

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager  
Jim Throop, Administrative Services Director

SUBJECT: Tourism & Lodging Promotions Business Improvement District (BID)  
Annual Report and Notice of Intent for Renewal of Assessment

DATE: December 16, 2014

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NEEDS: For the City Council to receive the annual report and set a public hearing for the annual renewal of the Tourism and Lodging Promotions Business Improvement District (BID).

- FACTS:
1. At the request of the majority of Paso Robles hoteliers, the BID was formed via ordinance by the City Council in December 2008 and the BID became effective January 16, 2009.
  2. Collection of the two percent (2%) per room night Business Improvement Tax began on February 1, 2009, establishing the fiscal year for the district as February 1<sup>st</sup> through January 31<sup>st</sup>. These funds are held in a separate City fund that is to be used only for the purposes of tourism and lodging promotion as stated in the formation Ordinance and Bylaws.
  3. Use of BID funds is guided by an annually approved marketing plan, of which its implementation is overseen by the Travel Paso Robles Alliance (TPRA) who are an advisory committee to the City Council. The TPRA membership consists of 7 elected committee members representing the 20 hoteliers within the BID assessment district.
  4. Per the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed, the assessment must be re-levied annually.
  5. The City Council has renewed the BID levy the past five years at the request of the hoteliers. The BID currently will be effective through January 30, 2015, unless again extended.
  6. The City's fiscal year runs from July 1<sup>st</sup> to June 30<sup>th</sup>. The BID's fiscal year runs from February 1<sup>st</sup> to January 31<sup>st</sup>. Having two separate fiscal years creates administrative challenges for the City.
  7. At a special December 5, 2014 meeting, the TPRA Advisory Committee unanimously recommended:
    - Release of the Annual Marketing Report for the 2014/15 fiscal year;
    - Proposed a Marketing Plan scope/budget for the 2015/16 year; and
    - Recommended the continued levy of the BID assessment for a length of five (5) months to align the BID's fiscal year with the City's (through June 30, 2015).
  8. Renewal of the BID tax assessment requires that the City Council receive the Annual Report from the TPRA and set a public hearing for consideration of the renewal of the levy of assessment. The FY 14/15 Annual Report is attached.
  9. The TPRA's proposed marketing plan and budget for the next five months of tourism promotion work is attached. Highlights of the marketing plan include:

Destination Manager: Continuation of a professional service contract for a Destination Manager (Big Red Marketing) to oversee implementation/coordination of marketing efforts and to conduct trade and group sales outreach in addition to administrative support duties.

Marketing Agency Services: Retention of marketing agency services (AugustineIdeas) to implement key promotional and advertising strategies for the Paso Robles brand identity, including public relations and media relations, and support of digital marketing and social media.

Community Partnerships: Support of local and regional tourism partners to leverage tourism efforts which benefit the Paso Robles area and/or sponsorship of community based events that enrich the visitor experience and/or drive visitation.

10. A renewal of the BID tax assessment for the Fiscal Year July 1, 2015 to June 30, 2016 is anticipated.

ANALYSIS &  
CONCLUSION:

The TPRA's marketing efforts continue to support an upward trend in transient occupancy stays within our community. The TPRA has recommended a continued levy of the BID assessment in order to carry on work efforts towards the marketing and promotion of the Paso Robles area. The realignment of the BID and City's fiscal year will make administration of the program more manageable for the City and TPRA contract support.

POLICY  
REFERENCE:

Economic Strategy; Ordinance 952 NS, forming the Tourism and Lodging Business Improvement District; BID Committee Bylaws; Streets and Highways Cod Sections 36500 et seq.

FISCAL  
IMPACT:

The BID assessment is being collected on a monthly basis and will accumulate in a separately maintained fund. City staff will continue to commit its resources to facilitate the goals of the BID. Renewal of the assessment levy is estimated to generate approximately \$300,000 over the five month extension period, to be spent on marketing and promotions.

OPTIONS:

- a. For the City Council to adopt Resolution No. 14-XX declaring its intention to levy an annual assessment for an additional five (5) months through June 30, 2015 for the Paso Robles Tourism and Lodging Promotions Business Improvement District, and setting a public hearing for January 6, 2015.
- b. Amend, modify or reject above option.

Attachment:

1. Resolution declaring intention to levy an annual assessment and setting January 6, 2015 for a public hearing
2. BID 2014/15 Annual Report and Marketing Agency Plan scope and Marketing Budget for February to June 2015

RESOLUTION NO. 14-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES ESTABLISHING  
A NOTICE OF INTENT TO HOLD A PUBLIC HEARING FOR  
THE PURPOSE OF CONSIDERING THE 2015/16 ANNUAL  
RENEWAL OF LEVY FOR THE PASO ROBLES TOURISM AND LODGING  
PROMOTIONS BUSINESS IMPROVEMENT DISTRICT  
PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989

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WHEREAS, the Paso Robles Tourism and Lodging Promotions Business Improvement District (BID) was formed via Ordinance 952 N.S. by the City Council in December 2008, and the BID became effective January 16, 2009; and

WHEREAS, the BID is now commonly known as the Travel Paso Robles Alliance (TPRA); and

WHEREAS, the BID levy has a fiscal year of February 1 to January 31 which does not align with the City's fiscal year of July 1 to June 30; and

WHEREAS, at its special December 5, 2014 meeting, the TPRA Advisory Committee recommended the release of the annual report for the 2014/15 fiscal year, proposed a scope/budget for the upcoming 2015/16 year, and recommended the continued levy of the BID assessment for a length of five (5) months to align the BID's fiscal year with the City's; and

WHEREAS, the annual report of the professional marketing services and financials associated with the 2014/15 marketing year is available for public inspection; and

WHEREAS, under the projected scope of service and budget for fiscal year 2015/16, the amount of the BID assessment is recommended to continue at the two percent (2%) amount and be collected in the same manner for an additional five (5) months through June 30, 2015; and

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of El Paso de Robles does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct; and

Section 2. The boundaries of the area to be included in the District are to remain unchanged and are the boundaries of the City of El Paso de Robles; and

Section 3. The types of activities proposed to be funded by the continued levy of assessments on businesses in the District are those activities that will promote tourism and the local tourist lodging establishments; and

Section 4. The City Council intends to levy an annual assessment on all tourist lodging establishments within the District, to pay for all improvements and activities of the District, except where funds may otherwise be available, continuing for a special shortened length of five (5) months to realign the District's fiscal year February 1 – January 31 to July 1 – June 30. As used herein, the term "tourist lodging establishments" shall mean hotels, as defined in Section 21.08.250 of the Paso Robles Municipal Code, but not bed and breakfast establishments, as defined in Section 21.15.220 of the Paso Robles Municipal Code, nor campgrounds or recreational vehicle parks. The method and the basis for levying the assessment on such tourist lodging establishments within the District shall be as follows: An assessment will be levied annually against tourist lodging establishments to pay for the improvements and activities within the District and will be collected in monthly installments or such other installments as determined by the City Council. The proposed assessment is to be levied on all tourist lodging establishments within the District boundaries based upon two percent (2%) of the rent charged by the operator per occupied room per night for all transient occupancies. "Transient occupancy" shall mean the use or possession, or the right to the use or possession, of any room or rooms or portion thereof, in any hotel for dwelling, lodging or sleeping purposes, for a period of thirty consecutive calendar days or less. Transient occupancies by federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than thirty (30) consecutive calendar days, shall be exempt from the levy of

assessment. Assessments levied pursuant to the District shall not be included in gross room rental revenue for the purpose of determining the amount of the transient occupancy tax.

Section 5. New tourist lodging establishments shall not be exempt from assessment.

Section 6. A public hearing to renew the annual levy for the District is hereby set for January 6, 2015 at 7:30 p.m. before the City Council of the City of El Paso de Robles at the Paso Robles Library/City Hall Conference Center, 1000 Spring Street, El Paso de Robles, California.

Section 7. The City Clerk is instructed to provide notice to the public hearing as follows:

a). Publish this Resolution of Intention in a newspaper of general circulation in the City of El Paso de Robles once, at least seven (7) days before the hearing.

Section 8. At the public hearing, the testimony of all interested persons, for or against the establishment of the District, the boundaries of the District, the area of benefit within the District, the assessments to be levied, or the furnishing of specified types of improvements or activities, will be heard. A protest may be made orally or in writing by any interested person. Any written protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which the objection is made. Written protests must be received by the City Clerk at or before the time set for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person subscribing the protest is interested sufficient to identify the business. If the person subscribing is not shown on the official records of the City as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business.

Section 9. If at the conclusion of the public hearing, there are of record, written protests by the owners of the tourist lodging establishments within the District that would pay fifty percent (50%) or more of the total assessments of the entire District, no further proceedings to renew the annual levy for the District shall occur. New proceedings to form the District shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protests by the City Council. If the majority written protests are only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the District.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 16<sup>th</sup> day of December 2014 by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

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Steven W. Martin, Mayor

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Caryn Jackson, Deputy City Clerk



Travel Paso Robles Alliance  
Strategic Marketing Communications Plan  
FY 2015 (February – June)

Prepared by:



**AugustineIdeas**

Be Inspired. Be Innovative. Be Smart.



## TABLE OF CONTENTS

1. TRAVEL PASO ROBLES ALLIANCE
  - 1.1 Mission Statement
  - 1.2 Travel Paso Robles Alliance Staff
  - 1.3 Travel Paso Robles Alliance Board
2. SITUATION ANALYSIS
  - 2.1 Leisure Competitive Landscape
3. Leisure Traveler Insights
  - 3.1.1 San Luis Obispo Visitor Survey Key Insights
  - 3.1.2 Leisure Travel in California
  - 3.1.3 Target Audience Insights
  - 3.1.4 Travel Trends Influencing Media and Messaging
4. FY 2014/2015 STRATEGY
  - 4.1 Marketing Goals
  - 4.2 Core Strategies
    - 4.2.1 Paid Media
    - 4.2.2 E-Marketing
    - 4.2.3 Social Media
    - 4.2.4 Public Relations
- 5 Tour and Travel Outreach
- 6 Measures and Results
- 7 Budget
- 8 End Notes

## 1. TRAVEL PASO ROBLES ALLIANCE

### 1.1 Mission Statement

To brand, market and promote the City of Paso Robles as the authentic destination of choice on a regional, national and global level resulting in more frequent visitation, longer stays and increased revenue.

### 1.2 Travel Paso Robles Alliance Staff

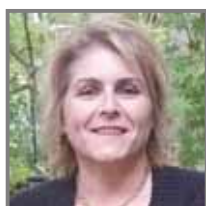


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### 1.3 Travel Paso Robles Alliance Board



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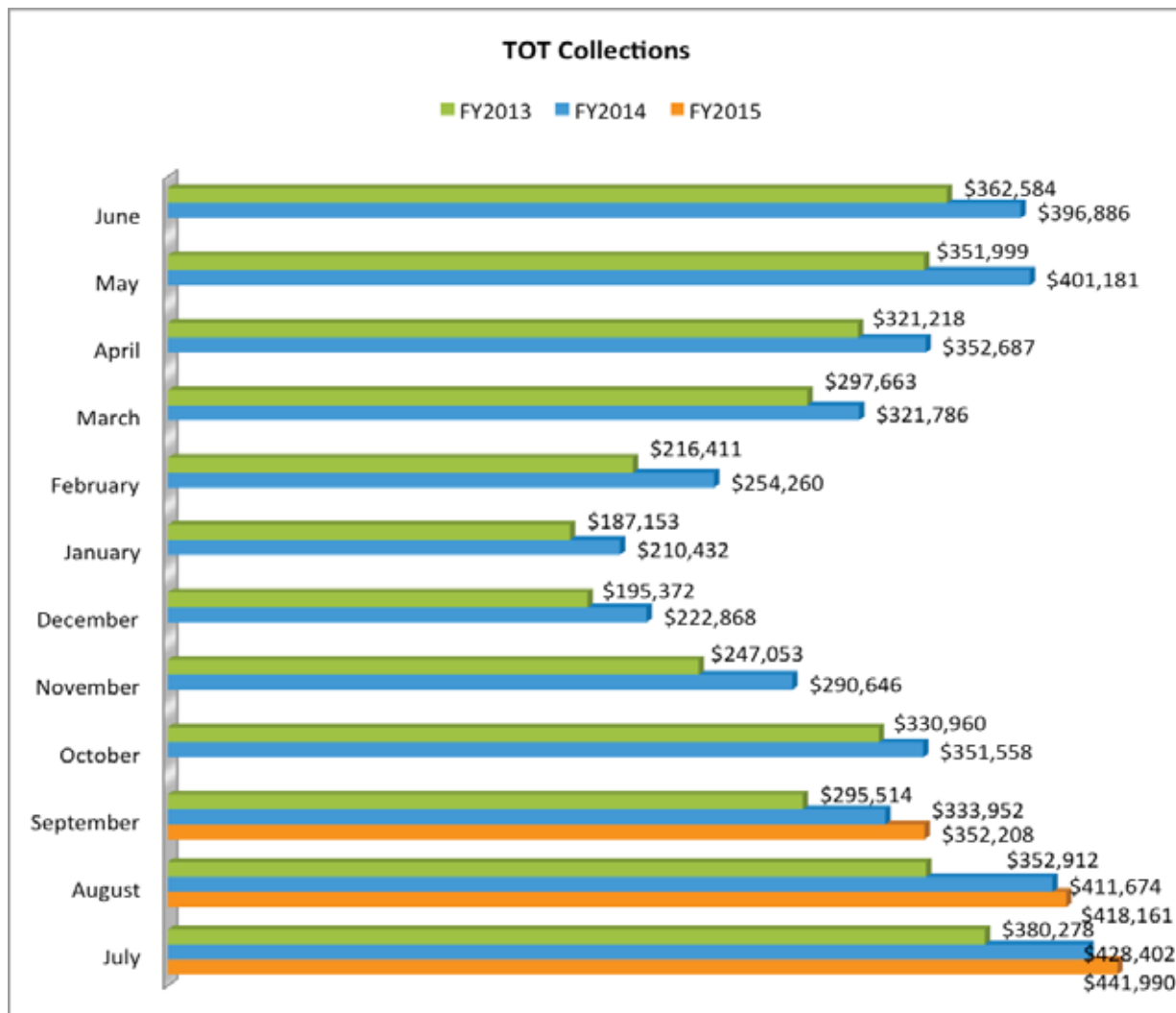
## 2. SITUATION ANALYSIS

### The Past:

For many years, travelers tended to think of Paso Robles as a convenient mid-way stop when motoring between Los Angeles and San Francisco. But a thriving and highly respected wine industry has changed that dramatically. Once dismissed as something of a cow town, Paso is now heralded as “one of California’s most exciting wine regions” by Sunset Magazine. Fine dining has quickly evolved from dinner at the bowling alley, to world-class restaurants and bistros.

### The Present:

Paso’s success as a wine-based tourist destination has had a dramatic effect on the local economy. Recent research prepared by PKF Consulting for Visit California suggests that Paso’s lodging market will increase in occupied room nights by 2.5 percent by the end of 2014-with market occupancy increasing to 68.5 percent as La Quinta Inn & Suites’ additional rooms are absorbed into the market. They also predict a 5.4 percent increase in ADR. (As of September, 2014 BID revenue for the Travel Paso Robles Alliance has increased by 10.88 percent.)





The Future:

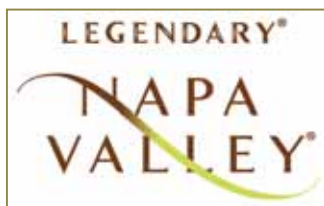
For 2015, PKF predicts that the openings of the Allegretto Resort & Vineyards by Ayres, will increase available rooms by 19.0 percent, resulting in a market occupancy of 65.1 percent. The ADR is forecast to increase by 5.0 percent as compared to 2014 estimates, ending the year at \$136.44.

Paso Robles									
Historical Market Performance of the Competitive Supply									
Year	Annual Supply	Percent Change	Occupied Rooms	Percent Change	Market Occupancy	Average Daily Rate	Percent Change	REVPAR	Percent Change
2009	394,930	N/A	245,629	N/A	62.2%	\$111.30	N/A	\$69.22	N/A
2010	404,785	2.5%	253,506	3.2%	62.6	114.28	2.7%	71.57	3.4%
2011	404,785	0.0	269,850	6.4	66.7	117.09	2.5	78.06	9.1
2012	410,260	1.4	279,191	3.5	68.1	120.16	2.6	81.77	4.8
2013	437,635	6.7	295,534	5.9	67.5	123.28	2.6	83.25	1.8
2014E	442,137	1.0	302,820	2.5	68.5	129.94	5.4	89.00	6.9
2015F	553,462	25.2	360,356	19.0	65.1	136.44	5.0	88.83	-0.2
CAAG	5.8%		6.6%			3.5%		4.2%	
Source: PKF Consulting									

## 2.1 Leisure Competitive Landscape

Tourism is one of the largest sources of economic activity in the world and it is one of the fastest growing industries today. There are, literally, tens of thousands of new destinations (cities, counties, attractions, museums, resorts) bursting onto the market every year. More than 100 Tourism Improvement Districts (TIDs) have sprung up over the last few years in California alone. That's in addition to the 48 CVBs already in the state. All are fighting ferociously for every visitor dollar. As such, destinations like Paso Robles have more competition for visitors than ever before.

While tourists have endless options for vacations, Paso Robles major tourism competitors would include destinations that offer similar 'wine and more' experiences. Those include:



**Napa Valley: "With cutting-edge wineries, farm-fresh food, and sophisticated yet laid-back retreats, it's no wonder Napa Valley has such enduring appeal."** Travel + Leisure Magazine, September 2013

TBID Collection Amount: \$4,000,000

Napa Valley has approximately 400 wineries and 45,000 vineyard acres – and claims to have some of the most expensive agricultural land in the world. There are 150 hotels, inns, resorts and bed & breakfasts, totaling just under 5,300 rooms.

Visit Napa Valley is the official tourism marketing organization for Napa Valley. Primary funding comes from a TID two percent assessment on lodging. Additional funding is provided through partnerships with visitor-serving businesses throughout Napa County and through Napa County Special Projects Funding. Visit Napa Valley's annual budget, as of December 2012, was \$4,000,000.

Visit Napa Valley's mission is to "promote, protect and enhance Napa Valley's position as America's premier wine, food, arts and wellness destination."

Marketing activities focus on increasing overnight, mid-week visitation from November to April. San Jose is their main target market.



Napa Valley had fewer than three million visitors in 2013 - however two million of those were day-trippers. Hotel revenue in Napa Valley was \$312 million in 2013 - which represented a 12.2 increase over 2012. TOT collections in 2012 were \$33 million. Their average ADR was \$245 per night in 2012, with an occupancy rate of 71.5 percent. (Source: Smith Travel Research)



**Sonoma County: It's big - the size of Rhode Island, with 12 different appellations. It's beautiful, with verdant valleys and redwood groves. It takes great pride in not being Napa. But its wine and food scene is getting better and better."** Sunset Magazine

TBID Collection Amount: \$2,440,000

More than 400 wineries. Named one of the Top 10 wine destinations by *Wine Enthusiast* magazine in 2014.

Sonoma County Tourism (SCT) is the official destination marketing organization for California's Sonoma County. SCT is a private, nonprofit marketing and sales organization dedicated to increasing overnight stays in Sonoma County, California.



Their mission is to promote Sonoma County as a desirable overnight destination to three main markets: leisure, meetings and groups (including weddings) and tour and travel.

TOT collections for Sonoma County were \$2.7 million in 2013. The TOT rate is 10 percent. Total travel spending in Sonoma County was 1.5 billion



The average yearly ADR for Sonoma County was \$123.7 in 2013. The average yearly Occupancy Rate in 2013 was 73.2 percent.



**Santa Barbara: “*Santa Barbara wine country was poised to take off even before the movie ‘Sideways’ triggered a tourist frenzy.*”** *Food & Wine Magazine*

**Budget: \$2,167,076**

Santa Barbara has approximately 175 wineries spread across a patchwork of microclimates, terrains, small villages, and rolling rural hills.

Visit Santa Barbara is a non-profit 501(c)(6) organization jointly funded by the City of Santa Barbara, the County of Santa Barbara, the South Coast Tourism Business Improvement District (TBID) and by a membership of hospitality-related businesses.

The primary mission of Visit Santa Barbara is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business and tax revenue, and creates jobs.

The bureau operates the program under the oversight of the board of TBID members, selected by the district’s lodging owners.

The TBID region includes the cities of Santa Barbara, Goleta, and Carpinteria, and the nearby-unincorporated areas of the County of Santa Barbara, with the City of Santa Barbara designated as the lead jurisdiction.

Santa Barbara welcomed 6.1 million visitors during the 2013/2014 fiscal year. Recent research shows that the Los Angeles-Riverside-Orange County (MSA) is by far the largest feeder market for tourism to the Santa Barbara South Coast followed by the San Francisco Francisco-Oakland Oakland-San Jose MSA and then the San Diego MSA.

TOT revenue in was 14.6 percent higher then the previous year. They also experienced a 7.40 percent increase in the Average Daily Rate (ADR) and a 3.45 percent increase in occupancy. Lodging revenue for the area was \$59 million.

Their 2012 budget is below:

Service	% of budget	\$ amount
Sales and Marketing	7.94%	\$172,000
Advertising and Communication	75.69%	\$1,640,256
Administration and Advocacy	5.48%	\$118,800
Local Destination Marketing	4.61%	\$100,000
Contingency and Renewal	4.5%	\$97,518
Collection Administration Fees	1.78%	\$38,501
<b>Total</b>	<b>100%</b>	<b>\$2,167,076</b>

Average Daily Rate	Per Night Assessment
0 - 99.99	.50
100.00 – 150.00	1.00
150.01 – 200.00	1.50
200.01 +	2.00





**Monterey: Monterey County offers so many unique and top-class experiences in not only wine and food but in everything from outdoor adventures to art to sightseeing. It has an undiscovered, offbeat, creative flair while at the same time offering very elegant experiences.**

*Wine Enthusiast Magazine, 2013*

**TBID Budget Amount: \$3,500,000**

Monterey has approximately 85 vintners and growers with more than 40,000 vineyard acres planted in 40 different grape varieties. They offer visitors over 300 lodging options - ranging from luxury resorts to quint bed & breakfasts.

The Monterey County Convention & Visitors Bureau (MCCVB) is funded through a partnership with Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, Sand City, and Seaside; the communities of Pebble Beach, Moss Landing, Carmel Valley, and Big Sur, as well as the Salinas Valley.



The MCCVB supports Monterey County's tourism and travel industry through a comprehensive range of services. For its members - including businesses in the lodging, hospitality, entertainment and recreation industry - the MCCVB provides many opportunities for co-op advertising and marketing.

Tourism spending in Monterey County was \$2.3 billion in 2013. Monterey County's core markets include the San Francisco Bay Area, Central Valley and Los Angeles. Peak season is June through September. Shoulder

season: October, November, April, and May; Off-Peak: December through March.



***Lodi: "The vibe is laid-back, but the grape cred is staggering: The 600,000 tons of wine grapes grown here each year is more than Napa and Sonoma combined. Reap the benefit of major wine production without Napa-sized crowds sipping the area's signature juicy Zinfandels."***

Sunset Magazine: "15 Top Wine Escapes"

Lodi has more than 75,000 acres of vineyards and approximately 60 wineries leading the state in grape production of the top five premium wine grapes: Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc, and Zinfandel. Its vineyards grow over 40 percent of all the California Zinfandel.

Visit Lodi is the official destination marketing organization for Lodi, funded by the City of Lodi and Lodi area hotels.

Visit Lodi's mission is to "Stimulate local economic growth through tourism education and promotion of the Lodi area as a destination." Their marketing activities include a variety of print advertising and promotions for the region, digital and social media advertising and promotions, travel trade shows and promoting Lodi as a place to hold meetings and events.

The Lodi Winegrape Commission is funded by the Lodi Grape growers and wineries. Their goal is to promote the region as a premiere winegrape-growing region producing premium wines.

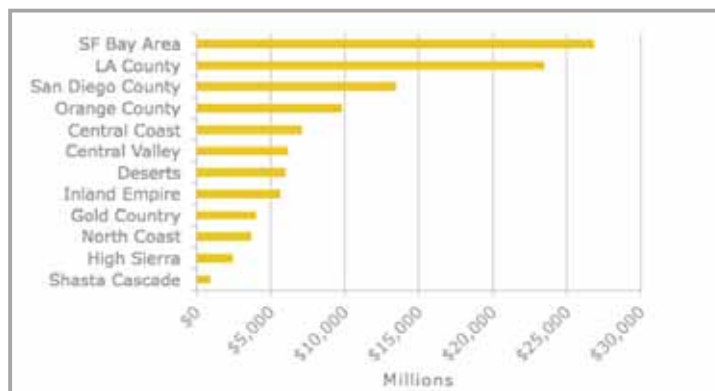
### 3. Leisure Traveler Insights

#### 3.1.1 San Luis Obispo Visitor Survey Key Insights:

- Visitors with children were not only less likely to participate in wine tasting during their visit to San Luis Obispo County, but they also placed less value on wine growing/tasting.
- Visitors with children at home were much less likely to express interest in dining and wine tasting.
- Visitor respondents from the San Francisco Bay Area were much more likely to select Hearst Castle, while those from the Central Valley were more likely to select beaches. Los Angeles/Orange County respondents were most likely to cite wine growing/tasting.
- The most frequently-selected activities included:
  - Sightseeing (57%)
  - Shopping (47%)
  - Fine dining (44%)
  - Wine tasting (31%)
  - Visiting Hearst Castle (23%)
  - Hiking (21%)<sup>i</sup>

#### 3.1.2. Leisure Travel in California:

- Two-thirds of all California travel revenue centered in four of the states largest regions:<sup>ii</sup>



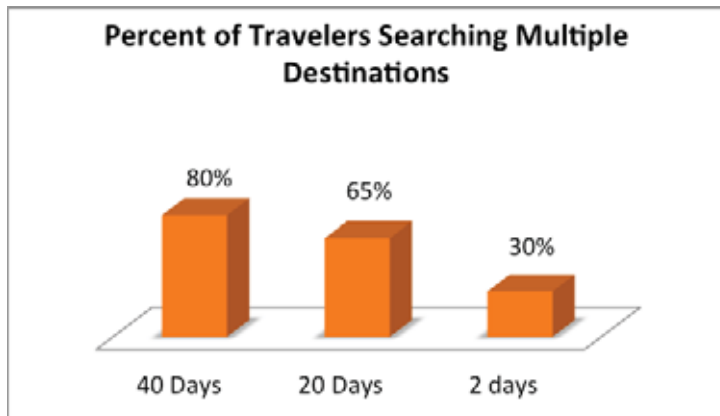
- California room demand is at an all-time high





### 3.1.3 Target Audience Insights:

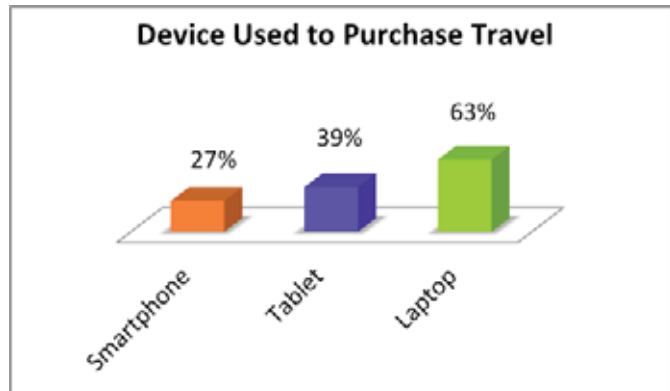
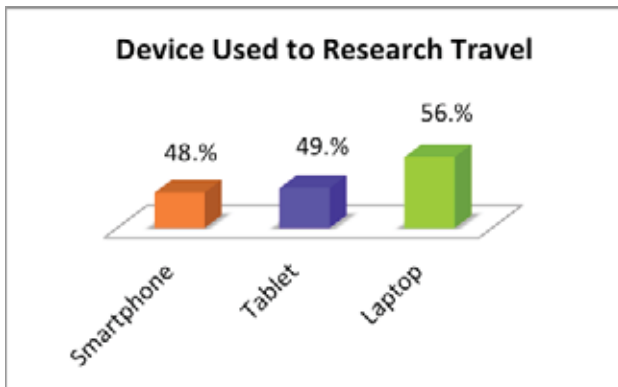
- Most travelers do not have a specific destination in mind when they begin the process. They are very focused on exploring options - frequently comparing local hotels, reading reviews and checking Online Travel Agents (OTAs) for inspiration and pricing.
- The path to purchase is not linear - travelers make and change destination decisions almost up to the day they book. The chart below illustrates the percent of travelers exploring multiple destination options by the number of days prior to booking.<sup>iii</sup>



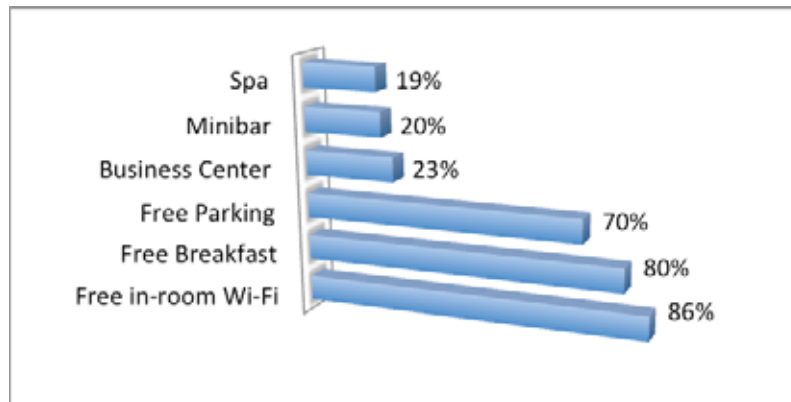
- On average, travelers visit 38 sites during the planning process.<sup>iv</sup> Top websites visited include:
  - OTA sites 47.2 percent
  - Planning and review sites 6.8 percent
  - Hotel supplier sites 4.1 percent
  - DMO sites 6.4 percent

(It should be noted that visitation to DMO sites has increased by 30 percent since 2010.)

- Travelers use multiple devices throughout the planning/booking process.<sup>v</sup> While laptops are currently the preferred device for travel-related planning and purchases, travelers are rapidly adapting to mobile devices.



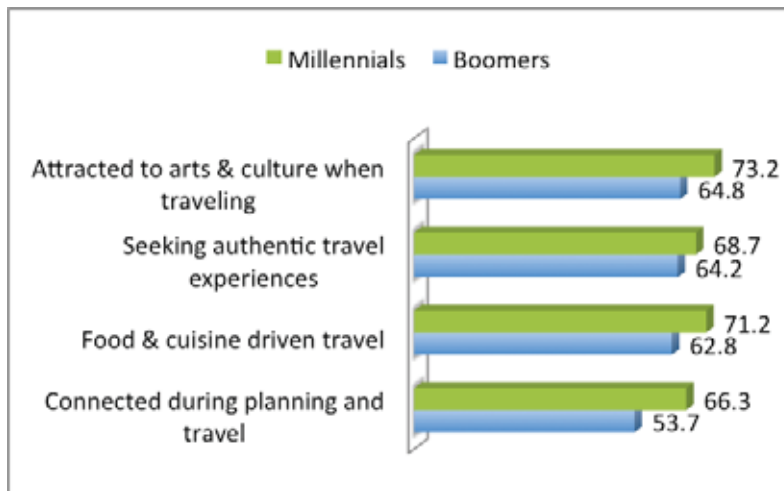
- A new breed of celebrity chefs and food TV shows have resulted in an increased number of vacationers building their travel around culinary events and festivals.
  - According to the Travel Industry Association of America, 60 percent of American leisure travelers indicate that they are interested in taking a trip to engage in culinary activities within the next 12 months.
  - The good news is that travel enthusiasts are willing to pay for insider tips, immersive cooking classes, wine and agricultural experiences, as well as authentic cultural exchanges.
- Amenities play an important role in hotel selection. Favorite new amenities include happy hours, wine tastings or any other time with free food and drinks. Free in-room bottled water is another favored amenity.<sup>vi</sup>



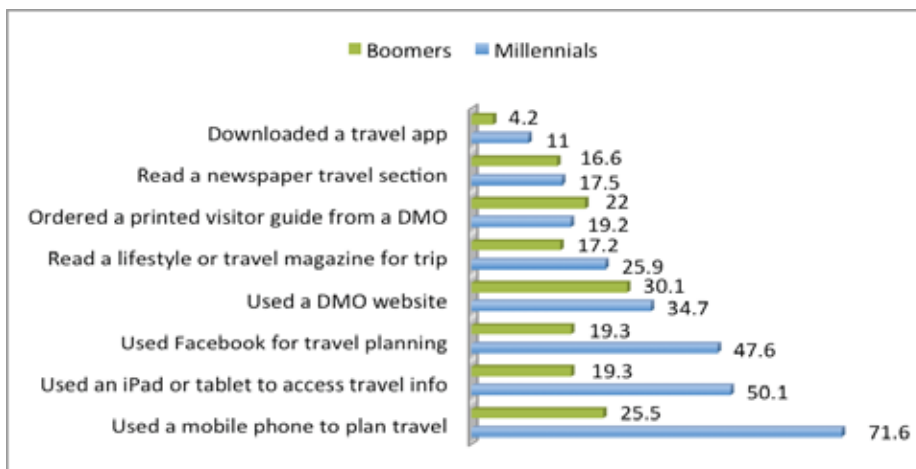
- Millennials (typically ages 18-34) present a significant growth potential for destinations. Millennial spending will likely only increase as they step into their prime earning and spending years in the next decade. They also have distinct media and travel characteristics:
  - They're wired and web savvy.
  - They prefer user-generated content and, when searching for hotel options, they prefer social hubs with quality food and beverage.
  - Brand loyalty is not nearly as important as word-of-mouth feedback from their network.
  - They're more likely to travel in pursuit of favorite experiences, interests or activities.
  - They're more likely to travel with friends in organized groups.<sup>vii</sup>
- Baby Boomers continue to be a key audience segment:
  - By 2015, Boomers in the U.S. alone are expected to control 60 percent of the nation's wealth, accounting for 40 percent of spending.
  - Statistically, they are more affluent than other age groups, have more free time, and enjoy using that free time to travel.
  - They are highly educated, financially healthy, ambitious, curious, creative and socially connected (Boomers represent one-third of all online and social users).<sup>viii</sup>
  - Here are a few highlights about Baby Boomers and insights from the technology, travel and entertainment industries:
    - Contrary to a common misperception, Boomers grew up with technology - they were the adopters of stereos, large cell phones, garage door openers, microwaves, home security systems, digital cameras, computers, cassettes, CDs, VCRs, DVRs, videos and DVDs - and

they eagerly embrace Kindle, smartphones, iPads, iPhones, home automation, GPS, Facebook and websites focused on their interests and passions.

- Baby Boomers also grew up with travel.
  - Boomers watched as the highways were being built across the United States and airplane travel improved to become faster, better and cheaper.
  - Car trips were a part of a culture of freedom.
  - They believe travel is an entitlement (Boomers purchase 80 percent of luxury travel and believe they’ve earned it).<sup>ix</sup>
- Boomers are looking for vacations that allow for learning (cooking classes, wine tasting tours, etc.) and “off the beaten path” adventures.<sup>x</sup>
- While Millenials are highly connected travelers with a preference for authentic destinations offering arts and culture and culinary experiences, Boomers are more interested in less active experiences with a sense of exploration.<sup>xi</sup>



The use of technology for travel planning differs by age, but use of offline media is similar among all generations.<sup>xii</sup>

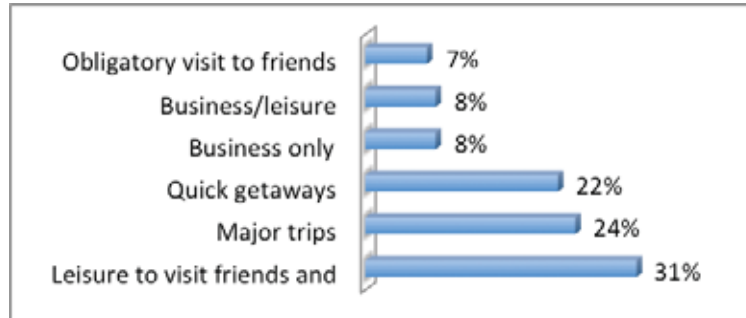


### 3.1.4 Travel Trends

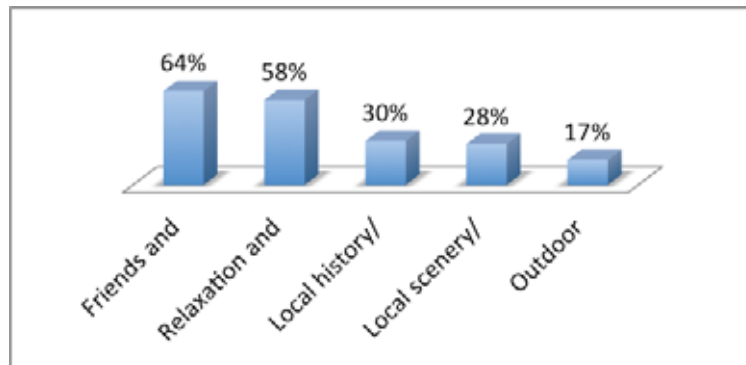
#### Influencing Media and Messaging:

- Nine in ten trips booked in the U.S. in the last six months had a leisure component. <sup>xiii</sup>

Type of trip booked:



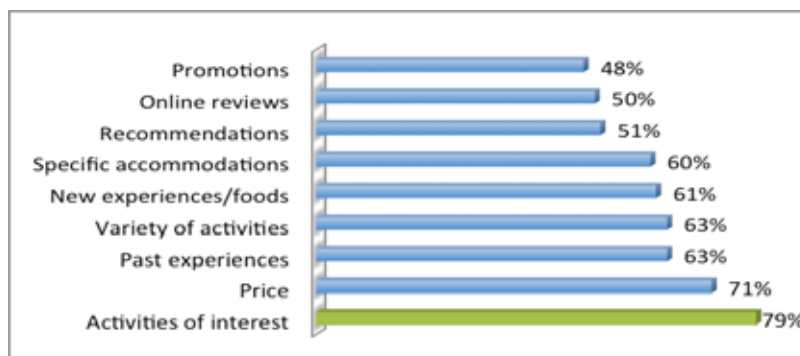
- Reason for booking a trip with a leisure component:



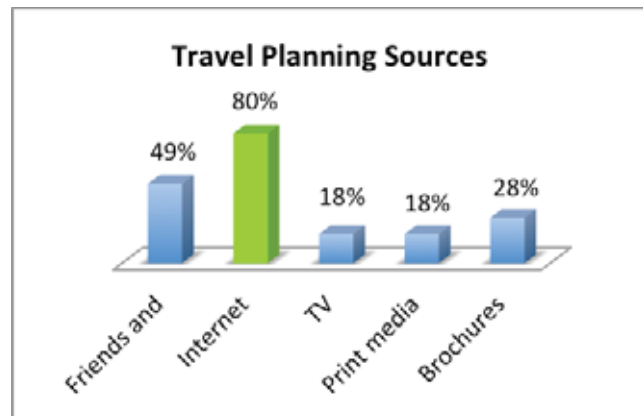
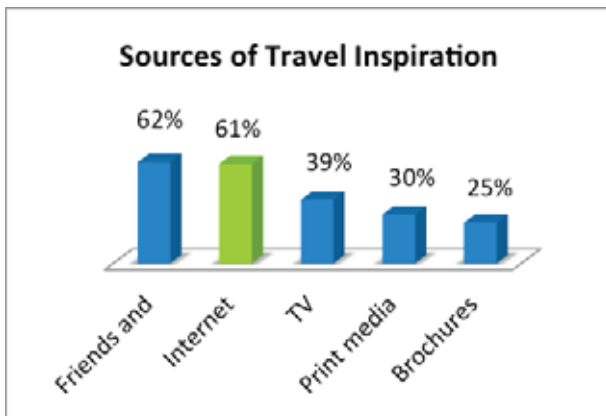
- Beyond price, activities that match a traveler's interest are of major importance when selecting a destination. *"We are hearing from travelers that it is not always about the destination, but also about what their passion points are, what motivates them, what they love to do in their life."*

Ellen Bettridge, Vice President, American Express Retail Travel Network

The features considered most important when choosing a destination include: <sup>xiv</sup>



- The Web is a primary source of information and inspiration, with 70 percent researching possible destinations online before deciding to where or how they want to travel.
  - 70 percent begin researching online before deciding where or how they want to travel.
  - 68 percent are inspired to book by some type of online ad.
  - 38 percent rely on destination-specific sites for planning.
  - 61 percent rely on travel review sites.<sup>xv</sup>



- A cross-platform digital approach deepens customer engagement, with 49 percent of travelers stating that they have a more favorable impression of digitally-savvy travel brands.<sup>xvi</sup>
- Booking windows for hotels reservations, car rentals and activities that take place within a destination are shrinking according to a recent report by JiWire: More than 55 percent of consumers book travel-related reservations for both current and future travel plans while traveling.<sup>xvii</sup>



## **4. FY 2015 (FEB-JUNE) STRATEGY**

### **4.1 Marketing Objectives**

1. Increase awareness of Paso Robles as a - 'maverick, wine and more' - vacation destination.
2. Increase overnight stays in Alliance hotels with an emphasis on the shoulder season (fall and winter).
3. Drive traffic to the TravelPaso.com website.

### **4.2 Core Marketing Strategies**

#### **4.2.1 Paid Media**

##### **Media Objectives:**

1. Leverage digital platform and utilize appropriate targeting channels to maximize message exposure among key audience segments.
2. Effectively engage consumers and position Paso Robles as an attractive travel and tourism destination.
3. Drive click-through traffic to designated partner landing pages to increase reservations.

##### **Plan Period**

February 1, 2015 to June 30, 2015

##### **Target Audiences:**

Leisure travelers, such as Millennials and Boomers, who are looking for an alternative to the traditional California wine county getaway, but still want great wine and fine dining experiences.

Demographically, the decision-makers will skew female. Specific niches should include foodies and wine enthusiasts.

##### **Target Markets:**

We'll know much more about specific target markets once we have a couple months of results from Quantcast, but we can assume that we're currently pulling from within a three to five (3 -5) hour drive radius. As such, initial target markets include:

##### Primary:

- Los Angeles
- Silicon Valley

##### Secondary:

- Central Valley

Niche:

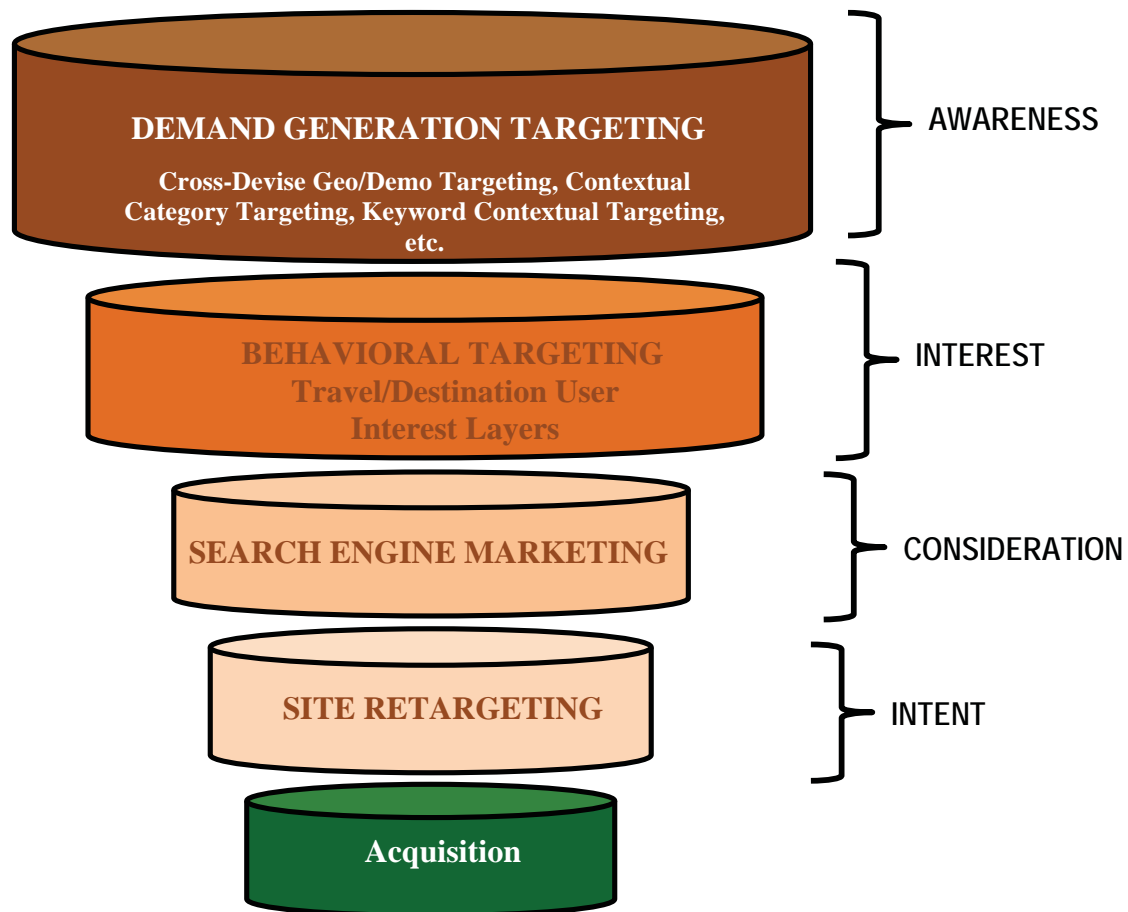
Additional marketing programs will focus on reaching the following niche audiences:

- Meetings/Groups Planners
- Business Travelers
- Cycling Enthusiasts
- Equine Enthusiasts
- Water Recreation Enthusiasts (specifically lake recreation)
- Amateur Sports
- Military Travelers

**Media Strategy Overview:**

- Establish attainable media objectives, designed to measure campaign performance.
- Implement and execute effective and efficient media buying strategies, designed to target identified audiences.
- Employ consumer funnel acquisition strategy by partnering with Ad Network, designed to sustain engagement and secure lodging reservations.

**Acquisition Funnel:**



### Media Tactics:

- 1 **Drive demand** utilizing sophisticated upper-funnel and mid-funnel targeting tactics - generating qualified Web traffic.
- 2 Based on existing visitors, **create a custom audience look-a-like model** using real-time online search and behavior data to build consumer profile.
  - Leverage Quantcast's fresh profile data to reach new and repeat customers and influence their entire journey to conversion.
- 3 **Drive acquisition** through intelligent optimization.
  - Tailor delivery to the unique conversion path for new and repeat customers and campaign to deliver more conversions.
- 4 Use Quantcast's **Smarter Retargeting** to more accurately predict and reach only those website visitors who are there to take action. Maximizes media efficiency and return on media spending.
- 5 **Fully integrate mobile** into the digital media mix to reach potential visitors at all stages of their travel planning and purchase cycle.
- 6 Use Quantcast targeting to effectively reach optimum audience while they're on Facebook.
- 7 Use Search Engine Marketing (SEM) to drive consideration and conversion.

Media Flowchart		Ad Units	February		March		April		May		June
Online/Mobile Ad Networks	300x250, 728x90, 160x600										
PRINT											
Chamber of Commerce	Print TBD										
Visit SLO County	Print TBD										
Digital											
Sunset Magazine Digital	728x90, 160x600										
Visit SLO County Digital	728x90, 160x600										
Quantcast Media (paid social) Cross-Devise	728x90, 160x600										
Google AdWords SEM	Text										



## 4.2.2 E-Marketing

Since e-marketing has the highest ROI and click-through-rate (CTR) compared to all other digital marketing avenues, we feel adding it to Paso's marketing initiatives will result in dramatic increases in awareness, preference and bookings.

### E-Marketing Tactics:

1. **Enhance the email sign up form.** It's important to optimize how fans can sign up for e-newsletters or emails. (Don't make people dig around your site to stumble across subscription options.)

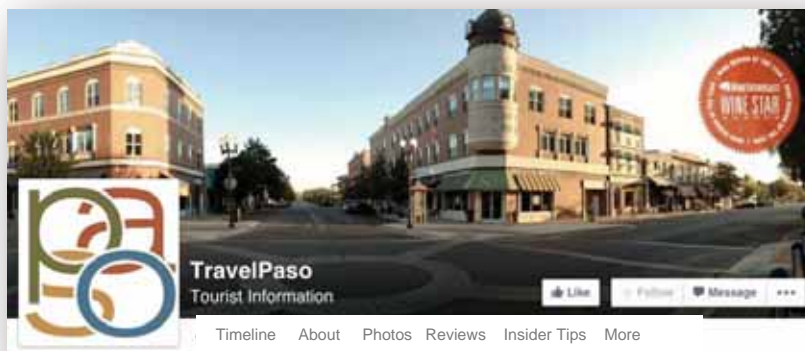
Give visitors a reason to sign up for the eNewsletter:

- Instead of 'Newsletter,' we suggest you entice visitors to subscribe by promising access to 'Insider Tips'
  - *"Subscribe to Insider Tips and you'll get exclusive access to special offers on places to stay and things to do - everything you need to discover all the best of Paso Robles."*

Improve sign-up location:

- We recommend using a larger, more prominent widget on your site.
- Once this widget is created, it should be added to multiple locations on your site for easy access. We suggest that you add it to your homepage, blog, 'About Paso' page and your 'Contact Us' page at minimum.

2. **Create a Facebook email sign-up form.** The sign-up form would be set up as a tab on the Paso Facebook page, encouraging fans to subscribe to *Insider Tips*.



3. **Develop A Welcome Series.** Establish a positive connection with visitors.
  - Welcome emails will see a much higher open and click rate than other email campaigns. Another great thing about a welcome series is that you are creating one to three emails that once set up, will run on their own and continue to engage your subscribers without any extra budget.
  - We suggest a series of three that are automatically delivered on a set schedule:
    - i. First (within 10 minutes of signup) *"Welcome: Discover the Pasobilities!"*

This would be personalized, thanking them for subscribing. It would serve as a quick introduction to Paso Robles and would include a link to download the digital travel guide. We also recommend including a special offer exclusive to subscribers.
    - ii. Second (one to two weeks after first email) *"Enhance Your Paso Experience!"*

Here we will ask for a little information about their interests (Wine, Dining, Weddings, Golf, Biking, etc.) This will allow us to segment the list – and better target communications.
    - iii. Third (two to three weeks after second email) *"Set expectations on future communications"*

In this email, we will let the subscriber know about the number of emails they can expect, when they will receive them, and what they can expect in terms of insider information and special deals
4. **Targeted email campaigns to external niche audiences.** Augustineldeas will design and develop a series of emails (set number to be determined later based on budget and goals) and send them through a list broker.
  - Targeted niche audiences will be determined based on visitor data we receive from Quantcast.
5. **Monthly Giveaway.** Augustineldeas will create a modified email signup and list segment to be placed on the website, Facebook, Pinterest, blogs and other display networks with a monthly giveaway.
  - Our recommendation is that the approximate value of this offering be \$50 - \$100 in the form of a gift card redeemable at a local Paso Robles business.
  - The giveaway creative will be used across all of your social media and digital presence.

### 4.2.3 Social Media

#### Social Media Objectives:

1. Drive more bookings via <http://travelpaso.com/experiences/lodging>
2. Increase exposure to local restaurants, wine tastings partners, and shops.
3. Promote local events.
4. Increase engagement with fans.
5. Cross-promote on Facebook and Twitter to grow followings on Pinterest and Instagram.
6. Develop brandscaping plan with local business partners.

#### Social Media Tactics:



##### Facebook:

- Post seven days per week, 52 weeks per year.
  - Post at different times during the day
  - Respond to fan comments three to four times per day
- Market focus: Targeting within California
  - Focus: Los Angeles, San Jose and San Francisco
- Target audiences: Millennials and Boomers
  - Food lovers
  - Wine lovers
- Use Facebook ads to guarantee 175,000 hyper-targeted impressions monthly
  - Hyper-target audiences and refresh ads as new Facebook features become available.
  - Use Sponsored Posts (minimum of five per week) to boost exposure.
  - Conduct frequent contests and coupon promotions.



##### Twitter:

- Post seven days per week, 52 weeks per year.
  - Post at different times during the day.
  - Respond to follower comments three to four times per day.
- Market focus: Targeting within California.
  - Focus: Los Angeles, San Jose and San Francisco.
- Target Audiences: Millennials and Boomers.
  - Food lovers
  - Wine lovers
- Integration of videos, audio, articles, reviews, etc. via tweets.



- Post unique status updates and retweets daily to get immediate feedback / real-time focus groups on issues and events.
- Content Creation #TravelPaso #PasoRobles #PasoTravel.
  - Keyword targeting (hash tags)
    - Stay current within travel/tourism industry by finding targeted keywords/hash tags that contains significant conversations.
    - Contribute content with hash tags that are relevant to Paso's target audience.
- Utilize Twitter Promoted Posts & Twitter Followers Ads.



#### Pinterest

- Post seven days per week, 52 weeks per year.
  - Post at different times during the day.
  - Post pin status updates (approximately 40 - 50 per week).
- Market focus: Targeting within California
  - Focus: Los Angeles, San Jose and San Francisco.
- Target audiences: Millennials and Boomers
  - Food lovers
  - Wine lovers
- Integrate videos and photos driving free search engine traffic.
- Scour Pinterest to find visitors who fit Paso's profile.
  - Engage them by liking, commenting on and re-pinning.



#### Instagram

- Post seven days per week, 52 weeks per year.
  - Post at different times during the day.
  - Monitor weekly to keep up with follower comments.
- Market focus: Targeting within California
  - Focus: Los Angeles, San Jose and San Francisco
- Target audiences: Millennials and Boomers
  - Food lovers
  - Wine lovers



#### **4.2.4 Public Relations**

***Objective: Through various public relations tactics, the Augustineldeas Public Relations team will position Paso Robles as a premiere destination to increase brand awareness and tourism.***

##### **Media Relations**

Our team will work with a variety of industry partners and consumer publications to earn media coverage for Paso Robles. We will monitor editorial calendars and work closely with journalists to earn coverage featuring the destination. The partners and outlets our team will work with include, but are not limited to, the following:

- Visit California
- Sunset Magazine
- VIA Magazine
- Condé Nast Traveler
- Travel + Leisure Magazine
- Wine Enthusiast Magazine
- Fodor's Travel Guide
- Forbes Travel Guide

##### **Pitching**

Year-round proactive and reactive outreach with media and tourism partners to continue brand/destination recognition is an essential component for the Public Relations plan. Through consistent pitching and maintaining relationships with numerous writers, our team will take advantage of any and all stories ideas that support our objectives.

##### **Press Releases**

Maintaining a steady drumbeat of news is essential to staying top-of-mind with journalists and to continuing constant coverage for the brand. Our team recommends distributing news on a monthly basis; focusing on designated themes and notable positive changes within Paso Robles throughout the year.

Various topics the team will cover include, but are not limited to, the following:

- Vintage Paso
- 33<sup>rd</sup> Annual Wine Festival
- California Mid-State Fair
- Sunset Savor the Central Coast
- Harvest Wine Weekend
- Grand openings
- Renovations
- California Wine Month
- "What's New" releases (1 per quarter)



- Holiday events (Easter, Halloween, Thanksgiving, Christmas, New Years)
- Visit Paso Robles During Harvest
- Experience Paso
- Family Friendly Travel to Paso
- Honeymoon in Paso
- National, State and Regional themes (i.e. Restaurant Month)

Most releases will be distributed and pitched organically, however, for the quarterly “What’s New” releases and others as appropriate, our team will support pitching by releasing on the news wire. Wire hard costs will be covered under the “Hard Cost” budget and billed separately.

### **Paid Media Support**

Paso Robles will invest in media outlets with paid advertising dollars: Our team plans to leverage these dollars to help increase editorial coverage for the brand. While the outlets our agency targets for advertising are not “pay-to-play” so to speak, our PR team will focus pitching around the paid media schedule to take advantage of any and all additional opportunities.

### **Blogging**

Blogging is a great way to communicate with our target demographic. We recommend utilizing the blog on the Travel Paso website at least two to four times a month by writing and uploading new, fresh content. From top five lists to upcoming events, blog posts help audiences build confidence and trust. Posts are also a great way to integrate public relations and social media efforts. Examples of blog post topics are as follows:

- Around town happenings
- Grand openings
- Fun in the sun – beach
- Top 10 musts at the fair
- Top 5 Instagram posts this week

### **E-Blasts**

Creating an email campaign allows Paso Robles to build and maintain relationships by staying top-of-mind with a group of individuals who have chosen to opt-in and receive information about the area. Emails are measurable and allow us to segment the list based on demographics and interest, which enables us to provide the most relevant information to our audience. Topics to be included in the e-blasts may include the following:

- Event invitations
- Holiday travel packages
- Spa retreat
- Family friendly activities

\*Costs of email template design not included



### **Media Familiarization (FAM) Tours**

Hosting travel, tourism, and food and wine writers for at least two days to experience the best of Paso Robles is an excellent opportunity to receive coverage from media outlets that ultimately drive tourism. Over the duration of the tour, writers will enjoy a VIP experience at variety of Paso Robles lodging, dining, and recreational activities and events. Our goal is to host between eight and ten writers per FAM tour. The number of FAM tours throughout the year is dependent on budget limitations.

### **Trade Shows**

Media trade shows are an excellent way to develop strong relationships with industry influencers and consumers interested in leisure, travel, food and wine. Leveraging these opportunities to position Paso Robles as a premiere destination for travel is a key aspect to setting Paso apart from other destinations. Our team will provide support for these events to ensure the media in attendance receive all necessary materials and story ideas. Should the client request Augutsineldeas staff attend these events, specific costs for each will be estimated and billed separately.

We recommend Paso Robles participate in the following trade shows:

- Visit California in New York – March 10, 2015
- Visit California in San Francisco – April 21, 2015

### **Event Support**

Our team will partner with event planning organizations to maximize public relations efforts and coordinate visits for interested media, highlighting the following events:

- Sunset Savor the Central Coast
- Sunset Celebration Weekend
- Wine Festival
- Restaurant Month
- California Mid-State Fair
- Hotel Month
- Vintage Paso
- Harvest Wine Weekend

## 5. Tour and Travel Outreach

The Destination Manager will be attending the following tourism industry shows to develop relationships with key travel influencers. These shows are specifically targeted to draw large group, out-of-state and international travelers through developing relationships with tour operators currently in the process of updating itineraries:

- National Tourism Association Convention in New Orleans (January 18-22, 2015)
- Visit California Outlook Forum in Palm Springs (February 23-24, 2015)
- International Powwow in Orlando (May 30 – June 3, 2015)

## 6. Year Over Year Measures and Results

- Increase overnight stays by 10% by providing an incentive and leveraging strategic partnerships (as of October 2014, FY 2014/15 TOT was trending at a 10.5% increase).
- Increase effectiveness of Facebook, Twitter, Pinterest, Instagram and YouTube. To be measured by the following metrics:
  - Increase lifetime total fans by 55% (2013 to 2014 experienced a 91% growth in fans)
  - Increase average daily engagement by 70% (2013 to 2014 experienced a 192% increase)
  - Increase average daily total impressions by 100% (2013 to 2014 experienced a 60% increase)
  - Increase average daily people talking about this by 35% (2013 to 2014 saw a 45% increase)
  - Increase average monthly views on YouTube to 375 (2013 to 2014 saw an average of 665 monthly views)
  - Increase lifetime total followers on Pinterest and Instagram by 25%.
- Increase engagement of monthly newsletter:
  - Increase distribution by 25% (2013 to 2014 saw a 13% increase)
  - Increase average open rate to 26% (2013 to 2014 saw a 23% average)
  - Increase average click rate to 7% (2013 to 2014 saw a 3% average)
- Increase overall site sessions to exceed results seen in 2013
  - Increase website traffic and visits to lodging pages by 11% through paid digital advertising and earned media
  - Decrease bounce rate to 40%
  - Increase average site duration to 2 minutes 50 seconds
- Delivery of 250 million media impressions with public relations
- Feature Paso Robles in at least a dozen national or travel news stories related to activities beyond a wine experience.





## 7. Budget

### Travel Paso Robles Alliance Proposed 2015 Marketing Budget (February-June)

Budget Category	Recommended 2015
<b>Paid Media (net)</b>	
Chamber of Commerce (Print)	\$1,500.00
Visit SLO County ad (Print)	\$2,500.00
Billboard	\$5,000.00
Tripadvisor	\$2,764.00
Sunset Magazine (Digital)	\$6,264.00
Visit SLO County (Digital)	\$3,393.00
Quantcast Media (Digital + Paid Social)	\$20,000.00
Google Adwords SEM	\$5,250.00
<b>TOTAL</b>	<b>\$46,671.00</b>

GL #	TPRA 2014-15 BUDGETED P&L			Notes
	<b>INCOME PROJECTIONS</b>	2015 Feb - June Income		
1100	Projected 2% BID Revenue (Feb 2013 - Jan 2014)	\$277,303.00		2015 Projected BID was derived from 2014 BID Income or 7% growth over previous year
1101	7% projected increase	\$19,411.21		To date growth has averaged 11.2%
1200	Cash Rollover	\$60,000.00		See attached projected rollover for reference - this is a conservative estimate, prorated for 41% for short term budget
1300	Cash Reserves	\$10,000.00		
	<b>Total</b>	<b>\$ 366,714.21</b>		
	<b>Expenses</b>	<b>Feb - June Expenses</b>	<b>% total budget</b>	
2100	Admin	900.00	0.25%	Storage, misc. administrative costs
2200	Destination Manager	27,600.00	7.53%	Retainer for destination manager contract, mileage costs
2400	Sponsorships/Community Support/Partnerships	70,600.00	19.25%	Shows an annual 17% growth over previous year. Includes partnerships with Visit SLO County, Savor the Central Coast, Chamber of Commerce, Main Street Association, CCTC, PRWCA, PCCHA, WiVi, Garagist Festival and funds for unplanned requests
2500	Brand Identity (Visual)	95,000.00	25.91%	Includes photography, Discovery Guide printing, Billboard lease and maintenance costs, firm fees and retainer, trademarking fees
2600	Digital Marketing	30,000.00	8.18%	Accounts for website maintenance and updating for new logo, blog and eblast fees, and social media and digital marketing support from the contracted firm
2700	Advertising and Media Buys	60,000.00	16.36%	11.9% increase in ad spend, focus will be on targeted digital advertising that will also allow tracking of target audience's online behavior. Also includes budget for billboard and print advertising as well as reactive opportunities and the firm's commission fees
2800	Public Relations and Media Relations	56,500.00	15.41%	Includes travel, accommodations and dining costs for media. Allows for two group FAM visits to the area, press release distribution, travel costs for the Destination Manager to attend two Visit CA media shows and the firm fees for the contracted firm's retainer
2900	Trade and Sales Outreach	9,200.00	2.51%	Include travel, lodging and registration costs for NTA, International Powwow, Visit CA Outlook Forums. As well as budget to host Visit CA and CCTC FAM trips.
3000	Consumer Shows	5,000.00	1.36%	Allows budget for booth décor, travel and lodging costs at Sunset Celebration Weekend and Savor the Central Coast
3100	TPRA Event Costs	1,000.00	0.27%	Incorporates opportunity for professional development and communication of the new marketing plan to all 20 contributing hotels
	<b>TOTAL EXPENSES</b>	<b>355,800.00</b>		
	<b>Cash Reserves</b>			
4001	Cash Reserves	\$10,000.00		
	<b>Contingency</b>			
5001	Contingency Fund (unallocated)	\$914.21		Contingency fund reflects unallocated funds less \$10,000 reserves - other contingency funds noted in GL categories total:
	<b>TOTAL Budget</b>	<b>\$366,714.21</b>		<b>Total expenses, contingency and \$10,000 reserves</b>

## 8. END NOTES

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- <sup>i</sup> San Luis Obispo CVB. Out of Market Study. Strategic Marketing Group, 2012
- <sup>ii</sup> Travel Trends Outlook for Southern California. Dan Mishell, Visit California. October 2014
- <sup>iii</sup> The 2013 Travelers Path To Decisions. Google Think
- <sup>iv</sup> The Traveler's Path to Purchase. Millward Brown for Expedia Media Solutions, 2014
- <sup>v</sup> The 2013 Travelers Path To Decisions. Google Think
- <sup>vi</sup> Hotels.com. February 20, 2013
- <sup>vii</sup> MMGY Global. Portrait of the American Traveler, 2014
- <sup>viii</sup> Baby Boomer Media Experts, September 11, 2013
- <sup>ix</sup> Baby Boomer Media Experts, September 11, 2013
- <sup>x</sup> Deloitte Global. Hospitality 2015. Game Changers or Spectators
- <sup>xi</sup> The State of the American Traveler Study 2014, Destination Analysts
- <sup>xii</sup> The State of the American Traveler Study 2014, Destination Analysts
- <sup>xiii</sup> Hotwire American Travel Behavior Survey, 2014.
- <sup>xiv</sup> The 2013 Travelers Path To Decisions. Google Think
- <sup>xv</sup> The 2013 Travelers Path To Decisions. Google Think
- <sup>xvi</sup> Google 2014 Traveler's Road to Decision
- <sup>xvii</sup> JiWire. Mobile Audience Insights Report, May 22, 2013



# Annual Marketing Report Executive Summary

February 1 – October 31, 2014



Prepared by:



**AugustineIdeas**

**Blank Page**



## **Annual Marketing Report - Executive Summary** **February 1 – October 31, 2014**

### **Overnight Stays**

- Since the beginning of the TPRA fiscal year, February 1, 2014, collective marketing efforts have contributed to the Tourism Occupancy Tax (TOT) year over year growth. To date, from February-October 2014 saw an increase of \$342,847 TOT over the same period in 2013, a total increase of 10.5%.

### **Social Media**

#### **Facebook:**

- Travel Paso's Facebook page experienced epic growth to 13,388 fans (6,218+ new fans).
- Travel Paso's engagements (likes, shares, comments, check-ins) showed incredible growth—with 31,972 engagements, which is a 192% increase.
- We delivered 2.4 million impressions via our news feed postings and ads.
- On Facebook, the "daily people talking about this" totaled 41, with an average reach per post of 1,100, which is a 64% increase year over year.

#### **Twitter:**

- A total of 950 new followers were added during this campaign period for a total of 4,599 followers, which is a 30% growth year over year.
- During the first nine (9) months of this fiscal year, 1,282 new connections were made, along with 746 mentions, 1,942 clicks to our posts, and 460 retweets of our posts.

#### **YouTube:**

- Views to TravelPaso's YouTube page increased to a monthly average of 675 views year over year from an average of 325 monthly views.

#### **Social Sentiment Audit:**

- AugustinelIdeas conducted an audit of social sentiment on Travel Paso's TripAdvisor account, and to date there have been 14,993 reviews of Paso Robles. Of those reviews, hotel properties have received 6,356 reviews.

### **Monthly Consumer Enewsletter**

- Travel Paso's monthly consumer enewsletters have seen a 13% increase in distribution from 11,725 to 13,267 subscribers.
- The industry average for email open rate is 18.96%, and Travel Paso's consumer e-newsletter is trending quite a bit higher than the industry average with an open rate of 23.28%.
- The monthly industry e-newsletters are currently trending at a 3% click-through rate (CTR).

### **Weekly Industry Eblasts**

- The Paso Robles Hotels list has seen an open rate of 34.6% and a CTR of 4.15%.
- Our Hotel and Tourism Partner list has also seen an increase with an open rate of 32.5% and a CTR of 0.79%.



### **Website**

- Overall site sessions decreased by 27.52% year-over-year.
- Bounce Rate decreased by 13.38% year-over-year, from 51.19% down to 44.34%.
- Average Session Duration increased by 5.82% year-over-year, from 2:33 minutes to 2:41 minutes per session.
- Pages Per Session decreased by a nominal 0.46% year-over-year, from 3.67% to 3.65%.
- Traffic to the Travel Paso lodging page saw a 10% increase year over year, from 17,154 to 18,902 page views in the first nine (9) months of this year.

### **Search Engine Marketing (SEM)**

- Total Impressions: 784,165
- Total Clicks: 9,117
- Click-Thru Rate: 1.16%
- Most Effective Ad Group: Hotels
  - Total Impressions: 314,269
  - Total Clicks: 2,107
  - Click-Thru Rate: 0.67%

### **Public Relations**

- A total of 967,662,363 impressions to date, which is a 79% increase year over year.
- To date, we have made 282 pitches to media, 416 editorial placements, and written 32 blogs.
- Paso Robles has received incredible coverage in national publications including *The Huffington Post*, *The Sacramento Bee*, *The Washington Times*, *San Francisco Chronicle*, *Wine Enthusiast*, *SF Gate*, *Time.com*, *KSBY.com*, *The Tribune*, *Examiner.com*, *Los Angeles Times*, *Business Insider.com*, *About.com*, *AmericanTowns.com*, *Luxury Travel Magazine*, *NBC San Diego*, *ATOD Magazine*, and *Forbes Travel Guide*. Here are some examples of the stories placed to date:

# Table of Contents

## Annual Marketing Report - Executive Summary (Pages 1-6)

Overnight Stays .....	Page 1
Social Media .....	Page 1
Monthly Consumer Enewsletter .....	Page 2
Weekly Industry Eblasts .....	Page 3
Website .....	Page 3
Public Relations .....	Page 5

## Annual Marketing Report (Pages 8-22)

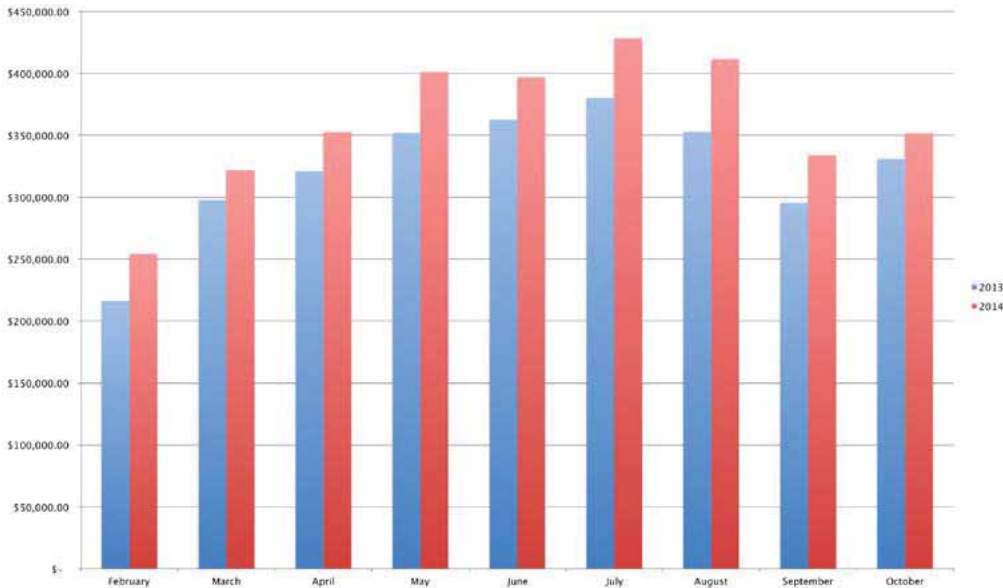
Brand Awareness .....	Page 9
Website Analytics .....	Page 9
Social Media Analytics .....	Page 11
Timeline Contests & Promotions .....	Page 17
Social Sentiment Audit .....	Page 18
Public Relations Analytics .....	Page 18
E-Marketing Analytics .....	Page 20
Tour and Travel Shows .....	Page 22
Strategic Partnerships .....	Page 22



## Executive Summary

### Overnight Stays

Since the beginning of the TPRA fiscal year, February 1, 2014, collective marketing efforts have contributed to the Tourism Occupancy Tax (TOT) year over year growth. To date, from February-October 2014 saw an increase of \$342,847 TOT over the same period in 2013, a total increase of 10.5%. With an additional three (3) months left to this reporting period, TOT is expected to continue to grow.



## Social Media

Campaign-to-date social platform interaction on both Facebook and Twitter continues to augment both paid and direct activity in elevating brand top-of-mind awareness and engaging consumer interest.

Report Year	Facebook	Twitter	YouTube Views (monthly avg.)	Pinterest	Instagram
Oct 2013	7,030	3,544	325	220	N/A
Oct 2014	13,388	4,599	675	354	354

### Facebook Fan Growth

Travel Paso's Facebook page experienced epic growth to 13,388 fans (6,218+ new fans). The benchmark goal at the beginning of the 14/15FY was to increase total fans by 50% to 10,895, and with three (3) months still left in this fiscal year, we have already exceeded that goal by 23% for a total growth to date of 91%.

### Facebook Engagement

Travel Paso's engagements (likes, shares, comments, check-ins) showed incredible growth—with 31,972 engagements. This is a 192% increase in engagement with our fans, and we will see that number continue to increase over the final three (3) months of the fiscal year

### Facebook Impressions

We delivered 2.4 million impressions via our news feed postings and ads. This number is down by 45% year over year due to a large amount of campaign dollars spent between April-May 2013 to promote food and wine getaways to the San Jose/Bay Area region. With three (3) months remaining in this fiscal year, we are confident that our impressions will continue to increase toward our benchmark of increasing our total impressions by 100%.

## Facebook Daily People Talking About This

On Facebook, the “daily people talking about this” totaled 41, with an average reach per post of 1,100. The benchmark for this fiscal year was to increase this number by 30%, and to date we have seen a 64% increase year over year. With an additional three (3) months left to our fiscal year, we will continue to see this number increase.

## Twitter Fan Growth

Platform engagement on Twitter continues to trend positively as engagement deepens. A total of 950 new followers were added during this campaign period for a total of 4,599 followers. This is a 30% growth year over year, and we expect growth to continue over the final three (3) months of this fiscal year.

## Twitter Engagement

Our influence with our followers is at the highest possible, and our engagement rate is truly one of the highest we’ve ever seen for a Twitter following of this size. During the first nine (9) months of this fiscal year, 1,282 new connections were made, along with 746 mentions, 1,942 clicks to our posts, and 460 retweets of our posts. This shows the viral nature of @TravelPaso.

## YouTube Views

Views to TravelPaso’s YouTube page increased to a monthly average of 675 views year over year from an average of 325 monthly views.

## Social Sentiment Audit

Augustineldeas conducted an audit of social sentiment on Travel Paso’s TripAdvisor account, and to date there have been 14,993 reviews of Paso Robles. Of those reviews, hotel properties have received 6,356 reviews. These hotels have received highly favorable reviews from consumers, and here is a snapshot of social sentiment:

Hotel Name	Number of Reviews	Stars (out of 5)
The Oaks Hotel	287	4.5
La Quinta Inn & Suites	475	4.5
Hotel Cheval	196	4.5
Adelaide Inn	464	4.5
Best Western Plus Black Oak	390	4.5

## Monthly Consumer Enewsletter

### Distribution

Travel Paso’s monthly consumer enewsletters have seen a 13% increase in distribution from 11,725 to 13,267 subscribers. This number will further increase over the final three (3) months of this fiscal year, significantly due to the email sign-ups collected during Sunset’s SAVOR the Central Coast event, with the use of the interactive photo booth app. We are confident that we will meet the benchmark set forth of a 25% increase in distribution.

### Open Rate

The industry average for email open rate is 18.96%, and Travel Paso’s consumer e-newsletter is trending quite a bit higher than the industry average with an open rate of 23.28%. The benchmark set forth was an increase of 25%, and with the recent update to the e-newsletter template, we are confident that we will be able to hit that benchmark during the final three (3) months of this fiscal year.

### Click Rate

The monthly industry e-newsletters are currently trending at a 3% click-through rate (CTR). With the recent implementation of a new eblast template for the final three (3) months of this fiscal year, we should see that CTR increase.

## Weekly Industry Eblasts

### Distribution

In March, Travel Paso began their Weekly Wednesday Watch List email campaign. This weekly email campaign enabled Travel Paso to communicate with hotel and tourism partners about upcoming events and opportunities, with the list of recipients alternating every other week to be sent to just the hotel partners on the first and third Wednesdays, and to include the greater list of local travel and tourism partners (i.e.-restaurants, wineries, tour companies, etc.) on the second and fourth Wednesdays.

### Open Rate

The open rate for these emails has far exceeded the industry average of 18.96%. To date, with our Paso Robles Hotels list, we have seen an open rate of 34.6% and a CTR of 4.15%.

### Click Rate

Our Hotel and Tourism Partner list has also seen an increase with an open rate of 32.5% and a CTR of 0.79%.

## Website

### Traffic Situation Analysis

In annual review, paid digital media performance achieved significant results in effectively driving and sustaining website traffic since the paid campaign launched March 24, of this year. While overall sites visitation activity has decreased, consumer engagement has increased – meaning a more qualified, engaged consumer is onsite longer and drilling down deeper into the site. However, the trend of declining overall traffic is not one taken lightly. Looking forward, we have identified specific changes and marketing strategies to address this challenge in the upcoming marketing plan.

### Highlighted Metrics

Benchmark: Feb 1, 2013 – Oct 31, 2013 to Feb 1, 2014 to Oct 31, 2014

- Overall site sessions:
  - Decreased by 27.52% year-over-year.
    - These are total site sessions by all users, not indicating engagement or actual interest in Paso Robles as a destination.
    - Reduction appears to be the result of decreased organic and direct site visits, as well as a 2013 Facebook paid social campaign.
- Metrics illustrating heightened consumer engagement:
  - Bounce Rate: Decreased by 13.38% year-over-year, from 51.19% down to 44.34%.
    - This indicates a dramatic increase in consumer engagement, meaning a more qualified consumer is being targeted.
  - Average Session Duration: Increased by 5.82% year-over-year, from 2:33 minutes to 2:41 minutes per session.
    - Another positive indicator that a more qualified consumer is being driven to site, illustrating stronger engagement.
  - Pages Per Session: Decreased by a nominal 0.46% year-over-year, from 3.67% to 3.65%.
    - Such a reduction is inconsequential and illustrates sustained user activity.
    - User activity that records an average of 3-plus pages per visit is regarded as a strong indicator of engaged consumer connectivity.

## **Rationale**

While there are no exact conclusions for the decreases in year-over-year organic and direct site visitation, metric analysis does suggest that a more consistent display advertising outreach may have a residual impact on such channels. As a result, more balanced mix of display and SEM would likely produce more direct and organic visitation.

- Digital display advertising establishes:
  - A demand generation driver
  - Has a residual impact on both direct- and organic-generated traffic.
- Search Engine Marketing (SEM) establishes:
  - Generates expressed-interest traffic without broader, residual effects.

Having a scenario where overall site traffic trends lower, but consumer engagement is being strengthened at the same time is not necessarily a detrimental issue. Such an occurrence is much more favorable than the reverse – site traffic increasing, but engagement metrics declining. Ideally, both should trend in unison. As recommended, implementation of the Quantcast campaign will help to achieve this objective.

## **Paid Analysis**

From a search engine marketing (SEM) perspective, paid results continued to increase throughout the year generating a total of 9,117 total clicks, February 1 through October 31.

Total delivered impressions have also continued to accelerate through October. The following segments paid performance:

- Total Impressions: 784,165
- Total Clicks: 9,117
- Click-Thru Rate: 1.16%
- Most Effective Ad Group: Hotels
  - Total Impressions: 314,269
  - Total Clicks: 2,107
  - Click-Thru Rate: 0.67%

## **Lodging Page Traffic**

Traffic to the Travel Paso lodging page saw an increase year over year, from 17,154 to 18,902 page views in the first nine (9) months of this year. This is a 10% increase, and with an additional three (3) months remaining to this fiscal year, we will continue to see an additional increase in lodging page views.

## Public Relations

### Media Impressions

AugustineIdeas was tasked with a benchmark of 200 million media impressions over a 12-month period, and have delivered 967,662,363 impressions to date. At the time of this report we are tracking 767,662,363 impressions above and beyond that benchmark; an increase of 79%. We are also tracking at a 33% increase year over year in media impressions, with an additional three (3) months left to further increase that percentage within the current fiscal year.

### Media Hits

AugustineIdeas successfully delivered and executed an effective public relations strategy and tactics throughout the year. Our team has built a strong foundation of long-term relationships with targeted media, supporting Paso Robles as a strong player in the travel industry. Our approach created consistent, top-of-mind brand awareness within multiple target markets. To date, we have made 282 pitches to media, 416 editorial placements, and written 32 blogs.

Paso Robles has received incredible coverage in national publications including The Huffington Post, The Sacramento Bee, The Washington Times, San Francisco Chronicle, Wine Enthusiast, SF Gate, Time.com, KSBY.com, The Tribune, Examiner.com, Los Angeles Times, Business Insider.com, About.com, AmericanTowns.com, Luxury Travel Magazine, NBC San Diego, ATOD Magazine, and Forbes Travel Guide. Here are some examples of the stories placed to date:

#### Examiner.com

<http://www.examiner.com/article/sunset-savor-the-central-coast-discovering-halter-ranch>

#### KSBY.com

<http://www.ksby.com/news/runners-lace-up-shoes-for-harvest-marathon/>

#### Time.com

<http://time.com/3502965/beers-oktoberfest/>

#### The Tribune

<http://www.sanluisobispo.com/2014/10/01/3273656/the-collins-orchard-in-paso-robles.html>

#### NBC Bay Area

<http://www.nbcbayarea.com/blogs/worth-the-trip/Love-Day-in-San-Luis-Obispo-County-243376671.html>

#### NBC San Diego

<http://www.nbcsandiego.com/blogs/worth-the-trip/May-Merry-Paso-Wine-Festival-255733671.html>

#### Los Angeles Times

<http://www.latimes.com/food/dailydish/la-dd-escape-to-the-wine-country-for-these-late-april-events-20140411,0,6450334.story#axzz2zGIZ1M4r>

#### Business Insider

<http://www.businessinsider.com/awesome-summer-road-trips-around-the-country-2014-4#!KqTaw>

#### Theweek.com

<http://theweek.com/article/index/260634/8-great-weekend-getaways-that-wont-break-the-bank>

**About.com**

<http://gocalifornia.about.com/od/casanluisobispocounty/fl/Justin-Winery.htm>

**ATOD Magazine**

<http://atodmagazine.com/2014/06/12/thomas-hill-organics/>

**Americantowns.com**

<http://www.american towns.com/ca/pasorobles/news/paso-robles-taste-of-downtown-offers-a-saturday-of-fine-cuisine-music-art-20153103>

**Luxury Travel Magazine**

<http://www.luxurytravelmagazine.com/news-articles/top-10-ways-to-experience-california-wine-country-22221.php>

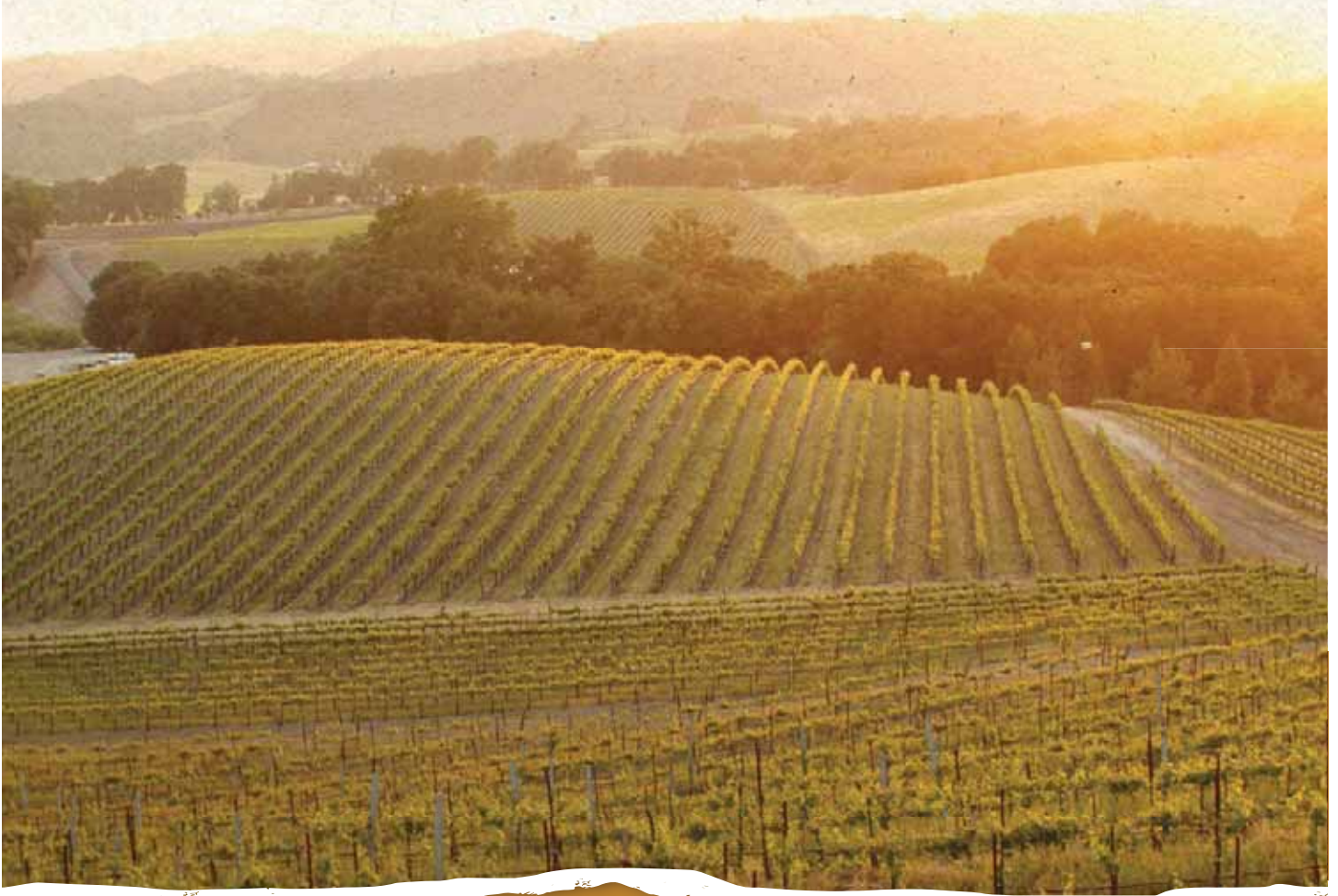
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# Annual Marketing Report

February 1 – October 31, 2014



Prepared by:



**AugustineIdeas**



## Brand Awareness

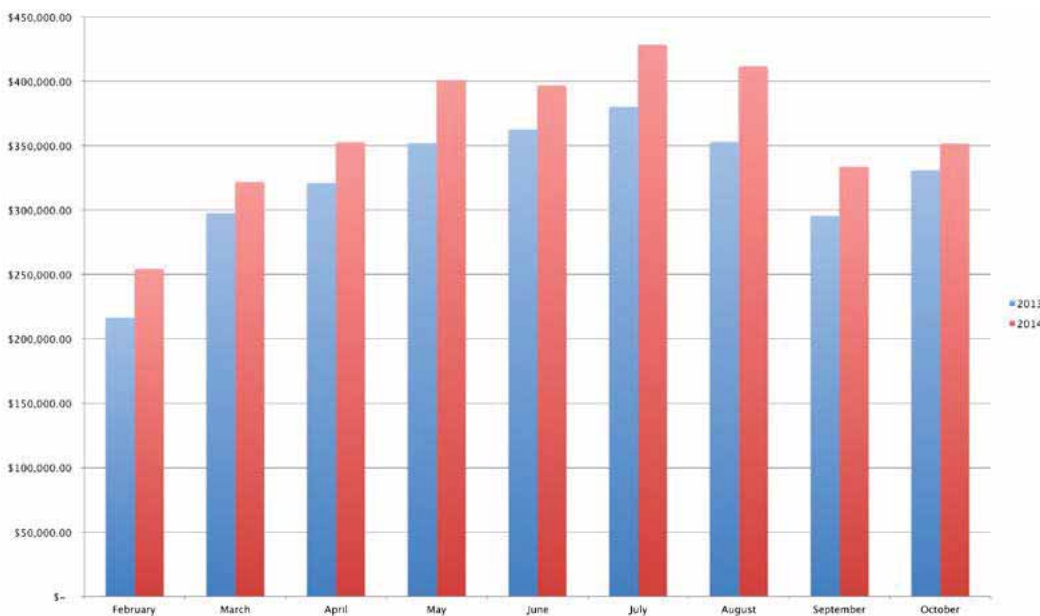
### Brand Messaging

Paid advertising efforts were focused primarily on the shoulder season, with steady messaging positioning Paso Robles as a “Wine and More” destination. All messaging tied back to the core brand pillars of Food and Wine, Outdoor Recreation and Attractions. Target markets included Los Angeles/Orange County, San Francisco Bay Area, Silicon Valley and the Central Valley.

### Impact of Tourism Marketing

Since the beginning of the TPRA fiscal year, February 1, 2014, collective marketing efforts have contributed to the Tourism Occupancy Tax (TOT) year over year growth. With an additional three (3) months left in this reporting period, TOT is expected to continue to grow.

## Website Analytics



### Situation Analysis

In annual review, paid digital media performance achieved significant results in effectively driving and sustaining website traffic since the paid campaign launched March 24, of this year. While overall sites visitation activity has decreased, consumer engagement has increased – meaning a more qualified, engaged consumer is onsite longer and drilling down deeper into the site.

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## Paid Analysis

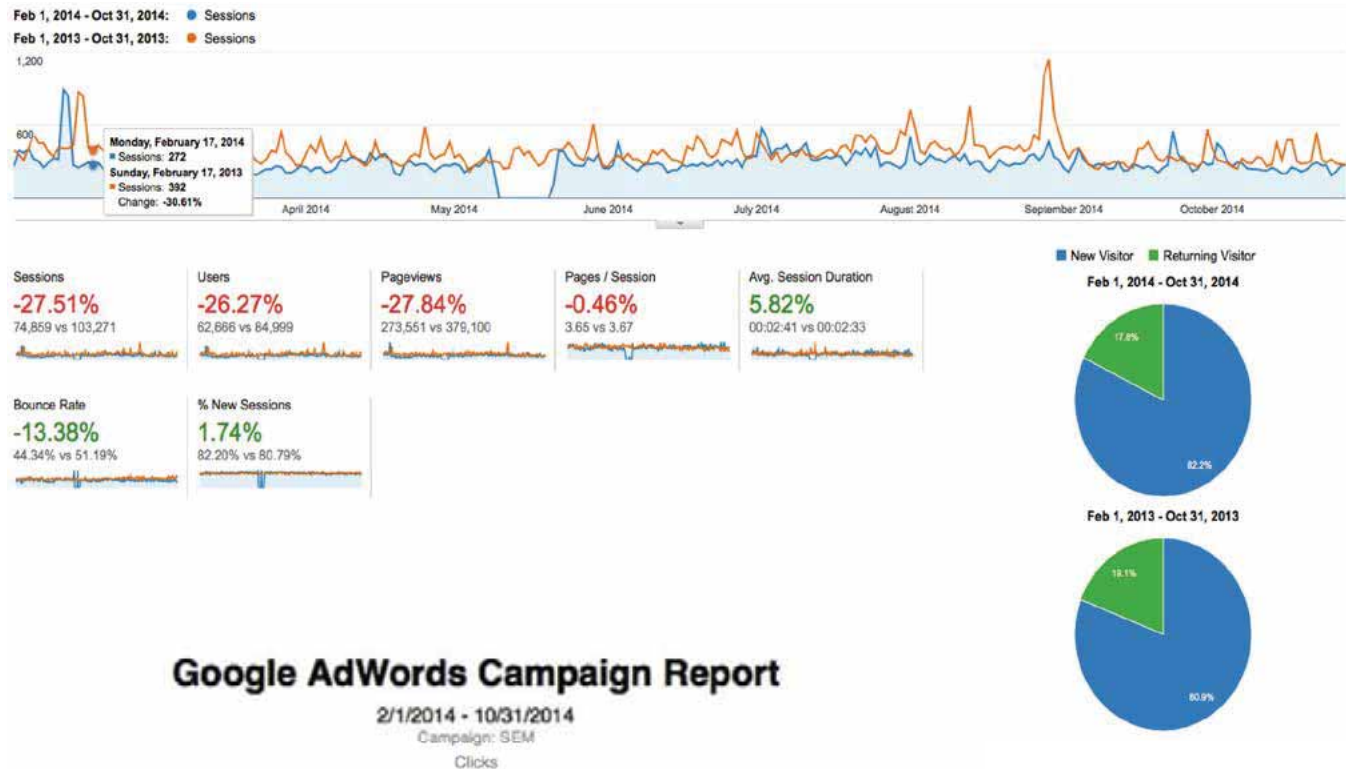
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## Social Media Analytics

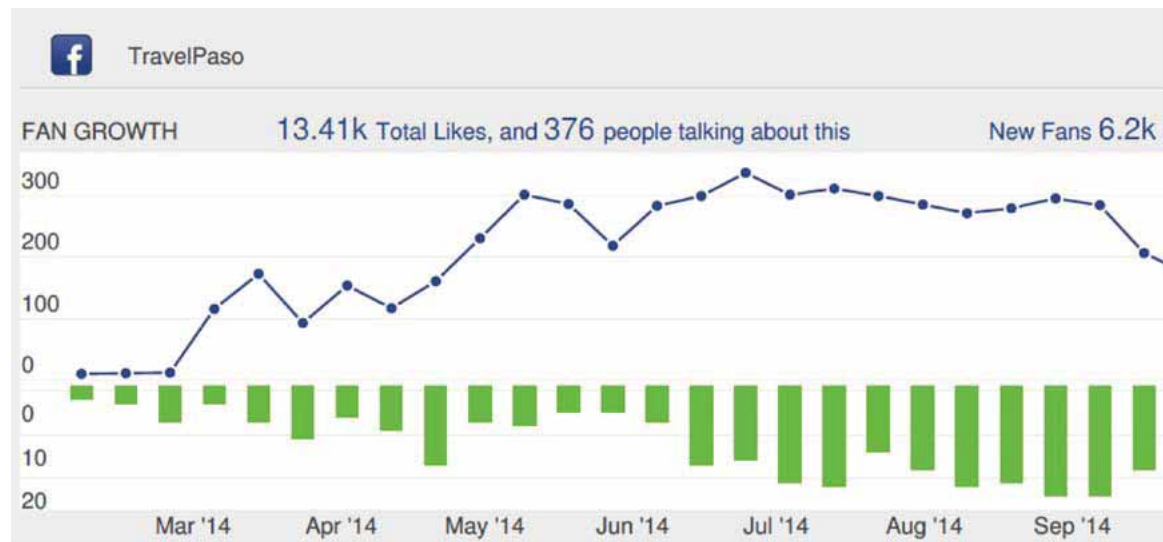
Campaign-to-date social platform interaction on both Facebook and Twitter continue to augment both paid and direct activity in elevating brand top-of-mind awareness and engaging consumer interest.

- Facebook: Platform engagement activity continues to strengthen as evidenced with 6,218 new Facebook fans and 31,972 total engagements.
- Twitter: Platform engagement on Twitter also continues to trend positively as engagement deepens. A total of 950 new followers were added during this campaign and, most significantly, 1,282 new connections were made.
- Instagram: Travel Paso has added 354 new Instagram followers during this campaign period.
- Pinterest: Travel Paso added 354 new followers on Pinterest for a total of 604 followers.

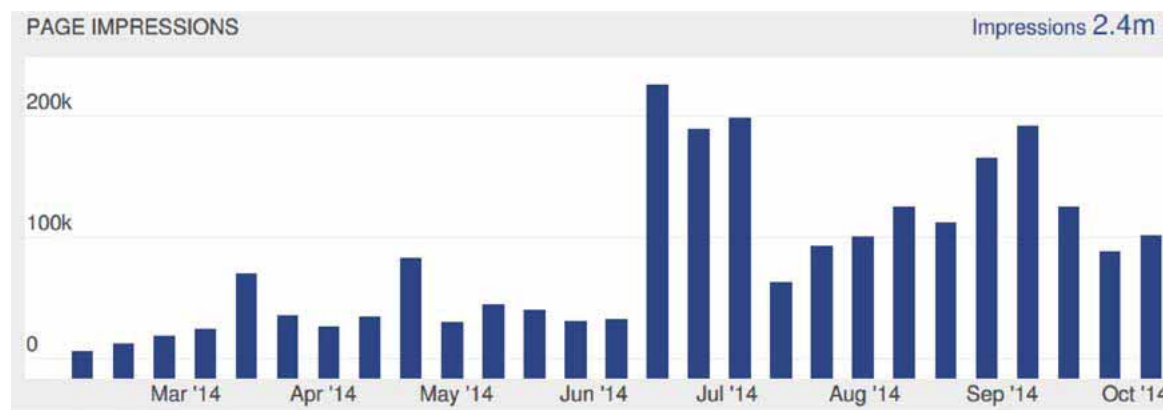
Report Year	Facebook	Twitter	YouTube Views (monthly avg.)	Pinterest	Instagram
Oct 2013	7,030	3,544	325	220	N/A
Oct 2014	13,388	4,599	675	354	354

### Travel Paso: Facebook Analysis

Travel Paso's Facebook page experienced monumental growth to 13,388 fans (6,218+ new fans). The benchmark at the beginning of the 14/15FY was to increase total fans by 50% to 10,895, and with three (3) months still left in this fiscal year, we have already exceeded that goal by 23% for a total growth to date of 91%.



We delivered 2.4 million impressions via our news feed postings and ads. This number is down by 45% year over year due to a large amount of campaign dollars spent between April-May 2013 to promote food and wine getaways to the San Jose/Bay Area region. With three (3) months remaining in this fiscal year, we are confident that our impressions will continue to increase to come closer to our benchmark of increasing our total impressions.



We drove 31,972 engagements (likes, shares, comments, check-ins) - that's thousands of truly priceless engagements with our fans. These numbers are off the charts for a page of our size! We have increased engagement with our fans by 192%, and will see that number increase further with the addition of reporting over the final three (3) months of the fiscal year.

## SHARING

how people are sharing your content

### STORIES

Stories Created 31,972 by 26,239 users



### SHARE TYPE



- Page Post 20.4k
- Fan 6.3k
- Other 4.9k
- User Post 216
- Mention 11
- Checkin 3
- Question 0

### BY DAY OF WEEK

Day	Avg	Total
Sun	82.6	3.3k
Mon	117.2	4.7k
Tue	112.5	4.5k
Wed	128.8	5.2k
Thu	160	6.2k
Fri	118.9	4.6k
Sat	86.3	3.5k

## IMPRESSION DEMOGRAPHICS

### AGE & GENDER

Age Group	Male (k)	Female (k)
13-17	3.3k	3.7k
18-24	53.9k	52.5k
25-34	85.0k	131.2k
35-44	73.5k	139.4k
45-54	65.2k	140.3k
55+	77.9k	163.9k



36%  
Male



64%  
Female

## TOP CITIES

Paso Robles, CA	86.5k
San Luis Obispo, CA	63.4k
Los Angeles, CA	51.9k
Atascadero, CA	33.6k
Bakersfield, CA	26.3k

Daily people talking about this totaled 41, with an average reach per post of 1,100. This is a 64% increase year over year, and with an additional three (3) months left to our fiscal year, we will continue to see this number increase.

### Average Reach per post - 1,100

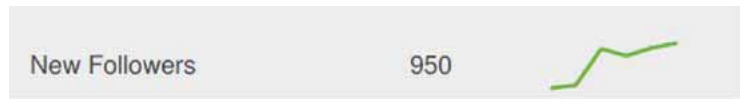
#### AVG. PER POST

Reach	1.1k
People Talking About This	41
Engagement	10%



## Travel Paso: Twitter Analysis

We have 4,599 followers (950+ new followers), 1,282 connections with our followers, 746 mentions, 1,942 post clicks, and 460 retweets, as noted below.



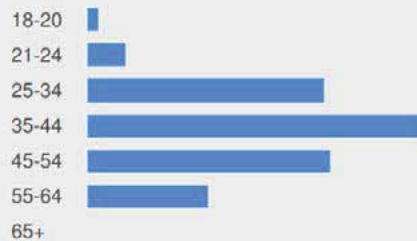
1,282 connections  
made in this time period



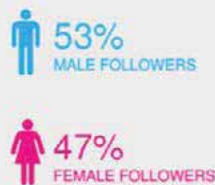
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER



## KEY INDICATORS

Measure how you're conversing with your audience

### MY SOCIAL SCORES



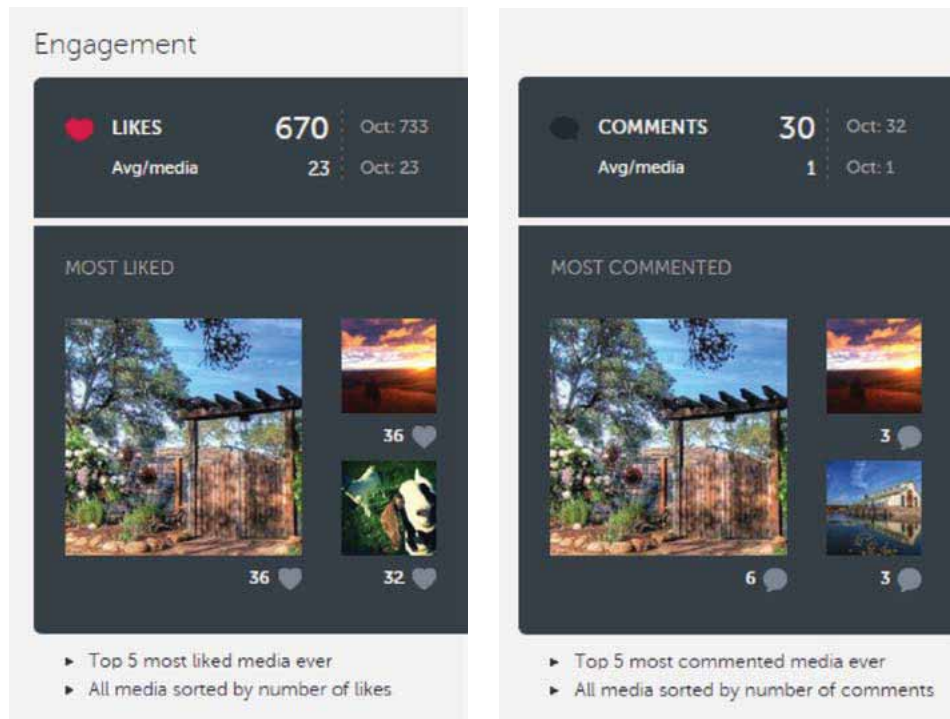
### TWEETING BEHAVIOR



Our influence is at the highest possible rate, and our engagement is truly one of the highest we've ever seen for a Twitter following of this size. Typically destinations rank around 20-25% engagement.

## Travel Paso: Instagram Analysis Following on Instagram:

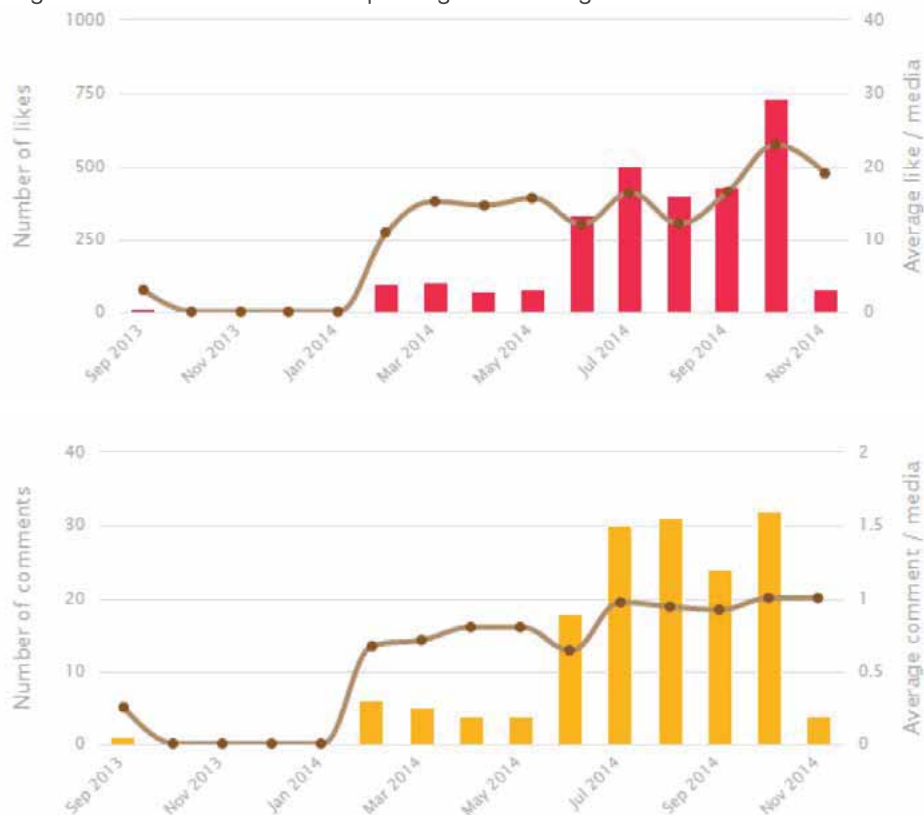
The @TravelPaso Instagram audience continued to consistently grow by the same number of followers as previous months. *Travel Paso is currently at 354 Instagram followers.* This is a new social platform for Travel Paso this fiscal year.

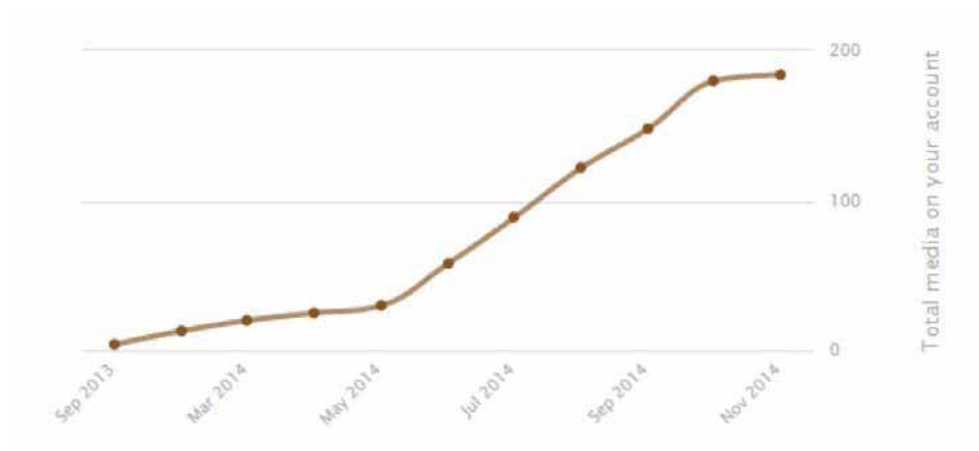


Instagram Engagement Likes and Comment Growth—engagement has gone up 10x:

### GROWTH HISTORY

Instagram Content Posted—we're posting more Instagram content than before:





#### MOST LIKED MEDIA, EVER!



36 ❤️



36 ❤️



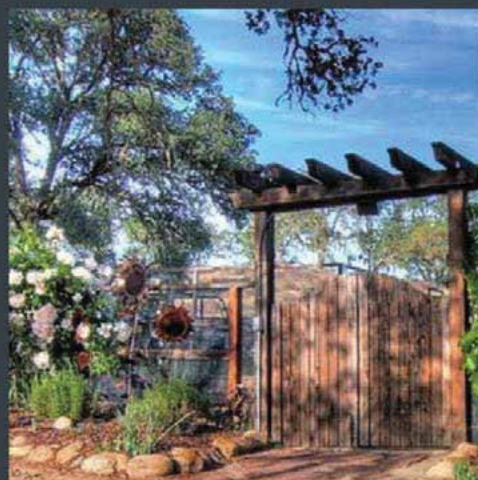
36 ❤️



34 ❤️



32 ❤️



6



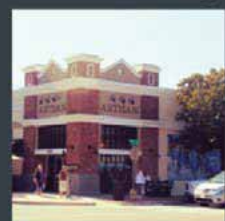
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6



6



4



## Timeline Contests and Promotions


Throughout the year we have conducted more than 20 Facebook promotions and contests to increase followers and engagement. These contests included giveaways promoting the following local events:

- Garagiste Festival
- Paderewski Festival
- Sip & Swing
- Pianetta Palooza
- Sunset's SAVOR the Central Coast—Paso Robles Adventure Tours
- Sunset's SAVOR the Central Coast
- Three Speckled Hens Antique Show
- Beaverstock
- Crush & Roll West
- California Mid-State Fair
- Parkfield Bluegrass Festival
- Paso Robles Wine Festival
- Paso Robles CAB Collective
- Paso Robles Rotary Winemakers' Cookoff

Upwards of 42,000 people have been reached through these timeline contests, with more than 3,000 likes/comments/shares.

### Post Details

Reported stats may be delayed from what appears on posts






**TravelPaso** with Joe Thomas
 

October 8 at 5:30pm

**FAN CONTEST!! \*\*WIN 2 Night Hotel Stay in Paso Robles\*\***

Have you visited Paso Robles recently? If so, please tell us the five adjectives that you feel best describe Paso.

We'll randomly select a winner from all entries. Visit our page on October 13 to see if you've won a 2 night stay in beautiful Paso Robles!

7,912 people reached

Like · Comment · Share · 152 · 187 · 22

[Boost Post](#)

**7,912** People Reached

**396** Likes, Comments & Shares

<b>178</b> Likes	<b>152</b> On Post	<b>26</b> On Shares
<b>194</b> Comments	<b>188</b> On Post	<b>6</b> On Shares
<b>24</b> Shares	<b>22</b> On Post	<b>2</b> On Shares

**585** Post Clicks

<b>208</b> Photo Views	<b>0</b> Link Clicks	<b>377</b> Other Clicks
---------------------------	-------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## Social Sentiment Audit

Augustineldeas conducted an audit of social sentiment on Travel Paso's Tripadvisor account, and to date there have been 14,993 reviews of Paso Robles. Of those reviews, hotel properties have received 6,356 reviews. These hotels have received highly favorable reviews from consumers, and here is a snapshot of social sentiment:

Hotel Name	Number of Reviews	Stars <i>(out of 5)</i>
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## Public Relations Analytics

### Overview

Augustineldeas successfully delivered and executed an effective public relations strategy and tactics throughout the year. Our team has built a strong foundation of long-term relationships with targeted media, supporting Paso Robles as a strong player in the travel industry. Our approach created consistent, top of mind brand awareness within multiple target markets.

### Press Releases and Themed Program Support

Each quarter, our team coordinated with the TPRA and partners to create a list of "What's New" information to pitch to targeted media publications and journalists. This year, the team successfully distributed and pitched three "What's New" releases on the Web.

### Media Pitching and Press Visits

Reactive and proactive pitching has been one of our most successful tactics supporting the objectives of the TPRA. Increasing brand awareness for Paso Robles has allowed for a variety of feature stories and positive media coverage promoting the destination.

- Topic pitches to media: 282

### Familiarization (FAM) Tours

Two media FAM tours were coordinated and executed on behalf of TPRA:

- June 18-20, 2014
  - Nine (9) media attendees from 8 different outlets participated
  - 17 Paso partners (restaurants, hotels, tour companies) participated
- October 7-9, 2014
  - Three (3) media attendees from two (2) different outlets participated, with additional follow up interviews
  - 16 Paso partners (restaurants, hotels, tour companies) participated
  - Total media impressions: 1,395,297 with a spread of 252,962

## Public Relations Measurements and Results:

- Editorial placements: 416
- Earned media impressions: 967,662,363
  - Augustineldeas was tasked with a benchmark of 200 million media impressions over a 12-month period. At the time of this report, we are tracking 767,662,363 impressions above and beyond that benchmark; an increase of 79%. We are also tracking at a 33% increase year over year in media impressions, with an additional three (3) months left to further increase that percentage within the current fiscal year.

THE HUFFINGTON POST  
BREAKING NEWS AND OPINION

THE SACRAMENTO BEE

San Francisco Chronicle

The Washington Times

SFGate

Forbes  
TRAVEL GUIDE

Here are some examples of the stories placed to date:

### Examiner.com

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### Time.com

<http://time.com/3502965/beers-oktoberfest/>

### The Tribune

<http://www.sanluisobispo.com/2014/10/01/3273656/the-collins-orchard-in-paso-robles.html>

### NBC Bay Area

<http://www.nbcbayarea.com/blogs/worth-the-trip/Love-Day-in-San-Luis-Obispo-County-243376671.html>

### NBC San Diego

<http://www.nbcsandiego.com/blogs/worth-the-trip/May-Merry-Paso-Wine-Festival-255733671.html>

### Los Angeles Times

<http://www.latimes.com/food/dailydish/la-dd-escape-to-the-wine-country-for-these-late-april-events-20140411,0,6450334.story#axzz2zGIZ1M4r>

### Business Insider

<http://www.businessinsider.com/awesome-summer-road-trips-around-the-country-2014-4#!KqTaw>

### Theweek.com

<http://theweek.com/article/index/260634/8-great-weekend-getaways-that-wont-break-the-bank>

## About.com

<http://gocalifornia.about.com/od/casanluisobispocounty/fl/Justin-Winery.htm>

## ATOD Magazine

<http://atodmagazine.com/2014/06/12/thomas-hill-organics/>

## Americantowns.com

<http://www.american towns.com/ca/pasorobles/news/paso-robles-taste-of-downtown-offers-a-saturday-of-fine-cuisine-music-art-20153103>

## Luxury Travel Magazine

<http://www.luxurytravelmagazine.com/news-articles/top-10-ways-to-experience-california-wine-country-22221.php>

## Travel Paso Blog Results:

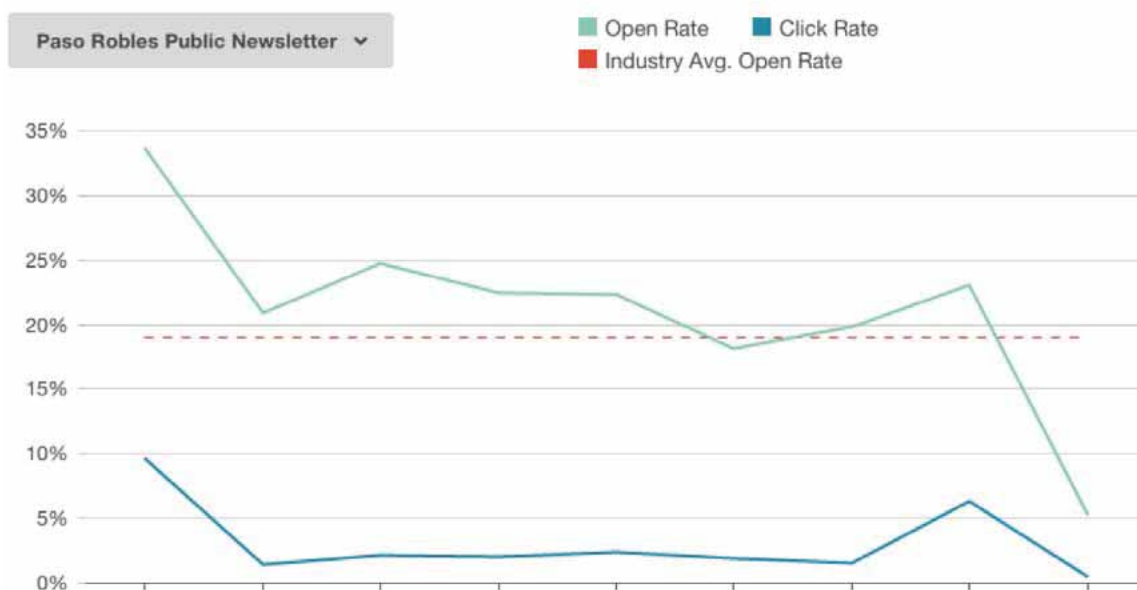
- Blogs written: 32
- Guest blogger content incorporated on a monthly basis

## E-Marketing Analytics

### Monthly Consumer Eblasts

Travel Paso's monthly consumer e-newsletters have seen a 13% increase in distribution from 11,725 to 13,267 subscribers. We anticipate that this number will further increase over the final three (3) months of this fiscal year, and will increase significantly due to the email sign-ups collected during Sunset's SAVOR the Central Coast event with the use of the interactive photo booth app. We are confident that we will meet the benchmark set forth of a 25% increase in distribution.

The industry average for an open rate of emails is 18.96%, and Travel Paso's consumer e-newsletter is trending higher than the industry average with an open rate of 23.28%. The benchmark set forth was an increase of 25%, and with the recent update to the e-newsletter template, we are confident that we will be able to hit that benchmark during the final three (3) months of this fiscal year.

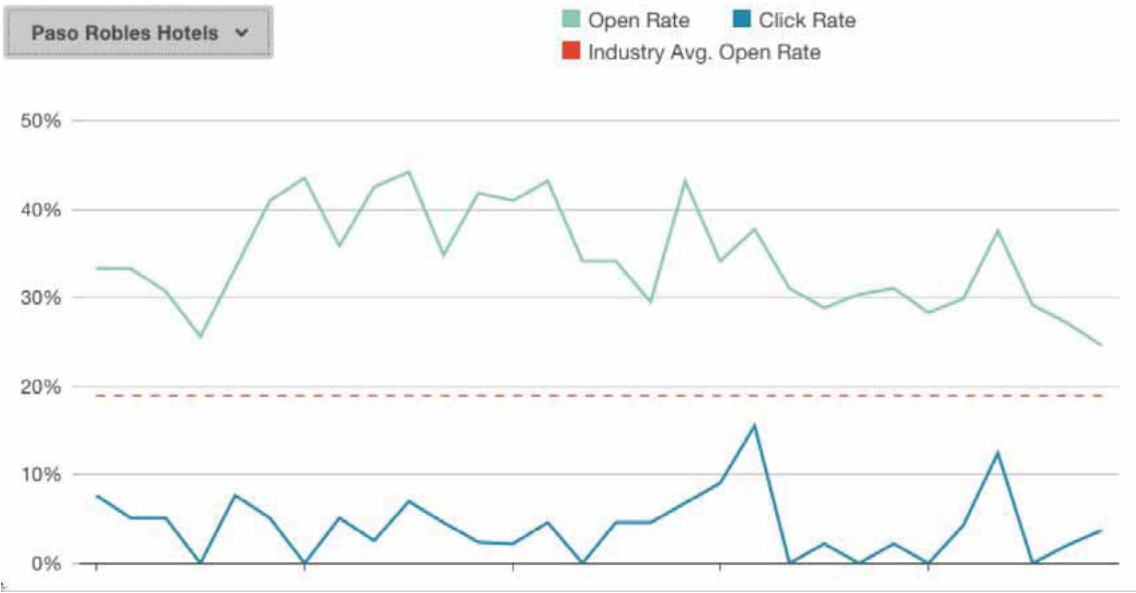


The monthly industry e-newsletters are currently trending at a 3% click-through rate (CTR). With the recent implementation of a new eblast template for the final three (3) months of this fiscal year, we should see that CTR increase.

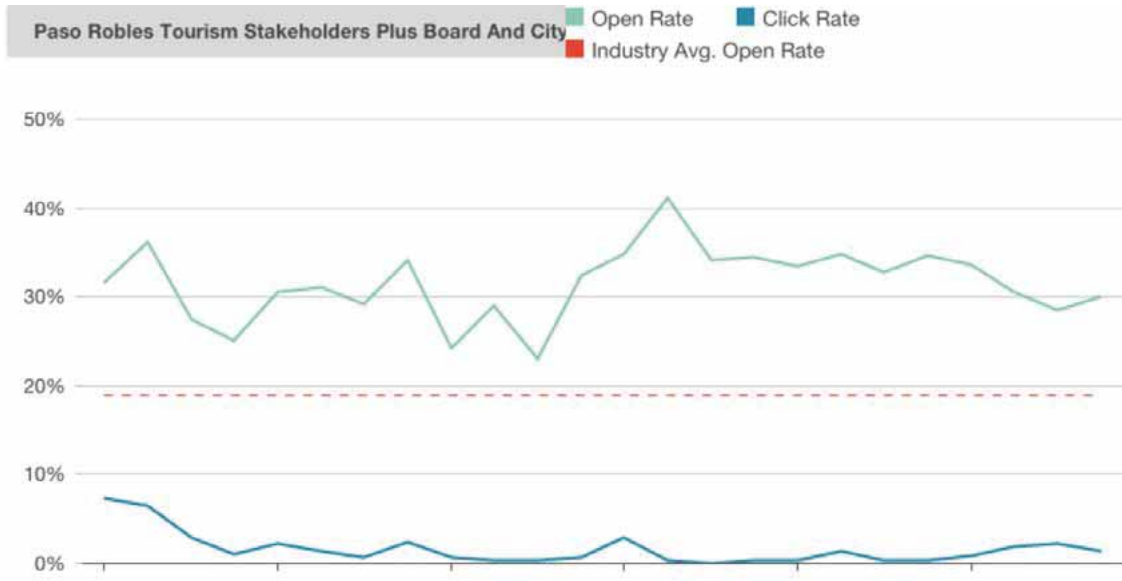
Weekly Industry Eblasts

In March, Travel Paso began their Weekly Wednesday Watch List email campaign. This weekly email campaign enabled Travel Paso to communicate with hotel and tourism partners about upcoming events and opportunities, with the list of recipients alternating every other week to be sent to just the hotel partners on the first and third Wednesdays, and to include the greater list of local travel and tourism partners (i.e.-restaurants, wineries, tour companies, etc.) on the second and fourth Wednesdays.

The open rate for these emails has far exceeded the industry average of 18.96%. To date, with our Paso Robles Hotels list, we have seen an open rate of 34.6% and a CTR of 4.15%.



Our Hotel and Tourism Partner list has also seen an increase with an open rate of 32.5% and a CTR of 0.79%.



## Tour and Travel Trade Shows

Travel Paso assisted Destination Manager Amanda Diefenderfer with marketing materials for her attendance and participation at the following shows:

- NTA, Los Angeles, January 2014
- Visit California Outlook Forum, Pasadena, February 2014
- Visit California Media Event, New York, March 2014
- International Pow Wow (IPW), Chicago, April 2014
- Sunset SAVOR the Central Coast, September 2014

## Strategic Partnerships

Travel Paso continues to build key marketing relationships with local, county, regional, state and international tourism partners in an effort to leverage TPRA marketing dollars and expand the reach and exposure of the Paso Robles brand.

- Visit California
- Visit San Luis Obispo County
- City of Paso Robles
- Paso Robles Wine Country Alliance (PRWCA)
- Paso Robles Chamber of Commerce
- Paso Robles Main Street Association
- Hearst Castle