



California Travel Association Board Meeting RFP

Since 1981, California Travel Association (CalTravel) has been the unified advocacy voice of the travel and tourism industry in California. Our mission is to protect and advance the interests and investments of California's travel industry through advocacy, collaboration, and education.

CalTravel holds four board meetings per year: early February, mid-May, mid-September, and last week in November to first week in December. Typically, we hold our May meeting in conjunction with Tourism Advocacy Day in Sacramento, and our mid-September board meeting in conjunction with our annual CalTravel Summit.

We select venues that reflect the diversity of tourism around the state. We partner with CalTravel member hosts to bring revenue and visibility to your destination/property and help raise awareness of travel and tourism in your local community. We try to alternate during the course of the year between Northern and Southern California.

If you are interested in hosting a CalTravel board meeting, please contact Barb Newton, CEO, at barb@caltravel.org, 650-743-9936.

Board Meeting Requirements:

- 90-room hotel block (40 rooms the first night and 60 the second night) with a 15% attrition. Attendees will pay for their hotel rooms individually
- Attractive rates, commissionable with IATA number
- Complimentary use of 2 meeting rooms for up to 60 people each on day one, ideally crescent rounds. Will consider classroom if necessary
- 1 private meeting room for a working lunch for up to 20 people on day one
- A meeting room seating 150 in crescent rounds, from 7:00 a.m. through noon on day two. Will consider classroom if necessary

Host Benefits:

- Raise awareness of the importance of the travel industry to your local government, organizations, stakeholders and businesses. This helps in maintaining funding and support for organizations like DMOs, Chambers, etc.
- Bring incremental revenue to your destination/property and show off your destination to leaders in the state travel, tourism, and hospitality industries, and their families. We encourage you to showcase more than just the specific property where we will be staying. We finish board meetings by noon and encourage the local destination to schedule optional activities, tours, etc. for participants to attend in the afternoon and pre- and post-meeting. An incremental cost for the activities, etc., is fine, but we ask that when possible, a special rate be extended to board meeting attendees and their families to incentivize them to extend their stay.
- Develop relationships among local businesses, organizations, vendors, other destinations, other attractions, etc. Having the BOD in town and providing an opportunity for local leaders and businesses to network with the leaders of the industry throughout the state has created many opportunities which otherwise would not exist.
- Raise awareness of any local issues which might need the support of the travel industry statewide now or in the future.
- We encourage you to invite local leaders to networking events and the board meeting. We are also open to having Executive Committee Members and/or the CEO meet with any local leaders you would like us to while we are there. This helps your destination leaders understand the bigger picture of travel and tourism and the positive economic, social and cultural benefits it provides. And it helps CalTravel leadership understand your particular issues and opportunities.
- We would love to have your local legislators join us and speak at the board meeting and are open having other business leaders or local VIPs speak as well.

Host Responsibilities:

- We ask our host partner to help us find a great hotel and meeting venue at attractive rates. Properties that want to showcase new openings, highlight their unique draw for tourism, or that are iconic are especially attractive to us.
- We ask the host partner to sponsor breakfast at the board meeting. If the PAC dinner is off-site, we ask you to provide transportation or help us get in as in-kind. We are happy to recognize transportation partners as sponsors.
- We ask for recommendations for a location for our PAC dinner the evening of day one. The PAC dinner typically costs attendees \$300 per person: \$135 per paying guest goes to the cost of food/bev/tip/entertainment; \$135 goes to the PAC, and \$30 goes to help cover VIPs and other guests. The guest count is usually 75-90.

Typical Board Meeting Schedule:

Day 1

9:00 – 5:00 p.m.	Committee meetings (two meeting rooms for concurrent meetings)
12:00 – 2:00 p.m.	Working lunch (one private meeting space for up to 20)
6:00 – 9:30 p.m.	PAC dinner

Day 2

7:00 -- 8:00 a.m.	Breakfast
8:00 a.m. –12:00 p.m.	Board meeting

Recent Locations

2.9.23	VEA Resort & Spa, Newport Beach
10.3.22	JW Marriott Desert Springs, Palm Springs
7.14.22	Signia Hotel, San Jose
2.24.22	Mission Pacific, Oceanside
12.3.21	Hotel SLO, San Luis Obispo
9.15.21	Pasea Hotel, Huntington Beach
2.26.20	Castle Hotel, LEGOLAND, Carlsbad
12.3.19	Hotel Californian, Santa Barbara
9.13.19	JW Marriott at L.A. LIVE, Los Angeles
6.18.19	Kimpton Sawyer Hotel, Sacramento
2.26.19	Monterey Plaza Hotel, Monterey
11.29.18	Silverado Hotel and Spa, Napa
8.24.18	Andaz West Hollywood
5.29.18	Hilton Bayfront, San Diego
2.27.18	Kimpton Sawyer Hotel, Sacramento
10.26.17	Anaheim Marriott
8.18.17	Hotel Valencia, San Jose
6.26.17	Marriott Newport Beach
2.14.17	Hyatt Regency Sacramento
11.1.16	Claremont Hotel, Oakland