

## 8. Travel & Tourism

People travel away from home for many reasons, including business, pleasure, and other personal reasons. A traveler is considered to be anyone who spends time in a community other than that in which they reside, whether it is a day trip or an overnight stay. Many areas of Northern California rely on visitor spending as a significant part of the economy. This section presents data on travel to El Dorado County including that resulting from tourism and daily commutes. Estimates of the economic impacts of tourism travel are also presented in this section, including sales, income, and employment.

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 2007, El Dorado County ranked first in travel expenditures among twenty-two other Northern California counties. Total annual travel expenditures in the county increased 26 percent between 1997 and 2007. In 2007, travel-generated employment decreased nearly 12 percent in the county, and total tourism earnings decreased 3 percent. As El Dorado County and its surrounding areas continue to develop and offer more recreational activities, annual travel expenditures are expected to begin to rise again.

### In this section:

Travel Expenditures . . . . .	76
Travel-Generated Employment . . . . .	78
Total Annual Tourism Earnings . . . . .	80
Tax Revenues Generated by Travel Expenditures . . .	82
Travel Time to Work . . . . .	84
Means of Transportation to Work . . . . .	86
Vehicle Registration . . . . .	87

## Travel Expenditures

### Overview

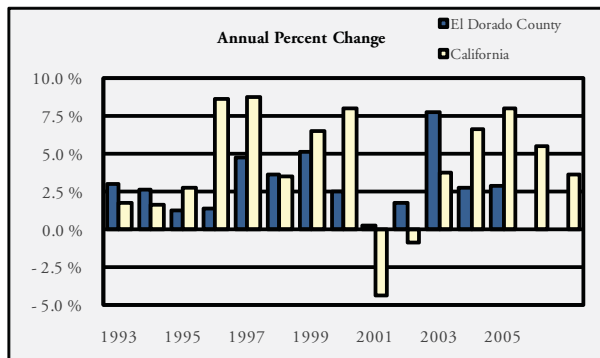
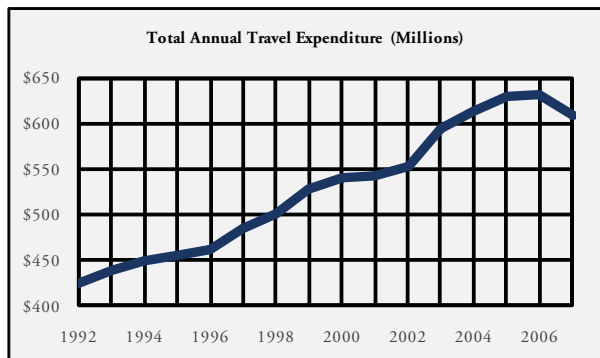
Every year, the California Travel and Tourism Commission hires Dean Runyan Associates on contract to estimate the impacts of travel spending by county in California. Dean Runyan specializes in economic and market research related to travel, tourism, and recreation. They are on contract with ten U.S. states to produce travel spending estimates.

Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. Travelers include those making day trips, staying overnight, and people just passing through (buying gasoline, etc.). The travel can be for any reason, including but not limited to recreation, business, personal, and family visits. The expenditures shown in the graph are estimated in current dollars and include the following:

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	\$ 425.0	n/a	\$ 52,118	n/a
1993	\$ 438.1	3.1 %	\$ 53,066	1.8 %
1994	\$ 449.8	2.7 %	\$ 53,958	1.7 %
1995	\$ 455.7	1.3 %	\$ 55,433	2.7 %
1996	\$ 462.1	1.4 %	\$ 60,201	8.6 %
1997	\$ 484.4	4.8 %	\$ 65,478	8.8 %
1998	\$ 502.1	3.7 %	\$ 67,776	3.5 %
1999	\$ 528.1	5.2 %	\$ 72,193	6.5 %
2000	\$ 541.2	2.5 %	\$ 78,001	8.0 %
2001	\$ 542.5	0.2 %	\$ 74,654	- 4.3 %
2002	\$ 552.2	1.8 %	\$ 74,000	- 0.9 %
2003	\$ 595.2	7.8 %	\$ 76,819	3.8 %
2004	\$ 611.9	2.8 %	\$ 81,929	6.7 %
2005	\$ 629.4	2.9 %	\$ 88,514	8.0 %
2006	\$ 631.0	0.3 %	\$ 93,420	5.5 %
2007	\$ 608.5	- 3.6 %	\$ 96,834	3.7 %

Source: California Travel and Tourism Commission, Dean Runyan Associates



**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 consumption on the premises.

**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.

The travel industry is made up of businesses and

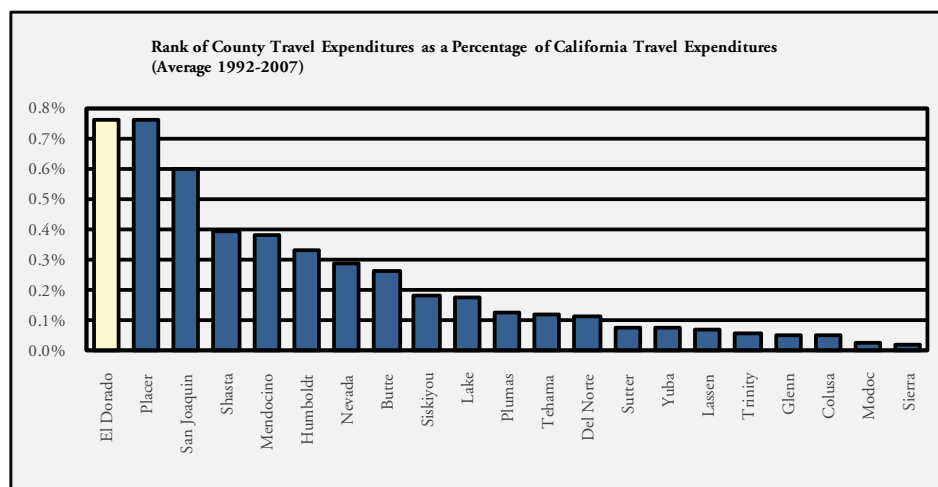
corporations that provide goods, entertainment, and accommodations to travelers. Historically, California has attracted many visitors due to its moderate climate and abundance of outdoor activities, as well as distinctive urban areas with plenty of shops, eateries, museums, and clubs. The travel industry 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 area businesses.

Travel expenditures is the base indicator for evaluating the impacts of travel and tourism in El Dorado County. It is an estimate from which the following three important indicators are calculated.

#### *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 2007 reached over \$96.8 billion, a 4 percent increase from the previous year. Travel expenditures in El Dorado County decreased by 4 percent in the same year, contributing \$608.5 million to the industry.

Between 1993 and 2007, El Dorado County was responsible for an annual average of 0.76 percent of all travel expenditures in California. El Dorado County is currently ranked third in travel expenditures among twenty-three other Northern California counties, behind Sacramento County and Sonoma County.

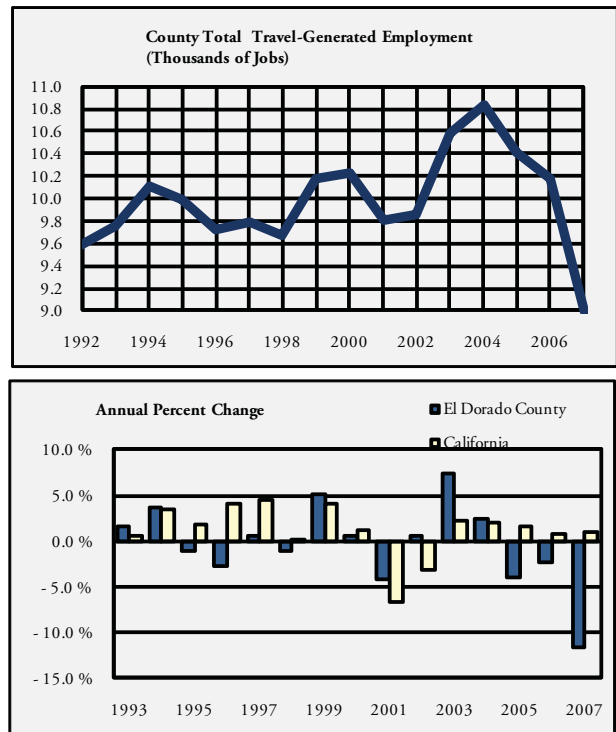


## Travel-Generated Employment

### Overview

Employment in this section is an estimate of the number of jobs generated in the county from travel spending shown in the previous indicator. These jobs are comparable in definition to those shown in the Job Growth by Industry Sector indicator in section six, although they represent jobs in nearly all industries evaluated by the U.S. Department of Commerce.

Travel-generated employment is the impact of travel spending on jobs and job growth in the county. It is a measure of the benefit to workers. Travel and tourism can play a vital role in the economy and economic growth of small towns, particularly those in Northern California dependent on visitors to wine country. It is a source of jobs for many otherwise lesser-skilled or -educated workers in the county.



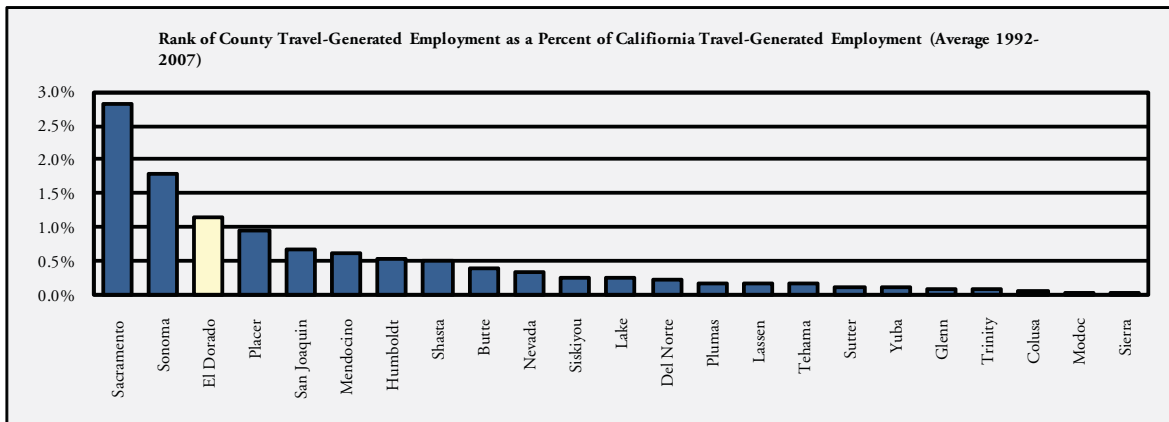
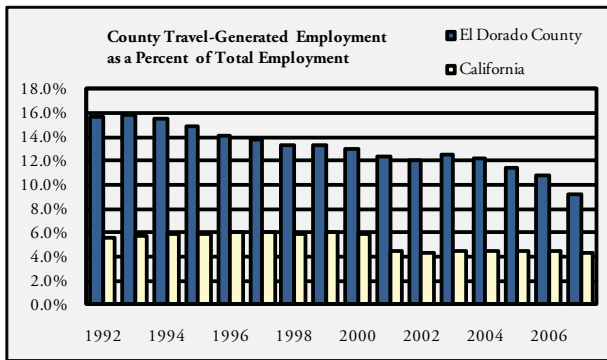
Total Travel-Generated Employment (Thousands of Jobs)

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	9.6	n/a	61.5	15.6%	779.0	n/a	13,874.2	5.6%
1993	9.8	1.7%	61.6	15.8%	783.2	0.5%	13,808.3	5.7%
1994	10.1	3.7%	65.4	15.5%	811.3	3.6%	13,953.9	5.8%
1995	10.0	-1.1%	67.2	14.9%	825.7	1.8%	14,062.4	5.9%
1996	9.7	-2.7%	69.3	14.0%	859.6	4.1%	14,303.5	6.0%
1997	9.8	0.6%	71.5	13.7%	899.2	4.6%	14,780.8	6.1%
1998	9.7	-1.1%	73.1	13.2%	900.5	0.1%	15,203.7	5.9%
1999	10.2	5.2%	76.2	13.4%	938.1	4.2%	15,566.9	6.0%
2000	10.2	0.5%	78.5	13.0%	950.3	1.3%	16,034.1	5.9%
2001	9.8	-4.2%	79.3	12.4%	886.4	-6.7%	19,715.9	4.5%
2002	9.9	0.5%	81.8	12.0%	858.6	-3.1%	19,660.4	4.4%
2003	10.6	7.4%	84.2	12.6%	878.4	2.3%	19,781.0	4.4%
2004	10.8	2.4%	88.3	12.3%	895.8	2.0%	19,796.6	4.5%
2005	10.4	-3.9%	91.1	11.4%	910.4	1.6%	20,181.3	4.5%
2006	10.2	-2.3%	94.9	10.7%	918.3	0.9%	20,762.4	4.4%
2007	9.0	-11.6%	97.9	9.2%	927.9	1.0%	21,245.5	4.4%

Source: California Travel and Tourism Commission, Dean Runyan Associates

*El Dorado County*

Travel-generated employment produced 9,000 jobs in El Dorado County in 2007, accounting for 9 percent of the total employment in the county. Between 2002 and 2004, El Dorado County experienced increases in travel-generated employment, but over the last three years employment has decreased. Between 1997 and 2007, El Dorado County was responsible for an annual average of 1.11 percent of the total travel-generated employment in the state.



## Total Annual Tourism Earnings

### Overview

Earnings listed in this indicator are an estimate of the amount of personal income generated from the jobs shown in the previous indicator. These earnings are comparable in definition to those shown in the Earnings by Industry indicator in section six. As with employment, earnings in this indicator represent those in nearly all industries evaluated by the U.S. Department of Commerce.

Tourism earnings measure the personal financial benefit of travel and tourism in Eldorado County. If earnings are increasing faster than the number of jobs, then travel and tourism jobs are generating higher wages or the work season (if employment is seasonal) is expanding.

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.

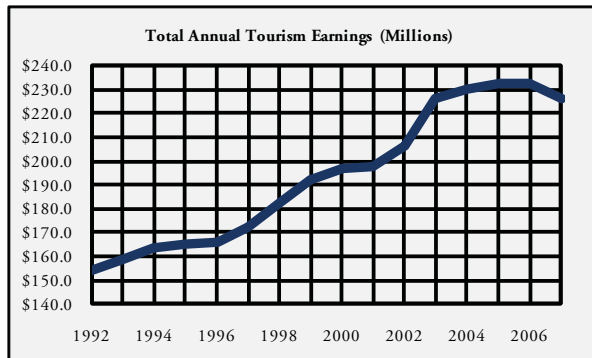
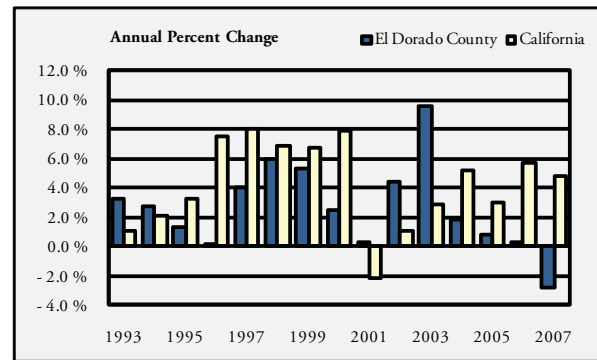
### El Dorado County

El Dorado County's tourism industry generated \$226.2 million in 2007, which is a 3 percent decrease from the previous year, and \$53.7 million more than the county generated in 1997. Statewide, tourism earnings increased nearly 5 percent in 2007. Between 1992 and

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

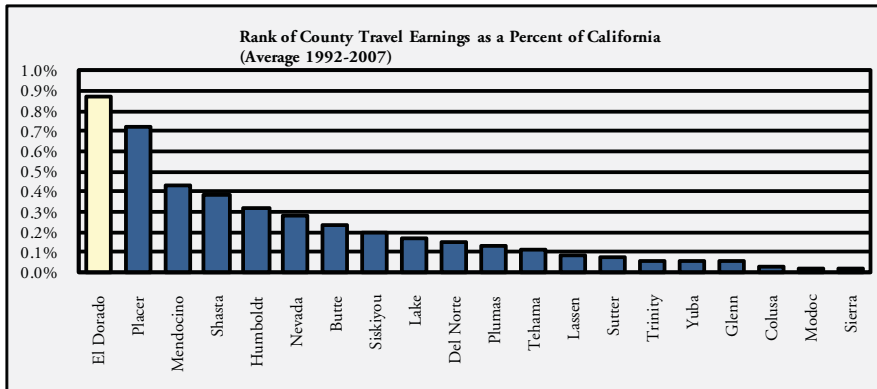
Year	Earnings in El Dorado County	Annual percent change	Earnings in California	Annual percent change
1992	\$ 154.2	n/a	\$ 16,358	n/a
1993	\$ 159.1	3.2 %	\$ 16,526	1.0 %
1994	\$ 163.4	2.7 %	\$ 16,867	2.1 %
1995	\$ 165.4	1.3 %	\$ 17,408	3.2 %
1996	\$ 165.8	0.2 %	\$ 18,715	7.5 %
1997	\$ 172.5	4.0 %	\$ 20,214	8.0 %
1998	\$ 182.7	5.9 %	\$ 21,593	6.8 %
1999	\$ 192.4	5.3 %	\$ 23,052	6.8 %
2000	\$ 197.2	2.5 %	\$ 24,867	7.9 %
2001	\$ 197.8	0.3 %	\$ 24,337	- 2.1 %
2002	\$ 206.4	4.4 %	\$ 24,595	1.1 %
2003	\$ 226.1	9.5 %	\$ 25,293	2.8 %
2004	\$ 230.3	1.9 %	\$ 26,595	5.1 %
2005	\$ 232.1	0.8 %	\$ 27,408	3.1 %
2006	\$ 232.7	0.3 %	\$ 28,968	5.7 %
2007	\$ 226.2	- 2.8 %	\$ 30,355	4.8 %

Source: California Travel and Tourism Commission, Dean Runyan Associates



2007, El Dorado County's tourism earnings made up an annual average of 0.87 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 previous years. Please contact the CED for any available updates in the near future.



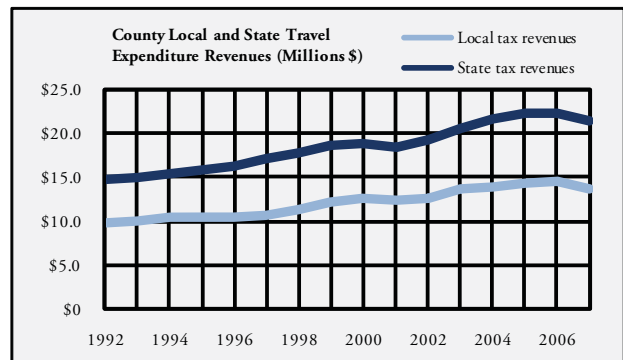
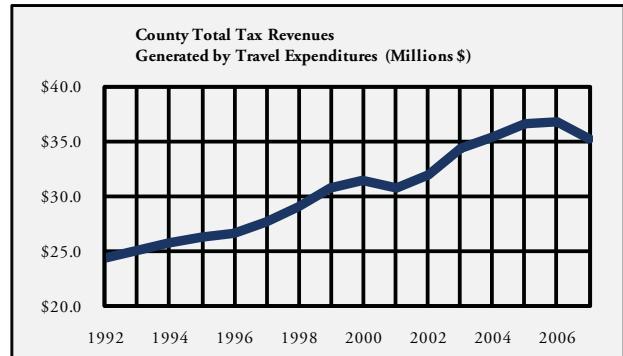
## Tax Revenues Generated by Travel Expenditures

### Overview

The tax revenue indicator is an estimate of revenue generated for local government from travel expenditures estimated earlier in this section. The revenue can be in the form of taxes, fees for service, fines, or any other source. The totals are not limited to general revenue, which can be spent at the discretion of the local governmental jurisdiction, but also include functional revenue that must be spent for a specific purpose.

Local sales taxes and transient occupancy taxes are typically the largest components of tax revenues generated by travel expenditures. This represents a portion of the revenues generated by sales of taxable items shown in section six.

Tax revenues generated by travel expenditures are a measure of the fiscal benefit to local governments in El Dorado County that is derived from travel and tourism.



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

Year	El Dorado County				California			Annual percent change
	Local tax revenues	State tax revenues	Total tax revenues	Annual percent change	Local tax revenues	State tax revenues	Total tax revenues	
1992	\$ 9.70	\$ 14.68	\$ 24.37	n/a	\$ 946	\$ 1,919	\$ 2,865	n/a
1993	\$ 10.11	\$ 15.06	\$ 25.17	3.3 %	\$ 980	\$ 1,951	\$ 2,931	2.3 %
1994	\$ 10.43	\$ 15.38	\$ 25.81	2.5 %	\$ 1,039	\$ 2,000	\$ 3,039	3.7 %
1995	\$ 10.52	\$ 15.83	\$ 26.35	2.1 %	\$ 1,118	\$ 2,124	\$ 3,242	6.7 %
1996	\$ 10.35	\$ 16.23	\$ 26.59	0.9 %	\$ 1,242	\$ 2,295	\$ 3,537	9.1 %
1997	\$ 10.69	\$ 17.04	\$ 27.74	4.3 %	\$ 1,379	\$ 2,486	\$ 3,865	9.3 %
1998	\$ 11.33	\$ 17.74	\$ 29.07	4.8 %	\$ 1,471	\$ 2,604	\$ 4,075	5.4 %
1999	\$ 12.14	\$ 18.56	\$ 30.70	5.6 %	\$ 1,588	\$ 2,759	\$ 4,348	6.7 %
2000	\$ 12.56	\$ 18.91	\$ 31.47	2.5 %	\$ 1,736	\$ 2,939	\$ 4,676	7.5 %
2001	\$ 12.41	\$ 18.37	\$ 30.78	- 2.2 %	\$ 1,647	\$ 2,752	\$ 4,399	- 5.9 %
2002	\$ 12.65	\$ 19.23	\$ 31.88	3.6 %	\$ 1,605	\$ 2,829	\$ 4,434	0.8 %
2003	\$ 13.74	\$ 20.63	\$ 34.36	7.8 %	\$ 1,681	\$ 2,946	\$ 4,627	4.4 %
2004	\$ 13.80	\$ 21.54	\$ 35.34	2.8 %	\$ 1,747	\$ 3,162	\$ 4,909	6.1 %
2005	\$ 14.22	\$ 22.32	\$ 36.53	3.4 %	\$ 1,899	\$ 3,392	\$ 5,292	7.8 %
2006	\$ 14.45	\$ 22.26	\$ 36.71	0.5 %	\$ 2,049	\$ 3,524	\$ 5,573	5.3 %
2007	\$ 13.64	\$ 21.52	\$ 35.16	- 4.2 %	\$ 2,171	\$ 3,633	\$ 5,804	4.1 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

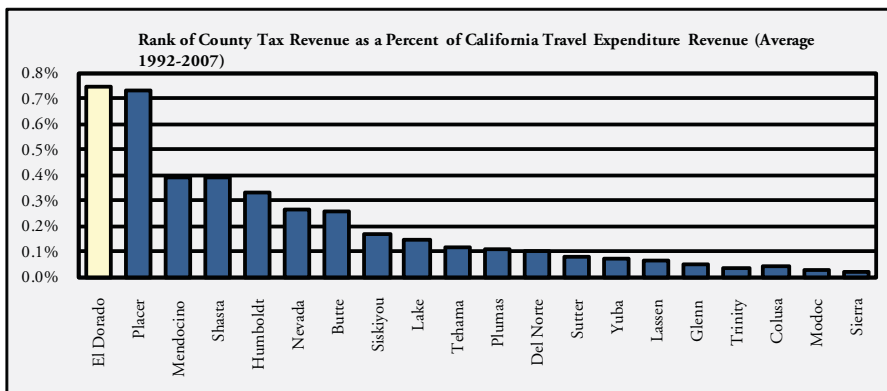
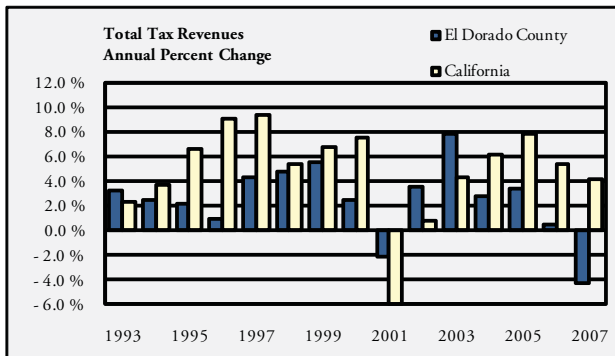
The size of the revenue impact can help determine the desirability of local government investment in promoting travel and tourism within its jurisdiction.

### El Dorado County

Tourism tax revenues in El Dorado County have been steadily increasing over the last decade. In 1997, El Dorado County generated over \$27.7 million in tax revenues, including both local and state taxes. By 2007, total tax revenues in El Dorado County increased to \$35.2 million, a 27 percent increase since 1997. This was behind the state of California, which saw a 50 percent increase. During the same time period, El Dorado County's travel-generated local tax revenue increased 28 percent, while state tax revenues in the county



increased 26 percent. Many attractions in the county offer untaxed goods and services, so the numbers may not reflect the total tourism activity in the county.



## Travel Time to Work

### Overview

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It is measured every ten years by the decennial census.

As the U.S. 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 an increasing number of hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, at home, or in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the number 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 alternative forms of transportation, including public transit.

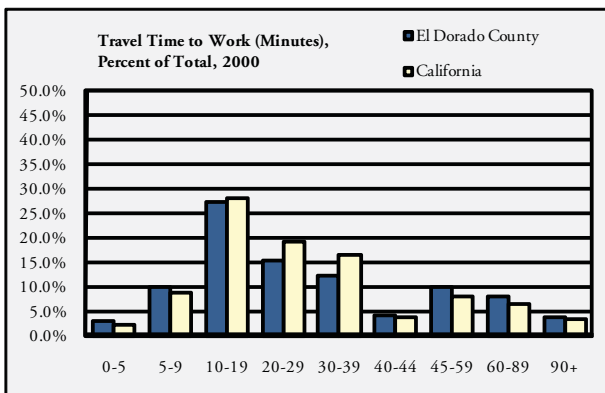
County Travel Time to Work

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

### 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.



*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.*

## Travel Time to Work, Cities and Towns, 1990

	Cameron Park	Diamond Springs	El Dorado Hills	Georgetown	Pollock Pines	Shingle Springs	City of Placerville	City of South Lake Tahoe
Did not work at home	5606	1133	2744	n/a	1680	833	3,162	11,236
Less than 5 minutes	108	80	96	n/a	64	57	330	675
5 to 9 minutes	568	160	121	n/a	167	98	533	2,791
10 to 19 minutes	1396	472	506	n/a	428	286	1,085	5,969
20 to 29 minutes	1195	91	606	n/a	269	147	429	981
30 to 39 minutes	945	87	805	n/a	192	63	328	402
40 to 44 minutes	482	53	183	n/a	87	16	79	69
45 to 59 minutes	660	118	264	n/a	116	101	213	161
60 to 89 minutes	193	65	117	n/a	288	43	111	109
90 or more minutes	59	7	46	n/a	69	22	54	79
Worked at home	265	22	160	n/a	69	21	107	442
Total	5871	1155	2904	n/a	1749	854	6,431	22,914

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

## Travel Time to Work, Cities and Towns, 2000

	Cameron Park	Diamond Springs	El Dorado Hills	Georgetown	Pollock Pines	Shingle Springs	Placerville	South Lake Tahoe
Did not work at home	6927	1650	7951	394	1859	1170	3906	11061
Less than 5 minutes	164	61	149	31	58	10	334	547
5 to 9 minutes	464	249	594	115	144	142	762	2466
10 to 19 minutes	1784	531	1848	26	279	343	1171	5405
20 to 29 minutes	1522	213	1436	47	477	136	477	1202
30 to 39 minutes	973	248	1404	23	279	145	360	628
40 to 44 minutes	575	38	582	23	78	90	85	144
45 to 59 minutes	774	199	1126	51	172	178	327	328
60 to 89 minutes	456	52	441	45	288	97	244	249
90 or more minutes	215	59	371	33	84	29	146	92
Worked at home	320	146	576	13	86	96	139	540
Total	7247	1796	8527	407	1945	1266	4045	11601

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

## Means of Transportation to Work

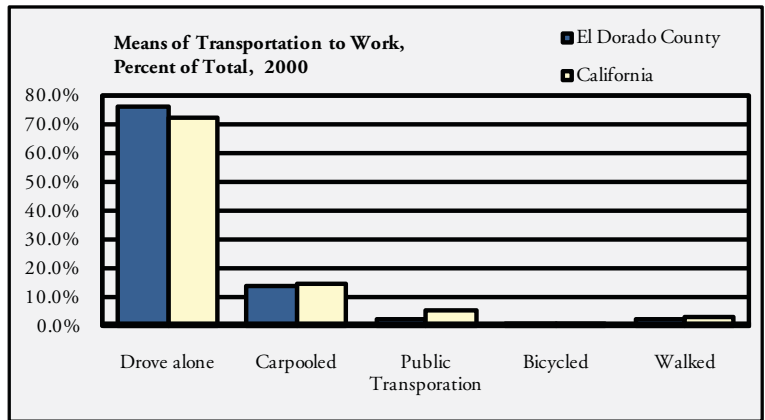
### Overview

Means of transportation to work is the type of vehicle or mode used to get from home to work on work days. As with travel time, it is only consistently measured by the decennial census unless a local survey is conducted during noncensus years.

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 transportation facilities and services 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 carpooled in the same year.



In 2000, 3.1 percent of El Dorado County’s employed residents used nonmotorized means to get to work: 0.3 percent rode a bicycle, 2.2 percent walked, and 0.6 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 %
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>*

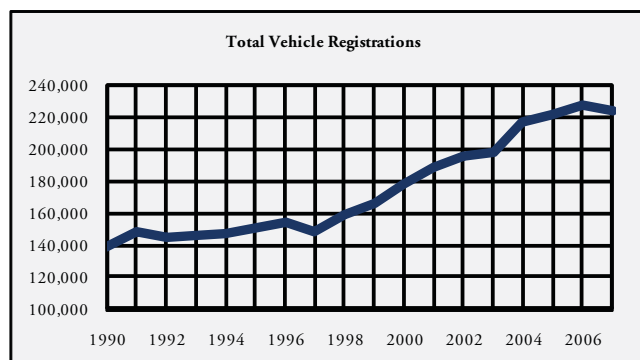
## Vehicle Registration

### 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 gasoline vehicles made after 1975. Models made before that time are exempt as well as models made within the last six years, diesel powered vehicles, motorcycles, hybrids, and electric vehicles.

Vehicle registration per capita has generally increased over time, meaning more cars on the road for every living person. Increasing volume of vehicles can indicate increasing traffic levels, the impacts of which may need to be addressed by state and local government bodies.

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.



### El Dorado County

The number of total vehicle registrations has increased steadily over the last several years, and reached a total of 224,258 in El Dorado County in 2007. Of these, 122,360 were automobiles, 50,190 were trucks, 43,773 were trailers, and 7,935 were motorcycles. These numbers are expected to continue rising as more people obtain their driver's license and begin driving in El Dorado County. Because registration fees in certain cases can be more than \$400, vehicle registration and vehicle licensing fees are a significant source of income for the county.

#### 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
2005	119,094	49,152	46,586	7,003	221,835
2006	121,335	50,063	48,761	7,626	227,785
2007	122,360	50,190	43,773	7,935	224,258

Source: California Department of Motor Vehicles

