



Lynn S. Mohrfeld, CAE
President & CEO

April 16, 2020



Today's Agenda

- State of California Update
 - Chris Dombrowski, Acting Director, Go-Biz
- California Tourism Update
 - Caroline Beteta, President & CEO, Visit California
- Hotel Industry Update
 - Essential Travelers
 - Re-Opening: Focus on Employees



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Chris Dombrowski

Acting Director

Governor's Office of Business and Economic Development (GO-Biz)



**Caroline Beteta
President & CEO
Visit California**





Calling All Californians

More than half of **California's 1.2 million** travel industry workers will be unemployed by the end of May.

Unemployment benefits for these workers will cost the state \$836 million every month.

Sources: Oxford Economics, California Employment Development Department

The travel industry adds jobs 60% faster than the private sector as a whole.

A \$45 million campaign would deliver an additional \$10.3 billion of visitor spending to California.

Source: SMARI Marketing Insights





Essential Travelers

- Hotel Guests During Stay-At-Home Orders
 - Traveling for Essential Business
 - First Responders
 - Healthcare Workers
 - Essential Gov't Workers
 - Persons Providing Care



Essential Travelers

- Hotel Guests During Stay-At-Home Orders
 - Website Notification
 - Guest Authorization Form
 - Waivers - **Be Careful**





Re-Opening: Focus on Employees

- Offer Letter
- Acknowledgement
- Shift Adjustments
- PPE Needs
- Symptoms Checks

Please Note: Workers Comp





Re-Opening: Focus on Employees

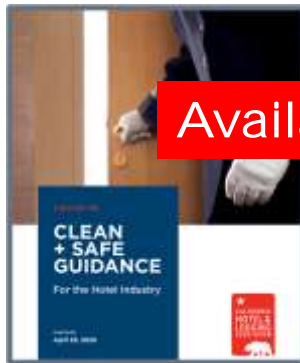


- Panic Button/Personal Safety Devices
 - COVID-19 Tracing
 - Population Density Monitoring
 - Two-Way Mass Communication
 - Custom Polling
 - Pre-Arrival Health Screening

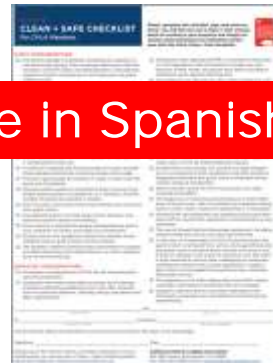


CHLA Clean + Safe Certification

- Self-Regulate!
- Visible vs. Assumed
- Guests + Employees



Available in Spanish



THANK YOU FOR PRACTICING
SOCIAL DISTANCING
AND HELPING TO FIGHT THE
SPREAD OF COVID-19



In response to the COVID-19 pandemic, this property is adhering to social distancing protocols.

ALL PERSONS SHOULD:

- Avoid entering this property if they have a cough or fever
- Maintain a minimum six-foot distance from one another
- Cough or sneeze into a cloth or tissue, or if not available, into one's elbow
- Not shake hands or engage in any unnecessary physical contact





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