03 MINUTES

21 CONSUMER MARKETING
   22 Paid Media
   27 Owned Media

33 EARNED MEDIA

39 TRAVEL TRADE

45 ENGAGEMENT & PUBLIC AFFAIRS
   50 Industry Communications

51 RESOURCES
From the CEO

Dear Board Members,

The iconic Terranea Resort, perched on the bluffs overlooking the Pacific Ocean, is a fitting place to gather for our Winter Board Meeting. As the finale to our annual Outlook Forum industry conference, we will review several noteworthy program milestones and look ahead to a pivotal year for Visit California. On the horizon is the 2019 Referendum, the first industry referendum since the Dream Big Dividend.

Key topics and discussions include:

- **Welcoming new officers:** New board officers were elected at the Fall Board Meeting in October 2018, and we are excited to welcome these industry-elected board leaders to the dais at this meeting. James Bermingham of Montage International will preside over his first board meeting as the board’s industry-elected Chair. The new slate of officers includes Vice Chair of Marketing Gene Zanger (Casa de Fruta), Vice Chair of Operations Paula Beck (Avis Budget Group) and Chief Fiscal Officer Dan Gordon (Gordon Biersch).

- **International offices:** Managing Directors from our 13 international offices will share reports on their markets. With today’s dynamic global environment, this in-market insight is invaluable to the ongoing success of Visit California’s program of work and the state’s tourism industry as a whole.

- **IPW:** IPW returns to California this year for the first time in a decade. Visit California, working with host destination Anaheim and partners across the state, will show the largest gathering of international travel buyers in the U.S. how to “Dream Big” with a host of unique activations and events. The board will review these plans.

- **Referendum:** Planning is well underway for this critical industry vote. The board will hear initial feedback from industry partners and review a timeline leading into the November–December vote.

This is a truly exciting time for our industry as we further Visit California’s marketing efforts and global reach. It is an honor to work alongside the leaders of this industry that continue to Dream Big. I look forward to seeing you at Terranea.

Sincerely,

Caroline Beteta
President & CEO
Visit California
Minutes

2018 Fall Board Meeting Minutes
2018 Fall Marketing Advisory Committee Minutes
October 5, 2018, Los Angeles, California
CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee Meeting was held in the InterContinental Los Angeles Downtown, California at 2:00 p.m. PST on October 4, 2018 with Chair Sima Patel presiding.

Attendance

<table>
<thead>
<tr>
<th>Executive Committee</th>
<th>Roll Call</th>
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<tr>
<td>Avdis, Panorea</td>
<td>Absent</td>
<td>Martin, Noreen</td>
<td>Absent</td>
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<tr>
<td>Beck, Paula</td>
<td>Absent</td>
<td>Patel, Sima</td>
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<td>Bermingham, James</td>
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<td>Webster, Ben</td>
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<td>Buffo, Gary</td>
<td>Present</td>
<td>Zanger, Gene</td>
<td>Present</td>
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Also in attendance (for committee meetings only):

Caroline Beteta (Visit California), Matt Sabbatini (Visit California), Scott Plamondon (Visit California), Ed Fahey (RINA accountancy corporation), Stephanie DeVries (Visit California), Mike Gallagher (CityPASS).

Motion made by Commissioner Webster to approve the amended Executive Committee minutes from the May 2, 2018 meeting held in The Village at Squaw Valley, California. Seconded by Commissioner Zanger. Motion unanimously approved.

WELCOME AND OPENING REMARKS

Chair Patel welcomed the committee and opened the floor to report on Executive Committee members’ respective company updates.

CEO REPORT
Visit California President & CEO Caroline Beteta 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) Current Commission Operations, Action Items and Priorities
   i. Governor’s Transition  
   ii. Officer Transition  
   iii. Referendum Update

**NOMITATING COMMITTEE UPDATE**
Chair Patel reported on the new commission appointments and the recent re-elections.

As required by the Tourism Marketing Act, Commissioners must be re-elected through an industry referendum process. Seven (7) commissioners were reconfirmed in the recent referendum.

**Accommodations:**
- James Bermingham  
- Russ Cox  
- Jordan Meisner  
- Gene Zanger

**Passenger Car Rental:**
- Paula Beck  
- Gary Buffo  
- John “Dan” Harvey

Patel opened the floor for discussion, consideration and vote on the following candidates to fill the two vacancies on the board.

**Retail:**
- Mark Sullivan, Managing Director of North America, DFS

**Accommodations:**
- Paul Tormey, Regional VP and General Manager of Fairmont San Francisco, Fairmont Hotels & Resorts
Motion made by Commissioner Zanger to recommend Mark Sullivan and Paul Tormey to serve on Visit California’s board under retail and accommodations. Seconded by Commissioner Webster. Motion unanimously approved.

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<tbody>
<tr>
<td>Bermingham, James</td>
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<td>Webster, Ben</td>
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<tr>
<td>(Vice Chair)</td>
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<td>Zanger, Gene</td>
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<td>Buffo, Gary</td>
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<td>(Chief Fiscal Officer)</td>
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<td>Zanger, Gene</td>
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<td>Patel, Sima</td>
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<td>(Chair)</td>
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Patel opened the floor for discussion, consideration and vote on the following candidates to fill the Executive Committee vacancies.
- Michael Dunne of Hilton Worldwide
- Dan Harvey of Hertz
- Karen Irwin of Enterprise
- Ernie Wooden of LA Tourism

Motion made by Chief Fiscal Officer Buffo to recommend Michael Dunne, Dan Harvey, Karen Irwin, and Ernie Wooden to serve on Visit California’s Executive Committee. Seconded by Commissioner Webster. Motion unanimously approved.

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Patel opened the floor for discussion, consideration and vote on the following candidates to fill the Officer vacancies.
- Gene Zanger of Casa De Fruta Parkway 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

Motion made by Commissioner Webster to recommend Gene Zanger, Paula Beck, and Dan Gordon to serve on Visit California’s board as Officers. Seconded by Vice Chair Bermingham. Motion unanimously approved.
Before discussing the Chair nominee, Patel discussed the role & responsibilities the Chair holds. Patel then opened the floor for discussion, consideration and recommendation on the following candidate to serve as Chair of the board.

- **James Bermingham**, Executive Vice President, Operations for Montage International

Per the California Tourism Marketing Act, Governor-appointed commissioners shall vote to elect the Commission Chairperson.

### MARKETING ADVISORY COMMITTEE MEETING

Vice Chair Bermingham gave a topline report of the Marketing Advisory Committee agenda for the Commission meeting on October 5, 2018 including:

- a) CEO Marketing Report
- b) FY 18-19 Program of Work

### FINANCIAL REPORT

Chief Fiscal Officer Buffo 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 and accepted Audit Report for FY 17/18.

Visit California Chief Operating Officer Matthew Sabbatini reported on the FY 18/19 budget and the budget to actual variances year-to-date for the first 2 months of the 18/19 fiscal year.

**Motion made by Commissioner Webster to approve the FY 17/18 Audited Financial Statements. Seconded by Commissioner Zanger. Motion unanimously approved.**
LEGAL REPORT
Visit California Legal Counsel Scott Plamondon provided an update on the Accommodations and Transportation Task Force Committees and the outcomes from recent meetings.

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

PUBLIC COMMENT
Chair Patel opened the floor up for public comment. There were no public comments.

ADJOURNMENT
Motion by Chief Fiscal Officer Buffo to adjourn the Executive Committee meeting. Seconded by Vice Chair Bermingham. Motion unanimously approved.

Meeting was adjourned at 4:15 p.m., October 4, 2018.
CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Meeting was held in The InterContinental Los Angeles Downtown, California at 8:35 a.m. PST on October 5, 2018 with Chair Sima Patel presiding.

Attendance

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<td>Absent</td>
<td>King, Brian</td>
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<td>Bermingham, James (Vice Chair)</td>
<td>Present</td>
<td>Klein, Tom</td>
<td>Absent</td>
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<td>Buffo, Gary (Chief Fiscal Officer)</td>
<td>Present</td>
<td>MacRae, Terry</td>
<td>Absent</td>
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<tr>
<td>Burba, Jim</td>
<td>Present</td>
<td>Martin, Noreen (Vice Chair)</td>
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<td>Cahill, Charlie</td>
<td>Present</td>
<td>Meisner, Jordan</td>
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<td>Cox, Russ</td>
<td>Present</td>
<td>Patel, Sima (Chair)</td>
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<td>D’Amaro, Josh</td>
<td>Present</td>
<td>Plott, Jr., Cody</td>
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<td>Dunne, Michael</td>
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<td>Ronchetti, Peter</td>
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<td>Fat, Kevin</td>
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<td>Schuster, Carl</td>
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<td>Gleason, Robert</td>
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<td>Senior, Jeff</td>
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<td>Gordon, Dan</td>
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<td>Singh-Allen, Bobbie</td>
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<td>Harvey, Dan</td>
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<td>Irwin, Karen</td>
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<td>Zanger, Gene</td>
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<td>Irwin, Susan</td>
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Motion made by Commissioner Senior to approve the Commission Meeting minutes from the May 3, 2018 meeting held in The Village at Squaw Valley, California. Seconded by Commissioner Singh-Allen. Motion approved.

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<th>Commissioner</th>
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<td>Cox, Russ</td>
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<td>Ronchetti, Peter</td>
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CHAIR WELCOME AND OPENING REMARKS
Chair Patel outlined the meeting agenda highlights including:
- Insight into the upcoming gubernatorial election and next year’s industry referendum
- A look at the organization’s recent crisis response efforts
- An update on the FY18/19 program of work, including a look at the new brand spots in development, strategic partnerships and international activity in key markets

Patel thanked the InterContinental team and Commissioner Cahill for their outstanding hospitality. Commissioner Cahill joined Chair Patel onstage and welcomed attendees.

CEO REPORT
Visit California President & CEO Caroline Beteta 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) Current Commission Operations, Action Items and Priorities
   i. Governor’s Transition
   ii. Officer Transition
   iii. Referendum Update

Beteta then showed a video, “Visit California At Work”, which highlights program updates and metrics for May-September 2018.

NOMINATING COMMITTEE UPDATE
Chair Patel reported on the new commission appointments and the recent re-elections.
Patel also recognized Commissioner Senior who termed out after serving eight years.

As required by the Tourism Marketing Act, Commissioners must be re-elected through an industry referendum process. Seven (7) commissioners were reconfirmed in the recent referendum.

**Accommodations:**
- James Bermingham
- Russ Cox
- Jordan Meisner
- Gene Zanger

**Passenger Car Rental:**
- Paula Beck
- Gary Buffo
- John “Dan” Harvey

Patel opened the floor for discussion, consideration and vote on the following candidates to fill the two vacancies on the board.

**Retail:**
- Mark Sullivan, Managing Director of North America, DFS

**Accommodations:**
- Paul Tormey, Regional VP and General Manager of Fairmont San Francisco, Fairmont Hotels & Resorts

Motion made by Commissioner Zanger to recommend Mark Sullivan and Paul Tormey to serve on Visit California’s board under retail and accommodations. Seconded by Commissioner Burba. *Motion unanimously approved.*

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<td>Patel, Sima</td>
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Patel opened the floor for discussion, consideration and vote on the following candidates to fill the Executive Committee vacancies.

- **Michael Dunne** of Hilton Worldwide
- **Dan Harvey** of Hertz
- **Karen Irwin** of Enterprise
- **Ernie Wooden** of LA Tourism

Motion made by Commissioner Cox to recommend Michael Dunne, Dan Harvey, Karen Irwin, and Ernie Wooden to serve on Visit California’s Executive Committee. Seconded by Commissioner Singh-Allen. Motion unanimously approved.

Patel opened the floor for discussion, consideration and vote on the following candidates to fill the Officer vacancies.

- **Gene Zanger** of Casa De Fruta Parkway 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

Motion made by Commissioner Kelliher to recommend Gene Zanger, Paula Beck, and Dan Gordon to serve on Visit California’s board as Officers. Seconded by Commissioner Cox. Motion unanimously approved.

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<td>Cox, Russ</td>
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<td>D’Amaro, Josh</td>
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Before discussing the Chair nominee, Patel discussed the role & responsibilities the Chair holds. Patel then opened the floor for discussion, consideration and vote on the following candidate to serve as Chair of the board.

• James Bermingham, Executive Vice President, Operations for Montage International

Per the California Tourism Marketing Act, Governor-appointed commissioners shall vote to elect the Commission Chairperson.

Motion made by Commissioner Burba to recommend James Bermingham to serve as Chair of Visit California’s board. Seconded by Commissioner Gleason. Motion unanimously approved.

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<td>Fat, Kevin</td>
<td>Y</td>
<td>Patel, Sima (Chair)</td>
<td>Y</td>
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Minutes 13
The transition for the new officers and executive committee members will take place at the February Board Meeting in Los Angeles.

PUBLIC AFFAIRS / WHY TRAVEL MATTERS
Visit California President & CEO Caroline Beteta gave an update on Public Affairs priorities including the following:
- Project: Time Off
- Field to Vase Event
- Crisis Response Update
  - Wildfires
  - Crisis Co-op
  - Highway 1
  - All Dream Welcome results

Beteta welcomed guest speakers, Donna Lucas and Tami Miller to discuss the upcoming Governor Transition.

FINANCIAL REPORT
Chief Fiscal Officer Buffo 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 and accepted Audit Report for FY 17/18.

Visit California Chief Operating Officer Matthew Sabbatini reported on the FY 18/19 budget and the budget to actual variances year-to-date for the first 2 months of the 18/19 fiscal year.

Motion made by Commissioner Singh-Allen to approve the FY 17/18 Audited Financial Statements. Seconded by Commissioner Burba. Motion unanimously approved.
Sabbatini then gave an update on the California Welcome Centers.

OPEN DISCUSSION
Chair Patel opened the floor up for open discussion. There was no open discussion.

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

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

PUBLIC COMMENT
Chair Patel opened the floor up for public comment. There was none.

ADJOURNMENT
Motion by Commissioner Cox to adjourn the Commission Meeting. Seconded by Commissioner Meissner. Motion unanimously approved.

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<td>Irwin, Karen</td>
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Meeting was adjourned at 12:25 p.m., October 5, 2018
CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee Meeting was held at The InterContinental Los Angeles Downtown, California at 10:15 a.m. PST on October 5, 2018 with Vice Chair Bermingham presiding.

Attendance

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<td>Andrews, Stephen</td>
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<td>Baker, Laurie</td>
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<td>Beck, Paula</td>
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<td>King, Brian</td>
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<td>Bermingham, James (Vice Chair)</td>
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<td>MacRae, Terry</td>
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<td>Blount-Canavan, Tammy</td>
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<td>Martin, Noreen (Vice Chair)</td>
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<td>Bruinzeel, Susan</td>
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<td>Harris, Charles</td>
<td>Present</td>
<td>Wagner, Julie</td>
<td>Absent</td>
</tr>
</tbody>
</table>
Harvey, Dan | Present | Webster, Benjamin | Present
Horvath, Christine | Absent | White, Scott | Absent
Irwin, Karen | Present | Wooden, Jr., Ernest | Absent
Irwin, Susan | Present | Zanger, Gene | Present
Janega-Dykes, Kathy | Present |

Motion made by Commissioner Singh-Allen to approve the Marketing Advisory Committee minutes from the May 3, 2018 meeting held in The Village at Squaw Valley, California. Seconded by Commissioner Kelliher. 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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<tr>
<td>Adams, Kimberly</td>
<td>Y</td>
<td>Harvey, Dan</td>
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<tr>
<td>Bermingham, James (Vice Chair)</td>
<td>Y</td>
<td>Irwin, Karen</td>
<td>Y</td>
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<tr>
<td>Buffo, Gary (Chief Fiscal Officer)</td>
<td>Y</td>
<td>Irwin, Susan</td>
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<td>Burba, Jim</td>
<td>Y</td>
<td>Janega-Dykes, Kathy</td>
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<td>Gordon, Dan</td>
<td>Y</td>
<td>Zanger, Gene</td>
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<tr>
<td>Harris, Charles</td>
<td>Y</td>
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</tbody>
</table>

VICE CHAIR OPENING REMARKS
Vice Chair Bermingham discussed the FY 18-20 Two-Year Plan and elaborated on recent and future milestones. Among these milestones, he gave an update on measurement and return on advertising spend.
Vice Chair Bermingham discussed Visit California’s recently completed and upcoming RFPs, as well as an update on 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:

- Partnerships, IPW 2019 in Anaheim, CEO Missions and the Luxury Initiative
- FY 18-19 Program of work, including an update on the new TV creative.

Beteta also showed a slide show of images highlighting the current partnership with AFAR Media.

**GUEST SPEAKERS**

AFAR Media Co-Founder, Greg Sullivan gave an update on the premiere travel publication.

MeringCarson Founder and CEO, Dave Mering gave an update and shared the storyboards for the new TV creative.

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

Visit California Vice President of Marketing Lynn Carpenter gave a Global Brand update. She presented on current media spend across all markets, a deep dive and an update on Visit California’s “Dream365TV” series.

Carpenter also gave an update on Visit California’s owned channel program growth such as the “California Now” podcast and “California 101” series.

Visit California Associate Vice President of Global Marketing Leona Reed gave an update on International Priorities. She gave an update on Strategic partnerships with airlines and a deep dive into the China, Australia, India and Canada markets.

Visit California Vice President of Communications Ryan Becker presented on Global Public Relations and Communications including a report out on:

- Domestic PR Strategy and the announcement of new Domestic PR Agency, NJF
- Continued focused influencer-led strategy
- California's official state sport and California Surfing Day
AGENDA ITEM FOR FUTURE MEETINGS
Vice Chair Bermingham opened the floor up for future agenda items. There were none.

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

ADJOURNMENT
Motion made by Commissioner Zanger to adjourn the Marketing Advisory Committee Meeting. Seconded by Commissioner Webster. Motion unanimously approved.

<table>
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<td>Cox, Russ</td>
<td>Y</td>
<td>Kern, Misti</td>
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<tr>
<td>D’Amaro, Josh</td>
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<tr>
<td>Harris, Charles</td>
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</table>

Meeting was adjourned at 11:45 a.m., October 5, 2018.
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.
Global brand impressions

1.3 billion

$4.6 billion investment


<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Australia</strong></td>
<td><strong>Brazil</strong></td>
</tr>
<tr>
<td>$338,000 investment</td>
<td>$52,000 investment</td>
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<tr>
<td>101.6 million impressions</td>
<td>18.5 million impressions</td>
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<tr>
<td><strong>Canada</strong></td>
<td><strong>France</strong></td>
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<tr>
<td>$473,000 investment</td>
<td>$52,000 investment</td>
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<tr>
<td>108.8 million impressions</td>
<td>4.2 million impressions</td>
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<td><strong>China</strong></td>
<td><strong>Germany</strong></td>
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<td>$621,000 investment</td>
<td>$54,000 investment</td>
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<td>222.3 million impressions</td>
<td>3.3 million impressions</td>
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<td><strong>United Kingdom</strong></td>
<td><strong>Japan</strong></td>
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<tr>
<td>$351,000 investment</td>
<td>$47,000 investment</td>
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<td>115.7 million impressions</td>
<td>26.3 million impressions</td>
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<td><strong>Mexico</strong></td>
<td><strong>India</strong></td>
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<tr>
<td>$145,000 investment</td>
<td>$29,000 investment</td>
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<tr>
<td>270.6 million impressions</td>
<td>22.2 million impressions</td>
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<tr>
<td><strong>United States</strong></td>
<td><strong>South Korea</strong></td>
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<tr>
<td>$2.4 million investment</td>
<td>$42,000 investment</td>
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<tr>
<td>360.7 million impressions</td>
<td>78.0 million impressions</td>
</tr>
</tbody>
</table>
TV/OTV Brand Campaign Results | Oct. 1, 2018 – Jan. 31, 2019

New ‘Spoiled’ and ‘Parents Love It’ Spots
Visit California spent fall of 2018 traveling 2,700 miles around the state, visiting 25 locations over 17 days to film new Brand and Family television spots, ‘Spoiled’ and ‘Parents Love It.’ These spots debut in the U.S. in February 2019 and constitute the next exciting evolution of California’s global brand showing the world how California dreams big.

Digital Campaign Results | Oct. 1, 2018 – Jan. 31, 2019

“Now Streaming”
The California Dream365TV Now Streaming app features a vast suite of continuously updated original content that both entertains and inspires visitors to come experience the Golden State for themselves. Original video series from Visit California including California Dreamers, Jonny Moseley’s Wildest Dreams, California Dream Eater, California 101, Luxury Minute, Hidden Gems and the California Now Podcast are available for streaming on Apple TV, Amazon Fire and Roku.

- 2,800 app downloads
- 17,900 app views
- 26,000 app clicks
Content from previous episodes was used to create eight new ‘best of’ food-themed compilations with topics ranging from “Sweet Tooth Fixes” and “Best Breakfast” to “Beach Town Vibes.”

**Digital Campaign Results | Oct. 1, 2018 – Jan. 31, 2019**

- **California Dreamer**
  - 21.7 million impressions
  - $81,900 investment
  - 14.7 million video views

As a follow up to the release of the four California Dreamers episodes, Discovery developed two documentaries under the “California: Innovation Nation” banner. The documentaries aired in Australia, Canada and New Zealand.

- **California Dreamers**
  - 64.5 million impressions
  - $492,000 investment
  - 28.5 million video views
Visit California’s winter campaign “Catch the Winter Wave” returned to inspire outdoor enthusiasts to head to higher altitude and enjoy all California has to offer in winter. Beyond legendary locations for skiing and snowboarding, this year the campaign expanded to feature off-mountain activities ranging from hanging with locals at an après ski bar, hitting the rink on ice skates and getting amped on snow biking tours.

Catch the Winter Wave will run through Feb. 25, 2019. Media partners include TEN (The Enthusiast Network), Outdoor Project and TripAdvisor.

For this year’s campaign, Visit California also partnered with influencers for social and blog content chronicling their outdoor adventures around the state.

Elena Pressprich
@findmeoutside and
ElenaPressprich.com

27.9 million impressions
$307,600 investment
1.7 million video views
7 destinations visited

DESTINATIONS FEATURED

Big Bear Mountain
Heavenly Mountain Resort
Kirkwood Resort
Mammoth Mountain
Sierra at Tahoe
Squaw Valley
Sugar Bowl

<table>
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<tr>
<th>Country</th>
<th>Impressions</th>
<th>Investment</th>
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<td>Brazil</td>
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<td>Canada</td>
<td>75.4 million</td>
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<td>China</td>
<td>124.8 million</td>
<td>$265,800</td>
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<td>Mexico</td>
<td>272.0 million</td>
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<td>United Kingdom</td>
<td>73.5 million</td>
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<td>United States</td>
<td>220.1 million</td>
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<td>26.4 million</td>
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<td>South Korea</td>
<td>78.2 million</td>
<td>$42,700</td>
</tr>
</tbody>
</table>

### California Restaurant Month

The annual statewide program provides a robust platform to shine a global spotlight on the Golden State’s diverse epicurean experiences and positions the state as the top culinary destination in the country. The program was backed by a paid digital, earned media and social media strategy along with a dedicated website, dineinca.com.

This year Visit California also developed a robust social media approach to California Restaurant Month to expand the social reach of the program.

**Twitter Chat**
- 46.1 million impressions
- 423 participants
- 3,800 total tweets

**Destinations Featured**

- Alameda
- Alhambra
- Berkeley
- Butte County
- Calistoga
- Concord
- Dana Point
- El Dorado
- Elk Grove
- Escondido
- Geyersville
- Gilroy
- Greater Palm Springs
- Los Angeles
- Mendocino County
- Monterey Bay
- Napa Valley
- Newport Beach
- Oakland
- Ojai
- Oxnard
- Pasadena
- Placer County
- Rancho Cordova
- Sacramento
- San Francisco
- SLO CAL
- San Diego
- Santa Maria Valley
- Santa Monica
- Santa Ynez
- Sonoma Valley
- Stockton
- Suisun
- Tahoe South
- Temecula
- Turlock
- Vacaville
- Yolo County
- Yosemite Madera County

**Social Media**
- Aida Mollenkamp @aidamollenkamp SaltandWind.com
- Danika Garlotta @sweetcsdesigns
- Jane Ko @atasteofkoko
- Courtney O’Dell @nodestinations

**Press Releases**

- ### Twitter Chat
  - **Aida Mollenkamp**
  - **Danika Garlotta**
  - **Jane Ko**
  - **Courtney O’Dell**

- **Twitter Handles**
  - @aidamollenkamp
  - @nodestinations
  - @atasteofkoko
  - @sweetcsdesigns

- **Followers**
  - Australia: 81.5 million
  - Brazil: 19.5 million
  - Canada: 75.4 million
  - China: 124.8 million
  - Mexico: 272.0 million
  - United Kingdom: 73.5 million

- **Investment**
  - Australia: $192,000
  - Brazil: $53,000
  - Canada: $193,000
  - China: $265,800
  - Mexico: $145,000
  - United Kingdom: $191,000
Owned Media


180 new content pieces
6.3 million users (+3% year-over-year)
7.5 million sessions
10.4 million page views
2 million total partner handoffs (+2% year-over-year)

Podcast host Soterios Johnson embarks on a journey to visit the most impressive examples of contemporary architecture found only in California.

Visit California’s President & CEO Caroline Beteta spreads the message of #CALove, shining light on the resilience and strength of the Golden State.

This spotlight shines light on all that Butte County has to offer from charming historic towns such as Oroville and Gridley to the iconic Sierra Nevada Brewing Company in Chico.

Resulting from the partnership with AFAR, a mouth-watering piece reveals just a few examples of the diverse offerings of restaurants along the central coast, with something for every type of foodie.
This SEO data-driven content program continues to deliver informative “how-to” content to help inspire consumers for their next California vacations, providing travelers with a step-by-step guide to their Golden State vacation from planning to booking.

- 335,000 page views
- 20% increase in organic search

The destination lifestyle website has become a central newsroom hub for timely and topical Golden State tourism stories. Blog posts continue to share relevant updates from events throughout the state to roundups of where to eat for the holiday and up to the minute opening dates for California ski resorts.

Visit California also launched California Now U.K. that focuses on timely and topical stories and provides the U.K. consumer a central hub for the latest news and events in the Golden State.

- 75 original content pieces
- 460,000 page views
- 80,000 partner handoffs

‘California Now UK’
- 60 original content pieces
- 77,000 page views
- 4,000 partner handoffs

The first-of-its-kind destination podcast is Visit California’s newest content platform, exploring the Golden State’s cultural, culinary and entertainment experiences through the voices of celebrities and experts, hosted by NPR veteran Soterios Johnson.

- 6 new episodes
- 59 total countries reached (Libsyn)
- 500 total hours listened (iTunes)
- 38 average minutes listened per device
<table>
<thead>
<tr>
<th>Social Media</th>
<th>Oct. 1, 2018 – Jan. 31, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FACEBOOK</strong> (2.6 MILLION TOTAL FOLLOWERS)</td>
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<tr>
<td><strong>United States</strong></td>
<td>Engagements: 52,000</td>
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<tr>
<td><strong>Canada</strong></td>
<td>Engagements: 4,000</td>
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<tr>
<td><strong>United Kingdom</strong></td>
<td>Engagements: 7,400</td>
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<tr>
<td><strong>Australia</strong></td>
<td>Engagements: 5,700</td>
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<tr>
<td><strong>Mexico</strong></td>
<td>Engagements: 30,300</td>
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<tr>
<td><strong>Brazil</strong></td>
<td>Engagements: 20,600</td>
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<tr>
<td><strong>Japan</strong></td>
<td>Engagements: 8,700</td>
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<tr>
<td><strong>France</strong></td>
<td>Engagements: 10,600</td>
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<tr>
<td><strong>South Korea</strong></td>
<td>Engagements: 2,800</td>
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<tr>
<td><strong>Germany</strong></td>
<td>Engagements: 8,200</td>
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<tr>
<td><strong>India</strong></td>
<td>Engagements: 7,500</td>
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<td><strong>Italy</strong></td>
<td>Engagements: 1,500</td>
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<td><strong>INSTAGRAM</strong> (423,649 FOLLOWERS)</td>
<td>Engagements: 440,000</td>
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<td><strong>TWITTER</strong> (95,354 FOLLOWERS)</td>
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<td><strong>SINA WEIBO</strong> (CHINA) (203,399 FOLLOWERS)</td>
<td>Engagements: 14,000</td>
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<tr>
<td><strong>YOUTUBE</strong> (25,981 SUBSCRIBERS)</td>
<td>Engagements: 8,900</td>
</tr>
<tr>
<td><strong>PINTEREST</strong> (9,467 FOLLOWERS)</td>
<td>Engagements: 45,200</td>
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</tbody>
</table>
California Visitors Guide

The 2019 California Visitor’s Guide features 196 pages of exclusive in-depth travel tips. This Year’s edition features model and actress Yaya Da Costa and includes 653 ideas along with informative guides to all 12 regions of California.

New this year, the magazine includes an interactive multimedia content experience that brings the guide to life with a scan of the page.

- 650 travel tips
- 500,000 total copies
- 819,000 digital page views in 2018

International Visitors Guide

The new 2019–2021 International Visitors Guide is a 40-page publication introducing California to audiences around the globe. The guide is translated into nine languages and is available in 15 international versions. This year, the International Visitors guide has expanded to include translations for two new markets, Hong Kong and Taiwan.

- 223,000 total copies
- 473,000 digital page views in 2018
Email Marketing | Oct. 1, 2018 – Jan. 31, 2019

A weekly direct-to-consumer e-newsletter features 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 lifestyle news site.

- **670,000** unique opens (+12% year-over-year)
- **65,000** clicks through to VisitCalifornia.com

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California Welcome Centers continue to be a critical personal touch point to connect with travelers from around the globe and encourage visitors to extend their stay in California.

- **421,000** visitors
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
1.1 billion
Global PR value
$55 million

Key Media Placements | Oct. 1, 2018 – Jan. 31, 2019

“Go Wild and Keep Calm”
— Condé Nast Traveler China (China)

“We Are the Champions”
— Sunday Telegraph

“Highway to Heaven”
— LUXX Magazine (U.K.)

“3 California National Parks to Explore Mother Nature”
— E Daily (South Korea)

“California Between Vineyards and Skateboards”
— Di Tutto (Italy)

“Forbes”

“Romance has a new address — Gateways and activities in California”
— ET Panache Travel (India)

Global Influencer Advisory Board (DIAB)

Visit California broadened its Influencer Advisory Board beyond domestic influencers to include international influencers in order to provide a global perspective on trends and best practices in the quickly evolving world of online influencers.

The new advisory board met in Lake Tahoe for the first 2019 meeting, spending time catching the winter wave in California.

- 5 markets
- 8 influencers
- 2.9 million combined reach
United States

‘Beyond Your Backyard’
Northern California episode which aired on PBS in November 2018
3.6 million viewers
Destinations featured: 3
Lake Tahoe, Tuolumne, Yosemite

Australia

‘Sunrise’
The Luxury Escapes Senior Intern segment aired on Sunrise TV, a popular morning television show
270,000 viewers
Destinations featured: 7
Greater Palm Springs, Los Angeles, Napa Valley, San Francisco, Sonoma County, South Lake Tahoe, Yosemite

Japan

‘Nihon TV’
Popular lifestyle and travel information show Another Sky featured Japanese celebrity Tomohisa Yamashita in Los Angeles
5 million viewers
Destinations featured: 1
Los Angeles

Brazil

‘Fant360’
Fant360, presented by TV journalist Renata Ceribelli, aired three 10-minute episodes on California, all filmed with 360-degree technology. The episodes were featured on ‘Fantastico’ (TV Globo), the No. 1 Sunday night show in Brazil
400 million viewers
Destinations featured: 3
Death Valley, Los Angeles, Yosemite
Media Events and Missions | Oct. 1, 2018 – Jan. 31, 2019

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

Inaugural New York City Media Mission
Jan. 23–25
A delegation of destination and attractions partners traveled to the east coast for Visit California’s first-ever New York City Media Mission. The mission included IMM USA 2019 and key opportunities including a Meredith Editors Panel, a Pre-IMM VIP Reception and the media and trade launch of the Road Trips platform at The New York Times Travel Show.

5 media events
500+ media attendees
48 destination partners
35 destination partners for full mission

Canada Mission | Sept. 30–Oct. 5, 2018
Visit California hosted its third annual Canada Sales and Media Mission, which brought destination PR partners to Toronto, Montreal, Calgary and Vancouver for a series of media and trade events. Over the course of the week, media met with California partners and were joined by California native and Olympic Gold Medalist Jonny Moseley also joined the group in Toronto to share his story with Canadians and promote winter travel to California.

4 cities
6 media events
115 media
16 California trade delegates

8 trade events with 279 attendees
14 California media delegates
6 media events with 115 attendees

ILTM Media Track & Milan Media Events
Visit California showcased the laid-back luxury style of California during ILTM Cannes with a delegation of Golden State destinations and accommodation & experience partners. The group was able to conduct key appointments with elite luxury travel buyers and host a successful VIP reception on board a super yacht that included media and trade guests.
A delegation of DMOs and industry partners also attended the ILTM Media Track and two days of media events in Milan, focusing on the Luxury pillar. The events included a live cooking demonstration and media dinner, a luxury trends panel and 1-1 meetings with digital influencers and online media.

2 cities
7 events
51 media & influencers

20 delegates
600+ luxury travel appointments

**Influencers hosted:** 38  
**Total potential reach:** 12.2 million

<table>
<thead>
<tr>
<th>Country</th>
<th>Influencer Name</th>
<th>Instagram Handle(s)</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAZIL</td>
<td>Ricardo Toscani (Tosca)</td>
<td>@ToscanHoto, @tastemadebr</td>
<td>2.9 million</td>
</tr>
<tr>
<td>CANADA</td>
<td>Mijune Pak</td>
<td>@mijunepak</td>
<td>50,000</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Marion Gruber</td>
<td>@fringeandfrange</td>
<td>125,000</td>
</tr>
<tr>
<td>ITALY</td>
<td>Carlotta Rubaltelli</td>
<td>@StyleAndTrouble</td>
<td>381,000</td>
</tr>
<tr>
<td>JAPAN</td>
<td>Yuko Zenfuku</td>
<td>@matsuyou</td>
<td>646,000</td>
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<tr>
<td>SCANDINAVIA</td>
<td>Tobias Becs</td>
<td>@Tobiasfreestyle</td>
<td>298,000</td>
</tr>
<tr>
<td>SOUTH KOREA</td>
<td>Jongbeom Lee</td>
<td>@Picn2k</td>
<td>174,000</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>Erik Conover</td>
<td>@erikconover</td>
<td>728,000</td>
</tr>
</tbody>
</table>

Global media hosted: **93**  
Destinations visited: **56**

#### Visit California China & United Polaris Press Trip – Unleash Imagination

Visit California partnered with United on a press trip featuring their high-end Polaris Class. The early December trip was themed “Unleash Imagination” and included luxury travel experiences. Earned media value surpassed $760,000 and garnered more than 200 million impressions.

**Destinations featured:** 5  
Sacramento, San Francisco, Santa Barbara, South Lake Tahoe, West Hollywood

**Outlets hosted**  
Robb Report China, Sina Travel, L’Officiel Hommes China, Travel Information Magazine

<table>
<thead>
<tr>
<th>Market</th>
<th>Name</th>
<th>Media/Influencers Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>YouTuber Trip in Partnership with Simon Shopping Destinations</td>
<td>Jade Seba (@jadeseba) and Bruno Guedes (@brunoguedes)</td>
</tr>
<tr>
<td>France</td>
<td>Winter Diversity Visit California &amp; Selectour Group Press Trip</td>
<td>Carole Schmitz, Gala; Justine Boivin, Le Journal des femmes; Vanessa Relouzat, Groupe Publi Gebdo; Alexis Chenu, A nous Paris; Véronique Lawson, Terres Indiennes</td>
</tr>
<tr>
<td>Italy</td>
<td>Influencer trip</td>
<td>Carlotta Rubaltelli (@StyleandTrouble) and Federico Avanzini (@BigFede)</td>
</tr>
<tr>
<td>Japan</td>
<td>Girls Trip Influencer FAM</td>
<td>Aya Kondo (@doraemontoaya), Yuko Zenfuku (@matsuyou), Sayuri Ishii (@sayuvanilla318), Hiroe Hirano (@hiroehirano)</td>
</tr>
<tr>
<td>Mexico</td>
<td>California Pinot Noir Road Trip</td>
<td>Food and Wine Magazine</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>San Francisco to LA Road Trip Pre-inaugural flight FAM with Finnair</td>
<td>Mads Nordsveen, Tobias Becs, Tommy Sagmoen, Morten Benestad, Kristoffer Alvarado, Moa Mattsson, Lovisa Barkman, Henrik Lange</td>
</tr>
<tr>
<td>South Korea</td>
<td>Live Your California Bucket List Influencer FAM</td>
<td>Jongbeam Lee (@johnbam_), Jongseong Kim (@kim._bell), Sang Soon (@yoribogo), Jiye Choe (@dalkom.j), Byeongmu Kang (@saram.travel), Ji Eom (@fromairplane), Joon Young An (@raw_1) and Hunho Kim (@why_change_u)</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Nostalgia – The Classic Californian Road Trip</td>
<td>Suitcase Magazine</td>
</tr>
<tr>
<td>United States</td>
<td>Mehera Bonner Central Coast Trip</td>
<td>Marie Claire</td>
</tr>
</tbody>
</table>
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.
256 California delegates participating in Visit California events

Marketing Activity Map
Trade programs Visit California led or participated in from Oct. 1, 2018 – Jan. 31, 2019

**CALIFORNIA**
- UK SuperFAM
  - Oct. 4-11
- India Film Producer’s Forum & FAM
  - Oct. 21-27
- China Southern Wuhan Trade Joint FAM
  - Nov. 6-15
- India Receptive FAM
  - Nov. 11-20
- Mexico Product Manager FAM
  - Nov. 26-Dec. 1
- Canada Luxury FAM
  - Dec. 1-5
- Sichuan Airline Chengdu & Hangzhou Trade FAM
  - Jan. 8-21
- Italy Visit California Product Manager
  - Luxury FAM
  - Jan. 13-20
- AeroMexico Product Manager FAM
  - Jan. 28-Feb. 2

**MEXICO**
- Brand USA Road Show
  - Oct. 25-25

**CANADA**
- Canada Sales & Media Mission
  - Oct. 1-5
- Inaugural Air Canada Flight Gate Activation from Calgary to Palm Springs
  - Oct. 28
- Air Canada Agent Training
  - Nov. 16, Nov. 20, Dec. 4
- Flight Centre Agent Happy Hour & Training
  - Dec. 6

**BRAZIL**
- Festival de Turismo de Gramado (Festuris) Trade Show
  - Nov. 8
- Taste of California: Training & Cooking class for luxury travel agents
  - Nov. 26
7,600 Visit California meetings with global travel trade

**UNITED KINGDOM AND IRELAND**
- California Quiz Nights Event
  - Brighton, Bristol, Aberdeen, Glasgow
  - Oct. 23, Oct. 24, Nov. 27, Nov. 28
- California Live & VIP Event
  - Nov. 4
- World Travel Market Trade Show
  - Nov. 5-7
- Thomas Cook California Day Training
  - Nov. 15
- Flight Centre USA Day Training
  - Nov. 21

**GERMANY**
- FTI Roadshow
  - Oct. 15-19
- Germany Sales Days
  - Nov. 8-10
- ARGUS Reisen North America Day
  - Nov. 22

**SCANDINAVIA**
- Discover America Gothenburg Training
  - Oct. 8
- Travelport Stockholm & Copenhagen Event
  - Oct. 10-11
- Content Manager Training
  - Copenhagen, Stockholm, Aarhus
  - Oct. 30, Dec. 5, Dec. 17
- Travel News Market
  - Stockholm Trade Show
  - Nov. 8
- MATKA Travel Fair Helsinki Travel Show
  - Jan. 17-18

**SOUTH KOREA**
- USA Specialist Seminar Training
  - Oct. 24
- CA STAR Incentive Program:
  - California (creative) – STAR Contest
  - Nov. 20-Dec. 20
- Brand USA 2018 “America Wild – National Parks Adventure” Roadshow
  - Gwangju, Busan, Seoul
  - Nov. 26, Dec. 4, Dec. 6
- USA Specialist Graduation Ceremony Training
  - Dec. 6
- CA Star: “California Hues & Stories by Away We Go”
  - Jan. 10

**FRANCE**
- Webinar Visiteurs
  - Paris
  - Oct. 8
- Event Directeurs
  - Paris
  - Oct. 11
- DWB & AMEX, Lunch & Learn
  - Paris
  - Oct. 11
- Visit California & Air France FAM
  - Oct. 11-14
- Event CEDIV
  - Beziers
  - Oct. 25
- Webinar Havas
  - Nov. 6

**ITALY**
- Alidays Training Convention
  - Oct. 31-Nov. 4
- Webinar Visit USA training
  - Nov. 29

**JAPAN**
- Retail Shop In-House Seminar (H.I.S.)
  - Oct. 20
- Club California
  - Tokyo, Osaka
  - Oct. 23, Nov. 16

**CHINA**
- Brand USA Music Gathering Event
  - Oct. 20
- UTour Wuhan Hallshow Event
  - Oct. 28
- Club California
  - Hangzhou, Chongqing, Chengdu, Beijing
  - Nov. 9-10, Dec. 19-21, Jan. 2019
- Salon with LATCB & U.S. Consulate
  - Shenyang Event
  - Dec. 6-7
- Dynasty Wuhan California Seminar Training
  - Dec. 9
- U.S. Consulate Beijing Roadshow to Xi’an
  - Dec. 9-11
- Mafengwo Year – End Appreciation Gala Event
  - Dec. 19-21
- Tuniu ISY Sanya Music Festival Event
  - Dec. 27-31

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Signature Events

India Film Producers ‘California Film Forum’

The historic CEO India mission in 2017 laid the groundwork for pivotal conversations with the Indian film and entertainment industry and how to work together in the coming years. Following the successful mission, Visit California welcomed seven of India’s most influential film producers to The Golden State in October 2018. The group toured iconic regions of Los Angeles County and up the Pacific Coast Highway ending their journey in San Francisco.

While in Los Angeles, the “California Film Forum” was held at Sony Studios in partnership with the California Film Commission. Destinations including Beverly Hills, Mono County, Palm Springs, San Diego, Santa Monica, Shasta Cascade, SLO CAL and West Hollywood came together with film professionals to discuss opportunities and challenges to bringing Indian productions to California. Attendees also received a copy of a newly produced Film Producers’ Guide to California that introduced the state’s existing film resources through a tourism lens.
California Live at WTM | November 2018

After the success of last year’s new-look VIP event Visit California hosted the second year of ‘California Live’ before WTM. This year, in celebration of the return of the Grammy Awards to Los Angeles, Visit California facilitated an interview with Grammy-nominee and California chef Kelis who sat down with Kate Hutchinson from The Guardian to talk about her musical and culinary California lifestyle before an exclusive live performance. The event was an opportunity to network with some of the most influential trade and media guests in the industry including British Airways, Virgin Holidays, Air New Zealand, Escapism, Lusso and The Daily Telegraph.

• 200 media and trade guests

Germany California Advisory Board (CAB) | November 2018

Visit California conducted a fall CAB meeting in Germany which was connected to the Germany Sales Days in Frankfurt. Industry executives comprised of airlines, tour operators, accommodations and rental car industries shared valuable insights about current booking behaviors with a future outlook into German visitation.

• 8 travel industry executives

France California Advisory Board (CAB) | November 2018

California invited a delegation of French CEOs and Presidents of some of France’s leading tourism organizations, tour-operators and travel agency networks to experience the beauty and diversity of Northern California. The California Advisory Board members enjoyed a multi-day program in the Bay Area and Wine Country, discovering the diversity and abundance of activities California is able to offer its visitors year-round.

• 19 travel industry executives
• 3 destinations visited
As part of an expanded partnership with Virtuoso, Visit California developed a special California feature outsert in Virtuoso Life magazine. The feature highlighted 66 Virtuoso hotels and resorts in the state and was distributed directly to consumers across the U.S., Canada, Australia & New Zealand. The partnership allows Visit California to showcase one-of-a-kind product offerings including culinary gems, vibrant culture & entertainment plus much more.

- **218,000** distributed

---

### Co-Ops | Oct. 1, 2018 – Jan. 31, 2019

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

- **16** total co-ops

---

### FAM Tours | Oct. 1, 2018 – Jan. 31, 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.

- **10** FAMs
- **50** travel trade participants
- **32** destinations visited

---


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

- **4,800** agents registered
- **1,300** graduates
- **7,400** 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.
Visit California continued to support recovery efforts for regions impacted by the state’s recent wildfires and highway closures through activation of global network resources and channels.

‘The Power of Love’ PSA & Campaign

In response to the devastating wildfires California experienced in 2018 there was an undeniable outpouring of love and support. To capture this sentiment and to show the world that California is resilient and remains strong, Visit California worked quickly to create the ‘Share Your California Love’ campaign accompanied by the hashtag #CALove.

The campaign was led by “The Power of Love,” a celebrity-driven public service announcement, and further layered with Visit California’s owned and earned channels.

Prominent celebrities, directors, and producers donated their time and resources to produce 60-second and 30-second PSAs asking viewers to donate to the Red Cross, volunteer in rebuilding efforts and visit to help affected areas get back on their feet.

• **$853,000** donated media
• **29.1 million** impressions

![Celebrities involved in the campaign](image-url)
**Earned Efforts**

To support the PSA, Visit California leveraged media and influencer relationships to amplify the CA Love messaging and show the world that California is open for business.

- **3.8 million** influencer reach
- **20** media placements

**Owned Channels**

Visit California utilized all owned channels to promote The Power of Love PSA driving users to donate to the Red Cross donation page and encouraging travel to California to support recovery efforts.

- **272,700** total reach
- **25,000** page views

**Social Toolkit**

To maximize the reach of the campaign Visit California created easy to use social media toolkits allowing industry members and celebrities to amplify the #CALove campaign message.

Sample posts were shared along with links to downloadable graphics featuring the #CALove logo with an easy call to action to spread the word and encourage support of wildfire recovery efforts.
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.

- **590** Visit California investors engaged
- **40** events attended

### Visit California Committees

<table>
<thead>
<tr>
<th>NAME</th>
<th>MEETING DATES</th>
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<tbody>
<tr>
<td>Public Relations Committee</td>
<td>Oct. 11, 2018</td>
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<tr>
<td>Rural Working Group Committee</td>
<td>Oct. 16, 2018</td>
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<tr>
<td>Snow Committee</td>
<td>Oct. 29, 2018</td>
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<tr>
<td>International Committee</td>
<td>Jan. 16, 2019</td>
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<tr>
<td>Nominating Committee</td>
<td>Feb. 6, 2019</td>
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<td>Brand &amp; Content</td>
<td>Feb. 10, 2019</td>
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<td>Research Committee</td>
<td>Feb. 10, 2019</td>
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<td>International Committee</td>
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<td>Rural Committee</td>
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<td>Snow Committee</td>
<td>Feb. 10, 2019</td>
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<td>California Welcome Centers</td>
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<td>Public Relations Committee</td>
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<td>Editorial Task Force</td>
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<td>Executive Committee</td>
<td>Feb. 12, 2019</td>
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Total partners involved: **256**

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<tr>
<td>11</td>
<td>Yosemite Gateway Partners Community Forum Yosemite National Park</td>
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<tr>
<td>19</td>
<td>Sonoma Community Forum Santa Rosa</td>
</tr>
<tr>
<td>25</td>
<td>Visit SLO CAL Fall Symposium San Luis Obispo</td>
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<tr>
<td>25</td>
<td>SDTA Annual Sales and Marketing Conference San Diego</td>
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<table>
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<th>NOVEMBER</th>
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<tr>
<td>5</td>
<td>Siskiyou Economic Development Fall Board Meeting McCloud</td>
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<td>6</td>
<td>North Lake Tahoe First Tuesday Breakfast Club Tahoe City</td>
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<tr>
<td>14</td>
<td>San Francisco “Uncrushable” Screening San Francisco</td>
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<tr>
<td>27</td>
<td>IPW Host Committee Meeting Anaheim</td>
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<tr>
<td>28</td>
<td>Explore Butte County Board Meeting Chico</td>
</tr>
<tr>
<td>29</td>
<td>Conejo Valley Tourism Improvement District Board Thousand Oaks Retreat</td>
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<tr>
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<tbody>
<tr>
<td>3</td>
<td>California Lodging Industry Association: 2018 California Lodging Expo &amp; Conference Los Angeles</td>
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<tr>
<td>4</td>
<td>12th Annual California Hall of Fame Sacramento</td>
</tr>
<tr>
<td>5</td>
<td>Truckee Tourism Business Improvement Committee Meeting Truckee</td>
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<tr>
<td>31</td>
<td>CA Grown Certification Ceremony and Reception Pasadena</td>
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<tr>
<td>11</td>
<td>El Dorado County Tourism Summit El Dorado</td>
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<tr>
<td>22</td>
<td>Rancho Cordova Tourism Summit Rancho Cordova</td>
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<tr>
<td>25</td>
<td>Road Trips Press Conference New York City</td>
</tr>
<tr>
<td>28</td>
<td>The Americas Lodging Investment Summit Los Angeles</td>
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</table>
Industry Communications


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.

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
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<tr>
<td>34,600+</td>
<td>19,400 users</td>
<td>110,400+</td>
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<tr>
<td>(+29.2% YOY)</td>
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<td>(+18.7% YOY)</td>
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Newsroom

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<th>Users</th>
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<td>9,300</td>
<td>3,300 users</td>
<td>3,900</td>
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<tr>
<td>(+29.2% YOY)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Social Media

- **LinkedIn**: 7,050 followers (+381)
- **Twitter**: 7,310 followers (+45)
- **Facebook**: 1,330 followers (+38)

Visit California Communications Email

Average open rate: **31.2%**  
Average click rate: **6.3%**
Resources
Latest Research Reports

All research is available at industry.visitcalifornia.com/research

Global Research

California International Air Passenger Traffic Statistics:
Total international passenger traffic in California’s 10 busiest commercial airports.

International Visitation, Forecasts and Spending in California:
This report includes a summary of visitors and visitor spending for California and California’s share of the total U.S. market to include forecasts.

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

Profile breakouts of Visitation by 13 International Markets:
Visit California operates a global marketing program in 14 markets around the world, each with its own distinct characteristics that inform nuanced strategy and messaging.

ROI on Visit California Ad Effectiveness:
This reports the number of incremental trips to California generated by advertising, along with associated visitor spending and return on investment.

California Statistics

California Domestic Air Passenger Traffic Statistics:
Total domestic passenger traffic in California’s 10 busiest commercial airports.

Domestic Visitation and Spending in California:
Semiannual forecast domestic visitation and traveler spending in California with a five-year outlook for the state.

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

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

Domestic Short-Haul & Long-Haul Traveler Profile:
An overview of domestic travel to California for short-haul states (primarily western states) and long-haul states (non-western states).
# Upcoming Events

## February 2019

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tr>
<td></td>
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### February Events
- **13th**: Winter Board Meeting
- **10th**: Outlook Forum

## March

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### March Events
- **3rd**: Scandinavian Sales Days
- **2nd**: ITB Berlin

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### April Events
- **7th**: Asia Sales & Media Mission
- **14th**: Asia Sales & Media Mission
- **21st**: Middle East CEO Mission
- **28th**: Middle East CEO Mission
### Upcoming Events

**May**  CALIFORNIA TOURISM MONTH

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National Travel & Tourism Week

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Visit California Commission

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

**BOARD MEMBERS**

**GARY BUFFO**  
President  
Pure Luxury Transportation

**JIM BURBA**  
President  
Burba Hotel Network

**CHARLIE CAHILL**  
Senior Vice President of Franchises for North America  
Intercontinental Hotels Group

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

**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

**SUSAN IRWIN**  
Vice President  
Enterprise Rent-A-Car of Sacramento, LLC

**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.

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

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

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

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

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

**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

**KASSIE CHURCHILL**  
Director of Asia Marketing

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

**JENNIFER MONTEIRO**  
Director of Americas

**AIDA OSTÁ**  
Director of Travel Trade Marketing

**GWYNNE SPANN**  
Director of Consumer Content

**JENNIFER WALKER**  
Director of Brand Advertising

**STEPHANIE DEVRIES**  
Executive Manager and Commission Liaison

**TANNEE LAIRD**  
Visitor Information and Receptionist

**JORDAN KERR**  
Director of Finance/Controller

**ANGIE PAPPAS**  
Director of Public Relations

**AMBER RICH**  
Director of Engagement

**KELLI GERA**  
Director of Corporate Communications

**AMY CHAMBERS**  
Tourism Assessment Program Manager