

CARNEROS • SONOMA • THE SPRINGS • GLEN ELLEN • KENWOOD • BENNETT VALLEY

# Sonoma Valley

VISITORS BUREAU



**MARKETING  
& PUBLIC  
RELATIONS  
STATS AND  
RECAP**

**COMMUNITY  
PARTNERS**

**WEBSITE &  
SOCIAL STATS**

2017 ANNUAL REPORT



## 2017 marks a year of challenges and accomplishments and we thank you for your continued support as these milestones are achieved!

**T**he board of directors, staff and volunteers have worked extremely hard on many projects and enhancements this year, aimed at increasing Sonoma Valley's visibility as a premier wine country destination. Not to mention, the difficult times we faced at the end of the year with the area fires. We are very proud and grateful for the teamwork and strength shown by our staff, board, marketing partners and community.

We have continued to enhance strategic partnerships with many supporting organizations, such as Sonoma County Tourism, Sonoma Valley Vintners & Growers Alliance, Sonoma Valley Chamber of Commerce, Visit California, Visit Napa Valley and San Francisco Travel, amongst other organizations. These partnerships are reciprocal and are designed to further the development and missions of our organizations.

The support of our membership is incredible and we are thankful for the continued support from each of our members. The ongoing support continues to show through a strong and vibrant hospitality and tourism business community. We launched numerous co-op advertising programs during the fiscal year 2017-18; and we are excited to announce that all programs sold out, and the reach/distribution of Sonoma Valley messaging and collateral was significant.

As mentioned, we accomplished many tasks in 2017 and we thank you, our members, board of directors, staff, volunteers and community for supporting the Sonoma Valley Visitors Bureau, our brand promise, and mission. That said, we will continue to develop programs that contribute to the positive economic impact of our destination. We are also thrilled with our brand new 2018 Visitors Guide, and know the impact it will have on the 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,

**Hunt Baile**  
Board President



## 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 YOU, OFFERING EXCELLENT CUSTOMER SERVICE AND RUNNING THE BEST VISITOR CENTERS IN SONOMA COUNTY."

– Hunt Baile –

## Board of Directors

Hunt Baile, Sonoma Adventures Tours  
President

Lesli John, Pangloss Cellars and Repris  
Vice President

Dan Parks, Inn at Sonoma  
Treasurer

Michael McNeil, Chateau St. Jean  
Secretary

Victoria Campbell, Ramekins  
At Large

Paul Giusto, Highway 12 Winery  
Bernd Pichler, Fairmont Sonoma Mission  
Inn & Spa

Jerry Wheeler, Sonoma Raceway  
Manuel H. Azevedo, LaSalette, Shiso, and  
Tasca Tasca

Gary Buffo, Pure Luxury Transportation  
Ashish Patel, Olea Hotel

*Outgoing Board Members:*  
Bill Blum, MacArthur Place Hotel  
Valerie Patterson, Hidden Oak Inn

## Staff

Jonny Westom  
Former Executive Director

Gary Saperstein  
Interim Executive Director

David Wells  
PR, Marketing & Communications

Jose Luciano  
Operations Manager

Joe Ohman  
Business Development Manager

Michelle Lacy  
Social Media

Visitor Services Representatives  
Ginni Culwell  
Sharon Douglas  
Alexandria Morton  
Anne-Marie Nordquist  
Janice Shuck  
Mariana Smith

## Volunteers

Alan DiPirro  
Alice Day  
Barbara Cookie Jones  
Barbara Franke  
Beverly Harris  
Bill Young  
Bjorn Skogstrom  
Carol White  
Carole McLain  
Cindi Clemence  
Denise Silver  
Dodi Middlebrook  
Eileen Fox  
Ellen Murphy  
Gail Wolf  
Gail Calabrese  
Gail Miller  
Grace Evans  
Gundy Feil  
Janice Perلمان-Stites  
Janis Orner  
Jeanette Barekman  
Jeri Bessat

Joanne Duncan  
Judith Kaye  
Karen Kelly  
Kathy Vanderheyden  
Lavawn Whiting  
Lee Wanetik  
Linda Tiefenthal  
Linda Arons  
Lorie Wicklund  
Margo Kosta  
Marie Fernandez  
Marilyn Doss  
Merilee Unsworth  
Michael Holman  
Regina Baker  
Renate Bialy  
Ruth Tjerandsen  
Sandra Zimmermann  
Sandy Coyle  
Sue Bartlett  
Tom Bonomi  
Trish Rodimer  
Victoria Palmer



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

– Gary Saperstein –

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 2017, the SVVB has also enhanced **destination partnerships** with key organizations including Brand USA, Destination Marketing Association International (DMAI), US Travel Association, Visit California, Cal Travel, San Francisco Travel, Hotel Council of San

Francisco, Sonoma County Tourism, Sonoma Valley Vintners and Growers Alliance, Sonoma Valley Chamber of Commerce and Visit Napa Valley.

Our **strategic marketing partners** include JNS Next Creative & Media Hub, Simpleview, Madden Media, B Public Relations and TripAdvisor.



## VISITORS CENTERS

**43,200+**  
walk in visitors

## VISITORS GUIDES

**100,000**  
printed copies

*Distributed at Bay Area hotels, visitors centers, airports, member locations and more!*

## ADVERTISING IMPRESSIONS

Print - 30,555,035  
Digital - 43,539,222  
Television - 252,677,000  
Radio - 1,287,000  
Outdoor - 4,470,000  
**TOTAL - 352,528,257**

## ADVERTISING AND MEDIA OUTLETS



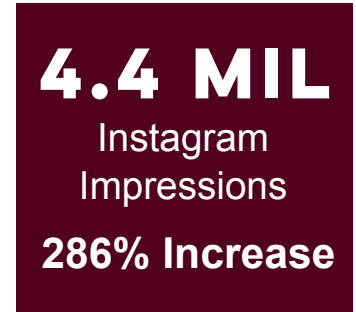
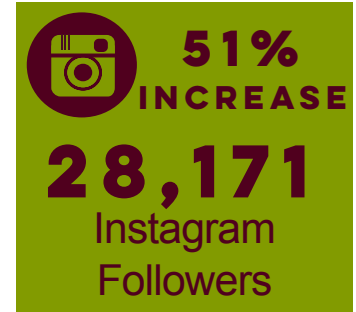
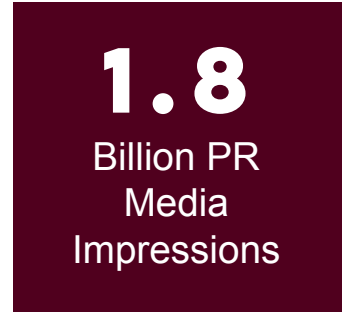
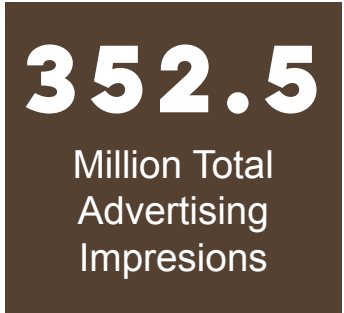
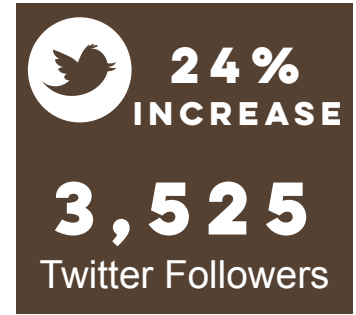
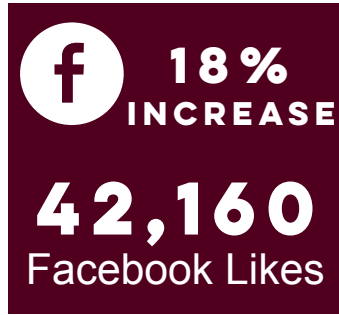
## CITY OF SONOMA TOT & SALES TAX

2016	2017
TOT \$3,751,238	TOT \$4,312,480 → 14.96% Increase
Sales Tax \$2,891,560	Sales Tax \$2,946,309 → 1.9% Increase

Sample Ads



Digital and Social Media Results



## 2017 Website Results

Advertising, social media and public relations efforts continue to drive traffic to the SonomaValley.com website, where users can find more information about Sonoma Valley, events and our members.

### VISITORS

229,407

### PAGE VIEWS

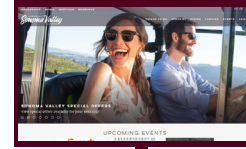
655,404

### PAGES PER VISIT

2.27

### TIME ON SITE

2:00



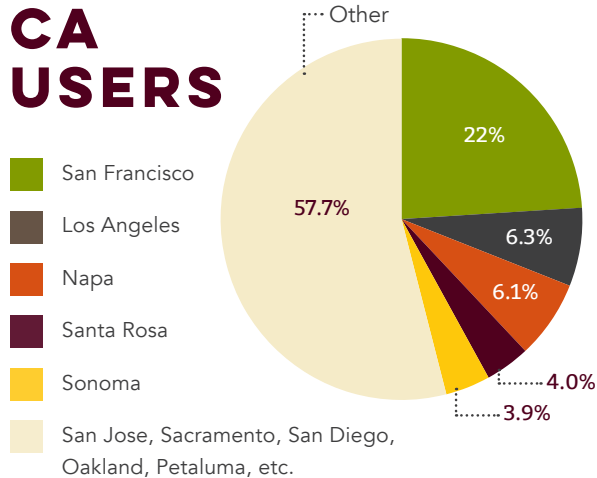
42%  
Desktop

vs



58%  
Handheld

## CA USERS



## INTERNATIONAL:

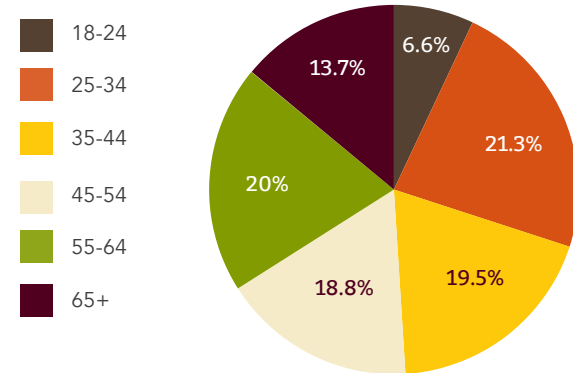
23,428 Visitors From:

Canada	Brazil
UK	Australia
India	Germany

## DOMESTIC:

California	Florida
Texas	Illinois
New York	Washington

## USER AGE





Public Relations

Through extensive public relations efforts including proactive outreach, press releases, FAM tours, media visits, and responding to inquiries, Sonoma Valley was top of mind to press from around the globe. This resulted in over 1.8 billion impressions in top tier publications with a media value of over \$60 million.

IMPRESSIONS

Jan	549,691,678
Feb	106,752,809
Mar	35,291,560
Apr	101,294,804
May	52,517,092
Jun	39,310,912
Jul	34,164,883
Aug	36,111,598
Sep	200,175,285
Oct	200,162,133
Nov	236,514,657
Dec	212,801,965

MEDIA VALUE

Jan	\$8,804,234
Feb	\$13,919,673
Mar	\$513,537
Apr	\$1,399,804
May	\$1,007,342
Jun	\$588,429
Jul	\$594,420
Aug	\$1,373,211
Sep	\$11,089,867
Oct	\$1,289,916
Nov	\$19,791,613
Dec	\$101,150

TOTAL VIEWS:

1,804,789,376

TOTAL VALUE:

\$60,473,196

**BEST VACATIONS USNews RANKINGS**

### Best Small Towns to Visit in the USA

Filled with charm and plenty of friendly locals, small towns are synonymous with life in America. To help you decide which towns are worthy of a vacation, U.S. News narrowed it down to places with a population of fewer than 100,000 that offer plenty of restaurants and attractions, plus have a unique character all their own. So ditch the big-city crowds and start planning your small-town getaway, and don't forget to vote for your favorite destination to help us determine next year's list.

Best Vacations Methodology

Explore More Rankings

USA

You may be interested in:

**Sonoma**  
#1 in Best Small Towns to Visit in the USA

Why go: At the heart of one of the America's best wine-making regions, this Northern California town boasts all the charms of a rustic yet refined locale without the crowds and high price tags of its larger neighbor, Napa. Before heading to the wineries, spend the day exploring the shops and restaurants along the Basso Sonoma Trail. [Read More](#)

Best Hotels | Flights | Things to Do

Along on List? | Yes | No



# 2018 MARKETING OUTLOOK

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.

## Marketing Efforts

- Website** Continue to enhance our website, creating content to engage visitors for repeat users, and promotion of our members
- Visitors Guides** Redesign the 2018 Visitors Guide to a magazine format, creating an easier-to-read, keepsake book. Using rack-card supplements to drive traffic to the digital guide.
- Member Benefits** Expanding member benefits to increase visitor experiences
- Co-op Marketing** Offer cooperative marketing programs, allowing members to join SVVB on our marketing efforts at lower costs
- CRM Database** Increase account tracking utilizing our CRM database
- Visitor Centers** Enhance the Visitor Centers to enrich the visitor experience
- Partnerships** Grow partnerships with destination enhancers such as Sonoma County Tourism, SF Travel and Visit California
- Outreach** Host journalists and media from all over the world, and attend meetings/events/tradeshows on behalf of the destination





# 2017 TOURISM FACTS

## US Travel

\$1,036 billion: Total international and domestic inbound traveler spending

\$164.8 billion: Tax revenue generated by travel spending for federal, state and local governments

15.6 million: Jobs supported by travel expenditures

1 in 9: U.S. jobs depend on travel and tourism

2.3 billion: Number of person- trips that Americans took for business and leisure purposes

## Visit California

\$132.4 billion spending in California; an increase of 4.8%

\$10.9 billion: Tax revenues generated by travel spending

1.4% increase in room demand

1.14 million: Jobs sustained by visitors

\$6 out of \$10 spent at visitor destinations were from residents of other states and countries

U.S. TRAVEL  
ASSOCIATION

visit  
California



EXPERIENCE  
*Sonoma Valley*  
CALIFORNIA

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23570 Arnold Drive, Sonoma CA 95476  
**Phone:** 707-996-1090

[sonomavalley.com](http://sonomavalley.com)