

MENDOCINO COUNTY
Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	313.5	345.1	349.0	365.9	384.3	421.8	451.6	465.5
Other Travel*	17.7	17.9	16.1	16.2	14.4	12.8	14.4	16.7
Total	331.1	363.0	365.1	382.1	398.7	434.6	465.9	482.2

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Hotel, Motel	173.7	193.9	200.1	214.6	233.7	267.2	289.3	294.3
Private Home	43.9	48.0	46.3	46.6	43.6	44.1	46.8	50.2
Campground	37.1	40.0	40.0	40.8	41.5	41.9	44.0	46.1
Vacation Home	13.3	13.8	13.5	13.7	14.1	14.4	15.2	16.1
Day Travel	45.5	49.4	49.1	50.2	51.4	54.1	56.2	58.9
Total	313.5	345.1	349.0	365.9	384.3	421.8	451.6	465.5

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	73.0	80.5	85.1	93.9	104.2	121.4	130.6	133.1
Food Service	92.2	101.5	103.5	106.9	114.8	127.7	136.4	140.2
Food Stores	19.2	21.2	20.8	21.4	22.4	23.0	23.3	23.3
Local Tran. & Gas	43.0	48.8	45.4	46.8	43.8	42.2	47.1	52.6
Arts, Ent. & Rec.	47.7	51.7	52.5	54.3	56.9	61.9	64.5	65.1
Retail Sales	38.4	41.4	41.6	42.7	42.1	45.5	49.6	51.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	313.5	345.1	349.0	365.9	384.3	421.8	451.6	465.5

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	84.4	93.3	111.8	120.7	129.0	149.2	162.1	175.9
Arts, Ent. & Rec.	23.7	26.5	33.7	36.9	34.4	35.6	37.8	28.6
Retail**	8.6	9.4	9.4	9.9	10.2	11.1	11.6	11.8
Ground Tran.	3.3	3.9	4.0	4.2	4.6	5.4	6.4	8.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.2	0.8	0.8	0.8	0.9	1.0	1.1	1.2
Total	121.2	134.0	159.7	172.5	179.1	202.3	219.0	226.2

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	2,880	3,000	3,490	3,560	3,560	3,880	4,120	4,230
Arts, Ent. & Rec.	1,840	1,800	2,430	2,670	2,480	2,680	2,590	2,170
Retail**	290	310	300	310	310	320	330	320
Ground Tran.	100	110	110	110	120	130	140	140
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	40	30	20	30	30	30	30	30
Total	5,140	5,240	6,360	6,690	6,490	7,040	7,200	6,890

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	12.7	13.7	15.0	16.2	17.5	18.5	20.1	21.2
Visitor	8.1	9.1	9.7	10.6	11.6	12.2	13.5	14.3
Business or Employee	4.6	4.6	5.4	5.7	5.8	6.3	6.6	6.9
State Tax Receipts	17.7	17.4	18.6	19.5	19.5	20.3	20.9	22.5
Visitor	13.4	13.0	13.2	13.7	13.6	14.0	14.6	16.4
Business or Employee	4.2	4.3	5.4	5.8	5.9	6.3	6.3	6.1
Total Local & State Receipt	30.3	31.1	33.6	35.7	37.0	38.8	41.0	43.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations and travel arrangement services.** Retail includes gasoline. Local tax receipts include transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses. State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

Historical revisions have been made on prior years based on the availability of revised source data for cities and counties throughout the state. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act.