



Just a little out there.

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## Marin's Convention & Visitors Bureau

March 2009

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### The MCVB Monthly Newsletter

The goal of the Marin Convention & Visitors Bureau is to keep you informed of local events, green businesses, travel trends and membership.



Have fun in Marin County!  
The MCVB staff:  
Mark, Christine,  
Deborah, Gina and  
Anuschka

### MCVB Member of the Month

**[Pure Luxury Transportation](#)** is a full service, executive transportation company providing the utmost in chauffeured ground transportation. Serving Marin County and surrounding SF Bay Area since 1991, they are "Committed to Perfection". Pure Luxury's environmental credentials include membership in the internationally recognized Green Ride Global Environmental Sustainability Program, partnership in the US EPA Climate Leaders Program, and an ISO 14001 compliant Environmental Management System. They are presently on target to achieve a 20% reduction in their greenhouse



gas emissions through driver behavior modification, energy conservation, waste reduction, and the transition to alternative fuel vehicles.

They recently won two environmental excellence awards. Contact them at 800-626-5466 or visit [www.pureluxury.com](http://www.pureluxury.com)

Pure Luxury has been a member of the MCVB since August 2006.

## **Event Highlights for March**

### **Tiburon International Film Festival**

**Thursday, March 19, 2009 through March 27th**

The Playhouse Theater at 40 Main Street, and the Corinthian Yacht Club located at 43 Main Street in Tiburon.

TIFF is an annual event, which seeks to provide a greater understanding of the world and its many cultures through the artistic medium of film, and through the top quality films from around the world. Between 230 to 280 films are selected from over 3000 entries each year. Many filmmakers will be attending the festival at the *Meet the Filmmakers* party on Friday March 20th. The closing night and Awards Gala is March 27th. For more information or to buy tickets call 415-789-8854, stop by the festival office at 1680 Tiburon Blvd. in Tiburon (11am to 5pm, 7 days a week) or [click here](#).



### **Living with Mountain Lions**

**Thursday, March 26th from 6:30pm to 8pm**

Join Naturalist Virginia Fifield and Chief Ranger Rob Ruiz to discuss the habits and natural history of the mountain lion in Marin. Learn to identify this secretive mammal and what to do in the event you or your companion animal encounter one. Meet at the Marinwood Community Center, 775 Miller Creek Road in San Rafael. This event is offered through the Marin County Parks and Open Space Department. 415.499.6387 [www.marinparks.org](http://www.marinparks.org)

### **An Evening with Jose Carreras**

**Saturday, March 28th at 8:00pm**

The world-famous Catalan Spanish operatic tenor is one of the world's most prominent singers of his generation. Appearing live at the Marin Center, Jose Carreras will sing operatic and popular favorites, in recital with pianist Lorenzo Bavai. This will be his only Bay Area appearance. Location of the [Marin Civic Center](#) is 10 Avenue of the Flags in San Rafael.

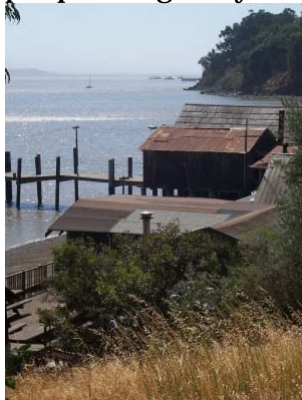


*If you are a member of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#) web page. We will highlight a few county events each month in this section.*

## **A Day in Marin**

## China Camp, a State Park and Historical Landmark

A Chinese shrimp-fishing village thrived on this site in the 1880s. Nearly 500 people, originally from Canton, China, lived in the village. In its heyday, there



were three general stores, a marine supply store and a barber shop. Presently, all that survives is the shrimp drying shed with the original brick shed (c. 1880-90), the shrimp shed constructed on pine pilings built over the tide line (c. 1870-90), the 305 foot long pier, which has been lengthened since the early days of the camp, the shrimp grinding shed's frame and siding remnants which is attached to the existing camp store (1860s-1880) and two floating houses (c. 1900) which are now beached. Visitors are welcome to wander through these buildings and imagine what life was like in the early days of Bay Area

shrimping.

Not only a historical landmark, [China Camp](#) also has over 1,640 acres of natural watershed along the shores of San Francisco Bay. The park features extensive inter-tidal, salt marsh, meadow and oak habitats that are home to a variety of wildlife, including deer, squirrels and numerous birds. Visitors not only enjoy wildlife-watching, but also hiking, swimming, boating and windsurfing. The park has some of the best weather in the San Francisco Bay Area, with an average of more than 200 fog-free days per year.

For biking enthusiasts, take the north San Pedro exit in San Rafael and head east toward the Bay. After ten minutes you see a kiosk on the right, standing in a large meadow. Back Ranch trailhead is behind the kiosk (see the map posted nearby) and a narrow trail will take you up to Bayview singletrack, which traipses along the ridgeline for several miles. It's easy to go too fast here, so watch out for other trail users. When you come back down to the Chinese fishing village, shop for a picnic lunch and enjoy the views of San Francisco across the bay. To return to the parking lot, take nearly level shoreline singletrack back through the three picnic areas and enjoy four miles of prime easy riding.



For families, children's programs are free, hour long programs which run from 3:00 P.M. to 4:00 P.M. and involve learning about the park's natural and cultural history through outdoor exploration and hands-on activities. Don't miss this month's program on the 28th about Plant Life and Wildflowers at the Back Ranch Meadows Campground paved parking lot.

## Travel Trends and News

### Marketing California in Tough Times

The California Travel & Tourism Commission (CTTC) is preparing to launch a \$50 million worldwide marketing campaign to put California at the top of travelers' itineraries. With a \$900,000 expenditure from the state's general fund and \$49 million from industry partners, the commission will also endeavor

to maintain as many of the 928,000 travel and tourism related jobs in the state as possible.

Caroline Beteta is president and chief executive officer of the CTTC. Her job is to make the state a magnet for tourists and their annual expenditures of \$96.7 billion. She was recently interviewed in San Francisco by the Chronicle, and the following are some excerpts of that interview.

"The industry in the state is retrenching to local markets, in large part. Convention and visitors bureaus, attractions, hotels - they are marketing closer to home because people are starting to travel closer to home, given the recessionary climate. So what the industry has asked us to do is give them that national presence and attract people from outside of California, particularly from long-haul markets, because people from those markets stay longer and spend more."

"The plan will be seen both Domestically and internationally. It involves traditional advertising, offline media, online media, Web interactive, publications, cooperative marketing, the travel trade. We have offices in seven countries - the U.K., Germany, Japan, Australia, China, Mexico, South Korea. We have emerging and secondary and tertiary markets like India, Taiwan, Brazil, Argentina, Chile, as well as Italy, France, Austria and Switzerland. It's a triage effect, focusing on markets where we will see the most potential for gains and then also start to cultivate the emerging markets. That way we don't get left behind. We're doing well in the U.K. right now because other destinations are pulling out. Our share of voice becomes that much stronger."

Forecasts for 2009 are very soft with a hopeful recovery in early 2010. The state had a silver lining in 2008 with the weak dollar and the influx of European travelers. "If we can hold on in '09 and then hopefully push off from there, I think the industry should be satisfied." That is why CTTC needs to continue marketing California in this tough environment.

### **Did You Know...**

On February 20, 2009, Governor Arnold Schwarzenegger signed legislation creating tax credits for film and television productions as part of an economic stimulus provision in the new state budget. **The Production Incentive Program** is geared towards feature films with budgets between \$1 million and \$75 million, TV series that relocate to California, and TV series produced for basic cable. Eligible productions are those with at least 75% of their shooting days in California and may receive tax credits equal to 20-25% of qualifying expenditures.

[The California Film Commission](#) is working on drafting program regulations and developing application procedures for eligible production requests.

### **The MCVB is Doing It's Job!**

#### **Success at the Modern Bridal Showcase**

"A few of us participated in February's Modern Bridal Showcase-tradeshaw; and it was successful and fun! I feel that during these difficult economic times,

marketing and putting our names out in the different market sectors is an invaluable tool. In addition to that, I specially enjoy interacting with our Marin counterparts as well as those of the Bay Area; a great social network.

I was also fortunate to participate in December's CalSAE tradeshow, another successful and valuable event which we combined with our sales calls in the Sacramento Area. I have been part of this great Marin hospitality group only a little less than 2 years, and your energy, creativity and hard work is shining through and providing all of us with some great leadership and opportunities to have exposure in all these market sectors.

I am also aware of the hard work and invested time that it takes in order to research, select, coordinate (our hospitality group) and produce a valuable, productive and successful tradeshow. It is with this in mind that I express my gratitude for all the collaborative work you and the Marin CVB Staff are providing us with. Keep up the great work and continue to keep us on our toes!"

*Marlene Merino*  
*Senior Sales Manager*  
*Reneson Hotels of Marin*  
*B.W. Corte Madera Inn*  
Modern Bridal Showcase  
San Francisco's Concourse  
February 8, 2009

**Our Mission:** *To develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.*

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