**Visit California ‘What If’ Recovery Campaign**

TALKING POINTS | SPRING 2021

**Recovery Marketing Framework**

* Visit California is running a multi-layered campaign in spring 2021 to stimulate California’s tourism economy and inspire domestic travel. The centerpiece of this marketing effort is the rollout of “What If, California.”
* Spring 2021 is ripe for inspirational travel messages. A greater opportunity to influence travel is expected as the vaccine rollout accelerates, as well as the improving COVID-19 environment and consumer optimism and pent-up demand. Consumers now feel they can begin to dream about a post-COVID world.
* The nature of the Covid-19 pandemic has not lent itself to a ​linear recovery. Nimble marketing communications is required to promote messages of safety, economic recovery and inspiration.
* Funding for the campaign is being invested by California’s embattled travel and hospitality industry, which generated enough revenue for a concentrated campaign that will run April-June 2021 to inspire Californians to explore their home state, and others to consider California when the time is right.
* Visit California’s recovery strategy emphasizes “always on” messaging around safety and economic recovery, dialing in on those messages as needed, while targeting a national audience with inspiration.

**Power of Possibility**

* California welcomes the promise of possibility​, of living life to the fullest and exploring what’s next. The California attitude is free-spirited and fun-loving, and the ​vibe i​s an open invitation to all.
* California is a magnet for dreamers and their dreams. The heart of the California brand is the promise of dreaming big and being welcomed into a California lifestyle that celebrates abundance and diversity.
* In response to what society has experienced over the past year, there is a genuine and authentic need to live in the now. There is readiness to embrace the “power of possibility:”

In California, we believe in the power of potential and possibility, and know that “possible” will never live up to its full potential unless we relentlessly ask, “What if?”

* What if you could experience total isolation, or nonstop adventure, or the sensation of flying? In California, we welcome all What If’s with open arms because there’s only one wrong way to “What If”…What if you don’t?
* Consumers can go to VisitCalifornia.com/whatif for inspiration as they dream up their first big vacation post- pandemic, and share plans and trip highlights using #VisitCalifornia.
* Dream Big Belief: In California, we believe in what if – after all, “if” is our middle name.

**Economic Recovery**

* Visit Califorlnia will leverage the “Power of Possibility” messaging for California Tourism Month (May 2021) to highlight the resiliency of the travel and hospitality industry, and to provide a call to action for support.
* California’s travel industry continues to weather a dire situation and the hospitality workforce was undoubtedly the hardest hit in California.
* The industry needs help now more than ever -- from stimulus relief, to Californians keeping their 2021 travel spending in California and supporting local businesses. There is power in California civic pride and together we can support our own economic recovery.
* California has implemented long-term health measures across the state and industry so visitors can feel welcomed, safe and confident in their travels.