

# Tourism Industry Web Site

Ongoing

## Program Description

Tourism.visitcalifornia.com is CTTC's primary method of simplifying access, education, leadership and value for programs to assessed businesses, DMOs, travel industry professionals and media. Live since July 2008, it provides easy-to-use tools to make all CTTC program opportunities searchable, and simplifies the ability to participate. It also makes CTTC's research and media assets, leadership and advocacy more visible and accessible to the industry. The long-term goal is to include event registration, account information and assessments, as well as more public affairs and industry updates.

## Target Audience

Assessed businesses, travel and trade businesses in California, DMOs, travel research professionals or travel-related industries requiring travel research, media and key CTTC stakeholders.

## Objectives & Reach

- **Convenience:** easy-to-use resource for travel industry stakeholders to find programs, resources and media assets.
- **Inspire the California travel industry:** promote relevant CTTC advocacy, research, marketing programs, media and planning materials to support industry success.
- **Enhance program value:** ability to easily submit content for CTTC Web sites and communication programs, provide interface to find media images, and more up-to-date data.
- **Efficiency:** best-practice sharing for industry as well as reduce CTTC staff time supporting requests and programs.

## Results & Accomplishments

An average of 6,300 industry representatives are visiting the site each month to determine how they might best utilize the CTTC resources available to them. Top viewed programs include:

- California Fun Spots
- New York Media Reception 2010
- California Road Trips 2010
- JATA 2009

In addition, many destinations are using the Content Submission Tool to ensure that their unique assets are given visibility not only on the domestic consumer Web site, but on the additional California Web sites in eight different languages. And, not only are these submissions used to provide depth and dimension to the California Web sites around the world as "Must Sees," "Inside Scoops" and "Trip Ideas," but many of these submissions are also included in "What's New in California," a publication reaching 3,500 members of the media and translated for key international markets

New features on [tourism.visitcalifornia.com](http://tourism.visitcalifornia.com) include up-to-date information and resources from each of CTTC's international markets. This new section includes market overviews, key strategies, monthly reports, trade and consumer updates, brochure analysis, top producing tour operators and top media, and research.

Additionally, the *Insights Online* electronic newsletter was merged into the Publications section of [tourism.visitcalifornia.com](http://tourism.visitcalifornia.com) to concentrate traffic into one central site. Blogs by CTTC CEO Caroline Beteta continue to be published in the CEO Blog section, and receive pickup in publications such as the *Sacramento Business Journal*.

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