



Travelers, tourists, and visitors spent \$2.4 billion into Sacramento County in 2008. The travel tourism workforce accounts for 27,000 jobs in the county.* The region's tourists are drawn to Downtown Sacramento because of its high density of entertainment, arts, history, retail, and cultural attractions. Downtown Sacramento boasts some of the region's most popular destinations including the State Capitol, Old Sacramento, as well as dozens of theaters, museums, and shopping options. *California Travel and Tourism Commission*

Tourism Facts

- **\$2.4 billion** consumer spending on travel related industries*
- **27,000 jobs** created by tourism industry*
- **2.7 million visitors** to museums, theatres and attractions†

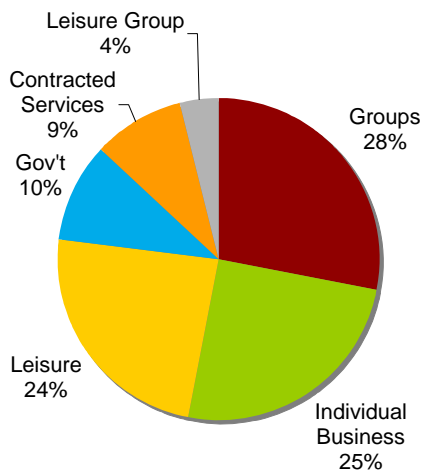
Sacramento County, 2008

California Travel and Tourism Commission

†Sacramento Convention, Culture & Leisure Dept

Downtown also represents the County's largest concentration of hotel rooms at 31% of the total market inventory.§ Thousands of business and leisure travelers each year make downtown Sacramento their destination.

Hotel Visitor Breakdown§



§Sacramento Convention and Visitors Bureau

Conventions & Meetings†

The Sacramento Convention Center Complex hosted 568 events and 33 conventions and conferences in 07/08. This activity brought more than 863,000 attendees into Downtown Sacramento and generated \$7.5 million in revenue. *†Sacramento Convention, Culture & Leisure*

Top 5 Largest Conventions§

EVENT	Room Nights
Northern California Volleyball Association	8,228
Les Schwab Tire Centers	5,904
Ecological Society of America	5,630
California School Employee Association	5,615
Rocky Mountain Elks Foundation	5,450

§Sacramento Convention and Visitors Bureau

Top 5 Downtown Attractions (by attendance)†

ATTRACTION	ATTENDANCE
California State Capitol	500,000+
California State Railroad Museum	300,000+
Esquire IMAX Theatre	186,000+
Sutter's Fort	150,000+
Crocker Art Museum	100,000+

†Sacramento Convention, Culture & Leisure

Major Annual Events

EVENT	DATE
Amgen Tour of California	February
Sacramento Jazz Fest	May
Pacific Rim Street Festival	May
Friday Night Concerts in the Park	May - August
Sacramento Pride Festival	June
Gold Rush Days	September
World Music & Dance Festival	September
California International Marathon	December