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Visit Temecula Valley Announces 2019 Tourism Economic Impact Numbers

TEMECULA, CALIFORNIA, October 1, 2020 – Visit Temecula Valley announced today its tourism impact report results for 2019. The report, prepared by Dean Runyan Associates, claims the total direct travel spending for Temecula Valley in 2019 was \$1.125 billion. This represents a 6% increase over 2018.

Travel to Temecula Valley in 2019 generated 9,110 jobs, which is a 3.4 % increase from the previous year. State and local tax revenue due to travel in 2019 was \$47.1 million, an increase of 7% over the preceding year. More than ninety percent of the tax revenue was paid by visitors (e.g. lodging, sales, motor fuel taxes); the remainder was paid by travel industry employees and businesses (e.g. personal and business income taxes).

There was notable growth in the categories of Food & Beverage Services and Retail. Food & Beverage Services brought in \$212 million, a 7% increase. Retail was at \$105 million in 2018 and \$112 million in 2019, showing a 6.7% growth. Top things to do when traveling include dining and shopping. Also, Temecula Valley is gaining recognition for its great restaurants.

Temecula Valley welcomed approximately 3.14 million visitors in 2019, an increase of more than 13,500 trips from the previous year. This includes both day and overnight visitors from more than a 50-mile distance.

Its convenient location has always been a significant factor to the high number of visitors. Temecula Valley is one hour from most southern California major cities, and 90 minutes from Los Angeles. The scenic beauty, quality service, award-winning products, and great offerings entice these visitors to return.



“Year over year since we began reporting in 2010, we’ve seen an increase in the economic impact travel brings to the region,” says Visit Temecula Valley CEO and President Kimberly Adams. “It’s clear tourism has a significant positive effect on the quality of life in Temecula Valley.”

“COVID-19 has had a devastating impact on tourism in 2020 across the globe; however, Temecula Valley only saw a lodging spending decrease of 13.8 percent, faring much better than California and the U.S. We are steadily seeing an increase in visitors, but it will take a time to climb back to these numbers. Our destination is committed to being a safe place to visit and we will continue to provide safe, memorable experiences for our guests.”

The 2019 figures do not reflect major economic impacts of the coronavirus pandemic on 2020 visitor spending and tourism employment.

ABOUT TEMECULA VALLEY AND VISIT TEMECULA VALLEY

Temecula Valley is open and welcomes local visitors. The businesses have strict cleaning protocols to ensure everyone’s safety and comfort because they consider the health of their employees and guests top priority. They have met and often succeeded county and state requirements. Face masks are strongly recommended when visiting and please be kind to the workers, they are doing everything they can to make the experience an enjoyable one.

Temecula Valley is a popular Southern California destination that includes Temecula Valley Wine Country, Old Town Temecula, and Pechanga Resort Casino. In 2019, Wine Enthusiast named Temecula Valley a 10 Best Wine Travel Destination, in the world.

Visit Temecula Valley is the region’s official tourism marketing organization and resource for visitors. For visitor information and assistance, please call (888) 363-2852 or go to [VisitTemeculaValley.com](https://www.VisitTemeculaValley.com).