Consumer Web Sites Evaluation

September 2009

Program Description

CTTC now has six independent Web sites running in five different languages. The core content for each site is similar, but the particulars vary according to each market's audience, CTTC's marketing goals and country customs. Activity for each Web site is traceable through Google Analytics software. There are additional tools to further evaluate the primary English language site, visitcalifornia.com. These tools include Web surveys, Bridgetrack analytics software and the reporting of visitor guide orders. CTTC uses this suite of tools to gauge Web site activity, track effectiveness of new Web features, and ultimately determine Web ROI based on travel conversion and spend.

Target Audience

CTTC Web site evaluation is primarily intended for internal use. The data are used to help both CTTC staff and CTTC's interactive agency, Sapient, to measure the effectiveness of their programming and inform future strategies.

Objectives & Reach

The topline objective is to measure the numbers of unique visitors, visits, page views and average length of time on site for each of CTTC's six Web sites. Further objectives for the visitcalifornia.com site are to measure visitor goals, user satisfaction, intention to travel and actual travel conversion. Additionally, analytics tools are used to measure overlap of brand advertising exposure with Web usage.

Results & Accomplishments

- In fiscal year 2008-2009, CTTC's six Web sites hosted 2.1 million unique visitors who visited a combined 2.6 million times.
- Web users viewed a combined 13 million pages and spent an average of over 4 minutes on the Web sites.
- In the first quarter of 2009, Web users rated visitcalifornia.com a 4.0 out of a possible 5.0 in terms of overall satisfaction.

- For January through June 2009, visitors to the visitcalifornia.com site downloaded 31,000 maps and 29,500 coupons, and ordered 34,000 Visitor's Guides.
- Over 70% of visitcalifornia.com users recognized at least one TV advertisement, and 11% recognized a print ad. Respectively, 71% and 63% were at least somewhat more likely to have visited the Web site as a result of having seen the ads.
- The visitcalifornia.com site ranked first in Google, Yahoo and MSN search engines for the terms "California Travel" and "California Vacation" as of July 2009.
- 70% of visitcalifornia.com users from Quarter 1 of 2009 actually visited California, spending $1,700 per trip. This corresponds to $284 million in direct spending .

WEB SITES VISITOR STATISTICS (July 1, 2008, to June 30, 2009)

CTTC launched three new foreign language sites in the past year, and now of have independent sites running in the US, the UK, Japan, South Korea, Germany and China.

CTTC Web Site	Visits	Unique Visitors	Page Views	Avg. Time
Visitcalifornia.com	1,878,141	1,549,942	10,211,291	4:25
Visitcalifornia.co.uk	443,483	360,610	1,580,771	3:13
Visitcalifornia.jp	245,292	175,347	982,050	3:21
Visitcalifornia.co.kr*	39,845	34,692	312,781	NA
Visitcalifornia.de*	16,648	14,172	47,965	3:10
Total	**2,623,409**	**2,134,763**	**13,134,858**	**4:02**

* Korean site launched in Nov. 2008; German site launched in March 2009.

Source: Google Analytics

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