

# WHAT'S NEW IN CALIFORNIA

IPW 2024



visit  
California

# California Welcomes You to the Ultimate Playground

Visit California's new Ultimate Playground brand platform emphasizes the state's diversity and abundance, as well as the playful and free-spirited ethos found here. According to the National Institute for Play, which happens to be based in California, play is critically important to public health – our overall well-being, physically, socially and emotionally. This imperative for play, grounded in research, is the basis of the new campaign, highlighting travel to the Golden State as the ultimate way to play. A wealth of new attractions coming online this year reinforce Visit California's position as the ultimate playground for visitors of all ages, interests and abilities. Learn more about how to explore your individual style of play at [VisitCalifornia.com/theultimateplayground](https://www.visitcalifornia.com/theultimateplayground).



# New Airlift & Terminal Enhancements



California is home to 27 commercial airports, more than any other state in the country. Construction is underway at several major international airports, including Los Angeles, San Diego and Sacramento. Los Angeles International Airport (LAX) is making headway on its \$30 billion modernization project, which includes an Automated People Mover (APM) train system, transforming it into one of the world's premier aviation facilities. San Diego International Airport is undergoing a \$3.8 billion construction project on the New T1 which includes the replacement of the current Terminal 1. Phase 1A of the project is slated to debut in summer 2025, including 19 new gates. Sacramento International Airport's \$1.3 billion SMForward expansion project is also underway, with a new pedestrian walkway and new gates on the horizon.

The state is also experiencing a remarkable surge in the expansion of international flight routes across the state, making California's diverse cities and regions more accessible to travelers worldwide. Highlights include:

- Air Premia's new nonstop service between SFO and Seoul
- Lufthansa has an additional second flight from Frankfurt to Los Angeles, five times a week
- Airlift into California from Japan is fully recovered with 20% more flights and 25% more seats available compared to prepandemic levels
- New daily nonstop service from Toronto to Los Angeles and San Francisco via Porter Airlines as well as seasonal routes from Montreal
- With the Federal Aviation Administration returning Mexico's aviation safety rating to the highest level, Mexican carriers are able to expand their presence in the U.S.
- The U.S. approved an increase of China-US flights in late February, allowing Chinese airlines to boost their weekly round-trip services to 50 starting March 31

# New Places to Stay

In 2024, California is slated to welcome 88 new properties, accounting for 9,610 rooms statewide. Another 628 projects accounting for 79,938 rooms are scheduled to open after 2024.

## San Francisco Bay Area

In the San Francisco Bay Area, new offerings and construction include The Jay, an Autograph Collection Hotel (November 2023); The Hearst Hotel, Auberge Resorts Collection in San Francisco (2025); Treehouse Hotel Silicon Valley in Sunnyvale (2024); and Appellation Healdsburg (2025).

## High Sierra

There are several exciting new places to stay when visiting California's High Sierra region, including Margaritaville Resort Lake Tahoe (December 2023); Wildhaven Yosemite in Mariposa (May 2024); and Firefall Ranch at Yosemite in Groveland (spring 2024). Looking ahead, Under Canvas Yosemite is slated to open in Groveland in spring 2025, and Limelight Mammoth Hotel & Residences is slated to open in Mammoth Lakes in 2025.

## Gold Country

Gold County invites visitors to explore new places to stay, including AC Hotel by Marriott Sacramento (March 2024) and Chicken Ranch Casino Resort in Tuolumne County (June 2024).

## Central Coast

Along California's Central Coast, Carmel-by-the-Sea is undergoing its most substantial lodging evolution in recent history, including the renovated and rebranded Stilwell Hotel (spring 2024). Down the coast, River Lodge Paso recently opened (April 2024). Looking ahead, the iconic Four Seasons Resort The Biltmore Santa Barbara is slated to open later this year, and a dual-branded Residence Inn and SpringHill Suites are set to open in San Luis Obispo in 2025.



Firefall Ranch  
Photo by Tracy Barbutes



## Central Valley

AutoCamp Sequoia – a new glamping offering just outside Sequoia and Kings Canyon National Parks – is slated to open in fall 2024, and TownePlace Suites by Marriott Visalia Downtown is slated to open in late 2024.

## Los Angeles County

New accommodations coming to Los Angeles County include Sandbourne Santa Monica (spring 2024), The Jordan San Gabriel (August 2024), Fairmont Breakers Long Beach (2024) and Regent Santa Monica Beach (2024).

## Orange County

New offerings in Orange County include Pixar Place Hotel at Disneyland Resort (January 2024), Hilton Buena Park Anaheim (May 2024), and El Caminante Bar & Bungalows in Capistrano Beach (June 2024).

## Deserts

Exciting additions to California's desert region include the new Tommy Bahama Miramonte Resort & Spa (October 2023), Life House in Palm Springs (November 2023) and The Velvet Rope (December 2023). Looking ahead, Thompson Palm Springs is slated to open in the heart of the design district in fall 2024.





## Inland Empire

California's Inland Empire recently welcomed the dual-branded Hampton Inn Big Bear Lake and Home2 Suites by Hilton Big Bear Lake (February 2024). Additionally, Hotel Marina Riviera, located on the water, recently reopened and is welcoming new dining experiences in 2024.

## San Diego County

Sunny San Diego County is slated to welcome the Gaylord Pacific Resort & Convention Center in Chula Vista in summer 2025.



# Theme Park Thrills



A new attraction, Tiana's Bayou Adventure, is slated to open at **Disneyland Park** in late 2024. Guests will embark on a musical journey inspired by Walt Disney Animation Studios' "The Princess and the Frog." The stories of Princess Tiana also extend to recently-opened offerings including Tiana's Palace quick-service restaurant, and Eudora's Chic Boutique Featuring Tiana's Gourmet Secrets retail shop in New Orleans Square.

The reimagined 6-acre Camp Snoopy is set to open at **Knott's Berry Farm** in summer 2024. At the new Snoopy's Tenderpaw Twister Coaster, Beagle Scout Master Snoopy and his troop will take guests on a coaster experience through the forest. Rocky Mountain Trucking Company will be transformed into the new Camp Snoopy's Off-Road Rally, where guests can jump into their own Snoopy or Peanuts character themed four-wheeler and race to the finish line. The reimagination also includes a new Camp Snoopy Theater and an updated Grizzly Lodge dining hall.



Tiana's Bayou Adventure  
Disneyland Resort



In 2024, **LEGOLAND California** turns 25 and is celebrating with new attractions, entertainment and experiences. A new land, Dino Valley, recently debuted with three rides, an interactive zone, and character meet and greets. New rides include the Explorer River Quest and DUPLO® Little Dino Trail rides. Summer introduces North America's first-ever LEGO World Parade with six themed floats and entertainers inspired by LEGO City, LEGO NINJAGO, LEGO Friends, LEGO City Deep Sea Adventure and DUPLO.

The **Santa Cruz Beach Boardwalk** will debut two new rides in 2024, in addition to celebrating the centennial anniversary of the iconic Giant Dipper. The Dream Wheel is a modern take on a quintessential seaside amusement park Ferris wheel, featuring 15 colorful gondolas each capable of seating four adults or six children. The second ride, Surge, seats up to 24 people and is the modern spin on a classic thrill ride, providing guests with 360 degrees of adrenaline-packed excitement.

The first of its kind for SeaWorld parks, the Jellyfish Experience will be the newest immersive and interactive aquarium at **SeaWorld San Diego**. Guests will be greeted by a kaleidoscope of colors and shapes in three unique galleries as if diving into the heart of the ocean. Each of the galleries will feature a jelly species to discover including Moon Jellyfish, Pacific Sea Nettles, Upside-Down Jellyfish and Comb Jellies.

**Gilroy Gardens Family Theme Park** is opening an all-new Lakeside Splash water play area where kids of all ages can splash, spin, spray and play on a multi-deck structure with water slides and fun interactive features like the Water Maze. Luxury family cabanas encircle the new water play area, providing a peaceful place to relax and enjoy scenic views of Coyote Lake.



# World-Class Attractions



Intuit Dome

INTUIT DOME

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In 2024, the World Design Organization is shining a spotlight on San Diego and Tijuana as the first cross-border region to be designated for **World Design Capital**. This recognition is a testament to the cities' effective use of design in enhancing the economic, social, cultural and environmental aspects of life. The San Diego-Tijuana program encompassed a diverse range of public events, conferences, exhibitions, summits and celebrations, bringing together global leaders to exchange ideas and address critical regional issues through design.

**Intuit Dome**, the new home of the Los Angeles Clippers, will open for the 2024-25 season in Inglewood. Intuit Dome will deliver technology-enabled fan experiences, and will drive economic growth to the surrounding communities. Intuit Dome will have five courts – more courts than any other NBA arena, in addition to more than 86,000 square feet of training, medical and player spaces. The 80,000-square-foot outdoor plaza is bordered by Roman steps and will include two bars, a restaurant and a 5,000-square-foot team store.

Santa Barbara's signature festival, **Old Spanish Days Fiesta**, will celebrate its 100th anniversary from July 31-Aug. 4, 2024. Fiesta honors the city's history, spirit, culture, heritage and traditions. Lively events include impassioned music and flamenco dance performances at Santa Barbara's most beautiful landmarks, open-air "mercados" (or markets) with food stalls and artisans, one of the largest equestrian parades in the west, a children's parade, a rodeo and more.



Photo by Blake Bronstad,  
Courtesy of Visit Santa Barbara

The Santa Barbara Channel was designated a **Whale Heritage Area** by the World Cetacean Alliance in October 2023. The Santa Barbara Channel Whale Heritage Area is one of only two such areas in the U.S. (second after Dana Point) and the ninth in the world, in recognition of its responsible whale and dolphin watching, as well as its biodiverse ecosystem supporting marine life.

**Destination Crenshaw** in South LA will be the largest Black-led public art project in the United States – and quite possibly the world. The project will commission more than 100 works by artists who have strong ties to Los Angeles, creating a pipeline of work and jobs for emerging, seasoned and internationally renowned artists, with first works being unveiled later this year. New pocket parks, 800+ newly planted trees and over 30,000 square feet of sustainable landscaping are included in the project, providing spaces for gathering, rest and conversation as well as community healing, protest and celebration.



Destination Crenshaw



The **Natural History Museum of Los Angeles County** will complete its metamorphosis in 2024. The \$75 million NHM Commons update will add 60,000 square feet of new construction, sustainable landscaping and museum space. The new construction includes a theater with 400 retractable seats as well as a massive glass entrance and adjacent outdoor plaza. The focal point of the new welcome center is a 70-foot-long long-neck dinosaur skeleton nicknamed Gnatalie.

The **Lucas Museum of Narrative Art**, the first museum to focus exclusively on storytelling through images, is slated to open in Los Angeles' Exposition Park in 2025. An 11-acre campus with extensive new green space designed by Studio-MLA will embrace the museum's 300,000-square-foot building, which will feature expansive galleries, two state-of-the-art theaters, and dedicated spaces for learning and engagement, dining, retail, and events.



Photo by Adam Ernster/Condor Express  
Courtesy of Visit Santa Barbara

# New Outdoor Experiences



Wiegand Alpine Coaster  
Mammoth Mountain

New for 2024, **Mammoth Mountain** will be opening Woolly's summer tubing park and the Wiegand Alpine Coaster. Both are family-friendly and are a guaranteed great time for adrenaline seekers and those looking to experience the magic of the Eastern Sierra.

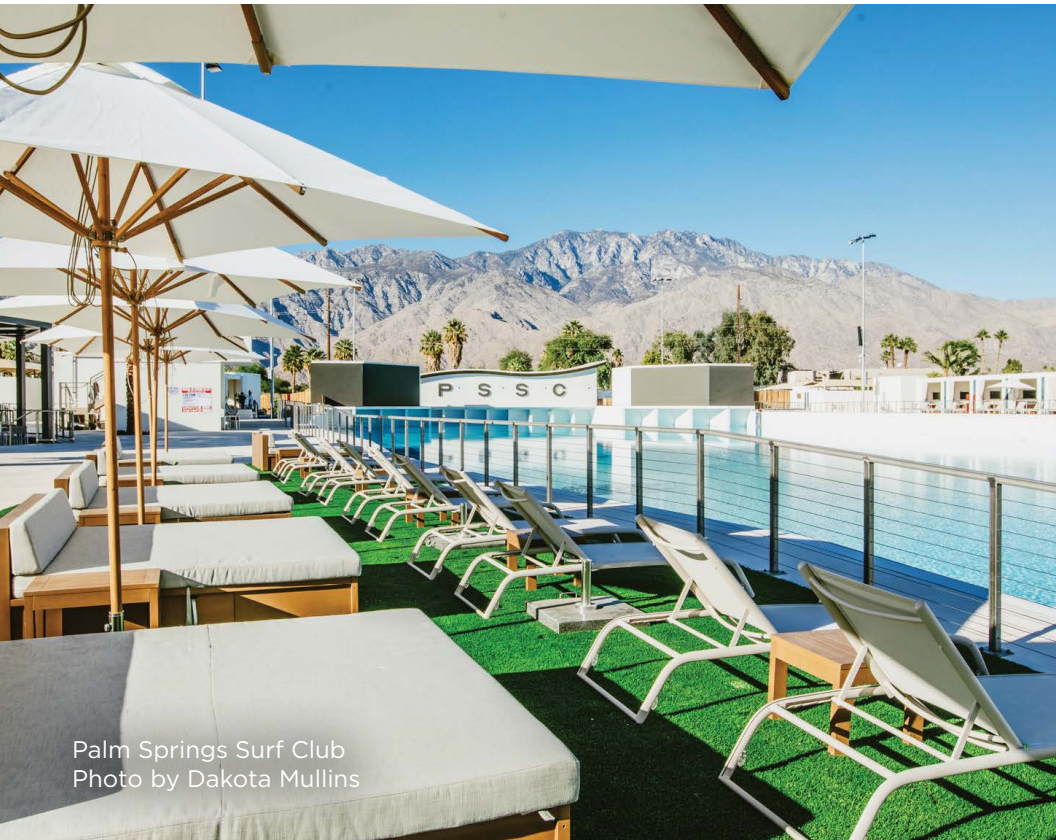
In celebration of the **San Diego Natural History Museum's** 150th birthday in 2024, the museum is offering free, one-time admission during the visitor's birthday month. The museum also debuted a new outdoor "Nature Trail at The Nat" in spring 2024, showcasing varieties of beneficial plants native to the San Diego and Baja regions.

After purchasing the **Transamerica Pyramid** for \$650 million in 2020, owner Michael Shvo is investing an additional \$400 million toward reimagining the Pyramid and its surrounding neighborhood, including expanding the Transamerica Redwood Park located at the building's base. Most construction barricades to the park will be removed in May 2024, allowing for public access, but some barricades will remain until the official reopening in September.



The new **Palm Springs Surf Club**, designed by pro surfers including Kalani Robb and Cheyne Magnusson, presents a state-of-the-art wave pool powered by Surf Loch technology, designed to accommodate surfers of all skill levels with specialized breaks for both beginners and advanced riders. This surfers' paradise extends a resort-style experience, complete with a restaurant, pool, lazy river and slides, along with surfing lessons for those looking to embark on their wave-riding journey.

In April, the five-acre **China Basin Park** in San Francisco opened to the public. Located across McCovey Cove from Oracle Park (home of the San Francisco Giants), China Basin Park is part of the 28-acre Mission Rock mixed-use development project. The waterfront park includes extensive recreational areas, including an elevated bay-side sandy beach, and an extension of the 350-mile Bay Trail connecting downtown and SoMa to the revived southeastern waterfront.



Palm Springs Surf Club  
Photo by Dakota Mullins

**Golden Gate Park** is debuting its first new memorial since the unveiling of the National AIDS Memorial Grove in 1991. When it opens in late 2024, The BAYS breast cancer memorial garden will include native plants, a plaza, seating areas, and inscriptions.

Known as one of the prime locations for rock climbing due to a diversity of sandstone options, **Castle Rock State Park** recently grew to nearly 6,000 acres with the addition of forest lands, ridgetops, and a new entranceway and main hub for the park. The additional 200 acres, purchased by California State Parks from the Sempervirens Fund, opens up more trails, picnic areas, climbing rocks, campsites and more.



Castle Rock State Park  
Photo by Laurell Maxwell

# Native California

Travelers looking to learn about the state's vibrant tribal communities and how to respectfully visit tribal lands can check out the Visit Native California platform – a resource launched in partnership with Visit California and the state's tribal communities.

The image shows the exterior of the Agua Caliente Cultural Museum. The building is a large, curved structure with a facade made of textured, metallic-looking panels. The words "AGUA CALIENTE CULTURAL MUSEUM" are visible on the building's facade. In the foreground, there are several tall palm trees with large, frayed fronds. The landscaping includes various plants, rocks, and a paved walkway. The sky is clear and blue.

AGUA CALIENTE CULTURAL MUSEUM

The **Santa Ynez Chumash Museum and Cultural Center**, opening in 2024, beckons visitors to immerse themselves in over 8,000 years of ancestral life. It's a testament to 350 generations thriving within a community deeply connected to the region's natural world, showcasing a remarkable journey of perseverance and cultural richness.

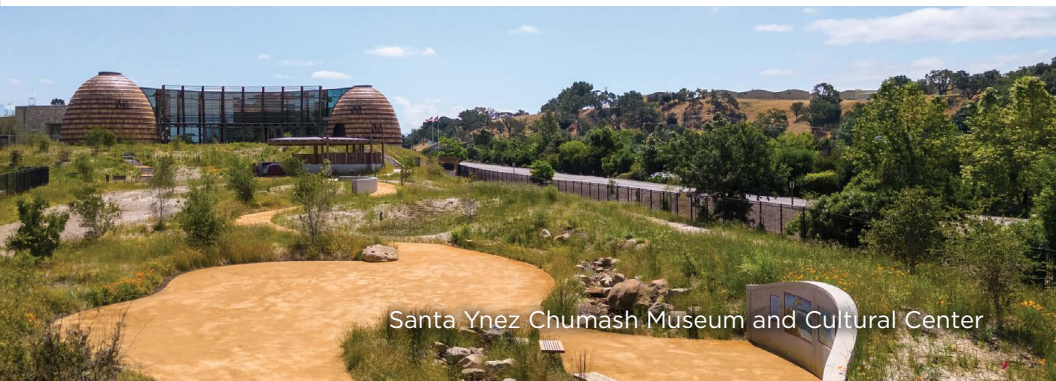
Filoli is working with the Association of Ramaytush Ohlone to create the new **Lamchin Interpretive Center**, a place to share the story of the first people of the San Francisco Peninsula. The Interpretive Center will open in June along with a brand-new trail, expanding access to the 650+ acres of natural lands that surround the iconic House and Garden.

Owned and operated by the Yocha Dehe Wintun Nation, the **Séka Hills Tasting Room in Midtown Sacramento** is opening soon and will showcase the agricultural bounty of the Tribe's Capay Valley homeland. This convenient location will welcome visitors with wine tastings, shopping and a changing selection of small plates that reflect each season's best.

In partnership with the National Park Service, the American Indian Alaska Native Tourism Association (AIANTA) will debut a guidebook chronicling the tribal destinations located on or near the **Juan Bautista de Anza National Historic Trail** in summer 2024.

Additional ways to experience California's Native past and the dynamic, modern lives of the state's Native people are available at **[VisitCalifornia.com/native](https://www.visitcalifornia.com/native)**. Offerings includes:

- Exploring the new Agua Caliente Cultural Plaza in Greater Palm Springs
- Floating down the Klamath River with Redwood Yurok Canoe Tours
- Participating in a docent-led nature hike at the Chumash Indian Museum in Ventura County



Santa Ynez Chumash Museum and Cultural Center

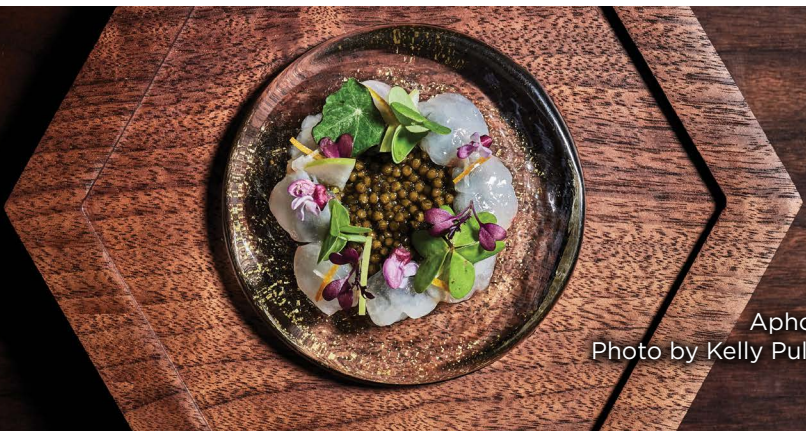
# New Culinary Offerings

The Golden State continues to uphold its reputation as a world-class food and wine destination, bringing a wealth of new restaurants and tasting rooms online.



New restaurants continue to open across the state, inviting visitors to discover California's agricultural bounty:

- New York City's most influential Italian spot, **Marea**, will soon open on Camden Drive in Beverly Hills
- **The Plot Costa Mesa**, a zero-waste restaurant with locations in Oceanside and Carlsbad, is opening soon at The CAMP shopping center
- **Cantina Pedregal** – helmed by two local, Michelin-recognized chefs – is opening in Folsom, featuring authentic dishes from Northern Mexico
- Healdsburg's new **Mocktail Trail** offers diverse non-alcoholic menus from many popular local restaurants
- **Lady & Larder**, a beloved Santa Monica gem known for its visually captivating charcuterie boards and local goods, makes its way to the heart of Carmel Valley in 2024
- Inspired by the Prohibition era, San Ysidro Ranch is opening a new dining venue, **The Speakeasy at Plow & Angel** – complete with a discreet entrance and live music
- Chef Drew Deckman will soon debut his family's very first U.S. restaurant in San Diego, **31THIRTYONE**, following his earth-to-table mission and centered on preserving the watershed of Southern California and northern Baja
- **En Familia** by Chef David Fuerte just moved into its new home in the Anaheim Packing District, offering a world-class chef steak house and brunch dining experience



Aphotic  
Photo by Kelly Puleio

California's diverse and innovative culinary scene continues to reach new heights. Currently, nearly 630 restaurants across the state are recognized by Michelin. The **2023 Michelin Guide California** included six new one-star distinction restaurants, located in San Francisco, Calistoga, Carmel-by-the-Sea, Long Beach and Oceanside.

In addition, the state is now home to 15 of 17 Green Stars in North America, awarded for leadership in sustainability practices. Among California's Green Stars is **Aphotic** in San Francisco, a restaurant specializing in sustainable and dry-aged seafood. Aphotic earned its first Michelin Star and Green Star in 2023 less than six months after opening.



The Plot Costa Mesa  
Photo by Kimberly Motos

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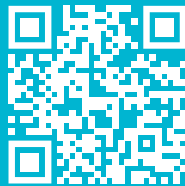
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