

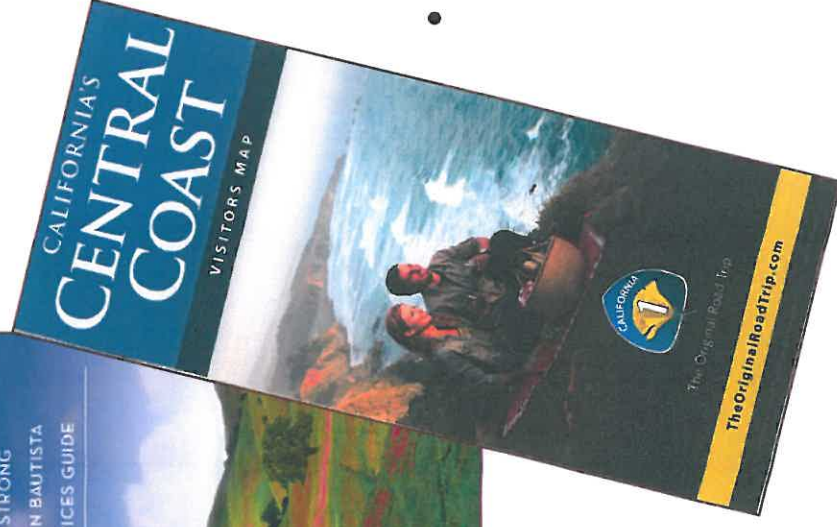
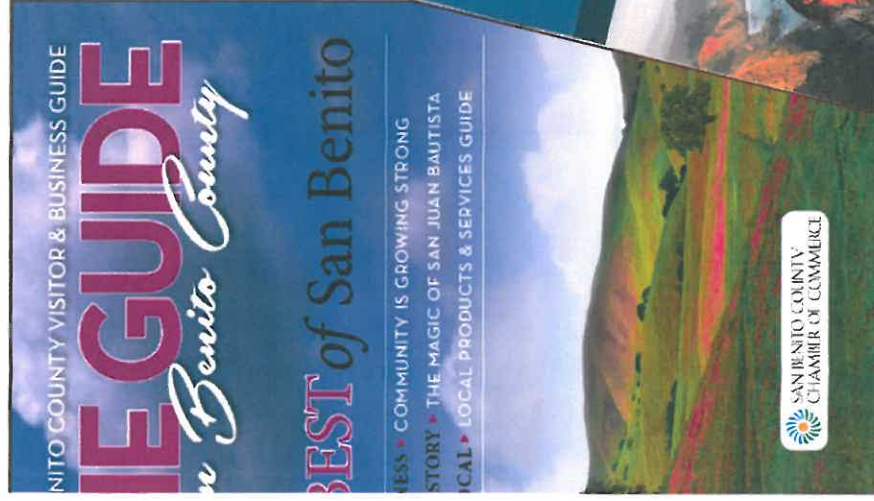


San Benito County Tourism

HOLLISTER CITY COUNCIL, SAN BENITO COUNTY BOARD OF SUPERVISORS

UPDATE 2/15/2017





- 2017 Visitors Guide
 - San Jose Airport
 - San Francisco Airport
 - Monterey Airport
 - San Francisco Welcome Center on Pier 39
 - Casa de Fruta
 - Pinnacles National Park
 - Mission San Juan Bautista
 - San Juan Bautista Visitors Center
 - Many more places throughout California
- Central Coast Visitors Map
 - Distributed to West Los Angeles & San Francisco H Visitors Centers and SF Car Rental Centers
 - 7 Largest Visit California Welcome Centers
 - 6 California Airports



Experience the Real California... in Benito County
a nature and history meet...

at Food, Wine Trail, Historic Towns, Annual Events & Festivals of Nature & More!

Discover SanBenitoCounty.com
 Benito Chamber of Commerce
 Port Bureau Call 818-837-8315

TRAVEL & EVENTS GUIDE: San Benito County, CA

WHEELS ROLLING & MOORELY STEERING
 The area's historic quality of roads through the mountains and valleys of San Benito County is a testament to the county's rich history and scenic beauty. Whether you're looking for a quiet road or a challenging drive, San Benito County has it all. For more information on the best roads to drive in San Benito County, visit www.discover-sanbenitocounty.com.

July 1-3: Independence Day Celebration
 Celebrate the 150th anniversary of the United States Declaration of Independence with a day of fun, games, and music. The celebration will take place at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 10-12: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 13-15: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 16-18: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 19-21: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 22-24: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 25-27: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 28-30: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

July 31: San Benito County Fair
 The San Benito County Fair is a three-day event that features a variety of activities, including horse shows, rodeo, and music. The fair is held at the San Benito County Fairgrounds in Hollister, CA. For more information, visit www.discover-sanbenitocounty.com.

TRAVEL & EVENTS GUIDE: San Benito County, CA

Plan Your Visit to Pinnacles National Park and the Gateway Community!
 Pinnacles National Park is a stunning natural wonderland located in the heart of San Benito County. The park is home to a variety of unique rock formations, including the famous Pinnacles and the Pinnacles Caves. The park is also home to a variety of rare and endangered species, including the Pinnacles Giant Salamander and the Pinnacles Giant Tree Toad. For more information on the best ways to visit Pinnacles National Park, visit www.discover-sanbenitocounty.com.

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Big Blend – National Park Planner

12 Months www.nationalparktraveling.com

1,648,319 Views	Pinnacles National Park
1,261,423 Views	San Benito County Chamber Page
1,512,041 Views	Pinnacle Gateway Community Page
991,823 Views	San Benito County Gateway Page
862,992 Views	San Juan Bautista Gateway Page
417,856 Views	Tres Pinos Gateway Community

Individual Listings

Bolado Park Page	235,63
Juan Bautista De Anza Trail	101,32
San Benito County Historical Museum	316,58
San Benito County Historical Park	212,40
San Juan Bautista Historical Park	251,78



al California Tourism Council
o Opportunities
Discover California's Central Coast
California Road Trips





Distribution 50,000 Copies Pinnacles National Park Tri-fold

- 206 San Jose/Santa Clara Hotels
- San Jose International Airport
- CA Welcome Center San Francisco
- 223 San Francisco Hotels
- Oakland International Airport
- Monterey Regional Airport
- Gilroy Welcome Center
- Gilroy Garlic Festival
- Hollister Biker Rally
- SF Bay Area Travel Show
- San Juan Bautista Visitor Center





AAA Publication, VIA Magazine

2.7 Million Copies Mailed Quarterly

- Alaska
- Wyoming
- Montana
- Northern California
- Utah
- Nevada
- On-line Presence (12 months)





Our Latest Tourism Effort – The San Francisco Bay Area Travel and Adventure Show



We handed out :

- 420 Copies of The Guide
- 200 Visitor Bags
- 282 Give Aways
- 129 Pinnacles National Park Tri-F
- 130 San Juan Bautista Calendar c
- 769 Pieces of Collateral –Tourist At



July 2016 – June 2017 Budget

City of Hollister Investment	100000
County of San Benito Investment	18000
City of San Juan Bautista Investment	5000
Total Investment Requested 2016/2017 Budget Year	123000
City of Hollister Approved	50000
County of San Benito Approved	18000
City of San Juan Bautista Approved	5000
Total Investment Approved	73000
Admin Hours	19500
Website Hosting & Maintenance	3000
Social Media Marketing – FB Boosting	6000
CCTC Co-op Central Coast Advertising 3 pieces (12 months)	9200
Visitors Guide	8834
VIA Magazine (6 mo.)	6060
Pinnacle Brochure Printing (50,000)	2800
SF Bay Area Travel Show	5800
Visit California International Visitor Guide 12 countries	3400
CCTC Membership	850
Retractable Advertising Banner & Other Materials	2750
Sunset Magazine	2850
Total Expenses 7/1/16 – 2/1/17	70694



Projected Projects through 6/30/17

- SF Giants 2017 Year Book
- Renew 2017 Contract Certified Folder – Pinnacle Tri-
- CCTC Co-op Canada Traveler (Target Marketing)
- SF Bay Area Travel Show
- San Diego Bay Area Travel Show – Co-op Gilroy VB
- Big Blend Radio – National Park Traveling
- Dunbar Productions – Hotel Visitor Channel Placement Ad Cycle California
- Revisit Condor Classic (hire consultant)

