

Assembly District 04

Napa

Colusa, Lake, Napa, Yolo, and portions of Sonoma counties

Travel Impacts

	2019	2022	2023p	22-23p	19-23p
Spending (millions)	\$2,702	\$2,491	\$2,507	1%	-7%
Visitor Spending	\$2,570	\$2,384	\$2,398	1%	-7%
Other Spending	\$131	\$107	\$109	2%	-17%
Earnings (millions)	\$1,173	\$1,157	\$1,269	10%	8%
Employment (thousands)	29.2	26.4	27.2	3%	-7%
State & Local Tax Revenue (millions)	\$246	\$246	\$246	0%	0%
Local Tax Revenue	\$132	\$136	\$134	-2%	1%
State Tax Revenue	\$114	\$110	\$112	2%	-1%

Employment Characteristics (2023p)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.1%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	9.5%

Travel-Generated Tax Revenue (2023p)

\$100 of Visitor Spending Generates		Travel-Generated Tax Revenue per District Household	
Local tax revenue	\$5.60	Local tax revenue	\$756
State tax revenue	\$4.40	State tax revenue	\$602
Local & State Total	\$10.00	Local & State Total	\$1,359

Note: Employment, earnings and state income taxes can include stimulus support.

Visitor Spending includes spending on lodging, food services, recreation, shopping, and local transportation. **Other Spending** includes resident air travel and ground travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Earnings** include wages and salaries, paid benefits and self-employment income. **Employment** includes all full- and part-time jobs for wage and salary employees, and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker. **Local tax revenue** includes lodging and sales taxes imposed by cities, counties, and other regional tax jurisdictions in California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger facility charges attributable to visitors (a fee imposed on airline tickets) are included in districts with airports. Property tax payments attributable to travel industry businesses and employees are also included. **State tax revenue** includes sales, motor fuel, and business and personal income taxes imposed by the state of California. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

