



California Tourism Month 2020

Social Media Posts

Use these sample social posts as inspiration for content throughout the month of May to amplify the importance of travel and tourism to the state of California.

HOW TO SHARE CALIFORNIA TOURISM MONTH ON SOCIAL MEDIA

- Customize posts to be consistent with your organization's voice
- Choose the report findings and messages most relevant to your community to highlight
- Post the text below with one of the [social media graphics](#) in the toolkit to deliver a strong message to your followers
- Use the hashtag #CATourism to show your support
- Tag your local officials in posts to ensure they are seeing the importance of tourism

Text – Contra Costa County

- #CATourism benefits ALL Californians and strengthens local economies throughout the state. In 2019, visitors generated \$ 2.004 billion in Contra Costa County that generated 18,270 jobs and 177.9 million in state and local tax revenue.
- Tourism creates jobs faster than other sector of the economy. In 2019, 18,270 jobs were generated by #CATourism in Contra Costa County.
- Across California, cities rely on #CATourism tax revenue to cover many of their operating costs. Last year, visitors generated \$ 177.9 million in state and local tax revenue for Contra Costa County.
- Tourism will be one of California's most vital engines for economic recovery. In 2019, visitors generated \$ 2.004 billion in Contra Costa County that generated 18,270 jobs and 177.9 million in state and local tax revenue.
- Make sure your local elected officials know the power of #CATourism. In Contra Costa County alone, tourism dollars generated \$ 2.004 billion in tax revenue and created 18,270 jobs in 2019.
- May is California Tourism Month! While we can't travel now, we can all do our part to support local shops, restaurants and businesses in Concord and Contra Costa Contra Costa County to keep them running and keep the #SpiritofTravel alive until we can explore the Golden State again. #CATourism
- While it's critical right now to #StayAtHome, #VisitConcordCA will be ready to welcome you back when the time is right. #CATourism

Text – ConcordCA

- #CATourism benefits ALL Californians and strengthens local economies throughout the state. In 2019, visitors generated \$ 184 million in Concord that generated 2,000+ jobs and \$ 13.1 million in state and local tax revenue.
- Tourism creates jobs faster than other sector of the economy. In 2019, 2,000+ jobs were generated by #CATourism in Concord.
- Across California, cities rely on #CATourism tax revenue to cover many of their operating costs. Last year, visitors generated \$ 13.1 million in state and local tax revenue for Concord.
- Tourism will be one of California's most vital engines for economic recovery. In 2019, visitors generated \$ 184 million in Concord that generated 2,000+ jobs and \$ 13.1 million in state and local tax revenue.
- Make sure your local elected officials know the power of #CATourism. In Concord alone, tourism dollars generated \$ 13.1 million in tax revenue and created 2,000+ jobs in 2019.
- May is California Tourism Month! While we can't travel now, we can all do our part to support local shops, restaurants and businesses in Concord and Contra Costa County to keep them running and keep the #SpiritofTravel alive until we can explore the Golden State again. #CATourism
- While it's critical right now to #StayAtHome, #VisitConcordCA will be ready to welcome you back when the time is right. #CATourism