CTTC **18 Month** Marketing Program Planning Calendar

Ongoing: Year-round | Live: In-market | Commit Date | TBA

	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
ABAV - Brazilian Association of Travel Agents										23-27								
Addison Travel Shows: Eastern Canada (Toronto)									29-30									
ARLAG	TBA																	
Banner Ads on visitcalifornia.com	Ongoing																	
California Official State Visitor's Guide and Travel Planner								22					Ongoing					
California Road Trips (previously Drives Guide)	Ongoing																	
California State Park Welcome Map														23	3	4/1-6/30	5/1-6/30	
California Welcome Center (CWC) Promo Opportunities	Ongoing																	
California: Beyond Your Imagination Roadshow	TBA																	
CITM - China International Travel Mart											20-23							
Co-op Promotions Communications										1						1		
Co-op Promotions Online - Japan										1						1		
CTTC Media Mission 2010 - Europe	TBA																	

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CTTC Press Releases						30												
Culture California	Ongoing																	
Discover America Expo 2009 - Australia & New Zealand														19-27				
Domestic Media Fams	TBA																	
Expo Vacaciones											1			16-18				
Fall Print Insert Campaign with CMG							16		1									
Fun Spots 2008							30	4/8-12/31										
Go West Summit													26-29					
Golf California											1							
International Media Fams - Europe	TBA																	
International Media Fams - The Americas & South Pacific	TBA																	
International Product Fams – UK & Ireland	TBA																	
International SuperFam - UK & Ireland							7		18-25									

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International Visitor's Guide - Australia							31						1/1- 6/30					
International Visitor's Guide - Brazil							31						1/1- 6/30					
International Visitor's Guide - China							31						1/1- 6/30					
International Visitor's Guide - Germany							31						1/1- 6/30					
International Visitor's Guide - Japan							31						1/1- 6/30					
International Visitor's Guide - Mexico							31						1/1- 6/30					
International Visitor's Guide - South Korea							31						1/1- 6/30					
International Visitor's Guide - United Kingdom							31						1/1- 6/30					
ITB Berlin 2009															11-15			
JATA - Japan Association of Travel Agents							15											
Los Angeles Media Reception	TBA																	
Meiers Weltreisen Ski Fam	TBA																	
National Tour Association (NTA) - Annual Convention											15-19							

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National Tour Association (NTA) - Spring Meet						1-4												
New York Media Reception														3				
Rural Reciprocal Link Program	TBA																	
San Francisco Media Reception	TBA																	
Shop California	1/1-12/31																	
Travel Trade Sales Mission - Japan	TBA																	
UK Holiday & Travel Shows with Visit USA													16-18	13-15				
Web Listings on CTTC Consumer Web Sites	TBA																	
What's New in California Newsletter									12									
Willy Scharnow Trade Fam - Southern California	TBA																	
Wine & Food Co-op	TBA																	
Wine & Food Press/Trade Event - Mexico	TBA																	
Wine Tasting Promotion with DERTOUR - Germany	TBA																	

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World Travel Market 2008											8 & 13							
World Travel Market 2008 VIP Film Premiere Event											9							