

# CAROLINE BETETA

*President & CEO*  
Visit California

*Director Of Tourism*  
Governor's Office of Business  
& Economic Development

*2012-2013 Board Chair*  
*Current Board Member*  
Brand USA

*2008-2010 Board Chair*  
*Current Board Member*  
U.S. Travel Association



# visit California





# Travelers spend nearly **\$110 BILLION** annually in California

**\$109.6 billion**

**In travel-related  
consumer spending**

**965,800**

**Tourism-related jobs in California**

**\$7.1 billion**

**In state and local  
tax revenue**



#1 INTERNATIONAL MARKET  
7.4 MILLION VISITORS  
\$2.9 BILLION SPENDING

Source: U.S. Census Bureau; U.S. Department of Commerce; BLS; Tourism Economics

# MARKET PROFILE

	2013	YR/YR CHANGE
Visitors To California	514,000 (air)	2.0%
Visitor Spending	\$516 million	3.6%
Market Share	23%	5.2%
Average Length Of Stay (2012)	10.6	5.0%
Visitation Forecast (2013-14)	4.7%	
Visitation Forecast (2013-16)	16.3%	

Source: Office of Travel and Tourism Industries; CIC Research, Inc.; Tourism Economics; OAG

# VISITOR SPENDING

SECTOR	2012 EST. SPENDING	% OF TOTAL
Shopping	\$165,000,000	33%
Accommodations	\$106,000,000	21%
Entertainment/Recreation	\$95,000,000	19%
Food & Beverage	\$73,000,000	15%
Ground Transportation	\$27,000,000	5%
Other	\$18,000,000	4%
Air Transportation	\$15,000,000	3%

Source: U.S. Dept. of Commerce; CIC Research, Inc.; U.S. BEA; Tourism Economics



VISIT CALIFORNIA'S  
INVESTMENT IN MEXICO

# DIRECT TO CONSUMER

1<sup>st</sup> DIGITAL CAMPAIGN – 2013

1<sup>st</sup> BROADCAST CAMPAIGN - 2014



*California is the land of boundless  
opportunity, a place where you  
don't just dream, you **dream big***

**California**  
dream  
big











# VISIT CALIFORNIA EVENTS IN MEXICO

## **Monday, July 28**

- AeroMexico Campaign Launch/Press Conference – 5 p.m.

## **Tuesday, July 29**

- CEO Roundtable – 10 a.m.
- Taste of California Reception and Winemakers' Dinner – 7:30 p.m.

## **Wednesday, July 30**

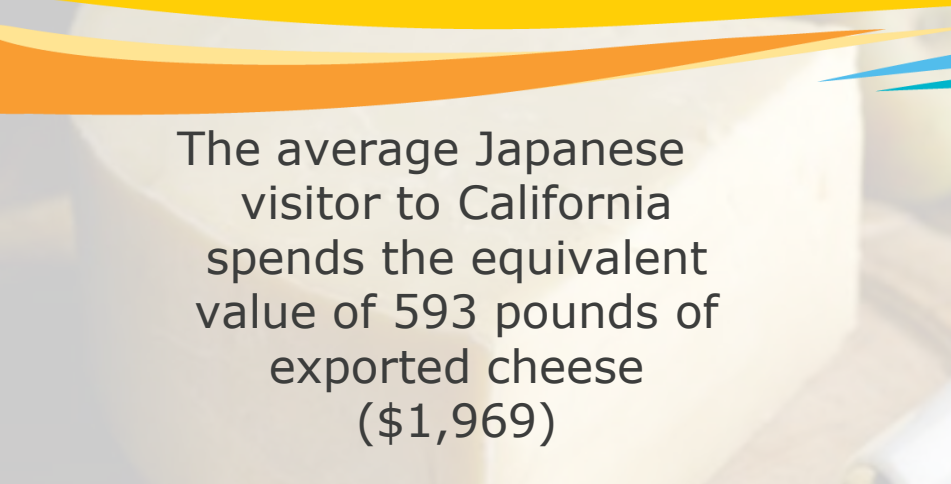

- Tourism MOU Signing – 8:30 a.m.
- 

**INCREASING DEMAND =  
INCREASING SUPPLY**

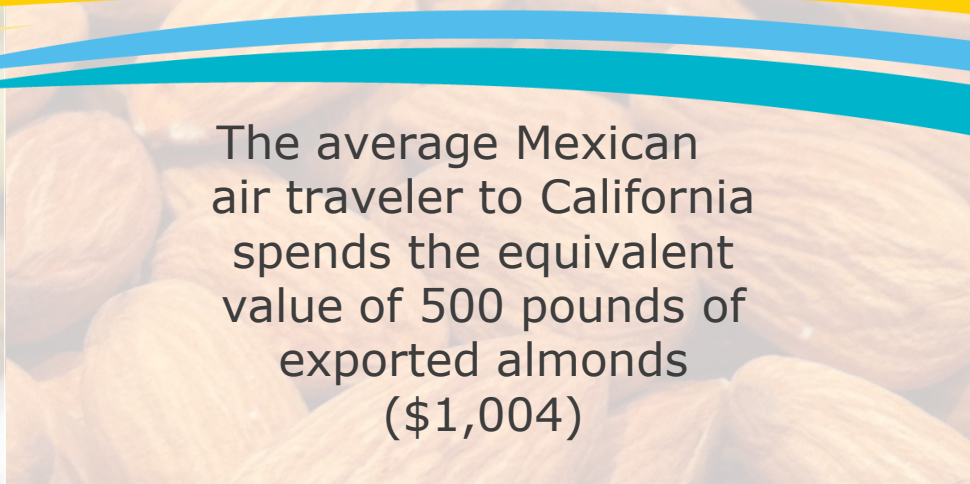
**Tourism infrastructure  
development 2007-2012**

**\$14.6 BILLION**

Attractions • Destinations  
Accommodations • Retail  
Transportation

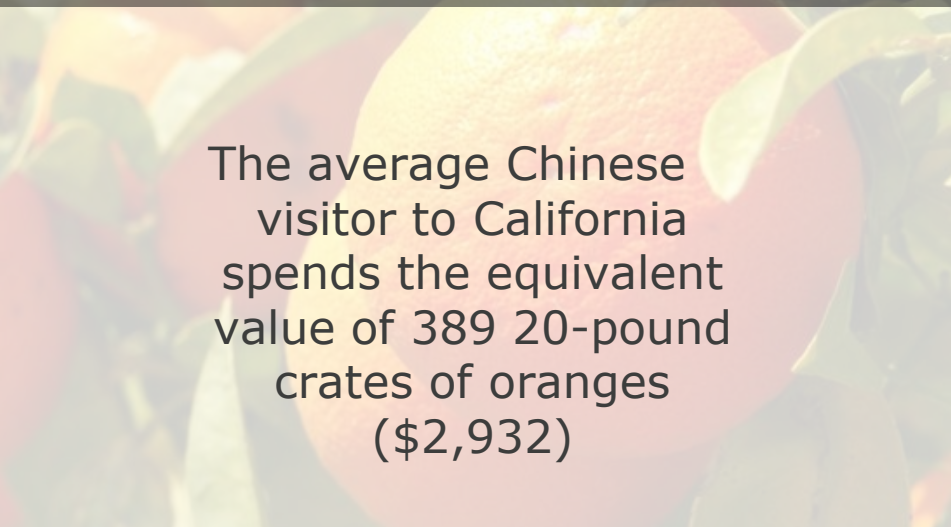


The average Japanese  
visitor to California  
spends the equivalent  
value of 593 pounds of  
exported cheese  
(\$1,969)

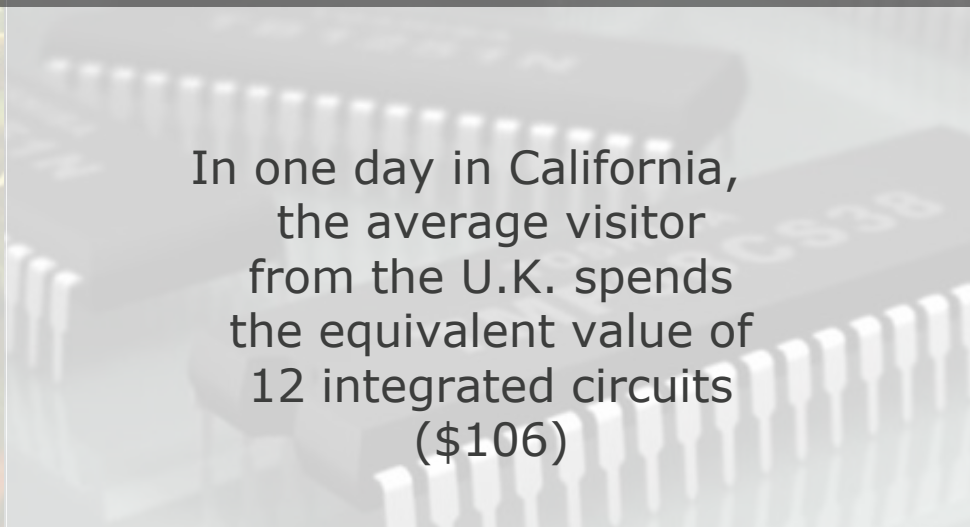


The average Mexican  
air traveler to California  
spends the equivalent  
value of 500 pounds of  
exported almonds  
(\$1,004)

# TOURISM'S EXPORT VALUE



The average Chinese  
visitor to California  
spends the equivalent  
value of 389 20-pound  
crates of oranges  
(\$2,932)

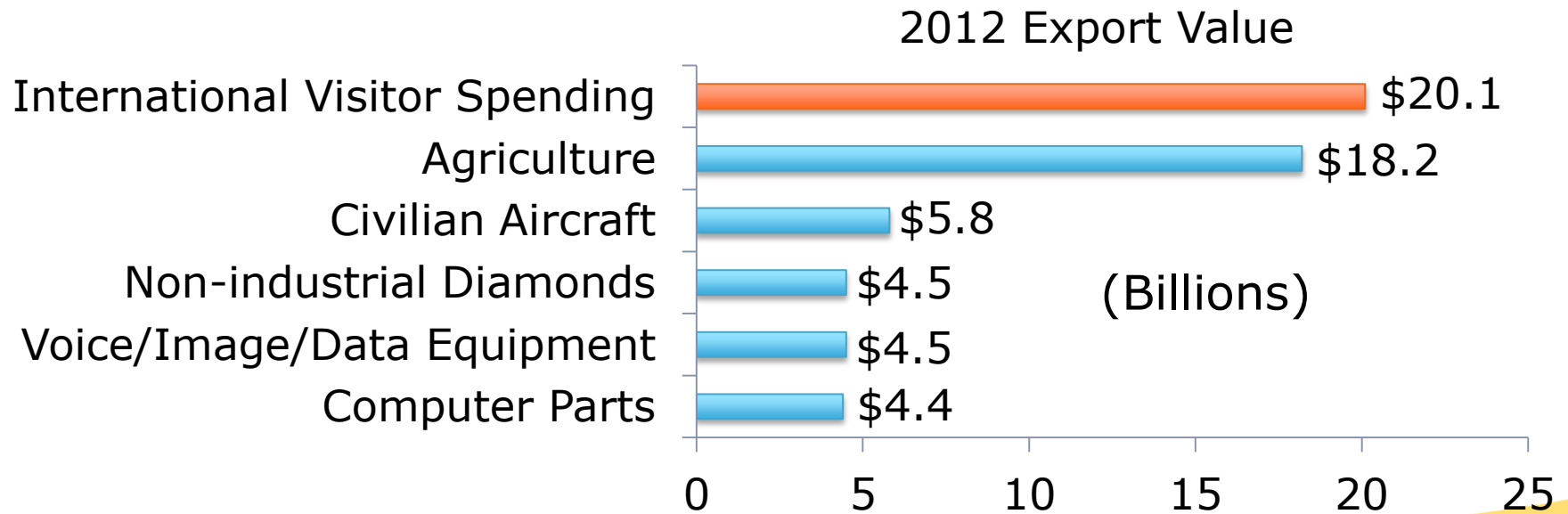


In one day in California,  
the average visitor  
from the U.K. spends  
the equivalent value of  
12 integrated circuits  
(\$106)



# TOP CALIFORNIA EXPORTS

**International travel, classified as a service export, is California's largest export – bigger even than agriculture.**



# visit California



# MEXICO AIRLIFT

**480 weekly  
nonstop flights**  
(+5.0%)

**73,045  
weekly seats**  
(+10.4%)





