

# City of Calistoga

## Memorandum

**TO:** Honorable Mayor and City Council  
**FROM:** Susan Sneddon, City Clerk  
**SUBJECT:** Item No. 4 – Chamber Quarterly Report  
**DATE:** November 16, 2010

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Calistoga Chamber of Commerce Executive Director Canning will be presenting the quarterly report.

- Attachment:
1. Chamber Quarterly Report

# **City of Calistoga**

**-Destination Marketing**

**-Visitor Center Operations**

**Quarterly Report**

**Quarter 1 2010/11**

# Continuing Market 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

# **MARKETING REPORT, JULY- SEPTEMBER 2010**

## **Destination Marketing Summary:**

In addition to our ongoing ads on NapaValley.com and key Bay Area newspapers which have shown excellent results, we have secured two major long-term ad opportunities which will expose Calistoga to millions of potential travelers nationwide and in the Bay Area. Calistoga is being presented as a friendly, relaxing destination which has the best attractions Napa Valley has to offer in a unique setting.

**Comparable ad value of publicity and marketing efforts in this quarter alone are over \$514,959.00.**

# Media Presence Highlights

## Electronic Media

Gordon's Guides Online Travel Site  
Calistoga Chamber of Commerce (Coc) has a one-year presence on leading adventure travel site which gets 6 million unique visitors annually, starting late October 2010.

Napa Valley.com

Coc is running ongoing destination and event ads on this travel site. **Half** the website traffic searching "Napa Valley" goes through this site.

## Print Media

Spotlight's Wine Country Guide

Coc is advertising in the leading monthly wine country guide with the widest San Francisco/Bay Area wide distribution (45,000 copies monthly; **2 million readers** through 500 Northern California locations). Ad attached.

SF Chronicle Wine Country Calistoga Section – **comparable ad value \$230,000** (print/online combined)  
8 page advertorial section on Calistoga wineries, lodging, dining & attractions ran 7/27/2010.  
Cover attached

SF Examiner Musee D'Orsay Guide

400,000 copies of this guide created for the DeYoung Museum Art Exhibit will be distributed between September-January to target demographic potential West Coast visitors

# Visitor Interaction & Media Tracking

- Starting in September 2010 E-Newsletter, Monthly Stats feature provides numbers showing Visitor Center tracking compiled by Visitor Center Coordinator, social media progress and media interactions (in-house & through Wolf Communications). This data, such as guests' home countries and states, shows where our visitors are coming from and confirms that our strategy of consistent, targeted Bay Area marketing is paying off in new and repeat overnight stays. Oct. 2010 Stats and August Visitor Tracking report (slides 8-10)
- Electronic Media – Napa Valley Destination Council Partnership  
Napa Valley Destination Council created link to [CalistogaVisitors.com](http://CalistogaVisitors.com) website mid-Oct. 2010. Site gets over **800,000** unique visitors a year and will greatly increase traffic to our own website, increasing our Search Engine Optimization.

# Publicity

## Accomplished in-house

### Better TV – Seen by 50 million viewers **monthly**

Based on a media lead from the Napa Valley Destination Council, we secured a 3.5 minute feature on Carlo Marchiori's gallery & Villa Catoga which aired 9/17/10  
Comparable ad value: **\$26,250**

### California Restaurant Month Promotion, January 2011

Through the Ca. Tourism & Travel Commission (CTTC) and Napa Valley Destination Council (NVDC), one dozen Calistoga restaurants are participating in this month-long off-season culinary promotion to attract “foodies” throughout the state and the nation with prix fixe menus, specials, winemaker dinners to cross-promote the Calistoga AVA, Winter in the Wineries and Wellness Month. The CTTC's 2009 event generated **\$290 million** in earned media value and **267 million** impressions. This is Calistoga's first such event in partnership with other Napa Valley destinations, and is being promoted on the CTTC's website starting Nov. 15, 2010.

# Publicity

## Wolf Communications:

- Quarterly Media Hits report attached. Ad value delivered: **\$481,959.05 for this quarter alone**
- Calistoga as a Relaxing Destination Release sent out Oct. 2010 to 700 media outlets; followup ongoing
- Winter in the Wineries release went out mid-Oct. to 400 long-lead media outlets
- CTC San Francisco Media Event, February 1, 2011 – opportunity to pitch hundreds of media writers on a variety of topics (Calistoga AVA/wine/food, hot springs spas, music & nightlife, outdoor recreation, unique attractions)
- Tractor Parade & Wellness Month longlead publicity going out in October 2010.



# Social Media

- Calistoga Visitors Facebook page fans number over 1000; activity has increased 25%. Facebook page is being used weekly to promote our events, seasonal member happenings, post rave reviews and media coverage. Progress is extremely positive.
- Reporting as of 10/12/10:  
1,074 people signed up for this page

# Quarterly Visitor Tracking, July 2010

- The following information shows the results of our destination marketing, visitor tracking, social media & media interactions on a monthly basis.
- **Calistoga Visitors Center Monthly Stats**
- Total number of visitors seen: **1,775**  
Phone calls: **487**  
Email inquiries: **34**  
International home countries of visitors: **16**  
Home states outside California: **26**  
Email addresses captured : **358**  
CalistogaVisitors.com unique visitors: **10,154**  
Facebook fans: **935 (+14 from last month)**  
Media interactions: **122**

# **Quarterly Visitor Tracking, August 2010**

Total number of visitors seen: **1,922 (+147 from July)**

Phone calls: **654 (+167 from last month)**

Email inquiries: **42**

International home countries of visitors: **32**

Home states outside California: **35**

Email addresses captured: **551**

CalistogaVisitors.com unique visitors: **10,455 (+310 from July)**

Facebook fans: **962 (+27 from July)**

Media interactions: **136**

# **Quarterly Visitor Tracking, September 2010**

- **Calistoga Visitors Center Monthly Stats**
- **Total number of visitors seen: 1,489**
  - Phone calls: 458**
  - Email inquiries: 120**
  - International home countries of visitors: 40**
  - Home states outside California: 48**
  - Email addresses captured : 652**
  - CalistogaVisitors.com unique visitors: 12,356**
  - Facebook fans: 1,074**
  - Media interactions: 147**

# Media Generated for Calistoga

Media	Circulation	Ad Value
San Francisco Chronicle, Sunday Chronicle	286,121	\$459.94
The Calistogan	2,500	\$61.67
Wine Country (special section of Sunday Chronicle)	286,121	\$6,093.02
Wine Country (special section of Sunday Chronicle)	286,121	\$10,182.05
Wine Country (special section of Sunday Chronicle)	286,121	\$26,375.71
Wine Country (special section of Sunday Chronicle)	286,121	\$73,271.52
Wine Country (special section of Sunday Chronicle)	286,121	\$73,541
The Calistogan	2,500	\$660.75
The Calistogan	2,500	\$792.90
Antelope Valley Press (Palmdale, CA)	19,000	\$120.47
Monterey Co. Herald	26,226	\$1,265.40
The Calistogan	2,500	\$38.76
Star (Saint Helena, CA)	4,600	\$79.29
The Marietta Times (Marietta, OH)	10,168	\$288.82

Media	Circulation	Ad Value
Odessa American (Odessa, TX)	21,697	\$202.23
Temple Daily Telegram (Temple, TX)	20,898	\$208.25
The Chronicle Telegram (Elyria, OH)	24,890	\$302.85
Cape Cod Times (Hyannis, MA)	43,148	\$342.35
Chattanooga Free Press (Chattanooga, TN)	97,729	\$383.46
The Dothan Eagle (Dothan, AL)	30,430	\$483
Journal and Courier (Lafayette, IN)	38,574	\$537.32
Ledger-Enquirer (Columbus, GA)	35,670	\$588.63
The Dominion Post (Morgantown, WV)	24,028	\$593.47
Argus Leader (Sioux Falls, SD)	35,970	\$643.56
Corpus Christi Caller Times (Corpus Christi, TX)	62,966	\$695.41
The Morning Journal (Lorain, OH)	22,876	\$721.88
Times Record News (Wichita Falls, TX)	28,406	\$768.47
Lansing State Journal (Lansing, MI)	44,888	\$844.60
Rapid City Journal (Rapid City, SD)	29,987	\$1,661

Media	Circulation	Ad Value
Amarillo Sunday News Globe (Amarillo, TX)	49,738	\$1,892.42
San Antonio Express-News (San Antonio, TX)	146,230,	\$3,554.39
The Tribune (San Luis Obispo, CA)	40,330	\$10,810
Journal (Rapid City, South Dakota)	33,785	\$16,297.50
The Santa Fe New Mexican (Santa Fe, NM)	22,505	\$171.06
Daily Republic (Fairfield, CA)	19,520	\$161.46
Abilene Reporter-News	36,063	\$337.50
Globe Gazette (Mason City, IA)	19,726	\$630
The Grand Rapids Press (Grand Rapids, MI)	158,355	\$832.95
Arlington Heights Daily Herald (Arlington Heights, IL)	9,260	\$1,741.35
San Diego Union Tribune	467,287	\$4,257
Bradentown Herald (Bradentown, FL)	51,531	N/A
San Francisco Chronicle, Sunday Chronicle	592,492	\$689.91
San Francisco Chronicle, Sunday Chronicle	592,492	\$7,933.28
Savor Wine Country (The Press Democrat)	65,000	\$10,340
SFIS (SF Chronicle 6x yr)	110,000	\$5,490

Web Media	Impressions	Ad Value
SFGate.com	4,122,210	\$73,541
avpress.com (antelope valley press - Palmdale, CA)	37,804	\$120.47
montereyherald.com	76,923	\$1,265.40
Pressdemocrat.com	268,170	\$10,340
Wineandfoodtravel.com	N/A	N/A
SFGate.com	4,122,210	\$5,490
Wineandfoodtravel.com	N/A	N/A
Inhabit Vacations / Official Blog	N/A	N/A
Examiner.com	208,449	N/A
blogs.wsj.com (Wall Street Journal)	8,413,350	N/A
RandMcnally.com / Travel Guide Section	2,367	N/A
traveltips.usatoday.com (USA Today)	20,133,400	N/A
ehow.com	30,103,900	N/A
SFGate.com	4,122,210	\$7,933.28
theolympian.com	123,448	N/A
101things.com	N/A	N/A



## Total Numbers for Media

- **TOTAL PRINT \$267,346.60**
- **TOTAL ELECTRONIC: \$214,612.45**
- **TOTAL MEDIA VALUE \$481,959.05**

# Future Events Forecast

- **Loyalty Card Program**
- **Date(s):** Annual
- **Total Expenses:** \$ 2,303
- **Total Income:** \$ 7,500
- **Net Income** \$ 5,198
  
- **Event Name: Blues Festival (stroll)**
- **Date(s):** Oct. 23, 2010
- **Total Expenses:** \$ 8,550
- **Total Income:** \$ 15,750
- **Net Income** \$ 7,200
  
- **Winter in the Wineries**
- **Date(s):** Dec. 4, 2010 ~ Feb. 6, 2011
- **Total Expenses:** \$ 6,925
- **Total Income:** \$ 14,750
- **Net Income** \$ 7,825

# Event Marketing

- August/September Marketing for Blues Fest
- **Event Marketing Summary:**  
Calistoga Blues Fest Weekend, Oct. 21-24, 2010
- Event has been expanded to four full days of separate events to better impact lodging, restaurants, spas, retail & wineries. Ticket sales are ongoing; public response via publicity & ads is very strong.  
Event Schedule:
  - Oct. 21: Calistoga AVA Winemaker dinners at 4 restaurants
  - Oct. 22: Calistoga Night Out – late night shopping, live music, food & wine downtown
  - Oct. 23: Downtown Blues Fest – 15 wineries, 5 top blues bands, cigar lounge, grape stomp, noon-6pm
  - Oct. 24: Blues n’ Brunch – special menus and live music at 4 restaurants from 10am-2pm
- 2010 Calistoga Blues Fest is being marketed almost exclusively online throughout the Bay Area starting in mid-September. Outlets include Sacramento Bee.com, San Jose Mercury News, Oakland Tribune, Contra Costa Times, Marin Independent Journal, and blues organizations. Ad impressions total: **417,000**
- Direct email marketing: Chamber sent targeted email to over 500 California-based visitors in September to invite them back for Blues Fest; initial response has resulted in lodging bookings
- Media Sponsorship: New Tang Dynasty TV  
Chinese-language Bay Area-based broadcast network is sponsoring 2010 Blues Fest with \$7000 value in on-air spots, and giveaway of 25 Wine Tasting Passes to introduce Calistoga to thousands of affluent Chinese-American travelers
- Locals’ Discount: Calistoga residents get a special 20% discount on wine tasting passes