

Global

International travel is a vital component of California's tourism industry. While visitors from Mexico, Canada and markets overseas comprised less than 10% of all trips within the state in 2008, they combined to account for over 19% of all visitor spending—a total of \$18.5 billion. Visitor spending supports local jobs—in 2008, international traveler spending sustained nearly 176,000 California jobs.

The disproportionate impact of international visitation arises because of the nature of foreign travel. Foreign travelers plan their trips farther in advance than their domestic counterparts—an average of 60 days for overseas visitors in 2008—and they stay longer—a mean of 11 days. They also partake in activities like shopping and dining in very large proportions—87% and 85% respectively in 2008.

With the opening of new offices in China and South Korea, and new representation in Mexico, CTTC is fully staffed in each primary international market, and ready to embark on a host of programs to promote the California brand abroad. Additionally, CTTC continues to monitor growing markets such as India, France, Italy, Scandinavia and South America.