

California Vacations Co-op

November 2009 through December 2010

Program Description

Vacations Group is a medium-sized tour operator that sells a dedicated California program, called California Vacations. This program is the newest of their four specialist programs (others being New England, Deep South and Florida). They work with around 600 of the top independent travel agents in the U.K.. The agents they work with do not sell larger tour operators' products, but focus on selling specialist operators such as the Vacations Group. California Vacations sets itself apart from other operators by selling a great selection of hotels throughout the whole state, providing agents with a unique tool to sell both tailor-made holidays and pre-packaged itineraries.

California Vacations and CTTC are partnering on a two-year campaign of consumer and trade co-op partnered activity to support the California packages through trade and direct-to-consumer channels. The key components of the campaign include:

- Dedicated California brochure with increased pagination and product and increased print run (100,000 copies)
- Six California evenings in key cities across the U.K. (three trade evenings, three consumer)
- Sales/merchandising visits (10-25 per month) to key independent agencies
- Regular trade e-newsletter
- Pay-per-click (PPC) campaign to drive visitation to California pages
- Media advertising in key national titles

Target Audience

The consumer audience includes ABC1 travelers, while the travel trade audience is made up of consortia, home workers and independent agents who have agreements and commercial terms with the Vacations Group.

Objectives & Reach

- Increase California exposure and presence in the U.K. market.
- Create and distribute another dedicated California brochure in the market.
- Partner with one of the U.K.'s key tour operators on a dedicated high-exposure California program.
- Increase bookings to and length of in California.
- Increase spending on package extras such as attraction tickets.
- Target increase of 2,500 incremental direct consumer passengers (1,000 in year one and 1,500 in year two) and targeted 3,000 from trade portions of the campaign.
- California Vacations' average selling price is significantly higher than the industry average in the U.K. at £1,520, and is targeting an increase to £2,000 per person over the next two years.

Results & Accomplishments

As the campaign is in its infancy, preliminary results will be reported in the future as the campaign progresses.

Program Contact(s)

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