



California's
CENTRAL COAST
The Original Road Trip

CENTRAL COAST TOURISM COUNCIL MEMBERSHIP APPLICATION

TheOriginalRoadTrip.com



 admin@centralcoast-tourism.com

 310-963-5414

WHAT IS THE CENTRAL COAST TOURISM COUNCIL?

Central Coast Tourism Council (CCTC) is a non-profit, regional tourism marketing organization with an 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 is in official partnership with Visit California, supported by resources, marketing programs and funds through its Tourism Marketing Grant program.

To learn more about CCTC membership, visit www.centralcoast-tourism.com/membership/

OUR MISSION

The mission of the Central Coast Tourism Council is to inspire and influence travel to California's Central Coast.



Click on image to view Year-End Report.

QUICK FACTS

- **Year Established:** 1989
- **Non Profit:** 501(c)6
- **Number of Members:** approx. 150
- **Visitors Spend:** \$8.3 BILLION*

*Source: Dean Runyon.com. 2016p.

California Travel impacts interactive data access. Central Coast Travel Impact includes counties of Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura.

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?



TOURISM MEANS BUSINESS



Visitors to California's Central Coast spend **\$8.3 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.

CCTC partners with Visit California, 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.

*2016. Dean Runyon Associates.com. California Travel Impacts interactive data access. Central Coast Travel Impact includes counties of Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura.

MEMBERSHIP MEANS:



- Tapping into the strength of the State's marketing efforts
- Getting a **FREE listing on www.TheOriginalRoadTrip.com**
- Receiving important notifications about travel and tourism issues
- Sharing your important news across CCTC's media channels
- Meeting and interacting with other CCTC members - people with interests similar to yours and resources to use when you need them
- Attending the Annual Retreat, Workshop, and Mixers
- Advertising in **Central Coast Visitor Map** and other travel publications

AFTER YOU JOIN, THEN WHAT?



First, Free Advertising

Right away, we work with you to get your FREE listing posted on our website, **www.TheOriginalRoadTrip.com**. And not just a simple listing, but an Expanded Listing with color images and links to your website. Then we provide you a toolkit to get the most from your CCTC membership.

Next, Invitations

You will receive invitations to our quarterly board meetings; annual Retreat; Committee meetings; advertising and promotional opportunities (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!

CCTC MEMBERSHIP ENROLLMENT FORM

YOUR CONTACT INFORMATION

Organization:

Address:

City:

State, Zip:

Name:

Phone:

E-Mail:

Website:

Category Number (select from list below):

Dues Payment Enclosed (US): \$

QUESTIONS?



310.963.5414



admin@central
coast-tourism.com

Your membership will be confirmed upon receipt of completed form and payment.

MEMBERSHIP CATEGORY & DUES STRUCTURE

PRIMARY MEMBERS

- | | |
|--|----------|
| 1. Chamber / Visitor Bureau / TBID (more than 1,000 rooms) | \$850.00 |
| 2. Chamber / Visitor Bureau / TBID (fewer than 1,000 rooms) | \$425.00 |
| 3. Attraction / Museum / Historic Site (more than 100,000 visitors / yr) | \$850.00 |
| 4. Government Agency | \$850.00 |

ASSOCIATE MEMBERS

- | | |
|--|----------|
| 5. Shopping Ctr. / Downtown Org. | \$850.00 |
| 6. Wine / Brewers Association | \$400.00 |
| 7. Hotel Group (up to 6 properties) | \$850.00 |
| 8. Attraction / Museum / Historic Site (fewer than 100,000 visitors / yr) | \$200.00 |
| 9. Individual Lodging / Hotel (more than 100 rooms) | \$265.00 |
| 10. Individual Lodging / Hotel (fewer than 100 rooms) | \$200.00 |
| 11. Other
Includes: Individual Retail, Art Gallery, Restaurant, Winery, Brewery, Agriculture, Farmers Market, Tour Operator, Recreational Activity, Golf, Special Event, Media Organization | \$200.00 |

DUES PAYMENT

Check payable in CCTC.

US dollars to: P.O. Box 785, Buellton CA 93427

Credit Card: Visa MasterCard AmEx

NOTE: a 3.5% fee will be applied to all credit card payments.

Card Number:

Expiration Date:

CVN:

Name on Card:

Signature:

In partnership with Visit California

