

City of Calistoga

Memorandum

TO: Honorable Mayor and City Council


FROM: Susan Sneddon, City Clerk

SUBJECT: Calistoga Chamber of Commerce Quarterly Report

DATE: February 16, 2010


~~~~~

Chris Canning, Calistoga Chamber of Commerce Executive Director, will present the Chamber's quarterly report of marketing and promotion efforts pursuant to the Marketing and Promotional Professional Services Agreement. Attached are the slides Mr. Canning will present at the Council meeting.

  
**CALISTOGA**  
HOT SPRINGS • COOL WINES • WARM WELCOME

**City of Calistoga**  
  
 -Destination Marketing  
 -Visitor Center Operations  
  
**Quarterly Report**  
**Qtr. 2 ~ 2009/2010**

February 16, 2010  
 Calistoga City Council Meeting

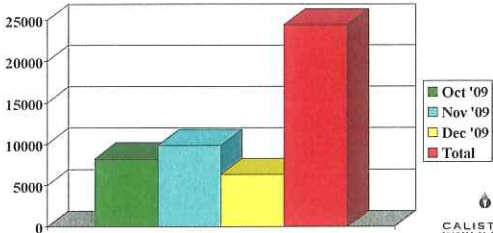
  
**CALISTOGA**  
CITY OF CALISTOGA

## 2 Pronged Marketing Strategy


- “Sell” the *Calistoga Experience* to destination-seeking guests in advance of them making travel commitments.
- Encourage and entice Napa and Sonoma Valley visitors to come “up or over” the valley to Calistoga

  
**CALISTOGA**  
CITY OF CALISTOGA

### Destination Marketing: Internet Intercepts / Impressions (calistogavisitors.com) 2<sup>nd</sup> Qtr '09/'10



| Month        | Intercepts / Impressions |
|--------------|--------------------------|
| Oct '09      | 10,000                   |
| Nov '09      | 12,000                   |
| Dec '09      | 8,000                    |
| <b>Total</b> | <b>25,000</b>            |

  
**CALISTOGA**  
CITY OF CALISTOGA

### Destination Marketing: Public Relations Media Impact Period: October ~ December 2009

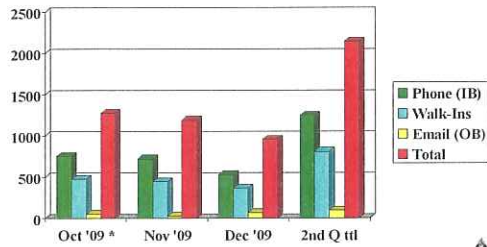
- Total Circulation Impact: 22.8 million
- Advertising Value: \$122,662
- Actual Cost \*: \$20,640

  
**CALISTOGA**  
CITY OF CALISTOGA

\*: Includes PR firm expenses and CCC staff time

## Visitor Center Operations: Guest Intercepts/Impressions

(excluding internet & website)  
2<sup>nd</sup> Qtr '09/'10



\* Oct. figures are estimates



## Visitor Tracking

Through our Warm Welcome campaign, over 100 visitor surveys have been collected during the 2<sup>nd</sup> Qtr and are ongoing. The guest survey will be available soon on CalistogaVisitors.com. Incentive is a quarterly drawing to win an overnight stay.

Responses:

50% Friend's Recommendation  
25% Online Ad/Publicity  
25% Return Visitor

This high positive word of mouth is a strong indicator that guests are having great experiences in Calistoga and then acting on that impulse to recommend our town to their friends, who are here as a result of their endorsement.



## Chamber Sponsored Events

**Rockabilly Roundup, 10/10/09**  
Attendance: 300  
Cost: Sponsored by Budweiser \$3500

**Downtown Blues Festival,**  
Attendance: 300  
Cost: \$6,000

**Winter In The Wineries**  
Attendance: 200  
Cost: \$7,000 (covered by winery, restaurant and lodging participation fees)

**Lighted Tractor Parade**  
Attendance: 5000, largest crowd ever  
Ad Costs: \$2000, covered by sponsors  
Marketing/Publicity: Bay Area wide (Sacramento to South Bay)  
Benefits: record restaurant business city-wide as a result of later parade start time  
Publicity/Social media: Parade coverage televised on Ch. 28, Dec.

**Shopping Spree Weekends (Dec. 4, 11, 18)**  
Tickets collected (all participating stores): 400  
Retail sales represented by ticket sales: \$10,000  
Cost: \$600(ads)



## Marketing Activity

**Calistoga Wellness Packages sold to date: 421**  
Program has sold over 420 travel packages since Jan. 2009. Each package directly benefits at least 4 businesses (lodging/spa/restaurant/winery). 75% of buyers are first-time visitors; all are purchased online.  
Ads running on CalistogaVisitors.com, TripAdvisor.com, Bay Area News Group  
Total number of impressions: 250,000 (package program alone)

**Internet Advertising:**  
Trip Advisor ad campaign, Oct. 15-Nov. 15, report attached  
Cost: \$1850  
Impressions: 100,000 monthly

**Bay Area News Group:**  
Cost: \$1300  
BANG/Yahoo (San Francisco/Oakland DMAs)- San Jose Mercury News.com, Contra Costa Times, Marin IJ.com, Palo Alto Daily News, SiliconValley.com, InsideBayArea/OaklandTribune.com, [www.TimesHerald.com](http://www.TimesHerald.com), [www.TheReporter.com](http://www.TheReporter.com) (Vacaville) (Calistoga Wellness Packages/Winter in the Wineries/Wellness Month)  
Impressions: combined reach is 250,000 affluent Bay Area residents



## PR & Marketing Execution

### Social Media:

- CalistogaVisitors Facebook page, launched Spring 2009, now has 550 fans; a 100% increase within this quarter
- Twitter feed & Facebook page updated 3x weekly
- Social Media is very effective and increasingly important; motivated users
- Napa/Sonoma iPhone App coming soon - Calistoga will have a strong presence
- Join Facebook - Become a Fan - Invite your friends Help us go viral!
- Interest in social media workshop for members?



## St. Helena Billboard

- Opportunity to engage visitors before they enter St. Helena
- Encourage/Entice the guest to continue up the Valley to Calistoga
- Reservation Period: 12 mos. (begins Mar. 1st)
- Costs: Fiscal '09/'10: \$12,500 (\$6K City incr. / \$6.5K Chamber)  
Fiscal '10/'11: \$19,200 (\$19K Chamber w/ City Contract)
- Creative currently available for review by interested parties
- We encourage feedback



## TOT Results: 2<sup>nd</sup> Qtr '09/'10

