

TALKING POINTS



WHO WE ARE

Since 1981, California Travel Association (CalTravel) has been influential and the unified voice of advocacy for the travel and tourism industry in California. It protects and advances the interests and investments of California's travel industry through advocacy, collaboration, and education.

CalTravel members include convention and visitor bureaus, destinations, hotels, resorts, attractions, airports, transportation companies, industry associations, ad agencies, media companies, and other organizations for whom travel and tourism advocacy is important.

WHY TOURISM IS IMPORTANT

Travelers infused **\$150.4 billion into the California's economy in 2023**. This spending supported **1.2 million jobs for Californians** and **generated \$12.7 billion in local and state tax revenue**. COVID-19 set back a decade of growth for the travel industry, but we have finally surpassed 2019 numbers!

CALTRAVEL VS. VISIT CALIFORNIA

We work closely with, but are distinct from, Visit California. Visit California markets California to the rest of the country and the world, while CalTravel works on the state level to protect and ensure a thriving industry.

Discuss district-specific visitor spending, jobs, and tax revenue generated by the industry in the legislator's district.

KEY ISSUES FOR 2024

**ISSUE #1: SUPPORT SB 969 (WIENER):
Alcoholic Beverages: Entertainment Zones: Consumption.**

Help local bars and restaurants compete on equal footing with outside vendors during special events.

SB 969 (Wiener): Alcoholic beverages: entertainment zones: consumption would allow local governments to designate "Entertainment Zones," where restaurants and bars can sell alcoholic beverages for consumption in designated areas, with approval from local jurisdictions.

Under current law, cities can designate temporary open container zones for street fairs, festivals, and parades, but only outside vendors are allowed to sell alcohol in

these zones—local brick and mortar restaurants and bars are prohibited from doing so. SB 969 ends this inequity by allowing local restaurants and bars inside entertainment zones to sell alcohol under specific conditions.

Allowing neighborhood businesses to participate alongside outside vendors and engage in novel activations that cities can plan more permanently will ensure their economic recovery.

CalTravel is joined in support by Bay Area Council, California Downtown Association, and California Nightlife Association, and others. The bill has no NO votes. It is opposed by Alcohol Justice and other anti-alcohol policy groups.

- ***In Senate meetings: Please vote YES on SB 969 (Wiener): Alcoholic beverages: entertainment zones: consumption, when it reaches the Floor.*** Support your local economy by allowing bars and restaurants to serve alcohol alongside outside vendors during special events.
- ***In Senate meetings where the member has voted YES: Thank you for your support of SB 969 (Wiener): Alcoholic beverages: entertainment zones: consumption.***
- ***In Assembly: Please vote YES on SB 969 (Wiener): Alcoholic beverages: entertainment zones: consumption.*** We know this bill is still in the Senate, but we hope it will reach you. Support your local economy by allowing bars and restaurants to serve alcohol alongside outside vendors during special events.

**ISSUE #2: OPPOSE SB 1372 (NEWMAN):
Airports: Third-Party Vendors: Security Lanes.**

Limiting CLEAR in California as we are welcoming more and more visitors harms our reputation as leaders in innovation and tourism.

SB 1372 (Newman) Airports: Third-Party Vendors: Security Lanes would limit CLEAR security lanes in California airports to the nine airports it currently operates in and makes the establishment of CLEAR lanes in additional California airports contingent on TSA dedicating lines for CLEAR.

While this bill is no longer a total prohibition of CLEAR in California, creating dedicated CLEAR lines in airports that do not already have CLEAR is up to TSA discretion, which is the Federal government's jurisdiction, not the state. By allowing the state to interfere with airports entering contracts with federally authorized programs, SB 1372 represents a significant overreach of the state's authority, opening the door to additional state interference with local governments' ability to effectively manage their own assets and contracts.

Not only that, but CLEAR generates around \$13 million in annual revenue for its 9 airports in California. SB 1372 shuts out other airports from the revenue and jobs created by CLEAR.

CalTravel is joined in opposition to SB 1372 by the California Chamber of Commerce, California Airports Council, several major airlines (Alaska, Delta, Hawaiian, JetBlue, Southwest, and United), and others. The bill has limited support, by a flight attendant association and a government airport employee union.

- ***In Senate meetings:* Please vote NO or abstain on SB 1372 (Newman): Airports: Third-Party Vendors: Security Lanes when it reaches the Floor.** Limiting airport contracts and slowing down security processes will negatively impact local economies and California’s reputation as a leader in innovation and tourism.
- ***In Senate meetings where the member has voted YES:* We hope you will reconsider your position on SB 1372 (Newman): Airports: Third-Party Vendors: Security Lanes when it reaches the Floor.** Limiting airport contracts and slowing down security processes will negatively impact local economies and California’s reputation as a leader in innovation and tourism.
- ***In Senate meetings where the member has voted NO or NVR:* Thank you for your thoughtful consideration of SB 1372 (Newman).** We hope we can count on you to stick with this position when the bill reaches the Floor.
- ***In Assembly:* We hope this bill will be stopped in the Senate, but if it reaches you, please vote NO or abstain on SB 1372 (Newman).** Limiting airport contracts and slowing down security processes will negatively impact local economies and California’s reputation as a leader in innovation and tourism.

ISSUE #3: SUPPORT CREATING A STATE-RUN EVENT FUND:

Establish a state-run fund to preserve California’s ability to compete with other states for events.

California has great, recent success capturing large events: hosting Super Bowls 2018 and 2022 in the Bay Area and Los Angeles. Both destinations were also selected for FIFA World Cup matches in 2026. The greater LA area is hosting the Summer Olympics in 2028. What is less known is the cost borne by cities for bidding on and hosting events and the behind-the-scenes work destinations must take on to execute these events.

There are 23 states with dedicated, state-run funds for bidding on and running events, with 12 of these funds created in the last three years alone. Without a similar funding source, California is at a competitive disadvantage and losing business to these other states.

- **Due to the state’s budget challenges, we know this is not the right year to establish a state-run events fund, but we are looking for future support as we pursue a mechanism for creating a revolving program for bringing more events to California—and along with it more jobs, visitor spending, and state and local tax revenue.**

Please refer any questions to Emellia at emellia@caltravel.org.