Communications

Communications strives to promote the California product through leveraging and extending CTTC programming to media and industry, ultimately increasing consumer interest and visitation to California. Additionally, CTTC works to communicate news and opportunities to the California travel industry through speaking engagements and the tourism industry Web site.

CTTC aims to increase overall domestic media ROI, in addition to increasing the quality and attendance at the popular Media Receptions. These receptions continue to connect California destinations and businesses with key consumer, lifestyle and travel media, and provide an excellent way for our partners to reach multiple audiences at one event.

In conjunction with Public Affairs, communications also works to position CTTC as an industry leader for travel expertise to media, industry and government.