

Travelers spend record sum in Calif. in '13

By Mark Glover, Sacramento Bee

More than 235 million people – visitors and residents alike – traveled within California in 2013, spending an all-time record of \$109.6 billion, according to a report released by Visit California, the nonprofit that helps develop the state's travel and tourism marketing programs.

Visit California said last year's travel-related spending generated \$2.8 billion in local tax revenues and \$4.3 billion in state tax revenues.

The report, compiled by Portland-based Dean Runyan Associates and commissioned by Visit California, also noted that the state's travel industry last year employed 965,800 people, the highest number since 1992, when employment data started being tallied.

"California tourism is on the rise, and that means new potential for creating jobs and increasing economic impact throughout the state," said Caroline Beteta, president and CEO of Visit California, in a statement.

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