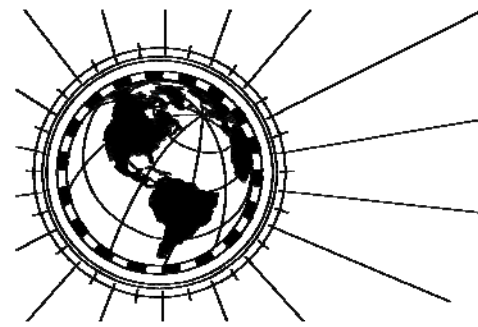


# Travel Trade



CTTC continues to promote travel trade fairs around major travel shows domestically, as well as to organize travel trade fairs throughout the year. The Travel Trade program provides additional cooperative marketing opportunities to leverage limited partner budgets. Additionally, the opportunity to influence trade is migrating online, so CTTC is working toward moving training programs online, and creating centralized travel trade training and collateral.

Main goals are to increase awareness of the California product, increase targeted product in tour operator brochures, and familiarize front-office personnel with product so they can provide firsthand experiences to their clients and increase sales.

Information in this section covers CTTC's domestic travel trade activities. International travel trade activities are covered under each respective country.