

SONOMA VALLEY VISITORS BUREAU

2016 Annual Membership Report

**SONOMA
VALLEY**
VISITORS BUREAU

REAL WINE COUNTRY



STRATEGIC PARTNERS

SVVB funding partners and supporters



EDB SONOMA COUNTY
ECONOMIC DEVELOPMENT BOARD

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Lesli John, Pangloss Cellars and Repris | *Board President*

Gary Saperstein, Out in the Vineyard | *Board Vice President*

Dan Parks, Inn at Sonoma | *Treasurer*

Bill Blum, MacArthur Place Hotel & Spa | *Secretary*

Paul Giusto, Highway 12 Winery | *Immediate Past President*

DIRECTORS

Amy Kantorczyk, Fairmont Sonoma Mission Inn & Spa

Betsy Musick, Benziger Family Winery

Emily Kendis, Williams-Sonoma

Hunt Bailie, Sonoma Adventures

Jerry Wheeler, Sonoma Raceway

Manuel H. Azevedo, LaSalette, Cafe Lucia, Tasca Tasca, Shiso

Melody Lanthorn-Gale, The Renaissance Lodge at Sonoma

Valerie Patterson, Hidden Oak Inn

Victoria Campbell, Ramekins Culinary School, Events & Inn

SVVB TEAM

STAFF

Jonny Westom, *Executive Director*
David Wells
Erin Abbott
Jose Luciano
Laurie Dry
Michelle Lacy

Visitor Services Representatives

Alexandria Morton
Anne-Marie Nordquist
Carolyn Morton
Ginni Cullwell
Heather McLintock
Janice Shuck

VOLUNTEERS

Alan DiPirro	Ginette Cary	Margaret Bell
Alice Day	Grace Evans	Margo Kosta
Barbara Jones	Gundy Feil	Marilyn Doss
Barbara Franke	Janice Stites	Marj Bower
Beverly Harris	Janis Orner	Merilee Unsworth
Bill Young	Jeanette Barekman	Renate Bialy
Carol White	Jeri Bessat	Rosemary Haver
Carole Ciarolla	Judith Kaye	Ruth Tjerandsen
Carole McLain	Karen Kelly	Sandra Coyle
Christine Hansen	Kathy	Sue Bartlett
Cindi Clemence	Vanderheyden	Trish Rodimer
Denise Silver	Lavawn Whiting	Yvonne
Dodi Middlebrook	Linda Arons	Clearwaters
Ellen Murphy	Linda Tiefenthal	
Gail Calabrese	Lois Lourie	
Gail Miller	Lorie Wicklund	

TRAVEL MATTERS TO
SONOMA VALLEY

NATIONAL 
TRAVEL &
TOURISM
WEEK **MAY 1-7, 2016**

www.ustravel.org/events/national-travel-and-tourism-week

TOURISM HIERARCHY

Inspiration Stage



Transaction Stage

Membership

WHO WE ARE, THE SVVB

MISSION

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

VISION

To build awareness of Sonoma Valley and position it as an overnight, mid-week and year round destination while continuing to enhance the visitor experience.



ANNUAL REPORT
2015

TOURISM BY THE NUMBERS

United States

Sonoma County

Tourism Jobs

15.1 million

19,710

Jobs from Tourism

1 in 9

1 in 10

Economic Impact
(Annually)

\$2.1 trillion

\$1.82 billion

Small Businesses

84%

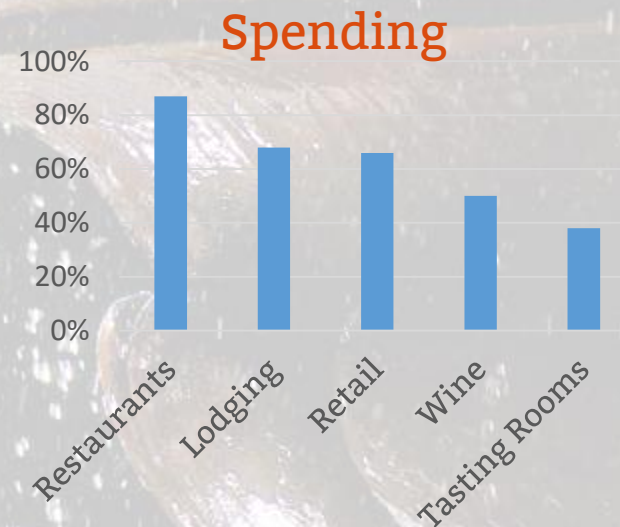
82%

TOURISM - SONOMA COUNTY

On average, visitors spent 4 days in Sonoma County, and had an average travel party size of 2; the average spending per travel party was \$379 per day.

Sonoma County visitors spending:

- Restaurants (87%)
- Lodging (68%)
- Retail (66%)
- Wine (50%)
- Tasting room fees (38%)



2015 SVVB PERFORMANCE

355

OF MEMBERS



**CITY OF SONOMA
T.O.T &
SALES TAX**

2013-2014

T.O.T. \$3,371,846
SALES TAX \$2,717,216



2014-2015

T.O.T. \$3,520,977
SALES TAX \$2,827,073

VISITORS CENTERS

65,000+

WALK IN VISITORS

VISITORS GUIDES

125,000

printed copies

Distributed at Bay Area hotels, visitor centers, member locations and more!

DIGITAL & SOCIAL RESULTS

15,000+
Social Media
Contest Entries


2,142
Twitter Followers

34,726
Reviews on
TripAdvisor

741,976
Website page
views in 2015

131.6
million
digital & print
impressions


58,216
Monthly Email
Viewers


7,855
Instagram
Followers


27,346
Facebook Likes

WEBSITE PERFORMANCE

VISITORS

281,947

PAGE VIEWS

741,976

PAGES PER VISIT

2.65

TIME ON SITE

2:37



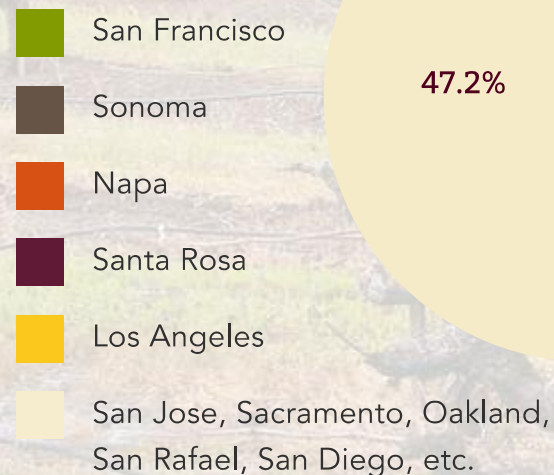
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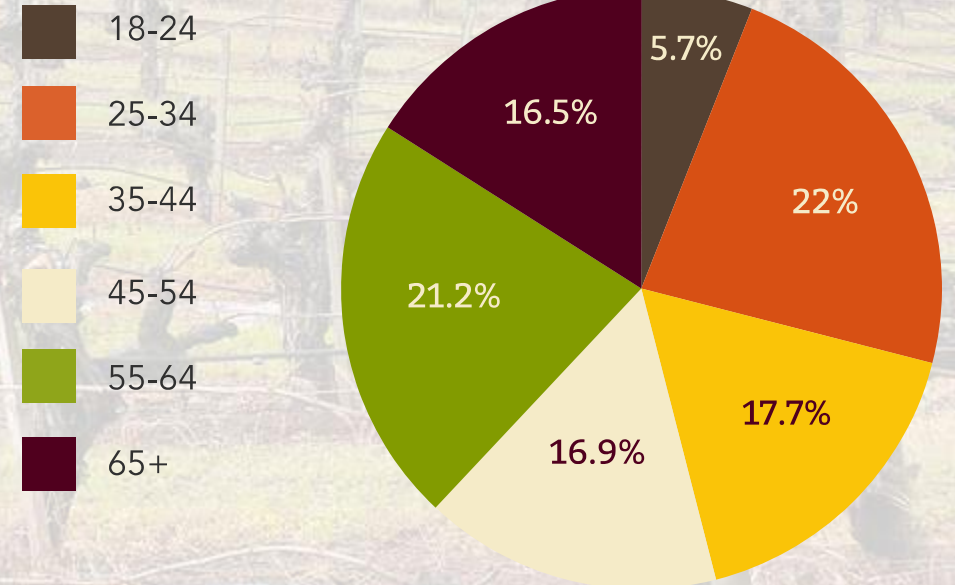
59% Desktop

41% Handheld

CA USERS



USER AGE



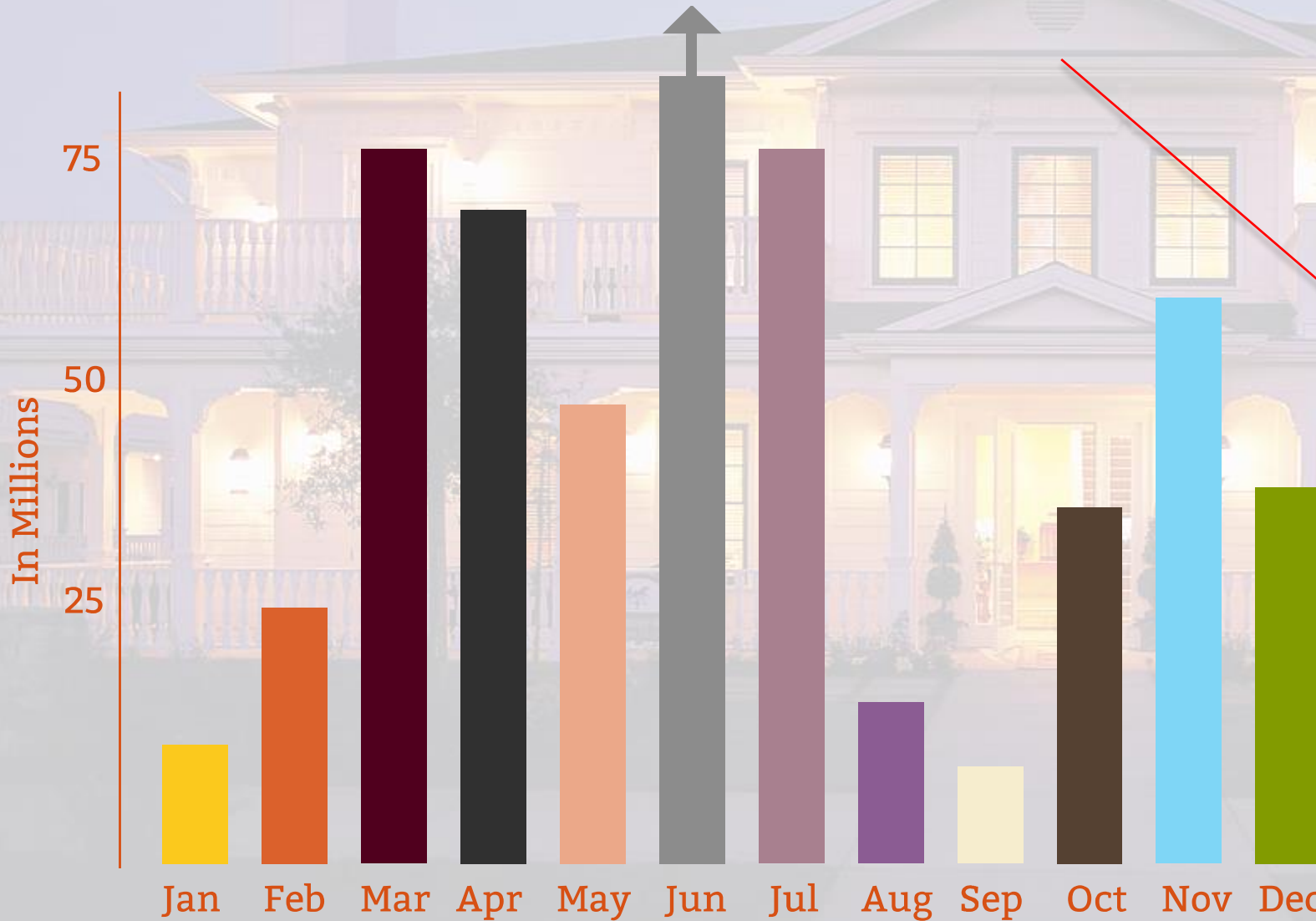
PUBLIC RELATIONS

SVVB Public Relations Firm of Record

GLODOW•NEAD
COMMUNICATIONS

PUBLIC RELATIONS

IMPRESSIONS

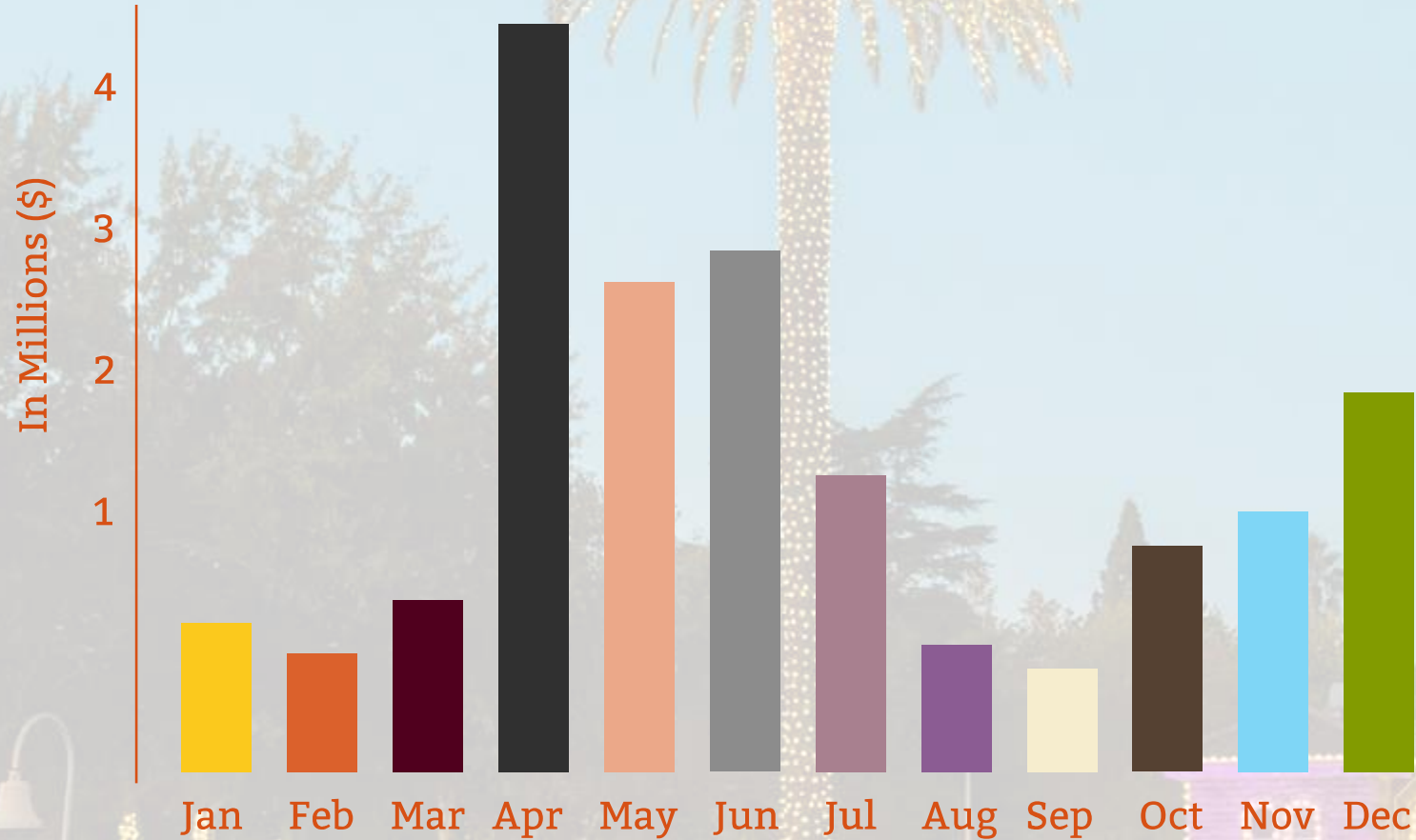


Jan	9,196,361
Feb	25,041,721
Mar	78,843,932
Apr	68,023,331
May	46,931,678
Jun	318,724,536
Jul	78,144,606
Aug	14,443,514
Sep	7,912,574
Oct	35,869,937
Nov	63,081,460
Dec	37,171,542

TOTAL VIEWS:
783,385,192

PUBLIC RELATIONS

MEDIA VALUE



Jan	\$357,558.00
Feb	\$239,872.00
Mar	\$408,706.00
Apr	\$4,673,965.71
May	\$2,416,563.40
Jun	\$2,704,525.08
Jul	\$981,884.28
Aug	\$297,423.69
Sep	\$201,383.82
Oct	\$636,084.88
Nov	\$807,828.90
Dec	\$1,731,032.35

FOOD & WINE

The New York Times

YAHOO!

USA TODAY

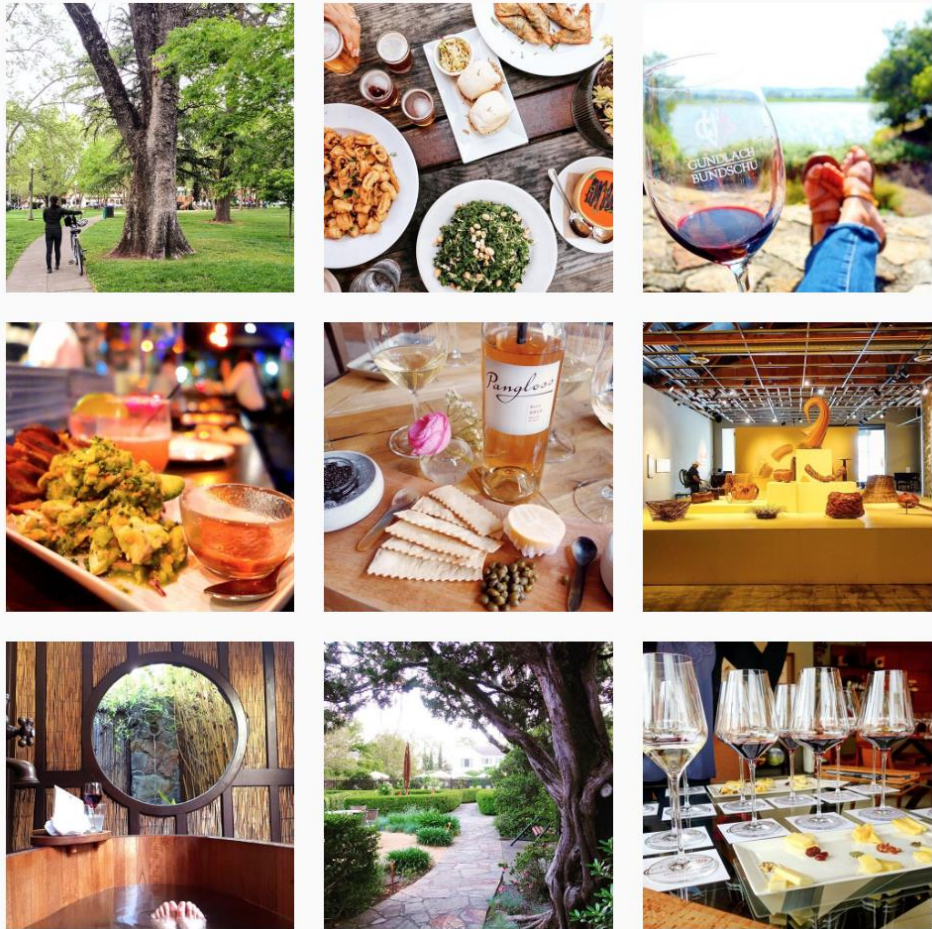
TOTAL VALUE:
\$15,456,828

RECENT FAM TRIPS

 bayarea_buzz FOLLOWING ...

Explore SF Bay Area & Beyond! Places, events, eats, giveaways, travel & all things local in and around the SF Bay Area! Snapchat 📷: bayarea_buzz. Email ✉️: sfbayarea.buzz@gmail.com sfbayareabuzz.com/2016/04/29/mothers-day-gift-guide-2016/

492 posts 25.2k followers 624 following



Condé Nast
Traveler

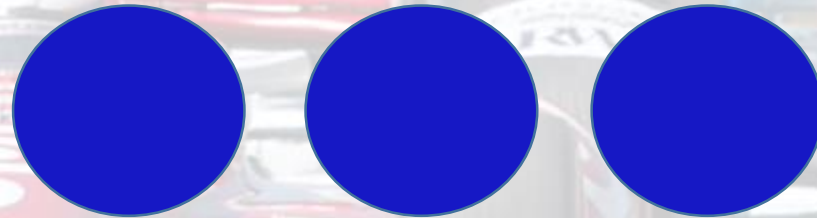
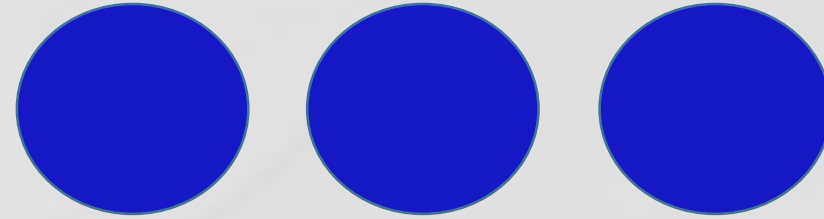
The New York Times

Forbes



ADVERTISING & MEDIA

SVVB Media Agency



media specialists

www.jnsmedia.com

ADVERTISING & MEDIA

SVVB Media Plan partners | focusing in primary feeder markets into Sonoma Valley

via

7x7

Alaska Airlines
MAGAZINE

Sunset

where
MAGAZINE

San Francisco
magazine

San Francisco Chronicle

SFGATE

NAPA
SONOMA
MAGAZINE

CBS San Francisco
.com

The Press Democrat

sonoma
magazine

The Sonoma Index-Tribune



CURRENT EFFORTS
2016 & BEYOND

CURRENT EFFORTS

Website

Maintain a website aimed at attracting visitors and promotion of our members

CRM Database

Increase tracking of member accounts and ROI

Destination Strategy

Destination strategy to include audit of our brand equity, look and feel of the destination materials and destination personality

Member Benefits

Expand member benefits to increase visitor experience

Co-op Marketing

Offer cooperative marketing programs, allowing members to join SVVB on our marketing efforts

Visitor Centers

Enhance the Visitor Centers to enrich the visitor experience

Partnerships

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

CURRENT EFFORTS



STAY & PLAY
IN WINE COUNTRY



PLAN YOUR SONOMA VALLEY GETAWAY
866.996.1090 | SONOMAVALLEY.COM



HOME OF
**SONOMA
RACEWAY**

VISIT SONOMA VALLEY
WINE COUNTRY



100+ wineries | world-class resorts
farm-to-table restaurants

SONOMAVALLEY.COM

Alaska Airlines
MAGAZINE



**USA
TODAY**™

CAPTURE
MAGAZINE

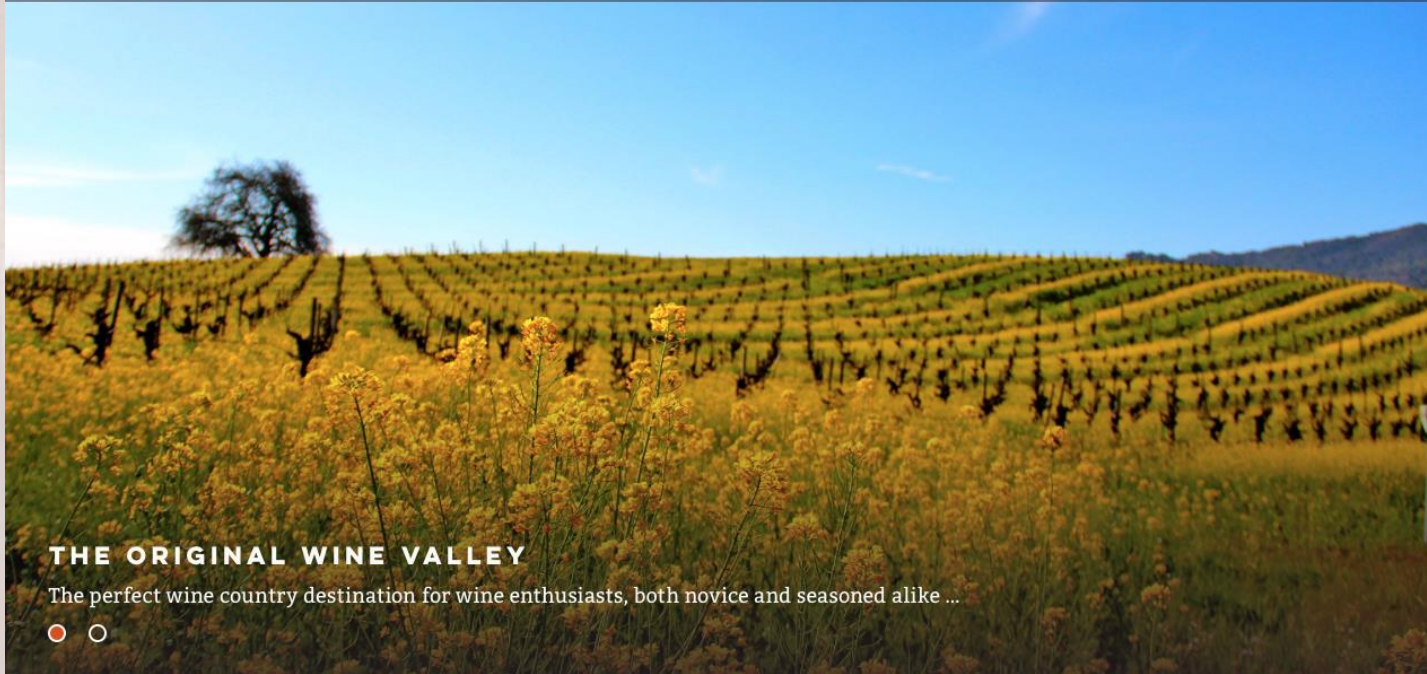
ON THE HORIZON

MEMBERSHIP MEDIA MEETINGS WEDDINGS

75° ☀️ 🔍

Sonoma Valley
VISITORS BUREAU

THINGS TO DO WINERIES DINING LODGING EVENTS ABOUT



THE ORIGINAL WINE VALLEY
The perfect wine country destination for wine enthusiasts, both novice and seasoned alike ...

● ○

THE SONOMA VALLEY

[VIEW MORE](#)



SANTA ROSA

BENNETT VALLEY KENWOOD

GLEN ELLEN

THE SPRINGS

SONOMA

CARNEROS

SAN FRANCISCO

SONOMA COUNTY NAPA VALLEY



FEB MAR 23 - 31


MAR 24

FEB MAR 16 - 31

🏠 ⚙️

simpleview 

ATTRACTIONS




ANNADEL STATE PARK
The park offers miles of trails for hiking, mountain biking, and trail riding. Early Spring - Early Summer ...

ABOVE THE WINE COUNTRY BALLOON TOURS

BEAR FLAG MONUMENT

DINING



EL DORADO KITCHEN
Offers guests the best taste of wine country with an ingredient-driven seasonal menu masterfully ...

BASQUE BOULANGERIE CAFE

ROSSI'S 1906

ON THE HORIZON

SVVB owns 'Sonoma Valley' on **TripAdvisor** – look at our page to find unique way to get involved!

tripadvisor Sonoma Valley Tourism: Best of Sonoma Valley

Flights Sonoma Valley Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

Where are you going? What are you looking for? Search

United States > California (CA) > Sonoma County > Sonoma Valley Tourism

Overview Places to Stay Things to Do Official Resources provided by

SONOMA VALLEY FIND ROMANCE IN WINE COUNTRY SONOMA VALLEY CALIFORNIA

BOOK YOUR ROMANTIC WINE COUNTRY GETAWAY TODAY!

See all 6 traveler photos

Sonoma Valley, California

35,035 reviews

Hotels (14)
9,998 Reviews

Vacation Rentals (90)
412 Reviews

Flights

Things to Do (204)
11,106 Reviews

Restaurants (141)
13,497 Reviews

Forum
1 Post

Travelers are talking about these hotels

Best Value
Olea Hotel
379 Reviews
#1 of 2 in Glen Ellen
"Charming boutique hotel"
Natalie C May 3, 2016

Romantic
MacArthur Place - Sonoma's Historic Inn & Spa
715 Reviews
#1 of 11 in Sonoma
"Charming Property & Great..."
N_Luv_with_Italia May 3, 2016

Vacation Rental
Modern Sonoma Escape with Pool & Jacuzzi
13 Reviews
from \$350/night

Luxury
Kenwood Inn and Spa
532 Reviews
#1 of 1 in Kenwood

Overview Places to Stay Things to Do Official Resources provided by

SONOMA VALLEY

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BOOK YOUR ROMANTIC WINE COUNTRY GETAWAY AT: SONOMAVALLEY.COM

PARTNERSHIPS ON THE HORIZON

Sunset

at CornerStone Sonoma

cvent

Meeting Planners main resource for group and meeting business. Make sure your business takes advantage of the free listing opportunity.



DiscoverAmerica.com

Official international marketing agency for the USA.



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