

Rural Tourism Program

Ongoing

Program Description

CTTC's Rural Tourism Development Program is responsible for bringing together the many rural constituencies under the California umbrella and unifying efforts to promote natural, cultural and heritage tourism. It is also responsible for managing all aspects of the rural cooperative marketing programs, including planning, development, implementing and budgeting for the programs.

California's rural tourism program has been operating for over 15 years to brand and increase awareness of the eight established California rural tourism regions. Original and enhanced marketing programs have been developed that anchor and synergize California's rural areas with CTTC advertising and marketing programs.

Target Audience

990 destination marketing organizations (DMOs), Chambers of Commerce, rural regional associations, cultural arts and heritage groups; 15 California Welcome Centers (CWCs); 478 cities and 58 counties.

Objectives & Reach

To move forward with the promotion of rural tourism in California, CTTC established a series of goals, objectives and measures in the 2009-2010 Annual Work Plan and 2007-2013 Strategic Marketing Plan. With limited resources to promote individual rural communities and assets, CTTC encourages regional associations to provide leadership and destination knowledge to market together as regional partners, attracting a greater reach and more desirable visibility. Goals of the Rural Tourism Program are:

- To promote rural California.
- To promote and facilitate local partnerships.
- To develop a viable public-private rural tourism collaboration.
- To integrate public and commercial Web sites to optimize collaboration.



- To encourage increased visitation and length of stay in rural markets.
- To develop and sustain programs for participation by the smallest stakeholders.
- Support and synchronize with all Welcome Centers.

Results & Accomplishments

- Continued contract for second year with branded Airstream trailer manned by rural representatives and covered with images of rural California. Developed to market rural California to in-state and vacationing visitors, this program includes state and national partners.
- Continued seeking and applying for rural tourism grant opportunities as a way to assist regions in developing and hosting their workshops and conferences. Communicated these grant opportunities in CTTC's monthly *Insights Online* newsletter.
- Continuing relationships with state agencies to further promote rural tourism and provide regions with information regarding benefits available to them through these agencies. Agencies and organizations include Watchable Wildlife, California Recreation and Parks Roundtable, California Museum, CALED, League of Cities, National Main Street, Preserve America, National Trust, Historic Roads, Cultural Heritage Tourism Alliance and the U.S. Cultural and Heritage Tourism Marketing Council.
- Established new and strengthened coalitions between rural regional partners, CWCs, Amgen Tour of California, California Cultural & Heritage Tourism Corps (CCHTC), and governmental and nongovernmental organizations.
- Increased presence at consumer trade shows promoting the rural product, distributing regional information and guides, and encouraging visitation and adding to length of stay.
- Continued relationship between the California State University and University of California systems, utilizing internships in CTTC office and for CWC surveys, offering symposium and workshops to college students, and attracting professors on CTTC committees.
- Welcomed new leadership in the Desert Region.



- Increased Web traffic to visitcalifornia.com through reciprocal links and contributing current and relevant content from regional associations' Web sites, and CCHTC and CWC partners.
- New matching funds process implemented. Regions now receive funding in three disbursements after scope of work reporting. Utilized "Rural Report Cards" for regions to evaluate their progress and status of their contract with CTTC.
- Began using Webinars during rural meetings allowing those unable to attend in person to participate, also encouraging other members in the regions to join in. Because of the changing economy, rural meetings changed to two face-to-face meetings (May and October) and four Webinars per year.
- New multi-regional funding awarded to three co-ops: California Getaway Tour (Airstream Second Year Statewide Co-op); Northern California Multi Regional Co-op German/UK/Australia; California Coast Co-op from Oxnard to Crescent City.
- Provided CTTC assistance to regions holding regional cultural heritage workshops, including e-blasts to all industry partners in our database, securing speakers, programming, etc.
- Developed Rural Milestone Calendar to call out important dates and information to our rural constituency. This timeline calendar lives on the B2B Web portal and give easy access of information to our partners.
- Provided leadership at grand openings for the Truckee and Tulare CWCs. Support included short presentation, CTTC marketing support and networking to bring community support into the centers.
- There were 24 regional collaborative workshops held throughout the state, doubling the number from previous years. These event are where CTTC staff presented, attended and assisted in reaching out to the regional communities.

Program Contact(s)

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2009 Regional Events

Central Coast

- CCHTC 5th Annual Cultural & Heritage Tourism Symposium
- Central Coast Tourism Council Annual Planning Retreat

Central Valley

- Agritourism Conference, Stockton
- Madera County Arts, Cultural Heritage & Tourism Workshop
- Central Valley Annual Educational Summit, Clovis
- Sequoia Tourism Expo, Visalia
- Vacaville Tourism Conference,
- Central Valley Annual Cultural and Heritage Tourism Summit

Desert Region

- Desert Regional Annual Conference, Yucca Valley

Gold Country

- Placer County Regional Cultural & Heritage Tourism Workshop
- Tuolumne County Annual Installation Dinner, Dodge Ridge
- Calaveras Foodie Tourism Workshop
- Placer County Media Expo, Auburn

High Sierra

- Your Town Forum - Tahoe Tourism, South Lake Tahoe
- High Sierra Visitors Council Meeting
- Why Travel Matters: SMG Lake Tahoe Tourism Conference
- Yosemite Gateway Partners Meeting, Yosemite

Inland Empire

- Rural Tourism Conference, Temecula

North Coast

- Agritourism Conference, Ukiah
- Mendocino County Lodging Association Annual Meeting

San Diego

- Cultural Tourism Summit

San Francisco

- Tri-Valley CVB Hosting SF Bay Area CVB Discussion
- Sonoma 3rd Annual May Trends in Tourism Forum

Shasta Cascade

- Shasta Cascade Regional Tourism Summit, Redding



SMG Conference in the High Sierra region



Central Valley event, Visalia



Shasta Cascade Tourism Summit



Placer County Media Event



Inland Empire regional meeting