

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Meeting was held in Dana Point, California at 9:00 a.m. PST October, 22, 2015, with Vice Chair of Marketing Jeff Senior (Fairmont Raffles) presiding.

Attendance

Michael E. Rossi (Governor's Office); Paula Beck (Avis Budget Group); James Birmingham (Montage Hotels & Resorts); Gary Buffo (Pure Luxury Transportation); Jim Burba (Burba Hotel Network); Michael Colglazier (Disney); Kevin Fat (Fat Family Restaurant Group); Mike Gallagher (CityPass); Rusty Gregory (Mammoth); Brian King (Marriott Hotels); Noreen Martin (Martin Resorts); Jordan Meisner (Hyatt Hotels); Sima Patel (Ridgemont Hospitality); Jeff Senior (Fairmont Raffles); Benjamin Webster (Littler); Gene Zanger (Casa de Fruta)

Absent

Jot Condie (California Restaurant Association); Jeff King (King's Seafood); Tom Klein (Rodney Strong Wine Estates); Joe Knight (Fox Rent A Car); Aaron Medina (Hertz Corporation); Condie, Lynn Mohrfeld (California Hotel & Lodging Association); Doug Myers (San Diego Zoo); Carl Schuster (Wolfgang Puck); Cody Plott (Pebble Beach); Xiomara Wiley (Universal Studios); Andy Wirth (Squaw Valley); Will Withington (Enterprise)

Motion by Commissioner Gallagher to approve the May 22, 2015 Board Meeting minutes. Second by Commissioner Martin. Motion unanimously approved.

OFFICER REPORTS

CEO Report (Caroline Beteta):

- 1. Marketing Committee Updates:
 - a. Six task forces have formed under the Marketing Advisory Committee. These task forces will help craft the Dream Big Dividend plan moving forward. The task forces are: brand and content, sponsorship and cooperative marketing, rural, international, research and ROI and public relations. Each committee is led by two-members of the industry and are assigned a staff lead to help facilitate.*
 - b. Rural market blueprints: one suggestion by the rural committee was for localized market blueprint that provides a snapshot of key research data points and metrics of the rural regions. These blueprints would assist with the communication of Visit California programming impact and provide a communication tool for regions to use with their stakeholders. The final versions will be distributed next month.**

Brand Advertising: Visit California recently unveiled its latest television spots “Average Joes” and “Kids Unplugged.” The creative team developed new opening and closing scenes for the commercials along with a handful of new interior scenes, allowing the foundational brand assets to evolve and bringing a fresh perspective to the original spots while providing production cost efficiencies.

Global Ready: Eleven seminars were held in 2015 and more to come in 2016. Global Ready is an educational platform aimed to prepare California’s tourism industry to better serve the global traveler. The program is designed to inform tourism industry professionals on market landscape, cultural nuances and how to do business in the market effectively.

GLOBAL PLAN DELIVERY UPDATE

- 1. Target Audiences: As the industry’s marketing program expands in the Dream Big Dividend horizon, we are able to go deeper into audience segmenting and develop programming against a range of target audiences. The broadcast audience is the Global Brand Target - affluent adults with a propensity for travel. The core strategy for this audience is to develop and deploy highly inspirational mass reach advertising, content initiatives and high visibility partnerships that fuel the brand and competitively differentiate the California attitude and lifestyle. Through the Dream Big Dividend planning process, we identified two opportunity targets with significant potential to deliver ROI for California - families with kids in the household and the super affluent. We will be developing dedicated campaign initiatives against these audiences and robust personas that allow us to segment and reach audiences based on their passions across the digital landscape.*
- 2. Brand Advertising Campaign Components: the campaign components merge with our target audiences on all levels. On TV there are the brand spots, “Average Joes” and “Kids Unplugged.” On digital, video content from Dream 365, California Dreamers and Dream Eater deliver content in short, digestible clips for any audience and we will be introducing new multi-channel initiatives to target the families and the super affluent separately.*
- 3. Paid Media Programming: Paid media programming has been expanded and extended to provide greater consistency, connectivity and competitiveness for California across global markets.*
- 4. Super Affluent Initiative: The super affluent opportunity target is a highly discerning audience motivated by a sense of discovery. They are confident connoisseurs who want to live life to the fullest and see travel as a key part of that. Sophisticated consumers of a range of travel experience types, they seek the authentic and unique. California is positioned to offer the super affluent a different kind of luxury tied to our distinct lifestyle and*

brand. Like all things California, our philosophy on luxury is guided by an adventurous spirit, a playful approach to life and a love of the original, the unique and the innovative. In California, we deliver “laid-back luxury.”

Programs goals include:

- a. Position California as a place that offers a unique kind of luxury*
 - b. Deepen consumer engagement with the California brand*
5. *Family Initiative: the family initiative is a multi-channel initiative that shines the spotlight on California as the ultimate family playground, adding digital programming, including travel trade partnerships in key markets. The global budget for the family initiative is \$7.8 million with market prioritization in the United States, Canada, United Kingdom, Australia and Mexico.*

AGENDA ITEMS FOR FUTURE MEETINGS

- *None*

PUBLIC COMMENT

Vice Chair of Marketing Senior opened the floor up for public comment. There was none.

ADJOURNMENT

Motion by Kerri Kapich to adjourn the Marketing Advisory Committee Meeting. Second by Commissioner Zanger. Motion unanimously approved.