

Contact:

Karen Lippe-Ferrell
Marketing Chair
714.273.6442

2017 CalTravel Tourism Award Winners Announced

Recipients to be honored at 35th Annual California Travel Summit, June 27-29, 2017 at the Newport Beach Marriott Hotel & Spa

SACRAMENTO, CA, June 27, 2017 –The California Travel Association (CalTravel) has announced the 2017 CalTravel Tourism Award Winners to be honored at the 35th Annual California Travel Summit, June 27-29 in Newport Beach. The awards recognize those who have made a dramatic impact for their respective area in the past year through innovation, awareness, creativity or stewardship.

Each year, the CalTravel seeks nominations from its members for outstanding individuals and organizations within the industry to be considered for its nine awards. This year's CalTravel Tourism award winners include:

California Travel Norman F. Clark Tourism Champion of the Year: *Steve Hammond, President and CEO, Visit Sacramento* -The F. Norman Clark Tourism Champion of the Year recognizes excellence in California tourism for activities in a specific year or to recognize a body of work in tourism. The award recognizes activities that have contributed to building the image of California and for contributing to increasing visitor arrivals to the state.

California Travel Culinary Champion of the Year: *Sir Bruno Serato, Owner and Chef, Anaheim White House* – This award is given specifically for an individual, chef, restaurant or culinary icon who has played a meaningful role in taking the California food and lifestyle scene into the forefront of worldwide culinary and lifestyle tourism, or enhanced interest in California as a destination through their recognition as a "California Brand."

California Travel Winery of the Year: *Michael David Winery* – Beyond being recognized for the winemaker's excellent wine, a major component of the decision process includes the winery's contribution to developing the California tourism brand. The award recognizes the innovation, success and commitment to the travel industry.

California Travel Brewery of the Year: *Towne Park Brew Company* - CalTravel recognizes a "California Brew Master's" product as a brewery's contribution to developing the California tourism brand. The recipient of this award reflects the entrepreneurial spirit of their craft

and their product achieves a unique and enviable position of creating awareness of the California brand.

California Travel Steward of the Year: Mariana Maguire, Southern California Associate Director Conservation Lands Foundation - The Steward of the Year award is given to the individual or organization that has done the most to protect, preserve, restore, improve, expand, or otherwise enhance California's natural, cultural, or historical treasures.

California Travel Cultural Tourism Champion: *Evan Meyer, Beautify Earth*– Highlights the significant impact on California tourism through either the performance or visual arts. The award may recognize, but is not limited to, any of the following: an entertainer, musician, event, festival or individual artist.

Retailer of the Year: South Coast Plaza – This award celebrates the retail shop owner, venue or shopping mall that exemplifies the California experience through innovative retail positioning, product development, integrated marketing programs, tourism activities, and contributions to their local economies.

California Travel Excellence in Tourism Advocacy of the Year Award: Lisa Bartlett, Vice Chair, Orange County Board of Supervisors - This award is given to an elected individual at the state or local level who has fostered and advanced the concerns of travel, tourism and/or hospitality. The deserving individual may have championed one or many significant tourism related issues or causes during the past year.

“We congratulate the winners of the 2017 CalTravel Tourism Awards and extend our gratitude for their contributions to California tourism over the past year,” said Joe Terzi, chairman of the board for the California Travel Association. “Individuals and organizations like these play an integral part in the overall health and prosperity of our industry.”

For more information about the conference please visit www.caltravel.org.

About CalTravel

CalTravel is the unified voice for the California travel industry’s political concerns. By advocating directly to the state legislature, the Governor’s office, local and federal officials, businesses, and the public, CalTravel addresses issues that affect the state’s tourism industry. CalTravel also aggressively seeks to ensure continued funding for Visit California. For more information upcoming CalTravel networking opportunities and events, please visit www.caltravel.org