International Marketing Update

UK AND IRELAND

UK and Ireland - Country Update

Drive Consumer Demand for the California Brand

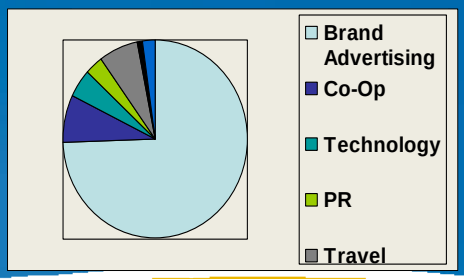
Activity 1 – Continued the Brand Advertising "Work" campaign and created a 20" version tagged with a British Airways message.

Activity 2 - Created two innovative media advertorial partnerships with Telegraph.co.uk and Mail Newspapers to inform our target markets.

Activity 3 - Undertook outdoor billboard advertising in London to hit those underserved by TV.

Travel Motivators:

1. Beaches/coast
2. Road trips/fly-drive
3. Active lifestyle



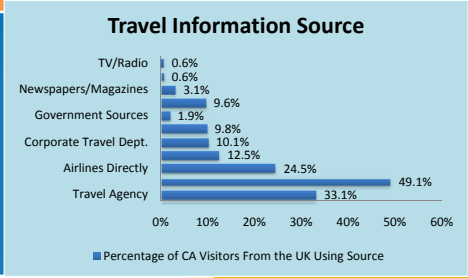
UK and Ireland - Country Update

Travel Source of Information – Elevate California's Brand Presence

Activity 1 - Continued aggressive and large-scale Public Relations programs including "Off the beaten Path" group Press trip.

Activity 2 - Continued to update VCA.co.uk with new content modules and upgraded SEO friendliness.

Activity 3 - Implemented Online Travel Agent Training and incentive program.



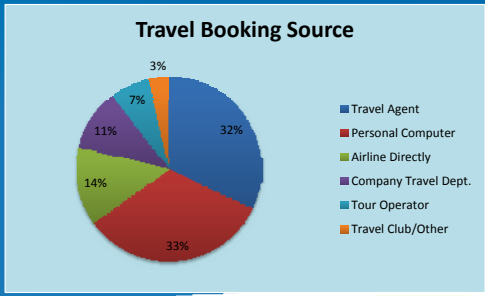
UK and Ireland - Country Update

Travel Booking Source – Build California's Product Distribution

Activity 1 - Organized UK Sales Mission with California with delegate market place and media reception.

Activity 2 - Built new California Travel Trade Deals portal on VCA.co.uk with traffic driven by PPC and banner advertising.

Activity 3 - Planning expanded 2009 Superfam with British Airways and undertaking comprehensive Travel Trade Advertising.



UK and Ireland – Country Update

Market Intelligence Action Items

- The recession has made UK public very deal orientated and created a late booking market
- Reserved marketing funds to advertise in May and drive traffic to a new deals portal populated with exclusive holiday deals

New Market Intelligence

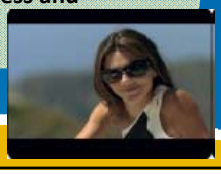
- First signs of economic recovery means early Summer 2010 booking look positive
- Diversify marcomms platforms to ensure year round activity through press, online and PR activity and

CTTC Spend Per Visitor	Visitor Revenue Per CTTC Expenditure
$7.78	$136

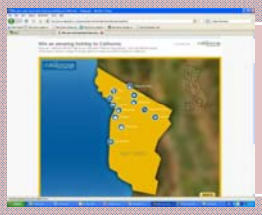
UK and Ireland Marketing Activity

Brand Advertising "Work" TV Spot

- **Planned and carried out a brand campaign twice during FY 08/09 – Jan/Feb 2009 and May 2009**
- **Created a British Airways tagged version of the spot in exchange for BA California specific press and online advertising**
- **May campaign backed up by tactical PPC and online banner advertising to drive traffic to a new travel trade deal portal on VCA.co.uk**
- **Carried out brand tracking after each wave of activity to assess awareness and intention to travel**



UK and Ireland Marketing Activity



Brand Advertising "Telegraph.co.uk"

- Used the insight that the Cultured Explorer demographic spends more time online than any other media
- Created a unique content rich online map that users could explore and build their perfect itinerary. This could be submitted to win in a sweepstake or downloaded for future reference
- Map backed up by a California microsite with 12 online advertorials focusing on hidden/cool California
- 50,925 unique users, 187370 page impressions, 4.24 minutes dwell time and 12560 competition entries

UK and Ireland Marketing Activity

Public Relations Campaign

- In June 2009, four journalists from the UK and Ireland explored Sonoma, North Coast, Shasta Cascade and Sacramento on a group media fam to look at some of the lesser known areas of the state
- Titles represented including *Sunday Telegraph, Irish Evening Herald, Real Travel Magazine* and *Press Association*
- Estimated coverage would have an AVE of $250,000 which represents an AVE of $25