

Assembly Concurrent Resolution

No. 50

Introduced by Assembly Member Chu

(Coauthors: Assembly Members Acosta, Aguiar-Curry, Arambula, Baker, Berman, Bigelow, Bloom, Bocanegra, Bonta, Brough, Burke, Cervantes, Chau, Chávez, Chiu, Choi, Cooley, Cooper, Cunningham, Dababneh, Dahle, Daly, Eggman, Flora, Fong, Frazier, Friedman, Cristina Garcia, Eduardo Garcia, Gipson, Gloria, Gomez, Gonzalez Fletcher, Gray, Grayson, Holden, Irwin, Jones-Sawyer, Kalra, Kiley, Lackey, Levine, Limón, Maienschein, Mayes, McCarty, Medina, Mullin, Nazarian, Obernolte, Patterson, Quirk, Quirk-Silva, Rendon, Reyes, Rodriguez, Rubio, Salas, Santiago, Steinorth, Mark Stone, Thurmond, Ting, Voepel, Waldron, Weber, and Wood)

April 5, 2017

Assembly Concurrent Resolution No. 50—Relative to the 2016 U.S.-China Tourism Year.

LEGISLATIVE COUNSEL'S DIGEST

ACR 50, as introduced, Chu. 2016 U.S.-China Tourism Year.

This measure would recognize the importance of promoting the leadership of California's tourism industry in continuing to welcome Chinese travelers and would commemorate the mission and success of the 2016 U.S.-China Tourism Year by encouraging continued travel and tourism between California and China, as well as between California and California's other domestic and international markets and partners.

Fiscal committee: no.

1 WHEREAS, On September 25, 2015, the United States and
2 China announced an agreement for each country to participate in
3 a year of tourism cooperation, known as the 2016 U.S.-China
4 Tourism Year, designed to effectively position themselves for
5 increased trade in travel services by enhancing visitors' travel and
6 tourism experience, cultural understanding, and appreciation for
7 natural resources; and

8 WHEREAS, The United States Department of Commerce and
9 the China National Tourism Administration have been supporting
10 the 2016 U.S.-China Tourism Year by developing and deploying
11 programs that focus on new and better travel itineraries, hosting
12 workshops at various international travel trade shows to share best
13 practices to improve the visitor experience, working with relevant
14 authorities to improve signage and other translation and
15 interpretation services to benefit visitors, communicating travel
16 and entry requirements to the United States and Chinese travel
17 industries and making this information accessible to visitors,
18 promoting training of industry personnel to enhance understanding
19 of cross-cultural issues, communicating the needs and preferences
20 of United States and Chinese visitors to the tourism industry, and
21 creating programs to increase visitor interest and traffic to natural
22 resource sites and leveraging these sites as tourism assets for both
23 countries; and

24 WHEREAS, California's contribution to the mission of the 2016
25 U.S.-China Tourism Year is represented by, among other things,
26 the first flight between Los Angeles International Airport and a
27 tier II Chinese city, Changsha; the Disneyland Resort and Universal
28 Studios Hollywood hosting of Lunar New Year festivities;
29 Californians' participation in the "1,000 Americans Visiting the
30 Great Wall" event in Jinshanling, Hebei Province, on March 25,
31 2016; the production, hosting, and distribution of various
32 informational resources designed to ensure China's and California's
33 respective travel industries' readiness to effectively welcome
34 visitors; and the California Travel and Tourism Commission's
35 ongoing efforts to directly reach Chinese audiences through
36 localized media; and

37 WHEREAS, California's tourism industry is a vital part of the
38 state's economy, with over 80 tourism business districts located
39 across all regions of California. This industry is an important hedge
40 against economic downturns and labor market changes as jobs in

1 the industry are largely hands-on and cannot be moved overseas
2 or replaced by technology; and

3 WHEREAS, In 2016, total direct travel spending in California
4 was \$125.9 billion, which supported 1.09 million jobs with earnings
5 of \$44.3 billion, and which generated \$4.9 billion in local taxes
6 and \$5.4 billion in state taxes; and

7 WHEREAS, China is the world’s largest source market for
8 outbound travel, and is California’s fastest growing market,
9 experiencing double-digit percentage growth in terms of visitation
10 and economic impact over the last six years; and

11 WHEREAS, During the 2016 U.S.-China Tourism Year,
12 California welcomed an estimated 1.3 million Chinese visitors
13 who spent approximately \$2.9 billion in the state, representing an
14 11.9 percent increase in visitors and a 13.9 percent increase in
15 spending from 2015, and a 30.5 percent and 20 percent increase,
16 respectively, from 2014; and

17 WHEREAS, The California Travel and Tourism Commission
18 projects that, by 2018, two million Chinese visitors will spend \$5
19 billion in California; and

20 WHEREAS, An increase in visitation and spending from
21 Chinese travelers will help support travel and tourism industry
22 jobs throughout California, and increase the amount of local and
23 state taxes generated; now, therefore, be it

24 *Resolved by the Assembly of the State of California, the Senate*
25 *thereof concurring,* That the California Legislature recognizes the
26 importance of promoting the leadership of California’s tourism
27 industry in continuing to welcome Chinese travelers; and be it
28 further

29 *Resolved,* That the California Legislature commemorates the
30 mission and success of the 2016 U.S.-China Tourism Year by
31 encouraging continued travel and tourism between California and
32 China, as well as between California and California’s other
33 domestic and international markets and partners; and be it further

1 *Resolved*, That the Chief Clerk of the Assembly transmit copies
2 of this resolution to the author for appropriate distribution.

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5 **REVISIONS:** _____

6 **Heading—Line 2.**

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