



The Impact of Hotels in California

Hotels are the heartbeat of California, providing jobs, generating millions of tax dollars, driving billions of dollars in economic activity, and impacting many lives through community support and philanthropic activities. This fact sheet provides a snapshot of the annual impacts of California hotels.



People

The hotel and lodging industry is full of dynamic career opportunities supporting our most important assets—our people.

229,000 people employed in the hotel industry in California

\$12.9 BILLION in salaries and wages in 2022

3.9% share of total jobs



Economic Impact

The hotel and lodging industry is essential to the region's economic success, providing a major revenue source for cities across the state.

6,580 hotels in California

\$78.4 BILLION in hotel guest spending

\$7.7 BILLION total taxes from hotel operations

276 MILLION forecasted number of visitors in 2025



Community

Hotels are important pillars of community vitality and service.

\$68 MILLION total contribution in the form of cash, in-kind donations, fundraising, scholarships, and food drive donations.

328,000 volunteer hours for activities ranging from beach clean-ups to blood drives



Industry Growth

New properties create additional hotels, construction and other ancillary jobs across the state.

98 new hotels opened in 2024

9,187 new guest rooms opened in 2024

19,000 new jobs created in 2023

Data sources: Oxford Economics, STR, American Hotel and Lodging Association

