

CVB *Insights*

January 2012

Volume I, Issue 3

Your Destination Marketing Organization at work for the Fresno region...

Dear Colleagues,



Layla Forstedt
President/CEO

California has the second-largest state tourism promotion budget in the U.S., a figure much more in line with its stature as the top travel destination in the country. Generating \$95.1 billion in tax revenues, California's tourism economy is nearly one and one-half times that of Florida, nearly twice as large as New York and Texas, and more than six times larger than the Hawaiian tourism economy. The California Travel and Tourism Commission (CTTC) travel trade program works to develop and implement a wide range of marketing activities to reach tour operators, travel agents, incentive organizers, meeting planners and group travel planners, while also exhibiting at over 25 major travel trade shows (domestically and internationally), organizing key sales missions and conducting educational seminars/workshops.

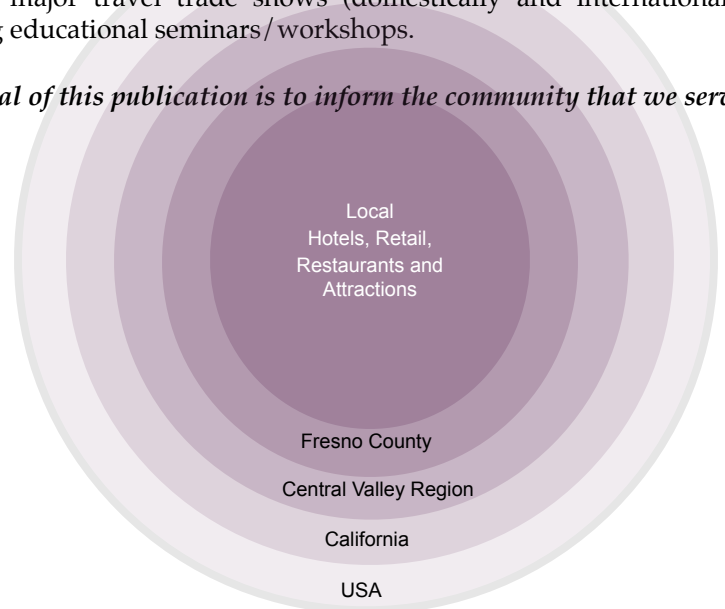
I am pleased to present CVB Insights. The goal of this publication is to inform the community that we serve about what we do and why.

Tourism promotion

Competing for a larger share of California visitor spending

The FCCVB is partnering with our State Office of Tourism, Visit California as they have the existing resources to promote the Fresno region that will increase visitor spending tax dollars. Visit California has expanded its suite of international offices to include market representation in 12 countries with 14 international websites.

The FCCVB continues to work on hosting familiarization tours for domestic and international delegations. Our partnership with Visit California last hosted 21 international tour operators to show them what our region has to offer. International travelers spend more, stay longer and visit year-round; this provides a valuable revenue source during off peak seasons.



A traveler who considers visiting California is more likely to consider travel to one of California's 12 regions, while a traveler to one of the regions is more likely to consider travel to one of that region's cities and towns, and then to ultimately patronize an individual business within that location. With coordinated marketing efforts by destination management organizations and individual businesses, the benefits of tourism are maximized for everyone.

Next issue...competing for a larger share of California's visitor spending continued.