

DECEMBER 2018

Insights



IPW 2019

California prepares to welcome the world

With the largest travel trade show on U.S. soil approaching its return to the Golden State, Visit California and partners are planning a host of events as media and buyers from 70 countries prepare for Anaheim.

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CATCH THE WINTER WAVE

Flagship winter travel campaign returns

The campaign inspires travelers to sub sandals for snowshoes and experience the state's thrilling outdoor winter offerings.

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HOLIDAY TRAVEL

Sunny locales shine with holiday cheer

California's traditionally sun-soaked destinations find innovative ways to activate beachside winter vibes.

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CHINA

Learn 6 need-to-know insights for 2019

Take a deep dive into the latest consumer findings for California's No. 1 overseas international market.

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DESTINATION THIRD THURSDAY

State's first theme park visits HQ

Knott's Berry Farm's Destination Third Thursday presentation showcased the attraction's year-round events and rich history.

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TRAVEL TRADE

California Pavilion launches on C-Trip

The new hub on China's largest online travel platform integrates a wealth of California travel inspiration and information.

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WTM 2019

Golden State takes home top honors

27 industry partners exhibited at London's leading trade show, where California won "Best Destination Experience USA/Canada." [READ MORE »](#)

UK & IRELAND

Airline partnerships fuel successful SuperFAM

American Airlines joined British Airways and Visit California in showcasing direct airlift to the U.K. market's top agents. [READ MORE »](#)

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NEWSWORTHY

Must Reads

[1920's YMCA Building downtown to become \\$80M luxury boutique hotel](#)

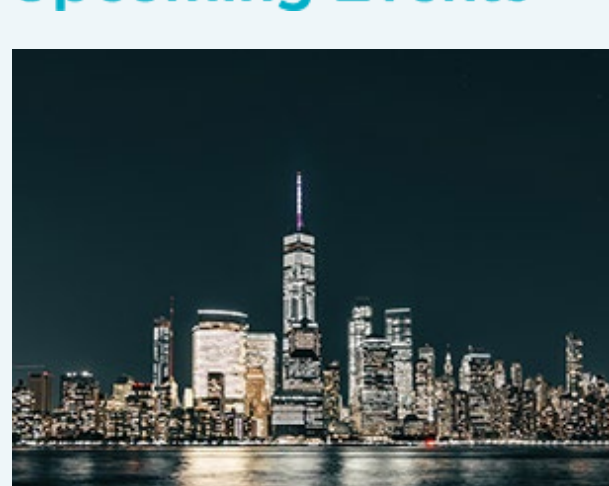
[Sacramento, Rancho Cordova and other NorCal cities to host Tour of California](#)

[San Diego cruise market is back again — and so is Mexico as top destination](#)

[Oakland named one of 'the world's most exciting destinations' for travel in 2019](#)

[California will be the first in the world to debut a modernized Baskin-Robbins](#)

Upcoming Events



FEATURED EVENT

California Pavilion at TravMedia at IMM USA

New York
Jan. 23-24

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Outlook Forum

Los Angeles | Feb. 11-12 | [EVENT DETAILS »](#)

Winter Board Meeting

Los Angeles | Feb. 13 | [EVENT DETAILS »](#)

Scandinavian Sales Days 2019

Copenhagen, Denmark | March 2-4 | [EVENT DETAILS »](#)

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