


# California Questionnaire harnesses celebrity star power to turn inspiration into action

Published 22 days ago by  [Jeff Tang](#)



## THE CALIFORNIA QUESTIONNAIRE

WHAT THEY LOVE ABOUT THE GOLDEN STATE

SCROLL TO DISCOVER

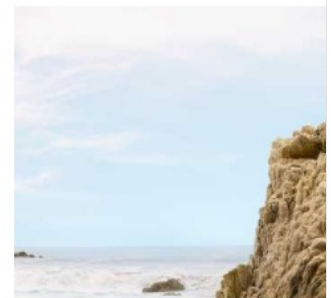
### EXPERIENCE THE CALIFORNIA DREAM



Discover the San Francisco Bay Area  
**THE CALIFORNIA QUESTIONNAIRE:  
JONATHAN FRANZEN**



Discover the San Francisco Bay Area  
**CALIFORNIA QUESTIONNAIRE: ALICE  
WATERS**



Discover Los Angeles County  
**THE CALIFORNIA QUESTIONNAIRE:  
GABRIELLE REECE**

Ever wonder where soccer star Landon Donovan goes to kick back off the pitch? Or which stops are a must along “The Today Show” anchor Natalie Morales’ dream road trip?

This year, some of California’s biggest stars shared their personal favorites and insider tips into the Golden State as part of [The California Questionnaire](#), Visit California’s new editorial franchise that leverages celebrity influencers to transform visitor inspiration into action through strategic partner handoffs from VisitCalifornia.com.

Tapping into an ever-expanding network of California brand ambassadors, The California Questionnaire is a series of interviews with some of the state’s most recognizable figures, including movie stars, chefs, athletes and more. The interviews are strategically embedded within different regional and audience-specific modules on Visit California’s consumer site, with direct links to the destinations and experiences detailed in the responses.

From digital influencer and TV chef Ayesha Curry to author Jonathan Franzen and Los Angeles Dodgers outfielder Joc Pederson, each interview is unique, vibrant and quintessentially Californian.

The series has quickly become one of the most popular and effective features on the consumer site, generating more than 125,000 partner handoffs to more than 60 industry partners in addition to over 1 million page views.

Social support of the series has resulted in 743,066 impressions and 16,262 engagements to date. Multiple retweets from celebrities including Ayesha Curry, Kristen Bell, Natalie Morales and Jonny Moseley further amplify engagement, as the power of these retweets allows Visit California to tap into the millions of fans each of these celebrities have, which drives even more traffic to the site.

Interviewees answer a variety of questions, including: “What is the biggest misperception about Californians?”; “What is the stereotype that most holds true?”; “What is your favorite Golden State splurge?”; “Time for a road trip – where (in California) are you going?”

"I would mandate that you get a fish taco in San Diego, stop by Fishing With Dynamite in Manhattan Beach, have lunch at the Post Ranch Inn in Big Sur, and go wine/food tasting in Napa," says Donovan, the former Los Angeles Galaxy and U.S. Men's National Team forward.

Those who live in the Golden State know what makes it so great and shareworthy, and the California Questionnaire leverages California's trademark celebrity cachet to provide potential visitors with the inspiration and tools they need to experience it for themselves.

"The people here consistently reaffirm my belief in the human spirit," says actress Kristen Bell, explaining why she loves living in Los Angeles. "Every day, everywhere I look, I see acts of openness, and a plethora of diversity."

California Questionnaire features to date include:

- [Kristen Bell](#)
- [Tom DeLonge](#)
- [Landon Donovan](#)
- [Natalie Morales](#)
- [Gabe Garcia](#)
- [Richard Blais](#)
- [Ayesha Curry](#)
- [Alice Waters](#)
- [Tyler Florence](#)
- [Annie Lawless](#)
- [Jonathan Franzen](#)
- [Gabrielle Reece](#)
- [Greg Long](#)
- [Martin Starr](#)
- [Levi Leipheimer](#)
- [Dario Sattui](#)
- [Christen Press](#)
- [David Kinch](#)
- [Jeremy Jones](#)
- [The Bryan Brothers](#)
- [Brian Huskey](#)
- [Jonny Moseley](#)
- [Natalie Cilurzo](#)

tags : California, brand, celebrity, questionnaire