

Impacts Generated by Travel Spending in California



Amount of Travel Spending to Support One Job

	1998	1999	2000	2001	2002	2003
Tax Revenue Generated by \$100 Travel Spending.....	\$74,900	\$76,850	\$81,670	\$85,260	\$85,780	\$87,440
Local	\$2.31	\$2.33	\$2.36	\$2.30	\$2.28	\$2.30
State	\$4.04	\$4.01	\$3.96	\$3.93	\$4.01	\$4.03

Source: Dean Runyan Associates, 2004

Local and State Tax Receipts Generated by Travel Spending 2003 Projections

	(\$ millions)
Total Local.....	1,801
Transient Occupancy Tax	1,051
Local Sales	751
Total State	3,151
State Sales	2,190
State Gas Tax	436
Income Taxes	526
Total	4,953

Source: California Tourism, Convention and Visitor Bureaus