

California Travel Impacts by Senate District, 2015p

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CALIFORNIA SENATE DISTRICT TRAVEL IMPACTS, 2015P

This study, prepared for the Visit California, documents the economic significance of the travel industry in California's forty Senate Districts. The estimates are comparable to the county, regional and state travel impacts prepared by Dean Runyan Associates¹. However, due to data limitations and the need to allocate county-level estimates to Senate districts defined by zip code and population data, it is not possible to report the level of detail found in the county travel impact report.

INTERPRETATION OF IMPACT ESTIMATES

There are several issues that should be noted with respect to the interpretation of these findings:

- The **employment** estimates provided in this report refer to the *place of work* of all payroll employees and the self-employed. The estimates reflect the number of jobs rather than the number employed persons. Some of the employees in a particular Senate District will be residents of another Senate District. The extent to which this occurs in any given Senate District is not estimated in this report. However, it is fair to say that this will occur to a much a greater extent in the many dense urban districts as opposed to the geographically larger rural districts.²
- The estimates of local and state **tax receipts** in this report also refer to the Senate District where this tax revenue is generated (by point of sale, taxable income or property). The government entities that collect tax revenue are not necessarily contained within a given Senate District. Therefore, revenue generated within one Senate District may be used to provide services in another. This also is more likely to occur in dense urban districts.
- It should also be noted that the allocation of travel impacts is complicated by the fact that there is visitor travel between and among different geographic areas within the state. (For example, a visitor may stay overnight in a hotel in District X and shop in District Y.) This is always an issue in travel impact research. In general, it is more important the smaller the geographic unit, as is the case with dense urban districts.
- The Senate Districts are described in this report with place names and counties. These descriptions are only intended to provide a general location of the district within the state. They do not purport to be the best or most accurate definition of the district.

¹ California Travel Impacts, 1992-2015 (April 2016). Prepared by Dean Runyan Associates for Visit California.

² The 40 Senate Districts are range in population from 850,000 to 1,000,000. Rural Senate Districts are typically comprised of many counties. California's many more numerous urban districts, on the other hand, typically comprise a small portion of one or more counties.

- While two years of impact estimates are provided for each district, it is generally not advisable to emphasize annual changes in the impact estimates or to compare or rank districts with respect to year-to-year changes. This is because the district estimates are an allocation of county level estimates based on room inventory, population and other factors.

The report provides three summary tables for the forty Senate Districts, followed by a single page for each of the districts that provide all of the information contained in the summary tables. There are several appendices that describe the travel impact measures, methodology and data sources.

2015 California Senate District Travel Impacts

| Senate District | Spending (Million) | | | Earnings (Million) | Employment (thousand) | Tax Revenue (Million) | | | |
|-----------------|---------------------------|----------|----------|-----------------------|--------------------------|-----------------------|-------|-------|---------|
| | Total | Visitor | Other | | | Local | State | Total | |
| 01 | Northeast California | \$2,880 | \$2,701 | \$179 | \$933 | 31.5 | \$84 | \$134 | \$218 |
| 02 | North Coast | \$3,209 | \$2,934 | \$275 | \$1,127 | 35.4 | \$120 | \$143 | \$263 |
| 03 | Napa Valley | \$2,873 | \$2,698 | \$175 | \$1,024 | 32.3 | \$112 | \$134 | \$247 |
| 04 | North Central | \$1,823 | \$1,486 | \$337 | \$455 | 16.9 | \$44 | \$83 | \$126 |
| 05 | San Joaquin Valley | \$1,113 | \$957 | \$156 | \$296 | 11.0 | \$25 | \$63 | \$88 |
| 06 | Sacramento | \$2,736 | \$2,157 | \$579 | \$707 | 21.9 | \$72 | \$110 | \$182 |
| 07 | Walnut Creek | \$1,796 | \$1,578 | \$218 | \$593 | 16.0 | \$59 | \$90 | \$148 |
| 08 | East Central | \$3,462 | \$3,215 | \$247 | \$971 | 35.7 | \$113 | \$137 | \$250 |
| 09 | Berkeley-Oakland | \$2,526 | \$1,852 | \$674 | \$942 | 17.9 | \$83 | \$96 | \$179 |
| 10 | Fremont-Hayword | \$2,778 | \$2,418 | \$360 | \$840 | 20.9 | \$114 | \$119 | \$234 |
| 11 | San Francisco | \$12,773 | \$11,356 | \$1,416 | \$4,166 | 76.4 | \$713 | \$463 | \$1,176 |
| 12 | Merced-Salinas | \$1,328 | \$1,175 | \$153 | \$432 | 12.8 | \$51 | \$87 | \$138 |
| 13 | Palo Alto | \$4,397 | \$4,015 | \$382 | \$2,829 | 52.0 | \$266 | \$225 | \$491 |
| 14 | Central | \$1,007 | \$841 | \$166 | \$263 | 10.2 | \$26 | \$60 | \$85 |
| 15 | San Jose | \$2,156 | \$1,487 | \$669 | \$478 | 10.9 | \$69 | \$79 | \$148 |
| 16 | Bakersfield | \$2,226 | \$2,052 | \$174 | \$618 | 24.4 | \$48 | \$102 | \$151 |
| 17 | Central Coast | \$4,997 | \$4,753 | \$243 | \$1,800 | 50.0 | \$183 | \$224 | \$407 |
| 18 | Los Angeles | \$1,315 | \$1,083 | \$231 | \$457 | 9.9 | \$67 | \$78 | \$145 |
| 19 | Santa Barbara | \$3,171 | \$2,957 | \$214 | \$1,013 | 30.9 | \$117 | \$152 | \$268 |
| 20 | Ontario | \$1,828 | \$1,474 | \$355 | \$557 | 18.5 | \$58 | \$88 | \$146 |
| 21 | Lancaster-Palmdale | \$1,444 | \$1,211 | \$233 | \$463 | 12.6 | \$60 | \$81 | \$141 |
| 22 | San Gabriel | \$1,571 | \$1,278 | \$294 | \$568 | 12.3 | \$76 | \$86 | \$163 |
| 23 | San Bernardino-Yucaipa | \$2,408 | \$2,237 | \$170 | \$627 | 25.5 | \$52 | \$115 | \$167 |
| 24 | Los Angeles East | \$1,435 | \$1,123 | \$312 | \$510 | 10.8 | \$69 | \$80 | \$149 |
| 25 | Glendale-Pasadena | \$1,916 | \$1,554 | \$362 | \$697 | 15.1 | \$85 | \$94 | \$179 |
| 26 | Los Angeles Coast | \$8,300 | \$6,181 | \$2,119 | \$3,242 | 58.6 | \$257 | \$216 | \$473 |
| 27 | Thousand Oaks-Simi Valley | \$1,885 | \$1,526 | \$359 | \$658 | 15.8 | \$74 | \$94 | \$168 |

2015 California Senate District Travel Impacts

| Senate District | Spending (Million) | | | Earnings (Million) | Employment (thousand) | Tax Revenue (Million) | | |
|--------------------------|--------------------|-----------|----------|-----------------------|--------------------------|-----------------------|---------|---------|
| | Total | Visitor | Other | | | Local | State | Total |
| 28 Palm Springs | \$5,588 | \$5,321 | \$267 | \$1,552 | 55.1 | \$132 | \$226 | \$358 |
| 29 Fullerton | \$1,885 | \$1,565 | \$321 | \$638 | 17.0 | \$79 | \$100 | \$179 |
| 30 Los Angeles | \$2,800 | \$2,370 | \$430 | \$1,068 | 22.2 | \$122 | \$120 | \$242 |
| 31 Moreno Valley | \$1,442 | \$1,256 | \$186 | \$389 | 14.1 | \$52 | \$91 | \$144 |
| 32 Los Angeles South | \$1,710 | \$1,505 | \$205 | \$614 | 14.2 | \$85 | \$94 | \$179 |
| 33 Long Beach | \$2,044 | \$1,605 | \$439 | \$749 | 14.7 | \$86 | \$91 | \$176 |
| 34 Orange Coast | \$4,892 | \$4,251 | \$641 | \$1,582 | 41.8 | \$177 | \$181 | \$358 |
| 35 Gardena-Inglewood | \$2,481 | \$1,985 | \$496 | \$928 | 18.3 | \$102 | \$103 | \$205 |
| 36 Carlsbad-San Clemente | \$2,813 | \$2,583 | \$229 | \$953 | 26.5 | \$107 | \$140 | \$247 |
| 37 Irvine-Newport Beach | \$3,573 | \$3,049 | \$524 | \$1,186 | 31.7 | \$129 | \$149 | \$278 |
| 38 Escondido-El Cajon | \$2,406 | \$2,204 | \$202 | \$753 | 21.3 | \$97 | \$137 | \$235 |
| 39 San Diego | \$9,418 | \$8,434 | \$985 | \$3,032 | 82.2 | \$284 | \$329 | \$613 |
| 40 Chula Vista | \$2,112 | \$1,818 | \$294 | \$581 | 18.2 | \$81 | \$115 | \$196 |
| California | \$122,516 | \$111,942 | \$10,575 | \$41,292 | 1,063.5 | \$4,630 | \$5,310 | \$9,939 |

2014 California Senate District Employment Characteristics

| Senate District | District Employment (000) | | | District percent of State | |
|------------------------------|---------------------------|--------|-------------|---------------------------|--------|
| | Total | Travel | Pct. Travel | Total | Travel |
| 01 Northeast California | 452.6 | 31.2 | 6.9% | 2.1% | 3.0% |
| 02 North Coast | 445.7 | 35.1 | 7.9% | 2.0% | 3.4% |
| 03 Napa Valley | 436.0 | 31.2 | 7.2% | 2.0% | 3.0% |
| 04 North Central | 401.4 | 16.7 | 4.2% | 1.8% | 1.6% |
| 05 San Joaquin Valley | 325.2 | 10.7 | 3.3% | 1.5% | 1.0% |
| 06 Sacramento | 727.6 | 21.0 | 2.9% | 3.3% | 2.1% |
| 07 Walnut Creek | 550.5 | 15.5 | 2.8% | 2.5% | 1.5% |
| 08 East Central | 311.9 | 34.1 | 10.9% | 1.4% | 3.3% |
| 09 Berkeley-Oakland | 475.0 | 17.4 | 3.7% | 2.2% | 1.7% |
| 10 Fremont-Hayword | 648.0 | 20.3 | 3.1% | 2.9% | 2.0% |
| 11 San Francisco | 783.7 | 74.0 | 9.4% | 3.6% | 7.2% |
| 12 Merced-Salinas | 361.3 | 12.7 | 3.5% | 1.6% | 1.2% |
| 13 Palo Alto | 772.0 | 49.5 | 6.4% | 3.5% | 4.8% |
| 14 Central | 443.4 | 9.9 | 2.2% | 2.0% | 1.0% |
| 15 San Jose | 468.7 | 10.5 | 2.2% | 2.1% | 1.0% |
| 16 Bakersfield | 385.8 | 23.6 | 6.1% | 1.8% | 2.3% |
| 17 Central Coast | 555.6 | 48.2 | 8.7% | 2.5% | 4.7% |
| 18 Los Angeles | 511.7 | 9.5 | 1.9% | 2.3% | 0.9% |
| 19 Santa Barbara | 526.9 | 30.0 | 5.7% | 2.4% | 2.9% |
| 20 Ontario | 396.5 | 17.2 | 4.3% | 1.8% | 1.7% |
| 21 Lancaster-Palmdale | 298.2 | 12.0 | 4.0% | 1.4% | 1.2% |
| 22 San Gabriel | 700.2 | 11.8 | 1.7% | 3.2% | 1.2% |
| 23 San Bernardino-Yucaipa | 427.3 | 24.3 | 5.7% | 1.9% | 2.4% |
| 24 Los Angeles East | 426.6 | 10.4 | 2.4% | 1.9% | 1.0% |
| 25 Glendale-Pasadena | 684.1 | 14.5 | 2.1% | 3.1% | 1.4% |
| 26 Los Angeles Coast | 601.4 | 56.0 | 9.3% | 2.7% | 5.5% |
| 27 Thousand Oaks-Simi Valley | 742.8 | 15.3 | 2.1% | 3.4% | 1.5% |
| 28 Palm Springs | 862.4 | 53.3 | 6.2% | 3.9% | 5.2% |
| 29 Fullerton | 584.0 | 16.3 | 2.8% | 2.6% | 1.6% |
| 30 Los Angeles | 508.7 | 21.3 | 4.2% | 2.3% | 2.1% |
| 31 Moreno Valley | 564.8 | 13.7 | 2.4% | 2.6% | 1.3% |
| 32 Los Angeles South | 498.5 | 13.6 | 2.7% | 2.3% | 1.3% |
| 33 Long Beach | 495.3 | 14.1 | 2.8% | 2.2% | 1.4% |
| 34 Orange Coast | 458.1 | 39.8 | 8.7% | 2.1% | 3.9% |
| 35 Gardena-Inglewood | 507.0 | 17.5 | 3.5% | 2.3% | 1.7% |
| 36 Carlsbad-San Clemente | 490.4 | 25.5 | 5.2% | 2.2% | 2.5% |
| 37 Irvine-Newport Beach | 1,107.5 | 30.3 | 2.7% | 5.0% | 3.0% |
| 38 Escondido-El Cajon | 530.3 | 20.7 | 3.9% | 2.4% | 2.0% |
| 39 San Diego | 996.0 | 79.1 | 7.9% | 4.5% | 7.7% |
| 40 Chula Vista | 357.9 | 17.7 | 4.9% | 1.6% | 1.7% |
| California | 22,040 | 1,026 | 4.7% | 100.0% | 100.0% |

2015 California Senate District Tax Impacts

| Senate District | Revenue Generated by \$100 Visitor Spending | | | Revenues per District Household | | | |
|-----------------|--|--------|--------|------------------------------------|---------|---------|---------|
| | Local | State | Total | Local | State | Total | |
| 01 | Northeast California | \$3.10 | \$4.40 | \$7.50 | \$229 | \$322 | \$551 |
| 02 | North Coast | \$4.10 | \$4.40 | \$8.50 | \$344 | \$367 | \$710 |
| 03 | Napa Valley | \$4.20 | \$4.40 | \$8.60 | \$326 | \$346 | \$672 |
| 04 | North Central | \$2.90 | \$4.50 | \$7.50 | \$114 | \$175 | \$289 |
| 05 | San Joaquin Valley | \$2.60 | \$5.00 | \$7.50 | \$79 | \$152 | \$232 |
| 06 | Sacramento | \$3.30 | \$4.40 | \$7.70 | \$206 | \$270 | \$475 |
| 07 | Walnut Creek | \$3.70 | \$4.70 | \$8.40 | \$166 | \$208 | \$375 |
| 08 | East Central | \$3.50 | \$3.80 | \$7.30 | \$318 | \$342 | \$660 |
| 09 | Berkeley-Oakland | \$4.50 | \$4.30 | \$8.70 | \$227 | \$217 | \$443 |
| 10 | Fremont-Hayword | \$4.70 | \$4.30 | \$9.00 | \$332 | \$300 | \$633 |
| 11 | San Francisco | \$6.30 | \$3.90 | \$10.20 | \$1,702 | \$1,061 | \$2,763 |
| 12 | Merced-Salinas | \$4.40 | \$6.10 | \$10.50 | \$168 | \$235 | \$404 |
| 13 | Palo Alto | \$6.60 | \$5.10 | \$11.70 | \$769 | \$589 | \$1,357 |
| 14 | Central | \$3.10 | \$5.30 | \$8.40 | \$76 | \$133 | \$209 |
| 15 | San Jose | \$4.70 | \$4.20 | \$8.90 | \$205 | \$185 | \$390 |
| 16 | Bakersfield | \$2.40 | \$4.20 | \$6.60 | \$160 | \$287 | \$447 |
| 17 | Central Coast | \$3.90 | \$4.40 | \$8.20 | \$539 | \$616 | \$1,155 |
| 18 | Los Angeles | \$6.10 | \$5.80 | \$11.90 | \$204 | \$193 | \$396 |
| 19 | Santa Barbara | \$4.00 | \$4.60 | \$8.60 | \$369 | \$431 | \$800 |
| 20 | Ontario | \$4.00 | \$4.90 | \$8.80 | \$193 | \$238 | \$431 |
| 21 | Lancaster-Palmdale | \$4.90 | \$5.50 | \$10.40 | \$195 | \$216 | \$411 |
| 22 | San Gabriel | \$6.00 | \$5.50 | \$11.50 | \$265 | \$246 | \$511 |
| 23 | San Bernardino-Yucaipa | \$2.30 | \$4.50 | \$6.80 | \$171 | \$331 | \$502 |
| 24 | Los Angeles East | \$6.10 | \$5.70 | \$11.80 | \$237 | \$222 | \$459 |
| 25 | Glendale-Pasadena | \$5.50 | \$5.00 | \$10.50 | \$271 | \$250 | \$521 |
| 26 | Los Angeles Coast | \$4.20 | \$3.10 | \$7.30 | \$890 | \$672 | \$1,562 |
| 27 | Thousand Oaks-Simi Valley | \$4.90 | \$5.10 | \$10.00 | \$234 | \$246 | \$481 |
| 28 | Palm Springs | \$2.50 | \$3.90 | \$6.40 | \$440 | \$697 | \$1,137 |
| 29 | Fullerton | \$5.10 | \$5.40 | \$10.50 | \$250 | \$266 | \$517 |
| 30 | Los Angeles | \$5.10 | \$4.40 | \$9.50 | \$419 | \$359 | \$778 |
| 31 | Moreno Valley | \$4.20 | \$6.00 | \$10.20 | \$167 | \$239 | \$406 |
| 32 | Los Angeles South | \$5.60 | \$5.20 | \$10.90 | \$283 | \$264 | \$548 |
| 33 | Long Beach | \$5.30 | \$4.70 | \$10.00 | \$270 | \$237 | \$507 |
| 34 | Orange Coast | \$4.20 | \$3.90 | \$8.00 | \$606 | \$563 | \$1,169 |
| 35 | Gardena-Inglewood | \$5.10 | \$4.40 | \$9.50 | \$320 | \$273 | \$593 |
| 36 | Carlsbad-San Clemente | \$4.10 | \$4.90 | \$9.00 | \$289 | \$341 | \$630 |
| 37 | Irvine-Newport Beach | \$4.20 | \$4.40 | \$8.60 | \$398 | \$410 | \$808 |
| 38 | Escondido-El Cajon | \$4.40 | \$5.50 | \$9.90 | \$271 | \$339 | \$609 |
| 39 | San Diego | \$3.40 | \$3.70 | \$7.10 | \$827 | \$908 | \$1,736 |
| 40 | Chula Vista | \$4.40 | \$5.50 | \$9.90 | \$228 | \$281 | \$509 |
| | California | \$4.20 | \$4.80 | \$8.90 | \$354 | \$405 | \$759 |

Senate District 01

Northeast California

includes Siskiyou, Nevada, El Dorado, Calaveras, Mono counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,779 | \$2,880 |
| Visitor Spending | \$2,589 | \$2,701 |
| Other Spending | \$190 | \$179 |
| Earnings (millions) | \$882 | \$933 |
| Employment (thousands) | 31.2 | 31.5 |
| State & Local Tax Revenue (millions) | \$211 | \$218 |
| Local Tax Revenue | \$79 | \$84 |
| State Tax Revenue | \$133 | \$134 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.1% |
| Travel-generated employment | 3.0% |
| Travel Percent of Total District Employment | 6.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$3.10 | Local tax revenue | \$229 |
| State tax revenue | \$4.40 | State tax revenue | \$322 |
| Local & State Total | \$7.50 | Local & State Total | \$551 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 02

North Coast

includes Humboldt, Mendocino, Lake, Sonoma counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$3,107 | \$3,209 |
| Visitor Spending | \$2,825 | \$2,934 |
| Other Spending | \$283 | \$275 |
| Earnings (millions) | \$1,068 | \$1,127 |
| Employment (thousands) | 35.1 | 35.4 |
| State & Local Tax Revenue (millions) | \$255 | \$263 |
| Local Tax Revenue | \$112 | \$120 |
| State Tax Revenue | \$143 | \$143 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.0% |
| Travel-generated employment | 3.4% |
| Travel Percent of Total District Employment | 7.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.10 | Local tax revenue | \$344 |
| State tax revenue | \$4.40 | State tax revenue | \$367 |
| Local & State Total | \$8.50 | Local & State Total | \$710 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 03

Napa Valley

includes Yolo, Napa, Solano counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,726 | \$2,873 |
| Visitor Spending | \$2,536 | \$2,698 |
| Other Spending | \$190 | \$175 |
| Earnings (millions) | \$947 | \$1,024 |
| Employment (thousands) | 31.2 | 32.3 |
| State & Local Tax Revenue (millions) | \$233 | \$247 |
| Local Tax Revenue | \$102 | \$112 |
| State Tax Revenue | \$131 | \$134 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.0% |
| Travel-generated employment | 3.0% |
| Travel Percent of Total District Employment | 7.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.20 | Local tax revenue | \$326 |
| State tax revenue | \$4.40 | State tax revenue | \$346 |
| Local & State Total | \$8.60 | Local & State Total | \$672 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 04

North Central

includes Trinity, Tehama, Colusa, Sutter, Yuba counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,775 | \$1,823 |
| Visitor Spending | \$1,436 | \$1,486 |
| Other Spending | \$340 | \$337 |
| Earnings (millions) | \$424 | \$455 |
| Employment (thousands) | 16.7 | 16.9 |
| State & Local Tax Revenue (millions) | \$123 | \$126 |
| Local Tax Revenue | \$40 | \$44 |
| State Tax Revenue | \$83 | \$83 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.8% |
| Travel-generated employment | 1.6% |
| Travel Percent of Total District Employment | 4.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$2.90 | Local tax revenue | \$114 |
| State tax revenue | \$4.50 | State tax revenue | \$175 |
| Local & State Total | \$7.50 | Local & State Total | \$289 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 05

San Joaquin Valley

includes San Joaquin, Amador, Calaveras, Stanislaus, Sacramento counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,088 | \$1,113 |
| Visitor Spending | \$915 | \$957 |
| Other Spending | \$173 | \$156 |
| Earnings (millions) | \$274 | \$296 |
| Employment (thousands) | 10.7 | 11.0 |
| State & Local Tax Revenue (millions) | \$86 | \$88 |
| Local Tax Revenue | \$22 | \$25 |
| State Tax Revenue | \$63 | \$63 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.5% |
| Travel-generated employment | 1.0% |
| Travel Percent of Total District Employment | 3.3% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$2.60 | Local tax revenue | \$79 |
| State tax revenue | \$5.00 | State tax revenue | \$152 |
| Local & State Total | \$7.50 | Local & State Total | \$232 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 06

Sacramento

Placer, Sacramento, Sutter, Yolo counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$2,592 | \$2,736 |
| Visitor Spending | \$2,043 | \$2,157 |
| Other Spending | \$548 | \$579 |
| Earnings (millions) | \$634 | \$707 |
| Employment (thousands) | 21.0 | 21.9 |
| State & Local Tax Revenue (millions) | \$172 | \$182 |
| Local Tax Revenue | \$65 | \$72 |
| State Tax Revenue | \$107 | \$110 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.3% |
| Travel-generated employment | 2.1% |
| Travel Percent of Total District Employment | 2.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue | Local tax revenue |
| \$3.30 | \$206 |
| State tax revenue | State tax revenue |
| \$4.40 | \$270 |
| Local & State Total | Local & State Total |
| \$7.70 | \$475 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 07

Walnut Creek

Alameda, Contra Costa, San Joaquin, Santa Clara, Solano counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,750 | \$1,796 |
| Visitor Spending | \$1,523 | \$1,578 |
| Other Spending | \$227 | \$218 |
| Earnings (millions) | \$537 | \$593 |
| Employment (thousands) | 15.5 | 16.0 |
| State & Local Tax Revenue (millions) | \$143 | \$148 |
| Local Tax Revenue | \$54 | \$59 |
| State Tax Revenue | \$90 | \$90 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.5% |
| Travel-generated employment | 1.5% |
| Travel Percent of Total District Employment | 2.8% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$3.70 | Local tax revenue | \$166 |
| State tax revenue | \$4.70 | State tax revenue | \$208 |
| Local & State Total | \$8.40 | Local & State Total | \$375 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 08

East Central

includes Amador, Calaveras, Fresno, Inyo, Madera, Mono, Mariposa counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$3,309 | \$3,462 |
| Visitor Spending | \$3,053 | \$3,215 |
| Other Spending | \$256 | \$247 |
| Earnings (millions) | \$884 | \$971 |
| Employment (thousands) | 34.1 | 35.7 |
| State & Local Tax Revenue (millions) | \$238 | \$250 |
| Local Tax Revenue | \$103 | \$113 |
| State Tax Revenue | \$135 | \$137 |

Employment Characteristics (2014)

| | |
|---|-------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.4% |
| Travel-generated employment | 3.3% |
| Travel Percent of Total District Employment | 10.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$3.50 | Local tax revenue | \$318 |
| State tax revenue | \$3.80 | State tax revenue | \$342 |
| Local & State Total | \$7.30 | Local & State Total | \$660 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 09
 Berkeley-Oakland
 Alameda, Contra Costa counties

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Travel Impacts | | |
| Spending (millions) | \$2,411 | \$2,526 |
| Visitor Spending | \$1,766 | \$1,852 |
| Other Spending | \$645 | \$674 |
| Earnings (millions) | \$861 | \$942 |
| Employment (thousands) | 17.4 | 17.9 |
| State & Local Tax Revenue (millions) | \$171 | \$179 |
| Local Tax Revenue | \$75 | \$83 |
| State Tax Revenue | \$96 | \$96 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.2% |
| Travel-generated employment | 1.7% |
| Travel Percent of Total District Employment | 3.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|--|--------|---|-------|
| Local tax revenue | \$4.50 | Local tax revenue | \$227 |
| State tax revenue | \$4.30 | State tax revenue | \$217 |
| Local & State Total | \$8.70 | Local & State Total | \$443 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 10

Fremont-Hayword

Alameda, San Joaquin, Santa Clara counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,620 | \$2,778 |
| Visitor Spending | \$2,271 | \$2,418 |
| Other Spending | \$349 | \$360 |
| Earnings (millions) | \$766 | \$840 |
| Employment (thousands) | 20.3 | 20.9 |
| State & Local Tax Revenue (millions) | \$220 | \$234 |
| Local Tax Revenue | \$102 | \$114 |
| State Tax Revenue | \$118 | \$119 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.9% |
| Travel-generated employment | 2.0% |
| Travel Percent of Total District Employment | 3.1% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.70 | Local tax revenue | \$332 |
| State tax revenue | \$4.30 | State tax revenue | \$300 |
| Local & State Total | \$9.00 | Local & State Total | \$633 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 11

San Francisco

Alameda, Marin, San Francisco, San Mateo counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|----------|----------|
| Spending (millions) | \$12,449 | \$12,773 |
| Visitor Spending | \$11,048 | \$11,356 |
| Other Spending | \$1,401 | \$1,416 |
| Earnings (millions) | \$3,865 | \$4,166 |
| Employment (thousands) | 74.0 | 76.4 |
| State & Local Tax Revenue (millions) | \$1,130 | \$1,176 |
| Local Tax Revenue | \$674 | \$713 |
| State Tax Revenue | \$455 | \$463 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.6% |
| Travel-generated employment | 7.2% |
| Travel Percent of Total District Employment | 9.4% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|---------|
| Local tax revenue | \$6.30 | Local tax revenue | \$1,702 |
| State tax revenue | \$3.90 | State tax revenue | \$1,061 |
| Local & State Total | \$10.20 | Local & State Total | \$2,763 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 12

Merced-Salinas

includes San Benito, Merced, Stanislaus counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$1,313 | \$1,328 |
| Visitor Spending | \$1,143 | \$1,175 |
| Other Spending | \$170 | \$153 |
| Earnings (millions) | \$406 | \$432 |
| Employment (thousands) | 12.7 | 12.8 |
| State & Local Tax Revenue (millions) | \$135 | \$138 |
| Local Tax Revenue | \$48 | \$51 |
| State Tax Revenue | \$87 | \$87 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.6% |
| Travel-generated employment | 1.2% |
| Travel Percent of Total District Employment | 3.5% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue \$4.40 | Local tax revenue \$168 |
| State tax revenue \$6.10 | State tax revenue \$235 |
| Local & State Total \$10.50 | Local & State Total \$404 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 13

Palo Alto

San Francisco, San Mateo, Santa Clara, Santa Cruz counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$4,156 | \$4,397 |
| Visitor Spending | \$3,812 | \$4,015 |
| Other Spending | \$344 | \$382 |
| Earnings (millions) | \$2,573 | \$2,829 |
| Employment (thousands) | 49.5 | 52.0 |
| State & Local Tax Revenue (millions) | \$463 | \$491 |
| Local Tax Revenue | \$245 | \$266 |
| State Tax Revenue | \$218 | \$225 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.5% |
| Travel-generated employment | 4.8% |
| Travel Percent of Total District Employment | 6.4% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|---------|
| Local tax revenue | \$6.60 | Local tax revenue | \$769 |
| State tax revenue | \$5.10 | State tax revenue | \$589 |
| Local & State Total | \$11.70 | Local & State Total | \$1,357 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 14

Central

includes Fresno, Kern, Kings and Tulare counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,019 | \$1,007 |
| Visitor Spending | \$835 | \$841 |
| Other Spending | \$183 | \$166 |
| Earnings (millions) | \$244 | \$263 |
| Employment (thousands) | 9.9 | 10.2 |
| State & Local Tax Revenue (millions) | \$86 | \$85 |
| Local Tax Revenue | \$24 | \$26 |
| State Tax Revenue | \$62 | \$60 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.0% |
| Travel-generated employment | 1.0% |
| Travel Percent of Total District Employment | 2.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$3.10 | Local tax revenue | \$76 |
| State tax revenue | \$5.30 | State tax revenue | \$133 |
| Local & State Total | \$8.40 | Local & State Total | \$209 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 15

San Jose

Alameda, Santa Clara, Santa Cruz, Stanislaus counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,050 | \$2,156 |
| Visitor Spending | \$1,414 | \$1,487 |
| Other Spending | \$636 | \$669 |
| Earnings (millions) | \$435 | \$478 |
| Employment (thousands) | 10.5 | 10.9 |
| State & Local Tax Revenue (millions) | \$141 | \$148 |
| Local Tax Revenue | \$63 | \$69 |
| State Tax Revenue | \$78 | \$79 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.1% |
| Travel-generated employment | 1.0% |
| Travel Percent of Total District Employment | 2.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.70 | Local tax revenue | \$205 |
| State tax revenue | \$4.20 | State tax revenue | \$185 |
| Local & State Total | \$8.90 | Local & State Total | \$390 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 16

Bakersfield

includes Kern, San Bernardino counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,224 | \$2,226 |
| Visitor Spending | \$2,030 | \$2,052 |
| Other Spending | \$195 | \$174 |
| Earnings (millions) | \$578 | \$618 |
| Employment (thousands) | 23.6 | 24.4 |
| State & Local Tax Revenue (millions) | \$151 | \$151 |
| Local Tax Revenue | \$46 | \$48 |
| State Tax Revenue | \$104 | \$102 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.8% |
| Travel-generated employment | 2.3% |
| Travel Percent of Total District Employment | 6.1% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$2.40 | Local tax revenue | \$160 |
| State tax revenue | \$4.20 | State tax revenue | \$287 |
| Local & State Total | \$6.60 | Local & State Total | \$447 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 17

Central Coast

includes Santa Clara, Santa Cruz, Monterey, San Luis Obispo counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$4,796 | \$4,997 |
| Visitor Spending | \$4,541 | \$4,753 |
| Other Spending | \$255 | \$243 |
| Earnings (millions) | \$1,670 | \$1,800 |
| Employment (thousands) | 48.2 | 50.0 |
| State & Local Tax Revenue (millions) | \$389 | \$407 |
| Local Tax Revenue | \$169 | \$183 |
| State Tax Revenue | \$221 | \$224 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.5% |
| Travel-generated employment | 4.7% |
| Travel Percent of Total District Employment | 8.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|---------|
| Local tax revenue | \$3.90 | Local tax revenue | \$539 |
| State tax revenue | \$4.40 | State tax revenue | \$616 |
| Local & State Total | \$8.20 | Local & State Total | \$1,155 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 18

Los Angeles

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,301 | \$1,315 |
| Visitor Spending | \$1,056 | \$1,083 |
| Other Spending | \$245 | \$231 |
| Earnings (millions) | \$425 | \$457 |
| Employment (thousands) | 9.5 | 9.9 |
| State & Local Tax Revenue (millions) | \$140 | \$145 |
| Local Tax Revenue | \$62 | \$67 |
| State Tax Revenue | \$78 | \$78 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.3% |
| Travel-generated employment | 0.9% |
| Travel Percent of Total District Employment | 1.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|-------|
| Local tax revenue | \$6.10 | Local tax revenue | \$204 |
| State tax revenue | \$5.80 | State tax revenue | \$193 |
| Local & State Total | \$11.90 | Local & State Total | \$396 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 19

Santa Barbara

Kern, Los Angeles, San Luis Obispo, Santa Barbara, Ventura counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$3,094 | \$3,171 |
| Visitor Spending | \$2,864 | \$2,957 |
| Other Spending | \$230 | \$214 |
| Earnings (millions) | \$946 | \$1,013 |
| Employment (thousands) | 30.0 | 30.9 |
| State & Local Tax Revenue (millions) | \$260 | \$268 |
| Local Tax Revenue | \$109 | \$117 |
| State Tax Revenue | \$151 | \$152 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.4% |
| Travel-generated employment | 2.9% |
| Travel Percent of Total District Employment | 5.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.00 | Local tax revenue | \$369 |
| State tax revenue | \$4.60 | State tax revenue | \$431 |
| Local & State Total | \$8.60 | Local & State Total | \$800 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 20

Ontario

San Bernardino County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$1,774 | \$1,828 |
| Visitor Spending | \$1,407 | \$1,474 |
| Other Spending | \$367 | \$355 |
| Earnings (millions) | \$510 | \$557 |
| Employment (thousands) | 17.2 | 18.5 |
| State & Local Tax Revenue (millions) | \$141 | \$146 |
| Local Tax Revenue | \$54 | \$58 |
| State Tax Revenue | \$87 | \$88 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.8% |
| Travel-generated employment | 1.7% |
| Travel Percent of Total District Employment | 4.3% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue \$4.00 | Local tax revenue \$193 |
| State tax revenue \$4.90 | State tax revenue \$238 |
| Local & State Total \$8.80 | Local & State Total \$431 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 21

Lancaster-Palmdale

Kern, Los Angeles, San Bernardino, Ventura counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,422 | \$1,444 |
| Visitor Spending | \$1,177 | \$1,211 |
| Other Spending | \$245 | \$233 |
| Earnings (millions) | \$430 | \$463 |
| Employment (thousands) | 12.0 | 12.6 |
| State & Local Tax Revenue (millions) | \$137 | \$141 |
| Local Tax Revenue | \$56 | \$60 |
| State Tax Revenue | \$81 | \$81 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.4% |
| Travel-generated employment | 1.2% |
| Travel Percent of Total District Employment | 4.0% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|--|-------|
| Local tax revenue | \$4.90 | Local tax revenue | \$195 |
| State tax revenue | \$5.50 | State tax revenue | \$216 |
| Local & State Total | \$10.40 | Local & State Total | \$411 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 22

San Gabriel

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,541 | \$1,571 |
| Visitor Spending | \$1,241 | \$1,278 |
| Other Spending | \$301 | \$294 |
| Earnings (millions) | \$527 | \$568 |
| Employment (thousands) | 11.8 | 12.3 |
| State & Local Tax Revenue (millions) | \$157 | \$163 |
| Local Tax Revenue | \$71 | \$76 |
| State Tax Revenue | \$86 | \$86 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.2% |
| Travel-generated employment | 1.2% |
| Travel Percent of Total District Employment | 1.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|--|-------|
| Local tax revenue | \$6.00 | Local tax revenue | \$265 |
| State tax revenue | \$5.50 | State tax revenue | \$246 |
| Local & State Total | \$11.50 | Local & State Total | \$511 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 23
 San Bernardino-Yucaipa
 Los Angeles, Riverside, San Bernardino counties

| Travel Impacts | | |
|--------------------------------------|-------------|--------------|
| | 2014 | 2015p |
| Spending (millions) | \$2,368 | \$2,408 |
| Visitor Spending | \$2,180 | \$2,237 |
| Other Spending | \$188 | \$170 |
| Earnings (millions) | \$585 | \$627 |
| Employment (thousands) | 24.3 | 25.5 |
| State & Local Tax Revenue (millions) | \$163 | \$167 |
| Local Tax Revenue | \$48 | \$52 |
| State Tax Revenue | \$115 | \$115 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.9% |
| Travel-generated employment | 2.4% |
| Travel Percent of Total District Employment | 5.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|--|---|
| Local tax revenue | Local tax revenue |
| \$2.30 | \$171 |
| State tax revenue | State tax revenue |
| \$4.50 | \$331 |
| Local & State Total | Local & State Total |
| \$6.80 | \$502 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 24

Los Angeles East

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,413 | \$1,435 |
| Visitor Spending | \$1,094 | \$1,123 |
| Other Spending | \$319 | \$312 |
| Earnings (millions) | \$473 | \$510 |
| Employment (thousands) | 10.4 | 10.8 |
| State & Local Tax Revenue (millions) | \$144 | \$149 |
| Local Tax Revenue | \$64 | \$69 |
| State Tax Revenue | \$80 | \$80 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.9% |
| Travel-generated employment | 1.0% |
| Travel Percent of Total District Employment | 2.4% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|-------|
| Local tax revenue | \$6.10 | Local tax revenue | \$237 |
| State tax revenue | \$5.70 | State tax revenue | \$222 |
| Local & State Total | \$11.80 | Local & State Total | \$459 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 25

Glendale-Pasadena

Los Angeles, San Bernardino counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,873 | \$1,916 |
| Visitor Spending | \$1,507 | \$1,554 |
| Other Spending | \$365 | \$362 |
| Earnings (millions) | \$646 | \$697 |
| Employment (thousands) | 14.5 | 15.1 |
| State & Local Tax Revenue (millions) | \$173 | \$179 |
| Local Tax Revenue | \$79 | \$85 |
| State Tax Revenue | \$94 | \$94 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.1% |
| Travel-generated employment | 1.4% |
| Travel Percent of Total District Employment | 2.1% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|-------|
| Local tax revenue | \$5.50 | Local tax revenue | \$271 |
| State tax revenue | \$5.00 | State tax revenue | \$250 |
| Local & State Total | \$10.50 | Local & State Total | \$521 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 26

Los Angeles Coast

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$8,000 | \$8,300 |
| Visitor Spending | \$5,952 | \$6,181 |
| Other Spending | \$2,049 | \$2,119 |
| Earnings (millions) | \$2,991 | \$3,242 |
| Employment (thousands) | 56.0 | 58.6 |
| State & Local Tax Revenue (millions) | \$453 | \$473 |
| Local Tax Revenue | \$239 | \$257 |
| State Tax Revenue | \$213 | \$216 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.7% |
| Travel-generated employment | 5.5% |
| Travel Percent of Total District Employment | 9.3% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|---------|
| Local tax revenue | \$4.20 | Local tax revenue | \$890 |
| State tax revenue | \$3.10 | State tax revenue | \$672 |
| Local & State Total | \$7.30 | Local & State Total | \$1,562 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 27
 Thousand Oaks-Simi Valley
 Los Angeles, Ventura counties

| Travel Impacts | | |
|--------------------------------------|-------------|--------------|
| | 2014 | 2015p |
| Spending (millions) | \$1,845 | \$1,885 |
| Visitor Spending | \$1,482 | \$1,526 |
| Other Spending | \$363 | \$359 |
| Earnings (millions) | \$614 | \$658 |
| Employment (thousands) | 15.3 | 15.8 |
| State & Local Tax Revenue (millions) | \$163 | \$168 |
| Local Tax Revenue | \$69 | \$74 |
| State Tax Revenue | \$94 | \$94 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.4% |
| Travel-generated employment | 1.5% |
| Travel Percent of Total District Employment | 2.1% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household | | |
|-------------------------------------|---|---------------------|-------|
| Local tax revenue | \$4.90 | Local tax revenue | \$234 |
| State tax revenue | \$5.10 | State tax revenue | \$246 |
| Local & State Total | \$10.00 | Local & State Total | \$481 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 28

Palm Springs

Riverside County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$5,391 | \$5,588 |
| Visitor Spending | \$5,107 | \$5,321 |
| Other Spending | \$284 | \$267 |
| Earnings (millions) | \$1,452 | \$1,552 |
| Employment (thousands) | 53.3 | 55.1 |
| State & Local Tax Revenue (millions) | \$345 | \$358 |
| Local Tax Revenue | \$123 | \$132 |
| State Tax Revenue | \$222 | \$226 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 3.9% |
| Travel-generated employment | 5.2% |
| Travel Percent of Total District Employment | 6.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|---------|
| Local tax revenue | \$2.50 | Local tax revenue | \$440 |
| State tax revenue | \$3.90 | State tax revenue | \$697 |
| Local & State Total | \$6.40 | Local & State Total | \$1,137 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 29

Fullerton

Los Angeles, Orange, Riverside, San Bernardino counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$1,833 | \$1,885 |
| Visitor Spending | \$1,501 | \$1,565 |
| Other Spending | \$332 | \$321 |
| Earnings (millions) | \$594 | \$638 |
| Employment (thousands) | 16.3 | 17.0 |
| State & Local Tax Revenue (millions) | \$172 | \$179 |
| Local Tax Revenue | \$73 | \$79 |
| State Tax Revenue | \$99 | \$100 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.6% |
| Travel-generated employment | 1.6% |
| Travel Percent of Total District Employment | 2.8% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|--|---|
| Local tax revenue \$5.10 | Local tax revenue \$250 |
| State tax revenue \$5.40 | State tax revenue \$266 |
| Local & State Total \$10.50 | Local & State Total \$517 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 30

Los Angeles

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$2,718 | \$2,800 |
| Visitor Spending | \$2,286 | \$2,370 |
| Other Spending | \$431 | \$430 |
| Earnings (millions) | \$990 | \$1,068 |
| Employment (thousands) | 21.3 | 22.2 |
| State & Local Tax Revenue (millions) | \$232 | \$242 |
| Local Tax Revenue | \$113 | \$122 |
| State Tax Revenue | \$119 | \$120 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.3% |
| Travel-generated employment | 2.1% |
| Travel Percent of Total District Employment | 4.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue | Local tax revenue |
| \$5.10 | \$419 |
| State tax revenue | State tax revenue |
| \$4.40 | \$359 |
| Local & State Total | Local & State Total |
| \$9.50 | \$778 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 31

Moreno Valley

Orange, Riverside, San Bernardino counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,413 | \$1,442 |
| Visitor Spending | \$1,210 | \$1,256 |
| Other Spending | \$204 | \$186 |
| Earnings (millions) | \$365 | \$389 |
| Employment (thousands) | 13.7 | 14.1 |
| State & Local Tax Revenue (millions) | \$140 | \$144 |
| Local Tax Revenue | \$49 | \$52 |
| State Tax Revenue | \$90 | \$91 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.6% |
| Travel-generated employment | 1.3% |
| Travel Percent of Total District Employment | 2.4% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|-------|
| Local tax revenue | \$4.20 | Local tax revenue | \$167 |
| State tax revenue | \$6.00 | State tax revenue | \$239 |
| Local & State Total | \$10.20 | Local & State Total | \$406 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 32

Los Angeles South

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$1,673 | \$1,710 |
| Visitor Spending | \$1,454 | \$1,505 |
| Other Spending | \$219 | \$205 |
| Earnings (millions) | \$570 | \$614 |
| Employment (thousands) | 13.6 | 14.2 |
| State & Local Tax Revenue (millions) | \$173 | \$179 |
| Local Tax Revenue | \$79 | \$85 |
| State Tax Revenue | \$94 | \$94 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.3% |
| Travel-generated employment | 1.3% |
| Travel Percent of Total District Employment | 2.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|-------|
| Local tax revenue | \$5.60 | Local tax revenue | \$283 |
| State tax revenue | \$5.20 | State tax revenue | \$264 |
| Local & State Total | \$10.90 | Local & State Total | \$548 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 33

Long Beach

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,002 | \$2,044 |
| Visitor Spending | \$1,557 | \$1,605 |
| Other Spending | \$445 | \$439 |
| Earnings (millions) | \$693 | \$749 |
| Employment (thousands) | 14.1 | 14.7 |
| State & Local Tax Revenue (millions) | \$170 | \$176 |
| Local Tax Revenue | \$80 | \$86 |
| State Tax Revenue | \$91 | \$91 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.2% |
| Travel-generated employment | 1.4% |
| Travel Percent of Total District Employment | 2.8% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|---------|---|-------|
| Local tax revenue | \$5.30 | Local tax revenue | \$270 |
| State tax revenue | \$4.70 | State tax revenue | \$237 |
| Local & State Total | \$10.00 | Local & State Total | \$507 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 34

Orange Coast
Orange County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$4,663 | \$4,892 |
| Visitor Spending | \$4,031 | \$4,251 |
| Other Spending | \$632 | \$641 |
| Earnings (millions) | \$1,462 | \$1,582 |
| Employment (thousands) | 39.8 | 41.8 |
| State & Local Tax Revenue (millions) | \$340 | \$358 |
| Local Tax Revenue | \$162 | \$177 |
| State Tax Revenue | \$177 | \$181 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.1% |
| Travel-generated employment | 3.9% |
| Travel Percent of Total District Employment | 8.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue | Local tax revenue |
| \$4.20 | \$606 |
| State tax revenue | State tax revenue |
| \$3.90 | \$563 |
| Local & State Total | Local & State Total |
| \$8.00 | \$1,169 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 35

Gardena-Inglewood

Los Angeles County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$2,419 | \$2,481 |
| Visitor Spending | \$1,920 | \$1,985 |
| Other Spending | \$499 | \$496 |
| Earnings (millions) | \$859 | \$928 |
| Employment (thousands) | 17.5 | 18.3 |
| State & Local Tax Revenue (millions) | \$198 | \$205 |
| Local Tax Revenue | \$95 | \$102 |
| State Tax Revenue | \$103 | \$103 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.3% |
| Travel-generated employment | 1.7% |
| Travel Percent of Total District Employment | 3.5% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue | Local tax revenue |
| \$5.10 | \$320 |
| State tax revenue | State tax revenue |
| \$4.40 | \$273 |
| Local & State Total | Local & State Total |
| \$9.50 | \$593 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 36
 Carlsbad-San Clemente
 Orange, San Diego counties

| Travel Impacts | | |
|--------------------------------------|-------------|--------------|
| | 2014 | 2015p |
| Spending (millions) | \$2,718 | \$2,813 |
| Visitor Spending | \$2,478 | \$2,583 |
| Other Spending | \$241 | \$229 |
| Earnings (millions) | \$875 | \$953 |
| Employment (thousands) | 25.5 | 26.5 |
| State & Local Tax Revenue (millions) | \$236 | \$247 |
| Local Tax Revenue | \$99 | \$107 |
| State Tax Revenue | \$138 | \$140 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.2% |
| Travel-generated employment | 2.5% |
| Travel Percent of Total District Employment | 5.2% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|--|---|
| Local tax revenue | Local tax revenue |
| \$4.10 | \$289 |
| State tax revenue | State tax revenue |
| \$4.90 | \$341 |
| Local & State Total | Local & State Total |
| \$9.00 | \$630 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 37
Irvine-Newport Beach
Orange, Riverside counties

| Travel Impacts | | |
|--------------------------------------|-------------|--------------|
| | 2014 | 2015p |
| Spending (millions) | \$3,436 | \$3,573 |
| Visitor Spending | \$2,909 | \$3,049 |
| Other Spending | \$527 | \$524 |
| Earnings (millions) | \$1,102 | \$1,186 |
| Employment (thousands) | 30.3 | 31.7 |
| State & Local Tax Revenue (millions) | \$266 | \$278 |
| Local Tax Revenue | \$119 | \$129 |
| State Tax Revenue | \$147 | \$149 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 5.0% |
| Travel-generated employment | 3.0% |
| Travel Percent of Total District Employment | 2.7% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | Travel-Generated Tax Revenues per District Household |
|-------------------------------------|---|
| Local tax revenue | Local tax revenue |
| \$4.20 | \$398 |
| State tax revenue | State tax revenue |
| \$4.40 | \$410 |
| Local & State Total | Local & State Total |
| \$8.60 | \$808 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 38

Escondido-El Cajon

San Diego County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$2,352 | \$2,406 |
| Visitor Spending | \$2,136 | \$2,204 |
| Other Spending | \$215 | \$202 |
| Earnings (millions) | \$690 | \$753 |
| Employment (thousands) | 20.7 | 21.3 |
| State & Local Tax Revenue (millions) | \$225 | \$235 |
| Local Tax Revenue | \$90 | \$97 |
| State Tax Revenue | \$135 | \$137 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 2.4% |
| Travel-generated employment | 2.0% |
| Travel Percent of Total District Employment | 3.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.40 | Local tax revenue | \$271 |
| State tax revenue | \$5.50 | State tax revenue | \$339 |
| Local & State Total | \$9.90 | Local & State Total | \$609 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 39

San Diego

San Diego County

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|---------|---------|
| Spending (millions) | \$8,975 | \$9,418 |
| Visitor Spending | \$8,025 | \$8,434 |
| Other Spending | \$949 | \$985 |
| Earnings (millions) | \$2,759 | \$3,032 |
| Employment (thousands) | 79.1 | 82.2 |
| State & Local Tax Revenue (millions) | \$581 | \$613 |
| Local Tax Revenue | \$262 | \$284 |
| State Tax Revenue | \$319 | \$329 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 4.5% |
| Travel-generated employment | 7.7% |
| Travel Percent of Total District Employment | 7.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|---------|
| Local tax revenue | \$3.40 | Local tax revenue | \$827 |
| State tax revenue | \$3.70 | State tax revenue | \$908 |
| Local & State Total | \$7.10 | Local & State Total | \$1,736 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Senate District 40
Chula Vista
Imperial, San Diego counties

Travel Impacts

| | 2014 | 2015p |
|--------------------------------------|-------------|--------------|
| Spending (millions) | \$2,060 | \$2,112 |
| Visitor Spending | \$1,758 | \$1,818 |
| Other Spending | \$302 | \$294 |
| Earnings (millions) | \$535 | \$581 |
| Employment (thousands) | 17.7 | 18.2 |
| State & Local Tax Revenue (millions) | \$188 | \$196 |
| Local Tax Revenue | \$75 | \$81 |
| State Tax Revenue | \$114 | \$115 |

Employment Characteristics (2014)

| | |
|---|------|
| District Percent of Statewide Employment | |
| All Payroll & Self-employment | 1.6% |
| Travel-generated employment | 1.7% |
| Travel Percent of Total District Employment | 4.9% |

Travel-generated tax revenue (2015p)

| \$100 of Visitor Spending Generates | | Travel-Generated Tax Revenues per District Household | |
|-------------------------------------|--------|---|-------|
| Local tax revenue | \$4.40 | Local tax revenue | \$228 |
| State tax revenue | \$5.50 | State tax revenue | \$281 |
| Local & State Total | \$9.90 | Local & State Total | \$509 |

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

APPENDICES

EMPLOYMENT CHARACTERISTICS

VISITOR-GENERATED TAX REVENUE

TRAVEL IMPACT CATEGORIES

SUMMARY OF METHODOLOGY

EMPLOYMENT CHARACTERISTICS

Assume that the District and the State have the following travel-generated and total employment. The calculations follow.

| | Total | Travel |
|----------|--------|--------|
| District | 400 | 20 |
| State | 20,502 | 925 |

| District Percent of Statewide Employment | | | |
|---|------|---|------------|
| All Payroll & Self-employment | 2.0% | = | 400/20,502 |
| Travel-generated employment | 2.2% | = | 20/925 |
| Travel Percent of Total District Employment | | | |
| | 5.0% | = | 20/400 |

VISITOR-GENERATED TAX REVENUE

Assume that the District has the following visitor spending, tax revenue and resident households. (Note: Visitor-generated tax revenue is slightly less than the total tax revenue that is reported.) The calculations follow.

| | |
|----------------------------|---------|
| Visitor Spending (million) | \$1,500 |
| Local Tax Revenue | \$35 |
| State Tax Revenue | \$70 |
| Households | 200,000 |

\$100 of Visitor Spending Generates

| | | |
|---------------------|--------|----------------------|
| Local tax revenue | \$2.30 | = (\$35/\$1,500)*100 |
| State tax revenue | \$4.70 | = (\$70/\$1,500)*100 |
| Local & State Total | \$7.00 | = \$2.30 + \$4.70 |

Visitor-Generated Tax Revenues per District Household

| | | |
|---------------------|-------|------------------------|
| Local Tax Revenue | \$175 | = \$35,000,000/200,000 |
| State Tax Revenue | \$350 | = \$70,000,000/200,000 |
| Local & State Total | \$525 | = \$175 + \$350 |

TRAVEL IMPACT CATEGORIES

Visitor Spending includes spending on lodging, food services, recreation, shopping and local transportation.

Other Spending includes travel agencies and resident air travel.

Earnings include wages and salaries, paid benefits and self-employment income.

Employment includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker.

Local tax revenue includes lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included.

State tax revenue includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

SUMMARY OF METHODOLOGY

The general method for estimating the economic impact of travel is described in the California Travel Impacts by County report.¹ The district estimates involved allocating the county level estimates to zip code areas and districts. The following data sources were used in making this allocation.

- Lodging establishment and room inventory by address prepared by STR, Inc.
- U.S. Bureau of the Census zip code Business Patterns for payroll employment by industry.
- U.S. Bureau of the Census 2010 housing characteristics, population, and resident employment characteristics by zip code.
- California State Senate Office of Demographics Senate and Assembly District zip code Directories²

District total employment (used for estimating the travel-generated employment share) was estimated from county and zip code payroll employment data and total employment (including payroll and self-employment) estimates for counties prepared by the Bureau of Economic Analysis.

¹ California Travel Impacts, 1992-2015p (April 2016). Prepared by Dean Runyan Associates for Visit California.

² <http://sdmg.senate.ca.gov/zipcodedirectory>