

October 2017

To Whom It May Concern:

Visit California has worked with Master Consulting FL, a Rome-based consulting agency for tourism services, since 2009, while the budget and responsibilities grew over the course of the representation relationship.

Master Consulting FL, through innovative ideas in the PR sector, have enabled us to grow our awareness in the Italian market, by understanding and acting upon the shifts in journalism, working with digital influencers and traditional journalists alike.

Master Consulting FL continuously worked toward the expansion of California's product availability in the Italian market, by educating and training the Italian travel trade industry and offering inclusions of 'beyond the gateway' experiences so important to the Italian traveler.

We value the team's insights and their enthusiasm toward us and wish Master Consulting FL the very best in their future endeavors.

Sincerely,



Leona Reed,  
Associate Vice President, Global Marketing