

Explore: ELEVATING: FY16/17 Year in Review publication and microsite launch

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In a state defined by its diverse elevations and altitudes, California's tourism landscape in FY16/17 bears many of the same qualities. And in a year of record successes and milestone moments, Visit California's global marketing efforts reached new heights — details of which can now be found in ELEVATING: FY16/17 Year in Review.

Year in Review is an annual retrospective on the organization's global marketing efforts on behalf of the California's travel and tourism industry over the past fiscal year. This year's report provides a deep dive into the Visit California program and maps out the state of travel in California over a historic year in which the industry continued to grow.

Visit the [yearinreview.VisitCalifornia.com](#) for an interactive overview of the year's highlights, and explore the Visit California program in greater detail with the full publication, which mailed out today.

What You'll Find

In 2016, traveler spending rose to \$126.3 billion, which generated \$10.3 billion in state and local tax revenue while supporting 1.1 million jobs. Around the globe, Visit California's marketing program continued to amplify the California Dream and inspire more travelers than ever to chart courses to the Golden State.

But even these record successes were complemented by challenges that called for appropriate responses, foremost of which was Visit California's activation of the "All Dreams Welcome" initiative. In Year in Review, readers will find details about the new international platform and how Visit California and industry partners leveraged the campaign to roll out the red carpet for international travelers.

The "All Dreams Welcome" message is also woven throughout the publication via the "California Ambassadors" series, a collection of profiles spotlighting California transplants who have turned dreams into reality in the Golden State. Features include award-winning chef Javier Plascencia (Mexico), social media phenomenon Bruna Viera (Brazil), Olympic snowboarder Chloe Kim (South Korea) and many more.

Details of milestones from the historic year are on display, including: Visit California's 25th "Silver" Anniversary; statewide activations of the inaugural California Tourism Month; and the biggest Outlook Forum to date, held this year in Santa Barbara.

Readers can also explore the latest evolutions of the Visit California global marketing program, which expanded with the launch of two multifaceted, audience-focused campaigns, the California Golden State of Luxury and the "Kidifornia" Family initiatives. The campaigns complement and optimize on the organization's global brand platform and "Always On" global marketing foundation, for which highlights from wins across paid, owned, earned and trade channels are included.

Finally, readers can take a trip around the world with report-outs from each of Visit California's 13 international markets. Highlights include the biggest wins and current market conditions from a year in which the Golden State's global footprint continued to expand.

Be sure to visit the [FY16/17 Year in Review site](#), and request the full report for a closer look at Visit California's efforts from the past year.

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