



**‘MEET WHAT’S POSSIBLE’
Professional Meetings & Events Campaign
Talking Points**

CALIFORNIA OVERVIEW

- California is a magnet for dreamers and their dreams. The heart of the California brand is the promise of dreaming big and being welcomed into a California lifestyle that celebrates abundance and diversity.
- California welcomes the promise of possibility, of living life to the fullest and exploring what’s next. The California attitude is free-spirited and fun-loving, and the vibe is an open invitation to all.
- In response to what the world has experienced over the past 18 months, there is a genuine and authentic need to live in the now and embrace the “power of possibility.”
- California is fully open for business and eager to welcome back visitors - and conference delegates - from around the world.

WHERE ‘ALL DREAMS WELCOME’ MEETS WHAT’S POSSIBLE

- The same experiences that make California the long-standing No. 1 tourism destination in the U.S., also makes it the top state for meetings:
 - Culinary offerings
 - Theme parks
 - Natural beauty
 - Arts & Culture
- California’s abundance of tourism experiences and attractions also help meeting planners bolster registration numbers, with delegates eager to experience California’s:
 - Outdoor lifestyle
 - Inclusivity & Diversity
 - Technology & innovation
 - Sustainability
- For the first time in the organization’s history, Visit California has committed \$4.5 million to introduce a platform focused solely on professional meetings and events.

- California offers a variety of meetings-friendly destinations across its 12 distinct regions featuring an abundance of natural beauty, including beaches, mountains, deserts, small towns and world-famous cities.
- The state's amazing selection of unique event venues includes theme parks, museums and stunning outdoor venues, giving meeting planners unparalleled ability to create memorable experiences.

MEETINGS SUPERLATIVES

- California has more convention centers than any other state offering an incredible diversity of meeting options.
- California boasts over 10 million square feet of convention space.
- California is home to seven of the Cvent's Top 50 meeting destinations in the United States.
- California's 6,445 hotels feature over 550,000 square feet of convention space.
- Famous California weather provides year-round outdoor venue options.

TRANSPORTATION

- With 27 commercial airports, California has more direct commercial flights than any other state.
- With over 2,000 direct flights arriving every day, California makes for it easy for delegates to get to their meetings.
- Despite the pandemic, there's new airlift to many of California's secondary and tertiary cities, making it even more convenient to reach every corner of the state.

GREEN MEETINGS AND RESPONSIBLE TRAVEL

- Destination stewardship and sustainable travel have long been, and remain, key priorities for Visit California.
- Living up to its commitment, the state leads the way in green, sustainable meetings.
- Visit California inspires safe and responsible tourism across the state with our **Responsible Travel Code**.
- The California Responsible Travel Code asks visitors and delegates to travel with **RESPECT** and serves as a quick resource for travelers on how to stay safe and be respectful of others and the environment when visiting the state.