

California Tourism Industry Facts

California hosted 316 million visitors in 2002:

- ◆ 72% were leisure travelers
- ◆ 28% were business travelers

California's own residents comprise 86% of all visitors to the state.

California is the most visited state in the USA.

California's Overseas Visitors:

- ◆ 4.1 million
- ◆ 21% of all overseas travelers to the USA
- ◆ Top markets include the United Kingdom, Japan, Australia, South Korea, and Germany

Those traveling by auto represent 74% of all travelers.

Los Angeles County is the most visited place in California.

Travel & tourism expenditures were \$78.2 billion in 2003.

Travel industry employment totals 894,000 – the fourth largest employer.

The travel industry generates \$5.0 billion annually in tax revenue.

On average, each county in California earns \$1.3 billion in travel expenditures annually.

Sources: California Tourism; D.K. Shifflet & Associates, Ltd.; CIC Research, Inc.