

# Web Site Enhancements

June 2009

## Program Description

At the core of the Site Enhancement initiative is improving accessibility and interactivity of content for the site visitor in order to bolster their engagement within the site. Web enhancements continue to roll out as part of the overall Site Enhancement initiative, which began earlier in 2009 with the development of the new homepage hero design.

The latest set of enhancements includes tweaking the design elements of other areas of the site and leveraging the new postcard-style treatment deeper in the site structure. This new design will allow us greater flexibility to showcase the industry and surface the content for the traveling consumer.

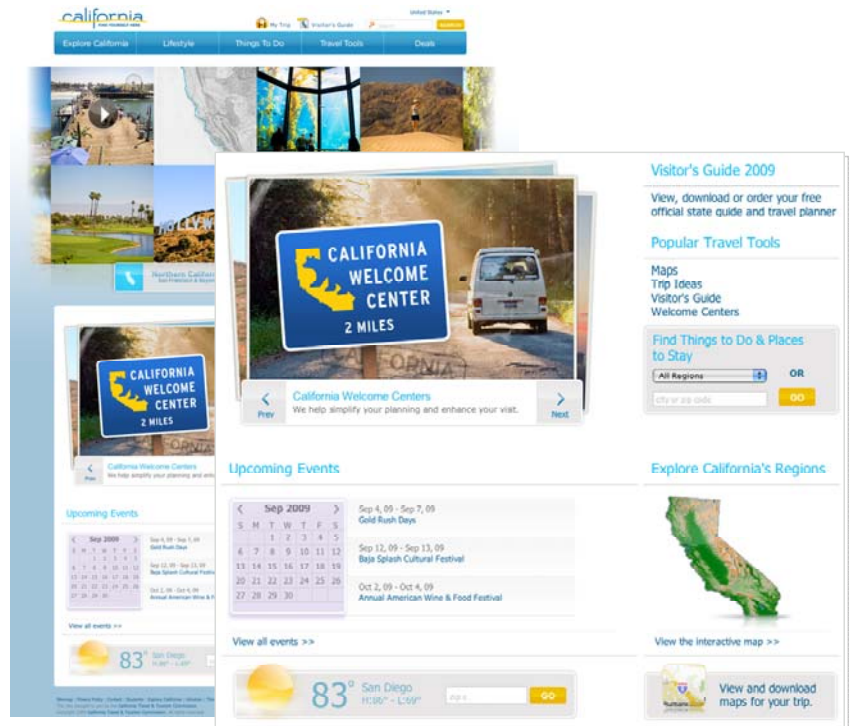
The following elements were addressed in this phase of the site enhancements:

### Postcards

A new postcard design was implemented throughout the site, which features large, breath-taking images that promote special programs, offers and other site features. This element was added to the homepage, landing pages for each “Explore CA” and “Things To Do” section and all Attractions pages.

### Homepage

A “Find Things To Do” search module was added; frequently used Travel Tools were given more prominence; and an interactive calendar was added to the Events Calendar.



## Landing Pages for “Explore CA” and “Things To Do” Sections

More travel content was added above the fold; a “Most Popular Things To Do” module was added to each region; regional activities are now listed with the ability to expand and view activity content; and “Must Sees,” “Inside Scoops” and a two-column grid allows for a main content area with contextual content surrounding it.

## Attraction Details Pages (Must See, Inside Scoops and Trip Ideas)

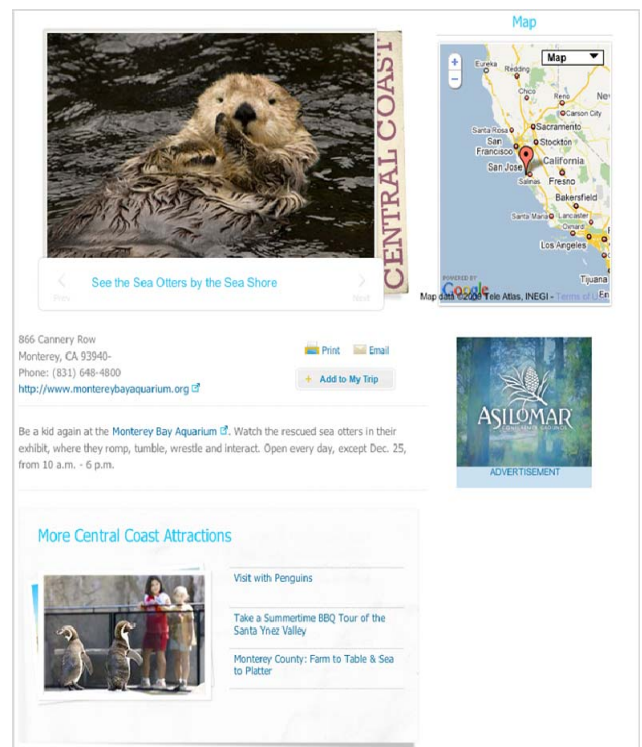
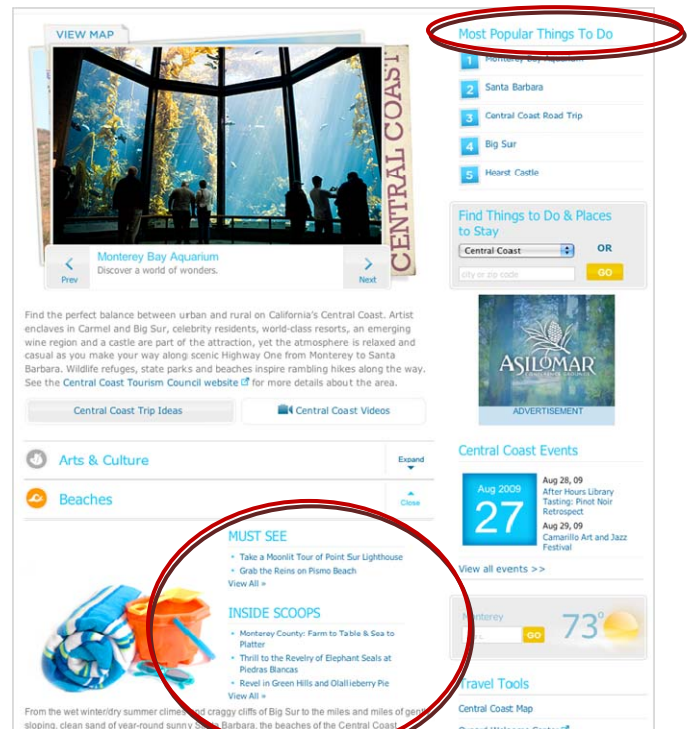
A new simple look and feel was implemented to standardize all attraction pages. Improved mapping showing the attraction location in an easy-to-see map was added; contextually relevant attractions featured based on region was surfaced; and banner ads were added to increase views.

## Target Audience

The broad audience of leisure travelers visiting visitcalifornia.com.

## Objectives & Reach

- Enhance user experience, engagement and satisfaction on visitcalifornia.com while reducing site abandonment.
- Extend the California abundance messaging on visitcalifornia.com.
- Implement new design elements that allow greater flexibility to showcase the industry and surface the content for the traveling consumer.



## Results & Accomplishments

After the Web site enhancements launched on July 1, 2009, the TNS Web Survey showed a lift in perception for the following Web attributes (compared to June 30, 2009, and before):

- Shows experience and places I am interested in: increased by 5.7%
- Effectively describes specific attractions/events/activities: increased by 9.5%
- Helps me choose attractions/events/activities: increased by 5.5%
- Helps me plan getting to and from California: increased by 5.8%

Since the Web site enhancements were the only changes made to visitcalifornia.com, it can be deduced that these enhancements helped increase the perception of these Web attributes amongst those surveyed.

## Program Contact(s)

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