

WHAT'S NEW IN CALIFORNIA

SUMMER 2024

visit
California



Table of Contents

What's New | 3

Accommodations | 3

Culinary | 5

Arts & Entertainment | 7

Family | 8

Outdoors | 9

Technology & Transportation | 10

Contact Us | 12

Visit California is pleased to present this Summer 2024 update on What's New in California. The information in this publication is also available on our online Media Center at media.VisitCalifornia.com. There you can dynamically search the most up-to-date information by category and region. For even more information and inspiration, please visit our consumer website at VisitCalifornia.com.

© copyright: 2024 Visit California

Above:
Birba Restaurant, Palm Springs, CA

On the cover:
Waterfront Park Fountains, San Diego, CA

What's New

What's New in California showcases new openings and developments happening across the Golden State. Find inspiration for stories centering around accommodations, culinary, arts & entertainment, family, outdoors and technology & transportation. Dates listed are subject to change without notice. Confirm with the appropriate media contacts listed with each entry.

Accommodations



CARMEL-BY-THE-SEA

Stilwell Hotel Is Now Open In Carmel-by-the-Sea

Stilwell Hotel, part of Carmel-by-the-Sea's recent lodging renovation, opened in March 2024. This stylish beach-inspired hotel combines modern luxury with classic charm, offering guests a serene escape with breathtaking ocean views. There are 42 guest rooms and suites designed intentionally to make guests feel at home while away from home. The award-winning on-site restaurant, **Foray Restaurant**, offers Modern American cuisine.

MEDIA CONTACT: SANDY HUERTA, SEE MONTEREY, 831-657-6413
MEDIA@SEEMONTEREY.COM

HOLLYWOOD

The Hollywood Roosevelt Debuts New Penthouse Suites

The Hollywood Roosevelt, the iconic boutique hotel in the heart of Hollywood, debuted a complete reimagination of its famed Penthouse Suites: The Gable and Lombard Penthouse and The Johnny Grant Apartment, just in time for awards season. These suites, steeped in Tinseltown history, have been redesigned with contemporary luxury by LA-based Kevin Klein. The suites can serve as standalone apartments or can be combined for a completely private buyout for guests to have Hollywood's most iconic rooftop all to themselves to host intimate gatherings, ideal for entertaining. The design channels the Golden Era of Hollywood, incorporating rich Italian marbles, dark stained walnut and oak wall panels, antiqued mirror details, hand-painted ceiling murals and decor thoughtfully curated from around the world.

MEDIA CONTACT: HALEY GRENNING, THE POINT PR, 925-323-2116,
HALEY@THEPOINTPR.COM

MONTEREY

The Sanctuary Beach Resort Unveils Renovation and Wellness Initiative

The Sanctuary Beach Resort announced the completion of its extensive renovations in June. The resort features 60 beautifully reimagined rooms and suites, along with a novel series of experiences tailored to alleviate tech burnout among professionals. Experiences include the resort's new Renewal Studio & Spa, weekend nature walk, community bonfires and a Beyond Nature package, plus they remain the only pet-friendly seaside resort in the Monterey Bay area. The 19-acre property embodies the philosophy of taking time away from a busy life where guests can rejuvenate the mind, body and spirit, leaving with the feeling of being refreshed and energized.

MEDIA CONTACT: MEGHAN PATKE, MODERN CURRENCY PR, 323-377-7210, MEGHAN@MODERNCURRENCY.COM

SANTA CLARA

Avatar Santa Clara Hotel Grand Opening

The **Avatar Hotel Santa Clara**, part of Hilton's Tapestry Collection, debuted in December 2023 – ideally situated near Levi's Stadium and California's Great America. Featuring a vibrant mid-century design reminiscent of Palm Springs, the hotel offers colorfully playful interiors and spaces with pool views from the restaurant and lobby. With a complimentary drink upon arrival, the hotel also hosts **Parkstone Wood Kitchen + Taps** as well as an on-site Starbucks. Art is a focal point, with original works throughout, including a stunning four-story mural by Benjamin Henderson and a large-scale collage by Erin Wheeler in the lobby.

MEDIA CONTACT: BENJAMIN LANDIS, DISCOVER SANTA CLARA, 408-890-9158, BLANDIS@DISCOVERSANTAFLARA.ORG

SAN LUIS OBISPO

Every Hotel Stay Plants Trees in San Luis Obispo

Visit San Luis Obispo recently partnered with **Kind Traveler's** Every Stay Gives Back program to offer new inspiration for eco-friendly travel on California's Central Coast. San Luis Obispo's Keys for Trees program means every guest staying overnight in any of the 42 hotels will contribute to the planting of new trees in the city. SLO's partnership with Kind Traveler provides live impact reports and communication tools, making it fun and easy for visitors to see how their travel creates a positive impact and other ways to travel sustainably. The City of San Luis Obispo has a goal of reaching carbon neutrality by 2035, making it the ideal place to visit for travelers looking to prioritize sustainability and give back to the planet. The **Keys for Trees** initiative also supports SLO's goal of planting 10,000 new trees, which is one part of the City's Climate Action Plan.

MEDIA CONTACT: HOLLIE WEST, VISIT SAN LUIS OBISPO, 805-786-2777, HOLLIE@SLOCHAMBER.ORG

Culinary



ANAHEIM

Downtown Disney District Shares New Dining Experiences in the Works

Michelin-starred Chef Carlos Gaytán is set to bring authentic Mexican fare to the district through three new dining experiences, **Paseo**, **Céntrico** and **Tiendita**. Menu highlights include colorful ceviches and lamb barbacoa from Paseo, Céntrico's quesabirrias and tlayuda and street-staples like esquites, chorizo breakfast burritos and more at Tiendita. In addition, **Din Tai Fung**, a Michelin-awarded restaurant brand from Taiwan, will open this summer and serve up favorites like their signature soup dumplings (Xiao Long Bao), wontons, noodles and more. Lastly, two new restaurant concepts, a steakhouse restaurant and an adjacent barbecue eatery, are underway to replace the former Tortilla Jo's location, while **Marceline's Confectionary** will soon begin work to expand.

MEDIA CONTACT: VALERIE LEE, DISNEYLAND RESORT PUBLIC RELATIONS, 714-801-4833, VALERIE.J.LEE@DISNEY.COM

IRVINE

Warehouse 72 Opening at Newly Renovated Hyatt Regency Irvine

Warehouse 72 Modern Bistro + Bar, Orange County's newest upscale, modern American restaurant concept, is set to open this August and will boast a seasonal rotating menu, specialty prix-fixe dinners and 3D digital art installations. Originally established in 2019 with its first location in Texas, the Irvine location is designed to evoke a feeling of relaxation for guests through unique artwork, design and chef-curated menus. Located within the newly renovated **Hyatt Regency Irvine**, Warehouse 72 will connect with its community through thoughtful food and drink menus that highlight unique wines, liquors and

intimate chef tastings by Executive Chef Jaime Salazar, all while embodying the spirit of Southern California in every sense.

MEDIA CONTACT: MEGAN GLUCROFT, AJENDA PR, 805-433-5032, MEGAN@AJENDAPR.COM

LOS ANGELES

Toscana Restaurant Group Marks 35 Years with Debut of New Restaurant in Los Angeles

Toscana Restaurant Group (TRG) has announced the opening of its newest Southern California restaurant project, All Roads Pineria + Enoteca, slated to open late-June 2024 in the Brentwood neighborhood of Los Angeles. The All Roads opening comes on the heels of the group's debut restaurant, **Toscana** in Brentwood, marking its 35th year in business. All Roads, a Roman-inspired eatery (Pineria) and wine bar (Enoteca), represents the sixth restaurant and bar venture from the hospitality group, which includes eateries in Los Angeles, Beverly Hills and the Santa Ynez Valley.

MEDIA CONTACT: ANNA FERGUSON, STILETTO MARKETING, 877-327-2656, RESTAURANTS@STILETTOMARKETING.COM

SAN DIEGO

Adventure Lodge and General Store Debuts

Bivouac Ciderworks, both women-owned and a San Diego cider pioneer, opens **Adventure Lodge & General Store**, a multi-concept community space. The space takes design notes from a glamping yurt, combining rugged outdoor aesthetics with refined interiors, and hosts a café, cider tasting bar, general store retailing goods from women and BIPOC makers, private brandy lounge and an inside look at the cider production facility all under one roof.

MEDIA CONTACT: ALEXANDRA HARMON, BAY BIRD INC PR, 619-905-8889, ALEX@BAYBIRDINC.COM

SANTA MONICA

Pacific Park Opens ‘Snackville’, A Reimagined Culinary Concept

Located on the iconic Santa Monica Pier, “**Snackville**” at Pacific Park is the all-new, fun, food area with reimagined culinary concepts by Michelin-Star Chef James Kent. The concept officially opened in June and features five new dining options including **Smashie’s Burgers**, **Mr. Nice Fry**, **Churrita Churro**, **Scoops Creamery** and **Cosmic Funnel Cake**. Located right by the entrance to the two-acre amusement park, Snackville offers hand-held treats of the most beloved amusement park foods.

MEDIA CONTACT: CAMERON ANDREWS, PACIFIC PARK ON THE SANTA MONICA PIER, 310-428-2760, CAMERON@PIERCOMM.COM

SAUSALITO

New French Cafe and Bistro Opened Along Sausalito Waterfront

Suzette Cafe & Bistro is officially open along the beautiful Sausalito waterfront for breakfast, lunch and dinner with a menu inspired by old school French bistros. The newest bayside restaurant features French classics like escargot, steak frites and croque madame in a casual coastal setting. In the morning, the cafe serves artisan coffee and pastries made in-house by Sausalito’s **Cibo Bakery**.

MEDIA CONTACT: KEVIN ALMEIDA, CREATIVE DIGITAL AGENCY, 213-509-7630, KEVIN@CREATIVEDIGITALAGENCY.COM

VISALIA

Downtown Visalia Debuts New Indoor Restaurant Group Concept

The Mix, a new indoor market concept, opened in Visalia in May 2024 following years of planning and construction to revitalize a classic, downtown Visalia building. The building features four foodie favorites: **Quesadilla Gorilla**, **Sol Bol**, **Scoops Ice Cream** and **Bombshell Beans**. From Mexican cuisine and handmade ice cream to organic acai and specialty coffee, The Mix offers something for everyone and enlivens downtown Visalia.

MEDIA CONTACT: LAUREN WALTERS, DOWNTOWN VISALIANS, 559-732-7737, LAUREN@DOWNTOWNVISALIA.COM

Arts & Entertainment



FRESNO

Gallery Row in Fresno Becomes Official

Fresno holds a ribbon cutting ceremony in the art district downtown, officially coining the district as Gallery Row. Gallery Row is home to numerous talented artists, largely responsible for shaping Fresno's vibrant art scene. The district includes the galleries that initiated **Art Hop**, a signature event on the first Thursday of each month. The district features exhibits changing monthly, offering fresh and engaging experiences for visitors. Additionally, the presence of a DoubleTree by Hilton hotel on the same street enhances the appeal for tourists and art enthusiasts alike.

MEDIA CONTACT: GLORIA VALDOVINOS, DOWNTOWN FRESNO, 559-426-9448, GLORIA@DOWNTOWNFRESNO.ORG

PACIFIC GROVE

Four New Exhibits to Open at the Pacific Grove Art Center

From July 5 to Aug. 29, the **Pacific Grove Art Center** will feature four new exhibits. The exhibits include: PGAC Artists' Exhibit, showcasing creative work by the studio artists, *Pardis* by Azadeh Nikou, an ocean-inspired manifestation of Mother Nature's paradise, *Serendipity* by Monterey Bay Plein Air Painters Association, a plein air art competition, and the Tiny Treasures Annual Miniature Show, displaying over 100 pieces of mixed-media miniature pieces from local artists.

MEDIA CONTACT: WENDY BRICKMAN, BRICKMAN MARKETING, 831- 594-1500, BRICKMAN@BRICKMANMARKETING.COM

SANTA ANA

Discovery Cube Welcomes New Permanent Exhibit

Dino Quest, the epic prehistoric adventure at **Discovery Cube** in Orange County, opened May 25 and officially became a permanent exhibit at the science center. The exhibit unearths ancient mysteries and brings visitors face-to-face with colossal dinosaurs through fully reimagined features including an interactive dinosaur fossil excavation site, four interactive missions and jaw-dropping life-sized dinosaurs.

MEDIA CONTACT: WENDY HAASE-ROBERTS, TRAVEL SANTA ANA, 714-242-4434, WENDY@TRAVELSANTAANA.COM

Family



BUENA PARK

The New Camp Snoopy at Knott's Berry Farm is Now Open

The new **Camp Snoopy** officially opened on June 27 with four new attractions and a lot of summer camp fun with Snoopy and the Peanuts Gang. The reimagined Camp Snoopy enables campers of all ages to become full-fledged Beagle Scouts as they explore new rides, including a family rollercoaster, a giant swing, off-road rally, plus new character experiences, interactive camp-tivities and the carefree fun and freedom of summer. As guests enter the world of Camp Snoopy, they'll join Beagle Scout Master Snoopy and the entire Peanuts Gang for the camp's annual jamboree, a fun week of camp competitions and activities. New scouts can begin their adventure at any of the four new or reimagined rides debuting at the High Sierra summer camp including Snoopy's Tenderpaw Twister Coaster, the all-new Sally's Swing Along, Camp Snoopy's Off-Road Rally or the newly themed Beagle Express. The former theater area is now Beagle Scout Acres, a large green space where kids and families can explore, enjoy lunch or a snack on shaded picnic tables or simply lie back and gaze at the drifting clouds above. Plus, campers of all ages can participate in a host of jamboree camp-tivities including special sing-a-longs around the new campfire fire pit.

MEDIA CONTACT: KNOTT'S MEDIA RELATIONS, KNOTT'S BERRY FARM, 714-220-5130, PR@KNOTTS.COM

SAN DIEGO

San Diego Mission Bay Resort Launches BabyQuip Partnership

San Diego Mission Bay Resort's new partnership with **BabyQuip** is making family beach escapes easier than ever. The partnership with BabyQuip rentals helps families with young children travel easier and creates a homelike experience without the stress and need to travel with more baggage. From toys and swings to strollers and car seats, BabyQuip has it all. San Diego Mission Bay Resort also offers a multitude of kid-friendly highlights in addition to its location being close proximity to family attractions including the Mission Bay Aquatic Center, Belmont Park, Sea World, Balboa Park and the San Diego Zoo.

MEDIA CONTACT: MALLORY BEACH, 20TWO STUDIO, 859-446-3187, MALLORY@20TWOSTUDIO.COM

Outdoors



NEWPORT

Balboa Bay Resort Unveils ‘Host of the Coast’ for Luxurious Coastal Adventures

Balboa Bay Resort has recently added a stunning new vessel to its marina: a sleek and luxurious 42.5-foot Sea Ray, perfect for all adventures on the water. This state-of-the-art boat is designed to offer guests an array of unforgettable maritime experiences. From serene harbor cruises and romantic sunset rides to thrilling snorkeling adventures and awe-inspiring whale watching excursions, the ‘Host of the Coast’ promises a perfect blend of comfort and excitement. Outfitted with modern amenities and spacious decks, this boat ensures that every journey is as enjoyable as the destination, providing a premium experience on the water for all guests who come aboard to explore Newport Beach.

MEDIA CONTACT: MELISSA OLSON, BALBOA BAY RESORT & CLUB, 949-630-4307, MOLSON@BALBOABAYRESORT.COM

PALM SPRINGS

Downtown Palm Springs Sees First Hotel Pickleball Courts

Rowan Courts is now open, **Kimpton Rowan Palm Springs’** newest amenity. The six competition-grade pickleball courts span over 11,000 square feet and are located adjacent to the hotel in Downtown Palm Springs with the San Jacinto mountains rising in the backdrop. Hotel guests enjoy complimentary access to Rowan Courts, including paddles and balls, while non-guests can book time, organize matches or join a waitlist via CourtReserve for a fee. The courts, inspired by Palm Springs’ mid-century modern heritage and desert landscape, feature vibrant shades of orange and green, creating an energizing atmosphere.

MEDIA CONTACT: KEVINIE WOO, KEVINIE WOO PR, 310-270-5675, KEVINIE@KEVINIEWOOPR.COM

SAN DIEGO

New, Eco-Friendly Way to Experience North County San Diego

Moke & Sun offers an exciting way to explore coastal North County San Diego with low-speed, open-air Moke electric cars with departures from Oceanside and Encinitas. While the soft launch was in 2023, this year Moke & Sun partnered with new hotels to expand routes and enhanced the entire experience with the addition of digital guidebooks, providing guests with connections to the local community and itinerary recommendations. Inspired by the Italian “dolce vita,” the modern Moke is an eco-friendly replica of the classic Mini Moke and offers visitors a chance to slow down and enjoy the area’s charm with flexible rental options ranging from two to eight hours.

MEDIA CONTACT: MEAGHANN IBBA, MOKE & SUN, 323-723-7318, PR@MOKEANDSUN.COM

Technology & Transportation



BEVERLY HILLS

Beverly Hills Hotels Introduces Hologram

Beverly Wilshire, A Four Seasons Hotel is elevating the next generation of travel by incorporating hologram technology into the hotel's penthouse and presidential suites. The M is a portable, tabletop holographic communications device from Los Angeles-based **Proto**, the world's first and only holographic communications platform. The device allows for the hotel's guest experience team to live beam directly into the room when the guest designates a time. From there, both Beverly Wilshire staff and guests will be able to see each other and communicate in real-time to review the day's itinerary, capabilities within the suite and more. The property is the first in the industry to incorporate such technology.

MEDIA CONTACT: KIERSTEN DUNN, BEVERLY WILSHIRE, A FOUR SEASONS HOTEL, 310-385-3917, KIERSTEN.DUNN@FOURSEASONS.COM

MONTEREY

Relaunch of Seasonal Flight to Monterey from Burbank and Orange County

From June 27 through Sept. 2, the popular public charter flight operated by JSX will return to **Monterey** from Burbank and Orange County. This flight will provide seamless travel by allowing travelers to bypass long lines and crowded terminals, enjoy spacious seating and complimentary snacks and beverages. This service is perfect for business travelers, leisure seekers and quick getaways, connecting the scenic beauty of Monterey County to Burbank and Orange County.

MEDIA CONTACT: SANDY HUERTA, SEE MONTEREY, 831-657-6413, MEDIA@SEEMONTEREY.COM

SANTA CRUZ COUNTY

Bonny Doon Introduces Fully Recyclable Paper Wine Bottles

Santa Cruz's **Bonny Doon Vineyards** is set to become the first winery in the country to use fully-recyclable paper wine bottles. The winery's rosé wine – which is being marketed as Carbon-nay – will be sold at Whole Foods stores in California and will expand to other stores throughout the U.S. This new packaging – shaped like a wine bottle – is five times lighter than a traditional wine bottle, reducing the carbon footprint of bottling and shipping. Designed from 94% recycled paperboard, the Carbon-nay bottle utilizes a food-grade pouch containing the wine. Bonny Doon is the 28th largest winery in the U.S. and much of its success is tied to its innovative practices, such as being one of the first wineries to embrace true transparency with the ingredient label initiative.

MEDIA CONTACT: CHRISTINA GLYNN, VISIT SANTA CRUZ COUNTY, 831-239-7080, CGLYNN@SANTACRUZ.ORG

SHASTA LAKE

Shasta Dam Reopens Public Tours

For the first time since 2019, **Reclamation Guides** at Shasta Dam offer full tours of the facility. The tour includes a walk across the top of the dam, an elevator ride and a short walk through the dam to a stunning view of the spillway. In addition, a tour of the Shasta Powerplant is included. Reclamation guides will share the rich history of Shasta Dam, how it was built and the important role it plays in the Central Valley Project.

MEDIA CONTACT: JENNIFER ZIMMER, VISIT REDDING, 530-945-1566,
JENNIFER@VISITREDDING.COM

FRESNO

Visit Fresno County Launches First-ever Tourism/ NIL Program

Visit Fresno County is excited to announce the launch of a new program, **Unleashed**. In collaboration with Fresno State athletes who participate in Name, Image, and Likeness (NIL) deals, the program highlights Fresno County as a tourism destination through a series of videos featuring the athletes exploring local farmers' markets, hiking trails and events. The first program of its kind in the tourism industry, the series has garnered thousands of views and more videos are expected to be released soon.

MEDIA CONTACT: HAYLEY SALAZAR, VISIT FRESNO COUNTY, 559-981-5511,
HAYLEY.SALAZAR@FRESNOCVB.ORG

Contact Us

Visit media.VisitCalifornia.com for more information.



VICE PRESIDENT OF
COMMUNICATIONS

Ryan Becker
rbecker@visitcalifornia.com



ASSOCIATE VICE PRESIDENT
OF EXTERNAL AFFAIRS & MEDIA
RELATIONS

Angie Pappas
apappas@visitcalifornia.com



DOMESTIC PUBLIC
RELATIONS MANAGER

Kristen Bonilla
kbonilla@visitcalifornia.com



PUBLIC RELATIONS
MANAGER

Xavier Roque
xroque@visitcalifornia.com



MEDIA RELATIONS COORDINATOR

Molly Bloss
mbloss@visitcalifornia.com



MEDIA RELATIONS COORDINATOR

Courtney Payne
cpayne@visitcalifornia.com