

Travel Trade Resource Guide

Travel Trade Tools:

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

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- [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](#)
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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.