



FOR IMMEDIATE RELEASE

\$4.2 BILLION TOURISM DOLLARS INJECTED INTO ALAMEDA COUNTY'S ECONOMY IN 2017

California's Tourism Industry Echoes Prosperous Growth in Alameda County

Alameda County, Calif. (May 7, 2018) – Tourism was instrumental to Alameda County's success in 2017, with visitor spending reaching \$4.2 billion in Alameda County, according to the Dean Runyan Associates report released today by Visit California. The tourism industry supported 30,700 jobs and generated \$348.4 million in local tax revenue last year.

Statewide, visitors spent a record \$132.4 billion, and the tourism industry provided more than 1.1 million jobs for Californians. State and local tax revenue generated by tourism reached \$10.9 billion, providing communities like ours with the resources to thrive.

"Tourism brings economic prosperity to every region in California," says Caroline Beteta, Visit California president and CEO. "The money visitors spend creates hundreds of thousands of jobs for Californians and generates billions of dollars of tax revenue to fund vital local services."

Last year was the eighth consecutive year of tourism growth, a testament to the success of the industry's innovative strategies designed to maintain California's market share of visitors. In 2017, \$6 out of every \$10 dollars of visitor spending were attributable to out-of-state residents and countries. Tax revenues generated by that visitor spending are a vital source of income for Alameda County, funding local services such as police, firefighters, roadways, libraries and more.

"Oakland sees first-hand the impact of tourism on our destination. We're consistently a top choice for millennials and "bleisure" travelers and am seeing the spillover of their dollars onto restaurants, transportation, hotels, and attractions," says **Mark Everton, President & CEO of Visit Oakland**.

"Berkeley's powerful tourism economy continues to increase with the valuable support of Visit California. This report shows that visitors to the East Bay inject billions of dollars into our local economy, creating jobs and lifting businesses in every sector," said **Barbara Hillman, CEO & President of Visit Berkeley**.

"Visit Tri-Valley has experienced double-digit growth in hotel room revenue from 2012 – 2016, impacting our economy by creating 5900 jobs and contributing \$6.7 million in taxes from 1.6 million visitors in 2016. We look forward to getting the 2017 numbers in June and expect to see continued growth in all areas," says **Barbara Steinfeld, President and CEO of Visit Tri-Valley**.

As international competition continues to grow, Visit California's statewide marketing efforts allow us to expand our reach and keep pace with other destinations. Last year, the industry invested in 13 international markets to attract visitors from around the world, who typically spend more and stay longer than their domestic counterparts. Once visitors decide to travel to California, our local tourism marketing efforts motivate them to visit our region's unique attractions and destinations.



According to Beteta: “Without tourism, every California household would need to pay an additional \$810 in taxes each year to keep the state funded at its current levels. Given how much tourism contributes to our economy, it is in our shared best interest to keep California a top global destination.”

To access the full “California Travel Impacts by County, 1992-2016, 2017 Preliminary State & Regional Estimates” report visit www.industry.visitcalifornia.com/Research.

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ABOUT VISIT OAKLAND:

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, see our website at www.visitoakland.com.

ABOUT VISIT BERKELEY:

Visit Berkeley is the destination marketing organization for Berkeley, Calif. Founded in 1992, the mission of Visit Berkeley and the Berkeley Film Office is to cultivate and promote Berkeley as a desirable destination for meetings, conventions, tour groups, leisure travelers and film production while enhancing Berkeley’s economy. For more information, please see www.visitberkeley.com.

ABOUT VISIT TRI-VALLEY

Visit Tri-Valley is the destination marketing organization that represents Pleasanton, Livermore, Dublin and Danville as a preferred destination for visitors. Visit Tri-Valley works to increase awareness of the region and targets overnight visitors for maximum economic impact. The Tri-Valley encompasses Amador, Livermore and San Ramon valleys. For more information, please visit visitrivalley.com.

ABOUT VISIT CALIFORNIA:

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that inspire travel to California. Travelers spent \$132 billion in 2017 in California, directly supporting more than 1.1 million California jobs and \$10.9 billion in state and local tax revenue. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.

