



FOR IMMEDIATE RELEASE

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TOURISM CONTINUED TO SUPPORT ALAMEDA COUNTY'S ECONOMY IN 2018

Travel industry thrives in Alameda County and across California

(Alameda County, Calif.) – Alameda County continued to thrive from visitor spending in 2018. Visit California's latest economic impact report demonstrates visitor spending reached \$4.3 billion and supported 30,700 jobs in Alameda County, a 4 percent boost from last year (equivalent to a \$153 million increase). This growth highlights the ongoing importance of tourism to the region and California's economy.

"Tourism has a large economic impact on the city of Oakland, with tax revenue from visitor's spending offsetting the average Oakland household tax burden by \$505," says **Mark Everton, President & CEO of Visit Oakland**. "A combination of factors, including a continual increase in visitor spending, job growth in the tourism industry, strategic tourism initiatives and strong partnerships within the hospitality industry, has really helped build momentum for a robust tourism economy in Oakland and the entire East Bay with all indicators pointing towards a positive outlook for 2019."

"Travel-related business plays a pivotal role in the East Bay economy," said **Barbara Hillman, CEO & President of Visit Berkeley**. "Berkeley's tourism sector continues to grow as travel spending brings new revenue and employment to the city, region and state. Visit Berkeley is proud to actively take part in the vibrant East Bay travel scene and its booming economic impact."

"Visit Tri-Valley has experienced double-digit growth in hotel room revenue from 2012 – 2017, impacting our economy by creating 6000 jobs and contributing \$69.6 million in taxes from 1.64 million visitors in 2017. We look forward to getting the 2018 numbers in June and expect to see continued growth in all areas," says **Barbara Steinfeld, President and CEO of Visit Tri-Valley**.

Statewide, visitor spending increased to \$140.6 billion, and the tourism industry provided nearly 1.16 million jobs in 2018. Visit California's economic impact report's findings signal the steady influence tourism has on California's economy.

"With nine consecutive years of record visitation spending, tourism is a foundational part of this state's economy benefitting all Californians," said Visit California President & CEO Caroline Beteta. "In cities and counties across the state, tourism employs thousands of Californians and pumps millions of tax dollars into local government coffers to pay police officers and firefighters, fix roads and operate other important community programs."

Visitor spending also generated \$367 million in local tax revenue last year, providing a stream of revenue in Alameda County to fund local services. Essential programs, such as public safety, infrastructure and parks, are supported by the tourism industry. Without tourism, each Californian household would have to pay an additional \$890 in taxes each year to make up the difference.



To ensure the tourism industry remains positioned for success, Visit California actively collaborates with local partners to inspire travelers to visit the Golden State. As international competition continues to grow, Visit California's innovative marketing efforts fortify California's charm to domestic and international travelers. The industry continues to invest in 13 international markets to attract travelers, who typically spend more and stay longer than their domestic counterparts. Once visitors decide to travel to California, Visit Oakland, Visit Berkeley and Visit Tri Valley's marketing efforts entice them to enjoy the region's landmarks and entertainment.

The release of the 2018 Travel Impact Report coincides with California Travel and Tourism Month, which occurs every May following a resolution enacted by the Legislature in 2016. This week, California also celebrates [National Travel and Tourism Week](#), when destinations in the Golden State will join communities across the nation to host events that highlight and celebrate the importance of sustaining the travel industry.

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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 visittrivalley.com.

ABOUT VISIT CALIFORNIA:

Visit California is a nonprofit organization with a mission to develop marketing programs – in partnership with the state's travel industry – that inspire travel to California. Travelers spent \$140.6 billion in 2018 in California, providing 1.16 million California jobs and \$11.8 billion in state and local tax revenue. For more information about Visit California and for a free California Official State Visitor's Guide, go to visitcalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.