

**TRI VALLEY, CALIFORNIA
TRAVEL IMPACTS, 2012-2017P**

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Prepared for

Visit Tri-Valley
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Introduction

Travel and tourism are an important component of the economy in the Tri Valley Region of Alameda and Contra Costa Counties in California. This region is defined as the communities of Dublin, Livermore and Pleasanton in Alameda County and Danville in Contra Costa County. The attractive landscape, pleasant weather, established visitor services and attractive features such as gourmet wine and food bring both overnight and day visitors to the area. This research describes the economic benefits of these visitors, with primary findings covering the period 2012 through 2017.

Findings include travel-generated sales, employment and payroll that these sales support, and the associated state and local tax receipts. In addition there are estimates of overnight visitor volume and the associated average spending.

Methodology Overview

The figures for Tri Valley are prepared from research for Alameda and Contra Costa Counties that is prepared for Visit California, augmented with the most recent data available for the Tri Valley Region. Figures representing 2017 are preliminary in that certain data involved in the analysis are not available in final form until after this report is prepared; for analysis purposes these are estimated on the basis of previous year data and trends. Overall findings typically vary little when final data are available.

Region Definition and Population

The Tri Valley Region consists largely of four communities, Livermore, Pleasanton and Dublin in Alameda County and Danville in Contra Costa County. The Tri Valley area represents about 13% of Alameda County and somewhat under 7% of Contra Costa County. The dominant portions of these counties abut San Francisco Bay and are very oriented to the economic activity of the East and South Bay region.

Population, Alameda and Contra Costa Counties and Tri Valley Portions

Location	Population 2016			
	Alameda County		Contra Costa County	
	Number	Percent	Number	Percent
Tri Valley	217,145	13.1%	74,967	6.5%
Remainder	1,446,045	86.9%	1,072,472	93.5%
Total				
County	1,663,190	100.0%	1,147,439	100.0%

Source: US Census

Commercial Lodging

Commercial lodging is somewhat more concentrated in the Tri Valley area than is population, as appears in the table below. About 16% of commercial lodging units of the two counties are located in the Tri Valley Region.

Commercial Lodging Inventory, Alameda and Contra Costa Counties, 2017

Location	Commercial Lodging Units					
	Alameda County		Contra Costa County		Total	
	Number	Percent	Number	Percent	Number	Percent
Tri Valley	3,731	21.4%	62	1.0%	3,793	15.9%
Remainder	13,677	78.6%	6,435	99.0%	20,112	84.1%
Total						
County	17,408	100.0%	6,497	100.0%	23,905	100.0%

Source: STR, Dean Runyan Associates

Lodging Sales

Lodging sales in the Region have grown substantially since 2012 but are concentrated in the Tri Valley Region in a manner very similar to lodging units, with the Region representing somewhat under 16% of all sales in the two-county area.

Lodging Sales, Alameda and Contra Costa Counties, Tri Valley Region

Location	Annual Sales (\$M)					
	2012	2013	2014	2015	2016	2017
Alameda County	367.9	423.4	483.6	567.0	647.6	685.3
Tri Valley Portion	76.5	86.8	95.3	112.3	129.1	134.7
Percent	20.8%	20.5%	19.7%	19.8%	19.9%	19.7%
Contra Costa County	118.3	132.2	152.6	169.9	195.7	205.5
Tri Valley Portion	1.5	1.7	1.9	1.9	2.3	2.5
Percent	1.3%	1.3%	1.2%	1.1%	1.2%	1.2%
Total Region	486.2	555.6	636.1	736.9	843.3	890.8
Tri Valley portion	78.0	88.5	97.2	114.1	131.4	137.2
Percent	16.0%	15.9%	15.3%	15.5%	15.6%	15.4%

Source: STR, Dean Runyan Associates

Camping

Campground capacity in Alameda County is concentrated in the Tri Valley Region, while most Contra Costa County camping is outside the area.

Campground Units, Alameda and Contra Costa Counties, Tri Valley Region

Location	Campground Units			
	Alameda County		Contra Costa County	
	Number	Percent	Number	Percent
Tri Valley	268	70.0%	60	18.8%
Remainder	115	30.0%	260	81.3%
Total County	383	100.0%	320	100.0%

Source : Woodalls, Dean Runyan Associates

Travel Spending

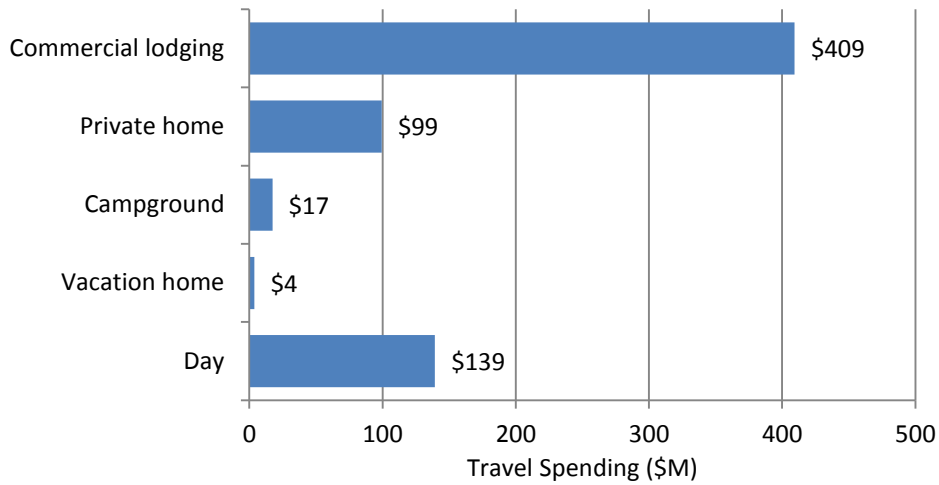
Tri Valley travel spending has increased steadily since 2012, rising from \$556 million to \$669 million, an annual average increase of approximately 3.8%. Most of this growth is attributable to visitors staying in commercial lodging.

Tri Valley Travel Spending, 2012 – 2017p

Category	Travel Spending (\$M)					
	2012	2013	2014	2015	2016	2017p
Commercial lodging	318	334	346	372	391	409
Private home	93	92	94	94	96	99
Campground	5	9	16	16	17	17
Vacation home	4	4	4	4	4	4
Day	136	135	132	132	133	139
Total	556	573	592	619	640	669

Source: Dean Runyan Associates

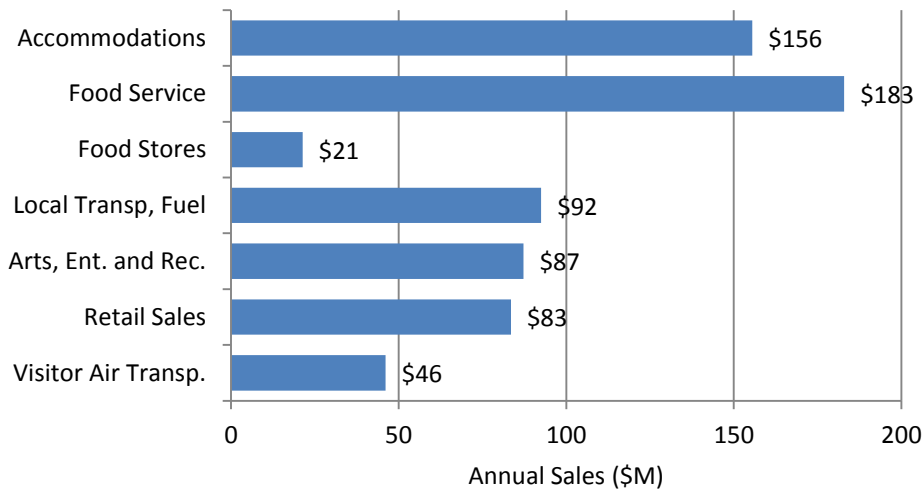
Travel Spending by Type of Visitor Accommodation, 2017p



Commodities Purchased

Travelers to the Tri Valley Region spent the most on food service and accommodations, with substantial spending on retail as well. Purchases of visitor air transportation relate to the location of the Oakland International Airport in Alameda County.

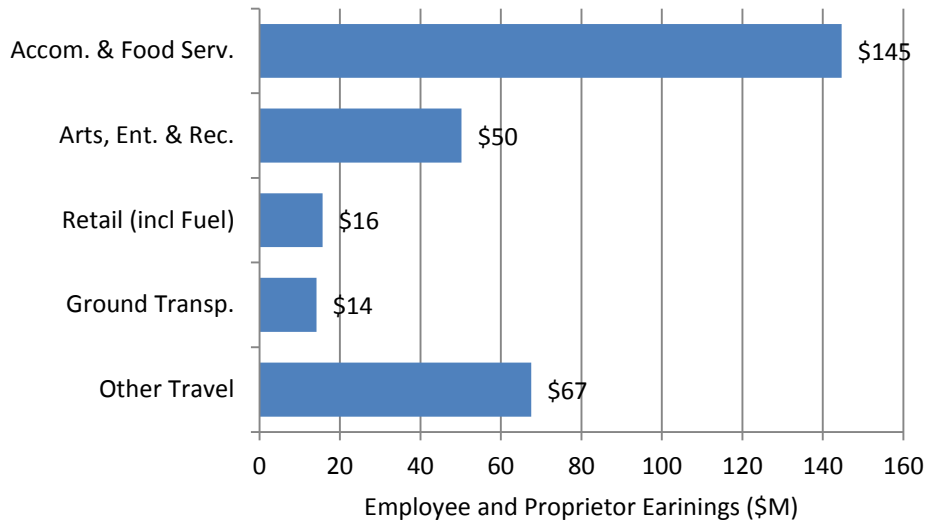
Visitor Spending by Commodity Category, 2017p



Employment and Earnings

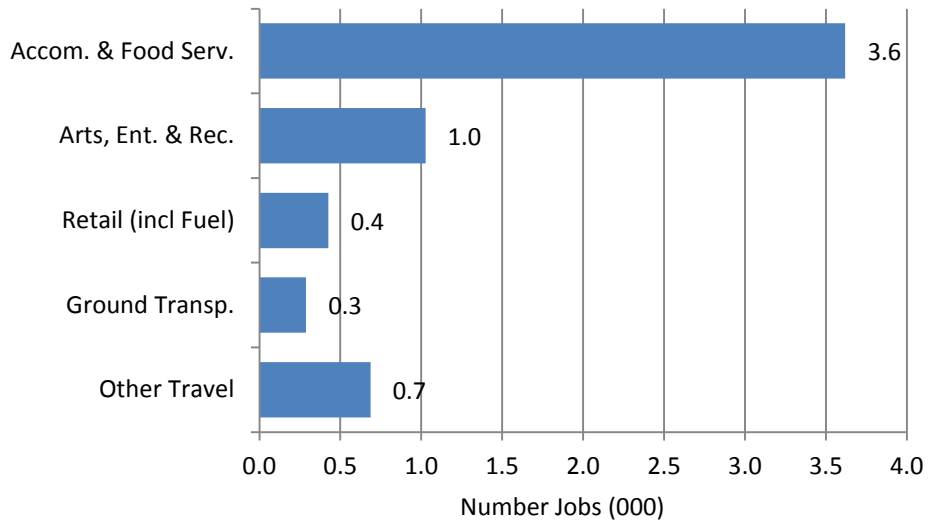
Total 2017 earnings in the Tri Valley Region that are attributable to visitor spending totaled \$292 million, with the largest portion (\$145 million) in accommodations and food service businesses. The “Other Travel” category includes earnings for such things as air transportation, travel arrangement and visitor industry services for meetings and visitor bureaus.

Earnings, Tri Valley Region, 2017p



Visitor spending supports a total of 6,000 jobs in the travel industry and related businesses.

Jobs in the Tri Valley Region, by Business Category, 2017p



Tax Receipts

Local 2017p tax receipts, consisting of lodging tax, plus sales, TID and property taxes, amounted to \$35.8 million. State taxes were \$33.8 million, totaling \$69.6 million.

Visitor Volume and Average Expenditures

Visitor volume for the Tri Valley Region rose from 1.57 million visitors (person trips) in 2015 to 1.64 million in 2017. A substantial portion of visitors stayed with friends or relatives.

Tri Valley Visitor Volume, 2015 – 2017p

Lodging Category	Person Trips (000)			Party Trips (000)		
	2015	2016	2017p	2015	2016	2017p
Commercial lodging	588	587	607	266	267	276
Private home	825	840	853	394	401	408
Other	162	164	167	65	65	67
Total	1,575	1,591	1,628	724	734	751

Source: Dean Runyan Associates

Note: "Other" consists of camping and vacation home categories.

Average expenditures

Overall expenditures for overnight visitors averaged \$97 per person per day, and \$203 per party per day. Those staying in commercial lodging spent substantially more, \$240 per person per day and \$508 per party per day.

Average Daily Spending, 2017p

Lodging Category	Daily Spending per	
	Person	Party
Commercial lodging	\$240	\$508
Private home	\$34	\$71
Camping	\$66	\$201
Vacation Home	\$82	\$178
All Overnight	\$97	\$203

Source: Dean Runyan Associates

Notes Regarding Methodology

The estimates in this report are expressed in current dollars. There is no adjustment for inflation.

The economic impact measurements represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Secondary effects related to the additional spending of businesses and employees are not included.

The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Payroll and self-employment are included in these estimates.