



# 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)

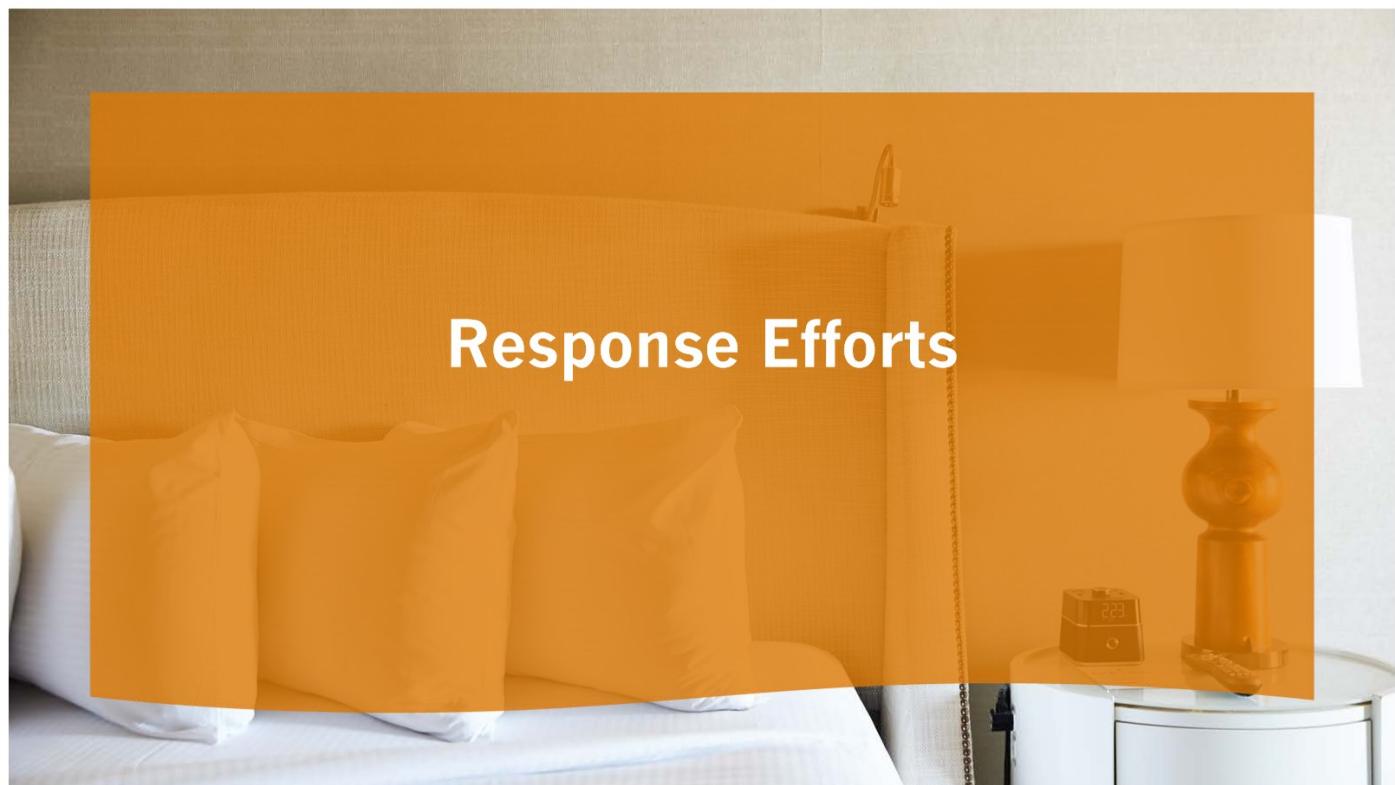
Unemployment benefits for  
these workers will cost the state

**\$830 MILLION**

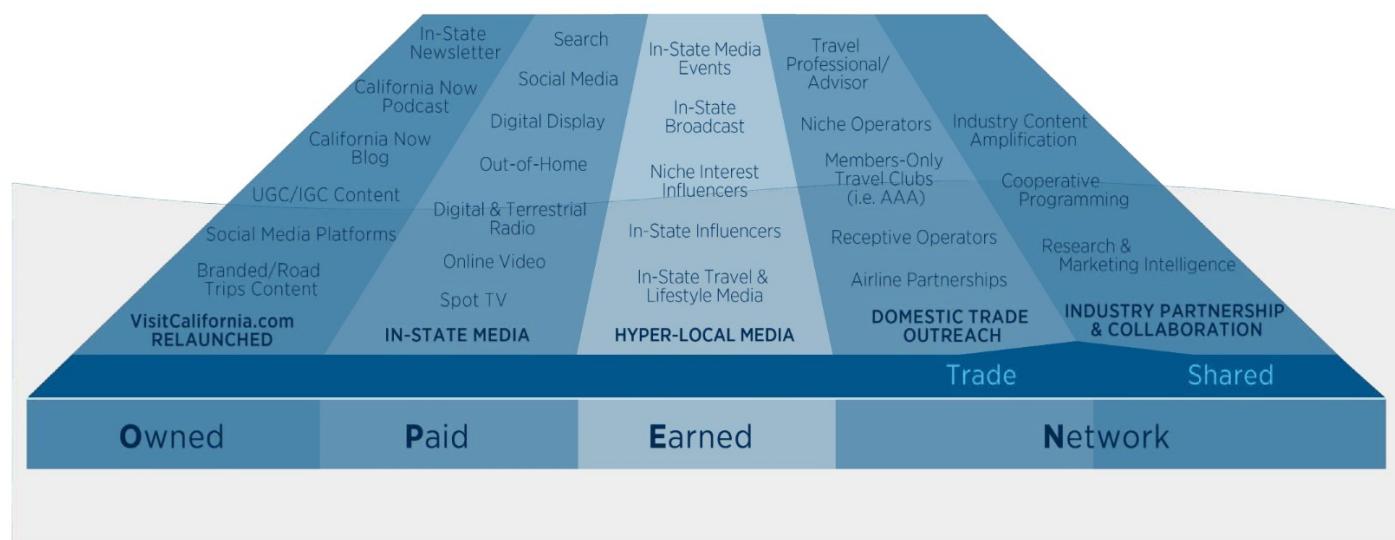
Every month

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





# 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

