



**PACIFICA**  
CHAMBER *of* COMMERCE  
& VISITOR CENTER  
A Pretty Cool Place

**For Immediate Release**

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**Pacifica Chamber of Commerce Launches [www.VisitPacifica.com](http://www.VisitPacifica.com)  
*In Effort to Promote Pacifica as a Destination for Travelers***

Pacifica, CA (June 29, 2011) – Courtney Conlon, CEO of the Pacifica Chamber of Commerce announced today the launch of the new Visit Pacifica website ([www.visitpacifica.com](http://www.visitpacifica.com)), as the seaside community embarks on a marketing plan to promote Pacifica as a destination for travelers. Seeking to increase tourism, business and residential opportunities, Pacifica provides the only waterfront lodging opportunities in the immediate San Francisco area and a plethora of affordable and outdoor activities suited to visitors near and far.

“We are so pleased to get the word out to a broader audience about Pacifica, said Conlon. “We are a true coastal gem located just 15 minutes south of San Francisco and the airport, yet our visitors say they feel worlds away and right at home when they are here. We like to think of ourselves as the first doorway to serenity from San Francisco, with so many outdoor adventures - from hiking and biking to surfing, and golfing, making us a destination for visitors of all ages and interests.”

With the “staycation” trend in travel and tourism continuing to rise, Pacifica provides a home away from home for Bay Area residents and visitors alike. Its rich cultural heritage and bohemian-esque personality make it an original destination worth uncovering. Pacifica’s vibrant and unique offerings and natural beauty make it a haven for locals and travelers alike. Its diverse and affordable lodging, dining and entertaining options offer a wonderful opportunity to travelers considering a serene locale to relax and spend time with family and friends.

“We are really pleased to share Pacifica’s message with the larger community, and let more people know about our wonderful city,” said Mayor Mary Ann Nihart. “We hope to share the natural beauty and our wonderful community with many visitors and potential businesses and residents.”

The new branding campaign will promote all the elements that make Pacifica a special destination for visitors near and far. Along with the launch of the Visit Pacifica website, the Chamber employed Mana Brand Marketing to create the unique personification of a mermaid as its new logo, beckoning travelers to this ethereal enclave. The logo reflects Pacifica’s historic identity and calls travelers to enjoy the beauty of its seaside location. The mermaid has been utilized since the 1950’s to promote the town’s local Fog Festival, and throughout its history.

Pacifica’s rich history began during the same 1769 expedition that founded the entire San Francisco Bay. Led by Gaspar de Portol of Balaguer, Catalonia, Spain, the expedition came across the same Mediterranean climate and fertile farmland that later beckoned immigrants from Ireland and Italy. A thriving vegetable farming area soon produced the largest artichoke crop in the country in the 1890s. Today, Portol remains Pacifica’s Sister City. The very name Pacifica means “peace” in Spanish, and lends itself to the ethereal natural surroundings of hills and beaches.

Whether taking in the view from an oceanfront room in Pacifica’s beachside hotels, watching the sun set over a candlelit dinner or experiencing the vast beauty of the area from atop one of Pacifica’s many cliffs, there are many unforgettable experiences, historical treasures and spectacular walking and hiking trails to explore. With delicious restaurants and cafes, comfortable hotels and unique shops, there is something for everyone in Pacifica.

**About the Pacifica Chamber of Commerce:** The Pacifica Chamber of Commerce seeks to develop and support Pacifica’s business population, promote job growth and opportunities, and bring visitors to enjoy its unparalleled serenity. Supporting businesses in the coastal town located 15 miles south of San Francisco, The Pacifica Visitor Center also offers visitors information and maps for lodging, dining, cultural opportunities and activities. The Pacifica Visitor’s Center is located at 225 Rockaway Beach Avenue.

Please visit the Pacifica website at [www.visitpacificacom](http://www.visitpacificacom) or call **650-355-4122** for more information.



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