

**CALIFORNIA ASSEMBLY COMMITTEE ON
ARTS, ENTERTAINMENT, SPORTS,
TOURISM, & INTERNET MEDIA**

Informational Hearing

Honorable Sharon Quirk-Silva, Chair



**The Economic
Power and
Resilience of
California's
Tourism Industry**

CALIFORNIA

**Wednesday, October 14, 2020 – 2:00-4:00 p.m.
State Capitol, Room 4202
Sacramento, California**

Tyler Diep, Vice Chair

**Members: David Chiu, Steven S. Choi, Ph.D., Laura Friedman, Sydney Kamlager, Adrin Nazarian
Staff: Dana L. Mitchell, Chief Consultant, Sonia R. Valverde-Strong, Committee Secretary**

CHIEF CONSULTANT
DANA LILLIAN MITCHELL
COMMITTEE SECRETARY
SONIA VALVERDE-STRONG

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0082
(916) 319-3450
FAX (916) 319-3451



VICE CHAIR
TYLER DIEP

MEMBERS
DAVID CHIU
STEVEN S. CHOI, Ph.D.
LAURA FRIEDMAN
SYDNEY KAMLAGER
ADRIN NAZARIAN

Informational Hearing: The Economic Power and Resilience of California's Tourism Industry

October 14, 2020 - 2:00 – 4:00 p.m.
State Capitol, Room 4202 – Sacramento, California

Opening Remarks

Honorable Sharon Quirk-Silva, Chair
Members of the Committee

I. Overview: California Tourism Marketing Program

Caroline Beteta, President and Chief Executive Officer
Visit California

II. How California's tourism industry has weathered the pandemic of 2020: The impact on workers, business owners and local governments

Joe D'Alessandro, Chief Executive Officer
San Francisco Travel

Dan Harvey, Division Vice President
Hertz Corporation

Frank Santos
UNITE HERE

Joe Matekel, Business Agent
Teamsters, Local 665

Lisa Allen, Operations Manager: Tours, Sales & California Tourism
Amador Stage Lines

Continued

III. How can California's tourism industry recover?

Erin Guerrero, Executive Director
California Attractions and Parks Association

John McReynolds, Senior Vice President
Universal Parks and Resorts

Julie Packard, Executive Director
Monterey Bay Aquarium

IV. The Road Ahead

Emellia Zamani, Director of Government Affairs and Public Policy
California Travel Association

Dan Gordon, Chief Executive Officer
Gordon Biersch Brewing Co.

Sima Patel, Chief Executive Officer
Ridgemont Hospitality

Public Comments

Closing Remarks

Executive Orders and Legislation

Executive Orders, Announcements and Legislation dealing with the Hospitality Industry

March 15, 2020 EO N-27-20 - Governor Newsom called for all bars, wineries, nightclubs, and brewpubs to close. He also calls for the elderly and people with chronic conditions to isolate themselves at home.

March 16, 2020 - Project Room key

The Governor mentioned the need for the state to lease or purchase hotels that volunteer in an effort to increase maximum capacity to host the most vulnerable in our population

June 10, 2020 - Governor Newsom allows a number of additional businesses to resume full or limited operation

The businesses include **movie theaters, restaurants and bars, museums, gyms and fitness centers, hotels (for tourism and individual travel), cardrooms, and campgrounds.**

The guidance documents for each business category contain the following **overarching recommendations: (1) perform a detailed risk assessment and implement a site-specific protection plan; (2) train employees on how to limit the spread of COVID-19, including how to screen themselves for symptoms; (3) implement individual control measures and screenings; (4) implement disinfecting protocols; and (5) implement physical distancing guidelines.** The guidance documents also outline detailed, industry-specific measures for implementing each of those recommendations.

July 13, 2020 - Governor closes all indoor operations

Governor Newsom announced a statewide prohibition on all indoor operations. The affected businesses include restaurants, bars, wineries, movie theaters and entertainment venues, zoos, museums, and cardrooms. The Governor also reminded all Californians that there is a statewide mask mandate in place in all public spaces. Additionally, the Los Angeles and San Diego school districts have announced that they will operate fully remote in the fall.

July 29, 2020 - The California Department of Public Health released guidance for automobile dealerships and rentals.

See it [here](#).

August 12, 2020 - California's Response to COVID-19, in the presentation you will find a summary of actions taken to support small business and the economy.

August 28, 2020 - Governor Newsome introduces "Blueprint for a Safer Economy"

[September 09, 2020](#) - Governor Newsom Signs Bills to Support Small Businesses Grappling with Impact of COVID-19 Pandemic, Bolster Economic Recovery

Blue Print for a Safer Economy

WIDESPREAD Most non-essential indoor business operations are closed.	More than 7 Daily new cases (per 100k)	More than 8% Positive tests
SUBSTANTIAL Some non-essential indoor business operations are closed.	4-7 Daily new cases (per 100k)	5-8% Positive tests
MODERATE Some business operations are open with modifications.	1-3.9 Daily new cases (per 100k)	2-4.9% Positive tests
MINIMAL Most business operations are open with modifications.	Less than 1 Daily new cases (per 100k)	Less than 2% Positive tests

Sector	Widespread Tier 1	Substantial Tier 2	Moderate Tier 3	Minimal Tier 4
Offices for non-critical infrastructure	<ul style="list-style-type: none"> Remote 	<ul style="list-style-type: none"> Remote 	<ul style="list-style-type: none"> Open indoors with modifications Encourage telework 	<ul style="list-style-type: none"> Open indoors with modifications Encourage telework
Restaurants	<ul style="list-style-type: none"> Outdoor Only with modifications 	<ul style="list-style-type: none"> Open indoors with modifications Max 25% capacity or 100 people, whichever is fewer 	<ul style="list-style-type: none"> Open indoors with modifications Max 50% capacity or 200 people, whichever is fewer 	<ul style="list-style-type: none"> Open indoors with modifications Max 50% capacity
Hotels and lodging	<ul style="list-style-type: none"> Open with modifications 	<ul style="list-style-type: none"> Open with modifications +Fitness centers (+10%) 	<ul style="list-style-type: none"> Open with modifications +Fitness centers (+25%) +Indoor pools 	<ul style="list-style-type: none"> Open with modifications +Fitness Centers (50%) +Spa facilities
All Retail (including critical infrastructure, except standalone grocers)	<ul style="list-style-type: none"> Open Indoors with modifications Max 25% capacity 	<ul style="list-style-type: none"> Open Indoors with modifications Max 50% capacity 	<ul style="list-style-type: none"> Open Indoors with modifications 	<ul style="list-style-type: none"> Open Indoors with modifications

Restaurants, Wineries, Bars

Tier status:

Widespread (purple)

- Restaurants and wineries: Outdoor only with modifications
- Bars, breweries, and distilleries: Closed

Substantial (red)

- Restaurants:
 - Indoor with modifications
 - Capacity must be limited to 25% or 100 people, whichever is less
- Wineries: Outdoor only with modifications
- Bars, breweries, and distilleries: Closed

Moderate (orange)

- Restaurants:
 - Indoor with modifications
 - Capacity must be limited to 50% or 200 people, whichever is less
- Wineries:
 - Indoor with modifications
 - Capacity must be limited to 25% or 100 people, whichever is less
- Bars, breweries, and distilleries: Outdoor only with modifications

Minimal (yellow)

- Restaurants:
 - Indoor with modifications
 - Capacity must be limited to 50%
- Wineries:
 - Indoor with modifications
 - Capacity must be limited to 50% or 200 people, whichever is less
- Bars, breweries, and distilleries:
 - Indoor with modifications
 - Capacity must be limited to 50%

Take-out restaurants

- Follow this [guidance for restaurants providing take-out, drive-through, and delivery](#) to create a safer environment for workers and patrons.
- Review the guidance and prepare a plan for your workplace to show customers and employees that you've reduced the risk and are open for business.

Outdoor dining

- Follow this [guidance for restaurants providing outdoor dining, take-out, drive-through, and delivery](#) to create a safer environment for workers and patrons.
- Review the guidance and prepare a plan for your workplace to show customers and employees that you've reduced the risk and are open for business.

Restaurants, wineries, and bars

- Follow this [guidance for restaurants, wineries, and bars](#) to create a safer environment for workers and patrons.
- Review the guidance, prepare a plan, and post the [checklist for restaurants, wineries, and bars](#) in your workplace to show customers and employees that you've reduced the risk and are open for business.

Dine-in restaurants

- Follow this [guidance for dine-in restaurants](#) to create a safer environment for workers and customers.
- Review the guidance, prepare a plan, and post the [checklist for dine-in restaurants](#) in your workplace to show customers and employees that you've reduced the risk and are open for business.

Professional sports (Without Live Audiences)

Professional sports may resume training and competition without live audiences, subject to approval by county public health officers. This guidance does not apply to semi-professional, amateur, or recreational sports.

To reduce the risk of COVID-19 transmission, athletes, coaching staff, medical staff, broadcasting staff and others at sporting facilities or events should abide by COVID-19 protocols agreed by labor and management, which may be further enhanced by county public health officers. Back office staff and management should follow the [guidance for office workspaces](#).

Music, TV, and film Industry

Music, TV, and film production may resume, subject to approval by county public health officers. You can find those guidelines [here](#).

To reduce the risk of COVID-19 transmission, productions, cast, crew and other industry workers should abide by safety protocols agreed by labor and management, which may be further enhanced by county public health officers. Back office staff and management should follow the [guidance for office workspaces](#).

Zoos, Museums

Tier status:

Widespread (purple): Outdoor only with modifications

Substantial (red)

- Indoor with modifications
- Indoor activities must be limited to 25% of capacity

Moderate (orange)

- Indoor with modifications
- Indoor activities must be limited to 50% of capacity

Minimal (yellow): Indoor with modifications

Outdoor museums, open air galleries, botanical gardens, and other outdoor exhibition spaces

- Follow this [guidance for outdoor museums](#), open air galleries, botanical gardens, and other outdoor exhibition spaces to create a safer environment for workers and patrons. This guidance is not intended for zoos, amusement parks, or indoor gallery and museum spaces.
- Review the guidance, prepare a plan, and post the [checklist for outdoor museums](#) in your workplace to show customers and employees that you've reduced the risk and are open for business.

Museums, galleries, botanical gardens, zoos, aquariums, and other similar spaces

- Follow this [guidance for zoos, museums](#), galleries, botanical gardens, and aquariums to create a safer environment for workers and patrons.
- Review the guidance, prepare a plan, and post the [checklist for zoos, museums](#), galleries, and aquariums in your workplace to show customers and employees that you've reduced the risk and are open for business.

Hotels, Lodging and Short Term Rentals

Tier status:

Widespread (purple):

- Open with modifications
- Fitness centers can be open outdoors only with modifications
- Saunas and steam rooms must close

Substantial (red):

- Open with modifications
- Fitness centers can open to 10% capacity

Moderate (orange)

- Open with modifications
- Fitness centers can open to 25% capacity
- Indoor pools can open

Minimal (yellow)

- Open with modifications
- Fitness centers can open to 50% capacity
- Indoor pools can open
- Spa facilities can open

Hotels and lodging

- Follow this [guidance for hotels and lodging](#) to create a safer environment for workers and customers.

Hotels, lodging, and short term rentals

- Follow this [guidance for hotels and short term rentals](#) for tourism and individual travel to create a safer environment for workers and patrons.

Review the guidance, prepare a plan, and post the [checklist for hotels, lodging, and short-term rentals](#) in your workplace to show customers and employees that you've reduced the risk and are open for business.

Movies and Family Entertainment Centers

Tier status:

Widespread (purple)

- Movie theaters: Outdoor only with modifications
- Family entertainment centers: Outdoor only with modifications for activities like kart racing, mini golf, batting cages

Substantial (red)

- Movie theaters:
 - Indoor with modifications

- Capacity must be limited to 25% or 100 people, whichever is less
- Family entertainment centers: Outdoor only with modifications for activities like kart racing, mini golf, batting cages

Moderate (orange)

- Movie theaters:
 - Indoor with modifications
 - Capacity must be limited to 50% or 200 people, whichever is less
- Family entertainment centers:
 - Outdoor with modifications for activities like kart racing, mini golf, batting cages
 - Indoor with modifications for naturally distanced activities, like bowling alleys and climbing walls
 - Capacity must be limited to 25%

Minimal (yellow)

- Movie theaters:
 - Indoor with modifications
 - Capacity must be limited to 50%
- Family entertainment centers:
 - Outdoor with modifications for activities like kart racing, mini golf, batting cages
 - Indoor with modifications for naturally distanced activities, like bowling alleys and climbing walls
 - Indoor with modifications for activities with increased risk of proximity and mixing, like arcade games, ice and roller skating, and indoor playgrounds
 - Capacity must be limited to 50%

Follow this guidance for [movie theaters and family entertainment centers](#), like bowling alleys, miniature golf, batting cages, and arcades, to create a safer environment for workers and patrons.

Review the guidance, prepare a plan, and post the [checklist for movie theaters and family entertainment centers](#) in your workplace to show customers and employees that you've reduced the risk and are open for business.

Youth Sports

Beginning July 30th, the CDPH is allowing youth Sports Training, Conditioning, and Physical Education under specific circumstances.

Youth sports and physical education are permitted **only** when the following can be maintained:

- (1) physical distancing of at least six feet between participants; and
- (2) a stable cohort, such as a class, that limits the risks of transmission Activities should take place outside to the maximum extent practicable.

What is not allowed?

As noted above, sports that cannot be played with sufficient distancing and cohorting are not permitted. In addition, outdoor and indoor sporting events, assemblies, and other activities that require close contact or that would promote congregating are not permitted at this time. For example, tournaments, events, or competitions, regardless of whether teams are from the same school or from different schools, counties, or states are not permitted at this time.

Legislation Related to COVID 19

ASSEMBLY

AB-103 (Committee on Budget) [Bill Text](#)

Unemployment compensation benefits: COVID-19.

Status: Chapter 22, Statutes of 2020

AB-117 (Ting) [Bill Text](#)

Education finance: average daily attendance and timeline waivers: protective equipment and cleaning appropriation: COVID –19.

Status: Held in Senate Banking and Financial Institutions Committee

AB-196 (Gonzalez) [Bill Text](#)

Workers' compensation: COVID-19: essential occupations and industries.

Status: Died on Senate Floor

AB-398 (Chu) [Bill Text](#)

COVID-19 Local Government and School Recovery and Relief Act.

Status: Held in Senate Governance and Finance Committee

AB-664 (Cooper, et al) [Bill Text](#)

Workers' compensation: injury: COVID-19.

Status: Died on Senate Floor

AB-685 (Reyes) [Bill Text](#)

COVID-19: imminent hazard to employees: exposure: notification: serious violations.

Status: Chapter 84, Statutes of 2020

AB-826 (Santiago) [Bill Text](#)

Emergency food assistance: COVID-19.

Status: Vetoed by Governor

AB-828 (Ting, et al) [Bill Text](#)

Temporary moratorium on foreclosures and unlawful detainer actions: coronavirus (COVID-19).

Status: Held in Senate Judiciary Committee

AB-875 (Wicks) [Bill Text](#)

Pupil support services: COVID-19 Support Services and Resiliency for Children Program.

Status: Held in Senate Education Committee

AB-1035 (Ramos and Mayes) [Bill Text](#)

COVID-19 emergency: small businesses: immunity from civil liability.

Status: Held in Senate Judiciary Committee

AB-1350 (Gonzales) [Bill Text](#)

Retroactive grant of high school diplomas: COVID-19 crisis.

Status: Chapter 66, Statutes of 2020

AB-1436 (Chiu) [Bill Text](#)

Tenancy: rental payment default: mortgage forbearance: state of emergency: COVID-19.

Status: Held in Senate Rules Committee

AB-1552 (Ramos and Limón) [Bill Text](#)

Commercial insurance: business interruption: coverage for COVID-19.

Status: Held in Senate Insurance Committee

AB-1759 (Salas) [Bill Text](#)

Institutions of higher education: liability for COVID-19-related injuries.

Status: Held in Senate Judiciary Committee

AB-1839 (Bonta, et al) [Bill Text](#)

Economic, environmental, and social recovery: California COVID-19 Recovery Deal.

Status: Held in Senate Natural Resources Committee

AB-2043 (Rivas) [Bill Text](#)

Occupational safety and health: agricultural employers and employees: COVID-19 response.

Status: Chapter 212, Statutes of 2020

AB-2095 (Cooper) [Bill Text](#)

Public water systems: reduction of water charges: customers affected by COVID-19.

Status: Held in Assembly Local Government Committee

AB-2489 (Choi) [Bill Text](#)

Worker status: employees: independent contractors: health care providers: COVID-19.

Status: Held in Assembly Labor and Employment Committee

AB-2496 (Choi) [Bill Text](#)

Income taxes: credits: cleaning and sanitizing supplies: COVID-19.

Status: Held in Assembly Revenue and Taxation Committee

AB-2501 (Limón) [Bill Text](#)

COVID-19: homeowner, tenant, and consumer relief.

Status: Failed passage on Assembly Floor

AB-2707 (Holden) [Bill Text](#)

Local government finance: COVID-19 Credit Facility.

Status: Held in Assembly Housing and Community Development Committee

AB-3088 (Chiu) [Bill Text](#)

Tenancy: rental payment default: mortgage forbearance: state of emergency: COVID-19.

Status: Chapter 37, Statutes of 2020

AB-3196 (Kiley) [Bill Text](#)

Small business regulation: COVID-19 pandemic: employment: work hours: compensation.

Status: Held in Assembly Housing and Community Development Committee

AB-3329 (Daly) [Bill Text](#)

Unemployment insurance compensation: COVID-19 pandemic: temporary benefits.

Status: Withdrawn by Author from Assembly Insurance Committee

SENATE

SB-117 (Committee on Budget and Fiscal Review) [Bill Text](#)

Education finance: average daily attendance and timeline waivers: protective equipment and cleaning appropriation: COVID-19.

Status: Chapter 3, Statutes of 2020

SB-315 (Hertzberg) [Bill Text](#)

Criminal procedure: COVID-19 Alternative Adjudication Program.

Status: Held in Assembly Appropriations Committee

SB-811 (Committee on Budget and Fiscal Review) [Bill Text](#)

Unemployment compensation benefits: COVID-19.

Status: Held in Assembly Budget Committee

SB-915 (Leyva) [Bill Text](#)

Mobile home parks: emergency relief: coronavirus (COVID-19).

Status: Died on Senate Floor pending Concurrence.

SB-939 (Wiener and Lena Gonzalez) [Bill Text](#)

Emergencies: COVID-19: commercial tenancies: evictions.

Status: Held in Senate Appropriations Committee

SB-943 (Chang) [Bill Text](#)

Paid family leave: COVID-19.

Status: Held in Senate Appropriations Committee

SB-999 (Umberg) [Bill Text](#)

Mobile home park residencies: rent control: exemption: COVID-19.

Status: Held in Senate Housing and Community Development Committee

SB-1159 (Hill) [Bill Text](#)

Workers' compensation: COVID-19: critical workers.

Status: Chapter 85, Statutes of 2020

SB-1410 (Caballero and Bradford) [Bill Text](#)

COVID-19 emergency: tenancies.

Status: Held in Senate Appropriations Committee

Studies and News Articles

Studies and News Articles

Update on American Travel in the Period of Coronavirus—Week of October 5th: Despite growing pessimism and the President's diagnosis, willingness to travel continues to improve, business travel resumption has increased and urban destinations appear poised for a comeback. For those Americans still engaging in travel avoidance, the wide distribution of an effective COVID-19 vaccine is far and away their top ranked condition for being comfortable traveling again. Destination Analysts, October 4, 2020

<https://www.destinationanalysts.com/insights-updates/>

California Travel-Related Spend & Visitation Forecast; Forecast of visitation and traveler spending in California with a five-year outlook for the state, Tourism Economics/Oxford Economics, September 25, 2020

<https://industry.visitcalifornia.com/research/travel-forecast>

STATE OF THE HOTEL INDUSTRY ANALYSIS: COVID-19 SIX MONTHS LATER, American Hotel and Lodging Association, August 31, 2020

<https://www.ahla.com/sites/default/files/State%20of%20the%20Industry.pdf>

Travel & Tourism | Global Resilience & Opportunity – Factors Behind the Recovery Potential for Travel Destinations, Tourism Economics/Oxford Economics, June 19, 2020

https://s3.amazonaws.com/tourism-economics/craft/Latest-Research-Docs/Resilience-and-Opportunity-Factors-Behind-the-Recovery-Potential-for-Travel-Destinations_19-June-02.pdf

'We're going to be stubborn about it.' Gavin Newsom says theme parks won't reopen anytime soon, Sacramento Bee October 7, 2020

<https://www.sacbee.com/article246291325.html>

OC Business Reopenings, including Disneyland, Could Slow with New State Coronavirus Metric, Voice of OC, October 7, 2020

https://voiceofoc.org/2020/10/oc-business-reopenings-including-disneyland-could-slow-with-new-state-coronavirus-metric/?utm_source=Voice+of+OC+Email+Newsletters&utm_campaign=b3e62cfea0-EMAIL_CAMPAIGN_2020_04_30_03_19_COPY_01&utm_medium=email&utm_term=0_6100b0e74b-b3e62cfea0-279721458

County health agency recommends reopening Disneyland and Knott's Berry Farm: The Orange County Health Care Agency has recommended the state allow the parks to reopen once Orange County moves into the 'moderate' tier. Orange County Register, October 6, 2020

https://www.ocregister.com/2020/10/06/county-health-agency-recommends-reopening-disneyland-and-knotts-berry-farm/?utm_email=64EAE4F174CC6445046E541565&g2i_eui=Eck6LTDdnViFVR21mBa45xKGttLfbO59&g2i_source=newsletter&utm_source=listrak&utm_medium=email&utm_term=https%3a%2f%2fwww.ocregister.com%2f2020%2f10%2f06%2fcounty-health-agency-recommends-reopening-disneyland-and-knotts-berry-farm%2f&utm_campaign=scng-ocr-localist&utm_content=curated

Disneyland layoffs include thousands of restaurant and hotel workers plus hundreds of Imagineers: The Disney Parks, Experiences and Products division announced this week that 28,000 employees would be laid off at Disneyland, Disney World, Imagineering and in the company's cruise line, travel planning, retail, gaming and publishing divisions. Orange County Register, September 30, 2020

http://enews.newsletters.ocregister.com/q/6tPi61KbTlI16JIsUIRjikvgt2Q3cX_QleujVEFulcLd2F2wWpDYZWb3rq0w

19 state legislators call on Newsom to reopen California theme parks. Orange County Register, September 30, 2020

<http://enews.newsletters.ocregister.com/q/04vzlJcq7mVjvAGtHTHISF1AFVdIXgaWGtrmu4jOvc7c3fAhIUDTr04bKxrw>

No dine-in service means Sacramento CA restaurants may close, The Sacramento Bee. September 24, 2020.

<https://www.sacbee.com/food-drink/restaurants/article243944812.html>

Rural Californians Balance Restarting Tourism Economy With Risk of Outbreak, CapRadio, June 15, 2020

<https://www.caprado.org/articles/2020/06/15/rural-californians-balance-restarting-tourism-economy-with-risk-of-outbreak/>

Hearing Participants' Biographies

- Caroline Beteta, President and Chief Executive Officer, Visit California
- Joe D'Alessandro, President and Chief Executive Officer, San Francisco Travel
- Dan Harvey, Division Vice President, Hertz Corporation
- Frank Santos, UNITE HERE
- Joe Matekel, Teamsters
- Lisa Allen, Operations Manager: Tours, Sales & California Tourism, Amador Stage Lines
- Erin Guerrero, Executive Director, California Attractions and Parks Association
- John McReynolds, Senior Vice President, Universal Parks and Resorts
- Julie Packard, Executive Director, Monterey Bay Aquarium
- Emellia Zamani, Director of Government Affairs and Public Policy, California Travel Association
- Dan Gordon, Chief Executive Officer, Gordon Biersch Brewing Company
- Sima Patel, Chief Executive Officer, Ridgmont Hospitality

Caroline Beteta
President and Chief Executive Officer
Visit California

Caroline Beteta serves as president & CEO of the industry-led Visit California, a nonprofit organization created to market California as a premier travel destination to increase the state's share of tourism-related revenues. She simultaneously serves as a strategic advisor for the Governor's Office of Business & Economic Development (GO-Biz). Beteta is responsible for implementing Visit California's global marketing program on behalf of the organization's 21,000 investors and serves as the lead spokesperson for California's travel industry. In her tenure, she has overseen a decade of growth for California's travel industry, peaking in 2019 with a record \$144.9 billion in economic benefit to the state. She has shepherded the growth of Visit California into a global marketing franchise and helped restore travel and tourism following numerous natural and economic crises.

Caroline has served as Chair of the Board, as well as, Acting CEO for Brand USA, where she provided strategic direction for the \$200 million global program, interfacing with national congressional leaders and the administration. During a two-year term as National Chair of the U.S. Travel Association, she guided the successful merger of the Travel Industry Association with the Travel Business Roundtable and the creation of Brand USA. Caroline currently serves on the Executive Committee of the World Travel and Tourism Council — Visit California was the first destination marketing organization invited to join the WTTC.

Caroline has received numerous awards for her creative work and leadership in the travel industry, including induction into the U.S. Travel Association's Hall of Leaders.

Caroline holds a bachelor's degree in International Relations from the University of California, Los Angeles and a master's degree in Public Administration/Intergovernmental Affairs from the University of Southern California. She also completed the Stanford Graduate School of Business Executive Marketing Management Program.

Joe D'Alessandro
President and Chief Executive Officer
San Francisco Travel

San Francisco runs through Joe D'Alessandro's blood. He's the grandson of Italian immigrants who arrived in San Francisco over 110 years ago. It's only fitting that he now leads an organization that was founded at roughly the same time.

Since taking the job as President and CEO in 2006, Joe has driven San Francisco Travel to adopt the San Francisco ethos of community, innovation, and openness as its core business values. The association has embraced a comprehensive digital marketing strategy that makes the most of a rapidly evolving technological landscape. It has forged partnerships with and between hotels, venues, and neighboring destinations to maximize both the visitor experience and organizational goals. Among his achievements was the development of the San Francisco Tourism Improvement District, which created a unique and sustainable funding structure that has become a national model for tourism promotion.

The results speak for themselves. Since 2009, visitation to San Francisco has grown by nearly 30%. The Moscone Center, which completed a massive renovation and expansion in 2019, is one of the most in-demand convention centers in the nation. And the association has rebranded and refocused, charting an ambitious course for its next 100 years. Today Joe is helping to lead San Francisco's recovery from the negative economic impacts of the pandemic.

Joe is a leader in the city as well as in the industry. He has lent his knowledge and skill to a number of groups, including the boards of the U.S. Travel Association, Visit California and San Francisco's Super Bowl 50 Host Committee. He currently sits on the Mayor's Economic Recovery Task Force. In 2014, he was named the Most Admired CEO by *The San Francisco Business Times* and in 2020 he was awarded the Destination Organization Leadership Award by Destination International.

Prior to joining San Francisco Travel, Joe was President & CEO of the Portland Oregon Visitors Association from 1996 to 2006 and served as Executive Director of the Oregon Tourism Commission from 1991 to 2006, where he was recognized as State Tourism Director of the Year by the US Travel Association.

The San Francisco Travel Association is the city's official destination marketing organization (DMO), promoting San Francisco and the Bay Area to the world as the premier destination for conventions, meetings, events and leisure travel. In Joe's decade of leadership, the association has become one of the largest membership-based DMOs in the country, with employees stationed across the country and around the globe.

Dan Harvey
Division Vice President
Hertz Corporation

John “Dan” Harvey currently serves as Region Vice President for Hertz Global Holdings (HTZ), where he leads the company’s Western Region in North America rent a car operations. He oversees a team of Zone Vice Presidents and over 4,000 employees covering all major airports and local rental offices on the west coast as well as Alaska and Hawaii.

In his 23 years at Hertz, Mr. Harvey also served as Region Vice President- North Pacific Region leading both airport and off airport teams from 2013-2016 and Metro Vice President for the San Francisco bay area airports from 2016-2017.

Frank Santos
UNITE HERE

Frank Santos has worked for the Terranea Resort in Rancho Palos Verdes as a cook for eight years. He is a member of UNITE HERE Local 11 which represents over 30,000 workers employed in hotels, restaurants, airports, sports arenas, and convention centers throughout Southern California and Arizona.

**Joe Matekel
Business Agent
TEAMSTERS**

Joe Matekel became a teamster in 1988 as a truck driver and installer with Construction Teamsters Local 216.

He joined Teamsters Local 665 in San Francisco in July 2019. As their Business Agent Joe is currently dedicated to helping other teamsters by ensuring they are paid fairly, have quality benefits, and are treated with respect.

Joe is responsible for approximately 1100 members in the San Francisco Bay Area, including the San Francisco Airport which is comprised of rental car, shuttle bus, and parking facility employees.

Lisa Allen
Operations Manager: Tours, Sales & California Tourism
Amador Stage Lines

Lisa Allen is Amador Stage Lines Operations Manager: Tours, Sales and California Tourism, a family owned business since 1947. Amador Stage Line was established in 1852 and is considered the oldest in California.

She is part of a third generation motor coach owner operator family, whose mother also comes from a multi-generational owner operator family - Royal Coach of San Jose.

Lisa earned her BA in Communication Studies from California State University, Sacramento where she was also President and member of Sigma Kappa Sorority.

Erin Guerrero
Executive Officer
California Attractions and Parks Association

Erin Guerrero is the Executive Director of the California Attractions and Parks Association, the statewide trade association representing California's theme, amusement, and water parks, and other attractions. With her 20 years of experience in, and around, the State Capitol, Erin is responsible for advocating on behalf of the organization and its members with the Legislature, the Governor, and with regulatory agencies.

In her previous role as Vice President for Legislative Affairs for the California Building Industry Association, Erin was the lead advocate for the home building industry, and prior to that, she filled a wide range of positions within the Legislature including Chief of Staff and Director of Member Services for a major caucus.

Erin lives in Sacramento with her husband Willie and their three children. She holds a Bachelor of Arts in Political Science and History from the Franciscan University of Steubenville and a Master of Arts in International Affairs from California State University, Sacramento. She is an alumna of Leadership California, board member of her daughter's high school Patron of the Arts guild, and soccer coach. In their spare time, the family loves to travel including frequent vacations at a number of California's amusement parks.

John L. McReynolds
Senior Vice President – External Affairs
Universal Parks and Resorts

John joined Universal Studios Florida in 1995 as Manager, Government Relations, responsible for Universal's interaction with Tallahassee and Washington. In 1999 he was named Vice-President, Government Relations – responsible for coordinating all issue management with regulatory and elected bodies including theme park operations, land development and neighbor relations. In 2001 his responsibilities increased to include oversight of political, regulatory and legislative interaction for Universal Studios Hollywood.

Promoted to Senior Vice President in May 2007 he now oversees Government and Community Relations, coordination of all regulatory, legislative and political interaction on behalf of Universal Theme Parks worldwide.

Prior to joining Universal, John was on the staff of US Senator Connie Mack for 8 years. He also served as the 2016 IAAPA (International Association of Amusement Parks and Attractions) Chairman representing the more than 25,543 members around the world, and was fundamental in relocating the IAAPA world headquarters to Orlando, Florida.

Julie Packard
Executive Director
Monterey Bay Aquarium

Julie Packard is founding executive director of the Monterey Bay Aquarium and a leading voice for science-based policy reform in support of a healthy global ocean.

Under her leadership, the aquarium has pioneered innovative exhibits and education initiatives, and engaged on ocean issues ranging from sustainable global fisheries and aquaculture to plastic pollution, climate change, and science-based conservation of marine wildlife and ecosystems, including sea otters, sharks and bluefin tuna.

She is a trustee of the David and Lucile Packard Foundation, and chairs the board of the independent Monterey Bay Aquarium Research Institute, a leader in deep ocean science and technology. A fellow of the American Academy of Arts and Sciences, she has received the Audubon Medal for Conservation, the National Marine Sanctuary Foundation's Lifetime Achievement Award and the California Coastal Commission's Coastal Hero award. She is featured in the National Portrait Gallery.

She serves on the Joint Oceans Commission Initiative, working to implement comprehensive reform of U.S. ocean policy. She has addressed ocean issues at international conferences, including the World Trade Organization and Global Climate Action Summit.

Packard earned bachelors and master's degrees in biology from the University of California, Santa Cruz, with a focus on marine algae.

Emellia Zamani
Director of Government Affairs and Public Policy
California Travel Association

Emellia Zamani is the Director of Government Affairs and Public Policy for the California Travel Association (CalTravel), the advocacy organization for the travel and tourism industry in California.

Prior to joining CalTravel in 2019, Emellia served as Legislative Director in the office of Assemblymember Adrin Nazarian.

Emellia holds a Bachelor of Arts Degree in Political Science from the University of California, San Diego.

Dan Gordon
Co-Founder and Chief Executive Officer
Gordon Biersch Brewing Company

Dan Gordon has earned a reputation as one of America's leading brewing engineers. As Chief Executive Officer and Director of Brewing for Gordon Biersch, he supervises the state-of-the-art brewing and bottling facility in San Jose, CA.

Gordon was the first American in more than 40 years to graduate from the prestigious five-year brewing engineering program at the world-renowned Technical University of Munich, Weihenstephan, West Germany. Before earning his brewing engineer's degree there in 1987, he interned at Spaten Brewery in Munich and served as a technical translator at Löwenbrau Consulting.

Gordon, who was born in San Jose in 1960, entered the program after earning a resource economics degree from the University of California at Berkeley in 1982 and spending a year as an exchange student at the Georg August University in Göttingen, Germany. He also worked for at the Anheuser Busch brewery in Fairfield, CA to gain the brewing experience he needed to apply to the Technical University of Munich. Dan rowed varsity crew at both universities he attended.

After completing the world's most advanced brewing program, Gordon returned to California and joined forces with restaurateur Dean Biersch to take advantage of a new state law allowing brewery restaurants. In 1988, the partners opened their first Gordon Biersch brewery restaurant in Palo Alto, Calif. And now Dan directs the operations at his state-of-the art bottling brewery, the 33rd largest in the country, in San Jose, CA. Dan is also the creator of the aromatic Gordon Biersch Garlic Fries TM. Dan is a native of the Bay Area and is married to wife Melissa and has three children; Oliver, Haley and Cameron.

Sima Patel
Chief Executive Officer
Ridgemont Hospitality

Sima Patel's life story is a lesson in hard work and the fulfillment of the "American Dream." She was born in Surat, India and moved to the United States in 1979. With no prior training or formal education, Sima immediately began working in a family lodging business. In 1985, Sima and her husband Pravin Patel developed their first lodging property in Oakland. They currently own and operate several Branded and Boutique hotels in the San Francisco Bay Area and continue to develop great brands of hotels.

Sima's commitment to the community can be seen in the number of organizations in which she participates. In 2006, she received the Richard L. Speece Destination Oakland Award presented by the Oakland Convention and Visitor's Bureau. Sima has kept close ties with industry and government leaders in her city, county and state. Because of those relationships, she was instrumental in securing funding for the Oakland Convention and Visitors Bureau through a voter referendum and assisted with forming a Tourism Improvement district in Oakland.

Sima is the past Chair of Oakland Convention and Visitors Bureau Board of Directors and currently serves as a director on their Executive committee and Board. Her other community commitments include membership in the Oakland Rotary Club and is the Vice Chair on the board of the Historic Paramount theatre of Oakland. Sima made history by being the first Indian woman in the country to chair a state lodging association when she became the Chairperson of the California Lodging Industry Association (CLIA) in 2004. A past recipient of the prestigious Women Hotelier of the Year Award presented by the Asian American Hotel Owners Association (AAHOA), Sima has been active in the Indian American Community.

In 2006, Sima was elected by her industry to serve on the California Travel and Tourism Commission (Visit California). After serving two elected terms, Sima was appointed again on Visit California Board by the Governor of California Mr. Edmund G. Brown.

In October 2016 Sima Patel became Visit California's first industry-elected Chair of its Board of Directors after an unanimous and spirited confirmation by the Board's 12 Governor-appointed Commissioners at Visit California's Oct. 14 Board Meeting. She takes the helm of the largest state tourism marketing organization in the country. In 2017, Sima was named one of the 100 Most Influential Women in Business by the San Francisco Business Journal. She is a recipient of the 2018 Ascend Nor-Cal Executive Leadership Award. Sima was recently appointed as Advisory member of the California State University Hospitality & Tourism Alliance.

As an Indian woman, a business person and a community leader. Sima continues to expand her reach as she gains momentum in her career as a hospitality professional. Her interests also include Women's Empowerment and Gender Equality. She is the founder of Renaissance foundation and an online community for women called SAAHELI ('Girlfriend' in her native language of Gujarati) which works to empower women and support survivors of Human Trafficking.