



*Local Tourism
Impacts in Yucca
Valley*



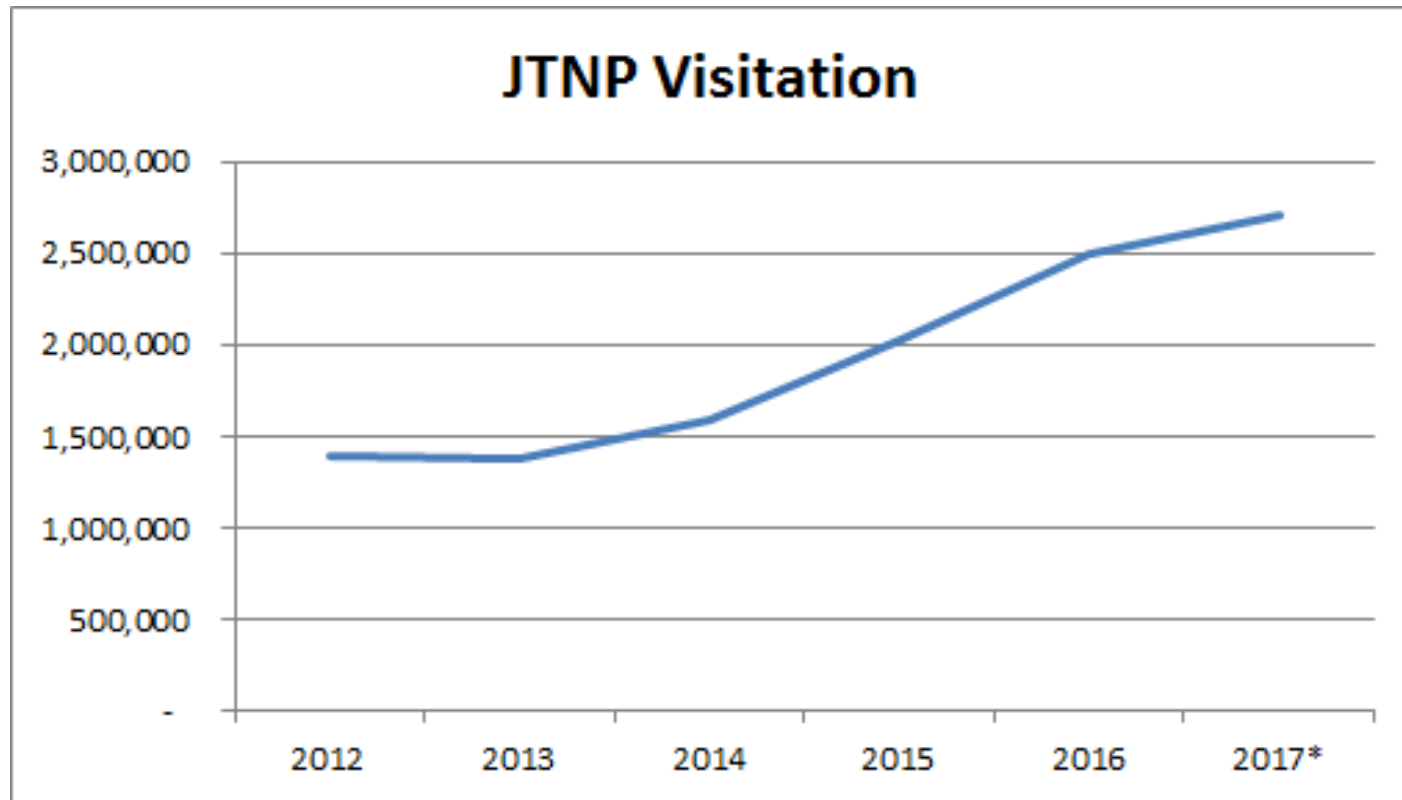
Town of Yucca Valley

Presentation Disclaimer

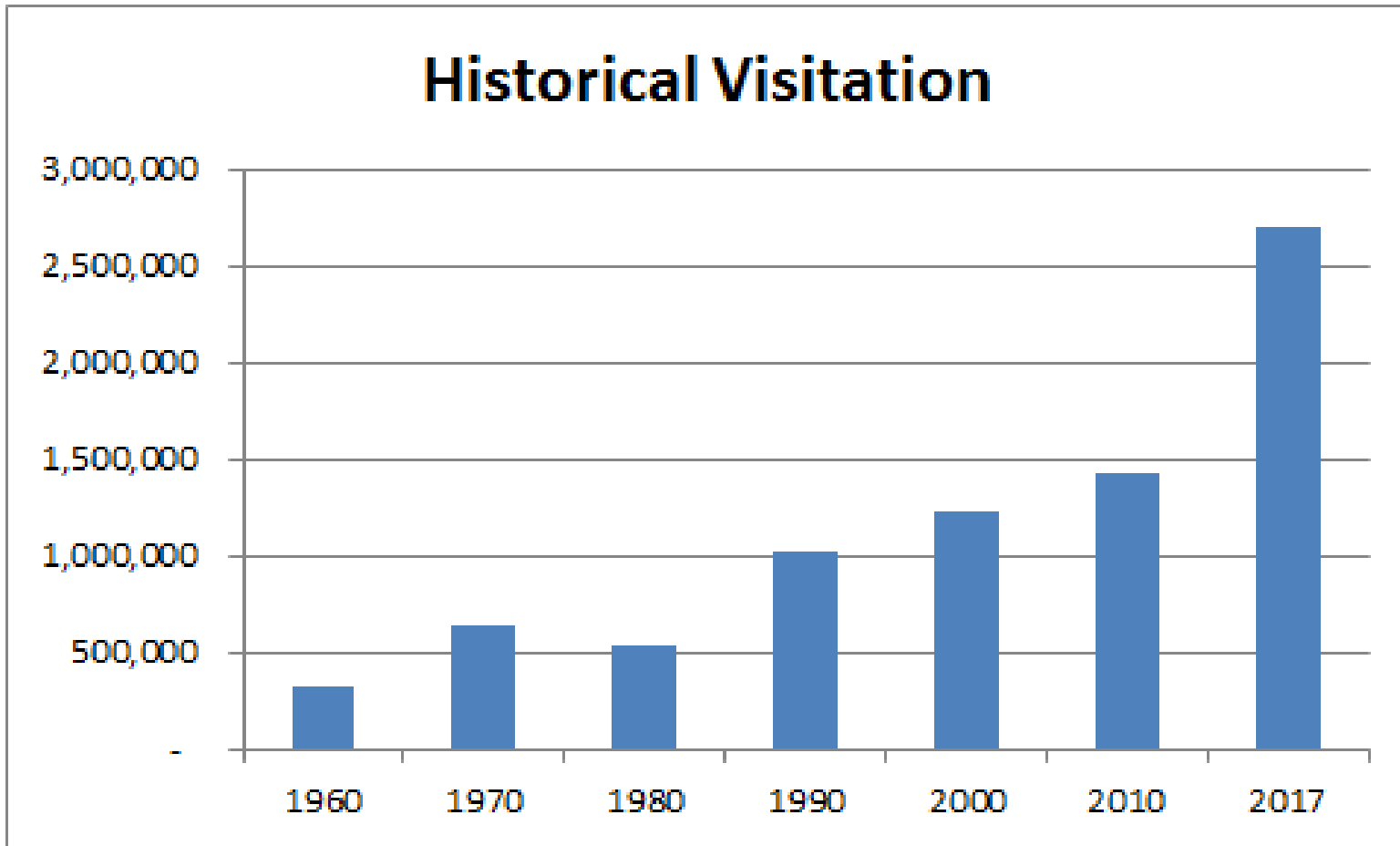
This is not an economic impact study based on extensive data analysis. Rather, it is a broad-brush picture of general economic activity based on data aggregation, estimates, and various assumptions where specific data categories are not tracked.



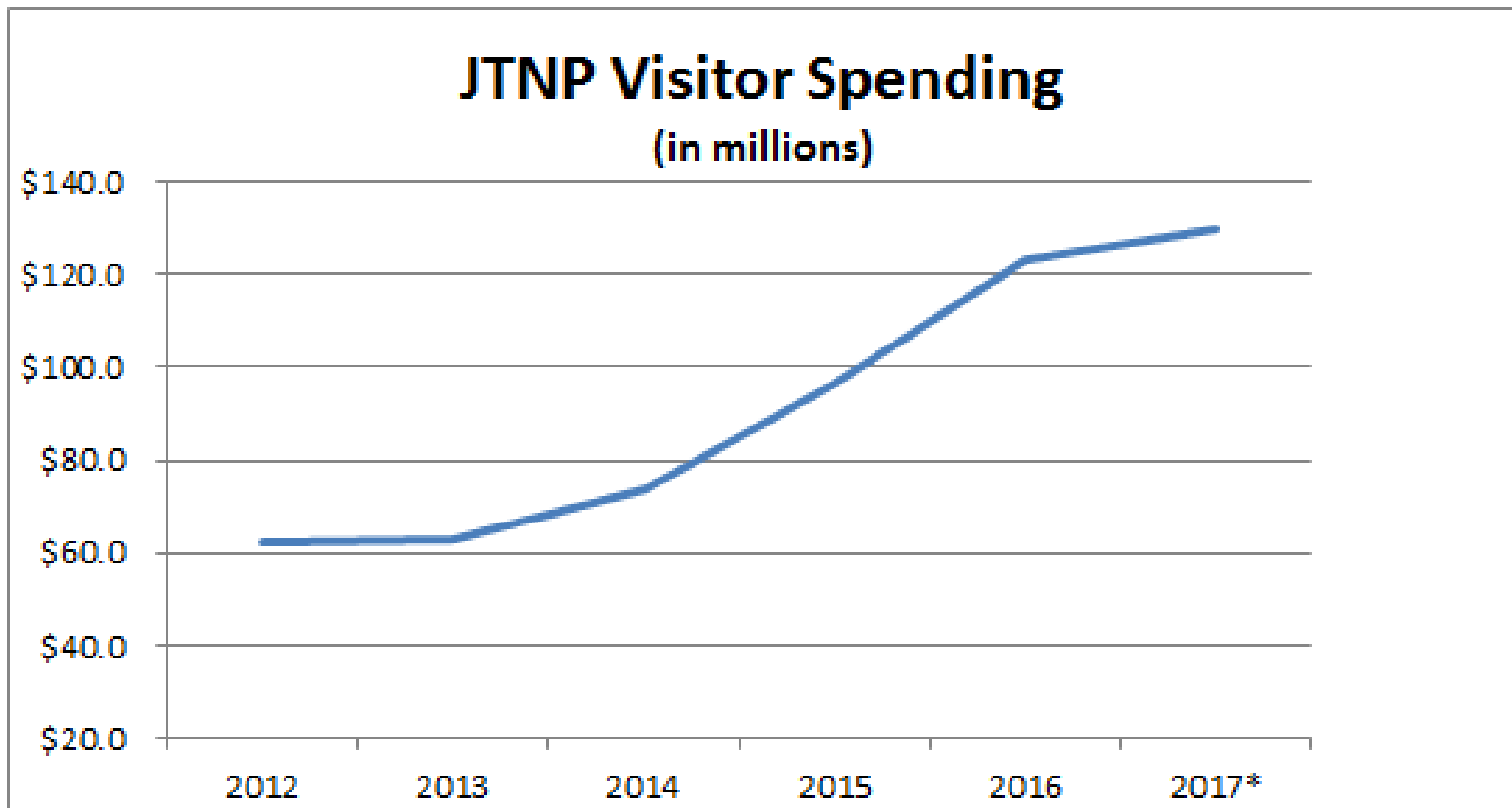
General Joshua Tree National Park Visitation Trends



General Joshua Tree National Park Visitation Trends



General Joshua Tree National Park Economic Spending Estimates



Estimating Impacts within Yucca Valley

Driving Factors

- Transient Occupancy Tax
- Dining Trends
- Fuel Consumption Trends
- General Consumer Spending in select categories
- Combined Impacts

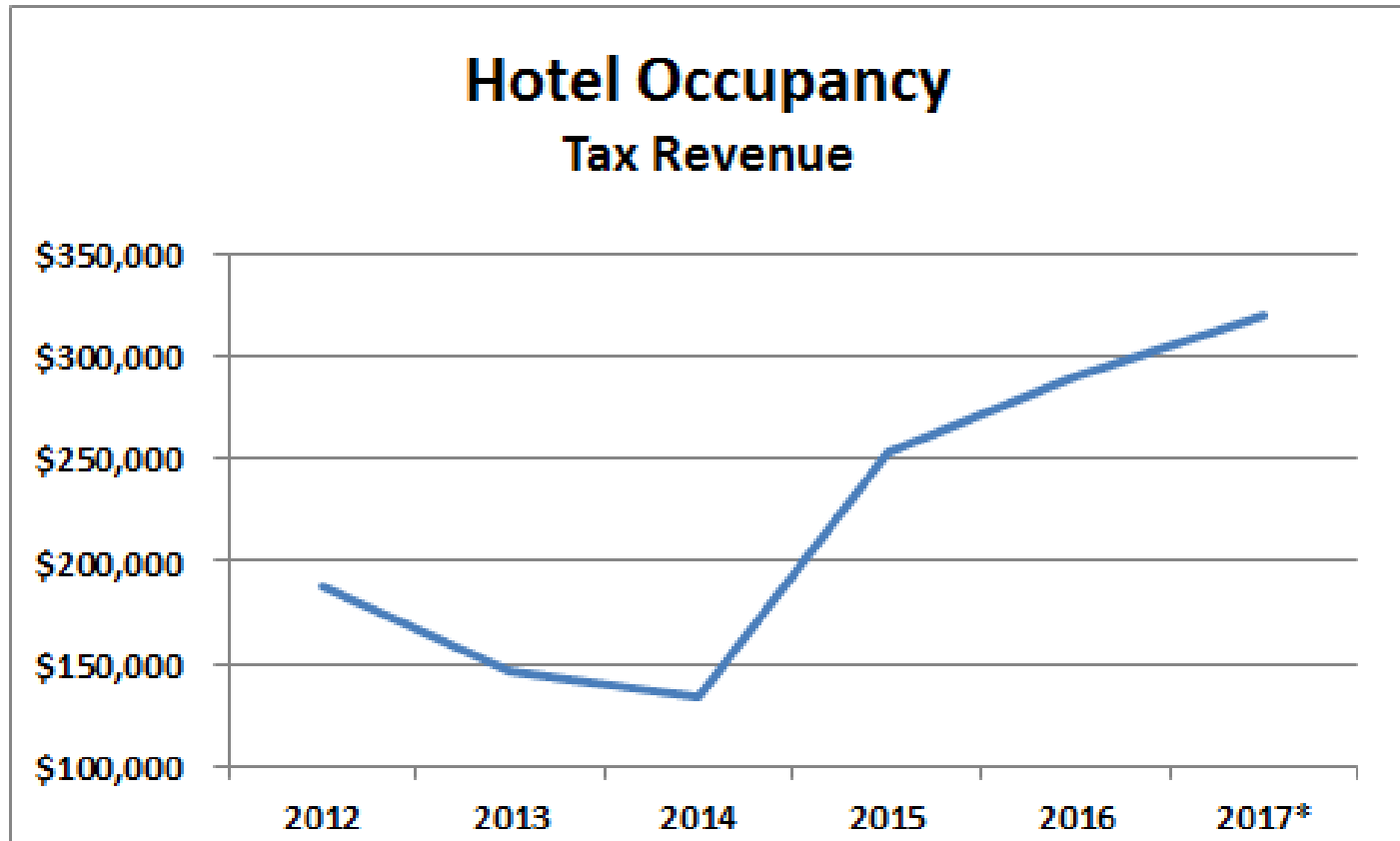


Yucca Valley Transient Occupancy Tax

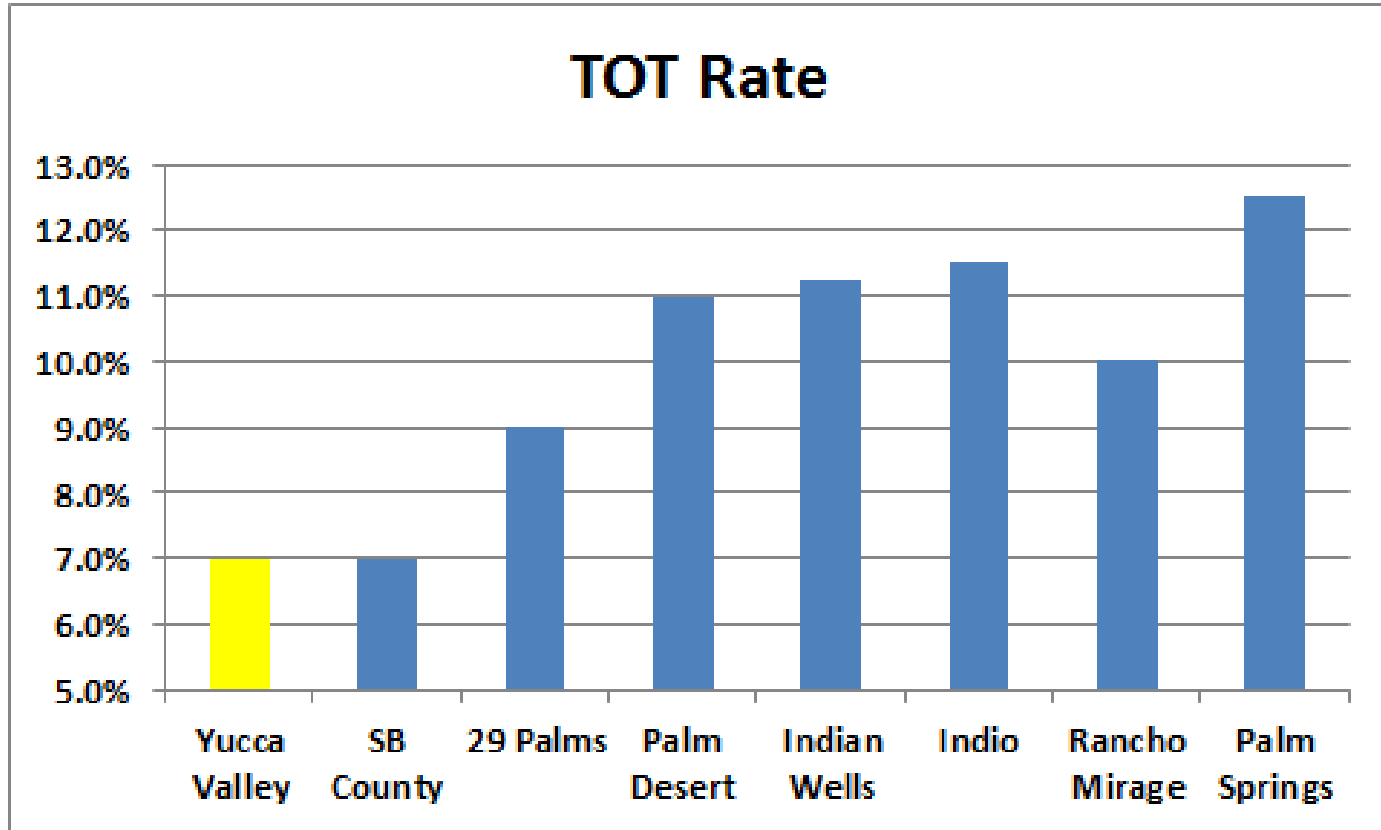
- Applies to hotels, motels, vacation rentals for stays of 30 days or less
- Current rate of 7%
- Approximately 12 STVR registered with TOT permit
- Best indicator of tourism impacts
- May be skewed by business activity
- No new hotel/motel rooms in past 5 years



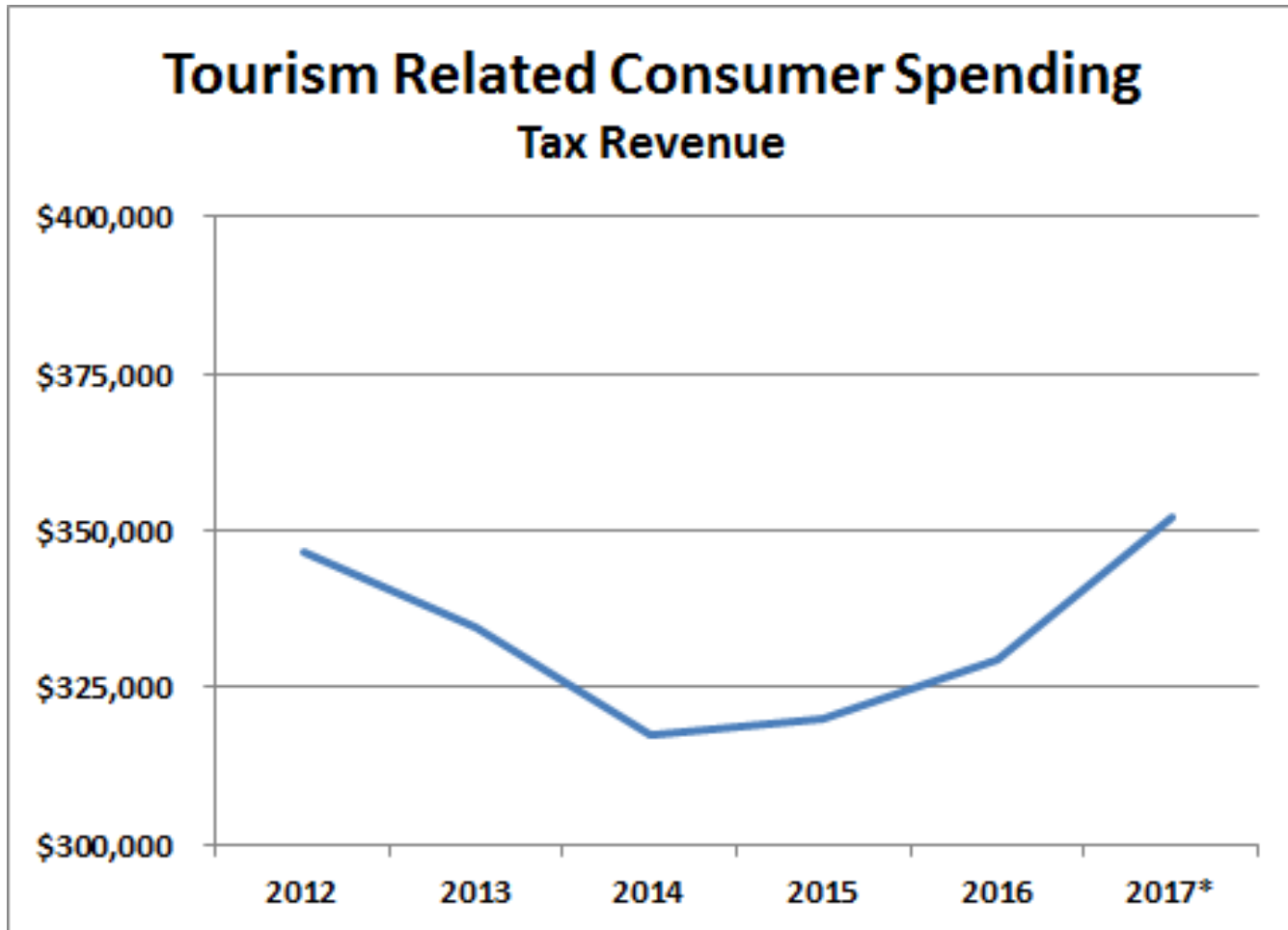
Yucca Valley Transient Occupancy Tax



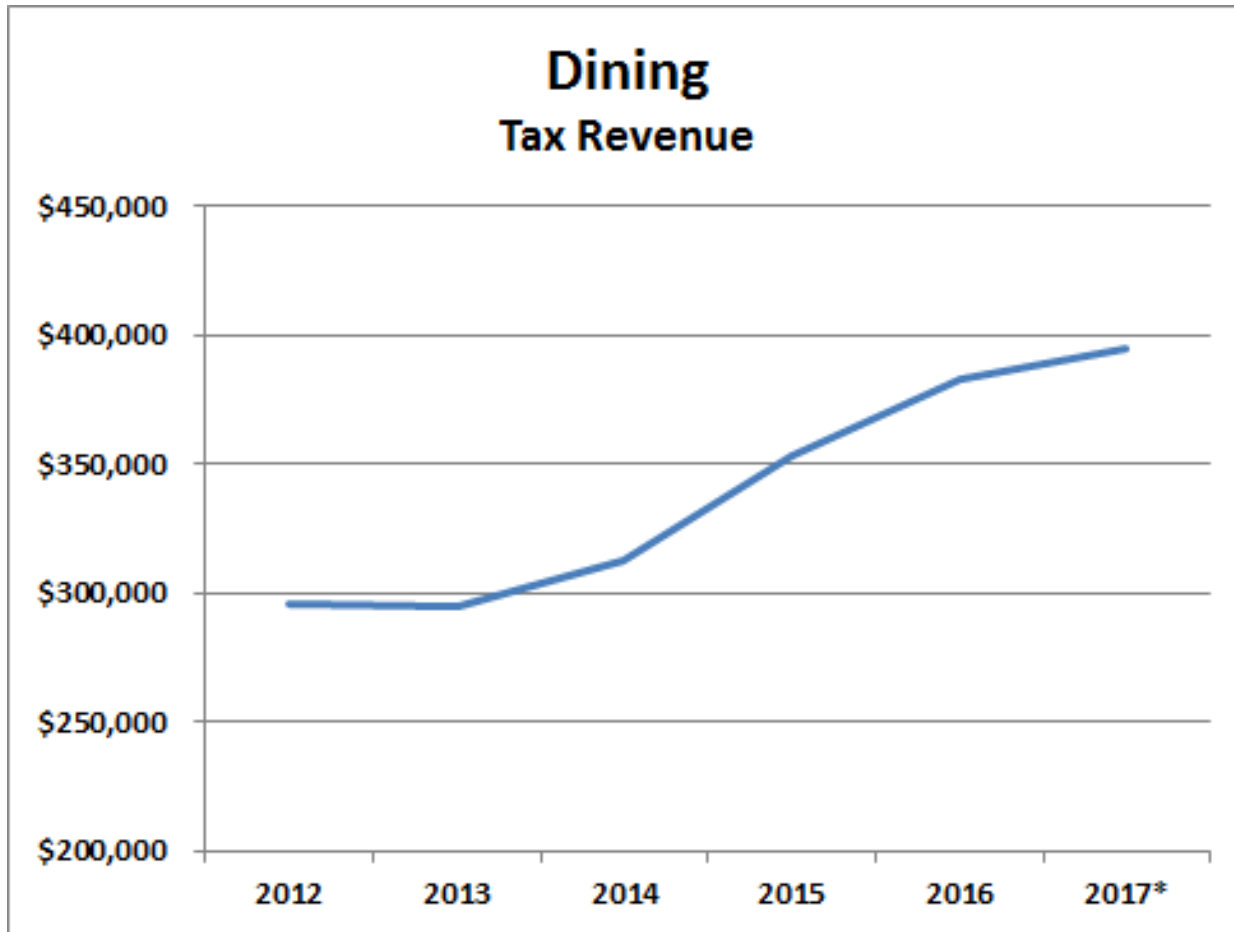
Yucca Valley Transient Occupancy Tax



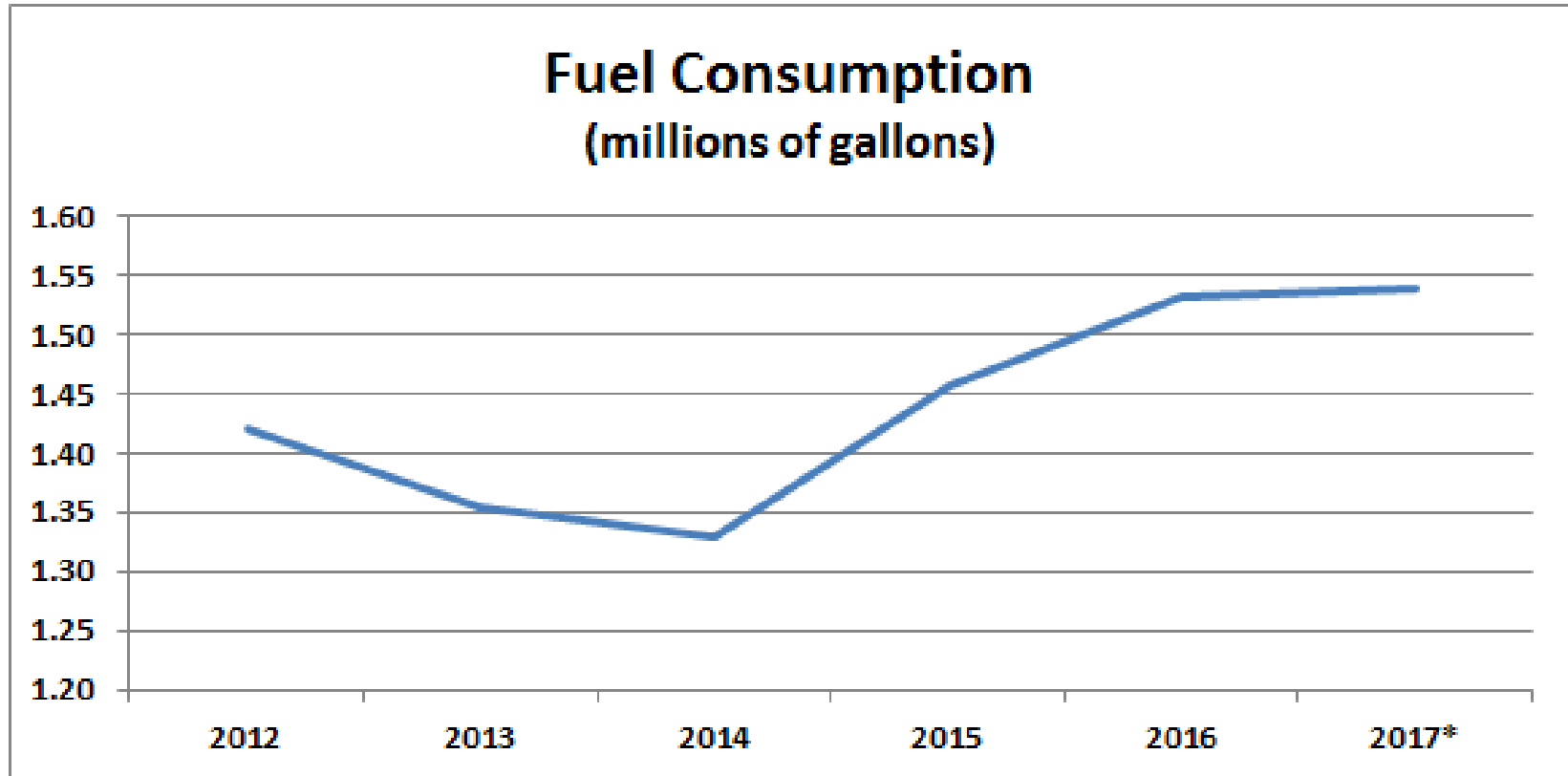
General Town Economic Impact



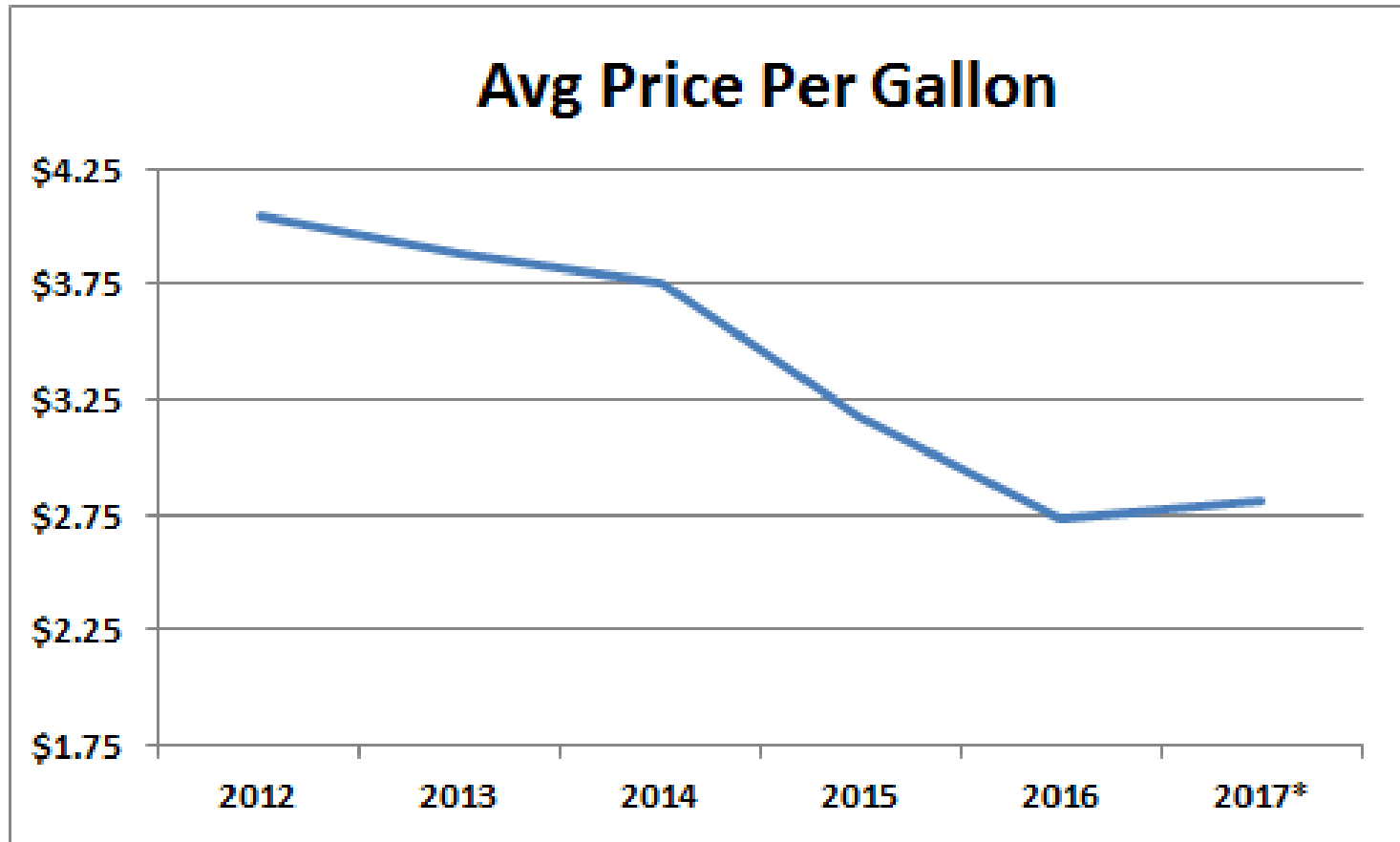
General Town Economic Impact



General Town Economic Impact



General Town Economic Impact

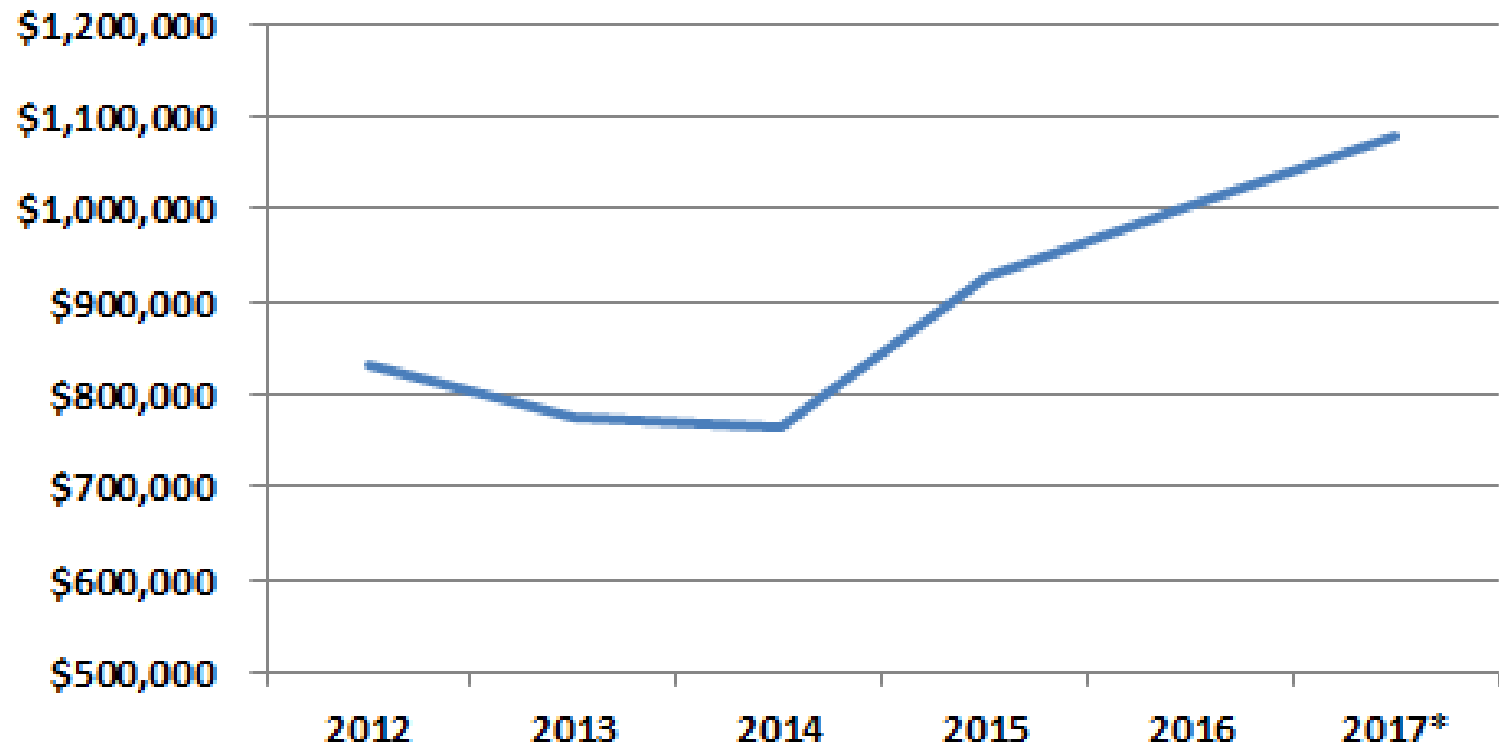


**Combined Fuel Sales account for 15% - 30%
of Total Sales Tax**

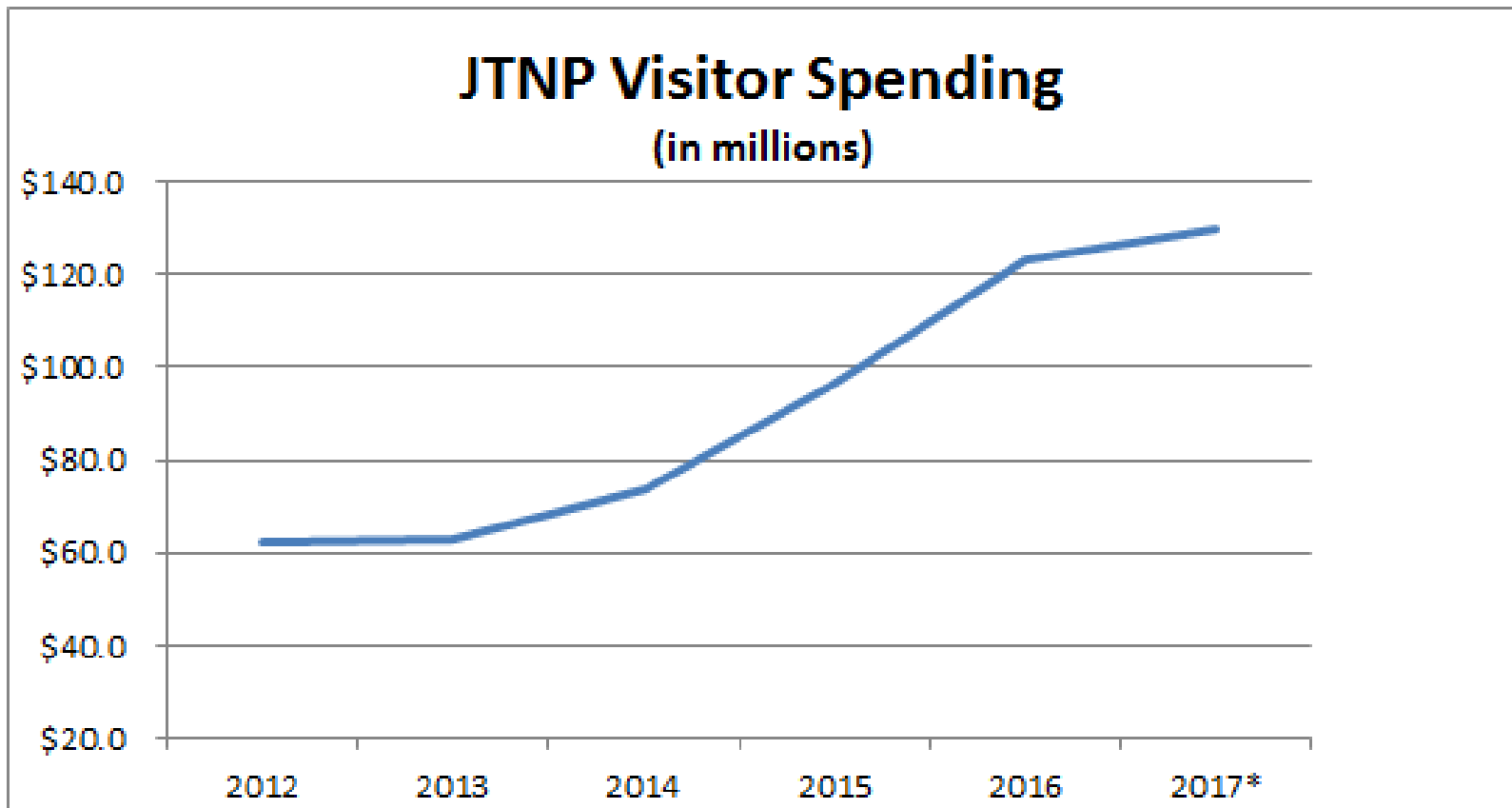


General Town Economic Impact

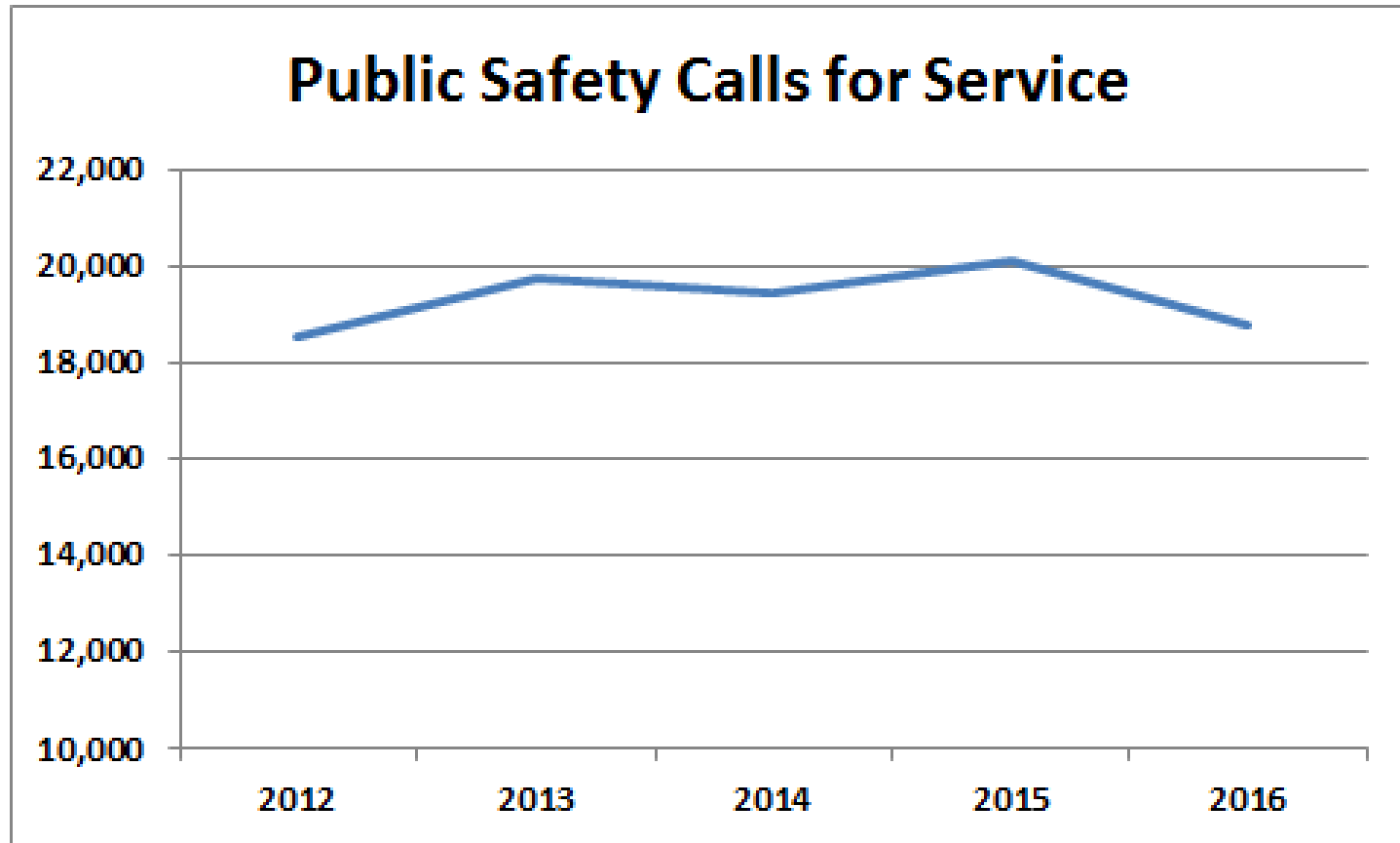
Tourism - all Categories excl Fuel



General Joshua Tree National Park Economic Spending Estimates



General Town Service Impact



Town Direct Expenditure on Tourism

California Welcome Center



Joshua Tree Gateway Communities



Town Direct Expenditure on Tourism

California Welcome Center \$22,500 (FY 16 and prior)
& \$42,500 (FY 16/17)



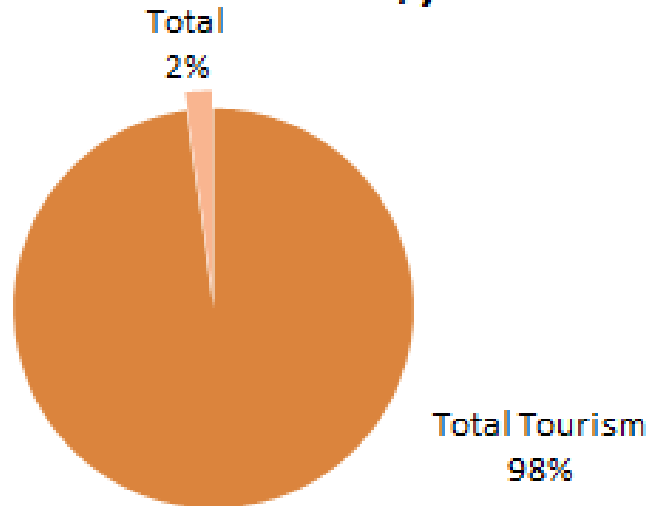
Joshua Tree Gateway Communities

\$40,000
(FY 16/17)

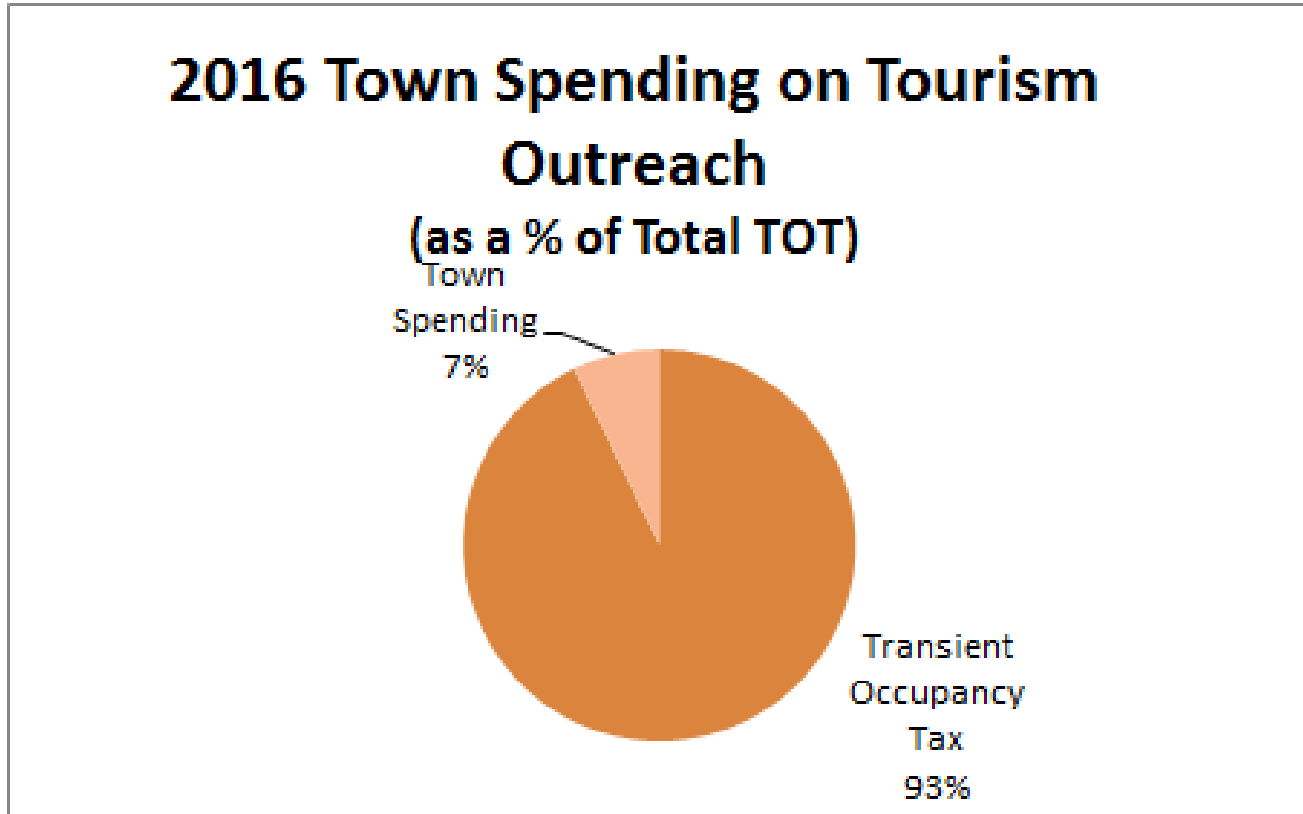


Town Direct Expenditure on Tourism (Support for California Welcome Center)

2016 Town Spending on Tourism Outreach (as a % of Total Tourism \$)

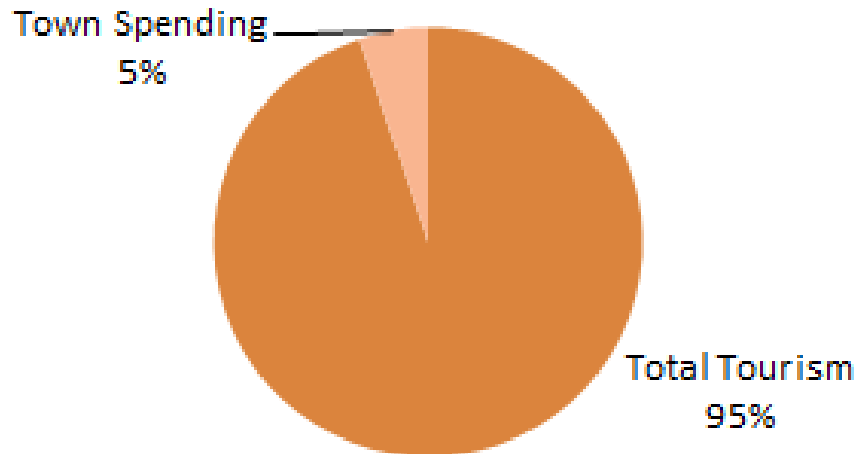


Town Direct Expenditure on Tourism (Support for California Welcome Center)



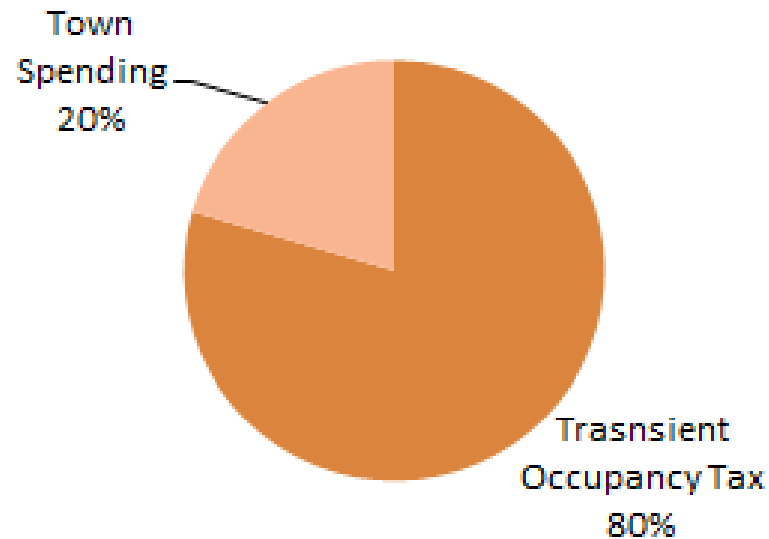
Town Direct Expenditure on Tourism (Support for CWC & JTGC Marketing Plan)

2017 Town Spending on Tourism Outreach (as a % of Total Tourism \$)



Town Direct Expenditure on Tourism (Support for CWC & JTGC Marketing Plan)

2017 Town Spending on Tourism Outreach (as a % of Total TOT)





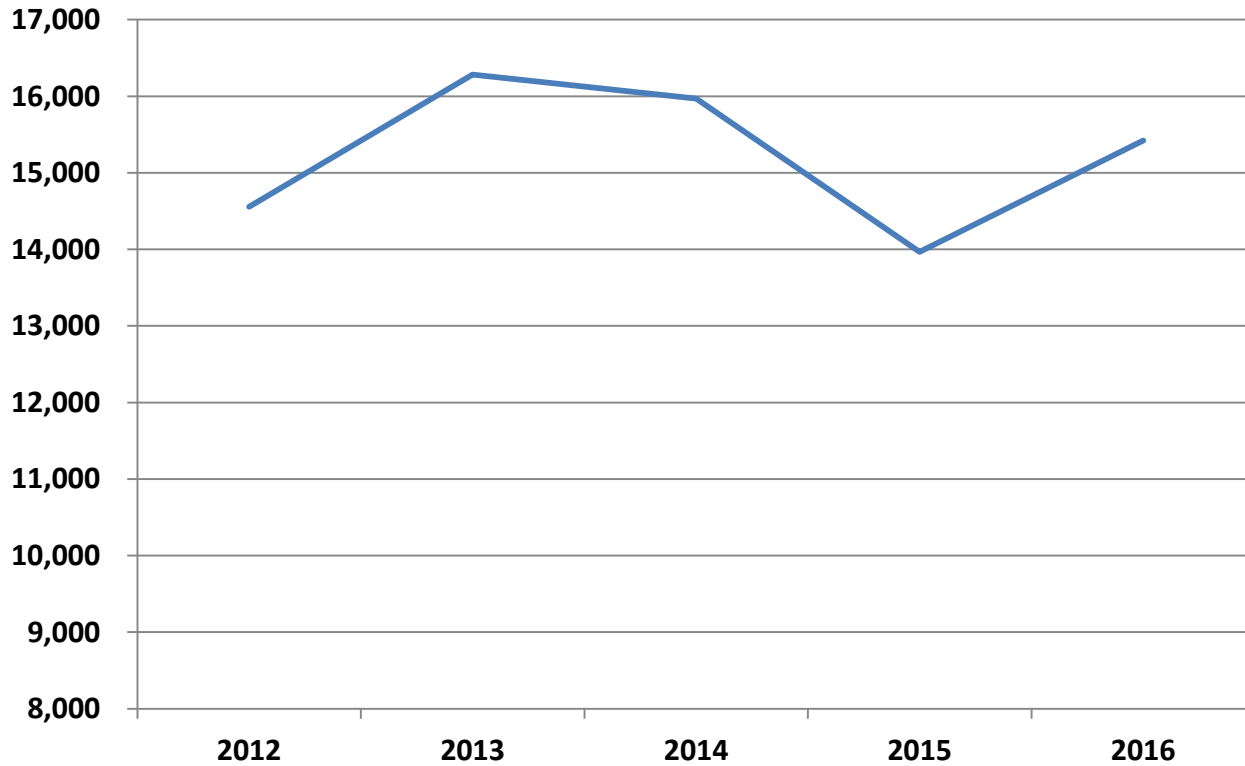
Original Mission of CWC & JTGC

- Recognize impact of tourism industry in the Basin
- Promote and encourage Basin visitation
- Promote and encourage Basin business utilization
- Encourage extended visitation to the Basin area
- Serve as the primary visitor center to the Morongo Basin
- Encourage visitation to attractions outside of JTNP



CWC Visitation Patterns

CWC Annual Visitation



Policy Issues for Future Consideration

- Clarifying the mission of Town efforts in Tourism
- Identifying the focus of existing Tourism outreach agreements with CWC and JTGC
- Understanding the unintended impacts of successful Tourism outreach
- Identifying primary beneficiaries of Town efforts for Tourism and the appropriate level of participation
- Providing opportunities for Tourism impacts on local residents to be offset by visitors and tourists to the Town



Thank You

