Dear Industry Partners,

Just moments ago, Gov. Newsom's administration released guidance that allows counties to reopen for leisure travel as soon as June 12.

This is the moment all of us have been urging, and it is an important first step in reopening the tourism economy. Now, we can begin to rebuild our industry and our state's economy. As with all other phases of the governor's reopening plan, each county will have to meet certain criteria. Local health authorities will continue to determine when their community can reopen.

The advisory includes:

- Updated hotel guidance
- Bars and wineries
- Museums, zoos and aquariums
- Outdoor activities including campgrounds
- Family entertainment venues such as arcades, miniature golf and bowling alleys

A press release announcing the new guidelines is available **here**.

Of course, many vital segments within leisure and hospitality have yet to be given the green light, such as theme parks, sports with live audiences, and meetings. We continue to work with the administration and look forward to the reopening of these businesses soon. I encourage all of you to work with your county officials as well.

As the situation develops, Visit California is continuing to compile resources on the pandemic and the industry's recovery at **industry.visitcalifornia.com/coronavirus**.

I look forward to working with all of you as we navigate the reopening of travel and tourism in California.

Dream Big!

Caroline Beteta
President & CEO
Visit California