



# **TOURISM IS Economic Development**

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County of Stanislaus  
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How much travel spending  
occurs in Stanislaus County  
Annually?

# \$495,000,000

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2014 Dollars **Total Direct Travel Spending**  
Data from California Tourism Association  
Dean Runyan & Associates

# \$9,400,000

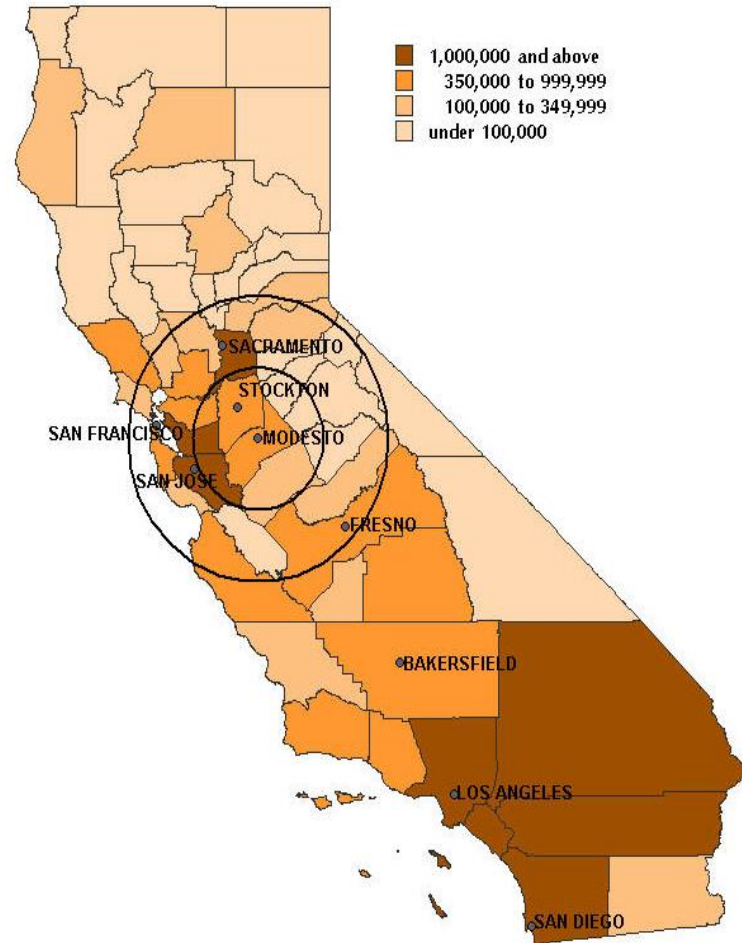
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2014 **Local Tourism Sales Tax** Dollars  
Data from California Tourism Association  
Dean Runyan & Associates

# Population Distribution

## Proximity to Stanislaus County

### 2015



### Location! Location! Location!

- Within 50-mile radius: 4,388,029
- Within 100-mile radius: 11,124,759



# TRENDS

## Since 2010

- total (annual) tourism spending in Stanislaus County has increased \$31 million (\$464 million in 2010 to \$495 million in 2014)
- a 6.6% increase over a four year period
- most growth appears in the day travel (spend the day travel!) category
- employment has also seen impressive impacts
- 5,400 NEW tourism related jobs in 2014



# OTHER IMPACTS

## Improved image

- celebrating our rich Agricultural heritage
- new found appreciation for environment and key issues

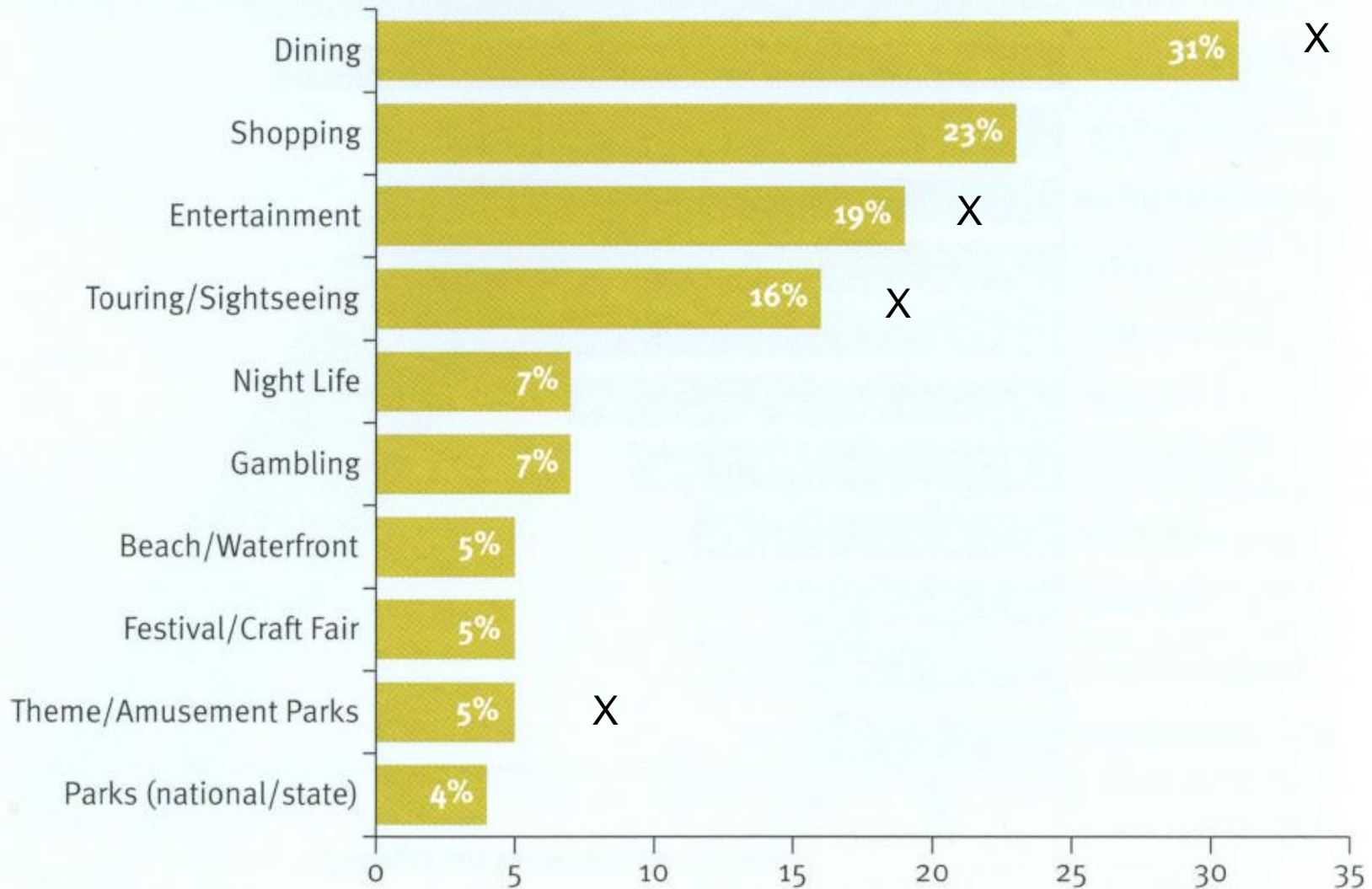
## Consistency

- all groups/stakeholders conscious of one another
- shared successes
- power in numbers

## Positive messages

- to ourselves (quality of place)
- local business (retention/expansion)
- new business (attraction)

**FIGURE F. Top 10 Domestic Activities Participated in by U.S. Resident Travelers (2006)**

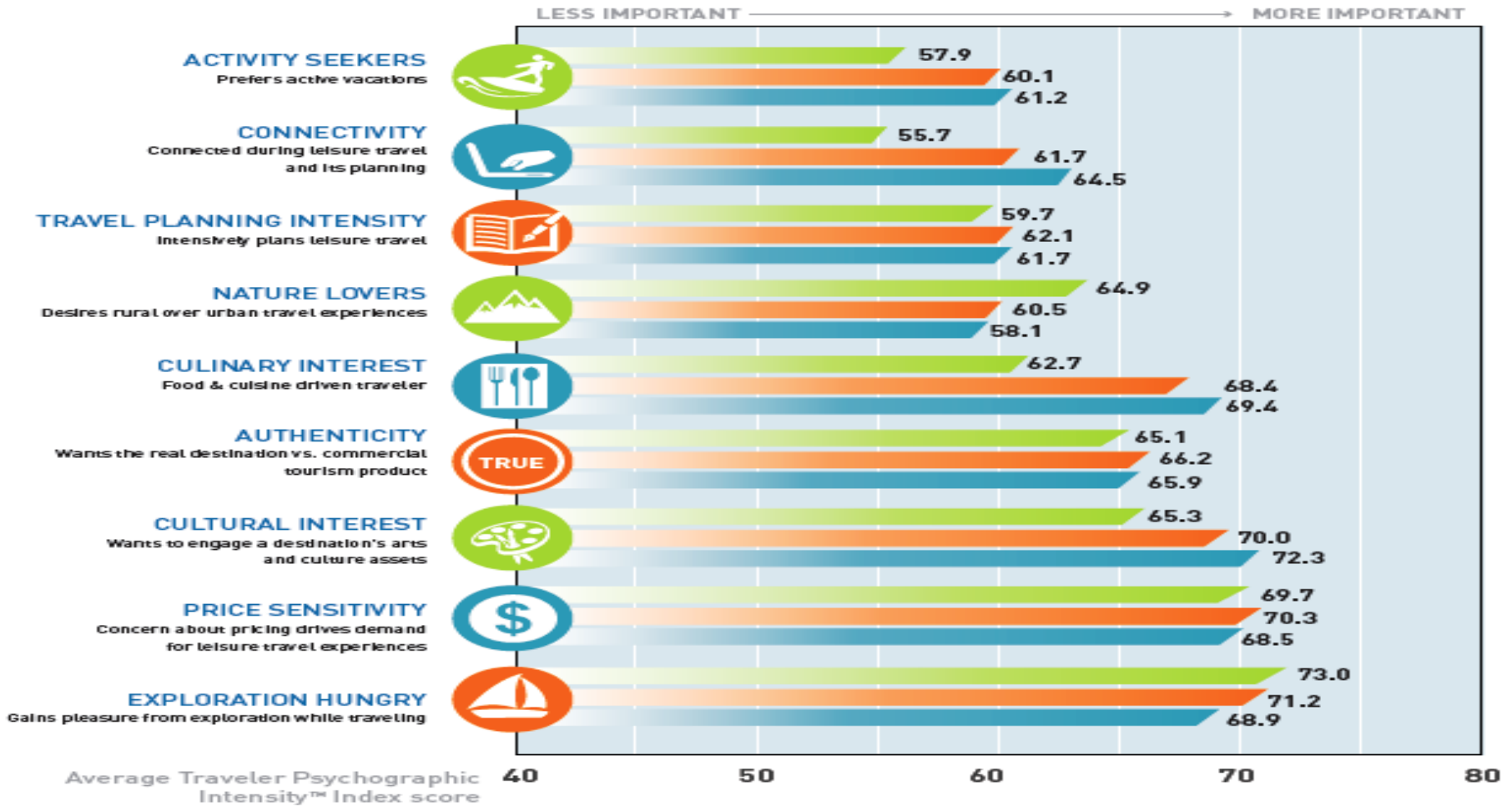
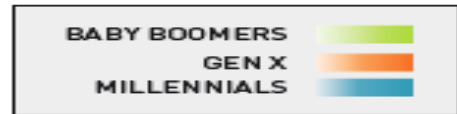


Source: TIA TravelScope®/DIRECTIONS® by DKS&A



# The Generations: Different Travel Styles

Destination Analysts' Traveler Psychographic Intensity™ Indices show that members of the Millennial Generation are active, highly connected travelers with a desire for urban culture and culinary experiences. Baby Boomers are more interested in less active, rural experiences that yield a sense of exploration. GenX sits at the halfway point between the two generations, with one key unique differentiator, slightly higher levels of price sensitivity.



Destination Analysts' proprietary Traveler Psychographic Intensity™ Indices™ uses a series of related seven-point scale questions to measure the strength intensity in a traveler's feelings about aspects of leisure travel. For each psychographic category, every survey respondent is given a score of 0-100—with high scores indicating high levels of intensity or importance.

## LOOKING FORWARD...

According to a recent national survey,<sup>1</sup> leisure travelers already use the Internet extensively to plan how they travel, what they do while traveling, where they stay and eat, and the destinations they will visit.

In the past 12 months, over half of leisure travelers (**53.3%**) say they have selected a specific hotel based on information gathered online.

Similarly, **38.2%** said they had actually selected a destination to visit and **27.4%** had decided how long to stay in a destination based on information found online.

1. Destination Analysts, Bi-Annual Report: State of the American Traveler Study, June 2015

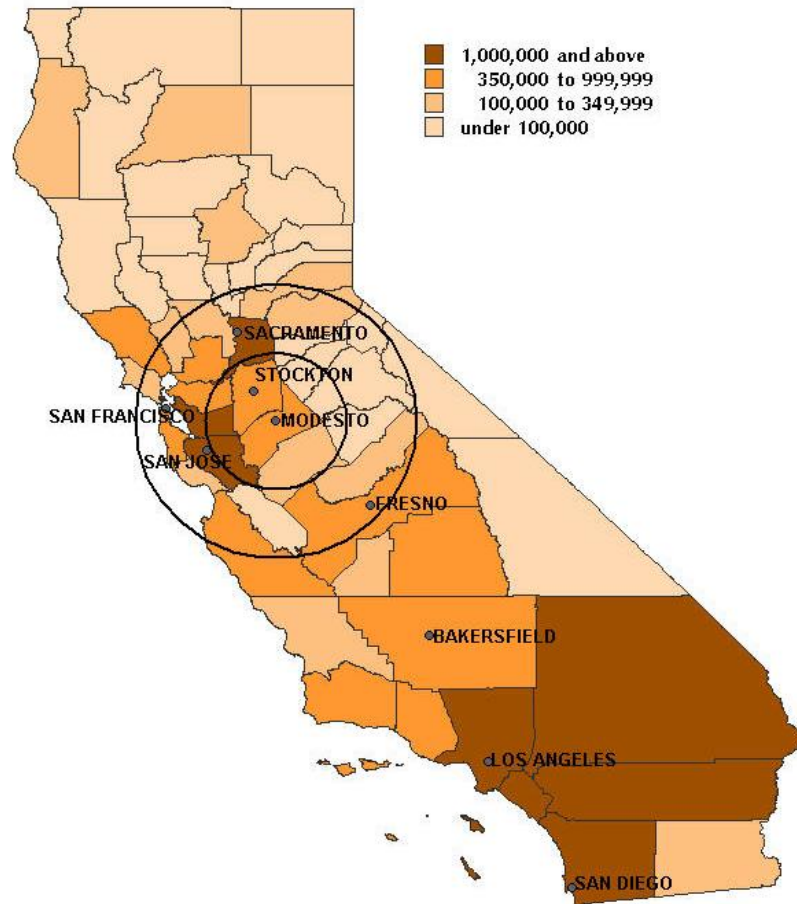
# <sup>1</sup> LIKELY BEHAVIORS THROUGH 2016

- 46.7% of travelers will look for discounts or bargains;
- 14.6% will reduce the number of leisure trips taken;
- 23.7% will visit less expensive destinations
- **13.3% will take at least one “staycation”**
- 23.7% will reduce distance of trips
- 21% will choose less expensive modes of transportation
  - Significant increase in travel by personal auto

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# A REGION OF CONTACTS

Ceres	County Parks
Hughson	Chambers of Commerce
Modesto	Convention & Visitors Bureaus
Newman	Tuolumne River Trust
Oakdale	Great Valley Museum
Patterson	Stanislaus Arts Council
Riverbank	Modesto Downtown Improvement District
Turlock	Stanislaus Workforce Alliance
Waterford	Business Community
Stanislaus County	Tourism Sector - AG Tours
	Farm Bureaus

**Reach out...**



questions