



Media Events Background

Visit California’s domestic media event program has been a hallmark of the state DMO’s media relations platform for destination partners. Large media receptions in major media markets continue to “sell out” and the implementation of new boutique media events have proved extremely popular, with wait lists for each event and partners not being able to attend.

As Visit California’s domestic media event program continues to grow both in popularity and markets engaged, a more equitable registration method for destination partners to participate is required. **The goal of the new process, to both better support destination partners and tell the best California story appropriate for each media market, is outlined below.**

For questions, reach out to Visit California Public Relations Manager, [Kristen Bonilla](#) or at 916.319.5421.

New Registration Process Timeline

What	When
Notification of event registration	At least one month before registration
Registration opens	At least three months before event
Registration (DMO partners allowed to submit request to attend)	72 hour window
DMO partners notified of status (attending, wait list, etc.)	48 hours after request to attend window closes

**Partners placed on a waiting list will have a presence on the event media kit as well as www.media.visitcalifornia.com.*

Attendee Curation Criteria

Criteria	Description
Newsworthiness of story ideas	New products, special anniversaries, major developments, big ideas, etc.
Alignment with pillars (culinary, entertainment/culture, outdoor, luxury, family)	Similar to the above, but with focused messaging on one or more of the five pillars
Alignment with niche media	For example, the 2014 event in Boulder, CO was primarily focused on outdoor writers, so preference would have been given to attendees who have outdoor product
Brand alignment	Story ideas connect to a strategic direction for Visit California (i.e. luxury without pretense)
Regional representation	A distribution of northern/southern California, rural/gateway, large/small cities, etc. Associations that can represent multiple destinations are encouraged to register
Balance between DMO/CVB & businesses	Balance between DMO/CVB & tourism related business or attraction
Past attendance	Destinations that have never attended in the past may be considered for registration; past attendance is not a guarantee



More Information

1. Media Receptions in Large Markets (Los Angeles, New York, San Francisco):

- Visit California will curate confirmed partner attendees from this list, ensuring regional representation from across the state and destination partners with the strongest story ideas in attendance.

2. Media Events in Smaller Domestic Markets:

- Prior to opening registration, Visit California will advise the event's theme (i.e. outdoor adventure) or Experience California Boot Camp market (i.e. Midwest US) to destination partners at least six months prior to the event's implementation.
- Visit California will curate confirmed partner attendees from this list taking into account the event's theme aligning with an experience pillar, representation of region's across California as well as potential story ideas submitted to be shared with editorial attendees.

3. For International Media Events/Missions:

- At this time, capacity is not an issue with Visit California's international media missions, however, these same criteria can be applied in global markets if event registration becomes saturated.