



Intro to CalTravel



CalTravel Brand Promise and Mission

CalTravel is the influential, unified voice that advocates for California's travel and tourism industry.

*We advance the interests and investments of the California travel and tourism industry through **advocacy, collaboration, and education.***



Why California Travel Is So Important:

- \$132.4 billion in direct spending
- 1.1 million jobs
- \$10.9 billion in state and local taxes
- Eighth consecutive year of growth



CalTravel Versus Visit California

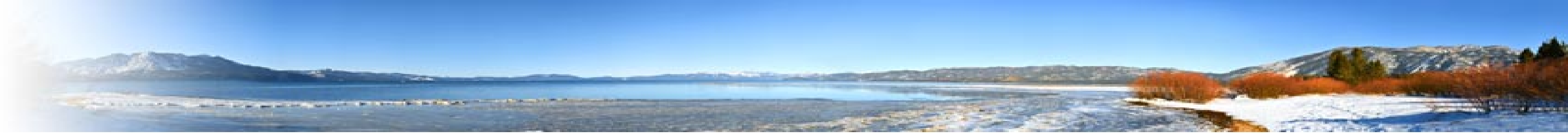
We support each other and the tourism industry to ensure California tourism's success.

Visit California

- primarily **B-to-C**
- **create desire for the California tourism experience** to visitors out-of-state and around the world
- **marketing** resource for the California travel and tourism industry

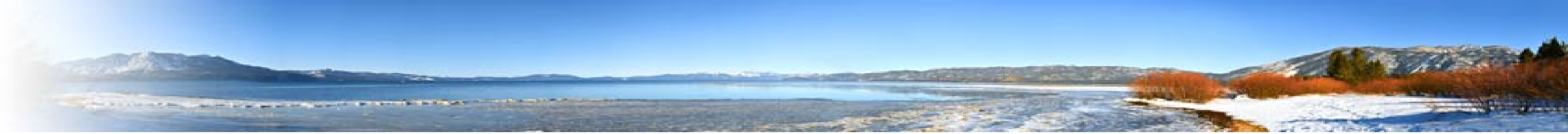
CalTravel

- primarily **B-to-B**
- **promote and protect the California tourism industry** to state and national legislators
- **advocacy** resource for the California travel and tourism industry



Membership:

- DMOs, attractions, resorts, hotels, airports, airlines, rental car companies, technology companies, tourism service companies
- Umbrella for CA trade associations:
 - California Chamber of Commerce
 - CA Hotel and Lodging Association
 - California Restaurant Association
 - California Attractions and Parks Association
 - California State Parks Foundation
 - California Ski Industry Association
 - California Association of RV Parks and Campgrounds
- Visit Temecula Valley has been an active CalTravel member for over 14 years, hosting board meetings, attending Rally Day, sponsoring wine events



Legislative Influence and PAC

- CalTravel PAC 2.0
 - Goal of \$100,000 raised per year
 - Reinvigorated Board of Trustees
 - Benchmark other associations
 - Free-standing events and partnerships
- Leverage PAC to build relationship with legislators
- VotorVoice advocacy tools



2018 CalTravel Advocacy Priorities

- **Promote California** as a visitor destination
- **Facilitate travel** to and within California
- **Support responsible long-term development projects** that directly impact the travel industry
- **Protect** the travel and tourism industry from unnecessary costs of doing business
- **Ensure an equal playing field** for fair competition in a rapidly changing industry
- Support legislation that enhances and improves the overall **visitor experience** throughout California



What Does That Really Mean?

- Protecting TID funding
- Labor and workforce issues
- Sharing economy
- Homelessness
- Infrastructure
- Cannabis tourism
- Overtourism or sustainable tourism
- Crisis management
- Economic planning and development
- Tourism messaging in the Trump administration



2017 Legislative Stats

- Over **2,400 bills** were introduced in the last session
- 977 bills made it to the Governor's desk
 - 859 were signed into law, and 118 were vetoed
- CalTravel tracked **101 bills**
 - **15 Support**
 - **13 Oppose**
- 7 CalTravel Support bills signed into law
- 2 CalTravel Oppose bills signed into law (AB 168, salary history, and SB 63 parental leave)
- 1 CalTravel Oppose bill vetoed (AB 978, injury and illness prevention documents)



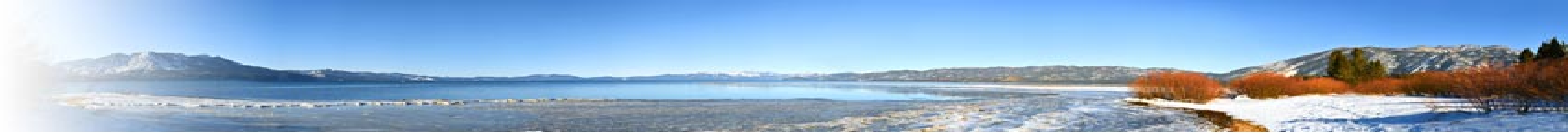
2018 Legislative Stats as of June 20

- Over **2,000** introduced
- CalTravel tracking **87 bills**
 - **13 Support**
 - **12 Oppose**



Proposition 68 Passed

- General obligation bond that invests \$4 billion in the coming years to tackle California's water, park, and natural resource needs.
- One of the proposition's biggest chunks of funding — \$725 million — is designated for the creation and expansion of parks and recreation centers in *park-poor neighborhoods*. The money would be allocated through competitive grants and could pay for pools, gyms, youth programs and open space.
- Disadvantaged areas would also have priority in receiving many of the proposition's remaining funds.
- Roughly a third of the measure's dollars is designated for parks and other recreation uses, a third for protecting natural habitats and a third for water and flood-control projects.



CA Budget Sent to Governor Brown

- \$200 billion budget passed legislature June 14
- \$16 billion in reserves, does not address unfunded pensions
- Nearly \$4 billion in one-time General Fund spending, dedicated to three areas: homelessness, mental health, and infrastructure.
 - \$500 million to help local governments fight homelessness
 - \$2-billion bond for homeless housing to be placed on November's statewide ballot. Legislators have voiced major concerns over the housing bond, as it has been held up in court and remains unspent, despite it being agreed to by the governor and lawmakers in 2016.



AB 1761 Panic Buttons for Hotel Workers

Oppose

- Requires a hotel employer to provide its employees with a panic button to summon assistance when working alone in a guestroom.
- Requires a hotel employer to provide paid time off to an employee who is the victim of assault in order to contact the police, a counselor, doctor, or an attorney.
- Requires a hotel employer to provide reasonable accommodations to an employee who has been subjected to an act of violence, sexual assault, or sexual harassment by a guest.
- Requires a hotel employer, upon request of an employee, to contact law enforcement to report a crime and to cooperate in the investigation.
- Prohibits a hotel employer from discriminating or retaliating against an employee who reasonably uses a panic button, reports a specified act, or requests time off.

*Note: ASM Muratsuchi has removed the “blacklist” portion of the bill



AB 1867 Employment Discrimination: Sexual Harassment

Oppose

- This bill would require an employer with 50 or more employees to maintain records of employee complaints of sexual harassment for 10 years from the date of filing. The bill would authorize the Department of Fair Employment and Housing to seek an order requiring an employer that violates the recordkeeping requirement to comply. CalChamber is opposed unless amended. They would like a clearer definition of “records” and would like to decrease the length of time for record keeping including the duration of employment plus three years.
- Status: Amended to 5 years. Passed the Senate Labor committee and will be heard next in the Senate Judiciary committee



AB 1884 Single Use Plastic Straws

Watch

- This bill would prohibit a food facility, as specified, where food may be consumed on the premises from providing single-use plastic straws to consumers unless requested by the consumer. Status: Senate Rules, await referral to a policy committee.

AB 2069 Medicinal Cannabis

Oppose

- This bill would prohibit employment discrimination against workers due to their status as qualified medical cannabis patients, or positive drug test for medical cannabis use. Chamber Job Killer. Status: This bill was held in the Assembly Appropriations Committee, it is dead for the year.



Upcoming Legislative Deadlines

- **June 29:** Last day for policy committees to hear and report fiscal bills to fiscal committees
- **July 6-August 5:** Summer Recess
- **August 17:** Last day for fiscal committees to meet and report bills
- **August 31:** Last day for each house to pass bills.
- **September 30:** Last day for Governor to sign or veto bills passed by the Legislature



CalTravel Member Benefits

- Stay informed on the latest political issues, legal analysis, trends, and best practices
- Get access to highly regarded lobbying firm Political Solutions
- Amplify your voice on concerns important to you
- Network and collaborate in intimate settings with tourism industry leaders
- Promote your jobs, RFPs, events, and member news to the tourism industry
- Develop your career and increase your value to your organization by taking advantage of leadership opportunities, committee work, Ambassador roles
- Offer opportunities for future leaders on your staff to learn and grow
- Get substantial registration discount at California Travel Summit



Join Us at Tourism Rally Day 2019





Thank You!