

Sonoma Valley

VISITORS BUREAU



Carneros • Sonoma • The Springs • Glen Ellen • Kenwood • Bennett Valley



2016 marks a year of accomplishments and we thank our strategic partners and members for your continued support as these milestones are achieved!

The board of directors, staff and volunteers have been working diligently on many projects and enhancements aimed at increasing Sonoma Valley's visibility as a premier wine country destination. Some of the high-level projects that rolled out during 2016 include: launch of a new destination website (sonomavalley.com), creation of a destination brand promise and strategy, new logo, and a consumer facing brand name, Experience Sonoma Valley, California. We are proud to announce that we accomplished all objectives that we set.

We have formed strategic partnerships with many supporting organizations, such as Sonoma County Tourism, Sonoma Valley Vintners & Growers Alliance, Sonoma Valley Chamber of Commerce, Visit California, and San Francisco Travel, amongst other organizations. These partnerships are

reciprocal and are designed to further the development and missions of our organizations.

Our membership continues to grow and strengthen through our vibrant hospitality business community. Member participation is essential to building a strong brand and we thank you for your involvement in our marketing and sales efforts. During fiscal year 2016-17 we launched numerous co-op advertising programs and we are excited to announce that all programs sold out, and the reach/distribution of Sonoma Valley messaging and collateral was significant.

We accomplished many tasks in 2016 and we thank you, our members, board of directors, staff, volunteers and community for supporting the Sonoma Valley Visitors Bureau, our new brand promise, and mission. We will continue to develop programs that contribute to the positive economic impact of our destination.

I hope that you find the many highlights and facts in this report useful for your business. We aim to achieve a very high level of membership satisfaction and strive to complete this by promoting your business in the most equitable and efficient ways. Our exceptional group of staff and volunteers are committed to serving you, offering excellent customer service and running the best visitor centers in Sonoma County. On behalf of the Sonoma Valley Visitors Bureau, we look forward to working with you in the year ahead.

Sincerely,

Jonny Westom
Executive Director

BRAND PROMISE

It's easy to enjoy our relaxed wine country lifestyle
in a charming vintage escape.

Experience the true taste of California,
welcoming and naturally friendly.

The art of enjoying life.

MISSION STATEMENT

To serve visitors, members and our community by promoting
Sonoma Valley as a premier travel destination with the
purpose of enhancing its economic vitality.





"OUR EXCEPTIONAL GROUP OF STAFF AND VOLUNTEERS ARE COMMITTED TO SERVING OUR COMMUNITY, OFFERING EXCELLENT CUSTOMER SERVICE, AND RUNNING THE BEST VISITOR CENTERS IN SONOMA COUNTY."

– Jonny Westom –

Board of Directors

- Gary Saperstein, Out in the Vineyard
President
- Victoria Campbell, Ramekins Culinary School, Events & Inn
Vice President
- Dan Parks, Inn at Sonoma
Treasurer
- Melody Lanthorn-Gale, The Lodge at Sonoma Renaissance Resort & Spa
Secretary
- Lesli Johns, Pangloss Cellars
Immediate Past President
- Bill Blum, MacArthur Place Hotel Resort & Spa
- Paul Giusto, Highway 12 Winery
- Bernd Pichler, Fairmont Sonoma Mission Inn & Spa
- Michael McNeil, Chateau St. Jean
- Hunt Baile, Sonoma Adventures Tours
- Jerry Wheeler, Sonoma Raceway
- Manuel H. Azevedo, LaSalette, Shiso, and Tasca Tasca
- Valerie Patterson, Hidden Oak Inn

Staff

- Jonny Westom
Executive Director
- David Wells
PR & Communications
- Jose Luciano
Operations Manager
- Joe Ohman
Business Development Manager
- Michelle Lacy
Social Media
- Nita Butler
Marketing Coordinator
- Visitor Services Representatives*
- Ginni Culwell
- Alexandria Morton
- Carolyn Morton
- Anne-Marie Nordquist
- Janice Shuck
- Nina Small

Volunteers

- Linda Arons
- Jeanette Berekman
- Sue Bartlett
- Jeri Bessat
- Renate Bialy
- Tom Bonomi
- Gail Calabrese
- Ginette Cary
- Yvonne Clearwaters
- Cindi Clemence
- Susan Court
- Sandra Coyle
- Alice Day
- Alan DiPirro
- Marilyn Doss
- Joanne Duncan
- Grace Evans
- Gundy Feil
- Marie Fernandez
- Barbara Franke
- Christine Hansen
- Beverly Harris
- Rosemary Haver
- Mike Holman
- Barbara "Cookie" Jones
- Judith Kaye
- Karen Kelly
- Margo Kosta
- Rita Kronen
- Lois Lourie
- Carole McClain
- Dodi Middlebrook
- Gail Miller
- Ellen Murphy
- Janis Orner
- Trish Rodimer
- Denise Silver
- Bjorn Skostrom
- Janice Stites
- Linda Tiefertal
- Ruth Tjerandsen
- Merilee Unsworth
- Kathy Vanderhayden
- Lee Wanetik
- Carol White
- Lavawn Whiting
- Lorie Wicklund
- Gail Wolf
- Bill Young
- Sandra Zimmerman



"THESE PARTNERSHIPS ARE RECIPROCAL AND ARE DESIGNED TO FURTHER THE DEVELOPMENT AND MISSIONS OF OUR ORGANIZATIONS."

- Jonny Westom -

The Sonoma Valley Visitors Bureau (SVVB) is grateful for the **strategic partnerships** that have been fostered to further the mission and vision of our organization. Support from the **Sonoma Tourism Improvement District (TID), City of Sonoma, Sonoma County, and Sonoma County Economic Development Board (EDB)** allow the SVVB to offer services for our members, bureau operations and marketing campaigns. These strategic partnerships enable

the SVVB to continue to deliver an excellent level of visitor satisfaction, while maintaining a strong brand presence in our target and feeder markets that continue to impact the economic vitality of Sonoma Valley.

In 2016, the SVVB has enhanced **destination partnerships** with key organizations including Brand USA, Destination Marketing Association International (DMAI), Global Business Travel

Association (GBTA), US Travel Association, Visit California, San Francisco Travel, Sonoma County Tourism, Sonoma Valley Vintners and Growers Alliance, Sonoma Valley Chamber of Commerce and Visit Napa Valley.

Our **strategic marketing partners** include Brand Strategy, Inc., JNS Next Creative & Media Hub, Misfit Agency, Simpleview, Glodow Nead Communications, and TripAdvisor.



VISITORS CENTERS

45,148+
walk in visitors



CITY OF SONOMA TOT & SALES TAX

2015	2016	
TOT \$3,520,977	TOT \$3,751,238	↗ 6.1% Increase
Sales Tax \$2,827,073	Sales Tax \$3,117,310	↗ 9.3% Increase

VISITORS GUIDES

125,000
printed copies

Distributed at high traffic visitor locations throughout Northern California, including: Bay Area concierges, airports (SFO, OAK, SAC, SJC), visitor centers and direct mail!

MEMBERSHIP

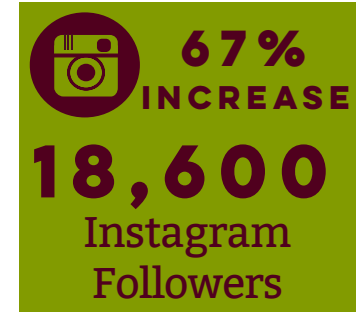
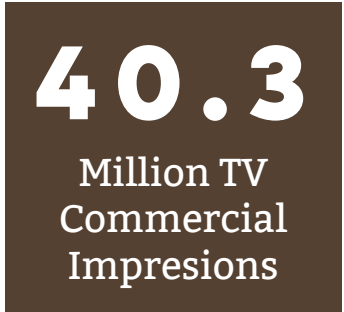
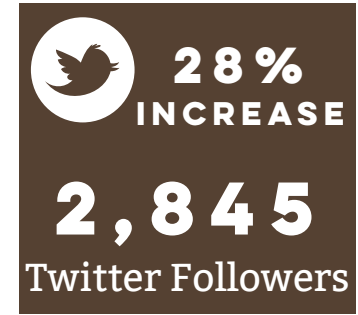
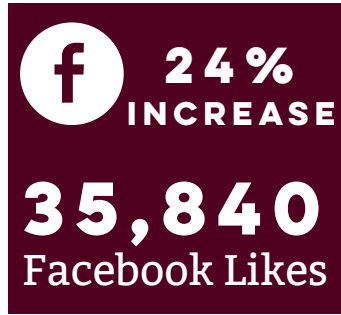
355



ADVERTISING AND MEDIA PARTNERS



Digital and Social Media Results



Website Results

Launched *sonomavalley.com* with mobile responsiveness, and fully integrated with a content management system (CMS), customer relationship management (CRM) tool, and member Extranet platform.

VISITORS

230,333

PAGE VIEWS

618,196

PAGES PER VISIT

2.72

TIME ON SITE

2:33



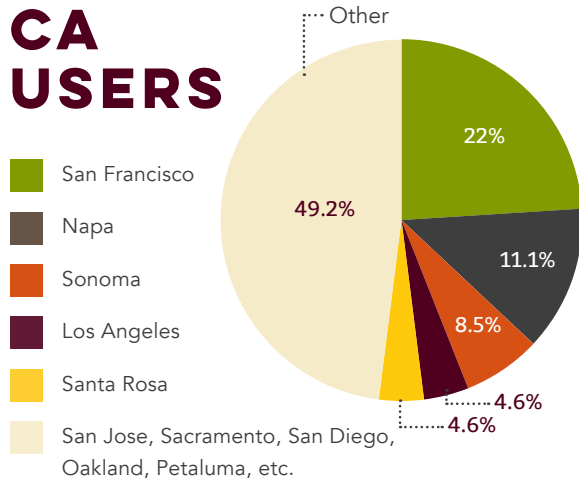
51%
Desktop

VS



49%
Handheld

CA USERS



INTERNATIONAL:

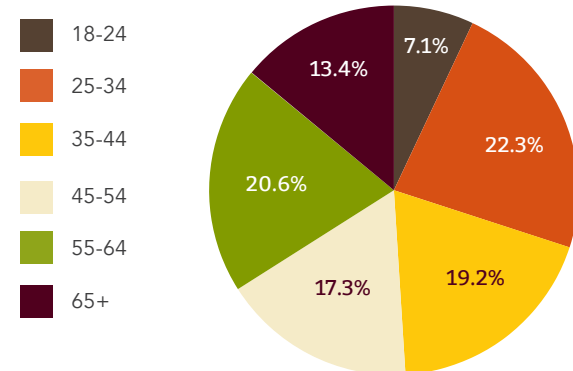
20,000 Visitors from:

Canada India
UK Germany
Australia Brazil

DOMESTIC:

California New York
Texas Illinois
Florida Arizona

USER AGE



Public Relations

Through extensive public relations efforts, including proactive outreach, press releases, FAM tours, media visits, and responding to inquiries, Sonoma Valley remained top of mind as a premier wine country destination. This resulted in **461+ million impressions** in top tier publications with a media value of over **\$10 million!**

MEDIA VALUE

Jan	\$1,982,563
Feb	\$425,408
Mar	\$675,545
Apr	\$359,972
May	\$1,370,093
Jun	\$661,791
Jul	\$636,600
Aug	\$341,802
Sep	\$1,305,538
Oct	\$1,600,948
Nov	\$415,608
Dec	\$336,267

TOTAL VALUE:
\$10,112,135

IMPRESSIONS

Jan	11,473,340
Feb	18,469,294
Mar	16,884,765
Apr	17,112,717
May	66,532,105
Jun	34,554,139
Jul	26,284,923
Aug	22,223,300
Sep	101,815,285
Oct	118,172,524
Nov	14,977,861
Dec	13,014,292

TOTAL IMPRESSIONS:
461,514,545



FOOD & WINE



ZAGAT

Sunset

CONDÉ NAST
Traveler

SFGATE

TRAVEL+
LEISURE



Forbes



2017 MARKETING OUTLOOK

BUILD AWARENESS OF SONOMA VALLEY AND POSITION IT AS AN OVERNIGHT, MID-WEEK AND YEAR ROUND DESTINATION WHILE CONTINUING TO ENHANCE THE VISITOR EXPERIENCE.

Destination Promise

Encourage the adoption of the Sonoma Valley destination promise to provide a distinctive, one-of-a-kind experience to all guests visiting Sonoma Valley

sonomavalley.com

Offer the consumer, media and clients the most current destination information and promote member businesses and events to ensure a positive visitor experience

Co-op Marketing

Develop cooperative marketing programs for members, to further the development of our collective message and voice

Visitor Centers

Enhance area Visitor Centers to enrich the visitor experience

Partnerships

Grow partnerships with destination enhancers such as Sunset Magazine, Sonoma County Tourism, SF Travel and Visit California

Media & PR

Strengthen relationships with journalists and media from around the world to increase stories and coverage

Community Relations

Work with community leaders and stakeholders to maintain the charm and community character of Sonoma Valley





2016 TOURISM FACTS

15.3 million jobs are supported by tourism in the U.S.

84% of travel and tourism companies are small businesses

Spending on leisure travel generated **\$106.4 billion** in tax revenue

\$2.3 trillion: Economic output generated by domestic and international visitors

**U.S. TRAVEL
ASSOCIATION**



EXPERIENCE
Sonoma Valley
CALIFORNIA

Locations: 453 First St. East, Sonoma CA 95476
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Phone: 866-996-1090

sonomavalley.com