

# Consumer Web Sites Evaluation

December 2009

## Program Description

CTTC now has seven independent full-service visitor Web sites running in six different languages. They are for consumers in the U.S., the U.K., Germany, Japan, South Korea, China and Mexico. The core content of each is similar, but the particulars vary according to each market's audience, CTTC's marketing goals and country customs.

In addition to these seven visitor sites, CTTC also continues to run a site focusing on California as the Land of Wine and Food, and recently launched microsites in association with online travel agencies (OTAs), including Expedia, Orbitz, Travelocity and Trip Advisor.

Activity for each Web site is traceable through Google Analytics software and reporting from the OTAs. There are additional tools to further evaluate the primary English language site, [visitcalifornia.com](http://visitcalifornia.com). These tools include Web surveys and the reporting of *Visitor's Guide* orders. CTTC uses this suite of tools to gauge Web site activity, track effectiveness of new Web features, and ultimately determine Web ROI based on travel conversion and spend.

## Target Audience

CTTC Web site evaluation is primarily intended for internal use. The data are used to help both CTTC staff and CTTC's interactive agency, Sapient, to measure the effectiveness of their programming and inform future strategies.

## Objectives & Reach

The top-line objective is to measure the numbers of unique visitors, visits, page views and average length of time on site for each of CTTC's six Web sites. Further objectives for the [visitcalifornia.com](http://visitcalifornia.com) site are to measure visitor goals, user satisfaction, intention to travel and actual travel conversion. Additionally, analytics tools are used to measure overlap of brand advertising exposure with Web usage.

## Results & Accomplishments

- Last fiscal year (2008-2009), CTTC's six Web sites had a total of 2.6 million visits. Through the first five months of FY 2009-2010 (July through November), total site visits were up 5%.
- Through surveys of Web users by market research firm TNS, it was found that 63% of U.S. visitcalifornia.com users from April through June of 2009 visited California, with per-party spending of \$1,532 per trip - as compared to per-party spending of \$634 per trip by typical domestic leisure visitors to the state. We estimate the total from this period to be 114,000 trips by visitcalifornia.com users, with collective spending of \$174 million in the state.
- 59% of visitcalifornia.com leisure users recognized the brand TV spot ("Work" or "Serious Business"), and 49% were at least somewhat more likely to have visited the Web site as a result of having seen any of the three TV ads. These results support findings from the advertising research.

Sources: Google Analytics, TNS

TNS will be providing a 2009 year-end report in the spring of 2010, which will estimate an ROI for the visitcalifornia.com English language site.

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