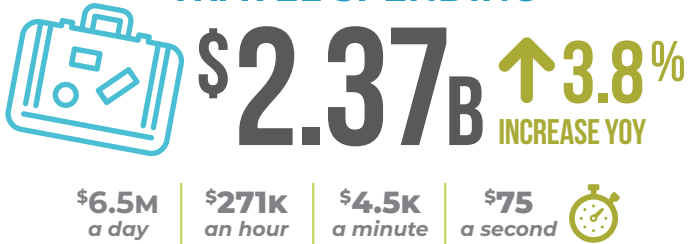


WHY TOURISM MATTERS

TRAVEL SPENDING



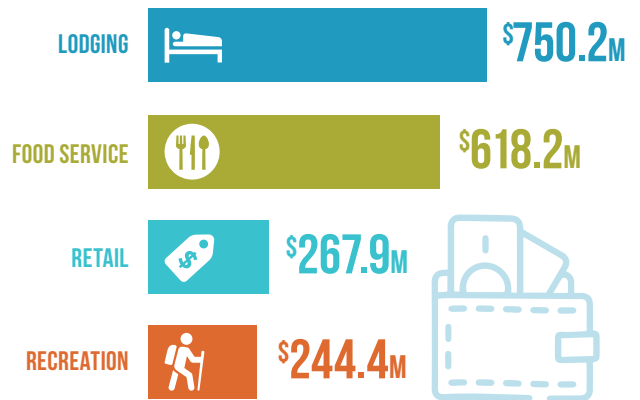
INDUSTRY EARNINGS



TOURISM PUTS



DIRECT SPENDING BY SECTOR

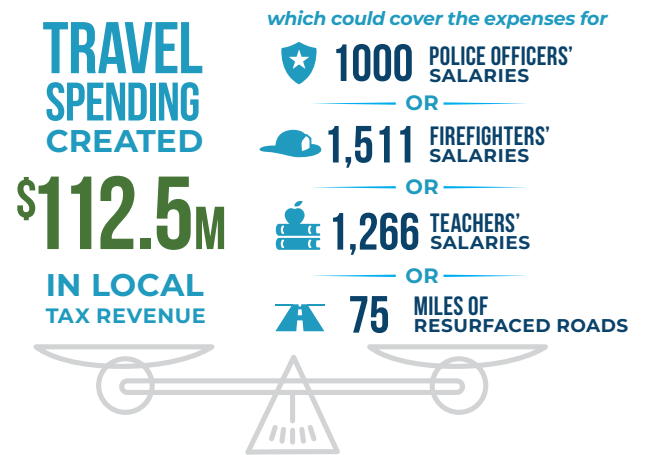


TOURISM CONTRIBUTES



WITHOUT VISITORS EACH SLO CAL HOUSEHOLD WOULD NEED TO SPEND AN ADDITIONAL **\$21,301** TO CREATE THE SAME ECONOMIC BENEFIT for the community

WITHOUT STATE & LOCAL TAX REVENUE GENERATED BY TRAVEL & TOURISM EACH SLO CAL HOUSEHOLD WOULD PAY AN ADDITIONAL **\$1,935** in taxes



TOURISM COMPRISES **9.68%** OF COUNTYWIDE GDP

Data based on 2025 calendar year. Source: Visit SLO CAL, "The Economic Impact of Travel in California" from Dean Runyan Associates, Bureau of Economic Analysis, United States Census Bureau, U.S. Bureau of Labor Statistics, Tourism Economics, County of San Luis Obispo Department of Public Works