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July 23, 2009

**Bakersfield Offers Summer Fun For Visitors on a Budget**  
Travelers Seeking New, Authentic Value Destinations

BAKERSFIELD, Calif. – As the economy continues to falter, families in California are seeking ways to get more value on their summer vacations. With the cost of gas, airline tickets and attractions skyrocketing vacationers are exploring new and authentic destinations that in past years may have been overlooked as a traditional tourist stop.

“In a city like Bakersfield, visitors who never knew what we had to offer are pleasantly surprised and more notably they are amazed to see the value they get for spending a weekend with us,” said Don Cohen, manager of the Bakersfield Convention & Visitors Bureau. “A trip to the Black Gold Oil Exhibit, Buck Owens’ Crystal Palace and one of our many authentic restaurants will leave visitors with great experiences and money in their pocket.”

Bakersfield sits within four driving hours of 90 percent of California’s population, making it easily accessible from all regions of the state. With hotel room rates averaging 40 percent below the state average, couples and families know they are getting more value for their hard earned money. Many local museums and attractions are offering special summer discounts and admission rates of \$10 or less per person.

“Bakersfield is the perfect base for a hub and spoke vacation,” said Cohen. “Take a 45-minute drive in any direction and you’ll find national forests, award winning wineries, wildlife preserves, state parks, and whitewater rafting.”

To complete an authentic vacation, visitors can shop at one of many local farmers’ markets, pick their own produce at Murray Family Farms or experience the flavors of the Basque culture at one of seven Basque restaurants in Bakersfield.

To hear more about things to do in Bakersfield, listen to Bakersfield CVB Manager Don Cohen when he appears as a guest on *Quality of Life with Terry Phillips*, July 28 at 9 a.m. PST on 89.1 KPRX-FM or listen online at [www.kvpr.org](http://www.kvpr.org) (National Public Radio affiliate).

For Bakersfield travel information go to [www.VisitBakersfield.com](http://www.VisitBakersfield.com) or call (866) 425-7353.

The Bakersfield Convention & Visitors Bureau is a non-profit, city managed, economic development organization responsible for strengthening Bakersfield's economy through the marketing, promotion, and selling of the city and region as a site for conventions, corporate meetings, trade shows, pleasure travel, group travel, cultural, sports and special events.



