



Visit California promotes the entire state as a premier travel destination. We market the extraordinary diversity that awaits visitors to California year-round.

Our offices serve all types of travel markets: individuals, groups, special interest, incentive, study tours/ seminars, meetings and conventions, and industrial and agricultural visits.

Visit California works closely with convention and visitors bureaus and promotion agencies throughout the state to supply clients with the most up-to-date information.

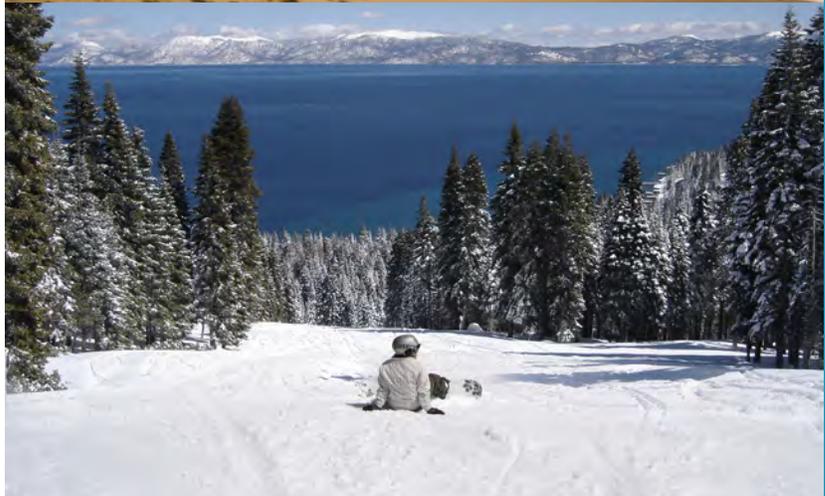
MARKETING SUPPORT

- Travel planners (available free of charge)
- California Visitor's Guide 2017
- California Road Trips 2017
- International Visitor Guides
- Statistics and research data - Media kits
- CD photo library
- What's New in California
- Press & travel trade familiarization tours
- Itinerary planning
- www.visitcalifornia.com
- www.traveltrade.visitcalifornia.com



VISIT CALIFORNIA

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CALIFORNIA

GEOGRAPHIC DESCRIPTION

California has a Mediterranean-type climate characterized by general sun and warmth with rain mainly in the winter. Climate varies greatly based on elevation and distance from the ocean. Rainfall varies from 80 inches in Del Norte County (North Coast) to as low as 3 inches in Imperial County (Desert).

There are five main climatic zones that exist in the state:



COASTAL: This area contains most of the state's population. The population varies greatly up and down the coast.

DESERT: Characterized by great variations in temperature, both daily and annual, along with very little rainfall.

FOOTHILL: 1,000 to 3,000 feet in elevation with climate similar to valley regions but with more rain and less fog.

MOUNTAIN: This is the sole region for heavy snow, accented with fairly cold winters and bright, sunny summers.

VALLEY: Characterized by high temperatures and low humidity in the summer and low temperatures and high humidity in the winter. Both the Sacramento and San Joaquin Valleys exhibit this type of climatology.

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CALIFORNIA TRIP IDEAS

California's trip ideas will take you to regions abundant in Gold Rush history; rushing rivers and magnificent mountains; resplendent redwoods and diverse wildlife habitats; fertile valleys and rolling vineyards; breathtaking coastal vistas and remarkable desert expanses. So hit the road for an adventure you will never forget!

Visit California offers recommended trip ideas at www.visitcalifornia.com.

Trip Ideas can be found under the heading "Road Trips" in the navigation column on the home page. These itineraries provide an off-the-beaten-path look at some of California's greatest travel experiences. Trip Ideas are categorized by region and activities.

Find your next big adventure by clicking [here](#) or visit www.traveltrade.visitcalifornia.com.



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