

APRIL 2021

Insights

visit
California

MARKETING

California Tourism Receives \$24M Spring Marketing Push

Visit California's multi-channel marketing campaigns are now live in U.S. and in-state markets to coincide with peak trip-planning season. Learn how the major campaign activations synergize to make California a top destination for travelers — and how your organization can benefit from discounted and free co-op and cobranding opportunities.

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OUTLOOK FORUM PLUS

Around the Globe: Mexico Spotlight

Join tomorrow at 8 a.m. PT for the latest market intelligence and travel trends on California's next door neighbor.

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TRAVEL MATTERS

May is Tourism Month

May is California Tourism Month, which kicks off with U.S. Travel's National Travel and Tourism Week. Check out U.S. Travel's national resources and stay tuned for ways to engage with Visit California throughout the month.

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RESEARCH

Updated COVID-19 Research Dashboard

Starting April, the dashboard shifts to a monthly release schedule and adds a new curated insights section on consumer sentiment and trends.

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PARTNER OPPORTUNITIES

\$3500 Restaurant Grants Available

California Restaurant Association Foundation is offering grants to small restaurants in select counties. Check your eligibility and apply by April 18.

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Industry News

[Starting April 15, California will allow indoor concerts, theater performances and other private gatherings](#)

[Convention centers, businesses hail summer reopening date](#)

[California lifts 120-mile travel advisory but still wants you to stay home \(view full CDPH travel advisory\)](#)

['Upsizing' Could Become a Major New Travel Trend](#)

Research

***New* Domestic Visitor Profiles:** The profiles give visitor origins by region using UberMedia geolocation data. View the Q4 report.

California Travel-Related Spend & Visitation Forecast: Forecast of visitation and traveler spending in California with a five-year outlook for the state.

Monthly Lodging Report: February update and year-to-date changes including state and regional hotel occupancy, average daily rate and revenue per available room.

***New Format* COVID-19 Research Dashboard:** Get the latest data on caseloads, consumer sentiment and economic impact.

Trending Consumer Content

[April Update: California Openings And Events](#)

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[13 Trip-Worthy California Golf Courses](#)

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[Where To See California Wildflowers This Spring](#)

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