Rural Tourism

CTTC's Rural Tourism Program continues to work toward achieving the goals in the Rural Tourism Strategic Plan, including building the brand and repositioning rural tourism; conducting targeted research; continuing rural tourism product development; developing a technology strategy; collaborating with partners, the California Cultural & Heritage Tourism Corps (CCHTC) and the California Welcome Centers (CWCs); and funding research.

CTTC works with the eight rural regional organizations and the California Cultural & Heritage Tourism Corps (CCHTC) on workshops and the annual Symposium. Each of the eight rural regions receives $30,000 in matching funds. Additionally, CTTC provides $50,000, through a competitive bidding process, for multi-regional projects such as the Airstream trailer. An additional $30,000 is also allocated toward cultural and heritage tourism development, including workshops and the annual Symposium