Recreational Activities
Frequently Mentioned

SECONDARY
ZONE
64%
White
10%
Asian

PRIMARY
ZONE
Scenery/wildlife viewing
Dining
Attending festivals/events
Historical sightseeing
Wine tasting
Hiking/Walking
Driving for pleasure
Boating (motorized)

82% of participants reside in the five Delta counties
8% Hispanic/Latino
42% visitors to the Delta
58% self-identified local residents

60% female
40% male
Average age at 52 years old

Representing three largest ethnic participant groups

JOBs & INCOME
45% Employed full-time
33.3% Retired
12.6% Other
60% household income are greater than $75,000
10.8% Employed part-time
40% household income are less than equal to $75,000

Individuals recreate in the Delta all year round

PARTICIPANT OVERVIEW
527 individuals participated in this study in 2018 through an online survey or one of the four events:
- Locke Asian Pacific Spring Festival
- Courtland Pear Fair
- Heart of Oakley
- Rio Vista Bass Derby Festival

Spending Patterns

Single Day Trip
Visitors spending average
$30.00 person/day
Locals spending average
$45.83 person/day

Multi Day Trip
Visitors spending average
$47.17 person/day

Economic Impact & Significance
Studies were conducted for the Courtland Pear Fair and the Rio Vista Bass Derby & Festival.

Courtland Pear Fair
Impact from Visitors
Value Added $41,849
Output $94,346
Significance from Visitors & Locals
Value Added $173,820
Output $301,592

Rio Vista Bass Derby & Festival
Impact from Visitors
Value Added $383,267
Output $648,144
Significance from Visitors & Locals
Value Added $857,493
Output $1,440,698

*Output measures overall economic activity due to an event (i.e. Courtland Pear Fair). This impact is viewed as value of change in sales or increased production.

*Value added refers to increase of region’s gross regional product (GRP). This impact estimates the increase of local employee wages and local business profits.