

# 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%

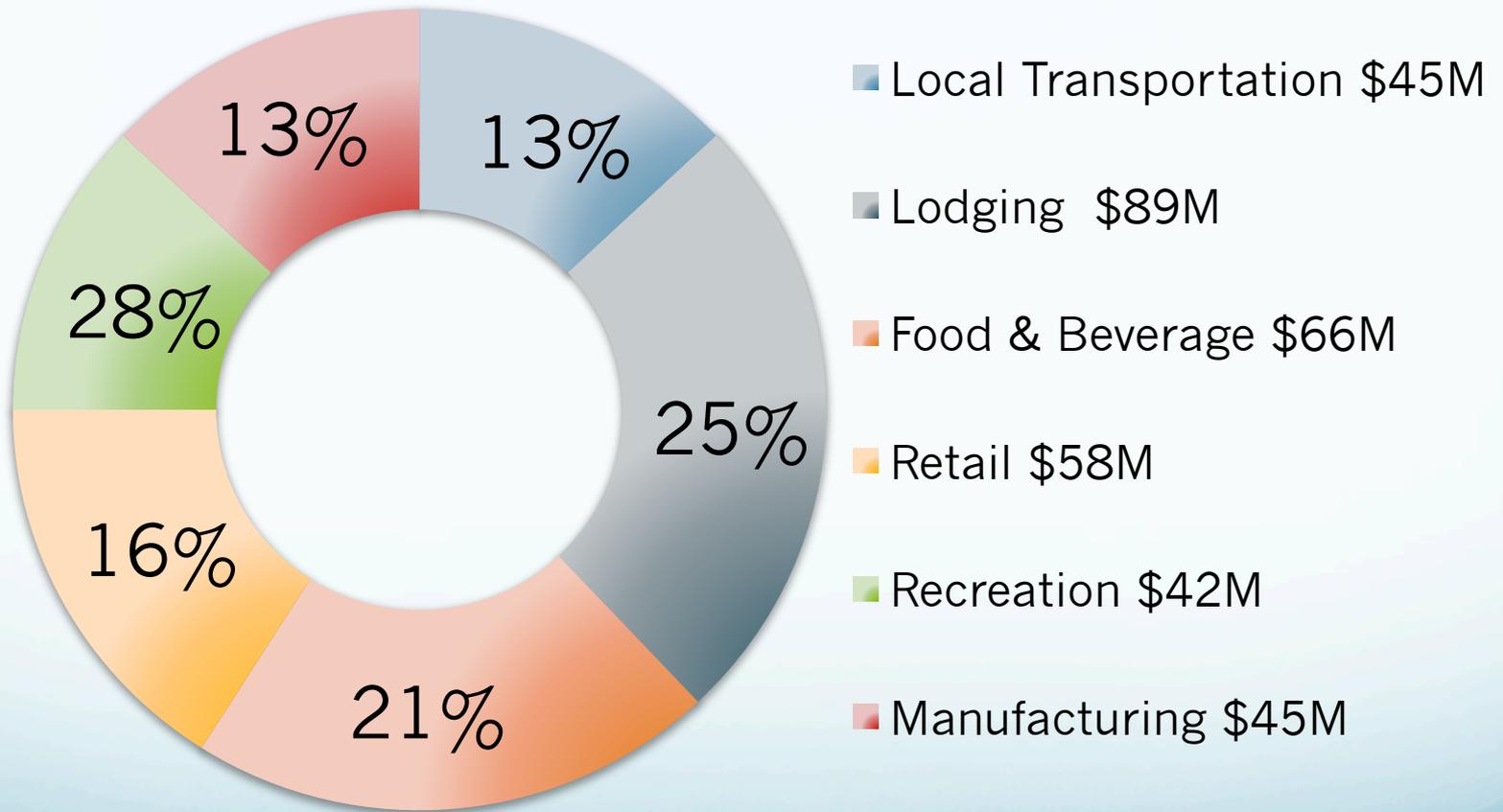
# Paso Robles Visitation

- 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](http://www.travelpaso.com)