

AMENDED IN ASSEMBLY MAY 9, 2016

CALIFORNIA LEGISLATURE—2015–16 REGULAR SESSION

Assembly Concurrent Resolution

No. 166

Introduced by Assembly Member Chu

(Coauthors: Assembly Members Achadjian, Alejo, Travis Allen, Arambula, Atkins, Baker, Bigelow, Bloom, Bonilla, Bonta, Brough, Brown, Burke, Calderon, Campos, Chang, Chau, Chávez, Chiu, Cooley, Cooper, Dababneh, Dahle, Daly, Dodd, Eggman, Frazier, Gallagher, Cristina Garcia, Gatto, Gipson, Gomez, Gonzalez, Gordon, Gray, Grove, Hadley, Harper, Roger Hernández, Holden, Irwin, Jones, Jones-Sawyer, Kim, Lackey, Levine, Linder, Lopez, Low, Maienschein, Mathis, Mayes, McCarty, Medina, Melendez, Mullin, Nazarian, Obernolte, O'Donnell, Olsen, Patterson, Quirk, Rendon, Ridley-Thomas, Rodriguez, Salas, Santiago, Steinorth, Mark Stone, Thurmond, Ting, Wagner, Waldron, Weber, Wilk, Williams, and Wood)

April 12, 2016

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

LEGISLATIVE COUNSEL'S DIGEST

ACR 166, as amended, 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

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

21 WHEREAS, Californians benefit from quality tourism job and
22 career pathways, as the industry is a leading provider of
23 employment for individuals looking to work while attending school
24 or raising a family and also provides a diverse array of
25 opportunities at entry, intermediate, and executive level positions;
26 and

27 WHEREAS, The industry continues to show leadership by
28 implementing innovative strategies to encourage environmental
29 conservation and sustainability by reducing water use, investing
30 in energy efficient equipment, training staff on best sustainability
31 practices, and educating visitors on the need to protect the
32 California environment during their stay; and

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

37 *Resolved by the Assembly of the State of California, the Senate*
38 *thereof concurring*, That the Legislature proclaims the month of
39 May 2016, and every May thereafter, as California Travel and
40 Tourism Month to celebrate the leadership of California's tourism

- 1 industry in growing California's economy and improving the
- 2 quality of life for all Californians; and be it further
- 3 *Resolved*, That the Chief Clerk of the Assembly transmit copies
- 4 of this resolution to the author for appropriate distribution.

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