



FOR IMMEDIATE RELEASE

New California Welcome Center Opens in Torrance, Aims to Boost Local Tourism

Tourism resources now available at Del Amo Fashion Center

TORRANCE, Calif., April 1, 2021 – [Discover Torrance](#) in partnership with [Visit California](#) and the [City of Torrance](#) is pleased to announce the opening of a California Welcome Center in Torrance at Del Amo Fashion Center. The center will serve in-state travelers and, eventually, visitors from all over the world by providing information about Torrance, the South Bay region, and California tourism.

“It’s an honor to serve as tourism ambassadors not only for the City of Torrance but for the entire Golden State at our new California Welcome Center,” said Linda Amato, board chair of Discover Torrance. “As visitors start to feel ready to travel again, we’re excited to connect with them on their journeys and help create amazing memories by sharing some of the best-kept secrets in Southern California.”

Torrance is now home to the 18th California Welcome Center in the state and the second in Los Angeles County.

“We’re thrilled to bring another California Welcome Center to travelers in Southern California,” said Amy Chambers, staff service manager for Visit California and manager of the California Welcome Center Committee. “The City of Torrance is well-crafted, diverse and has a relaxed yet innovative spirit. It’s a refreshingly unique destination in the Southern California landscape, making it an ideal location for a California Welcome Center.”

Torrance’s Welcome Center will provide travelers with information about attractions, lodging, local discounts, maps, brochures, insider tips and fun merchandise from Discover Torrance, Visit California and local businesses. Travelers will also learn about a bingo card game of must-visit Torrance locations, also available for pick up at their lodging property, and how they can bring their completed card to the Welcome Center to redeem a prize, while supplies last. The Welcome Center also features two kiosks that travelers can use to plan their trips and book accommodations.

“Tourism is an important contributor to the City of Torrance economy and adding a California Welcome Center is a great opportunity to assist in our sustainable growth as we continue to recover from the pandemic shutdowns,” said Fran Fulton, economic development manager for the City of Torrance. “Travel spending supports local businesses as well as essential services and programs, so the new Welcome Center will support locals as much as it will benefit visitors.”

Torrance’s Welcome Center is located at the main entrance, level one of Del Amo Fashion Center, one of the largest malls in the U.S. Street signage has been installed to

help motorists find this official, state-designated office, with additional freeway signage coming soon.

Torrance's Welcome Center is open Monday through Saturday, from 11 a.m. to 7 p.m. and on Sunday from 12 to 6 p.m. The center is adhering to safety guidelines by social distancing and offering disposable face coverings, among other precautions. Additionally, the center's official grand opening ceremony will be announced once it is safe to hold a public gathering.

ABOUT DISCOVER TORRANCE

Discover Torrance is the official destination marketing organization for the City of Torrance, Calif. With a mission to increase the economy of the city through sustained growth in tourism spending, Discover Torrance promotes the quintessential California beach experience where hops and flip-flops are the way of life. From 15 hotels for every travel style and budget, an exploding craft beer scene, fantastic food to one of the largest shopping malls in the U.S., Torrance is Los Angeles County's gem. For more information, visit discovertorrance.com.

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. For more information about Visit California and for a free California Official State Visitor's Guide, go to visitcalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.

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