

Culture California

Ongoing

Program Description

The CTTC Culture California co-op program supports the joint marketing initiatives of CTTC and the California Cultural Heritage & Tourism Corps (CCHTC). In 2009, Culture California purchased a co-op advertisement in the premiere edition of *The Cultural Traveler*, a planned annual publication produced and distributed in partnership with the Museum Store Association and the U.S. Culture & Heritage Tourism Marketing Council. Production of a 2010 ad is currently in the works.

Target Audience

Consumers interested in cultural travel and shopping.

Objectives & Reach

- Increase the awareness of California as a year-round, premier destination for arts and culture.
- Encourage leisure travelers to choose California as their next vacation.
- Encourage travelers to visit visitcalifornia.com/culture for trip planning information and a calendar of cultural events.
- 40,000 *Cultural Traveler* guidebooks will be distributed throughout the year to domestic and international visitors, tour operators and travel partners.

Results & Accomplishments

The full-color co-op insert will be anchored by a culture-branded ad along with ads from California partners. CTTC will include relevant content on cultural activities and events available year-round in each of California's 12 regions.



Program Contact(s)

Antonette Eckert
Advertising & Co-op Marketing Manager
916.319.5405
aeckert@visitcalifornia.com

Jonelle Tannahill
Tourism Development Manager
916.319.5438
jtannahill@visitcalifornia.com