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Bakersfield Unveils Moving Billboard to Lure Visitors

BAKERSFIELD, Calif. – A new bus traveling between Bakersfield and Los Angeles doubles as a moving billboard, with photos promoting Bakersfield as a destination for visitors and recreational activities.

"Thousands of commuters and pedestrians each day will see a positive visual message about Bakersfield," said David Lyman, Manager of the Bakersfield Convention and Visitors Bureau, which spearheaded the effort. "This bus will constantly be in different locations as it travels, showcasing Bakersfield as a visitor destination to new audiences."

The bus, owned by Silverado Stages, is used as a private charter and runs several times a week between Bakersfield and Los Angeles under a contract with the Veterans Administration. The "Bakersfield Bus" sports a photo montage of river rafting, auto racing, and downtown's Mill Creek, all crowned by the arching Bakersfield sign. The montage also includes the CVB's "More to Explore" tagline and its website, VisitBakersfield.com

In addition to its regular route between Bakersfield and Los Angeles, the "Bakersfield Bus" may also be used by Silverado Stages for local private charter service such as school, military, corporate, contract, sports or social events throughout California and adjoining states.

Silverado Stages began in 1987 as San Simeon Stages and has grown to become the largest privately owned charter bus company in California and the 19th largest charter bus company in the United States as reported in Metro Magazine, January 2014.

The moving billboard is the latest marketing effort of the Bakersfield Convention and Visitors Bureau. Earlier this year, its Official Bakersfield Visitors Guide won an Award of Merit from the California Association for Local Economic Development.

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Photo credit: Bakersfield CVB

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