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News Release

TOURISM SUMMIT SHOWCASES $1.2 BILLION INDUSTRY IN REGION

ANDERSON, Calif. (April 10, 2018) – Tourism industry leaders are coming together for a morning of keynote speakers, presentations and breakout sessions at the Shasta-Cascade Wonderland Association (SCWA) annual Tourism Summit at the Gaia Hotel and Spa in Anderson on Wednesday from 8 a.m. to 12:30 p.m.

This year’s summit is a chance for the SCWA, a membership-based tourism organization representing the eight northeastern counties in the state, to introduce its new branding as UpState California. It’s also centered on strategic planning for the eight counties working closer together in the future. The eight counties brought in more than $1.2 billion in tourist spending combined and supported more than 15,000 jobs in the region, according to a 2016 report from Dean Runyon & Associations, the top travel industry analyst organization.

“Many family-owned organizations depend upon money spent by visitors, not just their loyal local customers,” said Laurie Baker, the general manager of the SCWA and CEO of the Redding Convention & Visitors Bureau. “What I am describing as ‘tourism’ is one of the exports supporting our local economy just like timber and copper were at one time. Tourism is one of the top five industries in California and one where the Shasta Cascade region is considered a wonderland for those with money wanting to escape a busy and congested lifestyle.”

Along with a presentation from Baker, keynote speakers Matthew Landkamer of the Coraggio Group and Lynn Carpenter, Visit California’s vice president for marketing, provide expert insight on how to integrate a strategic approach for the SCWA. Landkamer offers first-hand experience developing marketing and strategy initiatives in the travel and tourism industry. Carpenter will be presenting examples of campaigns that were created in partnership with Visit California and the SCWA. She will also facilitate the strategic planning collaboration for the eight counties during the first breakout session.

The second breakout session is focused on hot tourism topics and provides a learning experience for industry members. The topics include details that are being considered for cannabis and how its development can affect industries such as tourism, dog-friendly travel to the region, and air travel accessibility with the challenges a rural destination faces in obtaining an airline.

Baker also invites anyone who wants to learn about the fun economic driver of tourism. Last-minute registration is welcome at www.ShastaCascade.com for $15, which includes breakfast, speakers and raffle prizes.

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