



NEWS RELEASE
City of Chico
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FOR IMMEDIATE RELEASE: August 2, 2023

*****MEDIA ALERT*****

***TRAVEL CHICO* LAUNCHES AS CALIFORNIA'S NEWEST DESTINATION**
NEW TRAVEL BRAND POSITIONS CHICO TO WELCOME TRAVELERS

CHICO, CA — (August 2, 2023) — Calling all travelers! It is time to *Travel Chico!*

Chico has what it takes to be a top destination for travel and tourism in the North State and is emerging as the latest destination to launch in California's \$155 billion-dollar travel industry, which boasts over 278 million visitors each year.

Chico hopes to increase its share of visitors and overnight stays with the debut of its new travel brand, *Travel Chico*. After 18-months of planning that started in 2022 when the City of Chico engaged Explore Butte County, the local Tourism and Business Improvement District, to create a Chico tourism brand. Funded through one-time American Rescue Plan Funds, the City tasked Explore Butte County with the creation of a local tourism brand, social media marketing plan, website (www.travelchico.com), video, and various other pieces of collateral.

"Tourism is a driver for economic growth. The travel industry feeds many aspects of our community, including retail, restaurant, sporting goods, lodging, and others. Taking a proactive approach to highlighting our community as a top destination for travel and tourism feeds these industries, creating economic growth and job opportunities", said Jennifer Macarthy, Deputy City Manager, "Showcasing what the city has to offer also promotes Chico as a great place to live and work, which could spur more interest in starting businesses or joining the Chico State community."

During the August 1, 2023 City Council Meeting, Macarthy reported that the initial pieces of the *Travel Chico* brand have been drafted and that she looks forward to the expansion of *Travel Chico* over the coming months.

"Explore Butte County values the unique offerings of all of the communities within the County and is excited about the opportunity to assist Chico in elevating the community as a North State destination", stated Nichole Farley, Executive Director of Explore Butte County.

The *Travel Chico* brand highlights the unique attributes of Chico that make it a thriving community and a memorable experience for visitors. Community, Hospitality, Ingenuity, Culture and Outdoors are the pillars on which the brand was developed.

Chico's vibrant and welcoming community hosts numerous cultural events, music festivals, farmers markets, and art exhibits, offering a vibrant social scene for all to enjoy. Surrounded by breathtaking views, rolling hills, rocky cliffs, the Sacramento River, Feather River and Butte Creek, Chico is a gateway to a huge variety of outdoor recreational activities. The genuine warmth and friendliness of its residents, combined with a commitment to community engagement, create an inviting atmosphere that welcomes both families with college bound students, chosen families, and first-timers exploring new adventures. Whoever you are, Chico provides a fulfilling and enriching experience.

During the August 1st Council meeting, Macarthy explained that "Moving forward in 2023, *Travel Chico* will be funded through a joint effort between the City of Chico and Explore Butte County, both contributing \$40,000 towards the effort. Now that it's launched, *Travel Chico* will continue to evolve with ongoing marketing efforts that will include expansions to the information on the website (www.travelchico.com), creation of additional print pieces including a Chico Travel Guide, implementation of the social media plan, and an expansion of the creative assets".

For locals and travelers interested in learning more, the social media channels are live and can be liked, shared, and followed:

- **Instagram:** <https://www.instagram.com/travel.chico/>
- **Facebook:** <https://www.facebook.com/TravelChico>
- **TikTok:** <https://www.tiktok.com/@travel.chico>
- **LinkedIn:** <https://www.linkedin.com/company/travelchico/>
- **YouTube:** <https://www.youtube.com/@travelchico>

For additional information, please contact Jennifer Macarthy, Deputy City Manager at Jennifer.Macarthy@Chicoca.gov or (530) 896-7204; or Nichole Farley, Explore Butte County Executive Director at Nichole@explorebuttecounty.com or (916) 316-6066.

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit www.chico.ca.us.

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