



Explore Butte County Executive Director Carolyn Denero Named to Serve on the California Travel Association Leadership Team

BUTTE COUNTY, Calif. (July 8, 2020) – Explore Butte County Executive Director Carolyn Denero was recently named to serve on the prestigious At-Large Board of Directors for the California Travel Association. The mission of the statewide organization is to protect and advance the interests and investments of California's travel and tourism industry through advocacy, collaboration, and education. As a voice for Butte County and the North Valley, Denero and other key tourism influencers will play an important role in shaping the future of the association.

"We are excited at the opportunity for Carolyn to be at the table and be included in the significant work CalTravel is doing on behalf of all hoteliers," said Bruce Spangler, Explore Butte County Board President and General Manager of the Holiday Inn Express & Suites in Oroville. "It is important to us as an organization to have a voice and hear first-hand what is at stake for our industry. This is another advantage we can use to succeed at our mandate to increase visitation to our hotels in Butte County."

Carolyn has served as the executive director of Explore Butte County (also known as the Butte County Tourism Business Improvement District) since May 2018. She first began working as a contractor on the Board of Directors before being hired as the first staff person and executive director of the organization. Carolyn graduated from University of the Pacific (UOP) with a degree in Industrial Organizational Psychology. With a focus on travel and tourism, Carolyn has had the opportunity to work for diverse organizations throughout her career. Prior to moving (back) to Butte County in 2017, she worked with the managing partners of Epicenter, a large-scale sports and entertainment complex in Santa Rosa, to build policy, recruit staff, and open the visitor-serving complex to the North Bay Area. Prior to that, Carolyn worked as the membership and event coordinator for the Calistoga Chamber of Commerce where she was able to help build the visitor-serving infrastructure and economy through events.

Denero's role with on the At-Large Board of Directors for the California Travel Association – known as "Tourism's United Voice" – was effective as of July 1, 2020, and she will serve for two years.

For more information about Cal Travel, please visit www.CalTravel.org. for more information about Explore Butte County please visit www.explorebuttecounty.com or follow on social media – Facebook at www.facebook.com/explorebutteca and @ExploreButteCA on Instagram and Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at www.explorebuttecounty.com/more/visitor-guide.

For the latest information about what Butte County attractions, points of interest, restaurants, breweries, wineries and lodging options have safely reopened for business, regularly updated information is available at www.explorebuttecounty.com/more/butte-county-reopens.

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Source: Explore Butte County (www.ExploreButteCounty.com)

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