



National Tourism & Travel Week

May 7-13, 2023



California



2022 TRAVEL-RELATED
SPENDING

\$134.4B

\$134.4B not shown



STATE AND LOCAL TAX
REVENUE

\$11.9B

\$11.9B not shown

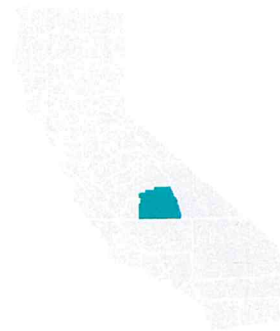


EMPLOYMENT

1.1M

1.1M not shown

Tulare County



TULARE 2022 TRAVEL-
RELATED SPENDING

\$549.7M



TULARE STATE AND LOCAL
TAX REVENUE

\$51.5M

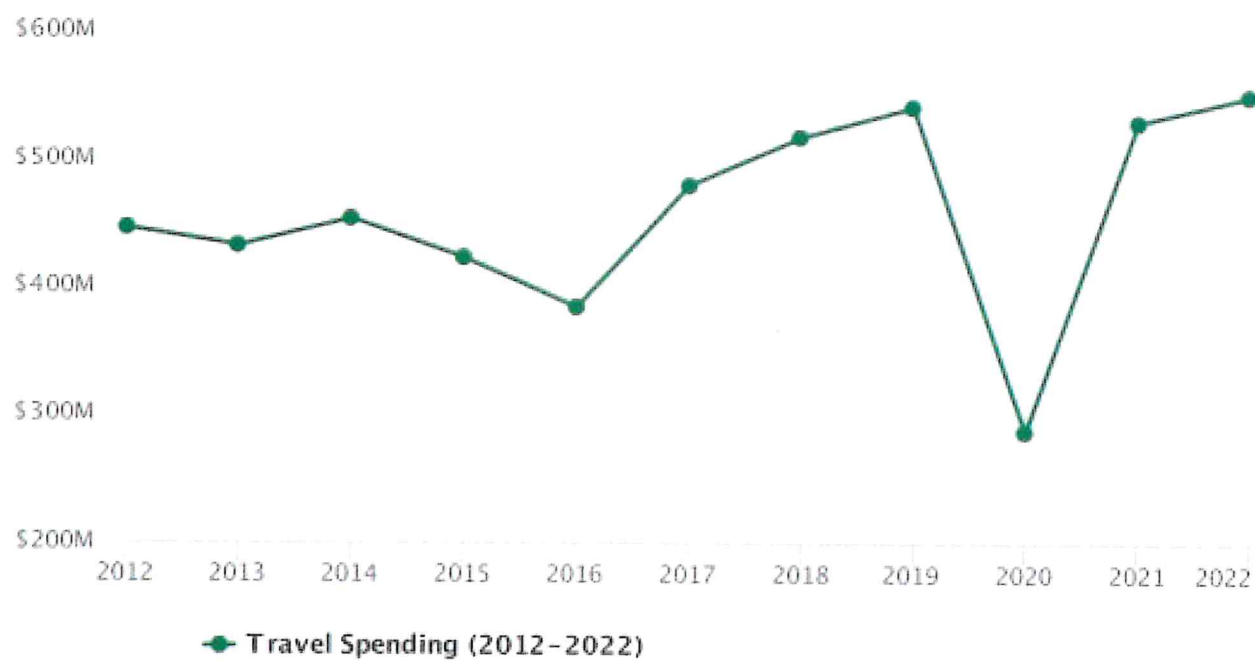


TULARE EMPLOYMENT

6.0K

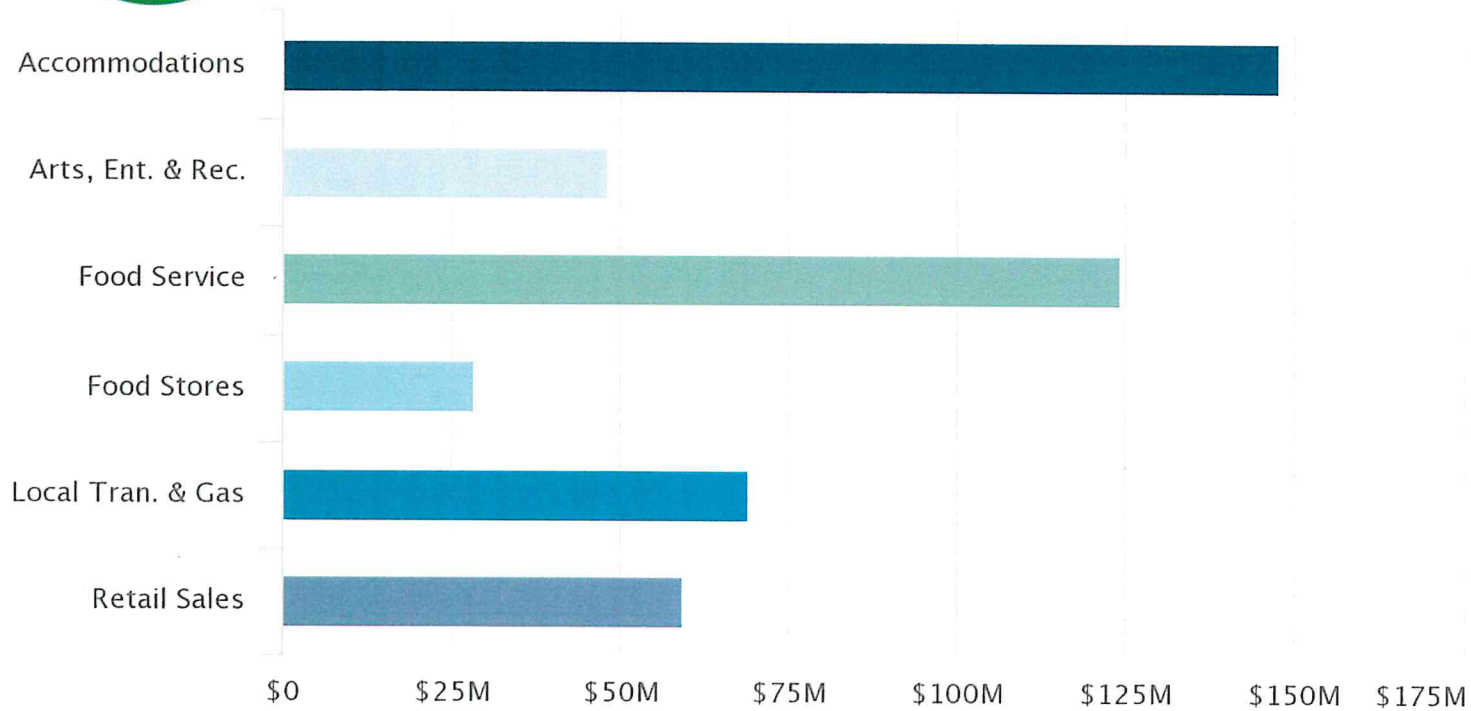


Tulare County history of travel Spending





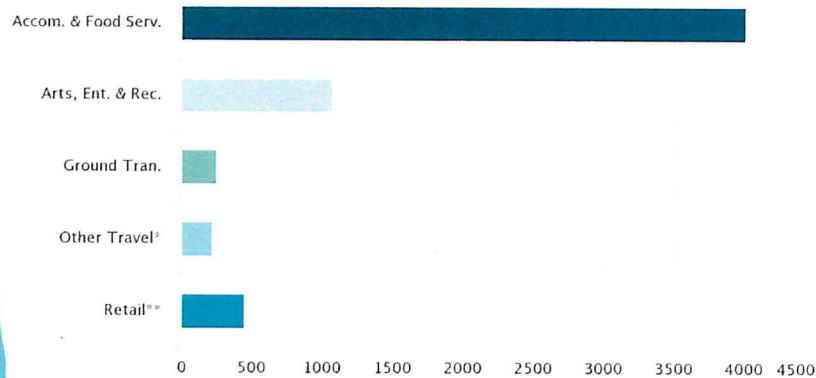
Tulare County Travel Spending by Industry



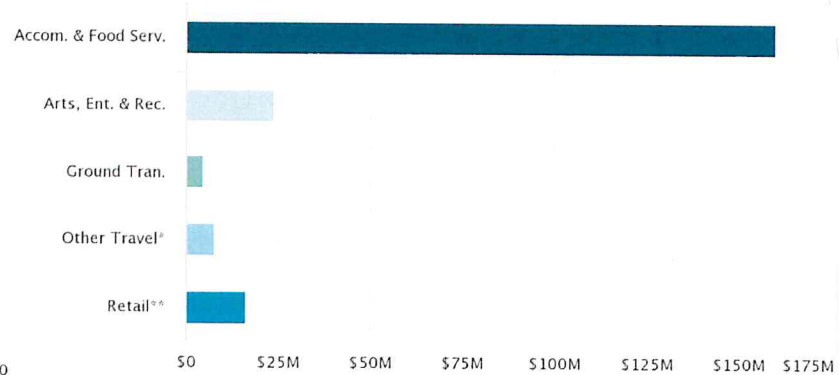


Tulare County Travel Industry Employment

Travel-Related Employment



Job Earnings Impacted by Travel





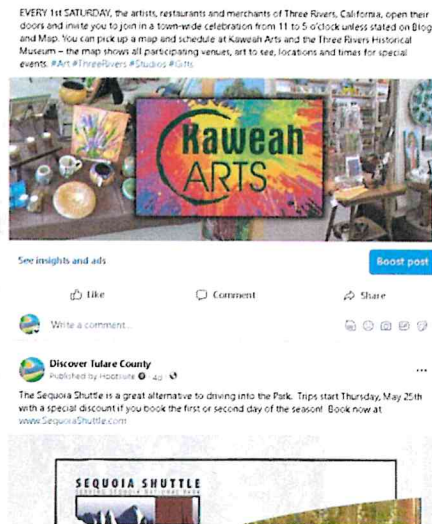
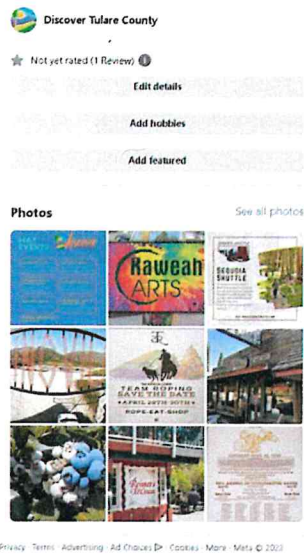
Discover Tulare County Tourism Marketing

- ▶ Booth at World Ag Expo February 14-16, 2023.
- ▶ Los Angeles Travel & Adventure Show February 18-19, 2023.
- ▶ Advertisement in 2023-24 Travel Guide to California
- ▶ Advertisement in Discover the Sequoias Visitor's Guide
- ▶ Member of Sequoia Tourism Council
- ▶ Participation in Mighty 190
- ▶ Launch Discover Tulare County Social Media

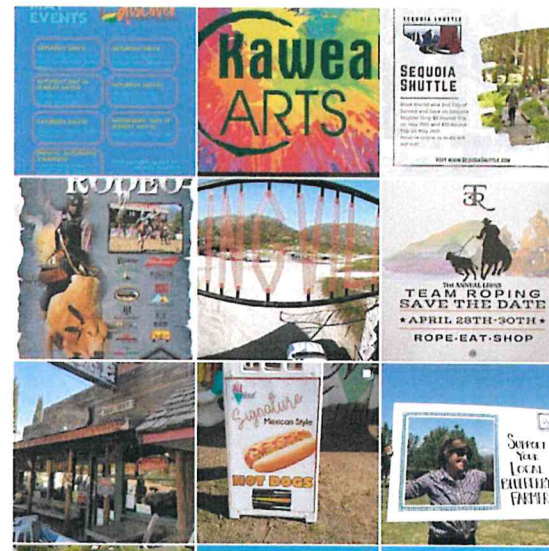




Facebook



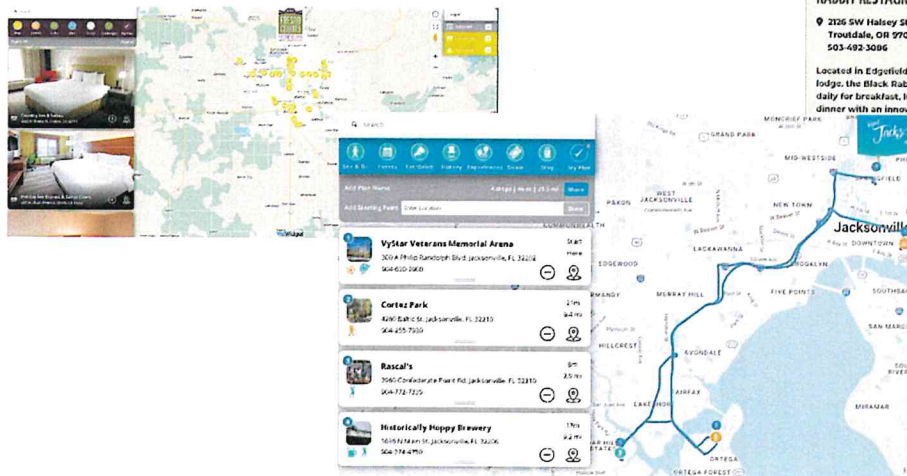
Instagram





Discover Tulare County Website

- ▶ Re-design launch Fall 2023
 - ▶ Business listings
 - ▶ Trip planning feature
 - ▶ Tours





McMENAMINS BLACK RABBIT RESTAURANT
 2126 SW Halsey Street
 Troutdale, OR 97060
 503-669-3086

Located in Edgfield's main lodge, the Black Rabbit is open daily for breakfast, lunch and dinner with an innovative menu as well as historic story of umbra ralls, and fudge you



McMENAMINS EDGEFIELD BREWERY
 2126 SW Halsey Street
 Troutdale, OR 97060
 503-669-8610

The largest of McMenamins' breweries, the Edgefield Brewery opened in 1991 in the old cannery building of the former Multnomah County Poor Farm. Original artwork by Joe Cotter and Scott Young depicts the history of beer along the walls, and two of McMenamins' longer running brews, Black Rabbit Porter and Edgefield Wheat, originated



McMENAMINS EDGEFIELD DISTILLERY & BAR
 2126 SW Halsey Street
 Troutdale, OR 97060
 503-492-5442

The Edgefield Distillery Bar sits under the same roof as the Distillery, on the property's southern border, in what was once a potato shed-turned-horse stables. With antique windows, a handsome back bar, intriguing pipe sculptures and a cozy woodstove, the Distillery Bar is a favorite



McMENAMINS JERRY'S ICE HOUSE
 2126 SW Halsey Street
 Troutdale, OR 97060
 503-669-8610

A wee thimble of a gathering place, Jerry's Ice House is another special gathering spot at Edgfield. The inspired grooves and jams of the Grateful Dead fill the air here, appreciated all the more with distilled spirits, handcrafted ales and wines, made just a short stroll away in Edgfield's onsite brewery, winery and distillery.