

Average Visitor Expenditures

*(Per Person Per Day)**

County	Total	Business Travel	Leisure Travel
Alameda	\$76.40	\$91.90	\$64.00
Fresno	\$74.90	\$78.30	\$73.00
Kern	\$79.50	\$120.40	\$50.90
Los Angeles	\$95.20	\$117.40	\$82.60
Monterey	\$134.20	\$175.70	\$121.70
Napa	\$107.30	\$77.60	\$111.10
Orange	\$99.40	\$100.10	\$99.30
Riverside	\$77.10	\$99.50	\$72.00
Sacramento	\$81.50	\$102.00	\$69.70
San Bernardino	\$66.10	\$62.70	\$67.10
San Diego	\$95.70	\$119.00	\$85.40
San Francisco	\$130.50	\$156.60	\$117.30
San Luis Obispo	\$105.70	\$105.30	\$105.80
Santa Barbara	\$89.20	\$89.80	\$89.00
Santa Clara	\$93.40	\$127.70	\$71.20
Solano	\$95.10	\$138.30	\$86.20
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Sonoma	\$108.20	\$118.50	\$104.80
Stanislaus	N/A	N/A	N/A
Ventura	\$57.00	\$65.90	\$55.90

****Excluding transportation, figures are for 2002.***

Source: D.K. Shifflet & Associates, Ltd., 2002