

**California Tourism Month 2023**

Talking Points

**CALIFORNIA TOURISM BOUNCES BACK**

* In 2022, visitors spent $134.4 billion in California, 93% of the way back to pre-pandemic levels.
* Despite potential headwinds from inflation, projections show visitor spending will exceed 2019 levels in 2023.
* Tourism jobs (1.1 million) and state and local taxes paid by visitors ($11.9 billion) reached more than 90% of pre- pandemic levels in 2022.
* Aided by legislative stimulus marketing funding during the darkest hours of the pandemic, Visit California’s efforts to restart visitation succeeded.
* $95 million in stimulus funding produced $36.7 billion in return on advertising spending.
* Group travel, aided by unprecedented cooperation among meeting destinations and a statewide marketing platform managed by Visit California, is returning.

**CALIFORNIA TOURISM DELIVERS VALUE FOR ALL CALIFORNIANS**

* New research shows Californians see tourism as a net positive in their communities.
* California’s tourism industry is working to become more sustainable and ease community pressure points.
* A majority of Californians believe tourism creates a better quality of life in their region and that the benefits of tourism outweigh the problems.
* More than 70% say tourism generates local business opportunities and provides jobs to local residents.
* Consumer research shows Californians’ fun, free-spirited, playful mindset ­– a place where you can be yourself, a place the celebrates diversity – remains a fundamental attraction for visitors.
* Workers reset expectations during the pandemic, but employment in travel and hospitality is returning faster than in other sectors. There are multiple paths to launching a fulfilling and successful tourism career.

**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 2023 travel spending in California.
* There is power in California civic pride, and together we can support our own economic recovery.