

MAY 2021

Insights



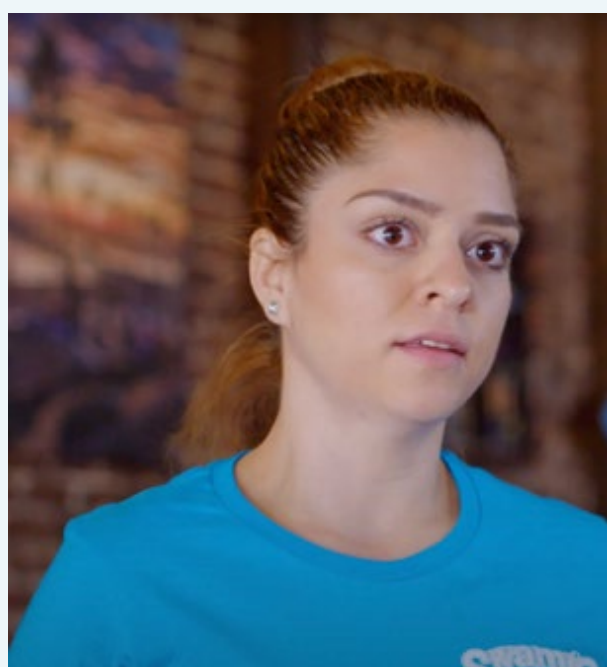
TRAVEL MATTERS

Celebrate California Tourism Month This May

California's June 15 reopening date and projections of a shortened recovery window for the tourism industry are cause for optimism and action. Download Visit California's industry toolkit to inspire Californians to keep travel in state and remind decision-makers that our state's economic engine cannot not run without tourism. There is power and possibility in California's civic pride.

If you missed it, [view the kick-off press conference](#) from San Francisco's Moscone Center with insights, inspiration and exciting announcements from Caroline Beteta, Lt. Gov. Eleni Kounalakis and San Francisco Travel President & CEO Joe D'Alessandro.

[DOWNLOAD TOOLKIT](#)



TRAVEL MATTERS

Tourism Workers Share Their Stories

This Tourism Month, raise awareness of the challenges still facing the hundreds of thousands of tourism workers whose lives and careers were disrupted by the pandemic.

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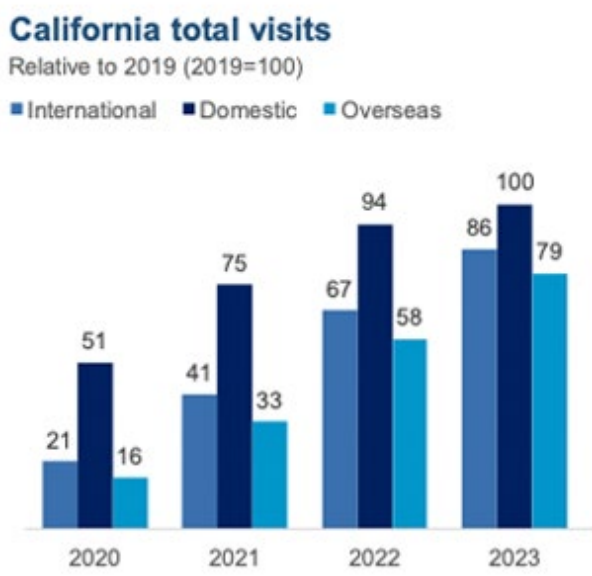


PUBLIC RELATIONS

Road Trips Pitched to Leading Editors

Editors from popular publications such as Martha Stewart Living, People and Allrecipes.com were immersed in some of the state's top road trip destinations.

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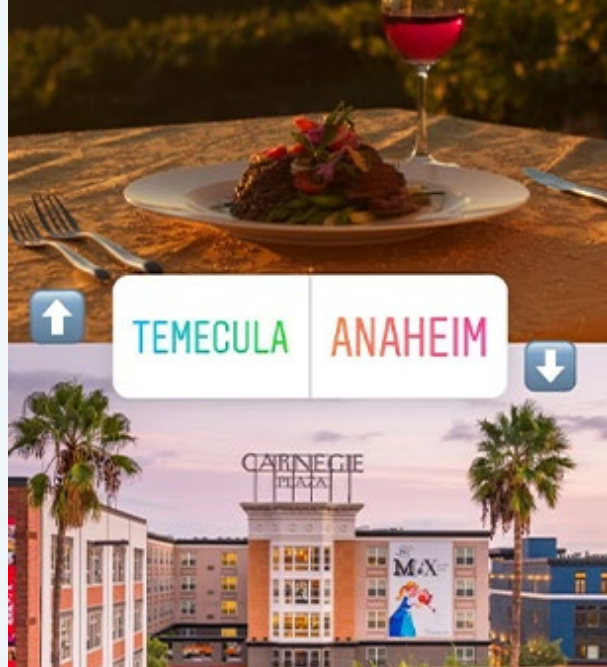


RESEARCH

Revised Economic Forecast Inspires Optimism

View the latest five-year domestic and international economic and visitation forecast from Tourism Economics.

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SOCIAL MEDIA

Create a 'Choose Your Adventure' Campaign

Learn how Visit California achieved impressive engagement metrics with a simple social media game that can promote any region or destination.

[READ MORE »](#)

[DISCOVER ALL ARTICLES](#)

Industry News

[Visit California Launches 'Dreaming On In California' Campaign](#)

['It's time' - state travel officials urge Californians to plan summer vacations](#)

[Disneyland reopening marks California's COVID-19 turnaround](#)

[How one restaurant's experiment may help diners breathe safely](#)

[California's Highway 1 near Big Sur reopens after collapse](#)

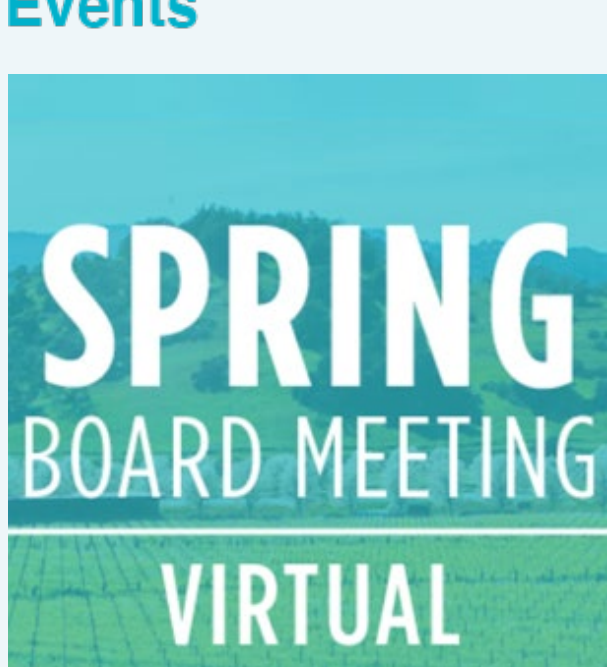
Research

California Travel-Related Spend & Visitation Forecast: The forecast has been recently revised with a more optimistic recovery outlook. Visitation and traveler spending in California with a five-year outlook for the state.

Monthly Lodging Report: Monthly and year-to-date changes including state and regional hotel occupancy, average daily rate and revenue per available room.

COVID-19 Research Dashboard: Get the latest data on caseloads, consumer sentiment and economic impact.

Events



May 18, 10 a.m. - 12:30 p.m. PT
Join Visit California's Spring Board Meeting

Join the industry-led board on May 18 to learn about the upcoming marketing framework and how your investment is accelerating recovery.

[REGISTER »](#)

June 9, 8 a.m. PT
Around the Globe: Spotlight on the U.K.

[REGISTER »](#)

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