Explore Butte County

Tourism in a Post-Covid Landscape

Photo credit @icub4ucme58
Bandwango Partnership

Explore What Makes Butte County Great!

When you’re ready to explore Butte County, check out Explore Butte County’s Experience Passes.

The passes bring together the best attractions, adventures, and savings in one convenient location. Passes are delivered directly to your phone via text and email! Whether you’re here for a weekend or a week, take advantage of all that Butte County has to offer. Get your passes today to begin your next adventure!

#HikeButteCA Pass
- Hike Butte County trails and check-in on your mobile device to track your progress
- Free to participate, no app to download

Adventure Pass
- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Hike, bike, and paddle the best of Butte County
- Check-in along the way to win

Celebrating 150 Years
- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Discover 150 activities to celebrate Chico
- Check-in for a chance to win
Datafy

Invested in Big Data – to better understand where visitors are coming from and how they interact with our main attractions and points of interest.
North Table Mountain Ecological Reserve
Brand Refresh
Google Business Profiles

- Work with visitor-serving business to remind them to update their business listings on Google
- They are the #1 source of zero-click searches
- Claimed and completed Business Profiles are vital for individual businesses
- Having a high percentage of claimed and managed businesses is important to overall destination
  - Elevated professionalism
  - Positive visitor experience
Visit California Resources

California tourism economy grew in 2021:

- Visitor Spending: $100.2B
- State & Local Tax Revenues: $9.8B

*Statistics reflect the 2021 calendar year. Source: Dean Runyan Associates, Inc.

PARTNER OPPORTUNITIES

- Be a Part of Team California
  Learn more about ways to get involved with Visit California, including partner opportunities and content submission.

CAMPAIGN

- 'Meet What's Possible'
  Learn how your business can get involved in bringing the world to the Golden State.

URL: industry.visitcalifornia.com
Economic Impacts

Visitor Spending by Commodity Purchased ($Million)

2021 Economic Impact Report prepared by Dean Runyan Associates
Thank You