

California Golf

Ongoing

Program Description

Travel4Golf Marketing, in partnership with Kaufman & Associates, provided golf marketing services to CTTC to help raise consumer and travel trade awareness of California's golf product. In this capacity, the California Golf program provides advertising opportunities including a dedicated golf guide (*The Best of California Golf*), golf package distribution, sponsorships and promotional opportunities, and online exposure through landing pages and social media networking sites.

Target Audience

Consumers and industry partners.



Objectives & Reach

California Golf is an excellent resource for DMOs, travel companies, resorts, golf courses, wineries, restaurants, attractions and small businesses interested in creating and marketing golf packages, creating a golf database, gaining exposure at golf and travel consumer shows throughout the U.S. and Canada, and reaching over 20,000 travel agents. The program includes:

- Dedicated California golf guide (*The Best of California Golf*), distributed at consumer golf shows, golf retail outlets, trade shows targeting domestic and international tour operators, and high-end charity and corporate events nationwide
- Full, half and quarter page print advertising opportunities
- Online exposure at visitcalifornia.com/golf, travel4golf.net, and through bi-monthly e-newsletters
- Press opportunities via CTTC press releases and media events
- Exposure in the U.S. and Canada at 18+ consumer golf shows
- Exposure via social networking platforms including Twitter, Facebook and LinkedIn
- Assistance in creating and marketing golf travel packages



To showcase California as a premier golf destination, the *Best of California Golf* is segmented into 12 regions to highlight the diversity of golf around the state. A brief “Out and About” overview of each region showcases the variety of non-golfing activities available to enhance the travel experience.

50,000 print copies of *The Best of California Golf* are distributed throughout the U.S. and Canada through high-end charity events and corporate events as well as select CTTC shows and offices. The guide is also distributed at California Welcome Centers, consumer golf shows, golf resorts and golf tournaments (including the 2010 U.S. Open in Pebble Beach).

Results & Accomplishments

Since 2003, California Golf has reached over 20 million people through innovative, cost-effective programs. From January 1 to November 30, 2009, the visitcalifornia.com/golf page generated 20,685 unique page views.

In addition, California Golf was promoted at International Travel Golf Mart 2009 in Malaga, Spain. California proved to be a very popular destination, with 33 formal appointments, numerous leads and one television interview with GolfBug.tv, a U.K. network.

The golf landing page, visitcalifornia.com/golf, was recently redesigned by CTTC’s interactive agency, Sapient, to improve and enhance the user experience. CTTC also works to continuously update golf course listings to keep them as accurate and up-to-date as possible.

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