



ADVENTURE TRAVEL
TRADE ASSOCIATION

ADVENTURE TRAVEL

California's Southern Rural Regions

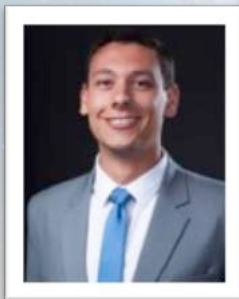
Visit California

ATTA Webinar Series

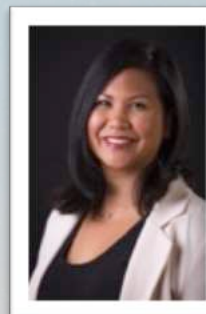


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TODAY'S PRESENTERS



ALEX VIGIL
Global Trade Manager
Visit California



LISA MARTINEZ
Consumer Advertising Manager
Visit California



TODAY'S CONTENT

- ❑ **#CaliforniaWild** Introduction to Visit California's partnership with ATTA
- ❑ **California's Southern Rural Regions:** Central Coast, Central Valley, Deserts, and Inland Empire
- ❑ **California STAR** Visit California's state of the art trade platform



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#CALIFORNIA WILD



Central Coast





Central Coast

- **TOP THREE ADVENTUROUS EXPERIENCES**
- Hiking vast and unique geographical areas
- Water Adventures (surfing, swimming, kayaking, stand-up paddle boarding, whale watching)
- Coastal Excursions along Historic Highway 1 and 101 including the Channel Islands













Central Coast

- **MAIN ATTRACTIONS/ACTIVITIES**
- Wine Tasting, National Parks (Pinnacles NP, Hearst Castle, Monterey Bay National Marine Sanctuary, Channel Islands National Park & National Marine Sanctuary), 11 Spanish Missions, Fresh Seafood Eateries, Whale watching
- **ACCOMMODATIONS**
- Unique member-hotels such as Madonna Inn, Dolphin Bay Resort & Spa, and the Historic Santa Maria Inn.





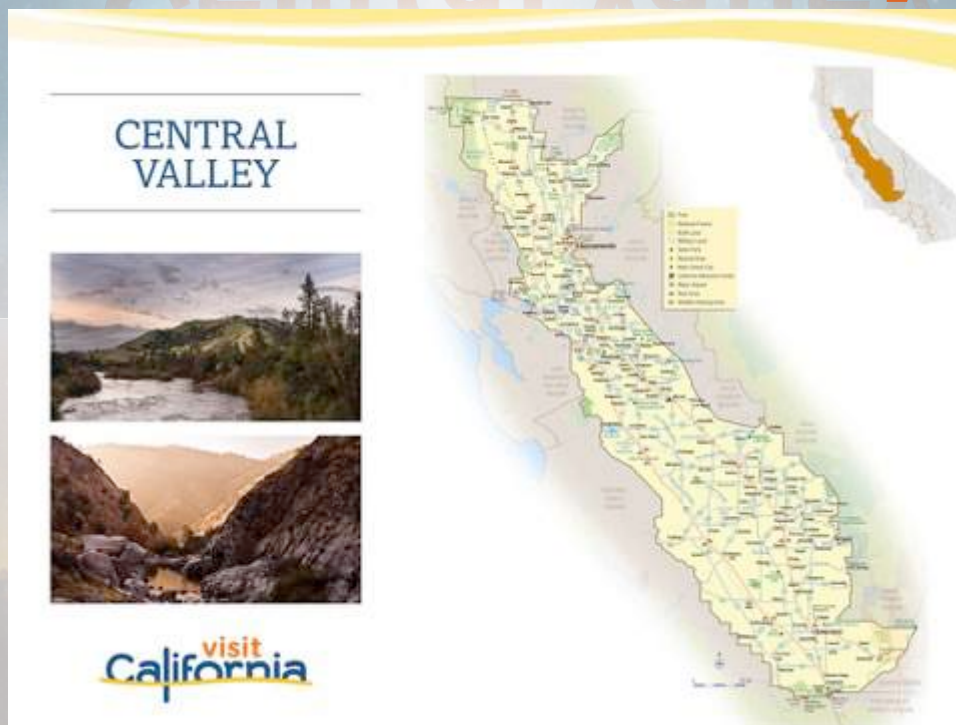








Central Valley





Central Valley

- **TOP THREE ADVENTUROUS EXPERIENCES**
- Forestiere Underground Gardens
- Sacramento and Stockton Delta
- U-Pick Farms











Central Valley

- **MAIN ATTRACTIONS/ACTIVITIES**
- Madera Wine Trial, Bakersfield Honky Tonk, Kayaking
- **ACCOMMODATIONS**
- Wonder Valley Ranch, Wine and Roses Resort











Deserts





Deserts

- **TOP THREE ADVENTUROUS EXPERIENCE**
- Jeep Tours
- Camping under the stars
- SuperBloom













Deserts

- **MAIN ATTRACTIONS/ACTIVITIES**
- Death Valley, Wild Horses, Salvation Mountain
- **ACCOMMODATIONS**
- Rimrock, Hicksville; The Oasis at Death Valley (Formerly Furnace Creek)













Inland Empire





Inland Empire

- **TOP THREE ADVENTUROUS EXPERIENCE**
- Hot Air Balloon
- Big Bear
- Ski Resorts











Inland Empire

- **MAIN ATTRACTIONS/ACTIVITIES**
- Culinary Hotspots, Zip-Lining, Hiking
- **ACCOMMODATIONS**
- Boutique Hotels, Mission Inn, Pechanga Casino and Resort





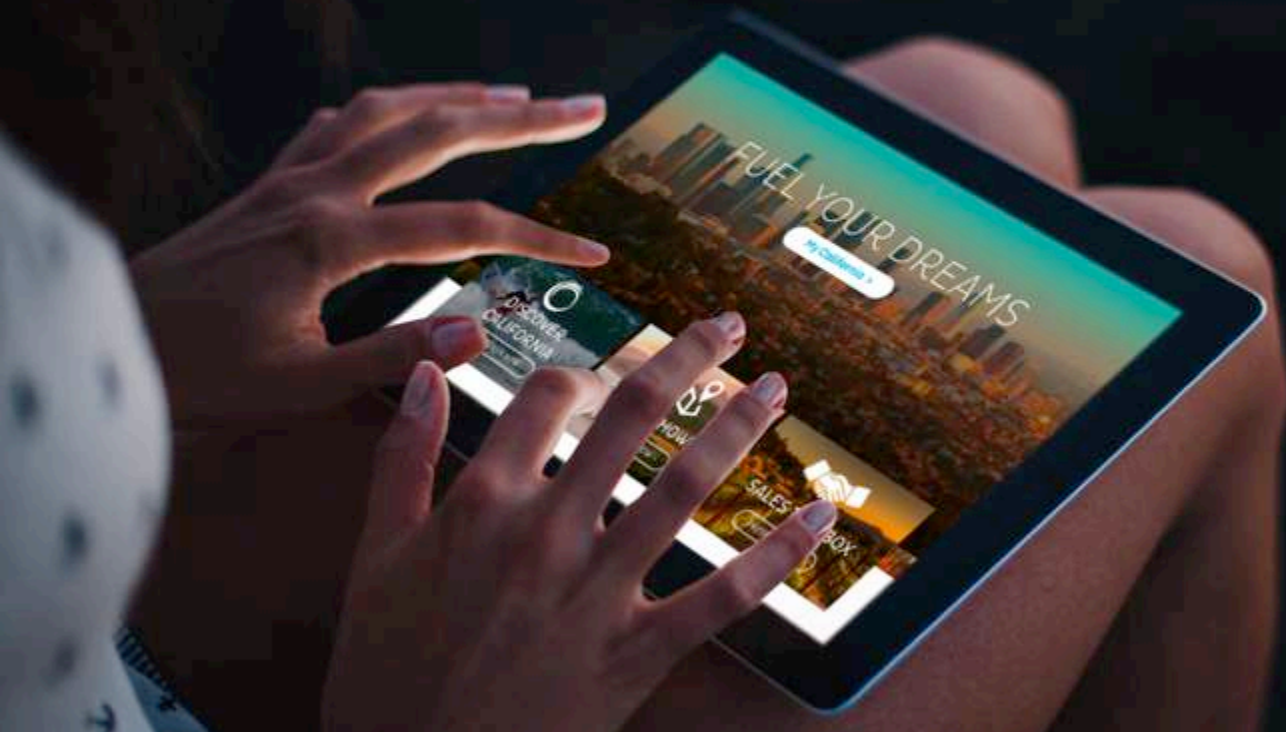






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CALIFORNIA STAR



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California Destinations



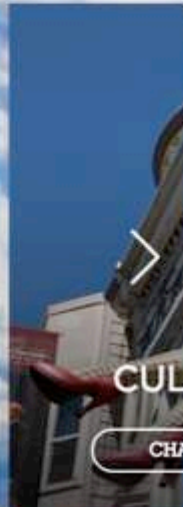
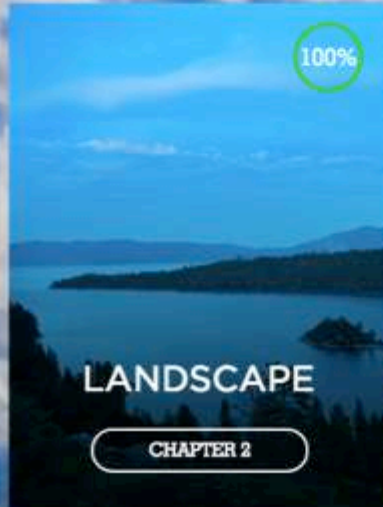
Palm Springs



San Francisco



Monterey



STAR.VISITCALIFORNIA.COM



STAR helps you!

- **TRAINING** Retail sellers can learn about California's unique offerings as a destination
- **MARKETING ASSETS** All content (videos and images) has third party distribution rights
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- **ROBUST DIRECTORY** Find new travel suppliers and providers all throughout California
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GET IN TOUCH!

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