



## California Responsible Travel Code Talking Points

### Responsible Travel Code/ General Talking Points

Destination stewardship and sustainable travel have long been, and remain, key priorities for Visit California.

- Prior to the coronavirus crisis, Visit California had been hard at work on our Destination Stewardship and Sustainable Travel Plan, a key step in establishing California as a leader in sustainable tourism.
- Now, the tourism landscape has vastly changed, but the need to preserve California has not.
- Visit California will continue to inspire safe and responsible tourism as counties across the state begin to reopen for leisure travel, starting with our Responsible Travel Code.

The California Responsible Travel Code asks visitors to travel with RESPECT.

- The Responsible Travel Code serves as a quick resource for travelers on how to stay safe and be respectful of others and the environment when visiting the state.
- The code asks travelers to commit to seven main points when exploring the Golden State, including:
  - educating yourself and teaching others,
  - celebrating California's culture and embracing all communities,
  - and putting safety first while also remembering to preserve California for future generations.
- The tenets of our Responsible Travel Code speak to both preserving California and to the safety of our communities and visitors as the state begins to reopen for leisure travel.
- The Responsible Travel Code lives in a Responsible Travel Hub on the newly launched Visit California.com website.
- Visit California urges travelers to respect California communities that have chosen to welcome them back and hopes the code can serve as a resource to inform travelers about how to stay safe and act responsibly.

### Travel Hub Talking Points

Content on the Responsible Travel Hub addresses traveler concerns and provides clear, fact-based information that can help them decide when and how to plan a trip to the Golden State.

- The hub can be found at [visitcalifornia.com/respect](https://www.visitcalifornia.com/respect)
- The content emphasizes links to partner and government resources that have the most current, detailed, and localized information.
- Content also introduces tips and strategies for those ready to travel, emphasizing safety and respect for fellow travelers as well as insights and recommendations
- Content covers what travelers need to know about visiting California beaches, hotels, wineries, breweries, shops, restaurants and parks and trails, in addition to information about taking California road trips.