Tourism Matters

Tourism fuels Ventura's economy, supports local businesses and jobs, and generates revenue that helps fund City services. Visit Ventura works year-round to drive that demand.

Ventura's Tourism by the Numbers

21% of all travel spending in Ventura County happens in the City of Ventura, more than any other city in the region.

$408.7 million
Direct Travel Spending

$158.2 million
Direct Earnings

3,530 jobs
Tourism Careers Created

$36.2 million
Direct Tax Revenue
Local: $15.5M
State: $20.7M

These numbers are City of Ventura specific, provided by Ventura County Lodging Association and Dean Runyan Associates

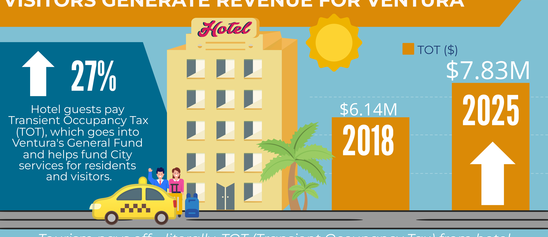
How Visit Ventura Inspires Tourism

Tourism doesn't just happen. We compete for it. Visit Ventura markets our city beyond the region and works year-round to bring visitors, events, and overnight stays to Ventura.

Market Ventura	Drive Overnight Stays	Attract Events	Support Local Businesses	Build Ventura's Brand
Reach travelers beyond our region	Generate hotel demand year-round	Bring events and opportunity to Ventura	Connect visitor spending to our community	Earn media exposure and keep Ventura top of mind

VISITORS GENERATE REVENUE FOR VENTURA

27%
Hotel guests pay Transient Occupancy Tax (TOT), which goes into Ventura's General Fund and helps fund City services for residents and visitors.



Tourism pays off—literally. TOT (Transient Occupancy Tax) from hotel bookings goes into Ventura's General Fund, helping pay for the services residents count on every day.

VISITORS SPEND LOCALLY

Visitor spending supports Ventura restaurants, retailers and small businesses throughout the city.

Visa Vue data

$57.8M
Visitor spending tracked in Q1 2026

$34.6M
Restaurants & Dining

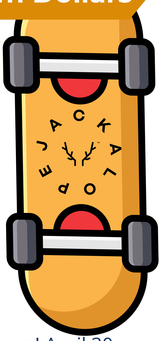
$23.2M
Retail

Numbers based solely on Visa Vue data (Visa card transactions only) from January–March 2026. Actual totals are likely higher as other payment methods (e.g., Mastercard, cash) are not included.

Jackalope: Driving Tourism Dollars

JACKALOPE BLOCK PARTY VENTURA

Jackalope Ventura 2026 delivered strong first-year visitation, hotel demand, and destination exposure — establishing itself as a new signature annual event for the city.



7M Online media impressions

50,505 Unique visitors

450 Hotel room nights

27/28 Jackalope returns for 2 years! April 30-May 2, 2027 and May 5-7, 2028

WHY IT MATTERS



Last updated 9/29/2026