



News Release

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VISIT VACAVILLE RELAUNCHES WEBSITE FOCUSED ON NATURAL BEAUTY AND SMALL-TOWN CHARM

Appeal to ‘Stay Present. Stay Grounded.’ front and center for families looking for rural respite

Vacaville, Calif. March 11, 2020 — Visit Vacaville has relaunched its website for the 2021 tourism market, with an additional focus on Covid protocols for traveling safely, and resources for local businesses as the pandemic continues. While Visit Vacaville has always published content of interest for both residents and visitors, the refreshed website’s features are part of its expanded efforts to continue directly serving local populations alongside destination travelers.

With consumer sentiment showing an appetite for more trips taken by car, primarily within a few hours’ drive time, Vacaville remains an appealing rural oasis within driving distance from several large cities. With updated information on how to visit safely, Visit Vacaville has positioned the city as an ideal getaway for day trips or overnight stays, not too far from home.

Pursuits featured on the updated website include self-guided agricultural tours to taste seasonal local flavors, and adventures focused on the simplicity of being outdoors and enjoying nature and its inhabitants. Activities are detailed in blog-like formats, with local tips and photography so visitors can get a sense for what it will be like to picnic in the fields, bike to the top of a nearby summit, or pick up a selection of craft beers and small bites for a pairing and tasting experience.

A simplified navigation makes it easy for visitors to search by interest, find the weather forecast, and pull all of their planning together, from accommodations to dining, in one Plan My Visit app.

“We want visitors to feel that Vacaville is an easy place to come back to,” said Visit Vacaville President & CEO Melyssa Reeves. “Right now, simple experiences in and around nature are what people crave, and where they feel comfortable. We relaunched our website to make it easy for them to choose Vacaville when they are ready to venture out again.”

To experience the new website, visit www.VisitVacaville.com.

About Visit Vacaville

Visit Vacaville is the official destination marketing organization for the City of Vacaville. For information on reservations, activities and more, visit www.visitvacaville.com, or request a travel planner. Visit Vacaville operates a visitor center at 1671 E. Monte Vista Ave. Suite N-110.