

Web Site Core Content Initiative

May 1 through July 31, 2009

Program Description

The Core Content initiative was designed to effectively achieve an optimized global presence across all CTTC's consumer Web sites by providing a "core content" recommendation to help achieve international brand consistency, regional relevance and maximized content quality. The initiative included in-depth interviews with 10 participants for each of six countries: the U.S., U.K., Germany, Japan, China and Mexico. The results were delivered through a "Universal Core Content" summary recommending themes and preferences across all regions, as well as a "Unique" recommendation for each region.

The expected benefits from this program were to:

- Meet universal needs for information about California travel.
- Establish and maintain globally consistent visitcalifornia.com "brand."
- Enable customized relevance to each market's specific content needs.
- Maximize content quality, timeliness and centralized control.
- Realize time/cost efficiencies in content creation/evolution/use and reuse.
- Improve speed to market in launching new sites or upgrading existing.
- Enhance business partners' international presence.

Target Audience

The targeted audience for this project were consumers of the international and domestic visitcalifornia.com Web sites. In order to better understand this audience, the research design was as follows:

- Web site assessments via 10 in-depth interviews in each market.
- Interviews conducted in native language (except Mexico).
- Primary focus on leisure travelers.
- All participants had recently visited, or planned to visit in three to six months.



- Conducted remotely using teleconference and Webex for greater representation.
- Skewed towards high-value segments (e.g. 25-55, higher HHI).

Objectives & Reach

The objectives of this project were to:

- Maximize the usefulness of visitcalifornia.com content across domestic and international consumer sites.
- Increase the relevance of the sites to users in the decision-making phase of the vacation-planning cycle.
- Positively impact user engagement and satisfaction with the sites.
- Optimize the editorial strategy and specific content to encourage users to choose California.

Results & Accomplishments

The following two content recommendations resulted from this project:

- **Universal:** Singular themes and preferences across regions:
 - Needs: “Comfort”/“Manageability”/“Factual Reliability”
 - Interests: “broad” range of topics, “deep” level of detail
 - Preferences: “inspiration” – photos and other stimulating visuals
- **Unique:** Specific requirements and perceptions for each region:
 - Distance needs
 - Insider content
 - Official state tourism source

These recommendations will be used to create a content template that can be used across all markets and augmented with unique content for each specific market. This information will allow us to work more effectively with the international offices.

Program Contact(s)

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