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Bakersfield CVB Launches New Destination Brand

BAKERSFIELD, Calif. – The Bakersfield Convention & Visitors Bureau recently unveiled its new brand, “Bakersfield: More to Explore!” The brand, complete with a fresh logo and tagline, is designed to help position Bakersfield as an attractive destination for meeting planners and visitors.

“We continuously heard from visitors and local partners, ‘What is there to do in Bakersfield?’” said Don Cohen, manager of the CVB. “Our brand mission is to show visitors and event planners there is more here than you may have thought.”

The brand was developed after months of research by CVB staff and local stakeholders. Bakersfield, traditionally known as the ‘Country Music Capital of the West Coast,’ has blossomed into a diverse and popular stop for travelers.

“Part of the need to rebrand the destination has been the tremendous growth the area has seen over the last 10 years,” said Cohen. “People who drove through one time in the past won’t recognize much of Bakersfield.”

With growth have come new attractions for visitors and more hotel rooms and meeting space for event planners. Additionally, new and upgraded sports facilities have attracted events which previously went to other cities. Furthermore, Bakersfield is now seen as the southern gateway to the Sierra Nevada Mountain Range with abundant recreational opportunities available within one hour of the city.

“The marketing of the brand is one component of reaching our targeted audiences,” said Cohen. “The other part of it comes from making sure all of our local partners know exactly what Bakersfield has to offer and giving them the tools to educate visitors.”

In order to do that the CVB organized a “More to Explore” FAM tour for its local hotel staffs and other key partners. The tour allows front desk and sales staff to experience Bakersfield’s attractions firsthand so they may better direct visitors looking for entertainment and other leisure opportunities within Bakersfield.

In addition, the CVB is currently designing a new web site, set for completion in early 2009.

For more information, please contact Chris Huot at (661) 852-7235.

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