



# News Release

**Date:** June 30, 2008

**Contact:** Susan Wilcox, CTTC  
916-319-5412  
Amelia Neufeld, CTTC  
916-319-5424

Christine Pierson, Edelman  
916-442-2331

For Immediate Release

## **CALIFORNIA TRAVEL AND TOURISM COMMISSION HONORS OUTSTANDING INDUSTRY PARTNER MARKETING PROGRAMS**

(SACRAMENTO, Calif.) — The California Travel and Tourism Commission (CTTC), the official tourism marketing agency for the state, recently honored 11 California destinations, accommodations and attractions for excellence in creative, high-quality tourism advertising, marketing and public relations programs.

“This competition continues to be a wonderful opportunity to see all of the great work that is produced by our industry,” said Caroline Beteta, CTTC president and chief executive officer. “These awards recognize the hard work, passion and excellence in our state’s terrific tourism professionals, and demonstrate that they are the reason why California continues to be one of the world’s premier leisure travel destinations.”

Beteta presented the **2008 California Tourism Marketing Excellence Awards** at the 14th Annual California Conference on Tourism held at the J.W. Marriott in Palm Desert on June 17, 2008. CTTC received a record number of entries this year, including a 20 percent increase in first-time submissions.

An awards committee composed of marketing professionals with tourism experience selected the top two or three finalists in each of the 11 categories from all entries received. The winner was then selected by nearly 400 conference attendees via a live hand-held remote voting system at the awards ceremony luncheon.

Also recognized this year were winners of the “Judges’ Choice” awards, given by an expert panel in tourism marketing and advertising to California destinations, accommodations and attractions finalists in all the categories.

## **The 2008 California Tourism Marketing Excellence Awards—Overall:**

### **Best of Show**

- The Zoological Society of San Diego for Best Broadcast Advertisement—Television and Best Overall Marketing Campaign

### **Best Overall Marketing Campaign—Destination**

- North Lake Tahoe Resort Association: “N is for North”

### **Best Overall Marketing Campaign—Travel Industry Entity (new category)**

- The Zoological Society of San Diego: “Journey to Africa”

### **Best Cooperative Marketing Campaign (new category)**

- San Francisco Convention & Visitors Bureau: “San Francisco Lesbian, Gay, Bisexual and Transgender (LGBT)”

### **Best Public Relations Campaign**

- Santa Cruz Beach Boardwalk: “100 Years, Millions of Memories: The Santa Cruz Beach Boardwalk’s Centennial Celebration”

### **Best E-Marketing Strategy (new category)**

- Santa Rosa Convention & Visitors Bureau: “Travel Zoo Internet Marketing Campaign”

### **Best Broadcast Advertisement—Television**

- The Zoological Society of San Diego: “Masai”

### **Best Broadcast Advertisement—Radio**

- The Zoological Society of San Diego: “Zebra Secrets”

### **Best Print Piece**

- Temecula Valley Convention & Visitors Bureau: “Temecula Valley International Film and Music Festival”

### **Best Web site**

- Truckee Tahoe Airport: [www.TruckeeTahoeAirport.com](http://www.TruckeeTahoeAirport.com)

### **Best Visitor’s Guide or Brochure (tie)**

- Santa Monica Convention & Visitors Bureau: “The 2008 Official Santa Monica Visitors Guide”

- Mammoth Lakes Tourism and Recreation Department: “2008 Vacation Planner”

## **The 2008 California Tourism Marketing Excellence Awards—Judges’ Choice:**

### **Best Overall Marketing Campaign by a Destination**

- San Luis Obispo County Visitors & Conference Bureau: “Discover the Colors of San Luis Obispo”

*Judges’ comments included: “Utilizing colors to create impact”*

### **Best Overall Marketing Campaign by a Travel Industry Entity (new category)**

- The Zoological Society of San Diego: “Journey to Africa”

*Judges’ comments included: Journey to Africa made me want to go to the Zoo. It seemed fun and exciting.”*

### **Best Cooperative Marketing Campaign (new category)**

- City of Chico and Debra Lucero & Associates, Friends of the Arts, in collaboration with LearningChange: “ARTOBERFEST”

*Judges’ comments included: “Modern community feel”*

### **Best Public Relations Campaign**

- Santa Cruz Beach Boardwalk: “100 Years, Millions of Memories: The Santa Cruz Beach Boardwalk’s Centennial Celebration”

*Judges’ comments included: “You really captured the spirit of the boardwalk”*

### **Best E-Marketing Strategy (new category)**

- Yosemite/Mariposa County Tourism Bureau, submitted by Poiriroo & Partners: “Mariposa Minutes”

*Judges’ comments included: “Impressive results and very effective”*

### **Best Broadcast Advertisement—Television**

- The Zoological Society of San Diego: “Masai”

*Judges’ comments included: “Very evocative of mood and spirit”*

### **Best Broadcast Advertisement—Radio**

- City of Indian Wells: “Summer Escape”

*Judges’ comments included: “Cost effective, strong call to action”*

### **Best Print Piece**

- Temecula Valley Convention & Visitors Bureau: “Temecula Valley International Film and Music Festival”

*Judges’ comments included: Nice design and visuals were top-notch”*

### **Best Web Site**

- Truckee Tahoe Airport: [www.TruckeeTahoeAirport.com](http://www.TruckeeTahoeAirport.com)

*Judges’ comments included: “Clever navigation, good scenery”*

**Best Visitors Guide or Brochure**

- Mammoth Lakes Tourism and Recreation Department: “2008 Vacation Planner”  
*Judges’ comments included: “Nice photography, hit target right on”*

The CTTC is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. According to the CTTC, travel and tourism expenditures total \$96.7 billion annually in California, support jobs for 924,100 Californians and generate \$5.8 billion in state and local tax revenues. For more information about the CTTC and for a free *California Visitor’s Guide*, go to [www.VisitCalifornia.com](http://www.VisitCalifornia.com).

###