Annie Hess
Tourism Development Manager
California Travel & Tourism Commission
CTTC Leadership

Governor of California
Secretary of the Business, Transportation and Housing Agency and CTTC Chair
37 CTTC Commissioners
Past Commissioners

Mike Gallagher
Vice Chair
CityPASS, Inc.

Rusty Gregory
Vice Chair
Mammoth Mountain Ski Area

Kathy Turner
Chief Financial Officer
Enterprise Rent A Car
CTTC Leadership

CTTC President and CEO, Caroline Beteta

Appointed to the board for the Corporation for Travel Promotion
National board to function as a the promotional body for
United States travel and tourism industry
Video: “CTTC at Work”

60 Days in the Life of CTTC
California Outlook
Travel Impact 2010 (preliminary)

- Travel Spending = $95.1 billion +7.4%
- State and Local Taxes= $6.1 billion +7%
- Employment= 873,000 -1.1%

Source: Dean Runyan Associates, Tourism Economics
3% increase in visits
  • Domestic visits up 3%
  • International visits up 6%

6% increase in travel spending
  • Domestic spending up 5%
  • International spending up 9%

Source: Tourism Economics, October 2010
Rural Tourism Research

CTTC conducting research as an opportunity to better understand and position California’s rural product:

**Industry Research:** Seeking input from California’s rural representatives regarding current CTTC program.

**Consumer Research:** How travelers think about the state (geography, type of activity); insights into “rural” naming.

**TIMELINE:**
- **April 26** – Conducted Rural Committee Interviews
- **May 16** – Industry groups in Northern & Southern California
  Consumer research will be conducted concurrently.
- **June 10** – Delivery of final reports
California: STRATEGIC MARKETING
Strategic Planning

- Consumer/Brand
- Media
- Co-op/Rural Marketing
- Web Based Media/Interactive
- Travel Trade
- Research
Rural Strategic Planning

Rural Tourism integrated into the overall 11-16 Strategic Marketing Plan
Brand Advertising

Increase non-resident and resident leisure travel visits
Leverage “Diversity” positioning
Communicate CA’s core attributes and compelling point-of-difference:

• “California Attitude”
• Desirable eclectic lifestyle
• Unique culture
• Diversity is woven together by spirit
Video: “Misconceptions”
Video: “The Good Life”
Video: “Friends In High Places”
Call to Action: www.visitcalifornia.com

Fresh Design & Added Content

Featured Activities
CTTC provides a great way for consumers to see your events, content & images!

Please submit editorial content and destination listing requests through the submission tool

Thousands of editorials & events have made it onto the Web site!
Content Submission Tool

Welcome to the California Tourism Industry Website
The marketing resource for industry professionals and press.

Let the world see your...
- Business on CTTC websites
- Story ideas in publications or CTTC websites
- Itinerary ideas for websites or press announcements
- Content for CTTC PR announcements
- Photos or videos
- Events on the web

Submission word limits vary by area.
Content must be original, rights-cleared and not copyrighted by a third party.
All submissions are reviewed by editorial staff before published and made live to the public.
For additional details on our editorial process, review our Content Guidelines.

Submit New Content

Please consider content for:
- Attractions or Business Listings
- Editorial Ideas
- Itinerary Ideas
- Media Relations Submissions
- Photos or Videos
- Events
- California Events

Your submission may also be considered for use in other areas than what you selected.
Not sure what to pick? Let us help.
20 CWCs Statewide
1. Alpine
2. Anderson
3. Arcata
4. Auburn
5. Barstow
6. Buena Park
7. El Dorado Hills
8. Mammoth Lakes
9. Merced
10. Oceanside
11. Oxnard
12. Pismo Beach
13. Salinas
14. San Bernardino
15. Francisco
16. Santa Rosa
17. Truckee
18. Tulare
19. Yucca Valley
20. San Mateo
Find This Presentation Online!
http://tourism.visitcalifornia.com

Travel Industry Tab

Presentations
- July 13, 2010
  Rural Tourism Advisory Symposium Webinar - presented by CTTC Staff
- June 15, 2010
  Balboa Park Central - presented by CTTC CEO Caroline Beteta
- June 2, 2010
  SMTC
- May 10, 2010
  Medford Oregon “Power of Tourism” Conference - presented by CTTC CEO Caroline Beteta
- May 7, 2010
  Santa Monica Tourism Summit - presented by CTTC CEO Caroline Beteta
- May 6, 2010
  California Attractions and Parks Association’s Annual Board Meeting - presented by CTTC CEO Caroline Beteta