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Informational Hearing:
The Current Outlook of California's Tourism Industry

August 20, 2025 - 10:00 AM – 12:00 PM
State Capitol, Room 444 – Sacramento, California

Opening Remarks

Honorable Christopher M. Ward, Chair
Members of the Committee

I. Overview: California's Tourism Industry

Caroline Beteta, President and Chief Executive Officer
Visit California

II. Destination Marketing Organizations: Impacts and Projections

Mike Testa, President and Chief Executive Officer
Visit Sacramento

Lauren Salisbury, Vice President of Communications
Santa Monica Travel & Tourism

Rhonda Salisbury, Chief Executive Officer
Yosemite Sierra Visitors Bureau

Kerri Verbeke Kapich, Chief Operating Officer
San Diego Tourism Authority

Public Comments

Closing Remarks