

## California Tourism

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 Sacramento, CA 95814-2722  
 916/327-3391 FAX 916/322-3402  
<http://www.visitcalifornia.com>

### SOURCES OF TRAVEL AND TOURISM STATISTICS

<u>California Statistics</u>		
<u>Type of Data</u>	<u>Fees</u>	<u>Source</u>
<b>Domestic travel to California Overseas travel to California Travel impacts by county</b>	YES if mailed; may be downloaded at no charge	<b>California Tourism</b> (CalTour) Order on-line. <a href="http://www.visitcalifornia.com">www.visitcalifornia.com</a> , click on "Travel Industry," then click on "Research & Statistics," then on "Order Form." Contact: CalTour at: (916)327-3391. Fax: (916) 322-3402
<b>Air Passenger Volume</b>		
a. San Francisco	NO	San Francisco International Airport <a href="http://www.sfoairport.com/about/stat/as_min_atl.asp">http://www.sfoairport.com/about/stat/as_min_atl.asp</a> (650) 876-2422
b. Oakland	NO	Metropolitan Oakland International Airport Andy Deoga (510) 577-4152
c. Los Angeles & Ontario	NO	Los Angeles World Airports <a href="http://www.lawa.org">www.lawa.org</a>
d. San Diego	NO	San Diego Airport Operations <a href="http://www.san.org/airport/facts_and_fun/traffic_reports.asp">http://www.san.org/airport/facts_and_fun/traffic_reports.asp</a>
Regional California airports with on-line stats: Burbank, Long Beach, Oakland, Orange County, San Jose	NO	
<b>Outdoor Recreation:</b>		
National park visitation	NO	National Park Service - Statistics <a href="http://www.2.nature.nps.gov/mpur/index.cfm">www.2.nature.nps.gov/mpur/index.cfm</a>
State park visitation	NO	California Department of Parks and Recreation <a href="http://www.parks.ca.gov">www.parks.ca.gov</a>
<b>Various studies on recreational visits to US Forests</b>	NO	USDA Forest Service <a href="http://www.fs.fed.us">www.fs.fed.us</a>
<b>Private Theme Parks and Attractions</b>	Maybe	International Association of Amusement Parks and Attractions <a href="http://www.iaapa.com">www.iaapa.com</a>

<b>Hotel occupancy:</b>		
a. Northern or Southern California	Maybe	"Trends" PKF Consulting - San Francisco or Los Angeles office. Order monthly, quarterly or annual reports on-line. Forecasts. <a href="http://www.pkfonline.com">www.pkfonline.com</a>
b. California – by metropolitan areas	YES	Smith Travel Research – order publications on-line <a href="http://www.str-online.com">www.str-online.com</a> (615)824-8664
<b>Transient occupancy tax receipts (by city collecting)</b>	NO	Dean Runyan Associates <a href="http://www.deanrunyan.com">www.deanrunyan.com</a> – click on Travel Data, then California (503)226-2973

<b><u>US TRAVEL STATISTICS</u></b>		
<b><u>Type of Data</u></b>	<b><u>Fees</u></b>	<b><u>Source</u></b>
<b>Trip and traveler characteristics of US resident travel to and through the US.</b>	YES	<u>Directions/Destination/Index</u> D.K. Shifflet & Associates Ltd. (703) 536-0500 FAX (703)539-0580
<b>US travel trends; US travel expenditures, job impacts; State travel budgets, etc.</b>	YES	Travel Industry Association of America <a href="http://www.tia.org">www.tia.org</a> 202/408-8422, FAX 202/408-1255
<b>Air passenger origins</b>	YES	Air Transport Association <a href="http://www.airlines.org">www.airlines.org</a>
<b>Economic impact of group tours</b>	YES	National Tour Association, Sandy Stansfield (800) 682-8886
<b><u>INTERNATIONAL TRAVEL STATISTICS</u></b>		
<b><u>Type of Data</u></b>	<b><u>Fees</u></b>	<b><u>Source</u></b>
<b>Various studies on travel to and from Pacific area destinations (Japan, Thailand, India, etc.)</b>	YES	Pacific Asian Travel Association <a href="http://www.pata.org">www.pata.org</a>
<b>Canadian travel</b>	YES	Statistics Canada <a href="http://www.statcan.com">www.statcan.com</a>
<b>Inbound travel to the U.S. Outbound travel from the U.S. to other countries</b>	NO	International Trade Administration, Office of Travel & Tourism Industries. <a href="http://www.tinet.ita.doc.gov">www.tinet.ita.doc.gov</a>
<b>World travel trends</b>	NO	World Travel and Tourism Council <a href="http://www.wttc.org">www.wttc.org</a> World Tourism Organization (WTO) <a href="http://www.world-tourism.org">www.world-tourism.org</a>

<b><u>OTHER TRAVEL AND TOURISM-RELATED INFORMATION</u></b>		
<b><u>Type of Data</u></b>	<b><u>Fees</u></b>	<b><u>Source</u></b>
Text of presentations on travel/tourism marketing, destination promotion, case studies, impact measurement, program assessment. Quarterly articles on studies of visitor attitudes, trip behavior, travel research methodology. <u>Journal of Travel Research.</u>	YES	Travel and Tourism Research Association <a href="http://www.ttra.com">www.ttra.com</a>