

**CALIFORNIA
TRAVEL AND TOURISM
COMMISSION'S**

MEDIA RECEPTION

OCTOBER 4TH, 2006

**AT&T PARK
SAN FRANCISCO**

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25 CALIFORNIA STORY IDEAS

1. **California Travel and Tourism Commission Facts and Stats.**
 - Travel and tourism expenditures in 2005 amounted to an estimated \$88.1 billion, provided employment for nearly 911,800 Californians, and generated \$5.3 billion in state and local tax revenues.
 - Tourism is California's 4th largest employer.
 - California was the destination for 335.4 million domestic travelers and approximately 14.4 million international travelers, leisure and business, in 2005, the most recent year available.
 - California's share of the domestic travel market in 2005 was 11.1%, making it the most visited state in America.

Source: D.K. Shifflet & Associates, Ltd., CIC Research, Inc. and California Tourism, 2005

2. **This is Winter in California.** Governor Arnold Schwarzenegger, the California Travel and Tourism Commission and California's world-class ski destinations teamed up in 2005-2006 for the first time to launch the California Snow Campaign aimed at increasing destination skier visits and making California top-of-mind as a premier ski destination. The campaign includes a 30-second spot including the Governor and professional skiers and snowboarders, domestic and international media relations and advertising, internet and E-mail programs, a new Web site – www.visitcaliforniasnow.com, including the interactive game "Race the Gov" and more. The campaign is planned to continue in the 2006-07 fiscal year - building on the momentum gained in 2005-06.
3. **California with a Silver Spoon.** First-class travelers can find a variety of luxurious accommodations and activities in California. Those with expensive taste can enjoy upscale spas, fine hotels, world-class cuisine and more.
4. **California's Mature Travelers.** Seniors enjoy California sights and activities, whether traveling alone, with the family or grandkids. California abounds with museums, theme parks, cultural and food festivals, shopping and adventures in the great outdoors, including fishing, cave exploration, bird watching or hiking.
5. **California Architecture.** California's architecture is an eclectic mix reflecting California's diverse history and culture—American bungalow-style architecture designed by Greene & Green, art deco, elegant Victorians, Spanish Mission-style, Frank Lloyd Wright, neon, Old West town facades, a donut shop in the shape of a giant donut, and a pyramid in downtown San Francisco.
6. **Wild & Wacky Recreational Races.** The Californian eclectic lifestyle is reflected in races including the Kinetic Sculpture Race on the North Coast, camel and ostrich races at the Riverside County Fair and National Date Festival, the Temecula Valley Rubber Duck Derby and runners in the Courtland Pear Run race five miles through orchards and vineyards of the Delta.
7. **Professional Sports.** California is home to some of the country's leading sporting teams and this year in February hosted the first annual Amgen Tour of California, which showcased 700 miles of California scenery. The second annual Tour of California is scheduled for February 18-25, 2007. San Diego, Anaheim, Los Angeles, San Jose, San

- Francisco, Oakland, and Sacramento all have professional teams playing sports such as football, major league baseball, basketball, hockey, soccer and team tennis.
8. **California H2O.** California's many waterways including the ocean, lakes, rivers and creeks attract travelers wishing to enjoy the view, fish, take a dip, partake in water sports or just explore nature.
 9. **The Mission Trail.** Beginning in the late 1700's, 21 Spanish missions were built by Franciscan padres under the direction of Father Junipero Serra, stretching north from San Diego to Sonoma.
 10. **California Environment.** Experience and appreciate nature and California's unique environment at California state and national parks, wilderness areas and forests.
 11. **California On Film.** According to the California Film Commission, over 80 percent of all film production takes place in California. Recognizable buildings and locations that have been captured in the movies and on TV include Ventura in "The Aviator" with Leonardo DiCaprio, a 2,000-pound walrus at Six Flags Marine World in Vallejo played Jocko, best buddy to (veterinarian) Adam Sandler who was courting Drew Barrymore in "Fifty First Dates" and "Meet the Fockers" (2004) was filmed at the Ontario International Airport.
 12. **California Gardens.** In addition to its natural beauty, California is home to a number of beautifully landscaped grounds, botanical gardens, arboretums, greenhouse gardens, and zoological gardens such as the 134,000-square foot Central Garden at the J. Paul Getty Museum in Malibu, the McConnell Arboretum and Gardens recently opened in Redding and Berkeley's Botanical Gardens containing 12,000 different plants from around the world.
 13. **California Critters.** Enjoying California wildlife can be a fun and educational experience whether watching gray whales from the coast or by boat, checking out sea lions at San Francisco's Pier 39, bird watching to find rarities such as the peregrine falcon and bald eagle, and exploring the many California wildlife preserves.
 14. **Ethnic Events.** California is rich in cultural heritage and boasts a number of ethnic events including, Chinese New Year, Portuguese Festa, Greek Food Festival, Native American Pow Wow; Cherry Blossom Festival, Scottish Highland Games and Gathering of the Clan, Cinco De Mayo and Black Cowboy Parade.
 15. **California Cruising.** Getting from point A to point B in California can be a vacation on its own, including Highway 1 along the Central Coast, Highway 395 in the eastern Sierra, historic Route 66, the Feather River Highway, and the state's newest scenic byway—Trinity Scenic Byway, State Highway 299 between Redding and Arcata. The *California Drives* guide available for free at www.bestofcaliforniadrives.com, offers maps and a variety of route recommendations.
 16. **Wild West.** California still has some of that Old West flavor intact and offers guest ranches, cattle drives, rodeos, horseback riding, wagon trains and historical towns for visitors to enjoy.

17. **Home Grown.** California agritourism is on the rise and unique festivals and working farms and ranches are attracting visitors from all over the country. Tourists can participate in farm stays, harvest their own fruits and vegetables, attend food-related festivals and shop farmer's markets.
18. **Take a Walk.** Get out those walking shoes for walking tours of San Francisco's Chinatown, Hollywood, historical city tours, literary and celebrity walking tours, ranger and docent led tours of state and national parks.
19. **The Hollywood Mystique.** Go where the stars go, tour celebrity homes, watch the taping of your favorite TV show, tour a movie studio, watch a movie being shot on location, and put your hands in the handprints of your favorite stars on Hollywood Boulevard.
20. **Ghost Towns & Haunted Houses.** Get spooked at Bodie State Historic Park, haunted restaurants, inns and hotels, including the Queen Mary in Long Beach.
21. **Lighthouses.** Scattered along California's coast are 12 lighthouses, beacons of the state's storied maritime heritage. Most of the lighthouses are open to the public, one is a bed and breakfast inn, two are youth hostels, and yes, some are even haunted.
22. **U.S. Presidents.** Amongst California attractions include the historical and stately Richard Nixon Library & Birthplace, Ronald Reagan Presidential Library and Center for Public Affairs, Presidential Yacht Potomac, and hotels and restaurants that were presidential favorites.
23. **Literary California.** Visit the homes of such literary celebrities as Mark Twain, John Steinbeck, Jack London, Eugene O'Neal, Robert Luis Stevenson, William Saroyan, Will Rogers, and Robinson Jeffers, among others.
24. **Islands.** Located on the coast and home to many great lakes, visitors to California can visit one of its many islands, including Catalina Island, Channel Islands National Park, Alcatraz Island and Angel Island in the San Francisco Bay, The Farallones, and Fannette Island in Lake Tahoe.
25. **Motorcycle Touring.** California is a great state to view with the wind blowing in your hair – visitors can rent motorcycles or ride their own throughout the state.

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Anaheim/Orange County Visitor & Convention Bureau

OC's Burgeoning Arts Scene Continues to Expand

Orange County presents a vivacious arts scene, full of fascinating festivals, museums and performing arts. The Orange County Performing Arts Center takes center stage in Fall 2006 with a six-week extravaganza celebrating a grand expansion, including a new concert hall, an intimate theater and an outdoor sculpture garden. Beyond the grandeur of the county's premier venues, new cultural arts centers are developing throughout the area, from artists' villages to underground performance platforms. Let Orange County's arts draw you in.

Ocean's Eleven – Orange County's Luxury Resorts

Orange County is known for its renowned beaches set along 42 miles of breathtaking coastline, featuring a collection of eleven lavish, oceanfront resorts. Travelers experience a spectacular beach getaway that includes plush accommodations, fine dining, rejuvenating spas, championship golf courses and spectacular coastal views, all within reach of the county's popular inland attractions. These acclaimed "Jewels of the Coast" are creating a buzz about Orange County as the premier luxury resort destination nestled in the heart of Southern California.

Girlfriends Get a Taste of the OC

Orange County is an ideal weekend escape for girlfriends in search of style, sass and playful fun. On Friday night, savor the flavors of great cuisine paired with intriguing ambience at one of OC's trendy dining hotspots. Sip martinis and dance the night away at a sexy ultra lounge. Spend Saturday cruising the scenic Pacific Coast Highway with the top down in a sleek convertible. From artsy to laid-back, find a beach town personality just for you and treat your senses at one of OC's relaxing coastal spas offering a diverse menu of services and signature treatments unique to the area, including the "California Dream'n" facial or yoga on the beach. Before heading home, discover Orange County's unparalleled collection of nearly 1,000 retailers. Explore the Ultimate Shopping Resort™, unique downtown boutiques, an "anti-mall" or a beautiful open-air shopping promenade.

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Bakersfield Convention & Visitors Bureau

Greetings from BOOMTOWN!

Walked the streets of Bakersfield lately? One of the fastest growing cities in the nation, Bakersfield, California has an urban style and quirky sophistication that cannot be found anywhere. Oil wells and orchards still dot the landscape providing rich economic opportunities; however, you will now find them sandwiched between multi-million dollar housing developments and town center style shopping centers with today's hottest retail and dining experiences. The face of Bakersfield has changed. While the city retains its famous homespun hospitality and affordable accommodations it is ever emerging into a leader of industry and a center for the arts and entertainment.

Throw out your perceptions and experience a new Bakersfield!

Naturally, a Great Place to Visit!

Outdoor adventure: hiking among giant Sequoias, rafting down the mighty Kern River, discovering fields of wildflowers or exploring California grasslands. Use the affordable luxuries of Bakersfield as your home base to experience the many natural outdoor wonders surrounding this central California city. Several local companies offer rafting adventures in the early spring through fall ranging from half-day to overnight excursions. In the winter you can ski or snowshoe in the Sequoia National Forest. In the spring, don't miss the famous wildflower tours where beauty abounds and the fields and mountainsides become a carpet of color.

The Sound of a City

Kick up your heels to the Bakersfield sound! Often called "Nashville of the west;" the impact Bakersfield has had on the country music industry is so profound it was given its own name, "The Bakersfield Sound." Made famous by two of the greatest music legends, Bakersfield's own Buck Owens and Merle Haggard, the sound can still be heard each night at venues around the city. Don't miss the Buck Owens' Crystal Palace, an all-in-one museum, theater and restaurant; two-time winner of the Academy of Country Music's "Nightclub of the year" award, where Buck spent the final ten years of his storied career performing each Friday and Saturday night in a unique personal setting.

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Berkeley Convention & Visitors Bureau

North Shattucks “Gourmet Ghetto” Gets Even More Gourmet

This is where it all began: North Berkeley gave birth to California Cuisine and continues to innovate every day! The restaurants, boutiques, and galleries along Shattuck Avenue and Vine Street emphasize unique, artisan-production, and it's bounty of sidewalk cafés, flower stands, and fine food purveyors lend the area a European ambience. With longtime favorites the original Peet's Coffee and Tea, Chez Pannise, Saul's Deli, and the collectively owned Cheeseboard bakery and cheese shop to the exciting new additions of a year-round weekly Farmers Market, the Guerilla Café (a 70's retro atmosphere and eclectic art display), Café Gratitude (organic live foods & home of the Abounding River Game), and Epicurious Garden (A Revolution in Take-out for Discriminating Tastes). Top it off with the 4th Annual Spice of Life Festival October 8th.

Walk The Walk

One of Berkeley's outstanding characteristics is its heritage of beautiful and creative homes and buildings by nationally acclaimed architects, such as John Galen Howard, Bernard Maybeck, and Julia Morgan. This heritage stretches from simple Pioneer homes to playful Hansel and Gretel apartments, to carefully crafted brown-shingles and monumental Beaux Arts buildings. Berkeley's architectural legacy is kept alive by the Berkeley Architectural Heritage Association, which publishes 41 Walking Tours of Berkeley and Berkeley Landmarks. Berkeley is unusually blessed with an extensive network of pedestrian pathways. The 136 pathways are a reminder of Berkeley's early days. They offer leafy garden corridors of quiet, removed from the world of noise beyond. The Berkeley Path Wanderers Association offers regular volunteer-led path walks, sponsors talks and events about Berkeley history and its environment, as well as a Path Wanderers Map.

Lacis Museum of Lace & Textiles

A timeless gem! At Lacis, you will find the collection of the Kliot laces and textiles representing 40 years of dedication to the preservation of the finest of human handiwork. The collection includes thousands of specimens from pre-Columbian Peru, the finest from the 17th century. European courts and examples of the machine laces exemplifying the 19th century industrial revolution. An extensive library, focusing on lace, textiles and costume includes over 10,000 items of books, patterns, articles and other ephemera. Related tools of the textile craft include those for all varieties of lace-making as well as an extensive collection of sewing machines. Exhibits, museum shop, lace knitting classes.

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Pleasure Point Inn: A Surfer's B&B

Pleasure Point Inn, an oceanfront B&B in Santa Cruz, leaves an impression on unlikely suspects: surfers. This elegantly modern B&B overlooks one of California's top-rated Monterey Bay surf breaks, Pleasure Point, and features four minimally decorated guestrooms with private bathrooms, private entrances, rooftop hot tub, wireless Internet access, and no frilly knick-knacks. Pleasure Point Inn offers a Room and Board learn-to-surf package that includes two nights' accommodations and one, two-hour semi-private surf lesson per person (based on double occupancy) with renowned Santa Cruz surf school Club Ed. Wetsuits and surfboards provided. Room and Board packages are available year-round. www.pleasurepointinn.com

Get Your Game On In Placer Valley

Youth and amateur sports teams throughout the country are scoring their winning point in Placer Valley. Located just outside Sacramento, Placer Valley is recognized for its expertise in hosting high profile sports events such as Nationals for the American Bicycle Association, American Softball Association, and BMX racing. Sports facilities are within close proximity to one another making travel to and from tournament games convenient. Placer Valley has 25 soccer fields, 26 softball and baseball diamonds, two full-size NHL ice ovals, over 20 lanes of swimming including an Olympic size pool, all-weather soccer and football stadium, and BMX tracks. www.placertourism.com

Placer Valley: Rural Charm Meets Urban Excitement

Placer Valley, near Sacramento, is an experience in rural and urban extremes. The scenic country roads of Loomis, Penryn, Newcastle and Granite Bay wind past family farms, ranches, wineries, and roadside produce stands. Placer Valley is a thriving agricultural region and home to PlacerGrown, a movement that supports farmers and locally grown produce. The cities of Roseville, Rocklin, and Lincoln buzz with a different energy. Here, visitors are attracted to brand-name shopping at Westfield Galleria at Roseville, Broadway productions presented by Magic Circle Theatre, gaming at Thunder Valley Casino, award-winning restaurants, year-round golf, and nationally recognized hotel lodging. www.placervalley.com

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Booth Creek Resorts

Sierra-at-Tahoe Resort Offers Scenic Chairlift Rides

The grand view from Sierra-at-Tahoe Resort's summit is no longer reserved for skiers and snowboarders exclusively. New this season, non-skiers can ride the chairlift to the top of the mountain and savor the 360 degree panoramic view that features Lake Tahoe, Desolation Wilderness, Carson Pass, and on a clear day, Mount Diablo. Specially priced scenic chairlift ride tickets will be available at the ticket windows and lunch specials will be offered at the Grandview Bar & Grill, to entice riders to linger at the top a bit longer.

Northstar Resort Breaks Ground On The Ritz-Carlton Highlands, Lake Tahoe

In a major boost to Northstar-at-Tahoe Resort's reputation as a world-class resort destination, East West Partners, veteran developer of award-winning resorts at prime ski locations including Beaver Creek, Breckenridge and Vail, and its partner Crescent Real Estate Equities Company (NYSE: CEI), broke ground on The Ritz-Carlton Highlands, Lake Tahoe in summer 2006. This \$300 million resort will be Lake Tahoe's first five-star luxury hotel and will include 173 rooms, a world-class spa, several pools, and on-site meeting and event space. These amenities will be connected by a new gondola to the Village at Northstar™ condominium residences, shops, restaurants and ice rink. The project is scheduled for completion in late 2009.

Northstar Resort Completes Next Phase of Mountain Improvements Plan, Bringing Total Investment to More than \$50 Million

In the next step toward achieving Northstar-at-Tahoe Resort's transformation into one of the finest year-round destination resorts in North America, during the summer 2006 the resort launched the next phase of its extensive mountain improvement plan, which includes two new lifts, relocating the cross-country center, adding new parking lots, expanding its snowmaking system and opening additional terrain. These improvements will noticeably improve access to the most popular areas of the mountain, enhance the convenience of getting to and around the resort and improve flow and circulation of skiers/riders both at the base area and on the mountain.

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Cannery Row

Cannery Row, A Holiday Tradition

Known for its luxury waterfront hotels and inns, fine dining, and the Monterey Bay Aquarium, Cannery Row also features an eclectic blend of boutiques and specialty stores that offer up gift ideas for every person on your list. Park your car, you won't need it; everything is within walking distance, and Cannery Row's traditions and people put you in the true holiday spirit. Cannery Row's 12th Annual Tree Lighting is the perfect finale to a day packed with shopping fun. On Friday, November 24, 2006, live reindeer (rumored to be two of Santa's team) and costumed carolers light up Steinbeck Plaza beginning at 3:00 p.m. At 6:00 p.m., Santa arrives to flip the switch on the live, beautifully decorated 25-foot tree and takes up residence in his cottage to visit with children until 9:00 p.m.

A Parade of Cultures

Cannery Row is one of the richest cultural tourism spots in California, and a visit there creates a sensory experience unequalled on the Central Coast. The Monterey Bay National Marine Sanctuary holds the key to the many immigrants who passed through Cannery Row over the past 150 years. From Chinese fishermen and their settlements, to Sicilian immigrants whose unique fishnets created a sardine fishing and canning industry that was chronicled in John Steinbeck's revered novel, to their descendants who transformed the abandoned canneries into hotels, restaurants and shops, offering a window into the past—Cannery Row stands alone as an authentic American destination.

Winter Bay Watch

Bikinis may be few and far between on the beaches and coastlines of Monterey Bay during the winter months, but the wild life is even more spectacular than Pam Anderson. Gray whales hug the coast as they make their way to warmer Mexican waters from December through March, and there's no better spot for viewing than Cannery Row. Whether it's from your hotel room balcony overlooking the bay, dining at one of many waterfront restaurants or sitting on the beach with binoculars, watching these majestic marine mammals is fascinating and moving. Sea otters, harbor seals and sea lions compete for their fair share of attention and make a winter Cannery Row getaway a real California experience.

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Cedar Fair Theme Parks – California

Knott's Berry Farm Puts a Twist on Traditional Roller Coasters in Spring 2007

Knott's Berry Farm puts a twist on traditional roller coasters in spring 2007 with the debut of Sierra Sidewinder! Scheduled to open in Camp Snoopy, Sierra Sidewinder consists of two trains bearing four cars. Four riders sit two across in two rows, seated back to back. The cars travel through nose-dives, banks, dips and turns along 1,411 feet of track at a speed of 37 miles per hour while continually rotating on its axis! The ride also has a 39-foot drop. The coaster, designed by Germany's Mack GmbH Rides, is only the second of its type worldwide, with the first residing at the Mack-owned theme park Europa in Germany. Media contact: Michele Wischmeyer or Jennifer Blazey at (714) 220-5131. www.knotts.com

Paramount's Great America Offers a Complete Water Park Inside

Paramount's Great America is the only theme park in California to offer a complete water park inside – free with park admission. In 2007, the park will expand upon its 11-acre Boomerang Bay water park with the addition of a wave pool. While all the exciting details about the project have not yet “surfaced,” the wave pool is sure to make a splash with teens and pre-teens. Boomerang Bay is currently home to 13 waterslides, a lazy river, heated lagoon, children's water play areas and exclusive poolside cabanas. www.pgathrills.com

Bonfante Gardens Ice Skate Outdoors with Snoopy

Bonfante Gardens, California's only horticultural theme park, offers six majestic gardens, educational exhibits, themed rides and world famous Circus Trees. Celebrate the holiday season in this unique garden setting during the non-profit's 3rd Annual Bonfante Gardens Holiday Lights. This 18-night event includes dazzling lights, an all-you-can-eat feast, themed rides, ice skating and Santa's workshop. New this year, guests can ice skate outdoors with Snoopy or enjoy a spectacular holiday parade featuring floats, performers and Santa! Holiday Lights opens Friday, November 24 and continues Fridays through Sundays through December 10 and daily December 15 - 23. Hours are 4 p.m. to 9 p.m. www.bonfantegardens.org

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Central Valley Tourism Association

Central Valley Water

To support one of the world's largest agricultural regions, the California Central Valley features an extensive system of rivers, canals, reservoirs, lakes and the California Delta. While critical to agriculture, the water is also a popular destination for outdoor enthusiasts. Rafters and fishermen flock to Cache Creek, Stanislaus River, Tuolumne River, Merced River, Kings River, Kaweah River and Kern River. Rafting, boating or houseboating are popular at San Luis Reservoir, Lake Lodi, Lake Turlock, Millerton Lake and the massive California Delta with 1,000 miles of waterways. Other water attractions include The Island water park (Fresno), Wild Water Adventures water park (Clovis), Six Flags Marine World (Vallejo) and the Sierra Railroad that offers rail & raft trips (Oakdale).

Agritourism in the Central Valley

In California's Central Valley, agriculture is more than a commodity; it's a way of life. The farms and gardens in the Valley are unrivaled. In Yolo County you can find everything from Alpacas to Zebras. Fresno has amazing Underground Gardens and Blossom Trails and Lodi's vineyards stretch as far as the eye can see. Almost every community in Central Valley boasts some sort of agricultural attraction...whether it be a visit to one of the many wineries, a stay at a local farm or B&B, picking your own produce, visiting top-notch agricultural museums, attending a festival, riding a train through the beautiful countryside or just relaxing in a shaded grove in one of the many recreational areas...California's Central Valley is the place for your agritourism adventure.

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CityPass, Inc.

CityPass Enters its 10th year

After 10 years, San Francisco is still everybody's favorite city, and CityPass is still the best way to see it. CityPass enters its 10th year with 10 cities offering the original pay-one-price program that began in San Francisco. New in 2006 – the Aquarium of the Bay on San Francisco's waterfront at Pier 39 joins CityPass, and the de Young Museum offers admittance to the Legion of Honor when visited on the same day. San Francisco CityPass continues to offer a free ride on San Francisco's favorite tourist attraction, the cable cars—and the rest of MUNI transportation. CityPass extras include a Pier 39 Fun Pack loaded with great savings on the pier, a free Boudin Bakery Museum tour and complimentary Ghirardelli chocolate. CityPass will add a savings certificate for the shiny new Bloomindale's beginning April, 2007.

The Southern California CityPass Added Miles of Smiles to the Program in 2006

The Southern California CityPass added miles of smiles to the program in 2006 when Universal Studios in Hollywood joined Anaheim and San Diego theme parks. The only program to offer Disneyland® park, Disney's California Adventure, SeaWorld and the San Diego Zoo in one ticket booklet, the inclusion of Universal Studios Hollywood makes this CityPass the most popular in the company. The price affords a 30 percent discount off box office prices. 2007 prices are: \$235 for adults, and \$189 for youth age 3-9. Disneyland's ticket is a coveted 3-Day Park Hopper, and allows visitors to enter the park before it opens on one of the days.

CityPass

CityPass has three California programs – San Francisco, Southern California, and Hollywood, plus seven more cities: New York City, Boston, Philadelphia, Chicago, Seattle, Toronto, Canada and the newest CityPass – Atlanta. Atlanta CityPass includes the Georgia Aquarium, the world's largest, a visit to CNN Atlanta Studios Tour and the World of Coca-Cola, the High Museum of Art, and two option tickets, for either the Atlanta History Center and new Centennial Olympic Museum or Zoo Atlanta, or the Atlanta Botanical Garden, or the Fernbank Museum of Natural History. All urban CityPasses are valid for nine days from first use. New York, Boston, Philadelphia, Seattle and Hollywood will offer a "Valid all Winter" program – instead of nine days, booklets are valid all winter, from December 15 – March 31.

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Delaware North Companies Parks & Resorts

Yosemite National Park

Press Trip opportunity for food/wine/lifestyle writers! The annual Yosemite Vintners' and Chefs' Holidays held at the world-famous Ahwahnee hotel (November – February) features renowned vintners and guest chefs for entertaining culinary demos, receptions and gourmet dinners. Custom press trip opportunities are available to attend the 2006-2007 session of your choice. Please contact Catherine Boire for arrangements. www.yosemitepark.com

Sequoia National Park

Off-season lodging values: From November to March, Wuksachi Lodge offers up to 50 percent savings on room rates. An unbeatable bargain for deluxe, modern accommodations at 7,200 feet elevation. In the winter, Sequoia offers 70 miles of cross-country skiing and snowshoe trails surrounded by spectacular Sierras. Ski packages, rental equipment, lessons and guided snowshoe walks and evening interpretive programs are available free of charge. Contact Catherine Boire for your custom designed visit to Wuksachi Lodge and Sequoia National Park this winter! www.visitsequoia.com

Asilomar Conference Grounds

Celebrating 50 years as a California State Park in this year! Originally designed as the Western Regional Conference Center for the YWCA, Asilomar Conference Grounds became part of the California State Parks system on July 1, 1956. Located in Pacific Grove, on the tip of the Monterey Peninsula, Asilomar features 312 guest rooms and 40 meeting rooms on 107 acres of protected forest and white sand beaches. Asilomar offers groups and individuals a combination of scenic location and affordability that is unmatched on the Monterey Peninsula. www.visitasilomar.com

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Disneyland® Resort

During “Year of a Million Dreams” Celebration, Disney Cast Members to Award a Million Magical Dreams

From an overnight stay in the new Mickey Mouse Penthouse to a “Dream Fastpass,” dreams big and small will come true at the Disneyland® Resort and during the Year of a Million Dreams – a first-of-its-kind celebration of the individual dreams of Disney Park guests. The year-long celebration, beginning October 1, 2006, which will take place at both Disneyland® Resort and Walt Disney World Resort, will feature the debut of an incredible line-up of new attractions and entertainment, plus new technologies that allow guests to customize their Disney park experience. And, for the first time, during the Year of a Million Dreams, Disney Cast Members will award one million dreams – both large and small, including many “money-can’t-buy” experiences – to guests selected at random through a unique “Disney Dreams Giveaway” promotion. www.disneylandnews.com

All new “Finding Nemo Submarine Voyage” to surface in Tomorrowland in 2007

The next “E-Ticket” attraction is coming soon to the Disneyland Resort. “Finding Nemo Submarine Voyage” is an all-new underwater adventure that will feature the eight submarines of the fondly remembered “Submarine Voyage” attraction. “Finding Nemo Submarine Voyage” is inspired by the Disney presentation of the Pixar Animation Studios film, “Finding Nemo.” As a member of the sub crew, guests will embark on an expedition to observe an active undersea volcano. But soon after departure, they will be delighted to discover their favorite fish friends getting into the swim of things right alongside their submarine! Nemo and his friends are able to go along for the ride thanks to an amazing new projection technology developed exclusively by Walt Disney Imagineering that allows them to appear exactly as they do in the film “Finding Nemo” but now in a three-dimensional underwater setting. www.disneylandnews.com

New Mandara Spa at Disney’s Grand Californian Hotel

The new Mandara Spa, a luxury spa facility, at Disney’s Grand Californian Hotel & Spa is a new, larger spa that replaces the Eureka Springs spa that was previously at the Hotel. This new spa, which opened in March 2006, blends the hotel’s distinctive Arts and Crafts architectural style with signature contemporary-Balinese elements. The main spa facility is comprised of treatment rooms and a couple’s suite accented with Balinese-inspired art and textiles. Additional spa features include a fitness center, men's and women's changing lounges, steam rooms and a sophisticated “nail spa,” offering a complete array of services in a single setting. A full complement of spa offerings, custom tailored for the unique Californian setting and spa environment will be available to guests. The new spa increases the amenities available at the Hotel. www.disneylandnews.com

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El Dorado County Visitors Authority

Marshall Gold Discovery State Historic Park

Marshall Gold Discovery State Historic Park is located on the South Fork of the American River. Gold was discovered here and started the largest human migration in history. Visit Sutter's Mill and other replicas located near the original tailrace. Pan for gold and see buildings and shops as they were during the 1840's & 50's. Visit the museum, gift shop, James Marshall's cabin and monument. Two churches of the era still exist and are in use today. Hear tails of ghosts that some say remain in the area. Enjoy events that re-enact life as it was during Coloma's hey day. www.parks.ca.gov

El Dorado and Fair Play Appellations & Wine Tasting

El Dorado County has over fifty boutique wineries throughout two appellations. The El Dorado and Fair Play appellations co-exist and each produce its own special varieties. Many of the tasting rooms are still small and exude an Italian quaintness. Meet the owners hearing about their experiences in building, managing and enjoying their chosen profession. Wine Tasting in these boutique wineries in the scenic Sierra Nevada foothills is of ever increasing interest because the wines are unique and consistently award winners. From wine caves to vineyard tasting each winery has a special atmosphere that creates a yearning to return. www.eldoradowines.org; www.fairplaywine.com

Microbreweries

There are three Microbreweries in three very different areas of the county. Gold Hill Winery and Brewery north of Highway 50 in the Gold Hill area. From time to time the Gold Hill Winery hosts outdoor concerts. Placerville has the Placerville Brewery Co. located on Placerville Drive and boasts a trendy restaurant. The very popular Apple Hill area has the well-known Jack Russell Brewing Co. with a variety of very lively year-round events. Visitors are welcome to bring their picnic, enjoy the peaceful park-like setting and some great brews made from local blueberries, raspberries, apples and blackberries.

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The Fontayne Group

Seven Crown Resorts

Seven Crown Resorts is offering a new Bonus Day special on its houseboat rentals at Lake Shasta and the California Delta, as well as Lake Mead and Lake Mohave. Rent any Seven Crown vessel (except the grand Sierra EX) for a vacation afloat for at least two days and get an extra day at no extra charge. This new offer is available now through June 10, 2007 (except for the Memorial Day weekend); just mention promotion code OBON when making a booking. Houseboating is great for family vacations, reunions and group outings. www.sevencrown.com. Media contact: sevencrown@fontayne.com.

Tenaya Lodge at Yosemite

Tenaya Lodge at Yosemite, the only four-diamond rated resort in the southern Sierra, is planning a series of special programs for winter 2006-07. Tenaya, located just two miles from the southern entrance to Yosemite National Park, has its own park-like setting that this winter will include a brand-new ice skating rink just for its guests. Nearby will be a new sledding hill with complimentary sliding disks for guests young and old. Several days in December will feature The Chocolate Bar, an all-chocolate, all-you-can-eat dessert buffet; other days there will be visit from Santa. Every day there'll be cocoa and cookies served in the grand lobby, in the glow of the two-story hearth. Check www.tenayalodge.com for a complete run-down of all the special winter activities. Media contact: tenaya@fontayne.com.

Amgen Tour of California

Long Beach will be the final stage city for the 2007 Amgen Tour of California, the largest and most important cycling event in the United States. The eight-day road race, modeled on the Tour de France and featuring an international field of elite professional cycling teams, will range across more than 650 miles beginning February 18 in the Bay Area and culminating in a circuit race around the streets of Long Beach on February 25. With some 60 miles of Class 1 off-road paths and many more of marked lanes, Long Beach is well known as a cyclist-friendly city. In addition to the Long Beach Marathon and its decades-long association with the Grand Prix circuit, the city has become associated with a growing number of major sports events such as the Olympic Team Swim Trials and the Congressional Cup. It also has become the venue for other marquee events like the Eukanuba Cup dog championship. Its thousand-plus hotel rooms and more than 100 restaurants in a very walkable downtown makes Long Beach a great city for fans and as well as the athletes and sports professionals. Learn more about the Amgen race and Long Beach at www.visitlongbeach.com. Media contact: longbeach@fontayne.com.

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Heavenly Mountain Resort

Visit the New Heavenly

If you haven't been to South Lake Tahoe recently, you're in for a surprise. Gone are the old motels and t-shirt shops, replaced by a vibrant village, up-scale lodging and exquisite restaurants. Heavenly has turned this quirky ski town into a double-black-diamond destination. Over \$250 million were poured into mountain and village improvements – a gondola, new resort hotels, new lifts, advanced snowmaking and grooming, extensive lodge renovations, a world-class ski school facility, and a family adventure center that lets non-skiers join the high-altitude fun! And they're not done yet.

24-Hours of Heavenly

Heavenly has long been known for its nightlife which is unique in the ski industry. New on the South Lake Tahoe nightlife scene, MontBleu Resort Casino & Spa brings a heightened level of style and sophistication to 40,000 square feet of gaming and card rooms, 440 hotel rooms and suites, five tempting restaurants and Tahoe's only ultra lounge. When the sun goes down, Blu Nightclub heats up with the country's top DJs, live percussionists and go-go dancers. Harrah's Resort Casino has also upped the ante with the \$3 million installation of VEX Nightclub, featuring state-of-the-art lighting and sound, the area's largest dance floor and plush new VIP booths and cabanas. Whether one prefers to go to bed at 9 p.m. or 9 a.m., Heavenly and the South Shore blow the concept of "sleepy ski town" out of the water.

The Trees of Heavenly: Secrets Revealed

Heavenly boasts 91 trails across two states and 4800 acres, but what many resort visitors fail to consider is what lies between those expertly-manicured runs. Locals have known for generations how to access the best "stashies" across the mountain, however destination visitors are generally more hesitant to romp through the seemingly-uncharted forests. With the addition of on-mountain signage and trail map identification, advanced- and expert-level skiers and snowboarders are now experiencing the sheer pleasure of what Peter Hardy, ski editor of the Daily Telegraph in the UK calls "North America's best tree-skiing." Acres upon acres of mature, well-spaced Ponderosa and Jeffery pines invite skiers and riders on an adventure which proves to be as serene as it is exciting. Newly identified areas include Eastbowl Woods, Maggie's Canyon, Powderbowl Woods, Ski Ways Glades, Aries Woods, Dipper Woods, Scorpion Woods, Galaxy Woods and Nevada Woods.

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Hilton Concord

First Annual Day at the Races at Hilton Concord Benefits Literacy Programs

Here's a chance for anyone from 6-90 years of age to get some exercise, show off their Halloween costume and enjoy a spaghetti feast. Get in the Halloween spirit at the First Annual Day at the Races on the Iron Horse Trail on Saturday, October 28, 2006 starting at 9 a.m. Festivities include a 1K race for kids 6-12, a 5K race for those 13-90 years of age, a spaghetti and meatball lunch and a free concert. Sponsored by the Hilton Concord's Grissini Trattoria and Rotary International, the races benefit several literacy programs. Visit www.theschedule.com or call 925-349-2654 or 925-680-1700 for information.

New Year's Eve Celebration Welcomes 2007

Welcome 2007 in style at the Hilton Concord's New Year's Eve Celebration on December 31, 2006. The all-inclusive package starts with a cocktail and hors d'oeuvres reception, followed by a four-course dinner served with wine and Champagne. A live band and a DJ will provide dance music throughout the evening. After the gala, guests can relax in a deluxe guest room and awaken to a lavish New Year's Day brunch. The New Year's Eve package is \$309 per couple plus tax, gratuities included. (Dinner and dance only packages are \$169 per couple.) For reservations, call 925-827-2000.

Second Annual Dog Fashion Show Debuts in February 2007

Mark your calendar for February 2007 to see some fuzzy friends in fashionable attire at the second annual Fashion Show of Celebrity Canines. The Hilton Concord will host this entertaining event that benefits Animal Rescue Foundation (ARF). Proceeds from a silent and live auction featuring a variety of donated items go to ARF. Then the canines hit the Hilton Concord Courtyard Runway wearing wardrobe recommendations from Molly's Pup-Purr-ee. For information and reservations, call 925-827-2000. Look for updates on the Hilton Concord Web site (www.concordhilton.com).

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Hotel Valencia Santana Row

Grand Style Weekend

Nestled in the heart of Silicon Valley is Santana Row, a one-of-a-kind neighborhood where you can stay in a world class hotel, shop at international fashion retailers, pamper yourself in a luxurious spa, dine at more than a dozen highly-acclaimed restaurants, and enjoy wine tastings and live weekend entertainment – all right in the middle of San Jose, California. With bustling sidewalks and outdoor cafes that evoke Paris or Milan and pedestrian friendly streets and parks that feel like a small town, Santana Row’s charming ambience provides a unique weekend getaway! For more information on Santana Row’s 70 shops, 19 restaurants, 5 spas and 1 hotel please visit www.santanarow.com.

Travelers Stay Healthy, Fresh & Focused

Hotel Valencia Santana Row offers healthy options to help frequent travelers stay in top shape. Ayoma LifeSpa, the hotel’s Ayurvedic spa, offers individualized therapies designed to help travelers recharge and recover from exhaustion and jet lag. Ayurveda, the 5,000 year old wellness system from India, maximizes health through herbal treatments. The experience starts with a dosha analysis to identify an individual’s specific body and mind type, allowing the therapist to customize the guest’s treatments. Each session ends with plenty of time to relax and meditate with a soothing cup of wellness tea. The hotel’s rooftop pool and hot tub also provide ample opportunity to unwind, along with a 24-hour fitness center. Revitalization continues in the guestrooms, with spa-quality, all-natural shampoos, soaps and lotions from LATHER and the custom-made “Valencia Bed” wrapped in seven layers of luxurious Egyptian cotton bed linens.

Perfect Proposal

With mountain vistas, intimate hideaways, luxurious guestrooms and a resourceful staff to help you, Hotel Valencia Santana Row is the ideal spot to pop the question. Set the stage for romance with chocolates and a chilled bottle of champagne in your room upon arrival. Wake up to shawl-collared waffle weave robes and enjoy a full breakfast in the privacy of your own room. Snuggle in the unique, circular “cocoon” room off the hotel lobby. Build the excitement with sunset drinks or a candlelight dinner at Cielo, the hotel’s rooftop wine terrace, or a romantic steak dinner for two in Citrus restaurant. Let Hotel Valencia handle your specific requests with advance arrangements – we’ll even leave rose petals in the shape of a heart on the bed with the ring in the center.

Sheila Walker, Public Relations Representative

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Humboldt County Convention & Visitors Bureau

For the Big Trees, Size Matters

The newly crowned tallest living thing in the world, Hyperion, a redwood in Redwood National Park, is five stories taller than the Statue of Liberty. It's far from the beaten path, but adventurers piqued by the discovery have other opportunities in Humboldt County to experience the tallest, largest and most pristine virgin redwood forests, thanks to the best redwood growing conditions in the world. Besides the national park, Humboldt has a string of state parks with equally impressive groves, including Humboldt Redwoods State Park, home to the former tall tree king. We can provide info on rare albino redwoods, the best redwood hikes, the most picturesque trees and where to catch a gondola ride through the redwood canopy.

Great Places to Stay under the Redwoods

Necessary to any nature trip is finding the right habitat, for you! Those exploring Redwood National Park can launch their expeditions on foot from two new family-friendly accommodations. Elk Meadow Village Vacation Homes, the only lodging within the park, are completely remodeled redwood logger cabins, with 3 bedrooms, 2 baths, full kitchens and laundry rooms. Berry Glen Cottage, a cozy, contemporary cottage, only minutes from the ocean, is on three acres and surrounded by the park. The open floor plan of the pet-friendly cottage has five sleeping areas, 1 and 3/4 baths, a fireplace, balcony, satellite TV, Internet, computer, and a full kitchen.

Humboldt Art Up Against the Wall

Dogs the size of cows. Cows the size of barns. And dinosaurs the size of...well, dinosaurs. Humboldt County has an interesting visual perspective, thanks to a bounty of great mural art. The supply of outdoor eye candy is understandable, as Humboldt has the most artists per capita in California, and the city of Eureka was named the best small arts town in the country. Two new murals include the North Coast Coop mural in Eureka, a huge work over 100 feet long that celebrates the bounty of the earth; and one of the most bizarre imaginings from renowned artist Duane Flatmo, which matches human figures with animal heads. Some out-of-town art lovers time trips to Humboldt County to the wildly popular monthly evening arts celebrations in downtown Eureka (first Saturday night) and Arcata (second Friday night).

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Huntington Beach Conference & Visitors Bureau

Surf City USA® Branding Identity

Huntington Beach is proving to be a pioneer in destination branding. Since branding itself with the Surf City USA® name in November of 2004, overnight travel to Huntington Beach has increased dramatically, with hotel taxes swelling by almost \$1 million or 21 percent, and three new upscale hotels with ocean views planned to capitalize on demand. Huntington Beach currently has five registered trademark licensing partners, including sportswear, a credit union, a musical and a beach cruiser bicycle. Huntington Beach has also developed a branding style guide to establish consistent guidelines for use of the Surf City USA brand.

Bolsa Chica Wetlands Restoration Project

For the first time in more than 100 years, the Bolsa Chica Wetlands have been reopened to the Pacific Ocean. As the largest coastal wetland restoration project in the state, almost 600 acres of Bolsa Chica's tidal wetlands will have been recreated or restored. More than 200 types of birds visit throughout the year, including the endangered California least tern and Belding's savannah sparrow. The best seasons in which to visit Bolsa Chica are winter, when the migratory birds visit, and spring, when mating rituals and nesting habits occur. Also reopened is a one-and-half-mile loop trail, which includes three new overlooks.

Bella Terra Grand Opening

September marked the grand opening of the open-air lifestyle center Bella Terra in Huntington Beach. Formerly an indoor mall, the plaza underwent a dramatic renovation and now offers an artful mix of large retailers and small boutiques, as well as more than 25 restaurants, a 20-theater cinema and an outdoor amphitheater. Cementing Huntington Beach as a shopping destination, two more upscale, oceanfront lifestyle centers will be added in 2008: The Strand, a three-and-a-half acre development with 65,000 square feet of retail and restaurant space and 149-room boutique hotel; and Pacific City, 31-acre development with a 191,000 square foot retail promenade with a 400-room hotel and 500 condominiums.

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Hyatt Regency Century Plaza

Hyatt Gold Pawspport Frequent Pet Stay Program

The Hyatt Gold Pawspport frequent pet stay program, available only at the Hyatt Regency Century Plaza in Los Angeles. Upon check-in, Hyatt Gold Passport members accompanied by their dog receive a welcome kit, and a Hyatt Gold Pawspport that includes the dog's name, birthday, owner information, Hyatt Gold Passport number and Pawspport stamp boxes to track visits. Hyatt Gold Passport members earn 500 Hyatt Gold Passport points with each qualifying stay, while pampered pooches enjoy special canine amenities that include: a plush- round 28" doggie bed and stainless steel double diner serving bowl in room upon arrival; a home-made, organic welcome treat; specially designed in room haute-dog menu; and an annual birthday card. Additional Gold Passport bonus points and doggie spa treats awarded with additional stays.

The Hyatt Regency Century Plaza Hotel Celebrates its 40th Ruby Anniversary

As the Hyatt Regency Century Plaza hotel celebrates its 40th ruby anniversary as Los Angeles' preeminent urban resort, it proudly waves the Hyatt flag for the first time in its history. In recognition of the occasion, Hyatt, which assumed management in October 2005, has embarked on a significant \$22 million renovation to the iconic property which began July 1. Every guestroom and suite will be wholly refurbished, the famous Lobby Court will serve host to after work events and live music, and a new restaurant-bar with outside patio and street access will be added. A one-of-a-kind, ground level, VIP lounge is planned along with two floors devoted to executive club guest accommodations; and a Starbucks coffee bar and international newsstand will compliment the hotel's long list of services and amenities. Equinox Spa & Fitness Club will house the space formerly known as Spa Mystique. The \$4.5 million renovation began September 5 and the club is set to open December 2006.

New Function Space Opened at the Hyatt regency Century Plaza

Set amidst seven acres of beautifully landscaped grounds, the Hyatt Regency Century Plaza is the ideal location for meetings. The lavish ballrooms and executive boardroom spaces offer over 100,000 square feet of indoor and outdoor meeting space with state-of-the-art capabilities. Just opened: the Plaza Pavilion's 9,100 square feet of function space decorated in warm tones of champagne, antique gold and chocolate brown. Custom chandeliers and wall lighting allow the versatility to set the perfect mood for every occasion including executive retreats, parties and weddings for up to 500 guests.

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The Island Hotel Newport Beach

The Island Hotel Announces Holiday Packages

The Island Hotel ushers in the holiday season with an array of special packages. Guests can choose from one of two seasonal packages through December 30, including The Holiday Package starting at \$295; and Fashionably Yours – Holiday Shopping at The Island Hotel, offered in tandem with nearby Fashion Island and starting at \$359. Guests also have two options to ring in the New Year with an intimate Dinner New Year's Eve Package or a festive Ballroom New Year's Eve Package, featuring the award-winning Jimmy Hopper Band. New Year's Eve packages start at \$695. For reservations, please call, toll-free, 888-321-4752.

The Spa At The Island Hotel Introduces New Island Rituals

The new Signature Body Rituals at The Spa at The Island Hotel Newport Beach take spa-goers on an exotic global island voyage. Guests are invited to enjoy services from a varied 'ports of call' spa menu – an energizing Island Volcanic Detoxifying Wrap...the relaxing, soul-satisfying Island 'Boreh' Bali Spice Remedy...the invigorating effects of Island Tropical Splendor, the quintessential body elixir...the ultimate body anti-aging therapy of the Island Nourisher. Welcome aboard and welcome to The Spa at The Island Hotel. For more information and to schedule appointments, please call The Spa at 949-759-0808, or visit the Web site at www.theislandhotel.com.

Fashion Island's Annual Christmas Tree Lighting

Southern California kicks off the holiday season in grand tradition on November 17 and 18 when Fashion Island in Newport Beach hosts its annual Christmas Tree Lighting Ceremony at 6 p.m. both nights. The song and dance spectacular culminates in the majestic 115-foot tree being illuminated with 17,000 lights and ornaments, and heralds Santa's arrival at the beautiful outdoor shopping center. For more information, please call 949-721-2000.

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Laguna Beach Visitors & Conference Bureau

Girls Just Want to Have Fun!

Laguna Beach is the perfect spot for a Girlfriends' Getaway. Stay at one of our luxurious resorts or one of the many bungalows and cottages in town. Choose from a menu of fun things to do from surf lessons with a great goodie bag to a painting class and lunch on the beach. Wine tasting, cooking classes and a round of golf with tips from a pro are also available. A salt wrap and shopping should also be part of a great schedule. Laguna Beach features a large percentage of one-of-a-kind specialty shops and spas. If you arrive at the beginning of the month, be sure to include the First Thursdays Art Walk on your itinerary. It features a free tour of Laguna Beach-based art galleries with free trolley service throughout the city. Check the Web site for Girlfriends' Getaway specials.

Weddings, Honeymoons and Getaways

Known for its miles of clean sandy beaches, working artists and annual festivals, Laguna Beach is the perfect California destination for weddings, honeymoons and getaways. Located mid-way between Los Angeles and San Diego, the city of Laguna Beach is a seaside village of 24,000-plus residents that is one of the most popular spots in California for both weddings and honeymoons. Seeking a unique getaway? The city includes hundreds of local working artists and unique gift shops. It is home for people who seek the tranquility of beach accommodations as well as endless cultural opportunities. These include dozens of art and music events throughout the year, as well as an art museum and a live stage theater. More than two dozen hotels, B&Bs, seaside villas and full-service resorts dot the coastline throughout the city. There are accommodations for every taste and style.

Interactive Arts Experience

Laguna Beach has become synonymous with performing and visual arts. Did you know there are many seasonal programs for visitors to experience an interactive arts program? Have you ever wanted to take a docent led tour of the tide pools, try your hand at silk painting on scarves or stone carving? There are also workshops on pottery making and screen printing as well as demonstrations on glass blowing, "Art of Cooking" classes at the Laguna Culinary Arts School plus the "Art of Wine Tasting" experience at the Laguna Canyon Winery. Make sure to plan to attend one of the popular seasonal festivals. Two of the top five art festivals in the United States are held in Laguna Beach including the Sawdust Art Festival and the Pageant of the Masters. Laguna Beach festivals also include the Festival of Arts and Art-A-Fair. These annual events together attract visitors from around the world who experience original artwork in many different forms.

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LA INC. The Convention and Visitors Bureau

Los Angeles Celebrates its 225th Anniversary

September 4, 2006 marked the beginning of LA's 225th anniversary celebration. Los Angeles was originally established as El Pueblo de Los Angeles (The Town of the Queen of the Angeles) on September 4, 1781. Eleven families, who were poor farmers of Indigenous, European, and African origin, were selected to settle in the city by Felipe de Neve, the Governor of California. From those humble beginnings, Los Angeles has become the most diverse city in the world. Log on to www.seemyla.com for more information about how Los Angeles is celebrating the 225th Anniversary with special discounts and travel packages.

Griffith Observatory To Reopen in November

The long-awaited reopening of the landmark Griffith Observatory is set for November 2006. The 70-year-old art deco building has been undergoing a restoration and expansion totaling more than \$90 million. The 35,000-square-foot addition, most of which is underground, will feature five new exhibition halls, the 200-seat Leonard Nimoy Event Horizon Theater and an education center. In addition, the newly named Samuel Oschin Planetarium is being upgraded with state-of-the-art digital projection technology and a new Zeiss Mark IX planetarium projector.

Shop the Valley Like the Stars do on Ventura Boulevard

The Ventura Boulevard shopping experience means finding something hot that no one else will be wearing. Shops along Ventura are one-of-a-kind gems, small boutiques stocked with well-chosen merchandise. Check out the other shoppers because this is where celebrities find the clothes they are often photographed wearing in magazines. For the best denim selections, check out Tryst and Dungarees. Lisa Angel specializes in irresistible T-shirts and accessories, and great jeans. Stacey Todd (three side-by-side shops) draws a celebrity clientele that snaps up her chic but casual clothes, jeans, and home and bath accessories. Storyopolis is devoted to children's books and art. The shop has the most extensive children's books selection in LA. Venutara Blvd. is great for items for the home too. Try Architexture for Asian-influenced items. The Ivy Antiques is an irresistible collective of 65 antique dealers whose booths are bursting with to-die-for antiques and collectibles. Paradise for knitters is La Knitteries Parisienne, filled with yarns that definitely are not your grandmother's.

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Lake County

Historic Renovation Meets Eco-Friendly Design at Lake County's First Boutique Hotel

Originally built in the 1890s, the Tallman Hotel recently debuted as Lake County's first and only boutique hotel. Located on historic Main Street in Upper Lake, the restored Tallman Hotel and the re-creation of its adjacent "watering hole" – the Blue Wing Saloon – capture the look and feel of the period with antiques, custom handcrafted furniture, and hand-painted murals that convey rustic chic. While the authentic look and feel transports patrons back to a simpler time, geo-exchange heating and cooling systems, solar panels, and modern facilities deliver a comfortable, state-of-the-art, eco-friendly lodging experience. The hotel features 17 rooms, including garden suites with outdoor Japanese soaking tubs, plus meeting room, swimming pool, hot tub, and gardens.

Grab the Camera for Birds'-Eye Views...in the Cleanest Air in the State

Lake County has the cleanest air basin in the state, 16 years in a row (according to the California Air Resources Board), which means clear, sunny skies and star-filled nights, all just a two-hour drive from key urban areas including the San Francisco Bay Area and Sacramento Valley. Hiking, biking, soaring, and flying are all a joy in air this clear. Clear Lake State Park: Lakefront campsites and easy to moderate hiking trails revealing spectacular lake and valley vistas. Top of Konocti Trails: Guided hiking and driving tours of Mount Konocti feature 360° panoramic views. Solo Flight School and Biplane Tours: Get that birds-eye view of Lake County's breath-taking valleys, mountains, and lakes.

The Undiscovered Wine Country

With world-famous wine regions like Napa, Sonoma, and Mendocino as next-door neighbors, Lake County and its wine industry are quietly making some serious noise. Long warm days and cool nights, red volcanic soils, hillsides and valleys, and the moderating influence of California's largest natural freshwater lake all have contributed to the region's growing reputation for producing ultra-premium winegrapes and award-winning wines. Several new wineries and tasting rooms have opened, many by well-known winemakers from other winegrowing regions. Jim Fetzer's Ceago Del Lago: 220-acre hacienda-style biodynamic agricultural center right on the lake so tasters can come by boat. Jerry Brassfield's Brassfield Estate: Award-winning estate wines by Kevin Robinson from California's newest appellation - High Valley. Gregory Graham's Gregory Graham Wines: Gregory Graham, winemaker at Rombauer, brings his winemaking skills north to establish his own label in Lake County.

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Laramore Communications

Personalized and Contemporary – The New Art of Inn Keeping

Concierge services, WiFi, artful decorated rooms, luxury amenities and innovative packages are some of what inn savvy guests in the Sonoma County have come to expect. The innkeepers themselves have evolved as well to include winemakers, wine experts, ex-executives and former hotel hospitality graduates. Russian River Inns, Wine Country Inns and LGBT Tourism Guild inn associations have strict excellence requirements for membership that assure visitors of a top-notch inn experience. Visitors can also check availability and make reservations at many small inns in a geographic location with one Web site visit.

An Affordable, Family-Friendly Wine Country

Inns with budget rooms, resorts with rooms for \$100, family discounts at restaurants, and family packages are all available in Sonoma County. With a rich terrain, open to the public farms and many recreational options, wine tasting is only a small part of what the area has to offer. Many of the accommodations have childcare options available for days when parents want to get away and enjoy some adults-only time. If a pet dog is part of the family unit, the many dog friendly accommodations will make this member of the family welcome as well.

Solo Travel

Sonoma County is the perfect place to travel solo with attractions, restaurants and wineries accommodating and welcoming to the solo traveler both female and male. Wine education, cooking classes and recreational activities are all available for the single traveler to meet new people or be comfortable on their own. The Camellia Inn in Healdsburg offers a guide to solo travel in the area at their Web site www.camelliainn.com.

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Long Beach Area Convention & Visitors Bureau

Long Beach Setting The Stage For Sports

Long Beach's sports scene has a lot to cheer about. With minor league baseball and hockey teams, plus miles of dedicated paths along the Pacific Ocean for biking, running, or skating year-round, Long Beach scores whether you play or watch. Water sports take center stage. Choices include sailing, kayaking and waterskiing. The Toyota Grand Prix races in Long Beach each Spring. Athletes flock to the ever-popular International City Bank Marathon each fall. Long Beach can now include world-class professional cycling to its collection of international sports events. On February 25th, the scenic city will host the final stage of Amgen's 2007 Tour of California!

Long Beach – From Navy Town to Tourist Treasure

Long Beach's recent major downtown revitalization has dramatically transformed the city from a navy town to a thriving, sophisticated, urban, waterfront community. Forced to contemplate its future during the 1990's as the defense industry experienced major cutbacks, Long Beach's remarkable vision and changeover to a vibrant coastal city with tourist appeal spurred outstanding economic growth at an extraordinary pace. Now rich in history and diversity from its sandy white beaches to eclectic neighborhoods, the best of dining, shopping, culture, and entertainment are all found within a compact area situated alongside a picturesque harbor on the beautiful Pacific Ocean.

Long Beach- Sea the City Segway Style

Discover what Long Beach offers with revolutionary technology – tour this urban waterfront playground Segway style! With new LeanStear™ technology that is intuitive to your body movements, after a several minute lesson you're ready to embark on this fun human transporter. Experience Long Beach's modern present and historical past, narrated by Olympic Gold Medalist Janet Evans. Roll around the Pike at Rainbow Harbor and Shoreline Village, weaving among shops and restaurants. Swing by the Aquarium of the Pacific and Queen Mary for a visit. Explore the dedicated path alongside five and half miles of beachfront with the city's skyline as your backdrop.

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Mammoth Mountain Ski Area

Top of the Sierra Interpretive Center

The newest attraction at Mammoth Mountain for the 2006-07 winter season will be the state-of-the-art Top of the Sierra Interpretive Center designed to educate visitors about the surrounding area and the dynamic nature of the Eastern Sierra. The center will feature five interactive displays with facts about local geology, hydrology and the volcanic history of Mammoth Mountain, the Long Valley Caldera and more. Through window lined-walls, guests will get a bird's eye 180-degree view of peaks, valleys, rivers, volcanoes and rock formations left behind from glaciers. Expected to open mid-winter 2006-07.

Eagle Lodge Ski and Snowboard School

Families staying at Juniper Springs Resort will have a fun and convenient slopeside experience this winter with the opening of the Eagle Lodge Ski and Snowboard School. As the first installment of the Eagle Lodge re-development, amenities include a new structure, a platter surface lift, a 150 foot carpet and a rental shop carrying a wide array of children's ski and snowboard equipment, group and private lessons will be available for all ages. Private lessons are available for families who are learning together as well. Reservations can be made by calling 800-MAMMOTH (626-6684).

Mammoth Arrives

Mammoth Mountain has long-been California's favorite winter playground; now, as the resort continues to grow and international markets discover Mammoth's splendor, it is among the world's favorite resort experiences. Adding to its renowned reputation for impressive vertical feet and snow depth that rival all other major ski areas, Mammoth increasingly proves that it is more than a mountain. Day spas, boutique shopping, art galleries, excellent restaurants, lively nightlife, and daytime activities such as dogsled and snowmobile rides are moving Mammoth quickly up the hierarchy of world-class destinations first on the minds of winter sports' elite.

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Marin County Visitors Bureau

California Gray Whales

The fascinating migration of California gray whales can be observed from Marin County shores from January through mid-April. During the migration, whales can often be seen from the Pt. Bonita Lighthouse in the Marin Headlands or from various sites on the Pt. Reyes Peninsula. The best chance of seeing whales from the Pt. Reyes coast is in mid-January. During the height of the migration period, the U.S. Park Service runs shuttle buses from Drake's beach to the Pt. Reyes Lighthouse and Chimney Rock.

Annual Big Time Festival

Kule Loklo is a reconstructed Coast Miwok Village located near the Pt. Reyes National Seashore headquarters in West Marin. It includes Miwok dwellings, a sweathouse and a ceremonial house. Visitors may wander through the village to get a clear idea of what life was like for the Coast Miwoks. Kule Loklo's annual Big Time Festival is held every July. Admission to the village and the festival is free.

China Camp State Park

Marin County residents frequently visit China Camp State Park, named after a Chinese shrimping village that flourished here during the 1880's. Located on San Pablo Bay just four miles east of San Rafael, the 1,648 acre park offers 15 miles of hiking and biking trails with scenic vistas, picnicking, swimming, fishing, mountain biking and kayaking. The China Camp museum shows photos and artifacts from historic China Camp during the peak of its operations.

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Monterey County Convention & Visitors Bureau

Jaded Travelers Out for an Off-grid Adventure Find Plenty to Ponder in Monterey County

Urbanites seeking an off-grid adventure can tap into the underbelly of Monterey County with a wealth of tasty treks and colorful characters. Join a biologist tracking California condors in Big Sur, unearth a cache of local winemakers deep in Cachagua Valley, slip into an outback saloon, bed down at Hearst's ranch house at Ft. Hunter Liggett, ferret out 100-year old limekilns in a Raiders of the Lost Arc adventure, jump off pavement on the Old Coast Road for an outback hike or brave the coastline via a kayak to Smuggler's Cove. Adventure 101 was never so fun.

Male Bonding 101: Race Car Driving, Wild Boar Hunting, Diving for Sea Monsters...

Monterey County is the Testosterone Test for Men Seeking the Ultimate Primal Adventure. Move over girlfriend getaways – male bonding hits a high note with Monterey's Mens' Adventure Getaway. Drive cattle, dive for sea monsters, safari with sea lions... what REAL MEN WANT is an adrenalin-based escape fresh with bracing sea breezes, stiff martinis and wide open spaces. A Clint Eastwood meets Anderson Cooper adventure rife with wild animals, fast machinery and potent backdrops. Mix in a few timely courses on cooking your catch and dropping that putt and the picture becomes complete.

Grounds for Literary Giants

Monterey County's New Scenes for Your Senses Literary & Film Guide(free) is the ultimate insider's map to a variety of offbeat treks and inspiration points throughout the region. Follow Steinbeck's steps, hike Henry Miller's favorite cove, meditate on the mighty stones of Robinson Jeffers' hand-built home, or track down scene locales from Basic Instinct, Play Misty for Me or National Velvet. From the pounding Pacific surf to the seamless sea of row crops, Monterey County is rich in rewards for the cultured traveler, offering a wealth of sites that have set the stage for award-winning literature and film. www.monterey.travel.

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National Steinbeck Center

Explore the Heart of Steinbeck Country

Salinas is the heart of Steinbeck Country. Nobel prize-winning author John Steinbeck was born here. Visit his birthplace and boyhood home, the splendid Victorian Steinbeck House, where volunteers serve lunch. Discover Steinbeck's life and works at the expansive National Steinbeck Center, where literature jumps off the printed page and into the imagination. This interactive museum for all ages offers seven themed theaters, giving visitors an introduction to Steinbeck and his writings. Steinbeck was laid to rest in the nearby Garden of Memories. Enjoy a self-guided literary and historic walking tour through Historic Oldtown Salinas.

Salinas - Gateway to Monterey

Salinas is conveniently located off Highway 101 for travelers between Los Angeles and San Francisco, and is a scenic 20-mile drive from Monterey. A visit to the National Steinbeck Center offers a fresh perspective of Cannery Row and other sites featured in Steinbeck's writings. Salinas and the Valley boast an array of visitor experiences including agricultural tourism, wine tasting, literary locales, the historic Oldtown district, and many thrilling and world-renowned events. An affordable alternative for visitors to Monterey, Salinas offers accommodations ranging from inexpensive motels to bed and breakfasts such as Vision Quest Ranch, deluxe Safari Style tents, where elephants deliver breakfast to your room.

Agricultural Tourism in Steinbeck's "Valley of the World"

Salinas is known as "the Salad Bowl of the World" for its fresh produce and "The Valley of the World" by John Steinbeck. Enjoy the unspoiled wine country and an up close look at agriculture in this fertile region. Start your visit at the Rabobank Agriculture Museum at the National Steinbeck Center, offering a great overview of the agricultural heritage of the Salinas Valley "from field to fork." See giant farm worker "murals" at The Farm, or enjoy hayrides, tours, and the petting zoo. Taste all Monterey County wines at "A Taste of Monterey," take a customized agriculture and wine tour, or visit the organic Oldtown Marketplace on Saturdays.

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North Lake Tahoe

North Tahoe's Spring Skiing is Best in the Nation

West Coast resorts offer the finest spring skiing conditions in the nation. While most North American resorts close down in March and early April, the slopes at North Lake Tahoe are accessible and inviting well into May, usually through Memorial Day and possibly creating a nearly seven month season. With mild weather, incomparable snow pack and optimal conditions such as "corn skiing" (large grained, snow crystals formed from the repeated melting and freezing of snow and likened to gliding down a nice smooth sandbar), resorts make the transition from winter to summer smoothly with snow golf tournaments, zany pond crossings, open-air concerts, outdoor swimming and spa and a Gates and Wakes event. With Lake Tahoe's unique combination of winter and summer activities, it's not uncommon for guests to hit the slopes in the morning and the golf fairways or beach in the afternoon.

Outdoor Activities Continue After Sun Goes Down

The outdoors continue to beckon once the sun goes down, even in the winter. In addition to casinos and sophisticated urban-rivaled dining, travelers can remain on the slopes for night skiing, take a moonlight snowshoe tour, spend the evening perfecting figure eights, or take starlit sleigh rides or dog sleds. Favorite festive events include a torchlight parade coinciding with Christmas and the Snow Festival and frequent Last Tracks at Diamond Peak for sunset wine tasting. There are also open fire pits to warm your toes at the pedestrian villages at Squaw in Olympic Valley and Northstar-at-Tahoe in Truckee.

Experience the Flipside of Tahoe

North Lake Tahoe is known for its snow and slopes in the winter, but frequent and daring travelers may be curious to experience the flipside of the destination. To get a different take on Lake Tahoe, try high-altitude scuba diving in the crystal clear waters of the lake, tour the backcountry via snowshoe or cross-country skis and check out the rustic Sierra Club huts or visit the Lost Trail Lodge, accessible only by ski, snowshoe, snowcat or snowmobile. Tours and guides are available for all such excursions.

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The Oceanfront

The California Riviera

What do you get when you combine four of Southern California's most exclusive beach communities, the area's top ten resorts, supreme shopping, world class golfing and five convention and visitor bureaus? The Oceanfront...an unparalleled destination alliance that delivers the best of Southern California along 42 miles of pristine beaches, captivating sunsets, spectacular harbors and breathtaking cliffs. Orange County's top ten coastal resort and hotel properties have joined together for a one-of-a-kind effort to promote the OC coast as a premiere leisure and business destination, making up California's Riviera.

Living the OC Lifestyle

With ten of the most hotel luxurious accommodations, the finest dining, sensational spas, impeccable services and unspoiled beaches, The Oceanfront offers visitors the quintessential Orange County experience. Whether being served at the beach by a Beach Butler, enjoying an exclusive wine pairing dinner, being chauffeured on a shopping spree, or indulging in a day of exotic spa treatments, travelers visiting The Oceanfront can expect the experience of a lifetime at the ultimate coastal destination.

The Real OC

Television may have made the attractive coastal communities of Orange County the place to be but it's the endless range of activities offered by The Oceanfront that keep visitors coming back for more. Whether arriving as a short drive destination or traveling from across the globe, The Oceanfront is rapidly becoming the destination of choice. Offering fun packages for the family, romance package for couples, and health and wellness for group get-aways; The Oceanfront possesses all the pleasures and extravagances to accommodate the adventurous to the subdued. It's a destination that delivers on every level with unbeatable satisfaction.

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Palm Springs Bureau of Tourism

Leonardo Da Vinci Exhibition Visits Palm Springs Air Museum

Working models of 61 of Leonardo Da Vinci's inventions will be on exhibition at the Palm Springs Air Museum from November 2006 through March 2007. Models will be organized around three themes - transportation, military, mechanical. Each was built according to Da Vinci's notes and 15th century materials, and will be displayed with relevant drawings. The Air Museum is a non-profit educational institution, whose mission is to exhibit, educate, and eternalize the role of the World War II.

Village Atmosphere

It's the village atmosphere that makes Palm Springs, well, Palm Springs! With its walkable downtown framed by the San Jacinto Mountains, charming historic hotels, unique boutique shops, and eclectic dining establishments, Palm Springs oozes charm at every street corner. It's no wonder that Executive Traveler has named Palm Springs one of its favorite small cities of 2006!

Palm Springs and the Great Outdoors

Palm Springs might be about pools and spas but it is also about the great outdoors! Hiking, horseback riding, four-wheeling, not to mention the traditional golf and tennis are here for the novice or the most experienced. Trails lead to hidden oases, past sand dunes, or straight up the mountain. Where else can you hike in the morning, enjoy an afternoon spa treatment, relax over a world class meal as you people-watch from your sidewalk table?

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Pasadena Convention & Visitors Bureau

Families Discover Pasadena's New Children's Attractions

The Huntington Library, Art Collections, and Botanical Gardens Children's Garden features a variety of kinetic sculptures, inviting hands-on exploration and discovery for children ages 2 to 7. Through nine self-guided areas, children will see a rainbow emerge from a circle of mist, experience the thickness of fog as it erupts from the ground, and explore the kinetic energy of magnetic sand. The new Rose Hills Foundation Conservatory for Botanical Science at The Huntington allows visitors of all ages to explore plant biodiversity in three distinct environments – tropical rain forest, cloud forest and carnivorous plant bog. Interactive exhibits are designed to engage children in hands-on experiments to explore the natural world around them. Kidspace Children's Museum's new facility in Brookside Park offers 20 interactive exhibits and two acres of gardens, waterways and outdoor learning areas.

"10 Tours" Brochure Offers Bold New Look at Pasadena's Architectural Heritage

Pasadena is unique for its concentration and diversity of landmark-quality building dating from the late 1880s. The dramatically revised and expanded "10 Tours of Pasadena" highlights neighborhoods with distinct architectural styles. Tours, which can be taken on foot or via bicycle, include:

- Lower Linda Vista, which is home to the Myron Hunt-designed Rose Bowl.
- Arroyo View and the Greene Brothers, highlighting the homes of renowned Craftsman architects Charles and Henry Greene and their contemporaries, including a Frank Lloyd Wright design.
- Oak Knoll, showcasing large estates built in the very early 1900s, including the Greene's famous R.R. Blacker House and the Wentworth Hotel (now The Ritz-Carlton, Huntington Hotel & Spa).

Pasadena Hotels Complete \$35 Million in Combined Renovations

The Ritz-Carlton, Huntington Hotel & Spa's \$19 million renovation has enhanced the landmark 392-room hotel's blend of sophisticated luxury and timeless elegance. Guests will enjoy the opulent furniture and accessories in all 292 guestrooms in the main building. The lush, redesigned exterior courtyard and Lobby Bar are ideal for relaxing. The Westin Pasadena's \$11 million new look redefines modern luxury. Noteworthy are the hotel's new Ventana's restaurant, Westin WORKOUT® gym powered by ReboK and Westin's signature Heavenly Beds® and Heavenly Showers® in each guestroom. A \$5 million renovation has transformed the 296-room Hilton Pasadena into a distinctive ultramodern hotel with a retro flair. The newly remodeled chic lobby and bar, refurbished restaurant, and Hilton's signature beds in each guestroom beckon weary travelers.

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Poimiroo & Partners

Home Sweet Yosemite

The Yosemite region's newest accommodations are also its most luxurious. Several former private homes and apartments have been refurbished at the confluence of the South and Middle Forks of the Merced River where, in 1849, the historic Savage's Trading Post was located. These aren't your typical rental homes. Each "Yosemite Resort Home" has distinctive features, such as: natural rock walls (built into the hillside), English walnut four-poster or canopied beds, private patios and decks with gas BBQs (some next to the Merced River), posh living rooms, kitchens and dining rooms, kid-friendly retreats, outdoor showers, in-room spas and quiet areas. Even in summer - up to the last moment - there's usually a good room at a reasonable price available at this family-operated collection of lodging properties.

Wide-Open, Wide-Eyed California

There's a wide-open space in California where thousands of cattle still play and never is heard a discouraging word... except when the trout aren't biting. It's Mono County in the eastern Sierra, where you'll find stories about ghost towns, ice climbing, California's best fall color, a gourmet restaurant operated by Ansel Adams' granddaughter, millions of migratory birds at a bizarre lake, the best restaurant at a gas station in America, a luxurious spa that pleases men and women alike, massive trout bred at a private hatchery, horse trips into the eastern Sierra and to see ghost towns and wild mustangs, and two major ski resorts (Mammoth and June).

Art and Architecture Complement The Great Outdoors

Who'd a thunk that Northern California's hottest new cultural destination would be Redding, a city of only 80,000 residents? In 2004, the capital of (what locals proudly call) "Upstate California" turned heads when it opened Santiago Calatrava's stunningly beautiful \$23.5 million Sundial Bridge. Then it carefully restored the art deco 1935 Cascade Theater into a glistening performing arts center. Last year, it opened the 220-acre McConnell Arboretum and Gardens at Turtle Bay, a glorious display of Mediterranean gardens. This year, Redding filled its City Hall with a changing art gallery and surrounded it with a Sculpture Park. Though artistry is the newest reason for visiting Redding, the area's famous tourist standbys remain: houseboating on Shasta Lake, bubbling mud pots at Lassen Volcanic National Park, ancient stalactites at Shasta Caverns, boating on Whiskeytown Lake NRA, and catching a salmon on the Sacramento River, now rated as the world's third best tail water.

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Quail Lodge Resort & Golf Club

G.O.L.F Package “Gentleman Only Ladies Forbidden”

Capitalizing on the popular trend of girlfriend getaways, Quail Lodge introduces its newest offering just for the guys: The G.O.L.F. Package “ Gentlemen Only Ladies Forbidden.” Designed to cater to bachelor weekends or a friendly weekend away with the guys, the two-night ultimate gentleman’s retreat includes a private golf tournament, poker night with catered snacks and beverages, and scotch and cigar tasting. The package can accommodate up to eight men in Quail Lodge’s signature 5,000 square foot Fairway Villa, which features four bedrooms, spacious living areas, bar, fireplace, enclosed private patio and outdoor hot tubs. For more information call 888-828-8787.

Pretty Woman Package

Quail Lodge is giving Mothers, Daughters and girlfriends, the chance to bond over what they do best: Shop and Spa! The special package includes all the essential elements for the perfect Carmel getaway including personalized shopping in a world-class setting and finishing the day with pampering spa treatments at The Spa at Quail Lodge. Package includes two-night accommodations, daily breakfast, Land Rover transportation, personally escorted shopping, complete makeover at the Cos Bar an upscale cosmetic boutique, gourmet wine and cheese tasting, two one hour Sole Revival Foot Refresher and no hassle shipping. Priced at \$845 double occupancy. For more information call 888-828-8787.

Land Rover Experience Driving School

Quail Lodge, the legendary 97-guestroom luxury resort located on 850 acres of lush fairways just beyond Carmel-by-the-Sea, offers the only West Coast Land Rover Experience Driving School. Guests will climb behind the wheel of their choice of Land Rover and enjoy endless off-road obstacles including ascents, descents, side-tilts, log crossings, and rock crawls, providing a truly memorable outdoor experience. Individual and group lessons are available and range from one-hour sessions designed to introduce off-road driving techniques in a fun environment, to half-day and full-day excursions, overnight packages and lifestyle programs. To learn more about the property and Land Rover, visit www.quaillodge.com or www.landroverusa.com/drivingschools.

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Roaring Camp Railroads

Picnic Train

Daily in summer and weekends thru October, Reminiscent of the Picnic Line that rolled through the Santa Cruz Mountains from 1875 through the early 1900s, Roaring Camp offers picnic basket lunches to passengers riding the steam train to Bear Mountain. At the summit, guests may exit the train to picnic at mountaintop tables and explore the redwood forest before returning to Roaring Camp on a later train. Reservations recommended. Train Ride: \$19 adults, \$13 children. Picnic baskets \$11 each. Call 831-335-4484 or visit www.roaringcamp.com.

Performing Arts Programs

Weekends May, June, September, October, daily through July and August. Steam train rides and views of majestic redwoods aren't the only attractions at Roaring Camp. Visitors are likely to be treated to live performances by touring youth bands and choirs from around the world. Musical offerings lean toward patriotic marches, railroad-themed, or country music selections. Call for schedule at 831-335-4484.

Children's Birthday Parties

Hosting a birthday party in a real train caboose is a special venue offered at Roaring Camp for the birthday child and little friends. Railroad-themed decorations and favors are provided. The highlight is having the birthday caboose hitched to the back of the steam train for an excursion to Bear Mountain. An 1880's one-room-schoolhouse or Thomas the Tank™ birthday party are other offerings. Available year-round. Call 831-335-4484 or visit www.roaringcamp.com for details.

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Rodney Strong Vineyards

The Details

Rodney Strong Vineyards is open to visitors seven days a week from 10:00 a.m. to 5:00 p.m., at 11455 Old Redwood Highway, Healdsburg, California. Tours and tastings are available without appointment. Public tours daily at 11:00 a.m. and 3:00 p.m. 707/433-6521, www.rodneystrong.com or info@rodneystrong.com. Wines offered are Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir, and Symmetry.

A Pioneering Winery in Sonoma County

Rodney Strong Vineyards was founded in 1959 by a former dancer who carried his charisma and dedicated work ethic into building the largest collection of vineyard estates throughout Sonoma County at the time. Today Rodney Strong Vineyards owns and farms 2,600 acres of estate vineyards: the names are as picturesque as the vineyards are unique. In Alexander Valley, Rodney Strong owns Alexander's Crown, Charlotte's Home, Hubbard Ranch, Rockaway, Pine Flat, Wild Oak and Piccolo Ranch Vineyards. In the Russian River, the winery owns River East Vineyard, Jane's Vineyard and in Chalk Hill they own Chalk Hill Vineyard. On the Sonoma Coast, the winery farms Sleepy Hollow Vineyard. Rodney Strong Vineyards is dedicated to crafting world-class wines with complexity and varietal expression which capture the essence of Sonoma County. The winery was the 13th bonded winery in the county. In 1989 the Klein family, a fourth generation California agricultural family, acquired the winery; Tom Klein runs the winery, after having had a prior career as a management consultant and family farmer. On a continuing basis the Klein family is building upon the founder's vision – whether it's modernization of equipment or row-by-row optimization of a vineyard. Rodney Strong Vineyards is one of California's most important wineries with an extremely distinctive history and tantalizing future.

A Lively 'Happening' spot in Healdsburg and the Russian River Valley

The winery is one of the most popular wineries to visit, attracting more than 70,000 people a year. The harvest season began in early September and will conclude by early November, so visitors at this time of year will see grapes being crushed and have the opportunity to taste freshly crushed wine grape juice in the tasting room. The winery is conveniently located just outside the busy town of Healdsburg. From June through October the winery stages its Annual Summer Concert Series, having hosted artists ranging from Michael McDonald, David Sanborn, the Blind Boys of Alabama, the Neville Brothers and more; the format is primarily jazz and concertgoers can relax and picnic while they enjoy the music in a peaceful vineyard setting. The 17th annual concert lineup will be announced in April 2007; tickets available at www.rodneystrong.com.

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Sacramento Convention & Visitors Bureau

Sacramento's Downtown Explosion

California's capital city is reaching for the sky with an unprecedented influx of high rise residential space, retail outlets, art galleries, coffee houses, wine bars and new restaurants. Guy Fieri, this year's winner of The Next Food Network Star, will join an ever growing number of food and wine celebrities when he opens his Sacramento restaurant this fall. A 239-room Marriott Residence Inn is scheduled to open in February 2007 across from Capitol Park and a Joie de Vivre property in early 2008 in a historic downtown building.

The California Hall of Fame Opens December 6, 2006

"True Treasures of California: The California Hall of Fame" opens December 6, 2006 at the California Museum for History, Women and the Arts in Sacramento. Conceived by First Lady Maria Shriver, the California Hall of Fame was established with the California Museum to honor legendary individuals and families who embody California's innovative spirit and have made their mark on history. The first-ever inductees into the California Hall of Fame are Ronald Reagan, Cesar Chavez, Walt Disney, Amelia Earhart, Clint Eastwood, Frank Gehry, David Ho, M.D., Billie Jean King, John Muir, Sally Ride, Alice Walker and the Hearst and Packard Families.

Sacramento to Host Only Northern California Da Vinci Exhibit

The Sacramento Convention and Visitors Bureau is partnering with the new Aerospace Museum of California, opening in December 2006, to bring an exciting exhibit to the region in 2007. Many years before the Da Vinci Code became a popular book and movie, a group of scholars, craftsmen and artisans in Florence, Italy, had begun work on replicating the various machines that Leonardo Da Vinci had described and designed in his notebooks 400 years ago. The Florentine group eventually put the replicas on display in private museums in Italy and about a year ago decided to make the replicas available in a traveling exhibition. The exhibit, running April 20 to August 19, 2007, includes more than 60 of Leonardo's machines, many of them interactive. The exhibit has also been to Australia and New Zealand.

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San Diego Convention & Visitors Bureau

Downtown Development

Downtown San Diego is in the midst of a second wave of development bringing even more enticing boutiques, restaurants, nightclubs and accommodations. In October 2006, the 35-room Keating Hotel opens with sleek modern design by Pininfarina, the world-renowned Italian design firm behind luxury brands Ferrari and Maserati. In November 2006, the Ivy Hotel opens with 159 rooms, a four-level nightclub, street-level restaurant and rooftop terrace with swimming pool. Also in November, the historic 270-room US GRANT reopens as a member of Starwood's prestigious Luxury Collection. The Hard Rock Hotel San Diego opens in spring 2007 with 420 rooms offering the trademark Hard Rock attitude. In January 2007, the Museum of Contemporary Art San Diego downtown unveils a major expansion with works by both sculptor Serra and artist Holzer.

Chic Spa Retreats

San Diego luxury is being redefined with new and renovated resort properties offering ocean views, dining, golf and spas. The Grand Del Mar Resort & Spa, a new 261-room resort hotel, will open in mid-2007 offering 5-star accommodations; an 18-hole, Tom Fazio-designed golf course; a full-service luxury spa; and fine dining destination restaurant, Addison. The landmark Hotel del Coronado is unveiling several grand enhancements through early 2007, including Beach Village – an enclave of 78 ocean view guestrooms and suites with separate pools and hot tubs, front desk and concierge service, and access to all of the resort's amenities – a world-class spa opening in November 2006, and the recently opened new restaurant, 1500 OCEAN. Opened in summer 2006, the luxury spa at Rancho Valencia Resort includes 10 treatment rooms with private patios; three pools; private sun gardens; and a Watsu therapy pool.

Dead Sea Scrolls in Balboa Park

Ancient history comes alive in Balboa Park as the San Diego Natural History Museum presents the most exciting exhibition of the year with the Dead Sea Scrolls, July through December 2007. For the first time ever, the Israel Antiquities Authority is lending a select number of these scrolls, the oldest discovered copies of biblical manuscripts, to San Diego. Widely acknowledged to be among the world's greatest archaeological treasures, the scrolls date back from 250 B.C. to 70 C.E. and including such central texts as the Ten Commandments. Within walking distance of downtown San Diego, Balboa Park with its 1,200 acres are home to 85 cultural attractions, including 16 museums, art galleries and the Tony ® Award-winning Old Globe. Balboa Park is the largest urban cultural park in the United States and it is often referred to as the "Smithsonian of the West" for its impressive collection of cultural institutions.

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San Francisco Convention & Visitors Bureau

Shop Yourself into a Retail Frenzy at Westfield San Francisco Centre

Opened in September, the 1.5 million square foot Westfield San Francisco Centre houses the largest Bloomingdale's outside of New York and the second largest Nordstrom in the U.S. The center features more than 170 specialty stores and designer boutiques, as well as the nine-screen Century and CinéArts Theatres and Food Emporium, an international gourmet marketplace. The \$420 million project has entrances on Market and Mission streets between Fourth and Fifth. The center is expected to attract more than 25 million shoppers per year and will also be the site of a new Filipino Cultural Center.

HolidayFest – San Francisco's West Coast Big City Holiday Season

In November and December, San Francisco is the place to go for a West Coast big city holiday. Dozens of events range from the traditional to the offbeat, ethnic to outrageous, culinary to kid-friendly. Major department stores and intriguing shops sport grand decorations and elaborate window displays. Brilliantly lit trees tower over plazas and parks throughout the city. Special hotel packages make it all fit within your holiday budget. It's all part of San Francisco's second annual HolidayFest.

It's STILL All About Food in San Francisco

San Francisco's foodie scene is alive and well. If you haven't been to America's top dining destination in a couple of years, here's what you've missed: Ame, Beard Papa Sweets Café, Betty Boop's Diner, Bong Su, Café Maritime, California Culinary Academy's Bistro 350, Circa, Circolo, Citizen Thai and the Monkey, farmerbrown, Frisson, Imperial Palace, Medicine Eatstation, O'Neill's Irish Pub, Poleng Lounge, Pho Hoa Noodle Soup, The Public Resto-Lounge, Samovar Tea Lounge, Scott Howard, Shiba Piano Lounge, supperclub, Sushi Hunter, Terzo, Winterland and Zuppa. Some longtime favorites also have new looks and locations, such as Scala Bistro, Fior 'd Italia and Powell's Place.

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San Luis Obispo County Visitors & Conference Bureau

Wildlife Viewing Winter Escape

Gray whales on their annual migration along the coast. Thousands of elephant seals along the northern coastline of Piedras Blancas. Some 40,000 migrating Monarch Butterflies gathering at Pismo State Beach. Sandhill cranes at Carrizo Plain National Monument. Morro Bay – one of the top 10 bird watching areas in the country, with some 400 species of birds. Bald eagles soaring above Santa Margarita Lake or Lopez Lake, peregrine falcons nesting on Morro Rock, and brown pelicans, great blue herons, sea lions, harbor seals, and sea otters, too. Be sure to include a visit to the Morro Bay Museum of Natural History and the new Coastal Discovery Center at San Simeon Bay. Don't forget your binoculars!

Wine Country Escape

San Luis Obispo County is the third largest wine region in California. There are two distinct wine grape growing regions – Paso Robles and San Luis Obispo – and more than 200 vineyards and wineries, featuring award-winning vintages and innovative wine grape growing techniques. Check out TASTE, a state-of-the-art wine bar and tasting room in downtown San Luis Obispo, or experience one of the many events celebrating the grape – 16th Annual Harvest Festival (November 3-5, 2006), featuring auction and winery open houses; 15th Annual Hospice du Rhône (May 3-5, 2007) in Paso Robles, the world's largest celebration of Rhône variety wines; and 25th Annual Paso Robles Wine Festival (May 19, 2007), the largest outdoor wine tasting in California.

Culinary Escape

For the “foodie” wanting to discover the source of the fresh ingredients that make up their San Luis Obispo County dining experience, try an Ag Adventures tour. From chickens and eggs, fresh seasonally grown fruits, vegetables and herbs, wine, olive oil, and lavender (yes, lavender is edible), San Luis Obispo County farms, ranches, orchards, nurseries, wineries, and farm stays offer something for everyone. Other highlights on a San Luis Obispo County culinary itinerary include 17 farmers markets, the largest and oldest producer of California Red Abalone in the United States, ice cream made from an ice cream maker powered by a 14-foot water wheel, a company celebrating 60 years of making quality beef jerky, and for dessert, olallieberry pie!

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Santa Barbara Conference & Visitors Bureau and Film Commission

Santa Barbara County: Culture

Slip into something glamorous...like the 22nd Annual Santa Barbara International Film Festival (www.sbfilmfestival.org), set for January 25 – February 7, 2007. Loaded with “A” list celebrities (past honorees include George Clooney, Sir Anthony Hopkins, Peter Jackson, Sean Penn and Charlize Theron) and an estimated 50,000 film geeks, this year’s line-up along the American Riviera® features a host of star sleeps — from the newly-renovated Kennedy Suite at San Ysidro Ranch (where John Boy honeymooned) to Charlie Chaplin’s Montecito Inn and the Four Seasons Biltmore’s Bungalow #5, where Rock Hudson wed in the 1950s. www.santabarbarafilmtour.com

Santa Barbara County: Culinary

Roadstops 101...Foodies on a forage head south to Santa Barbara where a cache of culinary geniuses are whipping up everything from a-la-minute rellanos to seasonal spot prawn tacos. Get off grid and on grill with world famous Santa Maria Barbeque, hard-to-top Jalama Burgers and locally brewed suds. Start at the northern tip of the county and taste your way through Guadalupe (authentic Mexican), Casmalia (steaks), Los Alamos (flatbreads), Buellton (beer), Goleta (famous for its lemons), Santa Barbara (seafood) and Carpinteria – growing grounds for Mr. Haas. www.santabarbarafresh.com

Santa Barbara County: Green Tourism

GREEN MACHINE...The SBCVB&FC and Simple Shoes (a Santa Barbara-based brand) joined forces for a Green Santa Barbara promotion that will allow visitors to learn about global environmental issues – and what they can do personally to lessen their “footprint” on the environment – while experiencing the greener side of Santa Barbara. The www.greensantabarbara.com Web site (November 2006) features self-guided tours and all things green including architecture, art, transportation, sustainable agriculture, biodynamically grown wines, recycling, nature preserves and ecotourism activities, “green” hotels, tips on how to eat like a “locavore” and more. Check out www.simpleshoes.com/greentoe to learn what Green Toe is all about.

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Santa Clara Convention and Visitors Bureau

See What Put the Silicon into Silicon Valley

“Santa Clara - Silicon Valley Central” is more than a slogan for the Santa Clara Chamber of Commerce and CVB. Many of the nation’s best-known names in electronics are headquartered here, including Intel, Sun Microsystems, National Semiconductor, NEC Electronics, and Agilent Technologies, making Santa Clara the place where Silicon Valley got its name. The fascinating history of this technological revolution is found inside the Intel Museum where hands-on exhibits for all ages describe how silicon chips are made, what they do, and how their technologies have evolved. Free admission and parking. Self-guided tours. Press kits are found in the “Newsroom” at www.intel.com/museum.

Santa Clara Convention Center Set to Expand

The Santa Clara Convention Center will add 24,000 square feet to its existing 262,000 by Summer 2008. The \$17.4 million dollar project will serve a multi-purpose type function and can be used as ballroom, meeting, or exhibit space. Another project in the works adjacent to the convention center is \$42 million dollar, 1,800 space parking garage. The new garage will be completed in 2009. For more information about the Santa Clara Convention Center, please visit www.santaclara.org.

Santa Clara Hotels Complete Major Renovations

The Plaza Suites Hotel – Santa Clara has just completed a 19 million dollar renovation of all 220 of its two-room suites, and added a new 120-seat restaurant, business center, and fitness center. The Holiday Inn Great America also updated its guest rooms with new bedding, window coverings, and carpet. The Hilton Santa Clara is enhancing its guest rooms with the “Hilton Suite Dreams bed” by the end of 2006. Finally, the Marriott Santa Clara will under go a \$1.2 million dollar renovation of its two smaller ballrooms, and in mid-2007 will complete a \$19 million dollar renovation for all 755 of its rooms.

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Santa Cruz Beach Boardwalk

Santa Cruz Beach Boardwalk Turns 100 in 2007

As the Boardwalk prepares to celebrate “100 Years, Millions of Memories” in 2007, the company is opening up its extensive collection of photographs and artifacts from its colorful past. From water carnival performers to the first Miss California Beauty Pageant and the set for Hollywood films, the company archives are a treasure trove of incredible photographs, collectibles, and stories. Centennial events include the release of a new book and DVD, a museum exhibit, new historical markers for a self-guided tour, and more.

Beating the Odds

In an era when successful amusement parks are typically part of a huge media conglomerate, the Santa Cruz Beach Boardwalk remains a unique family-operated business. As one of the top amusement parks in a state with a lot to offer, the Beach Boardwalk has battled some mighty forces. Charles Canfield, president and CEO, is an entrepreneur who has expanded the Santa Cruz Beach Boardwalk, building it into a diversified business that shines in California's travel industry. His father ran the company before him, and his son is positioned to run it in the future.

Seaside Amusement Parks

With the value of oceanfront property skyrocketing, seaside amusement parks are becoming a thing of the past. Pressure from real estate developers and restrictions from coastal regulatory agencies have combined to make seaside amusement park operation an increasingly challenging task. The Santa Cruz Beach Boardwalk is one of the few remaining seaside amusement parks in the country, and arguably the best.

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Santa Cruz County Conference and Visitors Council

Santa Cruz County Celebrates 100 Years of Tourism

The crowning jewel of the Golden State, Santa Cruz County is poised to commemorate 100 years of tourism in 2007, encouraging visitors to rediscover the charm and wonder that has attracted out-of-towners since the 1800s. Central to this celebratory year is the 100th birthday of the Santa Cruz Beach Boardwalk, the West Coast's oldest seaside amusement park. Home to two National Historical Monuments: the 1911 Looft Carousel and the 1924 Giant Dipper wooden roller coaster, the Boardwalk has a unique place in Santa Cruz County history, surviving the test of time while retaining its old-fashioned charm.

New Gift Items Benefit State Parks, Monarch Butterflies

Friends of Santa Cruz State Parks, a non-profit organization which promotes local state park education, announces the first in a series of prints created by renowned artist Michael Schwab. A portion of sales will benefit the Education and Stewardship funds of Santa Cruz State coastal parks. And Ann Morhauser, owner of Santa Cruz-based Annieglass, has created Butterflies servingware, new for 2007. The tableware features butterfly images set against transparent glass, rimmed in 24k gold. Although monarchs migrate every autumn to Santa Cruz, their habitat is eroding. Annieglass will donate a portion of sales of the collection to the Sierra Club.

Birding an Emerging Trend With Visitors

Although the second annual Monterey Bay Birding Festival is completed (September 22 – 24, 2006), many visitors to Santa Cruz County participate in birding activities on their own. The Wetlands of Watsonville Nature Center offers free guided bird walks every Sunday at 1:30 p.m. The Wetlands, a year round habitat for over 200 species of birds, is one of the largest remaining freshwater marshes along California's Central Coast. Nearby, Elkhorn Slough is one of the largest of the coastal wetlands remaining in California and is considered a significant area for birding by the American Birding Association.

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SeaWorld San Diego

“Believe”: Seaworld’s All-New Shamu Show!

SeaWorld’s most ambitious killer whale show ever, “Believe,” blends new killer whale behaviors with elaborate set pieces, music, choreography and state-of-the-art multimedia. The majestic presence of Shamu is reflected in a new 2-story stage. A spectacular water fountain sprays across the width of the show pool; three new underwater cameras capture Shamu below the surface; a giant 3-story whale tail soars high about the set; and four LED screens move and rotate as they highlight the power and beauty of Shamu and his crew. The whales’ new behaviors are choreographed to “Believe’s” original and inspiring musical score. “Believe” emphasizes the close relationship SeaWorld’s trainers have with the killer whales.

All-New Wild Arctic Interaction Opens at Seaworld San Diego in October

SeaWorld expands its animal interaction opportunities this fall by offering the Wild Arctic Interaction which will allow guests to put on a wet suit and enter the water with beluga whales. Participants will feed, touch and give behavior signals to these gentle-natured, white whales while wading on a shallow ledge in the beluga whale pool. The Wild Arctic Experience also includes the chance to meet a walrus and get an up-close learning experience with a polar bear. Scheduled to begin in mid-October, the Wild Arctic Interaction is sure to make a visit to SeaWorld an even more memorable experience.

SeaWorld’s Education Programs: A Unique Learning Environment for Children of All Ages

SeaWorld’s education department has provided more than a million children with behind-the-scenes and up-close animal experiences since the early 1980s. In the fall of 2006, the park’s camp program, which includes Resident Camps, Day Camps and one-night sleepovers, will expand even further, with more sessions available for school and youth groups, more Sleepover venues to choose from, and a new “X-treme Sleepover” in which campers feed moray eels and sleep down below in the Eel Caverns at Forbidden Reef. In addition to the parks camp programs, other educational programs include Instructional Field Trips, Behind-The-Scenes “Savings A Species Tours,” and an educational Web site for parents, teachers and students at www.SeaWorld.org In addition to bringing children of all ages close to our incredible animals, SeaWorld’s unique learning environment fosters exploration, inquiry, self-discovery and a greater appreciation for marine life and conservation efforts.

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Sierra Railroad Company

Sacramento RiverTrain

The Sacramento RiverTrain, the newest dinner train in North America, runs east from Woodland (20 miles east of Sacramento) to West Sacramento along the Sacramento River and through rich agricultural land and the Yolo Wildlife Refuge. The highlight of the 28-mile excursion is crossing an 8,000-foot wooden trestle, the longest in the West. Passengers can relax and enjoy the view from the Sacramento RiverTrain's three open-air cars and three enclosed air-conditioned cars. In addition to the train ride, trips usually include meals, entertainment and live music. Popular trips include Dinner Train, Great Train Robberies, Sunday Champagne Brunch, and annual Christmas Trains.

Sierra Railroad Dinner Train

Sierra Railroad was formed in 1897 to connect the Central Valley to the Gold Country, and is known as the "Movie Railroad" for the many feature-length movies (High Noon, Back to the Future) filmed on the railroad. Regarded as one of the five best dinner trains in the West, guests are served gourmet dinners, lunches and brunches in beautifully appointed dining cars that roll through the scenic Stanislaus River Valley. Specialty trips include Spring Wildflower Train, Chocolate Decadence Brunch, Murder Mystery Theatre, Wild West, and Rail & Raft Trip (late May – early September) that includes float trip down the Stanislaus River. Passengers board the train in Oakdale (90 miles east of San Francisco).

Skunk Train

The 121-year old Skunk Train is one of America's most popular train rides. The 40-mile trip cuts through the mountains, crosses 30 bridges, goes through two mountain tunnels, passes spectacular redwood forests and includes a lunch stop at Northspur. The Skunk Train boards in Fort Bragg or Willits (approximately 135 miles north of San Francisco). The Skunk nickname originated in 1925 because of the train's smelly gas engines that prompted people to say, "You can smell 'em before you can see 'em." Steam train trips with the 80-year-old Baldwin Locomotive #45 are offered throughout the year.

Chris Hart, President

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Solvang Conference & Visitors Bureau

Solvang: A Top Cycling Destination- Amgen Tour of California Host City

Discover what Lance Armstrong and other pro cyclists know – Solvang is great cycling country. Solvang is the individual time trial host city for the 2007 Amgen Tour of California on February 23rd. From rolling country lanes through vineyards to strenuous mountain climbs, there's something for every level of cycling ability. Leisurely tour the wineries made famous by the film "Sideways" or push yourself on a forty-mile workout on the same route used by Armstrong and other pro riders. Rent a bike locally or bring your own. Local guided rides available. Download four detailed itineraries and Tour press releases at www.solvangusa.com.

A Charming Get-Away –on a Tank of Gas

As gas prices rise, San Francisco residents are looking for get-aways within easy reach. At an average of 297 miles and five-six hours drive, Solvang can be an overnight or great weekend excursion. Park the car and stroll this picturesque Danish village filled with flowers and windmills, sample authentic pastries and cuisine, take in a guided tour on the "Honen" – a Belgian draft-horse drawn street car and shop and dine at the more than 150 boutique shops and restaurants. Don't forget our world-class wine tasting: there are 13 tasting rooms downtown and numerous vineyards nearby.

"Skattejagt"–Danish Shopping Treasure Hunt –Winterfest 2006 - March 2007

The Danish village of Solvang twinkles with magic ala Tivoli Gardens for Winterfest Celebrations starting this fall with a Danish Treasure Hunt – or "Skattejagt- for unique boutique shopping. Featuring elegant antiques and collectibles, beautifully crafted Danish imports, vibrant arts and crafts, and homemade chocolates, jewelry, custom knives and local art galleries; stroll through quaint "Little Denmark" for extra discounts, bonus gifts, promotions and raffles at participating businesses. There's wine tasting, live music, carriage rides, parade, tree lighting, European Christmas Village and more. Special hotel packages are available; check the new online reservation service at www.solvangusa.com or contact the visitors bureau.

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Somerville Associates Marketing Communications

Pacifica Hotels

Pacifica Hotels are situated in distinctive locations along the coast near major cities, from San Francisco to San Diego. Visitors can vacation their way from Northern through Southern California, taking advantage of company-wide promotions and packages along the way. Gas and gift cards are two perks for staying at most lodgings.

This Christmas holiday, visitors can celebrate a Cambrian Christmas - Holiday in the Pines – which comes wrapped in old English ambiance at Fogcatcher Inn and breathtaking ocean vistas at Fireside Inn located in Cambria. Both properties have stellar ocean views and both properties are on Moonstone Drive. www.pacificahotels.com

Redondo Beach

It's got the appeal of California's legendary beach towns, yet Redondo Beach is uncrowded, scenic, and attractive to multi-generation travelers. Bike the 27-mile strand along the beach, dine on the pier with a sweeping view of the ocean, scuba dive, boat, hike the scenic designated trails, then take in a show at the classy performing arts center. Redondo Beach has a sterling line-up of annual events, including a free summer concert series on the famed horseshoe-shaped pier; Lobster Festival; Annual 10k Run, walk, baby buggy race; chalk festival on the pier; and kite festivals. www.visitredondo.com

Mandalay Beach Resort

Mandalay Beach Resort, situated on expansive white-sand beach near the Channel Island Harbor, is a stunning enclave just 60 miles up coast of Los Angeles. This full-service destination resort is just a short drive to harbor cruises, restaurants, water sport, shops, and visitor attractions. Ventura Harbor, Oxnard Heritage Square, San Buenaventura Mission, and the Ventura County Fairgrounds are all just minutes away. Nearby cities include Santa Barbara, Malibu, Ventura, Camarillo, and Ojai. It covers over eight acres of breathtaking ocean front property. Grounds are landscaped with lush gardens, waterfalls and lagoons, from which guests can view spectacular sunsets. www.mandalaybeach.embassysuites.com

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Sonoma County Tourism Bureau

Flavors of Sonoma Country

Zinfandel, olive oil and luscious white peaches from Dry Creek Valley, crisp Gravenstein apples from Sebastopol, goat cheeses from fog-cooled Green Valley, tangy sheep milk cheeses from the rolling hills of Two Rock, tender organic chicken from Petaluma, succulent duck from Penngrrove, Dungeness crab and sweet sand dabs from the fishermen of Bodega Bay, pert salad greens and herbs from the flatlands of Santa Rosa, silky pinot noir from the Russian River Valley – these are just some of the flavors of Sonoma Country, a unique harvest shaped by the farmers and winemakers who find inspiration in its fertile soil, rugged sea coast, and mild climate.

Sonoma Country is Fore Golfers

Sonoma Country is a vintage California golf destination. With a mild climate that encourages year-round play, fantastic off-the-fairway diversions and a stunning natural setting, Sonoma County cards a winning score for golf travelers of every index and inclination. Course layouts include a classic Scottish links, manicured fairways cut into rolling foothills, the popular site of several professional golf tournaments, an exacting test through redwood-lined fairways, and many other dramatic designs. The variety of terrain is terrific, from ocean headlands to scenic wetlands where “birdies” (the winged kind) are plentiful. Sonoma Country features playful resort courses for beginners and full-throttle links for pin-seekers chasing par.

Family Fun in Sonoma Country is All Over the Map

Shining seas, tall redwood trees, family farms, and small town charms – Sonoma County is the Bay Area’s big backyard where families live and play – where memories are forged every day. Views are spectacular along the Sonoma County coast any time of year. Winter is prime time for whale watching at Bodega Bay where the Oceanic Society provides educational programs. Many regional and state parks on the coast and inland offer family activities – picnicking, camping, and horseback rides through ancient redwood groves at Armstrong Redwoods State Reserve or on the beach at Bodega Bay. Hot air ballooning is a unique and dramatic way to see the countryside from a birds’ eye view.

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South Santa Clara Valley Tourism Partnership

Golf Anyone?

There are eleven golf courses surrounding Gilroy and Morgan Hill designed for the professional to the more casual player. Gilroy holds the distinction of the “oldest golf course in Santa Clara County” – Gilroy Golf Course. This course sits squarely in the foothills of Mt. Madonna. Also nestled in the oak covered foothills of Gilroy is Eagle Ridge Golf Club. To the north in Morgan Hill, you have the beautiful Coyote Creek Golf Club. Jack Nicklaus has designed this tournament course to reward every skill level and to take advantage of the picturesque terrain.

Wineries of Santa Clara Valley

Swirl, sip & savor the wines from California’s first premium wine production region – the Santa Clara Valley. Take a step back in time to a more relaxed era. Visiting the historic wineries is to leave the Computer Age behind. Rich soils and a Mediterranean climate offer a perfect location for over 15 wineries in the valley. Offering a variety of award winning wines, daily complimentary tasting is available at most of the wineries. Many offer tours, special festivals, concerts and dinners. Enjoy the variety of winery locations carrying on their ancestor’s tradition of winemaking.

Enjoying The Great Outdoors

Let your mountain bike take you into the backcountry where you’ll discover quiet beauty. The perfect opportunity to observe the natural beauty of Santa Clara County is on your bike. In Morgan Hill, Anderson Lake County Park and Coyote Creek Parkway is a paved trail that follows Coyote Creek north for 15 miles to Coyote Hellyer County Park. Down the road in Gilroy, area parks offer from easy to strenuous trails. Sprig Lake Trail on Hecker Pass is a two-mile hike up to Mt. Madonna Park. Shoreline Trail at Coyote Reservoir has two different trails you can explore.

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The US Grant - San Diego, CA

Opening October 17th, 2006 THE US GRANT™ is the world-class embodiment of the history, vitality and singularly dynamic character of downtown San Diego. The landmark hotel re-opens as a member of the elite Starwood Luxury Collection after a meticulous \$52 million renovation and historic restoration by its owner, the Sycuan Band of the Kumeyaay Nation. THE US GRANT opened in 1910 and the 11-story hotel has been listed on the National Registrar of Historic Places since 1979. When completed, the historically chic hotel will offer 270 guest rooms, including 47 suites; 33,000 square feet of ballroom and special event space weaving elegance and history with 21st century technology; and a contemporary interpretation of the legendary Grant Grill and Lounge. With new custom-designed furnishings, décor and original works of art in both public spaces and guest rooms, THE US GRANT is an urban sanctuary in the heart of one of America's most cosmopolitan cities. www.luxurycollection.com/usgrant

The Lodge At Tiburon – Tiburon, CA

The Lodge at Tiburon is a full-service upscale hotel in the heart of the charming Marin County's town of Tiburon that opened in March 2006 after a \$6.5 million dollar re-invention. Set amid three-acres of landscaped gardens, the craftsman-style property consists of 102 luxuriously appointed guest rooms and suites; Three Degrees, a 120-seat restaurant and bar; the cozy Library; Lounge with fireplace; a pool and whirlpool featuring private cabanas; a complimentary business center and 5,000 square feet of dedicated banquet and meeting space. Surrounded by over 40 unique shops, art galleries and restaurants, the hotel is only steps away from San Francisco Bay and the ferry landing with convenient service to Fisherman's Wharf or the Embarcadero. Encircled by world-class recreational offerings such as hiking in Muir Woods, sailing and ocean kayaking off Angel Island, wine tasting in Sonoma/Napa Valley, the hotel is only ten miles from San Francisco. Room rates start at \$219.00 per night. www.thelodgeattiburon.com.

The Sainte Claire San Jose, CA

The official grand re-opening and 80th anniversary is on October 17th 2006. Set at the apex of downtown San Jose, just three miles from the San Jose Mineta International Airport and steps from the San Jose McEnery Convention Center, the Tech Museum and the Theater District, this Spanish Revival Renaissance-style hotel features 170 beautifully appointed guestrooms, including 17 distinctive suites, each showcasing the historic hotel's unique architectural features. In addition, The Sainte Claire boasts more than 10,000 square feet of flexible meeting and event space; a complimentary five-star business center; an impressive art collection; a state-of-the-art fitness center; Il Fornaio restaurant, Panetteria bakery and the newly restored Lobby Bar. Acquired by Larkspur Hospitality in June 2005, the hotel is registered as a National Historic Landmark and recently completed a \$6 million renovation. The Sainte Claire's guest-focused services and amenities are signature to all Larkspur Collection hotels, a group of five distinctive hotels among Larkspur's 16 properties. www.thesainteclaire.com.

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Truckee Donner Chamber of Commerce

Best Skiing/Snowboarding Town in the United States

Truckee was named “Best Skiing/Snowboarding Town” in the United States by *Outside Magazine* in the August 2006 issue. With more than a dozen ski and snowboard resorts within minutes of town, Truckee lives up to its reputation. Beating out Jackson, Wyoming, for top honors, the article highlights the small community feel and historic uniqueness, having been a lumber mill town, a stagecoach stop and a film location for Hollywood movie crews. The article emphasizes that living in the Sierra Nevada is nothing short from paradise for all riders, offering extreme terrain in the winter and access to an abundance of summer activities once the snow is gone. From hiking, fishing, mountain biking, and whitewater paddling, Truckee has unlimited reasons for *Outside Magazine*’s distinctive honors.

New Lodging Options in Old West Town

New to Truckee this year, Cedar House Sport Hotel is an edgy, European-style, mountain adventure vacation hotel. This 42-room hotel is the product of a husband and wife team’s dream to design, build and run their own hotel. Guests can enjoy mountain sport activities and guided services combined with European-style hospitality where guests mingle with the owners. Hampton Inn & Suites, the national brand of mid-priced hotels, has opened a 109-room Inn in Truckee. The hotel features comfortable guestrooms or studio suites, an outdoor pool and spa, a business center and 1,000 square feet of meeting space.

Truckee on Track to Greenest Small Town

Truckee encourages an environmentally friendly community that starts with the “green-minded” awareness of local residents and is evident in the local businesses as well. Both the Truckee Donner Public Utility District (TDPUD), who actively promotes green building practices and smart home energy, and the Sierra Green Building Association (SIGBA), who hosts an annual Green Building Tour, have a significant, green influence in the community. Scott Terrell of the TDPUD states, “With the amount of non-residential and possibly home green building square footage per capita planned over the next few years, Truckee is destined to become the Greenest Small Town in America by 2010.” As a testament to this prediction, Gray’s Crossing will host a Sunset Idea House available for viewing summer of 2007.

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Vacaville Conference & Visitors Bureau

Nut Tree

The long-awaited return of Vacaville's most treasured landmark is finally here. The Nut Tree began as a roadside fruit stand in 1921 and expanded into a world-renowned restaurant and destination that played host to presidents and even royalty. This 80-acre redevelopment project includes the Nut Tree Village which offers exciting dining and shopping venues, and the Family Park at Nut Tree where families can climb aboard the original Nut Tree train and other customized amusement rides. The original Harbison House, built in 1907, is being preserved as a centerpiece to showcase the rich history of the Nut Tree and California.

Fiesta Days 50th Anniversary

Fiesta Days began in 1957 to celebrate Vacaville's Western and Hispanic heritage, and 2007 will mark its 50th anniversary. It is expected to draw thousands of Fiesta Days enthusiasts. The sanctioned Fiesta Days Parade will be the anchor attraction which garners over 160 entries annually. The family-fun carnival will light up Andrews Park, while "Hispanic Day" greets brave contestants who blaze through the Onion and Jalapeño Pepper Eating Contest. Vacaville's Fiesta Days Queen judges the most unique, the longest and the best-trimmed beards at the Whiskerino Contest, in keeping with tradition since the contest began in 1957.

Historic Peña Adobe

The Peña Adobe is a State and National Historic Landmark and the oldest building in Solano County. Built in 1843, it was deeded to the City of Vacaville for restoration and preservation. The First Annual FANDANGO was held in May of this year as a living history event to showcase the restoration of the Peña Adobe and its historical connection to Vacaville. "The Friends of the Peña Adobe" are actively planning FANDANGO 2007 to generate funds, in part, for museum expansion, farm equipment repair and Interstate 80 signage identifying Peña Adobe as a National Historical Landmark.

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Ventura Visitors & Convention Bureau

Tails are Wagging for Ventura, the Doggie Hot-Spot of the West Coast

From hotels that welcome tail-waggers with cookies and collapsible bowls to outdoor areas where owners and their dogs can run free and chase balls, Ventura is the west coast's newest dog-friendly destination. The recently renovated Crowne Plaza Ventura Beach has joined the wagon of dog-friendly hotels in Ventura – which includes properties such as the Ventura Beach Marriott and La Quinta Inn – and is located adjacent to Surfer's Point, one of several beaches that allow dogs to roam free. Several Ventura parks also allow four-legged friends to roam off-leash, while many Ventura restaurants, such as Anacapa Brewing Company and The Greek at the Harbor, have dog-friendly patios.

Share the Stoke! Ventura Offers One of the West Coast's Best Surf Breaks

Named the best surfing destination in the US – after Haleiwa, Hawaii – by *Outside Magazine*, Ventura invites boarders to take advantage of the legendary point breaks at C Street – known as “Surfer's Point” – and its California beach town atmosphere. Ventura boasts several surf schools that offer lessons for beginners and shred masters alike, and additionally comprises numerous surf shops, many of which are located within walking distance of the beach. The C Street Surfing Museum, featuring traditional and interactive “hands on” surfing exhibits, is set to open this month, and was made possible by funding from the C Street Longboard Classic, an annual surfing competition that draws pro-surfers and large crowds in the month of September.

Ventura's Eclectic Melée of Restaurants Featured in 2006-2007 Culinary Guide

The *2006-2007 Ventura Culinary Guide* hit stands in early August, and contains a plethora of new and updated features, including a complete dining guide. With a revitalized historic downtown area, Ventura is emerging as a destination for both global cuisine and sophisticated dining: cozy Italian eateries and elegant supper clubs now share the avenues with wine, martini and coffee bars, offering something for every taste and occasion. Restaurants such as Jonathan's at Peirano's and Café Fiore are known for their fresh, global ingredients, while establishments such as the Taj Café and Café Bariloche bring international flair to Ventura's streets. These are just a few of the many dining options that Ventura has to offer!

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Weidinger Public Relations

Fall in Love Again in Murphys

In Calaveras County, experience history, romance and adventure. Along Highway 4 is Angels Camp, a historic gold rush town. In fact, City Hall, a saloon during the 1800s prohibition times, was a hot spot for bootlegging. Fall in love again in Murphys, a lost-in-time Victorian town lined with charming B&Bs, a historic hotel, cafes, restaurants, a spa, boutiques and wine-tasting rooms. This intimate, tucked away town makes for a private, romantic getaway. Journey to the center of the earth by visiting Moaning Caverns, a deep, narrow cave – not recommended for even the remotely claustrophobic. A spiral staircase weaves down fascinating rock formations and subterranean caverns. Or rappel down 165 feet on a rope--a daring but safe adventure. www.gocalaveras.com

The Blue World Turns White Starting in November

The Blue World turns white starting in November, and the action doesn't stop. South Shore Lake Tahoe's Blue Avenue, the main strip where nightlife comes alive, boasts the new MontBleu Resort and Casino with Opal Euro-Asian cuisine, Ultra-Lounge and Blu Nightclub. VEX, formerly Altitude nightclub in Harrah's, underwent a \$3 million renovation. Off the strip, three nearby ski resorts offer the best in skiing and riding nationwide – Heavenly Mountain Resort leads Lake Tahoe resorts with a top-15 national ranking in *SKI Magazine's* Top 50 Resorts in North America. Kirkwood Mountain Resort is consistently ranked by *SKI Magazine* as a top 10 resort for Terrain and Snow plus *USA Today* has the resort ranked in the Top 10 places in North America to Learn to Ski with family; Sierra-at-Tahoe is recognized by *Freeskier Magazine* as a top resort for Best Terrain Parks. www.BlueLakeTahoe.com

Tahoe Mountain Resorts, Boasts Four New Distinctive Communities

For a year-round resort experience, look to North Shore Lake Tahoe where East West Partners, under the name of Tahoe Mountain Resorts, boasts four new distinctive communities with amenities that include swimming, tennis, fitness, golf, skiing, spa services, après ski lounge, ski valet service, three 18-hole championship courses, Golf Digest Academy, shuttle service, and member only fine dining at lakeside Wild Goose Restaurant and mountain top Schaffer's Camp opening this winter. The four communities consist of: The Village at Northstar, The Highlands, Old Greenwood and Gray's Crossing. Coyote Moon Golf Course in Truckee and the lakeside Wild Goose restaurant in Tahoe Vista are also part of this community. In 2006, Old Greenwood's Jack Nicklaus Signature golf course was rated No. 4 among America's finest new "Upscale Public Courses" by *Golf Digest* in 2005. *Golf Magazine* also rated it one of the 10 Best New Public-Access Courses in the Country (February 2005). www.tahoemountainresorts.com

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West Hollywood Convention & Visitors Bureau

West Hollywood – A Stylish Lifestyle Destination

Nestled between Beverly Hills to the west and Hollywood to the east, the young, vibrant city of West Hollywood jam packs the quintessential LA experience into a walkable and safe 1.9 square miles. From world-class dining and nightlife, to beauty and fashion, West Hollywood provides the lifestyle experience often times only sees in the movies. 14 hotels welcome travelers of all persuasions, budgets and design orientations. From trendy powerhouses like Mondrian or The Standard, and historic and fashionable gems like the Sunset Tower Hotel, to residentially-located boutique hotels like Chamberlain and Le Montrose, WeHo has it all.

The West Coast Mecca of Art & Design

The 1.2 million-square-foot Cesar Pelli-designed Pacific Design Center, over 300 showrooms, boutiques and shops on the Avenues of Art & Design, the MAK Center at Schindler House and the Museum of Contemporary Art's satellite location in West Hollywood make it the largest district on the West Coast for art & design. Big names like Armani Casa, Williams Sonoma Home and Minotti make their home in West Hollywood's Avenues of Art & Design. Over 30 art galleries specializing in everything from pop and modern art to Early California art reside on the Avenues district alone.

The Home of LA's Live Music & Its Legends

West Hollywood's Sunset Strip reigns supreme when it comes to live music in LA. Legendary clubs like the Viper Room, Whiskey A Go Go, Cat Club, Key Club and House of Blues on the Strip host big and small acts alike, continuing the tradition which dates back to the 1960's psychedelic movement. Then it was Jimi Hendrix, The Doors and Ozzy Osbourne, today it's Coldplay, The Strokes and Prince. The Troubadour on Santa Monica Boulevard was the site of Elton John's first-ever U.S. performance. Also on Santa Monica Boulevard, find the former motel room of Doors front-man Jim Morrison at the Alta Cienega Motel.

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SAN FRANCISCO MEDIA RECEPTION

October 4, 2006

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