

International Media Fams

January through December 2009

Program Description

International media visits and familiarization tours (fams) offer CTTC a way to increase and influence editorial coverage of California. CTTC only pursues trips with top-tier international media, offering them personal and custom trips to assist with story content and shape story development. By targeting leading national titles and top freelance journalists in primary and secondary markets, CTTC is able to reach a global consumer audience. Additionally, CTTC sends out international press leads to industry partners for individual follow-up.

Target Audience

International consumers in primary and second markets, lifestyle and trade media (print, broadcast and Internet).

Objectives & Reach

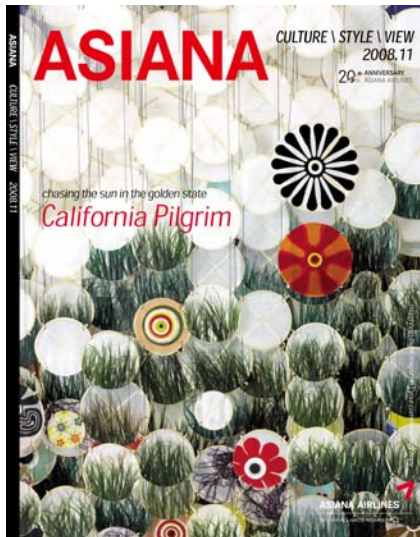
With the international media relations programs, CTTC aims to showcase California and its various destinations and activities so writers and producers can produce stories about California's diverse vacation options. We also strive to develop relationships with top international media to position CTTC as the expert travel source for coverage. Some of the top media outlets recently hosted include the *Sideways* TV special by Fuji-TV (Japan), Inside Luxury Travel TV (U.K.) and SBS TV (South Korea).

Results & Accomplishments

Earned media from international press visits and familiarization tours is tracked by individual country reports and collectively in the CTTC Global Press Trip Tracker. The combined international impressions for the 2009 calendar year total **1,167,874,071**, which includes hits 21 group trips and 11 broadcast.

Program Contact(s)

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