

NOVEMBER 2018

# Insights



ARTS & ENTERTAINMENT

## Historic MOU further aligns Hollywood and Indian film industries

Visit California welcomed seven of India's most influential producers to build on the partnership between the two entertainment capitals.

CHECK IT OUT



CEO UPDATE

## The Sky is the Limit

Visit California welcomed new leadership to its Board of Directors and set sights on a formative year ahead at last month's Fall Board Meeting.

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DREAM365TV

## Explore California anytime, anywhere

Viewers can tune in to original California content with the launch of new streaming services on Apple TV, Roku and Amazon Fire.

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INDUSTRY PARTNERS

## Alternative tours shine new light on travel

Businesses and destinations use apps, guidebooks and unique itineraries to help travelers discover new experiences.

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PUBLIC RELATIONS

## Gold Pass goes global

The popular public relations program, which provides support to destinations when hosting press trips, has expanded to the California's global markets.

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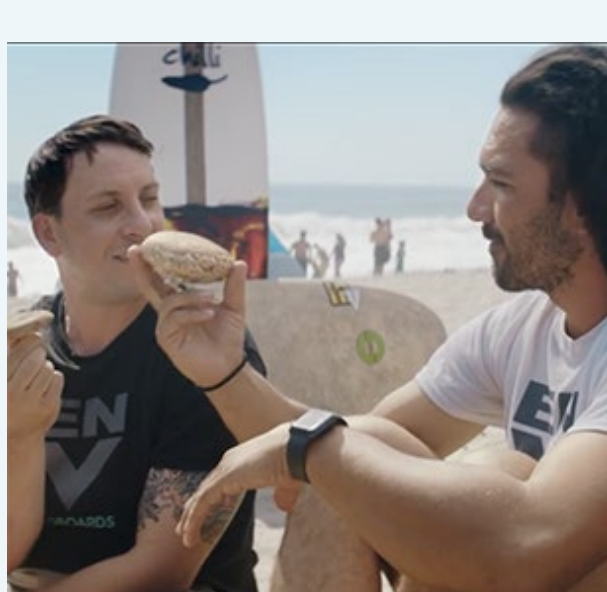


BEST PRACTICES

## Top 5 strategies for millennial marketing

Inspirational stories constitute just one of many ways to inspire members of today's biggest traveling demographic.

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'CALIFORNIA DREAMERS'

## Discovery partnership elevates series

The newest episodes – filmed in partnership with the influential network – showcase innovative Golden State entrepreneurs.

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MEDIA RELATIONS

## Tourism leaders connect in Bay Area

The San Francisco Media Reception united 46 tourism representatives and 74 journalists and influencers.

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CALIFORNIA NOW

## Destination lifestyle site heads across the pond

The United Kingdom is the first global market to welcome the site, which focuses on timely and topical California content. [READ MORE >>](#)

TRAVEL TRADE

## Delegates take California sun to snowy north

Despite inclement weather, the Canada Sales & Media Mission welcomed nearly 400 top-tier media and trade leaders. [READ MORE >>](#)

DISCOVER ALL ARTICLES

## Top Headlines

NEWSWORTHY

### Must Reads

[Canadians have \\$300 million-plus impact on the Coachella Valley economy](#)

[National Geographic Spotlights San Diego in four-part miniseries](#)

[Hilton's Tapestry Collection Announces West Coast Expansion](#)

[Air Canada signs on for direct flights to Palm Springs](#)

[Heavenly, Northstar resorts start pumping out snow as Tahoe ski season approaches](#)

## Upcoming Events



FEATURED EVENT

## 2018 ILTM Cannes

Cannes, France

Dec. 3-6

[MORE INFORMATION >>](#)

### California Pavilion at TravMedia IMM USA 2019

New York | Jan. 23-24 | [EVENT DETAILS >>](#)

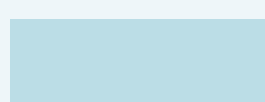
### Outlook Forum

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

### Winter Board Meeting

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

EXPLORE ALL EVENTS



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