

Travel will power our economic recovery. Why travel matters to

CALIFORNIA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$159.3 Billion	\$48.2 Billion	1,066,109	6
2020	▼ -55%	▼ -43%	▼ -45%	▼ 10
2021	▼ 33% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **CALIFORNIA**. In 2019:

- Domestic and international travelers spent **\$159.3 billion** while visiting.
- For every **\$1 million** spent in California by domestic and international travelers, **6.7 jobs were created**.
- Travel spending directly supported **1,066,109 jobs**, making the travel industry the state's **6th largest workforce**, representing **7.0%** of our state's total private sector employment.
- Travel spending generated **\$22.2 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **CALIFORNIA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 55% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 33% below 2019 levels in 2021**.
- **Travel employment fell by 45% in 2020** and travel's share of total private industry employment fell from **7.0% to 4.2%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

