

# California Fun Spots

Ongoing

## Program Description

In its 20th year, California Fun Spots is the longest continuous running cooperative marketing program in CTTC history. Over the years, our partners have been composed of California's most visited and best-known family attractions. The program includes extended listings, photos and downloadable coupons on [visitcalifornia.com/funspots](http://visitcalifornia.com/funspots) (located in the Deals section of the Web site).

## Target Audience

Consumers and industry partners.

## Objectives & Reach

California Fun Spots is designed to help promote attractions throughout California by offering downloadable savings coupons to consumers at [visitcalifornia.com/funspots](http://visitcalifornia.com/funspots). The program was built to extend the reach of individual attractions' marketing efforts, providing exposure to regional, national and, where possible, international audiences.

## Results & Accomplishments

The 2009 Fun Spots program netted 34 industry partners, 12 of which were new. From January 1 to December 31, 2009, the [visitcalifornia.com/funspots](http://visitcalifornia.com/funspots) page generated 107,424 unique page views. The cumulative results from January 1 through December 31, 2009, were:

2009 Fun Spots	Results
Coupon downloads	102,058
Deals pg. views	221,963
Fun Spots pg. views	140,346
Avg. click-thru rate	44.6%

The program includes:

- Downloadable coupons, photo and extended listings on [visitcalifornia.com/funspots](http://visitcalifornia.com/funspots) for each partner.
  - Quarterly reporting by attraction
- Two-page print advertisement to drive traffic to the landing page.
  - *Arthur Frommer's Budget Travel*; 675,000 distribution (\$50,198 value)
- Two-page flyer to promote the California Fun Spots program distributed at domestic and international tradeshows.
- Targeted attraction SEM buy & eCRM as part of CTTC's overall online brand effort.
  - Delivery of 20.6 million impressions between December 17, 2008, and February 17, 2009.
- Representation at CTTC's New York, San Francisco, and Los Angeles media receptions
- Attraction listing inclusion in the 2009 *Official State Map*

CTTC recently conducted a partner satisfaction study of Fun Spots participants, and overall feedback was positive. CTTC is working with its interactive agency, Sapient, to help improve and enhance the user experience by redesigning the [visitcalifornia.com/funspots](http://visitcalifornia.com/funspots) landing page, increasing the likelihood of more downloads and coupon redemptions as well as making it easier to find the coupons Web visitors are looking for. The Fun Spots logo was also recently revamped to be more Web friendly and in line with the California attitude.

## Program Contact(s)

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