

Visit California Intros ***California Road Trips 2014***

(SACRAMENTO, Calif.) - With summer right around the corner, Visit California's *California Road Trips 2014* is the perfect ride-along guide to the Golden State. This year's guide features California-themed Spotify playlists that set the stage for road trip adventures, entertaining explorers on a new, exciting level.

California Road Trips 2014 lets readers follow 12 exclusive itineraries that showcase several regions of the state in the course of one trip to encourage exploration of the many diverse and colorful facets of California. Originating from a gateway city, travelers will be taken on a tour consisting of rural and urban experiences, with content covering all of the state's premier activities like food and wine, outdoors, beaches, shopping, arts and culture and nightlife. The result is a handy, engaging guide that provides manageable, multifarious itineraries that can be combined for an even longer, far-reaching California experience.

"California is the ultimate destination for road trippers from around the world, as everything from beaches to deserts to mountains are accessible in just a day's drive." said Caroline Beteta, president and CEO of Visit California. "*California Road Trips 2014* highlights the best routes for any style of vacation, giving visitors the inside scoop about our incredible attractions with just the turn of a page."

So many songs invoke the free spirit of California - from "Ventura Highway" to "Route 66" to "Miserlou" - and all make up a great road trip soundtrack for exploring the Golden State. In this year's *California Road Trips 2014*, each itinerary includes a custom-picked song, hosted on Spotify, and a playlist with more than 40 California-themed songs highlighting the state's rich musical heritage, distinctive sounds and outstanding, homegrown talent.

The *California Road Trips* guide becomes more popular every year with a distribution average of nearly 100% of the 2013 publication. This year, 600,000 *California Road Trips 2014* will be distributed in the June 2014 issue of *Sunset* magazine, and an additional 400,000 will be distributed through domestic and international direct fulfillment and at trade shows. *California Road Trips 2014* will also be available for free in digital format on [Visit California's website](#). Visitors can also get a copy by ordering the guide [online](#) or by calling 1-877-CALIFORNIA.

Visit California (formerly known as the California Travel & Tourism Commission) is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. According to Visit California, travel and tourism expenditures totaled \$109.6 billion in 2013 in California, supporting jobs for 965,800 Californians and generating \$7.1 billion in state and local tax revenues. For more information about Visit California and for a free California Official State Visitor's Guide, go to www.VisitCalifornia.com/CVG.

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