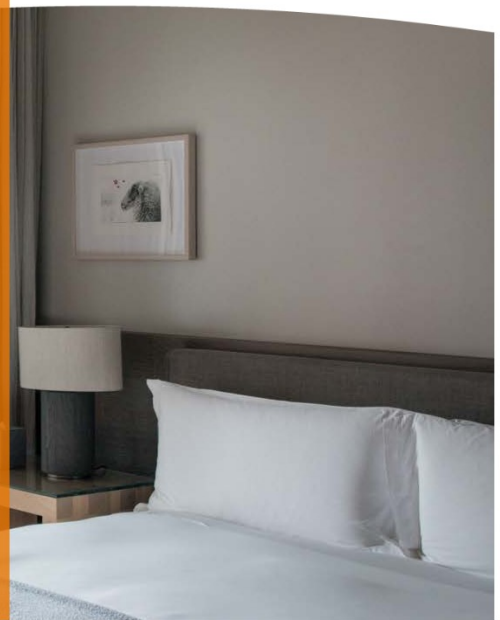


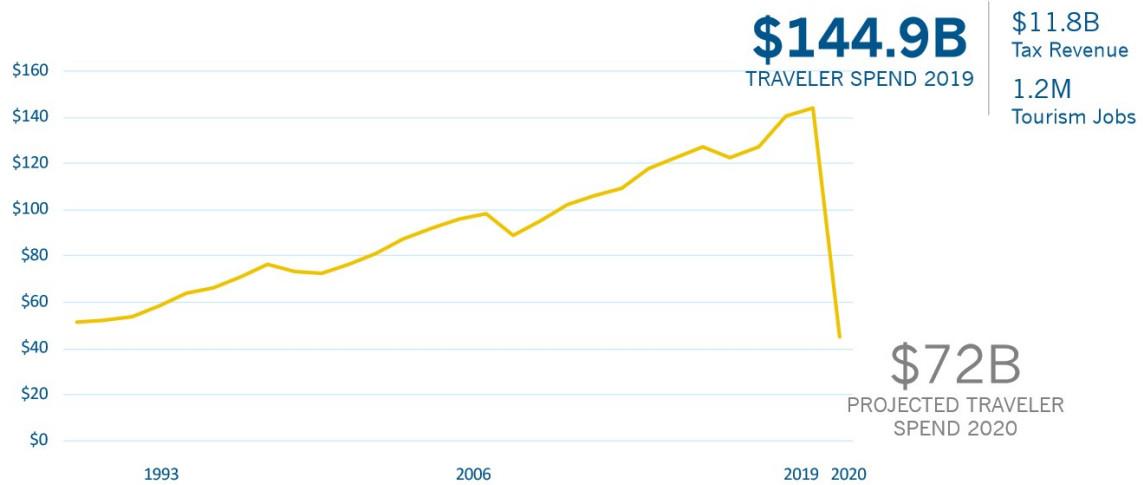
visit
California

Calling All Californians: Marketing Approach for Recovery

May 29, 2020



California Tourism's Record Growth Ends



Source: Dean Runyan, Oxford Economics

California Travel Projected Losses

Total Visitor Spending Loss

\$72 BILLION

(2020)

Resulting Tax Revenue Loss

\$6.1 BILLION

(2020)

By the end of MAY:

Visitor Spending Loss

\$24.7 BILLION

Employment Loss

613,000

(direct travel jobs)

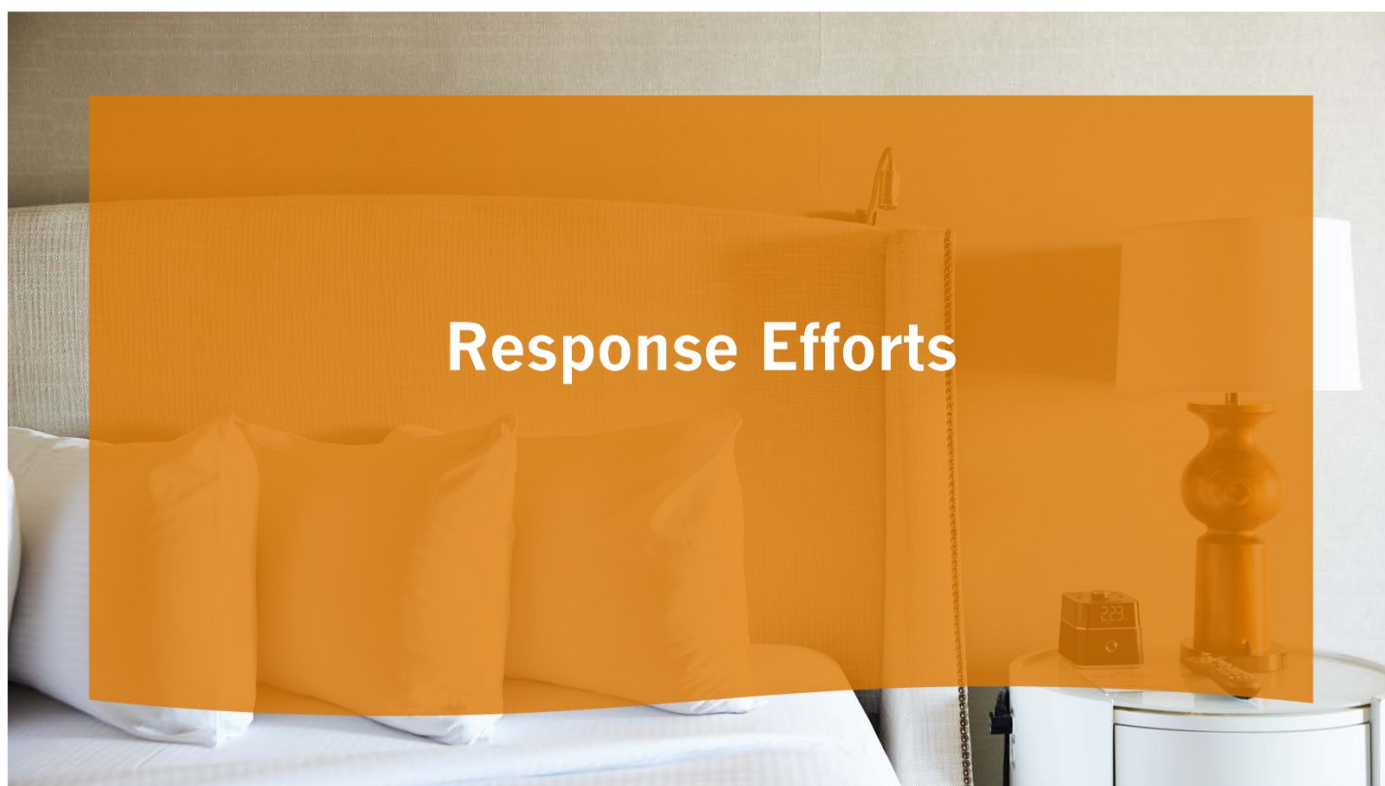
Unemployment benefits for
these workers will cost the state

\$830 MILLION

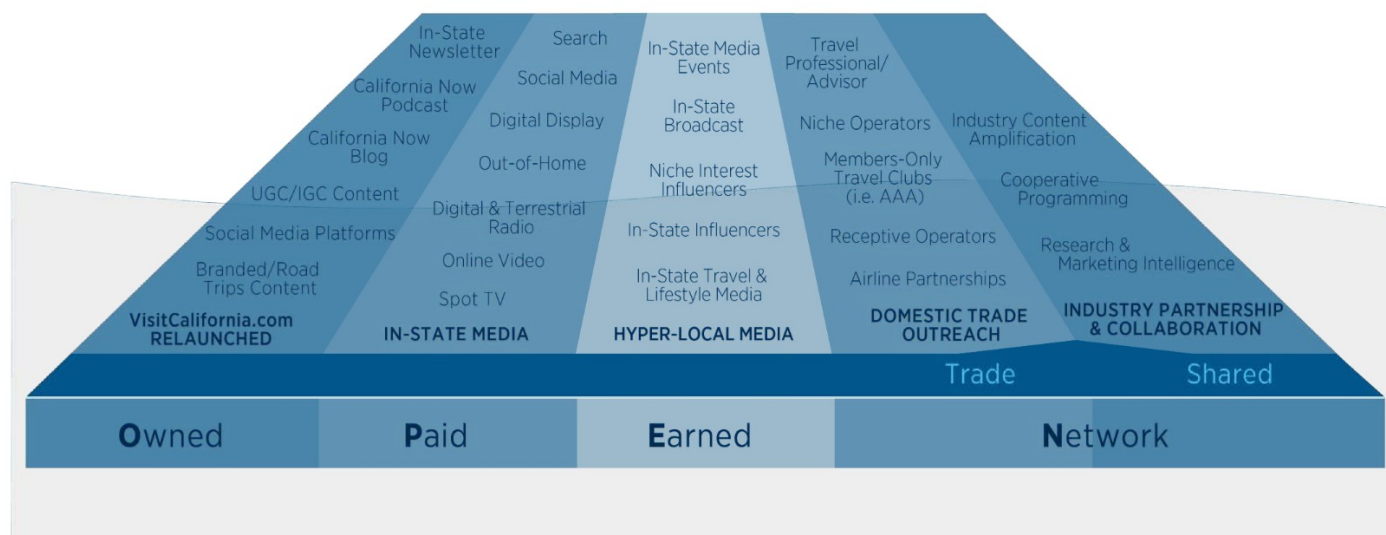
Every month

Source: Oxford Economics

Economic fallout is more than **9x** the impact of 9/11



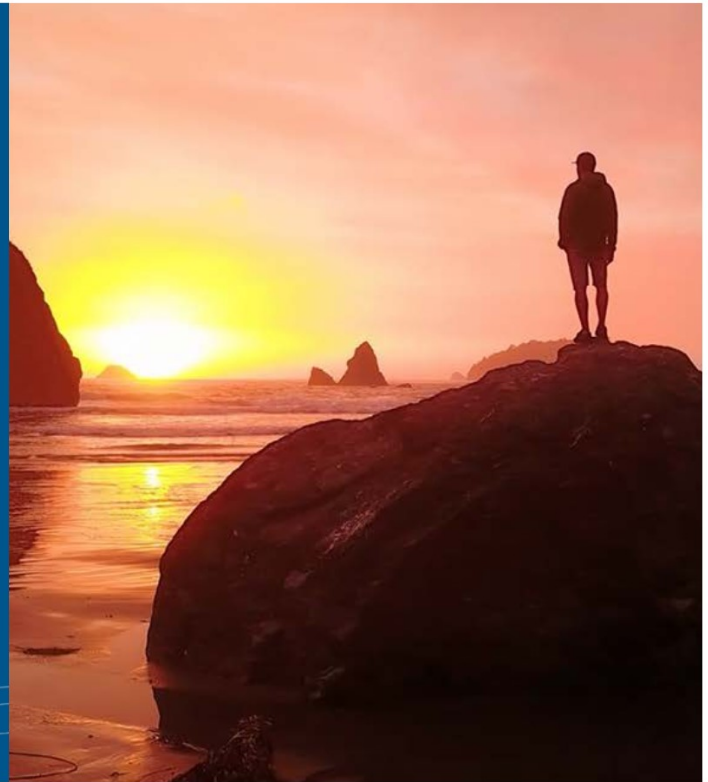
Re-O.P.E.N. Priority Programming



Brand Inspired Social Videos

‘Thank You For Dreaming’
‘Dream With Us’

- 630,000 combined reach
- 23,000 combined engagement





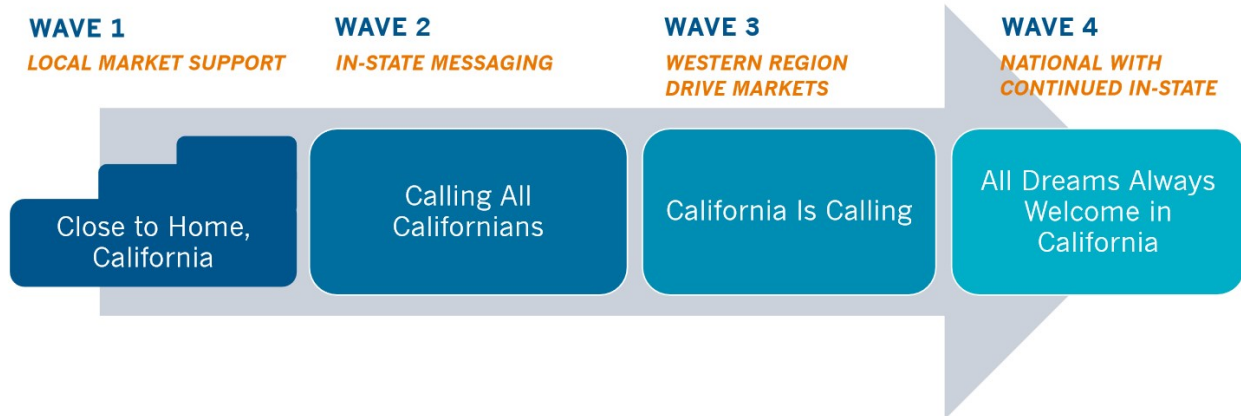
Recovery Planning

COVID-19 Framework

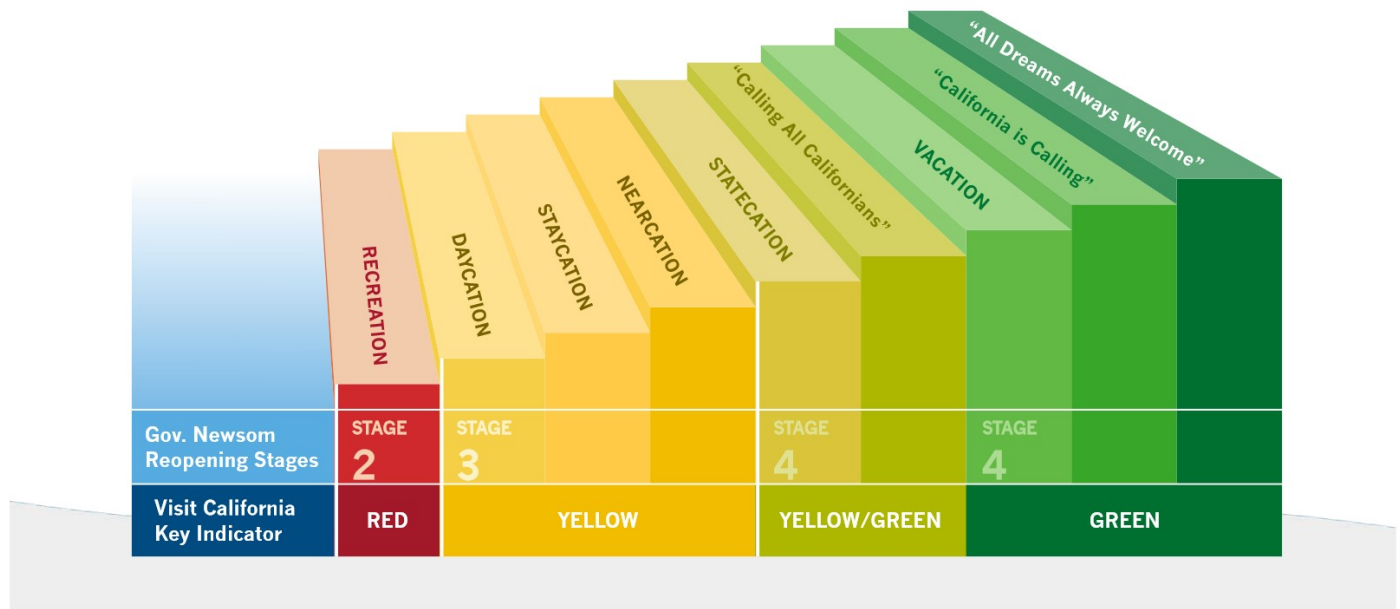
Three conditions will inform the strategy for marketing efforts



Four Wave Integrated Recovery Marketing Strategy



California Stairway to Recovery







“Calling All Californians: Pledge to the People”

Industry Communications

- [industry.VisitCalifornia.com/Coronavirus](https://industry.visitcalifornia.com/coronavirus)
- Twice-weekly Industry Emails

