



California Tourism Month and National Travel & Tourism Week

Sample Tweets

- #CATourism Month and National Travel & Tourism Week are quickly approaching. More info: <http://bit.ly/2oTW5XO> @VisitCANews #NTTW17
- *May 1:* 🦋 It's #CATourism Month & we're kicking off a monthlong celebration of #GoldenState's tourism industry. @VisitCANews #NTTW17 #tourism
- National Travel & Tourism Week is May 7-13. RT if you support #California's #tourism industry. Details: <http://bit.ly/2oRXCQN> @VisitCANews
- *May 9:* Happy Rally Day! Show your support for the travel industry by wearing red today! @VisitCANews @USTRavel #tourism #NTTW17 #CATourism
- New numbers show #California's #tourism industry supported 1.096M jobs in 2016. @VisitCANews #NTTW17 - <http://bit.ly/2oRXCQN>
- #Tourism helps fuel [insert your city, county, or region]'s economy. See the numbers from @VisitCANews: <http://bit.ly/2oRXCQN> #NTTW17
- #Travel generated \$126.3B in visitor spending for #California's economy in 2016. Read more: <http://bit.ly/2oRXCQN> #NTTW17 @VisitCANews
- #Tourism provided \$10.3B in state/local tax revenues in #California this past year. @VisitCANews #NTTW17 - <http://bit.ly/2oRXCQN>

Sample Facebook Posts

- Did you know May 7-13 is National Travel & Tourism week? Travel and #tourism are a major part of #California's economy, and it's important that we make smart investments to keep the industry strong. Numbers from @CTTCNews show the industry generated \$10.3B in state/local tax revenue on visitor spending of \$126.3B, which supported 1.096M jobs in 2016. Learn more: <http://bit.ly/2oRXCQN> #NTTW17
- Happy National Travel & Tourism Week! Travel spending in California reached a record \$126.3B in 2016. This spending supported over 1M jobs and provided \$10.3B in tax revenue for the state and local governments. Learn more from @CTTCNews here: <http://bit.ly/2oRXCQN> #NTTW17



#CATourism at Work

Sample Tweets/ Instagram Posts

- As part of #CATourism Month, we are showcasing how our team makes #GoldenState tourism happen. @VisitCANews [picture of your staff at work]
 - Accommodations:
 - Welcome to #[your business name here] in #[your city here]. This is how we greet our guests. @VisitCANews #CATourism [picture of your staff in action]
 - Time to explore #California! Our concierge team sharing insider tips of #[your city here] w/ our global explorers. @VisitCANews #CATourism [picture of your staff in action]
 - You have arrived! #[your business name here]'s valet team welcoming our guests & opening the door to #California. @VisitCANews #CATourism [picture of your staff in action]
 - Restaurants:
 - Dinner is served! Our team is taking our visitors on a culinary tour through #California. @VisitCANews #CATourism [picture of your staff in action]
 - Is there anything better than indulging in a delicious #[food item here] after a day exploring beautiful #[your city name here]? @VisitCANews #CATourism [picture of your staff in action]
 - We're spicing up your day! Chef [your chef's name here] preparing his special [dish name here] for our guests tonight. @VisitCANews #CATourism [picture of your staff in action]
 - Attractions:
 - You are here! Our staff is always happy to help our visitors explore our amazing [your attraction name here]. @VisitCANews #CATourism
 - Smile! Come take a picture with [attraction highlight or mascot] & explore #[your business name here]. @VisitCANews #CATourism
 - Retail:
 - There's always time to shop in #California! See our staff assisting customers in finding the perfect #GoldenState souvenir. #CATourism
 - Our [title and staff name here] is making sure our global customers are leaving with great memories – and full bags. @VisitCANews #CATourism



- Rental Cars:
 - #Roadtrip through #California! Our team is making sure our customers have everything they need to explore the #GoldenState. #CATourism
 - Our #[your business name here] staff sending off customers from [customers' home country] to explore the #GoldenState. @VisitCANews #CATourism
 - Next stop: #California! This is our [staff title here] assisting our customers to find the right car for their #roadtrip. @VisitCANews #CATourism

Sample Facebook Posts

- May is California Tourism Month! As part of the monthlong celebration, we are showing the world how we welcome visitors to #[your city name here] by giving you a behind-the-scenes look into the way we are making #tourism happen. #CATourism <http://bit.ly/2oZLCcZ>
- Want to see how we are joining @CTTCNews in celebrating California Tourism Month by showcasing how we welcome visitors to our beautiful [your business type here] every day? Explore #CATourism on Facebook, Twitter and Instagram! #VisitCalifornia #[your business name here]