**California Responsible Travel Code**

**SAMPLE STATEMENT**

Below is a sample statement if you plan to craft a blog post, newsletter or press release that references the California Responsible Travel Code. Customize it to fit your organization’s style and needs. Feel free to use the statement in its entirety or just pull the parts you need. Contact Visit California if you have any questions or if you’d like to discuss further opportunities for collaboration.

Replace all the [highlighted] text with information specific to your destination and organization.

[Organization] joins Visit California in its call for safe and responsible travel throughout the state this summer and beyond. We support the Responsible Travel Code launched earlier this month, which asks visitors to travel with [RESPECT](https://www.visitcalifornia.com/things-to-do/travel-california-respect-california) by committing to seven best practices when exploring the Golden State:

· Roam Responsibly

· Educate Myself

· Safety First

· Preserve California

· Embrace Community

· Celebrate Culture

· Teach Others

The code marries the imperative to travel safely amid the coronavirus pandemic with California’s ongoing effort to encourage visitors, tourism industry partners and Californians to create a sustainable and respectful environment for all. As the code’s preamble pinpoints, “Respect is the key to keeping each other safe and all of California’s precious and fragile beauty protected, today and tomorrow.”

“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,” said Caroline Beteta, president and CEO of Visit California. “We hope this code can serve as a quick resource for travelers on how to stay safe and be respectful of others and of the environment when visiting the state.”

The code is published on the newly launched [VisitCalifornia.com](http://www.visitcalifornia.com/) as part of the Responsible Travel Hub, found at [visitcalifornia.com/respect](http://visitcalifornia.com/respect). This resource demonstrates ways visitors can travel safely and responsibly and shares what businesses and communities across the state are doing to ensure the safety of their employees and guests. Content includes tips and strategies for those ready to travel and covers what travelers need to know about visiting California beaches, hotels, wineries, breweries, shops, restaurants and parks, as well as renting a vehicle and flying in and out of California airports.

*[Insert information, or quote from organization CEO, discussing the importance of responsible tourism to your community or business and what travelers need to know about visiting the destination.]*

The coronavirus crisis has [devastated California’s tourism industry](https://media.visitcalifornia.com/story-inspiration/press-releases/california-tourism-industry-reeling-after-decade-of-record-growth), bringing leisure travel to a halt for three months. However, new state public health guidelines, which went into effect June 12, allow counties to open for leisure travel, provided health benchmarks are met and social distancing and sanitizing protocols are adopted.

*[Insert local information regarding any guidelines/protocols]*

“Visitors should plan ahead by checking with the destinations they intend to visit to learn what activities are allowed, prohibited or limited, and prepare accordingly,” Beteta said. “They should plan to take several new precautions, but they should also be excited to experience travel again — spending time with loved ones, creating new memories, and enjoying the communities and great experiences that California has to offer.”

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