

Sonoma Valley

VISITORS BUREAU

MARKETING,
ADVERTISING
& PUBLIC
RELATIONS
SUPPORT

COMMUNITY | WEBSITE &
PARTNERS | SOCIAL MEDIA

Why become a member?

If you want to promote your business to Sonoma Valley's visitors and locals, you'll find tremendous benefit in membership with Sonoma Valley Visitors Bureau (SVVB).

We at the SVVB are proud to serve as the premier advocate for our beloved Sonoma Valley! From increasing local tourism through unique marketing initiatives to ensuring visitors enjoy a remarkable experience during their stay, the Visitors Bureau is the trusted and gracious hostess of Sonoma Valley.

The SVVB provides members with direct access to four important business markets: local companies; leisure travelers; travel and trade; and conventions and meetings. You'll enjoy unique marketing campaigns that will

promote your business year round. The result is a positive economic impact upon Sonoma and ultimately, you!

Think of joining as a way to maximize your marketing efforts, with the entire SVVB team promoting your business daily. Exclusive membership opportunities help give you a competitive edge. You can choose to participate in promotional activities and programs that help expand your reach to your target markets.

Guided by unparalleled customer service and the passionate expertise of 50+ local volunteers, the Sonoma Valley Visitors Bureau operates two comprehensive, knowledgeable Visitor Centers seven days a week. Outfitted with the most up-to-date information, resources and maps, we steer visitors

toward the essential landmarks, events, tours, products, accommodations and establishments that define our Sonoma culture—including your business!

You will have the chance to advertise in both SVVB publications and on sonomavalley.com as well as participate in seasonal promotional programs.

Our membership stands at 350 and counting. Together, we're putting Sonoma's best foot forward. We can't wait to work with you and for you!

Sincerely,



Tim Zahner
Executive Director

Our Mission

To enhance the economic viability of our members and promote Sonoma Valley as a visitor destination.

History

The Bureau was established in 1984 for the purpose of providing information to visitors and vacationers and to promote the hospitality industry in the Valley. The SVVB is governed by a Board of Directors elected from and by the membership of over 350 member businesses. The eleven member Board includes a five member Executive Committee. The programs and policies of the SVVB are approved by the Board of Directors and carried out by a fulltime professional staff reporting to the Bureau's Executive Director.

Strategic Partners

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.

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.

Board of Directors

Hunt Baile, Sonoma Adventures Tours
President

Lesli John, Pangloss Cellars and Repris
Vice President

Dan Parks, Inn at Sonoma
Treasurer

Victoria Campbell, Viansa
At Large

Paul Giusto, Highway 12 Winery
Jerry Wheeler, Sonoma Raceway

Manuel H. Azevedo, LaSalette, Shiso, and Tasca Tasca

Gary Buffo, Pure Luxury Transportation
Ashish Patel, Olea Hotel

Staff

Tim Zahner
Executive Director

David Wells
PR, Marketing & Communications

Jose Luciano
Operations Manager

Michelle Lacy
Social Media

Visitor Services Representatives
Ginni Culwell

Sharon Douglas

Alexandria Morton

Anne-Marie Nordquist

Janice Shuck

Mariana Smith



MEMBERSHIP BENEFITS

As a member of the Sonoma Valley Visitors Bureau, you can partake in the below benefits:

Direct Referrals

- 43,000+ visitors to our two visitor centers greeted and assisting them to find their way
- 6,000 phone inquiries to our visitor center staff and volunteers
- Brochure racks at the visitors centers advertising your business
- Ability to put event posters in the sidewalk marquee
- I ♥ Sonoma Program with 100,000 stickers given out each year
- Enjoy Life Program: ability to promote special offers to locals

Marketing Efforts

- Invite to monthly marketing meeting
- 650,000+ views on our website SonomaValley.com each year

- i. Member Listings
- ii. Member Events
- iii. Member Specials/Offer
- iv. Advertising opportunities

69,000 email viewers each month

Print materials including:

- i. Visitors Guide (75,000 copies)
- ii. Visitor Maps
- iii. Hike & Bike Guide
- iv. Winery Map

Marketing partners

- Visit California
- JNS Next Creative
- Simpleview
- Madden Media
- B Public Relations
- TripAdvisor
- TravelZoo



Social media marketing

77,000 active and engaged audience across key platforms.

Facebook - 44,165 (18% growth in 2017)

Instagram - 29,171 (51% increase in 2017)

4.4 million impressions

Twitter - 3,643 (24% increase in 2017)

Trip Advisor - 49,000+ reviews



Advertising (2017 impressions)

Strategic placement of Sonoma Valley branding and messaging in a variety of outlets reaching top visitor markets.

Print - 30,555,035

Digital - 43,539,222

Television - 252,677,000

Radio - 1,287,000

Outdoor - 4,470,000

TOTAL - 352,528,257

Public Relations

Active pitching of your business and hosting journalists of travel and trade media from all over the world.

1.8 billion story impressions

Media value: \$60 million

Partnerships with destination drivers

- Destination Marketing Association International (DMAI)
- Brand USA
- US Travel Association
- Cal Travel
- Visit California

- San Francisco Travel
- Hotel Council of San Francisco
- Sonoma County Tourism
- Sonoma Valley Vintners and Growers
- Visit Napa Valley



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 - Successful redesign of 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



EXPERIENCE
Sonoma Valley
CALIFORNIA

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