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ACR-186 California Tourism Month. (2023-2024)

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Assembly Concurrent Resolution No. 186

CHAPTER 103

Relative to California Tourism Month.

[Filed with Secretary of State June 14, 2024.]

LEGISLATIVE COUNSEL'S DIGEST

ACR 186, Gipson. California Tourism Month.

This measure would reaffirm the month of May 2024 as California Tourism Month and would urge the citizens of this great state to support tourism and local businesses by traveling within the state as an act of civic pride.

Fiscal Committee: no

WHEREAS, Tourism has been a consistent driver of California's economy and workforce; and

WHEREAS, A robust travel industry provides significant economic benefits for California, generating more than \$149,000,000,000 in visitor spending in 2023, which exceeds spending in 2019 before the pandemic devastated the industry; and

WHEREAS, Travel has been the foundation of a healthy workforce, serving as one of the largest private-sector employers in California, supporting 1,200,000 jobs in 2023; and

WHEREAS, Spending by travelers benefits all Californians, generating \$12,200,000,000 in state and local tax revenue in 2023 to support essential public services and programs; and

WHEREAS, Travel and tourism-dependent businesses and organizations, 89 percent of which are small businesses, are responsible for welcoming visitors from all around the world to explore California and all our state has to offer; and

WHEREAS, Community sentiment research for 2023 showed a majority of Californians recognize tourism's positive impact on tax revenue generation, job creation, and enhanced quality of life; and

WHEREAS, Visit California has collected scientific research on the mental health benefits of play, and now inspires global visitors to embrace California as the ultimate playground; and

WHEREAS, The travel industry faces headwinds from inflation, impeding a full economic recovery; and

WHEREAS, International visitation to California is recovering more slowly because of travel restrictions in some Asian countries and lengthy wait times to obtain United States travel visas; and

WHEREAS, The Legislature in 2016 declared every May as California Tourism Month to celebrate the positive economic impact of tourism in California; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the month of May 2024 shall be reaffirmed as California Tourism Month and the Legislature urges the citizens of this great state to support tourism and local businesses by traveling within the state as an act of civic pride; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.