

CTTC Community Outreach

October through December 2010

Program Description

On an ongoing basis, CTTC representatives are engaged to speak throughout the state to various travel industry partners and organizations. These engagements allow the opportunity to communicate CTTC's marketing efforts as well as opportunities for partner participation.

Target Audience

California tourism assessed businesses, partners, DMOs, industry associations.

Objectives & Reach

CTTC reaches out to industry partners, keeping the importance of promoting California as a travel destination top-of-mind and maintaining partnerships industry-wide. This is an opportunity to share with the industry the marketing opportunities available to them through CTTC.

Results & Accomplishments

CTTC's continued outreach ensures that it will maintain strong relationships with its industry partners. October through December, CTTC staff presented to 1,600 stakeholders across the country. To view a sample presentation, log on to tourism.visitcalifornia.com > Travel Industry > Presentations.

The CTTC Retrospective Video, used to educate and inform the industry of CTTC's efforts, was honored with a League of American Communications Professionals (LACP) Spotlight Gold Award.

CTTC also delivers the California message by way of online reports and bulletins, such as *Insights Online* and the CTTC Research bulletin, which produced almost 32,000 impressions this last quarter. *Insights Online* also received an LACP Spotlight Silver Award.

CTTC continues its contract with six consultants to meet with the assessed businesses within their respective regions. The Marketing Representatives

educate the assessed businesses within the region on cooperative programs, participation in trade shows, publications, upcoming conferences and other marketing programs. The regional representative directs all billing/assessment call to designated assessment personnel. This past quarter, Marketing Representatives made approximately 3,500 impressions on industry stakeholders via one-on-one calls & meetings, e-mail, presentations and event attendance.

Industry-targeted symposiums, conferences and special events are held throughout the year to discuss the latest tourism trends, policy and issues. Over 450 stakeholders attended CTTC events between October and December.

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Out in the field, CTTC staff tells the California story and latest tourism trends.



Insights Online and CTTC's Research Bulletin reach over 10,000 people monthly.



CTTC Special Events & Conferences: reaching out to the industry, creating relationships.