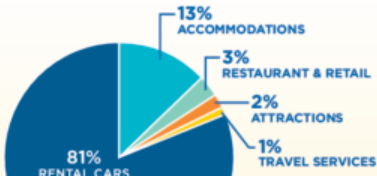




As a result of legislation passed in 2006, the Passenger Car Rental Industry contributes 81 percent of the total Visit California budget.



GLOBAL BRAND & PROGRAM

• Brand Advertising	\$26,298,000
• Digital	\$1,670,000
• Publications	\$1,150,000
• Travel Trade	\$830,000
• Research	\$1,050,000
• Consumer Co-Op	\$1,475,000
• Communication	\$1,405,000
• Industry Relations	\$1,360,000

Total Global Brand & Program **\$35,238,000**

Total International **\$6,488,000**