

2023 TOURISM IMPACT REPORT SANTA CLARITA REGION

WHAT TYPES OF TRAVELERS COME TO SANTA CLARITA?

TRANSIENT LEISURE

IS DRIVEN BY SIX FLAGS, VARIOUS SPECIAL EVENTS IN THE CITY, AND BY PEOPLE WANTING TO GET AWAY

GROUP LEISURE

GROUP LEISURE TRAVEL IS DRIVEN BY SOCIAL, EDUCATIONAL, RELIGIOUS, FATHERNAL GROUPS AND SPORTS EVENTS

TRANSIENT BUSINESS

TRANSIENT BUSINESS TRAVEL IS DRIVEN BY CONDUCTING BUSINESS RELATED TO FILM AND OTHER INDUSTRIES IN THE AREA

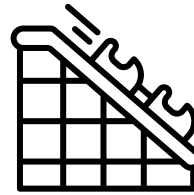
GROUP BUSINESS

GROUP BUSINESS TRAVEL IS GENERATED BY VISITORS ATTENDING MEETINGS AND CONFERENCES IN THE AREA

VISITOR VOLUME



CITY VISITORS
1.13 MILLION



GREATER
SANTA CLARITA VALLEY
3.85 MILLION

4.98 MILLION

TOTAL SANTA CLARITA VALLEY VISITORS IN 2023

3.8% INCREASE FROM 2019

THE OPENING OF **5 NEW HOTELS** BETWEEN 2019-2023 HAS HELPED THE REGION MAINTAIN A **STRONG AND DIVERSE** LODGING SECTOR WITH **SUPPLY AND DEMAND EXCEEDING 2019 LEVELS**.

VISITOR SPENDING TRENDS



CITY SPENDING

2019

\$172M

2023

\$245M

GREATER SANTA CLARITA
VALLEY

\$462M

\$536M

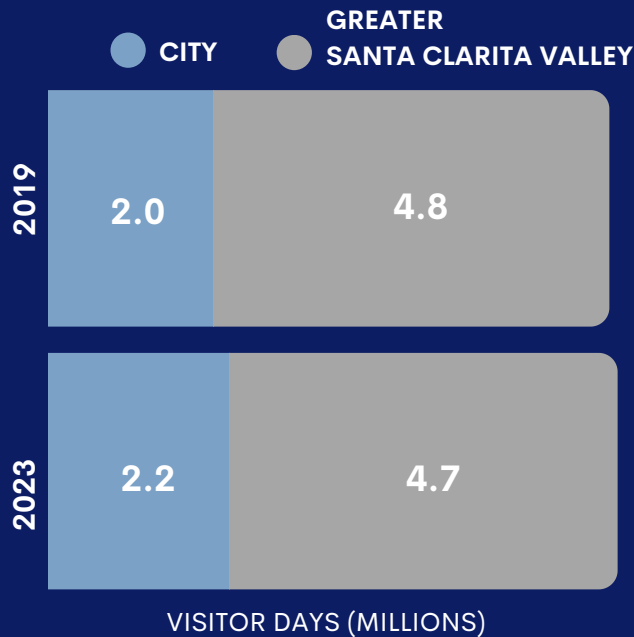
TOTAL REGIONAL SPENDING **\$634M** **\$781M**

VISITORS SPENT AN
AVERAGE OF

\$118

PER CAPITA, PER DAY

ANNUAL VISITOR DAYS



**VISITOR GROUP SIZE
AVERAGED 2.93 PERSONS**

**VISITORS
STAYED AN
AVERAGE OF
1.39 DAYS**

**3%
MORE
THAN
2019**

TAXABLE VISITOR SPENDING



CITY

**SALES TAX = \$937,500
LODGING TAXES \$5.3M**



GREATER SANTA CLARITA VALLEY

**SALES TAX = \$1.2M
LODGING TAXES = \$6.2M**

**TOTAL REGIONAL SALES TAX = \$2.1M
TOTAL REGIONAL LODGING TAXES = \$11.5M**



TOTAL SPENDING BY CATEGORY & AREA

GREATER
SANTA
CLARITA
VALLEY

	CITY	GREATER SANTA CLARITA VALLEY
RECREATION & ENTERTAINMENT	\$50.3M	\$304.5M
FOOD & BEVERAGE	\$76.7M	\$90.1M
LODGING	\$68.9M	\$57.8M
SHOPPING	\$25.8M	\$35.1M



**VISITORS SUPPORTED
A TOTAL OF
7,415 JOBS
IN THE REGION**



**27.3%
CITY**



**72.7%
ADJACENT AREA**

↑ 5.5% FROM 2019