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| FOR IMMEDIATE RELEASE: | CONTACT: [CONTACT NAME]  [CONTACT PHONE NUMBER] |
| May 4, 2023 | [CONTACT EMAIL] |
| **Tourism activity in [INSERT DESTINATION] continues to grow, boosting jobs and spending at local businesses**  *New statewide report from Visit California finds that tourism is recovering rapidly in [INSERT DESTINATION] and across the state. New survey data also shows Californians value tourism’s economic and social benefits.* | |

[INSERT CITY] (May 4, 2022) – Local tourism activity in [INSERT DESTINSTION] grew by [INSERT PERCENTAGE INCREASE IN TRAVEL SPENDING]% in 2022, continuing trends of an accelerated recovery for travel in the region, according to new economic impact research released today by Visit California.

Visit California’s annual report measuring the economic impact of tourism showed that increased travel spending in [INSERT DESTINATION] contributed $[INSERT LOCAL TRAVEL SPENDING AMOUNT] to local businesses and added [INSERT # OF LOCAL TOURISM JOBS] local jobs. Increased tourism also provided [INSERT LOCAL TAX REVENUE #] in local tax revenues to support essential services and programs in the community.

“Tourism continues to play a key role in [INSERT DESTINATION]’s economy, benefiting local businesses and generating jobs in our region,” said [INSERT LOCAL SPOKESPERSON NAME AND TITLE]. “Visitors from around the world continue to return to [INSERT DESTINATION] to enjoy local treasures such as [INSERT LOCAL LANDMARK EXAMPLES], and our community is glad to welcome them back.”

Statewide, travel spending grew by 31.7% in 2022 to $134.4 billion, bringing tourism spending 93% of the way back to pre-pandemic levels. During that time, the travel sector added 157,000 jobs in California, bringing the statewide total to 1.1 million jobs supported by tourism. Visitor-generated tax revenue for state and local government increased by 21.6% to $11.9 billion.

New community sentiment research also released today by Visit California found that Californians recognize and value the benefits of tourism in their communities. The research, prepared by Destination Analysts, surveyed Californians in each of the state’s 12 tourism regions and found that 60% of Californians believe tourism is important and 56% believe that the benefits of tourism in California outweigh any tourism-related strains.