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CALIFORNIA TRAVEL AND TOURISM COMMISSION APPLAUDS CALTRANS FOR
EARLY SNOW REMOVAL PLAN TO KEEP SKI RESORT AREAS OPEN FOR VISITORS
CTTC Unveils New California Snow Map for Visitors

(SACRAMENTO, CA) - The California Travel & Tourism Commission (CTTC) gave kudos to the California Department of Transportation for its proactive plan to keep the roads to major resort areas open for business after two winter storms dumped tons of snow very early in the season, announced Caroline Beteta, CTTC president & CEO and chair of the U.S. Travel Association.

“In this economy, an early snow season is a true blessing,” Beteta said. “However, without road access, visitors can’t get through to enjoy the resorts and support local jobs.”

At a recent Snow Summit, Beteta and representatives from California’s ski industry met with Caltrans Director Randy Iwasaki and members of his senior management team to review their plans to keep the roads clear and support local businesses.

“Despite the furlough situation and the ongoing budget crisis in California, we were pleased by Caltrans’ commitment to swift snow removal – especially with the early ski season,” said Rusty Gregory, chairman and CEO of Mammoth Mountain Resorts and incoming CTTC vice chair. “Since this could be an El Niño year, we need to be prepared.”

Caltrans has hired hundreds of seasonal workers this winter to supplement the regular crew to ensure that motorists will be able to make it to their destinations safely

this winter. “Because we anticipate greater snow levels than usual, we have mobilized the necessary equipment to keep the roadways as clear as possible,” said Caltrans Chief Deputy Director Cindy McKim.

Ski resorts and winter sports in California are big business, according to Bob Roberts, president of the California Ski Industry Association.

“Caltrans’ proactive planning has been critical to the successful early launch of the ski season,” Roberts said. “The ski resorts alone in California generate \$700 million in direct visitor spending. When you factor in multipliers for indirect expenditures, the total economic impact is nearly \$3 billion.”

To make it easier for visitors to take advantage of the earlier snow season throughout the Golden State, CTTC has created a California snow map outlining ski resort areas, nearby cities and airports, and great places to cross country ski. The map is located on www.visitcalifornia.com/snowmap.

“Over the past few years, we’ve stepped up efforts to promote winter sports in California, and this new map is an additional tool to give visitors the inside scoop on all the options,” Beteta said. “We want visitors to remember that when they’re looking for great ski or snowboard opportunities this winter, California has outstanding resorts. No other state offers the abundance and diversity of additional activities, such as surfing, whale watching, wine tasting and world-class urban attractions.”

The CTTC is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state’s travel industry - that keep California top-of-mind as a premier travel destination. According to the CTTC, travel and tourism expenditures total \$97.6 billion annually in California, support jobs for 924,000 Californians and generate \$5.8 billion in state and local tax revenues. For more information about the CTTC and for a free *California Visitor’s Guide*, go to www.VisitCalifornia.com.

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