



@VisitVisalia



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## NEW VISIT VISALIA LOGO HONORED WITH AWARD

**Visalia, Calif. (July 17, 2019)** – The new Visit Visalia logo was recently recognized for creative excellence by the American Advertising Awards. Visit Visalia is a collaboration of the Visalia Tourism Marketing District and the Visalia Convention and Visitors Bureau to increase the marketing budget to promote the city.

The American Advertising Awards program, formerly known as The ADDYs, is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year. American Advertising Awards are granted to creative agencies by the American Advertising Federation and reward the creative spirit of excellence in the art of advertising.

The logo was designed by AMF Media Group, a full-service marketing and public relations agency that has worked with Visit Visalia since 2018. The agency's efforts to date have included foundational research to evaluate the Visalia brand and tourist targets, a new website, updated marketing collateral, programmatic digital advertising, a YouTube series featuring Niccolo Go of Joaquin Around, and a public relations program.

"We are very appreciative of the partnership with AMF," said Visit Visalia Executive Director Demea Metcalf. "Their creative guidance has been integral to our overall work to promote Visalia as a tourist destination. Recognition from the American Advertising Federation is a further testament that the work is resonating with the travel community and we are headed in the right direction."

Marketing and public relations efforts continue to showcase Visalia as an ideal home base for families looking to visit Sequoia & Kings Canyon National Parks and who want to extend their stay to explore the region. Visit Visalia highlights the many things to see and do in Visalia, as well as the city's outstanding restaurants.

The organization helps keep tourism front and center as one of the major economic drivers that contributes to sustaining the city's local businesses. The 2018 Visit California economic impact



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report showed that local visitor spending reached \$430.4 million last year, a 6.38 percent boost in spending over the previous year, and supported 5,450 jobs in Tulare County. For more information, head to [www.visitvisalia.com](http://www.visitvisalia.com).

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**ABOUT VISIT VISALIA:**

Visit Visalia is a collaboration of the Visalia Tourism Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers. For more information about Visit Visalia go to [www.VisitVisalia.com](http://www.VisitVisalia.com) and follow VisitVisalia on Instagram, Facebook, Twitter and Pinterest.