

Canada Advertising ROI Spring 2009

December 2009

Program Description

California Tourism contracts with independent research consultants to measure the effectiveness and return on investment (ROI) of major advertising campaigns. Strategic Marketing and Research, Inc. (SMARI) has evaluated CTTC ad campaigns since 2003. This page summarizes the results from Phase 2 research of the 2009 spring television ad campaign in Canada. Phase 2 research focuses on the campaign's effect on travel to the state and the resulting spending generated.

Results from this research need to be considered in the context of the poor global economy during the period of measured travel, April through November of 2009, as reductions in travel and travel spending have been widespread.

Target Audience

Primary: CTTC marketing evaluation results are primarily intended for CTTC executive staff and Commissioners, assessed businesses and State of California policy makers, budget analysts, legislators and other stakeholders with responsibility for or interest in the investment of public and private sector funds for statewide tourism marketing.

Secondary: Research results and reports are used internally, and by members of the California travel and tourism industry, as a source of market intelligence.

Objectives & Reach

- Determine the percentage of households aware of CTTC advertising who actually traveled.
- Determine incremental travel and spending that can be attributed directly to the CTTC campaign.
- Determine return on investment from statewide spending and from state tax revenue generated.

Results & Accomplishments

TV and print advertising generated from 2009 advertising:

- 95,602 incremental trips; 178,071 incremental and projected trips
- \$236 million in incremental travel spending; \$439 million including projected trips
- \$152 ROI in terms of total economic impact on the state; \$284 with projected trips
- \$15.0 million in tax revenue directly attributable to the \$1.55 million media campaign; \$28.0 million with projected trips
- \$10 ROI in terms of state tax revenue; \$18 with projected trips. Projected trips take into consideration those planning a trip to California at the time of survey.

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