

## FOR IMMEDIATE RELEASE

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### **'Explore Butte County' Launches New Brand Identity and Destination Marketing Plan**

CHICO, Calif. (June 22, 2017)— Explore Butte County unveiled its new brand identity and strategic destination marketing plan Wednesday, June 21, to promote local and regional tourism and increase economic spending within the area.

Presented by the newly-formed Tourism Business Improvement District (TBID), a conglomerate of local hotel operators and community stakeholders, the strategic plan projects an increase in hotel revenues of \$3.9 million in five years, and an increase in overall travel spending by 18 percent. Branding elements include a logo, tagline, color palette, interactive website, social media pages, videography and photography.

"We hope to see an increase in overnight and extended stays to our hotels, and more broadly, a boom in event attendance, dining and increased foot traffic throughout the county," said Bruce Spangler, president of the board of Explore Butte County. "The new Explore Butte County brand provides a sense of unity, pride and purpose. It creates strategic alignment for Chico, Paradise, Biggs, Oroville and the unincorporated county areas so that we can work together to build tourism."

Explore Butte County defined four brand pillars and major tourism drivers—outdoor adventure, regional tastes, agriculture, arts and entertainment—to attract tourists from neighboring metropolitan areas, including Sacramento, Reno, Stockton and the Bay Area.

"This is a monumental time for our county, and a call to all businesses and stakeholders to become active participants in our official tourism district," said Spangler. "We need to join together as brand ambassadors with the goal of attracting our neighbors."

In 2015, Butte County tourism—a \$271.2 million industry—supported 3,590 jobs and generated \$23.9 million in state and local tax revenue. The formation of the Tourism Business Improvement District (TBID) generated funds from overnight stays, which then funds marketing efforts.

The first-ever website and main hub for countywide tourism, [ExploreButteCounty.com](http://ExploreButteCounty.com), offers custom itineraries, recommended hotels, eateries, events, festivals and activities. The fresh color palette, gleaned from the natural colors of the landscape, weaves burnt oranges and yellows, light blues and rich greens throughout the site. The colorful brand elements reflect in all new materials, including brochures, displays and giveaway items.

The tagline, “explorers welcome,” targets six defined tourism personas derived from its four brand pillars. It invites locals and tourists to the gateway of world-class outdoor recreation and exploration.

The “casual adventurer” explores views from Table Mountain and Phantom Falls, while the “college connection” enjoys a local sporting event, a mountain trail and the boutique, university-vibe of Chico. The “getaway artist” likes the accessibility of olive orchards and small wineries, while the “beer lover” recognizes the region as an epicenter of northern California brewing. The “agricultural food lover” appreciates the region’s farm-to-table restaurants and historic plantations.

Local businesses have the opportunity to receive recognition on the website and social media channels, inclusion in custom itineraries and ongoing media outreach to support the area. The branded hashtags, #ExploreButteCA and #ExploreButteCountyCA, encourage locals and visitors to document their explorations from unique lenses. User generated content will be shared throughout an ongoing social media plan.

“The word ‘explorer’ alludes to someone with curiosity, bravery and the willingness to experience something new,” said Spangler.

For more information about Explore Butte County, visit: [ExploreButteCounty.com](http://ExploreButteCounty.com), or contact: [info@explorebutteca.com](mailto:info@explorebutteca.com).

### **About Butte County**

*Butte County, 75 miles north of Sacramento, offers a variety of recreation, authentic local culture and events within the California Central Valley. It encompasses 1,677 square miles of farmland, lakes, rivers, foothills, trails and urban areas. Metropolitan cities include Chico, Oroville and Paradise. Named after the Sutter Buttes, Butte County was the northernmost gateway of the California Gold Rush, and includes land from one of the original Mexican Land Grants. Rich in history, agriculture, ranching and outdoor exploration, Butte County continues to celebrate its origin through expressive arts, recreation and locally-sourced products. Points of interest include Chico State University, Sierra Nevada Brewing Company, Bidwell Park and Table Mountain. For more information, visit: [ExploreButteCounty.com](http://ExploreButteCounty.com).*

### **About the Tourism Business Improvement District (TBID)**

*The County of Butte initiated regional tourism planning efforts in 2013 with support from all of the local jurisdictions, including: Oroville, Paradise, Chico, Biggs and Gridley. Explore Butte County, the 501(c)6 non-profit organization, was established in November 2015 to oversee the management of the TBID funds. Explore Butte County is managed by a board of directors comprised primarily of Butte County lodging property representatives. The TBID’s main purpose is to promote future travel and highlight amenities of participating jurisdictions, including unincorporated Butte County, Chico, Oroville, Paradise, and Biggs; with an ultimate goal of growing regional tourism resulting in increased economic spending within the region.*

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