



@VisitVisalia



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**Visit Visalia’s “Visalia Cares Stay Safe Pledge”
supports the safety of local community**

For businesses and visitors, staying safe is a shared commitment

Visalia, Calif. (July 27, 2020) – Visit Visalia announces the “Visalia Cares Stay Safe Pledge,” a shared commitment with local businesses and the traveling public to take necessary precautions and follow public health guidelines for the health and safety of us all.

Responsible tourism is vital to our community. The need for assurance from businesses and travelers on safe practices is imperative to the economy reopening. Staying safe is a shared commitment and the idea behind “Visalia Cares Stay Safe” Pledge launched by Visit Visalia, the local tourism board.

“We are working with and for our community with the health and well being of front line employees and visitors in mind,” said Nellie Freeborn, executive director of Visit Visalia. “The pledge reminds us all of the need for adhering to recommended safe practices to ensure a healthy community.”

Visitors can go to our website to read the pledge and learn about what they can expect when traveling to our area. The pledge offers steps travelers can take to protect their well-being and that of our destination.

Local businesses will receive the “Visalia Cares Stay Safe Pledge” toolkit that includes collateral to display in their businesses, on their websites and on their social platforms, that shows their support of the pledge.

“Consumer confidence directly impacts a business’s ability to remain open and our businesses are working hard to earn that confidence,” said Freeborn.

Creating confidence is the first step to rebuilding the tourism economy. Tourism spending in Tulare County reached \$451 million in 2019, an increase of 5.8% from the previous year, and supported 5,530 jobs.

Visalia, located in Central California within easy driving distance from major cities like Los Angeles and San Francisco, is the most robust city near Sequoia & Kings Canyon National Park. With many Californians looking to stay closer to home and to explore outdoor recreation areas, Visalia makes an ideal road trip destination. For people planning a trip, tourism information is available on our



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website. Information also can be mailed by completing a request form on our website. And to reduce contact, the Visit Visalia office, located at 112 E. Main Street, offers curbside pick up.

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ABOUT VISIT VISALIA:

[Visit Visalia](#) is a collaboration of the Visalia Tourism Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers. For more information about Visit Visalia go to www.VisitVisalia.com and follow Visit Visalia on [Instagram](#), [Facebook](#), [Twitter](#), [You Tube](#) and [Pinterest](#).