

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.