



California Tourism Month 2022

Talking Points

CALIFORNIA'S TOURISM RECOVERY PROGRESSED IN 2021, BUT REMAINS UNEVEN ACROSS THE STATE

- California accelerated tourism's recovery in 2021.
 - Visitor spending reached \$100.2 billion in 2021, up 46% from 2020. Employment and visitor-generated tax revenue also rose last year.
- California's travel and hospitality industry still faces daunting challenges – especially in San Francisco, Los Angeles, Orange County and San Diego.
 - Statewide, visitor spending has reached just 69% of its pre-pandemic high in 2019.
 - Gateway destinations have been disproportionately hurt because they rely heavily on professional meetings and events and international visitors.
 - California's meeting market was unable to operate for most of 2020 and into 2021 and has been slow to return.
 - International visitors from Canada, Mexico and some parts of Europe are beginning to return to California, but Asian markets will lag.
 - California's tourism economy cannot be made whole until visitation in its urban centers returns to 2019 levels.
- Rural and outdoor recreation destinations in 2021 benefitted from travelers' desire to be outside.
 - Visitors discovered the benefits of many destinations for the first time.
 - The competitive landscape is fluid: Benefits some destinations enjoy may diminish as more places open for travel globally and travelers have more options.

TOURISM MARKETING WORKS

- The Legislature's wise decision to provide \$95 million in stimulus funds for tourism marketing has aided the recovery.
 - Stimulus allowed domestic campaigns to stay on the air through the year, driving the desire for responsible travel to California in 2022.
 - 15 of 58 counties in 2021 reached 90% or more of the visitor spending levels achieved in 2019.

CALIFORNIANS CAN HASTEN TOURISM'S RECOVERY

- Visit California and its in-state tourism partners should leverage California Tourism Month to recognize the industry's ongoing strength, selflessness and resiliency.
- Californians can continue to support local and regional businesses by keeping their 2022 travel spending in California.
- There is power in California civic pride, and together we can support our own economic recovery.
- 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 recognize the future of travel hinges on our collective resiliency and resolve to create a more efficient, innovative and sustainable industry. **#FutureOfTravel**