



VISIT CALIFORNIA’S 2017 TRAVEL IMPACT REPORT: SAMPLE LOCAL PRESS RELEASE

Below is a sample press release that you can issue to local media contacts on or after 10 a.m. Monday, May 7. Please customize the release to fit your organization’s style and choose the report findings and messages you would like to highlight. If you plan to release your own local economic impact data, we encourage you to contact Visit California to discuss opportunities to collaborate on messaging and media outreach. Replace all of the [highlighted] text with information from the report that is specific to your county or region and details specific to your organization.

For Immediate Release:  
May 7, 2018

Media Contact:  
[Name of Media Contact]  
[Phone Number]  
[Email]

**\$ [XX] TOURISM DOLLARS INJECTED INTO [YOUR COMMUNITY]’S ECONOMY IN 2017**

*California’s tourism industry = prosperity in [your community]*

[Insert City], Calif. (May 7, 2018) – Tourism was instrumental to [your community]’s success in 2017, with visitor spending reaching \$[XX] in [YOUR COUNTY], according to the Dean Runyan Associates report released today by Visit California. The tourism industry supported [XX] jobs and generated \$[XX] in local tax revenue last year.

Statewide, visitors spent a record \$XXX billion, and the tourism industry provided more than XXX million jobs for Californians. State and local tax revenue generated by tourism reached \$XXX billion, providing communities like ours with the resources to thrive.

“Tourism brings economic prosperity to every region in California,” said Caroline Beteta, Visit California president and CEO. “The money visitors spend creates hundreds of thousands of jobs for Californians and generates billions of dollars of tax revenue to fund vital local services.”

Last year was the eighth consecutive year of tourism growth, a testament to the success of the industry’s innovative strategies designed to maintain California’s market share of visitors. In 2017, X out of every XX dollars of visitor spending were attributable to out-of-state residents. Tax revenues generated by that visitor spending are a vital source of income for [YOUR COUNTY], funding local services such as police, firefighters, roadways, libraries and more.

*[Insert quote from a representative of your organization discussing how you have seen tourism make a difference in your area and how the tourism economy must continue to thrive.]*

*[Insert paragraph describing the local work your organization is doing to attract visitors and the benefits tourism provides.]*

As international competition continues to grow, Visit California’s statewide marketing efforts allow us to expand our reach and keep pace with other destinations. Last year, the industry invested in 13



international markets to attract visitors from around the world, who typically spend more and stay longer than their domestic counterparts. Once visitors decide to travel to California, our local tourism marketing efforts motivate them to visit our region’s unique attractions and destinations.

According to Beteta: “Without tourism, every California household would need to pay an additional \$XXX in taxes each year to keep the state funded at its current levels. Given how much tourism contributes to our economy, it is in our shared best interest to keep California a top global destination.”

To access the full “California Travel Impacts by County, 1992-2016, 2017 Preliminary State & Regional Estimates” report visit [www.industry.visitcalifornia.com/Research](http://www.industry.visitcalifornia.com/Research).

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[Your boilerplate]

**ABOUT VISIT CALIFORNIA:**

*Visit California is a nonprofit organization with a mission to develop marketing programs – in partnership with the state’s travel industry – that inspire travel to California. Travelers spent \$XXX billion in 2017 in California, providing more than XX million California jobs and \$XXX billion in state and local tax revenue. For more information about Visit California and for a free California Official State Visitor's Guide, go to [www.visitcalifornia.com](http://www.visitcalifornia.com). For story ideas, media information, downloadable images, video and more, go to [media.visitcalifornia.com](http://media.visitcalifornia.com).*