

State Tourism Director of the Year

September 1, 2009

Program Description

The National Council of State Tourism Directors (NCSTD), an industry council of the U.S. Travel Association, named CTTC President & CEO Caroline Beteta State Tourism Director of the Year on September 1.

“Caroline’s leadership and innovation are well known within California and she’s well-deserving of this honor. She’s also become a national advocate for travel and tourism through her active participation to find solutions to the challenges currently faced by our industry,” said Roger Dow, president and CEO of the U.S. Travel Association. “Her tenure with the California Travel and Tourism Commission has provided the industry with models of effective tourism programming and coalition building. This award is a wonderful way to honor Caroline for her many achievements.”

Target Audience

U.S. travel industry stakeholders and state marketing organizations

Objectives & Reach

The NCSTD developed the State Tourism Director of the Year Award to honor a tourism director that has clearly influenced the obvious and measurable improvement of a state or territory’s “travel and tourism profile” with their leadership. Each year, such success is measured in relationship to the amount of money and staff that the director has at his or her disposal. Candidates are nominated by other state/territory tourism directors and a slate of three finalists is presented for selection by ballot and voted upon by their peers in the industry - other state tourism directors.

Results & Accomplishments

Beteta received the award at the U.S. Travel Association’s Educational Seminar for Tourism Organizations (ESTO). Selection criteria for the award included Beteta’s accomplishments in the following areas:

- Encouragement and development of events (i.e., Amgen Tour of California).
- Initiation of an effective overall advertising, publicity and literature campaign, which is integrated on the local, state and regional levels.
- Development and implementation of new programs with an emphasis on cost-free, or minimal cost, promotional programs that involve the private sector and other local destination promotion agencies (consumer promotions and news releases on visitcalifornia.com)
- Active participation in regional and national travel sales and promotional programs
- Help to affect an increase in the state/territory's tourism promotion budget
- Ability to determine and to help educate the public, industry and local/state government officials on the importance of the tourism industry (i.e., Fox and Hounds and CEO blog, CTTC's new B2B site which engages the industry in CTTC initiatives – tourism.visitcalifornia.com).

In addition to leading the charge in getting the Travel Promotion Act passed, Beteta as U.S. Travel Association Chair continues to create more awareness around other key travel industry issues that will help transform the American economy. Her platform this year includes championing programs and campaigns to ease the travel experience and remove unnecessary barriers that hinder travel – such as the Meetings Mean Business campaign; educating legislators about why travel matters, not only in terms of economic impact but also for work productivity and personal wellness; and promoting the expansion of discoveramerica.com, the first Web site promoting the United States travel product that is a key tool for growing in-bound international tourism.

Program Contact(s)

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