**2021 California Tourism Month**

**SAMPLE LOCAL PRESS RELEASE**

Below is a sample press release you can issue to local media contacts after **10 a.m. Tuesday, May 4.** Customize the release to fit your organization’s style. If you plan to include your county’s economic impact data collected by Dean Runyan Associates on behalf of Visit Califoirnia, please contact Dan Smith, public affairs manager, at [dsmith@visitcalifornia.com](mailto:dsmith@visitcalifornia.com). If you have 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:** **Media Contact:**

**10 a.m. May 4, 2021**  *[Name]*

*[Phone Number]*

*[Email]*

**TOURISM INDUSTRY EMBRACES POWER OF POSSIBILITY AS [COMMUNITY]  
 ECONOMY BEGINS REBUILDING FROM PANDEMIC LOSSES**

*Rebuilding [Community’s] travel and hospitality workforce key to regional, statewide recovery*

**[City], Calif. (May 4, 2021)** – The coronavirus pandemic has shattered [Community’s] travel and hospitality businesses, but the economic power of the industry is igniting a comeback as California Tourism Month begins.

The California travel industry’s underlying strength and enduring selflessness and resilience aligns with California Tourism Month’s theme, the “Power of Possibility.” This week, California also joins the U.S. Travel Association in honoring the Power of Travel for [National Travel and Tourism Week](https://www.ustravel.org/events/national-travel-and-tourism-week).

*[Insert quote from organization CEO discussing the importance of tourism on your economy and illustrating the impact of this loss on your community and your hopes for recovery]*

Despite losses due to Covid-19 business closures and community lockdowns, California is well-positioned for recovery.

The long-term outlook for California has brightened. Tourism Economics projects domestic visitor spending in California will reach 76% of 2019 levels this year. In 2022, domestic spending will hit 94% of 2019 levels, and total visitor spending, including resurgent international travel, will hit 87%.

The Golden State remains among the best-performing states in case counts and vaccination rates and has implemented long-term health measures so visitors can feel safe.

The outlook for summer travel in California is very positive, as the state expects to remove most restrictions by June 15 – just before summer officially arrives.

The vast majority of California’s abundance of tourism assets – theme parks, museums, concert halls, restaurants and wineries among them – are moving toward normal operations. In [community], XXXXX and XXXXX have begun to serve visitors again.

And as Californians resume traveling, they have the power to jumpstart the state’s economic recovery by choosing to keep their trips within California.

“California’s tourism industry has long provided Californians with a strong civic foundation and generated billions of dollars in state and local tax revenues to help provide services that benefit everyone in the state,” said Caroline Beteta, president and CEO of Visit California. “Now residents can help their fellow Californians by keeping their tourism dollars in California and supporting local businesses as a modern-day act of patriotism. Together we can support our own economic recovery. There is power in California civic pride”

But there is plenty of work to do, particularly to re-build the vibrant travel and hospitality workforce. A month after the mid-March lockdown, more than half of the 1.2 million tourism workers found themselves without jobs.

Even as the economy re-opens and businesses gradually offer more services to more and more consumers, the foundation of the industry – its people – still strive to return to work in a safe and confident manner that makes economic sense for them and their families.

In 2016, the California Legislature designated every May as California Tourism Month.

# # #

***[ADD Organization boilerplate]***

***ABOUT VISIT CALIFORNIA:*** *Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state’s travel industry – that keep California top-of-mind as a premier travel destination. For more information about Visit California and for a free California Official State Visitor's Guide, go to* [*www.visitcalifornia.com*](http://www.visitcalifornia.com/)*. For story ideas, media information, downloadable images, video and more, go to* [*media.visitcalifornia.com*](http://media.visitcalifornia.com/)*.*