

Lack of Guidelines from Governor is Preventing CA from Competing with Other States for Business in 2022 and Beyond

We Need Guidelines Today or Jobs and Revenue Could be Lost Forever

Business meetings, trade shows and conventions are a major driver of California's broader tourism industry accounting for \$66.1 billion in direct spending and 457,000 jobs in 2019, according to two October 2020 studies by Oxford Economics.^{1,2} The same studies also found California is losing \$4.1 billion each month we continue to delay safely reopening for meetings and events.

This sector of the economy has been devastated by the pandemic. Without immediate action by the Governor the state is at risk of losing this business, jobs and revenue forever.



Administration's Silence is Being Exploited by Other States

The Governor's "Blueprint for a Safer Economy" has no mention of this sector of the tourism industry and no guidelines for safe future re-opening have been issued or even discussed by the administration.

This silence sends a misleading signal that California is closed indefinitely.

Other states are exploiting this perception to poach corporate meetings and events ***that would otherwise take place in 2022 and well into the future***. Even if guidelines came out tomorrow, our communities and California stand to lose billions more revenue and thousands of hard-working Californians will remain out of work.

This exploitation is happening because planning and booking for this sector of the economy requires several months and sometimes years of lead time. Our convention centers, hotels and other meeting venues can't compete for *future* events—including the jobs and desperately needed local revenue that come with them—when it appears California is closed indefinitely.



"52 events have been cancelled since last March, meaning \$7 million in lost revenue for the [Palm Springs Convention Center] alone. There is an even greater \$110 million loss for businesses in the city."

**ABC Palm Springs News
Channel 3**



CA is the ONLY State without Guidelines and Remains Closed to this Business

Every other state released protocols and many have been safely holding meetings during the pandemic, but California has prohibited meetings of any size since the state's stay at home order went into effect on March 19, 2020.



Safety Protocols and Best Practices Already Exist

A diverse coalition of organizations that manage convention and meeting venues and represent labor organizations and workers who depend on this business for their livelihoods presented proposed guidelines to the Administration in June 2020.

These protocols adhere to safety standards established by the Centers for Disease Control and Prevention (CDC) and California's Department of Public Health (CDPH). They include best practice recommendations for sanitation, staff training, physical distancing, and communication.

Approving or releasing these, or similar guidelines, is desperately needed to signal California is ready to compete for and win back future business, jobs, and revenue we are currently losing to other states.

Governor Newsom, please release guidelines ASAP for the safe, future re-opening of business meetings, events, and conventions.

1. Oxford Economics, October 2020, "[Economic Impact of Conventions and Trade Shows in California](#)." (page 5)
"Direct spending" represents spending by convention/trade show visitors and business-related spending by convention/trade show organizers and exhibitors.

2. Oxford Economics, October 2020, "[Economic Impacts of Meetings in California](#)." (page 6)
"Direct spending" represents spending by exhibition visitors and business-related spending by exhibition organizers and exhibitors.



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