



March 5, 2020

Dear Industry Colleague,

Visit California will host a California travel industry call on Friday, March 6 to discuss the rapidly developing coronavirus situation.

When: 1:30 p.m. Friday, March 6  
Please [confirm your interest](#) to receive call details.

The call will feature state and national experts who will provide vital information to help our industry navigate this increasingly complex issue, including:

- Roger Dow, President & CEO, U.S. Travel Association
- Adam Sacks, President, Tourism Economics

I hope you can join us. For Visit California's latest media statement, talking points and other resources, please bookmark [industry.visitcalifornia.com/coronavirus](http://industry.visitcalifornia.com/coronavirus).

Sincerely,

*Caroline Beteta*

President & CEO  
Visit California