

PRESS RELEASE

PAGE 1 OF 1

ISSUED MARCH 2011

California's superfam success

Invest in a superfam for 60 travel agents and it is vital to reap significant and trackable results. California Tourism has done just that by becoming the latest tourist office to dramatically boost its return on fam trip investment by working in partnership with leading travel trade training magazine *Selling Long Haul*.

In a joint-venture to help raise awareness of the diversity of the destination *Selling Long Haul* accompanied 60 key agents and operators on a SuperFAM trip to the state. Different groups explored different aspects of the state in a complex, action-packed trip, designed to ensure agents experienced a wide range of compelling reasons to send their clients to the state.

Now the publishing partnership is spreading that knowledge across the rest of the trade in the UK and Ireland with the launch of a widely-acclaimed agents guide/fam trip report and an online photo gallery.

Publisher of the guide, Sally Parker, said: "Fam trips really transform agents' perceptions of a destination and fill them with enthusiasm for selling the destination. By putting all the agents' personal reactions and useful insights into print, a tourist board can spread that enthusiasm and improve understanding far and wide across the industry. One fam trip can reach 15,000 agents instead of just 60!"

Bethany Schuh, Travel Trade Director – California Tourism UK & Ireland, agreed: "Our suppliers in state love the Superfam Report and it provides them with a tangible piece of return on investment. It's a well thought out and well written piece that we hope agents will take advantage of and use it as an additional tool to our online training programme. Working with *Selling Long Haul* is a no brainer – the team is SO easy to work with and provide a great product! We thank them so much for their expertise and attention to detail in the planning and execution of our second annual California SuperFAM supplement."

Kuoni Personal Travel Expert Lizzie Bishop went on the trip and said: "The supplement was a great learning tool for me, not only did it remind me of my own experience but I got a flavour of the other groups' itineraries and experiences too. It is also great for future reference on itinerary ideas as it has links to all the activities we did and hotels we stayed in. The supplement is easy to read and navigate so it's a great way to learn about the destinations you haven't been to. It has given me the confidence to actively push all areas of California knowing I have relevant resources in one booklet to hand."

www.sellinglonghaul.com

Issued by:

Julie Baxter on behalf of *Selling Long Haul*, a division of:
BMI Publishing Limited, Suffolk House, George Street, Croydon CR9 1SR
Tel: +44 (0)20 8649 7233
Email: enquiries@b mipublishing.co.uk

For further information please contact:

Sally Parker, Publisher, *California SuperFam Trip Report*
Tel: +44 (0)20 8649 7233
Email Sally.Parker@b mipublishing.co.uk
OR Julie.Baxter@b mipublishing.co.uk