Korean Sales Mission

June 11-12, 2009

Program Description

CTTC held the very first Korean Sales Mission with the help of 15 California delegates. Korea is California's fifth largest overseas market, with visiting friends and relatives (VFR) and business/corporate travelers the major market segments. CTTC Korea took a delegation of California stakeholders to meet and train the Korean travel trade on California products.

The Sales Mission facilitated travel agents and tour operators in Korea to increase their destination/product knowledge of the massive potential of California. At the same time, all 15 participating delegates gained extensive knowledge of Korea's tourism market conditions and took the opportunity to showcase each of their products by networking with key travel industry partners.

Delegate list:

California Academy of Sciences
SeaWorld San Diego
Yosemite/Mariposa CVB
San Francisco CVB
LA INC.
Sheraton Fisherman's Wharf
Renoir Hotel
Hertz Rent-a-Car
Disney Destinations International
Red & White Fleet
San Diego CVB
Beverly Hills CVB
Cova Hotel
Radisson Fisherman's Wharf
Casa Resorts

<u>Korea Market Briefing</u>

CTTC Korea conducted an hour-long market briefing to update the delegates on market conditions. CTTC specially developed an 80-page "Delegate Briefing Book," with details including a Korean market overview, sales mission program run-down, travel agent profiles, etc.

Trade Seminar

The purpose of the travel trade seminar was to educate the frontline retail agents on California. CTTC Korea conducted an overview of California destination motivators, focusing on the 12 regions of California. Each of the delegates had an opportunity to give three-minute presentation on their product to the key agents.

VIP Reception

The travel trade VIP Reception Dinner provided an opportunity for CTTC Korea and the California delegates to network with key travel trade industry executives. CTTC presented a destination video with California travel motivators. Over 90 high-profile partners from the travel trade and marketing industry attended this event, which included a welcome speech by the U.S. Embassy. CTTC requested industry executives' support to double Korean visitor numbers to 600,000 by 2012.

Travel Mart

CTTC Korea custom-designed travel mart booths for each of the 15 delegates, including a logo from each company plus a minimum of two signature photos on the booth wall. The six-hour workshop and luncheon incorporated a total of 256 pre-scheduled individual appointments with the top product planners and destination marketing managers in Seoul.

Media Roundtable

CTTC Korea announced the first Korea Sales Mission with California tourism delegates and officially proclaimed Jung Gyu Woon as the California Tourism PR Ambassador. Fifty-three people from key media outlets attended, including a major cable TV broadcasting network that subsequently aired CTTC's announcement of Jung as PR Ambassador as top entertainment news in the tourism industry. After the media roundtable, Jung Gyu Woon was ranked as the most popular keyword on Korea's major portal sites, nate.com and daum.net. In addition, each delegate was given an opportunity to present their product to the media.

Target Audience

The target audience for the Sales Mission is travel trade and media.

Objectives & Reach

- Travel Trade Seminar: 66 frontline retail agents attended
- Travel Trade VIP Dinner: 90 top travel trade executives attended
- Travel Trade Workshop: 49 product planners and destination marketing managers attended
- Media Event
  - 53 attendees from 19 media outlets
  - Number one searched item post-event
  - 42 million impressions
  - $336,000 in media value

Results & Accomplishments

The timing of the Korea Sales Mission was very opportunistic, especially due to the recent negative impact of influenza H1N1 on both short-haul and long-haul travel from Korea. CTTC's Korea office was able to demonstrate CTTC's in-market leadership through:

1. Successful execution of a market entry strategy.
2. Implementation of travel trade seminars with top tour operators.
3. Participation from 15 key California stakeholders in the first sales mission.

4. Launch of "Hotel California" technology initiative with microsite (www.visitcalifornia.co.kr).
5. Successful announcement of California Tourism Celebrity Ambassador, Jung Gyu Woon.

The feedback from the Korean travel industry was that California is leading the way in promoting tourism to the United States. In 2008, overall Korean outbound travel was down 10%, while U.S. mainland visitation was down 3.4%. Among Korea leisure travelers, more than 25% are traveling to the U.S. without a visa, indicating the success of the Visa Waiver Program. California is the fourth largest outbound market (7%), behind visitation to China, Southeast Asia and Japan. California captures 41% of all Korean visitors.

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