

DECEMBER 2020

Insights



OUTLOOK FORUM

Register Your Team for Free

The virtual conference is a great opportunity for staff and developing leaders to learn from top travel and tourism experts and make valuable professional connections. The conference and Winter Visit California Board Meeting run **Feb. 17-19, 2021**.

[REGISTER](#)



TRAVEL TRADE

50% Off CA STAR Co-Op Advertising

[More than 1,200 domestic agents](#) are learning about California tourism on the platform right now.

[LIMITED TIME DISCOUNT >>](#)



CRISIS RESPONSE

Updated COVID-19 Resource Hub

The hub has been redesigned to make it easier to locate regularly updated research and industry crisis resources.

[VISIT THE HUB >>](#)



INDUSTRY PARTNERS

Destination Third Thursdays Is Back with Upstate CA!

Laurie Baker of UpstateCA shared what's new in Shasta Cascade with the Visit California Team.

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CO-OP

2021 Visitor's Guide Ad Deadline Jan. 4

The guide will be mailed to 250,000 highly qualified subscribers of popular travel and lifestyle magazines.

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Industry News

[COVID vaccine live updates: California to get 400K more doses ...](#)

[Five Ways The Travel Industry Will Win Back Tourists In 2021](#)

[Considering traveling for the holidays? You're not alone in contemplating tough choices](#)

[American easing the way for preflight, at-home Covid tests](#)

Research

[Weekly COVID-19 Research Dashboard:](#) Consumers continue to feel that COVID-19 will worsen in the next month. However, approximately half of consumers remain "ready to travel." Download the weekly report for a complete picture near- and long-term trends.

[Updated Weekly Lodging Report:](#) Current week and 28-day totals for key lodging statistics.

Trending Consumer Content

[\[CA Now Podcast\] Exploring Gold Country](#)

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[The Ultimate Made-In-California Gift Guide](#)

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[12 Drive-Thru Holiday Experiences In California](#)

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