



ECONOMIC IMPACT STUDY

FACT SHEET

ABOUT

VRMA engaged Tourism Economics to quantify the significance of the short-term vacation rental (STVR) visitor economy to California. The study's results show the significant scope of the STVR economy to California in terms of direct visitor spending and downstream host and property manager spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

163,000+

.....
Total Jobs Supported

COMMUNITY IMPACT

1 job per 39 STVR stays

Each stay drives \$3,048 in visitor spending



\$255 tax savings

Equivalent savings, per California household, to state and local tax revenues generated



\$16,578 state and local taxes

Economic activity associated with STVR guests in California

JOBS, WAGES & LABOR INCOME

Direct guest spending on accommodations and other guest-facing industries drives significant induced and indirect sales and employment in a range of industries across the state.



\$2.7 billion in labor income, supported directly by accommodations



28,423 jobs supported directly by accommodations



\$6.4 billion in wages, supported outside of accommodations



135,505 jobs supported outside of accommodations

\$19.4B in direct visitor spending

\$34.4B in total economic impact

\$3.7B in state and local tax revenue