



FOR IMMEDIATE RELEASE
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California Welcome Center set to open at Ontario Mills
Greater Ontario Convention & Visitors Bureau to operate new in line space

Monday, April 18, 2016 (Ontario, California) The Greater Ontario Convention & Visitors Bureau is the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga California to visitors nationally and internationally. As destination experts the bureau provides groups and meeting professionals with an unbiased, comprehensive resource when booking a tour, convention, meeting or event within the cities of Ontario and Rancho Cucamonga, California.

The Greater Ontario Convention & Visitors Bureau plans to celebrate National Travel and Tourism Week with the opening of the California Welcome Center at Ontario Mills on May 4, 2016. Awarded by the State of California to build, own and operate a California Welcome Center the Greater Ontario Convention & Visitors Bureau is excited to unveil a beautiful new location. The retail space in the new redeveloped section of Ontario Mills is located on the west side of the Mall. Set to greet all visitors, including over 700 tour buses annually, the 1500 sq. ft. space will afford the visitor information about the State of California, the Greater Ontario area and the entire Inland Empire as well. "We are the Inland Empire area experts with local destination experience and with support of the State of California our Ambassadors are ready to provide visitors to the California Welcome Center with information, directions, services, souvenirs, and guidance to learn more about their next adventure destination" Said Michael Krouse, President & CEO of Greater Ontario Convention & Visitors Bureau.

The California Welcome Center will be a major resource for all visitors including the local community to learn about events, entertainment options, and natural resources that make the Greater Ontario and Inland Empire region a fantastic place to live, work, and play. The amenities of the California Welcome Center include electronic visual displays, interactive digital screens, lounge space, work stations, retail items, and more. The California Welcome Center will be open at Ontario Mills during all mall hours.

National Travel and Tourism Week is an annual tradition for the U.S. travel community, established by a congressional resolution in 1983 and first celebrated the following year. It's a time where travel and tourism professionals across the country unite to spotlight the unique value travel holds for our economy, business sector and personal well-being. "Travel '16" will be a nationwide campaign highlighting travel's benefits for our nation's health, prosperity and productivity. From the cross-country vacation to the weekend getaway, travel is something almost everyone can get behind. The State of California predicted visitor spending would reach a record \$117 Billion in 2015 and annual tourism expenditures throughout California were primed to reach \$135.6 Billion by 2016.

The [Greater Ontario Convention & Visitors Bureau](http://www.discoverontariocalifornia.org) is the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga California to visitors nationally and internationally. As destination experts we provide groups and meeting professionals with an unbiased, comprehensive resource when booking a tour, convention, meeting or event within the cities of Ontario and Rancho Cucamonga, California. Ideal for leisure and business travel, the region boasts scenic mountains, deserts, vineyards and metropolitan areas that are both historic and cosmopolitan in character. For meeting needs of all sizes – from a conference room to a citywide convention utilizing the Ontario Convention Center – or for a special exposition or sporting event, the Greater Ontario Convention & Visitors Bureau will provide the necessary destination support tools to execute a successful experience. Visit www.discoverontariocalifornia.org

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