

Tourism Industry Web Site

Ongoing

Program Description

Tourism.visitcalifornia.com is CTTC's primary method of simplifying access, education, leadership and value for programs to assessed businesses, DMOs, travel industry professionals and media. Live since July 2008, it provides easy-to-use tools to make all CTTC program opportunities searchable, and simplifies the ability to participate. It also makes CTTC's research and media assets, leadership and advocacy more visible and accessible to the industry. The long-term goal is to include event registration, account information and assessments, as well as more public affairs and industry updates.

Target Audience

Assessed businesses, travel and trade businesses in California, DMOs, travel research professionals or travel-related industries requiring travel research, media and key CTTC stakeholders.

Objectives & Reach

- **Convenience:** easy-to-use resource for travel industry stakeholders to find programs, resources and media assets.
- **Inspire the California travel industry:** promote relevant CTTC advocacy, research, marketing programs, media and planning materials to support industry success.
- **Enhance program value:** ability to easily submit content for CTTC Web sites and communication programs, provide interface to find media images, and more up-to-date data.
- **Efficiency:** best-practice sharing for industry as well as reduce CTTC staff time supporting requests and programs.
- **Industry Satisfaction:** create a strong, one-stop resource for the California travel and tourism industry.

Results & Accomplishments

From October 1 through December 17, the site received 19,314 visitors and 73,382 page views, up 11.78% and 15.2%, respectively, from the previous measurement period of July through September. Monthly page views reached an all-time high in October of 31,421. Pages per visit were also up 3.1%, while average time on the site was up 7.1%.

In addition, many destinations are using the Content Submission Tool to ensure that their unique assets are given visibility not only on the domestic consumer Web site, but on the additional California Web sites in eight different languages. Since January 2009, nearly 3,000 pieces of content have been submitted.

New features on tourism.visitcalifornia.com include blogs from CTTC's international marketing directors, allowing communication of CTTC's international marketing efforts with a personal touch. Additionally, the *CTTC News* electronic newsletter was merged into the Publications section of tourism.visitcalifornia.com to concentrate traffic, and allow easy access to back issues. Images have been added throughout the site to make it more engaging and visually appealing.

The Tourism Industry Web site also received a prestigious League of American Communications Professionals (LACP) Spotlight Award, winning a gold and scoring 97 points out of 100. [Tourism.visitcalifornia.com](http://tourism.visitcalifornia.com) was also named one of LACP's Top 100 Communications Materials of the Year for 2009, placing it among such large corporations as Intel, MetLife, Delta Airlines and Cuisinart, and ranking above such companies as Aetna, Adidas and Edelman.

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Publications

Check out CTTC's current publications on the left, including:

- [CTTC News](#)
- [Insights Online](#)
- [Year in Review](#)
- [Strategic Marketing Plans](#)

Past Annual Reports

- [Insights - Year in Review 2007-2008](#)
- [Insights - Year in Review 2006-2007](#)

