



Yurok members lead a redwood canoe trip on the lower Klamath River in California in 2021. AP File Photo by Nathan Howard, via usnews.com

California, tribal leaders announce agreement for tourism development

In a state with the second-most federally recognized Indigenous tribes in the country, California officials and tribal leaders have announced an initiative to drive up tourism in native communities.

The initiative, Visit Native California, and its accompanying website are funded by a \$1 million grant from the American Rescue Plan Act, which targets public health and economic impacts of the pandemic and was signed into law by President Joe Biden last year. Tribes announced it in partnership with Visit California,

the state's main tourism marketing agency.

It's one of the latest efforts to revitalize tourism nationwide after the early stage of the pandemic halted travel — and the spending that comes with it. California lost a projected \$72.8 billion in tourism spending in 2020, according to research by Tourism Economics, a data and consulting firm.

The goal is to inform tourists about the music, art, nature, and history that have shaped tribal communities

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Athens, Ala., video seeks adventurous visitors



athensalabama.us

The Athens homepage features the effort.

Athens, Ala., and Limestone County are using the area's numerous outdoor and indoor recreational experiences to attract tourism.

An 11-minute promotional video released by the City of Athens and Limestone Commission highlights the recreational opportunities for those seeking adventures.

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Daytona Beach's new ad campaign focuses on beaches

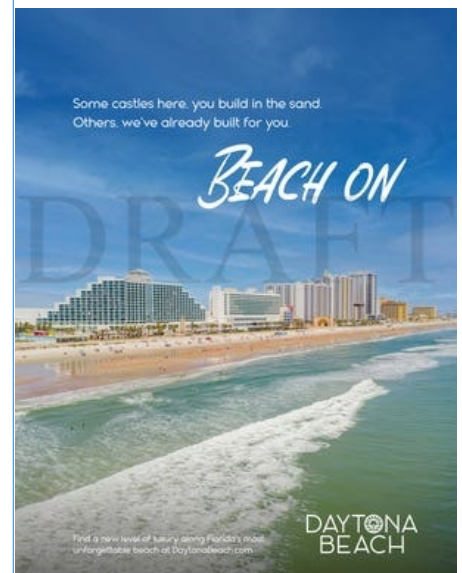
"Beach On," the rally cry at the heart of a new marketing campaign for Daytona Beach tourism, received positive reviews recently from board members of the Halifax Area Advertising Authority.

"Wow, I get chills!" said board member Linda Bowers, director of sales and marketing at the 323-room Plaza Resort & Spa in Daytona Beach. "It hit me emotionally, the artistry of it. I absolutely love it."

A quick assortment of 30-second TV spots and digital and print ads were previewed during a meeting of the county-appointed tourism board that oversees and funds the Daytona Beach Area Convention & Visitors Bureau by representatives of The Zimmerman Agency.

That's the Tallahassee-based firm recently signed to a three-year

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Daytona Beach Area CVB

California, tribal leaders join initiative

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for generations. The website will promote locations around the state, including through podcasts, and provide itineraries for travelers.

"This project, this site, it gives my tribe the opportunity, the ability to share our culture," said Reid D. Milanovich, chairman of the Agua Caliente Band of Cahuilla Indians, at a press conference at the Agua Caliente Cultural Plaza in Palm Springs.

The plaza, which will open next year, hosts the 48,000-square-foot Agua Caliente Cultural Museum, a trail and a spa at the sacred Agua Caliente mineral hot spring. Other tribal sites promoted by the campaign include the Barona Cultural Center and Museum in Lakeside, California, and a cultural center in the Santa Monica

Mountains near Los Angeles.

Milanovich, whose ancestral lands see 200,000 annual visitors, said he hopes the initiative leads to similar ones in other states.

"I am optimistic and hope that other states across the country see what we are doing here in California," Milanovich said. "The state and tribes partnering on tourism is a win-win."

Caroline Beteta, president and CEO of Visit California, estimates that the organization has been in contact with more than a dozen of California's 109 tribes ahead of the initiative's rollout, set for March 2023.

Leaders involved in the initiative hope it offers a chance for visitors to become more informed about the history of tribal lands.

– AP via usnews.com

Daytona ad campaign puts the emphasis on beaches

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contract to handle destination marketing for the Daytona CVB.

The first of the TV ads unfolded with a family unpacking floats and beach towels from an SUV as their kids raced toward the surf.

"Something amazing always happens on a road trip to the beach," an announcer intones. "When you get

here, somehow you still have a full tank of gas. Find your trip at DaytonaBeach.com."

"Beach On" will rely upon digital media aimed at a range of potential demographics that include couples, empty-nesters, singles, seniors and families with young children, according to Zimmerman.

– news-journalonline.com

Athens, Ala., video seeks adventurous visitors

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Innovative Media Pros spent nearly a year capturing footage of trail users, children playing in parks, families taking kayak and canoe trips, golfing and other activities. A few shorter segments are for use on social media.

The Alabama Mountains, Rivers & Valleys Resource Conservation & Development Council approved a grant for the project in 2021. RC&D funded \$4,000, and the City of Athens and Limestone County allocated \$1,500, each.

– rocketcitynow.org

'Venture Deeper' is St. Kitts' new theme

The St. Kitts Tourism Authority has launched the destination's new brand campaign titled "Venture Deeper."

"St. Kitts is relatively new to tourism, only focusing efforts and resources to tourism within the last 20 years," said the Honorable Marsha Henderson, Minister of Tourism for St. Kitts & Nevis.

"We appeal to intrepid travelers eager to explore, to learn, and immerse themselves fully in a new experience," Henderson added. "There are many layers to peel back when exploring St. Kitts."



The "Venture Deeper" campaign will span the Tourism Authority's website, social media, as well as advertisements on television, out-of-home and digital channels.

The new brand aesthetic comes from the island itself, featuring a color palette of soft, muted, earthy tones, including deep green and pastel pink inspired by the destination's luscious rainforest, beautiful beaches and stunning sunsets.

In addition to the visual elements, the content reflects the culture and history of St. Kitts.

– breakingtravelnews.com