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**California Tourism Month – Community Sentiment Research Talking Points**

*Part of Visit California’s messaging to media, residents and key opinion leaders for California Tourism Month is new community sentiment research prepared by Destination Analysts for all 12 California tourism regions.*

**PURPOSE AND METHODS**

* Research that shows how Californians feel about tourism is critical information for tourism businesses, community leaders and all residents.
* The 2023 research just completed sets a baseline so future surveys can measure improvement, declines and other changes in community sentiment.
* It is important that Californians value the economic benefits of tourism and spending by tourists, and the research shows if that information is penetrating in our communities.
* Community sentiment is a critical piece of destination stewardship – better communities for residents are also better destinations for visitors.
* The data will inform Visit California’s regional plan project to assess the challenges and opportunities for tourism in each region and make actionable recommendations.
* The results were compiled by a series of listening sessions and written surveys in each region.
* Residents were asked their general opinions of tourism in their region and community and to identify both benefits and problems/strains from tourism.

**RESULTS**

* The report includes statewide results and regional results which vary by region.
* Residents by and large recognize and appreciate the economic and lifestyle benefits of tourism in their communities.
* 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% of residents said they believe tourism generates local business opportunities and provides jobs to residents.
* Residents said benefits of tourism include more business opportunities and jobs, building civic pride and development of attractions and events that can be enjoyed by visitors and residents alike.
* Problems and strains of tourism statewide include traffic, crowds and litter.

**SHARING WITH MEDIA AND KEY OPINION LEADERS**

* Providing the research to local media along with economic impact data will bolster the overall travel matters storyline.
* It is important to provide all the relevant information to media, with focus on your local region and statewide.
* It is a benefit to share the challenges in our communities as seen by our neighbors to build credibility and trust and help generate community discussion about potential solutions.