



**CALIFORNIA
TRAVEL
ASSOCIATION**

Advocacy Training

**PART I:
PREPARING FOR SUCCESS**



TOURISM ADVOCACY DAY

Training Leader

Emellia Zamani

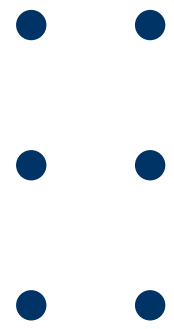
*Director of Government
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California Travel Association*





CALIFORNIA

State Advocacy Overview



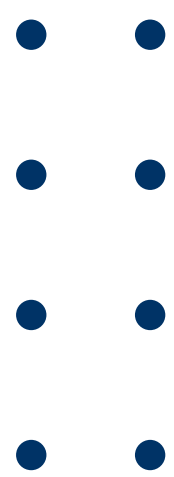
CalTravel is the state's trade association for the travel and tourism industry. We will only be meeting with California State Legislative offices in Sacramento. The Legislative calendar begins the first Monday of January and, in the first year of a two-year session, ends in mid-September. The Legislative process has peaks and valleys where the schedule is busier than others and when key decisions are made about bills.

There are several ways for the public to engage with elected officials through the process:

- Calling representatives' offices to voice an opinion about a piece of legislation up for a vote
- Writing emails, letters, or faxing representatives' offices
- Attending policy and fiscal committee hearings to express support or opposition
- Participating in drop-in meetings or lobby days coordinated by an organization with aligned interests

TOURISM ADVOCACY DAY

Advocacy Day



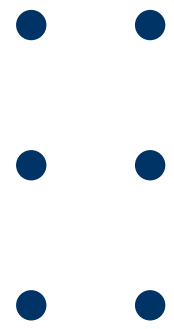
Lobby day, Tourism Advocacy Day as we call it, is a time for CalTravel members to meet with their legislators face-to-face on behalf of the travel and tourism industry.

Small groups will meet with elected officials and staff to discuss legislation impacting the tourism industry this year and beyond. CalTravel has put participants in groups and is scheduling meetings with Legislative offices.



CALTRAVEL 2024

Advocacy Priorities



Support legislation that would:

- increase California's competitiveness as a tourism destination
- protect the travel and tourism industry from unnecessary costs of doing business
- promote an equal playing field for fair competition in a rapidly changing industry

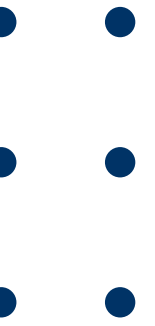
Oppose legislation that would:

- impede visitation
- negatively impact visitor spending
- unfairly burden tourism related businesses



CALTRAVEL 2024

Key Issues



CalTravel is tracking over 130 bills this year and has positions on 19, so narrowing down our focus is critical.

This year's priorities include:

- Safeguarding economic development in rural communities
- Encouraging economic recovery in our gateway cities
- Introducing the concept of a state-funded event program to help California bid and host events

TOURISM ADVOCACY DAY

Event Schedule

TUESDAY, MAY 14

5:00-6:30 PM: Legislative Reception

7:00-9:00 PM: PAC Dinner

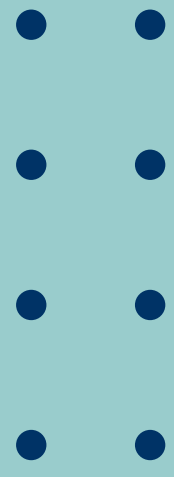
WEDNESDAY, MAY 15

7:30-8:00 AM: Breakfast

8:00-11:00 AM: CalTravel Board Meeting

11:00-12:15 PM: Lunch + Final Training

1:00-4:30 PM: Meetings with Legislators





MEETING TIPS

Plan Ahead & Set Expectations

- You may meet with a staff person, that's okay!
- Space is limited, so you may be standing or meeting in common areas
- Unless you have met with the office before, assume they don't know anything about tourism
- May 15 is roughly halfway through the State Legislative calendar and the day the May Revise of the state budget is released
- TAD is just after policy committee hearings and right before fiscal committee's Suspense hearing
- The meeting may be brief, so have a plan to make sure you accomplish your goals
- Assign roles before your meeting. If there are fewer people in the group you can combine a few of these functions:
 - Group leader facilitates the conversation
 - Storyteller gives the context for the ask and how the issues impact the district
 - Note taker keeps track of what is said during the meeting for any needed follow-up
 - Timekeeper ensures the meeting doesn't go over 30 minutes

MEETING TIPS

Advocacy Day Roadmap



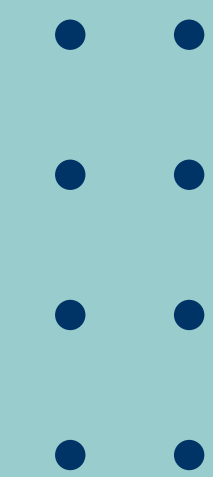
- Introduce yourselves. Exchange business cards and handouts
- Start off on a positive note
- State clearly and concisely what you wish to discuss
- Taylor your pitch to your audience
- Answer any questions to the best of your ability
- Offer CalTravel as a resource on travel issues
- Thank the legislator or staff member for the meeting
- Ask the legislator for a group photo
- Share notes with CalTravel and follow-up with the office on any outstanding information you agreed to research

TOURISM ADVOCACY DAY

Upcoming Trainings

May 9: Key Issues +
The Importance of Storytelling

May 15: Roadmap Review +
The Dos and Don'ts of Advocacy



• TOURISM'S UNITED ADVOCACY VOICE •



TOURISM ADVOCACY DAY

Questions?