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FOR IMMEDIATE RELEASE

VISIT SLO CAL SALUTES THE POWER OF TRAVEL DURING NATIONAL TRAVEL AND TOURISM WEEK

Direct travel spending in SLO CAL rose to \$2.4 billion in 2024

May is California Tourism Month and Visit SLO CAL joins Visit California in encouraging Californians to keep their travel dollars in-state and support local economies

San Luis Obispo County, California, [May 5, 2025] – In recognition of [National Travel and Tourism Week \(NTTW\)](#) and [California Tourism Month](#), Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for [San Luis Obispo County \(SLO CAL\)](#) announces that direct travel spending in SLO CAL reached \$2.4 billion in 2024, contributing to a countywide travel spending increase of 2.6%, according to new economic impact research released today by Visit California. NTTW shines a spotlight on the U.S. travel industry's essential role in driving economic growth, creating jobs and enhancing the nation's global competitiveness.

Tourism in SLO CAL recorded \$60.1 million in transient occupancy tax, supporting 23,820 local jobs, a 3.7% increase year-over-year, which fund essential services and programs in the community.

“Tourism is vital to SLO CAL, driving economic prosperity, creating jobs and enhancing the vibrancy of our region,” said Cathy Cartier, President & CEO of Visit SLO CAL. “As the region’s second largest economic driver, tourism strengthens our local economy, supports thousands of jobs and helps preserve the communities that make SLO CAL so special.”

In 2024, tourism also generated \$105.6 million in local tax revenue. Without the tax revenue generated by tourism, each local household would need to pay an additional \$21,707 to create the same economic benefit for the community. Furthermore, each household would need to spend an additional \$1,855 in taxes to create the same economic impact for local businesses.

Other notable 2024 tourism metrics include:

- Tourism in SLO CAL generated \$202.1 million in state and local taxes
- Tourism contributed 10.39% to the countywide GDP
- SLO CAL’s tourism industry earnings (total after-tax income including wages and salaries) reached \$953.1 million, marking a 4.3% increase year-over-year.



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This announcement comes as communities nationwide celebrate the [U.S. Travel Association's](#) NTTW from May 4-10, 2025, while highlighting how travel drives economic growth, strengthens communities and enhances quality of life throughout the U.S.

Since 1983, NTTW has underscored the travel industry's contribution to U.S. economic strength, community vitality and quality of life. In 2024, the U.S. travel industry generated \$2.9 trillion in economic output, supported more than 15 million jobs and produced \$190 billion in tax revenue – equivalent to \$1,490 per household.

NTTW also aligns with May's California Tourism Month, a statewide initiative established in 2016 to showcase the impact of tourism. Visit California and Visit SLO CAL encourage Californians to explore the Golden State and invite visitors from around the world to experience SLO CAL's diverse offerings. By keeping travel dollars in-state and welcoming new visitors, Californians can help support local economies and regional businesses hit hardest by a softening economy, helping ensure the state's competitive edge remains strong.

As SLO CAL's official DMMO, Visit SLO CAL is dedicated to serving and promoting the diverse communities that make up the region, including Nipomo, Grover Beach, Oceano, Arroyo Grande, Pismo Beach, Shell Beach, Avila Beach, Edna Valley, San Luis Obispo, Los Osos/Baywood Park, Morro Bay, Cayucos, Cambria, Harmony, Paso Robles, Templeton, Atascadero, Creston, Shandon, Cholame, San Miguel, Santa Margarita, Pozo, San Simeon and Ragged Point.

For more information about Visit SLO CAL, visit slocal.com or email Mayla Lohnes, mayla@slocal.com.

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ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California's most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area's reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL's unique charm to travelers from around the world. For more information, visit slocal.com.

ABOUT NATIONAL TRAVEL AND TOURISM WEEK:

National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day. Celebrated



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annually the first full week of May, NTTW was created by Congress in 1983 to elevate the economic power of travel in the U.S. For more information, go to ustravel.org/NTTW.

ABOUT CALIFORNIA TOURISM MONTH:

Celebrated annually in May, California Tourism Month is an official state observance first designated by the Legislature in 2016 and re-authorized in subsequent years to spotlight the economic power of tourism across California communities and urges citizens to support tourism and local businesses by traveling in state as an act of civic pride. California Tourism Month also serves as a reminder to lawmakers that tourism doesn't just happen but requires concerted marketing and favorable policies. For more information, go to visitcalifornia.com.