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TOURISM ECONOMY FIGURES INDICATE RECOVERY OPPORTUNITY FOR MORGAN HILL

Morgan Hill, Calif. – Santa Clara County’s tourism economy made great strides toward recovery in 2021, yet more work remains to fully restore to pre-pandemic levels in Morgan Hill and across the state.

Visit California’s newly [released report](#), prepared by Dean Runyan Associates, details the economic impact of state tourism in 2021. Per the report, Santa Clara County’s visitor-generated spending, tax revenue and jobs increased from 2020 to 2021. However, spending remained at 53.5% of 2019 levels. California’s meeting market, particularly valuable to Santa Clara County, was unable to operate for parts of 2020 and 2021 and has been slow to return.

“The 2021 economic impact figures reinforce the opportunity for Morgan Hill to close the recovery gap and drive our local economy forward through new visitor market spending,” says Krista Rupp, Executive Director of Visit Morgan Hill. “We have a healthy and growing number of community assets that are appealing to leisure visitors,” notes Rupp, referencing Morgan Hill’s recent restaurant and wine tasting openings, the return of events, a new inclusive playground and fine art gallery groundbreaking.

Visit Morgan Hill works to attract overnight visitors to the city through digital marketing and advertising, sports facility and event promotion, and strategic partnership with other local organizations. Its website features over 250 local points of interest and produces approximately 1,450 monthly click throughs to Morgan Hill hospitality businesses. The organization’s most significant [digital promotion](#) was recently awarded Gold in an initial round of the American Advertising Awards Social Media Campaign division. Visit Morgan Hill branded television and streaming commercials will air on KSBW 8 May through June 2022.

“Tourism provides additional revenue streams to local businesses, sales tax and TOT generation, and local jobs for local people,” Rupp continues. “While this aids economic recovery, intentional development of tourism that complements Morgan Hill ultimately enhances our sense of community and pride.”

Much like the state and county, Morgan Hill has not yet fully recovered pre-pandemic tourism indicators. However, the Morgan Hill Tourism Business Improvement District (MHTBID) collections saw a 125% increase July through December 2021 over the previous six months of 2021, indicating local tourism uptick and preliminary recovery. Economic projections, prepared by Tourism Economics and released by Visit California earlier this year, showed California travel-related spending will reach 2019 levels in 2023. If achieved, the state tourism economy will have returned to 2019 levels a year sooner than originally projected.

The release of Visit California’s economic impact report annually coincides with the beginning of California Tourism Month in May, which the Legislature designated in 2016.

ABOUT VISIT MORGAN HILL:

Visit Morgan Hill is a 501(c)6 non-profit organization dedicated to executing tourism marketing programs to position Morgan Hill as a vibrant leisure, sports, and event destination and be a catalyst for local tourism benefit through overnight hotel stays. Visit Morgan Hill is a separate entity from the City of Morgan Hill and led by its own board of directors, who oversee the work of the organization. Hotels in Morgan Hill contribute 1.5% of their gross short-term revenue to fund the Morgan Hill Tourism Business Improvement District (MHTBID) which is managed by Visit Morgan Hill. For more information, go to www.visitmorganhill.org.

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