



'ALL DREAMS WELCOME'

Transformative border project profoundly impacts regional travel

Visit California and a delegation of industry leaders got a firsthand look at the Cross Border Xpress, a historic project that is one of many innovations reshaping the travel landscape for Golden State destinations.

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FAMILY

'Kidifornia' comes to life at U.K. festival

The event featured the popular Kidifornia Adventure Camp, showcasing the state's family product to festivalgoers.

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CAMPAIGN

'Britifornians' wins Mercury Award

The content series was part of the expansion of a decadelong partnership between Visit California and British Airways.

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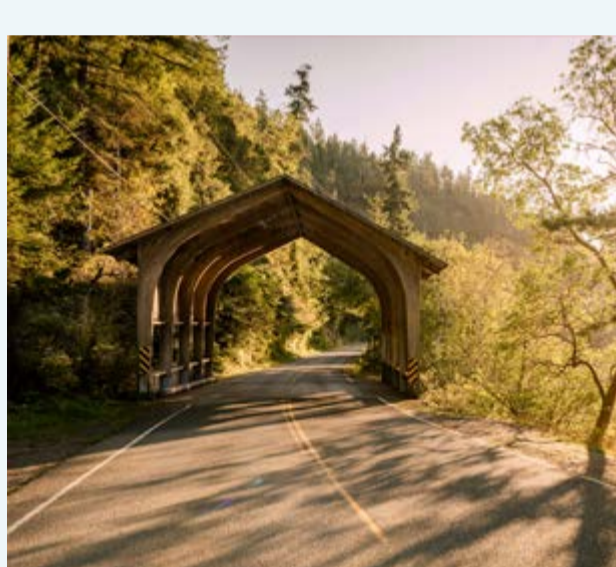


INTERNATIONAL

Famed Brazilian surfer takes epic road trip

The resulting broadcast integration with Brazil's largest network reached 56 million Brazilian viewers.

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CO-OP

Outdoor travel series launching this fall

The partnership with Adventure Travel Trade Association is the next evolution of Visit California's multi-regional marketing efforts.

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INTERNATIONAL

Airline co-ops cover China market

Partnerships with four of China's leading airlines provide lift for efforts in California's No. 1 overseas market.

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LUXURY

Laid-back luxury on display at Virtuoso

Over 2,700 top travel agents joined Visit California in Las Vegas for the luxury travel industry's premier annual event.

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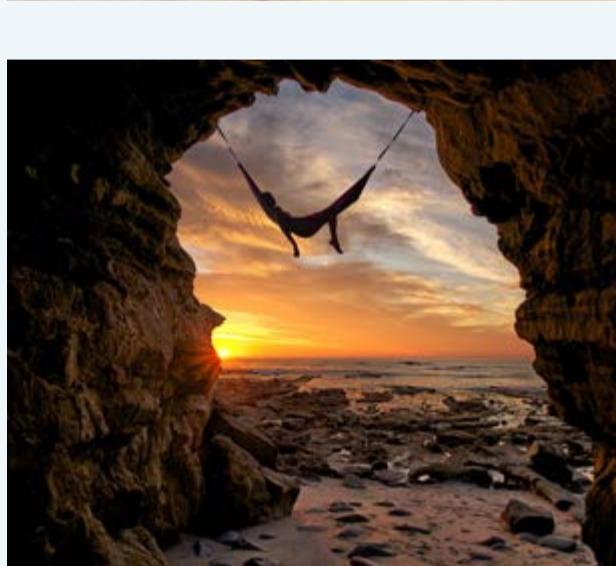


AROUND THE WORLD

Surveying the global travel landscape

The international market update concludes in France, Italy, Germany, Scandinavia and the United Kingdom.

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25 YEARS OF DREAMING BIG

Visit California marks a quarter century

Part 3 of the Visit California story: The organization celebrates 25 years serving Golden State tourism.

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CO-OP

Qantas partnership lifts California travel

The multifaceted co-op with the Australian aviation leader drove nearly 13,000 incremental passengers from Down Under. [READ MORE >>](#)

PUBLIC RELATIONS

California's historic snow season amplified

Digital influencers and key partnerships helped promote the record-breaking ski year, which lasted well into summer. [READ MORE >>](#)

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MUST READ

Top Headlines

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[Hotels on the rise in downtown Sacramento as demand grows](#)

[Port of San Diego is ready for big things](#)

[Montage's Alan Fuerstman is hoping to continue his magic touch with Pendry](#)

Upcoming Events



FEATURED EVENT

2017 India Sales Day

India
Sept. 16-18

[EVENT DETAILS >>](#)

2017 Tourism Expo (Formerly JATA Tourism Expo)
Tokyo, Japan | Sept. 21-24 | [EVENT DETAILS >>](#)

2017 Top Resa IFTM
Paris, France | Sept. 25-29 | [EVENT DETAILS >>](#)

2017 Canada Sales & Media Mission
Canada | Oct. 16-20 | [EVENT DETAILS >>](#)

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