

Visit Temecula Valley State of Tourism





John Kelliher

Co-founder

Grapeline Wine Tours

Commissioner

Visit California

TOURISM IS BOOMING



2017 TRAVEL-RELATED SPENDING

\$132.4 billion



A person is silhouetted while sitting in a hammock, which is strung between two points of a dark, textured rock cave. The person is positioned in the upper center of the frame, looking out towards a sunset. The sun is a bright orange orb on the horizon, partially obscured by the cave's edge on the left. The sky is filled with soft, orange and yellow clouds. Below the cave opening, a rocky beach with scattered stones and a sandy shore leads to the ocean. The overall mood is peaceful and serene.

2017 STATE & LOCAL TAX REVENUE

\$10.9 billion

2017 TOURISM EMPLOYMENT

1.1 million



California's Top Export

\$25.2 Billion

International Visitor
Spending

\$20.69 Billion
Agriculture

\$7.3 Billion
Civilian Aircraft

\$6.96 Billion
Voice/Image/Data Equipment

\$5.5 Billion
Non-industrial Diamonds

\$3.3 Billion
Electrical Machines

Visit California



Visit Temecula Valley



Local Tourism Business

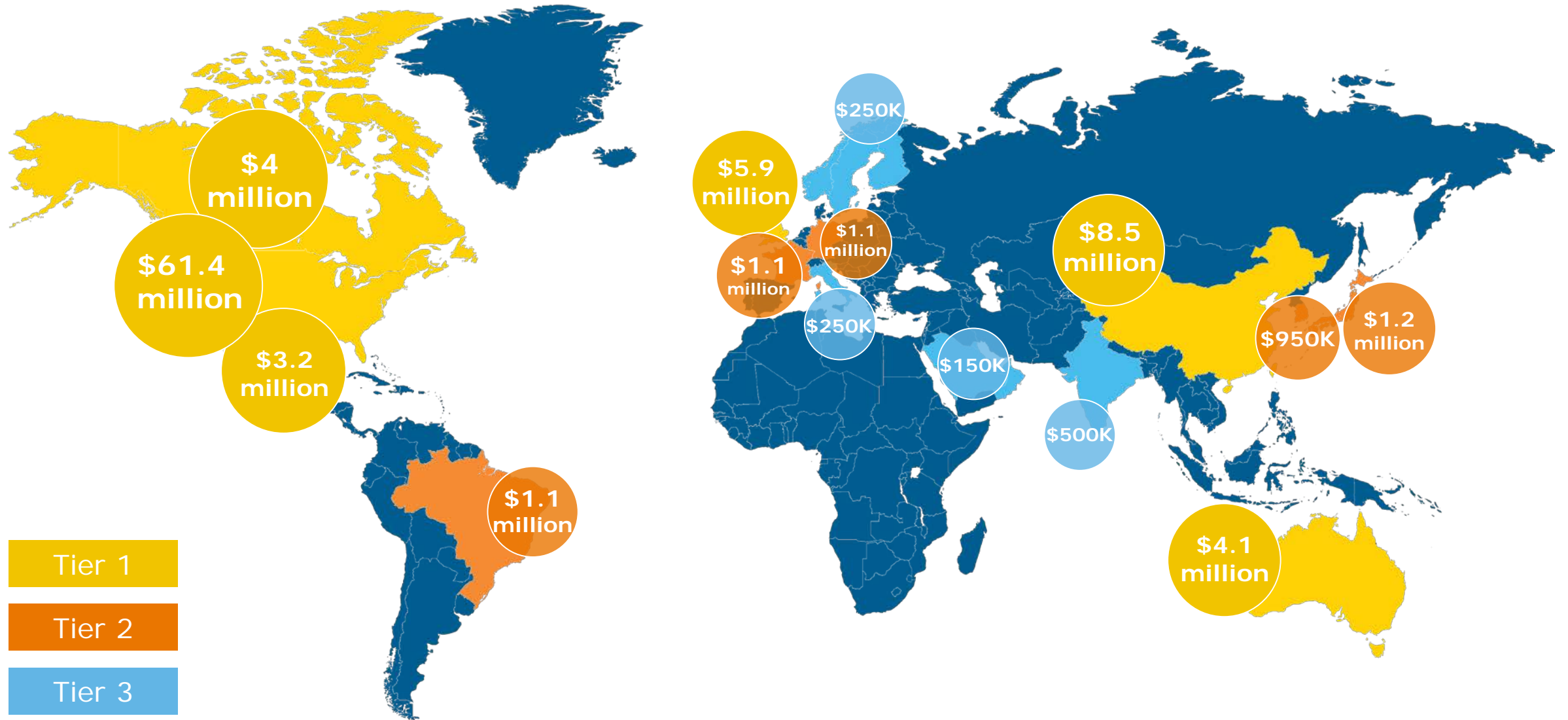




California
dream
big

FY17/18

Global investments





▼ Middle East

▼ India

Global Brand Target

Adults | Top 33% Household Income | 108 Million Individuals

Opportunity Target 36% of Brand Target



Millennials + Kids



Millennials

Experiences Segmentation

Outdoor

Family

Culinary

Luxury

Entertainment
& Culture

LIVING THE DREAM





California **dream** Big
 These 10 meals could change your life forever. You hungry?
 GET YOUR FREE VISITOR'S GUIDE!



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California **dream** Big
 Escape the rat race and feel your pulse race—in California
 GET YOUR FREE VISITOR'S GUIDE!

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 E-NEWS MAP

SPOTLIGHT: TEMECULA VALLEY

SCROLL TO DISCOVER

A historic town square surrounded by vineyards and rolling hills, with mountains rising in the distance: The Temecula Valley showcases some of California's most spectacular features.

The location of this Inland Empire gem, about an hour from San Diego and 90 minutes from Los Angeles, makes for an easy visit. Indeed, people come here for hyper-local cuisine (made, for instance, with Temecula Olive Oil), as well as for hiking, biking, and hot-air ballooning. They also come for the Mediterranean-like climate—temperatures range from the 80s–90s in summer to the 60s–70s in winter.

69
 JUNE AVERAGE (°F)

JUNE - AUG
 86° High 59° Low

Visit California @VisitCA
 Where's your favorite place to go wine tasting in the @visit_temecula?
 Photo: @sharber242
 #CaliforniaWineMonth



Visit California (FR) March 19 ·
 Une multitude de fleurs sauvages colorent le sable du désert, c'est le bon moment pour organiser votre escapade printanière !
 http://bit.ly/2nhi7Fg
 Photo: Temecula Valley Southern California Wine Country
 See Translation

NEWS · EVENTS · TEMECULA

8 Can't-Miss Spring Festivals in Temecula Valley

Award-winning wine, hot air balloons, and reality stars—Temecula has a celebration for every taste.

Posted March 26

By Jessica Sebar



With more than 40 wineries across the valley's rolling hills, it should come as no surprise that Temecula can throw one heck of a party. But reds, whites, and rosés are only part of the fun. This spring, Temecula will celebrate blues music, craft brews, street art, and more at a myriad of can't-miss festivals and events. Located a mere 60 minutes from San Diego, Palm Springs, and Orange County (and 90 minutes from Los Angeles), it's the ideal spot for a Southern California vacation. Here are eight great excuses for a seasonal getaway.

1. Ring in the spring at the first-ever Temecula Blues Festival on April 21. Let the lush garden backdrop of Civic Center Plaza calm your spirit, while music from artists like The Honey Lickers, The Shari Puerto Band, and Tad Robinson stirs your soul.
2. Held April 27–28, the Taste of Temecula starts with a VIP dinner and concert on Friday evening and extends into an all-day Saturday event. Try sustainable seafood from Bluewater Grill or what The Food Network called "the best barbecue in Southern California" from HoBo's BBQ; proceeds go to Temecula Valley Education Foundation.
3. On Sunday April 29, hop aboard the Crapeline for a traveling Bacchanalia. The Big Red

Trending



HOTELS

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Posted May 03



OUTDOORS

8 Things You May Not Know About California's National Parks

Posted April 23



FAMILY VACATIONS

14 New Rides and Thrills at California Theme Parks

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FOOD & DRINK

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FAMILY VACATIONS

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HOTELS IN TEMECULA

SCROLL TO DISCOVER



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