

Los Angeles Media Reception

April 21, 2009

Program Description

CTTC was proud to host the Los Angeles Media Reception on April 21, 2009, at the Sheraton Los Angeles Downtown. This event is designed to connect California destinations and tourism businesses with key travel media to generate additional interest in California as a travel destination. This event also gave the 60 registered California delegates the opportunity to showcase story ideas and what's new in their respective areas.

Target Audience

This event was targeted to travel media based in Los Angeles and surrounding areas, as well as media from nearby states and Canada.

Objectives & Reach

To promote California as a premier travel destination and educate the market on the California travel product.

Results & Accomplishments

This year's event attracted more than 50 key consumer, lifestyle and travel media based in the Los Angeles area, with representatives from the *Los Angeles Times*, KCBS, TravelLady, *La Opinion*, and top freelancers, among others in attendance. CTTC also hosted five media from Canada, and took them on a Northern California media fam.

The Los Angeles Media Reception is part of CTTC's ongoing domestic media outreach. In addition to continuing to cultivating relationships with more than 50 key travel media in Los Angeles and surrounding areas, this event contributed to the domestic earned media ROI for the 2008-2009 fiscal year of **\$26,128,376.56**, with 112,079,044 impressions.

Program Contact(s)

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Shannon Brooks, Santa Barbara Convention and Visitors Bureau, promotes her destination to Los Angeles media.



Diane Mandeville from Cannery Row meets with media about her travel product at the Los Angeles Media Reception.