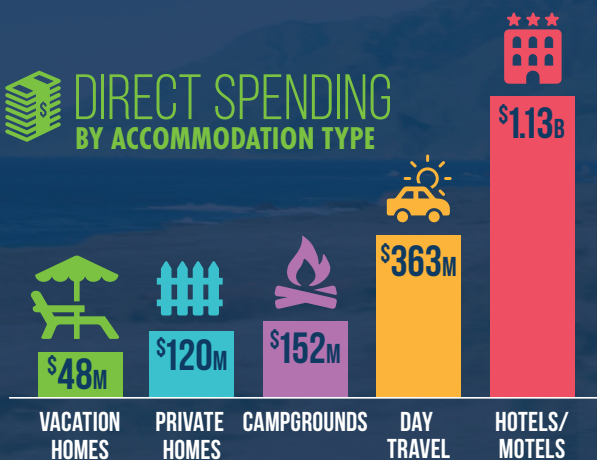


WHY TOURISM MATTERS

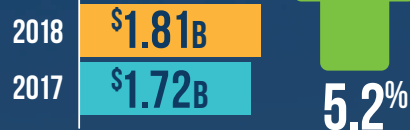
DIRECT SPENDING BY SECTOR



DIRECT SPENDING BY ACCOMMODATION TYPE



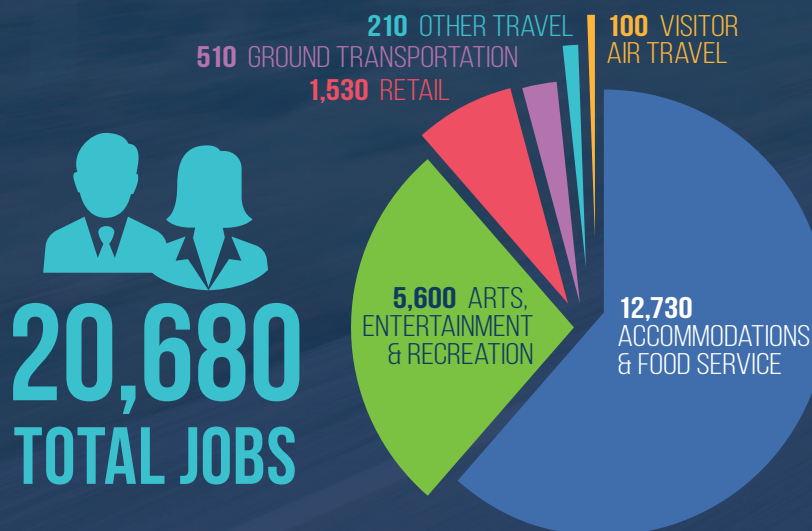
VISITOR SPENDING



TRAVEL SPENDING



DIRECT SPENDING BY DOMESTIC AND INTERNATIONAL TRAVELERS AVERAGED:



1 OUT OF 7

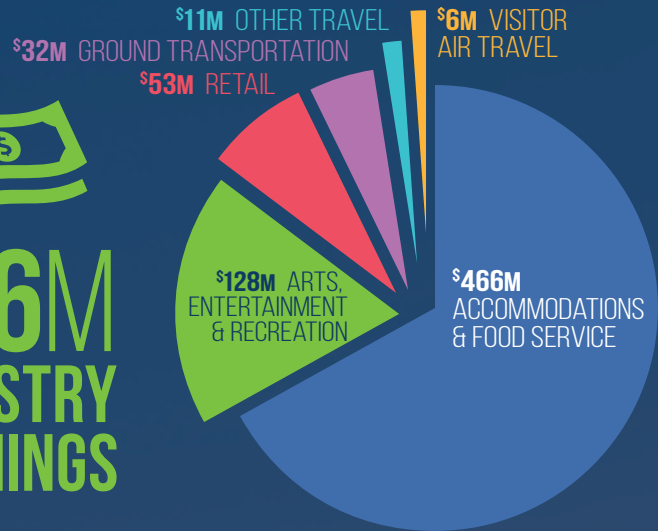
SLO CAL JOBS DEPEND ON
TRAVEL & TOURISM



83% TRAVEL COMPANIES
ARE CONSIDERED
OF SMALL BUSINESSES

SOURCE: U.S. TRAVEL

\$696M
INDUSTRY
EARNINGS



LOCAL TAX
REVENUE =
\$80.1M

WHICH COULD COVER EXPENSES FOR:



800

POLICE OFFICERS' SALARIES



1,084

FIREFIGHTERS' SALARIES



1,736

TEACHERS' SALARIES



128 MI

OF 2-LANE RESURFACED ROADS



111

PARKS



WITHOUT TOURISTS,
EACH SLO CAL
HOUSEHOLD
WOULD HAVE
TO SPEND AN
ADDITIONAL
\$17,231

TO CREATE THE SAME ECONOMIC
IMPACT FOR THE COMMUNITY

EACH SLO CAL
HOUSEHOLD
WOULD PAY AN
ADDITIONAL
\$1,582
IN TAXES

WITHOUT THE STATE & LOCAL TAX
REVENUE GENERATED BY
TRAVEL & TOURISM

