



How to Submit Content and Story Ideas to Visit California



Visit California collects story ideas through the Content Submission Tool on [industry.VisitCalifornia.com](https://industry.visitcalifornia.com)

There are three types of FREE story ideas that can be submitted to Visit California: Business Listings, Consumer Content and Public Relations Content

You will be prompted to create a free log-in the first time you visit the site. Additional information on the free content submission opportunities are outlined below.

1. Business Listings

All tourism businesses have the opportunity to be listed on VisitCalifornia.com's online directory. Add or update your business listing to ensure visitors can find your business!

Tips for Success:

- Business listings are found through keyword searches on the site, so be sure to include names and phrases that help identify your business.
- Business listings are free, so be sure to create a listing for each of your California businesses.

2. Consumer Content Ideas

Submit any general, consumer-facing story ideas for consideration in Visit California consumer channels, including but not limited to, VisitCalifornia.com, the California Now blog and podcast, and Visit California social channels. Submissions are reviewed by the cross-agency Editorial Board on a weekly basis. An email will be sent once approved or denied, and a member of the team will reach out with any questions.

Tips for Success:

- Include links and related theme categories (i.e. culinary, luxury, family, outdoor, hidden gems etc.) or season categories (i.e. spring summer fall or winter).
- Think beyond your company when pitching story ideas. Is there a regional or state-wide story angle that would resonate with potential California visitors?
- Timely and topical ideas are best! Emerging travel trends, top-secret travel tips or lesser-known travel ideas are popular stories to consider.

3. Public Relations Content

Submissions from partners around the state can be included in story ideas, press releases, media pitches and more. The PR team sends out monthly emails with submission opportunities for story ideas, following the topics scheduled on our PR Editorial Calendar found [here](#). The PR team also sends out a quarterly call for What's New in California content.

Tips for Success:

- Include photos or video related specifically to content idea, and any related theme categories (i.e. culinary, luxury, family, outdoor, hidden gems etc.) or season categories (i.e. spring, summer fall or winter).
- PR submissions should typically be in response to a "Call for Content" from the PR team. Sign up to receive notifications [here](#). The PR team also sits on the Editorial Board to review consumer content ideas for newsworthiness and shares PR content with the larger team.
- Only the most newsworthy and relevant submissions will be used, so please make sure your submission closely aligns with the lead.

GET STARTED

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For additional guidance please contact communications@visitcalifornia.com