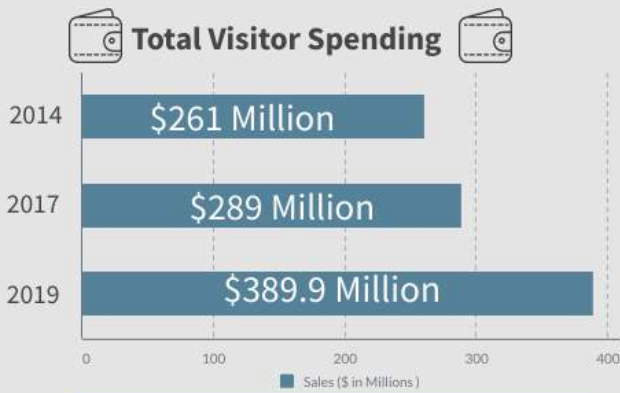


Tourism Matters For a vibrant, healthy economy & community

\$389.9 Million

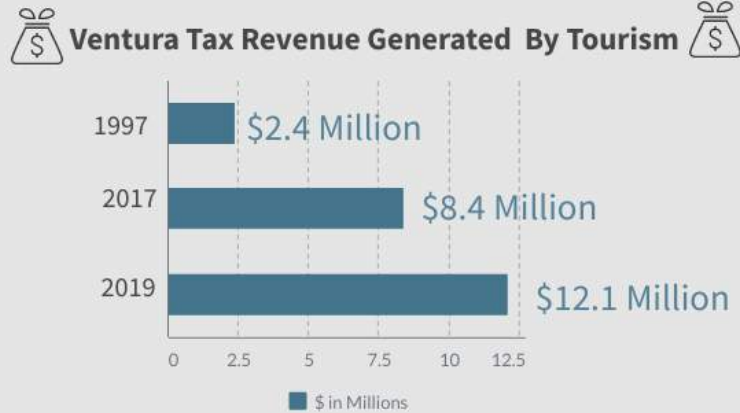
Total Visitor Spend in 2019



About 50% increase in Visitor Spend in just 5 years.

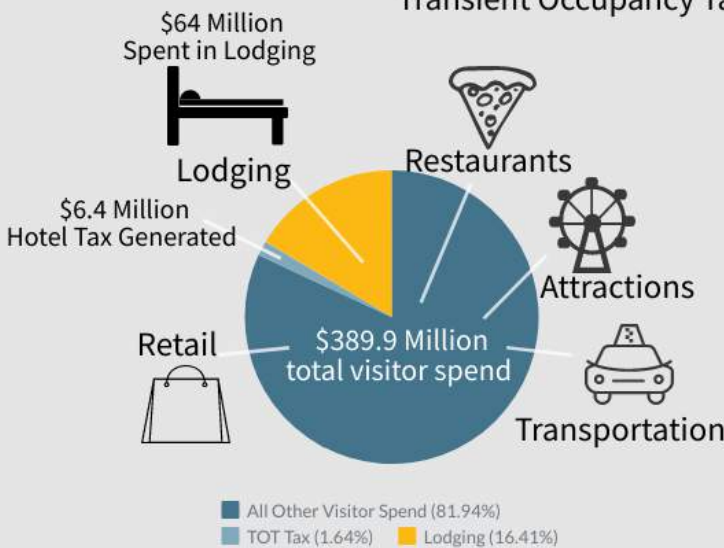
\$12.1 Million

Local Tax Revenue Generated by Tourism in 2019

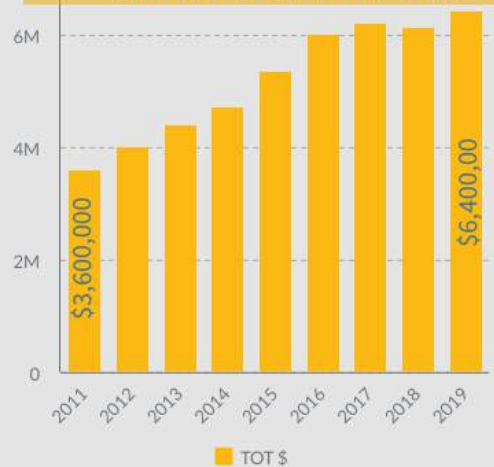


\$6.4 Million

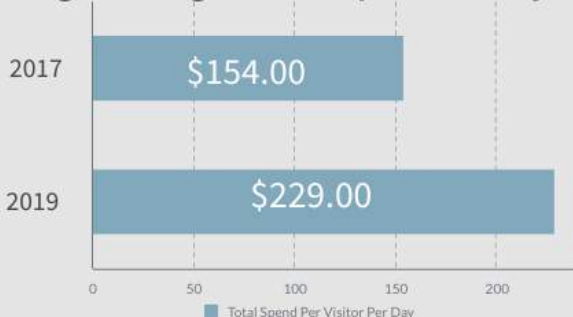
Transient Occupancy Tax Generated in 2019



From 2011 to 2019, Ventura has seen an increase of TOT of 77%.



Average Overnight Visitor Spend Per Day

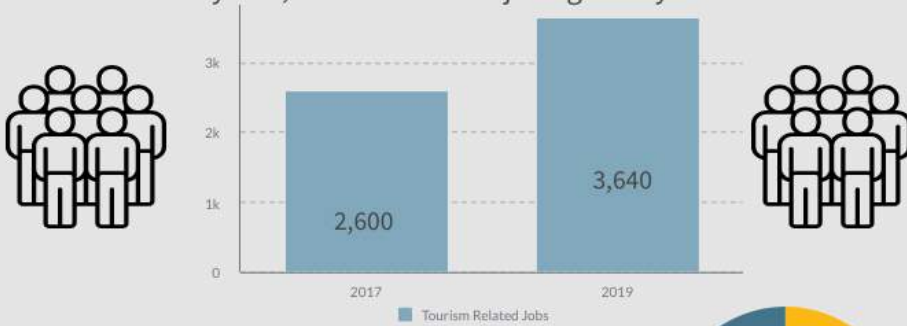


Overnight visitors spend 33% more per day than day visitors.

Tourism Matters

Tourism Related Jobs

In two years, tourism related jobs grew by 30% in Ventura.



Total travel Impact on Taxes in Ventura for 2019

\$32,700,000

Ventura Tax Receipts - \$12,100,000

California Tax Receipts - \$20,700,000



Innovative Marketing Campaigns

In a time like no other, Visit Ventura created a series of programs designed to lift spirits -- and save local businesses.

Ventura NOW Video Series

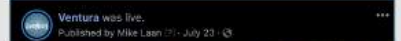
Through a series of clear, honest videos, Visit Ventura kept everyone up to date on what was happening in Ventura in an ever-changing world. The series was distributed across all of Visit Ventura's Channels, reaching 200,000 followers.



Thirsty Thursday



Thirsty Thursdays weren't just a tasting. They were a chance to laugh and learn -- and support Ventura's craft breweries, wineries and distilleries. Each Thursday, a Ventura winery/brewery/distillery stepped in and did a live virtual tasting. Participants bought beer and wine in droves.



Visit Ventura's Holiday Elf

For five years, Visit Ventura's Elf Giveaway has been about supporting small local businesses during the Holiday season. Never was this more important than this year. This year over 15,000 people entered to win prizes; every entrant getting a good look at Ventura's local businesses.

Shop Ventura Save Ventura

A straightforward name for a straightforward aim. We are encouraging everyone to shop local, eat local, and just plain help local, so that Ventura businesses can survive these hard times. For every \$100 spent at a local business, an average of \$68 returns to the local economy -- versus \$43 if you spend at a national chain. This one is still very much ongoing.

