



## CALISTOGA

HOT SPRINGS • COOL WINES • WARM WELCOME

### Publicity & Marketing Report – June/July/August 2009

September 2, 2009

#### Overview

The Calistoga Chamber of Commerce & Visitors Center's publicity and marketing activity has been strong in all areas of media (print, electronic and internet) in this quarter. Efforts to increase Calistoga's website presence through improved search engine optimization (SEO) have led to 86% increase in traffic on CalistogaVisitors.com.

- Weekly tracking over past 6 months shows website has extremely high user interest, with 4.5 minutes average time spent on site (12 times the 20 second average for comparable sites)
- Wine Country Wellness Package program has sold 329 overnight packages to date; 90% of purchasers are first-time visitors. Each package directly increases revenue for at least **four** businesses (lodging, spa, restaurant, winery)
- Destination marketing & advertising have targeted Bay Area print/online outlets to attract our strongest base of consumers for overnight/day visitor traffic, based on Visitors Center's demographic data.
- Calistoga's TOT numbers in this quarter are outpacing other Napa Valley destinations during a down economy, reinforcing that our more aggressive, targeted marketing is being effective.

#### Online Marketing/Social Networking

Online social networking is the fastest-growing and, increasingly, the most important tool to reach our targeted demographic (22-45 year old travelers with \$100,000+ annual income). To enhance Calistoga's social networking profile, Chamber launched Calistoga Visitors Facebook & Twitter pages in May 2009. To date, Facebook page has an ever-increasing number of fans from over 16 states, plus Hong Kong; site is growing monthly. Chamber staff, PR firm Wolf Communications & members are all maximizing social networking opportunities through their own pages which are updated daily. Calistoga Visitor Video Contest launched on Facebook page Aug. 15; runs through November.

Bay Area News Group (San Jose Mercury News, Marin IJ, Contra Costa Times, Silicon Valley.com) Online campaign began July 2009 and has delivered higher than anticipated tracking numbers at 12% clickthrough response rate promoting Wellness Packages, lodging/winery/spa options and music events to ideal geotargeted demographics. Campaign is ongoing (July-September).

## Events:

Starting in May, The Chamber increased the number of weekly, monthly and seasonal music events in Calistoga, which in itself has been a marketable angle, distinguishing our city as the leading live music destination in Napa Valley. Attendee feedback has been extremely positive, showing greater visitor excitement, creating a stronger sense of community among residents and stimulating local business. Concerts in the Park have been directly successful for Calistoga Kitchen Catering, local wineries such as WH Smith Wine Sensory Experience, Graeser Winery, Rios Winery, Beaver Creek Winery. Timing of event is ideal to benefit local restaurants; Bosko's, Pacifico & Calistoga Inn, among others, have reported a **noticeable increase in business, primarily from residents**, on Thursday nights following the concerts.

Monthly Calistoga Stroll events have drawn visitors from all over the Bay Area from May-August. Events are building awareness and creating sense of excitement for visitors & residents. Event will continue through October. Promotion is underway for Rockabilly Roundup, Cruisin' Calistoga Car Show, Sept/Oct. Calistoga Stroll events, Downtown Blues Festival, Tractor Parade & Jan. 2010 Wellness Festival.

## Publicity

Calistoga's presence as a unique destination within Napa Valley is being reinforced daily and weekly through a constant stream of newspaper & magazine articles, TV shows, blogs and online outlets with consistent "Hot Springs, Cool Wines, Warm Welcome" message. The town's friendly, relaxed feel is a tentpole of all PR efforts, with identified destination values (quality lodging, winery, dining, hot springs spas, shopping and outdoor recreation) each providing fresh publicity angles for media to pursue.

National & International publicity highlighting movies filmed in Calistoga ("Bottle Shock," "Sideways") is ongoing; "Sideways" will have its World Premiere Sep. 27 at Wine Country Film Festival.

Press breaks in this quarter alone include:

**Magazines:** Travel + Leisure, Sunset, C California Style, Conde Nast Traveler, In Flight USA, Fork&Pour, (more)

**Television:** Univision Al Despertar (1 hour special), ABC 7's View from the Bay (NBC affiliate) multiple breaks;

**Guidebooks:** Sip, An Explorer's Guide to Northern California – extensive Calistoga mentions

**Newspapers:** SF Examiner (multiple lengthy features), Sacramento Bee, Press Democrat, Fresno Bee, Napa Valley Register, (more)

## Press Break Summary, July-August 2009

### Print:

C California Style Magazine: Best of California Summer featured Napa County Fair, July 2009

Conde Nast Johansens: The Chanric Inn named "Distinctive Property," May 2009

Press Democrat: All Seasons chef feature, Aug. 9, 2009

Sacramento Bee: Rich Kushner's "The Good Life" feature, "Calistoga, Where The Locals Are Friendly,"

Travel & Leisure, July 2009: Best US Resorts rated Calistoga Ranch & Solage Calistoga as #11 & #18 in readers poll (more)

Advertising Summary – partial list

**Print Ads:** Savor Magazine, Harvest 2009 issue

Weekly Bohemian Spa Guide, Summer 2009; Dining Guide, Spring 2009  
East Bay Express

**Online:** San Jose Mercury News, Marin IJ, Contra Costa Times, Silicon Valley.com

Online/Blogs:

Trip Advisor: "Best Bikeshop/Bike Touring in Napa: Calistoga Bikeshop" - 15 consecutive 5-star reviews on web's largest site (daily audience of 12 million) – July 22

CTTC site: Sept. Wine Month release featured 6 Calistoga outlets (1 million readers) - Aug. 27

StarChefs.com: JoLe Chef Award, May

SF Examiner: Best Coffeehouse in Napa Valley: Calistoga Roastery - July 14

Hotel Interactive: Dr. Wilkinson's Style Upgrade - Aug. 13

Dog Blog: Calistoga as dog-friendly destination – June 15

365 Walks – Calistoga as walkable area – June 30

Palateers Boston Restaurant guide – positive Bosko's blogpost, July 3

Umamimart: Café Saraforia blog post – July 15

(more)

Upcoming publicity breaks also accomplished during this quarter:

Magazines: DuPont Registry (Tampa, Fla): Calistoga's food, wine, spas – Nov. 2009

Parents Magazine: Family travel feature on Tractor Parade – Dec. 2009

International: London Sunday Times food/wine feature – Nov. 2009

Blue Tomato (UK) food, wine, travel feature – fall 2009

Japan: Gold Magazine – winery feature, fall 2009

Guidebooks: *Great American Motorcycle Tours*, best selling motorcycle guidebook – late 2009

Television: Travel Channel, "Samantha Brown's Great Weekends" Indian Springs feature – spring 2010

Japan: Calistoga Spa Hot Springs story – fall 2009

###

# Media Generated for Calistoga

Wolf Communications, Calistoga Chamber of Commerce

July and August 2009

Media	Writer	Date	Circulation	Ad Value	Size	Information
<b>Print Media</b>						
Parents' Press	N/A	7/1/2009	75,000	\$186.00	9.5	
C magazine	N/A	7/1/2009	100,000	\$14,480.00	1	Best of California Summer
Travel and Leisure	N/A	7/1/2009	960,000	\$144,700.00	2	
Wine Enthusiast	Steve Heimoff	7/1/2009	80,644	\$947.40	15	"From Mendocino to the Central Valley, Route 128 Offers a Rolling Feast for the Senses." Includes section on Calistoga.
Wine Country This Week	Christin Piccin	7/3/2009	800,000	\$1,090.00	1 page	"Plan a Visit to the Old Faithful Geyser in Calistoga."
Wine Country This Week	Christin Piccin	7/10/2009	800,000	\$1,090.00	1 page	"Plan a Visit to the Old Faithful Geyser in Calistoga."
San Francisco Chronicle	N/A	7/15/2009	312,118	\$782.50	1.25	"Get Into Some Hot Water." Has paragraph on Calistoga Hot Springs.
Wine Country This Week	N/A	7/17/2009	800,000	\$1,090.00	1 page	"Napa Valley Town 'Amps' Up its Musical Events."
Wine Country This Week	N/A	7/24/2009	800,000	\$1,090.00	1 page	"Napa Valley Town 'Amps' Up its Musical Events."
Wine Country This Week	N/A	7/31/2009	800,000	\$1,090.00	1 page	"Napa Valley Town 'Amps' Up its Musical Events."
Spotlight's Wine Country Guide	N/A	8/1/1900	66,500	\$466.50	12.25	"Exploring the Wine Country More Fully." Includes sections on spa treatments in Calistoga and on Safari West.
Bay Area Parent	Jamie Pearson	8/1/2009	46,800	\$434.55	12	"Five Weekend Getaways." Includes section on Calistoga.
Wine Country This Week	N/A	8/7/2009	800,000	\$1,090.00	1 page	"Napa Valley Town 'Amps' Up its Musical Events."
Press Democrat	Diane Peterson	8/19/2009	69,812	\$5,763.00	51	"Fruit Desserts of Summer." Featured desserts by Summer Sebastiani of All Seasons.
Wine Country This Week	Michelle Baker	8/21/2009	800,000	\$1,090.00	1 page	"Golden Haven Hot Springs Spa."
Naples Daily News (FL)	N/A	8/30/2009	63,879	\$80.55	1	"Street Fairs, Tastings, Art and more in Napa Valley." Mentions Saturday Stroll.
Marin Independent Journal	N/A	8/30/2009	28,591	\$155.00	1	"Staycation Specials." Mentions Saturday Stroll.
San Francisco Chronicle	Andrew S. Ross	8/30/2009	312,118	\$313.00	0.5	"The Bottom Line" (column). Mentions columnist's intent to enjoy "staycation" in Calistoga.
Sunset magazine	N/A	9/1/2009	1,200,000	\$137,800.00	2	"Cheap Thrills in Napa Valley." The September issue hit newsstands in late August

Media	Writer	Date	Circulation	Ad Value	Size	Information
<b>TOTAL PRINT</b>				\$313,738.50		
<b>Broadcast Media</b>						
Univision: Al Despertar	N/A	8/7/2009	N/A	\$8,000.00	50 minutes	
<b>TOTAL BROADCAST</b>				\$8,000.00		
<b>Electronic Media</b>						
palateers.com	NA	7/3/2009	N/A	N/A	N/A	Bosko's--Pizza in Calistoga
umamimart.blogspot.c	N/A	7/15/2009	N/A	N/A	N/A	"Daytrip to Calistoga: Café
SF Examiner	Nicole Seiffert	7/14/2009	N/A	N/A	N/A	"Best Coffeehosue in Napa
sfgate.com	Liz Hamill Scott	7/19/2009	N/A	\$391.00	N/A	"Get into Some Hot Wataer."
Weekend Adventures Update (blog)	Carole Terwilliger Myers	7/27/2009	N/A	N/A	N/A	"Wine Country: Silverado Trail, Solage Calistoga Resort."
Hotel Interactive	N/A	8/13/2009	N/A	N/A	N/A	Dr. Wilkinson's Style Upgrade
visitcalifornia.com	N/A	8/27/2009	N/A	N/A	N/A	"California Wine Month"Offers (6 Calistoga outlets)
<b>TOTAL ELECTRONIC</b>				\$391.00		
<b>TOTAL All MEDIA</b>						
				\$322,129.50		