

# Assembly District 12

San Rafael-Petaluma-Fairfax

Marin, and portions of San Francisco, Sonoma counties

## Travel Impacts

|                                      | 2019    | 2022    | 2023p   | 22-23p | 19-23p |
|--------------------------------------|---------|---------|---------|--------|--------|
| Spending (millions)                  | \$1,704 | \$1,881 | \$1,901 | 1%     | 12%    |
| Visitor Spending                     | \$1,442 | \$1,542 | \$1,546 | 0%     | 7%     |
| Other Spending                       | \$263   | \$339   | \$355   | 5%     | 35%    |
| Earnings (millions)                  | \$665   | \$701   | \$761   | 9%     | 14%    |
| Employment (thousands)               | 14.9    | 14.1    | 14.7    | 4%     | -2%    |
| State & Local Tax Revenue (millions) | \$158   | \$164   | \$164   | -1%    | 4%     |
| Local Tax Revenue                    | \$84    | \$93    | \$91    | -2%    | 9%     |
| State Tax Revenue                    | \$74    | \$71    | \$72    | 1%     | -2%    |

## Employment Characteristics (2023p)

|   |      |
|---|------|
| District Percent of Statewide Employment    |      |
| All Payroll & Self-employment               | 1.0% |
| Travel-generated employment                 | 1.3% |
| Travel Percent of Total District Employment | 5.9% |

## Travel-Generated Tax Revenue (2023p)

| \$100 of Visitor Spending Generates |         | Travel-Generated Tax Revenue per District Household |       |
|-------------------------------------|---------|---|-------|
| Local tax revenue                   | \$5.90  | Local tax revenue                                   | \$563 |
| State tax revenue                   | \$4.20  | State tax revenue                                   | \$402 |
| Local & State Total                 | \$10.10 | Local & State Total                                 | \$965 |

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.

