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Explore Butte County Debuts New Brand to Attract ‘Explorers’

CHICO, Calif. (June 22, 2017)—Explore Butte County—a premier travel destination for outdoor recreation, locally-grown food, boutique towns and expressive art—launched a new brand identity to encourage local and regional tourism.

The new Explore Butte County brand—which includes a new logo, tagline, color palette, interactive website, social media pages, videography and photography—is expected to increase overall travel spending by 18 percent.

“We’ve come together to showcase something extraordinary,” said Bruce Spangler, president of the board of Explore Butte County. “This is the first time we can collectively celebrate our undiscovered mecca of waterfalls, almond groves, vineyards, boutique shops and local artists while encouraging tourists to live like explorers do.”

The tagline, “explorers welcome,” weaves through pre-planned itineraries, recommended eateries, places to stay and things to do. The interactive website, ExploreButteCounty.com, showcases hiking and biking excursions; wine, beer and olive oil tastings; local festivals, farm-to-table fare and natural landmarks to uncover.

“We’ve always had the elements of a gorgeous landscape and activities within, but we haven’t had an identity to showcase ourselves,” said Spangler. “Now, we can celebrate the region, inspire travelers, and instill a new sense of pride in our residents as a succinct brand.”

Main outdoor attractions include Phantom Falls, 164-foot seasonal waterfall at Coal Canyon; Table Mountain, a 1,582-foot plateau overlooking the City of Oroville; and Lake Oroville, a reservoir connected by the Feather River and premier destination for fishing, water sports and camping.

Explore Butte County’s agritourism points include locally-owned vineyards and wineries, nut, fruit and olive groves, and boutique tasting rooms. The Sierra Oro Farm

Trail, which supports local agritourism, connects farms and wineries through a geographical map.

The county's metropolitan areas include Chico—home of Chico State University, Sierra Nevada Brewing Company and Bidwell Park—and the cities of Oroville and Paradise.

For more information about Explore Butte County, visit: ExploreButteCounty.com, or contact: info@explorebutteca.com.

About Butte County

Butte County, 75 miles north of Sacramento, offers a variety of recreation, authentic local culture and events within the California Central Valley. It encompasses 1,677 square miles of farm land, lakes, rivers, foothills, trails and urban areas. Metropolitan cities include Chico, Oroville and Paradise. Named after the Sutter Buttes, Butte County was the northernmost gateway of the California Gold Rush, and includes land from one of the original Mexican Land Grants. Rich in history, agriculture, ranching and outdoor exploration, Butte County continues to celebrate its origin through expressive arts, recreation and locally-sourced products. Points of interest include Chico State University, Sierra Nevada Brewing Company, Bidwell Park and Table Mountain. For more information, visit: ExploreButteCounty.com.

About the Tourism Business Improvement District (TBID)

The County of Butte initiated regional tourism planning efforts in 2013 with support from all of the local jurisdictions, including: Oroville, Paradise, Chico, Biggs and Gridley. Explore Butte County, the 501(c)6 non-profit organization, was established in November 2015 to oversee the management of the TBID funds. Explore Butte County is managed by a board of directors comprised primarily of Butte County lodging property representatives. The TBID's main purpose is to promote future travel and highlight amenities of participating jurisdictions, including unincorporated Butte County, Chico, Oroville, Paradise, and Biggs; with an ultimate goal of growing regional tourism resulting in increased economic spending within the region.

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