

Interactive

Through Sapiient, CTTC's interactive agency of record, CTTC aims to inspire travelers to choose California and deepen their overall California experience by delivering information and essential travel tools where travelers may be, whenever they want to travel and however it is most useful. CTTC also promotes California's depth and breadth of experience, thereby increasing the frequency of visits.

CTTC's three key strategies in the interactive arena are to help consumers do more (depth of experience), do different things (breadth of experiences) and do them more often (frequency of visits). Sapiient has determined that CTTC can initially impact three key stages of the traveler lifecycle, and developed initiatives to influence consumers at each stage.

Other ongoing efforts include search engine marketing and organic search, display advertising, newsletters and database management, and reporting and tracking.