

California Fun Spots

Ongoing

Program Description

In its 19th year, California Fun Spots is the longest continuous running cooperative marketing program in CTTC history. Over the years, our partners have been composed of California's most visited and best-known family attractions. The program includes extended listings, photos and downloadable coupons on visitcalifornia.com/funspots (located in the Deals section of the Web site).

Target Audience

Consumers and industry partners.

Objectives & Reach

California Fun Spots is designed to help promote attractions throughout California by offering downloadable savings coupons to consumers at visitcalifornia.com/funspots. The program was built to extend the reach of individual attractions' marketing efforts, providing exposure to regional, national and, where possible, international audiences.

Results & Accomplishments

The 2009 Fun Spots program netted 34 industry partners, 12 of which were new. From January 1 to August 31, 2009, the visitcalifornia.com/funspots page generated 81,506 unique page views. The cumulative results from January 1 through August 31, 2009, were:

2009 Fun Spots	Results
Coupon downloads	78,663
Deals pg. views	150,743
Fun Spots pg. views	104,690
Avg. click-thru rate	45.4%

The program includes:

- Downloadable coupons, photo and extended listings on visitcalifornia.com/funspots for each partner.
 - Quarterly reporting by attraction
- Two-page print advertisement to drive traffic to the landing page.
 - *Arthur Frommer's Budget Travel*; 675,000 distribution (\$50,198 value)
- 2-page flyer to promote the California Fun Spots program distributed at domestic and international tradeshows.
- Targeted attraction SEM buy & eCRM as part of CTTC's overall online brand effort.
 - Delivery of 20.6 million impressions between December 17, 2008, and February 17, 2009.
- Representation at CTTC's New York, San Francisco, and Los Angeles media receptions
- Attraction listing inclusion in the 2009 *Official State Map*

CTTC recently conducted a partner satisfaction study of Fun Spots participants, and overall feedback was positive. CTTC is working with its interactive agency, Sapient, to help improve and enhance the user experience by redesigning the visitcalifornia.com/funspots landing page, increasing the likelihood of more downloads and coupon redemptions as well as making it easier to find the coupons Web visitors are looking for. The Fun Spots logo was also recently revamped to be more Web friendly and in line with the California attitude.

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