

## California Tourism

The California Tourism program is a joint marketing venture of the California Travel and Tourism Commission and the California Division of Tourism.

### CTTC

The California Tourism Marketing Act, adopted in 1995, authorized a referendum of California businesses that benefit from travel and tourism spending. The tourism marketing referendum passed in October 1997. It established the California Travel and Tourism Commission (CTTC) and a statewide marketing fund derived from mandatory assessments.

### California Division of Tourism

The California Division of Tourism (CalTour) is designed to increase tourism to and within California. It utilizes a variety of marketing tools including market research, advertising, publicity development, publications, visitor information distribution, and domestic and international travel trade development. The CalTour program is developed with the input of travel industry marketing professionals (approximately 100 marketing professionals participate on various marketing committees) and is reviewed and approved by the California Travel and Tourism Commission.

### CalTIA

The California Travel Industry Association (CalTIA), incorporated in 1981, is the official voice of the California travel industry.

It is an independent, nonprofit association unifying California's many travel-related businesses to ensure the future health of tourism through our collective strength. CalTIA's mission is to serve as a catalyst and a voice for the various elements of our industry. It is dedicated to increasing our educational standards, articulating our political concerns, and promoting the economic well-being of California tourism.

### CalTIA

is a stand alone organization that works in cooperation with the California Tourism program in order to assure California's travel and tourism industry remains number 1.

**CalTIA, CalTour, and the CTTC work hand in hand protecting & representing California's travel and tourism industry.**

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