

Inside Luxury Travel

June 2009

Program Description

In June 2009, CTTC worked with the San Diego and Santa Barbara CVBs to film two episodes of “Inside Luxury Travel,” a very high-end TV series that aired on The Travel Channel and around the world.

Each 60-minute program focused on the destination, zoning in on two upscale hotels and their on-site facilities before investigating activities in the area that would appeal to this audience.

San Diego

- Hotels: Se San Diego, The Lodge at Torrey Pines
- Activities: Temecula Valley Balloon Ride, Bi-plane flight, Croce’s, Sailing with USA-11, San Diego Zoo, TaylorMade golf clinic

Santa Barbara

- Hotels: Four Seasons Biltmore, Canary Hotel
- Activities: Red Tile Walking Tour, Downtown Farmers Market, Karpeles Manuscript Library, Ampelos Cellars, Santa Barbara Adventure Company, Eagle Paragliding, Surfing Lesson, Fess Parker Winery, Dioko K-9 Resort and Athletic Club

Target Audience

The luxury market, which is still booming in the U.K. The program also offered CTTC the opportunity to generate worldwide coverage to this audience.

Objectives & Reach

- To promote positive messages about luxury travel in California.
- To promote the diversity of two coastal towns that might seem similar to people considering a holiday to California.
- To work with the CVBs to gain extensive coverage for key properties in their destination.

- To generate further ROI through worldwide exposure of this program.

“Inside Luxury Travel” currently airs in 16 different languages in over 160 countries including ATV in Hong Kong/China, CNBC (worldwide), The Travel Channel and Wealth TV in the USA. The shows air in Europe (including Russia), the Middle East, Asia, China, New Zealand and Australia. CNBC alone airs to over 390 million homes worldwide (in the U.K. on Sunday evening at 6:30 p.m.). The show now airs on a number of airlines, including Emirates and Northwest Airlines.

Additionally, the presenter, Varun Sharma, wrote a daily blog about his time in California, which was available through the Web site and his Facebook page.

Results & Accomplishments

The two program airing in the U.K. alone represent an AVE of \$2,040,000. This converts into an ROI of \$2,032.

The program can also be viewed via the Web site, www.insideluxurytravel.com.

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