

## How Visit California Inspires

California is a magnet for dreamers, from free spirits to pleasure-seekers to world-changers. Move-magic sunlight bathes its towering redwoods, mellow beaches, enchanted deserts and iconic cityscapes, setting the stage for adventure and discovery.

In California, everything is possible. You don't just dream, **you dream big.**

### STRATEGIC MARKETING "SECRET SAUCE":

**OUTDOOR & URBAN**

**LAIDBACK & LUXURY**

**STARS & STARGAZERS**

**SERIOUSLY DIVERSE  
BUT NEVER SELF-SERIOUS**

**TOGETHER, IT'S THE CALIFORNIA BRAND**

**"I think what's beautiful about California is that it's just a melting pot of so many cultures and people and interests."**

AYESHA CURRY

## Tourism Supports California

- California tourism achieved a decade of year-over-year growth before the pandemic, with visitors spending a record \$144.9 billion in 2019.
- Visitor spending supports more than 1 million jobs and injects billions in tax revenue in the state, supporting public safety, schools and infrastructure development.
- In 2022, Visit California's paid marketing programs generated \$38.2 billion in incremental spending to the state and are now restoring visitation and the economy.

## Stay Connected



Visit CA News



Visit California



@VisitCANews



Visit California

California Travel & Tourism Commission  
dba **Visit California**  
a 501(c)6 nonprofit

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## Visit California

An industry-funded marketing organization  
inspiring travel to California



January 2024

visit  
**California**



# Who Is Visit California?

The California Travel and Tourism Commission, doing business as Visit California, is a 501(c)6 nonprofit corporation formed in 1998 to market California as a desirable tourism destination. Visit California conducts marketing programs that drive visitation, while the California Office of Tourism oversees the assessment program — approved every six years by an industry vote — that helps fund these initiatives.

## OUR MISSION

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs — in partnership with the state’s travel industry — that keep California top-of-mind as a premier travel destination.

## BORN OF CRISIS

Visit California was founded in the wake of the 1989 Loma Prieta earthquake, which caused a steep decline in the tourism industry’s market share. Since founding more than 25 years ago, the organization has helped the industry recover quickly from natural disasters and economic downturns. In the year following the Sept. 11 attacks, California was one of only three states to gain market share.

## KEY OBJECTIVE

Maintain and increase travel spending to and within California.



# Industry Guided

- More than 16,000 businesses
- More than 300 destination marketing organizations
- Commissioners representing 12 California tourism regions and six industry segments. For more information on Visit California’s board, visit [industry.visitcalifornia.com/Commissioners](https://industry.visitcalifornia.com/commissioners)

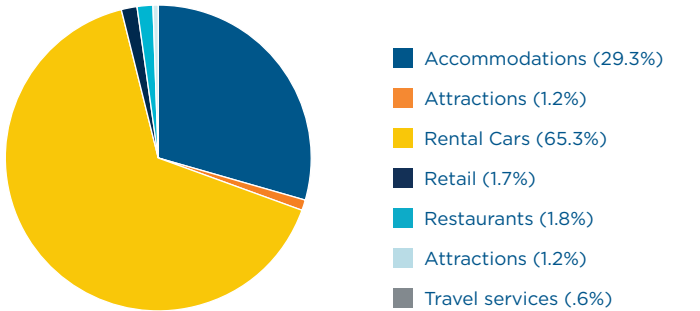
# Ahead of the Curve

Industry oversight and an expert operations team kept Visit California’s operational overhead to just 7.2% in 2022 — well below the national 20% to 35% average for nonprofits.



# FY22/23 Visit California Funding

Funding Visit California’s marketing budget



# What does Visit California do?

- Creative advertising
- Digital and social media campaigns
- Always-on online content
- Local tourism marketing support
- High-quality publications
- Media outreach and influencer partnerships
- Travel trade partnerships and education

