

The Economic Impact of Travel

California

2025p Calendar Year

State, Regional, & County Impacts

April, 2026

PREPARED FOR
Visit California



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The Economic Impact of Travel in California

2025 Calendar Year

State, Regional, & County Impacts

Visit California

4/6/2026

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Photo by Visit California

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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 2024 based on data available after the 2024 report was published. In addition, "Other Travel" spending has been revised for years 2022-2024. Please see methodology section for details.



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

What are travel impacts?

Travel impacts measure the economic 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.



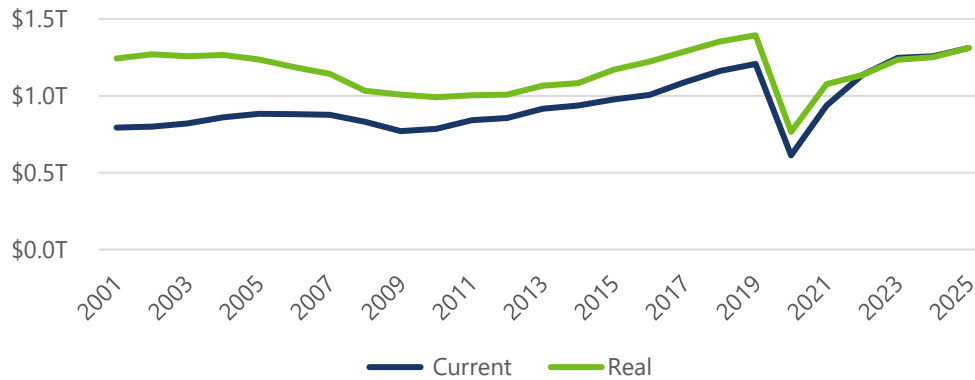


U.S. Travel Impacts
2025p

U.S. Travel Impacts

Direct Travel Spending

Direct Travel Spending 2001-2025

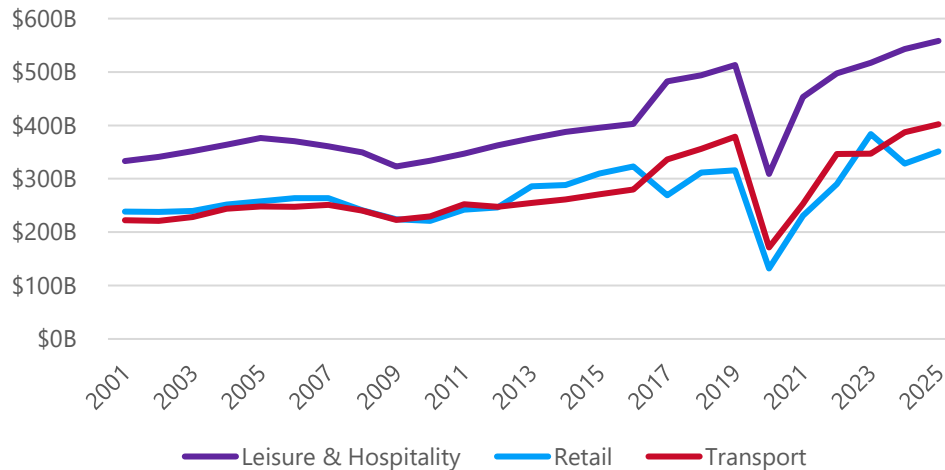


National travel-related spending was \$1.3 trillion in 2025, a **4.2% (4.8% when adjusted for inflation) increase** compared to the previous year.

Source: Dean Runyan Associates

Note: Real spending is in chained 2025 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 2001-2025



Travelers spent \$558.2 billion on Leisure & Hospitality in 2025, accounting for **42.6% of the total direct expenditures**.

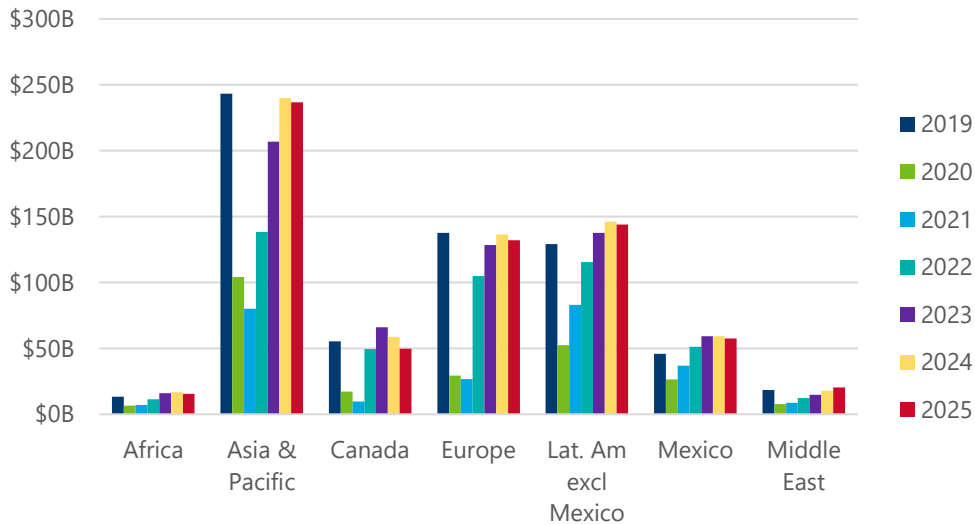
Source: Dean Runyan Associates

Note: DRA estimates 2025 national direct spending using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2024 and available annual industry trends for 2025.

U.S. Travel Impacts

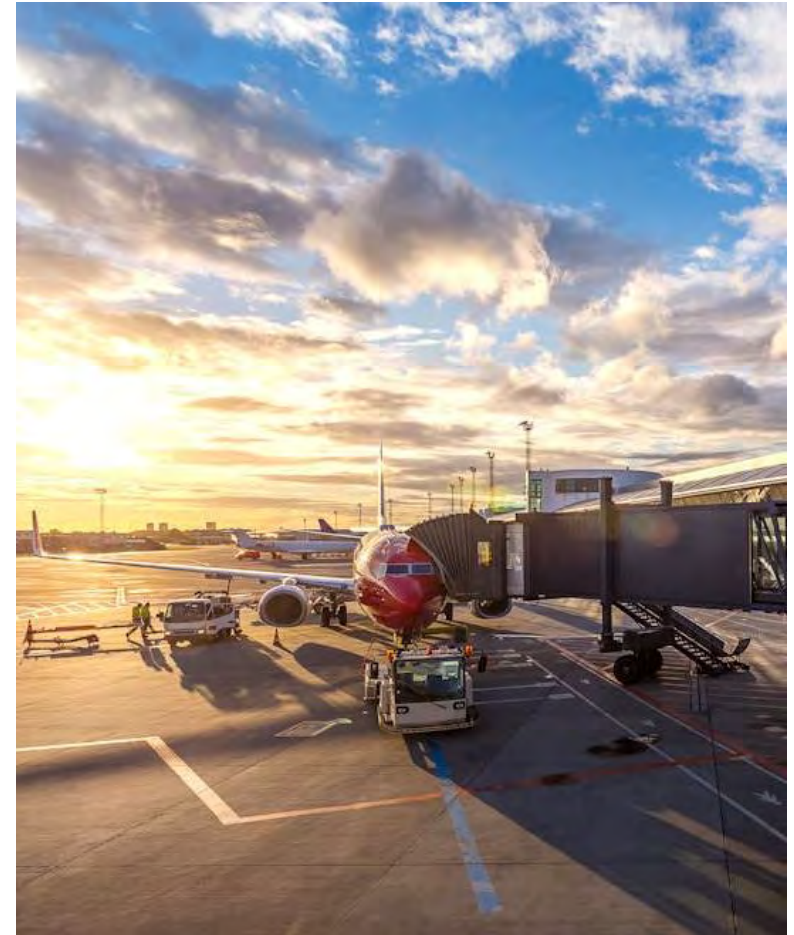
Direct Spending

International Travel Spending 2019-2025



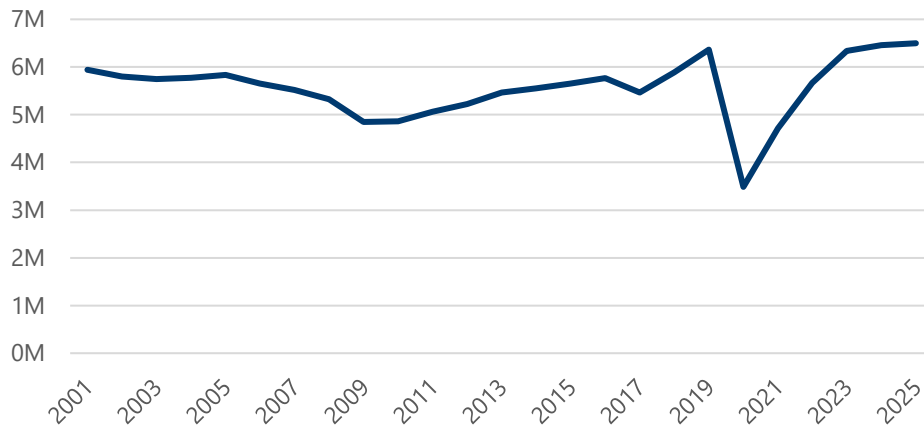
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

International visitor spending **declined by an average of 2.8 percent**. The Middle East was the only region to see an increase, with spending rising 13.9 percent.



U.S. Travel Impacts

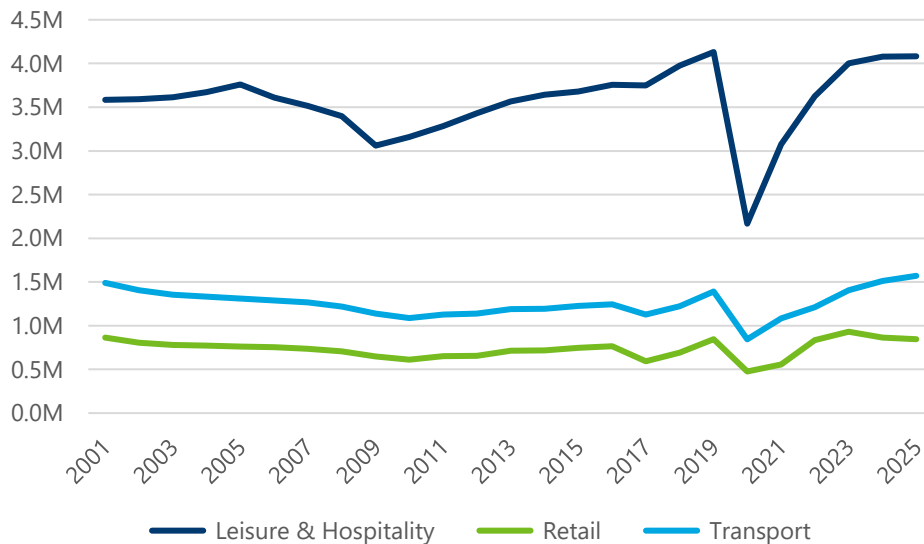
Direct Employment



Approximately **41 thousand jobs were gained in 2025, a 0.6% increase** compared to the previous year.

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

Direct Employment by Industry Sector



Travel supported 4.1 million jobs in the Leisure and Hospitality industry in 2024, a **0.1% increase** compared to the previous year.

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



California Travel Impacts
2025p

California Travel Impacts

Direct Travel Impacts

2025 Summary



1.7% increase in Travel Spending

Direct travel spending in California increased 1.7% from \$156.2 billion in 2024 to \$158.9 billion in 2025.



4,350 Jobs gained

Direct travel-generated employment grew from 1,163,120 in 2024 to 1,167,470 in 2025. Approximately 4,350 jobs were generated, representing a 0.4% increase compared to the previous year.



3.3% Growth in Earnings

Direct travel-generated earnings grew from \$64.6 billion in 2024 to \$66.7 billion in 2025, an increase of approximately \$2.1 billion or 3.3%.



3.6% Increase in Tax Revenue

Tax revenue (local and state) generated by travel spending grew from \$13.2 billion in 2024 to \$13.6 billion in 2025, a 3.6% increase.

Source: Dean Runyan Associates

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



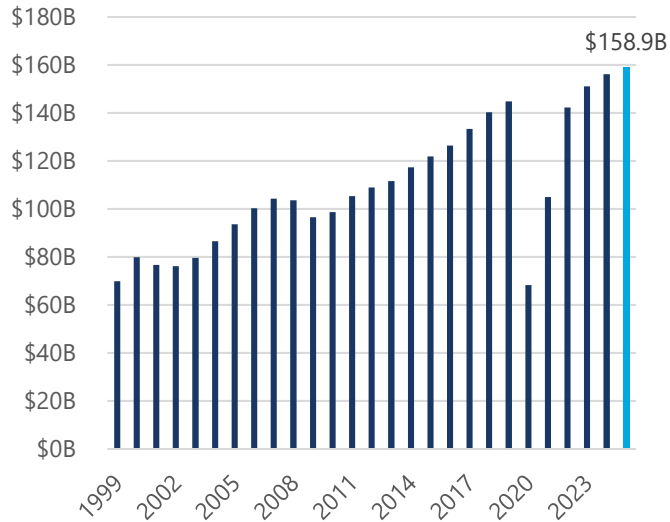
Photo by Visit California



California Travel Impacts

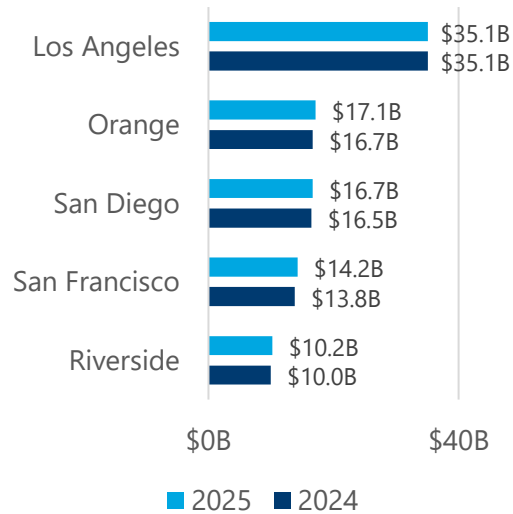
Direct Travel Spending

Direct travel spending increased by \$2.7 billion in 2025.



Direct travel spending grew from \$156.2 billion in 2024 to \$158.9 billion in 2025, a 1.7% increase.

Direct travel spending increased in most California counties.



In 2025, direct travel spending increased in all California's top 5 counties except Los Angeles, which declined by 0.1%.



Visitor + Other Travel

=

Direct Travel Spending

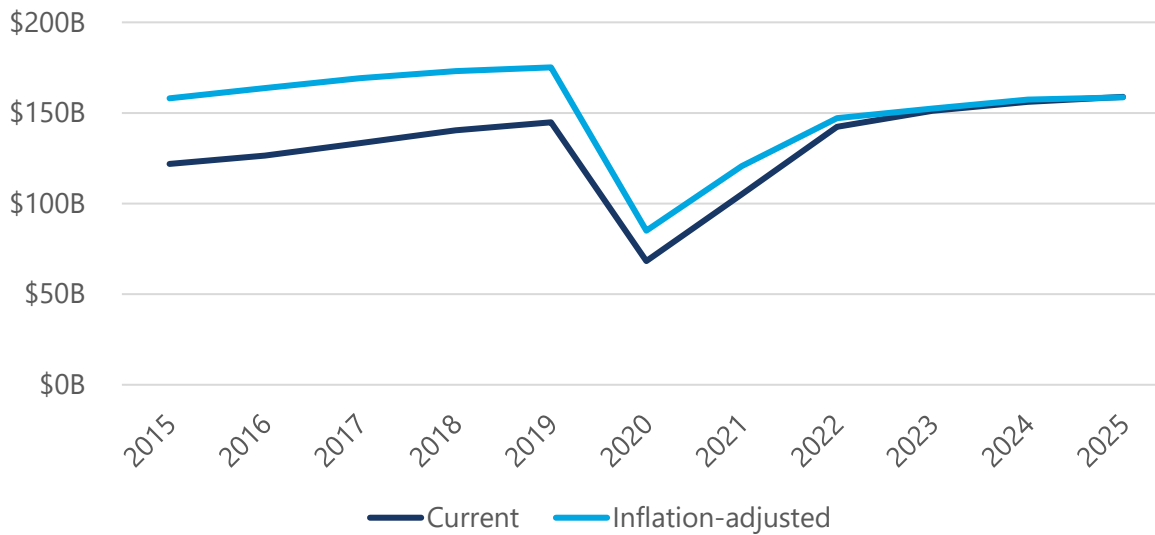
Direct travel spending includes both destination spending and other spending. **Visitor spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in California, convention and trade show operations, spending on air by residents to leave the state for travel elsewhere, and ground transportation to other California destinations. 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 spending grew from \$156.2 billion in 2024 to \$158.9 billion in 2025, an increase of \$2.7 billion in current dollars. However, considering inflation, the true quantity of goods and services purchased by travelers increased 0.8% or \$1.2 billion.

Current and Inflation-Adjusted Direct Travel Spending



In 2025, travel spending increased \$2.7 billion or 1.7% in current dollars, or \$1.2 billion or 0.8% in inflation-adjusted dollars.

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

Note: Inflation-Adjusted values are in 2025 dollars as of February 2026



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

How does inflation affect the travel industry?

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

U.S. CPI (annual % chg.)

2024: 2.62%

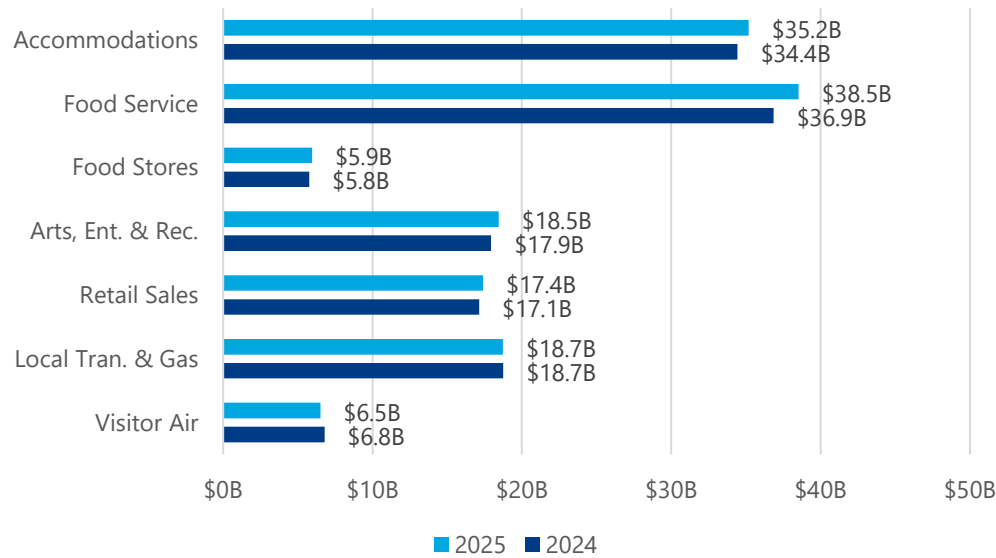
2025: 2.63%

Target: 2% Annually

California Travel Impacts

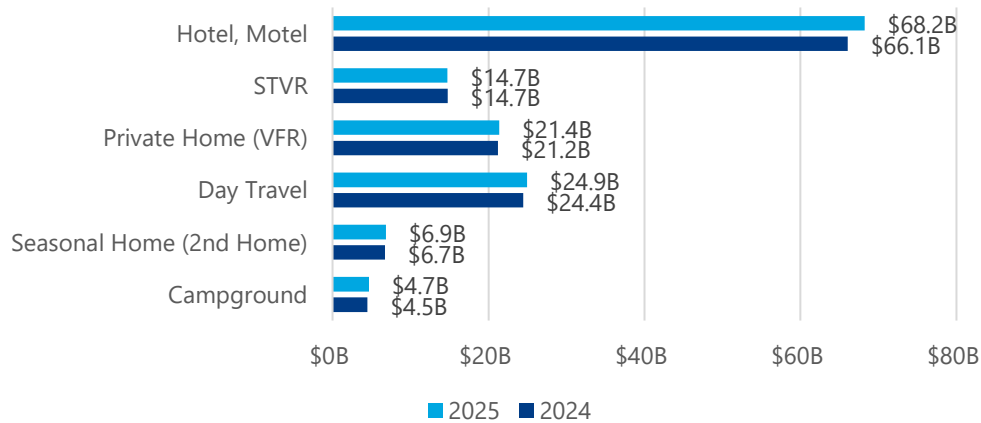
Direct Visitor Spending

Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$35.2 billion in 2025, **an increase of 2.2%**. Spending on food service generated \$38.5 billion, **an increase of 4.6%**.

Direct Visitor Spending by Accommodation Type



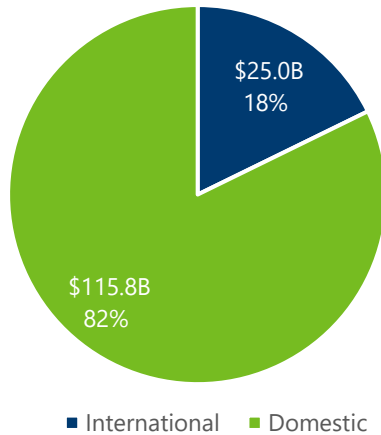
Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$83.0 billion in 2025, **an increase of 2.7%** compared to 2024.

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

California Travel Impacts

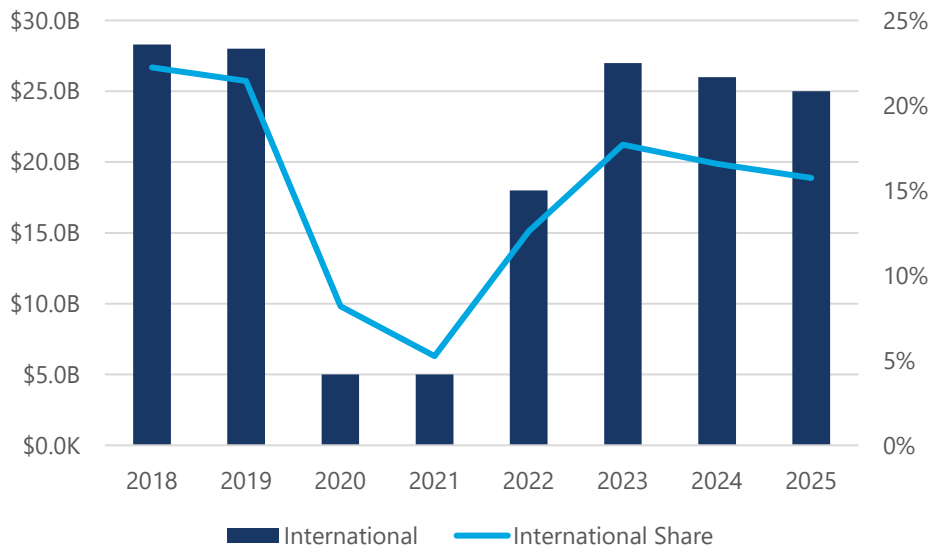
Direct Visitor Spending

Direct Visitor Spending by Origin, 2025p



In 2025, spending by domestic visitors (residents of the U.S.) accounted for 82% of all visitor spending in California.

Direct Visitor Spending by International Visitors



International visitors spent \$25.0 billion in California in 2025, down \$1.0 billion from 2024.

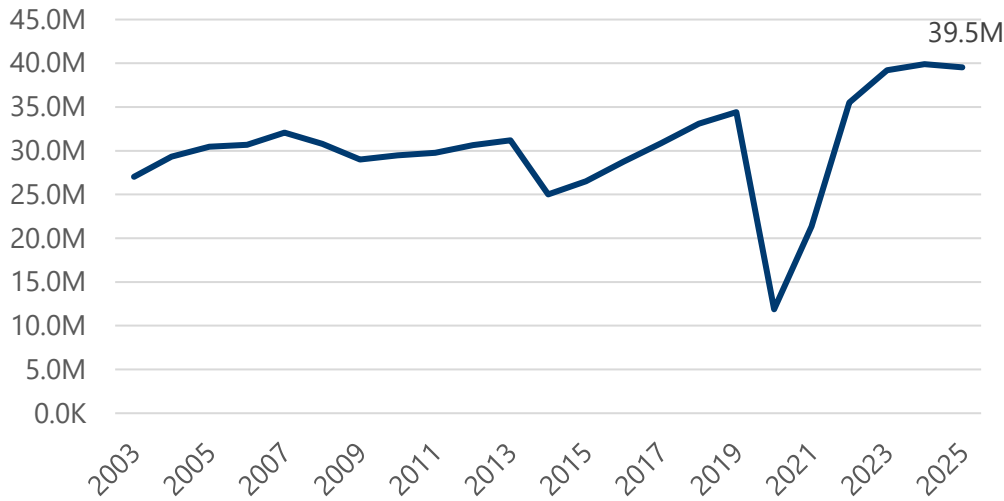
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis, National Travel and Tourism Office, Tourism Economics

Note: Percent change calculated on unrounded figures.

California Travel Impacts

Air Travel and Lodging Sales Trend

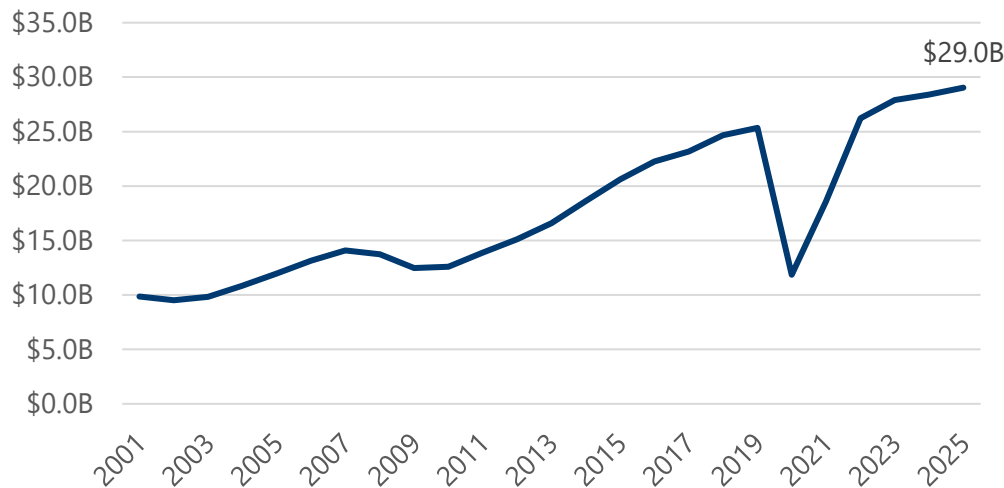
Domestic Air Visitor Arrivals via U.S. Air Carriers



Visitor air travel on domestic flights to California destinations **decreased by 0.9%** in 2025, from 39.9 million to 39.5 million.

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

Taxable Lodging Sales



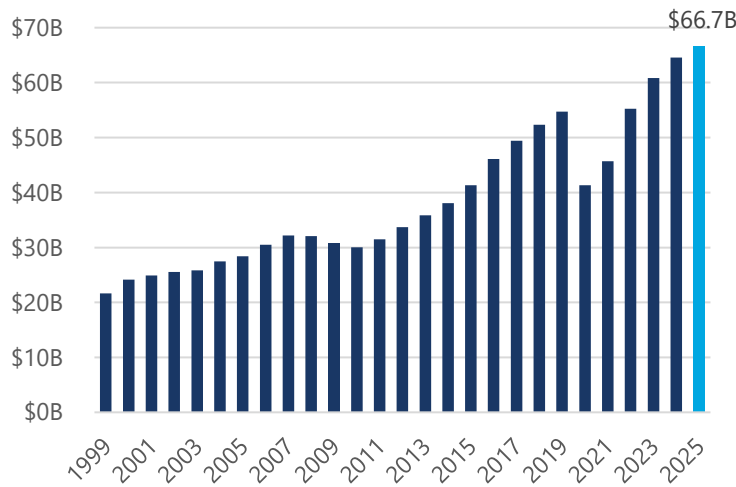
Taxable lodging sales grew to \$29.0 billion in 2025, a **2.2% increase** compared to 2024.

Sources: Dean Runyan Associates, Local governments in California.

California Travel Impacts

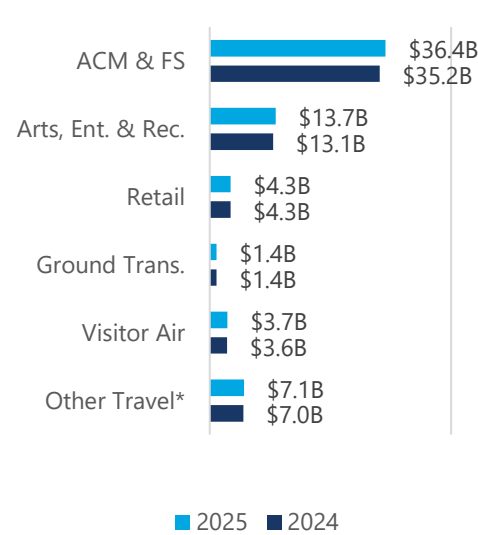
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$2.1 billion in 2025.



Direct travel-generated earnings grew from \$64.6 billion in 2024 to \$66.7 billion in 2025, an increase of 3.3%. Between 2015 and 2025, travel-generated earnings in California grew at an average annual rate of 4.9%.

All component sectors of the travel industry grew in 2025.



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

Accommodation & Food Services (ACM & FS) earnings reached \$36.4 billion contributing 54.7% of state-wide earnings.



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

What are direct travel-generated earnings?

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.

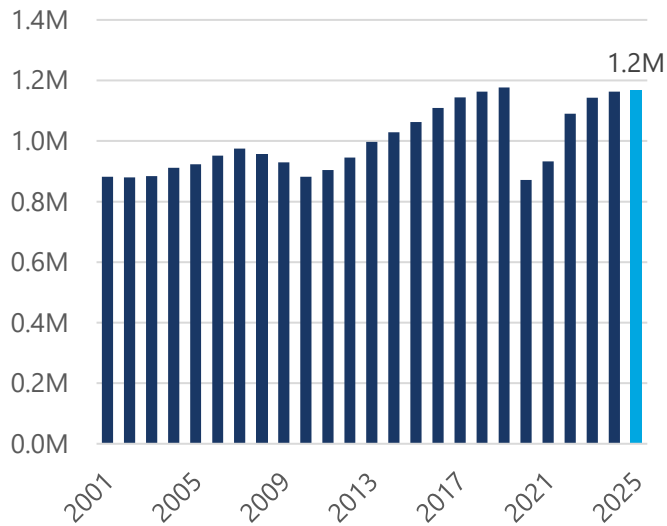
Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.



California Travel Impacts

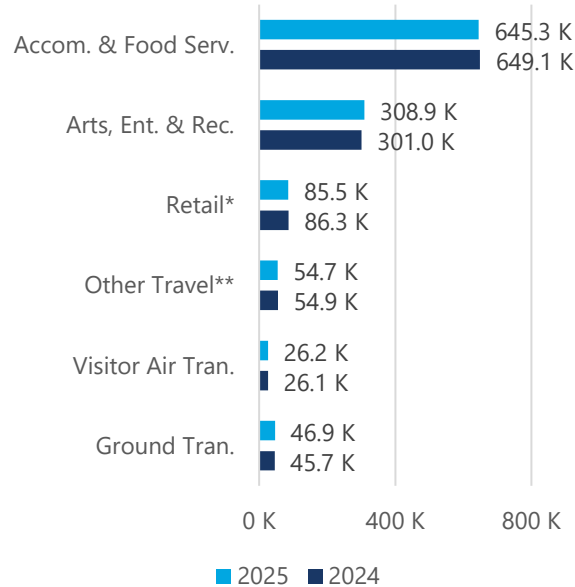
Direct Travel-Generated Employment

Direct travel-generated employment increased by 4,350 jobs in 2025.



Direct travel-generated employment grew from 1,163,120 to 1,167,470 jobs in 2025, a 0.4% increase from the prior year. Between 2015 and 2025, travel-generated jobs in California grew at an average annual rate of 0.9%.

Direct travel-generated employment in the Accom. & Food Serv. Sector decreased 0.6% in 2025.



*Retail includes gas stations.

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

Employment in the Accommodation and Food Services sector declined by 3.8 thousand jobs. However, gains in Arts, Entertainment, and Recreation (up 2.6%) added 7,900 jobs, resulting in an overall increase in total employment.



In 2025, every \$1 million in travel-related spending resulted in 7 jobs for the industry.

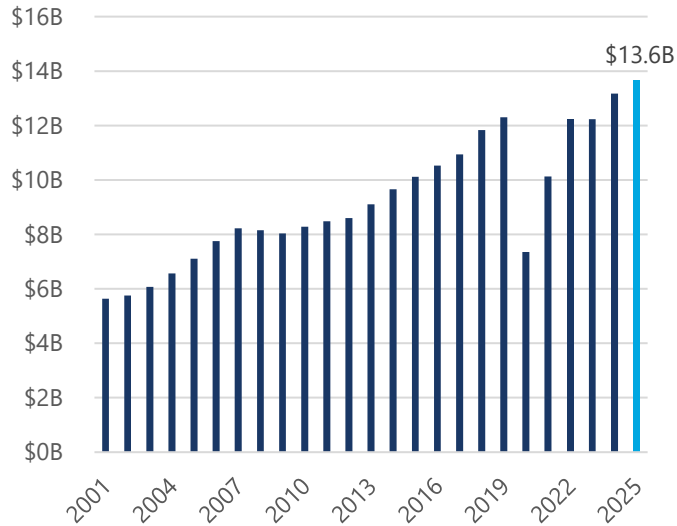
What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full- and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from 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

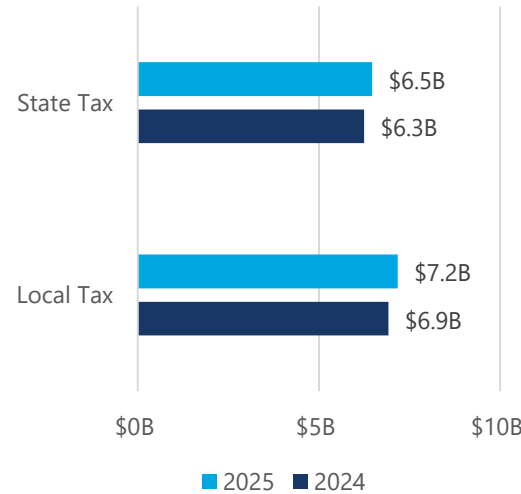
Direct Tax Revenue

Direct travel-generated tax revenue increased by \$479.1 million in 2025.



Direct travel-generated taxes grew from \$13.2 billion in 2024 to \$13.6 billion in 2025, a 3.6% increase. Between 2015 and 2025, travel-generated tax revenue in California grew at an average annual rate of 3.0%.

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



Between 2024 and 2025, local tax revenue increased from \$6.9 billion to \$7.2 billion or 3.7%. State tax revenue increased from \$6.3 billion to \$6.5 billion or 3.5% during the same period.



$$\text{State tax} + \text{Local tax} = \text{Tax Revenue}$$

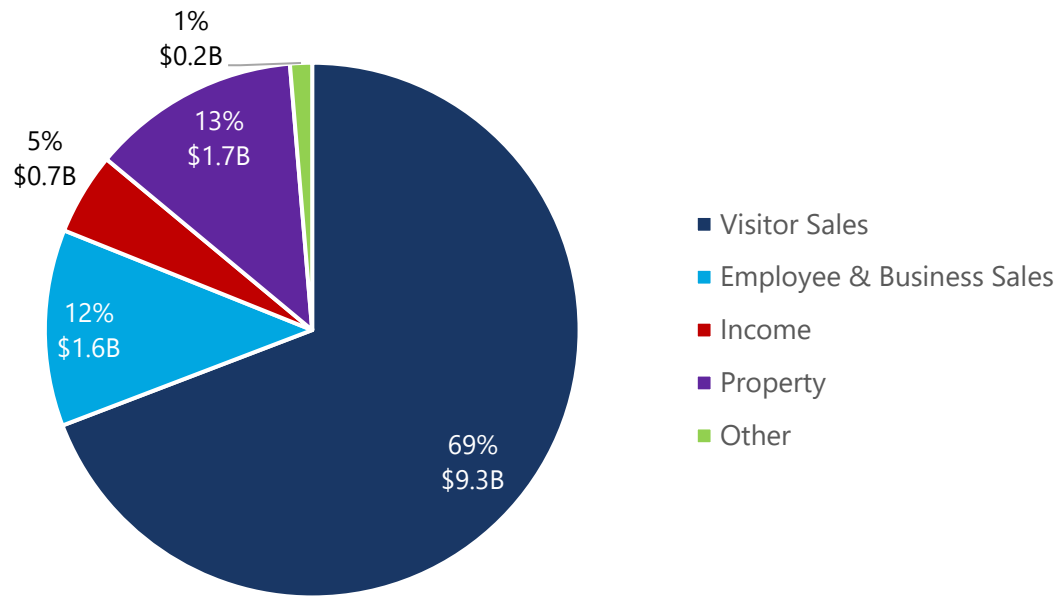
What is direct travel-generated tax revenue?

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 business and employees.



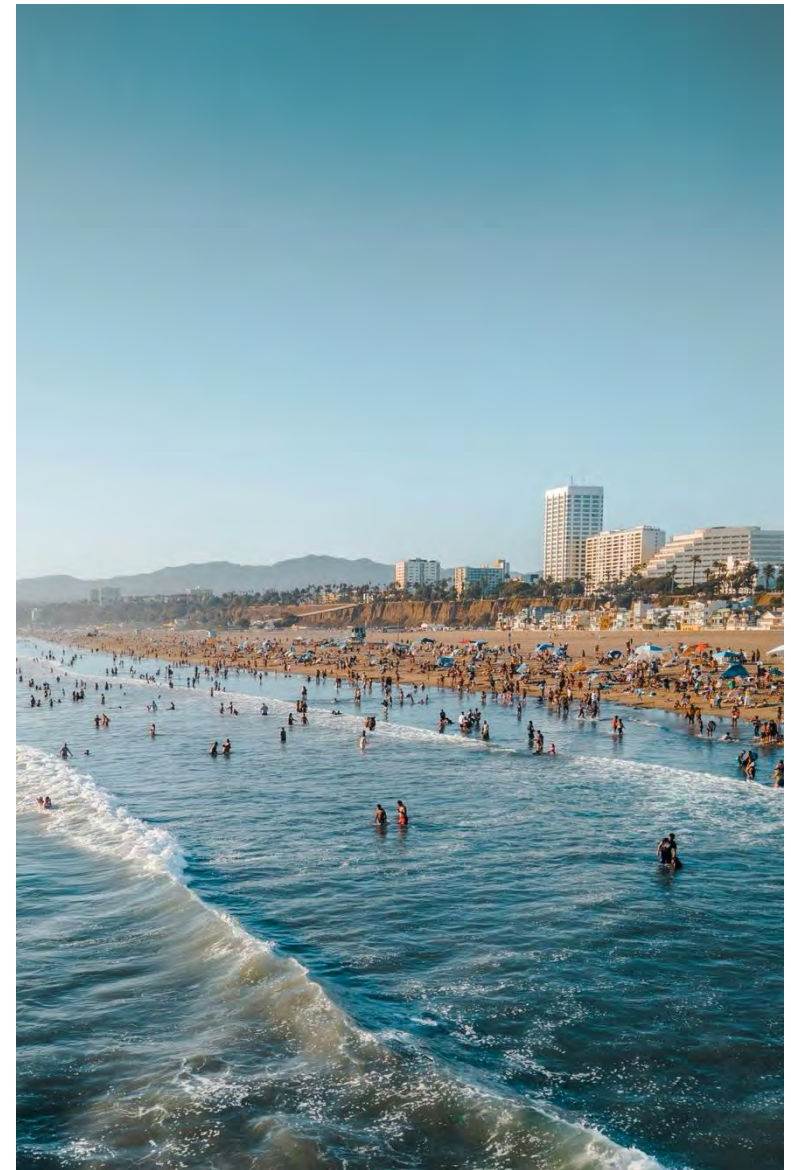
California Travel Impacts

Tax Revenue Detail, 2025p



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

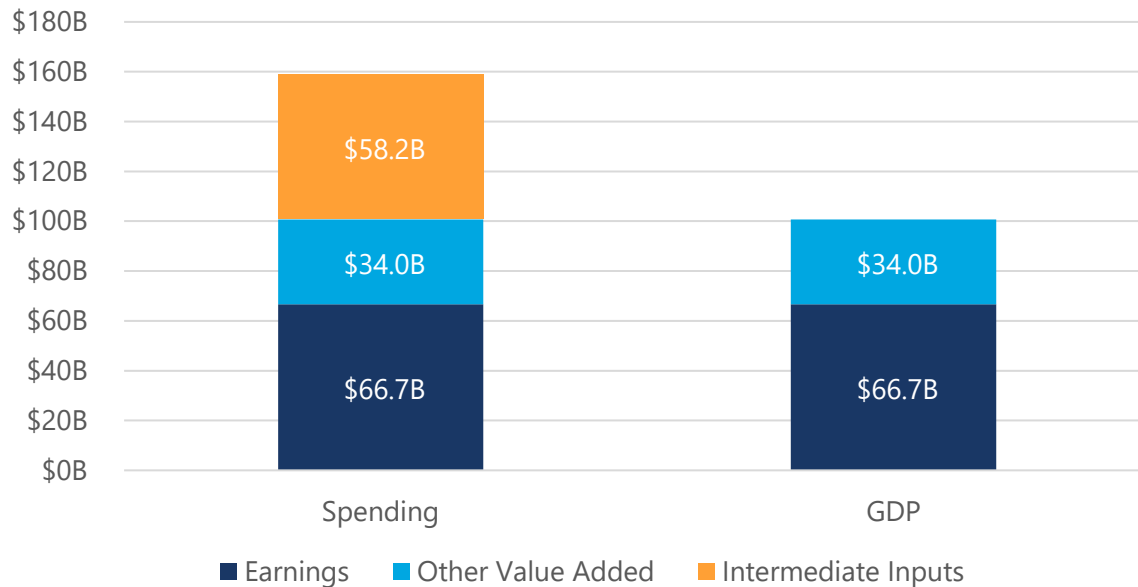
Approximately 69% of the tax revenue generated by travel-related spending is attributable to taxes paid by visitors.



California Travel Impacts

Travel Industry GDP

Direct Travel Spending and GDP of Travel Industry, 2025p



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 **\$101.1 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)

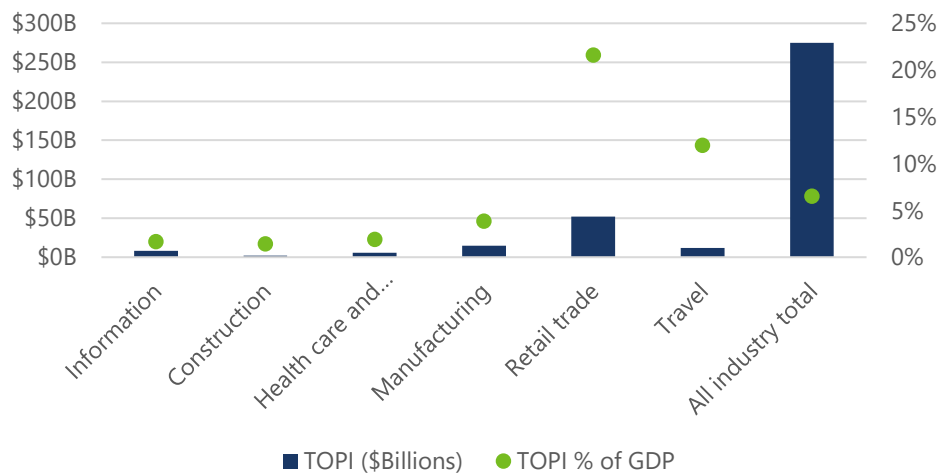
GDP and TOPI by Industry, 2025p

Description	GDP (\$Billions)	TOPI (\$Billions)	TOPI % of GDP
Information	474.4	8.0	1.7%
Construction	156.4	2.2	1.4%
Health care and social assistance	303.8	5.8	1.9%
Manufacturing	383.0	14.8	3.9%
Retail trade	241.0	52.1	21.6%
Travel	100.7	12.0	12.0%
All industry total	4,220.8	275.0	6.5%

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

One way to compare industries is to look at how much businesses pay in taxes relative to their contribution to the economy. This is measured as taxes paid to government as a percentage of each sector's gross domestic product (GDP). The figures show these percentages across selected product and service industries in the state, including travel.

TOPI and TOPI as a Percent of GDP, 2025p



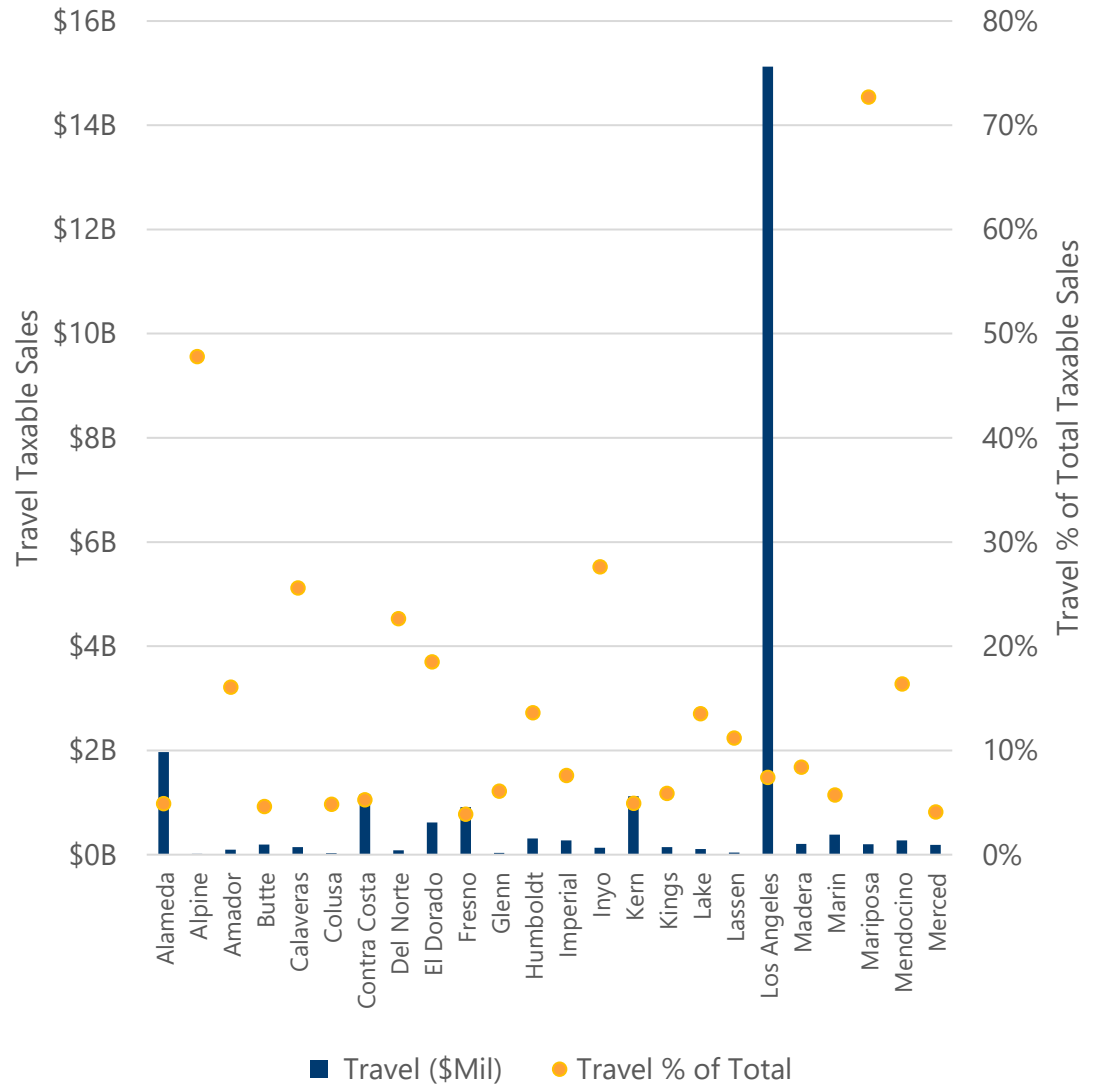
Compared to other industries, **Travel generates a relatively high percent of tax receipts.** Only Retail trade is higher.

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

California Travel Impacts

Total and Travel-Generated Taxable Sales, 2025p

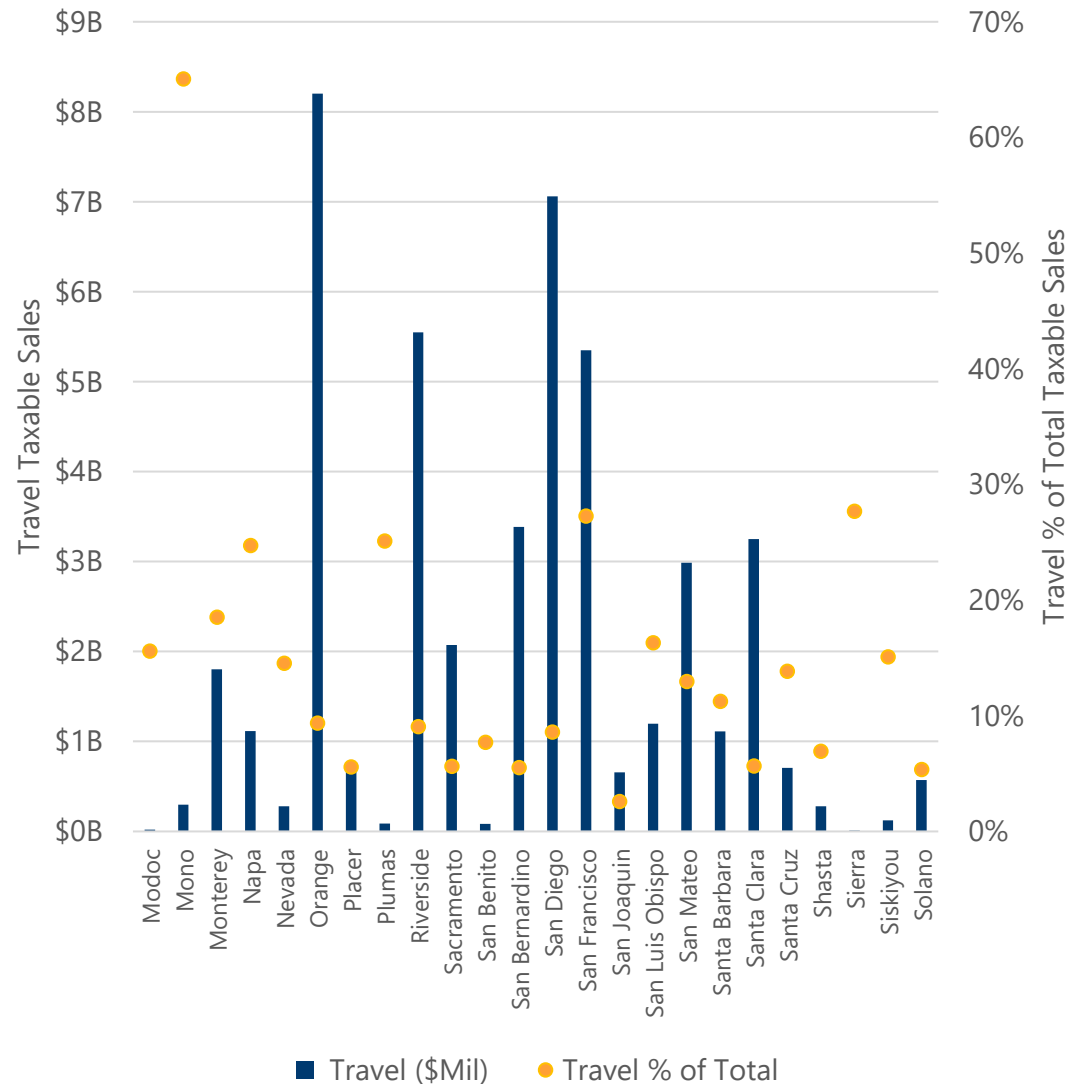
County	Total (\$Mil)	Travel (\$Mil)	Travel % of Total
Alameda	40,144	1,968	4.9%
Alpine	32	16	47.8%
Amador	597	96	16.1%
Butte	4,200	194	4.6%
Calaveras	569	146	25.6%
Colusa	563	27	4.8%
Contra Costa	22,024	1,163	5.3%
Del Norte	376	85	22.6%
El Dorado	3,337	618	18.5%
Fresno	23,514	912	3.9%
Glenn	591	36	6.1%
Humboldt	2,274	310	13.6%
Imperial	3,581	272	7.6%
Inyo	480	133	27.6%
Kern	22,638	1,118	4.9%
Kings	2,514	148	5.9%
Lake	797	108	13.5%
Lassen	360	40	11.2%
Los Angeles	204,199	15,124	7.4%
Madera	2,477	208	8.4%
Marin	6,662	382	5.7%
Mariposa	278	202	72.7%
Mendocino	1,675	274	16.4%
Merced	4,538	186	4.1%



California Travel Impacts

Total and Travel-Generated Taxable Sales, 2025p

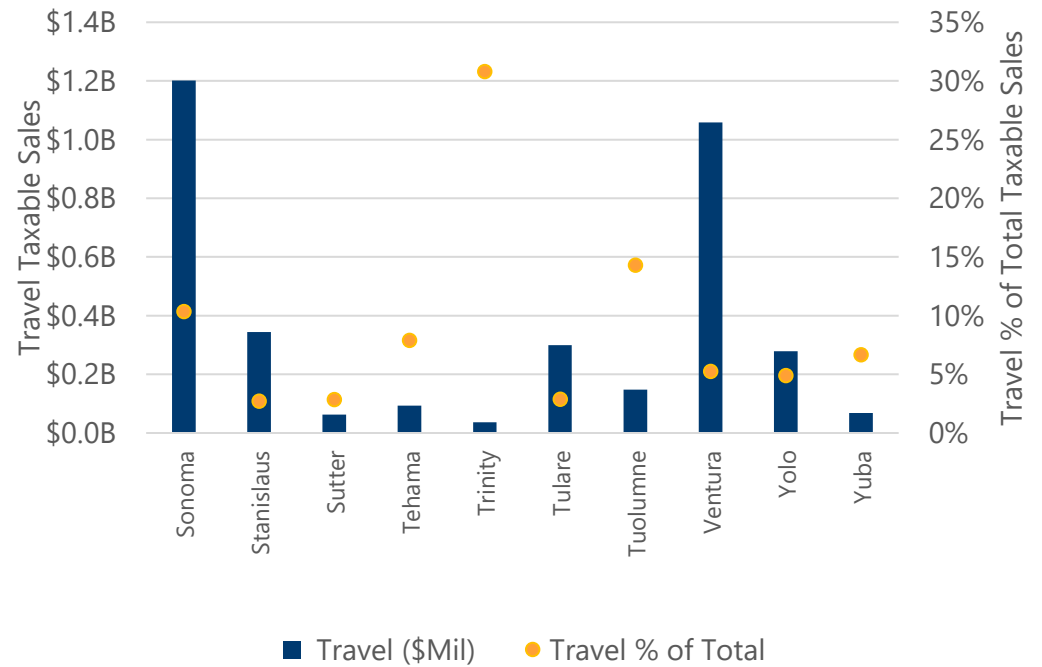
County	Total (\$Mil)	Travel (\$Mil)	Travel % of Total
Modoc	118	18	15.6%
Mono	456	297	65.1%
Monterey	9,726	1,801	18.5%
Napa	4,507	1,115	24.7%
Nevada	1,917	279	14.5%
Orange	87,449	8,201	9.4%
Placer	13,756	767	5.6%
Plumas	352	88	25.1%
Riverside	61,295	5,549	9.1%
Sacramento	36,806	2,074	5.6%
San Benito	1,073	83	7.7%
San Bernardino	61,295	3,386	5.5%
San Diego	82,224	7,058	8.6%
San Francisco	19,614	5,349	27.3%
San Joaquin	25,373	655	2.6%
San Luis Obispo	7,336	1,196	16.3%
San Mateo	23,044	2,985	13.0%
Santa Barbara	9,900	1,112	11.2%
Santa Clara	57,337	3,250	5.7%
Santa Cruz	5,104	707	13.9%
Shasta	4,037	280	6.9%
Sierra	34	9	27.7%
Siskiyou	806	122	15.1%
Solano	10,678	573	5.4%



California Travel Impacts

Total and Travel-Generated Taxable Sales, 2025p

County	Total (\$Mil)	Travel (\$Mil)	Travel % of Total
Sonoma	11,610	1,202	10.4%
Stanislaus	12,682	345	2.7%
Sutter	2,210	63	2.8%
Tehama	1,189	94	7.9%
Trinity	117	36	30.8%
Tulare	10,434	299	2.9%
Tuolumne	1,036	148	14.3%
Ventura	20,143	1,059	5.3%
Yolo	5,691	279	4.9%
Yuba	1,025	68	6.7%



California Travel Impacts

State and Local Tax Revenue per Resident Household, 2025p

County	Tax Revenue (\$Millions)			Resident Households	Total Tax (\$) Per Resident Household
	Local	State	Total		
Alameda	203.8	185.0	388.9	598,246	650
Alpine	1.6	1.4	3.0	435	6,879
Amador	6.4	8.9	15.3	16,091	948
Butte	11.6	20.7	32.3	83,312	388
Calaveras	8.7	13.0	21.7	18,437	1,176
Colusa	1.5	2.6	4.1	7,512	541
Contra Costa	75.4	115.0	190.4	414,417	459
Del Norte	8.7	7.7	16.3	9,522	1,716
El Dorado	67.4	54.1	121.6	76,185	1,596
Fresno	60.1	96.1	156.3	324,702	481
Glenn	2.0	3.3	5.3	9,810	543
Humboldt	25.7	28.2	53.9	54,922	982
Imperial	15.3	27.9	43.2	49,644	871
Inyo	14.8	11.9	26.7	8,040	3,322
Kern	73.5	113.9	187.4	284,931	658
Kings	6.3	14.2	20.4	44,052	464
Lake	5.5	9.8	15.3	26,940	569
Lassen	2.0	3.7	5.8	9,247	626
Los Angeles	1,826.7	1,388.1	3,214.8	3,416,449	941
Madera	18.4	20.5	38.9	45,379	858
Marin	37.5	34.4	71.9	103,018	698
Mariposa	33.5	17.0	50.5	7,508	6,729
Mendocino	27.3	23.8	51.1	34,842	1,467

California Travel Impacts

State and Local Tax Revenue per Resident Household, 2025p

County	Tax Revenue (\$Millions)			Resident Households	Total Tax (\$) Per Resident Household
	Local	State	Total		
Merced	12.2	21.8	34.0	86,055	395
Modoc	1.1	1.7	2.8	3,267	855
Mono	46.5	24.2	70.7	5,744	12,302
Monterey	199.0	147.0	346.0	132,489	2,611
Napa	121.8	85.8	207.6	49,763	4,172
Nevada	23.2	24.2	47.4	42,865	1,105
Orange	779.0	629.8	1,408.8	1,082,960	1,301
Placer	68.1	69.3	137.5	157,954	870
Plumas	6.3	7.7	14.0	8,054	1,740
Riverside	382.1	473.6	855.6	775,335	1,104
Sacramento	156.2	195.6	351.8	571,057	616
San Benito	6.2	8.3	14.4	20,561	702
San Bernardino	210.9	306.5	517.4	674,915	767
San Diego	749.9	573.8	1,323.7	1,171,278	1,130
San Francisco	560.3	413.5	973.8	363,970	2,675
San Joaquin	45.4	70.4	115.8	245,250	472
San Luis Obispo	112.5	103.0	215.5	109,503	1,968
San Mateo	305.6	238.1	543.7	264,419	2,056
Santa Barbara	123.9	97.4	221.3	149,608	1,479
Santa Clara	320.2	283.2	603.5	659,353	915
Santa Cruz	61.9	62.7	124.6	96,898	1,286
Shasta	21.0	27.7	48.7	71,232	684
Sierra	0.7	0.8	1.5	1,219	1,243



California Travel Impacts

State and Local Tax Revenue per Resident Household, 2025p

County	Tax Revenue (\$Millions)			Resident Households	Total Tax (\$) Per Resident Household
	Local	State	Total		
Siskiyou	9.2	10.5	19.7	19,079	1,030
Solano	25.7	51.4	77.2	157,512	490
Sonoma	128.2	102.9	231.1	190,998	1,210
Stanislaus	20.4	39.5	59.9	177,874	337
Sutter	3.7	7.2	10.9	33,292	327
Tehama	5.1	8.9	14.0	24,788	563
Trinity	1.6	3.4	5.0	5,585	891
Tulare	27.6	34.0	61.6	143,195	430
Tuolumne	12.5	12.7	25.2	22,690	1,111
Ventura	73.7	98.6	172.4	280,360	615
Yolo	19.8	27.0	46.8	76,693	611
Yuba	3.2	7.9	11.1	28,635	386
California	7,178.4	6,471.5	13,649.9	13,548,091	1,008



California Travel Impacts

Historical Trend of Direct Travel Impacts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change 24-25	CAGR 15-25
Direct Travel Spending (\$Billions)													
Visitor	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	134.0	137.7	140.8	2.3%	2.4%
Other Travel*	10.7	11.5	12.3	13.1	13.8	7.1	9.8	15.0	17.1	18.5	18.1	-2.4%	5.4%
Total	121.9	126.4	133.3	140.3	144.9	68.3	105.0	142.3	151.1	156.2	158.9	1.7%	2.7%
Direct Earnings (\$Billions)													
Earnings	41.4	46.1	49.4	52.3	54.7	41.3	45.7	55.2	60.9	64.6	66.7	3.3%	4.9%
Direct Employment (Thousands of Jobs)													
Employment	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	932.4	1,090.5	1,143.0	1,163.1	1,167.5	0.4%	0.9%
Direct Tax Revenue (\$Billions)													
Local	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	6.4	6.9	7.2	3.7%	3.9%
State	5.2	5.3	5.3	5.7	6.0	3.5	5.0	5.7	5.8	6.3	6.5	3.5%	2.2%
Total	10.1	10.5	10.9	11.8	12.3	7.4	10.1	12.2	12.2	13.2	13.6	3.6%	3.0%
Local Tax Revenue Detail (\$Billions)													
Business/Employees	1.4	1.5	1.6	1.7	1.8	1.8	2.0	2.0	1.6	2.1	2.2	6.7%	4.5%
Visitor	3.5	3.7	4.0	4.4	4.5	2.1	3.2	4.4	4.8	4.9	5.0	2.5%	3.7%
Total	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	6.4	6.9	7.2	3.7%	3.9%
State Tax Revenue Detail (\$Billions)													
Business/Employees	1.4	1.5	1.4	1.4	1.5	1.4	1.6	1.7	1.5	1.8	1.9	4.8%	3.0%
Visitor	3.8	3.8	3.9	4.3	4.6	2.1	3.4	4.1	4.3	4.5	4.6	3.0%	1.9%
Total	5.2	5.3	5.3	5.7	6.0	3.5	5.0	5.7	5.8	6.3	6.5	3.5%	2.2%

Source: Dean Runyan Associates

Notes: Data limitations prevent disaggregation.

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

California Travel Impacts

Historical Trend of Direct Spending

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change 24-25	CAGR 15-25
Direct Travel Spending (\$Billions)													
Visitor	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	134.0	137.7	140.8	2.3%	2.4%
Other Travel*	10.7	11.5	12.3	13.1	13.8	7.1	9.8	15.0	17.1	18.5	18.1	-2.4%	5.4%
Total	121.9	126.4	133.3	140.3	144.9	68.3	105.0	142.3	151.1	156.2	158.9	1.7%	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Billions)													
Hotel, Motel, STVR	63.7	67.3	70.5	72.8	74.2	36.3	52.7	72.5	78.4	80.8	83.0	2.7%	2.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	43.3	60.1	64.4	66.1	68.2	3.3%	NA
STVR	NA	NA	NA	NA	NA	NA	9.4	12.5	14.0	14.7	14.7	-0.1%	NA
Campground	2.6	2.6	2.7	2.9	3.2	2.6	3.5	4.6	4.5	4.5	4.7	4.0%	6.0%
Private Home (VFR)	15.9	15.8	17.2	19.0	20.3	7.2	17.3	20.2	20.6	21.2	21.4	0.8%	3.0%
Seasonal Home (2nd Home)	4.3	4.3	4.6	5.0	5.1	7.2	6.5	6.5	6.6	6.7	6.9	1.9%	4.9%
Day Travel	24.8	24.9	26.0	27.6	28.3	7.8	15.4	23.3	24.0	24.4	24.9	2.0%	0.1%
Total	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	134.0	137.7	140.8	2.3%	2.4%
Visitor Spending by Commodity Purchased (\$Billions)													
Accommodations	24.3	26.2	27.4	29.0	29.8	15.8	23.2	31.9	33.9	34.4	35.2	2.2%	3.8%
Food Service	28.7	30.4	32.0	33.1	34.1	17.1	25.4	32.5	35.0	36.9	38.5	4.6%	3.0%
Food Stores	3.8	3.9	3.9	3.9	4.0	2.2	4.1	5.2	5.6	5.8	5.9	3.3%	4.6%
Arts, Ent. & Rec.	16.7	17.4	17.8	18.0	18.1	8.5	13.1	16.0	17.1	17.9	18.5	2.8%	1.0%
Retail Sales	15.0	15.3	16.5	17.4	18.3	8.3	13.1	16.3	17.0	17.1	17.4	1.6%	1.5%
Visitor Air	5.6	5.7	5.8	6.1	6.4	1.8	2.8	5.7	6.3	6.8	6.5	-3.9%	1.5%
Local Tran. & Gas	17.2	16.0	17.6	19.8	20.4	7.3	13.6	19.6	19.1	18.7	18.7	-0.1%	0.8%
Total	111.3	114.9	121.0	127.3	131.1	61.1	95.3	127.2	134.0	137.7	140.8	2.3%	2.4%

Source: Dean Runyan Associates

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



California Travel Impacts

Historical Trend of Direct Impacts Generated by Travel Spending

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Direct Earnings (\$Billions)													
Accom. & Food Serv.	21.2	23.4	25.0	26.5	27.9	20.4	24.2	30.3	33.4	35.2	36.4	3.6%	5.6%
Arts, Ent. & Rec.	9.9	10.6	11.0	11.3	11.7	7.9	9.3	11.5	12.4	13.1	13.7	4.2%	3.2%
Retail*	2.8	3.0	3.1	3.3	3.4	3.4	3.7	4.0	4.2	4.3	4.3	1.4%	4.3%
Ground Trans.	1.4	1.5	1.7	2.2	2.4	1.0	1.0	1.1	1.4	1.4	1.4	1.7%	0.3%
Visitor Air	2.0	2.7	3.1	3.2	3.3	3.2	2.6	2.8	3.2	3.6	3.7	2.5%	6.2%
Other Travel**	4.0	4.9	5.5	5.9	6.1	5.4	4.9	5.6	6.3	7.0	7.1	1.8%	6.0%
Total	41.4	46.1	49.4	52.3	54.7	41.3	45.7	55.2	60.9	64.6	66.7	3.3%	4.9%
Direct Employment (Thousands of Jobs)													
Accom. & Food Serv.	608.8	632.5	652.0	659.0	662.2	493.4	539.6	627.0	649.3	649.1	645.3	-0.6%	0.6%
Arts, Ent. & Rec.	261.3	270.8	276.8	279.4	283.1	179.3	207.0	264.5	285.8	301.0	308.9	2.6%	1.7%
Retail*	83.5	85.8	87.3	87.9	87.4	82.9	84.1	85.5	86.5	86.3	85.5	-0.9%	0.2%
Ground Trans.	32.7	34.0	35.1	42.3	45.9	34.3	32.9	38.4	42.8	45.7	46.9	2.6%	3.7%
Visitor Air	24.2	27.5	30.2	30.6	32.1	28.1	23.1	23.6	25.2	26.1	26.2	0.3%	0.8%
Other Travel**	52.6	59.0	62.4	63.6	66.1	53.3	45.6	51.5	53.3	54.9	54.7	-0.5%	0.4%
Total	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	932.4	1,090.5	1,143.0	1,163.1	1,167.5	0.4%	0.9%
Direct Tax Revenue (\$Billions)													
Local Tax Receipts	4.9	5.3	5.6	6.1	6.3	3.9	5.2	6.5	6.4	6.9	7.2	3.7%	3.9%
State Tax Receipts	5.2	5.3	5.3	5.7	6.0	3.5	5.0	5.7	5.8	6.3	6.5	3.5%	2.2%
Total	10.1	10.5	10.9	11.8	12.3	7.4	10.1	12.2	12.2	13.2	13.6	3.6%	3.0%

Source: Dean Runyan Associates

*Retail includes gasoline.

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

California Travel Impacts

Total Travel Impacts

2025p Summary

The total travel impacts—which include direct and secondary 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 \$15.0 billion in earnings and 154.5 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.
- **Financial Activities** (Secondary impacts include \$7.8 billion in earnings and 93.0 thousand jobs) Both businesses and individuals make use of banking and insurance institutions.
- **Trade** (Secondary impacts include \$8.5 billion in earnings and 111.8 thousand jobs) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.
- **Education and Health Services** (Secondary impacts include \$10.2 billion in earnings and 113.7 thousand jobs) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

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.



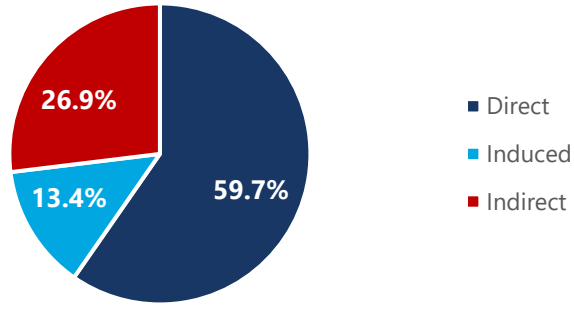
Indirect and induced impacts are the two categories of secondary economic impacts.

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.

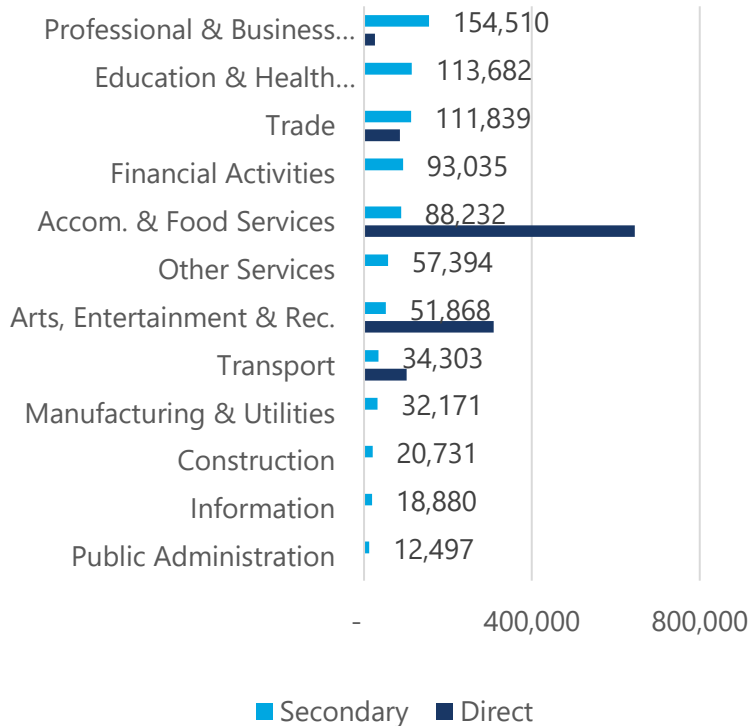
California Travel Impacts

Total Employment, 2025



In 2025, 40.3% of total employment was secondary. Secondary spending supported **154,510 jobs in the Professional & Business Services industry group.**

Total Employment by Industry Group, 2025



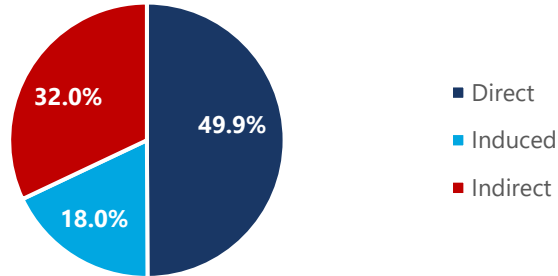
Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accom. & Food Services	645,315	23,957	64,275	88,232	733,547
Arts, Entertainment & Rec.	308,883	34,870	16,998	51,868	360,751
Trade	85,492	9,849	101,990	111,839	197,331
Transport	101,612	18,367	15,936	34,303	135,915
Professional & Business Serv.	26,171	89,704	64,806	154,510	180,681
Manufacturing & Utilities	0	15,172	16,998	32,171	32,171
Construction	0	6,388	14,342	20,731	20,731
Information	0	10,381	8,499	18,880	18,880
Financial Activities	0	34,072	58,963	93,035	93,035
Education & Health Services	0	2,129	111,552	113,682	113,682
Other Services	0	11,180	46,214	57,394	57,394
Public Administration	0	6,122	6,374	12,497	12,497
All industries	1,167,473	262,191	526,951	789,142	1,956,615

Source: Dean Runyan Associates

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

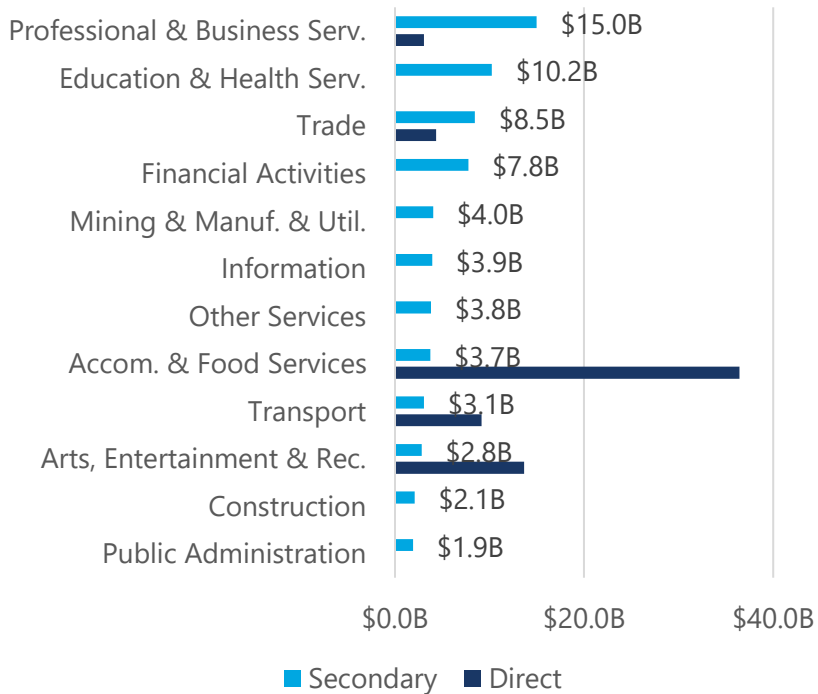
California Travel Impacts

Total Earnings, 2025



In 2025, 50.1% of total earnings were secondary.
Professional & Business Services industry group generated \$15.0 billion in secondary earnings which was highest among industry groups.

Total Earnings by Industry Group, 2025



Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accom. & Food Serv.	36.4	1.0	2.7	3.7	40.2
Arts, Entertainment & Rec.	13.7	2.0	0.9	2.8	16.5
Trade	4.3	1.1	7.4	8.5	12.8
Transport	9.2	1.7	1.4	3.1	12.2
Professional & Business Serv.	3.1	8.8	6.2	15.0	18.0
Mining & Manuf. & Util.	0.0	1.8	2.2	4.0	4.0
Construction	0.0	0.7	1.4	2.1	2.1
Information	0.0	2.3	1.6	3.9	3.9
Financial Activities	0.0	2.7	5.1	7.8	7.8
Education & Health Services	0.0	0.1	10.2	10.2	10.2
Other Services	0.0	1.0	2.8	3.8	3.8
Public Administration	0.0	1.0	1.0	1.9	1.9
All industries	66.7	24.1	42.8	66.8	133.5

Source: Dean Runyan Associates
 Note: Figures reported in \$billions.



Regional Travel Impacts
2025p

Regional Travel Impacts

Regional Definitions



Central Coast
 Monterey
 San Benito
 San Luis Obispo
 Santa Barbara
 Ventura

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

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

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

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

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

Inland Empire
 Riverside (part)
 San Bernardino (part)

Los Angeles County
 Los Angeles

North Coast
 Del Norte
 Humboldt
 Lake
 Mendocino

Orange County
 Orange

San Diego County
 San Diego

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

Shasta Cascades
 Butte
 Lassen
 Modoc
 Plumas
 Shasta
 Siskiyou
 Tehama
 Trinity

Regional Travel Impacts

Direct Travel Impact Summary, 2025p

Region Name	Direct Spending (\$Millions)		Earnings	Employment	Direct Tax Revenue (\$Millions)		
	Visitor Spend	Other Spend			Local Tax	State Tax	Total
Central Coast	9,586.5	448.8	4,718.5	90,720	515.2	454.3	969.6
Central Valley	7,949.0	603.2	3,411.1	84,590	295.5	472.1	767.6
Deserts	8,928.5	502.3	3,599.5	85,860	364.1	438.9	803.0
Gold Country	5,346.3	1,115.5	2,495.7	53,270	219.2	275.6	494.8
High Sierra	3,859.0	72.4	1,829.6	40,570	223.0	162.0	385.1
Inland Empire	7,708.8	616.1	3,262.7	80,200	257.7	385.6	643.4
Los Angeles County	26,446.1	8,625.3	18,016.9	224,150	1,826.7	1,388.1	3,214.8
North Coast	1,419.5	44.3	730.9	15,130	67.3	69.5	136.7
Orange County	15,394.2	1,716.0	6,929.9	134,540	779.0	629.8	1,408.8
San Diego County	14,586.9	2,090.7	5,685.9	100,300	749.9	573.8	1,323.7
San Francisco Bay Area	33,575.6	6,511.0	15,321.1	242,200	1,822.8	1,537.3	3,360.1
Shasta Cascade	1,663.2	55.2	654.5	15,930	57.8	84.4	142.2

* 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, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change 24-25	CAGR 15-25
Travel Spending (\$Billions)													
Central Coast	8.0	8.1	8.4	8.9	9.4	5.0	7.6	9.3	9.4	9.7	10.0	3.4%	2.3%
Central Valley	6.5	6.5	7.1	7.2	7.5	4.0	6.7	8.2	8.2	8.4	8.6	1.9%	2.7%
Deserts	6.5	6.8	7.1	7.9	8.3	5.9	6.8	8.5	9.0	9.2	9.4	2.3%	3.7%
Gold Country	4.6	4.7	5.0	5.6	5.9	2.8	4.5	5.7	5.9	6.3	6.5	3.2%	3.5%
High Sierra	2.9	3.1	3.3	3.5	3.7	2.5	3.1	3.6	3.7	3.8	3.9	3.4%	3.2%
Inland Empire	5.8	6.0	6.4	6.7	7.1	5.1	6.4	7.7	8.0	8.2	8.3	1.7%	3.7%
Los Angeles County	26.8	28.0	29.9	32.0	32.7	13.2	21.7	31.0	33.8	35.1	35.1	-0.1%	2.7%
North Coast	1.1	1.2	1.2	1.3	1.3	0.8	1.3	1.4	1.4	1.4	1.5	1.9%	2.9%
Orange County	12.7	13.5	13.8	13.9	14.5	6.8	10.6	15.0	15.8	16.7	17.1	2.7%	3.0%
San Diego County	12.3	13.0	13.7	13.7	13.8	5.8	11.2	15.4	16.1	16.5	16.7	1.3%	3.1%
San Francisco Bay Area	33.4	34.3	36.2	38.3	39.1	15.4	23.7	34.8	38.2	39.3	40.1	2.1%	1.9%
Shasta Cascade	1.3	1.3	1.4	1.5	1.6	1.0	1.4	1.6	1.6	1.7	1.7	2.7%	3.0%
California	121.9	126.4	133.3	140.3	144.9	68.3	105.0	142.3	151.1	156.2	158.9	1.7%	2.7%



Regional Travel Impacts

Direct Earnings Summary, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change 24-25	CAGR 15-25
Earnings (\$Billions)													
Central Coast	2.8	2.9	3.1	3.4	3.6	2.8	3.2	3.9	4.2	4.5	4.7	6.0%	5.4%
Central Valley	1.9	2.0	2.3	2.3	2.4	2.0	2.4	2.8	3.0	3.3	3.4	4.9%	6.1%
Deserts	1.8	2.0	2.1	2.4	2.5	2.0	2.4	2.9	3.2	3.4	3.6	5.8%	7.0%
Gold Country	1.3	1.4	1.5	1.7	1.8	1.4	1.7	2.1	2.3	2.4	2.5	2.8%	6.8%
High Sierra	0.9	1.0	1.1	1.2	1.3	1.1	1.2	1.5	1.6	1.7	1.8	7.5%	7.6%
Inland Empire	1.7	1.8	2.0	2.1	2.2	1.8	2.3	2.7	3.0	3.1	3.3	3.9%	6.9%
Los Angeles County	10.2	11.8	12.7	13.7	15.5	12.2	12.5	14.8	16.3	17.6	18.0	2.1%	5.8%
North Coast	0.4	0.4	0.5	0.5	0.5	0.4	0.6	0.6	0.7	0.7	0.7	5.1%	6.2%
Orange County	4.5	5.1	5.3	5.3	5.6	3.8	4.5	5.8	6.4	6.9	6.9	0.7%	4.3%
San Diego County	3.8	4.2	4.4	4.3	4.4	3.2	3.6	4.7	5.2	5.4	5.7	5.0%	4.2%
San Francisco Bay Area	11.7	13.0	13.9	15.0	14.2	10.1	10.7	12.9	14.3	14.9	15.3	2.7%	2.8%
Shasta Cascade	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	0.7	4.9%	5.3%
California	41.4	46.1	49.4	52.3	54.7	41.3	45.7	55.2	60.9	64.6	66.7	3.3%	4.9%

Regional Travel Impacts

Direct Employment Summary, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Employment (Thousands of Jobs)													
Central Coast	77.8	78.7	80.8	84.8	88.0	67.7	73.5	84.3	87.7	89.7	90.7	1.2%	1.5%
Central Valley	72.6	72.9	78.3	75.9	77.4	61.5	68.6	79.5	81.8	83.5	84.6	1.3%	1.5%
Deserts	66.7	69.6	71.3	76.3	78.6	63.7	69.5	79.6	83.9	85.2	85.9	0.8%	2.6%
Gold Country	40.8	42.2	44.0	48.5	50.0	38.0	43.9	51.0	53.0	53.3	53.3	-0.1%	2.7%
High Sierra	30.8	32.1	34.6	35.8	37.4	30.9	33.0	38.2	38.9	39.3	40.6	3.2%	2.8%
Inland Empire	66.0	68.4	70.9	70.1	72.7	57.9	67.7	75.8	79.6	80.4	80.2	-0.3%	2.0%
Los Angeles County	203.2	216.5	223.2	232.2	240.0	180.2	183.2	210.5	220.9	225.3	224.2	-0.5%	1.0%
North Coast	15.0	15.6	15.9	15.6	15.7	12.0	13.4	14.8	15.1	14.9	15.1	1.3%	0.1%
Orange County	122.0	129.5	131.1	130.4	132.4	90.7	98.5	123.2	131.1	135.5	134.5	-0.7%	1.0%
San Diego County	101.5	109.1	111.2	102.9	101.5	73.4	79.8	94.5	98.6	99.6	100.3	0.7%	-0.1%
San Francisco Bay Area	251.9	260.1	267.0	274.8	266.7	181.8	186.3	223.6	237.0	240.6	242.2	0.7%	-0.4%
Shasta Cascade	14.8	15.1	15.5	15.6	16.4	13.7	14.8	15.5	15.7	15.7	15.9	1.5%	0.7%
California	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	932.4	1,090.5	1,143.0	1,163.1	1,167.5	0.4%	0.9%



Regional Travel Impacts

Direct Tax Revenue Summary, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change 24-25	CAGR 15-25
Tax Revenue (\$Billions)													
Central Coast	0.7	0.7	0.7	0.8	0.8	0.6	0.8	0.9	0.9	0.9	1.0	4.9%	3.3%
Central Valley	0.5	0.5	0.6	0.6	0.6	0.4	0.6	0.7	0.7	0.7	0.8	3.9%	3.7%
Deserts	0.5	0.5	0.6	0.6	0.7	0.5	0.6	0.7	0.7	0.8	0.8	4.5%	4.6%
Gold Country	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.5	0.5	4.3%	3.9%
High Sierra	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4	5.7%	5.1%
Inland Empire	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	0.6	3.1%	4.3%
Los Angeles County	2.3	2.5	2.6	2.9	3.0	1.8	2.4	2.9	2.9	3.1	3.2	2.1%	3.4%
North Coast	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	3.7%	4.0%
Orange County	1.0	1.1	1.1	1.1	1.2	0.7	1.0	1.2	1.2	1.4	1.4	3.3%	3.3%
San Diego County	1.0	1.0	1.1	1.1	1.1	0.6	1.0	1.2	1.2	1.3	1.3	3.2%	3.0%
San Francisco Bay Area	2.9	3.0	3.0	3.3	3.3	1.7	2.3	3.0	3.0	3.2	3.4	4.6%	1.6%
Shasta Cascade	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	4.4%	3.6%
California	10.1	10.5	10.9	11.8	12.3	7.4	10.1	12.2	12.2	13.2	13.6	3.6%	3.0%

Central Coast

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	7,671.0	7,760.4	8,023.1	8,559.0	8,941.5	4,793.4	7,360.6	8,901.9	8,958.9	9,271.2	9,586.5	3.4%
Other travel*	332.1	322.7	346.1	386.8	410.7	181.4	276.8	408.4	408.8	437.1	448.8	2.7%
Total	8,003.1	8,083.1	8,369.3	8,945.8	9,352.1	4,974.8	7,637.4	9,310.4	9,367.7	9,708.4	10,035.4	3.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4,782.5	4,881.8	4,977.0	5,303.0	5,522.1	3,211.8	4,779.6	5,500.6	5,529.3	5,773.8	5,989.4	3.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	3,863.2	4,474.4	4,459.7	4,684.6	4,867.6	3.9%
STVR**	NA	NA	NA	NA	NA	NA	916.3	1,026.2	1,069.6	1,089.2	1,121.8	3.0%
Campground	327.9	330.0	347.5	366.3	395.2	325.7	428.9	565.0	558.8	561.5	587.2	4.6%
Private Home (VFR)	750.0	740.1	817.3	904.4	976.2	387.4	933.4	1,048.6	1,065.8	1,098.1	1,120.3	2.0%
Seasonal Home	184.6	186.7	202.2	228.5	234.1	346.0	312.2	324.1	331.5	335.9	341.5	1.7%
Day Travel	1,626.0	1,621.8	1,679.2	1,756.7	1,814.0	522.5	906.6	1,463.5	1,473.5	1,501.9	1,548.1	3.1%
Total	2,888.5	2,878.6	3,046.1	3,256.0	3,419.4	1,581.6	7,360.6	8,901.9	8,958.9	9,271.2	9,586.5	3.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1,880.4	1,963.9	1,999.7	2,137.4	2,264.8	1,487.9	2,472.3	2,875.9	2,811.1	2,905.1	2,992.4	3.0%
Food Service	2,208.0	2,284.9	2,362.9	2,499.0	2,601.7	1,390.1	1,933.4	2,321.3	2,416.5	2,556.5	2,687.7	5.1%
Food Stores	267.4	266.8	268.5	273.8	283.6	180.1	305.7	376.8	396.8	404.0	422.4	4.5%
Arts, Ent. & Rec.	997.4	1,011.9	1,022.6	1,056.6	1,071.7	530.2	793.2	901.5	927.4	972.4	1,006.1	3.5%
Retail Sales	1,251.7	1,251.8	1,305.4	1,393.1	1,458.2	705.8	1,007.5	1,207.9	1,206.5	1,214.0	1,240.7	2.2%
Visitor Air	63.1	63.9	68.3	74.3	96.4	30.0	52.2	105.2	112.9	135.8	144.4	6.4%
Local Tran. & Gas	1,003.0	917.2	995.7	1,124.8	1,165.0	469.3	796.2	1,113.4	1,087.8	1,083.3	1,092.7	0.9%
Total	7,671.0	7,760.4	8,023.1	8,559.0	8,941.5	4,793.4	7,360.6	8,901.9	8,958.9	9,271.2	9,586.5	3.4%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1,665.8	1,765.2	1,913.1	2,067.9	2,205.0	1,692.0	2,035.0	2,502.4	2,671.6	2,794.8	2,960.6	5.9%
Arts, Ent. & Rec.	695.0	706.5	736.7	789.5	824.4	624.2	706.3	837.6	945.0	1,035.8	1,117.4	7.9%
Retail*	218.5	223.4	225.5	240.5	248.8	250.7	279.7	296.6	312.3	321.6	329.6	2.5%
Ground Trans.	91.3	99.3	110.9	151.0	163.6	67.8	67.0	73.5	91.4	100.8	103.3	2.5%
Visitor Air	26.1	24.5	26.8	28.4	55.5	56.3	44.3	50.2	56.3	62.4	64.6	3.6%
Other travel**	85.5	88.0	93.3	98.6	134.5	124.4	98.5	112.7	123.6	137.2	143.0	4.2%
Total	2,782.2	2,906.9	3,106.4	3,375.8	3,631.7	2,815.3	3,230.8	3,873.1	4,200.1	4,452.6	4,718.5	6.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	48,850	49,620	51,560	53,330	54,780	42,260	46,430	53,030	54,580	54,620	54,990	0.7%
Arts, Ent. & Rec.	18,430	18,400	18,540	19,910	20,870	14,340	16,050	19,580	20,890	22,430	23,020	2.6%
Retail*	6,370	6,430	6,360	6,610	6,580	6,200	6,430	6,490	6,540	6,570	6,560	-0.1%
Ground Trans.	2,240	2,280	2,320	2,920	3,200	2,710	2,620	3,150	3,520	3,800	3,870	1.9%
Visitor Air	290	260	300	300	510	470	410	430	450	470	470	1.1%
Other travel**	1,640	1,660	1,680	1,720	2,030	1,760	1,560	1,630	1,670	1,760	1,800	2.4%
Total	77,820	78,650	80,760	84,780	87,980	67,740	73,510	84,310	87,660	89,650	90,720	1.2%

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

*Retail includes gasoline station employment and earnings.

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

Central Coast

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	312.9	324.1	340.5	376.1	400.1	290.0	427.0	480.7	448.5	490.1	515.2	5.1%
State**	386.1	377.6	378.4	412.7	435.7	267.2	363.2	407.7	403.6	433.7	454.3	4.7%
Total	699.0	701.7	718.9	788.7	835.8	557.3	790.1	888.4	852.1	923.9	969.6	4.9%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	89.0	89.6	93.7	103.6	111.5	114.4	135.5	137.8	109.8	138.2	151.6	9.6%
Visitor	223.9	234.5	246.8	272.5	288.6	175.6	291.5	342.9	338.7	351.9	363.7	3.4%
Total	312.9	324.1	340.5	376.1	400.1	290.0	427.0	480.7	448.5	490.1	515.2	5.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	97.6	96.5	93.2	94.2	100.7	98.5	110.7	118.4	103.8	122.1	131.2	7.5%
Visitor	288.5	281.1	285.2	318.5	334.9	168.7	252.5	289.3	299.8	311.7	323.1	3.7%
Total	386.1	377.6	378.4	412.7	435.7	267.2	363.2	407.7	403.6	433.7	454.3	4.7%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	6,024.3	6,022.3	6,520.2	6,575.8	6,881.4	3,773.7	6,321.9	7,543.5	7,571.9	7,782.7	7,949.0	2.1%
Other travel*	519.9	483.5	537.6	602.7	630.6	233.9	407.8	609.6	593.6	608.2	603.2	-0.8%
Total	6,544.2	6,505.8	7,057.7	7,178.5	7,512.0	4,007.6	6,729.7	8,153.1	8,165.5	8,390.9	8,552.3	1.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2,119.7	2,173.1	2,383.7	2,398.9	2,518.2	2,118.5	2,614.5	2,926.9	2,953.9	3,075.5	3,154.9	2.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	2,321.4	2,596.0	2,569.7	2,631.4	2,734.2	3.9%
STVR**	NA	NA	NA	NA	NA	NA	293.0	330.9	384.2	444.1	420.7	-5.3%
Campground	207.2	208.1	219.3	226.2	244.2	204.4	264.7	351.8	346.6	348.0	363.7	4.5%
Private Home (VFR)	1,736.9	1,698.9	1,877.3	1,837.0	1,951.0	524.2	1,890.5	2,157.9	2,173.4	2,225.9	2,260.4	1.5%
Seasonal Home	316.5	320.8	337.2	336.5	344.9	482.5	436.2	419.6	423.6	430.8	438.8	1.8%
Day Travel	1,644.0	1,621.5	1,702.7	1,777.2	1,823.1	444.2	1,116.0	1,687.2	1,674.4	1,702.4	1,731.4	1.7%
Total	3,904.6	3,849.2	4,136.5	4,176.9	4,363.2	1,655.2	6,321.9	7,543.5	7,571.9	7,782.7	7,949.0	2.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	912.7	956.9	1,049.8	1,053.0	1,105.6	983.9	1,236.5	1,391.5	1,386.1	1,418.3	1,436.8	1.3%
Food Service	1,645.7	1,706.8	1,819.5	1,754.8	1,831.5	1,040.1	1,758.0	2,028.5	2,094.6	2,218.6	2,314.3	4.3%
Food Stores	306.2	305.0	310.6	289.6	297.2	174.5	336.7	394.4	413.2	426.8	438.7	2.8%
Arts, Ent. & Rec.	842.7	858.5	893.1	829.0	841.6	459.8	767.4	852.4	874.9	918.0	940.1	2.4%
Retail Sales	783.8	788.2	894.5	923.3	1,007.0	471.4	893.7	1,040.7	1,042.6	1,045.1	1,059.9	1.4%
Visitor Air	47.8	57.2	57.4	61.4	72.8	27.8	43.1	72.7	81.1	97.4	100.9	3.7%
Local Tran. & Gas	1,485.4	1,349.7	1,495.2	1,664.6	1,725.6	616.1	1,286.4	1,763.3	1,679.5	1,658.5	1,658.3	0.0%
Total	6,024.3	6,022.3	6,520.2	6,575.8	6,881.4	3,773.7	6,321.9	7,543.5	7,571.9	7,782.7	7,949.0	2.1%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1,088.9	1,181.4	1,319.6	1,316.2	1,402.9	1,236.8	1,505.1	1,756.4	1,882.4	1,991.5	2,086.5	4.8%
Arts, Ent. & Rec.	406.6	431.4	463.0	433.1	449.5	289.0	377.2	510.4	540.3	597.0	634.5	6.3%
Retail*	171.3	176.7	192.0	189.9	199.0	206.0	238.3	257.0	270.9	280.9	296.2	5.4%
Ground Trans.	109.4	119.4	136.3	176.3	191.8	89.9	87.2	99.1	117.8	125.8	127.1	1.0%
Visitor Air	22.2	15.1	30.6	30.5	37.4	37.2	47.9	50.3	55.4	63.4	67.1	5.9%
Other travel**	84.2	80.7	117.5	122.5	138.6	140.0	138.4	154.3	173.8	193.1	199.7	3.4%
Total	1,882.5	2,004.6	2,259.0	2,268.5	2,419.3	1,998.9	2,394.0	2,827.6	3,040.7	3,251.7	3,411.1	4.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	40,200	40,380	43,460	42,220	42,760	36,570	40,810	45,530	46,060	45,520	45,630	0.3%
Arts, Ent. & Rec.	21,330	21,530	22,790	21,260	21,520	12,800	15,800	20,920	22,140	23,840	24,560	3.0%
Retail*	5,770	5,770	6,150	5,970	6,010	5,730	6,100	6,240	6,320	6,340	6,460	1.9%
Ground Trans.	2,680	2,740	2,850	3,410	3,750	3,130	2,970	3,540	3,900	4,160	4,210	1.1%
Visitor Air	370	240	380	370	450	400	450	440	460	490	500	3.4%
Other travel**	2,300	2,260	2,670	2,700	2,870	2,830	2,480	2,780	2,920	3,160	3,230	2.1%
Total	72,640	72,930	78,300	75,930	77,360	61,460	68,600	79,460	81,790	83,510	84,590	1.3%

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

*Retail includes gasoline station employment and earnings.

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



Central Valley

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	164.1	170.9	190.8	202.5	214.8	182.9	243.9	266.9	256.0	282.9	295.5	4.5%
State**	370.8	354.8	373.3	409.8	435.1	240.7	396.6	429.2	427.8	456.2	472.1	3.5%
Total	534.9	525.7	564.1	612.3	649.9	423.6	640.4	696.2	683.7	739.0	767.6	3.9%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	58.7	60.3	66.0	69.5	74.2	81.8	97.7	98.0	79.0	100.3	108.8	8.5%
Visitor	105.4	110.6	124.8	133.0	140.6	101.1	146.1	169.0	177.0	182.6	186.7	2.2%
Total	164.1	170.9	190.8	202.5	214.8	182.9	243.9	266.9	256.0	282.9	295.5	4.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	65.2	65.4	67.3	65.0	68.9	70.4	86.0	90.9	77.8	92.2	98.1	6.5%
Visitor	305.6	289.3	306.0	344.7	366.2	170.3	310.5	338.4	350.0	364.0	374.0	2.8%
Total	370.8	354.8	373.3	409.8	435.1	240.7	396.6	429.2	427.8	456.2	472.1	3.5%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	6,188.9	6,432.8	6,796.0	7,539.4	7,892.1	5,705.1	6,503.7	8,037.6	8,537.8	8,694.1	8,928.5	2.7%
Other travel*	349.6	349.9	340.4	403.1	414.8	173.3	294.7	497.7	505.5	528.0	502.3	-4.9%
Total	6,538.5	6,782.7	7,136.3	7,942.5	8,306.8	5,878.4	6,798.4	8,535.3	9,043.3	9,222.1	9,430.8	2.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2,579.1	2,783.3	2,915.7	3,259.3	3,433.7	2,383.8	2,995.0	3,557.2	3,986.0	4,037.3	4,151.8	2.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	2,185.6	2,567.2	2,883.0	2,894.9	2,998.4	3.6%
STVR**	NA	NA	NA	NA	NA	NA	809.4	990.0	1,103.0	1,142.4	1,153.4	1.0%
Campground	324.4	325.7	343.3	371.6	400.7	326.6	434.5	572.6	559.1	562.3	584.4	3.9%
Private Home (VFR)	470.2	464.8	513.2	577.3	619.8	323.3	548.5	645.4	655.0	676.4	688.7	1.8%
Seasonal Home	1,010.7	1,025.8	1,097.6	1,237.0	1,266.7	1,821.7	1,644.7	1,572.0	1,589.7	1,633.8	1,674.3	2.5%
Day Travel	1,804.4	1,833.1	1,926.1	2,094.3	2,171.3	849.8	881.1	1,690.5	1,748.1	1,784.3	1,829.4	2.5%
Total	3,609.8	3,649.5	3,880.3	4,280.1	4,458.4	3,321.3	6,503.7	8,037.6	8,537.8	8,694.1	8,928.5	2.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1,198.0	1,308.1	1,363.4	1,498.3	1,561.3	1,333.1	1,768.8	2,075.8	2,215.2	2,204.4	2,238.8	1.6%
Food Service	1,815.9	1,933.1	2,037.5	2,227.1	2,350.6	1,832.0	1,848.3	2,223.2	2,397.3	2,525.4	2,640.6	4.6%
Food Stores	249.6	252.9	257.4	269.7	281.1	230.8	305.9	378.0	406.7	415.9	429.2	3.2%
Arts, Ent. & Rec.	943.7	985.4	1,014.6	1,083.8	1,114.2	827.6	854.8	981.0	1,067.6	1,107.2	1,141.0	3.1%
Retail Sales	952.6	981.7	1,054.8	1,203.0	1,254.4	837.1	847.5	1,073.9	1,139.4	1,132.7	1,154.2	1.9%
Visitor Air	96.8	101.8	108.8	124.3	144.3	57.1	75.5	156.4	176.8	190.3	202.0	6.1%
Local Tran. & Gas	932.4	869.9	959.5	1,133.1	1,186.2	587.4	802.9	1,149.4	1,134.7	1,118.2	1,122.7	0.4%
Total	6,188.9	6,432.8	6,796.0	7,539.4	7,892.1	5,705.1	6,503.7	8,037.6	8,537.8	8,694.1	8,928.5	2.7%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1,056.1	1,175.6	1,258.0	1,399.7	1,501.2	1,224.7	1,452.1	1,767.4	1,945.1	2,059.0	2,147.2	4.3%
Arts, Ent. & Rec.	434.4	471.2	493.2	538.0	570.8	418.4	519.6	619.0	693.9	762.0	871.4	14.4%
Retail*	165.8	173.9	179.6	198.2	203.3	211.1	225.1	248.5	271.0	279.1	283.9	1.7%
Ground Trans.	74.8	83.9	94.5	131.7	145.7	87.5	84.1	95.6	109.8	119.3	123.1	3.2%
Visitor Air	20.0	16.7	18.7	20.1	18.4	17.9	22.3	23.1	26.4	29.6	31.2	5.4%
Other travel**	76.7	89.9	72.6	80.8	81.1	67.0	87.4	125.1	140.7	154.1	142.7	-7.5%
Total	1,827.8	2,011.3	2,116.6	2,368.5	2,520.6	2,026.6	2,390.6	2,878.7	3,186.9	3,403.1	3,599.5	5.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	40,090	41,930	43,330	46,070	47,430	39,070	42,250	48,410	50,190	49,920	49,580	-0.7%
Arts, Ent. & Rec.	17,530	18,060	18,270	19,430	20,200	13,850	16,430	19,200	21,030	22,200	23,270	4.8%
Retail*	5,430	5,530	5,620	6,030	5,980	5,810	5,770	6,020	6,260	6,260	6,200	-0.8%
Ground Trans.	1,810	1,890	1,960	2,540	2,830	3,240	3,020	3,660	4,000	4,290	4,440	3.6%
Visitor Air	310	260	270	280	260	230	240	230	250	260	270	2.2%
Other travel**	1,530	1,900	1,790	1,950	1,900	1,460	1,770	2,070	2,170	2,240	2,100	-6.1%
Total	66,690	69,570	71,250	76,290	78,610	63,650	69,490	79,590	83,900	85,160	85,860	0.8%

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

*Retail includes gasoline station employment and earnings.

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



Deserts

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	198.8	218.1	229.0	263.3	277.2	220.6	284.9	327.8	322.7	347.8	364.1	4.7%
State**	315.0	316.4	323.6	371.3	393.3	292.1	336.8	383.9	392.9	420.5	438.9	4.4%
Total	513.8	534.6	552.6	634.6	670.5	512.6	621.7	711.7	715.7	768.3	803.0	4.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	66.1	70.0	70.8	80.4	85.6	91.2	111.0	111.6	90.4	114.7	125.7	9.6%
Visitor	132.7	148.2	158.2	182.9	191.6	129.3	173.9	216.1	232.4	233.1	238.4	2.3%
Total	198.8	218.1	229.0	263.3	277.2	220.6	284.9	327.8	322.7	347.8	364.1	4.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	70.1	72.8	71.0	74.4	78.8	82.8	98.1	104.5	93.1	110.3	118.7	7.5%
Visitor	244.9	243.6	252.7	296.9	314.5	209.3	238.6	279.5	299.9	310.1	320.3	3.3%
Total	315.0	316.4	323.6	371.3	393.3	292.1	336.8	383.9	392.9	420.5	438.9	4.4%

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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.



Gold Country

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	3,886.9	4,002.8	4,259.7	4,794.8	5,074.5	2,511.3	3,932.6	4,791.0	4,946.9	5,178.1	5,346.3	3.2%
Other travel*	690.0	693.6	707.5	770.2	834.6	329.0	588.4	929.5	966.3	1,084.6	1,115.5	2.8%
Total	4,576.9	4,696.4	4,967.2	5,565.0	5,909.0	2,840.4	4,520.9	5,720.5	5,913.1	6,262.7	6,461.8	3.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	1,804.5	1,917.9	2,002.7	2,219.3	2,350.8	1,503.2	1,765.5	2,138.4	2,240.1	2,384.6	2,493.1	4.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,407.3	1,722.8	1,792.9	1,905.9	2,002.9	5.1%
STVR**	NA	NA	NA	NA	NA	NA	358.2	415.6	447.2	478.8	490.2	2.4%
Campground	96.6	97.1	102.3	102.6	110.6	91.7	120.2	158.7	156.8	157.2	162.5	3.4%
Private Home (VFR)	927.2	924.1	1,019.6	1,258.7	1,358.1	415.7	1,232.6	1,403.7	1,444.5	1,498.4	1,525.2	1.8%
Seasonal Home	149.1	151.1	160.1	177.2	181.3	234.2	210.6	230.3	235.8	241.0	246.4	2.2%
Day Travel	909.5	912.5	974.9	1,037.0	1,073.7	266.5	603.7	859.8	869.7	896.9	919.2	2.5%
Total	2,082.4	2,085.0	2,256.9	2,575.5	2,723.7	1,008.1	3,932.6	4,791.0	4,946.9	5,178.1	5,346.3	3.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	571.8	627.3	674.7	748.3	793.2	570.5	693.9	849.0	881.3	922.2	967.2	4.9%
Food Service	1,057.5	1,119.6	1,180.3	1,333.3	1,405.0	718.5	1,126.7	1,314.4	1,391.3	1,481.4	1,559.8	5.3%
Food Stores	147.8	149.0	151.7	166.8	172.4	89.5	182.6	215.5	229.1	237.7	242.9	2.2%
Arts, Ent. & Rec.	623.1	646.3	665.3	734.4	753.1	377.7	589.8	655.0	684.4	729.1	752.0	3.1%
Retail Sales	458.9	470.5	526.2	619.6	689.4	302.3	538.0	618.2	626.9	638.7	650.0	1.8%
Visitor Air	277.1	286.6	294.5	307.0	339.9	113.9	158.1	277.9	310.6	354.9	357.0	0.6%
Local Tran. & Gas	750.7	703.6	766.9	885.5	921.5	339.0	643.4	860.9	823.3	814.1	817.5	0.4%
Total	3,886.9	4,002.8	4,259.7	4,794.8	5,074.5	2,511.3	3,932.6	4,791.0	4,946.9	5,178.1	5,346.3	3.2%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	688.2	767.9	829.7	948.0	1,021.3	808.5	1,019.5	1,229.2	1,314.6	1,366.1	1,433.7	4.9%
Arts, Ent. & Rec.	331.4	359.6	405.0	426.5	449.2	308.5	377.4	513.4	609.3	636.8	623.8	-2.1%
Retail*	90.7	95.0	102.6	117.0	124.2	124.3	150.0	155.8	163.2	167.1	169.6	1.5%
Ground Trans.	70.0	76.6	83.9	113.7	125.2	59.2	61.4	71.2	81.3	84.6	85.1	0.7%
Visitor Air	22.8	19.0	18.2	18.9	19.3	19.1	23.5	25.7	28.6	32.2	33.8	5.0%
Other travel**	90.4	88.0	82.8	88.7	93.3	86.1	97.2	117.4	124.0	141.1	149.7	6.1%
Total	1,293.4	1,406.1	1,522.2	1,712.8	1,832.6	1,405.7	1,729.0	2,112.8	2,321.1	2,427.8	2,495.7	2.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	23,380	24,220	25,330	28,110	28,790	22,470	25,800	29,260	29,390	28,920	29,030	0.4%
Arts, Ent. & Rec.	10,950	11,380	11,840	12,950	13,340	8,590	10,630	13,880	15,450	16,070	15,720	-2.2%
Retail*	2,890	2,930	3,100	3,430	3,480	3,270	3,650	3,590	3,590	3,560	3,590	0.9%
Ground Trans.	1,630	1,680	1,720	2,170	2,400	1,860	1,890	2,220	2,430	2,570	2,620	1.7%
Visitor Air	370	330	310	310	340	300	350	360	370	390	400	2.6%
Other travel**	1,610	1,610	1,680	1,570	1,660	1,540	1,600	1,720	1,750	1,830	1,920	5.2%
Total	40,830	42,150	43,980	48,540	50,010	38,030	43,920	51,010	52,970	53,340	53,270	-0.1%

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

*Retail includes gasoline station employment and earnings.

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



Gold Country

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	135.0	144.0	153.6	174.8	186.3	132.9	169.8	196.1	188.1	208.5	219.2	5.2%
State**	202.9	200.7	207.6	244.9	261.8	143.3	223.9	246.9	248.4	266.1	275.6	3.5%
Total	337.9	344.7	361.2	419.7	448.1	276.2	393.7	443.1	436.6	474.6	494.8	4.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	42.9	44.9	46.6	51.5	55.2	56.8	67.3	70.0	56.6	70.3	74.8	6.5%
Visitor	92.1	99.1	107.0	123.2	131.2	76.1	102.5	126.2	131.5	138.2	144.4	4.5%
Total	135.0	144.0	153.6	174.8	186.3	132.9	169.8	196.1	188.1	208.5	219.2	5.2%
State Tax Revenue Detail (\$Millions)												
Business/Employees	45.1	46.3	46.3	47.9	51.1	48.6	58.3	64.2	57.8	66.8	69.6	4.2%
Visitor	157.8	154.3	161.3	197.0	210.7	94.7	165.6	182.7	190.6	199.3	205.9	3.3%
Total	202.9	200.7	207.6	244.9	261.8	143.3	223.9	246.9	248.4	266.1	275.6	3.5%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	2,801.4	3,006.2	3,223.1	3,407.0	3,642.0	2,464.2	3,010.1	3,559.1	3,603.5	3,729.5	3,859.0	3.5%
Other travel*	63.4	65.1	75.2	86.8	91.3	40.0	57.9	77.1	74.8	72.8	72.4	-0.5%
Total	2,864.8	3,071.3	3,298.3	3,493.8	3,733.3	2,504.2	3,068.0	3,636.2	3,678.3	3,802.3	3,931.4	3.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	1,887.9	2,081.7	2,249.5	2,333.6	2,514.8	1,657.8	2,005.9	2,322.9	2,353.4	2,461.8	2,557.6	3.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,108.7	1,286.6	1,266.7	1,365.6	1,411.1	3.3%
STVR**	NA	NA	NA	NA	NA	NA	897.3	1,036.4	1,086.7	1,096.2	1,146.5	4.6%
Campground	174.8	176.0	185.1	198.6	214.1	177.2	232.7	306.4	303.2	304.8	319.2	4.7%
Private Home (VFR)	133.0	127.5	139.2	167.6	178.1	53.1	172.8	195.8	196.6	198.8	201.2	1.2%
Seasonal Home	268.7	272.5	288.7	324.7	332.1	436.7	392.5	401.4	410.8	418.0	424.9	1.6%
Day Travel	337.0	348.5	360.5	382.5	402.8	139.3	206.2	332.6	339.5	346.0	356.1	2.9%
Total	913.5	924.5	973.6	1,073.4	1,127.2	806.3	3,010.1	3,559.1	3,603.5	3,729.5	3,859.0	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	820.1	913.9	992.8	1,014.8	1,096.7	866.8	1,153.7	1,377.4	1,361.5	1,426.6	1,484.4	4.1%
Food Service	788.2	864.9	921.7	977.1	1,052.4	693.6	728.9	846.1	890.6	935.6	977.2	4.4%
Food Stores	110.0	113.1	115.5	120.3	127.2	96.6	177.8	211.5	227.3	229.0	238.6	4.2%
Arts, Ent. & Rec.	430.8	461.8	480.0	501.2	524.6	356.9	409.1	438.3	458.0	477.1	489.6	2.6%
Retail Sales	314.4	334.0	354.8	382.4	405.5	247.6	269.5	303.4	306.2	307.5	312.0	1.5%
Visitor Air	0.0	0.0	2.6	2.6	1.6	0.8	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	337.9	318.5	355.6	408.6	433.9	201.9	271.1	382.4	360.0	353.7	357.1	1.0%
Total	2,801.4	3,006.2	3,223.1	3,407.0	3,642.0	2,464.2	3,010.1	3,559.1	3,603.5	3,729.5	3,859.0	3.5%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	583.2	660.9	758.6	809.6	894.4	739.8	884.9	1,099.3	1,163.0	1,230.2	1,355.1	10.2%
Arts, Ent. & Rec.	187.8	196.4	212.1	229.0	245.5	204.4	221.7	277.9	306.6	314.5	311.4	-1.0%
Retail*	68.5	73.5	78.9	83.4	86.4	96.1	100.9	104.6	108.9	112.8	116.0	2.9%
Ground Trans.	29.9	34.7	41.2	59.2	66.0	28.0	22.6	23.4	25.5	28.6	30.4	6.1%
Visitor Air	0.0	0.0	5.1	5.2	6.6	6.7	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	7.5	9.8	12.0	13.2	14.5	11.8	13.3	14.1	15.6	16.2	16.7	2.8%
Total	877.0	975.3	1,107.9	1,199.6	1,313.4	1,086.8	1,243.4	1,519.3	1,619.6	1,702.4	1,829.6	7.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	18,600	19,290	21,060	21,550	22,800	18,760	20,610	23,900	24,350	24,310	25,600	5.3%
Arts, Ent. & Rec.	8,980	9,350	9,940	10,210	10,440	7,890	8,560	10,310	10,400	10,750	10,640	-1.1%
Retail*	2,200	2,300	2,340	2,450	2,430	2,530	2,470	2,420	2,410	2,430	2,470	1.5%
Ground Trans.	770	830	880	1,150	1,310	1,320	1,050	1,220	1,330	1,460	1,490	2.4%
Visitor Air	0	0	50	50	70	60	0	0	0	0	0	NA
Other travel**	240	300	350	350	360	300	350	340	360	360	370	3.0%
Total	30,780	32,060	34,620	35,770	37,410	30,850	33,040	38,180	38,860	39,320	40,570	3.2%

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

*Retail includes gasoline station employment and earnings.

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

High Sierra

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	119.8	132.9	144.9	154.3	167.7	135.4	176.4	202.9	189.5	210.3	223.0	6.1%
State**	115.0	118.5	123.4	136.3	147.4	109.1	132.5	146.3	143.2	154.1	162.0	5.2%
Total	234.9	251.4	268.3	290.6	315.1	244.5	309.0	349.1	332.6	364.3	385.1	5.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	30.1	32.1	35.1	38.7	42.3	45.6	56.3	58.2	45.6	56.9	63.0	10.8%
Visitor	89.8	100.7	109.9	115.6	125.4	89.8	120.1	144.7	143.9	153.4	160.0	4.3%
Total	119.8	132.9	144.9	154.3	167.7	135.4	176.4	202.9	189.5	210.3	223.0	6.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	32.2	33.8	35.2	35.3	38.4	40.8	46.5	50.6	43.5	50.8	55.1	8.5%
Visitor	82.8	84.6	88.2	101.0	108.9	68.3	86.0	95.7	99.6	103.2	106.9	3.6%
Total	115.0	118.5	123.4	136.3	147.4	109.1	132.5	146.3	143.2	154.1	162.0	5.2%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	5,413.5	5,573.2	5,960.8	6,235.4	6,646.4	4,910.5	6,065.1	7,160.9	7,398.8	7,568.7	7,708.8	1.9%
Other travel*	403.1	397.5	424.1	455.4	481.6	205.3	344.2	540.7	575.0	616.6	616.1	-0.1%
Total	5,816.6	5,970.7	6,384.8	6,690.9	7,128.0	5,115.8	6,409.3	7,701.6	7,973.8	8,185.3	8,324.9	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	1,716.1	1,834.5	1,961.6	2,014.0	2,185.3	1,562.9	2,316.4	2,590.0	2,741.4	2,783.3	2,820.5	1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,523.1	1,671.7	1,792.6	1,815.6	1,845.6	1.6%
STVR**	NA	NA	NA	NA	NA	NA	793.3	918.3	948.8	967.6	975.0	0.8%
Campground	172.7	173.2	182.7	186.6	201.1	163.8	220.3	290.3	284.6	286.1	298.8	4.5%
Private Home (VFR)	1,150.6	1,169.3	1,286.2	1,406.9	1,528.3	1,061.0	1,516.0	1,676.5	1,717.3	1,789.0	1,822.4	1.9%
Seasonal Home	973.2	987.4	1,052.3	1,109.9	1,136.2	1,540.0	1,390.6	1,387.7	1,416.5	1,452.9	1,484.7	2.2%
Day Travel	1,400.8	1,408.8	1,478.0	1,518.1	1,595.6	582.8	621.7	1,216.3	1,238.9	1,257.4	1,282.4	2.0%
Total	3,697.3	3,738.8	3,999.2	4,221.5	4,461.1	3,347.6	6,065.1	7,160.9	7,398.8	7,568.7	7,708.8	1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	858.2	929.1	984.1	995.5	1,066.3	961.5	1,356.2	1,522.5	1,526.8	1,514.3	1,514.0	0.0%
Food Service	1,698.7	1,792.2	1,889.9	1,941.2	2,062.1	1,649.9	1,860.1	2,137.0	2,263.1	2,390.2	2,480.1	3.8%
Food Stores	233.1	234.8	238.3	237.6	247.1	203.5	295.6	351.4	372.9	379.4	393.4	3.7%
Arts, Ent. & Rec.	901.6	932.5	960.6	964.8	997.8	760.7	890.5	975.2	1,026.2	1,063.9	1,089.1	2.4%
Retail Sales	754.7	774.6	893.4	1,014.6	1,128.7	785.6	894.1	1,062.0	1,088.2	1,082.8	1,095.5	1.2%
Visitor Air	132.9	131.0	136.8	143.9	152.8	61.7	84.1	161.9	178.5	205.2	202.4	-1.4%
Local Tran. & Gas	834.2	778.9	857.6	937.9	991.5	487.7	684.4	951.0	943.1	932.9	934.3	0.1%
Total	5,413.5	5,573.2	5,960.8	6,235.4	6,646.4	4,910.5	6,065.1	7,160.9	7,398.8	7,568.7	7,708.8	1.9%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	940.3	1,041.9	1,125.4	1,173.2	1,276.5	1,079.0	1,352.4	1,580.2	1,732.3	1,819.2	1,885.0	3.6%
Arts, Ent. & Rec.	446.4	480.0	530.9	532.3	563.2	398.7	530.3	666.9	718.6	782.5	834.6	6.7%
Retail*	138.9	145.3	157.6	167.7	179.7	184.9	216.4	229.7	243.2	254.5	251.6	-1.2%
Ground Trans.	72.4	80.4	90.7	116.3	130.5	81.1	82.2	92.7	111.9	120.0	122.9	2.4%
Visitor Air	14.0	15.1	13.8	14.1	11.2	11.1	23.0	24.9	27.3	30.3	30.9	2.0%
Other travel**	61.9	73.7	72.4	74.4	75.1	62.8	90.6	110.1	125.5	135.0	137.7	2.0%
Total	1,673.9	1,836.3	1,990.8	2,077.9	2,236.3	1,817.7	2,294.9	2,704.4	2,958.8	3,141.5	3,262.7	3.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	37,100	38,560	40,110	40,020	41,500	34,390	39,690	43,860	45,060	44,680	44,370	-0.7%
Arts, Ent. & Rec.	20,890	21,520	22,160	20,920	21,630	14,090	17,780	21,010	23,030	23,940	24,050	0.5%
Retail*	4,570	4,610	4,910	5,070	5,240	5,080	5,510	5,550	5,650	5,670	5,510	-2.9%
Ground Trans.	1,730	1,800	1,870	2,230	2,530	2,880	2,880	3,410	3,780	4,050	4,180	3.3%
Visitor Air	230	240	230	230	190	170	230	230	240	250	250	-0.1%
Other travel**	1,420	1,640	1,640	1,630	1,610	1,270	1,560	1,710	1,810	1,850	1,840	-0.5%
Total	65,950	68,370	70,920	70,090	72,700	57,880	67,660	75,770	79,560	80,440	80,200	-0.3%

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

*Retail includes gasoline station employment and earnings.

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

Inland Empire

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	141.3	152.1	162.9	176.2	189.7	159.2	219.8	244.9	232.6	250.7	257.7	2.8%
State**	282.8	281.5	293.6	320.7	345.5	252.3	309.0	345.0	351.6	373.6	385.6	3.2%
Total	424.1	433.6	456.5	496.9	535.3	411.4	528.8	589.9	584.1	624.3	643.4	3.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	49.4	52.3	54.5	57.0	61.4	66.4	80.0	81.4	65.9	82.9	88.7	6.9%
Visitor	91.8	99.7	108.4	119.2	128.4	92.8	139.8	163.5	166.7	167.7	169.1	0.8%
Total	141.3	152.1	162.9	176.2	189.7	159.2	219.8	244.9	232.6	250.7	257.7	2.8%
State Tax Revenue Detail (\$Millions)												
Business/Employees	55.3	57.3	57.6	56.2	60.3	63.9	76.1	82.0	74.3	86.8	91.1	5.0%
Visitor	227.6	224.2	235.9	264.5	285.2	188.4	232.8	263.0	277.2	286.8	294.5	2.7%
Total	282.8	281.5	293.6	320.7	345.5	252.3	309.0	345.0	351.6	373.6	385.6	3.2%

Note:: 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.

Los Angeles County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	26,355.6	26,446.1	0.3%
Other travel*	5,246.4	5,179.5	5,621.8	6,179.4	6,417.7	2,838.2	4,667.0	7,500.0	8,180.4	8,740.2	8,625.3	-1.3%
Total	26,828.4	28,039.4	29,853.8	31,952.2	32,674.7	13,203.0	21,682.8	31,037.0	33,816.7	35,095.8	35,071.4	-0.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	16,975.3	17,019.1	0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	9,187.9	12,796.8	13,985.8	14,124.5	14,284.0	1.1%
STVR**	NA	NA	NA	NA	NA	NA	1,337.4	2,028.1	2,533.2	2,850.7	2,735.1	-4.1%
Campground	92.5	93.6	98.2	103.1	111.1	93.0	121.4	158.3	157.2	158.3	165.5	4.6%
Private Home (VFR)	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	4,062.2	4,027.5	-0.9%
Seasonal Home	162.2	164.4	172.6	186.2	190.6	340.0	306.3	340.3	347.6	352.5	357.3	1.4%
Day Travel	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	4,807.4	4,876.7	1.4%
Total	8,754.0	8,920.0	9,428.5	10,044.0	10,479.6	3,364.7	17,015.8	23,537.0	25,636.3	26,355.6	26,446.1	0.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	6,861.0	6,822.3	-0.6%
Food Service	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	6,683.6	6,865.5	2.7%
Food Stores	615.4	628.8	640.0	659.7	666.8	288.8	564.4	744.7	850.4	881.4	905.1	2.7%
Arts, Ent. & Rec.	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	3,286.5	3,356.4	2.1%
Retail Sales	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	2,909.3	2,939.0	1.0%
Visitor Air	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	2,354.0	2,166.5	-8.0%
Local Tran. & Gas	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	3,379.8	3,391.3	0.3%
Total	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	26,355.6	26,446.1	0.3%

Note: 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 County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	7,661.2	7,907.3	3.2%
Arts, Ent. & Rec.	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	2,758.5	2,700.4	-2.1%
Retail*	483.8	512.3	529.3	559.9	575.4	571.6	636.6	680.4	716.7	737.9	744.0	0.8%
Ground Trans.	420.2	471.7	514.6	650.6	694.6	282.3	281.7	334.3	415.3	425.6	425.1	-0.1%
Visitor Air	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	2,427.2	2,462.7	1.5%
Other travel**	1,668.7	2,111.5	2,364.4	2,504.2	3,188.6	2,949.6	2,548.5	2,901.6	3,249.5	3,632.8	3,777.3	4.0%
Total	10,236.5	11,830.3	12,689.0	13,729.9	15,496.7	12,233.4	12,493.0	14,803.8	16,296.9	17,643.1	18,016.9	2.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	115,960	121,910	125,480	129,520	127,760	91,770	99,500	117,460	122,790	124,040	122,860	-1.0%
Arts, Ent. & Rec.	29,230	30,590	30,210	32,160	32,730	21,670	24,590	30,500	32,000	33,200	32,980	-0.7%
Retail*	13,640	14,060	14,110	14,400	13,990	12,810	13,240	13,530	13,610	13,540	13,340	-1.5%
Ground Trans.	9,620	10,150	10,410	12,340	13,170	8,360	8,040	9,530	10,830	11,400	11,640	2.2%
Visitor Air	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	15,450	15,940	15,800	-0.9%
Other travel**	24,050	26,660	28,190	28,760	32,950	28,200	23,780	25,200	26,220	27,200	27,530	1.2%
Total	203,160	216,460	223,160	232,230	240,030	180,190	183,230	210,530	220,900	225,310	224,150	-0.5%

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

*Retail includes gasoline station employment and earnings.

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

Los Angeles County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1,162.4	1,291.1	1,452.5	1,558.9	1,638.8	1,031.5	1,328.9	1,650.9	1,641.9	1,795.6	1,826.7	1.7%
State**	1,142.0	1,168.1	1,171.2	1,292.6	1,371.2	752.6	1,061.3	1,218.8	1,253.7	1,353.8	1,388.1	2.5%
Total	2,304.3	2,459.2	2,623.7	2,851.5	3,010.1	1,784.1	2,390.2	2,869.7	2,895.6	3,149.4	3,214.8	2.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	365.4	406.5	435.8	471.9	532.5	556.5	572.1	574.7	464.2	596.2	629.1	5.5%
Visitor	797.0	884.6	1,016.7	1,086.9	1,106.3	475.0	756.8	1,076.2	1,177.7	1,199.4	1,197.7	-0.1%
Total	1,162.4	1,291.1	1,452.5	1,558.9	1,638.8	1,031.5	1,328.9	1,650.9	1,641.9	1,795.6	1,826.7	1.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	325.5	353.8	331.8	337.2	377.6	358.0	394.2	421.4	383.2	456.2	472.2	3.5%
Visitor	816.4	814.4	839.3	955.4	993.7	394.6	667.1	797.4	870.5	897.7	915.8	2.0%
Total	1,142.0	1,168.1	1,171.2	1,292.6	1,371.2	752.6	1,061.3	1,218.8	1,253.7	1,353.8	1,388.1	2.5%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	1,063.6	1,113.9	1,172.1	1,212.1	1,252.6	758.3	1,242.1	1,316.2	1,320.9	1,392.5	1,419.5	1.9%
Other travel*	36.8	36.1	38.9	42.2	46.5	16.5	30.8	45.6	43.0	44.2	44.3	0.2%
Total	1,100.4	1,150.0	1,210.9	1,254.2	1,299.0	774.9	1,272.9	1,361.8	1,363.9	1,436.6	1,463.8	1.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	523.0	568.2	596.9	599.0	607.7	380.3	641.9	581.0	582.7	646.9	657.5	1.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	414.2	381.7	365.1	401.7	414.9	3.3%
STVR**	NA	NA	NA	NA	NA	NA	227.7	199.4	217.6	245.2	242.6	-1.1%
Campground	150.9	151.8	159.8	168.4	181.6	149.7	196.0	258.4	255.7	255.0	263.9	3.5%
Private Home (VFR)	164.0	164.1	175.8	191.3	202.7	65.3	209.6	229.6	232.9	235.2	239.4	1.8%
Seasonal Home	69.0	70.0	74.0	80.9	82.8	110.8	99.9	103.9	106.2	107.3	107.7	0.4%
Day Travel	156.7	159.9	165.6	172.5	177.8	52.2	94.8	143.3	143.3	148.1	151.0	2.0%
Total	540.6	545.7	575.2	613.1	644.9	378.1	1,242.1	1,316.2	1,320.9	1,392.5	1,419.5	1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	251.0	277.2	290.6	290.2	297.1	243.6	385.6	370.8	358.3	384.0	389.6	1.4%
Food Service	306.9	328.1	343.0	351.4	363.3	205.5	325.7	343.2	353.7	377.1	391.8	3.9%
Food Stores	72.8	73.5	74.3	74.9	78.0	52.8	99.1	113.3	118.6	122.7	126.4	3.0%
Arts, Ent. & Rec.	154.7	162.0	165.4	165.8	167.2	92.5	154.3	153.3	156.9	169.0	172.6	2.2%
Retail Sales	110.0	114.2	125.6	136.3	145.8	76.3	125.9	133.1	132.0	134.9	136.5	1.2%
Visitor Air	6.3	8.3	7.9	7.8	9.1	3.1	5.8	8.7	8.1	10.5	11.7	11.8%
Local Tran. & Gas	161.9	150.5	165.3	185.7	192.0	84.6	145.9	194.0	193.2	194.2	190.8	-1.7%
Total	1,063.6	1,113.9	1,172.1	1,212.1	1,252.6	758.3	1,242.1	1,316.2	1,320.9	1,392.5	1,419.5	1.9%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	280.9	312.7	335.0	350.8	371.7	296.2	367.6	407.8	428.1	441.7	462.9	4.8%
Arts, Ent. & Rec.	69.4	71.5	75.9	68.0	71.2	50.6	59.2	73.5	84.4	89.8	101.2	12.6%
Retail*	28.5	29.9	32.8	34.4	35.6	38.2	41.3	44.9	46.9	47.6	47.3	-0.6%
Ground Trans.	14.4	16.1	18.5	25.2	27.0	11.2	10.9	11.8	18.0	19.6	19.9	1.6%
Visitor Air	1.0	1.3	7.3	7.9	9.9	9.8	29.2	30.5	33.6	40.4	43.5	7.7%
Other travel**	4.7	5.4	13.4	13.8	17.9	15.0	42.0	46.9	52.8	56.2	56.2	0.1%
Total	398.9	437.0	482.9	500.1	533.2	421.0	550.1	615.4	663.9	695.2	730.9	5.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	8,940	9,280	9,560	9,680	9,800	7,680	8,640	9,330	9,190	8,950	8,920	-0.3%
Arts, Ent. & Rec.	4,640	4,790	4,700	4,080	4,010	2,560	2,680	3,180	3,500	3,530	3,790	7.2%
Retail*	920	940	990	1,000	1,020	1,010	1,030	1,070	1,060	1,050	1,000	-4.2%
Ground Trans.	360	380	390	490	530	490	460	550	660	700	710	1.6%
Visitor Air	30	30	70	80	100	90	210	210	210	240	250	5.0%
Other travel**	150	160	220	220	270	210	390	430	460	460	450	-1.5%
Total	15,020	15,580	15,930	15,550	15,740	12,040	13,410	14,770	15,080	14,930	15,130	1.3%

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

*Retail includes gasoline station employment and earnings.

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

North Coast

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	39.3	41.7	45.5	50.1	52.2	42.9	64.9	62.8	57.4	64.5	67.3	4.3%
State**	53.2	53.3	54.5	58.6	61.8	40.4	61.5	63.1	62.3	67.3	69.5	3.2%
Total	92.5	95.0	100.1	108.7	114.0	83.3	126.4	125.9	119.7	131.8	136.7	3.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	12.7	13.4	14.5	15.6	16.6	17.3	22.8	21.6	17.1	21.3	23.2	8.8%
Visitor	26.6	28.3	31.0	34.6	35.6	25.6	42.1	41.2	40.3	43.2	44.1	2.0%
Total	39.3	41.7	45.5	50.1	52.2	42.9	64.9	62.8	57.4	64.5	67.3	4.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	13.8	14.3	14.2	13.5	14.3	14.4	18.7	18.6	16.2	18.9	20.2	6.6%
Visitor	39.4	39.0	40.3	45.1	47.5	26.0	42.8	44.4	46.2	48.4	49.3	1.8%
Total	53.2	53.3	54.5	58.6	61.8	40.4	61.5	63.1	62.3	67.3	69.5	3.2%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	14,899.1	15,394.2	3.3%
Other travel*	1,467.3	1,512.1	1,563.7	1,735.8	1,789.5	866.7	1,019.3	1,623.2	1,651.5	1,767.4	1,716.0	-2.9%
Total	12,696.3	13,476.5	13,815.5	13,922.1	14,462.8	6,786.2	10,591.4	15,048.9	15,825.6	16,666.5	17,110.2	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	10,014.3	10,390.6	3.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	5,188.4	7,869.1	8,296.5	8,722.3	9,115.3	4.5%
STVR**	NA	NA	NA	NA	NA	NA	585.2	923.8	1,159.9	1,292.0	1,275.3	-1.3%
Campground	45.2	46.8	48.1	145.3	156.5	135.6	169.9	215.5	214.3	218.3	230.7	5.7%
Private Home (VFR)	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	2,316.7	2,350.6	1.5%
Seasonal Home	265.4	272.3	288.7	315.8	321.8	636.9	560.0	539.4	534.5	547.2	560.6	2.4%
Day Travel	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	1,802.6	1,861.7	3.3%
Total	3,519.6	3,621.6	3,837.1	4,243.2	4,466.3	2,322.5	9,572.1	13,425.7	14,174.1	14,899.1	15,394.2	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	3,975.0	4,089.1	2.9%
Food Service	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	4,026.7	4,234.3	5.2%
Food Stores	405.2	413.7	412.0	441.4	451.1	276.4	466.8	599.6	636.5	664.4	686.4	3.3%
Arts, Ent. & Rec.	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	3,050.2	3,150.0	3.3%
Retail Sales	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	2,330.1	2,377.2	2.0%
Visitor Air	390.5	392.8	388.9	421.1	417.6	119.2	190.9	427.8	465.7	502.3	500.9	-0.3%
Local Tran. & Gas	305.3	304.1	318.7	322.4	329.7	121.2	253.5	370.6	347.4	350.3	356.3	1.7%
Total	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	14,899.1	15,394.2	3.3%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	3,662.3	3,480.2	-5.0%
Arts, Ent. & Rec.	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	2,245.9	2,488.1	10.8%
Retail*	275.3	291.7	301.9	300.7	315.3	314.5	350.5	371.8	393.9	402.4	403.7	0.3%
Ground Trans.	52.7	60.0	66.3	78.9	85.5	31.7	31.3	34.6	34.3	38.8	41.1	5.8%
Visitor Air	29.9	39.5	42.9	45.8	49.9	45.5	55.7	61.7	71.2	80.0	82.7	3.3%
Other travel**	287.6	338.1	347.8	379.3	391.7	321.9	268.9	367.8	400.7	452.8	434.0	-4.1%
Total	4,533.8	5,052.1	5,333.9	5,325.1	5,564.4	3,827.1	4,517.5	5,777.8	6,390.1	6,882.2	6,929.9	0.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	62,540	66,570	67,170	65,570	66,920	50,020	54,910	63,750	66,610	67,190	62,800	-6.5%
Arts, Ent. & Rec.	44,990	47,550	48,110	48,970	49,410	26,940	31,050	45,630	50,160	53,480	57,110	6.8%
Retail*	7,500	7,750	7,930	7,690	7,750	7,220	7,440	7,500	7,600	7,570	7,470	-1.3%
Ground Trans.	1,280	1,370	1,380	1,520	1,670	1,240	1,200	1,440	1,500	1,620	1,690	4.3%
Visitor Air	460	520	560	580	610	500	570	590	630	660	670	1.1%
Other travel**	5,200	5,760	5,940	6,080	6,010	4,740	3,380	4,280	4,640	5,000	4,810	-3.8%
Total	121,960	129,520	131,090	130,420	132,370	90,660	98,540	123,180	131,130	135,520	134,540	-0.7%

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

*Retail includes gasoline station employment and earnings.

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

Orange County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	521.2	566.3	577.8	618.8	644.0	355.1	497.7	685.1	685.6	753.3	779.0	3.4%
State**	493.6	513.5	515.4	504.2	532.1	314.6	457.5	561.5	559.7	610.3	629.8	3.2%
Total	1,014.8	1,079.9	1,093.2	1,123.0	1,176.1	669.7	955.2	1,246.6	1,245.2	1,363.7	1,408.8	3.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	150.6	161.6	163.7	165.6	173.1	157.4	188.1	203.9	165.6	211.8	220.6	4.1%
Visitor	370.6	404.8	414.1	453.2	471.0	197.7	309.6	481.2	520.0	541.5	558.4	3.1%
Total	521.2	566.3	577.8	618.8	644.0	355.1	497.7	685.1	685.6	753.3	779.0	3.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	157.0	165.7	161.2	150.5	156.7	134.8	161.0	184.8	166.7	198.6	203.2	2.3%
Visitor	336.6	347.8	354.1	353.7	375.4	179.8	296.5	376.7	393.0	411.7	426.5	3.6%
Total	493.6	513.5	515.4	504.2	532.1	314.6	457.5	561.5	559.7	610.3	629.8	3.2%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	14,337.5	14,586.9	1.7%
Other travel*	1,482.3	1,530.3	1,631.8	1,797.5	1,933.1	821.8	1,333.3	2,078.7	2,174.4	2,132.8	2,090.7	-2.0%
Total	12,321.1	12,996.1	13,694.1	13,651.9	13,791.8	5,810.5	11,185.2	15,389.6	16,143.7	16,470.3	16,677.6	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	9,445.6	9,589.4	1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	4,684.8	6,573.9	6,939.9	7,120.8	7,253.2	1.9%
STVR**	NA	NA	NA	NA	NA	NA	1,457.5	2,080.6	2,276.7	2,324.7	2,336.2	0.5%
Campground	282.5	291.5	301.8	237.0	254.3	217.9	277.9	345.6	343.5	348.5	365.2	4.8%
Private Home (VFR)	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	1,792.0	1,814.3	1.2%
Seasonal Home	151.1	155.4	162.5	172.9	177.5	285.4	256.4	222.5	225.5	230.6	234.9	1.9%
Day Travel	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	2,520.9	2,583.1	2.5%
Total	4,081.4	4,223.3	4,422.3	4,639.3	4,769.5	1,782.9	9,851.9	13,310.9	13,969.3	14,337.5	14,586.9	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	4,788.4	4,824.9	0.8%
Food Service	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	3,709.3	3,851.0	3.8%
Food Stores	505.5	518.2	528.0	472.3	472.0	205.2	522.3	665.4	712.9	719.3	741.4	3.1%
Arts, Ent. & Rec.	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	1,747.5	1,787.8	2.3%
Retail Sales	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	1,842.8	1,866.1	1.3%
Visitor Air	789.0	801.0	831.2	873.0	930.3	282.2	427.5	903.3	932.6	1,008.8	993.7	-1.5%
Local Tran. & Gas	458.4	435.8	484.1	476.9	479.8	162.4	402.6	587.1	536.3	521.3	522.1	0.1%
Total	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	14,337.5	14,586.9	1.7%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	3,659.1	3,868.7	5.7%
Arts, Ent. & Rec.	877.9	908.2	891.0	859.1	872.4	518.9	600.6	811.2	902.0	882.3	937.6	6.3%
Retail*	287.6	303.6	312.8	291.1	292.8	298.9	322.2	347.7	361.5	370.6	375.1	1.2%
Ground Trans.	42.8	48.7	56.3	66.7	70.1	21.3	20.8	22.6	35.2	24.5	26.2	7.0%
Visitor Air	56.1	71.1	79.5	84.0	94.3	91.0	88.4	98.0	109.8	122.7	126.2	2.9%
Other travel**	195.1	249.1	269.4	294.6	331.0	277.9	266.1	327.9	370.0	357.1	352.1	-1.4%
Total	3,785.1	4,215.8	4,432.2	4,299.4	4,429.2	3,165.8	3,638.4	4,686.1	5,230.7	5,416.3	5,685.9	5.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	64,410	68,900	69,940	64,480	63,520	45,740	50,100	60,110	62,500	62,970	63,370	0.6%
Arts, Ent. & Rec.	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,800	20,970	21,720	22,310	2.7%
Retail*	8,790	9,050	9,090	8,240	8,130	7,620	7,740	7,820	7,890	7,850	7,730	-1.6%
Ground Trans.	1,060	1,130	1,180	1,290	1,380	890	860	640	1,050	1,150	1,200	4.5%
Visitor Air	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	1,490	1,550	1,560	0.5%
Other travel**	3,640	4,550	4,830	4,880	5,300	4,330	3,960	4,730	4,670	4,400	4,140	-6.0%
Total	101,510	109,110	111,240	102,890	101,500	73,360	79,810	94,540	98,570	99,640	100,300	0.7%

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

*Retail includes gasoline station employment and earnings.

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



San Diego County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	508.7	547.5	569.8	606.5	601.7	341.9	515.5	687.6	687.1	729.9	749.9	2.7%
State**	478.6	492.4	500.6	482.3	495.7	266.7	438.7	518.0	521.9	552.6	573.8	3.8%
Total	987.2	1,039.9	1,070.4	1,088.7	1,097.4	608.5	954.2	1,205.6	1,209.0	1,282.5	1,323.7	3.2%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	125.5	134.5	135.7	133.3	137.4	129.8	148.4	162.0	132.8	163.3	177.4	8.6%
Visitor	383.2	412.9	434.1	473.2	464.4	212.1	367.1	525.6	554.3	566.6	572.6	1.1%
Total	508.7	547.5	569.8	606.5	601.7	341.9	515.5	687.6	687.1	729.9	749.9	2.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	131.7	138.7	134.9	122.8	126.1	111.4	131.6	151.5	137.2	157.4	167.7	6.6%
Visitor	346.9	353.7	365.7	359.4	369.6	155.3	307.1	366.5	384.7	395.2	406.0	2.7%
Total	478.6	492.4	500.6	482.3	495.7	266.7	438.7	518.0	521.9	552.6	573.8	3.8%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	29,043.2	29,679.7	30,967.4	32,786.2	33,281.8	12,392.0	19,842.6	29,199.6	31,724.8	32,451.2	33,575.6	3.5%
Other travel*	4,325.1	4,654.5	5,187.3	5,481.0	5,794.9	3,008.5	3,906.5	5,565.2	6,455.8	6,824.0	6,511.0	-4.6%
Total	33,368.3	34,334.1	36,154.7	38,267.2	39,076.7	15,400.4	23,749.1	34,764.7	38,180.6	39,275.2	40,086.5	2.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	19,574.1	20,177.7	21,004.5	22,044.7	22,170.8	8,766.1	11,701.1	18,865.4	21,036.4	21,440.9	22,359.8	4.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	10,224.6	16,644.4	18,643.4	18,984.2	19,877.2	4.7%
STVR**	NA	NA	NA	NA	NA	NA	1,476.5	2,221.0	2,393.0	2,456.7	2,482.6	1.1%
Campground	353.2	354.0	373.4	398.8	430.8	361.8	467.1	617.3	605.0	607.1	633.1	4.3%
Private Home (VFR)	3,208.0	3,202.0	3,444.0	3,836.1	4,053.5	1,016.9	3,203.8	3,855.9	3,978.4	4,137.9	4,162.4	0.6%
Seasonal Home	384.6	388.8	415.1	460.6	471.8	590.9	532.1	550.4	550.4	561.5	570.4	1.6%
Day Travel	5,523.4	5,557.1	5,730.4	6,045.9	6,154.9	1,656.2	3,938.6	5,310.5	5,554.6	5,703.8	5,849.9	2.6%
Total	9,469.1	9,502.0	9,962.9	10,741.5	11,111.0	3,625.8	19,842.6	29,199.6	31,724.8	32,451.2	33,575.6	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7,576.9	7,938.1	8,216.7	8,643.6	8,875.2	3,332.7	4,266.9	6,896.6	7,666.9	7,612.7	7,997.6	5.1%
Food Service	7,469.2	7,795.6	8,213.4	8,711.5	8,839.2	3,573.2	5,792.4	8,173.7	9,059.2	9,506.3	10,066.2	5.9%
Food Stores	821.4	822.9	833.6	861.5	867.9	369.0	759.6	1,024.4	1,119.7	1,154.1	1,194.2	3.5%
Arts, Ent. & Rec.	4,005.6	4,101.4	4,208.2	4,358.5	4,313.2	1,665.2	2,750.1	3,661.3	4,041.3	4,231.0	4,372.3	3.3%
Retail Sales	3,966.1	4,000.8	4,203.6	4,464.2	4,566.9	1,708.6	2,977.3	3,947.4	4,257.1	4,316.4	4,388.7	1.7%
Visitor Air	1,819.9	1,824.7	1,820.1	1,857.9	1,880.1	459.5	728.8	1,593.8	1,820.5	1,920.0	1,834.5	-4.5%
Local Tran. & Gas	3,384.2	3,196.1	3,471.7	3,889.0	3,939.3	1,283.7	2,567.4	3,902.2	3,760.1	3,710.7	3,722.1	0.3%
Total	29,043.2	29,679.7	30,967.4	32,786.2	33,281.8	12,392.0	19,842.6	29,199.6	31,724.8	32,451.2	33,575.6	3.5%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	5,743.5	6,256.1	6,607.6	7,115.9	7,441.3	4,863.7	5,527.4	7,005.5	7,840.9	8,059.9	8,390.7	4.1%
Arts, Ent. & Rec.	2,315.5	2,456.6	2,453.5	2,638.6	2,712.6	1,852.6	2,098.3	2,562.4	2,804.3	2,906.0	2,933.4	0.9%
Retail*	658.4	677.1	704.0	740.4	743.7	721.8	788.9	791.6	795.8	811.0	820.8	1.2%
Ground Trans.	386.8	421.2	468.9	610.5	646.2	235.0	235.2	273.3	299.1	301.4	308.3	2.3%
Visitor Air	937.1	1,191.9	1,356.9	1,409.2	763.7	713.8	512.7	565.1	638.3	706.9	740.4	4.7%
Other travel**	1,628.4	1,999.0	2,331.5	2,464.5	1,908.4	1,711.6	1,521.1	1,661.3	1,964.9	2,126.0	2,127.5	0.1%
Total	11,669.6	13,001.9	13,922.4	14,979.1	14,215.9	10,098.4	10,683.6	12,859.1	14,343.2	14,911.2	15,321.1	2.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	139,320	142,250	145,140	148,710	146,010	96,070	101,480	122,530	128,850	128,440	128,560	0.1%
Arts, Ent. & Rec.	58,170	59,750	61,880	63,250	63,500	40,350	44,450	57,130	62,730	66,080	67,560	2.2%
Retail*	15,580	16,060	15,910	16,080	15,650	14,110	14,230	14,350	14,220	14,000	13,710	-2.1%
Ground Trans.	9,090	9,290	9,610	11,670	12,410	7,620	7,380	8,500	9,220	9,850	10,180	3.3%
Visitor Air	10,510	11,360	11,910	11,970	8,410	7,020	5,160	5,330	5,640	5,830	5,980	2.5%
Other travel**	19,270	21,370	22,590	23,130	20,750	16,610	13,610	15,800	16,280	16,410	16,220	-1.1%
Total	251,930	260,080	267,040	274,820	266,740	181,780	186,310	223,640	236,950	240,610	242,200	0.7%

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

*Retail includes gasoline station employment and earnings.

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

San Francisco Bay Area

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1,552.8	1,640.9	1,692.4	1,862.2	1,868.8	949.2	1,181.9	1,604.4	1,637.0	1,731.0	1,822.8	5.3%
State**	1,314.5	1,322.9	1,336.9	1,437.5	1,451.8	746.3	1,104.0	1,347.2	1,392.5	1,481.8	1,537.3	3.7%
Total	2,867.3	2,963.8	3,029.3	3,299.7	3,320.6	1,695.5	2,285.9	2,951.6	3,029.5	3,212.8	3,360.1	4.6%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	412.9	442.6	458.2	498.6	471.7	443.6	471.6	481.4	394.0	486.4	516.6	6.2%
Visitor	1,139.9	1,198.3	1,234.3	1,363.6	1,397.0	505.6	710.2	1,123.0	1,243.0	1,244.6	1,306.2	5.0%
Total	1,552.8	1,640.9	1,692.4	1,862.2	1,868.8	949.2	1,181.9	1,604.4	1,637.0	1,731.0	1,822.8	5.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	379.4	398.7	389.6	387.4	371.3	319.5	353.7	383.0	351.3	402.4	419.3	4.2%
Visitor	935.1	924.2	947.3	1,050.1	1,080.5	426.8	750.3	964.2	1,041.1	1,079.4	1,118.0	3.6%
Total	1,314.5	1,322.9	1,336.9	1,437.5	1,451.8	746.3	1,104.0	1,347.2	1,392.5	1,481.8	1,537.3	3.7%

Note:: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	1,223.6	1,249.3	1,326.0	1,426.2	1,541.7	938.9	1,344.1	1,563.0	1,586.2	1,618.4	1,663.2	2.8%
Other travel*	51.0	46.6	51.4	58.9	62.5	20.4	38.9	60.3	56.3	55.1	55.2	0.2%
Total	1,274.6	1,296.0	1,377.4	1,485.1	1,604.2	959.3	1,382.9	1,623.3	1,642.5	1,673.5	1,718.4	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	460.0	488.3	516.8	552.7	616.0	399.7	548.6	550.3	568.1	592.6	613.4	3.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	416.4	414.6	409.1	421.3	439.8	4.4%
STVR**	NA	NA	NA	NA	NA	NA	132.2	135.7	159.0	171.2	173.7	1.4%
Campground	135.7	136.5	143.7	151.5	163.2	135.0	176.8	232.8	230.2	231.0	241.5	4.6%
Private Home (VFR)	199.6	196.3	215.3	234.8	253.5	75.3	241.0	266.0	268.4	271.0	276.0	1.8%
Seasonal Home	150.8	152.9	161.2	174.2	178.3	229.5	207.2	249.6	254.7	256.2	258.6	0.9%
Day Travel	277.5	275.3	289.1	313.1	330.7	99.4	170.6	264.3	264.8	267.6	273.7	2.3%
Total	763.6	761.0	809.3	873.5	925.7	539.2	1,344.1	1,563.0	1,586.2	1,618.4	1,663.2	2.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	261.1	279.1	294.4	312.3	347.1	301.5	386.0	411.8	412.5	422.0	431.3	2.2%
Food Service	337.7	356.1	373.5	393.7	424.8	248.7	352.3	400.8	422.5	441.6	462.0	4.6%
Food Stores	77.6	78.1	79.2	80.4	84.9	58.9	95.0	115.5	122.2	124.8	130.0	4.2%
Arts, Ent. & Rec.	170.6	176.1	180.4	186.0	195.3	114.4	161.0	176.3	184.2	192.0	197.0	2.6%
Retail Sales	146.1	149.3	164.8	185.8	204.2	106.3	158.5	182.7	184.2	183.5	186.1	1.5%
Visitor Air	2.6	3.3	3.3	3.1	4.5	1.4	3.1	5.2	6.0	6.4	6.9	8.1%
Local Tran. & Gas	227.9	207.3	230.3	264.9	280.9	107.7	188.3	270.7	254.6	248.3	249.8	0.6%
Total	1,223.6	1,249.3	1,326.0	1,426.2	1,541.7	938.9	1,344.1	1,563.0	1,586.2	1,618.4	1,663.2	2.8%

Note: 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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	264.7	287.9	307.3	314.3	351.6	305.3	363.7	399.1	422.9	435.7	453.7	4.1%
Arts, Ent. & Rec.	67.2	71.9	73.3	76.6	84.3	63.3	72.7	79.6	86.2	93.4	102.3	9.6%
Retail*	36.1	37.6	40.2	41.8	44.6	48.5	55.8	58.6	61.0	61.2	62.7	2.5%
Ground Trans.	16.4	18.3	21.4	30.7	34.1	12.5	11.0	11.2	11.3	13.6	14.3	5.4%
Visitor Air	1.3	2.5	2.8	2.8	2.9	2.8	3.3	3.3	4.1	4.5	4.6	3.1%
Other travel**	6.1	8.3	8.7	9.3	9.3	9.7	11.8	13.4	14.5	15.3	16.8	9.7%
Total	391.8	426.5	453.6	475.4	526.9	442.0	518.3	565.2	599.9	623.8	654.5	4.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	9,420	9,560	9,870	9,760	10,130	8,550	9,390	9,790	9,770	9,560	9,620	0.6%
Arts, Ent. & Rec.	3,520	3,580	3,580	3,690	3,920	2,920	3,220	3,360	3,500	3,730	3,880	4.1%
Retail*	1,230	1,250	1,280	1,300	1,330	1,370	1,420	1,440	1,410	1,380	1,380	-0.1%
Ground Trans.	420	430	460	600	680	590	500	590	620	680	690	1.3%
Visitor Air	20	30	40	40	40	30	40	30	40	40	40	0.0%
Other travel**	210	250	250	260	260	250	280	300	300	310	320	6.2%
Total	14,810	15,100	15,480	15,640	16,350	13,700	14,840	15,500	15,650	15,690	15,930	1.5%

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

*Retail includes gasoline station employment and earnings.

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

Shasta Cascade

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	34.4	36.6	38.5	42.6	47.6	40.8	54.3	54.4	50.6	55.1	57.8	4.9%
State**	65.5	64.2	66.1	75.0	81.5	50.6	72.3	77.1	76.7	81.1	84.4	4.1%
Total	99.9	100.8	104.6	117.6	129.2	91.4	126.7	131.6	127.3	136.2	142.2	4.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	12.2	12.8	13.1	14.0	15.5	17.3	20.2	18.6	14.5	18.0	19.5	8.6%
Visitor	22.2	23.8	25.4	28.6	32.1	23.5	34.2	35.8	36.1	37.2	38.3	3.1%
Total	34.4	36.6	38.5	42.6	47.6	40.8	54.3	54.4	50.6	55.1	57.8	4.9%
State Tax Revenue Detail (\$Millions)												
Business/Employees	14.2	14.5	14.3	14.1	15.5	16.5	19.2	18.6	15.9	18.4	19.7	6.8%
Visitor	51.4	49.6	51.8	60.9	66.0	34.1	53.1	58.5	60.8	62.7	64.7	3.3%
Total	65.5	64.2	66.1	75.0	81.5	50.6	72.3	77.1	76.7	81.1	84.4	4.1%

Note:: 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.



County Travel Impacts
2025p

County Travel Impacts

Direct Travel Impact Summary, 2025p

County Name	Direct Spending (\$Millions)		Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)	
	Visitor Spend	Other Spend			Local Tax	State Tax
Alameda	3,345.2	780.6	1,835.9	27,430	203.8	185.0
Alpine	37.4	0.2	10.8	410	1.6	1.4
Amador	166.5	6.5	91.1	2,140	6.4	8.9
Butte	344.9	33.0	144.8	4,100	11.6	20.7
Calaveras	257.2	8.8	131.1	2,680	8.7	13.0
Colusa	43.1	3.4	19.7	720	1.5	2.6
Contra Costa	1,820.6	197.7	900.9	17,280	75.4	115.0
Del Norte	165.7	4.2	86.0	1,540	8.7	7.7
El Dorado	1,090.8	41.5	777.3	14,560	67.4	54.1
Fresno	1,510.5	314.3	696.7	17,580	60.1	96.1
Glenn	54.7	4.4	27.2	610	2.0	3.3
Humboldt	523.8	37.0	308.8	5,960	25.7	28.2
Imperial	506.1	29.5	167.9	4,490	15.3	27.9
Inyo	284.0	3.7	92.2	2,590	14.8	11.9
Kern	1,865.5	177.8	905.0	20,470	73.5	113.9
Kings	211.9	24.4	105.9	2,730	6.3	14.2
Lake	188.0	13.2	74.6	1,840	5.5	9.8
Lassen	68.4	4.4	27.1	880	2.0	3.7
Los Angeles	26,446.1	8,625.3	18,016.9	224,150	1,826.7	1,388.1
Madera	405.6	29.2	183.9	4,400	18.4	20.5
Marin	681.9	260.4	389.9	5,980	37.5	34.4
Mariposa	483.8	2.6	221.8	6,500	33.5	17.0

County Travel Impacts

Direct Travel Impact Summary, 2025p

County Name	Direct Spending (\$Millions)		Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)	
	Visitor Spend	Other Spend			Local Tax	State Tax
Mendocino	517.6	14.4	261.5	5,800	27.3	23.8
Merced	308.0	46.0	144.6	3,870	12.2	21.8
Modoc	27.6	1.3	19.4	340	1.1	1.7
Mono	735.4	2.6	234.9	6,190	46.5	24.2
Monterey	3,152.8	107.1	1,894.4	27,760	199.0	147.0
Napa	2,026.9	58.4	1,022.7	20,080	121.8	85.8
Nevada	511.4	15.8	244.9	4,400	23.2	24.2
Orange	15,394.2	1,716.0	6,929.9	134,540	779.0	629.8
Placer	1,482.4	83.9	702.1	15,900	68.1	69.3
Plumas	173.5	2.9	68.9	1,380	6.3	7.7
Riverside	9,562.7	655.2	4,097.1	97,280	382.1	473.6
Sacramento	3,571.5	1,202.2	1,651.4	34,540	156.2	195.6
San Benito	148.1	10.7	61.9	1,120	6.2	8.3
San Bernardino	5,875.8	801.4	2,465.4	61,190	210.9	306.5
San Diego	14,586.9	2,090.7	5,685.9	100,300	749.9	573.8
San Francisco	10,608.7	3,632.5	4,314.7	55,400	560.3	413.5
San Joaquin	1,120.1	134.9	463.5	10,370	45.4	70.4
San Luis Obispo	2,281.6	91.0	1,012.8	24,580	112.5	103.0
San Mateo	4,536.2	358.8	2,726.5	39,450	305.6	238.1
Santa Barbara	2,113.4	184.1	995.7	20,460	123.9	97.4
Santa Clara	6,072.9	1,578.6	2,428.9	39,490	320.2	283.2
Santa Cruz	1,354.5	46.6	481.4	11,410	61.9	62.7
Shasta	530.0	38.0	226.3	5,200	21.0	27.7



County Travel Impacts

Direct Travel Impact Summary, 2025p

County Name	Direct Spending (\$Millions)		Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)	
	Visitor Spend	Other Spend			Local Tax	State Tax
Sierra	17.7	0.5	7.7	360	0.7	0.8
Siskiyou	240.2	7.1	84.9	1,750	9.2	10.5
Solano	910.3	77.0	334.4	8,850	25.7	51.4
Sonoma	2,242.3	162.2	1,110.2	22,780	128.2	102.9
Stanislaus	556.7	93.6	244.3	6,780	20.4	39.5
Sutter	93.1	15.8	55.9	1,560	3.7	7.2
Tehama	161.8	10.0	62.8	1,700	5.1	8.9
Trinity	72.8	2.4	20.2	580	1.6	3.4
Tulare	559.2	80.6	276.3	6,540	27.6	34.0
Tuolumne	294.0	10.2	115.6	2,640	12.5	12.7
Ventura	1,730.5	216.1	753.6	16,790	73.7	98.6
Yolo	481.8	34.9	190.7	5,430	19.8	27.0
Yuba	111.5	13.6	48.9	1,640	3.2	7.9

* 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, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Travel Spending (\$Millions)													
Alameda	3,896	3,974	4,170	4,502	4,524	1,829	2,944	3,825	4,122	4,175	4,126	-1.2%	0.6%
Alpine	29	34	35	36	38	28	29	34	34	35	38	6.2%	2.7%
Amador	133	140	144	156	165	91	119	146	162	168	173	3.3%	2.6%
Butte	301	302	332	354	382	194	288	362	369	372	378	1.7%	2.3%
Calaveras	181	188	196	210	223	171	224	258	261	259	266	2.7%	3.9%
Colusa	46	48	51	56	59	29	44	49	47	46	46	1.0%	0.1%
Contra Costa	1,608	1,714	1,809	1,930	2,004	674	1,651	1,894	1,949	1,985	2,018	1.7%	2.3%
Del Norte	123	130	132	142	151	89	144	154	154	165	170	2.7%	3.3%
El Dorado	892	942	987	1,064	1,143	802	993	1,067	1,064	1,094	1,132	3.5%	2.4%
Fresno	1,345	1,364	1,426	1,587	1,661	930	1,331	1,726	1,740	1,804	1,825	1.1%	3.1%
Glenn	41	33	51	60	64	29	51	57	56	58	59	2.4%	3.7%
Humboldt	423	429	452	486	484	253	471	484	491	543	561	3.4%	2.9%
Imperial	355	353	379	411	436	292	426	514	523	527	536	1.6%	4.2%
Inyo	229	239	240	249	267	155	212	267	275	279	288	3.0%	2.3%
Kern	1,492	1,396	1,518	1,686	1,775	1,101	1,706	1,960	1,979	2,014	2,043	1.4%	3.2%
Kings	164	159	167	185	193	92	193	227	228	231	236	2.4%	3.7%
Lake	156	157	161	174	181	133	182	194	195	201	201	0.2%	2.6%
Lassen	59	59	64	65	70	40	64	67	71	72	73	0.9%	2.2%
Los Angeles	26,828	28,039	29,854	31,952	32,675	13,203	21,683	31,037	33,817	35,096	35,071	-0.1%	2.7%
Madera	269	291	316	339	355	205	317	405	417	425	435	2.4%	4.9%
Marin	715	731	731	796	838	364	684	869	893	902	942	4.4%	2.8%
Mariposa	454	458	471	437	467	255	307	425	395	471	486	3.2%	0.7%
Mendocino	399	435	466	452	484	300	476	529	524	528	532	0.8%	2.9%

County Travel Impacts

Direct Travel Spending , 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Travel Spending (\$Millions)													
Merced	261	246	270	296	311	151	279	324	348	349	354	1.5%	3.1%
Modoc	24	24	26	27	30	21	25	29	29	29	29	1.3%	1.9%
Mono	495	548	616	626	671	437	580	698	717	712	738	3.6%	4.1%
Monterey	2,702	2,759	2,820	3,136	3,241	1,553	2,419	2,952	2,951	3,132	3,260	4.1%	1.9%
Napa	1,475	1,629	1,659	1,793	1,855	988	1,355	1,717	1,973	2,031	2,085	2.7%	3.5%
Nevada	318	339	363	388	414	265	434	488	503	513	527	2.8%	5.2%
Orange	12,696	13,477	13,815	13,922	14,463	6,786	10,591	15,049	15,826	16,666	17,110	2.7%	3.0%
Placer	1,099	1,224	1,349	1,403	1,490	1,091	1,220	1,410	1,454	1,505	1,566	4.1%	3.6%
Plumas	113	114	119	131	150	111	119	146	161	168	176	4.7%	4.6%
Riverside	7,209	7,533	7,929	8,604	8,991	6,444	7,337	9,164	9,759	9,975	10,218	2.4%	3.5%
Sacramento	3,592	3,638	3,836	4,162	4,413	1,828	3,174	4,180	4,323	4,629	4,774	3.1%	2.9%
San Benito	93	95	107	119	125	64	119	145	155	156	159	1.7%	5.5%
San Bernardino	4,558	4,643	4,975	5,343	5,717	4,075	5,182	6,249	6,420	6,586	6,677	1.4%	3.9%
San Diego	12,321	12,996	13,694	13,652	13,792	5,811	11,185	15,390	16,144	16,470	16,678	1.3%	3.1%
San Francisco	12,992	13,192	13,404	13,906	14,156	5,039	7,106	12,343	13,830	13,787	14,241	3.3%	0.9%
San Joaquin	810	828	878	941	993	537	995	1,216	1,165	1,218	1,255	3.0%	4.5%
San Luis Obispo	1,669	1,680	1,782	1,915	2,019	1,347	1,909	2,315	2,305	2,285	2,373	3.8%	3.6%
San Mateo	3,730	3,813	3,997	4,357	4,492	1,677	2,496	4,153	4,494	4,728	4,895	3.5%	2.8%
Santa Barbara	1,906	1,904	1,953	1,983	2,141	1,018	1,647	2,070	2,093	2,225	2,297	3.2%	1.9%
Santa Clara	6,090	6,304	7,221	7,446	7,629	2,980	4,221	6,000	6,906	7,597	7,651	0.7%	2.3%
Santa Cruz	928	946	1,023	1,078	1,075	502	1,054	1,358	1,386	1,379	1,401	1.6%	4.2%
Shasta	428	439	461	510	545	308	451	545	540	554	568	2.6%	2.9%
Sierra	18	17	18	18	19	14	19	21	19	19	18	-5.4%	0.3%

County Travel Impacts

Direct Travel Spending, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Travel Spending (\$Millions)													
Siskiyou	172	175	186	193	206	142	224	230	229	236	247	4.7%	3.7%
Solano	704	731	766	800	823	315	757	955	942	976	987	1.2%	3.4%
Sonoma	1,876	1,975	2,084	2,200	2,237	1,248	1,990	2,296	2,321	2,374	2,404	1.3%	2.5%
Stanislaus	557	564	587	633	671	304	565	637	635	643	650	1.2%	1.6%
Sutter	89	88	97	109	114	45	92	107	104	108	109	1.1%	2.0%
Tehama	128	129	134	149	161	92	147	171	170	169	172	1.4%	3.0%
Trinity	50	53	56	56	61	51	65	73	74	74	75	2.2%	4.2%
Tulare	419	384	479	512	540	284	514	591	587	622	640	2.8%	4.3%
Tuolumne	206	224	250	255	273	176	218	285	307	300	304	1.5%	4.0%
Ventura	1,634	1,645	1,707	1,793	1,827	993	1,544	1,828	1,864	1,910	1,947	1.9%	1.8%
Yolo	356	355	413	459	454	250	361	475	496	494	517	4.5%	3.8%
Yuba	78	77	93	105	113	52	95	122	121	122	125	2.5%	4.8%
California	121,933	126,402	133,320	140,349	144,851	68,256	105,028	142,283	151,115	156,190	158,865	1.7%	2.7%



County Travel Impacts

Direct Earnings, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Earnings (\$Millions)													
Alameda	1,387	1,433	1,553	1,727	1,745	1,302	1,348	1,588	1,724	1,806	1,836	1.7%	2.8%
Alpine	4	5	5	5	6	6	7	10	10	11	11	0.3%	9.8%
Amador	49	54	62	69	75	65	82	94	86	90	91	1.7%	6.3%
Butte	79	85	96	108	118	90	109	119	124	133	145	8.5%	6.2%
Calaveras	73	81	89	94	102	90	111	133	129	124	131	5.4%	6.0%
Colusa	10	12	11	13	13	12	16	15	17	19	20	3.8%	6.5%
Contra Costa	591	696	738	753	791	581	665	773	841	855	901	5.4%	4.3%
Del Norte	44	48	50	57	61	48	59	69	75	75	86	15.3%	7.0%
El Dorado	352	388	446	471	514	421	503	615	670	707	777	9.9%	8.3%
Fresno	359	373	409	457	485	401	467	552	620	660	697	5.5%	6.9%
Glenn	16	14	18	20	21	18	19	21	25	25	27	6.8%	5.3%
Humboldt	136	144	168	184	190	155	225	253	275	296	309	4.3%	8.6%
Imperial	99	106	106	109	119	94	117	132	147	158	168	6.0%	5.4%
Inyo	54	58	63	70	77	59	69	79	81	91	92	1.6%	5.6%
Kern	421	425	508	558	601	509	670	767	821	875	905	3.4%	8.0%
Kings	50	53	54	64	68	63	79	91	94	101	106	5.4%	7.7%
Lake	40	43	46	50	53	49	59	63	64	70	75	6.5%	6.4%
Lassen	20	21	22	24	26	22	26	25	25	26	27	2.5%	2.9%
Los Angeles	10,236	11,830	12,689	13,730	15,497	12,233	12,493	14,804	16,297	17,643	18,017	2.1%	5.8%
Madera	89	102	117	126	134	119	148	170	146	167	184	9.9%	7.5%
Marin	283	307	315	337	356	239	281	340	361	374	390	4.2%	3.3%
Mariposa	112	111	118	103	116	100	121	166	170	189	222	17.4%	7.1%
Mendocino	179	202	219	209	229	170	208	230	250	254	261	2.8%	3.9%

County Travel Impacts

Direct Earnings, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Earnings (\$Millions)													
Merced	74	76	83	90	95	76	89	112	121	132	145	9.5%	6.9%
Modoc	9	10	10	10	12	12	15	16	18	20	19	-2.8%	8.1%
Mono	134	151	178	189	208	150	186	225	235	225	235	4.5%	5.8%
Monterey	1,111	1,166	1,199	1,354	1,420	1,056	1,209	1,489	1,641	1,763	1,894	7.5%	5.5%
Napa	585	661	702	793	848	566	669	861	981	990	1,023	3.3%	5.7%
Nevada	113	128	140	153	167	138	165	196	213	226	245	8.5%	8.0%
Orange	4,534	5,052	5,334	5,325	5,564	3,827	4,518	5,778	6,390	6,882	6,930	0.7%	4.3%
Placer	331	387	439	465	502	419	505	627	692	722	702	-2.7%	7.8%
Plumas	37	40	41	46	54	43	47	55	58	62	69	11.2%	6.5%
Riverside	2,081	2,298	2,412	2,644	2,804	2,245	2,752	3,271	3,598	3,847	4,097	6.5%	7.0%
Sacramento	944	1,013	1,080	1,180	1,256	939	1,086	1,342	1,511	1,591	1,651	3.8%	5.8%
San Benito	27	31	33	37	40	36	44	51	54	58	62	7.4%	8.6%
San Bernardino	1,261	1,382	1,517	1,608	1,741	1,425	1,719	2,068	2,281	2,411	2,465	2.2%	6.9%
San Diego	3,785	4,216	4,432	4,299	4,429	3,166	3,638	4,686	5,231	5,416	5,686	5.0%	4.2%
San Francisco	3,634	3,851	3,929	4,171	4,329	2,848	3,096	3,770	4,251	4,276	4,315	0.9%	1.7%
San Joaquin	225	256	291	317	346	287	312	390	410	438	464	5.9%	7.5%
San Luis Obispo	544	580	654	705	815	655	745	862	913	962	1,013	5.3%	6.4%
San Mateo	2,588	3,191	3,596	3,870	2,652	2,106	1,842	2,179	2,437	2,630	2,727	3.7%	0.5%
Santa Barbara	616	627	672	698	758	592	703	842	893	931	996	6.9%	4.9%
Santa Clara	1,692	1,854	1,977	2,054	2,160	1,476	1,617	1,927	2,185	2,355	2,429	3.1%	3.7%
Santa Cruz	296	325	348	371	378	263	321	391	439	454	481	5.9%	5.0%
Shasta	125	140	146	153	169	148	175	188	200	207	226	9.3%	6.1%
Sierra	4	4	4	4	5	5	8	7	7	7	8	4.2%	6.4%



County Travel Impacts

Direct Earnings, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Earnings (\$Millions)													
Siskiyou	65	71	77	71	78	65	74	85	90	92	85	-7.6%	2.6%
Solano	219	244	248	272	284	210	247	291	310	323	334	3.6%	4.3%
Sonoma	612	684	767	815	863	653	763	934	1,024	1,065	1,110	4.2%	6.1%
Stanislaus	148	165	175	186	202	160	186	216	236	250	244	-2.2%	5.1%
Sutter	27	28	29	34	36	30	37	43	47	50	56	11.0%	7.7%
Tehama	39	41	42	46	51	45	54	59	62	63	63	0.1%	4.8%
Trinity	16	18	18	17	19	19	18	17	23	20	20	-0.1%	2.3%
Tulare	122	119	156	167	179	155	178	209	231	253	276	9.4%	8.5%
Tuolumne	61	71	81	80	89	71	92	97	102	110	116	5.2%	6.5%
Ventura	484	503	549	582	599	475	529	629	699	738	754	2.1%	4.5%
Yolo	103	111	130	139	139	108	128	156	171	185	191	3.2%	6.3%
Yuba	19	21	26	29	31	26	34	44	45	46	49	6.0%	9.7%
California	41,353	46,104	49,417	52,312	54,720	41,339	45,683	55,223	60,852	64,551	66,656	3.3%	4.9%



County Travel Impacts

Direct Employment, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Employment (Thousands of Jobs)													
Alameda	28.8	29.1	30.2	32.3	31.9	22.8	23.0	26.7	27.7	27.7	27.4	-1.1%	-0.5%
Alpine	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	-2.4%	5.2%
Amador	2.0	2.0	2.1	2.2	2.3	2.0	2.4	2.6	2.2	2.2	2.2	-0.5%	0.8%
Butte	3.5	3.6	3.8	4.0	4.0	3.2	3.6	3.8	3.8	4.0	4.1	3.8%	1.6%
Calaveras	2.4	2.5	2.7	2.8	2.8	2.4	2.7	3.0	2.8	2.7	2.7	0.8%	1.1%
Colusa	0.6	0.6	0.6	0.7	0.7	0.6	0.8	0.6	0.7	0.7	0.7	2.9%	1.7%
Contra Costa	16.3	17.9	17.9	18.0	18.2	13.2	14.0	15.9	16.6	16.9	17.3	2.1%	0.6%
Del Norte	1.4	1.4	1.4	1.6	1.6	1.3	1.4	1.5	1.5	1.5	1.5	6.2%	1.0%
El Dorado	11.5	11.6	12.8	12.8	13.5	10.8	11.9	13.6	13.8	14.0	14.6	4.1%	2.4%
Fresno	13.3	13.4	13.9	14.9	15.2	12.1	13.7	15.9	16.7	17.2	17.6	2.3%	2.9%
Glenn	0.7	0.6	0.7	0.8	0.8	0.6	0.5	0.6	0.6	0.6	0.6	1.7%	-1.6%
Humboldt	5.6	5.5	5.7	6.1	6.0	4.6	5.1	5.7	5.8	5.8	6.0	2.1%	0.7%
Imperial	4.5	4.5	4.5	4.1	4.2	3.3	3.8	4.1	4.3	4.4	4.5	2.7%	0.0%
Inyo	2.3	2.3	2.4	2.5	2.8	2.2	2.4	2.6	2.5	2.5	2.6	2.4%	1.5%
Kern	16.5	15.6	17.3	18.2	18.5	15.3	17.3	19.5	20.1	20.5	20.5	-0.3%	2.2%
Kings	2.1	2.0	2.0	2.3	2.3	2.2	2.5	2.8	2.8	2.8	2.7	-1.1%	2.9%
Lake	1.6	1.6	1.6	1.8	1.8	1.6	1.8	1.9	1.8	1.8	1.8	1.1%	1.4%
Lassen	0.9	0.9	0.9	1.0	1.1	0.9	1.0	0.9	0.9	0.9	0.9	-5.4%	-0.8%
Los Angeles	203.2	216.5	223.2	232.2	240.0	180.2	183.2	210.5	220.9	225.3	224.2	-0.5%	1.0%
Madera	3.2	3.5	4.1	4.3	4.4	3.8	4.3	4.8	4.0	4.2	4.4	4.3%	3.2%
Marin	6.0	6.2	6.3	6.5	6.7	4.6	4.8	5.5	5.7	5.9	6.0	1.7%	0.0%
Mariposa	4.6	4.3	4.4	3.8	4.1	3.7	4.3	5.5	5.7	5.9	6.5	10.3%	3.6%
Mendocino	6.5	7.0	7.2	6.2	6.4	4.6	5.1	5.7	5.9	5.9	5.8	-0.9%	-1.1%

County Travel Impacts

Direct Employment, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Employment (Thousands of Jobs)													
Merced	3.2	3.0	3.1	3.2	3.2	2.5	2.8	3.5	3.7	3.7	3.9	4.3%	2.1%
Modoc	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	-8.3%	1.0%
Mono	4.9	5.2	5.6	5.9	6.1	4.4	5.3	6.0	6.2	5.9	6.2	5.3%	2.3%
Monterey	24.2	24.9	24.5	26.6	27.2	20.3	22.0	25.5	26.9	27.4	27.8	1.5%	1.4%
Napa	15.9	16.8	17.5	18.6	18.9	12.7	14.1	17.9	19.5	20.0	20.1	0.6%	2.4%
Nevada	3.3	3.5	3.7	3.9	4.0	3.4	3.6	4.0	4.3	4.3	4.4	1.4%	2.9%
Orange	122.0	129.5	131.1	130.4	132.4	90.7	98.6	123.2	131.1	135.5	134.6	-0.7%	1.0%
Placer	11.4	13.0	14.2	14.4	14.6	11.9	13.6	15.9	16.5	16.9	15.9	-5.9%	3.4%
Plumas	1.3	1.3	1.3	1.4	1.6	1.2	1.2	1.3	1.3	1.3	1.4	7.8%	0.9%
Riverside	74.3	77.9	79.7	84.2	86.6	70.3	80.2	90.6	94.9	96.4	97.3	0.9%	2.7%
Sacramento	29.0	29.5	30.3	32.3	33.4	24.8	26.9	31.7	33.9	34.1	34.6	1.4%	1.8%
San Benito	0.9	0.9	0.9	0.9	1.0	0.9	1.0	1.1	1.1	1.1	1.1	0.0%	2.8%
San Bernardino	51.4	53.2	55.4	55.2	57.5	45.4	50.6	57.7	61.2	61.7	61.2	-0.8%	1.8%
San Diego	101.5	109.1	111.2	102.9	101.5	73.4	79.8	94.5	98.6	99.6	100.3	0.7%	-0.1%
San Francisco	66.2	66.6	67.0	67.4	66.6	41.0	40.4	52.0	55.2	55.3	55.4	0.2%	-1.8%
San Joaquin	8.1	8.5	9.0	9.2	9.6	7.5	8.1	9.8	10.0	10.1	10.4	2.3%	2.5%
San Luis Obispo	18.5	18.9	20.6	21.3	22.9	17.7	19.6	22.4	23.0	24.2	24.6	1.7%	2.9%
San Mateo	46.6	48.8	50.7	52.9	45.4	33.1	31.1	35.3	37.5	38.8	39.5	1.8%	-1.6%
Santa Barbara	17.8	17.6	18.0	18.7	19.9	15.3	16.9	19.4	20.0	20.2	20.5	1.3%	1.4%
Santa Clara	40.6	42.5	43.1	42.4	42.9	28.7	30.5	36.5	39.0	39.7	39.5	-0.6%	-0.3%
Santa Cruz	10.5	10.7	11.2	11.3	11.0	7.5	8.5	10.1	10.9	11.0	11.4	4.0%	0.9%
Shasta	4.6	4.8	4.8	4.8	5.1	4.4	4.8	5.0	5.0	5.0	5.2	3.6%	1.3%
Sierra	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	2.9%	4.1%

County Travel Impacts

Direct Employment, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Employment (Thousands of Jobs)													
Siskiyou	2.0	2.0	2.1	1.8	1.9	1.6	1.7	1.8	1.9	1.9	1.8	-5.9%	-1.1%
Solano	8.8	9.1	9.2	9.4	9.4	6.4	7.1	8.4	8.7	8.9	8.9	-0.9%	0.1%
Sonoma	20.3	20.9	22.5	22.4	22.4	16.3	17.6	21.2	22.0	22.4	22.8	1.7%	1.2%
Stanislaus	6.0	6.3	6.5	6.6	6.9	5.3	5.7	6.5	6.7	6.8	6.8	-0.1%	1.2%
Sutter	1.4	1.4	1.4	1.4	1.4	1.1	1.3	1.4	1.5	1.5	1.6	5.4%	1.3%
Tehama	1.6	1.6	1.7	1.7	1.8	1.6	1.7	1.8	1.8	1.8	1.7	-3.4%	0.4%
Trinity	0.7	0.7	0.7	0.7	0.7	0.7	0.5	0.5	0.6	0.6	0.6	3.5%	-1.4%
Tulare	4.5	4.2	5.3	5.4	5.5	4.6	5.1	5.9	6.1	6.2	6.5	4.8%	3.8%
Tuolumne	2.1	2.3	2.4	2.3	2.4	2.0	2.3	2.5	2.6	2.6	2.7	0.8%	2.3%
Ventura	16.4	16.3	16.8	17.2	17.0	13.5	14.1	16.0	16.7	16.8	16.8	-0.2%	0.2%
Yolo	4.5	4.5	5.1	5.3	5.2	3.8	4.2	5.1	5.3	5.4	5.4	-0.2%	1.9%
Yuba	0.9	0.9	1.1	1.2	1.2	1.0	1.2	1.7	1.7	1.7	1.7	-0.6%	6.1%
California	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	932.4	1,090.5	1,143.0	1,163.1	1,167.5	0.4%	0.9%



County Travel Impacts

Tax Revenue, 2015-2025p

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Tax Revenue (\$Millions)													
Alameda	321	324	341	383	387	219	312	355	363	382	389	1.8%	1.9%
Alpine	2	2	2	2	2	2	2	3	3	3	3	6.0%	5.5%
Amador	10	11	11	12	13	10	13	14	13	15	15	4.2%	4.2%
Butte	24	24	26	29	32	20	28	30	29	31	32	4.6%	3.1%
Calaveras	13	13	13	15	16	14	20	22	20	21	22	5.4%	5.5%
Colusa	3	3	3	4	4	3	4	4	4	4	4	2.8%	2.1%
Contra Costa	140	149	154	170	179	90	161	171	170	183	190	3.8%	3.1%
Del Norte	10	10	11	12	13	9	14	15	14	15	16	7.3%	5.0%
El Dorado	77	81	85	93	100	80	102	107	101	113	122	7.5%	4.7%
Fresno	107	107	110	129	137	93	126	142	140	151	156	3.6%	3.9%
Glenn	4	3	4	5	5	3	5	5	5	5	5	5.0%	3.9%
Humboldt	35	35	38	42	42	29	48	46	44	51	54	4.8%	4.4%
Imperial	28	28	29	32	35	26	36	39	39	42	43	3.7%	4.4%
Inyo	17	18	18	19	21	15	21	24	24	26	27	3.4%	4.7%
Kern	118	109	117	138	147	103	158	166	169	182	187	3.1%	4.7%
Kings	13	13	13	15	16	11	18	19	18	20	20	4.5%	4.5%
Lake	11	11	11	12	13	11	14	14	14	15	15	2.8%	3.7%
Lassen	5	5	5	5	6	4	6	5	5	6	6	2.5%	2.2%
Los Angeles	2,304	2,459	2,624	2,851	3,010	1,784	2,390	2,870	2,896	3,149	3,215	2.1%	3.4%
Madera	23	24	26	29	31	23	33	37	34	37	39	5.3%	5.3%
Marin	59	60	60	67	71	38	57	67	63	68	72	6.3%	2.0%
Mariposa	35	34	35	33	35	25	33	43	39	47	51	7.5%	3.9%
Mendocino	37	39	41	43	46	34	49	51	48	50	51	1.8%	3.3%

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Tax Revenue (\$Millions)													
Merced	22	21	23	27	28	17	28	29	30	32	34	4.8%	4.3%
Modoc	2	2	2	2	2	2	3	3	3	3	3	1.0%	3.9%
Mono	45	50	55	57	62	45	58	68	67	67	71	4.8%	4.7%
Monterey	244	247	251	285	298	183	269	308	293	326	346	6.1%	3.6%
Napa	142	155	152	167	176	111	148	179	189	200	208	3.8%	3.9%
Nevada	26	27	29	33	35	26	40	43	42	45	47	5.7%	6.3%
Orange	1,015	1,080	1,093	1,123	1,176	670	955	1,247	1,245	1,364	1,409	3.3%	3.3%
Placer	84	92	100	108	116	96	113	126	123	133	137	3.0%	5.1%
Plumas	8	9	9	10	12	9	10	11	12	13	14	7.8%	5.2%
Riverside	558	585	606	679	716	545	655	754	762	817	856	4.7%	4.4%
Sacramento	262	264	275	313	333	187	271	310	308	337	352	4.5%	3.0%
San Benito	7	7	8	10	11	7	12	13	13	14	14	4.1%	7.1%
San Bernardino	334	338	357	399	431	335	434	481	472	505	517	2.5%	4.5%
San Diego	987	1,040	1,070	1,089	1,097	609	954	1,206	1,209	1,282	1,324	3.2%	3.0%
San Francisco	1,026	1,027	996	1,043	1,081	470	582	874	905	916	974	6.3%	-0.5%
San Joaquin	71	72	77	88	94	61	96	107	101	111	116	4.7%	5.1%
San Luis Obispo	147	148	154	169	183	147	188	208	197	205	215	5.1%	3.9%
San Mateo	460	497	516	566	505	282	336	462	470	516	544	5.4%	1.7%
Santa Barbara	167	166	169	175	190	120	177	202	192	211	221	4.9%	2.9%
Santa Clara	475	497	535	587	599	287	370	484	520	578	603	4.4%	2.4%
Santa Cruz	79	82	88	96	97	53	99	117	116	120	125	3.4%	4.7%
Shasta	34	35	36	41	44	31	43	45	43	46	49	5.4%	3.6%
Sierra	1	1	1	1	1	1	2	2	1	2	2	-1.9%	2.8%



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 15-25
Tax Revenue (\$Millions)													
Siskiyou	14	14	15	15	16	13	19	19	18	19	20	2.7%	3.6%
Solano	58	60	61	68	71	38	64	73	70	75	77	2.4%	2.9%
Sonoma	160	168	182	199	204	135	200	219	211	225	231	2.8%	3.7%
Stanislaus	46	46	48	55	60	35	55	56	55	59	60	1.6%	2.6%
Sutter	8	8	8	10	10	6	9	10	9	10	11	5.2%	3.5%
Tehama	10	10	10	12	13	9	13	14	13	14	14	2.1%	3.4%
Trinity	3	3	3	3	4	4	5	5	5	5	5	2.6%	4.9%
Tulare	37	33	41	46	50	33	51	53	52	58	62	6.0%	5.3%
Tuolumne	16	17	19	20	21	16	20	23	24	24	25	3.5%	5.0%
Ventura	134	134	137	149	154	100	145	158	156	168	172	2.7%	2.5%
Yolo	29	29	34	39	39	26	36	42	42	45	47	5.0%	4.8%
Yuba	6	6	7	9	9	6	9	10	10	11	11	4.6%	5.9%
California	10,111	10,530	10,943	11,832	12,302	7,358	10,122	12,209	12,231	13,171	13,650	3.6%	3.0%



Alameda County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	3,345.2	3,345.2	0.0%
Other travel*	837.8	837.4	913.2	967.4	995.6	361.3	513.0	790.0	804.7	830.3	780.6	-6.0%
Total	3,896.1	3,974.0	4,170.1	4,502.0	4,523.8	1,828.8	2,944.5	3,825.0	4,122.4	4,175.5	4,125.8	-1.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	1,959.2	1,953.8	-0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,143.8	1,492.4	1,674.3	1,649.6	1,660.5	0.7%
STVR**	NA	NA	NA	NA	NA	NA	173.6	238.2	299.3	309.6	293.3	-5.3%
Campground	5.9	5.9	6.2	6.5	7.0	5.9	7.6	10.0	9.9	10.0	10.5	4.7%
Private Home (VFR)	539.4	544.3	589.5	647.7	668.5	173.8	583.0	658.1	670.8	700.9	699.0	-0.3%
Seasonal Home	16.3	16.5	17.6	19.1	19.6	39.9	36.2	33.4	33.9	34.6	35.2	1.7%
Day Travel	640.6	638.2	662.4	712.6	703.8	165.3	487.2	603.0	629.6	640.5	646.7	1.0%
Total	1,202.2	1,205.0	1,275.7	1,386.0	1,399.0	385.0	2,431.5	3,035.0	3,317.8	3,345.2	3,345.2	0.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	683.1	733.4	761.2	843.0	842.5	405.6	453.9	623.1	703.1	674.9	673.2	-0.2%
Food Service	803.8	833.5	869.2	941.1	943.3	424.9	723.9	871.4	978.6	1,022.2	1,047.7	2.5%
Food Stores	98.1	97.5	98.3	102.6	100.9	38.7	100.9	122.2	138.7	140.6	142.2	1.1%
Arts, Ent. & Rec.	397.6	404.1	411.8	435.2	424.8	179.3	323.1	368.5	408.9	418.9	423.1	1.0%
Retail Sales	392.7	393.7	424.1	469.7	487.2	190.3	373.6	429.3	454.7	448.2	449.6	0.3%
Visitor Air	243.4	254.8	248.5	246.2	238.6	62.6	91.4	157.5	163.4	179.9	149.2	-17.1%
Local Tran. & Gas	439.6	419.7	443.9	496.8	490.9	166.1	364.8	463.0	470.4	460.5	460.1	-0.1%
Total	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	3,345.2	3,345.2	0.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	582.1	633.5	674.7	760.1	780.5	548.9	641.8	795.2	862.3	878.0	885.2	0.8%
Arts, Ent. & Rec.	200.8	224.5	233.4	267.4	264.6	138.5	155.8	186.0	193.9	203.3	205.1	0.9%
Retail*	69.8	71.5	74.0	82.1	83.5	80.4	90.3	93.4	97.3	100.9	100.4	-0.5%
Ground Trans.	59.8	64.4	69.3	89.0	93.3	39.7	39.8	47.7	54.5	55.7	55.6	-0.2%
Visitor Air	159.1	143.4	160.3	169.0	160.6	151.1	127.5	137.2	150.1	165.7	172.0	3.8%
Other travel**	315.2	296.0	341.7	359.6	362.5	343.3	292.4	328.1	365.7	402.2	417.5	3.8%
Total	1,386.8	1,433.2	1,553.4	1,727.2	1,745.0	1,302.1	1,347.6	1,587.5	1,723.8	1,805.9	1,835.9	1.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	16,590	16,870	17,240	18,550	18,170	12,650	13,590	15,940	16,330	15,970	15,550	-2.6%
Arts, Ent. & Rec.	4,090	4,160	4,380	4,720	4,620	2,640	2,830	3,760	4,140	4,350	4,380	0.7%
Retail*	1,960	2,000	2,000	2,100	2,070	1,830	1,870	1,900	1,920	1,910	1,880	-1.6%
Ground Trans.	1,380	1,390	1,410	1,690	1,780	1,140	1,090	1,290	1,410	1,480	1,510	2.0%
Visitor Air	1,390	1,320	1,500	1,520	1,490	1,250	990	990	1,010	1,040	1,060	1.9%
Other travel**	3,430	3,310	3,660	3,740	3,720	3,310	2,640	2,860	2,920	2,990	3,060	2.3%
Total	28,830	29,050	30,170	32,310	31,830	22,830	23,010	26,740	27,730	27,740	27,430	-1.1%

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

Alameda County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	154.4	162.3	178.0	198.4	198.4	120.6	161.3	189.8	190.5	200.7	203.8	1.5%
State**	166.2	161.4	163.0	184.4	188.4	98.6	150.7	165.7	172.1	181.4	185.0	2.0%
Total	320.6	323.7	341.0	382.7	386.8	219.3	312.0	355.5	362.6	382.1	388.9	1.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	49.4	49.2	52.5	58.5	59.1	58.5	63.9	63.8	50.8	63.1	66.3	5.0%
Visitor	105.0	113.1	125.5	139.8	139.3	62.1	97.4	126.0	139.7	137.6	137.5	-0.1%
Total	154.4	162.3	178.0	198.4	198.4	120.6	161.3	189.8	190.5	200.7	203.8	1.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	44.1	43.3	41.7	43.4	43.7	39.2	40.6	43.3	39.2	45.0	46.3	3.1%
Visitor	122.1	118.1	121.3	141.0	144.7	59.4	110.2	122.3	133.0	136.4	138.7	1.7%
Total	166.2	161.4	163.0	184.4	188.4	98.6	150.7	165.7	172.1	181.4	185.0	2.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	28.7	33.6	34.4	35.7	37.9	28.4	29.3	33.7	33.5	35.2	37.4	6.3%
Other travel*	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	-1.6%
Total	28.8	33.7	34.6	35.9	38.1	28.4	29.4	33.9	33.7	35.4	37.6	6.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	17.0	21.8	21.6	22.0	23.6	14.7	14.8	17.5	17.3	19.1	21.0	9.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	8.5	9.9	9.1	10.3	11.2	8.4%
STVR**	NA	NA	NA	NA	NA	NA	6.3	7.6	8.2	8.8	9.8	11.3%
Campground	3.3	3.4	3.5	3.7	4.0	3.3	4.4	5.7	5.6	5.6	5.9	4.8%
Private Home (VFR)	0.5	0.5	0.5	0.6	0.6	0.2	0.7	0.7	0.7	0.7	0.7	2.4%
Seasonal Home	5.8	5.9	6.5	7.1	7.2	9.3	8.3	7.5	7.7	7.6	7.5	-0.7%
Day Travel	2.1	2.1	2.3	2.4	2.5	0.9	1.1	2.2	2.2	2.2	2.3	5.0%
Total	11.7	11.8	12.8	13.7	14.3	13.7	29.3	33.7	33.5	35.2	37.4	6.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.1	11.0	11.2	11.3	12.1	10.0	11.3	13.0	12.9	13.8	14.6	5.7%
Food Service	8.5	10.3	10.5	10.9	11.6	8.5	7.5	8.3	8.5	9.0	9.8	8.8%
Food Stores	1.5	1.6	1.6	1.6	1.7	1.4	2.0	2.5	2.5	2.6	2.8	8.2%
Arts, Ent. & Rec.	4.4	5.1	5.1	5.2	5.4	3.9	3.8	4.0	4.0	4.3	4.6	6.3%
Retail Sales	2.9	3.4	3.6	4.0	4.2	3.1	2.8	3.0	3.0	3.0	3.1	3.8%
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	2.3	2.2	2.4	2.8	3.0	1.6	2.0	2.9	2.6	2.5	2.5	1.3%
Total	28.7	33.6	34.4	35.7	37.9	28.4	29.3	33.7	33.5	35.2	37.4	6.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	3.1	3.8	3.9	4.0	4.4	4.4	4.5	5.9	5.7	6.1	6.1	0.7%
Arts, Ent. & Rec.	0.6	0.7	0.7	0.7	0.8	0.7	0.7	1.1	1.2	1.2	1.2	-5.4%
Retail*	0.6	0.7	0.7	0.7	0.8	1.2	2.2	3.1	3.4	3.4	3.5	1.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.0%
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**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	-2.1%
Total	4.3	5.1	5.2	5.4	5.9	6.4	7.5	10.1	10.3	10.8	10.8	0.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	190	220	220	240	250	240	250	290	290	280	280	0.0%
Arts, Ent. & Rec.	30	30	30	30	40	30	30	40	40	40	40	0.0%
Retail*	20	30	30	30	30	40	60	80	90	90	80	-11.1%
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
Total	240	280	280	310	310	310	340	410	420	410	410	-2.4%

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



Alpine County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	0.8	1.0	1.1	1.1	1.2	1.0	1.2	1.4	1.4	1.5	1.6	6.7%
State**	0.9	1.0	1.0	1.1	1.2	1.0	1.1	1.3	1.2	1.3	1.4	5.2%
Total	1.7	2.0	2.1	2.2	2.4	2.0	2.4	2.7	2.6	2.8	3.0	6.0%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	3.8%
Visitor	0.7	0.9	0.9	0.9	1.0	0.7	0.9	1.1	1.1	1.2	1.3	7.4%
Total	0.8	1.0	1.1	1.1	1.2	1.0	1.2	1.4	1.4	1.5	1.6	6.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.3	0.4	0.4	1.7%
Visitor	0.7	0.8	0.8	0.9	1.0	0.7	0.8	0.9	0.9	1.0	1.0	6.5%
Total	0.9	1.0	1.0	1.1	1.2	1.0	1.1	1.3	1.2	1.3	1.4	5.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	127.7	135.3	137.9	148.7	158.2	88.5	113.8	138.2	154.6	160.9	166.5	3.5%
Other travel*	5.7	5.1	5.8	6.9	7.2	2.2	4.8	7.3	6.9	6.6	6.5	-1.6%
Total	133.5	140.3	143.7	155.6	165.5	90.8	118.6	145.6	161.5	167.5	173.0	3.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	49.5	55.2	53.5	57.8	62.1	31.6	29.4	33.0	46.3	51.0	53.8	5.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	22.4	25.1	37.2	40.2	43.2	7.5%
STVR**	NA	NA	NA	NA	NA	NA	7.0	7.9	9.1	10.8	10.6	-2.0%
Campground	19.4	19.6	20.6	21.6	23.3	19.6	25.3	33.0	32.8	32.9	33.8	2.9%
Private Home (VFR)	19.5	19.7	21.3	24.0	25.7	8.5	27.8	30.5	31.6	32.1	32.6	1.5%
Seasonal Home	12.0	12.2	13.3	14.6	14.9	18.4	16.5	17.8	18.2	18.4	18.8	2.1%
Day Travel	27.3	28.5	29.1	30.7	32.2	10.4	14.8	23.8	25.7	26.5	27.4	3.7%
Total	78.3	80.1	84.3	90.9	96.2	56.9	113.8	138.2	154.6	160.9	166.5	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	22.8	25.6	26.1	27.8	29.9	21.8	23.1	26.3	31.6	33.5	34.8	4.0%
Food Service	36.0	39.0	39.3	42.0	44.6	24.4	32.6	38.6	44.1	46.3	49.2	6.3%
Food Stores	9.4	9.5	9.5	9.8	10.3	7.0	10.9	13.6	14.4	14.9	14.3	-4.0%
Arts, Ent. & Rec.	30.0	32.0	31.4	32.7	34.0	16.6	19.7	23.5	27.0	28.8	29.9	3.9%
Retail Sales	13.1	13.8	14.8	17.1	18.8	9.6	13.7	16.3	17.5	17.7	18.1	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	16.5	15.5	16.7	19.3	20.5	9.2	13.8	20.1	19.9	19.8	20.2	2.2%
Total	127.7	135.3	137.9	148.7	158.2	88.5	113.8	138.2	154.6	160.9	166.5	3.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	31.3	34.8	40.4	47.3	52.2	44.9	55.5	64.5	63.7	67.7	69.7	3.0%
Arts, Ent. & Rec.	12.9	13.9	14.9	14.3	15.0	13.0	19.2	21.6	13.9	12.8	11.8	-7.8%
Retail*	3.4	3.7	4.0	4.4	4.6	5.2	6.0	6.2	6.4	6.8	7.0	4.3%
Ground Trans.	1.6	1.8	2.0	2.9	3.2	1.2	1.2	1.3	1.3	1.6	1.6	3.9%
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**	0.2	0.2	0.3	0.3	0.3	0.3	0.5	0.6	0.6	0.8	0.9	19.1%
Total	49.4	54.4	61.6	69.2	75.4	64.5	82.5	94.1	86.0	89.5	91.1	1.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	970	990	1,100	1,250	1,350	1,130	1,270	1,370	1,360	1,370	1,370	0.0%
Arts, Ent. & Rec.	830	870	850	740	720	680	910	930	570	530	500	-5.7%
Retail*	130	130	140	150	150	160	170	170	150	160	170	6.3%
Ground Trans.	40	40	40	60	60	60	50	70	70	80	80	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	20	20	20	20	30	50.0%
Total	1,980	2,050	2,140	2,210	2,300	2,040	2,420	2,550	2,180	2,160	2,140	-0.5%

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

Amador County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	3.7	4.1	4.3	4.9	5.4	4.7	5.8	6.1	5.4	6.1	6.4	4.9%
State**	6.4	6.4	6.6	7.5	8.1	5.4	7.5	8.2	8.0	8.5	8.9	3.8%
Total	10.1	10.6	10.9	12.4	13.4	10.1	13.4	14.3	13.3	14.6	15.3	4.2%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.6	1.7	1.9	2.1	2.3	2.6	3.4	3.3	2.2	2.7	2.8	5.2%
Visitor	2.1	2.4	2.5	2.8	3.0	2.0	2.5	2.9	3.2	3.4	3.6	4.6%
Total	3.7	4.1	4.3	4.9	5.4	4.7	5.8	6.1	5.4	6.1	6.4	4.9%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.7	1.7	1.8	1.9	2.0	2.2	2.9	2.9	2.1	2.4	2.5	3.3%
Visitor	4.7	4.7	4.8	5.6	6.0	3.2	4.7	5.3	5.9	6.1	6.3	4.0%
Total	6.4	6.4	6.6	7.5	8.1	5.4	7.5	8.2	8.0	8.5	8.9	3.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	265.0	270.4	295.8	312.2	338.7	180.0	263.6	325.0	334.5	338.0	344.9	2.0%
Other travel*	36.1	32.0	36.0	42.1	43.7	14.1	24.5	37.3	35.0	33.5	33.0	-1.3%
Total	301.1	302.4	331.7	354.2	382.5	194.1	288.2	362.3	369.5	371.5	377.9	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	91.9	97.1	108.5	114.0	129.0	82.1	100.6	107.0	113.5	114.5	116.2	1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	81.0	85.9	89.8	90.5	92.7	2.5%
STVR**	NA	NA	NA	NA	NA	NA	19.5	21.1	23.8	24.0	23.5	-2.2%
Campground	18.4	18.6	19.5	20.5	22.1	18.5	23.9	31.2	31.0	31.2	32.8	4.9%
Private Home (VFR)	52.7	51.9	58.1	63.2	68.3	19.3	58.3	65.3	66.1	67.1	68.4	1.9%
Seasonal Home	26.3	26.8	28.1	29.9	30.6	36.2	32.8	50.6	51.6	52.3	53.2	1.7%
Day Travel	75.8	76.1	81.5	84.7	88.8	23.9	48.1	70.9	72.3	72.9	74.3	2.0%
Total	173.1	173.3	187.2	198.2	209.8	97.9	263.6	325.0	334.5	338.0	344.9	2.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	53.1	56.5	62.2	64.7	74.6	62.0	72.1	83.3	83.8	84.0	84.4	0.5%
Food Service	73.3	77.3	83.6	86.8	92.9	45.8	69.5	84.6	91.0	94.4	98.4	4.3%
Food Stores	15.8	15.9	16.3	16.4	17.2	11.1	17.5	22.2	23.7	24.0	24.8	3.4%
Arts, Ent. & Rec.	35.9	37.2	39.2	39.8	41.5	20.4	30.5	35.9	38.2	39.4	40.3	2.1%
Retail Sales	37.1	37.9	42.8	46.4	51.0	21.7	35.9	43.9	45.0	44.6	45.1	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	49.8	45.7	51.6	58.2	61.5	19.2	38.1	55.1	52.8	51.6	51.9	0.5%
Total	265.0	270.4	295.8	312.2	338.7	180.0	263.6	325.0	334.5	338.0	344.9	2.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	50.0	53.7	59.2	65.4	72.6	60.4	73.6	80.2	82.0	88.8	95.8	7.9%
Arts, Ent. & Rec.	15.5	16.8	20.1	22.4	24.1	13.3	17.8	19.6	21.8	23.9	25.8	8.2%
Retail*	8.1	8.5	9.5	9.9	10.4	10.8	12.3	13.0	13.5	13.7	14.8	8.5%
Ground Trans.	4.2	4.7	5.7	8.0	8.8	2.6	2.6	2.7	2.7	3.2	3.4	3.8%
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**	1.6	1.8	1.8	1.9	2.1	2.6	2.7	3.3	3.8	3.9	5.0	28.4%
Total	79.4	85.5	96.3	107.6	118.1	89.7	109.0	118.8	123.9	133.5	144.8	8.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	2,060	2,090	2,210	2,310	2,350	1,950	2,170	2,260	2,180	2,210	2,250	1.8%
Arts, Ent. & Rec.	990	1,010	1,100	1,130	1,100	670	850	960	1,050	1,130	1,210	7.1%
Retail*	280	290	310	310	310	300	320	330	330	330	340	3.0%
Ground Trans.	110	110	120	160	180	130	120	140	150	160	160	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	70	80	80	80	90	100	90	110	110	120	140	16.7%
Total	3,500	3,580	3,810	3,990	4,020	3,150	3,550	3,800	3,810	3,940	4,100	3.8%

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



Butte County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	7.0	7.4	8.2	9.1	10.4	8.3	10.7	11.0	10.2	11.1	11.6	5.0%
State**	16.9	16.4	17.4	20.2	21.8	11.2	17.0	18.6	18.8	19.8	20.7	4.3%
Total	23.9	23.8	25.6	29.3	32.2	19.5	27.7	29.6	28.9	30.9	32.3	4.6%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	2.5	2.6	2.8	3.1	3.5	3.5	4.2	3.9	3.0	3.8	4.3	12.3%
Visitor	4.5	4.8	5.4	6.0	6.9	4.8	6.5	7.1	7.2	7.2	7.3	1.2%
Total	7.0	7.4	8.2	9.1	10.4	8.3	10.7	11.0	10.2	11.1	11.6	5.0%
State Tax Revenue Detail (\$Millions)												
Business/Employees	3.0	3.0	3.1	3.3	3.6	3.4	4.2	4.1	3.4	4.1	4.5	10.2%
Visitor	14.0	13.3	14.3	16.9	18.2	7.8	12.8	14.5	15.4	15.8	16.2	2.8%
Total	16.9	16.4	17.4	20.2	21.8	11.2	17.0	18.6	18.8	19.8	20.7	4.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	172.7	180.7	187.7	200.2	212.8	167.3	216.9	248.2	251.4	249.9	257.2	2.9%
Other travel*	8.1	7.4	8.3	9.5	9.9	3.6	6.6	9.5	9.1	8.9	8.8	-1.3%
Total	180.8	188.1	195.9	209.7	222.7	170.9	223.5	257.8	260.5	258.9	266.0	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	51.7	57.6	57.5	61.2	66.3	46.7	71.2	71.2	72.2	69.9	74.0	5.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	22.0	22.6	21.4	22.4	23.5	4.6%
STVR**	NA	NA	NA	NA	NA	NA	49.1	48.6	50.8	47.5	50.6	6.5%
Campground	29.8	30.2	31.7	33.2	35.8	30.0	38.8	50.6	50.2	50.4	51.7	2.4%
Private Home (VFR)	23.2	23.5	25.2	27.4	29.5	9.8	31.0	34.1	34.9	35.2	35.5	0.9%
Seasonal Home	41.0	41.7	44.5	48.6	49.7	68.9	61.9	67.0	68.5	68.9	69.6	1.1%
Day Travel	27.0	27.7	28.7	29.8	31.5	11.9	14.1	25.4	25.5	25.5	26.3	3.3%
Total	121.0	123.1	130.1	139.0	146.5	120.6	216.9	248.2	251.4	249.9	257.2	2.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	40.0	43.8	45.0	46.8	50.1	48.5	62.7	67.3	67.3	66.3	69.1	4.3%
Food Service	51.1	54.8	55.9	58.5	62.3	48.5	58.7	66.6	69.6	70.1	73.5	4.8%
Food Stores	13.5	13.7	13.7	13.9	14.7	11.2	19.4	23.1	24.1	24.1	23.0	-4.3%
Arts, Ent. & Rec.	27.3	28.6	28.7	29.2	30.3	23.6	30.2	32.3	33.4	33.9	35.0	3.3%
Retail Sales	17.1	17.9	20.2	24.3	26.4	19.6	24.0	27.3	27.4	26.9	27.4	1.7%
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
Local Tran. & Gas	23.8	22.1	24.1	27.4	29.1	15.8	21.9	31.6	29.6	28.7	29.2	1.7%
Total	172.7	180.7	187.7	200.2	212.8	167.3	216.9	248.2	251.4	249.9	257.2	2.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	47.8	52.8	58.5	62.1	67.8	62.8	78.9	95.5	90.9	88.0	93.1	5.9%
Arts, Ent. & Rec.	17.0	18.4	19.9	19.9	21.2	15.8	19.3	22.4	22.4	20.3	20.3	0.0%
Retail*	5.7	6.1	6.7	7.4	7.9	8.5	9.9	11.3	11.9	11.9	13.2	11.1%
Ground Trans.	2.1	2.4	2.8	3.9	4.3	2.2	2.2	2.2	2.3	2.8	2.9	4.1%
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**	0.8	0.9	1.0	1.1	1.1	0.9	1.1	1.3	1.4	1.5	1.7	10.8%
Total	73.5	80.5	88.9	94.4	102.3	90.2	111.4	132.7	129.0	124.4	131.1	5.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,420	1,500	1,640	1,690	1,700	1,490	1,690	1,910	1,720	1,620	1,660	2.5%
Arts, Ent. & Rec.	690	690	700	710	690	490	580	660	600	560	510	-8.9%
Retail*	210	210	230	240	250	260	270	300	300	290	320	10.3%
Ground Trans.	60	60	60	80	90	100	100	120	130	140	140	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	40	40	40	40	30	40	40	50	50	50	0.0%
Total	2,400	2,490	2,670	2,770	2,770	2,370	2,680	3,030	2,790	2,660	2,680	0.8%

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

Calaveras County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	4.7	5.1	5.3	5.7	6.2	6.1	8.6	9.0	7.8	8.1	8.7	7.1%
State**	8.0	8.0	8.2	9.2	9.9	8.0	11.7	12.7	12.1	12.4	13.0	4.4%
Total	12.7	13.1	13.5	14.9	16.1	14.1	20.3	21.7	19.8	20.6	21.7	5.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	2.3	2.4	2.6	2.8	3.0	3.5	4.3	4.4	3.1	3.6	3.9	9.1%
Visitor	2.4	2.7	2.7	2.9	3.2	2.6	4.3	4.6	4.6	4.6	4.8	5.5%
Total	4.7	5.1	5.3	5.7	6.2	6.1	8.6	9.0	7.8	8.1	8.7	7.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	2.6	2.6	2.7	2.7	2.9	3.3	4.0	4.2	3.2	3.5	3.7	7.2%
Visitor	5.5	5.3	5.5	6.5	7.0	4.8	7.7	8.6	8.8	8.9	9.2	3.2%
Total	8.0	8.0	8.2	9.2	9.9	8.0	11.7	12.7	12.1	12.4	13.0	4.4%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	42.7	45.1	47.7	52.7	55.0	27.6	41.9	45.4	43.1	42.6	43.1	1.2%
Other travel*	3.3	2.9	3.3	3.8	4.0	1.2	2.5	3.9	3.7	3.5	3.4	-1.6%
Total	46.0	48.0	51.0	56.5	59.0	28.8	44.4	49.3	46.8	46.0	46.5	1.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	11.3	12.6	13.4	15.4	16.4	11.2	13.3	13.4	10.9	10.0	9.9	-0.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	13.0	13.1	10.5	9.7	9.6	-0.8%
STVR**	NA	NA	NA	NA	NA	NA	0.3	0.3	0.4	0.3	0.3	5.8%
Campground	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.8	0.8	0.8	0.9	4.7%
Private Home (VFR)	10.3	10.7	11.5	12.5	13.2	4.4	13.9	15.2	15.7	16.0	16.4	1.9%
Seasonal Home	6.4	6.5	7.0	7.6	7.8	6.6	6.0	4.8	4.9	5.0	5.0	1.3%
Day Travel	14.2	14.8	15.4	16.6	17.0	4.9	8.1	11.2	10.8	10.7	10.9	1.4%
Total	31.4	32.5	34.3	37.2	38.6	16.4	41.9	45.4	43.1	42.6	43.1	1.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	6.8	7.6	8.0	8.9	9.4	7.6	8.7	8.8	7.5	6.9	6.9	-1.2%
Food Service	14.5	15.7	16.3	17.6	18.4	8.8	14.1	15.1	15.0	15.4	15.8	2.6%
Food Stores	2.4	2.5	2.5	2.5	2.6	1.1	2.4	2.7	2.8	2.8	2.9	2.9%
Arts, Ent. & Rec.	7.8	8.3	8.5	8.9	9.1	4.2	6.2	6.5	6.4	6.4	6.5	1.6%
Retail Sales	5.6	5.9	6.7	8.0	8.7	3.8	6.3	6.9	6.7	6.5	6.5	0.4%
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	5.5	5.2	5.7	6.7	6.9	2.2	4.1	5.3	4.8	4.6	4.5	-0.4%
Total	42.7	45.1	47.7	52.7	55.0	27.6	41.9	45.4	43.1	42.6	43.1	1.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	5.4	6.1	5.8	6.2	6.8	6.1	7.4	8.3	9.0	9.6	9.7	0.1%
Arts, Ent. & Rec.	3.2	3.4	3.3	3.7	3.7	3.8	4.8	3.2	3.3	3.7	4.3	16.1%
Retail*	1.3	1.4	1.5	1.6	1.7	1.7	3.0	2.8	3.4	3.9	4.2	7.3%
Ground Trans.	0.5	0.5	0.6	0.9	1.0	0.3	0.4	0.4	0.4	0.5	0.6	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**	0.1	0.1	0.2	0.2	0.3	0.3	0.7	0.8	1.2	1.3	1.0	-18.4%
Total	10.5	11.6	11.4	12.6	13.5	12.2	16.3	15.5	17.3	19.0	19.7	3.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	280	290	270	280	310	260	280	320	330	330	300	-9.1%
Arts, Ent. & Rec.	270	290	310	330	320	290	350	210	200	230	270	17.4%
Retail*	40	40	40	50	50	50	80	60	80	90	100	11.1%
Ground Trans.	10	10	10	20	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	20	20	30	30	30	0.0%
Total	610	630	640	670	710	620	750	640	660	710	720	2.9%

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



Colusa County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1.0	1.1	1.1	1.3	1.4	1.2	1.6	1.6	1.3	1.4	1.5	2.9%
State**	2.3	2.3	2.4	2.7	2.9	1.5	2.4	2.4	2.4	2.5	2.6	2.7%
Total	3.3	3.4	3.5	4.1	4.3	2.7	4.1	4.0	3.7	4.0	4.1	2.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.3	0.4	0.3	0.4	0.4	0.5	0.7	0.5	0.4	0.6	0.6	7.4%
Visitor	0.6	0.7	0.8	1.0	1.0	0.7	1.0	1.0	0.9	0.9	0.9	0.0%
Total	1.0	1.1	1.1	1.3	1.4	1.2	1.6	1.6	1.3	1.4	1.5	2.9%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.5	0.5	0.6	0.6	5.1%
Visitor	1.9	1.9	2.0	2.4	2.5	1.1	1.8	1.9	1.9	1.9	2.0	2.0%
Total	2.3	2.3	2.4	2.7	2.9	1.5	2.4	2.4	2.4	2.5	2.6	2.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,783.7	1,820.6	2.1%
Other travel*	224.5	209.8	228.9	254.1	264.2	102.8	197.4	259.9	238.5	200.9	197.7	-1.6%
Total	1,607.5	1,714.0	1,808.8	1,930.2	2,003.5	673.8	1,651.0	1,893.6	1,949.0	1,984.5	2,018.3	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	440.8	516.6	544.7	568.5	581.0	251.4	366.6	399.0	476.3	517.4	526.0	1.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	322.1	349.8	411.5	442.3	454.3	2.7%
STVR**	NA	NA	NA	NA	NA	NA	44.6	49.1	64.8	75.1	71.8	-4.4%
Campground	65.4	66.2	69.4	72.8	78.5	65.9	85.2	111.0	107.9	108.5	113.7	4.8%
Private Home (VFR)	360.5	377.9	409.1	449.1	483.4	106.0	529.2	574.8	574.9	590.9	603.3	2.1%
Seasonal Home	34.1	34.5	36.7	40.0	41.0	37.3	33.8	27.1	24.9	25.3	25.8	2.1%
Day Travel	482.4	509.0	520.0	545.6	555.5	110.4	438.8	521.9	526.6	541.6	551.8	1.9%
Total	942.3	987.6	1,035.3	1,107.6	1,158.3	319.6	1,453.6	1,633.7	1,710.5	1,783.7	1,820.6	2.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	210.1	245.1	256.1	270.4	279.1	120.8	182.8	200.1	230.3	244.6	243.6	-0.4%
Food Service	438.0	489.2	508.4	529.8	546.7	184.1	482.8	531.2	563.2	597.7	622.1	4.1%
Food Stores	81.7	85.5	85.4	86.5	88.5	35.7	91.7	106.9	110.8	115.0	118.7	3.2%
Arts, Ent. & Rec.	225.7	246.5	249.9	254.5	255.8	81.0	218.0	230.8	246.0	261.8	267.3	2.1%
Retail Sales	221.7	239.8	265.0	291.1	318.2	92.2	283.0	308.7	319.7	324.4	327.7	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	205.9	198.0	215.1	243.9	251.0	57.3	195.3	256.0	240.4	240.2	241.2	0.4%
Total	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	1,783.7	1,820.6	2.1%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	367.9	439.2	461.5	467.4	495.1	367.1	429.9	515.5	557.8	581.2	606.3	4.3%
Arts, Ent. & Rec.	129.5	152.8	164.7	161.4	166.2	119.1	138.3	151.3	161.3	175.8	189.8	8.0%
Retail*	44.0	48.2	51.6	53.4	55.5	55.1	64.0	73.0	74.4	74.2	78.8	6.2%
Ground Trans.	20.1	23.5	27.1	38.4	41.0	8.6	8.4	8.7	24.4	10.7	11.6	8.7%
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**	29.0	32.4	33.1	32.0	33.1	30.7	24.9	24.2	22.8	13.2	14.5	9.9%
Total	590.5	696.0	738.0	752.6	790.9	580.5	665.5	772.6	840.8	854.9	900.9	5.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	8,520	9,490	9,600	9,480	9,530	7,060	7,580	8,620	8,700	8,650	8,630	-0.2%
Arts, Ent. & Rec.	5,330	5,760	5,650	5,670	5,820	3,770	4,250	5,170	5,590	6,020	6,330	5.1%
Retail*	1,320	1,430	1,480	1,490	1,490	1,370	1,440	1,520	1,480	1,440	1,460	1.4%
Ground Trans.	510	560	580	750	820	400	390	180	500	550	570	3.6%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	570	630	630	590	580	570	360	370	370	280	300	7.1%
Total	16,250	17,870	17,930	17,970	18,230	13,170	14,020	15,860	16,640	16,930	17,280	2.1%

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

Contra Costa County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	49.5	56.5	58.7	63.2	66.1	39.5	61.6	67.2	65.3	72.3	75.4	4.3%
State**	90.3	92.7	95.0	106.6	112.6	50.1	99.4	103.5	104.8	111.1	115.0	3.5%
Total	139.7	149.2	153.7	169.8	178.7	89.6	161.0	170.7	170.1	183.3	190.4	3.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	20.1	22.9	23.3	23.9	25.1	24.4	28.7	28.8	23.0	27.7	30.2	8.9%
Visitor	29.3	33.6	35.4	39.3	41.0	15.1	32.9	38.4	42.3	44.6	45.2	1.5%
Total	49.5	56.5	58.7	63.2	66.1	39.5	61.6	67.2	65.3	72.3	75.4	4.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	19.2	21.2	20.7	19.9	20.8	18.4	21.5	21.8	19.2	21.6	23.1	7.1%
Visitor	71.1	71.5	74.3	86.7	91.8	31.7	77.9	81.8	85.6	89.5	91.9	2.6%
Total	90.3	92.7	95.0	106.6	112.6	50.1	99.4	103.5	104.8	111.1	115.0	3.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	118.3	125.4	127.4	136.4	144.7	87.1	140.8	149.6	149.7	161.2	165.7	2.8%
Other travel*	4.6	4.5	4.9	5.6	5.8	1.6	3.2	4.8	4.4	4.3	4.2	-1.6%
Total	122.9	129.9	132.3	142.0	150.5	88.7	144.0	154.4	154.1	165.4	169.9	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	49.2	54.5	53.6	58.0	61.2	39.9	66.0	55.5	55.6	66.4	69.0	4.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	42.1	34.0	31.5	36.0	38.9	7.8%
STVR**	NA	NA	NA	NA	NA	NA	23.9	21.5	24.1	30.3	30.2	-0.5%
Campground	31.1	31.5	33.0	34.7	37.4	31.3	40.5	52.9	52.5	51.9	52.9	1.9%
Private Home (VFR)	14.3	14.8	15.4	17.1	18.1	5.8	18.1	19.4	19.6	19.9	20.1	1.2%
Seasonal Home	2.4	2.4	2.5	2.8	2.8	3.3	3.0	3.0	3.0	3.1	3.2	2.9%
Day Travel	21.3	22.2	22.8	23.9	25.2	6.8	13.2	18.8	19.0	19.9	20.5	2.9%
Total	69.1	71.0	73.8	78.3	83.5	47.2	140.8	149.6	149.7	161.2	165.7	2.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	26.9	29.8	30.0	31.7	33.3	26.9	43.0	42.6	41.8	48.0	50.3	4.9%
Food Service	33.3	36.0	36.6	39.1	41.7	22.5	35.7	36.2	37.5	40.4	42.8	5.9%
Food Stores	11.3	11.5	11.6	11.9	12.6	9.3	14.9	17.8	18.6	19.5	19.1	-1.8%
Arts, Ent. & Rec.	17.3	18.3	18.2	19.0	19.7	10.1	17.1	16.7	17.2	19.1	19.7	3.0%
Retail Sales	13.1	13.7	14.3	15.5	16.9	8.0	13.6	14.0	13.9	14.6	14.9	2.2%
Visitor Air	0.6	1.3	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	15.7	14.8	16.0	18.5	19.7	10.3	16.5	22.2	20.6	19.5	18.9	-3.4%
Total	118.3	125.4	127.4	136.4	144.7	87.1	140.8	149.6	149.7	161.2	165.7	2.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	28.0	30.6	31.3	36.4	39.4	29.9	36.8	41.1	41.4	40.6	46.1	13.4%
Arts, Ent. & Rec.	9.4	10.0	10.1	10.9	11.6	10.8	14.3	18.4	23.3	23.3	29.4	26.0%
Retail*	3.8	4.0	4.5	4.6	4.9	5.4	6.5	7.4	8.3	8.3	8.2	-1.3%
Ground Trans.	1.5	1.7	2.0	2.8	3.1	1.3	1.3	1.3	1.3	1.6	1.6	4.1%
Visitor Air	0.5	0.7	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.5	0.6	1.0	1.1	1.1	0.3	0.4	0.5	0.6	0.7	0.7	-2.5%
Total	43.8	47.6	49.8	56.8	61.2	47.6	59.3	68.8	74.9	74.6	86.0	15.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,000	990	1,000	1,110	1,130	840	930	960	920	830	890	7.2%
Arts, Ent. & Rec.	210	200	200	210	210	190	230	270	330	320	370	15.6%
Retail*	130	150	160	160	160	170	180	190	200	200	180	-10.0%
Ground Trans.	40	40	40	60	60	60	60	70	70	80	80	0.0%
Visitor Air	10	10	10	10	10	0	0	0	0	0	0	NA
Other travel**	10	10	20	20	20	10	10	20	20	20	20	0.0%
Total	1,400	1,400	1,430	1,560	1,600	1,270	1,410	1,510	1,550	1,450	1,540	6.2%

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

Del Norte County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	4.1	4.4	4.6	5.2	5.5	4.6	7.5	7.5	7.0	8.0	8.7	9.1%
State**	5.9	6.0	5.9	6.7	7.2	4.8	6.9	7.0	6.9	7.3	7.7	5.3%
Total	10.0	10.4	10.5	11.8	12.7	9.4	14.4	14.5	13.9	15.2	16.3	7.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.4	1.4	1.5	1.7	1.8	1.9	2.6	2.5	2.0	2.4	2.8	19.2%
Visitor	2.7	3.0	3.1	3.4	3.6	2.7	5.0	5.0	4.9	5.6	5.8	4.7%
Total	4.1	4.4	4.6	5.2	5.5	4.6	7.5	7.5	7.0	8.0	8.7	9.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.5	1.6	1.5	1.6	1.7	1.7	1.8	1.9	1.6	1.8	2.1	16.5%
Visitor	4.4	4.4	4.4	5.1	5.5	3.1	5.0	5.2	5.3	5.5	5.6	1.5%
Total	5.9	6.0	5.9	6.7	7.2	4.8	6.9	7.0	6.9	7.3	7.7	5.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	847.5	898.6	939.6	1,010.2	1,087.2	776.7	957.6	1,022.0	1,020.9	1,052.5	1,090.8	3.6%
Other travel*	44.7	43.0	47.8	54.1	56.2	25.3	35.8	45.5	43.2	41.2	41.5	0.7%
Total	892.2	941.6	987.4	1,064.2	1,143.3	802.0	993.4	1,067.5	1,064.1	1,093.7	1,132.3	3.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	551.4	599.1	628.6	669.8	728.2	501.1	584.9	577.0	569.3	595.0	620.4	4.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	367.4	359.5	347.8	384.0	389.2	1.4%
STVR**	NA	NA	NA	NA	NA	NA	217.5	217.5	221.5	211.0	231.2	9.6%
Campground	58.5	59.2	62.1	65.2	70.3	59.0	76.3	99.6	98.9	99.7	104.6	4.9%
Private Home (VFR)	71.8	71.1	75.8	87.6	93.5	43.2	126.3	137.3	139.9	142.3	145.5	2.2%
Seasonal Home	89.9	91.4	96.1	101.2	103.5	142.4	127.1	134.3	137.8	140.2	142.9	2.0%
Day Travel	75.9	77.9	76.9	86.4	91.7	31.0	42.9	73.8	74.9	75.3	77.5	2.9%
Total	296.1	299.6	311.0	340.4	359.0	275.5	957.6	1,022.0	1,020.9	1,052.5	1,090.8	3.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	231.7	255.5	270.1	279.6	298.7	230.8	326.1	343.9	330.7	350.9	371.5	5.9%
Food Service	244.9	264.1	274.9	298.2	325.1	232.6	251.6	264.8	275.1	284.6	295.7	3.9%
Food Stores	39.2	39.9	40.2	41.7	44.2	36.4	56.9	64.1	68.0	67.8	70.7	4.2%
Arts, Ent. & Rec.	150.5	158.5	161.1	170.1	179.7	135.3	149.5	147.9	152.4	156.8	159.6	1.8%
Retail Sales	96.9	101.4	106.9	119.3	130.8	83.4	97.6	102.1	101.7	100.9	101.4	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	84.2	79.2	86.4	101.4	108.8	58.2	75.9	99.2	93.0	91.4	91.9	0.5%
Total	847.5	898.6	939.6	1,010.2	1,087.2	776.7	957.6	1,022.0	1,020.9	1,052.5	1,090.8	3.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	238.5	265.7	312.6	324.9	357.3	291.1	359.2	448.6	483.9	523.5	589.1	12.5%
Arts, Ent. & Rec.	79.1	84.9	91.6	96.4	103.3	84.8	95.7	114.3	132.0	125.7	126.8	0.8%
Retail*	21.3	22.6	24.9	27.0	28.8	32.0	34.4	37.1	39.0	40.5	42.9	5.8%
Ground Trans.	9.0	10.3	11.9	17.6	19.8	9.2	9.0	9.3	9.5	11.4	12.1	5.8%
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**	3.9	4.3	4.8	5.1	5.3	4.2	4.7	5.3	5.9	6.0	6.5	8.9%
Total	351.7	387.8	445.8	471.0	514.5	421.2	503.0	614.7	670.4	707.1	777.3	9.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	6,820	6,930	7,760	7,680	8,100	6,390	7,240	8,200	8,210	8,240	8,710	5.7%
Arts, Ent. & Rec.	3,630	3,590	3,830	3,840	4,000	2,950	3,200	3,790	3,980	4,070	4,140	1.7%
Retail*	690	740	770	820	840	880	900	920	930	950	970	2.1%
Ground Trans.	230	250	260	340	390	430	420	510	540	590	600	1.7%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	110	130	130	130	130	100	110	130	140	140	150	7.1%
Total	11,470	11,630	12,750	12,820	13,470	10,750	11,860	13,550	13,790	13,980	14,560	4.1%

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

El Dorado County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	36.4	39.8	42.6	46.2	49.9	41.2	55.8	58.4	53.0	62.1	67.4	8.7%
State**	40.2	41.0	42.2	46.4	50.5	38.8	46.3	48.8	47.6	51.1	54.1	6.0%
Total	76.6	80.8	84.8	92.6	100.4	80.1	102.2	107.2	100.6	113.1	121.6	7.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	11.5	12.2	13.5	14.6	15.9	17.3	21.3	22.1	17.7	22.2	25.2	13.7%
Visitor	24.9	27.6	29.1	31.7	34.0	24.0	34.5	36.3	35.3	39.9	42.2	5.9%
Total	36.4	39.8	42.6	46.2	49.9	41.2	55.8	58.4	53.0	62.1	67.4	8.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	11.9	12.4	13.0	12.8	13.9	14.8	16.8	18.3	16.1	18.8	21.0	11.5%
Visitor	28.3	28.5	29.2	33.6	36.6	24.0	29.6	30.6	31.5	32.2	33.1	2.8%
Total	40.2	41.0	42.2	46.4	50.5	38.8	46.3	48.8	47.6	51.1	54.1	6.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,485.4	1,510.5	1.7%
Other travel*	250.6	237.6	262.4	300.5	314.9	119.5	201.0	307.5	303.1	318.6	314.3	-1.4%
Total	1,344.8	1,364.1	1,426.1	1,586.7	1,660.6	929.5	1,331.4	1,725.6	1,740.2	1,804.1	1,824.8	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	436.9	468.3	465.8	526.2	554.7	491.8	499.0	590.7	601.6	629.7	637.8	1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	447.4	528.5	527.2	544.7	556.2	2.1%
STVR**	NA	NA	NA	NA	NA	NA	51.6	62.2	74.4	85.1	81.5	-4.2%
Campground	31.5	31.8	33.4	35.0	37.8	31.7	41.2	53.7	53.3	53.7	56.4	4.9%
Private Home (VFR)	249.8	247.0	268.5	301.0	320.0	102.5	317.5	364.3	371.9	384.7	392.5	2.0%
Seasonal Home	74.9	76.2	79.8	84.9	87.0	97.3	88.0	104.6	106.6	108.2	110.1	1.7%
Day Travel	301.0	303.2	316.1	339.0	346.2	86.8	184.7	304.9	303.7	309.0	313.8	1.5%
Total	657.2	658.3	697.9	760.0	791.0	318.2	1,130.4	1,418.1	1,437.1	1,485.4	1,510.5	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	180.6	195.8	198.7	219.6	229.4	194.0	203.2	251.0	250.3	255.2	257.0	0.7%
Food Service	280.2	297.7	305.9	333.1	346.8	219.4	306.3	371.9	382.6	403.5	418.9	3.8%
Food Stores	51.2	51.6	51.7	53.6	54.7	34.5	58.2	70.5	74.1	76.1	78.1	2.6%
Arts, Ent. & Rec.	135.7	141.3	141.9	150.8	153.0	93.7	127.6	149.4	152.0	158.6	161.0	1.5%
Retail Sales	142.9	147.1	158.9	180.0	194.0	99.5	157.6	194.1	192.5	192.0	193.2	0.6%
Visitor Air	47.0	48.3	47.5	51.0	61.1	22.6	36.4	61.9	68.6	82.7	85.1	2.9%
Local Tran. & Gas	256.5	244.7	259.0	298.2	306.7	146.3	241.1	319.4	317.0	317.3	317.2	0.0%
Total	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	1,485.4	1,510.5	1.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	166.0	185.7	204.4	227.3	243.0	205.6	248.8	285.7	309.2	328.2	353.7	7.8%
Arts, Ent. & Rec.	65.8	72.0	76.4	84.0	86.1	56.6	83.9	113.6	135.4	146.5	152.8	4.3%
Retail*	31.0	32.7	33.8	36.9	38.3	39.7	45.4	51.0	53.6	54.6	57.8	5.8%
Ground Trans.	27.3	30.4	32.6	43.7	47.7	31.8	32.0	38.1	52.2	52.8	51.7	-2.0%
Visitor Air	21.6	14.1	16.6	16.8	19.1	18.7	14.1	15.1	17.1	19.6	20.5	4.5%
Other travel**	47.2	38.2	45.3	48.4	50.5	48.8	42.6	48.4	52.4	58.6	60.2	2.7%
Total	359.0	373.0	409.0	457.2	484.8	401.2	466.7	551.9	619.9	660.3	696.7	5.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	6,780	6,990	7,320	7,850	8,050	6,630	7,300	8,020	8,070	8,060	8,210	1.9%
Arts, Ent. & Rec.	3,410	3,500	3,590	3,750	3,800	2,250	3,290	4,340	4,950	5,220	5,430	4.0%
Retail*	1,070	1,090	1,120	1,190	1,190	1,150	1,200	1,270	1,270	1,270	1,280	0.8%
Ground Trans.	640	670	670	840	920	900	860	1,020	1,230	1,280	1,270	-0.8%
Visitor Air	360	230	240	240	260	230	190	200	210	220	230	4.5%
Other travel**	1,020	910	980	1,000	1,020	950	850	1,020	1,000	1,160	1,180	1.7%
Total	13,280	13,390	13,910	14,860	15,240	12,100	13,700	15,860	16,720	17,200	17,580	2.3%

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



Fresno County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	35.2	37.4	38.4	44.5	47.0	40.0	48.3	55.0	52.2	57.6	60.1	4.4%
State**	71.8	69.4	71.2	84.7	89.5	52.7	77.8	86.5	87.7	93.2	96.1	3.2%
Total	107.1	106.8	109.7	129.2	136.5	92.6	126.1	141.5	139.9	150.8	156.3	3.6%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	11.9	12.0	12.5	14.2	15.0	16.6	19.4	19.4	16.0	20.3	22.1	9.1%
Visitor	23.3	25.5	25.9	30.3	32.0	23.3	28.9	35.6	36.2	37.3	38.0	1.8%
Total	35.2	37.4	38.4	44.5	47.0	40.0	48.3	55.0	52.2	57.6	60.1	4.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	12.7	12.5	12.6	13.3	14.0	14.3	16.8	17.9	16.4	19.3	20.7	7.0%
Visitor	59.1	56.9	58.6	71.4	75.5	38.4	60.9	68.6	71.3	73.8	75.4	2.2%
Total	71.8	69.4	71.2	84.7	89.5	52.7	77.8	86.5	87.7	93.2	96.1	3.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	36.8	29.1	46.5	55.4	58.5	27.8	47.6	51.7	51.5	53.3	54.7	2.7%
Other travel*	4.3	3.8	4.2	4.9	5.1	1.6	3.3	5.0	4.7	4.5	4.4	-1.6%
Total	41.1	32.9	50.7	60.4	63.6	29.4	50.9	56.8	56.2	57.7	59.1	2.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.8	2.0	17.0	18.5	19.6	13.4	14.6	14.2	13.7	14.4	14.9	3.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	14.3	14.0	12.8	13.2	14.1	6.9%
STVR**	NA	NA	NA	NA	NA	NA	0.2	0.3	0.9	1.2	0.8	-33.9%
Campground	1.2	1.2	1.3	1.3	1.4	1.2	1.6	2.0	2.0	2.1	2.1	4.8%
Private Home (VFR)	13.7	13.7	15.3	16.6	17.7	6.0	18.9	20.4	20.8	21.3	21.8	2.1%
Seasonal Home	1.1	1.1	1.1	1.2	1.3	2.3	2.1	1.4	1.5	1.5	1.5	1.9%
Day Travel	13.1	11.1	11.7	17.7	18.4	4.9	10.5	13.6	13.5	14.0	14.3	2.5%
Total	29.0	27.1	29.4	37.0	38.8	14.4	47.6	51.7	51.5	53.3	54.7	2.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.8	1.5	7.5	8.2	8.7	7.4	8.3	8.3	7.9	8.1	8.4	4.1%
Food Service	13.1	11.2	16.3	19.1	20.0	8.9	16.5	17.7	18.1	19.3	20.0	3.9%
Food Stores	2.8	2.6	2.9	3.2	3.2	1.4	3.2	3.7	3.9	4.0	4.0	1.7%
Arts, Ent. & Rec.	6.9	5.7	7.9	9.4	9.6	4.0	7.1	7.5	7.6	8.0	8.1	1.9%
Retail Sales	5.0	4.0	6.3	8.4	9.3	3.7	7.5	8.1	8.0	8.0	8.1	1.2%
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	5.2	4.1	5.6	7.2	7.6	2.3	4.9	6.4	6.0	5.9	5.9	0.7%
Total	36.8	29.1	46.5	55.4	58.5	27.8	47.6	51.7	51.5	53.3	54.7	2.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	8.7	7.2	11.3	12.1	13.0	11.2	14.8	16.2	17.2	18.5	19.9	7.5%
Arts, Ent. & Rec.	5.6	4.7	4.7	4.9	5.3	4.3	0.0	0.0	0.0	0.0	0.0	NA
Retail*	1.3	1.1	1.4	1.4	1.5	1.6	3.1	3.3	4.9	4.8	5.2	8.2%
Ground Trans.	0.4	0.4	0.6	1.0	1.1	0.3	0.3	0.3	0.3	0.3	0.4	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
Other travel**	0.2	0.2	0.1	0.2	0.2	0.2	1.0	1.2	2.5	1.8	1.8	-2.1%
Total	16.2	13.6	18.2	19.6	21.2	17.7	19.2	20.9	24.8	25.5	27.2	6.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	320	250	390	400	390	330	390	400	400	400	410	2.5%
Arts, Ent. & Rec.	330	260	260	280	300	230	0	0	0	0	0	NA
Retail*	50	40	50	50	50	50	90	90	140	130	130	0.0%
Ground Trans.	10	10	10	20	20	20	10	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	30	40	80	50	50	0.0%
Total	710	580	720	760	770	620	520	540	630	600	610	1.7%

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

Glenn County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1.1	0.6	1.5	1.7	1.8	1.5	1.8	1.8	1.7	1.9	2.0	6.5%
State**	2.5	2.0	2.6	3.2	3.4	1.8	2.9	3.0	3.0	3.2	3.3	4.1%
Total	3.6	2.7	4.1	4.9	5.2	3.3	4.8	4.8	4.7	5.1	5.3	5.0%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.5	0.4	0.5	0.6	0.6	0.7	0.7	0.7	0.6	0.7	0.8	10.6%
Visitor	0.6	0.2	0.9	1.1	1.2	0.8	1.1	1.1	1.1	1.1	1.2	3.9%
Total	1.1	0.6	1.5	1.7	1.8	1.5	1.8	1.8	1.7	1.9	2.0	6.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.6	0.4	0.6	0.6	0.6	0.6	0.7	0.7	0.6	0.7	0.8	8.6%
Visitor	1.9	1.6	2.1	2.6	2.8	1.2	2.2	2.3	2.4	2.5	2.5	2.8%
Total	2.5	2.0	2.6	3.2	3.4	1.8	2.9	3.0	3.0	3.2	3.3	4.1%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	392.9	399.9	421.3	452.9	446.5	240.9	446.5	446.2	454.7	505.7	523.8	3.6%
Other travel*	29.6	28.7	30.8	33.3	37.3	12.2	24.5	38.2	36.0	36.8	37.0	0.5%
Total	422.5	428.6	452.1	486.2	483.7	253.1	471.0	484.3	490.8	542.5	560.7	3.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	201.7	207.2	217.8	233.6	219.3	118.0	233.1	186.5	193.7	242.6	250.6	3.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	161.6	133.0	130.6	159.6	167.8	5.1%
STVR**	NA	NA	NA	NA	NA	NA	71.4	53.5	63.1	83.0	82.9	-0.1%
Campground	56.9	57.5	60.4	63.3	68.3	57.1	74.2	96.8	96.1	96.0	101.0	5.1%
Private Home (VFR)	68.1	68.6	74.0	81.4	84.4	27.8	85.4	94.4	95.8	95.6	98.7	3.3%
Seasonal Home	12.1	12.3	13.0	14.2	14.5	22.1	19.9	21.1	21.6	21.3	21.5	0.8%
Day Travel	54.1	54.2	56.1	60.4	60.0	15.8	34.0	47.4	47.5	50.2	51.9	3.4%
Total	191.2	192.7	203.4	219.2	227.2	122.9	446.5	446.2	454.7	505.7	523.8	3.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	89.8	94.3	99.6	103.8	96.9	72.0	134.5	115.5	111.1	134.0	137.9	2.9%
Food Service	113.3	117.4	122.9	132.4	131.2	64.4	116.3	117.5	120.3	130.0	138.0	6.2%
Food Stores	28.5	28.5	28.9	29.6	30.3	19.9	36.9	41.7	43.7	46.2	48.1	4.1%
Arts, Ent. & Rec.	56.3	57.3	58.5	61.6	59.6	28.5	53.8	51.1	52.1	58.8	60.3	2.4%
Retail Sales	40.4	40.6	44.8	50.6	52.5	23.7	45.0	46.1	45.5	47.9	48.6	1.5%
Visitor Air	5.7	7.0	7.1	7.0	8.3	3.1	5.8	8.7	8.1	10.5	11.7	11.8%
Local Tran. & Gas	58.8	54.8	59.5	67.9	67.7	29.3	54.1	65.6	73.9	78.3	79.2	1.2%
Total	392.9	399.9	421.3	452.9	446.5	240.9	446.5	446.2	454.7	505.7	523.8	3.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	94.6	100.7	108.3	116.9	116.5	95.3	118.0	134.3	135.5	142.8	150.4	5.4%
Arts, Ent. & Rec.	21.6	22.2	23.9	26.0	26.4	18.6	20.0	24.4	30.3	33.6	35.6	5.9%
Retail*	10.5	10.8	12.2	13.4	13.4	14.2	14.2	15.7	15.8	16.4	16.3	-0.8%
Ground Trans.	6.6	7.2	8.1	11.0	11.5	4.8	4.7	5.4	11.5	11.8	11.7	-1.0%
Visitor Air	0.5	0.6	6.4	7.0	8.9	9.8	29.2	30.5	33.6	40.4	43.5	7.7%
Other travel**	1.8	2.2	9.6	9.8	13.6	12.0	38.7	42.8	48.4	51.3	51.4	0.2%
Total	135.8	143.8	168.5	184.1	190.3	154.6	224.7	253.1	275.1	296.2	308.8	4.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	3,280	3,300	3,360	3,520	3,340	2,630	2,950	3,260	3,150	3,100	3,030	-2.3%
Arts, Ent. & Rec.	1,670	1,600	1,600	1,770	1,770	1,160	1,130	1,290	1,460	1,480	1,680	13.5%
Retail*	340	330	350	370	370	360	340	360	350	350	330	-5.7%
Ground Trans.	160	160	170	210	220	180	170	210	300	310	310	0.0%
Visitor Air	20	20	70	70	90	90	210	210	210	240	250	4.2%
Other travel**	80	90	140	140	180	150	320	330	360	350	350	0.0%
Total	5,540	5,500	5,680	6,080	5,970	4,560	5,120	5,660	5,830	5,820	5,960	2.1%

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



Humboldt County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	14.6	15.4	17.5	19.0	18.5	14.6	24.2	22.1	20.0	24.4	25.7	5.1%
State**	20.3	19.8	20.4	22.9	23.5	14.4	24.2	24.3	24.4	27.0	28.2	4.4%
Total	34.9	35.2	37.9	41.9	42.0	29.0	48.4	46.4	44.4	51.5	53.9	4.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	4.2	4.3	5.1	5.7	5.9	6.3	9.2	8.8	7.0	8.9	9.6	7.9%
Visitor	10.4	11.1	12.4	13.3	12.7	8.3	15.0	13.3	13.1	15.5	16.1	3.6%
Total	14.6	15.4	17.5	19.0	18.5	14.6	24.2	22.1	20.0	24.4	25.7	5.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	4.9	4.9	5.0	5.1	5.2	5.3	8.0	8.0	7.1	8.5	9.0	5.8%
Visitor	15.4	14.9	15.4	17.9	18.3	9.0	16.2	16.3	17.3	18.6	19.3	3.8%
Total	20.3	19.8	20.4	22.9	23.5	14.4	24.2	24.3	24.4	27.0	28.2	4.4%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	326.1	328.1	350.0	377.7	401.4	280.7	404.1	480.2	491.9	496.9	506.1	1.8%
Other travel*	28.5	25.2	29.0	33.3	34.5	11.1	21.9	33.3	31.2	30.0	29.5	-1.7%
Total	354.6	353.3	379.0	411.1	435.9	291.8	425.9	513.5	523.1	526.9	535.6	1.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	73.0	72.6	78.2	86.9	92.1	79.9	98.1	101.8	111.2	109.1	109.2	0.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	95.3	98.8	105.7	101.7	103.4	1.7%
STVR**	NA	NA	NA	NA	NA	NA	2.8	3.0	5.5	7.5	5.8	-22.4%
Campground	120.9	122.4	128.4	134.7	145.3	121.4	157.7	205.7	204.2	206.1	212.5	3.1%
Private Home (VFR)	77.7	78.1	85.5	93.9	99.3	38.7	101.7	111.0	113.9	117.9	119.0	0.9%
Seasonal Home	17.4	17.7	18.8	20.6	21.1	28.4	25.5	24.0	24.5	25.1	25.5	1.6%
Day Travel	37.1	37.4	39.0	41.7	43.7	12.3	21.1	37.7	38.0	38.7	39.8	3.0%
Total	253.1	255.5	271.8	290.9	309.3	200.8	404.1	480.2	491.9	496.9	506.1	1.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	58.7	59.9	62.0	65.8	70.3	64.2	80.3	89.0	94.3	92.7	92.4	-0.3%
Food Service	92.0	95.9	101.8	108.5	114.0	77.8	115.6	131.2	138.3	144.7	149.9	3.6%
Food Stores	43.7	44.1	44.9	45.7	48.2	37.1	52.0	65.3	67.7	69.1	68.6	-0.7%
Arts, Ent. & Rec.	46.3	47.3	49.1	51.0	52.4	34.8	49.2	54.7	56.7	58.6	60.5	3.2%
Retail Sales	29.6	30.0	35.3	41.2	46.5	28.3	44.8	50.9	51.4	50.9	51.9	2.0%
Visitor Air	0.1	0.0	0.0	0.0	0.6	0.3	0.5	0.9	0.7	0.4	0.5	32.9%
Local Tran. & Gas	55.7	51.0	56.9	65.5	69.4	38.2	61.5	88.3	82.8	80.6	82.3	2.1%
Total	326.1	328.1	350.0	377.7	401.4	280.7	404.1	480.2	491.9	496.9	506.1	1.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	56.4	61.3	63.8	66.0	70.7	59.7	77.5	85.7	97.4	103.5	107.0	3.3%
Arts, Ent. & Rec.	25.3	26.4	21.8	18.7	20.2	11.6	13.3	18.1	20.8	23.8	28.5	20.0%
Retail*	10.9	11.3	12.2	13.2	13.9	14.6	16.1	17.5	18.1	18.6	19.2	3.4%
Ground Trans.	4.8	5.3	6.3	9.0	10.0	4.8	4.6	4.8	4.9	5.9	6.3	6.1%
Visitor Air	0.3	0.0	0.0	0.0	1.3	1.0	2.1	2.0	2.1	2.3	2.9	21.5%
Other travel**	1.3	1.5	1.6	1.7	2.7	2.6	2.9	3.4	3.9	4.3	4.0	-5.5%
Total	99.0	105.7	105.6	108.7	118.7	94.2	116.6	131.6	147.3	158.4	167.9	6.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	2,390	2,430	2,480	2,380	2,440	1,970	2,340	2,460	2,560	2,550	2,540	-0.4%
Arts, Ent. & Rec.	1,530	1,470	1,330	1,030	1,050	580	630	840	880	970	1,080	11.3%
Retail*	420	420	440	460	460	450	470	470	470	470	470	0.0%
Ground Trans.	120	130	140	180	200	220	220	260	280	300	310	3.3%
Visitor Air	0	0	0	0	10	10	20	10	10	10	20	100.0%
Other travel**	60	70	70	70	80	70	80	80	90	90	90	0.0%
Total	4,520	4,520	4,450	4,120	4,250	3,300	3,740	4,130	4,290	4,400	4,490	2.7%

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

Imperial County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	9.8	10.0	10.2	11.2	12.1	10.7	13.2	14.1	13.9	14.8	15.3	3.3%
State**	18.4	17.7	18.3	21.1	22.8	15.7	23.1	25.1	25.4	26.9	27.9	3.9%
Total	28.1	27.7	28.5	32.3	34.8	26.5	36.3	39.2	39.3	41.7	43.2	3.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	3.2	3.3	3.2	3.3	3.6	3.8	4.5	4.3	3.6	4.6	5.0	9.7%
Visitor	6.5	6.7	7.0	7.9	8.4	6.9	8.6	9.8	10.3	10.2	10.3	0.5%
Total	9.8	10.0	10.2	11.2	12.1	10.7	13.2	14.1	13.9	14.8	15.3	3.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	3.5	3.5	3.3	3.2	3.5	3.6	4.5	4.5	4.1	4.8	5.2	7.5%
Visitor	14.8	14.2	15.0	17.9	19.3	12.1	18.7	20.6	21.4	22.0	22.7	3.2%
Total	18.4	17.7	18.3	21.1	22.8	15.7	23.1	25.1	25.4	26.9	27.9	3.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	226.2	236.3	236.9	244.9	263.5	153.5	209.3	262.7	271.2	275.4	284.0	3.1%
Other travel*	3.3	3.0	3.3	3.8	3.9	1.4	2.8	4.1	3.8	3.8	3.7	-3.4%
Total	229.5	239.2	240.2	248.7	267.4	154.9	212.1	266.8	275.0	279.2	287.7	3.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	139.0	147.6	143.8	149.0	160.6	100.7	130.5	152.3	160.3	164.8	168.5	2.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	118.8	139.1	145.5	149.6	153.1	2.3%
STVR**	NA	NA	NA	NA	NA	NA	11.7	13.1	14.9	15.1	15.3	1.3%
Campground	29.5	29.9	31.3	32.9	35.5	29.7	38.7	50.5	50.1	50.0	52.7	5.3%
Private Home (VFR)	8.5	8.6	9.2	9.9	10.6	3.5	11.5	12.4	12.6	12.5	12.9	3.2%
Seasonal Home	3.6	3.6	3.8	4.1	4.2	5.2	4.7	5.2	5.3	5.3	5.4	1.8%
Day Travel	45.5	46.6	48.8	49.0	52.5	14.3	24.0	42.4	42.8	42.8	44.6	4.2%
Total	87.2	88.7	93.1	95.9	102.8	52.8	209.3	262.7	271.2	275.4	284.0	3.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	59.2	64.3	64.2	66.2	71.7	54.8	71.9	83.8	88.1	91.7	94.0	2.4%
Food Service	66.5	70.7	70.6	72.9	78.9	41.5	55.6	70.5	74.4	74.1	78.5	5.9%
Food Stores	12.6	12.8	12.8	12.9	13.8	9.8	14.0	17.9	18.7	19.0	19.9	4.7%
Arts, Ent. & Rec.	34.3	35.8	35.1	35.3	37.3	18.4	25.0	30.7	31.8	33.1	33.7	1.8%
Retail Sales	27.9	28.6	28.4	28.9	30.8	14.4	20.3	25.9	26.2	26.1	26.3	0.8%
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	25.6	24.0	25.7	28.8	31.0	14.6	22.5	33.9	32.1	31.5	31.8	1.0%
Total	226.2	236.3	236.9	244.9	263.5	153.5	209.3	262.7	271.2	275.4	284.0	3.1%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	35.2	37.4	41.6	46.1	51.0	38.9	43.2	51.2	54.5	65.6	66.6	1.6%
Arts, Ent. & Rec.	9.4	10.5	10.5	12.0	13.5	10.4	13.9	16.3	13.9	12.5	12.4	-1.1%
Retail*	6.0	6.3	6.8	6.9	7.1	7.3	9.1	9.0	9.7	9.8	10.3	5.0%
Ground Trans.	2.7	3.1	3.4	4.8	5.4	2.0	1.9	2.0	2.0	2.4	2.5	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
Other travel**	0.3	0.3	0.4	0.4	0.4	0.3	0.5	0.5	0.4	0.5	0.5	-6.1%
Total	53.5	57.6	62.8	70.3	77.3	59.0	68.6	79.0	80.6	90.7	92.2	1.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,420	1,440	1,500	1,540	1,750	1,370	1,390	1,520	1,520	1,680	1,710	1.8%
Arts, Ent. & Rec.	550	560	590	650	710	530	630	750	610	500	510	2.0%
Retail*	200	200	210	220	210	210	240	220	230	220	240	9.1%
Ground Trans.	70	70	70	90	110	100	90	110	110	120	120	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	10	20	20	0.0%
Total	2,260	2,290	2,390	2,510	2,790	2,210	2,360	2,610	2,480	2,530	2,590	2.4%

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

Inyo County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	8.9	9.6	9.7	10.3	11.2	8.8	11.8	13.4	13.2	14.3	14.8	3.2%
State**	8.0	8.0	7.9	8.7	9.4	6.1	9.5	11.0	10.9	11.5	11.9	3.7%
Total	16.9	17.6	17.6	19.0	20.6	14.9	21.2	24.4	24.1	25.8	26.7	3.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.8	1.8	1.9	2.2	2.4	2.4	2.8	2.7	2.0	2.7	2.9	5.1%
Visitor	7.2	7.8	7.7	8.1	8.8	6.4	9.0	10.6	11.2	11.6	11.9	2.8%
Total	8.9	9.6	9.7	10.3	11.2	8.8	11.8	13.4	13.2	14.3	14.8	3.2%
State Tax Revenue Detail (\$Millions)												
Business/Employees	2.0	2.0	2.0	2.1	2.3	2.3	2.6	2.7	2.3	2.8	2.9	3.1%
Visitor	6.0	6.0	5.9	6.5	7.1	3.9	6.9	8.3	8.6	8.7	9.1	3.9%
Total	8.0	8.0	7.9	8.7	9.4	6.1	9.5	11.0	10.9	11.5	11.9	3.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,835.4	1,865.5	1.6%
Other travel*	161.8	144.1	160.2	185.1	194.8	67.1	125.5	188.5	181.8	179.0	177.8	-0.7%
Total	1,492.3	1,396.1	1,518.1	1,686.0	1,774.7	1,101.3	1,706.2	1,960.2	1,979.1	2,014.4	2,043.3	1.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	465.8	418.9	457.4	512.7	549.6	496.2	601.5	639.1	655.6	672.9	678.5	0.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	553.0	585.0	587.6	594.7	605.8	1.9%
STVR**	NA	NA	NA	NA	NA	NA	48.5	54.2	68.0	78.2	72.7	-7.0%
Campground	78.4	79.3	83.2	87.3	94.2	79.1	102.2	133.3	132.4	133.4	139.9	4.8%
Private Home (VFR)	306.1	291.8	330.1	371.8	393.4	82.2	404.1	455.1	459.8	470.6	479.4	1.9%
Seasonal Home	135.5	137.8	144.4	153.5	157.3	273.8	247.7	196.5	200.3	203.8	207.5	1.8%
Day Travel	344.8	324.1	342.7	375.4	385.4	102.8	225.2	347.7	349.2	354.7	360.2	1.5%
Total	864.8	833.1	900.5	988.1	1,030.3	537.9	1,580.7	1,771.7	1,797.3	1,835.4	1,865.5	1.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	248.1	235.2	249.5	269.7	287.1	298.0	357.7	356.9	361.0	366.0	366.4	0.1%
Food Service	365.1	352.7	380.0	414.0	435.1	284.9	440.1	491.5	513.4	537.8	557.0	3.6%
Food Stores	77.7	74.8	76.9	79.6	82.1	60.3	96.6	109.5	115.1	118.0	121.5	3.0%
Arts, Ent. & Rec.	177.8	168.8	177.4	188.6	193.1	127.8	186.6	198.8	205.1	213.1	216.5	1.6%
Retail Sales	178.8	166.8	190.2	219.8	239.7	127.5	221.5	251.9	252.6	251.1	252.8	0.7%
Visitor Air	0.0	9.1	9.3	9.8	11.7	5.1	7.1	11.7	13.6	16.1	17.4	8.2%
Local Tran. & Gas	283.0	244.6	274.6	319.3	331.0	130.6	271.1	351.4	336.6	333.3	333.8	0.1%
Total	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	1,835.4	1,865.5	1.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	262.3	265.4	305.5	338.4	360.5	321.5	395.0	449.5	481.2	505.2	520.3	3.0%
Arts, Ent. & Rec.	81.2	80.9	91.8	91.4	95.8	64.6	82.8	109.7	111.7	122.3	129.2	5.6%
Retail*	41.5	40.4	45.3	48.1	50.4	53.3	61.0	65.7	68.4	70.7	73.0	3.3%
Ground Trans.	26.7	27.1	31.6	44.3	48.4	24.0	23.7	27.2	31.8	34.2	34.5	1.0%
Visitor Air	0.0	0.3	9.2	9.3	12.8	12.5	38.2	39.7	43.2	49.3	52.5	6.5%
Other travel**	9.1	10.8	24.7	26.4	32.9	33.4	69.0	75.0	85.0	93.4	95.5	2.3%
Total	420.9	425.0	508.1	558.0	600.8	509.2	669.8	766.8	821.4	875.0	905.0	3.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	9,890	9,240	10,400	11,040	11,100	9,730	10,900	11,910	12,100	11,840	11,750	-0.8%
Arts, Ent. & Rec.	4,230	4,040	4,240	4,210	4,280	2,610	3,040	4,010	4,310	4,890	4,880	-0.2%
Retail*	1,420	1,340	1,460	1,520	1,520	1,480	1,570	1,610	1,600	1,590	1,610	1.3%
Ground Trans.	650	620	660	860	950	840	810	970	1,070	1,140	1,150	0.9%
Visitor Air	0	10	90	90	130	110	280	270	280	290	300	3.4%
Other travel**	320	310	440	460	530	510	690	710	750	770	770	0.0%
Total	16,520	15,560	17,300	18,170	18,500	15,290	17,290	19,480	20,100	20,530	20,470	-0.3%

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

Kern County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	34.9	33.0	36.1	41.6	44.8	40.6	57.2	59.4	64.3	71.1	73.5	3.4%
State**	83.2	75.8	81.3	96.1	102.3	62.0	101.2	107.1	104.3	110.7	113.9	2.9%
Total	118.1	108.7	117.4	137.7	147.1	102.6	158.4	166.5	168.6	181.8	187.4	3.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	13.1	12.7	14.6	16.3	17.6	19.9	26.1	25.3	21.7	27.4	29.3	6.9%
Visitor	21.8	20.2	21.4	25.3	27.2	20.7	31.1	34.1	42.6	43.6	44.2	1.2%
Total	34.9	33.0	36.1	41.6	44.8	40.6	57.2	59.4	64.3	71.1	73.5	3.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	15.6	14.8	16.2	16.7	17.9	19.1	25.5	26.0	20.7	24.4	25.6	5.0%
Visitor	67.6	60.9	65.1	79.3	84.4	42.8	75.7	81.1	83.6	86.3	88.3	2.3%
Total	83.2	75.8	81.3	96.1	102.3	62.0	101.2	107.1	104.3	110.7	113.9	2.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	140.3	138.2	144.3	158.1	165.3	83.4	175.2	199.1	202.5	206.0	211.9	2.9%
Other travel*	23.5	20.5	23.0	27.0	28.1	8.8	18.0	27.6	25.7	24.9	24.4	-1.8%
Total	163.8	158.7	167.3	185.0	193.4	92.2	193.2	226.6	228.2	230.9	236.3	2.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	32.4	33.1	30.8	34.9	36.8	38.7	46.6	50.0	50.7	49.0	51.8	5.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	45.1	48.3	48.1	45.8	48.7	6.4%
STVR**	NA	NA	NA	NA	NA	NA	1.5	1.7	2.5	3.3	3.0	-7.2%
Campground	4.1	4.2	4.4	4.6	4.9	4.1	5.3	7.0	6.9	7.0	7.3	4.7%
Private Home (VFR)	73.8	71.6	78.4	86.5	91.1	32.6	102.3	112.0	114.6	119.0	121.1	1.8%
Seasonal Home	1.5	1.5	1.6	1.7	1.8	0.7	0.6	0.8	0.8	0.8	0.9	2.8%
Day Travel	28.6	27.9	29.2	30.4	30.8	7.2	20.3	29.3	29.6	30.1	30.8	2.3%
Total	108.0	105.1	113.5	123.2	128.6	44.6	175.2	199.1	202.5	206.0	211.9	2.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	13.5	14.2	13.5	15.2	16.1	14.6	19.8	21.6	21.9	20.8	21.8	4.6%
Food Service	51.8	52.4	53.8	57.3	58.9	30.6	66.1	73.7	76.7	80.6	83.6	3.6%
Food Stores	12.8	12.3	12.4	12.8	12.8	5.9	15.0	17.2	18.0	18.4	19.0	3.0%
Arts, Ent. & Rec.	24.9	24.7	24.8	25.8	25.8	12.5	26.4	28.8	29.5	30.5	31.3	2.7%
Retail Sales	15.7	15.6	19.1	23.0	27.1	12.1	28.9	32.3	32.3	32.1	32.5	1.3%
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	21.5	19.0	20.8	24.0	24.6	7.7	19.1	25.5	24.1	23.5	23.8	0.9%
Total	140.3	138.2	144.3	158.1	165.3	83.4	175.2	199.1	202.5	206.0	211.9	2.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	35.0	36.9	37.9	44.6	47.0	45.0	56.2	61.0	63.2	69.0	73.3	6.3%
Arts, Ent. & Rec.	8.2	9.0	8.4	10.1	10.5	9.7	13.8	20.1	20.3	20.5	20.4	-0.5%
Retail*	4.4	4.4	4.9	5.5	6.0	6.3	6.9	7.6	8.0	8.1	9.1	11.7%
Ground Trans.	1.8	1.9	2.2	3.1	3.4	1.2	1.1	1.1	1.2	1.4	1.4	3.2%
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**	1.0	1.1	1.0	1.0	1.0	1.2	1.2	1.5	1.4	1.6	1.8	8.5%
Total	50.4	53.3	54.3	64.5	67.8	63.4	79.2	91.2	94.0	100.5	105.9	5.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,340	1,310	1,300	1,490	1,490	1,420	1,630	1,730	1,720	1,710	1,680	-1.8%
Arts, Ent. & Rec.	450	460	420	510	500	430	550	720	750	720	700	-2.8%
Retail*	160	150	170	190	200	190	190	200	200	200	220	10.0%
Ground Trans.	50	50	50	60	70	50	50	60	60	70	70	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	50	50	50	50	50	60	50	60	60	70	70	0.0%
Total	2,050	2,020	1,990	2,300	2,300	2,150	2,470	2,770	2,780	2,760	2,730	-1.1%

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

Kings County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	3.2	3.3	3.2	3.9	4.1	4.1	5.8	6.0	5.3	5.9	6.3	6.5%
State**	9.9	9.3	9.6	11.4	12.1	6.8	12.2	13.0	12.8	13.7	14.2	3.7%
Total	13.1	12.6	12.8	15.3	16.3	10.9	18.0	19.0	18.1	19.5	20.4	4.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.6	1.6	1.6	1.9	2.0	2.5	3.1	3.0	2.3	2.9	3.2	9.1%
Visitor	1.6	1.7	1.7	2.0	2.1	1.6	2.7	3.0	3.0	3.0	3.1	3.9%
Total	3.2	3.3	3.2	3.9	4.1	4.1	5.8	6.0	5.3	5.9	6.3	6.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.8	1.8	1.7	1.9	2.0	2.3	2.9	3.0	2.5	3.0	3.2	7.1%
Visitor	8.1	7.5	7.9	9.5	10.1	4.5	9.3	10.0	10.3	10.7	11.0	2.8%
Total	9.9	9.3	9.6	11.4	12.1	6.8	12.2	13.0	12.8	13.7	14.2	3.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	143.8	145.5	147.9	159.9	165.6	127.3	171.8	179.1	181.2	187.0	188.0	0.5%
Other travel*	12.5	11.5	12.7	14.5	15.1	5.9	10.1	14.7	13.7	13.6	13.2	-3.3%
Total	156.3	156.9	160.6	174.4	180.7	133.3	181.9	193.8	194.9	200.7	201.1	0.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	33.0	34.5	30.6	33.7	34.5	31.7	43.8	37.3	37.3	39.6	39.6	-0.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	29.9	24.3	23.1	24.4	24.5	0.7%
STVR**	NA	NA	NA	NA	NA	NA	13.9	13.0	14.2	15.3	15.1	-1.3%
Campground	15.2	15.4	16.1	16.9	18.3	15.3	19.8	25.8	25.6	26.0	26.8	3.1%
Private Home (VFR)	32.0	31.3	33.8	37.3	39.2	13.1	43.9	47.6	48.6	50.1	50.3	0.3%
Seasonal Home	38.8	39.5	41.7	45.5	46.6	56.4	50.7	46.7	47.7	48.8	48.7	-0.1%
Day Travel	24.8	24.8	25.6	26.4	27.1	10.8	13.6	21.7	21.9	22.6	22.6	0.3%
Total	110.8	111.0	117.2	126.1	131.1	95.7	171.8	179.1	181.2	187.0	188.0	0.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	30.1	31.7	30.5	31.7	32.7	35.6	41.9	40.8	40.5	41.3	41.5	0.6%
Food Service	45.4	47.0	47.2	49.8	51.5	38.5	52.7	53.7	55.9	60.4	60.4	0.1%
Food Stores	10.5	10.5	10.4	10.6	11.0	7.4	13.1	15.1	15.7	16.0	16.6	3.8%
Arts, Ent. & Rec.	24.2	24.5	24.2	24.8	25.0	18.7	24.5	24.1	24.8	25.8	26.3	1.9%
Retail Sales	14.3	14.5	16.9	21.4	23.2	16.2	22.6	23.5	23.5	23.3	23.5	0.7%
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
Local Tran. & Gas	19.2	17.4	18.7	21.5	22.3	11.0	16.9	22.0	20.7	20.2	19.6	-3.2%
Total	143.8	145.5	147.9	159.9	165.6	127.3	171.8	179.1	181.2	187.0	188.0	0.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	29.3	32.2	33.3	35.7	37.9	34.5	42.1	46.0	48.0	51.7	56.2	8.7%
Arts, Ent. & Rec.	3.9	3.8	4.1	4.6	4.8	5.4	6.3	6.0	4.8	5.5	5.8	5.1%
Retail*	3.9	4.0	4.5	5.1	5.3	6.1	6.8	7.3	7.6	8.1	8.1	-1.0%
Ground Trans.	1.7	1.8	2.0	2.9	3.2	1.5	1.4	1.5	1.5	1.8	1.9	5.9%
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**	1.4	1.6	1.7	1.8	2.0	1.7	1.8	2.3	2.5	2.9	2.6	-9.2%
Total	40.2	43.3	45.7	50.1	53.1	49.2	58.5	63.2	64.3	70.0	74.6	6.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,100	1,110	1,090	1,140	1,160	1,010	1,140	1,220	1,150	1,150	1,200	4.3%
Arts, Ent. & Rec.	290	310	310	360	340	350	360	330	290	320	310	-3.1%
Retail*	140	140	150	160	170	180	190	190	190	200	190	-5.0%
Ground Trans.	40	40	40	60	60	70	70	80	80	90	90	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	30	30	40	30	40	50	50	60	50	-16.7%
Total	1,590	1,630	1,620	1,750	1,770	1,640	1,790	1,860	1,770	1,810	1,840	1.1%

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

Lake County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	3.1	3.3	3.2	3.7	3.9	4.1	5.4	5.3	4.7	5.3	5.5	4.5%
State**	7.5	7.3	7.4	8.5	9.0	6.6	9.1	9.1	8.9	9.6	9.8	1.9%
Total	10.6	10.6	10.6	12.2	12.8	10.7	14.5	14.3	13.7	14.9	15.3	2.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.3	1.3	1.3	1.5	1.6	1.9	2.3	2.1	1.6	2.0	2.2	10.2%
Visitor	1.9	2.0	1.9	2.2	2.3	2.2	3.2	3.2	3.2	3.3	3.3	1.0%
Total	3.1	3.3	3.2	3.7	3.9	4.1	5.4	5.3	4.7	5.3	5.5	4.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.5	1.5	1.5	1.5	1.6	1.9	2.2	2.1	1.7	2.1	2.2	8.1%
Visitor	6.0	5.8	5.9	7.0	7.4	4.7	6.9	7.0	7.3	7.6	7.6	0.2%
Total	7.5	7.3	7.4	8.5	9.0	6.6	9.1	9.1	8.9	9.6	9.8	1.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	53.7	55.0	58.8	59.6	64.8	37.8	60.4	62.2	66.0	67.7	68.4	1.0%
Other travel*	4.8	4.2	4.7	5.4	5.6	1.7	3.7	5.3	4.8	4.5	4.4	-1.6%
Total	58.5	59.1	63.5	65.0	70.5	39.5	64.1	67.5	70.8	72.2	72.8	0.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	13.9	14.9	16.2	15.3	17.0	9.6	14.4	8.3	11.9	13.3	13.3	0.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	13.2	7.6	10.4	11.5	11.7	2.2%
STVR**	NA	NA	NA	NA	NA	NA	1.2	0.7	1.4	1.8	1.6	-13.7%
Campground	5.8	5.9	6.1	6.4	6.9	5.8	7.5	9.7	9.7	9.7	10.2	4.3%
Private Home (VFR)	15.7	15.6	17.0	17.6	19.6	6.4	20.9	21.4	21.2	21.3	21.5	1.1%
Seasonal Home	6.7	6.8	7.2	7.9	8.1	11.8	10.6	12.4	12.7	12.6	12.5	-1.0%
Day Travel	11.7	11.8	12.3	12.4	13.3	4.2	6.9	10.3	10.6	10.8	10.9	1.5%
Total	39.8	40.1	42.6	44.3	47.8	28.2	60.4	62.2	66.0	67.7	68.4	1.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.3	9.9	10.6	10.4	11.4	9.8	12.5	10.7	12.3	12.8	12.9	0.5%
Food Service	17.5	18.4	19.4	19.2	20.7	11.5	19.4	19.8	21.4	22.4	22.6	0.9%
Food Stores	4.3	4.3	4.3	4.2	4.5	2.6	4.9	5.5	5.8	5.8	6.0	3.3%
Arts, Ent. & Rec.	9.0	9.3	9.6	9.3	9.7	5.4	8.5	8.6	9.1	9.5	9.6	1.4%
Retail Sales	5.9	6.1	7.2	8.1	9.3	4.9	8.5	8.9	9.1	9.0	9.1	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	7.7	7.0	7.8	8.5	9.1	3.6	6.6	8.6	8.3	8.1	8.1	0.6%
Total	53.7	55.0	58.8	59.6	64.8	37.8	60.4	62.2	66.0	67.7	68.4	1.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	12.7	13.2	13.3	12.3	13.6	11.4	12.7	13.6	13.9	14.2	14.6	2.3%
Arts, Ent. & Rec.	5.1	5.3	5.6	8.5	9.2	7.4	9.3	8.2	7.6	9.0	9.5	5.4%
Retail*	1.7	1.8	1.9	1.9	2.0	2.2	2.9	2.6	2.4	2.4	2.3	-4.1%
Ground Trans.	0.7	0.7	0.9	1.2	1.3	0.5	0.5	0.5	0.5	0.5	0.5	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
Other travel**	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	-29.1%
Total	20.3	21.3	21.8	24.1	26.3	21.6	25.7	25.1	24.6	26.4	27.1	2.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	510	490	470	410	450	370	360	370	390	370	350	-5.4%
Arts, Ent. & Rec.	340	330	330	480	570	420	560	470	450	470	460	-2.1%
Retail*	60	60	60	60	60	60	60	50	50	40	40	0.0%
Ground Trans.	20	20	20	20	30	20	20	20	20	30	20	-33.3%
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	0	-100.0%
Total	940	900	880	980	1,110	870	1,010	930	910	920	880	-5.4%

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



Lassen County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1.5	1.5	1.6	1.7	1.9	1.6	2.2	1.8	1.7	2.0	2.0	3.2%
State**	3.2	3.1	3.2	3.5	3.8	2.3	3.6	3.5	3.5	3.7	3.7	2.1%
Total	4.7	4.6	4.8	5.2	5.8	3.9	5.8	5.3	5.2	5.6	5.8	2.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.6	0.6	0.6	0.7	0.8	0.8	1.0	0.8	0.6	0.8	0.8	6.1%
Visitor	0.8	0.9	1.0	1.0	1.1	0.8	1.2	1.0	1.2	1.2	1.2	1.4%
Total	1.5	1.5	1.6	1.7	1.9	1.6	2.2	1.8	1.7	2.0	2.0	3.2%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.7	0.7	0.7	0.7	0.7	0.8	0.9	0.8	0.6	0.7	0.8	4.0%
Visitor	2.5	2.4	2.5	2.8	3.1	1.6	2.7	2.7	2.9	2.9	3.0	1.6%
Total	3.2	3.1	3.2	3.5	3.8	2.3	3.6	3.5	3.5	3.7	3.7	2.1%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	26,355.6	26,446.1	0.3%
Other travel*	5,246.4	5,179.5	5,621.8	6,179.4	6,417.7	2,838.2	4,667.0	7,500.0	8,180.4	8,740.2	8,625.3	-1.3%
Total	26,828.4	28,039.4	29,853.8	31,952.2	32,674.7	13,203.0	21,682.8	31,037.0	33,816.7	35,095.8	35,071.4	-0.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	16,975.3	17,019.1	0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	9,187.9	12,796.8	13,985.8	14,124.5	14,284.0	1.1%
STVR**	NA	NA	NA	NA	NA	NA	1,337.4	2,028.1	2,533.2	2,850.7	2,735.1	-4.1%
Campground	92.5	93.6	98.2	103.1	111.1	93.0	121.4	158.3	157.2	158.3	165.5	4.6%
Private Home (VFR)	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	4,062.2	4,027.5	-0.9%
Seasonal Home	162.2	164.4	172.6	186.2	190.6	340.0	306.3	340.3	347.6	352.5	357.3	1.4%
Day Travel	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	4,807.4	4,876.7	1.4%
Total	8,754.0	8,920.0	9,428.5	10,044.0	10,479.6	3,364.7	17,015.8	23,537.0	25,636.3	26,355.6	26,446.1	0.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	6,861.0	6,822.3	-0.6%
Food Service	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	6,683.6	6,865.5	2.7%
Food Stores	615.4	628.8	640.0	659.7	666.8	288.8	564.4	744.7	850.4	881.4	905.1	2.7%
Arts, Ent. & Rec.	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	3,286.5	3,356.4	2.1%
Retail Sales	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	2,909.3	2,939.0	1.0%
Visitor Air	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	2,354.0	2,166.5	-8.0%
Local Tran. & Gas	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	3,379.8	3,391.3	0.3%
Total	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	26,355.6	26,446.1	0.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	7,661.2	7,907.3	3.2%
Arts, Ent. & Rec.	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	2,758.5	2,700.4	-2.1%
Retail*	483.8	512.3	529.3	559.9	575.4	571.6	636.6	680.4	716.7	737.9	744.0	0.8%
Ground Trans.	420.2	471.7	514.6	650.6	694.6	282.3	281.7	334.3	415.3	425.6	425.1	-0.1%
Visitor Air	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	2,427.2	2,462.7	1.5%
Other travel**	1,668.7	2,111.5	2,364.4	2,504.2	3,188.6	2,949.6	2,548.5	2,901.6	3,249.5	3,632.8	3,777.3	4.0%
Total	10,236.5	11,830.3	12,689.0	13,729.9	15,496.7	12,233.4	12,493.0	14,803.8	16,296.9	17,643.1	18,016.9	2.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	115,960	121,910	125,480	129,520	127,760	91,770	99,500	117,460	122,790	124,040	122,860	-1.0%
Arts, Ent. & Rec.	29,230	30,590	30,210	32,160	32,730	21,670	24,590	30,500	32,000	33,200	32,980	-0.7%
Retail*	13,640	14,060	14,110	14,400	13,990	12,810	13,240	13,530	13,610	13,540	13,340	-1.5%
Ground Trans.	9,620	10,150	10,410	12,340	13,170	8,360	8,040	9,530	10,830	11,400	11,640	2.1%
Visitor Air	10,660	13,100	14,750	15,050	19,420	17,380	14,090	14,300	15,450	15,940	15,800	-0.9%
Other travel**	24,050	26,660	28,190	28,760	32,950	28,200	23,780	25,200	26,220	27,200	27,530	1.2%
Total	203,160	216,460	223,160	232,230	240,030	180,190	183,230	210,530	220,900	225,310	224,150	-0.5%

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

Los Angeles County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1,162.4	1,291.1	1,452.5	1,558.9	1,638.8	1,031.5	1,328.9	1,650.9	1,641.9	1,795.6	1,826.7	1.7%
State**	1,142.0	1,168.1	1,171.2	1,292.6	1,371.2	752.6	1,061.3	1,218.8	1,253.7	1,353.8	1,388.1	2.5%
Total	2,304.3	2,459.2	2,623.7	2,851.5	3,010.1	1,784.1	2,390.2	2,869.7	2,895.6	3,149.4	3,214.8	2.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	365.4	406.5	435.8	471.9	532.5	556.5	572.1	574.7	464.2	596.2	629.1	5.5%
Visitor	797.0	884.6	1,016.7	1,086.9	1,106.3	475.0	756.8	1,076.2	1,177.7	1,199.4	1,197.7	-0.1%
Total	1,162.4	1,291.1	1,452.5	1,558.9	1,638.8	1,031.5	1,328.9	1,650.9	1,641.9	1,795.6	1,826.7	1.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	325.5	353.8	331.8	337.2	377.6	358.0	394.2	421.4	383.2	456.2	472.2	3.5%
Visitor	816.4	814.4	839.3	955.4	993.7	394.6	667.1	797.4	870.5	897.7	915.8	2.0%
Total	1,142.0	1,168.1	1,171.2	1,292.6	1,371.2	752.6	1,061.3	1,218.8	1,253.7	1,353.8	1,388.1	2.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	244.5	264.4	286.0	304.6	318.9	191.4	296.0	374.4	387.9	396.8	405.6	2.2%
Other travel*	24.3	26.6	30.3	34.7	36.1	13.9	21.2	30.5	29.1	27.8	29.2	4.8%
Total	268.8	291.0	316.2	339.3	355.0	205.3	317.2	404.9	417.0	424.7	434.8	2.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	117.2	133.9	148.0	156.3	163.1	119.5	171.2	210.0	220.7	225.2	229.6	1.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	87.4	106.4	106.3	105.6	112.2	6.3%
STVR**	NA	NA	NA	NA	NA	NA	83.8	103.6	114.4	119.7	117.4	-1.9%
Campground	22.0	22.2	23.3	24.5	26.4	22.0	28.6	37.4	37.1	37.6	39.4	4.7%
Private Home (VFR)	35.5	35.6	38.7	42.8	45.7	13.7	44.3	49.8	51.2	53.2	54.0	1.5%
Seasonal Home	17.5	17.8	18.7	19.9	20.4	19.0	17.2	23.2	23.7	24.4	24.9	2.3%
Day Travel	52.3	54.8	57.1	61.1	63.4	17.2	34.7	54.0	55.2	56.4	57.7	2.3%
Total	127.3	130.5	137.9	148.3	155.8	71.9	296.0	374.4	387.9	396.8	405.6	2.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	58.5	66.8	73.2	76.4	79.7	68.6	98.4	124.7	127.9	130.0	132.2	1.7%
Food Service	66.2	73.7	79.1	83.5	87.9	49.4	72.4	90.1	96.6	103.3	107.0	3.6%
Food Stores	14.1	14.6	14.9	15.2	15.8	10.7	21.8	27.5	29.9	30.3	31.0	2.2%
Arts, Ent. & Rec.	32.2	35.1	36.8	38.0	38.9	21.3	35.6	41.4	44.3	45.5	46.3	1.8%
Retail Sales	32.6	35.1	38.4	41.7	44.5	21.4	33.2	40.4	41.4	40.9	41.6	1.8%
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	40.8	39.1	43.6	49.9	52.1	20.1	34.6	50.2	47.9	46.8	47.5	1.4%
Total	244.5	264.4	286.0	304.6	318.9	191.4	296.0	374.4	387.9	396.8	405.6	2.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	60.0	69.4	77.4	81.8	87.7	79.9	100.8	116.1	98.3	111.0	120.6	8.7%
Arts, Ent. & Rec.	15.7	16.5	21.4	22.9	24.3	20.7	25.0	31.5	27.0	33.6	37.7	12.2%
Retail*	8.3	9.1	9.7	10.3	10.9	12.8	15.5	15.8	14.1	15.1	16.7	10.8%
Ground Trans.	3.8	4.5	5.3	7.6	8.3	3.0	3.0	3.1	2.8	3.4	3.5	4.9%
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**	1.1	2.3	2.7	2.8	3.1	3.2	4.0	3.7	3.9	4.4	5.4	22.6%
Total	88.9	101.8	116.6	125.5	134.3	119.4	148.3	170.2	146.1	167.4	183.9	9.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,910	2,070	2,150	2,210	2,250	2,010	2,300	2,490	2,040	2,110	2,160	2.4%
Arts, Ent. & Rec.	890	990	1,380	1,550	1,510	1,220	1,340	1,700	1,350	1,520	1,600	5.3%
Retail*	260	280	300	300	310	340	380	370	320	320	340	6.3%
Ground Trans.	100	110	110	150	170	140	140	170	160	170	170	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	50	90	110	110	110	110	130	110	100	110	140	27.3%
Total	3,210	3,540	4,050	4,320	4,350	3,820	4,290	4,840	3,960	4,240	4,400	4.3%

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



Madera County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	8.8	9.9	10.9	11.9	12.6	11.7	15.6	17.9	15.8	17.4	18.4	5.5%
State**	14.3	14.5	15.3	17.5	18.6	11.5	17.0	18.8	18.0	19.5	20.5	5.0%
Total	23.1	24.5	26.3	29.4	31.2	23.2	32.6	36.7	33.8	37.0	38.9	5.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	2.9	3.2	3.5	3.8	4.1	4.9	6.1	5.9	3.7	5.0	5.7	13.7%
Visitor	5.9	6.7	7.4	8.1	8.5	6.8	9.6	12.0	12.1	12.4	12.7	2.1%
Total	8.8	9.9	10.9	11.9	12.6	11.7	15.6	17.9	15.8	17.4	18.4	5.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	3.0	3.3	3.4	3.5	3.7	4.1	5.1	5.2	3.6	4.6	5.1	11.8%
Visitor	11.3	11.3	11.9	14.0	14.9	7.4	11.8	13.6	14.4	14.9	15.4	3.0%
Total	14.3	14.5	15.3	17.5	18.6	11.5	17.0	18.8	18.0	19.5	20.5	5.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	543.7	561.2	566.0	622.0	643.1	252.6	488.2	626.3	636.0	644.4	681.9	5.8%
Other travel*	171.5	170.0	164.9	174.4	195.2	111.7	196.0	242.2	256.7	258.0	260.4	1.0%
Total	715.2	731.1	730.9	796.4	838.3	364.3	684.1	868.5	892.7	902.4	942.4	4.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	295.0	309.9	300.0	335.8	345.1	118.9	256.5	350.0	355.7	359.5	389.0	8.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	158.8	225.3	234.5	243.5	264.2	8.5%
STVR**	NA	NA	NA	NA	NA	NA	97.7	124.7	121.2	116.0	124.8	7.6%
Campground	35.4	35.9	37.6	39.5	42.6	35.8	46.2	60.3	59.9	60.3	63.0	4.5%
Private Home (VFR)	84.1	84.8	92.4	101.9	108.0	28.6	85.6	91.6	93.4	95.8	97.0	1.3%
Seasonal Home	31.1	31.6	33.6	37.2	38.1	41.1	37.0	41.2	42.1	42.6	43.0	1.1%
Day Travel	98.0	99.0	102.4	107.5	109.3	28.1	62.7	83.2	84.8	86.4	89.8	4.0%
Total	248.7	251.3	266.1	286.2	297.9	133.7	488.2	626.3	636.0	644.4	681.9	5.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	154.9	164.3	158.6	177.4	184.2	85.4	165.1	208.1	203.9	202.6	217.9	7.5%
Food Service	154.2	161.9	164.3	177.4	182.9	65.8	125.8	164.8	174.7	182.1	192.3	5.6%
Food Stores	27.2	27.3	27.3	28.1	28.9	16.7	31.1	39.7	41.6	41.7	44.0	5.4%
Arts, Ent. & Rec.	84.2	86.7	86.0	90.7	91.0	31.1	63.9	78.3	81.7	84.6	89.3	5.6%
Retail Sales	74.1	75.4	80.6	91.7	97.6	34.4	64.5	79.9	81.2	81.1	84.5	4.1%
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	49.1	45.5	49.2	56.7	58.5	19.2	37.7	55.6	53.0	52.3	54.1	3.4%
Total	543.7	561.2	566.0	622.0	643.1	252.6	488.2	626.3	636.0	644.4	681.9	5.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	170.5	188.5	197.1	209.6	221.4	150.5	174.8	220.6	225.7	231.2	242.3	4.8%
Arts, Ent. & Rec.	51.3	55.4	56.1	58.6	59.8	45.4	51.4	58.2	68.6	75.9	79.5	4.8%
Retail*	14.0	14.5	15.0	17.4	17.0	16.9	18.0	18.7	19.5	18.9	19.1	1.0%
Ground Trans.	5.5	6.1	7.0	10.2	10.9	2.8	2.9	2.9	3.1	3.8	4.1	9.8%
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**	41.2	42.6	39.9	40.9	46.6	23.2	34.2	40.1	43.8	44.5	44.9	1.0%
Total	282.5	307.1	315.1	336.7	355.7	238.7	281.3	340.5	360.6	374.2	389.9	4.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	3,390	3,450	3,510	3,620	3,650	2,490	2,640	3,100	3,100	3,110	3,140	1.0%
Arts, Ent. & Rec.	1,570	1,670	1,690	1,670	1,720	1,250	1,280	1,490	1,720	1,820	1,900	4.4%
Retail*	340	350	350	380	400	390	380	370	370	370	360	-2.7%
Ground Trans.	140	150	150	200	220	130	130	160	170	190	200	5.3%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	560	600	550	590	660	300	400	370	380	390	380	-2.6%
Total	6,000	6,220	6,250	6,460	6,640	4,550	4,830	5,490	5,750	5,880	5,980	1.7%

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

Marin County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	29.8	31.1	30.8	34.8	36.8	20.4	30.2	35.5	32.6	34.9	37.5	7.5%
State**	29.5	29.2	29.0	32.3	34.0	17.4	27.2	31.3	30.8	32.8	34.4	5.0%
Total	59.3	60.3	59.9	67.1	70.8	37.7	57.4	66.8	63.4	67.7	71.9	6.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	9.9	10.3	10.1	10.9	11.5	10.2	11.9	12.2	9.5	11.7	12.6	7.7%
Visitor	19.9	20.8	20.7	23.8	25.2	10.1	18.3	23.3	23.1	23.1	24.8	7.4%
Total	29.8	31.1	30.8	34.8	36.8	20.4	30.2	35.5	32.6	34.9	37.5	7.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	8.9	9.2	8.6	8.6	9.1	7.5	9.3	10.0	8.6	9.9	10.5	5.8%
Visitor	20.5	20.1	20.4	23.7	24.9	9.8	17.9	21.3	22.2	22.9	24.0	4.6%
Total	29.5	29.2	29.0	32.3	34.0	17.4	27.2	31.3	30.8	32.8	34.4	5.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	450.8	455.6	468.0	433.7	464.0	254.2	304.8	421.7	392.7	468.4	483.8	3.3%
Other travel*	2.7	2.4	2.7	3.1	3.2	1.0	2.0	3.0	2.8	2.7	2.6	-1.6%
Total	453.5	457.9	470.7	436.8	467.2	255.2	306.7	424.7	395.5	471.1	486.4	3.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	392.7	397.6	407.3	373.9	400.6	226.5	262.1	365.1	336.4	409.0	421.7	3.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	159.9	221.8	200.0	246.9	251.2	1.7%
STVR**	NA	NA	NA	NA	NA	NA	102.2	143.3	136.4	162.1	170.5	5.2%
Campground	2.6	2.7	2.8	2.9	3.1	2.6	3.4	4.5	4.4	4.4	4.6	6.6%
Private Home (VFR)	8.8	8.5	9.3	9.8	10.8	3.5	11.0	11.9	12.2	12.1	12.5	3.3%
Seasonal Home	10.2	10.4	11.1	12.1	12.4	10.8	9.7	10.6	10.9	10.8	11.1	2.5%
Day Travel	36.5	36.5	37.5	35.1	37.1	10.8	18.6	29.5	28.8	32.2	33.9	5.2%
Total	58.1	58.0	60.7	59.8	63.4	27.8	304.8	421.7	392.7	468.4	483.8	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	157.5	162.5	168.3	152.6	165.4	109.3	143.2	205.4	186.0	228.9	233.8	2.1%
Food Service	132.7	136.0	139.5	130.5	140.1	70.8	71.8	97.4	94.3	108.4	114.4	5.6%
Food Stores	9.9	9.7	9.6	8.9	9.4	4.8	12.5	17.0	17.1	19.9	21.0	5.9%
Arts, Ent. & Rec.	64.0	64.3	64.5	59.0	61.7	29.8	35.7	45.0	43.4	52.5	54.1	3.1%
Retail Sales	50.3	49.7	50.1	46.4	48.9	23.2	25.0	31.9	29.8	34.4	34.9	1.2%
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	36.4	33.3	35.8	36.2	38.6	16.3	16.6	25.0	22.0	24.3	25.6	5.2%
Total	450.8	455.6	468.0	433.7	464.0	254.2	304.8	421.7	392.7	468.4	483.8	3.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	77.8	78.2	84.5	72.8	83.1	78.3	95.1	141.6	144.7	160.3	192.4	20.1%
Arts, Ent. & Rec.	16.7	14.3	13.9	9.6	10.3	5.9	10.6	10.7	10.0	12.1	12.4	2.0%
Retail*	12.5	12.7	13.8	13.0	13.4	13.2	15.2	13.7	15.4	16.1	16.5	2.4%
Ground Trans.	5.0	5.4	6.1	7.8	8.7	2.9	0.0	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	0.2	0.2	0.2	0.2	0.2	0.5	0.3	0.4	0.4	0.6	38.0%
Total	112.1	110.7	118.5	103.3	115.6	100.4	121.4	166.3	170.5	188.9	221.8	17.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	3,120	2,880	3,080	2,680	2,850	2,760	3,050	4,150	4,280	4,410	5,080	15.2%
Arts, Ent. & Rec.	900	860	760	580	690	440	880	990	1,020	1,130	1,050	-7.1%
Retail*	410	400	410	400	380	340	380	320	340	340	360	5.9%
Ground Trans.	130	130	130	150	170	140	0	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	20	10	20	20	20	0.0%
Total	4,570	4,270	4,390	3,810	4,100	3,680	4,330	5,470	5,650	5,890	6,500	10.3%

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



Mariposa County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	20.6	21.0	21.7	20.0	21.8	15.7	21.3	29.0	25.5	31.6	33.5	6.1%
State**	14.0	13.5	13.4	12.6	13.7	9.0	11.3	14.3	13.2	15.4	17.0	10.2%
Total	34.5	34.5	35.2	32.6	35.4	24.6	32.6	43.3	38.7	47.0	50.5	7.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	3.7	3.5	3.6	3.2	3.6	4.1	5.3	6.2	4.7	6.1	7.4	21.4%
Visitor	16.9	17.5	18.1	16.8	18.2	11.5	16.0	22.8	20.8	25.5	26.1	2.5%
Total	20.6	21.0	21.7	20.0	21.8	15.7	21.3	29.0	25.5	31.6	33.5	6.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	4.1	3.9	3.8	3.2	3.5	3.8	4.3	5.3	4.5	5.5	6.6	19.2%
Visitor	9.9	9.6	9.6	9.4	10.1	5.1	7.0	9.0	8.7	9.9	10.4	5.2%
Total	14.0	13.5	13.4	12.6	13.7	9.0	11.3	14.3	13.2	15.4	17.0	10.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	384.3	421.8	451.6	435.2	466.8	294.1	464.5	513.0	509.0	513.6	517.6	0.8%
Other travel*	14.4	12.8	14.4	16.5	17.2	5.8	11.5	16.3	15.1	14.4	14.4	0.2%
Total	398.7	434.6	465.9	451.7	484.0	299.8	476.0	529.3	524.1	528.0	532.0	0.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	233.7	267.2	289.3	267.4	286.3	188.6	295.1	297.4	292.2	294.3	294.3	0.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	177.4	186.9	176.9	178.5	180.7	1.2%
STVR**	NA	NA	NA	NA	NA	NA	117.7	110.5	115.3	115.7	113.6	-1.9%
Campground	41.5	41.9	44.0	46.2	49.8	41.8	54.1	70.6	70.1	70.5	72.7	3.1%
Private Home (VFR)	43.6	44.1	46.8	49.0	54.2	17.8	58.8	63.3	64.4	65.4	66.3	1.3%
Seasonal Home	14.1	14.4	15.2	16.6	17.0	28.1	25.2	31.7	32.5	32.8	33.0	0.7%
Day Travel	51.4	54.1	56.2	56.1	59.5	17.7	31.2	49.9	49.8	50.6	51.3	1.3%
Total	150.6	154.6	162.2	167.8	180.5	105.4	464.5	513.0	509.0	513.6	517.6	0.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	104.2	121.4	130.6	123.0	134.3	109.2	166.2	171.9	164.8	160.8	159.9	-0.5%
Food Service	114.8	127.7	136.4	130.1	139.0	80.2	120.9	135.8	139.9	146.3	150.6	2.9%
Food Stores	22.4	23.0	23.3	22.8	24.1	16.2	34.1	38.7	40.6	41.0	42.5	3.7%
Arts, Ent. & Rec.	56.9	61.9	64.5	60.4	62.8	35.1	58.8	61.3	62.7	65.2	66.4	1.8%
Retail Sales	42.1	45.5	49.6	48.9	53.2	28.4	44.7	49.5	49.1	49.1	49.5	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	43.8	42.2	47.1	50.0	53.4	25.0	39.8	55.8	51.8	51.2	48.6	-5.0%
Total	384.3	421.8	451.6	435.2	466.8	294.1	464.5	513.0	509.0	513.6	517.6	0.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	129.0	149.2	162.1	161.8	177.8	136.6	170.6	186.3	203.3	206.6	210.2	1.7%
Arts, Ent. & Rec.	34.4	35.6	37.8	26.5	28.4	15.9	18.5	24.7	26.1	27.4	30.4	11.1%
Retail*	10.2	11.1	11.6	11.3	12.0	12.5	13.8	14.5	15.1	14.7	14.7	0.1%
Ground Trans.	4.6	5.4	6.4	8.4	9.3	3.6	3.5	3.6	3.7	4.4	4.6	5.9%
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**	0.9	1.0	1.1	1.2	1.2	1.0	1.1	1.2	1.4	1.3	1.6	17.3%
Total	179.1	202.3	219.0	209.1	228.6	169.5	207.6	230.3	249.6	254.4	261.5	2.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	3,560	3,880	4,120	3,920	4,160	3,210	3,620	3,900	3,960	3,880	3,810	-1.8%
Arts, Ent. & Rec.	2,480	2,680	2,590	1,740	1,700	860	960	1,290	1,420	1,420	1,430	0.7%
Retail*	310	320	330	310	320	310	320	320	320	300	300	0.0%
Ground Trans.	120	130	140	160	190	170	160	190	200	220	230	4.5%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	30	30	30	20	30	30	30	30	30	0.0%
Total	6,490	7,040	7,200	6,170	6,400	4,570	5,090	5,730	5,930	5,850	5,800	-0.9%

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

Mendocino County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	17.5	18.5	20.1	22.3	24.3	19.6	27.7	28.0	25.7	26.8	27.3	2.0%
State**	19.5	20.3	20.9	20.5	22.2	14.7	21.4	22.6	22.1	23.4	23.8	1.6%
Total	37.0	38.8	41.0	42.7	46.4	34.3	49.1	50.6	47.8	50.2	51.1	1.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	5.8	6.3	6.6	6.7	7.3	7.2	8.8	8.3	6.6	8.0	8.5	6.3%
Visitor	11.6	12.2	13.5	15.6	17.0	12.4	18.9	19.7	19.1	18.8	18.9	0.2%
Total	17.5	18.5	20.1	22.3	24.3	19.6	27.7	28.0	25.7	26.8	27.3	2.0%
State Tax Revenue Detail (\$Millions)												
Business/Employees	5.9	6.3	6.3	5.3	5.8	5.5	6.7	6.6	5.8	6.6	6.8	4.5%
Visitor	13.6	14.0	14.6	15.2	16.4	9.1	14.6	16.0	16.3	16.9	16.9	0.5%
Total	19.5	20.3	20.9	20.5	22.2	14.7	21.4	22.6	22.1	23.4	23.8	1.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	219.4	209.5	228.7	246.1	259.9	134.9	246.1	272.5	299.2	302.0	308.0	2.0%
Other travel*	41.3	36.3	41.5	50.1	51.4	15.7	32.9	51.4	48.4	46.7	46.0	-1.6%
Total	260.7	245.8	270.2	296.2	311.3	150.6	278.9	324.0	347.7	348.8	354.0	1.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	76.3	72.7	77.5	82.3	87.2	79.0	94.2	82.0	104.4	100.7	104.1	3.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	88.3	77.3	95.8	90.4	94.8	4.9%
STVR**	NA	NA	NA	NA	NA	NA	5.9	4.8	8.6	10.3	9.3	-10.1%
Campground	7.3	7.4	7.8	8.2	8.8	7.4	9.6	12.5	12.4	12.6	13.1	4.4%
Private Home (VFR)	73.8	69.8	79.7	88.1	94.3	25.5	99.7	113.4	115.5	120.5	121.7	0.9%
Seasonal Home	15.3	15.6	16.4	17.5	17.9	12.0	10.9	16.8	17.1	17.6	17.9	1.6%
Day Travel	46.7	44.1	47.3	50.1	51.8	10.9	31.8	47.8	49.8	50.6	51.2	1.2%
Total	143.1	136.9	151.2	163.9	172.7	55.8	246.1	272.5	299.2	302.0	308.0	2.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	40.1	39.9	42.3	44.6	47.3	36.8	43.9	44.5	53.4	50.5	52.0	2.9%
Food Service	61.2	60.6	64.6	67.8	71.2	40.1	75.2	79.9	90.3	96.7	98.8	2.2%
Food Stores	12.5	12.1	12.5	12.7	13.0	6.8	14.7	17.1	18.7	19.2	19.7	2.8%
Arts, Ent. & Rec.	28.7	27.8	29.0	29.7	30.4	16.7	30.0	30.8	34.4	35.2	36.1	2.5%
Retail Sales	26.4	25.3	29.9	34.1	38.7	17.9	38.2	41.7	44.4	43.7	44.3	1.4%
Visitor Air	0.0	0.0	0.7	0.6	0.3	0.3	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	50.4	43.9	49.7	56.7	58.9	16.3	44.0	58.6	58.0	56.7	57.0	0.6%
Total	219.4	209.5	228.7	246.1	259.9	134.9	246.1	272.5	299.2	302.0	308.0	2.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	43.2	44.4	46.6	49.7	53.0	48.9	58.5	66.4	75.1	82.8	88.8	7.2%
Arts, Ent. & Rec.	18.7	18.5	19.7	20.9	20.8	10.8	16.1	29.8	28.7	30.8	36.7	19.0%
Retail*	6.8	6.8	7.4	7.8	8.4	8.6	9.9	10.9	11.5	12.2	12.6	3.6%
Ground Trans.	4.2	4.4	5.3	7.5	8.1	2.5	2.4	2.5	2.5	3.1	3.2	4.4%
Visitor Air	0.0	0.0	1.4	0.5	0.5	1.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.6	1.8	2.3	3.5	3.7	3.7	2.1	2.7	2.9	3.1	3.2	3.9%
Total	74.5	75.9	82.7	89.8	94.5	75.6	89.0	112.2	120.7	132.0	144.6	9.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,610	1,550	1,570	1,580	1,630	1,480	1,620	1,780	1,890	1,910	1,940	1.6%
Arts, Ent. & Rec.	1,130	1,080	1,140	1,090	1,060	560	770	1,300	1,340	1,320	1,430	8.3%
Retail*	240	230	240	250	260	240	260	260	260	270	280	3.7%
Ground Trans.	110	110	110	150	160	120	110	130	140	150	160	6.7%
Visitor Air	0	0	10	0	10	10	0	0	0	0	0	NA
Other travel**	60	70	70	80	80	90	60	70	70	70	70	0.0%
Total	3,150	3,040	3,150	3,150	3,190	2,500	2,810	3,540	3,700	3,730	3,870	4.3%

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

Merced County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	6.3	6.2	7.2	8.1	8.6	7.1	10.1	10.4	10.6	11.4	12.2	6.7%
State**	16.1	14.7	15.5	18.6	19.8	10.0	17.8	18.8	19.7	21.0	21.8	3.8%
Total	22.4	20.9	22.7	26.7	28.5	17.1	27.8	29.1	30.3	32.4	34.0	4.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	2.4	2.3	2.6	2.8	3.0	3.2	3.8	4.1	3.2	4.2	4.7	13.2%
Visitor	3.9	3.9	4.7	5.3	5.7	4.0	6.3	6.3	7.4	7.3	7.5	2.9%
Total	6.3	6.2	7.2	8.1	8.6	7.1	10.1	10.4	10.6	11.4	12.2	6.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	2.7	2.6	2.5	2.5	2.6	2.6	3.0	3.4	2.9	3.6	4.0	11.2%
Visitor	13.4	12.2	13.0	16.1	17.2	7.4	14.8	15.4	16.8	17.4	17.8	2.2%
Total	16.1	14.7	15.5	18.6	19.8	10.0	17.8	18.8	19.7	21.0	21.8	3.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	22.7	23.1	24.6	25.7	27.9	20.4	23.8	27.9	27.4	27.2	27.6	1.4%
Other travel*	1.4	1.2	1.3	1.5	1.6	0.5	1.0	1.5	1.4	1.3	1.3	-1.6%
Total	24.0	24.3	25.9	27.3	29.5	20.9	24.7	29.4	28.8	28.5	28.9	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.3	7.7	8.2	8.5	9.5	9.4	7.4	7.7	7.1	7.0	7.1	1.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	6.2	6.4	5.7	5.5	5.7	2.8%
STVR**	NA	NA	NA	NA	NA	NA	1.2	1.3	1.4	1.4	1.4	-2.1%
Campground	4.1	4.1	4.3	4.5	4.9	4.1	5.3	6.9	6.8	6.9	7.1	3.8%
Private Home (VFR)	4.3	4.2	4.6	4.9	5.3	1.8	5.4	5.8	6.0	6.0	6.0	-0.2%
Seasonal Home	1.4	1.4	1.5	1.6	1.7	2.6	2.4	2.7	2.7	2.7	2.7	-1.0%
Day Travel	5.7	5.7	6.0	6.2	6.6	2.5	3.3	4.8	4.7	4.7	4.7	0.7%
Total	15.4	15.4	16.4	17.2	18.4	11.0	23.8	27.9	27.4	27.2	27.6	1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.1	4.4	4.7	4.9	5.4	6.2	5.3	5.9	5.5	5.4	5.5	2.4%
Food Service	6.9	7.2	7.6	7.9	8.5	5.8	7.0	8.0	8.1	8.1	8.1	-1.0%
Food Stores	2.0	2.0	2.0	2.0	2.1	1.5	2.3	2.8	2.9	2.9	3.1	4.6%
Arts, Ent. & Rec.	3.6	3.7	3.8	3.9	4.1	2.6	3.2	3.6	3.6	3.7	3.7	2.7%
Retail Sales	2.7	2.7	3.0	3.3	3.7	2.2	2.9	3.3	3.3	3.2	3.3	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	3.4	3.1	3.4	3.9	4.1	2.1	3.0	4.3	4.0	3.9	3.9	1.4%
Total	22.7	23.1	24.6	25.7	27.9	20.4	23.8	27.9	27.4	27.2	27.6	1.4%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	6.7	7.4	7.9	7.7	8.7	9.0	10.7	12.5	14.1	15.9	15.2	-4.6%
Arts, Ent. & Rec.	0.9	0.9	1.0	1.0	1.1	0.9	1.1	1.4	1.8	2.0	2.0	0.9%
Retail*	1.0	1.0	1.0	1.0	1.1	1.3	2.2	1.9	1.8	1.5	1.6	5.5%
Ground Trans.	0.3	0.3	0.4	0.6	0.6	0.3	0.4	0.3	0.4	0.4	0.5	16.7%
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	0.3	0.2	0.1	0.1	0.1	0.9%
Total	8.9	9.8	10.4	10.4	11.6	11.5	14.6	16.3	18.2	20.0	19.4	-2.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	220	220	220	210	230	220	250	270	270	280	250	-10.7%
Arts, Ent. & Rec.	40	40	30	30	40	30	30	40	40	40	40	0.0%
Retail*	30	30	30	30	30	30	40	30	30	20	20	0.0%
Ground Trans.	10	10	10	10	10	10	10	20	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	10	0	0	0	0	NA
Total	290	290	300	290	310	300	340	350	360	370	340	-8.3%

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

Modoc County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	0.6	0.7	0.7	0.7	0.8	0.9	1.0	1.1	0.9	1.1	1.1	1.4%
State**	1.3	1.3	1.3	1.4	1.5	1.2	1.5	1.6	1.6	1.7	1.7	0.8%
Total	1.9	1.9	2.0	2.2	2.4	2.1	2.6	2.7	2.5	2.8	2.8	1.0%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.3	0.3	0.3	0.3	0.3	0.5	0.6	0.5	0.4	0.6	0.6	0.6%
Visitor	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	2.3%
Total	0.6	0.7	0.7	0.7	0.8	0.9	1.0	1.1	0.9	1.1	1.1	1.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5	0.6	0.6	-0.9%
Visitor	1.0	0.9	1.0	1.1	1.2	0.7	1.0	1.1	1.1	1.1	1.2	1.6%
Total	1.3	1.3	1.3	1.4	1.5	1.2	1.5	1.6	1.6	1.7	1.7	0.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	492.4	545.9	612.9	622.3	667.4	435.4	578.3	694.6	714.2	709.3	735.4	3.7%
Other travel*	2.6	2.4	2.9	3.4	3.6	1.4	1.5	3.4	3.1	2.9	2.6	-10.9%
Total	495.0	548.3	615.8	625.7	671.0	436.8	579.8	698.0	717.2	712.2	738.0	3.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	379.7	429.9	487.5	490.0	529.3	317.5	446.5	537.0	554.0	548.8	571.4	4.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	185.1	229.7	220.9	225.5	238.4	5.7%
STVR**	NA	NA	NA	NA	NA	NA	261.4	307.3	333.0	323.3	332.9	3.0%
Campground	32.1	32.5	34.1	35.8	38.6	32.4	42.2	55.1	54.7	55.1	57.8	4.7%
Private Home (VFR)	7.7	7.8	9.7	10.3	10.0	3.1	8.1	8.6	8.9	9.1	9.2	1.9%
Seasonal Home	40.2	40.9	43.7	47.7	48.9	66.8	60.0	59.3	60.7	60.6	60.4	-0.3%
Day Travel	32.6	34.8	37.8	38.5	40.5	15.6	21.5	34.6	36.0	35.7	36.7	2.8%
Total	112.7	116.0	125.4	132.3	138.0	117.9	578.3	694.6	714.2	709.3	735.4	3.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	165.6	188.9	214.2	212.6	234.4	175.7	250.6	310.2	314.4	310.2	322.5	4.0%
Food Service	141.8	159.9	178.1	181.5	194.5	118.9	132.8	157.7	166.6	170.4	178.2	4.5%
Food Stores	17.6	18.4	19.3	19.3	20.4	14.8	38.6	45.7	50.0	48.6	50.3	3.4%
Arts, Ent. & Rec.	69.6	76.7	83.2	82.9	86.5	52.3	74.5	80.0	84.6	84.4	86.7	2.8%
Retail Sales	51.3	56.0	62.2	64.5	67.4	40.7	45.6	50.5	51.1	49.6	50.6	2.0%
Visitor Air	0.0	0.0	2.6	2.6	1.6	0.8	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	46.4	46.0	53.3	58.9	62.6	32.2	36.1	50.5	47.5	46.1	47.1	2.3%
Total	492.4	545.9	612.9	622.3	667.4	435.4	578.3	694.6	714.2	709.3	735.4	3.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	75.2	87.9	106.6	108.3	121.4	84.2	124.4	150.9	158.4	143.6	147.3	2.6%
Arts, Ent. & Rec.	42.0	44.0	43.5	48.8	51.7	39.5	40.9	52.3	55.3	57.5	64.2	11.6%
Retail*	10.9	12.1	13.4	13.6	13.7	13.7	15.3	16.2	15.9	16.8	16.2	-3.8%
Ground Trans.	5.7	6.8	8.5	11.8	13.1	5.2	5.2	5.3	5.4	6.5	6.9	5.9%
Visitor Air	0.0	0.0	5.1	5.2	6.6	6.7	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.3	0.8	1.0	1.4	0.9	0.1	0.4	0.4	0.4	0.3	-25.6%
Total	134.1	151.0	177.8	188.6	207.8	150.2	185.8	225.1	235.3	224.8	234.9	4.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	2,270	2,420	2,730	2,840	3,090	2,160	3,090	3,480	3,760	3,390	3,480	2.7%
Arts, Ent. & Rec.	2,160	2,250	2,250	2,340	2,280	1,560	1,620	1,890	1,810	1,830	2,040	11.5%
Retail*	350	350	350	370	360	330	340	340	310	320	320	0.0%
Ground Trans.	150	160	180	230	260	250	240	290	300	330	340	3.0%
Visitor Air	0	0	50	50	70	60	0	0	0	0	0	NA
Other travel**	10	10	20	20	20	10	0	10	10	10	10	0.0%
Total	4,940	5,200	5,580	5,840	6,080	4,380	5,300	6,000	6,200	5,880	6,190	5.3%

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

Mono County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	28.7	32.8	37.0	37.6	41.4	30.0	37.5	45.1	43.9	44.3	46.5	4.9%
State**	15.9	16.9	18.3	19.3	20.8	15.0	20.7	23.1	22.7	23.2	24.2	4.5%
Total	44.6	49.7	55.3	56.8	62.3	45.0	58.2	68.2	66.6	67.5	70.7	4.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	4.4	4.8	5.4	5.8	6.4	6.1	7.6	7.8	6.0	6.8	7.3	8.1%
Visitor	24.3	28.0	31.6	31.7	35.0	23.8	29.9	37.3	37.9	37.5	39.1	4.3%
Total	28.7	32.8	37.0	37.6	41.4	30.0	37.5	45.1	43.9	44.3	46.5	4.9%
State Tax Revenue Detail (\$Millions)												
Business/Employees	4.8	5.1	5.6	5.5	6.0	5.8	6.8	7.4	6.3	6.6	7.0	5.9%
Visitor	11.1	11.8	12.8	13.8	14.8	9.2	13.9	15.7	16.4	16.5	17.2	3.9%
Total	15.9	16.9	18.3	19.3	20.8	15.0	20.7	23.1	22.7	23.2	24.2	4.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	3,025.0	3,152.8	4.2%
Other travel*	92.1	85.5	94.6	105.3	113.0	40.6	73.2	108.0	104.7	107.0	107.1	0.1%
Total	2,701.7	2,759.3	2,820.2	3,135.6	3,240.5	1,552.5	2,418.8	2,952.3	2,951.5	3,132.0	3,259.9	4.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	2,203.5	2,308.3	4.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,556.0	1,839.3	1,830.0	1,957.5	2,062.0	5.3%
STVR**	NA	NA	NA	NA	NA	NA	180.7	216.6	220.0	246.0	246.3	0.1%
Campground	41.3	41.8	43.9	46.0	49.6	41.5	53.9	70.3	69.9	70.4	73.7	4.7%
Private Home (VFR)	157.9	156.8	172.6	190.6	205.0	71.2	199.7	223.3	226.3	234.6	238.7	1.8%
Seasonal Home	57.6	58.5	63.3	71.6	73.3	100.7	90.5	93.0	95.3	96.5	98.0	1.6%
Day Travel	459.7	465.0	481.7	507.8	518.8	153.5	264.7	401.7	405.3	420.1	434.1	3.3%
Total	716.5	722.1	761.5	816.0	846.7	366.8	2,345.6	2,844.3	2,846.8	3,025.0	3,152.8	4.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	684.1	712.1	716.0	835.4	879.1	449.2	823.9	985.7	962.1	1,026.6	1,067.4	4.0%
Food Service	799.5	836.8	858.6	938.7	966.6	485.0	663.1	800.5	828.2	894.1	945.1	5.7%
Food Stores	72.8	73.0	72.9	76.2	77.7	43.4	69.0	86.2	90.2	94.2	98.1	4.1%
Arts, Ent. & Rec.	357.5	366.8	367.8	392.8	394.0	184.2	260.4	298.9	304.8	327.7	341.5	4.2%
Retail Sales	454.2	459.1	468.8	509.0	519.7	240.7	340.3	403.5	401.3	411.6	424.1	3.0%
Visitor Air	17.6	18.0	17.5	17.5	23.8	6.9	14.2	29.2	30.0	36.4	37.2	2.4%
Local Tran. & Gas	223.8	207.9	224.0	260.7	266.7	102.6	174.8	240.3	230.2	234.4	239.4	2.2%
Total	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	3,025.0	3,152.8	4.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	590.4	636.8	656.4	743.9	786.1	561.2	672.8	854.2	915.1	969.5	1,040.2	7.3%
Arts, Ent. & Rec.	385.8	387.9	396.7	438.6	454.5	348.6	374.4	461.3	537.4	591.1	643.2	8.8%
Retail*	75.0	77.3	76.0	85.3	86.4	87.0	97.7	101.8	107.9	111.6	116.2	4.1%
Ground Trans.	25.6	28.3	31.9	46.3	49.4	17.6	17.3	18.5	20.0	23.0	24.6	6.8%
Visitor Air	15.6	16.2	16.5	17.6	20.1	19.5	22.9	27.4	30.8	34.1	35.2	3.2%
Other travel**	18.5	19.6	21.3	22.1	23.5	22.3	24.3	26.3	29.5	33.5	35.0	4.7%
Total	1,110.9	1,166.1	1,198.8	1,353.8	1,420.1	1,056.3	1,209.5	1,489.5	1,640.7	1,762.9	1,894.4	7.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	16,270	16,780	16,620	17,940	18,160	13,350	14,580	17,020	17,780	17,740	17,790	0.3%
Arts, Ent. & Rec.	4,710	4,770	4,670	5,070	5,360	3,750	4,020	4,910	5,460	5,810	6,060	4.3%
Retail*	2,170	2,200	2,090	2,270	2,220	2,090	2,180	2,180	2,190	2,240	2,280	1.8%
Ground Trans.	640	660	680	900	980	760	740	890	960	1,040	1,090	4.8%
Visitor Air	130	130	130	140	140	120	160	180	190	200	200	0.0%
Other travel**	290	310	320	320	310	270	300	300	310	330	340	3.0%
Total	24,210	24,860	24,500	26,630	27,160	20,340	21,980	25,490	26,890	27,360	27,760	1.5%

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

Monterey County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	113.3	117.0	124.7	146.4	153.5	97.0	155.6	178.7	166.6	187.1	199.0	6.3%
State**	130.7	130.0	126.1	139.0	144.3	86.3	113.7	129.0	126.5	138.9	147.0	5.9%
Total	244.1	247.0	250.8	285.4	297.8	183.2	269.3	307.7	293.0	326.0	346.0	6.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	35.0	35.4	36.7	42.0	44.1	43.4	53.1	55.4	44.8	57.1	63.5	11.1%
Visitor	78.3	81.6	88.0	104.4	109.4	53.6	102.5	123.3	121.8	130.0	135.5	4.3%
Total	113.3	117.0	124.7	146.4	153.5	97.0	155.6	178.7	166.6	187.1	199.0	6.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	38.5	38.2	34.4	36.2	37.8	35.4	38.0	41.8	37.0	44.2	48.2	9.1%
Visitor	92.3	91.8	91.6	102.8	106.5	50.9	75.7	87.2	89.4	94.7	98.8	4.4%
Total	130.7	130.0	126.1	139.0	144.3	86.3	113.7	129.0	126.5	138.9	147.0	5.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,968.7	2,026.9	3.0%
Other travel*	43.2	61.6	61.8	70.9	71.2	29.1	36.0	55.8	60.5	61.8	58.4	-5.6%
Total	1,474.7	1,629.4	1,658.8	1,793.2	1,855.3	987.9	1,354.9	1,717.3	1,973.1	2,030.6	2,085.3	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	1,499.6	1,549.5	3.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	903.1	1,131.6	1,339.4	1,383.2	1,430.4	3.4%
STVR**	NA	NA	NA	NA	NA	NA	87.0	109.3	114.5	116.5	119.0	2.2%
Campground	15.7	15.9	16.6	17.5	18.8	15.8	20.5	26.7	26.6	26.7	27.6	3.2%
Private Home (VFR)	30.4	30.7	32.4	34.6	36.8	11.2	36.1	39.0	39.6	40.0	40.3	0.7%
Seasonal Home	20.8	21.2	22.5	25.1	25.7	45.8	40.9	45.3	46.5	46.9	46.9	0.1%
Day Travel	331.9	351.3	361.8	358.1	367.8	140.1	231.2	309.6	345.9	355.5	362.6	2.0%
Total	398.8	419.1	433.3	435.3	449.1	212.9	1,318.9	1,661.5	1,912.5	1,968.7	2,026.9	3.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	426.7	484.7	488.6	546.4	572.3	280.8	470.4	611.4	678.6	685.0	707.1	3.2%
Food Service	385.5	426.1	440.0	473.3	494.4	293.5	353.7	440.2	531.3	560.7	578.9	3.2%
Food Stores	38.4	40.3	40.3	41.4	42.6	23.8	36.3	46.1	53.7	55.4	57.7	4.2%
Arts, Ent. & Rec.	255.3	276.0	278.9	290.2	295.2	161.5	199.6	237.3	279.7	294.7	305.1	3.5%
Retail Sales	250.5	266.7	269.2	279.8	285.2	154.3	194.3	235.6	270.4	273.1	279.6	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	75.2	74.0	79.9	91.3	94.5	44.9	64.6	90.9	98.9	99.8	98.6	-1.3%
Total	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	1,968.7	2,026.9	3.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	416.1	465.0	483.0	543.8	580.0	378.9	469.7	618.3	696.0	707.4	738.8	4.4%
Arts, Ent. & Rec.	111.4	126.5	148.8	170.0	186.1	122.5	134.9	170.2	204.0	196.1	198.9	1.4%
Retail*	39.2	42.4	41.8	42.1	42.7	44.1	46.5	50.1	54.8	57.2	55.9	-2.2%
Ground Trans.	11.0	12.8	14.7	21.7	23.4	9.1	8.9	9.2	9.9	11.9	12.9	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**	7.6	14.3	13.9	15.8	15.6	11.0	8.6	13.4	15.9	17.1	16.2	-5.0%
Total	585.2	661.1	702.3	793.4	847.9	565.5	668.7	861.3	980.6	989.6	1,022.7	3.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	9,500	9,880	9,910	10,490	10,650	7,050	7,970	9,770	10,720	10,680	10,690	0.1%
Arts, Ent. & Rec.	4,840	5,210	5,960	6,370	6,440	4,030	4,570	6,320	6,890	7,350	7,480	1.8%
Retail*	1,080	1,170	1,120	1,130	1,100	1,090	1,040	1,080	1,120	1,150	1,090	-5.2%
Ground Trans.	280	310	310	420	470	430	420	500	560	610	640	4.9%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	160	210	210	200	200	140	120	190	200	190	190	0.0%
Total	15,860	16,770	17,510	18,610	18,840	12,730	14,110	17,860	19,480	19,980	20,080	0.6%

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



Napa County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	80.3	88.9	87.3	97.8	103.0	63.0	86.5	106.3	110.8	116.9	121.8	4.2%
State**	62.0	65.8	65.1	69.2	72.6	47.7	61.4	72.4	78.0	83.1	85.8	3.2%
Total	142.2	154.7	152.4	167.0	175.6	110.7	147.8	178.7	188.8	200.1	207.6	3.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	19.5	21.2	21.6	24.7	26.4	23.3	27.3	29.8	24.9	29.8	31.9	6.9%
Visitor	60.8	67.7	65.7	73.1	76.6	39.7	59.2	76.5	85.9	87.1	89.9	3.3%
Total	80.3	88.9	87.3	97.8	103.0	63.0	86.5	106.3	110.8	116.9	121.8	4.2%
State Tax Revenue Detail (\$Millions)												
Business/Employees	19.9	21.4	20.9	22.0	23.3	19.9	24.5	28.2	26.2	29.3	30.7	4.9%
Visitor	42.0	44.4	44.2	47.3	49.2	27.8	36.9	44.1	51.8	53.9	55.1	2.3%
Total	62.0	65.8	65.1	69.2	72.6	47.7	61.4	72.4	78.0	83.1	85.8	3.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	303.1	325.2	347.6	370.0	395.8	259.0	421.7	469.8	486.0	496.6	511.4	3.0%
Other travel*	15.3	13.4	15.1	17.5	18.3	5.7	11.9	18.1	16.9	16.1	15.8	-1.6%
Total	318.4	338.6	362.6	387.6	414.1	264.6	433.7	488.0	503.0	512.7	527.3	2.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	115.3	134.1	146.7	155.4	169.5	93.8	197.6	210.4	221.6	227.0	235.1	3.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	72.3	78.3	85.2	93.3	94.5	1.3%
STVR**	NA	NA	NA	NA	NA	NA	125.3	132.1	136.4	133.6	140.6	5.2%
Campground	26.3	26.6	27.9	29.3	31.6	26.5	34.3	44.8	44.5	44.9	47.1	4.8%
Private Home (VFR)	51.3	51.3	54.7	59.2	63.8	21.0	67.6	73.0	74.7	76.5	78.0	2.0%
Seasonal Home	45.4	46.2	49.0	53.5	54.8	86.2	77.4	72.5	74.2	75.5	76.7	1.5%
Day Travel	64.8	67.0	69.1	72.6	76.1	31.4	44.8	69.1	71.1	72.7	74.5	2.6%
Total	187.7	191.1	200.8	214.6	226.3	165.1	421.7	469.8	486.0	496.6	511.4	3.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	65.6	74.2	80.5	83.9	91.1	73.8	121.7	132.7	132.8	132.2	137.4	4.0%
Food Service	95.8	105.0	110.8	116.5	124.5	79.1	121.1	133.8	144.0	153.1	158.4	3.5%
Food Stores	19.0	19.3	19.5	19.8	20.7	13.5	31.8	36.2	38.6	38.8	40.5	4.4%
Arts, Ent. & Rec.	50.5	54.1	55.6	57.1	59.4	38.0	62.3	64.7	68.7	71.2	72.9	2.4%
Retail Sales	35.1	37.4	42.3	48.5	53.1	32.6	49.4	54.0	55.5	55.4	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	37.1	35.1	38.9	44.4	47.1	22.0	35.4	48.4	46.4	45.8	46.1	0.7%
Total	303.1	325.2	347.6	370.0	395.8	259.0	421.7	469.8	486.0	496.6	511.4	3.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	84.0	95.2	103.1	113.6	124.4	99.9	123.3	148.8	156.6	166.7	185.0	11.0%
Arts, Ent. & Rec.	16.6	18.6	21.2	21.1	22.6	21.9	23.3	28.1	34.0	38.0	38.3	0.7%
Retail*	8.8	9.5	10.0	10.9	11.5	12.5	14.1	14.7	15.5	16.0	16.4	2.5%
Ground Trans.	3.5	4.0	4.7	6.8	7.5	3.1	3.1	3.2	5.6	3.9	4.2	5.7%
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**	0.6	0.7	0.7	0.8	0.8	0.7	0.7	1.0	1.0	1.0	1.1	6.1%
Total	113.4	128.0	139.8	153.1	166.8	138.2	164.6	195.8	212.7	225.7	244.9	8.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	2,170	2,280	2,430	2,590	2,690	2,150	2,400	2,720	2,770	2,820	2,900	2.8%
Arts, Ent. & Rec.	740	770	840	820	850	750	720	840	950	980	970	-1.0%
Retail*	270	290	290	310	310	310	320	320	330	320	310	-3.1%
Ground Trans.	90	100	100	130	150	150	150	110	180	200	200	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%
Total	3,290	3,460	3,680	3,860	4,020	3,380	3,600	4,010	4,250	4,340	4,400	1.4%

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

Nevada County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	10.1	11.3	12.7	14.2	15.5	12.4	19.7	21.3	20.1	21.7	23.2	6.8%
State**	15.7	16.1	16.5	18.4	19.8	13.7	20.0	21.4	21.6	23.1	24.2	4.7%
Total	25.7	27.3	29.2	32.5	35.3	26.1	39.7	42.7	41.7	44.8	47.4	5.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	3.8	4.1	4.4	4.9	5.3	5.9	7.0	7.0	5.6	7.1	7.9	12.2%
Visitor	6.3	7.2	8.3	9.3	10.1	6.5	12.7	14.2	14.5	14.6	15.2	4.2%
Total	10.1	11.3	12.7	14.2	15.5	12.4	19.7	21.3	20.1	21.7	23.2	6.8%
State Tax Revenue Detail (\$Millions)												
Business/Employees	3.8	4.0	4.0	4.0	4.3	4.6	5.4	5.7	5.0	5.9	6.6	10.1%
Visitor	11.9	12.0	12.5	14.4	15.5	9.1	14.5	15.6	16.5	17.2	17.6	2.8%
Total	15.7	16.1	16.5	18.4	19.8	13.7	20.0	21.4	21.6	23.1	24.2	4.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	14,899.1	15,394.2	3.3%
Other travel*	1,467.3	1,512.1	1,563.7	1,735.8	1,789.5	866.7	1,019.3	1,623.2	1,651.5	1,767.4	1,716.0	-2.9%
Total	12,696.3	13,476.5	13,815.5	13,922.1	14,462.8	6,786.2	10,591.4	15,048.9	15,825.6	16,666.5	17,110.2	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	10,014.3	10,390.6	3.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	5,188.4	7,869.1	8,296.5	8,722.3	9,115.3	4.5%
STVR**	NA	NA	NA	NA	NA	NA	585.2	923.8	1,159.9	1,292.0	1,275.3	-1.3%
Campground	45.2	46.8	48.1	145.3	156.5	135.6	169.9	215.5	214.3	218.3	230.7	5.7%
Private Home (VFR)	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	2,316.7	2,350.6	1.5%
Seasonal Home	265.4	272.3	288.7	315.8	321.8	636.9	560.0	539.4	534.5	547.2	560.6	2.4%
Day Travel	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	1,802.6	1,861.7	3.3%
Total	3,519.6	3,621.6	3,837.1	4,243.2	4,466.3	2,322.5	9,572.1	13,425.7	14,174.1	14,899.1	15,394.2	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	3,975.0	4,089.1	2.9%
Food Service	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	4,026.7	4,234.3	5.2%
Food Stores	405.2	413.7	412.0	441.4	451.1	276.4	466.8	599.6	636.5	664.4	686.4	3.3%
Arts, Ent. & Rec.	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	3,050.2	3,150.0	3.3%
Retail Sales	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	2,330.1	2,377.2	2.0%
Visitor Air	390.5	392.8	388.9	421.1	417.6	119.2	190.9	427.8	465.7	502.3	500.9	-0.3%
Local Tran. & Gas	305.3	304.1	318.7	322.4	329.7	121.2	253.5	370.6	347.4	350.3	356.3	1.7%
Total	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	14,899.1	15,394.2	3.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	3,662.3	3,480.2	-5.0%
Arts, Ent. & Rec.	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	2,245.9	2,488.1	10.8%
Retail*	275.3	291.7	301.9	300.7	315.3	314.5	350.5	371.8	393.9	402.4	403.7	0.3%
Ground Trans.	52.7	60.0	66.3	78.9	85.5	31.7	31.3	34.6	34.3	38.8	41.1	5.8%
Visitor Air	29.9	39.5	42.9	45.8	49.9	45.5	55.7	61.7	71.2	80.0	82.7	3.3%
Other travel**	287.6	338.1	347.8	379.3	391.7	321.9	268.9	367.8	400.7	452.8	434.0	-4.1%
Total	4,533.8	5,052.1	5,333.9	5,325.1	5,564.4	3,827.1	4,517.5	5,777.8	6,390.1	6,882.2	6,929.9	0.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	62,540	66,570	67,170	65,570	66,920	50,020	54,910	63,750	66,610	67,190	62,800	-6.5%
Arts, Ent. & Rec.	44,990	47,550	48,110	48,970	49,410	26,940	31,050	45,630	50,160	53,480	57,110	6.8%
Retail*	7,500	7,750	7,930	7,690	7,750	7,220	7,440	7,500	7,600	7,570	7,470	-1.3%
Ground Trans.	1,280	1,370	1,380	1,520	1,670	1,240	1,200	1,440	1,500	1,620	1,690	4.3%
Visitor Air	460	520	560	580	610	500	570	590	630	660	670	1.5%
Other travel**	5,200	5,760	5,940	6,080	6,010	4,740	3,380	4,280	4,640	5,000	4,810	-3.8%
Total	121,960	129,520	131,090	130,420	132,370	90,660	98,540	123,180	131,130	135,520	134,540	-0.7%

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

Orange County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	521.2	566.3	577.8	618.8	644.0	355.1	497.7	685.1	685.6	753.3	779.0	3.4%
State**	493.6	513.5	515.4	504.2	532.1	314.6	457.5	561.5	559.7	610.3	629.8	3.2%
Total	1,014.8	1,079.9	1,093.2	1,123.0	1,176.1	669.7	955.2	1,246.6	1,245.2	1,363.7	1,408.8	3.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	150.6	161.6	163.7	165.6	173.1	157.4	188.1	203.9	165.6	211.8	220.6	4.1%
Visitor	370.6	404.8	414.1	453.2	471.0	197.7	309.6	481.2	520.0	541.5	558.4	3.1%
Total	521.2	566.3	577.8	618.8	644.0	355.1	497.7	685.1	685.6	753.3	779.0	3.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	157.0	165.7	161.2	150.5	156.7	134.8	161.0	184.8	166.7	198.6	203.2	2.3%
Visitor	336.6	347.8	354.1	353.7	375.4	179.8	296.5	376.7	393.0	411.7	426.5	3.6%
Total	493.6	513.5	515.4	504.2	532.1	314.6	457.5	561.5	559.7	610.3	629.8	3.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,419.8	1,482.4	4.4%
Other travel*	63.7	62.3	75.4	87.3	93.0	33.7	61.1	89.9	86.9	85.5	83.9	-1.9%
Total	1,098.5	1,223.9	1,349.0	1,402.5	1,490.3	1,090.8	1,219.7	1,410.4	1,453.5	1,505.2	1,566.2	4.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	604.6	718.0	804.1	813.0	865.7	727.0	659.2	744.5	773.5	803.7	849.0	5.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	368.6	419.6	435.7	447.4	481.9	7.7%
STVR**	NA	NA	NA	NA	NA	NA	290.5	324.9	337.8	356.2	367.2	3.1%
Campground	29.9	30.3	31.8	33.3	36.0	30.2	39.0	50.9	50.5	51.0	53.4	4.8%
Private Home (VFR)	156.8	158.6	172.1	188.8	205.7	67.3	220.2	243.7	252.2	263.5	268.3	1.8%
Seasonal Home	108.6	110.4	115.7	121.9	124.6	170.0	151.7	154.6	158.7	165.4	171.5	3.7%
Day Travel	134.9	144.3	149.9	158.2	165.3	62.7	88.6	126.8	131.7	136.2	140.2	3.0%
Total	430.2	443.5	469.5	502.3	531.6	330.2	1,158.6	1,320.5	1,366.6	1,419.8	1,482.4	4.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	250.7	296.7	333.7	337.4	362.0	359.6	398.2	463.6	463.8	479.9	505.6	5.3%
Food Service	312.2	357.1	387.6	398.2	423.4	303.2	302.1	339.2	366.1	390.7	411.1	5.2%
Food Stores	42.7	45.0	46.3	46.5	48.4	36.5	61.1	69.3	75.6	77.7	80.5	3.7%
Arts, Ent. & Rec.	192.8	214.1	226.1	227.2	234.6	174.5	182.0	189.8	201.7	211.7	219.5	3.7%
Retail Sales	124.0	138.6	156.1	166.9	182.4	113.1	127.3	140.8	145.4	146.4	150.0	2.5%
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	112.3	110.0	123.8	139.0	146.5	70.3	87.9	117.8	114.1	113.5	115.7	2.0%
Total	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	1,419.8	1,482.4	4.4%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	197.4	244.2	272.5	285.3	310.0	260.8	314.8	383.1	420.8	437.7	453.5	3.6%
Arts, Ent. & Rec.	93.9	95.9	112.2	116.7	124.1	102.2	128.7	181.5	206.3	216.5	181.0	-16.4%
Retail*	24.2	27.2	29.4	30.7	32.3	36.0	40.3	40.7	42.2	42.3	42.6	0.9%
Ground Trans.	11.3	13.6	16.4	22.9	25.2	11.3	11.0	11.4	11.6	14.0	14.8	5.4%
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**	4.2	6.3	8.6	9.2	10.5	8.2	10.3	10.0	11.1	11.4	10.2	-9.8%
Total	330.9	387.1	439.1	464.8	502.1	418.6	505.2	626.8	692.0	721.9	702.1	-2.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	6,440	7,340	7,880	7,970	8,230	6,660	7,400	8,350	8,560	8,580	8,540	-0.5%
Arts, Ent. & Rec.	3,820	4,340	4,910	4,960	4,800	3,590	4,520	5,880	6,150	6,500	5,580	-14.2%
Retail*	710	790	830	840	850	920	940	870	870	860	850	-1.2%
Ground Trans.	290	330	350	450	500	530	520	620	660	720	730	1.4%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	120	160	210	220	240	200	260	210	230	230	200	-13.0%
Total	11,380	12,950	14,180	14,440	14,610	11,900	13,630	15,920	16,460	16,880	15,900	-5.9%

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

Placer County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	32.6	38.1	42.7	45.3	48.8	47.2	56.3	63.4	59.8	65.6	68.1	3.9%
State**	51.1	54.3	57.6	62.5	67.2	48.7	57.1	62.2	62.8	67.8	69.3	2.2%
Total	83.7	92.4	100.2	107.8	116.0	95.9	113.4	125.6	122.6	133.4	137.5	3.0%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	10.4	11.7	12.8	13.7	14.8	16.4	20.1	21.2	17.2	21.3	21.4	0.6%
Visitor	22.3	26.4	29.9	31.5	33.9	30.8	36.1	42.2	42.7	44.3	46.7	5.5%
Total	32.6	38.1	42.7	45.3	48.8	47.2	56.3	63.4	59.8	65.6	68.1	3.9%
State Tax Revenue Detail (\$Millions)												
Business/Employees	12.2	13.5	14.1	14.0	15.0	16.4	18.9	21.1	18.9	21.8	21.5	-1.5%
Visitor	38.9	40.8	43.4	48.6	52.2	32.2	38.2	41.2	43.9	46.0	47.8	3.9%
Total	51.1	54.3	57.6	62.5	67.2	48.7	57.1	62.2	62.8	67.8	69.3	2.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	109.7	111.9	116.0	127.9	146.2	110.2	117.1	142.2	158.1	165.5	173.5	4.9%
Other travel*	2.8	2.5	2.8	3.3	3.4	1.1	2.3	3.4	3.2	3.0	2.9	-1.6%
Total	112.5	114.4	118.8	131.2	149.7	111.2	119.4	145.7	161.2	168.5	176.5	4.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	43.5	47.4	47.3	49.0	61.6	39.7	34.2	40.5	54.7	62.0	67.1	8.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	16.8	20.1	25.9	29.3	31.5	7.5%
STVR**	NA	NA	NA	NA	NA	NA	17.4	20.4	28.8	32.7	35.6	8.7%
Campground	20.6	20.8	21.8	22.9	24.7	20.7	26.8	35.0	34.7	34.9	36.6	5.0%
Private Home (VFR)	9.2	9.4	10.5	11.3	12.4	4.1	13.5	14.3	14.5	14.4	14.8	2.6%
Seasonal Home	21.7	22.1	23.5	25.6	26.2	37.8	34.0	37.0	37.8	37.5	37.6	0.2%
Day Travel	14.6	12.2	12.8	19.1	21.2	7.8	8.5	15.4	16.2	16.7	17.4	4.7%
Total	66.2	64.5	68.7	78.9	84.6	70.5	117.1	142.2	158.1	165.5	173.5	4.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	28.5	30.8	31.3	32.3	38.4	34.8	33.4	39.5	46.6	49.6	51.6	4.1%
Food Service	31.4	32.7	33.6	36.8	42.2	30.8	31.4	37.2	42.1	44.4	47.5	7.2%
Food Stores	8.2	8.3	8.4	8.7	9.4	7.3	10.8	13.5	14.7	15.4	16.3	6.4%
Arts, Ent. & Rec.	16.6	16.8	16.9	18.3	20.3	14.8	15.7	17.9	20.1	21.5	22.5	4.6%
Retail Sales	10.9	10.7	11.8	15.0	17.2	12.1	12.8	15.1	16.1	16.3	16.7	2.5%
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	14.1	12.7	13.9	16.8	18.7	10.4	13.0	19.1	18.6	18.4	18.9	2.3%
Total	109.7	111.9	116.0	127.9	146.2	110.2	117.1	142.2	158.1	165.5	173.5	4.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	26.9	29.6	31.8	35.7	42.4	32.8	37.5	44.0	46.3	50.1	55.5	10.8%
Arts, Ent. & Rec.	5.3	5.4	3.9	3.9	4.4	4.0	4.1	4.6	5.1	5.2	6.6	26.6%
Retail*	3.2	3.2	3.6	4.1	4.4	4.9	5.2	5.7	6.1	6.4	6.5	2.3%
Ground Trans.	1.3	1.5	1.7	2.5	3.0	1.4	0.0	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	0.2	0.2	0.1	0.2	0.3	0.3	0.3	0.3	6.9%
Total	36.9	39.8	41.2	46.4	54.3	43.2	47.2	54.6	57.9	62.0	68.9	11.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	920	920	980	1,070	1,200	850	910	990	940	980	1,050	7.1%
Arts, Ent. & Rec.	170	180	120	130	140	120	120	130	130	130	160	23.1%
Retail*	120	130	130	150	160	160	160	170	170	160	160	0.0%
Ground Trans.	40	40	40	50	60	70	0	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%
Total	1,260	1,260	1,280	1,400	1,560	1,200	1,190	1,300	1,250	1,280	1,380	7.8%

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



Plumas County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	3.3	3.5	3.5	4.0	4.8	4.1	4.3	4.8	5.1	5.8	6.3	8.7%
State**	5.1	5.0	5.1	5.9	6.8	5.2	5.9	6.6	6.7	7.2	7.7	7.1%
Total	8.4	8.5	8.6	9.9	11.5	9.3	10.2	11.4	11.8	13.0	14.0	7.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.2	1.2	1.2	1.4	1.6	1.7	1.8	1.8	1.4	1.8	2.1	15.1%
Visitor	2.1	2.3	2.3	2.6	3.2	2.4	2.5	3.0	3.7	4.0	4.2	5.8%
Total	3.3	3.5	3.5	4.0	4.8	4.1	4.3	4.8	5.1	5.8	6.3	8.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.3	1.3	1.3	1.3	1.6	1.6	1.7	1.7	1.5	1.8	2.0	13.2%
Visitor	3.8	3.7	3.8	4.6	5.2	3.6	4.2	4.8	5.2	5.5	5.7	5.2%
Total	5.1	5.0	5.1	5.9	6.8	5.2	5.9	6.6	6.7	7.2	7.7	7.1%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	9,284.1	9,562.7	3.0%
Other travel*	520.4	504.9	505.4	583.6	599.3	228.0	410.1	688.0	678.7	690.9	655.2	-5.2%
Total	7,209.3	7,533.3	7,928.8	8,603.8	8,990.6	6,444.2	7,337.2	9,164.3	9,759.3	9,975.0	10,217.9	2.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	4,157.0	4,293.1	3.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	2,151.2	2,579.9	2,942.3	2,956.5	3,077.1	4.1%
STVR**	NA	NA	NA	NA	NA	NA	828.9	1,027.4	1,158.5	1,200.4	1,216.0	1.3%
Campground	184.8	186.9	196.1	205.9	222.0	185.9	241.4	315.0	306.1	308.9	323.7	4.8%
Private Home (VFR)	863.3	884.7	976.4	1,078.7	1,170.1	823.7	1,163.9	1,302.2	1,330.1	1,383.5	1,417.0	2.4%
Seasonal Home	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	1,655.2	1,699.0	2.6%
Day Travel	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	1,779.5	1,829.9	2.8%
Total	3,944.4	4,035.0	4,300.6	4,615.9	4,824.0	3,771.8	6,927.0	8,476.3	9,080.6	9,284.1	9,562.7	3.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	2,252.9	2,296.6	1.9%
Food Service	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	2,919.7	3,052.2	4.5%
Food Stores	263.4	267.4	271.7	279.0	288.3	236.8	306.5	373.8	403.0	413.0	428.8	3.8%
Arts, Ent. & Rec.	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	1,298.9	1,337.4	3.0%
Retail Sales	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	1,362.7	1,387.2	1.8%
Visitor Air	99.1	104.5	112.4	123.5	146.0	57.3	75.0	158.9	181.2	192.0	207.3	8.0%
Local Tran. & Gas	725.3	693.1	756.3	859.9	897.4	498.7	597.8	840.2	849.5	844.9	853.3	1.0%
Total	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	9,284.1	9,562.7	3.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	2,321.8	2,431.7	4.7%
Arts, Ent. & Rec.	511.6	556.8	583.9	629.8	665.5	495.7	647.9	741.4	831.2	915.8	1,060.6	15.8%
Retail*	183.3	193.1	201.7	220.8	230.0	238.9	266.0	286.7	312.8	321.8	327.6	1.8%
Ground Trans.	78.8	88.9	100.0	136.0	149.7	90.0	88.8	99.6	112.3	122.8	127.4	3.7%
Visitor Air	22.7	18.6	19.9	20.9	17.2	17.0	14.2	14.7	17.6	19.8	20.5	3.7%
Other travel**	83.7	97.9	73.5	79.3	77.2	62.1	75.4	117.5	131.6	144.8	129.3	-10.7%
Total	2,081.1	2,297.8	2,411.7	2,643.8	2,804.1	2,244.9	2,752.3	3,271.1	3,598.2	3,846.9	4,097.1	6.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	45,450	47,770	49,180	51,170	52,510	43,060	48,620	55,340	57,020	56,670	56,200	-0.8%
Arts, Ent. & Rec.	19,070	19,790	20,130	21,530	22,370	15,710	19,730	22,260	24,230	25,670	27,060	5.4%
Retail*	5,930	6,060	6,230	6,630	6,700	6,480	6,720	6,850	7,120	7,120	7,060	-0.8%
Ground Trans.	1,900	2,010	2,080	2,620	2,910	3,380	3,270	3,920	4,240	4,560	4,740	3.9%
Visitor Air	350	280	290	290	260	220	190	180	200	210	220	4.8%
Other travel**	1,570	1,990	1,830	1,950	1,860	1,400	1,690	2,020	2,120	2,190	2,010	-8.2%
Total	74,260	77,900	79,740	84,190	86,600	70,240	80,220	90,570	94,930	96,420	97,280	0.9%

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

Riverside County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	213.0	236.0	247.9	279.6	293.4	228.8	293.8	341.6	338.0	363.7	382.1	5.0%
State**	345.0	349.2	358.0	399.2	422.9	316.2	361.3	412.4	423.7	453.1	473.6	4.5%
Total	558.1	585.1	605.9	678.8	716.3	545.0	655.1	754.0	761.8	816.8	855.6	4.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	68.8	73.1	73.7	81.8	86.8	92.1	112.2	113.1	91.4	116.0	127.8	10.2%
Visitor	144.3	162.8	174.3	197.8	206.6	136.6	181.6	228.5	246.7	247.7	254.3	2.6%
Total	213.0	236.0	247.9	279.6	293.4	228.8	293.8	341.6	338.0	363.7	382.1	5.0%
State Tax Revenue Detail (\$Millions)												
Business/Employees	74.3	77.6	75.5	77.5	81.8	85.9	102.4	109.4	98.5	116.3	125.7	8.1%
Visitor	270.7	271.5	282.5	321.7	341.1	230.3	258.9	303.0	325.3	336.8	347.8	3.3%
Total	345.0	349.2	358.0	399.2	422.9	316.2	361.3	412.4	423.7	453.1	473.6	4.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	3,456.2	3,571.5	3.3%
Other travel*	778.2	768.7	791.0	865.1	932.2	355.8	651.5	1,029.5	1,058.2	1,172.6	1,202.2	2.5%
Total	3,592.0	3,637.7	3,835.9	4,161.7	4,412.9	1,827.9	3,174.5	4,180.3	4,322.9	4,628.8	4,773.6	3.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	1,721.9	1,797.1	4.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,109.6	1,385.2	1,437.6	1,536.3	1,611.1	4.9%
STVR**	NA	NA	NA	NA	NA	NA	103.0	138.8	160.7	185.6	186.0	0.2%
Campground	13.2	13.3	14.0	14.7	15.8	13.3	17.2	22.5	22.3	22.4	23.5	4.9%
Private Home (VFR)	718.5	721.7	799.4	875.7	945.9	277.1	795.4	915.5	945.2	986.5	1,005.6	1.9%
Seasonal Home	23.0	23.4	24.4	25.7	26.3	23.7	21.2	32.8	33.7	34.5	35.5	2.8%
Day Travel	723.0	725.2	777.2	812.8	838.9	185.9	476.6	655.9	665.2	690.8	709.8	2.7%
Total	1,477.7	1,483.6	1,615.0	1,728.8	1,826.9	500.0	2,523.0	3,150.7	3,264.8	3,456.2	3,571.5	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	358.6	384.2	412.1	458.9	482.5	279.0	348.7	457.7	486.5	517.3	542.5	4.9%
Food Service	775.3	808.4	852.9	914.1	960.0	425.1	746.8	890.9	938.1	1,004.6	1,061.6	5.7%
Food Stores	94.0	93.8	96.0	98.9	101.5	41.5	92.9	111.7	118.8	125.4	129.6	3.3%
Arts, Ent. & Rec.	449.9	459.9	474.4	495.9	506.9	214.7	378.9	431.8	448.0	482.5	497.7	3.2%
Retail Sales	354.3	357.7	400.1	444.4	491.2	185.6	369.1	431.5	435.8	447.5	455.7	1.8%
Visitor Air	277.1	286.6	294.5	307.0	339.9	113.9	158.1	277.9	310.6	354.9	357.0	0.6%
Local Tran. & Gas	504.6	478.5	514.9	577.3	598.6	212.4	428.5	549.3	526.9	524.2	527.4	0.6%
Total	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	3,456.2	3,571.5	3.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	462.5	508.3	537.1	608.2	651.3	502.4	597.7	724.2	787.8	818.8	858.8	4.9%
Arts, Ent. & Rec.	247.2	270.3	305.4	304.7	320.1	208.3	235.3	327.9	411.6	435.8	445.9	2.3%
Retail*	65.2	67.5	72.4	78.2	82.5	81.6	92.1	97.1	101.7	104.8	105.0	0.2%
Ground Trans.	59.1	63.9	69.1	88.0	97.0	47.4	47.4	57.0	66.1	67.1	66.8	-0.4%
Visitor Air	22.8	19.0	18.2	18.9	19.3	19.1	23.5	25.7	28.6	32.2	33.8	5.0%
Other travel**	87.1	83.7	77.4	82.0	85.9	80.3	89.8	109.7	115.6	132.3	141.1	6.7%
Total	943.9	1,012.8	1,079.5	1,180.0	1,256.1	939.1	1,085.9	1,341.7	1,511.4	1,591.0	1,651.4	3.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	16,590	16,980	17,430	18,810	19,150	14,790	16,070	18,440	18,680	18,250	18,280	0.2%
Arts, Ent. & Rec.	7,090	7,310	7,510	7,830	8,340	4,930	5,560	7,690	9,460	9,920	10,220	3.0%
Retail*	2,060	2,050	2,160	2,260	2,280	2,100	2,220	2,210	2,220	2,190	2,200	0.5%
Ground Trans.	1,350	1,380	1,400	1,670	1,840	1,310	1,250	1,470	1,620	1,690	1,720	1.8%
Visitor Air	370	330	310	310	340	300	350	360	370	390	400	2.6%
Other travel**	1,500	1,480	1,530	1,390	1,470	1,380	1,400	1,540	1,550	1,630	1,730	6.1%
Total	28,970	29,520	30,340	32,270	33,430	24,800	26,850	31,710	33,890	34,060	34,540	1.4%

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

Sacramento County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	105.2	110.5	117.0	133.1	141.2	91.4	115.3	136.6	133.1	148.4	156.2	5.3%
State**	156.8	153.3	158.3	179.9	191.5	95.4	155.9	173.5	175.3	188.4	195.6	3.8%
Total	262.0	263.8	275.4	313.0	332.7	186.8	271.2	310.1	308.3	336.7	351.8	4.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	32.0	33.1	33.8	37.4	39.9	39.6	46.1	48.3	39.9	49.9	53.5	7.3%
Visitor	73.2	77.4	83.2	95.7	101.3	51.8	69.2	88.3	93.2	98.5	102.7	4.3%
Total	105.2	110.5	117.0	133.1	141.2	91.4	115.3	136.6	133.1	148.4	156.2	5.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	33.1	33.6	33.2	33.9	35.9	32.2	38.1	42.3	39.1	45.4	47.8	5.3%
Visitor	123.7	119.7	125.2	146.0	155.6	63.2	117.8	131.1	136.2	142.9	147.7	3.3%
Total	156.8	153.3	158.3	179.9	191.5	95.4	155.9	173.5	175.3	188.4	195.6	3.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	83.6	87.2	98.3	108.6	114.1	60.6	111.7	132.6	143.2	145.2	148.1	2.0%
Other travel*	9.0	8.0	9.1	10.8	11.3	3.5	7.7	12.0	11.3	10.9	10.7	-1.6%
Total	92.7	95.2	107.4	119.5	125.4	64.1	119.4	144.5	154.5	156.1	158.8	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	12.4	14.4	21.0	24.1	25.3	14.8	24.6	23.4	31.6	30.9	30.8	-0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	22.1	21.1	26.9	25.9	26.2	1.3%
STVR**	NA	NA	NA	NA	NA	NA	2.5	2.2	4.7	5.0	4.6	-8.7%
Campground	21.9	22.1	23.2	24.3	26.2	22.0	28.4	37.1	36.8	37.2	38.9	4.5%
Private Home (VFR)	28.1	28.8	31.2	34.8	36.4	13.3	41.1	45.5	47.1	48.8	49.5	1.4%
Seasonal Home	2.4	2.4	2.6	2.8	2.9	4.2	3.8	5.3	5.4	5.6	5.7	2.0%
Day Travel	18.9	19.5	20.3	22.6	23.3	6.3	13.8	21.3	22.3	22.8	23.2	2.1%
Total	71.2	72.8	77.3	84.5	88.8	45.8	111.7	132.6	143.2	145.2	148.1	2.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	10.0	11.1	13.6	15.0	15.9	11.5	18.1	20.1	23.8	23.5	23.6	0.7%
Food Service	26.7	28.8	32.0	34.9	36.3	18.3	35.8	40.9	45.3	47.5	48.5	2.2%
Food Stores	10.3	10.4	10.7	11.0	11.4	7.6	12.7	15.6	16.5	16.8	17.6	4.3%
Arts, Ent. & Rec.	13.7	14.5	15.6	16.7	16.9	8.2	15.3	17.2	18.8	19.4	19.8	2.3%
Retail Sales	9.3	9.8	12.0	14.3	16.1	7.2	15.2	17.6	18.5	18.3	18.5	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	13.7	12.7	14.3	16.8	17.6	7.7	14.7	21.1	20.3	19.8	20.0	1.3%
Total	83.6	87.2	98.3	108.6	114.1	60.6	111.7	132.6	143.2	145.2	148.1	2.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	19.2	22.7	26.4	30.1	32.4	31.5	38.6	44.1	46.2	48.1	53.3	10.8%
Arts, Ent. & Rec.	3.6	3.6	3.4	2.4	2.7	1.8	1.9	1.8	2.0	3.0	3.1	1.8%
Retail*	2.8	3.0	1.4	1.4	1.6	1.7	1.8	2.8	3.2	3.4	2.7	-19.6%
Ground Trans.	1.1	1.3	1.5	2.2	2.4	0.9	0.9	0.9	1.0	1.1	1.2	4.8%
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**	0.3	0.4	0.4	0.4	0.5	0.4	0.7	1.3	1.7	2.0	1.6	-18.4%
Total	27.0	30.9	33.1	36.6	39.6	36.3	43.9	50.9	54.0	57.6	61.9	7.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	550	600	640	690	740	670	750	820	820	780	810	3.8%
Arts, Ent. & Rec.	190	200	210	150	170	110	110	110	110	150	140	-6.7%
Retail*	70	70	40	40	40	40	40	60	70	80	70	-12.5%
Ground Trans.	30	30	30	40	50	40	40	50	50	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	40	50	60	50	-16.7%
Total	850	920	940	940	1,020	890	970	1,080	1,100	1,130	1,120	0.0%

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

San Benito County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	2.1	2.4	2.6	3.9	4.1	3.3	5.1	5.4	5.5	5.9	6.2	4.7%
State**	5.2	5.1	5.5	6.3	6.7	4.0	6.7	7.3	7.6	8.0	8.3	3.6%
Total	7.3	7.5	8.1	10.2	10.9	7.3	11.7	12.7	13.0	13.9	14.4	4.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.9	1.0	1.0	1.2	1.3	1.6	2.0	2.0	1.5	1.9	2.1	11.0%
Visitor	1.2	1.4	1.6	2.6	2.8	1.6	3.1	3.5	3.9	4.0	4.0	1.7%
Total	2.1	2.4	2.6	3.9	4.1	3.3	5.1	5.4	5.5	5.9	6.2	4.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.9	1.0	1.0	0.9	1.0	1.1	1.3	1.3	1.2	1.4	1.5	8.5%
Visitor	4.2	4.1	4.5	5.4	5.8	2.9	5.4	6.0	6.4	6.6	6.8	2.5%
Total	5.2	5.1	5.5	6.3	6.7	4.0	6.7	7.3	7.6	8.0	8.3	3.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	5,788.6	5,875.8	1.5%
Other travel*	551.6	524.4	578.3	650.2	687.5	270.2	475.9	732.6	760.1	797.6	801.4	0.5%
Total	4,558.0	4,643.1	4,975.3	5,342.9	5,716.7	4,074.8	5,182.2	6,249.0	6,420.4	6,586.1	6,677.2	1.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	2,348.3	2,362.9	0.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,308.0	1,386.3	1,449.9	1,475.2	1,484.5	0.6%
STVR**	NA	NA	NA	NA	NA	NA	750.8	852.5	859.5	873.0	878.4	0.6%
Campground	143.0	144.6	151.7	159.2	171.7	144.0	186.4	243.1	241.3	243.7	255.3	4.8%
Private Home (VFR)	574.8	576.8	631.3	693.4	756.8	497.1	714.4	805.2	830.3	867.1	879.3	1.4%
Seasonal Home	850.7	867.1	921.4	1,004.3	1,028.4	1,395.3	1,249.6	1,260.9	1,293.7	1,327.5	1,356.1	2.2%
Day Travel	1,102.2	1,111.7	1,160.4	1,228.9	1,300.4	468.5	497.2	968.4	985.5	1,001.9	1,022.2	2.0%
Total	2,670.7	2,700.3	2,864.8	3,085.8	3,257.3	2,504.9	4,706.3	5,516.4	5,660.2	5,788.6	5,875.8	1.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	708.2	761.2	812.0	842.4	914.6	846.8	1,220.7	1,342.9	1,310.5	1,298.1	1,288.0	-0.8%
Food Service	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	1,769.9	1,833.8	3.6%
Food Stores	163.8	164.7	167.3	170.1	178.7	150.1	228.5	273.0	290.9	294.6	306.1	3.9%
Arts, Ent. & Rec.	637.7	657.4	678.9	695.8	727.5	561.7	660.1	721.2	754.3	779.6	797.7	2.3%
Retail Sales	573.7	585.9	659.6	758.6	827.4	571.1	634.8	760.8	772.8	767.0	775.4	1.1%
Visitor Air	130.6	127.1	132.0	143.5	149.0	60.6	83.3	157.0	171.7	201.1	194.4	-3.3%
Local Tran. & Gas	576.4	543.7	595.6	664.7	710.2	377.9	502.8	678.2	681.5	678.2	680.4	0.3%
Total	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	5,788.6	5,875.8	1.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	700.7	774.4	842.0	896.5	985.3	851.5	1,009.2	1,184.0	1,316.1	1,375.6	1,414.3	2.8%
Arts, Ent. & Rec.	332.3	356.3	405.3	407.6	433.2	298.8	375.3	509.0	543.7	587.3	598.7	1.9%
Retail*	104.2	108.6	116.6	124.5	131.5	134.0	150.2	164.2	172.9	182.7	177.7	-2.7%
Ground Trans.	60.0	66.3	74.6	96.8	109.7	70.4	69.7	80.2	100.2	105.9	107.7	1.7%
Visitor Air	11.0	13.2	11.4	12.2	9.5	9.4	24.1	26.3	28.5	31.6	32.1	1.8%
Other travel**	52.4	62.8	66.7	70.7	72.1	60.8	90.8	104.7	119.9	128.2	134.9	5.2%
Total	1,260.6	1,381.6	1,516.7	1,608.2	1,741.2	1,424.8	1,719.2	2,068.5	2,281.3	2,411.3	2,465.4	2.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	27,880	28,890	30,240	30,790	32,170	26,820	29,340	32,650	33,840	33,530	33,360	-0.5%
Arts, Ent. & Rec.	17,200	17,720	18,350	17,100	17,710	11,160	13,330	16,440	18,280	18,790	18,490	-1.6%
Retail*	3,450	3,450	3,640	3,770	3,830	3,720	3,860	4,010	4,080	4,100	3,950	-3.7%
Ground Trans.	1,420	1,470	1,540	1,860	2,110	2,400	2,310	2,760	3,110	3,320	3,420	3.0%
Visitor Air	190	210	200	200	170	150	230	240	240	250	240	-4.0%
Other travel**	1,290	1,440	1,470	1,500	1,500	1,190	1,480	1,580	1,680	1,710	1,740	1.8%
Total	51,430	53,180	55,430	55,230	57,490	45,440	50,540	57,670	61,220	61,700	61,190	-0.8%

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



San Bernardino County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	110.8	117.9	127.0	140.3	152.5	132.3	187.1	205.4	191.4	206.8	210.9	2.0%
State**	223.0	220.4	229.7	258.2	278.6	202.9	247.0	275.9	280.3	298.0	306.5	2.9%
Total	333.8	338.3	356.7	398.5	431.2	335.3	434.0	481.3	471.7	504.8	517.4	2.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	41.5	43.8	46.1	49.5	53.6	58.4	70.1	71.5	57.9	72.7	76.9	5.8%
Visitor	69.3	74.1	80.9	90.8	98.9	74.0	116.9	133.9	133.5	134.1	134.0	-0.1%
Total	110.8	117.9	127.0	140.3	152.5	132.3	187.1	205.4	191.4	206.8	210.9	2.0%
State Tax Revenue Detail (\$Millions)												
Business/Employees	45.1	46.6	47.3	47.2	50.8	54.1	63.4	68.5	61.7	72.1	74.8	3.8%
Visitor	177.9	173.8	182.3	211.0	227.8	148.8	183.5	207.3	218.6	225.9	231.7	2.6%
Total	223.0	220.4	229.7	258.2	278.6	202.9	247.0	275.9	280.3	298.0	306.5	2.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	14,337.5	14,586.9	1.7%
Other travel*	1,482.3	1,530.3	1,631.8	1,797.5	1,933.1	821.8	1,333.3	2,078.7	2,174.4	2,132.8	2,090.7	-2.0%
Total	12,321.1	12,996.1	13,694.1	13,651.9	13,791.8	5,810.5	11,185.2	15,389.6	16,143.7	16,470.3	16,677.6	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	9,445.6	9,589.4	1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	4,684.8	6,573.9	6,939.9	7,120.8	7,253.2	1.9%
STVR**	NA	NA	NA	NA	NA	NA	1,457.5	2,080.6	2,276.7	2,324.7	2,336.2	0.5%
Campground	282.5	291.5	301.8	237.0	254.3	217.9	277.9	345.6	343.5	348.5	365.2	4.8%
Private Home (VFR)	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	1,792.0	1,814.3	1.2%
Seasonal Home	151.1	155.4	162.5	172.9	177.5	285.4	256.4	222.5	225.5	230.6	234.9	1.9%
Day Travel	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	2,520.9	2,583.1	2.5%
Total	4,081.4	4,223.3	4,422.3	4,639.3	4,769.5	1,782.9	9,851.9	13,310.9	13,969.3	14,337.5	14,586.9	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	4,788.4	4,824.9	0.8%
Food Service	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	3,709.3	3,851.0	3.8%
Food Stores	505.5	518.2	528.0	472.3	472.0	205.2	522.3	665.4	712.9	719.3	741.4	3.1%
Arts, Ent. & Rec.	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	1,747.5	1,787.8	2.3%
Retail Sales	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	1,842.8	1,866.1	1.3%
Visitor Air	789.0	801.0	831.2	873.0	930.3	282.2	427.5	903.3	932.6	1,008.8	993.7	-1.5%
Local Tran. & Gas	458.4	435.8	484.1	476.9	479.8	162.4	402.6	587.1	536.3	521.3	522.1	0.1%
Total	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	14,337.5	14,586.9	1.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	3,659.1	3,868.7	5.7%
Arts, Ent. & Rec.	877.9	908.2	891.0	859.1	872.4	518.9	600.6	811.2	902.0	882.3	937.6	6.3%
Retail*	287.6	303.6	312.8	291.1	292.8	298.9	322.2	347.7	361.5	370.6	375.1	1.2%
Ground Trans.	42.8	48.7	56.3	66.7	70.1	21.3	20.8	22.6	35.2	24.5	26.2	7.0%
Visitor Air	56.1	71.1	79.5	84.0	94.3	91.0	88.4	98.0	109.8	122.7	126.2	2.9%
Other travel**	195.1	249.1	269.4	294.6	331.0	277.9	266.1	327.9	370.0	357.1	352.1	-1.4%
Total	3,785.1	4,215.8	4,432.2	4,299.4	4,429.2	3,165.8	3,638.4	4,686.1	5,230.7	5,416.3	5,685.9	5.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	64,410	68,900	69,940	64,480	63,520	45,740	50,100	60,110	62,500	62,970	63,370	0.6%
Arts, Ent. & Rec.	22,690	24,320	24,830	22,600	21,490	13,330	15,780	19,800	20,970	21,720	22,310	2.7%
Retail*	8,790	9,050	9,090	8,240	8,130	7,620	7,740	7,820	7,890	7,850	7,730	-1.5%
Ground Trans.	1,060	1,130	1,180	1,290	1,380	890	860	640	1,050	1,150	1,200	4.3%
Visitor Air	920	1,170	1,370	1,400	1,690	1,460	1,380	1,430	1,490	1,550	1,560	0.6%
Other travel**	3,640	4,550	4,830	4,880	5,300	4,330	3,960	4,730	4,670	4,400	4,140	-5.9%
Total	101,510	109,110	111,240	102,890	101,500	73,360	79,810	94,540	98,570	99,640	100,300	0.7%

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

San Diego County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	508.7	547.5	569.8	606.5	601.7	341.9	515.5	687.6	687.1	729.9	749.9	2.7%
State**	478.6	492.4	500.6	482.3	495.7	266.7	438.7	518.0	521.9	552.6	573.8	3.8%
Total	987.2	1,039.9	1,070.4	1,088.7	1,097.4	608.5	954.2	1,205.6	1,209.0	1,282.5	1,323.7	3.2%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	125.5	134.5	135.7	133.3	137.4	129.8	148.4	162.0	132.8	163.3	177.4	8.6%
Visitor	383.2	412.9	434.1	473.2	464.4	212.1	367.1	525.6	554.3	566.6	572.6	1.1%
Total	508.7	547.5	569.8	606.5	601.7	341.9	515.5	687.6	687.1	729.9	749.9	2.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	131.7	138.7	134.9	122.8	126.1	111.4	131.6	151.5	137.2	157.4	167.7	6.6%
Visitor	346.9	353.7	365.7	359.4	369.6	155.3	307.1	366.5	384.7	395.2	406.0	2.7%
Total	478.6	492.4	500.6	482.3	495.7	266.7	438.7	518.0	521.9	552.6	573.8	3.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	10,077.3	10,608.7	5.3%
Other travel*	2,098.0	2,317.6	2,645.3	2,792.4	2,862.6	1,590.0	1,962.9	3,068.6	3,661.8	3,709.6	3,632.5	-2.1%
Total	12,992.5	13,192.4	13,403.8	13,906.5	14,156.2	5,039.1	7,105.8	12,342.9	13,830.2	13,787.0	14,241.1	3.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	7,482.5	7,959.0	6.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	3,203.9	6,337.9	7,055.7	6,855.4	7,329.3	6.9%
STVR**	NA	NA	NA	NA	NA	NA	252.8	583.2	610.5	627.0	629.7	0.4%
Campground	4.1	4.2	4.4	4.6	4.9	4.1	5.4	7.0	6.8	7.2	7.5	4.5%
Private Home (VFR)	878.9	871.1	898.6	936.4	964.6	230.7	551.3	874.3	955.8	1,000.6	991.0	-1.0%
Seasonal Home	38.4	39.1	42.2	46.7	47.8	75.3	67.8	89.5	83.9	88.3	90.7	2.7%
Day Travel	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	1,498.8	1,560.6	4.1%
Total	2,431.8	2,414.0	2,467.0	2,523.7	2,590.6	767.5	5,143.0	9,274.3	10,168.4	10,077.3	10,608.7	5.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	2,333.9	2,555.1	9.5%
Food Service	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	2,875.3	3,130.1	8.9%
Food Stores	220.8	216.1	212.2	214.4	213.7	73.0	142.7	228.7	245.3	255.1	262.8	3.0%
Arts, Ent. & Rec.	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	1,304.5	1,361.2	4.3%
Retail Sales	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	1,354.0	1,375.9	1.6%
Visitor Air	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	1,399.2	1,355.7	-3.1%
Local Tran. & Gas	561.1	519.9	548.2	606.6	610.2	160.6	342.9	574.4	561.3	555.5	568.0	2.3%
Total	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	10,077.3	10,608.7	5.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	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	2,268.9	2,370.2	4.5%
Arts, Ent. & Rec.	1,031.4	1,051.9	937.0	990.2	980.3	742.4	829.5	1,000.3	1,055.5	1,056.9	988.0	-6.5%
Retail*	229.4	229.9	245.6	247.8	246.4	232.4	250.7	233.9	219.6	226.6	226.4	-0.1%
Ground Trans.	83.4	89.8	99.5	137.2	143.8	33.4	33.5	36.2	36.8	42.5	45.9	8.0%
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**	244.3	312.4	404.6	431.0	454.5	371.3	422.4	537.2	686.8	681.5	684.3	0.4%
Total	3,634.3	3,851.3	3,929.3	4,171.1	4,329.1	2,847.7	3,095.7	3,769.8	4,250.9	4,276.3	4,314.7	0.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	41,400	41,250	41,760	42,000	40,980	23,130	23,130	29,540	31,720	31,420	31,430	0.0%
Arts, Ent. & Rec.	15,570	15,540	15,380	15,170	15,430	10,380	10,540	13,120	14,290	14,790	14,990	1.4%
Retail*	4,530	4,610	4,520	4,320	4,020	3,460	3,410	3,460	3,290	3,150	3,000	-4.8%
Ground Trans.	2,080	2,090	2,100	2,660	2,830	1,410	1,410	1,690	1,780	1,940	2,040	5.2%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	2,630	3,110	3,220	3,270	3,320	2,600	1,910	4,160	4,090	3,980	3,950	-0.8%
Total	66,200	66,600	66,970	67,420	66,580	40,990	40,400	51,970	55,170	55,270	55,400	0.2%

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



San Francisco County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	628.8	633.9	614.3	649.2	678.9	281.2	307.7	506.3	527.5	520.8	560.3	7.6%
State**	397.5	393.5	381.6	394.3	401.8	188.5	274.4	367.5	377.1	395.5	413.5	4.6%
Total	1,026.3	1,027.4	996.0	1,043.5	1,080.7	469.8	582.1	873.9	904.7	916.3	973.8	6.3%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	128.8	131.2	128.1	137.1	142.2	123.5	133.7	138.0	114.2	136.4	142.3	4.3%
Visitor	500.0	502.7	486.2	512.2	536.7	157.7	174.0	368.3	413.3	384.4	418.0	8.7%
Total	628.8	633.9	614.3	649.2	678.9	281.2	307.7	506.3	527.5	520.8	560.3	7.6%
State Tax Revenue Detail (\$Millions)												
Business/Employees	120.7	121.4	115.0	114.2	117.8	93.9	105.5	115.6	106.8	118.6	121.4	2.4%
Visitor	276.8	272.1	266.7	280.1	284.0	94.7	168.9	252.0	270.3	276.9	292.1	5.5%
Total	397.5	393.5	381.6	394.3	401.8	188.5	274.4	367.5	377.1	395.5	413.5	4.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	690.4	721.1	758.3	800.4	847.5	488.3	897.5	1,068.8	1,024.9	1,082.1	1,120.1	3.5%
Other travel*	119.4	106.6	120.0	140.4	145.9	48.6	98.0	147.2	139.9	136.3	134.9	-1.1%
Total	809.8	827.7	878.3	940.8	993.4	536.9	995.5	1,216.0	1,164.8	1,218.4	1,255.0	3.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	247.8	275.3	285.2	294.3	311.6	301.3	430.8	498.5	463.6	503.5	528.0	4.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	404.9	468.7	430.0	459.8	489.3	6.4%
STVR**	NA	NA	NA	NA	NA	NA	25.9	29.8	33.6	43.6	38.7	-11.4%
Campground	8.3	8.4	8.8	9.2	9.9	8.3	10.7	14.0	13.6	13.7	14.4	4.8%
Private Home (VFR)	197.0	195.7	214.0	236.2	255.4	71.6	250.6	281.3	281.1	288.4	293.4	1.7%
Seasonal Home	11.6	11.8	12.5	13.3	13.6	46.8	42.4	28.8	26.3	26.8	27.5	2.5%
Day Travel	225.7	229.8	237.8	247.4	257.1	60.2	163.0	246.3	240.2	249.7	256.8	2.9%
Total	442.6	445.8	473.0	506.1	536.0	187.0	897.5	1,068.8	1,024.9	1,082.1	1,120.1	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	91.7	105.4	112.1	117.8	124.3	126.6	183.3	216.0	200.9	211.7	216.3	2.2%
Food Service	202.2	217.6	225.0	232.5	246.1	144.7	263.6	307.4	302.9	327.5	347.2	6.0%
Food Stores	33.1	33.8	33.7	34.0	35.1	19.5	41.7	47.9	48.6	51.6	53.0	2.8%
Arts, Ent. & Rec.	95.9	101.2	102.3	103.3	106.4	60.9	108.3	120.9	120.8	131.5	136.8	4.1%
Retail Sales	104.6	109.1	118.7	127.7	141.9	66.7	135.9	159.7	158.4	163.5	168.1	2.8%
Visitor Air	0.8	0.9	1.0	1.2	1.1	0.5	0.5	0.6	0.6	0.6	0.6	0.4%
Local Tran. & Gas	162.0	153.2	165.4	184.0	192.6	69.4	164.3	216.3	192.7	195.8	198.0	1.1%
Total	690.4	721.1	758.3	800.4	847.5	488.3	897.5	1,068.8	1,024.9	1,082.1	1,120.1	3.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	128.8	146.4	158.6	172.9	186.4	165.7	205.3	262.7	279.0	292.6	312.3	6.7%
Arts, Ent. & Rec.	51.3	59.6	61.4	64.1	67.3	42.7	52.8	68.1	67.5	80.8	83.7	3.6%
Retail*	21.4	22.8	23.9	25.1	26.5	27.0	30.3	32.7	34.7	34.2	36.3	6.2%
Ground Trans.	15.1	17.1	19.0	25.2	27.8	13.4	13.6	15.7	16.1	17.2	17.8	3.4%
Visitor Air	0.5	0.7	4.6	5.1	6.6	6.5	0.4	0.4	0.6	0.7	0.7	7.3%
Other travel**	8.2	9.2	23.5	24.6	31.0	31.8	9.4	9.9	11.6	12.2	12.7	3.6%
Total	225.3	255.9	291.2	317.0	345.6	287.1	311.7	389.6	409.5	437.7	463.5	5.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	4,540	4,760	4,990	5,100	5,250	4,450	5,020	6,030	6,090	5,960	6,000	0.7%
Arts, Ent. & Rec.	2,220	2,350	2,350	2,380	2,430	1,390	1,680	2,180	2,310	2,540	2,690	5.9%
Retail*	720	740	760	760	780	720	750	770	800	760	780	2.6%
Ground Trans.	370	390	400	490	540	450	430	520	540	570	590	3.5%
Visitor Air	10	10	50	50	70	60	10	10	10	10	10	0.0%
Other travel**	240	250	400	400	480	470	230	240	280	290	290	0.0%
Total	8,100	8,500	8,940	9,190	9,540	7,540	8,110	9,740	10,030	10,130	10,370	2.3%

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

San Joaquin County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	21.0	23.3	26.4	29.5	31.6	27.5	37.5	43.1	38.5	43.1	45.4	5.3%
State**	49.5	48.6	50.2	58.3	62.6	33.8	58.2	64.0	62.5	67.5	70.4	4.3%
Total	70.5	71.9	76.6	87.8	94.2	61.3	95.7	107.1	101.0	110.6	115.8	4.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	7.5	8.3	9.3	10.2	11.1	12.4	13.6	14.4	11.1	14.1	15.4	9.5%
Visitor	13.5	15.0	17.1	19.3	20.5	15.1	23.9	28.7	27.4	29.0	30.0	3.3%
Total	21.0	23.3	26.4	29.5	31.6	27.5	37.5	43.1	38.5	43.1	45.4	5.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	7.8	8.3	8.3	8.5	9.1	9.3	10.3	11.5	9.9	11.7	12.5	7.4%
Visitor	41.7	40.3	41.9	49.9	53.5	24.5	47.9	52.5	52.7	55.8	57.9	3.7%
Total	49.5	48.6	50.2	58.3	62.6	33.8	58.2	64.0	62.5	67.5	70.4	4.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	2,195.1	2,281.6	3.9%
Other travel*	61.8	57.2	65.8	77.9	83.3	26.5	46.3	80.2	82.5	89.7	91.0	1.4%
Total	1,668.7	1,680.0	1,781.8	1,915.0	2,018.5	1,347.3	1,909.0	2,315.0	2,304.6	2,284.8	2,372.6	3.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	1,414.6	1,472.9	4.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	894.9	1,020.2	992.0	981.2	1,022.3	4.2%
STVR**	NA	NA	NA	NA	NA	NA	425.5	446.1	456.6	433.4	450.6	4.0%
Campground	137.1	138.7	145.6	152.8	164.7	137.3	178.9	233.3	231.7	233.7	244.8	4.8%
Private Home (VFR)	96.4	96.9	107.6	120.6	131.3	56.0	124.7	142.4	147.0	152.0	155.5	2.3%
Seasonal Home	40.8	41.4	44.7	50.5	51.7	61.0	54.8	66.6	68.3	69.2	70.2	1.5%
Day Travel	330.5	330.2	341.1	366.0	385.4	112.3	183.9	326.2	326.7	325.6	338.2	3.9%
Total	604.9	607.3	638.9	689.8	733.1	366.6	1,862.7	2,234.9	2,222.2	2,195.1	2,281.6	3.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	435.4	453.1	477.1	505.7	528.3	474.5	697.6	775.8	751.3	725.7	750.2	3.4%
Food Service	447.2	459.8	487.2	519.3	551.8	356.3	453.6	557.3	575.8	586.3	618.2	5.4%
Food Stores	70.5	70.5	71.8	73.6	77.8	56.9	105.5	128.1	134.2	132.6	139.2	5.0%
Arts, Ent. & Rec.	202.4	204.1	211.2	220.1	227.9	138.2	204.4	229.8	235.0	235.0	244.4	4.0%
Retail Sales	257.8	256.1	270.0	289.1	305.2	172.9	219.0	271.5	269.1	260.6	267.9	2.8%
Visitor Air	12.5	13.9	15.9	19.3	21.7	8.3	12.5	25.1	29.5	35.0	37.3	6.5%
Local Tran. & Gas	181.0	165.1	182.8	210.0	222.4	113.7	170.1	247.2	227.3	219.8	224.3	2.0%
Total	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	2,195.1	2,281.6	3.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	356.6	386.2	439.3	472.4	508.8	410.1	500.2	591.2	624.1	652.6	689.1	5.6%
Arts, Ent. & Rec.	105.0	111.2	123.6	128.5	138.6	98.5	132.2	149.3	162.4	173.0	183.7	6.2%
Retail*	49.4	50.3	52.1	54.7	57.4	58.2	65.6	70.1	71.5	74.1	75.2	1.5%
Ground Trans.	18.3	20.0	23.2	32.8	36.3	17.0	16.6	17.9	18.2	21.2	22.0	4.0%
Visitor Air	5.2	4.4	5.8	6.1	29.4	31.1	13.5	13.9	15.5	16.8	17.6	4.8%
Other travel**	9.3	7.9	10.4	10.9	44.5	40.5	17.3	19.1	21.7	24.7	25.2	2.2%
Total	543.9	580.0	654.3	705.5	815.0	655.4	745.4	861.5	913.3	962.3	1,012.8	5.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	11,080	11,460	12,580	12,910	13,410	10,640	11,840	13,160	13,390	13,850	14,030	1.3%
Arts, Ent. & Rec.	5,280	5,300	5,650	5,910	6,340	4,140	5,090	6,380	6,670	7,320	7,540	3.0%
Retail*	1,470	1,490	1,520	1,560	1,590	1,500	1,540	1,570	1,550	1,550	1,550	0.0%
Ground Trans.	460	470	490	640	720	730	710	850	900	980	990	1.0%
Visitor Air	70	70	100	100	300	290	170	160	170	170	180	5.9%
Other travel**	170	150	210	220	510	410	250	260	280	290	290	0.0%
Total	18,530	18,930	20,550	21,340	22,860	17,710	19,590	22,380	22,960	24,150	24,580	1.7%

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



San Luis Obispo County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	69.9	72.4	76.6	84.2	90.5	81.2	103.1	111.9	103.5	107.0	112.5	5.1%
State**	76.8	75.2	77.7	84.9	92.2	65.5	84.9	96.4	93.6	98.1	103.0	5.0%
Total	146.7	147.7	154.3	169.1	182.7	146.7	188.0	208.4	197.1	205.1	215.5	5.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	17.6	18.1	19.6	21.6	25.0	26.6	30.1	29.5	22.9	28.7	31.3	8.9%
Visitor	52.3	54.3	57.0	62.6	65.6	54.6	73.0	82.5	80.5	78.3	81.2	3.7%
Total	69.9	72.4	76.6	84.2	90.5	81.2	103.1	111.9	103.5	107.0	112.5	5.1%
State Tax Revenue Detail (\$Millions)												
Business/Employees	19.0	19.1	19.8	19.8	22.6	23.5	26.8	27.6	23.6	27.7	29.6	6.9%
Visitor	57.8	56.1	57.9	65.1	69.6	42.0	58.1	68.8	70.0	70.4	73.4	4.3%
Total	76.8	75.2	77.7	84.9	92.2	65.5	84.9	96.4	93.6	98.1	103.0	5.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	4,335.4	4,536.2	4.6%
Other travel*	302.6	294.5	335.7	373.6	433.1	194.1	210.8	328.3	354.2	392.2	358.8	-8.5%
Total	3,729.8	3,812.5	3,997.5	4,357.1	4,492.2	1,677.3	2,495.9	4,153.0	4,494.0	4,727.6	4,895.0	3.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	3,208.6	3,376.1	5.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,387.2	2,605.7	2,826.9	2,961.8	3,117.1	5.2%
STVR**	NA	NA	NA	NA	NA	NA	115.6	189.1	228.1	246.8	259.0	4.9%
Campground	31.0	31.4	32.9	34.5	37.2	31.2	40.5	52.9	52.5	52.8	54.9	4.0%
Private Home (VFR)	313.8	315.8	347.3	382.4	406.2	88.3	331.4	356.8	365.7	378.9	387.6	2.3%
Seasonal Home	19.1	19.5	20.9	23.1	23.7	40.0	36.0	43.4	44.4	45.2	46.3	2.5%
Day Travel	600.0	602.4	622.3	674.6	680.6	162.4	374.3	576.7	622.2	650.0	671.4	3.3%
Total	964.0	969.0	1,023.4	1,114.6	1,147.7	322.0	2,285.1	3,824.7	4,139.8	4,335.4	4,536.2	4.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	873.8	919.7	948.4	1,050.9	1,079.7	386.6	474.2	772.0	888.9	939.7	1,003.7	6.8%
Food Service	881.3	917.3	965.8	1,049.1	1,074.8	406.9	635.6	1,084.8	1,244.3	1,331.9	1,420.6	6.7%
Food Stores	93.9	93.5	94.8	98.9	99.8	39.6	77.7	117.7	133.4	139.9	146.8	4.9%
Arts, Ent. & Rec.	477.3	486.9	500.6	531.0	529.6	191.2	305.0	485.6	547.9	589.8	614.3	4.2%
Retail Sales	458.8	461.5	489.8	535.2	554.4	194.4	323.6	512.0	559.6	577.0	593.5	2.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	6.6	12.9	15.3	15.5	17.1	10.2%
Local Tran. & Gas	642.3	639.1	662.5	718.4	720.8	264.6	462.4	839.7	750.5	741.6	740.3	-0.2%
Total	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	4,335.4	4,536.2	4.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	654.0	700.3	767.8	867.5	907.5	578.3	658.2	854.6	980.8	1,035.7	1,091.1	5.4%
Arts, Ent. & Rec.	221.3	237.1	248.7	273.0	281.6	206.2	245.8	300.8	333.4	353.0	365.7	3.6%
Retail*	78.8	80.7	82.8	91.7	92.0	89.1	99.0	97.5	97.7	100.0	101.4	1.4%
Ground Trans.	103.9	111.2	116.0	135.2	144.6	70.3	71.1	88.5	84.0	83.1	81.2	-2.3%
Visitor Air	747.5	1,008.0	1,150.9	1,191.9	548.8	510.8	330.8	370.6	423.6	470.1	493.3	4.9%
Other travel**	782.7	1,053.3	1,229.5	1,310.6	677.9	650.9	437.4	467.2	517.2	587.7	593.7	1.0%
Total	2,588.2	3,190.6	3,595.6	3,869.9	2,652.5	2,105.6	1,842.2	2,179.2	2,436.8	2,629.7	2,726.5	3.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	16,540	16,570	17,390	18,600	18,500	12,330	12,890	15,470	16,720	16,910	17,220	1.8%
Arts, Ent. & Rec.	7,970	8,250	8,590	9,020	8,670	5,890	6,390	7,650	8,340	8,950	9,290	3.8%
Retail*	1,760	1,710	1,710	1,800	1,770	1,580	1,600	1,570	1,570	1,590	1,550	-2.5%
Ground Trans.	2,240	2,260	2,270	2,510	2,650	1,580	1,500	1,760	1,690	1,740	1,740	0.0%
Visitor Air	8,710	9,590	9,860	9,880	6,200	5,160	3,700	3,860	4,120	4,260	4,370	2.6%
Other travel**	9,340	10,410	10,850	11,130	7,570	6,530	4,970	4,940	5,060	5,330	5,290	-0.8%
Total	46,560	48,790	50,680	52,940	45,360	33,060	31,050	35,240	37,500	38,780	39,450	1.8%

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

San Mateo County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	255.3	280.4	294.2	335.3	296.8	166.2	183.8	254.1	258.9	286.7	305.6	6.6%
State**	204.7	216.4	221.5	230.7	208.1	115.5	152.0	208.3	211.5	229.0	238.1	4.0%
Total	460.1	496.8	515.6	566.1	504.9	281.7	335.8	462.4	470.4	515.7	543.7	5.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	93.2	110.5	119.1	132.5	90.8	95.2	83.3	83.5	68.5	87.7	94.0	7.1%
Visitor	162.1	169.9	175.1	202.8	206.0	71.0	100.6	170.6	190.4	199.0	211.6	6.3%
Total	255.3	280.4	294.2	335.3	296.8	166.2	183.8	254.1	258.9	286.7	305.6	6.6%
State Tax Revenue Detail (\$Millions)												
Business/Employees	79.0	91.3	94.2	91.0	64.3	60.9	60.1	64.3	59.5	70.5	74.1	5.1%
Visitor	125.7	125.1	127.3	139.7	143.8	54.7	91.9	144.0	152.0	158.5	164.0	3.5%
Total	204.7	216.4	221.5	230.7	208.1	115.5	152.0	208.3	211.5	229.0	238.1	4.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	2,045.6	2,113.4	3.3%
Other travel*	131.5	129.2	135.1	151.3	164.2	62.8	110.9	171.7	170.8	179.6	184.1	2.5%
Total	1,905.9	1,903.7	1,953.1	1,983.0	2,141.1	1,018.3	1,646.5	2,070.3	2,093.4	2,225.2	2,297.4	3.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	1,324.1	1,366.2	3.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	817.6	969.9	975.5	1,070.9	1,098.9	2.6%
STVR**	NA	NA	NA	NA	NA	NA	201.6	235.3	244.5	253.2	267.3	5.5%
Campground	59.0	59.7	62.6	65.7	70.9	59.1	77.3	100.7	100.0	100.5	105.5	5.0%
Private Home (VFR)	154.6	152.4	169.9	187.8	205.7	82.6	183.6	213.5	217.4	225.3	232.4	3.2%
Seasonal Home	34.4	34.9	37.8	42.7	43.7	56.6	50.9	49.4	50.6	51.1	52.2	2.2%
Day Travel	391.2	388.2	405.2	409.3	427.9	115.4	204.7	329.7	334.5	344.7	357.0	3.6%
Total	639.2	635.2	675.5	705.5	748.2	313.7	1,535.6	1,898.6	1,922.5	2,045.6	2,113.4	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	467.5	481.0	484.6	464.0	522.7	335.0	586.3	693.0	671.8	718.7	738.3	2.7%
Food Service	496.7	506.8	520.0	528.6	560.9	255.6	370.6	456.2	481.1	515.8	543.7	5.4%
Food Stores	57.2	56.5	56.8	56.5	59.1	33.8	57.9	72.8	77.1	80.0	83.8	4.7%
Arts, Ent. & Rec.	225.0	225.0	225.8	224.2	231.7	98.3	152.7	178.5	185.8	200.7	206.3	2.8%
Retail Sales	290.0	286.0	295.8	302.5	321.9	133.4	199.0	245.7	248.1	255.7	259.5	1.5%
Visitor Air	32.9	32.1	35.0	37.5	50.8	14.8	25.6	50.9	53.4	64.4	69.9	8.6%
Local Tran. & Gas	205.1	187.0	200.2	218.4	229.6	84.7	143.6	201.6	205.2	210.4	211.8	0.7%
Total	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	2,045.6	2,113.4	3.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	415.3	425.7	457.4	470.2	513.6	399.6	480.5	590.2	618.3	632.7	676.5	6.9%
Arts, Ent. & Rec.	105.3	104.3	114.3	117.5	126.6	99.9	119.5	139.3	148.0	163.7	180.4	10.2%
Retail*	49.2	49.7	49.6	50.3	52.1	53.9	59.3	62.8	68.4	70.6	72.8	3.2%
Ground Trans.	22.4	23.9	26.4	34.5	38.1	13.8	13.7	15.0	19.3	21.2	21.5	1.4%
Visitor Air	5.3	4.0	4.5	4.7	5.9	5.7	7.9	8.8	10.0	11.5	11.8	3.2%
Other travel**	18.6	19.7	19.4	20.7	21.8	19.2	22.2	25.9	29.3	31.8	32.7	2.9%
Total	616.1	627.4	671.5	697.8	758.2	592.0	703.1	842.0	893.3	931.4	995.7	6.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	11,070	10,970	11,120	11,040	11,810	9,090	10,050	11,550	11,740	11,430	11,640	1.8%
Arts, Ent. & Rec.	4,400	4,330	4,580	5,230	5,590	4,060	4,590	5,440	5,770	6,140	6,200	1.0%
Retail*	1,360	1,360	1,310	1,300	1,320	1,260	1,310	1,300	1,350	1,350	1,340	-0.7%
Ground Trans.	550	550	550	670	740	540	520	630	710	770	770	0.0%
Visitor Air	90	60	60	60	80	60	80	90	90	100	100	0.0%
Other travel**	360	360	340	350	370	290	330	360	380	410	410	0.0%
Total	17,820	17,620	17,970	18,650	19,910	15,290	16,880	19,360	20,030	20,190	20,460	1.3%

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



Santa Barbara County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	79.4	81.5	84.7	85.6	95.0	66.5	100.6	115.2	106.9	118.2	123.9	4.8%
State**	87.2	84.0	84.3	89.1	95.4	53.4	75.9	86.3	85.6	92.8	97.4	4.9%
Total	166.6	165.6	169.0	174.7	190.4	119.9	176.6	201.6	192.5	211.0	221.3	4.9%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	20.4	20.0	20.5	21.6	23.4	24.2	28.7	29.1	22.7	28.1	31.1	10.6%
Visitor	59.0	61.6	64.2	64.0	71.6	42.3	71.9	86.1	84.2	90.1	92.8	3.0%
Total	79.4	81.5	84.7	85.6	95.0	66.5	100.6	115.2	106.9	118.2	123.9	4.8%
State Tax Revenue Detail (\$Millions)												
Business/Employees	21.3	20.5	20.2	19.6	21.2	20.6	25.2	26.9	23.2	26.8	29.1	8.6%
Visitor	66.0	63.5	64.1	69.5	74.1	32.9	50.7	59.4	62.4	66.0	68.2	3.4%
Total	87.2	84.0	84.3	89.1	95.4	53.4	75.9	86.3	85.6	92.8	97.4	4.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	5,864.3	6,072.9	3.6%
Other travel*	1,049.0	1,084.1	1,203.2	1,272.3	1,414.3	723.8	1,055.1	1,236.1	1,461.8	1,732.9	1,578.6	-8.9%
Total	6,089.6	6,303.9	7,221.1	7,445.6	7,628.7	2,979.5	4,220.8	6,000.0	6,905.8	7,597.2	7,651.5	0.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	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	4,072.2	4,241.3	4.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	1,726.4	2,843.3	3,376.4	3,686.2	3,839.2	4.1%
STVR**	NA	NA	NA	NA	NA	NA	138.7	302.9	360.2	386.0	402.2	4.2%
Campground	48.8	49.3	51.8	54.3	58.6	49.1	63.7	83.1	82.5	83.0	87.1	5.0%
Private Home (VFR)	609.5	610.2	673.3	732.8	803.7	232.3	608.8	707.8	734.7	778.6	787.3	1.1%
Seasonal Home	25.0	25.3	26.9	29.3	30.0	42.3	38.4	36.6	37.3	38.1	39.2	2.9%
Day Travel	877.7	883.7	926.5	990.1	1,017.6	251.2	589.8	790.3	852.9	892.4	917.8	2.9%
Total	1,560.9	1,568.5	1,678.4	1,806.5	1,909.9	575.0	3,165.8	4,764.0	5,444.0	5,864.3	6,072.9	3.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	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	1,490.1	1,559.0	4.6%
Food Service	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	1,783.3	1,886.0	5.8%
Food Stores	153.0	153.5	164.8	165.9	167.1	69.2	127.4	178.6	203.5	213.3	222.0	4.1%
Arts, Ent. & Rec.	655.3	674.2	757.4	764.5	750.8	291.7	434.8	579.6	663.4	716.0	738.6	3.2%
Retail Sales	658.6	667.7	767.9	798.7	818.9	303.7	496.8	646.8	711.3	735.0	748.3	1.8%
Visitor Air	301.6	307.2	323.3	355.0	386.2	92.1	114.6	227.0	257.2	302.6	289.2	-4.4%
Local Tran. & Gas	560.6	538.0	620.7	668.5	671.2	215.6	408.7	593.5	621.0	624.1	629.9	0.9%
Total	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	5,864.3	6,072.9	3.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	970.3	1,082.0	1,143.1	1,173.3	1,196.3	814.8	905.9	1,192.4	1,340.0	1,413.0	1,476.4	4.5%
Arts, Ent. & Rec.	322.9	345.5	378.7	395.6	444.3	259.9	282.1	354.7	394.1	422.5	450.5	6.6%
Retail*	109.4	113.1	113.5	115.6	115.3	111.3	118.3	118.5	123.5	124.4	128.5	3.3%
Ground Trans.	75.2	82.3	99.5	124.0	130.7	48.1	48.0	56.0	62.4	65.7	66.6	1.5%
Visitor Air	27.4	26.3	25.4	26.5	22.4	21.1	20.3	22.7	26.0	30.0	32.4	8.1%
Other travel**	186.5	204.9	217.2	218.7	251.5	220.3	242.4	183.1	239.3	299.3	274.5	-8.3%
Total	1,691.8	1,854.3	1,977.4	2,053.7	2,160.5	1,475.5	1,617.0	1,927.4	2,185.3	2,354.8	2,428.9	3.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	26,360	27,490	27,700	26,640	25,390	17,310	17,920	21,660	22,670	23,110	23,250	0.6%
Arts, Ent. & Rec.	7,560	7,790	7,860	7,820	8,410	4,960	5,980	8,360	9,360	9,560	9,270	-3.0%
Retail*	2,420	2,570	2,490	2,430	2,410	2,140	2,170	2,140	2,160	2,120	2,130	0.5%
Ground Trans.	1,760	1,810	2,030	2,370	2,510	1,540	1,490	1,770	1,910	2,030	2,090	3.0%
Visitor Air	380	360	350	350	390	330	310	330	350	380	400	5.3%
Other travel**	2,150	2,430	2,660	2,770	3,780	2,370	2,600	2,230	2,550	2,540	2,360	-7.1%
Total	40,630	42,450	43,090	42,380	42,880	28,650	30,470	36,480	38,990	39,720	39,490	-0.6%

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

Santa Clara County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	239.2	261.7	285.0	319.3	323.1	153.0	176.3	251.0	269.5	305.6	320.2	4.8%
State**	235.7	234.9	250.3	267.5	276.1	134.0	194.1	233.0	250.8	272.7	283.2	3.9%
Total	474.8	496.6	535.3	586.7	599.2	287.0	370.3	484.0	520.3	578.3	603.5	4.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	59.5	62.7	66.2	69.0	72.5	65.6	72.1	72.8	60.6	77.5	82.6	6.6%
Visitor	179.7	199.0	218.8	250.3	250.6	87.5	104.2	178.2	208.9	228.1	237.6	4.2%
Total	239.2	261.7	285.0	319.3	323.1	153.0	176.3	251.0	269.5	305.6	320.2	4.8%
State Tax Revenue Detail (\$Millions)												
Business/Employees	56.7	58.8	56.5	55.2	57.8	47.9	53.8	57.7	54.0	64.1	67.0	4.5%
Visitor	178.9	176.1	193.7	212.2	218.3	86.0	140.3	175.3	196.8	208.7	216.3	3.6%
Total	235.7	234.9	250.3	267.5	276.1	134.0	194.1	233.0	250.8	272.7	283.2	3.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	879.6	903.5	976.2	1,025.0	1,020.0	482.8	1,017.3	1,303.2	1,335.0	1,331.1	1,354.5	1.8%
Other travel*	48.5	42.3	46.8	53.2	55.4	19.1	36.6	54.6	50.6	48.1	46.6	-3.1%
Total	928.1	945.7	1,023.0	1,078.2	1,075.4	501.8	1,053.9	1,357.8	1,385.5	1,379.2	1,401.1	1.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	475.5	498.5	548.9	566.9	545.9	211.8	638.0	811.5	839.9	832.2	844.9	1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	464.3	614.0	660.7	659.1	670.7	1.8%
STVR**	NA	NA	NA	NA	NA	NA	173.6	197.5	179.3	173.1	174.2	0.7%
Campground	69.1	69.9	73.3	77.0	83.0	69.3	90.3	117.8	116.9	118.2	123.6	4.6%
Private Home (VFR)	68.7	67.8	74.6	81.1	86.2	31.1	83.5	93.4	93.9	96.1	97.4	1.4%
Seasonal Home	93.0	94.3	99.7	108.6	111.3	109.7	99.5	95.0	96.6	97.3	97.7	0.4%
Day Travel	173.3	172.9	179.6	191.4	193.6	60.9	106.0	185.6	187.5	187.3	190.9	1.9%
Total	404.1	404.9	427.3	458.1	474.1	271.0	1,017.3	1,303.2	1,335.0	1,331.1	1,354.5	1.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	248.7	264.7	285.3	296.8	291.7	138.9	330.3	372.5	363.7	356.6	358.9	0.7%
Food Service	244.1	256.0	277.0	287.0	286.5	138.9	281.9	382.7	413.3	426.3	437.8	2.7%
Food Stores	43.1	43.3	44.4	44.9	45.9	30.0	57.0	73.4	75.4	74.9	77.9	4.0%
Arts, Ent. & Rec.	120.3	123.7	130.4	132.1	128.7	60.2	127.5	161.0	169.4	170.4	174.1	2.2%
Retail Sales	117.0	118.6	130.5	141.0	141.8	65.6	126.0	164.6	170.2	165.1	166.9	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	106.4	97.1	108.5	123.2	125.5	49.1	94.5	149.0	143.0	137.8	138.9	0.8%
Total	879.6	903.5	976.2	1,025.0	1,020.0	482.8	1,017.3	1,303.2	1,335.0	1,331.1	1,354.5	1.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	190.1	209.7	225.1	239.3	244.0	175.2	217.5	267.5	292.6	295.4	306.6	3.8%
Arts, Ent. & Rec.	68.4	75.9	81.6	85.6	86.8	51.8	65.1	83.8	104.8	117.1	131.9	12.7%
Retail*	23.2	24.0	23.8	24.0	24.4	25.0	27.5	28.6	29.6	29.3	29.7	1.3%
Ground Trans.	9.5	10.5	12.5	17.7	18.6	6.5	6.4	6.6	6.8	8.2	8.9	9.2%
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**	4.8	4.5	4.6	4.6	4.7	4.2	4.2	4.8	4.8	4.5	4.3	-3.2%
Total	295.9	324.6	347.6	371.2	378.5	262.7	320.6	391.3	438.6	454.4	481.4	5.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	6,060	6,200	6,360	6,460	6,400	4,550	5,150	5,930	6,260	6,050	6,140	1.5%
Arts, Ent. & Rec.	3,350	3,410	3,680	3,670	3,390	1,860	2,250	3,040	3,470	3,770	4,100	8.8%
Retail*	700	730	720	700	690	650	670	660	650	640	640	0.0%
Ground Trans.	240	250	270	350	370	310	300	360	380	420	440	4.8%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	120	110	120	110	110	90	90	100	90	90	90	0.0%
Total	10,470	10,700	11,140	11,280	10,960	7,460	8,450	10,080	10,850	10,960	11,410	4.0%

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



Santa Cruz County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	35.5	39.5	44.5	47.8	47.5	25.7	52.3	60.4	57.7	59.9	61.9	3.3%
State**	43.2	42.6	43.8	48.3	49.4	27.5	46.5	56.8	58.4	60.6	62.7	3.5%
Total	78.7	82.2	88.3	96.1	96.9	53.2	98.8	117.2	116.1	120.5	124.6	3.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	10.0	10.5	11.2	12.1	12.3	11.3	13.8	14.3	11.8	14.5	15.9	9.5%
Visitor	25.6	29.0	33.3	35.8	35.2	14.3	38.4	46.0	45.9	45.4	46.0	1.3%
Total	35.5	39.5	44.5	47.8	47.5	25.7	52.3	60.4	57.7	59.9	61.9	3.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	10.1	10.4	9.9	9.9	10.0	8.7	10.8	11.8	10.8	12.4	13.3	7.5%
Visitor	33.1	32.2	33.9	38.4	39.3	18.8	35.7	45.0	47.6	48.2	49.4	2.4%
Total	43.2	42.6	43.8	48.3	49.4	27.5	46.5	56.8	58.4	60.6	62.7	3.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	395.9	409.7	428.4	472.7	505.0	295.3	425.2	504.6	502.0	515.9	530.0	2.7%
Other travel*	32.1	29.7	32.4	36.9	39.7	12.7	25.6	40.8	38.1	37.6	38.0	1.0%
Total	428.0	439.4	460.9	509.7	544.7	308.0	450.8	545.4	540.1	553.5	568.0	2.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	171.9	183.4	192.5	216.9	234.8	147.6	207.8	220.4	216.6	226.5	233.2	2.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	156.8	166.0	157.7	167.2	172.0	2.9%
STVR**	NA	NA	NA	NA	NA	NA	51.0	54.5	58.9	59.3	61.2	3.1%
Campground	39.5	40.0	41.9	44.0	47.4	39.7	51.5	67.2	66.7	67.2	70.3	4.7%
Private Home (VFR)	43.1	42.9	46.2	51.6	55.6	16.4	52.6	59.0	59.9	60.9	62.0	1.9%
Seasonal Home	38.5	39.2	40.7	43.3	44.4	55.4	50.1	61.9	63.1	63.8	64.7	1.3%
Day Travel	102.9	104.3	107.1	116.9	122.8	36.2	63.1	96.1	95.7	97.5	99.8	2.4%
Total	224.0	226.3	235.9	255.8	270.2	147.7	425.2	504.6	502.0	515.9	530.0	2.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	91.2	97.8	102.7	114.7	123.2	103.2	138.4	151.7	146.0	149.5	152.9	2.3%
Food Service	106.9	113.9	118.3	128.8	138.1	74.5	104.4	123.2	127.5	134.7	140.1	4.0%
Food Stores	23.6	23.9	24.0	24.8	26.1	19.0	29.0	35.7	37.6	38.2	39.9	4.4%
Arts, Ent. & Rec.	53.1	55.4	56.2	59.7	62.3	33.4	47.9	53.8	55.3	57.9	59.5	2.7%
Retail Sales	55.6	57.3	60.2	67.0	71.8	33.7	50.0	59.5	59.1	59.5	60.4	1.5%
Visitor Air	2.6	3.3	3.3	3.1	4.5	1.4	3.1	5.2	6.0	6.4	6.9	8.1%
Local Tran. & Gas	63.0	58.3	63.7	74.6	79.0	30.1	52.4	75.5	70.5	69.7	70.4	1.0%
Total	395.9	409.7	428.4	472.7	505.0	295.3	425.2	504.6	502.0	515.9	530.0	2.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	78.0	86.4	91.7	92.9	103.6	96.2	115.3	122.0	127.5	131.5	144.3	9.7%
Arts, Ent. & Rec.	24.3	26.8	24.7	26.1	29.5	22.4	27.6	31.3	34.7	36.8	42.1	14.4%
Retail*	12.6	13.2	13.7	14.1	14.9	16.5	18.6	20.0	21.0	20.3	20.8	2.6%
Ground Trans.	5.7	6.4	7.4	10.9	12.1	4.1	4.0	4.1	4.2	5.0	5.3	5.6%
Visitor Air	1.3	2.5	2.8	2.8	2.9	2.8	3.3	3.3	4.1	4.5	4.6	3.1%
Other travel**	3.3	5.1	5.5	5.8	5.7	5.6	6.8	7.8	8.3	8.8	9.2	3.9%
Total	125.2	140.5	145.8	152.7	168.7	147.7	175.5	188.5	199.9	207.0	226.3	9.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	2,820	2,900	2,960	2,870	2,940	2,620	2,880	2,950	2,900	2,850	2,940	3.2%
Arts, Ent. & Rec.	1,100	1,160	1,100	1,160	1,290	960	1,120	1,200	1,270	1,310	1,400	6.9%
Retail*	400	410	420	420	430	440	460	470	460	440	440	0.0%
Ground Trans.	150	150	160	210	240	190	190	220	240	260	260	0.0%
Visitor Air	20	30	40	40	40	30	40	30	40	40	40	0.0%
Other travel**	90	110	120	120	120	110	110	130	130	130	130	0.0%
Total	4,570	4,770	4,800	4,820	5,050	4,350	4,790	5,000	5,040	5,030	5,200	3.6%

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

Shasta County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	12.4	13.4	13.9	15.9	17.4	14.6	19.6	20.1	18.3	19.8	21.0	6.0%
State**	21.8	21.6	21.8	25.1	27.1	16.3	23.4	25.2	24.8	26.4	27.7	4.9%
Total	34.2	35.0	35.7	41.0	44.4	31.0	43.0	45.4	43.1	46.2	48.7	5.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	3.9	4.2	4.2	4.5	5.0	5.8	6.8	6.2	4.8	6.0	6.7	13.2%
Visitor	8.5	9.2	9.7	11.5	12.4	8.9	12.8	13.9	13.4	13.9	14.3	2.9%
Total	12.4	13.4	13.9	15.9	17.4	14.6	19.6	20.1	18.3	19.8	21.0	6.0%
State Tax Revenue Detail (\$Millions)												
Business/Employees	4.6	4.8	4.6	4.6	5.0	5.5	6.6	6.3	5.4	6.2	6.9	11.1%
Visitor	17.2	16.7	17.2	20.5	22.0	10.8	16.8	18.9	19.5	20.2	20.8	3.1%
Total	21.8	21.6	21.8	25.1	27.1	16.3	23.4	25.2	24.8	26.4	27.7	4.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	17.3	16.4	17.7	17.8	18.9	13.3	18.8	20.9	18.2	18.8	17.7	-5.5%
Other travel*	0.5	0.4	0.5	0.5	0.5	0.2	0.4	0.6	0.5	0.5	0.5	-1.6%
Total	17.7	16.8	18.2	18.3	19.4	13.5	19.2	21.5	18.7	19.2	18.2	-5.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	9.8	9.1	9.8	9.4	10.1	5.7	9.7	10.6	7.9	8.3	7.7	-6.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	4.7	5.0	4.1	4.8	4.2	-11.1%
STVR**	NA	NA	NA	NA	NA	NA	5.0	5.6	3.8	3.5	3.5	-1.2%
Campground	0.6	0.6	0.7	0.7	0.7	0.6	0.8	1.0	1.0	1.1	1.1	1.8%
Private Home (VFR)	1.5	1.4	1.6	1.7	1.9	0.6	2.2	2.3	2.4	2.4	2.3	-4.5%
Seasonal Home	2.8	2.8	3.0	3.3	3.4	5.2	4.7	4.7	4.8	4.9	4.6	-5.4%
Day Travel	2.5	2.4	2.5	2.6	2.7	1.2	1.4	2.3	2.1	2.1	2.0	-5.4%
Total	7.4	7.3	7.9	8.3	8.8	7.7	18.8	20.9	18.2	18.8	17.7	-5.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.8	4.6	4.9	4.7	5.1	4.2	6.4	6.9	5.6	5.7	5.5	-2.8%
Food Service	5.3	5.2	5.6	5.5	5.9	4.1	5.2	5.8	5.3	5.8	5.0	-14.1%
Food Stores	0.7	0.7	0.7	0.7	0.7	0.5	1.1	1.3	1.1	1.1	1.2	2.4%
Arts, Ent. & Rec.	2.7	2.6	2.7	2.7	2.8	2.0	2.7	2.8	2.5	2.6	2.5	-0.8%
Retail Sales	1.9	1.8	2.0	2.2	2.4	1.6	2.1	2.3	2.1	2.0	2.0	-1.8%
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	1.8	1.6	1.8	1.9	2.0	1.0	1.4	1.8	1.6	1.6	1.5	-2.0%
Total	17.3	16.4	17.7	17.8	18.9	13.3	18.8	20.9	18.2	18.8	17.7	-5.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	2.9	2.8	3.1	3.1	3.3	3.8	5.3	5.9	5.0	5.7	6.1	7.2%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.6	0.5	-15.6%
Retail*	0.4	0.3	0.4	0.4	0.4	0.4	2.0	0.7	1.1	1.0	1.0	-1.3%
Ground Trans.	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.1	0.1	0.1	0.1	2.0%
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**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-2.1%
Total	4.1	4.0	4.4	4.4	4.7	5.0	8.2	7.4	6.9	7.4	7.7	4.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	190	170	180	200	220	220	270	300	280	310	320	3.2%
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20	20	20	20	0.0%
Retail*	20	10	20	20	20	20	50	10	20	20	20	0.0%
Ground Trans.	10	10	10	10	10	10	0	10	10	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
Total	240	210	220	240	270	270	340	340	320	350	360	2.9%

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

Sierra County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	0.5	0.5	0.5	0.5	0.6	0.5	0.9	0.8	0.6	0.7	0.7	-0.5%
State**	0.6	0.6	0.6	0.6	0.7	0.5	0.9	0.9	0.8	0.8	0.8	-3.0%
Total	1.2	1.1	1.1	1.2	1.3	1.0	1.8	1.7	1.4	1.5	1.5	-1.9%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.2	0.2	0.2	7.9%
Visitor	0.4	0.4	0.4	0.4	0.4	0.3	0.5	0.6	0.5	0.5	0.5	-4.2%
Total	0.5	0.5	0.5	0.5	0.6	0.5	0.9	0.8	0.6	0.7	0.7	-0.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.2	0.2	0.2	5.7%
Visitor	0.5	0.4	0.5	0.5	0.5	0.3	0.6	0.6	0.6	0.6	0.6	-6.4%
Total	0.6	0.6	0.6	0.6	0.7	0.5	0.9	0.9	0.8	0.8	0.8	-3.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	164.9	168.3	179.5	184.5	197.6	139.1	218.5	221.3	221.0	229.0	240.2	4.9%
Other travel*	7.0	6.3	7.0	8.1	8.4	2.8	5.5	8.2	7.6	7.3	7.1	-2.2%
Total	171.9	174.6	186.5	192.6	206.0	141.9	224.0	229.6	228.6	236.2	247.3	4.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	76.4	79.2	84.7	84.4	91.6	59.0	113.3	98.6	97.4	104.3	110.9	6.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	82.5	71.6	65.3	65.7	73.3	11.7%
STVR**	NA	NA	NA	NA	NA	NA	30.8	27.0	32.0	38.6	37.6	-2.7%
Campground	15.9	16.0	16.8	17.7	19.0	15.9	20.7	27.0	26.8	27.0	28.5	5.7%
Private Home (VFR)	22.1	22.1	24.1	25.5	27.9	9.2	29.3	31.6	31.9	32.1	33.4	4.1%
Seasonal Home	25.9	26.4	28.0	30.5	31.3	44.5	40.0	42.0	43.0	43.1	43.9	1.8%
Day Travel	24.6	24.6	25.9	26.4	27.8	10.4	15.3	22.1	21.9	22.5	23.5	4.7%
Total	88.4	89.1	94.8	100.0	106.0	80.1	218.5	221.3	221.0	229.0	240.2	4.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	41.5	43.7	46.4	46.8	51.1	45.2	73.9	69.6	68.3	71.5	74.5	4.1%
Food Service	50.2	52.4	55.3	55.9	59.6	40.2	60.1	60.7	62.2	65.3	71.5	9.4%
Food Stores	9.8	9.8	10.0	9.9	10.5	7.2	13.6	15.3	16.1	16.8	17.3	2.8%
Arts, Ent. & Rec.	25.8	26.4	27.2	26.9	27.9	18.9	28.4	27.4	28.0	29.5	30.2	2.5%
Retail Sales	17.4	17.6	20.0	22.3	24.3	15.8	23.5	23.9	23.6	23.5	23.9	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	20.2	18.5	20.5	22.7	24.1	11.8	19.1	24.6	22.8	22.4	22.8	2.1%
Total	164.9	168.3	179.5	184.5	197.6	139.1	218.5	221.3	221.0	229.0	240.2	4.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	53.1	58.0	62.5	58.0	63.7	52.3	60.0	70.4	73.4	74.4	68.1	-8.5%
Arts, Ent. & Rec.	5.6	5.7	7.1	3.9	4.1	4.0	4.9	5.2	6.5	6.5	6.7	3.0%
Retail*	4.5	4.7	4.8	5.2	5.6	6.2	7.0	7.4	7.7	8.1	7.2	-10.8%
Ground Trans.	2.0	2.2	2.5	3.5	3.9	1.7	1.6	1.7	1.7	2.1	2.3	6.7%
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**	0.4	0.5	0.5	0.5	0.5	0.5	0.7	0.7	0.7	0.8	0.7	-11.9%
Total	65.5	71.0	77.4	71.0	77.9	64.6	74.2	85.4	90.0	91.9	84.9	-7.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,450	1,440	1,490	1,380	1,390	1,150	1,250	1,360	1,380	1,320	1,240	-6.1%
Arts, Ent. & Rec.	290	290	340	200	190	170	190	180	220	240	230	-4.2%
Retail*	160	160	160	160	170	170	190	190	180	180	160	-11.1%
Ground Trans.	50	50	50	70	80	80	80	90	100	110	110	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%
Total	1,960	1,960	2,060	1,830	1,840	1,580	1,720	1,840	1,900	1,860	1,750	-5.9%

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

Siskiyou County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	5.4	5.7	6.1	6.2	6.8	5.9	9.4	8.9	8.1	8.9	9.2	2.6%
State**	8.4	8.3	8.6	8.9	9.7	7.0	9.9	10.0	9.7	10.2	10.5	2.7%
Total	13.8	14.0	14.7	15.1	16.5	12.9	19.3	18.8	17.8	19.1	19.7	2.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	2.1	2.1	2.2	2.1	2.3	2.5	2.9	2.8	2.2	2.6	2.5	-4.4%
Visitor	3.4	3.6	3.9	4.1	4.5	3.4	6.5	6.0	5.9	6.3	6.6	5.6%
Total	5.4	5.7	6.1	6.2	6.8	5.9	9.4	8.9	8.1	8.9	9.2	2.6%
State Tax Revenue Detail (\$Millions)												
Business/Employees	2.3	2.3	2.3	2.0	2.2	2.4	2.7	2.7	2.3	2.6	2.5	-5.9%
Visitor	6.1	5.9	6.2	6.9	7.5	4.6	7.2	7.3	7.4	7.6	8.1	5.7%
Total	8.4	8.3	8.6	8.9	9.7	7.0	9.9	10.0	9.7	10.2	10.5	2.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	632.1	665.7	693.0	714.7	735.0	284.7	700.4	871.7	864.1	898.4	910.3	1.3%
Other travel*	72.3	65.1	73.4	85.1	88.5	29.9	56.9	83.0	77.8	77.2	77.0	-0.3%
Total	704.4	730.8	766.4	799.7	823.5	314.6	757.2	954.7	941.8	975.6	987.3	1.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	209.3	229.5	234.9	238.3	241.2	156.7	222.3	307.6	301.3	315.8	316.7	0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	203.4	281.7	273.5	285.1	288.2	1.1%
STVR**	NA	NA	NA	NA	NA	NA	19.0	25.9	27.8	30.7	28.4	-7.4%
Campground	4.5	4.6	4.8	5.0	5.4	4.5	5.9	7.7	7.4	7.5	7.9	4.7%
Private Home (VFR)	171.7	176.8	191.0	204.5	218.3	50.6	250.9	272.2	273.7	284.1	289.5	1.9%
Seasonal Home	6.8	6.9	7.5	8.3	8.5	20.0	17.8	15.3	14.8	15.3	15.6	2.4%
Day Travel	239.9	247.9	254.9	258.5	261.6	52.9	203.4	268.9	266.8	275.8	280.6	1.7%
Total	422.8	436.2	458.1	476.3	493.8	128.0	700.4	871.7	864.1	898.4	910.3	1.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	83.4	94.4	98.0	100.6	103.9	64.3	86.8	118.2	114.8	116.7	111.1	-4.8%
Food Service	199.3	214.0	221.3	226.1	232.0	92.2	241.5	293.5	294.2	315.4	325.7	3.3%
Food Stores	32.4	33.1	33.1	32.9	33.3	10.6	37.5	45.2	45.9	47.4	48.6	2.5%
Arts, Ent. & Rec.	133.1	140.1	141.6	141.3	141.2	50.0	132.3	156.8	158.8	167.2	170.9	2.2%
Retail Sales	112.8	117.4	126.2	132.8	141.8	48.9	135.3	164.2	164.0	165.4	167.3	1.2%
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	71.0	66.7	72.8	80.9	82.8	18.6	67.0	93.8	86.4	86.3	86.7	0.5%
Total	632.1	665.7	693.0	714.7	735.0	284.7	700.4	871.7	864.1	898.4	910.3	1.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	126.9	142.3	150.8	163.3	172.4	144.5	169.6	196.9	213.5	219.7	227.6	3.6%
Arts, Ent. & Rec.	61.0	67.4	61.3	66.5	67.7	34.1	44.7	60.2	62.1	65.4	67.7	3.5%
Retail*	19.5	20.6	21.2	22.5	23.3	22.9	25.7	27.3	28.4	29.6	30.3	2.3%
Ground Trans.	7.3	8.3	9.5	13.2	14.1	3.2	3.2	3.3	3.3	4.0	4.4	7.9%
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**	4.8	5.3	5.6	6.0	6.3	5.4	3.5	3.0	3.1	4.0	4.3	10.0%
Total	219.4	244.0	248.5	271.5	283.7	210.1	246.7	290.7	310.4	322.7	334.4	3.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	4,400	4,600	4,620	4,770	4,700	3,790	4,080	4,570	4,720	4,750	4,690	-1.3%
Arts, Ent. & Rec.	3,400	3,510	3,540	3,520	3,530	1,720	2,160	2,900	3,130	3,260	3,230	-0.9%
Retail*	630	660	670	690	680	610	630	640	630	640	640	0.0%
Ground Trans.	190	200	200	260	280	150	150	180	190	210	210	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	150	150	160	160	160	130	60	70	70	70	80	14.3%
Total	8,760	9,110	9,200	9,400	9,360	6,410	7,080	8,350	8,730	8,920	8,850	-0.9%

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

Solano County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	20.7	22.6	23.1	25.5	26.6	17.6	21.7	25.5	23.1	25.4	25.7	1.4%
State**	37.5	37.5	38.0	42.0	44.0	20.4	42.4	47.7	46.9	50.0	51.4	2.9%
Total	58.1	60.2	61.1	67.5	70.6	38.0	64.1	73.2	70.0	75.4	77.2	2.4%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	7.3	7.9	7.7	8.5	8.9	8.8	9.9	9.9	7.8	9.6	10.3	7.2%
Visitor	13.3	14.8	15.4	17.0	17.6	8.8	11.8	15.6	15.4	15.8	15.5	-2.1%
Total	20.7	22.6	23.1	25.5	26.6	17.6	21.7	25.5	23.1	25.4	25.7	1.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	7.6	8.0	7.5	7.6	7.9	7.0	9.1	9.6	8.3	9.5	10.0	5.2%
Visitor	29.9	29.6	30.5	34.4	36.2	13.4	33.3	38.1	38.6	40.4	41.4	2.4%
Total	37.5	37.5	38.0	42.0	44.0	20.4	42.4	47.7	46.9	50.0	51.4	2.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	2,209.0	2,242.3	1.5%
Other travel*	124.4	142.7	158.2	175.6	182.7	86.3	115.6	166.5	161.5	164.6	162.2	-1.4%
Total	1,876.0	1,974.6	2,083.8	2,200.0	2,237.1	1,247.7	1,989.8	2,296.4	2,321.4	2,373.6	2,404.5	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	930.7	984.3	1,054.3	1,111.9	1,112.8	722.3	1,160.1	1,242.2	1,250.8	1,281.3	1,293.1	0.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	781.8	839.6	862.0	901.0	909.4	0.9%
STVR**	NA	NA	NA	NA	NA	NA	378.3	402.6	388.7	380.3	383.7	0.9%
Campground	55.2	55.8	58.6	61.5	66.3	55.6	72.2	94.1	93.5	94.2	98.6	4.7%
Private Home (VFR)	152.3	155.5	165.1	178.7	190.1	59.6	187.0	206.2	211.3	218.2	222.4	1.9%
Seasonal Home	93.6	95.5	102.3	114.2	116.8	143.0	127.7	123.3	126.5	129.1	131.5	1.9%
Day Travel	519.7	540.8	545.3	558.3	568.4	180.8	327.2	464.1	477.8	486.2	496.6	2.1%
Total	820.9	847.6	871.3	912.6	941.6	439.1	1,874.2	2,129.9	2,159.8	2,209.0	2,242.3	1.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	399.5	435.1	472.7	510.2	504.7	298.9	612.8	671.3	641.8	649.3	644.9	-0.7%
Food Service	490.6	519.4	542.2	562.9	580.2	355.5	488.3	552.0	592.4	621.7	642.3	3.3%
Food Stores	65.8	66.8	66.9	67.5	69.1	38.6	81.7	95.6	101.6	101.9	105.6	3.6%
Arts, Ent. & Rec.	329.4	342.8	348.4	352.9	354.4	194.6	280.0	306.9	323.7	335.7	343.4	2.3%
Retail Sales	301.6	310.1	323.4	339.7	348.2	187.1	259.6	296.5	304.8	304.4	308.0	1.2%
Visitor Air	7.4	8.6	11.0	12.5	14.1	5.3	11.0	19.6	19.9	22.8	23.3	2.1%
Local Tran. & Gas	157.3	149.1	161.0	178.9	183.7	81.5	140.8	187.9	175.6	173.2	174.7	0.9%
Total	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	2,209.0	2,242.3	1.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	347.3	373.1	414.8	436.6	456.0	335.2	413.8	514.5	563.3	576.9	598.9	3.8%
Arts, Ent. & Rec.	175.7	184.7	205.3	215.2	221.0	155.9	180.7	237.4	268.5	284.0	302.0	6.3%
Retail*	49.4	51.7	55.2	58.8	59.1	60.2	65.9	68.9	69.9	69.7	70.6	1.3%
Ground Trans.	18.8	21.0	24.0	32.7	35.1	15.4	15.2	16.5	16.2	18.6	19.9	7.3%
Visitor Air	3.0	14.2	20.3	21.8	31.9	30.8	34.0	34.7	38.5	41.2	42.7	3.7%
Other travel**	17.3	38.9	47.2	49.4	59.9	55.0	53.6	62.2	67.5	75.0	76.1	1.5%
Total	611.6	683.5	766.6	814.5	863.0	652.5	763.2	934.1	1,023.8	1,065.4	1,110.2	4.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	10,580	10,690	11,310	11,320	11,210	8,280	9,270	11,000	11,090	10,990	10,980	-0.1%
Arts, Ent. & Rec.	7,500	7,590	8,310	8,000	7,860	5,010	5,640	7,280	7,920	8,410	8,790	4.5%
Retail*	1,420	1,460	1,490	1,510	1,480	1,410	1,440	1,440	1,450	1,420	1,400	-1.4%
Ground Trans.	470	490	510	640	690	630	610	740	760	830	870	4.8%
Visitor Air	30	100	210	220	330	280	160	150	160	160	160	0.0%
Other travel**	310	560	690	690	790	670	500	560	600	600	590	-1.7%
Total	20,300	20,880	22,510	22,370	22,360	16,290	17,610	21,170	21,970	22,410	22,780	1.7%

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

Sonoma County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	77.6	84.0	97.1	108.4	109.9	74.2	115.4	125.8	117.0	125.2	128.2	2.4%
State**	82.9	83.9	85.3	90.7	94.6	60.5	84.5	93.3	93.7	99.4	102.9	3.5%
Total	160.4	167.9	182.4	199.1	204.5	134.7	199.9	219.0	210.7	224.7	231.1	2.8%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	21.6	23.2	25.2	27.3	28.9	29.0	33.9	35.1	28.3	34.9	37.6	7.7%
Visitor	56.0	60.8	72.0	81.1	81.0	45.2	81.5	90.6	88.7	90.3	90.6	0.3%
Total	77.6	84.0	97.1	108.4	109.9	74.2	115.4	125.8	117.0	125.2	128.2	2.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	19.8	21.0	21.3	20.8	21.9	20.9	24.8	27.3	24.5	28.1	29.8	5.7%
Visitor	63.0	62.9	64.0	69.9	72.7	39.6	59.7	66.0	69.2	71.3	73.1	2.6%
Total	82.9	83.9	85.3	90.7	94.6	60.5	84.5	93.3	93.7	99.4	102.9	3.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	471.1	487.0	500.1	531.9	565.5	269.8	495.5	533.4	536.5	547.5	556.7	1.7%
Other travel*	86.3	77.1	87.1	101.2	105.3	34.3	69.4	104.1	98.4	95.0	93.6	-1.5%
Total	557.4	564.0	587.2	633.0	670.8	304.1	564.9	637.5	634.9	642.5	650.2	1.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	186.4	204.2	200.7	211.9	227.7	174.3	217.6	206.3	207.6	212.3	214.9	1.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	199.4	189.5	186.5	185.4	191.7	3.4%
STVR**	NA	NA	NA	NA	NA	NA	18.2	16.8	21.0	26.9	23.2	-13.7%
Campground	4.3	4.3	4.6	4.8	5.2	4.3	5.6	7.4	7.3	7.4	7.7	5.0%
Private Home (VFR)	128.3	125.5	136.8	151.1	162.6	48.6	156.6	174.2	176.4	180.2	183.8	2.0%
Seasonal Home	6.9	7.1	7.4	7.9	8.1	5.5	5.0	6.6	6.7	6.9	7.0	1.8%
Day Travel	145.2	145.9	150.7	156.2	162.0	37.0	110.7	138.9	138.5	140.9	143.2	1.7%
Total	284.7	282.8	299.4	320.0	337.8	95.4	495.5	533.4	536.5	547.5	556.7	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	67.3	75.5	76.3	81.4	88.2	80.7	100.1	102.2	97.7	97.1	97.4	0.2%
Food Service	138.5	147.7	149.6	155.9	165.2	75.6	144.0	151.6	156.2	164.4	171.5	4.3%
Food Stores	21.9	22.0	21.8	22.0	22.7	9.8	23.7	26.1	27.5	28.7	29.0	1.3%
Arts, Ent. & Rec.	65.5	68.5	67.8	69.0	71.3	31.1	59.1	59.6	60.7	63.7	64.6	1.4%
Retail Sales	70.6	72.9	77.8	84.0	93.2	36.0	77.9	83.2	82.6	82.5	83.2	0.8%
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	107.3	100.3	106.8	119.5	124.9	36.5	90.6	110.7	111.7	111.1	111.0	-0.1%
Total	471.1	487.0	500.1	531.9	565.5	269.8	495.5	533.4	536.5	547.5	556.7	1.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	84.0	95.4	97.8	104.9	114.1	99.2	123.1	141.1	153.4	160.6	148.8	-7.3%
Arts, Ent. & Rec.	34.6	38.0	41.3	40.2	43.8	26.4	31.0	39.7	44.7	47.8	51.2	7.0%
Retail*	14.5	15.3	16.8	17.7	18.7	18.9	21.2	22.7	24.1	25.9	27.7	6.9%
Ground Trans.	10.1	11.3	12.4	16.6	18.2	6.6	4.0	4.1	4.2	5.0	5.4	8.3%
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**	4.7	5.3	6.5	6.9	7.4	8.5	6.4	8.2	9.2	10.4	11.1	6.7%
Total	147.9	165.3	174.8	186.2	202.2	159.7	185.7	215.8	235.6	249.8	244.3	-2.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	3,250	3,400	3,390	3,480	3,600	3,050	3,450	3,850	3,930	3,770	3,660	-2.9%
Arts, Ent. & Rec.	1,850	1,890	2,030	1,990	2,070	1,170	1,310	1,590	1,690	1,930	1,990	3.1%
Retail*	490	500	540	570	570	530	540	550	560	570	580	1.8%
Ground Trans.	250	260	260	320	360	240	180	220	230	250	270	8.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	190	200	230	260	260	300	200	240	260	270	280	3.7%
Total	6,030	6,260	6,440	6,620	6,870	5,270	5,690	6,460	6,660	6,790	6,780	-0.1%

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



Stanislaus County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	11.9	13.0	14.5	16.1	17.4	14.8	20.0	20.2	18.5	20.2	20.4	1.2%
State**	34.4	33.4	33.8	39.4	42.2	20.2	35.3	35.9	36.6	38.8	39.5	1.9%
Total	46.2	46.4	48.3	55.4	59.6	35.0	55.2	56.1	55.1	59.0	59.9	1.6%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	4.6	5.0	5.3	5.7	6.2	6.5	7.7	7.5	6.0	7.6	7.7	1.2%
Visitor	7.2	8.0	9.2	10.4	11.2	8.3	12.3	12.6	12.5	12.6	12.7	1.3%
Total	11.9	13.0	14.5	16.1	17.4	14.8	20.0	20.2	18.5	20.2	20.4	1.2%
State Tax Revenue Detail (\$Millions)												
Business/Employees	5.4	5.7	5.4	5.4	5.8	5.6	6.6	6.9	6.1	7.2	7.1	-0.5%
Visitor	28.9	27.7	28.4	34.0	36.4	14.6	28.7	29.1	30.5	31.6	32.3	2.4%
Total	34.4	33.4	33.8	39.4	42.2	20.2	35.3	35.9	36.6	38.8	39.5	1.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	74.2	74.8	82.0	91.9	95.9	39.0	79.5	89.2	87.5	91.7	93.1	1.6%
Other travel*	15.2	13.5	15.1	17.5	18.3	5.9	12.0	18.0	16.7	16.1	15.8	-1.6%
Total	89.4	88.4	97.1	109.4	114.2	44.8	91.5	107.3	104.2	107.7	108.9	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	23.5	24.8	28.9	32.9	35.0	22.3	29.7	30.3	28.6	31.8	32.1	0.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	26.1	26.8	24.5	27.1	27.5	1.5%
STVR**	NA	NA	NA	NA	NA	NA	3.6	3.5	4.2	4.7	4.6	-2.5%
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)	22.4	21.9	24.0	26.9	28.3	8.5	27.7	30.8	31.0	31.4	32.0	2.0%
Seasonal Home	1.7	1.7	1.8	1.9	1.9	1.6	1.4	2.1	2.1	2.1	2.1	1.3%
Day Travel	26.5	26.4	27.4	30.2	30.7	6.6	20.6	26.1	25.8	26.4	26.9	1.8%
Total	50.6	50.0	53.1	58.9	60.9	16.6	79.5	89.2	87.5	91.7	93.1	1.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	10.2	11.0	12.9	14.6	15.6	11.7	15.2	16.7	15.8	17.4	17.2	-1.5%
Food Service	22.1	23.1	24.8	27.2	28.3	11.2	23.8	25.9	26.3	28.0	29.2	4.5%
Food Stores	3.5	3.5	3.6	3.7	3.8	1.4	3.9	4.4	4.6	4.7	4.8	2.3%
Arts, Ent. & Rec.	10.5	10.8	11.3	12.1	12.3	4.6	9.9	10.3	10.3	11.0	11.2	1.9%
Retail Sales	11.7	11.8	13.3	15.2	16.5	5.6	13.4	14.7	14.5	14.6	14.8	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	16.1	14.6	16.2	19.1	19.6	4.5	13.2	17.2	16.0	15.9	15.9	-0.1%
Total	74.2	74.8	82.0	91.9	95.9	39.0	79.5	89.2	87.5	91.7	93.1	1.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	14.8	15.6	16.5	19.8	21.2	19.3	24.5	28.5	31.3	32.4	34.8	7.3%
Arts, Ent. & Rec.	7.2	7.4	7.3	7.3	7.5	5.3	6.6	7.8	9.0	10.5	12.7	21.3%
Retail*	2.6	2.7	3.0	3.3	3.5	3.5	4.3	4.5	4.8	4.9	5.4	10.2%
Ground Trans.	1.3	1.5	1.7	2.5	2.7	0.7	0.7	0.7	0.7	0.9	0.9	2.8%
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**	0.8	0.9	1.0	1.0	1.1	1.4	1.2	1.3	1.6	1.7	2.1	24.1%
Total	26.7	28.0	29.5	34.0	36.0	30.2	37.3	42.8	47.5	50.4	55.9	11.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	580	560	580	660	670	590	670	750	780	760	770	1.3%
Arts, Ent. & Rec.	640	620	610	570	550	360	400	450	490	520	570	9.6%
Retail*	90	100	100	110	110	100	110	100	100	110	120	9.1%
Ground Trans.	30	40	40	50	50	30	30	40	40	40	40	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	40	50	50	50	50	40	50	50	50	60	20.0%
Total	1,370	1,350	1,380	1,440	1,420	1,130	1,250	1,390	1,460	1,480	1,560	5.4%

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

Sutter County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	2.0	2.1	2.3	2.7	2.9	2.3	3.3	3.4	3.0	3.5	3.7	5.9%
State**	5.8	5.5	5.7	6.9	7.3	3.4	6.2	6.4	6.4	6.8	7.2	4.8%
Total	7.7	7.5	8.0	9.6	10.2	5.7	9.5	9.8	9.4	10.3	10.9	5.2%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.8	0.8	0.8	1.0	1.0	1.2	1.5	1.4	1.1	1.5	1.7	14.8%
Visitor	1.1	1.2	1.4	1.7	1.8	1.2	1.8	2.0	1.9	2.1	2.1	-0.3%
Total	2.0	2.1	2.3	2.7	2.9	2.3	3.3	3.4	3.0	3.5	3.7	5.9%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.0	1.0	0.9	1.0	1.1	1.1	1.4	1.4	1.3	1.5	1.7	12.9%
Visitor	4.8	4.5	4.8	5.9	6.2	2.3	4.8	5.0	5.1	5.3	5.5	2.5%
Total	5.8	5.5	5.7	6.9	7.3	3.4	6.2	6.4	6.4	6.8	7.2	4.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	118.7	120.4	124.5	137.5	149.0	88.5	139.4	159.0	159.1	159.3	161.8	1.6%
Other travel*	9.8	8.5	9.7	11.2	11.7	3.6	7.6	11.6	10.8	10.2	10.0	-1.6%
Total	128.5	129.0	134.2	148.7	160.7	92.2	147.0	170.5	169.9	169.4	171.8	1.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	38.0	39.8	38.6	44.4	50.4	34.7	50.0	46.8	45.7	44.7	44.5	-0.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	46.5	43.5	41.5	40.0	40.3	0.8%
STVR**	NA	NA	NA	NA	NA	NA	3.5	3.3	4.2	4.7	4.2	-10.5%
Campground	12.7	12.8	13.5	14.1	15.2	12.7	16.5	21.6	21.4	21.6	22.6	4.8%
Private Home (VFR)	31.6	31.1	33.8	37.4	39.9	13.3	42.0	45.7	46.6	47.4	48.3	2.0%
Seasonal Home	15.7	16.0	17.0	18.6	19.0	20.7	18.6	24.0	24.6	24.8	25.0	0.6%
Day Travel	20.8	20.7	21.7	23.0	24.5	7.2	12.3	20.9	20.8	20.8	21.4	2.6%
Total	80.7	80.7	85.9	93.1	98.6	53.9	139.4	159.0	159.1	159.3	161.8	1.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	22.6	23.9	23.8	26.5	29.8	25.5	34.1	34.8	33.6	33.1	32.8	-0.8%
Food Service	37.8	39.4	40.1	43.3	46.4	26.2	43.1	48.6	50.4	51.9	53.5	3.2%
Food Stores	9.2	9.1	9.2	9.4	9.8	5.9	10.6	12.7	13.2	13.3	13.8	3.5%
Arts, Ent. & Rec.	19.2	19.6	19.5	20.5	21.4	11.9	18.5	20.5	21.0	21.3	21.7	1.7%
Retail Sales	12.2	12.4	14.3	17.5	20.0	10.4	17.8	20.4	20.4	19.9	20.0	0.8%
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	17.6	16.0	17.5	20.3	21.6	8.5	15.4	22.0	20.6	19.9	20.0	0.8%
Total	118.7	120.4	124.5	137.5	149.0	88.5	139.4	159.0	159.1	159.3	161.8	1.6%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	27.1	28.2	29.1	31.8	35.1	31.8	39.3	42.1	45.3	43.6	43.3	-0.7%
Arts, Ent. & Rec.	7.2	7.3	7.1	7.0	7.7	6.6	8.0	9.3	8.6	9.9	9.5	-3.7%
Retail*	3.3	3.4	3.7	4.1	4.4	4.8	5.4	5.8	6.3	6.9	7.5	7.6%
Ground Trans.	1.5	1.7	2.0	2.9	3.2	1.2	1.1	1.1	1.1	1.3	1.3	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
Other travel**	0.4	0.4	0.4	0.5	0.5	0.5	0.7	0.8	0.8	1.0	1.2	16.4%
Total	39.5	41.0	42.3	46.1	50.9	44.8	54.4	59.0	62.0	62.7	62.8	0.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,030	1,060	1,120	1,130	1,150	1,010	1,130	1,170	1,210	1,090	1,060	-2.8%
Arts, Ent. & Rec.	420	400	390	380	400	340	360	390	350	400	380	-5.0%
Retail*	110	110	120	130	130	130	130	140	150	160	160	0.0%
Ground Trans.	40	40	40	60	60	50	50	60	60	70	60	-14.3%
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	30	30	0.0%
Total	1,610	1,630	1,680	1,710	1,750	1,550	1,700	1,780	1,780	1,740	1,700	-3.4%

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



Tehama County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	3.2	3.3	3.3	3.9	4.4	3.9	5.5	5.3	4.8	5.0	5.1	1.4%
State**	6.7	6.5	6.6	7.7	8.3	5.2	7.9	8.4	8.3	8.6	8.9	2.4%
Total	10.0	9.8	9.9	11.6	12.7	9.1	13.4	13.7	13.1	13.7	14.0	2.1%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.2	1.2	1.2	1.4	1.5	1.8	2.1	1.9	1.5	1.8	1.9	3.6%
Visitor	2.0	2.1	2.1	2.5	2.9	2.2	3.3	3.3	3.3	3.2	3.2	0.2%
Total	3.2	3.3	3.3	3.9	4.4	3.9	5.5	5.3	4.8	5.0	5.1	1.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	1.4	1.4	1.3	1.4	1.5	1.7	2.0	1.9	1.6	1.8	1.9	1.9%
Visitor	5.3	5.1	5.3	6.3	6.8	3.5	5.9	6.5	6.7	6.8	7.0	2.6%
Total	6.7	6.5	6.6	7.7	8.3	5.2	7.9	8.4	8.3	8.6	8.9	2.4%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	48.0	51.0	54.0	54.2	58.4	50.8	63.0	70.1	71.0	71.1	72.8	2.3%
Other travel*	2.0	1.7	1.9	2.2	2.3	0.7	1.9	2.8	2.6	2.5	2.4	-1.6%
Total	50.0	52.8	55.9	56.4	60.7	51.5	64.9	72.9	73.6	73.6	75.2	2.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	11.4	13.7	14.8	13.0	14.4	14.3	16.0	15.2	15.7	15.0	15.9	6.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	9.1	8.6	8.2	7.4	8.2	11.0%
STVR**	NA	NA	NA	NA	NA	NA	6.9	6.6	7.5	7.7	7.8	1.5%
Campground	12.7	12.8	13.4	14.1	15.2	12.7	16.4	21.4	21.3	21.5	22.3	3.7%
Private Home (VFR)	6.4	6.6	6.9	7.1	8.0	2.6	10.6	11.3	11.6	11.8	11.8	-0.5%
Seasonal Home	11.3	11.5	12.1	13.2	13.5	18.4	16.6	15.7	16.0	16.3	16.2	-0.7%
Day Travel	6.2	6.5	6.7	6.8	7.3	2.7	3.5	6.4	6.4	6.5	6.6	1.7%
Total	36.6	37.4	39.2	41.2	43.9	36.5	63.0	70.1	71.0	71.1	72.8	2.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	10.9	12.1	12.7	12.1	13.1	14.9	16.2	16.4	16.4	16.0	16.7	4.1%
Food Service	13.6	14.9	15.5	15.2	16.4	14.0	17.4	18.8	19.7	20.4	20.3	-0.7%
Food Stores	4.8	4.9	5.0	4.9	5.3	4.2	6.5	7.9	8.2	8.3	8.7	5.2%
Arts, Ent. & Rec.	7.3	7.8	7.9	7.6	8.0	6.8	8.4	8.7	9.0	9.2	9.5	3.6%
Retail Sales	4.4	4.7	5.5	6.2	6.9	5.5	7.1	7.7	7.7	7.5	7.7	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	7.1	6.7	7.4	8.1	8.7	5.3	7.5	10.7	10.0	9.6	9.9	2.3%
Total	48.0	51.0	54.0	54.2	58.4	50.8	63.0	70.1	71.0	71.1	72.8	2.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	10.3	11.4	11.8	10.5	11.8	11.3	14.7	14.3	20.4	17.2	17.0	-0.9%
Arts, Ent. & Rec.	3.4	3.7	3.8	3.8	4.2	4.7	0.0	0.0	0.0	0.0	0.0	NA
Retail*	1.6	1.8	1.9	1.4	1.8	2.0	2.1	2.3	2.2	2.0	2.0	1.3%
Ground Trans.	0.6	0.7	0.8	1.1	1.3	0.7	0.7	0.7	0.7	0.9	1.0	8.4%
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**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	13.0%
Total	16.1	17.7	18.4	17.0	19.2	18.8	17.7	17.5	23.4	20.3	20.2	-0.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	420	450	430	380	420	370	440	420	520	460	480	4.3%
Arts, Ent. & Rec.	180	180	170	190	200	220	0	0	0	0	0	NA
Retail*	60	60	60	50	60	70	50	50	50	50	50	0.0%
Ground Trans.	20	20	20	20	30	30	30	40	40	50	50	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	0	0	0	10	0	0	10	10	0	10	10	0.0%
Total	680	710	680	650	710	690	530	510	610	560	580	3.5%

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

Trinity County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	0.9	1.0	1.1	1.1	1.2	1.3	1.6	1.5	1.5	1.5	1.6	3.8%
State**	2.1	2.1	2.2	2.3	2.5	2.2	3.1	3.2	3.3	3.4	3.4	2.0%
Total	3.1	3.2	3.2	3.4	3.7	3.5	4.6	4.7	4.8	4.9	5.0	2.6%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.5	0.5	0.5	0.5	0.6	0.7	0.7	0.6	0.6	0.6	0.6	3.4%
Visitor	0.4	0.5	0.5	0.6	0.6	0.6	0.9	0.9	0.9	0.9	1.0	4.1%
Total	0.9	1.0	1.1	1.1	1.2	1.3	1.6	1.5	1.5	1.5	1.6	3.8%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.6	0.6	0.6	0.5	0.6	0.7	0.6	0.6	0.6	0.6	0.6	1.6%
Visitor	1.5	1.5	1.6	1.8	2.0	1.5	2.4	2.6	2.7	2.8	2.8	2.1%
Total	2.1	2.1	2.2	2.3	2.5	2.2	3.1	3.2	3.3	3.4	3.4	2.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	344.9	317.9	404.6	426.4	451.2	255.0	455.0	501.9	503.8	540.1	559.2	3.5%
Other travel*	74.4	66.0	74.4	85.7	89.2	29.1	58.9	88.7	83.3	82.1	80.6	-1.8%
Total	419.3	383.9	478.9	512.1	540.5	284.1	513.9	590.6	587.2	622.2	639.8	2.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	159.9	136.8	204.5	209.7	220.8	153.2	249.5	249.9	249.3	281.2	294.0	4.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	184.6	185.0	180.4	194.9	210.2	7.9%
STVR**	NA	NA	NA	NA	NA	NA	64.9	64.9	69.0	86.3	83.8	-2.9%
Campground	20.6	20.9	21.9	23.0	24.8	20.7	26.9	35.0	34.8	35.0	36.7	4.9%
Private Home (VFR)	93.8	91.3	104.7	113.4	122.6	39.6	119.9	134.1	136.2	138.6	141.3	2.0%
Seasonal Home	26.0	26.4	27.7	29.4	30.2	28.6	25.9	36.0	36.7	37.2	37.9	1.9%
Day Travel	44.7	42.4	45.8	50.8	52.9	12.9	32.8	46.8	46.8	48.1	49.2	2.2%
Total	185.1	181.1	200.0	216.6	230.4	101.8	455.0	501.9	503.8	540.1	559.2	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	79.4	72.6	101.2	104.7	109.7	91.3	143.4	150.9	148.6	164.9	172.5	4.6%
Food Service	95.4	90.7	113.3	116.8	123.6	66.8	118.2	128.8	134.0	145.1	152.6	5.2%
Food Stores	20.1	19.4	21.2	21.2	22.1	13.6	27.8	32.2	34.0	36.2	37.0	2.2%
Arts, Ent. & Rec.	44.7	41.7	50.8	51.2	52.8	28.1	51.5	53.0	54.6	59.6	60.9	2.2%
Retail Sales	39.0	35.6	48.5	53.9	60.5	29.0	55.0	59.3	59.3	60.7	61.8	1.7%
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
Local Tran. & Gas	66.3	57.8	69.7	78.6	82.4	26.2	59.1	77.6	73.4	73.5	74.2	1.1%
Total	344.9	317.9	404.6	426.4	451.2	255.0	455.0	501.9	503.8	540.1	559.2	3.5%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	86.2	84.3	112.6	118.2	126.5	118.3	136.5	158.5	177.0	192.6	209.0	8.5%
Arts, Ent. & Rec.	16.3	14.4	18.9	20.6	22.1	13.5	16.9	22.8	24.1	26.8	32.2	20.3%
Retail*	9.9	9.6	11.3	11.8	12.4	13.0	14.8	16.4	17.6	18.8	19.9	6.1%
Ground Trans.	5.8	6.0	8.0	11.2	12.2	3.9	3.8	4.0	4.0	4.8	5.0	4.7%
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	4.3	4.8	4.9	5.3	6.1	5.6	7.2	8.2	9.5	10.2	6.7%
Total	122.0	118.6	155.5	166.7	178.6	154.8	177.7	208.9	230.8	252.6	276.3	9.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	3,000	2,780	3,520	3,540	3,580	3,170	3,580	3,980	4,120	4,180	4,340	3.8%
Arts, Ent. & Rec.	830	780	1,000	1,060	1,110	620	790	1,020	1,070	1,120	1,230	9.8%
Retail*	380	350	400	400	410	390	410	430	440	450	470	4.4%
Ground Trans.	150	140	170	220	240	190	180	220	230	250	250	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	160	160	170	170	180	200	170	210	230	240	250	4.2%
Total	4,510	4,210	5,260	5,390	5,520	4,580	5,130	5,850	6,090	6,240	6,540	4.8%

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

Tulare County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	12.1	11.0	15.1	16.4	17.4	15.2	23.1	23.6	22.1	25.7	27.6	7.4%
State**	24.5	22.0	25.6	30.0	32.2	17.6	28.4	29.6	29.9	32.4	34.0	4.9%
Total	36.6	33.0	40.7	46.4	49.6	32.8	51.5	53.2	52.0	58.1	61.6	6.0%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	4.0	3.8	4.8	5.2	5.5	6.4	7.5	7.4	6.0	7.8	8.9	13.2%
Visitor	8.0	7.2	10.3	11.2	11.9	8.8	15.6	16.2	16.1	17.9	18.7	4.9%
Total	12.1	11.0	15.1	16.4	17.4	15.2	23.1	23.6	22.1	25.7	27.6	7.4%
State Tax Revenue Detail (\$Millions)												
Business/Employees	4.2	3.8	4.6	4.6	4.9	5.2	6.1	6.4	5.7	6.9	7.7	11.2%
Visitor	20.4	18.2	21.0	25.4	27.3	12.3	22.3	23.2	24.2	25.5	26.3	3.2%
Total	24.5	22.0	25.6	30.0	32.2	17.6	28.4	29.6	29.9	32.4	34.0	4.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	196.5	215.5	241.1	244.5	262.0	172.4	210.2	274.5	295.8	289.1	294.0	1.7%
Other travel*	9.1	8.1	9.1	10.6	11.1	3.8	7.4	10.6	10.8	10.7	10.2	-4.8%
Total	205.6	223.6	250.3	255.1	273.1	176.2	217.6	285.0	306.6	299.8	304.2	1.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	91.8	108.9	128.9	124.3	134.8	82.0	94.2	139.2	157.7	149.2	151.7	1.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	50.5	75.4	81.8	79.2	79.5	0.3%
STVR**	NA	NA	NA	NA	NA	NA	43.7	63.7	75.9	70.0	72.3	3.2%
Campground	15.4	15.6	16.4	17.2	18.5	15.5	20.1	26.2	26.0	26.3	27.5	4.5%
Private Home (VFR)	27.2	27.2	28.9	30.9	34.1	11.2	35.6	38.5	39.2	40.1	40.6	1.4%
Seasonal Home	39.5	40.2	42.7	46.6	47.7	54.1	48.6	49.7	50.9	51.7	52.0	0.5%
Day Travel	22.5	23.6	24.2	25.5	26.9	9.7	11.7	20.9	22.0	21.8	22.1	1.6%
Total	104.7	106.6	112.2	120.2	127.2	90.4	210.2	274.5	295.8	289.1	294.0	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	54.2	63.3	73.8	72.3	78.3	60.1	67.7	93.4	101.0	96.6	98.1	1.5%
Food Service	58.8	65.2	71.2	71.2	76.2	49.0	57.7	72.8	80.4	82.0	83.5	1.8%
Food Stores	10.8	11.0	11.2	11.2	11.8	7.8	14.9	19.3	21.4	20.7	21.6	4.3%
Arts, Ent. & Rec.	30.2	32.7	34.7	34.0	35.4	22.8	28.4	34.1	37.5	36.8	37.6	2.1%
Retail Sales	19.2	20.8	24.8	28.0	30.5	19.0	23.2	27.9	29.2	27.9	28.1	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	23.4	22.4	25.4	27.9	29.7	13.8	18.2	27.0	26.3	25.0	25.2	0.5%
Total	196.5	215.5	241.1	244.5	262.0	172.4	210.2	274.5	295.8	289.1	294.0	1.7%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	47.3	56.1	65.2	64.1	71.0	57.5	76.4	78.8	83.0	88.9	93.6	5.2%
Arts, Ent. & Rec.	6.6	6.9	7.2	5.7	6.3	5.1	5.5	7.5	8.5	9.1	9.8	8.0%
Retail*	4.6	5.0	4.9	5.2	5.5	6.0	6.9	7.2	7.4	7.5	7.7	1.7%
Ground Trans.	2.3	2.7	3.3	4.5	5.0	2.1	2.1	2.2	2.3	2.7	3.0	8.3%
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**	0.6	0.7	0.7	0.8	0.8	0.7	0.9	0.9	1.3	1.5	1.5	1.3%
Total	61.4	71.4	81.3	80.3	88.7	71.4	91.9	96.6	102.5	109.8	115.6	5.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,560	1,680	1,830	1,780	1,860	1,490	1,790	1,910	1,960	1,960	1,970	0.5%
Arts, Ent. & Rec.	320	350	340	260	280	210	230	300	310	330	340	3.0%
Retail*	160	180	160	170	170	170	170	170	170	170	170	0.0%
Ground Trans.	60	70	70	90	100	100	100	120	130	140	140	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	30	30	30	30	20	30	20	30	30	30	0.0%
Total	2,120	2,290	2,430	2,320	2,430	2,000	2,320	2,520	2,600	2,620	2,640	0.8%

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

Tuolumne County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	6.3	7.3	8.6	8.7	9.5	7.5	9.5	11.6	11.7	12.0	12.5	3.7%
State**	9.3	9.6	10.3	10.9	11.9	8.2	10.5	11.6	11.8	12.3	12.7	3.3%
Total	15.5	17.0	18.9	19.6	21.4	15.7	20.0	23.3	23.6	24.4	25.2	3.5%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	1.9	2.2	2.4	2.4	2.6	2.8	3.6	3.2	2.5	3.2	3.4	8.9%
Visitor	4.3	5.2	6.2	6.3	6.9	4.7	5.9	8.5	9.3	8.9	9.0	1.9%
Total	6.3	7.3	8.6	8.7	9.5	7.5	9.5	11.6	11.7	12.0	12.5	3.7%
State Tax Revenue Detail (\$Millions)												
Business/Employees	2.2	2.4	2.5	2.3	2.6	2.7	3.3	3.1	2.6	3.2	3.4	7.0%
Visitor	7.1	7.2	7.8	8.6	9.3	5.5	7.2	8.5	9.2	9.2	9.3	2.0%
Total	9.3	9.6	10.3	10.9	11.9	8.2	10.5	11.6	11.8	12.3	12.7	3.3%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,697.5	1,730.5	1.9%
Other travel*	197.2	182.9	199.2	224.3	229.3	107.0	157.7	219.2	209.6	212.8	216.1	1.6%
Total	1,634.2	1,645.0	1,706.7	1,792.8	1,826.6	992.8	1,543.7	1,828.2	1,863.7	1,910.3	1,946.7	1.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	693.4	720.4	727.0	738.5	730.8	434.3	642.8	702.9	735.4	758.3	769.4	1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	539.5	580.7	595.6	610.5	620.1	1.6%
STVR**	NA	NA	NA	NA	NA	NA	103.3	122.2	139.8	147.8	149.3	1.1%
Campground	54.0	54.7	57.3	60.2	64.9	54.4	70.6	92.1	91.4	92.3	96.7	4.8%
Private Home (VFR)	270.0	267.5	293.7	321.6	347.1	155.6	356.4	386.0	392.7	403.6	411.3	1.9%
Seasonal Home	44.3	44.9	48.6	55.0	56.3	119.4	107.3	103.6	106.1	108.1	110.1	1.8%
Day Travel	375.3	374.6	380.9	393.1	398.2	122.0	208.9	324.6	328.6	335.2	343.0	2.3%
Total	743.6	741.7	780.6	829.9	866.5	451.5	1,386.0	1,609.0	1,654.2	1,697.5	1,730.5	1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	283.3	306.6	308.4	317.3	318.8	217.7	346.3	401.3	402.2	410.7	412.9	0.6%
Food Service	437.9	452.7	465.1	477.6	486.1	274.9	410.4	466.4	486.1	512.8	532.2	3.8%
Food Stores	56.6	56.3	56.3	56.5	57.6	38.5	60.6	74.0	78.8	80.4	83.6	4.1%
Arts, Ent. & Rec.	198.8	201.5	202.2	202.9	201.2	101.4	160.5	177.1	182.9	189.7	194.2	2.3%
Retail Sales	240.4	240.7	258.8	278.2	295.3	151.6	233.9	269.5	269.5	267.8	270.6	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	220.0	204.4	216.7	236.0	238.3	101.8	174.1	220.6	234.8	236.2	236.9	0.3%
Total	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	1,697.5	1,730.5	1.9%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	284.3	293.8	333.7	351.2	364.1	289.6	342.8	422.7	467.9	491.9	501.5	1.9%
Arts, Ent. & Rec.	95.4	99.5	98.7	102.5	102.0	75.3	78.2	85.9	95.2	104.9	107.0	2.0%
Retail*	42.0	43.1	46.5	48.8	51.3	49.9	55.3	59.2	61.2	61.9	62.6	1.2%
Ground Trans.	23.9	25.8	27.9	35.1	37.2	18.5	18.5	21.2	32.9	34.2	34.0	-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
Other travel**	38.7	40.4	41.8	44.5	44.2	42.0	34.0	40.2	41.4	45.3	48.5	6.9%
Total	484.3	502.6	548.6	582.1	598.8	475.3	528.9	629.2	698.7	738.3	753.6	2.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	9,880	9,810	10,610	10,750	10,660	8,510	9,210	10,480	10,860	10,820	10,710	-1.0%
Arts, Ent. & Rec.	3,860	3,800	3,430	3,560	3,420	2,280	2,250	2,750	2,880	3,020	3,080	2.0%
Retail*	1,310	1,320	1,390	1,430	1,410	1,320	1,360	1,380	1,380	1,350	1,320	-2.2%
Ground Trans.	560	570	570	670	720	630	610	730	910	960	960	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	800	820	800	820	830	780	650	670	660	680	720	5.9%
Total	16,410	16,320	16,800	17,230	17,040	13,520	14,080	16,010	16,680	16,830	16,790	-0.2%

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

Ventura County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	48.2	50.7	51.8	56.0	56.9	42.1	62.6	69.4	66.1	71.9	73.7	2.5%
State**	86.1	83.2	84.8	93.4	97.1	58.0	82.0	88.7	90.3	96.0	98.6	2.8%
Total	134.4	134.0	136.7	149.4	154.0	100.1	144.5	158.1	156.5	167.9	172.4	2.7%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	15.1	15.2	15.9	17.2	17.7	18.6	21.7	21.8	17.8	22.4	23.6	5.6%
Visitor	33.1	35.6	35.9	38.8	39.2	23.5	40.9	47.6	48.3	49.6	50.1	1.1%
Total	48.2	50.7	51.8	56.0	56.9	42.1	62.6	69.4	66.1	71.9	73.7	2.5%
State Tax Revenue Detail (\$Millions)												
Business/Employees	18.0	17.7	17.8	17.6	18.1	18.0	19.4	20.7	18.8	22.0	22.8	3.6%
Visitor	68.2	65.6	67.1	75.7	79.0	40.0	62.5	67.9	71.5	74.0	75.9	2.5%
Total	86.1	83.2	84.8	93.4	97.1	58.0	82.0	88.7	90.3	96.0	98.6	2.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	321.7	324.8	378.1	418.2	411.7	236.7	336.5	435.8	459.8	458.7	481.8	5.0%
Other travel*	34.7	30.5	34.7	40.6	42.7	13.8	24.6	39.4	36.6	35.5	34.9	-1.6%
Total	356.3	355.3	412.8	458.8	454.3	250.5	361.1	475.2	496.4	494.2	516.7	4.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	148.6	151.7	191.8	208.4	200.5	168.7	178.8	224.5	244.7	238.9	255.2	6.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	169.9	212.9	230.8	226.8	241.6	6.5%
STVR**	NA	NA	NA	NA	NA	NA	8.8	11.6	13.9	12.1	13.6	12.2%
Campground	8.2	8.3	8.7	9.1	9.9	8.3	10.7	14.0	13.9	14.0	14.7	4.8%
Private Home (VFR)	62.8	62.7	70.1	77.6	80.6	25.6	78.6	90.3	91.1	94.7	96.5	1.8%
Seasonal Home	3.4	3.5	3.7	3.9	4.0	4.3	3.9	3.8	4.0	4.1	4.2	2.7%
Day Travel	98.6	98.5	103.9	119.2	116.7	29.8	64.5	103.2	106.1	106.9	111.2	4.0%
Total	173.1	173.1	186.3	209.8	211.1	68.0	336.5	435.8	459.8	458.7	481.8	5.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	50.9	53.6	68.4	74.8	72.7	55.9	64.4	85.9	93.8	91.0	94.8	4.2%
Food Service	101.9	105.6	121.2	132.7	130.8	79.0	110.4	139.7	150.7	155.0	165.8	7.0%
Food Stores	13.1	13.0	13.9	14.6	14.4	8.3	13.7	17.6	18.8	18.7	19.8	5.8%
Arts, Ent. & Rec.	58.9	59.9	66.8	71.5	68.7	39.5	55.2	66.5	70.5	71.4	75.1	5.2%
Retail Sales	48.7	48.8	56.9	64.1	65.1	32.6	51.7	64.9	66.9	65.3	67.6	3.5%
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	48.2	43.9	50.9	60.5	59.9	21.3	41.0	61.2	59.2	57.4	58.7	2.4%
Total	321.7	324.8	378.1	418.2	411.7	236.7	336.5	435.8	459.8	458.7	481.8	5.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	63.1	68.8	81.7	86.1	86.5	72.8	85.0	103.0	113.6	117.2	122.2	4.3%
Arts, Ent. & Rec.	24.8	26.4	30.1	30.7	30.1	18.3	25.0	34.3	38.1	43.5	43.8	0.6%
Retail*	8.9	9.2	9.7	10.6	11.0	11.4	12.8	13.3	13.6	15.7	16.1	2.5%
Ground Trans.	4.3	4.8	6.0	8.9	9.1	3.3	3.1	3.3	3.3	3.9	4.1	4.4%
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**	1.9	1.9	2.1	2.3	2.6	2.4	2.1	2.3	2.7	4.6	4.5	-0.4%
Total	103.1	111.1	129.5	138.6	139.3	108.2	128.2	156.1	171.3	184.9	190.7	3.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	2,470	2,500	2,870	2,910	2,810	2,290	2,440	2,800	2,890	2,820	2,780	-1.4%
Arts, Ent. & Rec.	1,590	1,560	1,810	1,820	1,880	1,030	1,300	1,740	1,820	1,980	2,030	2.5%
Retail*	250	260	270	300	290	280	290	290	290	330	320	-3.0%
Ground Trans.	110	120	130	170	180	150	150	180	180	200	200	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	60	60	60	70	70	70	60	70	70	110	100	-9.1%
Total	4,470	4,480	5,140	5,270	5,230	3,820	4,240	5,070	5,260	5,440	5,430	-0.2%

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

Yolo County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	9.9	10.7	13.7	14.9	15.0	12.3	15.0	18.2	17.8	18.8	19.8	5.3%
State**	19.3	18.7	20.4	23.8	24.2	14.0	20.5	23.9	24.5	25.8	27.0	4.8%
Total	29.2	29.4	34.0	38.8	39.2	26.3	35.5	42.2	42.3	44.6	46.8	5.0%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	3.4	3.5	4.0	4.3	4.3	4.5	5.3	5.5	4.4	5.6	6.0	6.7%
Visitor	6.5	7.2	9.6	10.7	10.6	7.8	9.7	12.8	13.4	13.2	13.8	4.8%
Total	9.9	10.7	13.7	14.9	15.0	12.3	15.0	18.2	17.8	18.8	19.8	5.3%
State Tax Revenue Detail (\$Millions)												
Business/Employees	3.7	3.7	3.9	4.0	4.0	3.9	4.7	5.1	4.6	5.4	5.7	4.7%
Visitor	15.6	15.0	16.5	19.8	20.2	10.0	15.9	18.8	20.0	20.4	21.3	4.8%
Total	19.3	18.7	20.4	23.8	24.2	14.0	20.5	23.9	24.5	25.8	27.0	4.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	66.7	66.8	81.7	91.3	98.8	47.1	85.1	107.4	107.2	108.2	111.5	3.1%
Other travel*	11.5	10.2	11.7	13.7	14.3	4.4	9.6	15.0	14.2	13.8	13.6	-1.6%
Total	78.2	77.0	93.4	105.0	113.0	51.5	94.8	122.4	121.4	122.0	125.1	2.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.1	2.9	12.0	13.1	15.6	10.7	14.6	12.2	10.9	10.1	10.3	2.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	12.5	10.3	9.0	8.1	8.4	4.8%
STVR**	NA	NA	NA	NA	NA	NA	2.1	1.9	1.9	2.0	1.9	-6.0%
Campground	16.4	16.6	17.4	18.3	19.7	16.6	21.4	28.0	27.8	28.0	29.3	4.9%
Private Home (VFR)	17.3	17.1	19.8	22.3	23.8	7.1	24.1	27.2	28.0	28.9	29.5	1.9%
Seasonal Home	4.3	4.3	4.6	4.9	5.0	4.4	4.0	8.8	9.0	9.2	9.5	3.3%
Day Travel	25.7	25.9	27.9	32.7	34.5	8.3	21.0	31.3	31.5	32.0	32.9	2.6%
Total	63.7	63.9	69.7	78.2	83.1	36.4	85.1	107.4	107.2	108.2	111.5	3.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	6.9	7.1	11.1	11.7	13.0	10.7	13.9	16.0	15.3	14.9	15.2	2.4%
Food Service	18.1	19.0	22.9	25.3	27.4	12.2	23.6	28.7	29.9	31.2	32.7	4.9%
Food Stores	7.0	7.0	7.4	7.7	8.1	5.5	8.4	10.9	11.3	11.5	12.1	4.9%
Arts, Ent. & Rec.	9.1	9.3	10.9	11.8	12.4	5.4	10.0	12.0	12.3	12.7	13.1	3.0%
Retail Sales	10.0	10.1	12.5	14.6	16.3	6.0	13.0	16.2	16.3	16.2	16.5	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	15.7	14.3	16.9	20.2	21.5	7.3	16.1	23.6	22.1	21.7	21.9	1.0%
Total	66.7	66.8	81.7	91.3	98.8	47.1	85.1	107.4	107.2	108.2	111.5	3.1%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	10.7	11.8	14.7	15.5	17.1	15.7	19.6	23.5	25.5	25.4	26.9	5.9%
Arts, Ent. & Rec.	4.3	4.4	5.0	6.7	6.8	4.9	7.3	13.7	11.8	12.8	13.3	3.7%
Retail*	2.8	2.9	3.5	3.8	3.8	4.2	5.2	5.3	5.9	5.6	6.2	10.2%
Ground Trans.	1.2	1.4	1.7	2.6	2.9	0.9	0.8	0.9	0.8	1.0	1.0	-0.7%
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**	0.4	0.5	0.6	0.6	0.6	0.7	0.9	1.0	1.2	1.3	1.5	16.2%
Total	19.4	20.9	25.6	29.1	31.2	26.3	33.8	44.3	45.3	46.1	48.9	6.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	510	530	640	630	640	570	640	740	740	670	690	3.0%
Arts, Ent. & Rec.	250	260	290	400	400	260	380	800	760	780	740	-5.1%
Retail*	100	100	120	120	120	120	130	130	140	130	130	0.0%
Ground Trans.	30	30	40	50	60	40	40	40	50	50	50	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	30	20	20	30	30	30	30	40	33.3%
Total	910	950	1,110	1,230	1,230	1,020	1,220	1,740	1,720	1,660	1,640	-0.6%

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

Yuba County

Direct Tax Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Tax Revenue (\$Millions)												
Local*	1.3	1.4	1.9	2.2	2.4	2.1	3.0	3.2	2.8	3.0	3.2	6.0%
State**	4.9	4.7	5.3	6.5	7.0	3.6	6.3	7.3	7.2	7.6	7.9	4.1%
Total	6.2	6.1	7.2	8.7	9.5	5.7	9.3	10.5	10.0	10.6	11.1	4.6%
Local Tax Revenue Detail (\$Millions)												
Business/Employees	0.6	0.6	0.7	0.8	0.9	1.0	1.3	1.5	1.1	1.3	1.5	9.7%
Visitor	0.7	0.7	1.2	1.4	1.5	1.1	1.6	1.7	1.7	1.7	1.7	3.1%
Total	1.3	1.4	1.9	2.2	2.4	2.1	3.0	3.2	2.8	3.0	3.2	6.0%
State Tax Revenue Detail (\$Millions)												
Business/Employees	0.7	0.8	0.8	0.9	1.0	1.0	1.3	1.5	1.3	1.4	1.6	7.6%
Visitor	4.2	3.9	4.5	5.6	6.1	2.6	5.0	5.7	5.9	6.1	6.3	3.3%
Total	4.9	4.7	5.3	6.5	7.0	3.6	6.3	7.3	7.2	7.6	7.9	4.1%

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
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Local Taxes	City and county taxes generated by travel spending.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Other Spending	Spending by residents on ground transportation to other California destinations, resident air travel, travel arrangement services, and convention/trade show services.
Private Home (VFR)	Personal residences used to host friends and family visiting overnight in the destination.
State Taxes	State taxes generated by travel spending.
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Visitor Spending	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 “2024” are the final revised estimates, which replace the “2024p” (preliminary estimates) shown in last year’s report.

At the state level, the revision of direct travel-related spending between 2024p and 2024 was only -0.7%. Some regional and county revisions to the 2024p estimates were larger than the historical average. Methodological updates were made to the 'Other Travel' category, which led to revisions across all travel impact categories mostly in travel spending estimates. See the following page for details on these changes.

The large revision in business and employee tax revenue reflects two factors: the source data used in these estimates typically lags one to two years behind, and calculating this figure requires forecasting all property taxes, sales taxes and household income across California not just within the travel industry. Our previous forecasts came in lower than what the newly released source data showed.

2024 Revisions to California Summary of Direct Impacts

	2024p	2024	% Chg. 2024p-2024
Direct Travel Spending (\$Billions)			
Visitor	137.4	137.7	0.2%
Other travel*	19.9	18.5	-6.8%
Total	157.3	156.2	-0.7%
Direct Earnings (\$Billions)			
Earnings	65.0	64.6	-0.8%
Direct Employment (Thousands of Jobs)			
Employment	1,166	1,163	-0.2%
Direct Tax Revenue (\$Billions)			
Local	6.6	6.9	5.3%
State	6.1	6.3	3.0%
Total	12.6	13.2	4.2%
Local Tax Revenue Detail (\$Billions)			
Business/Employees	1.7	2.1	22.1%
Visitor	4.9	4.9	-0.4%
Total	6.6	6.9	5.3%
State Tax Revenue Detail (\$Billions)			
Business/Employees	1.6	1.8	11.3%
Visitor	4.5	4.5	0.0%
Total	6.1	6.3	3.0%

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

Methodology

Historical Revisions

California County-Level Estimates of Other Travel

“Other Travel” has been revised for 2022-2024 due to a change in methodology needed to better estimate the economic impact within this category.

“Other Travel” consists of four separate estimates:

- Gasoline expenditures by visitors traveling between California destinations (counties & regions only).
- California resident use of airport facilities taking outbound flights.
- Convention and Tradeshow organizers
- *Travel Arrangement & Reservation Services (NAICS 5615)*

Historically, employment and wage data from the Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW) were used to create estimates of business activity associated with Travel Arrangement & Reservation Services. The QCEW captures total wages as defined under state law, which encompasses a broad range of compensation beyond regular earnings. This can include bonuses, the value of stock options, severance pay, cash value of meals and lodging, tips and other gratuities. Employer contributions to certain deferred compensation plans may also be included.

Starting in 2022, reported wages for travel arrangement businesses in several California counties exhibited significant volatility that was inconsistent with employment levels and with the underlying trend in the industry. In certain counties, year-over-year wage figures diverged sharply from what employment headcounts alone would suggest, producing estimates that overstated economic activity attributable to industry operations.

To address this, *the updated methodology anchors Other Travel estimates to employment rather than total wages*. Where wages in a given county and year showed clear signs of distortion relative to their own historical trend, an adjusted wage rate derived from that county’s pre-distortion earnings history is applied in place of the reported figure. To reduce volatility in counties with non-disclosed data we decoupled from a broad state average to anchor towards the number of local business establishments. This approach results in producing estimates that better reflect industry conditions within each geography.

The restatement affects the years 2022 through 2024. Prior years are unaffected as the compensation volatility driving this adjustment was not present in the data before 2022. The revised series will be carried forward using the same methodology, with annual updates to be made as new data becomes available.

Methodology

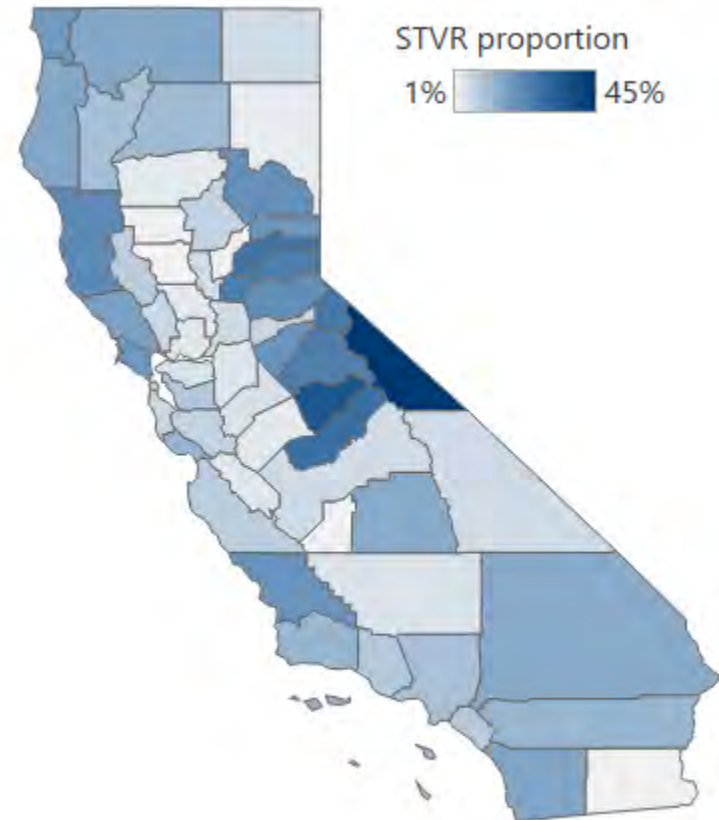
Short Term Vacation Rentals (STVR)

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, 2025p



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	1,661	293	1,391	3,345	50%	9%	42%
Alpine	11	10	16	37	30%	26%	44%
Amador	43	11	113	166	26%	6%	68%
Butte	93	24	229	345	27%	7%	66%
Calaveras	23	51	183	257	9%	20%	71%
Colusa	10	0	33	43	22%	1%	77%
Contra Costa	454	72	1,295	1,821	25%	4%	71%
Del Norte	39	30	97	166	23%	18%	58%
El Dorado	389	231	470	1,091	36%	21%	43%
Fresno	556	82	873	1,510	37%	5%	58%
Glenn	14	1	40	55	26%	1%	73%
Humboldt	168	83	273	524	32%	16%	52%
Imperial	103	6	397	506	20%	1%	78%
Inyo	153	15	116	284	54%	5%	41%
Kern	606	73	1,187	1,866	32%	4%	64%
Kings	49	3	160	212	23%	1%	76%
Lake	25	15	148	188	13%	8%	79%
Lassen	12	2	55	68	17%	2%	81%
Los Angeles	14,284	2,735	9,427	26,446	54%	10%	36%
Madera	112	117	176	406	28%	29%	43%
Marin	264	125	293	682	39%	18%	43%
Mariposa	251	171	62	484	52%	35%	13%
Mendocino	181	114	223	518	35%	22%	43%

*All Others include Private Home (VFR), Seasonal Home (2nd 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	95	9	204	308	31%	3%	66%
Modoc	6	1	20	28	21%	5%	74%
Mono	238	333	164	735	32%	45%	22%
Monterey	2,062	246	845	3,153	65%	8%	27%
Napa	1,430	119	477	2,027	71%	6%	24%
Nevada	94	141	276	511	18%	28%	54%
Orange	9,115	1,275	5,004	15,394	59%	8%	33%
Placer	482	367	633	1,482	33%	25%	43%
Plumas	31	36	106	174	18%	20%	61%
Riverside	3,077	1,216	5,270	9,563	32%	13%	55%
Sacramento	1,611	186	1,774	3,571	45%	5%	50%
San Benito	26	5	117	148	18%	3%	79%
San Bernardino	1,484	878	3,513	5,876	25%	15%	60%
San Diego	7,253	2,336	4,997	14,587	50%	16%	34%
San Francisco	7,329	630	2,650	10,609	69%	6%	25%
San Joaquin	489	39	592	1,120	44%	3%	53%
San Luis Obispo	1,022	451	809	2,282	45%	20%	35%
San Mateo	3,117	259	1,160	4,536	69%	6%	26%
Santa Barbara	1,099	267	747	2,113	52%	13%	35%
Santa Clara	3,839	402	1,832	6,073	63%	7%	30%
Santa Cruz	671	174	510	1,354	50%	13%	38%
Shasta	172	61	297	530	32%	12%	56%
Sierra	4	3	10	18	24%	20%	56%
Siskiyou	73	38	129	240	31%	16%	54%

*All Others include Private Home (VFR), Seasonal Home (2nd 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	288	28	594	910	32%	3%	65%
Sonoma	909	384	949	2,242	41%	17%	42%
Stanislaus	192	23	342	557	34%	4%	61%
Sutter	27	5	61	93	30%	5%	66%
Tehama	40	4	117	162	25%	3%	72%
Trinity	8	8	57	73	11%	11%	78%
Tulare	210	84	265	559	38%	15%	47%
Tuolumne	79	72	142	294	27%	25%	48%
Ventura	620	149	961	1,731	36%	9%	56%
Yolo	242	14	227	482	50%	3%	47%
Yuba	8	2	101	112	8%	2%	91%
California	66,949	14,507	53,210	134,665	50%	11%	40%

*All Others include Private Home (VFR), Seasonal Home (2nd 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
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
Arts, Entertainment, & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	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)
Transportation	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)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	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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