

FOR IMMEDIATE RELEASE

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Convention & Visitors Bureau to Host Tours for Local Hotel Staffs
Tour to Highlight Local Museums in an Effort to Educate Visitors

BAKERSFIELD, Calif. –The Bakersfield Convention & Visitors Bureau (BCVB) is set to host a tour of local museums for an estimated 60 local hotel employees on Friday. The familiarization tour will give hotel employees a chance to learn about the museums and be better prepared to educate visitors at their respective properties.

“Visitors look to hotel staffs for advice on what to do and where to go in a city,” said Don Cohen, manager of the BCVB. “We felt this was one way to connect the hotel staffs with the museum staffs and ultimately helping visitors who are looking for something to do.”

The tour will start at the Kern County Museum at 8:30 a.m. and will continue at the Buena Vista Museum of Natural History, California Living Museum and end with a luncheon at the Museum of Art.

“We have four really fascinating museums here in Bakersfield,” said Cohen. “Hopefully we can start the education process with the museums and possibly extend it to other attractions at a future time.”

Please note: media is invited to cover the event, however it is not open to the public and transportation is not provided between venues.

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

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Who: Bakersfield CVB staff, museum staffs, local hotel staffs

What: Bakersfield museum familiarization tour

Where: Starts at the Kern County Museum, end at the Museum of Art

When: Friday, November 7th, 8:30 a.m. – 1 p.m.