

## Carlsbad, California 2008 Official Visitors Guide Now Available

*Carlsbad by the Sea, San Diego North Coast's Most Popular Destination has a colorful, new 40-page guide filled with helpful travel and local information for visitors to this attractive seaside Village. To help conserve our natural resources, the new guide will also be available in a digital format online.*

Carlsbad, California ([PRWeb](#)) May 9, 2008 -- Right on time for summer travel planning, the Carlsbad Convention and Visitors Bureau is ready for the onset of visitors to this attractive sea-side destination with the announcement that its annual Visitors Guide has just been published. The full-sized Visitors Guide is a fun read, packed with essential information about Carlsbad. The Guide is free and is an excellent reference for vacation planning, day trips or for local residents preparing for the arrival of summer houseguests.

The vibrant 40-page magazine-style Guide is filled with helpful information such as lodging accommodations, restaurants, shopping, local attractions (LEGOLAND, Leo Carrillo Park, The Village), outdoor fun, special events (Carlsbad 5K, ArtSplash, Village Faire, Carlsbad Marathon) and, of course, directions on "how to get to the beach!" Stunning photography and directional maps provide the perfect complement to this year's Guide.

"It's all there to help visitors make the most of their stay, whether the trip is to tour the many local Carlsbad attractions, visit with family or to enjoy a relaxing day on a quiet, sandy beach," said Nancy Nayudu, owner of Pelican Cove Inn Bed & Breakfast and Chairwoman of the Carlsbad Convention and Visitors Bureau. Information is included on travel to Carlsbad by air, rail or car. It also provides local transportation options and information for travelers wanting to visit our neighbors the south, Mexico.

The Bureau again teamed up with Los Angeles-based Striker Media Group for a fourth consecutive year to produce another exceptional publication. Striker is a seasoned design and publishing firm, offering the travel industry creative advertising services, specializing in high-end destination publications.

Last year the Bureau increased its print run of guides from 50,000 to 75,000, this year, that number has increased to 80,000 copies.

According to Kurt Burkhart, the Bureau's Executive Director, "Striker's staff brings a wide range of expertise in every area affecting the efficacy of a publishing program and the Bureau has found their staff to be sensitive to Carlsbad's culture while designing, building and selling ad space for our guide."

Burkhart further noted that the Bureau's now famous, "Three Cute Kids" cover, also features award-winning photos from Carlsbad students, whose photographs are now on display in Carlsbad's sister city in the Czech Republic, Karolvy Vary.

Lyndell Gooch, President and publisher of Striker Media commented, "Our goal, as a publishing company, is to portray a destination accurately and honestly. The community's interest in advertising in the Carlsbad guide has grown, as evidenced by a 60-percent increase in the number of books ordered and with respect to the groundwork done by my staff as they worked to be respectful of, and familiar with the businesses. " He added, "The editorial and photography are professional, our relationship with Carlsbad CVB is very good and we look forward to

continued success with the Carlsbad Bureau."

The Bureau understands that Internet savvy consumers want travel-planning information quickly once they have selected their destination. To meet the consumer's needs and to help in conserving our natural resources, the Carlsbad CVB is promoting this year's Guide in its digital format at [www.visitcarlsbad.com](http://www.visitcarlsbad.com) as an excellent alternative to ordering the printed version. The digital format is expected to be online within ten days. Visitors to the website can also connect instantly to advertisers with a URL in their ads, via the online version.

The Official Carlsbad Visitors Guide is the primary marketing fulfillment piece representing Carlsbad and will be mailed to meet all requests resulting from the Bureau's direct advertising, online requests or by telephone. The guide will be distributed at major travel shows attended by the Bureau, at the concierge and guest services desk in local hotels, Official California Welcome Centers and the Carlsbad Visitors Information Center located at 400 Carlsbad Village Drive, Carlsbad, CA 92008. Tel760.434.6096

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<http://www.visitcarlsbad.com>

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