



# Travel Trade Resource Guide



## Travel Trade Tools:

- Educational platform for Travel Advisors:  
[California STAR](#)
- Visit California [Travel Trade Website](#)
- Subscribe to the Visit California Travel Trade Newsletter [here](#)

## Other Visit California Resources:

- [California is Open](#)
- [“What You Need to Know” Series](#)
- [California Responsible Travel Code](#)
- [“What If, California”](#)
- [Road Trip Republic Hub](#)
- [“The Best of California” Guide](#)
- [“California Road Trips” Guide](#)
- [“So You Think You Know California” Series](#)
- [Explore the World in California](#)
- [California Luxury Minute Video Series](#)
- [California 101 Video Series](#)
- [California Now Blog](#)
- [California Now Podcast](#)
- [Travel Videos](#)
- [VisitCalifornia.com](#)
  - Localized for:
    - [Australia](#)
    - [Brazil](#)
    - [Canada](#)
    - [China](#)
    - [France](#)
    - [Germany](#)
    - [India](#)
    - [Italy](#)
    - [Japan](#)
    - [Mexico](#)
    - [South Korean](#)
    - [United Kingdom](#)

## Visit California Social Media:

### Facebook

[Australia](#)  
[Brazil](#)  
[Canada](#)  
[France](#)  
[Germany](#)  
[India](#)  
[Italy](#)  
[Japan](#)  
[Korea](#)  
[Mexico](#)  
[Scandinavia](#)  
[United Kingdom](#)  
[United States](#)

### Twitter

### Instagram

### Pinterest

### YouTube

### Sina Weibo

### WeChat (scan QR code below)



The Golden State offers superior quality, authenticity, exclusivity and meaningful experiences—all with a distinctly Californian vibe. From world-class resorts and one-of-a-kind culinary offerings, to the vibrant culture and entertainment landscape inherent to the state's DNA, California is the ultimate dream vacation destination.

City breaks, coastal road trips, desert escapes, wine country immersions, wellness retreats and mountain adventures... When you're ready, California offers your clients a wide diversity of trip types. The best part? There's no need to narrow it down to one. You can easily mix and match a variety of experiences in one incredible itinerary.