

Culture + Tourism



功德無量

十善甘露法

千手觀音

幸萬家興

永千處應

十指人登寶筏

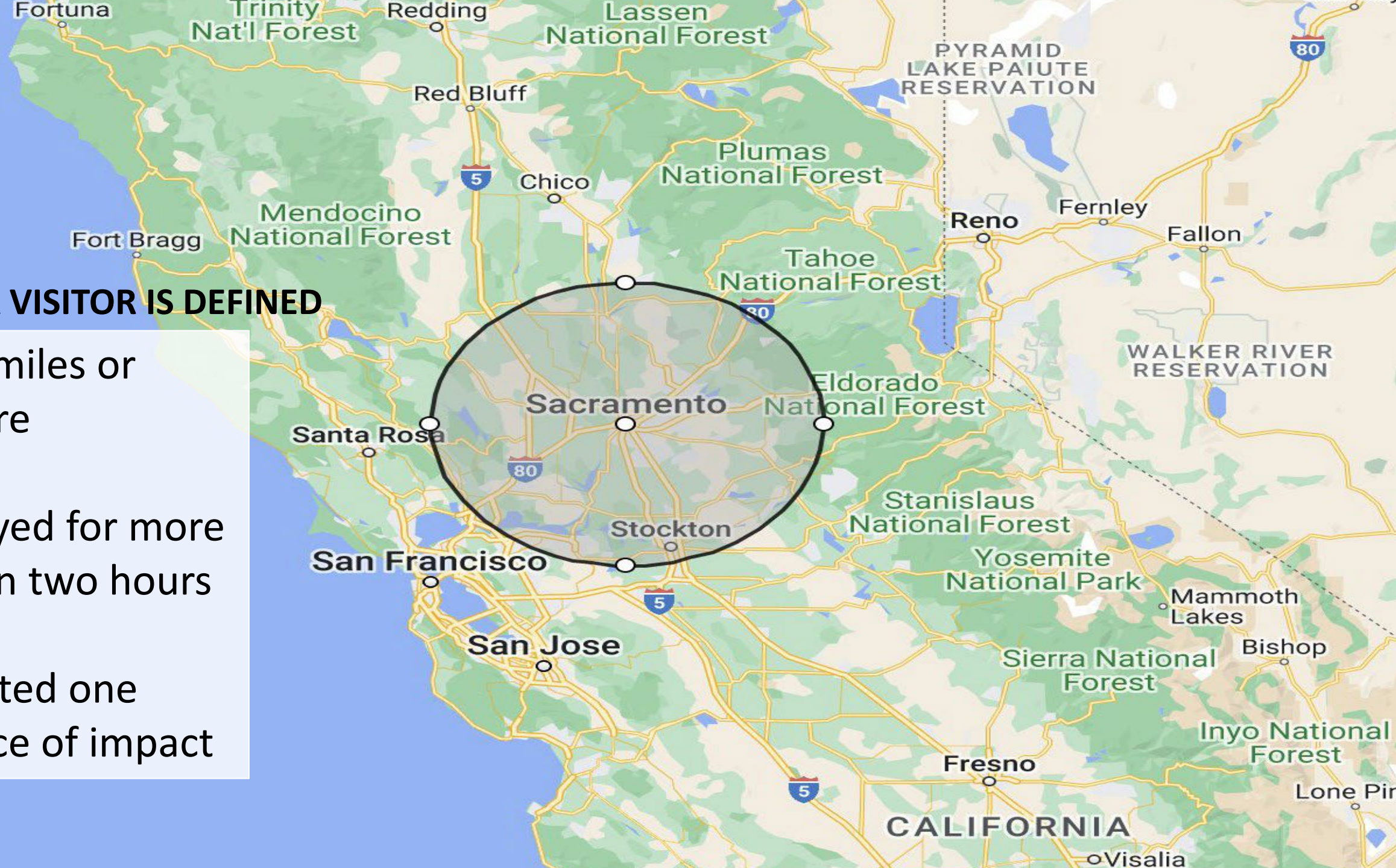
有彼歸德無量
donation

昭



HOW A VISITOR IS DEFINED

- 50 miles or more
- Stayed for more than two hours
- Visited one place of impact

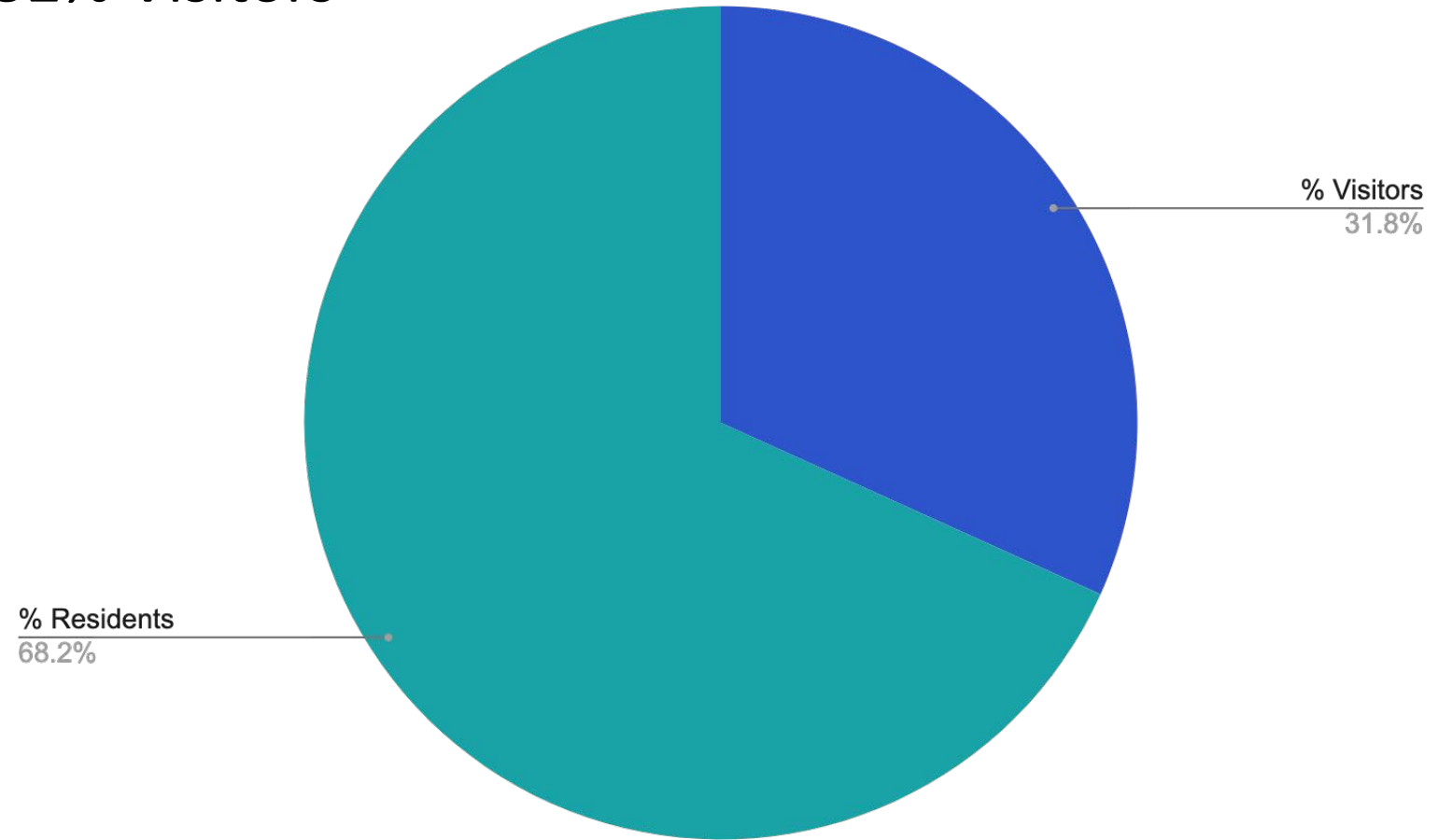


Visitor Resident Split

January 2021 – June 2023

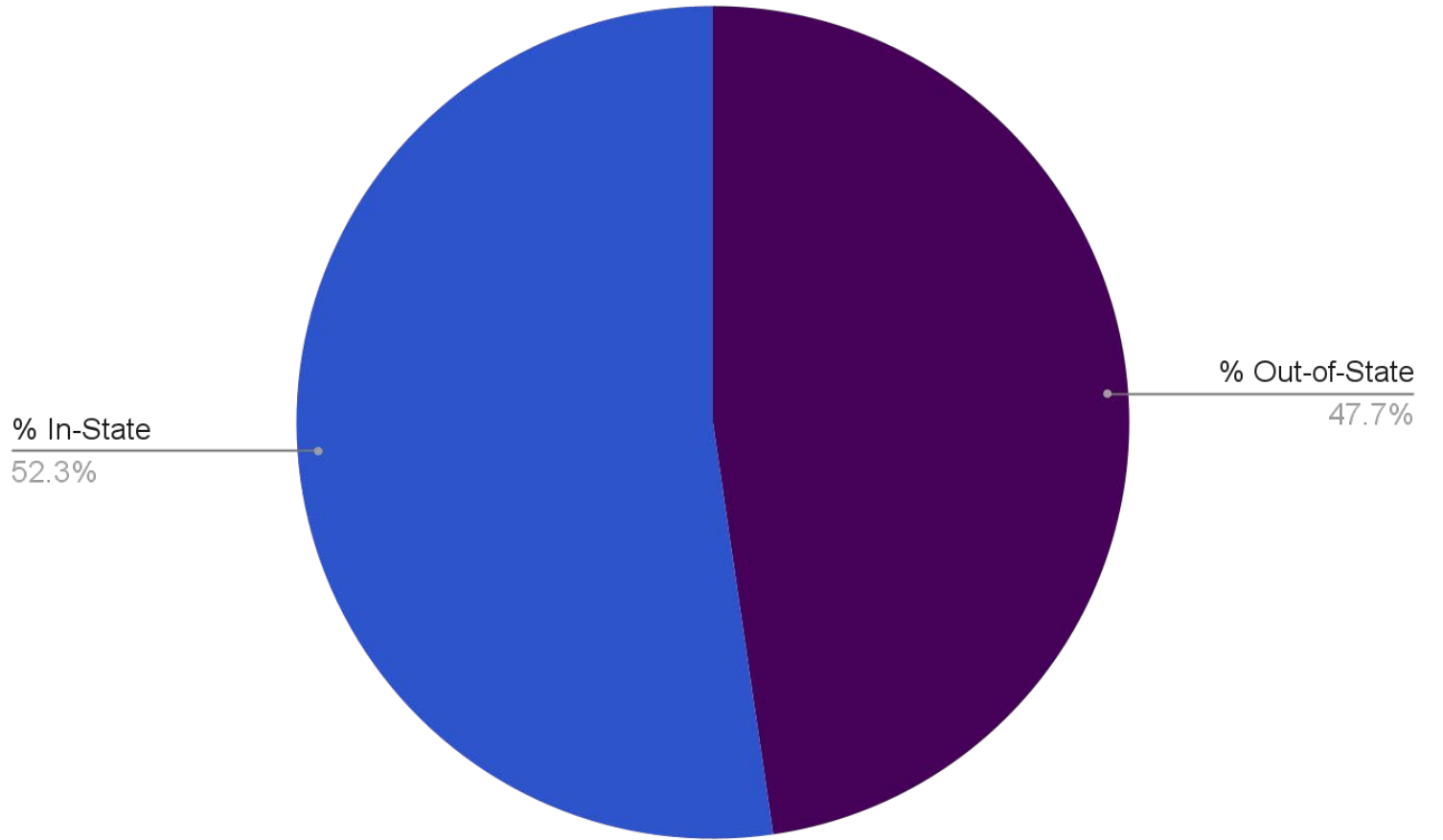
-68% Residents

-32% Visitors

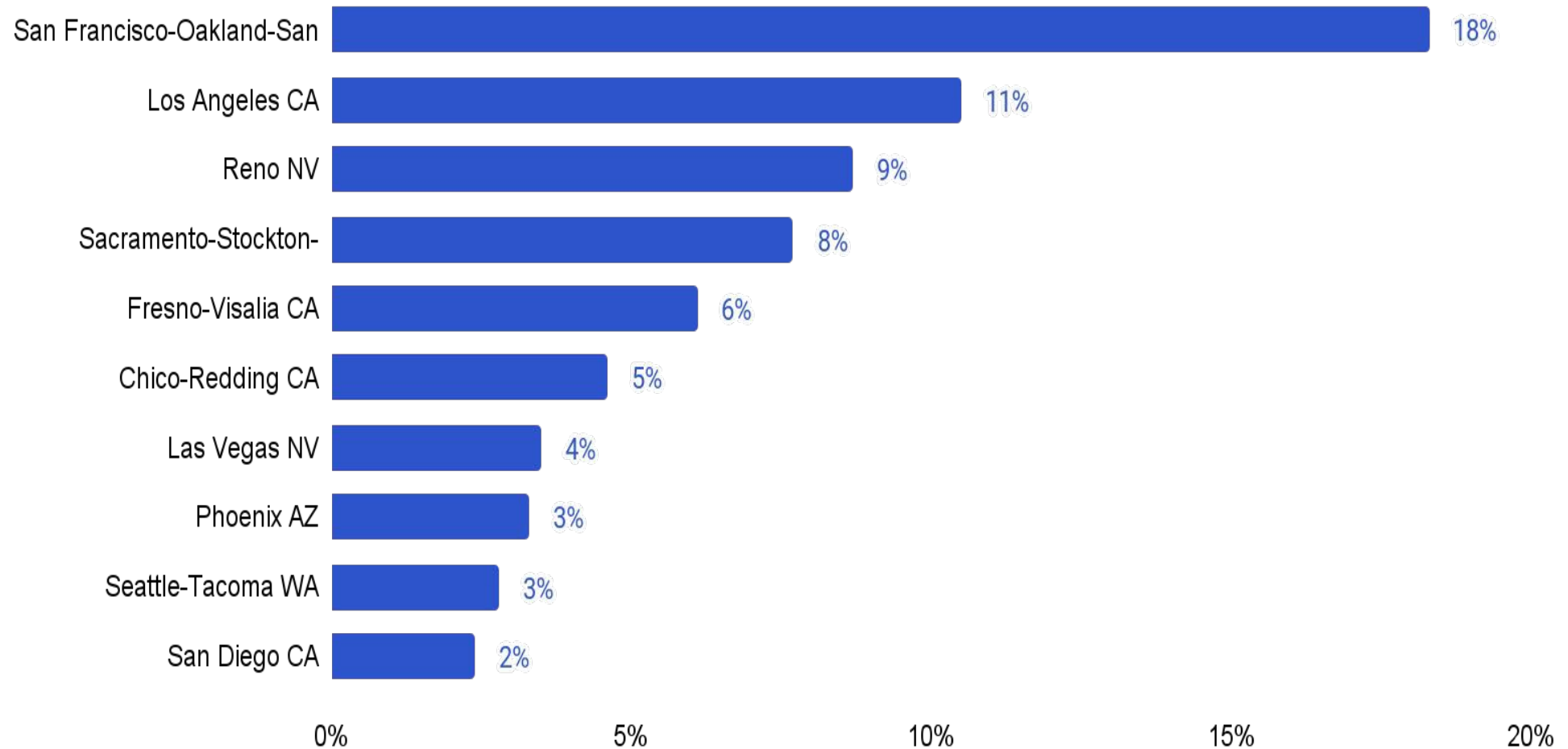


In-State -vs- Out of State

52% In-State
48% Out-of-State

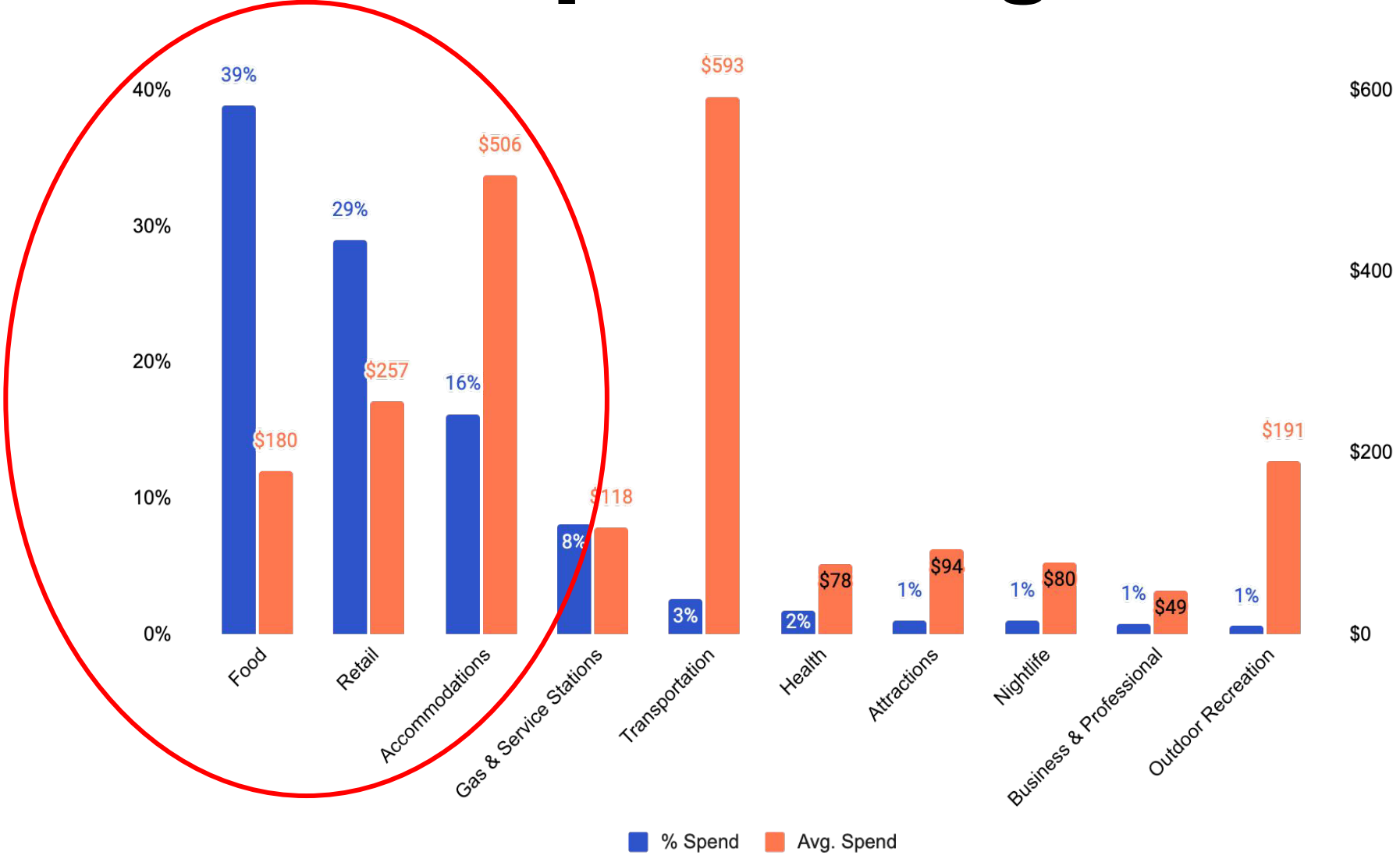


Top Origin Markets



Source: Near. January 1, 2021 - December 31, 2022 | City of Sacramento | Zones 1-4

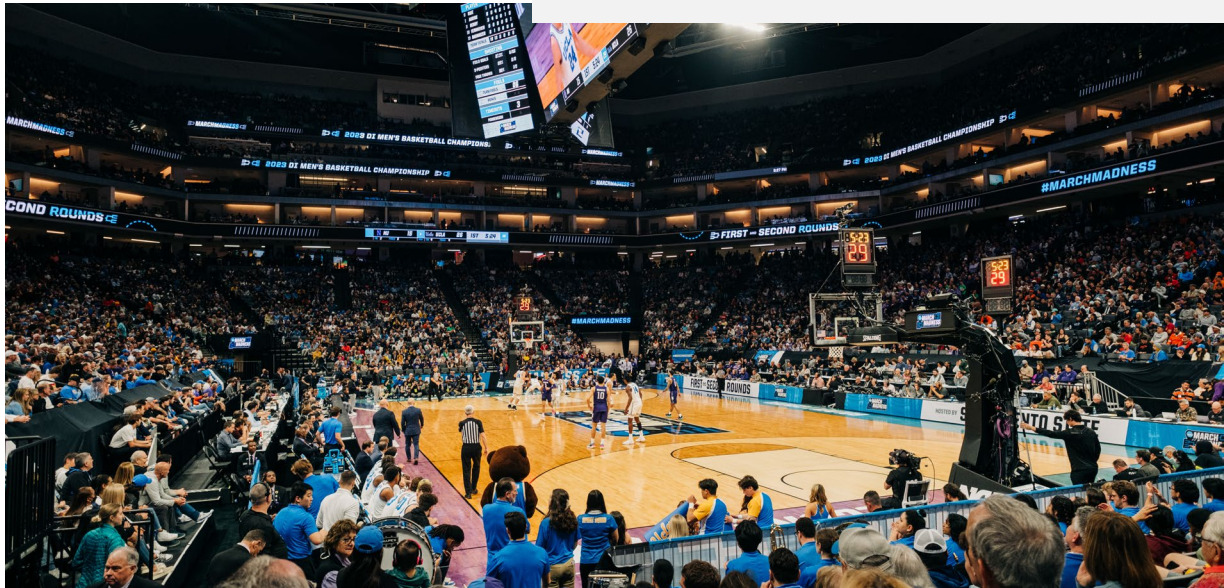
% of Visitor Spend & Avg Visitor Spend



Source: Near. January 1, 2021 - December 31, 2022 | City of Sacramento | Zones 1-4



MAJOR SPORTING EVENTS IN SACRAMENTO



MAJOR MUSIC EVENTS IN SACRAMENTO



Aftershock Festival 2021



Visitors from
Out-of-State

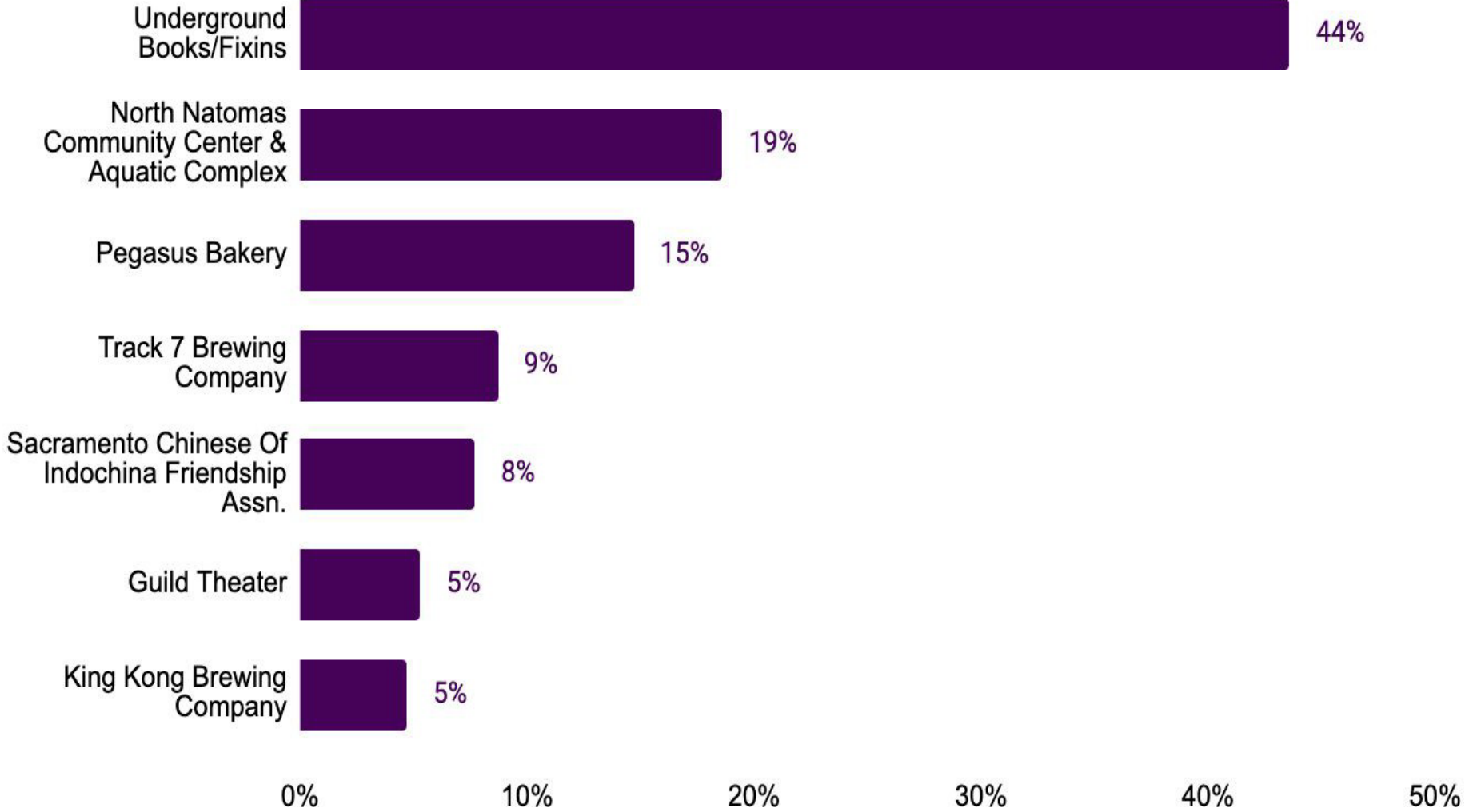


Visitors Overnight
in Sacramento



Visitor Spend at Event

Visitation by Key Points of Interest Outside of Central City During Major Events

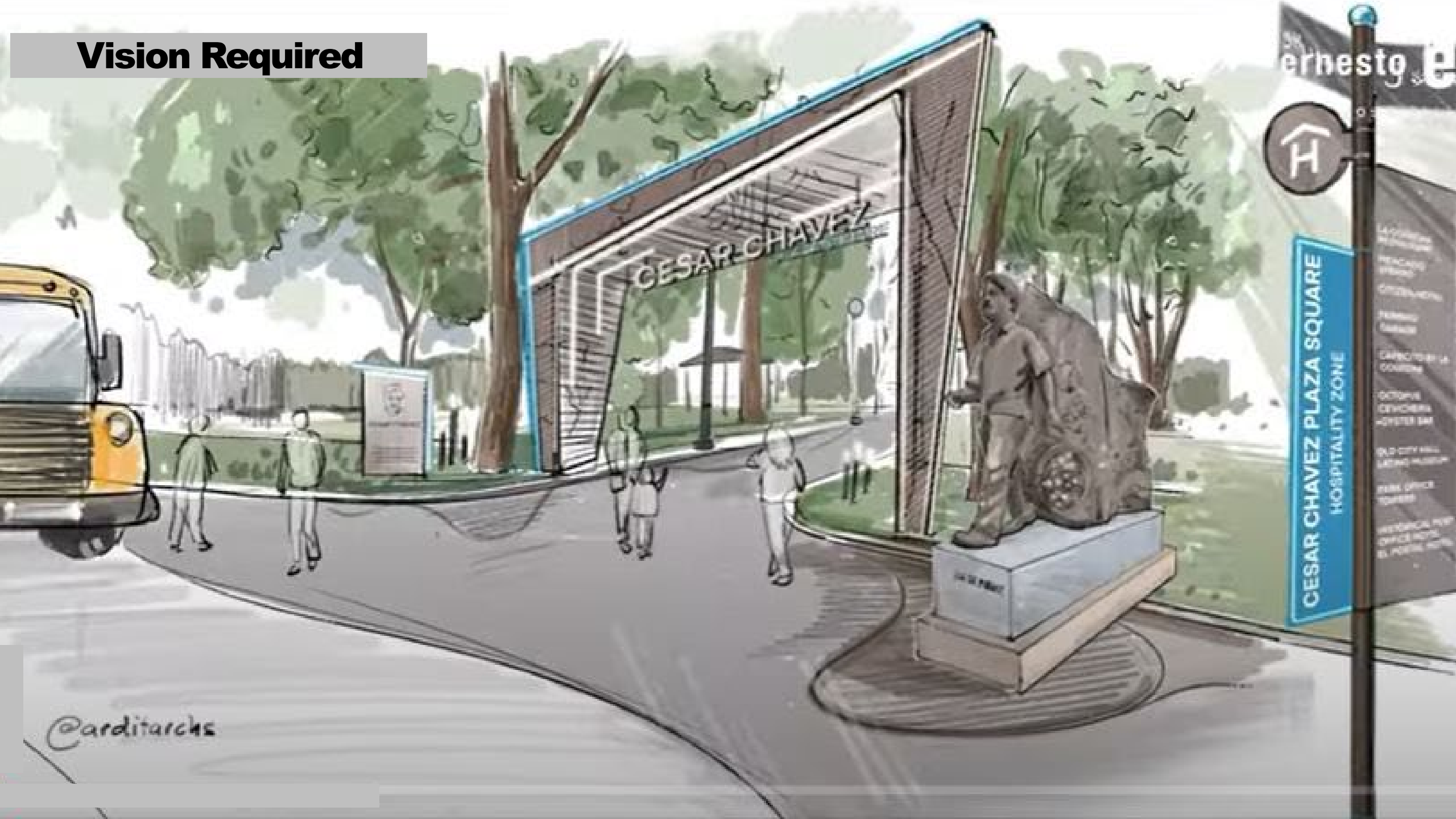


Source: Near. January 1, 2021 - December 31, 2022 | City of Sacramento | Zones 3-4

Can Neighborhoods Outside of Central City Become Tourism Destinations?



Vision Required



Dr. Ernesto



CESAR CHAVEZ PLAZA SQUARE
HOSPITALITY ZONE

- LA COLOMBIA
- REACCIÓN
- CONSTITUCIÓN
- FRANCIS
- CONSEJO
- CATEDRAL DE COLOMBIA
- OTONIA
- CONSEJO
- CONSEJO
- OLD CITY HALL
- LA COLOMBIA
- PUBLIC OFFICE
- TOURIST
- HISTORICAL
- OFFICE
- EL PUEBLO

@arditarchis

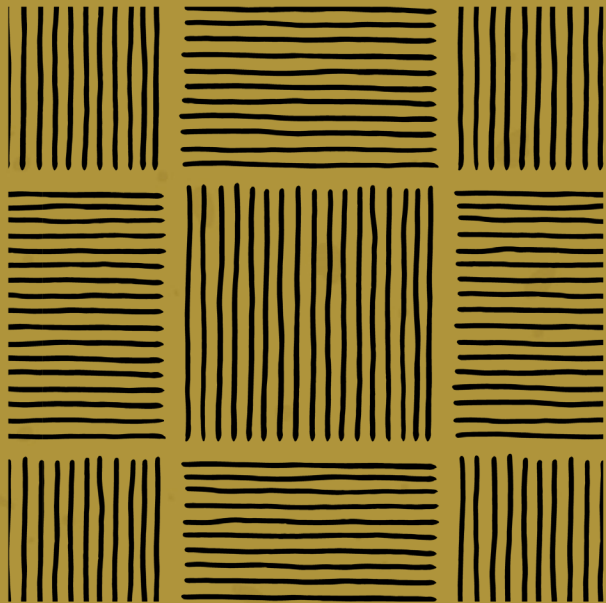
Cultural Tourism in Sacramento

Home •

BIENVENIDOS A SACRAMENTO

Sacramento es la capital de la 'Granja-a-la-Mesa' de Estados Unidos y la única estrella en el mapa de





**Sacramento's place at the confluence
of California history, influence, food,
and creativity is felt in every corner
of the capital city and we like nothing
more than sharing it with others**

Thank You