



**DATE:** December 19, 2018  
**TO:** Industry Partner  
**FROM:** Barb Newton  
**SUBJECT:** Request for Proposal – CalTravel Summit

California Travel Association (CalTravel) is soliciting CalTravel member CVBs to coordinate hotel/convention center proposals to host the 38<sup>th</sup> Annual California Travel Summit in 2020. Destinations submitting proposals are responsible for working with the local hotel. In order to be considered as a potential host for the conference, the destination and hotel proposal must be received no later than **July 1, 2019**.

Because our Summit is considered the premier tourism educational event for California, with an expected attendance of 400-450, and because of the support we have had from destinations who have hosted us in the past, we require that the host CVB be a Supporting or Premium Partner of CalTravel and commit to the following:

- Access to marketing assets (photography, video, illustration, logos), creative approach, palette, templates, etc. to incorporate the “look, feel” of your destination.
- Create a one-minute teaser video from the destination inviting attendees to the Summit
- Underwrite the cost of the opening reception on the first night, for approximately 350 attendees.

Hosting the premier Summit for the travel and tourism industry is an opportunity to spotlight your city and amenities within your community. We look forward to the possibility of working with you on the Annual California Travel Summit.

Thank you!

Barb Newton  
CalTravel CEO

# CALIFORNIA TRAVEL SUMMIT

## **GROUP NAME/ADDRESS**

California Travel Association  
P. O. Box 339  
Menlo Park, CA 94026

## **MEETING TITLE**

2020 California Travel Summit

## **CONTACT**

Tricia Alvernaz  
talvernaz@caltravel.org

## **TIMING (in order of preference)**

First week after Labor Day in September

October

First week of November

(Avoid conflict with IMEX second week of Sept, U.S Travel Board Meeting and IAPPA, second week of Nov, staff conflict second half of Sept)

## **PREFERRED MEETING PATTERN**

Tuesday – Friday

Monday – Thursday

## **PREFERRED MEETING SPACE REQUIREMENTS**

|                                    |   |
|------------------------------------|---|
| General Session Meeting Room       | approx 28,000 sq. ft. (rounds seating for 450, Marketplace area, stage and a/v) |
| Breakout Session Meeting Rooms (4) | approx 1,000 sq. ft. (theater seating for 80-125)                               |
| Lunch                              | approx 8,000 sq. ft. (banquet rounds for 450)                                   |
| Dinner                             | approx 8,000 sq. ft. (banquet rounds for 450)                                   |
| Afterparty                         | approx 4,500 sq. ft. (dance floor)  |

## **HOTEL ACCOMODATIONS – ROOM BLOCK (ESTIMATED)**

26 rooms – Two days before conference

160 rooms – One day before the conference

260 rooms – First day of conference – begins in afternoon

240 rooms – Second day of conference

1 room – Final day of conference – ends mid-day

## **ROOM RATES**

Hotels must provide convention group room rates for current year bid, commissionable with an IATA number. We request a minimum of one complimentary room for every 40 occupied, plus one complimentary suite for the duration, 15 staff rooms for four nights at a

significantly reduced rate, and ten room upgrades at group rate. We are looking for a competitive room rate to encourage maximum attendance. Resort fees should be waived where possible.

We request that attendees can extend their stay 3 day pre/post conference at the group rate.

Attendees are primarily senior travel/tourism/hospitality executives, so consideration should be given to a rate that would be typically afforded to travel industry professionals. CalTravel requires a three week cut-off date for group reservations.

### **PUBLIC SPACE REQUIREMENTS & INTERNET ACCESS**

Complimentary meeting space is requested for all functions. CalTravel also requires complimentary or greatly reduced wireless internet for attendees in the lounge area, registration area, and meeting rooms.

### **OTHER REQUIREMENTS**

As the host city, the CVB is responsible for the opening reception/dinner/function on the first evening of the summit. The format of the event and potential partners are the responsibility of the host city. This particular event offers the destination an excellent opportunity to partner with its local community to showcase the features that make their destination unique. We ask that each responding CVB, hotel or other partner also consider hosting one of the major events, which include breakfast, lunches, and dinners.

CalTravel requires that the corkage fee for one event is waived and requests the corkage fee to be waived or greatly reduced throughout the remainder of the conference. We would like the ability to provide our own water, beer, and snack products during breaks and or receptions. Additionally, we request the fees be waived for banner hanging and placement of own product.

F&B minimum needs to be no higher than \$95,000 all in—including tax and service charges.

Ranges for high-quality meals need to be:

Buffet Breakfast with protein: \$28-\$32

Plated Breakfast with protein: \$31-\$35

Plated Lunch: \$50-\$55

Plated Dinner: \$85-\$90

## **TRANSPORTATION**

Air accessibility and transportation costs are a prime consideration in the site selection. All proposals should include a list of carriers serving the city along with information on the number of daily flights from various California major cities. In addition, please list other methods of transportation and the approximate discounted cost of each method. Parking fees should be waived where possible or discounted.

## **SUBMISSION SPECIFICATION**

The Board of Directors is requesting formal proposals for review by staff and approved by the CalTravel Executive Committee. **The responding Bureau is responsible for summarizing local hotel/supplier interest into a cohesive package to be reviewed by staff.** We look forward to receiving your proposal.

As part of the selection process a site inspection by staff will be requested. Once selected as the host city, staff and event manager will do a site review to meet personnel, review specifics and make final preparations.

## **CONFERENCE HISTORY**

| <u>Year</u> | <u>City</u>          | <u>Hotel</u>                          |
|-------------|----------------------|---------------------------------------|
| 1996        | Sacramento           | Hyatt Regency                         |
| 1998        | Sacramento           | Hyatt Regency                         |
| 1999        | Sacramento           | Hyatt Regency                         |
| 2000        | Sacramento           | Hyatt Regency & Convention Center     |
| 2001        | Newport Beach        | Hyatt Newporter                       |
| 2002        | Sacramento           | Hyatt Regency & Convention Center     |
| 2003        | San Diego            | San Diego Hilton Resort               |
| 2004        | Monterey             | Hyatt Regency Monterey                |
| 2005        | Hollywood            | Hollywood Renaissance Hotel           |
| 2006        | Anaheim              | Disneyland Resort Hotel               |
| 2007        | Sacramento           | Hyatt Regency & Convention Center     |
| 2008        | Palm Desert          | Desert Springs, Marriott Resort & Spa |
| 2009        | Newport Beach        | Marriott Newport Beach Resort & Spa   |
| 2010        | San Francisco        | Parc 55                               |
| 2011        | Pasadena             | Pasadena Convention Center            |
| 2012        | Sacramento           | Sheraton Grande Convention Center     |
| 2013        | San Diego            | Sheraton Marina                       |
| 2014        | Los Angeles          | Hilton Los Angeles / Universal City   |
| 2015        | Monterey             | Portola Hotel and 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              |