

DELTA PROTECTION COMMISSION

RECREATION & TOURISM SURVEY SUMMARY

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

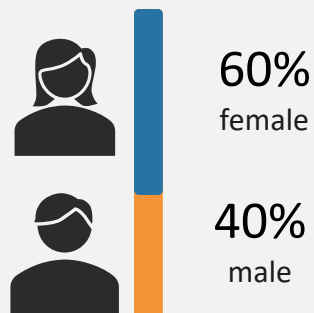


82% of participants reside in the five Delta counties

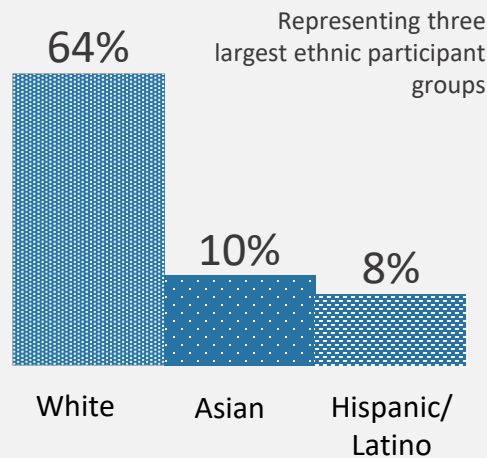
42% visitors to the Delta

58% self-identified local residents

BACKGROUND

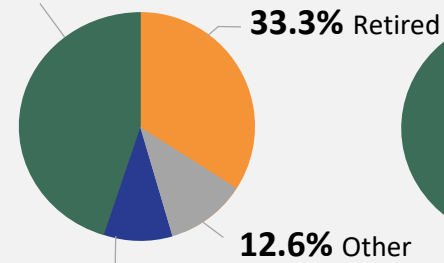


Average age at 52 years old



JOBS & INCOME

45% Employed full-time



10.8% Employed part-time

40% household income are greater than \$75,000

60% household income are less than equal to \$75,000



Recreational Activities

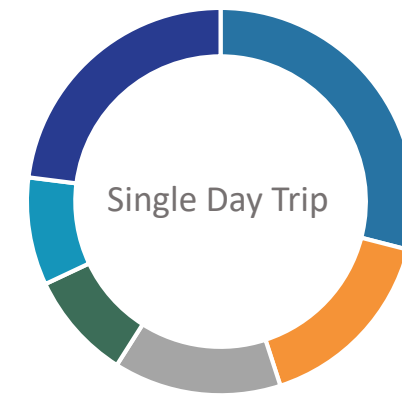
Frequently Mentioned



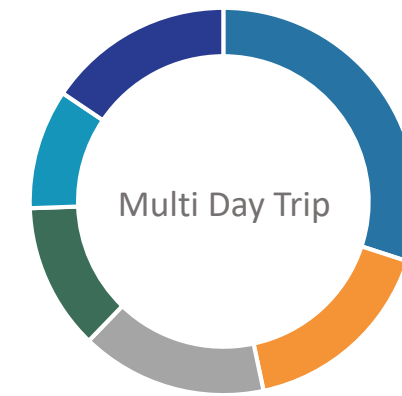
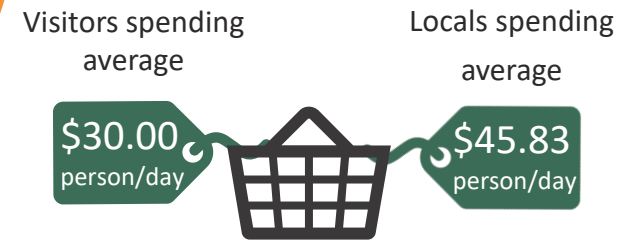
Individuals recreate in the Delta all year round



Spending Patterns



- 29% Restaurants
- 16% Grocery & convenience stores
- 14% Gas (bought in the Delta)
- 9% Wine purchases (from wineries)
- 9% Boat fuel
- 23% All other categories



- 27% Restaurants
- 15% Grocery & convenience stores
- 14% Hotel/Motel/Bed & Breakfast
- 11% Gas (bought in the Delta)
- 9% Airbnb/ vacation rental
- 14% All other categories



Economic Impact & Significance

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

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

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



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All infographic data is assembled from Recreation & Tourism in the Delta: A Study of Preferences for Activities and Facilities, Information Sources, and Economic Contributions of Delta Events (May 2019). See the full report at: delta.ca.gov/wp-content/uploads/2020/09/Delta-Recreation-Report-508.pdf