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Dear Board Members,

We gather for our Spring Board Meeting at a pivotal time for California’s travel and tourism industry. Nine consecutive years of growth have made California the nation’s top destination. International travel is now California’s No. 1 export, and more than 1.1 million California workers depend on the travel industry for their livelihoods.

Despite this undeniable success, we continue to be challenged by a lack of understanding of the economic impact of our industry. Given that, California Tourism Month is an ideal opportunity to gather and demonstrate “Why Travel Matters” to communities of all sizes across our state.

Our Spring Board Meeting will be highlighted by a jointly hosted reception and dinner on Thursday, May 16 with Visit California and San Francisco Travel. I hope you will make time to join us as we demonstrate the strength and collaborative spirit of Team California.

Key discussion items at the Spring Board Meeting include:

• **Proposed FY19/20 Marketing Work Plan:** Visit California’s global marketing program is guided by comprehensive research. The proposed FY19/20 Marketing Work Plan explains data-driven market allocations and experience pillars that are the foundation of the global program of work.

• **Culinary/Restaurant Platform Launch:** Visitors spend more on food and beverage than any other segment. To capitalize on California’s distinctive brand of culinary experiences of all sizes, from fine dining to mom-and-pop restaurants, the organization is reintroducing the Golden State as the epicenter of the farm-to-fork lifestyle.

• **Referendum:** Visit California’s 25-plus-year track record of success is due in large part to maintaining industry oversight of the program. Later this year, California’s tourism industry will once again decide whether to continue the California Tourism Assessment Program. The Tourism Marketing Act requires renewal by the industry every six years, and it was last renewed in 2013 with an overwhelming approval rate of 93%. Visit California Chair James Bermingham and San Francisco Travel President & CEO Joe D’Alessandro are Referendum Task Force Co-Chairs, and they will present next steps in the 2019 Referendum.

• **IPW:** Next month, U.S. Travel’s IPW returns to California for the first time since 2012. Visit California is maximizing this opportunity to showcase the Golden State to 3,000 travel buyers and journalists from more than 70 countries. The impact is huge: IPW is expected to generate $4 billion worth of travel to California in the next five years.

I look forward to seeing you in San Francisco. As always, thank you for your leadership.

Dream Big!

Caroline Beteta
President & CEO
Visit California
CALL TO ORDER
The California Travel and Tourism Commission (CTTC) Meeting was held in Terranea Resort, Ranchos Palos Verdes, California at 9:02 a.m. PST on February 13, 2019 with Chair James Bermingham presiding.

Attendance

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<tr>
<th>Commissioner</th>
<th>Roll Call</th>
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<tr>
<td>Beck, Paula (Vice Chair)</td>
<td>Present</td>
<td>King, Brian</td>
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<td>Bermingham, James (Chair)</td>
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<td>Buffo, Gary</td>
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<td>MacRae, Terry</td>
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<td>Burba, Jim</td>
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<td>Cahill, Charlie</td>
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<td>Meisner, Jordan</td>
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<td>D’Amaro, Josh</td>
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<td>Gordon, Dan (Chief Fiscal Officer)</td>
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<td>Kelliher, John</td>
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<td>Zanger, Gene (Vice Chair)</td>
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Motion made by Commissioner Webster to approve the Commission Meeting minutes from the October 5, 2018 meeting held in The InterContinental Downtown Los Angeles, California. Seconded by Commissioner Singh-Allen. Motion approved.

<table>
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<tr>
<th>Commissioner</th>
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<td>Ronchetti, Peter</td>
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CHAIR WELCOME AND OPENING REMARKS

Chair Bermingham outlined the meeting agenda highlights including:

- An update on Visit California’s global program of work, including the launch of new brand spots
- A global look at a few key international markets
- An overview of the goals already in progress over the course of the year
- And a presentation by Brett Tollman of The Travel Corporation

Chair Bermingham also recognized outgoing Board Chair Sima Patel before introducing the new slate of officers.

- Gene Zanger of Casa De Fruta for Vice Chair of Marketing
- Paula Beck of Avis Budget Group for Vice Chair of Operations
- Dan Gordon of Gordon Biersch for Chief Fiscal Officer

Lastly, Chair Bermingham took a few minutes to discuss his board chair platform, Destination Stewardship.

CEO REPORT

Visit California President & CEO Caroline Beteta reported on the success of Visit California’s annual marketing conference, Outlook Forum.

Beteta then reported on the success of California’s tourism industry and provided updates on current and upcoming activities, including:

a) National Perspective on Tourism and the Economy
b) State Perspective on Tourism and the Economy
c) FY 18/19 California Brand Update
   i. New Creative
      1. “Spoiled”
      2. “Parents Love It”
      3. Mexico and China Adaptations
d) Current Commission Operations, Action Items and Priorities
   i. Nominating Committee Considerations
   ii. Midyear FY 18/19 Budget Revise
   iii. Two-Year Planning Horizon
Beteta then showed a video, “Visit California At Work”, which highlights program updates and metrics for October-January 2018.

**GUEST SPEAKER**
Brett Tollman, CEO of the Travel Corporation presented to the commission.

**NOMINATING COMMITTEE UPDATE**
Vice Chair Beck reported on the new commission appointments and the recent re-elections.

There were two commissioners recently appointed by the Governor:
- Lenny Mendonca, from Go-Biz
- Anthony Cannella, representing the Central Valley

Vice Chair Beck opened the floor for discussion, consideration and a vote on the following candidate to fill a rental car vacancy on the board.

- Jason Clarke, General Manager and Vice President, Enterprise Rent-A-Car

Motion made by Commissioner Wooden to recommend Jason Clarke to serve on Visit California’s board under the rental car segment. Seconded by Commissioner Singh-Allen. **Motion unanimously approved.**

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**PUBLIC AFFAIRS / WHY TRAVEL MATTERS**
Visit California President & CEO Caroline Beteta gave an update on Public Affairs priorities including the following:
  a) Crisis Response
     a. Bridge Campaign
     b. “The Power of Love”
  b) National Plan for Vacation Day
  c) The Americas Lodging Investment Summit 2019
  d) Economic Impact Messaging
     a. National Travel & Tourism Week (May 5-11)
     b. California Tourism Month (May)

2019 INDUSTRY REFERENDUM
Chair Bermingham asked Beteta to give a topline report on the upcoming Industry Referendum.

Beteta covered the following topics during the report:
  a) Timeline
  b) Industry Focus Groups
  c) Steering Committee

Tom Ross, Co-Founder of Meridian gave an update on the referendum and the findings from the focus groups.

FINANCIAL REPORT
Chair Bermingham gave a brief overview of Visit California’s recent financials and audit report. He then gave the floor to Ed Fahey for further discussion.

Ed Fahey, independent audit partner from RINA Accountancy Corporation, presented the reviewed financial statements through November 30, 2018.

Visit California Chief Operating Officer Matthew Sabbatini reported on the FY 18/19 budget and the budget to actual variances year-to-date. Sabbatini then presented the 18/19 midyear proposed budget revise.

Motion made by Commissioner Kelliher to approve the November 30, 2018 Financial Statements. Seconded by Commissioner Gleason. Motion unanimously approved.

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<td>Martin, Noreen</td>
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</table>
COMMISSION MEETING MINUTES
California Travel and Tourism Commission – February 13, 2019 – Terranea Resort
Buffo, Gary  Y  Patel, Sima  Y
Burba, Jim  Y  Ronchetti, Peter  Y
Cannella, Anthony  Y  Singh-Allen, Bobbie  Y
Clarke, Jason  Y  Sullivan, Mark  Y
Cox, Russ  Y  Webster, Benjamin  Y
Fat, Kevin  Y  Wooden, Ernest  Y
Gleason, Robert  Y  Zanger, Gene (Vice Chair)  Y
Harvey, Dan  Y  Zanger, Gene (Vice Chair)  Y
Irwin, Karen  Y

Motion made by Commissioner Irwin to approve the FY18/19 midyear budget revise. Seconded by Commissioner Wooden. **Motion unanimously approved.**

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**OTHER MATTERS**
Chair Bermingham presented on the upcoming board meetings/events and opened the floor up for other matters. There were none.

**AGENDA ITEMS FOR FUTURE MEETINGS**
Chair Bermingham opened the floor up for future agenda items. There were none.

**PUBLIC COMMENT**
Chair Bermingham opened the floor up for public comment. There was none.
ADJOURNMENT

Motion by Commissioner Buffo to adjourn the Commission Meeting. Seconded by Commissioner Singh-Allen. Motion unanimously approved.

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Meeting was adjourned at 12:54 p.m., October 5, 2018
CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee Meeting was held at Terranea Resort, Ranchos Palos Verdes, California at 10:50 a.m. PST on February 13, 2019 with Vice Chair Zanger presiding.

Attendance

<table>
<thead>
<tr>
<th>Marketing Advisory Committee</th>
<th>Roll Call</th>
<th>Marketing Advisory Committee</th>
<th>Roll Call</th>
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<td>Adams, Kimberly</td>
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<td>Beck, Paula</td>
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<td>MacRae, Terry</td>
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<td>Bermingham, James</td>
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<td>(Chair)</td>
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<td>Bruinzeel, Susan</td>
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**Marketing Advisory Committee Meeting Minutes**

California Travel and Tourism Commission – February 13, 2019 – Terranea Resort

Janega-Dykes, Kathy Present
Zanger, Gene (Vice Chair) Present

Kapich, Kerri Present

**Kapich, Kerri Present**

**Motion made by Commissioner Kelliher to approve the Marketing Advisory Committee minutes from the October 5, 2018 meeting held in The InterContinental Downtown Los Angeles, California. Seconded by Commissioner Fat. Motion approved.**

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<td>Urdi, John</td>
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<td>Webster, Benjamin</td>
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<td>Irwin, Karen</td>
<td>Y</td>
<td>Zanger, Gene (Vice Chair)</td>
<td>Y</td>
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<tr>
<td>Janega-Dykes, Kathy</td>
<td>Y</td>
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</tbody>
</table>

**VICE CHAIR OPENING REMARKS**

Vice Chair Zanger discussed the FY 18-20 Two-Year Plan and elaborated on recent and future milestones. Among these milestones, he gave an update on his chair platform, measurement and return on advertising spend.

Vice Chair Zanger gave an update on Visit California’s industry committee meetings.

**CEO MARKETING REPORT**
Visit California President & CEO Caroline Beteta reported on key marketing activations. She provided updates on current and upcoming initiatives including:

a) FY 18-19 Program of work, including an update on the new TV spots.

b) Partnerships, IPW 2019 in Anaheim, CEO Mission, Road Trips Initiative

c) The 19-20 preliminary budget was presented.

Beteta introduced Charles Harris, Senior Vice President of Marketing at Visit Anaheim to give a more detailed update on IPW 2019 taking place in Anaheim.

Beteta then introduced Visit California’s international office directors to report on Global Team Spotlights. Each director gave an update on their markets.

**FY 18/19 PROGRAM OF WORK UPDATE**

Beteta held a panel to discuss in more detail the FY18/19 program of work with Visit California Vice President of Marketing Lynn Carpenter, Visit California Vice President of Communications Ryan Becker and Visit California Associate Vice President of Global Marketing Leona Reed.

Carpenter gave an update on Visit California’s global media spending strategies, The “Kidifornia” digital campaign and the “Share the Love” activation and creative.

Visit California Associate Vice President of Global Marketing Leona Reed gave an update on International Priorities. She gave an update new international priority market, Middle East. Reed also gave an update on Visit California’s Luxury initiative. Lastly, she gave an update on Visit California’s China marketing program.

Visit California Vice President of Communications Ryan Becker presented on Global Public Relations and Communications. Becker gave an update on the recent New York Media Mission. He then gave an update on Visit California’s Influencer Board. Lastly, he gave an update on the upcoming Highway 49 Media and Influencer Activation.

**GUEST SPEAKERS**

Meredith Corporation President, Mark Josephson gave an update on the premiere media company.
AGENDA ITEM FOR FUTURE MEETINGS
Vice Chair Zanger opened the floor up for future agenda items. There were none.

AGENDA ITEM FOR FUTURE MEETINGS
Vice Chair Zanger opened the floor up for public comment. There were none.

ADJOURNMENT
Motion made by Commissioner Singh-Allen to adjourn the Marketing Advisory Committee Meeting. Seconded by Commissioner Cox. Motion unanimously approved.

<table>
<thead>
<tr>
<th>Marketing Advisory Committee</th>
<th>Vote (Y/N/A)</th>
<th>Marketing Advisory Committee</th>
<th>Vote (Y/N/A)</th>
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</thead>
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<tr>
<td>Adams, Kimberly</td>
<td>Y</td>
<td>Kapich, Kerri</td>
<td>Y</td>
</tr>
<tr>
<td>Baker, Laurie</td>
<td>Y</td>
<td>Kelliher, John</td>
<td>Y</td>
</tr>
<tr>
<td>Beck, Paula (Vice Chair)</td>
<td>Y</td>
<td>Kern, Misti</td>
<td>Y</td>
</tr>
<tr>
<td>Bermingham, James (Chair)</td>
<td>Y</td>
<td>Martin, Noreen</td>
<td>Y</td>
</tr>
<tr>
<td>Bruinzeel, Susan</td>
<td>Y</td>
<td>McAlea, Mary Ann</td>
<td>Y</td>
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<tr>
<td>Buffo, Gary</td>
<td>Y</td>
<td>Miller, David</td>
<td>Y</td>
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<tr>
<td>Burba, Jim</td>
<td>Y</td>
<td>Morris, Jeff</td>
<td>Y</td>
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<tr>
<td>Calkins, Brad</td>
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</table>

Meeting was adjourned at 12:39 p.m., February 13, 2019
With a broad range of activity across a growing number of markets, Visit California’s consumer marketing program of work is intended to fuel inspiration and desire for the California brand and travel experience worldwide. In concert with owned and earned activity, paid media channels reach designated target audiences that have been identified to provide optimal ROI for the industry’s investment.
**Paid Media**

Global brand impressions

4.1 billion

$27.3 million investment

Feb. 1 – April 30, 2019

<table>
<thead>
<tr>
<th>Global Brand Investments &amp; Results</th>
<th>Feb. 1 – April 30, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TIER 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Australia</strong></td>
<td></td>
</tr>
<tr>
<td>$791,000 investment</td>
<td>126.3 million impressions</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td></td>
</tr>
<tr>
<td>$1.5 million investment</td>
<td>484 million impressions</td>
</tr>
<tr>
<td><strong>China</strong></td>
<td></td>
</tr>
<tr>
<td>$2.6 million investment</td>
<td>355.1 million impressions</td>
</tr>
<tr>
<td><strong>Mexico</strong></td>
<td></td>
</tr>
<tr>
<td>$1.9 million investment</td>
<td>313.2 million impressions</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td></td>
</tr>
<tr>
<td>$1.3 million investment</td>
<td>194.1 million impressions</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td></td>
</tr>
<tr>
<td>$18.8 million investment</td>
<td>2.46 billion impressions</td>
</tr>
<tr>
<td><strong>TIER 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Brazil</strong></td>
<td></td>
</tr>
<tr>
<td>$63,900 investment</td>
<td>51.6 million impressions</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td></td>
</tr>
<tr>
<td>$59,000 investment</td>
<td>9 million impressions</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td></td>
</tr>
<tr>
<td>$74,600 investment</td>
<td>10 million impressions</td>
</tr>
<tr>
<td><strong>India</strong></td>
<td></td>
</tr>
<tr>
<td>$31,500 investment</td>
<td>56.7 million impressions</td>
</tr>
<tr>
<td><strong>Japan</strong></td>
<td></td>
</tr>
<tr>
<td>$73,000 investment</td>
<td>44.1 million impressions</td>
</tr>
<tr>
<td><strong>South Korea</strong></td>
<td></td>
</tr>
<tr>
<td>$64,600 investment</td>
<td>123.1 million impressions</td>
</tr>
</tbody>
</table>
Visit California uses Strategic Marketing and Research Insights to evaluate the effectiveness of its advertising spend by measuring how many more travelers visit the state after viewing an ad (incremental trips), the additional visitor spend to the state from these trips, and the resulting local and state tax impacts from that additional visitor spending.

<table>
<thead>
<tr>
<th>Country</th>
<th>Incremental Trips</th>
<th>Visitor Spending</th>
<th>Tax Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>4.6 million</td>
<td>$11.2 billion</td>
<td>$717 million</td>
</tr>
<tr>
<td>China</td>
<td>243,000</td>
<td>$910 million</td>
<td>$58 million</td>
</tr>
<tr>
<td>Mexico</td>
<td>322,000</td>
<td>$639 million</td>
<td>$41 million</td>
</tr>
<tr>
<td>Canada</td>
<td>223,000</td>
<td>$578 million</td>
<td>$37 million</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>128,000</td>
<td>$444 million</td>
<td>$28 million</td>
</tr>
<tr>
<td>Australia</td>
<td>51,000</td>
<td>$175 million</td>
<td>$11 million</td>
</tr>
</tbody>
</table>
Fall 2018 Advertising Effectiveness

Visit California invested $3.2 million in advertising in the United States during Fall 2018, including “Living the Dream,” “Kidifornia,” “California Dreamers,” “Jonny Moseley’s Wildest Dreams,” California Dream Eater,” “CA 101” and the foundational digital campaign.

<table>
<thead>
<tr>
<th>Program</th>
<th>Positive reaction</th>
<th>Positive reaction from family target</th>
<th>Positive reaction from outdoor target</th>
<th>Positive reaction from culinary target</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Living the Dream”</td>
<td>80%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Kidifornia”</td>
<td>91%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“California Dreamers”</td>
<td>87%</td>
<td></td>
<td></td>
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<tr>
<td>“Jonny Moseley’s Wildest Dreams”</td>
<td>94%爵士乐</td>
<td></td>
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<tr>
<td>“California Dream Eater”</td>
<td>91%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>“CA 101”</td>
<td>92%</td>
<td></td>
<td></td>
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<tr>
<td>Foundational digital advertising</td>
<td>88%</td>
<td></td>
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</tbody>
</table>

Overall ad awareness: 59% | 36 million households

Fall 2018 Ad Results | Canada

Visit California invested $798,000 in advertising in Canada during Fall 2018, including “Living the Dream,” “Kidifornia,” “California Dreamers,” “Jonny Moseley’s Wildest Dreams,” California Dream Eater,” “CA 101” and the foundational digital campaign.

<table>
<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td>“Living the Dream”</td>
<td>83%</td>
<td></td>
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<tr>
<td>“Kidifornia”</td>
<td>82%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“California Dreamers”</td>
<td>85%</td>
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<td>“Jonny Moseley’s Wildest Dreams”</td>
<td>96%爵士乐</td>
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<td>“California Dream Eater”</td>
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<tr>
<td>“CA 101”</td>
<td>90%</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Foundational digital advertising</td>
<td>87%</td>
<td></td>
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Overall ad awareness: 56% | 5.2 million households
The new spots that constitute the next exciting evolution of the global brand and are currently airing globally. These spots show the world how California dreams big encouraging visitors to do the same while visiting the Golden State.

**‘Spoiled’ and ‘Parents Love It’ Spots**

- **950 billion impressions**
- **$8.4 million investment** (US/CAN/AUS)

**Brand Campaign Updates**

**U.K. Out of Home Campaign**

From Feb. 11–Mar. 25, Visit California, in partnership with Brand USA, inspired long-haul holiday makers in London to come discover, play and unwind in California. The high-impact out-of-home campaign leveraged the success of Visit California’s “Come” foundational banners with refreshed imagery from the new TV spot, “Spoiled.” This was the largest OOH (out-of-home) presence in the UK to date, with 100% of matched funds by Brand USA.

- **86.5 million total impressions**
- **$650,000 investment**
## Digital Campaign Results | Feb. 1 – April 30, 2019

### ‘Always On’

<table>
<thead>
<tr>
<th>Country</th>
<th>Impressions</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>53.9 million</td>
<td>$101,000</td>
</tr>
<tr>
<td>Brazil</td>
<td>56.1 million</td>
<td>$68,000</td>
</tr>
<tr>
<td>Canada</td>
<td>119 million</td>
<td>$128,000</td>
</tr>
<tr>
<td>China</td>
<td>115.9 million</td>
<td>$246,000</td>
</tr>
<tr>
<td>Mexico</td>
<td>199,000</td>
<td>$123,000</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>48.8 million</td>
<td>$108,000</td>
</tr>
<tr>
<td>United States</td>
<td>159.9 million</td>
<td>$329,000</td>
</tr>
<tr>
<td>France</td>
<td>9.1 million</td>
<td>$59,000</td>
</tr>
<tr>
<td>Germany</td>
<td>12.1 million</td>
<td>$85,000</td>
</tr>
<tr>
<td>Japan</td>
<td>44.1 million</td>
<td>$73,000</td>
</tr>
<tr>
<td>South Korea</td>
<td>123.2 million</td>
<td>$64,000</td>
</tr>
</tbody>
</table>

### China Market

**Dream Bold, Play Bold WeChat Campaign**

Brand ambassador Aarif Lee stars in new videos aimed at inspiring the millennial Chinese traveler in a campaign airing across Weibo and YouKu from April–June 2019. The videos feature Aarif indulging in quintessential California activities such as fresh crab along Highway 1, starring in his own Hollywood movie and trying his hand at farm-to-fork cooking.

- **Freedom OTV**
  - 97 million impressions (estimated)
  - $985,000 investment
  - 5 markets

- **Dream Bold, Play Bold WeChat Campaign**
  - 18 million impressions (estimated)
  - $227 million investment
  - 7 markets featured

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Visit California | SPRING BOARD MEETING

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Chase Ramsey continued his quest for the best culinary experiences in the “eatertainment” series with snow-covered stops from Tahoe City to find the best breakfast, to Truckee for the liveliest nighttime beats and down to Sacramento to explore the farm-to-fork capital. An additional journey showcases support for Butte County with “open-for-business” recovery messaging and features points of interest such as Sierra Nevada Brewery, Hollow Falls and Chico’s best food destinations.

Visit California and Michelin announced the launch of MICHELIN Guide California 2019 at an event held March 5 at the Golden 1 Center in Sacramento. In addition to the previously covered San Francisco Bay Area and Wine Country, the new MICHELIN Guide California will include restaurants in greater Los Angeles, Monterey, Orange County, Sacramento, San Diego and Santa Barbara. The event included a press conference, chef demonstrations, culinary excursions and a celebration dinner, all attended by media from around the world as well as local dignitaries and elected officials, world-renowned chefs and destination leaders. In the days following the press conference, nine domestic and international media embarked on culinary press trips in Sacramento, San Francisco, Oakland and Berkeley.

14 restaurants featured

- B Street Public House
- Sierra Nevada Brewery
- Leon Bistro
- Fire Sign Cafe
- West Shore Market
- Terrace Restaurant & Bar
- Moodys’s BistroBar & Beats
- Temple Coffee
- Marie’s Donuts
- Shoki Ramen
- Bottle & Barlow
- Mother
- Ruhstaller
- Foodie Cafe

**40 million impressions**

**$235 million investment**

**Press conference**

- 30+ media attendees

**Media reach**

- 154 placements
- 346 million impressions
- $1.3 million media value

Caroline Beteta joins Michelin starred chefs from around the world at the Michelin Guide California press conference.
Owned Media

Global Traffic on Visit California Websites | Feb. 1 – April 30, 2019

- 95 new content pieces
- 7.4 million users
- 8.8 million sessions
- 12.1 million page views
- 1.9 million total partner handoffs

In a spotlight on Santa Barbara, the Moxie museum draws attention as an interactive science center equally fun for kids and kids at heart during family vacations.

An in-depth interview with esteemed filmmaker Francis Ford Coppola provides a new addition to the California Questionnaire series.

An online feature created in conjunction with the launch of the new “Spoiled” TV spot to highlight how visitors can spoil themselves in the Golden State.

California resident and renowned late-night host Jimmy Kimmel shares his favorite spots around Hollywood and throughout California.
The California Now blog continues to be a staple in Visit California’s content creation and distribution ecosystem. From natural phenomenon like Firefall in Yosemite National Park to all the best monthly events, the blog continues to capture the latest timely and topical news happening in California. With so much to document throughout the Golden State, the California Now blog serves as a place to highlight content at a moment’s notice ensuring visitors stay up to date on everything California has to offer.

The California Now podcast continues to gain listeners interested in exploring the Golden State’s cultural, culinary and entertainment experiences. Highlights from this period include spotlights on California’s luxury accommodations and an exploration of the mid-century Sunnyland property in Rancho Mirage. The five-star rated podcast hosted by Soterios Johnson features high profile guests, celebrities and experts who touch on everything from travel tips to wildfire recovery efforts.

- 65+ original content pieces
- 867,000 page views
- 66,000 partner handoffs

- 4 new episodes
- 20,000 unique downloads/ listens/views
- 66 min average listening time
- 64 countries reached
Visit California expanded its footprint deeper into the China market by opening an official account on WeChat, the most dominant social media platform used in China with over 1 billion active users. This new consumer facing account, along with the already established Weibo and B2B industry WeChat accounts, rounds out Visit California’s social presence in China.

### FACEBOOK (1.8 MILLION TOTAL FOLLOWERS)

- **United States**
  - Engagements: 93,000
  - Impressions: 5.2 million

- **Canada**
  - Engagements: 2,000
  - Impressions: 393,000

- **United Kingdom**
  - Engagements: 7,200
  - Impressions: 789,000

- **Australia**
  - Engagements: 5,000
  - Impressions: 536,000

- **Mexico**
  - Engagements: 23,000
  - Impressions: 2.1 million

- **Brazil**
  - Engagements: 8,500
  - Impressions: 501,000

- **Japan**
  - Engagements: 7,000
  - Impressions: 334,000

- **France**
  - Engagements: 6,500
  - Impressions: 421,000

- **South Korea**
  - Engagements: 2,000
  - Impressions: 176,000

- **Germany**
  - Engagements: 4,700
  - Impressions: 709,000

- **India**
  - Engagements: 3,600
  - Impressions: 202,000

- **Italy**
  - Engagements: 3,000
  - Impressions: 96,000

### INSTAGRAM (456,000 FOLLOWERS)

- Engagements: 429,000
- Impressions: 9.3 million

### TWITTER (97,000 FOLLOWERS)

- Engagements: 8,000
- Impressions: 1.4 million

### YOUTUBE (25,000 SUBSCRIBERS)

- Video views: 22.5 million

### PINTEREST (10,000 FOLLOWERS)

- Engagements: 8,000
- Impressions: 72 million

### SINA WEIBO (CHINA) (206,000 FOLLOWERS)

- Engagements: 78,000
- Impressions: 21.6 million

### WECHAT (10,400 FOLLOWERS)
Email Marketing | Feb. 1 – April 30, 2019

A weekly direct-to-consumer e-newsletter featuring fun and informative articles linking audiences in the United States, United Kingdom, Australia, Canada, Germany and Mexico to deeper content on VisitCalifornia.com and the California Now Blog. This period saw the implementation of Zeta 2.0, an upgraded email feature allowing Visit California to deploy a total of 12 ‘Lightboxes’ on desktop and mobile platforms in all six markets. Additionally, two new campaigns, ‘Enhanced Welcome’ and ‘Reactivation’ launched to keep consumers engaged longer.

• 27% unique open rate (+59% year-over-year)
• 64,000 click throughs
• 500,000 subscribers

California Welcome Centers | Feb. 1 – April 30, 2019

California Welcome Centers continue to be a critical personal touch point to connect with travelers from around the globe. During this time period Gilroy, Los Angeles and San Clemente opened new welcome centers as part of a larger expansion.

• 181,500 visitors

3 new welcome centers

📍 Gilroy
📍 Los Angeles
📍 San Clemente
Earned Media

Visit California’s public relations efforts leverages both traditional media strategies and work with digital influencers to amplify the California experience around the world. Earned media is a leading strategy of Visit California’s global marketing efforts, boosting the state’s visibility through print, broadcast and social deployments, as well as marquee events and stunts that shine a global spotlight on the Golden State.
Global impressions

1 billion

Global PR value

$19 million

Key Media Placements | Feb. 1 – April 30, 2019

“California, Travel the Fitness Paradise” — National Geographic Traveler China

“I Found California’s Best-Kept Secrets with Curtis Stone” — Escape (Australia)

“Road Tripping on California’s Stunning Highway 1” — National Geographic Traveller India
Broadcast Highlights | Feb.1 – April 30, 2019

**United States**

‘Travels with Darley’

“Travels with Darley: California’s Central Coast” project focuses on Highway 1 and the Central Coast with distribution on broadcast, digital and social media. The stories told by Darley and her Emmy Award winning team will continue to live on, repeating again nationwide on Create TV multiple times in April, including a special Earth Day Marathon and for years to come. The episodes are scheduled to run on PBS stations for a minimum of three years.

- **7 million** viewers
- **Destination featured:** Central Coast
- **44 million** impressions

**Canada**

‘Cityline’

Cityline spokesperson Leigh-Ann Allaire Perrault showcases the incredible Post Ranch Inn during an exclusive segment on bucket-list travel opportunities.

- **935,000** viewers
- **Destination featured:** Big Sur, Central Coast

**Japan**

‘Rainbow Colored Jean’

The popular Saturday morning variety show that includes a 20-minute overseas travel segment featured Los Angeles’ can’t miss shops, activities and restaurants.

- **7.5 million** viewers
- **Destination featured:** Los Angeles

**United Kingdom**

‘Ctrl Alt Delete Podcast’

Visit California United Kingdom partnered with podcaster Emma Gannon for The ‘California Innovation Tour’ mini-series, which has been released as part of her award-winning Ctrl Alt Delete podcast. Emma travelled from San Francisco down to Huntington Beach, via Los Angeles, meeting some of California’s most forward thinking dreamers and pioneers. The series looked at California as the place for innovation, covering themes such as sports, self-care, music and literature.

- **1.7 million** listeners
- **Destination featured:** San Francisco, Santa Monica, Downtown Los Angeles, Huntington Beach
To celebrate Highway 49’s historic importance dating back to the Gold rush, Visit California and Gold Country destination partners brought media to experience the rugged beauty, heritage and exciting culture of the region. Media and influencers from around the world were broken into seven groups to experience the highlights of Highway 49 during the six day event.

30 media and influencers
13 global markets represented
12 regions of CA represented

Media Events and Missions | Feb. 1 – April 30, 2019

Media events and missions focus on highlighting the California experience while updating media on the latest developments in Golden State tourism.

Asia Media Mission

Visit California conducted a one-time combination of three regional markets, South Korea, Japan and China, into one overarching Asia Mission. This opportunity provided California partners valuable one-on-one media appointments and a platform to network with key media and influencers.

Seoul, South Korea | April 8–9
6 California media delegates
54 media appointments

Tokyo, Japan | April 10–12
5 California media delegates
88 media appointments

Chengdu, China | April 14–18
4 California media delegates
18 media appointments
Media events and missions focus on highlighting the California experience while updating media on the latest developments in Golden State tourism.

**International Media Marketplaces (IMM)**

As the leading event for media to meet travel and tourism brands, IMM events around the world are a key opportunity for Visit California to represent the Golden State through networking and facilitating meetings.

- **Australia** | Feb. 22
  - 22 speed dating appointments
  - 40+ media attendees

- **France** | March 8
  - 20+ appointments
  - 143 media attendees
  - 35 influencer attendees

- **Germany** | March 5
  - First time participation in IMM Germany
  - 24 appointments
  - 13 media attendees
  - 11 influencers & bloggers

- **United Kingdom** | March 25
  - 35+ appointments
  - 300+ media attendees

**Mexico Media Days | March 25–26**

Visit California led a delegation of PR representatives from destinations around the state for two full days of programming and immersion in the Mexico media market. Delegates met with journalists, broadcast media, bloggers and digital influencers, and helped to kick off the large-scale Kidifornia consumer activation the Kidzania theme park with a media launch and cocktail reception.

- **8** PR representatives
- **100+** media and influencer meetings
- **4** events
Influencer Trips | Feb. 1 – April 30, 2019

Influencers hosted: 35  Total potential reach: 28 million

Top Influencers Engaged by Market

AUSTRALIA
Dan Churchill, Hayden Quinn
@danchurchill, @hayden_quinn
115,700

BRAZIL
Bruna Vieira, Nath Araújo
@brunavieira, @nanaths
2.9 million

CANADA
Hawley Dunbar & Tristan Banning
@SidewalkHustle
655,500

FRANCE
Victoria Gasperi
@laugh_of_artist
110,583

INDIA
Actress Huma Qureshi
@iamhumaq
11.1 million

ITALY
Beatrice Valli & Marco Fantini
@vallibeatrice, @marcofantini
3.1 million

MEXICO
Carlos Lang
@care much
526,800

UNITED KINGDOM
James Relf Dyer
@jamesreldyer
285,000

UNITED STATES
Ilana Wiles
@mommyshorts
431,055

Visit California | SPRING BOARD MEETING
Amgen Tour of California Influencer Campaign | April 1–15, 2019

To drive awareness of the upcoming Amgen Tour and to promote cycling in the Golden State, Visit California tapped into the power of influencer marketing to invite North American cycling and outdoor influencers on a two-wheel road trip across the state. Influencers travelled “relay style” to explore “Tour of California” destinations taking staggered trips so that each had a few days to explore their designated destinations before “passing the torch.”

6 cycling influencers 1.7 million total potential reach
5 destinations visited

<table>
<thead>
<tr>
<th>Market</th>
<th>Name</th>
<th>Destinations</th>
<th>Media/Influencers Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Woman’s Day Big Little Lies &amp; Sonoma Individual Fam</td>
<td>Big Sur, Carmel-by-the-Sea, Monterey, Sonoma</td>
<td>Phil Koch, Contributing Editor to Woman’s Day</td>
</tr>
<tr>
<td>Canada</td>
<td>Luxury Group FAM</td>
<td>Newport Beach, Temecula Valley, West Hollywood</td>
<td>Perfect Wedding Magazine, Vero Magazine, 7 Jours, Le Devoir, City Style &amp; Living Magazine</td>
</tr>
<tr>
<td>China (Taiwan)</td>
<td>KOL FAM Tour with China Airlines</td>
<td>Ontario, Greater Palm Springs, Big Bear, Temecula Valley, San Diego, Anaheim, Buena Park, Costa Mesa</td>
<td>Eric Lee/Travel Blogger, Jeffia Fang/Travel Blogger, C.K. Chen/Chief Editor of Economic Daily Newspaper, Jennifer Yu/Director of United Daily Online News (UDN), Kevin Chang/Travel Rich Weekly Journalist, Zack Hsiang/Chief Editor of SETN.com, Danny Wen/Travel and food writer, TV and radio host, Janice Lee/Travel expert, radio host, Happy Cloud/Travel Blogger, Cherry Wei/Travel Trend Weekly Magazine Journalist</td>
</tr>
<tr>
<td>France</td>
<td>Le Monde Individual Press Trip</td>
<td>Los Angeles, Santa Barbara, Santa Ynez</td>
<td>Elvire Van Berdeben</td>
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<tr>
<td>Germany</td>
<td>Freelance (Welt am Sonntag, FAZ) Individual Press Trip</td>
<td>Sonoma County, Greater Palm Springs, Santa Monica</td>
<td>Eva Biringer</td>
</tr>
<tr>
<td>Italy</td>
<td>Style &amp; Living.it Individual Press Trip</td>
<td>Big Sur, Palm Springs, Santa Barbara, West Hollywood</td>
<td>Emilia A. De Vivo</td>
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<tr>
<td>Japan</td>
<td>Coyote Individual Press Trip</td>
<td>San Diego</td>
<td>Hiromi Ito</td>
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<tr>
<td>Mexico</td>
<td>California Offbeat FAM</td>
<td>Sonoma, Monterey, Carmel, Big Sur</td>
<td>Life &amp; Style + Carlos Lang @caremuch</td>
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<tr>
<td>Scandinavia</td>
<td>Finnair Scandinavian Group Press Trip</td>
<td>Los Angeles</td>
<td>Eesti Ekspress, Iita Sanomat, GoFeminin, Cosmoportal.com, Kronenzeitung, Harper’s Bazaar and Mondo</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>California Innovation Podcast Tour</td>
<td>Cambria, Downtown Los Angeles, Huntington Beach, Monterey, Oakland, San Francisco, West Hollywood</td>
<td>Emma Gannon</td>
</tr>
<tr>
<td>United States</td>
<td>Epic Trails</td>
<td>Butte County, Mojave Desert, Yosemite</td>
<td>Eric Hanson</td>
</tr>
</tbody>
</table>
Travel Trade

The travel trade is a foundational audience Visit California targets to reach consumers, especially in key international markets where long-haul travel to California is still primarily booked through travel agencies, tour operators and airlines. Designed to inspire and educate to increase sales, travel trade marketing influences travel decisions and boosts the state’s visibility in packaged travel.
132 California delegates participating in Visit California events

Marketing Activity Map
Trade programs Visit California led or participated in from Feb. 1–April 30, 2019.

**CALIFORNIA**
- India Celebrity Influencer project
  - Feb. 24–Mar. 2
- South Korea California Star FAM
  - Feb. 18–23
- Mexico Family Trade FAM
  - Southern California
  - Feb. 25–Mar. 2
- Magellan Top Achievers FAM
  - SF, Napa, Monterey
  - Mar. 7–14
- Connections California & FAM
  - Santa Barbara
  - Mar. 10–15
- China Airlines KOL FAM Tour
  - Mar. 20–29
- AUS Flight Centre/Air NZ FAM (LA, GPS, SD)
  - Mar. 23–29
- Finnair Press Trip
  - Mar. 31–Apr. 4
- Brazil Top 10 American Airlines
  - Apr. 2–4
- French FAM & VAC FAB
  - Apr. 7–13
- Australia Flight Centre FAM
  - West Hollywood, Ventura,
    San Luis Obispo
  - Apr. 10–15

**MEXICO**
- Webinar – MegaTravel
  - Feb. 1
- Expomayoristas Trade Show
  - Feb. 21
- Family Fam Trip
  - Feb. 25–Mar. 3

**BRAZIL**
- Brand USA Incentive FAM
  - Mar. 13–16
- Workshop Schultz Operadora
  - Apr. 7–11
- Roadshow Brand USA
  - Apr. 24
- Workshop BWT Operadora
  - Apr. 25–27

**CANADA**
- Group Voyages webinar
  - Feb. 19
- CAA National Video Incentive
  - Mar. 27
- TravelBrands webinar
  - Apr. 25
FEB. 1 – APRIL 30, 2019

**2,900 Visit California meetings with global travel trade**

### UNITED KINGDOM & IRELAND
- **Unite USA**  
  Mar. 12
- Aer Lingus ‘Taste of America’ Roadshow  
  Mar. 19–22
- Colletts Collection Luxury Travel Show  
  Mar. 24
- **STAR Quiz Night**  
  Chester, Liverpool, Newcastle, Leeds  
  Mar. 26, Mar. 27, Apr. 4
- Visit USA / Aspire Magazine Luxury Agent Event  
  Mar. 28

### SCANDINAVIA
- **ITB Berlin 2019**  
  Mar. 5–10
- **Explorer Ferreisens goes to ProWein**  
  Mar. 14
- **DER Touristik Webinar**  
  Apr. 9

### GERMANY
- **California Wine**  
  Copenhagen, Oslo, Stockholm  
  Mar. 11–14
- **Danish Travel Show**  
  Mar. 22–24
- Finnair inauguration flight HEL–LAX  
  Helsinki  
  Mar. 28

### SOUTH KOREA
- California STAR Fam Tour with Korean Air  
  Feb. 18–25

### ITALY
- Training event in co-op with Musement  
  Feb. 27
- Visit USA Showcase  
  Mar. 3–4
- Roadshow Connecting the World  
  Mar. 13–27
- Workshops in co-op with Air Italy  
  Mar. 21–27
- Webinar in co-op with Quality Group–America World  
  Mar. 22, Apr. 1
- Workshop in co-op with Air Italy  
  Apr. 3
- Webinar in co-op with a TO  
  Apr. 4

### JAPAN
- **JATA Top 30 Must Visit Spots in the Americas**  
  Feb. 6–7
- **JATA and Brand USA In Depth America Seminars**  
  Feb. 20
- Visit USA Committee/Brand USA Workshop  
  Feb. 21
- Club California – Girls Night  
  Mar. 6

### FRANCE
- Webinar for Salaun Staff & travel agencies  
  Feb. 6, Feb. 13
- Amplitudes staff training  
  Mar. 15
- Travel Agents training in partnership with Tour Operator EURAM  
  Mar. 19
- TUI staff training  
  Apr. 2
- Training with Visit USA Committee France  
  Apr. 2

### AUSTRALIA & NEW ZEALAND
- Visit USA Australia expos  
  Feb. 18–20
- Brand USA B2B day  
  Feb. 21
- Discover America expos  
  Feb. 25–26

### TAIWAN
- **California State University Alumni Event**  
  Feb. 23
- Ontario KOL Fam Tour  
  Mar. 20–29

### INDIA
- **Brand USA Educational Seminars**  
  Feb. 1, Feb. 26

### CHINA
- **Club California**  
  Guangzhou, Shanghai  
  Feb. 24, Mar. 29
- Hubei Oversea travel offline event  
  Mar. 3
- American International Travel Service  
  2019 Eastern China Roadshow  
  Mar. 8
- Disney China Roadshow  
  Mar. 8
- Utour Wuhan offline event  
  Mar. 9
- Wuhan Dynasty travel event  
  Mar. 16
- **Brand USA Mission Beijing, Shanghai, Guangzhou**  
  Mar. 17–23
- Champion Holiday  
  18/19 Tier 2 City Roadshow  
  Apr. 23–27
Signature Events

Middle East CEO Mission | April 23–30, 2019

To coincide with the Arabian Travel Market, Visit California led its first ever CEO Mission to the Middle East. A strong California delegation traveled to Dubai and Abu Dhabi to experience a series of networking events, business development meetings and media engagements to develop a more nuanced understanding of this complex opportunity market.

• 9 California delegates
• 3 cities

California Luxury Forum | March 10–13, 2019

Executive travel leaders from core and emerging luxury markets joined our California luxury industry delegates in Santa Monica for an immersive and experiential program designed to facilitate the formation of new business relationships. Together with the Visit California team, destination, accommodation partners and luxury service providers participated in this first-of-its-kind program which has led to new business leads in the affluent and super affluent market segments.

• 39 California delegates
• 640 buyer meetings held
• 1500 new business connections in 11 core and emerging California Luxury markets
Kidzania Activation

In order to target millennial parents, a key audience for California, Visit California partnered with the Kidzania theme park in Mexico City to amplify the Kidifornia messaging to park goers during the heavily trafficked Easter break. The successful five-week activation launched with a VIP media event and included a giant branded coloring wall, interwoven California messaging throughout the park, a California branded photo opportunity, co-branded park assets and more.

- 85+ media attendees
- 45,000 impressions
- $250,000 investment

Asia Sales Mission

In tandem with the Asia Media Mission, Visit California executed a trade track in South Korea, Japan and China. This opportunity provided California partners valuable one-on-one trade appointments and a platform to network with key selling travel agents.

Seoul, South Korea | April 8–9
560+ trade meetings

Tokyo, Japan | April 10–12
400+ trade meetings

Chengdu, China | April 14–18
620+ trade meetings
Co-Ops | Feb.1 – April 30, 2019

Visit California offers a diverse selection of cooperative marketing opportunities for industry partners to gain increased global exposure.

• 29 total co-ops

Co-op Spotlights

Air Canada Brand & Trade Co-op Partnership
On March 4, Visit California launched the first ever co-op paid media campaign with Air Canada. The campaign features a co-branded TV spot, airing on TV and OTV across Canada for six weeks, as well as a tagged foundational banner campaign running through May 31.

• $181,500 investment
• 101.3 million impressions

Flight Centre Gateway Co-op Partnership
Visit California along with Brand USA, Discover LA and San Francisco Travel produced a campaign promoting the two gateway cities out of Australia. Combined with a robust media plan, trade partner Flight Centre amplified the campaign through owned and paid channels. In a comedic spin on a travelogue series, comedian Thys Nicholson and influencer Tara Whiteman infuse their personalities as they show what everyone can experience in California. The campaign ran periodically through March, April and May.

• $400,000 investment
Additional $230,000 Flight Centre investment to amplify

FAM Tours | Feb.1 – April 30, 2019

Familiarization tours target three travel trade audiences to create memorable firsthand experiences in California to increase product knowledge and strengthen brand loyalty to generate future bookings.

• 8 FAMs
• 93 travel trade participants
• 28 destinations visited

California STAR Training Program and Sales Companion | Feb.1 – April 30, 2019

This innovative B2B digital platform continued to expand training, drive sales and transform agents into ambassadors for the California experience.

• 1200+ agents registered
• 500+ graduates
• 6,900+ in-person trainings
Visit California builds on its marketing program of work with initiatives that ensure tourism is recognized as a catalyst for improving the well-being of all Californians. Public Affairs programs position Visit California as an industry leader by offering expertise to media, industry and government entities. Visit California also builds and maintains relationships with key stakeholders and influential industry leaders to reinforce the value of the hospitality industry to the state of California.
California Tourism Month

With the return of Tourism Month, California once again celebrates the positive economic impact that tourism has through visitor spending, job creation and tax generation.

Throughout the month of May, Visit California staff have been delivering that message across the state. Activations at the California state Capitol will amplify the new statistics and feature an extensive display conveying the interconnectivity of tourism.

In order to reach a broader audience this year, Visit California launched a new “Travel Matters” website. The site aims to go beyond economic statistics to describe individual successes and explore ways the industry can sustain tourism’s economic benefit with responsible stewardship.

- 11 days — interactive installation on display at the Capitol
- 10 speeches conducted
- new website launched

Outlook Forum

The sold-out 2019 Outlook Forum brought hundreds of travel and tourism representatives to Los Angeles for the flagship conference. Dozens of speakers graced the stage to spark conversation and inspiration surrounding the industry’s biggest topics of the year.

- 640 attendees
- 35 speakers

Outgoing board leadership share a toast at the 2019 Outlook Forum finale dinner.
Visit California’s Directors of Client Relations meet with hundreds of travel-related partners and organizations and attend a range of industry events in their districts each year.

**Visit California Committees**

<table>
<thead>
<tr>
<th>NAME</th>
<th>MEETING DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominating Committee</td>
<td>Feb. 6</td>
</tr>
<tr>
<td>Outlook Forum</td>
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<tr>
<td>Committee Breakouts</td>
<td>Feb. 10</td>
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<tr>
<td>Executive Committee</td>
<td>Feb. 12</td>
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<tr>
<td>Snow Committee</td>
<td>Feb. 27</td>
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<tr>
<td>Research Committee</td>
<td>April 1</td>
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<tr>
<td>International Committee</td>
<td>April 4</td>
</tr>
<tr>
<td>Nominating Committee</td>
<td>April 9</td>
</tr>
<tr>
<td>Executive Committee</td>
<td>April 10</td>
</tr>
</tbody>
</table>

Total partners involved: **267**

- 500 Visit California investors engaged
- 21 events attended
### FEBRUARY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>14</td>
<td>ATOC PR Symposium</td>
<td>Los Angeles</td>
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<tr>
<td>27</td>
<td>MMGY’s DMO Mojo</td>
<td>West Hollywood</td>
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</table>

### MARCH

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gilroy California Welcome Center Grand Opening</td>
<td>Gilroy</td>
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<tr>
<td>5</td>
<td>Michelin Press Conference</td>
<td>Sacramento</td>
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<tr>
<td>11</td>
<td>California Luxury Forum</td>
<td>Santa Monica</td>
</tr>
<tr>
<td>14</td>
<td>Concord Chamber Women’s Networking Luncheon</td>
<td>Concord</td>
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<tr>
<td>21</td>
<td>Evolution Hospitality’s Annual Leadership Conference</td>
<td>San Diego</td>
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<tr>
<td>26</td>
<td>Citadel Outlets’ California Welcome Center Grand Opening</td>
<td>Commerce</td>
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<tr>
<td>28</td>
<td>San Clemente California Welcome Center Grand Opening</td>
<td>San Clemente</td>
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<tr>
<td>28</td>
<td>TTRA Greater Western Chapter Conference</td>
<td>Sacramento</td>
</tr>
</tbody>
</table>

### APRIL

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>4</td>
<td>WTTC Global Summit 2019</td>
<td>Seville, Spain</td>
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<tr>
<td>15</td>
<td>2019 Oregon Governor’s Conference on Tourism</td>
<td>Eugene, OR</td>
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<tr>
<td>18</td>
<td>Central Coast Tourism Council Retreat</td>
<td>Monterey</td>
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<tr>
<td>22</td>
<td>City of Morgan Hill TBID Meeting</td>
<td>Morgan Hill</td>
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<td>24</td>
<td>San Bernardino County Tourism Summit</td>
<td>San Bernardino</td>
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<td>25</td>
<td>IGLTA Annual Global Convention Think Tank</td>
<td>New York City, NY</td>
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<tr>
<td>30</td>
<td>ANA Digital and Social Media Meeting</td>
<td>San Francisco</td>
</tr>
</tbody>
</table>
Industry Communications

Feb. 1 – April 30, 2019

Industry.VisitCalifornia.com

Visit California’s industry website is a digital resource for Golden State travel and tourism industry partners to learn about and engage with Visit California.

31,300 sessions
(+) 49%

18,000 users

99,700 page views
(+) 44%

Newsroom

8,600 page views (+) 19.4%

3,000 users

3,400 sessions

Social Media

LinkedIn: 7,300 followers (+287)

Twitter: 7,300 followers (+62)

Facebook: 1,300 followers (+26)

Visit California Communications Email

Average open rate: 37.7%

Average click rate: 8.8%

The Team CA App

646 total users

292,000 engagements

206 contact shares
Research Resources

Summary dashboard, reports and global market profiles available at industry.VisitCalifornia.com/Research

Visitor Volume and Spending
Economic Impact of Travel & Tourism on California:
Detailed statewide travel impact estimates for California by:
• County
• Region
• Assembly District
• Senate District

International Visitation and Spending in California:
Summary of international visitors and visitors spending for California, with California’s share of the U.S. market.

California Travel & Tourism Forecasts:
Semiannual forecast of domestic and international visitation and traveler spending in California with a five-year outlook for the state.

Visitor and Market Profiles
Domestic Traveler Profiles:
An overview of domestic travel to California including short-haul states (primarily western states), long-haul states (non-western states), in-state travel by California residents, and all Domestic travelers to California.

International Market Profiles:
Insights on international travelers to California from markets including Australia, Brazil, Canada, China, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Mexico, Middle East, Netherlands, New Zealand, Scandinavia, South America, South Korea, Taiwan and United Kingdom.

Overseas and Mexican Visitors to California:
Total overseas and Mexican visitors to California.

Lodging and Airlift Statistics
California Lodging Report:
Monthly and year-to-date changes including state and regional hotel occupancy, ADR and RevPAR.

California Airport Passenger Traffic Statistics:
Total domestic and international passenger traffic in California’s 10 busiest commercial airports.

International Arrivals by Port of Entry (POE):
A monthly summary of international arrivals at California ports of entry.

First Intended Address (FIA) Report:
A summary of non-resident arrivals indicating California as their first intended address.

Research Co-op Opportunities
VisaVue Travel Reports
XBorder Canada (XBC):
Detailed report sharing Canadian visitor metrics including surveys among Canadians who recently traveled to the U.S.

Contact Ani Chibukhchyan
achibukhchyan@visitcalifornia.com
for more information.
## Upcoming Events

### May  CALIFORNIA TOURISM MONTH

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<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
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<td>ATM Dubai</td>
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<td>National Travel and Tourism Week</td>
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<td>ITB China</td>
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<td>Spring Board Meeting</td>
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### June

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<td>1</td>
<td>IPW Anaheim</td>
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<td>IPW Anaheim</td>
<td>IPW Post-FAM Trips</td>
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<td>HanaTour</td>
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## Upcoming Events

### July

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<td>U.K. &amp; Ireland Sales &amp; Media Mission</td>
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<td>IFTM Top Resa 2019 &amp; Sales Days</td>
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Board members are travel and tourism industry leaders representing various regions and industry categories. They are elected by their peers or appointed to serve on behalf of the governor.

**OFFICERS**

**JAMES BERMINGHAM**
Chair
Executive Vice President, Operations
Montage International

**GENE ZANGER**
Vice Chair of Marketing
Partner
Casa de Fruta Parkway, LLC

**PAULA BECK**
Vice Chair of Operations
Vice President of Global Accounts – West
Avis Budget Group, Inc.

**DAN GORDON**
Chief Fiscal Officer
Co-Founder
Gordon Biersch

**ANTHONY CANNELLA**
Principal
NorthStar Engineering Group, Inc.

**JASON CLARKE**
General Manager/Vice President
Enterprise Rent-A-Car

**RUSS COX**
Executive Vice President of Operations
Interstate Hotels & Resorts

**JOSH D’AMARO**
President
Disneyland Resorts

**MICHAEL DUNNE**
Area Vice President of Operations, California
Hilton Worldwide

**KEVIN FAT**
Chief Operating Officer
Fat Family Restaurant Group

**ROBERT GLEASON**
President & CEO
Evans Hotels

**DAN HARVEY**
Division Vice President
The Hertz Corporation

**KAREN IRWIN**
President & COO
Universal Studios

**JOHN KELLIHER**
Founder
Grapeline Wine Tours

**BRIAN KING**
Global Officer – Digital, Distribution, Revenue Management & Global Sales
Marriott Business Services

**TOM KLEIN**
Owner
Rodney Strong Wine Estates

**TERRY MACRAE**
Chief Executive Officer
Hornblower Cruises and Events

**NOREEN MARTIN**
Chairman
Martin Resorts, Inc.

**JORDAN MEISNER**
Senior Vice President – Field Operations
Hyatt Hotels & Resorts

**LENNY MENDONCA**
Director
Governor’s Office of Business and Economic Development

**SIMA PATEL**
Chief Executive Officer
Ridgemont Hospitality

**CODY PLOTT**
President & Chief Operating Officer
Pebble Beach Company

**PETER RONCHETTI**
President & General Manager
LEGOLAND California Resort

**CARL SCHUSTER**
CEO – Managing Partner
Wolfgang Puck Worldwide, Inc.

**BOBBIE SINGH-ALLEN**
Executive Vice President & COO
California Lodging Industry Association

**MARK SULLIVAN**
Managing Director of North America
DFS

**PAUL TORMEY**
Regional Vice President & General Manager
California Region
AccorHotels

**BENJAMIN WEBSTER**
Office Managing Shareholder
Littler Mendelson PC

**JORDAN KERR**
Director of Finance/Controller

**KASSIE CHURCHILL**
Director of Asia Marketing

**ERNEST WOODEN JR.**
President & CEO
Los Angeles Tourism & Convention Board

**Executive and Senior Management Team**

**CAROLINE BETETA**
President and CEO

**MATT SABBATINI**
Chief Operating Officer

**RYAN BECKER**
Vice President of Communications

**LYNN CARPENTER**
Vice President of Marketing

**LEONA REED**
Associate Vice President of Global Marketing

**SCOTT PLAMONDON**
Corporate Counsel

**AIDA OSTA**
Director of Travel Trade Marketing

**AMBER RICH**
Director of Engagement

**ANETTE KAISER-ROTT**
Director of Europe & India Marketing

**ANGIE PAPPAS**
Director of Public Relations

**GWYNNE SPANN**
Director of Consumer Content

**HEATHER HUCKEBA**
Director of Research

**JENNIFER MONTERO**
Director of Americas

**JENNIFER WALKER**
Director of Brand Advertising

**ROBERT BOGAR**
Senior Director of Information Technology & Data

**TYLER GOSNELL**
Director of Marketing, China

**AMY CHAMBERS**
Tourism Assessment Program Manager

**STEPHANIE DEVRIES**
Executive Manager & Commission Liaison

**TANGEE LAIRD**
Visitor Information & Receptionist