



Media Contacts:

Shannon Brooks, International PR Manager
916.801.9150, sbrooks@visitcalifornia.com

Lori Keller, Martin Resorts
805-547-2711, lorik@martinresorts.com

MEDIA ADVISORY

**VISIT CALIFORNIA AND NOREEN MARTIN, CEO OF MARTIN RESORTS JOINS
GOVERNOR BROWN'S TRADE AND INVESTMENT MISSION TO MEXICO, JULY 28-30 2014**

San Luis Obispo, CA – July 28, 2014 – Visit California and Noreen Martin, CEO of Martin Resorts will join Governor Edmund G. Brown Jr. on his [Trade and Investment Mission to Mexico](#) taking place July 28-30, 2014. Participating tourism industry leaders will join a [delegation](#) that includes California policymakers and statewide leaders in business, policy and economic development.

During the Mission, Visit California will partner with [AeroMexico](#) to launch a multi-platform consumer marketing campaign and travel trade initiative that invites Mexican travelers to book their dream vacation to California. The new campaign builds on Visit California's recent \$1 million advertising campaign which will be presented to media and delegation members during the Trade Mission.

"Mexico is California's biggest international tourism market which benefits our State's bottom-line," said Visit California President and CEO Caroline Beteta. "The Governor's Trade Mission will help us further expand the direct link between visitors from Mexico and California's growing tourism economy."

Visit California invests \$1.6 million annually in the Mexico market – an investment that's paying off as visitors from Mexico spent \$2.9 billion in 2013 alone while traveling in the State. Visit California's Mexico marketing strategically targets travelers arriving by air who spend nearly three times the amount of travelers arriving by ground transportation.

"The relationship between Mexico and California is extremely important and beneficial to the tourism economy of the Central Coast. I am honored to be asked to participate in this important mission," remarked Martin, who serves as CEO of Martin Resorts as well as CFO of Visit California.

California's travel and tourism industry is an important economic engine that generates billions in local and state tax revenue and supports nearly 1 million jobs. In 2013, visitors from across the Country and around the world collectively injected \$109.6 billion into the California economy.

WHAT: Governor's Trade and Investment Mission to Mexico

WHEN: July 28-30, 2014

WHERE: Mexico City, D.F., Mexico

TOURISM DELEGATION MISSION HIGHLIGHTS:

- **AeroMexico Press Conference** to launch integrated cooperative campaign with AeroMexico.
- **CEO Roundtable** at which the tourism delegation will meet with 10 top level influencers from the Mexico travel industry including airlines and tour operators.
- **Taste of California Winemakers' Dinner**, in partnership with California Department of Food and Agriculture and California Wine Institute, to celebrate "California Always in Season." Entire Governor's Mission delegation attending plus select VIPs from Mexico's tourism, wine and agriculture industries.

Visit California (formerly known as the California Travel & Tourism Commission) is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. According to Visit California, travel and tourism expenditures total \$109.6 billion annually in California, support jobs for 965,800 Californians and generate \$7.1 billion in state and local tax revenues. For more information about Visit California and for a free California Official State Visitor's Guide, go to www.visitcalifornia.com.mx. For story ideas, media information, downloadable images and more, go to media.visitcalifornia.com.

Martin Resorts: From oceanfront hotels in the popular beach towns of Pismo Beach and Avila Beach to the historic Paso Robles Inn, located in the heart of wine country, each Martin Resorts hotel provides a unique experience. Martin Resorts is a leading tourism employer in San Luis Obispo County. For more information, visit www.MartinResorts.com.