

Research

CTTC focuses research efforts around economic impact and visitor tracking, global tourism, and marketing effectiveness and ROI, with increased efforts dedicated to effectiveness and ROI due to the increase in programs to measure. Additionally, in order to assist its partners during the recessionary climate, CTTC tracks economic and industry indicators in a monthly report available on tourism.visitcalifornia.com/research. Key research programs include:

- Economic Impacts & Visitor Tracking
- International Market Research
- Marketing Effectiveness & ROI
- Research Web Site & Newsletter