



#CATourism

California Tourism Month Talking Points

Below are the key messages that will serve as the foundation for California Tourism Month outreach for media, elected officials and partners. These messages can be used to inform the development of any subsequent materials needed for stakeholder outreach, media opportunities, website content or other priorities.

THEME: Tourism benefits all Californians – more jobs, more spending, more tax revenue.

California is the fifth-largest economy in the world – tourism is a key reason why.

- For the ninth straight year, California's tourism revenues have increased year-over-year.
- In 2018, the industry generated \$140.6 billion for the state's economy – a 5.4 percent increase from 2017.

Taxes from the tourism industry help keep California thriving.

- The tourism industry generated \$11.8 billion in tax dollars in 2018.
- Taxpayers would each have to pay an additional \$890 a year per household to cover the amount raised from tourism.
- A large portion of visitor tax revenue goes to city and county budgets, allowing local government to invest in infrastructure improvements and public safety resources, which are critical elements of emergency response.
- In some rural destinations, visitor spending makes up one-third or more of the tax dollars for general fund programs.

Travel is California's top export.

- Because the California experience is a product sold to visitors of other states and nations, travel is considered an export industry.
- Travel is California's largest export industry, providing 1.2 million jobs. Employment increases have averaged 3.5 percent annually since 2010.

The travel and tourism industry adds resilience to California's economy during challenging times.

- During the last recession, travel and tourism provided a stabilizing force allowing California to experience a slower decline and a faster rebound.
- Visit California plays an important role in supporting crisis recovery efforts and economic recovery in areas impacted by natural disaster.
 - From the tragic wildfires that devastated the state to the massive winter storms that have resulted in flash flooding, Visit California is a critical part of how California responds to crisis and helps these communities rebound.



#CATourism

With a growing industry, comes a greater responsibility to engage in sustainable tourism.

- California is a leader in protecting the environment, driving innovation and growing economic prosperity.
- Visit California's 18,100 tourism businesses and 300 Destination Management Organizations rely on visitors to travel smart – recognizing when peak periods may result in heavy traffic and when natural disasters may impair travel altogether.
- California's tourism industry continues to implement innovative, sustainable strategies that balance challenges while accelerating California's hospitality experience.
- We must preserve the great natural wonders, local culture and character that bring people to California from around the globe.
- Visit California's sophisticated micro-targeting approach to attract the right visitors at the right time ensures a strong and steady flow of tourism dollars for California.

All of California benefits from successfully marketing tourism.

- The travel and tourism industry assesses itself to provide resources for Visit California to lead a strategic, targeted global sales and marketing effort to maintain California's position as a premier travel destination in a very competitive space.
- The money injected into our economy from tourism has benefits far beyond the traditional "destination gateways," with positive repercussions throughout the entire state's economy.
- Visit California employs sophisticated destination management strategies that balance marketing efforts in ways that benefit all tourism regions.
- There is a strong connection between the appreciation of the state's natural resources, many of which are located in remote or rural areas, and the industry that draws people and tourism dollars to those areas.