



## #CATourism

### California Tourism Month SAMPLE SOCIAL MEDIA POSTS

This package includes sample social media posts you can personalize with your region's data and share on social media accounts after **9 a.m. May 6, 2019**.

Here's how to use these templates:

Customize posts to be consistent with your organization's voice and choose the report findings and messages you would like to highlight.

Replace all of the [highlighted] text with economic impact data specific to your county or region and details specific to your organization.

Also included are visual assets to share with your posts, including layered files to highlight destination imagery and custom messages.

Use the hashtag #CATourism throughout California Tourism Month to join the statewide discussion on social media, regional events and news recognizing the tourism industry's contribution to California's economy.

Tag your local officials in these posts to ensure they are seeing the messages of tourism's importance.

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#### Facebook/Instagram:

- Tourism generated \$11.8 billion for the state's economy and \$X in [COUNTY] in 2018, according to the @VisitCalifornia 2018 Travel Impact Report. California is the fifth-largest economy in the world and tourism is a key reason why. Read more about tourism's impact in [COUNTY] here: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p> #CATourism.
- It's #CATourism Month and we're celebrating the [XXXX] visitors to [COUNTY] spent last year. [COUNTY]'s incredible sites, rich culture and famous [x] continue to help keep California resilient and thriving. Read more about tourism's impact in [COUNTY] here: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>
- The results are in... Find out how much visitors in [COUNTY] injected in our economy in 2018. #CATourism. <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>
- Tourism continues to be one of California's most vital engines for economic growth. Without #CATourism, taxpayers would each have to put up another \$890 a year per household to



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cover the amount raised from tourism. See the travel impact report for [COUNTY] here: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>

- [COUNTY] is seeing an increase in visitor spending, with [\$X] spent here in 2018. The Golden State celebrates nine consecutive record-breaking years during California Tourism Month in May.
- California Tourism Month is here! Read up on what the [COUNTY] travel industry has been up to, including the amount of jobs and tax revenue generated by tourism in 2018. <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>
- #CATourism benefits ALL Californians and strengthens local communities throughout the state. In [your county], visitors spent {\$XXX} in 2018, a [XX%] increase over 2017. That generated [XX] jobs and [\$XX] in state and local tax revenue.
- Make sure your local elected officials know the power of #CATourism. In [COUNTY] alone, tourism dollars generated [\$XX] in tax revenue and created [XX] jobs in 2018.

### Twitter:

- #CATourism continues to be a vital engine for economic growth. Tourism injected \$[x] to [COUNTY] in 2018. Learn more about tourism's impact in [COUNTY] here: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>
- Travel Matters to [COUNTY]! 2018 was another milestone year, with \$ in visitor spending. Learn more here: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p> #CATourism
- It's #CATourism Month and we're celebrating how travel matters to [COUNTY]. [COUNTY]'s incredible sites, rich culture and famous [x] continue to help keep California thriving. <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>
- The results are in... Tourism supported [x]% of jobs in [COUNTY] and [x]% in California. See the total impact of #CATourism in this new @VisitCANews report: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p>
- [COUNTY] saw [\$X] in visitor spending in 2018. @VisitCANews new travel impact report also shows [COUNTY] generated \$X in tax revenue last year. Learn more here: <https://industry.visitcalifornia.com/Research/Report/Economic-Impact-by-State-2010-2018p> #CATourism