



Dear Industry Partners,

A little more than six months have passed since the reality of the coronavirus pandemic set in, driving us from our offices, thinning our resources and reversing a decade of growth virtually overnight.

Some days, it feels like six years. Just as government regulators have analyzed data to find the right formula to protect health and allow commerce to move forward, Visit California and the tourism industry have sought a re-opening recipe that balances safety, responsibility and consumer sentiment.

And last week, Visit California was thrilled to launch a phased recovery campaign focused on Californians traveling in-state. It amplifies the imperative of safety, invokes the civic pride of helping California's economy to recover and summons the longing and desire that inspires travel.

Recovery Campaign Messaging



Key Messages

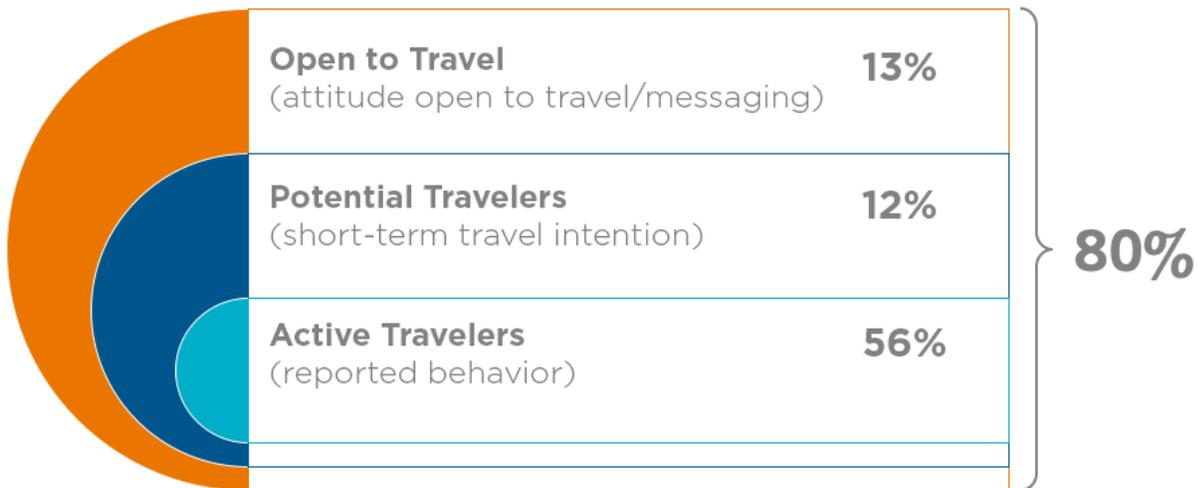
1. The new normal (safety protocols) is no problem in California. Staying safe means staying open.
2. Keep your vacation here and help our state get back to work — and please travel responsibly.
3. Get your motor running and hit the open road in California.

The “[Calling All Californians](#)” campaign aimed at potential travelers launched on digital platforms last week. The “Never Normal” safety PSA is on OTV platforms and will launch on linear television in partnership with the California Broadcasters Association. See more details of

the campaign and some of the creative assets [in this story on Visit California's industry website](#).

This move follows months of California's tourism industry developing and disseminating effective messaging on responsible travel, an effort that will continue. Visit California also dug deeper into traditional consumer sentiment data to create a travel readiness indicator. We learned that while nearly half of Californians say they aren't ready to leave the house, 80% are actually receptive to traveling, largely because so much travel in California is close to home.

Visit California Travel Readiness Indicator for California Residents



AMPLIFYING RESPONSIBLE TRAVEL

Visit California Commissioner Gene Zanger, a partner in his family's Casa de Fruta travel complex, is helping California's tourism industry spread the word about responsible travel and the industry's role promoting it as the pandemic unfolded. His opinion piece, "[California tourism industry pushes for safe, responsible travel](#)," published last Friday in Calmatters, a Sacramento-based statewide news site on public policy. The piece has been picked up by several other news organizations across the state that partner with Calmatters.

Visit California also has produced a [video](#) on responsible travel and the RESPECT California travel code, primarily to let the Legislature and other state and local decision makers know the importance of safety as tourism rebounds.

We need to keep spreading the word. I urge you to share Commissioner Zanger's piece and the video on your social channels.

NEW LEADERSHIP IN LEGISLATURE

Assembly Speaker Anthony Rendon last week appointed Assemblymember Sharon Quirk-Silva as the new chair of the Assembly Committee on Arts, Entertainment, Sports, Tourism and Internet Media. A teacher, Assembly Member Quirk Silva is from Fullerton, and her 65th Assembly District takes in Buena Park and west Anaheim, right up to the border of Disneyland. She takes over for another friend of tourism, Assemblymember Kansen Chu, who decided

to leave the Legislature this year to seek a seat on the Santa Clara County Board of Supervisors. Please wish Assemblymember Quirk-Silva well in her new role.

As always, thank you for your support and resilience.

Be Well,

A handwritten signature in black ink that reads "Caroline Beteta". The signature is written in a cursive, flowing style.

Caroline Beteta
President & CEO
Visit California