

Tourism Matters

Tourism fuels Ventura's economy—boosting local businesses, creating jobs, and funding the city services that keep our community thriving.

Ventura's Tourism by the Numbers

20%

of all travel spending in Ventura County happens right here in Ventura, more than any other city in the entire region



\$402.5 million

Direct Travel Spending



\$150.2 million

Direct Earnings



3,470 jobs

Tourism Careers Created



\$33.9 million

Direct Tax Revenue
Local: \$14.3M
State: \$19.6M

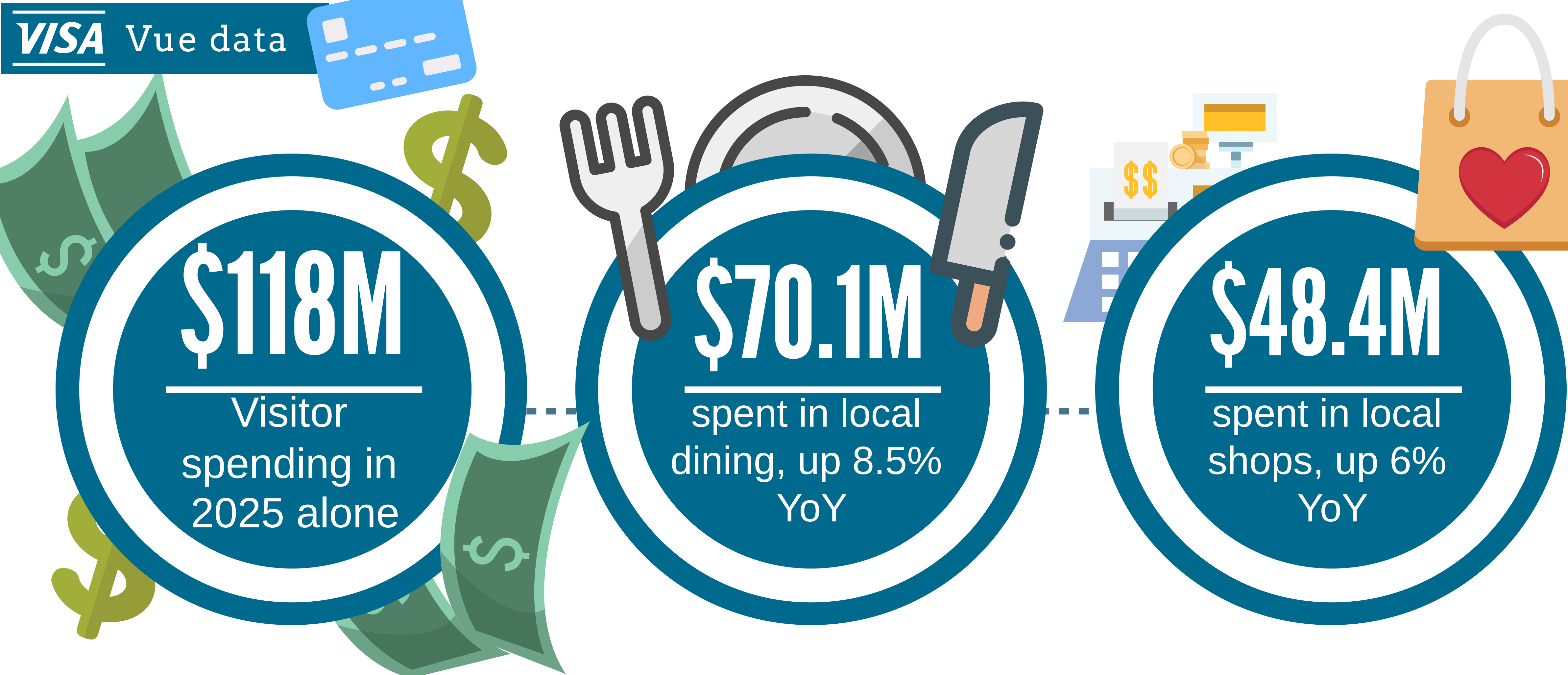
These numbers are City of Ventura specific, provided by Ventura County Lodging Association and Dean Runyan Associates

TOT Growth Reflects Visitor Momentum



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.

Local Retail & Restaurants are Booming



Numbers based solely on Visa Vue data (Visa card transactions only) from January–June 2025. Actual totals are likely higher as other payment methods (e.g., Mastercard, cash) are not included.

How Visitors Across the Globe Spend in Ventura

International Visitors



\$904.9K

- **Retail:** \$536.0k (29% of the total)
- **Hotels & Lodging:** \$150.7K (+35.9% YoY)
- **Top Origin:** Canada (18.91% of the total)

Domestic Visitors



\$247.9M

- **Restaurants & Dining:** \$63.2M (+5.5% YoY)
- **Hotels & Lodging:** \$3.8M (+32.7% YoY)
- **Top Origin:** Oxnard-Thousand Oaks-Ventura, CA (84% of the total)

Data reflects Visa swipes in City of Ventura from January 2025-June 2025

X Games to Jackalope: Driving Tourism Dollars

