



California Travel Association Board Meeting and Tourism Advocacy Day RFP

Founded in 1981, California Travel Association (CalTravel) is the influential and unified voice for the travel and tourism industry in California.

Each May, we hold Tourism Advocacy Day in Sacramento in conjunction with our quarterly board meeting so that our members can meet with legislators in person to educate them on the value and priorities of the travel and tourism industry.

For 2024, we are looking for a hotel venue for May 14-15.

Hotel Benefits:

- Bring incremental revenue to your property and show it off to leaders in the state travel, tourism and hospitality industry. We welcome any offers to encourage members to bring their families and to extend their stay
- Raise awareness of the importance of the travel industry to your local and state government, organizations, stakeholders and businesses
- Develop relationships among local businesses, organizations, vendors, other destinations, other attractions, etc. Having the CalTravel 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

Hotel Requirements:

- We are looking for a hotel within walking distance to the Capitol (or swing space) for our advocacy meetings
- We are looking for attractive hotel room rates, commissionable with IATA number

- 85-room block--30 rooms the first night and 55 the second night. Board members pay for their hotel rooms individually. We typically get total attendance of 90-120
- We need two conference rooms on Day 1 from 8 AM to 5PM. One needs to hold 120 and the second 50. We prefer crescent rounds but will entertain classroom and theatre if necessary.
- We need a private room for up to 16 people for lunch on Day 1 from noon until 2 PM
- We need one conference room on Day 2 from 7:00 a.m. through 1 PM, with seating for up to 120 and podium, microphone, speakers, screen etc. Prefer crescent rounds
- We need to serve breakfast for approximately 100 and lunch for approximately 120 on Day 2

Thank you,

A handwritten signature in cursive script, appearing to read "Barb Newton", enclosed in a thin black rectangular border.

Barb Newton
President & CEO