

Economic Impact of Tourism in Paso Robles

September 2018



Tourism Economics 2018

- Study measured the economic impact of tourism in Paso Robles using data from 2017
- Analysis begins with actual spending by visitors and considers downstream effects of spending into the economy
- Visitors create **direct** economic value with group of sectors (lodging, transportation, dining, recreation, etc.)
- Each directly affected sector also purchases goods and services (food wholesalers, utilities) called **indirect** impacts
- The **induced** impact is generated when employees spend their direct or indirect wages in the local economy

Key Findings

1. Tourism is a major contributor to Paso Robles' economy

- ❑ 1.3 million visitors spent approximately \$354 million in Paso Robles
- ❑ Tourism spending increased 4.5% in 2017
- ❑ Total visits increased 2.2% in 2017



Key Findings

2. Visitor spending generates income, jobs, and tax revenue

Key indicators:

| | |
|--|--------|
| <input type="checkbox"/> Visitor Spending | \$354M |
| <input type="checkbox"/> Total Economic Impact | \$445M |
| <input type="checkbox"/> Employment sustained by tourism | 4,422 |
| <input type="checkbox"/> Income generated by tourism | \$141M |
| <input type="checkbox"/> Taxes generated by tourism | \$69M |
| • Federal | \$35M |
| • State | \$20M |
| • Local | \$15M |

Key Findings

3. Tourism indicators and economic impacts increased since 2014

- ▣ Visitation has grown by 5.7%
- ▣ Visitor spending has grown by 9.0%

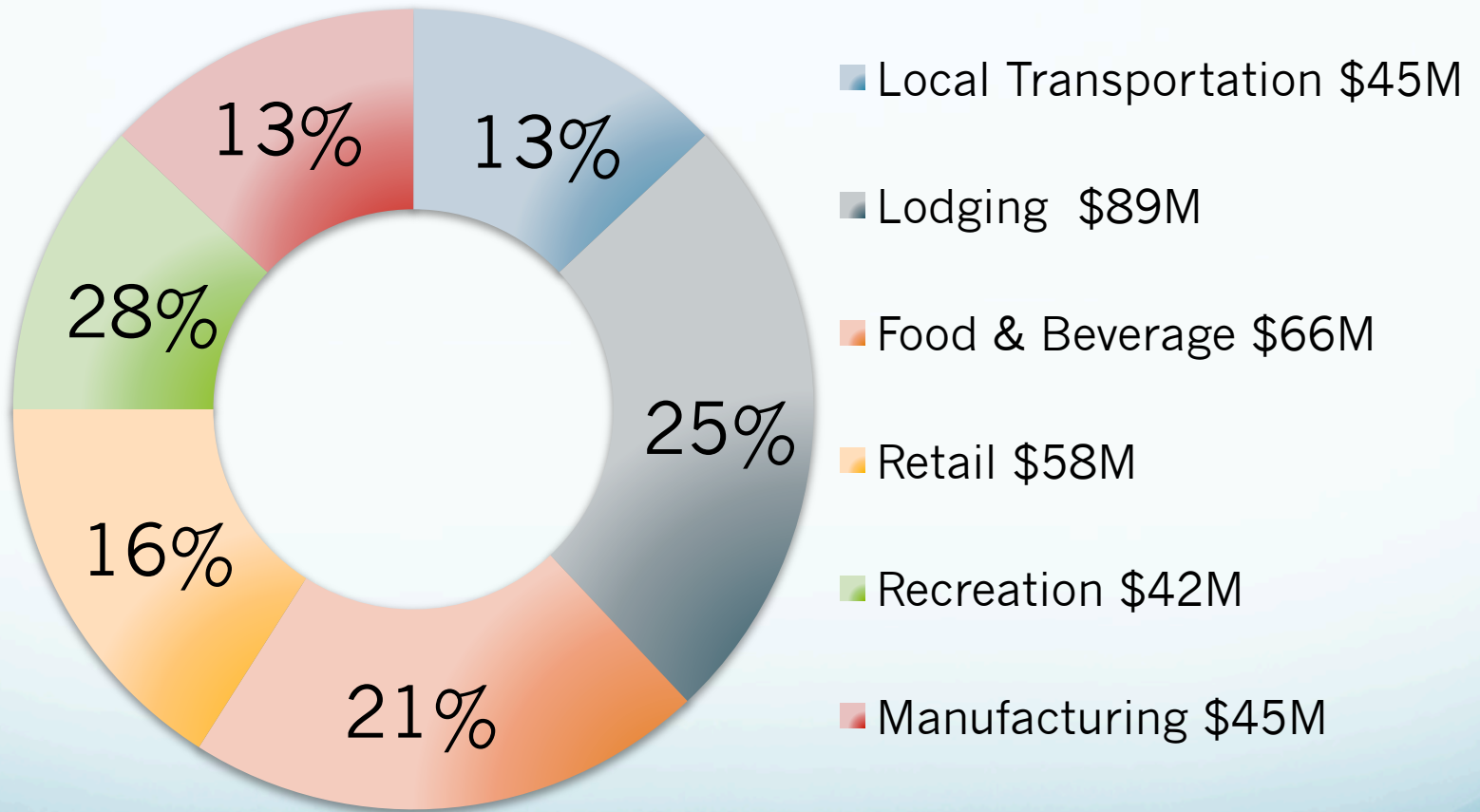
Paso Robles Visitation

- Overnight visitors outpaced day visitors in 2017

▣ Day Visits: 458,519
(within 50-mile radius)

▣ Overnight Visits: 804,330

Visitor Spending



Final Report

- The Final Report will be shared at the Paso Talks Community Forum
September 19, 2018
6:30pm to 8:00pm
La Bellasera Hotel
- Will serve as a baseline report for Travel Paso
- Will be posted to www.travelpaso.com