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April 2023

If you are looking for real Californian experiences, look no further!

In this April newsletter we want to highlight what you must see and experience in California this year. We are starting off with an eco-friendly visit, then getting into the Barbie spirit and end off with a visit to the traditional homelands of Northern California's Native Americans.

And don't forget to sign up to become an expert on California through the California STAR training platform.

Happy reading and safe travels!



11 Eco-Friendly California Destinations

If you have clients looking to support green destinations that are doing their part for the planet, look no further than the Golden State. California is a pioneer in green initiatives and sustainability programs: Thirteen of the top 20 most sustainable large U.S. cities are located in California. Here are 11 destinations that are doing their part to help with forward-looking policies and program and should be at top of your travel list.

[Read more](#)



Take a Barbiecore Tour Through California

Want to live in a real Barbie world on your next trip? You're not alone. "Barbiecore" is trending everywhere, from runways and interior design to travel and the big screen. In anticipation of Greta Gerwig's Barbie film, slated to premiere in 2023, people have been thinking pink since photos of stars Margot Robbie and Ryan Gosling were captured on set in [Venice Beach](#) this past June.

Take a Barbiecore Tour



Native American Cultural Experiences

Once part of the traditional homelands of Northern California's Native Americans, the region's national parks, monuments, and recreation areas both preserve native lands and are reminders of the impacts of colonization and settlement.

Now, State and local governments are increasingly turning to tribes to advise on how to manage parklands and educate visitors about Native cultural heritage. Learn more about the parks and monuments with strong ties to the state's Native Americans.

[Read more](#)



California STAR Agent Training

Become an expert on California through our CA STAR training platform. This free online training program will provide you with training knowledge, as well as tools and resources with images, itineraries, webinar content, and the latest news to help you sell California. The chapters are great for every level of travel advisor selling product, from beginner to expert.

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