



visit
California

NATIONAL
TRAVEL &
TOURISM
WEEK MAY 1-7, 2016

Travel Matters to California

San Luis Obispo County
Tourism Exchange
May 6, 2016

A woman with long, wavy brown hair is smiling and standing in front of a dark grey brick wall. She is wearing a light beige, single-breasted blazer with three buttons and a peplum-style hem, over dark navy blue trousers. Her white shirt cuffs are visible at her wrists. The text 'Caroline Beteta' is overlaid in large white font on the right side of the image.

Caroline Beteta

President & CEO
Visit California

**Our mission:
Create desire for the
California experience**



Tourism ecosystem



Rental Cars
Shopping
Restaurants
Attractions

Selling California globally

DOMESTIC MEDIA

\$31M

INTERNATIONAL
INVESTMENT

\$34.4M

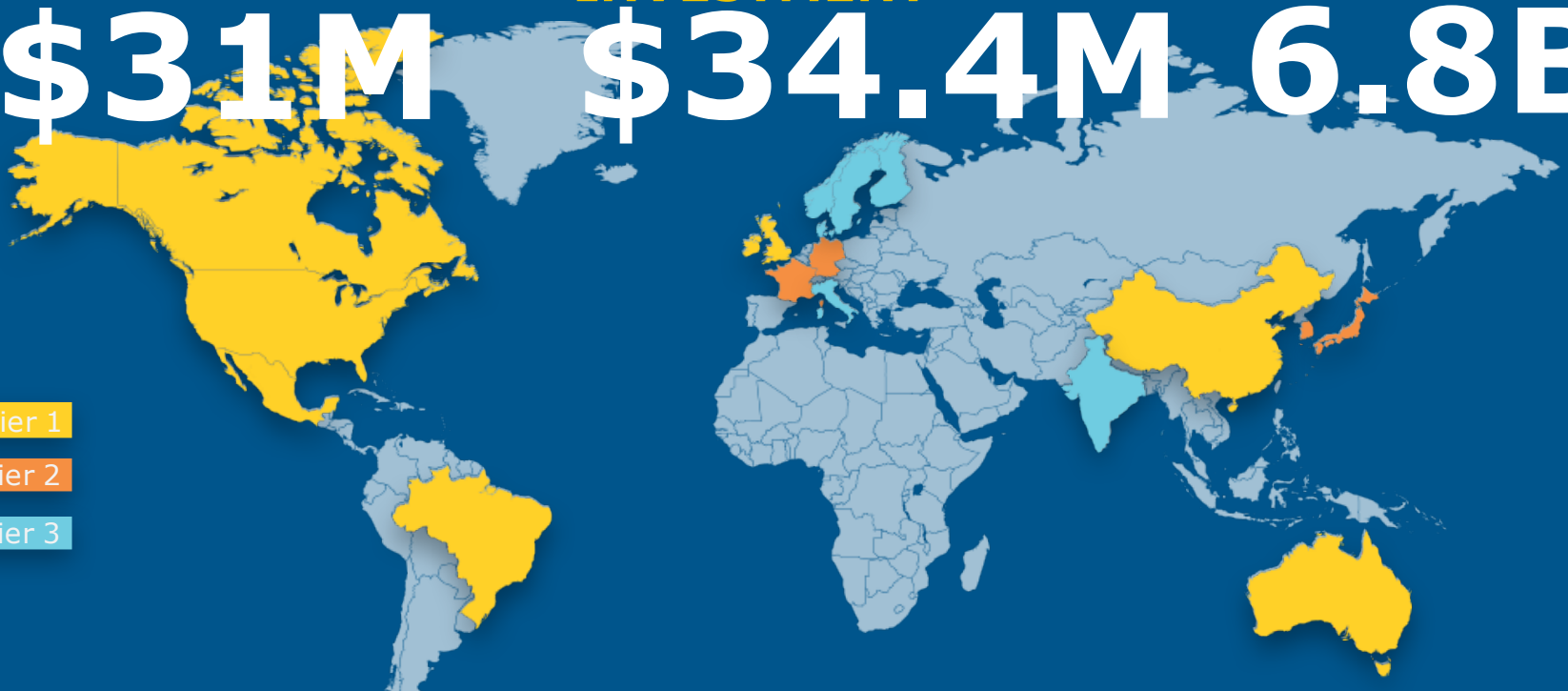
GLOBAL
IMPRESSIONS

6.8B

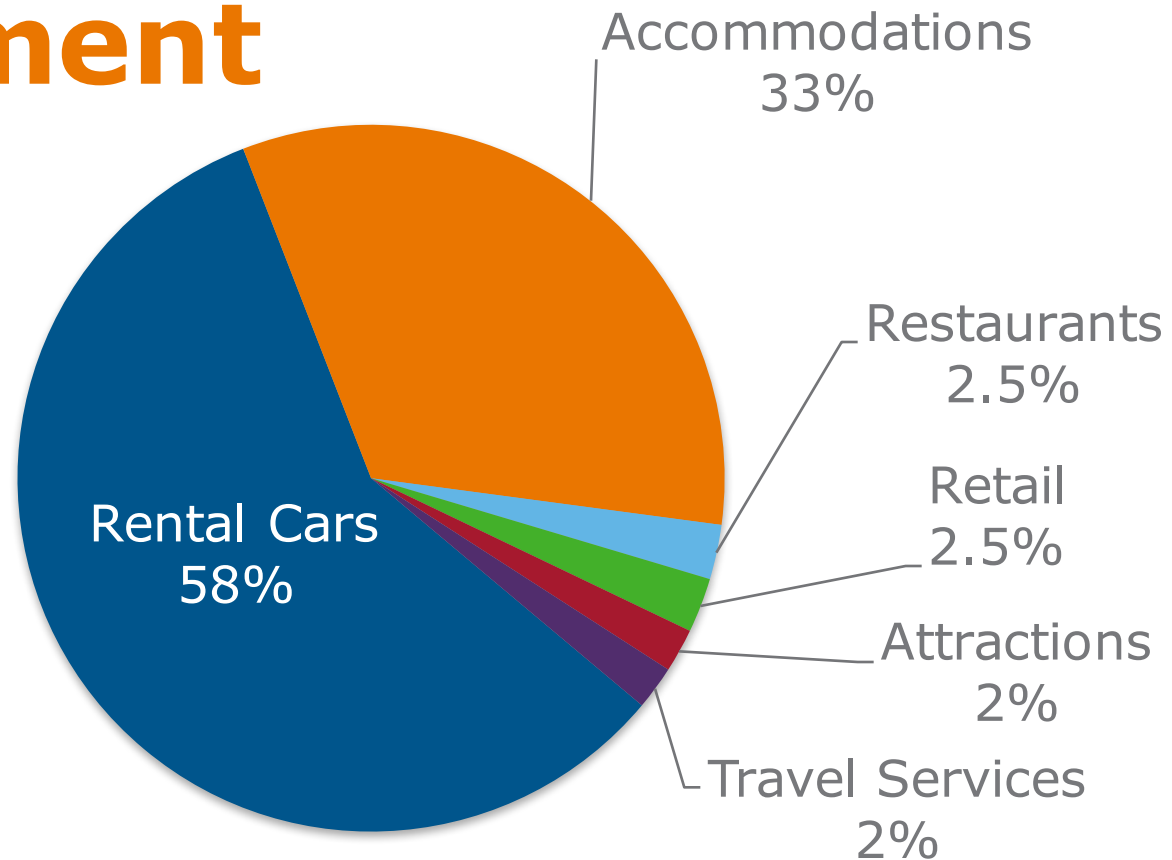
Tier 1

Tier 2

Tier 3



California's tourism investment



Source: Visit California

Board leadership



FAT FAMILY
RESTAURANT GROUP

avis budget group



CASA de FRUTA

CityPASS

Disneyland
RESORT
IN CALIFORNIA



Martin Resorts

A collection of premier hotels on California's Central Coast



HILTON
WORLDWIDE

HYATT



Montage

HOTELS & RESORTS



PEBBLE BEACH
COMPANY

Mammoth

Marriott

PURE LUXURY
TRANSPORTATION
Committed to Perfection

RH
RIDGEMONT
HOSPITALITY

RODNEY STRONG
VINEYARDS

SAN DIEGO ZOO

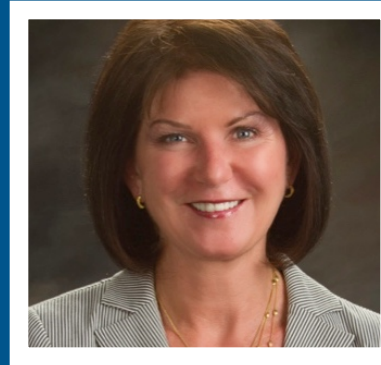


starwood
Hotels and
Resorts

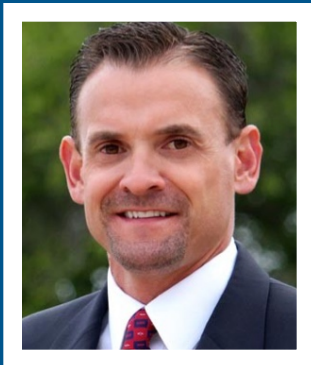


Wolfgang Puck
catering

San Luis Obispo Leadership




Noreen Martin
Vice Chair
of Operations,
Visit California
CEO, Martin Resorts



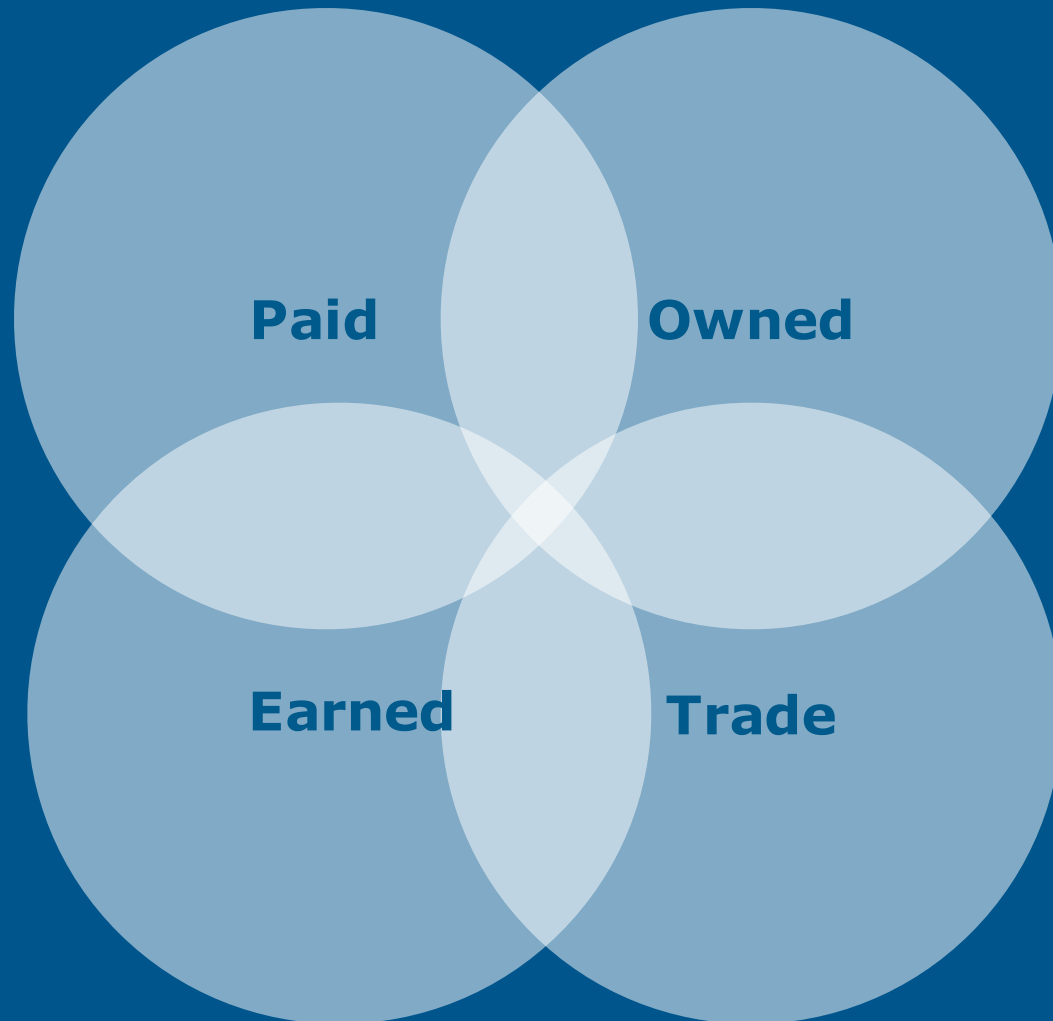
**Chuck
Davison**
President
& CEO
Visit SLO

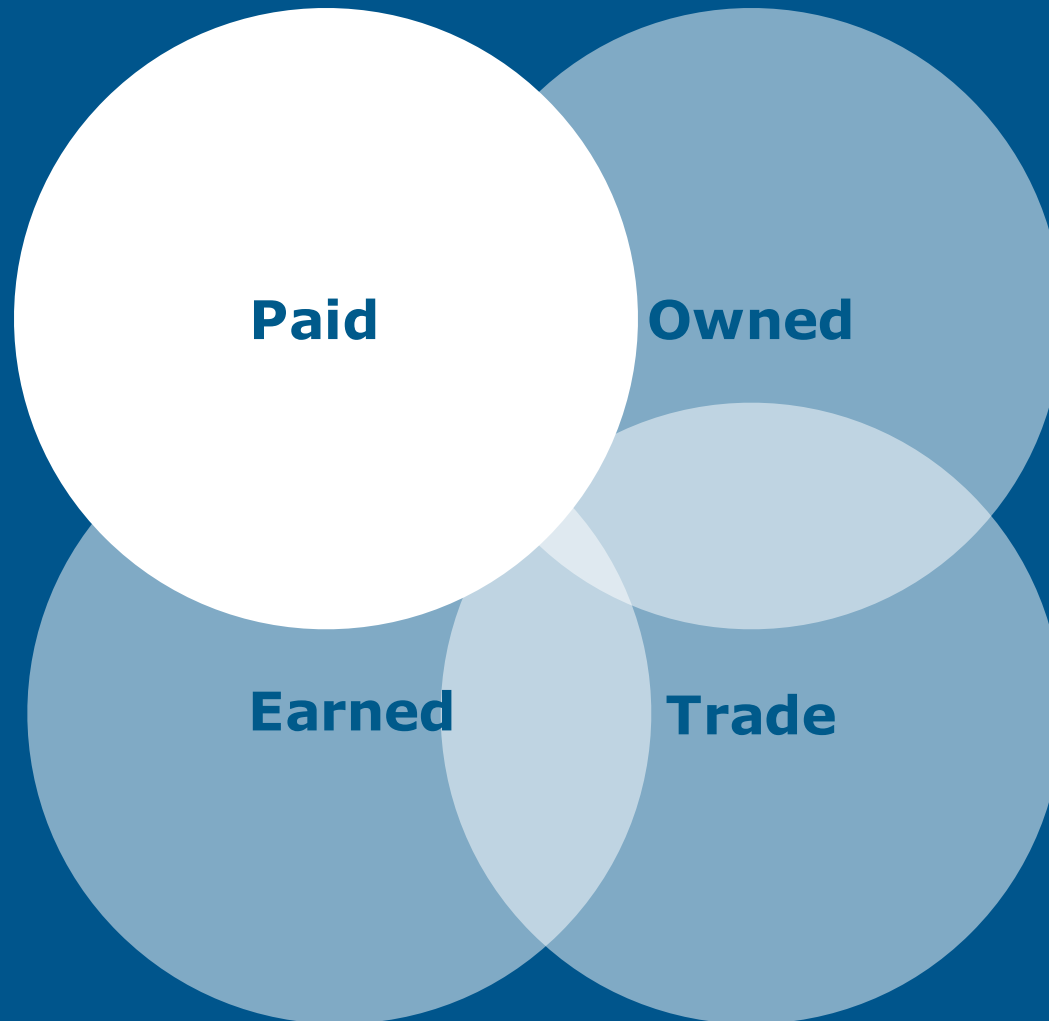


**Bill
Hendricks**
Professor
Cal Poly SLO



California is the land of
boundless opportunity.
A place where you don't just
dream, you ***dream big.***





Strategic Framework

Target Audiences

Global Brand Target

Adults 18+, Top 33% HHI, Travel Passion

Family Opportunity Target

Kids in HH

Super Affluent Opportunity Target

\$250K HHI

California Experiences

Outdoor, Culinary, Entertainment, Culture, Luxury

'Average Joes'

California
dream
big



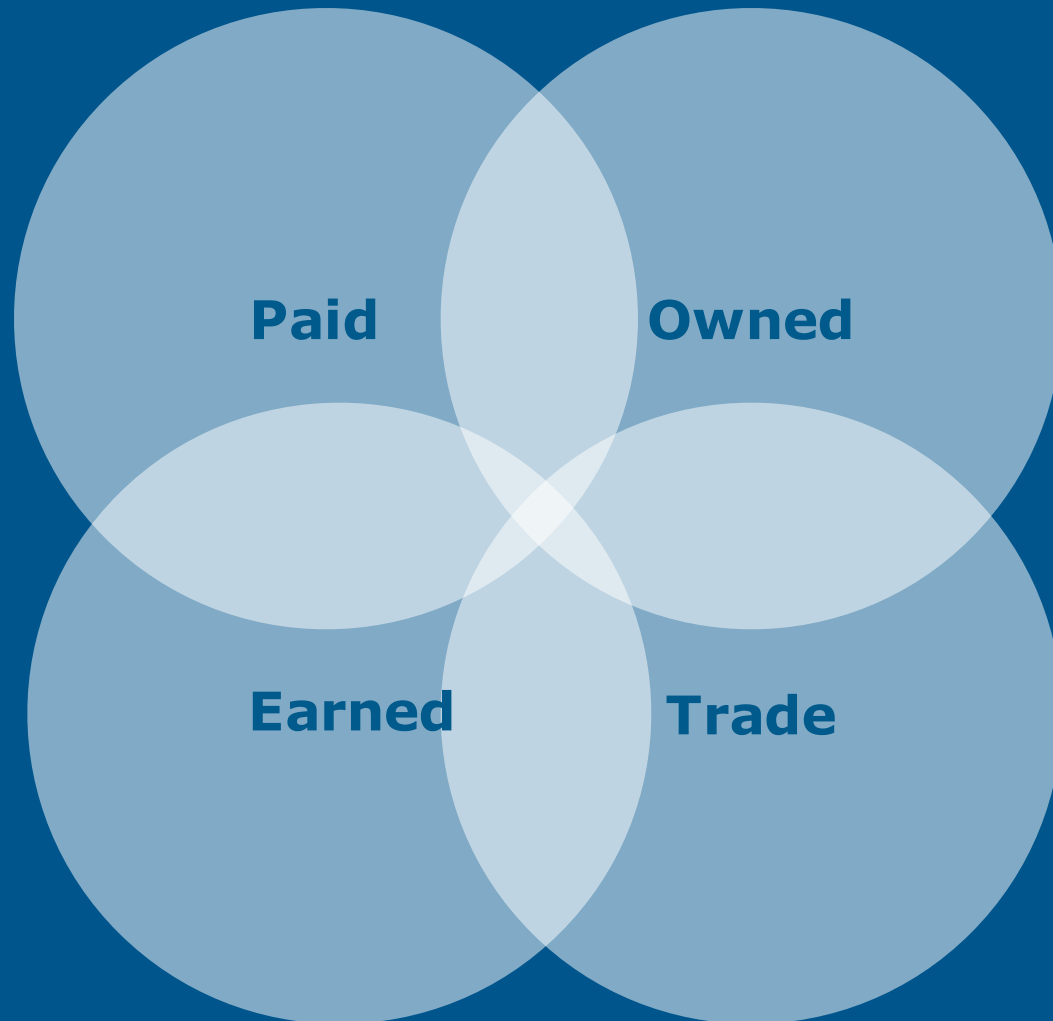
'Dreamers' Mexico

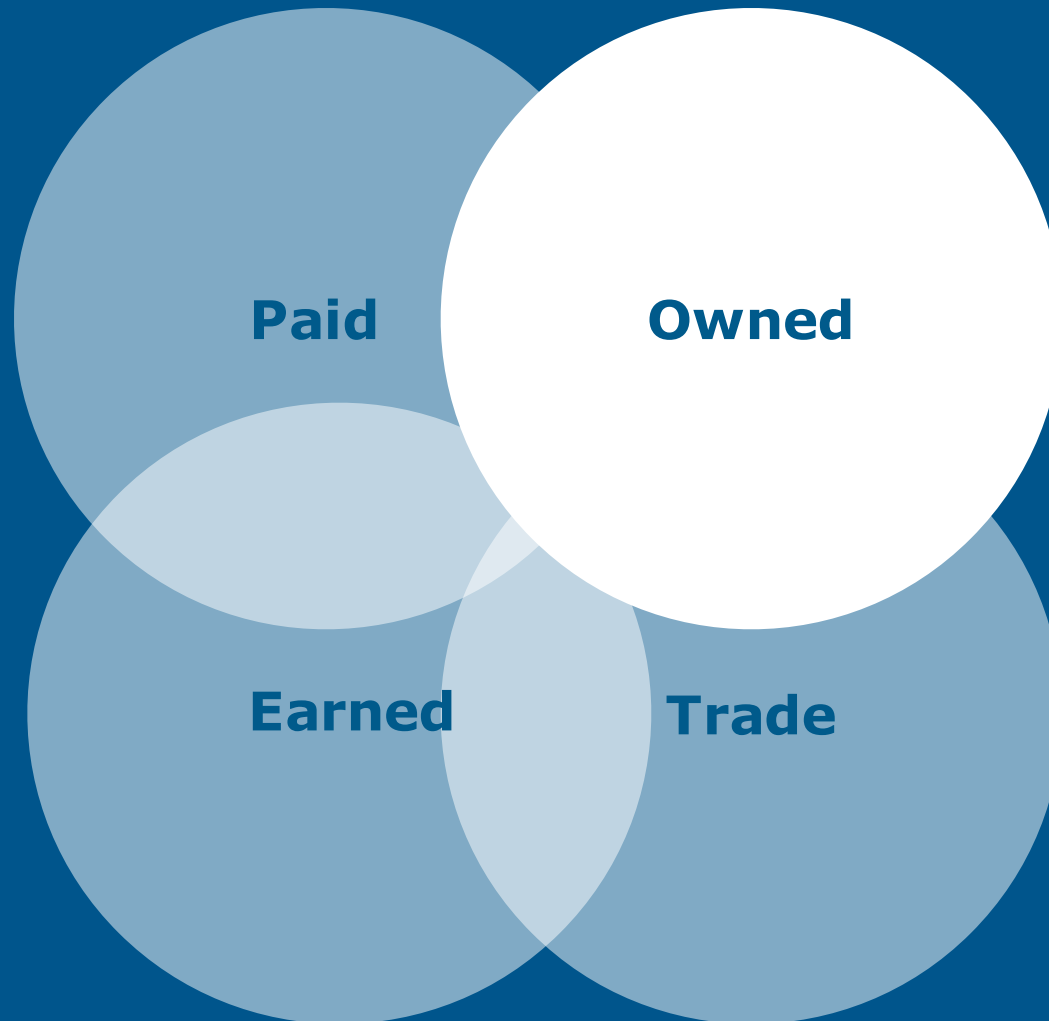


California
dream
big

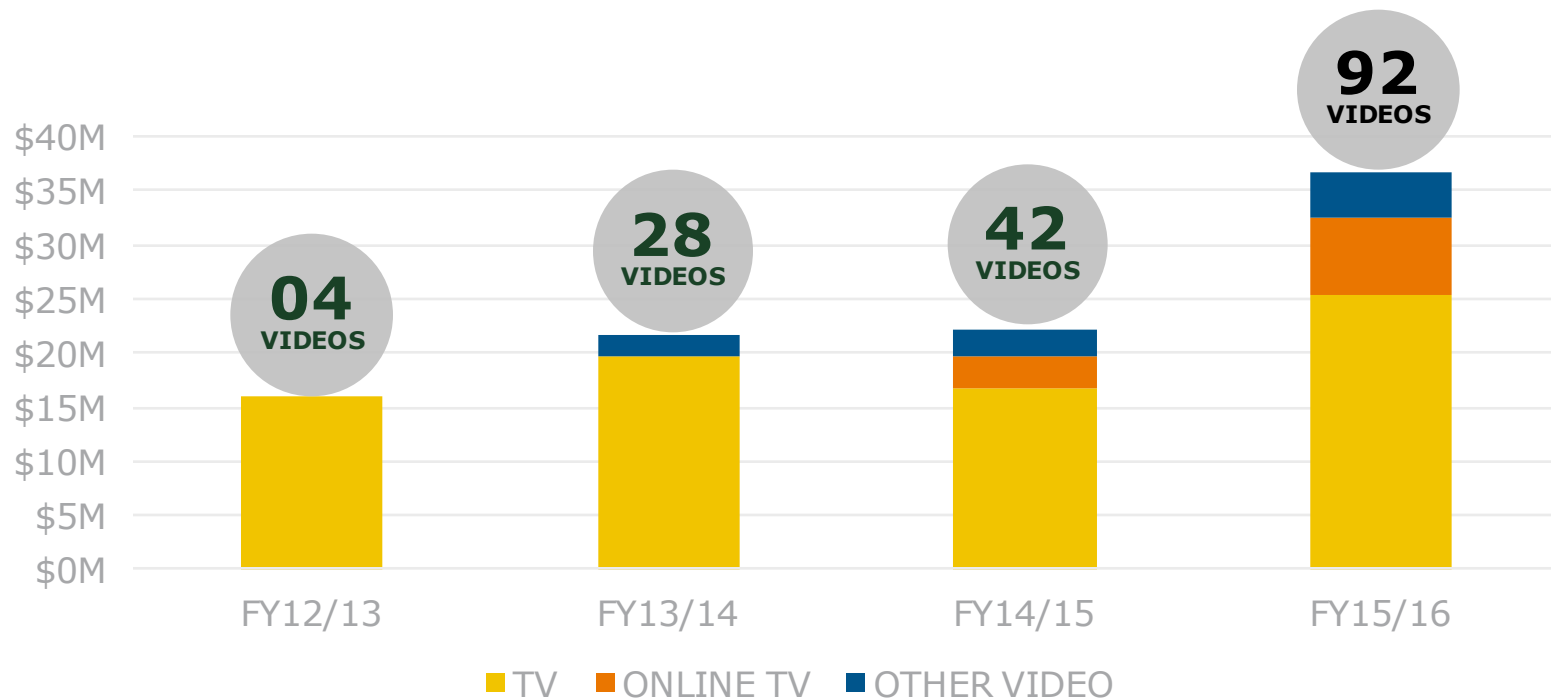
`Dreamers' China

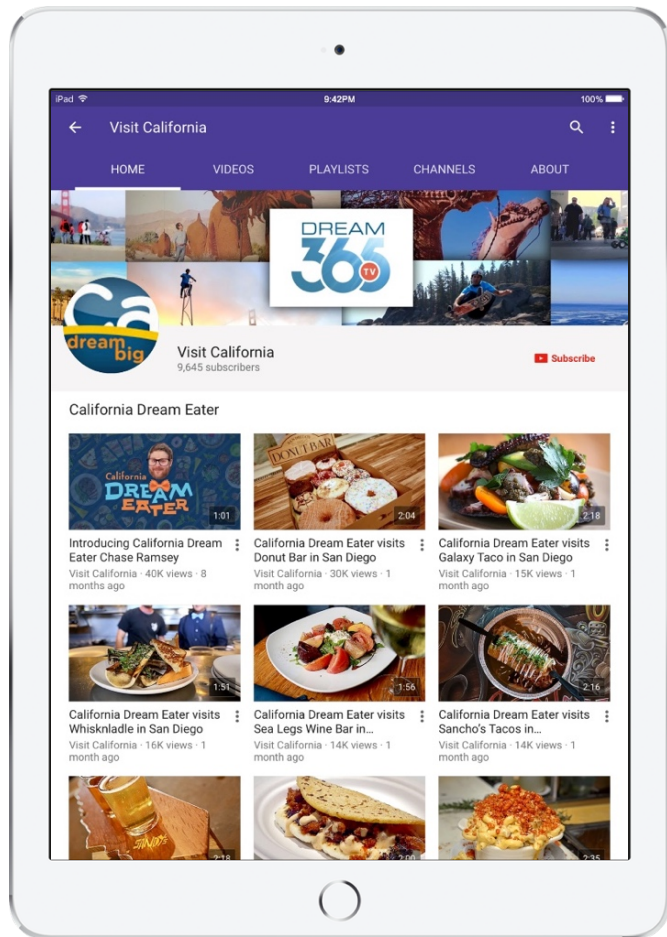






Content investment





**37 MILLION
GLOBAL VIEWS**

**132 YEARS
OF CONSUMPTION**
(SINCE LAUNCHING IN MARCH 2015)



Visit California

@VisitCA

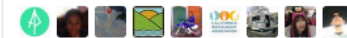
California Dream Eater's latest episode takes him to the @Madonnalnn in @VisitSLOC! Watch this over-the-top episode!



Start Dreaming at visitcalifornia.com

RETWEETS
11

LIKES
17



7:18 PM - 27 Mar 2016



Reply to @Madonnalnn @VisitSLOC

California dream big

Discover the Central Coast

MAP

Central California

DISCOVER THE CENTRAL COAST

SCROLL TO DISCOVER

59 MAY AVERAGE °F

MAR - MAY

67° High 46° Low

VIEW FULL FORECAST >

From the epic grandeur of Big Sur to the Mediterranean-style stretch of Santa Barbara coastline nicknamed "the American Riviera," this region of picturesque homelands, jagged sea cliffs, and rolling wine country has long attracted—not surprisingly—writers and artists mesmerized by its dreamlike beauty.

Monterey served as California's first capital when the state's first constitution was signed in the coastal city in 1849.

Take the epic Highway One drive between San Francisco and Los Angeles to discover secret beaches and scoring cliffs along Big Sur, stroll a redwood trail, spy a sea otter at the incomparable Monterey Bay Aquarium, and sip Pinot Noir at sunset in the romantic Santa Ynez Valley.

MORE IDEAS

BIG SUR >

MONTEREY & CARMEL >

HEARST CASTLE >

SAN LUIS OBISPO COUNTY >

PINNACLES NATIONAL PARK >

SANTA BARBARA >

VENTURA COUNTY >

CHANNEL ISLANDS NATIONAL PARK >

CALIFORNIA WELCOME CENTERS IN THE CENTRAL COAST >

MORE RESOURCES

CENTRAL COAST TOURISM COUNCIL

Discover the Central Coast

SPOTLIGHT: VENTURA COUNTY

Absorb the relaxed vibe of this classic California destination on the coast

When it comes to places in California that feel like one big outdoor playground, Ventura County, on the south end of the Central Coast, stands out...

DISCOVER

SPOTLIGHT: VENTURA COUNTY

Visit California

ca dream big

Visit California Travel Agency

Like Message

Timeline

About

Photos

Reviews

More

Search for posts on this Page

1,238,649 people like this

Marta Higgins and 2 other friends

4.5 of 5 stars · 1,350 reviews

View Reviews

Invite friends to like this Page

ABOUT

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Sacramento, California

Ask for Visit California's phone

http://www.visitcalifornia.com/

APPS

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Pinterest

PHOTOS

What's your favorite thing to do at Joshua Tree National Park? Find out about all the different adventurous activities this park has to offer! #FindYourPark http://bit.ly/20TcmDM

Like

Comment

Share

132 people like this

23 shares

VIDEOS

Spotlight: Joshua Tree National Park

Boulders and bushes, rugged mountains, gold mining ruins, desert plains dotted with the oddball trees—this is one weird place. Joshua Tree, nicknamed "a Tree" by locals, lies at an ecological crossroads, where the high Mojave Desert...

Like

Comment

Share

132 people like this

23 shares

California dream big

Yosemite inspiration, the Big Game, Jedi vacations, and more! | View online

LET'S GET 2016 ROLLING

Hi Amy. We all know what January means: time to put those resolutions in motion. We've got you covered, with inspiring words from a climber, exercise-friendly terrain, deliciously healthy eating, and the inside track on the Big Game.

DREAM BIG

We talked with climber Kevin Jorgeson—one year after his successful ascent of Yosemite's Dawn Wall—about overcoming fears and finding new dreams to pursue.

EAT BETTER

Check out the restaurants participating in California Restaurant Month and you'll not only find great food, but also great deals (so you can save some money in the process—a resolution 2-for1).

LET IT SNOW, LET IT SNOW

Let it Snow

Like no place else™

ULTIMATE ROAD TRIPS

We've combed California to create packed-with-info itineraries covering every corner of the state.



InPursuitofAdventure
@PursuitAdventur



Just out for a little bit of an adventure! ✨ #SLO
#VisitCA @VisitCA #MadonnaHill



LIKES
2



10:37 AM · 13 Apr 2016

California, USA



Reply to @PursuitAdventur



Visit California @VisitCA · Apr 13
@PursuitAdventur That's a gorgeous shot! What else are you up to in lovely @VisitSLOC?



InPursuitofAdventure @PursuitAdventur · Apr 13
@VisitCA @VisitSLOC We just moved to Grover Beach so we are out exploring the area. And for today just a hike before work!



Visit SLOC @VisitSLOC · Apr 13
@PursuitAdventur @VisitCA Welcome to SLO County! Follow us on instagram (@VisitSLOC) for more adventure ideas or feel free to ask



InPursuitofAdventure @PursuitAdventur · Apr 13
@VisitSLOC @VisitCA Will do! Thanks!



Discover the Central Coast · Spotlight: San Luis Obispo County



This fertile stretch of the California coast, roughly halfway between San Francisco and Los Angeles, has undeniable appeal, with buzz-worthy farm-to-table restaurants, celebrated wine country, historic sites, and welcoming, low-key communities, each with distinctive charms—not to mention drop-dead gorgeous settings. Here, coastal mountains roll into a frothy sea, with whales spouting offshore. Nook-and-canny valleys cradle farms and ranches, and relaxed tasting rooms invite you to come in and relax. Bright sun mixes with cool fog and sea breezes—great for agricultural, and people too. Shorts are almost year-round attire in the region, especially on students at the campus of California Polytechnic State University (aka Cal Poly), in the hills above the city of San Luis Obispo, also home to a handsome Spanish mission. Beyond the city, adventures and discoveries abound. Look for otters on a guided kayak tour of Morro Bay. Shop for treasures in art galleries in funky-fun Cambria. Tour legendary Hearst Castle, dig for clams in Pismo Beach, or soak in mineral springs in the town of Avila



MORE RESOURCES

[VISIT SAN LUIS OBISPO COUNTY](#)

[CALENDAR OF EVENTS](#)



visitcalifornia
Pismo Beach, California

3,697 likes

15w

visitcalifornia Good morning from beautiful Pismo Beach, one of the many amazing beaches in @visitsloc!

Photo by @pismobeachca



Add a comment...



SPOTLIGHT: SAN LUIS OBISPO

This weekend brings the Flavor of SLO festival to this foodie-friendly city. Check out the year-round dining, plus beaches, hikes, wildlife, and more in this Central Coast charmer.

START PLANNING



Central
Coast

COASTING ALONG

RELAX IN EASY LUXURY OR
HEAD TO THE WILD SIDE
ALONG A BLISSFUL COAST



1.SEE

Channel Islands National Park

With sea caves, hidden coves, and rare creatures, the five islands in this park let you feel like you're seeing the planet back when everything was untouched and wild. Boat trips, offered by Island Packers outfitters, regularly depart from Ventura and Oxnard (don't miss the views from the town's historic wharf). It takes about an hour to get to Santa Cruz Island (largest of the bunch), which has amazing trails, kayaking, and shaded campsites. Just east is tiny, craggy Anacapa Island; snorkel at Landing Cove to see pumpkin-orange garibaldi, the state marine fish, or hike to aptly named Inspiration Point. Trips to remote outer islands are also available. Park info: nps.gov/kich; boat trips: islandpackers.com

2.HEAR

Santa Barbara Bowl

Set on 17 hillside acres, this historic outdoor venue draws almost as much attention as the musical acts that play here. Towering eucalyptus trees frame the copper-roofed stone stage, where

stars from Bob Dylan and Bob Marley to My Morning Jacket have wowed the crowds. Picnic on-site before the show—choose among delicious concessions such as tri-tip banh mi sandwiches from The Blue Owl, a local favorite. sbbowl.com

3.TOUR

Hearst Castle

Publishing magnate William Randolph Hearst blew the lid off lavish when he created this compound, roughly 40 miles north of San Luis Obispo. Tours let you explore the grounds and buildings created by Hearst and architect Julia Morgan between 1919 and 1947. See grand rooms, lush gardens, opulent guest villas and private quarters, and



ABOVE: Anacapa Island, part of the Channel Islands National Park, is actually three islets that span just about five miles

an indoor pool decorated with mosaics and imported statues. On special evening tours (offered in spring and fall), docents clad in 1930s fashions bring alive the castle's halcyon days, when Hearst entertained power brokers and movie stars at what he called la Guesta Encantada—the Enchanted Hill. hearthcastle.org

4.RIDE

Ocean-to-Ojai Bicycling

With views of citrus groves and coastal hills, the 17-mile bike ride between the beach town of Ventura and the well-heeled inland town of Ojai (pronounced "oh-ee") is a fun, all-day pedal along an old railroad route with an easy grade. Rent a bike at Wheel Fun Rentals at the pier and follow the paved Ventura River Trail to leafy Foster Park. Then pick up Ojai Valley Trail to continue to town. Park your bike to stroll arcade-covered sidewalks, then dip into Knead Baking Company for a slice of lemon ricotta tart. Recharged, pedal back to Ventura. oiventura.com

RIGHT: Rent a classic cruiser to cycle along the easy grades of the Ventura River Trail

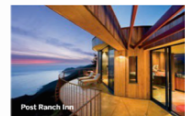


At Ventura Inn & Spa, handsomely weathered cedar buildings are surrounded by meadows and redwood canyons. Rejuvenate with a seaweed body wrap at the spa, then soak in a Japanese-style bath. postranchinn.com; venturanainn.com

6.GAZE

Carmel

In late summer or bright, crisp winter, the views along the idyllic crescent trimming Carmel Bay are especially magical at sunset. Walk along the white sands and gaze out on the churning waves as the sun goes down. If this setting doesn't put you in the mood for romance, then head into town to visit one of the many wine-tasting rooms in Carmel Village—like the adorably appointed Alexander-Smith by Paraiso Vineyards. carmelcalifornia.com



5.SPLURGE

Big Sur Resorts

Rustic beauty meets perfect pampering at Post Ranch Inn and Ventana Inn & Spa, two tucked-away retreats in Big Sur. Spoil yourself with a visit—either overnight or just to dine or enjoy the spa in dreamlike surroundings. Set 1,200 feet above the Pacific, the Post Ranch Inn's 39 rooms complement the surrounding grandeur, with wood and stone details (plus niceties like private spa tubs and fireplaces). The celebrated Sierra Mar restaurant lets you take in views through floor-to-ceiling windows.

MORE ONLINE WANT A THRILLING WINTER EXPERIENCE? FIND A CENTRAL COAST WHALE-WATCHING ADVENTURE AT VISITCALIFORNIA.COM/WHALE-WATCHING

7.SHOP

San Luis Obispo

With vintage architecture, tree-shaded streets, and a relaxed college-town vibe, downtown San Luis Obispo is a cool place to shop for upscale souvenirs and gifts. Browse affordable fashions at Contessa S. Boutique or French Quarter. Buy jewelry, scarves, and purses made by artisans around the world at Humankind Fair Trade. Boo Boo Records, a haven for vinyl lovers for more than 40 years, has earned accolades as one of "the best record stores in the USA" from *Rolling Stone* magazine. Stick around on Thursday nights for the awesome Downtown SLO Farmers' Market, with live music, a beer and wine tasting area, handmade crafts, fresh produce, and artisanal foods. downtownslo.com

explore

Golden Trout Pilsner
Mammoth Brewing Co., Mammoth Lakes
MAMMOTHBREWINGCO.COM

Jardinier
The Brewery, Pleasanton
THEBREWERY.COM

Point the Way IPA
Golden Road Brewing, Los Angeles
GOLDENROADLA.PUB

Aftermath
Black Market Brewing Co., Temecula
BLACKMARKETBREW.COM

Kolschella
Coachella Valley Brewing Co., Thousand Oaks
CVBCO.COM

Pomona Queen
Date Bros Brewery, Upland
DATEBROSBEER.COM

Son of Wrath
Dust Bowl, Turlock
DUSTBOWLBEER.COM

Hopageddon
Napa Smith Brewery, Napa
NAPASMITHBEER.COM

Pacific Coast Pale Ale
Fall River Brewing Co., Redding
FALLRIVERBEER.COM

Corvetic
Central Coast Brewing Co., San Luis Obispo
CENTRALCOASTBEER.COM

Triple Cullation
Ed River Brewing Co., Fortuna
ELRIVERBEER.COM

Back in Black
21st Amendment Brewing, San Francisco
21STAMENDMENT.COM

Judgment Day
The Lost Abbey, San Marcos
LOSTABBEY.COM

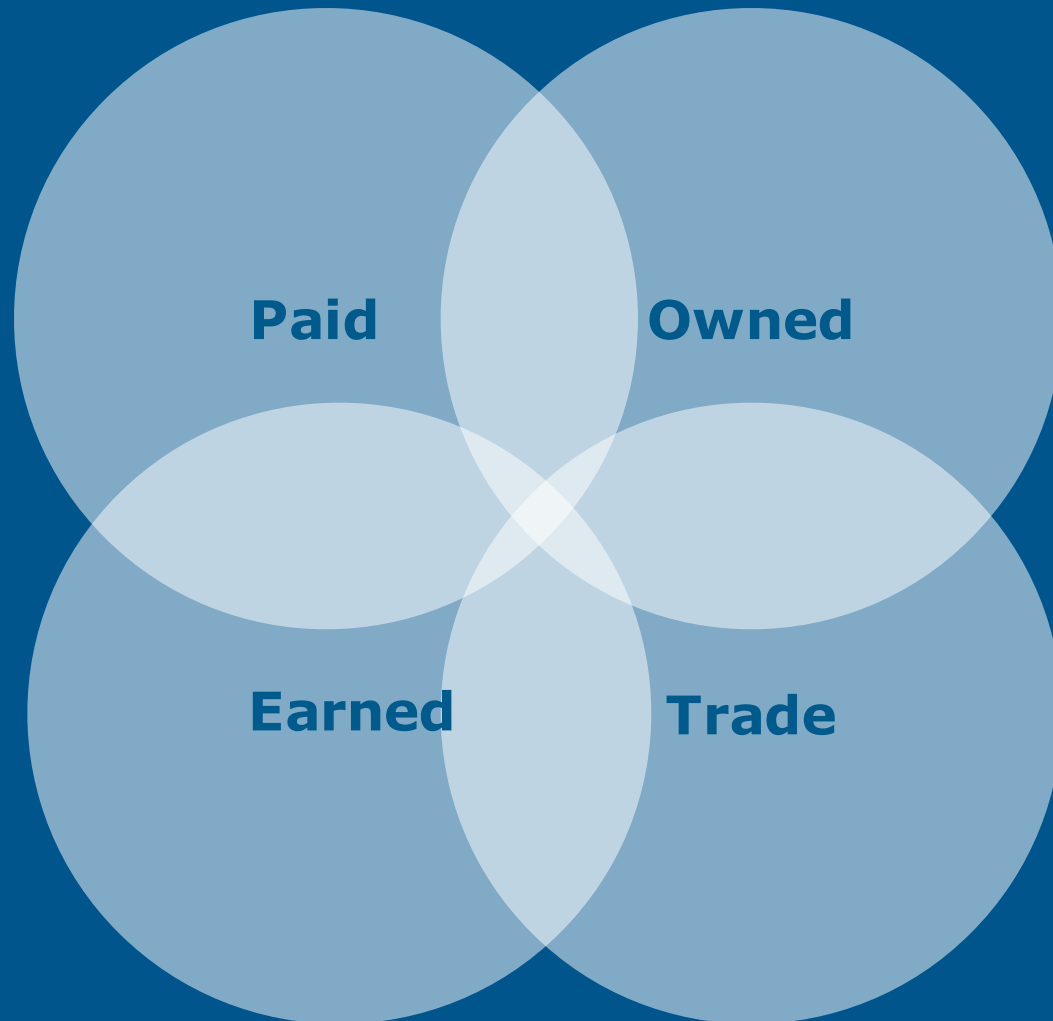
Eclipse Imperial Stout
Fifty/Fifty Brewing Co., Tucson
FIFTYFIFTYBEER.COM

Sea Monster
Ballast Point, San Diego
BALLASTPOINT.COM

Soulman Stout
Track 7 Brewing Company, Sacramento
TRACK7BEER.COM

WHAT'S ON TAP?

Answer: A veritable rainbow of beer from craft breweries spread all across the Golden State. From high up in the Sierras to the depths of the desert in the Coachella Valley, California has a style—and color—of beer for you.





SLO Earned Media

Reach: 31 million | U.S. value: \$8.2 million

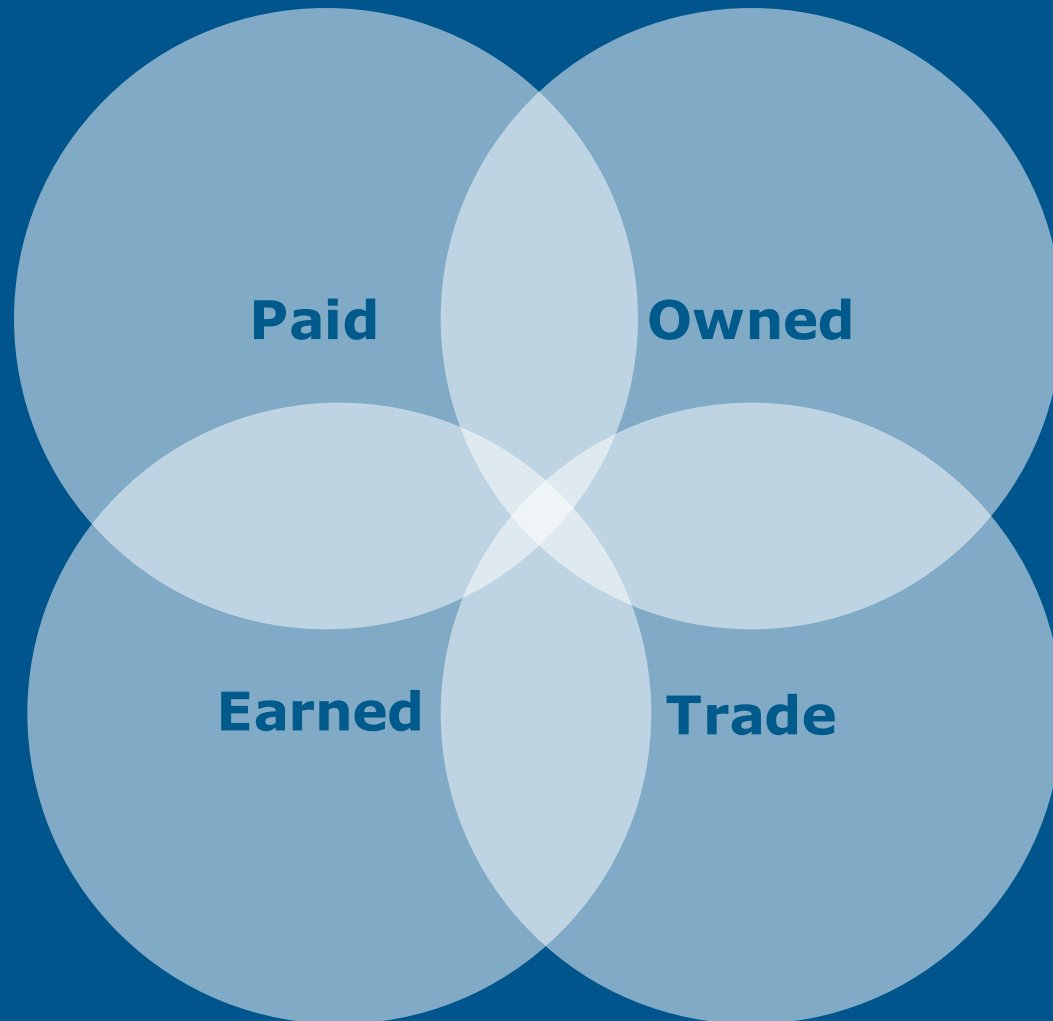
PRESS TRIPS:

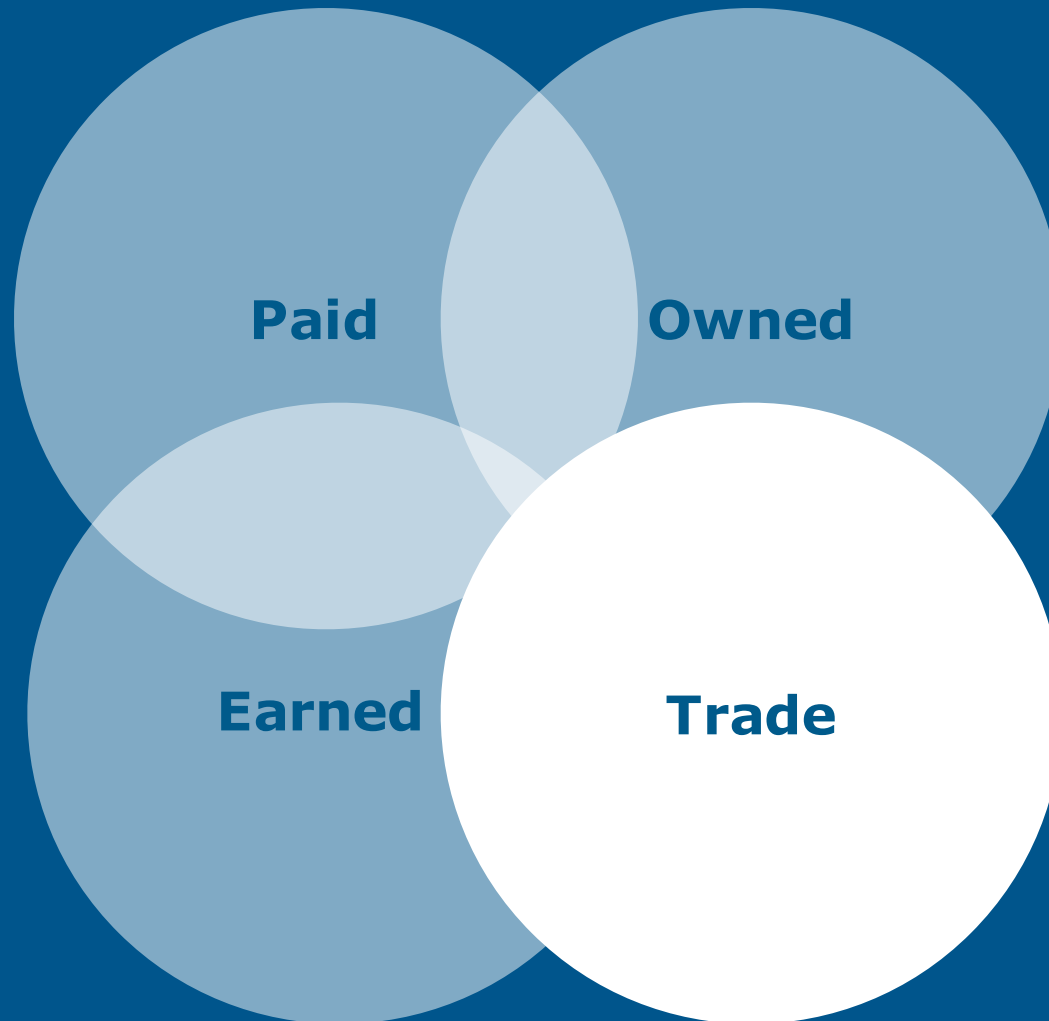
- Leila Cobo (American Airlines NEXOS) →
- Patti Nickel (McClatchy)
- Patricia Harris (Boston Globe/Freelance)

FEATURED:

- "A Walk Around the World" KBS Documentary



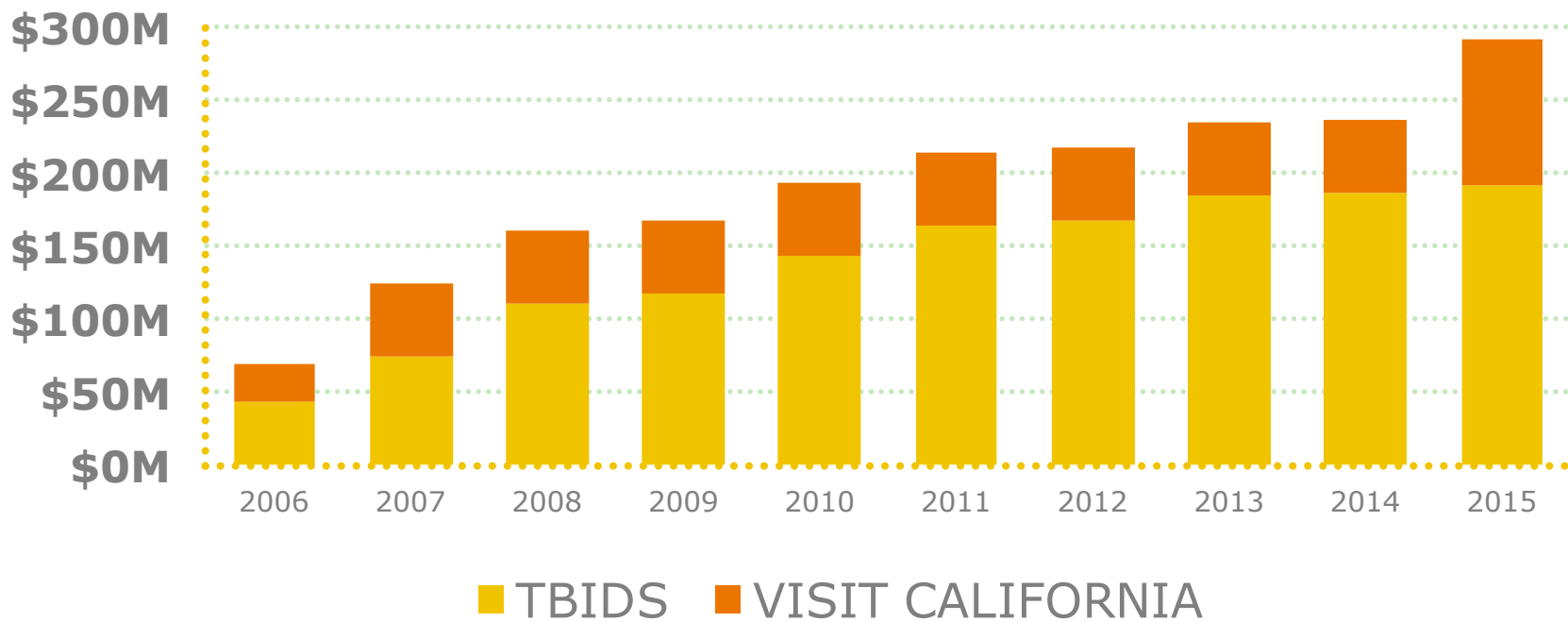




DREAMING ON TOGETHER



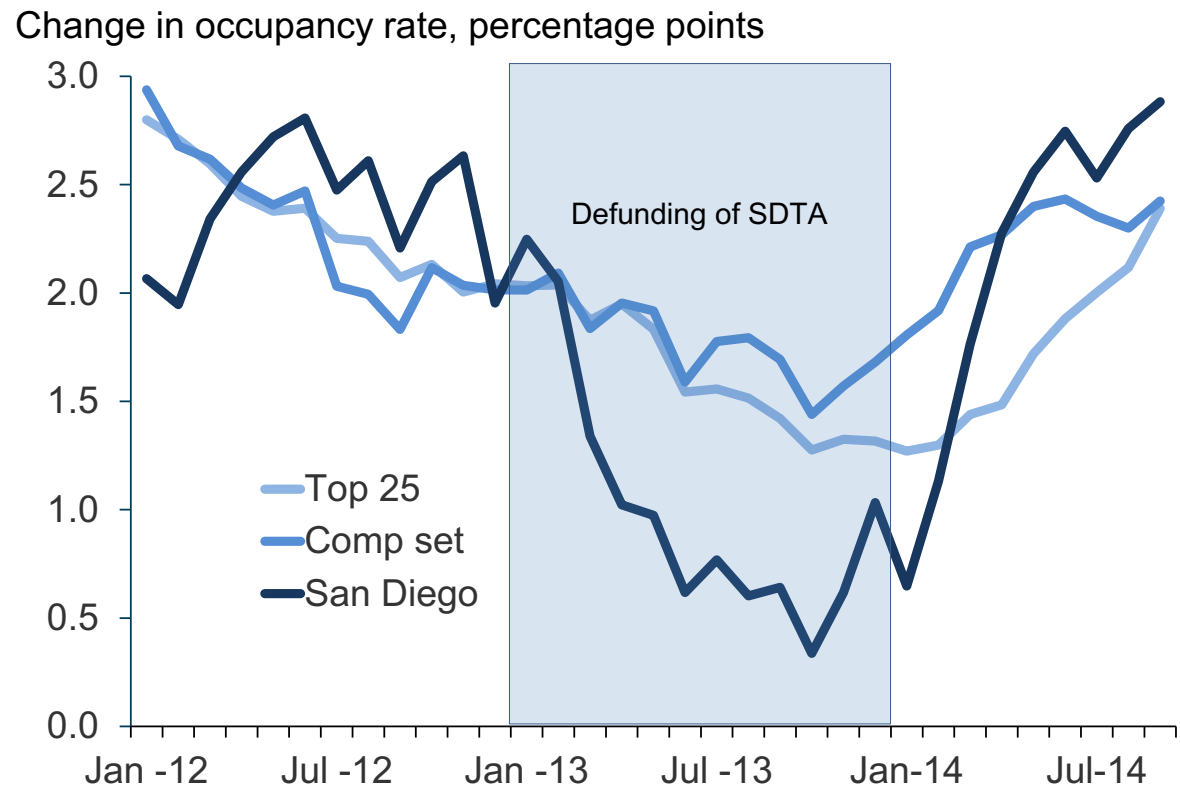
Total tourism investment



San Diego's experience

**When
marketing
stops,
occupancy
declines**

Sources:
STR, Tourism Economics





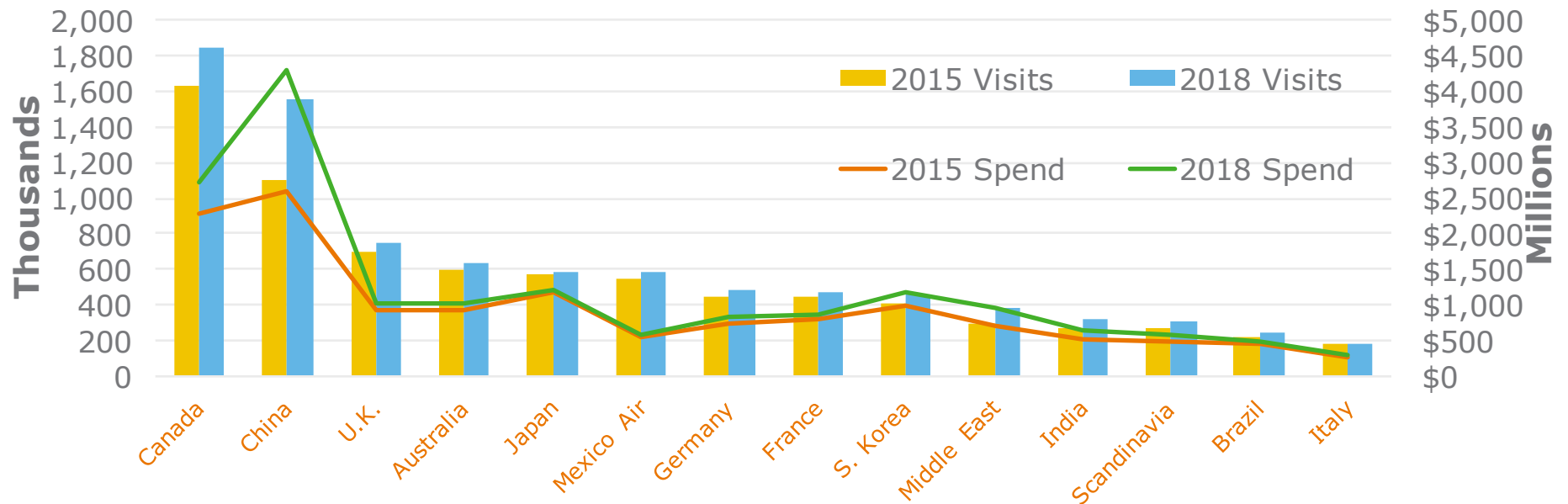
China case study

CEO Mission — May 2016

Sales & Media Mission — April 2016

International visitation, spend

2015 projections and 2018 forecast



Source: U.S. Department of Commerce; CIC Research Inc.; BEA; Tourism Economics

Amgen Tour of California

May 15-May 22

Sponsored by Visit California
amgentourofcalifornia.com



MAY 15-22, 2016



AMGENTOUROFCALIFORNIA.COM

TRAVEL MATTERS



Tourism's economic impact

2015

**\$122.5
billion**

in annual travel-related consumer spending

Source: Tourism Economics, Dean Runyan Associates



Tourism's economic impact

2015

\$9.9 billion

in state and local tax revenue

Source: Tourism Economics, Dean Runyan Associates



Tourism's economic impact

2015

1 million

tourism-related jobs in California

Source: Tourism Economics, Dean Runyan Associates



Infrastructure investments

2006-2015

\$20 billion

in tourism-boosting new builds and renovations

Source: Dodge Market Research



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industry.VisitCalifornia.com



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