



CENTRAL COAST TOURISM COUNCIL MEMBERSHIP INFORMATION

What is the Central Coast Tourism Council?

CCTC is a non-profit, regional tourism marketing organization with a very active, all-volunteer board of tourism and hospitality professionals representing each area within the Central Coast region since 1989.

CCTC's national and international marketing efforts are accomplishing collectively what individual tourism entities cannot do alone—promote the entire [California Central Coast as a top destination in California](#) and maximizing our members' tourism revenue.



CCTC represents:

Monterey Bay Region

Cities within Monterey County • San Benito County •
Santa Clara County • Santa Cruz County

San Luis Obispo Region

Cities within San Luis Obispo County

Santa Barbara Region

Cities within Santa Barbara County

Ventura Region

Cities within Ventura County



WHY JOIN CCTC? BECAUSE TOURISM MEANS BUSINESS

Visitors to California’s Central Coast spend **\$7.5 BILLION** in our hotels, restaurants, shops and attractions every year*. Getting them into your door is the most important thing you can do for your business.

Central Coast Visitors Are Spending Their Money On:		
Food & Beverage	\$2.0 billion	27.5%
Accommodations	\$1.7 billion	23.3%
Retail/Shopping	\$1.4 billion	18.7%
Arts/Entertainment/Recreation	\$1 billion	13.0%
Ground Transportation	\$1 billion	13.3%
Other	\$0.4 billion	4.2%
TOTAL:	\$7.5 BILLION	

*2014. Dean Runyon Associates.com. State, Regional, County Travel Impacts interactive data access. Central Coast Travel Impact includes counties of Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura.

CCTC partners with Visitor Bureaus, Chambers, TBIDs and Destination Management Organizations to reach markets in the U.S. and overseas.

Because of these efforts, the Central Coast has won visitors from the U.K., Canada, Germany, Western Europe, Australia, New Zealand, Japan, and in emerging markets of China, Brazil and Scandinavia.



WHAT DOES A CCTC MEMBERSHIP GET ME?

Your CCTC membership allows you to:

- Get a FREE listing on www.TheOriginalRoadTrip.com
- Receive important notifications about travel and tourism issues
- Meet and interact with other CCTC members—people with interests similar to yours and resources to use when you need them
- Attend our Annual Retreat & Planning Conference
- Advertise in Central Coast Visitor Map and other travel publications
- Tap into the strength of the State's marketing efforts

AFTER I JOIN, THEN WHAT?

First, free advertising.

Right off the bat, we work with you to get your FREE listing posted on our redesigned website, www.TheOriginalRoadTrip.com. And not just a simple listing, but an Expanded Listing with color images and hyperlink to your website.

Then, you get invitations.

You will be invited to attend quarterly board meetings; our annual Retreat & Planning Conference; Committee meetings; advertise and promote your business (some free, some not); and more opportunities are developing all the time.

Then, it's up to you.

The success of your membership really depends on you. Our most successful members are those who engage in CCTC's mission, attend meetings, and participate. We're a fun bunch though, so join us!

JOIN NOW!

Complete Enrollment Form on next page.

Mission Statement

The mission of the Central Coast Tourism Council is to promote increased tourism through a co-operative marketing effort of the tourism industry providers. By joining together the public agencies, private industry and non-profit corporations, the region can have the same impact as a major metropolitan area. It is also the mission of the council to create a network of tourism providers and to provide educational information on the areas in the Central Coast region.

CCTC MEMBERSHIP ENROLLMENT FORM

Your membership will be confirmed upon receipt of completed form and payment.
Questions? Call Christine, 310.963.5414 or email admin@centralcoast-tourism.com.

CONTACT INFORMATION

Organization: _____

Address: _____

City, State, Zip: _____

Name: _____ Phone: _____

E-mail: _____

Website: _____

Category #: _____ Dues Payment Enclosed (US): \$ _____

DUES STRUCTURE

Questions?

Email: admin@centralcoast-tourism.com

PRIMARY MEMBERS

Category	Dues
1. Chamber / Visitor Bureau / Tourism Business Improvement District (more than 1,000 rooms)	\$850
2. Chamber / Visitor Bureau / Tourism Business Improvement District (fewer than 1,000 rooms)	\$425
3. Attraction/Museum/Historic Site (more than 100,000 visitors per year)	\$850
4. Government Agency	\$850

ASSOCIATE MEMBERS

Category	Dues
5. Shopping Ctr./Downtown Org.	\$850
6. Wine Association	\$400
7. Hotel Group (up to 6 properties)	\$850
8. Attraction/Museum/Historic Site (fewer than 100,000 visitors per year)	\$200
9. Individual Lodging/Hotel (more than 100 rooms)	\$265
10. Individual Lodging/Hotel (fewer than 100 rooms)	\$200
11. Other (includes: Individual Retail, Art Gallery, Restaurant, Winery, Brewery, Agriculture, Farmers' Market, Tour Operator, Recreational Activity, Golf, Special Event, Media Organization)	\$200

DUES PAYMENT

• Check payable in US dollars to: CCTC. P.O. BOX 1821, Gilroy, CA 95021

• Credit Card (choose one): Visa Mastercard American Express

Card number: _____

Expiration Date: __ __ / __ __ CVN: _____ Name on Card: _____

Signature: _____