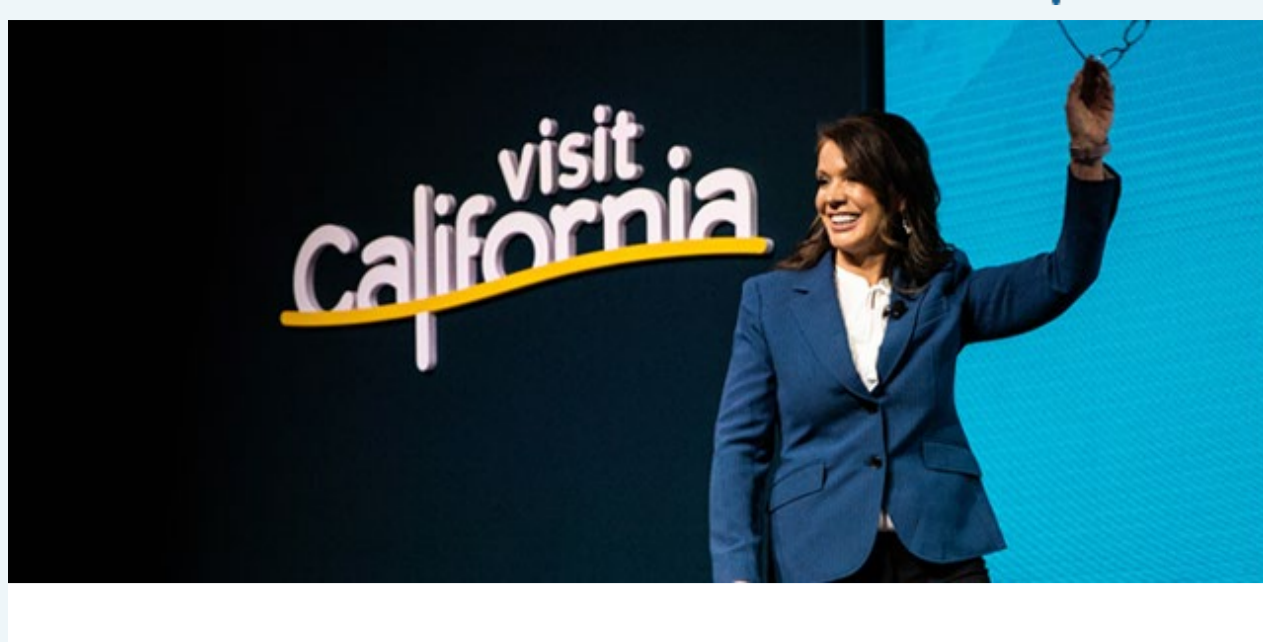


MARCH 2020

Insights



FROM THE CEO

Dream and Deliver

CEO Caroline Beteta delivers updates on the industry's global outlook and Visit California's just-released draft marketing strategic framework and destination stewardship frameworks.

[READ MORE](#)



CRISIS RESPONSE

Coronavirus Update

Get regularly updated travel and tourism resources.

[READ MORE >>](#)

Tell us how the outbreak is affecting your organization and community.

[TAKE A BRIEF SURVEY >>](#)

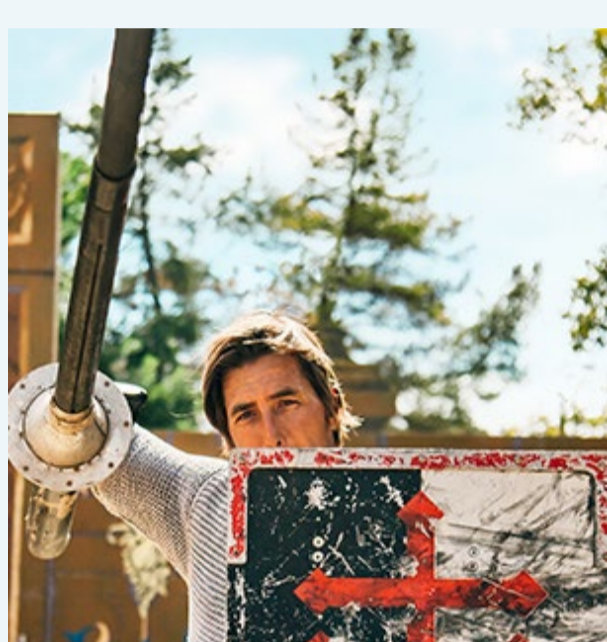


ROAD TRIP REPUBLIC

Road Trips Go Global

See the new ads and learn how you can "Ride With Us."

[READ MORE >>](#)



DREAM365TV

New Wildest Dreams: JOUST!

Jonny Moseley's latest death-defying adventure runs March 2 - mid-May in the U.K., Australia, Canada and U.S.

[READ MORE >>](#)



SUSTAINABILITY

New Sustainability Awards Program

Yosemite Gateways and Yosemite National Park were recognized with the inaugural award.

[READ MORE >>](#)

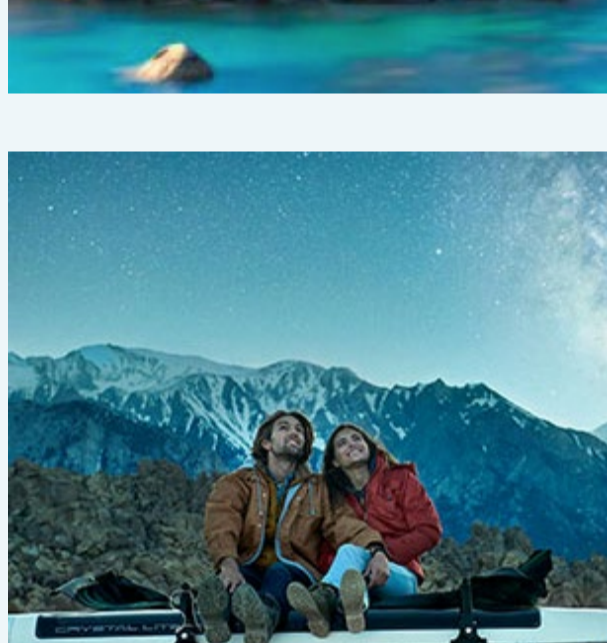


SUSTAINABILITY

Destination Stewardship Plan

Check out the initial draft of Destination Stewardship and Sustainable Travel, a plan to guide the industry to a vibrant future.

[READ MORE >>](#)



BRAND

Marketing Strategic Framework FY20-22

The newly released two-year blueprint to serve as the foundation of the FY20-22 marketing program of work.

[READ MORE >>](#)



RESEARCH PARTNER

UberMedia Geolocation Webinar

Sign up today for an upcoming session to learn how to leverage geolocation data and receive industry discounts.

[READ MORE >>](#)

[DISCOVER ALL ARTICLES](#)

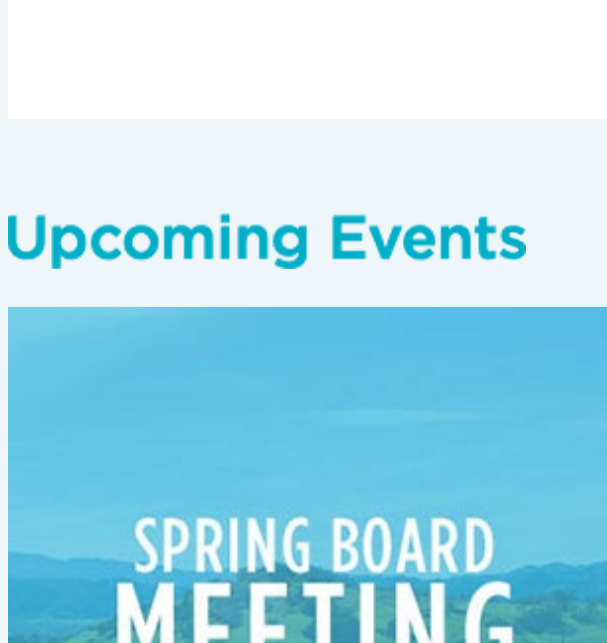
Industry News

- [Grand Princess cruise ship at center of coronavirus fight amid concerns about spread](#)
- [February ranked among the driest on record across California. Forecasters hopeful for a 'miracle March'](#)
- [Sacramento to host first Ironman triathlon. 'We expect it to be a rapid sell-out'](#)
- [California Adventure District aims to take advantage of Northstate's natural resources](#)

Research

- California Airport Passenger Traffic:** Increased by 1.9% year to date in December 2019
- Lodging Report:** Statewide hotel occupancy averaged 66.2% in January 2020
- Overseas and Mexico (Air) Arrivals at California Ports of Entry:** Up 2.2% year to date in January 2020, with 484,128 arrivals

Upcoming Events



FEATURED EVENT

Spring Board Meeting 2020

Napa
May 19

[EVENT DETAILS >>](#)

- Mexico Sales & Media Mission**
Mexico (multiple itineraries) | April 20-24 | [EVENT DETAILS >>](#)
- Los Angeles Media Reception**
Los Angeles | April 28 | [EVENT DETAILS >>](#)
- ATM Dubai**
Dubai, UAE | June 28 - July 1 | [EVENT DETAILS >>](#)

[EXPLORE ALL EVENTS](#)