



To gain insight into the overall economic impact of tourism in Greater Palm Springs, the CVB contracted with Tourism Economics-An Oxford Economics Company to undergo an in-depth analysis of visitor spending and its impact on the Coachella Valley.

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2017

REPORT ON THE ECONOMIC IMPACT OF TOURISM

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2017 ECONOMIC IMPACT HIGHLIGHTS

The visitor economy is **expanding** in Greater Palm Springs and continues to generate greater business sales, employment, income and tax revenues.

Visitors to Greater Palm Springs spent **\$5.5 billion** in 2017, which generated **\$7 billion** in total business sales, including indirect and induced impacts.

Tourism in Greater Palm Springs generated **\$1 billion** in tax revenues in 2017, including **\$592 million** in state and local revenues.

Including direct and indirect impacts, **51,866 jobs** were sustained by visitors to Greater Palm Springs in 2017 with total income of **\$1.6 billion**.

Approximately **22% (1 in 4)** of all jobs in Greater Palm Springs were sustained by tourism.

An estimated **35%** of tourism-supported jobs are in food and beverage, **15%** in recreation, **13%** in retail, and **13%** in lodging.



KEY RESULTS

5.5% increase over 2015

13.6 million estimated number of day and overnight visits in 2017.

6.0% increase over 2015

6.1 million estimated number of overnight visitors in 2017.

10.0% increase over 2015

\$5.5 billion reflects the amount of visitor spending in 2017.

9.0% increase over 2015

\$7.0 billion reflects the total economic impact of tourism in 2017.

4.6% increase over 2015

51,866 jobs sustained with associated income of **\$1.6 billion** by visitors in 2017.

Slight change since 2015

22% of total employment, 1 in every 4 jobs, is sustained by the tourism industry.

10.0% increase over 2015

\$592 million in state and local taxes was generated by tourism in 2017. An additional **\$454 million** in federal taxes was also generated.

4.0% increase over 2015

Each household would need to pay **\$3,719 annually** to maintain the current level of government services in the absence of state and local taxes generated by tourism.

15.2% increase over 2015

The surge in lodging revenue in 2017.

6.2% increase over 2015

The amount room demand grew in 2017 due to increased overnight visitations.

Visitors spent **\$5.5 BILLION** in 2017, a 10% increase over 2015.