

CTTC Community Outreach

Ongoing: April 1, 2009, through September 1, 2009

Program Description

On an ongoing basis, CTTC representatives are engaged to speak throughout the state to various travel industry partners and organizations. These engagements allow the opportunity to communicate CTTC's marketing efforts as well as opportunities for partner participation.

Target Audience

California tourism assessed businesses, partners, DMOs and industry associations.

Objectives & Reach

CTTC reaches out to industry partners, keeping the importance of promoting California as a travel destination top-of-mind and maintaining partnerships industry-wide. This is an opportunity to share with the industry the marketing opportunities available to them through CTTC.

Results & Accomplishments

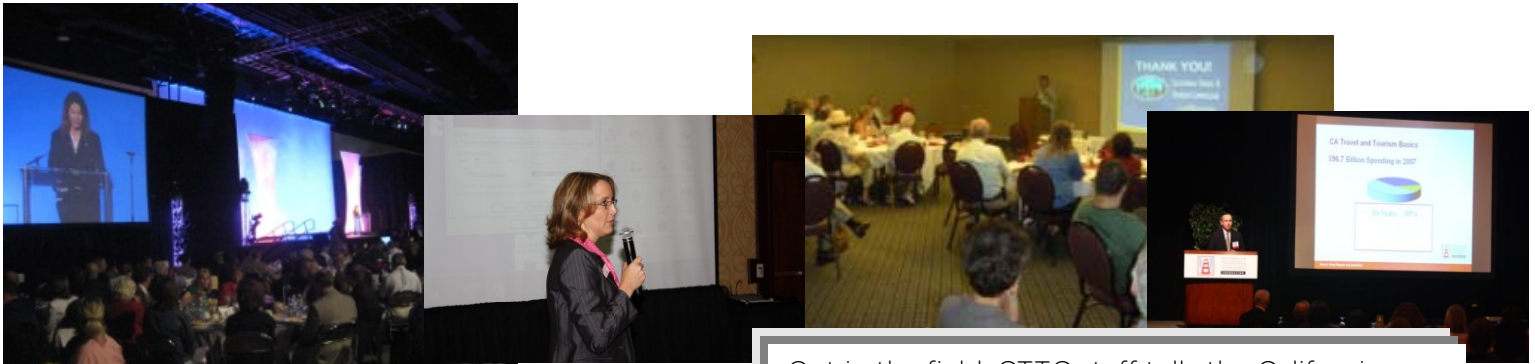
CTTC's continued outreach ensures that it will maintain strong relationships with its industry partners. From April to September, CTTC staff gave presentations to over **6,000 industry stakeholders** across the country. View them at tourism.visitcalifornia.com > Travel Industry > Presentations.

CTTC also delivers the California message by way of online newsletters and reports, such as *Insights Online*, *CTTC News* and *CTTC Research*, which produced almost 60,000 impressions this last quarter. Additionally, the new 08-09 *Insights Year in Review* (CTTC's annual report) was mailed to nearly 18,000 industry stakeholders with news from the past fiscal year. The 07-08 *Insights Year in Review* won two gold Vision awards from the League of American Communications Professionals (LACP).

CTTC continues its contract with six consultants to meet with assessed businesses within their respective regions. The Marketing Representatives educate assessed businesses on cooperative programs, participation in trade

shows, publications, upcoming conferences and other marketing programs. The regional representative directs all billing/assessment calls to designated assessment personnel. This past quarter, Marketing Representatives made approximately 1,500 impressions on industry stakeholders via one-on-one calls and meetings, e-mail, presentations and event attendance.

Industry-targeted symposia, conferences and events are held throughout the year to discuss the latest tourism trends, policy and issues. Over 400 stakeholders attended CTTC events between April and September.



Out in the field, CTTC staff tells the California story and latest tourism trends



Insights Online and CTTC's Research Bulletin reaches over 10,000 people monthly

Program contact(s)

Heather Hudson
 Communications Manager
 916.319.5408
 hhudson@visitcalifornia.com



CTTC Special Events & Conferences; reaching out to the industry, creating relationships

Brooke Byrd
 Writer/Editor
 916.319.5403
 bbyrd@visitcalifornia.com