

Online Travel Agency Custom Sponsorships

September 2009

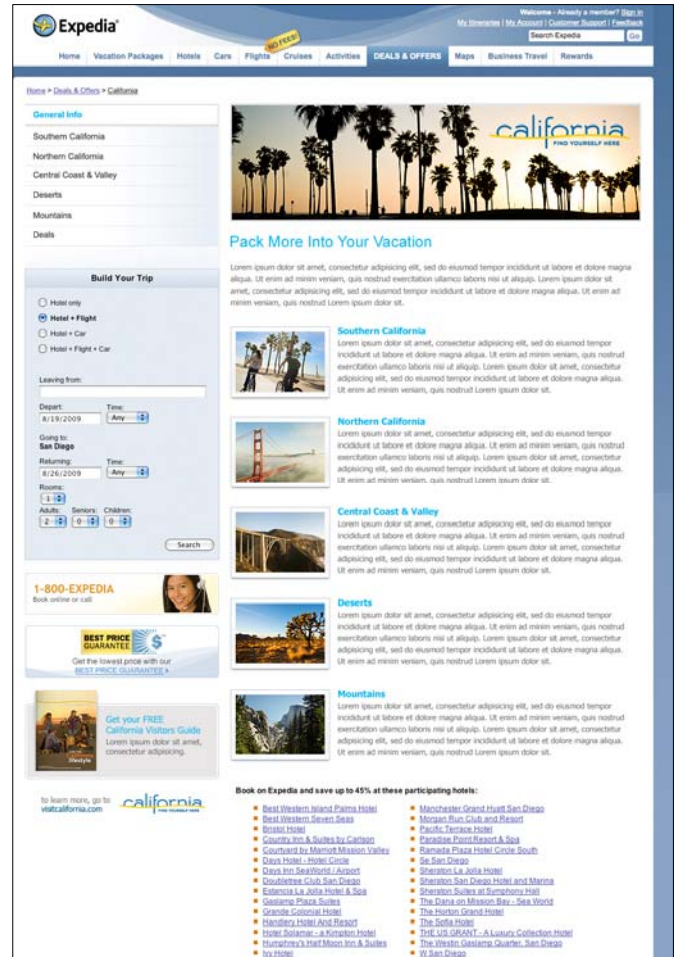
Program Description

As our main online initiative for 2009/2010, CTTC has engaged in custom sponsorships with three major online travel agency (OTA) networks.

Partnering in significant ways with OTAs provides the greatest reach to active online travel planners and combines custom sponsorships and paid media in the following ways:

- Generally, increased investment with OTAs provides higher promotional visibility and rate of rotation frequency for California vacation packages.
- OTA-sponsored promotions will occur throughout the year and can tie into CTTC efforts (i.e. seasonal efforts like winter/snow), providing additional unpaid media exposure.
- In 09/10, CTTC can use the promotions, offer codes, discounts, etc. that the OTAs build.
- Custom sponsorships allow flexibility, as OTAs will increase exposure/ impressions, without incremental costs, to reach CTTC goals.

The custom sponsorship is composed of a California microsite, online banners and e-mail placements with each OTA and a complementary SEM campaign. Traffic to the microsites is driven by online advertising on the OTA sites, while the complementary SEM campaign continues to drive traffic to visitcalifornia.com.



Microsites provide high-profile real estate on these widely used OTAs, which assures high reach to actual travel planners/purchasers. Additionally, bundling microsites with a competitive-market targeted promotional media builds reach against competing markets and pays off with high-impact custom content and partner offers within the OTA environment.

The OTA custom sponsorship microsites will launch in a two-phased approach on Expedia, Travelocity and Orbitz:

- Phase I: Brand positioning and OTA-served deals (September 2009)
- Phase II: Incorporation of partner/co-op deals and content (2010)

The microsites and online advertising play off the “Pack More Into Your Vacation” campaign theme, which was developed to showcase the abundance of diverse offerings within the Golden State and to differentiate California from its competitors. Microsites will include breathtaking California images, OTA-served deals, trip itineraries, must sees, popular spots and much more. The program allows the flexibility to optimize the microsites on a quarterly basis.



Target Audience

The broad audience of leisure travelers visiting the OTAs to search, plan and/or book their vacation.

Objectives & Reach

- Drive incremental revenue beyond existing offline marketing vehicles.
- Boost overall travel to the state and increase market share against competing destinations through robust competitive targeting among active travel planners and purchasers.
- Drive consideration of California among travelers by engaging in the social networks they rely upon to research and plan travel – consideration fuels purchase – and an increased relationship with their favorite OTA.
- Remain competitive throughout the year by creating a long-term continuous marketplace presence.
- Do more with less. Build online media programs that carry as much value beyond paid media as possible.

Results & Accomplishments

Key metrics that we will be tracking for overall program success include:

- Number of bookings to California after microsite launch (compared to previous one- and two-year benchmarks).
- Revenue to OTA for California travel (lift compared to previous one- and two-year benchmarks).

Secondary metrics that we will be tracking for program optimization include:

- Web traffic to visitcalifornia.com from banners prior to microsite launch
- Click-through rate on banners to California microsite
- Clicks to regional landing pages on microsite
- Time spent on microsite

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