

2020 Pandemic's Toll on California's Tourism Industry

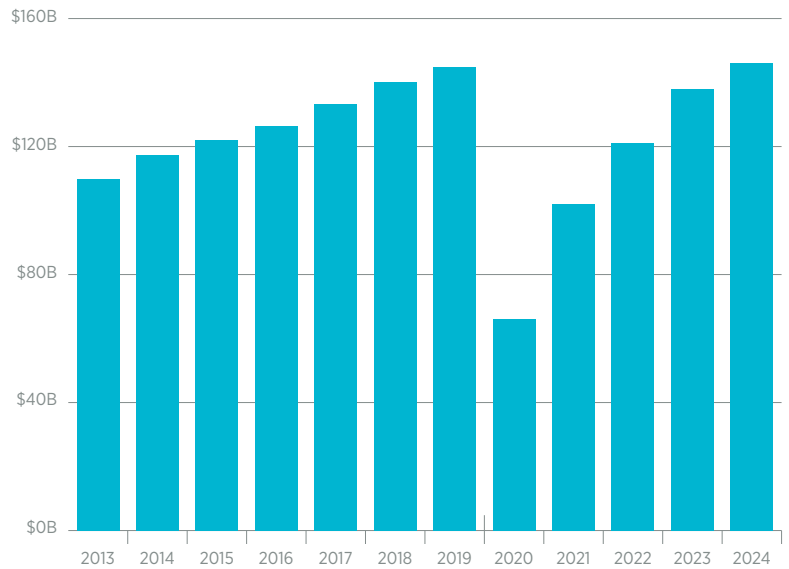
Tourism Economic Impact	
2019	Projected 2020
\$144.9 BILLION VISITOR SPENDING	\$66 BILLION VISITOR SPENDING
1.2 MILLION JOBS	594,000 JOBS
\$12.2 BILLION STATE AND LOCAL TAX REVENUE	\$6.4 BILLION STATE AND LOCAL TAX REVENUE
\$3 BILLION HOTEL TAXES TO FUND LOCAL SERVICES	\$1.4 BILLION HOTEL TAXES TO FUND LOCAL SERVICES

A Decade of Growth Erased in Months

Huge losses to California's tourism industry were projected shortly after the shutdown in March -- nine times worse than after the 9/11 attacks. But now the outlook has gotten even worse. Visitor spending now is projected to be down 54.5 percent from last year.

Visitor Spending Cut by 55%

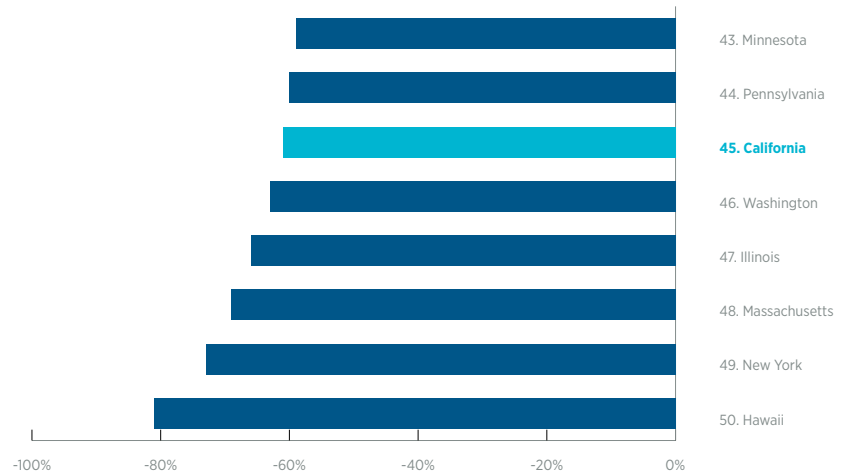
2019 marked the 10th consecutive year of economic growth for California tourism. When the coronavirus health emergency began in late winter and early spring, the impact on the California tourism industry was felt almost immediately. The shutdown cut the state's tourism economy in half. Recovery will take at least five years.



Source: Tourism Economics

Travel Spending Losses by State (March - Sept. 26, % Change)

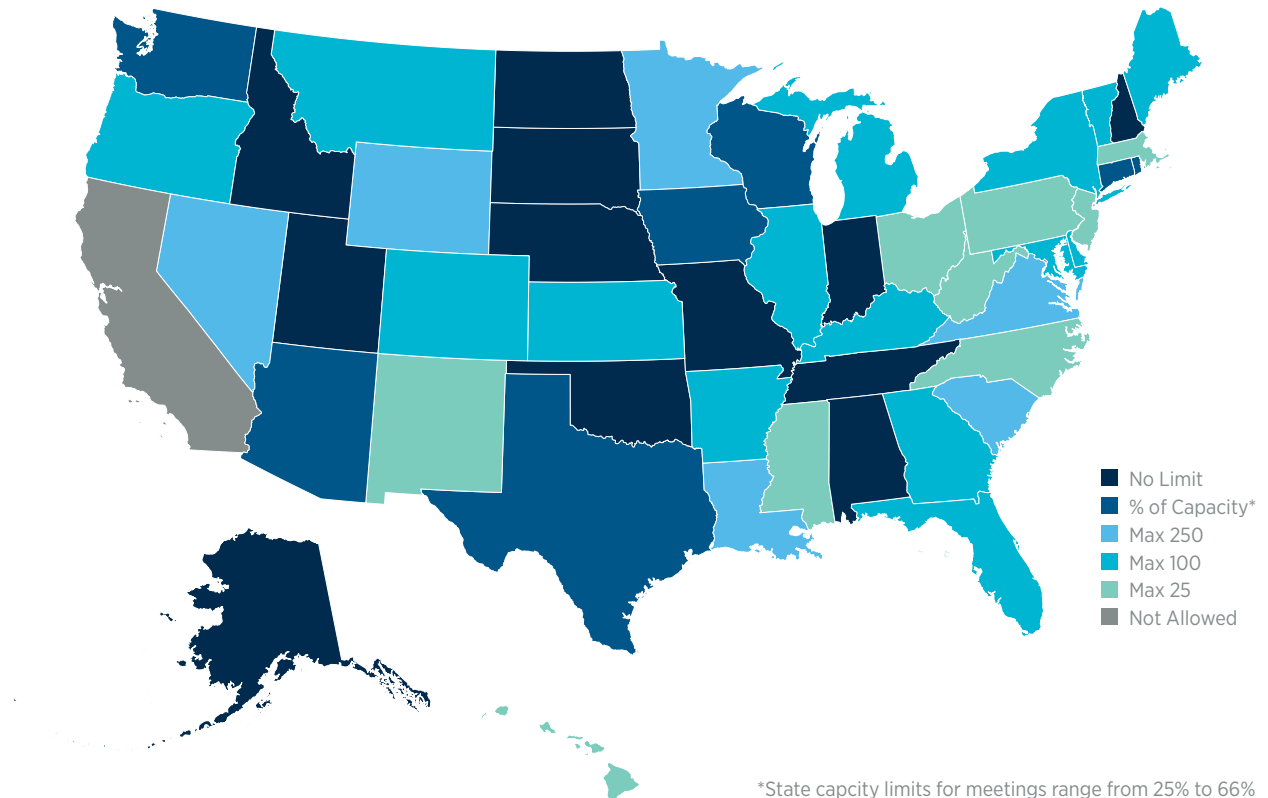
The pandemic has hit California's tourism industry harder than other states, particularly in gateway urban centers - Los Angeles, Orange County, San Francisco, San Diego. Before the pandemic, California was the country's top tourism economy. It's now among the worst-performing. Only five states have lost more visitor spending since March.



Source: Oxford Economics

Meeting Limitation in the U.S.

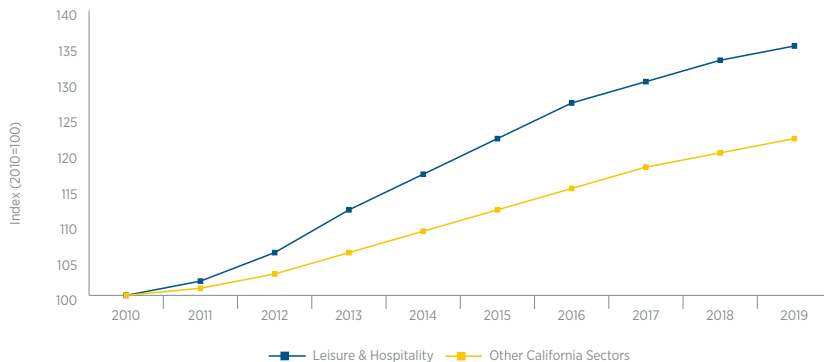
Hotels hoping to regain some business meetings at reduced capacity have developed protocols used successfully in other states but have been unable to receive approval. In contrast, meetings are permitted in virtually every other state.



Tourism Hardest Hit in California Job Loss

Leisure and Hospitality Employment in California

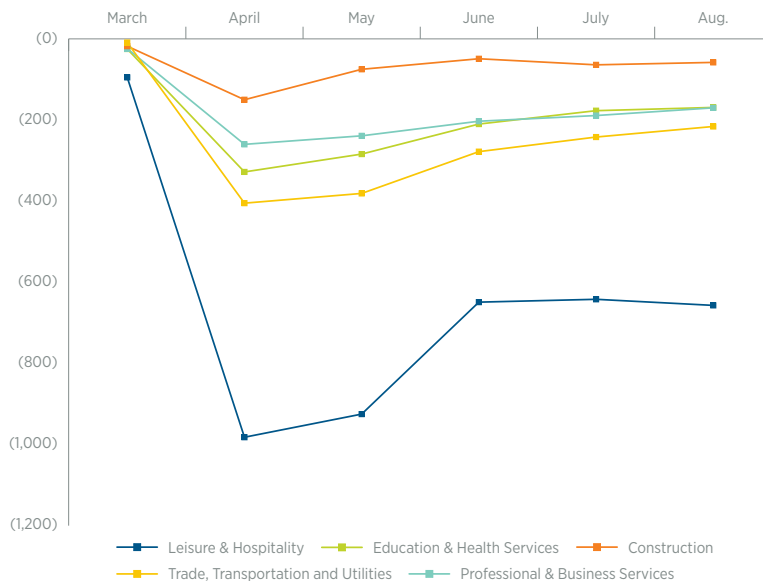
Leisure and hospitality jobs have consistently grown at a faster pace than other sectors. California cannot have a full jobs recovery until there is a recovery in the travel space.



Source: BLS

Leisure and Hospitality Jobs Now Lag Far Behind Other Sectors

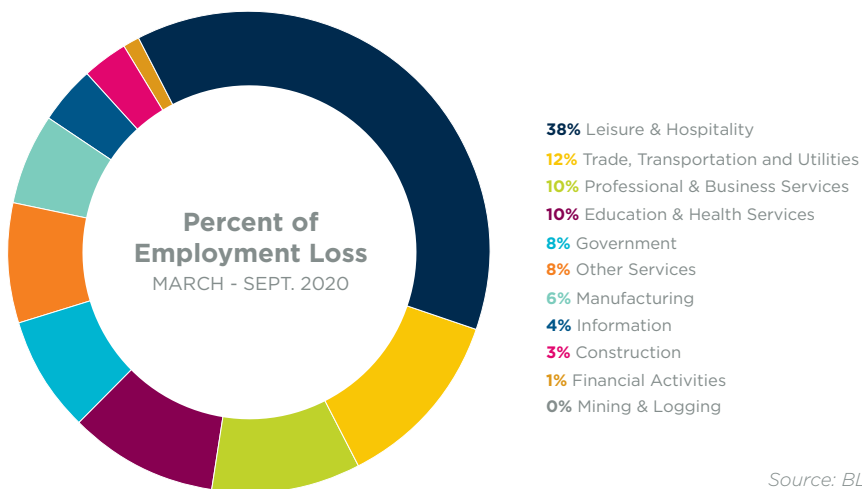
In 2019, the tourism industry employed 1.2 million workers, from restaurant chefs and rental car desk agents to hotel housekeepers and tour bus drivers. The shutdown cut the state's tourism economy in half. More than 600,000 hospitality workers lost their jobs in the first two months.



Source: BLS

Leisure and Hospitality Share of California Employment Loss

A third of all jobs lost in California due to the pandemic are in the Leisure and Hospitality sector. While some jobs were restored in May and June, that uptick stalled and jobs now could be lost permanently.



Source: BLS

2019 Economic Impact of Tourism, by Legislative District

Visitor spending, tourism jobs and taxes generated by tourism activity vary across the state, but the industry benefits all Californians. Here is a breakdown by legislative district of 2019 economic activity. The pandemic has erased half or more of those benefits.

District Number	Visitor Spending	Jobs	Tax revenue generated
SD 1	\$3.9 billion	41,010	\$320 million
SD 2	\$3.8 billion	38,630	\$331 million
SD 3	\$3.9 billion	40,600	\$353 million
SD 4	\$2.3 billion	19,760	\$169 million
SD 5	\$1.5 billion	14,030	\$131 million
SD 6	\$3.2 billion	25,260	\$238 million
SD 7	\$2.8 billion	18,190	\$190 million
SD 8	\$3.9 billion	38,360	\$308 million
SD 9	\$2.8 billion	20,040	\$218 million
SD 10	\$3.6 billion	24,330	\$319 million
SD 11	\$14.1 billion	68,110	\$1.1 billion
SD 12	\$1.7 billion	14,950	\$179 million
SD 13	\$6 billion	55,020	\$612 million
SD 14	\$1.2 billion	11,450	\$111 million
SD 15	\$2.7 billion	13,190	\$208 million
SD 16	\$2.7 billion	28,190	\$199 million
SD 17	\$6.2 billion	59,220	\$541 million
SD 18	\$1.6 billion	11,210	\$196 million
SD 19	\$3.4 billion	31,990	\$295 million
SD 20	\$2.3 billion	20,170	\$188 million
SD 21	\$1.7 billion	13,560	\$185 million
SD 22	\$2 billion	14,370	\$222 million
SD 23	\$2.8 billion	27,090	\$205 million
SD 24	\$1.7 billion	11,840	\$201 million
SD 25	\$2.4 billion	17,530	\$245 million
SD 26	\$10 billion	78,500	\$668 million
SD 27	\$2.3 billion	17,490	\$222 million
SD 28	\$6.8 billion	63,470	\$467 million
SD 29	\$2.5 billion	22,410	\$238 million
SD 30	\$3.5 billion	26,480	\$334 million
SD 31	\$1.7 billion	16,150	\$178 million
SD 32	\$2.2 billion	16,940	\$243 million
SD 33	\$2.5 billion	18,260	\$241 million
SD 34	\$6.3 billion	55,200	\$477 million
SD 35	\$3.1 billion	23,260	\$284 million
SD 36	\$2.9 billion	25,220	\$264 million
SD 37	\$4.5 billion	42,570	\$363 million
SD 38	\$2.1 billion	16,220	\$209 million
SD 39	\$8.3 billion	60,740	\$585 million
SD 40	\$2 billion	14,990	\$185 million

District Number	Visitor Spending	Jobs	Tax revenue generated
AD 1	\$2.3 billion	21,850	\$164 million
AD 2	\$2.3 billion	25,670	\$200 million
AD 3	\$1 billion	8,810	\$69 million
AD 4	\$2.9 billion	30,020	\$261 million
AD 5	\$3.5 billion	37,320	\$280 million
AD 6	\$1.2 billion	11,630	\$114 million
AD 7	\$2.3 billion	16,860	\$150 million
AD 8	\$1.1 billion	9,770	\$98 million
AD 9	\$814 million	6,550	\$74 million
AD 10	\$1.5 billion	13,390	\$140 million
AD 11	\$833 million	8,370	\$74 million
AD 12	\$578 million	5,300	\$52 million
AD 13	\$703 million	6,710	\$64 million
AD 14	\$960 million	9,190	\$82 million
AD 15	\$1.1 billion	8,220	\$97 million
AD 16	\$1.3 billion	10,750	\$115 million
AD 17	\$13 billion	61,570	\$922 million
AD 18	\$1.7 billion	11,800	\$121 million
AD 19	\$1.1 billion	6,750	\$197 million
AD 20	\$848 million	5,630	\$85 million
AD 21	\$637 million	6,410	\$55 million
AD 22	\$3.6 billion	39,530	\$402 million
AD 23	\$936 million	8,600	\$74 million
AD 24	\$2.4 billion	15,660	\$211 million
AD 25	\$2.8 billion	18,550	\$231 million
AD 26	\$910 million	9,230	\$73 million
AD 27	\$2.1 billion	8,530	\$120 million
AD 28	\$982 million	5,770	\$98 million
AD 29	\$3.3 billion	30,010	\$286 million
AD 30	\$1.5 billion	11,970	\$166 million
AD 31	\$731 million	6,220	\$61 million
AD 32	\$630 million	6,260	\$58 million
AD 33	\$2.7 billion	26,520	\$160 million
AD 34	\$1.1 billion	11,570	\$89 million
AD 35	\$2.6 billion	28,670	\$244 million
AD 36	\$1 billion	7,930	\$112 million
AD 37	\$2.3 billion	21,820	\$191 million
AD 38	\$885 million	6,410	\$96 million
AD 39	\$556 million	3,660	\$81 million
AD 40	\$673 million	6,690	\$65 million

District Number	Visitor Spending	Jobs	Tax revenue generated
AD 41	\$1.3 billion	9,390	\$128 million
AD 42	\$4.8 billion	45,310	\$314 million
AD 43	\$1.4 billion	9,670	\$128 million
AD 44	\$1 billion	9,010	\$85 million
AD 45	\$1.1 billion	7,280	\$111 million
AD 46	\$1 billion	7,190	\$114 million
AD 47	\$723 million	7,470	\$71 million
AD 48	\$826 million	5,780	\$100 million
AD 49	\$1.1 billion	7,870	\$113 million
AD 50	\$3.5 billion	26,090	\$294 million
AD 51	\$491 million	3,110	\$74 million
AD 52	\$1.5 billion	12,490	\$115 million
AD 53	\$2.4 billion	18,010	\$220 million
AD 54	\$1.9 billion	13,930	\$153 million
AD 55	\$886 million	7,290	\$94 million
AD 56	\$2 billion	18,610	\$144 million
AD 57	\$900 million	6,470	\$109 million
AD 58	\$1 billion	7,220	\$116 million
AD 59	\$969 million	7,050	\$96 million
AD 60	\$827 million	7,690	\$86 million
AD 61	\$896 million	8,340	\$91 million
AD 62	\$6.6 billion	53,270	\$371 million
AD 63	\$575 million	3,760	\$79 million
AD 64	\$872 million	6,020	\$101 million
AD 65	\$1.9 billion	17,880	\$168 million
AD 66	\$1.7 billion	12,760	\$163 million
AD 68	\$1.2 billion	10,590	\$116 million
AD 69	\$5.2 billion	45,940	\$359 million
AD 70	\$2.2 billion	16,270	\$191 million
AD 71	\$1.4 billion	10,340	\$119 million
AD 72	\$1 billion	9,230	\$109 million
AD 73	\$1.3 billion	11,720	\$120 million
AD 74	\$3.3 billion	32,200	\$248 million
AD 75	\$1.2 billion	10,570	\$116 million
AD 76	\$1.6 billion	13,290	\$145 million
AD 77	\$1.4 billion	11,300	\$127 million
AD 78	6.9 billion	48,500	\$450 million
AD 79	\$959 million	7,170	\$95 million
AD 80	\$958 million	7,540	\$101 million

Additional Online Resources

Visit California Year In Review

industry.VisitCalifornia.com/YearInReview

Responsible Travel Hub

VisitCalifornia.com/Respect

California Tourism Industry Pushes for Safe, Responsible Travel

calmatters.org/commentary/my-turn/2020/09/california-tourism-industry-pushes-for-safe-responsible-travel/