

City of Calistoga

Memorandum

TO: Honorable Mayor and City Council

FROM: Susan Sneddon, City Clerk

SUBJECT: Calistoga Chamber of Commerce Quarterly Report

DATE: October 21, 2008

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The Calistoga Chamber of Commerce will present their quarterly report of marketing and promotion efforts pursuant to the Marketing and Promotional Professional Services Agreement.

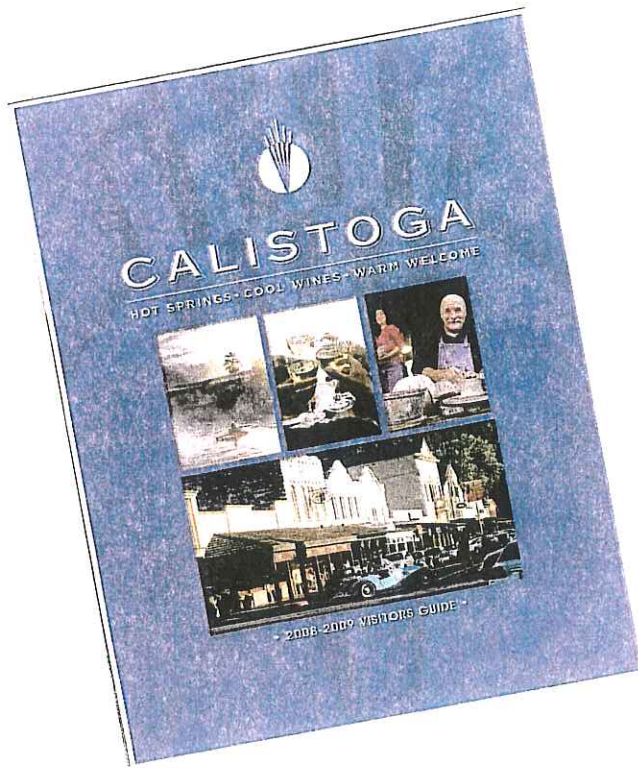
**Quarterly Report**  
**Calistoga Chamber of Commerce**  
**On the Promotion of Calistoga as an Overnight Visitor Destination**  
**PRESENTED TO: City of Calistoga**  
**For the Quarter Ended: September 30, 2008**  
**On behalf of: Board of Directors,**  
***Calistoga Chamber of Commerce & Visitors Center***

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## New Chamber Visitors Guide

The new Calistoga Visitor Guide, our primary targeted marketing tool to entice travelers, is now in distribution. The full-size magazine-style book features plenty of photos, new editorial and attractive ads that give an authentic flavor



of our town's destination values, plus complete lodging, winery & spa listings. Response to the guide and its companion Member Directory, which includes a categorized Buyer's Guide that lists all of our members, has been very positive. The Members Directory has been distributed to all households in Calistoga!

The Visitors Center makes the larger Guide available to out-of-area, out-of-state and international prospective guests.

To keep us on the cutting edge of technology and reduce mailing costs, the guide is also available as a CD and as a downloadable PDF. Cham-

ber Executive Director Rex Albright says, "With the five-year strategic plan completed, our new website and Visitors Guide present a consistent message about Calistoga as a destination, which help drive our marketing efforts as we move forward."





## Visitor Center Activity

The following Chart reflects Visitor Center in-office activity. While visitor traffic is certainly not neatly scheduled, this means that seven days a week, there is a walk-in visitor or a phone request for information every five minutes.

|               |             | Office Activity |             |             | Brochure     | Website         |
|---------------|-------------|-----------------|-------------|-------------|--------------|-----------------|
| Month         | Phone       | Walk-ins        | Email       | Mail        | Distribution | Unique Visitors |
| <b>Apr-08</b> | 1284        | 1732            | 229         | 167         | 167          | 14982           |
| <b>May-08</b> | 1241        | 2268            | 289         | 320         | 320          | 16566           |
| <b>Jun-08</b> | 1245        | 2810            | 302         | 116         | 564          | 14112           |
| <b>Jul-08</b> | 1089        | 2693            | 347         | 435         | 2000         | 15368           |
| <b>Aug-08</b> | 984         | 2999            | 458         | 100         | 900          | 13660           |
| <b>Sep-08</b> | 1075        | 2687            | 335         | 400         | 400          | 12422           |
| <b>TOTAL</b>  | <b>5843</b> | <b>15189</b>    | <b>1960</b> | <b>1538</b> | <b>3951</b>  | <b>87110</b>    |

## Calistoga In The Media



.....Back in California, beers crafted at **Calistoga Inn's Brewery** go down easy. Springtime in wine country is hard to beat — the valley is relaxed and restaurant reservations easy to come by. ....

### *Wine Observer*

.....**Chateau Montelena**, a Napa Valley winery founded in 1882, has one of the best reputations in California for both Chardonnay and Cabernet Sauvignon. It is located in Calistoga, a northern appellation of Napa Valley. But the fruit for their Chardonnay comes from vineyards located just north of Carneros, which many believe to be the second oldest vineyard area in northern California. Having been to the winery and having been treated like royalty, I may be biased, but the wine, a 2003 Chardonnay, is incredible. ....

**TheStreet.com** **Solage Calistoga**, a new Napa Valley resort, has something that sets it apart from the rest of the market: it's green. The most successful part of Solage Calistoga is an element you won't even notice -- the fact that it's one of America's most eco-friendly luxury resorts, built upon a green initiative that extends from the bamboo and reclaimed cedarwood floors to furnishings painted with nontoxic vanishings.....Other eco-friendly touches include the use of environmentally safe cleaning products, solar panels and extensive recycling throughout the hotel and restaurant.

**Just-drinks** Suntory has teamed up with the Nestlé Waters subsidiary **Calistoga Beverage Co.** to distribute its Japanese green tea brand Iyemon Cha across the US.



**Bathe in the delights of Calistoga** Driving the highway dotted with vineyards and wineries and world-famous restaurants, visitors heading to Calistoga are offered some of the best scenery northern California has to offer -- very much like Provence, say those familiar with the historic region in "the south of France." This time of year, lots of purple lavender and yellow mustard fill in the rows between the grapes.....

**Castello di Amorosa**, the Castle of Love. With 107 rooms, 8,000 tons of stone and five towers, .... Next, visitors can continue north and pause a few miles away at **Sterling Vineyards**. This stop is nestled among trees and reminds visitors of the Greek Islands with its white villages and serene surroundings..... drive into Calistoga, the very unsnooty, almost rustic nook at the north end of Napa Valley.

If the wine tasting and hilltop serenity wasn't relaxing enough for you, make a stop at **Dr. Wilkinson's Spa** on the main drag where mineral baths, massages and mud bathing have soothed customers since 1946.....(visit) the **Old Faithful Geyser** of California. Located just north of downtown on Tubbs Lane, the geyser -- like its Yellowstone Park name-



sake -- shoots steaming water 60 to 100 feet into the air .... check out the **Petrified Forest**. Visiting Calistoga leaves a pleasant taste in your mouth from the beauty of the vineyards, the rejuvenation of the mud, the mist of a geyser and, of course, the wine.



### Chardonnay Goes "Nude"

California Chardonnays sometimes get a bad reputation for being overly oaky. While big, oaky Chards definitely have their place, especially with richer foods, an unoaked Chardonnay can offer a light and fruity taste that is perfect for summer. **Summers Estate Wines** in Calistoga has released their "Le Nude," a limited-production unoaked Chardonnay which is fermented in stainless steel and produced from grapes grown in the Alexander Valley. This is the first time Summers Estate Wines has produced a "naked" Chardonnay.... The wine has flavors of tropical fruit and yellow flowers.



**Solage Calistoga** was named one of only five US hotels on Conde Nast's *2008 Hot List* of the top sixty-five of the worlds most stylish, luxurious and innovative hotels.

Todd & Joy Miller of **The Wine Garage** were featured on *The Rachael Ray Show* last week (in their "Tasty Travels" story on Napa & Sonoma worthwhile stops) and immediately got 150 emails for orders and about 50 walk-in customers in response to the show. The Wine Garage will also be mentioned in *ELLE* Decor Magazine's September issue.



rachael's daytime talk show

### San Francisco Chronicle

**JoLe opens in Calistoga** he dining room in **Calistoga's** historic Mount View Hotel, long home to Jan Birnbaum's Catahoula restaurant, has a new name and new direction. JoLe (pronounced joe-lee) brings a contemporary small-plates menu to **Calistoga's** main street. Husband-and-wife owners Matthew and Sonjia Spector devised the restaurant's moniker by contracting the names of their two young sons.

**The cuisine:** Small plates, with a mostly but not exclusively Mediterranean bent.....The wine list acknowledges Napa Valley but also looks beyond - to Oregon, Spain, New Zealand, France and Germany

### The Dallas Morning News

**Summers Estate Dinner** ....Nana hosts Calistoga winemaker Jim Summers, whose estate is one of a handful growing the charbono grape, which legend says was brought to California by Italians believing it was barbera. Genetic testing proved otherwise; it's the French grape corbeau. Charbono and other Summers Estate Wines will be paired with a five-course menu by Nana executive chef Anthony Bombaci, starting with a reception at 6:30 p.m. June 26; \$150 plus tax and gratuity. Hilton Anatole, 27th floor



THE WALL STREET JOURNAL

*Napa, Without the Wine* ....Gardens, architecture, cooking and the arts fuel many other passions in California's Eden

.....Home to more than 400 wineries, the Valley draws some five million visitors each year, many of whom are there to swirl, sip and spit.

But for all but the most passionate oenophile -- .


Fortunately, Napa, once something of a culture-free zone, now boasts enough events and attractions to keep even the most wine-averse visitor engaged,

Any visitor to the Valley should take in one of its most controversial new developments: the **Castello di Amorosa**. The vintner Daryl Sattui, who prefers to be called Dario, spent 15 years and more than \$30 million to construct it; the place has its own drawbridge, confessional and torture chamber, and it is stunning in its attention to detail, particularly the intricate masonry and the ironwork hand-forged by blacksmiths in Italy. Surrounded by vineyards, the castle also houses a winery. .... the north end of the Napa Valley sits Mount St. Helena, formed after volcanic activity many millennia ago. There is still plenty of seismic and geothermal action in the area, particularly in Calistoga, where a mud bath at the funky **Dr. Wilkinson's Hot Springs Resort** might be in order.....

The Napa Valley visitors' center saw 1,700 people over the weekend, said a spokesperson for the Napa (Valley) Visitors and Convention Bureau. The numbers were lower than 2007, but not drastically so. Most of the visitors to the center stop by to get information on the numerous wineries in the area before trekking out.



Peggy Alexander, assistant manager of Sterling Vineyards in Calistoga, Calif., said that except for heavy rains in Napa Valley on May 24, traffic to the winery was good. "On Sunday and Monday we actually had an increase (over) the previous year." Sales were up overall, too, she said.

 **Sherman's Travel** California Wine Country 101 Guide

A trip through Napa, Sonoma, and Mendocino counties is an American feast for the senses like no other, a journey where savoring the best wines, food, spa experiences, and outdoor adventures (picnic, anyone?) is commonplace. ....Big-name vintners and small-production cult wineries are thriving; hotels and resorts that are the last word in luxury share space with charming B&Bs; and top-flight restaurants showcase fresh, seasonal ingredients. ....Calistoga used to be a quiet, Old West-looking town with most of the action centered around the spas, but with the opening of the 89-room Solage Calistoga, that's changed. Locals have taken to the resort's Solbar bistro, the expansive spa offers "mud cocktails," and rooms (all cottages) come equipped with bicycles A less pricey option in Calistoga is the Cottage Grove Inn, where each of the 16 Craftsman-style cottages has a fireplace and a whirlpool tub ....



....In addition to its wineries, Calistoga is noted for its mineral water, hot mineral springs, mud baths, steam baths, and massages. The Calistoga Hot Springs Resort was founded in 1859 by maverick entrepreneur Sam Brannan, whose ambition was to found "the Saratoga of California." He reputedly tripped up the pronunciation of the phrase at a formal banquet -- it came out "Calistoga" -- and the name stuck. There's a relatively mellow vibe here -- it's significantly less chichi than Yountville or Healdsburg. ....