

CALIFORNIA TOURISM

Highlights of 2004

- Total direct travel spending in California was \$82.5 billion in 2004, a 7.4 percent increase over the preceding year. This was the second straight year of positive growth and the greatest increase since 2000.
- Spending by international visitors comprises more than 15 percent of all travel spending in the state.
- Much of the recent growth in travel spending was related to increased air travel. There were 31.6 million domestic visitors that traveled to California by air in 2004, an increase of 17 percent over 2003.
- During 2004, travel spending in California directly supported 892,600 jobs with earnings of \$26.5 billion. Travel spending generated the greatest number of jobs in food service (261,500), arts, entertainment and recreation (220,500 jobs), and accommodations (192,200).
- Visitors that stayed overnight in paid accommodations spent \$39.5 billion in 2004, or 56 percent of all visitor spending in the state.
- Travel spending in 2004 generated \$1.9 billion in local taxes and \$3.3 billion in state taxes, of which approximately \$500 million was tax revenue from motor fuel.
- In 2004, one hundred dollars (\$100) of travel spending generated \$32.13 of earnings, \$2.33 of local tax revenue, and \$3.97 of state tax revenue.
- In 2004, one travel-related job was generated for every \$92,400 in travel spending.

(California Impacts by County, 1992-2003; 2004 Preliminary State Estimates, Dean Runyan Associates, March 2005)

- California's 66.5% average occupancy for the year exceeded the national average of 61.3% and represented an increase of 4.4% over 2003. Among the state's top markets, LA-Long Beach led with 71.6% occupancy, followed by San Diego at 70.9% and Anaheim-Santa Ana with 69.5%, placing them third, fourth and seventh among the top 25 markets in the nation.

(Smith Travel Research)

2003

- Californians themselves are the mainstay of the state's travel and tourism industry, comprising 85 percent of domestic travel, or 254 million person-trips. Out-of-state visitors account for 45 million person-trips. California's top domestic markets in 2003 were Nevada (contributing approximately 6.6 million person-trips), Arizona (5.7 million), Texas (3.6 million), Oregon (3 million), Washington (2.4 million) and Utah (1.8 million).
- California's share of the domestic travel market in 2003 was 10.7%, making it the most visited state in America.

- Dining, shopping and entertainment are the most popular expenditure based activities among California travelers. Sightseeing, followed by visiting theme and amusement parks, and beach and waterfront activities, are the most popular recreational pursuits.

California's Top Domestic Markets - 2003

State	Volume
Nevada	6,130,000
Arizona	4,807,000
Texas	3,572,000
Washington	3,352,000
Oregon	2,955,000

(Domestic Travel to California, 2003, D.K. Shifflet & Associates Ltd., July 2004)

- California hosted 4 million overseas visitors in 2003. The top five overseas visitor market countries in 2003 were the United Kingdom (693,000 visitors), Japan (590,000), South Korea (303,000), Australia/New Zealand (260,000), and Germany (238,000).

California's Top International Markets – 2003

	2002	2003	% chg. 02/03
Mexico (air)	392,000	439,000	
Mexico (land)			?
Canada	873,800	890,400	
Total Overseas	4,053,000	3,984,000	-2%
United Kingdom	660,000	693,000	+5%
Japan	653,000	590,000	-10%
South Korea	256,000	303,000	+18%
Australia/New Zealand	256,000	260,000	+2%
Germany	236,000	238,000	+1%

(A Market Profile of Overseas Visitors to California, 2003, CIC Research Inc., August 2004)

- In addition to overseas visitors, 890,000 travelers came from Canada, 439,000 from Mexico by air, and another roughly 3 million Mexicans traveled to and through California by car.

(Statistics Canada; CIC Research Inc.; California Tourism)

- Spending by travelers benefits all California counties and helps diversify and stabilize rural economies, averaging \$1.4 billion per county.
- Los Angeles County receives the most tourism in the state with approximately 53 million domestic person trips, 2.2 million overseas visitors and total direct spending of \$17.9 billion.

(Dean Runyan Associates, March 2005)