
Area Studies: California Tourist Business

— Global Tourism & Communication —
Day 3

Agenda

- Warm-Up Discussion
- Tourism Industry
 - Reasons
 - Facts & Figures
 - Covid Awareness
- Group Discussion & Activity



Objectives:

- **Investigate data about California's tourism industry**
- **Recognize travel related services and attractions**
- **Learn how the tourism industry adapted to COVID-related challenges**

California Commercials



Activity: Warm-up Discussions

Discuss the questions. It is okay if you do not get to all of the questions.

- What landmarks did you see in the commercials?
- Which California commercial was more convincing for you? Explain.
- If you were to make a commercial encouraging people to visit Japan, what 5 places or activities would you include?

Pick 1 person in your group to share something.

Tourism in California

California's Economy



- Largest of any U.S. state
- Leader in the export of goods, manufacture of computers and electronics, aerospace, film and television, agriculture, and viticulture
- Tourism is (typically) a consistent source of income.

Why Visit California?

- Many Things to Do
- Well-known Attractions
- Good Climate All Year
- Comfortable Accommodations
- Shopping
- Diversity



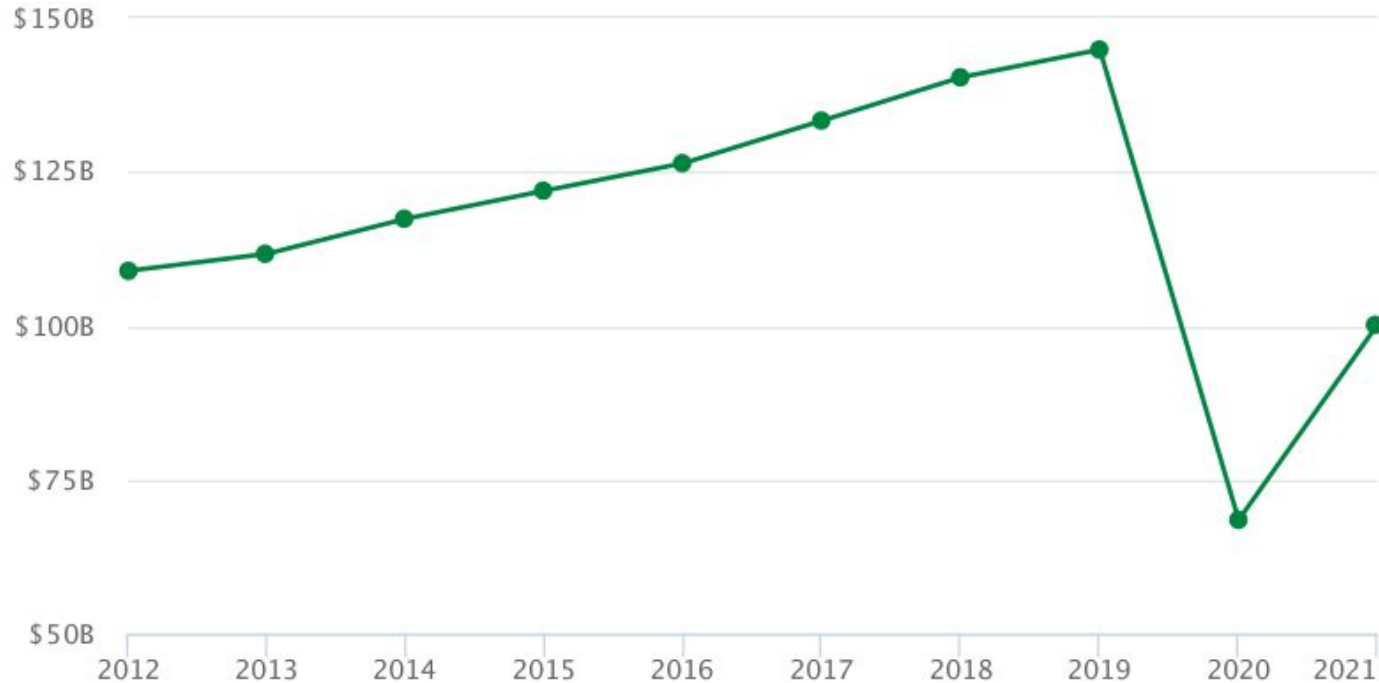
What makes up tourism?

- Hotels
- Attractions
- Restaurants
- Retail Stores
- Transportation
- Travel Agents
- Tour Companies
- Gas Stations
- Travel Insurance
- Other Services



What year was the lowest? Why?

HISTORY OF TRAVEL SPENDING IN CALIFORNIA



Tourist-Related Spending

- Travel-related spending grew to \$100.2 billion in 2021, a 46.3% increase from 2020.
- In 2019, \$144 billion in travel-related spending
- In 2021, spending was down 30.9% from 2019.
- Travel-related spending is expected to reach pre-Covid levels in 2023.

2021 TRAVEL-RELATED SPENDING

\$100.2B

46.3% YOY change



STATE AND LOCAL TAX REVENUE

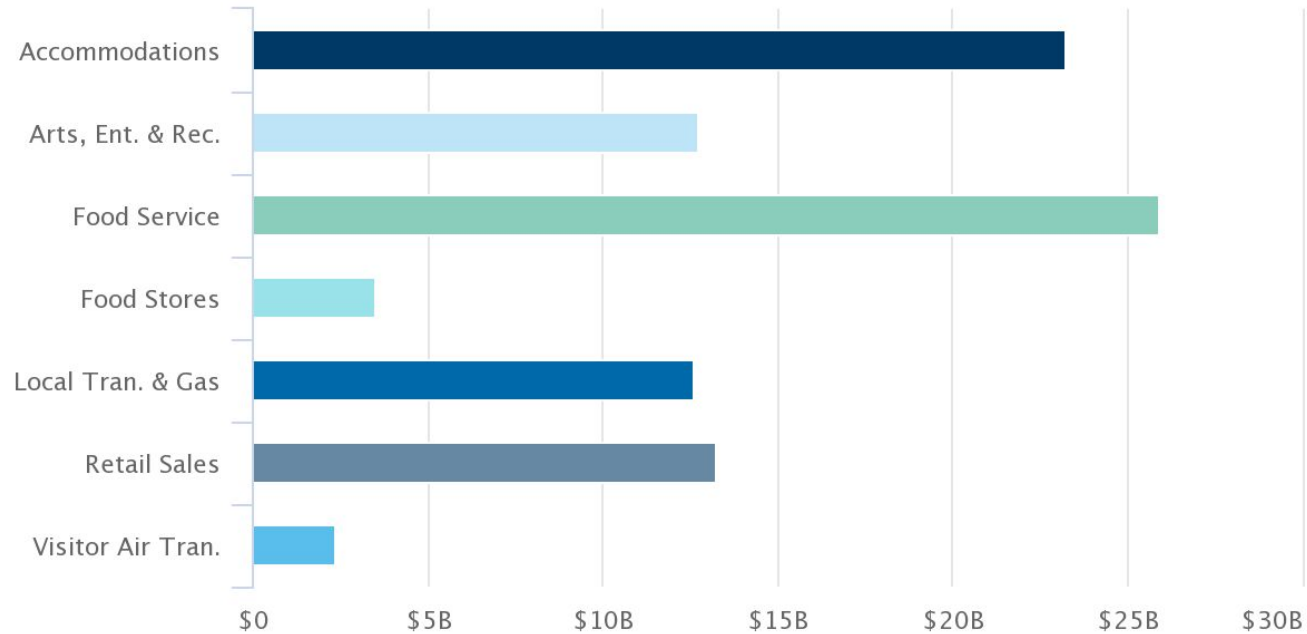
\$9.8B

33.3% YOY change



Which segment generated the most spending?

TRAVEL SPENDING BY INDUSTRY SEGMENT



Tourist-Related Jobs & Covid

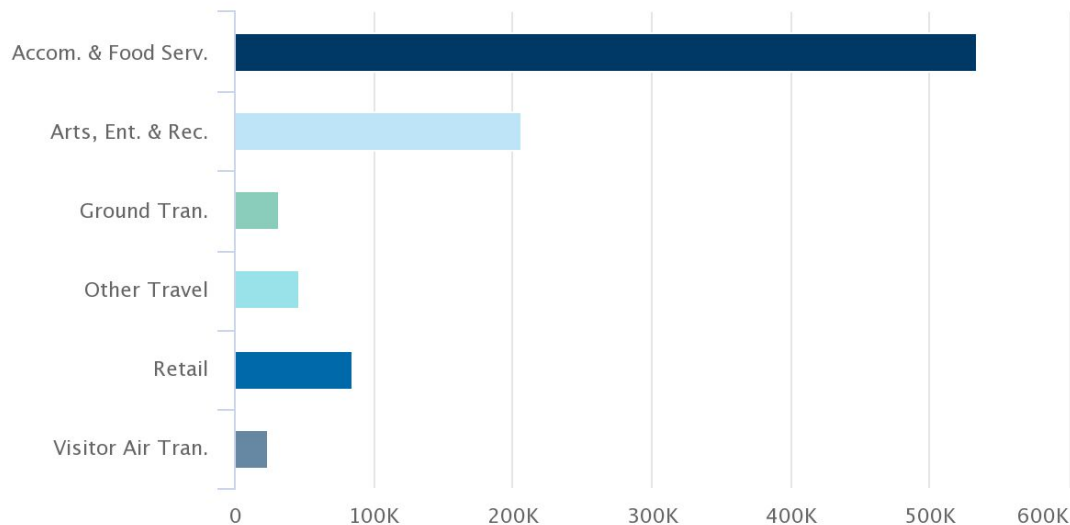
- Workforce grew by an average 3.2% percent each year between 2009-2019.
- In 2019, the travel industry provided nearly 1.2 million jobs.
- More than 613,000 tourism jobs (50%) were lost due to Covid.



Tourist-Related Jobs Since Covid

- In 2021, the travel industry provided nearly 927,000 jobs.
- That is a 6.4% increase from 2020, but still down 21.2% from 2019.

TRAVEL-RELATED EMPLOYMENT



Activity: Covid & Tourism Discussions

Discuss the questions. It is okay if you do not get to all of the questions.

- How did Covid affect tourism in Japan?
- How do you think Covid affected tourism in California?
- How did business adapt to Covid in order to still make a profit?

Pick 1 person in your group to share something.

How Business Adapted

- Restaurants set up outdoor dining areas on the street
- Businesses limited the number of people who enter or take reservations
- Delivery or curbside pick up
- Online shopping
- Working from home

Tourism in San Diego

San Diego's Economy

- San Diego's GDP is \$206.8 billion
- If a state, the 26th largest economy in the U.S.
- Economy made up of three major sectors: defense, tourism, and innovation.



SAN DIEGO 2021 TRAVEL-RELATED SPENDING

\$9.4B



SAN DIEGO STATE AND LOCAL TAX REVENUE

\$878.7M

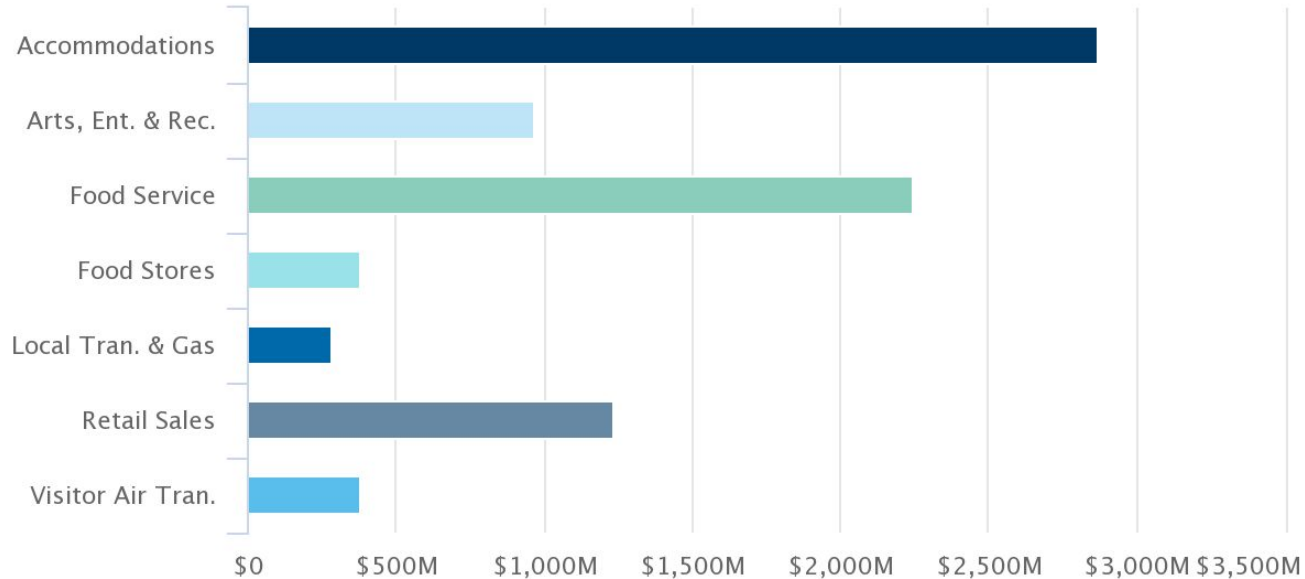


SAN DIEGO EMPLOYMENT

78.1K

Which segment generated the most spending?

SAN DIEGO TRAVEL SPENDING BY INDUSTRY SEGMENT



Modern San Diego

- What landmarks did you see?
- Did you see anything else that interested you?



Activity: Create a Speech

- Go to the “CA Tourist Attractions” Handout.
- There are 7 attractions. Each group will be assigned 1 attraction.
- You need to create a quick (20-30 seconds) informative speech about your attraction.
- There are questions to help you brainstorm.

Pick 1 person in your group to share the speech.

Activity: Connection to Appeals Discussions

Discuss the questions. It is okay if you do not get to all of the questions.

- To what does ethos appeal? To what does pathos appeal? To what does logos appeal?
- How would you convince someone to visit California or San Diego? What would you say? What appeal would you use?

Create a quick (20-30 seconds) speech about San Diego or California.

Pick 1 person in your group to share the speech.

Activity: Tourism - Where should they visit?

Homework Assignment:

Create a
post about
tourism in
Japan.

Answer **only 1** of the following questions:

1. How much money does tourism bring to Japan annually? What are the largest industries of Japanese tourism?
2. How did Covid affect tourism in Japan? What did business do? Have they recovered?

Post to Forum on the Cougar Course