

Assembly Concurrent Resolution

No. 166

Introduced by Assembly Member Chu

April 12, 2016

Assembly Concurrent Resolution No. 166—Relative to California Travel and Tourism Month.

LEGISLATIVE COUNSEL’S DIGEST

ACR 166, as introduced, Chu. California Travel and Tourism Month.

This measure would proclaim the month of May 2016, and every May thereafter, as California Travel and Tourism Month to celebrate the leadership of California’s tourism industry in growing California’s economy and improving the quality of life for all Californians.

Fiscal committee: no.

- 1 WHEREAS, Travel and tourism is an impressive engine for
2 economic growth and well-being in California as the state
3 welcomes millions of travelers each year to fulfill their California
4 dream, offering diverse experiences, including legendary natural
5 wonders, world-class attractions, and unparalleled opportunities
6 for recreation and learning; and
7 WHEREAS, Travel is a significant pillar of California’s
8 economy and is its second largest export industry, injecting \$121.2
9 billion in direct annual spending that generates critical tax revenue
10 that the state and local economies need to thrive; and
11 WHEREAS, California’s travel and tourism industry created
12 Visit California as a public-private partnership in 1998 as a global
13 platform to market the California dream and attract visitors from
14 across the United States and international markets; and

1 WHEREAS, Tourism, which supports over one million
2 California jobs, is one of the few industries that is significant in
3 all parts of California, from urban to rural, and is an important
4 hedge against economic downturn and labor market changes
5 because jobs in the industry are largely hands-on and cannot be
6 moved overseas or replaced by technology; and

7 WHEREAS, Californians benefit from quality tourism job and
8 career pathways, as the industry is a leading provider of
9 employment for individuals looking to work while attending school
10 or raising a family and also provides a diverse array of
11 opportunities at entry, intermediate, and executive level positions;
12 and

13 WHEREAS, The industry continues to show leadership by
14 implementing innovative strategies to encourage environmental
15 conservation and sustainability by reducing water use, investing
16 in energy efficient equipment, training staff on best sustainability
17 practices, and educating visitors on the need to protect the
18 California environment during their stay; and

19 WHEREAS, Tourism serves an important cultural purpose by
20 bringing individuals from around the world together to foster an
21 important exchange of customs, traditions, and ideas and promote
22 acceptance and understanding; now, therefore, be it

23 *Resolved by the Assembly of the State of California, the Senate*
24 *thereof concurring*, That the Legislature proclaims the month of
25 May 2016, and every May thereafter, as California Travel and
26 Tourism Month to celebrate the leadership of California's tourism
27 industry in growing California's economy and improving the
28 quality of life for all Californians; and be it further

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