

ECONOMIC IMPACT OF VISITORS IN GREATER PALM SPRINGS 2019

Prepared for:
Greater Palm Springs Convention & Visitors Bureau



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INTRODUCTION

The travel sector is an integral part of the Greater Palm Springs economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Great Palm Springs' future.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. By establishing a baseline of economic impacts, the industry can track its progress over time.

To quantify the economic significance of the tourism sector in Greater Palm Springs, Tourism Economics has prepared a comprehensive model using multiple primary and secondary data sources to quantify the economic impacts arising from visitor spending.

Impact modeling is based on an IMPLAN Input-Output (I-O) model for Riverside County that is adjusted to reflect the Greater Palm Springs economy. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as total economic impacts, including employment, household income, and tax impacts in the broader economy.

The analysis draws on the following data sources:

- DK Shifflet: survey data, including visitor volume shares to Greater Palm Springs. DK Shifflet's Travel Intelligence SystemSM adds detailed travel data for over 60,000 traveling households to its database each year.
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR: Lodging performance data, including room demand, room rates, occupancy, and room revenue
- US Census: business sales by industry and seasonal second homes inventory
- Tourism Economics: international travel data for overseas, Canadian, and Mexico travel to Greater Palm Springs based on aviation, survey, and credit card information.

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KEY FINDINGS

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The visitor economy is an engine for economic growth



Visitor Spending

In 2019, 14.1 million visitors spent \$5.9 billion in Greater Palm Springs, an increase of 19% over the past five years. When indirect and induced impacts are included, business sales totaled \$7.5 billion in 2019.



Continued Growth

Visitor spending increased 7.7% over 2017. Since 2015, visitor spending has grown at an annualized rate of 4.4% per year.



Employment Generator

Visitor spending supported more than 53,500 jobs in 2019, or 22% of total employment in Greater Palm Springs.



Fiscal Contributions

Visitors generated \$687 million in state and local taxes, which is equivalent to \$4,031 in tax savings for every household in Greater Palm Springs.

VISITOR ECONOMY TRENDS

VISITOR ECONOMY TRENDS

Steady growth across indicators

Growth in visitation, spending, and employment

Travel sector indicators and economic impacts have steadily increased since 2015. Greater Palm Springs welcomed 14.1 million visitors in 2019, an increase of 9% since 2015. Visitation increased 1.5% in 2019 after registering 1.9% growth and 1.3% growth in 2018 and 2017, respectively.



Visitation growth increased 3.4 % compared to 2017

Visitation growth was supported by both day and overnight visitors to Greater Palm Springs. Compared to 2017, overnight visitation increased 5.2% and day visitation increased 1.9%.



Visitor generated employment increased 3.3% over 2017

Visitor spending directly supported 42,035 jobs in 2019.



Visitor spending has increased for five straight years

In 2019, 14.1 million visitors spent \$5.9 billion in Greater Palm Springs, compared to 12.9 million visitors and \$5.0 billion in spending in 2015.

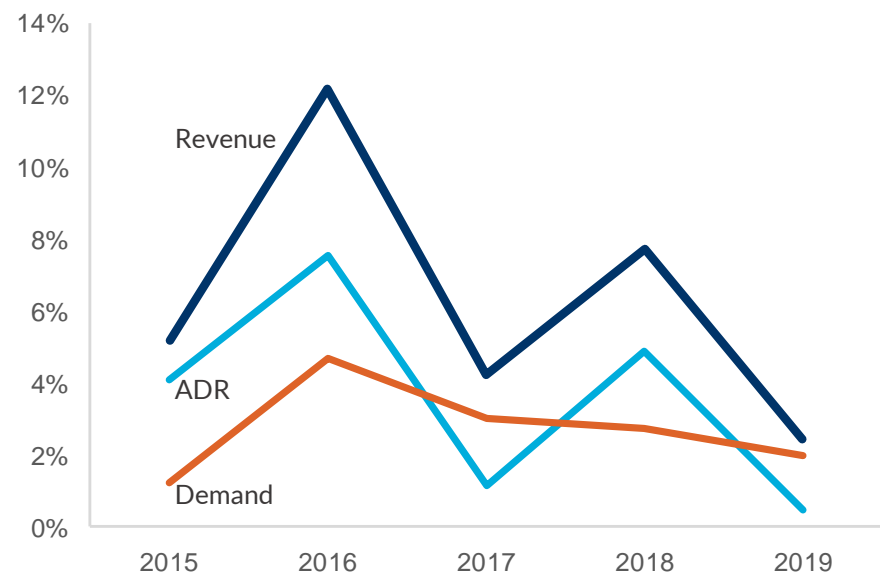
VISITOR ECONOMY TRENDS

Lodging sector

Key indicators in the lodging industry point to continued, yet decelerating, growth in the industry.

Hotel room demand expanded 2.0% in 2019 and coupled with a slight uptick in average daily rate (ADR), fueled an increase in visitor spending. All key lodging indicators experienced growth, though at a slower pace than prior years.

Year-over-year growth in key lodging indicators, 2015-2019



Source: STR; Tourism Economics

VISITOR ECONOMY TRENDS

Visitation

Visitation to Greater Palm Springs has been increasing for five straight years

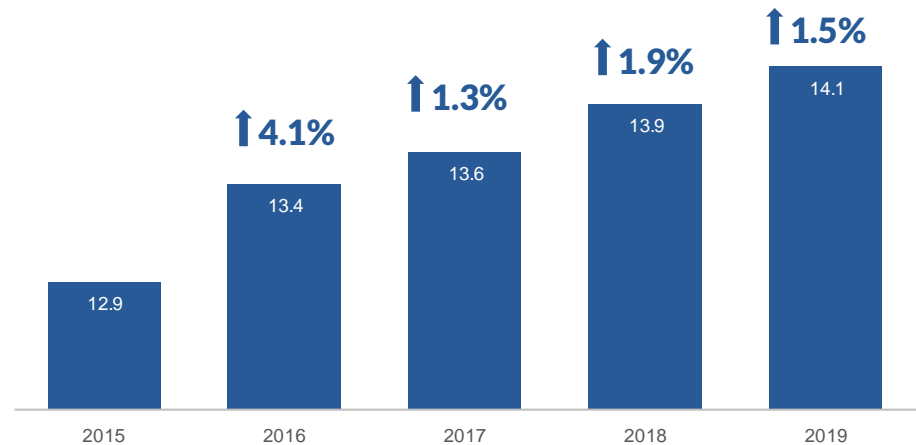
Greater Palm Springs welcomed 14.1 million visitors in 2019. Visitation increased 1.5% in 2019 after registering 1.9% growth and 1.3% growth in 2018 and 2017, respectively.

Between 2015 and 2019, visitation increased at an annualized rate of 2.2%.

The accompanying chart shows visitation levels and year-over-year percentage growth rates between 2015 and 2019.

Greater Palm Springs visitation levels and annual growth

Amounts in millions of visitors and year-over-year percentage growth



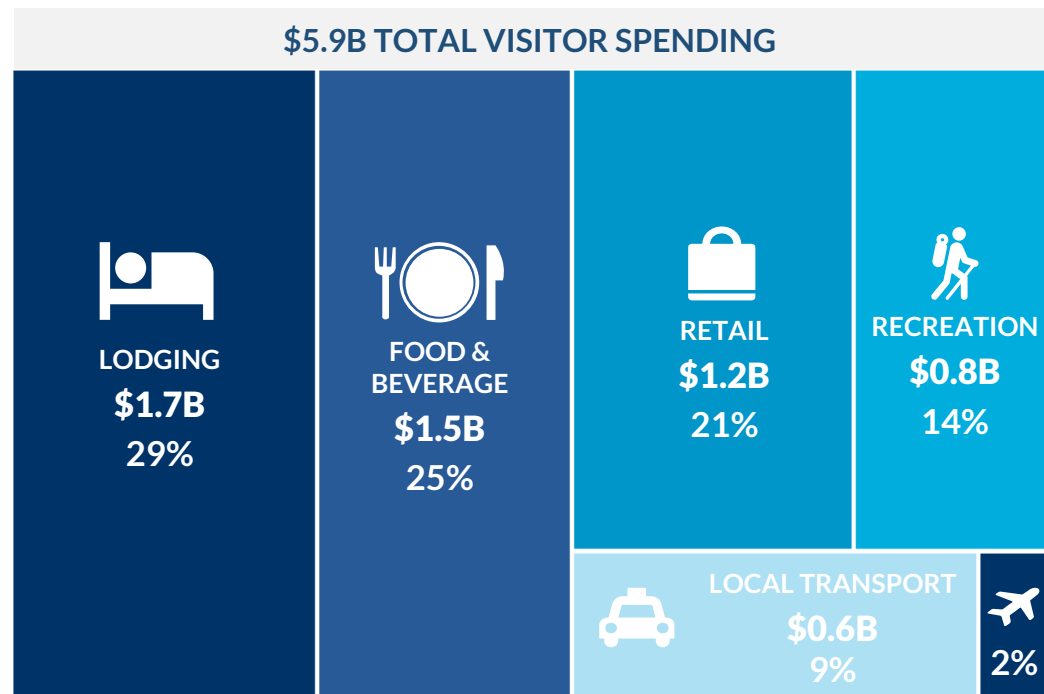
Source: DK Shifflet; Tourism Economics

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitors to Greater Palm Springs spent nearly \$5.9 billion across a wide range of sectors in 2019

In 2019, visitors to Greater Palm Springs spent \$5.9 billion, including \$1.7 billion on lodging, \$1.5 billion on food and beverage, \$1.2 billion on retail, \$0.8 billion on recreation, \$0.6 billion on local transportation, and about \$94 million on air transportation.



Note: Lodging spending includes all industry activity, including meetings, catering, etc.

Source: DK Shifflet; Tourism Economics

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased \$160 million in 2019, with spending on lodging and food & beverage alone contributing \$110 million, more than two-thirds of the total increase.

Visitor spending grew 2.8% year-over-year in 2019, led by increases in food & beverages and lodging. Overall spending growth has averaged 4.4% per annum since 2015.

Greater Palm Springs visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$4,956	\$5,299	\$5,471	\$5,732	\$5,892	2.8%	4.4%
Lodging*	\$1,374	\$1,523	\$1,566	\$1,683	\$1,735	3.1%	6.0%
Food & beverages	\$1,177	\$1,272	\$1,339	\$1,393	\$1,450	4.1%	5.4%
Retail	\$1,084	\$1,134	\$1,169	\$1,209	\$1,220	0.9%	3.0%
Recreation	\$731	\$781	\$794	\$818	\$842	2.9%	3.6%
Transportation**	\$590	\$589	\$603	\$629	\$645	2.4%	2.2%

* Lodging includes 2nd home spending

** Transportation includes both ground and air transportation

Source: DK Shifflet; Tourism Economics

VISITOR ECONOMY

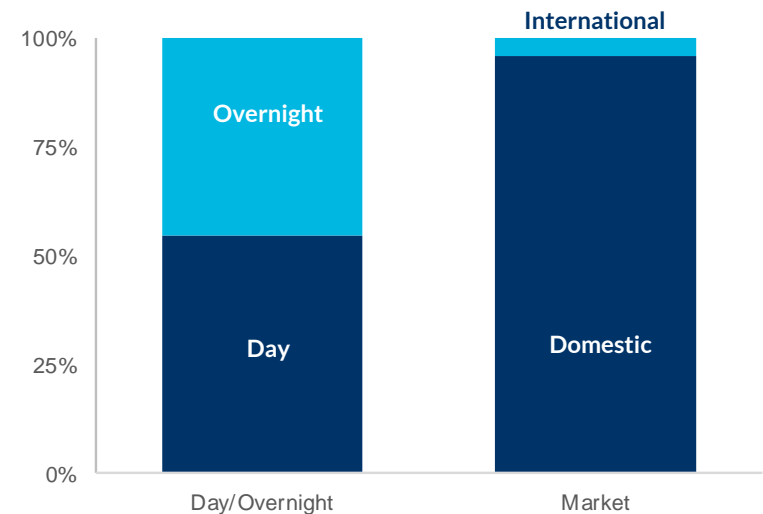
Visitation segments

Greater Palm Springs hosted 14.1 million visitors in 2019. The majority traveled from domestic markets (96%) and visited for the day (55%).

Overall, visitation has increased 9% since 2015, led by overnight visitors (an increase of 12% compared to 7% for day visitors). While Greater Palm Springs consistently sees more day visitors than overnight, those spending the night tend to spend more.

Greater Palm Springs visitation share by market

Expressed as percentage of total visitation by market



Source: DK Shifflet; Tourism Economics

VISITOR ECONOMY TRENDS

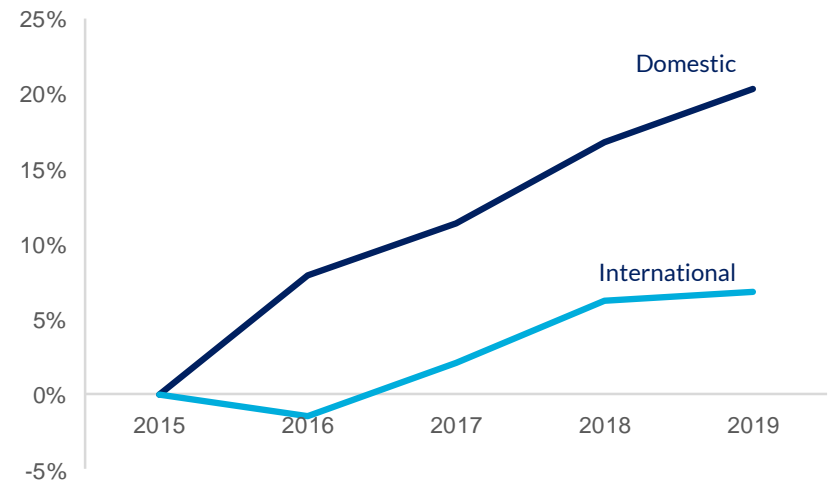
Visitation segments: domestic & international

Domestic visits outpaced international visits, but international visitors spend more money

Domestic visits and spending vastly outweigh the international market; however, international visitors spend nearly twice as much per person when compared to domestic visitors.

Domestic and international visitor spending

Amounts in percentage change in spending since 2015



Source: Tourism Economics

ECONOMIC IMPACTS



ECONOMIC IMPACTS

How visitor spending generates employment and income

Our analysis of the Greater Palm Springs visitor economy begins with spending by visitors, then considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Greater Palm Springs, we analyze visitor spending within a model of the Riverside County economy based on IMPLAN data. This process calculates three distinct types of impact: direct, indirect, and induced.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

1. **Direct Impacts:** Visitors create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
2. **Indirect Impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
3. **Induced Impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitors, spend those wages in the local economy.

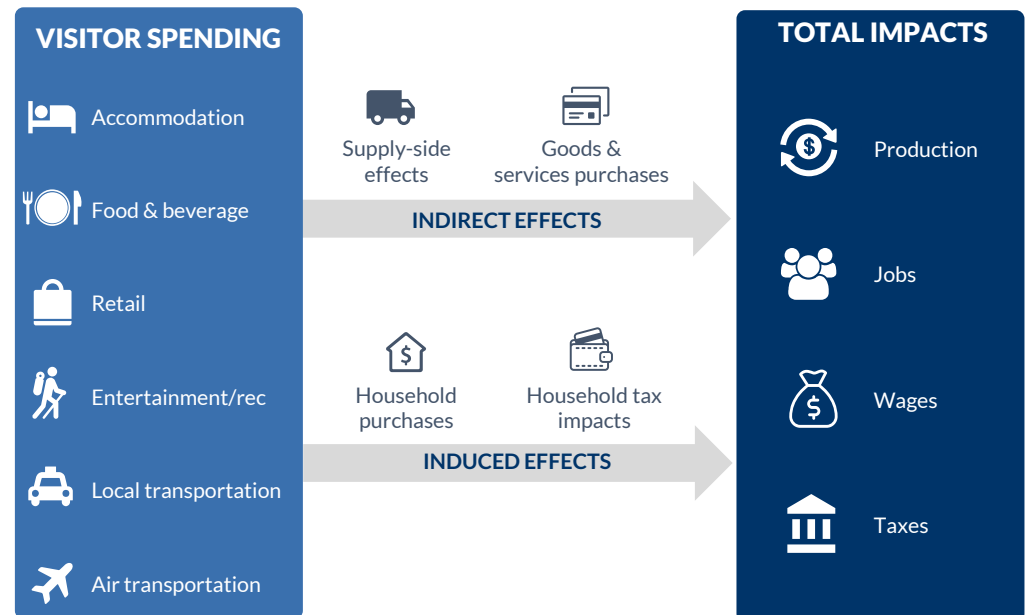
ECONOMIC IMPACTS

How visitor spending generates employment and income

Illustration of economic impact flows

The modelling process calculates three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

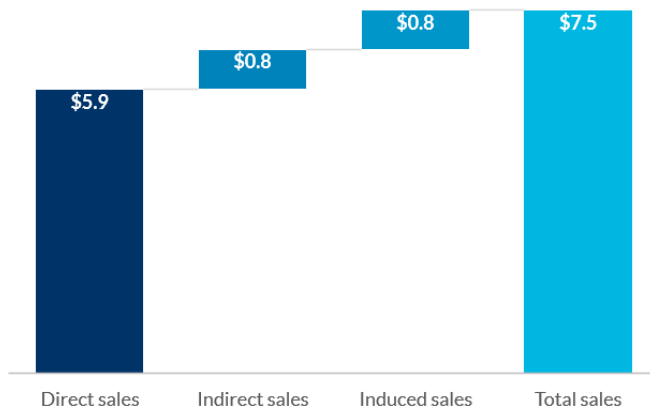


ECONOMIC IMPACTS

Business sales impacts by industry

Greater Palm Springs visitor spending of \$5.9 billion produced \$7.5 billion in business sales including indirect and induced impacts.

Summary economic impacts (\$ billions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$5,892	\$832	\$812	\$7,535
By industry				
Food & beverage	\$1,450	\$39	\$71	\$1,560
Retail trade	\$1,220	\$6	\$88	\$1,314
Finance, insurance, and real estate	\$739	\$242	\$252	\$1,233
Lodging	\$1,002	\$7	\$8	\$1,017
Recreation and entertainment	\$653	\$24	\$17	\$694
Gasoline stations	\$414	\$1	\$6	\$420
Business services	\$44	\$212	\$48	\$303
Personal services	\$189	\$35	\$48	\$273
Education and healthcare		\$1	\$164	\$165
Construction and utilities		\$102	\$29	\$131
Other transport	\$86	\$22	\$7	\$115
Air transport	\$94	\$3	\$4	\$101
Communications		\$56	\$15	\$71
Government		\$46	\$22	\$67
Wholesale trade		\$17	\$21	\$38
Manufacturing		\$14	\$8	\$23
Agriculture, fishing, mining		\$5	\$3	\$8

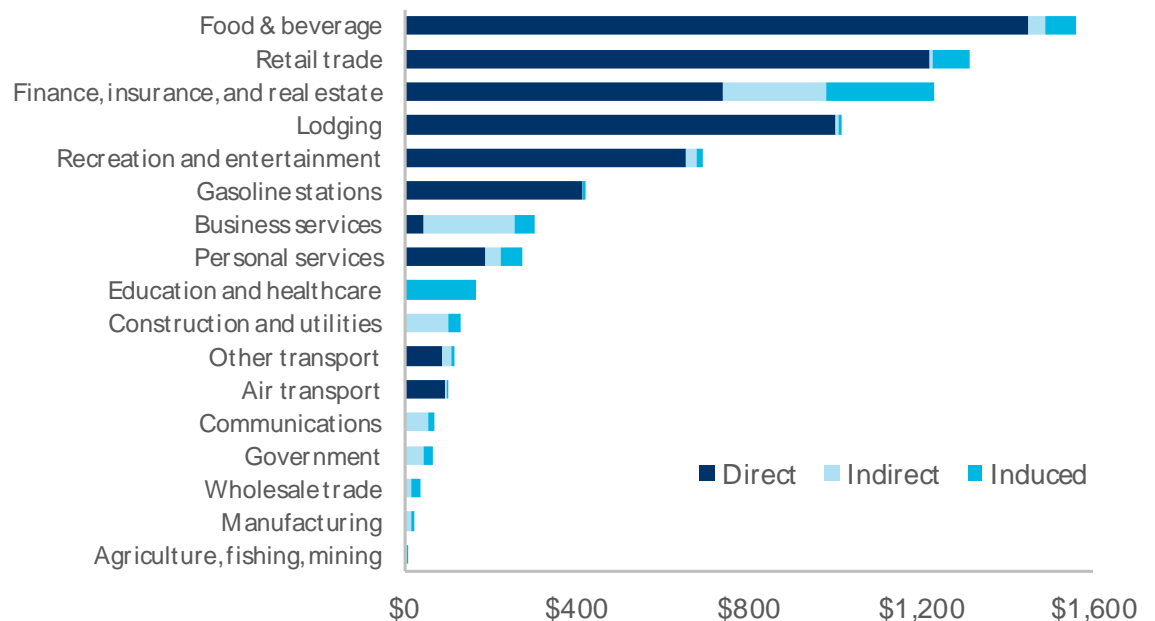
Source: Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

While the majority of sales are in industries directly serving visitors, \$1.2 billion in business sales accrue to the finance, insurance, and real estate industry as a result of selling to tourism businesses. Similarly, significant benefits accrue to sectors such as business services (\$303m), education & health care (\$165m), and communications (\$71m).

Business sales impacts by industry



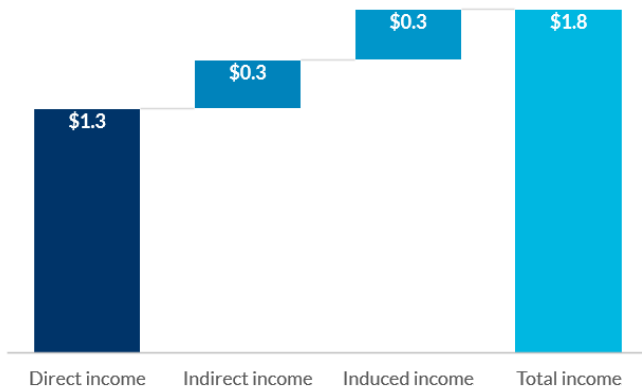
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Greater Palm Springs visitors directly generated \$1.3 billion in direct personal income and \$1.8 billion including indirect and induced impacts.

Summary labor income impacts (\$ millions)



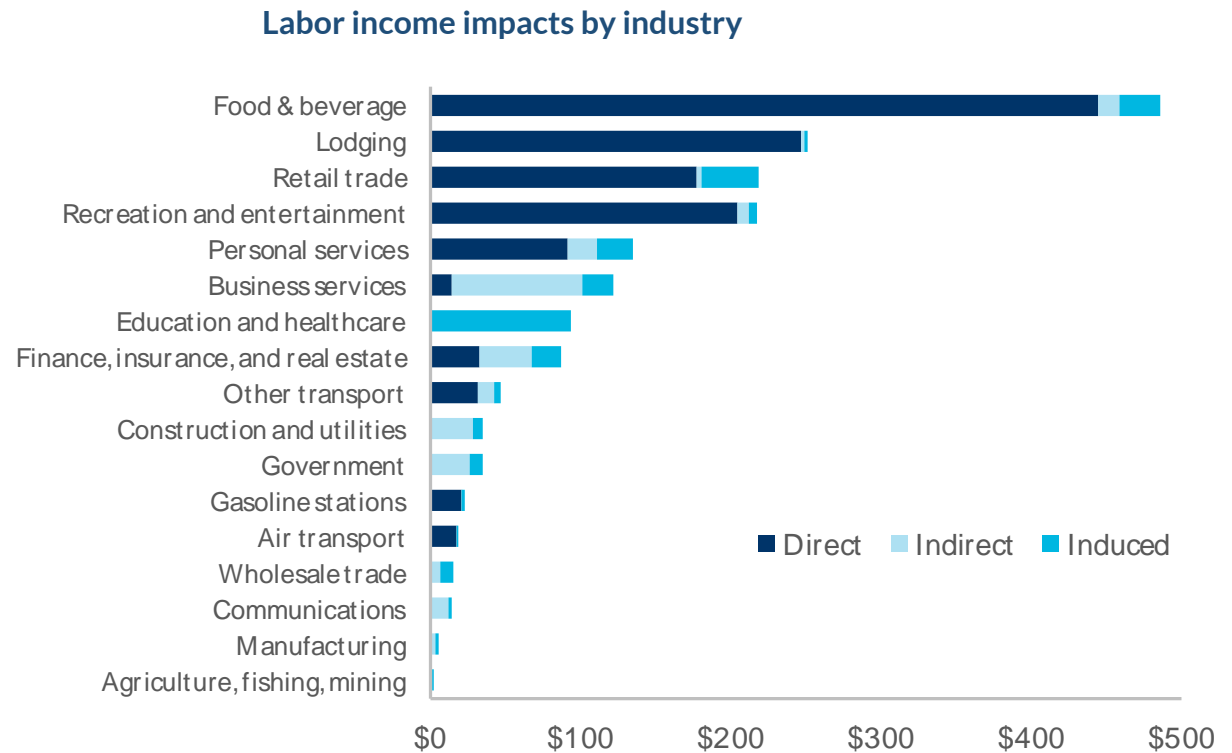
Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$1,283	\$259	\$268	\$1,810
By industry				
Food & beverage	\$445	\$14	\$28	\$487
Lodging	\$247	\$2	\$2	\$251
Retail trade	\$177	\$3	\$39	\$219
Recreation and entertainment	\$204	\$8	\$5	\$218
Personal services	\$91	\$20	\$24	\$135
Business services	\$15	\$87	\$20	\$122
Education and healthcare		\$0	\$93	\$94
FIRE	\$33	\$35	\$19	\$87
Other transport	\$32	\$11	\$3	\$47
Construction and utilities		\$28	\$7	\$35
Government		\$26	\$9	\$35
Gasoline stations	\$21	\$0	\$2	\$23
Air transport	\$17	\$1	\$1	\$19
Wholesale trade		\$7	\$9	\$15
Communications		\$12	\$3	\$15
Manufacturing		\$4	\$2	\$5
Agriculture, fishing, mining		\$1	\$1	\$2

Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry



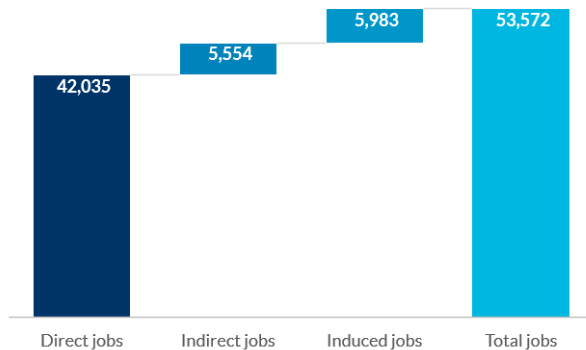
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Greater Palm Springs visitor spending directly generated 42,035 jobs and 53,572 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	42,035	5,554	5,983	53,572
By industry				
Food & beverage	17,513	565	988	19,066
Recreation and entertainment	7,270	327	214	7,811
Lodging	6,848	54	67	6,969
Retail trade	5,810	72	1,017	6,899
FIRE	1,444	981	637	3,062
Personal services	1,842	333	608	2,783
Business services	244	2,027	467	2,738
Education and healthcare		14	1,502	1,516
Other transport	402	177	61	640
Gasoline stations	378	4	37	419
Construction and utilities		302	70	372
Government		249	91	340
Communications		257	56	313
Air transport	284	10	16	310
Wholesale trade		86	108	194
Manufacturing		69	26	95
Agriculture, fishing, mining		27	18	45

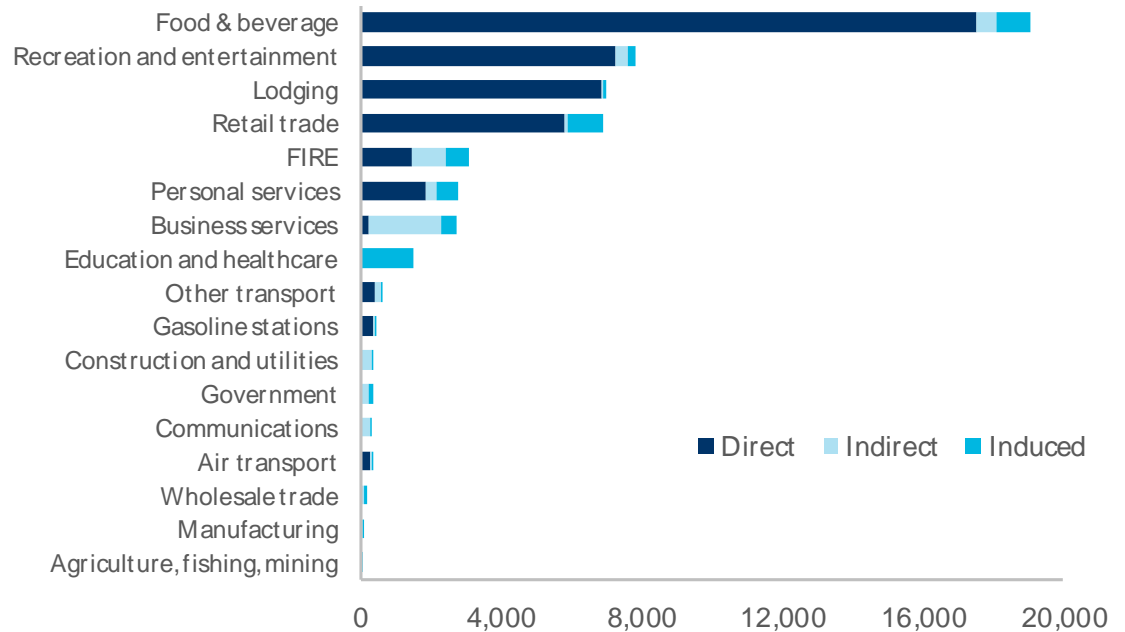
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Visitor economy total employment of just over 53,500 jobs accounts for 22% of all jobs in Greater Palm Springs.

Job impacts by industry



Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$1.2 billion in governmental revenues.

State and local taxes alone tallied \$687 million in 2019.

Each household in Greater Palm Springs would need to be taxed an additional \$4,031 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$1,204.9
Federal	\$517.8
Personal income	\$132.0
Corporate	\$85.7
Indirect business	\$64.6
Social insurance	\$235.4
State and Local	\$687.0
Sales	\$262.7
Bed tax	\$85.1
Personal income	\$51.7
Corporate	\$23.5
Social insurance	\$14.4
Excise and fees	\$71.3
Property	\$178.4

Source: Tourism Economics

ECONOMIC IMPACTS IN CONTEXT

ECONOMIC IMPACTS IN CONTEXT

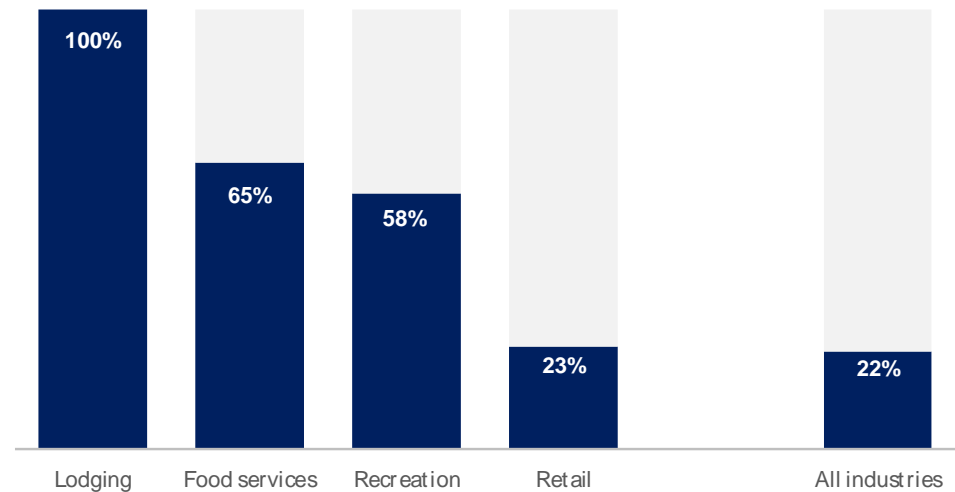
Visitor-generated employment intensity

Visitor-generated employment is a
significant part of key industries

The entire lodging industry, as well as 58% of recreation, and 65% of food & beverage employment, is supported by visitor spending, including indirect and induced benefits.

Tourism employment intensity

Amounts in percentage of total industry employment



Source: BEA; BLS; Tourism Economics

ECONOMIC IMPACTS IN CONTEXT

Figures in context



Visitor spending

The \$5.9 billion in visitor spending means that \$16 million was spend EVERY DAY by visitors in Greater Palm Springs.



Employment

The number of jobs sustained by visitor spending (53,572) accounts for about 22% of all jobs in Greater Palm Springs.



Personal income

The \$1.8 billion in total income generated by visitor spending is the equivalent of nearly \$12,000 for every household in Greater Palm Springs.



Taxes

The \$687 million in state and local taxes generated by visitor spending would cover the average salary of about 13,000 schoolteachers in Greater Palm Springs.

CITY-LEVEL ECONOMIC IMPACTS

ECONOMIC IMPACTS

Summary table, 2019

Topline economic impacts by city

Amounts in number of jobs and millions of nominal dollars

	Direct Spending	Total Impact	Total Jobs	Total Income	State & Local Taxes
Cathedral City	\$360.2	\$460.7	3,018	\$ 99.5	\$ 36.0
Desert Hot Springs	\$109.0	\$139.4	917	\$ 30.3	\$ 12.4
Indian Wells	\$366.2	\$468.3	3,563	\$ 120.4	\$ 48.8
Indio	\$621.1	\$794.4	5,548	\$ 191.9	\$ 70.1
La Quinta	\$733.5	\$938.2	6,831	\$ 226.0	\$ 83.6
Palm Desert	\$1,277.7	\$1,634.1	11,332	\$ 380.0	\$ 142.2
Palm Springs	\$1,461.4	\$1,869.1	12,453	\$ 435.2	\$ 176.6
Rancho Mirage	\$666.5	\$852.4	6,586	\$ 221.4	\$ 82.3

Source: Tourism Economics

CATHEDRAL CITY

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased \$6.6 million in 2019, with spending on lodging and food & beverages alone contributing nearly 80% of the increase.

Visitor spending grew 1.9% year-over-year in 2019, led by increases in lodging and food & beverages.

Overall spending growth has averaged 4.1% per annum since 2015.

Cathedral City visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$306.1	\$321.7	\$341.0	\$353.6	\$360.2	1.9%	4.1%
Lodging*	\$39.5	\$42.2	\$49.2	\$52.8	\$55.6	5.3%	8.9%
Food & beverages	\$75.0	\$80.2	\$84.4	\$87.2	\$89.8	2.9%	4.6%
Retail	\$157.9	\$165.0	\$171.4	\$176.3	\$177.3	0.6%	2.9%
Recreation	\$8.2	\$8.7	\$8.9	\$9.2	\$9.3	1.7%	3.3%
Transportation	\$25.5	\$25.5	\$27.1	\$28.2	\$28.2	0.2%	2.6%

* Lodging includes 2nd home spending

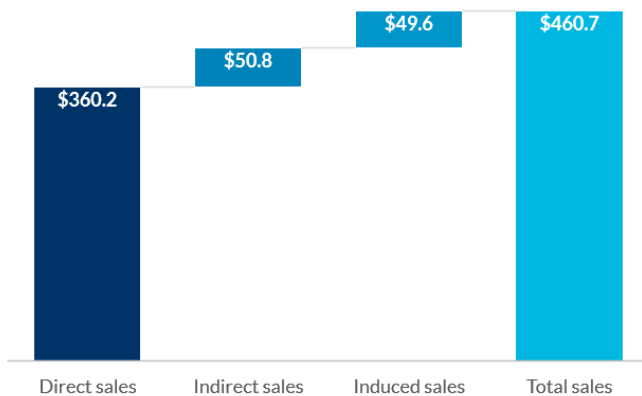
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Cathedral City visitor spending of \$360 million produced \$461 million in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$360.2	\$50.8	\$49.6	\$460.7
By industry				
Retail Trade	\$177.3	\$0.4	\$5.4	\$183.0
Food & Beverage	\$89.8	\$2.4	\$4.3	\$96.5
Finance, Insurance and Real Estate	\$28.5	\$14.8	\$15.4	\$58.6
Lodging	\$26.0	\$0.4	\$0.5	\$26.9
Gasoline Stations	\$23.4	\$0.0	\$0.4	\$23.8
Business Services	\$1.1	\$12.9	\$2.9	\$17.0
Education and Healthcare		\$0.1	\$10.0	\$10.1
Recreation and Entertainment	\$7.2	\$1.5	\$1.0	\$9.8
Construction and Utilities		\$6.2	\$1.8	\$8.0
Personal Services	\$2.1	\$2.2	\$3.0	\$7.2
Other Transport	\$4.9	\$1.3	\$0.4	\$6.7
Communications		\$3.4	\$0.9	\$4.3
Government		\$2.8	\$1.3	\$4.1
Wholesale Trade		\$1.0	\$1.3	\$2.3
Manufacturing		\$0.9	\$0.5	\$1.4
Agriculture, Fishing, Mining		\$0.3	\$0.2	\$0.5
Air Transport (local)		\$0.2	\$0.3	\$0.4

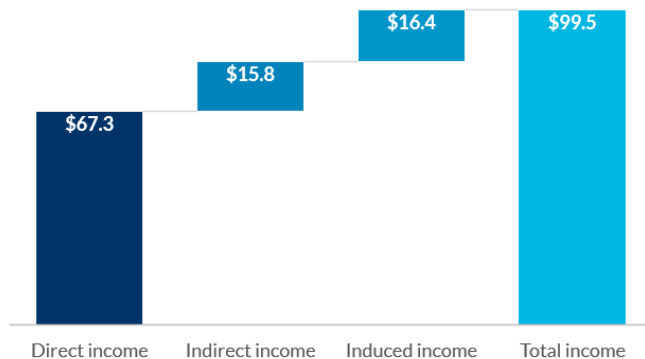
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Cathedral City visitors directly generated \$67 million in direct personal income and \$100 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$67.3	\$15.8	\$16.4	\$99.5
By industry				
Food & Beverage	\$27.5	\$0.9	\$1.7	\$30.1
Retail Trade	\$25.4	\$0.2	\$2.4	\$27.9
Business Services	\$0.4	\$5.3	\$1.2	\$7.0
Lodging	\$6.4	\$0.1	\$0.1	\$6.7
Education and Healthcare		\$0.0	\$5.7	\$5.7
Finance, Insurance and Real Estate	\$1.3	\$2.1	\$1.1	\$4.6
Personal Services	\$1.0	\$1.2	\$1.5	\$3.7
Recreation and Entertainment	\$2.3	\$0.5	\$0.3	\$3.1
Other Transport	\$1.8	\$0.7	\$0.2	\$2.7
Construction and Utilities		\$1.7	\$0.4	\$2.2
Government		\$1.6	\$0.6	\$2.1
Gasoline Stations	\$1.2	\$0.0	\$0.1	\$1.3
Wholesale Trade		\$0.4	\$0.5	\$0.9
Communications		\$0.7	\$0.2	\$0.9
Manufacturing		\$0.2	\$0.1	\$0.3
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.1
Air Transport (local)		\$0.0	\$0.1	\$0.1

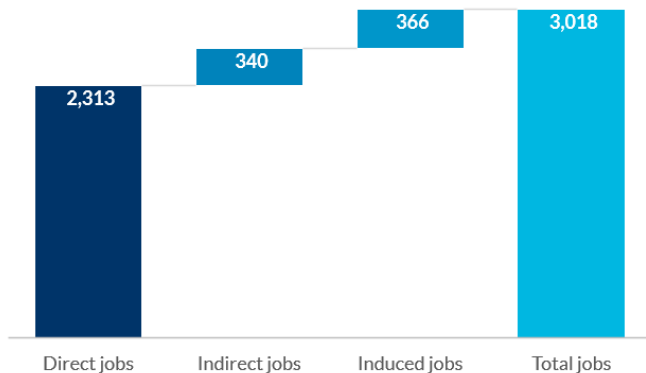
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Cathedral City visitor spending directly generated 2,313 jobs and 3,018 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	2,313	340	366	3,018
By industry				
Food & Beverage	1,084	35	60	1,179
Retail Trade	844	4	62	911
Lodging	178	3	4	185
Business Services	6	124	29	159
Finance, Insurance and Real Estate	56	60	39	155
Recreation and Entertainment	81	20	13	114
Education and Healthcare		1	92	93
Personal Services	20	20	37	78
Other Transport	23	11	4	37
Gasoline Stations	21	0	2	24
Construction and Utilities		18	4	23
Government		15	6	21
Communications		16	3	19
Wholesale Trade		5	7	12
Manufacturing		4	2	6
Agriculture, Fishing, Mining		2	1	3
Air Transport (local)		1	1	2

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$65 million in governmental revenues.

State and local taxes alone tallied \$36 million in 2019.

Each household in Cathedral City would need to be taxed an additional \$1,840 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$64.5
Federal	\$28.5
Personal income	\$7.3
Corporate	\$4.7
Indirect business	\$3.6
Social insurance	\$12.9
State and Local	\$36.0
Sales	\$14.4
Bed tax	\$2.9
Personal income	\$2.8
Corporate	\$1.3
Social insurance	\$0.8
Excise and fees	\$3.9
Property	\$9.8

Source: Tourism Economics

DESERT HOT SPRINGS

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased \$4.0 million in 2019, with spending on lodging and food & beverages alone contributing 80% of the increase.

Visitor spending grew 3.9% year-over-year in 2019, led by increases in lodging and food & beverages.

Overall spending growth has averaged 5.2% per annum since 2015.

Desert Hot Springs visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$88.9	\$93.0	\$99.4	\$105.0	\$109.0	3.9%	5.2%
Lodging*	\$30.4	\$31.0	\$33.9	\$36.7	\$38.9	6.2%	6.4%
Food & beverages	\$20.6	\$22.3	\$23.6	\$24.5	\$25.4	3.7%	5.4%
Retail	\$26.1	\$27.6	\$28.9	\$30.0	\$30.4	1.5%	3.9%
Recreation	\$1.8	\$1.9	\$2.0	\$2.0	\$2.1	2.8%	4.3%
Transportation	\$9.9	\$10.2	\$11.1	\$11.8	\$12.1	2.9%	5.2%

* Lodging includes 2nd home spending

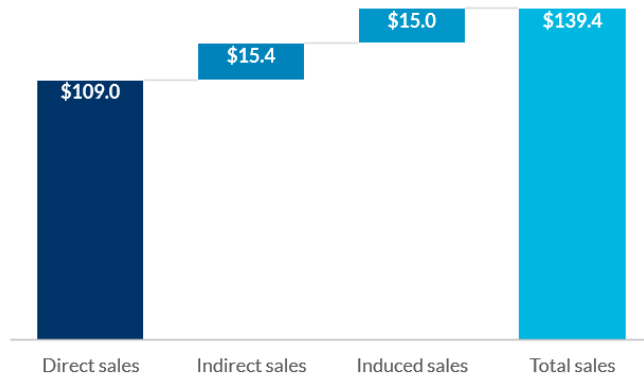
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Desert Hot Springs visitor spending of \$109 million produced \$139 million in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$109.0	\$15.4	\$15.0	\$139.4
By industry				
Retail Trade	\$30.4	\$0.1	\$1.6	\$32.2
Food & Beverage	\$25.4	\$0.7	\$1.3	\$27.5
Finance, Insurance and Real Estate	\$14.8	\$4.5	\$4.7	\$23.9
Lodging	\$23.1	\$0.1	\$0.2	\$23.4
Gasoline Stations	\$10.0	\$0.0	\$0.1	\$10.2
Business Services	\$1.0	\$3.9	\$0.9	\$5.8
Education and Healthcare		\$0.0	\$3.0	\$3.1
Other Transport	\$2.1	\$0.4	\$0.1	\$2.6
Construction and Utilities		\$1.9	\$0.5	\$2.4
Recreation and Entertainment	\$1.6	\$0.5	\$0.3	\$2.4
Personal Services	\$0.5	\$0.7	\$0.9	\$2.0
Communications		\$1.0	\$0.3	\$1.3
Government		\$0.8	\$0.4	\$1.2
Wholesale Trade		\$0.3	\$0.4	\$0.7
Manufacturing		\$0.3	\$0.1	\$0.4
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.1
Air Transport (local)		\$0.1	\$0.1	\$0.1

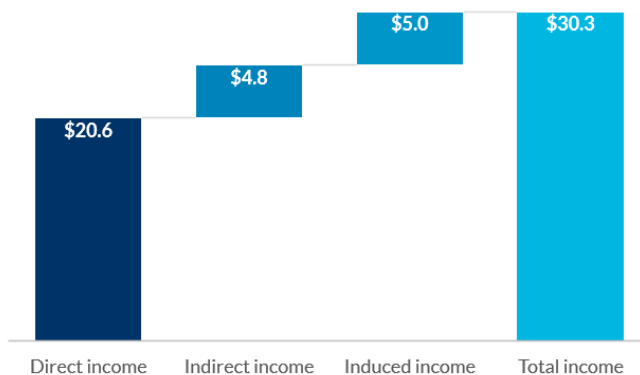
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Desert Hot Springs visitors directly generated \$21 million in direct personal income and \$30 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$20.6	\$4.8	\$5.0	\$30.3
By industry				
Food & Beverage	\$7.8	\$0.3	\$0.5	\$8.6
Lodging	\$5.7	\$0.0	\$0.0	\$5.8
Retail Trade	\$4.4	\$0.1	\$0.7	\$5.2
Business Services	\$0.3	\$1.6	\$0.4	\$2.3
Education and Healthcare		\$0.0	\$1.7	\$1.7
Finance, Insurance and Real Estate	\$0.7	\$0.6	\$0.3	\$1.7
Other Transport	\$0.8	\$0.2	\$0.1	\$1.0
Personal Services	\$0.2	\$0.4	\$0.4	\$1.0
Construction and Utilities		\$0.5	\$0.1	\$0.7
Government		\$0.5	\$0.2	\$0.7
Gasoline Stations	\$0.5	\$0.0	\$0.0	\$0.6
Recreation and Entertainment	\$0.1	\$0.2	\$0.1	\$0.4
Wholesale Trade		\$0.1	\$0.2	\$0.3
Communications		\$0.2	\$0.0	\$0.3
Manufacturing		\$0.1	\$0.0	\$0.1
Agriculture, Fishing, Mining		\$0.0	\$0.0	\$0.0
Air Transport (local)		\$0.0	\$0.0	\$0.0

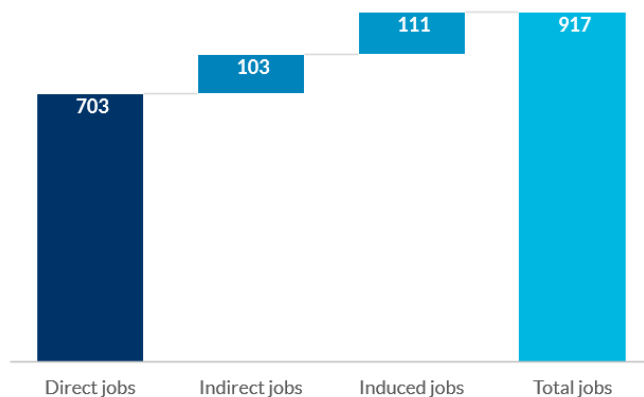
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Desert Hot Springs visitor spending directly generated 703 jobs and 917 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	703	103	111	917
By industry				
Food & Beverage	332	10	18	361
Retail Trade	145	1	19	165
Lodging	158	1	1	160
Finance, Insurance and Real Estate	29	18	12	59
Business Services	6	38	9	52
Education and Healthcare		0	28	28
Personal Services	5	6	11	22
Recreation and Entertainment	10	6	4	20
Other Transport	10	3	1	14
Gasoline Stations	9	0	1	10
Construction and Utilities		6	1	7
Government		5	2	6
Communications		5	1	6
Wholesale Trade		2	2	4
Manufacturing		1	0	2
Agriculture, Fishing, Mining		0	0	1
Air Transport (local)		0	0	0

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$21 million in governmental revenues.

State and local taxes alone tallied \$12 million in 2019.

Each household in Desert Hot Springs would need to be taxed an additional \$1,040 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$21.1
Federal	\$8.7
Personal income	\$2.2
Corporate	\$1.4
Indirect business	\$1.1
Social insurance	\$3.9
State and Local	\$12.4
Sales	\$4.4
Bed tax	\$2.3
Personal income	\$0.9
Corporate	\$0.4
Social insurance	\$0.2
Excise and fees	\$1.2
Property	\$3.0

Source: Tourism Economics

INDIAN WELLS

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased just over \$6 million in 2019, with spending on lodging contributing the majority of the increase.

Visitor spending ticked up 1.8 % year-over-year in 2019, led by an increase in food and beverage spending. Overall spending growth has averaged 3.0% per annum since 2015.

Indian Wells visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$325.9	\$337.6	\$349.2	\$359.8	\$366.2	1.8%	3.0%
Lodging*	\$142.1	\$145.5	\$152.3	\$156.3	\$160.0	2.4%	3.0%
Food & beverages	\$12.8	\$13.7	\$14.3	\$14.9	\$15.3	2.8%	4.4%
Retail	\$8.8	\$9.2	\$9.5	\$9.8	\$9.8	0.5%	2.7%
Recreation	\$119.7	\$126.7	\$129.2	\$132.9	\$135.1	1.6%	3.1%
Transportation	\$42.5	\$42.4	\$43.8	\$46.0	\$46.0	0.1%	2.0%

* Lodging includes 2nd home spending

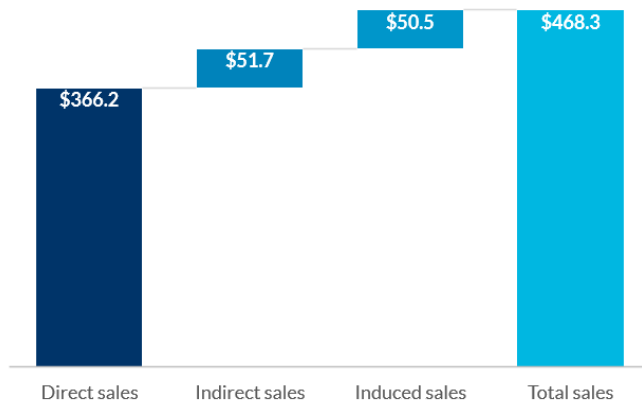
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Indian Wells visitor spending of \$366 million produced \$468 million in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$366.2	\$51.7	\$50.5	\$468.3
By industry				
Recreation and Entertainment	\$104.8	\$1.5	\$1.1	\$107.4
Lodging	\$102.9	\$0.4	\$0.5	\$103.9
Finance, Insurance and Real Estate	\$52.6	\$15.0	\$15.6	\$83.3
Gasoline Stations	\$38.0	\$0.0	\$0.4	\$38.5
Personal Services	\$30.3	\$2.2	\$3.0	\$35.5
Food & Beverage	\$15.3	\$2.4	\$4.4	\$22.1
Business Services	\$4.5	\$13.2	\$3.0	\$20.6
Retail Trade	\$9.8	\$0.4	\$5.4	\$15.7
Education and Healthcare		\$0.1	\$10.2	\$10.2
Other Transport	\$7.9	\$1.4	\$0.4	\$9.7
Construction and Utilities		\$6.3	\$1.8	\$8.2
Communications		\$3.5	\$0.9	\$4.4
Government		\$2.8	\$1.3	\$4.2
Wholesale Trade		\$1.1	\$1.3	\$2.4
Manufacturing		\$0.9	\$0.5	\$1.4
Agriculture, Fishing, Mining		\$0.3	\$0.2	\$0.5
Air Transport (local)		\$0.2	\$0.3	\$0.4

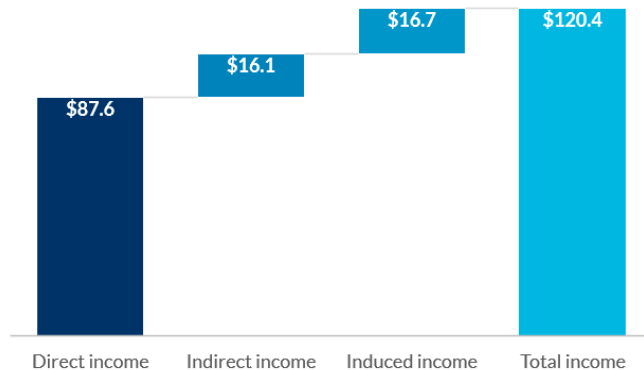
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Indian Wells visitors directly generated \$88 million in direct personal income and \$120 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$87.6	\$16.1	\$16.7	\$120.4
By industry				
Recreation and Entertainment	\$32.8	\$0.5	\$0.3	\$33.6
Lodging	\$25.4	\$0.1	\$0.2	\$25.6
Personal Services	\$14.6	\$1.2	\$1.5	\$17.4
Business Services	\$1.5	\$5.4	\$1.3	\$8.2
Food & Beverage	\$4.7	\$0.9	\$1.7	\$7.3
Education and Healthcare		\$0.0	\$5.8	\$5.8
Finance, Insurance and Real Estate	\$2.4	\$2.2	\$1.2	\$5.7
Retail Trade	\$1.4	\$0.2	\$2.4	\$4.0
Other Transport	\$3.0	\$0.7	\$0.2	\$3.9
Construction and Utilities		\$1.7	\$0.4	\$2.2
Government		\$1.6	\$0.6	\$2.2
Gasoline Stations	\$1.9	\$0.0	\$0.1	\$2.1
Wholesale Trade		\$0.4	\$0.5	\$1.0
Communications		\$0.7	\$0.2	\$0.9
Manufacturing		\$0.2	\$0.1	\$0.3
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.1
Air Transport (local)		\$0.0	\$0.1	\$0.1

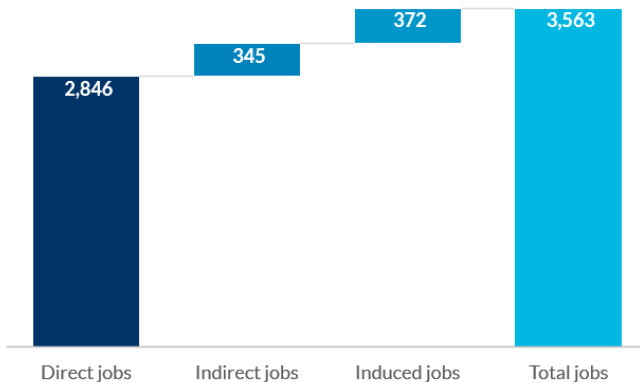
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Indian Wells visitor spending directly generated 2,846 jobs and 3,563 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	2,846	345	372	3,563
By industry				
Recreation and Entertainment	1,167	20	13	1,200
Lodging	703	3	4	711
Food & Beverage	435	35	61	531
Personal Services	295	21	38	354
Finance, Insurance and Real Estate	103	61	40	203
Business Services	25	126	29	180
Retail Trade	47	4	63	114
Education and Healthcare		1	93	94
Other Transport	37	11	4	52
Gasoline Stations	35	0	2	37
Construction and Utilities		19	4	23
Government		15	6	21
Communications		16	3	19
Wholesale Trade		5	7	12
Manufacturing		4	2	6
Agriculture, Fishing, Mining		2	1	3
Air Transport (local)		1	1	2

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$83 million in governmental revenues.

State and local taxes alone tallied \$49 million in 2019.

Each household in Indian Wells would need to be taxed an additional \$14,000 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$83.2
Federal	\$34.4
Personal income	\$8.8
Corporate	\$5.7
Indirect business	\$4.3
Social insurance	\$15.7
State and Local	\$48.8
Sales	\$17.5
Bed tax	\$8.8
Personal income	\$3.4
Corporate	\$1.6
Social insurance	\$1.0
Excise and fees	\$4.7
Property	\$11.9

Source: Tourism Economics

INDIO

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased \$16 million in 2019, with spending on food & beverages and retail contributing the majority of the increase.

Visitor spending ticked up 2.7% year-over-year in 2019, led by an increase in food and beverage spending. Overall spending growth has averaged 5.9% per annum since 2015.

Indio visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$494.4	\$536.4	\$561.8	\$604.6	\$621.1	2.7%	5.9%
Lodging*	\$78.5	\$97.0	\$108.1	\$135.1	\$138.3	2.3%	15.2%
Food & beverages	\$110.6	\$118.9	\$124.2	\$128.8	\$133.7	3.9%	4.9%
Retail	\$150.4	\$158.1	\$162.7	\$168.0	\$170.8	1.7%	3.2%
Recreation	\$103.2	\$110.0	\$112.3	\$115.6	\$119.1	3.0%	3.6%
Transportation	\$51.7	\$52.5	\$54.4	\$57.2	\$59.2	3.5%	3.5%

* Lodging includes 2nd home spending

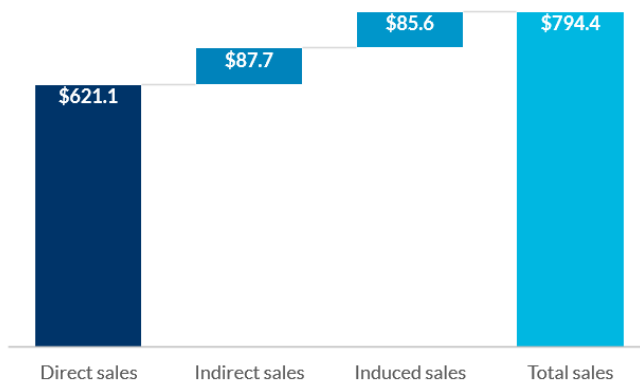
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Indio visitor spending of \$621 million produced \$794 million in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$621.1	\$87.7	\$85.6	\$794.4
By industry				
Retail Trade	\$170.8	\$0.7	\$9.2	\$180.7
Food & Beverage	\$133.7	\$4.2	\$7.4	\$145.3
Finance, Insurance and Real Estate	\$55.3	\$25.5	\$26.5	\$107.3
Recreation and Entertainment	\$92.4	\$2.6	\$1.8	\$96.7
Lodging	\$79.5	\$0.8	\$0.9	\$81.1
Gasoline Stations	\$49.0	\$0.1	\$0.6	\$49.7
Personal Services	\$26.7	\$3.7	\$5.1	\$35.5
Business Services	\$3.5	\$22.3	\$5.0	\$30.8
Education and Healthcare		\$0.1	\$17.3	\$17.4
Construction and Utilities		\$10.8	\$3.1	\$13.9
Other Transport	\$10.2	\$2.3	\$0.8	\$13.3
Communications		\$5.9	\$1.6	\$7.5
Government		\$4.8	\$2.3	\$7.1
Wholesale Trade		\$1.8	\$2.3	\$4.1
Manufacturing		\$1.5	\$0.9	\$2.4
Agriculture, Fishing, Mining		\$0.5	\$0.4	\$0.8
Air Transport (local)		\$0.3	\$0.5	\$0.7

Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Indio visitors directly generated \$136 million in direct personal income and \$192 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$136.4	\$27.3	\$28.3	\$191.9
By industry				
Food & Beverage	\$40.6	\$1.5	\$2.9	\$45.0
Recreation and Entertainment	\$28.5	\$0.9	\$0.6	\$30.0
Retail Trade	\$24.8	\$0.3	\$4.1	\$29.3
Lodging	\$19.6	\$0.2	\$0.3	\$20.1
Personal Services	\$12.9	\$2.1	\$2.6	\$17.5
Business Services	\$1.2	\$9.2	\$2.2	\$12.5
Education and Healthcare		\$0.0	\$9.8	\$9.9
Finance, Insurance and Real Estate	\$2.5	\$3.7	\$2.0	\$8.1
Other Transport	\$3.8	\$1.2	\$0.4	\$5.3
Construction and Utilities		\$3.0	\$0.8	\$3.7
Government		\$2.7	\$1.0	\$3.7
Gasoline Stations	\$2.5	\$0.0	\$0.2	\$2.7
Wholesale Trade		\$0.7	\$0.9	\$1.6
Communications		\$1.3	\$0.3	\$1.5
Manufacturing		\$0.4	\$0.2	\$0.6
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.2
Air Transport (local)		\$0.1	\$0.1	\$0.2

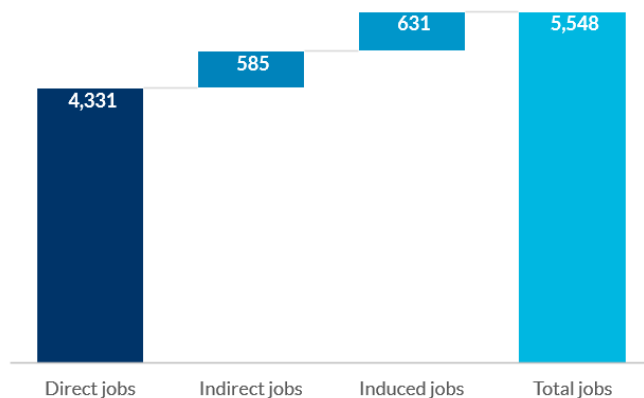
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Indio visitor spending directly generated 4,331 jobs and 5,548 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	4,331	585	631	5,548
By industry				
Food & Beverage	1,966	60	104	2,130
Retail Trade	813	8	107	928
Recreation and Entertainment	529	34	23	586
Lodging	543	6	7	556
Personal Services	260	35	64	360
Business Services	19	214	49	282
Finance, Insurance and Real Estate	108	103	67	279
Education and Healthcare		1	158	160
Other Transport	48	19	6	73
Gasoline Stations	45	0	4	49
Construction and Utilities		32	7	39
Government		26	10	36
Communications		27	6	33
Wholesale Trade		9	11	20
Manufacturing		7	3	10
Agriculture, Fishing, Mining		3	2	5
Air Transport (local)		1	2	3

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$125 million in governmental revenues.

State and local taxes alone tallied \$70 million in 2019.

Each household in Indio would need to be taxed an additional \$2,000 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$125.0
Federal	\$54.9
Personal income	\$14.0
Corporate	\$9.1
Indirect business	\$6.9
Social insurance	\$25.0
State and Local	\$70.1
Sales	\$27.9
Bed tax	\$6.2
Personal income	\$5.5
Corporate	\$2.5
Social insurance	\$1.5
Excise and fees	\$7.6
Property	\$18.9

Source: Tourism Economics

LA QUINTA

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased \$18 million in 2019, with spending on lodging and food & beverages contributing the majority of the increase.

Visitor spending ticked up 2.5% year-over-year in 2019, led by an increase in lodging. Overall spending growth has averaged 3.7% per annum since 2015.

La Quinta visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$633.9	\$667.8	\$691.9	\$715.5	\$733.5	2.5%	3.7%
Lodging*	\$170.7	\$179.9	\$183.3	\$191.5	\$200.4	4.7%	4.1%
Food & beverages	\$209.8	\$224.4	\$235.6	\$243.2	\$250.1	2.9%	4.5%
Retail	\$139.8	\$146.2	\$151.3	\$155.4	\$156.3	0.5%	2.8%
Recreation	\$63.6	\$67.3	\$69.2	\$70.8	\$72.0	1.7%	3.2%
Transportation	\$50.0	\$50.0	\$52.6	\$54.6	\$54.7	0.2%	2.3%

* Lodging includes 2nd home spending

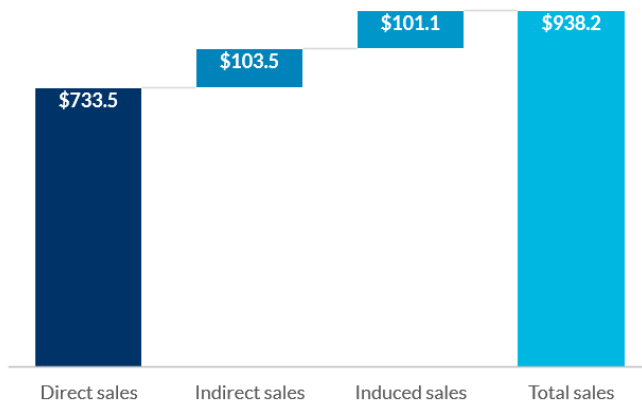
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

La Quinta visitor spending of \$734 million produced \$938 million in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$733.5	\$103.5	\$101.1	\$938.2
By industry				
Food & Beverage	\$250.1	\$4.9	\$8.8	\$263.8
Retail Trade	\$156.3	\$0.8	\$10.9	\$168.0
Finance, Insurance and Real Estate	\$97.2	\$30.1	\$31.3	\$158.6
Lodging	\$98.9	\$0.9	\$1.0	\$100.8
Recreation and Entertainment	\$55.9	\$3.0	\$2.1	\$61.0
Gasoline Stations	\$45.2	\$0.1	\$0.8	\$46.1
Business Services	\$4.3	\$26.4	\$5.9	\$36.6
Personal Services	\$16.1	\$4.4	\$6.0	\$26.6
Education and Healthcare		\$0.1	\$20.4	\$20.5
Construction and Utilities		\$12.7	\$3.6	\$16.4
Other Transport	\$9.4	\$2.7	\$0.9	\$13.1
Communications		\$6.9	\$1.9	\$8.8
Government		\$5.7	\$2.7	\$8.4
Wholesale Trade		\$2.1	\$2.7	\$4.8
Manufacturing		\$1.8	\$1.0	\$2.8
Agriculture, Fishing, Mining		\$0.6	\$0.4	\$1.0
Air Transport (local)		\$0.3	\$0.5	\$0.9

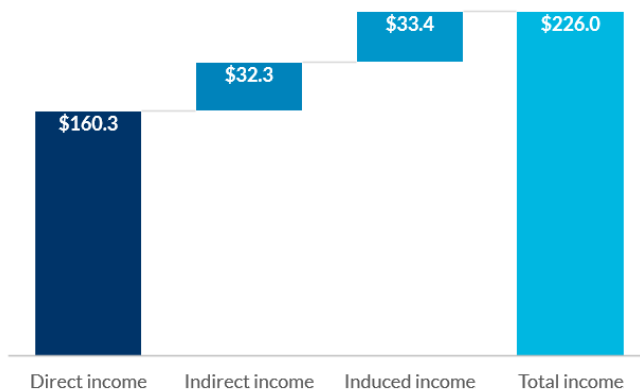
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

La Quinta visitors directly generated \$160 million in direct personal income and \$226 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$160.3	\$32.3	\$33.4	\$226.0
By industry				
Food & Beverage	\$76.3	\$1.7	\$3.5	\$81.6
Retail Trade	\$22.7	\$0.4	\$4.9	\$27.9
Lodging	\$24.4	\$0.2	\$0.3	\$24.9
Recreation and Entertainment	\$17.5	\$1.1	\$0.7	\$19.2
Business Services	\$1.4	\$10.8	\$2.5	\$14.8
Personal Services	\$7.8	\$2.5	\$3.0	\$13.3
Education and Healthcare		\$0.0	\$11.6	\$11.7
Finance, Insurance and Real Estate	\$4.4	\$4.3	\$2.3	\$11.0
Other Transport	\$3.5	\$1.4	\$0.4	\$5.3
Construction and Utilities		\$3.5	\$0.9	\$4.4
Government		\$3.2	\$1.1	\$4.4
Gasoline Stations	\$2.3	\$0.0	\$0.3	\$2.6
Wholesale Trade		\$0.9	\$1.1	\$1.9
Communications		\$1.5	\$0.3	\$1.8
Manufacturing		\$0.5	\$0.2	\$0.7
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.2
Air Transport (local)		\$0.1	\$0.1	\$0.2

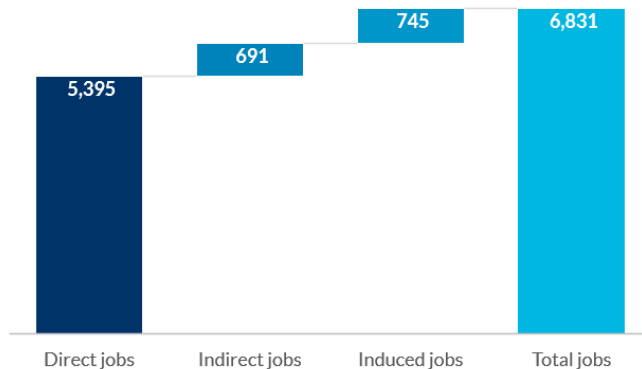
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

La Quinta visitor spending directly generated 5,395 jobs and 6,831 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	5,395	691	745	6,831
By industry				
Food & Beverage	2,671	70	123	2,864
Recreation and Entertainment	847	41	27	915
Retail Trade	744	9	127	880
Lodging	676	7	8	691
Finance, Insurance and Real Estate	190	122	79	391
Business Services	24	252	58	335
Personal Services	157	41	76	275
Education and Healthcare		2	187	189
Other Transport	44	22	8	74
Gasoline Stations	41	0	5	46
Construction and Utilities		38	9	46
Government		31	11	42
Communications		32	7	39
Wholesale Trade		11	13	24
Manufacturing		9	3	12
Agriculture, Fishing, Mining		3	2	6
Air Transport (local)		1	2	3

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$148 million in governmental revenues.

State and local taxes alone tallied \$74 million in 2019.

Each household in La Quinta would need to be taxed an additional \$4,800 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$148.2
Federal	\$64.6
Personal income	\$16.5
Corporate	\$10.7
Indirect business	\$8.1
Social insurance	\$29.4
State and Local	\$83.6
Sales	\$32.8
Bed tax	\$8.5
Personal income	\$6.5
Corporate	\$2.9
Social insurance	\$1.8
Excise and fees	\$8.9
Property	\$22.3

Source: Tourism Economics

PALM DESERT

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased \$34 million in 2019, with spending on lodging and food & beverages contributing about 60% of the increase.

Visitor spending ticked up 2.8% year-over-year in 2019, led by an increase in food & beverage and lodging spend. Overall spending growth has averaged 3.7% per annum since 2015.

Palm Desert visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$1,104.2	\$1,165.0	\$1,180.4	\$1,243.4	\$1,277.7	2.8%	3.7%
Lodging*	\$260.5	\$279.1	\$282.2	\$314.7	\$323.5	2.8%	5.6%
Food & beverages	\$259.7	\$278.0	\$286.5	\$296.6	\$307.9	3.8%	4.4%
Retail	\$339.3	\$355.0	\$359.6	\$370.8	\$376.8	1.6%	2.7%
Recreation	\$134.8	\$142.8	\$143.2	\$147.2	\$151.5	2.9%	3.0%
Transportation	\$109.9	\$110.2	\$108.9	\$114.1	\$117.9	3.3%	1.8%

* Lodging includes 2nd home spending

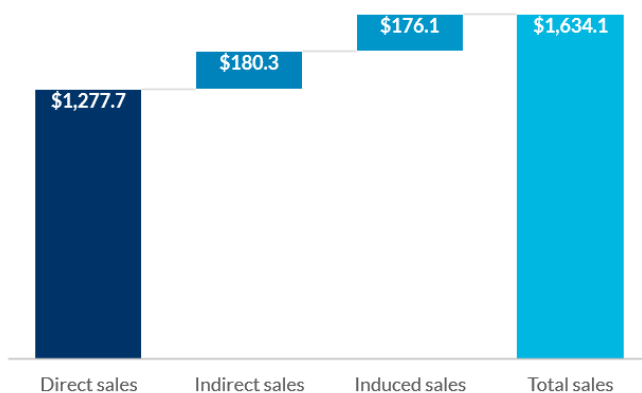
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Palm Desert visitor spending of nearly \$1.3 billion produced \$1.6 billion in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$1,277.7	\$180.3	\$176.1	\$1,634.1
By industry				
Retail Trade	\$376.8	\$1.4	\$19.0	\$397.2
Food & Beverage	\$307.9	\$8.5	\$15.3	\$331.8
Finance, Insurance and Real Estate	\$145.2	\$52.4	\$54.6	\$252.2
Lodging	\$170.8	\$1.5	\$1.8	\$174.1
Recreation and Entertainment	\$117.6	\$5.3	\$3.7	\$126.5
Gasoline Stations	\$97.5	\$0.1	\$1.3	\$99.0
Business Services	\$7.5	\$45.9	\$10.3	\$63.7
Personal Services	\$33.9	\$7.7	\$10.5	\$52.1
Education and Healthcare		\$0.2	\$35.6	\$35.8
Construction and Utilities		\$22.1	\$6.4	\$28.5
Other Transport	\$20.4	\$4.7	\$1.5	\$26.7
Communications		\$12.1	\$3.3	\$15.4
Government		\$9.9	\$4.7	\$14.6
Wholesale Trade		\$3.7	\$4.6	\$8.3
Manufacturing		\$3.1	\$1.8	\$4.9
Agriculture, Fishing, Mining		\$1.0	\$0.7	\$1.7
Air Transport (local)		\$0.6	\$0.9	\$1.5

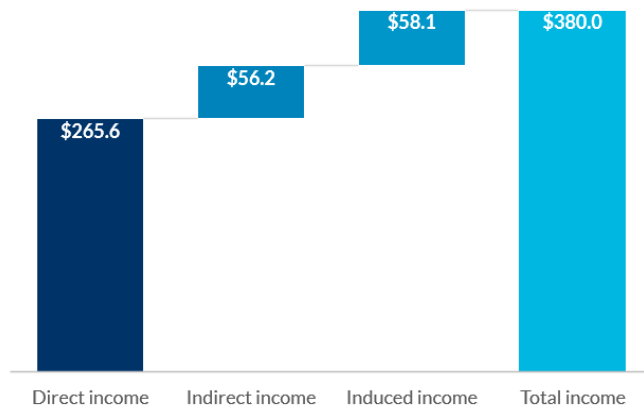
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Palm Desert visitors directly generated \$266 million in direct personal income and \$380 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$265.6	\$56.2	\$58.1	\$380.0
By industry				
Food & Beverage	\$94.1	\$3.0	\$6.1	\$103.2
Retail Trade	\$54.8	\$0.6	\$8.5	\$63.9
Lodging	\$42.1	\$0.4	\$0.5	\$43.1
Recreation and Entertainment	\$36.8	\$1.8	\$1.2	\$39.8
Personal Services	\$16.4	\$4.3	\$5.3	\$26.0
Business Services	\$2.5	\$18.9	\$4.4	\$25.8
Education and Healthcare		\$0.1	\$20.2	\$20.3
Finance, Insurance and Real Estate	\$6.5	\$7.6	\$4.1	\$18.1
Other Transport	\$7.6	\$2.4	\$0.8	\$10.7
Construction and Utilities		\$6.1	\$1.5	\$7.6
Government		\$5.6	\$2.0	\$7.6
Gasoline Stations	\$4.9	\$0.0	\$0.4	\$5.4
Wholesale Trade		\$1.5	\$1.9	\$3.3
Communications		\$2.6	\$0.5	\$3.2
Manufacturing		\$0.8	\$0.4	\$1.2
Agriculture, Fishing, Mining		\$0.2	\$0.2	\$0.4
Air Transport (local)		\$0.1	\$0.2	\$0.3

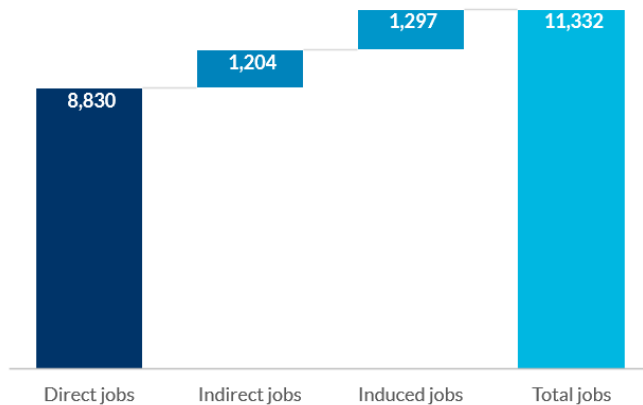
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Palm Desert visitor spending directly generated 8,830 jobs and 11,332 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	8,830	1,204	1,297	11,332
By industry				
Food & Beverage	3,719	123	214	4,056
Retail Trade	1,795	16	221	2,031
Recreation and Entertainment	1,309	71	46	1,426
Lodging	1,167	12	15	1,193
Finance, Insurance and Real Estate	284	213	138	634
Business Services	42	440	101	582
Personal Services	331	72	132	535
Education and Healthcare		3	326	329
Other Transport	95	38	13	146
Gasoline Stations	89	1	8	98
Construction and Utilities		65	15	81
Government		54	20	74
Communications		56	12	68
Wholesale Trade		19	23	42
Manufacturing		15	6	21
Agriculture, Fishing, Mining		6	4	10
Air Transport (local)		2	3	6

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$251 million in governmental revenues.

State and local taxes alone tallied \$142 million in 2019.

Each household in Palm Desert would need to be taxed an additional \$5,240 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$250.9
Federal	\$108.7
Personal income	\$27.7
Corporate	\$18.0
Indirect business	\$13.6
Social insurance	\$49.4
State and Local	\$142.2
Sales	\$55.1
Bed tax	\$15.8
Personal income	\$10.9
Corporate	\$4.9
Social insurance	\$3.0
Excise and fees	\$15.0
Property	\$37.4

Source: Tourism Economics

PALM SPRINGS

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased nearly \$45 million in 2019, with spending on lodging and food & beverages contributing the majority of the increase.

Visitor spending grew 3.2% year-over-year in 2019, led by increases in lodging and food & beverages.

Overall spending growth has averaged 4.5% per annum since 2015.

Palm Springs visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$1,224.3	\$1,319.5	\$1,360.2	\$1,416.2	\$1,461.4	3.2%	4.5%
Lodging*	\$498.7	\$561.7	\$575.5	\$607.2	\$628.6	3.5%	6.0%
Food & beverages	\$292.9	\$313.3	\$327.1	\$337.2	\$348.5	3.4%	4.4%
Retail	\$144.5	\$151.1	\$155.3	\$159.3	\$161.2	1.1%	2.8%
Recreation	\$72.4	\$76.6	\$78.1	\$79.8	\$81.7	2.4%	3.1%
Transportation**	\$215.9	\$135.3	\$139.7	\$144.2	\$146.9	1.9%	-9.2%

* Lodging includes 2nd home spending

** Transportation includes both ground and air transportation

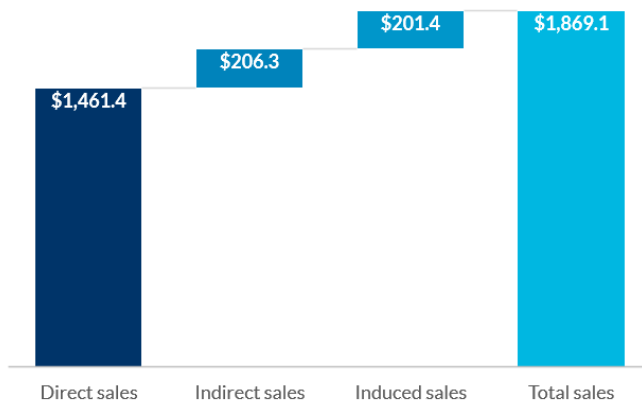
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Palm Springs visitor spending of nearly \$1.5 billion produced \$1.9 billion in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$1,461.4	\$206.3	\$201.4	\$1,869.1
By industry				
Lodging	\$394.7	\$1.8	\$2.0	\$398.5
Food & Beverage	\$348.5	\$9.8	\$17.5	\$375.8
Finance, Insurance and Real Estate	\$216.7	\$59.9	\$62.4	\$339.1
Retail Trade	\$161.2	\$1.6	\$21.7	\$184.5
Gasoline Stations	\$121.5	\$0.2	\$1.5	\$123.2
Air Transport (local)	\$94.4	\$0.7	\$1.1	\$96.2
Business Services	\$17.3	\$52.5	\$11.8	\$81.6
Recreation and Entertainment	\$63.4	\$6.0	\$4.2	\$73.6
Education and Healthcare		\$0.2	\$40.7	\$40.9
Personal Services	\$18.3	\$8.8	\$12.0	\$39.1
Construction and Utilities		\$25.3	\$7.3	\$32.6
Other Transport	\$25.4	\$5.4	\$1.8	\$32.6
Communications		\$13.8	\$3.8	\$17.6
Government		\$11.3	\$5.4	\$16.7
Wholesale Trade		\$4.2	\$5.3	\$9.5
Manufacturing		\$3.6	\$2.0	\$5.6
Agriculture, Fishing, Mining		\$1.2	\$0.8	\$2.0

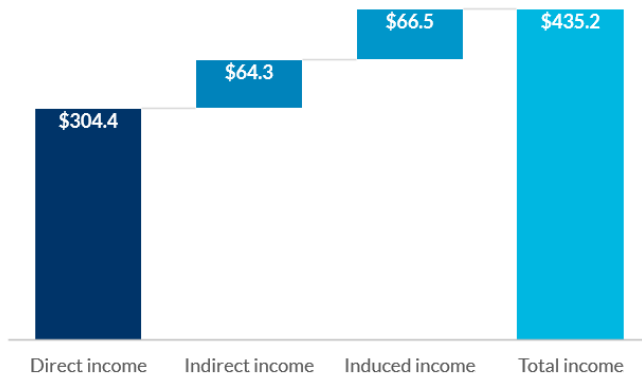
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Palm Springs visitors directly generated \$304 million in direct personal income and \$435 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$304.4	\$64.3	\$66.5	\$435.2
By industry				
Food & Beverage	\$106.5	\$3.5	\$6.9	\$116.9
Lodging	\$97.3	\$0.5	\$0.6	\$98.4
Retail Trade	\$23.4	\$0.7	\$9.7	\$33.8
Business Services	\$5.8	\$21.6	\$5.1	\$32.4
Recreation and Entertainment	\$19.8	\$2.1	\$1.4	\$23.3
Education and Healthcare		\$0.1	\$23.1	\$23.2
Finance, Insurance and Real Estate	\$9.7	\$8.7	\$4.6	\$23.0
Personal Services	\$8.8	\$5.0	\$6.0	\$19.8
Air Transport (local)	\$17.4	\$0.2	\$0.2	\$17.8
Other Transport	\$9.4	\$2.7	\$0.9	\$13.0
Construction and Utilities		\$7.0	\$1.8	\$8.7
Government		\$6.4	\$2.3	\$8.7
Gasoline Stations	\$6.2	\$0.1	\$0.5	\$6.7
Wholesale Trade		\$1.7	\$2.1	\$3.8
Communications		\$3.0	\$0.6	\$3.6
Manufacturing		\$0.9	\$0.4	\$1.3
Agriculture, Fishing, Mining		\$0.3	\$0.2	\$0.5

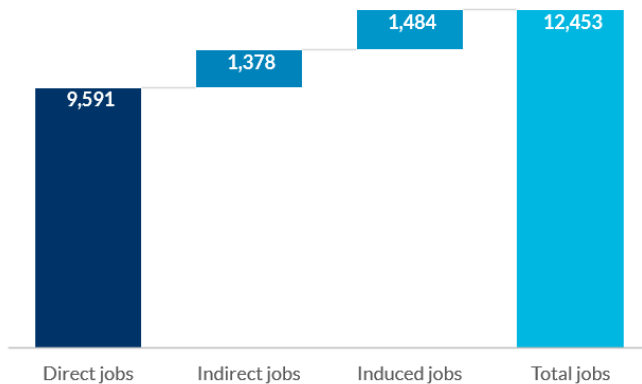
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Palm Springs visitor spending directly generated 9,591 jobs and 12,453 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	9,591	1,378	1,484	12,453
By industry				
Food & Beverage	4,209	140	245	4,594
Lodging	2,697	13	17	2,727
Retail Trade	767	18	252	1,038
Recreation and Entertainment	706	81	53	840
Finance, Insurance and Real Estate	423	243	158	825
Business Services	96	503	116	715
Personal Services	179	83	151	412
Education and Healthcare		3	373	376
Air Transport (local)	284	2	4	290
Other Transport	118	44	15	177
Gasoline Stations	111	1	9	121
Construction and Utilities		75	17	92
Government		62	23	84
Communications		64	14	78
Wholesale Trade		21	27	48
Manufacturing		17	6	24
Agriculture, Fishing, Mining		7	4	11

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$301 million in governmental revenues.

State and local taxes alone tallied \$177 million in 2019.

Each household in Palm Springs would need to be taxed an additional \$6,100 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$301.1
Federal	\$124.5
Personal income	\$31.7
Corporate	\$20.6
Indirect business	\$15.5
Social insurance	\$56.6
State and Local	\$176.6
Sales	\$63.2
Bed tax	\$31.8
Personal income	\$12.4
Corporate	\$5.6
Social insurance	\$3.5
Excise and fees	\$17.1
Property	\$42.9

Source: Tourism Economics

RANCHO MIRAGE

VISITOR ECONOMY TRENDS

Visitor spending by industry

Visitor spending increased nearly \$10 million in 2019, with spending on food & beverages and lodging contributing about half of the increase.

Visitor spending increased 1.6% year-over-year in 2019, led by an increase in food & beverage and lodging spend. Overall spending growth has averaged 3.2% per annum since 2015.

Rancho Mirage visitation levels and annual growth

Amounts in millions of nominal dollars

	2015	2016	2017	2018	2019	2019 Growth	CAGR 2015-2019
Total visitor spending	\$587.8	\$633.4	\$631.0	\$656.1	\$666.5	1.6%	3.2%
Lodging*	\$153.7	\$186.0	\$181.2	\$188.2	\$188.5	0.2%	5.2%
Food & beverages	\$136.3	\$144.0	\$147.9	\$153.8	\$158.7	3.2%	3.9%
Retail	\$58.1	\$59.8	\$60.3	\$62.5	\$63.1	0.9%	2.1%
Recreation	\$171.0	\$177.9	\$177.4	\$183.4	\$187.3	2.1%	2.3%
Transportation	\$68.6	\$65.7	\$64.1	\$68.2	\$69.0	1.2%	0.1%

* Lodging includes 2nd home spending

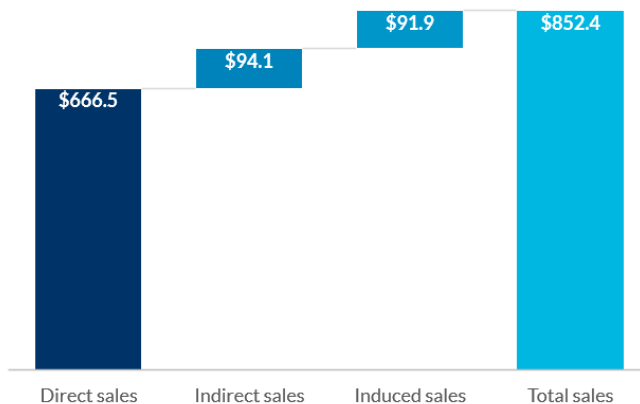
Source: DK Shifflet; Tourism Economics

ECONOMIC IMPACTS

Business sales impacts by industry

Rancho Mirage visitor spending of nearly \$666 million produced \$852 million in business sales including indirect and induced impacts.

Summary economic impacts (\$ millions)



Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
Total, all industries	\$666.5	\$94.1	\$91.9	\$852.4
By industry				
Food & Beverage	\$158.7	\$4.5	\$8.0	\$171.1
Recreation and Entertainment	\$145.3	\$2.8	\$1.9	\$150.0
Finance, Insurance and Real Estate	\$77.4	\$27.3	\$28.5	\$133.2
Lodging	\$106.4	\$0.8	\$0.9	\$108.2
Retail Trade	\$63.1	\$0.7	\$9.9	\$73.7
Gasoline Stations	\$57.1	\$0.1	\$0.7	\$57.8
Personal Services	\$42.0	\$4.0	\$5.5	\$51.4
Business Services	\$4.7	\$24.0	\$5.4	\$34.0
Education and Healthcare		\$0.1	\$18.6	\$18.7
Other Transport	\$11.9	\$2.5	\$0.8	\$15.2
Construction and Utilities		\$11.6	\$3.3	\$14.9
Communications		\$6.3	\$1.7	\$8.0
Government		\$5.2	\$2.4	\$7.6
Wholesale Trade		\$1.9	\$2.4	\$4.3
Manufacturing		\$1.6	\$0.9	\$2.5
Agriculture, Fishing, Mining		\$0.5	\$0.4	\$0.9
Air Transport (local)		\$0.3	\$0.5	\$0.8

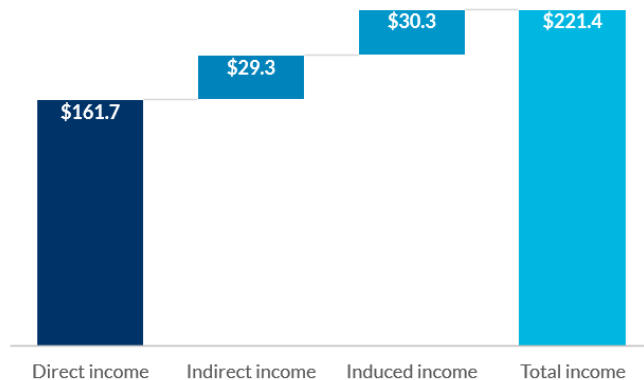
Source: Tourism Economics

ECONOMIC IMPACTS

Labor income impacts by industry

Rancho Mirage visitors directly generated \$162 million in direct personal income and \$221 million including indirect and induced impacts.

Summary labor income impacts (\$ millions)



Labor income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
Total, all industries	\$161.7	\$29.3	\$30.3	\$221.4
By industry				
Food & Beverage	\$48.7	\$1.6	\$3.2	\$53.4
Recreation and Entertainment	\$45.5	\$1.0	\$0.6	\$47.0
Lodging	\$26.2	\$0.2	\$0.3	\$26.7
Personal Services	\$20.2	\$2.3	\$2.7	\$25.3
Business Services	\$1.6	\$9.8	\$2.3	\$13.7
Retail Trade	\$8.8	\$0.3	\$4.4	\$13.5
Education and Healthcare		\$0.0	\$10.6	\$10.6
Finance, Insurance and Real Estate	\$3.5	\$3.9	\$2.1	\$9.5
Other Transport	\$4.4	\$1.2	\$0.4	\$6.1
Construction and Utilities		\$3.2	\$0.8	\$4.0
Government		\$2.9	\$1.0	\$4.0
Gasoline Stations	\$2.9	\$0.0	\$0.2	\$3.1
Wholesale Trade		\$0.8	\$1.0	\$1.7
Communications		\$1.4	\$0.3	\$1.6
Manufacturing		\$0.4	\$0.2	\$0.6
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.2
Air Transport (local)		\$0.1	\$0.1	\$0.2

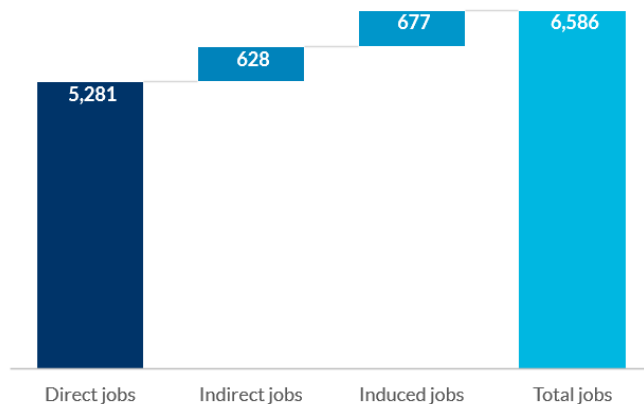
Source: Tourism Economics

ECONOMIC IMPACTS

Job impacts by industry

Rancho Mirage visitor spending directly generated 5,281 jobs and 6,586 jobs when indirect and induced impacts are included.

Summary job impacts



Job impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	5,281	628	677	6,586
By industry				
Food & Beverage	1,941	64	112	2,117
Recreation and Entertainment	1,618	37	24	1,679
Lodging	727	6	8	741
Personal Services	410	38	69	516
Retail Trade	300	8	115	424
Finance, Insurance and Real Estate	151	111	72	334
Business Services	26	229	53	308
Education and Healthcare		2	170	171
Other Transport	55	20	7	82
Gasoline Stations	52	0	4	57
Construction and Utilities		34	8	42
Government		28	10	38
Communications		29	6	35
Wholesale Trade		10	12	22
Manufacturing		8	3	11
Agriculture, Fishing, Mining		3	2	5
Air Transport (local)		1	2	3

Source: Tourism Economics

ECONOMIC IMPACTS

Fiscal (tax) impacts

Visitor spending, visitor supported jobs, and business sales generated \$146 million in governmental revenues.

State and local taxes alone tallied \$82 million in 2019.

Each household in Rancho Mirage would need to be taxed an additional \$7,800 to replace the traveler taxes received by state and local governments in 2019.

Fiscal (tax) impacts

Amounts in millions of current dollars

Total tax revenues	\$145.7
Federal	\$63.3
Personal income	\$16.1
Corporate	\$10.5
Indirect business	\$7.9
Social insurance	\$28.8
State and Local	\$82.3
Sales	\$32.1
Bed tax	\$8.7
Personal income	\$6.3
Corporate	\$2.9
Social insurance	\$1.8
Excise and fees	\$8.7
Property	\$21.8

Source: Tourism Economics

ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

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