



The Economic Impact of Tourism in Huntington Beach, California

2017 Analysis
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Prepared for:



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

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1. Introduction

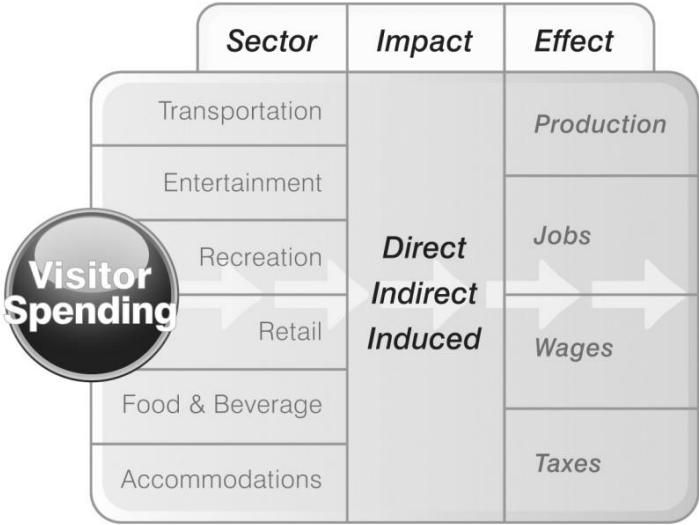
Introduction and definitions

Visitor spending flows through the local economy and generates indirect benefits through supply chain and income effects.

This study measures the economic impact of tourism in Orange County, California, and in the City of Huntington Beach. Orange County has a population of 3.2 million in 2018, with key urban centers Anaheim, Santa Ana, Irvine, and Huntington Beach. The County has over 440 hotel properties that offer more than 57,000 rooms. Key attractions in Orange County include Disneyland Park, Irvine Spectrum Center, South Coast Plaza, Fashion Island, and a variety of beaches and resort options.

The total impact of tourism includes direct visitor spending, indirect impacts, and induced impacts. **Direct visitor spending** creates economic value in specific visitor-related sectors such as lodging, retail, and recreation. This supports a relative proportion of jobs, wages, taxes, and GDP within each sector. **Indirect benefits** accrue to those sectors that provide goods and services as inputs into production, such as food wholesalers, utilities, and financial or legal services. **Induced benefits** are generated when employees whose incomes are driven directly or indirectly by tourism, spend a portion of that income in the local regional economy.

Huntington Beach is the 4th largest city in the County with a population of nearly 203,000. The City offers a stock of 1,700 hotel rooms on 12 properties. Huntington Beach accounts for 6.3% of the County population and 3.0% of the hotel room inventory.



The economic impact of visitors and visitor spending in Huntington Beach is estimated based on survey research conducted by CIC Research throughout 2017. Visitors to Huntington Beach include travelers who came for the day or stayed overnight, and were not residents of Orange County or regular commuters. Impacts were measured in terms of business sales, jobs, income, and tax revenues generated.

2. Key Findings

Orange County key findings

Orange County visitor volume and spending expanded 2.3% and 4.1% respectively, in 2017. On average, visitor spending growth in the County continues to exceed that of California since 2010.

Visitors to Orange County spent \$13.5 billion in 2017, which generated a total of \$21.3 billion in total business sales, including indirect and induced impacts.

Tourism in Orange County generated \$2.5 billion in tax revenues, including nearly \$1.2 billion in state and local revenues.

Including direct, indirect, and induced impacts, 179,100 jobs were sustained by visitors to Orange County in 2017, with total income of \$7.4 billion.

Approximately 7.9% (1 in 13) of all jobs in Orange County were sustained by tourism.

International visitor volume grew 2.2% in 2017. China is an increasingly important source market and ranked second in terms of volume and first in terms of spending in 2017.

Tourism drives jobs and income growth in Orange County



Huntington Beach key findings

Huntington Beach visitor volume and spending expanded 4.9% and 7.3% respectively, in 2017. On average, visitor spending growth in Huntington Beach has outpaced that of the state and the Orange County since 2012.

Visitors to Huntington Beach spent \$620.8 million in 2017, which generated a total of \$814 million in total business sales, including indirect and induced impacts.

Tourism in Huntington Beach generated \$121 million in tax revenues, including \$54 million in state and local revenues.

Including direct, indirect, and induced impacts, 6,279 jobs were sustained by visitors to Huntington Beach in 2017, with total income of \$309 million.

Approximately 5.8% (1 in 17) of all jobs in Huntington Beach were sustained by tourism.

Tourism plays a key role in the Huntington Beach economy.

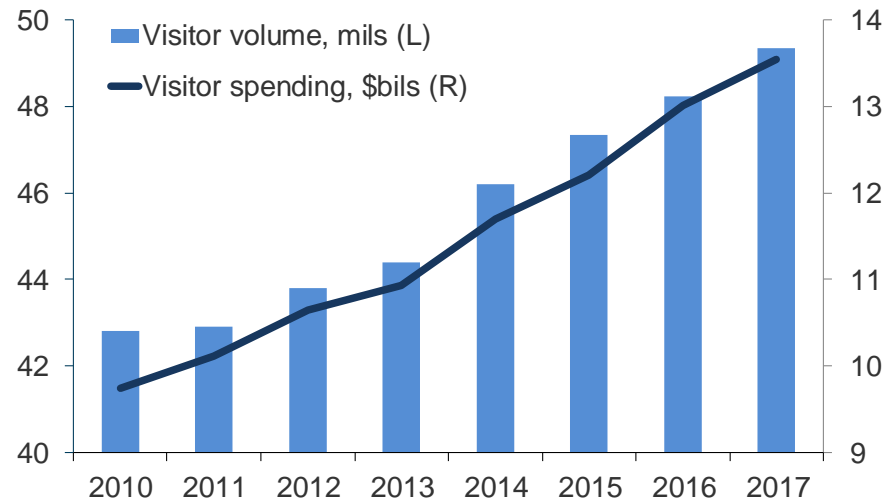


3. Orange County Visitor Spending

2017 Trends

Orange County visitation and visitor spending have expanded since 2010.

Orange County Visitor Volume and Spending



Source: CIC Research, Tourism Economics

Visitor volume and spending continue to expand in 2017, driven primarily by employment and income growth in Orange County's key source markets, such as Arizona, Nevada, Washington State, and broader California.

An estimated 49.4 million visitors spent \$13.5 billion in 2017, increases of 2.3% and 4.1%, respectively, from 2016

More than 4.5 million international visitors accounted for 9.2% of the total in 2017. International visitation grew by 2.2% or 100,000 in 2017.

Orange County Visitor Volume and Spending						
	2012	2013	2014	2015	2016	2017
Visitor volume (mils)	43.80	44.40	46.20	47.35	48.24	49.36
% change	2.1	1.4	4.1	2.5	1.9	2.3
Visitor spending (\$bils)	10,643.6	10,931.4	11,695.0	12,212.9	13,016.9	13,551.7
% change	5.2	2.7	7.0	4.4	6.6	4.1

2017 Trends

Since 2010, tourism employment has expanded faster than total jobs in Orange County and California overall.

Employment in the industry is 22.2% higher than it was in 2010, compared with 20.3% more jobs overall in the County.

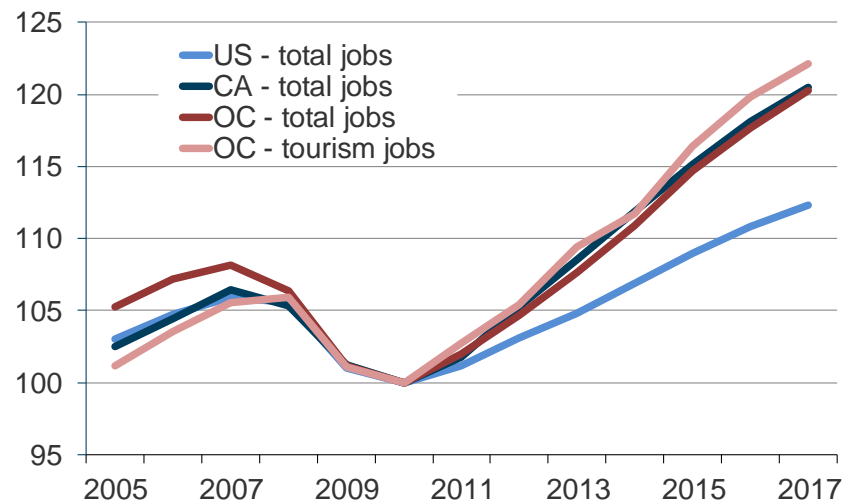
The tourism industry added more than 3,400 jobs per year, averaging annual growth of 2.9% since 2010 (see the light red line in the chart to the right).

This is faster growth than the 2.7% for the County overall (see the dark red line), and California's 2.7% annual growth (see the dark blue line).

Tourism employment growth in Orange County has outpaced that of overall job growth in the County and that of California in recent years.

Orange County Tourism Jobs Expansion

Employment, indexed 2010=100



Sources: BEA, BLS, U.S. Census, Tourism Economics

Note: the index measures changes since 2010

Visitor spending trends

Total visitor spending expanded 4.1% in 2017, a rate of growth just below that of a year earlier.

Spending growth among the key categories was led by food and beverage at 6.0%, followed by lodging at 4.2%, retail at 2.7%, and recreation at 2.0%.

Visitor spending on local ground transportation expanded 11.8%, driven by gas prices that were 9% higher on average in 2017 versus a year earlier.

Passenger arrivals at John Wayne International Airport were flat in 2017, but per passenger revenues boosted local benefits from air an estimated 5.1%.

Visitor spending on food and beverage led overall spending growth.

Orange County Visitor Spending By Category							
US\$ Millions							
	2012	2013	2014	2015	2016	2017	2016-17 % ch
Lodging	2,269.1	2,451.1	2,696.6	2,972.0	3,169.1	3,301.5	4.2%
Food and beverage	2,475.6	2,541.1	2,729.7	2,889.8	3,051.4	3,234.0	6.0%
Retail	2,682.7	2,682.0	2,840.5	2,847.6	3,010.4	3,092.4	2.7%
Recreation	2,531.7	2,568.7	2,720.3	2,782.9	3,032.2	3,092.9	2.0%
Local transportation	441.5	440.7	445.5	449.0	464.2	519.2	11.8%
Air transportation (local)	90.4	94.9	96.6	98.4	102.5	107.7	5.1%
Second homes	152.4	152.9	165.7	173.2	187.1	204.0	9.0%
Total	10,643.6	10,931.4	11,695.0	12,212.9	13,016.9	13,551.7	4.1%
% change	5.2%	2.7%	7.0%	4.4%	6.6%	4.1%	

4. Orange County Economic Impacts

Tourism sales

Direct visitor spending amounted to \$13.5 billion in 2017.

Direct visitor spending of \$13.5 billion generated \$3.6 billion in indirect impacts and \$4.1 billion in induced impacts.

Adding direct, indirect, and induced impacts together, the total economic impact sums to \$21.3 billion in 2017.

Gross Output (Business Sales)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	3.8	4.2	8.0
Construction and Utilities	-	140.6	69.5	210.1
Manufacturing	-	102.6	71.2	173.8
Wholesale Trade	-	170.6	206.2	376.8
Air Transport (local)	107.7	3.6	6.0	117.3
Other Transport	175.3	135.0	65.9	376.2
Retail Trade	3,260.2	143.6	364.9	3,768.7
Gasoline Stations	272.6	6.1	14.6	293.3
Communications	-	306.9	243.2	550.1
Finance, Insurance and Real Estate	275.3	1,048.0	1,449.1	2,772.4
Business Services	-	1,133.8	368.2	1,502.0
Education and Health Care	-	11.1	660.1	671.2
Recreation and Entertainment	3,024.2	151.8	79.1	3,255.2
Lodging	3,301.5	2.4	2.4	3,306.3
Food & Beverage	3,066.2	76.2	245.7	3,388.1
Personal Services	68.7	98.1	126.6	293.3
Government	-	105.4	126.8	232.2
TOTAL	13,551.7	3,639.6	4,103.8	21,295.2

* Direct sales include cost of goods sold for retail sectors

Tourism employment

Tourism-supported employment amounted to 179,100 jobs in 2017.

Direct visitor spending sustained 131,190 jobs in 2017, or 5.8% of all jobs in the County.

Including indirect and induced jobs, a total of 179,100 jobs were sustained by tourism in 2017, accounting for 7.9% of all jobs in Orange County.

Tourism Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	-	-	-
Construction and Utilities	-	591	282	874
Manufacturing	-	303	119	422
Wholesale Trade	-	620	749	1,369
Air Transport (local)	293	10	16	319
Other Transport	1,376	959	444	2,779
Retail Trade	14,885	1,560	3,874	20,318
Gasoline Stations	255	53	126	434
Communications	-	578	378	956
Finance, Insurance and Real Estate	905	3,653	3,460	8,018
Business Services	-	8,235	3,000	11,236
Education and Health Care	-	236	6,578	6,814
Recreation and Entertainment	31,718	1,831	787	34,336
Lodging	29,003	21	21	29,045
Food & Beverage	51,164	1,419	3,718	56,302
Personal Services	1,590	895	1,751	4,236
Government	-	611	1,030	1,641
TOTAL	131,190	21,576	26,334	179,100

Tourism employment intensity by industry

Tourism accounts for a significant portion of employment in several industries.

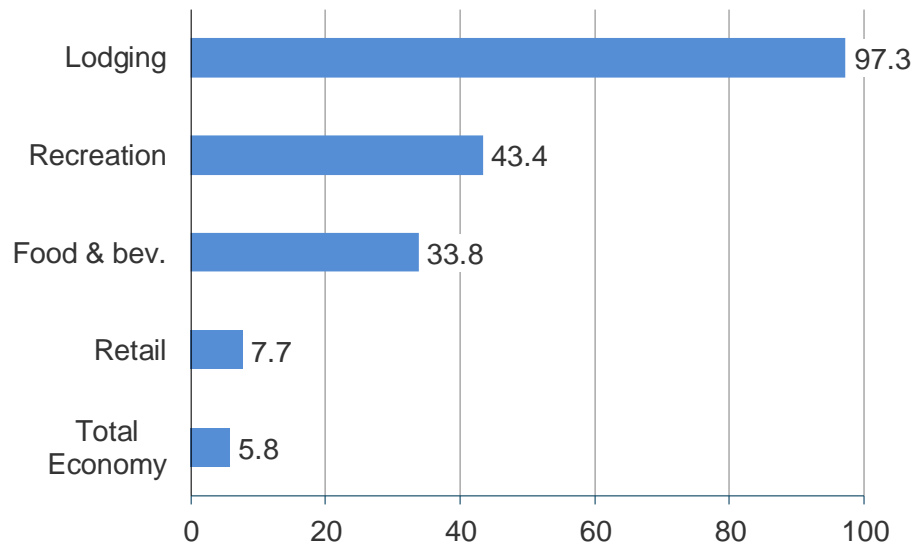
Direct visitor spending accounts for nearly all employment in lodging, at more than 97%.

Tourism's employment intensity in other industries is significant as well, at 43.4% of recreation employment, 33.8% of food and beverage, and 7.7% of all retail jobs.

Overall, direct tourism jobs account for 5.8% of all jobs in Orange County.

Tourism Employment Intensity by Industry

Orange County, direct jobs as a share of total by industry, %



Source: Tourism Economics

Orange County tourism in context

With more than 131,000 direct jobs, tourism is the 7th largest employer in Orange County.

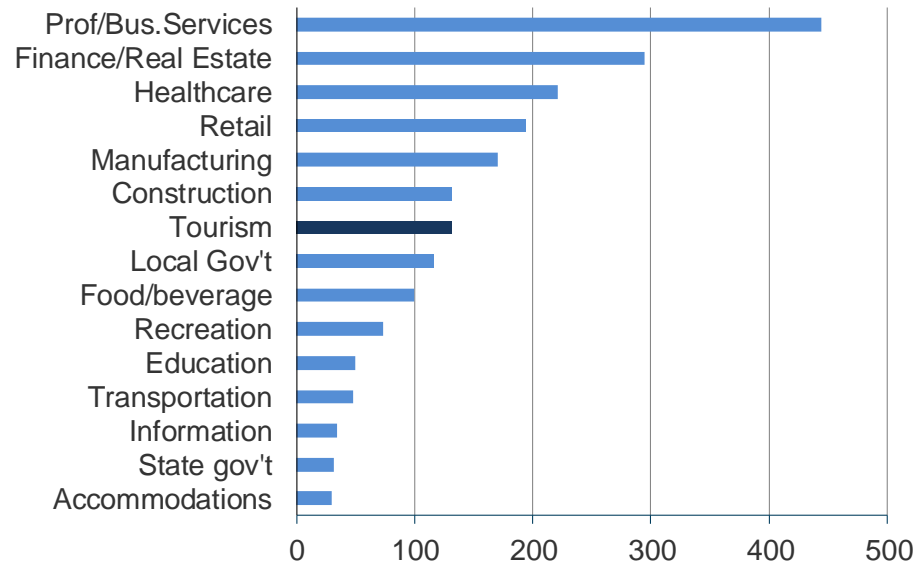
When taken together as an industry, tourism employs more people than, local governments, education, transportation, and information.

The broader Leisure and Hospitality industry includes a total of just over 216,000 jobs, and serves both visitors and the local community.

When taken together as an industry, tourism is the 7th largest employer in the Orange County region.

Orange County Jobs by Industry in 2017

(Thousands)



Sources: Bureau of Economic Analysis, Bureau of Labor Statistics, Tourism Economics

Tourism income

Visitors and their spending sustained \$4.6 billion in direct income earned, primarily in food and beverage, recreation, and lodging.

When including indirect and induced benefits across other industries, a total of \$7.4 billion in income was earned in the County in 2017.

Tourism sustained a total of \$7.4 billion in income in Orange County in 2017.

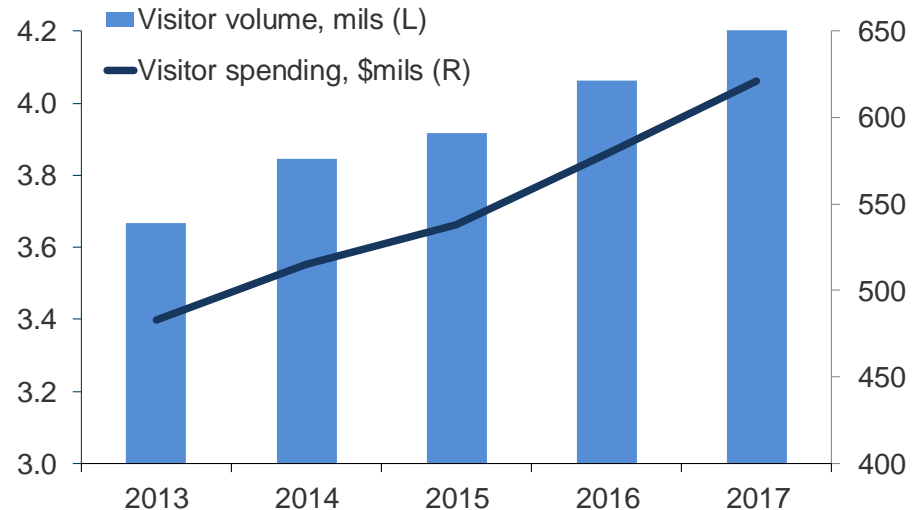
Tourism Labor Income (Compensation)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	-	-	-
Construction and Utilities	-	45.8	22.0	67.8
Manufacturing	-	21.0	10.3	31.3
Wholesale Trade	-	62.0	75.0	137.0
Air Transport (local)	19.6	0.6	1.1	21.3
Other Transport	80.4	60.3	28.1	168.7
Retail Trade	539.6	53.6	164.5	757.6
Gasoline Stations	18.2	3.8	9.0	31.0
Communications	-	59.1	37.3	96.4
Finance, Insurance and Real Estate	53.7	247.7	254.6	556.0
Business Services	-	577.3	196.0	773.2
Education and Health Care	-	7.0	380.4	387.4
Recreation and Entertainment	1,323.7	74.5	29.0	1,427.2
Lodging	1,177.0	0.9	0.9	1,178.7
Food & Beverage	1,354.2	41.2	100.5	1,495.9
Personal Services	51.6	52.5	78.6	182.7
Government	-	61.9	52.9	114.8
TOTAL	4,617.8	1,369.3	1,440.0	7,427.1

5. Huntington Beach Tourism Trends

Huntington Beach trends

The Huntington Beach visitation and visitor spending expansion continues.

Huntington Beach Visitor Volume and Spending



Sources: CIC Research, Tourism Economics

Huntington Beach visitor volume and spending expanded in 2017, driven by employment and income growth in the region's key source markets, such as Arizona, Washington, Texas, and Nevada, and the rest of California.

An estimated 4.3 million visitors spent \$620.8 million in 2017, increases of 4.9% and 7.3%, respectively, from 2016.

International visitation is estimated at nearly 585,000, accounting for just under 13.7 of all visitation.

Huntington Beach Visitor Volume and Spending					
	2013	2014	2015	2016	2017
Visitor volume (mils)	3.67	3.84	3.92	4.06	4.26
% change		4.8	1.9	3.7	4.9
Visitor spending (\$mils)	483.2	514.9	538.1	578.7	620.8
% change		6.6	4.5	7.5	7.3

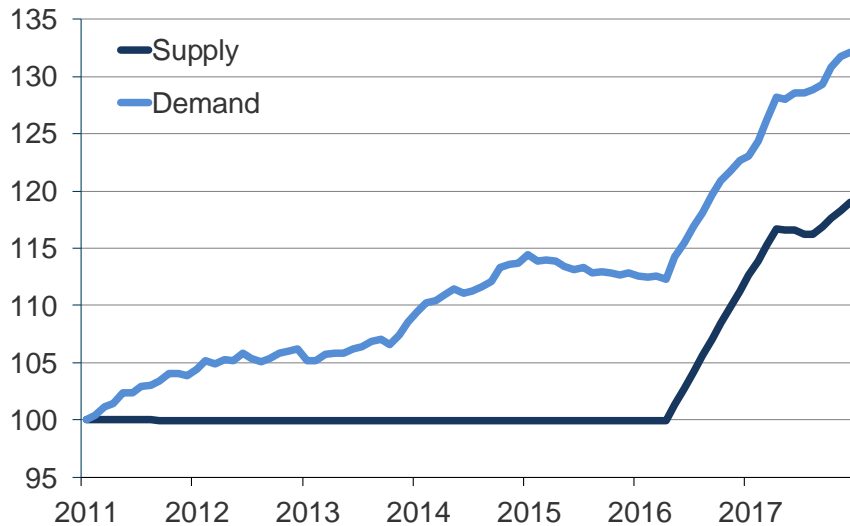
Huntington Beach trends

Room demand growth in Huntington Beach continues to outpace that of supply. Since 2011 demand has expanded 4.1% per year versus 3.0% annually for supply.

In 2017, growth was balanced and supply kept pace with robust demand. Demand grew 7.7% and supply increased 7.0%. The occupancy rate increased to 74.9% in 2017 from 74.4%.

Demand and Supply Both Expanding

Room demand and supply, indexed, Jan 2011=100



Sources: STR, Tourism Economics

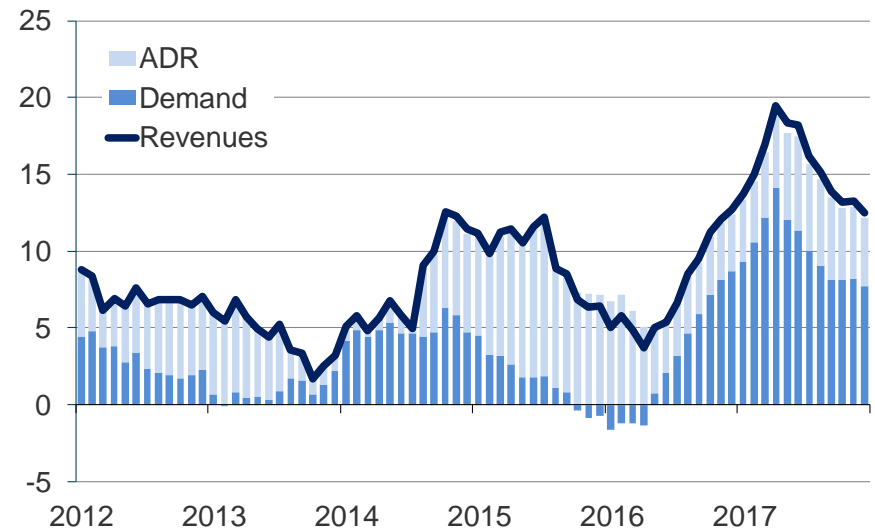
Demand drove revenues in 2017.

Since 2011, annual revenue growth has averaged 8.8%, driven roughly evenly between demand and price growth. In 2017, demand accounted for more than 60% of revenue growth.

In 2017, the average daily rate was \$225, up 4.5% from 2016, and helping to boost revenues 12.5%, the second consecutive year of robust growth.

Demand is the Key Driver of Room Revenues

Contribution to revenue growth, % ch year ago



Sources: STR, Tourism Economics

Huntington Beach trends

Visitor spending in Huntington Beach is outpacing that of the state and Orange County overall.

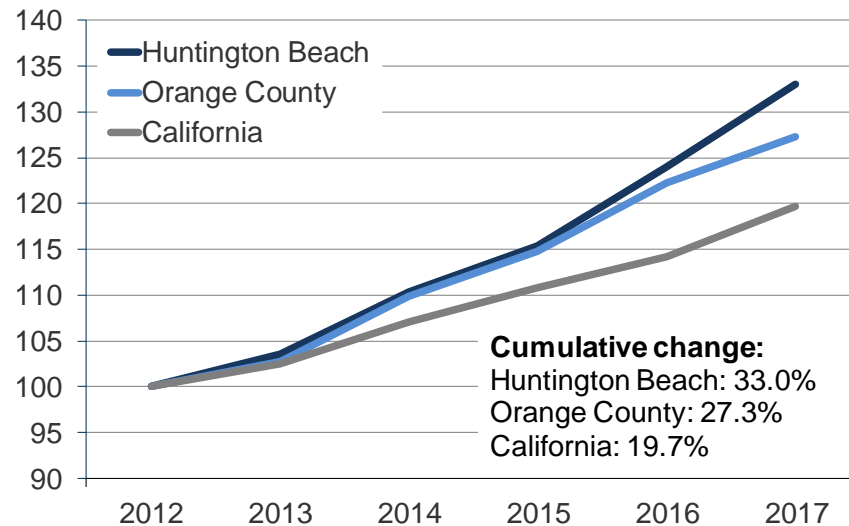
The industry is expanding in Orange County faster than at the state level, and Huntington Beach has kept pace with California.

Since 2012, direct visitor spending in Huntington Beach has expanded at an average annual rate of 5.9%, compared with 4.9% for Orange County overall.

In cumulative terms, visitor spending is 33.0% higher in 2017 than it was in 2012 in Huntington Beach, compared with 27.3% for the County.

Visitor Spending Growth Trends

Visitor spending indexed to 2012 = 100



Sources: CIC Research, Tourism Economics

6. Huntington Beach Visitors and Spending

Visitor segmentation - volume

Most visitors to Huntington Beach came for the day, and came for leisure.

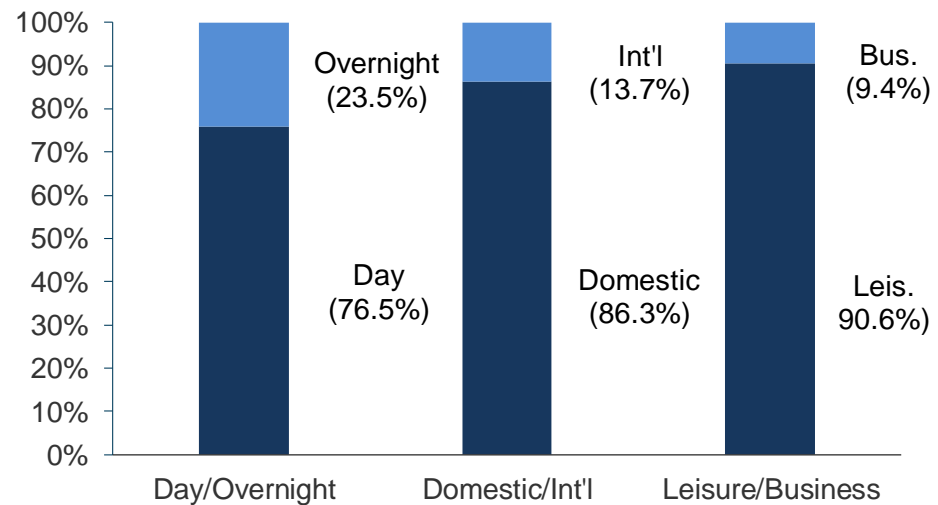
A total of 4.3 million visitors came to Huntington Beach in 2017.

Over 3.2 million visitors, 76.5% of the total, came for the day.

International visitors amounted to 580,000 in 2017, accounting for nearly 14% of total volume.

Most visitors to Huntington Beach came for leisure (90.6%), and 9.4% came for business.

Huntington Beach Visitor Characteristics



Source: CIC Research, Tourism Economics

Composition of visitor spending

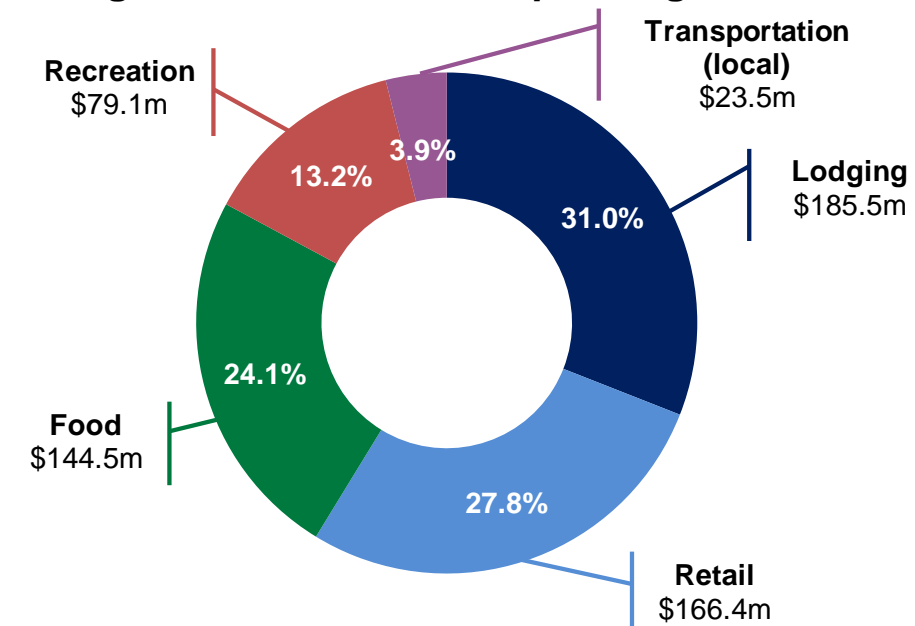
Huntington Beach visitor spending is evenly distributed across lodging, retail, and food.

Visitor spending on lodging amounted to nearly \$186 million and accounted for the greatest share of the total, followed by retail at \$166 million, food and beverage at \$144 million, and recreation at \$79 million.

In terms of shares, visitor spending came primarily in lodging and retail, with lodging accounting for more than 31% and retail nearly 28% of the total. Food and beverage accounted for just under a quarter of the total.

Recreation accounted for 13%, while visitor spending on local transportation accounted for a relatively small share of total spending.

Huntington Beach Visitor Spending Profile



Sources: CIC Research, Tourism Economics

Visitor spending trends

Total visitor spending expanded 7.3% in 2016, slightly slower growth compared with that of a year earlier.

Spending growth among the key categories was led by lodging at 12.5%, followed by food and beverage at 9.0%, recreation at 5.3%,

Visitor spending on local ground transportation was up 6.4%, driven in part by nearly 9% higher gas prices versus a year earlier.

Visitor spending on food and beverages led overall spending growth.

Huntington Beach Visitor Spending By Category						
US\$ Millions						
	2013	2014	2015	2016	2017	2016-17 % ch
Lodging	123.4	137.4	146.3	164.9	185.5	12.5%
Food	112.1	118.5	124.4	132.6	144.5	9.0%
Recreation	64.1	67.7	70.6	75.2	79.1	5.3%
Retail	146.0	151.6	156.4	164.0	166.4	1.5%
Local Transportation	21.2	21.9	21.9	22.1	23.5	6.4%
Second Homes	16.4	17.7	18.5	20.0	21.8	9.0%
Total	483.2	514.9	538.1	578.7	620.8	7.3%
% change		6.6%	4.5%	7.5%	7.3%	

7. Huntington Beach Economic Impacts

Huntington Beach tourism sales

Direct visitor spending in Huntington Beach amounted to \$620.8 million in 2017.

Direct visitor spending of \$620.8 million generated \$90.8 million in indirect impacts and \$102.4 million in induced impacts.

Adding direct, indirect, and induced impacts together, the total economic impact sums to \$814 million in 2017.

Gross Output (Business Sales)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	0.1	0.1	0.2
Construction and Utilities	-	3.5	1.7	5.2
Manufacturing	-	2.6	1.8	4.3
Wholesale Trade	-	4.3	5.1	9.4
Air Transport (local)	-	0.1	0.2	0.2
Other Transport	7.9	3.4	1.6	13.0
Retail Trade	173.9	3.6	9.1	186.6
Gasoline Stations	12.3	0.2	0.4	12.9
Communications	-	7.7	6.1	13.7
Finance, Insurance and Real Estate	25.1	26.1	36.2	87.4
Business Services	-	28.3	9.2	37.5
Education and Health Care	-	0.3	16.5	16.7
Recreation and Entertainment	77.4	3.8	2.0	83.1
Lodging	185.5	0.1	0.1	185.6
Food & Beverage	137.0	1.9	6.1	145.0
Personal Services	1.8	2.4	3.2	7.4
Government	-	2.6	3.2	5.8
TOTAL	620.8	90.8	102.4	814.0

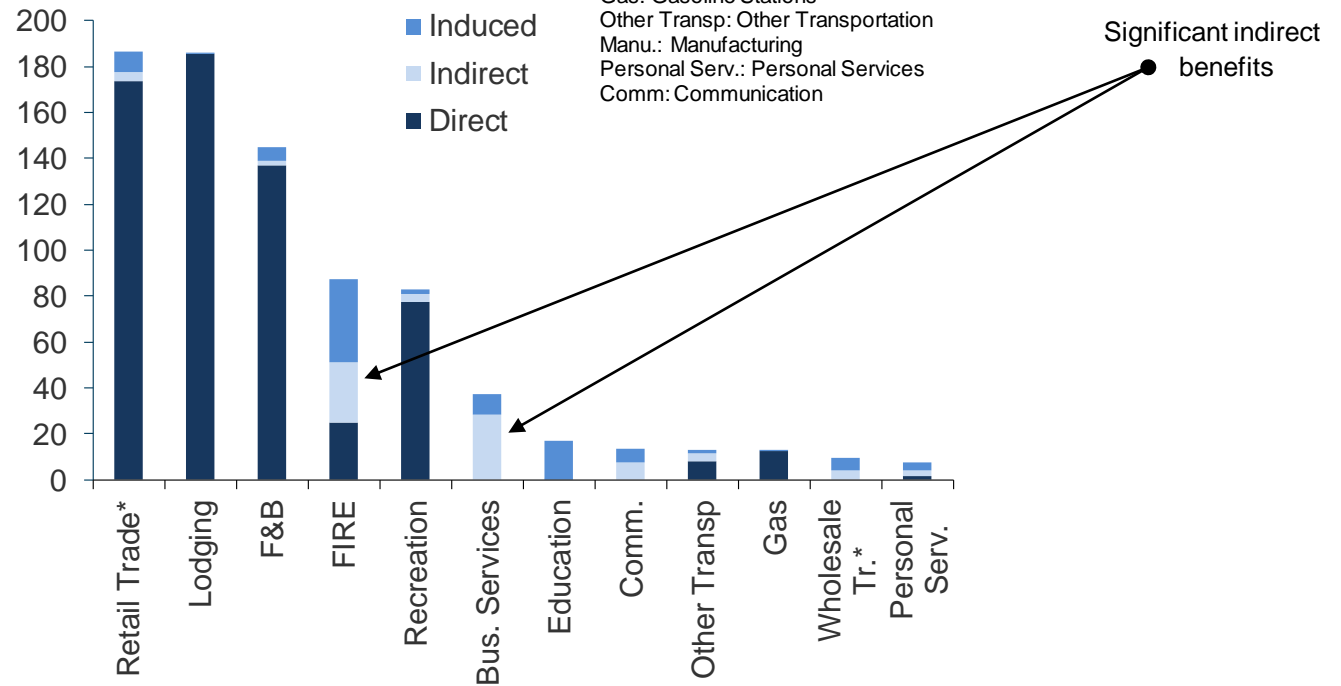
* Direct sales include cost of goods sold for retail sectors

Huntington Beach tourism sales

Indirect benefits came primarily in finance, real estate, and insurance, and business services.

Gross Output by Industry

\$ million



Tourism employment intensity by industry

Tourism accounts for a significant share of employment in Huntington Beach.

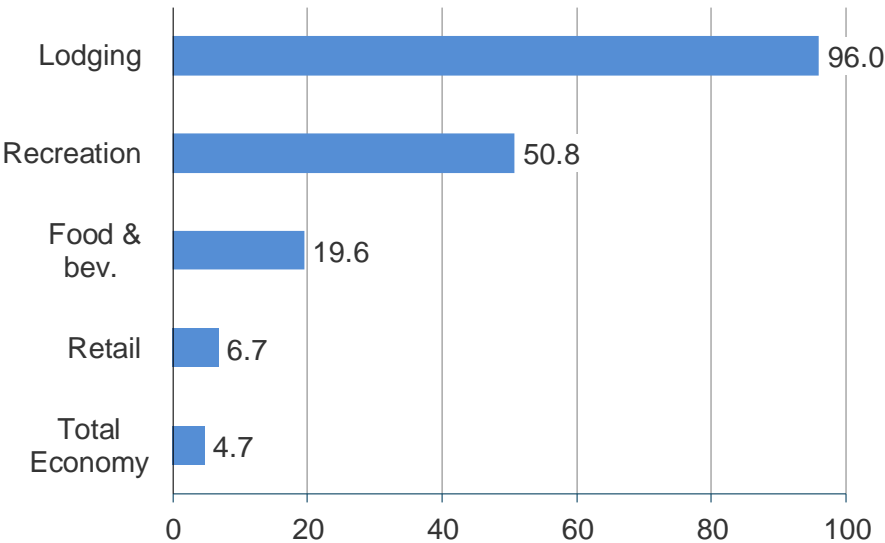
Direct visitor spending accounts for nearly all employment in lodging, at 96%.

Tourism’s employment intensity in other industries is significant as well, at 50.8% of recreation, 19.9% of food and beverage, and 6.7% of retail.

Overall, direct tourism jobs account for 4.7% of all jobs in Huntington Beach.

Tourism Employment Intensity by Industry

Huntington Beach direct jobs as a share of total by industry, %



Source: Tourism Economics

Huntington Beach tourism employment

Tourism-supported employment amounted to 6,279 jobs in 2017.

Direct visitor spending sustained 5,078 jobs in 2017, or 4.7% of all jobs in Huntington Beach.

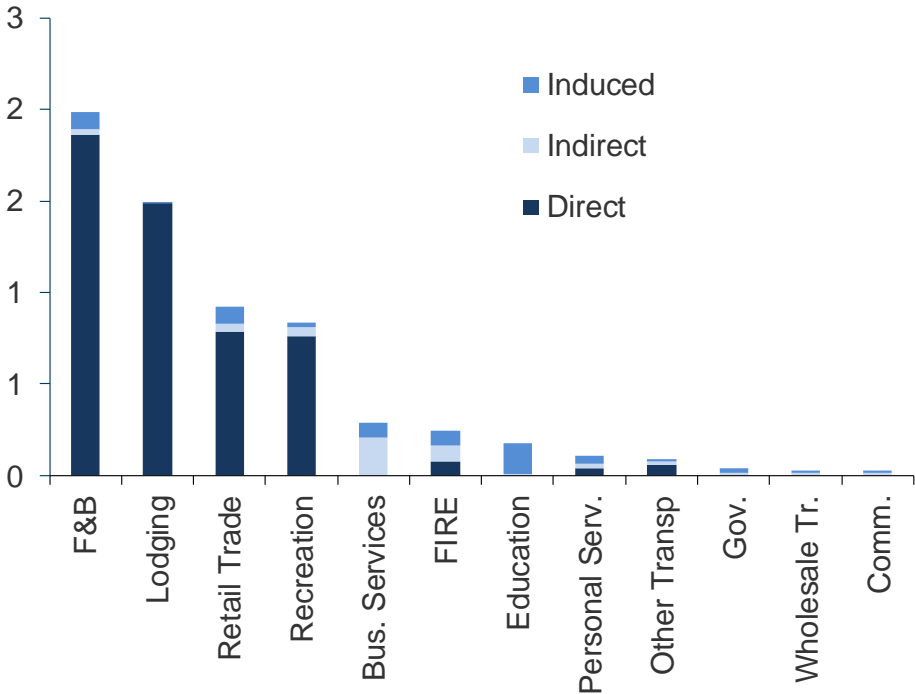
Including indirect and induced jobs, a total of 6,279 jobs were sustained by tourism in 2017, accounting for 5.8% of all jobs in Huntington Beach.

Tourism Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	-	-	-
Construction and Utilities	-	16	8	24
Manufacturing	-	7	3	10
Wholesale Trade	-	13	16	29
Air Transport (local)	-	-	-	-
Other Transport	57	22	10	89
Retail Trade	788	39	97	924
Gasoline Stations	11	1	3	16
Communications	-	15	10	25
Finance, Insurance and Real Estate	78	86	81	245
Business Services	-	209	76	286
Education and Health Care	-	6	169	175
Recreation and Entertainment	763	50	21	834
Lodging	1,485	1	1	1,486
Food & Beverage	1,859	35	93	1,987
Personal Services	37	24	48	109
Government	-	15	26	41
TOTAL	5,078	540	661	6,279

Huntington Beach tourism employment

Indirect and induced benefits accrue to other industries across the economy.

Tourism Employment by Industry
Thousands



Huntington Beach tourism in context

With over 5,000 direct jobs, tourism is the 7th largest employer in Huntington Beach.

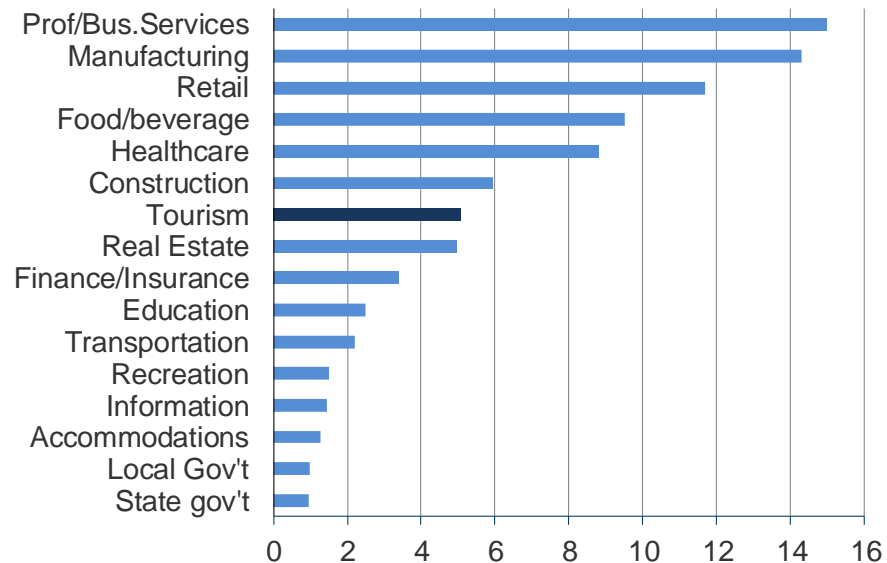
When taken together as an industry, tourism employs more people than other key industries, such as real estate, education, transportation, and information.

In Orange County, the broader leisure and hospitality industry includes a total of just over 216,000 jobs, and serves both visitors and the local community

When taken together as an industry, tourism is the 7th largest employer in Huntington Beach.

Huntington Beach Jobs by Industry in 2017

(Thousands)



Sources: Bureau of Economic Analysis, Bureau of Labor Statistics, US Census Bureau, Tourism Economics

Huntington Beach tourism income

Tourism sustained a total of \$309 million in income in Huntington Beach in 2017.

Visitors and their spending sustained \$225 million in direct income earned, primarily in lodging, food and beverage, and recreation.

When including indirect and induced benefits across other industries, a total of \$309 million in income was earned in Huntington Beach in 2017.

Tourism Labor Income (Compensation)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	-	-	-
Construction and Utilities	-	1.5	0.8	2.3
Manufacturing	-	0.6	0.3	0.9
Wholesale Trade	-	1.7	1.9	3.6
Air Transport (local)	-	-	-	-
Other Transport	4.4	1.8	0.8	7.0
Retail Trade	36.1	1.7	5.1	43.0
Gasoline Stations	1.1	0.1	0.3	1.5
Communications	-	1.9	1.1	3.0
Finance, Insurance and Real Estate	5.8	7.3	7.4	20.5
Business Services	-	18.1	6.1	24.3
Education and Health Care	-	0.2	12.3	12.5
Recreation and Entertainment	38.1	2.5	1.0	41.5
Lodging	76.6	0.0	0.0	76.6
Food & Beverage	62.1	1.3	3.2	66.5
Personal Services	1.5	1.7	2.5	5.7
Government	-	-	-	-
TOTAL	225.5	40.5	42.9	309.0

Huntington Beach tourism tax revenue generation

Just over \$54 million in state and local taxes were generated in 2017.

Total tourism-generated tax revenues amounted to \$120.8 million in 2017.

Of this, \$54.0 million accrued at the state and local level.

State tax revenues included \$20.0 million in sales tax and \$9.3 million in income tax.

Local tax revenues included \$4.6 million in sales tax revenues and \$11.4 million in Transient Occupancy Tax (TOT) revenues, not including any private sector self-assessment TBID funds.

State and local tax revenues helped to offset \$565 in tax burden for each household in Huntington Beach.

Tourism-Generated Revenues	
Tax Revenues	
2017, \$Millions	
	Amount
Federal	
Personal Income	26.0
Corporate	13.8
Indirect business	7.3
Social Security	19.7
Federal total	66.9
State	
Sales	20.0
Personal Income	9.3
Corporate	1.8
Social Security	0.6
Other Taxes and Fees	3.2
State total	34.9
Local	
Sales	4.6
Lodging	11.4
Other Taxes and Fees	3.1
Local total	19.1
TOTAL	120.8

8. Data Sources and Methods

Notes

Why quantify the tourism economy?

- By monitoring tourism's economic impact, policy makers can make informed decisions regarding the funding and prioritization of tourism development.
- It can also carefully monitor its successes and future needs.
- In order to do this, tourism must be measured in the same categories as other economic sectors – i.e. tax generation, employment, wages, and gross domestic product.

Why is this a challenge?

- Most economic sectors such as financial services, insurance, or construction are easily defined within a region's economic statistics.
- Tourism is not so easily measured because it is not a single industry. It is a demand-side activity which affects multiple sectors to various degrees.
- Tourism spans nearly a dozen sectors including lodging, recreation, retail, real estate, air passenger transport, food & beverage, car rental, taxi services, travel agents, museums, and theme parks.

Methods and data sources

Estimates of direct visitor expenditures in Orange County and Huntington Beach were based on several sources including:

- Visitor volume and spending estimates from survey research conducted by CIC Research, a national travel research firm based in San Diego, CA.
- Data covering hotel room demand, supply, revenues, occupancy, and room rates in Orange County and Huntington Beach from STR.
- Industry data on employment, wages and sales from the U.S. Census, the Bureau of Economic Analysis, and the Bureau of Labor Statistics.
- Local bed tax data for all municipalities in Orange County, available from Visit California.
- Air transportation data available from the U.S. Bureau of Transportation Statistics.
- International data from The National Tourism and Travel Office (NTTO).
- Sales tax revenues by municipality obtained from the California State Board of Equalization (BOE).

An IMPLAN input-output model was constructed for Orange County. The model traces the flow of visitor-related expenditures through the local economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges. Adjustments were made to city level modeling results in order to capture indirect and induced economic impacts only in the relevant geographic areas.

Gasoline price data for the Los Angeles region were obtained from the Energy Information Administration.

About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 30 highly-experienced professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.