



## CALTRAVEL SUMMIT **REQUEST FOR PROPOSAL**



To All Member DMOs:

California Travel Association (CalTravel), a nonprofit advocacy organization, is seeking a host destination for its annual CalTravel Summit in 2025.

The CalTravel Summit is a premier educational event where travel and tourism leaders from across the state come together to gain insights, exchange ideas, expand their networks, and experience a new destination. Its educational content, networking activities, destination experiences, exhibitor marketplace, sponsor activations, awards program, and auction make it one of the most unique and highly anticipated conferences in the industry.

We're excited to partner with a member DMO to enhance its brand visibility, boost local businesses, and showcase what makes the destination unique. With the right partner, we're confident we can make the 2025 Summit the best one yet.

Interested destinations are responsible for coordinating with their local hotel/convention center partners to submit a joint proposal. **All proposals must be received by May 7, 2024.**

The selected destination will be responsible for various aspects of the event in exchange for exclusive benefits, as outlined in the attachment below.

Thank you for your interest in this exciting opportunity. We look forward to the possibility of working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Barb Newton", written over a light gray rectangular background.

**Barb Newton**  
President & CEO  
California Travel Association

(650) 743-9936

[barb@caltravel.org](mailto:barb@caltravel.org)

[www.caltravel.org](http://www.caltravel.org)

P.O. Box 610085, Redwood City, CA 94061

# EVENT OVERVIEW



**840**  
ROOM NIGHTS



**466**  
ATTENDEES



**57**  
SPEAKERS



**73**  
PARTNERS



**59**  
SESSIONS

# SAMPLE AGENDA



## DAY 1

Lifestyle Activities  
Attendee Orientation  
Board Meeting  
VIP Mixer  
Welcome Reception

## DAY 2

Lifestyle Activities  
Breakfast  
Keynotes & Breakouts  
Lunch  
Keynotes & Breakouts  
Industry Celebration Dinner  
(Awards & Auction)

## DAY 3

Lifestyle Activities  
Breakfast  
Keynotes & Breakouts  
Lunch  
Keynotes & Breakouts  
PAC Fundraising Dinner

# PAST SPEAKER HIGHLIGHTS



**WILL GUIDARA**  
*Best-Selling Author,  
Unreasonable Hospitality*



**ELENI KOUNALAKIS**  
*Lieutenant Governor,  
State of California*



**JANET EVANS**  
*Olympic Gold Medalist;  
Chief Athlete Officer, '28 Olympics*



**CAROLINE BETETA**  
*President & CEO,  
Visit California*



**GEOFF FREEMAN**  
*President & CEO,  
U.S. Travel Association*



**CHRIS THORNBERG**  
*Founding Partner,  
Beacon Economics*



**LEAH GEORGES**  
*Professor, Creighton University;  
Workforce Consultant*



**JUSTIN JONES-FOSU**  
*Author,  
The Inclusive Mindset*



**AMY WALTER**  
*Publisher & Editor-in-Chief,  
Cook Political Report*

# DESTINATION BENEFITS & COMMITMENTS



## DESTINATION BENEFITS

- Opportunity to showcase destination to 400+ travel and tourism leaders (~840 room nights)
- Premium on-site sponsorship package
- Host recognition on all promotional materials
- Host Stage Time (Welcome Address by CEO, integration throughout conference)
- Ten complimentary registrations
- Discounted registrations for local partners
- Complimentary exhibitor booth
- Discounted exhibitor booths for local partners
- Complimentary commercial spot on main stage
- Opportunity to infuse the destination into all aspects of the conference (branding, speakers, opening, lifestyle sessions, activations, etc.)

## DESTINATION COMMITMENTS

- Assist in selecting venue with attractive contract terms
- Host Welcome Reception (plan and underwrite costs for F&B, rentals, decor, etc.)
- Create promotional “teaser” video
- Provide access to brand assets (photography, b-roll, brand guide, etc.)
- Assist in finding a high-quality and unique experience for PAC fundraising event
- Assist in securing lifestyle activities that highlight the destination
- Refer sponsors, auction donors, and speakers



# VENUE REQUESTS



## EVENT DATES

- Preferred Months:
  - September
  - First week of October
- Preferred Weekdays:
  - Tuesday – Friday
  - Monday – Thursday



## MEETING SPACES

- Complimentary meeting space for all functions:
  - General Session Ballroom: ~20,000 sq. ft. *(crescent rounds for 450, stage, AV, marketplace)*
  - Breakout Session Rooms (5): ~1,000 sq. ft. *(theater or classroom seating for 80-125)*
  - Meals (Breakfast, Lunch & Dinner): ~8,000 sq. ft. *(banquet rounds for 450)*
  - Meeting Planner Office: ~1,000 sq. ft. *(near meeting rooms)*



## HOTEL ACCOMMODATIONS

- Estimated room block commitment:
  - Setup Day: 80 rooms
  - Day One: 280 rooms
  - Day Two: 280 rooms
  - Day Three: 200 rooms
- Competitive room rates for current year bid\*
- Room block is IATA commissionable
- One complimentary room for every 40 occupied
- One suite + ten room upgrades at group rate
- 15 staff rooms at a significantly reduced rate
- Five complimentary room nights for pre-event planning
- Group rate honored three days pre/post conference
- Three-week cutoff date for group reservations
- Resort fees waived where possible

*\* Consideration should be given to a rate that is typically afforded to senior tourism industry professionals*

# VENUE REQUESTS



## FOOD & BEVERAGE

- F&B minimum no higher than \$175,000
- Hotel to host/underwrite one conference breakfast in exchange for sponsor recognition
- Corkage fee waived throughout conference
- Ability to bring in water, beer, and pre-packaged snacks
- Ranges for high-quality meals:
  - Buffet Breakfast (with protein): \$35-\$45
  - Plated Breakfast (with protein): \$35-\$45
  - Plated Lunch: \$55-\$60
  - Plated Dinner: \$90-\$105



## AUDIO VISUAL

- Ability to bring in outside AV companies and other vendors (décor, tradeshow, etc.) without incremental hotel fees
- Complimentary Wi-Fi for attendees in all meeting spaces



## OTHER CONCESSIONS

- 12 complimentary parking passes for staff and speakers
- Two-night stay donated to the Summit Auction
- Security included in event contract (if required)
- Fees waived for banner hanging and placement of own product

V<sup>22</sup>ICES CARRY

CALTRAVEL SUMMIT

GREATER  PALM SPRINGS



# CONFERENCE HISTORY



YEAR	CITY	VENUE
2015	Monterey	Portola Hotel & Spa
2016	Greater Palm Springs	Renaissance Indian Wells
2017	Newport Beach	Marriott Newport Beach Resort & Spa
2018	San Diego	Hilton Bayfront
2019	Los Angeles	JW Marriott at L.A. LIVE
2021	Huntington Beach	Pasea Hotel & Spa
2022	Greater Palm Springs	JW Marriott Desert Springs
2023	Monterey	Monterey Marriott
2024	Oceanside	Seabird Resort

# ADDITIONAL RESOURCES



[About CalTravel](#)

[About CalTravel Summit](#)

[Board of Directors](#)

[Summit Attendee List](#)

[2023 Summit Highlight Video](#)

[2022 Summit Highlight Video](#)

