

## 8. Travel & Tourism

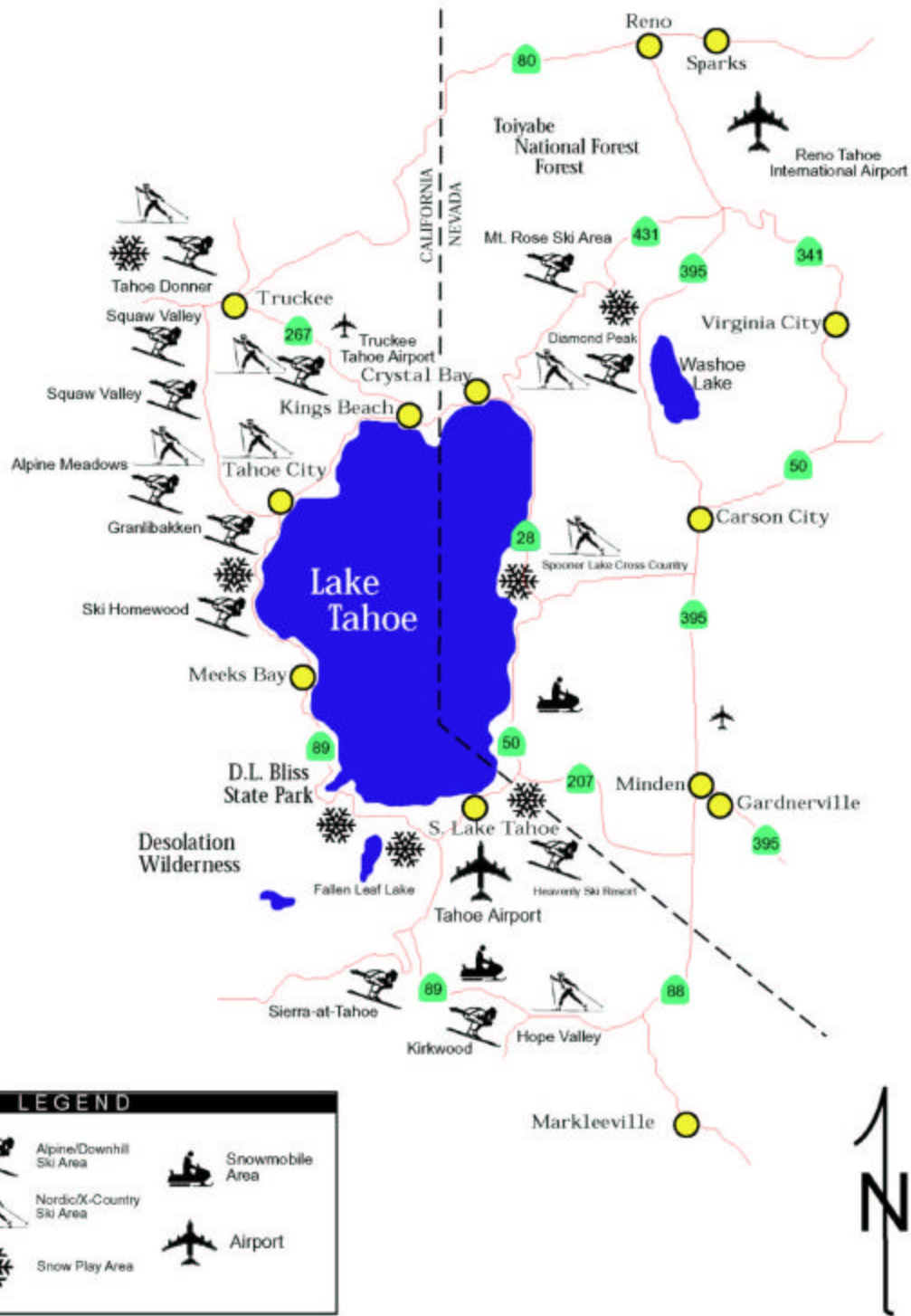
People travel away from home for many reasons, including business, pleasure, and other personal purposes. A tourist is considered to be anyone who spends one or more nights out of town for any reason. Many areas of Northern California rely on tourism for a significant part of the economy. This section also presents information on the means of transportation, and the amount of time spent traveling, to and from work every day.

Tourism in El Dorado County has seen an increase in recent years, due to a number of attractions in the area, including many wilderness areas and camping, hiking, and fishing opportunities. As of 2003, El Dorado County ranked first in travel expenditures among the twenty Northern California counties. Total annual travel expenditures in the county increased 30 percent between 1992 and 2003. In 2003, travel-generated employment increased 6.5 percent in the county, and total tourism earnings increased almost 8 percent. As El Dorado County and its surrounding areas continue to develop and offer more recreational activities, annual travel expenditures will continue to rise.

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# Lake Tahoe Recreation Region



LEGEND	
	Alpine/Downhill Ski Area
	Snowmobile Area
	Nordic/X-Country Ski Area
	Airport
	Snow Play Area

## Travel Expenditures

### Overview

The travel industry is made up of businesses and corporations that provide goods, entertainment, and accommodations to the travelers. Historically, California has attracted many visitors due to its moderate climate and abundance of outdoor activities, as well as distinctive urban areas with plenty of shops, eateries, museums, and clubs. The travel industry has a significant impact on the economy in California; for small towns and cities, it accounts for much of the money spent there. Communities with a strong tourism industry attract travelers who generate income and profits for businesses in the area.

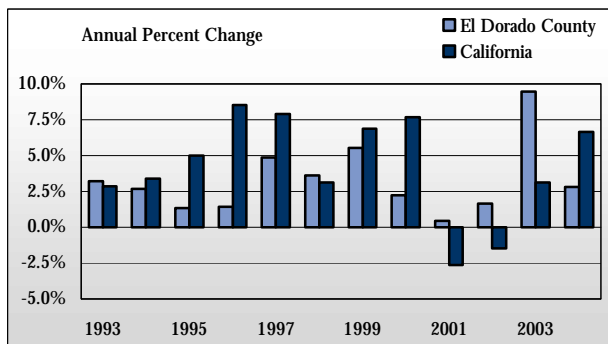
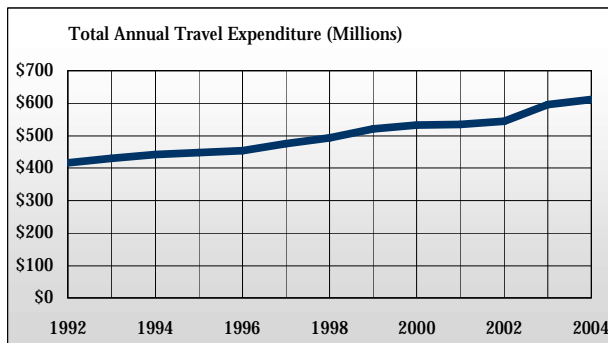
Total Annual Travel Expenditure by County and State (\$ Millions)

Year	Expenditure in El Dorado County	Annual percent change	Expenditure in California	Annual percent change
1992	\$ 417.1	n/a	\$ 50,013.3	n/a
1993	\$ 430.5	3.2%	\$ 51,452.3	2.9%
1994	\$ 442.0	2.7%	\$ 53,196.2	3.4%
1995	\$ 448.0	1.4%	\$ 55,861.9	5.0%
1996	\$ 454.4	1.4%	\$ 60,614.5	8.5%
1997	\$ 476.4	4.8%	\$ 65,397.7	7.9%
1998	\$ 493.6	3.6%	\$ 67,447.4	3.1%
1999	\$ 520.9	5.5%	\$ 72,092.3	6.9%
2000	\$ 532.5	2.2%	\$ 77,617.8	7.7%
2001	\$ 534.9	0.5%	\$ 75,574.5	-2.6%
2002	\$ 543.8	1.7%	\$ 74,460.7	-1.5%
2003	\$ 595.2	9.5%	\$ 76,782.0	3.1%
2004	\$ 611.9	2.8%	\$ 81,876.3	6.6%

Source: California Travel and Tourism Commission, Dean Runyan Associates

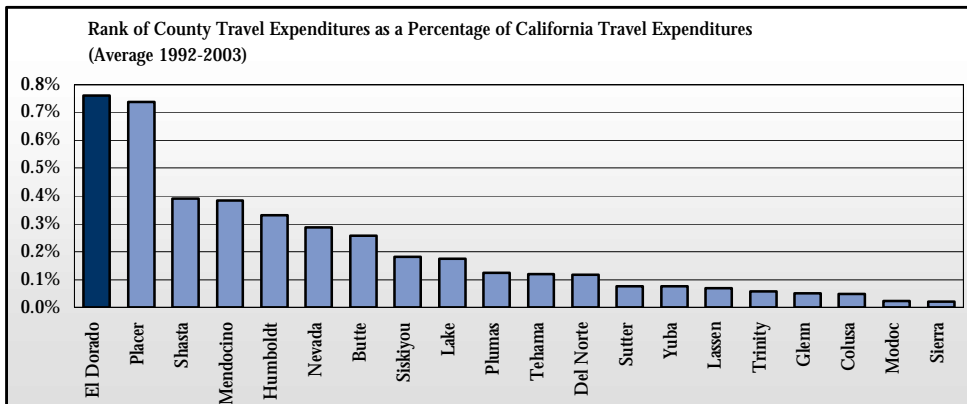
Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. The expenditures shown in the graph are estimated in current dollars and include the following:

- Accommodations refer to spending by travelers on lodging in hotels, motels, camping sites, and rented vacation homes.
- Eating/drinking refers to purchases made by travelers at restaurants and other businesses that serve food and beverages for immediate consumption.
- Retail sales refer to spending by travelers on gifts and souvenirs, or any items other than food and recreation.
- Transportation refers to spending by travelers for travel arrangements to and from their destinations.
- Recreation refers to spending by travelers for amusement and enjoyment, such as admission to tourist attractions.



*El Dorado County*

Over the past few decades, the travel and tourism industry has been responsible for a steady rise in the amount of money spent in California. Total travel expenditures in California in 2003 reached almost \$76.8 billion, a 3 percent increase since the previous year. Travel expenditures in El Dorado County increased by 9.5 percent in the same year, attributing \$595.2 million to the industry. Between 1992 and 2003, El Dorado County was responsible for an annual average of 0.76 percent of all travel expenditures in California. El Dorado County is currently the leader in travel expenditures for Northern California counties, in front of Placer County, which is responsible for an annual average of .73 percent of total travel expenditures in California.

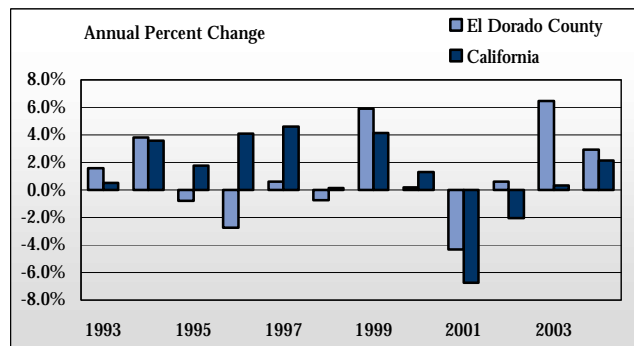
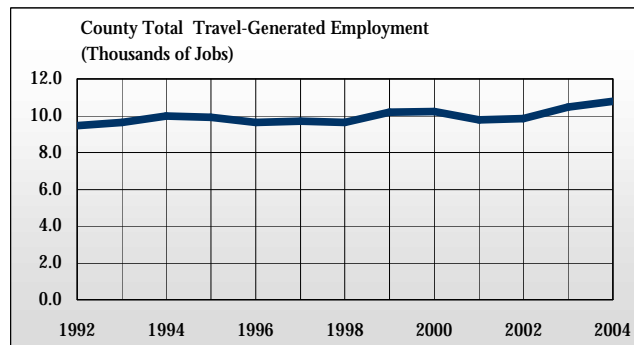


## Travel-Generated Employment

### Overview

Perhaps the most beneficial aspect of the travel and tourism industry is the amount of jobs it can generate for small towns and cities. A county that is reliant on tourism is likely to remain stable in economic downturns and is able to provide a healthy source of jobs for unskilled workers and youth.

Travel-generated employment includes all part-time and full-time positions of wage and salary workers directly related to the accommodations, food services, retail sales, transportation, and recreation of the travel and tourism industry. The most common jobs are held in areas of amusement, recreation, public parks, cultural services, motels, and restaurants. The amount of tourism varies from county to county, depending on the attractions each county offers and whether or not the tourist activities are weather specific. A rise or decline in travel expenditures and employment throughout the year may indicate seasonal activities.



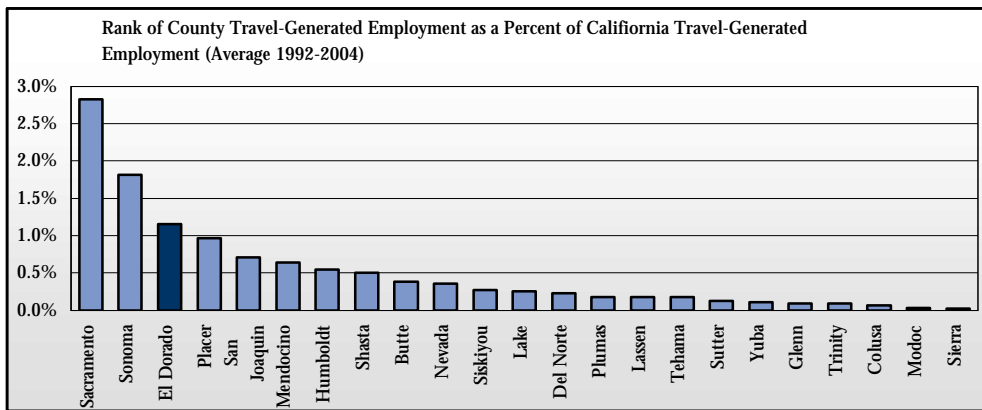
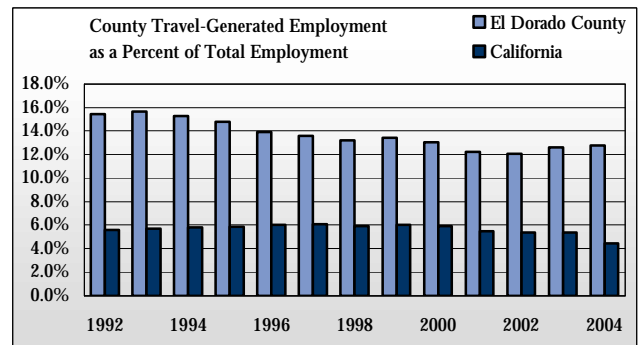
Total Travel-Generated Employment (Thousands of Jobs)

Year	El Dorado County				California			
	Travel-generated employment	Annual percent change	Total employment	Travel-generated employment as a percent of total employment	Travel-generated employment	Annual percent change	Total employment	Travel-generated employment as a percent of total employment
1992	9.48	n/a	61.5	15.4%	779.0	n/a	13,907	5.6%
1993	9.63	1.6%	61.6	15.6%	783.2	0.5%	13,798	5.7%
1994	10.00	3.8%	65.4	15.3%	811.3	3.6%	13,979	5.8%
1995	9.92	-0.8%	67.2	14.8%	825.7	1.8%	14,040	5.9%
1996	9.65	-2.7%	69.3	13.9%	859.6	4.1%	14,261	6.0%
1997	9.71	0.6%	71.5	13.6%	899.2	4.6%	14,792	6.1%
1998	9.64	-0.7%	73.1	13.2%	900.5	0.1%	15,181	5.9%
1999	10.21	5.9%	76.2	13.4%	938.1	4.2%	15,522	6.0%
2000	10.23	0.2%	78.5	13.0%	950.3	1.3%	16,057	5.9%
2001	9.79	-4.3%	80.1	12.2%	886.4	-6.7%	16,249	5.5%
2002	9.85	0.6%	81.5	12.1%	868.1	-2.1%	16,215	5.4%
2003	10.49	6.5%	83.1	12.6%	871.0	0.3%	16,283	5.3%
2004	10.8	3.0%	84.6	12.8%	889.9	2.2%	19,974	4.5%

Source: California Travel and Tourism Commission, Dean Runyan Associates

**El Dorado County**

Travel-generated employment produced 10,490 jobs in El Dorado County in 2003, accounting for 12.6 percent of the total employment in the county. El Dorado County experienced fluctuations in travel-generated employment that were consistent with California; however, travel-generated employment increased 6.5 percent in 2003 in El Dorado County, but only increased 0.3 percent statewide. Between 1992 and 2003, El Dorado County was responsible for an annual average of 1.15 percent of the total travel-generated employment in the state. El Dorado County is the leader of travel-generated employment among the twenty Northern California counties, in front of Placer County, which had an annual average of 0.96 percent of total travel-generated employment.



## Total Annual Tourism Earnings

### Overview

Total annual tourism earnings are all the earnings of employees and business owners over the course of a year that can be attributed to travel expenditures, including wages and salaries, earned benefits, and proprietor income. Other earnings that do not directly relate to travel are excluded.

### El Dorado County

El Dorado County's tourism industry generated \$224.4 million in 2003, which is an almost 8 percent increase since the previous year, and \$72.9 million more than the county generated in 1992. Statewide, tourism earnings increased only 1.8 percent in 2003. Between 1992 and 2003, El Dorado County's tourism earnings made up an annual average of 0.86 percent of all the tourism earnings in California.

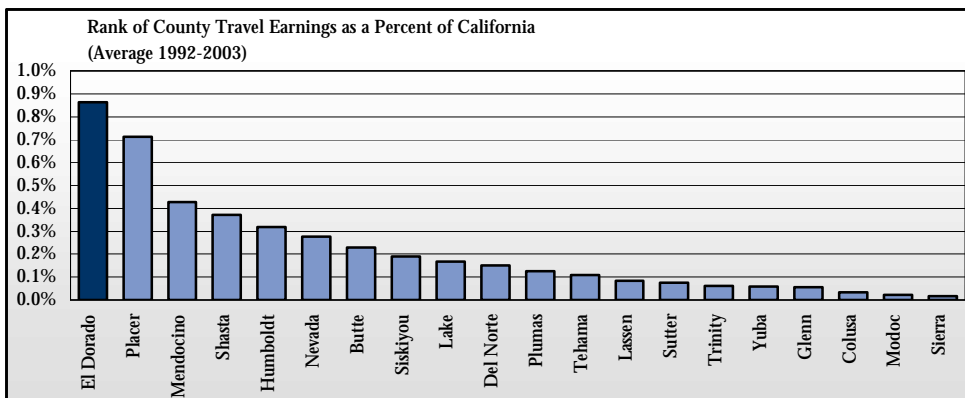
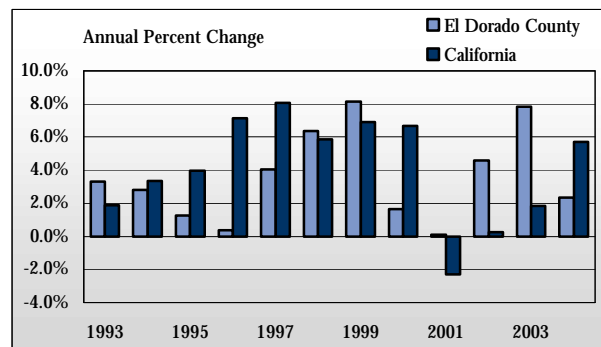
NOTE: Data prior to 1997 was not revised by Dean Runyan and Associates to include NAICS revisions at the time of writing. Therefore, data may not be comparable to

Total Annual Tourism Earnings by County and State (\$ Millions)

Year	Earnings in El Dorado County	Annual percent change	Earnings in California	Annual percent change
1992	\$ 151.5	n/a	\$ 16,434	n/a
1993	\$ 156.5	3.3%	\$ 16,744	1.9%
1994	\$ 160.9	2.8%	\$ 17,306	3.4%
1995	\$ 162.9	1.2%	\$ 17,997	4.0%
1996	\$ 163.5	0.4%	\$ 19,281	7.1%
1997	\$ 170.1	4.0%	\$ 20,833	8.0%
1998	\$ 180.9	6.3%	\$ 22,051	5.8%
1999	\$ 195.6	8.1%	\$ 23,571	6.9%
2000	\$ 198.8	1.6%	\$ 25,146	6.7%
2001	\$ 199.0	0.1%	\$ 24,574	-2.3%
2002	\$ 208.1	4.6%	\$ 24,635	0.3%
2003	\$ 224.4	7.8%	\$ 25,091	1.8%
2004	\$ 229.6	2.3%	\$ 26,520	5.7%

Source: California Travel and Tourism Commission, Dean Runyan Associates

previous years. Please contact the CED for any available updates in the near future.



## Tax Revenues Generated by Travel Expenditures

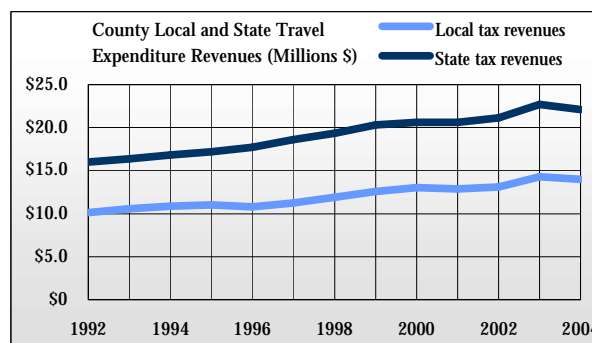
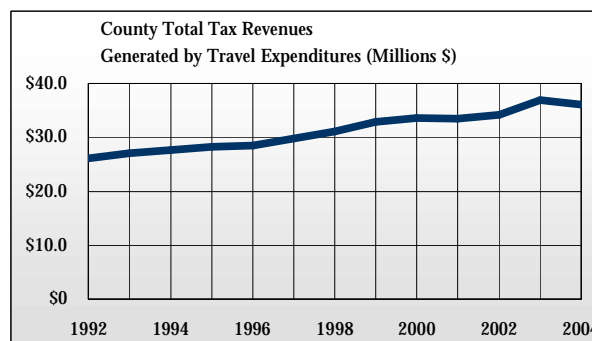
### Overview

Tax revenue is the amount of money received from taxes and collected by a government on its own behalf. There are two types of taxes generated from the travel and tourism industry. For the purposes of this section, these taxes are defined as follows:

- Local taxes can be defined as all tax receipts collected by counties and municipalities from travel-related purchases. Local sales tax is generally the largest component of all local taxes.
- State taxes are tax receipts that can be defined as all state sales taxes resulting from travel expenditures and business taxes incurred by the travel industry.

### El Dorado County

Tourism revenues in El Dorado County have been steadily increasing over the last decade. In 1992, El Dorado County generated over \$26 million in tax revenues, including both local and state taxes. By 2003, total tax revenues in El Dorado County increased to almost \$37 million, a 29 percent increase since 1992. This was behind the state of California, which saw a 39 percent increase. During the same period, El Dorado County's travel-generated local tax revenue increased almost 29 percent, while state tax revenues in the county increased 30 percent. Many attractions in the county offer untaxed goods and services, so the numbers may not reflect the total tourism activity in the county.

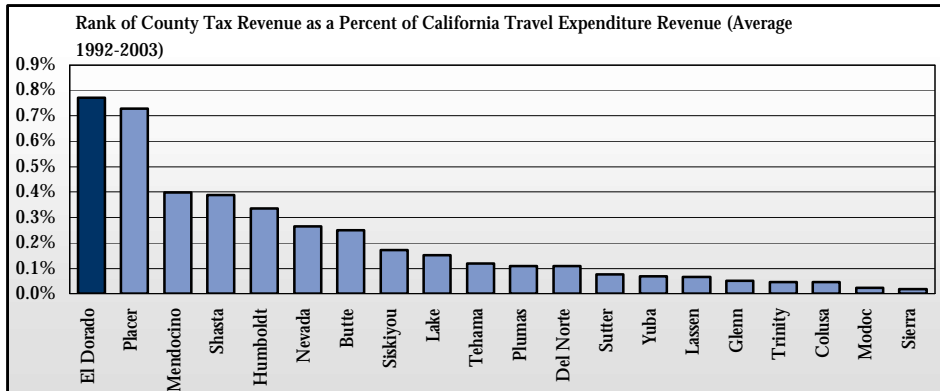
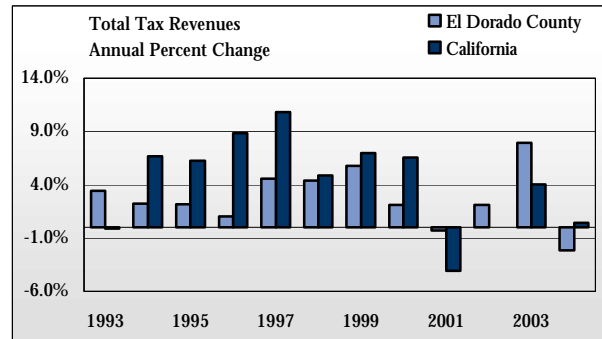


Tax Revenues Generated by Travel Expenditures, County and State (Millions \$)

Year	El Dorado County				California			
	Local tax revenues	State tax revenues	Total tax revenues	Annual percent change	Local tax revenues	State tax revenues	Total tax revenues	Annual percent change
1992	\$ 10.10	\$ 16.00	\$ 26.10	n/a	\$ 1,003.20	\$ 2,000.00	\$ 3,003.20	n/a
1993	\$ 10.60	\$ 16.40	\$ 27.00	3.4%	\$ 1,000.00	\$ 2,000.00	\$ 3,000.00	-0.1%
1994	\$ 10.90	\$ 16.80	\$ 27.60	2.2%	\$ 1,100.00	\$ 2,100.00	\$ 3,200.00	6.7%
1995	\$ 11.00	\$ 17.20	\$ 28.20	2.2%	\$ 1,200.00	\$ 2,200.00	\$ 3,400.00	6.3%
1996	\$ 10.80	\$ 17.70	\$ 28.50	1.1%	\$ 1,300.00	\$ 2,400.00	\$ 3,700.00	8.8%
1997	\$ 11.20	\$ 18.60	\$ 29.80	4.6%	\$ 1,500.00	\$ 2,600.00	\$ 4,100.00	10.8%
1998	\$ 11.90	\$ 19.30	\$ 31.10	4.4%	\$ 1,600.00	\$ 2,700.00	\$ 4,300.00	4.9%
1999	\$ 12.60	\$ 20.30	\$ 32.90	5.8%	\$ 1,700.00	\$ 2,900.00	\$ 4,600.00	7.0%
2000	\$ 13.00	\$ 20.60	\$ 33.60	2.1%	\$ 1,800.00	\$ 3,100.00	\$ 4,900.00	6.5%
2001	\$ 12.90	\$ 20.60	\$ 33.50	-0.3%	\$ 1,700.00	\$ 3,000.00	\$ 4,700.00	-4.1%
2002	\$ 13.10	\$ 21.10	\$ 34.20	2.1%	\$ 1,700.00	\$ 3,000.00	\$ 4,700.00	0.0%
2003	\$ 14.30	\$ 22.70	\$ 36.90	7.9%	\$ 1,783.90	\$ 3,105.00	\$ 4,888.90	4.0%
2004	\$ 14.00	\$ 22.10	\$ 36.10	-2.2%	\$ 1,771.30	\$ 3,138.70	\$ 4,910.00	0.4%

Source: California Travel and Tourism Commission, Dean Runyan Associates





## Travel Time to Work

### Overview

As the United States economy heads toward a broader global market, the dynamics of transportation to and from work change as well. Commuting has become a way of life. People spend countless hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, or at home and in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the amount of people working from their homes or nearby offices, while the expansion of large businesses in metropolitan areas attracts employees from rural areas. Commuting has had a tremendous effect on local economies, increasing the need for public transportation. Within California, gasoline consumption increased during the third quarter of 2004 to reach 4.1 billion gallons, .2 percent more than the third quarter of 2003. The average price per gallon of gasoline rose to \$1.971, a 12.4 percent jump. Service stations' taxable sales grew 13.7 percent with the higher gasoline prices, to \$8.4 billion.

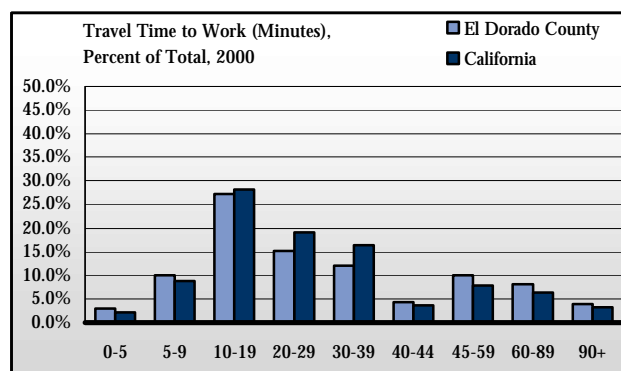
### El Dorado County

For many residents in El Dorado County, commuting to work is a ten to nineteen minute drive in a personal car, truck, or van. As of 2000, 19,619 residents in El Dorado County, which is 27.2 percent of total employed residents, commuted to their place of employment in a ten to nineteen minute drive, while 15.3 percent faced a commute of twenty to twenty-nine minutes. These were also the two most common commute times statewide. A significant number of El Dorado County residents had much easier commutes, with 9,407 people reporting a commute time of less than ten minutes. This number, which is 13.1 percent of all employed El Dorado County residents, is higher than the 11 percent of workers with similar commutes throughout California.

County Travel Time to Work

Minutes to work	1990		2000	
	Number	Percent	Number	Percent
Did not work at home	55,290	96.1%	67,904	94.2%
Less than 5 minutes	2,398	4.2%	2,139	3.0%
5 to 9 minutes	7,161	12.4%	7,268	10.1%
10 to 19 minutes	18,158	31.6%	19,619	27.2%
20 to 29 minutes	8,391	14.6%	11,004	15.3%
30 to 39 minutes	6,956	12.1%	8,783	12.2%
40 to 44 minutes	2,326	4.0%	3,108	4.3%
45 to 59 minutes	5,193	9.0%	7,258	10.1%
60 to 89 minutes	3,533	6.1%	5,894	8.2%
90 or more minutes	1,174	2.0%	2,831	3.9%
Worked at home	2,257	3.9%	4,215	5.8%
Total	57,547	100.0%	72,119	100.0%

Source: U.S. Department of Commerce, Bureau of the Census



*What can we do to minimize the traffic, the threat that vehicles pose to our environment, and/or the wasted hours spent in bumper to bumper traffic? Visit <http://www.sacog.org/rideshare/about.htm> for more information on Transportation Demand Management and Transportation Management Associations.*

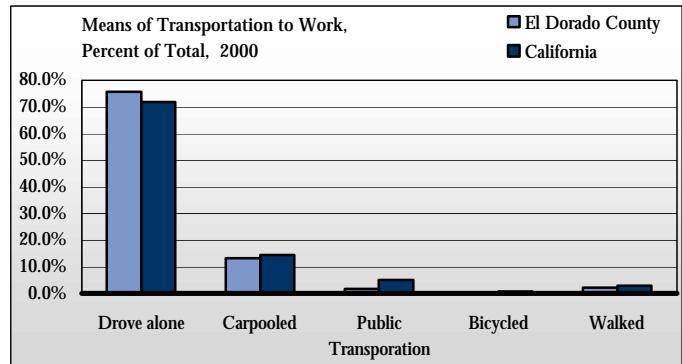
## Means of Transportation

### Overview

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county. Commuting patterns can also help determine when residents in a county will need to use public transportation as well as what types of public transportation will be needed, such as buses, trains, trams, carpooling, automobile services, road maintenance, walking paths, and bike lanes.

### El Dorado County

As of 2000, the vast majority of El Dorado County workers, 89.1 percent, got to work via car, truck, or van. Of those residents, 85.1 percent drove alone, compared to 83.2 percent throughout California in 2000. In the county, 14.9 percent of that group carpoled in the same year.



In 2000, 3.1 percent of El Dorado County's employed residents used non-motorized means to get to work: .3 percent rode a bicycle, 2.2 percent walked, and .6 percent got to work using some other mode of transportation. Only 1.8 percent of the total number of employed residents in El Dorado County used public transportation of some kind.

### Means of Transportation to Work

Means of Transportation	1990		2000	
	Number	Percent	Number	Percent
Car, truck, or van:	51,610	89.7%	64,255	89.1%
Drove alone	43,213	75.1%	54,656	75.8%
Carpooled	8,397	14.6%	9,599	13.3%
Public transportation:	920	1.6%	1,294	1.8%
Bus or trolley bus	801	1.4%	1,147	1.6%
Streetcar or trolley car	8	0.0%	13	0.0%
Subway or elevated	23	0.0%	24	0.0%
Railroad	8	0.0%	5	0.0%
Ferryboat	0	0.0%	8	0.0%
Taxicab	80	0.1%	97	0.1%
Motorcycle	132	0.2%	123	0.2%
Bicycle	213	0.4%	244	0.3%
Walked	1,947	3.4%	1,570	2.2%
Other means	468	0.8%	418	0.6%
Worked at home	2,257	3.9%	4,215	5.8%
Total	57,547	100.0%	72,119	100.0%

Source: U.S. Department of Commerce, Bureau of the Census

Calculate your commuting costs! To find out the amount of money you spend monthly on commuting, or how you could save using public transportation visit <http://www.commuterpage.com/Userweb/CostCommuting/CostCommuting.htm>

## Vehicle Registration

### Overview

Registration is an annual fee based on vehicle type and required for all vehicles intended for use on the highway or in town. A biennial smog check is required for all vehicles made in the last thirty years. Models made before that time are exempt.

Registration also includes a Vehicle License Fee (VLF). This fee was established in lieu of a vehicle property tax. It is based according to the purchase price or value of the vehicle. The majority of these fees go directly back to the communities from which they came. The varying priorities of each county determine which projects these fees will fund.

The California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV) use vehicle registration fees to offset costs for road safety, maintenance, and repairs. Registration fees also benefit local projects, such as fingerprint identification for children in the community, the disposal of abandoned vehicles, Service Authority for Freeway Emergencies (SAFE), auto theft deterrence/DUI educational prevention tactics, and air quality monitoring and management programs. The number of vehicles registered in a county reflects the amount of funding the state and local offices can use for such activities.

Within California, new car dealers reported taxable sales of \$16 billion, a 1.6 percent decrease from the third

quarter of 2003. However, new vehicle registrations increased during the quarter. The Department of Motor Vehicles reported 564,404 new vehicle registrations for the same period, a 12.9 percent increase. New automobile registration increased 12 percent to 448,538, while new truck registration increased 16.5 percent to 115,866.

### El Dorado County

The number of total vehicle registrations has increased steadily over the last several years, and reached a total of 216,637 in El Dorado County in 2004. Of these, 119,460 were automobiles, 49,593 were trucks, 41,050

Estimated Fee Paid Vehicle Registrations

Year	Autos	Trucks	Trailers	Motorcycles	Total
1990	81,941	37,154	16,496	3,841	139,432
1991	85,323	38,460	20,404	4,253	148,440
1992	83,601	36,674	20,357	4,126	144,758
1993	84,125	36,415	21,678	4,081	146,299
1994	85,135	36,672	20,981	4,071	146,859
1995	87,403	37,181	22,684	4,161	151,069
1996	88,725	37,956	23,207	4,184	154,072
1997	85,369	35,885	23,571	3,296	148,121
1998	93,259	38,606	23,959	3,421	159,235
1999	95,962	39,977	26,161	3,674	165,774
2000	100,916	41,915	30,473	4,161	177,465
2001	105,836	43,438	34,403	4,736	188,413
2002	110,817	46,075	33,075	5,126	195,093
2003	110,652	46,069	35,320	5,667	197,708
2004	119,460	49,593	41,050	6,534	216,637

Source: California Department of Motor Vehicles

were trailers, and 6,534 were motorcycles. These numbers are expected to continue rising as more people obtain their driver's licenses and begin driving in El Dorado County. Because registration fees in certain cases can cost up to \$100, vehicle registration and vehicle licensing fees are a significant source of income for the county.

