VOTE YES
MARKETING RENEWAL

Visit California is a nonprofit organization that drives demand for California as a travel destination, increasing visitor spending in the state. In partnership with the state's travel businesses, Visit California executes global marketing programs that power the state's $140 billion travel industry.

Visit California is conceived, funded and led by the travel industry. For more than 25 years, the program has delivered billions of dollars of new visitor spending to the state's hotels, rental cars, restaurants, attractions, retailers and thousands of other businesses in every community across the state.

Every six years, California's travel industry considers whether to continue the program. In 2013, the latest renewal, 93% of votes were cast in favor of the program.

This year, the state's travel businesses vote again. Here are important dates in the voting cycle:

Thanks to Visit California's global marketing programs, California is now the nation's No. 1 travel destination.

- **October 2017:** California Travel & Tourism Commission approves resolution authorizing 2019 referendum.
- **July 2019:** Office of Tourism issues letter announcing intent to call referendum pursuant to Tourism Marketing Act
- **September 30, 2019:** Deadline for assessed businesses to pay outstanding balance in order to be eligible to vote
- **November 27, 2019:** Ballots arrive via mail
- **December 31, 2019:** Deadline to cast vote
- **January 2020:** Referendum results announced

renew.VisitCalifornia.com

Without your YES vote this year, Visit California will cease to exist and all promotion of California will end — seriously threatening our state's businesses. Find additional information about the 2019 Marketing Renewal at **renew.VisitCalifornia.com**.

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