HUMBOLDT LODGING ALLIANCE

Travel Budget & Approval Request | Visit California Outlook Forum | March 2027

Request

Approval is requested for the Executive Director to attend the Visit California Outlook Forum in Monterey, California, in March 2027, with a proposed travel budget not to exceed **$4,000**.

Purpose and benefit to HLA

The Outlook Forum offers an opportunity to learn about statewide travel trends, visitor demand, destination marketing, and tourism industry priorities. Attendance will support HLA's work to promote overnight visitation, strengthen partnerships with statewide tourism organizations, and bring relevant insights back to the HLA board and regional lodging partners.

Estimated expenses

Expense	Basis	Estimated cost
Conference registration	Provided registration fee	$1,199.00
Mileage	788 miles round trip x $0.76/mile	$598.88
Lodging	3 nights x $550/night	$1,650.00
Per diem	4 days x $100/day	$400.00
Estimated total		**$3,847.88**
Proposed authorization ceiling		**$4,000.00**

Budget assumptions

Mileage is estimated at 394 miles each way from Arcata to Monterey and uses the 2026 IRS business mileage rate of $0.76 per mile as a planning placeholder; the applicable reimbursement rate and actual route should be confirmed for March 2027. Per diem assumes four days, including travel days. Lodging taxes, parking, and other incidental costs have not been separately estimated. The $4,000 ceiling leaves $152.12 above the current line-item estimate; additional approval may be needed if actual costs exceed this amount.

Requested action

Authorize attendance at the March 2027 Visit California Outlook Forum and associated registration, transportation, lodging, and per diem expenses, up to a total of **$4,000**, subject to HLA travel and reimbursement policies.

Prepared for HLA board consideration | November 2026