



California's year-round playground

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FRESNO/CLOVIS CONVENTION & VISITORS BUREAU (FCCVB): “THIS IS WHAT WE DO”

Fresno, CA, January 6, 2011- Fresno and Clovis featured in major publication: *California 2011 Official State Visitor's Guide and Travel Planner* features the region as a “Central Valley surprise”.

The FCCVB hosted a familiarization tour for travel writers in spring 2010. The tour was to promote our destination which led to a three page article in the California 2011 Official State Visitor's Guide. This article which touts “... check out 17 reasons to pull over in Fresno and stay awhile” will reach State, Domestic and International audiences. “Most folks zoom by Fresno on their way to Yosemite...But turn off State 99 and you'll uncover a Central Valley Gem, a surprisingly stylish, eclectic, ethnically diverse and innovative city that hasn't forgotten the value of small-town charm.”

“We are a destination marketing organization. We invite industry professionals to tour our destination which increases our visibility and allows us to showcase what we have to offer; this results in increased tourism dollars for our cities” says Layla Forstedt, Acting CEO/President, Fresno/Clovis Convention & Visitors Bureau. “The latest Dean Runyan & Associates Report states that the annual total traveler spending is \$1.1 billion in Fresno County. “

The primary objective of the Fresno/Clovis Convention & Visitors Bureau is to strengthen the local economy by marketing the cities as destinations for meetings, conventions, trade shows, special events, amateur athletic championships, leisure & group travel through marketing, sales, advertising & promotion and the providing of services and materials to enhance the visitor experience.

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