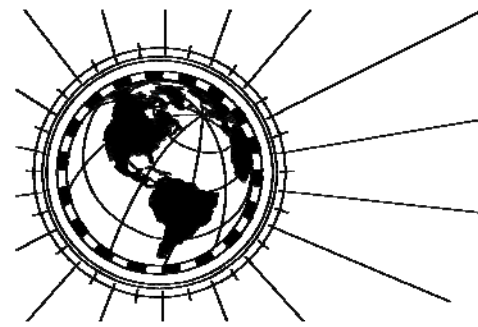


PUBLIC AFFAIRS



As the number one travel destination in the United States, the California Tourism Public Affairs program diligently works to position CTTC as an industry leader by offering expertise to media, industry and government entities and advocating on behalf of tourism industry interests to bring about public policy and initiatives that benefit the California travel and tourism industry. Abiding by the CTTC Guiding Principles, the Public Affairs Program seeks to:

- Build coalitions with related state and national trade associations on behalf of our industry partners.
- Provide leadership for the U.S. Travel Association's national policy initiatives and directly liaise with senior executive representatives of CTTC's assessed business constituency.
- Liaise with tourism-related federal agencies, administrations and elected officials.
- Advocate for positive policy outcomes on the state and local levels.
- Support the Governor's office and related agencies.
- Outreach through media, speaking engagements and events.