

Publications

CTTC research has found that while many consumers use the Web to do their trip planning, they still rely on a print piece during their trip. In particular, the various *California Visitor's Guides* serve as California's premium print publications and primary distribution pieces of collateral, as well as the primary advertising vehicle for the industry to reach prospective visitors. Key publications pieces include:

- *California Visitor's Guide*
- *International Visitor's Guides*
- *California Road Trips*
- *California Official State Map*