

The Economic Impact of Travel

California

2021p
State, Regional, & County Impacts

April 2022

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Visit California



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The Economic Impact of Travel in California

2021p

State, Regional, & County Impacts

Visit California

4/18/2022

PRIMARY RESEARCH CONDUCTED BY

Dean Runyan Associates
811 SW 11th Avenue Suite 920
Portland, Oregon 97205

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National Impacts

2021p

National / Summary

U.S. Travel Impacts 2021p

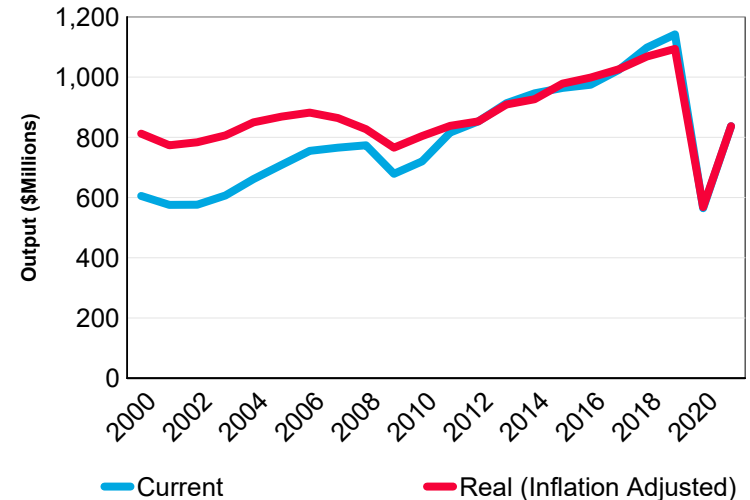
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 48% (-\$525B) in 2020, as compared to 2019 levels. In 2021 travel activity continued the recovery started in mid-late 2020, by the end of 2021 travel output increased approximately 48% (+\$268B) compared to 2020 levels. An additional \$256 billion is needed to reach 2019 levels of travel output.

At the time of this report, the Bureau of Economic Analysis (BEA) Tourism Satellite Account covered travel activity through 2020; all 2021 estimates have been made by Dean Runyan Associates.

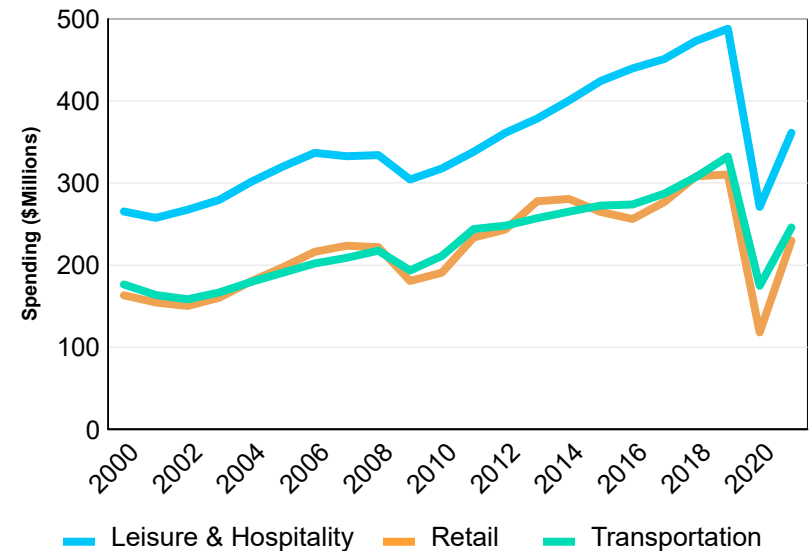
- Spending by resident and foreign visitors was \$837 billion in 2021 in current dollars. This represents a 48% increase over 2020. When adjusted for inflation (real dollars), spending increased by 47% from 2020 to 2021.
- Leisure & Hospitality, as a share of total spending, decreased to 43%, compared to 48% in 2020. The overall shift in total spending was influenced by the return to air travel, and price increases for gasoline.

The U.S. travel industry **expanded 48% (\$268B) in 2021**, after losing a combined \$525 billion in 2020.

Direct Travel Output 2000-2021p

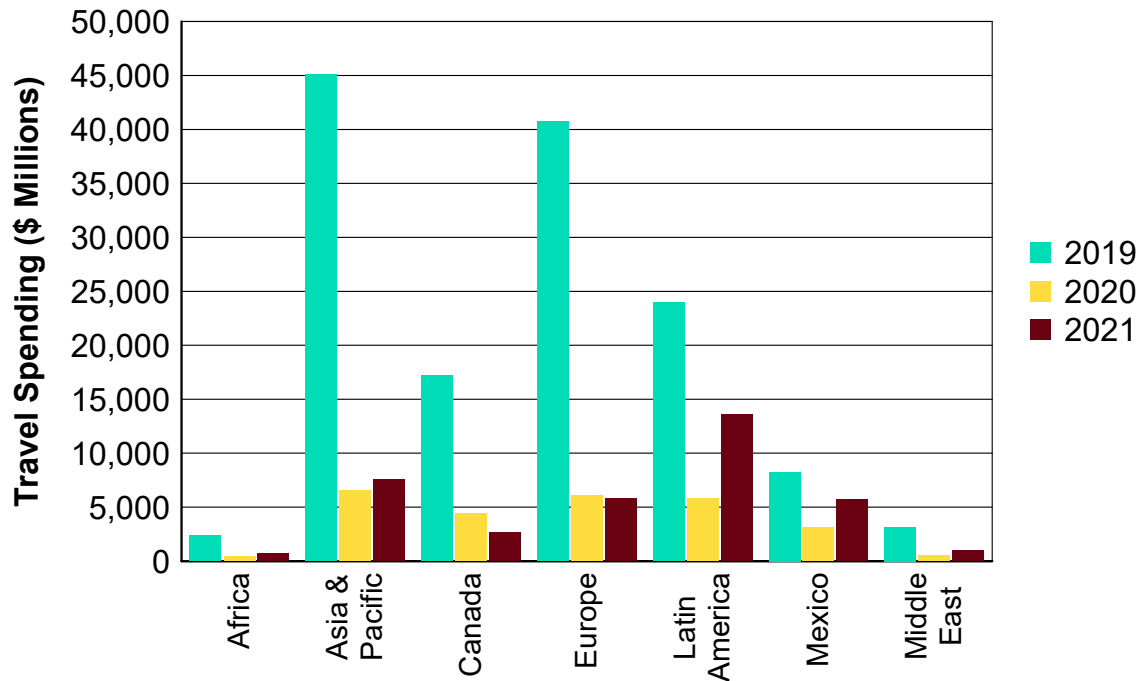


Spending by Summary Commodity 2000-2021p



National / Summary

International Spending 2021p



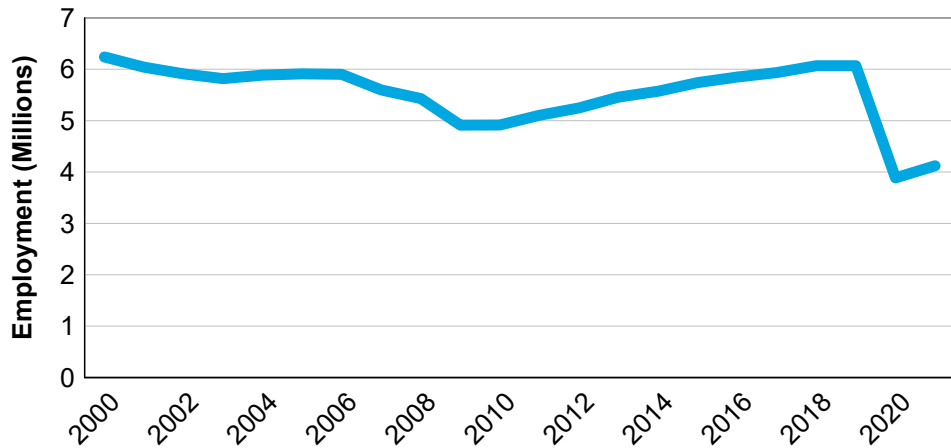
International spending was up 38% in 2021.

International markets are still slow to recover as COVID-19 restrictions were still prevalent throughout much of the globe in 2021. It should be noted that the first two months of 2020 were relatively normal, and that 2021 can show additional losses because of those two normal periods.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

National / Summary

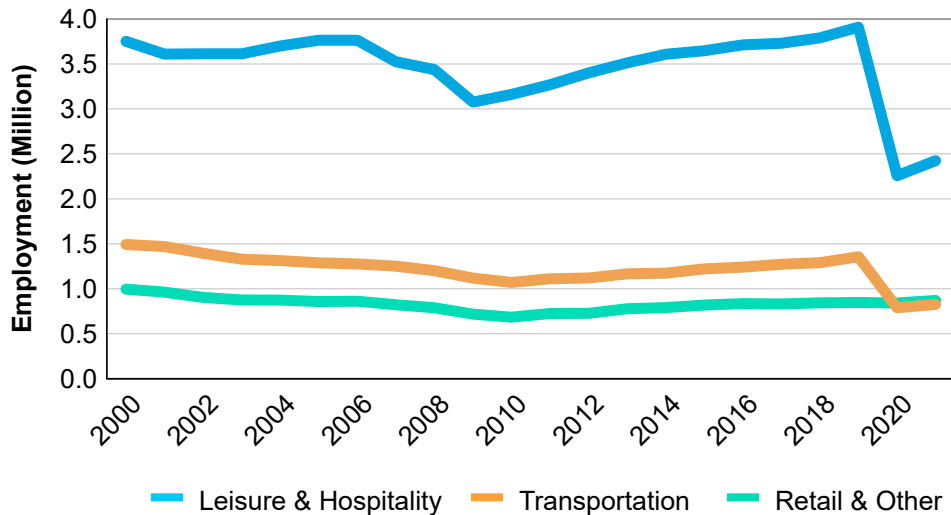
U.S. Travel Industry Direct Employment



National employment in the travel industry recovered 230 thousand jobs in 2021 an increase of 7% over 2020. In 2020 travel industry employment decreased by 2.2 million jobs (-36% YOY).

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



Leisure and hospitality grew 7.4% in 2021 a gain of 166 thousand jobs. A complicated employment environment is preventing a quicker rebound compared to spending activity.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2021p

California / Summary

Travel Impacts 2021p

Visitors traveling to and throughout California represent an important component of the state's economy. Travel originating in domestic and international markets generates valuable business sales, payroll, employment and tax receipts for the state as well as for local jurisdictions. Further, many locations within California serve as travel destinations in their own right, for both California residents and out-of-state visitors. These areas accordingly consider travel and tourism a primary industry.

This report describes the direct economic impacts of travel to and through the State of California and each of its 58 counties. This report also includes statewide estimates of spending by resident and non-resident visitors and the secondary employment and earnings impacts associated with travel spending. A primary objective of this research is to provide reliable, detailed estimates, which allow comparisons from year-to-year for the state and county levels.

In 2021, the California travel economy was still recovering after the fall from the peak year of 2019. Strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. Employment in 2021 continues to recover, but the rate of recovery is much reduced compared to the other impact categories.

Reported in this report are the primary metrics upon which the benefits of travel on the state can be measured. It should be noted that these measures declined at unprecedented rates during 2020 and the resulting increases in 2021 increased at unprecedented rates and that while most of these figures represent annual aggregated totals, employment figures represent an annual average.



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

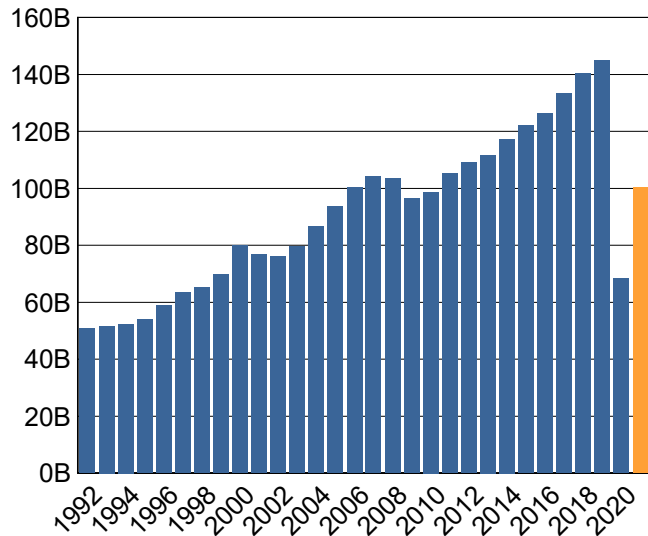
What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.

California / Spending

Direct Travel Spending

Direct travel spending increased by \$31.7 billion in 2021.

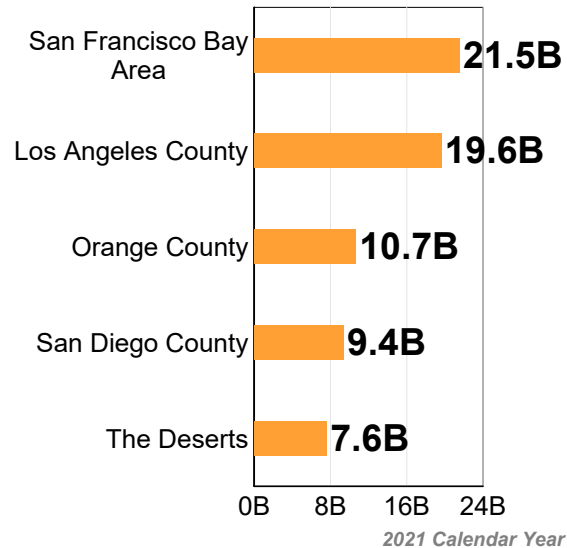


California Travel Spending

In 2021, travel spending grew to \$100.2 billion, a 46.3% increase from the prior year.

Since the peak of 2019, travel spending has declined by 30.9%.

Direct Travel Spending by Region



California - Regions

The largest MSA in terms of travel impacts is the San Francisco Bay Area. In 2021 travel spending was \$21.5 billion, contributing 31.3% of the state total.

The top 5 regions contribute 68.7% of direct travel spending in the state.



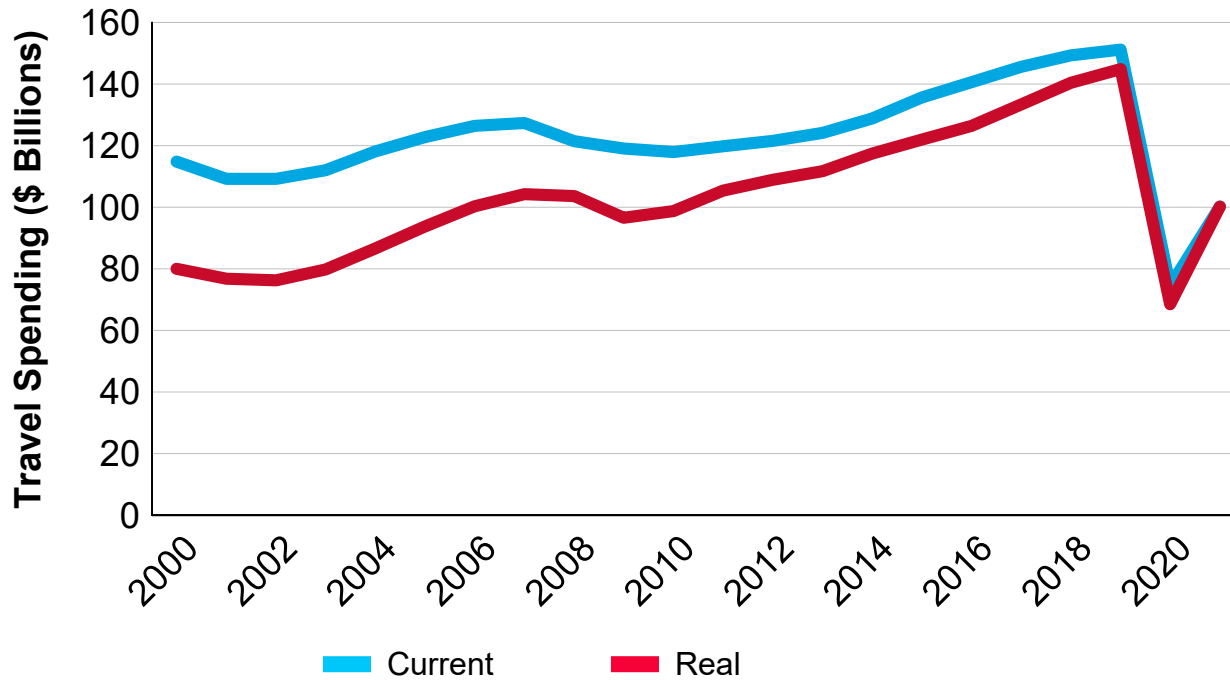
Destination + Other Travel = Direct Travel Spending

What is direct travel spending?

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

California / Spending

Direct Spending / Real and Current Dollars



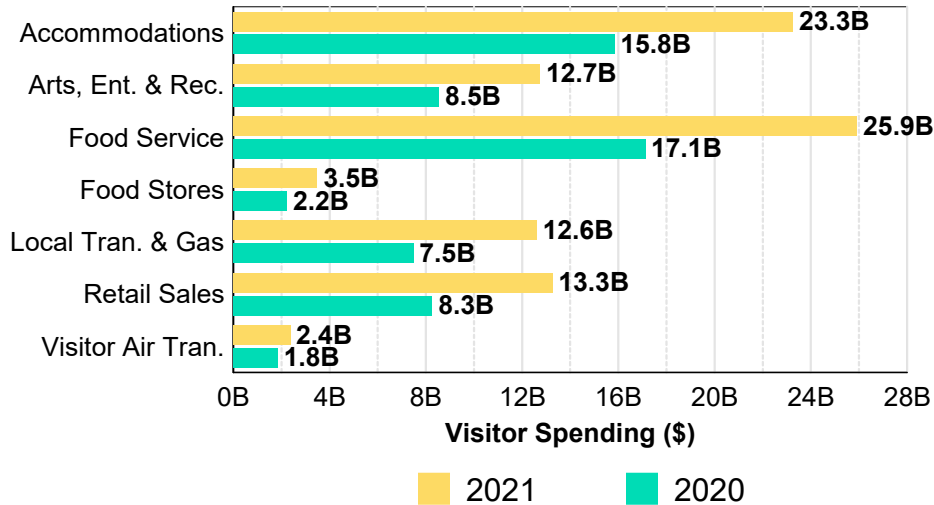
Adjusted for inflation the real dollar increase in travel spending in 2021 was 34.6%. This compares to a 46.3% increase in current dollars.



Sources: Dean Runyan Associates, Bureau of Labor Statistics CPI

California / Spending

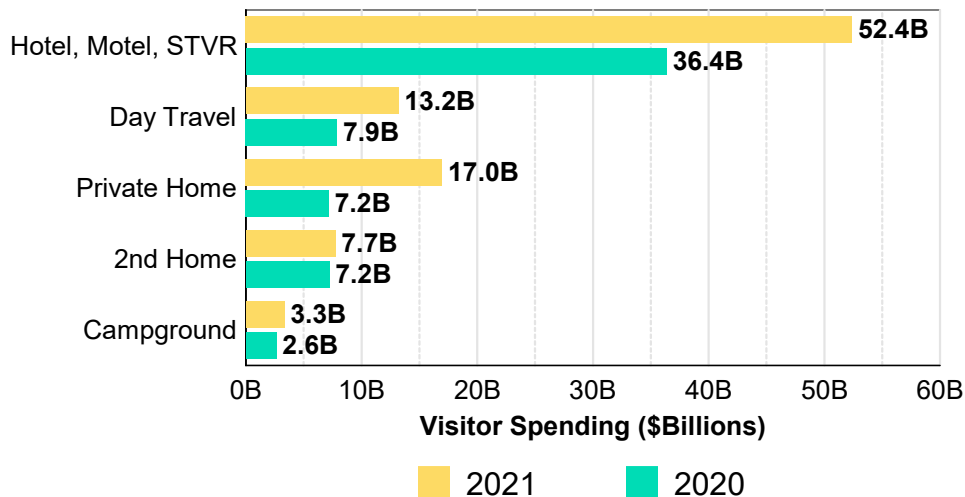
Visitor Spending by Commodity Purchased / California



The largest gain occurred in food and beverage service -- \$8.8 billion more in spending in 2021 compared to 2020, an increase of 51.4%.

Spending on accommodations grew by approximately \$7.5 billion, an increase of 46.8%.

Visitor Spending by Accommodation Type / California



Visitors who stayed in a Hotel, Motel, or STVR spent \$52.4 billion in 2021, an increase of 44.0%.

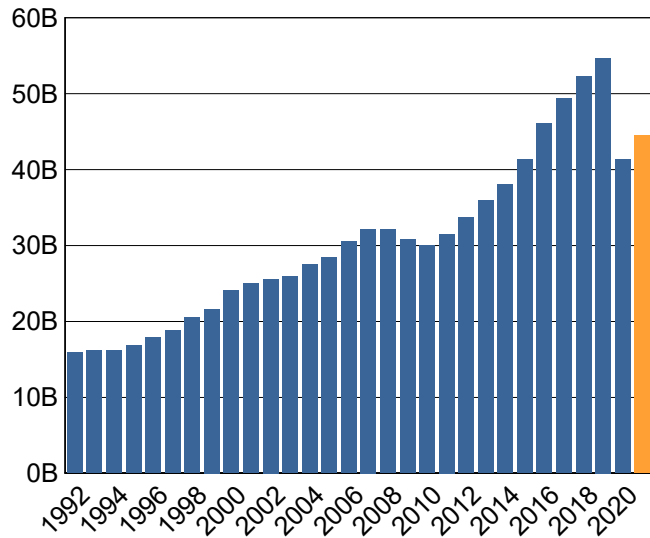
Visitors who stayed in a Private Home with friends and relatives spent \$17.0 billion in 2021, an increase of 136.1%.

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

California / Earnings

Direct Travel Earnings

Direct travel earnings increased by \$3.2 billion in 2021.

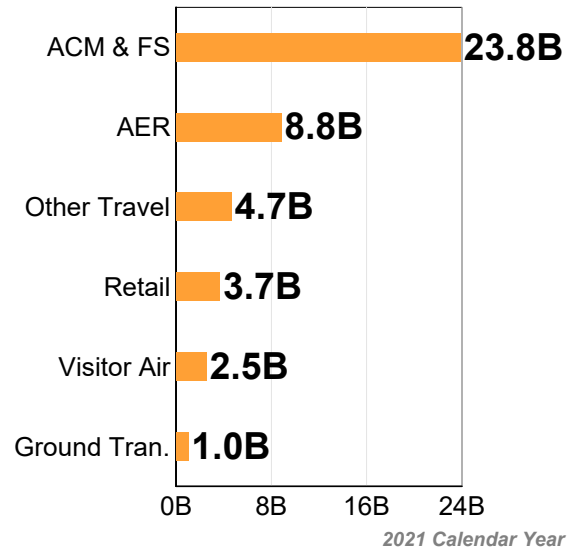


California Travel Earnings

In 2021, regional travel earnings grew to \$44.5 billion, a 7.8% increase from the prior year.

Since 2019, travel industry earnings have declined by 18.6%.

Travel Industry Earnings by Industry



Travel Industry Breakout

Accommodation and Food Services account for more than half (53.5%) of travel industry earnings. Arts, Entertainment, and Recreation (AER) accounts for 19.8%.

*Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)*



(Revenue - Cost of Goods Sold - Expenses - Point of Sale Taxes)
= **Earnings**

What are direct travel-related earnings?

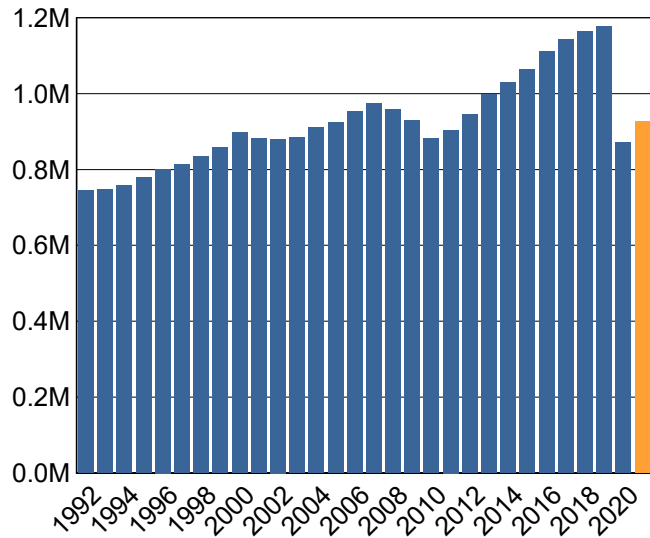
Direct travel-related earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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 travel-related earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

California / Employment

Direct Travel Employment

Direct travel employment increased by 55,900 jobs in 2021.

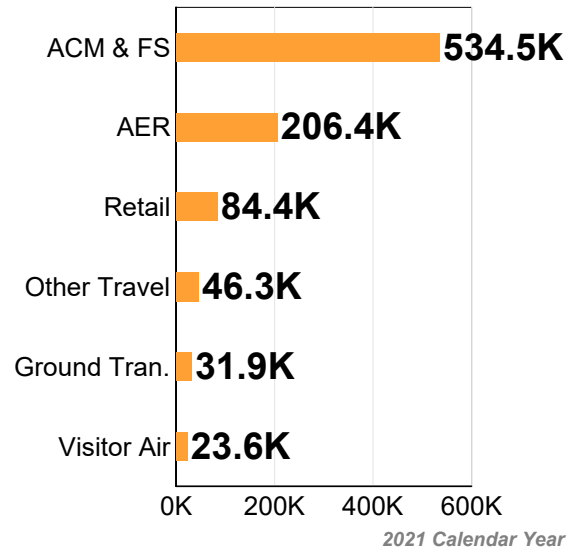


Direct Travel Employment

The travel industry supported approximately 927 thousand jobs in 2021, a 6.4% increase from the prior year.

Since 2019, travel industry employment has declined by 21.2%.

Direct Travel Industry Employment by Industry



Travel Industry Breakout

Accommodations and Food Services (ACM & FS) account for over half (57.6%) of travel industry jobs. Arts, Entertainment, and Recreation (AER) accounts for 22.4%.

*Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)*

What is direct travel employment?

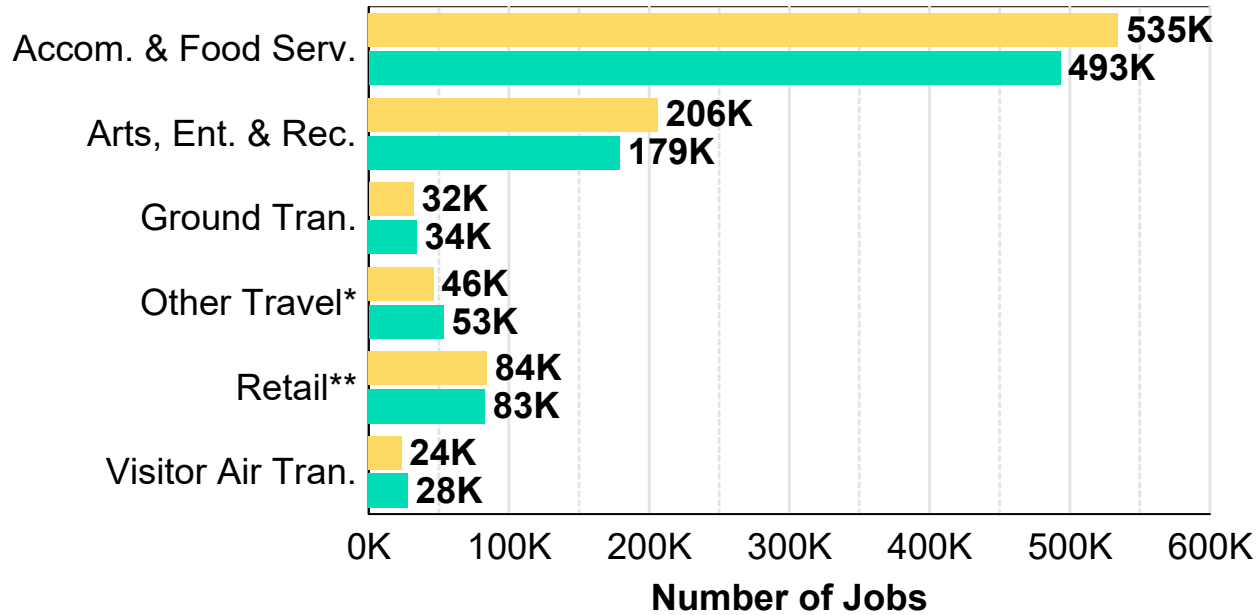
Direct travel-related employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based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



In 2021, every \$1 million in travel-related spending resulted in 9.3 jobs for the industry.

California / Employment

Travel Industry Employment by Sector / California

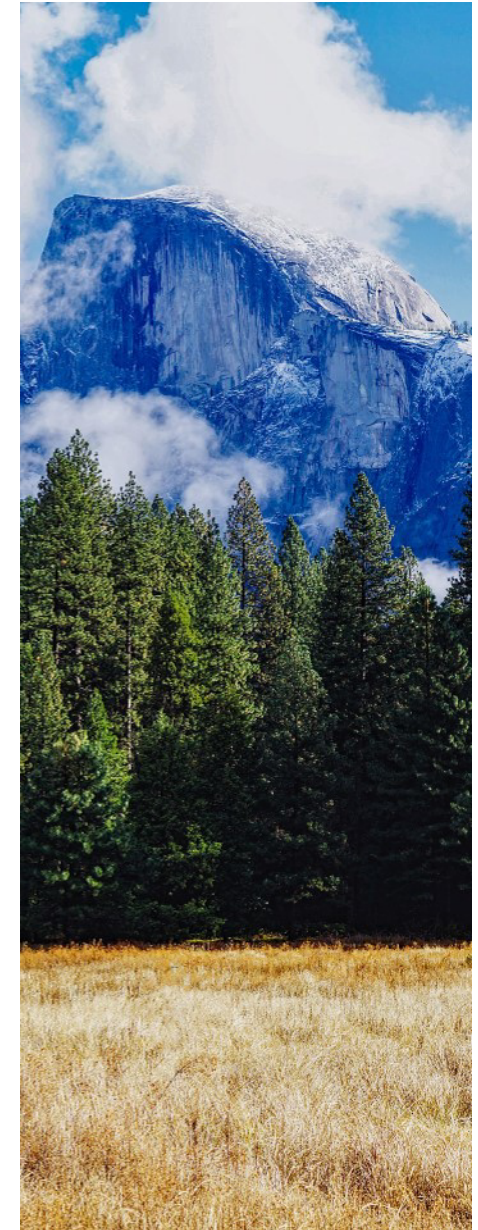


*Other travel includes travel arrangement services
**Retail includes gasoline
CARES act support included, data limitations prevent disaggregation.

2021 2020

Total direct employment increase by approximately 55,900 jobs. Leisure and Hospitality gained 67,500 jobs in 2021, while all other travel industry employment, most notably transportation, lost 12,300 jobs. Overall, travel industry employment experienced an increase of 6.4%.

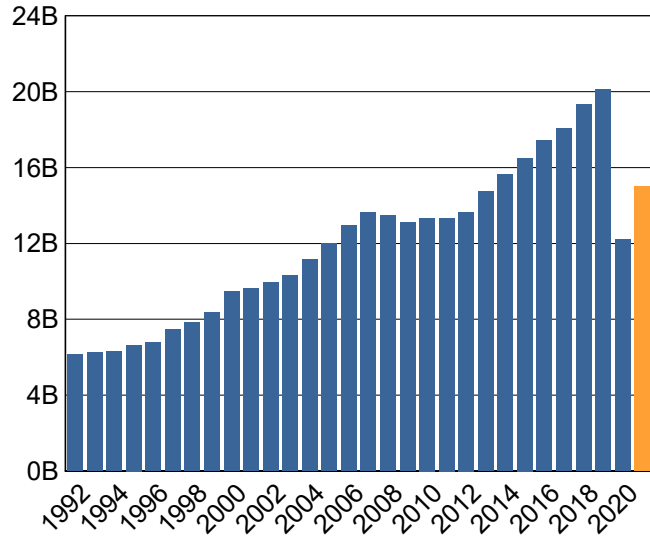
Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis



California / Tax Receipts

Direct Travel-Generated Tax Revenue

Direct travel-generated tax revenue increased by \$2.8 billion in 2021.

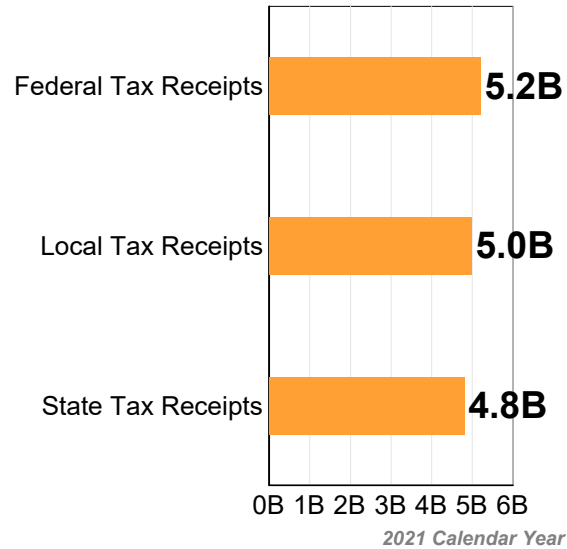


California Tax Receipts

Travel-generated tax revenue increased to \$15.0 billion in 2021, an increase of 23.1% from the prior year.

Since the peak year of 2019, travel-generated tax revenue has fallen by 25.4%.

Direct Travel-Generated Tax Revenue by Local and State



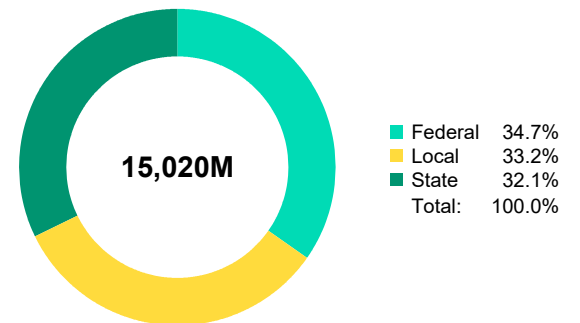
State Taxes

State and local tax receipts account for 65.3% of travel-generated tax revenue (excluding Federal taxes). State and local tax receipts grew 32.8% compared to 2020.

What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, and sales taxes, as well as business and personal taxes paid by employees and proprietors of travel-related businesses. **Local taxes** primarily take the form of lodging taxes imposed by cities, counties, and other tax jurisdictions in California. They also include any applicable local sales tax.

Tax Receipts

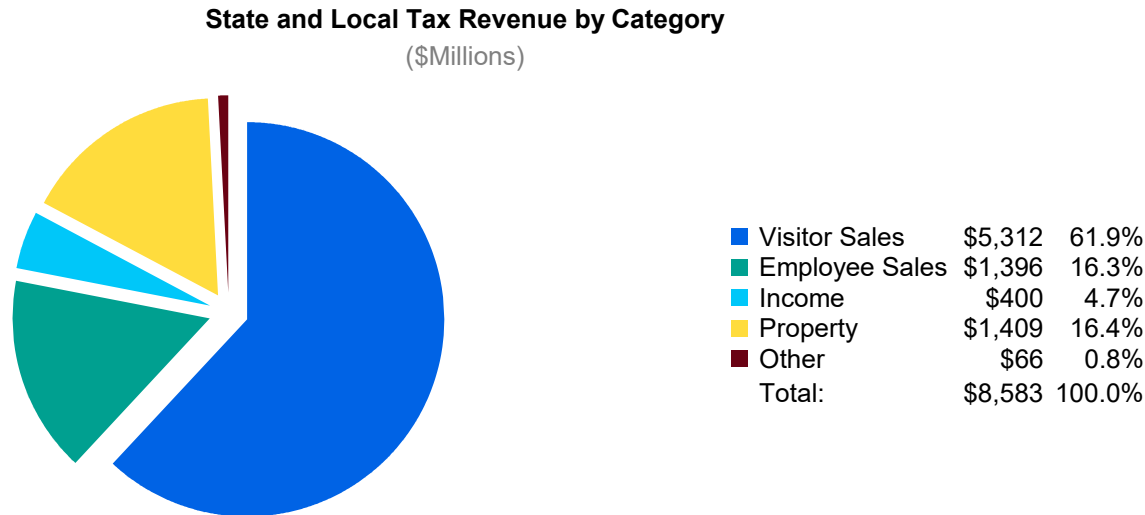


2021 Calendar Year

California / Travel Industry Tax Revenue

Travel Industry State and Local Government Tax Revenues, 2020-2021 FY

The distribution of taxes generated by the travel industry for the 2020-2021 fiscal year is shown in the following chart. Sales tax receipts are distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.



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

Sales taxes generated by the travel industry make up 78.2% of all travel generated tax revenue, 61.8% of these taxes are attributable to visitors, the other 16.4% to the purchases made by employees in the travel industry.

California / Travel Industry Tax Revenue

Industry Gross Domestic Product and Taxes, 2020 CY

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

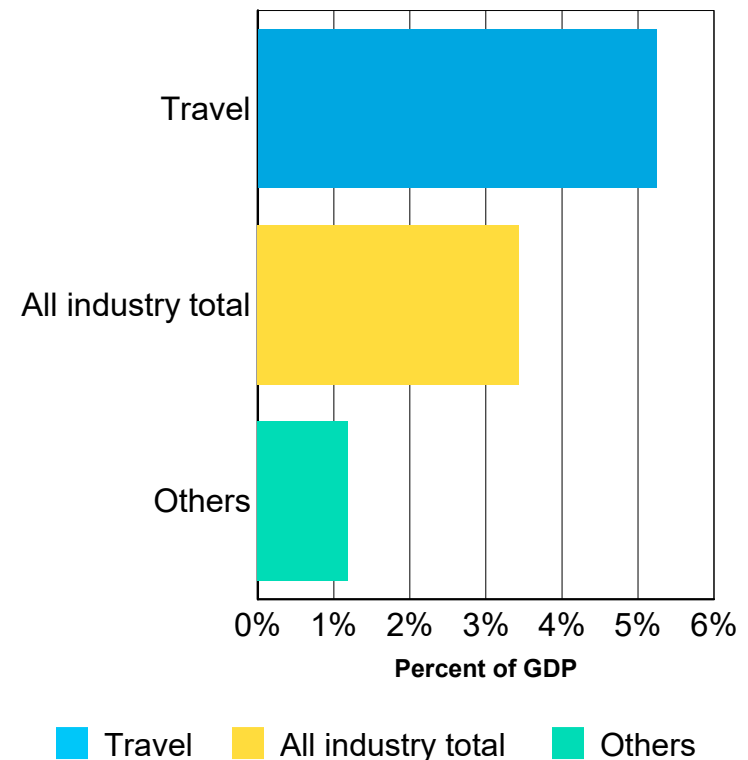
Taxes on production and imports (TOPI) includes most taxes paid by businesses except for income taxes. This is why retail trade and travel have relatively high proportions of tax payments to their corresponding gross domestic products. Industries with negative TOPI amounts are due to subsidies in excess of production and import taxes.

Production & Import Taxes as a Percent of GDP, Selected Industries, 2020 CY

Industry	GDP (Millions)	TOPI (Millions)	Percent
Information	\$317,647	\$3,771	1.2%
Construction	\$120,390	-\$8,166	-6.8%
Health care and social assista	\$194,070	-\$9,024	-4.7%
Manufacturing	\$356,436	\$3,572	1.0%
Retail trade	\$158,148	\$30,845	19.5%
Travel	\$63,278	\$3,315	5.2%
All industry total	\$3,007,188	\$103,243	3.4%

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

Production & Import Taxes as a Percent of GDP



California / Travel Industry Tax Revenue

Total and Visitor-Generated Taxable Sales, 2021 CY

County	Total (Millions)	Travel (Millions)	Percent	County	Total (Millions)	Travel (Millions)	Percent
Alameda	\$37,838	\$1,138	3.0%	Sacramento	\$33,783	\$1,175	3.5%
Alpine	\$25	\$9	36.9%	San Benito	\$1,007	\$48	4.7%
Amador	\$600	\$50	8.4%	San Bernardino	\$55,090	\$2,134	3.9%
Butte	\$4,469	\$113	2.5%	San Diego	\$71,355	\$3,181	4.5%
Calaveras	\$586	\$62	10.5%	San Francisco	\$16,506	\$1,997	12.1%
Colusa	\$575	\$20	3.4%	San Joaquin	\$22,190	\$419	1.9%
Contra Costa	\$20,999	\$610	2.9%	San Luis Obispo	\$6,659	\$625	9.4%
Del Norte	\$353	\$47	13.3%	San Mateo	\$19,457	\$1,135	5.8%
El Dorado	\$3,089	\$394	12.8%	Santa Barbara	\$8,979	\$556	6.2%
Fresno	\$22,861	\$590	2.6%	Santa Clara	\$52,814	\$1,591	3.0%
Glenn	\$579	\$23	4.0%	Santa Cruz	\$4,561	\$276	6.1%
Humboldt	\$2,539	\$157	6.2%	Shasta	\$4,123	\$154	3.7%
Imperial	\$3,193	\$172	5.4%	Sierra	\$30	\$5	16.7%
Inyo	\$486	\$52	10.7%	Siskiyou	\$835	\$73	8.7%
Kern	\$19,333	\$699	3.6%	Solano	\$9,698	\$319	3.3%
Kings	\$2,456	\$88	3.6%	Sonoma	\$11,356	\$745	6.6%
Lake	\$838	\$72	8.6%	Stanislaus	\$12,269	\$215	1.8%
Lassen	\$378	\$27	7.2%	Sutter	\$1,793	\$36	2.0%
Los Angeles	\$191,826	\$6,744	3.5%	Tehama	\$873	\$57	6.5%
Madera	\$2,356	\$99	4.2%	Trinity	\$120	\$17	14.4%
Marin	\$6,200	\$153	2.5%	Tulare	\$8,646	\$167	1.9%
Mariposa	\$224	\$83	36.9%	Tuolumne	\$747	\$87	11.7%
Mendocino	\$1,987	\$151	7.6%	Ventura	\$3,835	\$668	17.4%
Merced	\$4,108	\$115	2.8%	Yolo	\$1,193	\$167	14.0%
Modoc	\$111	\$10	9.3%	Yuba	\$825	\$36	4.4%
Mono	\$377	\$128	34.1%				
Monterey	\$8,309	\$976	11.7%				
Napa	\$4,121	\$536	13.0%				
Nevada	\$1,886	\$148	7.9%				
Orange	\$77,887	\$3,985	5.1%				
Placer	\$12,599	\$454	3.6%				
Plumas	\$338	\$53	15.6%				
Riverside	\$55,337	\$3,713	6.7%				

California / Travel Industry Tax Revenue

State & Local Tax Revenue per Household, 2021p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Alameda	\$143.0	\$149.5	\$292.5	597.1	\$490
Alpine	\$1.2	\$1.1	\$2.3	0.5	\$4,773
Amador	\$6.0	\$7.6	\$13.7	15.2	\$903
Butte	\$10.8	\$17.5	\$28.3	86.6	\$326
Calaveras	\$7.2	\$10.3	\$17.5	18.9	\$927
Colusa	\$1.6	\$2.4	\$4.0	7.0	\$571
Contra Costa	\$51.2	\$87.7	\$138.9	408.0	\$340
Del Norte	\$6.0	\$6.7	\$12.7	9.6	\$1,326
El Dorado	\$53.4	\$51.7	\$105.1	74.2	\$1,417
Fresno	\$51.2	\$81.0	\$132.2	307.6	\$430
Glenn	\$2.1	\$3.0	\$5.1	9.8	\$521
Humboldt	\$21.0	\$21.2	\$42.2	55.8	\$756
Imperial	\$13.7	\$22.8	\$36.5	50.5	\$722
Inyo	\$10.9	\$7.9	\$18.8	7.8	\$2,415
Kern	\$51.9	\$96.5	\$148.4	270.1	\$549
Kings	\$5.2	\$11.8	\$17.0	41.1	\$413
Lake	\$4.7	\$8.9	\$13.6	26.2	\$520
Lassen	\$2.7	\$4.0	\$6.7	8.8	\$769
Los Angeles	\$1,258.8	\$997.7	\$2,256.5	3,285.2	\$687
Madera	\$14.4	\$16.2	\$30.6	44.7	\$684
Marin	\$23.6	\$24.2	\$47.8	104.8	\$456
Mariposa	\$21.6	\$11.7	\$33.3	7.2	\$4,627
Mendocino	\$25.7	\$20.4	\$46.1	34.2	\$1,346
Merced	\$9.8	\$17.7	\$27.4	81.1	\$338
Modoc	\$0.9	\$1.4	\$2.4	3.7	\$643
Mono	\$38.8	\$18.4	\$57.3	5.8	\$9,871
Monterey	\$145.9	\$118.1	\$263.9	130.2	\$2,027
Napa	\$97.6	\$61.9	\$159.5	48.8	\$3,267
Nevada	\$15.9	\$18.8	\$34.7	41.6	\$835



California / Travel Industry Tax Revenue

State & Local Tax Revenue per Household, 2021p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Orange	\$517.1	\$447.8	\$964.9	1,036.4	\$931
Placer	\$50.5	\$60.2	\$110.7	149.6	\$740
Plumas	\$5.2	\$6.7	\$11.9	8.4	\$1,409
Riverside	\$316.9	\$409.7	\$726.6	763.7	\$951
Sacramento	\$117.9	\$150.4	\$268.3	556.5	\$482
San Benito	\$4.6	\$6.4	\$11.0	18.8	\$584
San Bernardino	\$166.2	\$254.2	\$420.5	647.9	\$649
San Diego	\$488.9	\$389.7	\$878.6	1,159.4	\$758
San Francisco	\$294.5	\$244.4	\$538.9	375.3	\$1,436
San Joaquin	\$38.3	\$58.2	\$96.5	236.5	\$408
San Luis Obispo	\$104.1	\$81.8	\$185.9	106.1	\$1,752
San Mateo	\$181.4	\$147.0	\$328.4	272.3	\$1,206
Santa Barbara	\$99.4	\$74.5	\$173.9	148.3	\$1,172
Santa Clara	\$173.6	\$194.8	\$368.4	646.7	\$570
Santa Cruz	\$31.9	\$37.9	\$69.8	97.1	\$719
Shasta	\$19.2	\$22.9	\$42.2	70.9	\$595
Sierra	\$0.6	\$0.7	\$1.3	1.4	\$932
Siskiyou	\$7.6	\$9.3	\$16.9	18.7	\$901
Solano	\$26.2	\$38.8	\$65.0	152.0	\$428
Sonoma	\$112.0	\$85.6	\$197.6	188.0	\$1,051
Stanislaus	\$18.4	\$33.6	\$52.0	175.1	\$297
Sutter	\$3.3	\$6.0	\$9.3	31.9	\$291
Tehama	\$4.8	\$7.6	\$12.5	24.1	\$517
Trinity	\$1.4	\$2.6	\$4.0	5.4	\$738
Tulare	\$20.0	\$27.6	\$47.6	136.1	\$350
Tuolumne	\$9.9	\$11.1	\$21.0	21.7	\$967
Ventura	\$59.2	\$84.0	\$143.1	271.4	\$527
Yolo	\$16.2	\$21.5	\$37.8	77.1	\$490
Yuba	\$2.7	\$5.9	\$8.5	26.2	\$326
California	\$4,989	\$4,819	\$9,808	\$13,205	\$743

California / Impacts

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Billions)												
Total (Current \$)	108.9	111.7	117.4	121.9	126.4	133.3	140.3	144.9	68.5	100.2	▲ 46.3%	▼ -30.9%
Other	8.5	9.3	10.0	10.7	11.5	12.3	13.1	13.8	7.1	6.5	▼ -8.5%	▼ -52.5%
Visitor	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.6	▲ 52.7%	▼ -28.6%
Earnings (\$Billions)												
Earnings (Current \$)	33.7	35.9	38.1	41.4	46.1	49.4	52.3	54.7	41.3	44.5	▲ 7.8%	▼ -18.6%
Employment (000's)												
Employment	945	997	1,028	1,063	1,110	1,144	1,163	1,177	871	927	▲ 6.4%	▼ -21.2%
Tax Revenue (\$Billions)												
Total (Current \$)	13.7	14.8	15.6	16.5	17.4	18.1	19.3	20.1	12.2	15.0	▲ 23.1%	▼ -25.4%
Total Local & State	8.6	9.1	9.7	10.1	10.5	10.9	11.8	12.3	7.4	9.8	▲ 33.3%	▼ -20.3%
Local	3.8	4.1	4.5	4.9	5.3	5.6	6.1	6.3	3.9	5.0	▲ 28.5%	▼ -20.7%
Visitor	2.6	2.9	3.2	3.5	3.7	4.0	4.4	4.5	2.1	3.2	▲ 51.3%	▼ -29.4%
Business/Employee	1.2	1.3	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8	▲ 1.5%	▲ 1.6%
State	4.8	5.0	5.2	5.2	5.3	5.3	5.7	6.0	3.5	4.8	▲ 38.6%	▼ -19.9%
Visitor	3.7	3.7	3.9	3.8	3.8	3.9	4.3	4.6	2.1	3.4	▲ 58.3%	▼ -26.4%
Business/Employee	1.1	1.2	1.3	1.4	1.5	1.4	1.4	1.5	1.4	1.5	▲ 8.0%	▲ 0.6%
Federal	5.1	5.6	6.0	6.4	6.9	7.1	7.5	7.8	4.8	5.2	▲ 7.6%	▼ -33.4%

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



California / Impacts Detailed

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Billions)											
Destination Spending	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.6	▲ 52.7%
Other Travel*	8.5	9.3	10.0	10.7	11.5	12.3	13.1	13.8	7.1	6.5	▼ -8.5%
TOTAL	108.9	111.7	117.4	121.9	126.4	133.3	140.3	144.9	68.5	100.2	▲ 46.3%
Visitor Spending by Type of Traveler Accommodation (\$Billions)											
Hotel, Motel, STVR	52.5	55.4	59.7	63.7	67.3	70.5	72.8	74.2	36.4	52.4	▲ 44.0%
Private Home	16.0	15.7	16.1	15.9	15.8	17.2	19.0	20.3	7.2	17.0	▲ 136.1%
Campground	2.5	2.5	2.6	2.6	2.6	2.7	2.9	3.2	2.6	3.3	▲ 26.0%
2nd Home	4.3	4.2	4.3	4.3	4.3	4.6	5.0	5.1	7.2	7.7	▲ 7.1%
Day Travel	25.0	24.6	24.8	24.8	24.9	26.0	27.6	28.3	7.9	13.2	▲ 67.0%
TOTAL	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.6	▲ 52.7%
Visitor Spending by Commodity Purchased (\$Billions)											
Accommodations	18.1	19.7	22.0	24.3	26.2	27.4	29.0	29.8	15.8	23.3	▲ 46.8%
Food Service	25.5	26.3	27.2	28.7	30.4	32.0	33.1	34.1	17.1	25.9	▲ 51.4%
Food Stores	3.4	3.5	3.6	3.8	3.9	3.9	3.9	4.0	2.2	3.5	▲ 56.5%
Local Tran. & Gas	19.7	18.3	18.6	17.2	16.0	17.6	19.8	20.4	7.5	12.6	▲ 68.3%
Arts, Ent. & Rec.	15.2	15.6	16.1	16.7	17.4	17.8	18.0	18.1	8.5	12.7	▲ 48.9%
Retail Sales	13.7	14.0	14.5	15.0	15.3	16.5	17.4	18.3	8.3	13.3	▲ 60.5%
Visitor Air Tran.	4.7	5.0	5.4	5.6	5.7	5.8	6.1	6.4	1.8	2.4	▲ 28.6%
TOTAL	100.4	102.4	107.4	111.3	114.9	121.0	127.3	131.1	61.3	93.6	▲ 52.7%

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

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

California / Impacts Detailed

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Billions)											
Accom. & Food Serv.	17.0	18.1	19.4	21.2	23.4	25.0	26.5	27.9	20.4	23.8	▲ 17.0%
Arts, Ent. & Rec.	8.2	8.7	9.3	9.9	10.6	11.0	11.3	11.7	7.9	8.8	▲ 11.3%
Retail**	2.5	2.5	2.7	2.8	3.0	3.1	3.3	3.4	3.4	3.7	▲ 7.1%
Ground Tran.	1.2	1.2	1.3	1.4	1.5	1.7	2.2	2.4	1.0	1.0	▲ 2.4%
Visitor Air Tran.	1.6	1.8	1.8	2.0	2.7	3.1	3.2	3.3	3.2	2.5	▼ -20.7%
Other Travel*	3.1	3.5	3.6	4.0	4.9	5.5	5.9	6.1	5.4	4.7	▼ -14.1%
TOTAL	33.7	35.9	38.1	41.4	46.1	49.4	52.3	54.7	41.3	44.5	▲ 7.8%
Travel Industry Employment (Thousand Jobs)											
Accom. & Food Serv.	538.7	572.0	589.6	608.8	632.5	652.0	659.0	662.2	493.4	534.5	▲ 8.3%
Arts, Ent. & Rec.	230.2	243.1	252.4	261.3	270.8	276.8	279.4	283.1	179.3	206.4	▲ 15.1%
Retail**	77.9	78.9	82.2	83.5	85.8	87.3	87.9	87.4	82.9	84.4	▲ 1.7%
Ground Tran.	30.6	31.2	31.6	32.7	34.0	35.1	42.3	45.9	34.3	31.9	▼ -7.1%
Visitor Air Tran.	21.5	22.7	22.8	24.2	27.5	30.2	30.7	32.1	28.1	23.6	▼ -15.9%
Other Travel*	46.6	49.4	49.8	52.6	59.0	62.4	63.6	66.1	53.3	46.4	▼ -13.1%
TOTAL	945.4	997.3	1,028.4	1,063.1	1,109.6	1,143.8	1,163.0	1,176.8	871.3	927.2	▲ 6.4%
Tax Receipts Generated by Travel Spending (\$Billions)											
Local Tax Receipts	3.8	4.1	4.5	4.9	5.3	5.6	6.1	6.3	3.9	5.0	▲ 28.5%
State Tax Receipts	4.8	5.0	5.2	5.2	5.3	5.3	5.7	6.0	3.5	4.8	▲ 38.6%
Federal Tax Receipts	5.1	5.6	6.0	6.4	6.9	7.1	7.5	7.8	4.8	5.2	▲ 7.6%
TOTAL	13.7	14.8	15.6	16.5	17.4	18.1	19.3	20.1	12.2	15.0	▲ 23.1%

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

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

**Retail includes gasoline.

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



California / Traveler Origin

Visitor Spending by Origin, 2021p

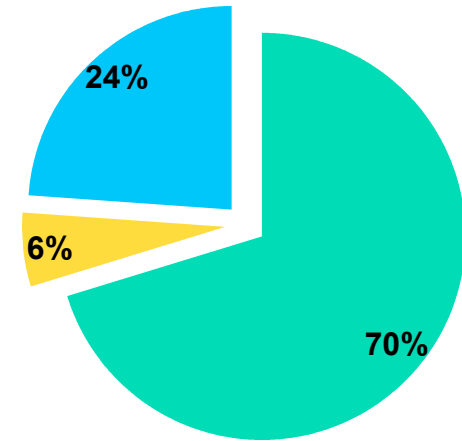
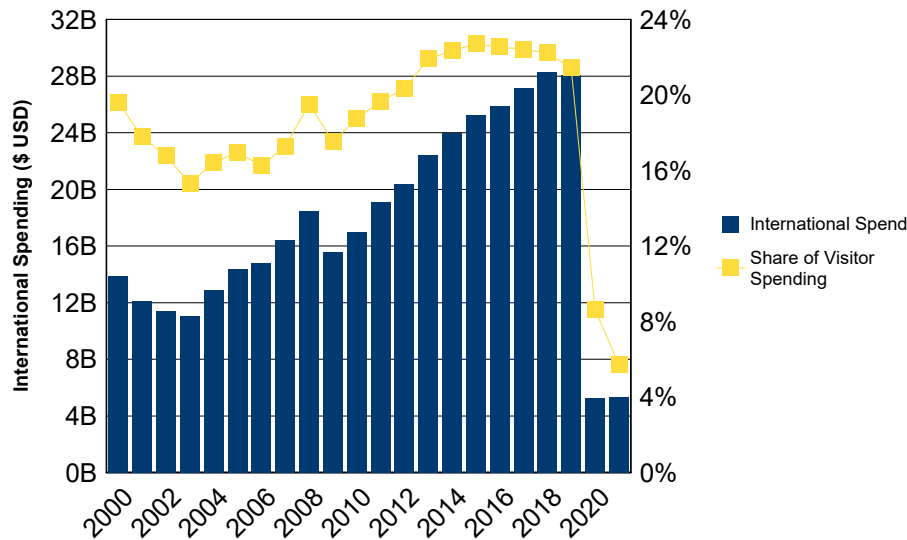
Residents of California accounted for 70% of all travel spending in California in 2021. U.S. residents of states other than California accounted for approximately 24% while international visitors accounted for 6% of travel spending in the state.

International spending has historically constituted 18-22% of total travel spending in California. The COVID-19 pandemic resulted in travel restrictions to the U.S. from multiple large travel markets, causing the share of international spending to drop to approximately 6%.

Visitor Spending by Residence, 2021p

Origin	Spending (Billions)
California	\$65.8
International	\$5.4
Other U.S.	\$22.5
Visitor Spending	\$93.6

International Visitor Spending

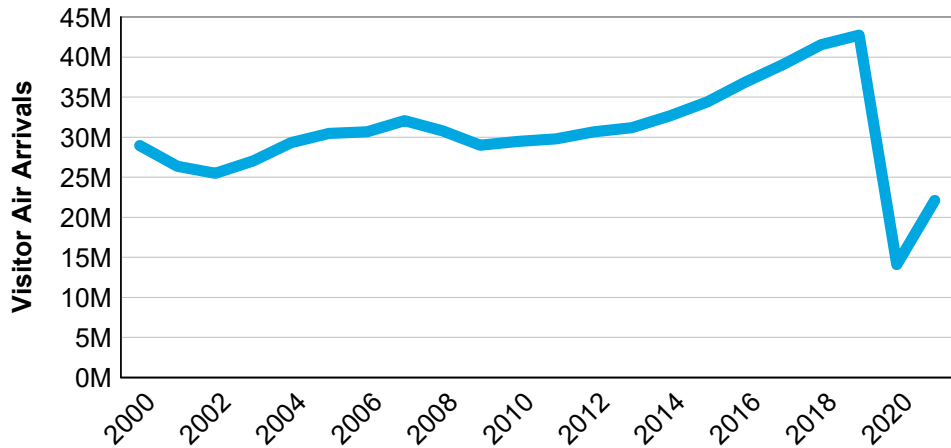


California International Other U.S.

International spending impacts for California were derived from the U.S. International Transaction estimates from the Bureau of Economic Analysis (BEA) and origin & destination counts from the National Travel and Tourism Office. Spending for 2016-2021 is sourced from Tourism Economics.

California / Air Travel & Employment Trend

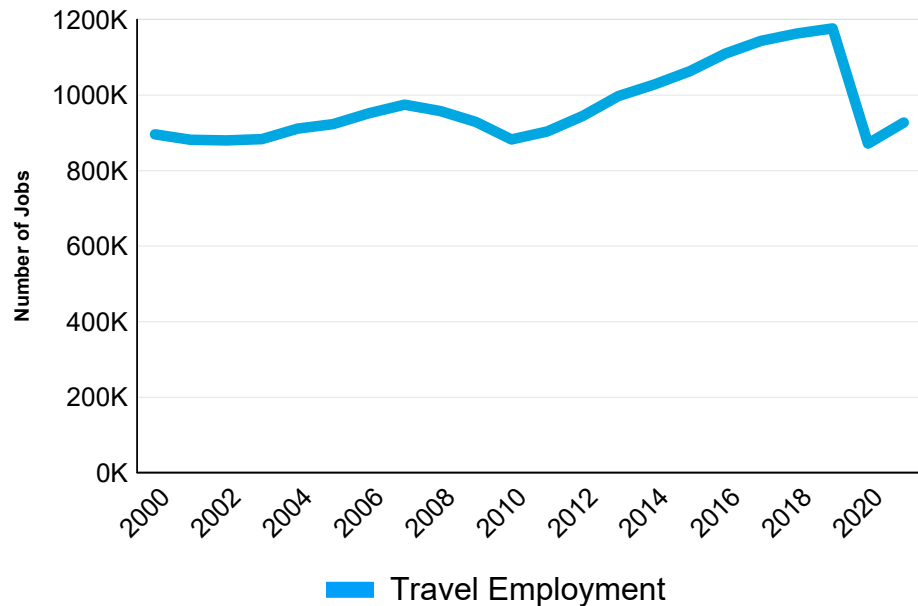
Air Passenger Visitor Arrivals / U.S. Air Carriers



Visitor air travel on domestic flights to California destinations increased by 57% in 2021, from 14.1 million to 22.1 million arrivals.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Travel Employment / California



Travel industry employment increased by 6.5% in 2021, a gain of approximately 56,000 jobs.

Sources: Dean Runyan Associates

California / Travel GDP

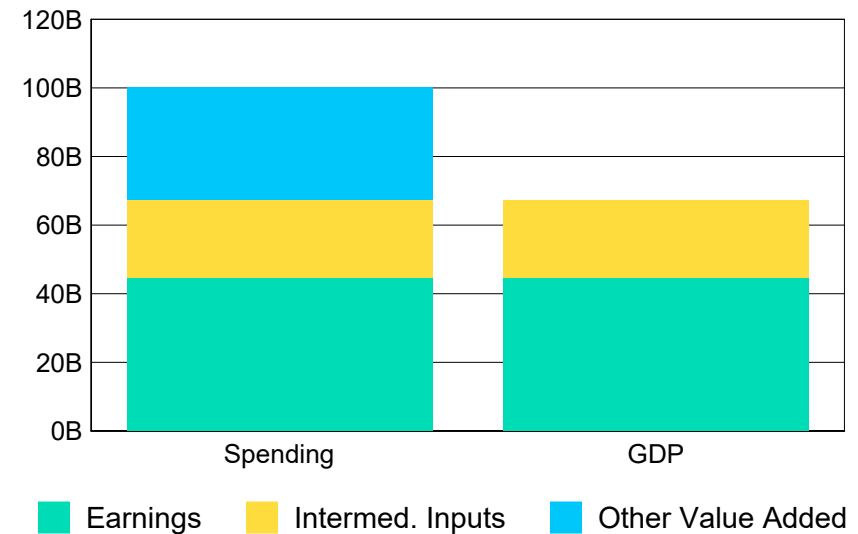
Travel Industry GDP, 2021p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the California travel industry is shown to the right. California travel industry GDP of \$67.3 billion represents approximately 2 percent of the total California GDP.

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

Travel Spending and GDP of Travel Industry

(\$ Billions)



California / Secondary Effects

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

Direct impacts represent effects attributable to traveler expenditures.

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

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

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

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of California and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries 2021p

Professional Services (122,900 jobs and \$10.0 billion in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (90,500 jobs and \$6.9 billion in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (74,000 jobs and \$5.2 billion in earnings) Both businesses and individuals make use of banking and insurance institutions.

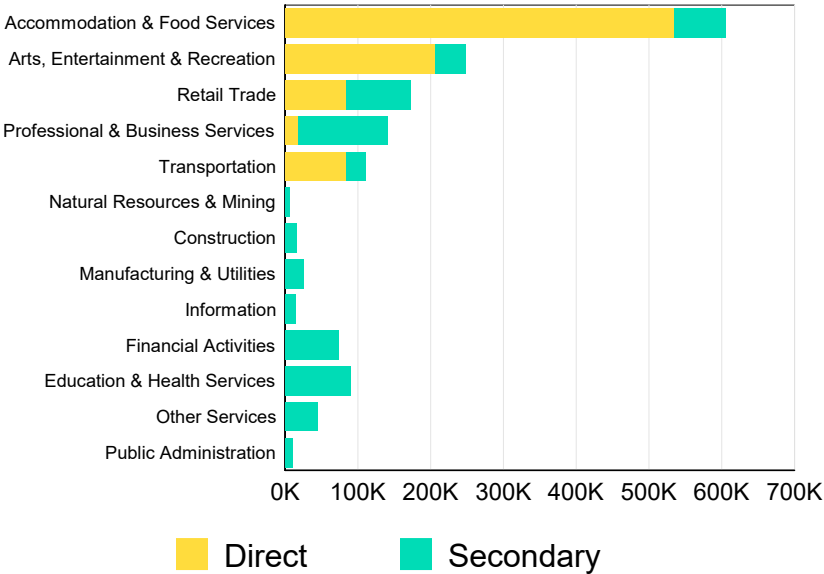
Other Services (45,500 jobs and \$2.6 billion in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Full list of industries available in Implan/Secondary Effects on the following two pages.

California / Secondary Effects

Total Employment 2021p

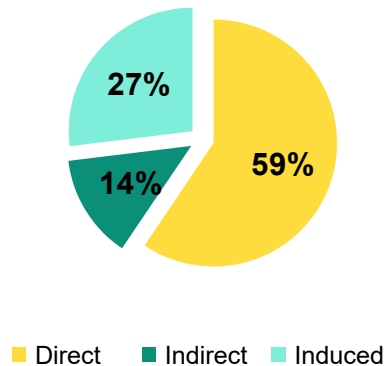
Direct & Secondary Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	534.5	19.2	51.0	70.1	604.6
Arts, Entertainment & Recreation	206.4	27.7	13.7	41.4	247.8
Retail Trade	84.4	7.7	81.2	88.9	173.3
Transportation	84.2	14.6	12.7	27.3	111.5
Professional & Business Services	17.6	71.5	51.3	122.8	140.4
Natural Resources & Mining	0.0	3.2	3.5	6.7	6.7
Construction	0.0	5.2	11.2	16.4	16.4
Manufacturing & Utilities	0.0	12.2	13.4	25.6	25.6
Information	0.0	8.3	6.9	15.2	15.2
Financial Activities	0.0	27.1	46.8	73.9	73.9
Education & Health Services	0.0	1.6	88.7	90.3	90.3
Other Services	0.0	8.8	36.7	45.5	45.5
Public Administration	0.0	4.8	4.9	9.7	9.7
All Industries	927	212	422	634	1,561

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

Share of Total Employment





MOST DIRECT JOBS
Accommodation & Food Services

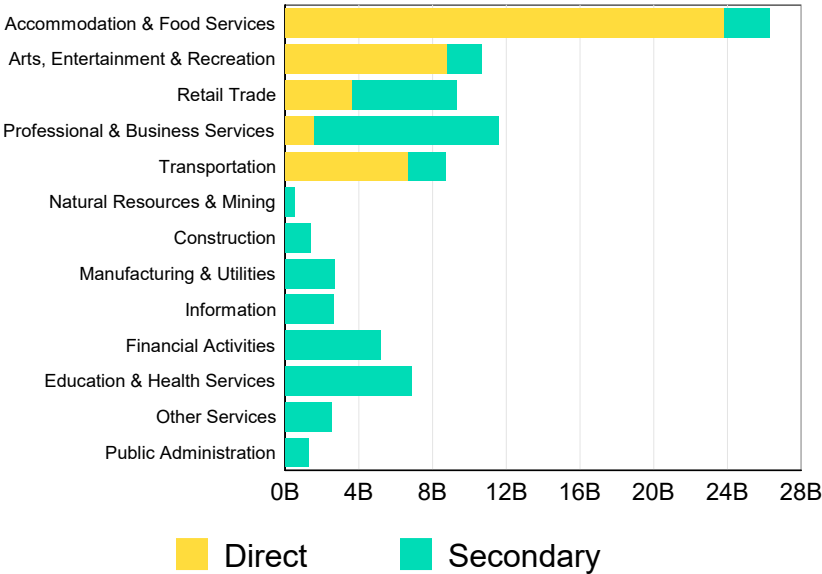


MOST SECONDARY JOBS
Professional & Business Services

California / Secondary Effects

Total Earnings 2021p

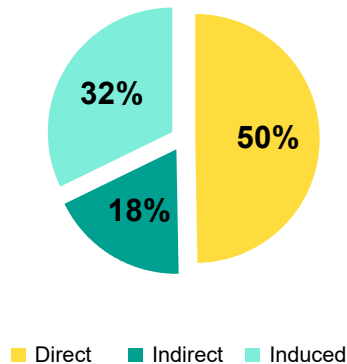
Direct & Secondary Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	23.8	0.7	1.8	2.4	26.3
Arts, Entertainment & Recreation	8.8	1.3	0.6	1.9	10.7
Transportation	6.7	1.1	0.9	2.1	8.7
Retail Trade	3.7	0.7	4.9	5.6	9.3
Professional & Business Services	1.6	5.9	4.1	10.0	11.6
Natural Resources & Mining	0.0	0.2	0.3	0.5	0.5
Construction	0.0	0.4	1.0	1.4	1.4
Manufacturing & Utilities	0.0	1.2	1.5	2.7	2.7
Information	0.0	1.6	1.1	2.6	2.6
Financial Activities	0.0	1.8	3.4	5.2	5.2
Education & Health Services	0.0	0.1	6.8	6.9	6.9
Other Services	0.0	0.7	1.9	2.6	2.6
Public Administration	0.0	0.6	0.6	1.3	1.3
All Industries	44.5	16.3	28.9	45.2	89.7

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

Share of Total Earnings



MOST DIRECT Earnings
Accommodation & Food Services

MOST SECONDARY Earnings
Professional & Business Services



Region Impacts

2021p



Region / Summary

Direct Travel Impacts 2021p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (000's Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
North Coast	\$1,165	\$1,140	\$497	12.9	\$57	\$57	\$115
Shasta Cascade	\$1,071	\$1,048	\$415	11.7	\$41	\$54	\$95
San Francisco Bay Area	\$21,524	\$18,879	\$10,308	183.2	\$1,112	\$1,035	\$2,148
Central Valley	\$7,470	\$7,077	\$2,722	79.4	\$265	\$434	\$699
Gold Country	\$4,163	\$3,716	\$1,587	40.5	\$164	\$207	\$372
High Sierra	\$3,052	\$3,000	\$1,214	32.9	\$165	\$131	\$296
Central Coast	\$7,610	\$7,369	\$3,184	73.3	\$413	\$365	\$778
Los Angeles County	\$19,594	\$16,320	\$12,145	182.5	\$1,259	\$998	\$2,257
Orange County	\$10,673	\$9,708	\$4,332	95.7	\$517	\$448	\$965
San Diego County	\$9,374	\$8,349	\$3,531	78.1	\$489	\$390	\$879
The Deserts	\$7,633	\$7,398	\$2,360	69.5	\$293	\$368	\$661
Inland Empire	\$6,820	\$6,517	\$2,249	67.3	\$213	\$332	\$545
California	\$100,150	\$90,523	\$44,546	927.1	\$4,989	\$4,819	\$9,808

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

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

Region / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
North Coast	1,012	1,023	1,070	1,100	1,150	1,211	1,254	1,299	776	1,165	▲ 50.1%	▼ -10.3%
Shasta Cascade	977	958	979	974	994	1,046	1,131	1,222	767	1,071	▲ 39.6%	▼ -12.4%
San Francisco Bay Area	27,794	29,211	31,829	33,368	34,334	36,154	38,063	38,862	15,374	21,524	▲ 40.0%	▼ -44.6%
Central Valley	6,817	6,724	6,916	6,856	6,809	7,390	8,056	8,453	4,515	7,470	▲ 65.4%	▼ -11.6%
Gold Country	4,239	4,266	4,435	4,578	4,697	4,968	5,364	5,693	2,731	4,163	▲ 52.5%	▼ -26.9%
High Sierra	2,573	2,626	2,696	2,864	3,071	3,297	3,392	3,622	2,421	3,052	▲ 26.1%	▼ -15.7%
Central Coast	7,314	7,466	7,772	8,003	8,083	8,369	8,946	9,352	4,986	7,610	▲ 52.6%	▼ -18.6%
Los Angeles County	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	19,594	▲ 47.8%	▼ -40.0%
Orange County	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,673	▲ 56.9%	▼ -26.2%
San Diego County	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	9,374	▲ 60.8%	▼ -32.0%
The Deserts	6,181	6,194	6,352	6,540	6,783	7,137	7,732	8,083	5,735	7,633	▲ 33.1%	▼ -5.6%
Inland Empire	5,545	5,531	5,664	5,816	5,971	6,385	6,886	7,335	5,276	6,820	▲ 29.3%	▼ -7.0%
California	108,916	111,692	117,385	121,945	126,402	133,321	140,350	144,851	68,467	100,150	▲ 46.3%	▼ -30.9%

Region / Summary Trend

Travel Industry Earnings 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Earnings (\$Million)												
North Coast	327	362	379	399	437	483	500	533	421	497	▲ 18.1%	▼ -6.8%
Shasta Cascade	282	288	297	312	341	357	368	409	352	415	▲ 17.9%	▲ 1.5%
San Francisco Bay Area	8,943	9,757	10,636	11,670	13,002	13,922	14,892	14,124	10,038	10,308	▲ 2.7%	▼ -27.0%
Central Valley	1,698	1,779	1,861	1,962	2,090	2,356	2,575	2,750	2,228	2,722	▲ 22.2%	▼ -1.0%
Gold Country	1,071	1,136	1,194	1,294	1,406	1,523	1,656	1,772	1,373	1,587	▲ 15.6%	▼ -10.4%
High Sierra	703	766	802	877	975	1,108	1,150	1,259	1,044	1,214	▲ 16.3%	▼ -3.5%
Central Coast	2,373	2,485	2,609	2,782	2,907	3,106	3,376	3,632	2,815	3,184	▲ 13.1%	▼ -12.3%
Los Angeles County	8,469	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,145	▼ -0.7%	▼ -21.6%
Orange County	3,486	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,332	▲ 13.2%	▼ -22.1%
San Diego County	3,315	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,531	▲ 11.6%	▼ -20.3%
The Deserts	1,542	1,610	1,707	1,828	2,011	2,117	2,307	2,454	1,972	2,360	▲ 19.7%	▼ -3.8%
Inland Empire	1,474	1,549	1,553	1,674	1,836	1,991	2,135	2,297	1,868	2,249	▲ 20.4%	▼ -2.1%
California	33,684	35,879	38,050	41,353	46,104	49,417	52,312	54,720	41,339	44,546	▲ 7.8%	▼ -18.6%

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

Region / Summary Trend

Travel Industry Employment 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Employment (Thousand Jobs)												
North Coast	13	15	15	15	16	16	16	16	12	13	▲ 7.2%	▼-18.0%
Shasta Cascade	11	12	11	11	12	12	12	12	11	12	▲ 11.3%	▼-4.8%
San Francisco Bay Area	219	231	243	252	260	267	273	264	180	183	▲ 1.6%	▼-30.7%
Central Valley	71	74	76	76	77	82	86	87	68	79	▲ 16.4%	▼-8.9%
Gold Country	38	40	40	41	42	44	46	48	37	41	▲ 10.4%	▼-15.1%
High Sierra	27	29	30	31	32	35	35	36	30	33	▲ 9.2%	▼-9.5%
Central Coast	73	75	77	78	79	81	85	88	68	73	▲ 8.3%	▼-16.6%
Los Angeles County	178	188	192	203	216	223	232	240	180	183	▲ 1.3%	▼-24.0%
Orange County	98	108	115	122	130	131	130	132	91	96	▲ 5.5%	▼-27.7%
San Diego County	98	101	102	102	109	111	103	102	73	78	▲ 6.5%	▼-23.0%
The Deserts	59	62	65	67	70	71	74	76	62	70	▲ 12.3%	▼-9.1%
Inland Empire	59	63	63	66	68	71	72	75	59	67	▲ 13.1%	▼-9.9%
California	945	997	1,028	1,063	1,110	1,144	1,163	1,177	871	927	▲ 6.4%	▼-21.2%

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

Central Coast Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	6,947	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,799	7,369	▲ 53.6%
Other Travel*	367	352	349	332	323	346	387	411	187	240	▲ 28.6%
TOTAL	7,314	7,466	7,772	8,003	8,083	8,369	8,946	9,352	4,986	7,610	▲ 52.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	4,130	4,313	4,569	4,787	4,885	4,981	5,308	5,528	3,216	4,892	▲ 52.1%
Private Home	748	728	731	744	735	812	898	969	386	917	▲ 137.5%
Campground	306	311	325	329	331	349	368	397	328	412	▲ 25.8%
2nd Home	184	179	182	185	187	202	229	234	346	371	▲ 7.3%
Day Travel	1,579	1,582	1,615	1,626	1,622	1,679	1,757	1,814	523	777	▲ 48.5%
TOTAL	6,947	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,799	7,369	▲ 53.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,467	1,584	1,741	1,880	1,964	2,000	2,137	2,265	1,488	2,481	▲ 66.7%
Food Service	1,984	2,046	2,103	2,208	2,285	2,363	2,499	2,602	1,390	2,023	▲ 45.5%
Food Stores	248	247	258	267	267	268	274	284	180	247	▲ 37.3%
Local Tran. & Gas	1,123	1,058	1,087	1,003	917	996	1,125	1,165	475	756	▲ 59.2%
Arts, Ent. & Rec.	920	945	972	997	1,012	1,023	1,057	1,072	530	766	▲ 44.5%
Retail Sales	1,152	1,174	1,200	1,252	1,252	1,305	1,393	1,458	706	1,054	▲ 49.3%
Visitor Air Tran.	53	60	62	63	64	68	74	96	30	42	▲ 40.7%
TOTAL	6,947	7,114	7,423	7,671	7,760	8,023	8,559	8,941	4,799	7,369	▲ 53.6%

Details may not add to totals due to rounding.

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

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

Central Coast Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,382	1,461	1,554	1,666	1,765	1,913	2,068	2,205	1,692	2,042	▲ 20.7%
Arts, Ent. & Rec.	612	633	663	695	707	737	790	824	624	650	▲ 4.1%
Retail**	192	195	204	218	223	226	240	249	251	269	▲ 7.3%
Ground Tran.	78	80	85	91	99	111	151	164	68	66	▼ -3.1%
Visitor Air Tran.	24	29	22	26	25	27	28	56	56	50	▼ -10.7%
Other Travel*	85	87	80	86	88	93	99	134	124	108	▼ -13.4%
TOTAL	2,373	2,485	2,609	2,782	2,907	3,106	3,376	3,632	2,815	3,184	▲ 13.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	45,080	46,960	47,960	48,850	49,620	51,560	53,330	54,780	42,260	46,520	▲ 10.1%
Arts, Ent. & Rec.	17,690	18,150	18,470	18,430	18,400	18,530	19,900	20,870	14,340	16,120	▲ 12.5%
Retail**	6,000	6,100	6,190	6,370	6,420	6,360	6,610	6,580	6,200	6,340	▲ 2.3%
Ground Tran.	2,060	2,130	2,190	2,240	2,280	2,320	2,920	3,200	2,710	2,330	▼ -14.0%
Visitor Air Tran.	300	340	260	290	260	300	300	520	470	440	▼ -5.5%
Other Travel*	1,750	1,710	1,600	1,640	1,660	1,680	1,720	2,030	1,760	1,590	▼ -9.6%
TOTAL	72,870	75,390	76,680	77,820	78,650	80,750	84,790	87,990	67,740	73,350	▲ 8.3%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

Central Coast Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	257	273	292	313	324	341	376	400	290	413	▲ 42.5%
State Tax Receipts	354	370	384	386	378	378	413	436	267	365	▲ 36.5%
TOTAL	610	643	676	699	702	719	789	836	557	778	▲ 39.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	177	191	208	224	234	247	272	289	176	291	▲ 65.6%
Business or Employee	80	82	84	89	90	94	104	111	114	122	▲ 7.0%
TOTAL	257	273	292	313	324	341	376	400	290	413	▲ 42.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	273	281	290	288	281	285	318	335	169	253	▲ 50.1%
Business or Employee	80	89	94	98	97	93	94	101	99	111	▲ 13.1%
TOTAL	354	370	384	386	378	378	413	436	267	365	▲ 36.5%

Details may not add to totals due to rounding.

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

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

Central Valley Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	6,198	6,147	6,329	6,317	6,308	6,834	7,415	7,784	4,253	7,077	▲ 66.4%
Other Travel*	619	577	587	539	500	556	640	670	263	393	▲ 49.6%
TOTAL	6,817	6,724	6,916	6,856	6,809	7,390	8,056	8,453	4,515	7,470	▲ 65.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,940	2,012	2,120	2,219	2,272	2,495	2,685	2,830	2,347	2,991	▲ 27.5%
Private Home	1,948	1,867	1,880	1,799	1,755	1,940	2,154	2,295	627	2,191	▲ 249.3%
Campground	197	200	231	228	229	241	255	276	233	288	▲ 23.4%
2nd Home	352	346	353	345	349	367	392	401	555	596	▲ 7.4%
Day Travel	1,760	1,723	1,746	1,726	1,703	1,790	1,930	1,982	490	1,011	▲ 106.1%
TOTAL	6,198	6,147	6,329	6,317	6,308	6,834	7,415	7,784	4,253	7,077	▲ 66.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	782	826	899	966	1,014	1,112	1,186	1,254	1,112	1,452	▲ 30.7%
Food Service	1,585	1,615	1,644	1,719	1,784	1,903	2,019	2,111	1,176	2,040	▲ 73.5%
Food Stores	305	299	313	322	321	327	334	343	198	363	▲ 83.4%
Local Tran. & Gas	1,806	1,666	1,700	1,553	1,411	1,564	1,798	1,865	676	1,285	▲ 90.0%
Arts, Ent. & Rec.	831	844	861	879	896	932	966	982	530	878	▲ 65.8%
Retail Sales	841	842	855	821	826	937	1,051	1,157	533	1,019	▲ 91.3%
Visitor Air Tran.	49	55	57	58	57	57	61	73	28	39	▲ 39.5%
TOTAL	6,198	6,147	6,329	6,317	6,308	6,834	7,415	7,784	4,253	7,077	▲ 66.4%

Details may not add to totals due to rounding.

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

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

Central Valley Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	945	1,000	1,048	1,139	1,235	1,379	1,498	1,601	1,382	1,729	▲ 25.1%
Arts, Ent. & Rec.	386	407	425	422	448	483	507	528	336	454	▲ 34.9%
Retail**	170	169	177	179	185	202	216	227	231	266	▲ 15.3%
Ground Tran.	100	101	106	114	124	142	196	213	96	110	▲ 14.2%
Visitor Air Tran.	19	22	21	22	15	31	30	37	37	32	▼ -15.0%
Other Travel*	79	81	83	86	82	119	128	144	145	132	▼ -9.5%
TOTAL	1,698	1,779	1,861	1,962	2,090	2,356	2,575	2,750	2,228	2,722	▲ 22.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	38,420	40,760	41,330	42,260	42,470	45,670	47,550	48,180	40,540	46,420	▲ 14.5%
Arts, Ent. & Rec.	21,270	21,980	22,860	22,320	22,540	23,880	24,340	24,560	14,540	19,240	▲ 32.3%
Retail**	5,970	5,950	6,170	6,050	6,060	6,450	6,730	6,790	6,390	7,000	▲ 9.5%
Ground Tran.	2,650	2,700	2,750	2,790	2,850	2,980	3,790	4,180	3,420	3,740	▲ 9.5%
Visitor Air Tran.	370	410	350	370	240	390	370	450	400	360	▼ -9.9%
Other Travel*	2,330	2,300	2,350	2,370	2,340	2,750	2,840	3,010	2,970	2,670	▼ -10.2%
TOTAL	71,020	74,100	75,810	76,160	76,510	82,110	85,630	87,170	68,270	79,440	▲ 16.4%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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



Central Valley Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	146	153	162	171	178	199	224	239	201	265	▲ 31.4%
State Tax Receipts	386	390	404	388	371	391	457	486	266	434	▲ 63.2%
TOTAL	532	544	566	559	550	590	681	725	467	699	▲ 49.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	90	96	103	110	115	130	148	157	112	164	▲ 46.5%
Business or Employee	55	57	59	61	63	69	76	81	89	100	▲ 12.2%
TOTAL	146	153	162	171	178	199	224	239	201	265	▲ 31.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	329	327	337	320	303	320	385	409	188	340	▲ 80.8%
Business or Employee	58	63	66	68	68	70	72	77	78	94	▲ 20.8%
TOTAL	386	390	404	388	371	391	457	486	266	434	▲ 63.2%

Details may not add to totals due to rounding.

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

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

Gold Country Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	3,592	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,398	3,716	▲ 55.0%
Other Travel*	647	636	667	690	694	708	766	830	333	447	▲ 34.2%
TOTAL	4,239	4,266	4,435	4,578	4,697	4,968	5,364	5,693	2,731	4,163	▲ 52.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,522	1,593	1,688	1,806	1,919	2,004	2,168	2,298	1,443	1,833	▲ 27.0%
Private Home	933	914	929	925	922	1,017	1,121	1,207	362	1,021	▲ 182.1%
Campground	97	93	100	99	99	105	110	119	100	125	▲ 24.7%
2nd Home	151	148	150	150	152	162	173	177	230	246	▲ 6.7%
Day Travel	888	882	902	908	911	973	1,025	1,061	262	491	▲ 87.6%
TOTAL	3,592	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,398	3,716	▲ 55.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	439	473	518	572	628	675	729	773	541	699	▲ 29.2%
Food Service	947	973	996	1,058	1,120	1,181	1,258	1,327	679	1,091	▲ 60.7%
Food Stores	140	137	142	148	149	152	156	161	85	147	▲ 72.4%
Local Tran. & Gas	821	777	801	751	704	767	869	905	338	577	▲ 70.7%
Arts, Ent. & Rec.	574	586	601	623	646	666	692	710	356	554	▲ 55.5%
Retail Sales	432	437	447	459	471	526	587	648	284	503	▲ 76.8%
Visitor Air Tran.	239	248	263	277	287	295	307	340	114	146	▲ 27.8%
TOTAL	3,592	3,631	3,768	3,888	4,004	4,261	4,598	4,863	2,398	3,716	▲ 55.0%

Details may not add to totals due to rounding.

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

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

Gold Country Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	577	612	640	688	768	830	922	995	794	962	▲ 21.1%
Arts, Ent. & Rec.	261	287	302	331	360	405	406	428	297	341	▲ 14.5%
Retail**	81	82	86	91	95	103	111	117	120	133	▲ 11.1%
Ground Tran.	58	59	64	70	77	84	109	120	58	60	▲ 3.1%
Visitor Air Tran.	18	20	21	23	19	18	19	19	19	15	▼ -20.4%
Other Travel*	76	77	81	90	88	83	88	92	85	77	▼ -9.5%
TOTAL	1,071	1,136	1,194	1,294	1,406	1,523	1,656	1,772	1,373	1,587	▲ 15.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	21,500	22,710	23,150	23,380	24,230	25,340	26,990	27,640	21,780	24,020	▲ 10.3%
Arts, Ent. & Rec.	10,780	11,020	10,720	10,950	11,390	11,840	12,080	12,540	8,200	9,800	▲ 19.5%
Retail**	2,720	2,730	2,830	2,890	2,930	3,100	3,260	3,300	3,150	3,350	▲ 6.5%
Ground Tran.	1,450	1,500	1,560	1,630	1,680	1,720	2,080	2,310	1,790	1,720	▼ -3.9%
Visitor Air Tran.	320	340	350	370	330	310	310	340	300	250	▼ -15.9%
Other Travel*	1,530	1,470	1,510	1,610	1,610	1,680	1,550	1,640	1,520	1,390	▼ -8.4%
TOTAL	38,300	39,770	40,110	40,840	42,160	43,990	46,270	47,760	36,740	40,540	▲ 10.4%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

Gold Country Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	106	115	124	135	144	154	173	184	130	164	▲ 26.0%
State Tax Receipts	190	196	203	203	201	208	235	250	138	207	▲ 50.0%
TOTAL	297	311	328	338	345	361	407	435	269	372	▲ 38.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	70	77	84	92	99	107	121	129	74	103	▲ 39.6%
Business or Employee	36	39	40	43	45	47	51	55	57	61	▲ 8.3%
TOTAL	106	115	124	135	144	154	173	184	130	164	▲ 26.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	153	155	161	158	154	161	188	200	91	153	▲ 68.3%
Business or Employee	37	41	43	45	46	46	47	50	48	55	▲ 15.2%
TOTAL	190	196	203	203	201	208	235	250	138	207	▲ 50.0%

Details may not add to totals due to rounding.

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

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



High Sierra Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	2,485	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,380	3,000	▲ 26.1%
Other Travel*	87	73	67	63	65	75	85	89	41	52	▲ 27.2%
TOTAL	2,573	2,626	2,696	2,864	3,071	3,297	3,392	3,622	2,421	3,052	▲ 26.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,577	1,656	1,716	1,891	2,084	2,252	2,273	2,447	1,609	2,006	▲ 24.7%
Private Home	146	139	139	130	125	136	152	161	48	149	▲ 210.7%
Campground	168	169	177	175	176	186	196	211	175	220	▲ 25.7%
2nd Home	272	265	268	268	272	288	310	317	413	442	▲ 6.9%
Day Travel	323	323	328	336	348	359	377	397	135	184	▲ 35.5%
TOTAL	2,485	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,380	3,000	▲ 26.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	656	699	740	820	914	993	989	1,068	844	1,078	▲ 27.8%
Food Service	679	706	719	788	865	922	945	1,017	666	816	▲ 22.5%
Food Stores	101	101	104	110	113	115	116	123	93	118	▲ 26.5%
Local Tran. & Gas	378	354	361	338	318	355	401	426	198	289	▲ 45.9%
Arts, Ent. & Rec.	383	396	403	431	462	480	482	504	340	399	▲ 17.4%
Retail Sales	289	297	301	314	334	355	371	393	238	300	▲ 26.0%
Visitor Air Tran.	0	0	0	0	0	3	3	2	1	0	▼ -100.0%
TOTAL	2,485	2,553	2,629	2,801	3,005	3,222	3,307	3,533	2,380	3,000	▲ 26.1%

Details may not add to totals due to rounding.

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

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High Sierra Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	463	501	525	583	661	758	775	855	710	862	▲ 21.4%
Arts, Ent. & Rec.	146	170	179	188	196	212	219	235	195	221	▲ 13.6%
Retail**	60	61	64	68	74	79	81	84	93	91	▼ -2.1%
Ground Tran.	25	26	27	30	35	41	58	64	27	22	▼ -17.2%
Visitor Air Tran.	0	0	0	0	0	5	5	7	7	6	▼ -12.2%
Other Travel*	9	8	7	8	10	12	13	14	12	11	▼ -3.1%
TOTAL	703	766	802	877	975	1,108	1,150	1,259	1,044	1,214	▲ 16.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	16,600	17,670	17,690	18,600	19,280	21,060	20,900	22,130	18,310	20,370	▲ 11.2%
Arts, Ent. & Rec.	7,580	8,380	8,740	8,970	9,340	9,940	9,920	10,130	7,660	8,880	▲ 15.9%
Retail**	2,030	2,050	2,150	2,200	2,290	2,340	2,380	2,360	2,460	2,320	▼ -5.7%
Ground Tran.	700	720	740	770	830	880	1,120	1,270	1,270	930	▼ -27.0%
Visitor Air Tran.	0	0	0	0	0	50	50	70	60	60	▼ -7.3%
Other Travel*	280	250	230	240	300	350	360	370	310	300	▼ -1.8%
TOTAL	27,180	29,070	29,530	30,770	32,050	34,610	34,720	36,320	30,080	32,860	▲ 9.2%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

High Sierra Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	92	104	108	120	133	145	150	163	131	165	▲ 25.5%
State Tax Receipts	102	108	112	115	118	123	132	142	105	131	▲ 24.8%
TOTAL	195	212	220	235	251	268	281	305	236	296	▲ 25.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	67	77	81	90	101	110	113	122	88	115	▲ 30.8%
Business or Employee	25	27	28	30	32	35	37	41	44	50	▲ 15.0%
TOTAL	92	104	108	120	133	145	150	163	131	165	▲ 25.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	77	79	82	83	85	88	98	105	66	85	▲ 29.5%
Business or Employee	25	29	30	32	34	35	34	37	39	46	▲ 16.8%
TOTAL	102	108	112	115	118	123	132	142	105	131	▲ 24.8%

Details may not add to totals due to rounding.

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

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

Inland Empire Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	5,112	5,125	5,246	5,413	5,573	5,961	6,415	6,836	5,057	6,517	▲ 28.9%
Other Travel*	433	406	417	403	398	424	471	498	219	303	▲ 38.2%
TOTAL	5,545	5,531	5,664	5,816	5,971	6,385	6,886	7,335	5,276	6,820	▲ 29.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,461	1,523	1,607	1,716	1,835	1,962	2,086	2,263	1,620	2,340	▲ 44.5%
Private Home	1,129	1,108	1,118	1,150	1,169	1,286	1,416	1,538	1,066	1,511	▲ 41.8%
Campground	173	177	175	173	173	183	193	208	170	217	▲ 27.6%
2nd Home	952	936	951	973	987	1,052	1,149	1,176	1,596	1,712	▲ 7.3%
Day Travel	1,397	1,381	1,396	1,401	1,409	1,478	1,571	1,652	605	737	▲ 21.7%
TOTAL	5,112	5,125	5,246	5,413	5,573	5,961	6,415	6,836	5,057	6,517	▲ 28.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	711	741	793	858	929	984	1,031	1,104	995	1,355	▲ 36.2%
Food Service	1,561	1,592	1,612	1,699	1,792	1,890	1,991	2,116	1,693	2,114	▲ 24.8%
Food Stores	225	221	225	233	235	238	243	253	208	260	▲ 24.6%
Local Tran. & Gas	939	881	898	834	779	858	970	1,025	511	720	▲ 40.9%
Arts, Ent. & Rec.	851	864	876	902	932	961	989	1,023	780	959	▲ 23.0%
Retail Sales	698	703	711	755	775	893	1,042	1,158	805	1,023	▲ 27.0%
Visitor Air Tran.	128	122	131	133	131	137	149	158	64	86	▲ 34.4%
TOTAL	5,112	5,125	5,246	5,413	5,573	5,961	6,415	6,836	5,057	6,517	▲ 28.9%

Details may not add to totals due to rounding.

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

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



Inland Empire Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	766	809	866	940	1,042	1,125	1,206	1,312	1,109	1,370	▲ 23.5%
Arts, Ent. & Rec.	396	417	425	446	480	531	546	578	409	525	▲ 28.4%
Retail**	124	124	129	139	145	158	172	184	190	205	▲ 8.2%
Ground Tran.	62	63	67	72	80	91	120	134	84	73	▼ -12.1%
Visitor Air Tran.	38	43	11	14	15	14	15	12	12	10	▼ -13.8%
Other Travel*	88	94	56	62	74	72	77	78	65	66	▲ 0.9%
TOTAL	1,474	1,549	1,553	1,674	1,836	1,991	2,135	2,297	1,868	2,249	▲ 20.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	32,690	34,900	35,870	37,100	38,550	40,110	41,110	42,640	35,340	40,130	▲ 13.5%
Arts, Ent. & Rec.	17,810	19,450	19,790	20,890	21,520	22,160	21,450	22,190	14,450	18,110	▲ 25.3%
Retail**	4,320	4,320	4,420	4,570	4,610	4,910	5,200	5,370	5,210	5,310	▲ 1.9%
Ground Tran.	1,580	1,630	1,670	1,730	1,800	1,870	2,300	2,600	2,970	2,270	▼ -23.4%
Visitor Air Tran.	580	610	190	230	240	230	230	200	180	160	▼ -9.2%
Other Travel*	1,840	1,850	1,370	1,420	1,640	1,640	1,680	1,670	1,310	1,280	▼ -2.4%
TOTAL	58,810	62,770	63,310	65,950	68,370	70,920	71,980	74,660	59,460	67,260	▲ 13.1%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

Inland Empire Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	120	127	130	141	152	163	182	196	164	213	▲ 29.6%
State Tax Receipts	269	277	282	283	282	294	330	355	260	332	▲ 27.7%
TOTAL	389	404	413	424	434	456	512	551	424	545	▲ 28.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	74	79	84	92	100	108	123	132	96	136	▲ 42.2%
Business or Employee	46	47	46	49	52	54	59	64	69	77	▲ 12.0%
TOTAL	120	127	130	141	152	163	182	196	164	213	▲ 29.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	221	225	230	228	224	236	272	293	194	255	▲ 31.6%
Business or Employee	47	52	52	55	57	58	58	62	66	77	▲ 16.4%
TOTAL	269	277	282	283	282	294	330	355	260	332	▲ 27.7%

Details may not add to totals due to rounding.

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

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



Los Angeles County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%
Other Travel*	5,063	5,065	5,257	5,246	5,179	5,622	6,179	6,418	2,889	3,274	▲ 13.3%
TOTAL	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	19,594	▲ 47.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11,023	11,507	11,938	12,828	13,940	14,803	15,729	15,777	7,000	10,353	▲ 47.9%
Private Home	3,113	3,080	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,099	▲ 101.1%
Campground	88	87	92	93	94	98	103	111	93	116	▲ 24.7%
2nd Home	166	163	165	162	164	173	186	191	340	365	▲ 7.3%
Day Travel	5,200	5,162	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,387	▲ 71.6%
TOTAL	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3,518	3,805	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,223	▲ 56.5%
Food Service	4,947	5,037	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,384	▲ 59.3%
Food Stores	591	577	587	615	629	640	660	667	289	471	▲ 63.1%
Local Tran. & Gas	3,191	3,083	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,000	▲ 64.2%
Arts, Ent. & Rec.	3,045	3,086	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,224	▲ 55.9%
Retail Sales	2,661	2,672	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,160	▲ 66.2%
Visitor Air Tran.	1,638	1,739	1,906	1,972	2,017	2,116	2,267	2,333	683	859	▲ 25.7%
TOTAL	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%

Details may not add to totals due to rounding.

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

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Los Angeles County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,521	3,777	3,949	4,372	4,932	5,247	5,692	5,913	4,144	4,807	▲ 16.0%
Arts, Ent. & Rec.	2,091	2,103	2,209	2,401	2,530	2,575	2,786	2,926	2,085	2,069	▼ -0.8%
Retail**	442	442	451	484	512	529	560	575	572	627	▲ 9.7%
Ground Tran.	359	358	379	420	472	515	651	695	282	295	▲ 4.5%
Visitor Air Tran.	694	774	803	890	1,273	1,459	1,538	2,199	2,201	1,723	▼ -21.7%
Other Travel*	1,361	1,473	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,625	▼ -11.0%
TOTAL	8,469	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,145	▼ -0.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	101,980	108,710	110,180	115,960	121,910	125,480	129,520	127,760	91,770	97,590	▲ 6.3%
Arts, Ent. & Rec.	24,400	25,380	26,740	29,230	30,580	30,210	32,160	32,730	21,670	23,900	▲ 10.3%
Retail**	13,030	13,200	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,320	▲ 4.0%
Ground Tran.	8,670	8,930	9,020	9,620	10,150	10,410	12,340	13,170	8,360	7,990	▼ -4.4%
Visitor Air Tran.	9,070	9,580	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,370	▼ -17.3%
Other Travel*	20,960	22,250	23,080	24,050	26,660	28,190	28,760	32,950	28,200	25,350	▼ -10.1%
TOTAL	178,120	188,060	192,230	203,160	216,460	223,160	232,230	240,020	180,190	182,520	▲ 1.3%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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Los Angeles County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,259	▲ 22.1%
State Tax Receipts	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	998	▲ 32.6%
TOTAL	2,022	2,117	2,188	2,304	2,459	2,624	2,851	3,010	1,784	2,257	▲ 26.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	644	687	726	797	885	1,017	1,087	1,106	475	737	▲ 55.2%
Business or Employee	315	329	335	365	407	436	472	533	556	522	▼ -6.2%
TOTAL	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,259	▲ 22.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	802	812	823	816	814	839	955	994	395	646	▲ 63.6%
Business or Employee	261	290	304	326	354	332	337	378	358	352	▼ -1.6%
TOTAL	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	998	▲ 32.6%

Details may not add to totals due to rounding.

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

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

North Coast Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	970	984	1,031	1,064	1,114	1,172	1,212	1,253	759	1,140	▲ 50.1%
Other Travel*	42	39	39	37	36	39	42	46	17	26	▲ 48.1%
TOTAL	1,012	1,023	1,070	1,100	1,150	1,211	1,254	1,299	776	1,165	▲ 50.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	434	452	485	523	568	597	599	608	381	553	▲ 45.2%
Private Home	179	175	175	164	164	176	191	202	65	202	▲ 208.9%
Campground	139	140	150	151	152	160	169	182	150	189	▲ 25.6%
2nd Home	68	66	66	69	70	74	81	83	111	119	▲ 7.2%
Day Travel	150	150	155	157	160	166	173	178	52	78	▲ 49.0%
TOTAL	970	984	1,031	1,064	1,114	1,172	1,212	1,253	759	1,140	▲ 50.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	196	207	228	251	277	291	290	297	244	345	▲ 41.5%
Food Service	271	279	288	307	328	343	351	363	205	317	▲ 54.2%
Food Stores	67	67	70	73	74	74	75	78	53	80	▲ 51.1%
Local Tran. & Gas	180	169	175	162	151	165	186	192	85	136	▲ 59.7%
Arts, Ent. & Rec.	141	144	149	155	162	165	166	167	93	135	▲ 46.0%
Retail Sales	109	111	114	110	114	126	136	146	76	122	▲ 60.5%
Visitor Air Tran.	6	7	6	6	8	8	8	9	3	4	▲ 43.2%
TOTAL	970	984	1,031	1,064	1,114	1,172	1,212	1,253	759	1,140	▲ 50.1%

Details may not add to totals due to rounding.

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

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

North Coast Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	221	245	261	281	313	335	351	372	296	373	▲ 25.8%
Arts, Ent. & Rec.	63	73	72	69	72	76	68	71	51	52	▲ 3.2%
Retail**	26	26	28	28	30	33	34	36	38	39	▲ 1.6%
Ground Tran.	12	12	13	14	16	18	25	27	11	11	▼ -1.1%
Visitor Air Tran.	1	1	1	1	1	7	8	10	10	8	▼ -15.1%
Other Travel*	4	4	4	5	5	13	14	18	15	14	▼ -7.9%
TOTAL	327	362	379	399	437	483	500	533	421	497	▲ 18.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,010	8,680	8,820	8,940	9,280	9,560	9,680	9,800	7,680	8,780	▲ 14.2%
Arts, Ent. & Rec.	4,070	4,720	4,740	4,640	4,790	4,690	4,080	4,010	2,560	2,420	▼ -5.5%
Retail**	910	900	950	920	940	990	1,000	1,020	1,010	1,010	▼ -0.1%
Ground Tran.	320	340	350	360	380	390	490	530	490	420	▼ -13.4%
Visitor Air Tran.	20	20	20	30	30	80	80	100	90	80	▼ -10.3%
Other Travel*	140	130	140	150	160	230	220	270	210	200	▼ -3.5%
TOTAL	13,470	14,800	15,020	15,030	15,580	15,930	15,550	15,740	12,040	12,910	▲ 7.2%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

North Coast Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	32	34	36	39	42	46	50	52	43	57	▲ 33.7%
State Tax Receipts	49	51	54	53	53	55	59	62	40	57	▲ 41.6%
TOTAL	81	85	90	93	95	100	109	114	83	115	▲ 37.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	21	22	24	27	28	31	35	36	26	38	▲ 48.6%
Business or Employee	11	12	12	13	13	15	16	17	17	19	▲ 11.7%
TOTAL	32	34	36	39	42	46	50	52	43	57	▲ 33.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	38	39	40	39	39	40	45	48	26	40	▲ 55.3%
Business or Employee	11	13	13	14	14	14	13	14	14	17	▲ 17.0%
TOTAL	49	51	54	53	53	55	59	62	40	57	▲ 41.6%

Details may not add to totals due to rounding.

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

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

Orange County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%
Other Travel*	1,367	1,371	1,485	1,467	1,512	1,564	1,736	1,789	883	965	▲ 9.2%
TOTAL	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,673	▲ 56.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	5,693	6,288	6,996	7,709	8,343	8,415	7,943	8,207	3,597	5,906	▲ 64.2%
Private Home	1,173	1,263	1,375	1,452	1,477	1,641	1,848	2,013	950	2,024	▲ 113.0%
Campground	63	63	43	45	47	48	145	156	136	166	▲ 22.4%
2nd Home	213	240	272	265	272	289	316	322	637	669	▲ 5.1%
Day Travel	1,861	1,800	1,712	1,757	1,825	1,860	1,934	1,975	600	943	▲ 57.2%
TOTAL	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,908	2,075	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,377	▲ 78.0%
Food Service	2,475	2,665	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,632	▲ 56.9%
Food Stores	311	348	386	405	414	412	441	451	276	435	▲ 57.5%
Local Tran. & Gas	432	358	300	305	304	319	322	330	121	213	▲ 75.9%
Arts, Ent. & Rec.	2,212	2,413	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,098	▲ 55.6%
Retail Sales	1,336	1,452	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,797	▲ 72.4%
Visitor Air Tran.	330	343	366	390	393	389	421	418	119	156	▲ 31.3%
TOTAL	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%

Details may not add to totals due to rounding.

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

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

Orange County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,788	1,869	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,376	▲ 17.9%
Arts, Ent. & Rec.	1,194	1,365	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,290	▲ 17.5%
Retail**	203	222	245	275	292	302	301	315	314	340	▲ 8.2%
Ground Tran.	61	55	51	53	60	66	79	86	32	35	▲ 10.2%
Visitor Air Tran.	24	26	27	30	40	43	46	50	45	38	▼ -16.8%
Other Travel*	217	236	274	288	338	348	379	392	322	253	▼ -21.3%
TOTAL	3,486	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,332	▲ 13.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	53,380	57,480	60,020	62,540	66,580	67,180	65,570	66,920	50,020	54,260	▲ 8.5%
Arts, Ent. & Rec.	32,870	37,430	41,200	44,990	47,550	48,110	48,970	49,410	26,940	28,770	▲ 6.8%
Retail**	5,830	6,440	6,910	7,490	7,750	7,930	7,690	7,750	7,220	7,360	▲ 1.9%
Ground Tran.	1,570	1,450	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,220	▼ -1.9%
Visitor Air Tran.	400	420	430	460	520	560	580	610	500	440	▼ -12.0%
Other Travel*	4,310	4,580	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,620	▼ -23.5%
TOTAL	98,350	107,800	115,100	121,960	129,520	131,090	130,420	132,370	90,660	95,670	▲ 5.5%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

Orange County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	406	440	476	521	566	578	619	644	355	517	▲ 45.6%
State Tax Receipts	402	437	467	494	514	515	504	532	315	448	▲ 42.4%
TOTAL	808	876	943	1,015	1,080	1,093	1,123	1,176	670	965	▲ 44.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	284	310	337	371	405	414	453	471	198	349	▲ 76.3%
Business or Employee	122	130	139	151	162	164	166	173	157	169	▲ 7.1%
TOTAL	406	440	476	521	566	578	619	644	355	517	▲ 45.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	286	304	321	337	348	354	354	375	180	295	▲ 64.1%
Business or Employee	116	133	146	157	166	161	151	157	135	153	▲ 13.4%
TOTAL	402	437	467	494	514	515	504	532	315	448	▲ 42.4%

Details may not add to totals due to rounding.

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

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

San Diego County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%
Other Travel*	1,474	1,435	1,478	1,482	1,530	1,632	1,798	1,933	840	1,025	▲ 22.0%
TOTAL	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	9,374	▲ 60.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	5,768	6,007	6,390	6,757	7,243	7,640	7,215	7,089	3,206	5,040	▲ 57.2%
Private Home	1,164	1,182	1,223	1,218	1,249	1,356	1,485	1,594	492	1,361	▲ 176.6%
Campground	290	286	286	283	292	302	237	254	218	265	▲ 21.6%
2nd Home	190	176	163	151	155	163	173	178	285	306	▲ 7.3%
Day Travel	2,554	2,516	2,480	2,430	2,527	2,602	2,745	2,744	787	1,377	▲ 74.8%
TOTAL	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,272	2,446	2,675	2,908	3,146	3,288	3,588	3,472	1,729	2,869	▲ 65.9%
Food Service	2,716	2,767	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,245	▲ 67.9%
Food Stores	400	430	467	506	518	528	472	472	205	376	▲ 83.1%
Local Tran. & Gas	652	571	510	458	436	484	477	480	162	283	▲ 74.1%
Arts, Ent. & Rec.	1,663	1,633	1,613	1,584	1,672	1,729	1,610	1,588	589	964	▲ 63.8%
Retail Sales	1,598	1,636	1,687	1,686	1,757	1,873	1,788	1,837	684	1,233	▲ 80.2%
Visitor Air Tran.	664	684	747	789	801	831	873	930	282	381	▲ 34.9%
TOTAL	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%

Details may not add to totals due to rounding.

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

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

San Diego County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,961	2,085	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,294	▲ 17.2%
Arts, Ent. & Rec.	826	828	818	878	908	891	859	872	519	589	▲ 13.4%
Retail**	251	261	275	288	304	313	291	293	299	315	▲ 5.5%
Ground Tran.	62	53	47	43	49	56	67	70	21	23	▲ 6.3%
Visitor Air Tran.	44	49	50	56	71	79	84	94	91	77	▼ -15.8%
Other Travel*	172	174	174	195	249	269	295	331	278	234	▼ -15.7%
TOTAL	3,315	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,531	▲ 11.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	60,370	63,210	64,230	64,410	68,900	69,940	64,480	63,520	45,740	49,100	▲ 7.4%
Arts, Ent. & Rec.	23,580	23,860	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,490	▲ 16.2%
Retail**	8,170	8,490	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,690	▲ 1.0%
Ground Tran.	1,610	1,410	1,220	1,060	1,130	1,180	1,290	1,380	880	830	▼ -6.0%
Visitor Air Tran.	790	830	860	920	1,170	1,370	1,400	1,690	1,460	1,300	▼ -11.0%
Other Travel*	3,570	3,560	3,390	3,640	4,550	4,830	4,870	5,300	4,330	3,720	▼ -13.9%
TOTAL	98,080	101,360	101,670	101,510	109,110	111,240	102,890	101,500	73,360	78,140	▲ 6.5%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

San Diego County Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	422	445	474	509	547	570	606	602	342	489	▲ 43.0%
State Tax Receipts	448	468	479	479	492	501	482	496	267	390	▲ 46.2%
TOTAL	870	913	952	987	1,040	1,070	1,089	1,097	609	879	▲ 44.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	306	327	354	383	413	434	473	464	212	352	▲ 66.0%
Business or Employee	115	118	119	125	135	136	133	137	130	137	▲ 5.6%
TOTAL	422	445	474	509	547	570	606	602	342	489	▲ 43.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	337	346	352	347	354	366	359	370	155	265	▲ 70.4%
Business or Employee	111	122	127	132	139	135	123	126	111	125	▲ 12.4%
TOTAL	448	468	479	479	492	501	482	496	267	390	▲ 46.2%

Details may not add to totals due to rounding.

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

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

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	24,435	25,458	27,785	29,043	29,679	30,967	32,592	33,077	12,350	18,879	▲ 52.9%
Other Travel*	3,359	3,753	4,044	4,325	4,654	5,187	5,471	5,785	3,024	2,645	▼ -12.5%
TOTAL	27,794	29,211	31,829	33,368	34,334	36,154	38,063	38,862	15,374	21,524	▲ 40.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	15,391	16,412	18,366	19,594	20,194	21,022	22,026	22,152	8,758	11,660	▲ 33.1%
Private Home	3,128	3,119	3,203	3,190	3,187	3,428	3,713	3,921	987	2,963	▲ 200.1%
Campground	278	287	353	353	354	374	395	427	362	449	▲ 24.2%
2nd Home	375	368	374	386	390	417	460	471	591	634	▲ 7.2%
Day Travel	5,264	5,271	5,489	5,520	5,554	5,727	5,999	6,107	1,652	3,173	▲ 92.0%
TOTAL	24,435	25,458	27,785	29,043	29,679	30,967	32,592	33,077	12,350	18,879	▲ 52.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	4,965	5,633	6,771	7,577	7,938	8,217	8,625	8,856	3,324	4,204	▲ 26.5%
Food Service	6,469	6,687	7,098	7,469	7,796	8,213	8,645	8,771	3,552	5,695	▲ 60.3%
Food Stores	740	736	793	821	823	834	849	855	365	636	▲ 74.1%
Local Tran. & Gas	3,582	3,434	3,595	3,384	3,196	3,472	3,861	3,911	1,297	2,268	▲ 74.9%
Arts, Ent. & Rec.	3,565	3,669	3,896	4,006	4,101	4,208	4,325	4,280	1,656	2,619	▲ 58.2%
Retail Sales	3,609	3,680	3,884	3,966	4,001	4,204	4,428	4,524	1,697	2,883	▲ 69.9%
Visitor Air Tran.	1,505	1,619	1,748	1,820	1,825	1,820	1,858	1,880	460	575	▲ 25.2%
TOTAL	24,435	25,458	27,785	29,043	29,679	30,967	32,592	33,077	12,350	18,879	▲ 52.9%

Details may not add to totals due to rounding.

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

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

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	4,280	4,684	5,198	5,743	6,256	6,608	7,063	7,386	4,826	5,253	▲ 8.9%
Arts, Ent. & Rec.	1,852	1,969	2,157	2,316	2,457	2,453	2,618	2,692	1,840	2,037	▲ 10.7%
Retail**	570	580	626	658	677	704	733	736	715	767	▲ 7.2%
Ground Tran.	322	325	357	387	421	469	605	640	234	250	▲ 6.9%
Visitor Air Tran.	759	845	864	937	1,192	1,357	1,409	764	714	572	▼ -19.9%
Other Travel*	1,162	1,353	1,434	1,628	1,999	2,332	2,463	1,906	1,710	1,429	▼ -16.4%
TOTAL	8,943	9,757	10,636	11,670	13,002	13,922	14,892	14,124	10,038	10,308	▲ 2.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	118,530	126,550	134,350	139,320	142,250	145,140	147,580	144,880	95,300	97,170	▲ 2.0%
Arts, Ent. & Rec.	52,010	53,790	56,150	58,170	59,750	61,880	62,500	62,730	39,920	43,850	▲ 9.9%
Retail**	14,790	14,950	15,790	15,580	16,060	15,910	15,890	15,450	13,950	14,090	▲ 1.0%
Ground Tran.	8,000	8,320	8,760	9,090	9,290	9,610	11,570	12,300	7,570	7,530	▼ -0.5%
Visitor Air Tran.	9,280	9,800	10,050	10,510	11,360	11,910	11,970	8,410	7,020	5,930	▼ -15.5%
Other Travel*	16,160	17,270	17,790	19,270	21,370	22,590	23,100	20,720	16,580	14,630	▼ -11.8%
TOTAL	218,790	230,680	242,890	251,930	260,070	267,050	272,600	264,480	180,330	183,210	▲ 1.6%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

San Francisco Bay Area Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1,123	1,238	1,419	1,553	1,641	1,692	1,857	1,863	946	1,112	▲ 17.6%
State Tax Receipts	1,144	1,215	1,294	1,314	1,323	1,337	1,426	1,440	742	1,035	▲ 39.5%
TOTAL	2,267	2,453	2,713	2,867	2,964	3,029	3,283	3,303	1,688	2,148	▲ 27.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	796	884	1,039	1,140	1,198	1,234	1,360	1,393	504	683	▲ 35.4%
Business or Employee	327	353	380	413	443	458	497	470	442	430	▼ -2.8%
TOTAL	1,123	1,238	1,419	1,553	1,641	1,692	1,857	1,863	946	1,112	▲ 17.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	859	888	940	935	924	947	1,040	1,070	424	708	▲ 67.0%
Business or Employee	285	327	355	379	399	390	386	370	318	328	▲ 3.0%
TOTAL	1,144	1,215	1,294	1,314	1,323	1,337	1,426	1,440	742	1,035	▲ 39.5%

Details may not add to totals due to rounding.

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

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

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	937	923	944	941	964	1,013	1,094	1,182	753	1,048	▲ 39.1%
Other Travel*	40	35	35	32	30	33	37	40	14	23	▲ 66.2%
TOTAL	977	958	979	974	994	1,046	1,131	1,222	767	1,071	▲ 39.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	341	343	354	367	390	407	437	485	317	417	▲ 31.8%
Private Home	158	150	149	139	138	150	163	176	55	171	▲ 212.0%
Campground	109	110	118	116	117	123	130	140	116	145	▲ 25.7%
2nd Home	127	123	123	124	126	133	144	147	193	207	▲ 7.5%
Day Travel	203	197	201	195	193	201	221	234	74	107	▲ 45.7%
TOTAL	937	923	944	941	964	1,013	1,094	1,182	753	1,048	▲ 39.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	185	190	198	208	223	232	248	273	240	309	▲ 29.2%
Food Service	252	252	256	264	279	290	307	332	203	286	▲ 41.0%
Food Stores	60	58	61	62	62	63	64	68	48	69	▲ 44.1%
Local Tran. & Gas	193	176	179	161	146	161	186	198	83	131	▲ 58.4%
Arts, Ent. & Rec.	132	131	134	135	139	141	146	154	94	125	▲ 33.3%
Retail Sales	115	113	115	109	111	122	139	153	85	124	▲ 46.9%
Visitor Air Tran.	2	2	2	3	3	3	3	5	1	2	▲ 47.1%
TOTAL	937	923	944	941	964	1,013	1,094	1,182	753	1,048	▲ 39.1%

Details may not add to totals due to rounding.

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

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

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	181	190	199	215	234	248	249	279	245	296	▲ 21.0%
Arts, Ent. & Rec.	58	55	53	52	55	53	54	60	50	61	▲ 22.8%
Retail**	27	27	28	28	29	31	32	34	38	39	▲ 3.4%
Ground Tran.	11	11	12	12	14	16	23	25	10	9	▼ -5.0%
Visitor Air Tran.	1	1	1	1	2	3	3	3	3	3	▼ -9.5%
Other Travel*	4	4	4	5	6	7	7	7	7	7	▼ -4.9%
TOTAL	282	288	297	312	341	357	368	409	352	415	▲ 17.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	7,010	7,300	7,310	7,360	7,470	7,660	7,440	7,780	6,590	7,390	▲ 12.1%
Arts, Ent. & Rec.	3,030	2,850	2,630	2,530	2,570	2,490	2,560	2,820	2,250	2,700	▲ 20.1%
Retail**	990	960	980	950	960	980	990	1,020	1,070	1,080	▲ 1.5%
Ground Tran.	310	310	310	310	320	340	440	500	460	390	▼ -16.3%
Visitor Air Tran.	10	20	20	20	30	40	40	40	30	30	▼ -4.4%
Other Travel*	130	120	130	140	170	170	180	170	150	150	▼ -1.1%
TOTAL	11,480	11,560	11,380	11,310	11,530	11,680	11,660	12,330	10,550	11,740	▲ 11.3%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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

Shasta Cascade Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	25	25	26	27	29	30	33	37	32	41	▲ 26.9%
State Tax Receipts	49	49	50	49	48	49	55	60	39	54	▲ 37.4%
TOTAL	73	74	77	76	77	79	88	97	72	95	▲ 32.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	16	16	17	18	19	20	23	25	19	26	▲ 38.3%
Business or Employee	9	9	9	10	10	10	11	12	14	15	▲ 11.4%
TOTAL	25	25	26	27	29	30	33	37	32	41	▲ 26.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	39	38	39	37	36	38	44	48	26	39	▲ 48.1%
Business or Employee	10	11	11	11	12	11	11	12	13	15	▲ 16.0%
TOTAL	49	49	50	49	48	49	55	60	39	54	▲ 37.4%

Details may not add to totals due to rounding.

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

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

The Deserts Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	5,803	5,831	5,984	6,190	6,433	6,797	7,345	7,685	5,561	7,398	▲ 33.0%
Other Travel*	378	363	368	350	350	340	387	398	173	235	▲ 35.7%
TOTAL	6,181	6,194	6,352	6,540	6,783	7,137	7,732	8,083	5,735	7,633	▲ 33.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,187	2,301	2,415	2,580	2,783	2,916	3,176	3,343	2,322	3,541	▲ 52.5%
Private Home	496	476	483	472	465	514	573	615	321	539	▲ 67.9%
Campground	354	325	327	326	327	345	364	393	321	407	▲ 26.8%
2nd Home	976	964	983	1,010	1,025	1,097	1,197	1,225	1,768	1,894	▲ 7.1%
Day Travel	1,789	1,765	1,776	1,803	1,832	1,925	2,035	2,109	829	1,016	▲ 22.5%
TOTAL	5,803	5,831	5,984	6,190	6,433	6,797	7,345	7,685	5,561	7,398	▲ 33.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	986	1,034	1,110	1,198	1,308	1,363	1,458	1,518	1,295	1,863	▲ 43.9%
Food Service	1,646	1,685	1,709	1,816	1,933	2,038	2,173	2,293	1,786	2,273	▲ 27.3%
Food Stores	244	234	240	250	253	257	264	275	225	283	▲ 25.6%
Local Tran. & Gas	1,060	986	1,003	932	870	959	1,099	1,150	577	848	▲ 47.0%
Arts, Ent. & Rec.	878	895	909	944	985	1,015	1,058	1,087	807	1,007	▲ 24.8%
Retail Sales	903	910	917	953	982	1,055	1,174	1,224	817	1,047	▲ 28.2%
Visitor Air Tran.	85	86	97	98	102	109	120	139	55	77	▲ 39.7%
TOTAL	5,803	5,831	5,984	6,190	6,433	6,797	7,345	7,685	5,561	7,398	▲ 33.0%

Details may not add to totals due to rounding.

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

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

The Deserts Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	871	906	972	1,056	1,176	1,258	1,364	1,462	1,191	1,470	▲ 23.4%
Arts, Ent. & Rec.	365	390	422	434	471	493	524	556	407	520	▲ 27.5%
Retail**	151	151	155	166	174	180	194	198	206	215	▲ 4.3%
Ground Tran.	64	65	68	75	84	95	128	142	85	78	▼ -8.6%
Visitor Air Tran.	20	22	17	20	17	19	20	18	17	16	▼ -10.2%
Other Travel*	72	77	73	77	90	73	78	78	65	63	▼ -3.2%
TOTAL	1,542	1,610	1,707	1,828	2,011	2,117	2,307	2,454	1,972	2,360	▲ 19.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	35,110	37,090	38,640	40,090	41,930	43,330	44,860	46,170	38,010	42,790	▲ 12.6%
Arts, Ent. & Rec.	15,130	16,130	17,140	17,530	18,060	18,270	18,850	19,600	13,440	17,090	▲ 27.1%
Retail**	5,260	5,230	5,340	5,430	5,530	5,620	5,880	5,840	5,670	5,600	▼ -1.1%
Ground Tran.	1,650	1,700	1,730	1,800	1,890	1,960	2,470	2,750	3,150	2,500	▼ -20.7%
Visitor Air Tran.	320	340	280	310	260	270	270	260	220	210	▼ -5.1%
Other Travel*	1,480	1,490	1,510	1,530	1,900	1,790	1,900	1,850	1,420	1,320	▼ -6.7%
TOTAL	58,940	61,970	64,640	66,690	69,570	71,240	74,230	76,460	61,910	69,520	▲ 12.3%

Details may not add to totals due to rounding.

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

**Retail includes gasoline.

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

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



The Deserts Region / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	163	173	183	199	218	229	257	270	215	293	▲ 36.5%
State Tax Receipts	294	304	313	315	316	324	362	383	284	368	▲ 29.5%
TOTAL	457	477	496	514	535	553	618	653	499	661	▲ 32.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	104	113	121	133	148	158	179	187	126	191	▲ 51.8%
Business or Employee	59	60	62	66	70	71	78	83	89	102	▲ 14.7%
TOTAL	163	173	183	199	218	229	257	270	215	293	▲ 36.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	237	241	246	245	244	253	289	306	204	273	▲ 33.9%
Business or Employee	57	63	67	70	73	71	72	77	81	95	▲ 18.4%
TOTAL	294	304	313	315	316	324	362	383	284	368	▲ 29.5%

Details may not add to totals due to rounding.

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

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



County Impacts

2021p

County / Summary

Direct Travel Impacts 2021p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Alameda	\$2,889	\$2,413	\$1,349	23,450	\$143	\$150	\$293
Alpine	\$34	\$34	\$6	300	\$1	\$1	\$2
Amador	\$132	\$128	\$84	2,510	\$6	\$8	\$14
Butte	\$301	\$276	\$110	3,630	\$11	\$18	\$28
Calaveras	\$216	\$210	\$112	2,700	\$7	\$10	\$18
Colusa	\$46	\$44	\$15	760	\$2	\$2	\$4
Contra Costa	\$1,328	\$1,182	\$666	14,410	\$51	\$88	\$139
Del Norte	\$130	\$127	\$57	1,400	\$6	\$7	\$13
El Dorado	\$1,085	\$1,052	\$520	12,360	\$53	\$52	\$105
Fresno	\$1,432	\$1,250	\$469	13,850	\$51	\$81	\$132
Glenn	\$53	\$49	\$23	770	\$2	\$3	\$5
Humboldt	\$426	\$406	\$173	4,660	\$21	\$21	\$42
Imperial	\$430	\$409	\$112	3,650	\$14	\$23	\$37
Inyo	\$205	\$203	\$68	2,400	\$11	\$8	\$19
Kern	\$1,714	\$1,597	\$596	16,810	\$52	\$96	\$148
Kings	\$181	\$164	\$77	2,440	\$5	\$12	\$17
Lake	\$176	\$167	\$58	1,820	\$5	\$9	\$14
Lassen	\$64	\$61	\$24	970	\$2	\$4	\$6
Los Angeles	\$19,594	\$16,320	\$12,145	182,520	\$1,259	\$998	\$2,257
Madera	\$280	\$258	\$152	4,510	\$14	\$16	\$31

County / Summary

Direct Travel Impacts 2021p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Marin	\$469	\$361	\$272	4,780	\$24	\$24	\$48
Mariposa	\$362	\$360	\$118	4,230	\$22	\$12	\$33
Mendocino	\$433	\$423	\$208	5,020	\$26	\$20	\$46
Merced	\$278	\$247	\$91	2,830	\$10	\$18	\$27
Modoc	\$26	\$25	\$12	300	\$1	\$1	\$2
Mono	\$551	\$548	\$184	5,170	\$39	\$18	\$57
Monterey	\$2,541	\$2,477	\$1,169	21,550	\$146	\$118	\$264
Napa	\$1,502	\$1,467	\$646	13,840	\$98	\$62	\$160
Nevada	\$375	\$364	\$164	3,610	\$16	\$19	\$35
Orange	\$10,673	\$9,708	\$4,332	95,670	\$517	\$448	\$965
Placer	\$1,251	\$1,198	\$507	13,760	\$50	\$60	\$111
Plumas	\$145	\$143	\$51	1,320	\$5	\$7	\$12
Riverside	\$8,611	\$8,255	\$2,741	80,570	\$317	\$410	\$727
Sacramento	\$3,013	\$2,503	\$1,042	26,470	\$118	\$150	\$268
San Benito	\$111	\$104	\$45	1,020	\$5	\$6	\$11
San Bernardino	\$5,163	\$4,744	\$1,672	50,060	\$166	\$254	\$420
San Diego	\$9,374	\$8,349	\$3,531	78,140	\$489	\$390	\$879
San Francisco	\$6,104	\$4,814	\$2,793	37,740	\$295	\$244	\$539
San Joaquin	\$971	\$881	\$340	8,560	\$38	\$58	\$97
San Luis Obispo	\$1,783	\$1,738	\$760	19,760	\$104	\$82	\$186

County / Summary

Direct Travel Impacts 2021p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
San Mateo	\$2,436	\$2,288	\$2,023	32,890	\$181	\$147	\$328
Santa Barbara	\$1,616	\$1,521	\$689	16,820	\$99	\$75	\$174
Santa Clara	\$4,083	\$3,365	\$1,515	29,850	\$174	\$195	\$368
Santa Cruz	\$693	\$660	\$318	8,420	\$32	\$38	\$70
Shasta	\$441	\$418	\$178	4,980	\$19	\$23	\$42
Sierra	\$18	\$18	\$5	300	\$1	\$1	\$1
Siskiyou	\$195	\$190	\$76	1,750	\$8	\$9	\$17
Solano	\$703	\$651	\$248	7,140	\$26	\$39	\$65
Sonoma	\$1,969	\$1,864	\$739	17,640	\$112	\$86	\$198
Stanislaus	\$513	\$449	\$190	5,900	\$18	\$34	\$52
Sutter	\$87	\$76	\$39	1,330	\$3	\$6	\$9
Tehama	\$139	\$131	\$55	1,750	\$5	\$8	\$12
Trinity	\$61	\$60	\$19	660	\$1	\$3	\$4
Tulare	\$460	\$406	\$183	5,350	\$20	\$28	\$48
Tuolumne	\$242	\$235	\$89	2,260	\$10	\$11	\$21
Ventura	\$1,558	\$1,416	\$521	14,190	\$59	\$84	\$143
Yolo	\$396	\$371	\$129	4,370	\$16	\$22	\$38
Yuba	\$87	\$78	\$32	1,200	\$3	\$6	\$9
California	\$100,150	*	\$44,546	927,150	\$4,989	\$4,819	\$9,808

Details may not add to totals due to rounding.

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

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

County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Alameda												
Total (Current \$)	3,463	3,543	3,738	3,896	3,974	4,170	4,502	4,524	1,838	2,889	▲ 57.1%	▼ -36.1%
Other	788	771	815	838	837	913	967	996	371	475	▲ 28.3%	▼ -52.2%
Visitor	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,413	▲ 64.4%	▼ -31.6%
Non-transportation	2,007	2,113	2,235	2,375	2,462	2,565	2,792	2,799	1,239	2,017	▲ 62.8%	▼ -27.9%
Transportation	667	660	688	683	674	692	743	730	229	396	▲ 73.0%	▼ -45.8%
Alpine												
Total (Current \$)	27.5	27.8	26.6	28.8	33.7	34.6	35.9	38.1	28.4	34.4	▲ 21.0%	▼ -9.7%
Other	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	▲ 77.5%	▼ -38.3%
Visitor	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	34.3	▲ 20.9%	▼ -9.5%
Non-transportation	24.5	25.1	23.9	26.4	31.4	32.0	32.9	34.9	26.8	32.2	▲ 20.0%	▼ -7.9%
Transportation	2.8	2.5	2.5	2.3	2.2	2.4	2.8	3.0	1.6	2.1	▲ 36.7%	▼ -28.6%
Amador												
Total (Current \$)	128.9	121.4	130.5	133.5	140.3	143.7	155.6	165.5	91.0	131.9	▲ 45.0%	▼ -20.3%
Other	7.3	6.4	6.4	5.7	5.1	5.8	6.9	7.2	2.5	4.4	▲ 77.5%	▼ -39.2%
Visitor	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	127.5	▲ 44.0%	▼ -19.4%
Non-transportation	102.7	98.6	106.2	111.3	119.8	121.2	129.4	137.7	79.3	113.3	▲ 42.8%	▼ -17.7%
Transportation	18.9	16.3	17.8	16.5	15.5	16.7	19.3	20.5	9.2	14.2	▲ 54.5%	▼ -30.8%
Butte												
Total (Current \$)	309.3	304.1	308.3	301.1	302.4	331.7	354.2	382.5	194.6	301.3	▲ 54.8%	▼ -21.2%
Other	46.7	42.4	42.4	36.1	32.0	36.0	42.1	43.7	14.6	25.0	▲ 71.3%	▼ -42.9%
Visitor	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	180.0	276.4	▲ 53.5%	▼ -18.4%
Non-transportation	203.1	206.4	210.2	215.2	224.8	244.1	254.0	277.2	160.9	239.1	▲ 48.7%	▼ -13.7%
Transportation	59.5	55.3	55.8	49.8	45.7	51.6	58.2	61.5	19.2	37.3	▲ 94.3%	▼ -39.4%

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

County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Calaveras												
Total (Current \$)	175.5	172.2	179.3	180.8	188.1	195.9	209.7	222.7	171.2	216.0	▲ 26.2%	▼ -3.0%
Other	9.8	8.8	8.9	8.1	7.4	8.3	9.5	9.9	3.9	5.9	▲ 52.4%	▼ -40.0%
Visitor	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.1	▲ 25.5%	▼ -1.3%
Non-transportation	138.1	138.1	144.2	149.0	158.6	163.5	172.8	183.7	151.5	188.0	▲ 24.1%	▲ 2.3%
Transportation	27.6	25.3	26.2	23.8	22.1	24.1	27.4	29.1	15.8	22.1	▲ 39.5%	▼ -24.1%
Colusa												
Total (Current \$)	48.9	47.6	46.9	46.0	48.0	51.0	56.5	59.0	29.0	46.3	▲ 60.0%	▼ -21.4%
Other	4.2	3.7	3.7	3.3	2.9	3.3	3.8	4.0	1.3	2.4	▲ 77.5%	▼ -40.0%
Visitor	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	43.9	▲ 59.2%	▼ -20.1%
Non-transportation	37.8	37.6	37.0	37.1	39.9	42.0	46.0	48.1	25.4	40.0	▲ 57.3%	▼ -16.8%
Transportation	6.9	6.3	6.2	5.5	5.2	5.7	6.7	6.9	2.2	3.9	▲ 81.2%	▼ -43.2%
Contra Costa												
Total (Current \$)	1,569	1,572	1,641	1,608	1,714	1,809	1,930	2,004	680	1,328	▲ 95.3%	▼ -33.7%
Other	252	232	239	225	210	229	254	264	109	146	▲ 34.0%	▼ -44.6%
Visitor	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,182	▲ 107.0%	▼ -32.0%
Non-transportation	1,084	1,122	1,173	1,177	1,306	1,365	1,432	1,488	514	1,031	▲ 100.6%	▼ -30.7%
Transportation	233	219	230	206	198	215	244	251	57	151	▲ 164.2%	▼ -39.8%
Del Norte												
Total (Current \$)	113	115	121	123	130	132	142	151	89	130	▲ 46.9%	▼ -13.3%
Other	7	6	6	5	4	5	6	6	2	3	▲ 77.5%	▼ -47.2%
Visitor	107	110	115	118	125	127	136	145	87	127	▲ 46.2%	▼ -12.0%
Non-transportation	89	92	97	102	109	111	117	124	77	112	▲ 45.7%	▼ -9.9%
Transportation	18	17	18	16	16	17	19	21	10	15	▲ 50.1%	▼ -24.7%

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

County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
El Dorado												
Total (Current \$)	757	778	806	892	942	987	1,064	1,143	803	1,085	▲ 35.1%	▼ -5.1%
Other	67	52	47	45	43	48	54	56	27	33	▲ 25.7%	▼ -40.7%
Visitor	690	725	759	847	899	940	1,010	1,087	777	1,052	▲ 35.4%	▼ -3.3%
Non-transportation	604	642	673	763	819	853	909	978	718	964	▲ 34.2%	▼ -1.4%
Transportation	87	84	86	84	79	86	101	109	58	87	▲ 49.7%	▼ -19.9%
Fresno												
Total (Current \$)	1,326	1,310	1,348	1,345	1,364	1,426	1,587	1,661	935	1,432	▲ 53.1%	▼ -13.8%
Other	271	259	267	251	238	262	300	315	125	182	▲ 45.2%	▼ -42.3%
Visitor	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,250	▲ 54.3%	▼ -7.1%
Non-transportation	734	743	764	791	834	857	937	978	641	975	▲ 52.1%	▼ -0.3%
Transportation	321	308	318	304	293	307	349	368	169	275	▲ 62.9%	▼ -25.2%
Glenn												
Total (Current \$)	52.1	50.1	51.8	41.1	32.9	50.7	60.4	63.6	29.6	52.5	▲ 77.6%	▼ -17.4%
Other	5.5	4.9	4.9	4.3	3.8	4.2	4.9	5.1	1.8	3.1	▲ 77.5%	▼ -39.0%
Visitor	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.4	▲ 77.6%	▼ -15.5%
Non-transportation	39.3	38.6	40.0	31.6	25.0	40.9	48.2	50.9	25.5	44.8	▲ 75.5%	▼ -12.1%
Transportation	7.3	6.6	6.8	5.2	4.1	5.6	7.2	7.6	2.3	4.6	▲ 100.2%	▼ -38.8%
Humboldt												
Total (Current \$)	388.1	396.6	412.2	422.5	428.6	452.1	486.2	483.7	253.8	426.3	▲ 68.0%	▼ -11.9%
Other	34.1	31.7	31.1	29.6	28.7	30.8	33.3	37.3	12.9	20.7	▲ 60.5%	▼ -44.5%
Visitor	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	405.6	▲ 68.4%	▼ -9.2%
Non-transportation	287.3	299.4	313.6	328.4	338.1	354.7	378.0	370.5	208.5	352.3	▲ 69.0%	▼ -4.9%
Transportation	66.7	65.4	67.5	64.6	61.8	66.6	74.8	76.0	32.4	53.3	▲ 64.4%	▼ -29.8%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Imperial												
Total (Current \$)	357.1	348.3	362.3	354.6	353.3	379.6	411.6	435.9	292.7	429.8	▲ 46.8%	▼ -1.4%
Other	36.0	31.9	32.4	28.5	25.2	29.0	33.3	34.5	12.1	20.8	▲ 72.6%	▼ -39.7%
Visitor	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	409.0	▲ 45.7%	▲ 1.9%
Non-transportation	257.3	258.0	268.6	270.3	277.1	293.1	312.2	331.4	242.1	350.4	▲ 44.7%	▲ 5.7%
Transportation	63.9	58.4	61.3	55.8	51.0	57.6	66.0	70.0	38.5	58.6	▲ 52.0%	▼ -16.3%
Inyo												
Total (Current \$)	216.6	223.8	231.6	229.5	239.2	240.2	248.7	267.4	155.0	204.9	▲ 32.2%	▼ -23.4%
Other	4.0	3.6	3.7	3.3	3.0	3.3	3.8	3.9	1.5	2.3	▲ 51.6%	▼ -40.2%
Visitor	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	202.6	▲ 32.0%	▼ -23.1%
Non-transportation	183.5	192.3	199.3	200.5	212.3	211.2	216.2	232.5	138.9	181.8	▲ 30.9%	▼ -21.8%
Transportation	29.1	27.8	28.6	25.6	24.0	25.7	28.8	31.0	14.6	20.8	▲ 42.8%	▼ -32.8%
Kern												
Total (Current \$)	1,492	1,461	1,510	1,504	1,396	1,518	1,686	1,775	1,106	1,714	▲ 54.9%	▼ -3.4%
Other	197	180	180	162	144	160	185	195	72	117	▲ 61.6%	▼ -40.1%
Visitor	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,597	▲ 54.4%	▲ 1.1%
Non-transportation	963	972	1,011	1,047	998	1,074	1,172	1,237	898	1,342	▲ 49.4%	▲ 8.5%
Transportation	331	309	318	295	254	284	329	343	136	255	▲ 87.7%	▼ -25.7%
Kings												
Total (Current \$)	170.8	163.1	166.7	163.8	158.7	167.3	185.0	193.4	93.1	181.4	▲ 94.8%	▼ -6.2%
Other	30.1	26.7	26.5	23.5	20.5	23.0	27.0	28.1	9.7	17.1	▲ 75.2%	▼ -39.2%
Visitor	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	164.3	▲ 97.1%	▼ -0.6%
Non-transportation	115.2	113.5	116.8	118.8	119.2	123.5	134.1	140.8	75.7	147.4	▲ 94.7%	▲ 4.7%
Transportation	25.5	22.9	23.5	21.5	19.0	20.8	24.0	24.6	7.7	16.9	▲ 120.5%	▼ -31.2%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Lake												
Total (Current \$)	147.7	146.1	154.5	156.3	156.9	160.6	174.4	180.7	133.6	175.7	▲ 31.5%	▼ -2.8%
Other	14.5	13.4	13.5	12.5	11.5	12.7	14.5	15.1	6.3	9.0	▲ 43.2%	▼ -40.6%
Visitor	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	166.7	▲ 30.9%	▲ 0.7%
Non-transportation	111.8	113.0	119.9	124.5	128.1	129.1	138.4	143.4	116.4	150.5	▲ 29.3%	▲ 5.0%
Transportation	21.4	19.7	21.1	19.2	17.4	18.7	21.5	22.3	11.0	16.2	▲ 47.4%	▼ -27.4%
Lassen												
Total (Current \$)	59.9	58.7	60.4	58.5	59.1	63.5	65.0	70.5	39.7	64.5	▲ 62.4%	▼ -8.6%
Other	6.6	5.6	5.6	4.8	4.2	4.7	5.4	5.6	1.9	3.4	▲ 77.5%	▼ -40.2%
Visitor	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	61.1	▲ 61.6%	▼ -5.8%
Non-transportation	44.4	44.7	46.2	46.0	48.0	51.0	51.1	55.7	34.2	54.9	▲ 60.4%	▼ -1.5%
Transportation	8.9	8.4	8.6	7.7	7.0	7.8	8.5	9.1	3.6	6.2	▲ 73.2%	▼ -31.9%
Los Angeles												
Total (Current \$)	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	19,594	▲ 47.8%	▼ -40.0%
Other	5,063	5,065	5,257	5,246	5,179	5,622	6,179	6,418	2,889	3,274	▲ 13.3%	▼ -49.0%
Visitor	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%	▼ -37.8%
Non-transportation	14,761	15,177	15,481	16,566	17,819	18,879	19,930	20,316	8,464	13,461	▲ 59.0%	▼ -33.7%
Transportation	4,829	4,822	5,031	5,016	5,041	5,353	5,843	5,941	1,901	2,859	▲ 50.4%	▼ -51.9%
Madera												
Total (Current \$)	262.0	264.2	275.1	268.8	291.0	316.2	339.3	355.0	206.1	279.8	▲ 35.7%	▼ -21.2%
Other	29.9	26.7	27.0	24.3	26.6	30.3	34.7	36.1	14.7	21.4	▲ 45.8%	▼ -40.6%
Visitor	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	258.3	▲ 35.0%	▼ -19.0%
Non-transportation	185.1	193.3	202.3	203.7	225.3	242.4	254.8	266.8	171.3	225.2	▲ 31.5%	▼ -15.6%
Transportation	47.0	44.2	45.8	40.8	39.1	43.6	49.9	52.1	20.1	33.1	▲ 64.9%	▼ -36.5%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Marin												
Total (Current \$)	654.8	673.4	690.2	715.2	731.1	730.9	796.4	838.3	365.6	469.0	▲ 28.3%	▼ -44.1%
Other	173.2	184.4	169.6	171.5	170.0	164.9	174.4	195.2	113.0	108.1	▼ -4.3%	▼ -44.6%
Visitor	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	360.9	▲ 42.9%	▼ -43.9%
Non-transportation	426.6	438.8	467.3	494.6	515.7	516.8	565.2	584.6	233.4	329.3	▲ 41.1%	▼ -43.7%
Transportation	54.9	50.2	53.3	49.1	45.5	49.2	56.7	58.5	19.2	31.6	▲ 64.4%	▼ -46.0%
Mariposa												
Total (Current \$)	403.6	394.4	420.8	453.5	457.9	470.7	436.8	467.2	255.3	361.6	▲ 41.6%	▼ -22.6%
Other	3.5	3.1	3.1	2.7	2.4	2.7	3.1	3.2	1.1	1.9	▲ 77.5%	▼ -40.7%
Visitor	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	359.7	▲ 41.5%	▼ -22.5%
Non-transportation	361.1	356.0	380.3	414.4	422.2	432.2	397.4	425.4	237.9	335.7	▲ 41.1%	▼ -21.1%
Transportation	39.0	35.2	37.4	36.4	33.3	35.8	36.2	38.6	16.3	24.0	▲ 47.3%	▼ -37.7%
Mendocino												
Total (Current \$)	363.0	365.1	382.1	398.7	434.6	465.9	451.7	484.0	300.2	433.1	▲ 44.2%	▼ -10.5%
Other	17.9	16.1	16.2	14.4	12.8	14.4	16.5	17.2	6.2	10.2	▲ 65.2%	▼ -40.6%
Visitor	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	422.8	▲ 43.8%	▼ -9.4%
Non-transportation	296.4	303.5	319.1	340.5	379.5	404.4	385.1	413.4	269.0	384.3	▲ 42.8%	▼ -7.1%
Transportation	48.8	45.4	46.8	43.8	42.2	47.1	50.0	53.4	25.0	38.5	▲ 54.1%	▼ -27.8%
Merced												
Total (Current \$)	249.4	244.2	264.3	260.7	245.8	270.2	296.2	311.3	152.3	278.0	▲ 82.6%	▼ -10.7%
Other	51.6	46.2	46.5	41.3	36.3	41.5	50.1	51.4	17.4	30.8	▲ 77.0%	▼ -40.0%
Visitor	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	247.2	▲ 83.3%	▼ -4.9%
Non-transportation	140.3	144.9	162.1	168.9	165.7	178.3	188.9	200.7	118.3	206.6	▲ 74.7%	▲ 2.9%
Transportation	57.5	53.2	55.6	50.4	43.9	50.4	57.3	59.2	16.6	40.6	▲ 144.8%	▼ -31.4%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Modoc												
Total (Current \$)	23.8	23.2	24.2	24.0	24.3	25.9	27.3	29.5	21.0	25.9	▲ 23.5%	▼ -12.3%
Other	1.8	1.6	1.6	1.4	1.2	1.3	1.5	1.6	0.5	1.0	▲ 77.5%	▼ -39.3%
Visitor	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.9	▲ 22.1%	▼ -10.8%
Non-transportation	18.1	18.0	18.9	19.3	20.0	21.2	21.9	23.8	18.3	22.0	▲ 20.0%	▼ -7.6%
Transportation	3.9	3.6	3.7	3.4	3.1	3.4	3.9	4.1	2.1	3.0	▲ 40.3%	▼ -28.8%
Mono												
Total (Current \$)	433.8	473.6	474.4	495.0	548.3	615.8	625.7	671.0	436.9	550.7	▲ 26.1%	▼ -17.9%
Other	3.2	2.9	2.9	2.6	2.4	2.9	3.4	3.6	1.5	2.2	▲ 51.5%	▼ -37.5%
Visitor	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	435.4	548.5	▲ 26.0%	▼ -17.8%
Non-transportation	381.1	421.3	421.8	446.0	499.9	557.0	560.8	603.1	402.4	505.5	▲ 25.6%	▼ -16.2%
Transportation	49.5	49.5	49.7	46.4	46.0	55.9	61.5	64.2	33.0	43.0	▲ 30.4%	▼ -33.0%
Monterey												
Total (Current \$)	2,427	2,495	2,602	2,702	2,759	2,820	3,136	3,241	1,555	2,541	▲ 63.5%	▼ -21.6%
Other	109	100	101	92	85	95	105	113	43	64	▲ 49.6%	▼ -43.3%
Visitor	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,477	▲ 63.8%	▼ -20.8%
Non-transportation	2,057	2,145	2,244	2,368	2,448	2,484	2,752	2,837	1,402	2,296	▲ 63.8%	▼ -19.1%
Transportation	261	250	257	241	226	242	278	291	110	181	▲ 65.0%	▼ -37.8%
Napa												
Total (Current \$)	1,281	1,334	1,412	1,475	1,629	1,659	1,793	1,855	989	1,502	▲ 51.9%	▼ -19.1%
Other	45	43	45	43	62	62	71	71	30	35	▲ 16.4%	▼ -51.4%
Visitor	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,467	▲ 53.0%	▼ -17.8%
Non-transportation	1,155	1,214	1,287	1,356	1,494	1,517	1,631	1,690	914	1,399	▲ 53.1%	▼ -17.2%
Transportation	81	76	80	75	74	80	91	95	45	68	▲ 51.5%	▼ -28.0%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Nevada												
Total (Current \$)	293.5	295.9	305.7	318.4	338.6	362.6	387.6	414.1	265.2	375.1	▲ 41.4%	▼ -9.4%
Other	21.2	19.7	17.3	15.3	13.4	15.1	17.5	18.3	6.2	11.0	▲ 77.5%	▼ -39.8%
Visitor	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	364.1	▲ 40.6%	▼ -8.0%
Non-transportation	230.5	237.3	248.5	265.9	290.1	308.7	325.7	348.7	237.0	330.3	▲ 39.4%	▼ -5.3%
Transportation	41.7	38.9	39.9	37.1	35.1	38.9	44.4	47.1	22.0	33.7	▲ 53.4%	▼ -28.3%
Orange												
Total (Current \$)	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,673	▲ 56.9%	▼ -26.2%
Other	1,367	1,371	1,485	1,467	1,512	1,564	1,736	1,789	883	965	▲ 9.2%	▼ -46.1%
Visitor	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%	▼ -23.4%
Non-transportation	8,242	8,954	9,732	10,533	11,268	11,544	11,443	11,926	5,679	9,339	▲ 64.4%	▼ -21.7%
Transportation	762	701	666	696	697	708	743	747	240	370	▲ 53.8%	▼ -50.5%
Placer												
Total (Current \$)	1,023	1,036	1,034	1,099	1,224	1,349	1,403	1,490	1,093	1,251	▲ 14.5%	▼ -16.0%
Other	75	69	70	64	62	75	87	93	36	54	▲ 48.2%	▼ -42.5%
Visitor	948	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,198	▲ 13.3%	▼ -14.3%
Non-transportation	822	849	847	922	1,052	1,150	1,176	1,251	987	1,102	▲ 11.6%	▼ -11.9%
Transportation	126	119	118	112	110	124	139	146	70	96	▲ 36.6%	▼ -34.5%
Plumas												
Total (Current \$)	117.7	114.1	115.3	112.5	114.4	118.8	131.2	149.7	111.3	144.8	▲ 30.0%	▼ -3.3%
Other	3.8	3.3	3.3	2.8	2.5	2.8	3.3	3.4	1.2	2.1	▲ 77.5%	▼ -39.8%
Visitor	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	142.7	▲ 29.5%	▼ -2.4%
Non-transportation	96.2	94.8	95.8	95.6	99.2	102.1	111.1	127.5	99.8	128.3	▲ 28.5%	▲ 0.6%
Transportation	17.7	15.9	16.2	14.1	12.7	13.9	16.8	18.7	10.4	14.4	▲ 39.2%	▼ -23.0%

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

County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Riverside												
Total (Current \$)	6,765	6,797	6,952	7,209	7,533	7,929	8,604	8,991	6,459	8,611	▲ 33.3%	▼ -4.2%
Other	584	553	560	520	505	505	584	599	243	356	▲ 46.9%	▼ -40.6%
Visitor	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	8,255	▲ 32.8%	▼ -1.6%
Non-transportation	5,295	5,404	5,528	5,865	6,231	6,555	7,037	7,348	5,660	7,474	▲ 32.0%	▲ 1.7%
Transportation	887	841	864	824	798	869	983	1,043	556	781	▲ 40.5%	▼ -25.1%
Sacramento												
Total (Current \$)	3,319	3,350	3,495	3,592	3,638	3,836	4,162	4,413	1,837	3,013	▲ 64.0%	▼ -31.7%
Other	754	733	767	778	769	791	865	932	365	510	▲ 39.8%	▼ -45.3%
Visitor	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,503	▲ 70.0%	▼ -28.1%
Non-transportation	1,796	1,857	1,934	2,032	2,104	2,235	2,412	2,542	1,146	1,981	▲ 72.9%	▼ -22.1%
Transportation	769	760	794	782	765	809	884	939	326	522	▲ 59.9%	▼ -44.4%
San Benito												
Total (Current \$)	90.8	89.5	93.6	92.7	95.2	107.4	119.5	125.4	64.5	110.8	▲ 71.9%	▼ -11.6%
Other	11.2	10.1	10.2	9.0	8.0	9.1	10.8	11.3	3.9	6.9	▲ 77.5%	▼ -38.5%
Visitor	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	103.9	▲ 71.5%	▼ -9.0%
Non-transportation	64.4	65.3	68.5	70.0	74.5	83.9	91.8	96.5	52.9	90.8	▲ 71.5%	▼ -6.0%
Transportation	15.2	14.1	14.9	13.7	12.7	14.3	16.8	17.6	7.7	13.1	▲ 71.7%	▼ -25.2%
San Bernardino												
Total (Current \$)	4,373	4,351	4,466	4,558	4,643	4,975	5,343	5,717	4,087	5,163	▲ 26.3%	▼ -9.7%
Other	621	571	585	552	524	578	650	688	283	419	▲ 48.3%	▼ -39.1%
Visitor	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,744	▲ 24.7%	▼ -5.7%
Non-transportation	2,993	3,057	3,137	3,299	3,448	3,669	3,885	4,170	3,366	4,161	▲ 23.6%	▼ -0.2%
Transportation	759	723	744	707	671	728	808	859	439	583	▲ 32.9%	▼ -32.2%

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

County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
San Diego												
Total (Current \$)	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	9,374	▲ 60.8%	▼ -32.0%
Other	1,474	1,435	1,478	1,482	1,530	1,632	1,798	1,933	840	1,025	▲ 22.0%	▼ -47.0%
Visitor	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%	▼ -29.6%
Non-transportation	8,650	8,911	9,285	9,591	10,229	10,747	10,504	10,449	4,544	7,686	▲ 69.1%	▼ -26.4%
Transportation	1,316	1,255	1,257	1,247	1,237	1,315	1,350	1,410	445	663	▲ 49.2%	▼ -53.0%
San Francisco												
Total (Current \$)	9,792	10,672	12,269	12,992	13,192	13,404	13,906	14,156	5,044	6,104	▲ 21.0%	▼ -56.9%
Other	1,473	1,812	2,001	2,098	2,318	2,645	2,792	2,863	1,595	1,289	▼ -19.1%	▼ -55.0%
Visitor	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	4,814	▲ 39.6%	▼ -57.4%
Non-transportation	6,734	7,196	8,451	9,066	9,101	8,973	9,263	9,442	2,989	4,144	▲ 38.7%	▼ -56.1%
Transportation	1,584	1,664	1,816	1,829	1,774	1,785	1,851	1,851	460	670	▲ 45.6%	▼ -63.8%
San Joaquin												
Total (Current \$)	803.4	789.5	809.4	809.8	827.7	878.3	940.8	993.4	541.6	971.5	▲ 79.4%	▼ -2.2%
Other	144.7	130.7	133.0	119.4	106.6	120.0	140.4	145.9	53.3	90.2	▲ 69.4%	▼ -38.2%
Visitor	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	881.3	▲ 80.5%	▲ 4.0%
Non-transportation	475.3	487.5	501.4	527.6	567.0	591.9	615.2	653.8	418.4	732.5	▲ 75.1%	▲ 12.0%
Transportation	183.4	171.3	175.0	162.8	154.1	166.3	185.2	193.7	69.9	148.7	▲ 112.6%	▼ -23.2%
San Luis Obispo												
Total (Current \$)	1,540	1,586	1,629	1,669	1,680	1,782	1,915	2,019	1,349	1,783	▲ 32.2%	▼ -11.7%
Other	80	77	67	62	57	66	78	83	28	45	▲ 61.9%	▼ -45.6%
Visitor	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,738	▲ 31.6%	▼ -10.2%
Non-transportation	1,250	1,307	1,354	1,413	1,444	1,517	1,608	1,691	1,199	1,570	▲ 30.9%	▼ -7.2%
Transportation	210	203	208	194	179	199	229	244	122	168	▲ 38.0%	▼ -31.1%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
San Mateo												
Total (Current \$)	3,232	3,340	3,519	3,730	3,813	3,997	4,357	4,492	1,681	2,436	▲ 44.9%	▼ -45.8%
Other	246	244	261	303	294	336	374	433	198	149	▼ -24.9%	▼ -65.6%
Visitor	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,288	▲ 54.2%	▼ -43.6%
Non-transportation	2,370	2,477	2,613	2,785	2,879	2,999	3,265	3,338	1,219	1,889	▲ 55.0%	▼ -43.4%
Transportation	616	620	645	642	639	663	718	721	265	399	▲ 50.7%	▼ -44.7%
Santa Barbara												
Total (Current \$)	1,722	1,745	1,853	1,906	1,904	1,953	1,983	2,141	1,021	1,616	▲ 58.3%	▼ -24.5%
Other	144	137	139	131	129	135	151	164	65	95	▲ 46.1%	▼ -42.0%
Visitor	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,521	▲ 59.1%	▼ -23.1%
Non-transportation	1,327	1,366	1,460	1,536	1,555	1,583	1,576	1,696	856	1,365	▲ 59.5%	▼ -19.5%
Transportation	251	242	254	238	219	235	256	280	99	156	▲ 56.5%	▼ -44.5%
Santa Clara												
Total (Current \$)	5,184	5,391	5,769	6,090	6,304	7,221	7,446	7,629	2,989	4,083	▲ 36.6%	▼ -46.5%
Other	894	925	975	1,049	1,084	1,203	1,272	1,414	734	718	▼ -2.1%	▼ -49.2%
Visitor	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,365	▲ 49.2%	▼ -45.9%
Non-transportation	3,459	3,638	3,915	4,178	4,375	5,074	5,150	5,157	1,948	2,878	▲ 47.7%	▼ -44.2%
Transportation	832	828	879	862	845	944	1,024	1,057	308	487	▲ 58.3%	▼ -53.9%
Santa Cruz												
Total (Current \$)	868	870	904	928	946	1,023	1,078	1,075	503	693	▲ 37.7%	▼ -35.6%
Other	58	53	55	48	42	47	53	55	21	33	▲ 61.2%	▼ -40.3%
Visitor	810	816	849	880	903	976	1,025	1,020	483	660	▲ 36.7%	▼ -35.3%
Non-transportation	687	702	733	773	806	868	902	895	434	584	▲ 34.7%	▼ -34.7%
Transportation	123	114	116	106	97	108	123	125	49	75	▲ 53.6%	▼ -39.9%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Shasta												
Total (Current \$)	426.7	418.9	430.1	428.0	439.4	460.9	509.7	544.7	308.9	440.9	▲ 42.7%	▼ -19.1%
Other	38.9	35.1	34.7	32.1	29.7	32.4	36.9	39.7	13.7	22.9	▲ 67.9%	▼ -42.2%
Visitor	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	417.9	▲ 41.5%	▼ -17.2%
Non-transportation	312.5	313.9	323.8	330.4	348.1	361.4	395.0	421.5	263.8	366.2	▲ 38.8%	▼ -13.1%
Transportation	75.3	70.0	71.6	65.5	61.5	67.0	77.7	83.5	31.5	51.7	▲ 64.0%	▼ -38.1%
Sierra												
Total (Current \$)	19.0	18.8	18.4	17.7	16.8	18.2	18.3	19.4	13.5	18.1	▲ 33.9%	▼ -6.7%
Other	0.6	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.2	0.3	▲ 77.5%	▼ -39.4%
Visitor	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	17.8	▲ 33.3%	▼ -5.8%
Non-transportation	16.1	16.1	15.8	15.5	14.9	16.0	15.9	16.9	12.4	16.4	▲ 32.4%	▼ -2.9%
Transportation	2.3	2.1	2.0	1.8	1.6	1.8	1.9	2.0	1.0	1.4	▲ 44.6%	▼ -29.1%
Siskiyou												
Total (Current \$)	170.6	167.2	170.4	171.9	174.6	186.5	192.6	206.0	142.1	195.2	▲ 37.4%	▼ -5.3%
Other	8.9	7.9	7.9	7.0	6.3	7.0	8.1	8.4	3.0	5.0	▲ 68.8%	▼ -40.2%
Visitor	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	190.2	▲ 36.7%	▼ -3.8%
Non-transportation	137.6	137.3	140.3	144.7	149.9	158.9	161.8	173.5	127.3	172.7	▲ 35.7%	▼ -0.4%
Transportation	24.2	21.9	22.2	20.2	18.5	20.5	22.7	24.1	11.8	17.4	▲ 47.4%	▼ -27.9%
Solano												
Total (Current \$)	669.3	695.6	711.2	704.4	730.8	766.4	799.7	823.5	317.1	703.5	▲ 121.9%	▼ -14.6%
Other	84.7	76.6	78.0	72.3	65.1	73.4	85.1	88.5	32.4	52.4	▲ 61.7%	▼ -40.8%
Visitor	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	651.1	▲ 128.7%	▼ -11.4%
Non-transportation	503.5	541.1	554.5	561.1	599.0	620.2	633.7	652.2	266.0	596.0	▲ 124.0%	▼ -8.6%
Transportation	81.0	77.8	78.7	71.0	66.7	72.8	80.9	82.8	18.6	55.1	▲ 195.6%	▼ -33.4%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Sonoma												
Total (Current \$)	1,699	1,756	1,828	1,876	1,975	2,084	2,200	2,237	1,250	1,969	▲ 57.5%	▼ -12.0%
Other	133	126	130	124	143	158	176	183	89	105	▲ 18.2%	▼ -42.6%
Visitor	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,864	▲ 60.5%	▼ -9.3%
Non-transportation	1,389	1,459	1,522	1,587	1,674	1,754	1,833	1,857	1,075	1,722	▲ 60.2%	▼ -7.3%
Transportation	177	171	176	165	158	172	191	198	87	142	▲ 64.0%	▼ -28.1%
Stanislaus												
Total (Current \$)	555.5	538.2	547.0	557.4	564.0	587.2	633.0	670.8	307.1	512.5	▲ 66.9%	▼ -23.6%
Other	106.8	96.6	96.7	86.3	77.1	87.1	101.2	105.3	37.3	63.3	▲ 69.6%	▼ -39.9%
Visitor	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	269.8	449.2	▲ 66.5%	▼ -20.6%
Non-transportation	327.5	329.5	337.0	363.8	386.7	393.3	412.4	440.6	233.3	373.5	▲ 60.1%	▼ -15.2%
Transportation	121.2	112.1	113.3	107.3	100.3	106.8	119.5	124.9	36.5	75.7	▲ 107.3%	▼ -39.4%
Sutter												
Total (Current \$)	90.9	88.1	91.5	89.4	88.4	97.1	109.4	114.2	45.4	87.4	▲ 92.7%	▼ -23.5%
Other	18.8	17.0	17.1	15.2	13.5	15.1	17.5	18.3	6.4	11.0	▲ 72.1%	▼ -39.8%
Visitor	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	76.4	▲ 96.1%	▼ -20.4%
Non-transportation	53.3	53.7	56.5	58.1	60.3	65.8	72.8	76.4	34.5	64.8	▲ 87.9%	▼ -15.1%
Transportation	18.8	17.4	17.9	16.1	14.6	16.2	19.1	19.6	4.5	11.6	▲ 159.0%	▼ -40.8%
Tehama												
Total (Current \$)	126.0	124.8	127.1	128.5	129.0	134.2	148.7	160.7	92.6	138.6	▲ 49.7%	▼ -13.8%
Other	12.4	11.0	11.0	9.8	8.5	9.7	11.2	11.7	4.0	7.2	▲ 77.5%	▼ -38.7%
Visitor	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	131.4	▲ 48.4%	▼ -11.8%
Non-transportation	93.1	94.8	96.9	101.1	104.4	107.1	117.2	127.4	80.0	117.5	▲ 46.9%	▼ -7.8%
Transportation	20.5	19.0	19.1	17.6	16.0	17.5	20.3	21.6	8.5	13.9	▲ 63.1%	▼ -35.5%

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County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Trinity												
Total (Current \$)	52.2	51.6	51.9	50.0	52.8	55.9	56.4	60.7	51.5	60.9	▲ 18.3%	▲ 0.4%
Other	2.7	2.4	2.3	2.0	1.7	1.9	2.2	2.3	0.8	1.4	▲ 77.5%	▼ -41.0%
Visitor	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	59.6	▲ 17.4%	▲ 2.1%
Non-transportation	41.1	41.3	41.5	40.9	44.3	46.6	46.1	49.7	45.5	52.5	▲ 15.5%	▲ 5.8%
Transportation	8.5	7.9	8.1	7.1	6.7	7.4	8.1	8.7	5.3	7.1	▲ 33.7%	▼ -19.2%
Tulare												
Total (Current \$)	445.9	431.9	453.2	419.3	383.9	478.9	512.1	540.5	286.6	460.1	▲ 60.5%	▼ -14.9%
Other	91.6	83.6	84.3	74.4	66.0	74.4	85.7	89.2	31.6	53.6	▲ 69.5%	▼ -39.9%
Visitor	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	406.5	▲ 59.4%	▼ -9.9%
Non-transportation	272.8	274.2	291.9	278.7	260.1	334.9	347.8	368.8	228.8	353.0	▲ 54.3%	▼ -4.3%
Transportation	81.5	74.1	77.0	66.3	57.8	69.7	78.6	82.4	26.2	53.4	▲ 103.8%	▼ -35.2%
Tuolumne												
Total (Current \$)	198.1	189.3	192.0	205.6	223.6	250.3	255.1	273.1	176.5	241.8	▲ 37.0%	▼ -11.4%
Other	11.8	10.5	10.4	9.1	8.1	9.1	10.6	11.1	4.1	6.6	▲ 60.7%	▼ -40.2%
Visitor	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	235.2	▲ 36.4%	▼ -10.2%
Non-transportation	159.2	154.8	157.1	173.1	193.1	215.7	216.6	232.3	158.7	214.7	▲ 35.3%	▼ -7.6%
Transportation	27.1	24.0	24.5	23.4	22.4	25.4	27.9	29.7	13.8	20.5	▲ 48.8%	▼ -31.1%
Ventura												
Total (Current \$)	1,534	1,550	1,593	1,634	1,645	1,707	1,793	1,827	997	1,558	▲ 56.3%	▼ -14.7%
Other	222	207	212	197	183	199	224	229	111	143	▲ 28.4%	▼ -37.7%
Visitor	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,416	▲ 59.8%	▼ -11.4%
Non-transportation	1,072	1,113	1,146	1,217	1,258	1,291	1,333	1,359	784	1,250	▲ 59.4%	▼ -8.0%
Transportation	240	230	235	220	204	217	236	238	102	166	▲ 62.9%	▼ -30.4%

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

County / Summary Trend

Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Yolo												
Total (Current \$)	349.4	349.6	359.1	356.3	355.3	412.8	458.8	454.3	251.7	396.4	▲ 57.5%	▼ -12.8%
Other	42.9	39.7	39.1	34.7	30.5	34.7	40.6	42.7	15.0	25.4	▲ 69.2%	▼ -40.5%
Visitor	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	371.0	▲ 56.7%	▼ -9.9%
Non-transportation	250.7	257.9	266.6	273.5	280.9	327.2	357.7	351.7	215.4	330.3	▲ 53.4%	▼ -6.1%
Transportation	55.8	52.0	53.4	48.2	43.9	50.9	60.5	59.9	21.3	40.7	▲ 90.5%	▼ -32.1%
Yuba												
Total (Current \$)	91.0	86.4	86.1	78.2	77.0	93.4	105.0	113.0	52.0	87.0	▲ 67.4%	▼ -23.0%
Other	14.3	12.9	12.9	11.5	10.2	11.7	13.7	14.3	4.9	8.7	▲ 77.5%	▼ -39.3%
Visitor	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	78.3	▲ 66.4%	▼ -20.7%
Non-transportation	57.2	56.0	55.1	51.0	52.5	64.8	71.1	77.3	39.8	64.3	▲ 61.6%	▼ -16.8%
Transportation	19.5	17.5	18.0	15.7	14.3	16.9	20.2	21.5	7.3	14.0	▲ 92.6%	▼ -34.6%

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County / Summary Trend

Travel Industry Employment 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Employment (Jobs)												
Alameda	25,280	27,280	28,180	28,830	29,050	30,170	32,310	31,830	22,820	23,450	▲ 2.8%	▼-26.3%
Alpine	300	300	250	240	280	280	300	310	310	300	▼ -4.1%	▼ -4.8%
Amador	1,880	1,870	1,920	1,970	2,050	2,140	2,210	2,300	2,040	2,510	▲ 23.1%	▲ 8.9%
Butte	3,450	3,550	3,560	3,500	3,580	3,810	3,980	4,020	3,150	3,630	▲ 15.4%	▼ -9.6%
Calaveras	2,100	2,170	2,210	2,400	2,490	2,670	2,760	2,770	2,370	2,700	▲ 14.0%	▼ -2.4%
Colusa	590	640	650	610	630	640	680	710	620	760	▲ 22.8%	▲ 7.9%
Contra Costa	15,790	16,410	16,310	16,250	17,870	17,930	17,980	18,230	13,170	14,410	▲ 9.4%	▼-21.0%
Del Norte	1,330	1,400	1,400	1,400	1,400	1,430	1,560	1,600	1,270	1,400	▲ 10.1%	▼-12.7%
El Dorado	9,350	10,310	10,690	11,470	11,630	12,750	12,820	13,470	10,750	12,360	▲ 15.0%	▼ -8.2%
Fresno	12,600	12,580	13,060	13,280	13,390	13,910	14,860	15,240	12,110	13,850	▲ 14.5%	▼ -9.1%
Glenn	810	790	830	710	580	720	760	770	630	770	▲ 23.5%	▲ 0.5%
Humboldt	5,120	5,350	5,310	5,540	5,500	5,680	6,070	5,970	4,560	4,660	▲ 2.3%	▼-21.9%
Imperial	3,990	4,340	4,650	4,520	4,520	4,450	4,120	4,250	3,300	3,650	▲ 10.5%	▼-14.1%
Inyo	2,330	2,390	2,260	2,260	2,290	2,390	2,510	2,790	2,210	2,400	▲ 8.9%	▼-14.0%
Kern	14,820	15,680	15,790	16,520	15,560	17,300	18,170	18,500	15,290	16,810	▲ 9.9%	▼ -9.1%
Kings	1,880	1,890	1,930	2,050	2,020	1,990	2,300	2,300	2,150	2,440	▲ 13.3%	▲ 6.0%
Lake	1,780	1,700	1,630	1,590	1,630	1,620	1,750	1,760	1,640	1,820	▲ 11.1%	▲ 3.3%
Lassen	1,040	950	940	940	900	880	970	1,120	870	970	▲ 11.7%	▼-12.8%
Los Angeles	178,120	188,060	192,230	203,160	216,460	223,160	232,230	240,020	180,190	182,520	▲ 1.3%	▼-24.0%
Madera	2,820	3,170	3,520	3,210	3,540	4,050	4,320	4,350	3,820	4,510	▲ 17.8%	▲ 3.6%

County / Summary Trend

Travel Industry Employment 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Employment (Jobs)												
Marin	5,600	5,810	5,980	5,990	6,220	6,250	6,460	6,640	4,550	4,780	▲ 4.9%	▼-28.1%
Mariposa	4,290	4,180	4,370	4,570	4,270	4,390	3,810	4,100	3,680	4,230	▲ 14.8%	▲ 3.0%
Mendocino	5,240	6,360	6,690	6,490	7,040	7,200	6,170	6,400	4,570	5,020	▲ 9.9%	▼-21.5%
Merced	2,400	2,790	3,190	3,150	3,030	3,150	3,150	3,190	2,500	2,830	▲ 13.4%	▼-11.3%
Modoc	370	350	320	290	290	300	290	310	300	300	▲ 1.0%	▼-3.4%
Mono	3,720	4,180	4,450	4,930	5,200	5,580	5,840	6,080	4,380	5,170	▲ 18.1%	▼-14.9%
Monterey	22,750	23,310	23,970	24,210	24,860	24,500	26,630	27,160	20,340	21,550	▲ 6.0%	▼-20.6%
Napa	14,010	14,990	16,100	15,860	16,760	17,510	18,610	18,850	12,730	13,840	▲ 8.7%	▼-26.5%
Nevada	3,080	3,410	3,390	3,290	3,450	3,680	3,860	4,020	3,370	3,610	▲ 6.9%	▼-10.3%
Orange	98,350	107,800	115,100	121,960	129,520	131,090	130,420	132,370	90,660	95,670	▲ 5.5%	▼-27.7%
Placer	11,210	11,900	11,210	11,380	12,950	14,190	14,440	14,610	11,900	13,760	▲ 15.6%	▼-5.9%
Plumas	1,260	1,280	1,250	1,250	1,260	1,280	1,400	1,560	1,200	1,320	▲ 9.8%	▼-15.0%
Riverside	65,640	68,540	71,850	74,260	77,900	79,740	84,190	86,600	70,240	80,570	▲ 14.7%	▼-7.0%
Sacramento	27,300	28,180	28,610	28,970	29,520	30,340	32,270	33,430	24,800	26,470	▲ 6.7%	▼-20.8%
San Benito	820	830	830	850	910	940	940	1,020	890	1,020	▲ 14.7%	▲ 0.2%
San Bernardino	45,860	49,490	49,100	51,430	53,180	55,430	55,230	57,490	45,440	50,060	▲ 10.2%	▼-12.9%
San Diego	98,080	101,360	101,670	101,510	109,110	111,240	102,890	101,500	73,360	78,140	▲ 6.5%	▼-23.0%
San Francisco	52,540	54,540	61,750	66,200	66,600	66,970	67,420	66,580	40,990	37,740	▼-7.9%	▼-43.3%
San Joaquin	7,220	7,800	8,110	8,100	8,500	8,940	9,190	9,540	7,540	8,560	▲ 13.6%	▼-10.2%
San Luis Obispo	17,890	18,520	18,580	18,530	18,930	20,550	21,340	22,860	17,710	19,760	▲ 11.6%	▼-13.6%

County / Summary Trend

Travel Industry Employment 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Employment (Jobs)												
San Mateo	40,460	43,130	44,160	46,560	48,790	50,680	52,940	45,350	33,060	32,890	▼ -0.5%	▼ -27.5%
Santa Barbara	15,990	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,290	16,820	▲ 10.0%	▼ -15.5%
Santa Clara	36,000	38,440	39,610	40,630	42,450	43,090	42,380	42,880	28,650	29,850	▲ 4.2%	▼ -30.4%
Santa Cruz	9,450	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,460	8,420	▲ 12.8%	▼ -23.2%
Shasta	4,420	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,350	4,980	▲ 14.5%	▼ -1.4%
Sierra	230	210	200	240	210	220	240	270	270	300	▲ 12.5%	▲ 13.1%
Siskiyou	2,110	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,580	1,750	▲ 10.6%	▼ -4.9%
Solano	8,510	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,410	7,140	▲ 11.4%	▼ -23.7%
Sonoma	18,870	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,290	17,640	▲ 8.3%	▼ -21.1%
Stanislaus	5,530	5,640	5,920	6,030	6,260	6,440	6,620	6,870	5,270	5,900	▲ 12.0%	▼ -14.1%
Sutter	1,200	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,130	1,330	▲ 17.7%	▼ -6.6%
Tehama	1,420	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,550	1,750	▲ 12.6%	▲ 0.1%
Trinity	860	790	750	690	710	680	650	710	690	660	▼ -4.5%	▼ -6.8%
Tulare	4,420	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,570	5,350	▲ 17.0%	▼ -3.1%
Tuolumne	2,130	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,000	2,260	▲ 13.1%	▼ -7.2%
Ventura	15,430	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,510	14,190	▲ 5.0%	▼ -16.8%
Yolo	4,330	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,820	4,370	▲ 14.3%	▼ -16.5%
Yuba	1,040	1,120	1,030	910	950	1,110	1,230	1,230	1,020	1,200	▲ 17.8%	▼ -2.8%

Employment includes CARES act support, data limitations prevent disaggregation

Alameda County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,413	▲ 64.4%
Other Travel*	788	771	815	838	837	913	967	996	371	475	▲ 28.3%
TOTAL	3,463	3,543	3,738	3,896	3,974	4,170	4,502	4,524	1,838	2,889	▲ 57.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,506	1,601	1,727	1,856	1,932	1,981	2,149	2,129	1,083	1,390	▲ 28.4%
Private Home	527	523	534	539	544	589	648	669	174	581	▲ 233.9%
Campground	2	5	6	6	6	6	7	7	6	7	▲ 24.7%
2nd Home	16	15	16	16	17	18	19	20	40	43	▲ 8.0%
Day Travel	625	628	640	641	638	662	713	704	165	392	▲ 137.3%
TOTAL	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,413	▲ 64.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	446	509	590	683	733	761	843	843	406	494	▲ 21.8%
Food Service	726	751	771	804	833	869	941	943	425	746	▲ 75.7%
Food Stores	92	92	95	98	97	98	103	101	39	85	▲ 119.6%
Local Tran. & Gas	456	447	463	440	420	444	497	491	166	316	▲ 90.4%
Arts, Ent. & Rec.	369	380	390	398	404	412	435	425	179	316	▲ 76.3%
Retail Sales	374	381	389	393	394	424	470	487	190	376	▲ 97.4%
Visitor Air Tran.	212	213	226	243	255	248	246	239	63	79	▲ 26.8%
TOTAL	2,674	2,773	2,923	3,058	3,137	3,257	3,535	3,528	1,468	2,413	▲ 64.4%

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

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

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

Alameda County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	439	491	525	582	633	675	760	781	549	628	▲ 14.3%
Arts, Ent. & Rec.	169	178	193	201	224	233	267	265	138	165	▲ 18.9%
Retail**	63	64	67	70	72	74	82	84	80	91	▲ 13.2%
Ground Tran.	51	51	55	60	64	69	89	93	40	46	▲ 14.7%
Visitor Air Tran.	128	142	144	159	143	160	169	161	151	120	▼ -20.7%
Other Travel*	248	271	283	315	296	342	360	363	343	300	▼ -12.5%
TOTAL	1,097	1,196	1,269	1,387	1,433	1,553	1,727	1,745	1,302	1,349	▲ 3.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	14,360	15,600	16,000	16,590	16,870	17,240	18,550	18,170	12,650	13,300	▲ 5.1%
Arts, Ent. & Rec.	3,730	4,070	4,330	4,090	4,160	4,370	4,710	4,620	2,640	2,860	▲ 8.1%
Retail**	1,860	1,930	1,970	1,960	2,000	2,000	2,100	2,070	1,830	1,930	▲ 5.2%
Ground Tran.	1,230	1,280	1,330	1,380	1,390	1,410	1,690	1,770	1,140	1,280	▲ 12.6%
Visitor Air Tran.	1,220	1,280	1,310	1,390	1,320	1,500	1,520	1,490	1,250	1,050	▼ -16.2%
Other Travel*	2,880	3,120	3,240	3,430	3,310	3,660	3,740	3,720	3,310	3,040	▼ -8.1%
TOTAL	25,280	27,280	28,180	28,830	29,050	30,170	32,310	31,830	22,820	23,450	▲ 2.8%

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

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

**Retail includes gasoline.

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

Alameda County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	119	129	140	154	162	178	198	198	121	143	▲ 18.5%
State Tax Receipts	152	160	167	166	161	163	184	188	99	150	▲ 51.6%
TOTAL	271	289	307	321	324	341	383	387	219	293	▲ 33.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	79	85	94	105	113	125	140	139	62	86	▲ 38.0%
Business or Employee	41	44	46	49	49	53	59	59	59	57	▼ -2.1%
TOTAL	119	129	140	154	162	178	198	198	121	143	▲ 18.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	118	121	125	122	118	121	141	145	59	109	▲ 82.6%
Business or Employee	34	39	41	44	43	42	43	44	39	41	▲ 4.5%
TOTAL	152	160	167	166	161	163	184	188	99	150	▲ 51.6%

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

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

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

Alpine County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	34.3	▲ 20.9%
Other Travel*	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	▲ 77.5%
TOTAL	27.5	27.8	26.6	28.8	33.7	34.6	35.9	38.1	28.4	34.4	▲ 21.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	16.0	16.4	15.0	17.0	21.8	21.6	22.0	23.6	14.7	18.5	▲ 26.2%
Private Home	0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.2	0.6	▲ 212.2%
Campground	2.9	3.0	3.3	3.3	3.4	3.5	3.7	4.0	3.3	4.1	▲ 24.8%
2nd Home	5.7	5.7	5.5	5.8	5.9	6.5	7.1	7.2	9.3	9.9	▲ 7.1%
Day Travel	2.0	2.0	2.0	2.1	2.1	2.3	2.4	2.5	0.9	1.1	▲ 19.1%
TOTAL	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	34.3	▲ 20.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.2	8.5	8.2	9.1	11.0	11.2	11.3	12.1	10.0	12.5	▲ 25.9%
Food Service	8.0	8.2	7.7	8.5	10.3	10.5	10.9	11.6	8.5	9.9	▲ 16.9%
Food Stores	1.3	1.3	1.4	1.5	1.6	1.6	1.6	1.7	1.4	1.7	▲ 22.6%
Local Tran. & Gas	2.8	2.5	2.5	2.3	2.2	2.4	2.8	3.0	1.6	2.1	▲ 36.7%
Arts, Ent. & Rec.	4.2	4.3	4.1	4.4	5.1	5.1	5.2	5.4	3.9	4.4	▲ 13.1%
Retail Sales	2.7	2.7	2.6	2.9	3.4	3.6	4.0	4.2	3.1	3.6	▲ 17.2%
TOTAL	27.2	27.6	26.4	28.7	33.6	34.4	35.7	37.9	28.4	34.3	▲ 20.9%

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

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

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

Alpine County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	4.1	4.2	3.6	3.1	3.8	3.9	4.0	4.4	4.4	4.2	▼ -4.7%
Arts, Ent. & Rec.	0.8	0.8	0.7	0.6	0.7	0.7	0.7	0.8	0.7	0.6	▼ -14.6%
Retail**	0.5	0.5	0.5	0.6	0.7	0.7	0.7	0.8	1.2	1.0	▼ -21.9%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 1.7%
TOTAL	5.4	5.5	4.8	4.3	5.1	5.2	5.4	5.9	6.4	5.8	▼ -9.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	240	240	200	190	220	220	240	250	240	240	▲ 0.2%
Arts, Ent. & Rec.	40	40	30	30	30	30	30	40	30	30	▼ -8.4%
Retail**	20	20	20	20	30	30	30	30	40	30	▼ -25.9%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -2.6%
TOTAL	300	300	250	240	280	280	300	310	310	300	▼ -4.1%

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

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

**Retail includes gasoline.

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

Alpine County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.8	0.8	0.8	0.8	1.0	1.1	1.1	1.2	1.0	1.2	▲ 18.9%
State Tax Receipts	0.9	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.0	1.1	▲ 13.6%
TOTAL	1.7	1.8	1.7	1.7	2.0	2.1	2.2	2.4	2.0	2.3	▲ 16.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.6	0.7	0.6	0.7	0.9	0.9	0.9	1.0	0.7	1.0	▲ 30.0%
Business or Employee	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.3	0.2	▼ -14.1%
TOTAL	0.8	0.8	0.8	0.8	1.0	1.1	1.1	1.2	1.0	1.2	▲ 18.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.7	0.7	0.7	0.8	0.8	0.9	1.0	0.7	0.8	▲ 21.3%
Business or Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▼ -4.8%
TOTAL	0.9	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.0	1.1	▲ 13.6%

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

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

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

Amador County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	127.5	▲ 44.0%
Other Travel*	7.3	6.4	6.4	5.7	5.1	5.8	6.9	7.2	2.5	4.4	▲ 77.5%
TOTAL	128.9	121.4	130.5	133.5	140.3	143.7	155.6	165.5	91.0	131.9	▲ 45.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	43.5	43.1	45.8	49.5	55.2	53.5	57.8	62.1	31.6	42.0	▲ 32.9%
Private Home	21.1	20.2	20.7	19.5	19.7	21.3	24.0	25.7	8.5	26.6	▲ 211.6%
Campground	18.9	15.6	19.4	19.4	19.6	20.6	21.6	23.3	19.6	24.4	▲ 24.7%
2nd Home	11.8	11.4	11.6	12.0	12.2	13.3	14.6	14.9	18.4	19.7	▲ 7.0%
Day Travel	26.3	24.6	26.6	27.3	28.5	29.1	30.7	32.2	10.4	14.8	▲ 42.6%
TOTAL	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	127.5	▲ 44.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	19.1	18.8	21.0	22.8	25.6	26.1	27.8	29.9	21.8	28.0	▲ 28.7%
Food Service	33.1	32.1	33.9	36.0	39.0	39.3	42.0	44.6	24.4	36.8	▲ 51.0%
Food Stores	9.0	7.9	9.1	9.4	9.5	9.5	9.8	10.3	7.0	10.5	▲ 50.3%
Local Tran. & Gas	18.9	16.3	17.8	16.5	15.5	16.7	19.3	20.5	9.2	14.2	▲ 54.5%
Arts, Ent. & Rec.	28.0	27.0	28.7	30.0	32.0	31.4	32.7	34.0	16.6	22.9	▲ 38.1%
Retail Sales	13.5	12.8	13.6	13.1	13.8	14.8	17.1	18.8	9.6	15.1	▲ 56.9%
TOTAL	121.7	114.9	124.1	127.7	135.3	137.9	148.7	158.2	88.5	127.5	▲ 44.0%

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

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

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



Amador County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	26.2	27.9	29.1	31.3	34.8	40.4	47.3	52.2	44.9	55.7	▲ 24.1%
Arts, Ent. & Rec.	13.4	12.4	13.8	12.9	13.9	14.9	14.3	15.0	13.0	20.9	▲ 61.7%
Retail**	3.3	3.0	3.4	3.4	3.7	4.0	4.4	4.6	5.2	5.4	▲ 4.2%
Ground Tran.	1.4	1.3	1.5	1.6	1.8	2.0	2.9	3.2	1.2	1.2	▼ -4.9%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4	▲ 13.4%
TOTAL	44.5	44.9	47.9	49.4	54.4	61.6	69.2	75.4	64.5	83.6	▲ 29.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	920	960	940	970	990	1,100	1,240	1,350	1,130	1,280	▲ 13.3%
Arts, Ent. & Rec.	790	750	800	830	870	850	740	720	680	1,000	▲ 48.2%
Retail**	120	110	130	130	130	140	150	150	160	160	▲ 1.3%
Ground Tran.	40	40	40	40	40	40	60	60	60	50	▼ -16.2%
Other Travel*	10	<10	10	10	10	10	10	10	10	10	▲ 9.2%
TOTAL	1,880	1,870	1,920	1,970	2,050	2,140	2,210	2,300	2,040	2,510	▲ 23.1%

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

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

**Retail includes gasoline.

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

Amador County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3.0	3.0	3.3	3.7	4.1	4.3	4.9	5.4	4.7	6.1	▲ 29.7%
State Tax Receipts	6.2	6.0	6.5	6.4	6.4	6.6	7.5	8.1	5.4	7.6	▲ 41.8%
TOTAL	9.2	9.0	9.8	10.1	10.6	10.9	12.4	13.4	10.1	13.7	▲ 36.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.5	1.5	1.7	2.1	2.4	2.5	2.8	3.0	2.0	2.8	▲ 39.2%
Business or Employee	1.5	1.5	1.6	1.6	1.7	1.9	2.1	2.3	2.6	3.2	▲ 22.4%
TOTAL	3.0	3.0	3.3	3.7	4.1	4.3	4.9	5.4	4.7	6.1	▲ 29.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.7	4.5	4.8	4.7	4.7	4.8	5.6	6.0	3.2	4.9	▲ 52.6%
Business or Employee	1.5	1.5	1.7	1.7	1.7	1.8	1.9	2.0	2.2	2.7	▲ 25.7%
TOTAL	6.2	6.0	6.5	6.4	6.4	6.6	7.5	8.1	5.4	7.6	▲ 41.8%

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

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

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

Butte County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	180.0	276.4	▲ 53.5%
Other Travel*	46.7	42.4	42.4	36.1	32.0	36.0	42.1	43.7	14.6	25.0	▲ 71.3%
TOTAL	309.3	304.1	308.3	301.1	302.4	331.7	354.2	382.5	194.6	301.3	▲ 54.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	84.3	87.0	88.9	91.9	97.1	108.5	114.0	129.0	82.1	109.5	▲ 33.4%
Private Home	57.6	55.5	55.5	52.7	51.9	58.1	63.2	68.3	19.3	60.9	▲ 215.1%
Campground	16.2	16.6	18.1	18.4	18.6	19.5	20.5	22.1	18.5	23.0	▲ 24.7%
2nd Home	27.0	26.5	27.0	26.3	26.8	28.1	29.9	30.6	36.2	39.1	▲ 7.9%
Day Travel	77.5	76.2	76.4	75.8	76.1	81.5	84.7	88.8	23.9	43.9	▲ 83.5%
TOTAL	262.6	261.7	265.9	265.0	270.4	295.8	312.2	338.7	180.0	276.4	▲ 53.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	45.3	47.2	50.0	53.1	56.5	62.2	64.7	74.6	62.0	79.6	▲ 28.5%
Food Service	69.0	70.2	70.5	73.3	77.3	83.6	86.8	92.9	45.8	74.0	▲ 61.7%
Food Stores	15.0	14.7	15.3	15.8	15.9	16.3	16.4	17.2	11.1	16.8	▲ 51.4%
Local Tran. & Gas	59.0	54.4	55.0	49.8	45.7	51.6	58.2	61.5	19.2	37.3	▲ 94.3%
Arts, Ent. & Rec.	34.7	35.2	35.4	35.9	37.2	39.2	39.8	41.5	20.4	31.0	▲ 52.3%
Retail Sales	39.1	39.1	39.0	37.1	37.9	42.8	46.4	51.0	21.7	37.7	▲ 74.0%
TOTAL	262.1	260.8	265.2	265.0	270.4	295.8	312.2	338.7	180.0	276.4	▲ 53.5%

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

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

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

Butte County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	42.7	45.7	47.7	50.0	53.7	59.2	65.4	72.6	60.4	74.7	▲ 23.7%
Arts, Ent. & Rec.	15.3	15.2	15.5	15.5	16.8	20.1	22.4	24.1	13.3	18.5	▲ 39.6%
Retail**	7.8	7.8	8.0	8.1	8.5	9.5	9.9	10.4	10.8	11.4	▲ 5.8%
Ground Tran.	3.9	3.9	4.0	4.2	4.7	5.7	8.0	8.8	2.6	3.1	▲ 18.6%
Other Travel*	2.3	2.2	2.4	1.6	1.8	1.8	1.9	2.1	2.6	2.5	▼ -2.0%
TOTAL	72.0	74.8	77.7	79.4	85.5	96.3	107.6	118.1	89.7	110.3	▲ 23.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,970	2,090	2,100	2,060	2,090	2,210	2,310	2,350	1,950	2,220	▲ 13.4%
Arts, Ent. & Rec.	1,000	990	980	980	1,010	1,100	1,120	1,100	670	880	▲ 31.9%
Retail**	280	280	290	280	290	310	310	310	300	310	▲ 3.4%
Ground Tran.	110	110	110	110	110	120	160	170	120	130	▲ 4.5%
Other Travel*	80	80	80	70	80	80	80	80	100	90	▼ -7.8%
TOTAL	3,440	3,550	3,560	3,500	3,580	3,810	3,980	4,020	3,150	3,630	▲ 15.4%

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

**Retail includes gasoline.

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

Butte County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	6.3	6.5	6.7	7.0	7.4	8.2	9.1	10.4	8.3	10.8	▲ 29.5%
State Tax Receipts	17.3	17.4	17.9	16.9	16.4	17.4	20.2	21.8	11.2	17.5	▲ 56.1%
TOTAL	23.6	23.9	24.6	23.9	23.8	25.6	29.3	32.2	19.5	28.3	▲ 44.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.9	4.1	4.3	4.5	4.8	5.4	6.0	6.9	4.8	6.7	▲ 39.3%
Business or Employee	2.4	2.4	2.4	2.5	2.6	2.8	3.1	3.5	3.5	4.1	▲ 16.1%
TOTAL	6.3	6.5	6.7	7.0	7.4	8.2	9.1	10.4	8.3	10.8	▲ 29.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.7	14.6	14.9	14.0	13.3	14.3	16.9	18.2	7.8	13.4	▲ 70.7%
Business or Employee	2.6	2.9	3.0	3.0	3.0	3.1	3.3	3.6	3.4	4.1	▲ 22.2%
TOTAL	17.3	17.4	17.9	16.9	16.4	17.4	20.2	21.8	11.2	17.5	▲ 56.1%

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

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

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

Calaveras County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.1	▲ 25.5%
Other Travel*	9.8	8.8	8.9	8.1	7.4	8.3	9.5	9.9	3.9	5.9	▲ 52.4%
TOTAL	175.5	172.2	179.3	180.8	188.1	195.9	209.7	222.7	171.2	216.0	▲ 26.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	45.1	45.5	49.0	51.7	57.6	57.5	61.2	66.3	46.7	53.7	▲ 14.9%
Private Home	25.5	24.5	24.8	23.2	23.5	25.2	27.4	29.5	9.8	30.5	▲ 211.6%
Campground	28.4	28.1	30.1	29.8	30.2	31.7	33.2	35.8	30.0	37.4	▲ 24.7%
2nd Home	40.2	39.2	39.4	41.0	41.7	44.5	48.6	49.7	68.9	73.8	▲ 7.0%
Day Travel	26.6	26.1	27.0	27.0	27.7	28.7	29.8	31.5	11.9	14.7	▲ 23.8%
TOTAL	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.1	▲ 25.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	34.8	35.1	37.8	40.0	43.8	45.0	46.8	50.1	48.5	56.3	▲ 16.1%
Food Service	47.5	47.7	49.0	51.1	54.8	55.9	58.5	62.3	48.5	61.8	▲ 27.5%
Food Stores	12.8	12.5	13.2	13.5	13.7	13.7	13.9	14.7	11.2	15.6	▲ 39.0%
Local Tran. & Gas	27.6	25.3	26.2	23.8	22.1	24.1	27.4	29.1	15.8	22.1	▲ 39.5%
Arts, Ent. & Rec.	26.1	26.1	26.8	27.3	28.6	28.7	29.2	30.3	23.6	28.5	▲ 20.8%
Retail Sales	16.9	16.7	17.3	17.1	17.9	20.2	24.3	26.4	19.6	25.7	▲ 30.8%
TOTAL	165.7	163.4	170.4	172.7	180.7	187.7	200.2	212.8	167.3	210.1	▲ 25.5%

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

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

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

Calaveras County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	45.8	46.3	47.1	47.8	52.8	58.5	62.1	67.8	62.8	79.5	▲ 26.5%
Arts, Ent. & Rec.	9.2	9.4	9.9	17.0	18.4	19.9	19.9	21.2	15.8	20.3	▲ 28.4%
Retail**	5.3	5.2	5.6	5.7	6.1	6.7	7.4	7.9	8.5	9.2	▲ 7.3%
Ground Tran.	1.9	1.9	2.0	2.1	2.4	2.8	3.9	4.3	2.2	1.8	▼ -15.3%
Other Travel*	0.7	0.7	0.7	0.8	0.9	1.0	1.1	1.1	0.9	0.9	▼ -0.3%
TOTAL	62.9	63.4	65.3	73.5	80.5	88.9	94.4	102.3	90.2	111.7	▲ 23.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,450	1,510	1,500	1,420	1,500	1,640	1,690	1,700	1,490	1,720	▲ 15.3%
Arts, Ent. & Rec.	390	390	420	690	690	700	710	690	490	610	▲ 25.6%
Retail**	190	190	200	200	210	230	240	250	260	260	▲ 2.1%
Ground Tran.	50	50	50	50	60	60	80	90	100	80	▼ -25.4%
Other Travel*	30	30	30	30	40	40	40	40	30	30	▼ -2.0%
TOTAL	2,100	2,170	2,210	2,400	2,490	2,670	2,760	2,770	2,370	2,700	▲ 14.0%

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

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

**Retail includes gasoline.

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

Calaveras County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.1	4.1	4.3	4.7	5.1	5.3	5.7	6.2	6.1	7.2	▲ 19.0%
State Tax Receipts	7.7	7.7	8.0	8.0	8.0	8.2	9.2	9.9	8.0	10.3	▲ 28.1%
TOTAL	11.8	11.9	12.4	12.7	13.1	13.5	14.9	16.1	14.1	17.5	▲ 24.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.0	2.1	2.3	2.4	2.7	2.7	2.9	3.2	2.6	3.1	▲ 21.9%
Business or Employee	2.1	2.0	2.1	2.3	2.4	2.6	2.8	3.0	3.5	4.1	▲ 16.9%
TOTAL	4.1	4.1	4.3	4.7	5.1	5.3	5.7	6.2	6.1	7.2	▲ 19.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.5	5.5	5.7	5.5	5.3	5.5	6.5	7.0	4.8	6.4	▲ 34.4%
Business or Employee	2.1	2.3	2.3	2.6	2.6	2.7	2.7	2.9	3.3	3.9	▲ 18.9%
TOTAL	7.7	7.7	8.0	8.0	8.0	8.2	9.2	9.9	8.0	10.3	▲ 28.1%

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

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

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

Colusa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	43.9	▲ 59.2%
Other Travel*	4.2	3.7	3.7	3.3	2.9	3.3	3.8	4.0	1.3	2.4	▲ 77.5%
TOTAL	48.9	47.6	46.9	46.0	48.0	51.0	56.5	59.0	29.0	46.3	▲ 60.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11.4	11.5	11.2	11.3	12.6	13.4	15.4	16.4	11.2	14.9	▲ 32.6%
Private Home	11.6	11.1	10.9	10.3	10.7	11.5	12.5	13.2	4.4	13.6	▲ 211.5%
Campground	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	▲ 24.7%
2nd Home	6.3	6.1	6.2	6.4	6.5	7.0	7.6	7.8	6.6	7.1	▲ 7.0%
Day Travel	15.0	14.7	14.3	14.2	14.8	15.4	16.6	17.0	4.9	7.8	▲ 58.7%
TOTAL	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	43.9	▲ 59.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	6.4	6.5	6.6	6.8	7.6	8.0	8.9	9.4	7.6	9.9	▲ 31.2%
Food Service	14.5	14.4	14.1	14.5	15.7	16.3	17.6	18.4	8.8	14.7	▲ 66.5%
Food Stores	2.4	2.3	2.3	2.4	2.5	2.5	2.5	2.6	1.1	2.4	▲ 113.7%
Local Tran. & Gas	6.9	6.3	6.2	5.5	5.2	5.7	6.7	6.9	2.2	3.9	▲ 81.2%
Arts, Ent. & Rec.	8.1	8.0	7.8	7.8	8.3	8.5	8.9	9.1	4.2	6.5	▲ 56.0%
Retail Sales	6.5	6.3	6.1	5.6	5.9	6.7	8.0	8.7	3.8	6.5	▲ 72.7%
TOTAL	44.8	43.9	43.1	42.7	45.1	47.7	52.7	55.0	27.6	43.9	▲ 59.2%

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

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

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

Colusa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	5.7	5.8	5.3	5.4	6.1	5.8	6.2	6.8	6.1	7.4	▲ 21.5%
Arts, Ent. & Rec.	2.8	3.0	3.1	3.2	3.4	3.3	3.7	3.7	3.8	5.2	▲ 35.9%
Retail**	1.3	1.3	1.3	1.3	1.4	1.5	1.6	1.7	1.7	1.9	▲ 13.0%
Ground Tran.	0.5	0.5	0.5	0.5	0.5	0.6	0.9	1.0	0.3	0.3	▲ 9.4%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.3	▲ 12.7%
TOTAL	10.4	10.6	10.3	10.5	11.6	11.4	12.6	13.5	12.2	15.2	▲ 24.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	320	320	290	280	290	270	280	310	260	290	▲ 11.3%
Arts, Ent. & Rec.	210	260	290	270	290	300	330	320	290	390	▲ 36.1%
Retail**	50	50	40	40	40	40	50	50	50	60	▲ 16.1%
Ground Tran.	10	10	10	10	10	10	20	20	10	10	▼ -3.6%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 11.5%
TOTAL	590	640	650	610	630	640	680	710	620	760	▲ 22.8%

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

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

**Retail includes gasoline.

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

Colusa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.0	1.0	1.0	1.0	1.1	1.1	1.3	1.4	1.2	1.6	▲ 34.7%
State Tax Receipts	2.4	2.4	2.4	2.3	2.3	2.4	2.7	2.9	1.5	2.4	▲ 56.7%
TOTAL	3.4	3.4	3.4	3.3	3.4	3.5	4.1	4.3	2.7	4.0	▲ 47.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.6	0.6	0.6	0.6	0.7	0.8	1.0	1.0	0.7	1.0	▲ 47.3%
Business or Employee	0.4	0.4	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.6	▲ 17.6%
TOTAL	1.0	1.0	1.0	1.0	1.1	1.1	1.3	1.4	1.2	1.6	▲ 34.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.1	2.0	2.0	1.9	1.9	2.0	2.4	2.5	1.1	1.8	▲ 70.2%
Business or Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6	▲ 24.7%
TOTAL	2.4	2.4	2.4	2.3	2.3	2.4	2.7	2.9	1.5	2.4	▲ 56.7%

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

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

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

Contra Costa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,182	▲ 107.0%
Other Travel*	252	232	239	225	210	229	254	264	109	146	▲ 34.0%
TOTAL	1,569	1,572	1,641	1,608	1,714	1,809	1,930	2,004	680	1,328	▲ 95.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	405	431	447	441	517	545	569	581	251	275	▲ 9.5%
Private Home	371	364	365	360	378	409	449	483	106	473	▲ 346.2%
Campground	22	29	66	65	66	69	73	79	66	82	▲ 24.6%
2nd Home	33	32	33	34	35	37	40	41	37	40	▲ 8.0%
Day Travel	486	483	492	482	509	520	546	555	110	311	▲ 181.8%
TOTAL	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,182	▲ 107.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	158	179	204	210	245	256	270	279	121	152	▲ 26.2%
Food Service	415	425	433	438	489	508	530	547	184	394	▲ 114.3%
Food Stores	70	71	81	82	85	85	86	88	36	77	▲ 116.5%
Local Tran. & Gas	233	219	230	206	198	215	244	251	57	151	▲ 164.2%
Arts, Ent. & Rec.	219	223	228	226	247	250	255	256	81	175	▲ 116.5%
Retail Sales	221	223	226	222	240	265	291	318	92	231	▲ 150.7%
TOTAL	1,317	1,340	1,403	1,383	1,504	1,580	1,676	1,739	571	1,182	▲ 107.0%

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

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

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

Contra Costa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	312	331	337	368	439	461	467	495	367	430	▲ 17.1%
Arts, Ent. & Rec.	133	127	127	129	153	165	161	166	119	138	▲ 16.2%
Retail**	40	40	43	44	48	52	53	56	55	65	▲ 17.3%
Ground Tran.	18	18	20	20	24	27	38	41	9	14	▲ 64.4%
Other Travel*	24	23	25	29	32	33	32	33	31	19	▼ -37.2%
TOTAL	526	539	553	591	696	738	753	791	581	666	▲ 14.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,060	8,620	8,470	8,520	9,490	9,600	9,480	9,520	7,060	7,570	▲ 7.3%
Arts, Ent. & Rec.	5,410	5,470	5,410	5,330	5,760	5,650	5,670	5,820	3,770	4,360	▲ 15.6%
Retail**	1,280	1,290	1,350	1,320	1,430	1,480	1,490	1,490	1,370	1,480	▲ 7.8%
Ground Tran.	500	510	530	510	560	580	750	820	400	580	▲ 44.8%
Other Travel*	540	510	540	570	620	630	580	580	570	410	▼ -27.3%
TOTAL	15,790	16,410	16,310	16,250	17,870	17,930	17,980	18,230	13,170	14,410	▲ 9.4%

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

**Retail includes gasoline.

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

Contra Costa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	42	45	48	49	57	59	63	66	39	51	▲ 29.6%
State Tax Receipts	88	90	94	90	93	95	107	113	50	88	▲ 75.1%
TOTAL	131	136	142	140	149	154	170	179	90	139	▲ 55.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	24	26	29	29	34	35	39	41	15	25	▲ 63.4%
Business or Employee	19	19	19	20	23	23	24	25	24	27	▲ 8.7%
TOTAL	42	45	48	49	57	59	63	66	39	51	▲ 29.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	72	72	75	71	71	74	87	92	32	66	▲ 109.2%
Business or Employee	17	18	18	19	21	21	20	21	18	21	▲ 16.1%
TOTAL	88	90	94	90	93	95	107	113	50	88	▲ 75.1%

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

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

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

Del Norte County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	107	110	115	118	125	127	136	145	87	127	▲ 46.2%
Other Travel*	7	6	6	5	4	5	6	6	2	3	▲ 77.5%
TOTAL	113	115	121	123	130	132	142	151	89	130	▲ 46.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	41	43	46	49	54	54	58	61	40	57	▲ 42.0%
Private Home	16	16	16	14	15	15	17	18	6	18	▲ 211.4%
Campground	27	28	31	31	31	33	35	37	31	39	▲ 24.7%
2nd Home	2	2	2	2	2	3	3	3	3	4	▲ 7.0%
Day Travel	20	20	21	21	22	23	24	25	7	10	▲ 47.9%
TOTAL	107	110	115	118	125	127	136	145	87	127	▲ 46.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	21	22	24	27	30	30	32	33	27	38	▲ 40.1%
Food Service	29	31	31	33	36	37	39	42	22	34	▲ 51.3%
Food Stores	10	10	11	11	12	12	12	13	9	13	▲ 38.0%
Local Tran. & Gas	17	16	17	16	15	16	18	20	10	15	▲ 50.1%
Arts, Ent. & Rec.	16	16	17	17	18	18	19	20	10	15	▲ 44.7%
Retail Sales	13	13	14	13	14	14	16	17	8	13	▲ 59.4%
TOTAL	106	108	114	118	124	127	136	144	87	127	▲ 46.2%

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

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

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

A - Values estimated less than \$500,000

Del Norte County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	24	25	26	28	31	31	36	39	30	38	▲ 28.4%
Arts, Ent. & Rec.	9	9	9	9	10	10	11	12	11	12	▲ 9.3%
Retail**	3	3	4	4	4	4	5	5	5	6	▲ 7.0%
Ground Tran.	1	1	1	2	2	2	3	3	1	1	▼ -7.1%
Other Travel*	1	0	1	1	1	1	1	1	0	0	▲ 18.8%
TOTAL	38	39	40	43	47	49	56	60	48	57	▲ 20.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	930	990	990	1,000	990	1,000	1,110	1,130	840	970	▲ 16.0%
Arts, Ent. & Rec.	220	230	220	210	200	200	210	210	190	190	▼ -0.7%
Retail**	130	130	140	130	150	160	160	160	170	170	▲ 2.7%
Ground Tran.	30	40	40	40	40	40	60	60	60	50	▼ -18.1%
Other Travel*	10	10	10	10	10	20	20	20	10	10	▲ 18.8%
TOTAL	1,320	1,390	1,390	1,390	1,390	1,420	1,550	1,600	1,270	1,400	▲ 10.1%

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

**Retail includes gasoline.

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A - Values estimated less than \$500,000

Del Norte County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3	4	4	4	4	5	5	5	5	6	▲ 30.6%
State Tax Receipts	5	6	6	6	6	6	7	7	5	7	▲ 39.0%
TOTAL	9	9	10	10	10	11	12	13	9	13	▲ 34.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2	2	3	3	3	3	3	4	3	4	▲ 42.3%
Business or Employee	1	1	1	1	1	1	2	2	2	2	▲ 14.1%
TOTAL	3	4	4	4	4	5	5	5	5	6	▲ 30.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4	4	5	4	4	4	5	6	3	5	▲ 49.7%
Business or Employee	1	1	1	2	2	1	2	2	2	2	▲ 18.9%
TOTAL	5	6	6	6	6	6	7	7	5	7	▲ 39.0%

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

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

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

El Dorado County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	690	725	759	847	899	940	1,010	1,087	777	1,052	▲ 35.4%
Other Travel*	67	52	47	45	43	48	54	56	27	33	▲ 25.7%
TOTAL	757	778	806	892	942	987	1,064	1,143	803	1,085	▲ 35.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	407	438	467	551	599	629	670	728	501	661	▲ 31.8%
Private Home	73	71	71	72	71	76	88	93	43	124	▲ 187.8%
Campground	51	56	58	59	59	62	65	70	59	74	▲ 24.7%
2nd Home	92	91	92	90	91	96	101	104	142	152	▲ 6.4%
Day Travel	68	70	72	76	78	77	86	92	31	42	▲ 34.6%
TOTAL	690	725	759	847	899	940	1,010	1,087	777	1,052	▲ 35.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	165	181	200	232	256	270	280	299	231	310	▲ 34.5%
Food Service	196	207	213	245	264	275	298	325	233	313	▲ 34.6%
Food Stores	34	35	36	39	40	40	42	44	36	48	▲ 32.4%
Local Tran. & Gas	87	84	86	84	79	86	101	109	58	87	▲ 49.7%
Arts, Ent. & Rec.	126	132	135	150	158	161	170	180	135	173	▲ 27.7%
Retail Sales	83	87	89	97	101	107	119	131	83	120	▲ 44.0%
TOTAL	690	725	759	847	899	940	1,010	1,087	777	1,052	▲ 35.4%

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

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

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



El Dorado County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	165	185	204	238	266	313	325	357	291	373	▲ 28.0%
Arts, Ent. & Rec.	60	73	75	79	85	92	96	103	85	102	▲ 20.1%
Retail**	17	18	19	21	23	25	27	29	32	33	▲ 3.5%
Ground Tran.	7	8	8	9	10	12	18	20	9	8	▼ -8.6%
Other Travel*	6	4	4	4	4	5	5	5	4	4	▼ -11.2%
TOTAL	256	287	310	352	388	446	471	514	421	520	▲ 23.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	5,180	5,720	6,100	6,820	6,930	7,760	7,680	8,100	6,390	7,490	▲ 17.2%
Arts, Ent. & Rec.	3,200	3,630	3,620	3,630	3,590	3,830	3,840	4,000	2,950	3,550	▲ 20.3%
Retail**	620	640	660	690	740	770	820	840	880	880	▲ 0.8%
Ground Tran.	200	210	210	230	250	250	340	390	430	350	▼ -19.4%
Other Travel*	160	120	100	110	120	130	130	130	100	90	▼ -11.9%
TOTAL	9,350	10,310	10,690	11,470	11,630	12,750	12,820	13,470	10,750	12,360	▲ 15.0%

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

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

**Retail includes gasoline.

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

El Dorado County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	26	29	32	36	40	43	46	50	41	53	▲ 29.6%
State Tax Receipts	33	36	38	40	41	42	46	51	39	52	▲ 33.1%
TOTAL	60	65	69	77	81	85	93	100	80	105	▲ 31.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	17	20	21	25	28	29	32	34	24	33	▲ 38.9%
Business or Employee	9	10	10	12	12	13	15	16	17	20	▲ 16.6%
TOTAL	26	29	32	36	40	43	46	50	41	53	▲ 29.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	25	26	27	28	29	29	34	37	24	34	▲ 41.3%
Business or Employee	8	10	11	12	12	13	13	14	15	18	▲ 19.9%
TOTAL	33	36	38	40	41	42	46	51	39	52	▲ 33.1%

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

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

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



Fresno County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,250	▲ 54.3%
Other Travel*	271	259	267	251	238	262	300	315	125	182	▲ 45.2%
TOTAL	1,326	1,310	1,348	1,345	1,364	1,426	1,587	1,661	935	1,432	▲ 53.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	382	395	413	437	468	466	526	555	492	636	▲ 29.4%
Private Home	264	255	259	250	247	268	301	320	102	306	▲ 198.6%
Campground	28	29	31	31	32	33	35	38	32	39	▲ 24.6%
2nd Home	76	75	77	75	76	80	85	87	97	105	▲ 7.9%
Day Travel	304	298	302	301	303	316	339	346	87	163	▲ 88.2%
TOTAL	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,250	▲ 54.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	150	156	167	181	196	199	220	229	194	254	▲ 31.1%
Food Service	259	262	267	280	298	306	333	347	219	349	▲ 59.1%
Food Stores	49	48	50	51	52	52	54	55	35	58	▲ 67.6%
Local Tran. & Gas	284	267	274	257	245	259	298	307	146	244	▲ 66.4%
Arts, Ent. & Rec.	129	130	132	136	141	142	151	153	94	142	▲ 51.5%
Retail Sales	147	146	148	143	147	159	180	194	100	172	▲ 72.5%
Visitor Air Tran.	37	41	44	47	48	48	51	61	23	32	▲ 40.1%
TOTAL	1,054	1,051	1,082	1,094	1,127	1,164	1,286	1,346	810	1,250	▲ 54.3%

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

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

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

Fresno County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	149	147	154	166	186	204	227	243	206	251	▲ 22.0%
Arts, Ent. & Rec.	58	59	64	66	72	76	84	86	57	82	▲ 44.8%
Retail**	29	29	30	31	33	34	37	38	40	44	▲ 12.2%
Ground Tran.	24	24	25	27	30	33	44	48	32	32	▼ -0.5%
Visitor Air Tran.	16	18	19	22	14	17	17	19	19	16	▼ -13.2%
Other Travel*	39	42	44	47	38	45	48	51	49	43	▼ -11.0%
TOTAL	315	319	336	359	373	409	457	485	401	469	▲ 16.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,540	6,500	6,680	6,790	6,990	7,310	7,850	8,050	6,630	7,370	▲ 11.2%
Arts, Ent. & Rec.	3,220	3,160	3,370	3,410	3,500	3,590	3,750	3,800	2,250	3,350	▲ 48.8%
Retail**	1,040	1,060	1,090	1,060	1,090	1,110	1,190	1,190	1,150	1,210	▲ 5.4%
Ground Tran.	590	600	620	640	670	670	840	910	900	870	▼ -3.4%
Visitor Air Tran.	290	310	320	360	230	240	240	260	230	210	▼ -8.3%
Other Travel*	920	940	980	1,020	910	980	1,000	1,020	950	850	▼ -10.7%
TOTAL	12,600	12,580	13,060	13,280	13,390	13,910	14,860	15,240	12,110	13,850	▲ 14.5%

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

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

**Retail includes gasoline.

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

Fresno County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	31	32	33	35	37	38	44	47	40	51	▲ 28.2%
State Tax Receipts	72	72	75	72	69	71	85	90	53	81	▲ 53.8%
TOTAL	103	104	108	107	107	110	129	137	93	132	▲ 42.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	20	21	22	23	25	26	30	32	23	33	▲ 41.0%
Business or Employee	11	11	11	12	12	13	14	15	17	18	▲ 10.2%
TOTAL	31	32	33	35	37	38	44	47	40	51	▲ 28.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	61	60	62	59	57	59	71	75	38	64	▲ 67.3%
Business or Employee	11	12	12	13	13	13	13	14	14	17	▲ 17.5%
TOTAL	72	72	75	72	69	71	85	90	53	81	▲ 53.8%

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

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

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

Glenn County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.4	▲ 77.6%
Other Travel*	5.5	4.9	4.9	4.3	3.8	4.2	4.9	5.1	1.8	3.1	▲ 77.5%
TOTAL	52.1	50.1	51.8	41.1	32.9	50.7	60.4	63.6	29.6	52.5	▲ 77.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	13.4	12.9	13.7	7.8	2.0	17.0	18.5	19.6	13.4	17.8	▲ 33.0%
Private Home	15.2	14.8	15.2	13.7	13.7	15.3	16.6	17.7	6.0	18.5	▲ 211.4%
Campground	1.1	1.2	1.2	1.2	1.2	1.3	1.3	1.4	1.2	1.5	▲ 24.7%
2nd Home	1.0	1.0	1.0	1.1	1.1	1.1	1.2	1.3	2.3	2.5	▲ 7.0%
Day Travel	15.8	15.3	15.7	13.1	11.1	11.7	17.7	18.4	4.9	9.1	▲ 83.3%
TOTAL	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.4	▲ 77.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	5.4	5.4	5.9	3.8	1.5	7.5	8.2	8.7	7.4	10.1	▲ 36.0%
Food Service	15.4	15.1	15.6	13.1	11.2	16.3	19.1	20.0	8.9	16.9	▲ 88.6%
Food Stores	3.0	2.9	3.0	2.8	2.6	2.9	3.2	3.2	1.4	3.2	▲ 124.0%
Local Tran. & Gas	7.3	6.6	6.8	5.2	4.1	5.6	7.2	7.6	2.3	4.6	▲ 100.2%
Arts, Ent. & Rec.	8.3	8.1	8.3	6.9	5.7	7.9	9.4	9.6	4.0	7.2	▲ 79.3%
Retail Sales	7.2	7.0	7.2	5.0	4.0	6.3	8.4	9.3	3.7	7.4	▲ 100.0%
TOTAL	46.6	45.2	46.9	36.8	29.1	46.5	55.4	58.5	27.8	49.4	▲ 77.6%

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

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

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

Glenn County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	10.4	10.1	9.7	8.7	7.2	11.3	12.1	13.0	11.2	15.3	▲ 36.2%
Arts, Ent. & Rec.	5.2	5.6	6.2	5.6	4.7	4.7	4.9	5.3	4.3	4.8	▲ 10.8%
Retail**	1.5	1.5	1.6	1.3	1.1	1.4	1.4	1.5	1.6	2.2	▲ 35.3%
Ground Tran.	0.5	0.5	0.5	0.4	0.4	0.6	1.0	1.1	0.3	0.4	▲ 20.6%
Other Travel*	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.4	▲ 118.1%
TOTAL	17.8	17.8	18.2	16.2	13.6	18.2	19.6	21.2	17.7	23.1	▲ 30.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	430	400	390	320	250	390	400	390	330	410	▲ 25.0%
Arts, Ent. & Rec.	300	310	370	330	260	260	280	300	230	270	▲ 18.7%
Retail**	60	60	60	50	40	50	50	50	50	70	▲ 30.6%
Ground Tran.	10	10	10	10	<10	10	20	20	20	20	▲ 6.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	10	▲ 98.6%
TOTAL	810	790	830	710	580	720	760	770	630	770	▲ 23.5%

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

**Retail includes gasoline.

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Glenn County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.4	1.5	1.6	1.1	0.6	1.5	1.7	1.8	1.5	2.1	▲ 36.7%
State Tax Receipts	2.9	2.9	3.0	2.5	2.0	2.6	3.2	3.4	1.8	3.0	▲ 67.1%
TOTAL	4.3	4.4	4.6	3.6	2.7	4.1	4.9	5.2	3.3	5.1	▲ 53.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.8	0.9	1.0	0.6	0.2	0.9	1.1	1.2	0.8	1.2	▲ 47.5%
Business or Employee	0.6	0.6	0.6	0.5	0.4	0.5	0.6	0.6	0.7	0.9	▲ 23.6%
TOTAL	1.4	1.5	1.6	1.1	0.6	1.5	1.7	1.8	1.5	2.1	▲ 36.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.3	2.3	2.4	1.9	1.6	2.1	2.6	2.8	1.2	2.2	▲ 86.8%
Business or Employee	0.6	0.6	0.7	0.6	0.4	0.6	0.6	0.6	0.6	0.8	▲ 30.0%
TOTAL	2.9	2.9	3.0	2.5	2.0	2.6	3.2	3.4	1.8	3.0	▲ 67.1%

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

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Humboldt County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	405.6	▲ 68.4%
Other Travel*	34.1	31.7	31.1	29.6	28.7	30.8	33.3	37.3	12.9	20.7	▲ 60.5%
TOTAL	388.1	396.6	412.2	422.5	428.6	452.1	486.2	483.7	253.8	426.3	▲ 68.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	166.3	175.3	188.2	201.7	207.2	217.8	233.6	219.3	118.0	200.0	▲ 69.5%
Private Home	73.2	72.4	72.3	68.1	68.6	74.0	81.4	84.4	27.8	84.5	▲ 203.4%
Campground	51.8	53.8	55.8	56.9	57.5	60.4	63.3	68.3	57.1	71.2	▲ 24.7%
2nd Home	11.8	11.5	11.6	12.1	12.3	13.0	14.2	14.5	22.1	23.7	▲ 7.0%
Day Travel	51.0	51.9	53.2	54.1	54.2	56.1	60.4	60.0	15.8	26.2	▲ 65.6%
TOTAL	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	405.6	▲ 68.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	69.5	74.6	81.8	89.8	94.3	99.6	103.8	96.9	72.0	120.0	▲ 66.8%
Food Service	99.7	103.7	106.9	113.3	117.4	122.9	132.4	131.2	64.4	111.5	▲ 73.2%
Food Stores	26.3	26.5	27.4	28.5	28.5	28.9	29.6	30.3	19.9	31.0	▲ 55.8%
Local Tran. & Gas	61.9	60.0	62.3	58.8	54.8	59.5	67.9	67.7	29.3	48.9	▲ 66.6%
Arts, Ent. & Rec.	50.9	52.8	54.4	56.3	57.3	58.5	61.6	59.6	28.5	46.7	▲ 63.8%
Retail Sales	40.9	41.8	43.0	40.4	40.6	44.8	50.6	52.5	23.7	43.0	▲ 81.5%
Visitor Air Tran.	4.8	5.5	5.2	5.7	7.0	7.1	7.0	8.3	3.1	4.4	▲ 43.2%
TOTAL	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	405.6	▲ 68.4%

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

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

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

Humboldt County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	75.6	81.9	86.9	94.6	100.7	108.3	116.9	116.5	95.3	117.4	▲ 23.3%
Arts, Ent. & Rec.	21.7	24.7	21.7	21.6	22.2	23.9	26.0	26.4	18.6	17.5	▼ -5.9%
Retail**	9.7	9.9	10.4	10.5	10.8	12.2	13.4	13.4	14.2	13.5	▼ -5.2%
Ground Tran.	5.5	5.6	6.1	6.6	7.2	8.1	11.0	11.5	4.8	5.1	▲ 6.6%
Visitor Air Tran.	0.4	0.4	0.5	0.5	0.6	6.4	7.0	8.9	9.8	8.3	▼ -15.1%
Other Travel*	1.6	1.6	1.7	1.8	2.2	9.6	9.8	13.6	12.0	11.0	▼ -8.3%
TOTAL	114.5	124.1	127.2	135.8	143.8	168.5	184.1	190.3	154.6	172.8	▲ 11.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,970	3,140	3,180	3,280	3,300	3,360	3,520	3,340	2,630	2,940	▲ 12.0%
Arts, Ent. & Rec.	1,580	1,630	1,530	1,670	1,600	1,600	1,770	1,760	1,160	990	▼ -14.5%
Retail**	340	340	350	340	330	350	370	370	350	340	▼ -4.5%
Ground Tran.	140	150	150	160	160	170	210	220	180	170	▼ -5.9%
Visitor Air Tran.	20	20	20	20	20	70	70	90	90	80	▼ -10.3%
Other Travel*	80	70	80	80	90	140	140	180	150	140	▼ -5.0%
TOTAL	5,120	5,350	5,310	5,540	5,500	5,680	6,070	5,970	4,560	4,660	▲ 2.3%

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

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

**Retail includes gasoline.

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



Humboldt County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	11.8	12.6	13.4	14.6	15.4	17.5	19.0	18.5	14.6	21.0	▲ 43.4%
State Tax Receipts	18.8	19.8	20.5	20.3	19.8	20.4	22.9	23.5	14.4	21.2	▲ 47.6%
TOTAL	30.6	32.4	33.9	34.9	35.2	37.9	41.9	42.0	29.0	42.2	▲ 45.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.0	8.6	9.4	10.4	11.1	12.4	13.3	12.7	8.3	14.3	▲ 71.9%
Business or Employee	3.8	4.0	4.0	4.2	4.3	5.1	5.7	5.9	6.3	6.7	▲ 5.7%
TOTAL	11.8	12.6	13.4	14.6	15.4	17.5	19.0	18.5	14.6	21.0	▲ 43.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.8	15.3	15.8	15.4	14.9	15.4	17.9	18.3	9.0	15.2	▲ 67.9%
Business or Employee	4.0	4.5	4.7	4.9	4.9	5.0	5.1	5.2	5.3	6.0	▲ 13.1%
TOTAL	18.8	19.8	20.5	20.3	19.8	20.4	22.9	23.5	14.4	21.2	▲ 47.6%

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

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

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

Imperial County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	409.0	▲ 45.7%
Other Travel*	36.0	31.9	32.4	28.5	25.2	29.0	33.3	34.5	12.1	20.8	▲ 72.6%
TOTAL	357.1	348.3	362.3	354.6	353.3	379.6	411.6	435.9	292.7	429.8	▲ 46.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	72.5	73.7	73.9	73.0	72.6	78.5	87.2	92.1	79.9	107.5	▲ 34.5%
Private Home	87.0	82.8	83.3	77.7	78.1	85.8	94.1	99.3	38.7	101.8	▲ 163.2%
Campground	108.5	107.8	118.8	120.9	122.4	128.4	134.7	145.3	121.4	151.4	▲ 24.7%
2nd Home	16.8	16.4	16.7	17.4	17.7	18.8	20.6	21.1	28.4	30.4	▲ 7.0%
Day Travel	36.3	35.6	37.1	37.1	37.4	39.1	41.7	43.7	12.3	17.9	▲ 45.8%
TOTAL	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	409.0	▲ 45.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	51.9	54.1	57.2	58.7	59.9	62.0	65.8	70.3	64.2	82.3	▲ 28.3%
Food Service	87.0	87.1	89.3	92.0	95.9	101.8	108.5	114.0	77.8	119.5	▲ 53.7%
Food Stores	40.1	39.1	42.1	43.7	44.1	44.9	45.7	48.2	37.1	52.0	▲ 40.2%
Local Tran. & Gas	63.6	58.3	61.3	55.7	51.0	56.9	65.5	69.4	38.2	58.3	▲ 52.3%
Arts, Ent. & Rec.	44.6	44.6	45.9	46.3	47.3	49.1	51.0	52.4	34.8	50.5	▲ 45.4%
Retail Sales	33.6	33.1	34.0	29.6	30.0	35.3	41.2	46.5	28.3	46.0	▲ 62.4%
Visitor Air Tran.	0.3	0.2	0.0	0.1	0.0	0.6	0.5	0.6	0.3	0.4	▲ 16.5%
TOTAL	321.2	316.4	329.9	326.1	328.1	350.6	378.3	401.4	280.7	409.0	▲ 45.7%

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

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

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



Imperial County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	49.0	52.3	54.8	56.4	61.3	63.8	66.0	70.7	59.7	75.7	▲ 26.9%
Arts, Ent. & Rec.	20.6	21.1	26.1	25.3	26.4	21.8	18.7	20.2	11.6	13.3	▲ 15.0%
Retail**	10.5	10.3	11.0	10.9	11.3	12.2	13.2	13.9	14.6	15.2	▲ 4.3%
Ground Tran.	4.3	4.3	4.6	4.8	5.3	6.3	9.0	10.0	4.8	4.5	▼ -5.4%
Visitor Air Tran.	0.1	0.1	0.0	0.3	0.0	0.0	0.0	1.3	1.0	0.9	▼ -8.0%
Other Travel*	1.3	1.2	1.5	1.3	1.5	1.6	1.7	2.7	2.6	2.6	▲ 0.8%
TOTAL	85.7	89.3	98.0	99.0	105.7	105.6	108.7	118.7	94.2	112.3	▲ 19.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,220	2,420	2,510	2,390	2,430	2,480	2,380	2,440	1,970	2,290	▲ 16.3%
Arts, Ent. & Rec.	1,160	1,320	1,530	1,530	1,470	1,330	1,030	1,050	580	630	▲ 10.0%
Retail**	430	420	430	420	420	440	460	460	450	450	▲ 0.5%
Ground Tran.	120	120	120	120	130	130	180	200	220	190	▼ -16.7%
Visitor Air Tran.	<10	<10	0	<10	0	0	0	10	<10	<10	▼ -2.8%
Other Travel*	60	60	60	60	70	70	70	80	70	70	▲ 3.7%
TOTAL	3,990	4,340	4,650	4,520	4,520	4,450	4,120	4,250	3,300	3,650	▲ 10.5%

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

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

**Retail includes gasoline.

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

Imperial County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.8	9.1	9.7	9.8	10.0	10.2	11.2	12.1	10.7	13.7	▲ 27.9%
State Tax Receipts	18.3	18.4	19.4	18.4	17.7	18.3	21.1	22.8	15.7	22.8	▲ 44.9%
TOTAL	27.1	27.5	29.0	28.1	27.7	28.5	32.3	34.8	26.5	36.5	▲ 38.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.9	6.1	6.4	6.5	6.7	7.0	7.9	8.4	6.9	9.4	▲ 36.3%
Business or Employee	2.9	3.0	3.2	3.2	3.3	3.2	3.3	3.6	3.8	4.3	▲ 12.7%
TOTAL	8.8	9.1	9.7	9.8	10.0	10.2	11.2	12.1	10.7	13.7	▲ 27.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.3	15.1	15.8	14.8	14.2	15.0	17.9	19.3	12.1	18.5	▲ 52.3%
Business or Employee	3.0	3.2	3.6	3.5	3.5	3.3	3.2	3.5	3.6	4.3	▲ 19.8%
TOTAL	18.3	18.4	19.4	18.4	17.7	18.3	21.1	22.8	15.7	22.8	▲ 44.9%

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

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

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

Inyo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	202.6	▲ 32.0%
Other Travel*	4.0	3.6	3.7	3.3	3.0	3.3	3.8	3.9	1.5	2.3	▲ 51.6%
TOTAL	216.6	223.8	231.6	229.5	239.2	240.2	248.7	267.4	155.0	204.9	▲ 32.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	127.0	133.7	139.0	139.0	147.6	143.8	149.0	160.6	100.7	130.1	▲ 29.2%
Private Home	9.7	9.4	9.3	8.5	8.6	9.2	9.9	10.6	3.5	10.8	▲ 212.0%
Campground	28.1	28.5	29.9	29.5	29.9	31.3	32.9	35.5	29.7	37.1	▲ 24.7%
2nd Home	3.5	3.4	3.5	3.6	3.6	3.8	4.1	4.2	5.2	5.6	▲ 7.0%
Day Travel	44.2	45.1	46.3	45.5	46.6	48.8	49.0	52.5	14.3	19.0	▲ 32.4%
TOTAL	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	202.6	▲ 32.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	50.4	54.2	57.9	59.2	64.3	64.2	66.2	71.7	54.8	70.8	▲ 29.1%
Food Service	61.3	64.1	65.5	66.5	70.7	70.6	72.9	78.9	41.5	54.9	▲ 32.4%
Food Stores	11.9	11.9	12.5	12.6	12.8	12.8	12.9	13.8	9.8	12.9	▲ 31.2%
Local Tran. & Gas	29.1	27.8	28.6	25.6	24.0	25.7	28.8	31.0	14.6	20.8	▲ 42.8%
Arts, Ent. & Rec.	32.5	33.8	34.6	34.3	35.8	35.1	35.3	37.3	18.4	23.6	▲ 28.4%
Retail Sales	27.4	28.3	28.8	27.9	28.6	28.4	28.9	30.8	14.4	19.6	▲ 35.9%
TOTAL	212.6	220.1	227.9	226.2	236.3	236.9	244.9	263.5	153.5	202.6	▲ 32.0%

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

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

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

Inyo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	32.6	34.2	32.5	35.2	37.4	41.6	46.1	51.0	38.9	44.7	▲ 14.8%
Arts, Ent. & Rec.	9.0	9.0	9.4	9.4	10.5	10.5	12.0	13.5	10.4	13.8	▲ 32.3%
Retail**	5.5	5.7	5.9	6.0	6.3	6.8	6.9	7.1	7.3	7.2	▼ -0.2%
Ground Tran.	2.4	2.5	2.7	2.7	3.1	3.4	4.8	5.4	2.0	1.8	▼ -12.6%
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.3	▼ -3.9%
TOTAL	49.8	51.7	50.7	53.5	57.6	62.8	70.3	77.3	59.0	67.8	▲ 15.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,460	1,520	1,370	1,420	1,440	1,500	1,540	1,750	1,360	1,480	▲ 8.7%
Arts, Ent. & Rec.	600	580	600	550	560	590	650	710	530	640	▲ 20.3%
Retail**	200	200	210	200	200	210	220	210	210	200	▼ -3.7%
Ground Tran.	70	70	70	70	70	70	90	110	100	70	▼ -23.0%
Other Travel*	<10	<10	10	10	10	10	10	10	10	10	▼ -3.6%
TOTAL	2,330	2,390	2,260	2,260	2,290	2,390	2,510	2,790	2,210	2,400	▲ 8.9%

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

**Retail includes gasoline.

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Inyo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	7.9	8.4	8.7	8.9	9.6	9.7	10.3	11.2	8.8	10.9	▲ 24.1%
State Tax Receipts	7.7	8.1	8.3	8.0	8.0	7.9	8.7	9.4	6.1	7.9	▲ 28.0%
TOTAL	15.6	16.4	17.0	16.9	17.6	17.6	19.0	20.6	14.9	18.8	▲ 25.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.2	6.6	7.0	7.2	7.8	7.7	8.1	8.8	6.4	8.3	▲ 29.9%
Business or Employee	1.7	1.8	1.7	1.8	1.8	1.9	2.2	2.4	2.4	2.6	▲ 8.6%
TOTAL	7.9	8.4	8.7	8.9	9.6	9.7	10.3	11.2	8.8	10.9	▲ 24.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.9	6.1	6.3	6.0	6.0	5.9	6.5	7.1	3.9	5.3	▲ 36.3%
Business or Employee	1.8	1.9	1.9	2.0	2.0	2.0	2.1	2.3	2.3	2.6	▲ 13.7%
TOTAL	7.7	8.1	8.3	8.0	8.0	7.9	8.7	9.4	6.1	7.9	▲ 28.0%

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

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

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Kern County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,597	▲ 54.4%
Other Travel*	197	180	180	162	144	160	185	195	72	117	▲ 61.6%
TOTAL	1,492	1,461	1,510	1,504	1,396	1,518	1,686	1,775	1,106	1,714	▲ 54.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	414	421	443	472	419	457	513	550	496	611	▲ 23.2%
Private Home	334	321	325	311	292	330	372	393	82	392	▲ 376.3%
Campground	65	68	79	78	79	83	87	94	79	99	▲ 24.7%
2nd Home	138	136	139	135	138	144	154	157	274	295	▲ 7.9%
Day Travel	344	337	343	345	324	343	375	385	103	200	▲ 94.7%
TOTAL	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,597	▲ 54.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	207	214	232	248	235	249	270	287	298	382	▲ 28.0%
Food Service	334	337	345	365	353	380	414	435	285	452	▲ 58.5%
Food Stores	72	71	75	78	75	77	80	82	60	96	▲ 59.1%
Local Tran. & Gas	319	296	306	283	245	275	319	331	131	248	▲ 89.6%
Arts, Ent. & Rec.	167	168	172	178	169	177	189	193	128	189	▲ 48.1%
Retail Sales	184	183	186	179	167	190	220	240	127	224	▲ 75.6%
Visitor Air Tran.	12	13	12	12	9	9	10	12	5	7	▲ 39.4%
TOTAL	1,295	1,281	1,329	1,342	1,252	1,358	1,501	1,580	1,034	1,597	▲ 54.4%

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

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Kern County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	203	218	228	262	265	306	338	360	322	389	▲ 21.0%
Arts, Ent. & Rec.	81	84	86	81	81	92	91	96	65	81	▲ 25.5%
Retail**	39	39	41	42	40	45	48	50	53	60	▲ 12.8%
Ground Tran.	23	23	25	27	27	32	44	48	24	26	▲ 9.2%
Visitor Air Tran.	2	2	0	0	0	9	9	13	12	11	▼ -11.9%
Other Travel*	11	11	9	9	11	25	26	33	33	29	▼ -12.9%
TOTAL	360	377	389	421	425	508	558	601	509	596	▲ 17.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,240	8,980	9,030	9,890	9,240	10,400	11,040	11,090	9,730	10,740	▲ 10.3%
Arts, Ent. & Rec.	4,100	4,270	4,400	4,230	4,040	4,240	4,210	4,280	2,610	3,060	▲ 17.3%
Retail**	1,380	1,340	1,410	1,420	1,340	1,460	1,520	1,520	1,480	1,560	▲ 5.7%
Ground Tran.	610	620	640	650	620	660	860	950	840	890	▲ 5.9%
Visitor Air Tran.	70	70	0	0	<10	90	90	130	110	110	▼ -6.9%
Other Travel*	410	390	310	320	310	440	460	530	510	450	▼ -12.6%
TOTAL	14,820	15,680	15,790	16,520	15,560	17,300	18,170	18,500	15,290	16,810	▲ 9.9%

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**Retail includes gasoline.

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Kern County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	30	31	33	35	33	36	42	45	41	52	▲ 27.8%
State Tax Receipts	82	83	86	83	76	81	96	102	62	96	▲ 55.7%
TOTAL	112	114	119	118	109	117	138	147	103	148	▲ 44.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	18	19	21	22	20	21	25	27	21	30	▲ 44.4%
Business or Employee	12	12	12	13	13	15	16	18	20	22	▲ 10.6%
TOTAL	30	31	33	35	33	36	42	45	41	52	▲ 27.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	69	68	71	68	61	65	79	84	43	74	▲ 72.7%
Business or Employee	13	14	15	16	15	16	17	18	19	22	▲ 17.5%
TOTAL	82	83	86	83	76	81	96	102	62	96	▲ 55.7%

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

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Kings County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	164.3	▲ 97.1%
Other Travel*	30.1	26.7	26.5	23.5	20.5	23.0	27.0	28.1	9.7	17.1	▲ 75.2%
TOTAL	170.8	163.1	166.7	163.8	158.7	167.3	185.0	193.4	93.1	181.4	▲ 94.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	26.4	26.8	28.7	32.4	33.1	30.8	34.9	36.8	38.7	41.4	▲ 6.9%
Private Home	81.2	77.5	77.9	73.8	71.6	78.4	86.5	91.1	32.6	101.5	▲ 211.6%
Campground	3.2	3.2	4.1	4.1	4.2	4.4	4.6	4.9	4.1	5.2	▲ 24.7%
2nd Home	1.4	1.4	1.4	1.5	1.5	1.6	1.7	1.8	0.7	0.7	▲ 7.0%
Day Travel	28.5	27.5	28.0	28.6	27.9	29.2	30.4	30.8	7.2	15.5	▲ 114.2%
TOTAL	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	164.3	▲ 97.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	10.3	10.6	11.9	13.5	14.2	13.5	15.2	16.1	14.6	17.5	▲ 19.8%
Food Service	48.5	48.0	48.8	51.8	52.4	53.8	57.3	58.9	30.6	63.0	▲ 106.2%
Food Stores	12.5	11.9	12.3	12.8	12.3	12.4	12.8	12.8	5.9	14.6	▲ 148.5%
Local Tran. & Gas	25.5	22.9	23.5	21.5	19.0	20.8	24.0	24.6	7.7	16.9	▲ 120.5%
Arts, Ent. & Rec.	23.9	23.6	24.0	24.9	24.7	24.8	25.8	25.8	12.5	24.8	▲ 97.9%
Retail Sales	20.0	19.3	19.7	15.7	15.6	19.1	23.0	27.1	12.1	27.5	▲ 126.9%
TOTAL	140.7	136.4	140.2	140.3	138.2	144.3	158.1	165.3	83.4	164.3	▲ 97.1%

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

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

Kings County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	28.0	29.5	30.4	35.0	36.9	37.9	44.6	47.0	45.0	56.6	▲ 25.7%
Arts, Ent. & Rec.	7.0	6.9	7.0	8.2	9.0	8.4	10.1	10.5	9.7	11.5	▲ 18.2%
Retail**	4.7	4.5	4.7	4.4	4.4	4.9	5.5	6.0	6.3	6.6	▲ 5.5%
Ground Tran.	1.6	1.6	1.7	1.8	1.9	2.2	3.1	3.4	1.2	1.5	▲ 31.0%
Other Travel*	1.0	0.8	0.9	1.0	1.1	1.0	1.0	1.0	1.2	1.2	▼ -0.5%
TOTAL	42.4	43.3	44.7	50.4	53.3	54.3	64.5	67.8	63.4	77.4	▲ 22.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,130	1,210	1,230	1,340	1,310	1,300	1,490	1,490	1,420	1,660	▲ 16.3%
Arts, Ent. & Rec.	470	420	420	450	460	420	510	500	430	470	▲ 9.7%
Retail**	180	170	180	160	150	170	190	200	190	200	▲ 3.7%
Ground Tran.	40	40	40	50	50	50	60	70	50	60	▲ 15.5%
Other Travel*	50	50	50	50	50	50	50	50	60	50	▼ -4.0%
TOTAL	1,880	1,890	1,930	2,050	2,020	1,990	2,300	2,300	2,150	2,440	▲ 13.3%

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**Retail includes gasoline.

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Kings County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.8	2.8	2.9	3.2	3.3	3.2	3.9	4.1	4.1	5.2	▲ 28.2%
State Tax Receipts	10.1	10.0	10.3	9.9	9.3	9.6	11.4	12.1	6.8	11.8	▲ 73.2%
TOTAL	12.9	12.8	13.2	13.1	12.6	12.8	15.3	16.3	10.9	17.0	▲ 56.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.4	1.4	1.5	1.6	1.7	1.7	2.0	2.1	1.6	2.3	▲ 47.5%
Business or Employee	1.4	1.4	1.4	1.6	1.6	1.6	1.9	2.0	2.5	2.9	▲ 15.7%
TOTAL	2.8	2.8	2.9	3.2	3.3	3.2	3.9	4.1	4.1	5.2	▲ 28.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.6	8.4	8.6	8.1	7.5	7.9	9.5	10.1	4.5	9.0	▲ 98.0%
Business or Employee	1.5	1.6	1.7	1.8	1.8	1.7	1.9	2.0	2.3	2.8	▲ 23.4%
TOTAL	10.1	10.0	10.3	9.9	9.3	9.6	11.4	12.1	6.8	11.8	▲ 73.2%

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

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

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

Lake County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	166.7	▲ 30.9%
Other Travel*	14.5	13.4	13.5	12.5	11.5	12.7	14.5	15.1	6.3	9.0	▲ 43.2%
TOTAL	147.7	146.1	154.5	156.3	156.9	160.6	174.4	180.7	133.6	175.7	▲ 31.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	26.3	27.7	30.0	33.0	34.5	30.6	33.7	34.5	31.7	32.1	▲ 1.4%
Private Home	33.6	33.7	34.0	32.0	31.3	33.8	37.3	39.2	13.1	40.8	▲ 211.4%
Campground	11.9	11.3	15.1	15.2	15.4	16.1	16.9	18.3	15.3	19.1	▲ 24.6%
2nd Home	37.7	36.8	37.3	38.8	39.5	41.7	45.5	46.6	56.4	60.4	▲ 7.0%
Day Travel	23.5	23.3	24.6	24.8	24.8	25.6	26.4	27.1	10.8	14.3	▲ 31.8%
TOTAL	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	166.7	▲ 30.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	24.9	25.3	27.9	30.1	31.7	30.5	31.7	32.7	35.6	39.0	▲ 9.7%
Food Service	40.8	41.6	43.2	45.4	47.0	47.2	49.8	51.5	38.5	52.7	▲ 37.1%
Food Stores	9.4	9.1	10.2	10.5	10.5	10.4	10.6	11.0	7.4	11.7	▲ 58.5%
Local Tran. & Gas	21.4	19.7	21.1	19.2	17.4	18.7	21.5	22.3	11.0	16.2	▲ 47.4%
Arts, Ent. & Rec.	22.4	22.6	23.5	24.2	24.5	24.2	24.8	25.0	18.7	24.0	▲ 28.1%
Retail Sales	14.3	14.3	15.0	14.3	14.5	16.9	21.4	23.2	16.2	23.0	▲ 42.0%
TOTAL	133.2	132.8	141.0	143.8	145.5	147.9	159.9	165.6	127.3	166.7	▲ 30.9%

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

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

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

Lake County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	28.4	26.5	27.4	29.3	32.2	33.3	35.7	37.9	34.5	42.5	▲ 23.2%
Arts, Ent. & Rec.	5.7	5.8	4.0	3.9	3.8	4.1	4.6	4.8	5.4	6.9	▲ 27.9%
Retail**	3.5	3.5	3.8	3.9	4.0	4.5	5.1	5.3	6.1	6.2	▲ 1.2%
Ground Tran.	1.4	1.4	1.6	1.7	1.8	2.0	2.9	3.2	1.5	1.4	▼ -10.7%
Other Travel*	1.2	1.2	1.3	1.4	1.6	1.7	1.8	2.0	1.7	1.5	▼ -13.3%
TOTAL	40.2	38.4	38.1	40.2	43.3	45.7	50.1	53.1	49.2	58.4	▲ 18.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,110	1,070	1,090	1,100	1,110	1,080	1,140	1,160	1,010	1,150	▲ 14.0%
Arts, Ent. & Rec.	470	430	330	290	310	300	360	340	350	410	▲ 17.2%
Retail**	130	130	150	140	140	150	160	170	180	180	▼ -0.5%
Ground Tran.	40	40	40	40	40	40	60	60	70	60	▼ -21.3%
Other Travel*	30	30	30	30	30	30	30	40	30	30	▼ -8.6%
TOTAL	1,780	1,700	1,630	1,590	1,630	1,620	1,750	1,760	1,640	1,820	▲ 11.1%

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

**Retail includes gasoline.

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

Lake County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.8	2.8	2.9	3.1	3.3	3.2	3.7	3.9	4.1	4.7	▲ 14.9%
State Tax Receipts	7.3	7.3	7.7	7.5	7.3	7.4	8.5	9.0	6.6	8.9	▲ 35.7%
TOTAL	10.1	10.1	10.6	10.6	10.6	10.6	12.2	12.8	10.7	13.6	▲ 27.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.5	1.5	1.7	1.9	2.0	1.9	2.2	2.3	2.2	2.5	▲ 17.3%
Business or Employee	1.3	1.2	1.2	1.3	1.3	1.3	1.5	1.6	1.9	2.2	▲ 12.2%
TOTAL	2.8	2.8	2.9	3.1	3.3	3.2	3.7	3.9	4.1	4.7	▲ 14.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.9	5.9	6.2	6.0	5.8	5.9	7.0	7.4	4.7	6.7	▲ 43.9%
Business or Employee	1.4	1.4	1.4	1.5	1.5	1.5	1.5	1.6	1.9	2.2	▲ 15.8%
TOTAL	7.3	7.3	7.7	7.5	7.3	7.4	8.5	9.0	6.6	8.9	▲ 35.7%

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

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

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Lassen County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	61.1	▲ 61.6%
Other Travel*	6.6	5.6	5.6	4.8	4.2	4.7	5.4	5.6	1.9	3.4	▲ 77.5%
TOTAL	59.9	58.7	60.4	58.5	59.1	63.5	65.0	70.5	39.7	64.5	▲ 62.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	13.2	12.8	13.4	13.9	14.9	16.2	15.3	17.0	9.6	14.9	▲ 55.7%
Private Home	18.5	17.1	17.1	15.7	15.6	17.0	17.6	19.6	6.4	19.9	▲ 211.4%
Campground	3.3	5.1	5.8	5.8	5.9	6.1	6.4	6.9	5.8	7.1	▲ 24.1%
2nd Home	7.0	6.6	6.5	6.7	6.8	7.2	7.9	8.1	11.8	12.7	▲ 7.0%
Day Travel	11.3	11.5	11.9	11.7	11.8	12.3	12.4	13.3	4.2	6.5	▲ 52.5%
TOTAL	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	61.1	▲ 61.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	7.7	8.3	8.9	9.3	9.9	10.6	10.4	11.4	9.8	13.4	▲ 36.7%
Food Service	17.0	16.9	17.2	17.5	18.4	19.4	19.2	20.7	11.5	19.7	▲ 71.3%
Food Stores	3.9	4.1	4.3	4.3	4.3	4.3	4.2	4.5	2.6	4.7	▲ 78.8%
Local Tran. & Gas	8.9	8.4	8.6	7.7	7.0	7.8	8.5	9.1	3.6	6.2	▲ 73.2%
Arts, Ent. & Rec.	8.9	8.9	9.1	9.0	9.3	9.6	9.3	9.7	5.4	8.6	▲ 57.6%
Retail Sales	6.8	6.6	6.8	5.9	6.1	7.2	8.1	9.3	4.9	8.5	▲ 75.6%
TOTAL	53.3	53.1	54.8	53.7	55.0	58.8	59.6	64.8	37.8	61.1	▲ 61.6%

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

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

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

Lassen County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	9.5	10.0	11.2	12.7	13.2	13.3	12.3	13.6	11.4	12.8	▲ 12.3%
Arts, Ent. & Rec.	7.4	6.3	6.1	5.1	5.3	5.6	8.5	9.2	7.4	8.1	▲ 10.0%
Retail**	1.7	1.7	1.8	1.7	1.8	1.9	1.9	2.0	2.2	2.4	▲ 9.8%
Ground Tran.	0.6	0.6	0.6	0.7	0.7	0.9	1.2	1.3	0.5	0.5	▲ 7.5%
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -2.0%
TOTAL	19.3	18.8	19.9	20.3	21.3	21.8	24.1	26.3	21.6	24.0	▲ 11.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	410	440	480	510	490	470	410	450	370	370	▲ 1.7%
Arts, Ent. & Rec.	540	420	370	340	330	330	470	570	420	510	▲ 22.2%
Retail**	60	60	60	60	60	60	60	60	60	60	▲ 7.3%
Ground Tran.	20	20	20	20	20	20	20	30	20	20	▼ -5.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -2.1%
TOTAL	1,040	950	940	940	900	880	970	1,120	870	970	▲ 11.7%

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

**Retail includes gasoline.

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Lassen County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.3	1.4	1.4	1.5	1.5	1.6	1.7	1.9	1.6	2.1	▲ 29.1%
State Tax Receipts	3.3	3.3	3.4	3.2	3.1	3.2	3.5	3.8	2.3	3.5	▲ 50.5%
TOTAL	4.6	4.6	4.8	4.7	4.6	4.8	5.2	5.8	3.9	5.6	▲ 41.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.7	0.8	0.8	0.8	0.9	1.0	1.0	1.1	0.8	1.2	▲ 56.0%
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.9	▲ 5.1%
TOTAL	1.3	1.4	1.4	1.5	1.5	1.6	1.7	1.9	1.6	2.1	▲ 29.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.6	2.6	2.7	2.5	2.4	2.5	2.8	3.1	1.6	2.6	▲ 69.4%
Business or Employee	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.9	▲ 12.4%
TOTAL	3.3	3.3	3.4	3.2	3.1	3.2	3.5	3.8	2.3	3.5	▲ 50.5%

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

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Los Angeles County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%
Other Travel*	5,063	5,065	5,257	5,246	5,179	5,622	6,179	6,418	2,889	3,274	▲ 13.3%
TOTAL	24,653	25,065	25,769	26,828	28,039	29,854	31,952	32,675	13,254	19,594	▲ 47.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11,023	11,507	11,938	12,828	13,940	14,803	15,729	15,777	7,000	10,353	▲ 47.9%
Private Home	3,113	3,080	3,152	3,214	3,243	3,520	3,822	4,076	1,541	3,099	▲ 101.1%
Campground	88	87	92	93	94	98	103	111	93	116	▲ 24.7%
2nd Home	166	163	165	162	164	173	186	191	340	365	▲ 7.3%
Day Travel	5,200	5,162	5,166	5,285	5,419	5,638	5,933	6,102	1,391	2,387	▲ 71.6%
TOTAL	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3,518	3,805	4,099	4,576	5,126	5,498	5,694	5,776	2,697	4,223	▲ 56.5%
Food Service	4,947	5,037	5,043	5,380	5,787	6,133	6,569	6,725	2,752	4,384	▲ 59.3%
Food Stores	591	577	587	615	629	640	660	667	289	471	▲ 63.1%
Local Tran. & Gas	3,191	3,083	3,125	3,045	3,024	3,238	3,575	3,608	1,218	2,000	▲ 64.2%
Arts, Ent. & Rec.	3,045	3,086	3,093	3,222	3,395	3,513	3,673	3,665	1,427	2,224	▲ 55.9%
Retail Sales	2,661	2,672	2,659	2,773	2,882	3,094	3,334	3,483	1,299	2,160	▲ 66.2%
Visitor Air Tran.	1,638	1,739	1,906	1,972	2,017	2,116	2,267	2,333	683	859	▲ 25.7%
TOTAL	19,590	19,999	20,513	21,582	22,860	24,232	25,773	26,257	10,365	16,320	▲ 57.5%

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

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

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

Los Angeles County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3,521	3,777	3,949	4,372	4,932	5,247	5,692	5,913	4,144	4,807	▲ 16.0%
Arts, Ent. & Rec.	2,091	2,103	2,209	2,401	2,530	2,575	2,786	2,926	2,085	2,069	▼ -0.8%
Retail**	442	442	451	484	512	529	560	575	572	627	▲ 9.7%
Ground Tran.	359	358	379	420	472	515	651	695	282	295	▲ 4.5%
Visitor Air Tran.	694	774	803	890	1,273	1,459	1,538	2,199	2,201	1,723	▼ -21.7%
Other Travel*	1,361	1,473	1,517	1,669	2,112	2,364	2,504	3,189	2,950	2,625	▼ -11.0%
TOTAL	8,469	8,926	9,307	10,236	11,830	12,689	13,730	15,497	12,233	12,145	▼ -0.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	101,980	108,710	110,180	115,960	121,910	125,480	129,520	127,760	91,770	97,590	▲ 6.3%
Arts, Ent. & Rec.	24,400	25,380	26,740	29,230	30,580	30,210	32,160	32,730	21,670	23,900	▲ 10.3%
Retail**	13,030	13,200	13,230	13,640	14,060	14,110	14,400	13,990	12,810	13,320	▲ 4.0%
Ground Tran.	8,670	8,930	9,020	9,620	10,150	10,410	12,340	13,170	8,360	7,990	▼ -4.4%
Visitor Air Tran.	9,070	9,580	9,970	10,660	13,100	14,750	15,050	19,420	17,380	14,370	▼ -17.3%
Other Travel*	20,960	22,250	23,080	24,050	26,660	28,190	28,760	32,950	28,200	25,350	▼ -10.1%
TOTAL	178,120	188,060	192,230	203,160	216,460	223,160	232,230	240,020	180,190	182,520	▲ 1.3%

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

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

**Retail includes gasoline.

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

Los Angeles County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,259	▲ 22.1%
State Tax Receipts	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	998	▲ 32.6%
TOTAL	2,022	2,117	2,188	2,304	2,459	2,624	2,851	3,010	1,784	2,257	▲ 26.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	644	687	726	797	885	1,017	1,087	1,106	475	737	▲ 55.2%
Business or Employee	315	329	335	365	407	436	472	533	556	522	▼ -6.2%
TOTAL	959	1,016	1,062	1,162	1,291	1,453	1,559	1,639	1,031	1,259	▲ 22.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	802	812	823	816	814	839	955	994	395	646	▲ 63.6%
Business or Employee	261	290	304	326	354	332	337	378	358	352	▼ -1.6%
TOTAL	1,063	1,102	1,127	1,142	1,168	1,171	1,293	1,371	753	998	▲ 32.6%

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

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

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



Madera County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	258.3	▲ 35.0%
Other Travel*	29.9	26.7	27.0	24.3	26.6	30.3	34.7	36.1	14.7	21.4	▲ 45.8%
TOTAL	262.0	264.2	275.1	268.8	291.0	316.2	339.3	355.0	206.1	279.8	▲ 35.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	104.0	110.8	116.3	117.2	133.9	148.0	156.3	163.1	119.5	139.1	▲ 16.4%
Private Home	39.5	37.7	37.9	35.5	35.6	38.7	42.8	45.7	13.7	43.1	▲ 215.3%
Campground	18.8	19.4	22.2	22.0	22.2	23.3	24.5	26.4	22.0	27.5	▲ 24.7%
2nd Home	18.0	17.5	18.0	17.5	17.8	18.7	19.9	20.4	19.0	20.5	▲ 7.9%
Day Travel	51.9	52.1	53.6	52.3	54.8	57.1	61.1	63.4	17.2	28.2	▲ 63.7%
TOTAL	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	258.3	▲ 35.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	48.2	52.0	56.4	58.5	66.8	73.2	76.4	79.7	68.6	82.6	▲ 20.5%
Food Service	60.7	63.2	65.0	66.2	73.7	79.1	83.5	87.9	49.4	67.8	▲ 37.3%
Food Stores	13.1	13.1	14.0	14.1	14.6	14.9	15.2	15.8	10.7	15.0	▲ 40.8%
Local Tran. & Gas	47.0	44.2	45.8	40.8	39.1	43.6	49.9	52.1	20.1	33.1	▲ 64.9%
Arts, Ent. & Rec.	30.3	31.4	32.4	32.2	35.1	36.8	38.0	38.9	21.3	28.0	▲ 31.6%
Retail Sales	32.9	33.7	34.5	32.6	35.1	38.4	41.7	44.5	21.4	31.8	▲ 48.5%
TOTAL	232.1	237.5	248.1	244.5	264.4	286.0	304.6	318.9	191.4	258.3	▲ 35.0%

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

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

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

Madera County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	49.0	53.3	55.4	60.0	69.4	77.4	81.8	87.7	79.9	102.9	▲ 28.8%
Arts, Ent. & Rec.	12.1	14.0	19.2	15.7	16.5	21.4	22.9	24.3	20.7	29.1	▲ 41.0%
Retail**	7.8	7.9	8.4	8.3	9.1	9.7	10.3	10.9	12.8	14.0	▲ 9.8%
Ground Tran.	3.4	3.5	3.7	3.8	4.5	5.3	7.6	8.3	3.0	2.9	▼ -1.0%
Other Travel*	0.9	0.8	1.0	1.1	2.3	2.7	2.8	3.1	3.2	3.2	▲ 1.9%
TOTAL	73.2	79.6	87.7	88.9	101.8	116.6	125.5	134.3	119.4	152.2	▲ 27.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,750	1,910	1,910	1,910	2,070	2,150	2,200	2,250	2,010	2,350	▲ 16.7%
Arts, Ent. & Rec.	680	870	1,200	890	990	1,380	1,550	1,510	1,220	1,570	▲ 28.2%
Retail**	250	260	270	260	280	290	300	310	340	360	▲ 6.3%
Ground Tran.	90	100	100	100	110	110	150	170	140	120	▼ -12.7%
Other Travel*	50	40	50	50	90	110	110	110	110	110	▼ -2.9%
TOTAL	2,820	3,170	3,520	3,210	3,540	4,050	4,320	4,350	3,820	4,510	▲ 17.8%

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

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

**Retail includes gasoline.

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

Madera County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	7.1	7.6	8.3	8.8	9.9	10.9	11.9	12.6	11.7	14.4	▲ 22.9%
State Tax Receipts	14.0	14.4	15.2	14.3	14.5	15.3	17.5	18.6	11.5	16.2	▲ 41.4%
TOTAL	21.0	22.1	23.5	23.1	24.5	26.3	29.4	31.2	23.2	30.6	▲ 32.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.6	5.0	5.4	5.9	6.7	7.4	8.1	8.5	6.8	8.5	▲ 24.9%
Business or Employee	2.5	2.7	2.9	2.9	3.2	3.5	3.8	4.1	4.9	5.8	▲ 20.2%
TOTAL	7.1	7.6	8.3	8.8	9.9	10.9	11.9	12.6	11.7	14.4	▲ 22.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.5	11.7	12.1	11.3	11.3	11.9	14.0	14.9	7.4	11.2	▲ 51.5%
Business or Employee	2.4	2.8	3.1	3.0	3.3	3.4	3.5	3.7	4.1	5.1	▲ 23.3%
TOTAL	14.0	14.4	15.2	14.3	14.5	15.3	17.5	18.6	11.5	16.2	▲ 41.4%

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

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

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

Marin County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	360.9	▲ 42.9%
Other Travel*	173.2	184.4	169.6	171.5	170.0	164.9	174.4	195.2	113.0	108.1	▼ -4.3%
TOTAL	654.8	673.4	690.2	715.2	731.1	730.9	796.4	838.3	365.6	469.0	▲ 28.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	241.1	255.1	274.0	295.0	309.9	300.0	335.8	345.1	118.9	139.6	▲ 17.4%
Private Home	83.0	82.1	83.3	84.1	84.8	92.4	101.9	108.0	28.6	84.8	▲ 196.0%
Campground	30.8	27.0	34.8	35.4	35.9	37.6	39.5	42.6	35.8	44.6	▲ 24.7%
2nd Home	31.2	30.8	31.3	31.1	31.6	33.6	37.2	38.1	41.1	44.2	▲ 7.3%
Day Travel	95.4	94.1	97.2	98.0	99.0	102.4	107.5	109.3	28.1	47.7	▲ 69.9%
TOTAL	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	360.9	▲ 42.9%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	110.1	121.3	139.0	154.9	164.3	158.6	177.4	184.2	85.4	97.7	▲ 14.5%
Food Service	141.0	142.8	147.0	154.2	161.9	164.3	177.4	182.9	65.8	103.0	▲ 56.6%
Food Stores	25.2	23.8	26.3	27.2	27.3	27.3	28.1	28.9	16.7	23.9	▲ 42.9%
Local Tran. & Gas	54.9	50.2	53.3	49.1	45.5	49.2	56.7	58.5	19.2	31.6	▲ 64.4%
Arts, Ent. & Rec.	79.2	79.8	82.2	84.2	86.7	86.0	90.7	91.0	31.1	48.9	▲ 57.3%
Retail Sales	71.2	71.0	72.8	74.1	75.4	80.6	91.7	97.6	34.4	55.7	▲ 62.0%
TOTAL	481.6	489.0	520.6	543.7	561.2	566.0	622.0	643.1	252.6	360.9	▲ 42.9%

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

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

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

Marin County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	145.1	151.5	162.1	170.5	188.5	197.1	209.6	221.4	150.5	172.1	▲ 14.3%
Arts, Ent. & Rec.	44.3	47.4	49.9	51.3	55.4	56.1	58.6	59.8	45.4	49.4	▲ 8.7%
Retail**	12.7	12.5	13.3	14.0	14.5	15.0	17.4	17.0	16.9	17.4	▲ 3.4%
Ground Tran.	4.9	4.9	5.2	5.5	6.1	7.0	10.2	10.9	2.8	2.9	▲ 2.9%
Other Travel*	38.0	42.9	38.9	41.2	42.6	39.9	40.9	46.6	23.2	30.6	▲ 31.9%
TOTAL	245.0	259.1	269.4	282.5	307.1	315.1	336.7	355.7	238.7	272.4	▲ 14.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,180	3,320	3,390	3,390	3,450	3,510	3,620	3,650	2,490	2,600	▲ 4.7%
Arts, Ent. & Rec.	1,420	1,450	1,540	1,570	1,670	1,690	1,670	1,720	1,250	1,310	▲ 4.3%
Retail**	340	340	350	340	350	350	380	400	390	380	▼ -0.7%
Ground Tran.	130	130	140	140	150	150	200	220	130	120	▼ -9.3%
Other Travel*	520	570	550	560	600	550	590	650	290	360	▲ 22.8%
TOTAL	5,600	5,810	5,980	5,990	6,220	6,250	6,460	6,640	4,550	4,780	▲ 4.9%

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

**Retail includes gasoline.

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Marin County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	22.8	25.0	27.6	29.8	31.1	30.8	34.8	36.8	20.4	23.6	▲ 16.0%
State Tax Receipts	27.9	28.7	29.7	29.5	29.2	29.0	32.3	34.0	17.4	24.2	▲ 39.0%
TOTAL	50.7	53.7	57.3	59.3	60.3	59.9	67.1	70.8	37.7	47.8	▲ 26.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.1	15.8	18.1	19.9	20.8	20.7	23.8	25.2	10.1	12.6	▲ 24.3%
Business or Employee	8.7	9.2	9.5	9.9	10.3	10.1	10.9	11.5	10.2	11.0	▲ 7.8%
TOTAL	22.8	25.0	27.6	29.8	31.1	30.8	34.8	36.8	20.4	23.6	▲ 16.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	20.2	20.2	21.0	20.5	20.1	20.4	23.7	24.9	9.8	15.7	▲ 59.2%
Business or Employee	7.7	8.5	8.7	8.9	9.2	8.6	8.6	9.1	7.5	8.5	▲ 12.5%
TOTAL	27.9	28.7	29.7	29.5	29.2	29.0	32.3	34.0	17.4	24.2	▲ 39.0%

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

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

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

Mariposa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	359.7	▲ 41.5%
Other Travel*	3.5	3.1	3.1	2.7	2.4	2.7	3.1	3.2	1.1	1.9	▲ 77.5%
TOTAL	403.6	394.4	420.8	453.5	457.9	470.7	436.8	467.2	255.3	361.6	▲ 41.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	343.5	336.4	361.0	392.7	397.6	407.3	373.9	400.6	226.5	319.1	▲ 40.9%
Private Home	9.8	9.3	9.5	8.8	8.5	9.3	9.8	10.8	3.5	10.9	▲ 211.7%
Campground	2.4	2.5	2.7	2.6	2.7	2.8	2.9	3.1	2.6	3.3	▲ 24.7%
2nd Home	10.2	9.9	9.9	10.2	10.4	11.1	12.1	12.4	10.8	11.5	▲ 7.0%
Day Travel	34.2	33.1	34.7	36.5	36.5	37.5	35.1	37.1	10.8	14.9	▲ 37.1%
TOTAL	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	359.7	▲ 41.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	130.0	130.9	142.5	157.5	162.5	168.3	152.6	165.4	109.3	161.0	▲ 47.2%
Food Service	117.0	114.5	121.1	132.7	136.0	139.5	130.5	140.1	70.8	96.2	▲ 35.9%
Food Stores	9.1	8.7	9.2	9.9	9.7	9.6	8.9	9.4	4.8	6.9	▲ 45.8%
Local Tran. & Gas	39.0	35.2	37.4	36.4	33.3	35.8	36.2	38.6	16.3	24.0	▲ 47.3%
Arts, Ent. & Rec.	58.1	56.6	59.9	64.0	64.3	64.5	59.0	61.7	29.8	39.4	▲ 32.2%
Retail Sales	46.9	45.3	47.6	50.3	49.7	50.1	46.4	48.9	23.2	32.2	▲ 38.4%
TOTAL	400.1	391.2	417.7	450.8	455.6	468.0	433.7	464.0	254.2	359.7	▲ 41.5%

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

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

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

Mariposa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	68.6	64.7	68.7	77.8	78.2	84.5	72.8	83.1	78.3	93.7	▲ 19.7%
Arts, Ent. & Rec.	13.2	13.9	14.2	16.7	14.3	13.9	9.6	10.3	5.9	9.3	▲ 58.1%
Retail**	11.1	10.7	11.5	12.5	12.7	13.8	13.0	13.4	13.2	12.7	▼ -3.5%
Ground Tran.	4.3	4.1	4.5	5.0	5.4	6.1	7.8	8.7	2.9	2.6	▼ -9.4%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	▲ 10.0%
TOTAL	97.3	93.6	99.1	112.1	110.7	118.5	103.3	115.6	100.4	118.5	▲ 18.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,010	2,960	2,990	3,120	2,880	3,080	2,680	2,850	2,760	3,000	▲ 8.9%
Arts, Ent. & Rec.	780	750	840	900	860	760	580	690	440	770	▲ 75.7%
Retail**	380	360	400	410	400	410	390	380	340	330	▼ -2.2%
Ground Tran.	120	110	120	130	130	130	150	170	140	110	▼ -20.2%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 14.0%
TOTAL	4,290	4,180	4,370	4,570	4,270	4,390	3,810	4,100	3,680	4,230	▲ 14.8%

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

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

**Retail includes gasoline.

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



Mariposa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	17.5	17.4	18.7	20.6	21.0	21.7	20.0	21.8	15.7	21.6	▲ 37.9%
State Tax Receipts	12.5	12.4	13.2	14.0	13.5	13.4	12.6	13.7	9.0	11.7	▲ 30.4%
TOTAL	30.0	29.8	31.9	34.5	34.5	35.2	32.6	35.4	24.6	33.3	▲ 35.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	14.1	14.2	15.4	16.9	17.5	18.1	16.8	18.2	11.5	17.0	▲ 47.3%
Business or Employee	3.4	3.2	3.3	3.7	3.5	3.6	3.2	3.6	4.1	4.6	▲ 11.6%
TOTAL	17.5	17.4	18.7	20.6	21.0	21.7	20.0	21.8	15.7	21.6	▲ 37.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.1	9.0	9.5	9.9	9.6	9.6	9.4	10.1	5.1	7.1	▲ 39.8%
Business or Employee	3.4	3.5	3.7	4.1	3.9	3.8	3.2	3.5	3.8	4.5	▲ 17.8%
TOTAL	12.5	12.4	13.2	14.0	13.5	13.4	12.6	13.7	9.0	11.7	▲ 30.4%

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

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

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

Mendocino County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	422.8	▲ 43.8%
Other Travel*	17.9	16.1	16.2	14.4	12.8	14.4	16.5	17.2	6.2	10.2	▲ 65.2%
TOTAL	363.0	365.1	382.1	398.7	434.6	465.9	451.7	484.0	300.2	433.1	▲ 44.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	193.9	200.1	214.6	233.7	267.2	289.3	267.4	286.3	188.6	259.8	▲ 37.8%
Private Home	48.0	46.3	46.6	43.6	44.1	46.8	49.0	54.2	17.8	55.5	▲ 211.4%
Campground	40.0	40.0	40.8	41.5	41.9	44.0	46.2	49.8	41.8	52.1	▲ 24.7%
2nd Home	13.8	13.5	13.7	14.1	14.4	15.2	16.6	17.0	28.1	30.1	▲ 7.0%
Day Travel	49.4	49.1	50.2	51.4	54.1	56.2	56.1	59.5	17.7	25.3	▲ 42.8%
TOTAL	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	422.8	▲ 43.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	80.5	85.1	93.9	104.2	121.4	130.6	123.0	134.3	109.2	148.1	▲ 35.6%
Food Service	101.5	103.5	106.9	114.8	127.7	136.4	130.1	139.0	80.2	118.6	▲ 48.0%
Food Stores	21.2	20.8	21.4	22.4	23.0	23.3	22.8	24.1	16.2	24.2	▲ 49.4%
Local Tran. & Gas	48.8	45.4	46.8	43.8	42.2	47.1	50.0	53.4	25.0	38.5	▲ 54.1%
Arts, Ent. & Rec.	51.7	52.5	54.3	56.9	61.9	64.5	60.4	62.8	35.1	49.8	▲ 41.6%
Retail Sales	41.4	41.6	42.7	42.1	45.5	49.6	48.9	53.2	28.4	43.6	▲ 53.8%
TOTAL	345.1	349.0	365.9	384.3	421.8	451.6	435.2	466.8	294.1	422.8	▲ 43.8%

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

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

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

Mendocino County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	93.3	111.8	120.7	129.0	149.2	162.1	161.8	177.8	136.6	174.4	▲ 27.7%
Arts, Ent. & Rec.	26.5	33.7	36.9	34.4	35.6	37.8	26.5	28.4	15.9	16.1	▲ 1.5%
Retail**	9.4	9.4	9.9	10.2	11.1	11.6	11.3	12.0	12.5	13.4	▲ 7.3%
Ground Tran.	3.9	4.0	4.2	4.6	5.4	6.4	8.4	9.3	3.6	3.4	▼ -5.0%
Other Travel*	0.8	0.8	0.8	0.9	1.0	1.1	1.2	1.2	1.0	1.0	▲ 0.0%
TOTAL	134.0	159.7	172.5	179.1	202.3	219.0	209.1	228.6	169.5	208.3	▲ 22.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,000	3,490	3,560	3,560	3,880	4,120	3,920	4,160	3,210	3,700	▲ 15.6%
Arts, Ent. & Rec.	1,800	2,430	2,670	2,480	2,680	2,590	1,740	1,700	860	830	▼ -3.7%
Retail**	310	300	310	310	320	330	310	320	310	320	▲ 3.7%
Ground Tran.	110	110	110	120	130	140	160	180	170	140	▼ -16.3%
Other Travel*	30	20	30	30	30	30	30	30	20	20	▲ 2.7%
TOTAL	5,240	6,360	6,690	6,490	7,040	7,200	6,170	6,400	4,570	5,020	▲ 9.9%

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

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

**Retail includes gasoline.

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

Mendocino County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	13.7	15.0	16.2	17.5	18.5	20.1	22.3	24.3	19.6	25.7	▲ 31.1%
State Tax Receipts	17.4	18.6	19.5	19.5	20.3	20.9	20.5	22.2	14.7	20.5	▲ 39.3%
TOTAL	31.1	33.6	35.7	37.0	38.8	41.0	42.7	46.4	34.3	46.1	▲ 34.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	9.1	9.7	10.6	11.6	12.2	13.5	15.6	17.0	12.4	17.3	▲ 39.7%
Business or Employee	4.6	5.4	5.7	5.8	6.3	6.6	6.7	7.3	7.2	8.4	▲ 16.2%
TOTAL	13.7	15.0	16.2	17.5	18.5	20.1	22.3	24.3	19.6	25.7	▲ 31.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	13.0	13.2	13.7	13.6	14.0	14.6	15.2	16.4	9.1	13.8	▲ 50.6%
Business or Employee	4.3	5.4	5.8	5.9	6.3	6.3	5.3	5.8	5.5	6.7	▲ 20.7%
TOTAL	17.4	18.6	19.5	19.5	20.3	20.9	20.5	22.2	14.7	20.5	▲ 39.3%

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

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

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

Merced County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	247.2	▲ 83.3%
Other Travel*	51.6	46.2	46.5	41.3	36.3	41.5	50.1	51.4	17.4	30.8	▲ 77.0%
TOTAL	249.4	244.2	264.3	260.7	245.8	270.2	296.2	311.3	152.3	278.0	▲ 82.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	49.5	53.9	69.8	76.3	72.7	77.5	82.3	87.2	79.0	103.8	▲ 31.4%
Private Home	80.5	77.2	78.0	73.8	69.8	79.7	88.1	94.3	25.5	95.7	▲ 275.1%
Campground	6.7	6.9	7.2	7.3	7.4	7.8	8.2	8.8	7.4	9.2	▲ 24.7%
2nd Home	15.6	15.3	15.7	15.3	15.6	16.4	17.5	17.9	12.0	13.0	▲ 7.9%
Day Travel	45.4	44.7	47.1	46.7	44.1	47.3	50.1	51.8	10.9	25.5	▲ 133.4%
TOTAL	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	247.2	▲ 83.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	26.7	28.9	36.2	40.1	39.9	42.3	44.6	47.3	36.8	49.3	▲ 34.0%
Food Service	51.7	53.3	58.0	61.2	60.6	64.6	67.8	71.2	40.1	75.9	▲ 89.1%
Food Stores	11.7	11.5	12.2	12.5	12.1	12.5	12.7	13.0	6.8	14.0	▲ 105.6%
Local Tran. & Gas	57.5	53.2	55.6	50.4	43.9	49.7	56.7	58.9	16.3	40.2	▲ 146.3%
Arts, Ent. & Rec.	24.9	25.5	27.8	28.7	27.8	29.0	29.7	30.4	16.7	29.7	▲ 78.3%
Retail Sales	25.3	25.6	27.9	26.4	25.3	29.9	34.1	38.7	17.9	37.7	▲ 110.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.3	0.3	0.4	▲ 50.2%
TOTAL	197.8	198.0	217.8	219.4	209.5	228.7	246.1	259.9	134.9	247.2	▲ 83.3%

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

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

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

Merced County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	28.3	31.5	38.6	43.2	44.4	46.6	49.7	53.0	48.9	59.5	▲ 21.5%
Arts, Ent. & Rec.	12.1	16.4	19.2	18.7	18.5	19.7	20.9	20.8	10.8	14.1	▲ 29.8%
Retail**	6.1	6.1	6.7	6.8	6.8	7.4	7.8	8.4	8.6	9.9	▲ 15.0%
Ground Tran.	3.6	3.7	4.0	4.2	4.4	5.3	7.5	8.1	2.5	3.6	▲ 47.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	1.4	0.5	0.5	1.0	1.3	▲ 24.5%
Other Travel*	1.5	1.3	1.5	1.6	1.8	2.3	3.5	3.7	3.7	3.1	▼ -17.2%
TOTAL	51.7	59.0	70.0	74.5	75.9	82.7	89.8	94.5	75.6	91.4	▲ 20.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,190	1,330	1,530	1,610	1,550	1,570	1,580	1,630	1,480	1,640	▲ 11.0%
Arts, Ent. & Rec.	830	1,080	1,240	1,130	1,080	1,140	1,090	1,060	560	690	▲ 22.8%
Retail**	220	220	250	240	230	240	250	260	240	260	▲ 8.8%
Ground Tran.	100	100	110	110	110	110	150	160	120	150	▲ 29.6%
Visitor Air Tran.	0	0	0	0	0	10	<10	<10	<10	10	▲ 31.6%
Other Travel*	60	50	60	60	70	70	80	80	90	70	▼ -16.6%
TOTAL	2,400	2,790	3,190	3,150	3,030	3,150	3,150	3,190	2,500	2,830	▲ 13.4%

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

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

**Retail includes gasoline.

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

Merced County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.4	4.8	5.8	6.3	6.2	7.2	8.1	8.6	7.1	9.8	▲ 36.7%
State Tax Receipts	15.5	15.7	16.9	16.1	14.7	15.5	18.6	19.8	10.0	17.7	▲ 76.8%
TOTAL	19.9	20.5	22.8	22.4	20.9	22.7	26.7	28.5	17.1	27.4	▲ 60.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.6	2.9	3.6	3.9	3.9	4.7	5.3	5.7	4.0	6.1	▲ 54.6%
Business or Employee	1.7	1.9	2.2	2.4	2.3	2.6	2.8	3.0	3.2	3.6	▲ 14.2%
TOTAL	4.4	4.8	5.8	6.3	6.2	7.2	8.1	8.6	7.1	9.8	▲ 36.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	13.7	13.5	14.4	13.4	12.2	13.0	16.1	17.2	7.4	14.5	▲ 94.8%
Business or Employee	1.8	2.2	2.6	2.7	2.6	2.5	2.5	2.6	2.6	3.2	▲ 24.5%
TOTAL	15.5	15.7	16.9	16.1	14.7	15.5	18.6	19.8	10.0	17.7	▲ 76.8%

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

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

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

Modoc County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.9	▲ 22.1%
Other Travel*	1.8	1.6	1.6	1.4	1.2	1.3	1.5	1.6	0.5	1.0	▲ 77.5%
TOTAL	23.8	23.2	24.2	24.0	24.3	25.9	27.3	29.5	21.0	25.9	▲ 23.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6.3	6.3	6.8	7.3	7.7	8.2	8.5	9.5	9.4	8.3	▼ -12.0%
Private Home	4.8	4.6	4.7	4.3	4.2	4.6	4.9	5.3	1.8	5.5	▲ 211.5%
Campground	3.8	3.9	4.1	4.1	4.1	4.3	4.5	4.9	4.1	5.1	▲ 24.7%
2nd Home	1.4	1.3	1.3	1.4	1.4	1.5	1.6	1.7	2.6	2.8	▲ 7.0%
Day Travel	5.6	5.5	5.7	5.7	5.7	6.0	6.2	6.6	2.5	3.2	▲ 29.2%
TOTAL	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.9	▲ 22.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	3.4	3.5	3.8	4.1	4.4	4.7	4.9	5.4	6.2	6.1	▼ -1.6%
Food Service	6.4	6.4	6.7	6.9	7.2	7.6	7.9	8.5	5.8	7.4	▲ 28.4%
Food Stores	1.9	1.8	1.9	2.0	2.0	2.0	2.0	2.1	1.5	2.2	▲ 45.5%
Local Tran. & Gas	3.9	3.6	3.7	3.4	3.1	3.4	3.9	4.1	2.1	3.0	▲ 40.3%
Arts, Ent. & Rec.	3.5	3.5	3.6	3.6	3.7	3.8	3.9	4.1	2.6	3.2	▲ 22.9%
Retail Sales	2.8	2.8	2.9	2.7	2.7	3.0	3.3	3.7	2.2	3.1	▲ 37.8%
TOTAL	22.0	21.6	22.6	22.7	23.1	24.6	25.7	27.9	20.4	24.9	▲ 22.1%

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

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

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



Modoc County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	6.8	6.8	6.8	6.7	7.4	7.9	7.7	8.7	9.0	9.3	▲ 4.1%
Arts, Ent. & Rec.	1.0	1.0	0.9	0.9	0.9	1.0	1.0	1.1	0.9	0.9	▼ -7.2%
Retail**	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.1	1.3	1.2	▼ -7.3%
Ground Tran.	0.3	0.3	0.3	0.3	0.3	0.4	0.6	0.6	0.3	0.2	▼ -16.2%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 1.7%
TOTAL	9.1	9.1	9.1	8.9	9.8	10.4	10.4	11.6	11.5	11.7	▲ 1.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	280	260	240	220	220	220	210	230	220	230	▲ 4.4%
Arts, Ent. & Rec.	50	50	40	40	30	30	30	30	30	20	▼ -11.2%
Retail**	30	30	40	30	30	30	30	30	30	30	▼ -2.2%
Ground Tran.	<10	<10	<10	<10	<10	<10	10	10	10	<10	▼ -26.2%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 13.0%
TOTAL	370	350	320	290	290	300	290	310	300	300	▲ 1.0%

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

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

**Retail includes gasoline.

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

Modoc County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.9	0.9	▼ -0.3%
State Tax Receipts	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.2	1.4	▲ 23.8%
TOTAL	1.9	1.9	2.0	1.9	1.9	2.0	2.2	2.4	2.1	2.4	▲ 13.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	▲ 3.3%
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.4	▼ -4.2%
TOTAL	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.9	0.9	▼ -0.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.2	0.7	1.0	▲ 37.2%
Business or Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	▼ -0.4%
TOTAL	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.2	1.4	▲ 23.8%

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

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

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

Mono County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	435.4	548.5	▲ 26.0%
Other Travel*	3.2	2.9	2.9	2.6	2.4	2.9	3.4	3.6	1.5	2.2	▲ 51.5%
TOTAL	433.8	473.6	474.4	495.0	548.3	615.8	625.7	671.0	436.9	550.7	▲ 26.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	317.5	358.1	359.2	379.7	429.9	487.5	490.0	529.3	317.5	409.4	▲ 29.0%
Private Home	7.5	8.7	8.4	7.7	7.8	9.7	10.3	10.0	3.1	8.7	▲ 178.4%
Campground	34.1	32.6	32.4	32.1	32.5	34.1	35.8	38.6	32.4	40.4	▲ 24.8%
2nd Home	40.6	39.0	39.3	40.2	40.9	43.7	47.7	48.9	66.8	71.5	▲ 7.0%
Day Travel	30.9	32.3	32.2	32.6	34.8	37.8	38.5	40.5	15.6	18.5	▲ 18.4%
TOTAL	430.6	470.8	471.5	492.4	545.9	612.9	622.3	667.4	435.4	548.5	▲ 26.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	137.6	153.7	154.1	165.6	188.9	214.2	212.6	234.4	175.7	230.6	▲ 31.2%
Food Service	120.5	133.7	133.9	141.8	159.9	178.1	181.5	194.5	118.9	144.8	▲ 21.8%
Food Stores	16.7	17.0	17.1	17.6	18.4	19.3	19.3	20.4	14.8	18.5	▲ 25.0%
Local Tran. & Gas	49.5	49.5	49.7	46.4	46.0	53.3	58.9	62.6	32.2	43.0	▲ 33.6%
Arts, Ent. & Rec.	61.2	67.2	67.4	69.6	76.7	83.2	82.9	86.5	52.3	61.8	▲ 18.0%
Retail Sales	45.1	49.7	49.4	51.3	56.0	62.2	64.5	67.4	40.7	49.8	▲ 22.5%
TOTAL	430.6	470.8	471.5	492.4	545.9	610.2	619.7	665.7	434.6	548.5	▲ 26.2%

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

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

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

Mono County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	61.8	72.2	71.1	75.2	87.9	106.6	108.3	121.4	84.2	117.1	▲ 39.1%
Arts, Ent. & Rec.	21.9	28.3	37.2	42.0	44.0	43.5	48.8	51.7	39.5	40.3	▲ 2.1%
Retail**	9.4	10.1	10.3	10.9	12.1	13.4	13.6	13.7	13.7	15.5	▲ 12.5%
Ground Tran.	4.8	5.3	5.4	5.7	6.8	8.5	11.8	13.1	5.2	4.3	▼ -18.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	5.1	5.2	6.6	6.7	5.9	▼ -12.2%
Other Travel*	0.2	0.2	0.3	0.3	0.3	0.8	1.0	1.4	0.9	1.0	▲ 4.7%
TOTAL	98.1	116.1	124.3	134.1	151.0	177.8	188.6	207.8	150.2	184.0	▲ 22.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,150	2,390	2,230	2,270	2,420	2,720	2,840	3,090	2,160	2,850	▲ 31.9%
Arts, Ent. & Rec.	1,110	1,310	1,720	2,160	2,250	2,250	2,340	2,280	1,560	1,710	▲ 9.3%
Retail**	310	330	350	350	350	350	370	360	330	360	▲ 8.4%
Ground Tran.	130	150	150	150	160	180	230	260	250	180	▼ -27.7%
Visitor Air Tran.	0	0	0	0	0	50	50	70	60	60	▼ -7.3%
Other Travel*	<10	<10	<10	<10	10	20	20	20	10	20	▲ 12.2%
TOTAL	3,720	4,180	4,450	4,930	5,200	5,580	5,840	6,080	4,380	5,170	▲ 18.1%

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

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

**Retail includes gasoline.

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



Mono County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	18.9	26.2	26.3	28.7	32.8	37.0	37.6	41.4	30.0	38.8	▲ 29.5%
State Tax Receipts	13.5	15.3	15.7	15.9	16.9	18.3	19.3	20.8	15.0	18.4	▲ 22.8%
TOTAL	32.4	41.5	42.0	44.6	49.7	55.3	56.8	62.3	45.0	57.3	▲ 27.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.5	22.2	22.2	24.3	28.0	31.6	31.7	35.0	23.8	31.7	▲ 33.1%
Business or Employee	3.4	3.9	4.1	4.4	4.8	5.4	5.8	6.4	6.1	7.1	▲ 15.8%
TOTAL	18.9	26.2	26.3	28.7	32.8	37.0	37.6	41.4	30.0	38.8	▲ 29.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	10.1	11.1	11.2	11.1	11.8	12.8	13.8	14.8	9.2	11.6	▲ 25.4%
Business or Employee	3.4	4.3	4.5	4.8	5.1	5.6	5.5	6.0	5.8	6.9	▲ 18.8%
TOTAL	13.5	15.3	15.7	15.9	16.9	18.3	19.3	20.8	15.0	18.4	▲ 22.8%

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

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

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

Monterey County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,477	▲ 63.8%
Other Travel*	109	100	101	92	85	95	105	113	43	64	▲ 49.6%
TOTAL	2,427	2,495	2,602	2,702	2,759	2,820	3,136	3,241	1,555	2,541	▲ 63.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,627	1,705	1,797	1,893	1,952	1,964	2,214	2,281	1,145	1,890	▲ 65.1%
Private Home	159	154	154	158	157	173	191	205	71	194	▲ 172.5%
Campground	37	38	41	41	42	44	46	50	41	52	▲ 24.7%
2nd Home	57	56	57	58	58	63	72	73	101	108	▲ 7.0%
Day Travel	438	442	452	460	465	482	508	519	153	234	▲ 52.3%
TOTAL	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,477	▲ 63.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	540	582	634	684	712	716	835	879	449	866	▲ 92.7%
Food Service	709	734	757	800	837	859	939	967	485	727	▲ 49.9%
Food Stores	67	67	70	73	73	73	76	78	43	62	▲ 42.9%
Local Tran. & Gas	245	233	240	224	208	224	261	267	103	171	▲ 66.5%
Arts, Ent. & Rec.	325	336	346	358	367	368	393	394	184	274	▲ 48.7%
Retail Sales	417	426	437	454	459	469	509	520	241	368	▲ 52.9%
Visitor Air Tran.	16	17	17	18	18	17	18	24	7	10	▲ 43.2%
TOTAL	2,319	2,395	2,501	2,610	2,674	2,726	3,030	3,128	1,512	2,477	▲ 63.8%

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

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

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

Monterey County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	505	524	559	590	637	656	744	786	561	660	▲ 17.7%
Arts, Ent. & Rec.	331	346	365	386	388	397	439	455	349	359	▲ 2.9%
Retail**	65	67	70	75	77	76	85	86	87	95	▲ 8.7%
Ground Tran.	22	23	24	26	28	32	46	49	18	18	▲ 1.9%
Visitor Air Tran.	11	13	13	16	16	16	18	20	19	17	▼ -12.3%
Other Travel*	16	17	18	19	20	21	22	24	22	20	▼ -9.5%
TOTAL	951	989	1,050	1,111	1,166	1,199	1,354	1,420	1,056	1,169	▲ 10.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	15,340	15,740	16,160	16,270	16,780	16,620	17,940	18,160	13,350	14,250	▲ 6.7%
Arts, Ent. & Rec.	4,400	4,500	4,660	4,710	4,770	4,670	5,070	5,360	3,750	4,100	▲ 9.5%
Retail**	2,040	2,080	2,130	2,170	2,200	2,090	2,270	2,220	2,090	2,150	▲ 3.0%
Ground Tran.	590	620	630	640	660	670	900	980	760	690	▼ -9.9%
Visitor Air Tran.	100	110	110	130	130	130	140	140	120	110	▼ -7.3%
Other Travel*	280	270	280	290	310	320	320	310	270	250	▼ -7.3%
TOTAL	22,750	23,310	23,970	24,210	24,860	24,500	26,630	27,160	20,340	21,550	▲ 6.0%

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

**Retail includes gasoline.

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Monterey County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	94	100	106	113	117	125	146	154	97	146	▲ 50.5%
State Tax Receipts	117	123	129	131	130	126	139	144	86	118	▲ 36.9%
TOTAL	211	223	235	244	247	251	285	298	183	264	▲ 44.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	63	67	73	78	82	88	104	109	54	100	▲ 87.5%
Business or Employee	32	32	33	35	35	37	42	44	43	45	▲ 4.6%
TOTAL	94	100	106	113	117	125	146	154	97	146	▲ 50.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	85	89	92	92	92	92	103	106	51	79	▲ 54.4%
Business or Employee	32	35	37	38	38	34	36	38	35	40	▲ 11.7%
TOTAL	117	123	129	131	130	126	139	144	86	118	▲ 36.9%

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

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

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Napa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,467	▲ 53.0%
Other Travel*	45	43	45	43	62	62	71	71	30	35	▲ 16.4%
TOTAL	1,281	1,334	1,412	1,475	1,629	1,659	1,793	1,855	989	1,502	▲ 51.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	854	912	975	1,033	1,149	1,164	1,287	1,335	746	1,151	▲ 54.3%
Private Home	33	32	32	30	31	32	35	37	11	36	▲ 222.5%
Campground	16	14	16	16	16	17	17	19	16	20	▲ 24.6%
2nd Home	19	19	19	21	21	22	25	26	46	49	▲ 6.5%
Day Travel	314	315	325	332	351	362	358	368	140	211	▲ 50.8%
TOTAL	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,467	▲ 53.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	317	354	393	427	485	489	546	572	281	530	▲ 88.5%
Food Service	339	351	365	385	426	440	473	494	293	402	▲ 37.0%
Food Stores	36	35	37	38	40	40	41	43	24	34	▲ 42.6%
Local Tran. & Gas	81	76	80	75	74	80	91	95	45	68	▲ 51.5%
Arts, Ent. & Rec.	231	238	248	255	276	279	290	295	161	218	▲ 34.9%
Retail Sales	232	237	245	250	267	269	280	285	154	216	▲ 39.9%
TOTAL	1,236	1,291	1,367	1,432	1,568	1,597	1,722	1,784	959	1,467	▲ 53.0%

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

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

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Napa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	311	349	389	416	465	483	544	580	379	458	▲ 20.8%
Arts, Ent. & Rec.	100	108	115	111	127	149	170	186	122	125	▲ 1.8%
Retail**	35	35	37	39	42	42	42	43	44	46	▲ 5.2%
Ground Tran.	9	10	10	11	13	15	22	23	9	9	▼ -6.7%
Other Travel*	6	6	7	8	14	14	16	16	11	9	▼ -20.4%
TOTAL	461	508	559	585	661	702	793	848	566	646	▲ 14.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	7,990	8,560	9,370	9,500	9,880	9,910	10,490	10,650	7,050	7,770	▲ 10.2%
Arts, Ent. & Rec.	4,640	5,000	5,210	4,840	5,210	5,960	6,370	6,440	4,030	4,560	▲ 13.2%
Retail**	1,000	1,020	1,090	1,080	1,160	1,120	1,130	1,100	1,090	1,050	▼ -3.7%
Ground Tran.	260	270	280	280	310	310	420	470	430	350	▼ -17.8%
Other Travel*	130	140	160	150	210	210	200	200	130	120	▼ -13.2%
TOTAL	14,010	14,990	16,100	15,860	16,760	17,510	18,610	18,850	12,730	13,840	▲ 8.7%

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

**Retail includes gasoline.

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Napa County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	63	69	75	80	89	87	98	103	63	98	▲ 55.0%
State Tax Receipts	53	57	61	62	66	65	69	73	48	62	▲ 29.7%
TOTAL	116	126	136	142	155	152	167	176	111	160	▲ 44.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	46	51	56	61	68	66	73	77	40	72	▲ 82.6%
Business or Employee	16	17	19	19	21	22	25	26	23	25	▲ 8.1%
TOTAL	63	69	75	80	89	87	98	103	63	98	▲ 55.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	38	40	41	42	44	44	47	49	28	39	▲ 41.1%
Business or Employee	15	18	19	20	21	21	22	23	20	23	▲ 13.9%
TOTAL	53	57	61	62	66	65	69	73	48	62	▲ 29.7%

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

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Nevada County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	364.1	▲ 40.6%
Other Travel*	21.2	19.7	17.3	15.3	13.4	15.1	17.5	18.3	6.2	11.0	▲ 77.5%
TOTAL	293.5	295.9	305.7	318.4	338.6	362.6	387.6	414.1	265.2	375.1	▲ 41.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	83.0	89.9	99.7	115.3	134.1	146.7	155.4	169.5	93.8	130.8	▲ 39.4%
Private Home	55.6	54.3	54.8	51.3	51.3	54.7	59.2	63.8	21.0	65.4	▲ 211.6%
Campground	26.7	26.3	26.5	26.3	26.6	27.9	29.3	31.6	26.5	33.1	▲ 24.7%
2nd Home	44.2	43.2	43.8	45.4	46.2	49.0	53.5	54.8	86.2	92.2	▲ 7.0%
Day Travel	62.7	62.5	63.5	64.8	67.0	69.1	72.6	76.1	31.4	42.5	▲ 35.2%
TOTAL	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	364.1	▲ 40.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	49.8	53.1	58.2	65.6	74.2	80.5	83.9	91.1	73.8	97.5	▲ 32.1%
Food Service	83.1	85.6	88.5	95.8	105.0	110.8	116.5	124.5	79.1	113.1	▲ 43.0%
Food Stores	18.2	17.9	18.4	19.0	19.3	19.5	19.8	20.7	13.5	21.2	▲ 56.9%
Local Tran. & Gas	41.7	38.9	39.9	37.1	35.1	38.9	44.4	47.1	22.0	33.7	▲ 53.4%
Arts, Ent. & Rec.	45.4	46.5	48.0	50.5	54.1	55.6	57.1	59.4	38.0	51.1	▲ 34.4%
Retail Sales	33.9	34.3	35.4	35.1	37.4	42.3	48.5	53.1	32.6	47.5	▲ 45.9%
TOTAL	272.2	276.2	288.4	303.1	325.2	347.6	370.0	395.8	259.0	364.1	▲ 40.6%

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

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

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Nevada County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	64.8	68.8	79.1	84.0	95.2	103.1	113.6	124.4	99.9	123.1	▲ 23.2%
Arts, Ent. & Rec.	17.7	22.6	17.5	16.6	18.6	21.2	21.1	22.6	21.9	23.6	▲ 8.0%
Retail**	8.1	8.1	8.5	8.8	9.5	10.0	10.9	11.5	12.5	13.8	▲ 9.8%
Ground Tran.	2.9	3.0	3.2	3.5	4.0	4.7	6.8	7.5	3.1	2.9	▼ -5.9%
Other Travel*	1.3	1.5	0.6	0.6	0.7	0.7	0.8	0.8	0.7	0.7	▼ -5.1%
TOTAL	94.9	104.0	108.9	113.4	128.0	139.8	153.1	166.8	138.2	164.1	▲ 18.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,830	1,960	2,200	2,170	2,280	2,430	2,580	2,690	2,150	2,410	▲ 11.9%
Arts, Ent. & Rec.	870	1,060	820	740	770	840	820	850	750	740	▼ -1.8%
Retail**	260	270	270	270	280	290	310	310	310	330	▲ 6.2%
Ground Tran.	80	80	90	90	100	100	130	150	150	120	▼ -17.1%
Other Travel*	40	40	20	20	20	20	20	20	20	20	▼ -13.8%
TOTAL	3,080	3,410	3,390	3,290	3,450	3,680	3,860	4,020	3,370	3,610	▲ 6.9%

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

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

**Retail includes gasoline.

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

Nevada County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.0	8.6	9.2	10.1	11.3	12.7	14.2	15.5	12.4	15.9	▲ 28.9%
State Tax Receipts	14.5	15.2	15.7	15.7	16.1	16.5	18.4	19.8	13.7	18.8	▲ 37.3%
TOTAL	22.5	23.8	25.0	25.7	27.3	29.2	32.5	35.3	26.1	34.7	▲ 33.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.7	5.0	5.6	6.3	7.2	8.3	9.3	10.1	6.5	9.4	▲ 43.9%
Business or Employee	3.3	3.5	3.6	3.8	4.1	4.4	4.9	5.3	5.9	6.6	▲ 12.3%
TOTAL	8.0	8.6	9.2	10.1	11.3	12.7	14.2	15.5	12.4	15.9	▲ 28.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	11.4	11.6	12.0	11.9	12.0	12.5	14.4	15.5	9.1	13.4	▲ 47.5%
Business or Employee	3.1	3.6	3.7	3.8	4.0	4.0	4.0	4.3	4.6	5.4	▲ 17.1%
TOTAL	14.5	15.2	15.7	15.7	16.1	16.5	18.4	19.8	13.7	18.8	▲ 37.3%

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

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

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



Orange County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%
Other Travel*	1,367	1,371	1,485	1,467	1,512	1,564	1,736	1,789	883	965	▲ 9.2%
TOTAL	10,370	11,026	11,883	12,696	13,477	13,815	13,922	14,463	6,803	10,673	▲ 56.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	5,693	6,288	6,996	7,709	8,343	8,415	7,943	8,207	3,597	5,906	▲ 64.2%
Private Home	1,173	1,263	1,375	1,452	1,477	1,641	1,848	2,013	950	2,024	▲ 113.0%
Campground	63	63	43	45	47	48	145	156	136	166	▲ 22.4%
2nd Home	213	240	272	265	272	289	316	322	637	669	▲ 5.1%
Day Travel	1,861	1,800	1,712	1,757	1,825	1,860	1,934	1,975	600	943	▲ 57.2%
TOTAL	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,908	2,075	2,259	2,489	2,710	2,717	2,984	3,101	1,335	2,377	▲ 78.0%
Food Service	2,475	2,665	2,872	3,085	3,342	3,445	3,248	3,385	1,677	2,632	▲ 56.9%
Food Stores	311	348	386	405	414	412	441	451	276	435	▲ 57.5%
Local Tran. & Gas	432	358	300	305	304	319	322	330	121	213	▲ 75.9%
Arts, Ent. & Rec.	2,212	2,413	2,627	2,798	2,957	2,979	2,794	2,831	1,348	2,098	▲ 55.6%
Retail Sales	1,336	1,452	1,589	1,756	1,844	1,992	1,975	2,159	1,042	1,797	▲ 72.4%
Visitor Air Tran.	330	343	366	390	393	389	421	418	119	156	▲ 31.3%
TOTAL	9,003	9,655	10,397	11,229	11,964	12,252	12,186	12,673	5,920	9,708	▲ 64.0%

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

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

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

Orange County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,788	1,869	1,984	2,176	2,422	2,510	2,594	2,749	2,016	2,376	▲ 17.9%
Arts, Ent. & Rec.	1,194	1,365	1,562	1,713	1,900	2,065	1,926	1,973	1,098	1,290	▲ 17.5%
Retail**	203	222	245	275	292	302	301	315	314	340	▲ 8.2%
Ground Tran.	61	55	51	53	60	66	79	86	32	35	▲ 10.2%
Visitor Air Tran.	24	26	27	30	40	43	46	50	45	38	▼ -16.8%
Other Travel*	217	236	274	288	338	348	379	392	322	253	▼ -21.3%
TOTAL	3,486	3,772	4,144	4,534	5,052	5,334	5,325	5,564	3,827	4,332	▲ 13.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	53,380	57,480	60,020	62,540	66,580	67,180	65,570	66,920	50,020	54,260	▲ 8.5%
Arts, Ent. & Rec.	32,870	37,430	41,200	44,990	47,550	48,110	48,970	49,410	26,940	28,770	▲ 6.8%
Retail**	5,830	6,440	6,910	7,490	7,750	7,930	7,690	7,750	7,220	7,360	▲ 1.9%
Ground Tran.	1,570	1,450	1,320	1,280	1,370	1,380	1,520	1,670	1,240	1,220	▼ -1.9%
Visitor Air Tran.	400	420	430	460	520	560	580	610	500	440	▼ -12.0%
Other Travel*	4,310	4,580	5,220	5,200	5,760	5,940	6,080	6,010	4,740	3,620	▼ -23.5%
TOTAL	98,350	107,800	115,100	121,960	129,520	131,090	130,420	132,370	90,660	95,670	▲ 5.5%

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

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

**Retail includes gasoline.

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

Orange County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	406	440	476	521	566	578	619	644	355	517	▲ 45.6%
State Tax Receipts	402	437	467	494	514	515	504	532	315	448	▲ 42.4%
TOTAL	808	876	943	1,015	1,080	1,093	1,123	1,176	670	965	▲ 44.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	284	310	337	371	405	414	453	471	198	349	▲ 76.3%
Business or Employee	122	130	139	151	162	164	166	173	157	169	▲ 7.1%
TOTAL	406	440	476	521	566	578	619	644	355	517	▲ 45.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	286	304	321	337	348	354	354	375	180	295	▲ 64.1%
Business or Employee	116	133	146	157	166	161	151	157	135	153	▲ 13.4%
TOTAL	402	437	467	494	514	515	504	532	315	448	▲ 42.4%

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

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

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

Placer County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	948	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,198	▲ 13.3%
Other Travel*	75	69	70	64	62	75	87	93	36	54	▲ 48.2%
TOTAL	1,023	1,036	1,034	1,099	1,224	1,349	1,403	1,490	1,093	1,251	▲ 14.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	527	547	543	605	718	804	813	866	727	685	▼ -5.8%
Private Home	152	153	152	157	159	172	189	206	67	210	▲ 212.1%
Campground	31	29	30	30	30	32	33	36	30	38	▲ 24.7%
2nd Home	109	109	111	109	110	116	122	125	170	181	▲ 6.4%
Day Travel	130	130	129	135	144	150	158	165	63	84	▲ 34.3%
TOTAL	948	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,198	▲ 13.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	205	217	223	251	297	334	337	362	360	365	▲ 1.5%
Food Service	280	288	284	312	357	388	398	423	303	349	▲ 15.1%
Food Stores	40	40	40	43	45	46	46	48	36	47	▲ 30.0%
Local Tran. & Gas	126	119	118	112	110	124	139	146	70	96	▲ 36.6%
Arts, Ent. & Rec.	178	183	181	193	214	226	227	235	174	196	▲ 12.4%
Retail Sales	120	121	119	124	139	156	167	182	113	144	▲ 27.4%
TOTAL	948	968	965	1,035	1,162	1,274	1,315	1,397	1,057	1,198	▲ 13.3%

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

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

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

Placer County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	170	185	183	197	244	272	285	310	261	314	▲ 20.4%
Arts, Ent. & Rec.	85	97	93	94	96	112	117	124	102	136	▲ 33.2%
Retail**	22	22	22	24	27	29	31	32	36	39	▲ 7.9%
Ground Tran.	10	10	10	11	14	16	23	25	11	9	▼ -19.2%
Other Travel*	3	3	4	4	6	9	9	11	8	8	▲ 0.3%
TOTAL	291	317	312	331	387	439	465	502	419	507	▲ 21.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,200	6,580	6,280	6,440	7,340	7,880	7,970	8,230	6,660	7,420	▲ 11.4%
Arts, Ent. & Rec.	3,960	4,270	3,880	3,820	4,340	4,910	4,960	4,800	3,590	4,830	▲ 34.5%
Retail**	680	680	680	710	790	830	840	850	920	910	▼ -0.4%
Ground Tran.	270	280	280	290	320	350	450	500	530	380	▼ -28.8%
Other Travel*	100	100	100	120	160	210	220	240	200	210	▲ 8.0%
TOTAL	11,210	11,900	11,210	11,380	12,950	14,190	14,440	14,610	11,900	13,760	▲ 15.6%

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

**Retail includes gasoline.

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Placer County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	28	30	30	33	38	43	45	49	47	50	▲ 6.8%
State Tax Receipts	48	50	50	51	54	58	63	67	49	60	▲ 23.8%
TOTAL	76	80	80	84	92	100	108	116	96	111	▲ 15.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	18	19	20	22	26	30	32	34	31	32	▲ 2.9%
Business or Employee	10	10	10	10	12	13	14	15	16	19	▲ 14.3%
TOTAL	28	30	30	33	38	43	45	49	47	50	▲ 6.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	38	38	38	39	41	43	49	52	32	41	▲ 28.2%
Business or Employee	10	12	12	12	13	14	14	15	16	19	▲ 15.2%
TOTAL	48	50	50	51	54	58	63	67	49	60	▲ 23.8%

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

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



Plumas County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	142.7	▲ 29.5%
Other Travel*	3.8	3.3	3.3	2.8	2.5	2.8	3.3	3.4	1.2	2.1	▲ 77.5%
TOTAL	117.7	114.1	115.3	112.5	114.4	118.8	131.2	149.7	111.3	144.8	▲ 30.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	42.0	42.3	42.3	43.5	47.4	47.3	49.0	61.6	39.7	53.9	▲ 35.8%
Private Home	11.1	10.4	10.2	9.2	9.4	10.5	11.3	12.4	4.1	12.7	▲ 211.3%
Campground	20.3	19.3	20.8	20.6	20.8	21.8	22.9	24.7	20.7	25.9	▲ 24.8%
2nd Home	22.4	21.4	21.2	21.7	22.1	23.5	25.6	26.2	37.8	40.5	▲ 7.0%
Day Travel	18.1	17.4	17.6	14.6	12.2	12.8	19.1	21.2	7.8	9.7	▲ 24.2%
TOTAL	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	142.7	▲ 29.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	26.5	26.6	27.4	28.5	30.8	31.3	32.3	38.4	34.8	44.9	▲ 29.1%
Food Service	32.0	31.6	31.5	31.4	32.7	33.6	36.8	42.2	30.8	39.7	▲ 28.8%
Food Stores	8.3	7.8	8.2	8.2	8.3	8.4	8.7	9.4	7.3	9.8	▲ 33.7%
Local Tran. & Gas	17.7	15.9	16.2	14.1	12.7	13.9	16.8	18.7	10.4	14.4	▲ 39.2%
Arts, Ent. & Rec.	17.5	17.2	17.2	16.6	16.8	16.9	18.3	20.3	14.8	18.2	▲ 22.5%
Retail Sales	11.9	11.6	11.6	10.9	10.7	11.8	15.0	17.2	12.1	15.8	▲ 30.3%
TOTAL	113.9	110.7	112.1	109.7	111.9	116.0	127.9	146.2	110.2	142.7	▲ 29.5%

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

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

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

Plumas County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	24.5	25.6	26.2	26.9	29.6	31.8	35.7	42.4	32.8	40.5	▲ 23.3%
Arts, Ent. & Rec.	5.3	5.3	5.4	5.3	5.4	3.9	3.9	4.4	4.0	4.4	▲ 11.1%
Retail**	3.2	3.1	3.2	3.2	3.2	3.6	4.1	4.4	4.9	4.8	▼ -0.4%
Ground Tran.	1.3	1.3	1.3	1.3	1.5	1.7	2.5	3.0	1.4	1.2	▼ -15.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	▲ 33.0%
TOTAL	34.4	35.3	36.2	36.9	39.8	41.2	46.4	54.3	43.2	51.1	▲ 18.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	910	940	900	920	920	980	1,070	1,200	850	970	▲ 13.6%
Arts, Ent. & Rec.	180	170	190	170	180	120	130	140	110	140	▲ 18.4%
Retail**	130	120	120	120	130	130	150	160	160	160	▼ -1.9%
Ground Tran.	40	40	40	30	40	40	50	60	70	50	▼ -25.1%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 22.8%
TOTAL	1,260	1,280	1,250	1,250	1,260	1,280	1,400	1,560	1,200	1,320	▲ 9.8%

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

**Retail includes gasoline.

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

Plumas County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	3.1	3.1	3.2	3.3	3.5	3.5	4.0	4.8	4.1	5.2	▲ 26.2%
State Tax Receipts	5.3	5.3	5.4	5.1	5.0	5.1	5.9	6.8	5.2	6.7	▲ 27.3%
TOTAL	8.4	8.5	8.6	8.4	8.5	8.6	9.9	11.5	9.3	11.9	▲ 26.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	2.0	2.0	2.0	2.1	2.3	2.3	2.6	3.2	2.4	3.3	▲ 36.2%
Business or Employee	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.6	1.7	1.9	▲ 11.9%
TOTAL	3.1	3.1	3.2	3.3	3.5	3.5	4.0	4.8	4.1	5.2	▲ 26.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.1	4.1	4.1	3.8	3.7	3.8	4.6	5.2	3.6	4.8	▲ 32.8%
Business or Employee	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.6	1.6	1.9	▲ 15.4%
TOTAL	5.3	5.3	5.4	5.1	5.0	5.1	5.9	6.8	5.2	6.7	▲ 27.3%

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

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

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

Riverside County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	8,255	▲ 32.8%
Other Travel*	584	553	560	520	505	505	584	599	243	356	▲ 46.9%
TOTAL	6,765	6,797	6,952	7,209	7,533	7,929	8,604	8,991	6,459	8,611	▲ 33.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,297	2,430	2,554	2,745	2,993	3,123	3,404	3,567	2,444	3,793	▲ 55.2%
Private Home	836	824	835	863	885	976	1,079	1,170	824	1,166	▲ 41.5%
Campground	231	198	185	185	187	196	206	222	186	232	▲ 24.7%
2nd Home	992	984	1,004	1,038	1,058	1,132	1,234	1,263	1,871	1,998	▲ 6.8%
Day Travel	1,826	1,807	1,815	1,858	1,905	1,996	2,098	2,169	891	1,066	▲ 19.6%
TOTAL	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	8,255	▲ 32.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,018	1,069	1,148	1,244	1,371	1,427	1,531	1,584	1,329	1,949	▲ 46.7%
Food Service	1,952	1,996	2,019	2,149	2,293	2,414	2,574	2,704	2,120	2,713	▲ 28.0%
Food Stores	263	250	253	263	267	272	279	288	237	296	▲ 24.8%
Local Tran. & Gas	804	755	767	725	693	756	860	897	499	701	▲ 40.5%
Arts, Ent. & Rec.	1,057	1,076	1,089	1,132	1,185	1,218	1,269	1,299	971	1,222	▲ 25.9%
Retail Sales	1,006	1,013	1,019	1,076	1,114	1,224	1,384	1,473	1,004	1,293	▲ 28.9%
Visitor Air Tran.	83	85	98	99	105	112	124	146	57	81	▲ 41.0%
TOTAL	6,181	6,244	6,392	6,689	7,028	7,423	8,020	8,391	6,216	8,255	▲ 32.8%

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

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

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

Riverside County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	992	1,026	1,104	1,201	1,343	1,433	1,557	1,664	1,341	1,684	▲ 25.5%
Arts, Ent. & Rec.	427	459	497	512	557	584	630	665	496	646	▲ 30.3%
Retail**	166	165	170	183	193	202	221	230	239	254	▲ 6.1%
Ground Tran.	67	68	72	79	89	100	136	150	90	83	▼ -8.2%
Visitor Air Tran.	18	20	20	23	19	20	21	17	17	15	▼ -9.6%
Other Travel*	72	78	79	84	98	74	79	77	62	60	▼ -3.5%
TOTAL	1,742	1,816	1,941	2,081	2,298	2,412	2,644	2,804	2,245	2,741	▲ 22.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	39,740	41,730	43,670	45,450	47,770	49,180	51,170	52,510	43,060	49,240	▲ 14.4%
Arts, Ent. & Rec.	16,750	17,620	18,720	19,070	19,790	20,130	21,530	22,370	15,710	20,640	▲ 31.3%
Retail**	5,710	5,660	5,770	5,930	6,060	6,230	6,630	6,700	6,480	6,520	▲ 0.7%
Ground Tran.	1,740	1,800	1,820	1,900	2,010	2,080	2,620	2,910	3,380	2,670	▼ -20.8%
Visitor Air Tran.	290	310	320	350	280	290	290	260	220	210	▼ -4.5%
Other Travel*	1,400	1,430	1,550	1,570	1,990	1,830	1,950	1,860	1,400	1,290	▼ -7.7%
TOTAL	65,640	68,540	71,850	74,260	77,900	79,740	84,190	86,600	70,240	80,570	▲ 14.7%

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

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

**Retail includes gasoline.

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

Riverside County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	173	184	195	213	236	248	280	293	229	317	▲ 38.5%
State Tax Receipts	320	331	340	345	349	358	399	423	316	410	▲ 29.6%
TOTAL	493	515	535	558	585	606	679	716	545	727	▲ 33.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	112	122	130	144	163	174	198	207	137	211	▲ 54.1%
Business or Employee	60	62	65	69	73	74	82	87	92	106	▲ 15.4%
TOTAL	173	184	195	213	236	248	280	293	229	317	▲ 38.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	260	264	269	271	272	282	322	341	230	307	▲ 33.3%
Business or Employee	60	66	71	74	78	76	78	82	86	103	▲ 19.5%
TOTAL	320	331	340	345	349	358	399	423	316	410	▲ 29.6%

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

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

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

Sacramento County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,503	▲ 70.0%
Other Travel*	754	733	767	778	769	791	865	932	365	510	▲ 39.8%
TOTAL	3,319	3,350	3,495	3,592	3,638	3,836	4,162	4,413	1,837	3,013	▲ 64.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,125	1,184	1,264	1,336	1,385	1,430	1,568	1,654	972	1,315	▲ 35.2%
Private Home	706	698	712	719	722	799	876	946	277	765	▲ 176.0%
Campground	13	13	13	13	13	14	15	16	13	17	▲ 24.7%
2nd Home	23	23	23	23	23	24	26	26	24	25	▲ 6.4%
Day Travel	698	699	715	723	725	777	813	839	186	382	▲ 105.2%
TOTAL	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,503	▲ 70.0%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	268	293	326	359	384	412	459	483	279	399	▲ 43.2%
Food Service	695	716	736	775	808	853	914	960	425	757	▲ 78.2%
Food Stores	89	87	91	94	94	96	99	102	41	84	▲ 102.3%
Local Tran. & Gas	530	512	531	505	478	515	577	599	212	376	▲ 77.1%
Arts, Ent. & Rec.	415	425	437	450	460	474	496	507	215	377	▲ 75.6%
Retail Sales	330	335	344	354	358	400	444	491	186	363	▲ 95.8%
Visitor Air Tran.	239	248	263	277	287	295	307	340	114	146	▲ 27.8%
TOTAL	2,565	2,617	2,728	2,814	2,869	3,045	3,297	3,481	1,472	2,503	▲ 70.0%

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

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

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

Sacramento County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	388	411	431	463	508	537	608	651	502	592	▲ 17.8%
Arts, Ent. & Rec.	189	208	224	247	270	305	305	320	208	222	▲ 6.4%
Retail**	58	59	62	65	68	72	78	83	82	91	▲ 11.4%
Ground Tran.	49	49	54	59	64	69	88	97	47	50	▲ 6.0%
Visitor Air Tran.	18	20	21	23	19	18	19	19	19	15	▼ -20.4%
Other Travel*	72	73	78	87	84	77	82	86	80	72	▼ -10.0%
TOTAL	774	821	869	944	1,013	1,080	1,180	1,256	939	1,042	▲ 11.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	15,220	16,070	16,480	16,590	16,980	17,430	18,810	19,150	14,790	15,920	▲ 7.7%
Arts, Ent. & Rec.	7,220	7,230	7,070	7,090	7,310	7,510	7,830	8,340	4,920	5,460	▲ 10.9%
Retail**	1,930	1,940	2,020	2,060	2,050	2,160	2,260	2,280	2,100	2,250	▲ 7.0%
Ground Tran.	1,180	1,240	1,280	1,350	1,380	1,400	1,670	1,840	1,300	1,340	▲ 2.4%
Visitor Air Tran.	320	340	350	370	330	310	310	340	300	250	▼ -15.9%
Other Travel*	1,420	1,370	1,400	1,500	1,480	1,530	1,380	1,470	1,380	1,250	▼ -9.4%
TOTAL	27,300	28,180	28,610	28,970	29,520	30,340	32,270	33,430	24,800	26,470	▲ 6.7%

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

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

**Retail includes gasoline.

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

Sacramento County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	82	89	97	105	110	117	133	141	91	118	▲ 29.0%
State Tax Receipts	147	152	158	157	153	158	180	192	95	150	▲ 57.6%
TOTAL	230	241	255	262	264	275	313	333	187	268	▲ 43.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	55	61	67	73	77	83	96	101	52	76	▲ 47.5%
Business or Employee	27	28	30	32	33	34	37	40	40	42	▲ 4.8%
TOTAL	82	89	97	105	110	117	133	141	91	118	▲ 29.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	120	122	126	124	120	125	146	156	63	114	▲ 80.3%
Business or Employee	27	30	31	33	34	33	34	36	32	36	▲ 13.3%
TOTAL	147	152	158	157	153	158	180	192	95	150	▲ 57.6%

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

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

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

San Benito County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	103.9	▲ 71.5%
Other Travel*	11.2	10.1	10.2	9.0	8.0	9.1	10.8	11.3	3.9	6.9	▲ 77.5%
TOTAL	90.8	89.5	93.6	92.7	95.2	107.4	119.5	125.4	64.5	110.8	▲ 71.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	10.7	11.0	11.5	12.4	14.4	21.0	24.1	25.3	14.8	22.8	▲ 54.1%
Private Home	29.9	29.2	29.6	28.1	28.8	31.2	34.8	36.4	13.3	38.4	▲ 187.3%
Campground	18.8	19.1	21.5	21.9	22.1	23.2	24.3	26.2	22.0	27.4	▲ 24.7%
2nd Home	2.2	2.2	2.3	2.4	2.4	2.6	2.8	2.9	4.2	4.5	▲ 7.0%
Day Travel	17.9	17.8	18.6	18.9	19.5	20.3	22.6	23.3	6.3	10.9	▲ 73.5%
TOTAL	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	103.9	▲ 71.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	7.8	8.3	9.3	10.0	11.1	13.6	15.0	15.9	11.5	16.8	▲ 45.9%
Food Service	24.2	24.5	25.3	26.7	28.8	32.0	34.9	36.3	18.3	33.6	▲ 83.3%
Food Stores	9.2	9.1	9.9	10.3	10.4	10.7	11.0	11.4	7.6	12.1	▲ 58.8%
Local Tran. & Gas	15.2	14.1	14.9	13.7	12.7	14.3	16.8	17.6	7.7	13.1	▲ 71.7%
Arts, Ent. & Rec.	12.7	12.8	13.3	13.7	14.5	15.6	16.7	16.9	8.2	14.1	▲ 72.6%
Retail Sales	10.5	10.4	10.8	9.3	9.8	12.0	14.3	16.1	7.2	14.1	▲ 94.7%
TOTAL	79.6	79.4	83.4	83.6	87.2	98.3	108.6	114.1	60.6	103.9	▲ 71.5%

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

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

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

San Benito County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	15.0	15.7	16.3	19.2	22.7	26.4	30.1	32.4	31.5	39.8	▲ 26.6%
Arts, Ent. & Rec.	3.4	3.4	3.6	3.6	3.6	3.4	2.4	2.7	1.8	2.0	▲ 11.1%
Retail**	2.7	2.7	2.9	2.8	3.0	1.4	1.4	1.6	1.7	1.8	▲ 10.7%
Ground Tran.	1.0	1.0	1.0	1.1	1.3	1.5	2.2	2.4	0.9	1.0	▲ 8.3%
Other Travel*	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.5	▲ 22.1%
TOTAL	22.3	23.0	24.1	27.0	30.9	33.1	36.6	39.6	36.3	45.2	▲ 24.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	490	510	510	550	600	640	690	740	670	780	▲ 16.4%
Arts, Ent. & Rec.	220	210	200	190	200	210	140	170	110	130	▲ 15.1%
Retail**	70	70	70	70	70	40	40	40	40	50	▲ 6.7%
Ground Tran.	30	30	30	30	30	30	40	50	40	40	▼ -4.6%
Other Travel*	10	10	10	20	20	20	20	20	20	20	▲ 11.0%
TOTAL	820	830	830	850	910	940	940	1,020	890	1,020	▲ 14.7%

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

**Retail includes gasoline.

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San Benito County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.8	1.9	2.0	2.1	2.4	2.6	3.9	4.1	3.3	4.6	▲ 41.8%
State Tax Receipts	5.0	5.1	5.3	5.2	5.1	5.5	6.3	6.7	4.0	6.4	▲ 60.1%
TOTAL	6.8	6.9	7.3	7.3	7.5	8.1	10.2	10.9	7.3	11.0	▲ 51.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.0	1.1	1.2	1.2	1.4	1.6	2.6	2.8	1.6	2.7	▲ 65.4%
Business or Employee	0.8	0.8	0.8	0.9	1.0	1.0	1.2	1.3	1.6	1.9	▲ 18.0%
TOTAL	1.8	1.9	2.0	2.1	2.4	2.6	3.9	4.1	3.3	4.6	▲ 41.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.2	4.2	4.5	4.2	4.1	4.5	5.4	5.8	2.9	5.0	▲ 73.0%
Business or Employee	0.8	0.8	0.9	0.9	1.0	1.0	0.9	1.0	1.1	1.4	▲ 25.7%
TOTAL	5.0	5.1	5.3	5.2	5.1	5.5	6.3	6.7	4.0	6.4	▲ 60.1%

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

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San Bernardino County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,744	▲ 24.7%
Other Travel*	621	571	585	552	524	578	650	688	283	419	▲ 48.3%
TOTAL	4,373	4,351	4,466	4,558	4,643	4,975	5,343	5,717	4,087	5,163	▲ 26.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	1,138	1,182	1,250	1,336	1,418	1,532	1,607	1,772	1,300	1,811	▲ 39.3%
Private Home	573	559	565	575	577	631	693	757	497	703	▲ 41.4%
Campground	130	142	143	143	145	152	159	172	144	179	▲ 24.7%
2nd Home	827	815	827	851	867	921	1,004	1,028	1,395	1,490	▲ 6.8%
Day Travel	1,083	1,081	1,095	1,102	1,112	1,160	1,229	1,300	469	561	▲ 19.7%
TOTAL	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,744	▲ 24.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	590	613	654	708	761	812	842	915	847	1,122	▲ 32.5%
Food Service	1,115	1,140	1,157	1,216	1,279	1,352	1,418	1,522	1,236	1,490	▲ 20.6%
Food Stores	155	155	159	164	165	167	170	179	150	181	▲ 20.7%
Local Tran. & Gas	631	601	616	576	544	596	665	710	378	502	▲ 32.9%
Arts, Ent. & Rec.	600	611	621	638	657	679	696	728	562	667	▲ 18.7%
Retail Sales	533	539	546	574	586	660	759	827	571	701	▲ 22.7%
Visitor Air Tran.	128	122	128	131	127	132	143	149	61	81	▲ 33.1%
TOTAL	3,752	3,780	3,881	4,006	4,119	4,397	4,693	5,029	3,805	4,744	▲ 24.7%

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

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

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

San Bernardino County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	565	603	645	701	774	842	896	985	851	1,025	▲ 20.4%
Arts, Ent. & Rec.	302	315	312	332	356	405	408	433	299	373	▲ 24.7%
Retail**	93	93	97	104	109	117	124	131	134	143	▲ 6.7%
Ground Tran.	51	52	55	60	66	75	97	110	70	61	▼ -13.7%
Visitor Air Tran.	40	45	9	11	13	11	12	10	9	8	▼ -15.5%
Other Travel*	84	90	47	52	63	67	71	72	61	62	▲ 1.9%
TOTAL	1,135	1,198	1,164	1,261	1,382	1,517	1,608	1,741	1,425	1,672	▲ 17.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	24,530	26,440	26,970	27,880	28,890	30,240	30,790	32,170	26,820	29,810	▲ 11.1%
Arts, Ent. & Rec.	14,410	16,010	16,050	17,200	17,720	18,350	17,100	17,700	11,160	13,420	▲ 20.2%
Retail**	3,240	3,260	3,340	3,450	3,450	3,640	3,770	3,830	3,720	3,720	▼ -0.1%
Ground Tran.	1,290	1,340	1,370	1,420	1,470	1,540	1,850	2,110	2,400	1,800	▼ -25.0%
Visitor Air Tran.	600	640	150	190	210	200	200	170	150	130	▼ -10.7%
Other Travel*	1,800	1,810	1,220	1,290	1,440	1,470	1,500	1,500	1,190	1,180	▼ -1.1%
TOTAL	45,860	49,490	49,100	51,430	53,180	55,430	55,230	57,490	45,440	50,060	▲ 10.2%

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**Retail includes gasoline.

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San Bernardino County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	95	101	103	111	118	127	140	153	132	166	▲ 25.6%
State Tax Receipts	213	220	224	223	220	230	258	279	203	254	▲ 25.3%
TOTAL	309	321	327	334	338	357	399	431	335	420	▲ 25.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	56	60	64	69	74	81	91	99	74	102	▲ 37.3%
Business or Employee	39	41	39	41	44	46	50	54	58	65	▲ 10.8%
TOTAL	95	101	103	111	118	127	140	153	132	166	▲ 25.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	174	177	181	178	174	182	211	228	149	192	▲ 29.3%
Business or Employee	39	43	43	45	47	47	47	51	54	62	▲ 14.3%
TOTAL	213	220	224	223	220	230	258	279	203	254	▲ 25.3%

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

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

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

San Diego County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%
Other Travel*	1,474	1,435	1,478	1,482	1,530	1,632	1,798	1,933	840	1,025	▲ 22.0%
TOTAL	11,441	11,602	12,020	12,321	12,996	13,694	13,652	13,792	5,828	9,374	▲ 60.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	5,768	6,007	6,390	6,757	7,243	7,640	7,215	7,089	3,206	5,040	▲ 57.2%
Private Home	1,164	1,182	1,223	1,218	1,249	1,356	1,485	1,594	492	1,361	▲ 176.6%
Campground	290	286	286	283	292	302	237	254	218	265	▲ 21.6%
2nd Home	190	176	163	151	155	163	173	178	285	306	▲ 7.3%
Day Travel	2,554	2,516	2,480	2,430	2,527	2,602	2,745	2,744	787	1,377	▲ 74.8%
TOTAL	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	2,272	2,446	2,675	2,908	3,146	3,288	3,588	3,472	1,729	2,869	▲ 65.9%
Food Service	2,716	2,767	2,843	2,907	3,136	3,330	3,045	3,080	1,337	2,245	▲ 67.9%
Food Stores	400	430	467	506	518	528	472	472	205	376	▲ 83.1%
Local Tran. & Gas	652	571	510	458	436	484	477	480	162	283	▲ 74.1%
Arts, Ent. & Rec.	1,663	1,633	1,613	1,584	1,672	1,729	1,610	1,588	589	964	▲ 63.8%
Retail Sales	1,598	1,636	1,687	1,686	1,757	1,873	1,788	1,837	684	1,233	▲ 80.2%
Visitor Air Tran.	664	684	747	789	801	831	873	930	282	381	▲ 34.9%
TOTAL	9,967	10,167	10,542	10,839	11,466	12,062	11,854	11,859	4,989	8,349	▲ 67.4%

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

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

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

San Diego County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,961	2,085	2,198	2,326	2,635	2,823	2,704	2,769	1,958	2,294	▲ 17.2%
Arts, Ent. & Rec.	826	828	818	878	908	891	859	872	519	589	▲ 13.4%
Retail**	251	261	275	288	304	313	291	293	299	315	▲ 5.5%
Ground Tran.	62	53	47	43	49	56	67	70	21	23	▲ 6.3%
Visitor Air Tran.	44	49	50	56	71	79	84	94	91	77	▼ -15.8%
Other Travel*	172	174	174	195	249	269	295	331	278	234	▼ -15.7%
TOTAL	3,315	3,448	3,563	3,785	4,216	4,432	4,299	4,429	3,166	3,531	▲ 11.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	60,370	63,210	64,230	64,410	68,900	69,940	64,480	63,520	45,740	49,100	▲ 7.4%
Arts, Ent. & Rec.	23,580	23,860	23,210	22,690	24,320	24,830	22,600	21,490	13,330	15,490	▲ 16.2%
Retail**	8,170	8,490	8,750	8,790	9,050	9,090	8,240	8,130	7,620	7,690	▲ 1.0%
Ground Tran.	1,610	1,410	1,220	1,060	1,130	1,180	1,290	1,380	880	830	▼ -6.0%
Visitor Air Tran.	790	830	860	920	1,170	1,370	1,400	1,690	1,460	1,300	▼ -11.0%
Other Travel*	3,570	3,560	3,390	3,640	4,550	4,830	4,870	5,300	4,330	3,720	▼ -13.9%
TOTAL	98,080	101,360	101,670	101,510	109,110	111,240	102,890	101,500	73,360	78,140	▲ 6.5%

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

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

**Retail includes gasoline.

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

San Diego County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	422	445	474	509	547	570	606	602	342	489	▲ 43.0%
State Tax Receipts	448	468	479	479	492	501	482	496	267	390	▲ 46.2%
TOTAL	870	913	952	987	1,040	1,070	1,089	1,097	609	879	▲ 44.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	306	327	354	383	413	434	473	464	212	352	▲ 66.0%
Business or Employee	115	118	119	125	135	136	133	137	130	137	▲ 5.6%
TOTAL	422	445	474	509	547	570	606	602	342	489	▲ 43.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	337	346	352	347	354	366	359	370	155	265	▲ 70.4%
Business or Employee	111	122	127	132	139	135	123	126	111	125	▲ 12.4%
TOTAL	448	468	479	479	492	501	482	496	267	390	▲ 46.2%

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

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

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

San Francisco County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	4,814	▲ 39.6%
Other Travel*	1,473	1,812	2,001	2,098	2,318	2,645	2,792	2,863	1,595	1,289	▼ -19.1%
TOTAL	9,792	10,672	12,269	12,992	13,192	13,404	13,906	14,156	5,044	6,104	▲ 21.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	6,201	6,673	7,895	8,463	8,461	8,292	8,590	8,703	2,682	3,412	▲ 27.2%
Private Home	775	816	864	879	871	899	936	965	231	489	▲ 112.1%
Campground	3	3	4	4	4	4	5	5	4	5	▲ 24.7%
2nd Home	38	37	38	38	39	42	47	48	75	81	▲ 7.3%
Day Travel	1,301	1,331	1,465	1,510	1,500	1,522	1,536	1,573	457	827	▲ 80.8%
TOTAL	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	4,814	▲ 39.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	1,963	2,250	2,884	3,200	3,209	3,080	3,179	3,361	1,005	1,045	▲ 4.0%
Food Service	2,164	2,257	2,545	2,719	2,773	2,807	2,934	2,961	982	1,522	▲ 55.1%
Food Stores	185	186	210	221	216	212	214	214	73	120	▲ 64.0%
Local Tran. & Gas	540	524	586	561	520	548	607	610	161	290	▲ 80.6%
Arts, Ent. & Rec.	1,184	1,230	1,387	1,448	1,447	1,432	1,462	1,437	459	701	▲ 52.9%
Retail Sales	1,238	1,274	1,426	1,478	1,454	1,443	1,475	1,469	471	756	▲ 60.4%
Visitor Air Tran.	1,044	1,139	1,231	1,268	1,254	1,237	1,244	1,241	300	380	▲ 26.8%
TOTAL	8,319	8,860	10,267	10,895	10,875	10,758	11,114	11,294	3,449	4,814	▲ 39.6%

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

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

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

San Francisco County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	1,401	1,514	1,800	2,046	2,167	2,243	2,365	2,504	1,468	1,429	▼ -2.7%
Arts, Ent. & Rec.	749	802	921	1,031	1,052	937	990	980	742	815	▲ 9.8%
Retail**	183	188	215	229	230	246	248	246	232	247	▲ 6.5%
Ground Tran.	65	67	77	83	90	99	137	144	33	37	▲ 9.6%
Other Travel*	124	205	238	244	312	405	431	455	371	265	▼ -28.7%
TOTAL	2,522	2,776	3,252	3,634	3,851	3,929	4,171	4,329	2,848	2,793	▼ -1.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	31,860	33,530	38,530	41,400	41,250	41,760	42,000	40,980	23,130	21,150	▼ -8.6%
Arts, Ent. & Rec.	12,820	12,740	14,220	15,570	15,540	15,380	15,170	15,420	10,380	10,360	▼ -0.2%
Retail**	3,950	3,990	4,510	4,530	4,610	4,520	4,320	4,020	3,460	3,400	▼ -1.8%
Ground Tran.	1,730	1,810	2,020	2,080	2,090	2,100	2,660	2,830	1,410	1,380	▼ -2.1%
Other Travel*	2,170	2,470	2,470	2,630	3,110	3,220	3,270	3,320	2,600	1,450	▼ -44.3%
TOTAL	52,540	54,540	61,750	66,200	66,600	66,970	67,420	66,580	40,990	37,740	▼ -7.9%

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

**Retail includes gasoline.

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San Francisco County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	419	468	572	629	634	614	649	679	281	295	▲ 4.7%
State Tax Receipts	309	335	380	398	393	382	394	402	189	244	▲ 29.6%
TOTAL	728	803	952	1,026	1,027	996	1,043	1,081	470	539	▲ 14.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	326	366	455	500	503	486	512	537	158	180	▲ 14.1%
Business or Employee	94	102	117	129	131	128	137	142	123	115	▼ -7.3%
TOTAL	419	468	572	629	634	614	649	679	281	295	▲ 4.7%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	228	241	269	277	272	267	280	284	95	153	▲ 61.4%
Business or Employee	81	95	111	121	121	115	114	118	94	92	▼ -2.4%
TOTAL	309	335	380	398	393	382	394	402	189	244	▲ 29.6%

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

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

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San Joaquin County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	881.3	▲ 80.5%
Other Travel*	144.7	130.7	133.0	119.4	106.6	120.0	140.4	145.9	53.3	90.2	▲ 69.4%
TOTAL	803.4	789.5	809.4	809.8	827.7	878.3	940.8	993.4	541.6	971.5	▲ 79.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	201.8	215.2	228.0	247.8	275.3	285.2	294.3	311.6	301.3	422.2	▲ 40.1%
Private Home	212.2	202.7	204.3	197.0	195.7	214.0	236.2	255.4	71.6	260.0	▲ 263.0%
Campground	7.4	7.5	8.2	8.3	8.4	8.8	9.2	9.9	8.3	10.4	▲ 24.7%
2nd Home	11.8	11.5	11.8	11.6	11.8	12.5	13.3	13.6	46.8	50.5	▲ 7.9%
Day Travel	225.4	221.8	224.0	225.7	229.8	237.8	247.4	257.1	60.2	138.1	▲ 129.3%
TOTAL	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	881.3	▲ 80.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	67.6	73.4	80.6	91.7	105.4	112.1	117.8	124.3	126.6	180.8	▲ 42.8%
Food Service	182.8	187.4	190.4	202.2	217.6	225.0	232.5	246.1	144.7	267.9	▲ 85.2%
Food Stores	31.6	30.9	31.8	33.1	33.8	33.7	34.0	35.1	19.5	40.5	▲ 107.9%
Local Tran. & Gas	182.9	170.8	174.0	162.0	153.2	165.4	184.0	192.6	69.4	148.1	▲ 113.3%
Arts, Ent. & Rec.	89.0	90.9	92.5	95.9	101.2	102.3	103.3	106.4	60.9	107.4	▲ 76.3%
Retail Sales	104.3	105.0	106.2	104.6	109.1	118.7	127.7	141.9	66.7	135.9	▲ 103.7%
Visitor Air Tran.	0.4	0.5	1.0	0.8	0.9	1.0	1.2	1.1	0.5	0.6	▲ 9.7%
TOTAL	658.7	658.8	676.4	690.4	721.1	758.3	800.4	847.5	488.3	881.3	▲ 80.5%

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

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

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

San Joaquin County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	103.9	112.5	117.4	128.8	146.4	158.6	172.9	186.4	165.7	208.4	▲ 25.8%
Arts, Ent. & Rec.	42.0	45.4	49.7	51.3	59.6	61.4	64.1	67.3	42.7	50.7	▲ 18.7%
Retail**	19.9	19.8	20.7	21.4	22.8	23.9	25.1	26.5	27.0	30.6	▲ 13.3%
Ground Tran.	13.1	13.3	14.0	15.1	17.1	19.0	25.2	27.8	13.4	16.4	▲ 22.5%
Visitor Air Tran.	0.3	0.4	0.6	0.5	0.7	4.6	5.1	6.6	6.5	4.5	▼ -31.5%
Other Travel*	7.3	7.1	7.6	8.2	9.2	23.5	24.6	31.0	31.8	29.7	▼ -6.5%
TOTAL	186.4	198.5	209.9	225.3	255.9	291.2	317.0	345.6	287.1	340.3	▲ 18.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,070	4,410	4,440	4,540	4,760	4,990	5,100	5,250	4,450	5,090	▲ 14.4%
Arts, Ent. & Rec.	1,890	2,120	2,360	2,220	2,340	2,350	2,380	2,430	1,380	1,680	▲ 21.5%
Retail**	690	700	720	720	740	760	760	770	720	780	▲ 8.6%
Ground Tran.	340	350	360	370	390	400	490	540	450	530	▲ 19.5%
Visitor Air Tran.	<10	<10	<10	<10	<10	50	50	70	60	40	▼ -27.6%
Other Travel*	220	210	230	240	250	400	400	470	470	430	▼ -9.2%
TOTAL	7,220	7,800	8,110	8,100	8,500	8,940	9,190	9,540	7,540	8,560	▲ 13.6%

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

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

**Retail includes gasoline.

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

San Joaquin County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	17.4	18.3	19.3	21.0	23.3	26.4	29.5	31.6	27.5	38.3	▲ 39.4%
State Tax Receipts	49.0	49.4	51.1	49.5	48.6	50.2	58.3	62.6	33.8	58.2	▲ 72.2%
TOTAL	66.4	67.7	70.4	70.5	71.9	76.6	87.8	94.2	61.3	96.6	▲ 57.5%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	10.8	11.4	12.2	13.5	15.0	17.1	19.3	20.5	15.1	24.4	▲ 61.9%
Business or Employee	6.5	6.9	7.1	7.5	8.3	9.3	10.2	11.1	12.4	13.9	▲ 11.9%
TOTAL	17.4	18.3	19.3	21.0	23.3	26.4	29.5	31.6	27.5	38.3	▲ 39.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	42.7	42.4	43.7	41.7	40.3	41.9	49.9	53.5	24.5	46.9	▲ 91.2%
Business or Employee	6.3	7.0	7.4	7.8	8.3	8.3	8.5	9.1	9.3	11.3	▲ 22.0%
TOTAL	49.0	49.4	51.1	49.5	48.6	50.2	58.3	62.6	33.8	58.2	▲ 72.2%

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

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

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

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,738	▲ 31.6%
Other Travel*	80	77	67	62	57	66	78	83	28	45	▲ 61.9%
TOTAL	1,540	1,586	1,629	1,669	1,680	1,782	1,915	2,019	1,349	1,783	▲ 32.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	880	926	967	1,002	1,015	1,077	1,147	1,202	954	1,230	▲ 28.9%
Private Home	93	92	92	96	97	108	121	131	56	125	▲ 123.0%
Campground	127	130	135	137	139	146	153	165	137	171	▲ 24.7%
2nd Home	40	39	40	41	41	45	51	52	61	65	▲ 7.0%
Day Travel	319	323	328	331	330	341	366	385	112	147	▲ 30.8%
TOTAL	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,738	▲ 31.6%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	345	375	407	435	453	477	506	528	474	657	▲ 38.4%
Food Service	408	422	430	447	460	487	519	552	356	448	▲ 25.6%
Food Stores	66	66	68	71	71	72	74	78	57	71	▲ 25.1%
Local Tran. & Gas	203	192	197	181	165	183	210	222	114	156	▲ 37.5%
Arts, Ent. & Rec.	189	195	199	202	204	211	220	228	138	171	▲ 23.8%
Retail Sales	242	248	251	258	256	270	289	305	173	223	▲ 28.9%
Visitor Air Tran.	8	11	11	13	14	16	19	22	8	12	▲ 45.8%
TOTAL	1,460	1,510	1,562	1,607	1,623	1,716	1,837	1,935	1,321	1,738	▲ 31.6%

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

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

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

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	294	315	335	357	386	439	472	509	410	511	▲ 24.5%
Arts, Ent. & Rec.	96	96	98	105	111	124	128	139	99	108	▲ 9.9%
Retail**	44	45	47	49	50	52	55	57	58	63	▲ 8.5%
Ground Tran.	16	17	17	18	20	23	33	36	17	14	▼ -16.0%
Visitor Air Tran.	3	4	4	5	4	6	6	29	31	28	▼ -9.1%
Other Travel*	12	12	9	9	8	10	11	44	40	35	▼ -13.1%
TOTAL	466	488	510	544	580	654	705	815	655	760	▲ 15.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	10,370	10,900	11,010	11,080	11,460	12,580	12,910	13,410	10,640	12,080	▲ 13.5%
Arts, Ent. & Rec.	5,300	5,390	5,410	5,280	5,300	5,650	5,910	6,340	4,140	4,960	▲ 19.6%
Retail**	1,450	1,470	1,470	1,470	1,480	1,520	1,560	1,590	1,500	1,520	▲ 1.9%
Ground Tran.	440	450	460	460	470	490	640	720	730	540	▼ -25.6%
Visitor Air Tran.	50	70	60	70	70	100	100	300	290	280	▼ -4.0%
Other Travel*	270	250	170	170	150	210	220	500	410	380	▼ -6.5%
TOTAL	17,890	18,520	18,580	18,530	18,930	20,550	21,340	22,860	17,710	19,760	▲ 11.6%

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

**Retail includes gasoline.

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

San Luis Obispo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	57	62	66	70	72	77	84	91	81	104	▲ 28.3%
State Tax Receipts	71	75	77	77	75	78	85	92	66	82	▲ 24.9%
TOTAL	128	136	142	147	148	154	169	183	147	186	▲ 26.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	41	45	49	52	54	57	63	66	55	75	▲ 37.4%
Business or Employee	16	16	17	18	18	20	22	25	27	29	▲ 9.6%
TOTAL	57	62	66	70	72	77	84	91	81	104	▲ 28.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	55	57	59	58	56	58	65	70	42	55	▲ 31.2%
Business or Employee	16	17	18	19	19	20	20	23	23	27	▲ 13.6%
TOTAL	71	75	77	77	75	78	85	92	66	82	▲ 24.9%

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

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

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

San Mateo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,288	▲ 54.2%
Other Travel*	246	244	261	303	294	336	374	433	198	149	▼ -24.9%
TOTAL	3,232	3,340	3,519	3,730	3,813	3,997	4,357	4,492	1,681	2,436	▲ 44.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,050	2,163	2,309	2,463	2,549	2,638	2,869	2,911	1,161	1,553	▲ 33.7%
Private Home	308	304	309	314	316	347	382	406	88	338	▲ 282.7%
Campground	30	30	30	31	31	33	35	37	31	39	▲ 24.7%
2nd Home	19	19	19	19	19	21	23	24	40	43	▲ 7.3%
Day Travel	580	580	591	600	602	622	675	681	162	315	▲ 93.9%
TOTAL	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,288	▲ 54.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	601	677	777	874	920	948	1,051	1,080	387	498	▲ 28.9%
Food Service	800	818	836	881	917	966	1,049	1,075	407	669	▲ 64.5%
Food Stores	89	88	90	94	94	95	99	100	40	71	▲ 78.2%
Local Tran. & Gas	616	620	645	642	639	663	718	721	265	399	▲ 50.7%
Arts, Ent. & Rec.	445	453	463	477	487	501	531	530	191	313	▲ 64.0%
Retail Sales	436	440	447	459	461	490	535	554	194	337	▲ 73.4%
TOTAL	2,986	3,096	3,258	3,427	3,518	3,662	3,984	4,059	1,483	2,288	▲ 54.2%

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

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

San Mateo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	485	557	588	654	700	768	867	907	578	641	▲ 10.8%
Arts, Ent. & Rec.	187	194	207	221	237	249	273	282	206	238	▲ 15.2%
Retail**	71	72	75	79	81	83	92	92	89	96	▲ 7.6%
Ground Tran.	86	85	93	104	111	116	135	145	70	69	▼ -1.3%
Visitor Air Tran.	607	677	692	747	1,008	1,151	1,192	549	511	406	▼ -20.6%
Other Travel*	586	652	674	783	1,053	1,229	1,311	678	651	574	▼ -11.9%
TOTAL	2,022	2,236	2,330	2,588	3,191	3,596	3,870	2,652	2,106	2,023	▼ -3.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	14,230	15,710	16,030	16,540	16,580	17,390	18,600	18,500	12,330	12,590	▲ 2.1%
Arts, Ent. & Rec.	7,280	7,430	7,560	7,970	8,250	8,590	9,020	8,670	5,890	6,680	▲ 13.4%
Retail**	1,710	1,810	1,830	1,760	1,700	1,710	1,800	1,770	1,580	1,590	▲ 0.8%
Ground Tran.	1,910	1,990	2,070	2,240	2,260	2,270	2,510	2,650	1,580	1,470	▼ -6.9%
Visitor Air Tran.	7,720	8,150	8,360	8,710	9,590	9,860	9,880	6,200	5,160	4,330	▼ -16.1%
Other Travel*	7,610	8,040	8,310	9,340	10,410	10,850	11,130	7,570	6,530	6,240	▼ -4.4%
TOTAL	40,460	43,130	44,160	46,560	48,790	50,680	52,940	45,350	33,060	32,890	▼ -0.5%

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

**Retail includes gasoline.

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San Mateo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	193	210	234	255	280	294	335	297	166	181	▲ 9.2%
State Tax Receipts	179	194	198	205	216	221	231	208	116	147	▲ 27.2%
TOTAL	372	404	432	460	497	516	566	505	282	328	▲ 16.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	120	130	150	162	170	175	203	206	71	95	▲ 33.8%
Business or Employee	73	80	85	93	110	119	133	91	95	86	▼ -9.2%
TOTAL	193	210	234	255	280	294	335	297	166	181	▲ 9.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	117	122	125	126	125	127	140	144	55	90	▲ 63.8%
Business or Employee	62	73	73	79	91	94	91	64	61	57	▼ -5.7%
TOTAL	179	194	198	205	216	221	231	208	116	147	▲ 27.2%

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

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Santa Barbara County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,521	▲ 59.1%
Other Travel*	144	137	139	131	129	135	151	164	65	95	▲ 46.1%
TOTAL	1,722	1,745	1,853	1,906	1,904	1,953	1,983	2,141	1,021	1,616	▲ 58.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	971	1,000	1,086	1,135	1,139	1,143	1,126	1,229	642	1,032	▲ 60.9%
Private Home	149	148	151	155	152	170	188	206	83	183	▲ 121.3%
Campground	53	55	58	59	60	63	66	71	59	74	▲ 24.7%
2nd Home	34	33	34	34	35	38	43	44	57	61	▲ 7.0%
Day Travel	371	372	386	391	388	405	409	428	115	171	▲ 48.2%
TOTAL	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,521	▲ 59.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	360	385	435	468	481	485	464	523	335	584	▲ 74.2%
Food Service	443	452	473	497	507	520	529	561	256	384	▲ 50.1%
Food Stores	52	52	55	57	57	57	57	59	34	47	▲ 38.5%
Local Tran. & Gas	222	209	220	205	187	200	218	230	85	135	▲ 60.0%
Arts, Ent. & Rec.	206	209	219	225	225	226	224	232	98	146	▲ 48.9%
Retail Sales	265	267	278	290	286	296	303	322	133	205	▲ 53.4%
Visitor Air Tran.	29	33	34	33	32	35	37	51	15	20	▲ 36.7%
TOTAL	1,577	1,608	1,714	1,774	1,775	1,818	1,832	1,977	955	1,521	▲ 59.1%

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

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

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Santa Barbara County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	325	351	380	415	426	457	470	514	400	483	▲ 20.9%
Arts, Ent. & Rec.	93	95	104	105	104	114	117	127	100	112	▲ 12.4%
Retail**	43	43	46	49	50	50	50	52	54	57	▲ 5.7%
Ground Tran.	19	19	21	22	24	26	34	38	14	14	▼ -0.2%
Visitor Air Tran.	9	11	4	5	4	4	5	6	6	5	▼ -14.0%
Other Travel*	23	24	17	19	20	19	21	22	19	19	▼ -3.6%
TOTAL	512	543	571	616	627	672	698	758	592	689	▲ 16.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,640	10,210	10,640	11,070	10,970	11,120	11,040	11,810	9,090	10,060	▲ 10.7%
Arts, Ent. & Rec.	4,070	4,110	4,330	4,400	4,330	4,580	5,230	5,590	4,060	4,640	▲ 14.4%
Retail**	1,220	1,240	1,270	1,360	1,350	1,310	1,300	1,320	1,260	1,290	▲ 2.7%
Ground Tran.	500	510	530	540	550	550	670	750	540	480	▼ -11.4%
Visitor Air Tran.	140	160	90	90	60	60	60	80	60	60	▼ -9.2%
Other Travel*	420	420	340	360	360	340	350	370	290	300	▲ 4.6%
TOTAL	15,990	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,290	16,820	▲ 10.0%

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**Retail includes gasoline.

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Santa Barbara County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	64	68	74	79	82	85	86	95	66	99	▲ 49.5%
State Tax Receipts	79	82	87	87	84	84	89	95	53	75	▲ 39.4%
TOTAL	143	150	161	167	166	169	175	190	120	174	▲ 45.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	46	49	55	59	62	64	64	72	42	73	▲ 72.1%
Business or Employee	18	19	19	20	20	21	22	23	24	27	▲ 10.1%
TOTAL	64	68	74	79	82	85	86	95	66	99	▲ 49.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	62	63	66	66	63	64	69	74	33	51	▲ 53.9%
Business or Employee	17	19	20	21	21	20	20	21	21	24	▲ 16.4%
TOTAL	79	82	87	87	84	84	89	95	53	75	▲ 39.4%

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

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

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

Santa Clara County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,365	▲ 49.2%
Other Travel*	894	925	975	1,049	1,084	1,203	1,272	1,414	734	718	▼ -2.1%
TOTAL	5,184	5,391	5,769	6,090	6,304	7,221	7,446	7,629	2,989	4,083	▲ 36.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	2,780	2,960	3,236	3,480	3,651	4,340	4,367	4,305	1,681	2,148	▲ 27.8%
Private Home	596	590	609	609	610	673	733	804	232	611	▲ 162.9%
Campground	40	42	49	49	49	52	54	59	49	61	▲ 24.7%
2nd Home	24	24	24	25	25	27	29	30	42	46	▲ 8.0%
Day Travel	852	851	875	878	884	926	990	1,018	251	500	▲ 98.9%
TOTAL	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,365	▲ 49.2%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	876	999	1,181	1,368	1,469	1,753	1,739	1,728	591	650	▲ 10.0%
Food Service	1,209	1,243	1,289	1,343	1,410	1,631	1,682	1,692	692	1,112	▲ 60.6%
Food Stores	143	141	149	153	153	165	166	167	69	122	▲ 76.9%
Local Tran. & Gas	587	568	594	561	538	621	669	671	216	379	▲ 76.0%
Arts, Ent. & Rec.	606	621	644	655	674	757	765	751	292	465	▲ 59.5%
Retail Sales	625	634	652	659	668	768	799	819	304	528	▲ 73.8%
Visitor Air Tran.	245	260	285	302	307	323	355	386	92	108	▲ 16.8%
TOTAL	4,291	4,466	4,794	5,041	5,220	6,018	6,173	6,214	2,256	3,365	▲ 49.2%

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

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

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Santa Clara County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	746	829	894	970	1,082	1,143	1,173	1,196	815	874	▲ 7.2%
Arts, Ent. & Rec.	260	290	315	323	346	379	396	444	260	276	▲ 6.3%
Retail**	99	100	105	109	113	114	116	115	111	115	▲ 3.4%
Ground Tran.	64	64	70	75	82	99	124	131	48	51	▲ 6.9%
Visitor Air Tran.	21	24	25	27	26	25	26	22	21	15	▼ -26.7%
Other Travel*	118	135	146	186	205	217	219	251	220	183	▼ -16.8%
TOTAL	1,307	1,441	1,555	1,692	1,854	1,977	2,054	2,160	1,476	1,515	▲ 2.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	23,350	25,160	25,850	26,360	27,490	27,700	26,640	25,390	17,310	17,660	▲ 2.0%
Arts, Ent. & Rec.	6,370	6,910	7,150	7,560	7,790	7,860	7,820	8,410	4,960	5,860	▲ 18.1%
Retail**	2,480	2,380	2,470	2,420	2,570	2,490	2,430	2,410	2,140	2,190	▲ 2.5%
Ground Tran.	1,580	1,640	1,710	1,760	1,810	2,030	2,370	2,510	1,540	1,530	▼ -0.6%
Visitor Air Tran.	330	340	360	380	360	350	350	390	330	260	▼ -22.6%
Other Travel*	1,900	2,010	2,080	2,150	2,430	2,660	2,770	3,770	2,370	2,350	▼ -0.7%
TOTAL	36,000	38,440	39,610	40,630	42,450	43,090	42,380	42,880	28,650	29,850	▲ 4.2%

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

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

**Retail includes gasoline.

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Santa Clara County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	172	193	215	239	262	285	319	323	153	174	▲ 13.4%
State Tax Receipts	214	225	236	236	235	250	267	276	134	195	▲ 45.4%
TOTAL	387	417	451	475	497	535	587	599	287	368	▲ 28.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	125	140	160	180	199	219	250	251	87	110	▲ 25.7%
Business or Employee	47	52	55	59	63	66	69	73	66	64	▼ -3.0%
TOTAL	172	193	215	239	262	285	319	323	153	174	▲ 13.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	171	175	183	179	176	194	212	218	86	145	▲ 68.6%
Business or Employee	43	49	53	57	59	57	55	58	48	50	▲ 3.8%
TOTAL	214	225	236	236	235	250	267	276	134	195	▲ 45.4%

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

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

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

Santa Cruz County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	810	816	849	880	903	976	1,025	1,020	483	660	▲ 36.7%
Other Travel*	58	53	55	48	42	47	53	55	21	33	▲ 61.2%
TOTAL	868	870	904	928	946	1,023	1,078	1,075	503	693	▲ 37.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	413	424	448	475	499	549	567	546	212	283	▲ 33.7%
Private Home	72	69	70	69	68	75	81	86	31	86	▲ 178.2%
Campground	62	64	67	69	70	73	77	83	69	86	▲ 24.7%
2nd Home	91	89	91	93	94	100	109	111	110	118	▲ 8.0%
Day Travel	173	170	173	173	173	180	191	194	61	85	▲ 40.0%
TOTAL	810	816	849	880	903	976	1,025	1,020	483	660	▲ 36.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	190	205	226	249	265	285	297	292	139	170	▲ 22.3%
Food Service	228	229	233	244	256	277	287	286	139	195	▲ 40.7%
Food Stores	40	40	41	43	43	44	45	46	30	41	▲ 35.4%
Local Tran. & Gas	123	114	116	106	97	108	123	125	49	75	▲ 53.6%
Arts, Ent. & Rec.	115	116	118	120	124	130	132	129	60	83	▲ 38.1%
Retail Sales	114	113	114	117	119	131	141	142	66	95	▲ 45.0%
TOTAL	810	816	849	880	903	976	1,025	1,020	483	660	▲ 36.7%

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

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

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

Santa Cruz County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	151	162	174	190	210	225	239	244	175	216	▲ 23.4%
Arts, Ent. & Rec.	55	55	60	68	76	82	86	87	52	64	▲ 24.3%
Retail**	21	21	22	23	24	24	24	24	25	27	▲ 7.0%
Ground Tran.	9	9	9	9	11	13	18	19	6	6	▼ -6.6%
Other Travel*	4	5	5	5	4	5	5	5	4	4	▼ -1.3%
TOTAL	240	252	270	296	325	348	371	378	263	318	▲ 20.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	5,400	5,670	5,860	6,060	6,190	6,360	6,460	6,400	4,550	5,120	▲ 12.5%
Arts, Ent. & Rec.	2,980	2,940	3,100	3,350	3,410	3,680	3,670	3,390	1,860	2,280	▲ 22.9%
Retail**	710	700	720	700	730	720	700	690	650	670	▲ 2.3%
Ground Tran.	240	240	240	240	250	270	340	370	300	250	▼ -17.7%
Other Travel*	120	120	130	120	110	120	110	110	90	90	▼ -0.1%
TOTAL	9,450	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,460	8,420	▲ 12.8%

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

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

**Retail includes gasoline.

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

Santa Cruz County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	28	30	33	36	40	44	48	47	26	32	▲ 24.2%
State Tax Receipts	41	42	43	43	43	44	48	49	28	38	▲ 37.8%
TOTAL	69	72	76	79	82	88	96	97	53	70	▲ 31.3%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	20	21	23	26	29	33	36	35	14	19	▲ 32.1%
Business or Employee	8	9	9	10	11	11	12	12	11	13	▲ 14.2%
TOTAL	28	30	33	36	40	44	48	47	26	32	▲ 24.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	33	33	34	33	32	34	38	39	19	28	▲ 46.8%
Business or Employee	8	9	9	10	10	10	10	10	9	10	▲ 18.5%
TOTAL	41	42	43	43	43	44	48	49	28	38	▲ 37.8%

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

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

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

Shasta County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	417.9	▲ 41.5%
Other Travel*	38.9	35.1	34.7	32.1	29.7	32.4	36.9	39.7	13.7	22.9	▲ 67.9%
TOTAL	426.7	418.9	430.1	428.0	439.4	460.9	509.7	544.7	308.9	440.9	▲ 42.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	161.4	162.4	166.5	171.9	183.4	192.5	216.9	234.8	147.6	202.1	▲ 36.9%
Private Home	47.4	45.2	45.4	43.1	42.9	46.2	51.6	55.6	16.4	50.7	▲ 208.9%
Campground	34.8	35.5	39.4	39.5	40.0	41.9	44.0	47.4	39.7	49.5	▲ 24.7%
2nd Home	40.0	39.2	39.8	38.5	39.2	40.7	43.3	44.4	55.4	59.8	▲ 7.9%
Day Travel	104.1	101.6	104.3	102.9	104.3	107.1	116.9	122.8	36.2	55.8	▲ 54.3%
TOTAL	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	417.9	▲ 41.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	81.7	83.8	87.0	91.2	97.8	102.7	114.7	123.2	103.2	139.6	▲ 35.3%
Food Service	100.2	100.6	103.3	106.9	113.9	118.3	128.8	138.1	74.5	105.6	▲ 41.8%
Food Stores	22.1	21.7	23.0	23.6	23.9	24.0	24.8	26.1	19.0	25.6	▲ 34.6%
Local Tran. & Gas	73.6	67.5	69.8	63.0	58.3	63.7	74.6	79.0	30.1	49.6	▲ 64.8%
Arts, Ent. & Rec.	51.0	51.0	52.5	53.1	55.4	56.2	59.7	62.3	33.4	45.1	▲ 35.2%
Retail Sales	57.4	56.7	58.0	55.6	57.3	60.2	67.0	71.8	33.7	50.3	▲ 49.3%
Visitor Air Tran.	1.7	2.5	1.9	2.6	3.3	3.3	3.1	4.5	1.4	2.1	▲ 47.1%
TOTAL	387.7	383.8	395.4	395.9	409.7	428.4	472.7	505.0	295.3	417.9	▲ 41.5%

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

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

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

Shasta County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	66.7	70.9	73.7	78.0	86.4	91.7	92.9	103.6	96.2	119.0	▲ 23.6%
Arts, Ent. & Rec.	24.3	22.9	23.9	24.3	26.8	24.7	26.1	29.5	22.4	29.5	▲ 31.7%
Retail**	12.0	11.8	12.5	12.6	13.2	13.7	14.1	14.9	16.5	17.6	▲ 6.6%
Ground Tran.	5.2	5.2	5.5	5.7	6.4	7.4	10.9	12.1	4.1	4.2	▲ 0.8%
Visitor Air Tran.	0.9	1.3	1.2	1.3	2.5	2.8	2.8	2.9	2.8	2.5	▼ -9.5%
Other Travel*	2.9	2.7	3.0	3.3	5.1	5.5	5.8	5.7	5.6	5.2	▼ -8.6%
TOTAL	112.0	114.8	119.7	125.2	140.5	145.8	152.7	168.7	147.7	177.9	▲ 20.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,680	2,810	2,840	2,820	2,900	2,960	2,870	2,940	2,610	3,010	▲ 14.9%
Arts, Ent. & Rec.	1,100	1,050	1,050	1,090	1,160	1,100	1,160	1,290	960	1,230	▲ 27.7%
Retail**	400	400	410	400	420	420	420	430	440	450	▲ 0.9%
Ground Tran.	140	140	150	150	150	160	210	240	190	170	▼ -11.2%
Visitor Air Tran.	10	20	20	20	30	40	40	40	30	30	▼ -4.4%
Other Travel*	80	70	80	80	110	120	120	120	110	100	▼ -6.0%
TOTAL	4,420	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,350	4,980	▲ 14.5%

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

**Retail includes gasoline.

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

Shasta County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	11.3	11.6	11.9	12.4	13.4	13.9	15.9	17.4	14.6	19.2	▲ 31.4%
State Tax Receipts	21.6	21.8	22.6	21.8	21.6	21.8	25.1	27.1	16.3	22.9	▲ 40.4%
TOTAL	32.9	33.4	34.5	34.2	35.0	35.7	41.0	44.4	31.0	42.2	▲ 36.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.6	7.9	8.1	8.5	9.2	9.7	11.5	12.4	8.9	12.7	▲ 42.8%
Business or Employee	3.7	3.7	3.8	3.9	4.2	4.2	4.5	5.0	5.8	6.6	▲ 13.7%
TOTAL	11.3	11.6	11.9	12.4	13.4	13.9	15.9	17.4	14.6	19.2	▲ 31.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	17.6	17.5	18.1	17.2	16.7	17.2	20.5	22.0	10.8	16.4	▲ 51.6%
Business or Employee	4.0	4.3	4.5	4.6	4.8	4.6	4.6	5.0	5.5	6.5	▲ 18.5%
TOTAL	21.6	21.8	22.6	21.8	21.6	21.8	25.1	27.1	16.3	22.9	▲ 40.4%

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

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

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

Sierra County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	17.8	▲ 33.3%
Other Travel*	0.6	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.2	0.3	▲ 77.5%
TOTAL	19.0	18.8	18.4	17.7	16.8	18.2	18.3	19.4	13.5	18.1	▲ 33.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	10.5	10.5	10.3	9.8	9.1	9.8	9.4	10.1	5.7	8.0	▲ 40.5%
Private Home	1.7	1.6	1.6	1.5	1.4	1.6	1.7	1.9	0.6	2.0	▲ 211.6%
Campground	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.8	▲ 24.7%
2nd Home	2.8	2.7	2.7	2.8	2.8	3.0	3.3	3.4	5.2	5.6	▲ 7.0%
Day Travel	2.8	2.7	2.6	2.5	2.4	2.5	2.6	2.7	1.2	1.5	▲ 25.6%
TOTAL	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	17.8	▲ 33.3%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	4.8	4.9	4.9	4.8	4.6	4.9	4.7	5.1	4.2	5.6	▲ 33.3%
Food Service	5.6	5.5	5.4	5.3	5.2	5.6	5.5	5.9	4.1	5.4	▲ 32.5%
Food Stores	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.5	0.7	▲ 50.2%
Local Tran. & Gas	2.3	2.1	2.0	1.8	1.6	1.8	1.9	2.0	1.0	1.4	▲ 44.6%
Arts, Ent. & Rec.	2.9	2.9	2.8	2.7	2.6	2.7	2.7	2.8	2.0	2.4	▲ 25.3%
Retail Sales	2.1	2.1	2.0	1.9	1.8	2.0	2.2	2.4	1.6	2.2	▲ 33.5%
TOTAL	18.4	18.2	17.9	17.3	16.4	17.7	17.8	18.9	13.3	17.8	▲ 33.3%

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

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

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

Sierra County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	3.0	2.7	2.7	2.9	2.8	3.1	3.1	3.3	3.8	4.0	▲ 5.4%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.6	▼ -5.4%
Retail**	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	▼ -9.7%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.1	▼ -11.3%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 1.7%
TOTAL	4.2	3.8	3.9	4.1	4.0	4.4	4.4	4.7	5.0	5.1	▲ 2.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	190	170	160	190	170	180	190	220	220	260	▲ 16.2%
Arts, Ent. & Rec.	20	20	20	20	20	20	20	20	20	20	▲ 5.2%
Retail**	20	20	20	20	10	20	20	20	20	10	▼ -16.1%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -21.8%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -2.6%
TOTAL	230	210	200	240	210	220	240	270	270	300	▲ 12.5%

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

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

**Retail includes gasoline.

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

Sierra County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	▲ 25.0%
State Tax Receipts	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.7	▲ 25.3%
TOTAL	1.2	1.2	1.2	1.2	1.1	1.1	1.2	1.3	1.0	1.3	▲ 25.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	▲ 44.7%
Business or Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	▼ -3.4%
TOTAL	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	▲ 25.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.3	0.5	▲ 38.0%
Business or Employee	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.2	▲ 3.6%
TOTAL	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.7	▲ 25.3%

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

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

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

Siskiyou County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	190.2	▲ 36.7%
Other Travel*	8.9	7.9	7.9	7.0	6.3	7.0	8.1	8.4	3.0	5.0	▲ 68.8%
TOTAL	170.6	167.2	170.4	171.9	174.6	186.5	192.6	206.0	142.1	195.2	▲ 37.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	69.3	70.2	73.2	76.4	79.2	84.7	84.4	91.6	59.0	80.2	▲ 35.8%
Private Home	24.8	23.6	23.7	22.1	22.1	24.1	25.5	27.9	9.2	28.7	▲ 211.4%
Campground	16.7	16.1	16.0	15.9	16.0	16.8	17.7	19.0	15.9	19.9	▲ 24.7%
2nd Home	25.8	24.9	25.0	25.9	26.4	28.0	30.5	31.3	44.5	47.7	▲ 7.0%
Day Travel	25.1	24.4	24.6	24.6	24.6	25.9	26.4	27.8	10.4	13.8	▲ 32.1%
TOTAL	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	190.2	▲ 36.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	36.6	37.4	39.2	41.5	43.7	46.4	46.8	51.1	45.2	59.3	▲ 31.3%
Food Service	47.7	47.6	48.2	50.2	52.4	55.3	55.9	59.6	40.2	55.6	▲ 38.3%
Food Stores	9.9	9.5	9.6	9.8	9.8	10.0	9.9	10.5	7.2	10.8	▲ 50.1%
Local Tran. & Gas	24.2	21.9	22.2	20.2	18.5	20.5	22.7	24.1	11.8	17.4	▲ 47.4%
Arts, Ent. & Rec.	25.3	25.1	25.4	25.8	26.4	27.2	26.9	27.9	18.9	24.7	▲ 30.4%
Retail Sales	18.0	17.7	17.9	17.4	17.6	20.0	22.3	24.3	15.8	22.4	▲ 41.4%
TOTAL	161.7	159.2	162.5	164.9	168.3	179.5	184.5	197.6	139.1	190.2	▲ 36.7%

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

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

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

Siskiyou County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	41.2	43.6	47.7	53.1	58.0	62.5	58.0	63.7	52.3	62.7	▲ 19.9%
Arts, Ent. & Rec.	8.5	9.4	6.3	5.6	5.7	7.1	3.9	4.1	4.0	5.6	▲ 41.6%
Retail**	4.4	4.3	4.4	4.5	4.7	4.8	5.2	5.6	6.2	6.1	▼ -1.2%
Ground Tran.	1.8	1.8	1.9	2.0	2.2	2.5	3.5	3.9	1.7	1.5	▼ -9.8%
Other Travel*	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	▲ 1.0%
TOTAL	56.3	59.5	60.7	65.5	71.0	77.4	71.0	77.9	64.6	76.4	▲ 18.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,340	1,390	1,430	1,450	1,440	1,490	1,380	1,390	1,150	1,280	▲ 11.3%
Arts, Ent. & Rec.	530	580	360	280	290	340	200	190	170	210	▲ 28.8%
Retail**	170	170	170	160	150	160	160	170	170	180	▲ 3.3%
Ground Tran.	50	50	50	50	50	50	70	80	80	60	▼ -20.5%
Other Travel*	20	10	20	20	20	20	20	20	10	20	▲ 9.2%
TOTAL	2,110	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,580	1,750	▲ 10.6%

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

**Retail includes gasoline.

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

Siskiyou County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	4.8	5.0	5.1	5.4	5.7	6.1	6.2	6.8	5.9	7.6	▲ 27.8%
State Tax Receipts	8.1	8.3	8.5	8.4	8.3	8.6	8.9	9.7	7.0	9.3	▲ 33.6%
TOTAL	13.0	13.3	13.6	13.8	14.0	14.7	15.1	16.5	12.9	16.9	▲ 31.0%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.0	3.0	3.2	3.4	3.6	3.9	4.1	4.5	3.4	4.7	▲ 39.9%
Business or Employee	1.9	1.9	1.9	2.1	2.1	2.2	2.1	2.3	2.5	2.8	▲ 11.8%
TOTAL	4.8	5.0	5.1	5.4	5.7	6.1	6.2	6.8	5.9	7.6	▲ 27.8%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	6.2	6.2	6.3	6.1	5.9	6.2	6.9	7.5	4.6	6.6	▲ 42.7%
Business or Employee	1.9	2.1	2.2	2.3	2.3	2.3	2.0	2.2	2.4	2.8	▲ 16.1%
TOTAL	8.1	8.3	8.5	8.4	8.3	8.6	8.9	9.7	7.0	9.3	▲ 33.6%

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

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

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

Solano County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	651.1	▲ 128.7%
Other Travel*	84.7	76.6	78.0	72.3	65.1	73.4	85.1	88.5	32.4	52.4	▲ 61.7%
TOTAL	669.3	695.6	711.2	704.4	730.8	766.4	799.7	823.5	317.1	703.5	▲ 121.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	163.0	189.3	201.9	209.3	229.5	234.9	238.3	241.2	156.7	246.8	▲ 57.5%
Private Home	178.8	179.3	179.0	171.7	176.8	191.0	204.5	218.3	50.6	225.0	▲ 345.1%
Campground	3.6	3.6	4.5	4.5	4.6	4.8	5.0	5.4	4.5	5.7	▲ 24.7%
2nd Home	6.1	6.1	6.2	6.8	6.9	7.5	8.3	8.5	20.0	21.3	▲ 6.5%
Day Travel	233.0	240.6	241.6	239.9	247.9	254.9	258.5	261.6	52.9	152.4	▲ 187.9%
TOTAL	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	651.1	▲ 128.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	57.5	68.4	76.8	83.4	94.4	98.0	100.6	103.9	64.3	102.3	▲ 59.0%
Food Service	179.7	192.1	194.0	199.3	214.0	221.3	226.1	232.0	92.2	222.7	▲ 141.6%
Food Stores	30.8	31.1	31.9	32.4	33.1	33.1	32.9	33.3	10.6	32.2	▲ 203.2%
Local Tran. & Gas	81.0	77.8	78.7	71.0	66.7	72.8	80.9	82.8	18.6	55.1	▲ 195.6%
Arts, Ent. & Rec.	123.4	131.2	132.6	133.1	140.1	141.6	141.3	141.2	50.0	117.8	▲ 135.4%
Retail Sales	112.2	118.3	119.2	112.8	117.4	126.2	132.8	141.8	48.9	120.9	▲ 147.5%
TOTAL	584.5	619.0	633.2	632.1	665.7	693.0	714.7	735.0	284.7	651.1	▲ 128.7%

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

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

Solano County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	106.9	120.9	122.7	126.9	142.3	150.8	163.3	172.4	144.5	169.2	▲ 17.1%
Arts, Ent. & Rec.	61.0	71.5	69.0	61.0	67.4	61.3	66.5	67.7	34.1	43.3	▲ 27.2%
Retail**	18.3	19.1	19.6	19.5	20.6	21.2	22.5	23.3	22.9	25.3	▲ 10.4%
Ground Tran.	6.5	6.8	7.0	7.3	8.3	9.5	13.2	14.1	3.2	5.8	▲ 77.8%
Other Travel*	3.1	2.9	3.4	4.8	5.3	5.6	6.0	6.3	5.4	4.6	▼ -14.2%
TOTAL	195.7	221.2	221.8	219.4	244.0	248.5	271.5	283.7	210.1	248.2	▲ 18.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,120	4,600	4,520	4,400	4,600	4,620	4,770	4,700	3,790	4,070	▲ 7.5%
Arts, Ent. & Rec.	3,430	3,660	3,560	3,400	3,510	3,540	3,520	3,530	1,720	2,090	▲ 21.1%
Retail**	650	670	680	630	650	670	690	680	610	640	▲ 5.2%
Ground Tran.	180	190	190	190	200	200	260	280	150	240	▲ 56.6%
Other Travel*	130	120	140	150	150	160	160	160	130	100	▼ -27.0%
TOTAL	8,510	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,410	7,140	▲ 11.4%

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**Retail includes gasoline.

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Solano County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	15.6	18.8	20.0	20.7	22.6	23.1	25.5	26.6	17.6	26.2	▲ 48.9%
State Tax Receipts	36.4	38.7	39.3	37.5	37.5	38.0	42.0	44.0	20.4	38.8	▲ 90.1%
TOTAL	51.9	57.5	59.3	58.1	60.2	61.1	67.5	70.6	38.0	65.0	▲ 71.1%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	8.9	11.3	12.5	13.3	14.8	15.4	17.0	17.6	8.8	16.4	▲ 85.7%
Business or Employee	6.7	7.6	7.5	7.3	7.9	7.7	8.5	8.9	8.8	9.8	▲ 11.9%
TOTAL	15.6	18.8	20.0	20.7	22.6	23.1	25.5	26.6	17.6	26.2	▲ 48.9%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	29.7	30.8	31.5	29.9	29.6	30.5	34.4	36.2	13.4	30.1	▲ 124.8%
Business or Employee	6.7	7.8	7.8	7.6	8.0	7.5	7.6	7.9	7.0	8.7	▲ 24.1%
TOTAL	36.4	38.7	39.3	37.5	37.5	38.0	42.0	44.0	20.4	38.8	▲ 90.1%

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

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Sonoma County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,864	▲ 60.5%
Other Travel*	133	126	130	124	143	158	176	183	89	105	▲ 18.2%
TOTAL	1,699	1,756	1,828	1,876	1,975	2,084	2,200	2,237	1,250	1,969	▲ 57.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	774	834	886	931	984	1,054	1,112	1,113	722	1,161	▲ 60.8%
Private Home	159	157	158	152	156	165	179	190	60	188	▲ 215.2%
Campground	49	50	55	55	56	59	61	66	56	69	▲ 24.7%
2nd Home	86	85	86	94	95	102	114	117	143	152	▲ 6.5%
Day Travel	498	505	514	520	541	545	558	568	181	293	▲ 62.2%
TOTAL	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,864	▲ 60.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	297	330	367	400	435	473	510	505	299	547	▲ 82.8%
Food Service	442	460	471	491	519	542	563	580	355	538	▲ 51.4%
Food Stores	61	61	64	66	67	67	67	69	39	63	▲ 62.9%
Local Tran. & Gas	172	165	170	157	149	161	179	184	81	134	▲ 64.2%
Arts, Ent. & Rec.	305	316	323	329	343	348	353	354	195	287	▲ 47.6%
Retail Sales	284	292	297	302	310	323	340	348	187	287	▲ 53.3%
Visitor Air Tran.	5	6	7	7	9	11	12	14	5	8	▲ 61.8%
TOTAL	1,566	1,630	1,698	1,752	1,832	1,926	2,024	2,054	1,161	1,864	▲ 60.5%

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

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

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Sonoma County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	291	299	328	347	373	415	437	456	335	412	▲ 22.8%
Arts, Ent. & Rec.	152	162	161	176	185	205	215	221	156	174	▲ 11.4%
Retail**	44	45	47	49	52	55	59	59	60	64	▲ 6.2%
Ground Tran.	16	17	18	19	21	24	33	35	15	16	▲ 3.0%
Visitor Air Tran.	2	3	3	3	14	20	22	32	31	31	▼ -0.5%
Other Travel*	14	15	16	17	39	47	49	60	55	44	▼ -20.7%
TOTAL	520	540	573	612	684	767	815	863	653	739	▲ 13.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,740	9,950	10,410	10,580	10,690	11,310	11,320	11,210	8,280	9,180	▲ 10.9%
Arts, Ent. & Rec.	6,990	7,320	7,190	7,500	7,580	8,310	8,000	7,860	5,000	5,590	▲ 11.6%
Retail**	1,390	1,420	1,450	1,420	1,460	1,490	1,510	1,480	1,410	1,430	▲ 1.3%
Ground Tran.	440	460	470	470	490	510	630	690	630	580	▼ -8.4%
Visitor Air Tran.	20	20	20	30	100	210	220	330	280	300	▲ 5.2%
Other Travel*	290	290	300	310	560	690	690	790	670	560	▼ -17.2%
TOTAL	18,870	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,290	17,640	▲ 8.3%

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

**Retail includes gasoline.

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

Sonoma County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	61	67	73	78	84	97	108	110	74	112	▲ 51.0%
State Tax Receipts	76	80	83	83	84	85	91	95	61	86	▲ 41.5%
TOTAL	138	147	155	160	168	182	199	204	135	198	▲ 46.7%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	42	47	52	56	61	72	81	81	45	81	▲ 79.1%
Business or Employee	19	20	20	22	23	25	27	29	29	31	▲ 7.1%
TOTAL	61	67	73	78	84	97	108	110	74	112	▲ 51.0%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	60	62	64	63	63	64	70	73	40	62	▲ 55.5%
Business or Employee	16	18	19	20	21	21	21	22	21	24	▲ 15.2%
TOTAL	76	80	83	83	84	85	91	95	61	86	▲ 41.5%

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

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

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

Stanislaus County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	269.8	449.2	▲ 66.5%
Other Travel*	106.8	96.6	96.7	86.3	77.1	87.1	101.2	105.3	37.3	63.3	▲ 69.6%
TOTAL	555.5	538.2	547.0	557.4	564.0	587.2	633.0	670.8	307.1	512.5	▲ 66.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	155.9	159.2	165.4	186.4	204.2	200.7	211.9	227.7	174.3	199.6	▲ 14.5%
Private Home	137.1	130.7	131.7	128.3	125.5	136.8	151.1	162.6	48.6	153.3	▲ 215.2%
Campground	4.0	4.1	4.3	4.3	4.3	4.6	4.8	5.2	4.3	5.4	▲ 25.1%
2nd Home	7.0	6.9	7.1	6.9	7.1	7.4	7.9	8.1	5.5	5.9	▲ 7.9%
Day Travel	144.6	140.6	141.8	145.2	145.9	150.7	156.2	162.0	37.0	85.0	▲ 129.9%
TOTAL	448.7	441.5	450.3	471.1	487.0	500.1	531.9	565.5	269.8	449.2	▲ 66.5%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	51.4	53.7	57.7	67.3	75.5	76.3	81.4	88.2	80.7	97.1	▲ 20.3%
Food Service	124.8	125.6	127.2	138.5	147.7	149.6	155.9	165.2	75.6	132.6	▲ 75.3%
Food Stores	20.8	20.1	20.6	21.9	22.0	21.8	22.0	22.7	9.8	20.8	▲ 111.0%
Local Tran. & Gas	120.7	111.2	113.1	107.3	100.3	106.8	119.5	124.9	36.5	75.7	▲ 107.3%
Arts, Ent. & Rec.	60.6	60.8	61.6	65.5	68.5	67.8	69.0	71.3	31.1	52.4	▲ 68.6%
Retail Sales	70.0	69.3	69.8	70.6	72.9	77.8	84.0	93.2	36.0	70.7	▲ 96.3%
TOTAL	448.2	440.7	450.1	471.1	487.0	500.1	531.9	565.5	269.8	449.2	▲ 66.5%

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

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

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

Stanislaus County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	68.2	71.8	77.0	84.0	95.4	97.8	104.9	114.1	99.2	123.4	▲ 24.3%
Arts, Ent. & Rec.	28.8	28.4	31.0	34.6	38.0	41.3	40.2	43.8	26.4	30.4	▲ 15.0%
Retail**	13.4	13.2	13.7	14.5	15.3	16.8	17.7	18.7	18.9	21.1	▲ 11.6%
Ground Tran.	8.8	8.7	9.1	10.1	11.3	12.4	16.6	18.2	6.6	7.7	▲ 15.4%
Other Travel*	6.8	6.6	7.4	4.7	5.3	6.5	6.9	7.4	8.5	7.9	▼ -7.2%
TOTAL	125.9	128.7	138.1	147.9	165.3	174.8	186.2	202.2	159.7	190.4	▲ 19.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,870	3,050	3,170	3,250	3,400	3,380	3,480	3,600	3,050	3,450	▲ 13.3%
Arts, Ent. & Rec.	1,720	1,650	1,790	1,850	1,890	2,030	1,990	2,070	1,170	1,350	▲ 16.0%
Retail**	480	480	480	490	500	540	570	570	530	570	▲ 8.6%
Ground Tran.	230	230	230	250	260	260	320	360	240	270	▲ 13.8%
Other Travel*	220	210	220	190	200	230	260	260	300	260	▼ -12.2%
TOTAL	5,520	5,610	5,900	6,030	6,260	6,440	6,620	6,870	5,270	5,900	▲ 12.0%

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

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

**Retail includes gasoline.

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

Stanislaus County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	10.0	10.3	10.8	11.9	13.0	14.5	16.1	17.4	14.8	18.4	▲ 24.5%
State Tax Receipts	34.1	34.0	35.1	34.4	33.4	33.8	39.4	42.2	20.2	33.6	▲ 66.4%
TOTAL	44.2	44.3	45.9	46.2	46.4	48.3	55.4	59.6	35.0	52.0	▲ 48.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.9	6.0	6.4	7.2	8.0	9.2	10.4	11.2	8.3	11.1	▲ 33.9%
Business or Employee	4.2	4.2	4.4	4.6	5.0	5.3	5.7	6.2	6.5	7.3	▲ 12.5%
TOTAL	10.0	10.3	10.8	11.9	13.0	14.5	16.1	17.4	14.8	18.4	▲ 24.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	29.6	29.1	29.9	28.9	27.7	28.4	34.0	36.4	14.6	26.9	▲ 84.0%
Business or Employee	4.6	4.9	5.3	5.4	5.7	5.4	5.4	5.8	5.6	6.7	▲ 20.2%
TOTAL	34.1	34.0	35.1	34.4	33.4	33.8	39.4	42.2	20.2	33.6	▲ 66.4%

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

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

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

Sutter County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	76.4	▲ 96.1%
Other Travel*	18.8	17.0	17.1	15.2	13.5	15.1	17.5	18.3	6.4	11.0	▲ 72.1%
TOTAL	90.9	88.1	91.5	89.4	88.4	97.1	109.4	114.2	45.4	87.4	▲ 92.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	20.0	20.1	22.1	23.5	24.8	28.9	32.9	35.0	22.3	31.9	▲ 42.7%
Private Home	24.0	23.2	23.8	22.4	21.9	24.0	26.9	28.3	8.5	26.7	▲ 215.3%
2nd Home	1.7	1.7	1.7	1.7	1.7	1.8	1.9	1.9	1.6	1.7	▲ 7.9%
Day Travel	26.5	26.1	26.8	26.5	26.4	27.4	30.2	30.7	6.6	16.2	▲ 144.5%
TOTAL	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	76.4	▲ 96.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.0	8.3	9.3	10.2	11.0	12.9	14.6	15.6	11.7	17.2	▲ 47.2%
Food Service	20.2	20.5	21.3	22.1	23.1	24.8	27.2	28.3	11.2	22.7	▲ 103.7%
Food Stores	3.4	3.3	3.4	3.5	3.5	3.6	3.7	3.8	1.4	3.4	▲ 137.8%
Local Tran. & Gas	18.8	17.4	17.9	16.1	14.6	16.2	19.1	19.6	4.5	11.6	▲ 159.0%
Arts, Ent. & Rec.	9.9	10.0	10.4	10.5	10.8	11.3	12.1	12.3	4.6	9.0	▲ 95.9%
Retail Sales	11.8	11.7	12.1	11.7	11.8	13.3	15.2	16.5	5.6	12.4	▲ 122.1%
TOTAL	72.1	71.1	74.4	74.2	74.8	82.0	91.9	95.9	39.0	76.4	▲ 96.1%

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

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

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

Sutter County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	12.6	13.3	13.7	14.8	15.6	16.5	19.8	21.2	19.3	25.6	▲ 32.7%
Arts, Ent. & Rec.	5.9	6.0	6.7	7.2	7.4	7.3	7.3	7.5	5.3	6.8	▲ 28.7%
Retail**	2.5	2.4	2.6	2.6	2.7	3.0	3.3	3.5	3.5	4.0	▲ 16.4%
Ground Tran.	1.2	1.2	1.3	1.3	1.5	1.7	2.5	2.7	0.7	1.0	▲ 53.3%
Other Travel*	0.6	0.6	0.7	0.8	0.9	1.0	1.0	1.1	1.4	1.3	▼ -11.0%
TOTAL	22.8	23.6	25.0	26.7	28.0	29.5	34.0	36.0	30.2	38.7	▲ 28.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	540	570	580	580	560	580	660	670	590	710	▲ 20.6%
Arts, Ent. & Rec.	510	570	610	640	620	610	570	550	360	420	▲ 17.0%
Retail**	90	90	90	90	100	100	110	110	100	110	▲ 12.7%
Ground Tran.	30	30	30	30	30	40	50	50	30	40	▲ 35.1%
Other Travel*	30	30	30	30	40	50	50	50	50	50	▼ -11.2%
TOTAL	1,200	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,130	1,330	▲ 17.7%

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

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

**Retail includes gasoline.

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

Sutter County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.7	1.7	1.8	2.0	2.1	2.3	2.7	2.9	2.3	3.3	▲ 40.3%
State Tax Receipts	5.8	5.8	6.1	5.8	5.5	5.7	6.9	7.3	3.4	6.0	▲ 77.4%
TOTAL	7.5	7.5	7.9	7.7	7.5	8.0	9.6	10.2	5.7	9.3	▲ 62.2%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.9	1.0	1.1	1.1	1.2	1.4	1.7	1.8	1.2	1.9	▲ 58.9%
Business or Employee	0.7	0.8	0.8	0.8	0.8	0.8	1.0	1.0	1.2	1.4	▲ 21.6%
TOTAL	1.7	1.7	1.8	2.0	2.1	2.3	2.7	2.9	2.3	3.3	▲ 40.3%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.0	4.9	5.1	4.8	4.5	4.8	5.9	6.2	2.3	4.6	▲ 100.3%
Business or Employee	0.8	0.9	0.9	1.0	1.0	0.9	1.0	1.1	1.1	1.4	▲ 29.0%
TOTAL	5.8	5.8	6.1	5.8	5.5	5.7	6.9	7.3	3.4	6.0	▲ 77.4%

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

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

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Tehama County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	131.4	▲ 48.4%
Other Travel*	12.4	11.0	11.0	9.8	8.5	9.7	11.2	11.7	4.0	7.2	▲ 77.5%
TOTAL	126.0	124.8	127.1	128.5	129.0	134.2	148.7	160.7	92.6	138.6	▲ 49.7%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	30.3	32.0	34.2	38.0	39.8	38.6	44.4	50.4	34.7	41.6	▲ 20.0%
Private Home	34.5	33.4	33.4	31.6	31.1	33.8	37.4	39.9	13.3	41.4	▲ 211.5%
Campground	12.7	12.8	12.8	12.7	12.8	13.5	14.1	15.2	12.7	15.8	▲ 24.7%
2nd Home	15.4	15.0	15.1	15.7	16.0	17.0	18.6	19.0	20.7	22.1	▲ 7.0%
Day Travel	20.8	20.6	20.7	20.8	20.7	21.7	23.0	24.5	7.2	10.5	▲ 44.9%
TOTAL	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	131.4	▲ 48.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	18.6	19.6	20.7	22.6	23.9	23.8	26.5	29.8	25.5	30.7	▲ 20.2%
Food Service	34.4	35.0	35.5	37.8	39.4	40.1	43.3	46.4	26.2	41.6	▲ 58.6%
Food Stores	9.0	8.8	8.9	9.2	9.1	9.2	9.4	9.8	5.9	10.2	▲ 72.3%
Local Tran. & Gas	20.5	19.0	19.1	17.6	16.0	17.5	20.3	21.6	8.5	13.9	▲ 63.1%
Arts, Ent. & Rec.	18.0	18.2	18.4	19.2	19.6	19.5	20.5	21.4	11.9	17.7	▲ 47.9%
Retail Sales	13.2	13.2	13.4	12.2	12.4	14.3	17.5	20.0	10.4	17.4	▲ 66.9%
TOTAL	113.6	113.8	116.1	118.7	120.4	124.5	137.5	149.0	88.5	131.4	▲ 48.4%

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

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

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

Tehama County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	21.7	22.1	23.1	27.1	28.2	29.1	31.8	35.1	31.8	39.2	▲ 23.3%
Arts, Ent. & Rec.	6.5	6.6	6.7	7.2	7.3	7.1	7.0	7.7	6.6	8.8	▲ 33.0%
Retail**	3.2	3.2	3.3	3.3	3.4	3.7	4.1	4.4	4.8	4.9	▲ 3.0%
Ground Tran.	1.4	1.4	1.4	1.5	1.7	2.0	2.9	3.2	1.2	1.2	▼ -0.1%
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	▲ 14.9%
TOTAL	33.2	33.6	34.9	39.5	41.0	42.3	46.1	50.9	44.8	54.6	▲ 21.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	910	970	960	1,030	1,060	1,120	1,130	1,150	1,010	1,140	▲ 12.6%
Arts, Ent. & Rec.	340	380	430	420	400	390	380	390	340	410	▲ 21.0%
Retail**	120	110	110	110	110	120	120	130	130	130	▲ 1.6%
Ground Tran.	40	40	40	40	40	40	60	60	60	50	▼ -11.9%
Other Travel*	10	10	20	20	20	20	20	20	20	20	▲ 6.0%
TOTAL	1,420	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,550	1,750	▲ 12.6%

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

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

**Retail includes gasoline.

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

Tehama County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	2.7	2.8	2.9	3.2	3.3	3.3	3.9	4.4	3.9	4.8	▲ 23.6%
State Tax Receipts	6.6	6.7	6.8	6.7	6.5	6.6	7.7	8.3	5.2	7.6	▲ 47.9%
TOTAL	9.3	9.5	9.8	10.0	9.8	9.9	11.6	12.7	9.1	12.5	▲ 37.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.6	1.7	1.8	2.0	2.1	2.1	2.5	2.9	2.2	2.8	▲ 30.4%
Business or Employee	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.8	2.0	▲ 15.3%
TOTAL	2.7	2.8	2.9	3.2	3.3	3.3	3.9	4.4	3.9	4.8	▲ 23.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.4	5.4	5.5	5.3	5.1	5.3	6.3	6.8	3.5	5.6	▲ 61.0%
Business or Employee	1.2	1.2	1.3	1.4	1.4	1.3	1.4	1.5	1.7	2.0	▲ 20.3%
TOTAL	6.6	6.7	6.8	6.7	6.5	6.6	7.7	8.3	5.2	7.6	▲ 47.9%

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

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

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

Trinity County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	59.6	▲ 17.4%
Other Travel*	2.7	2.4	2.3	2.0	1.7	1.9	2.2	2.3	0.8	1.4	▲ 77.5%
TOTAL	52.2	51.6	51.9	50.0	52.8	55.9	56.4	60.7	51.5	60.9	▲ 18.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	12.7	12.8	12.4	11.4	13.7	14.8	13.0	14.4	14.3	12.6	▼ -11.7%
Private Home	7.6	7.2	7.0	6.4	6.6	6.9	7.1	8.0	2.6	8.0	▲ 211.4%
Campground	11.4	11.7	12.8	12.7	12.8	13.4	14.1	15.2	12.7	15.9	▲ 24.9%
2nd Home	11.5	11.2	11.0	11.3	11.5	12.1	13.2	13.5	18.4	19.7	▲ 7.0%
Day Travel	6.4	6.3	6.4	6.2	6.5	6.7	6.8	7.3	2.7	3.3	▲ 21.3%
TOTAL	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	59.6	▲ 17.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	10.5	10.7	10.9	10.9	12.1	12.7	12.1	13.1	14.9	15.4	▲ 3.7%
Food Service	13.8	13.8	13.6	13.6	14.9	15.5	15.2	16.4	14.0	16.8	▲ 19.7%
Food Stores	4.5	4.5	4.8	4.8	4.9	5.0	4.9	5.3	4.2	5.6	▲ 32.9%
Local Tran. & Gas	8.5	7.9	8.1	7.1	6.7	7.4	8.1	8.7	5.3	7.1	▲ 33.7%
Arts, Ent. & Rec.	7.5	7.5	7.5	7.3	7.8	7.9	7.6	8.0	6.8	7.8	▲ 14.6%
Retail Sales	4.8	4.7	4.7	4.4	4.7	5.5	6.2	6.9	5.5	6.9	▲ 24.5%
TOTAL	49.6	49.2	49.6	48.0	51.0	54.0	54.2	58.4	50.8	59.6	▲ 17.4%

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

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

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

Trinity County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	10.3	11.0	10.8	10.3	11.4	11.8	10.5	11.8	11.3	12.7	▲ 12.0%
Arts, Ent. & Rec.	4.8	3.8	3.6	3.4	3.7	3.8	3.8	4.2	4.7	4.1	▼ -13.5%
Retail**	1.6	1.6	1.6	1.6	1.8	1.9	1.4	1.8	2.0	2.0	▲ 0.5%
Ground Tran.	0.6	0.6	0.6	0.6	0.7	0.8	1.1	1.3	0.7	0.6	▼ -20.1%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 40.0%
TOTAL	17.4	17.0	16.8	16.1	17.7	18.4	17.0	19.2	18.8	19.4	▲ 3.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	480	490	460	420	450	430	380	420	370	390	▲ 4.8%
Arts, Ent. & Rec.	290	210	200	180	180	170	190	200	220	170	▼ -20.3%
Retail**	70	70	70	60	60	60	50	60	60	70	▲ 6.3%
Ground Tran.	20	20	20	20	20	20	20	30	30	20	▼ -29.6%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 32.0%
TOTAL	860	790	750	690	710	680	650	710	690	660	▼ -4.5%

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

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

**Retail includes gasoline.

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

Trinity County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.2	1.3	1.4	▲ 1.1%
State Tax Receipts	2.3	2.3	2.3	2.1	2.1	2.2	2.3	2.5	2.2	2.6	▲ 19.6%
TOTAL	3.3	3.3	3.3	3.1	3.2	3.2	3.4	3.7	3.5	4.0	▲ 12.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.4	0.4	0.5	0.4	0.5	0.5	0.6	0.6	0.6	0.6	▲ 5.4%
Business or Employee	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.7	0.7	▼ -2.5%
TOTAL	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.2	1.3	1.4	▲ 1.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	1.7	1.7	1.7	1.5	1.5	1.6	1.8	2.0	1.5	1.9	▲ 28.5%
Business or Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	▲ 1.8%
TOTAL	2.3	2.3	2.3	2.1	2.1	2.2	2.3	2.5	2.2	2.6	▲ 19.6%

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

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

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

Tulare County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	406.5	▲ 59.4%
Other Travel*	91.6	83.6	84.3	74.4	66.0	74.4	85.7	89.2	31.6	53.6	▲ 69.5%
TOTAL	445.9	431.9	453.2	419.3	383.9	478.9	512.1	540.5	286.6	460.1	▲ 60.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	155.8	157.8	171.2	159.9	136.8	204.5	209.7	220.8	153.2	209.3	▲ 36.7%
Private Home	106.8	100.6	102.5	93.8	91.3	104.7	113.4	122.6	39.6	115.1	▲ 190.9%
Campground	17.4	17.6	20.8	20.6	20.9	21.9	23.0	24.8	20.7	25.8	▲ 24.6%
2nd Home	26.7	26.2	26.7	26.0	26.4	27.7	29.4	30.2	28.6	30.9	▲ 7.9%
Day Travel	47.6	46.0	47.6	44.7	42.4	45.8	50.8	52.9	12.9	25.3	▲ 95.9%
TOTAL	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	406.5	▲ 59.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	70.8	73.1	81.4	79.4	72.6	101.2	104.7	109.7	91.3	124.9	▲ 36.7%
Food Service	93.8	94.1	98.3	95.4	90.7	113.3	116.8	123.6	66.8	110.1	▲ 64.9%
Food Stores	19.7	19.1	20.4	20.1	19.4	21.2	21.2	22.1	13.6	22.3	▲ 64.3%
Local Tran. & Gas	81.5	74.1	77.0	66.3	57.8	69.7	78.6	82.4	26.2	53.4	▲ 103.8%
Arts, Ent. & Rec.	45.0	45.0	47.1	44.7	41.7	50.8	51.2	52.8	28.1	43.9	▲ 56.2%
Retail Sales	43.5	42.9	44.8	39.0	35.6	48.5	53.9	60.5	29.0	51.8	▲ 78.7%
TOTAL	354.3	348.3	368.9	344.9	317.9	404.6	426.4	451.2	255.0	406.5	▲ 59.4%

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

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

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

Tulare County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	73.1	74.5	83.3	86.2	84.3	112.6	118.2	126.5	118.3	140.0	▲ 18.4%
Arts, Ent. & Rec.	18.2	15.9	16.1	16.3	14.4	18.9	20.6	22.1	13.5	17.6	▲ 30.5%
Retail**	9.9	9.7	10.5	9.9	9.6	11.3	11.8	12.4	13.0	14.3	▲ 10.3%
Ground Tran.	5.6	5.5	5.9	5.8	6.0	8.0	11.2	12.2	3.9	4.9	▲ 23.6%
Other Travel*	3.4	3.6	3.9	3.9	4.3	4.8	4.9	5.3	6.1	6.0	▼ -2.2%
TOTAL	110.3	109.2	119.7	122.0	118.6	155.5	166.7	178.6	154.8	182.8	▲ 18.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,800	2,930	3,090	3,000	2,770	3,520	3,540	3,580	3,170	3,670	▲ 15.7%
Arts, Ent. & Rec.	950	840	840	820	780	990	1,060	1,110	620	860	▲ 38.8%
Retail**	380	370	400	380	350	390	400	410	390	420	▲ 7.7%
Ground Tran.	150	150	160	150	140	170	220	240	190	200	▲ 8.9%
Other Travel*	140	140	160	160	160	170	170	180	200	200	▼ -2.8%
TOTAL	4,420	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,570	5,350	▲ 17.0%

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

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

**Retail includes gasoline.

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

Tulare County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	11.2	11.3	12.4	12.1	11.0	15.1	16.4	17.4	15.2	20.0	▲ 31.6%
State Tax Receipts	25.9	25.6	26.9	24.5	22.0	25.6	30.0	32.2	17.6	27.6	▲ 57.2%
TOTAL	37.1	36.9	39.3	36.6	33.0	40.7	46.4	49.6	32.8	47.7	▲ 45.4%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.4	7.6	8.4	8.0	7.2	10.3	11.2	11.9	8.8	12.9	▲ 46.4%
Business or Employee	3.8	3.7	4.0	4.0	3.8	4.8	5.2	5.5	6.4	7.2	▲ 11.4%
TOTAL	11.2	11.3	12.4	12.1	11.0	15.1	16.4	17.4	15.2	20.0	▲ 31.6%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	22.2	21.7	22.7	20.4	18.2	21.0	25.4	27.3	12.3	21.4	▲ 73.7%
Business or Employee	3.7	3.8	4.2	4.2	3.8	4.6	4.6	4.9	5.2	6.2	▲ 18.5%
TOTAL	25.9	25.6	26.9	24.5	22.0	25.6	30.0	32.2	17.6	27.6	▲ 57.2%

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

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

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Tuolumne County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	235.2	▲ 36.4%
Other Travel*	11.8	10.5	10.4	9.1	8.1	9.1	10.6	11.1	4.1	6.6	▲ 60.7%
TOTAL	198.1	189.3	192.0	205.6	223.6	250.3	255.1	273.1	176.5	241.8	▲ 37.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	79.9	78.0	77.9	91.8	108.9	128.9	124.3	134.8	82.0	110.4	▲ 34.6%
Private Home	30.4	28.4	28.4	27.2	27.2	28.9	30.9	34.1	11.2	34.8	▲ 211.7%
Campground	14.4	12.9	15.4	15.4	15.6	16.4	17.2	18.5	15.5	19.3	▲ 24.7%
2nd Home	39.1	38.1	38.3	39.5	40.2	42.7	46.6	47.7	54.1	57.9	▲ 7.0%
Day Travel	22.5	21.4	21.6	22.5	23.6	24.2	25.5	26.9	9.7	12.8	▲ 32.5%
TOTAL	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	235.2	▲ 36.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	45.9	45.6	47.3	54.2	63.3	73.8	72.3	78.3	60.1	79.0	▲ 31.4%
Food Service	54.7	53.3	53.2	58.8	65.2	71.2	71.2	76.2	49.0	67.4	▲ 37.7%
Food Stores	10.4	9.6	10.2	10.8	11.0	11.2	11.2	11.8	7.8	11.9	▲ 53.0%
Local Tran. & Gas	27.1	24.0	24.5	23.4	22.4	25.4	27.9	29.7	13.8	20.5	▲ 48.8%
Arts, Ent. & Rec.	28.9	28.1	28.1	30.2	32.7	34.7	34.0	35.4	22.8	29.7	▲ 30.0%
Retail Sales	19.3	18.3	18.3	19.2	20.8	24.8	28.0	30.5	19.0	26.8	▲ 41.0%
TOTAL	186.3	178.8	181.6	196.5	215.5	241.1	244.5	262.0	172.4	235.2	▲ 36.4%

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

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

Tuolumne County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	38.9	42.7	43.2	47.3	56.1	65.2	64.1	71.0	57.5	74.5	▲ 29.5%
Arts, Ent. & Rec.	8.1	7.7	6.6	6.6	6.9	7.2	5.7	6.3	5.1	5.4	▲ 5.7%
Retail**	4.3	4.1	4.3	4.6	5.0	4.9	5.2	5.5	6.0	6.5	▲ 8.7%
Ground Tran.	2.1	2.0	2.1	2.3	2.7	3.3	4.5	5.0	2.1	1.9	▼ -9.0%
Other Travel*	0.8	0.7	0.7	0.6	0.7	0.7	0.8	0.8	0.7	0.7	▼ -6.2%
TOTAL	54.1	57.2	56.8	61.4	71.4	81.3	80.3	88.7	71.4	89.0	▲ 24.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,470	1,570	1,530	1,560	1,680	1,830	1,780	1,860	1,490	1,750	▲ 17.5%
Arts, Ent. & Rec.	410	400	350	320	350	340	260	280	210	230	▲ 8.1%
Retail**	160	160	160	160	180	160	170	170	170	170	▲ 2.2%
Ground Tran.	60	60	60	60	60	70	90	100	100	80	▼ -19.8%
Other Travel*	20	30	20	20	30	30	30	30	20	20	▼ -5.8%
TOTAL	2,130	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,000	2,260	▲ 13.1%

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

**Retail includes gasoline.

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Tuolumne County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	5.4	5.4	5.5	6.3	7.3	8.6	8.7	9.5	7.5	9.9	▲ 31.2%
State Tax Receipts	8.9	8.9	9.0	9.3	9.6	10.3	10.9	11.9	8.2	11.1	▲ 35.9%
TOTAL	14.3	14.3	14.5	15.5	17.0	18.9	19.6	21.4	15.7	21.0	▲ 33.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	3.6	3.6	3.7	4.3	5.2	6.2	6.3	6.9	4.7	6.6	▲ 39.1%
Business or Employee	1.8	1.9	1.8	1.9	2.2	2.4	2.4	2.6	2.8	3.3	▲ 17.8%
TOTAL	5.4	5.4	5.5	6.3	7.3	8.6	8.7	9.5	7.5	9.9	▲ 31.2%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	7.1	6.8	7.0	7.1	7.2	7.8	8.6	9.3	5.5	7.8	▲ 43.0%
Business or Employee	1.9	2.1	2.1	2.2	2.4	2.5	2.3	2.6	2.7	3.3	▲ 21.4%
TOTAL	8.9	8.9	9.0	9.3	9.6	10.3	10.9	11.9	8.2	11.1	▲ 35.9%

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

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

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Ventura County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,416	▲ 59.8%
Other Travel*	222	207	212	197	183	199	224	229	111	143	▲ 28.4%
TOTAL	1,534	1,550	1,593	1,634	1,645	1,707	1,793	1,827	997	1,558	▲ 56.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	579	616	652	693	720	727	739	731	434	674	▲ 55.2%
Private Home	268	261	261	270	268	294	322	347	156	355	▲ 128.3%
Campground	51	53	53	54	55	57	60	65	54	68	▲ 24.7%
2nd Home	44	43	43	44	45	49	55	56	119	128	▲ 7.0%
Day Travel	370	370	372	375	375	381	393	398	122	190	▲ 56.1%
TOTAL	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,416	▲ 59.8%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	214	233	256	283	307	308	317	319	218	358	▲ 64.6%
Food Service	400	413	418	438	453	465	478	486	275	431	▲ 56.9%
Food Stores	54	54	55	57	56	56	56	58	39	55	▲ 43.9%
Local Tran. & Gas	240	230	235	220	204	217	236	238	102	166	▲ 62.9%
Arts, Ent. & Rec.	187	192	194	199	201	202	203	201	101	161	▲ 58.5%
Retail Sales	217	222	224	240	241	259	278	295	152	244	▲ 61.0%
TOTAL	1,312	1,343	1,381	1,437	1,462	1,508	1,568	1,597	886	1,416	▲ 59.8%

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

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

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

Ventura County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	244	256	264	284	294	334	351	364	290	348	▲ 20.3%
Arts, Ent. & Rec.	88	93	93	95	100	99	103	102	75	68	▼ -9.3%
Retail**	37	37	39	42	43	47	49	51	50	52	▲ 5.1%
Ground Tran.	20	21	22	24	26	28	35	37	18	19	▲ 1.4%
Other Travel*	34	35	37	39	40	42	44	44	42	33	▼ -20.6%
TOTAL	423	442	454	484	503	549	582	599	475	521	▲ 9.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,240	9,610	9,640	9,870	9,810	10,610	10,750	10,660	8,510	9,350	▲ 9.8%
Arts, Ent. & Rec.	3,690	3,940	3,860	3,860	3,800	3,430	3,560	3,420	2,280	2,300	▲ 0.8%
Retail**	1,220	1,240	1,260	1,310	1,310	1,390	1,430	1,410	1,320	1,330	▲ 0.9%
Ground Tran.	510	530	540	560	570	570	670	720	630	580	▼ -8.2%
Other Travel*	770	760	800	800	820	800	820	830	780	640	▼ -17.8%
TOTAL	15,430	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,510	14,190	▲ 5.0%

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

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

**Retail includes gasoline.

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

Ventura County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	39	42	44	48	51	52	56	57	42	59	▲ 40.5%
State Tax Receipts	82	84	87	86	83	85	93	97	58	84	▲ 44.7%
TOTAL	121	127	131	134	134	137	149	154	100	143	▲ 42.9%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	25	28	30	33	36	36	39	39	24	40	▲ 69.6%
Business or Employee	14	14	14	15	15	16	17	18	19	19	▲ 3.7%
TOTAL	39	42	44	48	51	52	56	57	42	59	▲ 40.5%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	67	68	69	68	66	67	76	79	40	64	▲ 59.9%
Business or Employee	15	17	17	18	18	18	18	18	18	20	▲ 10.9%
TOTAL	82	84	87	86	83	85	93	97	58	84	▲ 44.7%

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

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

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

Yolo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	371.0	▲ 56.7%
Other Travel*	42.9	39.7	39.1	34.7	30.5	34.7	40.6	42.7	15.0	25.4	▲ 69.2%
TOTAL	349.4	349.6	359.1	356.3	355.3	412.8	458.8	454.3	251.7	396.4	▲ 57.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	134.9	139.8	145.6	148.6	151.7	191.8	208.4	200.5	168.7	219.9	▲ 30.3%
Private Home	64.5	63.1	63.5	62.8	62.7	70.1	77.6	80.6	25.6	80.2	▲ 213.3%
Campground	6.5	6.4	8.3	8.2	8.3	8.7	9.1	9.9	8.3	10.3	▲ 24.7%
2nd Home	3.5	3.4	3.5	3.4	3.5	3.7	3.9	4.0	4.3	4.6	▲ 6.4%
Day Travel	97.2	97.2	99.2	98.6	98.5	103.9	119.2	116.7	29.8	56.0	▲ 88.2%
TOTAL	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	371.0	▲ 56.7%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	41.3	44.3	48.2	50.9	53.6	68.4	74.8	72.7	55.9	77.0	▲ 37.8%
Food Service	94.2	96.7	98.7	101.9	105.6	121.2	132.7	130.8	79.0	123.2	▲ 55.9%
Food Stores	12.2	12.0	12.8	13.1	13.0	13.9	14.6	14.4	8.3	13.9	▲ 67.2%
Local Tran. & Gas	55.8	52.0	53.4	48.2	43.9	50.9	60.5	59.9	21.3	40.7	▲ 90.5%
Arts, Ent. & Rec.	56.0	57.2	58.4	58.9	59.9	66.8	71.5	68.7	39.5	60.7	▲ 53.6%
Retail Sales	47.1	47.7	48.4	48.7	48.8	56.9	64.1	65.1	32.6	55.6	▲ 70.3%
TOTAL	306.5	309.9	320.0	321.7	324.8	378.1	418.2	411.7	236.7	371.0	▲ 56.7%

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

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

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

Yolo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	53.1	56.3	58.6	63.1	68.8	81.7	86.1	86.5	72.8	84.9	▲ 16.6%
Arts, Ent. & Rec.	22.5	22.8	23.7	24.8	26.4	30.1	30.7	30.1	18.3	25.5	▲ 39.5%
Retail**	8.1	8.2	8.6	8.9	9.2	9.7	10.6	11.0	11.4	12.4	▲ 8.5%
Ground Tran.	3.9	4.0	4.2	4.3	4.8	6.0	8.9	9.1	3.3	3.7	▲ 13.2%
Other Travel*	2.1	2.3	2.1	1.9	1.9	2.1	2.3	2.6	2.4	2.3	▼ -6.5%
TOTAL	89.8	93.5	97.1	103.1	111.1	129.5	138.6	139.3	108.2	128.7	▲ 19.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,280	2,380	2,450	2,470	2,500	2,870	2,910	2,810	2,290	2,450	▲ 6.9%
Arts, Ent. & Rec.	1,650	1,520	1,500	1,590	1,560	1,810	1,820	1,880	1,030	1,410	▲ 37.0%
Retail**	240	240	250	250	260	270	290	290	280	290	▲ 4.8%
Ground Tran.	110	110	110	110	110	130	170	180	150	150	▼ -0.2%
Other Travel*	60	60	60	60	60	60	70	70	70	60	▼ -6.6%
TOTAL	4,330	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,820	4,370	▲ 14.3%

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

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

**Retail includes gasoline.

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

Yolo County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	8.1	8.6	9.0	9.9	10.7	13.7	14.9	15.0	12.3	16.2	▲ 32.1%
State Tax Receipts	18.8	19.2	19.9	19.3	18.7	20.4	23.8	24.2	14.0	21.5	▲ 54.0%
TOTAL	26.9	27.8	28.9	29.2	29.4	34.0	38.8	39.2	26.3	37.8	▲ 43.8%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	5.0	5.4	5.8	6.5	7.2	9.6	10.7	10.6	7.8	11.2	▲ 43.4%
Business or Employee	3.1	3.2	3.2	3.4	3.5	4.0	4.3	4.3	4.5	5.0	▲ 12.4%
TOTAL	8.1	8.6	9.0	9.9	10.7	13.7	14.9	15.0	12.3	16.2	▲ 32.1%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	15.7	15.8	16.3	15.6	15.0	16.5	19.8	20.2	10.0	16.8	▲ 67.2%
Business or Employee	3.1	3.4	3.6	3.7	3.7	3.9	4.0	4.0	3.9	4.7	▲ 20.3%
TOTAL	18.8	19.2	19.9	19.3	18.7	20.4	23.8	24.2	14.0	21.5	▲ 54.0%

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

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

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

Yuba County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	78.3	▲ 66.4%
Other Travel*	14.3	12.9	12.9	11.5	10.2	11.7	13.7	14.3	4.9	8.7	▲ 77.5%
TOTAL	91.0	86.4	86.1	78.2	77.0	93.4	105.0	113.0	52.0	87.0	▲ 67.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	11.3	10.7	6.9	3.1	2.9	12.0	13.1	15.6	10.7	14.2	▲ 32.8%
Private Home	19.3	18.2	18.1	17.3	17.1	19.8	22.3	23.8	7.1	22.4	▲ 215.0%
Campground	13.0	12.8	16.5	16.4	16.6	17.4	18.3	19.7	16.6	20.7	▲ 24.7%
2nd Home	4.4	4.3	4.4	4.3	4.3	4.6	4.9	5.0	4.4	4.7	▲ 7.9%
Day Travel	28.8	27.6	27.3	25.7	25.9	27.9	32.7	34.5	8.3	16.3	▲ 96.3%
TOTAL	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	78.3	▲ 66.4%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	8.6	8.6	8.1	6.9	7.1	11.1	11.7	13.0	10.7	13.6	▲ 26.9%
Food Service	20.0	19.6	19.0	18.1	19.0	22.9	25.3	27.4	12.2	21.8	▲ 79.2%
Food Stores	6.3	6.1	6.9	7.0	7.0	7.4	7.7	8.1	5.5	8.1	▲ 46.5%
Local Tran. & Gas	19.5	17.5	18.0	15.7	14.3	16.9	20.2	21.5	7.3	14.0	▲ 92.6%
Arts, Ent. & Rec.	10.2	10.0	9.7	9.1	9.3	10.9	11.8	12.4	5.4	9.1	▲ 68.4%
Retail Sales	12.1	11.7	11.3	10.0	10.1	12.5	14.6	16.3	6.0	11.7	▲ 95.7%
TOTAL	76.7	73.5	73.1	66.7	66.8	81.7	91.3	98.8	47.1	78.3	▲ 66.4%

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

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

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

Yuba County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	12.2	12.5	11.4	10.7	11.8	14.7	15.5	17.1	15.7	19.5	▲ 24.3%
Arts, Ent. & Rec.	4.6	4.9	4.5	4.3	4.4	5.0	6.7	6.8	4.9	6.5	▲ 34.3%
Retail**	2.8	2.7	2.9	2.8	2.9	3.5	3.8	3.8	4.2	4.5	▲ 8.4%
Ground Tran.	1.2	1.2	1.2	1.2	1.4	1.7	2.6	2.9	0.9	1.1	▲ 21.0%
Other Travel*	0.4	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.7	0.7	▲ 1.7%
TOTAL	21.2	21.7	20.5	19.4	20.9	25.6	29.1	31.2	26.3	32.3	▲ 22.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	630	670	590	510	530	640	630	640	570	650	▲ 14.4%
Arts, Ent. & Rec.	260	290	280	250	260	290	400	400	260	350	▲ 34.6%
Retail**	100	100	100	100	100	120	120	120	120	130	▲ 5.8%
Ground Tran.	30	30	30	30	30	40	50	60	40	40	▲ 6.7%
Other Travel*	20	20	20	20	20	20	20	20	20	20	▼ -1.8%
TOTAL	1,040	1,120	1,030	910	950	1,110	1,230	1,230	1,020	1,200	▲ 17.8%

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

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

**Retail includes gasoline.

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

Yuba County / Detail Trend

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	1.6	1.6	1.5	1.3	1.4	1.9	2.2	2.4	2.1	2.7	▲ 28.4%
State Tax Receipts	5.5	5.4	5.5	4.9	4.7	5.3	6.5	7.0	3.6	5.9	▲ 61.8%
TOTAL	7.1	7.0	7.0	6.2	6.1	7.2	8.7	9.5	5.7	8.5	▲ 49.6%
Local Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	0.9	0.9	0.9	0.7	0.7	1.2	1.4	1.5	1.1	1.5	▲ 39.9%
Business or Employee	0.7	0.7	0.6	0.6	0.6	0.7	0.8	0.9	1.0	1.2	▲ 16.3%
TOTAL	1.6	1.6	1.5	1.3	1.4	1.9	2.2	2.4	2.1	2.7	▲ 28.4%
State Tax Receipts Generated by Travel Spending (\$Millions)											
Visitor	4.7	4.6	4.7	4.2	3.9	4.5	5.6	6.1	2.6	4.6	▲ 76.3%
Business or Employee	0.8	0.8	0.8	0.7	0.8	0.8	0.9	1.0	1.0	1.2	▲ 23.1%
TOTAL	5.5	5.4	5.5	4.9	4.7	5.3	6.5	7.0	3.6	5.9	▲ 61.8%

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

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

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

Glossary

Term

Hotel, Motel, STVR

Private Home

Other Overnight

Day Travel

Visitor Spending

Other Spending

Direct Spending

Direct Earnings

Direct Employment

Local Taxes

State Taxes

Destination Spending

STVR

2nd Home

Definition

Accommodation types that house transient lodging activity.

Personal residences used to host visiting friends and family overnight.

Combination of other overnight visitors who stay in campgrounds or 2nd homes.

Greater than 50 miles traveled non-routine to the destination.

Direct spending made by visitors in a destination.

Spending by residents on travel arrangement services, or spending for convention activity.

Expenditures made by consumers, combination of Visitor Spending and Other Spending.

Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.

City and county taxes generated by travel spending.

State taxes generated by travel spending.

Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.

Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).

Homes under private ownership for personal use as a vacation property.

Assumptions / Methodology

Travel Impacts Methodology

Dean Runyan Associates uses our proprietary Regional Travel Impact Model (RTIM). This input-output model uses a fiscal based approach to accurately quantify travel and reduce reliance and variability of survey data. Each accommodation type (Hotel/Motel/STR, Private Home, 2nd Home, Camping, and Day) is modeled uniquely to capture the different types of economic contributions from these visitors. Earnings and employment data are derived from the relationship between business income and employee expenses. Tax receipts are generated based on each unique tax rate that applies to the underlying economic activity.

Our approach starts at local levels of geography building up to state findings.

The RTIM is in use in 12 states covering over 400 counties and local jurisdictions. Findings from this study are directly comparable to any of our research publications.

Travel Impacts Assumptions

- Overnight visitors are defined as non-local overnight visitation utilizing accommodations that are Hotels/Motels/STR, Camping, Private Home (VFR), and 2nd home ownership.
- Day visitors include anyone that has traveled 50 miles one way, and is not routine travel (commuting or periodic retail trips).
- Travel contains tourism activity, business activity, and other transient activity.
- Source data is accurate and complete. (Sources include: Bureau of Labor Statistics, Census Bureau, Bureau of Economic Analysis, STR LLC., U.S. Department of Transportation, Omnitrak Group, California Department of Tax and Fee Administration).