

Mobile California Welcome Center

Ongoing

Program Description

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

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

Target Audience

Consumers at California events across the state.

Objectives & Reach

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



Results & Accomplishments

The Mobile Welcome Center program was renewed for a second year. Below is the tentative calendar for 2010 event appearances.

2010 Airstream Calendar

- **March 12-14**, BNP Paribas Open Tennis Tournament, Palm Springs
- **April 23-25**, California Asparagus Festival, Stockton
- **May 16-23**, Amgen Tour of California, statewide
- **June 5-6**, Sunset Celebration Weekend, Menlo Park
- **June 18-20** (tentative), NASCAR Toyota/Save Mart 350 Sprint Cup, Infineon Raceway, Sonoma County
- **July 23-25**, Gilroy Garlic Festival, Gilroy
- **Sept. 11-12**, Mountain View Art & Wine Festival, Mountain View
- **Sept. 16-18** (tentative), Route 66 Rendezvous, San Bernardino
- **Oct. 1-3**, California Avocado Festival, Carpinteria
- **Oct. 16-17**, Half Moon Bay Art & Pumpkin Festival, Half Moon Bay

California Airstream Partners

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

Program Contact(s)

Sophia Thompson
Welcome Center Manager
916.445.1094
sthompson@tourism.ca.gov

Jonelle Tannahill
CWC Liaison
916.319.5438
jtannahill@visitcalifornia.com