



DISCOVER IE

SOUTHERN CALIFORNIA'S INLAND EXPERIENCE

In Partnership with:

California
| find yourself here





ABOUT IETC



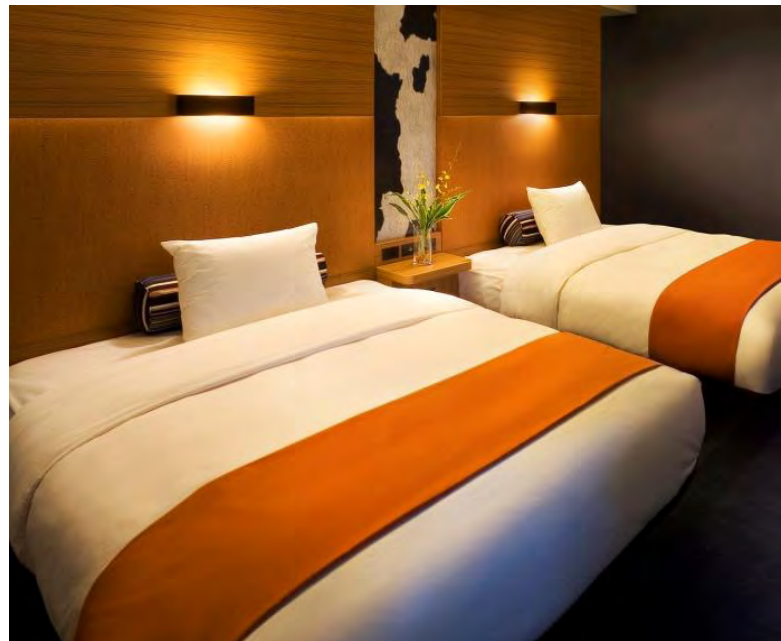
ABOUT IETC

- Inland Empire: more than 27,000 square miles to travel
- Inland Empire Tourism Council (IETC) was founded in 1988
- 501(c)6 membership organization
- Funded through partnership dues, advertising revenues, and matched marketing dollars from the State of California
- The IETC is recognized by Visit CA as the destination marketing organization for the Inland Empire region



WHAT IS OUR OBJECTIVE?

Educate visitors coming to the region about the **unique amenities** in Southern California's Inland Empire. Additionally, DiscoverIE strives to encourage **longer stays** and **return visits** creating a positive impact on the local economy.





DOLLAR
GENERAL

Partners work cooperatively to achieve their common goals while meeting their own business development objectives.

LEADERSHIP

Steve Eckerson, Chair – Citizens Business Bank ARENA

Auto Club Speedway

Big Bear Lake Resort Association

Double Tree by Hilton Claremont & Discover Claremont

LA/Ontario International Airport

Greater Ontario Convention & Visitors Bureau

Ontario Mills

SB County Economic Development Agency

San Manuel Indian Bingo and Casino

Victoria Gardens





Visitors spend more than
\$106 billion
annually in California

\$106.4 billion

In travel-related consumer spending
(2012)

917,000

Tourism-related jobs in California

\$6.6 billion

State and local taxes



INLAND EMPIRE TRAVEL IMPACTS

- \$5.6 billion direct spending (+3.3%)
- 58,100 employed
- \$79 million local taxes
- \$237 million state taxes



THE DESERTS TRAVEL IMPACTS

- **\$5.8 billion direct spending**
- **60,400 employed**
- **\$106 million local taxes**
- **\$238 million state taxes**



An aerial photograph of a vast vineyard with rows of green grapevines stretching across a hillside. In the background, rugged mountains are silhouetted against a warm, orange and yellow sunset sky. The overall scene is peaceful and scenic.

visit
California

WORKING WITH VISIT CALIFORNIA

CALIFORNIA "ALWAYS IN SEASON"

Strategic Framework			
Visit California	Focused on California Tourism Promotion		Joint programming focused on California Agritourism promotion
California Department of Food & Agriculture / Buy California	Focused on California Agriculture Promotion		
Culinary Messaging Platform: <i>California "Always in Season"</i>			
			Annual statewide promotional program

SPECIALTY CROP BLOCK GRANT



In partnership with California Department of Food & Agriculture, Buy California Marketing Agreement and Visit California **awarded \$1 million** to promote California's bounty.



“CALIFORNIA – ALWAYS IN SEASON”

We love growing things in California.

- California’s agricultural bounty includes more than 400 commodities
- So when it comes to culinary experiences, from farm tours, farmers markets and farm-to-fork dinners, to food and wine festivals and wine tasting tours, California is always in season.









MAJOR INITIATIVES

LEGEND



Traditional



Non-Traditional



Outreach



TRAVEL & ADVENTURE SHOW

- **Event Date:** February 8-9, 2014
- **Location:** Long Beach Convention Center
- **Audience:** Over 28,000 consumers and travel agents
- **67% attend solely to find their next vacation and take advantage of show specials**

PARTNER RATE

- **Package 1 - \$1,200**
 - DiscoverIE team will distribute your collateral
- **Package 2 - \$500**
 - Your staff representation at DiscoverIE exhibit



Average cost for a 10x10 booth is around \$15,000
Above price includes booth, AV, collateral, insurance, staff time, hotel, travel, food, & internet

UPCOMING
CO-OPS



POW WOW
2014

RACK CARD
REGIONAL MAP

SWAG BAG
PROGRAM



CALIFORNIA
VISITORS GUIDE



ROAD TRIPS





GREATER ONTARIO CONVENTION & VISITORS BUREAU
 Discover Greater Ontario in the heart of Southern California, where the rugged outdoors meets world-class shopping, dining and entertainment. Central and convenient to mountain and desert resorts, beaches, wineries, Hollywood and Disneyland, you'll want to meet, explore and connect here for your next amazing California adventure. Visit www.discoverontariocalifornia.org

CITY OF CLAREMONT
 "Take Time to Exhale" in Claremont and enjoy intimate, relaxing days and nights. Discover our "inviting guest rooms, calming day spas, renowned restaurants and pubs, and locally owned boutiques. Learn more at www.DiscoverClaremont.com.

SHOP VICTORIA GARDENS
 Victoria Gardens, an open-air super-regional shopping center that recaptures the ambiance of downtown, main street shopping. Set against the backdrop of the San Bernardino Mountains, you will find a mixture of high-end retail, fine restaurants, entertainment venues, cafes and much more. Visit www.victoriagardens.com.

NAVITAT CANOPY ADVENTURES
 Consistently called one of the best zipline providers in the nation, Navitat, Wrightwood's tree-based zipline tours will send you flying high above the forests of the rugged San Gabriel Mountains! Big heights, fast lines, and amazing thrills await along with a uniquely rich and engaging educational experience. Visit us at www.navitat.com.

ONTARIO MILLS
 Ontario Mills, California's largest outlet and value shopping destination, is home to more than 300 of the world's most prestigious designer and name brand outlets, great restaurants and entertainment venues. To plan your trip or reserve a VIP welcome for your tour group, visit us at www.ontariomills.com.

CITY OF RIVERSIDE
 Riverside is the largest city in Inland Southern California and a top destination spot for visitors to SoCal. With hotels like the historic Mission Inn, the Downtown Pedestrian Mall featuring quaint shops and restaurants, and shopping plazas throughout the City, Riverside offers a hometown feel with big city amenities. Visit www.exploreinriverside.com.

SAN JACINTO/JEMET
 The San Jacinto Valley is rich in Hispanic and Native American heritage offering multicultural experiences throughout the year. A popular "snowbird" destination for decades, the San Jacinto Valley invites you to visit and enjoy this very special part of Southern California. Learn more at www.visitinthevalley.com.

In partnership with: **California USA**
 Find your next adventure here.

Find your experience at: **DiscoverIE.com**
 SOUTHERN CALIFORNIA'S INLAND EXPERIENCE

ROUTE 66 COUNTY OF SAN BERNARDINO
ROUTE 66 & BEYOND
 The perfect California Drive Vacation

Visit us today!
www.route66andbeyond.com

CALIFORNIA VISITORS GUIDE



DISCOVERIE

SOUTHERN CALIFORNIA'S INLAND EXPERIENCE



You Are Here!

San Manuel Indian Bingo & Casino

You play for fun. You play for keeps. You have a good time. San Manuel Indian Bingo & Casino is the Inland Empire's premier full-service gaming facility. Exciting games, great dining choices, free nightly entertainment. Conveniently located in Highland, off the 210 Freeway. You are here!

For guests 21 and over. www.sanmanuel.com

Ontario Convention & Visitors Bureau

Let the Greater Ontario Convention & Visitors Bureau help you plan your next exciting vacation to the Inland Empire! Travel Historic Route 66, enjoy live entertainment for all ages, shopping, dining & summer outdoor activities including boating, fishing, hiking & wineries; truly making Ontario the center of it all! www.ontariocvb.com



So Cal Gateway

County of San Bernardino's Route 66 & Beyond - The perfect California Drive Vacation



Route 66 & Beyond

The County of San Bernardino's Route 66 & Beyond driving tours offer visitors a chance to get behind the wheel, hit the open road, discover some of California's scenic drives, remote highways, hidden spots and most diverse landscapes. Once the most culturally significant road in California, over 250 miles of Route 66 winds its way from Arizona through the County of San Bernardino to Los Angeles. www.route66andbeyond.com

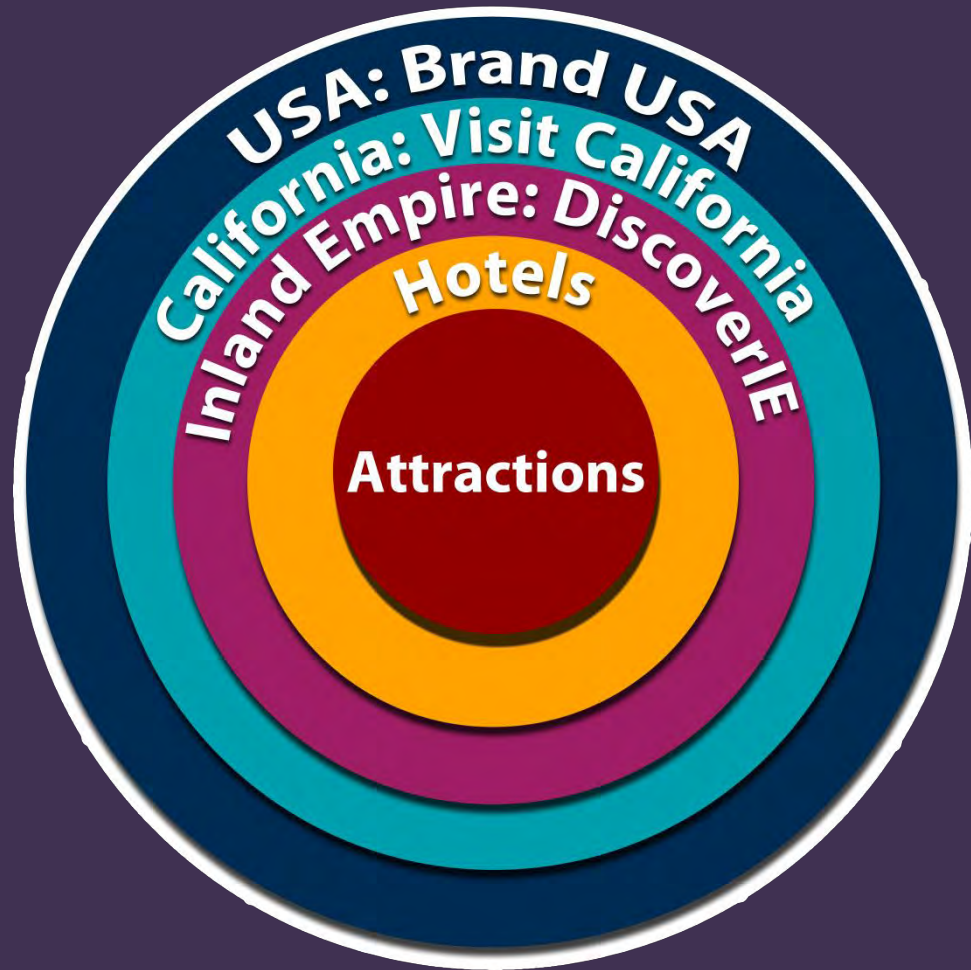
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California
 find yourself here

Find your experience at
www.DiscoverIE.com
 INLAND EMPIRE TOURISM COUNCIL

ROAD TRIPS MAGAZINE

BRAND ALIGNMENT





INSIDE INFORMATION



**INSIDE
INFORMATION**



DREAM BIG

**EXPERIENCE
PILLARS**



**FAMILY
INITIATIVE**



**GLOBAL
APPROACH**



EXPERIENCE PILLARS

FAMILY FUN



CULINARY



CULTURE &
ENTERTAINMENT



OUTDOOR
ADVENTURE &
RECREATION



LUXURY &
INDULGENCE





Based on a major international market research program we have seen the following.

WHAT PEOPLE THINK:

- Abundance, Best Of Everything All In One Place, Culturally Diverse, Great Family Experiences, Unexpected And Unique

STRONG ASSOCIATIONS:

- Outdoor Adventure, Family Fun, Culinary, Zoos, Wineries and Shopping



INSIDE INFORMATION



NEXT STEPS



BASECAMP
\$1,500.00

GENERAL PARTNER BENEFITS

- Quarterly Industry Meetings
- Opportunity to Participate on Strike Team
- Use of DiscoverIE Logo
- Networking Opportunities
- Co-Op Marketing Discounts

WEBSITE BENEFITS

- Sub Page – Image & Narrative
- Enhanced Event Calendar Listing
- Enhanced Itinerary Listing

INFORMATION ACCESS

- Free Exposure Opportunities
- Market Research
- Consumer Leads Database
- Member-Only System

- Media Toolkit

MEDIA CAMPAIGNS

- Featured in Social Media
- ***One Studio Video Shoot**
- Featured Story in Newsletter
- Logo/Link in E-Marketing



\$12,500
Projected Value

GENERAL PARTNER BENEFITS

- *Comp Exhibit Space at Tourism Summit
- *Podium Opportunity at Tourism Summit
- *Quarterly Board Meetings
- Quarterly Industry Meetings
- Opportunity to Participate on Strike Team
- Use of DiscoverIE Logo
- Networking Opportunities
- Co-Op Marketing Discounts

WEBSITE BENEFITS

- *Homepage – Hero Rotation
- *Sub-Page – Header Image
- Sub-Page – Image & Narrative
- Enhanced Event Calendar Listing
- Enhanced Itinerary Listing

INFORMATION ACCESS

- Free Exposure Opportunities
- Market Research
- Consumer Leads Database
- Member-Only System
- Media Toolkit

MEDIA CAMPAIGNS

- Featured in Social Media
- *One Studio Video Shoot
- *Header Image in Newsletter
- Featured Story in Newsletter
- Logo/Link in E-Marketing
- *Listed in Press Releases

\$17,500
Projected Value

SUMMIT
\$4,000.00



GET INVOLVED

- Review www.DiscoverIE.com
- Submit your tourism related special events via the partner portal at www.IETCms.com
- Submit your tourism related itineraries via the partner portal at www.IETCms.com
- Add info@DiscoverIE.com to your press release distribution list
- Submit High-Res Images & HD B-Roll Video Footage to info@discoverie.com





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