

# Culture California

January 2010

## Program Description

For the second year, the Culture California co-op program purchased an advertisement in *The Cultural Traveler*, an annual guide featuring cultural and historic destinations, along with a guide to shopping at the nation's leading museum stores. Published by the U.S. Cultural & Heritage Tourism Marketing Council, the publication is available at nearly 1,700 museum stores around the country. An additional 10,000 copies are distributed at domestic and international travel trade shows. The 2010 guide features ads from eight of California's leading cultural heritage partners:



- Getty Villa
- Getty Center
- City of Ventura
- Alcatraz Cruises, San Francisco
- San Diego Zoo
- City of Pasadena
- California Academy of Sciences
- CityPass

For the 2010 edition of *The Cultural Traveler*, Culture California purchased three pages of editorial highlighting events and destinations around the state. One page of this editorial insert prominently features five driving itineraries, which serve to highlight both the “California Fives” campaign and the state’s official Scenic Byways. In 2009, Culture California purchased a two-page advertisement in the premiere issue of the magazine.

This co-op program supports the joint marketing initiatives of CTTC and the California Cultural Heritage & Tourism Corps (CCHTC).

## Target Audience

Consumers interested in cultural travel and shopping.

## Objectives & Reach

- Increase the awareness of California as a year-round, premier destination for arts and culture.
- Encourage leisure travelers to choose California as their next vacation.
- Encourage travelers to visit [visitcalifornia.com/culture](http://visitcalifornia.com/culture) for trip planning information and a calendar of cultural events.
- 40,000 *Cultural Traveler* guidebooks will be distributed throughout the year to domestic and international visitors, tour operators and travel partners.

## Results & Accomplishments

The full-color co-op insert is anchored by a culture-branded ad along with ads from California partners. CTTC also included relevant content on cultural activities and events available year-round in each of California's 12 regions.

## Program Contact(s)

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**California is a year-round arts and culture capital.**

**Calendar of Events**

- Siekyou Sled Dog Races  
McCloud  
January 22-25, 2010
- Cinequest Film Fest  
San Jose  
February 23-March 7, 2010
- Scaling Food & Wine Fest.  
Sonoma  
March 19-21, 2010
- Indian Wells Art Fest  
Indian Wells  
April 2-4, 2010
- San Diego Zydeco, Blues & Crawfish Fest  
San Diego  
May 7-8, 2010
- Mandocino Film Festival  
Mercedino  
June 4-6, 2010
- Pigment of the Masters at  
Festival of the Arts  
Laguna Beach  
July 23-25, 2010
- Marmarth 100questplace  
Heronson Lake  
August 11-14, 2010
- Gold Rush Days  
Sacramento  
September 4-6, 2010
- Big Fresno Fair  
Fresno  
October 6-17, 2010
- Terroir Valley Wine & Harvest Festival  
Terroir  
November 6-7, 2010
- Las Pinos Holiday Parade  
Los Angeles  
December 16-24, 2010

**Living Reminders of Rich History**  
 From the first "tinkler" of the Gold Rush to the 21 majestic missions dotting the coastline and historic adobe, California's rich history is undeniable. Head to beautiful Ventura for a taste of two worlds - Mission San Buenaventura and Old Adobe Historical Park. You'll also find Native American, cultural, and film and history history.

**Finding Art Everywhere**  
 This is a land filled with art, from pristine classics and abels, to new, emerging artists' commissions. Beautifully colored murals (many area masterpieces of architecture like the Getty Center in Los Angeles, while dance, opera, theater and other performing arts bring to life new and old masterpieces alike.

**Making Cultural Connections**  
 From cowboys to surfers, California's people and landscape vary like no other place. The diverse culture can be experienced through awe-inspiring festivals and monuments, while countless museums, large and small, all their stories. Pasadena is the perfect example - home to the Huntington Library, Art Collection and Botanical Gardens, as well as the Pacific Asia Museum.

**Introducing the World**  
 California has always been the land of innovation. San Francisco raised the bar with the wine, so visible and so diverse. California Acad. emy of Science, while technical innovation and the latest culinary and wine-making techniques draw people from across the world to Northern California's Bay Area.

California is a place where everything, from the music to the wine and food, is created from all that came before, and where cultural icons are the inspiration for individual identity. This is the land of the passionate and the home of the spontaneous. Find yourself here today.

**FIND YOURSELF IN A STATE OF CULTURAL ABUNDANCE**  
 California's people and landscape serve as living reminders of decades of rich history and cultural development. Everything and everyone seems to be connected. Arts and culture thrive in towns large and small, contributing to the Golden State's deep roots and diverse present. Historic roads and scenic byways lead visitors to marvel at the untouched majesty of public lands and parks, while passionate people shape the world around them.

[visitcalifornia.com/culture](http://visitcalifornia.com/culture)