



Dear Industry Partners,

We've all been pushing for this behind the scenes, and it's actually happening: California's tourism economy will begin to reopen this week after a three-month shutdown because of the coronavirus pandemic.

Gov. Newsom's public health guidance issued Friday will allow counties that have met health benchmarks to authorize hotel, campground and RV stays and reopen zoos, family entertainment centers, museums, galleries and winery tasting rooms.

The openings can happen as early as Friday, if counties certify safety protocols. The focus now should be on county public health directors, and if tourism businesses and DMOs have not been in contact with them or other influential local officials, it is the time to do so.

There have been other signs of progress. Yosemite National Park will begin its phased reopening program on Thursday. Excursion boats have begun taking passengers to Channel Islands National Park. Most other national parks are at least partially open.

Consumer sentiment, of course, will determine the rate at which travel picks up, and that line is trending in a positive direction, if slowly.

At Visit California, it's time to fire up the engines. Our team has worked toward this moment for three months, and it's exciting to get the green light to resume marketing and begin building momentum.

Calling All Californians will inspire Californians to rediscover their state to help economic recovery as an act of civic pride and safety.

On Friday, Visit California will begin the "See you Soon" digital campaign, a series of light-hearted text messages that evoke yearning for each of California's 12 tourism regions.



A revamped consumer website is coming this month, as is a code that urges travelers to respect California and the communities that are welcoming them by embracing safe and responsible travel practices.

As always, thank you for your support and resilience during this time.

Dream Big!

A handwritten signature in black ink, appearing to read "Caroline Beteta".

Caroline Beteta  
President & CEO  
Visit California