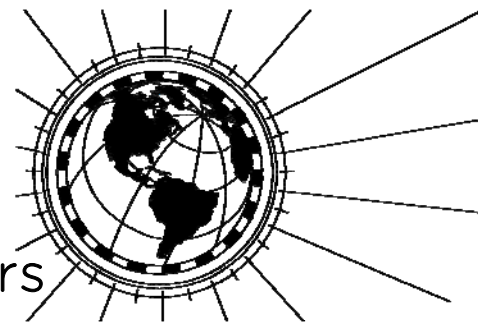


California Welcome Centers



The 16 California Welcome Centers (CWCs) serve to promote the entire state and their immediate area, giving travelers a reason to stay longer in a selected region. All CWCs service travelers while in California by providing destination, attractions, performing arts and accommodations brochures from throughout the state. Most CWCs also provide reservation services, Internet access, regional and California merchandise, attraction ticket sales and plasma screen advertising.

The CWC program incorporates education and outreach. The program maintains a presence at major tourism conferences in order to educate regions on the benefits of having a CWC and to encourage the tourism industry to partner with the CWCs. The CWCs operate with the core strategies of branding, education and promotion.