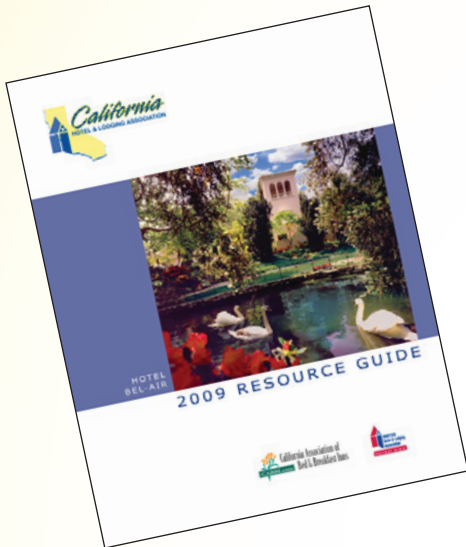




RESOURCE GUIDE

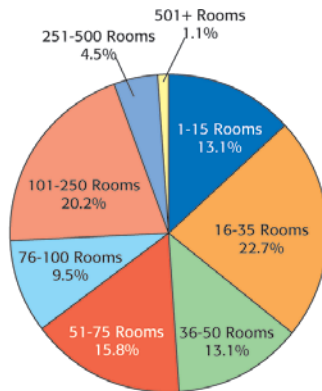
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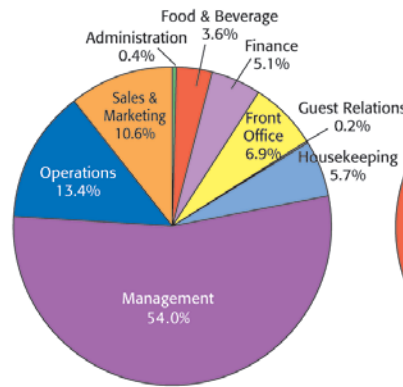
The annual *CH&LA Resource Guide* is distributed to every hotel in California, offering businesses an exceptional opportunity to target lodging industry decision makers in the nation's most visited state.

READERSHIP

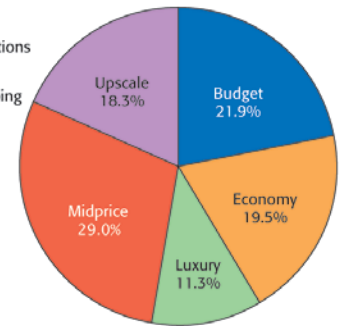
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READERSHIP



PROPERTY SEGMENT

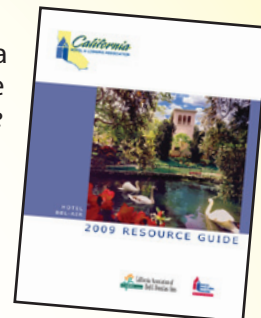
The *Resource Guide* includes a Products and Services section dedicated to CABBI, the California Association of Bed and Breakfast Inns. If you target bed and breakfast inns with your marketing, talk to your sales rep about placing your ad in the CABBI section.



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