

AUGUST 2019

Insights

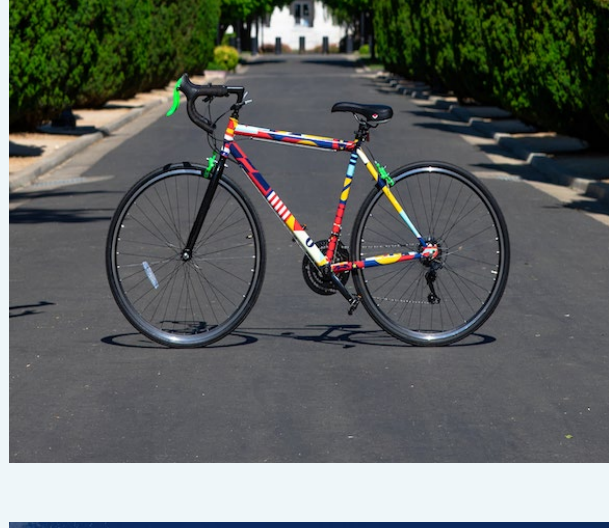


MEDIA CAMPAIGN

New Six Second Commercials Have Huge Impact

This year, Visit California went in a new and exciting direction by producing six-second cutdown videos for two new TV spots, "Spoiled" and "Parents Love It!"

[CHECK IT OUT](#)



2019 AMGEN TOUR OF CALIFORNIA

Amgen Tour Sponsorship Success

Visit California incorporated this event across paid, owned and earned channels. [READ MORE »](#)

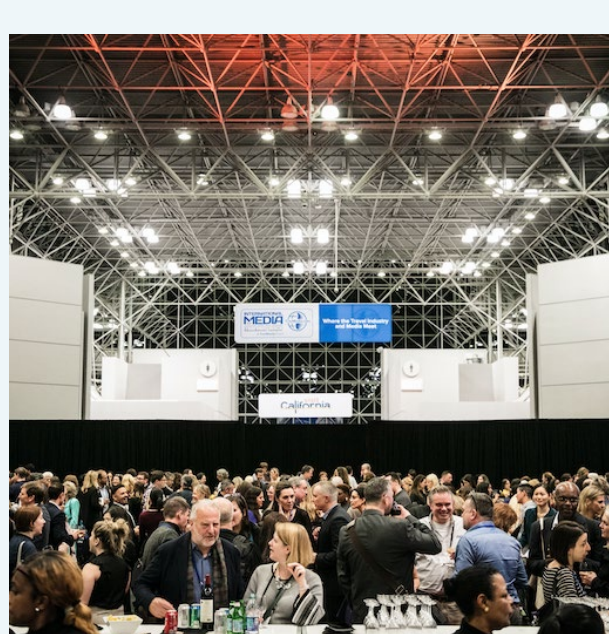


SURF'S UP

California Surfing Day

Please join Visit California in celebrating the Golden State's famed surf culture on September 20, and help spread awareness with our media toolkit.

[READ MORE »](#)



MARK YOUR CALENDAR

Register for the Atlanta Media Boot Camp

Visit California is excited to announce that registration for an anticipated Atlanta media event is now open. [READ MORE »](#)



NETWORKING OPPORTUNITY

Exchange insights at the Virtuoso California Caucus

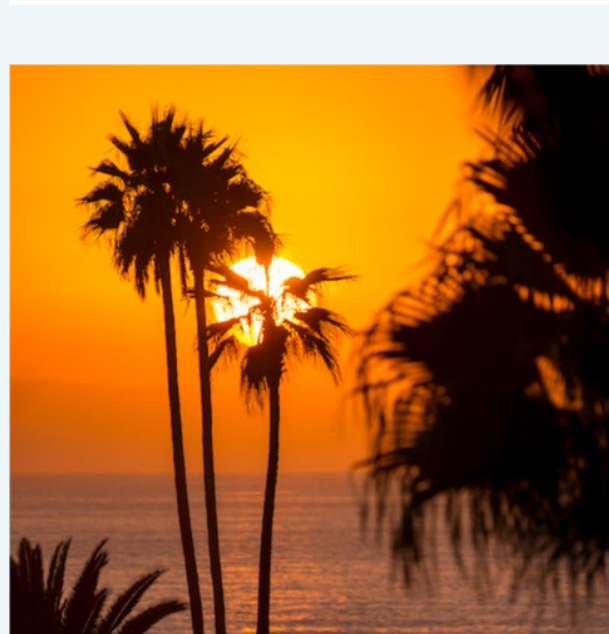
Experience "The Golden State of Luxury" program and hear what's new in California's travel and tourism industry. [READ MORE »](#)



MOBILE CONTENT

Visit California and partners produce new video spotlights

Visit California along with [Brand USA](#) and [Beautiful Destinations](#) go behind-the-scenes of the Amgen Tour of California. [READ MORE »](#)



STAY SAFE

Utilize tips to prepare for power outages

With utilities more likely to switch off power during fire season, Visit California has prepared general guidance for stakeholders.

[READ MORE »](#)



TOURISM POTENTIAL

Move over, millennials: Gen Z travelers on the rise

See how you can take advantage of a rapidly growing new market.

[READ MORE »](#)

[DISCOVER ALL ARTICLES](#)

Top Headlines

NEWSWORTHY

Must Reads

[From marketing to managing - the evolving role of Destination Marketing](#)

[Tourism: Opportunities and Challenges](#)

[California migration: the Story of 40 million](#)

[Off the Menu: Restaurant weeks remain popular](#)

[Six Trends that are Transforming Tourism](#)

Research & Trends

NOTEWORTHY

New in Research

Don't miss the new Lodging Report: Statewide hotel occupancy was up 80.6% in June

Overseas and Mexico (Air) Arrivals at California Ports of Entry: 674,802 arrivals in June alone

California Airport Passenger Traffic: Increased by 1.8% in May for the state's top 10 airports

Upcoming Events



FEATURED EVENT

Canada Sales & Media Mission

Toronto & Calgary
Sept. 23 – Sept. 26

[REGISTER »](#)

IFTM Top Resa 2019 & Sales Day

Paris, France | Sept. 30 – Oct. 4 | [REGISTER »](#)

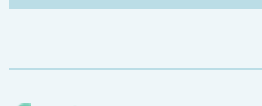
Fall Board Meeting 2019

Santa Barbara | Oct. 11 | [REGISTER »](#)

2020 Outlook Forum & Poppy Awards

San Diego | Feb. 10 – Feb. 11 | [REGISTER »](#)

[EXPLORE ALL EVENTS](#)



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