

San Bernardino County Annual Tourism Summit April 24, 2019





Amber Rich

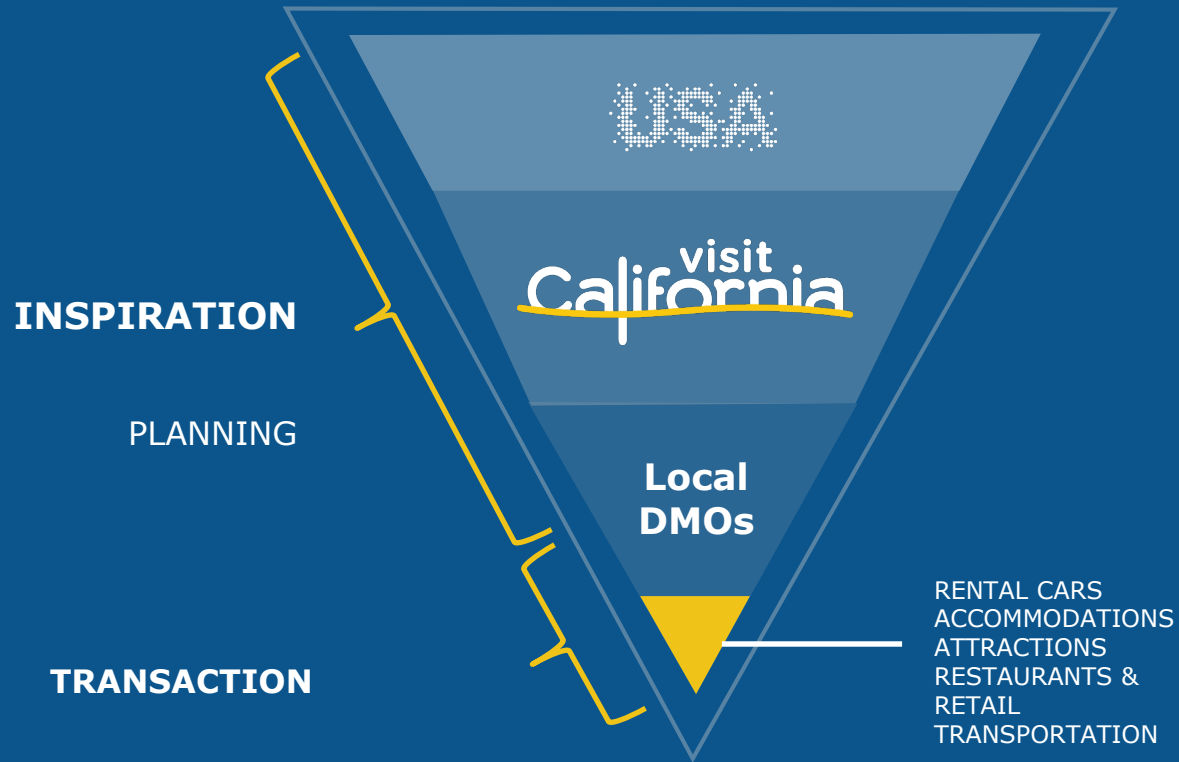
Director of Engagement
Visit California

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

visit
California



Board leadership



Wolfgang Puck
catering



CASA de FRUTA

Disneyland
RESORT
IN CALIFORNIA

enterprise



FAT FAMILY
RESTAURANT GROUP

Marriott



Grapeline
Wine Tours

Hertz

HILTON
WORLDWIDE

HORNBLOWER
CRUISES & EVENTS

HYATT

Fairmont
HOTELS & RESORTS

INTERSTATE
HOTELS & RESORTS

DFS

LEGOLAND
CALIFORNIA RESORT

Los Angeles
TOURISM &
CONVENTION BOARD



Evans Hotels

Montage
HOTELS & RESORTS

PEBBLE BEACH
COMPANY

PURE LUXURY
TRANSPORTATION
Committed to Perfection

RH
RIDGEMONT
HOSPITALITY

RODNEY STRONG
VINEYARDS

Martin Resorts
A collection of premier hotels on California's Central Coast

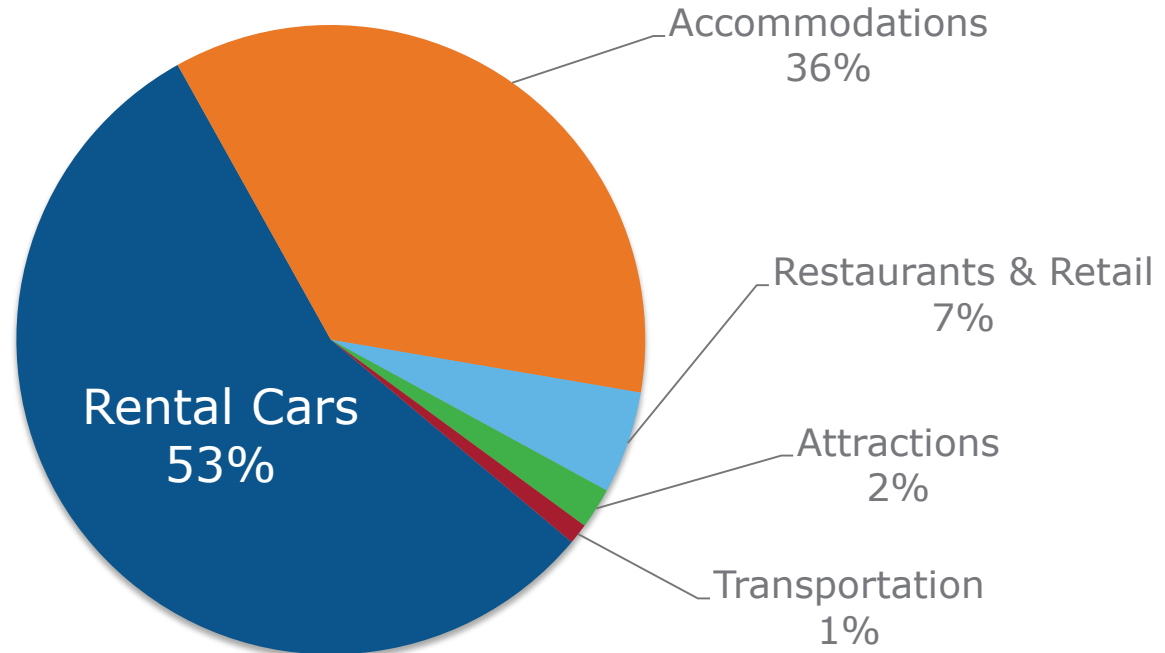
Littler

UNIVERSAL STUDIOS
HOLLYWOOD

avis budget group

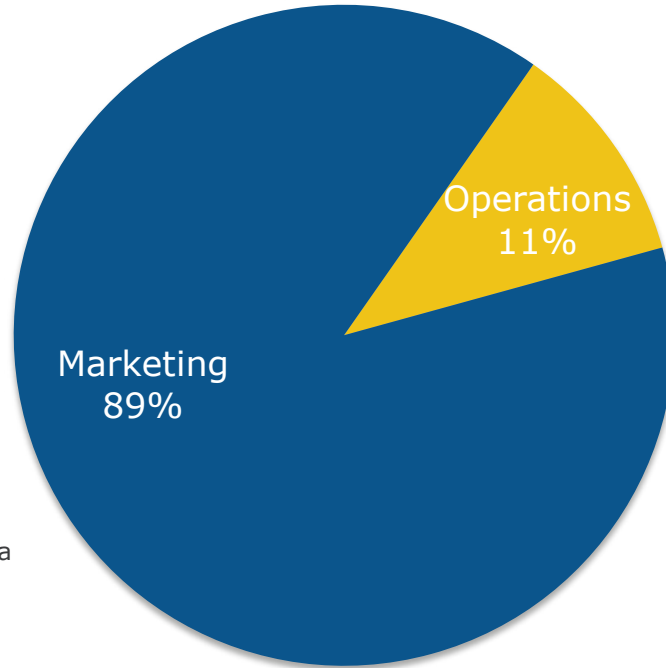
IHG
InterContinental Hotels Group

California's tourism investment



Source: California Division of Tourism

Visit California's expenditure allocation



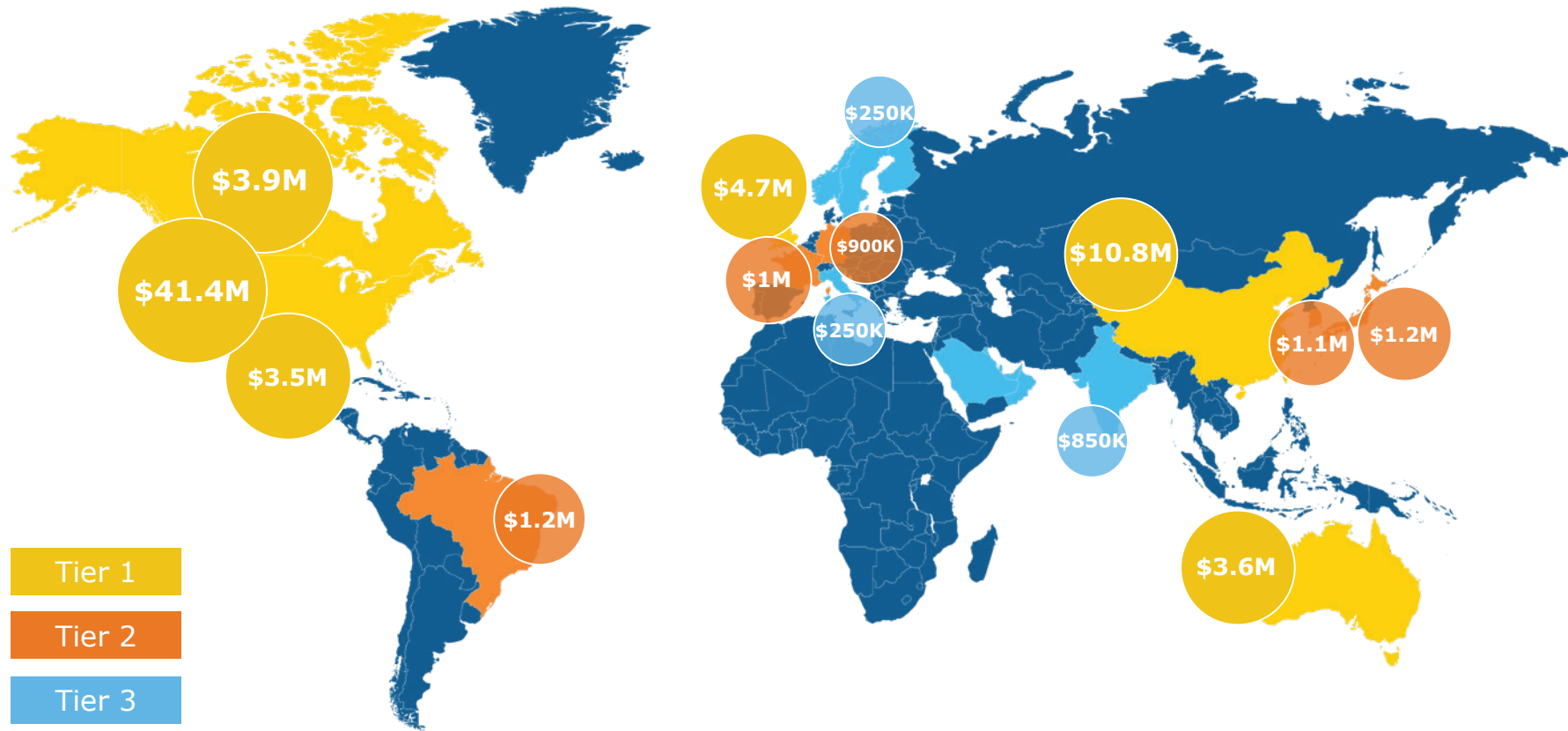
Source: Visit California



California
dream
big

FY18/19

Global investments



5 MARKETING PILLARS



Culinary



Family



Outdoor



Luxury



Entertainment

'Spoiled'

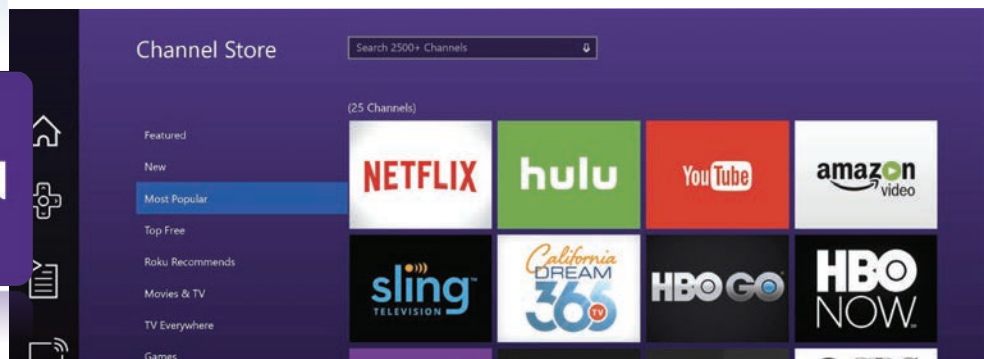
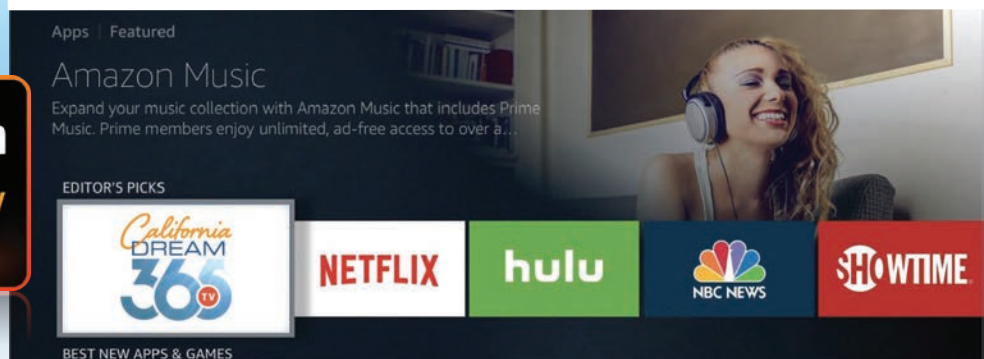
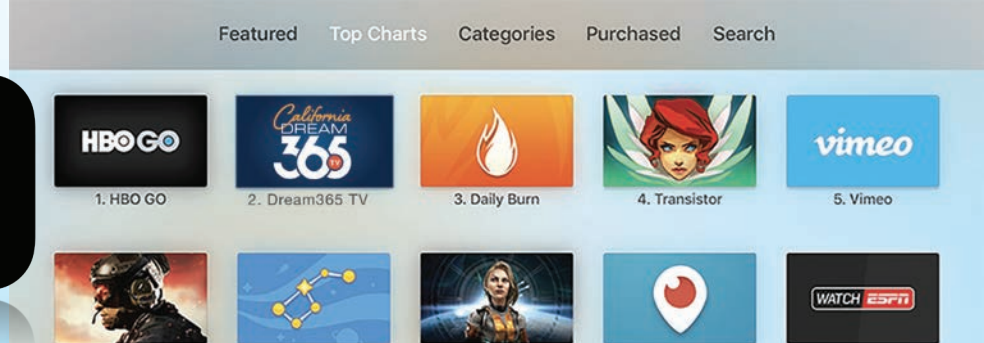




'Parents Love It'



Dream365TV: Now Streaming



JONNY MOSELEY'S
WILDEST
DREAMS
"Climb"





Strategic Partnerships



In discussion

2018

2019





The MICHELIN Guide California 2019



Road Trips



RESURGENCE OF U.S. ROAD TRIPS & INTERNATIONAL RENTAL CAR GROWTH

85%

of Americans
vacation
domestically

79%

Increase in overseas
visitors using rental
cars 2007-2014[^]

#1

Road Trips
are top vacation
among family
travelers

4-5

Average # of nights for
RV rentals; RV rental
revenue on the rise

55.6M

of American Road
Trips in Past 12 Months

Sources:
Portrait of American Travelers 2017-2018; AAA
[^] US Department of Commerce

CALIFORNIA ROAD TRIPS

50
LIFE-CHANGING
ADVENTURES

AFTER-DARK
ADVENTURES
Napa Valley
TOURS,
MUSIC,
COMEDY &
MORE

37
MUST-HIKE
TRAILS
THE BEST
VIEWS ALONG
THE COAST

VISITCALIFORNIA.COM

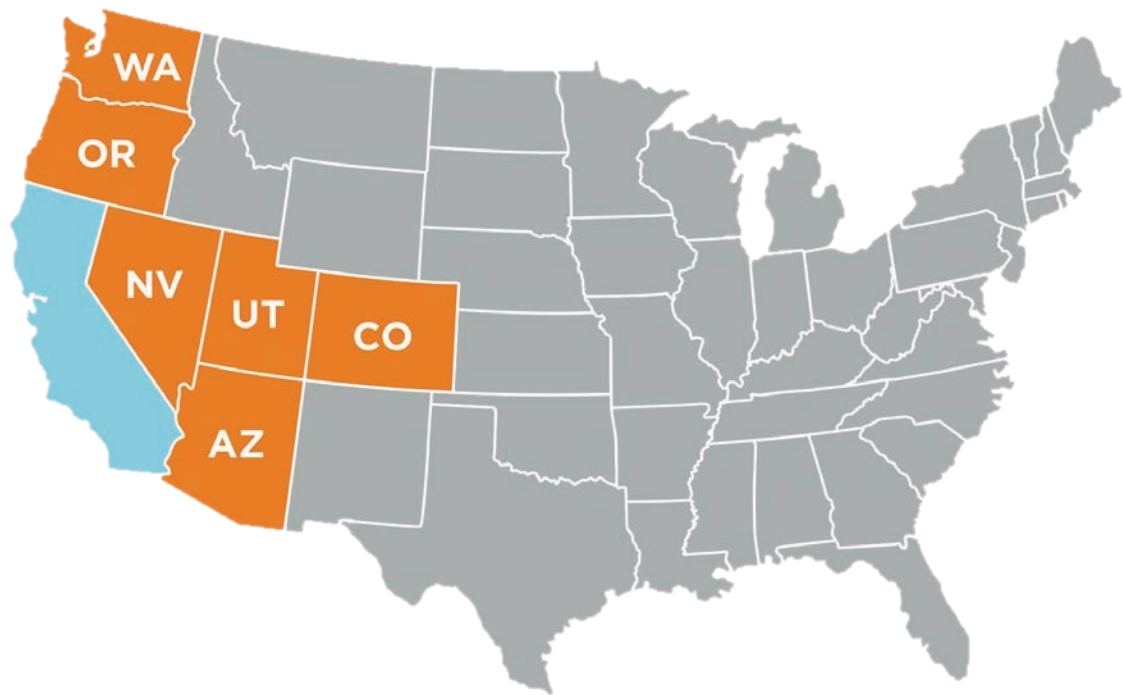
California
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Attracting the Right Travelers

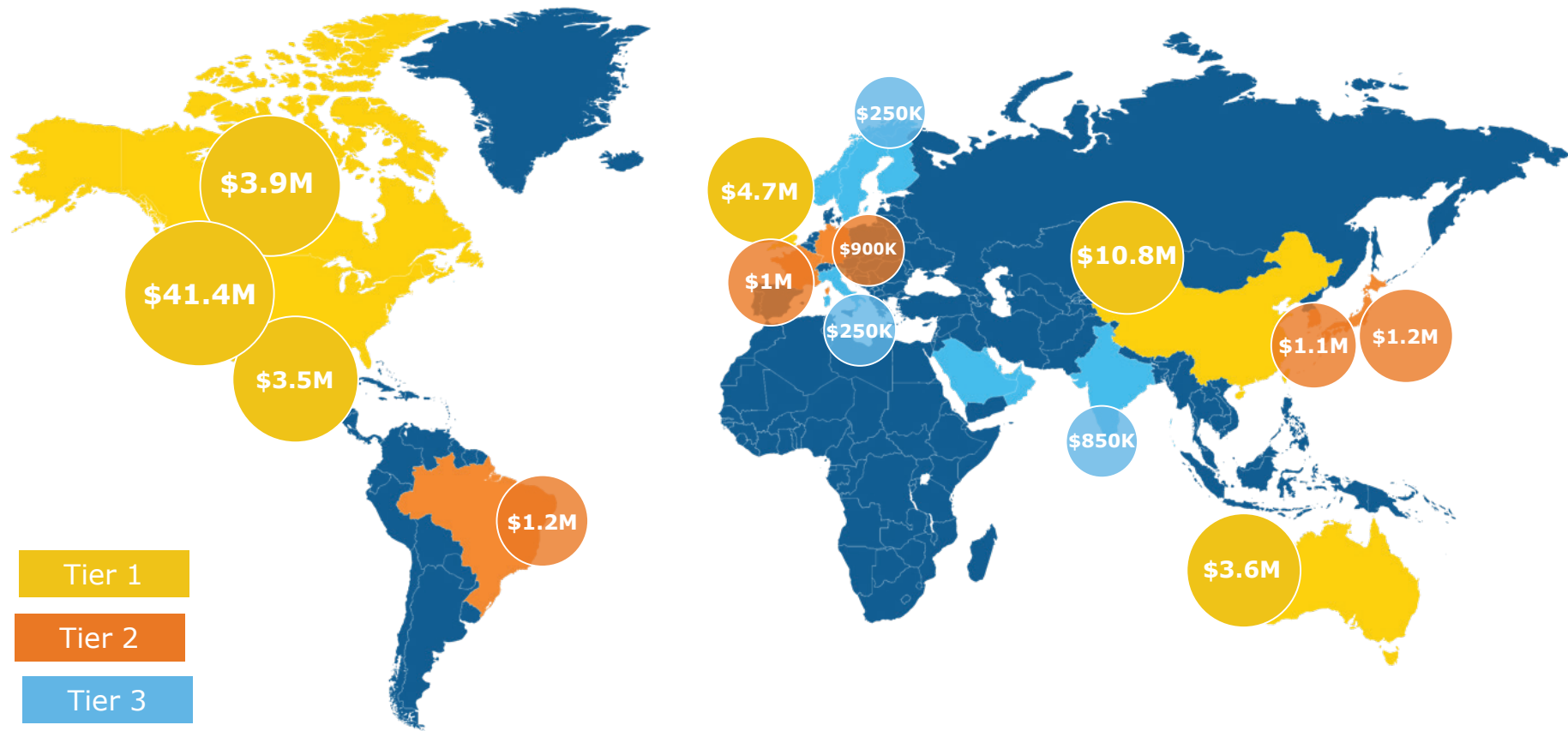


Domestic visitation



**Six western states
account for 50% of
non-resident visits**

International visitation



China – Tier 1 Market for CA

- **1.601 million in-person trips, 2018**
- **\$3.407 billion visitor spending, 2018**
- **Forecasted to be California's largest international market by 2021**



India – Tier 3 Market for CA

- **352,000 in-person trips, 2018**
- **\$788 million visitor spending, 2018**
- **Number 1 “future opportunity market”**



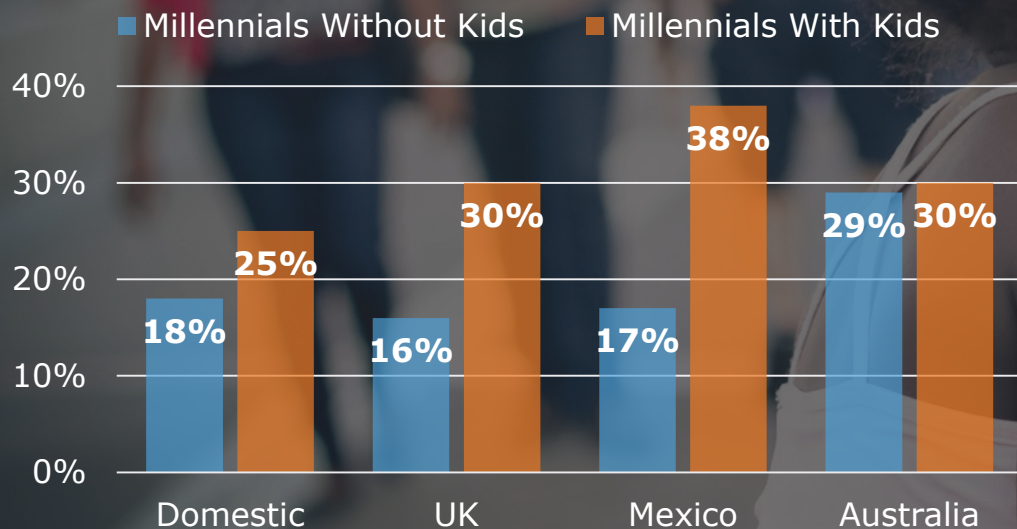
Middle East



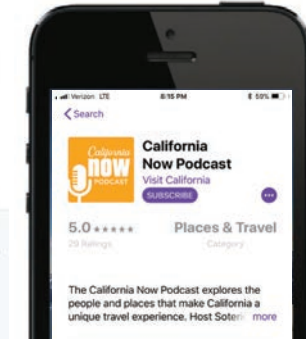
Millennials with kids

Millennials with kids are the highest spenders across markets

% of Ad-Influenced Spending by Country



	Millennials w/out Kids	Millennials With Kids
Domestic	\$1,724	\$2,818
UK	\$2,982	\$3,923
Mexico	\$1,531	\$1,574
Australia	\$2,969	\$3,366
Canada	\$1,928	\$2,568
China	\$3,392	\$4,183



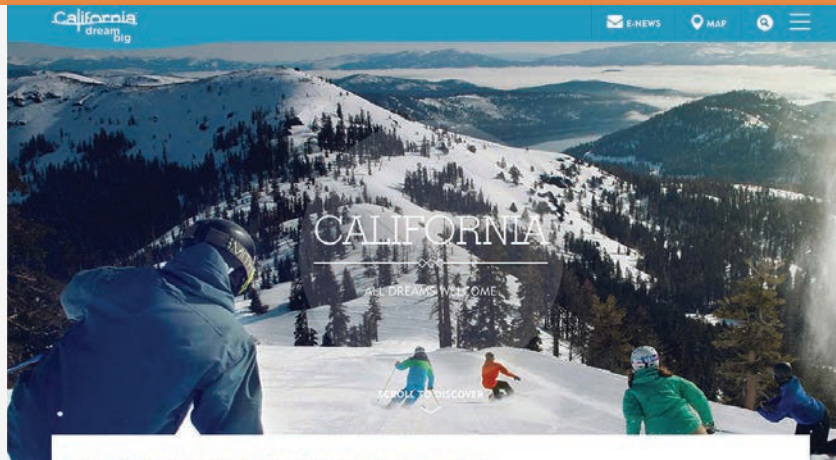
23 Million Followers



CALIFORNIA NOW: 8 AMAZING SPA RESORTS

Choose your style of recharge: plush SoCal resorts, a spa inside Yosemite, the only vegan resort in North America, and more.

LEARN MORE





**TOURISM
CONTINUES TO GROW**

Travel Projections: Visits

Updated: September 2018

	2018	2019
Domestic	+2.8%	+2.6%
International	+3.7%	+3.9%
Overseas	+4.3%	+4.2%
Mexico	+3.2%	+3.8%
Canada	+3.2%	+3.0%

Source: Tourism Economics

Travel Projections: Spending

Updated: September 2018

	2018	2019
Total	+5.3%	+4.7%
Domestic	+5.6%	+4.7%
International	+4.1%	+4.6%

Source: Tourism Economics

San Bernardino County travel impacts

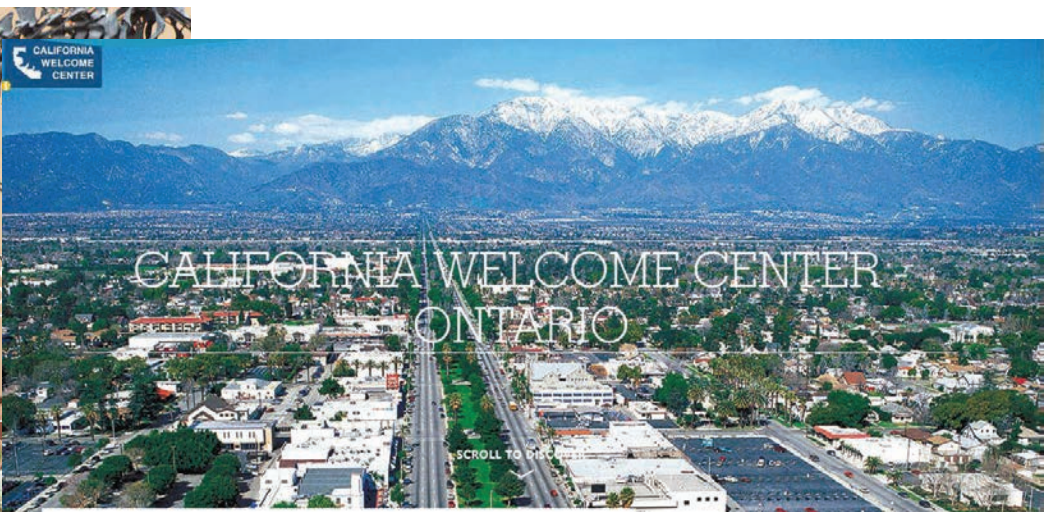
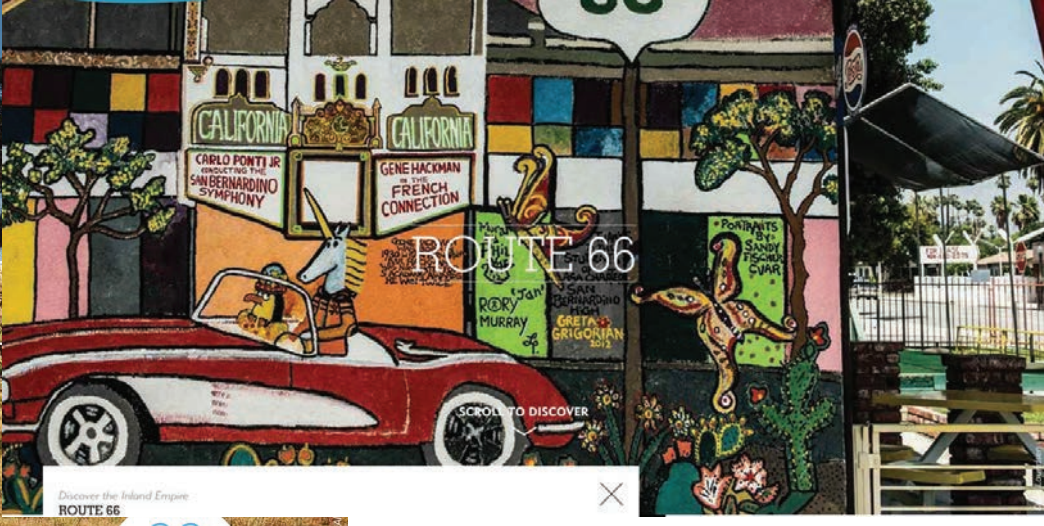
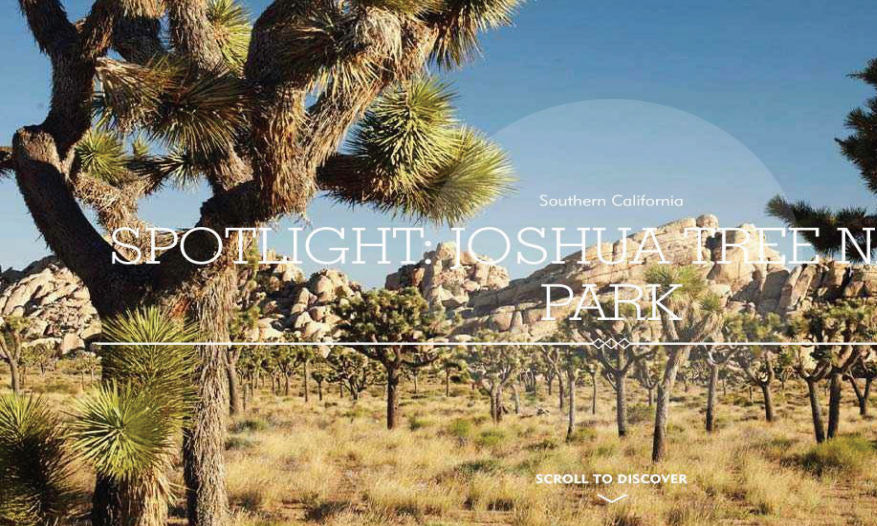
	2017p	Change
Total direct spending	\$4.9B	+5.1%
Tourism-supported jobs	54.9K	+3.4%
State tax receipts	\$223.7M	+2.0%
Local tax receipts	\$123.6M	+5.1%

DREAMING ON TOGETHER

visit
California









ipw[®]

Powered by U.S. Travel

ANAHEIM

JUNE 1-5, 2019



industry.VisitCalifornia.com







Thank you!

Amber Rich

Director of Engagement

Visit California

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