



HOW WE USE TOURISM AS A BUSINESS TOOL

THE STATE OF TOURISM
6.21.18



Just the Facts



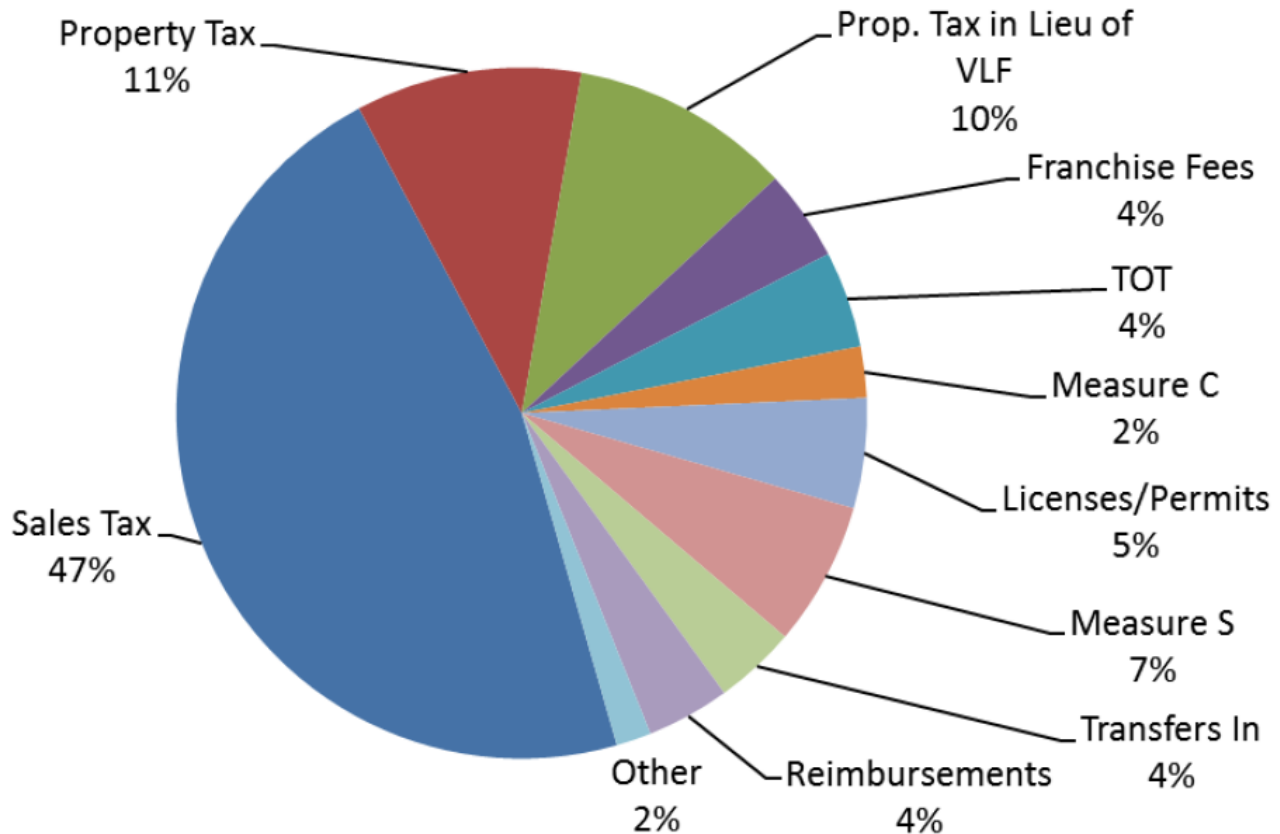
City Profile

- Population: 113,181 (up 1.9% from 2017)
- Median Age: 35.1 years (up from 34.9 in prior year)
- Number of Households: 35,466 (up 1.5% from prior year)
- Average Household Income: \$109,659 (up 12.4% from prior year)
- April Median Home Price: \$460,000 (up 5% from April 2017)
- Number of Jobs: 55,100 (up 6.6% over prior year)
- Unemployment (Apr): 3.1% (down from 4.0% in prior year)

Budget



General Fund Revenue = \$78,359,478





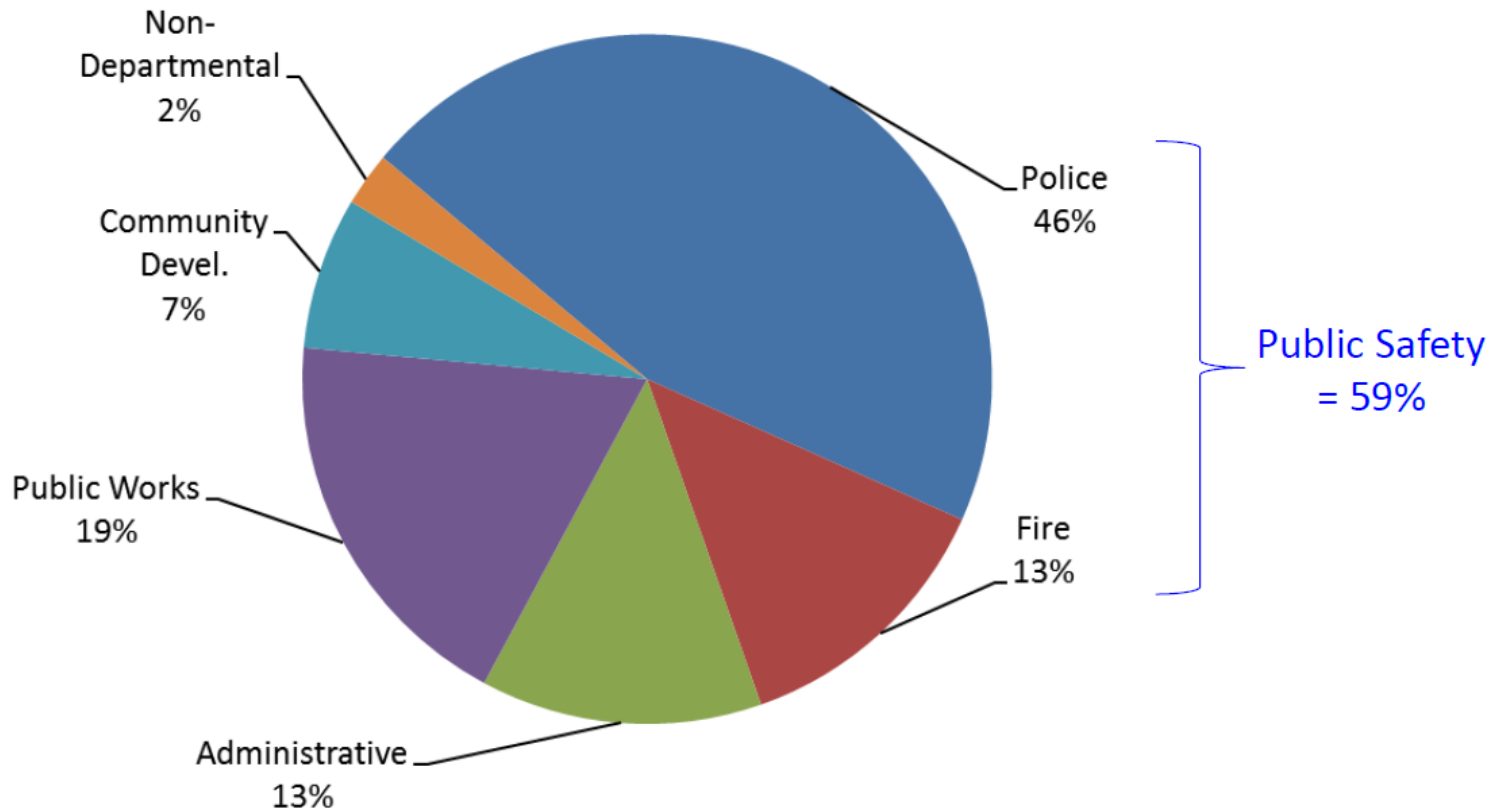
MEASURE S



Budget



General Fund Expenditures = \$76,055,739





Infrastructure & Public Safety



Q1 2017 versus Q1 2018

Public Safety



- Average response time for “Priority One Calls” by Temecula Police down by 33%
- Number of injury collisions reduced from 92 to 73
- Graffiti down by 47%



Measure S Results

NEW LED STREET LIGHTS

Infrastructure/Public Safety



Changing all
streetlights to
white LED

(Old Town Completed)

Project to be completed FY18-19



Old Town Boardwalk Enhancement Project



- Upgrading wood sidewalks
- Project starts Fall 2018!

TEMECULA PARKWAY Infrastructure



New I-15 southbound on-ramp expected to open this month!

Entire interchange to be completed
December 2018



BUTTERFIELD STAGE RD

Infrastructure



Intersection to be improved

Road to be widened to 4 lanes

Construction starts Fall 2018



NICOLAS ROAD extension

Infrastructure



Nicolas Road
to extend to
Butterfield
Stage Road

Construction to begin 2019





Lifestyle

Lifestyle



★ 8 news hotels in the development pipeline!

★ Shout out to our local “foodie-entrepreneurs!”

Gourmet Italia: #5 Most Romantic Restaurant in the USA!

Per Travel & Leisure Magazine

Lifestyle



MT. SAN JACINTO COLLEGE TEMECULA



350,000 square foot college campus coming!

Lifestyle

Temecula ♥ Breweries!



GREAT AMERICAN
BEER FESTIVAL®

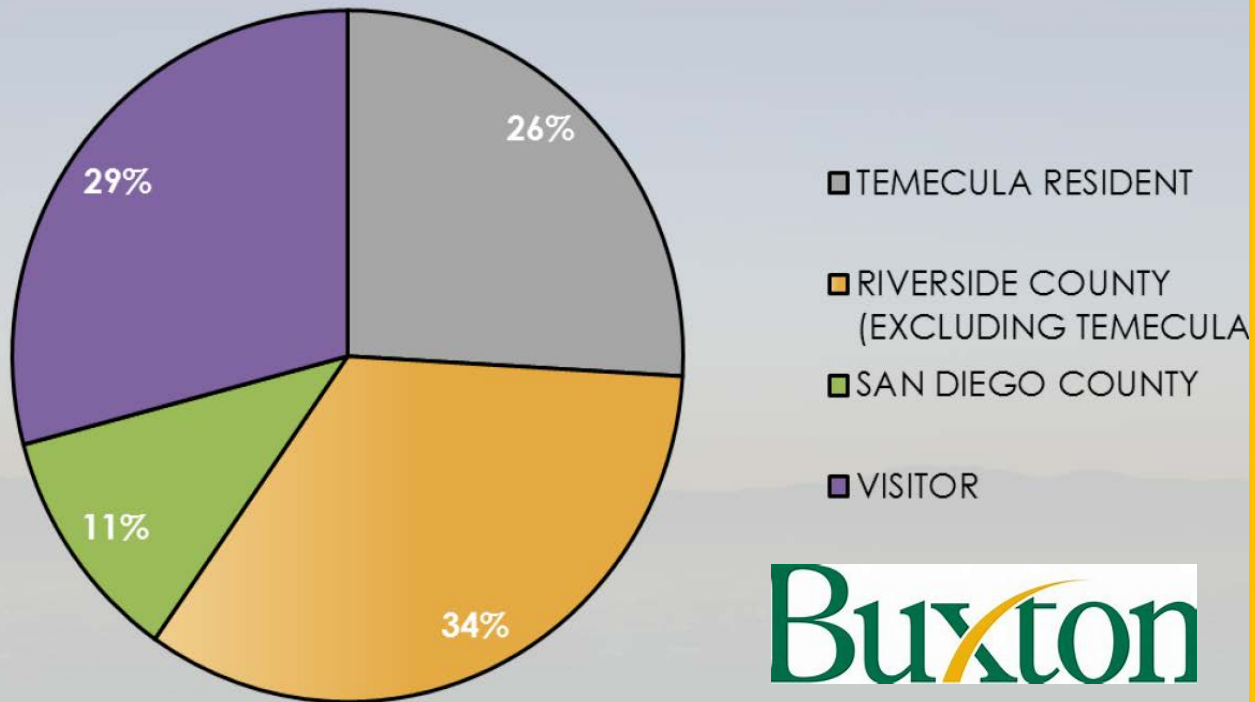


Who Spends Here?



Temecula Consumer Spending

Credit Card Spend in Temecula by Dollar Volume



Who Spends Here?



Prevalent Demographics

RESIDENT SPEND		OVERALL CONSUMER SPEND	
Married	89%	Married	83%
Children In The Household	60%	Children In The Household	51%
Homeowner	81%	Homeowner	80%
Age 35-65	65%	Age 35-65	61%
Age 45-55	25%	Age 45-55	22%
Household Income of \$50K+	77%	Household Income of \$50K+	75%
\$100K - \$200K	34%	\$100K - \$200K	32%
Earned College Degree	37%	Earned College Degree	40%

SAN DIEGO COUNTY SPEND		RIVERSIDE COUNTY SPEND	
Married	77%	Married	87%
Children In The Household	42%	Children In The Household	61%
Homeowner	72%	Homeowner	82%
Age 35-65	58%	Age 35-65	64%
Age 45-55	18%	Age 45-55	25%
Household Income of \$50K+	73%	Household Income of \$50K+	75%
\$100K - \$200K	30%	\$100K - \$200K	32%
Earned College Degree	42%	Earned College Degree	34%

Lifestyle Behaviors



Behavioral and Lifestyle Propensities

- 210% more likely to have a married household with kids
- 187% more likely to have a technical occupation (architect, etc.)
- 143% more likely household income: \$100,000 - \$124,999
- 93% more likely to exercise at a private health club
- 91% more likely to attend bars/nightclubs
- 85% more likely to purchase electronic educational toys
- 63% more likely to look for organic/natural foods
- 62% more likely to visit a theme park
- 37% more likely to shop at a home electronics store
- 22% more likely to shop at a home furnishing/houseware store
- 22% more likely to attend a restaurant (not fast food)

NETFLIX

**SATURDAY
NIGHT
LIVE**

amazon.com
Prime

**USA
TODAY™**



CookingLight

HGTV

WSJ

Jobs & Business Growth



**MILLIPORE
SIGMA**

AIRBUS



 **American Specialty Health.**

 **PROSITES**
Website Design and Internet Marketing

- **Manufacturing/Distribution (13% of our job base)**
- **Professional (11.9% of our job base)**
- **Education (16.6% of our job base)**

Emerging Sectors:

- **Life Science/Bio Tech**
- **Tech**





FOLLOW US ON SOCIAL MEDIA

