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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