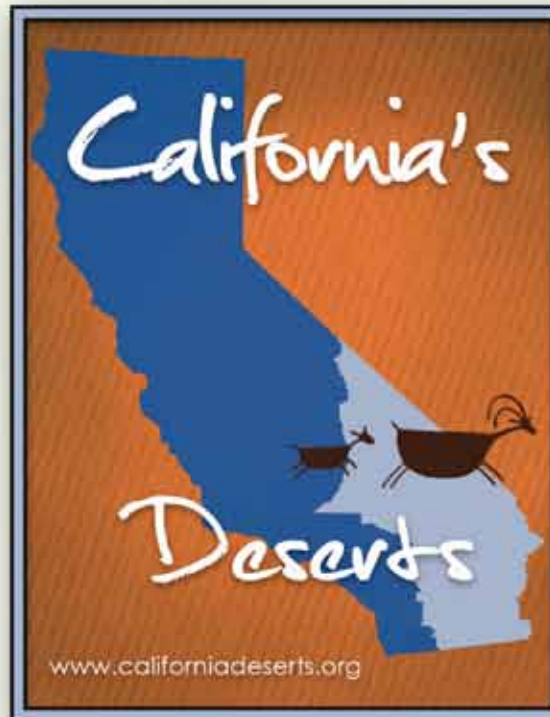


MEMBERSHIP BENEFITS

- * Free listing on the CDVA website, with link & photo (the CDVA site will be linked to the official California tourism site with nearly 5 million hits per month)
- * Representation at travel shows & events through CDVA
- * Collateral allowance at travel shows attended by CDVA
- * Opportunities to participate in travel shows attended by CDVA
- * Display co-op advertising opportunities with CDVA
- * Inclusion in CDVA domestic & international marketing plans
- * Partnership in California Cultural Heritage meetings
- * Regional representation on the California Rural Marketing Advisory Committee
- * Media exposure through CDVA familiarization tours & media relations opportunities
- * Networking & educational opportunities featuring regional tourism marketing pros and more...



*It's time the California deserts-
all of the California deserts-
had our own organization
to market the region!*



California Deserts Visitors Association
www.californiadeserts.org
760-366-2700

from night life...



CALIFORNIA DESERTS VISITORS ASSOCIATION

Has Something for Everyone



...to quiet life

WHAT IS THE CALIFORNIA DESERTS VISITORS ASSOCIATION?



California Deserts
Visitors Association
www.californiadeserts.org

CDVA is a professional organization comprised of tourism and hospitality organizations dedicated to creating marketing efforts that accomplish collectively what none can do alone — **promote** the entire Deserts Region as a destination and **maximize tourism revenue**.

What areas are included in the Deserts Region?

Portions of:

San Bernardino County

Riverside County

San Diego County

Imperial County

Kern County

Inyo County

(see our online map of CDVA territory)

The **Deserts Region** spans six unique and diverse counties: from the pristine peaks of Panamint Springs to the lowest elevation of Death Valley, from the scenic Mojave National Preserve to the one and only Mojave Spaceport, and from the rich aviation history of the Edwards Air Force Base to living ghost towns capturing the real Old West. Whether you prefer the beauty of wide open spaces or the excitement and nightlife of the Morongo Basin — this is the unspoiled, unexpected and uncomplicated California.



WHO WE ARE

CDVA is a multi-county marketing organization recognized by the California Travel and Tourism Commission to represent the Deserts Region. CDVA works in cooperation with chambers of commerce, convention and visitor bureaus, promotional committees, regional organizations, state and federal resource management agencies, attractions, accommodations and destination marketing organizations to promote visitorship in the Deserts Region.

WHAT WE DO

CDVA jointly markets, advertises and promotes the region's communities, attractions, lodging properties, retail stores, shopping malls, community festivals, annual events, restaurants and public lands. The organization also works cooperatively with the California Travel and Tourism Commission, National Park Services, California State Parks, U.S. Bureau of Land Management, U.S. Forest Service and every participating member of the CVDA in promoting the Deserts Region.

HOW IT WORKS

By calling one central phone number (760-366-2700) or central web site www.californiadeserts.org, visitors are connected to CDVA member organizations. Local communities and members then provide prospective visitors with specific promotional information about lodging, parks, restaurants, events and attractions. The CDVA web site provides links to its members as well as to www.visitcalifornia.com, which assists visitors in planning desert trips and vacations.

WHY YOU SHOULD JOIN TODAY

The California Travel and Tourism Commission allocates matching funds for cooperative marketing. For every \$50 dollars stakeholders dedicate to regional marketing efforts, the CTTC contributes an additional \$50 -- up to \$30,000 annually. Your contribution is pooled with that of other Deserts Region partners, maximizing the impact of those dollars.

Deserts Regional Membership

Your investment makes you a partner in the hardest-working regional destination marketing organization in California. Let the California Deserts Visitors Association help you expand your success. Complete your membership today. Visit www.californiadeserts.org.

"By pooling our marketing dollars, we can effectively promote the Deserts Region throughout the state, the nation, and the world. Together we accomplish much more than any single person, group or organization could achieve on its own."

Join today online at www.californiadeserts.org, or print out the registration form and mail it. Need an invoice? Just e-mail us at info@californiadeserts.org with your request.