

Visit California to Welcome the "Raid Amazonas" Event November 12-20, 2016

300 French women will hike, bike and paddle their way through some of Southern California's wildest terrain as part of the annual adventure race

BEVERLY HILLS, CA (October 24, 2016) — Visit California will host the 15th edition of the popular French adventure race, [Raid Amazonas](#), November 12-20, 2016. Nearly 300 women will participate in the race, a popular annual event for French women that travels to different locations around the globe each year. California is the first North American destination to host the race, which will feature athletic challenges throughout the Greater Palm Springs region in addition to a movie tourism themed scavenger hunt in Los Angeles.

"Visit California is honored to serve as the host destination for this inspiring event that celebrates women," said Caroline Beteta, President and CEO of Visit California. "The race captures California's 'Dream Big' spirit, and we are delighted to have this opportunity to show off California's spectacular landscapes and iconic culture."

The Raid Amazonas program provides a unique opportunity to promote California to French travelers, a key European source market for California tourism and the state's sixth-largest overseas visitor market. Last year, 451,000 French travelers visited the Golden State, infusing \$779 million into California's economy with an average per trip spend of \$1,516 per person.

Spearheaded by renowned French television producer and media personality Alexandre Debanne, the Raid Amazonas is incredibly popular in France and garners widespread media attention, including a 30-minute television special summarizing the entire experience that airs on national broadcast network BFM.

"The California edition of Raid Amazonas will be one of the most beautiful we've ever done — and we have the most participants ever — which speaks to the great interest in California," said Alexandre Debanne, Raid Amazonas Founder/Director. "This adventure will allow people all over France to discover the USA and California in a new way."

The [DoubleTree by Hilton Hotel Golf Resort Palm Springs](#) will serve as the host hotel for the weeklong adventure. The women, competing in teams of three, will take on a different athletic challenge each day in addition to participating in a series of leisure activities including riding the Palm Springs Aerial Tramway, learning to play softball and taking line dancing lessons. A daytrip to Los Angeles will provide a break from the physical exertion while the women compete in a film-centric scavenger hunt using the expanded Metro lines to reach locations in Hollywood, Downtown Los Angeles, Santa Monica and Venice Beach. The week of challenges and discoveries will culminate in a festive finale gala evening at the DoubleTree, which will be broadcast on Virgin Radio, one of the top French radio channels.

The race schedule is as follows:

- **Monday, November 14:** Trek in Pioneertown Mountains Preserve
- **Tuesday, November 15:** Bike race in Anza Borrego Desert State Park
- **Wednesday, November 16:** Canoe race at Salton Sea State Recreation Area
- **Thursday, November 17:** Scavenger Hunt in Los Angeles
- **Friday, November 18:** Triathlon at Lake Perris State Recreation Area and overnight camping at Joshua Tree National Park
- **Saturday, November 19:** Morning hike in Joshua Tree National Park and closing night Finale Gala at DoubleTree by Hilton Golf Resort Palm Springs

Raid Amazonas is produced by ZBO. The 2016 Raid Amazonas in California is sponsored and supported by [Air Tahiti Nui](#), Visit California, [Greater Palm Springs Convention and Visitors Bureau](#) and [Los Angeles Tourism & Convention Board](#). Proceeds from the non-profit Raid Amazonas 2016 will support the American association Go Red For Women to help women struggling with cardiovascular diseases.

“Air Tahiti Nui is proud partner of this wonderful event, which gives the participating women an opportunity to experience an unique adventure based on values of sports, conviviality and solidarity, shared and supported by Air Tahiti Nui,” said Jean-Marc Hastings, Europe Director of Air Tahiti Nui. “We’re proud to be able to help make this event happen in California and we are very pleased to welcome these women onboard our non-stop flight between Paris and Los Angeles.”

ABOUT VISIT CALIFORNIA

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state’s travel industry – that keep California top-of-mind as a premier travel destination. According to Visit California, spending by travelers totaled \$122.5 billion in 2015 in California, generating 1,064,000 jobs in the state and \$9.9 billion in state and local tax revenues. For more information about Visit California and for a free California Official State Visitor's Guide, go to www.VisitCalifornia.com. For story ideas, media information, downloadable images, video and more, go to www.media.visitcalifornia.com.

See Visit California’s official welcome video for the Raid Amazones at: <https://vimeo.com/183641522>.