2010 International Visitor's Guides

September 15, 2009, through September 15, 2010

Program Description

The international versions of the *California Visitor's Guide* (CVG) are hard-working publications designed to provide an introduction to the California lifestyle, its myriad activities, and insight into travel ideas in the international gateway cities and beyond. Like the domestic guide, the international versions provide inspiration to tourists considering visiting California, an outlet for advertisers hoping to influence that segment, and an opportunity for rural regions and attractions to gain representation in a well-used resource. The guide is created as a partnership beteween CTTC and Sunset Custom Media Solutions (CMS).

Target Audience

The primary target audience for these guides are potential California tourists in the U.K., Germany, Scandinavia, France, Eastern Canada, Japan, South Korea, China, Australia, New Zealand, Brazil and Mexico.

Objectives & Reach

The primary objectives of these guides are to depict the California lifestyle and serve as a reliable resource to tourists coming to California. A secondary objective is to drive consumers to the in-market international consumer Web sites, where applicable.

The guide is distributed as follows:

- U.K. – 70,000 copies distributed through trade shows and direct fulfillment; 50,000 inserted into a major U.K. publication.
- Germany – 30,000 copies distributed through trade shows and direct fulfillment; 50,000 inserted in a major German publication.
- Japan – 18,000 distributed through trade shows and direct fulfillment.
- Mexico – 15,000 distributed through trade shows and direct fulfillment.

- South Korea – 6,000 distributed through trade shows and direct fulfillment.
- Australia, France and China had print runs of 10,000, and are distributed through trade shows and direct fulfillment.
- Brazil, New Zealand and Scandinavia (same text as the U.K. guide, with a different Web site) had print runs of 5,000, and are distributed through trade shows and direct fulfillment.

Results & Accomplishments

In 2008, CTTC began a partnership with Sunset CMS to create California visitor's guides for international travelers. The project originally began with seven translated guides (U.K., Germany, Australia, Japan, Mexico, Korea and Brazil) and ultimately grew to include four more versions (China, Scandinavia, France and New Zealand) to address identified market needs. All content (advertising and editorial) was localized for each market. CTTC's international directors and offices worked closely with Sunset to create guides tailored to their international markets.

The majority of the guides are small format with 20 pages (including covers and ads), with lengthier guides for the U.K. and Germany with 52 pages, including covers. Following is the content overview for the 11 different 2010 guides:

- Three specific driving itineraries for Northern California, Southern California and the Central Coast, with images and content tailored to each international market, starting from California's key gateway cities (San Francisco, Los Angeles, San Diego and Sacramento).
- Based on research done in international markets, all 12 tourism regions are represented to international visitors as exciting destinations that are easily reachable from the gateway cities, but not all regions receive identical editorial consideration throughout the guides.
- Features and general information on gateway cities and other key content (shopping, theme parks, wine & food, etc.) that is compelling to international visitors (particularly first-time visitors, such as the bulk of current Chinese travelers).
- Special feature at end of book on snow villages, focusing on alternatives to sport-centered entertainment, including shopping, spas and fine dining.

- Enhanced map for each feature with attractive icons to show points of interest.
- Cover and interior images selected by each market to best reflect each country's target audience.

All guides were printed on high quality paper stock and met their goals of distribution at the major in-market events.

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Brazil

Mexico

Germany

U.K.

Scandinavia