

JANUARY 2020

# Insights



REFERENDUM

## Marketing Renewal Passes

California tourism industry members vote "Yes!" on Visit California.

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VISITOR'S GUIDE

## Just Released: 2020 Guide and Map

Read online and order print copies for your organization.

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OUTLOOK FORUM

## Poppy Awards Finalists Announced

Experience some of the year's most innovative and effective tourism marketing campaigns.

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LUXURY TRAVEL

## ILTM Cannes Recap

Visit California and industry partners showcased the Golden State's appeal at the premiere luxury travel conference.

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OUTLOOK FORUM

## Baker on Inclusivity in the Great Outdoors

This Outlook Forum 2020 speaker explains why the state's parks lack diversity and how inclusivity can benefit the outdoor industry.

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OUTLOOK FORUM

## Register for Outlook Forum 2020

One week left to register for three days of inspirational speakers and unforgettable events in sunny San Diego.

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## Industry News

[California Lt. Guv leads delegation to India to promote trade and tourism](#)

[Visit California driving tourism thrust with India movies and films](#)

[Visit California, Local Restaurants Showcase Tasty Specials](#)

[California Sets New Record With Hotel Openings in 2019](#)

## Research

**California Airport Passenger Traffic:** Increased by 1.8% in October 2019 year over year

**Lodging Report:** Statewide hotel occupancy averaged 64.4% in December

**Overseas and Mexico (Air) Arrivals at California Ports of Entry:** 614,821 arrivals in December

## Upcoming Events



FEATURED EVENT

## 2020 Outlook Forum

San Diego, California  
Feb. 10-12

[MORE INFORMATION »](#)

### Scandinavian Sales Days 2020

Copenhagen, Denmark | March 2 | [EVENT DETAILS »](#)

### ITB Berlin 2020

Berlin, Germany | March 3-8 | [LET'S GO »](#)

### France Sales Mission

Paris and Lyon, France | March 8-11 | [REGISTER »](#)

[EXPLORE ALL EVENTS](#)