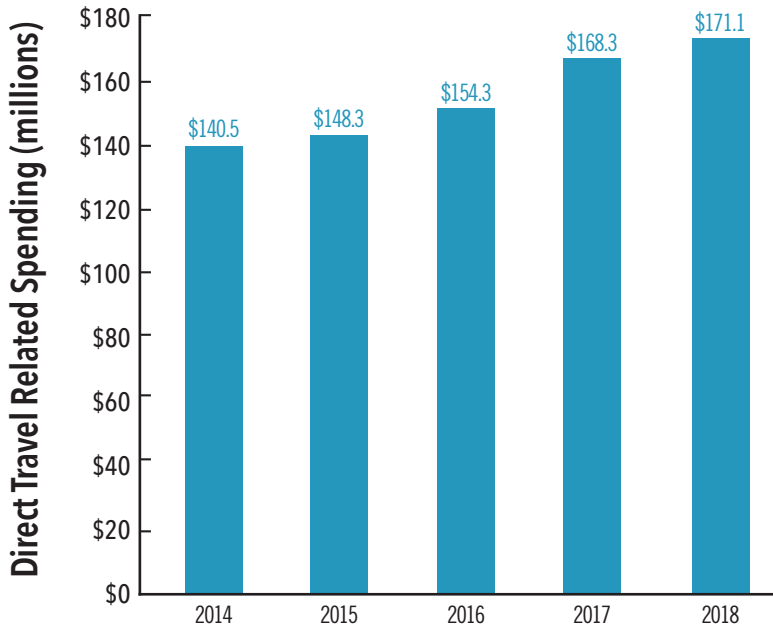


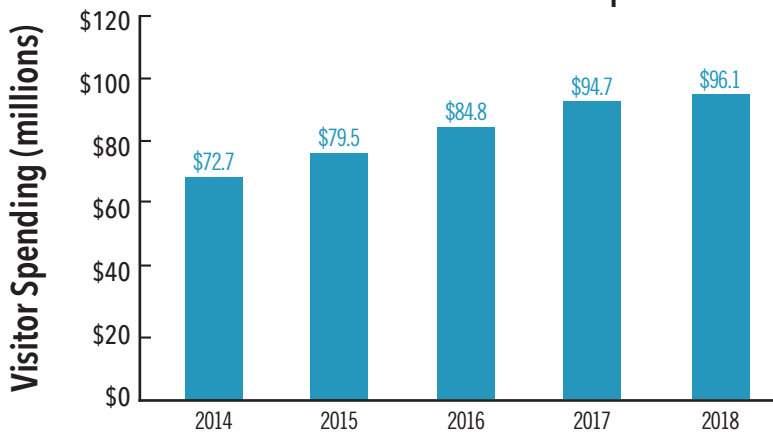
### TOTAL TRAVEL RELATED SPENDING

Total Travel Related Spending in Folsom, 2014-2018p



Average Annual Growth: 5.0%

Spending in Folsom by Visitors Staying in Hotels, Motels or STVR\* 2014-2018p



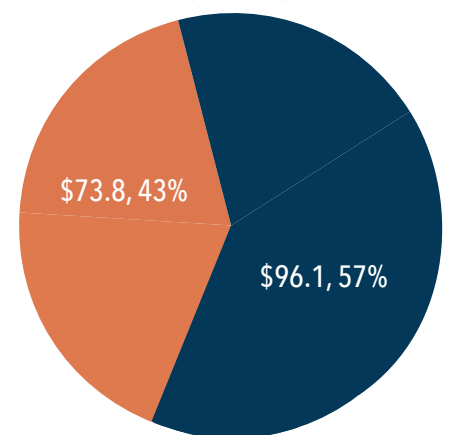
\*STVR=short term vacation rental

Average Annual Growth: 7.2%

### AT A GLANCE:

- ▶ Folsom lodging market has experienced strong growth from 2014 to 2018 - room supply increased 36% and room demand is up 45%
- ▶ Strong business growth, a successful tourism program, growing recreational events and the draw of Folsom are reason why Folsom is seeing a steady growing occupancy rate.
- ▶ Average occupancy rate in Folsom was 80.5% in 2018
- ▶ From 2014 to 2018 spending by visitors staying in Folsom Hotels swelled from \$72.7 million to \$96.1 million.
- ▶ Industries with the highest travel related employment are food services and arts, entertainment and recreation.

TOTAL VISITOR SPENDING IN FOLSOM  
BY TYPE OF ACCOMMODATION 2018p  
(\$ Million)



- Hotel, Motel, STVR\*
- Other Accommodations and Day Travel