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LAUNCHPAD: Travel 4 follows US TV hits route

Travel 4 has teamed up with California Tourism, United Airlines and Alamo to offer three new fly-drive itineraries based on recent television and film hits set in California.

The itineraries, which it is hoped will capitalize on the popularity of shows such as The O.C. and Laguna Beach, are being previewed before possible inclusion in Travel 4's 2008 Americas brochure, launched later this summer.

Options start from £ 739 per person for a nine-day California tour, which includes flights, car hire and accommodation based on two sharing.

The price applies to bookings made during the June 2007 promotion, covering travel between November 1 and December 14, 2007.