THE CONTROVERSIAL CONVERSATIONS AT THE STATE & PROVINCE LEVEL IN 2019 AND WHAT IT MEANS FOR 2020

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QUORUM ANALYTICS
• US Congress
• Governors
• State Legislators
• Mayors & County Executives
Overview of the Dataset

Press Releases
Floor Statements
House Dear Colleague Letters
Statements in Committee Hearings
Twitter
Facebook
Medium
Instagram
YouTube
36,620,000+ Press Releases

2,890,000+ Tweets

493,000+ Facebook Posts

62,000+ Press Releases

150,900+ Instagram Posts
How is this year different from last year?

Documents & Social Media posts from January through October of each year

- # of Mentions in 2019
- # of Mentions in 2018

- National Travel & Tourism Week

2,389

2,219
National Travel & Tourism Week #travelmatters

#nttw18
17
#nttw19
39
I often tell D.C. folks that my district is the most beautiful place in the United States. Every year, countless visitors from around the world travel to admire that beauty.

See why #TravelMatters to CA-48.

Jobs in the travel & tourism industry help set Americans up for career success #TravelMatters

83% of Americans had their first job in travel and tourism

It's National Travel & Tourism Week—America's weeklong celebration of travel. The hospitality and tourism industry plays a key role in southeast Louisiana's economy, supporting hundreds of small businesses and thousands of good-paying jobs.

Tourism is a driver of Connecticut's economy, creating jobs and generating revenue that helps fund our public programs. I encourage everyone to come and see what our great state has to offer (I'm a fan of the oysters). #TravelMatters
What does Congress talk about when it talks tourism?
How do Republicans talk about tourism?
What does Congress talk about when it talks tourism?

Tweet from Rep. Josh Gottheimer (D-NJ-5) | US House
May 10th, 2019
It's #TravelandTourismWeek and New Jersey just announced that 2018 broke tourism records, with nearly 111 million visitors! As we work on increasing tourism and economic development in North Jersey, especially through our new Sussex-Warren County Task Force,...

Facebook Post from Sen. Bill Cassidy (R-LA) | US Senate
May 11th, 2019 | 66 Likes | 3 Shares
From our small towns to our largest cities, Louisiana is filled with great places to visit. Great to see tourism numbers up for the third year in a row!

Tweet from Rep. Elise Stefanik (R-NY-21) | US House
May 13th, 2019
I spoke with @7NewsWatertown last week about the letter I sent to DHS regarding their proposed transfer of CBP officers from the Northern to the Southern border. As we approach the busy tourism season, we cannot afford to be understaffed at our U.S.-Canada birder. Watch https://t.co/5jX0M0KIAA

Facebook Post from Sen. Tom Carper (D-DE) | US Senate
May 17th, 2019 | 23 Likes
It was a beautiful day on the Nanticoke to celebrate the federal and state investments at Phillips Landing Boating and Fishing Area. The tourism industry in Delaware contributes $3 billion to our economy, and recreational opportunities like this one are a part of that. Plus, it gets us outdoors and moving! That's a win-win!
What platform do Members of Congress use to talk about tourism?
Most Vocal Members of Congress on Tourism

- Grijalva (D-AZ) - 56
- Stefanik (R-NY) - 55
- Portman (R-OH) - 47
- Rooney (R-FL) - 38
- Bilirakis (R-FL) - 37
- Gottheimer (D-NJ) - 35
- Cunningham (D-SC) - 34
- Murkowski (R-AK) - 33
- Titus (D-NV) - 32
- Pallone (D-NJ) - 31
What hashtags do legislators use when they talk about tourism?
#protectourcoast

@realDonaldTrump wants to allow more drilling off California’s coast. Oil spills can destroy beaches, tourism and fisheries industries, & a community’s way of life. I voted to #ProtectOurCoast b/c we must end reliance on dirty fossil fuel & transition to a clean energy economy.

Tourism is a large part of FL's economy. Many travel to the Sunshine State to see our beautiful coastline each year. If something were to happen to our beaches, it would majorly impact our businesses, as well as the environment. #ProtectOurCoast

10:38 AM · Sep 12, 2019 · Twitter Web App

Julia Brownley (D-CA)   Ross Spano (R-FL)
The Economic Case

I have always believed that the history that lives in Selma is the key to economic revitalization! These increased tourism numbers and resulting jobs are proof positive that we are on the right path and making strides towards economic growth.

Tourism is a key driver of VT’s economy. Friday, at the Foliage Arts Festival in Stowe, I heard from leaders of VT’s travel and tourism industry, and unveiled bipartisan legislation to increase international tourism to VT and other states. #vtpoli

Dallas County Sees Tourism Growth - Alabama News
From the West Alabama Newsroom – Dallas County has experienced growth in tourism over the past year. The Alabama Tourism Department announced... alabamanews.net

Congressman Welch wants to boost international tourism
Congressman Welch wants to boost international tourism wcax.com

12:46 PM · Oct 14, 2019 · Twitter for iPhone
Most Vocal Governors on Tourism

- Cuomo (D-NY): 162
- Justice (R-WV): 103
- Northam (D-VA): 73
- Ducey (R-AZ): 41
- DeSantis (R-FL): 29
- Hutchinson (R-AR): 21
- Ige (D-HI): 18
- McMaster (R-SC): 17
- Lujan Grisham (D-NM): 15
- Parson (R-MO): 15
2018 State of the State Addresses Mentioning Tourism
2019 State of the State Addresses Mentioning Tourism
How does tourism compare to other issues?
people come to see us, and it makes me feel good about ourselves and who we are. But even more it brings money to this state, not that I'm money conscious. 2017, a new record in tourism. 244 million visitors, it's a $100 billion industry. More visitors to our State Parks than ever before in history and that's part of the tourism number. **Why? Because we're investing in our parks, we're investing in our assets.** People have something to see. Let's continue that with another $110 million on our New York Parks 2020.

Governor Andrew Cuomo (D-NY)
January 15, 2019
Tourism is another wonderfully bright spot in West Virginia. I think that we could clearly say that in 2017, we had unbelievable growth... In 2018, it looks even stronger and stronger. Our hotel occupancy is up 11 percent. You know, our increased prices in revenue in our hotels is up 13.4 percent, and I will be asking you for another $14,000,000, because every dollar we put in tourism comes flooding back to us. It's a multiplier effect. It's just absolutely a cash register. We put the money in, it comes flying right back at us. We seeing this every month in our surpluses. This is the state that ought to be the number one state in the nation as far as tourism.

Governor James “Jim” Justice (R-WV)
January 9, 2019
Outdoor recreation is an opportunity begging for investment. When we install an outdoor recreation coordinator in this state, that office will make sure New Mexico is on the map for bikers, hikers, campers, hunters and fishermen and fisherwomen the world over. And when we boost our tourism marketing campaigns, we will show more of the world how beautiful our state is, and how badly they need to come visit.
2,330,000+ Tweets

397,000+ Facebook Posts

23,000+ Press Releases

26,000+ Instagram Posts
How is this year different from last year?

Documents & Social Media posts from January through October of each year

# of Mentions 2019
# of Mentions 2018

National Travel & Tourism Week

4,236
3,796
Most Vocal State Legislators on Tourism

- Talley (R-OK) - 49
- Muratore (R-MA) - 46
- Scheuermann (R-VT) - 43
- Murphy (R-WI) - 40
- Hudson (R-MO) - 34
- Hudson (D-MS) - 33
- Swearingen (R-WI) - 30
- Fahy (D-NY) - 25
- Longietti (D-PA) - 22
- Hill (R-OK) - 21
### Top Hashtags Used by State Legislators on Tourism

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>#tourism</td>
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<td>#txlege</td>
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<td>#almostheaven</td>
<td>33</td>
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<td>#oklahomastrong</td>
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<tr>
<td>#economicdevelopment</td>
<td>17</td>
</tr>
<tr>
<td>#mincoawesome</td>
<td>16</td>
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</tbody>
</table>
Partisanship of State Legislators talking about travel or tourism

- Republican: 8,225
- Democrat: 6,431
Partisanship of State Legislators talking about travel or tourism and climate change

- Democrat: 113
- Republican: 29
- Independent: 7
Partisanship of State Legislators talking about travel or tourism and the economy

- Republican: 669
- Democrat: 324
- Independent: 0
Local Dialogue on Tourism

2018  499

2019  469
Most Vocal Mayors on Tourism

- Cantrell (D-LA): 21
- Evans (AZ): 16
- Uribe (AZ): 15
- Suthers (R-CO): 11
- Fischer (D-KY): 9
- West (R-VA): 9
- Faulconer (R-CA): 8
- Turner (D-TX): 8
- Clark (OK): 8
- Bowling (AL): 8
Most Vocal County Executives on Tourism

- Culver (R-MD): 27
- Molinaro (R-NY): 10
- Day (R-NY): 7
- McCoy (D-NY): 6
- Poloncarz (NY): 6
- Gimenez (FL): 5
- Bellone (NY): 4
- Neuhaus (NY): 4
- Dinolfo (R-NY): 4
- Gardner (D-MD): 4
“First up is Cantrell's quest to claim some money that currently goes toward tourism and use it for badly needed city infrastructure improvements, particularly those under the troubled Sewerage & Water Board. She probably has most voters on her side, but the fight pits her against the city's dominant industry and a state Legislature that generally doesn't jump when New Orleans' mayors ask it to. So word that negotiations are going pretty well hints at a real breakthrough, particularly given where both sides started off.”

Stephanie Grace: Cantrell testing populist approach to governing; could have quite a bit to show for it

Coral For Arizona
July 13

Drove back up the hill through Sedona, stopping at Tlaquepaque to visit the shops and see the beautiful flowers. AZ LDB is home to some of the most incredible views and artists in the world.

The nonprofit arts & culture sector is a leading economic driver in the Northern Arizona region, supporting jobs, generating revenue for communities and is the cornerstone of the tourism sector.

People who visit Northern Arizona for an art or cultural event stay longer and spend more money on average.

#SedonaAZ
#LocalArtists
#LocallyMade
#EconomicDriver
#WeAreArizona