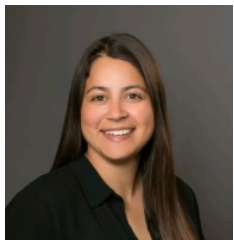




California Welcome Center - Request for Proposal 2025



RFP Committee



Amy Chambers

Director of Engagement,
Visit California



Anand Patel

CWC Committee Vice Chair
CEO, Visit Fairfield



Matthew Sabbatini

Chief Operating Officer,
Visit California



Cynthia Schmitt Easey

CWC Committee Chair
Tourism Specialist, Citadel Outlets



Hazel Hernandez

Content Manager,
Visit California



Tori Cruz-Fuchs

Welcome Center Program
Manager, Visit California



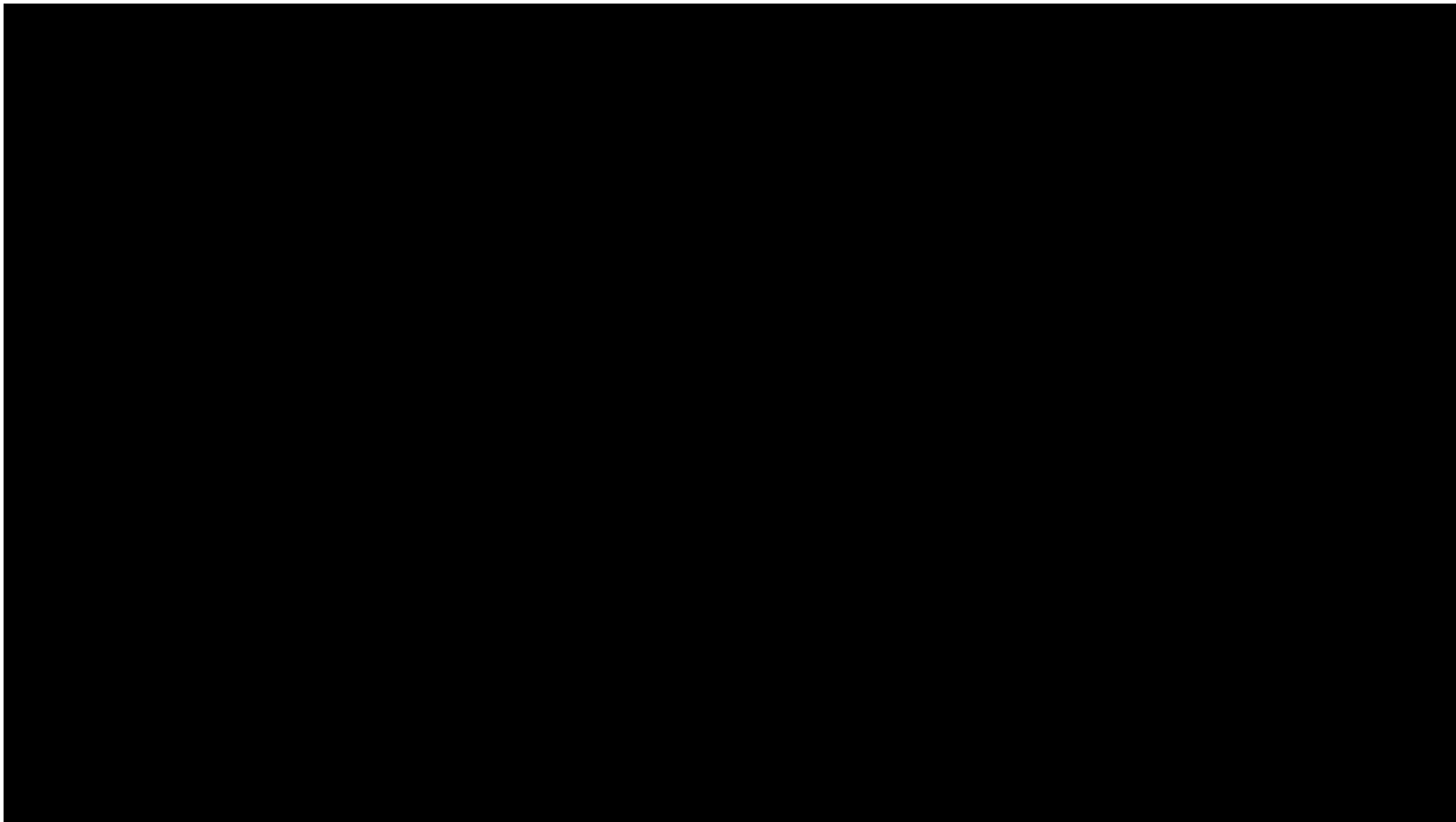
Visit California Mission:
Create desire for the California experience

California Welcome Centers

CWC Mission:

As a network of informational hubs, the CWCs provide both local and statewide information to residents and visitors alike. They serve as brand ambassadors and benefit visitors and the communities they are located in through their proven influence over visitor spending. .







'California Visitor's Guide'

- Feature & 2/3 page placement as regional resource
- Call out on regional map
- 500,000 print circulation to U.S. & Canada
- 425,000 digital downloads
- **\$200,000** ad value



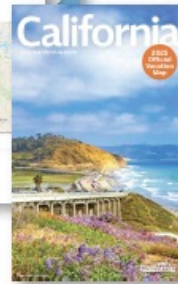
'California Road Trips'

- Promotion throughout publication
- 1 million print circulation
- **\$27,000** ad value



VisitCalifornia.com Consumer Website

- Dedicated page on VisitCalifornia.com site that receives **1 million** unique visits per month
- Included on each regional page
- Included in trip itineraries



California Official State Map

- Premium placement on the back panel
- **\$49,000** ad value



2025 Visitor Impact Study Findings

39%

spent more time in
area

29%

visited featured
attraction

10%

extended stay by
1.6 nights in area*

*by 1.8 nights in state overall

Timeline

- Written Questions and Notice of Intent to Propose (Non-binding document) Due Date - October 14, 2025
- Question and Answer Summary E-mailed - October 23, 2025
- Proposal Due Date - November 4, 2025
- Evaluation Scoring by Committee – December 2025
(finalists selected & notified)
- Site Visits – January / February 2026
- **Questions? Reach out to CWC@tourism.ca.gov**