

**TOURISM WORKFORCE MESSAGING**

May 2023

**CALIFORNIANS CONTINUE TO FIND REWARDING OPPORTUNITIES IN TRAVEL**

* California’s hospitality industry presents some of the most varied and unique job opportunities of any industry.
* Travel is one of the most accessible industries in which to work, boasting comparatively low barriers to entry for all Californians.
* Pathways to a California tourism and hospitality career are diverse – from on-the-job experience to bachelor’s and graduate degrees, An increasing emphasis on sustainable tourism has opened a new and value-based career route.
* Tourism helps build important skills from customer service and communication to problem solving and teamwork.
* Although the hospitality workforce was battered by the global coronavirus pandemic, passionate and resilient people are helping to build back the industry and return it to sustained growth.
* Visit California’s new tourism workforce [video series](https://travelmattersca.com/travel-hub/californians-find-opportunities-in-travel) shares the inspiring stories of Californians opting for careers and studies in travel across the state.
  + [Jalen Thomas](https://travelmattersca.com/travel-hub/his-passion-for-it-and-hospitality-brought-him-to-the-golden-state) from Sacramento shares his love for information technology and hospitality at Sacramento’s Safe Credit Union Convention and Performing Arts District where he loves the people, energy and opportunities.
  + CSUMB Sustainable Hospitality Management Major [Carson Meachim](https://travelmattersca.com/travel-hub/csumb-sustainable-hospitality-management) is inspired to help the industry play its part in preserving its world-famous climate and landscape for generations of visitors and local residents to come.
  + Four Seasons Resort and Residences Napa Valley [Maritza Koponen](https://travelmattersca.com/travel-hub/four-seasons-resort-napa-valley) creates lifetime memories for her clients – whether that’s a 200-person wedding or a private birthday party.
  + [Jessica Dobrin](https://travelmattersca.com/travel-hub/verve-wine) from Verve Wine in San Francisco has been in the industry for over a decade. Through the good times and challenging ones, her fuel has always been to bring people together.
  + [Emily Bryant](https://travelmattersca.com/travel-hub/mammoth-lakes-tourism-marketing-manager) has taken on food service, housekeeping, front desk, retail and other hospitality jobs before landing her marketing gig at Mammoth Lakes Tourism. From her perspective, service to others is one of the biggest honors someone can take with you in your life.
  + Visit Tuolumne County President and CEO [Lisa Mayo](https://travelmattersca.com/travel-hub/visit-tuolumne-county) has worked in tourism since she was fifteen. The awe for travel and hospitality still drives her work today as she reaches out to potential visitors across the nation and globe.
  + [Nancy Panagiotopoulou-Andriatsopoulou](https://travelmattersca.com/travel-hub/sustainable-travel-movement-inspires) loves California’s natural wonders and plans to protect them for generations to enjoy with her Cal State Fullerton tourism Master’s degree as her foundation.
* California’s tourism industry powers dreams for all Californians.

**A STRONG TOURISM WORKFORCE IS A STRONG CALIFORNIA**

* As the industry continues its climb back to pre-pandemic peaks, the prospect of restoring and filling lost jobs is crucial to California's success.
* California’s tourism workforce is the core of the state’s $134.4 billion travel industry.
* A healthy tourism workforce is key to the success of the travel industry – and thus key to the success of the entire state.

**Share the individual stories of tourism professionals around the state:**

* [Jalen Thomas–Sacramento](https://travelmattersca.com/travel-hub/his-passion-for-it-and-hospitality-brought-him-to-the-golden-state)
* [Emily Bryant–Mammoth Lakes](https://travelmattersca.com/travel-hub/mammoth-lakes-tourism-marketing-manager)
* [Nancy Panagiotopoulou–Orange County](https://travelmattersca.com/travel-hub/sustainable-travel-movement-inspires)
* [Lisa Mayo–Tuolumne County](https://travelmattersca.com/travel-hub/visit-tuolumne-county)
* [Carson Meachim–Monterey County](https://travelmattersca.com/travel-hub/csumb-sustainable-hospitality-management)
* [Maritza Koponen­–Napa Valley](https://travelmattersca.com/travel-hub/four-seasons-resort-napa-valley)
* [Jessica Dobrin Tovey–San Francisco](https://travelmattersca.com/travel-hub/verve-wine)