



California Tourism Month
SAMPLE LOCAL PRESS RELEASE

Below is a sample press release you can issue to local media contacts after **10 a.m. Monday, May 6**. 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, contact Visit California to discuss opportunities to collaborate on messaging and media outreach.

Replace all the [highlighted] text with information from the report that is specific to your county or region and details specific to your organization.

Embargoed for release:
10 a.m. May **6**, 2019

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

TOURISM CONTINUED TO SUPPORT [COMMUNITY]’S ECONOMY IN 2018

Travel industry thrives in [community] and across California

[City], Calif. (May 6, 2019) – [Community] continued to thrive from visitor spending in 2018. Visit California’s latest economic impact report demonstrates visitor spending reached \$[XX] and supported [XX] jobs in [community], a [X%] boost from last year. This growth highlights the ongoing importance of tourism to the region and California’s economy.

[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.]

Statewide, visitor spending increased to \$140.6 billion, and the tourism industry provided nearly 1.2 million jobs in 2018. Visit California’s economic impact report’s findings signal the steady influence tourism has on California’s economy.

“With nine consecutive years of record visitation spending, tourism is a foundational part of this state’s economy benefitting all Californians,” said Visit California President & CEO Caroline Beteta. “In cities and counties across the state, tourism employs thousands of Californians and pumps millions of tax dollars into local government coffers to pay police officers and firefighters, fix roads and operate other important community programs.”

Visitor spending also generated \$[XX] in local tax revenue last year, providing a stream of revenue in [COUNTY] to fund local services. Essential programs, such as public safety, infrastructure and parks, are supported by the tourism industry. Without tourism, each Californian household would have to pay an additional \$890 in taxes each year to make up the difference.



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To ensure the tourism industry remains positioned for success, Visit California actively collaborates with local partners to inspire travelers to visit the Golden State. As international competition continues to grow, Visit California’s innovative marketing efforts fortify California’s charm to domestic and international travelers. The industry continues to invest in 13 international markets to attract travelers, who typically spend more and stay longer than their domestic counterparts. Once visitors decide to travel to California, [County/DMO]’s marketing efforts entice them to enjoy the region’s landmarks and entertainment.

The release of the 2018 Travel Impact Report coincides with California Travel and Tourism Month, which occurs every May following a [resolution](#) enacted by the Legislature in 2016. This week, California also celebrates [National Travel and Tourism Week](#), when destinations in the Golden State will join communities across the nation to host events that highlight and celebrate the importance of sustaining the travel industry.

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[ADD 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 \$140.6 billion in 2018 in California, providing 1.2 million California jobs and \$11.8 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 visitcalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.