



visit

California





# Overview

California is more than a destination—it's a dreamscape of coastlines, mountains, deserts, vineyards, and cities, each with its own unforgettable experiences.

To reflect the state's dynamic spirit and inspire more travelers, we partnered with the California Travel and Tourism Commission to completely redesign [VisitCalifornia.com](https://www.visitcalifornia.com).

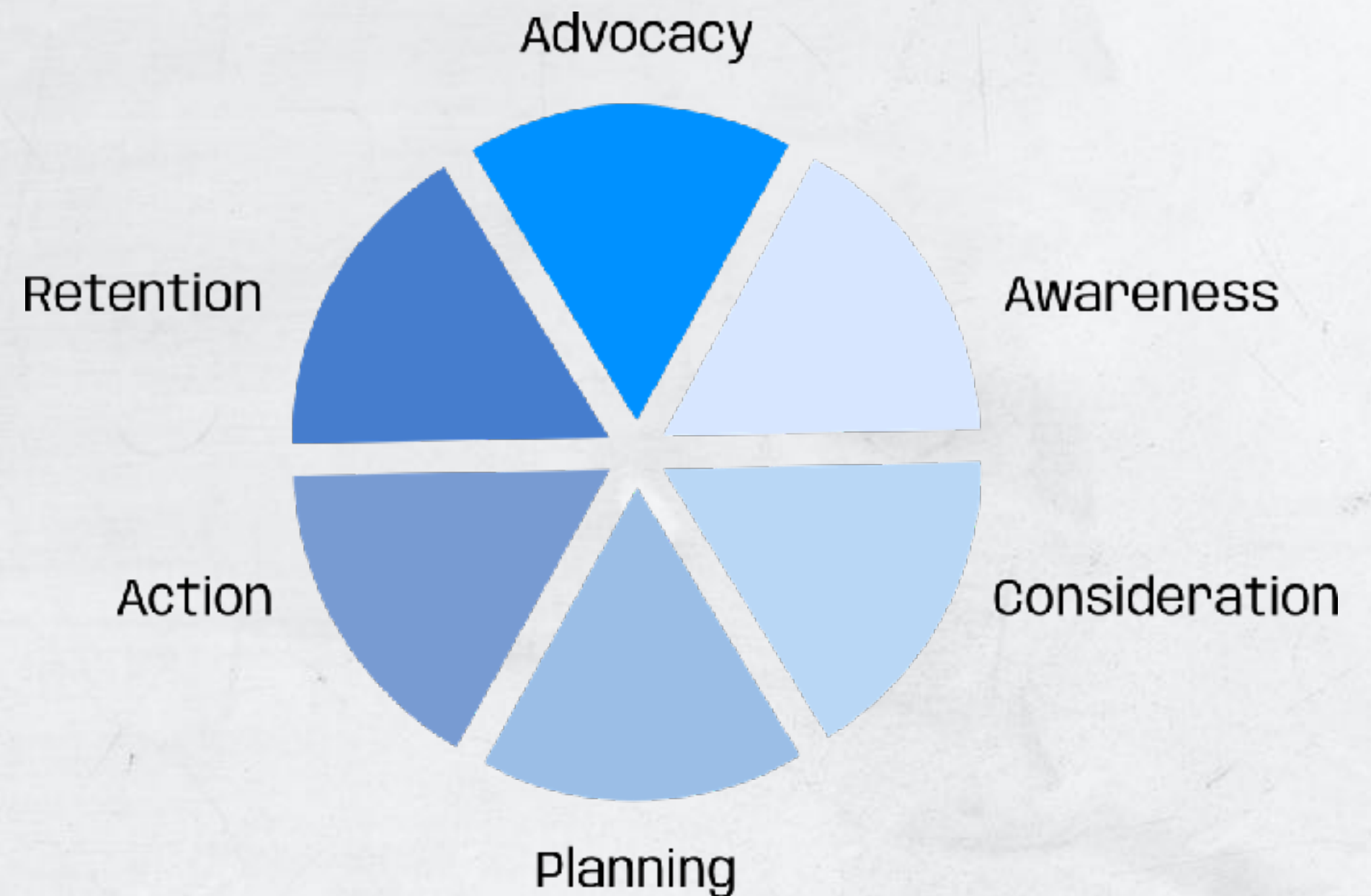
Our goal: create an immersive digital gateway that invites discovery and encourages deeper exploration of everything the Golden State has to offer.



# Our Approach

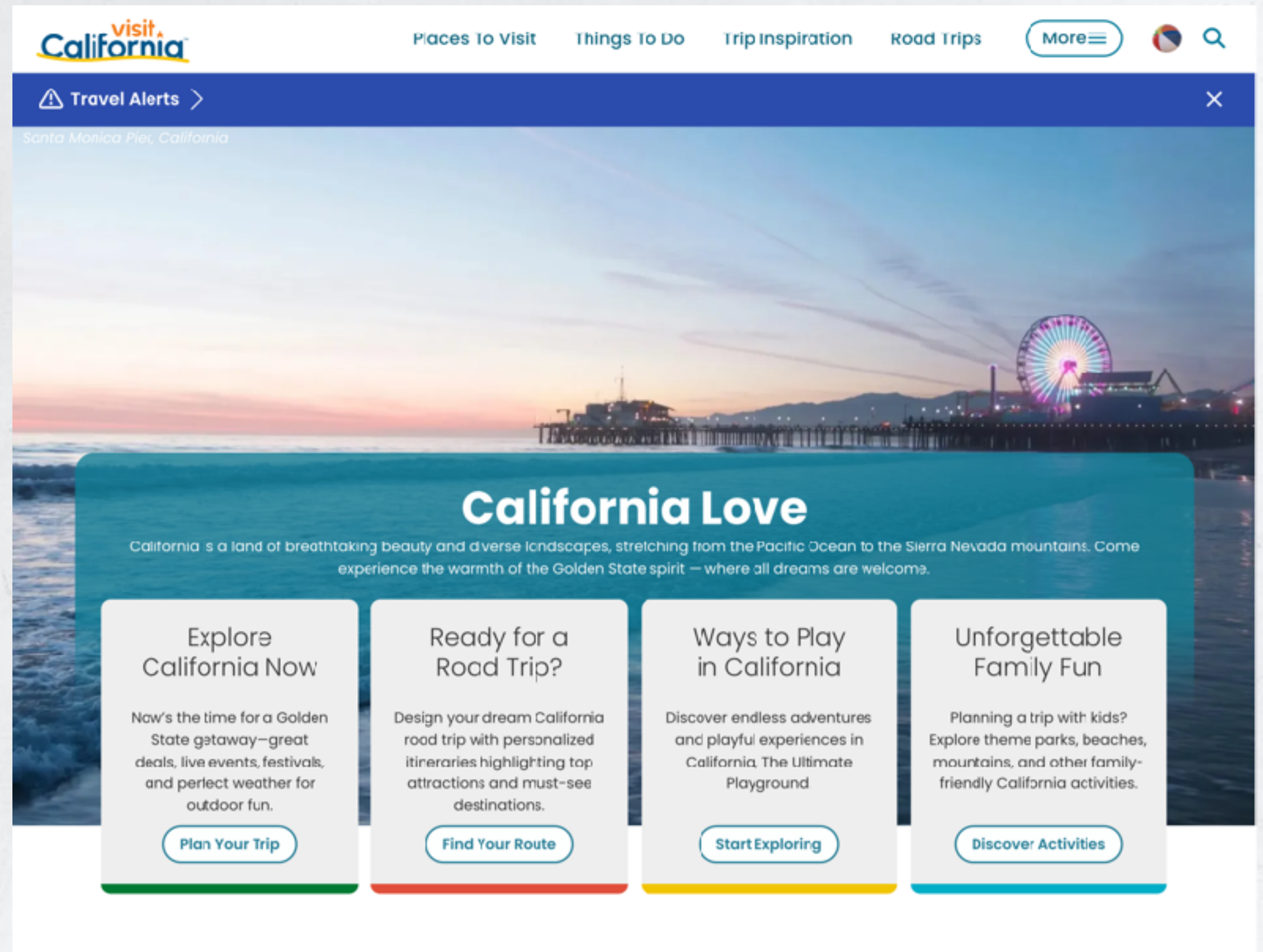
We began by reimagining the visitor journey. The new website was crafted to spark curiosity and cater to different types of travelers—adventurers, foodies, families, road-trippers, and international visitors.

And we leveraged this lifecycle model to identify new areas to engage visitors in, and opportunities to build deeper relationships with them across every moment of their experience.



# Our Solution

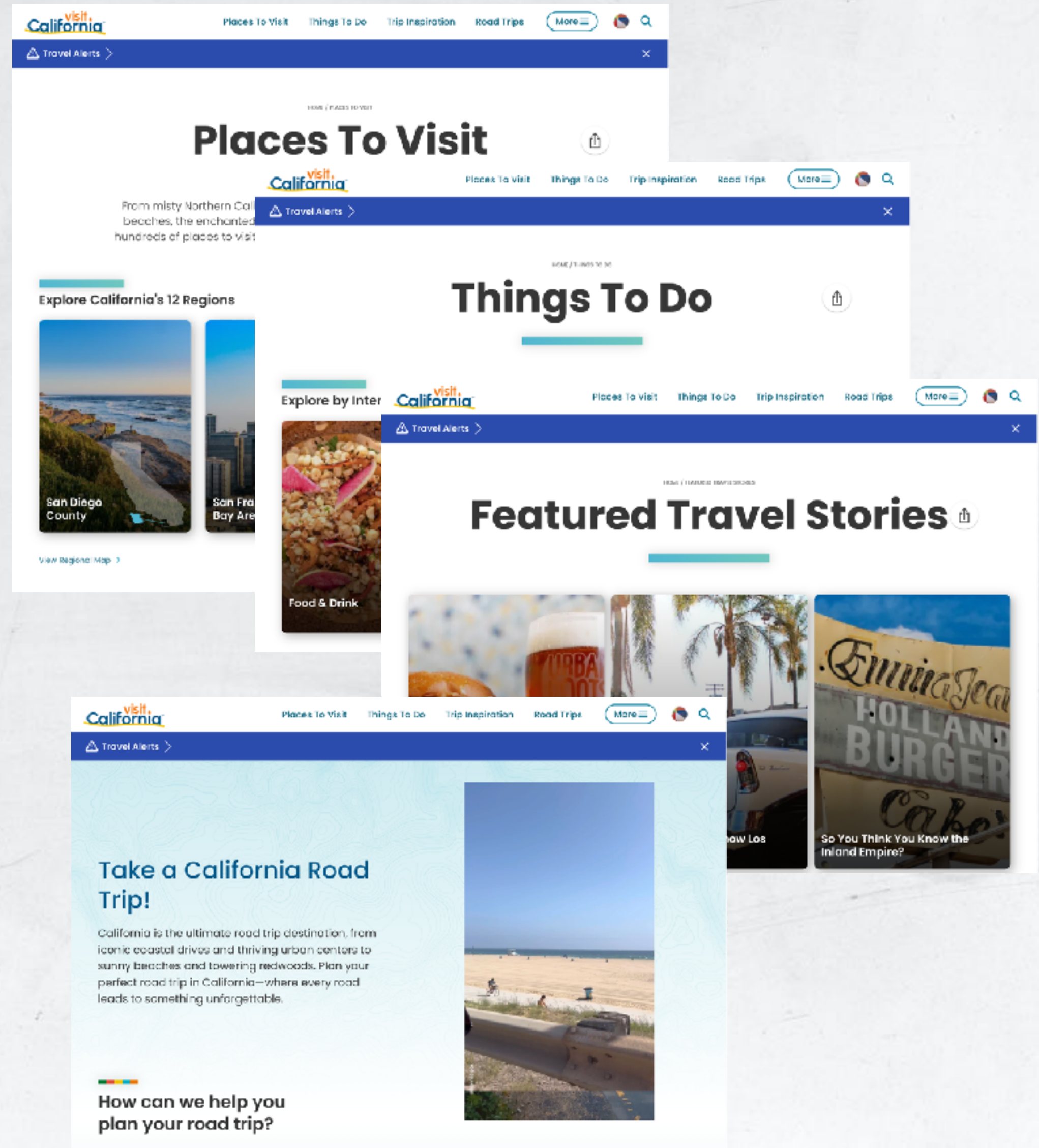
Through stunning visuals, rich storytelling, and intuitive navigation, we highlighted California-exclusive experiences: stargazing in Death Valley, surfing in Malibu, wine tasting in Napa, and standing beneath the giant sequoias of Yosemite.





# Their Ambitions

The redesigned VisitCalifornia.com became a destination in itself. The new experience wasn't simply about telling the California story, rather it was about exposing the very best of the things one could see, taste, feel, touch and do on a visit to and through the most magical state in the union.





# The Results

To amplify the launch, we also crafted a companion social media ad campaign that brought the magic of California to life through short-form videos, interactive stories, and travel inspiration tailored to user interests.

After the first year, metrics showed the website saw a remarkable 425% increase in traffic.

Visitors engaged longer (an average visit went from ~4 minutes to ~11), explored more deeply (from 2 pages to 6), and shared their own content more frequently (this was a brand new feature)—turning dreamers into travelers and travelers into storytellers.

425%

Increase in unique visitors

300%

Increased in-session  
page views

57,500

Social Media Impressions

2,400

Visitor stories shared on  
the site



*Welcome to  
California*



ENTERING PACIFIC TIME

sunday