



## California Tourism Month 2021

### Talking Points

#### THE POWER OF POSSIBILITY

- Aligning with U.S. Travel's National Travel and Tourism Week, Visit California and its in-state tourism partners will leverage California Tourism Month to honor the Power of Possibility in recognition of the industry's strength, selflessness and resiliency. #PowerOfTravel
- California is well-positioned for recovery.
  - It is among the best-performing states in case counts and vaccination rates, and has implemented long-term health measures so visitors can feel safe and confident.
  - California's tourism industry is resilient: It recovered from the Great Recession two years faster than the rest of the economy.
  - 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.
  - 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%.

#### REBUILDING THE WORKFORCE

- Travel and hospitality workers bore the brunt of California's employment losses.
  - Nearly a million jobs were lost in the first month after lockdown.
  - Entry-level and Latino workers saw the biggest declines for the year.
  - California's urban working-class neighborhoods remain the hardest hit, with tens of thousands of travel and hospitality employees still out of work.
  - By the end of the 2020, California's tourism industry employed 43,000 fewer workers than it did in 2011.
  - For a variety of reasons, some tourism business segments, such as restaurants, are having difficulty hiring workers. The industry needs help rebuilding the workforce from the ground up.

#### CALLING ALL CALIFORNIANS

- Tourism needs help now more than ever.
  - Encouraging Californians to keep their 2021 travel spending in California will support local businesses.
  - There is power in California civic pride, and together we can support our own economic recovery.