<b>1.3%</b>

# Regional Travel Impacts

## Direct Tax Revenue Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 14-24
<b>Tax Revenue (\$Billions)</b>													
Central Coast	0.7	0.7	0.7	0.7	0.8	0.8	0.6	0.8	0.9	0.9	0.9	4.0%	2.8%
Central Valley	0.5	0.5	0.5	0.6	0.6	0.6	0.4	0.6	0.7	0.7	0.7	4.3%	2.8%
Deserts	0.5	0.5	0.5	0.6	0.6	0.7	0.5	0.6	0.7	0.7	0.7	2.9%	4.0%
Gold Country	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.5	4.2%	3.4%
High Sierra	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.4	6.0%	4.8%
Inland Empire	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	3.0%	3.9%
Los Angeles Area	2.2	2.3	2.5	2.6	2.9	3.0	1.8	2.4	2.9	2.9	3.0	2.0%	3.1%
North Coast	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.9%	3.2%
Orange County	0.9	1.0	1.1	1.1	1.1	1.2	0.7	1.0	1.2	1.2	1.3	3.3%	3.2%
San Diego County	1.0	1.0	1.0	1.1	1.1	1.1	0.6	1.0	1.2	1.2	1.2	2.2%	2.7%
San Francisco Bay Area	2.7	2.9	3.0	3.0	3.3	3.3	1.7	2.3	3.0	3.0	3.1	3.3%	1.5%
Shasta Cascade	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	4.0%	2.7%
<b>California</b>	<b>9.7</b>	<b>10.1</b>	<b>10.5</b>	<b>10.9</b>	<b>11.8</b>	<b>12.3</b>	<b>7.4</b>	<b>10.1</b>	<b>12.2</b>	<b>12.3</b>	<b>12.6</b>	<b>3.1%</b>	<b>2.7%</b>

# Central Coast

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	7,423	7,671	7,760	8,023	8,559	8,941	4,793	7,361	8,902	8,959	9,314	4.0%
Other travel*	349	332	323	346	387	411	181	277	411	412	431	4.6%
<b>Total</b>	<b>7,772</b>	<b>8,003</b>	<b>8,083</b>	<b>8,369</b>	<b>8,946</b>	<b>9,352</b>	<b>4,975</b>	<b>7,637</b>	<b>9,312</b>	<b>9,371</b>	<b>9,744</b>	<b>4.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	4,565	4,783	4,882	4,977	5,303	5,522	3,212	4,780	5,501	5,529	5,826	5.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	3,863	4,474	4,460	4,733	6.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	916	1,026	1,070	1,093	2.2%
Campground	324	328	330	348	366	395	326	429	565	559	557	-0.2%
Private Home (VFR)	737	750	740	817	904	976	387	933	1,049	1,066	1,092	2.5%
Seasonal Home	182	185	187	202	229	234	346	312	324	331	337	1.5%
Day Travel	1,615	1,626	1,622	1,679	1,757	1,814	523	907	1,463	1,473	1,502	1.9%
<b>Total</b>	<b>2,858</b>	<b>2,888</b>	<b>2,879</b>	<b>3,046</b>	<b>3,256</b>	<b>3,419</b>	<b>1,582</b>	<b>7,361</b>	<b>8,902</b>	<b>8,959</b>	<b>9,314</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1,741	1,880	1,964	2,000	2,137	2,265	1,488	2,472	2,876	2,811	2,932	4.3%
Food Service	2,103	2,208	2,285	2,363	2,499	2,602	1,390	1,933	2,321	2,416	2,554	5.7%
Food Stores	258	267	267	268	274	284	180	306	377	397	405	2.0%
Arts, Ent. & Rec.	972	997	1,012	1,023	1,057	1,072	530	793	901	927	979	5.6%
Retail Sales	1,200	1,252	1,252	1,305	1,393	1,458	706	1,007	1,208	1,207	1,216	0.8%
Visitor Air	62	63	64	68	74	96	30	52	105	113	129	14.1%
Local Tran. & Gas	1,087	1,003	917	996	1,125	1,165	469	796	1,113	1,088	1,098	1.0%
<b>Total</b>	<b>7,423</b>	<b>7,671</b>	<b>7,760</b>	<b>8,023</b>	<b>8,559</b>	<b>8,941</b>	<b>4,793</b>	<b>7,361</b>	<b>8,902</b>	<b>8,959</b>	<b>9,314</b>	<b>4.0%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Central Coast

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,554	1,666	1,765	1,913	2,068	2,205	1,692	2,035	2,502	2,672	2,807	5.1%
Arts, Ent. & Rec.	663	695	707	737	790	824	624	706	838	945	1,019	7.8%
Retail*	204	218	223	226	240	249	251	280	297	312	319	2.1%
Ground Trans.	85	91	99	111	151	164	68	67	74	91	84	-7.7%
Visitor Air	22	26	25	27	28	56	56	44	50	56	62	10.5%
Other travel**	80	86	88	93	99	134	124	99	113	124	136	9.5%
<b>Total</b>	<b>2,609</b>	<b>2,782</b>	<b>2,907</b>	<b>3,106</b>	<b>3,376</b>	<b>3,632</b>	<b>2,815</b>	<b>3,231</b>	<b>3,874</b>	<b>4,201</b>	<b>4,428</b>	<b>5.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	47,960	48,850	49,620	51,560	53,330	54,780	42,260	46,430	53,030	54,580	54,500	-0.1%
Arts, Ent. & Rec.	18,460	18,430	18,400	18,540	19,910	20,870	14,340	16,050	19,580	20,890	22,580	8.1%
Retail*	6,190	6,370	6,430	6,360	6,610	6,580	6,200	6,430	6,490	6,540	6,520	-0.3%
Ground Trans.	2,190	2,240	2,280	2,320	2,920	3,200	2,710	2,620	3,150	3,520	3,500	-0.6%
Visitor Air	260	290	260	300	300	510	470	410	430	450	470	4.4%
Other travel**	1,600	1,640	1,660	1,680	1,720	2,030	1,760	1,560	1,640	1,690	1,780	5.3%
<b>Total</b>	<b>76,660</b>	<b>77,820</b>	<b>78,650</b>	<b>80,760</b>	<b>84,790</b>	<b>87,970</b>	<b>67,740</b>	<b>73,500</b>	<b>84,320</b>	<b>87,670</b>	<b>89,350</b>	<b>1.9%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Central Coast

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	292	313	324	341	376	400	290	427	481	449	466	3.9%
State**	384	386	378	378	413	436	267	363	408	404	421	4.3%
<b>Total</b>	<b>676</b>	<b>699</b>	<b>702</b>	<b>719</b>	<b>789</b>	<b>836</b>	<b>557</b>	<b>790</b>	<b>888</b>	<b>852</b>	<b>887</b>	<b>4.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	84	89	90	94	104	111	114	135	138	110	112	1.8%
Visitor	208	224	234	247	272	289	176	291	343	339	354	4.5%
<b>Total</b>	<b>292</b>	<b>313</b>	<b>324</b>	<b>341</b>	<b>376</b>	<b>400</b>	<b>290</b>	<b>427</b>	<b>481</b>	<b>449</b>	<b>466</b>	<b>3.9%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	94	98	97	93	94	101	99	111	118	104	107	3.4%
Visitor	290	288	281	285	318	335	169	252	289	300	313	4.5%
<b>Total</b>	<b>384</b>	<b>386</b>	<b>378</b>	<b>378</b>	<b>413</b>	<b>436</b>	<b>267</b>	<b>363</b>	<b>408</b>	<b>404</b>	<b>421</b>	<b>4.3%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Central Valley

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	6,032	6,024	6,022	6,520	6,576	6,881	3,774	6,322	7,543	7,572	7,784	2.8%
Other travel*	564	520	484	538	603	631	234	408	621	641	641	0.0%
<b>Total</b>	<b>6,596</b>	<b>6,544</b>	<b>6,506</b>	<b>7,058</b>	<b>7,179</b>	<b>7,512</b>	<b>4,008</b>	<b>6,730</b>	<b>8,165</b>	<b>8,213</b>	<b>8,425</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2,022	2,120	2,173	2,384	2,399	2,518	2,118	2,614	2,927	2,954	3,106	5.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	2,321	2,596	2,570	2,664	3.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	293	331	384	441	14.9%
Campground	210	207	208	219	226	244	204	265	352	347	344	-0.6%
Private Home (VFR)	1,814	1,737	1,699	1,877	1,837	1,951	524	1,890	2,158	2,173	2,206	1.5%
Seasonal Home	323	316	321	337	337	345	483	436	420	424	429	1.3%
Day Travel	1,663	1,644	1,621	1,703	1,777	1,823	444	1,116	1,687	1,674	1,699	1.5%
<b>Total</b>	<b>4,010</b>	<b>3,905</b>	<b>3,849</b>	<b>4,136</b>	<b>4,177</b>	<b>4,363</b>	<b>1,655</b>	<b>6,322</b>	<b>7,543</b>	<b>7,572</b>	<b>7,784</b>	<b>2.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	849	913	957	1,050	1,053	1,106	984	1,237	1,392	1,386	1,432	3.3%
Food Service	1,574	1,646	1,707	1,819	1,755	1,831	1,040	1,758	2,028	2,095	2,206	5.3%
Food Stores	298	306	305	311	290	297	175	337	394	413	426	3.0%
Arts, Ent. & Rec.	825	843	859	893	829	842	460	767	852	875	920	5.2%
Retail Sales	816	784	788	894	923	1,007	471	894	1,041	1,043	1,047	0.5%
Visitor Air	45	48	57	57	61	73	28	43	73	81	91	12.8%
Local Tran. & Gas	1,625	1,485	1,350	1,495	1,665	1,726	616	1,286	1,763	1,679	1,661	-1.1%
<b>Total</b>	<b>6,032</b>	<b>6,024</b>	<b>6,022</b>	<b>6,520</b>	<b>6,576</b>	<b>6,881</b>	<b>3,774</b>	<b>6,322</b>	<b>7,543</b>	<b>7,572</b>	<b>7,784</b>	<b>2.8%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Central Valley

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,000	1,089	1,181	1,320	1,316	1,403	1,237	1,505	1,756	1,882	2,016	7.1%
Arts, Ent. & Rec.	409	407	431	463	433	450	289	377	510	540	614	13.6%
Retail*	169	171	177	192	190	199	206	238	257	271	288	6.2%
Ground Trans.	102	109	119	136	176	192	90	87	99	118	113	-3.7%
Visitor Air	21	22	15	31	30	37	37	48	50	55	64	14.6%
Other travel**	81	84	81	118	123	139	140	138	159	192	211	10.1%
<b>Total</b>	<b>1,782</b>	<b>1,883</b>	<b>2,005</b>	<b>2,259</b>	<b>2,269</b>	<b>2,419</b>	<b>1,999</b>	<b>2,394</b>	<b>2,832</b>	<b>3,058</b>	<b>3,305</b>	<b>8.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	39,230	40,200	40,380	43,460	42,220	42,760	36,570	40,810	45,530	46,060	46,110	0.1%
Arts, Ent. & Rec.	21,880	21,330	21,530	22,790	21,260	21,520	12,800	15,800	20,920	22,140	24,920	12.6%
Retail*	5,880	5,770	5,770	6,150	5,970	6,010	5,730	6,100	6,240	6,320	6,560	3.8%
Ground Trans.	2,640	2,680	2,740	2,850	3,410	3,750	3,130	2,970	3,540	3,900	3,920	0.5%
Visitor Air	350	370	240	380	370	450	400	450	440	460	490	6.5%
Other travel**	2,270	2,300	2,260	2,670	2,700	2,870	2,830	2,480	2,760	2,940	3,150	7.1%
<b>Total</b>	<b>72,250</b>	<b>72,650</b>	<b>72,920</b>	<b>78,300</b>	<b>75,930</b>	<b>77,360</b>	<b>61,460</b>	<b>68,610</b>	<b>79,430</b>	<b>81,820</b>	<b>85,150</b>	<b>4.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Central Valley

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	155	164	171	191	203	215	183	244	267	256	267	4.0%
State**	386	371	355	373	410	435	241	397	429	428	447	4.4%
<b>Total</b>	<b>541</b>	<b>535</b>	<b>526</b>	<b>564</b>	<b>612</b>	<b>650</b>	<b>424</b>	<b>640</b>	<b>696</b>	<b>685</b>	<b>714</b>	<b>4.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	56	59	60	66	69	74	82	98	98	79	83	4.3%
Visitor	99	105	111	125	133	141	101	146	169	177	184	3.9%
<b>Total</b>	<b>155</b>	<b>164</b>	<b>171</b>	<b>191</b>	<b>203</b>	<b>215</b>	<b>183</b>	<b>244</b>	<b>267</b>	<b>256</b>	<b>267</b>	<b>4.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	63	65	65	67	65	69	70	86	91	78	83	6.2%
Visitor	322	306	289	306	345	366	170	311	338	350	364	4.0%
<b>Total</b>	<b>386</b>	<b>371</b>	<b>355</b>	<b>373</b>	<b>410</b>	<b>435</b>	<b>241</b>	<b>397</b>	<b>429</b>	<b>428</b>	<b>447</b>	<b>4.4%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Deserts

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	5,983	6,189	6,433	6,796	7,539	7,892	5,705	6,504	8,038	8,538	8,781	2.8%
Other travel*	368	350	350	340	403	415	173	295	474	475	490	3.2%
<b>Total</b>	<b>6,351</b>	<b>6,538</b>	<b>6,783</b>	<b>7,136</b>	<b>7,943</b>	<b>8,307</b>	<b>5,878</b>	<b>6,798</b>	<b>8,512</b>	<b>9,013</b>	<b>9,271</b>	<b>2.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2,414	2,579	2,783	2,916	3,259	3,434	2,384	2,995	3,557	3,986	4,150	4.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	2,186	2,567	2,883	2,991	3.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	809	990	1,103	1,159	5.1%
Campground	325	324	326	343	372	401	327	434	573	559	557	-0.4%
Private Home (VFR)	482	470	465	513	577	620	323	548	645	655	665	1.6%
Seasonal Home	984	1,011	1,026	1,098	1,237	1,267	1,822	1,645	1,572	1,590	1,622	2.0%
Day Travel	1,777	1,804	1,833	1,926	2,094	2,171	850	881	1,691	1,748	1,787	2.2%
<b>Total</b>	<b>3,568</b>	<b>3,610</b>	<b>3,650</b>	<b>3,880</b>	<b>4,280</b>	<b>4,458</b>	<b>3,321</b>	<b>6,504</b>	<b>8,038</b>	<b>8,538</b>	<b>8,781</b>	<b>2.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1,110	1,198	1,308	1,363	1,498	1,561	1,333	1,769	2,076	2,215	2,254	1.8%
Food Service	1,709	1,816	1,933	2,038	2,227	2,351	1,832	1,848	2,223	2,397	2,535	5.8%
Food Stores	240	250	253	257	270	281	231	306	378	407	418	2.8%
Arts, Ent. & Rec.	909	944	985	1,015	1,084	1,114	828	855	981	1,068	1,123	5.2%
Retail Sales	917	953	982	1,055	1,203	1,254	837	847	1,074	1,139	1,149	0.9%
Visitor Air	95	97	102	109	124	144	57	76	156	177	181	2.1%
Local Tran. & Gas	1,004	932	870	960	1,133	1,186	587	803	1,149	1,135	1,120	-1.3%
<b>Total</b>	<b>5,983</b>	<b>6,189</b>	<b>6,433</b>	<b>6,796</b>	<b>7,539</b>	<b>7,892</b>	<b>5,705</b>	<b>6,504</b>	<b>8,038</b>	<b>8,538</b>	<b>8,781</b>	<b>2.8%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Deserts

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	972	1,056	1,176	1,258	1,400	1,501	1,225	1,452	1,767	1,945	2,028	4.3%
Arts, Ent. & Rec.	422	434	471	493	538	571	418	520	619	694	726	4.6%
Retail*	155	166	174	180	198	203	211	225	248	271	277	2.2%
Ground Trans.	68	75	84	95	132	146	88	84	96	110	110	0.2%
Visitor Air	17	20	17	19	20	18	18	22	23	26	29	10.1%
Other travel**	73	77	90	73	81	81	67	87	114	126	138	9.7%
<b>Total</b>	<b>1,707</b>	<b>1,828</b>	<b>2,011</b>	<b>2,117</b>	<b>2,368</b>	<b>2,521</b>	<b>2,027</b>	<b>2,391</b>	<b>2,868</b>	<b>3,172</b>	<b>3,308</b>	<b>4.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	38,640	40,090	41,930	43,330	46,070	47,430	39,070	42,250	48,410	50,190	49,670	-1.0%
Arts, Ent. & Rec.	17,140	17,530	18,060	18,270	19,430	20,200	13,850	16,430	19,200	21,030	21,580	2.6%
Retail*	5,340	5,430	5,530	5,620	6,030	5,980	5,810	5,770	6,020	6,260	6,220	-0.6%
Ground Trans.	1,730	1,810	1,890	1,960	2,540	2,830	3,240	3,020	3,660	4,000	4,090	2.3%
Visitor Air	280	310	260	270	280	260	230	240	230	250	260	4.0%
Other travel**	1,510	1,530	1,900	1,790	1,950	1,900	1,460	1,770	2,140	2,070	2,120	2.4%
<b>Total</b>	<b>64,640</b>	<b>66,700</b>	<b>69,570</b>	<b>71,240</b>	<b>76,300</b>	<b>78,600</b>	<b>63,660</b>	<b>69,480</b>	<b>79,660</b>	<b>83,800</b>	<b>83,940</b>	<b>0.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Deserts

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	183	199	218	229	263	277	221	285	327	322	329	2.0%
State**	313	315	316	324	371	393	292	337	384	393	407	3.6%
<b>Total</b>	<b>496</b>	<b>514</b>	<b>535</b>	<b>553</b>	<b>635</b>	<b>671</b>	<b>513</b>	<b>622</b>	<b>711</b>	<b>715</b>	<b>735</b>	<b>2.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	62	66	70	71	80	86	91	111	111	90	90	0.5%
Visitor	121	133	148	158	183	192	129	174	216	232	238	2.6%
<b>Total</b>	<b>183</b>	<b>199</b>	<b>218</b>	<b>229</b>	<b>263</b>	<b>277</b>	<b>221</b>	<b>285</b>	<b>327</b>	<b>322</b>	<b>329</b>	<b>2.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	67	70	73	71	74	79	83	98	104	93	95	2.4%
Visitor	246	245	244	253	297	314	209	239	279	300	312	4.0%
<b>Total</b>	<b>313</b>	<b>315</b>	<b>316</b>	<b>324</b>	<b>371</b>	<b>393</b>	<b>292</b>	<b>337</b>	<b>384</b>	<b>393</b>	<b>407</b>	<b>3.6%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Gold Country

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	3,768	3,887	4,003	4,260	4,795	5,074	2,511	3,933	4,791	4,947	5,146	4.0%
Other travel*	667	690	694	707	770	835	329	588	933	1,071	1,258	17.5%
<b>Total</b>	<b>4,435</b>	<b>4,577</b>	<b>4,696</b>	<b>4,967</b>	<b>5,565</b>	<b>5,909</b>	<b>2,840</b>	<b>4,521</b>	<b>5,724</b>	<b>6,017</b>	<b>6,404</b>	<b>6.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,687	1,804	1,918	2,003	2,219	2,351	1,503	1,765	2,138	2,240	2,387	6.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,407	1,723	1,793	1,905	6.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	358	416	447	482	7.8%
Campground	97	97	97	102	103	111	92	120	159	157	156	-0.2%
Private Home (VFR)	932	927	924	1,020	1,259	1,358	416	1,233	1,404	1,444	1,473	2.0%
Seasonal Home	148	149	151	160	177	181	234	211	230	236	240	1.7%
Day Travel	903	910	913	975	1,037	1,074	266	604	860	870	890	2.3%
<b>Total</b>	<b>2,081</b>	<b>2,082</b>	<b>2,085</b>	<b>2,257</b>	<b>2,576</b>	<b>2,724</b>	<b>1,008</b>	<b>3,933</b>	<b>4,791</b>	<b>4,947</b>	<b>5,146</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	517	572	627	675	748	793	571	694	849	881	931	5.7%
Food Service	996	1,058	1,120	1,180	1,333	1,405	718	1,127	1,314	1,391	1,472	5.8%
Food Stores	142	148	149	152	167	172	90	183	215	229	237	3.3%
Arts, Ent. & Rec.	601	623	646	665	734	753	378	590	655	684	726	6.1%
Retail Sales	446	459	470	526	620	689	302	538	618	627	632	0.7%
Visitor Air	263	277	287	295	307	340	114	158	278	311	333	7.3%
Local Tran. & Gas	801	751	704	767	885	922	339	643	861	823	814	-1.1%
<b>Total</b>	<b>3,768</b>	<b>3,887</b>	<b>4,003</b>	<b>4,260</b>	<b>4,795</b>	<b>5,074</b>	<b>2,511</b>	<b>3,933</b>	<b>4,791</b>	<b>4,947</b>	<b>5,146</b>	<b>4.0%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Gold Country

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	640	688	768	830	948	1,021	808	1,019	1,229	1,315	1,377	4.8%
Arts, Ent. & Rec.	302	331	360	405	427	449	309	377	513	609	639	4.8%
Retail*	86	91	95	103	117	124	124	150	156	163	165	1.4%
Ground Trans.	64	70	77	84	114	125	59	61	71	81	82	0.5%
Visitor Air	21	23	19	18	19	19	19	24	26	29	32	11.8%
Other travel**	81	90	88	83	89	93	86	97	118	144	180	25.0%
<b>Total</b>	<b>1,193</b>	<b>1,293</b>	<b>1,406</b>	<b>1,522</b>	<b>1,713</b>	<b>1,833</b>	<b>1,406</b>	<b>1,729</b>	<b>2,114</b>	<b>2,341</b>	<b>2,476</b>	<b>5.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	23,140	23,380	24,220	25,330	28,110	28,790	22,470	25,800	29,260	29,390	29,150	-0.8%
Arts, Ent. & Rec.	10,710	10,950	11,380	11,840	12,950	13,340	8,590	10,630	13,880	15,450	15,880	2.8%
Retail*	2,830	2,890	2,930	3,100	3,430	3,480	3,270	3,650	3,590	3,590	3,550	-1.1%
Ground Trans.	1,560	1,630	1,680	1,720	2,170	2,400	1,860	1,890	2,240	2,430	2,490	2.5%
Visitor Air	350	370	330	310	310	340	300	350	360	370	390	5.4%
Other travel**	1,510	1,610	1,610	1,680	1,570	1,660	1,540	1,600	1,790	1,760	1,840	4.5%
<b>Total</b>	<b>40,100</b>	<b>40,830</b>	<b>42,150</b>	<b>43,980</b>	<b>48,540</b>	<b>50,010</b>	<b>38,030</b>	<b>43,920</b>	<b>51,120</b>	<b>52,990</b>	<b>53,300</b>	<b>0.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Gold Country

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	124	135	144	154	175	186	133	170	196	189	197	4.4%
State**	203	203	201	208	245	262	143	224	247	249	259	4.1%
<b>Total</b>	<b>327</b>	<b>338</b>	<b>345</b>	<b>361</b>	<b>420</b>	<b>448</b>	<b>276</b>	<b>394</b>	<b>443</b>	<b>438</b>	<b>456</b>	<b>4.2%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	40	43	45	47	52	55	57	67	70	57	58	2.2%
Visitor	84	92	99	107	123	131	76	102	126	132	139	5.3%
<b>Total</b>	<b>124</b>	<b>135</b>	<b>144</b>	<b>154</b>	<b>175</b>	<b>186</b>	<b>133</b>	<b>170</b>	<b>196</b>	<b>189</b>	<b>197</b>	<b>4.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	43	45	46	46	48	51	49	58	64	58	61	4.2%
Visitor	161	158	154	161	197	211	95	166	183	191	198	4.1%
<b>Total</b>	<b>203</b>	<b>203</b>	<b>201</b>	<b>208</b>	<b>245</b>	<b>262</b>	<b>143</b>	<b>224</b>	<b>247</b>	<b>249</b>	<b>259</b>	<b>4.1%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# High Sierra

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	2,629	2,801	3,006	3,223	3,407	3,642	2,464	3,010	3,559	3,604	3,784	5.0%
Other travel*	67	63	65	75	87	91	40	58	83	95	95	-0.3%
<b>Total</b>	<b>2,697</b>	<b>2,865</b>	<b>3,071</b>	<b>3,298</b>	<b>3,494</b>	<b>3,733</b>	<b>2,504</b>	<b>3,068</b>	<b>3,642</b>	<b>3,699</b>	<b>3,879</b>	<b>4.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,713	1,888	2,082	2,249	2,334	2,515	1,658	2,006	2,323	2,353	2,517	6.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,109	1,287	1,267	1,398	10.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	897	1,036	1,087	1,119	3.0%
Campground	176	175	176	185	199	214	177	233	306	303	302	-0.4%
Private Home (VFR)	142	133	128	139	168	178	53	173	196	197	198	0.8%
Seasonal Home	269	269	272	289	325	332	437	393	401	411	419	1.9%
Day Travel	329	337	349	361	382	403	139	206	333	339	348	2.6%
<b>Total</b>	<b>917</b>	<b>914</b>	<b>925</b>	<b>974</b>	<b>1,073</b>	<b>1,127</b>	<b>806</b>	<b>3,010</b>	<b>3,559</b>	<b>3,604</b>	<b>3,784</b>	<b>5.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	740	820	914	993	1,015	1,097	867	1,154	1,377	1,361	1,451	6.6%
Food Service	719	788	865	922	977	1,052	694	729	846	891	941	5.7%
Food Stores	105	110	113	116	120	127	97	178	212	227	231	1.7%
Arts, Ent. & Rec.	404	431	462	480	501	525	357	409	438	458	485	5.9%
Retail Sales	301	314	334	355	382	406	248	269	303	306	316	3.3%
Visitor Air	0	0	0	3	3	2	1	0	0	0	0	NA
Local Tran. & Gas	361	338	318	356	409	434	202	271	382	360	359	-0.2%
<b>Total</b>	<b>2,629</b>	<b>2,801</b>	<b>3,006</b>	<b>3,223</b>	<b>3,407</b>	<b>3,642</b>	<b>2,464</b>	<b>3,010</b>	<b>3,559</b>	<b>3,604</b>	<b>3,784</b>	<b>5.0%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# High Sierra

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	525	583	661	759	810	894	740	885	1,099	1,163	1,294	11.3%
Arts, Ent. & Rec.	179	188	196	212	229	246	204	222	278	307	323	5.3%
Retail*	64	68	74	79	83	86	96	101	105	109	114	4.7%
Ground Trans.	27	30	35	41	59	66	28	23	23	25	27	6.2%
Visitor Air	0	0	0	5	5	7	7	0	0	0	0	NA
Other travel**	7	8	10	12	13	15	12	13	15	21	22	4.6%
<b>Total</b>	<b>802</b>	<b>877</b>	<b>975</b>	<b>1,108</b>	<b>1,200</b>	<b>1,313</b>	<b>1,087</b>	<b>1,243</b>	<b>1,521</b>	<b>1,625</b>	<b>1,779</b>	<b>9.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	17,690	18,600	19,290	21,060	21,550	22,800	18,760	20,610	23,900	24,350	25,180	3.4%
Arts, Ent. & Rec.	8,740	8,980	9,350	9,940	10,210	10,440	7,890	8,560	10,310	10,400	10,980	5.6%
Retail*	2,150	2,200	2,300	2,340	2,450	2,430	2,530	2,470	2,420	2,410	2,500	3.7%
Ground Trans.	740	770	830	880	1,150	1,310	1,320	1,050	1,270	1,330	1,420	6.8%
Visitor Air	0	0	0	50	50	70	60	0	0	0	0	NA
Other travel**	220	240	300	350	350	360	300	350	370	390	400	2.6%
<b>Total</b>	<b>29,540</b>	<b>30,790</b>	<b>32,070</b>	<b>34,620</b>	<b>35,760</b>	<b>37,410</b>	<b>30,860</b>	<b>33,040</b>	<b>38,270</b>	<b>38,880</b>	<b>40,480</b>	<b>4.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# High Sierra

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	108	120	133	145	154	168	135	176	203	190	201	6.3%
State**	112	115	118	123	136	147	109	133	146	143	151	5.7%
<b>Total</b>	<b>220</b>	<b>235</b>	<b>251</b>	<b>268</b>	<b>291</b>	<b>315</b>	<b>244</b>	<b>309</b>	<b>349</b>	<b>333</b>	<b>353</b>	<b>6.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	28	30	32	35	39	42	46	56	58	46	48	5.4%
Visitor	81	90	101	110	116	125	90	120	145	144	153	6.6%
<b>Total</b>	<b>108</b>	<b>120</b>	<b>133</b>	<b>145</b>	<b>154</b>	<b>168</b>	<b>135</b>	<b>176</b>	<b>203</b>	<b>190</b>	<b>201</b>	<b>6.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	30	32	34	35	35	38	41	47	51	44	47	7.1%
Visitor	82	83	85	88	101	109	68	86	96	100	105	5.0%
<b>Total</b>	<b>112</b>	<b>115</b>	<b>118</b>	<b>123</b>	<b>136</b>	<b>147</b>	<b>109</b>	<b>133</b>	<b>146</b>	<b>143</b>	<b>151</b>	<b>5.7%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Inland Empire

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	5,246	5,413	5,573	5,961	6,235	6,646	4,910	6,065	7,161	7,399	7,627	3.1%
Other travel*	417	403	397	424	455	482	205	344	541	611	640	4.8%
<b>Total</b>	<b>5,664</b>	<b>5,817</b>	<b>5,971</b>	<b>6,385</b>	<b>6,691</b>	<b>7,128</b>	<b>5,116</b>	<b>6,409</b>	<b>7,702</b>	<b>8,009</b>	<b>8,267</b>	<b>3.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,607	1,716	1,834	1,962	2,014	2,185	1,563	2,316	2,590	2,741	2,864	4.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,523	1,672	1,793	1,880	4.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	793	918	949	984	3.7%
Campground	175	173	173	183	187	201	164	220	290	285	283	-0.7%
Private Home (VFR)	1,119	1,151	1,169	1,286	1,407	1,528	1,061	1,516	1,677	1,717	1,768	3.0%
Seasonal Home	951	973	987	1,052	1,110	1,136	1,540	1,391	1,388	1,417	1,446	2.1%
Day Travel	1,396	1,401	1,409	1,478	1,518	1,596	583	622	1,216	1,239	1,266	2.2%
<b>Total</b>	<b>3,640</b>	<b>3,697</b>	<b>3,739</b>	<b>3,999</b>	<b>4,221</b>	<b>4,461</b>	<b>3,348</b>	<b>6,065</b>	<b>7,161</b>	<b>7,399</b>	<b>7,627</b>	<b>3.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	793	858	929	984	996	1,066	961	1,356	1,523	1,527	1,552	1.7%
Food Service	1,612	1,699	1,792	1,890	1,941	2,062	1,650	1,860	2,137	2,263	2,388	5.5%
Food Stores	225	233	235	238	238	247	203	296	351	373	382	2.3%
Arts, Ent. & Rec.	876	902	933	961	965	998	761	890	975	1,026	1,075	4.7%
Retail Sales	711	755	775	893	1,015	1,129	786	894	1,062	1,088	1,099	1.0%
Visitor Air	131	133	131	137	144	153	62	84	162	178	196	9.7%
Local Tran. & Gas	898	834	779	858	938	992	488	684	951	943	936	-0.8%
<b>Total</b>	<b>5,246</b>	<b>5,413</b>	<b>5,573</b>	<b>5,961</b>	<b>6,235</b>	<b>6,646</b>	<b>4,910</b>	<b>6,065</b>	<b>7,161</b>	<b>7,399</b>	<b>7,627</b>	<b>3.1%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Inland Empire

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	866	940	1,042	1,125	1,173	1,277	1,079	1,352	1,580	1,732	1,795	3.6%
Arts, Ent. & Rec.	425	446	480	531	532	563	399	530	667	719	757	5.3%
Retail*	129	139	145	158	168	180	185	216	230	243	251	3.3%
Ground Trans.	67	72	80	91	116	131	81	82	93	112	106	-5.2%
Visitor Air	11	14	15	14	14	11	11	23	25	27	30	10.7%
Other travel**	56	62	74	72	74	75	63	91	110	136	146	6.7%
<b>Total</b>	<b>1,553</b>	<b>1,674</b>	<b>1,836</b>	<b>1,991</b>	<b>2,078</b>	<b>2,236</b>	<b>1,818</b>	<b>2,295</b>	<b>2,704</b>	<b>2,970</b>	<b>3,085</b>	<b>3.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	35,880	37,100	38,560	40,110	40,020	41,500	34,390	39,690	43,860	45,060	44,420	-1.4%
Arts, Ent. & Rec.	19,790	20,890	21,520	22,160	20,920	21,630	14,090	17,780	21,010	23,030	23,360	1.4%
Retail*	4,420	4,570	4,610	4,910	5,070	5,240	5,080	5,510	5,550	5,650	5,630	-0.4%
Ground Trans.	1,670	1,730	1,800	1,870	2,230	2,530	2,880	2,880	3,410	3,780	3,780	0.0%
Visitor Air	190	230	240	230	230	190	170	230	230	240	250	4.2%
Other travel**	1,370	1,420	1,640	1,640	1,630	1,610	1,270	1,560	1,800	1,840	1,870	1.6%
<b>Total</b>	<b>63,320</b>	<b>65,940</b>	<b>68,370</b>	<b>70,920</b>	<b>70,100</b>	<b>72,700</b>	<b>57,880</b>	<b>67,650</b>	<b>75,860</b>	<b>79,600</b>	<b>79,310</b>	<b>-0.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Inland Empire

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	130	141	152	163	176	190	159	220	245	233	238	2.2%
State**	282	283	282	294	321	346	252	309	345	352	364	3.5%
<b>Total</b>	<b>413</b>	<b>424</b>	<b>434</b>	<b>456</b>	<b>497</b>	<b>535</b>	<b>411</b>	<b>529</b>	<b>590</b>	<b>585</b>	<b>602</b>	<b>3.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	46	49	52	54	57	61	66	80	81	66	66	0.5%
Visitor	84	92	100	108	119	128	93	140	164	167	172	2.9%
<b>Total</b>	<b>130</b>	<b>141</b>	<b>152</b>	<b>163</b>	<b>176</b>	<b>190</b>	<b>159</b>	<b>220</b>	<b>245</b>	<b>233</b>	<b>238</b>	<b>2.2%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	52	55	57	58	56	60	64	76	82	75	76	2.4%
Visitor	230	228	224	236	264	285	188	233	263	277	288	3.8%
<b>Total</b>	<b>282</b>	<b>283</b>	<b>282</b>	<b>294</b>	<b>321</b>	<b>346</b>	<b>252</b>	<b>309</b>	<b>345</b>	<b>352</b>	<b>364</b>	<b>3.5%</b>

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\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Los Angeles Area

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	20,513	21,582	22,860	24,232	25,773	26,257	10,365	17,016	23,537	25,636	26,024	1.5%
Other travel*	5,257	5,246	5,179	5,622	6,179	6,418	2,838	4,667	7,459	8,273	8,887	7.4%
<b>Total</b>	<b>25,769</b>	<b>26,828</b>	<b>28,039</b>	<b>29,854</b>	<b>31,952</b>	<b>32,675</b>	<b>13,203</b>	<b>21,683</b>	<b>30,996</b>	<b>33,910</b>	<b>34,910</b>	<b>3.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	11,938	12,828	13,940	14,803	15,729	15,777	7,000	10,525	14,825	16,519	16,738	1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	9,188	12,797	13,986	13,856	-0.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	1,337	2,028	2,533	2,883	13.8%
Campground	92	93	94	98	103	111	93	121	158	157	157	0.0%
Private Home (VFR)	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,132	3,792	3,916	3,994	2.0%
Seasonal Home	165	162	164	173	186	191	340	306	340	348	354	1.8%
Day Travel	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,930	4,421	4,697	4,780	1.8%
<b>Total</b>	<b>8,575</b>	<b>8,754</b>	<b>8,920</b>	<b>9,429</b>	<b>10,044</b>	<b>10,480</b>	<b>3,365</b>	<b>17,016</b>	<b>23,537</b>	<b>25,636</b>	<b>26,024</b>	<b>1.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,218	6,217	6,760	6,784	0.3%
Food Service	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,402	5,745	6,375	6,638	4.1%
Food Stores	587	615	629	640	660	667	289	564	745	850	880	3.5%
Arts, Ent. & Rec.	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,305	2,868	3,145	3,259	3.6%
Retail Sales	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,187	2,763	2,911	2,878	-1.1%
Visitor Air	1,906	1,972	2,017	2,116	2,267	2,333	683	1,007	2,003	2,188	2,217	1.3%
Local Tran. & Gas	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,333	3,196	3,407	3,368	-1.1%
<b>Total</b>	<b>20,513</b>	<b>21,582</b>	<b>22,860</b>	<b>24,232</b>	<b>25,773</b>	<b>26,257</b>	<b>10,365</b>	<b>17,016</b>	<b>23,537</b>	<b>25,636</b>	<b>26,024</b>	<b>1.5%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Los Angeles Area

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	3,949	4,372	4,932	5,247	5,692	5,913	4,144	4,895	6,323	7,096	7,636	7.6%
Arts, Ent. & Rec.	2,209	2,401	2,530	2,575	2,786	2,926	2,085	2,393	2,671	2,628	2,409	-8.3%
Retail*	451	484	512	529	560	575	572	637	680	717	724	1.1%
Ground Trans.	379	420	472	515	651	695	282	282	334	415	382	-8.0%
Visitor Air	803	890	1,273	1,459	1,538	2,199	2,201	1,739	1,894	2,192	2,413	10.1%
Other travel**	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,549	2,954	3,346	3,764	12.5%
<b>Total</b>	<b>9,307</b>	<b>10,236</b>	<b>11,830</b>	<b>12,689</b>	<b>13,730</b>	<b>15,497</b>	<b>12,233</b>	<b>12,493</b>	<b>14,856</b>	<b>16,394</b>	<b>17,329</b>	<b>5.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	110,180	115,960	121,910	125,480	129,520	127,760	91,770	99,500	117,460	122,790	124,160	1.1%
Arts, Ent. & Rec.	26,740	29,230	30,590	30,210	32,160	32,730	21,670	24,590	30,500	32,000	32,600	1.9%
Retail*	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,240	13,530	13,610	13,430	-1.3%
Ground Trans.	9,020	9,620	10,150	10,410	12,340	13,170	8,360	8,040	9,530	10,830	10,600	-2.1%
Visitor Air	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	15,450	15,920	3.0%
Other travel**	23,080	24,050	26,660	28,190	28,760	32,950	28,200	23,780	25,100	26,240	27,160	3.5%
<b>Total</b>	<b>192,220</b>	<b>203,160</b>	<b>216,470</b>	<b>223,150</b>	<b>232,230</b>	<b>240,020</b>	<b>180,190</b>	<b>183,240</b>	<b>210,420</b>	<b>220,920</b>	<b>223,870</b>	<b>1.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Los Angeles Area

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,329	1,653	1,645	1,665	1.2%
State**	1,127	1,142	1,168	1,171	1,293	1,371	753	1,061	1,220	1,256	1,295	3.1%
<b>Total</b>	<b>2,188</b>	<b>2,304</b>	<b>2,459</b>	<b>2,624</b>	<b>2,851</b>	<b>3,010</b>	<b>1,784</b>	<b>2,390</b>	<b>2,873</b>	<b>2,901</b>	<b>2,960</b>	<b>2.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	335	365	407	436	472	533	556	572	577	467	477	2.1%
Visitor	726	797	885	1,017	1,087	1,106	475	757	1,076	1,178	1,188	0.9%
<b>Total</b>	<b>1,062</b>	<b>1,162</b>	<b>1,291</b>	<b>1,453</b>	<b>1,559</b>	<b>1,639</b>	<b>1,031</b>	<b>1,329</b>	<b>1,653</b>	<b>1,645</b>	<b>1,665</b>	<b>1.2%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	304	326	354	332	337	378	358	394	423	386	401	4.0%
Visitor	823	816	814	839	955	994	395	667	797	870	894	2.7%
<b>Total</b>	<b>1,127</b>	<b>1,142</b>	<b>1,168</b>	<b>1,171</b>	<b>1,293</b>	<b>1,371</b>	<b>753</b>	<b>1,061</b>	<b>1,220</b>	<b>1,256</b>	<b>1,295</b>	<b>3.1%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# North Coast

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,031	1,064	1,114	1,172	1,212	1,253	758	1,242	1,316	1,321	1,357	2.7%
Other travel*	39	37	36	39	42	46	17	31	46	47	48	1.9%
<b>Total</b>	<b>1,070</b>	<b>1,100</b>	<b>1,150</b>	<b>1,211</b>	<b>1,254</b>	<b>1,299</b>	<b>775</b>	<b>1,273</b>	<b>1,362</b>	<b>1,368</b>	<b>1,405</b>	<b>2.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	484	523	568	597	599	608	380	642	581	583	612	5.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	414	382	365	379	3.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	228	199	218	233	6.9%
Campground	149	151	152	160	168	182	150	196	258	256	253	-0.9%
Private Home (VFR)	175	164	164	176	191	203	65	210	230	233	238	2.1%
Seasonal Home	67	69	70	74	81	83	111	100	104	106	108	1.9%
Day Travel	155	157	160	166	173	178	52	95	143	143	146	1.6%
<b>Total</b>	<b>546</b>	<b>541</b>	<b>546</b>	<b>575</b>	<b>613</b>	<b>645</b>	<b>378</b>	<b>1,242</b>	<b>1,316</b>	<b>1,321</b>	<b>1,357</b>	<b>2.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	228	251	277	291	290	297	244	386	371	358	366	2.1%
Food Service	288	307	328	343	351	363	205	326	343	354	371	5.0%
Food Stores	70	73	74	74	75	78	53	99	113	119	121	2.0%
Arts, Ent. & Rec.	149	155	162	165	166	167	93	154	153	157	165	5.3%
Retail Sales	114	110	114	126	136	146	76	126	133	132	131	-0.5%
Visitor Air	6	6	8	8	8	9	3	6	9	8	11	29.1%
Local Tran. & Gas	175	162	151	165	186	192	85	146	194	193	192	-0.8%
<b>Total</b>	<b>1,031</b>	<b>1,064</b>	<b>1,114</b>	<b>1,172</b>	<b>1,212</b>	<b>1,253</b>	<b>758</b>	<b>1,242</b>	<b>1,316</b>	<b>1,321</b>	<b>1,357</b>	<b>2.7%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# North Coast

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	261	281	313	335	351	372	296	368	408	428	451	5.4%
Arts, Ent. & Rec.	72	69	72	76	68	71	51	59	73	84	91	8.1%
Retail*	28	28	30	33	34	36	38	41	45	47	47	0.2%
Ground Trans.	13	14	16	18	25	27	11	11	12	18	14	-24.3%
Visitor Air	1	1	1	7	8	10	10	29	31	34	40	20.1%
Other travel**	4	5	5	13	14	18	15	42	47	54	57	5.1%
<b>Total</b>	<b>379</b>	<b>399</b>	<b>437</b>	<b>483</b>	<b>500</b>	<b>533</b>	<b>421</b>	<b>550</b>	<b>616</b>	<b>666</b>	<b>701</b>	<b>5.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	8,820	8,940	9,280	9,560	9,680	9,800	7,680	8,640	9,330	9,190	9,100	-1.0%
Arts, Ent. & Rec.	4,740	4,640	4,790	4,700	4,080	4,010	2,560	2,680	3,180	3,500	3,430	-2.0%
Retail*	960	920	940	990	1,000	1,020	1,010	1,030	1,070	1,060	1,050	-0.9%
Ground Trans.	350	360	380	390	490	530	490	460	550	660	610	-7.6%
Visitor Air	20	30	30	70	80	100	90	210	210	210	240	14.3%
Other travel**	140	150	160	220	220	270	210	390	430	460	450	-2.2%
<b>Total</b>	<b>15,030</b>	<b>15,040</b>	<b>15,580</b>	<b>15,930</b>	<b>15,550</b>	<b>15,730</b>	<b>12,040</b>	<b>13,410</b>	<b>14,770</b>	<b>15,080</b>	<b>14,880</b>	<b>-1.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# North Coast

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	36	39	42	46	50	52	43	65	63	57	59	2.4%
State**	54	53	53	55	59	62	40	62	63	62	64	3.4%
<b>Total</b>	<b>90</b>	<b>93</b>	<b>95</b>	<b>100</b>	<b>109</b>	<b>114</b>	<b>83</b>	<b>126</b>	<b>126</b>	<b>120</b>	<b>123</b>	<b>2.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	12	13	13	15	16	17	17	23	22	17	17	1.6%
Visitor	24	27	28	31	35	36	26	42	41	40	41	2.7%
<b>Total</b>	<b>36</b>	<b>39</b>	<b>42</b>	<b>46</b>	<b>50</b>	<b>52</b>	<b>43</b>	<b>65</b>	<b>63</b>	<b>57</b>	<b>59</b>	<b>2.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	13	14	14	14	13	14	14	19	19	16	17	3.4%
Visitor	40	39	39	40	45	48	26	43	44	46	48	3.4%
<b>Total</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>55</b>	<b>59</b>	<b>62</b>	<b>40</b>	<b>62</b>	<b>63</b>	<b>62</b>	<b>64</b>	<b>3.4%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Orange County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,572	13,426	14,174	14,412	1.7%
Other travel*	1,485	1,467	1,512	1,564	1,736	1,789	867	1,019	1,578	1,789	1,863	4.2%
<b>Total</b>	<b>11,883</b>	<b>12,696</b>	<b>13,477</b>	<b>13,815</b>	<b>13,922</b>	<b>14,463</b>	<b>6,786</b>	<b>10,591</b>	<b>15,004</b>	<b>15,963</b>	<b>16,275</b>	<b>2.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6,996	7,709	8,343	8,415	7,943	8,207	3,597	5,774	8,793	9,456	9,581	1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	5,188	7,869	8,296	8,307	0.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	585	924	1,160	1,275	9.9%
Campground	43	45	47	48	145	156	136	170	215	214	217	1.3%
Private Home (VFR)	1,375	1,452	1,477	1,641	1,848	2,013	950	1,993	2,232	2,254	2,298	1.9%
Seasonal Home	272	265	272	289	316	322	637	560	539	534	550	2.9%
Day Travel	1,712	1,757	1,825	1,860	1,934	1,975	600	1,076	1,646	1,714	1,765	3.0%
<b>Total</b>	<b>3,402</b>	<b>3,520</b>	<b>3,622</b>	<b>3,837</b>	<b>4,243</b>	<b>4,466</b>	<b>2,323</b>	<b>9,572</b>	<b>13,426</b>	<b>14,174</b>	<b>14,412</b>	<b>1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,202	3,510	3,812	3,801	-0.3%
Food Service	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,610	3,614	3,767	3,938	4.5%
Food Stores	386	405	414	412	441	451	276	467	600	637	652	2.4%
Arts, Ent. & Rec.	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,099	2,707	2,859	2,952	3.2%
Retail Sales	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,751	2,196	2,287	2,256	-1.3%
Visitor Air	366	390	393	389	421	418	119	191	428	466	471	1.2%
Local Tran. & Gas	300	305	304	319	322	330	121	253	371	347	342	-1.5%
<b>Total</b>	<b>10,397</b>	<b>11,229</b>	<b>11,964</b>	<b>12,252</b>	<b>12,186</b>	<b>12,673</b>	<b>5,920</b>	<b>9,572</b>	<b>13,426</b>	<b>14,174</b>	<b>14,412</b>	<b>1.7%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Orange County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,420	3,102	3,445	3,977	15.5%
Arts, Ent. & Rec.	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,392	1,840	2,045	2,252	10.1%
Retail*	245	275	292	302	301	315	314	350	372	394	398	1.0%
Ground Trans.	51	53	60	66	79	86	32	31	35	34	40	16.1%
Visitor Air	27	30	40	43	46	50	45	56	62	71	80	12.4%
Other travel**	274	288	338	348	379	392	322	269	349	457	502	10.0%
<b>Total</b>	<b>4,144</b>	<b>4,534</b>	<b>5,052</b>	<b>5,334</b>	<b>5,325</b>	<b>5,564</b>	<b>3,827</b>	<b>4,518</b>	<b>5,759</b>	<b>6,446</b>	<b>7,249</b>	<b>12.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	60,020	62,540	66,570	67,170	65,570	66,920	50,020	54,910	63,750	66,610	71,730	7.7%
Arts, Ent. & Rec.	41,200	44,990	47,550	48,110	48,970	49,410	26,940	31,050	45,630	50,160	53,010	5.7%
Retail*	6,910	7,500	7,750	7,930	7,690	7,750	7,220	7,440	7,500	7,600	7,520	-1.1%
Ground Trans.	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,200	1,440	1,500	1,600	6.7%
Visitor Air	430	460	520	560	580	610	500	570	590	630	660	4.8%
Other travel**	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,380	3,990	4,140	4,440	7.2%
<b>Total</b>	<b>115,100</b>	<b>121,970</b>	<b>129,520</b>	<b>131,090</b>	<b>130,410</b>	<b>132,370</b>	<b>90,660</b>	<b>98,550</b>	<b>122,900</b>	<b>130,640</b>	<b>138,960</b>	<b>6.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Orange County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	476	521	566	578	619	644	355	498	684	687	701	2.1%
State**	467	494	514	515	504	532	315	458	561	561	589	4.9%
<b>Total</b>	<b>943</b>	<b>1,015</b>	<b>1,080</b>	<b>1,093</b>	<b>1,123</b>	<b>1,176</b>	<b>670</b>	<b>955</b>	<b>1,245</b>	<b>1,248</b>	<b>1,290</b>	<b>3.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	139	151	162	164	166	173	157	188	203	167	181	8.6%
Visitor	337	371	405	414	453	471	198	310	481	520	520	0.0%
<b>Total</b>	<b>476</b>	<b>521</b>	<b>566</b>	<b>578</b>	<b>619</b>	<b>644</b>	<b>355</b>	<b>498</b>	<b>684</b>	<b>687</b>	<b>701</b>	<b>2.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	146	157	166	161	151	157	135	161	184	168	186	10.5%
Visitor	321	337	348	354	354	375	180	297	377	393	403	2.4%
<b>Total</b>	<b>467</b>	<b>494</b>	<b>514</b>	<b>515</b>	<b>504</b>	<b>532</b>	<b>315</b>	<b>458</b>	<b>561</b>	<b>561</b>	<b>589</b>	<b>4.9%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Diego County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	10,542	10,839	11,466	12,062	11,854	11,859	4,989	9,852	13,311	13,969	14,328	2.6%
Other travel*	1,478	1,482	1,530	1,632	1,798	1,933	822	1,333	2,090	2,442	2,285	-6.5%
<b>Total</b>	<b>12,020</b>	<b>12,321</b>	<b>12,996</b>	<b>13,694</b>	<b>13,652</b>	<b>13,792</b>	<b>5,811</b>	<b>11,185</b>	<b>15,401</b>	<b>16,412</b>	<b>16,613</b>	<b>1.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6,390	6,757	7,243	7,640	7,215	7,089	3,206	6,142	8,655	9,217	9,458	2.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	4,685	6,574	6,940	7,064	1.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	1,458	2,081	2,277	2,395	5.2%
Campground	286	283	292	302	237	254	218	278	346	344	346	0.6%
Private Home (VFR)	1,223	1,218	1,249	1,356	1,485	1,594	492	1,391	1,695	1,718	1,770	3.0%
Seasonal Home	163	151	155	163	173	178	285	256	223	225	231	2.4%
Day Travel	2,480	2,430	2,527	2,602	2,745	2,744	787	1,784	2,393	2,466	2,524	2.4%
<b>Total</b>	<b>4,152</b>	<b>4,081</b>	<b>4,223</b>	<b>4,422</b>	<b>4,639</b>	<b>4,769</b>	<b>1,783</b>	<b>9,852</b>	<b>13,311</b>	<b>13,969</b>	<b>14,328</b>	<b>2.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2,675	2,908	3,146	3,288	3,588	3,472	1,729	3,077	4,427	4,691	4,806	2.4%
Food Service	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,676	3,367	3,541	3,692	4.3%
Food Stores	467	506	518	528	472	472	205	522	665	713	724	1.6%
Arts, Ent. & Rec.	1,613	1,584	1,672	1,729	1,610	1,588	589	1,294	1,584	1,696	1,753	3.3%
Retail Sales	1,687	1,686	1,757	1,873	1,788	1,837	684	1,452	1,777	1,859	1,863	0.2%
Visitor Air	747	789	801	831	873	930	282	427	903	933	964	3.3%
Local Tran. & Gas	510	458	436	484	477	480	162	403	587	536	526	-1.8%
<b>Total</b>	<b>10,542</b>	<b>10,839</b>	<b>11,466</b>	<b>12,062</b>	<b>11,854</b>	<b>11,859</b>	<b>4,989</b>	<b>9,852</b>	<b>13,311</b>	<b>13,969</b>	<b>14,328</b>	<b>2.6%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Diego County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,340	3,079	3,452	3,675	6.5%
Arts, Ent. & Rec.	818	878	908	891	859	872	519	601	811	902	874	-3.1%
Retail*	275	288	304	313	291	293	299	322	348	361	365	0.9%
Ground Trans.	47	43	49	56	67	70	21	21	23	35	26	-26.4%
Visitor Air	50	56	71	79	84	94	91	88	98	110	122	11.1%
Other travel**	174	195	249	269	295	331	278	266	331	446	408	-8.5%
<b>Total</b>	<b>3,563</b>	<b>3,785</b>	<b>4,216</b>	<b>4,432</b>	<b>4,299</b>	<b>4,429</b>	<b>3,166</b>	<b>3,638</b>	<b>4,689</b>	<b>5,307</b>	<b>5,470</b>	<b>3.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	64,240	64,410	68,900	69,940	64,480	63,520	45,740	50,100	60,110	62,500	63,130	1.0%
Arts, Ent. & Rec.	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,800	20,970	21,970	4.8%
Retail*	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,740	7,820	7,890	7,800	-1.1%
Ground Trans.	1,220	1,060	1,130	1,180	1,290	1,380	890	860	1,030	1,050	1,140	8.6%
Visitor Air	860	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	1,490	1,550	4.0%
Other travel**	3,400	3,640	4,550	4,830	4,880	5,300	4,330	3,960	4,960	4,710	4,260	-9.6%
<b>Total</b>	<b>101,680</b>	<b>101,510</b>	<b>109,120</b>	<b>111,240</b>	<b>102,890</b>	<b>101,510</b>	<b>73,370</b>	<b>79,820</b>	<b>95,150</b>	<b>98,610</b>	<b>99,850</b>	<b>1.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# San Diego County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	474	509	547	570	606	602	342	516	688	689	702	2.0%
State**	479	479	492	501	482	496	267	439	518	524	537	2.5%
<b>Total</b>	<b>952</b>	<b>987</b>	<b>1,040</b>	<b>1,070</b>	<b>1,089</b>	<b>1,097</b>	<b>609</b>	<b>954</b>	<b>1,206</b>	<b>1,213</b>	<b>1,240</b>	<b>2.2%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	119	125	135	136	133	137	130	148	162	135	134	-0.5%
Visitor	354	383	413	434	473	464	212	367	526	554	568	2.6%
<b>Total</b>	<b>474</b>	<b>509</b>	<b>547</b>	<b>570</b>	<b>606</b>	<b>602</b>	<b>342</b>	<b>516</b>	<b>688</b>	<b>689</b>	<b>702</b>	<b>2.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	127	132	139	135	123	126	111	132	152	139	141	1.1%
Visitor	352	347	354	366	359	370	155	307	366	385	396	3.1%
<b>Total</b>	<b>479</b>	<b>479</b>	<b>492</b>	<b>501</b>	<b>482</b>	<b>496</b>	<b>267</b>	<b>439</b>	<b>518</b>	<b>524</b>	<b>537</b>	<b>2.5%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Francisco Bay Area

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	27,786	29,043	29,680	30,967	32,786	33,282	12,392	19,843	29,200	31,725	32,856	3.6%
Other travel*	4,044	4,325	4,654	5,187	5,481	5,795	3,008	3,906	5,863	7,354	7,592	3.2%
<b>Total</b>	<b>31,829</b>	<b>33,368</b>	<b>34,334</b>	<b>36,155</b>	<b>38,267</b>	<b>39,077</b>	<b>15,400</b>	<b>23,749</b>	<b>35,063</b>	<b>39,079</b>	<b>40,447</b>	<b>3.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	18,344	19,574	20,178	21,005	22,045	22,171	8,766	11,701	18,865	21,036	22,013	4.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	10,225	16,644	18,643	19,547	4.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	1,477	2,221	2,393	2,466	3.1%
Campground	353	353	354	373	399	431	362	467	617	605	601	-0.7%
Private Home (VFR)	3,222	3,208	3,202	3,444	3,836	4,053	1,017	3,204	3,856	3,978	3,990	0.3%
Seasonal Home	372	385	389	415	461	472	591	532	550	550	557	1.2%
Day Travel	5,494	5,523	5,557	5,730	6,046	6,155	1,656	3,939	5,311	5,555	5,695	2.5%
<b>Total</b>	<b>9,441</b>	<b>9,469</b>	<b>9,502</b>	<b>9,963</b>	<b>10,741</b>	<b>11,111</b>	<b>3,626</b>	<b>19,843</b>	<b>29,200</b>	<b>31,725</b>	<b>32,856</b>	<b>3.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	6,771	7,577	7,938	8,217	8,644	8,875	3,333	4,267	6,897	7,667	7,943	3.6%
Food Service	7,098	7,469	7,796	8,213	8,712	8,839	3,573	5,792	8,174	9,059	9,639	6.4%
Food Stores	793	821	823	834	862	868	369	760	1,024	1,120	1,158	3.4%
Arts, Ent. & Rec.	3,897	4,006	4,101	4,208	4,359	4,313	1,665	2,750	3,661	4,041	4,315	6.8%
Retail Sales	3,884	3,966	4,001	4,204	4,464	4,567	1,709	2,977	3,947	4,257	4,320	1.5%
Visitor Air	1,748	1,820	1,825	1,820	1,858	1,880	460	729	1,594	1,820	1,750	-3.9%
Local Tran. & Gas	3,595	3,384	3,196	3,472	3,889	3,939	1,284	2,567	3,902	3,760	3,730	-0.8%
<b>Total</b>	<b>27,786</b>	<b>29,043</b>	<b>29,680</b>	<b>30,967</b>	<b>32,786</b>	<b>33,282</b>	<b>12,392</b>	<b>19,843</b>	<b>29,200</b>	<b>31,725</b>	<b>32,856</b>	<b>3.6%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Francisco Bay Area

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	5,198	5,743	6,256	6,608	7,116	7,441	4,864	5,527	7,005	7,841	8,021	2.3%
Arts, Ent. & Rec.	2,157	2,316	2,457	2,453	2,639	2,713	1,853	2,098	2,562	2,804	2,953	5.3%
Retail*	626	658	677	704	740	744	722	789	792	796	792	-0.5%
Ground Trans.	357	387	421	469	610	646	235	235	273	299	313	4.6%
Visitor Air	864	937	1,192	1,357	1,409	764	714	513	565	638	703	10.2%
Other travel**	1,434	1,628	1,999	2,332	2,464	1,908	1,712	1,521	1,780	2,291	2,483	8.4%
<b>Total</b>	<b>10,636</b>	<b>11,670</b>	<b>13,002</b>	<b>13,922</b>	<b>14,979</b>	<b>14,216</b>	<b>10,098</b>	<b>10,684</b>	<b>12,977</b>	<b>14,669</b>	<b>15,265</b>	<b>4.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	134,350	139,320	142,250	145,140	148,710	146,010	96,070	101,480	122,530	128,850	128,150	-0.5%
Arts, Ent. & Rec.	56,150	58,170	59,750	61,880	63,250	63,500	40,350	44,450	57,130	62,730	67,320	7.3%
Retail*	15,790	15,580	16,060	15,910	16,080	15,650	14,110	14,230	14,350	14,220	13,880	-2.4%
Ground Trans.	8,770	9,090	9,290	9,610	11,670	12,410	7,620	7,380	8,790	9,220	9,790	6.2%
Visitor Air	10,050	10,510	11,360	11,910	11,970	8,410	7,020	5,160	5,330	5,640	5,820	3.2%
Other travel**	17,800	19,270	21,370	22,590	23,130	20,750	16,610	13,610	14,880	15,500	15,690	1.2%
<b>Total</b>	<b>242,910</b>	<b>251,940</b>	<b>260,080</b>	<b>267,040</b>	<b>274,810</b>	<b>266,730</b>	<b>181,780</b>	<b>186,310</b>	<b>223,010</b>	<b>236,160</b>	<b>240,650</b>	<b>1.9%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Francisco Bay Area

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1,419	1,553	1,641	1,692	1,862	1,869	949	1,182	1,609	1,646	1,691	2.7%
State**	1,294	1,315	1,323	1,337	1,437	1,452	746	1,104	1,351	1,401	1,456	3.9%
<b>Total</b>	<b>2,713</b>	<b>2,867</b>	<b>2,964</b>	<b>3,029</b>	<b>3,300</b>	<b>3,321</b>	<b>1,696</b>	<b>2,286</b>	<b>2,960</b>	<b>3,047</b>	<b>3,146</b>	<b>3.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	380	413	443	458	499	472	444	472	486	403	405	0.6%
Visitor	1,039	1,140	1,198	1,234	1,364	1,397	506	710	1,123	1,243	1,286	3.4%
<b>Total</b>	<b>1,419</b>	<b>1,553</b>	<b>1,641</b>	<b>1,692</b>	<b>1,862</b>	<b>1,869</b>	<b>949</b>	<b>1,182</b>	<b>1,609</b>	<b>1,646</b>	<b>1,691</b>	<b>2.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	355	379	399	390	387	371	320	354	387	360	369	2.4%
Visitor	940	935	924	947	1,050	1,081	427	750	964	1,041	1,087	4.4%
<b>Total</b>	<b>1,294</b>	<b>1,315</b>	<b>1,323</b>	<b>1,337</b>	<b>1,437</b>	<b>1,452</b>	<b>746</b>	<b>1,104</b>	<b>1,351</b>	<b>1,401</b>	<b>1,456</b>	<b>3.9%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue include transient occupancy taxes, sales taxes, 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 include sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Shasta Cascade

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,230	1,224	1,249	1,326	1,426	1,542	939	1,344	1,563	1,586	1,630	2.8%
Other travel*	58	51	47	51	59	63	20	39	61	57	56	-2.0%
<b>Total</b>	<b>1,288</b>	<b>1,275</b>	<b>1,296</b>	<b>1,377</b>	<b>1,485</b>	<b>1,604</b>	<b>959</b>	<b>1,383</b>	<b>1,624</b>	<b>1,644</b>	<b>1,686</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	444	460	488	517	553	616	400	549	550	568	607	6.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	416	415	409	434	6.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	132	136	159	172	8.4%
Campground	137	136	136	144	151	163	135	177	233	230	228	-0.9%
Private Home (VFR)	214	200	196	215	235	254	75	241	266	268	270	0.8%
Seasonal Home	151	151	153	161	174	178	229	207	250	255	258	1.1%
Day Travel	285	278	275	289	313	331	99	171	264	265	267	0.9%
<b>Total</b>	<b>786</b>	<b>764</b>	<b>761</b>	<b>809</b>	<b>874</b>	<b>926</b>	<b>539</b>	<b>1,344</b>	<b>1,563</b>	<b>1,586</b>	<b>1,630</b>	<b>2.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	248	261	279	294	312	347	302	386	412	412	430	4.3%
Food Service	326	338	356	374	394	425	249	352	401	422	443	4.9%
Food Stores	76	78	78	79	80	85	59	95	116	122	125	2.4%
Arts, Ent. & Rec.	169	171	176	180	186	195	114	161	176	184	195	5.6%
Retail Sales	154	146	149	165	186	204	106	158	183	184	182	-1.2%
Visitor Air	3	3	3	3	3	5	1	3	5	6	6	-0.9%
Local Tran. & Gas	254	228	207	230	265	281	108	188	271	255	249	-2.2%
<b>Total</b>	<b>1,230</b>	<b>1,224</b>	<b>1,249</b>	<b>1,326</b>	<b>1,426</b>	<b>1,542</b>	<b>939</b>	<b>1,344</b>	<b>1,563</b>	<b>1,586</b>	<b>1,630</b>	<b>2.8%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Shasta Cascade

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	247	265	288	307	314	352	305	364	399	423	454	7.4%
Arts, Ent. & Rec.	68	67	72	73	77	84	63	73	80	86	97	12.0%
Retail*	36	36	38	40	42	45	48	56	59	61	61	0.7%
Ground Trans.	16	16	18	21	31	34	13	11	11	11	13	12.6%
Visitor Air	2	1	2	3	3	3	3	3	3	4	4	7.2%
Other travel**	7	6	8	9	9	9	10	12	14	15	16	6.7%
<b>Total</b>	<b>375</b>	<b>392</b>	<b>426</b>	<b>454</b>	<b>475</b>	<b>527</b>	<b>442</b>	<b>518</b>	<b>565</b>	<b>600</b>	<b>645</b>	<b>7.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	9,410	9,420	9,560	9,870	9,760	10,130	8,550	9,390	9,790	9,770	9,810	0.4%
Arts, Ent. & Rec.	3,610	3,520	3,580	3,580	3,690	3,920	2,920	3,220	3,360	3,500	3,830	9.4%
Retail*	1,260	1,230	1,250	1,280	1,300	1,330	1,370	1,420	1,440	1,410	1,390	-1.4%
Ground Trans.	420	420	430	460	600	680	590	500	590	620	650	4.8%
Visitor Air	20	20	30	40	40	40	30	40	30	40	40	0.0%
Other travel**	210	210	250	250	260	260	250	280	300	310	320	3.2%
<b>Total</b>	<b>14,930</b>	<b>14,820</b>	<b>15,100</b>	<b>15,480</b>	<b>15,650</b>	<b>16,360</b>	<b>13,710</b>	<b>14,850</b>	<b>15,510</b>	<b>15,650</b>	<b>16,040</b>	<b>2.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Shasta Cascade

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	33	34	37	38	43	48	41	54	54	51	53	4.6%
State**	68	66	64	66	75	82	51	72	77	77	79	3.6%
<b>Total</b>	<b>101</b>	<b>100</b>	<b>101</b>	<b>105</b>	<b>118</b>	<b>129</b>	<b>91</b>	<b>127</b>	<b>132</b>	<b>127</b>	<b>132</b>	<b>4.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	12	12	13	13	14	16	17	20	19	15	15	3.7%
Visitor	21	22	24	25	29	32	23	34	36	36	38	4.9%
<b>Total</b>	<b>33</b>	<b>34</b>	<b>37</b>	<b>38</b>	<b>43</b>	<b>48</b>	<b>41</b>	<b>54</b>	<b>54</b>	<b>51</b>	<b>53</b>	<b>4.6%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	14	14	15	14	14	15	17	19	19	16	17	5.4%
Visitor	54	51	50	52	61	66	34	53	59	61	63	3.2%
<b>Total</b>	<b>68</b>	<b>66</b>	<b>64</b>	<b>66</b>	<b>75</b>	<b>82</b>	<b>51</b>	<b>72</b>	<b>77</b>	<b>77</b>	<b>79</b>	<b>3.6%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# County Travel Impacts

2024p



# County Travel Impacts

## Direct Travel Impact Summary, 2024p

County Name	Direct Spending (\$Millions)		Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor Spend	Total			Local Tax	State Tax	Total
Alameda	3,398.6	4,207.2	1,798.5	27,710	193.1	177.2	370.4
Alpine	34.0	34.2	12.3	480	1.4	1.3	2.7
Amador	157.9	164.6	90.7	2,180	5.5	8.3	13.7
Butte	344.1	378.7	133.0	3,920	10.7	19.5	30.2
Calaveras	251.3	261.4	124.8	2,610	7.5	12.1	19.6
Colusa	42.6	46.1	20.8	760	1.4	2.5	3.9
Contra Costa	1,770.3	1,991.8	863.5	17,280	66.8	108.6	175.4
Del Norte	157.5	161.7	75.9	1,450	7.3	7.1	14.4
El Dorado	1,066.2	1,124.7	735.4	14,120	56.6	49.9	106.5
Fresno	1,478.6	1,811.7	657.0	17,110	53.7	91.1	144.8
Glenn	53.6	58.1	31.3	760	1.9	3.3	5.2
Humboldt	470.8	508.3	293.0	5,800	20.8	25.3	46.1
Imperial	499.7	530.7	154.3	4,280	14.0	26.3	40.3
Inyo	277.3	281.6	90.1	2,530	13.9	11.2	25.2
Kern	1,838.8	2,027.9	885.3	20,640	66.9	107.9	174.8
Kings	207.6	232.7	101.1	2,790	5.5	13.3	18.8
Lake	185.7	201.1	70.8	1,750	4.9	9.4	14.2
Lassen	67.3	71.9	26.8	900	1.8	3.6	5.4
Los Angeles	26,023.8	34,910.3	17,328.7	223,860	1,665.1	1,294.7	2,959.8
Madera	400.5	432.5	212.1	5,370	17.8	20.1	37.9
Marin	657.9	953.2	375.7	6,040	33.4	32.0	65.4
Mariposa	472.2	474.9	194.5	6,020	30.6	15.3	45.9

# County Travel Impacts

## Direct Travel Impact Summary, 2024p

County Name	Direct Spending (\$Millions)		Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor Spend	Total			Local Tax	State Tax	Total
Mendocino	517.7	534.1	260.9	5,880	25.8	22.7	48.5
Merced	299.4	346.0	132.5	3,770	10.7	20.3	31.1
Modoc	27.2	28.5	20.1	360	1.0	1.6	2.6
Mono	711.5	713.5	239.6	6,080	43.4	22.9	66.4
Monterey	3,013.9	3,123.3	1,772.1	27,600	176.1	134.0	310.1
Napa	1,978.0	2,043.5	949.4	19,160	111.1	78.8	190.0
Nevada	502.7	519.0	229.0	4,370	20.7	22.7	43.4
Orange	14,412.0	16,274.7	7,248.9	138,960	701.2	588.5	1,289.7
Placer	1,457.8	1,552.8	730.7	16,870	64.1	65.9	130.0
Plumas	160.2	163.3	70.5	1,430	5.4	7.1	12.5
Riverside	9,361.3	9,994.9	3,713.6	94,680	344.1	437.8	781.9
Sacramento	3,407.9	4,746.6	1,629.2	34,000	139.3	183.5	322.8
San Benito	138.9	149.8	58.3	1,150	5.3	7.7	12.9
San Bernardino	5,851.2	6,690.0	2,395.5	61,160	196.3	291.2	487.6
San Diego	14,328.1	16,612.8	5,470.1	99,850	702.4	537.5	1,239.9
San Francisco	10,261.7	14,323.8	4,525.8	54,050	527.4	394.2	921.5
San Joaquin	1,070.1	1,210.1	444.2	10,260	40.0	66.4	106.4
San Luis Obispo	2,275.9	2,363.8	953.1	23,810	105.6	96.5	202.1
San Mateo	4,370.8	4,737.3	2,628.3	39,040	272.1	221.7	493.8
Santa Barbara	2,005.6	2,180.5	925.4	20,190	110.6	88.9	199.6
Santa Clara	5,912.9	7,998.2	2,488.6	41,130	299.2	269.5	568.7
Santa Cruz	1,380.3	1,435.6	449.7	10,880	59.4	60.3	119.7
Shasta	516.9	554.3	210.5	5,190	18.9	25.8	44.7

# County Travel Impacts

## Direct Travel Impact Summary, 2024p

County Name	Direct Spending (\$Millions)		Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor Spend	Total			Local Tax	State Tax	Total
Sierra	18.0	18.5	10.0	480	0.7	0.9	1.6
Siskiyou	229.6	237.3	96.3	1,910	8.6	10.0	18.5
Solano	889.3	967.0	317.4	8,750	23.4	48.3	71.7
Sonoma	2,238.3	2,441.9	1,081.3	22,500	120.9	97.5	218.4
Stanislaus	553.4	649.3	247.6	6,760	19.0	38.2	57.1
Sutter	91.9	108.8	51.4	1,520	3.3	6.6	10.0
Tehama	166.3	176.7	63.5	1,730	5.1	8.6	13.6
Trinity	73.1	75.6	24.3	590	1.5	3.4	4.9
Tulare	541.6	626.2	256.1	6,340	24.4	31.8	56.2
Tuolumne	297.0	307.8	114.1	2,730	11.9	12.2	24.1
Ventura	1,715.7	1,927.0	719.0	16,620	68.2	93.6	161.9
Yolo	471.0	506.2	183.9	5,590	18.3	25.5	43.8
Yuba	109.0	122.7	52.9	2,010	2.9	7.6	10.5
<b>California</b>	<b>*</b>	<b>157,326.9</b>	<b>65,039.2</b>	<b>1,165,700</b>	<b>6,569.3</b>	<b>6,069.7</b>	<b>12,639.0</b>

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

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

# County Travel Impacts

## Direct Travel Spending, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Travel Spending (\$Millions)</b>													
Alameda	3,738	3,896	3,974	4,170	4,502	4,524	1,829	2,944	3,825	4,122	4,207	2.1%	1.2%
Alpine	27	29	34	35	36	38	28	29	34	34	34	1.7%	2.6%
Amador	131	133	140	144	156	165	91	119	146	162	165	1.9%	2.4%
Butte	308	301	302	332	354	382	194	288	363	370	379	2.3%	2.1%
Calaveras	179	181	188	196	210	223	171	224	258	262	261	-0.1%	3.8%
Colusa	47	46	48	51	56	59	29	44	49	47	46	-1.5%	-0.2%
Contra Costa	1,641	1,608	1,714	1,809	1,930	2,004	674	1,651	1,918	2,027	1,992	-1.7%	2.0%
Del Norte	121	123	130	132	142	151	89	144	154	154	162	5.0%	3.0%
El Dorado	806	892	942	987	1,064	1,143	802	993	1,073	1,079	1,125	4.2%	3.4%
Fresno	1,348	1,345	1,364	1,426	1,587	1,661	930	1,331	1,728	1,765	1,812	2.6%	3.0%
Glenn	52	41	33	51	60	64	29	51	57	56	58	3.4%	1.2%
Humboldt	412	423	429	452	486	484	253	471	484	491	508	3.4%	2.1%
Imperial	362	355	353	379	411	436	292	426	514	524	531	1.3%	3.9%
Inyo	232	229	239	240	249	267	155	212	267	276	282	2.2%	2.0%
Kern	1,497	1,492	1,396	1,518	1,686	1,775	1,101	1,706	1,964	1,990	2,028	1.9%	3.1%
Kings	167	164	159	167	185	193	92	193	227	229	233	1.8%	3.4%
Lake	155	156	157	161	174	181	133	182	194	197	201	2.2%	2.7%
Lassen	60	59	59	64	65	70	40	64	67	71	72	1.6%	1.8%
Los Angeles	25,769	26,828	28,039	29,854	31,952	32,675	13,203	21,683	30,996	33,910	34,910	3.0%	3.1%
Madera	275	269	291	316	339	355	205	317	406	421	433	2.8%	4.6%
Marin	690	715	731	731	796	838	364	684	905	929	953	2.6%	3.3%
Mariposa	421	454	458	471	437	467	255	307	425	395	475	20.1%	1.2%
Mendocino	382	399	435	466	452	484	300	476	530	526	534	1.6%	3.4%

# County Travel Impacts

## Direct Travel Spending, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Travel Spending (\$Millions)</b>													
Merced	264	261	246	270	296	311	151	279	324	348	346	-0.5%	2.7%
Modoc	24	24	24	26	27	30	21	25	29	29	29	-0.8%	1.7%
Mono	474	495	548	616	626	671	437	580	697	716	714	-0.4%	4.2%
Monterey	2,602	2,702	2,759	2,820	3,136	3,241	1,553	2,419	2,955	2,954	3,123	5.7%	1.8%
Napa	1,412	1,475	1,629	1,659	1,793	1,855	988	1,355	1,711	1,975	2,043	3.5%	3.8%
Nevada	306	318	339	363	388	414	265	434	488	503	519	3.2%	5.4%
Orange	11,883	12,696	13,477	13,815	13,922	14,463	6,786	10,591	15,004	15,963	16,275	2.0%	3.2%
Placer	1,034	1,099	1,224	1,349	1,403	1,490	1,091	1,220	1,411	1,463	1,553	6.1%	4.2%
Plumas	115	113	114	119	131	150	111	119	146	161	163	1.3%	3.5%
Riverside	6,952	7,209	7,533	7,929	8,604	8,991	6,444	7,337	9,133	9,709	9,995	3.0%	3.7%
Sacramento	3,495	3,592	3,638	3,836	4,162	4,413	1,828	3,174	4,183	4,420	4,747	7.4%	3.1%
San Benito	94	93	95	107	119	125	64	119	145	155	150	-3.0%	4.8%
San Bernardino	4,466	4,558	4,643	4,975	5,343	5,717	4,075	5,182	6,256	6,474	6,690	3.3%	4.1%
San Diego	12,020	12,321	12,996	13,694	13,652	13,792	5,811	11,185	15,401	16,412	16,613	1.2%	3.3%
San Francisco	12,269	12,992	13,192	13,404	13,906	14,156	5,039	7,106	12,348	14,227	14,324	0.7%	1.6%
San Joaquin	809	810	828	878	941	993	537	995	1,218	1,170	1,210	3.5%	4.1%
San Luis Obispo	1,629	1,669	1,680	1,782	1,915	2,019	1,347	1,909	2,315	2,305	2,364	2.6%	3.8%
San Mateo	3,519	3,730	3,813	3,997	4,357	4,492	1,677	2,496	4,146	4,487	4,737	5.6%	3.0%
Santa Barbara	1,853	1,906	1,904	1,953	1,983	2,141	1,018	1,647	2,070	2,093	2,180	4.2%	1.6%
Santa Clara	5,769	6,090	6,304	7,221	7,446	7,629	2,980	4,221	6,244	7,254	7,998	10.3%	3.3%
Santa Cruz	904	928	946	1,023	1,078	1,075	502	1,054	1,358	1,391	1,436	3.2%	4.7%
Shasta	430	428	439	461	510	545	308	451	545	540	554	2.6%	2.6%
Sierra	18	18	17	18	18	19	14	19	21	19	18	-1.2%	0.1%

# County Travel Impacts

## Direct Travel Spending, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Travel Spending (\$Millions)</b>													
Siskiyou	170	172	175	186	193	206	142	224	230	229	237	3.6%	3.4%
Solano	711	704	731	766	800	823	315	757	955	943	967	2.6%	3.1%
Sonoma	1,828	1,876	1,975	2,084	2,200	2,237	1,248	1,990	2,298	2,359	2,442	3.5%	2.9%
Stanislaus	547	557	564	587	633	671	304	565	638	635	649	2.2%	1.7%
Sutter	92	89	88	97	109	114	45	92	107	105	109	3.7%	1.7%
Tehama	127	128	129	134	149	161	92	147	171	170	177	4.0%	3.4%
Trinity	52	50	53	56	56	61	51	65	73	74	76	2.6%	3.8%
Tulare	453	419	384	479	512	540	284	514	591	591	626	6.0%	3.3%
Tuolumne	192	206	224	250	255	273	176	218	285	307	308	0.3%	4.8%
Ventura	1,593	1,634	1,645	1,707	1,793	1,827	993	1,544	1,828	1,864	1,927	3.4%	1.9%
Yolo	359	356	355	413	459	454	250	361	475	496	506	2.0%	3.5%
Yuba	86	78	77	93	105	113	52	95	122	121	123	1.1%	3.6%
<b>California</b>	<b>117,373</b>	<b>121,933</b>	<b>126,402</b>	<b>133,320</b>	<b>140,349</b>	<b>144,851</b>	<b>68,256</b>	<b>105,028</b>	<b>142,506</b>	<b>152,697</b>	<b>157,327</b>	<b>3.0%</b>	<b>3.0%</b>

# County Travel Impacts

## Direct Earnings, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Earnings (\$Millions)</b>													
Alameda	1,269	1,387	1,433	1,553	1,727	1,745	1,302	1,348	1,587	1,724	1,798	4.3%	3.6%
Alpine	5	4	5	5	5	6	6	7	10	10	12	19.4%	9.8%
Amador	48	49	54	62	69	75	65	82	94	86	91	5.5%	6.6%
Butte	78	79	85	96	108	118	90	109	119	124	133	7.1%	5.5%
Calaveras	65	73	81	89	94	102	90	111	133	129	125	-3.5%	6.7%
Colusa	10	10	12	11	13	13	12	16	15	17	21	20.5%	7.3%
Contra Costa	553	591	696	738	753	791	581	665	780	864	863	-0.1%	4.6%
Del Norte	41	44	48	50	57	61	48	59	69	75	76	1.3%	6.4%
El Dorado	310	352	388	446	471	514	421	503	616	674	735	9.2%	9.0%
Fresno	336	359	373	409	457	485	401	467	553	629	657	4.4%	6.9%
Glenn	18	16	14	18	20	21	18	19	21	25	31	26.1%	5.6%
Humboldt	127	136	144	168	184	190	155	225	253	275	293	6.5%	8.7%
Imperial	98	99	106	106	109	119	94	117	132	148	154	4.6%	4.7%
Inyo	51	54	58	63	70	77	59	69	79	81	90	11.6%	5.9%
Kern	389	421	425	508	558	601	509	670	769	826	885	7.2%	8.6%
Kings	45	50	53	54	64	68	63	79	91	94	101	7.4%	8.5%
Lake	38	40	43	46	50	53	49	59	63	65	71	8.5%	6.4%
Lassen	20	20	21	22	24	26	22	26	25	25	27	8.8%	3.0%
Los Angeles	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,493	14,856	16,394	17,329	5.7%	6.4%
Madera	88	89	102	117	126	134	119	148	171	147	212	43.8%	9.2%
Marin	269	283	307	315	337	356	239	281	347	368	376	2.2%	3.4%
Mariposa	99	112	111	118	103	116	100	121	166	170	194	14.1%	7.0%
Mendocino	173	179	202	219	209	229	170	208	231	250	261	4.3%	4.2%

# County Travel Impacts

## Direct Travel Earnings, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Earnings (\$Millions)</b>													
Merced	70	74	76	83	90	95	76	89	112	121	132	9.7%	6.6%
Modoc	9	9	10	10	10	12	12	15	16	18	20	10.7%	8.3%
Mono	124	134	151	178	189	208	150	186	225	235	240	1.9%	6.8%
Monterey	1,050	1,111	1,166	1,199	1,354	1,420	1,056	1,209	1,490	1,642	1,772	8.0%	5.4%
Napa	559	585	661	702	793	848	566	669	859	981	949	-3.2%	5.4%
Nevada	109	113	128	140	153	167	138	165	196	213	229	7.6%	7.7%
Orange	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,518	5,759	6,446	7,249	12.5%	5.8%
Placer	312	331	387	439	465	502	419	505	627	695	731	5.1%	8.9%
Plumas	36	37	40	41	46	54	43	47	55	58	70	21.8%	6.9%
Riverside	1,941	2,081	2,298	2,412	2,644	2,804	2,245	2,752	3,257	3,575	3,714	3.9%	6.7%
Sacramento	869	944	1,013	1,080	1,180	1,256	939	1,086	1,342	1,529	1,629	6.5%	6.5%
San Benito	24	27	31	33	37	40	36	44	51	54	58	7.8%	9.2%
San Bernardino	1,164	1,261	1,382	1,517	1,608	1,741	1,425	1,719	2,071	2,299	2,395	4.2%	7.5%
San Diego	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,638	4,689	5,307	5,470	3.1%	4.4%
San Francisco	3,252	3,634	3,851	3,929	4,171	4,329	2,848	3,096	3,771	4,383	4,526	3.3%	3.4%
San Joaquin	210	225	256	291	317	346	287	312	390	411	444	8.0%	7.8%
San Luis Obispo	510	544	580	654	705	815	655	745	862	913	953	4.3%	6.5%
San Mateo	2,330	2,588	3,191	3,596	3,870	2,652	2,106	1,842	2,177	2,435	2,628	7.9%	1.2%
Santa Barbara	571	616	627	672	698	758	592	703	842	893	925	3.6%	5.0%
Santa Clara	1,555	1,692	1,854	1,977	2,054	2,160	1,476	1,617	2,033	2,335	2,489	6.6%	4.8%
Santa Cruz	270	296	325	348	371	378	263	321	391	440	450	2.1%	5.2%
Shasta	120	125	140	146	153	169	148	175	188	200	210	5.3%	5.8%
Sierra	4	4	4	4	4	5	5	8	7	7	10	44.3%	9.9%



# County Travel Impacts

## Direct Travel Earnings, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Earnings (\$Millions)</b>													
Siskiyou	61	65	71	77	71	78	65	74	85	90	96	6.9%	4.7%
Solano	222	219	244	248	272	284	210	247	291	311	317	2.2%	3.7%
Sonoma	573	612	684	767	815	863	653	763	935	1,037	1,081	4.3%	6.6%
Stanislaus	139	148	165	175	186	202	160	186	216	236	248	5.0%	5.9%
Sutter	25	27	28	29	34	36	30	37	43	48	51	7.9%	7.5%
Tehama	35	39	41	42	46	51	45	54	59	62	63	2.3%	6.2%
Trinity	17	16	18	18	17	19	19	18	17	23	24	3.7%	3.8%
Tulare	120	122	119	156	167	179	155	178	209	232	256	10.5%	7.9%
Tuolumne	57	61	71	81	80	89	71	92	97	103	114	11.2%	7.2%
Ventura	454	484	503	549	582	599	475	529	629	699	719	2.9%	4.7%
Yolo	97	103	111	130	139	139	108	128	156	171	184	7.3%	6.6%
Yuba	20	19	21	26	29	31	26	34	44	45	53	16.8%	10.0%
<b>California</b>	<b>38,050</b>	<b>41,353</b>	<b>46,104</b>	<b>49,417</b>	<b>52,312</b>	<b>54,720</b>	<b>41,339</b>	<b>45,683</b>	<b>55,375</b>	<b>61,449</b>	<b>65,039</b>	<b>5.8%</b>	<b>5.5%</b>

# County Travel Impacts

## Direct Employment, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Employment (Thousands of Jobs)</b>													
Alameda	28.2	28.8	29.1	30.2	32.3	31.9	22.8	23.0	26.7	27.7	27.7	-0.1%	-0.2%
Alpine	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.5	11.9%	6.5%
Amador	1.9	2.0	2.0	2.1	2.2	2.3	2.0	2.4	2.6	2.2	2.2	0.5%	1.3%
Butte	3.6	3.5	3.6	3.8	4.0	4.0	3.2	3.6	3.8	3.8	3.9	2.9%	1.0%
Calaveras	2.2	2.4	2.5	2.7	2.8	2.8	2.4	2.7	3.0	2.8	2.6	-6.4%	1.7%
Colusa	0.6	0.6	0.6	0.6	0.7	0.7	0.6	0.8	0.6	0.7	0.8	18.2%	2.0%
Contra Costa	16.3	16.3	17.9	17.9	18.0	18.2	13.2	14.0	16.2	16.7	17.3	3.4%	0.6%
Del Norte	1.4	1.4	1.4	1.4	1.6	1.6	1.3	1.4	1.5	1.5	1.5	-5.2%	0.4%
El Dorado	10.7	11.5	11.6	12.8	12.8	13.5	10.8	11.9	13.6	13.8	14.1	2.3%	2.8%
Fresno	13.1	13.3	13.4	13.9	14.9	15.2	12.1	13.7	15.8	16.7	17.1	2.3%	2.7%
Glenn	0.9	0.7	0.6	0.7	0.8	0.8	0.6	0.5	0.6	0.6	0.8	20.3%	-1.0%
Humboldt	5.3	5.6	5.5	5.7	6.1	6.0	4.6	5.1	5.7	5.8	5.8	-0.2%	0.9%
Imperial	4.7	4.5	4.5	4.5	4.1	4.2	3.3	3.8	4.1	4.3	4.3	-0.2%	-0.8%
Inyo	2.3	2.3	2.3	2.4	2.5	2.8	2.2	2.4	2.6	2.5	2.5	1.6%	1.1%
Kern	15.8	16.5	15.6	17.3	18.2	18.5	15.3	17.3	19.5	20.1	20.7	2.6%	2.7%
Kings	1.9	2.1	2.0	2.0	2.3	2.3	2.2	2.5	2.8	2.8	2.8	0.0%	3.8%
Lake	1.6	1.6	1.6	1.6	1.8	1.8	1.6	1.8	1.9	1.8	1.8	0.0%	0.7%
Lassen	0.9	0.9	0.9	0.9	1.0	1.1	0.9	1.0	0.9	0.9	0.9	-2.2%	-0.4%
Los Angeles	192.2	203.2	216.5	223.2	232.2	240.0	180.2	183.2	210.4	220.9	223.9	1.3%	1.5%
Madera	3.5	3.2	3.5	4.1	4.3	4.4	3.8	4.3	4.9	4.0	5.4	34.5%	4.3%
Marin	6.0	6.0	6.2	6.3	6.5	6.7	4.6	4.8	5.7	5.9	6.0	2.2%	0.1%
Mariposa	4.4	4.6	4.3	4.4	3.8	4.1	3.7	4.3	5.5	5.7	6.0	6.4%	3.3%
Mendocino	6.7	6.5	7.0	7.2	6.2	6.4	4.6	5.1	5.7	5.9	5.9	-0.8%	-1.3%
Merced	3.2	3.2	3.0	3.1	3.2	3.2	2.5	2.8	3.5	3.7	3.8	1.9%	1.7%
Modoc	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.0%	0.9%

# County Travel Impacts

## Direct Employment, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Employment (Thousands of Jobs)</b>													
Mono	4.5	4.9	5.2	5.6	5.9	6.1	4.4	5.3	6.0	6.2	6.1	-1.8%	3.1%
Monterey	24.0	24.2	24.9	24.5	26.6	27.2	20.3	22.0	25.5	26.9	27.6	2.6%	1.4%
Napa	16.1	15.9	16.8	17.5	18.6	18.9	12.7	14.1	17.8	19.4	19.2	-1.4%	1.8%
Nevada	3.4	3.3	3.5	3.7	3.9	4.0	3.4	3.6	4.1	4.3	4.4	2.6%	2.5%
Orange	115.1	122.0	129.5	131.1	130.4	132.4	90.7	98.6	122.9	130.6	139.0	6.4%	1.9%
Placer	11.2	11.4	13.0	14.2	14.4	14.6	11.9	13.6	16.0	16.5	16.9	2.4%	4.2%
Plumas	1.3	1.3	1.3	1.3	1.4	1.6	1.2	1.2	1.3	1.3	1.4	14.4%	1.3%
Riverside	71.9	74.3	77.9	79.7	84.2	86.6	70.3	80.2	90.6	94.8	94.7	-0.1%	2.8%
Sacramento	28.6	29.0	29.5	30.3	32.3	33.4	24.8	26.9	31.8	33.9	34.0	0.3%	1.7%
San Benito	0.8	0.9	0.9	0.9	0.9	1.0	0.9	1.0	1.1	1.1	1.2	4.5%	3.3%
San Bernardino	49.1	51.4	53.2	55.4	55.2	57.5	45.4	50.6	57.8	61.3	61.2	-0.2%	2.2%
San Diego	101.7	101.5	109.1	111.2	102.9	101.5	73.4	79.8	95.2	98.6	99.9	1.3%	-0.2%
San Francisco	61.8	66.2	66.6	67.0	67.4	66.6	41.0	40.4	50.3	53.5	54.1	1.0%	-1.3%
San Joaquin	8.1	8.1	8.5	9.0	9.2	9.6	7.5	8.1	9.8	10.0	10.3	2.4%	2.4%
San Luis Obispo	18.6	18.5	18.9	20.6	21.3	22.9	17.7	19.6	22.4	23.0	23.8	3.7%	2.5%
San Mateo	44.2	46.6	48.8	50.7	52.9	45.4	33.1	31.1	35.2	37.5	39.0	4.1%	-1.2%
Santa Barbara	17.2	17.8	17.6	18.0	18.7	19.9	15.3	16.9	19.4	20.1	20.2	0.8%	1.6%
Santa Clara	39.6	40.6	42.5	43.1	42.4	42.9	28.7	30.5	37.1	39.7	41.1	3.6%	0.4%
Santa Cruz	10.1	10.5	10.7	11.2	11.3	11.0	7.5	8.5	10.1	10.9	10.9	0.3%	0.8%
Shasta	4.6	4.6	4.8	4.8	4.8	5.1	4.4	4.8	5.0	5.0	5.2	3.2%	1.3%
Sierra	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.5	45.5%	8.6%
Siskiyou	2.0	2.0	2.0	2.1	1.8	1.9	1.6	1.7	1.8	1.9	1.9	0.5%	-0.6%
Solano	9.1	8.8	9.1	9.2	9.4	9.4	6.4	7.1	8.4	8.7	8.8	0.2%	-0.4%
Sonoma	19.8	20.3	20.9	22.5	22.4	22.4	16.3	17.6	21.2	22.0	22.5	2.5%	1.3%
Stanislaus	5.9	6.0	6.3	6.5	6.6	6.9	5.3	5.7	6.5	6.7	6.8	1.5%	1.4%
Sutter	1.3	1.4	1.4	1.4	1.4	1.4	1.1	1.3	1.4	1.5	1.5	4.1%	1.3%

# County Travel Impacts

## Direct Travel Employment, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Employment (Thousands of Jobs)</b>													
Tehama	1.6	1.6	1.6	1.7	1.7	1.8	1.6	1.7	1.8	1.8	1.7	-2.8%	1.1%
Trinity	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.5	0.5	0.6	0.6	-3.3%	-2.4%
Tulare	4.7	4.5	4.2	5.3	5.4	5.5	4.6	5.1	5.9	6.1	6.4	4.3%	3.2%
Tuolumne	2.1	2.1	2.3	2.4	2.3	2.4	2.0	2.3	2.5	2.6	2.7	4.6%	2.5%
Ventura	16.1	16.4	16.3	16.8	17.2	17.0	13.5	14.1	16.0	16.7	16.6	-0.4%	0.3%
Yolo	4.4	4.5	4.5	5.1	5.3	5.2	3.8	4.2	5.1	5.3	5.6	6.5%	2.5%
Yuba	1.0	0.9	0.9	1.1	1.2	1.2	1.0	1.2	1.7	1.7	2.0	17.4%	7.1%
<b>California</b>	<b>1,028.4</b>	<b>1,063.1</b>	<b>1,109.6</b>	<b>1,143.8</b>	<b>1,163.0</b>	<b>1,176.8</b>	<b>871.3</b>	<b>932.4</b>	<b>1,090.4</b>	<b>1,141.8</b>	<b>1,165.8</b>	<b>2.1%</b>	<b>1.3%</b>

# County Travel Impacts

## Direct Tax Revenue, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Tax Revenue (\$Millions)</b>													
Alameda	307	321	324	341	383	387	219	312	355	363	370	2.2%	1.9%
Alpine	2	2	2	2	2	2	2	2	3	3	3	5.1%	4.9%
Amador	10	10	11	11	12	13	10	13	14	13	14	2.9%	3.5%
Butte	25	24	24	26	29	32	20	28	30	29	30	4.1%	2.1%
Calaveras	12	13	13	13	15	16	14	20	22	20	20	-1.4%	4.7%
Colusa	3	3	3	3	4	4	3	4	4	4	4	3.6%	1.4%
Contra Costa	142	140	149	154	170	179	90	161	171	171	175	2.4%	2.2%
Del Norte	10	10	10	11	12	13	9	14	15	14	14	3.9%	4.0%
El Dorado	69	77	81	85	93	100	80	102	107	101	107	5.8%	4.4%
Fresno	108	107	107	110	129	137	93	126	142	140	145	3.1%	3.0%
Glenn	5	4	3	4	5	5	3	5	5	5	5	9.6%	1.3%
Humboldt	34	35	35	38	42	42	29	48	46	44	46	3.8%	3.1%
Imperial	29	28	28	29	32	35	26	36	39	39	40	2.5%	3.3%
Inyo	17	17	18	18	19	21	15	21	24	24	25	4.5%	4.0%
Kern	118	118	109	117	138	147	103	158	167	169	175	3.5%	4.0%
Kings	13	13	13	13	15	16	11	18	19	18	19	3.5%	3.6%
Lake	11	11	11	11	12	13	11	14	14	14	14	3.7%	3.0%
Lassen	5	5	5	5	5	6	4	6	5	5	5	3.4%	1.1%
Los Angeles	2,188	2,304	2,459	2,624	2,851	3,010	1,784	2,390	2,873	2,901	2,960	2.0%	3.1%
Madera	23	23	24	26	29	31	23	33	37	34	38	11.8%	4.9%
Marin	57	59	60	60	67	71	38	57	67	64	65	2.6%	1.3%
Mariposa	32	35	34	35	33	35	25	33	43	39	46	18.8%	3.7%
Mendocino	36	37	39	41	43	46	34	49	51	48	49	1.6%	3.1%

# County Travel Impacts

## Direct Tax Revenue, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Tax Revenue (\$Millions)</b>													
Merced	23	22	21	23	27	28	17	28	29	30	31	2.4%	3.2%
Modoc	2	2	2	2	2	2	2	3	3	3	3	2.9%	2.8%
Mono	42	45	50	55	57	62	45	58	68	67	66	-0.3%	4.7%
Monterey	235	244	247	251	285	298	183	269	308	293	310	5.8%	2.8%
Napa	136	142	155	152	167	176	111	148	179	189	190	0.6%	3.4%
Nevada	25	26	27	29	33	35	26	40	43	42	43	4.1%	5.7%
Orange	943	1,015	1,080	1,093	1,123	1,176	670	955	1,245	1,248	1,290	3.3%	3.2%
Placer	80	84	92	100	108	116	96	113	126	123	130	5.9%	5.0%
Plumas	9	8	9	9	10	12	9	10	11	12	12	5.5%	3.8%
Riverside	535	558	585	606	679	716	545	655	753	761	782	2.8%	3.9%
Sacramento	255	262	264	275	313	333	187	271	310	309	323	4.4%	2.4%
San Benito	7	7	7	8	10	11	7	12	13	13	13	-0.5%	5.9%
San Bernardino	327	334	338	357	399	431	335	434	481	473	488	3.2%	4.1%
San Diego	952	987	1,040	1,070	1,089	1,097	609	954	1,206	1,213	1,240	2.2%	2.7%
San Francisco	952	1,026	1,027	996	1,043	1,081	470	582	874	912	922	1.1%	-0.3%
San Joaquin	70	71	72	77	88	94	61	96	107	101	106	5.3%	4.2%
San Luis Obispo	142	147	148	154	169	183	147	188	208	197	202	2.5%	3.6%
San Mateo	432	460	497	516	566	505	282	336	462	470	494	5.0%	1.3%
Santa Barbara	161	167	166	169	175	190	120	177	202	192	200	3.7%	2.2%
Santa Clara	451	475	497	535	587	599	287	370	491	528	569	7.6%	2.3%
Santa Cruz	76	79	82	88	96	97	53	99	117	116	120	3.0%	4.7%
Shasta	35	34	35	36	41	44	31	43	45	43	45	3.6%	2.6%
Sierra	1	1	1	1	1	1	1	2	2	1	2	9.3%	2.7%

# County Travel Impacts

## Direct Tax Revenue, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Tax Revenue (\$Millions)</b>													
Siskiyou	14	14	14	15	15	16	13	19	19	18	19	4.3%	3.2%
Solano	59	58	60	61	68	71	38	64	73	70	72	2.3%	1.9%
Sonoma	155	160	168	182	199	204	135	200	219	211	218	3.3%	3.5%
Stanislaus	46	46	46	48	55	60	35	55	56	55	57	3.7%	2.2%
Sutter	8	8	8	8	10	10	6	9	10	9	10	5.7%	2.4%
Tehama	10	10	10	10	12	13	9	13	14	13	14	4.1%	3.4%
Trinity	3	3	3	3	3	4	4	5	5	5	5	2.8%	4.2%
Tulare	39	37	33	41	46	50	33	51	53	52	56	7.9%	3.7%
Tuolumne	15	16	17	19	20	21	16	20	23	24	24	2.5%	5.2%
Ventura	131	134	134	137	149	154	100	145	158	156	162	3.4%	2.1%
Yolo	29	29	29	34	39	39	26	36	42	42	44	3.5%	4.2%
Yuba	7	6	6	7	9	9	6	9	10	10	11	5.4%	4.3%
<b>California</b>	<b>9,662</b>	<b>10,111</b>	<b>10,530</b>	<b>10,943</b>	<b>11,832</b>	<b>12,302</b>	<b>7,358</b>	<b>10,122</b>	<b>12,220</b>	<b>12,263</b>	<b>12,639</b>	<b>3.1%</b>	<b>2.7%</b>

# Alameda County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	2,923.3	3,058.3	3,136.7	3,256.9	3,534.6	3,528.2	1,467.5	2,431.5	3,035.0	3,317.8	3,398.6	2.4%
Other travel*	814.6	837.8	837.4	913.2	967.4	995.6	361.3	513.0	789.8	804.6	808.6	0.5%
<b>Total</b>	<b>3,737.9</b>	<b>3,896.1</b>	<b>3,974.0</b>	<b>4,170.1</b>	<b>4,502.0</b>	<b>4,523.8</b>	<b>1,828.8</b>	<b>2,944.5</b>	<b>3,824.7</b>	<b>4,122.4</b>	<b>4,207.2</b>	<b>2.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,726.8	1,856.1	1,931.7	1,981.2	2,148.6	2,129.2	1,082.5	1,317.4	1,730.6	1,973.6	2,033.4	3.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,143.8	1,492.4	1,674.3	1,719.0	2.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	173.6	238.2	299.3	314.4	5.0%
Campground	5.8	5.9	5.9	6.2	6.5	7.0	5.9	7.6	10.0	9.9	9.8	-0.6%
Private Home (VFR)	534.4	539.4	544.3	589.5	647.7	668.5	173.8	583.0	658.1	670.8	683.8	1.9%
Seasonal Home	15.8	16.3	16.5	17.6	19.1	19.6	39.9	36.2	33.4	33.9	34.3	1.1%
Day Travel	640.4	640.6	638.2	662.4	712.6	703.8	165.3	487.2	603.0	629.6	637.3	1.2%
<b>Total</b>	<b>1,196.4</b>	<b>1,202.2</b>	<b>1,205.0</b>	<b>1,275.7</b>	<b>1,386.0</b>	<b>1,399.0</b>	<b>385.0</b>	<b>2,431.5</b>	<b>3,035.0</b>	<b>3,317.8</b>	<b>3,398.6</b>	<b>2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	590.0	683.1	733.4	761.2	843.0	842.5	405.6	453.9	623.1	703.1	709.5	0.9%
Food Service	770.7	803.8	833.5	869.2	941.1	943.3	424.9	723.9	871.4	978.6	1,032.1	5.5%
Food Stores	95.3	98.1	97.5	98.3	102.6	100.9	38.7	100.9	122.2	138.7	142.8	2.9%
Arts, Ent. & Rec.	390.3	397.6	404.1	411.8	435.2	424.8	179.3	323.1	368.5	408.9	430.0	5.2%
Retail Sales	388.8	392.7	393.7	424.1	469.7	487.2	190.3	373.6	429.3	454.7	451.2	-0.8%
Visitor Air	225.7	243.4	254.8	248.5	246.2	238.6	62.6	91.4	157.5	163.4	172.2	5.4%
Local Tran. & Gas	462.6	439.6	419.7	443.9	496.8	490.9	166.1	364.8	463.0	470.4	460.8	-2.0%
<b>Total</b>	<b>2,923.3</b>	<b>3,058.3</b>	<b>3,136.7</b>	<b>3,256.9</b>	<b>3,534.6</b>	<b>3,528.2</b>	<b>1,467.5</b>	<b>2,431.5</b>	<b>3,035.0</b>	<b>3,317.8</b>	<b>3,398.6</b>	<b>2.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# Alameda County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	525.4	582.1	633.5	674.7	760.1	780.5	548.9	641.8	795.2	862.3	873.4	1.3%
Arts, Ent. & Rec.	193.2	200.8	224.5	233.4	267.4	264.6	138.5	155.8	186.0	193.9	209.5	8.1%
Retail*	67.0	69.8	71.5	74.0	82.1	83.5	80.4	90.3	93.4	97.3	97.0	-0.3%
Ground Trans.	55.3	59.8	64.4	69.3	89.0	93.3	39.7	39.8	47.7	54.5	54.6	0.2%
Visitor Air	144.2	159.1	143.4	160.3	169.0	160.6	151.1	127.5	137.2	150.1	166.2	10.7%
Other travel**	283.4	315.2	296.0	341.7	359.6	362.5	343.3	292.4	328.1	365.7	397.8	8.8%
<b>Total</b>	<b>1,268.6</b>	<b>1,386.8</b>	<b>1,433.2</b>	<b>1,553.4</b>	<b>1,727.2</b>	<b>1,745.0</b>	<b>1,302.1</b>	<b>1,347.6</b>	<b>1,587.5</b>	<b>1,723.8</b>	<b>1,798.5</b>	<b>4.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	16,000	16,590	16,870	17,240	18,550	18,170	12,650	13,590	15,940	16,330	15,930	-2.4%
Arts, Ent. & Rec.	4,330	4,090	4,160	4,380	4,720	4,620	2,640	2,830	3,760	4,140	4,370	5.6%
Retail*	1,970	1,960	2,000	2,000	2,100	2,070	1,830	1,870	1,900	1,920	1,910	-0.5%
Ground Trans.	1,330	1,380	1,390	1,410	1,690	1,780	1,140	1,090	1,290	1,410	1,440	2.1%
Visitor Air	1,310	1,390	1,320	1,500	1,520	1,490	1,250	990	990	1,010	1,050	4.0%
Other travel**	3,240	3,430	3,310	3,660	3,740	3,720	3,310	2,640	2,860	2,930	3,020	3.1%
<b>Total</b>	<b>28,180</b>	<b>28,840</b>	<b>29,050</b>	<b>30,190</b>	<b>32,320</b>	<b>31,850</b>	<b>22,820</b>	<b>23,010</b>	<b>26,740</b>	<b>27,740</b>	<b>27,720</b>	<b>-0.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Alameda County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	140.0	154.4	162.3	178.0	198.4	198.4	120.6	161.3	189.8	190.5	193.1	1.4%
State**	166.7	166.2	161.4	163.0	184.4	188.4	98.6	150.7	165.7	172.1	177.2	3.0%
<b>Total</b>	<b>306.7</b>	<b>320.6</b>	<b>323.7</b>	<b>341.0</b>	<b>382.7</b>	<b>386.8</b>	<b>219.3</b>	<b>312.0</b>	<b>355.5</b>	<b>362.6</b>	<b>370.4</b>	<b>2.2%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	45.7	49.4	49.2	52.5	58.5	59.1	58.5	63.9	63.8	50.8	51.2	0.8%
Visitor	94.3	105.0	113.1	125.5	139.8	139.3	62.1	97.4	126.0	139.7	141.9	1.6%
<b>Total</b>	<b>140.0</b>	<b>154.4</b>	<b>162.3</b>	<b>178.0</b>	<b>198.4</b>	<b>198.4</b>	<b>120.6</b>	<b>161.3</b>	<b>189.8</b>	<b>190.5</b>	<b>193.1</b>	<b>1.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	41.4	44.1	43.3	41.7	43.4	43.7	39.2	40.6	43.3	39.2	40.3	2.9%
Visitor	125.3	122.1	118.1	121.3	141.0	144.7	59.4	110.2	122.3	133.0	137.0	3.0%
<b>Total</b>	<b>166.7</b>	<b>166.2</b>	<b>161.4</b>	<b>163.0</b>	<b>184.4</b>	<b>188.4</b>	<b>98.6</b>	<b>150.7</b>	<b>165.7</b>	<b>172.1</b>	<b>177.2</b>	<b>3.0%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Alpine County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	26.4	28.7	33.6	34.4	35.7	37.9	28.4	29.3	33.7	33.5	34.0	1.7%
Other travel*	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	-3.6%
<b>Total</b>	<b>26.6</b>	<b>28.8</b>	<b>33.7</b>	<b>34.6</b>	<b>35.9</b>	<b>38.1</b>	<b>28.4</b>	<b>29.4</b>	<b>33.9</b>	<b>33.7</b>	<b>34.2</b>	<b>1.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	15.0	17.0	21.8	21.6	22.0	23.6	14.7	14.8	17.5	17.3	17.5	1.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	8.5	9.9	9.1	9.2	1.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	6.3	7.6	8.2	8.4	2.2%
Campground	3.3	3.3	3.4	3.5	3.7	4.0	3.3	4.4	5.7	5.6	5.7	0.3%
Private Home (VFR)	0.5	0.5	0.5	0.5	0.6	0.6	0.2	0.7	0.7	0.7	0.7	3.6%
Seasonal Home	5.5	5.8	5.9	6.5	7.1	7.2	9.3	8.3	7.5	7.7	7.9	2.8%
Day Travel	2.0	2.1	2.1	2.3	2.4	2.5	0.9	1.1	2.2	2.2	2.2	1.3%
<b>Total</b>	<b>11.4</b>	<b>11.7</b>	<b>11.8</b>	<b>12.8</b>	<b>13.7</b>	<b>14.3</b>	<b>13.7</b>	<b>29.3</b>	<b>33.7</b>	<b>33.5</b>	<b>34.0</b>	<b>1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	8.2	9.1	11.0	11.2	11.3	12.1	10.0	11.3	13.0	12.9	13.0	0.4%
Food Service	7.7	8.5	10.3	10.5	10.9	11.6	8.5	7.5	8.3	8.5	9.1	7.8%
Food Stores	1.4	1.5	1.6	1.6	1.6	1.7	1.4	2.0	2.5	2.5	2.5	0.6%
Arts, Ent. & Rec.	4.1	4.4	5.1	5.1	5.2	5.4	3.9	3.8	4.0	4.0	4.1	2.7%
Retail Sales	2.6	2.9	3.4	3.6	4.0	4.2	3.1	2.8	3.0	3.0	2.8	-4.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	2.5	2.3	2.2	2.4	2.8	3.0	1.6	2.0	2.9	2.6	2.5	-5.4%
<b>Total</b>	<b>26.4</b>	<b>28.7</b>	<b>33.6</b>	<b>34.4</b>	<b>35.7</b>	<b>37.9</b>	<b>28.4</b>	<b>29.3</b>	<b>33.7</b>	<b>33.5</b>	<b>34.0</b>	<b>1.7%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Alpine County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	3.6	3.1	3.8	3.9	4.0	4.4	4.4	4.5	5.9	5.7	6.2	7.6%
Arts, Ent. & Rec.	0.7	0.6	0.7	0.7	0.7	0.8	0.7	0.7	1.1	1.2	1.0	-14.5%
Retail*	0.5	0.6	0.7	0.7	0.7	0.8	1.2	2.2	3.1	3.4	5.1	51.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	-4.6%
<b>Total</b>	<b>4.8</b>	<b>4.3</b>	<b>5.1</b>	<b>5.2</b>	<b>5.4</b>	<b>5.9</b>	<b>6.4</b>	<b>7.5</b>	<b>10.1</b>	<b>10.3</b>	<b>12.3</b>	<b>19.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	200	190	220	220	240	250	240	250	290	290	290	0.0%
Arts, Ent. & Rec.	30	30	30	30	30	40	30	30	40	40	40	0.0%
Retail*	20	20	30	30	30	30	40	60	80	90	140	55.6%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	0	0	0	0	0	0	0	0	0	0	0	NA
<b>Total</b>	<b>250</b>	<b>240</b>	<b>280</b>	<b>280</b>	<b>300</b>	<b>320</b>	<b>310</b>	<b>340</b>	<b>410</b>	<b>420</b>	<b>470</b>	<b>11.9%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Alpine County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	0.8	0.8	1.0	1.1	1.1	1.2	1.0	1.2	1.4	1.4	1.4	3.4%
State**	0.9	0.9	1.0	1.0	1.1	1.2	1.0	1.1	1.3	1.2	1.3	6.9%
<b>Total</b>	<b>1.7</b>	<b>1.7</b>	<b>2.0</b>	<b>2.1</b>	<b>2.2</b>	<b>2.4</b>	<b>2.0</b>	<b>2.4</b>	<b>2.7</b>	<b>2.6</b>	<b>2.7</b>	<b>5.1%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.2	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	15.2%
Visitor	0.6	0.7	0.9	0.9	0.9	1.0	0.7	0.9	1.1	1.1	1.1	0.8%
<b>Total</b>	<b>0.8</b>	<b>0.8</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.0</b>	<b>1.2</b>	<b>1.4</b>	<b>1.4</b>	<b>1.4</b>	<b>3.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.3	0.4	17.6%
Visitor	0.7	0.7	0.8	0.8	0.9	1.0	0.7	0.8	0.9	0.9	0.9	3.3%
<b>Total</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.2</b>	<b>1.0</b>	<b>1.1</b>	<b>1.3</b>	<b>1.2</b>	<b>1.3</b>	<b>6.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Amador County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	124.1	127.7	135.3	137.9	148.7	158.2	88.5	113.8	138.2	154.6	157.9	2.2%
Other travel*	6.4	5.7	5.1	5.8	6.9	7.2	2.2	4.8	7.3	6.9	6.7	-3.6%
<b>Total</b>	<b>130.5</b>	<b>133.5</b>	<b>140.3</b>	<b>143.7</b>	<b>155.6</b>	<b>165.5</b>	<b>90.8</b>	<b>118.6</b>	<b>145.6</b>	<b>161.5</b>	<b>164.6</b>	<b>1.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	45.8	49.5	55.2	53.5	57.8	62.1	31.6	29.4	33.0	46.3	47.6	2.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	22.4	25.1	37.2	37.4	0.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	7.0	7.9	9.1	10.3	12.8%
Campground	19.4	19.4	19.6	20.6	21.6	23.3	19.6	25.3	33.0	32.8	33.0	0.6%
Private Home (VFR)	20.7	19.5	19.7	21.3	24.0	25.7	8.5	27.8	30.5	31.6	32.5	2.7%
Seasonal Home	11.6	12.0	12.2	13.3	14.6	14.9	18.4	16.5	17.8	18.2	18.6	2.1%
Day Travel	26.6	27.3	28.5	29.1	30.7	32.2	10.4	14.8	23.8	25.7	26.3	2.4%
<b>Total</b>	<b>78.3</b>	<b>78.3</b>	<b>80.1</b>	<b>84.3</b>	<b>90.9</b>	<b>96.2</b>	<b>56.9</b>	<b>113.8</b>	<b>138.2</b>	<b>154.6</b>	<b>157.9</b>	<b>2.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	21.0	22.8	25.6	26.1	27.8	29.9	21.8	23.1	26.3	31.6	31.9	1.0%
Food Service	33.9	36.0	39.0	39.3	42.0	44.6	24.4	32.6	38.6	44.1	46.0	4.2%
Food Stores	9.1	9.4	9.5	9.5	9.8	10.3	7.0	10.9	13.6	14.4	14.7	1.7%
Arts, Ent. & Rec.	28.7	30.0	32.0	31.4	32.7	34.0	16.6	19.7	23.5	27.0	28.0	3.6%
Retail Sales	13.6	13.1	13.8	14.8	17.1	18.8	9.6	13.7	16.3	17.5	17.5	-0.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	17.8	16.5	15.5	16.7	19.3	20.5	9.2	13.8	20.1	19.9	20.0	0.2%
<b>Total</b>	<b>124.1</b>	<b>127.7</b>	<b>135.3</b>	<b>137.9</b>	<b>148.7</b>	<b>158.2</b>	<b>88.5</b>	<b>113.8</b>	<b>138.2</b>	<b>154.6</b>	<b>157.9</b>	<b>2.2%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Amador County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	29.1	31.3	34.8	40.4	47.3	52.2	44.9	55.5	64.5	63.7	68.3	7.3%
Arts, Ent. & Rec.	13.8	12.9	13.9	14.9	14.3	15.0	13.0	19.2	21.6	13.9	13.4	-3.7%
Retail*	3.4	3.4	3.7	4.0	4.4	4.6	5.2	6.0	6.2	6.4	6.7	4.7%
Ground Trans.	1.5	1.6	1.8	2.0	2.9	3.2	1.2	1.2	1.3	1.3	1.5	12.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.5	0.6	0.6	0.8	17.9%
<b>Total</b>	<b>47.9</b>	<b>49.4</b>	<b>54.4</b>	<b>61.6</b>	<b>69.2</b>	<b>75.4</b>	<b>64.5</b>	<b>82.5</b>	<b>94.1</b>	<b>86.0</b>	<b>90.7</b>	<b>5.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	940	970	990	1,100	1,250	1,350	1,130	1,270	1,370	1,360	1,400	2.9%
Arts, Ent. & Rec.	800	830	870	850	740	720	680	910	930	570	520	-8.8%
Retail*	130	130	130	140	150	150	160	170	170	150	160	6.7%
Ground Trans.	40	40	40	40	60	60	60	50	70	70	80	14.3%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	20	20	20	20	0.0%
<b>Total</b>	<b>1,920</b>	<b>1,980</b>	<b>2,040</b>	<b>2,140</b>	<b>2,210</b>	<b>2,290</b>	<b>2,040</b>	<b>2,420</b>	<b>2,560</b>	<b>2,170</b>	<b>2,180</b>	<b>0.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Amador County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	3.3	3.7	4.1	4.3	4.9	5.4	4.7	5.8	6.1	5.4	5.5	1.7%
State**	6.5	6.4	6.4	6.6	7.5	8.1	5.4	7.5	8.2	8.0	8.3	3.8%
<b>Total</b>	<b>9.8</b>	<b>10.1</b>	<b>10.6</b>	<b>10.9</b>	<b>12.4</b>	<b>13.4</b>	<b>10.1</b>	<b>13.4</b>	<b>14.3</b>	<b>13.3</b>	<b>13.7</b>	<b>2.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.6	1.6	1.7	1.9	2.1	2.3	2.6	3.4	3.3	2.2	2.2	1.8%
Visitor	1.7	2.1	2.4	2.5	2.8	3.0	2.0	2.5	2.9	3.2	3.3	1.6%
<b>Total</b>	<b>3.3</b>	<b>3.7</b>	<b>4.1</b>	<b>4.3</b>	<b>4.9</b>	<b>5.4</b>	<b>4.7</b>	<b>5.8</b>	<b>6.1</b>	<b>5.4</b>	<b>5.5</b>	<b>1.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.7	1.7	1.7	1.8	1.9	2.0	2.2	2.9	2.9	2.1	2.2	3.5%
Visitor	4.8	4.7	4.7	4.8	5.6	6.0	3.2	4.7	5.3	5.9	6.1	3.9%
<b>Total</b>	<b>6.5</b>	<b>6.4</b>	<b>6.4</b>	<b>6.6</b>	<b>7.5</b>	<b>8.1</b>	<b>5.4</b>	<b>7.5</b>	<b>8.2</b>	<b>8.0</b>	<b>8.3</b>	<b>3.8%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# Butte County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	265.9	265.0	270.4	295.8	312.2	338.7	180.0	263.6	325.0	334.5	344.1	2.9%
Other travel*	42.4	36.1	32.0	36.0	42.1	43.7	14.1	24.5	37.7	35.7	34.6	-3.3%
<b>Total</b>	<b>308.3</b>	<b>301.1</b>	<b>302.4</b>	<b>331.7</b>	<b>354.2</b>	<b>382.5</b>	<b>194.1</b>	<b>288.2</b>	<b>362.7</b>	<b>370.2</b>	<b>378.7</b>	<b>2.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	88.9	91.9	97.1	108.5	114.0	129.0	82.1	100.6	107.0	113.5	122.0	7.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	81.0	85.9	89.8	96.9	7.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	19.5	21.1	23.8	25.2	5.9%
Campground	18.1	18.4	18.6	19.5	20.5	22.1	18.5	23.9	31.2	31.0	30.8	-0.7%
Private Home (VFR)	55.5	52.7	51.9	58.1	63.2	68.3	19.3	58.3	65.3	66.1	66.3	0.4%
Seasonal Home	27.0	26.3	26.8	28.1	29.9	30.6	36.2	32.8	50.6	51.6	52.1	0.9%
Day Travel	76.4	75.8	76.1	81.5	84.7	88.8	23.9	48.1	70.9	72.3	72.9	0.9%
<b>Total</b>	<b>177.0</b>	<b>173.1</b>	<b>173.3</b>	<b>187.2</b>	<b>198.2</b>	<b>209.8</b>	<b>97.9</b>	<b>263.6</b>	<b>325.0</b>	<b>334.5</b>	<b>344.1</b>	<b>2.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	50.0	53.1	56.5	62.2	64.7	74.6	62.0	72.1	83.3	83.8	87.9	4.9%
Food Service	70.5	73.3	77.3	83.6	86.8	92.9	45.8	69.5	84.6	91.0	95.3	4.7%
Food Stores	15.3	15.8	15.9	16.3	16.4	17.2	11.1	17.5	22.2	23.7	24.2	2.4%
Arts, Ent. & Rec.	35.4	35.9	37.2	39.2	39.8	41.5	20.4	30.5	35.9	38.2	40.4	5.8%
Retail Sales	39.0	37.1	37.9	42.8	46.4	51.0	21.7	35.9	43.9	45.0	44.4	-1.4%
Visitor Air	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	55.0	49.8	45.7	51.6	58.2	61.5	19.2	38.1	55.1	52.8	51.9	-1.6%
<b>Total</b>	<b>265.9</b>	<b>265.0</b>	<b>270.4</b>	<b>295.8</b>	<b>312.2</b>	<b>338.7</b>	<b>180.0</b>	<b>263.6</b>	<b>325.0</b>	<b>334.5</b>	<b>344.1</b>	<b>2.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Butte County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	47.7	50.0	53.7	59.2	65.4	72.6	60.4	73.6	80.2	82.0	87.8	7.0%
Arts, Ent. & Rec.	15.5	15.5	16.8	20.1	22.4	24.1	13.3	17.8	19.6	21.8	24.4	11.9%
Retail*	8.0	8.1	8.5	9.5	9.9	10.4	10.8	12.3	13.0	13.5	13.6	0.9%
Ground Trans.	4.0	4.2	4.7	5.7	8.0	8.8	2.6	2.6	2.7	2.7	3.0	11.4%
Visitor Air	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	2.4	1.6	1.8	1.8	1.9	2.1	2.6	2.7	3.5	4.1	4.2	2.8%
<b>Total</b>	<b>78.1</b>	<b>79.4</b>	<b>85.5</b>	<b>96.3</b>	<b>107.6</b>	<b>118.1</b>	<b>89.7</b>	<b>109.0</b>	<b>119.0</b>	<b>124.2</b>	<b>133.0</b>	<b>7.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,100	2,060	2,090	2,210	2,310	2,350	1,950	2,170	2,260	2,180	2,180	0.0%
Arts, Ent. & Rec.	980	990	1,010	1,100	1,130	1,100	670	850	960	1,050	1,140	8.6%
Retail*	290	280	290	310	310	310	300	320	330	330	330	0.0%
Ground Trans.	110	110	110	120	160	180	130	120	140	150	160	6.7%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	80	70	80	80	80	90	100	90	110	110	120	9.1%
<b>Total</b>	<b>3,560</b>	<b>3,510</b>	<b>3,580</b>	<b>3,820</b>	<b>3,990</b>	<b>4,030</b>	<b>3,150</b>	<b>3,550</b>	<b>3,800</b>	<b>3,820</b>	<b>3,930</b>	<b>2.9%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Butte County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	6.7	7.0	7.4	8.2	9.1	10.4	8.3	10.7	11.0	10.2	10.7	5.0%
State**	17.9	16.9	16.4	17.4	20.2	21.8	11.2	17.0	18.6	18.8	19.5	3.6%
<b>Total</b>	<b>24.6</b>	<b>23.9</b>	<b>23.8</b>	<b>25.6</b>	<b>29.3</b>	<b>32.2</b>	<b>19.5</b>	<b>27.7</b>	<b>29.6</b>	<b>29.0</b>	<b>30.2</b>	<b>4.1%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.4	2.5	2.6	2.8	3.1	3.5	3.5	4.2	3.9	3.0	3.1	3.4%
Visitor	4.3	4.5	4.8	5.4	6.0	6.9	4.8	6.5	7.1	7.2	7.6	5.7%
<b>Total</b>	<b>6.7</b>	<b>7.0</b>	<b>7.4</b>	<b>8.2</b>	<b>9.1</b>	<b>10.4</b>	<b>8.3</b>	<b>10.7</b>	<b>11.0</b>	<b>10.2</b>	<b>10.7</b>	<b>5.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.0	3.0	3.0	3.1	3.3	3.6	3.4	4.2	4.1	3.4	3.6	5.3%
Visitor	14.9	14.0	13.3	14.3	16.9	18.2	7.8	12.8	14.5	15.4	15.8	3.2%
<b>Total</b>	<b>17.9</b>	<b>16.9</b>	<b>16.4</b>	<b>17.4</b>	<b>20.2</b>	<b>21.8</b>	<b>11.2</b>	<b>17.0</b>	<b>18.6</b>	<b>18.8</b>	<b>19.5</b>	<b>3.6%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Calaveras County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	170.4	172.7	180.7	187.7	200.2	212.8	167.3	216.9	248.2	251.4	251.3	0.0%
Other travel*	8.9	8.1	7.4	8.3	9.5	9.9	3.6	6.6	9.8	10.2	10.1	-1.7%
<b>Total</b>	<b>179.3</b>	<b>180.8</b>	<b>188.1</b>	<b>195.9</b>	<b>209.7</b>	<b>222.7</b>	<b>170.9</b>	<b>223.5</b>	<b>258.1</b>	<b>261.6</b>	<b>261.4</b>	<b>-0.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	49.0	51.7	57.6	57.5	61.2	66.3	46.7	71.2	71.2	72.2	70.8	-2.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	22.0	22.6	21.4	21.1	-1.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	49.1	48.6	50.8	49.6	-2.3%
Campground	30.1	29.8	30.2	31.7	33.2	35.8	30.0	38.8	50.6	50.2	50.3	0.2%
Private Home (VFR)	24.8	23.2	23.5	25.2	27.4	29.5	9.8	31.0	34.1	34.9	35.4	1.3%
Seasonal Home	39.4	41.0	41.7	44.5	48.6	49.7	68.9	61.9	67.0	68.5	69.3	1.2%
Day Travel	27.0	27.0	27.7	28.7	29.8	31.5	11.9	14.1	25.4	25.5	25.5	0.1%
<b>Total</b>	<b>121.4</b>	<b>121.0</b>	<b>123.1</b>	<b>130.1</b>	<b>139.0</b>	<b>146.5</b>	<b>120.6</b>	<b>216.9</b>	<b>248.2</b>	<b>251.4</b>	<b>251.3</b>	<b>0.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	37.8	40.0	43.8	45.0	46.8	50.1	48.5	62.7	67.3	67.3	66.9	-0.7%
Food Service	49.0	51.1	54.8	55.9	58.5	62.3	48.5	58.7	66.6	69.6	69.7	0.2%
Food Stores	13.2	13.5	13.7	13.7	13.9	14.7	11.2	19.4	23.1	24.1	24.2	0.2%
Arts, Ent. & Rec.	26.8	27.3	28.6	28.7	29.2	30.3	23.6	30.2	32.3	33.4	34.1	2.2%
Retail Sales	17.3	17.1	17.9	20.2	24.3	26.4	19.6	24.0	27.3	27.4	26.8	-1.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	26.2	23.8	22.1	24.1	27.4	29.1	15.8	21.9	31.6	29.6	29.6	0.1%
<b>Total</b>	<b>170.4</b>	<b>172.7</b>	<b>180.7</b>	<b>187.7</b>	<b>200.2</b>	<b>212.8</b>	<b>167.3</b>	<b>216.9</b>	<b>248.2</b>	<b>251.4</b>	<b>251.3</b>	<b>0.0%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Calaveras County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	47.1	47.8	52.8	58.5	62.1	67.8	62.8	78.9	95.5	90.9	91.2	0.3%
Arts, Ent. & Rec.	9.9	17.0	18.4	19.9	19.9	21.2	15.8	19.3	22.4	22.4	17.2	-23.5%
Retail*	5.6	5.7	6.1	6.7	7.4	7.9	8.5	9.9	11.3	11.9	11.9	0.0%
Ground Trans.	2.0	2.1	2.4	2.8	3.9	4.3	2.2	2.2	2.2	2.3	2.6	11.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.7	0.8	0.9	1.0	1.1	1.1	0.9	1.1	1.4	1.8	2.0	8.5%
<b>Total</b>	<b>65.3</b>	<b>73.5</b>	<b>80.5</b>	<b>88.9</b>	<b>94.4</b>	<b>102.3</b>	<b>90.2</b>	<b>111.4</b>	<b>132.8</b>	<b>129.4</b>	<b>124.8</b>	<b>-3.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,500	1,420	1,500	1,640	1,690	1,700	1,490	1,690	1,910	1,720	1,640	-4.7%
Arts, Ent. & Rec.	420	690	690	700	710	690	490	580	660	600	510	-15.0%
Retail*	200	210	210	230	240	250	260	270	300	300	290	-3.3%
Ground Trans.	60	60	60	60	80	90	100	100	120	130	130	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	40	40	40	40	30	40	50	50	50	0.0%
<b>Total</b>	<b>2,210</b>	<b>2,410</b>	<b>2,500</b>	<b>2,670</b>	<b>2,760</b>	<b>2,770</b>	<b>2,370</b>	<b>2,680</b>	<b>3,040</b>	<b>2,800</b>	<b>2,620</b>	<b>-6.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Calaveras County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	4.3	4.7	5.1	5.3	5.7	6.2	6.1	8.6	9.0	7.8	7.5	-3.4%
State**	8.0	8.0	8.0	8.2	9.2	9.9	8.0	11.7	12.7	12.1	12.1	-0.1%
<b>Total</b>	<b>12.4</b>	<b>12.7</b>	<b>13.1</b>	<b>13.5</b>	<b>14.9</b>	<b>16.1</b>	<b>14.1</b>	<b>20.3</b>	<b>21.7</b>	<b>19.9</b>	<b>19.6</b>	<b>-1.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.1	2.3	2.4	2.6	2.8	3.0	3.5	4.3	4.4	3.1	2.9	-6.9%
Visitor	2.3	2.4	2.7	2.7	2.9	3.2	2.6	4.3	4.6	4.6	4.6	-1.0%
<b>Total</b>	<b>4.3</b>	<b>4.7</b>	<b>5.1</b>	<b>5.3</b>	<b>5.7</b>	<b>6.2</b>	<b>6.1</b>	<b>8.6</b>	<b>9.0</b>	<b>7.8</b>	<b>7.5</b>	<b>-3.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.3	2.6	2.6	2.7	2.7	2.9	3.3	4.0	4.2	3.2	3.1	-5.5%
Visitor	5.7	5.5	5.3	5.5	6.5	7.0	4.8	7.7	8.6	8.8	9.0	1.9%
<b>Total</b>	<b>8.0</b>	<b>8.0</b>	<b>8.0</b>	<b>8.2</b>	<b>9.2</b>	<b>9.9</b>	<b>8.0</b>	<b>11.7</b>	<b>12.7</b>	<b>12.1</b>	<b>12.1</b>	<b>-0.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Colusa County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	43.1	42.7	45.1	47.7	52.7	55.0	27.6	41.9	45.4	43.1	42.6	-1.3%
Other travel*	3.7	3.3	2.9	3.3	3.8	4.0	1.2	2.5	3.9	3.7	3.5	-3.6%
<b>Total</b>	<b>46.9</b>	<b>46.0</b>	<b>48.0</b>	<b>51.0</b>	<b>56.5</b>	<b>59.0</b>	<b>28.8</b>	<b>44.4</b>	<b>49.3</b>	<b>46.8</b>	<b>46.1</b>	<b>-1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	11.2	11.3	12.6	13.4	15.4	16.4	11.2	13.3	13.4	10.9	10.3	-5.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	13.0	13.1	10.5	10.0	-5.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.3	0.3	0.4	0.3	-15.8%
Campground	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.8	0.8	0.8	-0.7%
Private Home (VFR)	10.9	10.3	10.7	11.5	12.5	13.2	4.4	13.9	15.2	15.7	15.8	1.0%
Seasonal Home	6.2	6.4	6.5	7.0	7.6	7.8	6.6	6.0	4.8	4.9	4.9	1.2%
Day Travel	14.3	14.2	14.8	15.4	16.6	17.0	4.9	8.1	11.2	10.8	10.7	-1.4%
<b>Total</b>	<b>31.9</b>	<b>31.4</b>	<b>32.5</b>	<b>34.3</b>	<b>37.2</b>	<b>38.6</b>	<b>16.4</b>	<b>41.9</b>	<b>45.4</b>	<b>43.1</b>	<b>42.6</b>	<b>-1.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	6.6	6.8	7.6	8.0	8.9	9.4	7.6	8.7	8.8	7.5	7.2	-4.1%
Food Service	14.1	14.5	15.7	16.3	17.6	18.4	8.8	14.1	15.1	15.0	15.4	2.2%
Food Stores	2.3	2.4	2.5	2.5	2.5	2.6	1.1	2.4	2.7	2.8	2.8	0.8%
Arts, Ent. & Rec.	7.8	7.8	8.3	8.5	8.9	9.1	4.2	6.2	6.5	6.4	6.5	1.8%
Retail Sales	6.1	5.6	5.9	6.7	8.0	8.7	3.8	6.3	6.9	6.7	6.2	-7.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	6.2	5.5	5.2	5.7	6.7	6.9	2.2	4.1	5.3	4.8	4.6	-4.5%
<b>Total</b>	<b>43.1</b>	<b>42.7</b>	<b>45.1</b>	<b>47.7</b>	<b>52.7</b>	<b>55.0</b>	<b>27.6</b>	<b>41.9</b>	<b>45.4</b>	<b>43.1</b>	<b>42.6</b>	<b>-1.3%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Colusa County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	5.3	5.4	6.1	5.8	6.2	6.8	6.1	7.4	8.3	9.0	9.5	5.4%
Arts, Ent. & Rec.	3.1	3.2	3.4	3.3	3.7	3.7	3.8	4.8	3.2	3.3	3.6	10.0%
Retail*	1.3	1.3	1.4	1.5	1.6	1.7	1.7	3.0	2.8	3.4	4.8	41.2%
Ground Trans.	0.5	0.5	0.5	0.6	0.9	1.0	0.3	0.4	0.4	0.4	0.4	9.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.7	0.8	1.2	2.5	109.3%
<b>Total</b>	<b>10.3</b>	<b>10.5</b>	<b>11.6</b>	<b>11.4</b>	<b>12.6</b>	<b>13.5</b>	<b>12.2</b>	<b>16.3</b>	<b>15.5</b>	<b>17.3</b>	<b>20.8</b>	<b>20.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	290	280	290	270	280	310	260	280	320	330	340	3.0%
Arts, Ent. & Rec.	290	270	290	310	330	320	290	350	210	200	230	15.0%
Retail*	40	40	40	40	50	50	50	80	60	80	120	50.0%
Ground Trans.	10	10	10	10	20	20	20	20	20	20	20	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	20	20	30	70	133.3%
<b>Total</b>	<b>640</b>	<b>610</b>	<b>640</b>	<b>640</b>	<b>690</b>	<b>710</b>	<b>630</b>	<b>750</b>	<b>630</b>	<b>660</b>	<b>780</b>	<b>18.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Colusa County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1.0	1.0	1.1	1.1	1.3	1.4	1.2	1.6	1.6	1.3	1.4	3.0%
State**	2.4	2.3	2.3	2.4	2.7	2.9	1.5	2.4	2.4	2.4	2.5	3.9%
<b>Total</b>	<b>3.4</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>	<b>4.1</b>	<b>4.3</b>	<b>2.7</b>	<b>4.1</b>	<b>4.0</b>	<b>3.7</b>	<b>3.9</b>	<b>3.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.7	0.5	0.4	0.5	16.3%
Visitor	0.6	0.6	0.7	0.8	1.0	1.0	0.7	1.0	1.0	0.9	0.9	-3.5%
<b>Total</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.3</b>	<b>1.4</b>	<b>1.2</b>	<b>1.6</b>	<b>1.6</b>	<b>1.3</b>	<b>1.4</b>	<b>3.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.5	0.5	0.6	18.1%
Visitor	2.0	1.9	1.9	2.0	2.4	2.5	1.1	1.8	1.9	1.9	1.9	0.2%
<b>Total</b>	<b>2.4</b>	<b>2.3</b>	<b>2.3</b>	<b>2.4</b>	<b>2.7</b>	<b>2.9</b>	<b>1.5</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.5</b>	<b>3.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Contra Costa County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,402.6	1,383.0	1,504.3	1,580.0	1,676.1	1,739.3	571.1	1,453.6	1,633.7	1,710.5	1,770.3	3.5%
Other travel*	238.6	224.5	209.8	228.9	254.1	264.2	102.8	197.4	284.4	316.5	221.5	-30.0%
<b>Total</b>	<b>1,641.2</b>	<b>1,607.5</b>	<b>1,714.0</b>	<b>1,808.8</b>	<b>1,930.2</b>	<b>2,003.5</b>	<b>673.8</b>	<b>1,651.0</b>	<b>1,918.1</b>	<b>2,027.0</b>	<b>1,991.8</b>	<b>-1.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	446.6	440.8	516.6	544.7	568.5	581.0	251.4	366.6	399.0	476.3	508.1	6.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	322.1	349.8	411.5	436.7	6.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	44.6	49.1	64.8	71.4	10.3%
Campground	65.7	65.4	66.2	69.4	72.8	78.5	65.9	85.2	111.0	107.9	108.1	0.2%
Private Home (VFR)	364.8	360.5	377.9	409.1	449.1	483.4	106.0	529.2	574.8	574.9	589.0	2.5%
Seasonal Home	33.1	34.1	34.5	36.7	40.0	41.0	37.3	33.8	27.1	24.9	25.3	1.7%
Day Travel	492.4	482.4	509.0	520.0	545.6	555.5	110.4	438.8	521.9	526.6	539.9	2.5%
<b>Total</b>	<b>956.0</b>	<b>942.3</b>	<b>987.6</b>	<b>1,035.3</b>	<b>1,107.6</b>	<b>1,158.3</b>	<b>319.6</b>	<b>1,453.6</b>	<b>1,633.7</b>	<b>1,710.5</b>	<b>1,770.3</b>	<b>3.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	204.1	210.1	245.1	256.1	270.4	279.1	120.8	182.8	200.1	230.3	239.6	4.0%
Food Service	433.3	438.0	489.2	508.4	529.8	546.7	184.1	482.8	531.2	563.2	592.3	5.2%
Food Stores	80.8	81.7	85.5	85.4	86.5	88.5	35.7	91.7	106.9	110.8	113.6	2.5%
Arts, Ent. & Rec.	228.2	225.7	246.5	249.9	254.5	255.8	81.0	218.0	230.8	246.0	258.6	5.1%
Retail Sales	226.3	221.7	239.8	265.0	291.1	318.2	92.2	283.0	308.7	319.7	325.6	1.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	229.9	205.9	198.0	215.1	243.9	251.0	57.3	195.3	256.0	240.4	240.6	0.1%
<b>Total</b>	<b>1,402.6</b>	<b>1,383.0</b>	<b>1,504.3</b>	<b>1,580.0</b>	<b>1,676.1</b>	<b>1,739.3</b>	<b>571.1</b>	<b>1,453.6</b>	<b>1,633.7</b>	<b>1,710.5</b>	<b>1,770.3</b>	<b>3.5%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Contra Costa County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	337.1	367.9	439.2	461.5	467.4	495.1	367.1	429.9	515.5	557.8	583.4	4.6%
Arts, Ent. & Rec.	127.3	129.5	152.8	164.7	161.4	166.2	119.1	138.3	151.3	161.3	178.9	10.9%
Retail*	43.3	44.0	48.2	51.6	53.4	55.5	55.1	64.0	73.0	74.4	72.1	-3.2%
Ground Trans.	19.6	20.1	23.5	27.1	38.4	41.0	8.6	8.4	8.7	24.4	10.0	-59.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	25.5	29.0	32.4	33.1	32.0	33.1	30.7	24.9	31.5	46.1	19.1	-58.6%
<b>Total</b>	<b>552.8</b>	<b>590.5</b>	<b>696.0</b>	<b>738.0</b>	<b>752.6</b>	<b>790.9</b>	<b>580.5</b>	<b>665.5</b>	<b>779.9</b>	<b>864.1</b>	<b>863.5</b>	<b>-0.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	8,470	8,520	9,490	9,600	9,480	9,530	7,060	7,580	8,620	8,700	8,720	0.2%
Arts, Ent. & Rec.	5,410	5,330	5,760	5,650	5,670	5,820	3,770	4,250	5,170	5,590	6,270	12.2%
Retail*	1,350	1,320	1,430	1,480	1,490	1,490	1,370	1,440	1,520	1,480	1,440	-2.7%
Ground Trans.	530	510	560	580	750	820	400	390	470	500	530	6.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	540	570	630	630	590	580	570	360	440	440	320	-27.3%
<b>Total</b>	<b>16,300</b>	<b>16,250</b>	<b>17,870</b>	<b>17,940</b>	<b>17,980</b>	<b>18,240</b>	<b>13,170</b>	<b>14,020</b>	<b>16,220</b>	<b>16,710</b>	<b>17,280</b>	<b>3.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Contra Costa County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	47.7	49.5	56.5	58.7	63.2	66.1	39.5	61.6	67.4	65.9	66.8	1.4%
State**	93.8	90.3	92.7	95.0	106.6	112.6	50.1	99.4	103.8	105.4	108.6	3.1%
<b>Total</b>	<b>141.6</b>	<b>139.7</b>	<b>149.2</b>	<b>153.7</b>	<b>169.8</b>	<b>178.7</b>	<b>89.6</b>	<b>161.0</b>	<b>171.2</b>	<b>171.3</b>	<b>175.4</b>	<b>2.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	19.0	20.1	22.9	23.3	23.9	25.1	24.4	28.7	29.0	23.6	22.8	-3.5%
Visitor	28.7	29.3	33.6	35.4	39.3	41.0	15.1	32.9	38.4	42.3	44.0	4.1%
<b>Total</b>	<b>47.7</b>	<b>49.5</b>	<b>56.5</b>	<b>58.7</b>	<b>63.2</b>	<b>66.1</b>	<b>39.5</b>	<b>61.6</b>	<b>67.4</b>	<b>65.9</b>	<b>66.8</b>	<b>1.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	18.5	19.2	21.2	20.7	19.9	20.8	18.4	21.5	22.0	19.8	19.3	-2.7%
Visitor	75.4	71.1	71.5	74.3	86.7	91.8	31.7	77.9	81.8	85.6	89.3	4.4%
<b>Total</b>	<b>93.8</b>	<b>90.3</b>	<b>92.7</b>	<b>95.0</b>	<b>106.6</b>	<b>112.6</b>	<b>50.1</b>	<b>99.4</b>	<b>103.8</b>	<b>105.4</b>	<b>108.6</b>	<b>3.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Del Norte County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	115.1	118.3	125.4	127.4	136.4	144.7	87.1	140.8	149.6	149.7	157.5	5.2%
Other travel*	5.7	4.6	4.5	4.9	5.6	5.8	1.6	3.2	4.8	4.4	4.2	-3.6%
<b>Total</b>	<b>120.8</b>	<b>122.9</b>	<b>129.9</b>	<b>132.3</b>	<b>142.0</b>	<b>150.5</b>	<b>88.7</b>	<b>144.0</b>	<b>154.4</b>	<b>154.1</b>	<b>161.7</b>	<b>5.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	45.8	49.2	54.5	53.6	58.0	61.2	39.9	66.0	55.5	55.6	63.1	13.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	42.1	34.0	31.5	34.2	8.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	23.9	21.5	24.1	28.9	19.9%
Campground	30.6	31.1	31.5	33.0	34.7	37.4	31.3	40.5	52.9	52.5	51.9	-1.1%
Private Home (VFR)	15.6	14.3	14.8	15.4	17.1	18.1	5.8	18.1	19.4	19.6	19.8	1.3%
Seasonal Home	2.3	2.4	2.4	2.5	2.8	2.8	3.3	3.0	3.0	3.0	3.0	1.1%
Day Travel	20.9	21.3	22.2	22.8	23.9	25.2	6.8	13.2	18.8	19.0	19.6	3.4%
<b>Total</b>	<b>69.3</b>	<b>69.1</b>	<b>71.0</b>	<b>73.8</b>	<b>78.3</b>	<b>83.5</b>	<b>47.2</b>	<b>140.8</b>	<b>149.6</b>	<b>149.7</b>	<b>157.5</b>	<b>5.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	24.4	26.9	29.8	30.0	31.7	33.3	26.9	43.0	42.6	41.8	46.0	9.9%
Food Service	31.5	33.3	36.0	36.6	39.1	41.7	22.5	35.7	36.2	37.5	39.4	5.0%
Food Stores	10.9	11.3	11.5	11.6	11.9	12.6	9.3	14.9	17.8	18.6	19.2	3.3%
Arts, Ent. & Rec.	16.7	17.3	18.3	18.2	19.0	19.7	10.1	17.1	16.7	17.2	18.6	8.1%
Retail Sales	13.5	13.1	13.7	14.3	15.5	16.9	8.0	13.6	14.0	13.9	14.5	4.1%
Visitor Air	1.1	0.6	1.3	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	17.0	15.7	14.8	16.0	18.5	19.7	10.3	16.5	22.2	20.6	19.8	-3.7%
<b>Total</b>	<b>115.1</b>	<b>118.3</b>	<b>125.4</b>	<b>127.4</b>	<b>136.4</b>	<b>144.7</b>	<b>87.1</b>	<b>140.8</b>	<b>149.6</b>	<b>149.7</b>	<b>157.5</b>	<b>5.2%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Del Norte County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	25.8	28.0	30.6	31.3	36.4	39.4	29.9	36.8	41.1	41.4	40.0	-3.2%
Arts, Ent. & Rec.	9.0	9.4	10.0	10.1	10.9	11.6	10.8	14.3	18.4	23.3	25.5	9.1%
Retail*	3.7	3.8	4.0	4.5	4.6	4.9	5.4	6.5	7.4	8.3	8.3	0.3%
Ground Trans.	1.4	1.5	1.7	2.0	2.8	3.1	1.3	1.3	1.3	1.3	1.5	12.2%
Visitor Air	0.4	0.5	0.7	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.5	0.5	0.6	1.0	1.1	1.1	0.3	0.4	0.5	0.6	0.6	2.4%
<b>Total</b>	<b>40.8</b>	<b>43.8</b>	<b>47.6</b>	<b>49.8</b>	<b>56.8</b>	<b>61.2</b>	<b>47.6</b>	<b>59.3</b>	<b>68.8</b>	<b>74.9</b>	<b>75.9</b>	<b>1.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	990	1,000	990	1,000	1,110	1,130	840	930	960	920	810	-12.0%
Arts, Ent. & Rec.	220	210	200	200	210	210	190	230	270	330	340	3.0%
Retail*	140	130	150	160	160	160	170	180	190	200	210	5.0%
Ground Trans.	40	40	40	40	60	60	60	60	70	70	80	14.3%
Visitor Air	10	10	10	10	10	10	0	0	0	0	0	NA
Other travel**	10	10	10	20	20	20	10	10	20	20	20	0.0%
<b>Total</b>	<b>1,410</b>	<b>1,400</b>	<b>1,400</b>	<b>1,430</b>	<b>1,570</b>	<b>1,590</b>	<b>1,270</b>	<b>1,410</b>	<b>1,510</b>	<b>1,540</b>	<b>1,460</b>	<b>-5.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Del Norte County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	3.8	4.1	4.4	4.6	5.2	5.5	4.6	7.5	7.5	7.0	7.3	5.5%
State**	6.0	5.9	6.0	5.9	6.7	7.2	4.8	6.9	7.0	6.9	7.1	2.3%
<b>Total</b>	<b>9.8</b>	<b>10.0</b>	<b>10.4</b>	<b>10.5</b>	<b>11.8</b>	<b>12.7</b>	<b>9.4</b>	<b>14.4</b>	<b>14.5</b>	<b>13.9</b>	<b>14.4</b>	<b>3.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.3	1.4	1.4	1.5	1.7	1.8	1.9	2.6	2.5	2.0	2.0	-2.2%
Visitor	2.5	2.7	3.0	3.1	3.4	3.6	2.7	5.0	5.0	4.9	5.4	8.6%
<b>Total</b>	<b>3.8</b>	<b>4.1</b>	<b>4.4</b>	<b>4.6</b>	<b>5.2</b>	<b>5.5</b>	<b>4.6</b>	<b>7.5</b>	<b>7.5</b>	<b>7.0</b>	<b>7.3</b>	<b>5.5%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.5	1.5	1.6	1.5	1.6	1.7	1.7	1.8	1.9	1.6	1.6	-0.9%
Visitor	4.5	4.4	4.4	4.4	5.1	5.5	3.1	5.0	5.2	5.3	5.4	3.3%
<b>Total</b>	<b>6.0</b>	<b>5.9</b>	<b>6.0</b>	<b>5.9</b>	<b>6.7</b>	<b>7.2</b>	<b>4.8</b>	<b>6.9</b>	<b>7.0</b>	<b>6.9</b>	<b>7.1</b>	<b>2.3%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# El Dorado County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	759.0	847.5	898.6	939.6	1,010.2	1,087.2	776.7	957.6	1,022.0	1,020.9	1,066.2	4.4%
Other travel*	47.0	44.7	43.0	47.8	54.1	56.2	25.3	35.8	51.1	58.6	58.5	-0.1%
<b>Total</b>	<b>806.0</b>	<b>892.2</b>	<b>941.6</b>	<b>987.4</b>	<b>1,064.2</b>	<b>1,143.3</b>	<b>802.0</b>	<b>993.4</b>	<b>1,073.1</b>	<b>1,079.4</b>	<b>1,124.7</b>	<b>4.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	466.7	551.4	599.1	628.6	669.8	728.2	501.1	584.9	577.0	569.3	610.1	7.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	367.4	359.5	347.8	398.2	14.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	217.5	217.5	221.5	211.8	-4.4%
Campground	58.0	58.5	59.2	62.1	65.2	70.3	59.0	76.3	99.6	98.9	98.3	-0.5%
Private Home (VFR)	70.9	71.8	71.1	75.8	87.6	93.5	43.2	126.3	137.3	139.9	142.0	1.5%
Seasonal Home	91.9	89.9	91.4	96.1	101.2	103.5	142.4	127.1	134.3	137.8	140.2	1.8%
Day Travel	71.5	75.9	77.9	76.9	86.4	91.7	31.0	42.9	73.8	74.9	75.6	0.8%
<b>Total</b>	<b>292.3</b>	<b>296.1</b>	<b>299.6</b>	<b>311.0</b>	<b>340.4</b>	<b>359.0</b>	<b>275.5</b>	<b>957.6</b>	<b>1,022.0</b>	<b>1,020.9</b>	<b>1,066.2</b>	<b>4.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	199.8	231.7	255.5	270.1	279.6	298.7	230.8	326.1	343.9	330.7	355.7	7.6%
Food Service	212.7	244.9	264.1	274.9	298.2	325.1	232.6	251.6	264.8	275.1	286.9	4.3%
Food Stores	36.4	39.2	39.9	40.2	41.7	44.2	36.4	56.9	64.1	68.0	68.2	0.3%
Arts, Ent. & Rec.	135.4	150.5	158.5	161.1	170.1	179.7	135.3	149.5	147.9	152.4	159.7	4.8%
Retail Sales	88.9	96.9	101.4	106.9	119.3	130.8	83.4	97.6	102.1	101.7	103.3	1.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	85.9	84.2	79.2	86.4	101.4	108.8	58.2	75.9	99.2	93.0	92.4	-0.7%
<b>Total</b>	<b>759.0</b>	<b>847.5</b>	<b>898.6</b>	<b>939.6</b>	<b>1,010.2</b>	<b>1,087.2</b>	<b>776.7</b>	<b>957.6</b>	<b>1,022.0</b>	<b>1,020.9</b>	<b>1,066.2</b>	<b>4.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# El Dorado County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	204.4	238.5	265.7	312.6	324.9	357.3	291.1	359.2	448.6	483.9	550.2	13.7%
Arts, Ent. & Rec.	74.9	79.1	84.9	91.6	96.4	103.3	84.8	95.7	114.3	132.0	125.7	-4.8%
Retail*	19.1	21.3	22.6	24.9	27.0	28.8	32.0	34.4	37.1	39.0	39.4	1.1%
Ground Trans.	7.9	9.0	10.3	11.9	17.6	19.8	9.2	9.0	9.3	9.5	10.7	12.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	3.6	3.9	4.3	4.8	5.1	5.3	4.2	4.7	6.5	9.1	9.4	4.3%
<b>Total</b>	<b>309.8</b>	<b>351.7</b>	<b>387.8</b>	<b>445.8</b>	<b>471.0</b>	<b>514.5</b>	<b>421.2</b>	<b>503.0</b>	<b>615.8</b>	<b>673.5</b>	<b>735.4</b>	<b>9.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	6,100	6,820	6,930	7,760	7,680	8,100	6,390	7,240	8,200	8,210	8,540	4.0%
Arts, Ent. & Rec.	3,620	3,630	3,590	3,830	3,840	4,000	2,950	3,200	3,790	3,980	3,930	-1.3%
Retail*	660	690	740	770	820	840	880	900	920	930	940	1.1%
Ground Trans.	210	230	250	260	340	390	430	420	510	540	560	3.7%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	110	110	130	130	130	130	100	110	150	150	160	6.7%
<b>Total</b>	<b>10,700</b>	<b>11,480</b>	<b>11,640</b>	<b>12,750</b>	<b>12,810</b>	<b>13,460</b>	<b>10,750</b>	<b>11,870</b>	<b>13,570</b>	<b>13,810</b>	<b>14,130</b>	<b>2.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# El Dorado County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	31.6	36.4	39.8	42.6	46.2	49.9	41.2	55.8	58.5	53.1	56.6	6.7%
State**	37.6	40.2	41.0	42.2	46.4	50.5	38.8	46.3	48.9	47.7	49.9	4.7%
<b>Total</b>	<b>69.2</b>	<b>76.6</b>	<b>80.8</b>	<b>84.8</b>	<b>92.6</b>	<b>100.4</b>	<b>80.1</b>	<b>102.2</b>	<b>107.3</b>	<b>100.7</b>	<b>106.5</b>	<b>5.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	10.2	11.5	12.2	13.5	14.6	15.9	17.3	21.3	22.2	17.8	18.8	5.4%
Visitor	21.4	24.9	27.6	29.1	31.7	34.0	24.0	34.5	36.3	35.3	37.9	7.4%
<b>Total</b>	<b>31.6</b>	<b>36.4</b>	<b>39.8</b>	<b>42.6</b>	<b>46.2</b>	<b>49.9</b>	<b>41.2</b>	<b>55.8</b>	<b>58.5</b>	<b>53.1</b>	<b>56.6</b>	<b>6.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	10.8	11.9	12.4	13.0	12.8	13.9	14.8	16.8	18.3	16.2	17.3	6.9%
Visitor	26.8	28.3	28.5	29.2	33.6	36.6	24.0	29.6	30.6	31.5	32.6	3.6%
<b>Total</b>	<b>37.6</b>	<b>40.2</b>	<b>41.0</b>	<b>42.2</b>	<b>46.4</b>	<b>50.5</b>	<b>38.8</b>	<b>46.3</b>	<b>48.9</b>	<b>47.7</b>	<b>49.9</b>	<b>4.7%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Fresno County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,081.7	1,094.1	1,126.6	1,163.7	1,286.2	1,345.7	810.1	1,130.4	1,418.1	1,437.1	1,478.6	2.9%
Other travel*	266.8	250.6	237.6	262.4	300.5	314.9	119.5	201.0	310.1	328.2	333.1	1.5%
<b>Total</b>	<b>1,348.5</b>	<b>1,344.8</b>	<b>1,364.1</b>	<b>1,426.1</b>	<b>1,586.7</b>	<b>1,660.6</b>	<b>929.5</b>	<b>1,331.4</b>	<b>1,728.2</b>	<b>1,765.4</b>	<b>1,811.7</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	413.3	436.9	468.3	465.8	526.2	554.7	491.8	499.0	590.7	601.6	628.1	4.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	447.4	528.5	527.2	545.2	3.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	51.6	62.2	74.4	83.0	11.6%
Campground	31.4	31.5	31.8	33.4	35.0	37.8	31.7	41.2	53.7	53.3	53.3	0.0%
Private Home (VFR)	258.7	249.8	247.0	268.5	301.0	320.0	102.5	317.5	364.3	371.9	381.0	2.4%
Seasonal Home	76.6	74.9	76.2	79.8	84.9	87.0	97.3	88.0	104.6	106.6	108.2	1.5%
Day Travel	301.8	301.0	303.2	316.1	339.0	346.2	86.8	184.7	304.9	303.7	307.9	1.4%
<b>Total</b>	<b>668.4</b>	<b>657.2</b>	<b>658.3</b>	<b>697.9</b>	<b>760.0</b>	<b>791.0</b>	<b>318.2</b>	<b>1,130.4</b>	<b>1,418.1</b>	<b>1,437.1</b>	<b>1,478.6</b>	<b>2.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	167.3	180.6	195.8	198.7	219.6	229.4	194.0	203.2	251.0	250.3	256.2	2.3%
Food Service	266.7	280.2	297.7	305.9	333.1	346.8	219.4	306.3	371.9	382.6	401.6	5.0%
Food Stores	49.5	51.2	51.6	51.7	53.6	54.7	34.5	58.2	70.5	74.1	76.0	2.5%
Arts, Ent. & Rec.	132.2	135.7	141.3	141.9	150.8	153.0	93.7	127.6	149.4	152.0	158.9	4.5%
Retail Sales	148.3	142.9	147.1	158.9	180.0	194.0	99.5	157.6	194.1	192.5	188.9	-1.9%
Visitor Air	43.8	47.0	48.3	47.5	51.0	61.1	22.6	36.4	61.9	68.6	77.5	13.0%
Local Tran. & Gas	273.9	256.5	244.7	259.0	298.2	306.7	146.3	241.1	319.4	317.0	319.6	0.8%
<b>Total</b>	<b>1,081.7</b>	<b>1,094.1</b>	<b>1,126.6</b>	<b>1,163.7</b>	<b>1,286.2</b>	<b>1,345.7</b>	<b>810.1</b>	<b>1,130.4</b>	<b>1,418.1</b>	<b>1,437.1</b>	<b>1,478.6</b>	<b>2.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Fresno County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	154.4	166.0	185.7	204.4	227.3	243.0	205.6	248.8	285.7	309.2	325.8	5.4%
Arts, Ent. & Rec.	64.1	65.8	72.0	76.4	84.0	86.1	56.6	83.9	113.6	135.4	149.9	10.7%
Retail*	30.5	31.0	32.7	33.8	36.9	38.3	39.7	45.4	51.0	53.6	53.0	-1.2%
Ground Trans.	25.1	27.3	30.4	32.6	43.7	47.7	31.8	32.0	38.1	52.2	43.6	-16.4%
Visitor Air	18.6	21.6	14.1	16.6	16.8	19.1	18.7	14.1	15.1	17.1	19.5	14.2%
Other travel**	43.8	47.2	38.2	45.3	48.4	50.5	48.8	42.6	49.4	62.0	65.1	5.1%
<b>Total</b>	<b>336.5</b>	<b>359.0</b>	<b>373.0</b>	<b>409.0</b>	<b>457.2</b>	<b>484.8</b>	<b>401.2</b>	<b>466.7</b>	<b>552.9</b>	<b>629.4</b>	<b>657.0</b>	<b>4.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	6,670	6,780	6,990	7,320	7,850	8,050	6,630	7,300	8,020	8,070	8,070	0.0%
Arts, Ent. & Rec.	3,370	3,410	3,500	3,590	3,750	3,800	2,250	3,290	4,340	4,950	5,420	9.5%
Retail*	1,090	1,070	1,090	1,120	1,190	1,190	1,150	1,200	1,270	1,270	1,260	-0.8%
Ground Trans.	620	640	670	670	840	920	900	860	1,020	1,230	1,130	-8.1%
Visitor Air	320	360	230	240	240	260	230	190	200	210	220	4.8%
Other travel**	980	1,020	910	980	1,000	1,020	950	850	960	990	1,000	1.0%
<b>Total</b>	<b>13,050</b>	<b>13,280</b>	<b>13,390</b>	<b>13,920</b>	<b>14,870</b>	<b>15,240</b>	<b>12,110</b>	<b>13,690</b>	<b>15,810</b>	<b>16,720</b>	<b>17,100</b>	<b>2.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Fresno County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	33.2	35.2	37.4	38.4	44.5	47.0	40.0	48.3	55.1	52.5	53.7	2.4%
State**	74.5	71.8	69.4	71.2	84.7	89.5	52.7	77.8	86.5	88.0	91.1	3.5%
<b>Total</b>	<b>107.7</b>	<b>107.1</b>	<b>106.8</b>	<b>109.7</b>	<b>129.2</b>	<b>136.5</b>	<b>92.6</b>	<b>126.1</b>	<b>141.6</b>	<b>140.5</b>	<b>144.8</b>	<b>3.1%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	11.3	11.9	12.0	12.5	14.2	15.0	16.6	19.4	19.5	16.3	16.4	0.8%
Visitor	22.0	23.3	25.5	25.9	30.3	32.0	23.3	28.9	35.6	36.2	37.3	3.1%
<b>Total</b>	<b>33.2</b>	<b>35.2</b>	<b>37.4</b>	<b>38.4</b>	<b>44.5</b>	<b>47.0</b>	<b>40.0</b>	<b>48.3</b>	<b>55.1</b>	<b>52.5</b>	<b>53.7</b>	<b>2.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	12.2	12.7	12.5	12.6	13.3	14.0	14.3	16.8	17.9	16.7	17.1	2.5%
Visitor	62.3	59.1	56.9	58.6	71.4	75.5	38.4	60.9	68.6	71.3	73.9	3.7%
<b>Total</b>	<b>74.5</b>	<b>71.8</b>	<b>69.4</b>	<b>71.2</b>	<b>84.7</b>	<b>89.5</b>	<b>52.7</b>	<b>77.8</b>	<b>86.5</b>	<b>88.0</b>	<b>91.1</b>	<b>3.5%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Glenn County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	46.9	36.8	29.1	46.5	55.4	58.5	27.8	47.6	51.7	51.5	53.6	4.0%
Other travel*	4.9	4.3	3.8	4.2	4.9	5.1	1.6	3.3	5.0	4.7	4.5	-3.6%
<b>Total</b>	<b>51.8</b>	<b>41.1</b>	<b>32.9</b>	<b>50.7</b>	<b>60.4</b>	<b>63.6</b>	<b>29.4</b>	<b>50.9</b>	<b>56.8</b>	<b>56.2</b>	<b>58.1</b>	<b>3.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	13.7	7.8	2.0	17.0	18.5	19.6	13.4	14.6	14.2	13.7	14.9	8.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	14.3	14.0	12.8	13.7	6.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.2	0.3	0.9	1.2	38.8%
Campground	1.2	1.2	1.2	1.3	1.3	1.4	1.2	1.6	2.0	2.0	2.0	0.0%
Private Home (VFR)	15.2	13.7	13.7	15.3	16.6	17.7	6.0	18.9	20.4	20.8	21.2	2.0%
Seasonal Home	1.0	1.1	1.1	1.1	1.2	1.3	2.3	2.1	1.4	1.5	1.5	1.5%
Day Travel	15.7	13.1	11.1	11.7	17.7	18.4	4.9	10.5	13.6	13.5	14.0	3.0%
<b>Total</b>	<b>33.1</b>	<b>29.0</b>	<b>27.1</b>	<b>29.4</b>	<b>37.0</b>	<b>38.8</b>	<b>14.4</b>	<b>47.6</b>	<b>51.7</b>	<b>51.5</b>	<b>53.6</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	5.9	3.8	1.5	7.5	8.2	8.7	7.4	8.3	8.3	7.9	8.4	5.5%
Food Service	15.6	13.1	11.2	16.3	19.1	20.0	8.9	16.5	17.7	18.1	19.4	6.6%
Food Stores	3.0	2.8	2.6	2.9	3.2	3.2	1.4	3.2	3.7	3.9	4.0	3.0%
Arts, Ent. & Rec.	8.3	6.9	5.7	7.9	9.4	9.6	4.0	7.1	7.5	7.6	8.1	5.9%
Retail Sales	7.2	5.0	4.0	6.3	8.4	9.3	3.7	7.5	8.1	8.0	7.8	-2.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	6.8	5.2	4.1	5.6	7.2	7.6	2.3	4.9	6.4	6.0	6.0	0.3%
<b>Total</b>	<b>46.9</b>	<b>36.8</b>	<b>29.1</b>	<b>46.5</b>	<b>55.4</b>	<b>58.5</b>	<b>27.8</b>	<b>47.6</b>	<b>51.7</b>	<b>51.5</b>	<b>53.6</b>	<b>4.0%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Glenn County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	9.7	8.7	7.2	11.3	12.1	13.0	11.2	14.8	16.2	17.2	18.5	7.7%
Arts, Ent. & Rec.	6.2	5.6	4.7	4.7	4.9	5.3	4.3	0.0	0.0	0.0	0.0	NA
Retail*	1.6	1.3	1.1	1.4	1.4	1.5	1.6	3.1	3.3	4.9	7.6	54.1%
Ground Trans.	0.5	0.4	0.4	0.6	1.0	1.1	0.3	0.3	0.3	0.3	0.3	10.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.1	0.2	0.2	0.2	1.0	1.2	2.5	4.9	100.3%
<b>Total</b>	<b>18.2</b>	<b>16.2</b>	<b>13.6</b>	<b>18.2</b>	<b>19.6</b>	<b>21.2</b>	<b>17.7</b>	<b>19.2</b>	<b>20.9</b>	<b>24.8</b>	<b>31.3</b>	<b>26.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	390	320	250	390	400	390	330	390	400	400	400	0.0%
Arts, Ent. & Rec.	370	330	260	260	280	300	230	0	0	0	0	NA
Retail*	60	50	40	50	50	50	50	90	90	140	210	50.0%
Ground Trans.	20	10	10	10	20	20	20	10	20	20	20	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	30	40	80	140	75.0%
<b>Total</b>	<b>850</b>	<b>720</b>	<b>570</b>	<b>720</b>	<b>760</b>	<b>770</b>	<b>640</b>	<b>520</b>	<b>550</b>	<b>640</b>	<b>770</b>	<b>20.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Glenn County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1.6	1.1	0.6	1.5	1.7	1.8	1.5	1.8	1.8	1.7	1.9	11.0%
State**	3.0	2.5	2.0	2.6	3.2	3.4	1.8	2.9	3.0	3.0	3.3	8.8%
<b>Total</b>	<b>4.6</b>	<b>3.6</b>	<b>2.7</b>	<b>4.1</b>	<b>4.9</b>	<b>5.2</b>	<b>3.3</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>5.2</b>	<b>9.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.6	0.5	0.4	0.5	0.6	0.6	0.7	0.7	0.7	0.6	0.7	21.6%
Visitor	1.0	0.6	0.2	0.9	1.1	1.2	0.8	1.1	1.1	1.1	1.2	5.2%
<b>Total</b>	<b>1.6</b>	<b>1.1</b>	<b>0.6</b>	<b>1.5</b>	<b>1.7</b>	<b>1.8</b>	<b>1.5</b>	<b>1.8</b>	<b>1.8</b>	<b>1.7</b>	<b>1.9</b>	<b>11.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.7	0.6	0.4	0.6	0.6	0.6	0.6	0.7	0.7	0.6	0.8	25.5%
Visitor	2.4	1.9	1.6	2.1	2.6	2.8	1.2	2.2	2.3	2.4	2.5	4.3%
<b>Total</b>	<b>3.0</b>	<b>2.5</b>	<b>2.0</b>	<b>2.6</b>	<b>3.2</b>	<b>3.4</b>	<b>1.8</b>	<b>2.9</b>	<b>3.0</b>	<b>3.0</b>	<b>3.3</b>	<b>8.8%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# Humboldt County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	381.1	392.9	399.9	421.3	452.9	446.5	240.9	446.5	446.2	454.7	470.8	3.6%
Other travel*	31.1	29.6	28.7	30.8	33.3	37.3	12.2	24.5	37.6	36.6	37.4	2.1%
<b>Total</b>	<b>412.2</b>	<b>422.5</b>	<b>428.6</b>	<b>452.1</b>	<b>486.2</b>	<b>483.7</b>	<b>253.1</b>	<b>471.0</b>	<b>483.7</b>	<b>491.3</b>	<b>508.3</b>	<b>3.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	188.2	201.7	207.2	217.8	233.6	219.3	118.0	233.1	186.5	193.7	207.0	6.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	161.6	133.0	130.6	137.2	5.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	71.4	53.5	63.1	69.8	10.6%
Campground	55.8	56.9	57.5	60.4	63.3	68.3	57.1	74.2	96.8	96.1	95.5	-0.7%
Private Home (VFR)	72.3	68.1	68.6	74.0	81.4	84.4	27.8	85.4	94.4	95.8	98.2	2.6%
Seasonal Home	11.6	12.1	12.3	13.0	14.2	14.5	22.1	19.9	21.1	21.6	21.9	1.4%
Day Travel	53.2	54.1	54.2	56.1	60.4	60.0	15.8	34.0	47.4	47.5	48.3	1.6%
<b>Total</b>	<b>192.9</b>	<b>191.2</b>	<b>192.7</b>	<b>203.4</b>	<b>219.2</b>	<b>227.2</b>	<b>122.9</b>	<b>446.5</b>	<b>446.2</b>	<b>454.7</b>	<b>470.8</b>	<b>3.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	81.8	89.8	94.3	99.6	103.8	96.9	72.0	134.5	115.5	111.1	115.3	3.8%
Food Service	106.9	113.3	117.4	122.9	132.4	131.2	64.4	116.3	117.5	120.3	124.6	3.6%
Food Stores	27.4	28.5	28.5	28.9	29.6	30.3	19.9	36.9	41.7	43.7	44.6	2.1%
Arts, Ent. & Rec.	54.4	56.3	57.3	58.5	61.6	59.6	28.5	53.8	51.1	52.1	54.6	4.9%
Retail Sales	43.0	40.4	40.6	44.8	50.6	52.5	23.7	45.0	46.1	45.5	45.5	0.1%
Visitor Air	5.2	5.7	7.0	7.1	7.0	8.3	3.1	5.8	8.7	8.1	10.5	29.1%
Local Tran. & Gas	62.3	58.8	54.8	59.5	67.9	67.7	29.3	54.1	65.6	73.9	75.6	2.3%
<b>Total</b>	<b>381.1</b>	<b>392.9</b>	<b>399.9</b>	<b>421.3</b>	<b>452.9</b>	<b>446.5</b>	<b>240.9</b>	<b>446.5</b>	<b>446.2</b>	<b>454.7</b>	<b>470.8</b>	<b>3.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Humboldt County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	86.9	94.6	100.7	108.3	116.9	116.5	95.3	118.0	134.3	135.5	145.1	7.1%
Arts, Ent. & Rec.	21.7	21.6	22.2	23.9	26.0	26.4	18.6	20.0	24.4	30.3	34.1	12.7%
Retail*	10.4	10.5	10.8	12.2	13.4	13.4	14.2	14.2	15.7	15.8	16.1	2.0%
Ground Trans.	6.1	6.6	7.2	8.1	11.0	11.5	4.8	4.7	5.4	11.5	6.4	-44.8%
Visitor Air	0.5	0.5	0.6	6.4	7.0	8.9	9.8	29.2	30.5	33.6	40.4	20.1%
Other travel**	1.7	1.8	2.2	9.6	9.8	13.6	12.0	38.7	42.7	48.5	50.9	5.0%
<b>Total</b>	<b>127.2</b>	<b>135.8</b>	<b>143.8</b>	<b>168.5</b>	<b>184.1</b>	<b>190.3</b>	<b>154.6</b>	<b>224.7</b>	<b>253.0</b>	<b>275.2</b>	<b>293.0</b>	<b>6.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,180	3,280	3,300	3,360	3,520	3,340	2,630	2,950	3,260	3,150	3,140	-0.3%
Arts, Ent. & Rec.	1,530	1,670	1,600	1,600	1,770	1,770	1,160	1,130	1,290	1,460	1,500	2.7%
Retail*	350	340	330	350	370	370	360	340	360	350	350	0.0%
Ground Trans.	150	160	160	170	210	220	180	170	210	300	240	-20.0%
Visitor Air	20	20	20	70	70	90	90	210	210	210	240	14.3%
Other travel**	80	80	90	140	140	180	150	320	340	350	340	-2.9%
<b>Total</b>	<b>5,310</b>	<b>5,550</b>	<b>5,500</b>	<b>5,690</b>	<b>6,080</b>	<b>5,970</b>	<b>4,570</b>	<b>5,120</b>	<b>5,670</b>	<b>5,820</b>	<b>5,810</b>	<b>-0.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Humboldt County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	13.4	14.6	15.4	17.5	19.0	18.5	14.6	24.2	22.1	20.0	20.8	3.8%
State**	20.5	20.3	19.8	20.4	22.9	23.5	14.4	24.2	24.3	24.4	25.3	3.8%
<b>Total</b>	<b>33.9</b>	<b>34.9</b>	<b>35.2</b>	<b>37.9</b>	<b>41.9</b>	<b>42.0</b>	<b>29.0</b>	<b>48.4</b>	<b>46.4</b>	<b>44.4</b>	<b>46.1</b>	<b>3.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.0	4.2	4.3	5.1	5.7	5.9	6.3	9.2	8.7	7.0	7.2	2.8%
Visitor	9.4	10.4	11.1	12.4	13.3	12.7	8.3	15.0	13.3	13.1	13.6	4.4%
<b>Total</b>	<b>13.4</b>	<b>14.6</b>	<b>15.4</b>	<b>17.5</b>	<b>19.0</b>	<b>18.5</b>	<b>14.6</b>	<b>24.2</b>	<b>22.1</b>	<b>20.0</b>	<b>20.8</b>	<b>3.8%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.7	4.9	4.9	5.0	5.1	5.2	5.3	8.0	8.0	7.1	7.4	4.4%
Visitor	15.8	15.4	14.9	15.4	17.9	18.3	9.0	16.2	16.3	17.3	17.9	3.5%
<b>Total</b>	<b>20.5</b>	<b>20.3</b>	<b>19.8</b>	<b>20.4</b>	<b>22.9</b>	<b>23.5</b>	<b>14.4</b>	<b>24.2</b>	<b>24.3</b>	<b>24.4</b>	<b>25.3</b>	<b>3.8%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Imperial County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	329.9	326.1	328.1	350.0	377.7	401.4	280.7	404.1	480.2	491.9	499.7	1.6%
Other travel*	32.4	28.5	25.2	29.0	33.3	34.5	11.1	21.9	33.5	32.1	30.9	-3.5%
<b>Total</b>	<b>362.3</b>	<b>354.6</b>	<b>353.3</b>	<b>379.0</b>	<b>411.1</b>	<b>435.9</b>	<b>291.8</b>	<b>425.9</b>	<b>513.7</b>	<b>524.0</b>	<b>530.7</b>	<b>1.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	73.9	73.0	72.6	78.2	86.9	92.1	79.9	98.1	101.8	111.2	113.7	2.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	95.3	98.8	105.7	106.1	0.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	2.8	3.0	5.5	7.5	37.2%
Campground	118.8	120.9	122.4	128.4	134.7	145.3	121.4	157.7	205.7	204.2	204.9	0.3%
Private Home (VFR)	83.3	77.7	78.1	85.5	93.9	99.3	38.7	101.7	111.0	113.9	117.2	2.9%
Seasonal Home	16.7	17.4	17.7	18.8	20.6	21.1	28.4	25.5	24.0	24.5	25.1	2.5%
Day Travel	37.1	37.1	37.4	39.0	41.7	43.7	12.3	21.1	37.7	38.0	38.8	2.0%
<b>Total</b>	<b>256.0</b>	<b>253.1</b>	<b>255.5</b>	<b>271.8</b>	<b>290.9</b>	<b>309.3</b>	<b>200.8</b>	<b>404.1</b>	<b>480.2</b>	<b>491.9</b>	<b>499.7</b>	<b>1.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	57.2	58.7	59.9	62.0	65.8	70.3	64.2	80.3	89.0	94.3	94.3	0.0%
Food Service	89.3	92.0	95.9	101.8	108.5	114.0	77.8	115.6	131.2	138.3	144.5	4.5%
Food Stores	42.1	43.7	44.1	44.9	45.7	48.2	37.1	52.0	65.3	67.7	68.6	1.3%
Arts, Ent. & Rec.	45.9	46.3	47.3	49.1	51.0	52.4	34.8	49.2	54.7	56.7	58.7	3.5%
Retail Sales	34.0	29.6	30.0	35.3	41.2	46.5	28.3	44.8	50.9	51.4	52.2	1.5%
Visitor Air	0.0	0.1	0.0	0.0	0.0	0.6	0.3	0.5	0.9	0.7	0.3	-57.9%
Local Tran. & Gas	61.3	55.7	51.0	56.9	65.5	69.4	38.2	61.5	88.3	82.8	81.2	-1.9%
<b>Total</b>	<b>329.9</b>	<b>326.1</b>	<b>328.1</b>	<b>350.0</b>	<b>377.7</b>	<b>401.4</b>	<b>280.7</b>	<b>404.1</b>	<b>480.2</b>	<b>491.9</b>	<b>499.7</b>	<b>1.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Imperial County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	54.8	56.4	61.3	63.8	66.0	70.7	59.7	77.5	85.7	97.4	101.5	4.2%
Arts, Ent. & Rec.	26.1	25.3	26.4	21.8	18.7	20.2	11.6	13.3	18.1	20.8	22.2	6.7%
Retail*	11.0	10.9	11.3	12.2	13.2	13.9	14.6	16.1	17.5	18.1	18.3	0.8%
Ground Trans.	4.6	4.8	5.3	6.3	9.0	10.0	4.8	4.6	4.8	4.9	5.6	13.2%
Visitor Air	0.0	0.3	0.0	0.0	0.0	1.3	1.0	2.1	2.0	2.1	2.0	-8.5%
Other travel**	1.5	1.3	1.5	1.6	1.7	2.7	2.6	2.9	3.5	4.1	4.8	16.9%
<b>Total</b>	<b>98.0</b>	<b>99.0</b>	<b>105.7</b>	<b>105.6</b>	<b>108.7</b>	<b>118.7</b>	<b>94.2</b>	<b>116.6</b>	<b>131.6</b>	<b>147.5</b>	<b>154.3</b>	<b>4.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,510	2,390	2,430	2,480	2,380	2,440	1,970	2,340	2,460	2,560	2,530	-1.2%
Arts, Ent. & Rec.	1,530	1,530	1,470	1,330	1,030	1,050	580	630	840	880	900	2.3%
Retail*	430	420	420	440	460	460	450	470	470	470	460	-2.1%
Ground Trans.	120	120	130	140	180	200	220	220	260	280	290	3.6%
Visitor Air	0	0	0	0	0	10	10	20	10	10	10	0.0%
Other travel**	60	60	70	70	70	80	70	80	80	90	90	0.0%
<b>Total</b>	<b>4,650</b>	<b>4,520</b>	<b>4,520</b>	<b>4,460</b>	<b>4,120</b>	<b>4,240</b>	<b>3,300</b>	<b>3,760</b>	<b>4,120</b>	<b>4,290</b>	<b>4,280</b>	<b>-0.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Imperial County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	9.7	9.8	10.0	10.2	11.2	12.1	10.7	13.2	14.1	13.9	14.0	0.8%
State**	19.4	18.4	17.7	18.3	21.1	22.8	15.7	23.1	25.1	25.4	26.3	3.4%
<b>Total</b>	<b>29.0</b>	<b>28.1</b>	<b>27.7</b>	<b>28.5</b>	<b>32.3</b>	<b>34.8</b>	<b>26.5</b>	<b>36.3</b>	<b>39.2</b>	<b>39.3</b>	<b>40.3</b>	<b>2.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.2	3.2	3.3	3.2	3.3	3.6	3.8	4.5	4.3	3.6	3.6	0.9%
Visitor	6.4	6.5	6.7	7.0	7.9	8.4	6.9	8.6	9.8	10.3	10.4	0.7%
<b>Total</b>	<b>9.7</b>	<b>9.8</b>	<b>10.0</b>	<b>10.2</b>	<b>11.2</b>	<b>12.1</b>	<b>10.7</b>	<b>13.2</b>	<b>14.1</b>	<b>13.9</b>	<b>14.0</b>	<b>0.8%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.6	3.5	3.5	3.3	3.2	3.5	3.6	4.5	4.5	4.1	4.2	2.8%
Visitor	15.8	14.8	14.2	15.0	17.9	19.3	12.1	18.7	20.6	21.4	22.1	3.5%
<b>Total</b>	<b>19.4</b>	<b>18.4</b>	<b>17.7</b>	<b>18.3</b>	<b>21.1</b>	<b>22.8</b>	<b>15.7</b>	<b>23.1</b>	<b>25.1</b>	<b>25.4</b>	<b>26.3</b>	<b>3.4%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Inyo County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	227.9	226.2	236.3	236.9	244.9	263.5	153.5	209.3	262.7	271.2	277.3	2.3%
Other travel*	3.7	3.3	3.0	3.3	3.8	3.9	1.4	2.8	4.1	4.4	4.3	-1.3%
<b>Total</b>	<b>231.6</b>	<b>229.5</b>	<b>239.2</b>	<b>240.2</b>	<b>248.7</b>	<b>267.4</b>	<b>154.9</b>	<b>212.1</b>	<b>266.8</b>	<b>275.6</b>	<b>281.6</b>	<b>2.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	139.0	139.0	147.6	143.8	149.0	160.6	100.7	130.5	152.3	160.3	167.1	4.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	118.8	139.1	145.5	152.3	4.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	11.7	13.1	14.9	14.9	-0.1%
Campground	29.9	29.5	29.9	31.3	32.9	35.5	29.7	38.7	50.5	50.1	49.6	-1.0%
Private Home (VFR)	9.3	8.5	8.6	9.2	9.9	10.6	3.5	11.5	12.4	12.6	12.6	-0.4%
Seasonal Home	3.5	3.6	3.6	3.8	4.1	4.2	5.2	4.7	5.2	5.3	5.3	0.0%
Day Travel	46.3	45.5	46.6	48.8	49.0	52.5	14.3	24.0	42.4	42.8	42.7	-0.3%
<b>Total</b>	<b>89.0</b>	<b>87.2</b>	<b>88.7</b>	<b>93.1</b>	<b>95.9</b>	<b>102.8</b>	<b>52.8</b>	<b>209.3</b>	<b>262.7</b>	<b>271.2</b>	<b>277.3</b>	<b>2.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	57.9	59.2	64.3	64.2	66.2	71.7	54.8	71.9	83.8	88.1	93.3	5.9%
Food Service	65.5	66.5	70.7	70.6	72.9	78.9	41.5	55.6	70.5	74.4	73.2	-1.6%
Food Stores	12.5	12.6	12.8	12.8	12.9	13.8	9.8	14.0	17.9	18.7	18.9	1.3%
Arts, Ent. & Rec.	34.6	34.3	35.8	35.1	35.3	37.3	18.4	25.0	30.7	31.8	33.3	4.7%
Retail Sales	28.8	27.9	28.6	28.4	28.9	30.8	14.4	20.3	25.9	26.2	26.5	1.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	28.6	25.6	24.0	25.7	28.8	31.0	14.6	22.5	33.9	32.1	32.0	-0.1%
<b>Total</b>	<b>227.9</b>	<b>226.2</b>	<b>236.3</b>	<b>236.9</b>	<b>244.9</b>	<b>263.5</b>	<b>153.5</b>	<b>209.3</b>	<b>262.7</b>	<b>271.2</b>	<b>277.3</b>	<b>2.3%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Inyo County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	32.5	35.2	37.4	41.6	46.1	51.0	38.9	43.2	51.2	54.5	64.8	18.8%
Arts, Ent. & Rec.	9.4	9.4	10.5	10.5	12.0	13.5	10.4	13.9	16.3	13.9	12.9	-7.1%
Retail*	5.9	6.0	6.3	6.8	6.9	7.1	7.3	9.1	9.0	9.7	9.6	-0.9%
Ground Trans.	2.7	2.7	3.1	3.4	4.8	5.4	2.0	1.9	2.0	2.0	2.2	10.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.5	0.5	0.6	0.6	0.8%
<b>Total</b>	<b>50.7</b>	<b>53.5</b>	<b>57.6</b>	<b>62.8</b>	<b>70.3</b>	<b>77.3</b>	<b>59.0</b>	<b>68.6</b>	<b>79.0</b>	<b>80.8</b>	<b>90.1</b>	<b>11.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,370	1,420	1,440	1,500	1,540	1,750	1,370	1,390	1,520	1,520	1,660	9.2%
Arts, Ent. & Rec.	600	550	560	590	650	710	530	630	750	610	520	-14.8%
Retail*	210	200	200	210	220	210	210	240	220	230	220	-4.3%
Ground Trans.	70	70	70	70	90	110	100	90	110	110	110	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
<b>Total</b>	<b>2,260</b>	<b>2,250</b>	<b>2,280</b>	<b>2,380</b>	<b>2,510</b>	<b>2,790</b>	<b>2,220</b>	<b>2,360</b>	<b>2,610</b>	<b>2,480</b>	<b>2,520</b>	<b>1.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Inyo County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	8.7	8.9	9.6	9.7	10.3	11.2	8.8	11.8	13.4	13.2	13.9	5.5%
State**	8.3	8.0	8.0	7.9	8.7	9.4	6.1	9.5	11.0	10.9	11.2	3.3%
<b>Total</b>	<b>17.0</b>	<b>16.9</b>	<b>17.6</b>	<b>17.6</b>	<b>19.0</b>	<b>20.6</b>	<b>14.9</b>	<b>21.2</b>	<b>24.4</b>	<b>24.1</b>	<b>25.2</b>	<b>4.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.7	1.8	1.8	1.9	2.2	2.4	2.4	2.8	2.7	2.1	2.2	7.7%
Visitor	7.0	7.2	7.8	7.7	8.1	8.8	6.4	9.0	10.6	11.2	11.7	5.1%
<b>Total</b>	<b>8.7</b>	<b>8.9</b>	<b>9.6</b>	<b>9.7</b>	<b>10.3</b>	<b>11.2</b>	<b>8.8</b>	<b>11.8</b>	<b>13.4</b>	<b>13.2</b>	<b>13.9</b>	<b>5.5%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.9	2.0	2.0	2.0	2.1	2.3	2.3	2.6	2.7	2.3	2.5	9.9%
Visitor	6.3	6.0	6.0	5.9	6.5	7.1	3.9	6.9	8.3	8.6	8.8	1.5%
<b>Total</b>	<b>8.3</b>	<b>8.0</b>	<b>8.0</b>	<b>7.9</b>	<b>8.7</b>	<b>9.4</b>	<b>6.1</b>	<b>9.5</b>	<b>11.0</b>	<b>10.9</b>	<b>11.2</b>	<b>3.3%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Kern County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,316.7	1,330.5	1,252.0	1,357.9	1,500.9	1,579.9	1,034.2	1,580.7	1,771.7	1,797.3	1,838.8	2.3%
Other travel*	180.3	161.8	144.1	160.2	185.1	194.8	67.1	125.5	192.7	192.6	189.1	-1.8%
<b>Total</b>	<b>1,497.1</b>	<b>1,492.3</b>	<b>1,396.1</b>	<b>1,518.1</b>	<b>1,686.0</b>	<b>1,774.7</b>	<b>1,101.3</b>	<b>1,706.2</b>	<b>1,964.3</b>	<b>1,989.9</b>	<b>2,027.9</b>	<b>1.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	436.6	465.8	418.9	457.4	512.7	549.6	496.2	601.5	639.1	655.6	690.5	5.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	553.0	585.0	587.6	612.3	4.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	48.5	54.2	68.0	78.2	15.1%
Campground	78.9	78.4	79.3	83.2	87.3	94.2	79.1	102.2	133.3	132.4	131.7	-0.5%
Private Home (VFR)	319.6	306.1	291.8	330.1	371.8	393.4	82.2	404.1	455.1	459.8	462.8	0.7%
Seasonal Home	138.6	135.5	137.8	144.4	153.5	157.3	273.8	247.7	196.5	200.3	202.4	1.0%
Day Travel	343.1	344.8	324.1	342.7	375.4	385.4	102.8	225.2	347.7	349.2	351.5	0.6%
<b>Total</b>	<b>880.2</b>	<b>864.8</b>	<b>833.1</b>	<b>900.5</b>	<b>988.1</b>	<b>1,030.3</b>	<b>537.9</b>	<b>1,580.7</b>	<b>1,771.7</b>	<b>1,797.3</b>	<b>1,838.8</b>	<b>2.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	232.3	248.1	235.2	249.5	269.7	287.1	298.0	357.7	356.9	361.0	374.6	3.8%
Food Service	345.2	365.1	352.7	380.0	414.0	435.1	284.9	440.1	491.5	513.4	537.5	4.7%
Food Stores	75.2	77.7	74.8	76.9	79.6	82.1	60.3	96.6	109.5	115.1	118.1	2.6%
Arts, Ent. & Rec.	172.2	177.8	168.8	177.4	188.6	193.1	127.8	186.6	198.8	205.1	215.7	5.2%
Retail Sales	186.3	178.8	166.8	190.2	219.8	239.7	127.5	221.5	251.9	252.6	243.3	-3.7%
Visitor Air	0.0	0.0	9.1	9.3	9.8	11.7	5.1	7.1	11.7	13.6	15.2	12.1%
Local Tran. & Gas	305.5	283.0	244.6	274.6	319.3	331.0	130.6	271.1	351.4	336.6	334.4	-0.7%
<b>Total</b>	<b>1,316.7</b>	<b>1,330.5</b>	<b>1,252.0</b>	<b>1,357.9</b>	<b>1,500.9</b>	<b>1,579.9</b>	<b>1,034.2</b>	<b>1,580.7</b>	<b>1,771.7</b>	<b>1,797.3</b>	<b>1,838.8</b>	<b>2.3%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Kern County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	228.5	262.3	265.4	305.5	338.4	360.5	321.5	395.0	449.5	481.2	517.7	7.6%
Arts, Ent. & Rec.	86.1	81.2	80.9	91.8	91.4	95.8	64.6	82.8	109.7	111.7	119.4	6.9%
Retail*	40.8	41.5	40.4	45.3	48.1	50.4	53.3	61.0	65.7	68.4	70.5	3.1%
Ground Trans.	24.8	26.7	27.1	31.6	44.3	48.4	24.0	23.7	27.2	31.8	31.3	-1.7%
Visitor Air	0.0	0.0	0.3	9.2	9.3	12.8	12.5	38.2	39.7	43.2	49.6	14.7%
Other travel**	8.6	9.1	10.8	24.7	26.4	32.9	33.4	69.0	76.7	89.5	96.8	8.2%
<b>Total</b>	<b>388.8</b>	<b>420.9</b>	<b>425.0</b>	<b>508.1</b>	<b>558.0</b>	<b>600.8</b>	<b>509.2</b>	<b>669.8</b>	<b>768.6</b>	<b>825.9</b>	<b>885.3</b>	<b>7.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	9,030	9,890	9,240	10,400	11,040	11,100	9,730	10,900	11,910	12,100	12,020	-0.7%
Arts, Ent. & Rec.	4,400	4,230	4,040	4,240	4,210	4,280	2,610	3,040	4,010	4,310	4,880	13.2%
Retail*	1,410	1,420	1,340	1,460	1,520	1,520	1,480	1,570	1,610	1,600	1,580	-1.3%
Ground Trans.	640	650	620	660	860	950	840	810	970	1,070	1,080	0.9%
Visitor Air	0	0	10	90	90	130	110	280	270	280	300	7.1%
Other travel**	310	320	310	440	460	530	510	690	740	770	790	2.6%
<b>Total</b>	<b>15,790</b>	<b>16,510</b>	<b>15,560</b>	<b>17,290</b>	<b>18,180</b>	<b>18,510</b>	<b>15,280</b>	<b>17,290</b>	<b>19,510</b>	<b>20,130</b>	<b>20,650</b>	<b>2.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Kern County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	32.6	34.9	33.0	36.1	41.6	44.8	40.6	57.2	59.4	64.5	66.9	3.7%
State**	85.7	83.2	75.8	81.3	96.1	102.3	62.0	101.2	107.2	104.4	107.9	3.4%
<b>Total</b>	<b>118.4</b>	<b>118.1</b>	<b>108.7</b>	<b>117.4</b>	<b>137.7</b>	<b>147.1</b>	<b>102.6</b>	<b>158.4</b>	<b>166.6</b>	<b>168.9</b>	<b>174.8</b>	<b>3.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	12.2	13.1	12.7	14.6	16.3	17.6	19.9	26.1	25.3	21.8	22.6	3.5%
Visitor	20.5	21.8	20.2	21.4	25.3	27.2	20.7	31.1	34.1	42.6	44.3	3.8%
<b>Total</b>	<b>32.6</b>	<b>34.9</b>	<b>33.0</b>	<b>36.1</b>	<b>41.6</b>	<b>44.8</b>	<b>40.6</b>	<b>57.2</b>	<b>59.4</b>	<b>64.5</b>	<b>66.9</b>	<b>3.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	14.8	15.6	14.8	16.2	16.7	17.9	19.1	25.5	26.1	20.8	22.0	5.4%
Visitor	70.9	67.6	60.9	65.1	79.3	84.4	42.8	75.7	81.1	83.6	86.0	2.9%
<b>Total</b>	<b>85.7</b>	<b>83.2</b>	<b>75.8</b>	<b>81.3</b>	<b>96.1</b>	<b>102.3</b>	<b>62.0</b>	<b>101.2</b>	<b>107.2</b>	<b>104.4</b>	<b>107.9</b>	<b>3.4%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Kings County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	140.2	140.3	138.2	144.3	158.1	165.3	83.4	175.2	199.1	202.5	207.6	2.5%
Other travel*	26.5	23.5	20.5	23.0	27.0	28.1	8.8	18.0	27.6	26.0	25.1	-3.4%
<b>Total</b>	<b>166.7</b>	<b>163.8</b>	<b>158.7</b>	<b>167.3</b>	<b>185.0</b>	<b>193.4</b>	<b>92.2</b>	<b>193.2</b>	<b>226.7</b>	<b>228.6</b>	<b>232.7</b>	<b>1.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	28.7	32.4	33.1	30.8	34.9	36.8	38.7	46.6	50.0	50.7	52.5	3.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	45.1	48.3	48.1	49.1	2.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.5	1.7	2.5	3.4	33.5%
Campground	4.1	4.1	4.2	4.4	4.6	4.9	4.1	5.3	7.0	6.9	6.9	0.0%
Private Home (VFR)	77.9	73.8	71.6	78.4	86.5	91.1	32.6	102.3	112.0	114.6	117.2	2.3%
Seasonal Home	1.4	1.5	1.5	1.6	1.7	1.8	0.7	0.6	0.8	0.8	0.8	1.3%
Day Travel	28.0	28.6	27.9	29.2	30.4	30.8	7.2	20.3	29.3	29.6	30.2	2.0%
<b>Total</b>	<b>111.5</b>	<b>108.0</b>	<b>105.1</b>	<b>113.5</b>	<b>123.2</b>	<b>128.6</b>	<b>44.6</b>	<b>175.2</b>	<b>199.1</b>	<b>202.5</b>	<b>207.6</b>	<b>2.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	11.9	13.5	14.2	13.5	15.2	16.1	14.6	19.8	21.6	21.9	22.3	1.6%
Food Service	48.8	51.8	52.4	53.8	57.3	58.9	30.6	66.1	73.7	76.7	80.8	5.2%
Food Stores	12.3	12.8	12.3	12.4	12.8	12.8	5.9	15.0	17.2	18.0	18.4	2.3%
Arts, Ent. & Rec.	24.0	24.9	24.7	24.8	25.8	25.8	12.5	26.4	28.8	29.5	30.8	4.2%
Retail Sales	19.7	15.7	15.6	19.1	23.0	27.1	12.1	28.9	32.3	32.3	31.6	-2.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	23.5	21.5	19.0	20.8	24.0	24.6	7.7	19.1	25.5	24.1	23.8	-1.2%
<b>Total</b>	<b>140.2</b>	<b>140.3</b>	<b>138.2</b>	<b>144.3</b>	<b>158.1</b>	<b>165.3</b>	<b>83.4</b>	<b>175.2</b>	<b>199.1</b>	<b>202.5</b>	<b>207.6</b>	<b>2.5%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Kings County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	30.4	35.0	36.9	37.9	44.6	47.0	45.0	56.2	61.0	63.2	69.4	9.8%
Arts, Ent. & Rec.	7.0	8.2	9.0	8.4	10.1	10.5	9.7	13.8	20.1	20.3	20.8	2.5%
Retail*	4.7	4.4	4.4	4.9	5.5	6.0	6.3	6.9	7.6	8.0	8.0	0.5%
Ground Trans.	1.7	1.8	1.9	2.2	3.1	3.4	1.2	1.1	1.1	1.2	1.3	10.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.9	1.0	1.1	1.0	1.0	1.0	1.2	1.2	1.5	1.5	1.6	6.7%
<b>Total</b>	<b>44.7</b>	<b>50.4</b>	<b>53.3</b>	<b>54.3</b>	<b>64.5</b>	<b>67.8</b>	<b>63.4</b>	<b>79.2</b>	<b>91.3</b>	<b>94.1</b>	<b>101.1</b>	<b>7.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,230	1,340	1,310	1,300	1,490	1,490	1,420	1,630	1,730	1,720	1,730	0.6%
Arts, Ent. & Rec.	430	450	460	420	510	500	430	550	720	750	730	-2.7%
Retail*	180	160	150	170	190	200	190	190	200	200	200	0.0%
Ground Trans.	40	50	50	50	60	70	50	50	60	60	70	16.7%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	50	50	50	50	50	50	60	50	60	60	60	0.0%
<b>Total</b>	<b>1,930</b>	<b>2,050</b>	<b>2,020</b>	<b>1,990</b>	<b>2,300</b>	<b>2,310</b>	<b>2,150</b>	<b>2,470</b>	<b>2,770</b>	<b>2,790</b>	<b>2,790</b>	<b>0.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Kings County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	2.9	3.2	3.3	3.2	3.9	4.1	4.1	5.8	6.0	5.3	5.5	2.8%
State**	10.3	9.9	9.3	9.6	11.4	12.1	6.8	12.2	13.0	12.8	13.3	3.9%
<b>Total</b>	<b>13.2</b>	<b>13.1</b>	<b>12.6</b>	<b>12.8</b>	<b>15.3</b>	<b>16.3</b>	<b>10.9</b>	<b>18.0</b>	<b>19.0</b>	<b>18.1</b>	<b>18.8</b>	<b>3.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.4	1.6	1.6	1.6	1.9	2.0	2.5	3.1	3.0	2.3	2.4	3.6%
Visitor	1.5	1.6	1.7	1.7	2.0	2.1	1.6	2.7	3.0	3.0	3.1	2.2%
<b>Total</b>	<b>2.9</b>	<b>3.2</b>	<b>3.3</b>	<b>3.2</b>	<b>3.9</b>	<b>4.1</b>	<b>4.1</b>	<b>5.8</b>	<b>6.0</b>	<b>5.3</b>	<b>5.5</b>	<b>2.8%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.7	1.8	1.8	1.7	1.9	2.0	2.3	2.9	3.0	2.5	2.6	5.4%
Visitor	8.6	8.1	7.5	7.9	9.5	10.1	4.5	9.3	10.0	10.3	10.7	3.5%
<b>Total</b>	<b>10.3</b>	<b>9.9</b>	<b>9.3</b>	<b>9.6</b>	<b>11.4</b>	<b>12.1</b>	<b>6.8</b>	<b>12.2</b>	<b>13.0</b>	<b>12.8</b>	<b>13.3</b>	<b>3.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Lake County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	141.0	143.8	145.5	147.9	159.9	165.6	127.3	171.8	179.1	181.2	185.7	2.5%
Other travel*	13.5	12.5	11.5	12.7	14.5	15.1	5.9	10.1	14.9	15.6	15.4	-1.5%
<b>Total</b>	<b>154.5</b>	<b>156.3</b>	<b>156.9</b>	<b>160.6</b>	<b>174.4</b>	<b>180.7</b>	<b>133.3</b>	<b>181.9</b>	<b>194.0</b>	<b>196.8</b>	<b>201.1</b>	<b>2.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	30.0	33.0	34.5	30.6	33.7	34.5	31.7	43.8	37.3	37.3	37.9	1.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	29.9	24.3	23.1	22.9	-0.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	13.9	13.0	14.2	15.0	6.2%
Campground	15.1	15.2	15.4	16.1	16.9	18.3	15.3	19.8	25.8	25.6	25.7	0.5%
Private Home (VFR)	34.0	32.0	31.3	33.8	37.3	39.2	13.1	43.9	47.6	48.6	50.4	3.7%
Seasonal Home	37.3	38.8	39.5	41.7	45.5	46.6	56.4	50.7	46.7	47.7	49.1	2.9%
Day Travel	24.6	24.8	24.8	25.6	26.4	27.1	10.8	13.6	21.7	21.9	22.5	2.7%
<b>Total</b>	<b>111.0</b>	<b>110.8</b>	<b>111.0</b>	<b>117.2</b>	<b>126.1</b>	<b>131.1</b>	<b>95.7</b>	<b>171.8</b>	<b>179.1</b>	<b>181.2</b>	<b>185.7</b>	<b>2.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	27.9	30.1	31.7	30.5	31.7	32.7	35.6	41.9	40.8	40.5	40.5	-0.2%
Food Service	43.2	45.4	47.0	47.2	49.8	51.5	38.5	52.7	53.7	55.9	60.4	8.0%
Food Stores	10.2	10.5	10.5	10.4	10.6	11.0	7.4	13.1	15.1	15.7	16.0	1.6%
Arts, Ent. & Rec.	23.5	24.2	24.5	24.2	24.8	25.0	18.7	24.5	24.1	24.8	25.7	3.7%
Retail Sales	15.0	14.3	14.5	16.9	21.4	23.2	16.2	22.6	23.5	23.5	23.0	-2.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	21.1	19.2	17.4	18.7	21.5	22.3	11.0	16.9	22.0	20.7	20.2	-2.3%
<b>Total</b>	<b>141.0</b>	<b>143.8</b>	<b>145.5</b>	<b>147.9</b>	<b>159.9</b>	<b>165.6</b>	<b>127.3</b>	<b>171.8</b>	<b>179.1</b>	<b>181.2</b>	<b>185.7</b>	<b>2.5%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# Lake County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	27.4	29.3	32.2	33.3	35.7	37.9	34.5	42.1	46.0	48.0	53.3	11.0%
Arts, Ent. & Rec.	4.0	3.9	3.8	4.1	4.6	4.8	5.4	6.3	6.0	4.8	4.4	-8.4%
Retail*	3.8	3.9	4.0	4.5	5.1	5.3	6.1	6.8	7.3	7.6	7.8	1.9%
Ground Trans.	1.6	1.7	1.8	2.0	2.9	3.2	1.5	1.4	1.5	1.5	1.7	13.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.3	1.4	1.6	1.7	1.8	2.0	1.7	1.8	2.4	3.4	3.7	8.5%
<b>Total</b>	<b>38.1</b>	<b>40.2</b>	<b>43.3</b>	<b>45.7</b>	<b>50.1</b>	<b>53.1</b>	<b>49.2</b>	<b>58.5</b>	<b>63.3</b>	<b>65.3</b>	<b>70.8</b>	<b>8.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,090	1,100	1,110	1,090	1,140	1,160	1,010	1,140	1,220	1,150	1,180	2.6%
Arts, Ent. & Rec.	330	290	310	310	360	340	350	360	330	290	240	-17.2%
Retail*	150	140	140	150	160	170	180	190	190	190	190	0.0%
Ground Trans.	40	40	40	40	60	60	70	70	80	80	90	12.5%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	30	30	30	40	30	40	50	50	60	20.0%
<b>Total</b>	<b>1,640</b>	<b>1,600</b>	<b>1,630</b>	<b>1,620</b>	<b>1,750</b>	<b>1,770</b>	<b>1,640</b>	<b>1,800</b>	<b>1,870</b>	<b>1,760</b>	<b>1,760</b>	<b>0.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Lake County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	2.9	3.1	3.3	3.2	3.7	3.9	4.1	5.4	5.3	4.8	4.9	2.1%
State**	7.7	7.5	7.3	7.4	8.5	9.0	6.6	9.1	9.1	9.0	9.4	4.5%
<b>Total</b>	<b>10.6</b>	<b>10.6</b>	<b>10.6</b>	<b>10.6</b>	<b>12.2</b>	<b>12.8</b>	<b>10.7</b>	<b>14.5</b>	<b>14.4</b>	<b>13.7</b>	<b>14.2</b>	<b>3.7%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.2	1.3	1.3	1.3	1.5	1.6	1.9	2.3	2.1	1.6	1.7	4.7%
Visitor	1.7	1.9	2.0	1.9	2.2	2.3	2.2	3.2	3.2	3.2	3.2	0.8%
<b>Total</b>	<b>2.9</b>	<b>3.1</b>	<b>3.3</b>	<b>3.2</b>	<b>3.7</b>	<b>3.9</b>	<b>4.1</b>	<b>5.4</b>	<b>5.3</b>	<b>4.8</b>	<b>4.9</b>	<b>2.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.4	1.5	1.5	1.5	1.5	1.6	1.9	2.2	2.1	1.7	1.8	6.4%
Visitor	6.2	6.0	5.8	5.9	7.0	7.4	4.7	6.9	7.0	7.3	7.5	4.0%
<b>Total</b>	<b>7.7</b>	<b>7.5</b>	<b>7.3</b>	<b>7.4</b>	<b>8.5</b>	<b>9.0</b>	<b>6.6</b>	<b>9.1</b>	<b>9.1</b>	<b>9.0</b>	<b>9.4</b>	<b>4.5%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Lassen County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	54.8	53.7	55.0	58.8	59.6	64.8	37.8	60.4	62.2	66.0	67.3	2.0%
Other travel*	5.6	4.8	4.2	4.7	5.4	5.6	1.7	3.7	5.3	4.8	4.6	-3.6%
<b>Total</b>	<b>60.4</b>	<b>58.5</b>	<b>59.1</b>	<b>63.5</b>	<b>65.0</b>	<b>70.5</b>	<b>39.5</b>	<b>64.1</b>	<b>67.5</b>	<b>70.8</b>	<b>71.9</b>	<b>1.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	13.4	13.9	14.9	16.2	15.3	17.0	9.6	14.4	8.3	11.9	12.2	2.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	13.2	7.6	10.4	10.5	0.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.2	0.7	1.4	1.7	20.1%
Campground	5.8	5.8	5.9	6.1	6.4	6.9	5.8	7.5	9.7	9.7	9.7	0.2%
Private Home (VFR)	17.1	15.7	15.6	17.0	17.6	19.6	6.4	20.9	21.4	21.2	21.7	2.5%
Seasonal Home	6.5	6.7	6.8	7.2	7.9	8.1	11.8	10.6	12.4	12.7	12.9	2.0%
Day Travel	11.9	11.7	11.8	12.3	12.4	13.3	4.2	6.9	10.3	10.6	10.8	1.5%
<b>Total</b>	<b>41.4</b>	<b>39.8</b>	<b>40.1</b>	<b>42.6</b>	<b>44.3</b>	<b>47.8</b>	<b>28.2</b>	<b>60.4</b>	<b>62.2</b>	<b>66.0</b>	<b>67.3</b>	<b>2.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	8.9	9.3	9.9	10.6	10.4	11.4	9.8	12.5	10.7	12.3	12.4	0.7%
Food Service	17.2	17.5	18.4	19.4	19.2	20.7	11.5	19.4	19.8	21.4	22.5	5.4%
Food Stores	4.3	4.3	4.3	4.3	4.2	4.5	2.6	4.9	5.5	5.8	5.9	1.8%
Arts, Ent. & Rec.	9.1	9.0	9.3	9.6	9.3	9.7	5.4	8.5	8.6	9.1	9.5	3.8%
Retail Sales	6.8	5.9	6.1	7.2	8.1	9.3	4.9	8.5	8.9	9.1	8.8	-3.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	8.6	7.7	7.0	7.8	8.5	9.1	3.6	6.6	8.6	8.3	8.2	-1.3%
<b>Total</b>	<b>54.8</b>	<b>53.7</b>	<b>55.0</b>	<b>58.8</b>	<b>59.6</b>	<b>64.8</b>	<b>37.8</b>	<b>60.4</b>	<b>62.2</b>	<b>66.0</b>	<b>67.3</b>	<b>2.0%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Lassen County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	11.2	12.7	13.2	13.3	12.3	13.6	11.4	12.7	13.6	13.9	15.2	9.9%
Arts, Ent. & Rec.	6.1	5.1	5.3	5.6	8.5	9.2	7.4	9.3	8.2	7.6	8.4	10.2%
Retail*	1.8	1.7	1.8	1.9	1.9	2.0	2.2	2.9	2.6	2.4	2.4	-1.4%
Ground Trans.	0.6	0.7	0.7	0.9	1.2	1.3	0.5	0.5	0.5	0.5	0.5	11.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2%
<b>Total</b>	<b>19.9</b>	<b>20.3</b>	<b>21.3</b>	<b>21.8</b>	<b>24.1</b>	<b>26.3</b>	<b>21.6</b>	<b>25.7</b>	<b>25.1</b>	<b>24.6</b>	<b>26.8</b>	<b>8.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	480	510	490	470	410	450	370	360	370	390	380	-2.6%
Arts, Ent. & Rec.	370	340	330	330	480	570	420	560	470	450	450	0.0%
Retail*	60	60	60	60	60	60	60	60	50	50	40	-20.0%
Ground Trans.	20	20	20	20	20	30	20	20	20	20	20	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
<b>Total</b>	<b>940</b>	<b>940</b>	<b>910</b>	<b>890</b>	<b>980</b>	<b>1,120</b>	<b>880</b>	<b>1,010</b>	<b>920</b>	<b>920</b>	<b>900</b>	<b>-2.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Lassen County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1.4	1.5	1.5	1.6	1.7	1.9	1.6	2.2	1.8	1.7	1.8	2.6%
State**	3.4	3.2	3.1	3.2	3.5	3.8	2.3	3.6	3.5	3.5	3.6	3.9%
<b>Total</b>	<b>4.8</b>	<b>4.7</b>	<b>4.6</b>	<b>4.8</b>	<b>5.2</b>	<b>5.8</b>	<b>3.9</b>	<b>5.8</b>	<b>5.3</b>	<b>5.2</b>	<b>5.4</b>	<b>3.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.6	0.6	0.6	0.6	0.7	0.8	0.8	1.0	0.8	0.6	0.6	5.0%
Visitor	0.8	0.8	0.9	1.0	1.0	1.1	0.8	1.2	1.0	1.2	1.2	1.4%
<b>Total</b>	<b>1.4</b>	<b>1.5</b>	<b>1.5</b>	<b>1.6</b>	<b>1.7</b>	<b>1.9</b>	<b>1.6</b>	<b>2.2</b>	<b>1.8</b>	<b>1.7</b>	<b>1.8</b>	<b>2.6%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.9	0.8	0.6	0.7	6.6%
Visitor	2.7	2.5	2.4	2.5	2.8	3.1	1.6	2.7	2.7	2.9	2.9	3.3%
<b>Total</b>	<b>3.4</b>	<b>3.2</b>	<b>3.1</b>	<b>3.2</b>	<b>3.5</b>	<b>3.8</b>	<b>2.3</b>	<b>3.6</b>	<b>3.5</b>	<b>3.5</b>	<b>3.6</b>	<b>3.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Los Angeles County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	20,512.9	21,582.0	22,859.9	24,232.0	25,772.8	26,257.0	10,364.8	17,015.8	23,537.0	25,636.3	26,023.8	1.5%
Other travel*	5,256.5	5,246.4	5,179.5	5,621.8	6,179.4	6,417.7	2,838.2	4,667.0	7,458.7	8,273.4	8,886.5	7.4%
<b>Total</b>	<b>25,769.4</b>	<b>26,828.4</b>	<b>28,039.4</b>	<b>29,853.8</b>	<b>31,952.2</b>	<b>32,674.7</b>	<b>13,203.0</b>	<b>21,682.8</b>	<b>30,995.6</b>	<b>33,909.7</b>	<b>34,910.3</b>	<b>3.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	11,938.0	12,827.9	13,939.9	14,803.5	15,728.8	15,777.4	7,000.1	10,525.3	14,824.9	16,519.0	16,738.5	1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	9,187.9	12,796.8	13,985.8	13,856.0	-0.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	1,337.4	2,028.1	2,533.2	2,882.5	13.8%
Campground	91.6	92.5	93.6	98.2	103.1	111.1	93.0	121.4	158.3	157.2	157.1	0.0%
Private Home (VFR)	3,151.7	3,214.4	3,242.9	3,519.7	3,822.0	4,076.3	1,540.9	3,132.3	3,792.0	3,915.9	3,994.2	2.0%
Seasonal Home	165.5	162.2	164.4	172.6	186.2	190.6	340.0	306.3	340.3	347.6	353.9	1.8%
Day Travel	5,166.1	5,284.9	5,419.0	5,638.0	5,932.7	6,101.6	1,390.7	2,930.5	4,421.5	4,696.6	4,780.1	1.8%
<b>Total</b>	<b>8,574.9</b>	<b>8,754.0</b>	<b>8,920.0</b>	<b>9,428.5</b>	<b>10,044.0</b>	<b>10,479.6</b>	<b>3,364.7</b>	<b>17,015.8</b>	<b>23,537.0</b>	<b>25,636.3</b>	<b>26,023.8</b>	<b>1.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	4,099.4	4,576.2	5,126.4	5,498.4	5,693.9	5,776.2	2,697.5	4,217.8	6,217.4	6,760.4	6,783.8	0.3%
Food Service	5,043.1	5,379.6	5,787.2	6,133.4	6,568.9	6,725.1	2,752.0	4,402.4	5,745.5	6,375.1	6,637.9	4.1%
Food Stores	586.7	615.4	628.8	640.0	659.7	666.8	288.8	564.4	744.7	850.4	880.0	3.5%
Arts, Ent. & Rec.	3,093.3	3,222.1	3,395.1	3,513.1	3,672.9	3,665.1	1,426.6	2,304.7	2,868.0	3,144.6	3,259.0	3.6%
Retail Sales	2,658.9	2,772.6	2,881.9	3,093.8	3,334.4	3,483.0	1,299.0	2,187.2	2,762.9	2,911.3	2,878.1	-1.1%
Visitor Air	1,906.3	1,971.5	2,017.0	2,115.6	2,267.5	2,332.7	683.4	1,006.6	2,002.8	2,187.7	2,217.2	1.3%
Local Tran. & Gas	3,125.1	3,044.5	3,023.6	3,237.8	3,575.4	3,608.1	1,217.6	2,332.6	3,195.8	3,406.7	3,367.8	-1.1%
<b>Total</b>	<b>20,512.9</b>	<b>21,582.0</b>	<b>22,859.9</b>	<b>24,232.0</b>	<b>25,772.8</b>	<b>26,257.0</b>	<b>10,364.8</b>	<b>17,015.8</b>	<b>23,537.0</b>	<b>25,636.3</b>	<b>26,023.8</b>	<b>1.5%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Los Angeles County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	3,948.6	4,372.4	4,931.7	5,247.5	5,691.5	5,913.2	4,143.6	4,894.5	6,322.8	7,096.0	7,636.3	7.6%
Arts, Ent. & Rec.	2,208.8	2,401.5	2,530.4	2,574.5	2,785.9	2,926.3	2,085.2	2,392.8	2,670.9	2,627.5	2,408.9	-8.3%
Retail*	451.3	483.8	512.3	529.3	559.9	575.4	571.6	636.6	680.4	716.7	724.4	1.1%
Ground Trans.	378.6	420.2	471.7	514.6	650.6	694.6	282.3	281.7	334.3	415.3	382.0	-8.0%
Visitor Air	802.9	889.9	1,272.6	1,458.7	1,537.9	2,198.6	2,201.1	1,738.8	1,893.7	2,191.9	2,412.8	10.1%
Other travel**	1,516.6	1,668.7	2,111.5	2,364.4	2,504.2	3,188.6	2,949.6	2,548.5	2,953.7	3,346.3	3,764.4	12.5%
<b>Total</b>	<b>9,306.8</b>	<b>10,236.5</b>	<b>11,830.3</b>	<b>12,689.0</b>	<b>13,729.9</b>	<b>15,496.7</b>	<b>12,233.4</b>	<b>12,493.0</b>	<b>14,855.8</b>	<b>16,393.7</b>	<b>17,328.7</b>	<b>5.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	110,180	115,960	121,910	125,480	129,520	127,760	91,770	99,500	117,460	122,790	124,160	1.1%
Arts, Ent. & Rec.	26,740	29,230	30,590	30,210	32,160	32,730	21,670	24,590	30,500	32,000	32,600	1.9%
Retail*	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,240	13,530	13,610	13,430	-1.3%
Ground Trans.	9,020	9,620	10,150	10,410	12,340	13,170	8,360	8,040	9,530	10,830	10,600	-2.1%
Visitor Air	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	15,450	15,920	3.0%
Other travel**	23,080	24,050	26,660	28,190	28,760	32,950	28,200	23,780	25,100	26,240	27,160	3.5%
<b>Total</b>	<b>192,220</b>	<b>203,160</b>	<b>216,470</b>	<b>223,150</b>	<b>232,230</b>	<b>240,020</b>	<b>180,190</b>	<b>183,240</b>	<b>210,420</b>	<b>220,920</b>	<b>223,870</b>	<b>1.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Los Angeles County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1,061.8	1,162.4	1,291.1	1,452.5	1,558.9	1,638.8	1,031.5	1,328.9	1,652.9	1,644.7	1,665.1	1.2%
State**	1,126.5	1,142.0	1,168.1	1,171.2	1,292.6	1,371.2	752.6	1,061.3	1,220.4	1,256.2	1,294.7	3.1%
<b>Total</b>	<b>2,188.3</b>	<b>2,304.3</b>	<b>2,459.2</b>	<b>2,623.7</b>	<b>2,851.5</b>	<b>3,010.1</b>	<b>1,784.1</b>	<b>2,390.2</b>	<b>2,873.3</b>	<b>2,900.9</b>	<b>2,959.8</b>	<b>2.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	335.3	365.4	406.5	435.8	471.9	532.5	556.5	572.1	576.7	466.9	476.8	2.1%
Visitor	726.4	797.0	884.6	1,016.7	1,086.9	1,106.3	475.0	756.8	1,076.2	1,177.7	1,188.3	0.9%
<b>Total</b>	<b>1,061.8</b>	<b>1,162.4</b>	<b>1,291.1</b>	<b>1,452.5</b>	<b>1,558.9</b>	<b>1,638.8</b>	<b>1,031.5</b>	<b>1,328.9</b>	<b>1,652.9</b>	<b>1,644.7</b>	<b>1,665.1</b>	<b>1.2%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	303.7	325.5	353.8	331.8	337.2	377.6	358.0	394.2	423.0	385.7	401.2	4.0%
Visitor	822.8	816.4	814.4	839.3	955.4	993.7	394.6	667.1	797.4	870.5	893.6	2.7%
<b>Total</b>	<b>1,126.5</b>	<b>1,142.0</b>	<b>1,168.1</b>	<b>1,171.2</b>	<b>1,292.6</b>	<b>1,371.2</b>	<b>752.6</b>	<b>1,061.3</b>	<b>1,220.4</b>	<b>1,256.2</b>	<b>1,294.7</b>	<b>3.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# Madera County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	248.1	244.5	264.4	286.0	304.6	318.9	191.4	296.0	374.4	387.9	400.5	3.3%
Other travel*	27.0	24.3	26.6	30.3	34.7	36.1	13.9	21.2	32.0	32.7	32.0	-2.3%
<b>Total</b>	<b>275.1</b>	<b>268.8</b>	<b>291.0</b>	<b>316.2</b>	<b>339.3</b>	<b>355.0</b>	<b>205.3</b>	<b>317.2</b>	<b>406.4</b>	<b>420.6</b>	<b>432.5</b>	<b>2.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	116.3	117.2	133.9	148.0	156.3	163.1	119.5	171.2	210.0	220.7	230.2	4.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	87.4	106.4	106.3	106.7	0.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	83.8	103.6	114.4	123.5	7.9%
Campground	22.2	22.0	22.2	23.3	24.5	26.4	22.0	28.6	37.4	37.1	37.2	0.3%
Private Home (VFR)	37.9	35.5	35.6	38.7	42.8	45.7	13.7	44.3	49.8	51.2	52.6	2.7%
Seasonal Home	18.0	17.5	17.8	18.7	19.9	20.4	19.0	17.2	23.2	23.7	24.2	2.2%
Day Travel	53.6	52.3	54.8	57.1	61.1	63.4	17.2	34.7	54.0	55.2	56.3	2.1%
<b>Total</b>	<b>131.7</b>	<b>127.3</b>	<b>130.5</b>	<b>137.9</b>	<b>148.3</b>	<b>155.8</b>	<b>71.9</b>	<b>296.0</b>	<b>374.4</b>	<b>387.9</b>	<b>400.5</b>	<b>3.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	56.4	58.5	66.8	73.2	76.4	79.7	68.6	98.4	124.7	127.9	132.5	3.6%
Food Service	65.0	66.2	73.7	79.1	83.5	87.9	49.4	72.4	90.1	96.6	103.6	7.3%
Food Stores	14.0	14.1	14.6	14.9	15.2	15.8	10.7	21.8	27.5	29.9	30.6	2.2%
Arts, Ent. & Rec.	32.4	32.2	35.1	36.8	38.0	38.9	21.3	35.6	41.4	44.3	46.0	3.9%
Retail Sales	34.5	32.6	35.1	38.4	41.7	44.5	21.4	33.2	40.4	41.4	41.4	0.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	45.8	40.8	39.1	43.6	49.9	52.1	20.1	34.6	50.2	47.9	46.4	-3.1%
<b>Total</b>	<b>248.1</b>	<b>244.5</b>	<b>264.4</b>	<b>286.0</b>	<b>304.6</b>	<b>318.9</b>	<b>191.4</b>	<b>296.0</b>	<b>374.4</b>	<b>387.9</b>	<b>400.5</b>	<b>3.3%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Madera County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	55.4	60.0	69.4	77.4	81.8	87.7	79.9	100.8	116.1	98.3	143.3	45.7%
Arts, Ent. & Rec.	19.2	15.7	16.5	21.4	22.9	24.3	20.7	25.0	31.5	27.0	41.4	53.3%
Retail*	8.4	8.3	9.1	9.7	10.3	10.9	12.8	15.5	15.8	14.1	17.4	23.3%
Ground Trans.	3.7	3.8	4.5	5.3	7.6	8.3	3.0	3.0	3.1	2.8	3.6	28.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.0	1.1	2.3	2.7	2.8	3.1	3.2	4.0	4.3	5.3	6.5	22.7%
<b>Total</b>	<b>87.7</b>	<b>88.9</b>	<b>101.8</b>	<b>116.6</b>	<b>125.5</b>	<b>134.3</b>	<b>119.4</b>	<b>148.3</b>	<b>170.8</b>	<b>147.5</b>	<b>212.1</b>	<b>43.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,910	1,910	2,070	2,150	2,210	2,250	2,010	2,300	2,490	2,040	2,730	33.8%
Arts, Ent. & Rec.	1,200	890	990	1,380	1,550	1,510	1,220	1,340	1,700	1,350	1,930	43.0%
Retail*	270	260	280	300	300	310	340	380	370	320	380	18.8%
Ground Trans.	100	100	110	110	150	170	140	140	170	160	190	18.8%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	40	50	90	110	110	110	110	130	130	130	150	15.4%
<b>Total</b>	<b>3,520</b>	<b>3,210</b>	<b>3,540</b>	<b>4,050</b>	<b>4,320</b>	<b>4,350</b>	<b>3,820</b>	<b>4,290</b>	<b>4,860</b>	<b>4,000</b>	<b>5,380</b>	<b>34.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Madera County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	8.3	8.8	9.9	10.9	11.9	12.6	11.7	15.6	17.9	15.8	17.8	12.4%
State**	15.2	14.3	14.5	15.3	17.5	18.6	11.5	17.0	18.9	18.0	20.1	11.3%
<b>Total</b>	<b>23.5</b>	<b>23.1</b>	<b>24.5</b>	<b>26.3</b>	<b>29.4</b>	<b>31.2</b>	<b>23.2</b>	<b>32.6</b>	<b>36.8</b>	<b>33.9</b>	<b>37.9</b>	<b>11.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.9	2.9	3.2	3.5	3.8	4.1	4.9	6.1	5.9	3.7	5.2	38.8%
Visitor	5.4	5.9	6.7	7.4	8.1	8.5	6.8	9.6	12.0	12.1	12.6	4.3%
<b>Total</b>	<b>8.3</b>	<b>8.8</b>	<b>9.9</b>	<b>10.9</b>	<b>11.9</b>	<b>12.6</b>	<b>11.7</b>	<b>15.6</b>	<b>17.9</b>	<b>15.8</b>	<b>17.8</b>	<b>12.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.1	3.0	3.3	3.4	3.5	3.7	4.1	5.1	5.2	3.6	5.1	41.0%
Visitor	12.1	11.3	11.3	11.9	14.0	14.9	7.4	11.8	13.6	14.4	14.9	3.8%
<b>Total</b>	<b>15.2</b>	<b>14.3</b>	<b>14.5</b>	<b>15.3</b>	<b>17.5</b>	<b>18.6</b>	<b>11.5</b>	<b>17.0</b>	<b>18.9</b>	<b>18.0</b>	<b>20.1</b>	<b>11.3%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Marin County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	520.6	543.7	561.2	566.0	622.0	643.1	252.6	488.2	626.3	636.0	657.9	3.4%
Other travel*	169.6	171.5	170.0	164.9	174.4	195.2	111.7	196.0	278.3	293.4	295.4	0.7%
<b>Total</b>	<b>690.2</b>	<b>715.2</b>	<b>731.1</b>	<b>730.9</b>	<b>796.4</b>	<b>838.3</b>	<b>364.3</b>	<b>684.1</b>	<b>904.6</b>	<b>929.3</b>	<b>953.2</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	274.0	295.0	309.9	300.0	335.8	345.1	118.9	256.5	350.0	355.7	372.7	4.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	158.8	225.3	234.5	253.8	8.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	97.7	124.7	121.2	118.9	-1.9%
Campground	34.8	35.4	35.9	37.6	39.5	42.6	35.8	46.2	60.3	59.9	59.8	-0.1%
Private Home (VFR)	83.3	84.1	84.8	92.4	101.9	108.0	28.6	85.6	91.6	93.4	95.3	2.0%
Seasonal Home	31.3	31.1	31.6	33.6	37.2	38.1	41.1	37.0	41.2	42.1	42.6	1.3%
Day Travel	97.2	98.0	99.0	102.4	107.5	109.3	28.1	62.7	83.2	84.8	87.4	3.0%
<b>Total</b>	<b>246.6</b>	<b>248.7</b>	<b>251.3</b>	<b>266.1</b>	<b>286.2</b>	<b>297.9</b>	<b>133.7</b>	<b>488.2</b>	<b>626.3</b>	<b>636.0</b>	<b>657.9</b>	<b>3.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	139.0	154.9	164.3	158.6	177.4	184.2	85.4	165.1	208.1	203.9	209.3	2.7%
Food Service	147.0	154.2	161.9	164.3	177.4	182.9	65.8	125.8	164.8	174.7	183.8	5.2%
Food Stores	26.3	27.2	27.3	27.3	28.1	28.9	16.7	31.1	39.7	41.6	42.1	1.2%
Arts, Ent. & Rec.	82.2	84.2	86.7	86.0	90.7	91.0	31.1	63.9	78.3	81.7	86.3	5.7%
Retail Sales	72.8	74.1	75.4	80.6	91.7	97.6	34.4	64.5	79.9	81.2	83.0	2.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	53.3	49.1	45.5	49.2	56.7	58.5	19.2	37.7	55.6	53.0	53.4	0.7%
<b>Total</b>	<b>520.6</b>	<b>543.7</b>	<b>561.2</b>	<b>566.0</b>	<b>622.0</b>	<b>643.1</b>	<b>252.6</b>	<b>488.2</b>	<b>626.3</b>	<b>636.0</b>	<b>657.9</b>	<b>3.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Marin County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	162.1	170.5	188.5	197.1	209.6	221.4	150.5	174.8	220.6	225.7	231.8	2.7%
Arts, Ent. & Rec.	49.9	51.3	55.4	56.1	58.6	59.8	45.4	51.4	58.2	68.6	70.1	2.3%
Retail*	13.3	14.0	14.5	15.0	17.4	17.0	16.9	18.0	18.7	19.5	18.7	-4.3%
Ground Trans.	5.2	5.5	6.1	7.0	10.2	10.9	2.8	2.9	2.9	3.1	3.5	14.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	38.9	41.2	42.6	39.9	40.9	46.6	23.2	34.2	47.0	50.9	51.6	1.4%
<b>Total</b>	<b>269.4</b>	<b>282.5</b>	<b>307.1</b>	<b>315.1</b>	<b>336.7</b>	<b>355.7</b>	<b>238.7</b>	<b>281.3</b>	<b>347.4</b>	<b>367.7</b>	<b>375.7</b>	<b>2.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,390	3,390	3,450	3,510	3,620	3,650	2,490	2,640	3,100	3,100	3,120	0.6%
Arts, Ent. & Rec.	1,540	1,570	1,670	1,690	1,670	1,720	1,250	1,280	1,490	1,720	1,850	7.6%
Retail*	350	340	350	350	380	400	390	380	370	370	360	-2.7%
Ground Trans.	140	140	150	150	200	220	130	130	160	170	180	5.9%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	550	560	600	550	590	660	300	400	530	550	530	-3.6%
<b>Total</b>	<b>5,970</b>	<b>6,000</b>	<b>6,220</b>	<b>6,250</b>	<b>6,460</b>	<b>6,650</b>	<b>4,560</b>	<b>4,830</b>	<b>5,650</b>	<b>5,910</b>	<b>6,040</b>	<b>2.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Marin County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	27.6	29.8	31.1	30.8	34.8	36.8	20.4	30.2	35.8	32.8	33.4	1.8%
State**	29.7	29.5	29.2	29.0	32.3	34.0	17.4	27.2	31.5	31.0	32.0	3.3%
<b>Total</b>	<b>57.3</b>	<b>59.3</b>	<b>60.3</b>	<b>59.9</b>	<b>67.1</b>	<b>70.8</b>	<b>37.7</b>	<b>57.4</b>	<b>67.3</b>	<b>63.8</b>	<b>65.4</b>	<b>2.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	9.5	9.9	10.3	10.1	10.9	11.5	10.2	11.9	12.5	9.7	9.6	-1.3%
Visitor	18.1	19.9	20.8	20.7	23.8	25.2	10.1	18.3	23.3	23.1	23.8	3.2%
<b>Total</b>	<b>27.6</b>	<b>29.8</b>	<b>31.1</b>	<b>30.8</b>	<b>34.8</b>	<b>36.8</b>	<b>20.4</b>	<b>30.2</b>	<b>35.8</b>	<b>32.8</b>	<b>33.4</b>	<b>1.8%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	8.7	8.9	9.2	8.6	8.6	9.1	7.5	9.3	10.3	8.8	8.8	0.4%
Visitor	21.0	20.5	20.1	20.4	23.7	24.9	9.8	17.9	21.3	22.2	23.2	4.5%
<b>Total</b>	<b>29.7</b>	<b>29.5</b>	<b>29.2</b>	<b>29.0</b>	<b>32.3</b>	<b>34.0</b>	<b>17.4</b>	<b>27.2</b>	<b>31.5</b>	<b>31.0</b>	<b>32.0</b>	<b>3.3%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Mariposa County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	417.7	450.8	455.6	468.0	433.7	464.0	254.2	304.8	421.7	392.7	472.2	20.2%
Other travel*	3.1	2.7	2.4	2.7	3.1	3.2	1.0	2.0	3.0	2.8	2.7	-3.6%
<b>Total</b>	<b>420.8</b>	<b>453.5</b>	<b>457.9</b>	<b>470.7</b>	<b>436.8</b>	<b>467.2</b>	<b>255.2</b>	<b>306.7</b>	<b>424.7</b>	<b>395.5</b>	<b>474.9</b>	<b>20.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	361.0	392.7	397.6	407.3	373.9	400.6	226.5	262.1	365.1	336.4	410.9	22.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	159.9	221.8	200.0	243.5	21.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	102.2	143.3	136.4	167.4	22.7%
Campground	2.7	2.6	2.7	2.8	2.9	3.1	2.6	3.4	4.5	4.4	4.4	-0.4%
Private Home (VFR)	9.5	8.8	8.5	9.3	9.8	10.8	3.5	11.0	11.9	12.2	12.4	1.9%
Seasonal Home	9.9	10.2	10.4	11.1	12.1	12.4	10.8	9.7	10.6	10.9	11.0	1.6%
Day Travel	34.7	36.5	36.5	37.5	35.1	37.1	10.8	18.6	29.5	28.8	33.5	16.1%
<b>Total</b>	<b>56.7</b>	<b>58.1</b>	<b>58.0</b>	<b>60.7</b>	<b>59.8</b>	<b>63.4</b>	<b>27.8</b>	<b>304.8</b>	<b>421.7</b>	<b>392.7</b>	<b>472.2</b>	<b>20.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	142.5	157.5	162.5	168.3	152.6	165.4	109.3	143.2	205.4	186.0	227.8	22.5%
Food Service	121.1	132.7	136.0	139.5	130.5	140.1	70.8	71.8	97.4	94.3	108.4	14.9%
Food Stores	9.2	9.9	9.7	9.6	8.9	9.4	4.8	12.5	17.0	17.1	20.1	17.5%
Arts, Ent. & Rec.	59.9	64.0	64.3	64.5	59.0	61.7	29.8	35.7	45.0	43.4	52.5	21.0%
Retail Sales	47.6	50.3	49.7	50.1	46.4	48.9	23.2	25.0	31.9	29.8	37.9	27.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	37.4	36.4	33.3	35.8	36.2	38.6	16.3	16.6	25.0	22.0	25.4	15.4%
<b>Total</b>	<b>417.7</b>	<b>450.8</b>	<b>455.6</b>	<b>468.0</b>	<b>433.7</b>	<b>464.0</b>	<b>254.2</b>	<b>304.8</b>	<b>421.7</b>	<b>392.7</b>	<b>472.2</b>	<b>20.2%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Mariposa County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	68.7	77.8	78.2	84.5	72.8	83.1	78.3	95.1	141.6	144.7	166.2	14.9%
Arts, Ent. & Rec.	14.2	16.7	14.3	13.9	9.6	10.3	5.9	10.6	10.7	10.0	12.2	22.0%
Retail*	11.5	12.5	12.7	13.8	13.0	13.4	13.2	15.2	13.7	15.4	15.7	2.0%
Ground Trans.	4.5	5.0	5.4	6.1	7.8	8.7	2.9	0.0	0.0	0.0	0.0	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.5	0.3	0.4	0.3	-7.7%
<b>Total</b>	<b>99.1</b>	<b>112.1</b>	<b>110.7</b>	<b>118.5</b>	<b>103.3</b>	<b>115.6</b>	<b>100.4</b>	<b>121.4</b>	<b>166.3</b>	<b>170.5</b>	<b>194.5</b>	<b>14.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,990	3,120	2,880	3,080	2,680	2,850	2,760	3,050	4,150	4,280	4,540	6.1%
Arts, Ent. & Rec.	840	900	860	760	580	690	440	880	990	1,020	1,130	10.8%
Retail*	400	410	400	410	400	380	340	380	320	340	340	0.0%
Ground Trans.	120	130	130	130	150	170	140	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	20	10	20	10	-50.0%
<b>Total</b>	<b>4,360</b>	<b>4,570</b>	<b>4,280</b>	<b>4,390</b>	<b>3,820</b>	<b>4,100</b>	<b>3,690</b>	<b>4,330</b>	<b>5,470</b>	<b>5,660</b>	<b>6,020</b>	<b>6.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Mariposa County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	18.7	20.6	21.0	21.7	20.0	21.8	15.7	21.3	29.0	25.5	30.6	20.0%
State**	13.2	14.0	13.5	13.4	12.6	13.7	9.0	11.3	14.3	13.2	15.3	16.4%
<b>Total</b>	<b>31.9</b>	<b>34.5</b>	<b>34.5</b>	<b>35.2</b>	<b>32.6</b>	<b>35.4</b>	<b>24.6</b>	<b>32.6</b>	<b>43.3</b>	<b>38.7</b>	<b>45.9</b>	<b>18.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.3	3.7	3.5	3.6	3.2	3.6	4.1	5.3	6.2	4.7	5.1	10.2%
Visitor	15.4	16.9	17.5	18.1	16.8	18.2	11.5	16.0	22.8	20.8	25.4	22.2%
<b>Total</b>	<b>18.7</b>	<b>20.6</b>	<b>21.0</b>	<b>21.7</b>	<b>20.0</b>	<b>21.8</b>	<b>15.7</b>	<b>21.3</b>	<b>29.0</b>	<b>25.5</b>	<b>30.6</b>	<b>20.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.7	4.1	3.9	3.8	3.2	3.5	3.8	4.3	5.3	4.5	5.1	12.6%
Visitor	9.5	9.9	9.6	9.6	9.4	10.1	5.1	7.0	9.0	8.7	10.2	18.3%
<b>Total</b>	<b>13.2</b>	<b>14.0</b>	<b>13.5</b>	<b>13.4</b>	<b>12.6</b>	<b>13.7</b>	<b>9.0</b>	<b>11.3</b>	<b>14.3</b>	<b>13.2</b>	<b>15.3</b>	<b>16.4%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Mendocino County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	365.9	384.3	421.8	451.6	435.2	466.8	294.1	464.5	513.0	509.0	517.7	1.7%
Other travel*	16.2	14.4	12.8	14.4	16.5	17.2	5.8	11.5	17.2	16.8	16.3	-2.7%
<b>Total</b>	<b>382.1</b>	<b>398.7</b>	<b>434.6</b>	<b>465.9</b>	<b>451.7</b>	<b>484.0</b>	<b>299.8</b>	<b>476.0</b>	<b>530.2</b>	<b>525.8</b>	<b>534.1</b>	<b>1.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	214.6	233.7	267.2	289.3	267.4	286.3	188.6	295.1	297.4	292.2	300.1	2.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	177.4	186.9	176.9	182.1	3.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	117.7	110.5	115.3	118.0	2.3%
Campground	40.8	41.5	41.9	44.0	46.2	49.8	41.8	54.1	70.6	70.1	69.5	-0.9%
Private Home (VFR)	46.6	43.6	44.1	46.8	49.0	54.2	17.8	58.8	63.3	64.4	65.1	1.0%
Seasonal Home	13.7	14.1	14.4	15.2	16.6	17.0	28.1	25.2	31.7	32.5	32.8	1.0%
Day Travel	50.2	51.4	54.1	56.2	56.1	59.5	17.7	31.2	49.9	49.8	50.3	1.0%
<b>Total</b>	<b>151.3</b>	<b>150.6</b>	<b>154.6</b>	<b>162.2</b>	<b>167.8</b>	<b>180.5</b>	<b>105.4</b>	<b>464.5</b>	<b>513.0</b>	<b>509.0</b>	<b>517.7</b>	<b>1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	93.9	104.2	121.4	130.6	123.0	134.3	109.2	166.2	171.9	164.8	164.2	-0.3%
Food Service	106.9	114.8	127.7	136.4	130.1	139.0	80.2	120.9	135.8	139.9	146.9	5.0%
Food Stores	21.4	22.4	23.0	23.3	22.8	24.1	16.2	34.1	38.7	40.6	41.2	1.4%
Arts, Ent. & Rec.	54.3	56.9	61.9	64.5	60.4	62.8	35.1	58.8	61.3	62.7	66.2	5.5%
Retail Sales	42.7	42.1	45.5	49.6	48.9	53.2	28.4	44.7	49.5	49.1	48.4	-1.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	46.8	43.8	42.2	47.1	50.0	53.4	25.0	39.8	55.8	51.8	50.8	-1.9%
<b>Total</b>	<b>365.9</b>	<b>384.3</b>	<b>421.8</b>	<b>451.6</b>	<b>435.2</b>	<b>466.8</b>	<b>294.1</b>	<b>464.5</b>	<b>513.0</b>	<b>509.0</b>	<b>517.7</b>	<b>1.7%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Mendocino County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	120.7	129.0	149.2	162.1	161.8	177.8	136.6	170.6	186.3	203.3	212.8	4.7%
Arts, Ent. & Rec.	36.9	34.4	35.6	37.8	26.5	28.4	15.9	18.5	24.7	26.1	27.3	4.8%
Retail*	9.9	10.2	11.1	11.6	11.3	12.0	12.5	13.8	14.5	15.1	14.8	-2.6%
Ground Trans.	4.2	4.6	5.4	6.4	8.4	9.3	3.6	3.5	3.6	3.7	4.1	11.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.8	0.9	1.0	1.1	1.2	1.2	1.0	1.1	1.5	2.0	2.0	1.4%
<b>Total</b>	<b>172.5</b>	<b>179.1</b>	<b>202.3</b>	<b>219.0</b>	<b>209.1</b>	<b>228.6</b>	<b>169.5</b>	<b>207.6</b>	<b>230.6</b>	<b>250.2</b>	<b>260.9</b>	<b>4.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,570	3,560	3,880	4,120	3,920	4,160	3,210	3,620	3,900	3,960	3,970	0.3%
Arts, Ent. & Rec.	2,670	2,480	2,680	2,590	1,740	1,700	860	960	1,290	1,420	1,350	-4.9%
Retail*	310	310	320	330	310	320	310	320	320	320	310	-3.1%
Ground Trans.	110	120	130	140	160	190	170	160	190	200	220	10.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	30	30	30	30	20	30	30	30	30	0.0%
<b>Total</b>	<b>6,690</b>	<b>6,500</b>	<b>7,040</b>	<b>7,210</b>	<b>6,160</b>	<b>6,400</b>	<b>4,570</b>	<b>5,090</b>	<b>5,730</b>	<b>5,930</b>	<b>5,880</b>	<b>-0.8%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Mendocino County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	16.2	17.5	18.5	20.1	22.3	24.3	19.6	27.7	28.0	25.7	25.8	0.5%
State**	19.5	19.5	20.3	20.9	20.5	22.2	14.7	21.4	22.6	22.1	22.7	2.9%
<b>Total</b>	<b>35.7</b>	<b>37.0</b>	<b>38.8</b>	<b>41.0</b>	<b>42.7</b>	<b>46.4</b>	<b>34.3</b>	<b>49.1</b>	<b>50.6</b>	<b>47.8</b>	<b>48.5</b>	<b>1.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	5.7	5.8	6.3	6.6	6.7	7.3	7.2	8.8	8.3	6.6	6.7	0.7%
Visitor	10.6	11.6	12.2	13.5	15.6	17.0	12.4	18.9	19.7	19.1	19.2	0.4%
<b>Total</b>	<b>16.2</b>	<b>17.5</b>	<b>18.5</b>	<b>20.1</b>	<b>22.3</b>	<b>24.3</b>	<b>19.6</b>	<b>27.7</b>	<b>28.0</b>	<b>25.7</b>	<b>25.8</b>	<b>0.5%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	5.8	5.9	6.3	6.3	5.3	5.8	5.5	6.7	6.6	5.8	5.9	2.4%
Visitor	13.7	13.6	14.0	14.6	15.2	16.4	9.1	14.6	16.0	16.3	16.8	3.0%
<b>Total</b>	<b>19.5</b>	<b>19.5</b>	<b>20.3</b>	<b>20.9</b>	<b>20.5</b>	<b>22.2</b>	<b>14.7</b>	<b>21.4</b>	<b>22.6</b>	<b>22.1</b>	<b>22.7</b>	<b>2.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Merced County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	217.8	219.4	209.5	228.7	246.1	259.9	134.9	246.1	272.5	299.2	299.4	0.0%
Other travel*	46.5	41.3	36.3	41.5	50.1	51.4	15.7	32.9	51.4	48.4	46.7	-3.6%
<b>Total</b>	<b>264.3</b>	<b>260.7</b>	<b>245.8</b>	<b>270.2</b>	<b>296.2</b>	<b>311.3</b>	<b>150.6</b>	<b>278.9</b>	<b>324.0</b>	<b>347.7</b>	<b>346.0</b>	<b>-0.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	69.8	76.3	72.7	77.5	82.3	87.2	79.0	94.2	82.0	104.4	102.5	-1.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	88.3	77.3	95.8	92.2	-3.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	5.9	4.8	8.6	10.3	19.4%
Campground	7.2	7.3	7.4	7.8	8.2	8.8	7.4	9.6	12.5	12.4	12.3	-0.3%
Private Home (VFR)	78.0	73.8	69.8	79.7	88.1	94.3	25.5	99.7	113.4	115.5	117.4	1.7%
Seasonal Home	15.7	15.3	15.6	16.4	17.5	17.9	12.0	10.9	16.8	17.1	17.4	1.6%
Day Travel	47.1	46.7	44.1	47.3	50.1	51.8	10.9	31.8	47.8	49.8	49.7	-0.1%
<b>Total</b>	<b>148.0</b>	<b>143.1</b>	<b>136.9</b>	<b>151.2</b>	<b>163.9</b>	<b>172.7</b>	<b>55.8</b>	<b>246.1</b>	<b>272.5</b>	<b>299.2</b>	<b>299.4</b>	<b>0.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	36.2	40.1	39.9	42.3	44.6	47.3	36.8	43.9	44.5	53.4	51.6	-3.4%
Food Service	58.0	61.2	60.6	64.6	67.8	71.2	40.1	75.2	79.9	90.3	93.7	3.8%
Food Stores	12.2	12.5	12.1	12.5	12.7	13.0	6.8	14.7	17.1	18.7	19.1	2.0%
Arts, Ent. & Rec.	27.8	28.7	27.8	29.0	29.7	30.4	16.7	30.0	30.8	34.4	35.4	2.7%
Retail Sales	27.9	26.4	25.3	29.9	34.1	38.7	17.9	38.2	41.7	44.4	43.9	-1.1%
Visitor Air	0.0	0.0	0.0	0.7	0.6	0.3	0.3	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	55.6	50.4	43.9	49.7	56.7	58.9	16.3	44.0	58.6	58.0	55.7	-4.0%
<b>Total</b>	<b>217.8</b>	<b>219.4</b>	<b>209.5</b>	<b>228.7</b>	<b>246.1</b>	<b>259.9</b>	<b>134.9</b>	<b>246.1</b>	<b>272.5</b>	<b>299.2</b>	<b>299.4</b>	<b>0.0%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Merced County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	38.6	43.2	44.4	46.6	49.7	53.0	48.9	58.5	66.4	75.1	81.5	8.6%
Arts, Ent. & Rec.	19.2	18.7	18.5	19.7	20.9	20.8	10.8	16.1	29.8	28.7	33.7	17.1%
Retail*	6.7	6.8	6.8	7.4	7.8	8.4	8.6	9.9	10.9	11.5	11.6	1.1%
Ground Trans.	4.0	4.2	4.4	5.3	7.5	8.1	2.5	2.4	2.5	2.5	2.8	10.3%
Visitor Air	0.0	0.0	0.0	1.4	0.5	0.5	1.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.5	1.6	1.8	2.3	3.5	3.7	3.7	2.1	2.7	2.9	3.0	0.7%
<b>Total</b>	<b>70.0</b>	<b>74.5</b>	<b>75.9</b>	<b>82.7</b>	<b>89.8</b>	<b>94.5</b>	<b>75.6</b>	<b>89.0</b>	<b>112.2</b>	<b>120.7</b>	<b>132.5</b>	<b>9.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,530	1,610	1,550	1,570	1,580	1,630	1,480	1,620	1,780	1,890	1,870	-1.1%
Arts, Ent. & Rec.	1,240	1,130	1,080	1,140	1,090	1,060	560	770	1,300	1,340	1,430	6.7%
Retail*	250	240	230	240	250	260	240	260	260	260	260	0.0%
Ground Trans.	110	110	110	110	150	160	120	110	130	140	140	0.0%
Visitor Air	0	0	0	10	0	10	10	0	0	0	0	NA
Other travel**	60	60	70	70	80	80	90	60	70	70	70	0.0%
<b>Total</b>	<b>3,190</b>	<b>3,150</b>	<b>3,040</b>	<b>3,140</b>	<b>3,150</b>	<b>3,200</b>	<b>2,500</b>	<b>2,820</b>	<b>3,540</b>	<b>3,700</b>	<b>3,770</b>	<b>1.9%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Merced County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	5.8	6.3	6.2	7.2	8.1	8.6	7.1	10.1	10.4	10.6	10.7	0.9%
State**	16.9	16.1	14.7	15.5	18.6	19.8	10.0	17.8	18.8	19.7	20.3	3.2%
<b>Total</b>	<b>22.8</b>	<b>22.4</b>	<b>20.9</b>	<b>22.7</b>	<b>26.7</b>	<b>28.5</b>	<b>17.1</b>	<b>27.8</b>	<b>29.1</b>	<b>30.3</b>	<b>31.1</b>	<b>2.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.2	2.4	2.3	2.6	2.8	3.0	3.2	3.8	4.1	3.2	3.4	5.9%
Visitor	3.6	3.9	3.9	4.7	5.3	5.7	4.0	6.3	6.3	7.4	7.3	-1.4%
<b>Total</b>	<b>5.8</b>	<b>6.3</b>	<b>6.2</b>	<b>7.2</b>	<b>8.1</b>	<b>8.6</b>	<b>7.1</b>	<b>10.1</b>	<b>10.4</b>	<b>10.6</b>	<b>10.7</b>	<b>0.9%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.6	2.7	2.6	2.5	2.5	2.6	2.6	3.0	3.4	2.9	3.2	7.9%
Visitor	14.4	13.4	12.2	13.0	16.1	17.2	7.4	14.8	15.4	16.8	17.2	2.3%
<b>Total</b>	<b>16.9</b>	<b>16.1</b>	<b>14.7</b>	<b>15.5</b>	<b>18.6</b>	<b>19.8</b>	<b>10.0</b>	<b>17.8</b>	<b>18.8</b>	<b>19.7</b>	<b>20.3</b>	<b>3.2%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Modoc County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	22.6	22.7	23.1	24.6	25.7	27.9	20.4	23.8	27.9	27.4	27.2	-0.6%
Other travel*	1.6	1.4	1.2	1.3	1.5	1.6	0.5	1.0	1.5	1.4	1.4	-3.6%
<b>Total</b>	<b>24.2</b>	<b>24.0</b>	<b>24.3</b>	<b>25.9</b>	<b>27.3</b>	<b>29.5</b>	<b>20.9</b>	<b>24.7</b>	<b>29.4</b>	<b>28.8</b>	<b>28.5</b>	<b>-0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6.8	7.3	7.7	8.2	8.5	9.5	9.4	7.4	7.7	7.1	7.1	0.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	6.2	6.4	5.7	5.6	-1.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.2	1.3	1.4	1.5	7.7%
Campground	4.1	4.1	4.1	4.3	4.5	4.9	4.1	5.3	6.9	6.8	6.8	-1.2%
Private Home (VFR)	4.7	4.3	4.2	4.6	4.9	5.3	1.8	5.4	5.8	6.0	5.9	-0.9%
Seasonal Home	1.3	1.4	1.4	1.5	1.6	1.7	2.6	2.4	2.7	2.7	2.7	-0.3%
Day Travel	5.7	5.7	5.7	6.0	6.2	6.6	2.5	3.3	4.8	4.7	4.7	-0.9%
<b>Total</b>	<b>15.8</b>	<b>15.4</b>	<b>15.4</b>	<b>16.4</b>	<b>17.2</b>	<b>18.4</b>	<b>11.0</b>	<b>23.8</b>	<b>27.9</b>	<b>27.4</b>	<b>27.2</b>	<b>-0.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	3.8	4.1	4.4	4.7	4.9	5.4	6.2	5.3	5.9	5.5	5.5	0.0%
Food Service	6.7	6.9	7.2	7.6	7.9	8.5	5.8	7.0	8.0	8.1	7.8	-3.6%
Food Stores	1.9	2.0	2.0	2.0	2.0	2.1	1.5	2.3	2.8	2.9	2.9	1.7%
Arts, Ent. & Rec.	3.6	3.6	3.7	3.8	3.9	4.1	2.6	3.2	3.6	3.6	3.7	3.9%
Retail Sales	2.9	2.7	2.7	3.0	3.3	3.7	2.2	2.9	3.3	3.3	3.3	-0.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	3.7	3.4	3.1	3.4	3.9	4.1	2.1	3.0	4.3	4.0	3.9	-1.1%
<b>Total</b>	<b>22.6</b>	<b>22.7</b>	<b>23.1</b>	<b>24.6</b>	<b>25.7</b>	<b>27.9</b>	<b>20.4</b>	<b>23.8</b>	<b>27.9</b>	<b>27.4</b>	<b>27.2</b>	<b>-0.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# Modoc County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	6.8	6.7	7.4	7.9	7.7	8.7	9.0	10.7	12.5	14.1	15.9	12.8%
Arts, Ent. & Rec.	0.9	0.9	0.9	1.0	1.0	1.1	0.9	1.1	1.4	1.8	2.0	9.3%
Retail*	1.0	1.0	1.0	1.0	1.0	1.1	1.3	2.2	1.9	1.8	1.7	-6.3%
Ground Trans.	0.3	0.3	0.3	0.4	0.6	0.6	0.3	0.4	0.3	0.4	0.4	18.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.2	0.1	0.1	9.7%
<b>Total</b>	<b>9.1</b>	<b>8.9</b>	<b>9.8</b>	<b>10.4</b>	<b>10.4</b>	<b>11.6</b>	<b>11.5</b>	<b>14.6</b>	<b>16.3</b>	<b>18.2</b>	<b>20.1</b>	<b>10.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	240	220	220	220	210	230	220	250	270	270	270	0.0%
Arts, Ent. & Rec.	40	40	40	30	30	40	30	30	40	40	40	0.0%
Retail*	40	30	30	30	30	30	30	40	30	30	30	0.0%
Ground Trans.	10	10	10	10	10	10	10	10	20	20	20	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	0	0	0	0	0	0	0	10	0	0	0	NA
<b>Total</b>	<b>330</b>	<b>300</b>	<b>300</b>	<b>290</b>	<b>280</b>	<b>310</b>	<b>290</b>	<b>340</b>	<b>360</b>	<b>360</b>	<b>360</b>	<b>0.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Modoc County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	0.6	0.6	0.7	0.7	0.7	0.8	0.9	1.0	1.1	0.9	1.0	2.9%
State**	1.3	1.3	1.3	1.3	1.4	1.5	1.2	1.5	1.6	1.6	1.6	3.0%
<b>Total</b>	<b>2.0</b>	<b>1.9</b>	<b>1.9</b>	<b>2.0</b>	<b>2.2</b>	<b>2.4</b>	<b>2.1</b>	<b>2.6</b>	<b>2.7</b>	<b>2.5</b>	<b>2.6</b>	<b>2.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.6	0.5	0.4	0.5	6.8%
Visitor	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	-0.5%
<b>Total</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.8</b>	<b>0.9</b>	<b>1.0</b>	<b>1.1</b>	<b>0.9</b>	<b>1.0</b>	<b>2.9%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5	0.5	8.5%
Visitor	1.0	1.0	0.9	1.0	1.1	1.2	0.7	1.0	1.1	1.1	1.1	0.7%
<b>Total</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.4</b>	<b>1.5</b>	<b>1.2</b>	<b>1.5</b>	<b>1.6</b>	<b>1.6</b>	<b>1.6</b>	<b>3.0%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Mono County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	471.5	492.4	545.9	612.9	622.3	667.4	435.4	578.3	694.6	714.2	711.5	-0.4%
Other travel*	2.9	2.6	2.4	2.9	3.4	3.6	1.4	1.5	2.3	2.2	2.1	-3.6%
<b>Total</b>	<b>474.4</b>	<b>495.0</b>	<b>548.3</b>	<b>615.8</b>	<b>625.7</b>	<b>671.0</b>	<b>436.8</b>	<b>579.8</b>	<b>696.9</b>	<b>716.3</b>	<b>713.5</b>	<b>-0.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	359.2	379.7	429.9	487.5	490.0	529.3	317.5	446.5	537.0	554.0	549.7	-0.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	185.1	229.7	220.9	227.4	2.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	261.4	307.3	333.0	322.3	-3.2%
Campground	32.4	32.1	32.5	34.1	35.8	38.6	32.4	42.2	55.1	54.7	54.9	0.4%
Private Home (VFR)	8.4	7.7	7.8	9.7	10.3	10.0	3.1	8.1	8.6	8.9	9.1	2.5%
Seasonal Home	39.3	40.2	40.9	43.7	47.7	48.9	66.8	60.0	59.3	60.7	61.9	2.0%
Day Travel	32.2	32.6	34.8	37.8	38.5	40.5	15.6	21.5	34.6	36.0	35.8	-0.3%
<b>Total</b>	<b>112.3</b>	<b>112.7</b>	<b>116.0</b>	<b>125.4</b>	<b>132.3</b>	<b>138.0</b>	<b>117.9</b>	<b>578.3</b>	<b>694.6</b>	<b>714.2</b>	<b>711.5</b>	<b>-0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	154.1	165.6	188.9	214.2	212.6	234.4	175.7	250.6	310.2	314.4	311.1	-1.0%
Food Service	133.9	141.8	159.9	178.1	181.5	194.5	118.9	132.8	157.7	166.6	168.5	1.1%
Food Stores	17.1	17.6	18.4	19.3	19.3	20.4	14.8	38.6	45.7	50.0	48.5	-3.0%
Arts, Ent. & Rec.	67.4	69.6	76.7	83.2	82.9	86.5	52.3	74.5	80.0	84.6	84.9	0.4%
Retail Sales	49.4	51.3	56.0	62.2	64.5	67.4	40.7	45.6	50.5	51.1	51.1	0.0%
Visitor Air	0.0	0.0	0.0	2.6	2.6	1.6	0.8	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	49.7	46.4	46.0	53.3	58.9	62.6	32.2	36.1	50.5	47.5	47.3	-0.4%
<b>Total</b>	<b>471.5</b>	<b>492.4</b>	<b>545.9</b>	<b>612.9</b>	<b>622.3</b>	<b>667.4</b>	<b>435.4</b>	<b>578.3</b>	<b>694.6</b>	<b>714.2</b>	<b>711.5</b>	<b>-0.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Mono County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	71.1	75.2	87.9	106.6	108.3	121.4	84.2	124.4	150.9	158.4	153.9	-2.8%
Arts, Ent. & Rec.	37.2	42.0	44.0	43.5	48.8	51.7	39.5	40.9	52.3	55.3	62.4	13.0%
Retail*	10.3	10.9	12.1	13.4	13.6	13.7	13.7	15.3	16.2	15.9	17.0	7.2%
Ground Trans.	5.4	5.7	6.8	8.5	11.8	13.1	5.2	5.2	5.3	5.4	6.1	12.9%
Visitor Air	0.0	0.0	0.0	5.1	5.2	6.6	6.7	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.3	0.3	0.8	1.0	1.4	0.9	0.1	0.1	0.1	0.1	14.2%
<b>Total</b>	<b>124.3</b>	<b>134.1</b>	<b>151.0</b>	<b>177.8</b>	<b>188.6</b>	<b>207.8</b>	<b>150.2</b>	<b>185.8</b>	<b>224.7</b>	<b>235.0</b>	<b>239.6</b>	<b>1.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,230	2,270	2,420	2,730	2,840	3,090	2,160	3,090	3,480	3,760	3,420	-9.0%
Arts, Ent. & Rec.	1,720	2,160	2,250	2,250	2,340	2,280	1,560	1,620	1,890	1,810	2,010	11.0%
Retail*	350	350	350	350	370	360	330	340	340	310	320	3.2%
Ground Trans.	150	150	160	180	230	260	250	240	290	300	320	6.7%
Visitor Air	0	0	0	50	50	70	60	0	0	0	0	NA
Other travel**	10	10	10	20	20	20	10	0	0	0	0	NA
<b>Total</b>	<b>4,460</b>	<b>4,940</b>	<b>5,190</b>	<b>5,580</b>	<b>5,850</b>	<b>6,080</b>	<b>4,370</b>	<b>5,290</b>	<b>6,000</b>	<b>6,180</b>	<b>6,070</b>	<b>-1.8%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Mono County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	26.3	28.7	32.8	37.0	37.6	41.4	30.0	37.5	45.1	43.9	43.4	-1.0%
State**	15.7	15.9	16.9	18.3	19.3	20.8	15.0	20.7	23.1	22.7	22.9	1.2%
<b>Total</b>	<b>42.0</b>	<b>44.6</b>	<b>49.7</b>	<b>55.3</b>	<b>56.8</b>	<b>62.3</b>	<b>45.0</b>	<b>58.2</b>	<b>68.2</b>	<b>66.6</b>	<b>66.4</b>	<b>-0.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.1	4.4	4.8	5.4	5.8	6.4	6.1	7.6	7.8	6.0	5.9	-1.6%
Visitor	22.2	24.3	28.0	31.6	31.7	35.0	23.8	29.9	37.3	37.9	37.6	-1.0%
<b>Total</b>	<b>26.3</b>	<b>28.7</b>	<b>32.8</b>	<b>37.0</b>	<b>37.6</b>	<b>41.4</b>	<b>30.0</b>	<b>37.5</b>	<b>45.1</b>	<b>43.9</b>	<b>43.4</b>	<b>-1.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.5	4.8	5.1	5.6	5.5	6.0	5.8	6.8	7.4	6.3	6.3	0.0%
Visitor	11.2	11.1	11.8	12.8	13.8	14.8	9.2	13.9	15.7	16.4	16.7	1.6%
<b>Total</b>	<b>15.7</b>	<b>15.9</b>	<b>16.9</b>	<b>18.3</b>	<b>19.3</b>	<b>20.8</b>	<b>15.0</b>	<b>20.7</b>	<b>23.1</b>	<b>22.7</b>	<b>22.9</b>	<b>1.2%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Monterey County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	2,501.1	2,609.6	2,673.8	2,725.7	3,030.3	3,127.6	1,511.9	2,345.6	2,844.3	2,846.8	3,013.9	5.9%
Other travel*	100.8	92.1	85.5	94.6	105.3	113.0	40.6	73.2	110.5	107.5	109.4	1.8%
<b>Total</b>	<b>2,601.9</b>	<b>2,701.7</b>	<b>2,759.3</b>	<b>2,820.2</b>	<b>3,135.6</b>	<b>3,240.5</b>	<b>1,552.5</b>	<b>2,418.8</b>	<b>2,954.8</b>	<b>2,954.3</b>	<b>3,123.3</b>	<b>5.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,797.2	1,893.2	1,951.7	1,964.1	2,214.3	2,280.8	1,145.1	1,736.7	2,055.8	2,050.1	2,195.8	7.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,556.0	1,839.3	1,830.0	1,954.4	6.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	180.7	216.6	220.0	241.4	9.7%
Campground	40.6	41.3	41.8	43.9	46.0	49.6	41.5	53.9	70.3	69.9	70.2	0.5%
Private Home (VFR)	154.3	157.9	156.8	172.6	190.6	205.0	71.2	199.7	223.3	226.3	232.9	2.9%
Seasonal Home	56.5	57.6	58.5	63.3	71.6	73.3	100.7	90.5	93.0	95.3	96.8	1.6%
Day Travel	452.4	459.7	465.0	481.7	507.8	518.8	153.5	264.7	401.7	405.3	418.1	3.2%
<b>Total</b>	<b>703.9</b>	<b>716.5</b>	<b>722.1</b>	<b>761.5</b>	<b>816.0</b>	<b>846.7</b>	<b>366.8</b>	<b>2,345.6</b>	<b>2,844.3</b>	<b>2,846.8</b>	<b>3,013.9</b>	<b>5.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	633.7	684.1	712.1	716.0	835.4	879.1	449.2	823.9	985.7	962.1	1,022.7	6.3%
Food Service	756.8	799.5	836.8	858.6	938.7	966.6	485.0	663.1	800.5	828.2	889.8	7.4%
Food Stores	70.0	72.8	73.0	72.9	76.2	77.7	43.4	69.0	86.2	90.2	93.6	3.9%
Arts, Ent. & Rec.	346.4	357.5	366.8	367.8	392.8	394.0	184.2	260.4	298.9	304.8	326.6	7.2%
Retail Sales	436.8	454.2	459.1	468.8	509.0	519.7	240.7	340.3	403.5	401.3	406.8	1.4%
Visitor Air	17.1	17.6	18.0	17.5	17.5	23.8	6.9	14.2	29.2	30.0	35.4	17.9%
Local Tran. & Gas	240.2	223.8	207.9	224.0	260.7	266.7	102.6	174.8	240.3	230.2	238.9	3.8%
<b>Total</b>	<b>2,501.1</b>	<b>2,609.6</b>	<b>2,673.8</b>	<b>2,725.7</b>	<b>3,030.3</b>	<b>3,127.6</b>	<b>1,511.9</b>	<b>2,345.6</b>	<b>2,844.3</b>	<b>2,846.8</b>	<b>3,013.9</b>	<b>5.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Monterey County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	559.3	590.4	636.8	656.4	743.9	786.1	561.2	672.8	854.2	915.1	984.7	7.6%
Arts, Ent. & Rec.	365.4	385.8	387.9	396.7	438.6	454.5	348.6	374.4	461.3	537.4	587.1	9.2%
Retail*	70.2	75.0	77.3	76.0	85.3	86.4	87.0	97.7	101.8	107.9	111.0	2.8%
Ground Trans.	24.0	25.6	28.3	31.9	46.3	49.4	17.6	17.3	18.5	20.0	21.2	5.6%
Visitor Air	13.4	15.6	16.2	16.5	17.6	20.1	19.5	22.9	27.4	30.8	34.1	10.9%
Other travel**	17.5	18.5	19.6	21.3	22.1	23.5	22.3	24.3	27.0	30.4	34.2	12.4%
<b>Total</b>	<b>1,049.8</b>	<b>1,110.9</b>	<b>1,166.1</b>	<b>1,198.8</b>	<b>1,353.8</b>	<b>1,420.1</b>	<b>1,056.3</b>	<b>1,209.5</b>	<b>1,490.2</b>	<b>1,641.6</b>	<b>1,772.1</b>	<b>8.0%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	16,160	16,270	16,780	16,620	17,940	18,160	13,350	14,580	17,020	17,780	17,990	1.2%
Arts, Ent. & Rec.	4,660	4,710	4,770	4,670	5,070	5,360	3,750	4,020	4,910	5,460	5,850	7.1%
Retail*	2,130	2,170	2,200	2,090	2,270	2,220	2,090	2,180	2,180	2,190	2,220	1.4%
Ground Trans.	630	640	660	680	900	980	760	740	890	960	1,000	4.2%
Visitor Air	110	130	130	130	140	140	120	160	180	190	200	5.3%
Other travel**	280	290	310	320	320	310	270	300	310	320	340	6.3%
<b>Total</b>	<b>23,970</b>	<b>24,210</b>	<b>24,850</b>	<b>24,510</b>	<b>26,640</b>	<b>27,170</b>	<b>20,340</b>	<b>21,980</b>	<b>25,490</b>	<b>26,900</b>	<b>27,600</b>	<b>2.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Monterey County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	106.2	113.3	117.0	124.7	146.4	153.5	97.0	155.6	178.7	166.6	176.1	5.7%
State**	128.7	130.7	130.0	126.1	139.0	144.3	86.3	113.7	129.0	126.5	134.0	6.0%
<b>Total</b>	<b>234.9</b>	<b>244.1</b>	<b>247.0</b>	<b>250.8</b>	<b>285.4</b>	<b>297.8</b>	<b>183.2</b>	<b>269.3</b>	<b>307.7</b>	<b>293.1</b>	<b>310.1</b>	<b>5.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	33.4	35.0	35.4	36.7	42.0	44.1	43.4	53.1	55.5	44.8	46.7	4.3%
Visitor	72.8	78.3	81.6	88.0	104.4	109.4	53.6	102.5	123.3	121.8	129.4	6.2%
<b>Total</b>	<b>106.2</b>	<b>113.3</b>	<b>117.0</b>	<b>124.7</b>	<b>146.4</b>	<b>153.5</b>	<b>97.0</b>	<b>155.6</b>	<b>178.7</b>	<b>166.6</b>	<b>176.1</b>	<b>5.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	37.1	38.5	38.2	34.4	36.2	37.8	35.4	38.0	41.8	37.1	39.3	6.0%
Visitor	91.6	92.3	91.8	91.6	102.8	106.5	50.9	75.7	87.2	89.4	94.7	5.9%
<b>Total</b>	<b>128.7</b>	<b>130.7</b>	<b>130.0</b>	<b>126.1</b>	<b>139.0</b>	<b>144.3</b>	<b>86.3</b>	<b>113.7</b>	<b>129.0</b>	<b>126.5</b>	<b>134.0</b>	<b>6.0%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# Napa County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,366.9	1,431.5	1,567.9	1,597.0	1,722.3	1,784.1	958.8	1,318.9	1,661.5	1,912.5	1,978.0	3.4%
Other travel*	44.6	43.2	61.6	61.8	70.9	71.2	29.1	36.0	49.3	62.3	65.5	5.0%
<b>Total</b>	<b>1,411.5</b>	<b>1,474.7</b>	<b>1,629.4</b>	<b>1,658.8</b>	<b>1,793.2</b>	<b>1,855.3</b>	<b>987.9</b>	<b>1,354.9</b>	<b>1,710.8</b>	<b>1,974.8</b>	<b>2,043.5</b>	<b>3.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	975.0	1,032.7	1,148.7	1,163.6	1,287.0	1,335.0	745.9	990.2	1,240.9	1,453.9	1,509.6	3.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	903.1	1,131.6	1,339.4	1,393.5	4.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	87.0	109.3	114.5	116.1	1.4%
Campground	15.6	15.7	15.9	16.6	17.5	18.8	15.8	20.5	26.7	26.6	26.5	-0.1%
Private Home (VFR)	31.9	30.4	30.7	32.4	34.6	36.8	11.2	36.1	39.0	39.6	40.1	1.4%
Seasonal Home	19.1	20.8	21.2	22.5	25.1	25.7	45.8	40.9	45.3	46.5	47.0	1.1%
Day Travel	325.3	331.9	351.3	361.8	358.1	367.8	140.1	231.2	309.6	345.9	354.7	2.5%
<b>Total</b>	<b>391.9</b>	<b>398.8</b>	<b>419.1</b>	<b>433.3</b>	<b>435.3</b>	<b>449.1</b>	<b>212.9</b>	<b>1,318.9</b>	<b>1,661.5</b>	<b>1,912.5</b>	<b>1,978.0</b>	<b>3.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	392.6	426.7	484.7	488.6	546.4	572.3	280.8	470.4	611.4	678.6	692.8	2.1%
Food Service	365.1	385.5	426.1	440.0	473.3	494.4	293.5	353.7	440.2	531.3	562.7	5.9%
Food Stores	36.9	38.4	40.3	40.3	41.4	42.6	23.8	36.3	46.1	53.7	55.8	3.9%
Arts, Ent. & Rec.	247.8	255.3	276.0	278.9	290.2	295.2	161.5	199.6	237.3	279.7	298.2	6.6%
Retail Sales	244.5	250.5	266.7	269.2	279.8	285.2	154.3	194.3	235.6	270.4	266.2	-1.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	79.9	75.2	74.0	79.9	91.3	94.5	44.9	64.6	90.9	98.9	102.3	3.5%
<b>Total</b>	<b>1,366.9</b>	<b>1,431.5</b>	<b>1,567.9</b>	<b>1,597.0</b>	<b>1,722.3</b>	<b>1,784.1</b>	<b>958.8</b>	<b>1,318.9</b>	<b>1,661.5</b>	<b>1,912.5</b>	<b>1,978.0</b>	<b>3.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Napa County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	388.6	416.1	465.0	483.0	543.8	580.0	378.9	469.7	618.3	696.0	676.2	-2.8%
Arts, Ent. & Rec.	115.5	111.4	126.5	148.8	170.0	186.1	122.5	134.9	170.2	204.0	191.3	-6.2%
Retail*	37.2	39.2	42.4	41.8	42.1	42.7	44.1	46.5	50.1	54.8	53.2	-2.8%
Ground Trans.	10.3	11.0	12.8	14.7	21.7	23.4	9.1	8.9	9.2	9.9	10.5	6.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	7.1	7.6	14.3	13.9	15.8	15.6	11.0	8.6	11.0	16.6	18.0	8.7%
<b>Total</b>	<b>558.7</b>	<b>585.2</b>	<b>661.1</b>	<b>702.3</b>	<b>793.4</b>	<b>847.9</b>	<b>565.5</b>	<b>668.7</b>	<b>858.9</b>	<b>981.2</b>	<b>949.4</b>	<b>-3.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	9,370	9,500	9,880	9,910	10,490	10,650	7,050	7,970	9,770	10,720	10,190	-4.9%
Arts, Ent. & Rec.	5,210	4,840	5,210	5,960	6,370	6,440	4,030	4,570	6,320	6,890	7,180	4.2%
Retail*	1,090	1,080	1,170	1,120	1,130	1,100	1,090	1,040	1,080	1,120	1,080	-3.6%
Ground Trans.	280	280	310	310	420	470	430	420	500	560	560	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	160	160	210	210	200	200	140	120	150	150	150	0.0%
<b>Total</b>	<b>16,110</b>	<b>15,860</b>	<b>16,780</b>	<b>17,510</b>	<b>18,610</b>	<b>18,860</b>	<b>12,740</b>	<b>14,120</b>	<b>17,820</b>	<b>19,440</b>	<b>19,160</b>	<b>-1.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Napa County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	74.7	80.3	88.9	87.3	97.8	103.0	63.0	86.5	106.2	110.8	111.1	0.3%
State**	60.9	62.0	65.8	65.1	69.2	72.6	47.7	61.4	72.3	78.0	78.8	1.0%
<b>Total</b>	<b>135.5</b>	<b>142.2</b>	<b>154.7</b>	<b>152.4</b>	<b>167.0</b>	<b>175.6</b>	<b>110.7</b>	<b>147.8</b>	<b>178.5</b>	<b>188.8</b>	<b>190.0</b>	<b>0.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	18.8	19.5	21.2	21.6	24.7	26.4	23.3	27.3	29.7	24.9	23.3	-6.6%
Visitor	55.9	60.8	67.7	65.7	73.1	76.6	39.7	59.2	76.5	85.9	87.9	2.3%
<b>Total</b>	<b>74.7</b>	<b>80.3</b>	<b>88.9</b>	<b>87.3</b>	<b>97.8</b>	<b>103.0</b>	<b>63.0</b>	<b>86.5</b>	<b>106.2</b>	<b>110.8</b>	<b>111.1</b>	<b>0.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	19.4	19.9	21.4	20.9	22.0	23.3	19.9	24.5	28.2	26.2	24.9	-4.9%
Visitor	41.4	42.0	44.4	44.2	47.3	49.2	27.8	36.9	44.1	51.8	53.9	4.0%
<b>Total</b>	<b>60.9</b>	<b>62.0</b>	<b>65.8</b>	<b>65.1</b>	<b>69.2</b>	<b>72.6</b>	<b>47.7</b>	<b>61.4</b>	<b>72.3</b>	<b>78.0</b>	<b>78.8</b>	<b>1.0%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Nevada County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	288.4	303.1	325.2	347.6	370.0	395.8	259.0	421.7	469.8	486.0	502.7	3.4%
Other travel*	17.3	15.3	13.4	15.1	17.5	18.3	5.7	11.9	18.1	16.9	16.3	-3.6%
<b>Total</b>	<b>305.7</b>	<b>318.4</b>	<b>338.6</b>	<b>362.6</b>	<b>387.6</b>	<b>414.1</b>	<b>264.6</b>	<b>433.7</b>	<b>488.0</b>	<b>503.0</b>	<b>519.0</b>	<b>3.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	99.7	115.3	134.1	146.7	155.4	169.5	93.8	197.6	210.4	221.6	232.6	5.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	72.3	78.3	85.2	95.1	11.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	125.3	132.1	136.4	137.5	0.9%
Campground	26.5	26.3	26.6	27.9	29.3	31.6	26.5	34.3	44.8	44.5	44.6	0.1%
Private Home (VFR)	54.8	51.3	51.3	54.7	59.2	63.8	21.0	67.6	73.0	74.7	76.7	2.7%
Seasonal Home	43.8	45.4	46.2	49.0	53.5	54.8	86.2	77.4	72.5	74.2	75.8	2.1%
Day Travel	63.5	64.8	67.0	69.1	72.6	76.1	31.4	44.8	69.1	71.1	73.1	2.8%
<b>Total</b>	<b>188.7</b>	<b>187.7</b>	<b>191.1</b>	<b>200.8</b>	<b>214.6</b>	<b>226.3</b>	<b>165.1</b>	<b>421.7</b>	<b>469.8</b>	<b>486.0</b>	<b>502.7</b>	<b>3.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	58.2	65.6	74.2	80.5	83.9	91.1	73.8	121.7	132.7	132.8	134.8	1.5%
Food Service	88.5	95.8	105.0	110.8	116.5	124.5	79.1	121.1	133.8	144.0	154.1	7.0%
Food Stores	18.4	19.0	19.3	19.5	19.8	20.7	13.5	31.8	36.2	38.6	39.2	1.6%
Arts, Ent. & Rec.	48.0	50.5	54.1	55.6	57.1	59.4	38.0	62.3	64.7	68.7	72.2	5.1%
Retail Sales	35.4	35.1	37.4	42.3	48.5	53.1	32.6	49.4	54.0	55.5	56.0	1.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	39.9	37.1	35.1	38.9	44.4	47.1	22.0	35.4	48.4	46.4	46.4	-0.1%
<b>Total</b>	<b>288.4</b>	<b>303.1</b>	<b>325.2</b>	<b>347.6</b>	<b>370.0</b>	<b>395.8</b>	<b>259.0</b>	<b>421.7</b>	<b>469.8</b>	<b>486.0</b>	<b>502.7</b>	<b>3.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Nevada County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	79.1	84.0	95.2	103.1	113.6	124.4	99.9	123.3	148.8	156.6	171.3	9.4%
Arts, Ent. & Rec.	17.5	16.6	18.6	21.2	21.1	22.6	21.9	23.3	28.1	34.0	37.2	9.3%
Retail*	8.5	8.8	9.5	10.0	10.9	11.5	12.5	14.1	14.7	15.5	15.8	1.7%
Ground Trans.	3.2	3.5	4.0	4.7	6.8	7.5	3.1	3.1	3.2	5.6	3.7	-34.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.6	0.6	0.7	0.7	0.8	0.8	0.7	0.7	1.0	1.0	1.0	-0.7%
<b>Total</b>	<b>108.9</b>	<b>113.4</b>	<b>128.0</b>	<b>139.8</b>	<b>153.1</b>	<b>166.8</b>	<b>138.2</b>	<b>164.6</b>	<b>195.8</b>	<b>212.7</b>	<b>229.0</b>	<b>7.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,200	2,170	2,280	2,430	2,590	2,690	2,150	2,400	2,720	2,770	2,890	4.3%
Arts, Ent. & Rec.	820	740	770	840	820	850	750	720	840	950	940	-1.1%
Retail*	270	270	290	290	310	310	310	320	320	330	320	-3.0%
Ground Trans.	90	90	100	100	130	150	150	150	170	180	190	5.6%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	20	20	20	20	20	20	0.0%
<b>Total</b>	<b>3,400</b>	<b>3,290</b>	<b>3,460</b>	<b>3,680</b>	<b>3,870</b>	<b>4,020</b>	<b>3,380</b>	<b>3,610</b>	<b>4,070</b>	<b>4,250</b>	<b>4,360</b>	<b>2.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Nevada County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	9.2	10.1	11.3	12.7	14.2	15.5	12.4	19.7	21.3	20.1	20.7	3.0%
State**	15.7	15.7	16.1	16.5	18.4	19.8	13.7	20.0	21.4	21.6	22.7	5.0%
<b>Total</b>	<b>25.0</b>	<b>25.7</b>	<b>27.3</b>	<b>29.2</b>	<b>32.5</b>	<b>35.3</b>	<b>26.1</b>	<b>39.7</b>	<b>42.7</b>	<b>41.7</b>	<b>43.4</b>	<b>4.1%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.6	3.8	4.1	4.4	4.9	5.3	5.9	7.0	7.0	5.6	5.8	3.9%
Visitor	5.6	6.3	7.2	8.3	9.3	10.1	6.5	12.7	14.2	14.5	14.9	2.7%
<b>Total</b>	<b>9.2</b>	<b>10.1</b>	<b>11.3</b>	<b>12.7</b>	<b>14.2</b>	<b>15.5</b>	<b>12.4</b>	<b>19.7</b>	<b>21.3</b>	<b>20.1</b>	<b>20.7</b>	<b>3.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.7	3.8	4.0	4.0	4.0	4.3	4.6	5.4	5.7	5.0	5.3	5.5%
Visitor	12.0	11.9	12.0	12.5	14.4	15.5	9.1	14.5	15.6	16.5	17.3	4.9%
<b>Total</b>	<b>15.7</b>	<b>15.7</b>	<b>16.1</b>	<b>16.5</b>	<b>18.4</b>	<b>19.8</b>	<b>13.7</b>	<b>20.0</b>	<b>21.4</b>	<b>21.6</b>	<b>22.7</b>	<b>5.0%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Orange County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	10,397.5	11,229.0	11,964.4	12,251.7	12,186.3	12,673.3	5,919.6	9,572.1	13,425.7	14,174.1	14,412.0	1.7%
Other travel*	1,485.2	1,467.3	1,512.1	1,563.7	1,735.8	1,789.5	866.7	1,019.3	1,578.1	1,788.5	1,862.8	4.2%
<b>Total</b>	<b>11,882.7</b>	<b>12,696.3</b>	<b>13,476.5</b>	<b>13,815.5</b>	<b>13,922.1</b>	<b>14,462.8</b>	<b>6,786.2</b>	<b>10,591.4</b>	<b>15,003.8</b>	<b>15,962.6</b>	<b>16,274.7</b>	<b>2.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6,995.9	7,709.5	8,342.8	8,414.6	7,943.1	8,207.0	3,597.0	5,773.6	8,792.9	9,456.4	9,581.3	1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	5,188.4	7,869.1	8,296.5	8,306.5	0.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	585.2	923.8	1,159.9	1,274.8	9.9%
Campground	42.8	45.2	46.8	48.1	145.3	156.5	135.6	169.9	215.5	214.3	217.1	1.3%
Private Home (VFR)	1,374.9	1,451.8	1,477.1	1,640.7	1,847.8	2,013.1	950.3	1,993.0	2,232.2	2,254.5	2,298.2	1.9%
Seasonal Home	272.1	265.4	272.3	288.7	315.8	321.8	636.9	560.0	539.4	534.5	550.1	2.9%
Day Travel	1,711.8	1,757.2	1,825.3	1,859.5	1,934.3	1,974.9	599.8	1,075.6	1,645.7	1,714.4	1,765.3	3.0%
<b>Total</b>	<b>3,401.6</b>	<b>3,519.6</b>	<b>3,621.6</b>	<b>3,837.1</b>	<b>4,243.2</b>	<b>4,466.3</b>	<b>2,322.5</b>	<b>9,572.1</b>	<b>13,425.7</b>	<b>14,174.1</b>	<b>14,412.0</b>	<b>1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2,258.5	2,488.9	2,710.3	2,716.6	2,984.1	3,100.5	1,335.3	2,201.6	3,510.2	3,811.6	3,801.0	-0.3%
Food Service	2,871.7	3,085.2	3,342.3	3,444.9	3,247.6	3,385.3	1,677.3	2,609.9	3,614.4	3,766.7	3,937.6	4.5%
Food Stores	386.0	405.2	413.7	412.0	441.4	451.1	276.4	466.8	599.6	636.5	651.8	2.4%
Arts, Ent. & Rec.	2,626.6	2,798.2	2,957.3	2,978.6	2,794.2	2,830.6	1,348.1	2,098.9	2,707.2	2,859.3	2,952.0	3.2%
Retail Sales	1,588.9	1,755.8	1,843.9	1,992.0	1,975.4	2,158.6	1,042.0	1,750.5	2,196.0	2,286.8	2,256.0	-1.3%
Visitor Air	366.0	390.5	392.8	388.9	421.1	417.6	119.2	190.9	427.8	465.7	471.4	1.2%
Local Tran. & Gas	299.6	305.3	304.1	318.7	322.4	329.7	121.2	253.5	370.6	347.4	342.3	-1.5%
<b>Total</b>	<b>10,397.5</b>	<b>11,229.0</b>	<b>11,964.4</b>	<b>12,251.7</b>	<b>12,186.3</b>	<b>12,673.3</b>	<b>5,919.6</b>	<b>9,572.1</b>	<b>13,425.7</b>	<b>14,174.1</b>	<b>14,412.0</b>	<b>1.7%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Orange County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,983.8	2,175.7	2,422.3	2,510.0	2,594.1	2,748.5	2,015.9	2,419.6	3,101.5	3,444.6	3,977.0	15.5%
Arts, Ent. & Rec.	1,562.2	1,712.5	1,900.4	2,065.0	1,926.3	1,973.5	1,097.6	1,391.5	1,840.4	2,045.4	2,252.1	10.1%
Retail*	244.9	275.3	291.7	301.9	300.7	315.3	314.5	350.5	371.8	393.9	397.8	1.0%
Ground Trans.	51.3	52.7	60.0	66.3	78.9	85.5	31.7	31.3	34.6	34.3	39.8	16.1%
Visitor Air	27.1	29.9	39.5	42.9	45.8	49.9	45.5	55.7	61.7	71.2	80.0	12.4%
Other travel**	274.4	287.6	338.1	347.8	379.3	391.7	321.9	268.9	349.4	456.6	502.1	10.0%
<b>Total</b>	<b>4,143.8</b>	<b>4,533.8</b>	<b>5,052.1</b>	<b>5,333.9</b>	<b>5,325.1</b>	<b>5,564.4</b>	<b>3,827.1</b>	<b>4,517.5</b>	<b>5,759.4</b>	<b>6,446.0</b>	<b>7,248.9</b>	<b>12.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	60,020	62,540	66,570	67,170	65,570	66,920	50,020	54,910	63,750	66,610	71,730	7.7%
Arts, Ent. & Rec.	41,200	44,990	47,550	48,110	48,970	49,410	26,940	31,050	45,630	50,160	53,010	5.7%
Retail*	6,910	7,500	7,750	7,930	7,690	7,750	7,220	7,440	7,500	7,600	7,520	-1.1%
Ground Trans.	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,200	1,440	1,500	1,600	6.7%
Visitor Air	430	460	520	560	580	610	500	570	590	630	660	4.8%
Other travel**	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,380	3,990	4,140	4,440	7.2%
<b>Total</b>	<b>115,100</b>	<b>121,970</b>	<b>129,520</b>	<b>131,090</b>	<b>130,410</b>	<b>132,370</b>	<b>90,660</b>	<b>98,550</b>	<b>122,900</b>	<b>130,640</b>	<b>138,960</b>	<b>6.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Orange County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	476.1	521.2	566.3	577.8	618.8	644.0	355.1	497.7	684.4	687.0	701.2	2.1%
State**	467.0	493.6	513.5	515.4	504.2	532.1	314.6	457.5	560.9	561.2	588.5	4.9%
<b>Total</b>	<b>943.1</b>	<b>1,014.8</b>	<b>1,079.9</b>	<b>1,093.2</b>	<b>1,123.0</b>	<b>1,176.1</b>	<b>669.7</b>	<b>955.2</b>	<b>1,245.3</b>	<b>1,248.2</b>	<b>1,289.7</b>	<b>3.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	139.2	150.6	161.6	163.7	165.6	173.1	157.4	188.1	203.3	167.1	181.4	8.6%
Visitor	336.9	370.6	404.8	414.1	453.2	471.0	197.7	309.6	481.2	520.0	519.8	0.0%
<b>Total</b>	<b>476.1</b>	<b>521.2</b>	<b>566.3</b>	<b>577.8</b>	<b>618.8</b>	<b>644.0</b>	<b>355.1</b>	<b>497.7</b>	<b>684.4</b>	<b>687.0</b>	<b>701.2</b>	<b>2.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	146.5	157.0	165.7	161.2	150.5	156.7	134.8	161.0	184.2	168.2	185.9	10.5%
Visitor	320.5	336.6	347.8	354.1	353.7	375.4	179.8	296.5	376.7	393.0	402.6	2.4%
<b>Total</b>	<b>467.0</b>	<b>493.6</b>	<b>513.5</b>	<b>515.4</b>	<b>504.2</b>	<b>532.1</b>	<b>314.6</b>	<b>457.5</b>	<b>560.9</b>	<b>561.2</b>	<b>588.5</b>	<b>4.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Placer County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	964.5	1,034.8	1,161.6	1,273.6	1,315.2	1,397.3	1,057.1	1,158.6	1,320.5	1,366.6	1,457.8	6.7%
Other travel*	69.6	63.7	62.3	75.4	87.3	93.0	33.7	61.1	90.9	96.8	95.0	-1.9%
<b>Total</b>	<b>1,034.1</b>	<b>1,098.5</b>	<b>1,223.9</b>	<b>1,349.0</b>	<b>1,402.5</b>	<b>1,490.3</b>	<b>1,090.8</b>	<b>1,219.7</b>	<b>1,411.5</b>	<b>1,463.5</b>	<b>1,552.8</b>	<b>6.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	542.8	604.6	718.0	804.1	813.0	865.7	727.0	659.2	744.5	773.5	853.4	10.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	368.6	419.6	435.7	479.6	10.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	290.5	324.9	337.8	373.8	10.7%
Campground	29.8	29.9	30.3	31.8	33.3	36.0	30.2	39.0	50.9	50.5	50.3	-0.4%
Private Home (VFR)	152.1	156.8	158.6	172.1	188.8	205.7	67.3	220.2	243.7	252.2	256.1	1.6%
Seasonal Home	110.6	108.6	110.4	115.7	121.9	124.6	170.0	151.7	154.6	158.7	161.9	2.0%
Day Travel	129.2	134.9	144.3	149.9	158.2	165.3	62.7	88.6	126.8	131.7	136.1	3.3%
<b>Total</b>	<b>421.7</b>	<b>430.2</b>	<b>443.5</b>	<b>469.5</b>	<b>502.3</b>	<b>531.6</b>	<b>330.2</b>	<b>1,158.6</b>	<b>1,320.5</b>	<b>1,366.6</b>	<b>1,457.8</b>	<b>6.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	222.7	250.7	296.7	333.7	337.4	362.0	359.6	398.2	463.6	463.8	506.1	9.1%
Food Service	284.2	312.2	357.1	387.6	398.2	423.4	303.2	302.1	339.2	366.1	394.5	7.8%
Food Stores	40.2	42.7	45.0	46.3	46.5	48.4	36.5	61.1	69.3	75.6	79.1	4.6%
Arts, Ent. & Rec.	180.7	192.8	214.1	226.1	227.2	234.6	174.5	182.0	189.8	201.7	216.4	7.3%
Retail Sales	118.9	124.0	138.6	156.1	166.9	182.4	113.1	127.3	140.8	145.4	146.9	1.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	118.0	112.3	110.0	123.8	139.0	146.5	70.3	87.9	117.8	114.1	114.8	0.7%
<b>Total</b>	<b>964.5</b>	<b>1,034.8</b>	<b>1,161.6</b>	<b>1,273.6</b>	<b>1,315.2</b>	<b>1,397.3</b>	<b>1,057.1</b>	<b>1,158.6</b>	<b>1,320.5</b>	<b>1,366.6</b>	<b>1,457.8</b>	<b>6.7%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Placer County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	182.6	197.4	244.2	272.5	285.3	310.0	260.8	314.8	383.1	420.8	444.7	5.7%
Arts, Ent. & Rec.	93.5	93.9	95.9	112.2	116.7	124.1	102.2	128.7	181.5	206.3	216.1	4.8%
Retail*	22.4	24.2	27.2	29.4	30.7	32.3	36.0	40.3	40.7	42.2	42.1	-0.3%
Ground Trans.	10.3	11.3	13.6	16.4	22.9	25.2	11.3	11.0	11.4	11.6	13.1	12.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	3.6	4.2	6.3	8.6	9.2	10.5	8.2	10.3	10.4	14.5	14.8	1.8%
<b>Total</b>	<b>312.3</b>	<b>330.9</b>	<b>387.1</b>	<b>439.1</b>	<b>464.8</b>	<b>502.1</b>	<b>418.6</b>	<b>505.2</b>	<b>627.1</b>	<b>695.4</b>	<b>730.7</b>	<b>5.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	6,280	6,440	7,340	7,880	7,970	8,230	6,660	7,400	8,350	8,560	8,640	0.9%
Arts, Ent. & Rec.	3,880	3,820	4,340	4,910	4,960	4,800	3,590	4,520	5,880	6,150	6,450	4.9%
Retail*	680	710	790	830	840	850	920	940	870	870	850	-2.3%
Ground Trans.	280	290	330	350	450	500	530	520	620	660	690	4.5%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	100	120	160	210	220	240	200	260	240	240	240	0.0%
<b>Total</b>	<b>11,220</b>	<b>11,380</b>	<b>12,960</b>	<b>14,180</b>	<b>14,440</b>	<b>14,620</b>	<b>11,900</b>	<b>13,640</b>	<b>15,960</b>	<b>16,480</b>	<b>16,870</b>	<b>2.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Placer County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	29.6	32.6	38.1	42.7	45.3	48.8	47.2	56.3	63.4	59.9	64.1	7.0%
State**	50.2	51.1	54.3	57.6	62.5	67.2	48.7	57.1	62.3	62.9	65.9	4.8%
<b>Total</b>	<b>79.8</b>	<b>83.7</b>	<b>92.4</b>	<b>100.2</b>	<b>107.8</b>	<b>116.0</b>	<b>95.9</b>	<b>113.4</b>	<b>125.7</b>	<b>122.8</b>	<b>130.0</b>	<b>5.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	9.9	10.4	11.7	12.8	13.7	14.8	16.4	20.1	21.2	17.3	17.5	1.4%
Visitor	19.7	22.3	26.4	29.9	31.5	33.9	30.8	36.1	42.2	42.7	46.6	9.3%
<b>Total</b>	<b>29.6</b>	<b>32.6</b>	<b>38.1</b>	<b>42.7</b>	<b>45.3</b>	<b>48.8</b>	<b>47.2</b>	<b>56.3</b>	<b>63.4</b>	<b>59.9</b>	<b>64.1</b>	<b>7.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	11.7	12.2	13.5	14.1	14.0	15.0	16.4	18.9	21.1	19.0	19.6	3.3%
Visitor	38.5	38.9	40.8	43.4	48.6	52.2	32.2	38.2	41.2	43.9	46.3	5.5%
<b>Total</b>	<b>50.2</b>	<b>51.1</b>	<b>54.3</b>	<b>57.6</b>	<b>62.5</b>	<b>67.2</b>	<b>48.7</b>	<b>57.1</b>	<b>62.3</b>	<b>62.9</b>	<b>65.9</b>	<b>4.8%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Plumas County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	112.1	109.7	111.9	116.0	127.9	146.2	110.2	117.1	142.2	158.1	160.2	1.4%
Other travel*	3.3	2.8	2.5	2.8	3.3	3.4	1.1	2.3	3.4	3.2	3.1	-3.6%
<b>Total</b>	<b>115.3</b>	<b>112.5</b>	<b>114.4</b>	<b>118.8</b>	<b>131.2</b>	<b>149.7</b>	<b>111.2</b>	<b>119.4</b>	<b>145.7</b>	<b>161.2</b>	<b>163.3</b>	<b>1.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	42.3	43.5	47.4	47.3	49.0	61.6	39.7	34.2	40.5	54.7	56.5	3.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	16.8	20.1	25.9	25.8	-0.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	17.4	20.4	28.8	30.8	6.7%
Campground	20.8	20.6	20.8	21.8	22.9	24.7	20.7	26.8	35.0	34.7	34.4	-1.0%
Private Home (VFR)	10.2	9.2	9.4	10.5	11.3	12.4	4.1	13.5	14.3	14.5	14.7	1.3%
Seasonal Home	21.2	21.7	22.1	23.5	25.6	26.2	37.8	34.0	37.0	37.8	38.3	1.2%
Day Travel	17.6	14.6	12.2	12.8	19.1	21.2	7.8	8.5	15.4	16.2	16.3	0.4%
<b>Total</b>	<b>69.8</b>	<b>66.2</b>	<b>64.5</b>	<b>68.7</b>	<b>78.9</b>	<b>84.6</b>	<b>70.5</b>	<b>117.1</b>	<b>142.2</b>	<b>158.1</b>	<b>160.2</b>	<b>1.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	27.4	28.5	30.8	31.3	32.3	38.4	34.8	33.4	39.5	46.6	47.0	1.0%
Food Service	31.5	31.4	32.7	33.6	36.8	42.2	30.8	31.4	37.2	42.1	43.7	3.9%
Food Stores	8.2	8.2	8.3	8.4	8.7	9.4	7.3	10.8	13.5	14.7	15.1	2.5%
Arts, Ent. & Rec.	17.2	16.6	16.8	16.9	18.3	20.3	14.8	15.7	17.9	20.1	21.0	4.7%
Retail Sales	11.6	10.9	10.7	11.8	15.0	17.2	12.1	12.8	15.1	16.1	15.7	-2.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	16.2	14.1	12.7	13.9	16.8	18.7	10.4	13.0	19.1	18.6	17.7	-4.8%
<b>Total</b>	<b>112.1</b>	<b>109.7</b>	<b>111.9</b>	<b>116.0</b>	<b>127.9</b>	<b>146.2</b>	<b>110.2</b>	<b>117.1</b>	<b>142.2</b>	<b>158.1</b>	<b>160.2</b>	<b>1.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Plumas County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	26.2	26.9	29.6	31.8	35.7	42.4	32.8	37.5	44.0	46.3	58.1	25.7%
Arts, Ent. & Rec.	5.4	5.3	5.4	3.9	3.9	4.4	4.0	4.1	4.6	5.1	5.7	11.1%
Retail*	3.2	3.2	3.2	3.6	4.1	4.4	4.9	5.2	5.7	6.1	6.3	2.8%
Ground Trans.	1.3	1.3	1.5	1.7	2.5	3.0	1.4	0.0	0.0	0.0	0.0	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.3	0.3	-2.8%
<b>Total</b>	<b>36.2</b>	<b>36.9</b>	<b>39.8</b>	<b>41.2</b>	<b>46.4</b>	<b>54.3</b>	<b>43.2</b>	<b>47.2</b>	<b>54.6</b>	<b>57.9</b>	<b>70.5</b>	<b>21.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	900	920	920	980	1,070	1,200	850	910	990	940	1,100	17.0%
Arts, Ent. & Rec.	190	170	180	120	130	140	120	120	130	130	160	23.1%
Retail*	120	120	130	130	150	160	160	160	170	170	160	-5.9%
Ground Trans.	40	40	40	40	50	60	70	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
<b>Total</b>	<b>1,260</b>	<b>1,260</b>	<b>1,280</b>	<b>1,280</b>	<b>1,410</b>	<b>1,570</b>	<b>1,210</b>	<b>1,200</b>	<b>1,300</b>	<b>1,250</b>	<b>1,430</b>	<b>14.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Plumas County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	3.2	3.3	3.5	3.5	4.0	4.8	4.1	4.3	4.8	5.1	5.4	5.8%
State**	5.4	5.1	5.0	5.1	5.9	6.8	5.2	5.9	6.6	6.7	7.1	5.3%
<b>Total</b>	<b>8.6</b>	<b>8.4</b>	<b>8.5</b>	<b>8.6</b>	<b>9.9</b>	<b>11.5</b>	<b>9.3</b>	<b>10.2</b>	<b>11.4</b>	<b>11.8</b>	<b>12.5</b>	<b>5.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.1	1.2	1.2	1.2	1.4	1.6	1.7	1.8	1.8	1.4	1.6	17.5%
Visitor	2.0	2.1	2.3	2.3	2.6	3.2	2.4	2.5	3.0	3.7	3.7	1.4%
<b>Total</b>	<b>3.2</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>	<b>4.0</b>	<b>4.8</b>	<b>4.1</b>	<b>4.3</b>	<b>4.8</b>	<b>5.1</b>	<b>5.4</b>	<b>5.8%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.3	1.3	1.3	1.3	1.3	1.6	1.6	1.7	1.7	1.5	1.8	19.1%
Visitor	4.1	3.8	3.7	3.8	4.6	5.2	3.6	4.2	4.8	5.2	5.3	1.5%
<b>Total</b>	<b>5.4</b>	<b>5.1</b>	<b>5.0</b>	<b>5.1</b>	<b>5.9</b>	<b>6.8</b>	<b>5.2</b>	<b>5.9</b>	<b>6.6</b>	<b>6.7</b>	<b>7.1</b>	<b>5.3%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Riverside County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	6,392.3	6,688.9	7,028.4	7,423.5	8,020.2	8,391.3	6,216.2	6,927.0	8,476.3	9,080.6	9,361.3	3.1%
Other travel*	559.5	520.4	504.9	505.4	583.6	599.3	228.0	410.1	656.9	627.9	633.6	0.9%
<b>Total</b>	<b>6,951.8</b>	<b>7,209.3</b>	<b>7,533.3</b>	<b>7,928.8</b>	<b>8,603.8</b>	<b>8,990.6</b>	<b>6,444.2</b>	<b>7,337.2</b>	<b>9,133.2</b>	<b>9,708.5</b>	<b>9,994.9</b>	<b>3.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2,553.6	2,744.5	2,993.4	3,122.9	3,404.3	3,567.2	2,444.4	2,980.0	3,607.3	4,100.8	4,271.1	4.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	2,151.2	2,579.9	2,942.3	3,053.4	3.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	828.9	1,027.4	1,158.5	1,217.8	5.1%
Campground	185.0	184.8	186.9	196.1	205.9	222.0	185.9	241.4	315.0	306.1	305.1	-0.3%
Private Home (VFR)	834.8	863.3	884.7	976.4	1,078.7	1,170.1	823.7	1,163.9	1,302.2	1,330.1	1,361.9	2.4%
Seasonal Home	1,004.2	1,038.2	1,058.2	1,132.0	1,233.8	1,263.5	1,870.9	1,675.6	1,590.0	1,607.6	1,641.6	2.1%
Day Travel	1,814.7	1,858.1	1,905.3	1,996.1	2,097.6	2,168.5	891.3	866.1	1,661.8	1,736.0	1,781.5	2.6%
<b>Total</b>	<b>3,838.7</b>	<b>3,944.4</b>	<b>4,035.0</b>	<b>4,300.6</b>	<b>4,615.9</b>	<b>4,824.0</b>	<b>3,771.8</b>	<b>6,927.0</b>	<b>8,476.3</b>	<b>9,080.6</b>	<b>9,361.3</b>	<b>3.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1,148.4	1,244.2	1,371.4	1,427.1	1,530.9	1,583.9	1,328.8	1,756.3	2,095.1	2,264.0	2,303.6	1.7%
Food Service	2,019.1	2,148.7	2,293.4	2,413.6	2,573.7	2,704.0	2,120.5	2,151.8	2,570.4	2,764.7	2,923.3	5.7%
Food Stores	252.6	263.4	267.4	271.7	279.0	288.3	236.8	306.5	373.8	403.0	415.1	3.0%
Arts, Ent. & Rec.	1,089.2	1,132.4	1,184.9	1,218.2	1,269.4	1,298.6	970.5	1,007.4	1,148.7	1,250.1	1,313.7	5.1%
Retail Sales	1,018.5	1,075.8	1,113.6	1,224.2	1,383.8	1,473.0	1,003.6	1,032.2	1,289.1	1,368.2	1,377.8	0.7%
Visitor Air	97.8	99.1	104.5	112.4	123.5	146.0	57.3	75.0	158.9	181.2	182.1	0.5%
Local Tran. & Gas	766.6	725.3	693.1	756.3	859.9	897.4	498.7	597.8	840.2	849.5	845.7	-0.4%
<b>Total</b>	<b>6,392.3</b>	<b>6,688.9</b>	<b>7,028.4</b>	<b>7,423.5</b>	<b>8,020.2</b>	<b>8,391.3</b>	<b>6,216.2</b>	<b>6,927.0</b>	<b>8,476.3</b>	<b>9,080.6</b>	<b>9,361.3</b>	<b>3.1%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# Riverside County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,103.9	1,200.9	1,342.5	1,432.6	1,557.1	1,664.4	1,341.2	1,659.9	2,011.2	2,192.6	2,276.0	3.8%
Arts, Ent. & Rec.	496.5	511.6	556.8	583.9	629.8	665.5	495.7	647.9	741.4	831.2	864.8	4.0%
Retail*	169.6	183.3	193.1	201.7	220.8	230.0	238.9	266.0	286.7	312.8	318.7	1.9%
Ground Trans.	71.9	78.8	88.9	100.0	136.0	149.7	90.0	88.8	99.6	112.3	114.2	1.8%
Visitor Air	20.3	22.7	18.6	19.9	20.9	17.2	17.0	14.2	14.7	17.6	19.6	11.0%
Other travel**	79.3	83.7	97.9	73.5	79.3	77.2	62.1	75.4	103.5	108.8	120.2	10.5%
<b>Total</b>	<b>1,941.5</b>	<b>2,081.1</b>	<b>2,297.8</b>	<b>2,411.7</b>	<b>2,643.8</b>	<b>2,804.1</b>	<b>2,244.9</b>	<b>2,752.3</b>	<b>3,257.1</b>	<b>3,575.4</b>	<b>3,713.6</b>	<b>3.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	43,670	45,450	47,770	49,180	51,170	52,510	43,060	48,620	55,340	57,020	56,180	-1.5%
Arts, Ent. & Rec.	18,720	19,070	19,790	20,130	21,530	22,370	15,710	19,730	22,260	24,230	24,840	2.5%
Retail*	5,770	5,930	6,060	6,230	6,630	6,700	6,480	6,720	6,850	7,120	7,070	-0.7%
Ground Trans.	1,820	1,900	2,010	2,080	2,620	2,910	3,380	3,270	3,920	4,240	4,360	2.8%
Visitor Air	320	350	280	290	290	260	220	190	180	200	210	5.0%
Other travel**	1,550	1,570	1,990	1,830	1,950	1,860	1,400	1,690	2,080	1,970	2,030	3.0%
<b>Total</b>	<b>71,850</b>	<b>74,270</b>	<b>77,900</b>	<b>79,740</b>	<b>84,190</b>	<b>86,610</b>	<b>70,250</b>	<b>80,220</b>	<b>90,630</b>	<b>94,780</b>	<b>94,690</b>	<b>-0.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Riverside County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	195.2	213.0	236.0	247.9	279.6	293.4	228.8	293.8	341.1	337.5	344.1	2.0%
State**	340.2	345.0	349.2	358.0	399.2	422.9	316.2	361.3	412.0	423.1	437.8	3.5%
<b>Total</b>	<b>535.5</b>	<b>558.1</b>	<b>585.1</b>	<b>605.9</b>	<b>678.8</b>	<b>716.3</b>	<b>545.0</b>	<b>655.1</b>	<b>753.1</b>	<b>760.5</b>	<b>781.9</b>	<b>2.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	64.8	68.8	73.1	73.7	81.8	86.8	92.1	112.2	112.6	90.8	91.0	0.2%
Visitor	130.5	144.3	162.8	174.3	197.8	206.6	136.6	181.6	228.5	246.7	253.1	2.6%
<b>Total</b>	<b>195.2</b>	<b>213.0</b>	<b>236.0</b>	<b>247.9</b>	<b>279.6</b>	<b>293.4</b>	<b>228.8</b>	<b>293.8</b>	<b>341.1</b>	<b>337.5</b>	<b>344.1</b>	<b>2.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	70.9	74.3	77.6	75.5	77.5	81.8	85.9	102.4	108.9	97.8	100.0	2.2%
Visitor	269.3	270.7	271.5	282.5	321.7	341.1	230.3	258.9	303.0	325.3	337.8	3.9%
<b>Total</b>	<b>340.2</b>	<b>345.0</b>	<b>349.2</b>	<b>358.0</b>	<b>399.2</b>	<b>422.9</b>	<b>316.2</b>	<b>361.3</b>	<b>412.0</b>	<b>423.1</b>	<b>437.8</b>	<b>3.5%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Sacramento County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	2,727.7	2,813.8	2,869.0	3,044.9	3,296.6	3,480.7	1,472.1	2,523.0	3,150.7	3,264.8	3,407.9	4.4%
Other travel*	767.3	778.2	768.7	791.0	865.1	932.2	355.8	651.5	1,032.2	1,155.4	1,338.7	15.9%
<b>Total</b>	<b>3,495.0</b>	<b>3,592.0</b>	<b>3,637.7</b>	<b>3,835.9</b>	<b>4,161.7</b>	<b>4,412.9</b>	<b>1,827.9</b>	<b>3,174.5</b>	<b>4,182.9</b>	<b>4,420.1</b>	<b>4,746.6</b>	<b>7.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,264.2	1,336.1	1,385.4	1,429.9	1,567.8	1,653.8	972.1	1,212.6	1,524.0	1,598.3	1,699.2	6.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,109.6	1,385.2	1,437.6	1,521.8	5.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	103.0	138.8	160.7	177.4	10.4%
Campground	13.1	13.2	13.3	14.0	14.7	15.8	13.3	17.2	22.5	22.3	22.3	-0.2%
Private Home (VFR)	712.0	718.5	721.7	799.4	875.7	945.9	277.1	795.4	915.5	945.2	968.0	2.4%
Seasonal Home	23.4	23.0	23.4	24.4	25.7	26.3	23.7	21.2	32.8	33.7	34.3	2.0%
Day Travel	715.0	723.0	725.2	777.2	812.8	838.9	185.9	476.6	655.9	665.2	684.1	2.8%
<b>Total</b>	<b>1,463.5</b>	<b>1,477.7</b>	<b>1,483.6</b>	<b>1,615.0</b>	<b>1,728.8</b>	<b>1,826.9</b>	<b>500.0</b>	<b>2,523.0</b>	<b>3,150.7</b>	<b>3,264.8</b>	<b>3,407.9</b>	<b>4.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	326.0	358.6	384.2	412.1	458.9	482.5	279.0	348.7	457.7	486.5	513.2	5.5%
Food Service	736.0	775.3	808.4	852.9	914.1	960.0	425.1	746.8	890.9	938.1	996.1	6.2%
Food Stores	90.6	94.0	93.8	96.0	98.9	101.5	41.5	92.9	111.7	118.8	123.8	4.3%
Arts, Ent. & Rec.	437.4	449.9	459.9	474.4	495.9	506.9	214.7	378.9	431.8	448.0	477.9	6.7%
Retail Sales	343.6	354.3	357.7	400.1	444.4	491.2	185.6	369.1	431.5	435.8	440.6	1.1%
Visitor Air	262.8	277.1	286.6	294.5	307.0	339.9	113.9	158.1	277.9	310.6	333.4	7.3%
Local Tran. & Gas	531.3	504.6	478.5	514.9	577.3	598.6	212.4	428.5	549.3	526.9	522.9	-0.8%
<b>Total</b>	<b>2,727.7</b>	<b>2,813.8</b>	<b>2,869.0</b>	<b>3,044.9</b>	<b>3,296.6</b>	<b>3,480.7</b>	<b>1,472.1</b>	<b>2,523.0</b>	<b>3,150.7</b>	<b>3,264.8</b>	<b>3,407.9</b>	<b>4.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Sacramento County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	430.7	462.5	508.3	537.1	608.2	651.3	502.4	597.7	724.2	787.8	818.1	3.8%
Arts, Ent. & Rec.	224.1	247.2	270.3	305.4	304.7	320.1	208.3	235.3	327.9	411.6	441.5	7.3%
Retail*	61.5	65.2	67.5	72.4	78.2	82.5	81.6	92.1	97.1	101.7	103.2	1.4%
Ground Trans.	53.9	59.1	63.9	69.1	88.0	97.0	47.4	47.4	57.0	66.1	65.4	-1.1%
Visitor Air	20.7	22.8	19.0	18.2	18.9	19.3	19.1	23.5	25.7	28.6	32.0	11.8%
Other travel**	78.1	87.1	83.7	77.4	82.0	85.9	80.3	89.8	110.2	133.5	169.1	26.7%
<b>Total</b>	<b>869.0</b>	<b>943.9</b>	<b>1,012.8</b>	<b>1,079.5</b>	<b>1,180.0</b>	<b>1,256.1</b>	<b>939.1</b>	<b>1,085.9</b>	<b>1,342.2</b>	<b>1,529.3</b>	<b>1,629.2</b>	<b>6.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	16,480	16,590	16,980	17,430	18,810	19,150	14,790	16,070	18,440	18,680	18,280	-2.1%
Arts, Ent. & Rec.	7,070	7,090	7,310	7,510	7,830	8,340	4,930	5,560	7,690	9,460	9,890	4.5%
Retail*	2,020	2,060	2,050	2,160	2,260	2,280	2,100	2,220	2,210	2,220	2,170	-2.3%
Ground Trans.	1,280	1,350	1,380	1,400	1,670	1,840	1,310	1,250	1,470	1,620	1,640	1.2%
Visitor Air	350	370	330	310	310	340	300	350	360	370	390	5.4%
Other travel**	1,410	1,500	1,480	1,530	1,390	1,470	1,380	1,400	1,590	1,560	1,630	4.5%
<b>Total</b>	<b>28,610</b>	<b>28,960</b>	<b>29,530</b>	<b>30,340</b>	<b>32,270</b>	<b>33,420</b>	<b>24,810</b>	<b>26,850</b>	<b>31,760</b>	<b>33,910</b>	<b>34,000</b>	<b>0.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Sacramento County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	97.2	105.2	110.5	117.0	133.1	141.2	91.4	115.3	136.6	133.5	139.3	4.3%
State**	157.8	156.8	153.3	158.3	179.9	191.5	95.4	155.9	173.5	175.8	183.5	4.4%
<b>Total</b>	<b>255.0</b>	<b>262.0</b>	<b>263.8</b>	<b>275.4</b>	<b>313.0</b>	<b>332.7</b>	<b>186.8</b>	<b>271.2</b>	<b>310.1</b>	<b>309.3</b>	<b>322.8</b>	<b>4.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	29.7	32.0	33.1	33.8	37.4	39.9	39.6	46.1	48.3	40.4	41.5	2.9%
Visitor	67.5	73.2	77.4	83.2	95.7	101.3	51.8	69.2	88.3	93.2	97.8	5.0%
<b>Total</b>	<b>97.2</b>	<b>105.2</b>	<b>110.5</b>	<b>117.0</b>	<b>133.1</b>	<b>141.2</b>	<b>91.4</b>	<b>115.3</b>	<b>136.6</b>	<b>133.5</b>	<b>139.3</b>	<b>4.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	31.3	33.1	33.6	33.2	33.9	35.9	32.2	38.1	42.4	39.6	41.5	4.9%
Visitor	126.5	123.7	119.7	125.2	146.0	155.6	63.2	117.8	131.1	136.2	142.0	4.2%
<b>Total</b>	<b>157.8</b>	<b>156.8</b>	<b>153.3</b>	<b>158.3</b>	<b>179.9</b>	<b>191.5</b>	<b>95.4</b>	<b>155.9</b>	<b>173.5</b>	<b>175.8</b>	<b>183.5</b>	<b>4.4%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Benito County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	83.4	83.6	87.2	98.3	108.6	114.1	60.6	111.7	132.6	143.2	138.9	-3.0%
Other travel*	10.2	9.0	8.0	9.1	10.8	11.3	3.5	7.7	12.0	11.3	10.9	-3.6%
<b>Total</b>	<b>93.6</b>	<b>92.7</b>	<b>95.2</b>	<b>107.4</b>	<b>119.5</b>	<b>125.4</b>	<b>64.1</b>	<b>119.4</b>	<b>144.5</b>	<b>154.5</b>	<b>149.8</b>	<b>-3.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	11.5	12.4	14.4	21.0	24.1	25.3	14.8	24.6	23.4	31.6	25.4	-19.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	22.1	21.1	26.9	21.5	-20.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	2.5	2.2	4.7	4.0	-14.5%
Campground	21.5	21.9	22.1	23.2	24.3	26.2	22.0	28.4	37.1	36.8	36.9	0.2%
Private Home (VFR)	29.6	28.1	28.8	31.2	34.8	36.4	13.3	41.1	45.5	47.1	48.8	3.6%
Seasonal Home	2.3	2.4	2.4	2.6	2.8	2.9	4.2	3.8	5.3	5.4	5.6	3.0%
Day Travel	18.6	18.9	19.5	20.3	22.6	23.3	6.3	13.8	21.3	22.3	22.2	-0.3%
<b>Total</b>	<b>72.0</b>	<b>71.2</b>	<b>72.8</b>	<b>77.3</b>	<b>84.5</b>	<b>88.8</b>	<b>45.8</b>	<b>111.7</b>	<b>132.6</b>	<b>143.2</b>	<b>138.9</b>	<b>-3.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	9.3	10.0	11.1	13.6	15.0	15.9	11.5	18.1	20.1	23.8	20.8	-12.8%
Food Service	25.3	26.7	28.8	32.0	34.9	36.3	18.3	35.8	40.9	45.3	46.3	2.3%
Food Stores	9.9	10.3	10.4	10.7	11.0	11.4	7.6	12.7	15.6	16.5	16.5	0.0%
Arts, Ent. & Rec.	13.3	13.7	14.5	15.6	16.7	16.9	8.2	15.3	17.2	18.8	18.5	-1.5%
Retail Sales	10.8	9.3	9.8	12.0	14.3	16.1	7.2	15.2	17.6	18.5	17.7	-4.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	14.9	13.7	12.7	14.3	16.8	17.6	7.7	14.7	21.1	20.3	19.1	-5.9%
<b>Total</b>	<b>83.4</b>	<b>83.6</b>	<b>87.2</b>	<b>98.3</b>	<b>108.6</b>	<b>114.1</b>	<b>60.6</b>	<b>111.7</b>	<b>132.6</b>	<b>143.2</b>	<b>138.9</b>	<b>-3.0%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Benito County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	16.3	19.2	22.7	26.4	30.1	32.4	31.5	38.6	44.1	46.2	48.4	4.8%
Arts, Ent. & Rec.	3.6	3.6	3.6	3.4	2.4	2.7	1.8	1.9	1.8	2.0	3.0	50.4%
Retail*	2.9	2.8	3.0	1.4	1.4	1.6	1.7	1.8	2.8	3.2	3.6	11.6%
Ground Trans.	1.0	1.1	1.3	1.5	2.2	2.4	0.9	0.9	0.9	1.0	1.1	11.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.7	1.3	1.7	2.2	30.7%
<b>Total</b>	<b>24.1</b>	<b>27.0</b>	<b>30.9</b>	<b>33.1</b>	<b>36.6</b>	<b>39.6</b>	<b>36.3</b>	<b>43.9</b>	<b>50.9</b>	<b>54.0</b>	<b>58.3</b>	<b>7.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	520	550	600	640	690	740	670	750	820	820	790	-3.7%
Arts, Ent. & Rec.	200	190	200	210	150	170	110	110	110	110	150	36.4%
Retail*	70	70	70	40	40	40	40	40	60	70	90	28.6%
Ground Trans.	30	30	30	30	40	50	40	40	50	50	50	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	20	20	20	20	20	20	20	40	50	70	40.0%
<b>Total</b>	<b>830</b>	<b>860</b>	<b>920</b>	<b>940</b>	<b>940</b>	<b>1,020</b>	<b>880</b>	<b>960</b>	<b>1,080</b>	<b>1,100</b>	<b>1,150</b>	<b>4.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Benito County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	2.0	2.1	2.4	2.6	3.9	4.1	3.3	5.1	5.4	5.5	5.3	-3.3%
State**	5.3	5.2	5.1	5.5	6.3	6.7	4.0	6.7	7.3	7.6	7.7	1.5%
<b>Total</b>	<b>7.3</b>	<b>7.3</b>	<b>7.5</b>	<b>8.1</b>	<b>10.2</b>	<b>10.9</b>	<b>7.3</b>	<b>11.7</b>	<b>12.7</b>	<b>13.0</b>	<b>12.9</b>	<b>-0.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.8	0.9	1.0	1.0	1.2	1.3	1.6	2.0	2.0	1.5	1.6	4.2%
Visitor	1.2	1.2	1.4	1.6	2.6	2.8	1.6	3.1	3.5	3.9	3.7	-6.2%
<b>Total</b>	<b>2.0</b>	<b>2.1</b>	<b>2.4</b>	<b>2.6</b>	<b>3.9</b>	<b>4.1</b>	<b>3.3</b>	<b>5.1</b>	<b>5.4</b>	<b>5.5</b>	<b>5.3</b>	<b>-3.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.9	0.9	1.0	1.0	0.9	1.0	1.1	1.3	1.3	1.2	1.2	6.6%
Visitor	4.5	4.2	4.1	4.5	5.4	5.8	2.9	5.4	6.0	6.4	6.4	0.6%
<b>Total</b>	<b>5.3</b>	<b>5.2</b>	<b>5.1</b>	<b>5.5</b>	<b>6.3</b>	<b>6.7</b>	<b>4.0</b>	<b>6.7</b>	<b>7.3</b>	<b>7.6</b>	<b>7.7</b>	<b>1.5%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# San Bernardino County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	3,881.3	4,006.4	4,118.7	4,397.0	4,692.7	5,029.2	3,804.5	4,706.3	5,516.4	5,660.2	5,851.2	3.4%
Other travel*	584.8	551.6	524.4	578.3	650.2	687.5	270.2	475.9	739.8	813.8	838.7	3.1%
<b>Total</b>	<b>4,466.2</b>	<b>4,558.0</b>	<b>4,643.1</b>	<b>4,975.3</b>	<b>5,342.9</b>	<b>5,716.7</b>	<b>4,074.8</b>	<b>5,182.2</b>	<b>6,256.2</b>	<b>6,474.0</b>	<b>6,690.0</b>	<b>3.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,250.4	1,335.7	1,418.4	1,532.2	1,606.9	1,771.9	1,299.6	2,058.8	2,238.8	2,309.4	2,418.1	4.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,308.0	1,386.3	1,449.9	1,529.7	5.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	750.8	852.5	859.5	888.4	3.4%
Campground	143.3	143.0	144.6	151.7	159.2	171.7	144.0	186.4	243.1	241.3	240.8	-0.2%
Private Home (VFR)	565.3	574.8	576.8	631.3	693.4	756.8	497.1	714.4	805.2	830.3	858.7	3.4%
Seasonal Home	827.5	850.7	867.1	921.4	1,004.3	1,028.4	1,395.3	1,249.6	1,260.9	1,293.7	1,323.0	2.3%
Day Travel	1,094.8	1,102.2	1,111.7	1,160.4	1,228.9	1,300.4	468.5	497.2	968.4	985.5	1,010.6	2.5%
<b>Total</b>	<b>2,630.9</b>	<b>2,670.7</b>	<b>2,700.3</b>	<b>2,864.8</b>	<b>3,085.8</b>	<b>3,257.3</b>	<b>2,504.9</b>	<b>4,706.3</b>	<b>5,516.4</b>	<b>5,660.2</b>	<b>5,851.2</b>	<b>3.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	654.4	708.2	761.2	812.0	842.4	914.6	846.8	1,220.7	1,342.9	1,310.5	1,331.7	1.6%
Food Service	1,157.1	1,216.0	1,278.7	1,351.6	1,417.6	1,521.7	1,236.3	1,376.2	1,583.3	1,678.5	1,774.3	5.7%
Food Stores	158.7	163.8	164.7	167.3	170.1	178.7	150.1	228.5	273.0	290.9	297.3	2.2%
Arts, Ent. & Rec.	621.2	637.7	657.4	678.9	695.8	727.5	561.7	660.1	721.2	754.3	791.0	4.9%
Retail Sales	545.8	573.7	585.9	659.6	758.6	827.4	571.1	634.8	760.8	772.8	784.4	1.5%
Visitor Air	128.4	130.6	127.1	132.0	143.5	149.0	60.6	83.3	157.0	171.7	192.2	11.9%
Local Tran. & Gas	615.7	576.4	543.7	595.6	664.7	710.2	377.9	502.8	678.2	681.5	680.4	-0.2%
<b>Total</b>	<b>3,881.3</b>	<b>4,006.4</b>	<b>4,118.7</b>	<b>4,397.0</b>	<b>4,692.7</b>	<b>5,029.2</b>	<b>3,804.5</b>	<b>4,706.3</b>	<b>5,516.4</b>	<b>5,660.2</b>	<b>5,851.2</b>	<b>3.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Bernardino County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	644.6	700.7	774.4	842.0	896.5	985.3	851.5	1,009.2	1,184.0	1,316.1	1,367.1	3.9%
Arts, Ent. & Rec.	312.2	332.3	356.3	405.3	407.6	433.2	298.8	375.3	509.0	543.7	577.8	6.3%
Retail*	97.1	104.2	108.6	116.6	124.5	131.5	134.0	150.2	164.2	172.9	180.8	4.6%
Ground Trans.	55.1	60.0	66.3	74.6	96.8	109.7	70.4	69.7	80.2	100.2	92.0	-8.2%
Visitor Air	8.6	11.0	13.2	11.4	12.2	9.5	9.4	24.1	26.3	28.5	31.6	10.7%
Other travel**	46.8	52.4	62.8	66.7	70.7	72.1	60.8	90.8	107.1	137.9	146.2	6.0%
<b>Total</b>	<b>1,164.5</b>	<b>1,260.6</b>	<b>1,381.6</b>	<b>1,516.7</b>	<b>1,608.2</b>	<b>1,741.2</b>	<b>1,424.8</b>	<b>1,719.2</b>	<b>2,070.9</b>	<b>2,299.4</b>	<b>2,395.5</b>	<b>4.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	26,980	27,880	28,890	30,240	30,790	32,170	26,820	29,340	32,650	33,840	33,500	-1.0%
Arts, Ent. & Rec.	16,050	17,200	17,720	18,350	17,100	17,710	11,160	13,330	16,440	18,280	18,490	1.1%
Retail*	3,340	3,450	3,450	3,640	3,770	3,830	3,720	3,860	4,010	4,080	4,080	0.0%
Ground Trans.	1,370	1,420	1,470	1,540	1,860	2,110	2,400	2,310	2,760	3,110	3,070	-1.3%
Visitor Air	150	190	210	200	200	170	150	230	240	240	250	4.2%
Other travel**	1,230	1,290	1,440	1,470	1,500	1,500	1,190	1,480	1,680	1,740	1,770	1.7%
<b>Total</b>	<b>49,120</b>	<b>51,430</b>	<b>53,180</b>	<b>55,440</b>	<b>55,220</b>	<b>57,490</b>	<b>45,440</b>	<b>50,550</b>	<b>57,780</b>	<b>61,290</b>	<b>61,160</b>	<b>-0.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Bernardino County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	102.6	110.8	117.9	127.0	140.3	152.5	132.3	187.1	205.5	191.9	196.3	2.3%
State**	224.0	223.0	220.4	229.7	258.2	278.6	202.9	247.0	275.9	280.8	291.2	3.7%
<b>Total</b>	<b>326.6</b>	<b>333.8</b>	<b>338.3</b>	<b>356.7</b>	<b>398.5</b>	<b>431.2</b>	<b>335.3</b>	<b>434.0</b>	<b>481.5</b>	<b>472.7</b>	<b>487.6</b>	<b>3.2%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	38.6	41.5	43.8	46.1	49.5	53.6	58.4	70.1	71.6	58.4	58.7	0.6%
Visitor	64.0	69.3	74.1	80.9	90.8	98.9	74.0	116.9	133.9	133.5	137.6	3.1%
<b>Total</b>	<b>102.6</b>	<b>110.8</b>	<b>117.9</b>	<b>127.0</b>	<b>140.3</b>	<b>152.5</b>	<b>132.3</b>	<b>187.1</b>	<b>205.5</b>	<b>191.9</b>	<b>196.3</b>	<b>2.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	42.8	45.1	46.6	47.3	47.2	50.8	54.1	63.4	68.6	62.2	63.7	2.5%
Visitor	181.2	177.9	173.8	182.3	211.0	227.8	148.8	183.5	207.3	218.6	227.5	4.1%
<b>Total</b>	<b>224.0</b>	<b>223.0</b>	<b>220.4</b>	<b>229.7</b>	<b>258.2</b>	<b>278.6</b>	<b>202.9</b>	<b>247.0</b>	<b>275.9</b>	<b>280.8</b>	<b>291.2</b>	<b>3.7%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Diego County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	10,541.8	10,838.7	11,465.9	12,062.3	11,854.4	11,858.7	4,988.7	9,851.9	13,310.9	13,969.3	14,328.1	2.6%
Other travel*	1,478.2	1,482.3	1,530.3	1,631.8	1,797.5	1,933.1	821.8	1,333.3	2,089.6	2,442.2	2,284.7	-6.5%
<b>Total</b>	<b>12,020.0</b>	<b>12,321.1</b>	<b>12,996.1</b>	<b>13,694.1</b>	<b>13,651.9</b>	<b>13,791.8</b>	<b>5,810.5</b>	<b>11,185.2</b>	<b>15,400.5</b>	<b>16,411.6</b>	<b>16,612.8</b>	<b>1.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6,389.5	6,757.4	7,242.6	7,640.0	7,215.1	7,089.3	3,205.8	6,142.4	8,654.6	9,216.6	9,458.3	2.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	4,684.8	6,573.9	6,939.9	7,063.7	1.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	1,457.5	2,080.6	2,276.7	2,394.6	5.2%
Campground	286.2	282.5	291.5	301.8	237.0	254.3	217.9	277.9	345.6	343.5	345.6	0.6%
Private Home (VFR)	1,223.3	1,218.1	1,249.3	1,355.9	1,484.8	1,593.8	492.2	1,391.0	1,695.2	1,718.0	1,769.5	3.0%
Seasonal Home	163.1	151.1	155.4	162.5	172.9	177.5	285.4	256.4	222.5	225.5	230.8	2.4%
Day Travel	2,479.7	2,429.7	2,527.1	2,602.1	2,744.6	2,743.8	787.4	1,784.3	2,393.1	2,465.8	2,523.9	2.4%
<b>Total</b>	<b>4,152.3</b>	<b>4,081.4</b>	<b>4,223.3</b>	<b>4,422.3</b>	<b>4,639.3</b>	<b>4,769.5</b>	<b>1,782.9</b>	<b>9,851.9</b>	<b>13,310.9</b>	<b>13,969.3</b>	<b>14,328.1</b>	<b>2.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2,674.5	2,908.4	3,145.6	3,287.9	3,588.3	3,471.6	1,728.7	3,077.2	4,426.9	4,691.0	4,805.6	2.4%
Food Service	2,843.0	2,907.4	3,136.4	3,329.7	3,045.1	3,079.9	1,337.0	2,676.1	3,367.0	3,541.2	3,691.9	4.3%
Food Stores	467.4	505.5	518.2	528.0	472.3	472.0	205.2	522.3	665.4	712.9	724.4	1.6%
Arts, Ent. & Rec.	1,613.1	1,583.7	1,671.8	1,728.7	1,610.3	1,587.9	588.8	1,294.1	1,584.5	1,696.5	1,753.2	3.3%
Retail Sales	1,686.6	1,686.2	1,757.0	1,872.8	1,788.4	1,837.3	684.4	1,452.1	1,776.8	1,858.8	1,863.0	0.2%
Visitor Air	747.4	789.0	801.0	831.2	873.0	930.3	282.2	427.5	903.3	932.6	963.7	3.3%
Local Tran. & Gas	509.8	458.4	435.8	484.1	476.9	479.8	162.4	402.6	587.1	536.3	526.4	-1.8%
<b>Total</b>	<b>10,541.8</b>	<b>10,838.7</b>	<b>11,465.9</b>	<b>12,062.3</b>	<b>11,854.4</b>	<b>11,858.7</b>	<b>4,988.7</b>	<b>9,851.9</b>	<b>13,310.9</b>	<b>13,969.3</b>	<b>14,328.1</b>	<b>2.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Diego County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	2,198.3	2,325.5	2,635.1	2,823.3	2,703.9	2,768.6	1,957.8	2,340.4	3,078.6	3,452.2	3,675.3	6.5%
Arts, Ent. & Rec.	818.1	877.9	908.2	891.0	859.1	872.4	518.9	600.6	811.2	902.0	874.0	-3.1%
Retail*	274.7	287.6	303.6	312.8	291.1	292.8	298.9	322.2	347.7	361.5	364.5	0.9%
Ground Trans.	47.2	42.8	48.7	56.3	66.7	70.1	21.3	20.8	22.6	35.2	25.9	-26.4%
Visitor Air	50.4	56.1	71.1	79.5	84.0	94.3	91.0	88.4	98.0	109.8	121.9	11.1%
Other travel**	173.9	195.1	249.1	269.4	294.6	331.0	277.9	266.1	331.0	446.3	408.4	-8.5%
<b>Total</b>	<b>3,562.5</b>	<b>3,785.1</b>	<b>4,215.8</b>	<b>4,432.2</b>	<b>4,299.4</b>	<b>4,429.2</b>	<b>3,165.8</b>	<b>3,638.4</b>	<b>4,689.2</b>	<b>5,306.9</b>	<b>5,470.1</b>	<b>3.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	64,240	64,410	68,900	69,940	64,480	63,520	45,740	50,100	60,110	62,500	63,130	1.0%
Arts, Ent. & Rec.	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,800	20,970	21,970	4.8%
Retail*	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,740	7,820	7,890	7,800	-1.1%
Ground Trans.	1,220	1,060	1,130	1,180	1,290	1,380	890	860	1,030	1,050	1,140	8.6%
Visitor Air	860	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	1,490	1,550	4.0%
Other travel**	3,400	3,640	4,550	4,830	4,880	5,300	4,330	3,960	4,960	4,710	4,260	-9.6%
<b>Total</b>	<b>101,680</b>	<b>101,510</b>	<b>109,120</b>	<b>111,240</b>	<b>102,890</b>	<b>101,510</b>	<b>73,370</b>	<b>79,820</b>	<b>95,150</b>	<b>98,610</b>	<b>99,850</b>	<b>1.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Diego County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	473.8	508.7	547.5	569.8	606.5	601.7	341.9	515.5	687.7	689.0	702.4	2.0%
State**	478.6	478.6	492.4	500.6	482.3	495.7	266.7	438.7	518.1	524.1	537.5	2.5%
<b>Total</b>	<b>952.4</b>	<b>987.2</b>	<b>1,039.9</b>	<b>1,070.4</b>	<b>1,088.7</b>	<b>1,097.4</b>	<b>608.5</b>	<b>954.2</b>	<b>1,205.8</b>	<b>1,213.1</b>	<b>1,239.9</b>	<b>2.2%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	119.3	125.5	134.5	135.7	133.3	137.4	129.8	148.4	162.1	134.7	134.0	-0.5%
Visitor	354.5	383.2	412.9	434.1	473.2	464.4	212.1	367.1	525.6	554.3	568.4	2.6%
<b>Total</b>	<b>473.8</b>	<b>508.7</b>	<b>547.5</b>	<b>569.8</b>	<b>606.5</b>	<b>601.7</b>	<b>341.9</b>	<b>515.5</b>	<b>687.7</b>	<b>689.0</b>	<b>702.4</b>	<b>2.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	126.8	131.7	138.7	134.9	122.8	126.1	111.4	131.6	151.6	139.4	141.0	1.1%
Visitor	351.8	346.9	353.7	365.7	359.4	369.6	155.3	307.1	366.5	384.7	396.5	3.1%
<b>Total</b>	<b>478.6</b>	<b>478.6</b>	<b>492.4</b>	<b>500.6</b>	<b>482.3</b>	<b>495.7</b>	<b>266.7</b>	<b>438.7</b>	<b>518.1</b>	<b>524.1</b>	<b>537.5</b>	<b>2.5%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Francisco County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	10,267.3	10,894.5	10,874.8	10,758.5	11,114.0	11,293.6	3,449.1	5,143.0	9,274.3	10,168.4	10,261.7	0.9%
Other travel*	2,001.3	2,098.0	2,317.6	2,645.3	2,792.4	2,862.6	1,590.0	1,962.9	3,073.4	4,058.5	4,062.2	0.1%
<b>Total</b>	<b>12,268.6</b>	<b>12,992.5</b>	<b>13,192.4</b>	<b>13,403.8</b>	<b>13,906.5</b>	<b>14,156.2</b>	<b>5,039.1</b>	<b>7,105.8</b>	<b>12,347.6</b>	<b>14,226.9</b>	<b>14,323.8</b>	<b>0.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	7,895.4	8,462.7	8,460.8	8,291.5	8,590.4	8,702.9	2,681.6	3,456.7	6,921.0	7,666.3	7,753.7	1.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	3,203.9	6,337.9	7,055.7	7,133.9	1.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	252.8	583.2	610.5	619.9	1.5%
Campground	4.1	4.1	4.2	4.4	4.6	4.9	4.1	5.4	7.0	6.8	6.8	-0.1%
Private Home (VFR)	864.4	878.9	871.1	898.6	936.4	964.6	230.7	551.3	874.3	955.8	915.4	-4.2%
Seasonal Home	38.2	38.4	39.1	42.2	46.7	47.8	75.3	67.8	89.5	83.9	85.1	1.5%
Day Travel	1,465.2	1,510.4	1,499.6	1,521.9	1,535.9	1,573.3	457.4	1,061.8	1,382.4	1,455.7	1,500.5	3.1%
<b>Total</b>	<b>2,372.0</b>	<b>2,431.8</b>	<b>2,414.0</b>	<b>2,467.0</b>	<b>2,523.7</b>	<b>2,590.6</b>	<b>767.5</b>	<b>5,143.0</b>	<b>9,274.3</b>	<b>10,168.4</b>	<b>10,261.7</b>	<b>0.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2,883.6	3,200.3	3,209.5	3,079.7	3,178.7	3,361.2	1,004.7	974.3	2,275.7	2,578.7	2,520.8	-2.2%
Food Service	2,544.6	2,719.3	2,773.4	2,806.7	2,934.1	2,961.1	981.6	1,611.9	2,636.4	2,818.4	2,964.7	5.2%
Food Stores	209.9	220.8	216.1	212.2	214.4	213.7	73.0	142.7	228.7	245.3	253.0	3.2%
Arts, Ent. & Rec.	1,387.0	1,447.6	1,447.5	1,431.5	1,461.6	1,437.0	458.7	754.5	1,162.0	1,268.6	1,340.7	5.7%
Retail Sales	1,425.8	1,478.0	1,454.3	1,442.8	1,474.5	1,469.3	470.9	811.3	1,220.3	1,331.5	1,360.2	2.2%
Visitor Air	1,230.9	1,267.5	1,254.1	1,237.3	1,244.2	1,241.1	299.6	505.3	1,176.9	1,364.6	1,255.3	-8.0%
Local Tran. & Gas	585.6	561.1	519.9	548.2	606.6	610.2	160.6	342.9	574.4	561.3	566.9	1.0%
<b>Total</b>	<b>10,267.3</b>	<b>10,894.5</b>	<b>10,874.8</b>	<b>10,758.5</b>	<b>11,114.0</b>	<b>11,293.6</b>	<b>3,449.1</b>	<b>5,143.0</b>	<b>9,274.3</b>	<b>10,168.4</b>	<b>10,261.7</b>	<b>0.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Francisco County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,800.3	2,045.8	2,167.4	2,242.5	2,364.9	2,504.1	1,468.3	1,559.6	1,962.2	2,252.2	2,270.4	0.8%
Arts, Ent. & Rec.	921.3	1,031.4	1,051.9	937.0	990.2	980.3	742.4	829.5	1,000.3	1,055.5	1,141.5	8.1%
Retail*	215.0	229.4	229.9	245.6	247.8	246.4	232.4	250.7	233.9	219.6	223.0	1.5%
Ground Trans.	77.0	83.4	89.8	99.5	137.2	143.8	33.4	33.5	36.2	36.8	41.4	12.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	237.9	244.3	312.4	404.6	431.0	454.5	371.3	422.4	538.8	818.8	849.5	3.8%
<b>Total</b>	<b>3,251.5</b>	<b>3,634.3</b>	<b>3,851.3</b>	<b>3,929.3</b>	<b>4,171.1</b>	<b>4,329.1</b>	<b>2,847.7</b>	<b>3,095.7</b>	<b>3,771.3</b>	<b>4,382.9</b>	<b>4,525.8</b>	<b>3.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	38,530	41,400	41,250	41,760	42,000	40,980	23,130	23,130	29,540	31,720	31,600	-0.4%
Arts, Ent. & Rec.	14,230	15,570	15,540	15,380	15,170	15,430	10,380	10,540	13,120	14,290	14,990	4.9%
Retail*	4,510	4,530	4,610	4,520	4,320	4,020	3,460	3,410	3,460	3,290	3,150	-4.3%
Ground Trans.	2,020	2,080	2,090	2,100	2,660	2,830	1,410	1,410	1,690	1,780	1,890	6.2%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	2,470	2,630	3,110	3,220	3,270	3,320	2,600	1,910	2,460	2,440	2,420	-0.8%
<b>Total</b>	<b>61,760</b>	<b>66,210</b>	<b>66,600</b>	<b>66,980</b>	<b>67,420</b>	<b>66,580</b>	<b>40,980</b>	<b>40,400</b>	<b>50,270</b>	<b>53,520</b>	<b>54,050</b>	<b>1.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# San Francisco County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	571.8	628.8	633.9	614.3	649.2	678.9	281.2	307.7	506.4	531.1	527.4	-0.7%
State**	380.3	397.5	393.5	381.6	394.3	401.8	188.5	274.4	367.6	380.7	394.2	3.5%
<b>Total</b>	<b>952.1</b>	<b>1,026.3</b>	<b>1,027.4</b>	<b>996.0</b>	<b>1,043.5</b>	<b>1,080.7</b>	<b>469.8</b>	<b>582.1</b>	<b>874.0</b>	<b>911.8</b>	<b>921.5</b>	<b>1.1%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	116.6	128.8	131.2	128.1	137.1	142.2	123.5	133.7	138.1	117.8	117.5	-0.3%
Visitor	455.2	500.0	502.7	486.2	512.2	536.7	157.7	174.0	368.3	413.3	409.9	-0.8%
<b>Total</b>	<b>571.8</b>	<b>628.8</b>	<b>633.9</b>	<b>614.3</b>	<b>649.2</b>	<b>678.9</b>	<b>281.2</b>	<b>307.7</b>	<b>506.4</b>	<b>531.1</b>	<b>527.4</b>	<b>-0.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	110.9	120.7	121.4	115.0	114.2	117.8	93.9	105.5	115.6	110.4	112.2	1.7%
Visitor	269.4	276.8	272.1	266.7	280.1	284.0	94.7	168.9	252.0	270.3	281.9	4.3%
<b>Total</b>	<b>380.3</b>	<b>397.5</b>	<b>393.5</b>	<b>381.6</b>	<b>394.3</b>	<b>401.8</b>	<b>188.5</b>	<b>274.4</b>	<b>367.6</b>	<b>380.7</b>	<b>394.2</b>	<b>3.5%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Joaquin County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	676.4	690.4	721.1	758.3	800.4	847.5	488.3	897.5	1,068.8	1,024.9	1,070.1	4.4%
Other travel*	133.0	119.4	106.6	120.0	140.4	145.9	48.6	98.0	149.4	144.7	140.0	-3.2%
<b>Total</b>	<b>809.4</b>	<b>809.8</b>	<b>827.7</b>	<b>878.3</b>	<b>940.8</b>	<b>993.4</b>	<b>536.9</b>	<b>995.5</b>	<b>1,218.2</b>	<b>1,169.5</b>	<b>1,210.1</b>	<b>3.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	228.0	247.8	275.3	285.2	294.3	311.6	301.3	430.8	498.5	463.6	486.6	5.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	404.9	468.7	430.0	446.0	3.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	25.9	29.8	33.6	40.6	20.9%
Campground	8.2	8.3	8.4	8.8	9.2	9.9	8.3	10.7	14.0	13.6	13.7	0.5%
Private Home (VFR)	204.3	197.0	195.7	214.0	236.2	255.4	71.6	250.6	281.3	281.1	291.5	3.7%
Seasonal Home	11.8	11.6	11.8	12.5	13.3	13.6	46.8	42.4	28.8	26.3	27.0	2.7%
Day Travel	224.0	225.7	229.8	237.8	247.4	257.1	60.2	163.0	246.3	240.2	251.4	4.6%
<b>Total</b>	<b>448.4</b>	<b>442.6</b>	<b>445.8</b>	<b>473.0</b>	<b>506.1</b>	<b>536.0</b>	<b>187.0</b>	<b>897.5</b>	<b>1,068.8</b>	<b>1,024.9</b>	<b>1,070.1</b>	<b>4.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	80.6	91.7	105.4	112.1	117.8	124.3	126.6	183.3	216.0	200.9	202.2	0.6%
Food Service	190.4	202.2	217.6	225.0	232.5	246.1	144.7	263.6	307.4	302.9	321.3	6.1%
Food Stores	31.8	33.1	33.8	33.7	34.0	35.1	19.5	41.7	47.9	48.6	50.3	3.5%
Arts, Ent. & Rec.	92.5	95.9	101.2	102.3	103.3	106.4	60.9	108.3	120.9	120.8	127.5	5.6%
Retail Sales	106.2	104.6	109.1	118.7	127.7	141.9	66.7	135.9	159.7	158.4	175.3	10.6%
Visitor Air	1.0	0.8	0.9	1.0	1.2	1.1	0.5	0.5	0.6	0.6	0.6	2.2%
Local Tran. & Gas	174.0	162.0	153.2	165.4	184.0	192.6	69.4	164.3	216.3	192.7	193.0	0.1%
<b>Total</b>	<b>676.4</b>	<b>690.4</b>	<b>721.1</b>	<b>758.3</b>	<b>800.4</b>	<b>847.5</b>	<b>488.3</b>	<b>897.5</b>	<b>1,068.8</b>	<b>1,024.9</b>	<b>1,070.1</b>	<b>4.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Joaquin County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	117.4	128.8	146.4	158.6	172.9	186.4	165.7	205.3	262.7	279.0	292.0	4.7%
Arts, Ent. & Rec.	49.7	51.3	59.6	61.4	64.1	67.3	42.7	52.8	68.1	67.5	83.3	23.3%
Retail*	20.7	21.4	22.8	23.9	25.1	26.5	27.0	30.3	32.7	34.7	35.9	3.3%
Ground Trans.	14.0	15.1	17.1	19.0	25.2	27.8	13.4	13.6	15.7	16.1	18.1	12.0%
Visitor Air	0.6	0.5	0.7	4.6	5.1	6.6	6.5	0.4	0.4	0.6	0.7	24.0%
Other travel**	7.6	8.2	9.2	23.5	24.6	31.0	31.8	9.4	10.7	13.4	14.3	6.4%
<b>Total</b>	<b>209.9</b>	<b>225.3</b>	<b>255.9</b>	<b>291.2</b>	<b>317.0</b>	<b>345.6</b>	<b>287.1</b>	<b>311.7</b>	<b>390.4</b>	<b>411.3</b>	<b>444.2</b>	<b>8.0%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	4,440	4,540	4,760	4,990	5,100	5,250	4,450	5,020	6,030	6,090	6,020	-1.1%
Arts, Ent. & Rec.	2,360	2,220	2,350	2,350	2,380	2,430	1,390	1,680	2,180	2,310	2,590	12.1%
Retail*	720	720	740	760	760	780	720	750	770	800	800	0.0%
Ground Trans.	360	370	390	400	490	540	450	430	520	540	570	5.6%
Visitor Air	10	10	10	50	50	70	60	10	10	10	10	0.0%
Other travel**	230	240	250	400	400	480	470	230	250	280	280	0.0%
<b>Total</b>	<b>8,120</b>	<b>8,100</b>	<b>8,500</b>	<b>8,950</b>	<b>9,180</b>	<b>9,550</b>	<b>7,540</b>	<b>8,120</b>	<b>9,760</b>	<b>10,030</b>	<b>10,270</b>	<b>2.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Joaquin County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	19.3	21.0	23.3	26.4	29.5	31.6	27.5	37.5	43.1	38.5	40.0	3.9%
State**	51.1	49.5	48.6	50.2	58.3	62.6	33.8	58.2	64.0	62.6	66.4	6.1%
<b>Total</b>	<b>70.4</b>	<b>70.5</b>	<b>71.9</b>	<b>76.6</b>	<b>87.8</b>	<b>94.2</b>	<b>61.3</b>	<b>95.7</b>	<b>107.1</b>	<b>101.1</b>	<b>106.4</b>	<b>5.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	7.1	7.5	8.3	9.3	10.2	11.1	12.4	13.6	14.4	11.2	11.6	4.3%
Visitor	12.2	13.5	15.0	17.1	19.3	20.5	15.1	23.9	28.7	27.4	28.4	3.7%
<b>Total</b>	<b>19.3</b>	<b>21.0</b>	<b>23.3</b>	<b>26.4</b>	<b>29.5</b>	<b>31.6</b>	<b>27.5</b>	<b>37.5</b>	<b>43.1</b>	<b>38.5</b>	<b>40.0</b>	<b>3.9%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	7.4	7.8	8.3	8.3	8.5	9.1	9.3	10.3	11.5	9.9	10.6	6.5%
Visitor	43.7	41.7	40.3	41.9	49.9	53.5	24.5	47.9	52.5	52.7	55.8	6.1%
<b>Total</b>	<b>51.1</b>	<b>49.5</b>	<b>48.6</b>	<b>50.2</b>	<b>58.3</b>	<b>62.6</b>	<b>33.8</b>	<b>58.2</b>	<b>64.0</b>	<b>62.6</b>	<b>66.4</b>	<b>6.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Luis Obispo County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,562.3	1,606.9	1,622.7	1,716.0	1,837.0	1,935.2	1,320.7	1,862.7	2,234.9	2,222.2	2,275.9	2.4%
Other travel*	67.2	61.8	57.2	65.8	77.9	83.3	26.5	46.3	80.2	82.5	87.9	6.5%
<b>Total</b>	<b>1,629.5</b>	<b>1,668.7</b>	<b>1,680.0</b>	<b>1,781.8</b>	<b>1,915.0</b>	<b>2,018.5</b>	<b>1,347.3</b>	<b>1,909.0</b>	<b>2,315.0</b>	<b>2,304.6</b>	<b>2,363.8</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	966.5	1,002.0	1,015.4	1,077.1	1,147.2	1,202.1	954.1	1,320.4	1,466.2	1,448.6	1,494.7	3.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	894.9	1,020.2	992.0	1,040.8	4.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	425.5	446.1	456.6	453.9	-0.6%
Campground	134.9	137.1	138.7	145.6	152.8	164.7	137.3	178.9	233.3	231.7	231.4	-0.1%
Private Home (VFR)	92.4	96.4	96.9	107.6	120.6	131.3	56.0	124.7	142.4	147.0	150.5	2.4%
Seasonal Home	40.0	40.8	41.4	44.7	50.5	51.7	61.0	54.8	66.6	68.3	69.1	1.2%
Day Travel	328.5	330.5	330.2	341.1	366.0	385.4	112.3	183.9	326.2	326.7	330.2	1.1%
<b>Total</b>	<b>595.7</b>	<b>604.9</b>	<b>607.3</b>	<b>638.9</b>	<b>689.8</b>	<b>733.1</b>	<b>366.6</b>	<b>1,862.7</b>	<b>2,234.9</b>	<b>2,222.2</b>	<b>2,275.9</b>	<b>2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	406.7	435.4	453.1	477.1	505.7	528.3	474.5	697.6	775.8	751.3	768.3	2.3%
Food Service	429.6	447.2	459.8	487.2	519.3	551.8	356.3	453.6	557.3	575.8	596.0	3.5%
Food Stores	68.1	70.5	70.5	71.8	73.6	77.8	56.9	105.5	128.1	134.2	135.4	0.9%
Arts, Ent. & Rec.	199.0	202.4	204.1	211.2	220.1	227.9	138.2	204.4	229.8	235.0	245.1	4.3%
Retail Sales	250.9	257.8	256.1	270.0	289.1	305.2	172.9	219.0	271.5	269.1	269.9	0.3%
Visitor Air	11.0	12.5	13.9	15.9	19.3	21.7	8.3	12.5	25.1	29.5	33.1	12.3%
Local Tran. & Gas	197.0	181.0	165.1	182.8	210.0	222.4	113.7	170.1	247.2	227.3	228.0	0.3%
<b>Total</b>	<b>1,562.3</b>	<b>1,606.9</b>	<b>1,622.7</b>	<b>1,716.0</b>	<b>1,837.0</b>	<b>1,935.2</b>	<b>1,320.7</b>	<b>1,862.7</b>	<b>2,234.9</b>	<b>2,222.2</b>	<b>2,275.9</b>	<b>2.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# San Luis Obispo County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	334.9	356.6	386.2	439.3	472.4	508.8	410.1	500.2	591.2	624.1	645.4	3.4%
Arts, Ent. & Rec.	98.0	105.0	111.2	123.6	128.5	138.6	98.5	132.2	149.3	162.4	172.5	6.2%
Retail*	46.8	49.4	50.3	52.1	54.7	57.4	58.2	65.6	70.1	71.5	73.4	2.7%
Ground Trans.	17.4	18.3	20.0	23.2	32.8	36.3	17.0	16.6	17.9	18.2	20.6	13.2%
Visitor Air	4.3	5.2	4.4	5.8	6.1	29.4	31.1	13.5	13.9	15.5	16.7	7.5%
Other travel**	8.8	9.3	7.9	10.4	10.9	44.5	40.5	17.3	19.1	21.7	24.5	13.0%
<b>Total</b>	<b>510.1</b>	<b>543.9</b>	<b>580.0</b>	<b>654.3</b>	<b>705.5</b>	<b>815.0</b>	<b>655.4</b>	<b>745.4</b>	<b>861.5</b>	<b>913.3</b>	<b>953.1</b>	<b>4.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	11,010	11,080	11,460	12,580	12,910	13,410	10,640	11,840	13,160	13,390	13,420	0.2%
Arts, Ent. & Rec.	5,410	5,280	5,300	5,650	5,910	6,340	4,140	5,090	6,380	6,670	7,450	11.7%
Retail*	1,470	1,470	1,490	1,520	1,560	1,590	1,500	1,540	1,570	1,550	1,540	-0.6%
Ground Trans.	460	460	470	490	640	720	730	710	850	900	950	5.6%
Visitor Air	60	70	70	100	100	300	290	170	160	170	170	0.0%
Other travel**	170	170	150	210	220	510	410	250	260	280	290	3.6%
<b>Total</b>	<b>18,580</b>	<b>18,530</b>	<b>18,940</b>	<b>20,550</b>	<b>21,340</b>	<b>22,870</b>	<b>17,710</b>	<b>19,600</b>	<b>22,380</b>	<b>22,960</b>	<b>23,820</b>	<b>3.7%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Luis Obispo County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	65.6	69.9	72.4	76.6	84.2	90.5	81.2	103.1	111.9	103.5	105.6	2.0%
State**	76.8	76.8	75.2	77.7	84.9	92.2	65.5	84.9	96.4	93.6	96.5	3.1%
<b>Total</b>	<b>142.4</b>	<b>146.7</b>	<b>147.7</b>	<b>154.3</b>	<b>169.1</b>	<b>182.7</b>	<b>146.7</b>	<b>188.0</b>	<b>208.4</b>	<b>197.1</b>	<b>202.1</b>	<b>2.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	16.7	17.6	18.1	19.6	21.6	25.0	26.6	30.1	29.5	22.9	23.1	0.7%
Visitor	48.9	52.3	54.3	57.0	62.6	65.6	54.6	73.0	82.5	80.5	82.5	2.4%
<b>Total</b>	<b>65.6</b>	<b>69.9</b>	<b>72.4</b>	<b>76.6</b>	<b>84.2</b>	<b>90.5</b>	<b>81.2</b>	<b>103.1</b>	<b>111.9</b>	<b>103.5</b>	<b>105.6</b>	<b>2.0%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	18.2	19.0	19.1	19.8	19.8	22.6	23.5	26.8	27.6	23.6	24.2	2.6%
Visitor	58.6	57.8	56.1	57.9	65.1	69.6	42.0	58.1	68.8	70.0	72.3	3.3%
<b>Total</b>	<b>76.8</b>	<b>76.8</b>	<b>75.2</b>	<b>77.7</b>	<b>84.9</b>	<b>92.2</b>	<b>65.5</b>	<b>84.9</b>	<b>96.4</b>	<b>93.6</b>	<b>96.5</b>	<b>3.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# San Mateo County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	3,258.4	3,427.2	3,518.1	3,661.8	3,983.5	4,059.1	1,483.2	2,285.1	3,824.7	4,139.8	4,370.8	5.6%
Other travel*	260.9	302.6	294.5	335.7	373.6	433.1	194.1	210.8	321.2	347.1	366.5	5.6%
<b>Total</b>	<b>3,519.3</b>	<b>3,729.8</b>	<b>3,812.5</b>	<b>3,997.5</b>	<b>4,357.1</b>	<b>4,492.2</b>	<b>1,677.3</b>	<b>2,495.9</b>	<b>4,145.9</b>	<b>4,487.0</b>	<b>4,737.3</b>	<b>5.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2,308.8	2,463.2	2,549.1	2,638.4	2,868.9	2,911.4	1,161.2	1,502.8	2,794.8	3,055.0	3,256.6	6.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,387.2	2,605.7	2,826.9	3,012.0	6.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	115.6	189.1	228.1	244.6	7.3%
Campground	30.4	31.0	31.4	32.9	34.5	37.2	31.2	40.5	52.9	52.5	51.9	-1.1%
Private Home (VFR)	309.3	313.8	315.8	347.3	382.4	406.2	88.3	331.4	356.8	365.7	369.1	0.9%
Seasonal Home	19.2	19.1	19.5	20.9	23.1	23.7	40.0	36.0	43.4	44.4	44.6	0.6%
Day Travel	590.8	600.0	602.4	622.3	674.6	680.6	162.4	374.3	576.7	622.2	648.6	4.2%
<b>Total</b>	<b>949.6</b>	<b>964.0</b>	<b>969.0</b>	<b>1,023.4</b>	<b>1,114.6</b>	<b>1,147.7</b>	<b>322.0</b>	<b>2,285.1</b>	<b>3,824.7</b>	<b>4,139.8</b>	<b>4,370.8</b>	<b>5.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	776.7	873.8	919.7	948.4	1,050.9	1,079.7	386.6	474.2	772.0	888.9	958.9	7.9%
Food Service	835.7	881.3	917.3	965.8	1,049.1	1,074.8	406.9	635.6	1,084.8	1,244.3	1,343.1	7.9%
Food Stores	90.3	93.9	93.5	94.8	98.9	99.8	39.6	77.7	117.7	133.4	140.7	5.5%
Arts, Ent. & Rec.	463.5	477.3	486.9	500.6	531.0	529.6	191.2	305.0	485.6	547.9	599.1	9.4%
Retail Sales	446.9	458.8	461.5	489.8	535.2	554.4	194.4	323.6	512.0	559.6	573.7	2.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	12.9	15.3	15.2	-0.7%
Local Tran. & Gas	645.3	642.3	639.1	662.5	718.4	720.8	264.6	462.4	839.7	750.5	740.1	-1.4%
<b>Total</b>	<b>3,258.4</b>	<b>3,427.2</b>	<b>3,518.1</b>	<b>3,661.8</b>	<b>3,983.5</b>	<b>4,059.1</b>	<b>1,483.2</b>	<b>2,285.1</b>	<b>3,824.7</b>	<b>4,139.8</b>	<b>4,370.8</b>	<b>5.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# San Mateo County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	587.6	654.0	700.3	767.8	867.5	907.5	578.3	658.2	854.6	980.8	1,041.4	6.2%
Arts, Ent. & Rec.	207.4	221.3	237.1	248.7	273.0	281.6	206.2	245.8	300.8	333.4	340.9	2.2%
Retail*	74.5	78.8	80.7	82.8	91.7	92.0	89.1	99.0	97.5	97.7	98.8	1.1%
Ground Trans.	93.3	103.9	111.2	116.0	135.2	144.6	70.3	71.1	88.5	84.0	101.1	20.3%
Visitor Air	692.5	747.5	1,008.0	1,150.9	1,191.9	548.8	510.8	330.8	370.6	423.6	466.0	10.0%
Other travel**	674.4	782.7	1,053.3	1,229.5	1,310.6	677.9	650.9	437.4	465.4	515.5	580.1	12.5%
<b>Total</b>	<b>2,329.8</b>	<b>2,588.2</b>	<b>3,190.6</b>	<b>3,595.6</b>	<b>3,869.9</b>	<b>2,652.5</b>	<b>2,105.6</b>	<b>1,842.2</b>	<b>2,177.5</b>	<b>2,435.1</b>	<b>2,628.3</b>	<b>7.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	16,030	16,540	16,570	17,390	18,600	18,500	12,330	12,890	15,470	16,720	16,950	1.4%
Arts, Ent. & Rec.	7,560	7,970	8,250	8,590	9,020	8,670	5,890	6,390	7,650	8,340	9,000	7.9%
Retail*	1,830	1,760	1,710	1,710	1,800	1,770	1,580	1,600	1,570	1,570	1,580	0.6%
Ground Trans.	2,070	2,240	2,260	2,270	2,510	2,650	1,580	1,500	1,760	1,690	1,950	15.4%
Visitor Air	8,360	8,710	9,590	9,860	9,880	6,200	5,160	3,700	3,860	4,120	4,240	2.9%
Other travel**	8,310	9,340	10,410	10,850	11,130	7,570	6,530	4,970	4,920	5,050	5,320	5.3%
<b>Total</b>	<b>44,160</b>	<b>46,560</b>	<b>48,790</b>	<b>50,670</b>	<b>52,940</b>	<b>45,360</b>	<b>33,070</b>	<b>31,050</b>	<b>35,230</b>	<b>37,490</b>	<b>39,040</b>	<b>4.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# San Mateo County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	234.4	255.3	280.4	294.2	335.3	296.8	166.2	183.8	254.0	258.9	272.1	5.1%
State**	197.8	204.7	216.4	221.5	230.7	208.1	115.5	152.0	208.3	211.4	221.7	4.9%
<b>Total</b>	<b>432.3</b>	<b>460.1</b>	<b>496.8</b>	<b>515.6</b>	<b>566.1</b>	<b>504.9</b>	<b>281.7</b>	<b>335.8</b>	<b>462.3</b>	<b>470.3</b>	<b>493.8</b>	<b>5.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	84.9	93.2	110.5	119.1	132.5	90.8	95.2	83.3	83.4	68.5	71.4	4.3%
Visitor	149.6	162.1	169.9	175.1	202.8	206.0	71.0	100.6	170.6	190.4	200.8	5.4%
<b>Total</b>	<b>234.4</b>	<b>255.3</b>	<b>280.4</b>	<b>294.2</b>	<b>335.3</b>	<b>296.8</b>	<b>166.2</b>	<b>183.8</b>	<b>254.0</b>	<b>258.9</b>	<b>272.1</b>	<b>5.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	72.9	79.0	91.3	94.2	91.0	64.3	60.9	60.1	64.2	59.4	63.2	6.3%
Visitor	125.0	125.7	125.1	127.3	139.7	143.8	54.7	91.9	144.0	152.0	158.5	4.3%
<b>Total</b>	<b>197.8</b>	<b>204.7</b>	<b>216.4</b>	<b>221.5</b>	<b>230.7</b>	<b>208.1</b>	<b>115.5</b>	<b>152.0</b>	<b>208.3</b>	<b>211.4</b>	<b>221.7</b>	<b>4.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Santa Barbara County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,714.3	1,774.4	1,774.5	1,818.1	1,831.7	1,976.9	955.4	1,535.6	1,898.6	1,922.5	2,005.6	4.3%
Other travel*	138.8	131.5	129.2	135.1	151.3	164.2	62.8	110.9	171.6	170.8	174.9	2.4%
<b>Total</b>	<b>1,853.2</b>	<b>1,905.9</b>	<b>1,903.7</b>	<b>1,953.1</b>	<b>1,983.0</b>	<b>2,141.1</b>	<b>1,018.3</b>	<b>1,646.5</b>	<b>2,070.2</b>	<b>2,093.4</b>	<b>2,180.5</b>	<b>4.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,085.6	1,135.2	1,139.3	1,142.6	1,126.2	1,228.8	641.7	1,019.2	1,205.2	1,220.0	1,290.6	5.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	817.6	969.9	975.5	1,048.9	7.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	201.6	235.3	244.5	241.6	-1.2%
Campground	57.5	59.0	59.7	62.6	65.7	70.9	59.1	77.3	100.7	100.0	99.9	-0.1%
Private Home (VFR)	151.0	154.6	152.4	169.9	187.8	205.7	82.6	183.6	213.5	217.4	223.2	2.7%
Seasonal Home	33.7	34.4	34.9	37.8	42.7	43.7	56.6	50.9	49.4	50.6	51.2	1.2%
Day Travel	386.5	391.2	388.2	405.2	409.3	427.9	115.4	204.7	329.7	334.5	340.6	1.8%
<b>Total</b>	<b>628.7</b>	<b>639.2</b>	<b>635.2</b>	<b>675.5</b>	<b>705.5</b>	<b>748.2</b>	<b>313.7</b>	<b>1,535.6</b>	<b>1,898.6</b>	<b>1,922.5</b>	<b>2,005.6</b>	<b>4.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	435.2	467.5	481.0	484.6	464.0	522.7	335.0	586.3	693.0	671.8	700.4	4.3%
Food Service	473.0	496.7	506.8	520.0	528.6	560.9	255.6	370.6	456.2	481.1	509.4	5.9%
Food Stores	55.0	57.2	56.5	56.8	56.5	59.1	33.8	57.9	72.8	77.1	78.6	2.0%
Arts, Ent. & Rec.	219.3	225.0	225.0	225.8	224.2	231.7	98.3	152.7	178.5	185.8	197.3	6.1%
Retail Sales	278.1	290.0	286.0	295.8	302.5	321.9	133.4	199.0	245.7	248.1	249.6	0.6%
Visitor Air	33.8	32.9	32.1	35.0	37.5	50.8	14.8	25.6	50.9	53.4	60.3	13.0%
Local Tran. & Gas	220.1	205.1	187.0	200.2	218.4	229.6	84.7	143.6	201.6	205.2	209.9	2.3%
<b>Total</b>	<b>1,714.3</b>	<b>1,774.4</b>	<b>1,774.5</b>	<b>1,818.1</b>	<b>1,831.7</b>	<b>1,976.9</b>	<b>955.4</b>	<b>1,535.6</b>	<b>1,898.6</b>	<b>1,922.5</b>	<b>2,005.6</b>	<b>4.3%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Santa Barbara County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	379.6	415.3	425.7	457.4	470.2	513.6	399.6	480.5	590.2	618.3	637.9	3.2%
Arts, Ent. & Rec.	103.6	105.3	104.3	114.3	117.5	126.6	99.9	119.5	139.3	148.0	158.3	7.0%
Retail*	46.0	49.2	49.7	49.6	50.3	52.1	53.9	59.3	62.8	68.4	69.4	1.4%
Ground Trans.	20.8	22.4	23.9	26.4	34.5	38.1	13.8	13.7	15.0	19.3	17.3	-10.2%
Visitor Air	4.2	5.3	4.0	4.5	4.7	5.9	5.7	7.9	8.8	10.0	11.3	13.7%
Other travel**	16.6	18.6	19.7	19.4	20.7	21.8	19.2	22.2	25.8	29.3	31.1	5.9%
<b>Total</b>	<b>570.8</b>	<b>616.1</b>	<b>627.4</b>	<b>671.5</b>	<b>697.8</b>	<b>758.2</b>	<b>592.0</b>	<b>703.1</b>	<b>841.9</b>	<b>893.3</b>	<b>925.4</b>	<b>3.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	10,650	11,070	10,970	11,120	11,040	11,810	9,090	10,050	11,550	11,740	11,500	-2.0%
Arts, Ent. & Rec.	4,330	4,400	4,330	4,580	5,230	5,590	4,060	4,590	5,440	5,770	6,150	6.6%
Retail*	1,270	1,360	1,360	1,310	1,300	1,320	1,260	1,310	1,300	1,350	1,340	-0.7%
Ground Trans.	530	550	550	550	670	740	540	520	630	710	700	-1.4%
Visitor Air	90	90	60	60	60	80	60	80	90	90	100	11.1%
Other travel**	340	360	360	340	350	370	290	330	370	390	420	7.7%
<b>Total</b>	<b>17,210</b>	<b>17,830</b>	<b>17,630</b>	<b>17,960</b>	<b>18,650</b>	<b>19,910</b>	<b>15,300</b>	<b>16,880</b>	<b>19,380</b>	<b>20,050</b>	<b>20,210</b>	<b>0.8%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Santa Barbara County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	73.9	79.4	81.5	84.7	85.6	95.0	66.5	100.6	115.2	106.9	110.6	3.5%
State**	86.6	87.2	84.0	84.3	89.1	95.4	53.4	75.9	86.3	85.6	88.9	3.9%
<b>Total</b>	<b>160.6</b>	<b>166.6</b>	<b>165.6</b>	<b>169.0</b>	<b>174.7</b>	<b>190.4</b>	<b>119.9</b>	<b>176.6</b>	<b>201.6</b>	<b>192.5</b>	<b>199.6</b>	<b>3.7%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	19.0	20.4	20.0	20.5	21.6	23.4	24.2	28.7	29.1	22.7	22.7	0.0%
Visitor	54.9	59.0	61.6	64.2	64.0	71.6	42.3	71.9	86.1	84.2	88.0	4.5%
<b>Total</b>	<b>73.9</b>	<b>79.4</b>	<b>81.5</b>	<b>84.7</b>	<b>85.6</b>	<b>95.0</b>	<b>66.5</b>	<b>100.6</b>	<b>115.2</b>	<b>106.9</b>	<b>110.6</b>	<b>3.5%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	20.2	21.3	20.5	20.2	19.6	21.2	20.6	25.2	26.9	23.2	23.6	1.8%
Visitor	66.4	66.0	63.5	64.1	69.5	74.1	32.9	50.7	59.4	62.4	65.3	4.7%
<b>Total</b>	<b>86.6</b>	<b>87.2</b>	<b>84.0</b>	<b>84.3</b>	<b>89.1</b>	<b>95.4</b>	<b>53.4</b>	<b>75.9</b>	<b>86.3</b>	<b>85.6</b>	<b>88.9</b>	<b>3.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Santa Clara County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	4,794.5	5,040.6	5,219.7	6,018.0	6,173.3	6,214.4	2,255.7	3,165.8	4,764.0	5,444.0	5,912.9	8.6%
Other travel*	974.5	1,049.0	1,084.1	1,203.2	1,272.3	1,414.3	723.8	1,055.1	1,480.2	1,810.5	2,085.4	15.2%
<b>Total</b>	<b>5,769.0</b>	<b>6,089.6</b>	<b>6,303.9</b>	<b>7,221.1</b>	<b>7,445.6</b>	<b>7,628.7</b>	<b>2,979.5</b>	<b>4,220.8</b>	<b>6,244.2</b>	<b>7,254.4</b>	<b>7,998.2</b>	<b>10.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	3,236.4	3,479.7	3,651.2	4,339.6	4,366.8	4,304.5	1,680.8	1,865.1	3,146.2	3,736.7	4,156.3	11.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,726.4	2,843.3	3,376.4	3,773.9	11.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	138.7	302.9	360.2	382.4	6.2%
Campground	49.0	48.8	49.3	51.8	54.3	58.6	49.1	63.7	83.1	82.5	81.8	-0.7%
Private Home (VFR)	609.3	609.5	610.2	673.3	732.8	803.7	232.3	608.8	707.8	734.7	752.3	2.4%
Seasonal Home	24.3	25.0	25.3	26.9	29.3	30.0	42.3	38.4	36.6	37.3	37.6	0.8%
Day Travel	875.5	877.7	883.7	926.5	990.1	1,017.6	251.2	589.8	790.3	852.9	884.9	3.7%
<b>Total</b>	<b>1,558.0</b>	<b>1,560.9</b>	<b>1,568.5</b>	<b>1,678.4</b>	<b>1,806.5</b>	<b>1,909.9</b>	<b>575.0</b>	<b>3,165.8</b>	<b>4,764.0</b>	<b>5,444.0</b>	<b>5,912.9</b>	<b>8.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1,181.0	1,368.4	1,469.0	1,753.2	1,738.7	1,727.7	591.1	576.3	1,126.0	1,342.5	1,533.4	14.2%
Food Service	1,289.2	1,343.1	1,410.2	1,630.6	1,682.0	1,692.5	692.3	1,007.2	1,412.6	1,645.0	1,795.6	9.2%
Food Stores	148.9	153.0	153.5	164.8	165.9	167.1	69.2	127.4	178.6	203.5	214.4	5.3%
Arts, Ent. & Rec.	644.0	655.3	674.2	757.4	764.5	750.8	291.7	434.8	579.6	663.4	728.5	9.8%
Retail Sales	652.4	658.6	667.7	767.9	798.7	818.9	303.7	496.8	646.8	711.3	731.8	2.9%
Visitor Air	285.4	301.6	307.2	323.3	355.0	386.2	92.1	114.6	227.0	257.2	285.6	11.0%
Local Tran. & Gas	593.6	560.6	538.0	620.7	668.5	671.2	215.6	408.7	593.5	621.0	623.6	0.4%
<b>Total</b>	<b>4,794.5</b>	<b>5,040.6</b>	<b>5,219.7</b>	<b>6,018.0</b>	<b>6,173.3</b>	<b>6,214.4</b>	<b>2,255.7</b>	<b>3,165.8</b>	<b>4,764.0</b>	<b>5,444.0</b>	<b>5,912.9</b>	<b>8.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Santa Clara County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	893.8	970.3	1,082.0	1,143.1	1,173.3	1,196.3	814.8	905.9	1,192.4	1,340.0	1,398.7	4.4%
Arts, Ent. & Rec.	315.2	322.9	345.5	378.7	395.6	444.3	259.9	282.1	354.7	394.1	402.9	2.2%
Retail*	105.1	109.4	113.1	113.5	115.6	115.3	111.3	118.3	118.5	123.5	122.5	-0.8%
Ground Trans.	70.0	75.2	82.3	99.5	124.0	130.7	48.1	48.0	56.0	62.4	63.9	2.5%
Visitor Air	24.7	27.4	26.3	25.4	26.5	22.4	21.1	20.3	22.7	26.0	29.7	14.1%
Other travel**	146.0	186.5	204.9	217.2	218.7	251.5	220.3	242.4	289.0	389.1	470.9	21.0%
<b>Total</b>	<b>1,554.7</b>	<b>1,691.8</b>	<b>1,854.3</b>	<b>1,977.4</b>	<b>2,053.7</b>	<b>2,160.5</b>	<b>1,475.5</b>	<b>1,617.0</b>	<b>2,033.3</b>	<b>2,335.1</b>	<b>2,488.6</b>	<b>6.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	25,850	26,360	27,490	27,700	26,640	25,390	17,310	17,920	21,660	22,670	23,070	1.8%
Arts, Ent. & Rec.	7,150	7,560	7,790	7,860	7,820	8,410	4,960	5,980	8,360	9,360	10,360	10.7%
Retail*	2,470	2,420	2,570	2,490	2,430	2,410	2,140	2,170	2,140	2,160	2,100	-2.8%
Ground Trans.	1,710	1,760	1,810	2,030	2,370	2,510	1,540	1,490	1,770	1,910	1,970	3.1%
Visitor Air	360	380	360	350	350	390	330	310	330	350	370	5.7%
Other travel**	2,080	2,150	2,430	2,660	2,770	3,780	2,370	2,600	2,810	3,250	3,250	0.0%
<b>Total</b>	<b>39,620</b>	<b>40,630</b>	<b>42,450</b>	<b>43,090</b>	<b>42,380</b>	<b>42,890</b>	<b>28,650</b>	<b>30,470</b>	<b>37,070</b>	<b>39,700</b>	<b>41,120</b>	<b>3.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Santa Clara County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	215.5	239.2	261.7	285.0	319.3	323.1	153.0	176.3	255.0	273.6	299.2	9.4%
State**	235.9	235.7	234.9	250.3	267.5	276.1	134.0	194.1	236.3	254.7	269.5	5.8%
<b>Total</b>	<b>451.4</b>	<b>474.8</b>	<b>496.6</b>	<b>535.3</b>	<b>586.7</b>	<b>599.2</b>	<b>287.0</b>	<b>370.3</b>	<b>491.3</b>	<b>528.4</b>	<b>568.7</b>	<b>7.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	55.2	59.5	62.7	66.2	69.0	72.5	65.6	72.1	76.8	64.7	66.6	2.9%
Visitor	160.3	179.7	199.0	218.8	250.3	250.6	87.5	104.2	178.2	208.9	232.6	11.4%
<b>Total</b>	<b>215.5</b>	<b>239.2</b>	<b>261.7</b>	<b>285.0</b>	<b>319.3</b>	<b>323.1</b>	<b>153.0</b>	<b>176.3</b>	<b>255.0</b>	<b>273.6</b>	<b>299.2</b>	<b>9.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	53.3	56.7	58.8	56.5	55.2	57.8	47.9	53.8	61.0	57.9	60.9	5.1%
Visitor	182.6	178.9	176.1	193.7	212.2	218.3	86.0	140.3	175.3	196.8	208.6	6.0%
<b>Total</b>	<b>235.9</b>	<b>235.7</b>	<b>234.9</b>	<b>250.3</b>	<b>267.5</b>	<b>276.1</b>	<b>134.0</b>	<b>194.1</b>	<b>236.3</b>	<b>254.7</b>	<b>269.5</b>	<b>5.8%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# Santa Cruz County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	848.7	879.6	903.5	976.2	1,025.0	1,020.0	482.8	1,017.3	1,303.2	1,335.0	1,380.3	3.4%
Other travel*	54.9	48.5	42.3	46.8	53.2	55.4	19.1	36.6	55.1	56.4	55.3	-1.9%
<b>Total</b>	<b>903.6</b>	<b>928.1</b>	<b>945.7</b>	<b>1,023.0</b>	<b>1,078.2</b>	<b>1,075.4</b>	<b>501.8</b>	<b>1,053.9</b>	<b>1,358.3</b>	<b>1,391.3</b>	<b>1,435.6</b>	<b>3.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	447.9	475.5	498.5	548.9	566.9	545.9	211.8	638.0	811.5	839.9	880.6	4.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	464.3	614.0	660.7	697.3	5.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	173.6	197.5	179.3	183.4	2.3%
Campground	67.4	69.1	69.9	73.3	77.0	83.0	69.3	90.3	117.8	116.9	116.7	-0.2%
Private Home (VFR)	69.7	68.7	67.8	74.6	81.1	86.2	31.1	83.5	93.4	93.9	95.2	1.3%
Seasonal Home	90.7	93.0	94.3	99.7	108.6	111.3	109.7	99.5	95.0	96.6	97.7	1.1%
Day Travel	173.0	173.3	172.9	179.6	191.4	193.6	60.9	106.0	185.6	187.5	190.1	1.4%
<b>Total</b>	<b>400.8</b>	<b>404.1</b>	<b>404.9</b>	<b>427.3</b>	<b>458.1</b>	<b>474.1</b>	<b>271.0</b>	<b>1,017.3</b>	<b>1,303.2</b>	<b>1,335.0</b>	<b>1,380.3</b>	<b>3.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	226.5	248.7	264.7	285.3	296.8	291.7	138.9	330.3	372.5	363.7	376.8	3.6%
Food Service	232.9	244.1	256.0	277.0	287.0	286.5	138.9	281.9	382.7	413.3	437.1	5.8%
Food Stores	41.4	43.1	43.3	44.4	44.9	45.9	30.0	57.0	73.4	75.4	76.7	1.7%
Arts, Ent. & Rec.	117.5	120.3	123.7	130.4	132.1	128.7	60.2	127.5	161.0	169.4	178.5	5.4%
Retail Sales	114.2	117.0	118.6	130.5	141.0	141.8	65.6	126.0	164.6	170.2	169.2	-0.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	116.2	106.4	97.1	108.5	123.2	125.5	49.1	94.5	149.0	143.0	142.0	-0.7%
<b>Total</b>	<b>848.7</b>	<b>879.6</b>	<b>903.5</b>	<b>976.2</b>	<b>1,025.0</b>	<b>1,020.0</b>	<b>482.8</b>	<b>1,017.3</b>	<b>1,303.2</b>	<b>1,335.0</b>	<b>1,380.3</b>	<b>3.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Santa Cruz County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	173.5	190.1	209.7	225.1	239.3	244.0	175.2	217.5	267.5	292.6	294.2	0.6%
Arts, Ent. & Rec.	60.1	68.4	75.9	81.6	85.6	86.8	51.8	65.1	83.8	104.8	112.9	7.8%
Retail*	21.9	23.2	24.0	23.8	24.0	24.4	25.0	27.5	28.6	29.6	28.6	-3.5%
Ground Trans.	9.0	9.5	10.5	12.5	17.7	18.6	6.5	6.4	6.6	6.8	7.5	9.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	5.3	4.8	4.5	4.6	4.6	4.7	4.2	4.2	5.0	6.7	6.5	-2.8%
<b>Total</b>	<b>269.8</b>	<b>295.9</b>	<b>324.6</b>	<b>347.6</b>	<b>371.2</b>	<b>378.5</b>	<b>262.7</b>	<b>320.6</b>	<b>391.4</b>	<b>440.4</b>	<b>449.7</b>	<b>2.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	5,860	6,060	6,200	6,360	6,460	6,400	4,550	5,150	5,930	6,260	5,990	-4.3%
Arts, Ent. & Rec.	3,100	3,350	3,410	3,680	3,670	3,390	1,860	2,250	3,040	3,470	3,780	8.9%
Retail*	720	700	730	720	700	690	650	670	660	650	630	-3.1%
Ground Trans.	240	240	250	270	350	370	310	300	360	380	390	2.6%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	140	120	110	120	110	110	90	90	100	90	90	0.0%
<b>Total</b>	<b>10,060</b>	<b>10,470</b>	<b>10,700</b>	<b>11,150</b>	<b>11,290</b>	<b>10,960</b>	<b>7,460</b>	<b>8,460</b>	<b>10,090</b>	<b>10,850</b>	<b>10,880</b>	<b>0.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Santa Cruz County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	32.5	35.5	39.5	44.5	47.8	47.5	25.7	52.3	60.4	57.8	59.4	2.8%
State**	43.2	43.2	42.6	43.8	48.3	49.4	27.5	46.5	56.8	58.4	60.3	3.2%
<b>Total</b>	<b>75.7</b>	<b>78.7</b>	<b>82.2</b>	<b>88.3</b>	<b>96.1</b>	<b>96.9</b>	<b>53.2</b>	<b>98.8</b>	<b>117.2</b>	<b>116.2</b>	<b>119.7</b>	<b>3.0%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	9.2	10.0	10.5	11.2	12.1	12.3	11.3	13.8	14.3	11.8	11.7	-1.4%
Visitor	23.3	25.6	29.0	33.3	35.8	35.2	14.3	38.4	46.0	45.9	47.7	3.9%
<b>Total</b>	<b>32.5</b>	<b>35.5</b>	<b>39.5</b>	<b>44.5</b>	<b>47.8</b>	<b>47.5</b>	<b>25.7</b>	<b>52.3</b>	<b>60.4</b>	<b>57.8</b>	<b>59.4</b>	<b>2.8%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	9.4	10.1	10.4	9.9	9.9	10.0	8.7	10.8	11.8	10.9	10.9	0.4%
Visitor	33.8	33.1	32.2	33.9	38.4	39.3	18.8	35.7	45.0	47.6	49.4	3.9%
<b>Total</b>	<b>43.2</b>	<b>43.2</b>	<b>42.6</b>	<b>43.8</b>	<b>48.3</b>	<b>49.4</b>	<b>27.5</b>	<b>46.5</b>	<b>56.8</b>	<b>58.4</b>	<b>60.3</b>	<b>3.2%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Shasta County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	395.4	395.9	409.7	428.4	472.7	505.0	295.3	425.2	504.6	502.0	516.9	3.0%
Other travel*	34.7	32.1	29.7	32.4	36.9	39.7	12.7	25.6	40.8	38.1	37.5	-1.6%
<b>Total</b>	<b>430.1</b>	<b>428.0</b>	<b>439.4</b>	<b>460.9</b>	<b>509.7</b>	<b>544.7</b>	<b>308.0</b>	<b>450.8</b>	<b>545.4</b>	<b>540.1</b>	<b>554.3</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	166.5	171.9	183.4	192.5	216.9	234.8	147.6	207.8	220.4	216.6	228.9	5.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	156.8	166.0	157.7	169.8	7.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	51.0	54.5	58.9	59.2	0.5%
Campground	39.4	39.5	40.0	41.9	44.0	47.4	39.7	51.5	67.2	66.7	66.5	-0.4%
Private Home (VFR)	45.4	43.1	42.9	46.2	51.6	55.6	16.4	52.6	59.0	59.9	60.4	0.9%
Seasonal Home	39.8	38.5	39.2	40.7	43.3	44.4	55.4	50.1	61.9	63.1	63.9	1.2%
Day Travel	104.3	102.9	104.3	107.1	116.9	122.8	36.2	63.1	96.1	95.7	97.2	1.5%
<b>Total</b>	<b>228.9</b>	<b>224.0</b>	<b>226.3</b>	<b>235.9</b>	<b>255.8</b>	<b>270.2</b>	<b>147.7</b>	<b>425.2</b>	<b>504.6</b>	<b>502.0</b>	<b>516.9</b>	<b>3.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	87.0	91.2	97.8	102.7	114.7	123.2	103.2	138.4	151.7	146.0	151.1	3.5%
Food Service	103.3	106.9	113.9	118.3	128.8	138.1	74.5	104.4	123.2	127.5	134.6	5.5%
Food Stores	23.0	23.6	23.9	24.0	24.8	26.1	19.0	29.0	35.7	37.6	38.2	1.6%
Arts, Ent. & Rec.	52.5	53.1	55.4	56.2	59.7	62.3	33.4	47.9	53.8	55.3	58.3	5.5%
Retail Sales	58.0	55.6	57.3	60.2	67.0	71.8	33.7	50.0	59.5	59.1	58.7	-0.7%
Visitor Air	1.9	2.6	3.3	3.3	3.1	4.5	1.4	3.1	5.2	6.0	5.9	-0.9%
Local Tran. & Gas	69.8	63.0	58.3	63.7	74.6	79.0	30.1	52.4	75.5	70.5	70.0	-0.7%
<b>Total</b>	<b>395.4</b>	<b>395.9</b>	<b>409.7</b>	<b>428.4</b>	<b>472.7</b>	<b>505.0</b>	<b>295.3</b>	<b>425.2</b>	<b>504.6</b>	<b>502.0</b>	<b>516.9</b>	<b>3.0%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Shasta County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	73.7	78.0	86.4	91.7	92.9	103.6	96.2	115.3	122.0	127.5	132.9	4.2%
Arts, Ent. & Rec.	23.9	24.3	26.8	24.7	26.1	29.5	22.4	27.6	31.3	34.7	39.3	13.3%
Retail*	12.5	12.6	13.2	13.7	14.1	14.9	16.5	18.6	20.0	21.0	20.1	-3.9%
Ground Trans.	5.5	5.7	6.4	7.4	10.9	12.1	4.1	4.0	4.1	4.2	4.7	12.7%
Visitor Air	1.2	1.3	2.5	2.8	2.8	2.9	2.8	3.3	3.3	4.1	4.4	7.2%
Other travel**	3.0	3.3	5.1	5.5	5.8	5.7	5.6	6.8	7.8	8.3	8.9	6.7%
<b>Total</b>	<b>119.7</b>	<b>125.2</b>	<b>140.5</b>	<b>145.8</b>	<b>152.7</b>	<b>168.7</b>	<b>147.7</b>	<b>175.5</b>	<b>188.5</b>	<b>199.9</b>	<b>210.5</b>	<b>5.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,840	2,820	2,900	2,960	2,870	2,940	2,620	2,880	2,950	2,900	2,910	0.3%
Arts, Ent. & Rec.	1,060	1,100	1,160	1,100	1,160	1,290	960	1,120	1,200	1,270	1,420	11.8%
Retail*	410	400	410	420	420	430	440	460	470	460	450	-2.2%
Ground Trans.	150	150	150	160	210	240	190	190	220	240	250	4.2%
Visitor Air	20	20	30	40	40	40	30	40	30	40	40	0.0%
Other travel**	80	90	110	120	120	120	110	110	130	130	130	0.0%
<b>Total</b>	<b>4,560</b>	<b>4,580</b>	<b>4,760</b>	<b>4,800</b>	<b>4,820</b>	<b>5,060</b>	<b>4,350</b>	<b>4,800</b>	<b>5,000</b>	<b>5,040</b>	<b>5,200</b>	<b>3.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Shasta County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	11.9	12.4	13.4	13.9	15.9	17.4	14.6	19.6	20.1	18.3	18.9	3.4%
State**	22.6	21.8	21.6	21.8	25.1	27.1	16.3	23.4	25.2	24.8	25.8	3.7%
<b>Total</b>	<b>34.5</b>	<b>34.2</b>	<b>35.0</b>	<b>35.7</b>	<b>41.0</b>	<b>44.4</b>	<b>31.0</b>	<b>43.0</b>	<b>45.4</b>	<b>43.1</b>	<b>44.7</b>	<b>3.6%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.8	3.9	4.2	4.2	4.5	5.0	5.8	6.8	6.2	4.8	4.9	1.6%
Visitor	8.1	8.5	9.2	9.7	11.5	12.4	8.9	12.8	13.9	13.4	14.0	4.1%
<b>Total</b>	<b>11.9</b>	<b>12.4</b>	<b>13.4</b>	<b>13.9</b>	<b>15.9</b>	<b>17.4</b>	<b>14.6</b>	<b>19.6</b>	<b>20.1</b>	<b>18.3</b>	<b>18.9</b>	<b>3.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.5	4.6	4.8	4.6	4.6	5.0	5.5	6.6	6.3	5.4	5.6	3.5%
Visitor	18.1	17.2	16.7	17.2	20.5	22.0	10.8	16.8	18.9	19.5	20.2	3.8%
<b>Total</b>	<b>22.6</b>	<b>21.8</b>	<b>21.6</b>	<b>21.8</b>	<b>25.1</b>	<b>27.1</b>	<b>16.3</b>	<b>23.4</b>	<b>25.2</b>	<b>24.8</b>	<b>25.8</b>	<b>3.7%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Sierra County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	17.9	17.3	16.4	17.7	17.8	18.9	13.3	18.8	20.9	18.2	18.0	-1.1%
Other travel*	0.5	0.5	0.4	0.5	0.5	0.5	0.2	0.4	0.6	0.5	0.5	-3.6%
<b>Total</b>	<b>18.4</b>	<b>17.7</b>	<b>16.8</b>	<b>18.2</b>	<b>18.3</b>	<b>19.4</b>	<b>13.5</b>	<b>19.2</b>	<b>21.5</b>	<b>18.7</b>	<b>18.5</b>	<b>-1.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	10.3	9.8	9.1	9.8	9.4	10.1	5.7	9.7	10.6	7.9	7.4	-6.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	4.7	5.0	4.1	4.1	0.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	5.0	5.6	3.8	3.2	-14.1%
Campground	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.8	1.0	1.0	1.0	0.8%
Private Home (VFR)	1.6	1.5	1.4	1.6	1.7	1.9	0.6	2.2	2.3	2.4	2.5	4.5%
Seasonal Home	2.7	2.8	2.8	3.0	3.3	3.4	5.2	4.7	4.7	4.8	5.0	3.5%
Day Travel	2.6	2.5	2.4	2.5	2.6	2.7	1.2	1.4	2.3	2.1	2.1	1.0%
<b>Total</b>	<b>7.6</b>	<b>7.4</b>	<b>7.3</b>	<b>7.9</b>	<b>8.3</b>	<b>8.8</b>	<b>7.7</b>	<b>18.8</b>	<b>20.9</b>	<b>18.2</b>	<b>18.0</b>	<b>-1.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	4.9	4.8	4.6	4.9	4.7	5.1	4.2	6.4	6.9	5.6	5.3	-6.5%
Food Service	5.4	5.3	5.2	5.6	5.5	5.9	4.1	5.2	5.8	5.3	5.6	6.2%
Food Stores	0.7	0.7	0.7	0.7	0.7	0.7	0.5	1.1	1.3	1.1	1.1	-3.6%
Arts, Ent. & Rec.	2.8	2.7	2.6	2.7	2.7	2.8	2.0	2.7	2.8	2.5	2.5	-0.3%
Retail Sales	2.0	1.9	1.8	2.0	2.2	2.4	1.6	2.1	2.3	2.1	2.0	-2.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	2.0	1.8	1.6	1.8	1.9	2.0	1.0	1.4	1.8	1.6	1.5	-3.7%
<b>Total</b>	<b>17.9</b>	<b>17.3</b>	<b>16.4</b>	<b>17.7</b>	<b>17.8</b>	<b>18.9</b>	<b>13.3</b>	<b>18.8</b>	<b>20.9</b>	<b>18.2</b>	<b>18.0</b>	<b>-1.1%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Sierra County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	2.7	2.9	2.8	3.1	3.1	3.3	3.8	5.3	5.9	5.0	7.2	42.4%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.6	2.9%
Retail*	0.4	0.4	0.3	0.4	0.4	0.4	0.4	2.0	0.7	1.1	1.9	70.3%
Ground Trans.	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.1	0.1	0.3	81.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-4.6%
<b>Total</b>	<b>3.9</b>	<b>4.1</b>	<b>4.0</b>	<b>4.4</b>	<b>4.4</b>	<b>4.7</b>	<b>5.0</b>	<b>8.2</b>	<b>7.4</b>	<b>6.9</b>	<b>10.0</b>	<b>44.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	160	190	170	180	200	220	220	270	300	280	400	42.9%
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20	20	20	20	0.0%
Retail*	20	20	10	20	20	20	20	50	10	20	50	150.0%
Ground Trans.	10	10	10	10	10	10	10	0	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	0	0	0	0	0	0	0	0	0	0	0	NA
<b>Total</b>	<b>210</b>	<b>240</b>	<b>210</b>	<b>230</b>	<b>250</b>	<b>270</b>	<b>270</b>	<b>340</b>	<b>340</b>	<b>330</b>	<b>480</b>	<b>45.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Sierra County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.9	0.8	0.6	0.7	5.2%
State**	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.9	0.9	0.8	0.9	12.6%
<b>Total</b>	<b>1.2</b>	<b>1.2</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.0</b>	<b>1.8</b>	<b>1.7</b>	<b>1.4</b>	<b>1.6</b>	<b>9.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.2	0.2	39.2%
Visitor	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.5	0.6	0.5	0.4	-6.9%
<b>Total</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.6</b>	<b>0.5</b>	<b>0.9</b>	<b>0.8</b>	<b>0.6</b>	<b>0.7</b>	<b>5.2%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.2	0.3	42.0%
Visitor	0.5	0.5	0.4	0.5	0.5	0.5	0.3	0.6	0.6	0.6	0.6	2.6%
<b>Total</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.5</b>	<b>0.9</b>	<b>0.9</b>	<b>0.8</b>	<b>0.9</b>	<b>12.6%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Siskiyou County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	162.5	164.9	168.3	179.5	184.5	197.6	139.1	218.5	221.3	221.0	229.6	3.9%
Other travel*	7.9	7.0	6.3	7.0	8.1	8.4	2.8	5.5	8.3	8.0	7.7	-2.8%
<b>Total</b>	<b>170.4</b>	<b>171.9</b>	<b>174.6</b>	<b>186.5</b>	<b>192.6</b>	<b>206.0</b>	<b>141.9</b>	<b>224.0</b>	<b>229.6</b>	<b>229.0</b>	<b>237.3</b>	<b>3.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	73.2	76.4	79.2	84.7	84.4	91.6	59.0	113.3	98.6	97.4	104.7	7.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	82.5	71.6	65.3	66.0	1.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	30.8	27.0	32.0	38.7	21.0%
Campground	16.0	15.9	16.0	16.8	17.7	19.0	15.9	20.7	27.0	26.8	26.6	-0.9%
Private Home (VFR)	23.7	22.1	22.1	24.1	25.5	27.9	9.2	29.3	31.6	31.9	32.3	1.3%
Seasonal Home	25.0	25.9	26.4	28.0	30.5	31.3	44.5	40.0	42.0	43.0	43.5	1.2%
Day Travel	24.6	24.6	24.6	25.9	26.4	27.8	10.4	15.3	22.1	21.9	22.4	2.0%
<b>Total</b>	<b>89.3</b>	<b>88.4</b>	<b>89.1</b>	<b>94.8</b>	<b>100.0</b>	<b>106.0</b>	<b>80.1</b>	<b>218.5</b>	<b>221.3</b>	<b>221.0</b>	<b>229.6</b>	<b>3.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	39.2	41.5	43.7	46.4	46.8	51.1	45.2	73.9	69.6	68.3	72.2	5.6%
Food Service	48.2	50.2	52.4	55.3	55.9	59.6	40.2	60.1	60.7	62.2	65.3	5.0%
Food Stores	9.6	9.8	9.8	10.0	9.9	10.5	7.2	13.6	15.3	16.1	16.9	4.5%
Arts, Ent. & Rec.	25.4	25.8	26.4	27.2	26.9	27.9	18.9	28.4	27.4	28.0	29.8	6.3%
Retail Sales	17.9	17.4	17.6	20.0	22.3	24.3	15.8	23.5	23.9	23.6	23.3	-1.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	22.2	20.2	18.5	20.5	22.7	24.1	11.8	19.1	24.6	22.8	22.1	-2.9%
<b>Total</b>	<b>162.5</b>	<b>164.9</b>	<b>168.3</b>	<b>179.5</b>	<b>184.5</b>	<b>197.6</b>	<b>139.1</b>	<b>218.5</b>	<b>221.3</b>	<b>221.0</b>	<b>229.6</b>	<b>3.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Siskiyou County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	47.7	53.1	58.0	62.5	58.0	63.7	52.3	60.0	70.4	73.4	78.5	7.1%
Arts, Ent. & Rec.	6.3	5.6	5.7	7.1	3.9	4.1	4.0	4.9	5.2	6.5	6.7	3.5%
Retail*	4.4	4.5	4.7	4.8	5.2	5.6	6.2	7.0	7.4	7.7	8.1	6.2%
Ground Trans.	1.9	2.0	2.2	2.5	3.5	3.9	1.7	1.6	1.7	1.7	2.0	14.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.7	0.7	0.8	0.9	10.9%
<b>Total</b>	<b>60.7</b>	<b>65.5</b>	<b>71.0</b>	<b>77.4</b>	<b>71.0</b>	<b>77.9</b>	<b>64.6</b>	<b>74.2</b>	<b>85.4</b>	<b>90.1</b>	<b>96.3</b>	<b>6.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,430	1,450	1,440	1,490	1,380	1,390	1,150	1,250	1,360	1,380	1,380	0.0%
Arts, Ent. & Rec.	360	290	290	340	200	190	170	190	180	220	230	4.5%
Retail*	170	160	160	160	160	170	170	190	190	180	180	0.0%
Ground Trans.	50	50	50	50	70	80	80	80	90	100	100	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	20	20	20	20	20	20	0.0%
<b>Total</b>	<b>2,030</b>	<b>1,970</b>	<b>1,960</b>	<b>2,060</b>	<b>1,830</b>	<b>1,850</b>	<b>1,590</b>	<b>1,730</b>	<b>1,840</b>	<b>1,900</b>	<b>1,910</b>	<b>0.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Siskiyou County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	5.1	5.4	5.7	6.1	6.2	6.8	5.9	9.4	8.9	8.1	8.6	5.4%
State**	8.5	8.4	8.3	8.6	8.9	9.7	7.0	9.9	10.0	9.7	10.0	3.4%
<b>Total</b>	<b>13.6</b>	<b>13.8</b>	<b>14.0</b>	<b>14.7</b>	<b>15.1</b>	<b>16.5</b>	<b>12.9</b>	<b>19.3</b>	<b>18.8</b>	<b>17.8</b>	<b>18.5</b>	<b>4.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.9	2.1	2.1	2.2	2.1	2.3	2.5	2.9	2.8	2.2	2.2	3.1%
Visitor	3.2	3.4	3.6	3.9	4.1	4.5	3.4	6.5	6.0	5.9	6.3	6.3%
<b>Total</b>	<b>5.1</b>	<b>5.4</b>	<b>5.7</b>	<b>6.1</b>	<b>6.2</b>	<b>6.8</b>	<b>5.9</b>	<b>9.4</b>	<b>8.9</b>	<b>8.1</b>	<b>8.6</b>	<b>5.4%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.2	2.3	2.3	2.3	2.0	2.2	2.4	2.7	2.7	2.3	2.4	4.9%
Visitor	6.3	6.1	5.9	6.2	6.9	7.5	4.6	7.2	7.3	7.4	7.6	2.9%
<b>Total</b>	<b>8.5</b>	<b>8.4</b>	<b>8.3</b>	<b>8.6</b>	<b>8.9</b>	<b>9.7</b>	<b>7.0</b>	<b>9.9</b>	<b>10.0</b>	<b>9.7</b>	<b>10.0</b>	<b>3.4%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Solano County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	633.2	632.1	665.7	693.0	714.7	735.0	284.7	700.4	871.7	864.1	889.3	2.9%
Other travel*	78.0	72.3	65.1	73.4	85.1	88.5	29.9	56.9	83.7	78.4	77.6	-1.0%
<b>Total</b>	<b>711.2</b>	<b>704.4</b>	<b>730.8</b>	<b>766.4</b>	<b>799.7</b>	<b>823.5</b>	<b>314.6</b>	<b>757.2</b>	<b>955.4</b>	<b>942.5</b>	<b>967.0</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	201.9	209.3	229.5	234.9	238.3	241.2	156.7	222.3	307.6	301.3	314.8	4.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	203.4	281.7	273.5	284.8	4.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	19.0	25.9	27.8	30.0	8.2%
Campground	4.5	4.5	4.6	4.8	5.0	5.4	4.5	5.9	7.7	7.4	7.4	-0.4%
Private Home (VFR)	179.0	171.7	176.8	191.0	204.5	218.3	50.6	250.9	272.2	273.7	279.6	2.1%
Seasonal Home	6.2	6.8	6.9	7.5	8.3	8.5	20.0	17.8	15.3	14.8	15.1	1.9%
Day Travel	241.6	239.9	247.9	254.9	258.5	261.6	52.9	203.4	268.9	266.8	272.4	2.1%
<b>Total</b>	<b>431.3</b>	<b>422.8</b>	<b>436.2</b>	<b>458.1</b>	<b>476.3</b>	<b>493.8</b>	<b>128.0</b>	<b>700.4</b>	<b>871.7</b>	<b>864.1</b>	<b>889.3</b>	<b>2.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	76.8	83.4	94.4	98.0	100.6	103.9	64.3	86.8	118.2	114.8	117.0	1.9%
Food Service	194.0	199.3	214.0	221.3	226.1	232.0	92.2	241.5	293.5	294.2	309.4	5.2%
Food Stores	31.9	32.4	33.1	33.1	32.9	33.3	10.6	37.5	45.2	45.9	47.1	2.7%
Arts, Ent. & Rec.	132.6	133.1	140.1	141.6	141.3	141.2	50.0	132.3	156.8	158.8	166.7	5.0%
Retail Sales	119.2	112.8	117.4	126.2	132.8	141.8	48.9	135.3	164.2	164.0	163.8	-0.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	78.7	71.0	66.7	72.8	80.9	82.8	18.6	67.0	93.8	86.4	85.4	-1.2%
<b>Total</b>	<b>633.2</b>	<b>632.1</b>	<b>665.7</b>	<b>693.0</b>	<b>714.7</b>	<b>735.0</b>	<b>284.7</b>	<b>700.4</b>	<b>871.7</b>	<b>864.1</b>	<b>889.3</b>	<b>2.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Solano County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	122.7	126.9	142.3	150.8	163.3	172.4	144.5	169.6	196.9	213.5	216.0	1.2%
Arts, Ent. & Rec.	69.0	61.0	67.4	61.3	66.5	67.7	34.1	44.7	60.2	62.1	64.9	4.5%
Retail*	19.6	19.5	20.6	21.2	22.5	23.3	22.9	25.7	27.3	28.4	28.7	1.1%
Ground Trans.	7.0	7.3	8.3	9.5	13.2	14.1	3.2	3.2	3.3	3.3	3.7	11.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	3.4	4.8	5.3	5.6	6.0	6.3	5.4	3.5	3.3	3.4	4.1	19.8%
<b>Total</b>	<b>221.8</b>	<b>219.4</b>	<b>244.0</b>	<b>248.5</b>	<b>271.5</b>	<b>283.7</b>	<b>210.1</b>	<b>246.7</b>	<b>291.0</b>	<b>310.7</b>	<b>317.4</b>	<b>2.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	4,520	4,400	4,600	4,620	4,770	4,700	3,790	4,080	4,570	4,720	4,630	-1.9%
Arts, Ent. & Rec.	3,560	3,400	3,510	3,540	3,520	3,530	1,720	2,160	2,900	3,130	3,230	3.2%
Retail*	680	630	660	670	690	680	610	630	640	630	630	0.0%
Ground Trans.	190	190	200	200	260	280	150	150	180	190	190	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	140	150	150	160	160	160	130	60	60	60	70	16.7%
<b>Total</b>	<b>9,090</b>	<b>8,770</b>	<b>9,120</b>	<b>9,190</b>	<b>9,400</b>	<b>9,350</b>	<b>6,400</b>	<b>7,080</b>	<b>8,350</b>	<b>8,730</b>	<b>8,750</b>	<b>0.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Solano County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	20.0	20.7	22.6	23.1	25.5	26.6	17.6	21.7	25.5	23.2	23.4	1.1%
State**	39.3	37.5	37.5	38.0	42.0	44.0	20.4	42.4	47.7	46.9	48.3	2.9%
<b>Total</b>	<b>59.3</b>	<b>58.1</b>	<b>60.2</b>	<b>61.1</b>	<b>67.5</b>	<b>70.6</b>	<b>38.0</b>	<b>64.1</b>	<b>73.2</b>	<b>70.1</b>	<b>71.7</b>	<b>2.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	7.5	7.3	7.9	7.7	8.5	8.9	8.8	9.9	9.9	7.8	7.6	-1.4%
Visitor	12.5	13.3	14.8	15.4	17.0	17.6	8.8	11.8	15.6	15.4	15.8	2.4%
<b>Total</b>	<b>20.0</b>	<b>20.7</b>	<b>22.6</b>	<b>23.1</b>	<b>25.5</b>	<b>26.6</b>	<b>17.6</b>	<b>21.7</b>	<b>25.5</b>	<b>23.2</b>	<b>23.4</b>	<b>1.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	7.8	7.6	8.0	7.5	7.6	7.9	7.0	9.1	9.6	8.3	8.3	0.5%
Visitor	31.5	29.9	29.6	30.5	34.4	36.2	13.4	33.3	38.1	38.6	40.0	3.4%
<b>Total</b>	<b>39.3</b>	<b>37.5</b>	<b>37.5</b>	<b>38.0</b>	<b>42.0</b>	<b>44.0</b>	<b>20.4</b>	<b>42.4</b>	<b>47.7</b>	<b>46.9</b>	<b>48.3</b>	<b>2.9%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Sonoma County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,698.3	1,751.6	1,831.9	1,925.6	2,024.5	2,054.4	1,161.4	1,874.2	2,129.9	2,159.8	2,238.3	3.6%
Other travel*	129.6	124.4	142.7	158.2	175.6	182.7	86.3	115.6	168.3	199.0	203.6	2.3%
<b>Total</b>	<b>1,828.0</b>	<b>1,876.0</b>	<b>1,974.6</b>	<b>2,083.8</b>	<b>2,200.0</b>	<b>2,237.1</b>	<b>1,247.7</b>	<b>1,989.8</b>	<b>2,298.1</b>	<b>2,358.9</b>	<b>2,441.9</b>	<b>3.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	885.8	930.7	984.3	1,054.3	1,111.9	1,112.8	722.3	1,160.1	1,242.2	1,250.8	1,311.4	4.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	781.8	839.6	862.0	922.6	7.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	378.3	402.6	388.7	388.8	0.0%
Campground	54.9	55.2	55.8	58.6	61.5	66.3	55.6	72.2	94.1	93.5	93.5	0.0%
Private Home (VFR)	157.5	152.3	155.5	165.1	178.7	190.1	59.6	187.0	206.2	211.3	216.3	2.4%
Seasonal Home	86.2	93.6	95.5	102.3	114.2	116.8	143.0	127.7	123.3	126.5	128.7	1.7%
Day Travel	513.9	519.7	540.8	545.3	558.3	568.4	180.8	327.2	464.1	477.8	488.5	2.2%
<b>Total</b>	<b>812.5</b>	<b>820.9</b>	<b>847.6</b>	<b>871.3</b>	<b>912.6</b>	<b>941.6</b>	<b>439.1</b>	<b>1,874.2</b>	<b>2,129.9</b>	<b>2,159.8</b>	<b>2,238.3</b>	<b>3.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	367.2	399.5	435.1	472.7	510.2	504.7	298.9	612.8	671.3	641.8	665.5	3.7%
Food Service	470.6	490.6	519.4	542.2	562.9	580.2	355.5	488.3	552.0	592.4	624.8	5.5%
Food Stores	63.9	65.8	66.8	66.9	67.5	69.1	38.6	81.7	95.6	101.6	102.9	1.4%
Arts, Ent. & Rec.	323.3	329.4	342.8	348.4	352.9	354.4	194.6	280.0	306.9	323.7	340.9	5.3%
Retail Sales	297.0	301.6	310.1	323.4	339.7	348.2	187.1	259.6	296.5	304.8	305.8	0.3%
Visitor Air	6.5	7.4	8.6	11.0	12.5	14.1	5.3	11.0	19.6	19.9	21.7	8.9%
Local Tran. & Gas	169.7	157.3	149.1	161.0	178.9	183.7	81.5	140.8	187.9	175.6	176.7	0.6%
<b>Total</b>	<b>1,698.3</b>	<b>1,751.6</b>	<b>1,831.9</b>	<b>1,925.6</b>	<b>2,024.5</b>	<b>2,054.4</b>	<b>1,161.4</b>	<b>1,874.2</b>	<b>2,129.9</b>	<b>2,159.8</b>	<b>2,238.3</b>	<b>3.6%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# Sonoma County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	327.8	347.3	373.1	414.8	436.6	456.0	335.2	413.8	514.5	563.3	580.3	3.0%
Arts, Ent. & Rec.	161.2	175.7	184.7	205.3	215.2	221.0	155.9	180.7	237.4	268.5	283.8	5.7%
Retail*	47.2	49.4	51.7	55.2	58.8	59.1	60.2	65.9	68.9	69.9	68.7	-1.7%
Ground Trans.	17.8	18.8	21.0	24.0	32.7	35.1	15.4	15.2	16.5	16.2	19.1	18.1%
Visitor Air	2.8	3.0	14.2	20.3	21.8	31.9	30.8	34.0	34.7	38.5	41.4	7.6%
Other travel**	15.7	17.3	38.9	47.2	49.4	59.9	55.0	53.6	62.8	80.3	87.9	9.4%
<b>Total</b>	<b>572.5</b>	<b>611.6</b>	<b>683.5</b>	<b>766.6</b>	<b>814.5</b>	<b>863.0</b>	<b>652.5</b>	<b>763.2</b>	<b>934.7</b>	<b>1,036.6</b>	<b>1,081.3</b>	<b>4.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	10,400	10,580	10,690	11,310	11,320	11,210	8,280	9,270	11,000	11,090	11,050	-0.4%
Arts, Ent. & Rec.	7,190	7,500	7,590	8,310	8,000	7,860	5,010	5,640	7,280	7,920	8,480	7.1%
Retail*	1,450	1,420	1,460	1,490	1,510	1,480	1,410	1,440	1,440	1,450	1,410	-2.8%
Ground Trans.	470	470	490	510	640	690	630	610	740	760	820	7.9%
Visitor Air	20	30	100	210	220	330	280	160	150	160	160	0.0%
Other travel**	300	310	560	690	690	790	670	500	580	590	590	0.0%
<b>Total</b>	<b>19,830</b>	<b>20,310</b>	<b>20,890</b>	<b>22,520</b>	<b>22,380</b>	<b>22,360</b>	<b>16,280</b>	<b>17,620</b>	<b>21,190</b>	<b>21,970</b>	<b>22,510</b>	<b>2.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Sonoma County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	72.5	77.6	84.0	97.1	108.4	109.9	74.2	115.4	125.8	117.3	120.9	3.1%
State**	82.9	82.9	83.9	85.3	90.7	94.6	60.5	84.5	93.3	94.0	97.5	3.6%
<b>Total</b>	<b>155.5</b>	<b>160.4</b>	<b>167.9</b>	<b>182.4</b>	<b>199.1</b>	<b>204.5</b>	<b>134.7</b>	<b>199.9</b>	<b>219.1</b>	<b>211.4</b>	<b>218.4</b>	<b>3.3%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	20.4	21.6	23.2	25.2	27.3	28.9	29.0	33.9	35.2	28.6	28.8	0.7%
Visitor	52.1	56.0	60.8	72.0	81.1	81.0	45.2	81.5	90.6	88.7	92.1	3.8%
<b>Total</b>	<b>72.5</b>	<b>77.6</b>	<b>84.0</b>	<b>97.1</b>	<b>108.4</b>	<b>109.9</b>	<b>74.2</b>	<b>115.4</b>	<b>125.8</b>	<b>117.3</b>	<b>120.9</b>	<b>3.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	19.0	19.8	21.0	21.3	20.8	21.9	20.9	24.8	27.3	24.8	25.5	2.7%
Visitor	63.9	63.0	62.9	64.0	69.9	72.7	39.6	59.7	66.0	69.2	71.9	4.0%
<b>Total</b>	<b>82.9</b>	<b>82.9</b>	<b>83.9</b>	<b>85.3</b>	<b>90.7</b>	<b>94.6</b>	<b>60.5</b>	<b>84.5</b>	<b>93.3</b>	<b>94.0</b>	<b>97.5</b>	<b>3.6%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Stanislaus County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	450.3	471.1	487.0	500.1	531.9	565.5	269.8	495.5	533.4	536.5	553.4	3.2%
Other travel*	96.7	86.3	77.1	87.1	101.2	105.3	34.3	69.4	104.8	98.9	95.9	-3.0%
<b>Total</b>	<b>547.0</b>	<b>557.4</b>	<b>564.0</b>	<b>587.2</b>	<b>633.0</b>	<b>670.8</b>	<b>304.1</b>	<b>564.9</b>	<b>638.2</b>	<b>635.4</b>	<b>649.3</b>	<b>2.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	165.4	186.4	204.2	200.7	211.9	227.7	174.3	217.6	206.3	207.6	218.3	5.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	199.4	189.5	186.5	191.3	2.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	18.2	16.8	21.0	26.9	27.9%
Campground	4.3	4.3	4.3	4.6	4.8	5.2	4.3	5.6	7.4	7.3	7.3	0.3%
Private Home (VFR)	131.7	128.3	125.5	136.8	151.1	162.6	48.6	156.6	174.2	176.4	179.6	1.8%
Seasonal Home	7.1	6.9	7.1	7.4	7.9	8.1	5.5	5.0	6.6	6.7	6.9	1.6%
Day Travel	141.8	145.2	145.9	150.7	156.2	162.0	37.0	110.7	138.9	138.5	141.4	2.1%
<b>Total</b>	<b>284.9</b>	<b>284.7</b>	<b>282.8</b>	<b>299.4</b>	<b>320.0</b>	<b>337.8</b>	<b>95.4</b>	<b>495.5</b>	<b>533.4</b>	<b>536.5</b>	<b>553.4</b>	<b>3.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	57.7	67.3	75.5	76.3	81.4	88.2	80.7	100.1	102.2	97.7	100.3	2.7%
Food Service	127.2	138.5	147.7	149.6	155.9	165.2	75.6	144.0	151.6	156.2	164.7	5.4%
Food Stores	20.6	21.9	22.0	21.8	22.0	22.7	9.8	23.7	26.1	27.5	28.7	4.2%
Arts, Ent. & Rec.	61.6	65.5	68.5	67.8	69.0	71.3	31.1	59.1	59.6	60.7	64.2	5.8%
Retail Sales	69.8	70.6	72.9	77.8	84.0	93.2	36.0	77.9	83.2	82.6	82.8	0.2%
Visitor Air	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	113.1	107.3	100.3	106.8	119.5	124.9	36.5	90.6	110.7	111.7	112.8	1.0%
<b>Total</b>	<b>450.3</b>	<b>471.1</b>	<b>487.0</b>	<b>500.1</b>	<b>531.9</b>	<b>565.5</b>	<b>269.8</b>	<b>495.5</b>	<b>533.4</b>	<b>536.5</b>	<b>553.4</b>	<b>3.2%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Stanislaus County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	77.0	84.0	95.4	97.8	104.9	114.1	99.2	123.1	141.1	153.4	158.6	3.4%
Arts, Ent. & Rec.	31.0	34.6	38.0	41.3	40.2	43.8	26.4	31.0	39.7	44.7	48.2	8.0%
Retail*	13.7	14.5	15.3	16.8	17.7	18.7	18.9	21.2	22.7	24.1	25.6	6.2%
Ground Trans.	9.1	10.1	11.3	12.4	16.6	18.2	6.6	4.0	4.1	4.2	4.7	12.2%
Visitor Air	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	7.4	4.7	5.3	6.5	6.9	7.4	8.5	6.4	8.4	9.4	10.4	11.2%
<b>Total</b>	<b>139.5</b>	<b>147.9</b>	<b>165.3</b>	<b>174.8</b>	<b>186.2</b>	<b>202.2</b>	<b>159.7</b>	<b>185.7</b>	<b>216.0</b>	<b>235.8</b>	<b>247.6</b>	<b>5.0%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,170	3,250	3,400	3,390	3,480	3,600	3,050	3,450	3,850	3,930	3,770	-4.1%
Arts, Ent. & Rec.	1,790	1,850	1,890	2,030	1,990	2,070	1,170	1,310	1,590	1,690	1,930	14.2%
Retail*	480	490	500	540	570	570	530	540	550	560	570	1.8%
Ground Trans.	230	250	260	260	320	360	240	180	220	230	240	4.3%
Visitor Air	20	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	220	190	200	230	260	260	300	200	250	260	260	0.0%
<b>Total</b>	<b>5,910</b>	<b>6,030</b>	<b>6,250</b>	<b>6,450</b>	<b>6,620</b>	<b>6,860</b>	<b>5,290</b>	<b>5,680</b>	<b>6,460</b>	<b>6,670</b>	<b>6,770</b>	<b>1.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Stanislaus County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	10.8	11.9	13.0	14.5	16.1	17.4	14.8	20.0	20.2	18.5	19.0	2.5%
State**	35.1	34.4	33.4	33.8	39.4	42.2	20.2	35.3	36.0	36.6	38.2	4.4%
<b>Total</b>	<b>45.9</b>	<b>46.2</b>	<b>46.4</b>	<b>48.3</b>	<b>55.4</b>	<b>59.6</b>	<b>35.0</b>	<b>55.2</b>	<b>56.1</b>	<b>55.1</b>	<b>57.1</b>	<b>3.7%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.4	4.6	5.0	5.3	5.7	6.2	6.5	7.7	7.5	6.0	6.1	1.4%
Visitor	6.4	7.2	8.0	9.2	10.4	11.2	8.3	12.3	12.6	12.5	12.8	3.1%
<b>Total</b>	<b>10.8</b>	<b>11.9</b>	<b>13.0</b>	<b>14.5</b>	<b>16.1</b>	<b>17.4</b>	<b>14.8</b>	<b>20.0</b>	<b>20.2</b>	<b>18.5</b>	<b>19.0</b>	<b>2.5%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	5.3	5.4	5.7	5.4	5.4	5.8	5.6	6.6	6.9	6.1	6.3	3.3%
Visitor	29.9	28.9	27.7	28.4	34.0	36.4	14.6	28.7	29.1	30.5	31.8	4.6%
<b>Total</b>	<b>35.1</b>	<b>34.4</b>	<b>33.4</b>	<b>33.8</b>	<b>39.4</b>	<b>42.2</b>	<b>20.2</b>	<b>35.3</b>	<b>36.0</b>	<b>36.6</b>	<b>38.2</b>	<b>4.4%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Sutter County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	74.4	74.2	74.8	82.0	91.9	95.9	39.0	79.5	89.2	87.5	91.9	5.1%
Other travel*	17.1	15.2	13.5	15.1	17.5	18.3	5.9	12.0	18.2	17.4	16.8	-3.1%
<b>Total</b>	<b>91.5</b>	<b>89.4</b>	<b>88.4</b>	<b>97.1</b>	<b>109.4</b>	<b>114.2</b>	<b>44.8</b>	<b>91.5</b>	<b>107.4</b>	<b>104.9</b>	<b>108.8</b>	<b>3.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	22.1	23.5	24.8	28.9	32.9	35.0	22.3	29.7	30.3	28.6	32.8	14.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	26.1	26.8	24.5	28.1	15.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	3.6	3.5	4.2	4.7	13.2%
Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Private Home (VFR)	23.8	22.4	21.9	24.0	26.9	28.3	8.5	27.7	30.8	31.0	30.9	-0.2%
Seasonal Home	1.7	1.7	1.7	1.8	1.9	1.9	1.6	1.4	2.1	2.1	2.1	0.7%
Day Travel	26.8	26.5	26.4	27.4	30.2	30.7	6.6	20.6	26.1	25.8	26.1	1.1%
<b>Total</b>	<b>52.3</b>	<b>50.6</b>	<b>50.0</b>	<b>53.1</b>	<b>58.9</b>	<b>60.9</b>	<b>16.6</b>	<b>79.5</b>	<b>89.2</b>	<b>87.5</b>	<b>91.9</b>	<b>5.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	9.3	10.2	11.0	12.9	14.6	15.6	11.7	15.2	16.7	15.8	18.1	14.1%
Food Service	21.3	22.1	23.1	24.8	27.2	28.3	11.2	23.8	25.9	26.3	28.0	6.2%
Food Stores	3.4	3.5	3.5	3.6	3.7	3.8	1.4	3.9	4.4	4.6	4.8	4.4%
Arts, Ent. & Rec.	10.4	10.5	10.8	11.3	12.1	12.3	4.6	9.9	10.3	10.3	11.2	8.0%
Retail Sales	12.1	11.7	11.8	13.3	15.2	16.5	5.6	13.4	14.7	14.5	14.3	-0.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	17.9	16.1	14.6	16.2	19.1	19.6	4.5	13.2	17.2	16.0	15.7	-2.1%
<b>Total</b>	<b>74.4</b>	<b>74.2</b>	<b>74.8</b>	<b>82.0</b>	<b>91.9</b>	<b>95.9</b>	<b>39.0</b>	<b>79.5</b>	<b>89.2</b>	<b>87.5</b>	<b>91.9</b>	<b>5.1%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Sutter County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	13.7	14.8	15.6	16.5	19.8	21.2	19.3	24.5	28.5	31.3	32.7	4.4%
Arts, Ent. & Rec.	6.7	7.2	7.4	7.3	7.3	7.5	5.3	6.6	7.8	9.0	11.0	22.0%
Retail*	2.6	2.6	2.7	3.0	3.3	3.5	3.5	4.3	4.5	4.8	5.0	3.1%
Ground Trans.	1.3	1.3	1.5	1.7	2.5	2.7	0.7	0.7	0.7	0.7	0.8	14.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.7	0.8	0.9	1.0	1.0	1.1	1.4	1.2	1.4	1.8	2.0	9.3%
<b>Total</b>	<b>25.0</b>	<b>26.7</b>	<b>28.0</b>	<b>29.5</b>	<b>34.0</b>	<b>36.0</b>	<b>30.2</b>	<b>37.3</b>	<b>42.8</b>	<b>47.7</b>	<b>51.4</b>	<b>7.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	580	580	560	580	660	670	590	670	750	780	760	-2.6%
Arts, Ent. & Rec.	610	640	620	610	570	550	360	400	450	490	550	12.2%
Retail*	90	90	100	100	110	110	100	110	100	100	110	10.0%
Ground Trans.	30	30	40	40	50	50	30	30	40	40	40	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	40	50	50	50	50	40	50	50	60	20.0%
<b>Total</b>	<b>1,340</b>	<b>1,370</b>	<b>1,360</b>	<b>1,380</b>	<b>1,440</b>	<b>1,430</b>	<b>1,130</b>	<b>1,250</b>	<b>1,390</b>	<b>1,460</b>	<b>1,520</b>	<b>4.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Sutter County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1.8	2.0	2.1	2.3	2.7	2.9	2.3	3.3	3.4	3.0	3.3	9.1%
State**	6.1	5.8	5.5	5.7	6.9	7.3	3.4	6.2	6.4	6.4	6.6	4.1%
<b>Total</b>	<b>7.9</b>	<b>7.7</b>	<b>7.5</b>	<b>8.0</b>	<b>9.6</b>	<b>10.2</b>	<b>5.7</b>	<b>9.5</b>	<b>9.8</b>	<b>9.4</b>	<b>10.0</b>	<b>5.7%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.8	0.8	0.8	0.8	1.0	1.0	1.2	1.5	1.4	1.2	1.2	4.1%
Visitor	1.1	1.1	1.2	1.4	1.7	1.8	1.2	1.8	2.0	1.9	2.1	12.1%
<b>Total</b>	<b>1.8</b>	<b>2.0</b>	<b>2.1</b>	<b>2.3</b>	<b>2.7</b>	<b>2.9</b>	<b>2.3</b>	<b>3.3</b>	<b>3.4</b>	<b>3.0</b>	<b>3.3</b>	<b>9.1%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.9	1.0	1.0	0.9	1.0	1.1	1.1	1.4	1.4	1.3	1.4	6.2%
Visitor	5.1	4.8	4.5	4.8	5.9	6.2	2.3	4.8	5.0	5.1	5.3	3.6%
<b>Total</b>	<b>6.1</b>	<b>5.8</b>	<b>5.5</b>	<b>5.7</b>	<b>6.9</b>	<b>7.3</b>	<b>3.4</b>	<b>6.2</b>	<b>6.4</b>	<b>6.4</b>	<b>6.6</b>	<b>4.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.



# Tehama County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	116.1	118.7	120.4	124.5	137.5	149.0	88.5	139.4	159.0	159.1	166.3	4.5%
Other travel*	11.0	9.8	8.5	9.7	11.2	11.7	3.6	7.6	11.6	10.8	10.4	-3.6%
<b>Total</b>	<b>127.1</b>	<b>128.5</b>	<b>129.0</b>	<b>134.2</b>	<b>148.7</b>	<b>160.7</b>	<b>92.2</b>	<b>147.0</b>	<b>170.5</b>	<b>169.9</b>	<b>176.7</b>	<b>4.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	34.2	38.0	39.8	38.6	44.4	50.4	34.7	50.0	46.8	45.7	52.3	14.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	46.5	43.5	41.5	47.0	13.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	3.5	3.3	4.2	5.3	26.9%
Campground	12.8	12.7	12.8	13.5	14.1	15.2	12.7	16.5	21.6	21.4	21.2	-1.1%
Private Home (VFR)	33.4	31.6	31.1	33.8	37.4	39.9	13.3	42.0	45.7	46.6	47.0	0.8%
Seasonal Home	15.1	15.7	16.0	17.0	18.6	19.0	20.7	18.6	24.0	24.6	24.8	0.9%
Day Travel	20.7	20.8	20.7	21.7	23.0	24.5	7.2	12.3	20.9	20.8	21.0	0.9%
<b>Total</b>	<b>81.9</b>	<b>80.7</b>	<b>80.7</b>	<b>85.9</b>	<b>93.1</b>	<b>98.6</b>	<b>53.9</b>	<b>139.4</b>	<b>159.0</b>	<b>159.1</b>	<b>166.3</b>	<b>4.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	20.7	22.6	23.9	23.8	26.5	29.8	25.5	34.1	34.8	33.6	36.9	9.8%
Food Service	35.5	37.8	39.4	40.1	43.3	46.4	26.2	43.1	48.6	50.4	53.3	5.8%
Food Stores	8.9	9.2	9.1	9.2	9.4	9.8	5.9	10.6	12.7	13.2	13.6	2.9%
Arts, Ent. & Rec.	18.4	19.2	19.6	19.5	20.5	21.4	11.9	18.5	20.5	21.0	22.4	6.9%
Retail Sales	13.4	12.2	12.4	14.3	17.5	20.0	10.4	17.8	20.4	20.4	20.0	-1.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	19.1	17.6	16.0	17.5	20.3	21.6	8.5	15.4	22.0	20.6	20.1	-2.4%
<b>Total</b>	<b>116.1</b>	<b>118.7</b>	<b>120.4</b>	<b>124.5</b>	<b>137.5</b>	<b>149.0</b>	<b>88.5</b>	<b>139.4</b>	<b>159.0</b>	<b>159.1</b>	<b>166.3</b>	<b>4.5%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Tehama County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	23.1	27.1	28.2	29.1	31.8	35.1	31.8	39.3	42.1	45.3	44.1	-2.5%
Arts, Ent. & Rec.	6.7	7.2	7.3	7.1	7.0	7.7	6.6	8.0	9.3	8.6	10.0	16.5%
Retail*	3.3	3.3	3.4	3.7	4.1	4.4	4.8	5.4	5.8	6.3	7.1	13.0%
Ground Trans.	1.4	1.5	1.7	2.0	2.9	3.2	1.2	1.1	1.1	1.1	1.2	10.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.7	0.8	0.8	1.0	27.3%
<b>Total</b>	<b>34.9</b>	<b>39.5</b>	<b>41.0</b>	<b>42.3</b>	<b>46.1</b>	<b>50.9</b>	<b>44.8</b>	<b>54.4</b>	<b>59.0</b>	<b>62.0</b>	<b>63.5</b>	<b>2.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	960	1,030	1,060	1,120	1,130	1,150	1,010	1,130	1,170	1,210	1,090	-9.9%
Arts, Ent. & Rec.	430	420	400	390	380	400	340	360	390	350	400	14.3%
Retail*	110	110	110	120	130	130	130	130	140	150	160	6.7%
Ground Trans.	40	40	40	40	60	60	50	50	60	60	60	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	20	20	20	20	20	30	50.0%
<b>Total</b>	<b>1,560</b>	<b>1,620</b>	<b>1,630</b>	<b>1,690</b>	<b>1,720</b>	<b>1,760</b>	<b>1,550</b>	<b>1,690</b>	<b>1,780</b>	<b>1,790</b>	<b>1,740</b>	<b>-2.8%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Tehama County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	2.9	3.2	3.3	3.3	3.9	4.4	3.9	5.5	5.3	4.8	5.1	6.6%
State**	6.8	6.7	6.5	6.6	7.7	8.3	5.2	7.9	8.4	8.3	8.6	2.7%
<b>Total</b>	<b>9.8</b>	<b>10.0</b>	<b>9.8</b>	<b>9.9</b>	<b>11.6</b>	<b>12.7</b>	<b>9.1</b>	<b>13.4</b>	<b>13.7</b>	<b>13.1</b>	<b>13.6</b>	<b>4.1%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.1	1.2	1.2	1.2	1.4	1.5	1.8	2.1	1.9	1.5	1.5	-1.3%
Visitor	1.8	2.0	2.1	2.1	2.5	2.9	2.2	3.3	3.3	3.3	3.6	10.2%
<b>Total</b>	<b>2.9</b>	<b>3.2</b>	<b>3.3</b>	<b>3.3</b>	<b>3.9</b>	<b>4.4</b>	<b>3.9</b>	<b>5.5</b>	<b>5.3</b>	<b>4.8</b>	<b>5.1</b>	<b>6.6%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.3	1.4	1.4	1.3	1.4	1.5	1.7	2.0	1.9	1.6	1.6	0.6%
Visitor	5.5	5.3	5.1	5.3	6.3	6.8	3.5	5.9	6.5	6.7	6.9	3.2%
<b>Total</b>	<b>6.8</b>	<b>6.7</b>	<b>6.5</b>	<b>6.6</b>	<b>7.7</b>	<b>8.3</b>	<b>5.2</b>	<b>7.9</b>	<b>8.4</b>	<b>8.3</b>	<b>8.6</b>	<b>2.7%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Trinity County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	49.6	48.0	51.0	54.0	54.2	58.4	50.8	63.0	70.1	71.0	73.1	2.9%
Other travel*	2.3	2.0	1.7	1.9	2.2	2.3	0.7	1.9	2.8	2.6	2.5	-3.6%
<b>Total</b>	<b>51.9</b>	<b>50.0</b>	<b>52.8</b>	<b>55.9</b>	<b>56.4</b>	<b>60.7</b>	<b>51.5</b>	<b>64.9</b>	<b>72.9</b>	<b>73.6</b>	<b>75.6</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	12.4	11.4	13.7	14.8	13.0	14.4	14.3	16.0	15.2	15.7	17.2	9.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	9.1	8.6	8.2	8.2	-0.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	6.9	6.6	7.5	9.1	20.1%
Campground	12.8	12.7	12.8	13.4	14.1	15.2	12.7	16.4	21.4	21.3	21.2	-0.6%
Private Home (VFR)	7.0	6.4	6.6	6.9	7.1	8.0	2.6	10.6	11.3	11.6	11.8	2.2%
Seasonal Home	11.0	11.3	11.5	12.1	13.2	13.5	18.4	16.6	15.7	16.0	16.3	1.8%
Day Travel	6.4	6.2	6.5	6.7	6.8	7.3	2.7	3.5	6.4	6.4	6.5	1.7%
<b>Total</b>	<b>37.2</b>	<b>36.6</b>	<b>37.4</b>	<b>39.2</b>	<b>41.2</b>	<b>43.9</b>	<b>36.5</b>	<b>63.0</b>	<b>70.1</b>	<b>71.0</b>	<b>73.1</b>	<b>2.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	10.9	10.9	12.1	12.7	12.1	13.1	14.9	16.2	16.4	16.4	17.1	4.6%
Food Service	13.6	13.6	14.9	15.5	15.2	16.4	14.0	17.4	18.8	19.7	20.5	4.1%
Food Stores	4.8	4.8	4.9	5.0	4.9	5.3	4.2	6.5	7.9	8.2	8.4	2.6%
Arts, Ent. & Rec.	7.5	7.3	7.8	7.9	7.6	8.0	6.8	8.4	8.7	9.0	9.5	5.2%
Retail Sales	4.7	4.4	4.7	5.5	6.2	6.9	5.5	7.1	7.7	7.7	7.9	2.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	8.1	7.1	6.7	7.4	8.1	8.7	5.3	7.5	10.7	10.0	9.6	-3.8%
<b>Total</b>	<b>49.6</b>	<b>48.0</b>	<b>51.0</b>	<b>54.0</b>	<b>54.2</b>	<b>58.4</b>	<b>50.8</b>	<b>63.0</b>	<b>70.1</b>	<b>71.0</b>	<b>73.1</b>	<b>2.9%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Trinity County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	10.8	10.3	11.4	11.8	10.5	11.8	11.3	14.7	14.3	20.4	21.4	4.7%
Arts, Ent. & Rec.	3.6	3.4	3.7	3.8	3.8	4.2	4.7	0.0	0.0	0.0	0.0	NA
Retail*	1.6	1.6	1.8	1.9	1.4	1.8	2.0	2.1	2.3	2.2	2.0	-8.8%
Ground Trans.	0.6	0.6	0.7	0.8	1.1	1.3	0.7	0.7	0.7	0.7	0.8	13.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	6.4%
<b>Total</b>	<b>16.8</b>	<b>16.1</b>	<b>17.7</b>	<b>18.4</b>	<b>17.0</b>	<b>19.2</b>	<b>18.8</b>	<b>17.7</b>	<b>17.5</b>	<b>23.4</b>	<b>24.3</b>	<b>3.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	460	420	450	430	380	420	370	440	420	520	500	-3.8%
Arts, Ent. & Rec.	200	180	180	170	190	200	220	0	0	0	0	NA
Retail*	70	60	60	60	50	60	70	50	50	50	50	0.0%
Ground Trans.	20	20	20	20	20	30	30	30	40	40	40	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	0	0	0	0	10	0	0	10	10	0	0	NA
<b>Total</b>	<b>750</b>	<b>680</b>	<b>710</b>	<b>680</b>	<b>650</b>	<b>710</b>	<b>690</b>	<b>530</b>	<b>520</b>	<b>610</b>	<b>590</b>	<b>-3.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Trinity County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1.0	0.9	1.0	1.1	1.1	1.2	1.3	1.6	1.5	1.5	1.5	3.3%
State**	2.3	2.1	2.1	2.2	2.3	2.5	2.2	3.1	3.2	3.3	3.4	2.6%
<b>Total</b>	<b>3.3</b>	<b>3.1</b>	<b>3.2</b>	<b>3.2</b>	<b>3.4</b>	<b>3.7</b>	<b>3.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>	<b>4.9</b>	<b>2.8%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.5	0.5	0.5	0.5	0.5	0.6	0.7	0.7	0.6	0.6	0.6	0.1%
Visitor	0.5	0.4	0.5	0.5	0.6	0.6	0.6	0.9	0.9	0.9	1.0	5.3%
<b>Total</b>	<b>1.0</b>	<b>0.9</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.6</b>	<b>1.5</b>	<b>1.5</b>	<b>1.5</b>	<b>3.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.6	0.6	0.6	0.6	1.8%
Visitor	1.7	1.5	1.5	1.6	1.8	2.0	1.5	2.4	2.6	2.7	2.8	2.7%
<b>Total</b>	<b>2.3</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.3</b>	<b>2.5</b>	<b>2.2</b>	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>	<b>3.4</b>	<b>2.6%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Tulare County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	368.9	344.9	317.9	404.6	426.4	451.2	255.0	455.0	501.9	503.8	541.6	7.5%
Other travel*	84.3	74.4	66.0	74.4	85.7	89.2	29.1	58.9	89.5	87.1	84.6	-3.0%
<b>Total</b>	<b>453.2</b>	<b>419.3</b>	<b>383.9</b>	<b>478.9</b>	<b>512.1</b>	<b>540.5</b>	<b>284.1</b>	<b>513.9</b>	<b>591.4</b>	<b>590.9</b>	<b>626.2</b>	<b>6.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	171.2	159.9	136.8	204.5	209.7	220.8	153.2	249.5	249.9	249.3	284.0	13.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	184.6	185.0	180.4	197.8	9.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	64.9	64.9	69.0	86.2	25.0%
Campground	20.8	20.6	20.9	21.9	23.0	24.8	20.7	26.9	35.0	34.8	34.7	-0.2%
Private Home (VFR)	102.5	93.8	91.3	104.7	113.4	122.6	39.6	119.9	134.1	136.2	137.8	1.1%
Seasonal Home	26.7	26.0	26.4	27.7	29.4	30.2	28.6	25.9	36.0	36.7	37.2	1.3%
Day Travel	47.6	44.7	42.4	45.8	50.8	52.9	12.9	32.8	46.8	46.8	48.0	2.6%
<b>Total</b>	<b>197.7</b>	<b>185.1</b>	<b>181.1</b>	<b>200.0</b>	<b>216.6</b>	<b>230.4</b>	<b>101.8</b>	<b>455.0</b>	<b>501.9</b>	<b>503.8</b>	<b>541.6</b>	<b>7.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	81.4	79.4	72.6	101.2	104.7	109.7	91.3	143.4	150.9	148.6	166.6	12.1%
Food Service	98.3	95.4	90.7	113.3	116.8	123.6	66.8	118.2	128.8	134.0	145.1	8.3%
Food Stores	20.4	20.1	19.4	21.2	21.2	22.1	13.6	27.8	32.2	34.0	36.2	6.5%
Arts, Ent. & Rec.	47.1	44.7	41.7	50.8	51.2	52.8	28.1	51.5	53.0	54.6	59.9	9.7%
Retail Sales	44.8	39.0	35.6	48.5	53.9	60.5	29.0	55.0	59.3	59.3	59.9	0.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	77.0	66.3	57.8	69.7	78.6	82.4	26.2	59.1	77.6	73.4	74.0	0.8%
<b>Total</b>	<b>368.9</b>	<b>344.9</b>	<b>317.9</b>	<b>404.6</b>	<b>426.4</b>	<b>451.2</b>	<b>255.0</b>	<b>455.0</b>	<b>501.9</b>	<b>503.8</b>	<b>541.6</b>	<b>7.5%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Tulare County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	83.3	86.2	84.3	112.6	118.2	126.5	118.3	136.5	158.5	177.0	195.4	10.4%
Arts, Ent. & Rec.	16.1	16.3	14.4	18.9	20.6	22.1	13.5	16.9	22.8	24.1	27.8	15.2%
Retail*	10.5	9.9	9.6	11.3	11.8	12.4	13.0	14.8	16.4	17.6	18.5	5.1%
Ground Trans.	5.9	5.8	6.0	8.0	11.2	12.2	3.9	3.8	4.0	4.0	4.5	11.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	3.9	3.9	4.3	4.8	4.9	5.3	6.1	5.6	7.5	9.1	10.0	9.5%
<b>Total</b>	<b>119.7</b>	<b>122.0</b>	<b>118.6</b>	<b>155.5</b>	<b>166.7</b>	<b>178.6</b>	<b>154.8</b>	<b>177.7</b>	<b>209.1</b>	<b>231.8</b>	<b>256.1</b>	<b>10.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,090	3,000	2,780	3,520	3,540	3,580	3,170	3,580	3,980	4,120	4,240	2.9%
Arts, Ent. & Rec.	840	830	780	1,000	1,060	1,110	620	790	1,020	1,070	1,180	10.3%
Retail*	400	380	350	400	400	410	390	410	430	440	450	2.3%
Ground Trans.	160	150	140	170	220	240	190	180	220	230	240	4.3%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	160	160	160	170	170	180	200	170	210	230	240	4.3%
<b>Total</b>	<b>4,650</b>	<b>4,520</b>	<b>4,210</b>	<b>5,260</b>	<b>5,390</b>	<b>5,520</b>	<b>4,570</b>	<b>5,130</b>	<b>5,860</b>	<b>6,090</b>	<b>6,350</b>	<b>4.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Tulare County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	12.4	12.1	11.0	15.1	16.4	17.4	15.2	23.1	23.6	22.2	24.4	10.3%
State**	26.9	24.5	22.0	25.6	30.0	32.2	17.6	28.4	29.6	29.9	31.8	6.2%
<b>Total</b>	<b>39.3</b>	<b>36.6</b>	<b>33.0</b>	<b>40.7</b>	<b>46.4</b>	<b>49.6</b>	<b>32.8</b>	<b>51.5</b>	<b>53.2</b>	<b>52.1</b>	<b>56.2</b>	<b>7.9%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.0	4.0	3.8	4.8	5.2	5.5	6.4	7.5	7.4	6.1	6.5	6.7%
Visitor	8.4	8.0	7.2	10.3	11.2	11.9	8.8	15.6	16.2	16.1	18.0	11.7%
<b>Total</b>	<b>12.4</b>	<b>12.1</b>	<b>11.0</b>	<b>15.1</b>	<b>16.4</b>	<b>17.4</b>	<b>15.2</b>	<b>23.1</b>	<b>23.6</b>	<b>22.2</b>	<b>24.4</b>	<b>10.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	4.2	4.2	3.8	4.6	4.6	4.9	5.2	6.1	6.4	5.7	6.2	8.6%
Visitor	22.7	20.4	18.2	21.0	25.4	27.3	12.3	22.3	23.2	24.2	25.6	5.6%
<b>Total</b>	<b>26.9</b>	<b>24.5</b>	<b>22.0</b>	<b>25.6</b>	<b>30.0</b>	<b>32.2</b>	<b>17.6</b>	<b>28.4</b>	<b>29.6</b>	<b>29.9</b>	<b>31.8</b>	<b>6.2%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Tuolumne County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	181.6	196.5	215.5	241.1	244.5	262.0	172.4	210.2	274.5	295.8	297.0	0.4%
Other travel*	10.4	9.1	8.1	9.1	10.6	11.1	3.8	7.4	11.0	11.0	10.8	-2.2%
<b>Total</b>	<b>192.0</b>	<b>205.6</b>	<b>223.6</b>	<b>250.3</b>	<b>255.1</b>	<b>273.1</b>	<b>176.2</b>	<b>217.6</b>	<b>285.5</b>	<b>306.8</b>	<b>307.8</b>	<b>0.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	77.9	91.8	108.9	128.9	124.3	134.8	82.0	94.2	139.2	157.7	156.6	-0.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	50.5	75.4	81.8	81.0	-1.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	43.7	63.7	75.9	75.7	-0.3%
Campground	15.4	15.4	15.6	16.4	17.2	18.5	15.5	20.1	26.2	26.0	26.2	0.5%
Private Home (VFR)	28.4	27.2	27.2	28.9	30.9	34.1	11.2	35.6	38.5	39.2	40.2	2.4%
Seasonal Home	38.3	39.5	40.2	42.7	46.6	47.7	54.1	48.6	49.7	50.9	51.9	2.0%
Day Travel	21.6	22.5	23.6	24.2	25.5	26.9	9.7	11.7	20.9	22.0	22.2	0.5%
<b>Total</b>	<b>103.7</b>	<b>104.7</b>	<b>106.6</b>	<b>112.2</b>	<b>120.2</b>	<b>127.2</b>	<b>90.4</b>	<b>210.2</b>	<b>274.5</b>	<b>295.8</b>	<b>297.0</b>	<b>0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	47.3	54.2	63.3	73.8	72.3	78.3	60.1	67.7	93.4	101.0	100.7	-0.4%
Food Service	53.2	58.8	65.2	71.2	71.2	76.2	49.0	57.7	72.8	80.4	83.0	3.2%
Food Stores	10.2	10.8	11.0	11.2	11.2	11.8	7.8	14.9	19.3	21.4	21.4	-0.1%
Arts, Ent. & Rec.	28.1	30.2	32.7	34.7	34.0	35.4	22.8	28.4	34.1	37.5	38.1	1.6%
Retail Sales	18.3	19.2	20.8	24.8	28.0	30.5	19.0	23.2	27.9	29.2	27.9	-4.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	24.5	23.4	22.4	25.4	27.9	29.7	13.8	18.2	27.0	26.3	26.0	-1.1%
<b>Total</b>	<b>181.6</b>	<b>196.5</b>	<b>215.5</b>	<b>241.1</b>	<b>244.5</b>	<b>262.0</b>	<b>172.4</b>	<b>210.2</b>	<b>274.5</b>	<b>295.8</b>	<b>297.0</b>	<b>0.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Tuolumne County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	43.2	47.3	56.1	65.2	64.1	71.0	57.5	76.4	78.8	83.0	93.3	12.4%
Arts, Ent. & Rec.	6.6	6.6	6.9	7.2	5.7	6.3	5.1	5.5	7.5	8.5	9.4	10.8%
Retail*	4.3	4.6	5.0	4.9	5.2	5.5	6.0	6.9	7.2	7.4	7.3	-0.8%
Ground Trans.	2.1	2.3	2.7	3.3	4.5	5.0	2.1	2.1	2.2	2.3	2.6	14.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.7	0.6	0.7	0.7	0.8	0.8	0.7	0.9	1.0	1.4	1.4	0.5%
<b>Total</b>	<b>56.8</b>	<b>61.4</b>	<b>71.4</b>	<b>81.3</b>	<b>80.3</b>	<b>88.7</b>	<b>71.4</b>	<b>91.9</b>	<b>96.8</b>	<b>102.6</b>	<b>114.1</b>	<b>11.2%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,530	1,560	1,680	1,830	1,780	1,860	1,490	1,790	1,910	1,960	2,070	5.6%
Arts, Ent. & Rec.	350	320	350	340	260	280	210	230	300	310	330	6.5%
Retail*	160	160	180	160	170	170	170	170	170	170	160	-5.9%
Ground Trans.	60	60	70	70	90	100	100	100	120	130	130	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	30	30	30	30	20	30	30	30	30	0.0%
<b>Total</b>	<b>2,120</b>	<b>2,120</b>	<b>2,310</b>	<b>2,430</b>	<b>2,330</b>	<b>2,440</b>	<b>1,990</b>	<b>2,320</b>	<b>2,530</b>	<b>2,600</b>	<b>2,720</b>	<b>4.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Tuolumne County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	5.5	6.3	7.3	8.6	8.7	9.5	7.5	9.5	11.6	11.7	11.9	1.3%
State**	9.0	9.3	9.6	10.3	10.9	11.9	8.2	10.5	11.6	11.8	12.2	3.6%
<b>Total</b>	<b>14.5</b>	<b>15.5</b>	<b>17.0</b>	<b>18.9</b>	<b>19.6</b>	<b>21.4</b>	<b>15.7</b>	<b>20.0</b>	<b>23.3</b>	<b>23.6</b>	<b>24.1</b>	<b>2.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	1.8	1.9	2.2	2.4	2.4	2.6	2.8	3.6	3.2	2.5	2.7	7.3%
Visitor	3.7	4.3	5.2	6.2	6.3	6.9	4.7	5.9	8.5	9.3	9.2	-0.3%
<b>Total</b>	<b>5.5</b>	<b>6.3</b>	<b>7.3</b>	<b>8.6</b>	<b>8.7</b>	<b>9.5</b>	<b>7.5</b>	<b>9.5</b>	<b>11.6</b>	<b>11.7</b>	<b>11.9</b>	<b>1.3%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	2.1	2.2	2.4	2.5	2.3	2.6	2.7	3.3	3.1	2.6	2.9	9.0%
Visitor	7.0	7.1	7.2	7.8	8.6	9.3	5.5	7.2	8.5	9.2	9.4	2.1%
<b>Total</b>	<b>9.0</b>	<b>9.3</b>	<b>9.6</b>	<b>10.3</b>	<b>10.9</b>	<b>11.9</b>	<b>8.2</b>	<b>10.5</b>	<b>11.6</b>	<b>11.8</b>	<b>12.2</b>	<b>3.6%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Ventura County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,381.4	1,437.0	1,462.1	1,507.5	1,568.5	1,597.3	885.8	1,386.0	1,609.0	1,654.2	1,715.7	3.7%
Other travel*	211.8	197.2	182.9	199.2	224.3	229.3	107.0	157.7	218.9	209.6	211.3	0.8%
<b>Total</b>	<b>1,593.3</b>	<b>1,634.2</b>	<b>1,645.0</b>	<b>1,706.7</b>	<b>1,792.8</b>	<b>1,826.6</b>	<b>992.8</b>	<b>1,543.7</b>	<b>1,827.9</b>	<b>1,863.8</b>	<b>1,927.0</b>	<b>3.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	652.0	693.4	720.4	727.0	738.5	730.8	434.3	642.8	702.9	735.4	776.2	5.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	539.5	580.7	595.6	628.1	5.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	103.3	122.2	139.8	148.1	5.9%
Campground	53.1	54.0	54.7	57.3	60.2	64.9	54.4	70.6	92.1	91.4	91.6	0.2%
Private Home (VFR)	260.6	270.0	267.5	293.7	321.6	347.1	155.6	356.4	386.0	392.7	402.8	2.6%
Seasonal Home	43.5	44.3	44.9	48.6	55.0	56.3	119.4	107.3	103.6	106.1	108.3	2.1%
Day Travel	372.3	375.3	374.6	380.9	393.1	398.2	122.0	208.9	324.6	328.6	336.7	2.5%
<b>Total</b>	<b>729.5</b>	<b>743.6</b>	<b>741.7</b>	<b>780.6</b>	<b>829.9</b>	<b>866.5</b>	<b>451.5</b>	<b>1,386.0</b>	<b>1,609.0</b>	<b>1,654.2</b>	<b>1,715.7</b>	<b>3.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	255.8	283.3	306.6	308.4	317.3	318.8	217.7	346.3	401.3	402.2	420.3	4.5%
Food Service	417.8	437.9	452.7	465.1	477.6	486.1	274.9	410.4	466.4	486.1	512.6	5.4%
Food Stores	54.7	56.6	56.3	56.3	56.5	57.6	38.5	60.6	74.0	78.8	80.5	2.2%
Arts, Ent. & Rec.	194.2	198.8	201.5	202.2	202.9	201.2	101.4	160.5	177.1	182.9	191.4	4.6%
Retail Sales	223.9	240.4	240.7	258.8	278.2	295.3	151.6	233.9	269.5	269.5	272.3	1.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	235.0	220.0	204.4	216.7	236.0	238.3	101.8	174.1	220.6	234.8	238.7	1.6%
<b>Total</b>	<b>1,381.4</b>	<b>1,437.0</b>	<b>1,462.1</b>	<b>1,507.5</b>	<b>1,568.5</b>	<b>1,597.3</b>	<b>885.8</b>	<b>1,386.0</b>	<b>1,609.0</b>	<b>1,654.2</b>	<b>1,715.7</b>	<b>3.7%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Ventura County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	263.6	284.3	293.8	333.7	351.2	364.1	289.6	342.8	422.7	467.9	490.6	4.8%
Arts, Ent. & Rec.	92.6	95.4	99.5	98.7	102.5	102.0	75.3	78.2	85.9	95.2	98.1	3.1%
Retail*	38.6	42.0	43.1	46.5	48.8	51.3	49.9	55.3	59.2	61.2	61.6	0.7%
Ground Trans.	22.0	23.9	25.8	27.9	35.1	37.2	18.5	18.5	21.2	32.9	24.3	-26.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	37.2	38.7	40.4	41.8	44.5	44.2	42.0	34.0	40.0	41.4	44.4	7.2%
<b>Total</b>	<b>454.1</b>	<b>484.3</b>	<b>502.6</b>	<b>548.6</b>	<b>582.1</b>	<b>598.8</b>	<b>475.3</b>	<b>528.9</b>	<b>629.1</b>	<b>698.7</b>	<b>719.0</b>	<b>2.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	9,640	9,880	9,810	10,610	10,750	10,660	8,510	9,210	10,480	10,860	10,810	-0.5%
Arts, Ent. & Rec.	3,860	3,860	3,800	3,430	3,560	3,420	2,280	2,250	2,750	2,880	2,980	3.5%
Retail*	1,260	1,310	1,320	1,390	1,430	1,410	1,320	1,360	1,380	1,380	1,340	-2.9%
Ground Trans.	540	560	570	570	670	720	630	610	730	910	810	-11.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	800	800	820	800	820	830	780	650	670	650	680	4.6%
<b>Total</b>	<b>16,100</b>	<b>16,410</b>	<b>16,320</b>	<b>16,800</b>	<b>17,230</b>	<b>17,040</b>	<b>13,520</b>	<b>14,080</b>	<b>16,010</b>	<b>16,680</b>	<b>16,620</b>	<b>-0.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Ventura County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	44.4	48.2	50.7	51.8	56.0	56.9	42.1	62.6	69.4	66.1	68.2	3.2%
State**	86.6	86.1	83.2	84.8	93.4	97.1	58.0	82.0	88.6	90.3	93.6	3.6%
<b>Total</b>	<b>131.0</b>	<b>134.4</b>	<b>134.0</b>	<b>136.7</b>	<b>149.4</b>	<b>154.0</b>	<b>100.1</b>	<b>144.5</b>	<b>158.1</b>	<b>156.5</b>	<b>161.9</b>	<b>3.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	14.3	15.1	15.2	15.9	17.2	17.7	18.6	21.7	21.8	17.8	17.7	-0.7%
Visitor	30.1	33.1	35.6	35.9	38.8	39.2	23.5	40.9	47.6	48.3	50.5	4.6%
<b>Total</b>	<b>44.4</b>	<b>48.2</b>	<b>50.7</b>	<b>51.8</b>	<b>56.0</b>	<b>56.9</b>	<b>42.1</b>	<b>62.6</b>	<b>69.4</b>	<b>66.1</b>	<b>68.2</b>	<b>3.2%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	17.2	18.0	17.7	17.8	17.6	18.1	18.0	19.4	20.7	18.8	19.0	1.1%
Visitor	69.3	68.2	65.6	67.1	75.7	79.0	40.0	62.5	67.9	71.5	74.6	4.3%
<b>Total</b>	<b>86.6</b>	<b>86.1</b>	<b>83.2</b>	<b>84.8</b>	<b>93.4</b>	<b>97.1</b>	<b>58.0</b>	<b>82.0</b>	<b>88.6</b>	<b>90.3</b>	<b>93.6</b>	<b>3.6%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Yolo County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	320.0	321.7	324.8	378.1	418.2	411.7	236.7	336.5	435.8	459.8	471.0	2.4%
Other travel*	39.1	34.7	30.5	34.7	40.6	42.7	13.8	24.6	39.4	36.6	35.2	-3.6%
<b>Total</b>	<b>359.1</b>	<b>356.3</b>	<b>355.3</b>	<b>412.8</b>	<b>458.8</b>	<b>454.3</b>	<b>250.5</b>	<b>361.1</b>	<b>475.2</b>	<b>496.4</b>	<b>506.2</b>	<b>2.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	145.6	148.6	151.7	191.8	208.4	200.5	168.7	178.8	224.5	244.7	252.2	3.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	169.9	212.9	230.8	239.8	3.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	8.8	11.6	13.9	12.4	-10.8%
Campground	8.3	8.2	8.3	8.7	9.1	9.9	8.3	10.7	14.0	13.9	13.9	0.0%
Private Home (VFR)	63.5	62.8	62.7	70.1	77.6	80.6	25.6	78.6	90.3	91.1	92.8	1.8%
Seasonal Home	3.5	3.4	3.5	3.7	3.9	4.0	4.3	3.9	3.8	4.0	4.0	2.2%
Day Travel	99.2	98.6	98.5	103.9	119.2	116.7	29.8	64.5	103.2	106.1	108.0	1.8%
<b>Total</b>	<b>174.4</b>	<b>173.1</b>	<b>173.1</b>	<b>186.3</b>	<b>209.8</b>	<b>211.1</b>	<b>68.0</b>	<b>336.5</b>	<b>435.8</b>	<b>459.8</b>	<b>471.0</b>	<b>2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	48.2	50.9	53.6	68.4	74.8	72.7	55.9	64.4	85.9	93.8	95.5	1.8%
Food Service	98.7	101.9	105.6	121.2	132.7	130.8	79.0	110.4	139.7	150.7	157.3	4.4%
Food Stores	12.8	13.1	13.0	13.9	14.6	14.4	8.3	13.7	17.6	18.8	19.0	1.2%
Arts, Ent. & Rec.	58.4	58.9	59.9	66.8	71.5	68.7	39.5	55.2	66.5	70.5	73.5	4.3%
Retail Sales	48.4	48.7	48.8	56.9	64.1	65.1	32.6	51.7	64.9	66.9	66.7	-0.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	53.4	48.2	43.9	50.9	60.5	59.9	21.3	41.0	61.2	59.2	59.0	-0.3%
<b>Total</b>	<b>320.0</b>	<b>321.7</b>	<b>324.8</b>	<b>378.1</b>	<b>418.2</b>	<b>411.7</b>	<b>236.7</b>	<b>336.5</b>	<b>435.8</b>	<b>459.8</b>	<b>471.0</b>	<b>2.4%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.



# Yolo County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	58.6	63.1	68.8	81.7	86.1	86.5	72.8	85.0	103.0	113.6	115.6	1.8%
Arts, Ent. & Rec.	23.7	24.8	26.4	30.1	30.7	30.1	18.3	25.0	34.3	38.1	44.9	17.8%
Retail*	8.6	8.9	9.2	9.7	10.6	11.0	11.4	12.8	13.3	13.6	15.4	13.4%
Ground Trans.	4.2	4.3	4.8	6.0	8.9	9.1	3.3	3.1	3.3	3.3	3.7	11.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	2.1	1.9	1.9	2.1	2.3	2.6	2.4	2.1	2.3	2.7	4.3	57.0%
<b>Total</b>	<b>97.1</b>	<b>103.1</b>	<b>111.1</b>	<b>129.5</b>	<b>138.6</b>	<b>139.3</b>	<b>108.2</b>	<b>128.2</b>	<b>156.1</b>	<b>171.3</b>	<b>183.9</b>	<b>7.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,450	2,470	2,500	2,870	2,910	2,810	2,290	2,440	2,800	2,890	2,820	-2.4%
Arts, Ent. & Rec.	1,500	1,590	1,560	1,810	1,820	1,880	1,030	1,300	1,740	1,820	2,140	17.6%
Retail*	250	250	260	270	300	290	280	290	290	290	330	13.8%
Ground Trans.	110	110	120	130	170	180	150	150	180	180	190	5.6%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	60	60	60	60	70	70	70	60	70	70	110	57.1%
<b>Total</b>	<b>4,370</b>	<b>4,480</b>	<b>4,500</b>	<b>5,140</b>	<b>5,270</b>	<b>5,230</b>	<b>3,820</b>	<b>4,240</b>	<b>5,080</b>	<b>5,250</b>	<b>5,590</b>	<b>6.5%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Yolo County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	9.0	9.9	10.7	13.7	14.9	15.0	12.3	15.0	18.2	17.8	18.3	2.6%
State**	19.9	19.3	18.7	20.4	23.8	24.2	14.0	20.5	23.9	24.5	25.5	4.1%
<b>Total</b>	<b>28.9</b>	<b>29.2</b>	<b>29.4</b>	<b>34.0</b>	<b>38.8</b>	<b>39.2</b>	<b>26.3</b>	<b>35.5</b>	<b>42.2</b>	<b>42.3</b>	<b>43.8</b>	<b>3.5%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.2	3.4	3.5	4.0	4.3	4.3	4.5	5.3	5.5	4.4	4.6	3.6%
Visitor	5.8	6.5	7.2	9.6	10.7	10.6	7.8	9.7	12.8	13.4	13.7	2.3%
<b>Total</b>	<b>9.0</b>	<b>9.9</b>	<b>10.7</b>	<b>13.7</b>	<b>14.9</b>	<b>15.0</b>	<b>12.3</b>	<b>15.0</b>	<b>18.2</b>	<b>17.8</b>	<b>18.3</b>	<b>2.6%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	3.6	3.7	3.7	3.9	4.0	4.0	3.9	4.7	5.1	4.6	4.8	5.8%
Visitor	16.3	15.6	15.0	16.5	19.8	20.2	10.0	15.9	18.8	20.0	20.7	3.7%
<b>Total</b>	<b>19.9</b>	<b>19.3</b>	<b>18.7</b>	<b>20.4</b>	<b>23.8</b>	<b>24.2</b>	<b>14.0</b>	<b>20.5</b>	<b>23.9</b>	<b>24.5</b>	<b>25.5</b>	<b>4.1%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Yuba County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	73.1	66.7	66.8	81.7	91.3	98.8	47.1	85.1	107.4	107.2	109.0	1.7%
Other travel*	12.9	11.5	10.2	11.7	13.7	14.3	4.4	9.6	15.0	14.2	13.7	-3.6%
<b>Total</b>	<b>86.1</b>	<b>78.2</b>	<b>77.0</b>	<b>93.4</b>	<b>105.0</b>	<b>113.0</b>	<b>51.5</b>	<b>94.8</b>	<b>122.4</b>	<b>121.4</b>	<b>122.7</b>	<b>1.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6.9	3.1	2.9	12.0	13.1	15.6	10.7	14.6	12.2	10.9	11.0	0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	12.5	10.3	9.0	8.7	-3.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	2.1	1.9	1.9	2.3	18.5%
Campground	16.5	16.4	16.6	17.4	18.3	19.7	16.6	21.4	28.0	27.8	27.7	-0.3%
Private Home (VFR)	18.1	17.3	17.1	19.8	22.3	23.8	7.1	24.1	27.2	28.0	28.9	2.9%
Seasonal Home	4.4	4.3	4.3	4.6	4.9	5.0	4.4	4.0	8.8	9.0	9.2	2.2%
Day Travel	27.3	25.7	25.9	27.9	32.7	34.5	8.3	21.0	31.3	31.5	32.3	2.8%
<b>Total</b>	<b>66.2</b>	<b>63.7</b>	<b>63.9</b>	<b>69.7</b>	<b>78.2</b>	<b>83.1</b>	<b>36.4</b>	<b>85.1</b>	<b>107.4</b>	<b>107.2</b>	<b>109.0</b>	<b>1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	8.1	6.9	7.1	11.1	11.7	13.0	10.7	13.9	16.0	15.3	15.2	-0.7%
Food Service	19.0	18.1	19.0	22.9	25.3	27.4	12.2	23.6	28.7	29.9	30.9	3.6%
Food Stores	6.9	7.0	7.0	7.4	7.7	8.1	5.5	8.4	10.9	11.3	11.4	1.4%
Arts, Ent. & Rec.	9.7	9.1	9.3	10.9	11.8	12.4	5.4	10.0	12.0	12.3	12.7	3.4%
Retail Sales	11.3	10.0	10.1	12.5	14.6	16.3	6.0	13.0	16.2	16.3	17.8	8.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	18.0	15.7	14.3	16.9	20.2	21.5	7.3	16.1	23.6	22.1	21.0	-5.1%
<b>Total</b>	<b>73.1</b>	<b>66.7</b>	<b>66.8</b>	<b>81.7</b>	<b>91.3</b>	<b>98.8</b>	<b>47.1</b>	<b>85.1</b>	<b>107.4</b>	<b>107.2</b>	<b>109.0</b>	<b>1.7%</b>

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

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

\*\*STVR breakout was not available before 2021 because of data limitations.

# Yuba County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	11.4	10.7	11.8	14.7	15.5	17.1	15.7	19.6	23.5	25.5	25.7	0.8%
Arts, Ent. & Rec.	4.5	4.3	4.4	5.0	6.7	6.8	4.9	7.3	13.7	11.8	15.4	29.7%
Retail*	2.9	2.8	2.9	3.5	3.8	3.8	4.2	5.2	5.3	5.9	9.5	60.8%
Ground Trans.	1.2	1.2	1.4	1.7	2.6	2.9	0.9	0.8	0.9	0.8	0.9	8.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.4	0.4	0.5	0.6	0.6	0.6	0.7	0.9	1.0	1.2	1.4	17.0%
<b>Total</b>	<b>20.5</b>	<b>19.4</b>	<b>20.9</b>	<b>25.6</b>	<b>29.1</b>	<b>31.2</b>	<b>26.3</b>	<b>33.8</b>	<b>44.3</b>	<b>45.3</b>	<b>52.9</b>	<b>16.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	590	510	530	640	630	640	570	640	740	740	690	-6.8%
Arts, Ent. & Rec.	280	250	260	290	400	400	260	380	800	760	1,030	35.5%
Retail*	100	100	100	120	120	120	120	130	130	140	210	50.0%
Ground Trans.	30	30	30	40	50	60	40	40	40	50	50	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	30	20	20	30	30	30	40	33.3%
<b>Total</b>	<b>1,020</b>	<b>910</b>	<b>940</b>	<b>1,110</b>	<b>1,230</b>	<b>1,240</b>	<b>1,010</b>	<b>1,220</b>	<b>1,740</b>	<b>1,720</b>	<b>2,020</b>	<b>17.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Yuba County

## Direct Tax Revenue

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Tax Revenue (\$Millions)</b>												
Local*	1.5	1.3	1.4	1.9	2.2	2.4	2.1	3.0	3.2	2.8	2.9	5.7%
State**	5.5	4.9	4.7	5.3	6.5	7.0	3.6	6.3	7.3	7.2	7.6	5.3%
<b>Total</b>	<b>7.0</b>	<b>6.2</b>	<b>6.1</b>	<b>7.2</b>	<b>8.7</b>	<b>9.5</b>	<b>5.7</b>	<b>9.3</b>	<b>10.5</b>	<b>10.0</b>	<b>10.5</b>	<b>5.4%</b>
<b>Local Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.6	0.6	0.6	0.7	0.8	0.9	1.0	1.3	1.5	1.1	1.2	12.7%
Visitor	0.9	0.7	0.7	1.2	1.4	1.5	1.1	1.6	1.7	1.7	1.7	1.1%
<b>Total</b>	<b>1.5</b>	<b>1.3</b>	<b>1.4</b>	<b>1.9</b>	<b>2.2</b>	<b>2.4</b>	<b>2.1</b>	<b>3.0</b>	<b>3.2</b>	<b>2.8</b>	<b>2.9</b>	<b>5.7%</b>
<b>State Tax Revenue Detail (\$Millions)</b>												
Business/Employees	0.8	0.7	0.8	0.8	0.9	1.0	1.0	1.3	1.5	1.3	1.5	15.3%
Visitor	4.7	4.2	3.9	4.5	5.6	6.1	2.6	5.0	5.7	5.9	6.1	3.2%
<b>Total</b>	<b>5.5</b>	<b>4.9</b>	<b>4.7</b>	<b>5.3</b>	<b>6.5</b>	<b>7.0</b>	<b>3.6</b>	<b>6.3</b>	<b>7.3</b>	<b>7.2</b>	<b>7.6</b>	<b>5.3%</b>

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

\*Local tax revenue includes transient occupancy taxes, sales taxes, 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 sales taxes and motor fuel taxes paid by visitors, and the income taxes and sales taxes attributable to the travel industry income of employees and businesses.

# Glossary

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

# Methodology

## Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for California as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

# Methodology

## Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for California travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.



# Methodology

## Historical Revisions

The estimates for the current year are considered preliminary and are updated the following year. In other words, the numbers shown in this report as "2023" are the final revised estimates, which replace the "2023p" (preliminary estimates) shown in last year's report.

At the state level, the revision of direct travel-related spending between 2023p and 2023 was only 1.5%. Some regional and county revisions to the 2023p estimates were larger than the historical average. The reason for this greater revision is attributed to the changes in travel behavior after the COVID-19 pandemic, which made economic impacts from travel less predictable than before. Changes in the destinations where people traveled and the type of accommodation in which they stayed were leading drivers of the larger variations in the 2023 final estimates.

### 2023 Revisions to California Summary of Direct Impacts

	2023p	2023	% Chg. 2023p-2023
<b>Direct Travel Spending (\$Billions)</b>			
Visitor	131.8	134.0	1.7%
Other travel*	18.6	18.7	0.6%
<b>Total</b>	<b>150.4</b>	<b>152.7</b>	<b>1.5%</b>
<b>Direct Earnings (\$Billions)</b>			
Earnings	61.9	61.4	-0.7%
<b>Direct Employment (Thousands of Jobs)</b>			
Employment	1,155	1,142	-1.1%
<b>Direct Tax Revenue (\$Billions)</b>			
Local	5.9	6.4	8.7%
State	6.8	5.9	-14.0%
<b>Total</b>	<b>12.7</b>	<b>12.3</b>	<b>-3.4%</b>
<b>Local Tax Revenue Detail (\$Billions)</b>			
Business/Employees	1.8	1.7	-8.3%
Visitor	4.1	4.8	16.1%
<b>Total</b>	<b>5.9</b>	<b>6.4</b>	<b>8.7%</b>
<b>State Tax Revenue Detail (\$Billions)</b>			
Business/Employees	2.1	1.5	-26.8%
Visitor	4.6	4.3	-6.2%
<b>Total</b>	<b>6.8</b>	<b>5.9</b>	<b>-14.0%</b>

# Methodology

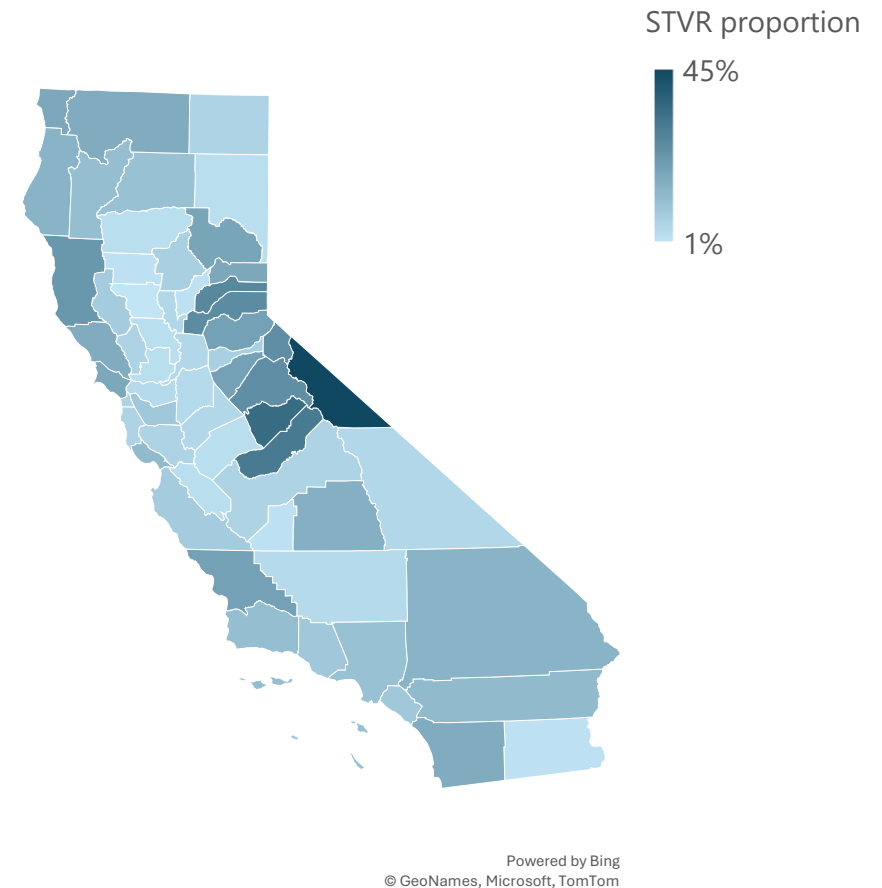
## Short Term Vacation Rentals (STVR)

Starting in 2021, reporting includes a breakout of travel spending for visitors who stayed in Short Term Vacation Rentals (STVR) separately from Hotel, Motels. Each county's share of STVR lodging is based on a combined lodging total utilizing KeyData (for STVR performance) and STR (for hotel performance). The STVR share is then applied to each county's TOT receipts, as reported for the calendar year. With unique expenditure distributions applied for both lodging types for each county, we then estimate the remaining travel impact commodities such as Food Services, Retail, and Arts, Entertainment & Recreation, etc.

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

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

### Proportion of Visitor Spending by Visitors who spent the night in a STVR, 2024p



# Methodology

## Short Term Vacation Rentals (STVR)

County	Visitor Spending by Accommodation Type (\$Millions)				Visitor Spending by Accommodation Type (%)		
	Hotel, Motel	STVR	All Others*	Total	Hotel, Motel	STVR	All Others*
Alameda	1,719	314	1,365	3,399	51%	9%	40%
Alpine	9	8	17	34	27%	25%	48%
Amador	37	10	110	158	24%	7%	70%
Butte	97	25	222	344	28%	7%	65%
Calaveras	21	50	181	251	8%	20%	72%
Colusa	10	0	32	43	23%	1%	76%
Contra Costa	437	71	1,262	1,770	25%	4%	71%
Del Norte	34	29	94	157	22%	18%	60%
El Dorado	398	212	456	1,066	37%	20%	43%
Fresno	545	83	850	1,479	37%	6%	58%
Glenn	14	1	39	54	26%	2%	72%
Humboldt	137	70	264	471	29%	15%	56%
Imperial	106	8	386	500	21%	2%	77%
Inyo	152	15	110	277	55%	5%	40%
Kern	612	78	1,148	1,839	33%	4%	62%
Kings	49	3	155	208	24%	2%	75%
Lake	23	15	148	186	12%	8%	80%
Lassen	11	2	55	67	16%	3%	82%
Los Angeles	13,856	2,883	9,285	26,024	53%	11%	36%
Madera	107	123	170	401	27%	31%	43%
Marin	254	119	285	658	39%	18%	43%
Mariposa	243	167	61	472	52%	35%	13%
Mendocino	182	118	218	518	35%	23%	42%

\*All Others include Private Home (VFR), Seasonal Home (2<sup>nd</sup> home), Campgrounds, and Day Travel

# Methodology

## Short Term Vacation Rentals (STVR)

County	Visitor Spending by Accommodation Type (\$Millions)				Visitor Spending by Accommodation Type (%)		
	Hotel, Motel	STVR	All Others*	Total	Hotel, Motel	STVR	All Others*
Merced	92	10	197	299	31%	3%	66%
Modoc	6	2	20	27	21%	6%	74%
Mono	227	322	162	711	32%	45%	23%
Monterey	1,954	241	818	3,014	65%	8%	27%
Napa	1,394	116	468	1,978	70%	6%	24%
Nevada	95	138	270	503	19%	27%	54%
Orange	8,307	1,275	4,831	14,412	58%	9%	34%
Placer	480	374	604	1,458	33%	26%	41%
Plumas	26	31	104	160	16%	19%	65%
Riverside	3,053	1,218	5,090	9,361	33%	13%	54%
Sacramento	1,522	177	1,709	3,408	45%	5%	50%
San Benito	21	4	113	139	15%	3%	82%
San Bernardino	1,530	888	3,433	5,851	26%	15%	59%
San Diego	7,064	2,395	4,870	14,328	49%	17%	34%
San Francisco	7,134	620	2,508	10,262	70%	6%	24%
San Joaquin	446	41	584	1,070	42%	4%	55%
San Luis Obispo	1,041	454	781	2,276	46%	20%	34%
San Mateo	3,012	245	1,114	4,371	69%	6%	25%
Santa Barbara	1,049	242	715	2,006	52%	12%	36%
Santa Clara	3,774	382	1,757	5,913	64%	6%	30%
Santa Cruz	697	183	500	1,380	51%	13%	36%
Shasta	170	59	288	517	33%	11%	56%
Sierra	4	3	11	18	23%	18%	59%
Siskiyou	66	39	125	230	29%	17%	54%

\*All Others include Private Home (VFR), Seasonal Home (2<sup>nd</sup> home), Campgrounds, and Day Travel

# Methodology

## Short Term Vacation Rentals (STVR)

County	Visitor Spending by Accommodation Type (\$Millions)				Visitor Spending by Accommodation Type (%)		
	Hotel, Motel	STVR	All Others*	Total	Hotel, Motel	STVR	All Others*
Solano	285	30	575	889	32%	3%	65%
Sonoma	923	389	927	2,238	41%	17%	41%
Stanislaus	191	27	335	553	35%	5%	61%
Sutter	28	5	59	92	31%	5%	64%
Tehama	47	5	114	166	28%	3%	69%
Trinity	8	9	56	73	11%	12%	76%
Tulare	198	86	258	542	37%	16%	48%
Tuolumne	81	76	140	297	27%	25%	47%
Ventura	628	148	939	1,716	37%	9%	55%
Yolo	240	12	219	471	51%	3%	46%
Yuba	9	2	98	109	8%	2%	90%
<b>California</b>	<b>64,854</b>	<b>14,653</b>	<b>51,706</b>	<b>131,213</b>	<b>49%</b>	<b>11%</b>	<b>39%</b>

\*All Others include Private Home (VFR), Seasonal Home (2<sup>nd</sup> home), Campgrounds, and Day Travel

The table below demonstrates how our reported “Travel Industries” translate to the North American Industry Classification System (NAICS) codes.

Travel Impact Industry	NAICS Industry Code
<b>Accommodation &amp; Food Service</b>	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
<b>Arts, Entertainment, &amp; Recreation</b>	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
<b>Retail</b>	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
<b>Transportation</b>	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
<b>Air Transportation</b>	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
<b>Others</b>	Travel agencies (56151) Convention and trade show organizers (56192)

**Note:** Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

# Methodology

## Secondary Travel Impacts

Secondary (indirect and induced) spending, earnings, and employment were estimated using IMPLAN. IMPLAN is a widely used, nationally recognized economic impact model, first developed by the U.S. Forest Service. IMPLAN provides estimates of the additional economic activity associated with the sale of goods or services to a traveler. This methodology has been packaged, along with the necessary data files, as IMPLAN Pro by the Minnesota IMPLAN Group, Inc. (MIG) of Stillwater, Minnesota.

### Multipliers

Each industry that produces goods and services generates demands for other goods and services. These other producers, in turn, purchase goods and services. These indirect purchases (indirect effects) continue until “leakage” from the region (imports, wages, profits, etc.) stop the cycle. The repeating iterations are described by multipliers. Each of the multiplier types can be calculated for output, employment, and income (value added).

### Data and Analysis

All impact amounts are expressed in current dollars using IMPLAN deflators based on the U.S. Bureau of Labor Statistics’ Consumer Price Index. Through IMPLAN, direct employment from the RTIM model was used to estimate all the associated indirect and induced effects. Employment associated with retail trade was evenly divided between general merchandise stores and miscellaneous retail. Employment associated with ground transportation was divided between auto rental, gasoline service stations, and local transportation based on the expenditure distribution data used for the RTIM model.

# IMPLAN Industry Groups

## Accommodation & Food Services

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

## Arts, Entertainment & Recreation

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

## Wholesale & Retail Trade

- Building material and garden supply stores
- Clothing and clothing accessories stores
- Electronics and appliance stores
- Food and beverage stores
- Furniture and home furnishings stores
- Gasoline stations
- General merchandise stores
- Health and personal care stores
- Miscellaneous store retailers
- Motor vehicle and parts dealers
- Non-store retailers
- Sporting goods, hobby, book and music stores
- Wholesale trade

## Transportation

- Air transportation
- Automotive equipment rental and leasing
- Automotive repair and maintenance, except car washes
- Couriers and messengers
- Rail transportation
- Transit and ground passenger transportation
- Travel arrangement and reservation services
- Truck transportation
- Warehousing and storage
- Water transportation

## Government

- Federal electric utilities
- Federal Military
- Federal Non-Military
- Other Federal
- Government enterprises
- Other State and local government enterprises
- Postal service
- State & Local Education
- State & Local Non-Education
- State and local government electric utilities
- State and local government passenger transit
- Securities, commodity contracts, investments



# IMPLAN Industry Groups

## Professional Services

- Accounting and bookkeeping services
- Advertising and related services
- All other miscellaneous professional and technical services
- Architectural and engineering services
- Book publishers
- Cable networks and program distribution
- Child day care services
- Civic, social, professional and similar organizations
- Colleges, universities, and junior colleges
- Computer systems design services
- Custom computer programming services
- Data processing services
- Database, directory, and other publishers
- Elementary and secondary schools
- Environmental and other technical consulting services
- Grantmaking and giving and social advocacy organizations
- Home health care services
- Hospitals Information services
- Legal services
- Management consulting services
- Management of companies and enterprises
- Motion picture and video industries
- Newspaper publishers
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other ambulatory health care services
- Other computer related services, including facilities management
- Other educational services
- Periodical publishers
- Photographic services
- Radio and television broadcasting
- Religious organizations
- Scientific research and development services
- Social assistance, except child day care services
- Software publishers
- Sound recording industries
- Specialized design services
- Telecommunications
- Veterinary services

# IMPLAN Industry Groups

## Other Services

- Business support services
- Car washes
- Commercial machinery repair and maintenance
- Death care services
- Drycleaning and laundry services
- Electronic equipment repair and maintenance
- Employment services
- Facilities support services
- General and consumer goods rental except video tapes and discs
- Household goods repair and maintenance
- Investigation and security services
- Lessors of nonfinancial intangible assets
- Machinery and equipment rental and leasing
- Office administrative services
- Other personal services
- Other support services
- Personal care services
- Private households
- Services to buildings and dwellings
- Video tape and disc rental
- Waste management and remediation services

## Mining & Manufacturing

- All mining & manufacturing industries except for food processing

## Agriculture & Food Processing

- Farming & manufacturing industries in food processing

## Finance, Ins., & Real Estate

- Funds, trusts, and other financial vehicles
- Insurance agencies, brokerages, and related
- Insurance carriers
- Monetary authorities and depository credit intermediation
- Non-depository credit intermediation and related activities
- Real estate
- Securities, commodity contracts, investments

## Construction

- Commercial and institutional buildings
- Highway, street, bridge, and tunnel construction
- Maintenance and repair of farm and nonfarm residential structures
- Maintenance and repair of highways, streets, bridges, and tunnels
- Maintenance and repair of nonresidential buildings
- Manufacturing and industrial buildings
- New farm housing units and additions and alterations
- New multifamily housing structures, nonfarm
- New residential 1-unit structures, nonfarm
- New residential additions and alterations, nonfarm
- Other maintenance and repair construction
- Other new construction
- Water, sewer, and pipeline construction



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