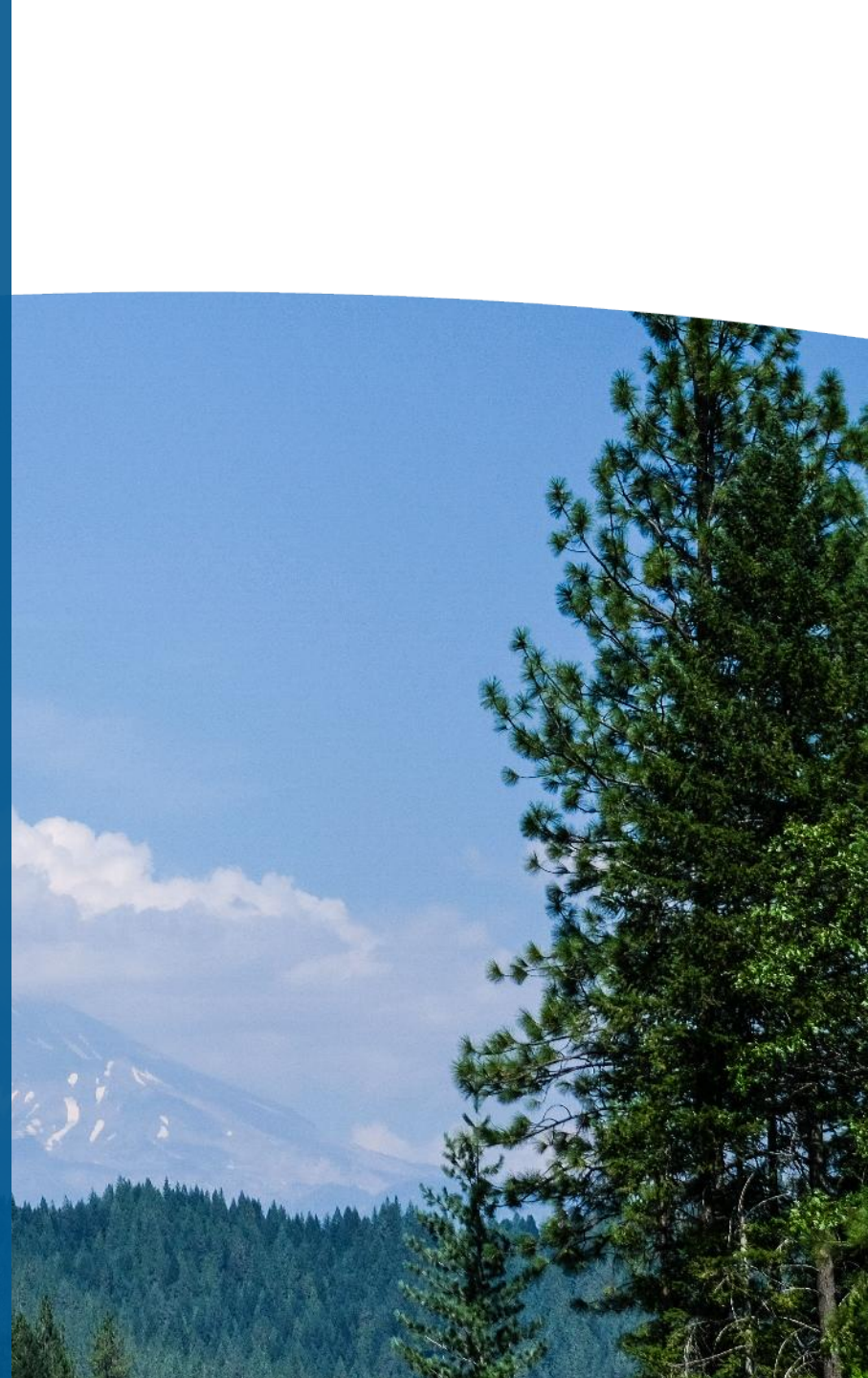




Visit California Brand and Content Committee Meeting

WEDNESDAY, MAY 6, 2020



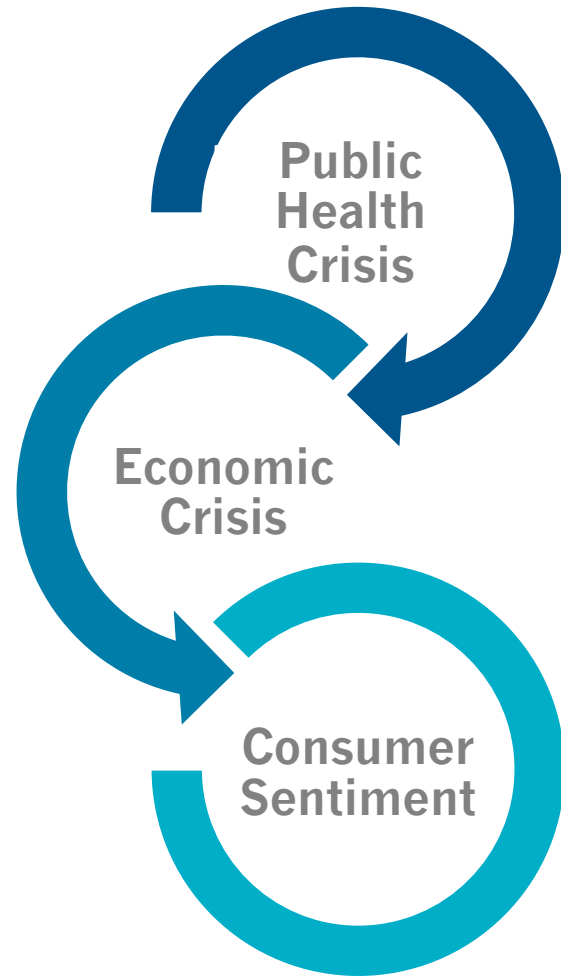


Industry Update



COVID-19 Research Update

COVID-19 Crisis Framework

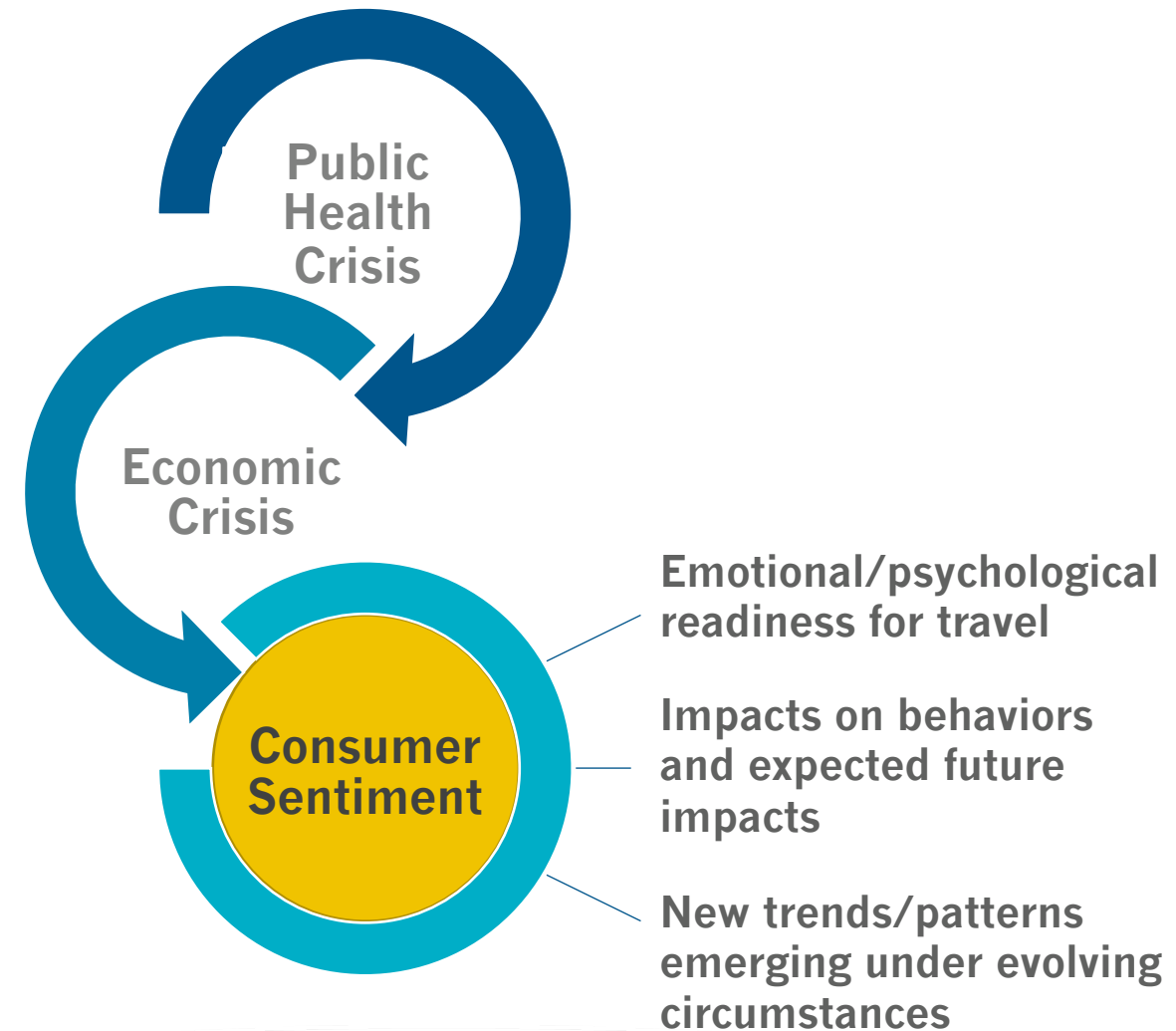


CALIFORNIA TOURISM
PRODUCT READINESS











































- We will need to evaluate recovery through the multiple lenses of Public Health Crisis, the Economic Impact, and Consumer Sentiment;
- First and foremost, the **Public Health Crisis** will lead our decisions and actions as well as influence Economic and Consumer impacts;
- In addition to understanding how soon consumers will be emotionally/psychologically ready to travel again, we will also need to understand the readiness of our own destinations and industry partners to begin to receive visitors.

Consumer Sentiment

- What is consumers' emotional/psychological readiness for travel?
- What impact will consumer sentiment have on future travel behavior?
- What new trends/patterns are emerging under evolving circumstances?
- How do we translate these insights into marketing strategy?



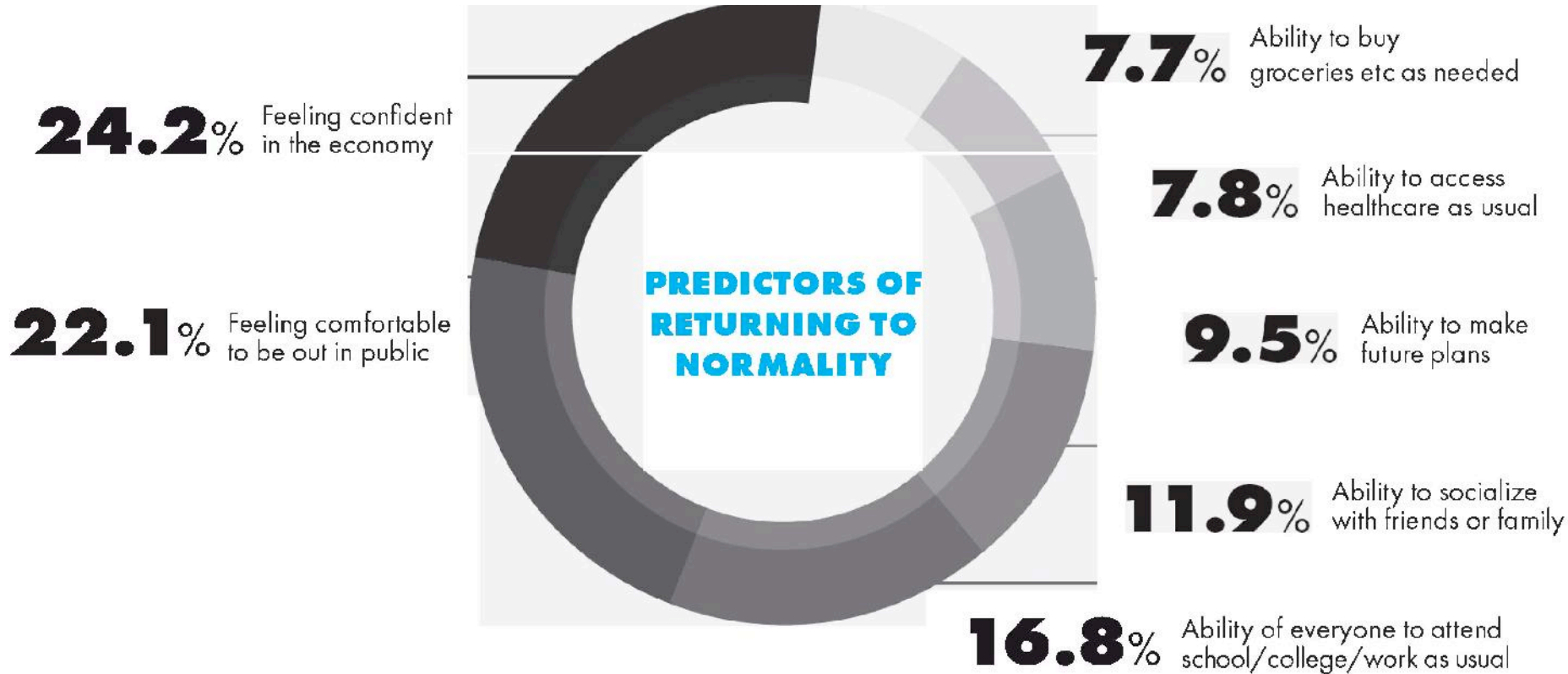
Key Indicator Matrix (DRAFT)

Crisis Stage:	Response	Recovery – Hyper-Local	Recovery – In-State	Recovery – Regional	Recovery – National	Recovery – International	Recovery – Post-Containment
Characteristics:	Travel is counter-indicated due to infection rate and local SIP restrictions	California SIP restrictions have lifted allowing for support of local businesses	Successful containment post-SIP allows for greater in-state travel	Continued successful containment across Western region allows for regional travel	Rest of U.S. or significant proportions of U.S. have successful containment and new screening protocols allow domestic travel	Significant containment is achieved across international markets and new screening protocols allow int'l travel	New normal is achieved after widespread availability of a vaccine or successful treatment protocols lower risk to manageable levels
Public Health Indicators							
Consumer Sentiment Indicators							
Internet Search Indicators							
Lodging & Airline Booking Indicators							
Owned Channel Indicators							
California Tourism Product Readiness							



Summary Measures of Consumer Sentiment

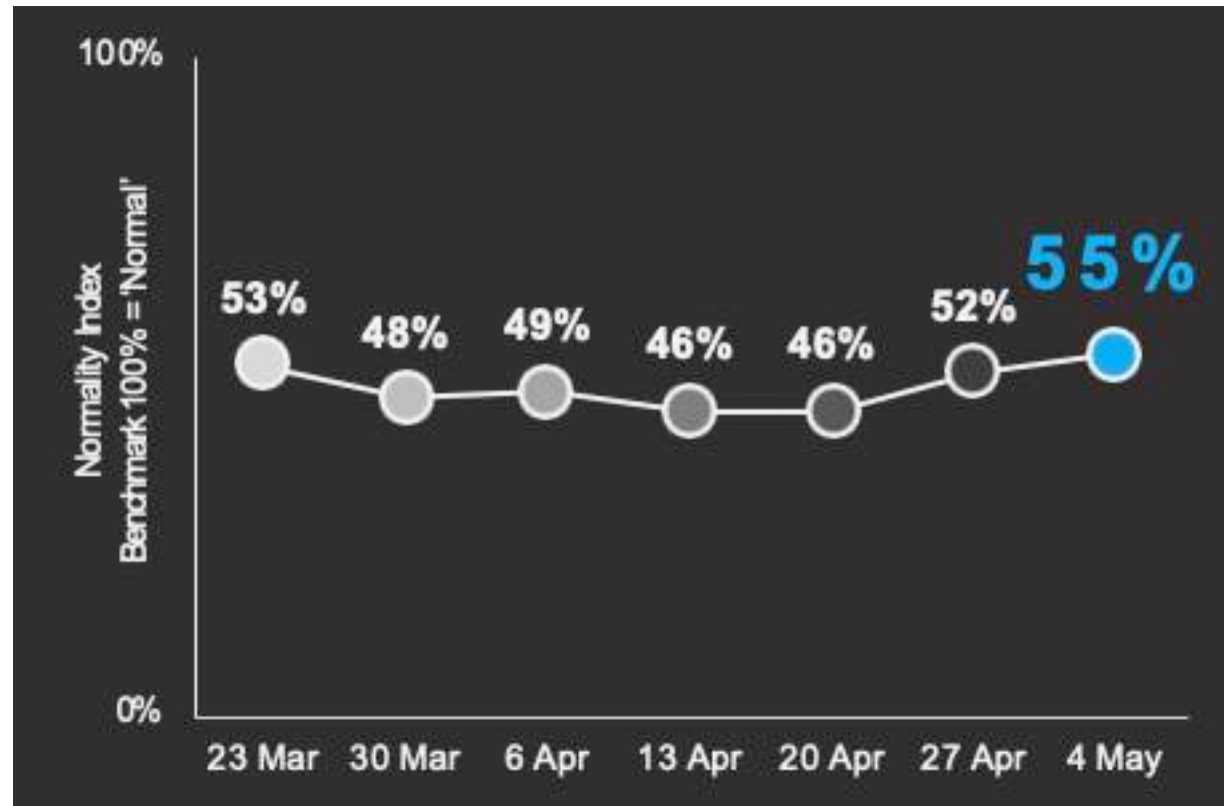
Normality Index – currently 55%



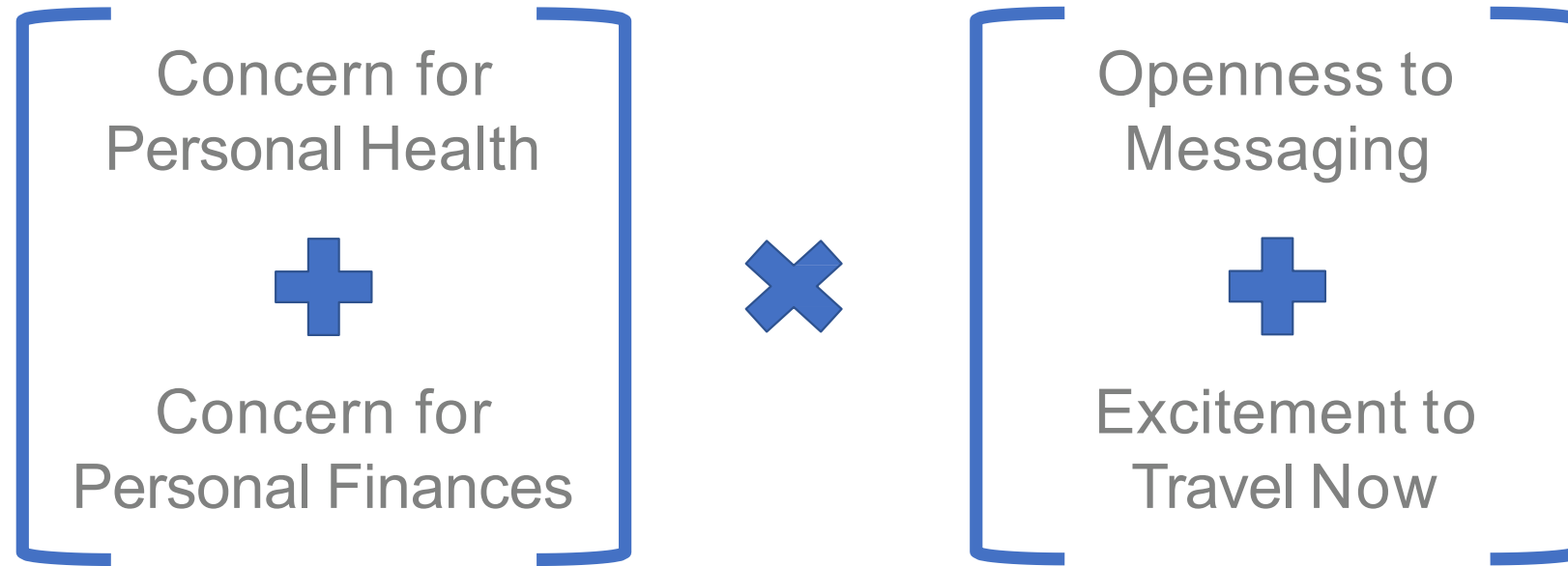
The Normality Index assumes that Americans will not feel normal until:

- They feel confident in the economy;
- They feel comfortable to be out in public;
- They are able to attend school/college/work as usual;
- They are able to socialize with friends and family.

Normality Index – trend over time



Healthy Travel Outlook Index

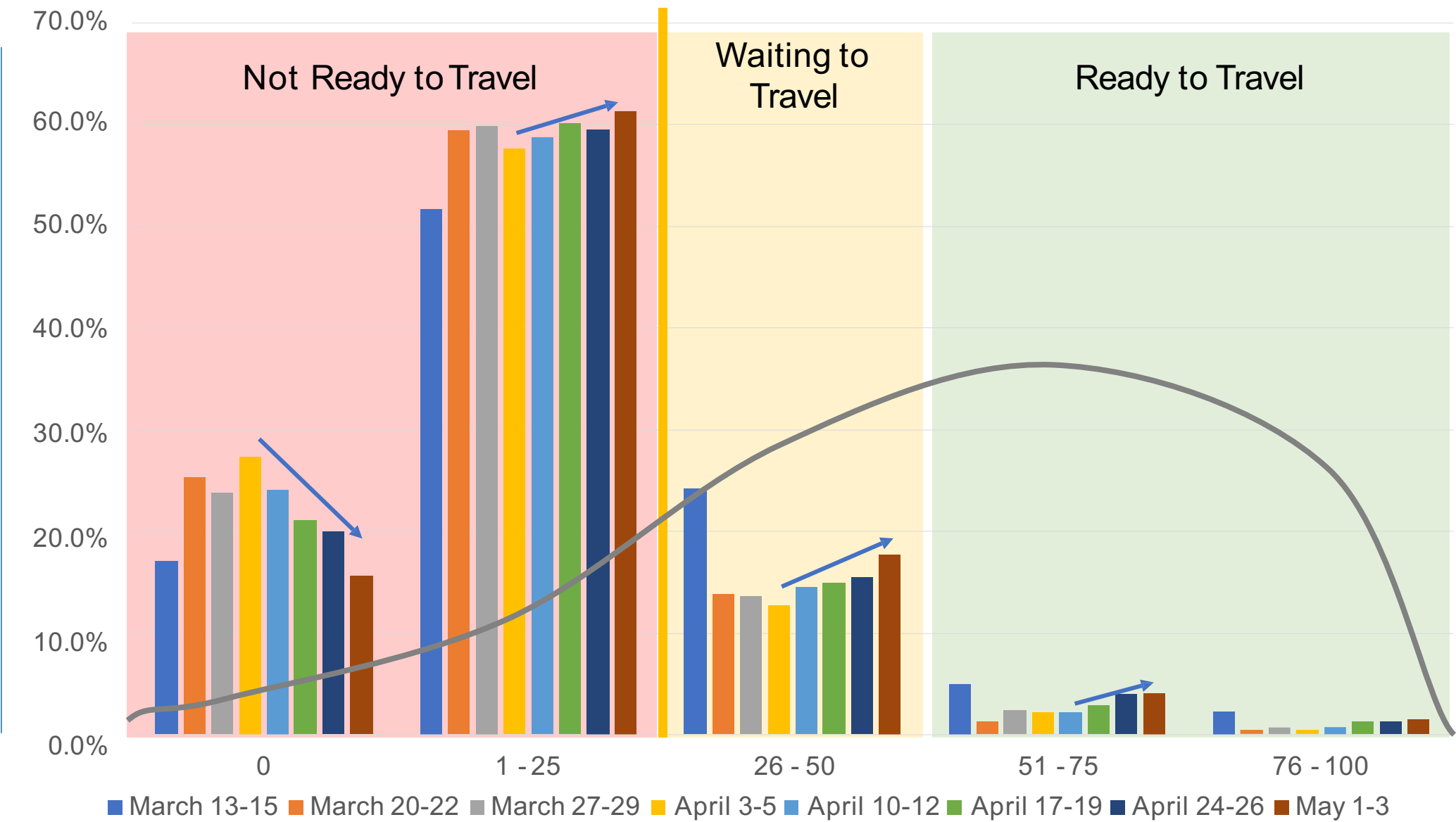


The Health Travel Outlook Index combines:

- Personal Health and Personal Finance concerns;
- With measures of the openness to travel messages and the excitement to travel now;
- Normalized to 100pt scale.

Healthy Travel Outlook – Current Distribution

As of May 1-3, the majority of consumers remain in the “not ready to travel” category based on their Healthy Travel Outlook Index scores, but we do see positive movement.





Key Consumer Sentiment Insights (5.5.20)

While most U.S. communities wait for changes in Public Health directives, Consumer Sentiment reveals consumers won't be ready to resume travel right away.

Two-thirds (64%) say they will be very unlikely to travel in the next 3 months (Google);

Consumers increasingly are looking to the Fall rather than the Summer to be able to resume travel.

Most expect to resume travel in new, different ways that to what travel was like pre-coronavirus. Very few expect to “jump right back in” to travel.

Unlikely to travel...

Source: Google Consumer Surveys, US, Fielded 5/1-5/4/20, n ~ 1000

Say they would
be **very unlikely**
to travel in the
next **2 weeks**.



Say they would
be **very unlikely**
to travel in the
next **3 months**.

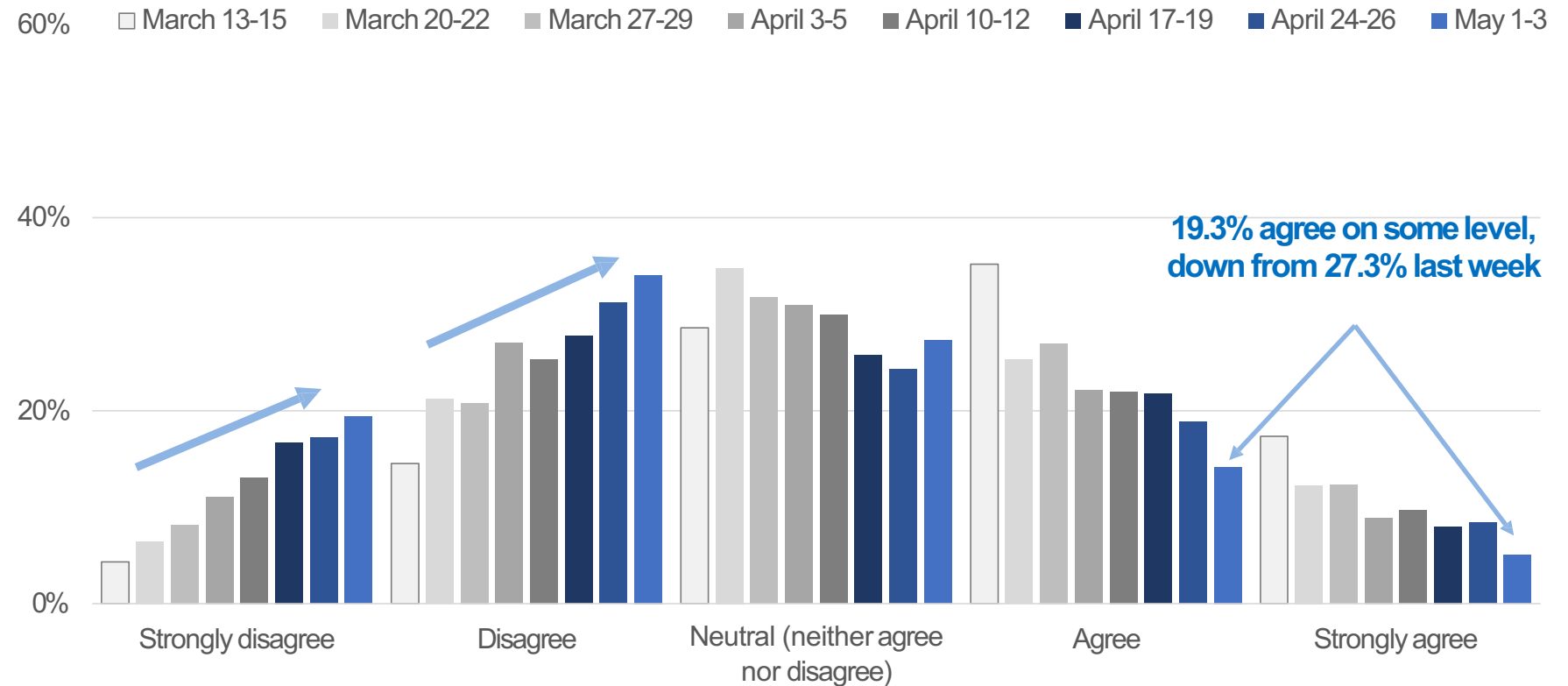


Consumers are increasingly realizing that the summer travel season will not be “normal”

How much do you agree with the following statement?

Statement: I expect the coronavirus situation will be resolved before the summer travel season.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1,204 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26 and May 1-3, 2020)

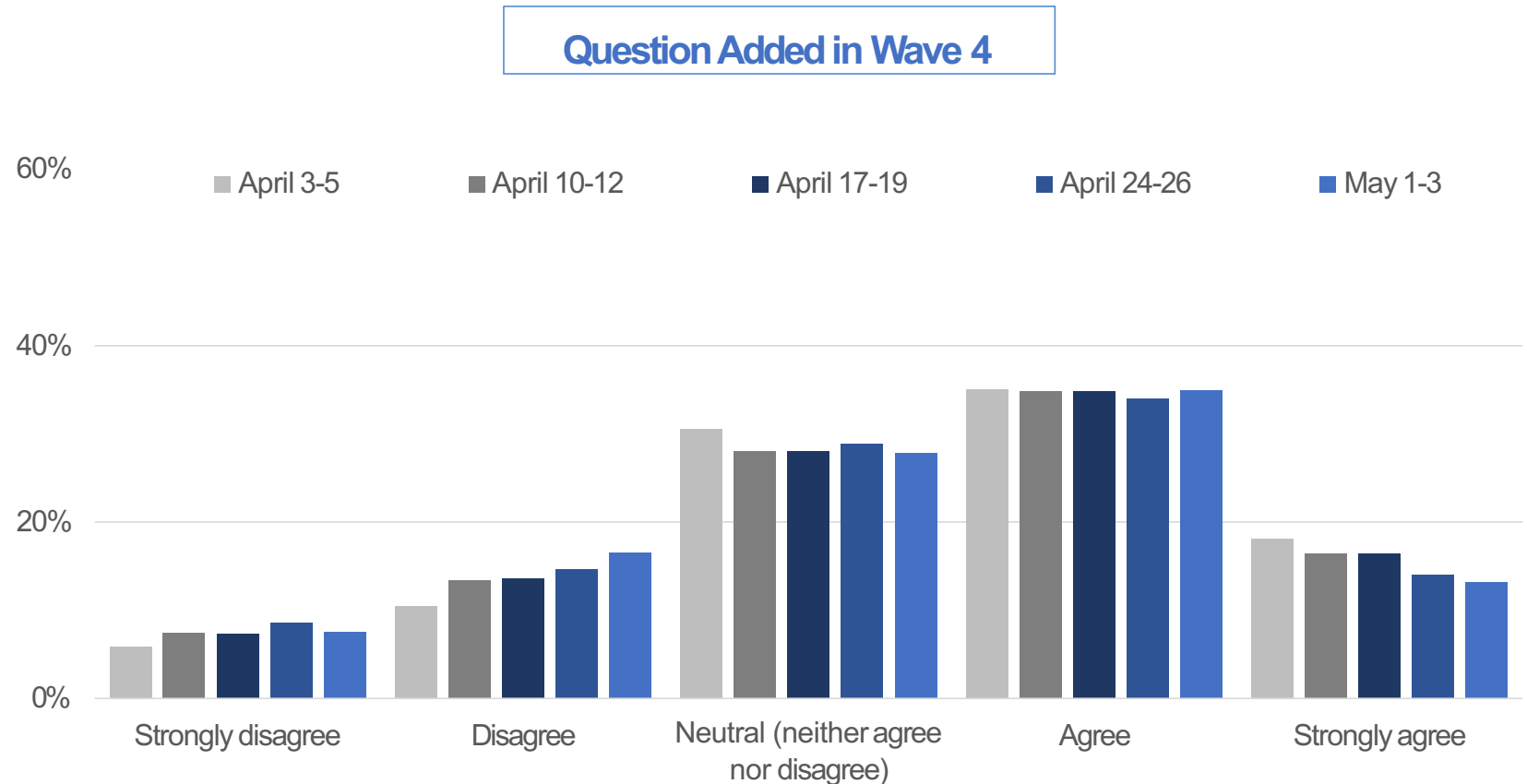


About half (48.2%) expect they will be able to travel in Fall 2020.

How much do you agree with the following statement?

Statement: I expect that I will be traveling in the Fall of 2020.

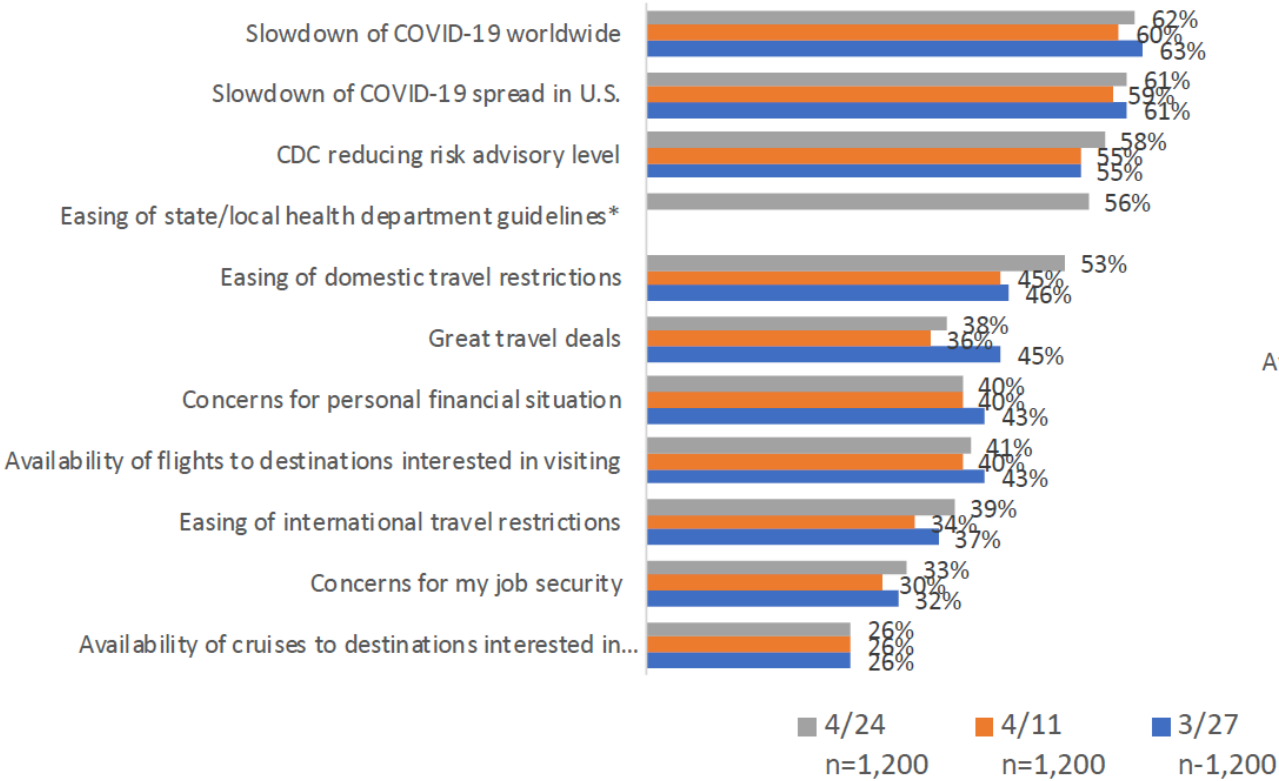
(Base: All respondents, 1,216, 1,263, 1,238, 1,208 and 1,204 completed surveys. Data collected April 3-5, 10-12, 17-19, 24-26, May 1-3, 2020)



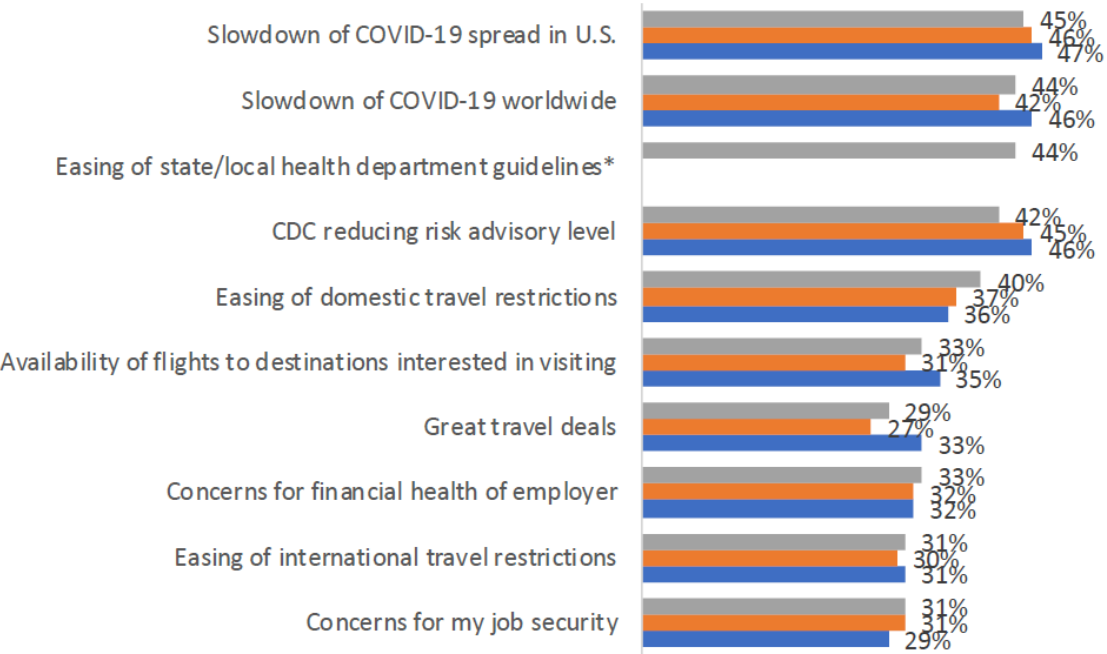
Slowing Spread of COVID-19 & Reduced CDC Advisory Levels Will Have Most Impact on Travel Decisions During Next 6 Months

% Top 2 Box among all travelers

Impact on Taking a Leisure Trip



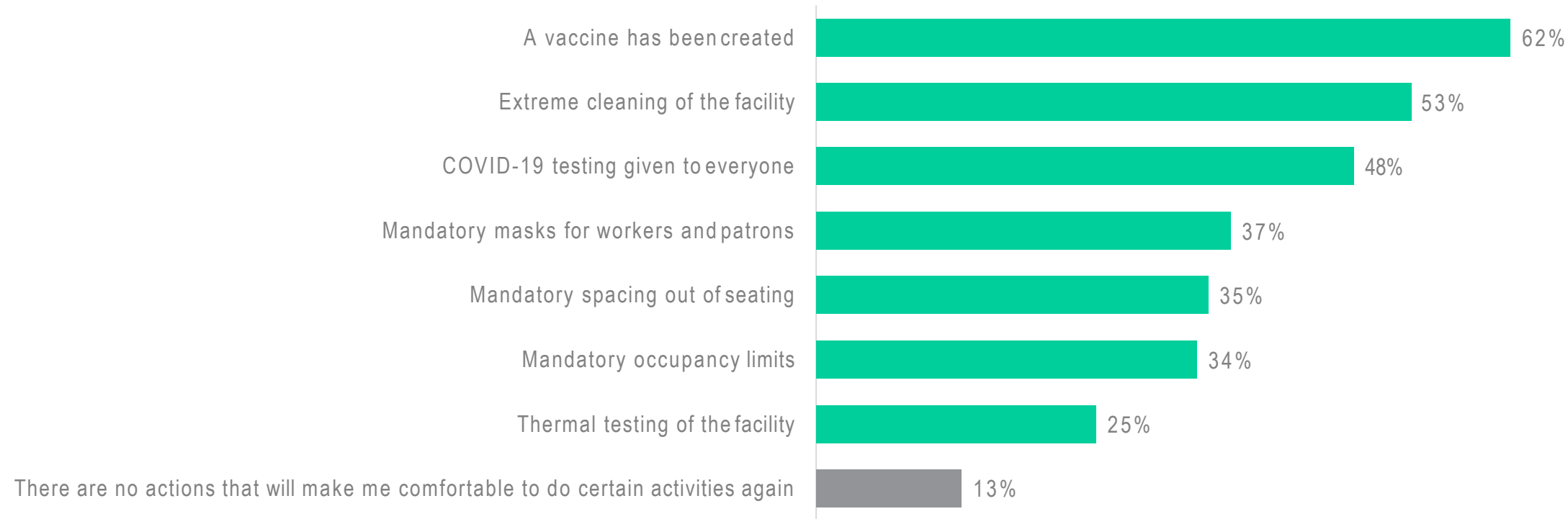
Impact on Taking a Business Trip



*Added 4/24

For Most Americans, It Will Take a Vaccine To Make Them Comfortable Again, but One in Ten Say Nothing Will Make Them Comfortable to Do Certain Activities Again

Which of the following actions will make you comfortable to do certain activities again?



Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)
BHV02 Which of the following actions will make you comfortable to do certain activities (e.g., fly, go to the gym, go to sporting events, go on a cruise, etc.) again? Please select all that apply.
Harris Insights & Analytics LLC, A Stagwell Company © 2020

Although consumers miss travel, the vast majority say they will not resume travel in the same way.



47.0%

*I'll get back in but
carefully*



39.9%

*I'll test
the waters first*



13.1%

*I'll jump
right back in*

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

The feeling of safety will be “cost of entry” for consumers to resume travel behavior: trips, destinations and activities that feel more “safe” represent early opportunities.

Even while shelter in place orders are in place, consumers want to take actions to support their local communities.

Local communities and then regional destinations will feel safer for consumers in the short term, with travel via car also feeling safer than air travel.

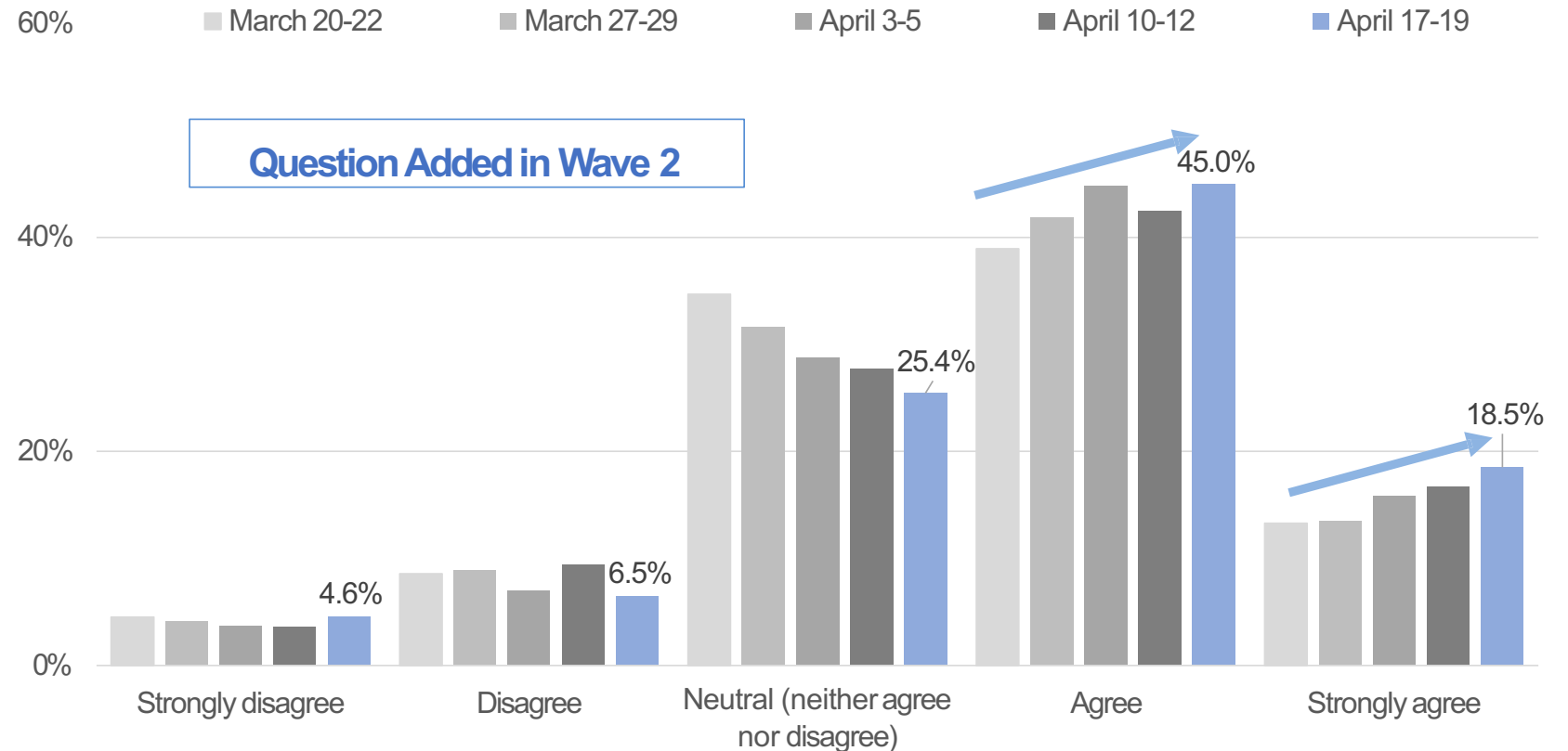
California’s in-state market opportunity is a significant advantage that can be leveraged during the next phase of “new travel.”

Even while most shelter in place orders are in place nationwide, consumers report trying to support their local businesses...such as via Take-Out Tuesdays.

How much do you agree with the following statement?

Statement: I have been taking action to try to support local businesses where I live.

(Base: All respondents, 1,200, 1,201, 1,216, 1,263 and 1,238 completed surveys. Data collected March 20-22, 27-29 and April 3-5, 10-12 and 17-19, 2020)

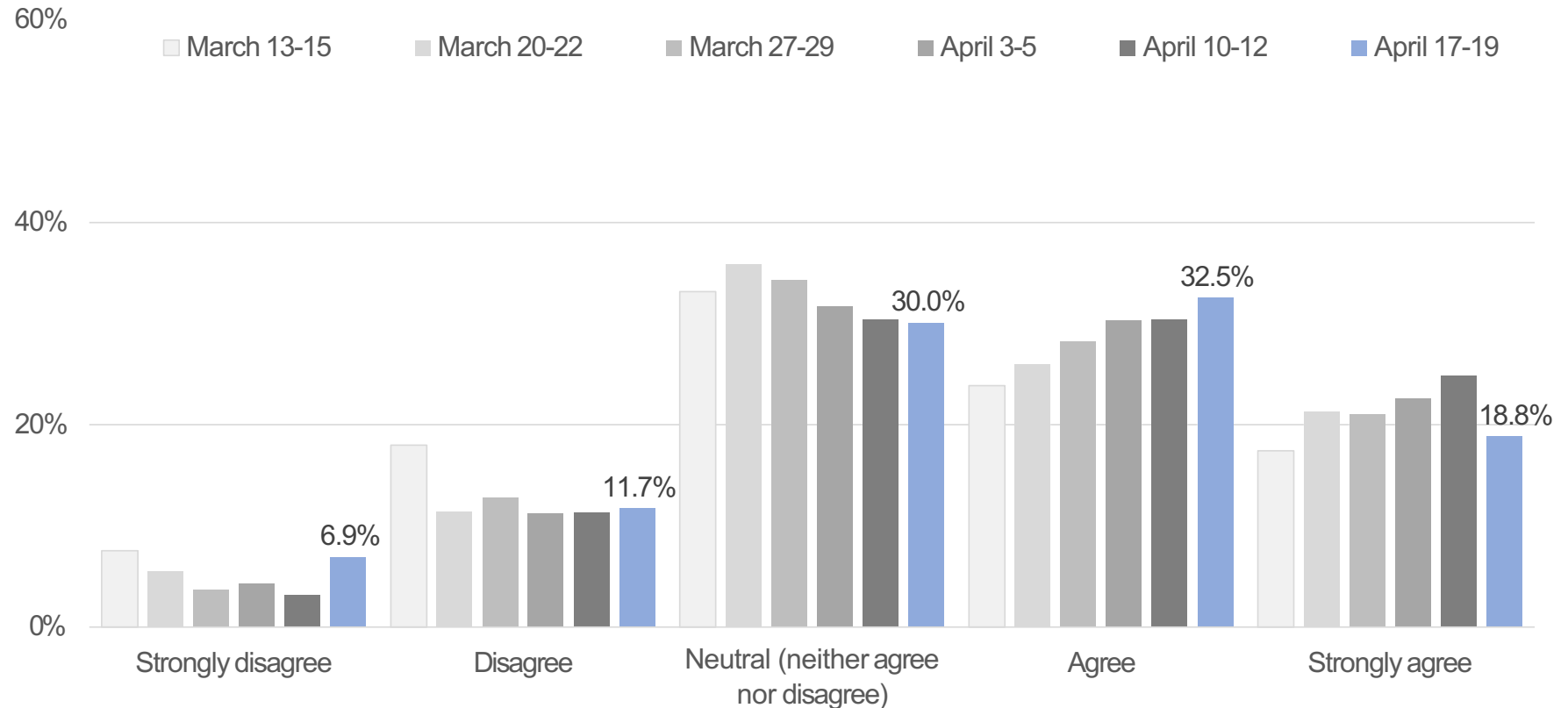


Travel in the short-term may be much more local, as consumers enjoy “staycations” instead of traditional (longer haul) vacations.

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263 and 1,238 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020)



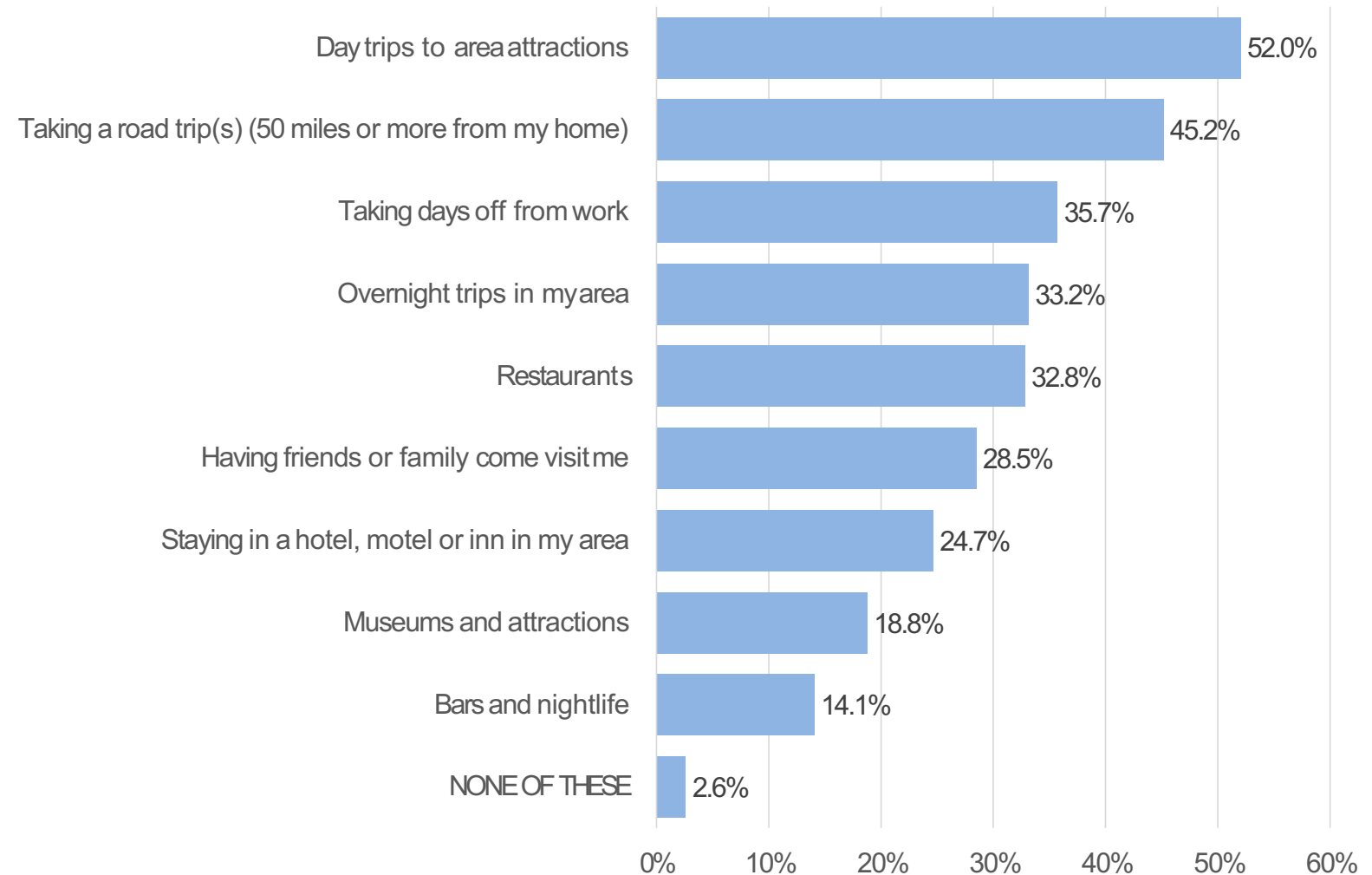
Staycations may not equal as much per trip spend, but can provide much needed visitation to local attractions, restaurants and even hotels.

Active Staycationers

Question: If you were to take a staycation this summer, which of the following would it most likely include? (Select all that apply)

(Base: Wave 6. Respondents who would take a staycation this summer, 1,066 completed surveys. Data collected April 17-19, 2020)

Question Added in Wave 6

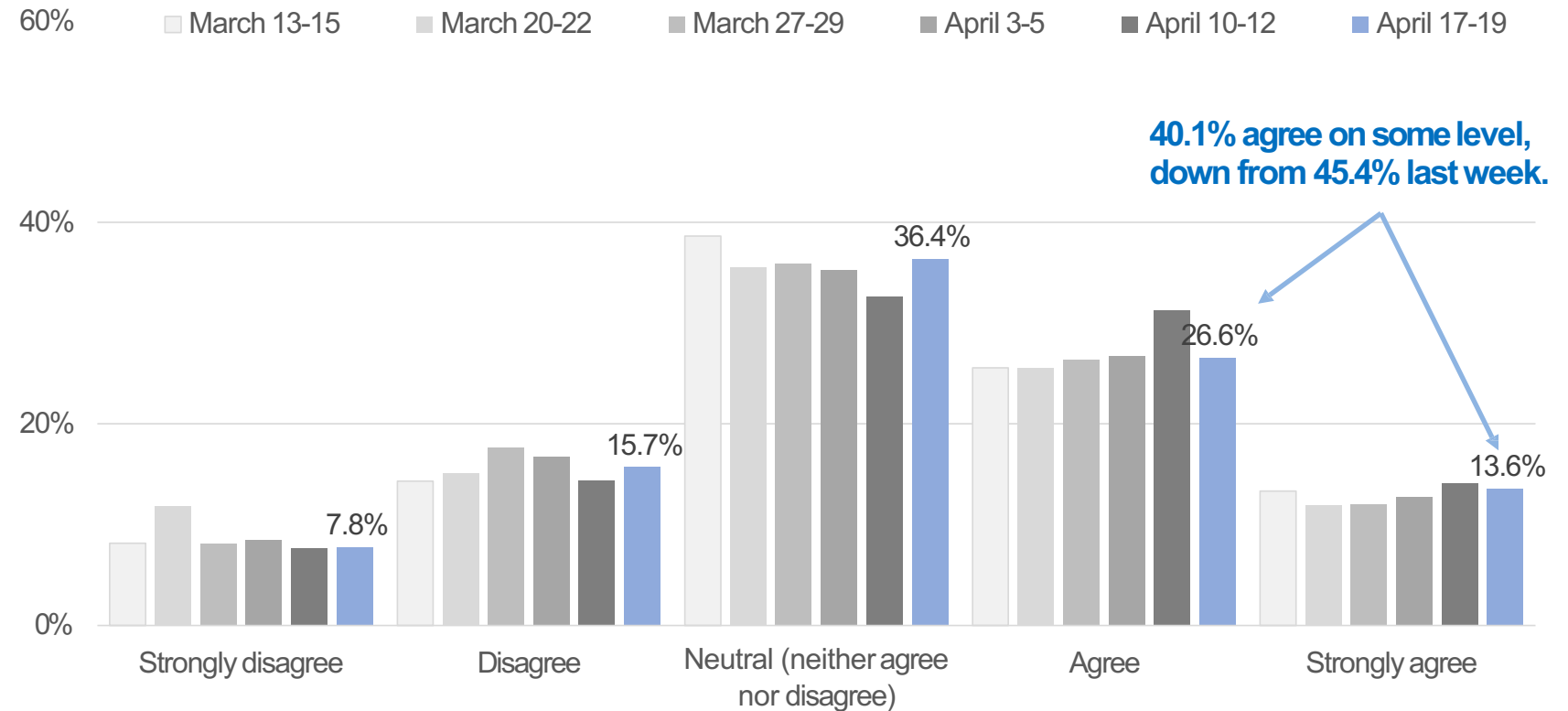


Road trips will be seen as a safer alternative to air travel.

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020)

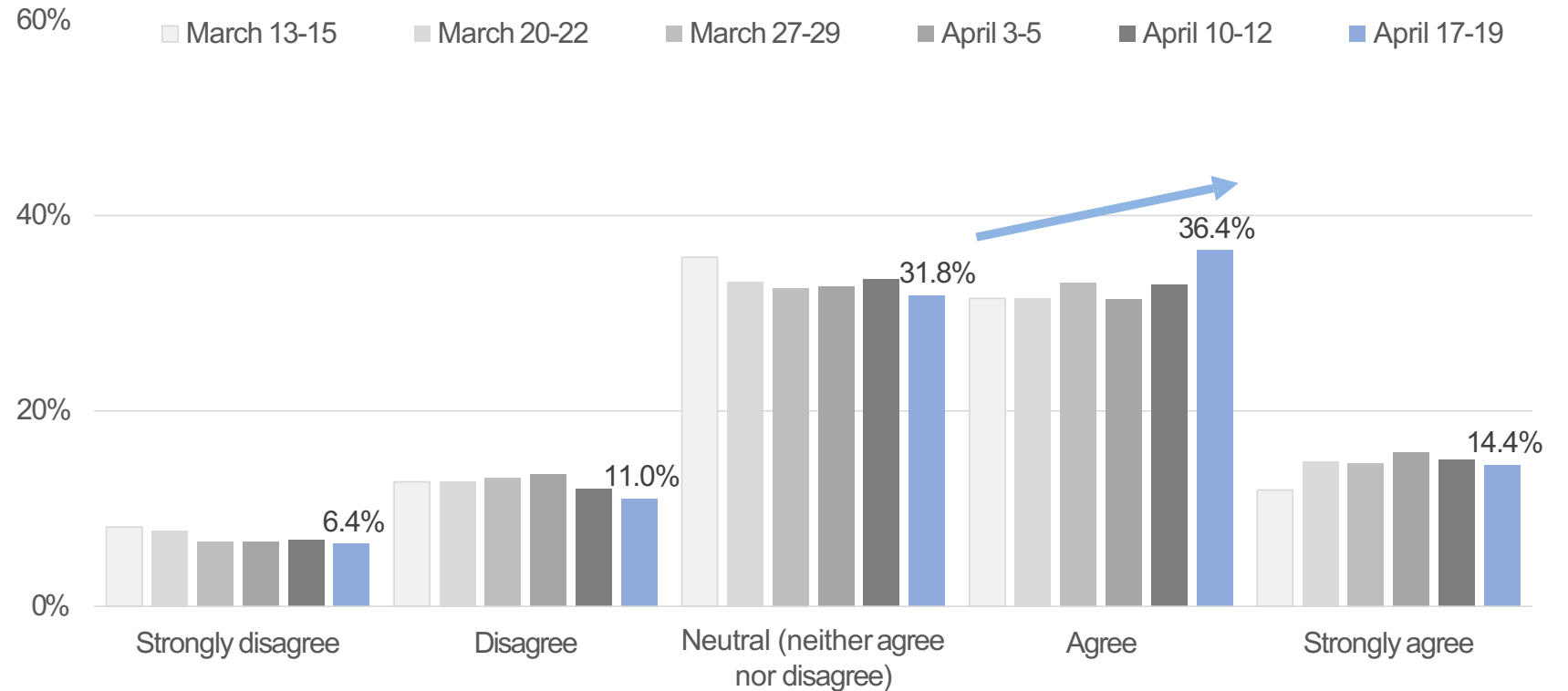


Regional trips have far greater appeal to allow consumers to venture back into travel, but tentatively.

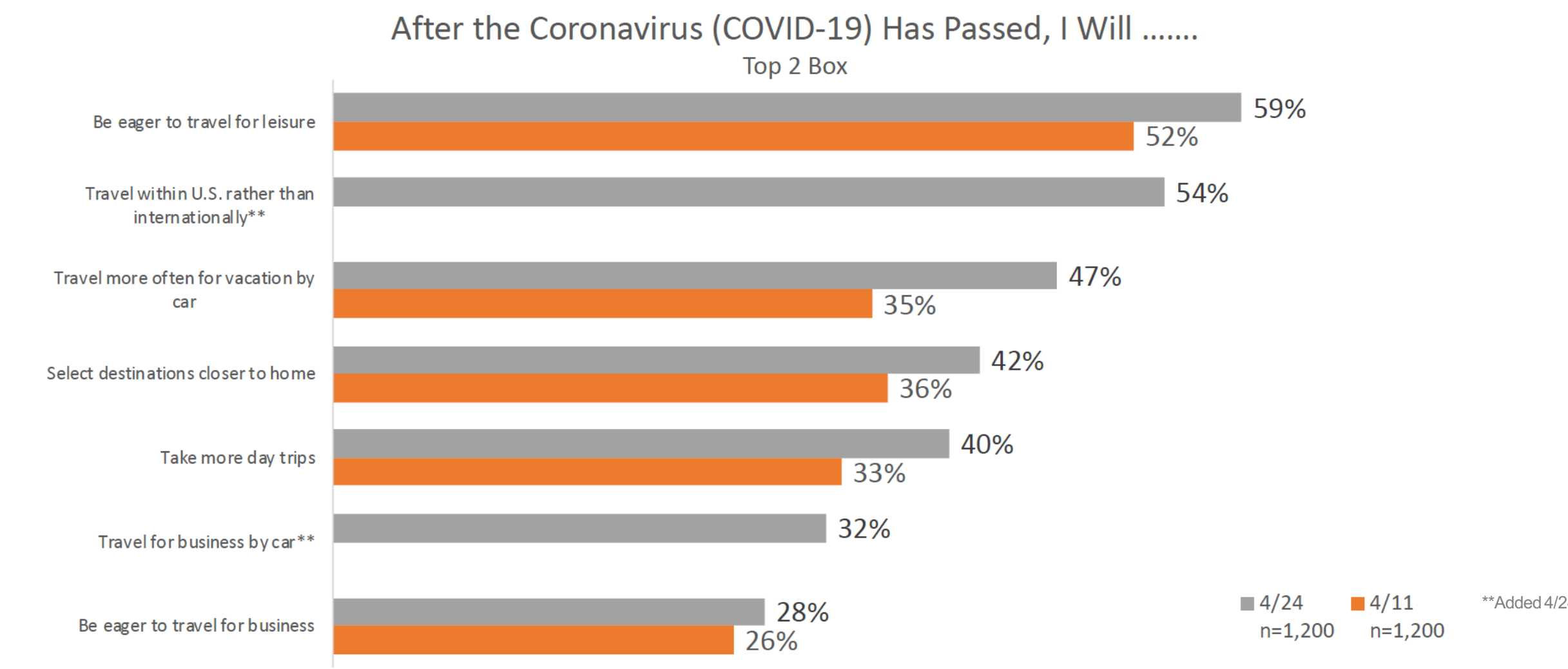
How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more regional trips (near my home) and avoid long-haul travel (further from home).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263 1,238 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020)

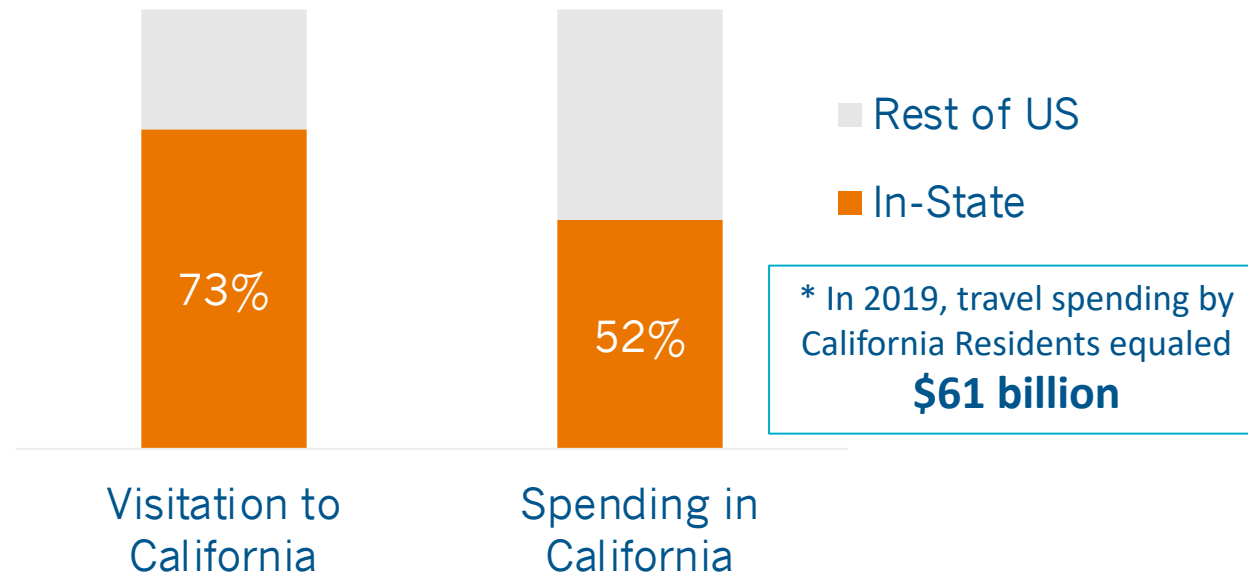


Slowing Spread of COVID-19 & Reduced CDC Advisory Levels Will Have Most Impact on Travel Decisions During Next 6 Months



California In-State Market Opportunity

Domestic Visitation and Spend



- The abundance of California in terms of both population and geographical size means that California can call upon our own residents to make a sizeable impact in our tourism industry recovery.
- Under normal conditions, 73% of all domestic tourism visits in California are by California's own residents, and they account for 52% of all domestic tourism spend in California.
- With California seen as a safer place to travel in the short term, we can rely on - and further stimulate – in-state destination spending

Key Indicator Matrix – Summary Indicators

Public Health Indicators	Consumer Sentiment Indicators	Internet Search Indicators	Lodging & Airline Booking Indicators	Owned Channel Indicators
<ul style="list-style-type: none"> # of COVID-19 cases SIP restrictions Travel bans 	<ul style="list-style-type: none"> Normalcy Index (Forethought) Healthy Travel Index Score (Destination Analysts) Impact of COVID-19 on travel (Longwoods) General Travel Intent (Google) Domestic Leisure Trip Intent (MMGY, SMARI) International Leisure Trip Intent (MMGY, SMARI) 	<ul style="list-style-type: none"> Search for California Travel OTA Hotel, Airline, Destination Searches 	<ul style="list-style-type: none"> Forward Keys – Domestic Air Bookings (leading) DIIO – Domestic Air Capacity (lagging) Travel Click – Hotel Bookings (leading) STR – Hotel Demand (lagging) AirDNA – Short Term Rental Demand (lagging) DIIO – International Air Capacity (lagging) NTTO – International Arrivals (lagging) 	<ul style="list-style-type: none"> Covid-19/Coronavirus conversations Travel Alert page views

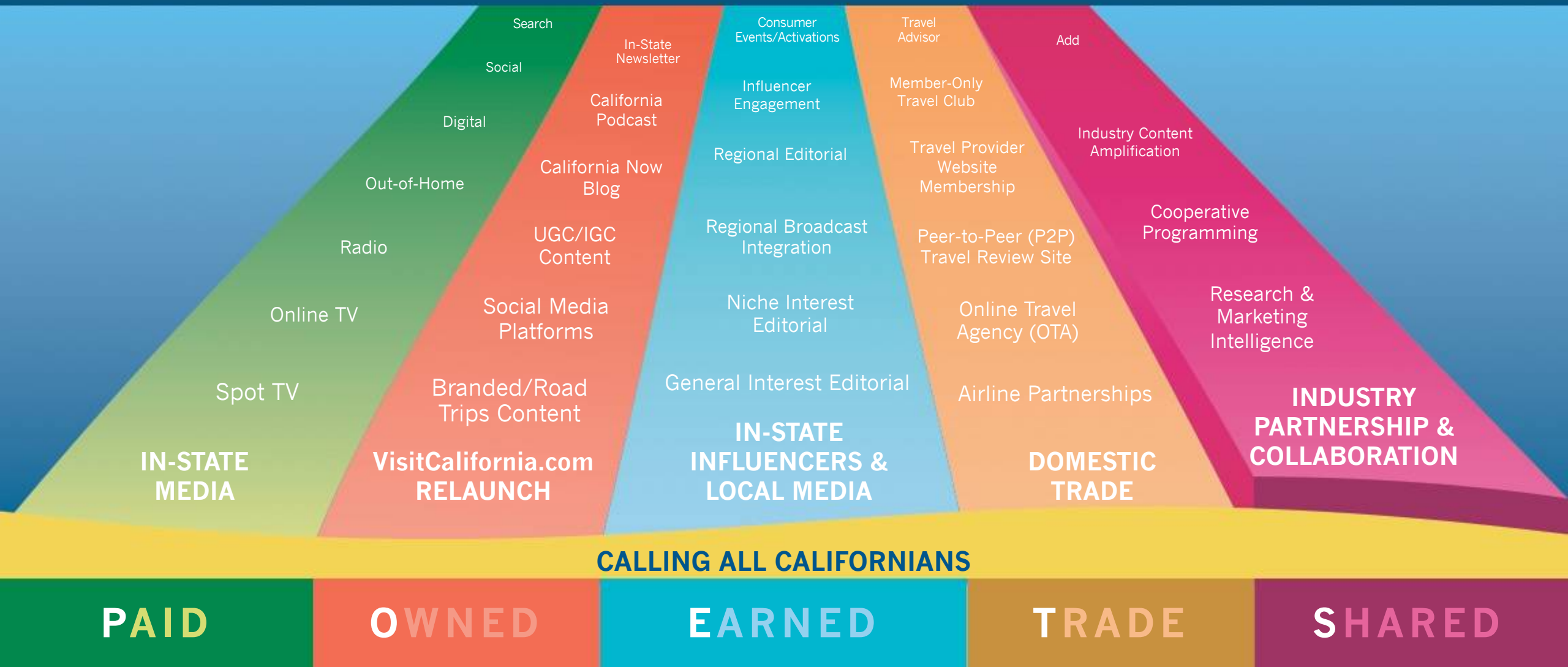


Visit California's Crisis Response & Recovery Update

COVID-19 Marketing Framework

	RESPONSE		RECOVERY		
	(Phase 1)	(Phase 2)	(Wave 1)	(Wave 2)	(Wave 3)
Creative	<ol style="list-style-type: none"> 1. Dream With Us Video 2. Thank You For Dreaming Video 	Keep Dreaming Video	Calling All Californians In-State Recovery	California Is Calling Western Region	<ol style="list-style-type: none"> 1. California Road Trip Republic 2. Kidifornia 3. California Now 4. All Dreams Always Welcome
Messaging Strategy	Provide a message of optimism and unity in a period of uncertainty	Infuse more of the California experience into that message of optimism	Encourage Californians to help jump start the local economy by taking a California vacation	Inspire nearby Western Region travelers to take a road trip to California	Introduce new layer of Brand messaging with California invitation to Dream Big
Social Activation	California TakeoutTuesday	Keep up the Dream	Keep up the Dream Live the Dream	Live the California Dream	

COVID-19 Crisis Recovery Integrated Programming



Three Wave Integrated Marketing Strategy

Wave 1

START WITH IN-STATE MESSAGING

Calling All Californians

Calling all Californians to vacation in their home state and help jump start the Golden State economy.

Wave 2

ADD WESTERN REGION DRIVE MARKETS

California Is Calling

California is calling Western Region 'resilient travelers' to take a road trip to California.

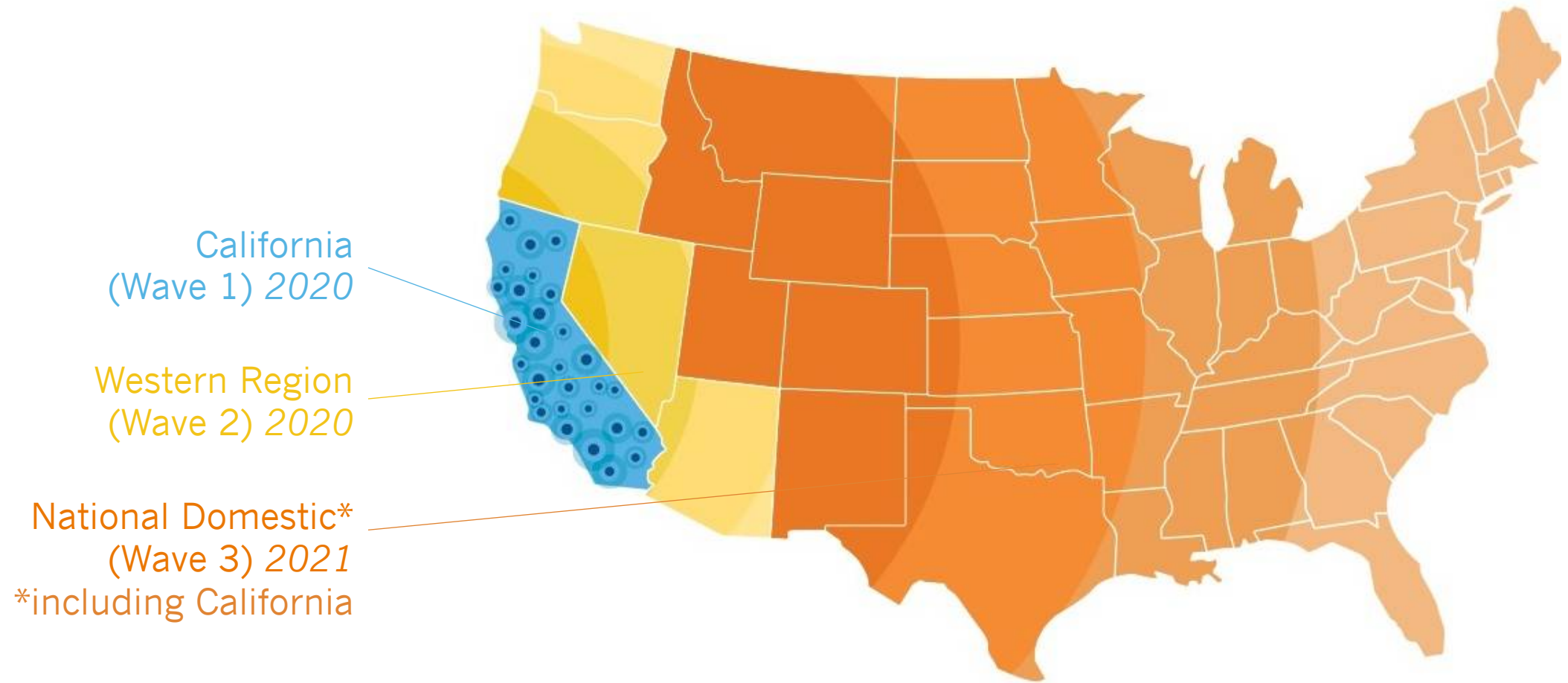
Wave 3

EXPAND TO NATIONAL WITH CONTINUED IN-STATE

All Dreams Always Welcome in California

California is calling all who are ready to visit California where all dreams are always welcome.

Target Audience by Wave



ENCOURAGE WOULD-BE ROAD
**Encourage Californians
to AMPLIFY**

**Create AWARENESS
Drive ACTIVE TRAVEL
INTENT**

Calling All Californians

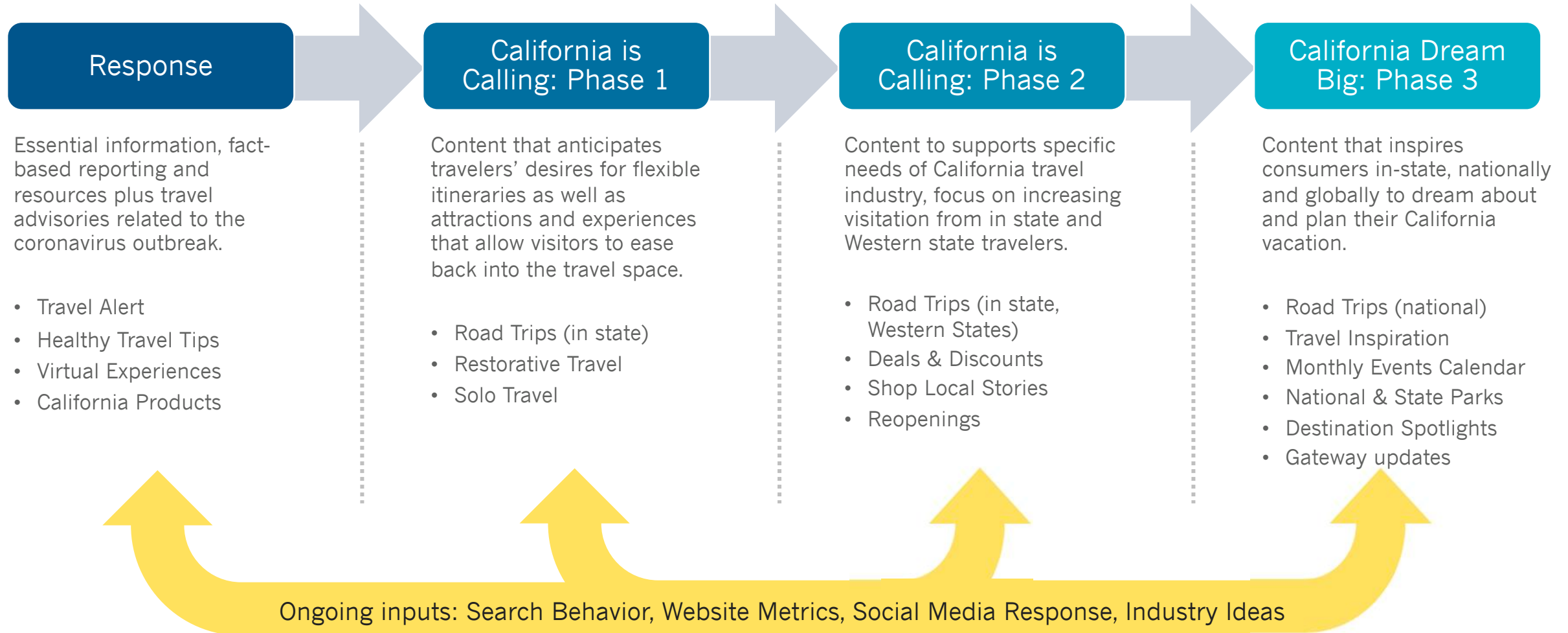
**Invite Californians to
PARTICIPATE**

**CONNECT Californians
to relevant content on
CaliforniaNow.com**

CALIFORNIA

Visit California Recovery Content Strategy

An “always on” destination newsroom that provides consumer-focused content that addresses real-time needs as they evolve. Continually monitor search behavior, social media website metrics. Develop library of useful and entertaining California-branded content, including guides to virtual experiences. Content curation inputs from locals and DMOS, handing microphone over to amplify their voices. Transition content messaging back to California Dream Big brand



Visit California Recovery Content Strategy

		RESPONSE	CALIFORNIA IS CALLING		CALIFORNIA DREAM BIG
			(Phase 1)	(Phase 2)	(Phase 3)
VisitCalifornia.com	Out of State	Travel Alerts Information Resources	Travel Alerts (updates) Information Resources	California Local integration	Pivot to sustainability (general)
	In State	Community Support	Calling All Locals Civic Pride Messaging Deals & Discounts	Calling All Californians Civic Pride Messaging California Local integration	Pivot to sustainability (in-state focus)
CA Now Blog	Out of State	Fact-Based Reporting Helpful Ideas During Lockdown Keep Dreaming and Planning	Fact-Based Reporting Keep Dreaming & Planning (mid-term)	Travel Planning (short term) Timely & Topical content Deals & Discounts Rescheduled events promotion Road Trips	Pivot to sustainability (general)
	In State	#CATakeOutTuesday Celebrate local heros	Calling all Locals Trip planning (near term) Deals & discounts Restorative travel Road Trips & RV Travel Reopenings	Calling all Californians Trip planning (short term) Deals & Discounts Restorative Travel Road Trips & RV Travel Reopenings	Pivot to sustainability (in-state focus)
CA Now Podcast		Podcast promotion (previous episodes)	New episodes featuring: California Locals Integration Travel Deals Road Trips Intra-state travel	New episodes featuring: California Locals Integration	Pivot to Sustainability

Visit California Recovery Content Strategy

		RESPONSE	CALIFORNIA IS CALLING		CALIFORNIA DREAM BIG
			(Phase 1)	(Phase 2)	(Phase 3)
Print		Visitor’s Guide 2020 (ongoing promotion)	Road Trips Guide 2020 (California & West Coast distribution)	Visitor’s Guide 2021	Visitor’s Guide 2021 (ongoing promotion)
E-News	Out of State	Bi-weekly sends List building (western states)	Weekly sends Future trip planning Email Survey: Travel sentiment List building (National)	Weekly sends Future trip planning List building (National)	Weekly sends Current trip planning Relaunch international sends List building (National & International)
	In State	Bi-weekly sends List Building (CA)	Weekly sends: local deals, road trips Community support (Calling All Locals) List Building (CA)	Weekly sends: local deals, road trips, trip planning List Building (CA)	Weekly sends: local deals, road trips, trip planning, inspirational content List Building (CA)
Social Media	Out of State	Build community Content to assist fans through current crisis Inspirational content & invitation to dream Share news, real time information Amplify industry content		Drive market ideas, road trips, trip planning and things to do Share blogs, relevant news, and real time information Direct and transparent information Shop local from afar	California is Calling Short and long haul travel inspiration Trip planning Call to action to visit Return to always on content approach Shop local
	In State		Calling all Californians messaging – state pride, community love and support, weekend road trip ideas, challenges		

California Now Content Strategy

CONTENT TYPE	FACT-BASED REPORTING	HELPFUL IDEAS DURING LOCKDOWN	KEEP DREAMING & PLANNING	COMMUNITY SUPPORT	INDUSTRY SUPPORT
OVERVIEW	Essential information, resources and travel advisories related to the coronavirus outbreak	For travelers who are sheltering in place, quarantined, or social distancing, this content provides entertainment and distraction, with some subtle California branding.	Content that will anticipate travelers' desires for flexible itineraries (including road trips) as well as attractions and experiences that allow visitors to ease back into the travel space	Showcase of businesses and individuals who have stepped up to provide for their communities.	Content to support specific needs & goals of the California travel industry.
SAMPLE CONTENT	Visit California Travel Alert	San Diego Zoo, Monterey Bay Aquarium, Others Offer Awesome Webcam Experiences	Key California Attractions Announce Opening Dates	Restaurateurs Turn Dining Spots into Community Markets	DMOS—New articles and social posts, helping increase visitation from travelers inside the state and elsewhere.
	Find Local COVID-10 Travel Resources on These Local Sites	14 California-Powered Virtual Experiences for Kids	10 Dynamic Places to Find Solitude in California's Urban Centers	Chefs Go Above and Beyond to Help Those in Need	Industry Partners—New articles on hotels, restaurants, and retail outlets, plus content templates and ready-to-post articles optimized to engage travelers.
	Be Prepared: 7 Healthy Travel Tips	How to Enjoy California Wine Even if You Are Stuck at Home	Ready, Set, RV		Deals and Discounts—Aggregation of special offers, packaged for optimal consumer value, plus distribution to the appropriate audiences.
	Which Events Are Cancelled Due to the Coronavirus?	Bring California Sunshine to Your Front Door			



Industry Partnership Opportunity

Industry Partnership Objectives

Provide the industry with a collaborative recovery opportunity to in-state visitation and spending

Reduce individual partner advertising expenses in a time of scarcity

Streamline statewide marketing efforts to generate the biggest impact

Three thin, wavy, light gray lines that span the width of the slide, positioned at the bottom of the content area.



Launch Platforms

1. Leveraged Media
2. California Now
3. Technical Platforms

Leveraged Media Partnership Overview

Visit California's long-standing relationships with a range of digital platforms will deliver a leveraged media partnership opportunity that supports and enhances Industry efforts during the COVID-19 Recovery period.

Key to this endeavor is the ability to engage media partners that can:

Deliver **SUBSTANTIAL VALUE** through media match or equivalent discount

Deliver **ACTIVE TRAVEL INTENDER AUDIENCE TARGETS** based on industry research

Provide **FLEXIBLE SOLUTIONS** that make participation & management easy

In-State Media Program Overview

A blend of high impact statewide media channels will deliver broad messaging while partner specific messaging is targeted to desired regions of California.

Calling All Californians **Statewide Recovery Campaign**



Spot Television



Digital Video



Radio



OOH

Calling All Californians **Statewide Recovery Campaign WITH Regional Leveraged Media Partnership**



Display



Social Media



Digital Radio

Dynamic targeting across all 12 California regions with specific CTAs to drive action mid-to-low funnel.

Leveraged Media Framework

Partners

Media partnerships will be negotiated across a range of key Visit California digital media channels, providing Industry partners an opportunity to join all (or select) layers.

- CPM / Rate
- Media Matching Parameters
- Added Value Guarantees
- Target Audience Segments
- Regional Targeting Guidelines
- Creative & Messaging Templates
- Development & Production Offering

OTAs



Programmatic Travel



Social



Audio



Targeting Methodology

REGION

Visit California will deploy targeted media programs across all of the 12 regions — partners can select/target regions most relevant to their market.



&

ACTIVE INTENDER SEGMENTS

DEMO

Broad level targeting to reach audience based on demographics:

- High HHI
- Adults 25+
- Travel Propensity

TRAVEL

Recent and relevant digital behavior indicating interest in travel planning (early stages), with no specific destination in mind.

SPECIFIC DMA

Specific interest: searches, research, website visitation, behavior – indicating interest in specific partner destinations.

Example Industry Partner Investment & Leveraged Value

Industry Partner	Industry Partner Spend*	Visit California Plus-up**	Media Partner Match/ Discount	Total Value	Ratio
Selected media partners	Industry partner spend	20% plus-up contribution dollars	Value of match or discount provided by media partner	Combined value of media spend, Visit California match & media partner match	Ratio of spend to value returned
Expedia	\$100,000	\$20,000	\$120,000	\$240,000	2.4:1
Sojern	\$100,000	\$20,000	\$60,000	\$180,000	1.8:1
Adara	\$100,000	\$20,000	\$60,000	\$180,000	1.8:1
TOTAL	\$300,000	\$60,000	\$240,000	\$600,000	2:1

Industry partner return and total value will vary based on selected channels and investment; **eCPM is less than half** of what a partner would pay direct.

*Minimum investment level per partner: \$25K

**Maximum \$100K plus-up per partner with inclusion in *Calling All Californians* Recovery campaign

Industry Participation Process

MEDIA SELECTION

Industry partner selects desired media channel(s) from predefined list.



TARGETING

Industry partner selects desired region(s) and targeting segments.



INVESTMENT

Industry partner commits dollars; minimum commitment by media channel to be established.

CREATIVE

Partner delivers creative direction and key assets to Mering if using templated format.

Mering time for asset development to be covered by Visit California; production hard costs to be covered by Industry partner.

CAMPAIGN SETUP

Campaign parameters: targeting, dollars, creative rotation, etc. delivered to select media partners.

Insertion order, including matching funds and guaranteed added value to be negotiated by Mering, with buy execution by Industry partner direct with media partner(s).

Industry Feedback

To finalize the Leveraged Media Partnership offering, Visit California is seeking Industry feedback on the following:

1. Participation — interest in participating in the program
2. Partner Prioritization — which media partners are most important
3. Investment Level — anticipated investment level
4. Timing — ideal timing for deployment

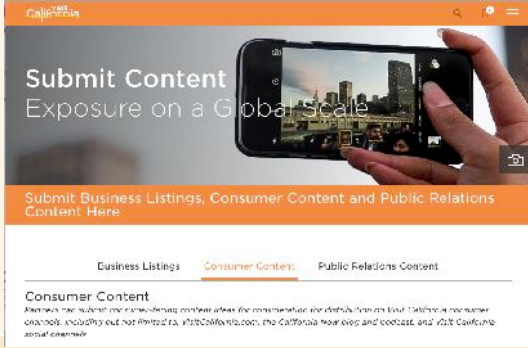



Complete this [Google Form](#)



California Now In-State Recovery Co-op Opportunities

	RESPONSE	CALIFORNIA IS CALLING		CALIFORNIA DREAM BIG
		(Phase 1)	(Phase 2)	(Phase 3)
VisitCalifornia.com	Community Support	Calling All Locals Civic Pride Messaging Deals & Discounts	Calling All Californians Civic Pride Messaging California Local integration	Pivot to Sustainability
Co-op Opportunity	Digital Ads (potentially “VCA.com website relaunch” opps), Sponsored Content			
CA Now Blog	#CATakeOutTuesday Celebrate local heroes	Trip planning (near term) Deals & discounts Road Trips & RV Travel Reopenings	Trip planning (short term) Deals & Discounts Road Trips & RV Travel Reopenings	Pivot to Sustainability
Co-op Opportunity	Digital Ads, Sponsored Content Opps			
CA Now Podcast	Podcast promotion (previous episodes)	California Locals Integration Deals & Discounts Road Trips & Intra-state travel	California Locals Integration	Pivot to Sustainability
Co-op Opportunity	Custom (Sponsored) segments, :60 interstitials			
Print	Visitor’s Guide 2020 (ongoing promotion)	Road Trips Guide 2020 (CA & West Coast distro) California Is Calling Special Section (CA & West Coast distro in Better Homes & Gardens, Real Simple, Parents, T+L)	California Visitor’s Guide 2021 (California distribution focus)	California Visitor’s Guide 2021 (Western State distribution focus)
Co-op Opportunity	Print Ads			
Enews	Bi-weekly sends List Building (CA)	Weekly sends: local deals, road trips Community support (Calling All Locals) List Building (CA)	Weekly sends: local deals, road trips, trip planning List Building (CA)	Weekly sends: local deals, road trips, trip planning, inspirational content List Building (CA)
Social	Keep The Dream Challenge	Calling all Californians – state pride, community love & support, weekend road trips, challenges		
Co-op Opportunity	Promoted Posts, Sponsored Pins			

California Now In-State Recovery Co-op Opportunities

Content Submission Tool	VisitCalifornia.com	California Now Blog	California Now Podcast
Visit California always welcomes content suggestions and ideas, all vetted by an editorial board.	Showcases California's abundant travel options to intrepid travelers across the state.	Award-winning travel blog that inspires highly qualified in-state audiences to dream about and plan their California vacation.	Explores the people and places that make California a unique travel destination. Host Soterios Johnson, NPR alum, interviews insiders about their favorite experiences.
			
<ul style="list-style-type: none"> VCA accepts content submissions for all owned channel programs—website, podcast, and print 	<ul style="list-style-type: none"> Standard Rich Media Units High impact units & takeovers Sponsored Articles 	<ul style="list-style-type: none"> Standard Rich Media Units High impact units & takeovers Sponsored Blog Posts 	<ul style="list-style-type: none"> :30 to :60 interstitials Links on show notes pages Sponsored Segments
Free	\$5K - \$50k	\$5K - \$50k	\$10K – 25k

California Now In-State Recovery Coop Opportunities

California Road Trips Guide	California Visitor's Guide	Enewsletters	Social Media
Sent to 1M qualified in-state and western state audiences in late summer through fall timeframe—designed to get them moving across the state.	A must to reach travelers in-market for a trip to California. Packed with insights & information. 500,000 printed, heavy in-state distribution Q1 '21.	Inspiring subscribers with ways to enjoy California virtually, purchase California-made product to dream of and plan their next California vacation.	Reach Visit California's 2.5M+ engaged social followers across Facebook, Twitter, Instagram and Pinterest.
			
<ul style="list-style-type: none"> • ¼ page to spread units 	<ul style="list-style-type: none"> • Enhanced listings • Regional co-op sections • ¼ page to spread units 	<ul style="list-style-type: none"> • Sponsored newsletters • Dedicated newsletters • Weekly cadence 	<ul style="list-style-type: none"> • Sponsored Posts • Sponsored Pins • Instagram Stories
Late Summer/Fall 2020	2021 (heavy up in Q1)	Ongoing	Ongoing
\$4k - \$25k	\$1k to \$78k	\$3k - \$7.5k	Pricing available on request

How to get involved

Schedule one-on-one meetings to review coop offerings in detail with Visit California, Mering Advertising and Meredith.

For Leveraged Media, email Ashley Abney at aabney@visitcalifornia.com

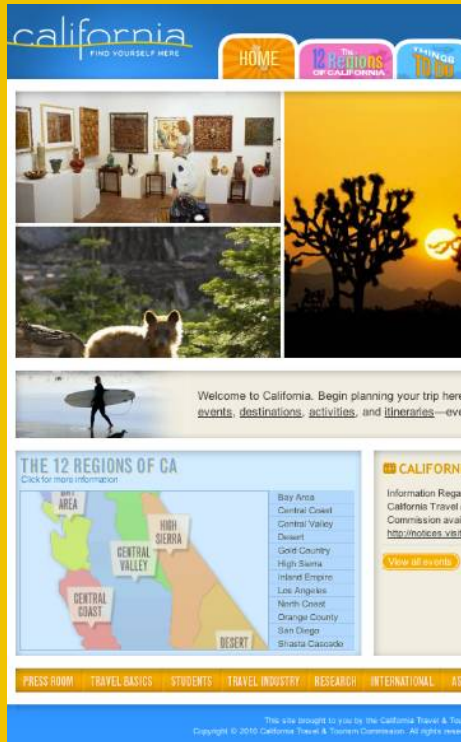
For California Now email Gwynne Spann at gspann@visitcalifornia.com

Three thin, light gray wavy lines that span the width of the slide, positioned at the bottom of the content area.



Visit California Website 3.0 Launch

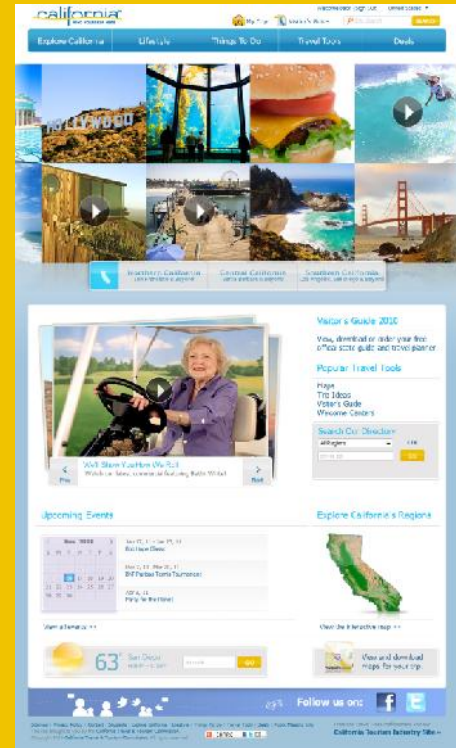
Website Evolution



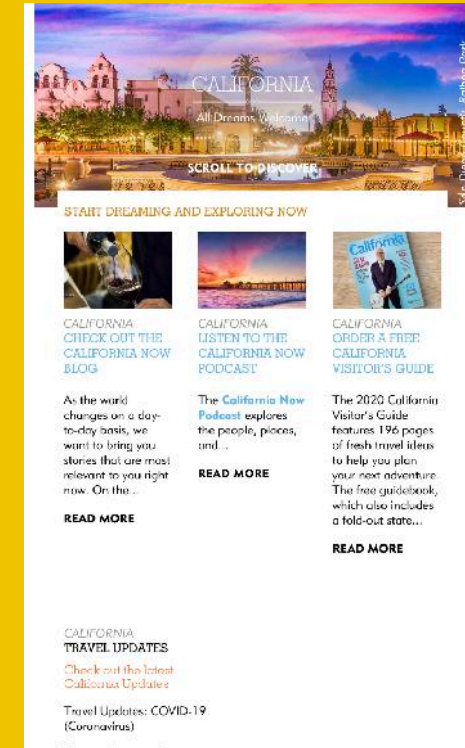
2007



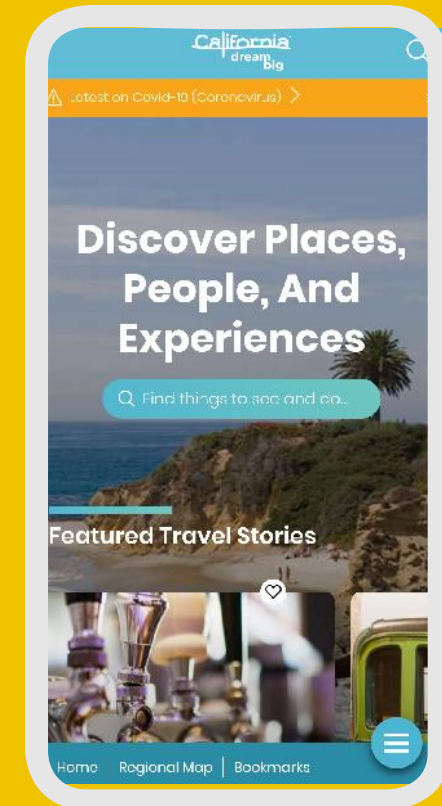
2008



2009/2010



2014



2020

Original Feature Set

Due to the phase out of Drupal7, there was a technical need to migrate the website to Drupal8.

This provided Visit California with an opportunity to make upgrades to better address user expectations and needs. The addressed upgrades include:

- Speed
- Mobile First Design
- Intuitive Navigation and Search
- Recommended Itineraries and Activities
- Personalized Experience

In Short...

VisitCalifornia.com 2.0

Lean Back: Inspire Me

One Size Fits All

I'm on my Desktop

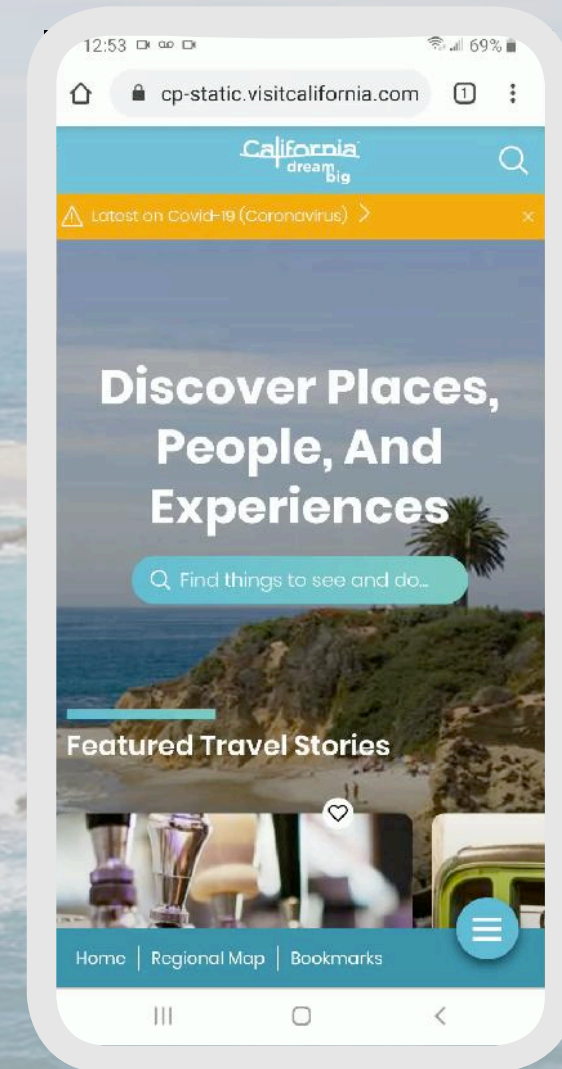
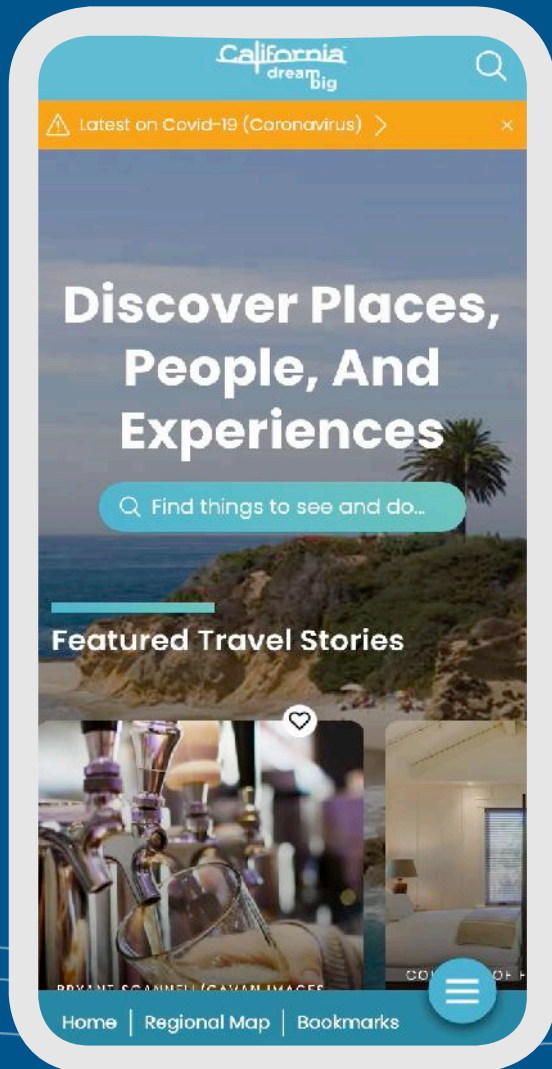
VisitCalifornia.com 3.0

Lean Back AND Lean In:
Inspire & Help Me

Make it Personal

I'm Mobile

Website Preview



Website Impact: COVID-19 Recovery Assumptions

1. Expect “jagged” recovery
2. Road Trips as preferred trip type by consumers for foreseeable future
3. Website will need to support in-state travelers
4. Facts and information continue to be important content types
5. Other Considerations:
 - a. End summer/early fall travel ramp up
 - b. Provide insider information
 - c. In-state resources will be locally led

COVID-19 Opportunities

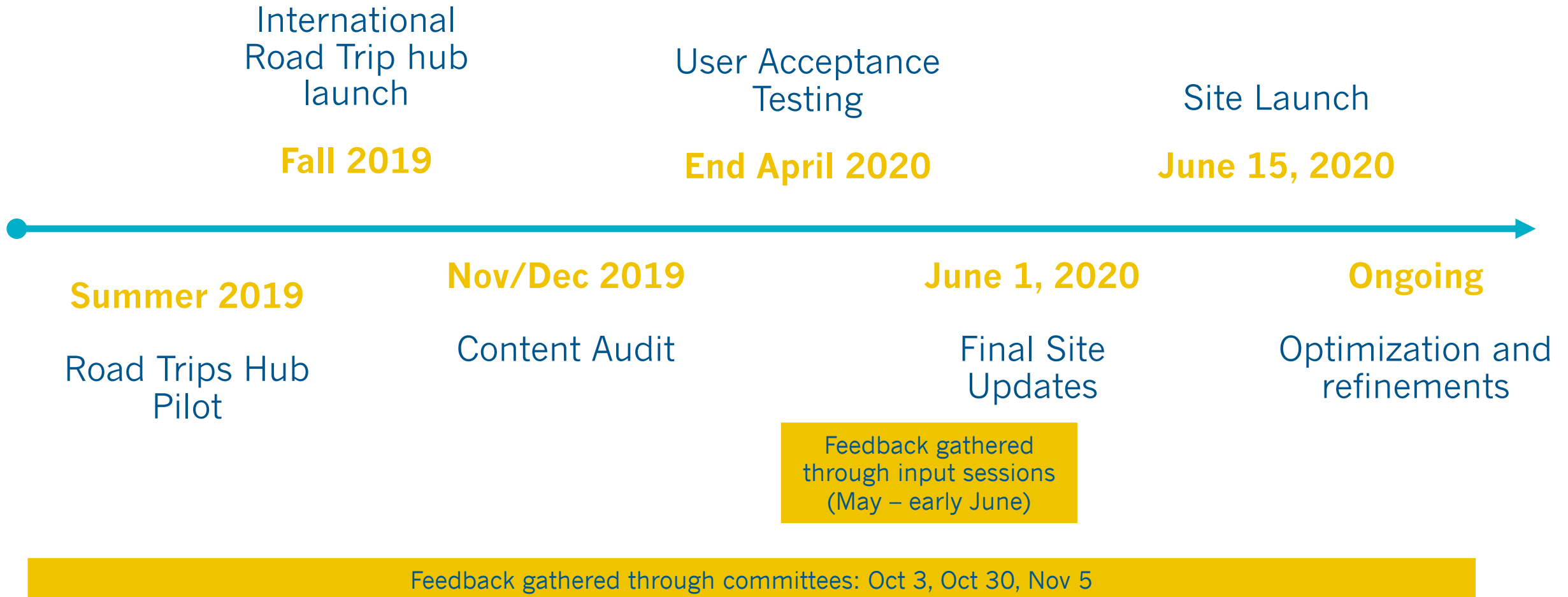
Expand the in-state audience through strategic use of
“California Now” Network

Resource Aggregator
Vectoring People to
Appropriate Information

In-State Trip Planning
Prioritization and Partner
Handoffs

User Generated Content
Integration

Website Rollout



How to get involved

1. Identify who from your team you would like to have in the input sessions – input sessions will be scheduled between mid-May through mid-June.
2. Email webinput@visitcalifornia.com to share the names and emails of your invitee list by EOD May 11.
3. webinput@visitcalifornia.com will send you a Calendly invite – choose a time slot that suits your group.
4. Once you've signed up for a timeslot, Calendly will send you a confirmation email. Shortly thereafter, and you will receive an official invite from webinput@visitcalifornia.com for your input session including a Zoom video link.
5. Join the call during the timeslot you've chosen. A VCA team member will walk you through an in-depth presentation of the website and provide you with a feedback form to collect your input.



Wrap Up and Next Steps

[← BACK HOME](#)

Visit California Coronavirus Update

[SIGN UP FOR EMAIL UPDATES](#)

Visit California continues to closely monitor the coronavirus (COVID-2019) outbreak. Our global agency network, alongside the Sacramento team, are working with industry partners and Gov. Newsom's senior administration officials to gather and distribute the most accurate and timely information. Visit California continues to recommend a fact-based response as the outbreak develops.

Visit California will revise its projections for inbound visitation and spending as more data on the outbreak become available.

Please bookmark this page. Updated industry resources will be posted here as the situation develops. Talking points are revised and updated seven days a week by 10 a.m. Pacific Time.

TALKING POINTS

- **NEW Industry Talking Points** (updated 4/14)

RESEARCH

- [Coronavirus Economic Impacts Overview](#)
- **NEW International Arrivals**
- [Weekly Lodging Report](#)
- [Tourism Economics 2020 Forecast Overview](#)

INDUSTRY SURVEY

- [Business Impact Survey](#)

INDUSTRY TOOLKITS

- [California Takeout Tuesday](#)
- [Content Toolkit](#)
- [Social Media Toolkit](#)

<https://industry.visitcalifornia.com/marketing-communications/coronavirus>

California Tourism Month

INDUSTRY ▾

PARTNER OPPORTUNITIES ▾RESEARCH & TRENDSEVENTSABOUT ▾MORE ▾

LOGIN

0

[← BACK TO PROGRAMS](#)

CALIFORNIA TOURISM MONTH

California Tourism Month

May 2020

In 2016, the California Legislature passed a bipartisan resolution declaring May California Tourism Month, spotlighting tourism's role as a key economic driver for the Golden State. Travel is ingrained in the state's very identity, and its economic and cultural benefits are undeniable. California Tourism Month is the time year to look back on all that has been accomplished and to tell the state's tourism story.

SHARE THE STORY OF TOURISM IN YOUR COMMUNITY:

- Release local Tourism Impact Reports to media
- Engage elected officials
- Activate stakeholders
- Start community conversations on social media

CALIFORNIA INDUSTRY TOOLKIT

Drafts are below and final templates with updated numbers will be available Monday, May 4.

- Economic Impact Report will be available May 4 (Will be updated in this [research report](#) and on [TravelMattersCA.com](#))
- [California Tourism Month talking points](#)
- Sample press release (available soon)
- [Sample social media posts](#)
- [Social media graphics](#)
- [Sample article](#) to include in newsletters and online publications
- Show your California spirit virtually with [destination-specific Zoom backgrounds](#)
- [U.S. Travel Toolkit for National Travel and Tourism Week](#)

Get involved

For questions about Visit California's plans for California Tourism Month contact [Public Affairs Manager Dan Smith](#).



Virtual Board Meeting May 19, 2020

How To Get Involved

Contacts and Resources:

Website & Content Contact: Gwynne Spann, gspann@visitcalifornia.com

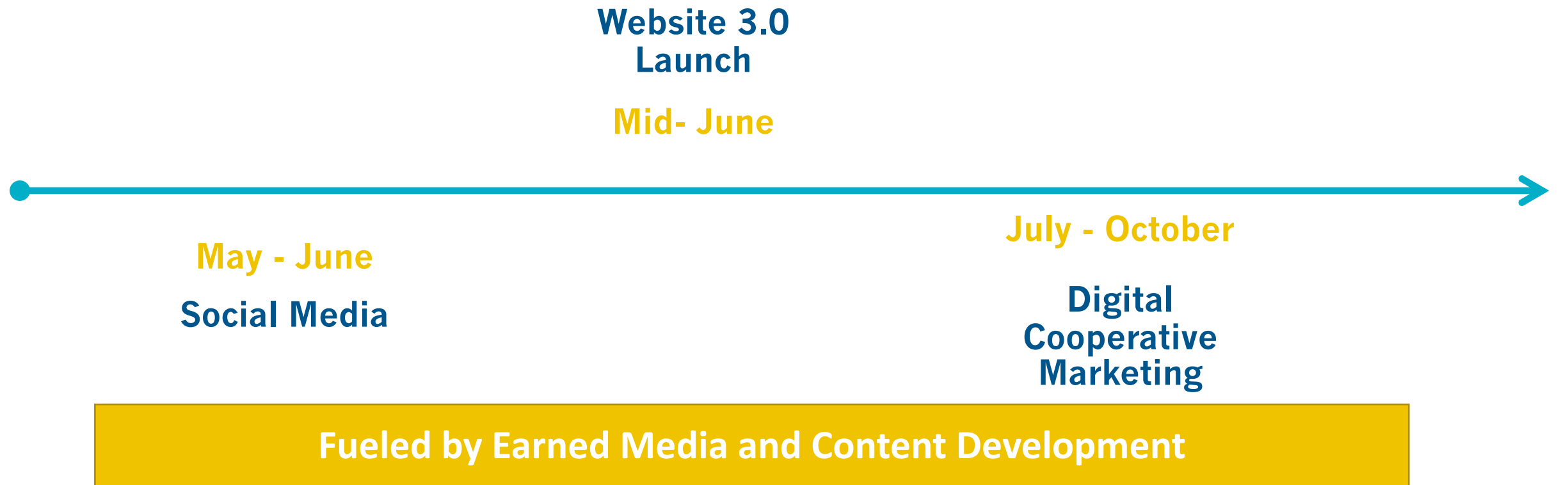
Social Media Contact: Jeff Tang, jtang@visitcalifornia.com

Leveraged Media Contact: Ashley Abney, aabney@visitcalifornia.com

Industry Toolkits: industry.visitcalifornia.com/coronavirus



Marketing Plan A



A low-angle photograph of a forest with tall, slender trees reaching towards a bright sky. The image is partially covered by a semi-transparent blue rectangle. In the bottom right corner, there are green fern fronds. The text "Thank you!" is centered within the blue rectangle in a white, sans-serif font.

Thank you!