

# Hotel California Microsite

Launched June 11, 2009

## Program Description

In conjunction with the Korea Sales Mission on June 11, 2009, CTTC Korea held a press conference to launch a 12-month microsite campaign, “Hotel California,” targeting consumers in their 20s-40s who are interested in traveling to California.

It is a dynamic consumer Web site with entertaining content about California travel information. The Web site will introduce each of California’s 12 regions through a Korean celebrity (e.g., TV personality, author, movie critic, etc.). Each person visits different regions of the state while a media team documents the person’s regional experience via video, images and detailed content stories.

The four main features of the microsite are:

- **Room#:** Each of the 12 episodes is in a “hotel room,” featuring the regional experience via video, images and detailed travel stories and information, updating stories on a monthly basis.
- **Invitation:** Promotional event page to encourage Web site visitors to sign up for a membership as well as sign up to win a California trip.
- **Gift:** Story quiz event for Web visitor rewards.
- **Guest book:** Allows Web visitors to submit comments, suggestions and questions.

For the first Hotel California “guest,” CTTC Korea invited a popular 27-year-old TV drama celebrity, Jung Gyu Woon. In May, Jung visited Northern California, and his travel stories, photos and video clips on San Francisco, Sonoma/Napa Valley, Monterey and Carmel have been uploaded on “Hotel California,” along with useful visitor information for FIT travelers.

At the press conference where CTTC Korea launched “Hotel California,” Jung spoke to the media about his personal California experience. He was also introduced as the California Tourism Celebrity Ambassador with a proclamation from Governor Arnold Schwarzenegger.



CTTC Korea plans to update the Web site monthly with different stories and visual information for a 12-month campaign period.

## Target Audience

Internet users in Korea, especially inexperienced FIT travelers in their 20s-40s.

## Objectives & Reach

- Motivate Web site visitors to travel to California by utilizing entertaining content and travel information by notable Koreans.
- Increase online exposure on California and boost traffic to the Korean Web site.
- Achieve top keyword ranking for specific targeted keywords.

## Results & Accomplishments

- CTTC Korea launched the microsite on June 11. “Jung Gyu Woon” was the top searched term on the largest Korean search portal for the day of the launch.
- CTTC Korea generated 42 million impressions and \$260,000 in media value just from the press conference announcing the microsite launch.
- Hotel California has been evaluated as a creative, entertaining and user-friendly microsite that is visually rich enough to attract Web-savvy Korean Internet users.
- CTTC has received impressive feedback from visitors on feeling compelled to explore, great music, great subtle design and layout.
- Successfully generated informative and entertaining online content to inspire strong desire among young Koreans to visit California.
- Communicated directly with our visitors of Hotel California and motivated them to enjoy the diversity of California.
- July microsite statistics ([www.mycalifornia.co.kr](http://www.mycalifornia.co.kr))
  - Number of visits: 17,478
  - Number of unique visitors: 14,891
  - Total page views: 20,001

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