

Tourism Economics

MAKING TRI-CITIES BIGGER, BOLDER, BRIGHTER, BETTER AND MORE COOL!



Lake Berryessa – Napa, California



Tourism Funnel



IMMEDIATE BENEFITS

- Direct spending
- Jobs created
- Labor tax
- Income tax
- Sales tax
- Local business output

**Infuses New Money
Into the Community**

**Raises the
Community Profile**

Lowers Taxes

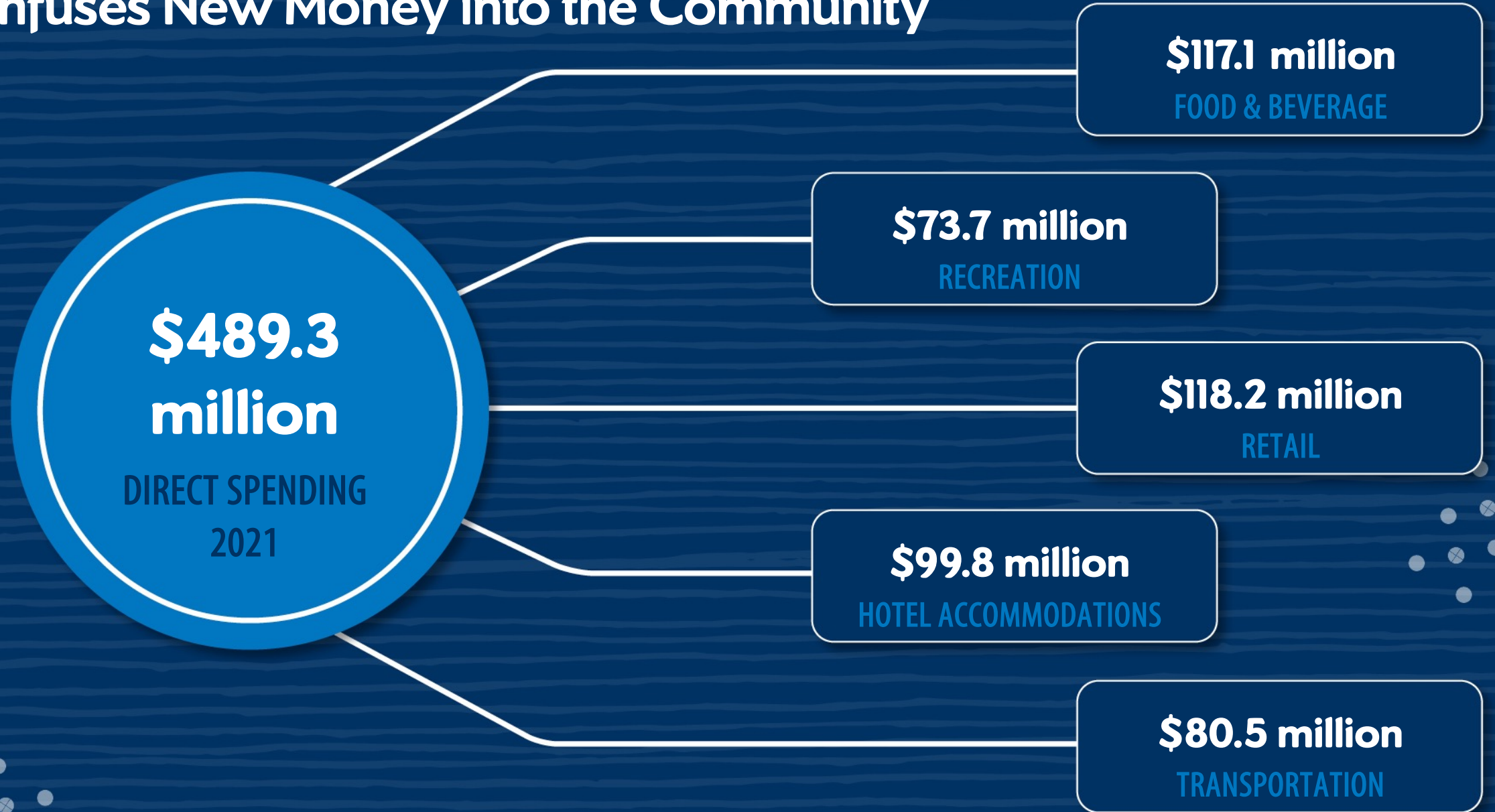
Invites Success

**Six Key
Benefits
of Tourism**

Creates Jobs

**Promotes Long-Term
Investment**

Infuses New Money into the Community



Lowens Taxes

**\$51.2
million**

State & Local Taxes



\$500
per year

Personal Tax Relief

4,730

HOSPITALITY JOBS

Other Jobs

- Construction
- Development
- Planners
- Medical
- Health
- Fitness
- Financial
- Legal
- Tech
- Creative Services
- Transportation
- Entertainment



Raises the Community Profile

- Media Outreach
- Branding
- Wayfinding



Invites Success

Introduces successful people/businesses to the community



Promotes Long-Term Investment

Feasibility Studies

Improved Sporting Facilities & Event Venues

Rivershore Enhancement

National Park Development

Entertainment, Recreation, Dining, Shopping, Transportation

Promotes Long-Term Investment

Tri-Cities is well positioned for strong visitation growth and new opportunities

Hotel occupancy
up **4.5%**
over 2019

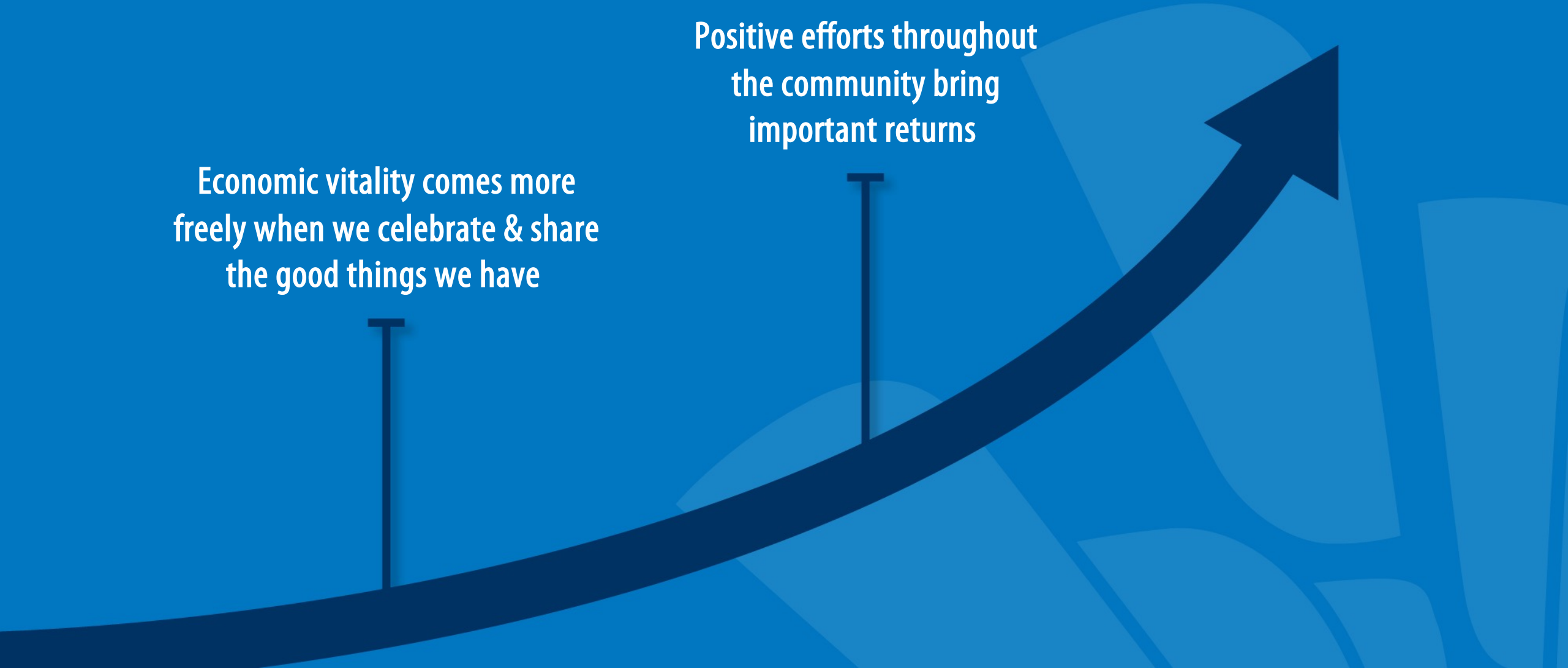
Hotel rates
up **19.9%**
over 2019



Foundation of a Tourism Economy

Economic vitality comes more
freely when we celebrate & share
the good things we have

Positive efforts throughout
the community bring
important returns



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