

Online Travel Agency Program

November through December 2009

Program Description

CTTC's main online initiative for 2009/2010 - custom sponsorships with three major online travel agency (OTA) networks - launched at the beginning of November 2009.

Partnering in significant ways with OTAs provides the greatest reach to travelers in the online planning and booking process, and combines custom sponsorships and paid media in the following ways:

- Extends CTTC into media vehicles with highest reach to active travel planners (OTAs), with a marketing program centered on custom microsites promoted by competitive destination targeted digital media program.
- Merchandising promotions will occur throughout the year and can tie into CTTC efforts, providing additional unpaid media exposure.
- CTTC can leverage promotions, offer codes, discounts, etc. on visitcalifornia.com.
- Custom programs = higher OTA investment in program success.

The OTA custom sponsorship microsites had a two-phased launch approach on Expedia Network, Travelocity Network and Orbitz.

Phase I

Brand positioning and OTA-served deals (November 2009). Microsites and online advertising play off the "Pack More Into Your Vacation" campaign theme, developed to showcase the abundance of diverse offerings within the Golden State. Microsites include breathtaking California images, OTA-served deals, trip itineraries, must sees, popular spots and much more.

Phase II

Incorporation of partner/co-op deals and content (early 2010). CTTC is exploring the custom sponsorship on a broader more custom level, including ways to further incorporate partners and co-ops, leverage existing co-op deals and drive additional traffic to the microsite.

Target Audience

The broad audience of leisure travelers visiting online travel agencies to search, plan and/or book their vacation.

Objectives & Reach

- Hold OTA booking (air, hotel and rental car) steady with baseline based on current economic climate.
- Drive consideration of California among travelers by engaging in the social networks they rely upon to research and plan travel.
- Remain competitive throughout the year by creating a long-term persistent marketplace presence.
- Do more with less by building an online media program that carries as much value beyond paid media as possible.

Results & Accomplishments

Key metrics that we will be tracking include:

- Delivery Pace: Accurate delivery of media inventory against goals.
- Site Engagement: Quality of traffic driven to California microsites and visitcalifornia.com (unique visits, time spent on site, page views, key actions taken).
- Market Share: Bookings and revenue (hotel, air and rental car) lift against baseline and in overall travel marketplace.
- Mind Share: California share of travel conversations on travel social networks (I Go U Go, TripAdvisor).
- Online ad banner click-through rate.

Early return on California microsites and online ad banners (as of 11/30/09):

- California Microsites
 - Travelocity: 8,450 page views, 7,579 unique views, 2:24 average time spent on site.
 - Expedia: 4,141 page views, 2,819 unique views, 1:06 average time spent on site.
 - TripAdvisor: 2,186 page views, 2:19 average time spent on site.



- Pack More Online Ad Banners
 - Travelocity: 0.13% CTR
 - Expedia: 0.19% CTR
 - TripAdvisor: 0.04% CTR

The program's success will be measured against the following baselines (based on 30-month average from Orbitz):

- Hotel room reservations: 70,000
- Hotel room revenue: \$112,000
- Rental car reservations: 30,000
- Rental car revenue: \$120,000
- Airline tickets purchase: 140,000
- Unique visits, time spent of microsite, origin of visit, page views and key actions taken based on California microsite

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