



## “Calling All Californians” Campaign Phase 1 Talking Points

### Californians are already traveling, so now is the time to keep them in state.

- “[Calling All Californians](#)” is a highly-targeted, low-funnel marketing campaign aimed at influencing in-state residents who are actively intending to travel to choose California.
- Nearly 70% of Californians are already traveling or planning to travel within the next six months.
- It is critical to get marketing messages promoting safety and the benefits of staying in state to this audience – now is the time to inspire positive travel behavior.
- The campaign, currently in Phase 1, delivers an in-state message through travel-focused digital advertising platforms like TripAdvisor and Expedia, and will continue to roll out on additional digital platforms including Google Display, Kayak and more.
- When the time is right, Phase 2 will target a broader in-state audience through additional media types including OTV, radio and out-of-home advertising.

### For Californians, staying safe means staying open.

- Travelers, residents and businesses share the responsibility of ensuring safe and responsible travel behavior.
- Tourism industry businesses, from hotels to restaurants to rental cars, have put strict cleaning and sanitization programs in place to keep people safe and California open.
- To highlight the importance of responsible travel, Visit California is also distributing multiple layers of safety-focused messaging in parallel with “Calling All Californians.”
  - The “[Never Normal](#)” PSA is being distributed in partnership with the California Broadcasters Association and on OTV channels, showcasing mask wearing, social distancing and handwashing with a uniquely California spin.
  - Visit California’s [Responsible Travel Code](#) serves as a quick resource for those venturing beyond their local community on how to stay safe and respect others and the environment when traveling.
  - “Safe Travels, California” will run on digital video platforms including YouTube starting in late September, conveying the message that staying safe means staying open by highlighting enhanced sanitization protocols in hotels, restaurants and rental cars.
- Visit California will continue to include safe and responsible travel messaging in its marketing programs as long as needed to ensure California communities can stay safe and open.

### Californians can jump-start the state’s economic recovery by vacationing in the Golden State.

- For those ready to travel, Californians can boost the local economy by spending their vacation dollars on a “state-cation” in the Golden State and traveling responsibly.
- The “Calling All Californians” campaign asks in-state travelers to roam responsibly, spend locally and help jump-start California’s economic recovery by staying in state.
- Californians don’t have to go far or spend a lot – a stay at a nearby hotel and spending at local businesses such as restaurants, outdoor parks and attractions and shops helps tourism-related businesses.



- Under normal circumstances, more than 70% of all tourism visits in California are by California residents, making Californians their own powerful economic resource.
- More than 600,000 Californians lost jobs in the tourism industry, so supporting hotels, restaurants, attractions and related businesses gets friends and neighbors back to work.