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 **NTA** Monterey, California June 4-6
Spring Meet 09



California

Pre and Post
Familiarization Tours
June 1-4, 2009
June 7-10, 2009



Welcome to California!

The California Travel and Tourism Commission (CTTC) is a nonprofit 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. CTTC targets domestic and international markets to position the state as the top leisure destination of choice. CTTC additionally serves industry partners by providing outreach opportunities to maximize funds that may otherwise be restricted to local and regional marketing efforts.

CTTC offers travel planning and visitor information to consumers, media and travel trade professionals. In honor of hosting the National Tour Association (NTA) Spring Meet in beautiful Monterey, California is showcasing three spectacular familiarization tours throughout the state. Registration is available to tour operators only, with a limit of two individuals per company. The registration fee is \$50, and includes hotel room and tax, ground transportation, activities and specified group meal functions. All other charges are to be paid by the individual.

Space is limited. Reservations will be accepted on a first-come, first-served basis. Familiarization tour itineraries are subject to change. Departure times and further details will be provided with your confirmation.

We hope you will be able to join us and enjoy the California sunshine for a few extra days!

For further information on fam itineraries and participation, please contact **Brian Carey**, at 916.319.5402 or bcarey@visitcalifornia.com, or **Percy Stevens** at 916.319.5425 or pstevens@visitcalifornia.com. For more information about CTTC, go to www.visitcalifornia.com.

You can also contact the Monterey County Convention and Visitor’s Bureau: Bruce Skidmore at 831.657.6414 or bruce@mccvb.org; Anne Auburn at 831.657.6422 or anne@mccvb.org; or Jerry Diaz at 831.657.6412 or jerry@mccvb.org.

Find Yourself Here

California really does have it all! Whether shopping at mega malls or local boutiques, dining at over 78,000 restaurants, enjoying countless beaches along more than 1,264 miles of coastline, being thrilled at theme parks north and south, hitting the slopes at 34 great ski resorts or visiting California's renowned state and national parks, California is the year-round destination of choice.

California is a land of incredible sights and unparalleled diversity, including the sunny beaches, rugged coastline, best museums, brand-name shopping and iconic landmarks of Los Angeles and San Francisco. Stunning National Parks such as Yosemite and other natural wonders showcase California's true natural beauty, while the diversity of its peoples and its vast history is reflected in some of the best museums in the U.S.

California is also home to some of the world's best wine and cuisine, with top chefs using the freshest, most delicious ingredients to create incredible foods with great diversity.

California's miles of scenic coastline make touring an exciting adventure, while the mix of urban destinations and small-town gems offers a never-ending parade of activities and destinations, including the freshest, finest wine and food offerings anywhere. California is truly a place of diverse wonders - anywhere you go, you're bound to find something new.



Tour One

Discover the Land of Wine and Food

California truly is the Land of Wine and Food. With more wineries than any other state and famous chefs serving the freshest ingredients, California is one of the world's top wine and food destinations. With award-winners by the dozen and incredible opportunities to taste, tour and learn, California's wine country spreads across the state and is the stuff of wine lovers' dreams. California's broad mixture of cultures from across the globe makes for an equally dynamic cuisine. From American and new-wave California Cuisine to exquisite gourmet selections, little of California's culinary selections exist without a dash of another vibrant culture, allowing foodies to take their taste buds around the world. Delight your palate with this delicious foray through California's culinary strongholds.

Day One - Monday, June 1

San Francisco

Fly into San Francisco in the late morning. San Francisco has long ranked among the royalty of culinary cities in the U.S., known for its abundant five-star restaurants, gourmet specialty foods and proximity to the famous Napa and Sonoma wine valleys. Spend your day exploring the sights and sounds of this great city, from its world-famous architectural landmarks to its eclectic shops and wonderfully diverse peoples. Then, savor a delightful dinner infused with the freshest ingredients in a cool atmosphere.

Day Two - Tuesday, June 2

Marin County/Sonoma/Mendocino

Start today in Marin County, a small but emerging wine region just across the Golden Gate Bridge. Flanked by the Pacific Ocean and San Francisco Bay, Pinot Noir is the star here. Cool sea breezes also make Riesling, Sauvignon Blanc and Syrah local specialties. Then, explore the flavors of Sonoma County - from its world-renowned wines to olive oil, cheese, bread and other gourmet offerings. With more than 250 wineries and quaint towns bordered by gorgeous vineyards, Sonoma is truly a place for connoisseurs of all kinds. Your journey continues northward to Mendocino, a small town perched directly atop the Pacific. Between the redwoods and the ocean, you may not know which way to look - but it's all beautiful. From the wineries of Anderson Valley to the stunning Botanical Gardens, California's North Coast will produce memories to treasure.



Day Three - Wednesday, June 3

Willits/Lake County/Central Valley

From the eco-friendly small town of Fort Bragg, you'll take a ride on the Skunk Train to Willits, then meander along the shores of Clear Lake. Another burgeoning wine scene, Clear Lake also plays host to those loving watersports, houseboating and concerts. Several new restaurants have sprung up around the lake in recent years, beckoning wine and food lovers alike. From Clear Lake, you'll continue into the heart of California's agricultural production - the Central Valley. In Yolo, Colusa and Solano counties, check out emerging gourmet products. From olive and walnut oils, fantastic cheeses, rare endives, blueberries and a host of other unique and mouthwatering products, discover the next new thing in California's greatest garden.



Tour Two

Cruise Along California's Central Coast

Find the perfect balance between urban and rural on California's Central Coast. Celebrity residents, world-class resorts, an emerging wine region and a castle are part of the attraction, yet the atmosphere is relaxed and casual as you make your way along scenic Highway One. Because of this area's unique geography and small towns, it offers some of the most dramatic and rewarding Highway One drives. California's central coast wine country has been hailed as the next big thing. Tasting rooms in Paso Robles are some of California's best-kept secrets for wine aficionados. You'll also find plenty of California cuisine, thanks to talented Central Coast chefs.

Day One - Sunday, June 7

Big Sur/San Simeon/Paso Robles/Cambria

Kick off your tour of California with a drive down the stunning Pacific Coast Highway—one of America's most beautiful drives. Enjoy stops at Big Sur—known for panoramic views and self-guided nature trails—Ragged Point and Bixby Bridge before arriving in San Simeon. Enjoy a guided tour and lunch at Hearst Castle. Built by newspaper magnate William Randolph Hearst over 30 years, this magnificent 115-room castle is filled with an incredible collection of art and antiques. Next, head to the emerging Paso Robles wine country to taste some delicious vintages. The local limestone soil influences the popular Cabernet Sauvignon and Zinfandel varieties grown here, and Rhone varieties also flourish in the warm climate. Spend the night in Cambria, an artists' colony nestled in a forest of Monterey pines.

Day 2 - Monday, June 8

Morro Bay/San Luis Obispo/Solvang

Wake up to a morning cruise of Morro Bay, a picture-perfect lagoon popular with birdwatchers. Then, continue to San Luis Obispo, a cute college town known for shopping, history and one of the best farmer's markets in California. There, explore the Madonna Inn with its picturesque pool and day spa. You'll continue to the historic Apple Farm Inn for a tour of the old-fashioned millhouse—an exact replica of a working grist mill from the turn of the century. Taste old-time candy and soda, and shop for cheese, olives, local wines, jams and other gifts. Enjoy lunch, and don't forget the homemade ice cream! Other stops today include a behind-the-scenes tour of the Pacific Conservatory of the Performing Arts Theatrefest and a traditional smorgasbord dinner in Solvang—an authentic Danish settlement. Founded in 1911, Solvang is full of specialty shops and historic stops. Take a picture in front of an authentic windmill!

Day 3 - Tuesday, June 9

Solvang/Santa Ynez Valley/Santa Barbara

You'll begin your morning with breakfast at a traditional Danish bakery in Solvang, then tour the Quicksilver Miniature Horse Farm. Head to the Santa Ynez Valley for a tour, wine tasting and lunch at a local winery. This is the heart of Santa Barbara wine country, and home to 14 award-winning wineries. It's a perfect place to relax your mind and please your palate. Continue into fabulous Santa Barbara for a city tour, including stops at Mission Santa Barbara and the Santa Barbara Zoological Gardens. Finish the perfect day with a wine and cheese reception and dinner at one of Santa Barbara's many fantastic restaurants.

Day 4 - Wednesday, June 10

Simi Valley

Today, you'll head to Simi Valley for the last stop on your tour of California's Central Coast - the Ronald Reagan Presidential Library. Discover artifacts from President Reagan's incredible life story, including film clips and official documents. Take a walk through Air Force One! From there, you'll go to LAX for an early afternoon departure.



Tour Three

Explore California's National Parks

California's hundreds of state and national parks provide incredible opportunities for communing with nature and learning about California's fascinating history. From state beaches covering most of the 1,264-mile coastline, forests filled with the largest trees in the world, and museums and historical sites preserving priceless cultural artifacts, California's 4.1 million National Parks acres and 1.3 million State Parks acres offer a place for the entire family to learn, grow and participate in many exciting adventures. Visitors can camp, hike, swim, ride, bike and play for days, all while seeing some of the most breathtaking scenery in the world. On this California tour, explore Sequoia and Kings Canyon National Parks, which share a common boundary, as well as the world-famous Yosemite.

Day One - Sunday, June 7

Sequoia National Park

Sequoia National Park is California's first national park and America's second oldest, next to Yellowstone. Late spring/early summer is one of the most beautiful times to visit, with fields of wildflowers and abundant wildlife. Rivers and waterfalls run crystal clear, while higher parts remain a snow-capped testament to the recent winter. The giant sequoias are an impressive reminder of nature's beauty and resilience, while the oak chaparral is second only to the rainforest in diversity of plants and animals. Enjoy lunch at the historic Reedley Opera House, built in 1903.

Day Two - Monday, June 8

Sequoia and Kings Canyon National Parks

Both parks offer a range of activities including free ranger-led walks and talks, fishing, hiking (800 miles of marked trails), horseback riding, cross-country skiing and snowshoes walks. Finish your tour of Sequoia National Park by viewing the largest tree on earth, the General Sherman tree. This 2,000-year-old masterpiece of nature is truly a sight that will stay with you. Next, head to Kings Canyon National Park, which was established 50 years after Sequoia and is just as beautiful. Make sure to see the Kings River and the canyon that this park is named after. Additionally, don't miss Grant Grove, home to the General Grant Tree - the Nation's Christmas Tree.

Day Three - Tuesday, June 9

Yosemite National Park

Enjoy a stunningly scenic drive to Yosemite National Park—the jewel of the High Sierra. Famous for waterfalls, granite masterpieces, camping, wildlife and some of the best sky-gazing known to man, Yosemite remains a must-see for any California visitor. On a guided tour of the valley floor, you'll catch a glimpse of the landmarks Ansel Adams made famous, including Yosemite Falls, Half Dome, El Capitan, Bridalveil falls and more. You'll also learn fascinating facts about Yosemite's history, geology and wildlife. With nearly 1,200 square miles, there are parts of Yosemite still to be discovered. June is peak wildflower time - you're bound to catch a glimpse of nature's carpet of many colors in meadows throughout the park. Travel to Sacramento for an early afternoon departure, with visions of mountains in your head.



NTA Spring Meet Pre- and Post-Familiarization Tours

Name_____

Title_____

Company_____

Address_____

Country_____ Postal Code_____

Telephone_____ Fax_____

E-mail address_____

(Please also attach photocopy of business card.)

Please indicate your first and second choice by tour number as follows:

- Tour 1 - Discover the Land of Wine and Food
- Tour 2 - Cruise Along California's Central Coast
- Tour 3 - Explore California's National Parks

First Choice_____ Second Choice_____

Registration Fee: US \$50 per person Credit Card (circle one): Visa MasterCard

Credit Card Number_____

Expiration Date_____ Card Security Code (on back)_____

Billing Address_____

Signature_____

All familiarization tours are open only to registered NTA Tour Operators.

Space is limited. Reservations will be accepted on a first-come, first-served basis.
Familiarization tour itineraries and accommodations are subject to change.

For questions or more information, e-mail bcarey@visitcalifornia.com.

Registration form should be e-mailed to Jerry Diaz at
jerry@mccvb.org no later than April 15, 2009.



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