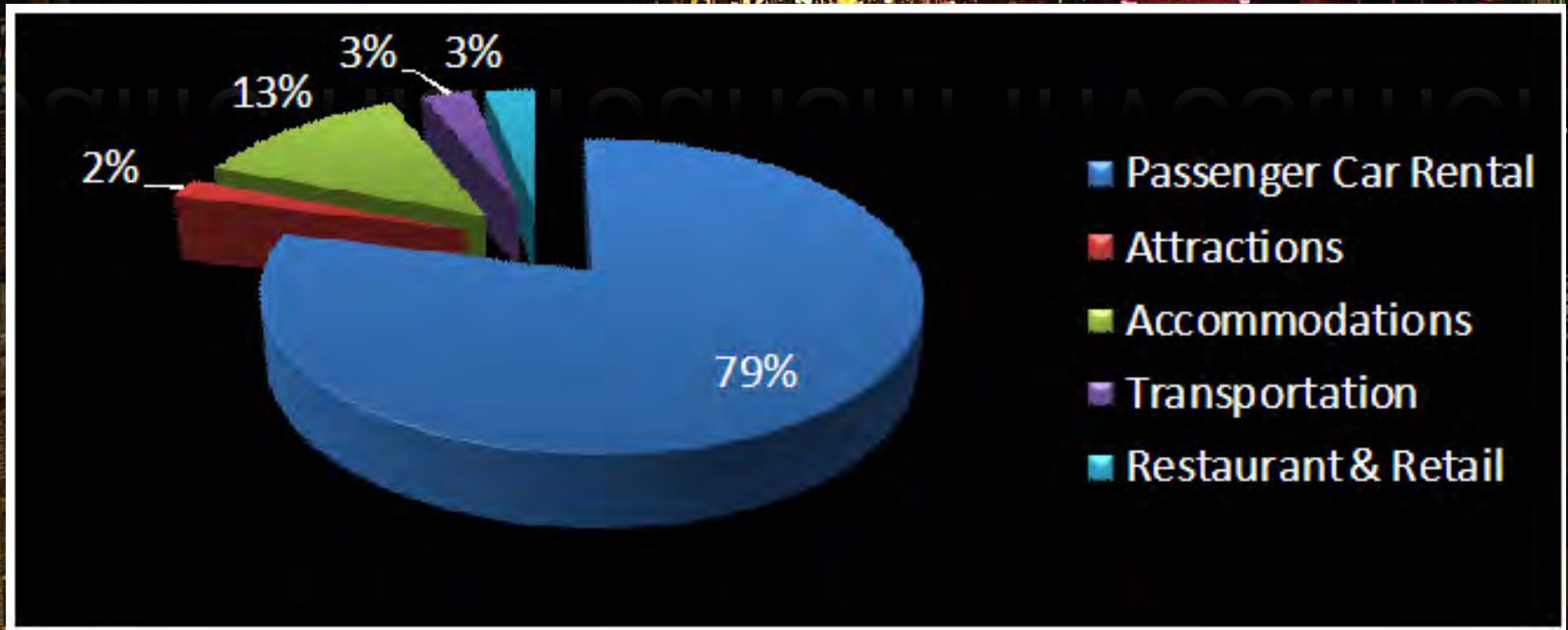


visit  
California



# California Tourism Investment





# Destination Marketing Collaboration



Visitor spending  
surpassed  
**\$100 billion** mark



# VISIT CALIFORNIA INDUSTRY LEADERSHIP



**Ed Fuller**  
Vice Chair of Marketing  
Marriott Lodging International



**Kathy Turner**  
Vice Chair of Operations  
Enterprise Holdings



**Rusty Gregory**  
Chief Fiscal Officer  
Mammoth Mountain Ski Area



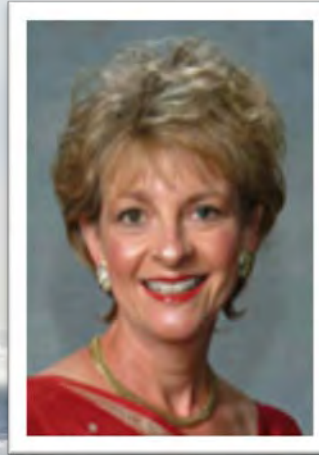
# VISIT CALIFORNIA LOCAL LEADERSHIP – CENTRAL COAST



**Jay Jamison**  
**Chief Executive Officer and**  
**General Manager**  
**Pismo Coast Village**



**Cody Plott**  
**President & COO**  
**Pebble Beach Company**



**Terry Westrop**  
**Vice President**  
**Ocean Park Hotels, Inc.**

# Visit California

*President & CEO*

VISIT CALIFORNIA

*Board Vice Chair*

BRAND USA







LIFE IN CALIFORNIA

## Misconceptions

[View All Behind the Scenes](#)

[back to video](#)

⊕  
Lounging  
at the London  
West Hollywood

⊕  
Keeping up  
with Kim Kardashian



LIFE IN CALIFORNIA

## Good Life

[View All Behind the Scenes](#)

[back to video](#)

⊕  
Meet the King of San  
Francisco restaurants



LIFE IN CALIFORNIA

## Friends In High Places

[View All Behind the Scenes](#)

[back to video](#)

⊕  
Julia Mancuso  
is very chill



LIFE IN CALIFORNIA

## Out There

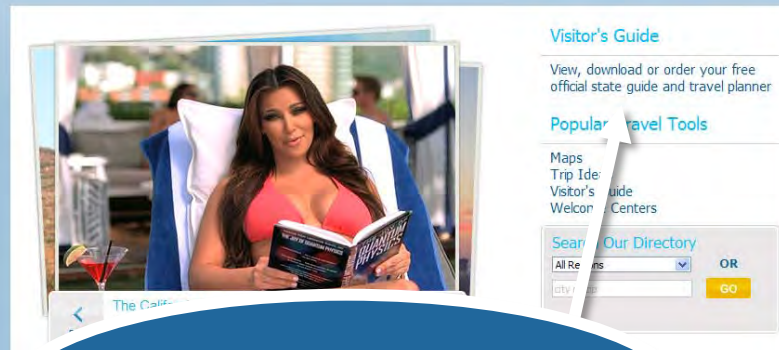
[View All Behind the Scenes](#)

[back to video](#)

⊕  
Surfing an icon



# Call to Action: Visit **california**.com



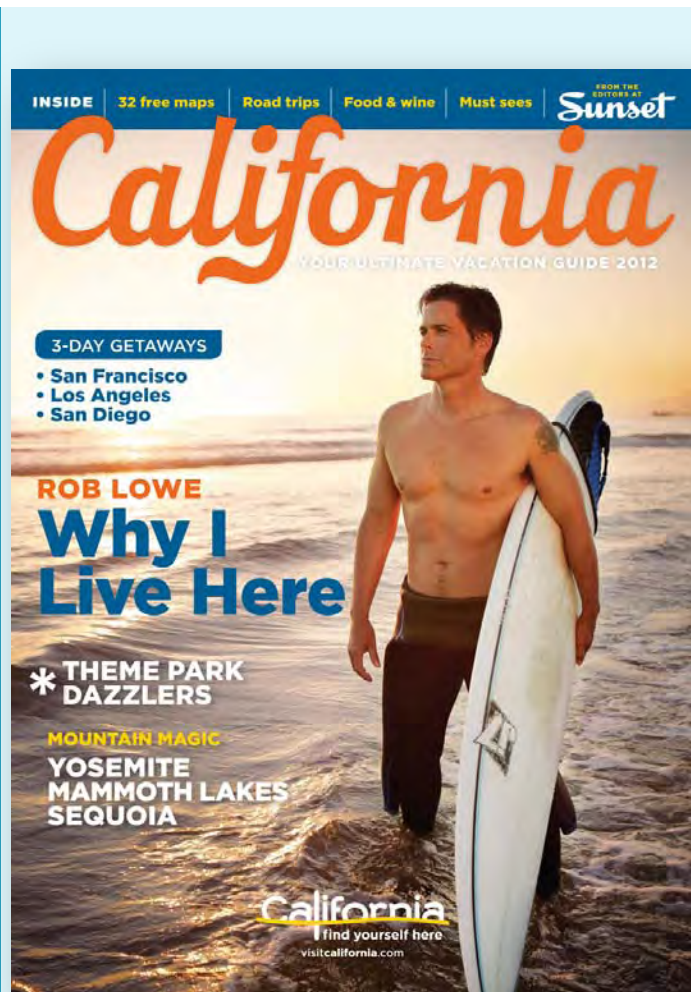


# VisitCalifornia.com opportunities

- Free Opportunity: Highlighted as a featured event on regional pages and on Family Fun pages
- Paid opportunity: Banner ad to promote the fair given run of site



# Publications



**GROWN**  
Just-picked strawberries.  
Follow a food and wine expert to  
corners of the Golden State

**SAN DIEGO COUNTY & INLAND EMPIRE REGIONS**  
**San Diego & Riverside Counties**  
An abundance of sunshine and a mild Mediterranean climate give the San Diego area a natural advantage for growing a wide array of crops, including avocados and macadamia nuts (outside Hawaii). The region is the biggest grower in the country. Walk the docks in San Diego to watch American tuna fishermen unloading their pole-caught cargoes of albacore from the only sustainable tuna fishery in the world. In Carlsbad, a table tuna fishery raises over a million pounds per year of indigenous shellfish including oysters, mussels, and abalone. And to wash

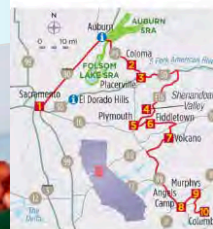
Wine editor Sara Schneider relaxes in the gardens at Sunset Magazine.

## ROAD TRIPS 2011 • GOLD COUNTRY

SPECIAL ADVERTISING FEATURE

### Go for the Gold

Take twisty country roads through the rumpled foothills of this historic region to find the latest boom—boutique wineries.



- 1 SACRAMENTO** Enjoy an easy spin and learn local lore with Fast Eddie's Bike Tours, then enjoy the changing menu at Mulvaney's B&B or track down the Miniburger Truc for super-fresh and creative slider. INFO 916/442-7644
- 2 COLUSA** (48mi/77km; 58mi) Raft down the S. Fork American on a wet-and-wild guided rafting tri. Hang out post-paddle at the Colort Club, a historic hotel-turned-saloon relax with classy fare at Cafe Mahja. INFO 530/333-1543

- 3 PLACERVILLE** (9mi/14km; 16min). Walk colorful Main Street, watched over by the 1865 Bell Tower, once a citywide fire alarm. Enjoy Third Saturday Art Walks and tastings at nearby Boeger Winery. INFO 530/621-5885
- 4 SHENANDOAH VALLEY** (26mi/42km; 34min). Visit family-run vineyards like Bray Vineyards (try the saucy named BrayZin Husky Red) and Tuscan-elegant C.G. di Arne Vineyard & Winery. INFO 209/267-9249
- 5 PLYMOUTH** (4mi/6km; 4min). Pull over in this tiny town to relax at acclaimed wine bar/restaurant Tasta. Head to Amador Flower Farm to see (and buy) 1,000 types of daylilies.



## ROAD TRIPS 2011 • CENTRAL COAST

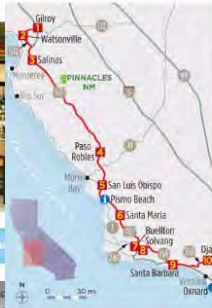
SPECIAL ADVERTISING FEATURE

### Homegrown Goodness

Taste and sip your way from the rolling green fields of Steinbeck country to Santa Barbara's stately palms.



Ella Dining Room and Bar



- 1 GILROY** Summer is peak season at this "Garlic Capital of the World," but celebrate the bulb year-round at Garlic World. The tempest by bargains at Gilroy Premium Outlets. Let the kids romp at Gilroy Gardens theme park. INFO 408/842-6436
- 2 WATSONVILLE** (21mi/34km; 26min). Pick your own fruit at Gudrich Ranch (May–Sept), grab lunch at the on-site deli, and picnic among the fruit trees. Be sure to buy a fresh pie too. INFO 831/722-1056

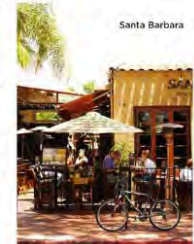
- 3 SALINAS** (45mi/73km; 59min). Learn about a local literary giant at the National Steinbeck Center; displays include an agricultural collection, appropriate in a region nicknamed "America's Salad Bowl." Drive the lovely River Road Wine Trail. INFO 831/657-6400
- 4 PASO ROBLES** (98mi/158km; 1hr 32min). Stop in at exceptional wineries and tasting rooms, then visit boutiques and cafes dotting the town plaza. Try Villa Creek Restaurant for fresh rustic fare highlighting sustainably farmed ingredients. INFO 805/238-0506
- 5 SAN LUIS OBISPO** (29mi/46km; 31min). This town's 5-block farmers' market is legendary. Aim to visit on Thursday evenings for barbecued ribs, specialty booths, live entertainment, and 120 vendors. INFO 805/541-8000

- 6 SANTA MARIA** (33mi/53km; 35min). Head downtown for traditional Santa Maria-style barbecued tri-tip steak and savory pinquito beans at Shaw's. Stop by berry stands for spectacular strawberries Apr–June. INFO 805/925-2403
- 7 BUELLTON** (32mi/52km; 31min). Explore 25 miles of trails at La Purisima Mission State Historic Park. Hit the Santa Rita Hills Wine Trail for celebrated Pinots from Santa Ynez wine country. INFO 805/686-0051

- 8 SOLVANG** (4mi/6km; 7min). Treat the kids to butter cookies and ice cream while you visit tasting rooms in this Danish-heritage village, celebrating its centennial this year. INFO 805/688-6144
- 9 SANTA BARBARA** (33mi/54km; 45min). Dig your toes in the



For more road and wine discoveries, go to [visitcalifornia.com/ROADTRIPS-COAST](http://visitcalifornia.com/ROADTRIPS-COAST)



Santa Barbara

sand, visit the exquisite mission, and cruise the Urban Wine Route—11 tasting rooms scattered downtown. INFO 805/966-2222

- 10 OJAI** (23mi/37km; 45min). Breakfast on Mexican-inspired eggs at Ojai Cafe Emporium; then hike the Pratt Trail to the top of Nordhoff Peak for Channel Islands views. INFO 805/646-8126

### Mark your calendar

**SEPT 28–OCT 2 • VENICE CANALS**  
A foodie's ultimate fantasy, with celebrity chefs, top winemakers, and entertainment. Buy tickets ASAP—this event always sells out. INFO 813/324-0771

**LOST TREASURES CALIFORNIA WELCOME CENTERS™**  
533 Pike Street, Ste. 101  
805/772-1924  
1000 Town Center Dr., Ste. 135  
805/968-0770



# Social Media

## •Fair Messaging on Facebook and Twitter



**Facebook – 40,430 Fans and growing....**



**Twitter – 15,221 Followers**

# INDUSTRY.VISITCALIFORNIA.COM

The screenshot shows the homepage of the California Tourism Industry Website. At the top, the 'visit California' logo is on the left, and a welcome message 'Welcome to the California Tourism Industry Website' is in the center, with the tagline 'The marketing resource for industry professionals and press.' below it. A site search bar is on the right. A navigation bar contains links: Browse Programs, Submit Content, Find Research, Calculate Assessment, Travel Industry, Press Room, About Visit California, and Publications. The main content area is divided into several sections: 'What's New' with a date and blog link; 'Tools to Help With Your Marketing' featuring a 'Submit Content' box with 'New Submission' and 'Update Existing' buttons; 'Public Meeting Info' with a link to notices; 'Upcoming' events for February 2012; 'Marketing Program Planner' with a 'Start Planning' button; 'Essentials' with links to business and marketing plans; and 'Are You a Member of the Media?' at the bottom. A large 'Visit California 2012 Outlook' banner for the February 21-23, 2012 forum is also visible on the left side of the main content area.

**visit California**

Welcome to the California Tourism Industry Website  
The marketing resource for industry professionals and press.

Site Search  Go

[Browse Programs](#) [Submit Content](#) [Find Research](#) [Calculate Assessment](#) [Travel Industry](#) [Press Room](#) [About Visit California](#) [Publications](#)

**What's New**

01.30.2012 - Blogs and Columnists - Sacbee.com  
**14th Annual Sacramento Museum Day**  
Museum Day is your once-a-year opportunity to sample the region's wealth of art, history, science and wildlife exhibits for

**Tools to Help With Your Marketing**

**Submit Content**

Submit and update information about your destination, event or news.

[New Submission](#) [Update Existing](#)

**Public Meeting Info**

Information Regarding Meetings of Visit California available at:  
[notices.visitcalifornia.com](http://notices.visitcalifornia.com)

**Upcoming**

See Visit California at these events:

- 2.21.12 Visit California Industry Recognition Dinner
- 2.22.12 Visit California Winter Board Meeting, Sacramento
- 2.22.12 DREAMLAND Premiere, Sacramento
- 2.23.12 International Tourism

**Marketing Program Planner**

[Start Planning](#)

Know what you're looking for?  
 Enter keywords

**Are You a Member of the Media?**

**Essentials**

- [Visit California's Strategic Business Plan](#)
- [Strategic Marketing Plan: Brand Enrichment 11/12 Work Plans](#)
- [White Paper on CA Tourism](#)

**Visit California 2012 Outlook**  
February 21-23, 2012  
Sacramento Convention Center  
([click here](#))

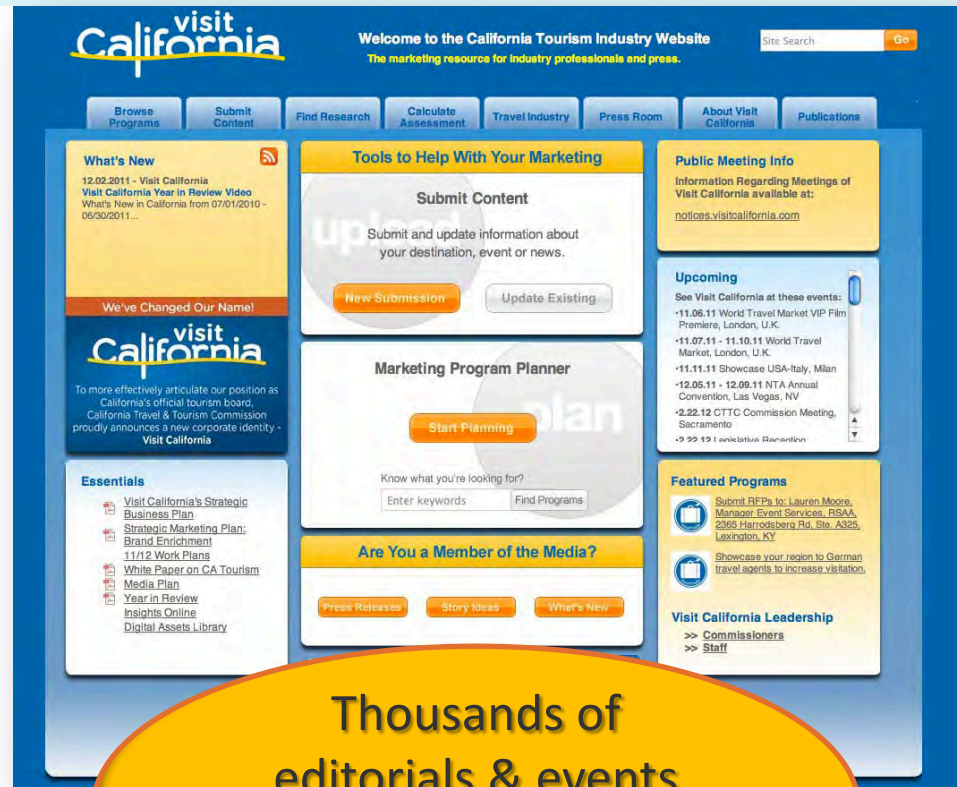
- Research
- Information on global markets
- Trade show calendar
- Presentations



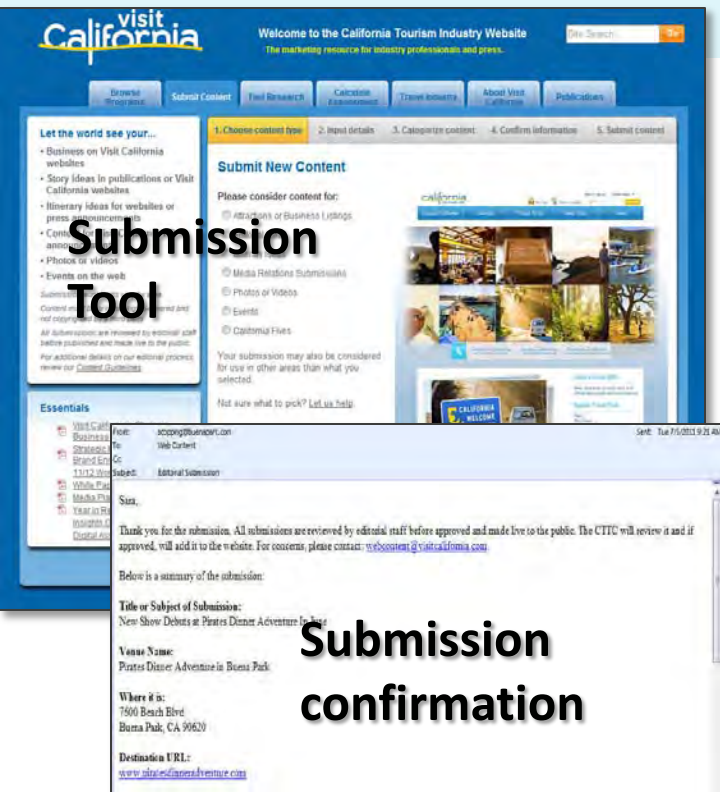
# Marketing PROGRAM PLANNER

## INDUSTRY.VISITCALIFORNIA.COM

- Visit California provides a great way for consumers to see your events, content & images!
- Submit editorial content and destination listings through the submission tool.



# One Content Submission: Three Distribution Points



Website



Mobile Web



Social Media





# MOBILE: DREAM, PLAN, GO



# COMMUNICATIONS: TOOLS OF THE TRADE

- Media newsletters
- Feature releases
- Press Kit CD
- Coming soon:  
Travel Trade newsletter



# CWC Locations

- Alpine
- Anderson
- Arcata
- Auburn
- Barstow
- Buena Park
- El Dorado Hills
- Mammoth Lakes
- Merced
- Oceanside
- Oxnard
- Pismo Beach
- Salinas
- San Francisco
- San Bernardino
- San Mateo
- Santa Rosa
- Truckee
- Tulare
- Yucca Valley





visit  
California

