

Mobile California Welcome Center

Ongoing

Program Description

CTTC's Rural Tourism Program offers yearly co-op opportunities to multi-regional programs that work in partnership to market California and its beyond-the-gateway areas. One such program, spearheaded by Bob Warren and Karen Whitaker from the Anderson California Welcome Center (CWC) and Shasta Cascade Wonderland Association, is the mobile California Welcome Center.

The specially designed mobile Welcome Center, a cool branded Airstream trailer, made its debut at the Amgen Tour of California Lifestyle Festivals. This is a new approach to consumer marketing, taking advantage of the fact that more and more consumers are traveling closer to home during these difficult economic times. CTTC is heading to where the people are to promote the abundance of destinations and attractions close to home, and throughout California.

Target Audience

Consumers at California events across the state.



Objectives & Reach

CTTC's objective was to promote the variety of tourism destinations and opportunities available in California's rural areas through the Airstream California-branded design itself, as well as by distributing collateral to consumers. The increased presence at consumer trade shows promotes the rural product by distributing regional information and guides, and encourages visitation and adds to length of stay.

Results & Accomplishments

- The California Airstream was at the Stockton Asparagus Festival, which received over 109,000 attendees. Over the three days, two pallets of *California Visitor's Guides* were distributed, along with thousands of partner brochures.

- For *Sunset* magazine's annual Celebration Weekend in Menlo Park, the Airstream was perfectly poised on the main route. A steady stream of visitors picked up *California Visitor's Guides* and other collateral while Sunset and CTTC staff engaged visitors and answered questions. There was extreme interest in close-to-home travel, and many visitors left with great ideas for a California getaway.
- At the Gilroy Garlic Festival, visitors walked away with over 5,000 *Visitor's Guides* (208 cases) in only two days! On Saturday, when the festival received 60,000 attendees, booklets were flying off the tables as fast as they could be restocked. Other California partners saw great success as well - other collateral distributed includes guides for Camp-California (45 cases), Sonoma County (14 cases), Central Coast (30 cases), Shasta Cascade (30 cases), Mendocino County (1,400 brochures) and Humboldt County (1,750 brochures).
- The Airstream attended the Mountain View Art & Wine Festival, Sept. 12-13, and is slated to be at the California Avocado Festival in Carpinteria, Oct. 2-4, and the Half Moon Bay Pumpkin Festival on Oct. 17-18.
- The program has been such a success that CTTC is working on a distribution plan for 2010. Partnership opportunities will be available.

California Airstream Partners

- California Welcome Centers
- Federal Highway Administration
- Shasta Cascade Wonderland Association
- Redding CVB
- Sierra Nevada Conservancy
- Bureau of Land Management
- Humboldt County CVB
- National Park Service
- Visit Mendocino
- USDA Forest Service
- California RV Parks & Campgrounds



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