

California Travel Impacts by County, 1992-2009

2010 Preliminary State & Regional Estimates

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

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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.

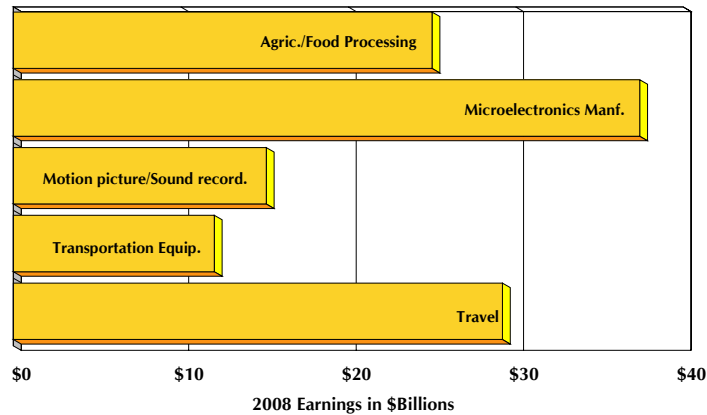
- **Spending.** Travel spending in California increased by 7.4 percent in 2009 to 2010 in current dollars and 4.4 percent when adjusted for inflation. The primary price increases were in transportation, especially motor fuel. Room rates were essentially unchanged from 2009 after a 10.9 percent decrease in the 2008-09 period.¹
- **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.

¹ 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

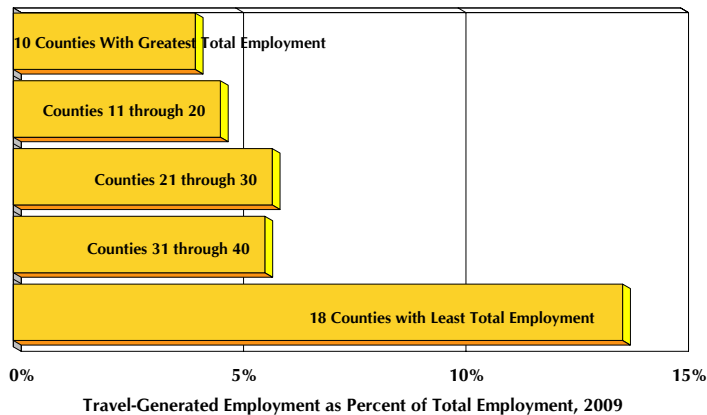


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PREFACE

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.

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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

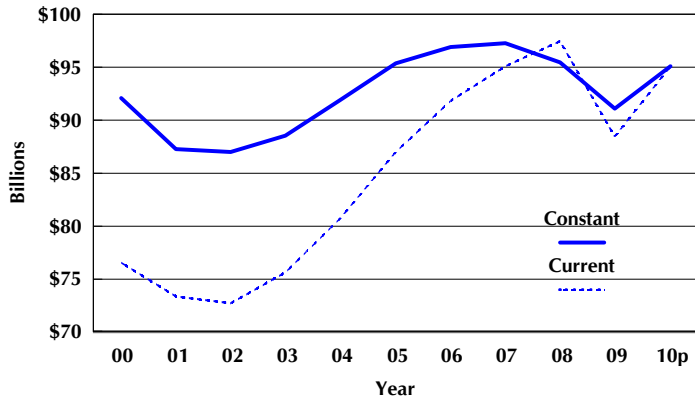
Total direct travel spending in California was \$95.1 billion in 2010. During the past year, travel spending increased by 7.4 percent in current dollars. Preliminary estimates of employment did not show this rate of increase. This is typical following deep recessions as employers initially improve balance 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

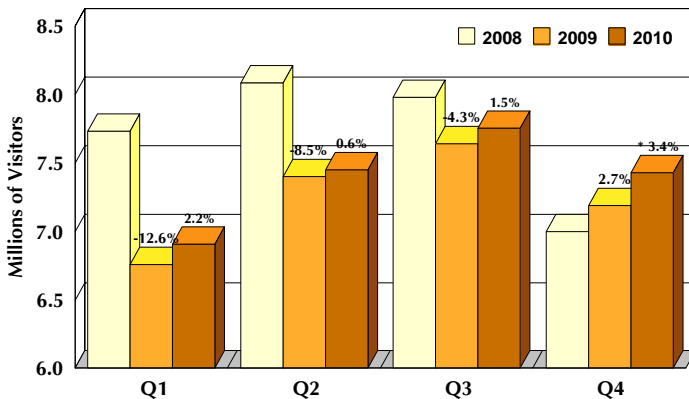
| | Spending (\$Billion) | Earnings (\$Billion) | Employment (Thousand) | Tax Receipts (\$Billion) | | | |
|---------------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-------|---------|-------|
| | | | | Local | State | 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.

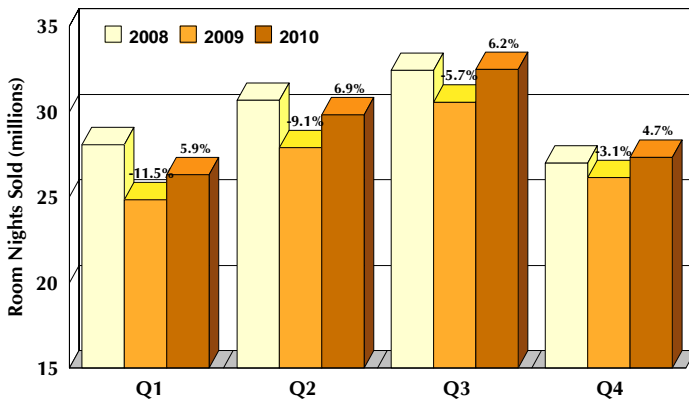
California Travel Spending in Current & Constant Dollars



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.

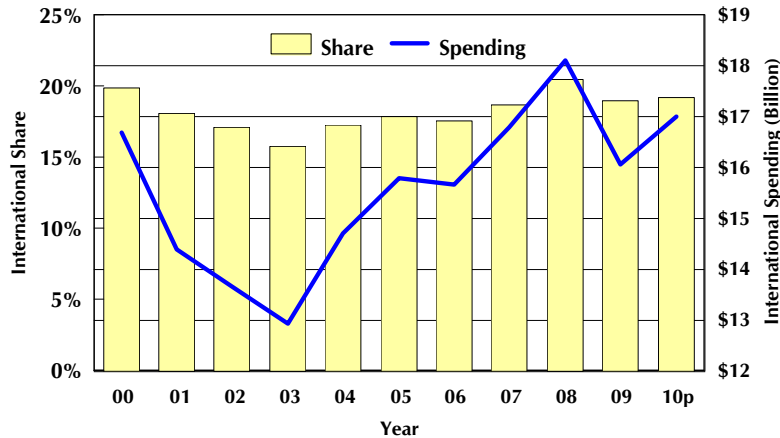
Room demand increased by 6.0 percent over the same period.

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.²

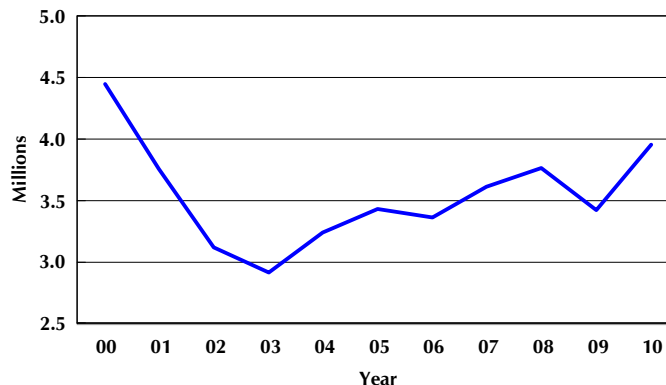
International Visitor Spending in California, 2000-2010p



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



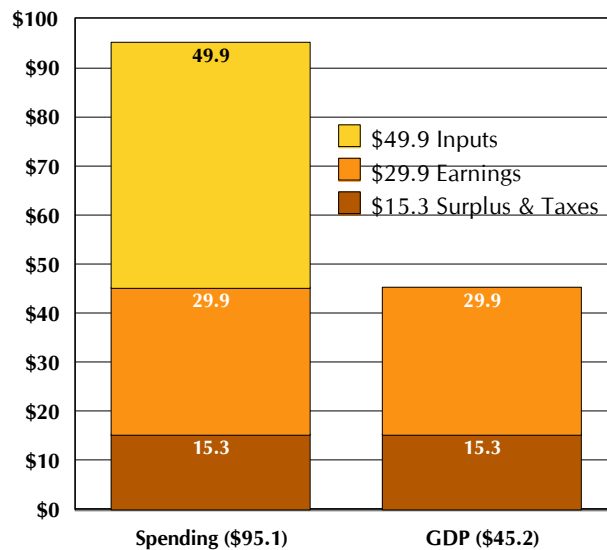
Sources: Dean Runyan Associates, Inc. and Office of Immigration Statistics (U.S. Dept. of Homeland Security). Totals are sum of LA and SF ports of entry. Note: Arrivals at first US port of entry do not necessarily indicate visitation within the state.

² 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.³ The relationship between travel spending and the GDP of the California travel industry is shown below.⁴ 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.

³ 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.

⁴ 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Billion) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Billion) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Billion) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Billion) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Billion) | | | | | | | |
| 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 |
|---|------|------|------|------|------|-------|
| Total Direct Travel Spending (\$Billion) | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Billion) | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Billion) | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Billion) | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Billion) | | | | | | |
| 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.

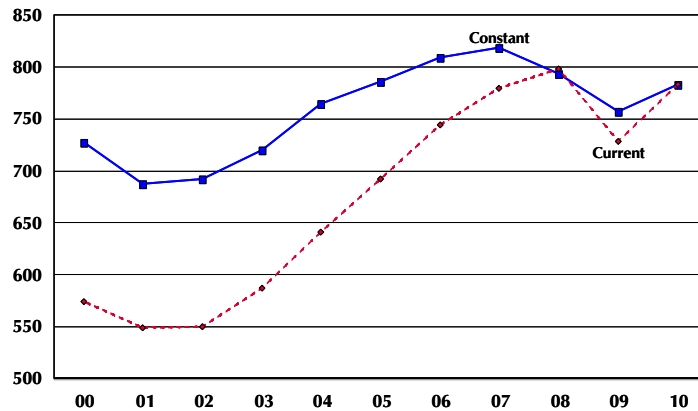
*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

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.

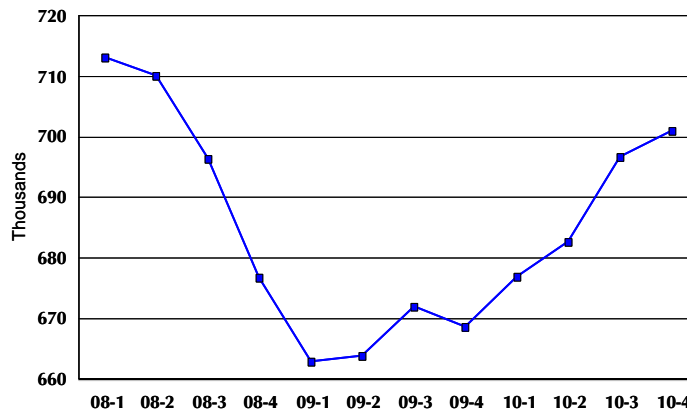
U.S. Direct Travel Spending in Current and Constant Dollars, 2000-2010
(\$Billions)



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.⁵

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



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

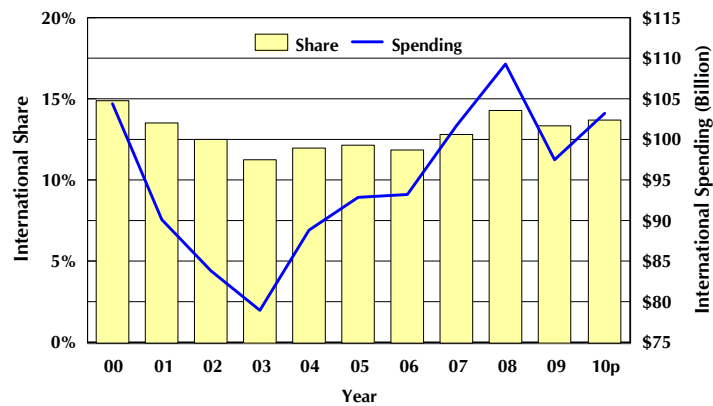
⁵ U.S. Department of Commerce Bureau of Economic Analysis New Release (March 18, 2011).

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

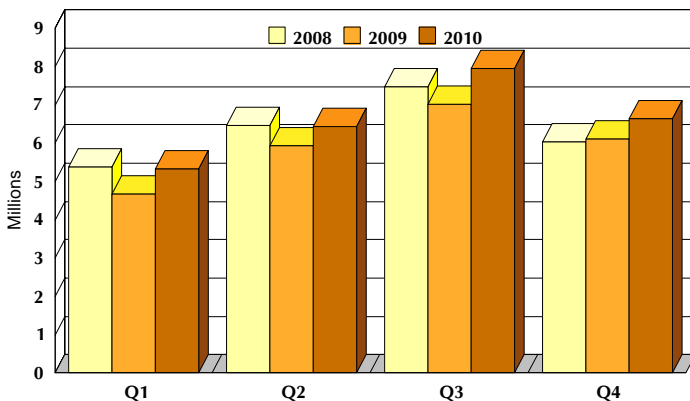
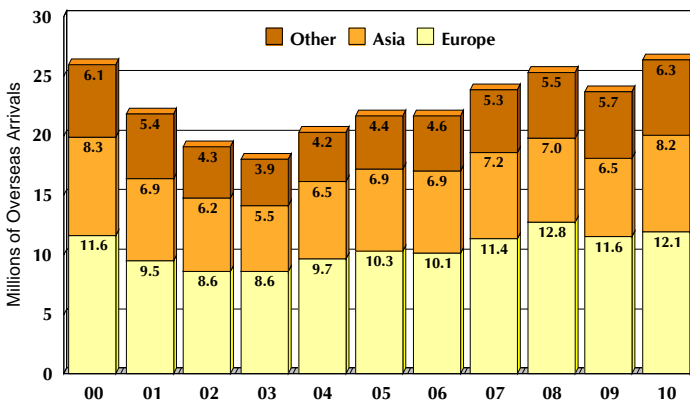
Amounts in Constant (2010) Dollars

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

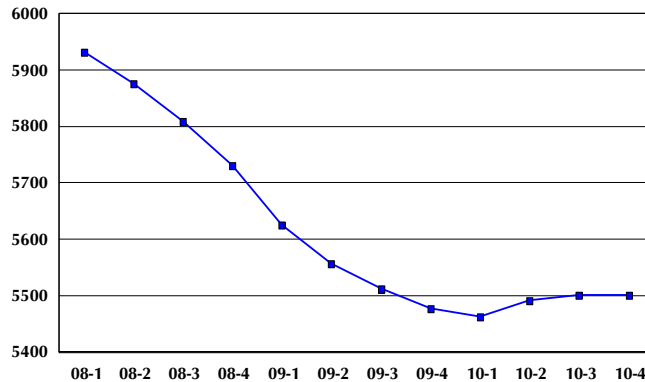


Estimated overseas arrivals to the United States increased by 11.8 in 2010 (preliminary) over 2009, following an annual decrease of 6.3 percent the prior year. Total overseas arrivals for 2010 were equivalent to the level attained in 2000.

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.

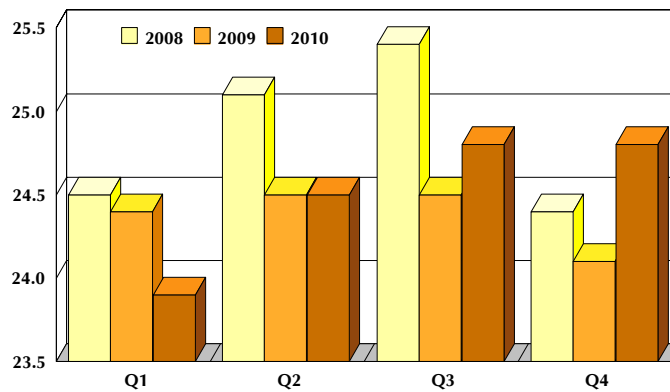
U.S. Travel Industry Employment, 2008-Q1 to 2010-Q4
Seasonally Adjusted at Annual Rates



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



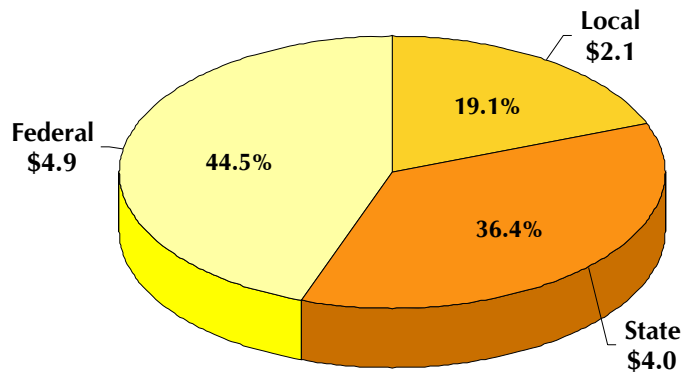
Source: Bureau of Labor Statistics Current Employment Survey. The Leisure and Hospitality sectors include all businesses in arts, entertainment and recreation (NAICS 71) and accommodation and food services (NAICS 72).

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).⁶ 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

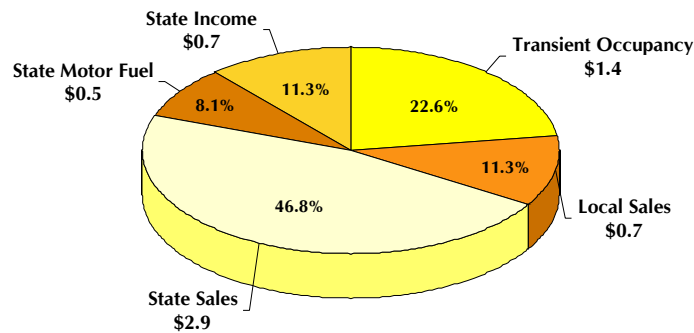


Source: Dean Runyan Associates, Inc. Property taxes and fees, and taxes of selective goods and activities not included.

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.

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

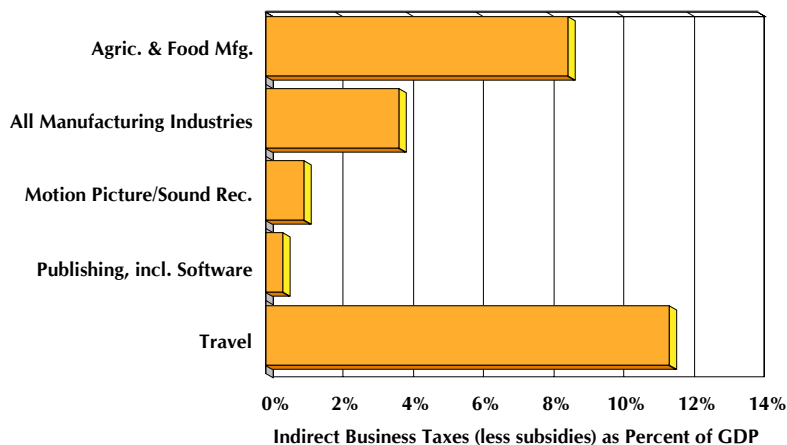
Local and State Travel-Generated Revenues by Type of Tax, 2010p



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.⁷ 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.

⁷ 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.⁸

**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.⁹ 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.

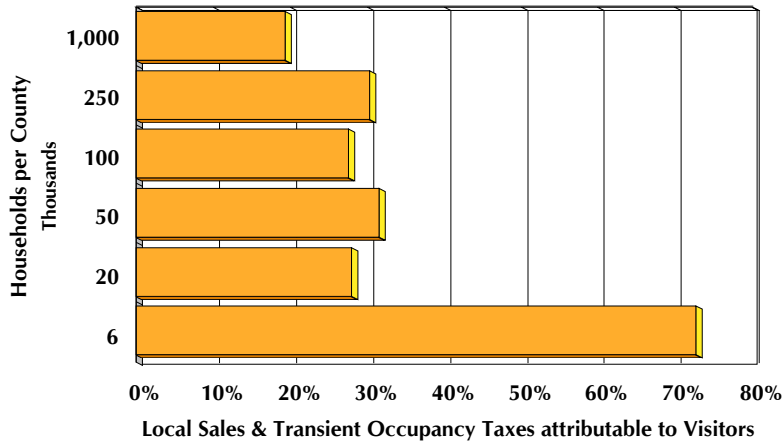
The remainder of this section provides an analysis of the revenue impacts of the travel industry at the county level. The analysis will consider sales taxes (state and local), transient occupancy taxes, and the number of households in each county.

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).

⁸ 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.

⁹ 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.

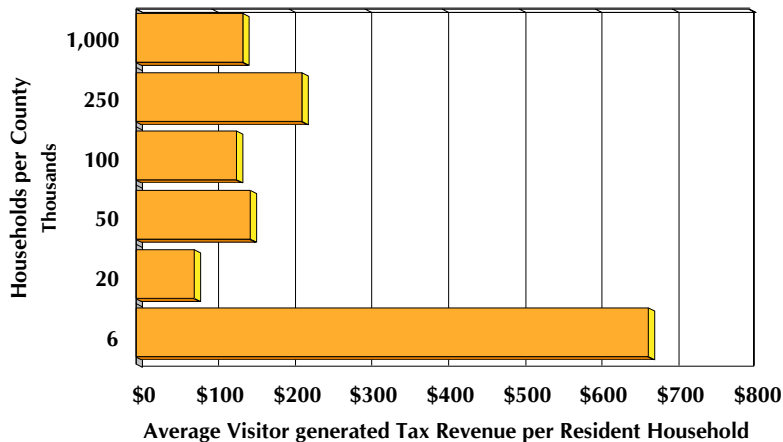
Visitor-Generated Local Tax Receipts as Share of Total Receipts, 2009
Local Sales Tax and Transient Occupancy Taxes



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 |
| California Total | \$7,305.4 | \$1,283.3 | \$8,588.7 | \$1,958.2 | 22.8% | 12,512.5 | \$157 |

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 Visitor-Related |
|--------------|----------------------------|----------|----------------------------|
| | Total | Visitors | |
| 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 |
| California Total | \$30,331.4 | \$2,587.3 | 8.5 |

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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|--------|--------|--------|--------|--------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|--------------|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| | 1992 | 1994 | 1996 | 1998 | 2000 | 2002 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Change |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|---------|---------|---------|---------|---------|---------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|--------|--------|--------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|--------|--------|---------|---------|---------|---------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|--------|---------|---------|---------|---------|---------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|--------|--------|--------|---------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|--------|--------|--------|--------|--------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|--------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|--------|---------|---------|---------|---------|---------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|--------|---------|---------|---------|---------|---------|---------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|------|------|------|------|------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Thousand Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
|---|------|-------|-------|-------|-------|-------|------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| 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 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| 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 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| 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 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| 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 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| 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

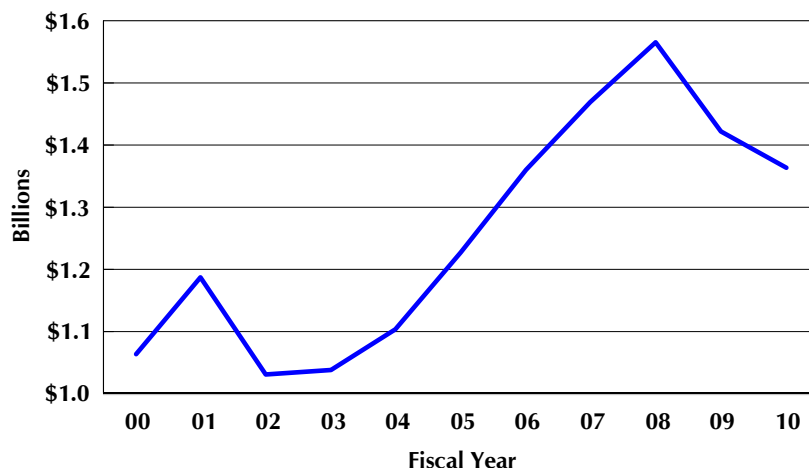
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating 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). 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 |
| (California Values in \$Millions) | | | | | | | | | | | | |
| 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 |
|-------------------------|-------|----------|----------|----------|----------|---------|----------|----------|----------|----------|----------|----------|
| ALAMEDA COUNTY | | | | | | | | | | | | |
| 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 |
| ALPINE COUNTY | | | | | | | | | | | | |
| 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 |
| AMADOR COUNTY | | | | | | | | | | | | |
| 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 |
| lone | 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 |
| BUTTE COUNTY | | | | | | | | | | | | |
| 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 |
| CALAVERAS COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|----------------------------|-------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|---------|
| COLUSA COUNTY | | | | | | | | | | | | |
| 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 |
| CONTRA COSTA COUNTY | | | | | | | | | | | | |
| 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 |
| DEL NORTE COUNTY | | | | | | | | | | | | |
| 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 |
| EL DORADO COUNTY | | | | | | | | | | | | |
| 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 |
| FRESNO COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|------------------------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| FRESNO COUNTY | | | | | | | | | | | | |
| 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 |
| GLENN COUNTY | | | | | | | | | | | | |
| 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 |
| HUMBOLDT COUNTY | | | | | | | | | | | | |
| 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 |
| IMPERIAL COUNTY | | | | | | | | | | | | |
| 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 |
| INYO COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|---------------------------|-------|---------|----------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| KERN COUNTY | | | | | | | | | | | | |
| 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 |
| KINGS COUNTY | | | | | | | | | | | | |
| 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 |
| LAKE COUNTY | | | | | | | | | | | | |
| 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 |
| LASSEN COUNTY | | | | | | | | | | | | |
| 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 |
| LOS ANGELES COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|---------------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| LOS ANGELES COUNTY | | | | | | | | | | | | |
| 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

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|---------------------------|-------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| LOS ANGELES COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|---------------------------|-------|---------|---------|---------|---------|---------|---------|---------|---------|----------|---------|----------|
| LOS ANGELES COUNTY | | | | | | | | | | | | |
| 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 |
| MADERA COUNTY | | | | | | | | | | | | |
| 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 |
| MARIN COUNTY | | | | | | | | | | | | |
| 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 |
| MARIPOSA COUNTY | | | | | | | | | | | | |
| 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 |
| MENDOCINO COUNTY | | | | | | | | | | | | |
| 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 |
| MERCED COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|------------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| MODOC COUNTY | | | | | | | | | | | | |
| 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 |
| MONO COUNTY | | | | | | | | | | | | |
| 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 |
| MONTEREY COUNTY | | | | | | | | | | | | |
| 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 |
| NAPA COUNTY | | | | | | | | | | | | |
| 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 |
| NEVADA COUNTY | | | | | | | | | | | | |
| 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 |
| ORANGE COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|----------------------|-------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| ORANGE COUNTY | | | | | | | | | | | | |
| 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 |
| PLACER COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-------------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| PLACER COUNTY | | | | | | | | | | | | |
| 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 |
| PLUMAS COUNTY | | | | | | | | | | | | |
| 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 |
| RIVERSIDE COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|------------------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| SACRAMENTO COUNTY | | | | | | | | | | | | |
| 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 |
| SAN BENITO COUNTY | | | | | | | | | | | | |
| 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 |
| SAN BERNARDINO COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-----------------------------|-------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| SAN BERNADINO COUNTY | | | | | | | | | | | | |
| 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 |
| SAN DIEGO COUNTY | | | | | | | | | | | | |
| 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 |
| SAN FRANCISCO COUNTY | | | | | | | | | | | | |
| 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 |
| SAN JOAQUIN COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
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| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-------------------------------|-------|----------|----------|---------|---------|---------|---------|---------|----------|----------|----------|---------|
| SAN JOAQUIN COUNTY | | | | | | | | | | | | |
| 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 |
| SAN LUIS OBISPO COUNTY | | | | | | | | | | | | |
| 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 |
| SAN MATEO COUNTY | | | | | | | | | | | | |
| 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 |

California Transient Occupancy Tax by Jurisdiction

Fiscal Year
Amounts in \$000

| | *Rate | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-----------------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| SANTA BARBARA COUNTY | | | | | | | | | | | | |
| 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 |
| SANTA CLARA COUNTY | | | | | | | | | | | | |
| 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 |
| SANTA CRUZ COUNTY | | | | | | | | | | | | |
| 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 |
|------------------------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| SHASTA COUNTY | | | | | | | | | | | | |
| 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 |
| SIERRA COUNTY | | | | | | | | | | | | |
| 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 |
| SISKIYOU COUNTY | | | | | | | | | | | | |
| 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 |
| SOLANO COUNTY | | | | | | | | | | | | |
| 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 |
| SONOMA COUNTY | | | | | | | | | | | | |
| 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 |
|--------------------------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| STANISLAUS COUNTY | | | | | | | | | | | | |
| 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 |
| SUTTER COUNTY | | | | | | | | | | | | |
| 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 |
| TEHAMA COUNTY | | | | | | | | | | | | |
| 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 |
| TRINITY COUNTY | | | | | | | | | | | | |
| 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 |
| TULARE COUNTY | | | | | | | | | | | | |
| 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 |
| TUOLUMNE COUNTY | | | | | | | | | | | | |
| 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 |
|-----------------------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| VENTURA COUNTY | | | | | | | | | | | | |
| 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 |
| YOLO COUNTY | | | | | | | | | | | | |
| 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 |
| YUBA COUNTY | | | | | | | | | | | | |
| 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

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.¹⁰

¹⁰ 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:

| 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. |

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 $37 + 57 = 94$).

**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.”¹¹ 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.

¹¹ 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.¹² 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.¹³ 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

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

¹³ 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.¹⁴

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*.¹⁵

¹⁴ 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.

¹⁵ 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.¹⁶

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

| | |
|--|---------------|
| Accommodation & Food Services | 38.1% |
| Traveler accommodations | 21.5% |
| Food services and drinking places | 16.6% |
| Transportation | 23.3% |
| 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% |
| Recreation | 11.2% |
| 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% |
| Retail & Nondurable Goods Production | 16.2% |
| 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% |
| Travel Arrangement | 7.3% |
| All other industries | 2.2% |
| Total Tourism Compensation | 100.0% |

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.

¹⁶ 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

| Travel Impact Industry | NAICS Industry (code) |
|---|---|
| Accommodation & Food Services | Accommodation (721) Food Services and Drinking Places (722) |
| Arts, Entertainment & Recreation | Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) |
| Retail | 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) |
| Ground Transportation | Interurban and Rural Bus Transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930) |
| Air Transportation | Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881) |
| Travel Arrangement Services | 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 TTSAs. 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 TTTA 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 TTTA 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.¹⁷ 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.¹⁸ 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,

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

¹⁸ 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.¹⁹

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.²⁰ 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.

¹⁹ 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.

²⁰ 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).

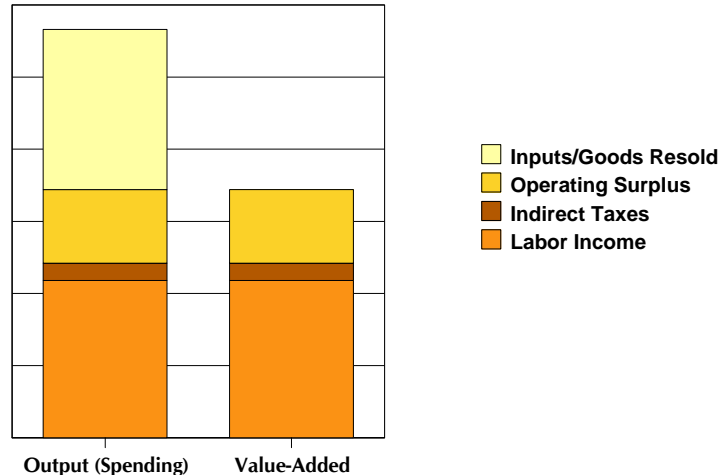
COMPONENTS OF INDUSTRY OUTPUT

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:²¹

- 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

²¹ 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.²²

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.²³ 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.²⁴ 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.

²² 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.

²³ 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.

²⁴ 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.²⁵ 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.

²⁵ 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.

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 |
|--|-------------------------|---------------------|--------------------------|---------------------|
| Primarily Export-Oriented | 141,912 | 12.3% | 1,850 | 9.3% |
| 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% |
| Primarily Local/Regional | 529,305 | 46.0% | 10,030 | 50.3% |
| 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% |
| Mixed | 479,555 | 41.7% | 8,043 | 40.4% |
| 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% |
| California Total** | 1,150,773 | 100.0% | 19,923 | 100.0% |

**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).