



Coronavirus Talking Points

Updated March 2, 2020

Coronavirus Resource Page: <https://industry.visitcalifornia.com/coronavirus>

- The Centers for Disease Control and Prevention is compiling information on the coronavirus outbreak at www.cdc.gov/coronavirus
- Authorities have not issued any guidance that is specific to travel in the U.S.
- According to the World Health Organization, [the U.S. has less than one-tenth of one percent of the global total of coronavirus cases.](#)
- According to the California Department of Public Health, [the health risk to the general public in California remains low.](#)
- Some communities in the U.S. have issued state of emergency declarations.
- Declaring a state of emergency helps prepare for a rapid response to a potential coronavirus case.
- An emergency declaration also makes it easier to secure emergency state and federal funding and other resources.

Economic Impacts

- Tourism Economics revised its China 2020 U.S. visitation forecasts from +3% before coronavirus to -28% currently. The revisions also adjusted travel forecasts from other impacted markets.
- Despite global impacts to travel caused by the coronavirus, Visit California continues to forecast an overall 2.9% increase in visitor spending this year.
- All projections must be qualified by the high degree of uncertainty of this developing situation.
- Visit California continues to monitor the outbreak and will revise travel economy impacts as more data become available.

Global Travel Warnings

- Visit California always urges travelers to follow public health authorities' recommendations.
- The Centers for Disease Control and Prevention provides coronavirus travel information at www.cdc.gov/coronavirus/2019-ncov/travelers/index.html
- Warning Level 3: The CDC recommends avoiding nonessential travel to China, South Korea and Italy.
- Alert Level 2: Travel to other markets where transmission has occurred, including Japan, should be carefully considered.

Recovery

- Experience with other outbreaks suggests demand will accelerate rapidly when the event ends.
- Reports of new cases in China are waning.
- Notably, many of the bookings impacted by the outbreak have been postponed, not canceled.
- The majority of rebookings are in May and June, providing optimism for a strong V-shaped recovery for California.
- Visit California is proceeding with an April 6 launch of its paid media campaign in China, when the majority of flights are expected to have resumed.

China

- China is California's No. 1 overseas market. Chinese travelers spent \$4 billion in California in 2019.
- California has 52% market share of Chinese travel to the U.S.
- Visit California's marketing programs have contributed to 86% brand awareness in China, giving California a much easier path to recovery once the outbreak ends.
- Working closely with the travel trade and media in China, Visit California aims to protect its strong brand presence, inspiring Chinese to continue dreaming of visiting California.
- Visit California produced a B2B-focused "[Stay Strong, China](#)" video, in partnership with San Francisco Travel, Los Angeles Tourism & Convention Board, Visit Anaheim and Universal Studios Hollywood. The video is being showcased on WeChat and Weibo, as well as to B2B partners and via key media and influencers.

Coronavirus Resources

- Visit California Coronavirus Resource Page: <https://industry.visitcalifornia.com/coronavirus>
- California Department of Public Health: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx>
- Centers for Disease Control & Prevention: <https://www.cdc.gov/coronavirus>
- New York Times Coronavirus Content Hub: <https://www.nytimes.com/interactive/2020/world/coronavirus-maps.html>
- U.S. Travel Association Resource Page: <https://www.ustravel.org/coronavirus>