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Tourism activity in Butte County continues to grow, boosting jobs and spending at local businesses

New statewide report from Visit California finds that tourism is recovering rapidly in Butte County and across the state. New survey data also shows Californians value tourism's economic and social benefits.

BUTTE COUNTY (May 9, 2022) – Local tourism activity in Butte County grew by 10.9% in 2022, continuing trends of an accelerated recovery for travel in the region, according to new economic impact research released today by Visit California on May 4, 2023.

Visit California's annual report measuring the economic impact of tourism showed that increased travel spending in Butte County contributed \$341.9 million to local businesses and added 3,750 local jobs. Increased tourism also provided \$28.2 million in local tax revenues to support essential services and programs in the community.

"Tourism continues to play an important role in Butte County's economic vitality, benefiting local businesses and generating jobs in our region," said Nichole Farley, Executive Director of Explore Butte County. "Visitors from around the state continue to be inspired to visit Butte County to enjoy our wide-open wonders such as the North Table Mountain Ecological Reserve, Bidwell Park, and the Oroville Dam, and our community is glad to welcome them back."

Statewide, travel spending grew by 31.7% in 2022 to \$134.4 billion, bringing tourism spending to 93% of pre-pandemic levels. During that time, the travel sector added 157,000 jobs in California, bringing the statewide total to 1.1 million jobs supported by tourism. Visitor-generated tax revenue for state and local government increased by 21.6% to \$11.9 billion.

Join Explore Butte County in celebrating the tourism industry during California Tourism Month as the organization continues to champion a growing and diverse economy in Butte County. Explore Butte County welcomes all explorers to experience the thriving community through tourism.

Explore Butte County is a 501c6 non-profit organization formed in 2015 to be the owners' association for the Butte County Tourism Business Improvement District (TBID). The mission of Explore Butte County is to inspire people to visit Butte County, create tourism opportunities that contribute to economic vitality, and build community through partnerships. Please visit ExploreButteCounty.com to learn more.

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