



**For Immediate Release**

## **From Missions to Cable Cars: The Historic Anza Trail**

The past is meeting the present as tourism organizations from Arizona and California are partnering with the National Park Service in promoting the lure of the Old West and the call of history to beckon visitors to follow the Juan Bautista de Anza National Historic Trail.

The tour and travel market can now take advantage of this historical and cultural journey, spanning two states and traveling through 19 counties. The convention & visitors bureaus of Tucson, Yuma, San Diego, Los Angeles, Santa Barbara, San Luis Obispo, Monterey and San Francisco are partnering to market the sites, attractions and events along the historic route. This collaborative effort will give travelers a comprehensive resource for following the 1,200-mile Anza Trail along a marked highway route from Tubac, Ariz. to San Francisco, Calif.

The Anza Trail highlights the 1775 expedition of some 200 volunteer colonists who chose to start a new life and trek from Sonora, Mexico to the harbor of San Francisco. Juan Bautista de Anza, captain of the presidio at Tubac (now in Southern Arizona), was assigned to scout a safe overland route to move settlers, livestock and supplies from Mexico. His expedition not only found a safe passage, but established friendly relations with Native Americans along the way and founded the presidio and mission at San Francisco Bay. The trail remained a crucial link to California throughout the Spanish colonization.

This journey through time presents the traveler with an educational, cultural and spiritual experience. The unchanged landscapes create a sense of place, setting the backdrop for visitors to learn the stories of the expedition, its members and descendants. Travelers can also expect to gain an understanding of the American Indian role in the expedition and the diversity of cultures, and an appreciation of the extent of the accomplishments of Juan Bautista de Anza and his colonizers.

“The Anza Trail is a window into our past and travelers on the trail today will see many places essentially unchanged and some completely transformed,” said Meredith Kaplan, Superintendent of the Juan Bautista de Anza National Historic Trail. “The National Park Service is thrilled to be working with the tourism industry to bring the past to life in sharing the story of the Anza Trail and its impact on history.”

With the increasing popularity of drive vacations and a renewed interest in historic routes, the Anza Trail is the perfect excursion for travelers of all ages. From scenic deserts and rugged mountains to ocean views and incredible cities, the route extends from missions to cable cars, concluding in San Francisco, founded by Juan Bautista de Anza.

For more information on the tourism industry’s promotion of the Anza Trail, contact Jacki Mieler at the Arizona Office of Tourism at 602-364-3697 or [jmieler@azot.com](mailto:jmieler@azot.com) or Jennifer Jasper of the California Travel & Tourism Commission at 916-444-4429 or [jjasper@cttc1.com](mailto:jjasper@cttc1.com). For general information on the Anza Trail, visit the National Park Services official web site at [www.nps.gov/juba](http://www.nps.gov/juba).