



March 20, 2017

Senator Scott Wiener  
State Capitol Room 4070  
Sacramento, CA 95814

**Re: SB 384 Alcoholic beverages: hours of sale**

Dear Senator Wiener,

On behalf of the California Travel Association, I am writing to support SB 384, allowing an on-sale licensee to apply to the Department of Alcoholic Beverage Control to authorize sale of alcohol between 2 a.m. and 4 a.m. if it is allowed by the local jurisdiction and complies with other laws.

California's travel and tourism industry was responsible for \$121 billion in direct travel spending from visitors in 2015, employing 1,063,000 workers and contributing \$9.9 billion in state and local taxes. California Travel Association, the state trade association for the travel, tourism, and hospitality industry, has over 360 members, representing a wide range of industries for which travel and tourism is an important economic factor.

Our members strongly support this bill to allow establishments within local jurisdictions who support it to compete more effectively with international destinations, and to better accommodate international visitors arriving from other time zones.

This bill will help allow California to compete on an equal playing field with 15 other states as well as many destinations outside the United States.

Sincerely,

A handwritten signature in black ink that reads "Barbara Newton". The signature is written in a cursive, flowing style.

Barbara Newton  
President and CEO  
California Travel Association