

Date of Hearing: May 26, 2026

ASSEMBLY COMMITTEE ON RULES  
Blanca Pacheco, Chair  
SCR 163 (Ochoa Bogh) – As Introduced April 20, 2026

**SENATE VOTE:** 36-0

**SUBJECT:** California Tourism Month.

**SUMMARY:** Reaffirms the month of May 2026 as California Tourism Month; and, urges Californians to support tourism and local businesses by traveling in the state as an act of civic pride. Specifically, **this resolution** makes the following legislative findings:

- 1) In 2016, the Legislature declared every May as California Tourism Month to celebrate the positive economic impact of tourism in California. Tourism serves as a catalyst for California’s economic growth and workforce development.
- 2) A robust travel industry provides significant economic benefits for California, generating more than \$158.9 billion in tourism-related spending in 2025.
- 3) Visitor spending provides substantial benefit to all Californians, yielding \$13.6 billion in state and local tax revenue in 2025 that is indispensable for underwriting essential public services and programs.
- 4) Travel and tourism is a multifaceted sector that provides diverse career pathways and remains foundational to a healthy labor market, having contributed 4,350 new jobs to bring the total workforce to 1.2 million in 2025.
- 5) Travel and tourism-dependent businesses and organizations, of which 89 percent are small businesses, are responsible for welcoming visitors from around the world to explore California and all our state has to offer.
- 6) The industry-funded marketing efforts of Visit California have been instrumental in maintaining the state’s position as the nation’s leading tourism economy, outperforming national benchmarks and inviting global visitors to experience California as the ultimate playground.
- 7) Despite global uncertainty, the Golden State remains the most welcoming destination in the country, where all are respected no matter their race, religion, sexuality, gender, physical or mental ability, or beliefs. California’s strength lies in its diversity, and the state is committed to building a more inclusive and unified travel community for its residents and visitors alike.

**FISCAL EFFECT:** This resolution is keyed non-fiscal by Legislative Counsel.

**REGISTERED SUPPORT / OPPOSITION:**

**Support**

None on file

**Opposition**

None on file

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