



For Immediate Release

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Tourism Continued to Support Oxnard's Economy in 2018
Travel Industry Thrives in Oxnard/Ventura County and Across California

Oxnard, CA – May 6, 2019 – Oxnard and Ventura County continued to thrive from visitor spending in 2018. According to Dean Runyan Associates, visitor spending in Ventura County reached \$1,801.9 million and supported 17,360 jobs, a 5.3% and 3.2% boost from last year, respectively. This growth highlights the ongoing importance of tourism to the region and California's economy.

The increased visitor spending provides a stream of revenue in Ventura County to fund local services. Essential programs, such as public safety, infrastructure and parks, are supported by the tourism industry. Without tourism, each U.S. household would have to pay \$1,340 more in taxes each year to make up the difference.

Statewide, visitor spending increased to \$140.6 billion, and direct travel-generated employment neared 1.2 million, a 1.7% increase over 2017. Visit California's economic impact report's findings signal the steady influence tourism has on California's economy.

"Our momentum continues to be strong and the economic impact from tourism continues to grow through the increased transient occupancy tax and awareness of our destination through relevant and consistent marketing messaging," stated Julie Mino, President & CEO of the Oxnard Convention & Visitors Bureau. "More visitors are discovering Oxnard and helping to keep tourism dollars in our local hotels, restaurants, attractions and other businesses that count on this revenue to help with their bottom line," she added.

To ensure the tourism industry remains positioned for success, Visit California actively collaborates with local partners including the Oxnard CVB to inspire travelers to visit the Golden State. As international competition continues to grow, Visit California's innovative marketing efforts fortify California's charm to domestic and international travelers. The industry continues to invest in 13 international markets to attract travelers, who typically spend more and stay longer than their domestic counterparts. Once visitors decide to travel to California, Ventura County's DMO's marketing efforts entice them to enjoy the region's landmarks and entertainment.

The release of the 2018 Travel Impact Report coincides with California Travel and Tourism Month, which occurs every May following a resolution enacted by the Legislature in 2016. This week, California also celebrates National Travel and Tourism Week when destinations in the Golden State will join communities across the nation to host events that highlight and celebrate the importance of sustaining the travel industry.

For more information, contact the Oxnard Convention & Visitors Bureau at 805-385-7545 or visit www.visitoxnard.com.

About Oxnard Convention & Visitors Bureau

Oxnard Convention & Visitors Bureau (OCVB) is a non-profit organization designed to increase visitor expenditures through transient occupancy tax, and tourism revenue opportunities through the promotion of Oxnard as a premier travel destination. Oxnard is an easy drive up the coast from Los Angeles or from the northern portions of California. Visitors are encouraged to enjoy Oxnard's uncrowded beaches, explore the many diverse attractions and outdoor adventures that are unique to the area. A wide variety of hotel accommodations are available ranging from mid-priced rooms to oceanfront and seaside settings. For more information, call the Oxnard Convention & Visitors Bureau at 805-385-7545 or visit the website at www.visitoxnard.com.

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