



Power of the Press

Global Earned Media Strategy: Amplifying 'Dream Big'

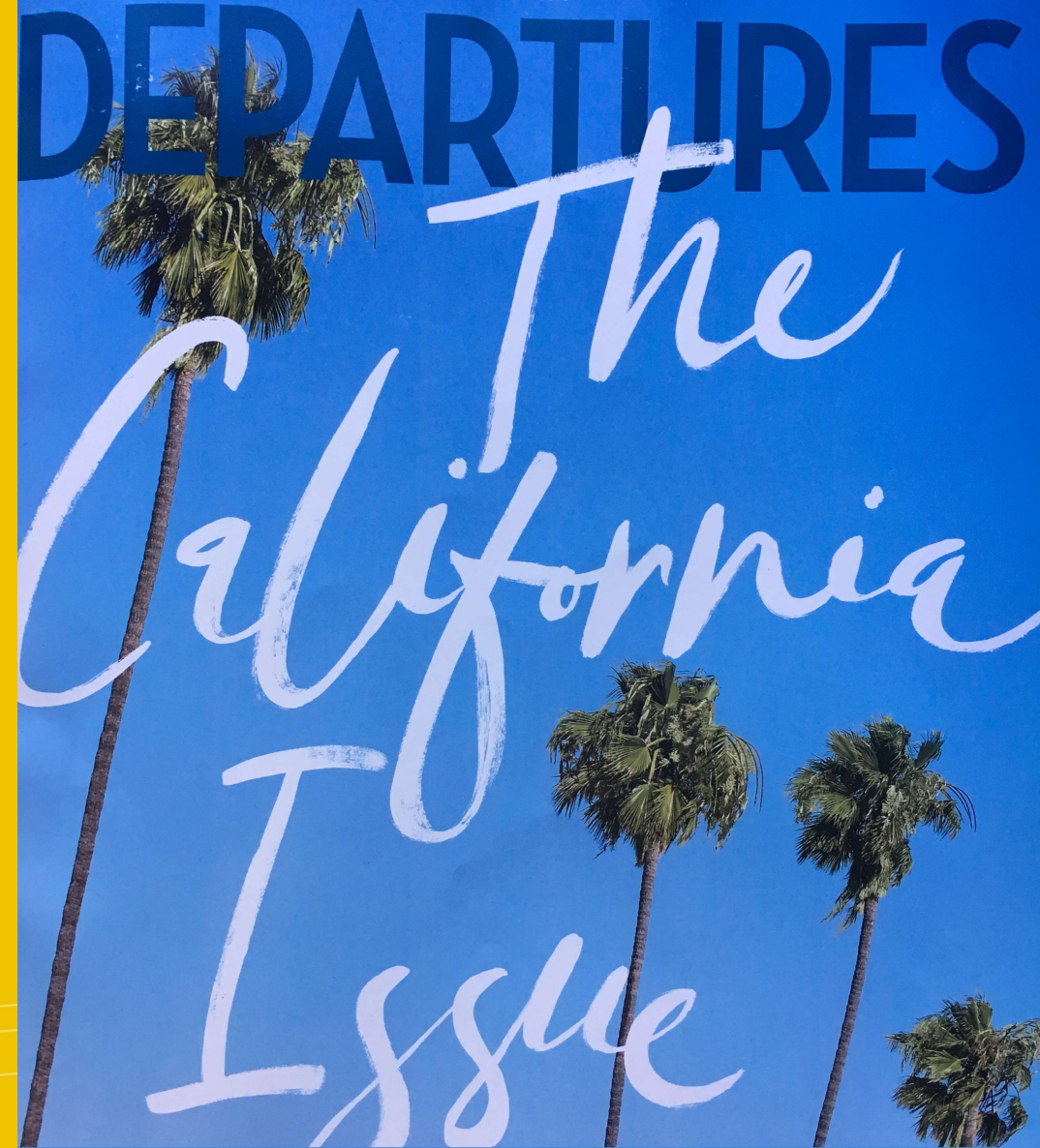
1. Identify and Target Influential Media to Amplify the California Brand
2. Create a Global Foundation for Consumer Outreach
3. Leverage Opportunistic Developments for Earned-media-led Integrated Responses
4. Build Industry Platforms to Share a Unified California Story



Case Studies

Departures California issue

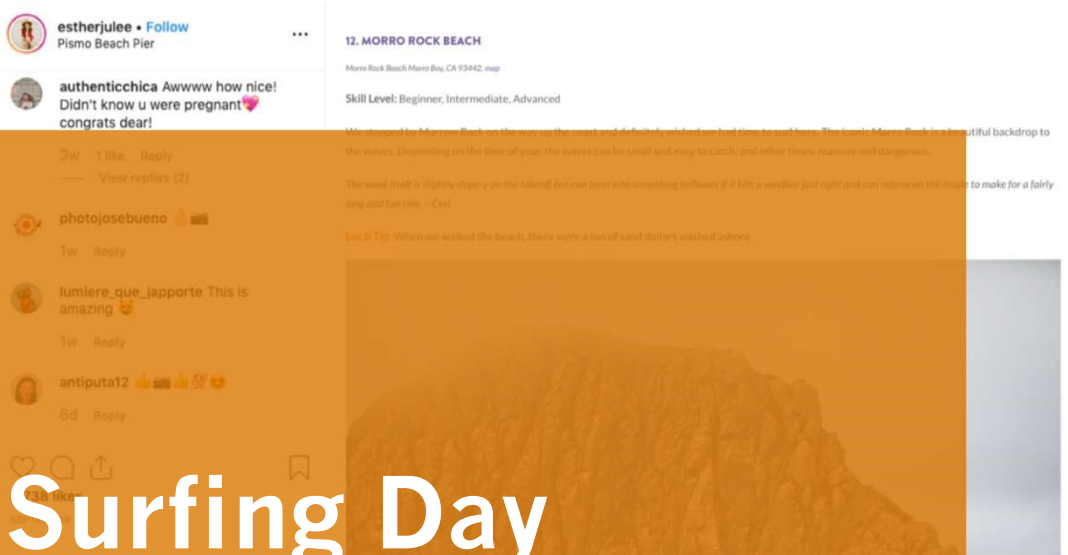
- 27 Destinations Featured
 - Booker Vineyards
 - Alta Colina
 - Allegretto Vineyards
 - Saxum Vineyards







California Surfing Day Media Trip



Where to Eat:

- TASTE! Craft Eatery – fun menu giving you plenty of options to create your perfect meal.
- Copper Cafe at Madonna Inn – very instagrammable restaurant with delicious pink champagne cake.
- Mason Bar & Kitchen – try their lobster corn dogs.
- Brown Butter Cookie Company – north of SLO in Cayucos, known for their brown butter cookies. Our favorite was the honey one!

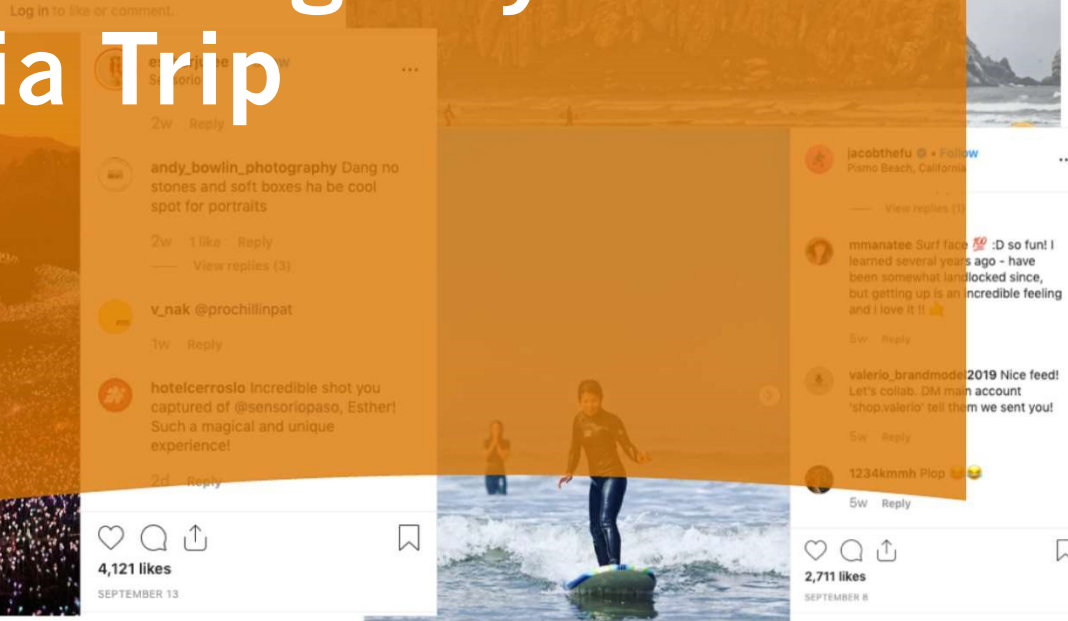


Photo of us by Jeff Thompson

50 Life-Changing Adventures: Influencer Campaign



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Los Angeles, California

Always take the scenic route 🌞
 #sponsored 🚗 Road trips have always been one of our favorite ways to travel. There is something so romantic 💕 and freeing about the open road opportunity; it's just you, me, the back roads, and endless adventures under the California sun 🌞
 🚗 We've road tripped around the world, but there is no place that compares to our home of California 🌈
 🌈 Whenever anyone asks for the best vacation in the US, we always say, "Highway 1 in California!" Our friends at @visitcalifornia have put together a guide of 50 Amazing California Road Trips, which is basically our gospel for summer

3,112 likes
JULY 15





Integrated Influencer Strategy

Influencer Strategy

1. Reach
2. Rise
3. Relevance
4. Resonance
5. Risk
6. Relationship





How media purists see influencers



How influencers see themselves



A group of people, mostly women, are standing on a wooden deck. They are wearing blue jackets and some are raising their hands in the air. The scene is overlaid with a semi-transparent teal rectangle. The text "Influencer Advisory Board" is written in white, bold, sans-serif font across the center of the teal area. The background shows a body of water and a hazy sky.

Influencer Advisory Board

Media Vetting





Looking Ahead



Thank you

Global Programs Driving Intent to Visit



Challenges Ahead



MOU37 A

Microsoft Office User, 10/15/2019

We're Stronger Together



San Luis Obispo Board Leadership





New Platforms

KHO
KH10



CALIFORNIA
TASTE BLAZERS

Slide 53

KH9 Kristine can you reference the Michelin guide to pull the numbers in? This will also include starred restaurants (SB didn't have any)

Kristin Hansel, 10/10/2019

KH10 Pull the restaurants into the for reference area

Kristin Hansel, 10/10/2019



ROAD TRIP REPUBLIC™





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50 Amazing Road Trips

- 50 Unique Itineraries
- 15,000 Miles Covered





Destination Stewardship and Responsible Travel

SURVEY:

Industry.VisitCalifornia.com/Stewardship



Renewal Task Force

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John Porter

Travis Scott

Jay Burress

Tony Bruno

Ed Fuller

Johnathan Whitehead

Paul Sanford

Jordan Meisner

Kevin Carroll

Mariann Costello

Bertin Salas

Linsey Gallagher

Barbara Steinfeld

Karolyn Kirchgesler

Mike Gallagher

Ted Burke

Maggie Ivy

Karl Rice





Road Trip Bookazine

- **15,000** miles covered
- **50** unique itineraries