



The California STAR global B2B training and sales enablement program is back to **FULL STRENGTH** for 2023... **13 Global Markets!** The international Visit California teams are very active and finding a considerable pent-up demand for California experiences. Now is the perfect time to get involved!

Partner Opportunities

Now is the ideal time to join STAR as Advisors globally see bookings return and exceed pre-pandemic levels.

Please [contact us](#) for more information on these opportunities.

Market Reach:

- United States
- Canada
- Mexico
- UK
- France
- Germany
- Scandinavia
- Italy
- Australia
- India
- Japan
- South Korea
- China



Now with **30,000 registered STAR Advisors** around the world looking to share you with their clients.

PARTICIPATION LEVELS

Option 1: Mobile Advertising Showcase

\$2,400 Annually

A unique B2C rich media unit that advisors can easily share with their individual clients to drive interest, showcase YOU and close bookings.



Option 2:

Micro Learning Module & Showcase Bundle

\$19,900 Year 1 | \$13,600 Annual Renewal

As Advisors complete the STAR Training, they will unlock these additional mini-training modules from partners. As a participating partner, we will produce a micro learning module specific to your destination or company.



Option 3:

Multi Chapter Full Stack Program

Starts at \$35,000

Imagine everything in the STAR program was built for you: the design, Training, Promote, Sell, and Directory sections. You will have your own dedicated training program and sales companion PLUS a mini-training module in the Visit California Sales Companion.



Micro Learnings also stand alone within TheSOURCE super app

For more information on joining the California STAR program, go to visitcaliforniapartner.com.

