

# California Travel Impacts by County, 1992-2009

*2010 Preliminary State & Regional Estimates*

April 2011



A Joint Marketing Venture of the California Travel & Tourism Commission  
and the California Business, Transportation and Housing Agency, Division of Tourism

**PREPARED BY**

Dean Runyan Associates, Inc.  
833 SW 11<sup>th</sup> Avenue, Suite 920  
Portland, Oregon 97205  
503.226.2973, Fax: 503.226.2984

*for*

California Travel & Tourism Commission  
980 9th Street, Suite 480  
Sacramento, CA 95814  
916.444.4429  
[www.visitcalifornia.com](http://www.visitcalifornia.com)

STATE OF CALIFORNIA  
Edmund G. Brown, Jr., Governor

CALIFORNIA BUSINESS, TRANSPORTATION AND HOUSING AGENCY  
Dale Bonner, Secretary, and Chair, California Travel & Tourism Commission

CALIFORNIA TRAVEL & TOURISM COMMISSION/DIVISION OF TOURISM  
Caroline Beteta, President & CEO  
Lynn Carpenter, Vice President of Marketing  
Dan Mishell, Research Director

## EXECUTIVE SUMMARY

This report provides detailed statewide and regional travel impact estimates for California from 1991 to 2010. The estimates for 2010 are preliminary. The report also provides detailed county estimates for 2009 and transient occupancy tax receipts for all jurisdictions through the 2010 fiscal year.

### BEGINNINGS OF RECOVERY OF THE CALIFORNIA TRAVEL INDUSTRY

Following steep declines in 2009, both the state and national travel industries began to recover during 2010. Most indicators of travel activity in the state, including room demand and real visitor spending, were up. However, because of the severity of the recent recession, these gains were not translated into travel-generated employment as employers more often increased the hours of existing employees and improved their balance sheets. A continuation of growth in visitation and spending should favorably affect future employment levels.

- **Spending.** Travel spending in California increased by 7.4 percent in 2009 to 2010 in current dollars and 4.4 percent when adjusted for inflation. The primary price increases were in transportation, especially motor fuel. Room rates were essentially unchanged from 2009 after a 10.9 percent decrease in the 2008-09 period.<sup>1</sup>
- **Employment.** Travel-generated employment decreased by 0.9 percent in California from 2009 to 2010. The decrease was due to the continual contraction of employment in the airline and travel agency industries and the absence of employment growth in the leisure and hospitality sector. Indications are that leisure and hospitality businesses began to add jobs in the last quarter of 2010.
- **Tax Revenues.** Corresponding to the growth in travel spending, local and state tax receipts generated by travel spending increased by 8.2 percent from 2009 to 2010. Transient lodging tax receipts increased by 7.5 percent and state sales tax revenue attributable to travel increased by 10.9 percent.
- **Travel Activity.** According to Smith Travel Research, room demand in California increased by 7.4 percent from 2009 to 2010. Overseas arrivals at California ports of entry increased by 15.6 percent. Visitor air arrivals on domestic flights increased by 1.9 percent.

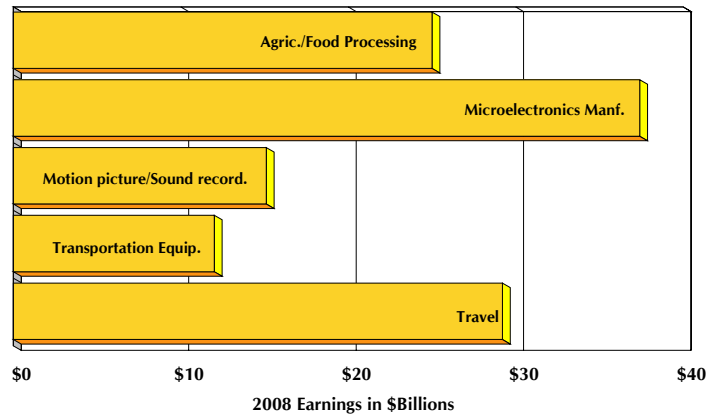
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<sup>1</sup> Smith Travel Research reports prepared for California Travel and Tourism Commission.

## THE CALIFORNIA TRAVEL INDUSTRY IS A LEADING EXPORT-ORIENTED INDUSTRY

Travel and tourism is one of the most important *“export-oriented”* industries in California. Spending by visitors generates sales in lodging, food services, recreation, transportation and retail businesses – the “travel industry.” These sales support jobs for California residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent.

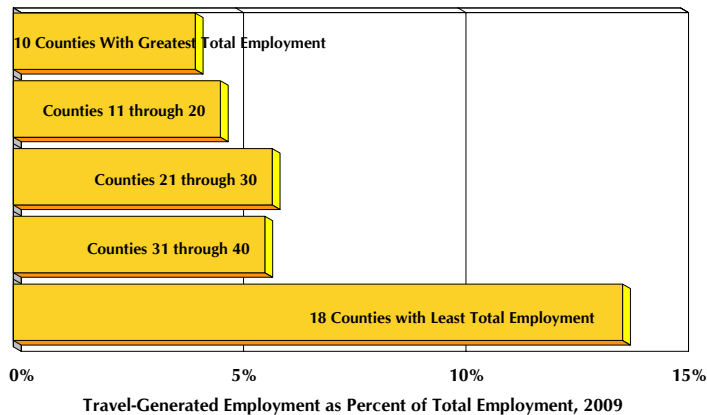
### *Earnings of Leading California Export-Oriented Industries*



## THE TRAVEL INDUSTRY BENEFITS ALL REGIONS OF CALIFORNIA

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

### *Travel-Generated Employment as a Percent of Total Employment*



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## PREFACE

The purpose of this study is to document the economic significance of the travel industry in California from 1992 through 2010. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on the economy in terms of earnings, employment and tax revenue.

This study was prepared for California Tourism. Special thanks are due to Dan Mishell, Research Director, Research, for his support and assistance.

Dean Runyan Associates, Inc.  
833 SW 11th Ave., Suite 920  
Portland, OR 97205

(503) 226-2973  
info@deanrunyan.com  
www.deanrunyan.com





## I. STATE TRAVEL IMPACTS

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

### IMPACTS OF TRAVEL IN CALIFORNIA: A SUMMARY

- Total direct travel spending in California was \$95.1 billion in 2010. Travel spending increased by 7.4 percent in current dollars compared to 2009. Inflation-adjusted (constant dollar) travel spending increased by 4.4 percent from 2009 to 2010, following a 4.6 percent decrease the preceding year. Only the price of motor fuel and, to a lesser extent, airfares had significant price increases during the year. Room rates were essentially unchanged from 2009.
- The increase in travel spending was primarily driven by increased visitation. Most notably, room demand in California increased by 6.0 percent (Smith Travel Research). Visitor air arrivals on domestic flights increased by 1.9 percent. Overseas arrivals at California ports of entry increased by 15.6 percent
- Preliminary estimates of employment did not show this rate of increase. This is typical following deep recessions as employers initially improve balance sheets and more efficiently utilize existing employees before hiring new workers. In addition, the airline and travel agency industries continue to reduce employment for structural reasons.
- The growth in tax revenues (7.7 percent local, 8.4 percent state) reflects the fact that lodging and sales taxes account for 90 percent of all local and state tax revenues attributable to travel. Transient lodging tax revenues increased by 7.5 percent and state sales tax revenues increased by 10.9 percent.

## RECENT TRAVEL TRENDS IN CALIFORNIA

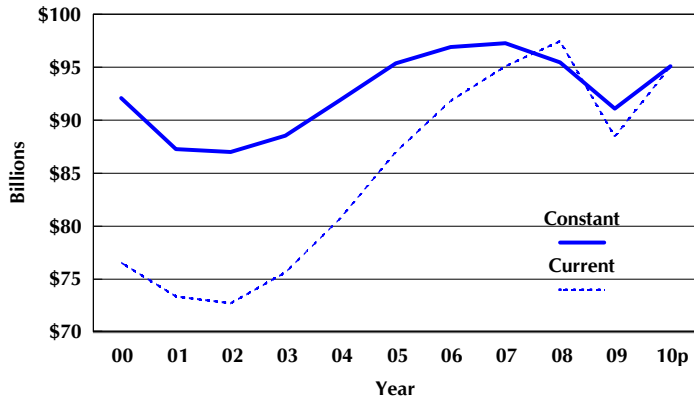
Total direct travel spending in California was \$95.1 billion in 2010. During the past year, travel spending increased by 7.4 percent in current dollars. Preliminary estimates of employment did not show this rate of increase. This is typical following deep recessions as employers initially improve balance sheets and more efficiently utilize existing employees before hiring new workers. In addition, the airline and travel agency industries continue to reduce employment for structural reasons. Because 90 percent of all local and state tax revenues are directly tied to travel spending via lodging and sales taxes, tax receipts attributable to travel also increased (8.2 percent combined local and state for 2009 to 2010).

### California Direct Travel Impacts, 1992-2010p

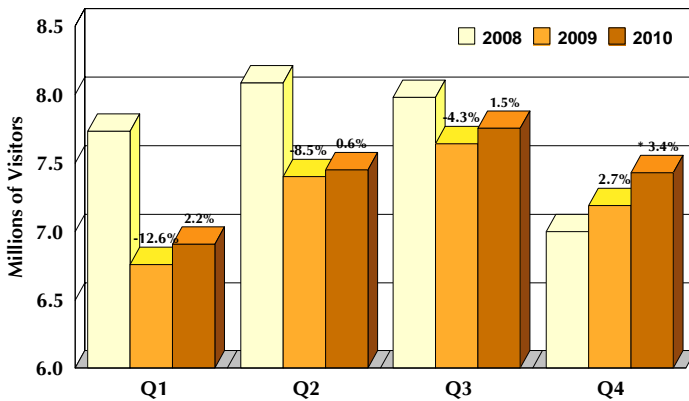
	Spending (\$Billion)	Earnings (\$Billion)	Employment (Thousand)	Tax Receipts (\$Billion)			
				Local	State	Federal	Total
1992	50.7	16.4	771	0.9	1.9	2.9	5.8
1993	51.6	16.5	772	1.0	2.0	2.9	5.8
1994	52.6	16.9	795	1.0	2.0	2.9	5.9
1995	54.2	17.4	812	1.1	2.1	2.9	6.2
1996	58.9	18.7	848	1.2	2.3	3.1	6.6
1997	64.1	20.2	887	1.4	2.5	3.3	7.2
1998	66.5	21.6	892	1.5	2.6	3.4	7.5
1999	70.9	23.1	929	1.6	2.8	3.6	7.9
2000	76.5	24.9	942	1.7	2.9	3.9	8.6
2001	73.3	24.3	876	1.6	2.8	4.1	8.5
2002	72.7	24.6	859	1.6	2.8	4.2	8.7
2003	75.6	25.3	878	1.7	2.9	4.2	8.8
2004	80.7	26.6	896	1.8	3.2	4.4	9.3
2005	87.0	27.4	911	1.9	3.4	4.7	10.0
2006	91.8	29.0	919	2.1	3.5	5.0	10.6
2007	95.1	30.4	928	2.2	3.6	5.2	11.0
2008	97.5	31.0	929	2.2	3.7	5.2	11.2
2009	88.5	29.1	881	2.0	3.7	4.8	10.5
2010p	95.1	29.9	873	2.1	4.0	4.9	11.1
<i>Annual Percentage Change</i>							
09-10p	7.4	2.8	-0.9	7.7	8.5	2.6	5.7
92-10p	3.6	3.4	0.7	4.6	4.2	3.0	3.7

Estimates for 2010 are preliminary. Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors. \*Annual Change for 1992-2010p is the average annual percentage change.

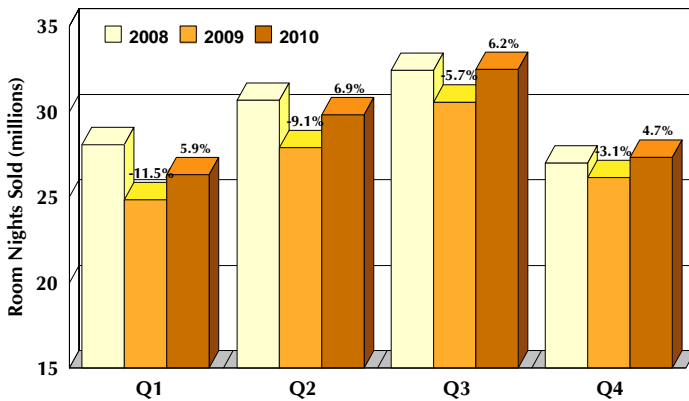
### California Travel Spending in Current & Constant Dollars



### Domestic Air Passenger Visitor Arrivals at California Airports



### California Room Demand



Inflation-adjusted (constant dollar) travel spending increased by 4.4 percent from 2009 to 2010, following a 4.6 percent decrease the preceding year (see top graph, left). Only the price of motor fuel and, to a lesser extent, airfares had significant price increases. Room rates were essentially unchanged from 2009.

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

Two measures of visitation are visitor air travel to California and room demand. Visitor air travel on domestic flights to California increased by 1.9 percent in 2010, compared to the preceding year.

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

Note: These estimates are for visitor arrivals only. They do not include return travel of California residents or connecting flights normally reported in air passenger statistics. \*Estimates for the fourth quarter of 2010 are preliminary.

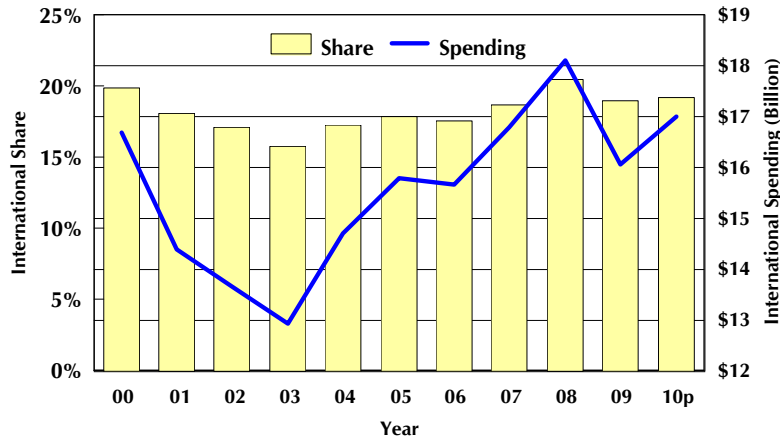
Room demand increased by 6.0 percent over the same period.

Source: Smith Travel Research reports prepared for California Travel and Tourism Commission.

## INTERNATIONAL TRAVEL TO CALIFORNIA

International travel to California also increased in 2010, as measured by estimates of visitor spending and overseas arrivals at California ports of entry. Dean Runyan Associates estimates that international travel spending in California was \$17 billion in 2010, a 5.9 percent increase in constant dollars. The international share of California visitor spending was 19.2 percent.<sup>2</sup>

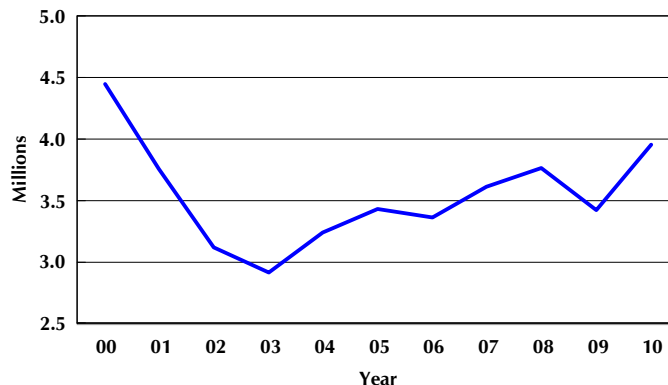
### International Visitor Spending in California, 2000-2010p



Sources: Dean Runyan Associates, Inc., International Trade Administration Office of Travel and Tourism Industries and Bureau of Economic Analysis.

Overseas arrivals at Los Angeles and San Francisco totaled 3.96 million in 2010, an increase of 15.6 percent from 2009, following a 9.1 percent annual decrease.

### Overseas Arrivals at California Ports of Entry, 2000-2010



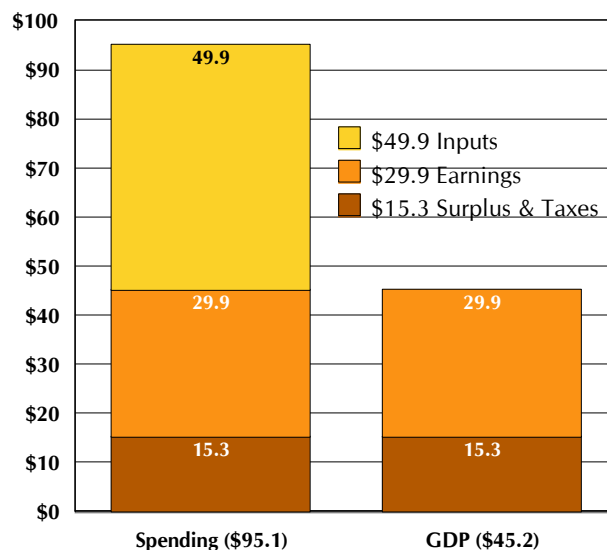
Sources: Dean Runyan Associates, Inc. and Office of Immigration Statistics (U.S. Dept. of Homeland Security). Totals are sum of LA and SF ports of entry. Note: Arrivals at first US port of entry do not necessarily indicate visitation within the state.

<sup>2</sup> Total visitor spending in California in 2010 (preliminary) was \$88.4 billion. This excludes outbound air travel by California residents and travel agency expenditures.

## GROSS DOMESTIC PRODUCT OF CALIFORNIA TRAVEL INDUSTRY

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.<sup>3</sup> The relationship between travel spending and the GDP of the California travel industry is shown below.<sup>4</sup> California travel industry GDP of \$45.2 billion represents approximately 2.5 percent of total California GDP.

### Travel Spending and Gross Domestic Product of California Travel Industry, 2010p (\$ Billions)



Source: Dean Runyan Associates, Inc., Bureau of Economic Analysis, and Minnesota Implan Group.

The above 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.

Detailed estimates for direct travel spending, earnings, employment and tax receipts are shown on the following two pages.

<sup>3</sup> Indirect business taxes are primarily excise taxes, often paid by consumers as a sales tax. Income taxes are not included. Other payments include retained earnings, dividends, interest and rent payments.

<sup>4</sup> The “travel industry” is actually a combination of parts of other industries including lodging, food services, recreation businesses, retail businesses and transportation.

## California Travel Impacts, 1992-2004

	1992	1994	1996	1998	2000	2002	2004
<b>Total Direct Travel Spending (\$Billion)</b>							
Visitor Spending at Destination	44.4	46.5	52.8	60.4	69.8	66.7	74.8
Other Travel*	6.3	6.1	6.0	6.0	6.8	6.0	5.9
Total Direct Spending	50.7	52.6	58.9	66.5	76.5	72.7	80.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b>							
Hotel, Motel	21.4	22.1	25.9	31.0	36.6	34.6	39.4
Private Campground	1.6	1.8	2.1	2.2	2.5	2.6	2.9
Public Campground	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Private Home	6.4	6.9	7.4	7.8	8.7	8.7	9.5
Vacation Home	2.4	2.5	2.6	2.7	2.9	3.1	3.4
Day Travel	12.2	12.9	14.5	16.2	18.5	17.1	19.1
Spending at Destination	44.4	46.5	52.8	60.4	69.8	66.7	74.8
<b>Visitor Spending by Commodity Purchased (\$Billion)</b>							
Accommodations	7.1	7.6	8.9	10.6	12.6	11.7	12.9
Food & Beverage Services	10.8	11.2	12.6	14.7	16.4	16.4	18.4
Food Stores	1.5	1.6	1.8	2.1	2.3	2.3	2.6
Ground Tran. & Motor Fuel	6.0	6.3	7.1	7.4	9.7	8.7	11.8
Arts, Entertainment & Recreation	7.8	8.3	9.5	11.0	12.4	12.2	13.3
Retail Sales	9.2	9.8	11.2	12.8	14.4	13.7	14.1
Air Transportation (visitor only)	1.9	1.7	1.7	1.7	1.9	1.7	1.7
Spending at Destination	44.4	46.5	52.8	60.4	69.8	66.7	74.8
<b>Industry Earnings Generated by Travel Spending (\$Billion)</b>							
Accommodations & Food Service	6.9	7.2	8.2	9.9	11.6	11.3	13.0
Arts, Entertainment & Recreation	3.9	4.2	4.8	5.5	6.2	6.0	6.6
Retail**	1.6	1.7	1.7	2.0	2.3	2.4	2.5
Auto Rental & Ground Tran.	0.2	0.3	0.4	0.4	0.5	0.5	0.5
Air Transportation (visitor only)	0.8	0.7	0.7	0.8	0.9	1.0	0.9
Other Travel*	3.0	2.9	2.9	3.0	3.5	3.4	3.1
Total Direct Earnings	16.4	16.9	18.7	21.6	24.9	24.6	26.6
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	391	405	441	470	509	468	506
Arts, Entertainment & Recreation	199	212	224	234	243	219	225
Retail**	82	84	85	88	87	85	87
Auto Rental & Ground Tran.	11	13	16	16	17	15	15
Air Transportation (visitor only)	18	15	16	17	18	15	13
Other Travel*	71	65	66	67	68	57	50
Total Direct Employment	771	795	848	892	942	859	896
<b>Tax Receipts Generated by Travel Spending (\$Billion)</b>							
Local Tax Receipts	0.9	1.0	1.2	1.5	1.7	1.6	1.8
State Tax Receipts	1.9	2.0	2.3	2.6	2.9	2.8	3.2
Federal Tax Receipts	2.9	2.9	3.1	3.4	3.9	4.2	4.4
Total Direct Tax Receipts	5.8	5.9	6.6	7.5	8.6	8.7	9.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## California Travel Impacts, 2003-2010p

	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Billion)</b>						
Visitor Spending at Destination	80.5	84.6	87.8	90.2	82.3	88.4
Other Travel*	6.5	7.2	7.3	7.3	6.3	6.7
Total Direct Spending	87.0	91.8	95.1	97.5	88.5	95.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b>						
Hotel, Motel	43.1	45.7	47.7	48.6	43.9	47.9
Private Campground	3.0	3.0	3.0	3.1	2.6	2.8
Public Campground	0.6	0.6	0.6	0.6	0.5	0.6
Private Home	10.0	10.4	10.8	11.3	10.7	11.1
Vacation Home	3.6	3.8	4.0	4.1	3.9	4.0
Day Travel	20.3	21.1	21.7	22.4	20.6	22.0
Spending at Destination	80.5	84.6	87.8	90.2	82.3	88.4
<b>Visitor Spending by Commodity Purchased (\$Billion)</b>						
Accommodations	14.2	15.3	16.4	16.6	14.2	15.2
Food & Beverage Services	19.6	20.3	21.1	21.8	21.7	23.1
Food Stores	2.7	2.7	2.8	3.0	2.8	2.9
Ground Tran. & Motor Fuel	13.9	15.4	16.4	17.8	13.5	15.7
Arts, Entertainment & Recreation	13.7	14.0	14.1	14.1	13.6	14.1
Retail Sales	14.5	14.7	14.7	14.6	14.2	15.0
Air Transportation (visitor only)	2.0	2.2	2.2	2.3	2.2	2.4
Spending at Destination	80.5	84.6	87.8	90.2	82.3	88.4
<b>Industry Earnings Generated by Travel Spending (\$Billion)</b>						
Accommodations & Food Service	13.8	14.5	15.5	16.0	15.1	15.8
Arts, Entertainment & Recreation	6.9	7.2	7.5	7.7	7.3	7.2
Retail**	2.6	2.7	2.7	2.7	2.5	2.5
Auto Rental & Ground Tran.	0.5	0.6	0.6	0.6	0.5	0.6
Air Transportation (visitor only)	0.8	0.9	1.0	1.0	0.9	0.9
Other Travel*	2.9	3.2	3.1	3.1	2.8	2.9
Total Direct Earnings	27.4	29.0	30.4	31.0	29.1	29.9
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>						
Accommodations & Food Service	520	528	534	535	511	516
Arts, Entertainment & Recreation	226	226	229	229	220	209
Retail**	88	89	89	87	82	81
Auto Rental & Ground Tran.	15	15	15	16	14	15
Air Transportation (visitor only)	13	13	13	14	12	12
Other Travel*	48	48	48	48	42	40
Total Direct Employment	911	919	928	929	881	873
<b>Tax Receipts Generated by Travel Spending (\$Billion)</b>						
Local Tax Receipts	1.9	2.1	2.2	2.2	2.0	2.1
State Tax Receipts	3.4	3.5	3.6	3.7	3.7	4.0
Federal Tax Receipts	4.7	5.0	5.2	5.2	4.8	4.9
Total Direct Tax Receipts	10.0	10.6	11.0	11.2	10.5	11.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

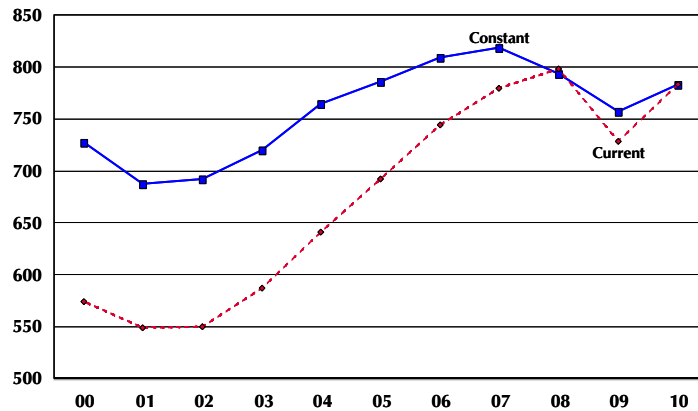
**II. U.S. TRAVEL**





U.S. direct travel spending by domestic and international visitors was \$783 billion in 2010 in current dollars. This represents a 7.4 percent increase over 2009. When adjusted for changes in prices (constant dollars), travel spending increased by 3.4 percent. Although travel spending is now increasing at greater rate than overall economic growth, travel spending still remains below its 2005-08 level in real terms.

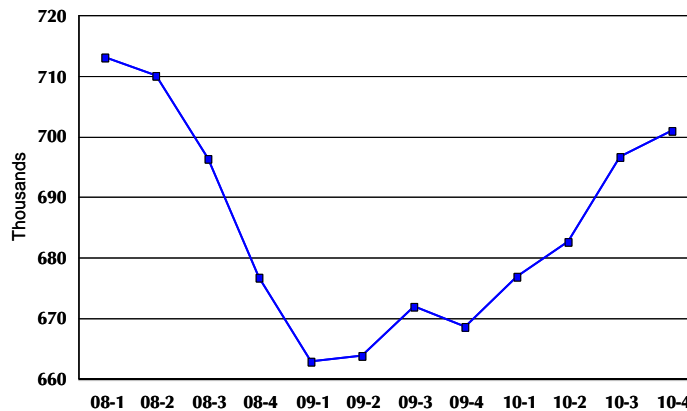
**U.S. Direct Travel Spending in Current and Constant Dollars, 2000-2010**  
(\$Billions)



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts. Constant (2010) travel spending estimates derived from BEA constant (2005) dollar estimates by Dean Runyan Associates, Inc.

The graph below shows quarterly travel spending in annualized constant dollars (i.e., the effects of seasonality and inflation have been removed). The annual rate of increase for the fourth quarter of 2010 was 2.5 percent. It was 8.6, 3.4 and 5.0 percent for the three preceding quarters, respectively. According to the Bureau of Economic Analysis, the slower rate of growth in the fourth quarter was primarily due to price increases in international air travel.<sup>5</sup>

**Annual U.S. Travel Spending, 2008-Q1 to 2010-Q4**  
Seasonally adjusted chained (2005) Dollars



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.

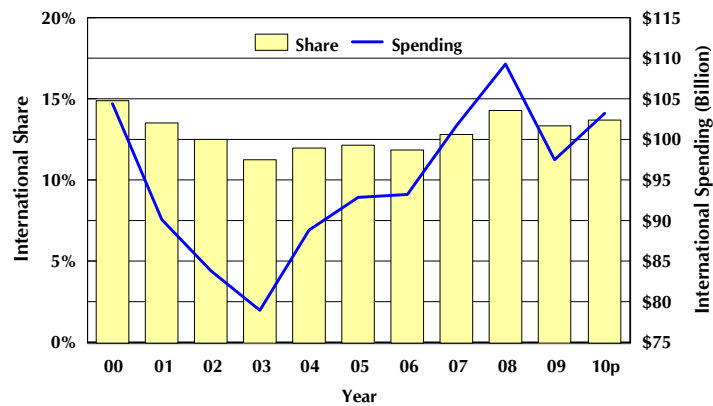
<sup>5</sup> U.S. Department of Commerce Bureau of Economic Analysis New Release (March 18, 2011).

The share of internal travel in the United States by non-U.S. residents was 13.7 percent in 2010, compared to 13.4 percent in 2009. However, the international share of internal travel is still below the level at the beginning of the decade, prior to the events of 9/11 (14.9 percent).

### International Direct Travel Spending in U.S., 2000-2010p

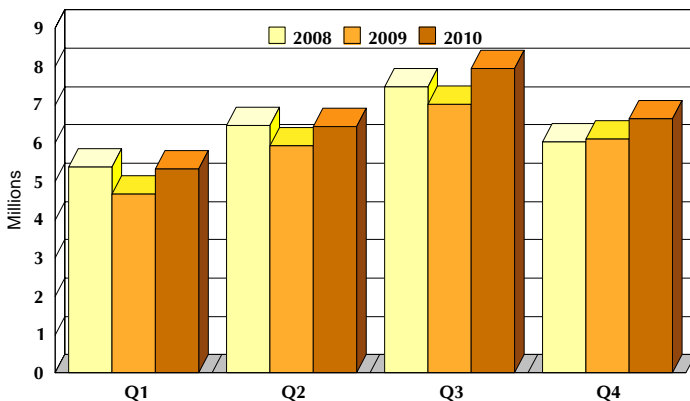
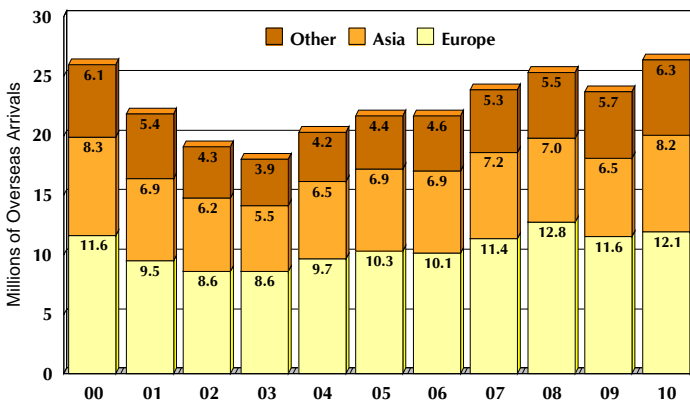
Amounts in Constant (2010) Dollars

#### International Share of U.S. Internal Travel\*



Sources: Bureau of Economic Analysis and Dean Runyan Associates, Inc. International spending from BEA International Transactions. \*Airfares for international flights on U.S. air carriers are not included.

### Overseas Arrivals to the United States

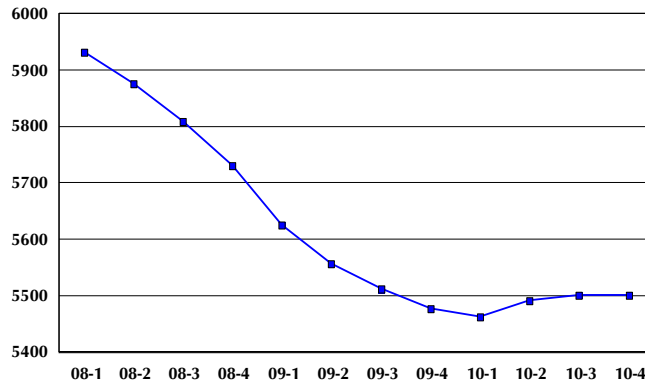


Estimated overseas arrivals to the United States increased by 11.8 in 2010 (preliminary) over 2009, following an annual decrease of 6.3 percent the prior year. Total overseas arrivals for 2010 were equivalent to the level attained in 2000.

Sources: U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries.

Changes in travel industry employment usually lag changes in real travel spending, as is often the case in other industries. Travel industry employment declined throughout 2009, even though real travel spending was essentially flat during this period. (See graph on page 2.) Similarly, employment growth in 2010 has been more moderate than the real increase in travel spending during this period.

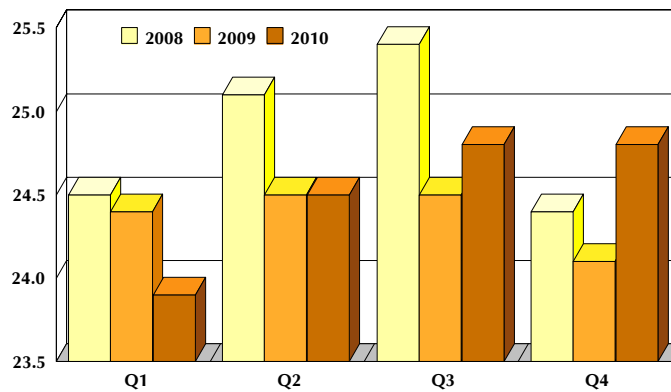
### U.S. Travel Industry Employment, 2008-Q1 to 2010-Q4 Seasonally Adjusted at Annual Rates



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.

One reason for the lag in employment relative to travel spending is that employers may choose to increase the number of hours worked by existing employees rather than hire and train new employees as business revenue grows. The following graph indicates that this has occurred in the broader Leisure and Hospitality sector for the last 2 quarters of 2010.

### U.S. Leisure & Hospitality Sector Average Weekly Hours, 2008-Q1 to 2010-Q4



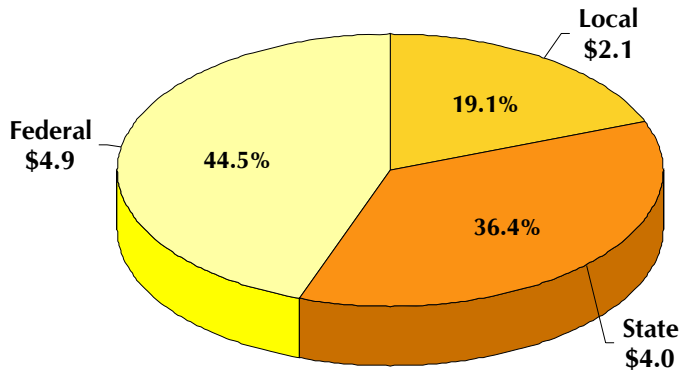
Source: Bureau of Labor Statistics Current Employment Survey. The Leisure and Hospitality sectors include all businesses in arts, entertainment and recreation (NAICS 71) and accommodation and food services (NAICS 72).

### III. GOVERNMENT REVENUE GENERATED BY TRAVEL SPENDING

This section of the report provides an analysis of the government revenue directly generated by travel spending. Most of the major sources of government revenue, such as excise, payroll and income taxes are included. However, due to data limitations it is not possible to provide reliable estimates of property tax receipts attributable to travel, nor taxes and fees based on a variety of selective goods or activities (e.g., tobacco taxes, licenses taxes.)

The distribution of all government revenues attributable to travel in California is shown below. Federal government revenues are the sum of income and payroll taxes (\$2.8 billion), motor fuel excise taxes (\$500 million), and air ticket taxes (\$1.7 billion).<sup>6</sup> The sources of local and state revenues are shown in the pie chart on the following page and will be analyzed in greater detail.

**Government Revenue Generated by Travel Spending, 2010p**



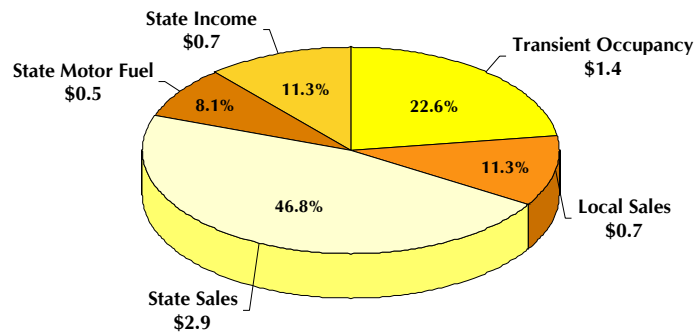
Source: Dean Runyan Associates, Inc. Property taxes and fees, and taxes of selective goods and activities not included.

The total of \$11.1 billion in tax revenues generated by direct travel spending in California is equivalent to \$880 dollars of tax revenue for each household in the state. About half of this revenue is generated by the travel spending of international visitors and residents of other states.

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<sup>6</sup> California receives \$0.73 from the Federal government for every \$1.00 in tax payments, according to the Tax Foundation.

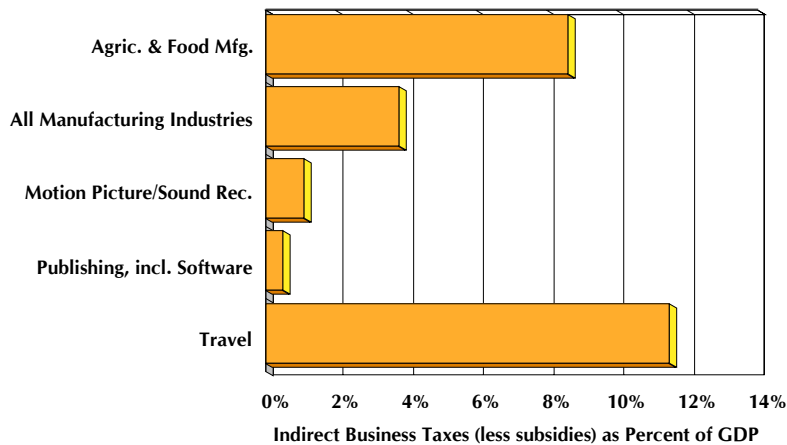
## Local and State Travel-Generated Revenues by Type of Tax, 2010p



Source: Dean Runyan Associates, Inc. Property taxes and fees, and taxes of selective goods and activities not included. State income taxes include personal and corporate.

In contrast to the federal tax receipts generated by travel spending, the overwhelming majority (89%) of local and state tax revenues attributable to travel are based on excise taxes. There are two reasons for this. First, California has a very progressive individual income tax. Because many employees of the travel industry work in entry-level positions, their taxable income is lower than the statewide average.<sup>7</sup> Second, a relatively large share of the goods and services provided by travel businesses are taxable (e.g., rooms, car rentals, food service). This point is illustrated in the following bar chart and table.

### Indirect Business Taxes of Selected California Export-Oriented Industries, 2008\*



Source: Dean Runyan Associates, Inc. and Bureau of Economic Analysis. Value added is equivalent to the state gross domestic product by industry. Indirect Business Taxes include property taxes, excise taxes and fees to local, state and federal governments. Income taxes are not included. \*2008 is the most recent year for which data is available for all industries.

<sup>7</sup> Travel industry employees are, on average, younger and are more likely to work on a part-time or partial year basis than are other employees.

The term “indirect business taxes” refers to the property taxes, excise taxes and fees that businesses pay to local, state and federal governments. Income taxes are not included. In the bar chart, government subsidies to industry are subtracted from the payments of indirect businesses taxes. In the table, industry gross domestic product (GDP), indirect business taxes, and subsidies are shown separately for the same group of export-oriented industries.<sup>8</sup>

**GDP and Indirect Business Taxes  
Selected California Export-oriented Industries, 2008\***

	GDP (\$ Millions)	Percent of GDP	
		Taxes Only	Taxes less Subsidies
Agric. & Food Manufacturing	37,320	12.5%	8.6%
All Manufacturing Industries	221,080	3.8%	3.8%
Motion Picture & Sound Record.	34,380	1.1%	1.1%
Publishing, including Software	21,900	0.5%	0.5%
Travel	46,870	11.6%	11.5%

Source: Dean Runyan Associates, Inc. and Bureau of Economic Analysis. See notes in preceding graph. \*2008 is the most recent year for which data is available for all industries.

The data illustrate that the travel industry generates proportionately more tax revenue from indirect business taxes than other export-oriented industries.<sup>9</sup> Furthermore, international visitors and residents of other states in effect, pay about one-half of these taxes. Conversely, the travel industry places a relatively low tax burden on its employees through the state income tax, as compared to most other industries.

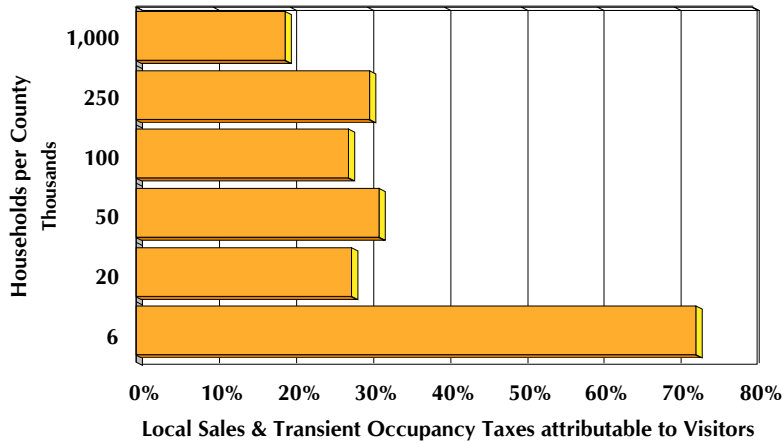
The remainder of this section provides an analysis of the revenue impacts of the travel industry at the county level. The analysis will consider sales taxes (state and local), transient occupancy taxes, and the number of households in each county.

The first bar chart on the following page illustrates the relationship between urbanization and the percentage of local tax receipts (sales and transient occupancy taxes) attributable to visitors. In general, visitors generate a higher proportion of local taxes in less urbanized counties (as measured by the average number of households per county for each of the six county groupings). For example, visitors generate over 70 percent of local tax receipts in the least urbanized counties (average 6,000 households), compared to less than 20 percent in the most urbanized counties (average 1 million households).

<sup>8</sup> The notion of an export-oriented industry is one that sells most of its goods and services outside of the local or regional economy. Thus, industries such as real estate or retail trade are generally not export-oriented. The travel industry is export-oriented because it sells its services to visitors rather than local residents. Data for all California industries is provided in the appendix.

<sup>9</sup> The method used to calculate Travel Industry Indirect Business Taxes from the BEA data probably underestimates the tax payments because the industry detail for the retail trade sector, including gasoline service stations, was not available.

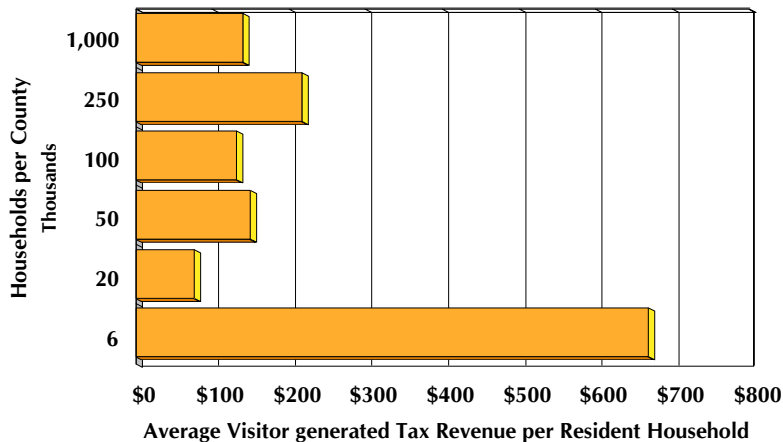
**Visitor-Generated Local Tax Receipts as Share of Total Receipts, 2009**  
**Local Sales Tax and Transient Occupancy Taxes**



Source: Dean Runyan Associates, Inc. See note in following graph.

The second bar chart shows the amount of tax receipts generated by visitor spending for each resident household. Again, visitor impacts are the greatest (over \$650 per household) for the least urbanized counties (which average 6,000 households per county). The differences among the other categories are less significant and are, in part, a reflection of different tax rates (which tend to be higher in the more urbanized counties).

**Visitor-Generated Local Tax Receipts per Household, 2009**  
**Local Sales Tax and Transient Occupancy Taxes**



Source: Dean Runyan Associates, Inc. Note: Households per county represent the approximate average number of households per county for each group. The largest group (1 million households per county) is the average number of households per county for the 8 largest counties. The next group (250,000 households per county) is the average for the next 10 largest counties. Each subsequent group includes 10 counties.

Detailed figures for each county, including state sales tax receipts, follow.

## Households, Local Sales and Transient Occupancy Tax Receipts by County, 2009

	Total Local Tax Receipts (million)			Visitor-Generated Tax Receipts & Households			
	Local Sales	Transient Occupancy	Total	Amount (million)	Percent of Total	Households (000)	Receipts per HH
Alameda	\$485.2	\$29.5	\$514.7	\$60.7	11.8%	540.0	\$112
Alpine	\$0.2	\$0.4	\$0.6	\$0.5	79.6%	0.4	\$1,206
Amador	\$3.4	\$0.7	\$4.1	\$1.1	27.6%	13.8	\$82
Butte	\$22.3	\$2.4	\$24.7	\$3.6	14.6%	86.1	\$42
Calaveras	\$2.5	\$0.8	\$3.3	\$1.3	39.0%	18.9	\$67
Colusa	\$5.1	\$0.3	\$5.4	\$0.5	8.7%	6.9	\$68
Contra Costa	\$230.3	\$7.4	\$237.6	\$20.4	8.6%	377.4	\$54
Del Norte	\$1.9	\$1.1	\$3.0	\$1.6	52.0%	9.7	\$161
El Dorado	\$16.5	\$8.8	\$25.3	\$11.5	45.7%	67.1	\$172
Fresno	\$166.2	\$11.3	\$177.5	\$20.8	11.7%	289.1	\$72
Glenn	\$2.6	\$0.5	\$3.0	\$0.7	23.6%	9.8	\$73
Humboldt	\$14.7	\$3.6	\$18.3	\$5.0	27.5%	52.4	\$96
Imperial	\$27.2	\$1.7	\$28.9	\$4.0	14.0%	46.1	\$88
Inyo	\$4.3	\$4.2	\$8.5	\$5.1	60.1%	7.4	\$688
Kern	\$94.4	\$8.6	\$103.0	\$14.3	13.9%	253.9	\$57
Kings	\$11.2	\$0.4	\$11.6	\$1.1	9.7%	39.4	\$29
Lake	\$5.3	\$1.1	\$6.4	\$1.9	29.5%	26.8	\$70
Lassen	\$2.1	\$0.5	\$2.6	\$0.8	29.4%	9.8	\$77
Los Angeles	\$2,142.1	\$275.0	\$2,417.1	\$440.1	18.2%	3,236.7	\$136
Madera	\$10.5	\$2.3	\$12.7	\$3.3	25.5%	43.6	\$75
Marin	\$52.2	\$10.0	\$62.1	\$14.5	23.3%	102.0	\$142
Mariposa	\$2.3	\$10.3	\$12.6	\$11.7	92.3%	6.8	\$1,705
Mendocino	\$11.3	\$5.2	\$16.5	\$6.7	40.8%	33.1	\$203
Merced	\$19.5	\$1.2	\$20.7	\$2.2	10.6%	74.4	\$29
Modoc	\$0.7	\$0.1	\$0.9	\$0.2	28.3%	3.7	\$68
Mono	\$1.9	\$15.0	\$16.9	\$16.1	95.4%	5.1	\$3,135
Monterey	\$45.8	\$39.5	\$85.3	\$49.3	57.8%	123.4	\$399
Napa	\$31.6	\$24.2	\$55.7	\$30.7	55.1%	49.2	\$624
Nevada	\$11.4	\$2.5	\$13.9	\$4.1	29.2%	39.2	\$104

Source: Dean Runyan Associates, Inc., U.S. Bureau of the Census and California State Board of Equalization. Households are estimated from census data by Dean Runyan Associates.



## Households, Local Sales and Transient Occupancy Tax Receipts by County, 2009

	Total Local Tax Receipts (million)			Visitor-Generated Tax Receipts & Households			
	Local Sales	Transient Occupancy	Total	Amount (million)	Percent of Total	Households (000)	Receipts per HH
Orange	\$651.4	\$133.9	\$785.3	\$186.0	23.7%	993.4	\$187
Placer	\$55.1	\$9.4	\$64.5	\$12.7	19.7%	130.4	\$98
Plumas	\$1.7	\$0.8	\$2.5	\$1.2	50.4%	8.7	\$142
Riverside	\$316.7	\$50.8	\$367.5	\$92.5	25.2%	695.0	\$133
Sacramento	\$236.0	\$23.2	\$259.2	\$40.7	15.7%	518.9	\$78
San Benito	\$4.1	\$0.2	\$4.3	\$0.6	14.6%	16.4	\$38
San Bernardino	\$339.3	\$21.7	\$361.0	\$49.0	13.6%	622.1	\$79
San Diego	\$573.7	\$144.8	\$718.5	\$215.2	29.9%	1,073.6	\$200
San Francisco	\$270.0	\$248.2	\$518.3	\$329.8	63.6%	346.0	\$953
San Joaquin	\$110.4	\$2.7	\$113.1	\$7.8	6.9%	217.1	\$36
San Luis Obispo	\$32.7	\$18.5	\$51.2	\$23.7	46.3%	100.2	\$237
San Mateo	\$215.2	\$30.9	\$246.1	\$57.2	23.2%	258.0	\$222
Santa Barbara	\$72.7	\$28.9	\$101.6	\$38.8	38.2%	138.8	\$279
Santa Clara	\$521.1	\$43.1	\$564.2	\$75.6	13.4%	599.6	\$126
Santa Cruz	\$46.4	\$7.4	\$53.8	\$12.8	23.9%	91.2	\$141
Shasta	\$21.9	\$4.1	\$26.0	\$5.7	21.9%	70.3	\$81
Sierra	\$0.2	\$0.3	\$0.4	\$0.3	77.2%	1.4	\$251
Siskiyou	\$4.0	\$2.1	\$6.1	\$2.9	46.8%	18.6	\$154
Solano	\$56.9	\$3.0	\$59.8	\$6.2	10.3%	134.1	\$46
Sonoma	\$95.2	\$15.9	\$111.1	\$25.5	23.0%	177.2	\$144
Stanislaus	\$62.5	\$2.3	\$64.8	\$4.8	7.4%	165.1	\$29
Sutter	\$11.2	\$0.4	\$11.6	\$0.7	6.4%	31.6	\$23
Tehama	\$5.1	\$0.8	\$5.9	\$1.3	22.1%	22.9	\$57
Trinity	\$0.7	\$0.2	\$0.8	\$0.3	37.6%	6.1	\$52
Tulare	\$43.3	\$4.1	\$47.5	\$6.0	12.7%	128.7	\$47
Tuolumne	\$6.0	\$1.7	\$7.7	\$2.6	33.6%	21.2	\$122
Ventura	\$93.9	\$13.3	\$107.2	\$19.9	18.6%	258.7	\$77
Yolo	\$27.2	\$2.1	\$29.3	\$3.5	11.9%	70.1	\$50
Yuba	\$6.2	\$0.2	\$6.4	\$0.8	12.5%	24.7	\$32
<b>California Total</b>	<b>\$7,305.4</b>	<b>\$1,283.3</b>	<b>\$8,588.7</b>	<b>\$1,958.2</b>	<b>22.8%</b>	<b>12,512.5</b>	<b>\$157</b>

Source: Dean Runyan Associates, Inc., U.S. Bureau of the Census and California State Board of Equalization. Households are estimated from census data by Dean Runyan Associates.

**Total and Visitor-Generated State Sales Tax Receipts  
by County, 2009**

	Tax Receipts (Millions)		Percent
	Total	Visitors	Visitor-Related
Alameda	\$1,358.6	\$83.3	6.1
Alpine	\$1.4	\$0.5	34.1
Amador	\$24.1	\$3.0	12.4
Butte	\$156.2	\$7.1	4.6
Calaveras	\$17.3	\$3.3	18.8
Colusa	\$36.0	\$1.2	3.4
Contra Costa	\$790.2	\$39.6	5.0
Del Norte	\$13.4	\$3.2	23.8
El Dorado	\$101.6	\$15.6	15.3
Fresno	\$662.8	\$33.8	5.1
Glenn	\$18.0	\$1.5	8.4
Humboldt	\$102.7	\$8.4	8.2
Imperial	\$118.0	\$9.5	8.0
Inyo	\$19.9	\$4.0	20.2
Kern	\$660.5	\$32.1	4.9
Kings	\$78.1	\$4.2	5.4
Lake	\$30.8	\$4.4	14.2
Lassen	\$14.7	\$1.8	11.9
Los Angeles	\$7,497.5	\$536.0	7.1
Madera	\$73.2	\$6.3	8.6
Marin	\$243.4	\$18.7	7.7
Mariposa	\$10.6	\$6.1	57.3
Mendocino	\$70.3	\$8.7	12.4
Merced	\$136.4	\$4.9	3.6
Modoc	\$5.2	\$0.6	11.1
Mono	\$13.4	\$7.9	59.0
Monterey	\$312.9	\$64.0	20.4
Napa	\$147.4	\$29.8	20.2
Nevada	\$65.4	\$8.1	12.4

Source: Dean Runyan Associates, Inc., and California State Board of Equalization.

**Total and Visitor-Generated State Sales Tax Receipts  
by County, 2009**

	Tax Receipts (Millions)		Percent
	Total	Visitors	Visitor-Related
Orange	\$3,039.9	\$223.2	7.3
Placer	\$385.5	\$20.6	5.3
Plumas	\$11.6	\$3.0	25.5
Riverside	\$1,478.2	\$184.1	12.5
Sacramento	\$1,101.5	\$74.6	6.8
San Benito	\$28.1	\$2.7	9.5
San Bernardino	\$1,572.9	\$114.0	7.2
San Diego	\$2,642.0	\$305.3	11.6
San Francisco	\$840.1	\$251.1	29.9
San Joaquin	\$482.8	\$18.2	3.8
San Luis Obispo	\$228.9	\$34.0	14.9
San Mateo	\$753.2	\$87.7	11.6
Santa Barbara	\$339.4	\$43.4	12.8
Santa Clara	\$1,823.9	\$106.4	5.8
Santa Cruz	\$175.5	\$19.3	11.0
Shasta	\$153.4	\$9.8	6.4
Sierra	\$1.1	\$0.4	33.5
Siskiyou	\$28.0	\$4.7	16.8
Solano	\$353.7	\$16.4	4.6
Sonoma	\$416.5	\$38.0	9.1
Stanislaus	\$388.8	\$12.1	3.1
Sutter	\$78.5	\$2.1	2.7
Tehama	\$36.0	\$3.2	8.9
Trinity	\$4.7	\$1.0	21.5
Tulare	\$275.7	\$10.1	3.7
Tuolumne	\$34.8	\$4.6	13.2
Ventura	\$657.3	\$39.7	6.0
Yolo	\$190.5	\$7.7	4.0
Yuba	\$28.5	\$2.4	8.4
<b>California Total</b>	<b>\$30,331.4</b>	<b>\$2,587.3</b>	<b>8.5</b>

Source: Dean Runyan Associates, Inc., and California State Board of Equalization.

## IV. REGIONAL TRAVEL IMPACTS



## 2010p Regional Direct Travel Impacts

Region	Spending (\$M)	Earnings (\$M)	Employment (Thousand)	Tax Receipts		
				Local (\$M)	State (\$M)	Total (\$M)
North Coast	3,335	1,088	41.2	79	139	218
Shasta Cascade	881	280	11.8	13	37	50
San Francisco Bay Area	22,665	7,568	183.3	619	949	1,568
Central Valley	5,541	1,430	61.5	80	265	346
Gold Country	3,617	944	34.6	55	145	200
High Sierra	2,188	684	26.9	57	76	134
Central Coast	6,088	2,090	65.2	140	266	406
Los Angeles County	20,522	7,062	150.1	484	905	1,389
Orange County	8,655	2,615	79.6	200	352	552
San Diego County	11,313	3,442	107.9	228	456	684
The Deserts	5,220	1,421	56.7	89	231	320
Inland Empire	5,070	1,278	54.4	68	229	297
California	95,095	29,903	873.1	2,113	4,049	6,162

## Regional Travel Spending, 1992-2010p

	1992	2005	2006	2007	2008	2009	2010p	Annual Change	
								09-10p	92-10p
North Coast	1.6	2.8	3.0	3.2	3.3	3.1	3.3	7.8%	4.2%
Shasta Cascade	0.5	0.8	0.9	0.9	0.9	0.8	0.9	6.2%	2.9%
San Francisco Bay Area	12.0	19.9	21.3	22.1	22.9	20.9	22.7	8.4%	3.6%
Central Valley	3.0	5.1	5.4	5.6	5.8	5.2	5.5	6.8%	3.5%
Gold Country	1.7	3.0	3.1	3.2	3.3	3.4	3.6	6.7%	4.4%
High Sierra	1.2	2.1	2.1	2.1	2.1	2.1	2.2	6.3%	3.4%
Central Coast	3.4	5.6	5.9	6.1	6.2	5.8	6.1	5.1%	3.4%
Los Angeles County	12.7	20.4	21.5	22.6	23.1	18.8	20.5	8.9%	2.7%
Orange County	4.3	8.0	8.3	8.5	8.5	8.0	8.7	7.7%	3.9%
San Diego County	5.2	10.0	10.5	10.9	11.1	10.6	11.3	6.8%	4.4%
The Deserts	2.8	4.9	5.2	5.3	5.4	5.0	5.2	4.8%	3.6%
Inland Empire	2.5	4.4	4.6	4.8	5.0	4.8	5.1	5.2%	4.1%

**North Coast  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,564	2,786	2,969	3,148	3,272	3,062	3,308
Other Travel*	23	14	16	18	16	31	27
Total Direct Spending	1,587	2,800	2,985	3,166	3,287	3,093	3,335
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	659	1,397	1,527	1,658	1,722	1,585	1,741
Private Campground	113	152	153	153	161	145	160
Public Campground	39	53	54	54	57	49	55
Private Home	193	296	305	313	326	318	327
Vacation Home	126	184	191	197	203	193	197
Day Travel	434	704	740	774	802	771	827
Spending at Destination	1,564	2,786	2,969	3,148	3,272	3,062	3,308
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	275	557	615	674	693	612	673
Food & Beverage Services	411	718	759	811	853	858	917
Food Stores	75	120	122	128	138	133	140
Ground Tran. & Motor Fuel	128	299	336	359	394	282	336
Arts, Entertainment & Recreation	315	534	557	581	593	578	605
Retail Sales	360	557	579	594	600	593	633
Air Transportation (visitor only)	0	1	1	1	1	6	5
Spending at Destination	1,564	2,786	2,969	3,148	3,272	3,062	3,308
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	279	543	584	638	669	654	680
Arts, Entertainment & Recreation	147	249	268	288	302	292	287
Retail**	62	98	103	108	108	102	104
Auto Rental & Ground Tran.	2	5	5	5	5	5	5
Air Transportation (visitor only)	0	1	1	1	1	1	1
Other Travel*	15	8	9	10	8	10	10
Total Direct Earnings	505	904	970	1,048	1,093	1,064	1,088
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	17.5	21.7	22.3	23.0	23.4	22.9	23.0
Arts, Entertainment & Recreation	12.9	15.0	14.8	15.6	16.0	15.2	14.4
Retail**	3.5	3.5	3.6	3.7	3.6	3.4	3.4
Auto Rental & Ground Tran.	0.1	0.2	0.2	0.1	0.2	0.1	0.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Employment	34.6	40.5	41.1	42.7	43.4	41.8	41.2
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	29	62	70	76	80	72	79
State Tax Receipts	62	107	113	119	123	128	139
Total Direct Tax Receipts	91	169	183	195	202	199	218

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The North Coast includes Del Norte, Humboldt, Lake, Mendocino, Napa and Sonoma counties.

**Shasta Cascade  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	523	824	859	883	907	820	871
Other Travel*	6	9	11	12	11	10	10
Total Direct Spending	530	833	870	895	918	830	881
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	180	311	328	340	345	300	321
Private Campground	60	98	99	100	104	90	101
Public Campground	23	32	33	33	34	30	34
Private Home	77	117	123	127	133	128	132
Vacation Home	79	115	120	124	127	122	124
Day Travel	104	150	156	159	164	150	159
Spending at Destination	523	824	859	883	907	820	871
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	104	167	176	183	183	162	173
Food & Beverage Services	140	214	221	228	236	230	239
Food Stores	34	52	52	54	57	54	56
Ground Tran. & Motor Fuel	51	119	134	144	158	111	133
Arts, Entertainment & Recreation	86	126	128	129	129	122	124
Retail Sales	108	144	145	144	143	137	142
Air Transportation (visitor only)	1	1	1	1	1	3	3
Spending at Destination	523	824	859	883	907	820	871
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	103	174	182	191	195	187	190
Arts, Entertainment & Recreation	37	55	58	60	62	57	55
Retail**	22	32	33	34	34	31	31
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	1	1	1	1	1	1	1
Other Travel*	4	5	6	7	6	3	3
Total Direct Earnings	168	268	281	292	298	279	280
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	6.8	8.2	8.2	8.0	8.0	7.5	7.4
Arts, Entertainment & Recreation	3.3	3.6	3.8	3.7	3.7	3.4	3.1
Retail**	1.4	1.4	1.4	1.3	1.3	1.2	1.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	11.8	13.3	13.6	13.3	13.1	12.2	11.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	8	13	14	14	14	12	13
State Tax Receipts	21	32	33	34	35	35	37
Total Direct Tax Receipts	29	45	47	48	49	47	50

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The Shasta Cascade includes Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama and Trinity counties.

**San Francisco Bay Area  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	9,221	17,115	18,292	19,282	20,071	18,913	20,484
Other Travel*	2,751	2,762	3,044	2,825	2,788	1,995	2,181
Total Direct Spending	11,972	19,877	21,336	22,108	22,859	20,908	22,665
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	5,638	11,256	12,173	12,926	13,419	12,679	13,866
Private Campground	126	265	272	273	285	202	233
Public Campground	30	42	43	43	45	36	41
Private Home	1,267	1,863	1,932	1,999	2,112	1,968	2,031
Vacation Home	156	230	238	248	256	245	248
Day Travel	2,004	3,460	3,634	3,794	3,953	3,784	4,065
Spending at Destination	9,221	17,115	18,292	19,282	20,071	18,913	20,484
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,626	3,084	3,445	3,817	3,998	3,575	3,875
Food & Beverage Services	2,032	4,071	4,280	4,559	4,768	5,019	5,398
Food Stores	244	463	475	506	541	530	556
Ground Tran. & Motor Fuel	1,327	3,039	3,346	3,553	3,840	3,017	3,447
Arts, Entertainment & Recreation	1,367	2,594	2,684	2,781	2,824	2,886	3,027
Retail Sales	1,733	2,956	3,040	3,106	3,123	3,207	3,424
Air Transportation (visitor only)	893	909	1,022	961	977	679	757
Spending at Destination	9,221	17,115	18,292	19,282	20,071	18,913	20,484
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	1,399	2,899	3,124	3,426	3,612	3,382	3,798
Arts, Entertainment & Recreation	633	1,217	1,296	1,384	1,451	1,433	1,454
Retail**	295	508	529	555	553	537	547
Auto Rental & Ground Tran.	69	161	167	172	181	163	175
Air Transportation (visitor only)	169	177	197	198	196	182	189
Other Travel*	1,577	1,446	1,606	1,458	1,433	1,332	1,404
Total Direct Earnings	4,143	6,407	6,920	7,192	7,426	7,029	7,568
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	64.9	93.5	96.6	100.5	102.3	96.0	104.5
Arts, Entertainment & Recreation	32.2	36.5	37.5	38.4	38.8	38.0	37.2
Retail**	12.5	14.8	15.0	15.0	14.9	15.0	15.1
Auto Rental & Ground Tran.	3.2	4.5	4.5	4.6	4.7	4.1	4.3
Air Transportation (visitor only)	4.2	3.2	3.2	3.3	3.3	3.1	2.9
Other Travel*	33.6	22.0	21.9	22.0	22.1	20.1	19.2
Total Direct Employment	150.6	174.5	178.8	183.8	186.2	176.4	183.3
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	232	483	531	579	612	571	619
State Tax Receipts	403	735	774	805	829	863	949
Total Direct Tax Receipts	635	1,217	1,304	1,384	1,441	1,434	1,568

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The San Francisco Bay Area includes Alameda, Marin, San Francisco, San Mateo, Santa Clara, Santa Cruz, and western Contra Costa and Solano counties.



**Central Valley  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	2,911	5,010	5,293	5,491	5,720	5,068	5,427
Other Travel*	69	71	80	81	79	118	114
Total Direct Spending	2,981	5,081	5,373	5,572	5,798	5,186	5,541
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	893	1,604	1,702	1,763	1,799	1,531	1,660
Private Campground	258	474	487	490	518	432	474
Public Campground	59	85	87	88	95	79	86
Private Home	675	1,201	1,278	1,342	1,419	1,328	1,400
Vacation Home	192	299	318	337	351	328	335
Day Travel	834	1,347	1,421	1,472	1,538	1,369	1,473
Spending at Destination	2,911	5,010	5,293	5,491	5,720	5,068	5,427
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	397	667	713	745	754	658	678
Food & Beverage Services	699	1,137	1,178	1,222	1,267	1,254	1,307
Food Stores	153	256	259	270	288	277	282
Ground Tran. & Motor Fuel	582	1,355	1,519	1,625	1,781	1,290	1,527
Arts, Entertainment & Recreation	445	691	706	713	717	686	698
Retail Sales	628	893	908	906	903	878	910
Air Transportation (visitor only)	8	10	10	11	10	26	26
Spending at Destination	2,911	5,010	5,293	5,491	5,720	5,068	5,427
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	425	761	799	842	869	837	841
Arts, Entertainment & Recreation	200	313	330	343	355	337	322
Retail**	128	194	200	206	205	192	192
Auto Rental & Ground Tran.	9	22	23	23	24	23	24
Air Transportation (visitor only)	10	12	12	13	12	12	12
Other Travel*	45	42	47	47	46	36	38
Total Direct Earnings	817	1,344	1,411	1,473	1,512	1,437	1,430
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	30.3	36.2	36.8	36.8	37.0	35.6	34.8
Arts, Entertainment & Recreation	18.7	19.9	19.9	19.9	20.1	19.4	18.0
Retail**	7.4	7.7	7.7	7.7	7.5	7.1	7.0
Auto Rental & Ground Tran.	0.4	0.6	0.6	0.6	0.7	0.6	0.6
Air Transportation (visitor only)	0.3	0.3	0.2	0.3	0.2	0.2	0.2
Other Travel*	1.8	1.1	1.1	1.1	1.1	0.8	0.8
Total Direct Employment	58.9	65.8	66.4	66.4	66.7	63.8	61.5
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	45	77	83	86	88	76	80
State Tax Receipts	140	230	239	245	250	248	265
Total Direct Tax Receipts	184	307	321	332	338	324	346

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The Central Valley includes Butte, Glenn, Kings, Merced, San Joaquin, Stanislaus, Sutter, Yolo, and parts of Contra Costa, Fresno, Kern, Madera, Placer, Solano, Tulare and Yuba counties.

## Gold Country Travel Impacts, 1992-2010p

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,611	2,954	3,083	3,179	3,211	2,999	3,197
Other Travel*	55	50	59	52	50	391	419
Total Direct Spending	1,666	3,004	3,142	3,231	3,262	3,390	3,617
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	573	1,233	1,292	1,332	1,304	1,232	1,349
Private Campground	70	104	105	105	107	94	102
Public Campground	28	37	37	37	38	35	38
Private Home	399	671	702	726	760	718	738
Vacation Home	82	126	133	139	143	138	140
Day Travel	459	782	813	839	859	782	831
Spending at Destination	1,611	2,954	3,083	3,179	3,211	2,999	3,197
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	212	416	445	460	443	369	388
Food & Beverage Services	423	768	792	824	835	806	852
Food Stores	70	120	122	127	133	125	129
Ground Tran. & Motor Fuel	235	540	597	635	688	531	611
Arts, Entertainment & Recreation	311	551	560	566	557	521	537
Retail Sales	350	549	556	556	543	513	539
Air Transportation (visitor only)	11	10	11	12	12	134	142
Spending at Destination	1,611	2,954	3,083	3,179	3,211	2,999	3,197
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	250	503	527	553	555	521	531
Arts, Entertainment & Recreation	136	246	258	269	272	252	244
Retail**	62	101	104	107	104	95	96
Auto Rental & Ground Tran.	11	25	26	26	28	25	27
Air Transportation (visitor only)	14	12	14	14	14	13	14
Other Travel*	35	31	36	32	31	30	31
Total Direct Earnings	507	918	964	1,001	1,005	937	944
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	16.5	21.6	21.9	22.3	21.9	20.6	20.4
Arts, Entertainment & Recreation	8.5	10.4	10.4	10.6	10.3	10.0	9.4
Retail**	3.4	3.6	3.6	3.6	3.5	3.2	3.2
Auto Rental & Ground Tran.	0.5	0.7	0.7	0.7	0.7	0.6	0.7
Air Transportation (visitor only)	0.5	0.3	0.3	0.3	0.3	0.3	0.3
Other Travel*	1.3	0.8	0.8	0.8	0.8	0.7	0.7
Total Direct Employment	30.7	37.3	37.8	38.3	37.5	35.4	34.6
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	29	56	60	62	61	51	55
State Tax Receipts	70	125	130	133	134	135	145
Total Direct Tax Receipts	99	182	190	196	195	186	200

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The Gold Country includes Sacramento and parts of Amador, Calaveras, El Dorado, Madera, Mariposa, Nevada, Placer, Tuolumne and Yuba counties.

## High Sierra Travel Impacts, 1992-2010p

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,198	2,050	2,051	2,065	2,077	2,056	2,185
Other Travel*	8	4	4	4	4	2	2
Total Direct Spending	1,206	2,053	2,055	2,069	2,081	2,058	2,188
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	691	1,280	1,265	1,267	1,254	1,258	1,353
Private Campground	103	155	157	157	166	157	169
Public Campground	42	59	60	60	63	60	64
Private Home	47	78	81	84	87	85	87
Vacation Home	156	234	244	253	259	250	252
Day Travel	159	245	244	245	247	245	260
Spending at Destination	1,198	2,050	2,051	2,065	2,077	2,056	2,185
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	311	574	593	604	604	592	618
Food & Beverage Services	328	556	544	550	555	587	627
Food Stores	57	92	91	92	97	99	102
Ground Tran. & Motor Fuel	65	151	170	181	199	141	169
Arts, Entertainment & Recreation	223	360	349	343	336	342	356
Retail Sales	214	315	304	295	286	295	313
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	1,198	2,050	2,051	2,065	2,077	2,056	2,185
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	236	434	436	446	458	462	480
Arts, Entertainment & Recreation	85	139	139	140	141	140	139
Retail**	42	65	64	64	63	62	63
Auto Rental & Ground Tran.	0	1	1	1	1	1	1
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	4	2	2	2	2	1	1
Total Direct Earnings	368	642	642	653	664	666	684
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	15.0	18.4	18.1	17.6	17.3	17.4	17.5
Arts, Entertainment & Recreation	7.3	8.7	8.3	7.8	7.5	7.4	7.1
Retail**	2.4	2.5	2.4	2.3	2.2	2.2	2.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Total Direct Employment	25.0	29.6	28.8	27.7	27.1	27.1	26.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	26	51	53	54	55	54	57
State Tax Receipts	38	65	65	65	65	70	76
Total Direct Tax Receipts	64	117	118	120	120	125	134

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The High Sierra includes Alpine, Mono, Sierra and parts of Amador, Calaveras, El Dorado, Fresno, Inyo, Madera, Mariposa, Nevada, Placer, Tulare and Tuolumne counties.

**Central Coast  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	3,309	5,587	5,870	6,001	6,106	5,676	5,969
Other Travel*	47	46	53	52	52	117	120
Total Direct Spending	3,355	5,633	5,923	6,052	6,158	5,794	6,088
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	1,739	3,219	3,426	3,511	3,545	3,241	3,425
Private Campground	97	148	149	149	153	138	148
Public Campground	69	111	114	114	119	100	110
Private Home	398	603	622	642	668	653	676
Vacation Home	115	170	175	182	188	181	185
Day Travel	891	1,337	1,384	1,402	1,433	1,364	1,424
Spending at Destination	3,309	5,587	5,870	6,001	6,106	5,676	5,969
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	621	1,183	1,280	1,337	1,329	1,166	1,234
Food & Beverage Services	919	1,528	1,592	1,634	1,683	1,678	1,741
Food Stores	117	192	194	200	210	202	207
Ground Tran. & Motor Fuel	249	581	652	698	765	549	653
Arts, Entertainment & Recreation	526	838	860	859	858	826	838
Retail Sales	870	1,257	1,282	1,264	1,252	1,221	1,262
Air Transportation (visitor only)	7	9	9	9	9	34	34
Spending at Destination	3,309	5,587	5,870	6,001	6,106	5,676	5,969
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	603	1,122	1,190	1,247	1,277	1,244	1,252
Arts, Entertainment & Recreation	361	583	618	639	656	626	596
Retail**	138	207	215	218	214	199	197
Auto Rental & Ground Tran.	3	7	7	8	8	8	8
Air Transportation (visitor only)	9	10	10	10	10	9	10
Other Travel*	27	25	29	28	29	27	28
Total Direct Earnings	1,142	1,955	2,070	2,150	2,193	2,113	2,090
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	34.2	42.9	43.8	44.2	44.1	43.1	42.1
Arts, Entertainment & Recreation	17.5	19.1	19.0	18.2	18.0	16.7	15.5
Retail**	7.3	7.2	7.3	7.3	7.1	6.6	6.4
Auto Rental & Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.4	0.3	0.3	0.3	0.3	0.3	0.2
Other Travel*	1.1	0.8	0.9	0.8	0.9	0.8	0.8
Total Direct Employment	60.6	70.6	71.5	71.1	70.6	67.7	65.2
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	72	133	143	149	149	132	140
State Tax Receipts	137	226	235	239	242	250	266
Total Direct Tax Receipts	209	360	378	387	391	383	406

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The Central Coast includes Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura counties.

**Los Angeles County  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	9,645	17,231	18,001	18,737	19,269	16,595	18,104
Other Travel*	3,007	3,162	3,484	3,836	3,817	2,253	2,419
Total Direct Spending	12,652	20,393	21,485	22,573	23,086	18,848	20,522
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4,993	9,919	10,395	10,910	11,137	9,300	10,345
Private Campground	99	177	183	185	199	161	184
Public Campground	8	18	19	19	20	16	19
Private Home	1,527	2,220	2,325	2,396	2,512	2,292	2,360
Vacation Home	110	170	179	186	194	182	185
Day Travel	2,907	4,727	4,900	5,041	5,206	4,645	5,010
Spending at Destination	9,645	17,231	18,001	18,737	19,269	16,595	18,104
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,270	2,651	2,839	3,038	3,080	2,564	2,820
Food & Beverage Services	2,056	3,620	3,673	3,794	3,880	3,765	4,039
Food Stores	249	433	433	451	474	444	463
Ground Tran. & Motor Fuel	1,851	4,246	4,687	4,983	5,397	4,191	4,813
Arts, Entertainment & Recreation	1,591	2,666	2,664	2,676	2,654	2,489	2,608
Retail Sales	1,784	2,692	2,682	2,661	2,616	2,482	2,642
Air Transportation (visitor only)	843	924	1,023	1,134	1,167	660	719
Spending at Destination	9,645	17,231	18,001	18,737	19,269	16,595	18,104
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	1,332	2,652	2,749	2,919	2,999	2,818	2,937
Arts, Entertainment & Recreation	966	1,632	1,679	1,738	1,775	1,648	1,624
Retail**	327	509	517	530	520	476	485
Auto Rental & Ground Tran.	86	201	208	215	227	204	219
Air Transportation (visitor only)	501	506	561	622	631	583	615
Other Travel*	1,083	1,096	1,202	1,323	1,309	1,132	1,183
Total Direct Earnings	4,296	6,596	6,917	7,346	7,461	6,861	7,062
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	69.4	91.2	90.6	90.9	90.5	86.9	87.8
Arts, Entertainment & Recreation	22.6	24.4	23.7	24.5	23.4	22.0	21.1
Retail**	16.9	16.8	16.6	16.5	16.1	14.7	14.7
Auto Rental & Ground Tran.	4.0	5.7	5.6	5.7	5.9	5.2	5.5
Air Transportation (visitor only)	9.6	7.1	7.0	7.1	7.4	6.7	6.4
Other Travel*	25.2	17.8	17.5	17.9	17.9	15.4	14.7
Total Direct Employment	147.6	162.9	161.0	162.6	161.1	150.9	150.1
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	228	449	482	509	519	440	484
State Tax Receipts	458	788	815	841	855	829	905
Total Direct Tax Receipts	686	1,237	1,297	1,351	1,374	1,270	1,389

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Orange County  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	4,197	7,814	8,112	8,279	8,358	7,607	8,208
Other Travel*	132	165	173	186	191	428	447
Total Direct Spending	4,329	7,979	8,286	8,465	8,549	8,035	8,655
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,189	4,584	4,790	4,897	4,888	4,409	4,824
Private Campground	82	107	109	110	113	93	103
Public Campground	10	15	16	16	17	14	15
Private Home	544	836	865	891	932	876	901
Vacation Home	88	130	135	141	147	141	143
Day Travel	1,283	2,142	2,197	2,224	2,262	2,075	2,223
Spending at Destination	4,197	7,814	8,112	8,279	8,358	7,607	8,208
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	680	1,438	1,555	1,635	1,597	1,325	1,421
Food & Beverage Services	1,035	1,887	1,927	1,965	2,002	1,934	2,074
Food Stores	114	201	202	208	218	203	212
Ground Tran. & Motor Fuel	513	1,180	1,307	1,392	1,511	1,154	1,335
Arts, Entertainment & Recreation	995	1,745	1,754	1,738	1,716	1,602	1,680
Retail Sales	835	1,335	1,337	1,310	1,282	1,210	1,291
Air Transportation (visitor only)	26	27	30	31	32	178	194
Spending at Destination	4,197	7,814	8,112	8,279	8,358	7,607	8,208
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	656	1,342	1,403	1,468	1,483	1,388	1,433
Arts, Entertainment & Recreation	456	808	836	854	868	802	791
Retail**	137	223	227	230	224	203	207
Auto Rental & Ground Tran.	20	47	49	50	53	48	51
Air Transportation (visitor only)	35	34	37	38	38	36	38
Other Travel*	80	95	100	106	108	94	95
Total Direct Earnings	1,384	2,548	2,653	2,746	2,774	2,571	2,615
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	34.9	49.0	49.3	48.1	48.1	45.9	46.0
Arts, Entertainment & Recreation	21.8	25.7	25.5	26.1	26.0	24.2	23.2
Retail**	6.1	7.2	7.3	7.2	7.1	6.5	6.5
Auto Rental & Ground Tran.	0.9	1.3	1.3	1.3	1.4	1.2	1.3
Air Transportation (visitor only)	1.0	0.7	0.7	0.7	0.7	0.7	0.7
Other Travel*	2.9	2.4	2.4	2.4	2.4	2.1	2.0
Total Direct Employment	67.6	86.3	86.4	85.8	85.7	80.5	79.6
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	94	197	211	220	220	186	200
State Tax Receipts	170	308	317	322	324	323	352
Total Direct Tax Receipts	265	506	527	542	544	509	552

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**San Diego County  
Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	4,994	9,850	10,307	10,665	10,931	9,980	10,640
Other Travel*	179	188	198	196	191	614	674
Total Direct Spending	5,173	10,038	10,506	10,860	11,122	10,594	11,313
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,427	5,403	5,725	5,971	6,083	5,543	5,968
Private Campground	115	363	368	368	387	314	336
Public Campground	64	79	80	80	85	69	74
Private Home	587	877	901	930	970	922	948
Vacation Home	171	251	260	271	281	272	275
Day Travel	1,629	2,877	2,973	3,044	3,125	2,859	3,039
Spending at Destination	4,994	9,850	10,307	10,665	10,931	9,980	10,640
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	794	1,819	1,970	2,097	2,123	1,709	1,781
Food & Beverage Services	1,327	2,621	2,721	2,832	2,937	2,800	2,981
Food Stores	147	300	303	315	336	305	317
Ground Tran. & Motor Fuel	479	1,105	1,224	1,303	1,416	1,079	1,249
Arts, Entertainment & Recreation	1,084	2,046	2,092	2,119	2,129	1,960	2,042
Retail Sales	1,101	1,897	1,929	1,928	1,920	1,787	1,895
Air Transportation (visitor only)	62	61	68	70	70	339	374
Spending at Destination	4,994	9,850	10,307	10,665	10,931	9,980	10,640
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	840	1,873	1,979	2,107	2,180	2,000	2,038
Arts, Entertainment & Recreation	499	952	1,003	1,046	1,083	987	967
Retail**	172	305	315	323	319	285	288
Auto Rental & Ground Tran.	19	44	46	47	50	45	48
Air Transportation (visitor only)	37	33	37	37	37	35	37
Other Travel*	76	76	79	77	74	63	64
Total Direct Earnings	1,643	3,283	3,458	3,638	3,743	3,414	3,442
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	48.3	68.3	69.6	71.0	71.6	66.4	65.9
Arts, Entertainment & Recreation	24.0	30.1	30.0	30.5	30.9	30.4	28.9
Retail**	9.2	10.8	10.9	11.1	10.9	9.9	9.9
Auto Rental & Ground Tran.	0.9	1.3	1.3	1.3	1.3	1.2	1.2
Air Transportation (visitor only)	1.1	0.8	0.8	0.8	0.8	0.7	0.7
Other Travel*	3.0	1.8	1.7	1.6	1.6	1.3	1.2
Total Direct Employment	86.5	113.1	114.2	116.3	117.1	109.9	107.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	101	225	242	256	261	216	228
State Tax Receipts	201	388	402	414	423	421	456
Total Direct Tax Receipts	302	612	644	669	683	637	684

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**The Deserts**  
**Travel Impacts, 1992-2010p**

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	2,736	4,921	5,138	5,285	5,383	4,908	5,146
Other Travel*	21	23	38	28	28	73	74
Total Direct Spending	2,757	4,944	5,176	5,313	5,412	4,980	5,220
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	855	1,767	1,842	1,882	1,879	1,655	1,761
Private Campground	352	632	637	637	650	547	575
Public Campground	24	32	32	32	33	28	30
Private Home	149	273	290	305	319	318	331
Vacation Home	516	805	864	918	954	922	935
Day Travel	840	1,413	1,473	1,511	1,549	1,438	1,515
Spending at Destination	2,736	4,921	5,138	5,285	5,383	4,908	5,146
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	503	950	1,005	1,043	1,034	885	902
Food & Beverage Services	740	1,338	1,391	1,444	1,488	1,447	1,510
Food Stores	134	244	245	253	266	246	250
Ground Tran. & Motor Fuel	235	544	609	650	711	510	605
Arts, Entertainment & Recreation	468	813	834	843	843	793	810
Retail Sales	645	1,021	1,041	1,039	1,029	980	1,020
Air Transportation (visitor only)	11	11	12	12	12	46	48
Spending at Destination	2,736	4,921	5,138	5,285	5,383	4,908	5,146
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	404	809	849	891	909	855	858
Arts, Entertainment & Recreation	201	353	373	388	400	372	358
Retail**	106	176	182	187	184	167	167
Auto Rental & Ground Tran.	3	8	8	8	9	8	9
Air Transportation (visitor only)	15	14	15	15	15	14	15
Other Travel*	14	14	22	17	16	15	15
Total Direct Earnings	743	1,373	1,448	1,506	1,532	1,431	1,421
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	28.6	37.0	37.7	37.9	37.7	35.8	35.0
Arts, Entertainment & Recreation	14.4	16.5	16.3	16.5	16.8	16.0	14.9
Retail**	6.1	6.6	6.7	6.8	6.7	6.1	6.0
Auto Rental & Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.5	0.4	0.3	0.3	0.4	0.3	0.3
Other Travel*	0.6	0.4	0.6	0.4	0.4	0.4	0.3
Total Direct Employment	50.3	61.0	61.8	62.2	62.2	58.8	56.7
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	47	91	97	99	99	85	89
State Tax Receipts	111	199	206	211	215	216	231
Total Direct Tax Receipts	158	290	303	311	314	301	320

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The Deserts includes Imperial and parts of Kern, Inyo, Riverside and San Bernardino counties.



## Inland Empire Travel Impacts, 1992-2010p

	1992	2005	2006	2007	2008	2009	2010p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	2,457	4,377	4,603	4,779	4,921	4,599	4,839
Other Travel*	19	32	44	39	38	221	232
Total Direct Spending	2,475	4,409	4,647	4,817	4,960	4,820	5,070
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	516	1,146	1,193	1,240	1,253	1,153	1,239
Private Campground	148	287	292	292	300	249	265
Public Campground	19	25	26	26	27	22	24
Private Home	525	947	1,008	1,054	1,100	1,084	1,130
Vacation Home	578	863	921	966	1,000	952	973
Day Travel	670	1,108	1,163	1,200	1,241	1,140	1,209
Spending at Destination	2,457	4,377	4,603	4,779	4,921	4,599	4,839
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	355	649	686	718	715	624	635
Food & Beverage Services	661	1,166	1,219	1,276	1,325	1,326	1,377
Food Stores	101	183	187	195	207	198	202
Ground Tran. & Motor Fuel	309	720	807	864	946	693	818
Arts, Entertainment & Recreation	438	743	765	780	786	761	773
Retail Sales	590	913	936	941	938	919	951
Air Transportation (visitor only)	3	3	3	3	3	78	84
Spending at Destination	2,457	4,377	4,603	4,779	4,921	4,599	4,839
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	331	657	692	733	754	730	731
Arts, Entertainment & Recreation	194	333	353	370	384	368	352
Retail**	98	158	164	170	168	158	157
Auto Rental & Ground Tran.	6	13	14	14	15	14	15
Air Transportation (visitor only)	3	3	3	3	3	3	3
Other Travel*	10	17	23	20	20	21	20
Total Direct Earnings	643	1,181	1,249	1,312	1,345	1,294	1,278
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	24.4	32.2	32.9	33.3	33.5	32.5	31.7
Arts, Entertainment & Recreation	16.1	16.6	17.1	17.4	17.6	17.5	16.2
Retail**	5.6	5.9	6.1	6.2	6.2	5.7	5.6
Auto Rental & Ground Tran.	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Air Transportation (visitor only)	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.5	0.4	0.5	0.5	0.5	0.5	0.4
Total Direct Employment	47.0	55.6	57.1	57.9	58.3	56.7	54.4
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	36	67	70	73	74	65	68
State Tax Receipts	108	190	199	205	210	214	229
Total Direct Tax Receipts	144	257	269	278	284	280	297

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

The Inland Empire includes western parts of Riverside and San Bernardino counties.

# V. COUNTY TRAVEL IMPACTS



## California Travel Impacts by County, 2009

	Travel			Tax Receipts		
	Spending (\$Million)	Earnings (\$Million)	Employment (jobs)	Local (\$Million)	State (\$Million)	Total (\$Million)
Alameda	2,758.0	911.8	23,840	60.7	124.7	185.4
Alpine	23.2	5.9	310	0.5	0.6	1.1
Amador	106.9	44.2	2,060	1.3	4.2	5.5
Butte	244.7	69.4	3,570	3.6	10.8	14.4
Calaveras	147.8	57.3	2,140	1.3	4.6	5.9
Colusa	40.3	8.8	500	0.5	1.8	2.3
Contra Costa	1,126.4	329.6	10,500	20.4	63.2	83.7
Del Norte	103.9	47.3	1,760	1.6	4.1	5.7
El Dorado	556.9	215.1	8,240	11.5	22.0	33.6
Fresno	1,080.7	270.1	11,900	20.8	49.9	70.7
Glenn	49.5	17.7	840	0.7	2.2	3.0
Humboldt	305.4	93.4	4,600	5.2	12.2	17.4
Imperial	283.6	84.2	4,220	4.0	12.6	16.6
Inyo	189.6	49.1	2,520	5.1	6.2	11.3
Kern	1,121.1	318.7	13,580	14.3	51.1	65.4
Kings	125.0	36.9	1,760	1.1	6.1	7.2
Lake	144.2	49.1	2,540	1.9	5.8	7.7
Lassen	55.9	21.7	1,400	0.8	2.5	3.3
Los Angeles	18,848.0	6,860.8	150,850	440.1	829.5	1,269.6
Madera	208.3	77.2	3,120	3.5	8.9	12.4
Marin	634.4	256.1	6,620	14.5	26.9	41.4
Mariposa	328.9	91.6	4,250	11.7	8.8	20.5
Mendocino	297.0	114.2	4,820	6.7	12.2	18.9
Merced	175.8	44.0	2,030	2.2	8.9	11.1
Modoc	20.2	6.4	250	0.2	1.0	1.2
Mono	423.9	125.9	4,740	16.1	11.3	27.4
Monterey	1,990.5	886.5	21,460	49.3	84.0	133.3
Napa	996.2	341.3	11,470	30.7	39.3	70.0
Nevada	264.1	88.2	2,990	4.1	11.3	15.3

## California Travel Impacts by County, 2009

	Travel			Tax Receipts		
	Spending (\$Million)	Earnings (\$Million)	Employment (jobs)	Local (\$Million)	State (\$Million)	Total (\$Million)
Orange	8,035.2	2,571.4	80,500	186.0	323.3	509.2
Placer	724.1	233.4	10,000	12.7	29.8	42.5
Plumas	99.4	35.9	1,400	1.2	3.9	5.1
Riverside	5,583.2	1,631.4	65,520	94.4	246.5	340.9
Sacramento	2,664.9	674.7	24,840	40.7	106.2	146.9
San Benito	75.6	25.1	870	0.6	3.5	4.1
San Bernardino	3,753.6	959.8	43,510	49.0	164.0	213.1
San Diego	10,593.7	3,414.1	109,950	216.2	421.1	637.3
San Francisco	9,775.3	2,701.2	62,980	329.8	327.8	657.6
San Joaquin	548.1	141.3	5,820	7.8	29.4	37.2
San Luis Obispo	1,094.4	388.7	15,520	23.7	46.0	69.8
San Mateo	2,386.3	1,587.6	33,750	57.2	137.3	194.5
Santa Barbara	1,425.2	475.5	16,040	38.8	59.3	98.1
Santa Clara	3,594.2	1,040.7	29,790	75.6	156.1	231.7
Santa Cruz	609.8	194.6	8,040	12.8	26.8	39.6
Shasta	341.5	107.6	4,410	5.7	14.6	20.3
Sierra	17.3	4.7	270	0.3	0.5	0.9
Siskiyou	161.3	59.5	2,420	2.9	6.5	9.4
Solano	516.9	145.8	6,840	6.2	25.3	31.4
Sonoma	1,246.3	418.7	16,640	25.5	54.0	79.6
Stanislaus	388.3	103.3	4,680	4.8	19.6	24.4
Sutter	65.2	20.2	1,020	0.7	3.1	3.8
Tehama	105.0	31.5	1,380	1.3	4.8	6.1
Trinity	46.2	16.8	890	0.3	1.4	1.8
Tulare	341.1	111.6	4,710	6.0	15.3	21.3
Tuolumne	162.0	55.3	2,250	2.6	6.4	9.0
Ventura	1,207.8	337.5	13,790	19.9	57.6	77.5
Yolo	251.5	68.3	3,430	3.6	12.2	15.8
Yuba	72.0	18.4	960	0.8	3.4	4.2
California	88,536.1	29,096.9	881,100.0	1,961.8	3,732.3	5,694.1

## California Travel Spending by County, 1992-2009

(\$Millions)

	1992 through 2004												**Annual Change
	1992	1994	1996	1998	2000	2002	2004	2005	2006	2007	2008	2009	
Alameda	1,469.3	1,530.5	1,749.7	1,980.9	2,569.1	2,221.6	2,412.5	2,644.5	2,848.9	2,981.9	3,057.2	2,758.0	3.8%
Alpine	17.4	18.3	20.6	22.2	24.7	26.8	27.9	28.1	27.6	27.5	26.2	23.2	1.7%
Amador	53.9	57.2	67.7	70.6	80.1	101.2	104.7	108.8	112.7	112.7	112.2	106.9	4.1%
Butte	131.2	146.4	159.6	169.9	193.0	193.6	215.4	234.3	249.6	258.8	268.6	244.7	3.7%
Calaveras	85.6	93.9	100.3	107.8	120.8	127.4	140.3	145.8	150.1	153.0	155.9	147.8	3.3%
Colusa	27.0	27.9	29.1	31.4	36.5	36.8	38.8	40.8	41.8	42.3	44.9	40.3	2.4%
Contra Costa	640.7	675.3	754.9	873.0	1,038.7	942.8	1,072.2	1,176.5	1,250.4	1,319.2	1,374.9	1,126.4	3.4%
Del Norte	68.2	70.5	72.4	73.8	81.4	84.1	89.4	95.1	99.3	101.5	105.1	103.9	2.5%
El Dorado	425.0	449.8	462.1	502.1	541.2	552.2	611.9	629.4	631.0	608.5	604.3	556.9	1.6%
Fresno	596.8	625.1	670.1	715.3	822.3	811.7	916.2	988.4	1,051.9	1,086.5	1,140.1	1,080.7	3.6%
Glenn	27.0	28.6	31.8	33.8	39.4	39.1	44.4	47.2	49.0	49.0	49.8	49.5	3.6%
Humboldt	189.3	197.6	204.8	212.4	241.4	244.1	257.8	269.2	281.0	293.8	308.8	305.4	2.9%
Imperial	152.1	168.4	185.9	206.1	237.4	240.6	272.8	285.9	292.5	300.3	312.5	283.6	3.7%
Inyo	108.2	113.0	127.4	137.5	150.3	155.7	171.3	177.6	182.0	191.3	203.6	189.6	3.4%
Kern	683.6	715.0	740.5	809.6	893.5	879.0	986.2	1,076.3	1,149.5	1,194.8	1,238.8	1,121.1	3.0%
Kings	69.7	74.2	81.8	90.0	105.0	107.4	118.3	126.4	131.6	139.5	145.7	125.0	3.5%
Lake	92.2	98.0	105.9	110.5	128.0	137.7	145.9	152.6	160.2	163.6	164.2	144.2	2.7%
Lassen	38.0	40.3	43.3	46.0	51.6	55.1	56.9	59.1	62.2	64.9	64.9	55.9	2.3%
Los Angeles	12,652	12,698	13,913	15,307	17,601	16,645	18,686	20,393	21,485	22,573	23,086	18,848	2.4%
Madera	107.4	119.5	135.5	143.0	163.0	168.7	186.1	196.2	195.7	200.2	213.9	208.3	4.0%
Marin	302.4	351.3	397.2	458.6	550.8	526.8	627.9	646.7	688.3	732.0	760.9	634.4	4.5%
Mariposa	184.4	212.4	194.4	225.1	241.5	269.5	288.8	291.3	287.2	307.1	311.6	328.9	3.5%
Mendocino	208.2	216.9	230.9	250.0	286.1	294.4	299.5	307.2	316.1	326.1	336.3	297.0	2.1%
Merced	114.9	119.7	119.9	128.0	152.7	150.5	170.3	186.5	197.4	204.8	214.4	175.8	2.5%
Modoc	13.3	13.3	14.4	15.3	17.2	17.8	19.8	20.9	21.7	22.5	23.7	20.2	2.5%
Mono	197.6	201.4	209.3	245.0	292.6	328.2	396.0	420.2	394.3	383.1	367.0	423.9	4.6%
Monterey	1,182.5	1,247.1	1,464.4	1,642.0	1,883.6	1,831.7	1,893.1	1,945.0	2,037.7	2,094.3	2,110.1	1,990.5	3.1%
Napa	361.1	411.0	490.4	572.7	633.7	663.4	736.2	827.8	889.2	975.9	1,029.8	996.2	6.2%
Nevada	156.3	159.4	172.9	184.9	217.0	225.5	239.1	254.3	267.7	278.4	286.6	264.1	3.1%

\*Annual Change is the average annual percentage change from 1992-2009.

**California**  
**Travel Spending by County, 1992-2009**

(\$Millions)

	1992 through 2004											**Annual	
	1992	1994	1996	1998	2000	2002	2004	2005	2006	2007	2008	2009	Change
Orange	4,328.6	4,567.5	5,133.0	5,675.0	6,378.9	6,320.3	7,291.8	7,978.7	8,285.6	8,464.6	8,549.5	8,035.2	3.7%
Placer	347.9	397.6	433.9	514.7	563.0	612.8	671.0	697.0	744.4	755.3	759.9	724.1	4.4%
Plumas	68.4	71.3	76.6	82.8	89.7	97.3	98.8	100.4	102.2	104.3	107.4	99.4	2.2%
Riverside	3,045.8	3,200.7	3,571.4	3,991.6	4,519.6	4,720.7	5,167.1	5,517.0	5,788.5	5,946.8	6,050.4	5,583.2	3.6%
Sacramento	1,259.1	1,320.6	1,460.4	1,648.1	1,936.2	1,951.6	2,120.5	2,281.1	2,387.8	2,469.5	2,494.4	2,664.9	4.5%
San Benito	49.6	50.7	57.5	64.1	75.2	73.8	75.6	77.1	77.1	78.3	80.9	75.6	2.5%
San Bernardino	1,924.8	2,051.5	2,206.3	2,399.5	2,736.8	2,773.6	3,142.5	3,377.7	3,559.5	3,693.2	3,810.8	3,753.6	4.0%
San Diego	5,172.7	5,255.0	6,248.2	7,712.8	8,826.8	8,553.2	9,502.0	10,037.9	10,505.6	10,860.4	11,121.9	10,593.7	4.3%
San Francisco	5,918.2	6,084.4	6,738.4	7,483.9	8,616.3	7,389.4	8,159.4	8,956.1	9,632.7	9,801.8	10,319.6	9,775.3	3.0%
San Joaquin	317.4	325.6	338.7	370.3	462.3	459.4	525.1	569.3	600.6	623.1	650.2	548.1	3.3%
San Luis Obispo	630.4	633.5	690.5	774.6	909.9	902.3	970.1	1,024.3	1,083.6	1,139.0	1,138.2	1,094.4	3.3%
San Mateo	1,353.2	1,498.0	1,820.8	2,135.4	2,384.7	1,972.2	2,137.7	2,320.9	2,471.3	2,616.7	2,670.6	2,386.3	3.4%
Santa Barbara	768.1	820.0	905.2	1,022.4	1,167.7	1,177.1	1,282.6	1,365.5	1,441.3	1,421.0	1,469.6	1,425.2	3.7%
Santa Clara	1,897.0	2,079.9	2,565.7	3,144.6	3,732.7	3,003.0	3,175.0	3,503.0	3,796.2	3,986.4	4,001.3	3,594.2	3.8%
Santa Cruz	369.3	381.5	425.3	475.5	549.3	505.2	573.2	601.6	621.1	640.2	649.6	609.8	3.0%
Shasta	219.0	223.6	235.9	254.7	288.8	291.8	319.1	337.8	354.2	364.5	375.0	341.5	2.6%
Sierra	9.2	11.4	12.3	13.7	15.5	16.3	16.8	16.7	17.3	18.2	18.5	17.3	3.8%
Siskiyou	96.5	99.9	109.1	121.0	133.1	147.1	151.3	157.0	166.7	171.7	176.0	161.3	3.1%
Solano	319.8	334.9	361.9	403.3	494.6	455.2	507.0	530.9	554.1	588.4	598.2	516.9	2.9%
Sonoma	668.6	703.0	785.3	888.8	1,005.3	990.5	1,083.0	1,148.1	1,239.6	1,305.2	1,343.0	1,246.3	3.7%
Stanislaus	229.9	252.4	269.7	282.9	341.2	339.4	375.7	407.7	430.0	434.7	448.1	388.3	3.1%
Sutter	43.8	44.7	48.0	49.6	59.3	58.9	63.6	66.5	69.7	73.4	76.7	65.2	2.4%
Tehama	63.8	68.0	73.7	80.7	89.3	93.5	101.7	110.3	115.1	119.2	120.7	105.0	3.0%
Trinity	30.7	32.5	35.0	38.9	41.1	44.0	46.8	47.6	48.1	48.4	50.5	46.2	2.4%
Tulare	193.4	204.8	218.1	240.3	271.2	283.1	315.9	340.2	361.7	376.8	394.2	341.1	3.4%
Tuolumne	100.3	107.1	109.9	122.9	136.1	140.4	148.0	153.9	157.8	164.3	172.9	162.0	2.9%
Ventura	724.9	736.3	802.5	891.4	1,071.2	1,024.8	1,113.3	1,220.9	1,283.0	1,319.7	1,359.2	1,207.8	3.0%
Yolo	136.7	138.0	148.7	163.5	198.0	189.6	230.2	248.6	258.6	269.7	283.0	251.5	3.7%
Yuba	41.0	40.4	47.6	47.7	57.0	57.0	71.2	75.1	77.8	80.3	84.3	72.0	3.4%
California	50,683	52,615	58,880	66,459	76,544	72,722	80,661	87,044	91,783	95,122	97,492	88,536	3.3%

\*Annual Change is the average annual percentage change from 1992-2009.

## Employment Generated by Visitor Spending, 1992-2009

	1992 through 2004							2005	2006	2007	2008	2009	**Annual Change
	1992	1994	1996	1998	2000	2002	2004						
Alameda	20,670	20,780	22,950	24,990	29,650	24,380	24,410	24,730	25,500	25,750	25,920	23,840	0.8%
Alpine	270	280	300	290	380	370	360	350	340	380	350	310	0.8%
Amador	1,170	1,240	1,380	1,330	1,580	2,280	2,210	2,220	2,260	2,100	2,060	2,060	3.4%
Butte	2,880	3,270	3,380	3,500	3,510	3,410	3,550	3,660	3,780	3,760	3,720	3,570	1.3%
Calaveras	1,950	2,140	2,160	2,060	2,260	2,210	2,250	2,330	2,360	2,330	2,250	2,140	0.5%
Colusa	540	550	540	500	540	520	570	560	550	540	540	500	-0.5%
Contra Costa	9,470	10,060	10,640	11,650	11,930	10,270	10,280	10,200	10,720	11,010	11,420	10,500	0.6%
Del Norte	2,050	2,120	2,050	1,910	2,080	1,820	1,650	1,680	1,730	1,760	1,740	1,760	-0.9%
El Dorado	9,590	10,110	9,730	9,680	10,230	9,850	10,830	10,410	10,170	8,990	8,510	8,240	-0.9%
Fresno	10,790	11,170	11,150	11,200	11,920	11,400	11,930	12,160	12,290	12,190	12,620	11,900	0.6%
Glenn	720	770	800	750	810	770	840	820	810	790	790	840	0.9%
Humboldt	4,750	4,940	4,810	4,590	4,890	4,310	4,840	4,800	4,780	4,770	4,740	4,600	-0.2%
Imperial	3,460	3,800	3,940	3,910	4,240	4,000	4,560	4,570	4,490	4,360	4,450	4,220	1.2%
Inyo	2,260	2,360	2,510	2,100	2,400	2,530	2,550	2,440	2,500	2,510	2,570	2,520	0.6%
Kern	13,300	13,900	13,460	13,850	13,960	13,430	13,540	13,610	13,950	13,810	13,660	13,580	0.1%
Kings	1,590	1,700	1,770	1,750	1,840	1,910	1,980	1,980	1,920	1,930	1,970	1,760	0.6%
Lake	1,950	2,060	2,100	1,980	2,330	2,790	2,770	2,870	2,870	2,820	2,770	2,540	1.6%
Lassen	1,470	1,560	1,570	1,550	1,680	1,640	1,540	1,440	1,650	1,720	1,590	1,400	-0.3%
Los Angeles	147,620	145,860	155,240	161,240	169,430	151,270	158,480	162,930	161,020	162,570	161,150	150,850	0.1%
Madera	2,540	2,850	3,060	3,030	3,130	3,050	3,130	3,090	2,900	2,880	3,060	3,120	1.2%
Marin	4,390	5,070	5,430	5,970	6,470	5,980	6,940	6,820	7,120	7,650	7,470	6,620	2.4%
Mariposa	3,840	4,390	3,770	4,090	3,910	4,090	4,300	4,200	4,020	4,160	4,090	4,250	0.6%
Mendocino	5,350	5,560	5,570	5,450	5,820	5,200	5,550	5,490	5,330	5,290	5,400	4,820	-0.6%
Merced	2,320	2,440	2,230	2,240	2,400	2,320	2,380	2,400	2,310	2,330	2,290	2,030	-0.8%
Modoc	290	290	290	270	290	300	300	280	290	290	290	250	-0.9%
Mono	3,710	3,760	3,660	3,980	4,760	5,190	5,480	5,640	5,070	4,680	4,530	4,740	1.5%
Monterey	19,540	20,390	22,650	23,770	25,180	22,580	22,710	22,680	22,900	22,740	22,560	21,460	0.6%
Napa	6,040	6,850	7,720	8,270	7,730	8,860	9,790	10,210	10,530	11,250	11,750	11,470	3.8%
Nevada	2,910	2,950	3,020	2,980	3,300	3,220	3,210	3,200	3,250	3,380	3,310	2,990	0.2%

\*Annual Change is the average annual percentage change from 1992-2009.

## Employment Generated by Visitor Spending, 1992-2009

	1992 through 2002						2004	2005	2006	2007	2008	2009	**Annual Change
	1992	1994	1996	1998	2000	2002							
Orange	67,620	70,640	74,810	78,220	81,590	77,240	83,120	86,310	86,440	85,850	85,710	80,500	1.0%
Placer	6,730	7,750	7,990	8,330	8,460	9,270	9,510	9,130	9,600	9,670	9,620	10,000	2.4%
Plumas	1,490	1,540	1,560	1,530	1,660	1,680	1,690	1,650	1,610	1,510	1,520	1,400	-0.4%
Riverside	54,470	56,810	59,810	61,720	62,780	62,860	64,870	66,990	68,160	68,990	69,040	65,520	1.1%
Sacramento	22,120	22,850	23,810	24,430	26,340	25,290	25,470	26,200	26,480	27,280	26,780	24,840	0.7%
San Benito	870	880	950	980	1,020	1,000	910	920	910	940	940	870	0.0%
San Bernardino	37,190	39,620	39,920	38,190	41,900	39,930	42,340	42,840	43,950	44,420	44,690	43,510	0.9%
San Diego	86,470	86,360	97,700	109,710	116,280	107,700	113,150	113,090	114,230	116,340	117,150	109,950	1.4%
San Francisco	42,010	45,830	51,730	57,380	61,240	47,930	53,620	54,620	55,400	58,570	61,890	62,980	2.4%
San Joaquin	5,810	5,960	5,710	5,700	6,570	6,280	6,140	6,170	6,140	6,110	6,190	5,820	0.0%
San Luis Obispo	15,360	15,310	15,680	16,030	17,690	16,250	16,220	16,460	16,610	16,890	16,170	15,520	0.1%
San Mateo	37,930	37,060	40,860	43,600	44,220	35,760	34,680	35,070	36,110	36,640	36,300	33,750	-0.7%
Santa Barbara	12,590	13,350	13,910	15,430	16,220	15,220	15,820	16,170	16,750	15,960	16,350	16,040	1.4%
Santa Clara	27,630	29,850	35,470	40,580	42,860	32,070	32,730	33,770	34,870	35,080	34,310	29,790	0.4%
Santa Cruz	7,580	7,830	8,270	8,700	8,760	7,560	8,330	8,380	8,210	8,200	8,030	8,040	0.3%
Shasta	4,300	4,340	4,300	4,350	4,740	4,510	4,640	4,690	4,720	4,680	4,670	4,410	0.1%
Sierra	170	200	210	210	260	250	270	240	260	280	270	270	2.8%
Siskiyou	2,130	2,190	2,250	2,230	2,470	2,610	2,570	2,610	2,670	2,640	2,580	2,420	0.8%
Solano	6,690	7,030	7,130	7,260	7,990	6,790	6,830	6,840	6,780	7,140	7,100	6,840	0.1%
Sonoma	14,430	15,140	15,960	16,500	16,280	15,200	15,590	15,460	15,900	16,800	16,970	16,640	0.8%
Stanislaus	4,320	4,820	4,820	4,960	5,410	5,300	5,300	5,290	5,360	5,190	5,000	4,680	0.5%
Sutter	1,080	1,100	1,110	1,060	1,160	1,150	1,140	1,140	1,160	1,220	1,190	1,020	-0.3%
Tehama	1,390	1,480	1,510	1,480	1,610	1,600	1,610	1,650	1,680	1,530	1,490	1,380	0.0%
Trinity	690	730	740	740	820	850	940	980	960	910	970	890	1.5%
Tulare	4,480	4,740	4,730	4,850	4,660	4,750	4,810	4,980	5,050	5,050	5,010	4,710	0.3%
Tuolumne	2,110	2,250	2,170	2,330	2,470	2,310	2,370	2,360	2,360	2,360	2,350	2,250	0.4%
Ventura	12,250	12,330	12,650	12,810	14,030	13,280	14,160	14,400	14,320	14,520	14,540	13,790	0.7%
Yolo	2,830	2,850	2,880	2,800	3,270	3,010	3,270	3,460	3,470	3,500	3,510	3,430	1.1%
Yuba	920	900	1,000	910	960	940	1,070	1,080	1,090	1,070	1,060	960	0.3%
California	771,090	794,980	847,540	891,920	942,390	858,560	896,110	910,760	918,650	928,060	928,960	881,100	0.8%

\*Annual Change is the average annual percentage change from 1992-2009.



**Total Employment and Earnings Compared to  
Travel-Generated Employment and Earnings by County 2009**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Alameda	861,090	23,840	2.8%	55,347.3	911.8	1.6%
Alpine	930	310	33.3%	34.2	5.9	17.1%
Amador	19,620	2,060	10.5%	756.2	44.2	5.8%
Butte	102,870	3,570	3.5%	4,178.0	69.4	1.7%
Calaveras	16,450	2,140	13.0%	543.7	57.3	10.5%
Colusa	11,040	500	4.5%	594.4	8.8	1.5%
Contra Costa	482,680	10,500	2.2%	29,574.5	329.6	1.1%
Del Norte	11,400	1,760	15.4%	448.1	47.3	10.5%
El Dorado	91,210	8,240	9.0%	3,592.7	215.1	6.0%
Fresno	426,320	11,900	2.8%	19,613.9	270.1	1.4%
Glenn	11,860	840	7.1%	541.3	17.7	3.3%
Humboldt	68,430	4,600	6.7%	2,531.6	93.4	3.7%
Imperial	68,020	4,220	6.2%	3,204.3	84.2	2.6%
Inyo	10,510	2,520	24.0%	422.7	49.1	11.6%
Kern	350,210	13,580	3.9%	17,666.2	318.7	1.8%
Kings	56,130	1,760	3.1%	3,034.8	36.9	1.2%
Lake	22,800	2,540	11.1%	821.9	49.1	6.0%
Lassen	14,820	1,400	9.4%	654.2	21.7	3.3%
Los Angeles	5,496,510	150,850	2.7%	315,952.0	6,860.8	2.2%
Madera	58,380	3,120	5.3%	2,599.7	77.2	3.0%
Marin	176,700	6,620	3.7%	9,879.8	256.1	2.6%
Mariposa	8,430	4,250	50.4%	295.1	91.6	31.0%
Mendocino	47,680	4,820	10.1%	1,673.2	114.2	6.8%
Merced	92,240	2,030	2.2%	4,321.6	44.0	1.0%
Modoc	4,570	250	5.5%	166.8	6.4	3.9%
Mono	10,100	4,740	46.9%	409.4	125.9	30.8%
Monterey	220,110	21,460	9.7%	11,792.1	886.5	7.5%
Napa	88,150	11,470	13.0%	4,611.6	341.3	7.4%
Nevada	54,990	2,990	5.4%	2,046.5	88.2	4.3%

Source: Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics. Total earnings and employment for 2007 estimated by Dean Runyan Associates from 2006 & 2007 earnings and employment data from by the Bureau of Economic Analysis and 2007 payroll data from the Bureau of Labor Statistics.

**Total Employment and Earnings Compared to  
Travel-Generated Employment and Earnings by County, 2009**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Orange	1,873,970	80,500	4.3%	112,259.0	2,571.4	2.3%
Placer	180,670	10,000	5.5%	9,046.4	233.4	2.6%
Plumas	9,880	1,400	14.2%	399.8	35.9	9.0%
Riverside	803,080	65,520	8.2%	34,381.3	1,631.4	4.7%
Sacramento	780,250	24,840	3.2%	44,609.7	674.7	1.5%
San Benito	21,160	870	4.1%	901.9	25.1	2.8%
San Bernardino	827,470	43,510	5.3%	38,781.9	959.8	2.5%
San Diego	1,825,980	109,950	6.0%	104,155.4	3,414.1	3.3%
San Francisco	720,020	62,980	8.7%	60,150.7	2,701.2	4.5%
San Joaquin	274,650	5,820	2.1%	13,175.0	141.3	1.1%
San Luis Obispo	149,440	15,520	10.4%	6,505.6	388.7	6.0%
San Mateo	465,440	33,750	7.3%	37,886.6	1,587.6	4.2%
Santa Barbara	253,130	16,040	6.3%	12,522.1	475.5	3.8%
Santa Clara	1,114,920	29,790	2.7%	94,219.2	1,040.7	1.1%
Santa Cruz	140,170	8,040	5.7%	6,424.8	194.6	3.0%
Shasta	87,950	4,410	5.0%	3,681.6	107.6	2.9%
Sierra	1,140	270	23.7%	35.7	4.7	13.1%
Siskiyou	21,390	2,420	11.3%	768.1	59.5	7.7%
Solano	167,800	6,840	4.1%	9,295.3	145.8	1.6%
Sonoma	263,030	16,640	6.3%	12,406.5	418.7	3.4%
Stanislaus	211,230	4,680	2.2%	10,060.1	103.3	1.0%
Sutter	42,940	1,020	2.4%	1,806.0	20.2	1.1%
Tehama	23,080	1,380	6.0%	879.8	31.5	3.6%
Trinity	4,690	890	19.0%	148.4	16.8	11.3%
Tulare	185,280	4,710	2.5%	7,958.6	111.6	1.4%
Tuolumne	25,510	2,250	8.8%	984.3	55.3	5.6%
Ventura	421,340	13,790	3.3%	22,194.0	337.5	1.5%
Yolo	117,580	3,430	2.9%	6,496.2	68.3	1.1%
Yuba	25,460	960	3.8%	1,331.6	18.4	1.4%
California	19,922,900	881,100	4.4%	1,150,773.0	29,096.9	2.5%

Source: Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics. Total earnings and employment for 2007 estimated by Dean Runyan Associates from 2006 & 2007 earnings and employment data from by the Bureau of Economic Analysis and 2007 payroll data from the Bureau of Labor Statistics.

**Alameda County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,209	2,192	2,395	2,568	2,697	2,767	2,405
Other Travel*	261	221	250	281	285	290	353
Total Direct Spending	1,469	2,412	2,644	2,849	2,982	3,057	2,758
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	590	1,257	1,398	1,526	1,616	1,635	1,379
Private Campground	3	4	4	4	4	5	3
Public Campground	0	0	0	0	0	0	0
Private Home	289	410	430	445	459	486	452
Vacation Home	9	14	15	15	16	16	16
Day Travel	318	506	547	577	601	625	554
Spending at Destination	1,209	2,192	2,395	2,568	2,697	2,767	2,405
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	158	329	360	400	434	427	328
Food & Beverage Services	255	475	515	546	577	593	552
Food Stores	35	62	64	66	70	75	68
Ground Tran. & Motor Fuel	296	586	675	741	785	847	676
Arts, Entertainment & Recreation	165	300	314	327	336	335	302
Retail Sales	227	364	380	392	398	394	361
Air Transportation (visitor only)	73	76	87	95	96	96	118
Spending at Destination	1,209	2,192	2,395	2,568	2,697	2,767	2,405
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	157	329	351	379	410	418	372
Arts, Entertainment & Recreation	72	131	138	148	157	161	144
Retail**	43	70	72	75	78	77	69
Auto Rental & Ground Tran.	17	38	41	42	43	46	41
Air Transportation (visitor only)	98	118	107	117	116	114	106
Other Travel*	192	187	170	191	191	191	180
Total Direct Earnings	579	872	878	953	996	1,008	912
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	8.5	12.9	13.4	13.8	14.3	14.3	12.8
Arts, Entertainment & Recreation	2.7	3.4	3.3	3.7	3.4	3.4	3.4
Retail**	2.0	2.2	2.3	2.3	2.2	2.3	2.3
Auto Rental & Ground Tran.	0.8	1.1	1.1	1.1	1.2	1.2	1.0
Air Transportation (visitor only)	2.2	1.8	1.7	1.7	1.7	1.7	1.6
Other Travel*	4.5	3.0	2.9	2.9	3.0	3.0	2.7
Total Direct Employment	20.7	24.4	24.7	25.5	25.7	25.9	23.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	27	56	63	69	73	75	61
State Tax Receipts	64	107	116	123	128	130	125
Total Direct Tax Receipts	90	163	179	192	201	205	185

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Alpine County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	17.4	27.9	28.1	27.6	27.5	26.2	23.2
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	17.4	27.9	28.1	27.6	27.5	26.2	23.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	9.0	15.8	15.8	15.6	15.5	14.8	12.5
Private Campground	0.5	0.8	0.8	0.8	0.8	0.8	0.7
Public Campground	1.1	1.5	1.5	1.5	1.4	1.4	1.2
Private Home	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Vacation Home	4.1	6.0	6.2	6.1	6.2	5.8	5.7
Day Travel	2.3	3.3	3.3	3.2	3.1	3.0	2.7
Spending at Destination	17.4	27.9	28.1	27.6	27.5	26.2	23.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	5.0	8.4	8.7	8.7	8.9	8.4	7.1
Food & Beverage Services	5.0	8.2	8.3	8.1	8.2	7.9	7.2
Food Stores	0.8	1.3	1.3	1.2	1.3	1.3	1.1
Ground Tran. & Motor Fuel	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arts, Entertainment & Recreation	3.3	5.2	5.2	5.0	4.9	4.6	4.1
Retail Sales	3.3	4.8	4.7	4.5	4.4	4.1	3.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	17.4	27.9	28.1	27.6	27.5	26.2	23.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	2.6	4.7	4.7	4.7	4.8	4.6	4.2
Arts, Entertainment & Recreation	0.8	1.3	1.3	1.3	1.3	1.3	1.1
Retail**	0.5	0.7	0.7	0.7	0.7	0.6	0.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	3.9	6.7	6.7	6.7	6.8	6.5	5.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	180	260	260	250	290	270	240
Arts, Entertainment & Recreation	50	60	60	60	60	60	50
Retail**	30	30	30	30	30	30	20
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	270	360	350	340	380	350	310
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.3	0.6	0.6	0.6	0.6	0.6	0.5
State Tax Receipts	0.4	0.7	0.7	0.7	0.7	0.7	0.6
Total Direct Tax Receipts	0.8	1.3	1.3	1.3	1.3	1.3	1.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Amador County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	53.5	103.9	108.0	111.7	111.6	111.1	105.8
Other Travel*	0.4	0.8	0.8	1.1	1.1	1.0	1.1
Total Direct Spending	53.9	104.7	108.8	112.7	112.7	112.2	106.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	12.6	29.9	31.5	33.3	32.2	31.4	28.8
Private Campground	15.8	25.7	26.0	26.1	26.0	26.0	24.5
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	10.2	15.6	16.5	17.2	17.9	18.3	18.1
Vacation Home	7.5	10.4	11.0	11.6	12.1	12.2	11.8
Day Travel	7.4	22.3	22.9	23.5	23.4	23.2	22.6
Spending at Destination	53.5	103.9	108.0	111.7	111.6	111.1	105.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	10.1	17.3	18.2	19.3	19.4	18.9	17.3
Food & Beverage Services	15.4	27.0	28.3	29.3	29.5	29.7	29.9
Food Stores	4.7	7.9	8.0	8.0	8.1	8.4	8.2
Ground Tran. & Motor Fuel	3.3	6.5	7.7	8.6	9.2	10.0	7.3
Arts, Entertainment & Recreation	9.1	27.6	28.0	28.5	27.8	27.1	26.2
Retail Sales	10.8	17.6	17.8	18.0	17.6	17.0	16.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	53.5	103.9	108.0	111.7	111.6	111.1	105.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	11.9	22.9	23.8	24.9	25.4	25.3	25.0
Arts, Entertainment & Recreation	3.0	14.2	14.5	15.2	15.3	15.4	14.7
Retail**	2.2	3.7	3.7	3.8	3.9	3.7	3.5
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.4	0.4	0.6	0.6	0.6	0.6
Total Direct Earnings	17.4	41.5	42.8	44.8	45.4	45.3	44.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	720	990	1,020	1,010	1,010	960	950
Arts, Entertainment & Recreation	310	1,070	1,050	1,100	930	940	960
Retail**	120	140	140	140	140	140	130
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,170	2,210	2,220	2,260	2,100	2,060	2,060
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.6	1.3	1.4	1.5	1.5	1.4	1.3
State Tax Receipts	2.0	3.7	3.8	4.0	4.0	4.0	4.2
Total Direct Tax Receipts	2.6	5.0	5.2	5.4	5.4	5.4	5.5

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Butte County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	125.6	211.1	231.4	245.6	255.2	264.9	238.7
Other Travel*	5.7	4.3	2.9	4.0	3.7	3.7	6.0
Total Direct Spending	131.2	215.4	234.3	249.6	258.8	268.6	244.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	31.6	72.1	82.5	89.8	94.3	96.5	84.4
Private Campground	6.6	11.4	11.8	12.0	12.0	12.9	11.1
Public Campground	4.5	5.2	5.4	5.5	5.5	6.0	5.0
Private Home	26.6	39.2	41.8	43.7	45.2	47.6	44.9
Vacation Home	16.0	22.8	24.2	25.3	26.4	27.3	25.6
Day Travel	40.2	60.4	65.8	69.5	71.7	74.7	67.5
Spending at Destination	125.6	211.1	231.4	245.6	255.2	264.9	238.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	18.8	35.5	38.9	41.7	44.1	45.2	40.5
Food & Beverage Services	30.4	49.6	53.9	56.7	59.1	61.1	60.9
Food Stores	6.9	10.9	11.3	11.4	11.9	12.7	12.3
Ground Tran. & Motor Fuel	22.2	43.2	52.0	58.3	62.3	68.3	49.0
Arts, Entertainment & Recreation	18.7	30.1	31.7	32.9	33.3	33.4	32.2
Retail Sales	28.6	41.1	43.0	44.2	44.2	43.9	43.0
Air Transportation (visitor only)	0.0	0.6	0.6	0.4	0.4	0.4	0.7
Spending at Destination	125.6	211.1	231.4	245.6	255.2	264.9	238.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	17.5	33.4	36.0	38.4	40.7	42.2	41.1
Arts, Entertainment & Recreation	9.0	14.5	15.5	16.5	17.2	17.8	17.0
Retail**	5.5	8.3	8.6	8.9	9.2	9.1	8.6
Auto Rental & Ground Tran.	0.4	1.0	1.1	1.1	1.1	1.1	1.1
Air Transportation (visitor only)	0.0	1.0	0.4	0.2	0.2	0.2	0.2
Other Travel*	4.0	3.4	1.2	1.7	1.4	1.4	1.4
Total Direct Earnings	36.4	61.6	62.7	66.8	69.9	71.8	69.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,410	1,900	2,020	2,080	2,060	2,030	1,980
Arts, Entertainment & Recreation	960	1,160	1,200	1,230	1,250	1,250	1,170
Retail**	350	350	360	370	370	360	340
Auto Rental & Ground Tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	20	10	0	0	0	0
Other Travel*	130	80	40	50	40	40	40
Total Direct Employment	2,880	3,550	3,660	3,780	3,760	3,720	3,570
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.5	3.2	3.5	3.7	3.9	4.1	3.6
State Tax Receipts	5.8	9.1	9.9	10.3	10.6	10.8	10.8
Total Direct Tax Receipts	7.4	12.4	13.4	14.0	14.5	14.8	14.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Calaveras County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	84.9	139.7	145.1	149.7	152.6	155.4	147.3
Other Travel*	0.7	0.6	0.7	0.4	0.5	0.5	0.5
Total Direct Spending	85.6	140.3	145.8	150.1	153.0	155.9	147.8
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	7.7	27.7	29.0	30.2	31.0	31.0	28.1
Private Campground	9.2	15.9	16.1	16.1	16.1	16.4	15.3
Public Campground	19.7	25.3	25.6	25.6	25.6	26.4	24.4
Private Home	10.8	18.0	19.0	20.0	20.6	21.2	21.0
Vacation Home	24.7	34.4	36.4	38.4	39.8	40.5	39.5
Day Travel	12.8	18.5	19.0	19.4	19.5	19.8	19.1
Spending at Destination	84.9	139.7	145.1	149.7	152.6	155.4	147.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	16.2	28.8	30.2	31.8	33.2	33.1	30.1
Food & Beverage Services	23.0	38.8	40.5	41.8	42.9	44.2	44.2
Food Stores	9.9	15.3	15.3	15.2	15.5	16.3	15.7
Ground Tran. & Motor Fuel	3.6	6.9	8.3	9.4	10.1	11.1	7.8
Arts, Entertainment & Recreation	14.1	23.4	23.8	24.3	24.3	24.3	23.5
Retail Sales	18.1	26.5	26.9	27.1	26.7	26.4	25.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	84.9	139.7	145.1	149.7	152.6	155.4	147.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	18.5	35.9	37.3	38.9	40.5	41.3	40.3
Arts, Entertainment & Recreation	5.2	8.7	8.9	9.4	9.6	9.9	9.5
Retail**	4.7	7.4	7.5	7.6	7.7	7.6	7.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.3	0.2	0.2	0.2	0.2
Total Direct Earnings	28.7	52.3	54.0	56.1	58.1	59.1	57.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,210	1,430	1,520	1,530	1,530	1,480	1,410
Arts, Entertainment & Recreation	430	500	510	530	510	490	480
Retail**	300	310	290	280	280	270	250
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	10	10	10	10
Total Direct Employment	1,950	2,250	2,330	2,360	2,330	2,250	2,140
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.5	1.2	1.3	1.3	1.4	1.4	1.3
State Tax Receipts	2.4	4.0	4.2	4.3	4.4	4.4	4.6
Total Direct Tax Receipts	2.9	5.2	5.4	5.6	5.7	5.8	5.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Colusa County**  
**Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	26.8	38.4	40.4	41.4	41.8	44.5	40.3
Other Travel*	0.2	0.3	0.4	0.5	0.5	0.5	0.0
Total Direct Spending	27.0	38.8	40.8	41.8	42.3	44.9	40.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	7.3	10.5	10.8	10.4	9.9	10.7	9.1
Private Campground	3.3	5.5	5.7	5.8	5.9	6.7	5.7
Public Campground	1.7	2.1	2.2	2.3	2.3	2.6	2.2
Private Home	5.8	8.7	9.3	9.9	10.4	10.7	10.3
Vacation Home	4.1	5.6	6.0	6.3	6.6	6.8	6.5
Day Travel	4.5	6.1	6.4	6.5	6.6	7.0	6.5
Spending at Destination	26.8	38.4	40.4	41.4	41.8	44.5	40.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	4.6	6.4	6.5	6.5	6.5	6.9	6.2
Food & Beverage Services	7.4	10.3	10.7	10.8	10.9	11.6	11.5
Food Stores	2.0	2.9	2.9	2.9	3.0	3.4	3.2
Ground Tran. & Motor Fuel	3.0	5.8	7.1	7.9	8.5	9.4	6.6
Arts, Entertainment & Recreation	4.6	6.3	6.4	6.3	6.2	6.4	6.2
Retail Sales	5.3	6.8	6.8	6.8	6.6	6.8	6.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	38.4	40.4	41.4	41.8	44.5	40.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	3.1	4.7	4.8	4.8	4.9	5.3	5.1
Arts, Entertainment & Recreation	1.5	2.0	2.0	2.1	2.1	2.3	2.1
Retail**	1.1	1.6	1.6	1.7	1.7	1.7	1.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.0
Total Direct Earnings	5.8	8.5	8.7	8.8	9.0	9.5	8.8
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	300	300	300	300	290	300	300
Arts, Entertainment & Recreation	150	190	180	170	180	170	140
Retail**	80	70	70	70	70	60	60
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	10	10	10	10	10	0
Total Direct Employment	540	570	560	550	540	540	500
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.3	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Receipts	1.1	1.6	1.7	1.7	1.7	1.8	1.8
Total Direct Tax Receipts	1.4	2.1	2.2	2.2	2.2	2.3	2.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.



**Contra Costa County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	622.6	1,043.3	1,146.5	1,226.9	1,288.9	1,345.0	1,102.9
Other Travel*	18.2	28.9	29.9	23.5	30.3	30.0	23.5
Total Direct Spending	640.7	1,072.2	1,176.5	1,250.4	1,319.2	1,374.9	1,126.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	200.2	375.0	418.2	452.4	481.3	488.1	366.9
Private Campground	16.3	32.0	34.4	35.7	35.9	37.4	25.7
Public Campground	5.0	7.1	7.7	8.0	8.0	8.4	5.7
Private Home	188.6	301.5	327.8	348.7	364.1	389.5	344.9
Vacation Home	20.4	29.9	31.8	33.5	35.2	36.7	34.3
Day Travel	192.1	297.8	326.8	348.6	364.3	384.9	325.3
Spending at Destination	622.6	1,043.3	1,146.5	1,226.9	1,288.9	1,345.0	1,102.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	69.2	113.0	120.9	130.9	140.7	138.0	103.5
Food & Beverage Services	134.8	218.3	232.3	242.4	254.6	262.8	244.4
Food Stores	22.4	37.8	38.7	39.5	41.6	44.2	40.2
Ground Tran. & Motor Fuel	181.7	351.7	422.8	474.3	507.7	556.3	400.8
Arts, Entertainment & Recreation	87.9	139.7	143.9	147.8	150.9	151.3	136.6
Retail Sales	126.6	182.8	187.9	192.0	193.4	192.4	177.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	622.6	1,043.3	1,146.5	1,226.9	1,288.9	1,345.0	1,102.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	103.9	185.4	195.1	206.6	221.7	226.3	200.4
Arts, Entertainment & Recreation	42.7	67.8	70.5	74.6	78.5	81.0	72.4
Retail**	27.1	41.3	41.8	43.2	44.8	44.6	40.3
Auto Rental & Ground Tran.	1.8	3.9	4.3	4.4	4.5	4.8	4.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	15.0	15.5	12.2	15.7	15.5	12.2
Total Direct Earnings	184.9	313.5	327.1	341.0	365.1	372.2	329.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	4,500	5,400	5,520	5,630	5,850	5,870	5,330
Arts, Entertainment & Recreation	3,110	2,980	2,820	3,310	3,260	3,700	3,410
Retail**	1,320	1,440	1,410	1,410	1,490	1,460	1,440
Auto Rental & Ground Tran.	90	110	120	120	120	120	110
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	460	340	340	260	290	280	220
Total Direct Employment	9,470	10,280	10,200	10,720	11,010	11,420	10,500
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	12.6	20.4	22.1	24.0	25.4	26.1	20.4
State Tax Receipts	35.4	56.4	61.4	64.4	66.8	68.3	63.2
Total Direct Tax Receipts	47.9	76.8	83.5	88.3	92.2	94.4	83.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Del Norte County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	67.9	88.9	93.1	96.4	98.5	102.3	101.7
Other Travel*	0.3	0.5	2.0	2.9	3.0	2.8	2.2
Total Direct Spending	68.2	89.4	95.1	99.3	101.5	105.1	103.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	16.4	26.0	28.9	31.5	33.1	33.9	32.8
Private Campground	28.5	32.9	33.2	33.2	33.1	35.0	35.2
Public Campground	1.6	2.2	2.3	2.3	2.2	2.4	2.4
Private Home	7.7	11.2	11.7	12.2	12.6	13.0	13.1
Vacation Home	1.5	2.1	2.1	2.2	2.3	2.4	2.3
Day Travel	12.2	14.4	14.8	15.1	15.1	15.7	15.9
Spending at Destination	67.9	88.9	93.1	96.4	98.5	102.3	101.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	12.7	17.8	18.6	20.1	21.0	21.6	20.8
Food & Beverage Services	20.1	26.1	27.3	28.4	29.2	30.6	32.0
Food Stores	7.8	10.1	10.1	10.0	10.2	11.0	11.3
Ground Tran. & Motor Fuel	2.0	3.9	4.7	5.3	5.7	6.3	4.4
Arts, Entertainment & Recreation	11.2	14.5	14.7	15.1	15.2	15.4	15.5
Retail Sales	14.1	16.6	16.7	17.0	16.7	16.8	17.2
Air Transportation (visitor only)	0.0	0.0	0.8	0.6	0.6	0.6	0.4
Spending at Destination	67.9	88.9	93.1	96.4	98.5	102.3	101.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	15.5	22.6	23.5	24.8	26.0	27.1	27.9
Arts, Entertainment & Recreation	9.1	11.8	12.1	12.8	13.2	13.8	13.8
Retail**	3.0	3.9	3.9	4.0	4.1	4.1	4.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.5	0.4	0.3	0.4	0.3
Other Travel*	0.2	0.3	0.8	1.1	1.1	1.1	1.1
Total Direct Earnings	27.8	38.6	40.9	43.1	44.8	46.6	47.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,090	1,150	1,120	1,170	1,200	1,200	1,200
Arts, Entertainment & Recreation	750	310	360	360	350	340	370
Retail**	210	180	180	180	180	170	160
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	10	10	10	10	10
Other Travel*	10	10	20	20	20	20	20
Total Direct Employment	2,050	1,650	1,680	1,730	1,760	1,740	1,760
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.8	1.3	1.3	1.5	1.6	1.6	1.6
State Tax Receipts	2.5	3.3	3.5	3.6	3.6	3.8	4.1
Total Direct Tax Receipts	3.3	4.6	4.8	5.1	5.2	5.3	5.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**El Dorado County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	420.0	611.9	629.4	631.0	608.5	604.3	556.9
Other Travel*	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	425.0	611.9	629.4	631.0	608.5	604.3	556.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	252.6	361.3	368.5	361.9	335.9	326.5	293.5
Private Campground	20.9	34.3	35.2	35.7	36.2	36.4	31.4
Public Campground	6.5	9.2	9.4	9.6	9.8	9.9	8.5
Private Home	35.2	58.1	61.2	64.4	66.4	68.8	68.1
Vacation Home	49.5	72.5	76.3	80.5	83.5	85.8	82.9
Day Travel	55.4	76.6	78.7	79.0	76.8	76.8	72.5
Spending at Destination	420.0	611.9	629.4	631.0	608.5	604.3	556.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	103.4	151.9	156.9	158.2	151.8	147.3	127.8
Food & Beverage Services	113.0	163.3	167.7	166.5	160.4	160.3	159.2
Food Stores	16.8	26.9	27.0	26.7	26.7	27.6	26.3
Ground Tran. & Motor Fuel	21.4	41.4	50.0	56.2	60.2	66.0	47.0
Arts, Entertainment & Recreation	88.0	125.8	125.6	123.6	116.7	113.8	109.9
Retail Sales	77.4	102.6	102.2	99.8	92.8	89.3	86.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	420.0	611.9	629.4	631.0	608.5	604.3	556.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	97.6	152.8	154.3	154.1	149.8	148.8	143.0
Arts, Entertainment & Recreation	39.8	56.9	57.4	58.1	56.6	56.8	54.3
Retail**	13.9	20.0	19.9	19.8	19.2	18.5	17.2
Auto Rental & Ground Tran.	0.3	0.6	0.6	0.6	0.6	0.6	0.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	154.2	230.3	232.1	232.7	226.2	224.8	215.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	5,420	6,060	5,790	5,770	5,230	4,930	4,840
Arts, Entertainment & Recreation	3,330	4,020	3,860	3,670	3,050	2,910	2,770
Retail**	720	730	730	710	690	660	610
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	110	0	0	0	0	0	0
Total Direct Employment	9,590	10,830	10,410	10,170	8,990	8,510	8,240
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	9.7	13.8	14.2	14.4	13.6	13.3	11.5
State Tax Receipts	14.7	21.5	22.3	22.3	21.5	21.3	22.0
Total Direct Tax Receipts	24.4	35.3	36.5	36.7	35.2	34.6	33.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Fresno County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	580.7	896.2	967.0	1,029.1	1,063.0	1,117.4	1,008.6
Other Travel*	16.1	20.0	21.5	22.8	23.5	22.7	72.1
Total Direct Spending	596.8	916.2	988.4	1,051.9	1,086.5	1,140.1	1,080.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	216.6	334.3	364.1	394.8	403.9	422.6	371.6
Private Campground	27.5	48.4	50.6	51.5	52.0	56.1	47.2
Public Campground	10.6	16.6	17.4	17.8	18.0	19.5	16.2
Private Home	104.3	170.6	183.9	194.0	204.1	215.0	205.7
Vacation Home	44.6	65.0	69.2	73.0	77.2	80.2	75.4
Day Travel	177.1	261.4	281.8	298.1	307.9	324.0	292.4
Spending at Destination	580.7	896.2	967.0	1,029.1	1,063.0	1,117.4	1,008.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	87.9	134.5	144.6	157.9	164.9	170.6	148.5
Food & Beverage Services	134.8	195.0	206.1	215.9	222.0	234.0	229.3
Food Stores	25.1	39.9	40.7	41.5	43.1	46.7	44.8
Ground Tran. & Motor Fuel	125.4	246.4	287.8	318.1	338.5	366.9	283.3
Arts, Entertainment & Recreation	82.7	117.6	120.5	124.3	124.4	127.0	120.3
Retail Sales	121.7	160.2	164.1	168.2	166.6	168.6	162.7
Air Transportation (visitor only)	3.1	2.7	3.1	3.3	3.5	3.5	19.7
Spending at Destination	580.7	896.2	967.0	1,029.1	1,063.0	1,117.4	1,008.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	78.1	126.0	132.2	141.0	147.8	155.6	148.6
Arts, Entertainment & Recreation	37.3	53.0	54.8	58.2	60.0	63.2	59.2
Retail**	23.6	33.9	34.3	35.5	36.4	36.7	34.1
Auto Rental & Ground Tran.	5.3	11.6	12.4	12.9	13.3	14.0	12.6
Air Transportation (visitor only)	4.2	4.1	3.8	4.1	4.2	4.1	3.9
Other Travel*	10.6	13.5	12.9	13.8	14.0	13.5	11.6
Total Direct Earnings	159.1	242.2	250.5	265.5	275.7	287.1	270.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	5,760	6,590	6,680	6,850	6,740	7,140	6,800
Arts, Entertainment & Recreation	2,810	3,100	3,250	3,210	3,200	3,280	3,100
Retail**	1,380	1,410	1,400	1,410	1,420	1,400	1,290
Auto Rental & Ground Tran.	230	340	350	340	350	360	310
Air Transportation (visitor only)	140	100	90	90	90	90	90
Other Travel*	470	400	390	380	380	350	300
Total Direct Employment	10,790	11,930	12,160	12,290	12,190	12,620	11,900
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	11.8	18.5	20.1	22.1	22.9	24.0	20.8
State Tax Receipts	27.9	42.4	45.6	47.7	48.9	50.4	49.9
Total Direct Tax Receipts	39.6	61.0	65.7	69.8	71.8	74.4	70.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Glenn County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	26.8	43.9	46.7	48.3	48.3	49.1	48.8
Other Travel*	0.3	0.5	0.5	0.7	0.7	0.7	0.8
Total Direct Spending	27.0	44.4	47.2	49.0	49.0	49.8	49.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	8.1	15.3	16.4	16.8	15.8	15.2	16.0
Private Campground	2.4	5.8	6.0	6.2	6.3	6.5	6.7
Public Campground	1.6	2.2	2.3	2.4	2.4	2.5	2.5
Private Home	9.2	12.6	13.4	14.1	14.8	15.7	14.5
Vacation Home	0.7	1.0	1.0	1.1	1.1	1.2	1.1
Day Travel	4.9	7.1	7.5	7.8	7.8	8.0	7.9
Spending at Destination	26.8	43.9	46.7	48.3	48.3	49.1	48.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	3.3	6.2	6.5	6.6	6.3	6.1	6.7
Food & Beverage Services	7.4	11.7	12.3	12.5	12.4	12.5	14.0
Food Stores	2.0	3.3	3.3	3.3	3.4	3.6	3.9
Ground Tran. & Motor Fuel	4.2	8.2	9.9	11.1	12.0	13.1	9.3
Arts, Entertainment & Recreation	4.5	6.9	7.0	7.1	6.8	6.7	7.2
Retail Sales	5.4	7.5	7.6	7.7	7.4	7.1	7.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	43.9	46.7	48.3	48.3	49.1	48.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	5.3	9.7	10.1	10.3	10.3	10.2	11.5
Arts, Entertainment & Recreation	2.2	3.4	3.5	3.6	3.6	3.6	3.8
Retail**	1.2	1.9	1.9	2.0	2.0	1.9	2.0
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.3	0.3	0.4	0.4	0.4	0.4
Total Direct Earnings	8.9	15.3	15.7	16.2	16.2	16.1	17.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	360	460	450	450	430	420	460
Arts, Entertainment & Recreation	260	280	270	270	270	280	280
Retail**	100	100	90	90	80	80	80
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	720	840	820	810	790	790	840
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.7	0.7	0.7	0.7	0.7	0.7
State Tax Receipts	1.2	1.9	2.0	2.1	2.1	2.1	2.2
Total Direct Tax Receipts	1.6	2.6	2.7	2.8	2.7	2.7	3.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Humboldt County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	186.9	256.0	267.4	278.8	291.5	306.6	287.3
Other Travel*	2.3	1.7	1.8	2.3	2.3	2.3	18.1
Total Direct Spending	189.3	257.8	269.2	281.0	293.8	308.8	305.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	75.1	108.2	112.7	119.2	128.8	135.3	126.4
Private Campground	18.7	24.8	25.9	26.4	26.4	28.8	26.0
Public Campground	12.4	15.2	15.9	16.3	16.4	17.9	16.0
Private Home	41.5	57.9	60.9	63.2	64.8	67.2	64.8
Vacation Home	8.2	11.1	11.6	12.0	12.3	12.6	12.1
Day Travel	31.0	38.9	40.4	41.7	42.8	44.7	42.1
Spending at Destination	186.9	256.0	267.4	278.8	291.5	306.6	287.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	32.1	46.2	47.1	50.1	53.9	56.5	51.9
Food & Beverage Services	52.8	69.0	71.3	73.2	76.8	80.9	81.1
Food Stores	13.2	17.8	17.9	17.9	18.4	20.0	19.7
Ground Tran. & Motor Fuel	19.7	38.0	46.0	51.8	55.5	60.9	43.2
Arts, Entertainment & Recreation	32.1	41.3	41.4	41.9	42.8	43.7	42.3
Retail Sales	36.7	43.4	43.5	43.7	43.8	44.3	43.6
Air Transportation (visitor only)	0.3	0.2	0.3	0.3	0.3	0.3	5.4
Spending at Destination	186.9	256.0	267.4	278.8	291.5	306.6	287.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	36.4	53.6	54.4	56.7	60.8	64.3	63.7
Arts, Entertainment & Recreation	12.3	15.9	16.1	16.7	17.6	18.5	17.7
Retail**	7.5	9.9	9.9	10.0	10.3	10.5	9.9
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.4	0.4
Air Transportation (visitor only)	0.4	0.3	0.4	0.3	0.3	0.4	0.3
Other Travel*	1.4	1.1	1.0	1.3	1.3	1.3	1.3
Total Direct Earnings	58.0	81.2	82.0	85.5	90.8	95.3	93.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,650	2,780	2,730	2,770	2,770	2,790	2,670
Arts, Entertainment & Recreation	1,550	1,590	1,600	1,540	1,530	1,490	1,490
Retail**	470	420	410	410	410	400	380
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	10	10	10	10	10	10	10
Other Travel*	50	40	30	40	40	40	40
Total Direct Employment	4,750	4,840	4,800	4,780	4,770	4,740	4,600
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	3.2	4.6	4.6	5.0	5.4	5.6	5.2
State Tax Receipts	7.6	10.4	10.9	11.2	11.5	11.9	12.2
Total Direct Tax Receipts	10.8	14.9	15.5	16.1	16.9	17.5	17.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Imperial County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	150.7	271.8	285.6	292.1	300.0	312.1	282.6
Other Travel*	1.4	1.0	0.3	0.3	0.4	0.4	1.0
Total Direct Spending	152.1	272.8	285.9	292.5	300.3	312.5	283.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	32.3	56.8	61.7	61.8	64.1	65.4	54.5
Private Campground	40.5	87.6	89.3	90.2	90.2	94.6	79.8
Public Campground	2.3	2.8	2.9	2.9	2.9	3.1	2.6
Private Home	38.6	64.7	69.0	72.7	76.6	80.4	81.1
Vacation Home	9.6	13.6	14.5	15.3	16.2	16.8	16.3
Day Travel	27.4	46.4	48.2	49.2	50.0	51.9	48.4
Spending at Destination	150.7	271.8	285.6	292.1	300.0	312.1	282.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	22.4	42.0	44.5	45.6	47.4	48.3	40.3
Food & Beverage Services	44.0	79.2	83.5	85.0	87.8	92.2	89.3
Food Stores	13.9	28.8	29.0	29.0	29.8	32.1	29.7
Ground Tran. & Motor Fuel	12.5	24.1	29.1	32.7	35.1	38.5	27.4
Arts, Entertainment & Recreation	26.0	45.3	46.3	46.5	46.9	47.7	44.9
Retail Sales	31.9	52.2	53.2	53.3	52.9	53.4	50.9
Air Transportation (visitor only)	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Spending at Destination	150.7	271.8	285.6	292.1	300.0	312.1	282.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	23.1	46.7	48.9	50.1	52.5	54.7	51.0
Arts, Entertainment & Recreation	11.4	19.8	20.5	21.2	22.0	23.1	21.5
Retail**	6.2	11.5	11.6	11.8	12.1	12.2	11.2
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.4	0.4
Air Transportation (visitor only)	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	0.8	0.1	0.2	0.2	0.2	0.2
Total Direct Earnings	41.9	79.4	81.5	83.6	87.2	90.5	84.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,810	2,620	2,600	2,610	2,560	2,560	2,380
Arts, Entertainment & Recreation	1,190	1,390	1,440	1,350	1,280	1,380	1,370
Retail**	420	510	510	500	500	500	460
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	10	0	0	0	0	0
Other Travel*	40	20	10	10	10	10	10
Total Direct Employment	3,460	4,560	4,570	4,490	4,360	4,450	4,220
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.2	3.9	4.1	4.3	4.4	4.7	4.0
State Tax Receipts	6.2	10.9	11.6	11.8	12.1	12.5	12.6
Total Direct Tax Receipts	8.4	14.8	15.7	16.1	16.5	17.1	16.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Inyo County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	107.9	170.8	177.1	181.4	190.7	202.9	189.6
Other Travel*	0.3	0.5	0.5	0.6	0.6	0.6	0.0
Total Direct Spending	108.2	171.3	177.6	182.0	191.3	203.6	189.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	54.0	94.5	98.9	102.1	110.9	117.6	108.7
Private Campground	17.4	26.7	27.3	27.6	27.6	29.9	28.1
Public Campground	14.2	19.5	20.1	20.4	20.3	22.2	20.7
Private Home	6.0	7.5	7.8	7.9	8.1	8.2	8.1
Vacation Home	2.5	3.3	3.4	3.5	3.6	3.6	3.5
Day Travel	13.7	19.3	19.7	19.8	20.2	21.4	20.5
Spending at Destination	107.9	170.8	177.1	181.4	190.7	202.9	189.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	24.5	41.6	43.4	45.6	49.5	52.4	48.5
Food & Beverage Services	29.6	46.3	47.6	48.0	50.7	54.4	54.3
Food Stores	9.2	14.0	13.9	13.7	14.0	15.5	15.2
Ground Tran. & Motor Fuel	8.1	15.6	19.0	21.4	22.9	25.2	17.8
Arts, Entertainment & Recreation	17.0	26.3	26.3	26.1	26.9	27.9	26.9
Retail Sales	19.5	27.0	26.9	26.6	26.7	27.5	26.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	107.9	170.8	177.1	181.4	190.7	202.9	189.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	16.4	28.6	29.2	29.9	32.2	34.5	34.2
Arts, Entertainment & Recreation	4.9	7.6	7.7	7.9	8.4	8.9	8.5
Retail**	4.2	6.3	6.3	6.3	6.5	6.7	6.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.3	0.3	0.3	0.0
Total Direct Earnings	25.6	42.8	43.4	44.3	47.3	50.5	49.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,290	1,700	1,600	1,630	1,620	1,630	1,640
Arts, Entertainment & Recreation	700	590	580	610	630	670	630
Retail**	270	260	260	250	260	250	250
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	0
Total Direct Employment	2,260	2,550	2,440	2,500	2,510	2,570	2,520
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.1	3.5	3.7	4.2	5.0	5.5	5.1
State Tax Receipts	3.3	5.2	5.4	5.5	5.8	6.1	6.2
Total Direct Tax Receipts	5.4	8.7	9.1	9.7	10.8	11.6	11.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.



**Kern County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	665.6	971.4	1,060.3	1,131.1	1,176.3	1,219.9	1,100.2
Other Travel*	18.0	14.7	16.0	18.4	18.5	19.0	20.9
Total Direct Spending	683.6	986.2	1,076.3	1,149.5	1,194.8	1,238.8	1,121.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	194.2	269.4	307.3	335.6	350.7	354.8	315.6
Private Campground	110.2	169.6	177.8	181.8	182.9	191.0	167.5
Public Campground	10.3	15.2	16.1	16.5	16.6	17.5	15.1
Private Home	80.7	133.8	144.8	155.6	164.5	175.0	163.5
Vacation Home	76.5	110.6	118.2	126.9	135.1	141.0	131.1
Day Travel	193.6	272.8	296.1	314.8	326.4	340.7	307.4
Spending at Destination	665.6	971.4	1,060.3	1,131.1	1,176.3	1,219.9	1,100.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	113.4	156.0	169.9	183.6	192.0	192.2	177.7
Food & Beverage Services	155.3	215.4	229.9	241.3	251.1	259.2	264.0
Food Stores	39.4	59.7	60.6	61.4	63.7	67.5	66.7
Ground Tran. & Motor Fuel	120.4	233.2	281.5	316.4	338.7	371.7	264.8
Arts, Entertainment & Recreation	93.2	127.1	131.8	136.5	138.5	138.7	136.5
Retail Sales	138.8	175.8	181.4	186.5	186.6	185.3	184.7
Air Transportation (visitor only)	5.0	4.2	5.2	5.4	5.6	5.4	5.9
Spending at Destination	665.6	971.4	1,060.3	1,131.1	1,176.3	1,219.9	1,100.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	99.2	149.6	159.3	169.8	179.1	183.3	182.8
Arts, Entertainment & Recreation	44.7	61.0	63.8	68.1	71.2	73.4	71.5
Retail**	29.4	41.5	42.1	43.6	45.0	44.7	42.8
Auto Rental & Ground Tran.	1.4	3.2	3.4	3.4	3.5	3.6	3.6
Air Transportation (visitor only)	6.7	6.5	6.4	6.7	6.8	6.4	6.0
Other Travel*	13.0	12.9	11.1	12.8	12.6	12.8	12.0
Total Direct Earnings	194.4	274.7	286.2	304.4	318.1	324.3	318.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	6,860	7,240	7,490	7,760	7,650	7,570	7,680
Arts, Entertainment & Recreation	4,100	4,110	3,980	4,050	4,050	4,030	3,880
Retail**	1,670	1,710	1,670	1,670	1,640	1,580	1,580
Auto Rental & Ground Tran.	70	110	110	110	100	110	110
Air Transportation (visitor only)	190	130	130	120	130	120	110
Other Travel*	430	250	230	230	240	240	230
Total Direct Employment	13,300	13,540	13,610	13,950	13,810	13,660	13,580
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	9.1	12.8	14.0	15.1	15.7	15.8	14.3
State Tax Receipts	30.3	43.3	46.5	48.6	49.9	50.6	51.1
Total Direct Tax Receipts	39.4	56.1	60.5	63.6	65.6	66.4	65.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Kings County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	68.6	116.4	124.4	129.0	136.8	143.0	122.1
Other Travel*	1.1	1.9	2.0	2.6	2.7	2.7	2.9
Total Direct Spending	69.7	118.3	126.4	131.6	139.5	145.7	125.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	13.0	25.1	26.8	26.6	30.0	31.1	17.1
Private Campground	0.9	1.6	1.7	1.7	1.7	1.9	1.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	39.8	66.3	70.9	74.6	77.8	81.6	78.2
Vacation Home	0.9	1.3	1.4	1.5	1.6	1.6	1.6
Day Travel	14.0	22.1	23.6	24.6	25.7	26.8	24.2
Spending at Destination	68.6	116.4	124.4	129.0	136.8	143.0	122.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	4.3	8.3	8.8	8.9	10.2	10.4	6.1
Food & Beverage Services	20.3	33.9	35.8	36.6	39.1	40.8	38.3
Food Stores	4.8	8.5	8.8	8.9	9.5	10.2	9.8
Ground Tran. & Motor Fuel	11.3	21.8	26.3	29.6	31.7	34.8	24.8
Arts, Entertainment & Recreation	12.6	20.7	21.1	21.2	22.0	22.3	20.3
Retail Sales	15.3	23.2	23.7	23.8	24.3	24.4	22.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.6	116.4	124.4	129.0	136.8	143.0	122.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	10.8	20.6	21.6	22.2	24.3	25.4	22.3
Arts, Entertainment & Recreation	4.3	7.1	7.3	7.6	8.1	8.5	7.6
Retail**	3.2	5.2	5.2	5.4	5.6	5.7	5.2
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	1.0	1.0	1.3	1.4	1.4	1.5
Total Direct Earnings	18.9	34.2	35.5	36.8	39.8	41.2	36.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	840	1,050	1,090	1,060	1,050	1,080	950
Arts, Entertainment & Recreation	550	650	620	590	600	620	560
Retail**	170	240	230	230	240	230	210
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	30	30	30
Total Direct Employment	1,590	1,980	1,980	1,920	1,930	1,970	1,760
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.8	1.3	1.3	1.4	1.5	1.6	1.1
State Tax Receipts	3.3	5.3	5.7	5.8	6.1	6.2	6.1
Total Direct Tax Receipts	4.0	6.6	7.0	7.2	7.6	7.8	7.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Lake County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	91.2	144.2	150.8	158.0	161.3	161.9	141.7
Other Travel*	0.9	1.7	1.7	2.2	2.3	2.3	2.5
Total Direct Spending	92.2	145.9	152.6	160.2	163.6	164.2	144.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	17.3	42.1	44.8	48.5	49.9	48.6	36.8
Private Campground	14.5	19.0	19.4	19.4	19.4	19.2	15.0
Public Campground	2.4	3.2	3.3	3.3	3.3	3.3	2.6
Private Home	17.1	25.3	26.5	27.6	28.2	29.3	29.2
Vacation Home	25.1	33.4	34.9	36.5	37.5	38.4	37.4
Day Travel	14.9	21.2	21.9	22.7	22.9	23.1	20.8
Spending at Destination	91.2	144.2	150.8	158.0	161.3	161.9	141.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	17.9	30.4	32.2	34.5	35.8	34.9	28.6
Food & Beverage Services	26.1	41.7	43.8	45.8	47.0	47.8	44.2
Food Stores	6.7	10.2	10.2	10.3	10.6	11.0	9.7
Ground Tran. & Motor Fuel	4.5	8.6	10.4	11.8	12.6	13.9	9.8
Arts, Entertainment & Recreation	16.8	26.3	26.8	27.6	27.6	27.3	24.6
Retail Sales	19.2	27.0	27.5	28.1	27.7	27.1	24.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	91.2	144.2	150.8	158.0	161.3	161.9	141.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	17.5	32.1	33.5	35.5	37.0	37.1	33.0
Arts, Entertainment & Recreation	6.1	9.6	9.9	10.5	10.8	11.0	9.8
Retail**	3.6	5.4	5.5	5.7	5.8	5.6	4.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.9	0.9	1.2	1.2	1.2	1.3
Total Direct Earnings	27.8	48.0	49.7	52.8	54.8	55.0	49.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,220	1,630	1,660	1,680	1,660	1,640	1,440
Arts, Entertainment & Recreation	500	900	980	940	900	890	880
Retail**	210	220	220	230	230	220	190
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	30	30	20	30
Total Direct Employment	1,950	2,770	2,870	2,870	2,820	2,770	2,540
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.1	2.0	2.1	2.3	2.4	2.3	1.9
State Tax Receipts	3.4	5.3	5.6	5.8	5.9	6.0	5.8
Total Direct Tax Receipts	4.4	7.3	7.7	8.2	8.3	8.3	7.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Lassen County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	37.7	56.9	59.1	62.2	64.9	64.9	55.9
Other Travel*	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	38.0	56.9	59.1	62.2	64.9	64.9	55.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	11.6	18.8	19.2	21.0	22.0	21.4	16.0
Private Campground	2.9	4.3	4.5	4.6	4.6	4.5	3.5
Public Campground	2.0	2.8	3.0	3.0	3.0	3.0	2.3
Private Home	9.9	15.3	16.1	16.7	17.6	18.2	17.7
Vacation Home	4.8	6.6	7.0	7.2	7.6	7.7	7.5
Day Travel	6.4	9.0	9.3	9.7	10.0	10.1	9.0
Spending at Destination	37.7	56.9	59.1	62.2	64.9	64.9	55.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	6.2	9.4	9.7	10.4	11.0	10.5	8.4
Food & Beverage Services	10.7	16.0	16.4	17.1	18.0	18.0	16.8
Food Stores	2.6	4.0	4.0	4.1	4.3	4.4	4.0
Ground Tran. & Motor Fuel	3.8	7.3	8.8	10.0	10.7	11.7	8.3
Arts, Entertainment & Recreation	6.7	9.8	9.8	10.1	10.3	10.0	9.1
Retail Sales	7.7	10.4	10.4	10.6	10.7	10.3	9.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	37.7	56.9	59.1	62.2	64.9	64.9	55.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	6.5	10.8	10.9	11.5	12.3	12.2	10.9
Arts, Entertainment & Recreation	5.8	8.5	8.5	9.0	9.5	9.6	8.5
Retail**	1.7	2.5	2.4	2.5	2.6	2.5	2.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	14.1	21.7	21.9	23.1	24.4	24.2	21.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	490	520	520	580	560	530	480
Arts, Entertainment & Recreation	870	910	830	970	1,050	960	830
Retail**	100	110	100	100	100	100	90
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	0	0	0	0	0	0
Total Direct Employment	1,470	1,540	1,440	1,650	1,720	1,590	1,400
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.5	0.8	0.8	0.9	1.0	1.0	0.8
State Tax Receipts	1.5	2.3	2.4	2.5	2.6	2.6	2.5
Total Direct Tax Receipts	2.0	3.1	3.2	3.4	3.6	3.5	3.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Los Angeles County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	9,645	15,834	17,231	18,001	18,737	19,269	16,595
Other Travel*	3,007	2,852	3,162	3,484	3,836	3,817	2,253
Total Direct Spending	12,652	18,686	20,393	21,485	22,573	23,086	18,848
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4,993	8,967	9,919	10,395	10,910	11,137	9,300
Private Campground	99	169	177	183	185	199	161
Public Campground	8	17	18	19	19	20	16
Private Home	1,527	2,114	2,220	2,325	2,396	2,512	2,292
Vacation Home	110	162	170	179	186	194	182
Day Travel	2,907	4,406	4,727	4,900	5,041	5,206	4,645
Spending at Destination	9,645	15,834	17,231	18,001	18,737	19,269	16,595
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,270	2,380	2,651	2,839	3,038	3,080	2,564
Food & Beverage Services	2,056	3,396	3,620	3,673	3,794	3,880	3,765
Food Stores	249	420	433	433	451	474	444
Ground Tran. & Motor Fuel	1,851	3,644	4,246	4,687	4,983	5,397	4,191
Arts, Entertainment & Recreation	1,591	2,584	2,666	2,664	2,676	2,654	2,489
Retail Sales	1,784	2,612	2,692	2,682	2,661	2,616	2,482
Air Transportation (visitor only)	843	798	924	1,023	1,134	1,167	660
Spending at Destination	9,645	15,834	17,231	18,001	18,737	19,269	16,595
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	1,332	2,494	2,652	2,749	2,919	2,999	2,818
Arts, Entertainment & Recreation	966	1,566	1,632	1,679	1,738	1,775	1,648
Retail**	327	500	509	517	530	520	476
Auto Rental & Ground Tran.	86	187	201	208	215	227	204
Air Transportation (visitor only)	501	552	506	561	622	631	583
Other Travel*	1,083	1,183	1,096	1,202	1,323	1,309	1,132
Total Direct Earnings	4,296	6,481	6,596	6,917	7,346	7,461	6,861
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	69.4	88.0	91.2	90.6	90.9	90.5	86.9
Arts, Entertainment & Recreation	22.6	22.6	24.4	23.7	24.5	23.4	22.0
Retail**	16.9	16.8	16.8	16.6	16.5	16.1	14.7
Auto Rental & Ground Tran.	4.0	5.5	5.7	5.6	5.7	5.9	5.2
Air Transportation (visitor only)	9.6	7.3	7.1	7.0	7.1	7.4	6.7
Other Travel*	25.2	18.4	17.8	17.5	17.9	17.9	15.4
Total Direct Employment	147.6	158.5	162.9	161.0	162.6	161.1	150.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	228	411	449	482	509	519	440
State Tax Receipts	458	733	788	815	841	855	829
Total Direct Tax Receipts	686	1,144	1,237	1,297	1,351	1,374	1,270

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Madera County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	106.2	184.0	193.9	193.4	197.8	211.5	205.9
Other Travel*	1.2	2.2	2.2	2.2	2.3	2.3	2.4
Total Direct Spending	107.4	186.1	196.2	195.7	200.2	213.9	208.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	33.7	67.5	72.1	67.8	69.4	73.2	71.3
Private Campground	29.0	47.6	48.9	50.0	50.2	55.7	54.6
Public Campground	5.9	8.0	8.3	8.5	8.5	9.5	9.2
Private Home	12.2	21.8	23.4	25.0	26.2	27.4	26.4
Vacation Home	9.3	13.6	14.6	15.6	16.5	17.0	16.1
Day Travel	16.1	25.5	26.6	26.7	27.1	28.8	28.2
Spending at Destination	106.2	184.0	193.9	193.4	197.8	211.5	205.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	22.0	39.4	42.4	43.0	44.3	47.4	46.3
Food & Beverage Services	26.9	46.8	48.6	47.1	48.3	51.8	55.0
Food Stores	9.5	16.4	16.4	16.1	16.5	18.5	19.2
Ground Tran. & Motor Fuel	11.4	22.0	26.7	30.0	32.1	35.3	25.0
Arts, Entertainment & Recreation	14.7	25.4	25.7	24.4	24.4	25.3	25.8
Retail Sales	21.6	33.9	34.2	32.8	32.3	33.3	34.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	106.2	184.0	193.9	193.4	197.8	211.5	205.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	21.8	42.0	43.7	43.2	44.9	48.4	50.7
Arts, Entertainment & Recreation	8.2	14.3	14.5	14.2	14.7	15.6	15.8
Retail**	5.2	8.8	8.9	8.8	8.9	9.2	9.2
Auto Rental & Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	1.1	1.2	1.2	1.2	1.2	1.3
Total Direct Earnings	36.0	66.4	68.5	67.6	69.9	74.7	77.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,310	1,770	1,750	1,680	1,650	1,780	1,860
Arts, Entertainment & Recreation	900	1,000	980	880	890	940	910
Retail**	300	320	320	310	310	310	310
Auto Rental & Ground Tran.	0	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	30	30	30
Total Direct Employment	2,540	3,130	3,090	2,900	2,880	3,060	3,120
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.7	3.5	3.6	3.2	3.3	3.6	3.5
State Tax Receipts	4.4	7.4	7.8	7.7	7.9	8.3	8.9
Total Direct Tax Receipts	6.0	10.9	11.4	11.0	11.2	11.9	12.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Marin County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	276.3	606.0	627.7	675.1	716.7	744.4	619.3
Other Travel*	26.1	21.9	19.0	13.2	15.3	16.5	15.1
Total Direct Spending	302.4	627.9	646.7	688.3	732.0	760.9	634.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	104.9	311.7	319.6	352.5	381.9	396.9	331.1
Private Campground	5.1	41.1	44.8	47.1	48.7	50.6	24.0
Public Campground	4.3	4.0	4.4	4.6	4.8	5.0	3.6
Private Home	64.9	83.7	87.4	90.0	92.5	95.8	91.1
Vacation Home	20.9	28.1	29.3	30.3	31.5	32.3	31.3
Day Travel	76.2	137.4	142.3	150.6	157.3	163.8	138.2
Spending at Destination	276.3	606.0	627.7	675.1	716.7	744.4	619.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	42.8	122.1	129.3	143.0	156.5	158.3	122.7
Food & Beverage Services	71.0	157.5	160.2	171.5	183.5	193.4	173.1
Food Stores	11.0	25.8	25.9	26.8	28.5	30.6	24.2
Ground Tran. & Motor Fuel	36.0	69.7	84.2	94.7	101.4	111.3	79.1
Arts, Entertainment & Recreation	50.0	106.1	104.5	110.1	114.6	117.1	102.5
Retail Sales	65.6	124.8	123.4	129.0	132.2	133.7	117.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	276.3	606.0	627.7	675.1	716.7	744.4	619.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	54.6	146.4	148.2	161.1	176.4	184.5	159.8
Arts, Entertainment & Recreation	30.1	63.8	63.5	68.9	73.8	77.8	67.4
Retail**	11.3	22.0	21.7	22.8	24.0	24.1	20.2
Auto Rental & Ground Tran.	0.3	0.8	0.8	0.8	0.8	0.9	0.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	14.4	12.6	9.8	6.8	7.9	8.5	7.8
Total Direct Earnings	110.7	245.5	244.0	260.5	283.0	295.7	256.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,070	3,980	3,960	4,270	4,400	4,380	3,880
Arts, Entertainment & Recreation	1,290	1,990	1,980	2,030	2,410	2,220	2,010
Retail**	490	680	650	660	670	660	560
Auto Rental & Ground Tran.	20	30	30	30	20	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	530	270	210	130	160	180	150
Total Direct Employment	4,390	6,940	6,820	7,120	7,650	7,470	6,620
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.8	12.6	14.5	16.3	17.8	18.2	14.5
State Tax Receipts	12.3	24.4	25.1	26.4	27.8	28.6	26.9
Total Direct Tax Receipts	17.1	37.0	39.5	42.8	45.5	46.8	41.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Mariposa County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	184.1	288.3	290.9	286.5	306.5	311.0	328.9
Other Travel*	0.3	0.5	0.5	0.6	0.6	0.6	0.0
Total Direct Spending	184.4	288.8	291.3	287.2	307.1	311.6	328.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	147.7	235.8	238.0	234.4	252.7	256.1	271.4
Private Campground	4.4	7.1	7.1	7.1	7.1	7.5	8.2
Public Campground	3.3	4.4	4.4	4.3	4.3	4.6	5.0
Private Home	4.7	6.9	7.2	7.4	7.6	7.8	7.7
Vacation Home	6.5	9.0	9.3	9.7	10.0	10.1	9.9
Day Travel	17.5	25.2	24.8	23.6	24.8	24.8	26.5
Spending at Destination	184.1	288.3	290.9	286.5	306.5	311.0	328.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	55.9	92.0	97.1	102.7	111.4	115.6	119.6
Food & Beverage Services	55.1	86.2	86.2	82.0	88.6	89.8	98.8
Food Stores	5.7	9.3	9.1	8.7	9.3	9.8	10.5
Ground Tran. & Motor Fuel	1.8	3.5	4.2	4.7	5.1	5.6	3.9
Arts, Entertainment & Recreation	34.0	52.4	50.7	47.5	49.9	49.0	52.0
Retail Sales	31.7	44.9	43.6	40.8	42.2	41.1	44.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	184.1	288.3	290.9	286.5	306.5	311.0	328.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	31.1	53.1	53.1	53.1	58.3	60.3	66.9
Arts, Entertainment & Recreation	8.5	13.1	12.8	12.3	13.4	13.5	14.2
Retail**	7.2	10.7	10.4	10.0	10.6	10.2	10.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.3	0.3	0.3	0.0
Total Direct Earnings	46.8	77.1	76.6	75.7	82.5	84.4	91.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,600	3,070	3,010	2,840	3,000	3,000	3,210
Arts, Entertainment & Recreation	760	720	700	750	770	710	680
Retail**	470	510	480	420	380	380	370
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	0
Total Direct Employment	3,840	4,300	4,200	4,020	4,160	4,090	4,250
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.2	8.9	9.4	10.0	10.8	11.2	11.7
State Tax Receipts	4.5	7.3	7.3	7.0	7.5	7.6	8.8
Total Direct Tax Receipts	9.8	16.2	16.7	17.0	18.3	18.8	20.5

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.



## Mendocino County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	207.8	298.9	306.7	316.1	326.1	336.3	297.0
Other Travel*	0.4	0.6	0.6	0.0	0.0	0.0	0.0
Total Direct Spending	208.2	299.5	307.2	316.1	326.1	336.3	297.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	116.4	176.0	179.7	186.2	194.2	199.7	170.4
Private Campground	14.5	19.1	19.7	19.9	19.9	20.8	18.1
Public Campground	10.1	13.6	14.1	14.3	14.4	15.1	13.0
Private Home	27.2	37.6	39.3	40.5	41.4	42.8	42.1
Vacation Home	9.2	12.7	13.2	13.6	14.0	14.3	13.8
Day Travel	30.4	39.9	40.7	41.5	42.3	43.6	39.5
Spending at Destination	207.8	298.9	306.7	316.1	326.1	336.3	297.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	46.3	68.9	70.9	74.0	77.3	77.9	67.0
Food & Beverage Services	59.8	84.7	86.1	87.9	91.2	95.1	89.4
Food Stores	11.5	16.6	16.5	16.4	16.9	18.0	16.8
Ground Tran. & Motor Fuel	14.5	27.9	33.8	38.1	40.8	44.8	31.7
Arts, Entertainment & Recreation	36.7	51.3	50.5	50.8	51.3	51.9	47.1
Retail Sales	38.9	49.6	48.9	49.0	48.7	48.7	45.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	207.8	298.9	306.7	316.1	326.1	336.3	297.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	50.1	78.4	78.6	81.2	85.7	88.8	82.4
Arts, Entertainment & Recreation	15.6	21.8	21.6	22.4	23.3	24.3	21.8
Retail**	7.6	10.6	10.5	10.6	10.9	10.8	9.8
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.0	0.0	0.0	0.0
Total Direct Earnings	73.6	111.1	111.1	114.3	120.0	124.0	114.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,940	3,150	3,130	3,020	3,100	3,130	2,900
Arts, Entertainment & Recreation	1,940	1,970	1,950	1,930	1,810	1,900	1,590
Retail**	440	400	390	380	380	360	330
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	0	0	0	0
Total Direct Employment	5,350	5,550	5,490	5,330	5,290	5,400	4,820
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.7	6.8	7.0	7.3	7.6	7.8	6.7
State Tax Receipts	7.7	11.1	11.5	11.7	12.0	12.3	12.2
Total Direct Tax Receipts	12.4	17.9	18.5	19.0	19.7	20.1	18.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Merced County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	111.5	165.3	181.3	190.9	198.0	207.6	175.5
Other Travel*	3.4	4.9	5.2	6.5	6.8	6.7	0.3
Total Direct Spending	114.9	170.3	186.5	197.4	204.8	214.4	175.8
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	41.0	53.5	57.4	56.7	57.0	57.3	45.6
Private Campground	5.0	9.6	10.3	10.9	11.2	12.0	9.4
Public Campground	7.6	7.9	8.6	9.2	9.4	10.2	7.8
Private Home	29.7	52.0	58.2	63.9	67.8	72.5	64.4
Vacation Home	8.9	13.9	15.2	16.5	17.5	18.3	16.6
Day Travel	19.2	28.4	31.5	33.7	35.2	37.3	31.6
Spending at Destination	111.5	165.3	181.3	190.9	198.0	207.6	175.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	16.6	21.3	22.7	23.7	24.0	24.2	21.4
Food & Beverage Services	24.3	33.0	34.4	34.5	35.5	36.4	36.2
Food Stores	5.8	8.4	8.6	8.7	9.0	9.5	9.2
Ground Tran. & Motor Fuel	29.9	57.7	70.0	78.9	84.6	93.0	65.5
Arts, Entertainment & Recreation	14.2	19.1	19.3	19.0	19.0	18.9	18.2
Retail Sales	20.6	26.0	26.4	26.2	25.9	25.6	25.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	111.5	165.3	181.3	190.9	198.0	207.6	175.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	16.4	23.7	24.6	25.1	26.0	26.6	25.7
Arts, Entertainment & Recreation	7.1	9.5	9.7	9.9	10.2	10.4	9.9
Retail**	5.2	7.3	7.3	7.4	7.6	7.6	7.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.1	3.0	3.0	3.7	3.8	3.7	1.2
Total Direct Earnings	30.8	43.6	44.6	46.1	47.6	48.4	44.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,190	1,210	1,220	1,180	1,180	1,190	1,060
Arts, Entertainment & Recreation	760	800	810	770	770	740	670
Retail**	300	310	300	290	300	290	280
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	70	70	80	80	70	20
Total Direct Employment	2,320	2,380	2,400	2,310	2,330	2,290	2,030
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.7	2.2	2.4	2.5	2.5	2.6	2.2
State Tax Receipts	5.7	8.2	8.8	9.0	9.2	9.3	8.9
Total Direct Tax Receipts	7.5	10.4	11.1	11.5	11.7	11.9	11.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Modoc County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	13.3	19.8	20.9	21.7	22.5	23.7	20.2
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	13.3	19.8	20.9	21.7	22.5	23.7	20.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4.1	7.4	7.7	7.9	8.3	8.8	7.1
Private Campground	2.3	3.2	3.5	3.7	3.7	4.0	3.2
Public Campground	0.6	0.9	0.9	1.0	1.0	1.1	0.9
Private Home	3.7	4.7	5.1	5.3	5.5	5.7	5.3
Vacation Home	1.1	1.5	1.6	1.6	1.7	1.7	1.6
Day Travel	1.5	2.0	2.1	2.2	2.3	2.4	2.1
Spending at Destination	13.3	19.8	20.9	21.7	22.5	23.7	20.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	2.0	3.1	3.1	3.2	3.3	3.4	2.9
Food & Beverage Services	3.4	4.7	4.7	4.8	4.9	5.1	5.0
Food Stores	0.9	1.3	1.3	1.3	1.3	1.4	1.3
Ground Tran. & Motor Fuel	2.7	5.1	6.2	7.0	7.5	8.3	5.8
Arts, Entertainment & Recreation	2.0	2.7	2.7	2.7	2.7	2.7	2.5
Retail Sales	2.3	2.9	2.9	2.8	2.8	2.8	2.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	13.3	19.8	20.9	21.7	22.5	23.7	20.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	2.8	4.5	4.5	4.6	4.8	5.0	4.7
Arts, Entertainment & Recreation	0.5	0.7	0.7	0.7	0.7	0.7	0.7
Retail**	0.8	1.1	1.1	1.1	1.1	1.1	1.0
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	4.1	6.3	6.3	6.4	6.6	6.8	6.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	190	210	190	210	210	210	180
Arts, Entertainment & Recreation	50	40	40	40	40	40	30
Retail**	50	50	50	40	40	40	40
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	290	300	280	290	290	290	250
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3	0.2
State Tax Receipts	0.6	0.9	0.9	0.9	1.0	1.0	1.0
Total Direct Tax Receipts	0.8	1.1	1.2	1.2	1.2	1.3	1.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Mono County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	197.2	395.4	419.6	393.5	382.2	366.1	423.9
Other Travel*	0.3	0.6	0.6	0.8	0.9	0.9	0.0
Total Direct Spending	197.6	396.0	420.2	394.3	383.1	367.0	423.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	132.9	298.9	320.2	296.1	285.4	270.2	319.4
Private Campground	9.5	12.8	12.8	12.8	12.8	12.7	15.4
Public Campground	6.0	7.9	7.9	7.9	7.9	7.9	9.6
Private Home	3.3	5.4	5.6	5.7	5.8	5.9	5.9
Vacation Home	26.0	35.7	37.2	38.3	38.9	39.5	38.5
Day Travel	19.5	34.8	35.9	32.7	31.5	29.9	35.0
Spending at Destination	197.2	395.4	419.6	393.5	382.2	366.1	423.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	58.7	126.0	139.9	139.6	136.6	132.7	151.1
Food & Beverage Services	57.2	116.2	122.3	110.8	108.4	103.7	125.7
Food Stores	7.5	13.5	13.6	12.7	12.7	12.7	15.1
Ground Tran. & Motor Fuel	3.3	6.3	7.7	8.7	9.3	10.2	7.2
Arts, Entertainment & Recreation	35.9	71.6	73.0	65.2	62.1	57.7	67.2
Retail Sales	34.5	61.9	63.1	56.5	53.2	49.1	57.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	197.2	395.4	419.6	393.5	382.2	366.1	423.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	36.2	81.1	85.7	80.9	80.2	84.4	87.2
Arts, Entertainment & Recreation	14.4	28.8	29.6	27.3	26.7	25.6	28.1
Retail**	6.1	11.2	11.4	10.5	10.2	9.4	10.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.4	0.4	0.4	0.0
Total Direct Earnings	56.9	121.4	127.1	119.1	117.6	119.8	125.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,180	3,080	3,380	3,200	2,890	2,860	2,930
Arts, Entertainment & Recreation	1,190	1,970	1,840	1,480	1,420	1,350	1,450
Retail**	330	420	410	380	360	310	360
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	0
Total Direct Employment	3,710	5,480	5,640	5,070	4,680	4,530	4,740
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.7	12.9	14.3	14.4	14.0	13.8	16.1
State Tax Receipts	4.9	10.0	10.6	9.7	9.5	9.2	11.3
Total Direct Tax Receipts	9.6	22.9	24.8	24.1	23.4	23.0	27.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Monterey County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,159	1,881	1,933	2,024	2,081	2,097	1,969
Other Travel*	24	12	12	13	13	14	22
Total Direct Spending	1,182	1,893	1,945	2,038	2,094	2,110	1,990
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	743	1,284	1,322	1,396	1,439	1,443	1,334
Private Campground	10	13	13	13	13	13	12
Public Campground	14	17	17	17	17	17	15
Private Home	80	113	117	119	121	125	126
Vacation Home	36	50	52	53	55	57	56
Day Travel	275	406	412	427	435	441	426
Spending at Destination	1,159	1,881	1,933	2,024	2,081	2,097	1,969
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	260	447	470	499	518	511	443
Food & Beverage Services	327	539	553	579	603	618	618
Food Stores	33	54	54	55	58	61	58
Ground Tran. & Motor Fuel	46	88	107	120	128	141	100
Arts, Entertainment & Recreation	188	306	304	314	318	316	305
Retail Sales	300	443	440	452	451	445	435
Air Transportation (visitor only)	5	4	5	5	5	5	9
Spending at Destination	1,159	1,881	1,933	2,024	2,081	2,097	1,969
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	225	407	413	437	461	469	456
Arts, Entertainment & Recreation	197	321	322	342	357	366	349
Retail**	45	69	69	72	73	72	67
Auto Rental & Ground Tran.	1	1	1	1	1	1	1
Air Transportation (visitor only)	6	6	6	6	6	6	5
Other Travel*	14	9	8	8	8	8	8
Total Direct Earnings	489	813	819	867	907	922	886
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	11.6	14.9	14.8	15.1	15.2	15.2	14.8
Arts, Entertainment & Recreation	5.0	5.0	5.1	5.0	4.8	4.7	4.1
Retail**	2.2	2.3	2.3	2.3	2.3	2.2	2.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.4	0.3	0.3	0.3	0.2	0.3	0.2
Total Direct Employment	19.5	22.7	22.7	22.9	22.7	22.6	21.5
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	29	49	51	54	56	56	49
State Tax Receipts	44	72	74	77	79	80	84
Total Direct Tax Receipts	74	121	125	132	136	136	133

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Napa County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	356.5	732.7	823.8	885.7	972.4	1,026.3	996.2
Other Travel*	4.5	3.5	3.9	3.5	3.5	3.5	0.0
Total Direct Spending	361.1	736.2	827.8	889.2	975.9	1,029.8	996.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	201.9	468.3	536.2	585.2	653.2	691.5	664.6
Private Campground	15.6	22.5	22.6	22.5	22.3	24.4	22.7
Public Campground	1.4	1.8	1.8	1.8	1.8	1.9	1.8
Private Home	14.7	21.4	22.2	22.7	23.3	24.2	24.2
Vacation Home	13.2	18.6	19.4	19.9	20.6	21.2	20.6
Day Travel	109.8	200.2	221.8	233.6	251.3	263.1	262.3
Spending at Destination	356.5	732.7	823.8	885.7	972.4	1,026.3	996.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	73.4	167.9	191.7	216.3	246.3	263.6	235.7
Food & Beverage Services	90.4	188.3	214.6	229.3	254.2	271.6	281.0
Food Stores	11.7	23.2	25.0	25.9	28.4	31.2	30.9
Ground Tran. & Motor Fuel	15.5	30.3	36.3	40.6	43.4	47.5	34.4
Arts, Entertainment & Recreation	77.5	158.4	174.8	183.9	198.3	205.4	205.3
Retail Sales	88.1	164.5	181.3	189.7	201.8	207.0	208.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	356.5	732.7	823.8	885.7	972.4	1,026.3	996.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	60.9	141.9	158.7	173.4	197.3	212.8	213.3
Arts, Entertainment & Recreation	32.2	65.8	73.4	79.5	88.3	94.2	93.2
Retail**	13.5	25.6	28.0	29.7	32.3	32.7	31.4
Auto Rental & Ground Tran.	0.5	1.0	1.1	1.1	1.1	1.2	1.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	2.8	2.6	2.4	2.4	2.4	2.2
Total Direct Earnings	110.2	237.2	263.7	286.1	321.5	343.3	341.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,310	4,880	5,200	5,420	5,750	5,940	6,010
Arts, Entertainment & Recreation	1,890	3,950	4,000	4,050	4,380	4,700	4,400
Retail**	740	890	940	990	1,060	1,050	1,010
Auto Rental & Ground Tran.	20	30	40	40	30	40	40
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	40	40	30	30	30	20
Total Direct Employment	6,040	9,790	10,210	10,530	11,250	11,750	11,470
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	8.3	21.0	23.7	27.5	31.1	33.6	30.7
State Tax Receipts	13.1	26.3	29.8	31.7	34.5	36.2	39.3
Total Direct Tax Receipts	21.4	47.3	53.5	59.2	65.6	69.9	70.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Nevada County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	155.7	239.1	254.3	267.7	278.4	286.6	264.1
Other Travel*	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	156.3	239.1	254.3	267.7	278.4	286.6	264.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	33.4	69.0	76.5	84.3	91.2	93.2	82.2
Private Campground	35.0	42.9	44.2	44.7	44.7	46.4	41.5
Public Campground	6.0	8.3	8.6	8.7	8.7	9.1	8.1
Private Home	27.5	42.4	44.8	46.6	48.0	49.8	48.5
Vacation Home	27.5	40.0	42.1	43.9	45.4	46.4	44.6
Day Travel	26.3	36.4	38.1	39.6	40.5	41.7	39.2
Spending at Destination	155.7	239.1	254.3	267.7	278.4	286.6	264.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	28.0	45.1	48.6	52.3	55.7	55.8	50.3
Food & Beverage Services	43.0	65.6	69.4	72.6	75.9	78.8	78.2
Food Stores	12.7	18.3	18.5	18.5	19.0	20.2	19.5
Ground Tran. & Motor Fuel	14.2	27.4	33.2	37.4	40.1	44.1	31.1
Arts, Entertainment & Recreation	26.5	40.2	41.2	42.5	43.3	43.6	41.9
Retail Sales	31.3	42.5	43.4	44.3	44.3	44.2	43.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	155.7	239.1	254.3	267.7	278.4	286.6	264.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	30.8	52.8	55.7	59.2	63.1	64.9	63.0
Arts, Entertainment & Recreation	8.7	13.2	13.7	14.6	15.3	15.8	15.1
Retail**	6.9	10.1	10.2	10.5	10.8	10.8	10.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	46.7	76.2	79.7	84.3	89.2	91.5	88.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,850	2,070	2,030	2,050	2,200	2,190	1,920
Arts, Entertainment & Recreation	680	780	800	850	810	770	730
Retail**	350	360	360	360	370	360	330
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	0	0	0	0	0	0
Total Direct Employment	2,910	3,210	3,200	3,250	3,380	3,310	2,990
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.9	3.6	3.8	4.2	4.4	4.5	4.1
State Tax Receipts	6.2	9.4	10.0	10.4	10.8	11.0	11.3
Total Direct Tax Receipts	8.1	13.0	13.9	14.6	15.2	15.5	15.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Orange County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	4,197	7,136	7,814	8,112	8,279	8,358	7,607
Other Travel*	132	155	165	173	186	191	428
Total Direct Spending	4,329	7,292	7,979	8,286	8,465	8,549	8,035
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,189	4,093	4,584	4,790	4,897	4,888	4,409
Private Campground	82	104	107	109	110	113	93
Public Campground	10	15	15	16	16	17	14
Private Home	544	806	836	865	891	932	876
Vacation Home	88	125	130	135	141	147	141
Day Travel	1,283	1,993	2,142	2,197	2,224	2,262	2,075
Spending at Destination	4,197	7,136	7,814	8,112	8,279	8,358	7,607
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	680	1,256	1,438	1,555	1,635	1,597	1,325
Food & Beverage Services	1,035	1,735	1,887	1,927	1,965	2,002	1,934
Food Stores	114	192	201	202	208	218	203
Ground Tran. & Motor Fuel	513	1,006	1,180	1,307	1,392	1,511	1,154
Arts, Entertainment & Recreation	995	1,655	1,745	1,754	1,738	1,716	1,602
Retail Sales	835	1,269	1,335	1,337	1,310	1,282	1,210
Air Transportation (visitor only)	26	24	27	30	31	32	178
Spending at Destination	4,197	7,136	7,814	8,112	8,279	8,358	7,607
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	656	1,233	1,342	1,403	1,468	1,483	1,388
Arts, Entertainment & Recreation	456	758	808	836	854	868	802
Retail**	137	214	223	227	230	224	203
Auto Rental & Ground Tran.	20	44	47	49	50	53	48
Air Transportation (visitor only)	35	37	34	37	38	38	36
Other Travel*	80	97	95	100	106	108	94
Total Direct Earnings	1,384	2,383	2,548	2,653	2,746	2,774	2,571
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	34.9	46.6	49.0	49.3	48.1	48.1	45.9
Arts, Entertainment & Recreation	21.8	25.0	25.7	25.5	26.1	26.0	24.2
Retail**	6.1	7.1	7.2	7.3	7.2	7.1	6.5
Auto Rental & Ground Tran.	0.9	1.3	1.3	1.3	1.3	1.4	1.2
Air Transportation (visitor only)	1.0	0.7	0.7	0.7	0.7	0.7	0.7
Other Travel*	2.9	2.4	2.4	2.4	2.4	2.4	2.1
Total Direct Employment	67.6	83.1	86.3	86.4	85.8	85.7	80.5
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	94	176	197	211	220	220	186
State Tax Receipts	170	283	308	317	322	324	323
Total Direct Tax Receipts	265	459	506	527	542	544	509

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.



**Placer County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	344.2	671.0	697.0	744.4	755.3	759.9	724.1
Other Travel*	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	347.9	671.0	697.0	744.4	755.3	759.9	724.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	157.2	359.3	367.3	396.2	392.8	380.9	360.3
Private Campground	15.5	20.7	21.5	21.8	21.9	22.2	19.8
Public Campground	14.2	18.3	19.1	19.3	19.6	20.0	17.5
Private Home	52.7	106.1	113.4	120.6	127.1	135.5	133.2
Vacation Home	52.8	80.0	85.2	90.9	96.5	101.8	97.2
Day Travel	51.9	86.7	90.4	95.7	97.4	99.6	96.0
Spending at Destination	344.2	671.0	697.0	744.4	755.3	759.9	724.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	69.1	145.8	150.3	164.1	166.7	161.8	148.3
Food & Beverage Services	87.5	173.8	179.1	190.1	193.3	195.5	204.0
Food Stores	15.9	29.1	29.4	30.2	31.3	32.8	32.7
Ground Tran. & Motor Fuel	37.8	73.0	88.3	99.4	106.4	116.9	83.0
Arts, Entertainment & Recreation	70.6	135.8	136.1	142.4	141.7	140.0	141.0
Retail Sales	63.3	113.5	113.7	118.2	115.9	113.1	115.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	344.2	671.0	697.0	744.4	755.3	759.9	724.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	57.7	128.9	130.5	140.5	144.1	144.4	146.7
Arts, Entertainment & Recreation	29.6	56.9	57.6	62.1	63.6	64.7	64.5
Retail**	11.7	21.3	21.2	22.3	22.6	22.1	21.4
Auto Rental & Ground Tran.	0.3	0.7	0.7	0.7	0.7	0.8	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	101.3	207.7	210.1	225.6	231.1	232.0	233.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,700	5,550	5,260	5,490	5,460	5,430	5,640
Arts, Entertainment & Recreation	2,320	3,260	3,170	3,370	3,460	3,470	3,640
Retail**	590	680	680	710	720	700	700
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	100	0	0	0	0	0	0
Total Direct Employment	6,730	9,510	9,130	9,600	9,670	9,620	10,000
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.5	12.7	12.8	14.0	15.0	13.8	12.7
State Tax Receipts	13.5	25.1	26.2	27.7	28.0	28.0	29.8
Total Direct Tax Receipts	19.0	37.8	39.1	41.6	43.0	41.8	42.5

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Plumas County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	68.0	98.1	99.7	101.3	103.3	106.4	98.4
Other Travel*	0.4	0.7	0.7	0.9	1.0	1.0	1.0
Total Direct Spending	68.4	98.8	100.4	102.2	104.3	107.4	99.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	16.7	27.4	27.3	27.7	29.1	30.2	26.5
Private Campground	14.4	20.9	21.1	21.2	21.1	22.2	20.1
Public Campground	6.2	8.3	8.4	8.4	8.4	8.9	8.0
Private Home	6.4	8.7	9.1	9.4	9.5	9.6	9.5
Vacation Home	15.2	20.7	21.6	22.4	22.9	22.9	22.3
Day Travel	9.1	12.0	12.1	12.2	12.3	12.6	11.9
Spending at Destination	68.0	98.1	99.7	101.3	103.3	106.4	98.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	15.2	22.5	23.1	23.8	24.8	25.1	22.2
Food & Beverage Services	19.1	27.6	28.2	28.6	29.3	30.6	29.8
Food Stores	6.3	9.5	9.4	9.3	9.4	10.1	9.5
Ground Tran. & Motor Fuel	2.2	4.3	5.2	5.8	6.2	6.9	4.8
Arts, Entertainment & Recreation	11.5	16.5	16.3	16.3	16.3	16.5	15.6
Retail Sales	13.7	17.8	17.6	17.5	17.2	17.2	16.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.0	98.1	99.7	101.3	103.3	106.4	98.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	15.4	24.8	25.1	25.7	26.8	27.8	26.3
Arts, Entertainment & Recreation	3.5	5.0	5.0	5.1	5.3	5.5	5.1
Retail**	2.9	4.2	4.2	4.2	4.3	4.3	3.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.4	0.4	0.5	0.5	0.5	0.5
Total Direct Earnings	21.9	34.3	34.6	35.5	36.8	38.1	35.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,090	1,210	1,220	1,200	1,100	1,120	1,030
Arts, Entertainment & Recreation	210	240	220	200	210	210	200
Retail**	180	220	210	200	190	180	170
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,490	1,690	1,650	1,610	1,510	1,520	1,400
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.0	1.3	1.3	1.3	1.3	1.4	1.2
State Tax Receipts	2.4	3.5	3.6	3.6	3.7	3.8	3.9
Total Direct Tax Receipts	3.4	4.7	4.8	4.9	5.0	5.2	5.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Riverside County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	3,027	5,148	5,497	5,752	5,922	6,025	5,536
Other Travel*	19	19	20	37	25	25	47
Total Direct Spending	3,046	5,167	5,517	5,788	5,947	6,050	5,583
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	913	1,747	1,896	1,978	2,012	2,002	1,755
Private Campground	349	594	606	611	610	617	518
Public Campground	19	23	23	24	24	24	20
Private Home	336	604	648	692	730	763	767
Vacation Home	528	774	833	895	954	991	961
Day Travel	883	1,407	1,491	1,553	1,593	1,628	1,515
Spending at Destination	3,027	5,148	5,497	5,752	5,922	6,025	5,536
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	525	924	1,001	1,061	1,099	1,085	925
Food & Beverage Services	837	1,440	1,540	1,608	1,674	1,727	1,688
Food Stores	144	259	264	267	277	291	270
Ground Tran. & Motor Fuel	226	439	528	592	633	694	500
Arts, Entertainment & Recreation	539	921	956	985	999	999	946
Retail Sales	742	1,155	1,196	1,225	1,226	1,215	1,164
Air Transportation (visitor only)	13	11	13	14	14	15	43
Spending at Destination	3,027	5,148	5,497	5,752	5,922	6,025	5,536
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	443	849	901	949	998	1,018	961
Arts, Entertainment & Recreation	231	393	413	438	457	471	442
Retail**	119	195	200	207	213	210	192
Auto Rental & Ground Tran.	3	7	8	8	8	8	8
Air Transportation (visitor only)	17	17	16	17	17	17	16
Other Travel*	12	13	12	21	15	15	13
Total Direct Earnings	825	1,475	1,549	1,640	1,709	1,739	1,631
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	31.2	39.3	40.7	41.5	42.0	41.9	40.0
Arts, Entertainment & Recreation	15.2	17.4	18.0	17.9	18.3	18.5	17.7
Retail**	6.7	7.1	7.3	7.4	7.6	7.5	6.9
Auto Rental & Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.6	0.4	0.4	0.4	0.4	0.4	0.4
Other Travel*	0.6	0.4	0.4	0.6	0.4	0.4	0.3
Total Direct Employment	54.5	64.9	67.0	68.2	69.0	69.0	65.5
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	52	94	101	107	110	109	94
State Tax Receipts	123	208	223	232	239	242	246
Total Direct Tax Receipts	174	302	324	339	348	352	341

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Sacramento County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,208	2,077	2,233	2,331	2,419	2,445	2,275
Other Travel*	51	44	48	57	50	49	390
Total Direct Spending	1,259	2,121	2,281	2,388	2,469	2,494	2,665
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	444	876	954	999	1,042	1,019	970
Private Campground	23	31	32	33	33	33	26
Public Campground	0	0	0	0	0	0	0
Private Home	326	514	544	569	588	617	577
Vacation Home	13	19	21	22	22	23	22
Day Travel	402	635	681	709	734	753	680
Spending at Destination	1,208	2,077	2,233	2,331	2,419	2,445	2,275
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	134	253	271	291	303	289	230
Food & Beverage Services	313	535	574	591	620	627	595
Food Stores	40	71	73	74	78	82	75
Ground Tran. & Motor Fuel	205	405	471	519	551	597	466
Arts, Entertainment & Recreation	235	394	409	415	424	416	382
Retail Sales	269	410	425	429	432	422	393
Air Transportation (visitor only)	11	9	10	11	12	12	134
Spending at Destination	1,208	2,077	2,233	2,331	2,419	2,445	2,275
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	169	326	345	360	383	383	351
Arts, Entertainment & Recreation	105	177	186	194	204	206	187
Retail**	45	72	73	75	78	76	69
Auto Rental & Ground Tran.	10	23	24	25	26	27	25
Air Transportation (visitor only)	14	14	12	14	14	14	13
Other Travel*	33	32	30	35	31	30	30
Total Direct Earnings	377	643	670	704	736	737	675
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	11.5	14.9	15.3	15.5	15.9	15.7	14.5
Arts, Entertainment & Recreation	6.0	6.3	6.6	6.5	7.0	6.7	6.4
Retail**	2.5	2.5	2.6	2.6	2.6	2.6	2.3
Auto Rental & Ground Tran.	0.5	0.7	0.7	0.7	0.7	0.7	0.6
Air Transportation (visitor only)	0.5	0.3	0.3	0.3	0.3	0.3	0.3
Other Travel*	1.2	0.8	0.8	0.8	0.8	0.7	0.7
Total Direct Employment	22.1	25.5	26.2	26.5	27.3	26.8	24.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	24	43	45	48	50	49	41
State Tax Receipts	56	93	100	103	107	107	106
Total Direct Tax Receipts	79	135	145	151	157	156	147

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**San Benito County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	49.1	74.7	76.1	77.1	78.3	80.9	75.6
Other Travel*	0.5	0.9	0.9	0.0	0.0	0.0	0.0
Total Direct Spending	49.6	75.6	77.1	77.1	78.3	80.9	75.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	5.6	9.8	9.6	9.4	9.7	9.9	9.0
Private Campground	15.2	19.4	19.8	20.0	20.0	20.8	17.9
Public Campground	0.3	0.7	0.7	0.7	0.7	0.8	0.7
Private Home	12.9	23.3	24.1	24.8	25.5	26.4	26.2
Vacation Home	1.4	2.0	2.0	2.1	2.2	2.2	2.1
Day Travel	13.5	19.5	19.9	20.1	20.2	20.8	19.8
Spending at Destination	49.1	74.7	76.1	77.1	78.3	80.9	75.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	5.6	7.8	7.7	7.8	8.0	8.1	6.8
Food & Beverage Services	15.0	23.2	23.8	24.0	24.6	25.6	25.6
Food Stores	5.0	7.9	7.9	7.8	8.0	8.6	8.1
Ground Tran. & Motor Fuel	2.9	5.6	6.8	7.6	8.2	9.0	6.3
Arts, Entertainment & Recreation	9.1	14.0	13.9	13.8	13.8	13.9	13.5
Retail Sales	11.5	16.2	16.1	16.0	15.7	15.7	15.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	49.1	74.7	76.1	77.1	78.3	80.9	75.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	9.9	16.9	17.2	17.5	18.1	18.7	18.1
Arts, Entertainment & Recreation	2.4	3.7	3.7	3.8	3.9	4.0	3.9
Retail**	2.1	3.3	3.3	3.3	3.3	3.4	3.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.5	0.5	0.0	0.0	0.0	0.0
Total Direct Earnings	14.7	24.4	24.6	24.5	25.3	26.1	25.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	530	600	630	620	620	620	580
Arts, Entertainment & Recreation	210	210	190	200	230	240	210
Retail**	110	100	90	90	90	80	80
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	0	0	0	0
Total Direct Employment	870	910	920	910	940	940	870
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.6	0.7	0.7	0.7	0.7	0.7	0.6
State Tax Receipts	2.0	3.1	3.2	3.2	3.2	3.3	3.5
Total Direct Tax Receipts	2.6	3.7	3.8	3.9	3.9	4.0	4.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**San Bernardino County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,907	3,111	3,345	3,517	3,654	3,772	3,510
Other Travel*	18	32	33	42	39	39	243
Total Direct Spending	1,925	3,143	3,378	3,560	3,693	3,811	3,754
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	389	817	894	929	975	993	933
Private Campground	93	187	195	199	200	207	170
Public Campground	17	23	24	25	25	26	21
Private Home	290	456	487	517	535	558	537
Vacation Home	546	753	805	858	896	927	879
Day Travel	572	875	940	990	1,023	1,062	971
Spending at Destination	1,907	3,111	3,345	3,517	3,654	3,772	3,510
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	290	486	523	551	580	579	511
Food & Beverage Services	493	791	842	876	916	951	951
Food Stores	70	120	123	125	131	139	133
Ground Tran. & Motor Fuel	288	561	670	749	801	875	639
Arts, Entertainment & Recreation	325	516	532	545	555	559	541
Retail Sales	440	637	656	670	672	670	656
Air Transportation (visitor only)	0	0	0	0	0	0	80
Spending at Destination	1,907	3,111	3,345	3,517	3,654	3,772	3,510
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	253	462	489	513	545	560	543
Arts, Entertainment & Recreation	147	233	243	257	269	279	267
Retail**	75	114	117	121	124	123	115
Auto Rental & Ground Tran.	6	12	13	14	14	15	14
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	9	16	17	22	20	20	21
Total Direct Earnings	489	839	879	926	972	997	960
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	18.8	23.6	24.6	25.0	25.3	25.5	24.7
Arts, Entertainment & Recreation	13.4	13.6	13.0	13.6	13.7	13.8	13.8
Retail**	4.3	4.4	4.5	4.5	4.6	4.6	4.2
Auto Rental & Ground Tran.	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.4	0.5	0.4	0.4	0.5
Total Direct Employment	37.2	42.3	42.8	43.9	44.4	44.7	43.5
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	27	47	50	53	55	56	49
State Tax Receipts	86	137	148	154	159	162	164
Total Direct Tax Receipts	113	184	198	206	214	218	213

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## San Diego County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	4,994	9,329	9,850	10,307	10,665	10,931	9,980
Other Travel*	179	173	188	198	196	191	614
Total Direct Spending	5,173	9,502	10,038	10,506	10,860	11,122	10,594
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,427	5,062	5,403	5,725	5,971	6,083	5,543
Private Campground	115	353	363	368	368	387	314
Public Campground	64	76	79	80	80	85	69
Private Home	587	840	877	901	930	970	922
Vacation Home	171	239	251	260	271	281	272
Day Travel	1,629	2,758	2,877	2,973	3,044	3,125	2,859
Spending at Destination	4,994	9,329	9,850	10,307	10,665	10,931	9,980
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	794	1,675	1,819	1,970	2,097	2,123	1,709
Food & Beverage Services	1,327	2,493	2,621	2,721	2,832	2,937	2,800
Food Stores	147	296	300	303	315	336	305
Ground Tran. & Motor Fuel	479	941	1,105	1,224	1,303	1,416	1,079
Arts, Entertainment & Recreation	1,084	2,009	2,046	2,092	2,119	2,129	1,960
Retail Sales	1,101	1,863	1,897	1,929	1,928	1,920	1,787
Air Transportation (visitor only)	62	53	61	68	70	70	339
Spending at Destination	4,994	9,329	9,850	10,307	10,665	10,931	9,980
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	840	1,790	1,873	1,979	2,107	2,180	2,000
Arts, Entertainment & Recreation	499	925	952	1,003	1,046	1,083	987
Retail**	172	301	305	315	323	319	285
Auto Rental & Ground Tran.	19	41	44	46	47	50	45
Air Transportation (visitor only)	37	37	33	37	37	37	35
Other Travel*	76	78	76	79	77	74	63
Total Direct Earnings	1,643	3,173	3,283	3,458	3,638	3,743	3,414
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	48.3	67.4	68.3	69.6	71.0	71.6	66.4
Arts, Entertainment & Recreation	24.0	31.1	30.1	30.0	30.5	30.9	30.4
Retail**	9.2	10.7	10.8	10.9	11.1	10.9	9.9
Auto Rental & Ground Tran.	0.9	1.2	1.3	1.3	1.3	1.3	1.2
Air Transportation (visitor only)	1.1	0.8	0.8	0.8	0.8	0.8	0.7
Other Travel*	3.0	1.8	1.8	1.7	1.6	1.6	1.3
Total Direct Employment	86.5	113.2	113.1	114.2	116.3	117.1	109.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	101	211	225	242	256	261	216
State Tax Receipts	201	366	388	402	414	423	421
Total Direct Tax Receipts	302	576	612	644	669	683	637

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## San Francisco County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	3,741	6,150	6,703	7,138	7,542	8,099	8,574
Other Travel*	2,177	2,010	2,254	2,495	2,259	2,221	1,201
Total Direct Spending	5,918	8,159	8,956	9,633	9,802	10,320	9,775
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,955	4,901	5,380	5,770	6,109	6,582	6,921
Private Campground	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0
Private Home	192	247	253	257	265	273	258
Vacation Home	23	33	34	35	36	37	36
Day Travel	572	969	1,036	1,076	1,133	1,206	1,359
Spending at Destination	3,741	6,150	6,703	7,138	7,542	8,099	8,574
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	757	1,287	1,430	1,594	1,785	1,980	2,034
Food & Beverage Services	778	1,530	1,660	1,733	1,871	2,038	2,484
Food Stores	68	134	141	144	157	174	200
Ground Tran. & Motor Fuel	184	367	423	464	492	531	421
Arts, Entertainment & Recreation	538	1,040	1,092	1,122	1,177	1,243	1,462
Retail Sales	634	1,118	1,174	1,200	1,244	1,299	1,539
Air Transportation (visitor only)***	782	674	781	881	817	832	433
Spending at Destination	3,741	6,150	6,703	7,138	7,542	8,099	8,574
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	584	1,142	1,226	1,315	1,462	1,620	1,619
Arts, Entertainment & Recreation	260	504	534	565	611	664	731
Retail**	95	170	178	185	197	203	226
Auto Rental & Ground Tran.	12	27	29	30	31	32	30
Air Transportation (visitor only)***	22	22	20	23	23	23	22
Other Travel*	100	80	77	94	96	86	74
Total Direct Earnings	1,073	1,944	2,064	2,211	2,420	2,629	2,701
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	23.2	33.0	34.1	35.0	37.2	39.6	39.4
Arts, Entertainment & Recreation	10.5	13.0	12.8	12.5	13.4	14.2	15.3
Retail**	3.6	4.5	4.5	4.7	4.8	4.8	5.5
Auto Rental & Ground Tran.	0.6	0.8	0.8	0.8	0.8	0.9	0.8
Air Transportation (visitor only)***	0.7	0.5	0.5	0.5	0.5	0.5	0.5
Other Travel*	3.4	1.8	1.8	1.9	1.9	1.8	1.6
Total Direct Employment	42.0	53.6	54.6	55.4	58.6	61.9	63.0
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	104	214	234	257	284	312	330
State Tax Receipts	115	210	229	239	254	271	328
Total Direct Tax Receipts	219	424	463	496	538	584	658

Details may not add to totals due to rounding.

\*\*\*Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'



## San Joaquin County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	312.6	519.7	563.8	595.6	618.4	646.1	544.1
Other Travel*	4.7	5.4	5.5	5.1	4.7	4.2	4.0
Total Direct Spending	317.4	525.1	569.3	600.6	623.1	650.2	548.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	88.4	147.3	157.7	163.3	169.9	173.3	133.6
Private Campground	30.6	62.5	66.7	69.0	69.8	73.9	55.4
Public Campground	2.4	3.1	3.4	3.5	3.6	3.8	2.8
Private Home	77.6	129.0	142.0	153.1	160.5	169.9	157.5
Vacation Home	6.6	10.0	10.9	11.6	12.2	12.7	11.8
Day Travel	106.9	167.8	183.3	195.0	202.4	212.5	183.0
Spending at Destination	312.6	519.7	563.8	595.6	618.4	646.1	544.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	32.6	54.3	56.4	58.0	60.3	60.3	48.3
Food & Beverage Services	72.6	115.9	121.5	125.2	129.5	133.7	128.8
Food Stores	15.0	26.7	27.1	27.4	28.4	30.2	28.0
Ground Tran. & Motor Fuel	81.3	157.0	190.1	213.9	229.3	251.8	178.4
Arts, Entertainment & Recreation	43.2	67.6	68.7	69.7	70.2	70.2	65.4
Retail Sales	68.0	98.2	100.0	101.3	100.7	100.0	95.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Spending at Destination	312.6	519.7	563.8	595.6	618.4	646.1	544.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	45.2	80.6	83.3	86.2	90.6	93.0	86.1
Arts, Entertainment & Recreation	18.8	29.4	30.2	31.5	32.7	33.7	31.1
Retail**	14.3	22.2	22.3	22.9	23.5	23.4	21.6
Auto Rental & Ground Tran.	0.4	1.0	1.1	1.1	1.1	1.1	1.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.5	2.8	2.9	2.6	2.4	2.2	1.3
Total Direct Earnings	81.2	136.0	139.8	144.4	150.4	153.4	141.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,100	3,650	3,630	3,690	3,670	3,680	3,380
Arts, Entertainment & Recreation	1,710	1,470	1,510	1,440	1,440	1,530	1,550
Retail**	830	890	890	900	890	880	810
Auto Rental & Ground Tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	140	100	100	80	70	70	40
Total Direct Employment	5,810	6,140	6,170	6,140	6,110	6,190	5,820
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.0	7.7	8.4	9.0	9.3	9.5	7.8
State Tax Receipts	16.9	26.5	28.5	29.5	30.3	30.8	29.4
Total Direct Tax Receipts	21.9	34.2	36.8	38.5	39.6	40.4	37.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**San Luis Obispo County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	626.6	965.4	1,014.7	1,071.9	1,129.1	1,128.1	1,070.2
Other Travel*	3.8	4.7	9.6	11.7	9.9	10.0	24.2
Total Direct Spending	630.4	970.1	1,024.3	1,083.6	1,139.0	1,138.2	1,094.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	318.2	518.9	551.1	594.7	639.9	631.8	592.7
Private Campground	47.6	79.0	81.0	81.6	81.2	81.3	76.3
Public Campground	17.5	22.9	23.5	23.8	23.7	23.9	22.1
Private Home	50.1	73.7	77.6	80.1	82.4	86.0	84.8
Vacation Home	24.6	35.3	37.3	38.6	40.1	41.7	40.3
Day Travel	168.6	235.5	244.2	253.1	261.8	263.4	254.0
Spending at Destination	626.6	965.4	1,014.7	1,071.9	1,129.1	1,128.1	1,070.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	122.6	210.7	224.2	244.5	263.7	254.0	236.2
Food & Beverage Services	174.2	263.3	275.8	289.5	308.0	312.4	313.6
Food Stores	27.9	44.5	44.8	45.1	47.0	48.5	47.6
Ground Tran. & Motor Fuel	40.1	77.5	93.7	105.4	112.9	123.9	88.0
Arts, Entertainment & Recreation	97.5	145.5	147.7	152.8	158.4	155.8	150.9
Retail Sales	164.2	223.8	227.1	233.1	237.6	231.8	227.6
Air Transportation (visitor only)	0.0	0.0	1.4	1.4	1.6	1.6	6.3
Spending at Destination	626.6	965.4	1,014.7	1,071.9	1,129.1	1,128.1	1,070.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	120.2	206.0	213.3	227.9	247.3	247.7	247.2
Arts, Entertainment & Recreation	56.7	84.7	86.8	92.5	98.8	100.1	95.9
Retail**	27.7	40.0	40.4	41.9	43.7	42.4	39.8
Auto Rental & Ground Tran.	0.3	0.7	0.7	0.7	0.8	0.8	0.8
Air Transportation (visitor only)	0.0	0.0	0.8	0.9	1.0	1.0	0.9
Other Travel*	2.0	2.4	4.1	5.1	4.2	4.2	4.1
Total Direct Earnings	206.9	333.8	346.2	369.1	395.7	396.1	388.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	7,660	8,700	8,850	9,140	9,510	9,290	9,230
Arts, Entertainment & Recreation	5,950	5,800	5,850	5,690	5,590	5,160	4,710
Retail**	1,590	1,560	1,560	1,570	1,590	1,510	1,390
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	20	20	20	20	20
Other Travel*	150	120	160	180	160	170	160
Total Direct Employment	15,360	16,220	16,460	16,610	16,890	16,170	15,520
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	11.9	21.3	22.3	24.3	26.2	25.4	23.7
State Tax Receipts	25.2	38.2	40.3	42.1	43.9	43.9	46.0
Total Direct Tax Receipts	37.2	59.5	62.6	66.4	70.1	69.3	69.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**San Mateo County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,315	2,106	2,288	2,436	2,581	2,638	2,361
Other Travel*	38	32	33	35	36	33	25
Total Direct Spending	1,353	2,138	2,321	2,471	2,617	2,671	2,386
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	745	1,274	1,411	1,523	1,636	1,654	1,451
Private Campground	19	29	29	30	29	32	26
Public Campground	10	14	14	14	14	15	12
Private Home	207	290	300	309	318	335	319
Vacation Home	13	19	20	20	21	22	21
Day Travel	321	480	514	539	563	580	533
Spending at Destination	1,315	2,106	2,288	2,436	2,581	2,638	2,361
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	224	313	351	396	440	448	356
Food & Beverage Services	296	463	502	528	563	573	552
Food Stores	34	54	56	58	62	65	60
Ground Tran. & Motor Fuel	299	600	671	724	763	813	701
Arts, Entertainment & Recreation	207	319	334	346	359	354	330
Retail Sales	254	357	374	385	393	385	363
Air Transportation***	0	0	0	0	0	0	0
Spending at Destination	1,315	2,106	2,288	2,436	2,581	2,638	2,361
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	183	296	319	345	379	389	357
Arts, Entertainment & Recreation	90	140	148	157	168	171	158
Retail**	45	66	68	71	75	73	66
Auto Rental & Ground Tran.	25	55	59	61	64	67	59
Air Transportation***	0	0	0	0	0	0	0
Other Travel*	1,118	1,176	1,063	1,181	1,025	1,012	947
Total Direct Earnings	1,462	1,733	1,658	1,816	1,711	1,712	1,588
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	8.9	10.5	11.2	11.5	11.8	11.8	11.3
Arts, Entertainment & Recreation	5.3	5.7	6.0	6.8	6.9	6.4	5.9
Retail**	1.7	1.8	1.9	1.9	2.0	1.9	1.8
Auto Rental & Ground Tran.	1.2	1.6	1.6	1.6	1.7	1.7	1.4
Air Transportation***	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	20.9	15.1	14.4	14.3	14.3	14.5	13.4
Total Direct Employment	37.9	34.7	35.1	36.1	36.6	36.3	33.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	34	50	55	61	66	68	57
State Tax Receipts	82	121	127	135	137	138	137
Total Direct Tax Receipts	116	171	182	195	203	206	195

Details may not add to totals due to rounding.

\*\*\*Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

**Santa Barbara County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	758	1,271	1,353	1,427	1,407	1,455	1,371
Other Travel*	10	12	12	14	14	14	54
Total Direct Spending	768	1,283	1,365	1,441	1,421	1,470	1,425
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	416	786	847	905	885	914	853
Private Campground	18	26	26	26	27	29	26
Public Campground	14	18	18	18	19	20	18
Private Home	86	117	122	125	130	134	132
Vacation Home	22	31	32	33	35	36	35
Day Travel	201	294	307	319	312	322	308
Spending at Destination	758	1,271	1,353	1,427	1,407	1,455	1,371
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	144	281	308	335	343	352	314
Food & Beverage Services	209	344	363	380	370	387	388
Food Stores	25	40	41	42	41	44	43
Ground Tran. & Motor Fuel	61	119	142	159	169	185	136
Arts, Entertainment & Recreation	120	196	200	206	195	198	192
Retail Sales	197	290	296	303	285	286	281
Air Transportation (visitor only)	2	2	2	2	3	3	18
Spending at Destination	758	1,271	1,353	1,427	1,407	1,455	1,371
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	145	276	291	310	312	327	321
Arts, Entertainment & Recreation	55	90	93	98	96	100	96
Retail**	31	47	47	49	48	48	44
Auto Rental & Ground Tran.	1	3	3	3	3	4	3
Air Transportation (visitor only)	3	3	3	3	3	3	3
Other Travel*	7	8	8	9	9	9	7
Total Direct Earnings	242	427	444	472	471	490	475
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	7.6	10.2	10.3	10.6	10.3	10.4	10.2
Arts, Entertainment & Recreation	3.0	3.7	3.9	4.2	3.8	4.0	4.1
Retail**	1.5	1.6	1.6	1.6	1.5	1.5	1.4
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Employment	12.6	15.8	16.2	16.7	16.0	16.4	16.0
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	18	36	39	41	42	43	39
State Tax Receipts	31	51	54	57	56	57	59
Total Direct Tax Receipts	50	87	93	98	97	100	98

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Santa Clara County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,672	3,016	3,329	3,604	3,791	3,807	3,221
Other Travel*	225	159	174	192	196	194	374
Total Direct Spending	1,897	3,175	3,503	3,796	3,986	4,001	3,594
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	898	1,812	2,047	2,256	2,394	2,358	1,939
Private Campground	46	97	100	101	101	105	76
Public Campground	2	2	2	3	3	3	2
Private Home	304	421	440	458	478	510	480
Vacation Home	13	20	21	22	23	24	23
Day Travel	409	663	720	764	793	808	701
Spending at Destination	1,672	3,016	3,329	3,604	3,791	3,807	3,221
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	290	499	562	643	711	696	498
Food & Beverage Services	397	757	832	889	933	928	830
Food Stores	54	102	107	110	116	120	105
Ground Tran. & Motor Fuel	304	596	701	777	827	899	684
Arts, Entertainment & Recreation	252	469	498	524	535	517	448
Retail Sales	337	557	589	615	620	597	527
Air Transportation (visitor only)	37	36	41	46	48	49	128
Spending at Destination	1,672	3,016	3,329	3,604	3,791	3,807	3,221
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	254	503	548	602	653	650	549
Arts, Entertainment & Recreation	105	196	210	228	240	239	205
Retail**	59	100	104	109	114	109	94
Auto Rental & Ground Tran.	12	25	27	28	29	31	28
Air Transportation (visitor only)	50	55	50	57	58	58	54
Other Travel*	141	115	108	119	120	118	110
Total Direct Earnings	620	995	1,048	1,144	1,213	1,205	1,041
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	13.4	19.0	20.2	21.3	21.8	21.3	18.3
Arts, Entertainment & Recreation	6.0	6.5	6.2	6.1	6.0	5.8	5.0
Retail**	2.6	3.1	3.2	3.4	3.1	3.1	2.8
Auto Rental & Ground Tran.	0.6	0.8	0.8	0.8	0.8	0.8	0.7
Air Transportation (visitor only)	1.4	1.0	1.0	1.0	1.1	1.1	1.0
Other Travel*	3.7	2.4	2.3	2.3	2.3	2.3	2.0
Total Direct Employment	27.6	32.7	33.8	34.9	35.1	34.3	29.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	42	74	82	91	99	99	76
State Tax Receipts	80	138	151	161	167	167	156
Total Direct Tax Receipts	122	212	233	252	266	266	232

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Santa Cruz County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	363.4	568.7	596.9	616.3	635.0	644.5	605.8
Other Travel*	5.9	4.5	4.7	4.8	5.2	5.1	4.1
Total Direct Spending	369.3	573.2	601.6	621.1	640.2	649.6	609.8
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	137.0	253.5	268.8	280.0	290.6	289.2	275.3
Private Campground	31.7	41.0	42.4	43.2	43.4	45.4	39.1
Public Campground	8.3	12.7	13.3	13.6	13.7	14.4	12.2
Private Home	40.5	56.0	58.4	60.1	62.0	64.8	59.9
Vacation Home	55.5	76.1	79.1	81.4	84.8	87.1	83.1
Day Travel	90.5	129.3	135.0	138.0	140.5	143.6	136.1
Spending at Destination	363.4	568.7	596.9	616.3	635.0	644.5	605.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	81.6	119.3	125.4	133.3	142.5	142.9	127.3
Food & Beverage Services	93.1	151.7	158.6	161.3	165.6	168.3	173.9
Food Stores	18.3	28.4	28.6	28.5	29.3	30.8	29.9
Ground Tran. & Motor Fuel	30.8	59.2	71.9	81.0	86.9	95.5	67.3
Arts, Entertainment & Recreation	57.8	92.9	94.0	94.2	94.1	92.8	92.7
Retail Sales	81.8	117.1	118.4	118.1	116.6	114.2	114.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	363.4	568.7	596.9	616.3	635.0	644.5	605.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	61.4	105.1	108.7	112.8	119.2	121.0	120.4
Arts, Entertainment & Recreation	29.6	47.6	48.6	50.2	51.6	52.4	51.9
Retail**	13.9	21.0	21.1	21.4	21.7	21.3	20.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	2.3	2.4	2.5	2.7	2.6	2.1
Total Direct Earnings	107.9	176.0	180.8	186.8	195.3	197.4	194.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,870	4,600	4,660	4,680	4,710	4,590	4,620
Arts, Entertainment & Recreation	2,790	2,930	2,930	2,750	2,710	2,710	2,690
Retail**	760	730	710	700	700	670	680
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	160	80	80	80	70	60	50
Total Direct Employment	7,580	8,330	8,380	8,210	8,200	8,030	8,040
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	8.2	11.9	12.5	13.3	14.1	14.2	12.8
State Tax Receipts	14.5	23.1	24.4	25.0	25.5	25.7	26.8
Total Direct Tax Receipts	22.7	34.9	36.9	38.3	39.6	39.9	39.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Shasta County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	214.3	312.8	331.3	345.9	355.6	367.3	332.9
Other Travel*	4.7	6.3	6.5	8.4	8.9	7.7	8.6
Total Direct Spending	219.0	319.1	337.8	354.2	364.5	375.0	341.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	89.4	132.4	141.5	148.9	153.6	157.6	140.4
Private Campground	16.1	27.5	28.5	29.1	29.2	30.5	27.0
Public Campground	7.4	10.3	10.8	11.1	11.1	11.7	10.3
Private Home	20.0	30.0	31.8	33.2	34.4	35.9	34.4
Vacation Home	23.8	33.1	34.8	36.4	38.1	39.1	36.9
Day Travel	57.7	79.5	83.9	87.2	89.2	92.5	83.9
Spending at Destination	214.3	312.8	331.3	345.9	355.6	367.3	332.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	44.0	63.9	67.8	71.4	74.0	74.2	67.2
Food & Beverage Services	53.7	76.7	79.9	82.3	84.8	88.0	86.5
Food Stores	11.3	17.5	17.6	17.7	18.2	19.3	18.6
Ground Tran. & Motor Fuel	24.6	47.3	57.4	64.7	69.4	76.2	53.7
Arts, Entertainment & Recreation	32.9	46.2	46.7	47.4	47.5	47.8	45.4
Retail Sales	46.7	60.3	60.8	61.4	60.7	60.5	58.3
Air Transportation (visitor only)	1.1	0.9	1.1	1.0	1.0	1.2	3.1
Spending at Destination	214.3	312.8	331.3	345.9	355.6	367.3	332.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	38.5	60.3	62.3	65.0	67.9	70.0	67.9
Arts, Entertainment & Recreation	15.7	22.1	22.5	23.5	24.3	25.2	23.7
Retail**	9.0	12.8	12.8	13.1	13.4	13.3	12.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	1.5	1.3	1.4	1.3	1.3	1.4	1.4
Other Travel*	3.0	4.2	3.9	4.9	5.2	4.5	2.3
Total Direct Earnings	67.8	100.7	102.9	107.8	112.1	114.4	107.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,560	2,890	2,940	2,910	2,930	2,890	2,790
Arts, Entertainment & Recreation	1,070	1,130	1,140	1,180	1,130	1,180	1,080
Retail**	500	490	480	490	480	470	440
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	50	30	30	30	30	30	30
Other Travel*	110	100	100	110	110	100	60
Total Direct Employment	4,300	4,640	4,690	4,720	4,680	4,670	4,410
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	3.9	5.5	5.8	6.1	6.3	6.4	5.7
State Tax Receipts	8.9	12.9	13.6	14.0	14.3	14.5	14.6
Total Direct Tax Receipts	12.8	18.4	19.3	20.1	20.6	20.9	20.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Sierra County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	9.2	16.8	16.7	17.3	18.2	18.5	17.3
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	9.2	16.8	16.7	17.3	18.2	18.5	17.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	3.4	8.4	8.1	8.6	9.5	9.6	8.8
Private Campground	0.6	1.3	1.3	1.3	1.3	1.4	1.3
Public Campground	0.8	1.1	1.1	1.1	1.1	1.2	1.1
Private Home	1.1	1.4	1.5	1.5	1.5	1.5	1.4
Vacation Home	2.2	2.8	2.9	2.9	2.9	3.0	2.9
Day Travel	1.1	1.8	1.8	1.8	1.9	1.9	1.8
Spending at Destination	9.2	16.8	16.7	17.3	18.2	18.5	17.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	2.2	4.4	4.3	4.6	5.0	5.0	4.5
Food & Beverage Services	2.6	4.8	4.8	4.9	5.2	5.4	5.3
Food Stores	0.6	1.1	1.0	1.0	1.1	1.1	1.1
Ground Tran. & Motor Fuel	0.4	0.7	0.9	1.0	1.1	1.2	0.8
Arts, Entertainment & Recreation	1.6	3.0	2.8	2.9	3.0	3.0	2.8
Retail Sales	1.8	2.9	2.8	2.8	2.8	2.8	2.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	9.2	16.8	16.7	17.3	18.2	18.5	17.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	1.4	3.1	3.0	3.1	3.4	3.5	3.4
Arts, Entertainment & Recreation	0.4	0.7	0.7	0.8	0.8	0.8	0.8
Retail**	0.3	0.5	0.5	0.5	0.5	0.5	0.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	2.2	4.3	4.2	4.4	4.7	4.8	4.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	120	220	190	210	220	220	210
Arts, Entertainment & Recreation	20	30	30	30	30	30	30
Retail**	20	20	20	20	20	20	20
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	170	270	240	260	280	270	270
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.1	0.3	0.3	0.3	0.4	0.4	0.3
State Tax Receipts	0.3	0.5	0.5	0.5	0.5	0.5	0.5
Total Direct Tax Receipts	0.4	0.8	0.8	0.8	0.9	0.9	0.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.



**Siskiyou County**  
**Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	95.8	150.2	155.8	165.2	170.1	174.4	161.3
Other Travel*	0.6	1.1	1.2	1.5	1.6	1.6	0.0
Total Direct Spending	96.5	151.3	157.0	166.7	171.7	176.0	161.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	36.4	67.8	70.2	76.9	80.2	81.6	73.1
Private Campground	11.4	16.9	17.4	17.5	17.5	18.1	16.5
Public Campground	1.7	2.3	2.4	2.4	2.4	2.5	2.3
Private Home	14.7	19.3	20.2	20.9	21.4	22.3	21.8
Vacation Home	17.1	23.6	24.6	25.6	26.3	27.0	26.1
Day Travel	14.5	20.3	20.9	21.8	22.2	22.8	21.5
Spending at Destination	95.8	150.2	155.8	165.2	170.1	174.4	161.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	20.4	34.2	35.7	38.7	40.4	40.4	36.7
Food & Beverage Services	27.0	42.0	43.3	45.6	47.3	49.0	48.4
Food Stores	5.5	8.5	8.5	8.6	8.8	9.4	9.1
Ground Tran. & Motor Fuel	7.1	13.8	16.7	18.7	20.1	22.0	15.6
Arts, Entertainment & Recreation	17.1	26.1	26.1	27.1	27.4	27.5	26.3
Retail Sales	18.6	25.6	25.6	26.3	26.2	26.1	25.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	95.8	150.2	155.8	165.2	170.1	174.4	161.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	22.5	39.5	40.3	43.2	45.4	46.7	45.4
Arts, Entertainment & Recreation	5.0	7.7	7.7	8.3	8.6	8.9	8.4
Retail**	3.8	5.6	5.6	5.8	5.9	5.9	5.5
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.6	0.6	0.8	0.8	0.8	0.0
Total Direct Earnings	31.7	53.5	54.4	58.2	60.9	62.5	59.5
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,280	1,690	1,720	1,720	1,690	1,670	1,580
Arts, Entertainment & Recreation	580	610	610	670	680	650	620
Retail**	250	260	250	250	260	240	220
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	20	20	20	20	20	0
Total Direct Employment	2,130	2,570	2,610	2,670	2,640	2,580	2,420
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.5	2.6	2.7	3.0	3.1	3.2	2.9
State Tax Receipts	3.6	5.6	5.8	6.1	6.2	6.4	6.5
Total Direct Tax Receipts	5.0	8.2	8.5	9.1	9.4	9.5	9.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Solano County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	318.4	505.6	529.4	552.8	587.3	597.2	515.7
Other Travel*	1.5	1.4	1.5	1.3	1.1	1.1	1.3
Total Direct Spending	319.8	507.0	530.9	554.1	588.4	598.2	516.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	73.5	129.2	129.0	136.3	158.1	153.4	128.2
Private Campground	23.2	42.2	44.9	46.4	46.2	47.4	36.8
Public Campground	0.4	0.6	0.6	0.6	0.6	0.6	0.5
Private Home	80.2	125.3	135.8	142.3	146.1	154.2	137.4
Vacation Home	5.4	7.7	8.5	8.9	9.2	9.7	8.8
Day Travel	135.7	200.7	210.6	218.2	227.1	231.7	203.9
Spending at Destination	318.4	505.6	529.4	552.8	587.3	597.2	515.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	26.7	42.7	41.8	44.7	51.6	49.8	40.3
Food & Beverage Services	76.6	119.7	122.8	125.8	134.7	135.8	130.2
Food Stores	14.7	24.6	24.8	24.8	26.1	27.1	24.9
Ground Tran. & Motor Fuel	55.5	107.3	129.7	145.9	156.3	171.5	121.9
Arts, Entertainment & Recreation	66.7	101.5	100.9	101.8	106.0	103.7	96.2
Retail Sales	78.2	109.8	109.4	109.8	112.6	109.1	102.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	318.4	505.6	529.4	552.8	587.3	597.2	515.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	43.3	75.5	76.0	79.0	87.3	87.3	81.2
Arts, Entertainment & Recreation	27.5	41.8	42.0	43.6	46.8	47.2	43.3
Retail**	13.8	20.7	20.6	21.0	22.0	21.4	19.4
Auto Rental & Ground Tran.	0.5	1.1	1.2	1.2	1.2	1.3	1.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	0.7	0.8	0.7	0.6	0.5	0.7
Total Direct Earnings	85.9	139.9	140.5	145.6	157.9	157.7	145.8
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,010	3,450	3,410	3,450	3,700	3,600	3,350
Arts, Entertainment & Recreation	2,830	2,530	2,570	2,470	2,560	2,640	2,710
Retail**	770	780	780	790	820	790	720
Auto Rental & Ground Tran.	20	40	40	40	40	40	40
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	50	30	30	30	30	30	20
Total Direct Employment	6,690	6,830	6,840	6,780	7,140	7,100	6,840
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.1	6.3	6.3	6.7	7.5	7.4	6.2
State Tax Receipts	15.0	23.1	24.2	24.9	26.0	26.0	25.3
Total Direct Tax Receipts	19.1	29.4	30.5	31.6	33.5	33.4	31.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Sonoma County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	653.9	1,072.2	1,144.2	1,234.1	1,298.6	1,338.4	1,237.7
Other Travel*	14.6	10.8	3.9	5.5	6.6	4.6	8.6
Total Direct Spending	668.6	1,083.0	1,148.1	1,239.6	1,305.2	1,343.0	1,246.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	232.3	453.6	494.9	556.0	599.1	613.5	554.3
Private Campground	21.2	30.3	31.4	31.6	31.5	32.6	27.7
Public Campground	10.9	14.9	15.6	15.7	15.6	16.3	13.6
Private Home	84.6	128.5	135.2	138.9	143.0	149.4	144.7
Vacation Home	68.8	97.3	103.0	106.5	110.0	114.3	106.8
Day Travel	236.1	347.7	364.2	385.3	399.3	412.3	390.6
Spending at Destination	653.9	1,072.2	1,144.2	1,234.1	1,298.6	1,338.4	1,237.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	92.9	176.0	196.6	220.5	239.6	239.0	207.5
Food & Beverage Services	161.8	260.9	274.5	294.5	312.5	326.6	330.2
Food Stores	24.2	39.3	40.0	41.2	43.5	46.3	44.9
Ground Tran. & Motor Fuel	71.8	139.5	167.9	188.4	201.5	220.9	158.4
Arts, Entertainment & Recreation	140.5	221.4	225.6	238.2	245.8	249.1	243.4
Retail Sales	162.8	235.1	239.5	251.3	255.8	256.5	253.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	653.9	1,072.2	1,144.2	1,234.1	1,298.6	1,338.4	1,237.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	98.4	183.8	194.3	212.6	230.9	238.7	233.5
Arts, Entertainment & Recreation	71.7	113.0	116.3	126.5	134.4	140.3	135.7
Retail**	26.5	39.9	40.3	42.7	44.6	44.3	41.7
Auto Rental & Ground Tran.	1.3	3.0	3.1	3.2	3.3	3.4	3.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	8.1	2.0	2.8	3.4	2.4	4.4
Total Direct Earnings	207.3	347.9	356.1	387.8	416.6	429.1	418.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	6,260	7,690	7,840	8,270	8,520	8,720	8,630
Arts, Entertainment & Recreation	6,300	6,200	6,070	6,000	6,620	6,650	6,450
Retail**	1,430	1,420	1,390	1,450	1,480	1,440	1,380
Auto Rental & Ground Tran.	70	100	100	100	100	100	100
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	370	180	60	70	80	50	80
Total Direct Employment	14,430	15,590	15,460	15,900	16,800	16,970	16,640
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	10.7	19.8	23.0	26.2	28.2	28.9	25.5
State Tax Receipts	27.6	43.7	46.2	49.1	51.2	52.4	54.0
Total Direct Tax Receipts	38.3	63.5	69.2	75.3	79.4	81.2	79.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Stanislaus County**  
**Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	224.2	371.2	403.3	424.6	429.4	443.1	381.4
Other Travel*	5.6	4.6	4.5	5.4	5.2	5.0	6.9
Total Direct Spending	229.9	375.7	407.7	430.0	434.7	448.1	388.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	72.1	127.4	138.7	143.9	137.5	136.5	109.6
Private Campground	8.6	13.4	14.2	14.6	15.0	15.7	12.2
Public Campground	3.7	5.6	6.0	6.2	6.4	6.7	5.1
Private Home	59.0	99.0	107.5	114.8	121.4	128.6	118.4
Vacation Home	4.1	6.1	6.6	7.0	7.4	7.6	7.1
Day Travel	76.8	119.6	130.3	138.1	141.8	148.0	129.1
Spending at Destination	224.2	371.2	403.3	424.6	429.4	443.1	381.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	24.1	41.0	43.4	44.9	43.2	41.9	34.9
Food & Beverage Services	53.7	85.5	90.3	93.0	93.0	94.6	93.0
Food Stores	9.9	16.6	16.9	17.2	17.6	18.5	17.7
Ground Tran. & Motor Fuel	53.8	104.2	125.7	141.2	151.2	165.8	118.3
Arts, Entertainment & Recreation	32.4	50.8	52.0	52.7	51.2	50.5	47.9
Retail Sales	50.4	72.5	74.1	75.0	72.6	71.2	68.9
Air Transportation (visitor only)	0.0	0.5	0.8	0.5	0.5	0.5	0.7
Spending at Destination	224.2	371.2	403.3	424.6	429.4	443.1	381.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	31.2	55.5	57.9	60.0	60.3	61.0	58.0
Arts, Entertainment & Recreation	15.4	24.2	25.0	26.1	26.1	26.5	24.9
Retail**	10.2	15.6	15.7	16.2	16.3	16.1	15.0
Auto Rental & Ground Tran.	0.7	1.6	1.7	1.7	1.8	1.8	1.8
Air Transportation (visitor only)	0.0	0.8	1.0	0.6	0.6	0.6	0.5
Other Travel*	3.7	3.1	2.7	3.3	3.2	3.0	3.0
Total Direct Earnings	61.2	100.8	104.0	108.0	108.3	109.0	103.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,120	2,790	2,890	2,910	2,820	2,710	2,550
Arts, Entertainment & Recreation	1,420	1,720	1,610	1,650	1,590	1,530	1,400
Retail**	570	630	620	640	630	620	590
Auto Rental & Ground Tran.	30	50	50	50	50	50	50
Air Transportation (visitor only)	0	20	20	10	10	10	10
Other Travel*	170	90	90	100	90	80	80
Total Direct Employment	4,320	5,300	5,290	5,360	5,190	5,000	4,680
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	3.2	5.8	6.1	6.4	6.3	5.7	4.8
State Tax Receipts	11.5	17.9	19.2	19.9	20.0	20.1	19.6
Total Direct Tax Receipts	14.8	23.8	25.3	26.2	26.2	25.8	24.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Sutter County**  
**Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	42.5	61.6	65.0	67.7	71.3	74.6	63.0
Other Travel*	1.3	1.9	1.5	2.0	2.1	2.1	2.2
Total Direct Spending	43.8	63.6	66.5	69.7	73.4	76.7	65.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	12.0	13.9	14.2	14.7	16.5	17.2	12.6
Private Campground	6.9	12.2	12.7	12.9	12.9	13.8	10.3
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	8.9	14.5	15.7	16.7	17.5	18.2	17.8
Vacation Home	0.9	1.3	1.5	1.5	1.6	1.7	1.6
Day Travel	13.9	19.7	20.9	21.8	22.7	23.7	20.8
Spending at Destination	42.5	61.6	65.0	67.7	71.3	74.6	63.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	5.6	7.3	7.5	7.8	8.5	8.8	6.6
Food & Beverage Services	11.6	16.4	17.1	17.6	18.7	19.6	18.0
Food Stores	2.7	4.5	4.5	4.6	4.8	5.2	4.5
Ground Tran. & Motor Fuel	5.3	10.1	12.3	13.8	14.8	16.3	11.5
Arts, Entertainment & Recreation	6.8	9.3	9.4	9.6	9.9	10.1	9.0
Retail Sales	10.7	13.9	14.1	14.3	14.5	14.7	13.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	42.5	61.6	65.0	67.7	71.3	74.6	63.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	7.1	10.7	11.0	11.5	12.4	13.0	11.4
Arts, Entertainment & Recreation	3.2	4.4	4.5	4.7	5.0	5.3	4.6
Retail**	2.1	3.1	3.1	3.2	3.3	3.3	2.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	1.2	0.8	1.0	1.1	1.1	1.1
Total Direct Earnings	13.2	19.4	19.5	20.4	21.9	22.7	20.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	510	560	570	570	600	600	510
Arts, Entertainment & Recreation	400	420	430	430	460	440	380
Retail**	130	130	130	130	130	130	110
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	40	30	20	20	20	20	20
Total Direct Employment	1,080	1,140	1,140	1,160	1,220	1,190	1,020
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.5	0.8	0.8	0.8	0.9	0.9	0.7
State Tax Receipts	1.9	2.8	2.9	3.0	3.2	3.2	3.1
Total Direct Tax Receipts	2.4	3.6	3.7	3.9	4.1	4.2	3.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Tehama County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	63.8	101.7	110.3	115.1	119.2	120.7	105.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	63.8	101.7	110.3	115.1	119.2	120.7	105.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	16.4	29.7	33.5	34.7	36.1	34.4	26.7
Private Campground	6.8	12.9	13.4	13.7	13.8	14.0	10.7
Public Campground	1.1	1.6	1.7	1.7	1.7	1.8	1.4
Private Home	18.6	27.5	29.5	31.2	32.6	34.6	33.0
Vacation Home	10.0	14.1	15.0	15.8	16.5	17.2	16.4
Day Travel	10.9	16.0	17.1	17.9	18.4	18.8	16.8
Spending at Destination	63.8	101.7	110.3	115.1	119.2	120.7	105.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	9.6	16.3	17.5	18.1	19.0	18.4	15.2
Food & Beverage Services	17.3	26.7	28.7	29.6	30.6	30.8	29.5
Food Stores	4.0	6.7	6.8	6.9	7.1	7.4	6.9
Ground Tran. & Motor Fuel	9.4	18.2	22.0	24.8	26.6	29.3	20.6
Arts, Entertainment & Recreation	10.9	16.5	17.2	17.5	17.6	17.2	16.0
Retail Sales	12.5	17.4	18.1	18.3	18.2	17.7	16.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	63.8	101.7	110.3	115.1	119.2	120.7	105.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	10.7	18.9	20.2	20.9	22.0	21.9	20.2
Arts, Entertainment & Recreation	4.7	7.0	7.4	7.7	8.0	8.1	7.4
Retail**	2.6	4.0	4.0	4.1	4.3	4.2	3.8
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	18.0	29.9	31.6	32.8	34.3	34.1	31.5
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	800	980	1,020	980	990	940	880
Arts, Entertainment & Recreation	430	460	460	520	380	400	350
Retail**	160	170	170	170	160	160	140
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	1,390	1,610	1,650	1,680	1,530	1,490	1,380
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.8	1.4	1.5	1.6	1.6	1.6	1.3
State Tax Receipts	2.8	4.3	4.6	4.8	4.9	4.9	4.8
Total Direct Tax Receipts	3.6	5.7	6.1	6.3	6.5	6.5	6.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Trinity County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	30.4	46.4	47.2	47.5	47.8	49.9	46.2
Other Travel*	0.2	0.4	0.4	0.5	0.6	0.6	0.0
Total Direct Spending	30.7	46.8	47.6	48.1	48.4	50.5	46.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	5.4	11.8	11.8	11.2	10.8	11.3	9.8
Private Campground	6.2	9.6	9.7	9.8	9.8	10.3	9.2
Public Campground	3.7	4.9	5.0	5.0	5.0	5.3	4.8
Private Home	4.2	5.3	5.5	5.8	6.0	6.3	6.3
Vacation Home	7.5	9.9	10.2	10.8	11.3	11.6	11.3
Day Travel	3.6	4.9	4.9	4.9	4.9	5.1	4.9
Spending at Destination	30.4	46.4	47.2	47.5	47.8	49.9	46.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	6.4	10.3	10.6	10.7	10.9	11.1	9.8
Food & Beverage Services	8.5	13.0	13.3	13.4	13.5	14.3	14.0
Food Stores	3.1	4.8	4.8	4.7	4.8	5.2	4.9
Ground Tran. & Motor Fuel	1.1	2.1	2.6	2.9	3.1	3.4	2.4
Arts, Entertainment & Recreation	5.1	7.6	7.6	7.5	7.4	7.6	7.2
Retail Sales	6.2	8.5	8.4	8.3	8.1	8.2	7.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	30.4	46.4	47.2	47.5	47.8	49.9	46.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	6.2	10.9	11.0	11.1	11.4	11.9	11.3
Arts, Entertainment & Recreation	2.2	3.3	3.3	3.4	3.4	3.6	3.4
Retail**	1.5	2.3	2.2	2.2	2.3	2.3	2.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.3	0.3	0.3	0.0
Total Direct Earnings	10.0	16.7	16.8	17.0	17.3	18.1	16.8
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	440	560	600	600	550	590	560
Arts, Entertainment & Recreation	140	260	250	240	240	260	240
Retail**	110	120	120	120	110	110	100
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	0
Total Direct Employment	690	940	980	960	910	970	890
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.3	0.4	0.4	0.3	0.3	0.4	0.3
State Tax Receipts	0.8	1.3	1.3	1.4	1.4	1.4	1.4
Total Direct Tax Receipts	1.1	1.7	1.7	1.7	1.7	1.8	1.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Tulare County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	184.7	306.7	330.5	350.3	365.3	383.5	339.3
Other Travel*	8.8	9.1	9.6	11.5	11.5	10.7	1.7
Total Direct Spending	193.4	315.9	340.2	361.7	376.8	394.2	341.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	69.9	127.7	140.6	150.6	158.3	164.6	138.0
Private Campground	12.1	25.8	26.8	27.3	27.4	29.6	25.2
Public Campground	12.1	16.8	17.6	18.0	18.1	19.7	16.5
Private Home	44.9	69.0	73.6	78.4	82.3	86.7	83.6
Vacation Home	15.2	21.2	22.4	23.8	25.2	26.2	24.7
Day Travel	30.5	46.2	49.6	52.3	54.0	56.7	51.3
Spending at Destination	184.7	306.7	330.5	350.3	365.3	383.5	339.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	32.4	55.9	59.9	65.5	70.0	72.7	63.7
Food & Beverage Services	46.0	74.7	79.4	82.7	86.0	90.4	88.4
Food Stores	11.6	19.6	19.9	20.1	20.9	22.7	21.7
Ground Tran. & Motor Fuel	29.1	56.3	68.0	76.4	81.9	89.9	63.9
Arts, Entertainment & Recreation	26.7	42.7	44.0	45.2	45.8	46.6	44.0
Retail Sales	38.8	56.4	58.0	59.2	59.2	59.9	57.7
Air Transportation (visitor only)	0.0	1.1	1.3	1.0	1.5	1.3	0.0
Spending at Destination	184.7	306.7	330.5	350.3	365.3	383.5	339.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	33.1	60.1	63.2	67.3	71.6	75.4	72.0
Arts, Entertainment & Recreation	11.8	18.8	19.6	20.7	21.6	22.6	21.1
Retail**	8.2	12.8	13.0	13.4	13.8	13.9	13.0
Auto Rental & Ground Tran.	0.3	0.6	0.7	0.7	0.7	0.7	0.7
Air Transportation (visitor only)	0.0	1.7	1.6	1.3	1.8	1.6	2.3
Other Travel*	5.8	5.7	5.5	6.7	6.5	6.1	2.5
Total Direct Earnings	59.1	99.8	103.6	110.0	116.0	120.4	111.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,440	2,780	2,850	2,860	2,970	3,010	2,880
Arts, Entertainment & Recreation	1,290	1,310	1,420	1,460	1,350	1,290	1,230
Retail**	550	540	530	540	540	530	480
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	30	30	20	30	30	40
Other Travel*	190	130	130	150	140	130	60
Total Direct Employment	4,480	4,810	4,980	5,050	5,050	5,010	4,710
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.9	5.3	5.7	6.2	6.6	6.9	6.0
State Tax Receipts	8.3	13.1	14.1	14.6	15.1	15.5	15.3
Total Direct Tax Receipts	11.2	18.4	19.7	20.8	21.7	22.4	21.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.



**Tuolumne County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	100.1	147.4	153.2	157.0	163.6	172.2	161.3
Other Travel*	0.2	0.6	0.7	0.9	0.7	0.7	0.7
Total Direct Spending	100.3	148.0	153.9	157.8	164.3	172.9	162.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	32.5	54.0	55.9	56.8	61.5	65.8	59.8
Private Campground	10.4	14.5	15.0	15.2	15.2	17.2	15.8
Public Campground	1.2	1.6	1.7	1.7	1.7	2.0	1.8
Private Home	16.7	24.2	25.4	26.3	26.8	27.6	26.6
Vacation Home	27.1	36.6	38.2	39.6	40.6	41.3	39.7
Day Travel	12.2	16.5	17.0	17.3	17.7	18.5	17.6
Spending at Destination	100.1	147.4	153.2	157.0	163.6	172.2	161.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	22.3	33.5	35.4	37.6	40.1	42.6	39.2
Food & Beverage Services	27.9	40.8	42.0	42.0	44.0	46.5	46.8
Food Stores	5.5	8.3	8.3	8.3	8.5	9.4	9.2
Ground Tran. & Motor Fuel	7.0	13.5	16.3	18.4	19.7	21.7	15.3
Arts, Entertainment & Recreation	18.0	25.8	25.8	25.5	25.9	26.5	25.8
Retail Sales	19.4	25.5	25.5	25.1	25.2	25.5	25.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	100.1	147.4	153.2	157.0	163.6	172.2	161.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	21.2	34.5	35.4	36.4	38.9	41.5	41.0
Arts, Entertainment & Recreation	5.7	8.1	8.2	8.4	8.8	9.2	8.9
Retail**	3.6	5.1	5.1	5.1	5.3	5.3	5.0
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.3	0.3	0.4	0.4	0.4	0.4
Total Direct Earnings	30.6	48.1	49.0	50.3	53.3	56.4	55.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,410	1,640	1,630	1,620	1,590	1,610	1,580
Arts, Entertainment & Recreation	460	510	520	530	550	520	470
Retail**	220	210	200	200	210	210	190
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	10	10	10	10	10	10
Total Direct Employment	2,110	2,370	2,360	2,360	2,360	2,350	2,250
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.4	2.1	2.3	2.4	2.6	2.8	2.6
State Tax Receipts	3.7	5.5	5.7	5.7	5.9	6.2	6.4
Total Direct Tax Receipts	5.1	7.5	8.0	8.2	8.5	9.0	9.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Ventura County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	716	1,103	1,210	1,269	1,306	1,345	1,191
Other Travel*	9	10	10	14	14	14	17
Total Direct Spending	725	1,113	1,221	1,283	1,320	1,359	1,208
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	255	422	489	521	537	546	452
Private Campground	5	8	8	8	8	9	7
Public Campground	24	50	52	54	54	57	44
Private Home	169	250	262	274	283	296	284
Vacation Home	31	44	46	48	50	52	49
Day Travel	232	331	354	365	373	386	355
Spending at Destination	716	1,103	1,210	1,269	1,306	1,345	1,191
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	89	150	172	194	204	203	165
Food & Beverage Services	193	288	312	319	328	340	333
Food Stores	26	43	44	44	45	48	45
Ground Tran. & Motor Fuel	99	192	232	261	279	307	219
Arts, Entertainment & Recreation	112	164	172	174	174	174	165
Retail Sales	197	266	277	278	275	273	263
Air Transportation (visitor only)	0	0	0	0	0	0	1
Spending at Destination	716	1,103	1,210	1,269	1,306	1,345	1,191
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	102	173	188	198	208	214	202
Arts, Entertainment & Recreation	50	74	78	81	83	86	81
Retail**	32	46	48	49	50	49	45
Auto Rental & Ground Tran.	1	2	2	2	2	2	2
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	5	5	5	7	7	7	8
Total Direct Earnings	189	300	321	337	351	359	338
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	6.8	8.2	8.3	8.3	8.6	8.6	8.2
Arts, Entertainment & Recreation	3.3	4.0	4.1	3.9	3.8	3.9	3.6
Retail**	1.8	1.7	1.8	1.8	1.8	1.8	1.7
Auto Rental & Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Employment	12.2	14.2	14.4	14.3	14.5	14.5	13.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	12	18	21	23	24	24	20
State Tax Receipts	33	50	54	56	57	57	58
Total Direct Tax Receipts	45	68	75	78	80	81	78

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## Yolo County Travel Impacts, 1992-2009

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	133.6	230.2	248.6	258.6	269.7	283.0	251.5
Other Travel*	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	136.7	230.2	248.6	258.6	269.7	283.0	251.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	50.3	95.0	102.2	105.2	109.3	113.9	98.5
Private Campground	6.8	13.2	14.1	14.7	14.8	15.7	12.5
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	30.7	49.0	53.2	56.2	59.4	62.6	58.8
Vacation Home	1.9	2.9	3.1	3.3	3.5	3.7	3.4
Day Travel	43.9	70.0	75.9	79.2	82.7	87.1	78.3
Spending at Destination	133.6	230.2	248.6	258.6	269.7	283.0	251.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	15.6	28.1	29.2	30.5	31.5	32.0	27.3
Food & Beverage Services	32.8	55.8	59.1	59.7	62.7	65.8	66.5
Food Stores	4.6	8.3	8.5	8.5	9.0	9.6	9.3
Ground Tran. & Motor Fuel	28.6	55.1	66.8	75.2	80.7	88.7	62.6
Arts, Entertainment & Recreation	24.3	40.6	41.6	41.5	42.4	43.2	42.3
Retail Sales	27.7	42.2	43.3	43.1	43.5	43.8	43.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	133.6	230.2	248.6	258.6	269.7	283.0	251.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	18.0	34.2	35.5	36.4	38.5	40.2	39.4
Arts, Entertainment & Recreation	10.6	17.7	18.3	18.8	19.8	20.8	20.1
Retail**	5.4	8.5	8.6	8.7	9.1	9.1	8.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	35.6	60.6	62.6	64.1	67.6	70.2	68.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,470	1,880	1,890	1,940	1,950	1,920	1,910
Arts, Entertainment & Recreation	1,010	1,080	1,270	1,250	1,260	1,310	1,250
Retail**	270	300	300	270	290	290	270
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	90	0	0	0	0	0	0
Total Direct Employment	2,830	3,270	3,460	3,470	3,500	3,510	3,430
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.0	3.3	3.4	3.8	3.9	4.1	3.6
State Tax Receipts	6.5	10.5	11.2	11.5	11.9	12.1	12.2
Total Direct Tax Receipts	8.5	13.8	14.7	15.2	15.8	16.3	15.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

**Yuba County  
Travel Impacts, 1992-2009**

	1992	2004	2005	2006	2007	2008	2009
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	41.0	71.2	75.1	77.8	80.3	84.3	72.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	41.0	71.2	75.1	77.8	80.3	84.3	72.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4.7	7.0	7.4	7.6	8.6	8.8	7.0
Private Campground	19.1	39.2	40.6	41.3	41.5	43.9	35.6
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	7.8	10.6	11.8	12.7	13.5	14.2	13.8
Vacation Home	2.2	3.2	3.5	3.8	4.0	4.2	4.0
Day Travel	7.1	11.3	11.9	12.4	12.6	13.2	11.6
Spending at Destination	41.0	71.2	75.1	77.8	80.3	84.3	72.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	6.1	10.9	11.3	11.6	12.2	12.4	10.2
Food & Beverage Services	10.4	17.8	18.5	18.9	19.5	20.6	19.2
Food Stores	4.4	8.8	8.8	8.8	8.9	9.7	8.5
Ground Tran. & Motor Fuel	6.1	11.7	14.2	16.0	17.2	18.9	13.3
Arts, Entertainment & Recreation	5.3	8.7	8.8	8.9	9.0	9.2	8.3
Retail Sales	8.7	13.3	13.5	13.6	13.4	13.6	12.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	41.0	71.2	75.1	77.8	80.3	84.3	72.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	5.7	10.8	11.2	11.5	12.1	12.6	11.3
Arts, Entertainment & Recreation	2.2	3.6	3.7	3.8	4.0	4.2	3.8
Retail**	2.0	3.6	3.6	3.7	3.7	3.8	3.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	9.9	18.0	18.5	19.1	19.8	20.6	18.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	550	700	690	690	680	660	600
Arts, Entertainment & Recreation	230	220	240	240	240	260	240
Retail**	140	160	160	160	150	140	120
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	920	1,070	1,080	1,090	1,070	1,060	960
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.8	0.8	0.9	0.9	1.0	0.8
State Tax Receipts	1.9	3.1	3.3	3.4	3.5	3.6	3.4
Total Direct Tax Receipts	2.2	3.9	4.1	4.3	4.4	4.6	4.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## VI. TRANSIENT OCCUPANCY TAX RECEIPTS

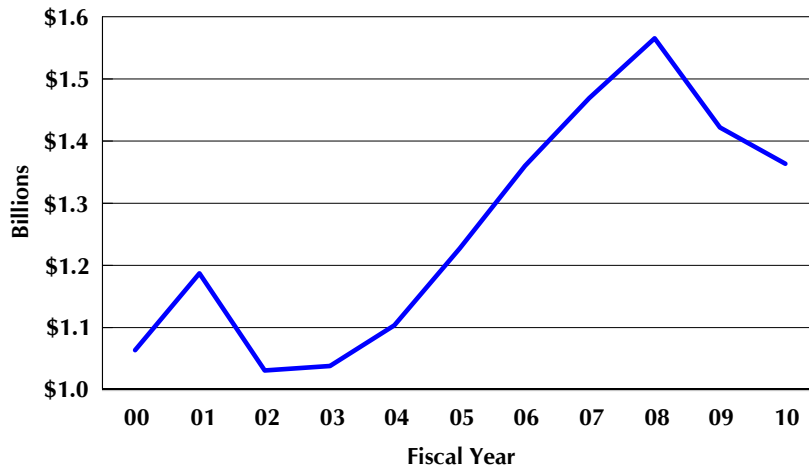
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating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

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

The tax collections and tax rates compiled by Dean Runyan Associates, Inc. in this section were reported by the California State Controller's Office, various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. Some jurisdictions also have variable tax rates for different properties or districts. Finally, transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees. Users of this information may therefore wish to contact specific jurisdictions to verify this data depending on the purpose of any analysis.

The information provided in this report is also available on the Dean Runyan Associates website ([www.deanrunyan.com](http://www.deanrunyan.com)). The website report will be periodically updated with more current information, as well as revisions and corrections. ***Those with more current information or corrections are encouraged to notify Dean Runyan Associates, Inc.***

California Transient Occupancy Tax Receipts



## California Transient Occupancy Tax by County

Fiscal Year  
Amounts in \$000

	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Alameda	10.8%	28,509	35,257	28,505	26,689	25,840	28,045	30,964	34,531	36,425	31,801	29,386
Alpine	10.0%	486	548	547	549	592	623	615	632	635	521	517
Amador	8.5%	365	471	511	549	597	628	678	703	657	603	618
Butte	9.7%	1,543	1,690	1,796	1,785	1,910	2,042	2,289	2,467	2,603	2,507	2,318
Calaveras	8.3%	491	542	601	691	983	1,051	1,113	1,176	1,223	1,117	1,121
Colusa	9.9%	260	294	281	290	399	394	405	360	439	430	381
Contra Costa	9.3%	10,614	11,940	10,371	9,633	9,372	9,996	10,896	11,918	12,717	10,526	8,904
Del Norte	9.4%	636	699	745	828	877	985	1,066	1,192	1,208	1,201	1,212
El Dorado	10.0%	9,917	10,087	9,869	10,594	11,102	11,501	12,274	12,144	12,048	10,206	10,336
Fresno	11.5%	6,857	7,808	7,913	8,424	9,110	9,474	10,705	11,620	11,586	10,904	9,816
Glenn	9.7%	264	293	357	356	393	418	434	435	389	384	469
Humboldt	9.9%	2,813	2,987	3,091	3,219	3,511	3,558	3,688	4,118	4,391	4,403	4,312
Imperial	9.6%	1,370	1,380	1,322	1,314	1,483	1,687	1,800	1,956	2,108	1,816	1,740
Inyo	12.0%	2,237	2,268	2,307	2,325	2,536	2,679	3,235	3,505	4,103	4,127	4,206
Kern	10.2%	7,409	7,785	8,144	8,284	8,189	9,218	10,321	11,265	11,110	10,778	10,538
Kings	8.2%	529	600	725	725	704	741	788	760	1,009	763	494
Lake	9.1%	855	1,039	1,027	1,061	1,049	1,169	1,226	1,335	1,312	1,101	946
Lassen	10.0%	329	383	397	414	405	502	519	589	575	469	424
Los Angeles	12.6%	224,057	247,844	218,316	220,056	238,740	287,896	310,245	330,409	356,189	320,156	295,795
Madera	9.1%	1,486	1,606	1,672	1,745	1,841	1,978	2,203	1,989	2,320	2,304	2,407
Marin	10.3%	6,836	7,390	6,295	5,953	5,885	6,202	6,855	7,777	8,296	7,580	6,317
Mariposa	10.0%	6,141	6,808	7,248	7,459	7,831	8,296	8,737	9,310	10,313	9,679	11,406
Mendocino	10.0%	5,138	5,744	5,764	5,488	5,505	5,579	5,823	6,111	6,368	5,976	5,566
Merced	9.9%	1,409	1,256	1,261	1,296	1,580	1,674	1,818	1,808	1,799	1,733	1,556
Modoc	7.6%	119	127	158	157	165	161	167	162	181	158	150
Mono	9.2%	6,096	6,624	7,310	9,544	10,455	11,761	13,253	12,148	13,204	11,773	12,783
Monterey	10.3%	38,542	40,910	37,330	36,666	37,239	39,776	42,248	44,977	45,606	41,437	39,608
Napa	12.0%	14,463	15,772	14,014	14,977	15,653	17,914	20,249	21,667	26,007	24,216	23,387
Nevada	10.0%	1,647	1,765	1,793	1,881	1,775	1,978	2,220	2,456	2,620	2,307	2,377

## California Transient Occupancy Tax by County

Fiscal Year  
Amounts in \$000

	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Orange	11.8%	97,325	116,003	112,392	116,155	133,378	144,733	165,660	180,342	185,780	166,094	154,307
Placer	9.1%	8,872	9,585	9,241	8,745	9,383	10,187	10,209	10,025	12,079	10,660	11,792
Plumas	9.0%	953	1,008	1,078	1,098	1,089	1,082	1,118	1,152	1,247	1,151	1,106
Riverside	10.4%	43,422	43,997	42,408	44,801	45,898	50,193	54,897	56,474	56,315	49,338	45,968
Sacramento	11.7%	22,346	25,351	25,012	25,191	25,441	27,226	29,288	31,466	31,826	28,148	24,589
San Benito	8.5%	284	318	326	288	265	285	259	278	278	260	222
San Bernardino	9.5%	16,430	17,539	18,704	19,141	21,272	23,611	25,721	27,698	28,289	25,201	23,556
San Diego	10.6%	125,832	140,581	128,080	138,582	142,427	155,829	175,282	187,490	199,646	174,271	161,408
San Francisco	14.0%	177,887	188,377	133,337	130,037	145,206	157,151	179,076	199,768	224,814	224,674	245,996
San Joaquin	8.2%	3,154	3,972	3,846	3,951	3,884	4,256	4,368	4,496	4,776	4,213	3,641
San Luis Obispo	9.7%	13,862	15,770	15,960	16,308	17,304	18,030	19,788	21,768	23,303	23,032	22,218
San Mateo	11.0%	38,474	43,808	28,742	24,873	26,412	29,401	34,217	37,707	42,408	37,681	36,938
Santa Barbara	10.9%	20,082	22,921	24,795	25,132	26,423	27,935	30,209	33,258	31,690	29,100	28,548
Santa Clara	10.1%	64,214	81,446	53,430	45,984	44,638	49,234	57,172	65,141	70,994	59,112	49,644
Santa Cruz	10.0%	8,581	9,645	8,016	7,374	7,948	8,532	8,911	9,944	10,453	9,298	9,241
Shasta	10.0%	3,510	3,351	3,716	4,007	4,012	4,315	4,606	4,857	4,914	4,579	4,486
Sierra	10.0%	224	240	252	239	263	247	251	290	308	300	285
Siskiyou	9.4%	1,322	1,501	1,631	1,804	1,733	1,831	1,959	2,166	2,147	2,032	1,970
Solano	9.5%	3,591	4,320	4,223	3,941	4,110	4,065	4,217	4,729	4,802	4,003	3,773
Sonoma	9.8%	11,695	13,476	13,103	13,459	13,986	15,326	17,038	19,893	20,813	19,020	18,133
Stanislaus	8.5%	2,664	3,099	3,101	3,068	3,255	3,293	3,520	3,789	3,676	3,401	2,986
Sutter	10.0%	240	374	422	531	550	564	572	635	744	648	521
Tehama	9.9%	629	628	710	824	674	890	835	937	920	765	704
Trinity	5.0%	195	193	170	183	199	204	207	190	193	193	165
Tulare	9.8%	2,896	2,817	2,985	3,096	3,362	3,591	3,939	4,239	4,573	4,435	4,010
Tuolumne	8.0%	1,082	1,150	1,181	1,313	1,327	1,349	1,514	1,591	1,787	1,889	1,669
Ventura	9.8%	10,182	11,717	11,994	11,507	11,212	12,820	15,290	16,639	17,002	15,042	13,478
Yolo	10.7%	1,686	2,223	2,078	2,113	2,324	2,520	2,815	2,934	3,093	2,852	2,622
Yuba	10.0%	48	64	58	154	253	324	284	353	371	351	289
<b>(California Values in \$Millions)</b>												
California	11.5%	1,063.1	1,187.4	1,030.7	1,036.9	1,104.0	1,227.0	1,360.1	1,469.8	1,566.7	1,422.7	1,363.4

## California Transient Occupancy Tax by Jurisdiction

Fiscal Year  
Amounts in \$000

	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>ALAMEDA COUNTY</b>												
Alameda	10.0%	536.6	987.1	721.1	642.4	694.5	812.7	934.2	991.4	1,088.3	1,178.7	1,084.9
Berkeley	12.0%	3,122.3	3,477.9	2,889.5	2,533.4	2,371.1	2,683.8	2,962.9	3,260.6	3,578.2	3,512.7	3,647.7
Dublin	8.0%	808.7	1,010.8	810.2	717.1	664.3	663.6	727.6	800.8	789.4	577.1	557.0
Emeryville	12.0%	1,405.9	2,120.9	2,533.8	2,675.0	3,023.0	3,194.0	3,235.6	3,762.3	4,247.0	3,878.0	3,298.5
Fremont	10.0%	3,341.1	4,210.6	2,195.7	1,848.0	1,803.7	2,006.5	2,323.1	2,862.2	3,208.1	2,932.4	2,812.0
Hayward	8.5%	1,366.8	1,929.2	1,481.5	1,214.6	1,142.8	1,292.0	1,362.8	1,642.1	1,564.5	1,325.5	1,140.8
Livermore	8.0%	1,084.2	1,509.2	1,228.7	1,225.5	1,134.6	1,239.1	1,469.4	1,620.7	1,728.9	1,394.9	1,310.2
Newark	10.0%	1,828.9	2,557.6	1,972.7	2,012.6	2,170.0	2,320.0	2,775.4	3,182.0	3,325.8	2,573.6	2,331.3
Oakland	13.0%	10,875.7	12,560.5	10,752.1	10,043.0	9,364.3	10,034.5	10,952.7	11,758.8	12,022.7	10,439.6	10,044.1
Pleasanton	8.0%	3,525.0	3,977.6	2,971.1	2,765.7	2,528.2	2,798.9	3,053.0	3,347.9	3,401.4	2,802.3	2,179.6
San Leandro	10.0%	80.4	91.5	390.7	622.8	593.9	605.8	599.7	620.8	662.7	584.1	538.3
Union City	10.2%	533.5	824.1	558.0	388.9	349.5	394.7	567.4	681.1	808.4	601.9	441.6
<b>ALPINE COUNTY</b>												
Unincorporated	10.0%	485.6	548.2	546.9	548.7	591.9	622.9	614.7	632.2	635.2	520.7	517.4
<b>AMADOR COUNTY</b>												
Unincorporated	6.0%	86.6	100.9	102.8	103.2	85.9	104.6	104.5	101.2	97.9	86.5	82.8
Amador	8.5%	0.0	5.2	17.6	18.3	14.6	10.7	3.3	9.2	7.2	8.6	8.5
Ione	10.0%	9.5	7.2	9.3	11.2	7.5	8.6	1.6	0.5	4.6	2.4	3.1
Jackson	10.0%	165.7	187.3	199.0	225.2	290.2	311.9	337.1	336.0	293.7	275.6	295.5
Plymouth	6.0%	41.5	63.8	79.5	73.7	76.5	72.8	79.6	79.0	81.8	74.8	74.8
Sutter Creek	10.0%	62.2	106.3	102.6	117.5	122.5	118.9	152.2	177.4	172.2	155.2	153.7
<b>BUTTE COUNTY</b>												
Unincorporated	6.0%	37.8	44.0	40.9	38.4	39.7	41.8	42.3	37.6	32.4	28.6	26.9
Chico	10.0%	1,141.1	1,247.2	1,329.6	1,309.9	1,389.7	1,449.1	1,708.5	1,895.3	2,022.4	1,952.5	1,765.0
Gridley	6.0%	19.6	26.6	25.5	26.2	25.1	23.9	27.2	24.6	26.5	24.4	25.4
Oroville	9.0%	250.1	269.1	294.9	308.8	331.8	352.4	336.5	323.7	320.1	320.0	332.6
Paradise	10.0%	94.7	102.9	104.8	101.5	123.2	174.8	174.9	186.0	201.6	181.2	168.1
<b>CALAVERAS COUNTY</b>												
Unincorporated	6.0%	252.5	279.6	292.7	311.5	335.0	350.6	374.0	402.7	393.6	327.1	344.1
Angels Camp	10.0%	238.4	262.2	308.7	379.5	647.9	700.2	739.2	772.9	829.7	789.7	776.9



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<b>COLUSA COUNTY</b>												
Colusa	8.0%	5.2	5.5	5.5	3.7	13.4	20.5	18.3	17.6	18.7	21.5	19.3
Williams	10.0%	254.3	288.4	275.5	286.5	386.0	373.7	386.6	342.4	419.8	408.7	361.6
<b>CONTRA COSTA COUNTY</b>												
Unincorporated	10.0%	1,678.4	1,847.0	1,531.2	1,417.1	1,662.7	1,745.5	1,776.6	2,008.5	2,122.1	1,768.8	1,635.7
Antioch	10.0%	376.1	468.0	450.2	383.8	281.1	307.6	329.0	371.8	360.3	241.9	113.2
Brentwood	10.0%	80.1	115.4	112.0	118.3	110.3	116.4	118.5	137.1	149.7	167.4	132.2
Concord	10.0%	1,603.3	2,002.6	1,786.9	1,711.6	1,669.7	1,610.1	1,780.6	2,047.2	2,256.6	1,751.3	1,379.7
Danville	6.5%	67.8	72.9	60.4	16.4	30.0	69.1	75.2	92.3	97.6	84.5	74.6
El Cerrito	10.0%	93.5	101.1	82.7	50.1	69.5	72.4	83.0	85.1	104.4	87.7	74.9
Lafayette	9.5%	526.9	572.0	444.7	472.0	505.1	525.7	581.1	628.6	615.4	493.8	413.8
Martinez	10.0%	305.1	357.9	362.4	421.3	252.1	278.0	296.1	359.4	366.4	293.9	269.2
Pinole	10.0%	319.1	333.2	274.5	228.6	214.4	221.2	219.5	241.4	247.6	223.3	209.8
Pittsburg	8.0%	160.2	132.9	239.2	157.7	125.5	144.9	152.2	155.9	168.7	185.1	256.2
Pleasant Hill	10.0%	888.7	970.3	896.3	881.1	1,056.0	1,108.7	1,311.8	1,293.5	1,556.0	1,356.5	1,147.2
Richmond	10.0%	834.9	1,013.6	848.7	864.6	735.1	767.3	838.0	861.0	908.3	789.5	686.7
San Pablo	12.0%	21.5	19.5	114.6	172.3	133.6	199.0	297.7	300.0	306.0	272.2	247.1
San Ramon	7.3%	1,778.5	2,266.6	1,859.6	1,595.5	1,497.7	1,710.1	1,796.1	1,998.4	2,004.3	1,566.2	1,125.1
Walnut Creek	8.5%	1,880.4	1,666.6	1,307.2	1,143.0	1,029.0	1,120.0	1,240.2	1,337.4	1,453.9	1,244.2	1,138.1
<b>DEL NORTE COUNTY</b>												
Unincorporated	8.0%	141.9	182.5	180.2	233.7	199.8	215.2	245.4	274.8	296.2	309.2	323.7
Crescent City	10.0%	493.7	516.3	564.4	594.3	677.4	769.9	820.7	917.5	912.3	891.7	888.1
<b>EL DORADO COUNTY</b>												
Unincorporated	10.0%	722.5	713.3	706.2	941.9	991.2	1,302.6	1,527.8	1,812.9	1,822.0	1,799.6	1,693.6
Placerville	10.0%	0.0	176.9	183.2	189.5	186.7	186.4	189.8	191.4	179.1	134.8	116.7
So. Lake Tahoe	10.0%	9,194.9	9,197.1	8,979.8	9,462.5	9,923.7	10,012.0	10,556.4	10,139.5	10,046.8	8,271.8	8,525.9
<b>FRESNO COUNTY</b>												
Clovis	10.0%	142.7	142.0	130.8	138.9	178.8	186.7	317.8	365.4	379.3	480.4	996.5
Coalinga	6.0%	20.7	23.6	27.8	22.4	23.4	32.0	25.1	13.8	14.4	14.1	23.3
Firebaugh	4.0%	0.7	0.6	0.6	0.0	0.0	0.0	2.5	6.2	9.0	2.5	7.7
Fresno	12.0%	6,438.7	7,423.0	7,504.7	7,992.0	8,617.5	8,963.5	10,033.1	10,856.6	10,803.1	10,089.1	8,492.6

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<b>FRESNO COUNTY</b>												
Huron	10.0%	2.1	1.4	1.8	0.6	0.0	0.0	1.2	1.2	3.7	7.5	2.7
Kingsburg	12.0%	46.9	37.3	38.0	31.7	32.1	43.2	45.3	49.1	45.6	49.5	71.3
Reedley	8.0%	54.8	31.5	41.6	63.0	51.9	49.6	56.9	50.5	55.1	38.0	34.5
Sanger	5.0%	5.9	7.2	4.5	6.3	7.7	6.8	4.3	6.6	6.3	6.5	5.8
Selma	6.0%	144.4	140.8	163.3	169.0	199.0	191.8	219.0	270.7	269.8	216.6	181.3
<b>GLENN COUNTY</b>												
Unincorporated	5.0%	4.8	8.7	9.3	10.4	8.5	5.4	3.7	3.7	3.9	4.7	13.8
Orland	10.0%	43.2	45.0	48.2	50.7	42.4	68.6	58.3	61.9	57.2	50.6	44.3
Willows	10.0%	215.6	239.4	299.1	294.9	341.7	343.6	372.2	369.0	328.1	328.4	410.6
<b>HUMBOLDT COUNTY</b>												
Unincorporated	10.0%	704.0	711.2	748.3	756.4	877.8	913.7	962.7	1,061.8	1,146.1	1,128.2	1,096.2
Arcata	10.0%	518.5	579.3	596.9	645.0	683.4	730.4	776.3	872.9	892.1	906.0	870.7
Eureka	10.0%	1,311.9	1,378.7	1,419.7	1,422.6	1,447.4	1,424.6	1,434.1	1,587.4	1,742.7	1,784.8	1,798.0
Ferndale	8.0%	60.1	72.6	66.0	81.4	80.8	55.3	68.1	71.0	73.1	82.8	75.0
Fortuna	10.0%	198.3	221.5	232.6	284.2	386.4	393.8	405.3	469.6	473.4	447.3	444.0
Rio Dell	8.0%	8.4	8.7	9.4	8.9	9.1	8.8	9.6	11.0	10.2	10.0	10.4
Trinidad	8.0%	12.3	14.8	17.6	20.7	26.3	30.9	31.6	44.7	53.8	44.3	17.4
<b>IMPERIAL COUNTY</b>												
Unincorporated	8.0%	78.2	75.1	72.6	64.0	63.9	16.1	34.6	26.7	8.0	3.2	1.3
Brawley	8.0%	168.6	166.1	185.7	189.2	157.4	182.9	194.0	224.3	234.0	285.2	252.4
Calexico	10.0%	253.3	228.0	190.1	145.2	196.9	251.0	238.1	356.2	320.1	277.1	209.8
Calipatria	10.0%	34.4	13.7	30.9	43.7	29.8	29.3	31.2	32.9	40.4	28.3	25.0
El Centro	10.0%	767.6	847.1	791.5	849.3	998.4	1,166.4	1,280.7	1,297.9	1,471.6	1,199.0	1,235.0
Holtville	4.0%	1.5	1.8	1.1	1.7	1.0	1.7	1.7	1.7	1.0	1.3	1.2
Imperial	8.0%	66.1	47.6	49.9	21.1	36.1	40.0	19.7	16.0	32.6	21.9	15.2
<b>INYO COUNTY</b>												
Unincorporated	12.0%	1,329.8	1,310.7	1,305.6	1,252.4	1,318.6	1,434.4	1,516.7	1,966.1	2,300.9	2,425.3	2,547.3
Bishop	12.0%	907.0	957.3	1,001.5	1,072.2	1,217.5	1,244.4	1,718.3	1,538.8	1,802.1	1,702.2	1,658.6

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<b>KERN COUNTY</b>												
Unincorporated	6.0%	1,511.9	1,346.7	1,551.4	1,212.1	883.8	1,278.6	1,441.6	1,612.3	1,571.3	1,564.1	1,414.1
Bakersfield	12.0%	4,910.7	5,347.8	5,493.5	5,747.8	6,069.0	6,594.8	7,456.8	7,954.2	7,749.5	7,144.7	7,144.8
California City	8.0%	4.5	7.6	10.9	8.8	10.6	4.4	3.6	6.5	4.0	4.4	1.9
Delano	10.0%	108.4	101.9	147.9	174.1	161.0	147.4	146.7	201.4	206.7	193.8	150.5
Maricopa	10.0%	0.0	12.5	23.3	23.9	12.6	17.9	28.7	20.3	21.9	22.0	24.5
McFarland	6.0%	0.5	0.7	0.9	1.0	1.0	1.2	1.0	1.2	1.0	1.0	0.8
Ridgecrest	10.0%	674.9	742.4	717.1	867.6	773.2	874.3	886.8	1,043.8	1,151.7	1,429.0	1,429.0
Taft	10.0%	43.6	55.7	52.4	47.1	29.9	28.1	20.4	34.2	31.2	34.1	29.7
Tehachapi	8.0%	143.7	161.1	136.6	191.9	235.4	257.6	318.1	370.0	352.4	346.3	250.6
Wasco	10.0%	10.7	8.1	9.9	9.9	12.9	13.6	17.4	21.0	20.6	39.1	92.2
<b>KINGS COUNTY</b>												
Unincorporated	10.0%	165.7	182.8	199.1	188.8	217.1	200.4	219.5	231.2	224.1	211.0	59.4
Avenal	6.0%	6.1	4.9	4.3	5.4	6.7	5.4	5.3	4.4	5.3	4.5	4.1
Corcoran	8.0%	27.7	27.4	30.5	31.0	32.2	39.2	32.5	35.3	36.3	34.1	37.6
Hanford	8.0%	185.8	221.4	307.0	321.0	280.1	293.1	302.6	322.3	284.3	311.4	262.5
Lemoore	8.0%	144.0	163.6	184.2	178.3	167.8	203.2	228.4	167.3	458.9	201.9	130.4
<b>LAKE COUNTY</b>												
Unincorporated	9.0%	574.9	691.5	699.1	733.8	716.0	840.0	890.9	946.4	939.2	806.2	693.7
Clearlake	9.0%	148.1	175.0	164.4	158.4	165.1	166.4	181.4	221.9	225.2	185.3	162.7
Lakeport	10.0%	132.4	172.3	163.2	168.9	167.9	162.5	154.0	166.4	147.3	109.6	89.5
<b>LASSEN COUNTY</b>												
Unincorporated	10.0%	31.7	55.3	50.2	51.9	50.4	51.2	54.1	64.9	58.1	46.4	43.3
Susanville	10.0%	297.2	327.3	346.6	362.5	354.3	450.7	465.0	523.8	517.2	422.3	380.4
<b>LOS ANGELES COUNTY</b>												
Unincorporated	12.0%	9,633.5	10,202.9	9,383.2	8,820.1	10,269.5	10,345.5	12,217.6	12,683.7	13,767.0	12,271.9	10,849.5
Agoura Hills	12.0%	786.6	896.2	782.9	1,032.6	1,334.2	1,480.4	1,643.7	1,766.6	2,033.1	1,767.3	1,590.1
Alhambra	12.0%	227.0	205.6	238.4	166.1	179.9	212.9	222.9	223.5	232.8	182.7	144.8
Arcadia	10.0%	1,672.2	2,157.5	1,700.0	1,845.6	2,007.5	2,468.6	2,597.5	2,762.0	2,916.8	2,377.9	2,288.5
Artesia	12.5%	105.0	128.8	145.0	141.5	120.8	117.6	151.6	170.9	242.8	220.6	254.4
Avalon	12.0%	2,284.0	2,344.7	2,338.5	2,370.1	2,180.0	3,061.6	3,376.2	3,295.3	0.0	3,345.0	2,613.0
Azusa	7.5%	165.1	194.3	186.9	209.5	218.1	221.8	242.6	234.4	243.3	226.1	201.0

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<b>LOS ANGELES COUNTY</b>												
Baldwin Park	10.0%	208.9	173.7	247.0	294.5	302.9	215.9	356.3	369.1	309.7	250.6	218.9
Bell	0.0%	300.3	133.6	222.2	130.0	130.0	132.3	167.4	160.0	166.9	169.4	0.0
Bell Gardens	8.0%	80.4	154.4	113.8	104.5	152.2	149.5	203.3	211.5	185.1	204.8	187.8
Bellflower	9.0%	386.8	475.0	505.7	499.8	518.8	520.3	585.0	608.1	579.6	514.8	4.5
Beverly Hills	14.0%	17,419.2	17,817.9	14,648.2	14,798.0	16,683.7	19,263.7	22,842.3	23,554.2	29,101.9	24,001.9	23,447.5
Burbank	12.0%	2,799.7	3,068.3	2,892.7	3,419.2	4,235.6	4,830.1	5,535.3	5,747.3	6,202.7	5,609.7	5,272.3
Calabasas	12.0%	540.6	668.3	676.6	1,029.0	922.0	1,214.1	1,351.8	1,463.1	1,342.4	1,095.4	1,012.5
Carson	9.0%	682.3	827.8	756.4	773.6	869.4	1,196.9	1,292.4	1,406.5	1,595.7	1,256.1	1,142.6
Cerritos	6.0%	345.4	367.2	323.9	294.8	312.2	423.2	443.5	474.3	481.9	394.3	356.1
Claremont	10.0%	364.0	479.8	418.3	419.2	391.9	481.6	446.0	829.4	1,018.9	871.9	784.4
Compton	7.5%	173.2	191.8	193.9	194.4	202.6	198.9	226.1	220.0	256.2	194.2	156.8
Covina	10.0%	477.9	485.1	426.6	424.7	449.9	484.6	578.4	550.4	423.9	340.2	356.0
Cudahy	8.0%	37.4	53.9	48.5	53.0	71.1	72.4	91.4	90.7	66.2	54.5	43.8
Culver City	12.0%	2,115.6	2,189.6	1,708.2	1,778.6	1,864.2	1,991.3	2,145.2	2,620.1	2,814.5	0.0	2,946.8
Diamond Bar	10.0%	480.2	553.0	503.5	578.7	628.6	654.8	718.9	774.8	800.4	633.1	569.6
Downey	9.0%	729.7	801.3	769.1	780.9	814.4	862.5	1,022.5	1,084.8	1,050.2	934.0	928.8
Duarte	10.0%	121.4	130.7	111.7	120.5	97.7	95.2	100.4	95.8	86.1	72.1	43.1
El Monte	10.0%	181.0	234.3	256.2	263.0	298.1	310.2	320.3	326.3	315.1	306.7	273.1
El Segundo	8.0%	2,474.7	3,111.8	2,848.8	2,844.7	3,345.2	3,848.1	4,170.0	4,855.0	4,922.4	4,359.2	3,902.1
Gardena	0.0%	394.0	387.8	380.4	475.3	562.5	574.2	593.3	662.1	620.6	438.4	0.0
Glendale	10.0%	1,838.5	2,240.0	2,329.1	1,999.1	2,019.9	2,213.2	2,653.3	2,571.3	2,731.2	2,381.1	2,690.5
Glendora	6.0%	58.0	50.8	65.7	66.7	82.6	76.3	88.0	70.3	106.5	106.2	87.1
Hawthorne	12.0%	227.7	292.7	623.3	929.7	1,096.7	1,737.7	1,937.2	2,343.6	2,311.4	1,937.2	
Hermosa Beach	10.0%	711.9	793.8	1,153.0	1,054.3	1,291.7	1,477.8	1,628.4	1,769.1	1,892.4	1,645.6	1,559.1
Huntington Park	5.0%	36.5	39.2	33.6	21.5	30.6	22.1	36.7	44.6	39.3	43.4	42.7
Industry	10.0%	510.5	488.4	419.5	466.5	696.7	811.1	879.9	886.0	768.0	723.4	664.5
Inglewood	14.0%	2,253.5	2,265.7	1,921.6	1,800.0	1,875.0	2,521.5	2,838.7	3,116.9	3,113.6	2,501.6	2,516.6
La Mirada	7.0%	707.6	781.1	663.1	644.4	700.3	695.9	827.8	907.5	889.8	724.7	786.1
La Puente	10.0%	49.3	66.7	78.8	79.2	80.0	82.4	86.8	83.0	79.5	72.0	82.6
Lakewood	8.0%	45.2	30.8	26.5	28.3	30.4	32.7	35.8	33.3	30.3	29.1	42.1
Lancaster	7.0%	1,022.6	1,107.3	1,025.3	1,092.1	1,214.2	1,225.2	1,229.7	1,425.1	1,209.2	1,328.1	1,377.8

## California Transient Occupancy Tax by Jurisdiction

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	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>LOS ANGELES COUNTY</b>												
Lawndale	7.0%	281.5	366.1	320.6	297.3	345.8	405.7	467.1	510.1	515.0	475.8	510.0
Lomita	10.0%	94.2	98.3	111.4	144.0	100.8	113.7	116.8	120.7	124.8	118.8	112.1
Long Beach	12.0%	10,061.0	13,335.8	12,446.7	13,133.4	14,088.2	15,135.4	16,547.5	18,309.4	18,323.6	16,719.0	13,945.0
Los Angeles	14.0%	105,868.0	116,888.2	101,125.2	99,779.1	105,526.4	137,578.5	136,752.1	144,906.5	159,950.0	146,809.0	127,626.0
Malibu	12.0%	852.3	835.6	831.3	830.0	874.9	915.8	971.2	712.9	907.6	1,048.8	1,074.5
Manhattan Beach	10.0%	2,522.9	2,710.4	2,101.6	2,031.4	2,161.8	2,090.2	2,715.6	3,122.6	3,351.3	2,986.4	3,101.8
Maywood	0.0%	25.0	26.6	37.8	39.7	28.6	42.1	37.4	33.4	63.2	55.7	0.0
Monrovia	10.0%	829.2	829.1	769.2	774.2	877.5	960.2	1,005.9	705.6	748.1	1,040.9	1,042.9
Montebello	10.0%	239.6	248.2	224.7	192.6	263.9	261.5	285.0	283.7	288.5	235.0	243.1
Monterey Park	12.0%	529.0	554.5	520.9	512.5	501.1	500.0	594.9	783.5	907.0	785.3	660.9
Norwalk	10.0%	761.0	807.4	738.9	699.2	828.1	1,007.6	1,388.8	1,172.8	1,161.2	1,115.2	986.5
Palmdale	10.0%	448.9	805.6	887.9	1,036.5	1,215.8	1,317.8	1,407.3	1,532.9	1,482.1	1,517.2	2,581.7
Pasadena	12.1%	7,399.5	7,979.5	7,596.1	8,107.7	8,195.4	8,883.6	10,246.6	10,357.9	10,731.1	8,986.1	10,385.6
Pico Rivera	10.0%	153.5	195.6	219.3	238.6	254.0	262.7	324.1	326.2	332.2	364.6	266.1
Pomona	10.0%	1,346.9	1,445.1	1,407.1	1,348.9	1,483.0	1,473.8	1,865.0	1,735.0	1,718.6	1,450.3	1,300.2
Rancho Palos Verdes	10.0%	5.2	8.6	9.6	15.5	31.3	27.6	31.5	31.8	26.1	85.2	
Redondo Beach	12.0%	2,416.3	3,030.1	2,514.5	2,525.9	2,692.0	2,646.4	3,349.8	3,662.6	3,932.3	3,485.3	3,204.1
Rosemead	10.0%	856.0	899.0	900.9	968.1	1,081.2	1,102.8	1,207.3	1,311.7	1,400.4	1,272.1	1,188.3
San Dimas	8.0%	496.2	558.8	577.8	607.8	630.5	672.6	714.3	735.0	720.6	657.0	649.4
San Gabriel	10.0%	77.2	78.2	46.7	64.5	53.6	367.2	492.5	565.7	849.7	702.3	761.0
Santa Clarita	10.0%	887.4	1,064.3	1,073.1	1,152.9	1,419.9	1,558.3	1,824.4	1,804.9	2,334.3	1,822.0	2,029.2
Santa Fe Springs	10.0%	227.1	232.5	257.2	237.5	252.5	242.9	288.4	328.2	343.2	304.7	219.1
Santa Monica	14.0%	17,880.1	19,218.2	16,348.3	17,058.7	19,850.0	23,419.1	29,209.2	31,892.4	34,969.1	31,265.2	29,803.6
Signal Hill	9.0%	141.2	178.3	174.2	179.7	183.8	197.0	211.1	221.6	204.5	147.0	136.3
South El Monte	0.0%	142.8	221.8	218.1	216.8	211.6	223.2	240.9	267.3	242.8	200.1	0.0
South Gate	8.0%	242.9	262.7	278.2	260.1	225.8	243.9	266.6	271.3	234.2	233.7	222.7
Temple City	10.0%	36.8	34.6	35.0	37.4	41.0	38.9	41.9	47.3	45.0	41.5	34.8
Torrance	11.0%	5,985.5	6,788.5	5,603.5	5,511.2	5,702.5	6,451.3	6,694.2	7,541.5	7,890.7	6,904.0	6,400.2
West Covina	10.0%	739.1	832.3	784.7	822.8	853.8	915.3	932.9	1,021.7	1,057.7	787.8	662.6
West Hollywood	12.5%	8,806.7	9,609.9	7,888.5	8,050.8	9,288.7	11,262.7	12,791.3	13,598.3	13,133.6	12,124.3	12,490.7
Westlake Village	10.0%	563.2	593.4	591.8	629.1	648.2	681.6	680.2	1,277.3	2,549.7	2,292.9	2,222.6

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<b>LOS ANGELES COUNTY</b>												
Whittier	10.0%	493.4	515.5	509.1	508.9	547.7	573.2	658.9	726.4	704.0	537.6	542.6
<b>MADERA COUNTY</b>												
Unincorporated	9.0%	1,245.2	1,312.0	1,343.2	1,395.9	1,487.9	1,608.6	1,778.6	1,517.5	1,864.0	1,849.3	1,845.5
Chowchilla	10.0%	35.0	40.5	66.7	69.2	74.5	82.8	98.0	90.1	115.4	187.9	140.5
Madera	9.0%	206.2	253.2	262.0	280.0	278.6	286.5	326.4	381.8	340.9	267.3	421.0
<b>MARIN COUNTY</b>												
Unincorporated	10.0%	1,372.0	1,538.2	1,501.6	1,489.8	1,445.8	1,522.6	1,558.5	1,865.4	1,994.9	2,151.3	1,626.1
Corte Madera	10.0%	618.4	670.1	540.5	481.5	514.1	520.5	584.8	609.6	655.1	567.2	524.6
Fairfax	10.0%	22.8	28.8	26.9	24.1	27.7	20.1	16.0	19.7	15.7	17.7	18.0
Larkspur	10.0%	620.8	628.0	426.9	406.0	409.4	383.1	520.2	585.2	554.2	441.9	406.2
Mill Valley	10.0%	356.6	435.8	369.2	326.4	349.6	388.8	428.5	471.4	481.8	400.9	374.2
Novato	11.0%	1,007.6	1,135.6	950.0	869.4	886.8	931.4	1,053.2	1,112.1	1,075.6	1,004.9	896.7
San Rafael	10.0%	1,847.4	1,816.6	1,452.7	1,395.3	1,279.0	1,339.7	1,543.0	1,679.9	1,963.6	1,678.0	1,271.5
Sausalito	12.0%	672.7	686.5	595.6	593.7	641.6	782.2	946.2	988.3	1,006.0	859.6	784.1
Tiburon	10.0%	317.7	450.7	432.1	367.1	331.1	314.0	205.0	445.5	548.8	458.1	415.5
<b>MARIPOSA COUNTY</b>												
Unincorporated	10.0%	6,141.3	6,808.0	7,248.1	7,459.5	7,830.9	8,296.5	8,737.1	9,309.8	10,313.0	9,678.6	11,405.6
<b>MENDOCINO COUNTY</b>												
Unincorporated	10.0%	3,589.9	3,966.1	3,863.4	3,551.5	3,520.4	3,577.7	3,657.1	3,712.1	3,746.3	3,514.9	3,256.2
Fort Bragg	10.0%	1,093.2	1,239.6	1,344.6	1,298.5	1,317.0	1,311.3	1,395.8	1,503.9	1,553.0	1,492.3	1,380.4
Point Arena	10.0%	53.1	70.5	57.6	53.4	54.7	64.9	68.1	68.2	80.6	64.3	56.0
Ukiah	10.0%	233.2	274.1	297.3	390.2	410.8	421.5	487.7	601.5	750.1	710.1	661.2
Willits	9.0%	168.3	193.4	201.5	194.4	202.6	203.4	213.8	225.8	237.8	194.8	212.2
<b>MERCED COUNTY</b>												
Unincorporated	10.0%	604.9	412.2	385.9	459.7	595.1	650.8	626.7	703.7	640.0	551.2	565.1
Atwater	8.0%	43.9	53.3	61.9	60.2	60.6	64.1	63.4	60.8	55.2	48.4	36.3
Gustine	7.0%	0.5	0.3	0.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Livingston	9.0%	2.2	2.4	1.9	2.1	2.5	2.8	2.7	2.1	3.7	3.4	3.3
Los Banos	10.0%	147.5	121.0	156.9	142.8	205.0	195.6	214.8	224.6	198.8	225.4	206.0
Merced	10.0%	610.2	666.6	654.3	630.8	716.8	760.5	910.8	816.7	901.6	904.2	745.1

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<b>MODOC COUNTY</b>												
Unincorporated	4.0%	15.1	19.5	22.4	22.6	25.4	27.6	30.2	32.1	33.1	33.0	31.7
Alturas	10.0%	104.3	107.6	135.6	134.7	139.2	133.7	136.4	129.6	148.4	124.7	118.6
<b>MONO COUNTY</b>												
Unincorporated	4.0%	1,106.7	1,087.7	1,314.4	1,880.0	2,073.0	2,126.1	2,497.7	2,486.3	2,550.4	2,502.0	2,339.7
Mammoth Lakes	13.0%	4,989.3	5,536.6	5,995.5	7,664.4	8,382.1	9,635.4	10,755.5	9,662.0	10,653.8	9,271.2	10,443.8
<b>MONTEREY COUNTY</b>												
Unincorporated	10.5%	12,674.9	14,278.4	13,286.5	13,476.8	13,452.3	14,420.2	15,833.7	16,904.4	16,441.2	14,533.9	13,312.7
Carmel-By-The-Sea	10.0%	3,941.8	3,911.8	3,637.6	3,345.3	3,490.8	3,527.7	3,878.8	4,204.8	4,394.8	3,787.1	3,805.6
Gonzales	8.0%	3.1	2.8	2.7	2.5	3.3	2.4	3.0	2.8	2.4	2.3	1.5
Greenfield	8.0%	9.7	12.4	20.6	19.9	12.9	12.1	10.8	11.5	12.8	13.9	12.4
King City	10.0%	262.6	297.7	251.2	263.1	248.6	238.9	258.4	299.1	315.1	323.7	275.5
Marina	10.0%	840.7	1,055.9	967.4	1,025.2	1,141.3	1,204.8	1,274.4	1,390.5	1,617.1	1,375.9	1,390.0
Monterey	10.0%	14,345.7	14,550.5	12,875.0	12,531.0	12,829.3	13,628.1	14,180.3	15,169.8	15,870.6	14,758.6	14,665.6
Pacific Grove	10.0%	2,996.4	3,028.2	2,937.8	2,785.5	2,831.0	3,275.1	3,021.0	3,213.7	3,250.0	2,826.0	2,640.9
Salinas	10.0%	1,319.8	1,558.5	1,407.6	1,340.1	1,386.9	1,542.1	1,618.1	1,526.1	1,288.4	1,584.4	1,433.8
Seaside	12.0%	2,043.7	2,116.8	1,862.2	1,801.9	1,765.5	1,829.7	2,072.3	2,161.2	2,287.4	2,144.0	2,020.4
Soledad	87.5%	103.3	96.8	81.5	74.9	76.9	94.9	96.9	93.1	125.9	87.1	49.9
<b>NAPA COUNTY</b>												
Unincorporated	12.0%	5,029.4	5,743.1	4,293.5	4,774.4	4,778.8	6,001.1	7,450.9	7,159.5	9,007.8	8,400.7	7,553.0
Calistoga	12.0%	2,253.2	2,335.7	2,381.8	2,262.5	2,193.7	2,229.5	2,336.1	2,519.3	3,402.3	3,200.8	3,044.9
Napa	12.0%	4,056.6	4,386.5	4,268.9	4,753.7	5,121.8	5,695.0	6,101.6	7,722.0	8,722.1	8,156.9	8,238.8
St. Helena	12.0%	1,167.6	1,189.9	1,080.4	1,096.5	1,147.2	1,146.1	1,306.3	1,492.8	1,492.8	1,307.4	1,192.8
Yountville	12.0%	1,955.9	2,117.3	1,989.1	2,090.0	2,411.1	2,842.5	3,053.8	2,773.8	3,381.7	3,149.9	3,357.1
<b>NEVADA COUNTY</b>												
Unincorporated	10.0%	230.0	275.0	264.6	266.5	277.9	188.9	222.2	292.5	258.2	196.3	294.9
Grass Valley	10.0%	126.1	144.4	131.4	196.4	238.9	425.4	466.5	523.7	633.2	545.3	469.5
Nevada City	10.0%	362.5	366.9	358.8	428.5	331.7	353.4	346.6	344.0	294.2	231.5	180.3
Truckee	10.0%	928.5	978.8	1,037.8	989.7	926.4	1,010.4	1,184.3	1,295.9	1,434.8	1,334.0	1,431.9
<b>ORANGE COUNTY</b>												
Unincorporated	10.0%	158.8	337.5	232.0	230.0	235.7	204.8	155.8	147.7	136.7	147.0	138.8
Anaheim	15.0%	45,652.1	57,521.3	57,037.3	55,508.5	62,336.4	65,830.2	75,115.8	82,555.1	86,035.9	79,053.3	75,767.2

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<b>ORANGE COUNTY</b>												
Brea	10.0%	1,124.1	1,250.9	1,155.4	1,154.3	1,184.8	1,198.9	1,299.3	1,251.2	1,313.8	1,213.4	1,176.3
Buena Park	12.0%	3,384.4	3,767.6	3,783.5	3,612.9	3,884.0	4,150.4	4,328.9	4,684.2	4,663.3	3,909.0	3,577.8
Costa Mesa	6.0%	4,118.0	4,687.8	3,854.2	3,812.7	4,150.4	4,641.4	5,465.3	5,900.0	5,791.0	4,680.0	4,270.0
Cypress	10.0%	1,017.0	1,101.6	1,034.2	1,191.4	1,346.2	1,499.6	1,734.6	1,935.7	2,041.7	1,669.6	1,514.4
Dana Point	10.0%	5,944.8	6,250.0	7,102.8	8,109.6	8,367.4	7,660.1	9,337.3	10,852.2	11,298.5	9,098.3	7,221.1
Fountain Valley	9.0%	680.4	756.0	647.7	619.6	637.5	752.0	816.7	883.1	850.8	737.6	616.4
Fullerton	10.0%	1,616.8	1,806.0	1,533.8	1,486.7	1,638.3	1,739.1	2,076.2	2,120.5	1,935.0	1,639.4	1,571.1
Garden Grove	13.0%	1,904.0	3,221.9	4,280.8	5,861.6	8,628.3	9,820.5	11,410.8	12,200.0	12,612.8	11,270.0	10,159.0
Huntington Beach	10.0%	1,592.8	2,431.7	2,140.4	3,490.5	4,589.8	5,355.2	5,948.2	6,573.5	6,688.5	5,420.4	5,810.4
Irvine	8.0%	6,446.1	7,288.0	6,009.5	6,112.1	6,688.2	7,295.0	8,708.1	9,395.9	9,108.0	8,042.5	7,268.0
La Palma	8.0%	187.3	214.0	184.1	143.1	164.2	212.6	245.0	263.2	291.3	238.8	198.2
Laguna Beach	10.0%	3,385.4	3,783.3	3,619.1	3,694.4	5,152.2	7,308.1	8,103.6	8,740.2	8,711.9	7,546.2	6,559.2
Laguna Hills	10.0%	961.7	1,041.7	840.8	962.2	987.6	980.6	1,156.4	1,228.0	1,219.6	913.9	720.8
Laguna Niguel	8.0%	12.4	16.9	25.3	34.3	45.1	42.0	47.6	45.2	42.2	29.3	24.5
Lake Forest	10.0%	1,001.4	1,139.9	960.2	1,051.4	1,305.7	1,789.2	2,168.9	2,500.0	2,813.8	2,227.3	1,939.3
Los Alamitos	8.0%	46.6	72.4	64.6	47.4	66.7	72.2	73.1	92.7	100.8	77.9	69.6
Mission Viejo	8.0%	237.6	431.6	402.9	396.7	419.9	404.2	536.7	581.3	589.2	475.6	520.1
Newport Beach	10.0%	8,082.7	8,017.2	7,666.9	8,784.0	10,785.3	11,644.8	12,196.7	13,133.3	13,562.4	13,585.3	12,541.6
Orange	10.0%	2,874.4	3,281.6	2,755.0	2,635.3	2,740.4	2,772.2	3,234.7	3,241.0	3,220.2	2,760.7	2,729.1
Placentia	10.0%	512.2	572.9	528.9	499.4	528.8	603.1	728.4	756.0	762.0	618.4	562.2
San Clemente	10.0%	988.3	994.9	1,018.7	980.7	1,049.9	1,161.4	1,264.5	1,362.0	1,465.9	1,293.4	1,303.9
San Juan Capistrano	10.0%	144.3	163.0	225.2	197.2	226.2	213.5	250.3	259.0	245.8	197.9	162.1
Santa Ana	11.0%	3,864.6	4,366.5	3,899.3	3,997.3	4,437.8	5,469.6	7,187.3	7,331.1	7,713.8	6,388.4	5,341.0
Seal Beach	12.0%	293.7	300.5	285.1	480.3	608.5	623.8	661.6	815.1	1,066.0	1,534.8	1,389.2
Stanton	8.0%	375.7	410.6	325.1	297.0	269.0	310.7	327.6	357.4	358.5	316.6	289.9
Tustin	6.0%	138.0	154.3	144.2	147.4	150.8	139.9	155.1	161.1	163.8	154.4	140.0
Westminster	8.0%	358.9	409.7	424.5	403.4	460.1	483.8	537.9	568.3	568.3	523.1	451.6
Yorba Linda	10.0%	219.9	211.1	210.6	213.9	292.4	354.5	387.2	407.7	408.4	331.6	273.9
<b>PLACER COUNTY</b>												
Unincorporated	10.0%	7,348.3	7,577.5	7,451.1	7,033.9	7,245.9	7,848.8	7,816.2	7,266.6	9,413.0	8,265.6	9,239.7
Auburn	8.0%	182.0	205.9	207.9	198.6	204.7	215.6	220.4	224.8	226.9	212.7	180.7



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<b>PLACER COUNTY</b>												
Colfax	8.0%	9.3	10.7	10.3	11.0	11.0	12.8	18.5	18.4	14.7	16.3	24.6
Lincoln	10.0%	8.8	55.9	44.6	34.3	22.9	17.1	0.0	0.0	26.8	79.5	
Loomis	8.0%	14.5	18.3	17.5	25.0	25.0	38.0	37.1	43.9	43.7	44.3	37.0
Rocklin	8.0%	360.6	598.3	422.8	244.3	545.5	542.2	604.6	565.6	476.6	363.9	344.8
Roseville	6.0%	948.7	1,118.3	1,086.6	1,197.6	1,327.6	1,512.2	1,512.2	1,906.0	1,877.3	1,677.4	1,590.4
<b>PLUMAS COUNTY</b>												
Unincorporated	9.0%	940.1	993.2	1,063.6	1,083.1	1,070.5	1,065.1	1,101.9	1,139.2	1,234.3	1,134.2	1,076.3
Portola	9.0%	13.1	14.7	14.7	15.4	18.1	16.8	16.3	12.6	12.3	16.9	29.2
<b>RIVERSIDE COUNTY</b>												
Unincorporated	10.0%	944.0	1,193.8	1,275.0	1,242.3	1,149.0	1,461.0	1,657.3	1,797.5	1,612.6	1,568.9	1,407.5
Banning	10.0%	150.4	192.7	151.0	139.4	175.2	192.6	188.0	195.2	229.8	221.0	336.1
Beaumont	10.0%	72.6	69.7	67.8	107.0	121.6	144.8	100.4	144.4	161.0	193.4	179.0
Blythe	10.0%	648.0	678.4	871.8	847.8	749.2	738.2	889.9	1,020.9	1,033.5	832.8	724.3
Calimesa	10.0%	11.2	10.7	11.5	12.3	14.9	22.2	18.2	18.1	35.6	32.4	28.5
Canyon Lake	10.0%	10.9	5.6	8.0	8.5	16.3	24.4	27.9	35.8	27.9	25.9	27.3
Cathedral City	12.0%	1,363.1	1,391.3	1,094.7	1,472.2	1,248.0	1,296.0	1,426.3	1,575.3	1,632.0	1,150.4	1,023.2
Corona	10.0%	717.4	816.8	846.5	855.5	914.7	1,088.5	1,366.0	1,387.3	1,508.6	1,175.1	1,096.9
Desert Hot Springs	12.0%	731.4	817.6	849.2	774.9	782.7	817.1	904.7	969.4	983.8	982.8	892.5
Hemet	10.0%	306.7	343.2	381.8	432.2	481.9	594.6	917.8	999.8	928.7	659.3	620.9
Indian Wells	9.3%	4,432.4	4,421.0	3,166.1	3,639.3	4,267.2	4,884.7	5,352.9	5,939.9	5,874.1	5,874.1	4,283.8
Indio	10.0%	914.2	964.2	995.9	1,040.9	1,097.4	1,220.0	1,322.0	1,824.4	2,024.3	1,898.5	1,845.3
La Quinta	10.0%	4,198.0	4,249.8	3,967.0	4,115.9	4,261.8	4,831.3	5,437.2	5,448.4	5,498.9	4,221.7	3,875.1
Lake Elsinore	10.0%	106.9	117.7	115.2	124.3	123.7	127.9	157.1	171.9	221.5	237.2	272.2
Moreno Valley	8.0%	271.8	305.2	301.2	358.5	455.0	519.2	582.3	586.4	593.0	497.9	535.8
Norco	8.0%	30.9	44.4	28.5	47.3	70.1	68.6	87.3	82.1	84.8	145.0	173.3
Palm Desert	9.0%	7,834.4	7,415.0	7,050.1	7,435.9	7,609.2	7,718.3	8,132.7	8,619.9	8,602.9	7,186.2	6,848.1
Palm Springs	12.7%	11,861.0	11,681.4	12,046.1	12,420.3	12,317.4	13,360.0	14,682.7	14,521.4	13,923.7	12,751.5	13,371.0
Perris	10.0%	65.6	80.9	75.7	84.6	85.5	104.1	113.3	93.4	48.5	83.7	64.2
Rancho Mirage	10.0%	5,208.6	5,442.3	4,926.0	5,195.7	5,148.7	5,687.3	5,877.5	5,176.8	5,157.3	4,634.4	3,892.3
Riverside	11.0%	2,322.4	2,396.2	2,739.0	2,868.5	3,169.5	3,418.1	3,543.4	3,553.9	3,686.5	2,857.3	2,488.3
San Jacinto	8.0%	13.6	13.8	15.6	12.9	17.4	24.7	26.9	27.9	28.3	20.0	20.2
Temecula	8.0%	1,206.1	1,345.5	1,424.2	1,564.8	1,622.0	1,849.8	2,085.1	2,284.2	2,417.7	2,088.8	1,962.0

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	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>SACRAMENTO COUNTY</b>												
Unincorporated	12.0%	7,754.8	8,624.8	8,363.5	8,065.1	6,043.1	6,050.5	6,595.6	6,770.8	6,778.9	5,362.0	4,610.9
Citrus Heights	12.0%	51.8	66.0	57.8	65.4	42.0	30.6	25.4	17.1	17.2	19.5	17.0
Folsom	8.0%	565.4	718.4	667.2	711.4	850.4	1,074.2	1,457.5	1,408.4	1,320.6	1,156.1	1,046.7
Galt	10.0%	129.6	152.1	156.9	144.2	136.4	129.4	126.3	147.7	165.7	155.9	132.0
Isleton	0.0%	2.8	4.2	4.5	6.0	4.5	5.9	6.2	6.2	1.1	1.9	0.0
Rancho Cordova	12.0%	0.0	0.0	0.0	0.0	2,258.2	2,697.0	2,581.4	2,528.2	2,518.8	2,502.8	1,799.0
Sacramento	12.0%	13,841.8	15,785.8	15,762.5	16,199.1	16,106.2	17,238.1	18,495.2	20,587.2	21,023.5	18,949.5	16,983.8
<b>SAN BENITO COUNTY</b>												
Unincorporated	8.0%	90.4	95.7	128.2	97.2	96.9	90.6	81.5	65.2	85.7	93.1	78.5
Hollister	8.0%	100.4	114.9	99.1	90.7	88.8	97.3	97.2	135.3	118.2	113.6	106.4
San Juan Bautista	12.0%	92.9	107.5	98.5	100.4	79.0	96.8	80.1	77.3	74.0	53.4	37.4
<b>SAN BERNARDINO COUNTY</b>												
Unincorporated	7.0%	1,277.2	1,422.7	1,466.8	1,153.8	1,165.2	1,182.9	1,181.9	1,359.8	1,340.7	1,436.2	1,340.0
Adelanto	10.0%	0.0	26.0	30.1	21.8	44.4	31.9	14.9	19.3	26.1	5.2	28.5
Apple Valley	7.0%	6.6	9.0	8.4	9.0	10.1	12.1	17.0	17.3	15.2	11.0	9.8
Barstow	12.5%	1,302.0	1,441.1	1,268.9	1,346.7	1,741.0	1,961.5	2,282.6	2,281.5	2,455.0	2,484.2	2,392.5
Big Bear Lake	6.0%	1,581.7	1,859.3	1,831.6	1,878.2	1,891.2	2,243.6	2,340.5	2,452.0	2,571.2	2,468.4	2,355.6
Chino	8.0%	150.2	161.7	174.1	162.7	182.4	305.2	321.0	315.6	328.2	254.1	192.0
Colton	10.0%	151.3	126.5	184.9	149.2	322.6	436.5	570.5	499.3	526.8	431.3	324.3
Fontana	8.0%	205.8	182.9	260.6	316.9	353.5	396.6	405.2	427.7	459.6	395.8	467.0
Hesperia	10.0%	104.0	120.5	121.1	175.1	354.1	428.3	573.2	659.3	742.8	599.5	816.6
Highland	7.0%	26.5	28.1	29.0	29.1	37.7	42.3	48.3	49.4	41.7	123.2	167.2
Loma Linda	10.0%	7.5	8.4	8.9	8.8	8.3	3.2	57.7	68.0	68.9	69.9	59.0
Montclair	10.0%	16.0	13.4	20.6	24.3	23.5	21.2	35.1	24.5	29.8	33.5	30.9
Needles	10.0%	481.6	518.5	570.6	547.3	544.1	538.9	606.2	578.4	516.7	478.9	410.4
Ontario	11.8%	7,447.9	7,488.4	8,180.4	8,673.7	9,400.0	10,381.2	11,066.4	11,014.5	11,078.5	9,312.2	8,386.1
Rancho Cucamonga	10.0%	212.0	217.7	229.4	143.7	254.5	191.2	629.0	1,745.1	1,800.4	1,694.5	1,586.7
Redlands	10.0%	282.5	341.3	398.1	431.7	488.2	612.3	641.7	920.6	836.7	761.5	752.3
Rialto	9.0%	184.3	141.2	162.9	167.2	182.3	203.3	208.1	198.6	172.1	130.3	111.0
San Bernardino	10.0%	1,954.5	2,272.8	2,423.1	2,540.4	2,797.3	2,978.2	2,907.8	3,033.0	3,262.1	2,606.2	2,215.3
Twentynine Palms	9.0%	284.4	322.6	374.5	387.0	458.8	479.3	596.2	737.6	770.2	857.5	901.9
Upland	10.0%	77.5	66.9	98.0	96.2	117.3	213.1	192.2	183.4	150.0	106.2	93.7

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<b>SAN BERNADINO COUNTY</b>												
Victorville	7.0%	559.2	645.1	732.5	744.6	747.3	790.1	865.8	955.7	917.2	754.3	757.5
Yucaipa	7.0%	13.8	14.7	15.7	16.7	19.8	21.8	22.3	21.0	19.4	18.6	15.3
Yucca Valley	7.0%	103.6	110.1	113.3	116.7	128.1	136.5	137.7	136.3	159.2	168.7	142.4
<b>SAN DIEGO COUNTY</b>												
Unincorporated	9.0%	2,739.1	2,938.0	2,905.1	2,967.7	2,961.2	3,851.3	3,180.4	3,387.0	3,473.8	2,827.7	2,423.8
Carlsbad	10.0%	8,287.8	9,234.7	8,443.1	8,302.7	8,933.5	10,031.6	11,510.1	10,504.4	13,383.6	13,155.1	11,476.1
Chula Vista	10.0%	1,990.9	2,159.0	2,051.3	2,024.4	2,159.5	2,268.9	2,336.2	2,551.6	2,652.9	2,318.2	2,047.5
Coronado	8.0%	7,825.4	7,903.0	7,252.5	7,785.2	7,991.0	8,231.5	8,624.4	8,911.0	10,174.3	8,460.5	7,553.5
Del Mar	10.0%	1,495.7	1,512.7	1,342.0	1,409.6	1,489.1	1,489.1	1,564.6	1,679.9	1,247.2	1,418.3	1,505.5
El Cajon	10.0%	826.1	830.1	943.5	935.0	997.3	1,008.5	1,098.8	1,105.5	1,137.6	927.8	825.0
Encinitas	10.0%	972.7	1,044.0	938.4	928.2	1,000.3	1,001.9	1,100.0	1,102.6	1,178.9	1,000.4	840.9
Escondido	10.0%	955.0	1,141.1	1,059.0	1,119.1	1,189.3	1,176.5	1,221.4	1,318.6	1,397.0	1,106.2	985.6
Imperial Beach	10.0%	153.0	216.9	215.6	272.9	233.9	279.8	240.0	292.4	149.8	175.8	157.1
La Mesa	10.0%	642.9	901.7	733.9	743.5	820.5	859.0	872.3	914.6	890.9	774.7	739.1
Lemon Grove	6.0%	26.1	29.5	30.6	28.3	28.6	31.2	31.8	31.5	35.7	32.6	30.1
National City	10.0%	871.8	1,034.1	1,039.2	915.8	1,010.6	891.4	829.9	837.9	748.2	576.3	696.1
Oceanside	10.0%	1,437.8	1,570.0	1,562.9	1,636.6	1,824.1	2,014.9	2,185.1	2,351.8	3,019.8	3,119.3	3,107.3
Poway	6.0%	99.9	115.6	91.9	115.8	167.7	167.7	190.1	202.8	206.3	247.8	367.4
San Diego	11.0%	96,615.9	108,871.2	98,327.3	108,200.0	110,306.7	121,023.5	138,526.4	150,417.6	157,843.1	136,289.4	126,980.7
San Marcos	10.0%	95.4	80.3	209.4	245.9	279.0	282.9	327.6	363.9	383.0	330.4	298.5
Santee	6.0%	91.7	98.5	99.9	109.1	116.9	123.9	118.7	128.8	126.5	115.3	100.3
Solana Beach	10.0%	428.3	598.1	534.2	515.6	561.4	730.3	919.6	987.2	1,160.3	1,039.2	943.3
Vista	10.0%	276.7	302.5	300.4	326.8	356.3	365.6	404.5	400.7	436.7	355.9	329.8
<b>SAN FRANCISCO COUNTY</b>												
San Francisco	14.0%	177,887.0	188,377.2	133,336.9	130,036.6	145,205.9	157,150.7	179,076.5	199,768.0	224,813.5	224,673.8	245,996.5
<b>SAN JOAQUIN COUNTY</b>												
Unincorporated	8.0%	243.7	295.0	268.5	346.7	313.7	340.0	419.4	400.9	439.5	346.7	274.6
Escalon	10.0%	3.3	2.3	2.7	2.3	1.2	3.7	2.2	1.4	2.2	1.4	2.5
Lathrop	9.0%	172.2	220.2	135.7	149.4	151.5	165.8	178.5	220.1	257.7	267.4	205.2
Lodi	6.0%	318.0	390.2	438.7	399.8	316.8	352.5	368.2	393.9	395.9	405.5	382.4
Manteca	9.0%	307.2	352.6	335.5	329.9	367.1	461.2	476.9	445.9	454.3	421.1	344.1

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<b>SAN JOAQUIN COUNTY</b>												
Ripon	10.0%	2.3	2.8	3.3	4.1	5.0	3.9	7.9	85.7	87.7	85.6	74.8
Stockton	8.0%	1,549.4	1,989.3	2,005.0	2,046.6	2,029.5	2,160.4	2,171.4	2,180.0	2,286.6	1,962.1	1,715.3
Tracy	10.0%	557.5	719.3	656.8	672.1	699.7	769.0	744.0	768.2	852.7	723.5	641.9
<b>SAN LUIS OBISPO COUNTY</b>												
Unincorporated	9.0%	3,617.2	4,058.4	4,296.4	4,495.4	4,816.9	4,966.8	5,410.7	5,975.5	6,474.3	6,796.6	6,428.9
Arroyo Grande	10.0%	191.0	250.6	339.3	361.3	399.8	390.6	435.0	449.0	437.2	388.5	348.0
Atascadero	10.0%	261.7	296.2	260.5	281.0	313.5	386.2	479.5	478.6	407.6	418.6	409.2
El Paso De Robles	10.0%	759.4	1,192.9	1,039.8	1,123.5	1,297.1	1,468.9	1,612.7	2,031.5	2,549.9	2,710.3	2,735.7
Grover Beach	10.0%	143.6	140.2	165.6	158.1	174.2	180.0	220.0	238.1	232.9	230.8	220.4
Morro Bay	10.0%	1,604.5	1,771.9	1,776.2	1,712.3	1,730.9	1,636.9	1,800.3	1,897.8	1,961.7	1,602.3	1,818.5
Pismo Beach	10.0%	3,703.1	4,144.3	4,291.9	4,333.7	4,649.9	4,921.2	5,290.4	5,908.2	6,175.0	6,164.9	5,779.3
San Luis Obispo	10.0%	3,582.0	3,915.7	3,790.3	3,842.6	3,922.2	4,079.8	4,539.2	4,788.9	5,064.1	4,720.0	4,478.3
<b>SAN MATEO COUNTY</b>												
Unincorporated	10.0%	540.0	766.5	665.8	528.6	624.9	666.4	773.1	845.0	725.2	795.3	874.5
Belmont	10.0%	875.0	1,198.3	1,030.8	900.5	737.7	860.6	1,024.4	1,089.0	1,199.8	1,029.5	931.7
Brisbane	12.0%	0.0	549.0	374.0	345.1	568.9	550.4	913.0	1,377.8	1,097.0	941.7	969.4
Burlingame	12.0%	13,228.7	13,836.5	7,698.0	6,136.0	7,299.3	8,066.6	9,280.7	10,355.4	11,264.6	10,155.0	9,420.1
Daly City	10.0%	274.7	269.0	274.7	314.3	324.0	335.6	397.7	457.4	531.7	496.3	460.8
Foster City	8.0%	1,616.7	1,690.0	1,045.7	853.2	845.8	887.5	1,080.9	1,237.8	1,415.4	1,263.1	1,178.5
Half Moon Bay	12.0%	1,032.3	1,605.0	2,479.4	2,532.3	2,675.6	2,840.7	3,131.8	3,383.0	3,742.4	3,543.1	3,392.8
Menlo Park	10.0%	1,535.0	1,632.6	1,165.5	973.2	958.8	1,101.9	1,238.1	1,375.9	1,474.1	1,351.6	2,074.5
Millbrae	12.0%	4,467.1	4,456.3	2,734.7	2,241.6	2,219.0	2,281.0	2,607.4	2,669.0	3,226.3	2,807.4	2,865.0
Pacifica	10.0%	594.9	748.3	581.4	508.5	325.7	591.0	675.4	774.5	840.4	798.2	698.7
Redwood City	10.0%	2,464.9	2,599.8	1,570.7	1,484.8	1,837.4	2,227.6	2,649.6	2,979.7	3,323.6	2,761.4	2,657.5
San Bruno	12.0%	1,382.7	1,595.0	986.0	848.9	799.3	918.7	1,138.5	1,276.8	1,488.0	1,339.9	1,341.7
San Carlos	10.0%	1,005.0	1,188.0	612.0	463.0	429.2	479.1	617.5	767.0	825.1	750.2	682.7
San Mateo	12.0%	4,052.5	5,617.0	3,500.0	2,891.1	2,840.0	3,082.4	3,222.5	3,403.3	4,118.8	3,470.0	3,528.9
So. San Francisco	10.0%	5,404.7	6,057.1	4,023.7	3,852.1	3,927.0	4,511.9	5,466.6	5,715.2	7,135.3	6,178.4	5,861.1

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<b>SANTA BARBARA COUNTY</b>												
Unincorporated	10.0%	5,144.6	6,503.3	6,807.6	7,009.1	7,048.0	7,106.8	7,740.1	9,151.5	7,155.0	8,360.1	6,553.8
Buellton	10.0%	787.0	845.1	857.8	862.6	949.6	1,033.3	1,139.7	1,273.9	1,290.4	1,223.8	1,151.2
Carpinteria	10.0%	826.1	1,030.6	1,005.7	1,039.1	1,073.9	1,177.9	1,243.9	1,452.7	1,415.0	1,326.9	1,244.1
Lompoc	10.0%	807.7	937.2	945.2	968.2	1,077.3	1,224.2	1,227.6	1,371.1	1,491.7	1,482.9	1,371.0
Santa Barbara	12.0%	9,392.0	10,170.7	11,805.4	11,837.3	12,438.8	13,297.8	14,438.8	15,229.4	15,522.7	12,057.6	13,757.0
Santa Maria	10.0%	1,611.2	1,805.9	1,744.7	1,784.7	2,075.5	2,237.9	2,220.9	2,373.9	2,396.5	2,201.5	2,116.3
Solvang	10.0%	1,513.2	1,628.0	1,628.5	1,631.3	1,759.6	1,856.7	2,198.1	2,406.0	2,418.4	2,447.4	2,354.9
<b>SANTA CLARA COUNTY</b>												
Unincorporated	8.0%	322.1	436.1	307.3	380.7	410.0	439.9	407.9	424.1	449.0	406.8	324.4
Campbell	10.0%	1,224.4	1,573.9	1,053.9	970.0	882.5	894.2	1,341.5	1,463.1	1,619.1	1,287.2	1,297.6
Cupertino	10.0%	1,851.7	2,325.2	1,547.0	1,679.2	1,632.5	1,791.0	2,130.9	2,433.9	2,664.0	2,140.3	2,165.0
Gilroy	9.0%	708.4	929.7	870.9	768.1	737.7	782.1	817.3	908.2	972.7	870.2	829.9
Los Altos	11.0%	0.2	0.0	254.9	633.9	945.6	1,058.0	1,260.3	1,470.0	1,525.1	1,289.7	1,345.9
Los Gatos	0.0%	1,215.7	1,286.3	788.4	713.1	829.0	868.8	1,028.7	1,108.3	1,245.1	963.4	0.0
Milpitas	10.0%	6,327.7	8,097.6	5,734.0	4,968.4	4,670.5	4,988.8	5,669.5	6,399.1	7,210.0	5,549.9	5,300.0
Morgan Hill	10.0%	1,089.9	1,369.2	931.7	882.2	874.6	956.3	1,029.8	1,110.8	1,195.0	1,020.5	904.2
Mountain View	10.0%	3,778.0	4,764.4	2,873.9	2,367.4	2,246.1	2,582.8	3,278.3	3,985.9	4,217.2	3,330.5	3,159.8
Palo Alto	12.0%	8,293.2	9,358.9	6,614.8	5,333.0	5,489.0	5,813.5	6,242.2	6,698.7	8,115.2	7,173.7	6,904.1
San Jose	10.0%	20,681.3	25,508.1	16,577.5	14,785.5	14,675.7	15,934.7	19,319.7	21,895.5	23,669.9	19,481.9	18,600.2
Santa Clara	9.5%	11,456.4	14,811.2	9,393.4	8,223.2	6,323.4	7,928.8	8,866.0	10,605.9	10,520.0	9,764.1	8,112.0
Saratoga	10.0%	271.7	286.0	218.8	186.4	178.1	147.0	163.2	195.3	252.7	151.4	144.3
Sunnyvale	9.5%	6,993.1	10,699.7	6,263.3	4,093.1	4,743.6	5,047.6	5,616.8	6,442.4	7,338.7	5,683.0	557.2
<b>SANTA CRUZ COUNTY</b>												
Unincorporated	10.0%	3,841.1	4,082.0	3,262.0	2,982.2	3,375.0	3,806.6	3,686.7	4,257.9	4,496.1	3,887.2	3,627.3
Capitola	10.0%	340.8	513.0	470.1	458.5	493.4	516.8	542.7	604.0	718.7	605.4	591.9
Santa Cruz	10.0%	3,541.4	3,900.9	3,137.4	2,932.3	3,016.5	3,067.8	3,385.1	3,750.5	3,685.2	3,659.8	3,860.8
Scotts Valley	10.0%	392.1	581.4	442.5	461.6	483.3	542.2	689.4	693.8	723.3	520.2	543.9
Watsonville	10.0%	465.4	567.4	704.0	539.9	580.3	598.3	606.5	638.0	829.6	625.9	616.8

## California Transient Occupancy Tax by Jurisdiction

Fiscal Year  
Amounts in \$000

	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>SHASTA COUNTY</b>												
Unincorporated	10.0%	701.8	514.5	538.7	578.8	601.2	629.4	672.4	705.3	705.1	614.0	638.5
Anderson	10.0%	169.6	175.4	187.0	178.4	171.3	174.6	208.5	183.0	206.3	297.6	357.3
Redding	10.0%	2,631.8	2,650.0	2,981.0	3,239.7	3,229.8	3,501.1	3,712.2	3,952.9	3,989.0	3,658.4	3,482.0
Shasta Lake	10.0%	6.4	11.2	8.9	10.3	10.1	9.9	12.8	16.2	13.3	9.1	7.8
<b>SIERRA COUNTY</b>												
Unincorporated	10.0%	223.8	240.4	252.3	239.4	262.7	246.8	250.9	289.8	307.7	300.2	285.3
<b>SISKIYOU COUNTY</b>												
Unincorporated	8.0%	335.6	376.0	404.3	512.5	402.3	435.6	444.6	536.4	499.0	461.6	453.5
Dorris	5.0%	3.9	4.2	3.6	4.4	4.2	4.5	5.5	6.5	6.7	5.8	6.0
Dunsmuir	10.0%	53.0	52.4	66.9	80.9	78.0	82.5	79.9	92.1	119.2	111.0	108.9
Etna	6.0%	0.0	7.3	3.3	7.6	6.2	7.1	8.8	8.2	9.5	7.7	5.6
Mt. Shasta	10.0%	331.9	396.0	463.0	476.5	478.6	461.6	491.2	539.4	551.9	503.2	499.8
Weed	10.0%	247.6	276.1	296.5	314.7	325.6	314.2	365.0	372.5	370.8	323.9	312.4
Yreka	10.0%	349.8	388.7	393.6	407.4	437.8	525.2	564.3	611.3	590.0	618.3	583.7
<b>SOLANO COUNTY</b>												
Benecia	9.0%	156.0	178.3	205.6	162.2	211.3	188.2	200.0	249.4	248.4	233.6	228.2
Dixon	9.0%	135.5	199.0	202.9	178.9	165.3	182.2	225.1	253.4	243.3	200.9	156.5
Fairfield	10.0%	1,203.7	1,335.7	1,282.3	1,100.0	1,365.2	1,397.1	1,459.8	1,551.1	1,806.0	1,326.6	1,446.5
Rio Vista	10.0%	20.1	25.7	22.4	18.2	22.4	26.4	28.2	19.3	24.1	11.1	8.4
Vacaville	8.0%	458.9	609.1	688.7	941.3	897.7	879.8	942.0	1,048.0	984.8	908.4	915.7
Vallejo	11.0%	1,616.4	1,972.6	1,821.0	1,540.3	1,448.0	1,391.1	1,361.5	1,608.0	1,495.8	1,322.0	1,018.1
<b>SONOMA COUNTY</b>												
Unincorporated	9.0%	5,043.2	5,659.0	5,517.1	5,284.5	5,212.8	5,672.1	6,269.7	7,253.4	7,784.1	7,456.8	7,284.3
Cloverdale	10.0%	30.8	29.0	17.7	21.0	47.5	76.2	105.6	139.0	164.3	164.9	142.7
Healdsburg	12.0%	498.2	542.1	665.2	880.3	905.6	972.7	1,163.7	1,635.8	1,862.4	1,669.1	1,595.4
Petaluma	10.0%	790.6	868.3	761.4	881.1	1,066.9	1,198.5	1,373.1	1,446.7	1,482.1	1,312.2	1,154.3
Rohnert Park	12.0%	1,381.9	1,582.5	1,339.2	1,364.7	1,368.2	1,447.4	1,435.4	1,773.7	1,863.5	1,755.9	1,637.6
Santa Rosa	9.0%	2,989.5	3,375.2	2,990.9	3,093.5	3,036.0	3,236.5	3,589.8	4,178.7	3,972.5	3,317.6	3,057.9
Sebastopol	10.0%	104.6	204.3	235.2	238.2	233.2	252.7	249.5	338.2	318.6	226.2	213.4
Sonoma	10.0%	856.1	1,215.7	1,576.1	1,695.5	1,899.3	2,047.9	2,310.1	2,439.2	2,613.2	2,200.1	1,979.2
Windsor	12.0%	0.0	0.0	0.0	0.0	216.8	422.2	541.3	688.1	752.7	917.6	1,068.0

## California Transient Occupancy Tax by Jurisdiction

Fiscal Year  
Amounts in \$000

	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>STANISLAUS COUNTY</b>												
Unincorporated	8.0%	325.3	469.6	469.5	573.6	607.3	573.7	544.2	681.3	778.2	718.8	664.6
Ceres	5.0%	30.9	38.7	50.5	69.4	78.1	81.1	91.2	87.3	78.6	72.9	61.0
Modesto	9.0%	1,838.0	2,148.4	2,119.8	1,993.9	2,110.9	2,098.3	2,154.7	2,245.0	2,038.3	1,853.7	1,460.6
Oakdale	7.0%	157.6	159.4	162.7	170.7	188.2	204.9	231.2	249.3	248.8	213.6	160.8
Turlock	9.0%	312.6	282.4	298.1	260.2	270.9	334.7	499.1	526.0	532.2	541.6	638.6
<b>SUTTER COUNTY</b>												
Yuba City	10.0%	240.4	374.2	421.8	531.3	549.9	563.5	571.7	635.0	744.1	648.2	520.8
<b>TEHAMA COUNTY</b>												
Unincorporated	8.0%	35.1	33.4	28.9	26.8	30.5	29.1	27.6	29.5	29.1	29.2	26.1
Corning	10.0%	196.8	190.5	221.0	339.0	172.9	357.8	245.6	310.5	271.5	172.6	221.1
Red Bluff	10.0%	397.5	403.7	459.9	458.1	471.0	503.0	561.9	596.9	619.6	563.0	457.2
<b>TRINITY COUNTY</b>												
Unincorporated	5.0%	195.2	193.1	169.8	183.0	199.1	204.2	206.6	190.5	193.5	193.5	164.6
<b>TULARE COUNTY</b>												
Unincorporated	10.0%	681.9	737.6	831.3	850.5	885.3	1,004.7	1,029.5	1,108.5	1,215.6	1,136.1	1,203.0
Dinuba	10.0%	46.7	54.4	61.3	58.0	51.7	57.6	74.5	75.7	69.9	94.7	101.8
Exeter	5.0%	21.5	18.3	80.0	26.2	27.0	29.2	31.0	30.8	34.7	32.1	29.6
Lindsay	5.0%	30.8	31.5	20.9	33.5	35.4	9.7	75.8	52.2	55.9	39.3	32.3
Porterville	8.0%	174.6	187.9	186.0	194.1	224.6	253.3	273.6	268.7	319.4	310.8	276.3
Tulare	10.0%	722.0	565.2	563.7	562.4	645.3	665.4	742.3	807.6	838.7	885.6	721.5
Visalia	10.0%	1,218.3	1,222.6	1,241.4	1,371.7	1,492.7	1,571.5	1,711.8	1,895.1	2,038.7	1,936.3	1,645.7
<b>TUOLUMNE COUNTY</b>												
Unincorporated	8.0%	894.2	955.6	953.2	1,084.5	1,122.1	1,152.3	1,306.5	1,371.9	1,570.4	1,465.8	1,470.1
Sonora	8.0%	187.7	194.1	227.6	228.9	205.0	196.4	207.7	218.8	216.9	422.8	199.1

## California Transient Occupancy Tax by Jurisdiction

Fiscal Year  
Amounts in \$000

	*Rate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>VENTURA COUNTY</b>												
Unincorporated	8.0%	119.5	133.4	139.9	229.9	228.0	224.3	236.2	236.6	256.9	222.8	202.8
Camarillo	9.0%	974.0	1,154.9	1,253.1	1,158.8	1,390.9	1,595.1	1,667.0	1,743.4	1,707.4	1,528.7	1,434.0
Fillmore	10.0%	48.7	52.9	50.5	47.0	40.1	66.7	75.1	80.2	68.9	69.4	28.9
Ojai	10.0%	1,528.2	1,723.0	1,669.8	1,847.5	618.3	1,276.0	2,080.6	2,220.0	2,517.3	2,017.9	1,631.4
Oxnard	10.0%	1,876.5	2,328.2	2,321.8	2,247.8	2,275.9	2,554.9	3,193.4	3,514.4	3,614.4	3,304.1	3,060.3
Port Hueneme	10.0%	237.3	264.4	251.7	247.2	297.7	279.6	290.0	313.6	347.7	324.0	338.3
San Buenaventura	10.0%	2,436.7	2,896.9	3,017.5	2,835.6	3,169.7	3,352.6	3,558.8	4,033.7	4,042.5	3,707.6	3,284.0
Santa Paula	10.0%	70.9	75.3	92.0	98.8	114.8	115.6	117.9	118.1	103.1	92.0	82.4
Simi Valley	10.0%	907.2	885.1	998.3	894.1	976.1	1,157.2	1,552.6	1,546.0	1,484.4	1,281.7	1,133.9
Thousand Oaks	10.0%	1,983.2	2,202.7	2,200.0	1,900.0	2,100.0	2,198.0	2,518.0	2,833.0	2,859.0	2,493.8	2,281.6
<b>YOLO COUNTY</b>												
Unincorporated	8.0%	79.9	81.5	84.1	78.2	58.4	85.3	87.3	89.2	86.1	102.4	104.8
Davis	10.0%	704.5	1,148.6	881.6	909.0	981.1	928.1	943.8	1,056.7	1,121.0	1,031.0	912.5
West Sacramento	12.0%	470.9	521.5	535.1	546.7	568.4	768.3	918.4	872.3	885.7	863.4	827.1
Woodland	11.0%	431.1	471.6	577.2	579.3	715.6	738.7	865.8	915.4	999.7	855.7	778.0
<b>YUBA COUNTY</b>												
Unincorporated	10.0%	0.0	0.0	0.0	95.9	180.3	191.5	214.0	290.8	300.3	283.6	222.5
Marysville	10.0%	48.3	64.3	58.2	58.1	72.8	132.0	69.6	62.4	70.8	67.1	66.3



## **APPENDICES**

*Appendix A. Regional Travel Impact Model*

*Appendix B. Travel Industry Accounts*

*Appendix C. Travel Impact Estimation Procedures*

*Appendix D. Gross State Product and Indirect Business Taxes*

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## REGIONAL TRAVEL IMPACT MODEL

This report describes the economic impacts of travel to and through California from 1992 to 2010. The estimates for 2010 are preliminary and subject to revision. These estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates, Inc. The input data used to detail the economic impacts of the California travel industry were derived from various local, state and federal sources.

### TYPES OF TRAVEL IMPACTS INCLUDED

Most of the travel that occurs in California is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to California by U.S. residents and foreign visitors are included. The travel of California residents to other destinations within California is included, provided that it is neither commuting nor other routine travel. Travel to non-California destinations by California residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the "Other Travel" category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

### TRANSPORTATION IMPACTS

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations. This is a reflection of the interdependencies of the visitor industry.<sup>10</sup>

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<sup>10</sup> Spending on airfares to California are generally allocated to the counties in which air transportation employment occurs. The only exception is for San Francisco and San Mateo counties. Visitor airfares attributable to SFO airport are allocated to San Francisco visitor spending, even though the airport is located in San Mateo county.

## **DIRECT AND SECONDARY IMPACTS**

Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Indirect and Induced impacts (or “multiplier” effects) of the additional spending of businesses and employees are not included.

## **GROSS DOMESTIC PRODUCT**

An estimate of the Gross Domestic Product (GDP) of the California travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the “value added” of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The concept of GDP is also discussed in Appendix B of this report.

## **IMPACT CATEGORIES**

The specific categories of travel impacts included in this analysis are as follows:

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Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable excise taxes paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases. Includes local sales taxes and transient occupancy taxes.
State Tax Receipts	State excise taxes such as sales and gasoline taxes attributable to travel expenditures, and income taxes levied on travel industry firms and employees.

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## VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel/B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground.
Public Camper	Travelers staying in a publicly managed campground such as those managed by the state or federal government.
Private Home Visitor	Travelers staying as guests with friends or relatives.
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient lodging tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in California.

## INTERPRETATION OF IMPACT ESTIMATES

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

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full- and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment is included in these estimates.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel-related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, Inc., are of similar magnitude.

## DESCRIPTION OF DETAILED COUNTY, REGIONAL AND STATE TABLES

- *Total Direct Travel Spending* includes the total visitor spending at the destination, described below, plus other travel spending. Other travel spending includes resident spending on air transportation and fees for travel arrangement services.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels or B&B's includes their spending on accommodations, food and beverage services, recreation and all other visitor related commodities, including the price of one-way airfares to that destination.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on food and beverage services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The spending totals for commodities and traveler accommodations are identical.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.
- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section, *Tax Revenues Generated by Travel Spending*, provides an estimate of local and state taxes generated by travel spending. Local taxes include all room taxes and local sales taxes. State taxes include the state sales tax, the state motor fuel tax and incomes taxes on individuals and corporations.

All dollar amounts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from  $37 + 57 = 94$ ).

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

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”<sup>11</sup> Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

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

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

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

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<sup>11</sup> Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” Survey of Current Business 84 (September 2004): 43-59.

## PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

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

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

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

## TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.<sup>12</sup> There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.<sup>13</sup> Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

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

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<sup>12</sup> The North American Industrial Classification System (NAICS) is the current standard in the United States.

<sup>13</sup> Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.<sup>14</sup>

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

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Arizona. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Arizona? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Arizona and ignore the remainder for the purpose of creating a travel industry account for Arizona. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Arizona can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Arizona *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.<sup>15</sup>

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<sup>14</sup> The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

<sup>15</sup> The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.



The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.<sup>16</sup>

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

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

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

<sup>16</sup> The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

## RTIM Travel Impact Industries Matched to NAICS

<b>Travel Impact Industry</b>	<b>NAICS Industry (code)</b>
<b>Accommodation &amp; Food Services</b>	Accommodation (721) Food Services and Drinking Places (722)
<b>Arts, Entertainment &amp; Recreation</b>	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
<b>Retail</b>	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
<b>Ground Transportation</b>	Interurban and Rural Bus Transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
<b>Air Transportation</b>	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
<b>Travel Arrangement Services</b>	Travel Agencies (56151) Tour Operators (56152)

Source: Dean Runyan Associates

## DEMAND SEGMENTS

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

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

The distinction between ***resident versus non-resident travel*** is fundamental to a national T TSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.<sup>17</sup> The distinction is obviously also important because it is based on different political, legal, and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.<sup>18</sup> There are at least two reasons why this distinction is less useful at state and regional levels.

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

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<sup>17</sup> Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

<sup>18</sup> The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

the evaluation of the tax impacts of resident versus nonresident travel might also be important.<sup>19</sup>

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.<sup>20</sup> The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs., and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

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<sup>19</sup> Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

<sup>20</sup> In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

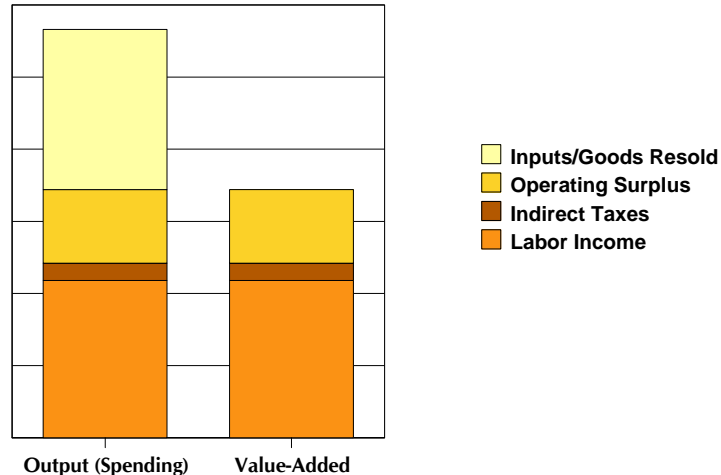
## COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:<sup>21</sup>

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

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

### COMPONENTS OF INDUSTRY OUTPUT



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

<sup>21</sup> There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.<sup>22</sup>

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.<sup>23</sup> The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

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

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

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.<sup>24</sup> For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

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<sup>22</sup> It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

<sup>23</sup> Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

<sup>24</sup> It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

## INDIRECT, INDUCED AND SECONDARY EFFECTS

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

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

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

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

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.<sup>25</sup> As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

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<sup>25</sup> The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

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

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

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



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## TRAVEL IMPACT ESTIMATION PROCEDURES

### TRAVEL SPENDING

**Hotel, Motel, B&B.** Spending on commercial accommodations by hotel and motel guests is estimated from state room tax receipts for each county. Where room tax receipts are unavailable or incomplete, room sales are estimated from lodging inventories, occupancy rates and room rates. Other lodging industry data, such as sales tax receipts, employment and earnings, are also used to estimate and/or validate room sales. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

**Private Campground.** Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

**Public Campground.** Spending by campers using public campgrounds is estimated from visitor counts at federal, state, and locally managed campsites and recreation areas, and daily spending estimates from the visitor survey.

**Private Home.** Spending by private home guests is determined from census data and visitor survey data. The number of owner-occupied housing units per county is taken from the decennial census and updated annually. The average number of days per year visitors hosted by residents and the average daily spending of these visitors are estimated from visitor survey data.

**Vacation Home.** The estimated spending by vacation home renters and owners is also based on census data and visitor survey data. The number of seasonal housing units per county is taken from the decennial census and updated annually. The average number of days per year that these units are occupied by owners or renters (where a room tax is not collected) and the average daily spending of these visitors are estimated from visitor survey data.

**Day Travel.** The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

**Air Transportation.** Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll and

employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

**Travel Agencies.** This category consists of travel agencies (NAICS 56151). Employment estimates are based on employment data provided by the Bureau of Labor Statistics. Spending estimates are derived from the 2002 Economic Census.

## **RELATED TRAVEL IMPACTS**

Spending by travelers generates jobs, payroll and state and local tax revenue.

**Earnings** generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from data published in the 2002 Economic Census and the state and county estimates of earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS). Earnings includes payroll and other earned benefits of employees, and proprietor income.

**Employment** in each business category is calculated from average earnings data derived from Bureau of Labor Statistics Covered Employment and Wages (CEW) data and the earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS).

**Local Taxes** consist of all local (municipality, county, special districts) point-of-sale taxes, including room taxes and sales taxes. Property taxes are not included.

**State Taxes** consist of all statewide point of sale taxes (including sales taxes and gasoline excise taxes) and personal and corporate income taxes.

**Gross Domestic Product and Indirect Business Taxes  
California Industries, 2008**

	GDP (\$ Millions)	Percent of GDP	
		Taxes Only	Taxes less Subsidies
All industry total	1,881,766	6.7%	6.2%
Private industries	1,672,179	7.5%	7.1%
Agriculture, forestry, fishing, and hunting	28,212	2.8%	-3.5%
Crop and animal production (Farms)	20,163	2.7%	-6.1%
Forestry, fishing, and related activities	8,049	2.9%	2.9%
Mining	17,726	8.1%	8.1%
Oil and gas extraction	14,011	9.3%	9.3%
Mining, except oil and gas	1,912	3.7%	3.7%
Support activities for mining	1,804	3.3%	3.3%
Utilities	27,995	23.9%	23.9%
Construction	86,925	1.0%	1.0%
Manufacturing	203,147	3.9%	3.9%
Durable goods	111,200	2.1%	2.1%
Wood product manufacturing	1,802	2.2%	2.2%
Nonmetallic mineral product manufacturing	3,891	2.4%	2.4%
Primary metal manufacturing	1,833	5.2%	5.2%
Fabricated metal product manufacturing	12,333	1.5%	1.5%
Machinery manufacturing	9,102	2.3%	2.3%
Computer and electronic product manufacturing	49,116	2.6%	2.6%
Electrical equipment and appliance manufacturing	3,100	1.7%	1.7%
Motor vehicle, body, trailer, and parts manufacturing	2,337	2.7%	2.7%
Other transportation equipment manufacturing	11,120	1.8%	1.8%
Furniture and related product manufacturing	3,536	0.8%	0.8%
Miscellaneous manufacturing	13,030	1.1%	1.1%
Nondurable goods	91,947	6.0%	6.0%
Food product manufacturing	18,650	20.2%	20.2%
Textile and textile product mills	1,292	6.3%	6.3%
Apparel manufacturing	4,497	1.4%	1.4%
Paper manufacturing	3,021	3.1%	3.1%
Printing and related support activities	3,723	1.8%	1.8%
Petroleum and coal products manufacturing	35,030	1.7%	1.7%
Chemical manufacturing	20,734	3.6%	3.6%
Plastics and rubber products manufacturing	5,000	1.6%	1.6%
Wholesale trade	105,545	25.2%	25.2%
Retail trade	124,314	24.3%	24.3%
Transportation and warehousing, excluding Postal Service	44,077	6.2%	5.4%
Air transportation	6,745	22.3%	22.2%
Rail transportation	1,298	3.0%	-20.9%
Water transportation	963	6.2%	2.3%

Source: Bureau of Economic Analysis

**Gross Domestic Product and Indirect Business Taxes  
California Industries, 2008**

	GDP (\$ Millions)	Percent of GDP	
		Taxes Only	Taxes less Subsidies
Truck transportation	12,107	1.8%	1.8%
Transit and ground passenger transportation	2,542	4.0%	4.0%
Pipeline transportation	1,126	10.3%	10.3%
Other transportation and support activities	14,517	4.3%	4.3%
Warehousing and storage	4,778	1.5%	1.5%
Information	123,830	1.8%	1.8%
Publishing including software	21,579	0.5%	0.5%
Motion picture and sound recording industries	35,448	1.2%	1.2%
Broadcasting and telecommunications	51,939	3.0%	3.0%
Information and data processing services	14,863	0.7%	0.7%
Finance and insurance	113,271	4.1%	4.1%
Federal Reserve banks, credit intermediation and related serv	51,335	2.4%	2.4%
Securities, commodity contracts, investments	20,256	2.0%	2.0%
Insurance carriers and related activities	35,478	7.5%	7.5%
Funds, trusts, and other financial vehicles	6,201	5.9%	5.9%
Real estate and rental and leasing	304,291	8.3%	7.0%
Real estate	280,303	8.7%	7.3%
Rental and leasing services and lessors of intangible assets	23,988	4.0%	4.0%
Professional and technical services	164,740	1.3%	1.3%
Legal services	30,350	3.1%	3.1%
Computer systems design and related services	26,654	1.3%	1.3%
Other professional, scientific and technical services	107,736	0.8%	0.8%
Management of companies and enterprises	26,686	2.3%	2.3%
Administrative and waste services	56,442	1.8%	1.8%
Administrative and support services	51,620	1.0%	1.0%
Waste management and remediation services	4,822	11.2%	11.2%
Educational services	15,471	4.2%	4.2%
Health care and social assistance	105,416	2.3%	2.3%
Ambulatory health care services	54,122	2.4%	2.4%
Hospitals and nursing and residential care facilities	41,871	2.5%	2.5%
Social assistance	9,423	0.8%	0.8%
Arts, entertainment, and recreation	23,810	2.9%	2.9%
Performing arts, museums, and related activities	16,049	1.9%	1.9%
Amusement, gambling, and recreation	7,761	5.1%	5.1%
Accommodation and food services	53,194	10.1%	10.1%
Accommodation	13,855	7.1%	7.1%
Food services and drinking places	39,339	11.2%	11.2%
Other services, except government	47,088	6.4%	6.4%
Government	209,587	0.0%	-1.3%
Federal civilian	25,245	0.0%	-0.4%
Federal military	18,166	0.0%	0.0%
State and local	166,176	0.1%	-1.6%

Source: Bureau of Economic Analysis

### California Earnings and Employment by Industry Sector, 2009

Industry Sector	Earnings (\$Million)	Percent of Total	Employment (Thousand)	Percent of Total
<b>Primarily Export-Oriented</b>	<b>141,912</b>	<b>12.3%</b>	<b>1,850</b>	<b>9.3%</b>
Agriculture, Forestry, Fishing and related	17,847	1.6%	420	2.1%
Mining	4,882	0.4%	65	0.3%
Manufacturing	119,183	10.4%	1,365	6.9%
**Travel	29,205	2.5%	882	4.4%
<b>Primarily Local/Regional</b>	<b>529,305</b>	<b>46.0%</b>	<b>10,030</b>	<b>50.3%</b>
Construction	61,445	5.3%	949	4.8%
Utilities	10,133	0.9%	63	0.3%
Wholesale trade	54,984	4.8%	738	3.7%
Retail trade	67,147	5.8%	1,913	9.6%
Real estate and rental and leasing	24,943	2.2%	1,027	5.2%
Management of companies and enterprises	21,696	1.9%	209	1.0%
Administrative and waste services	42,617	3.7%	1,206	6.1%
Other services, except public administration	41,512	3.6%	1,200	6.0%
Government and government enterprises	204,829	17.8%	2,724	13.7%
<b>Mixed</b>	<b>479,555</b>	<b>41.7%</b>	<b>8,043</b>	<b>40.4%</b>
Transportation and warehousing	32,120	2.8%	570	2.9%
Information	55,913	4.9%	529	2.7%
Finance and insurance	67,449	5.9%	1,025	5.1%
Professional and technical services	141,929	12.3%	1,724	8.7%
Educational services	16,528	1.4%	428	2.1%
Health care and social assistance	111,318	9.7%	1,833	9.2%
Leisure and Hospitality	54,297	4.7%	1,933	9.7%
<b>California Total**</b>	<b>1,150,773</b>	<b>100.0%</b>	<b>19,923</b>	<b>100.0%</b>

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