



BUELLTON VISITORS BUREAU

July 1, 2018-June 30, 2019 Year End Report

History

- The City of Buellton contracts with the Chamber of Commerce to operate a Visitors Bureau for the promotion of tourism and economic development.
- The Visitors Bureau receives \$400k/annually to promote and market Buellton as a tourism destination. This fiscal year, an additional \$50k was awarded to the Visitors Bureau for a total of \$450k.
- The contract breaks down the budget into 4 categories:
 - 1) T-1 Operation of Visitor Center
 - 2) T-2 Grants/Specific Projects
 - 3) T-3 Economic Development
 - 4) T-4 Promo/Advertising

Overview

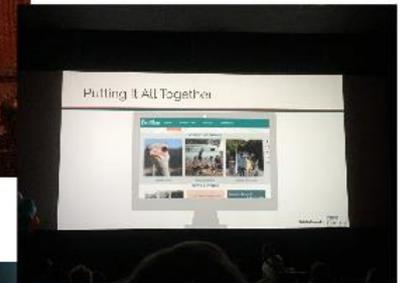
- The Buellton Visitors Bureau (VB) continues to promote Buellton on a domestic and international level. Through print, digital, social media, Public Relations and trade shows the VB has been able to engage with visitors from around the globe.
- The VB has been working on the implementation of the strategic marketing plan and planning for upcoming years for the promotion of Buellton.
 - We continue to work with 360View PR for our public relations and outreach to travel media. We have had the privilege of hosting various writers/bloggers/influencers to Buellton and have also traveled to LA to host a media event as well. We continue to receive great exposure in various publications, digital and on social media.
 - We continue to work with Solutions on 2nd for our marketing development and implementation of the strategic plan, which included the brand and website development, image and content management, and developing and executing a social media strategy.
 - We worked closely with our Tourism Marketing Council as we developed our new brand and website. Their input and research was valuable in the creation and selection of our design and brand development.

Discover Buellton, CA

In August of 2017, the Buellton Visitors Bureau board of directors set out to rebrand the destination to better demonstrate the modern attractions and amenities of the city.

A Tourism Marketing Council was developed with marketing representatives from Buellton's four primary tourism sectors (lodging, dining, alcohol, attractions) to lead this effort, taking a deep look at each aspect of the marketing program and providing recommendations to the Board of Directors.

The result of this effort was the Destination Brand Launch held at Parks Plaza Theatre on July 26, 2018.



Buellton Visitors Bureau Budget

Income

7/1/18 – 6/30/19

City of Buellton

\$450,000.00

Expenses

7/1/18 –
6/30/19

Spent

Budget

T-1 Operation
of VB

140,330.43

145,700.00

T-2 Grants/
Specific
Projects

14,070.00

14,000.00

T-3 Economic
Dev.

3,379.62

3,000.00

T-4 Promo/
Advertising

287,540.65

287,300.00

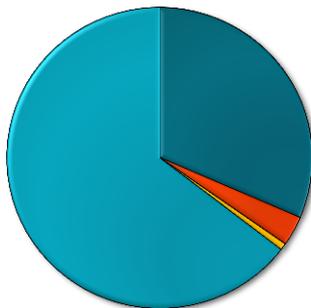
Total
Expenses

445,320.70

450,000.00

Expenses

Over 65% of the budget was used for Promotion & Advertising

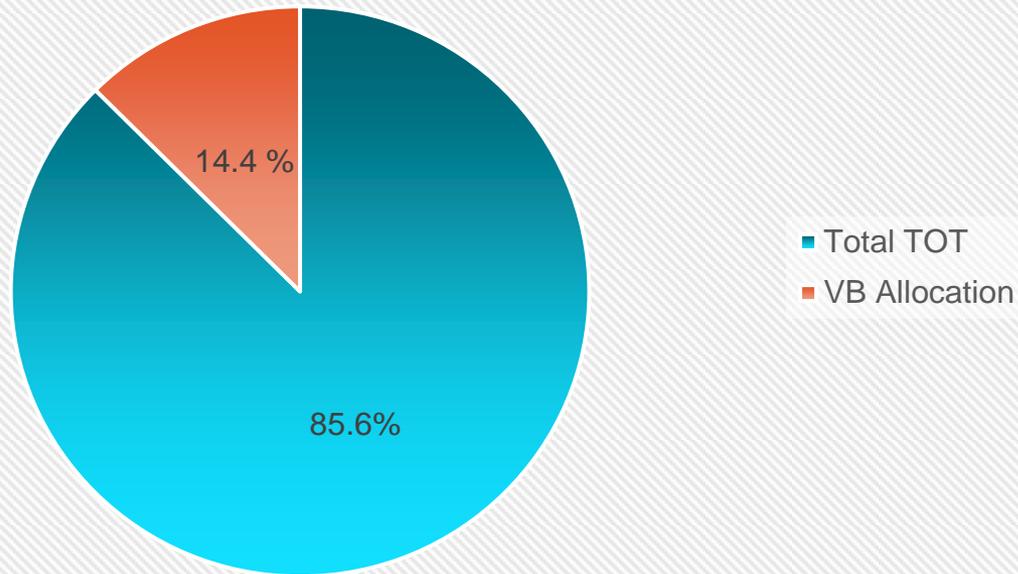


■ T-1 ■ T-2 ■ T-3 ■ T-4

Comparison of TOT to VB allocation

Percentage of VB Allocation compared to TOT collected by the City

Over \$3 million was collected in TOT for the fiscal year 18/19. A 127% increase of the estimated revenue.



Sponsorships & Donations

The Buellton Visitors Bureau continues to support local events that generate overnight stays.

We are grateful for the businesses and organizations who choose to host events in Buellton and realize the importance of supporting these events. It is our obligation to promote the City of Buellton, along with the activities that take place and influence the traveler to come stay with us.

The Visitors Bureau sponsored over \$12,000.00 to local events and organizations this year.

- Wheels N Windmills Car Show
- 4th of July Fireworks – SYV Rotary
- Wine & Chili Fest lanyard sponsor
- Lagerville at Figueora Mtn. Brewing
- Blind and Disabled Golf Tournament
- The Gas Up Dry Lakes racing event

DISCOVER
Buellton
.COM

Visitor Traffic

The Visitors Bureau attracts visitors from around the world. We invite our visitors to sign our guest book and let us know where they are from.

We track our visitors at the Visitors Center by logging how many people were in each party and what information they were requesting. We also track calls coming in requesting information.

We have cut back on the mailings we do since we have redirected our marketing to more digital platforms. This allows us to grow our email list which we reach out to on a monthly basis.

We also provide welcome bags to groups coming into the area for reunions, corporate retreats, weddings, and gatherings.

Quality customer service goes a long way and turns overnight guests into repeat customers.

2017-2018	Walk-Ins & Calls	Mailings	Total Contacts
July	285	50	335
August	381	102	483
September	354	147	501
October	313	117	430
November	324	110	434
December	255	64	319
January	327	87	414
February	233	92	325
March	344	99	443
April	478	18	496
May	310	22	332
June	322	36	358
Totals	3,926	944	4870

Visitor Bags

Q1	100
Q2	280
Q3	245
Q4	93
Totals	718

Who's looking at Buellton? DiscoverBuellton.com

DiscoverBuellton.com sees significant traffic from around the world.

On an international level, we continue to attract the Canadian market. Given its proximity to California, this makes a good drive market for our state. We continue to see the Asian market as well as South America markets showing interest in our area. Many factors drive the international market including exchange rates and ease of getting a visa.

On a domestic level, Southern California continues to be a prime market for our destination. We're seeing more eastern and mid-western states showing interest in our destination, as well as our neighboring states to the north and east.

Top countries visiting our website are:

- USA
- Canada
- India
- Thailand
- Mexico
- United Kingdom
- Brazil
- Philippines
- China
- Australia



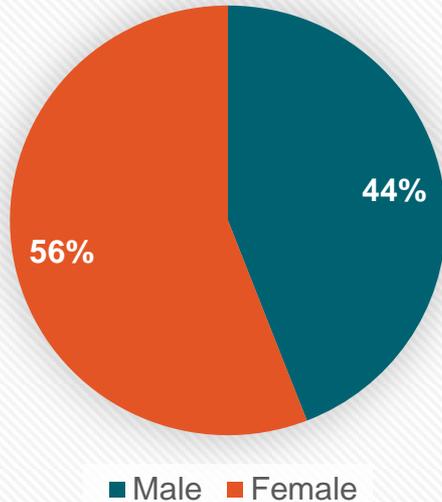
Top states in the USA

- California
- Illinois
- Washington
- Oregon
- Virginia
- Texas
- Kansas
- New York
- Florida
- Arizona



Who are these Visitors?

Gender

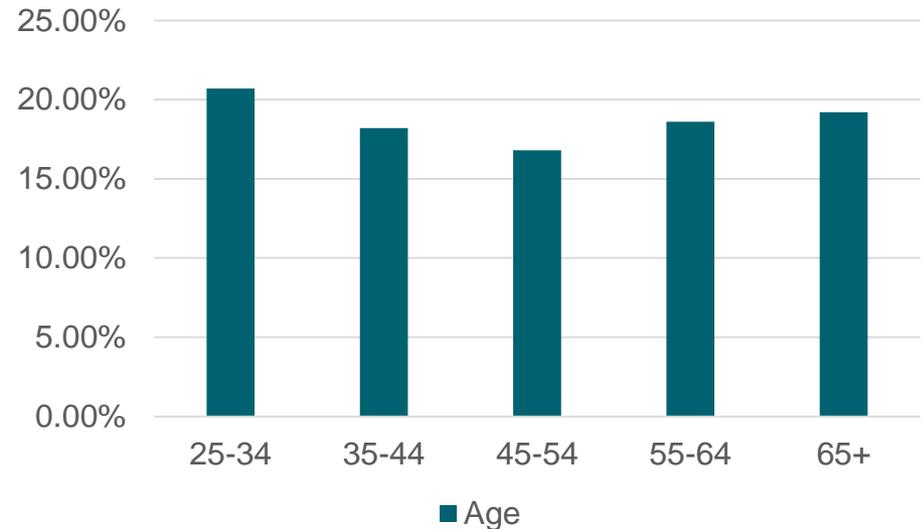


Over 50% of the visitors to our site are female. They tend to influence the decision when it comes to planning vacations and getaways.



We show the visitors to our site are within all age ranges, which makes our destination attractive when we can engage and attract visitors of all ages.

Age



Social Media



Over 2500
likes/followers
DiscoverBuellton

Facebook: We continue to share content and stories over this platform. Our engagement continues to grow as we gain followers and interact with our visitors. We continue to monitor the activity and engagement we receive with various posts to assure we are producing content that is relevant and interesting



Approximately
1000 Followers
@BuelltonUSA

Twitter: Our engagement continues to grow on Twitter as we share content from Facebook to this platform. We also stay engaged with our travel media who use this platform during and/or after their visits to Buellton.



Over 2700
Followers
@BuelltonCA

Instagram: We continue to grow our audience on Instagram as we work on the content and distribution of imagery that will capture the interest of the visitors. We have redesigned our Instagram page to be more appealing to the eye by creating borders and mixing up the images in the tiles. It has a more customized look and feel.

Digital Marketing Programs

Search Engine Marketing (SEM)



KEY RESULTS

- 18,000+ visitors (clicks), 4k added value clicks from the goal of 14k
- Click-through rate (CTR) averaged 5.92% - Above 2.18% industry average
- SEM contributes to 19% of overall traffic to DiscoverBuellton.com

TOP PERFORMING AD GROUPS:

- Visit - 36.65% of traffic
- Trip Planner - 27.41% of traffic
- Wine - 12.72% of traffic

Google Remarketing Ads (GDN)



See what you've
been missing in
Buellton, CA

CLICK HERE

KEY RESULTS

- Over 600K Impressions served to visitors that have previously been to Buellton website
- Average CTR 0.25%, is double the travel industry goal of .10%
- Display ads allow Buellton brand to shine and resonate with audience

A robust campaign including search engine marketing with Google Adwords and Remarketing Display Ads.

(GDN) – Google Display Network

The Google Display Network is designed to help you find the right audience. Its targeting options let you strategically show your message to potential customers at the right place and the right time.

Amplified Storytelling

KEY RESULTS

- 25,900+ Inspired travelers engaged with Buellton content
- 67% Added value clicks delivered through hands-on campaign optimizations
- Extremely engaged with your stories, avg time on page is 30% longer than site average
- 90% New website visitors through Amplified Storytelling



16,300+ Clicks



9,600+ Clicks

Aspirational themed stories from the visitor perspective about trips to Buellton embedded in the website, with corresponding ad campaigns to drive site visits.

Campaign Highlights



**45.4K +
Engaged
Visitors Site**



**15.9M +
Branded
Impressions**



**90% New
Sessions via
Content**

Audience Highlights



Facebook

Audience Growth: 17.5%

Reach: 216,241 | Impressions: 313,382

Instagram

Audience Growth: 17%

Reach: 88,862 | Impressions: 165,462

Twitter

Audience Growth: 10%

Impressions: 100,811

Email

Audience Growth: 47%

Website Traffic

Goal: 38,000 *unique visitors*

Actual: 46,908 *unique visitors*

Trade Shows

LOS ANGELES TRAVEL & ADVENTURE SHOW®



- The Visitors Bureau had a 10x10 booth at the Los Angeles Travel & Adventure Show in February, 2019. This is a consumer based show with various presentations, professional travel speakers, travel media, and exhibitors from around the world.
- This year we showed off our new branding with Discover Buellton and continued to build our email list with an electronic entry tool where individuals were also entered to win a free night stay in Buellton.

In Los Angeles:

- Total Attendance was 37,912
- 4,352 were in trade/press
- 51% women attendees
- 74% range in age from 35-65+
- 66% earn over \$100,000
- 66% spend over \$5,000 on travel



CHROMA

SANTA BARBARA COUNTY POP-UP SHOP

We partnered with our County-wide Destination Marketing Organizations (DMO's) to set up a pop-up shop at the Americana at Brand in Glendale, CA. an upscale shopping mall.

This was an experiential way to engage with the consumer in a fun setting that allowed them to take and post photos in our "Instagrammable" setting. By using #ChromaSB they were then entered to win a road trip through the county.

This was a great way for all of us to come together as a county and share our destination with the consumer. We were able to educate them on how close we are in proximity and share the many experiences they can have in SB County.

OVERALL RESULTS

Results from Chroma went beyond just impressions; Visitors spent a significant length of time in the store, shopping for deals at the concierge desk, photographing the installations, taking brochures and magazines, and engaging with our knowledgeable staff.



4,009
In-Store Interactions



10-12
Avg. Minutes
In-Store



31,560
Social
Engagements



2,421,995
Total Impressions

RESULTS BREAKDOWN

4,009
In-Store Visitors

From an estimated over 20,000 passersby, over 4000 entered the pop-up shop, took photos, and interacted with our installations and staff.

1,243,346
Media Impressions

As a result of the press event, media placements on NBC, The Americana website, Visit California and email blasts.

1,178,649
Social Impressions

Social posts promoting the event garnered over nearly 1.2M impressions across platforms.

31,560
Social Engagements

Owned social posts, social advertising, and consumer social posts resulted in nearly 30k total engagements.

470
Uses of #ChromaSB

Nearly 500 photos were posted across social platforms, using the #ChromaSB hashtag and entering the contest.

40+
Media + Trade

26 meeting planners and travel trade buyers, plus 14 media outlets, attended the Chroma pop-up shop press event.

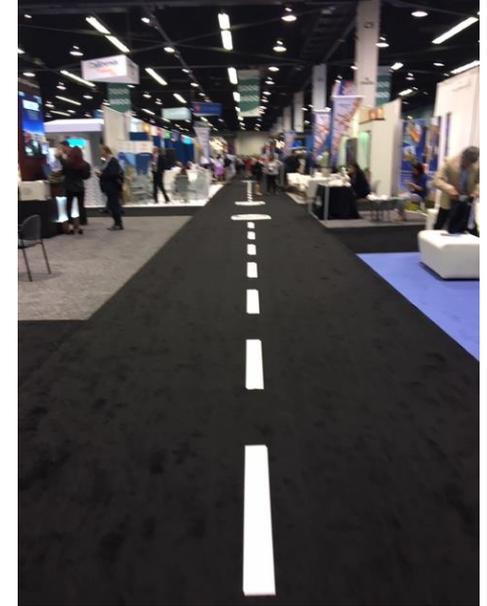
10,421
Web Page Visitors

Social advertising and in-store promotion drove over 10k consumers to the Chroma landing page.

10-12+
Avg. Minutes In-Store

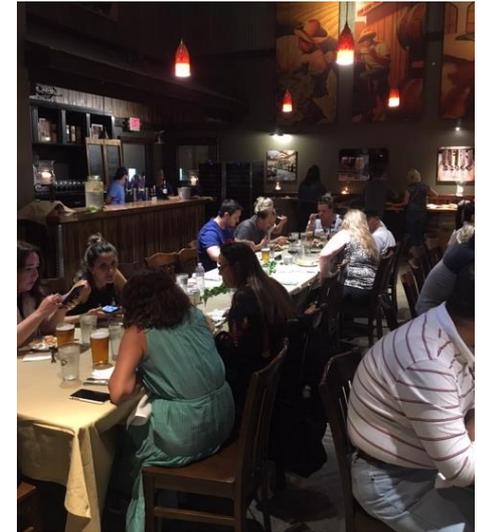
Consumers garnered more than just an impression; Chroma visitors stayed an average of 10-12 minutes.

The IPW is an international trade show hosting more than 6200 attendees with more than 1300 Exhibitors and over 1300 international and domestic buyers from more than 70 countries, along with 500 international media professionals. Our booth represented all three destination marketing organizations from the valley, along with 3 lodging properties; SYV Marriott, Alisal Guest Ranch and Hotel Corque. Along with working with our neighboring partners, we also worked with the Central Coast Tourism partners to brand the Central Coast as the “Original Road Trip”. All of these efforts work to brand our area as a destination and one within reach of the gateway cities of Los Angeles and San Francisco.



FAM Tours

Following the IPW in Anaheim, we were part of a Post FAM tour. We hosted 30 travel trade & travel media. They did a tasting at DorWood Spirits, toured the Marriott and enjoyed a dinner and tasting at Firestone Walker Brewery. Having the IPW so close to Buellton allowed us this opportunity to further showcase our destination to the international market.



Public Relations Snapshot

- We continue to work with 360View PR for our media leads and facilitating travel media visits to Buellton. They have provided us with great exposure.

128 Pieces of
Coverage

333M Online
Readership

624K Estimated
Coverage Views

10.9K Social
Shares

356K
Circulation

4.56K Individual
Media Pitched

18 Press Trips

Discover Buellton in the News!

Los Angeles
Times

Forbes

Skift.

LOS ANGELES
EATER

Robb Report

CarRentals.com

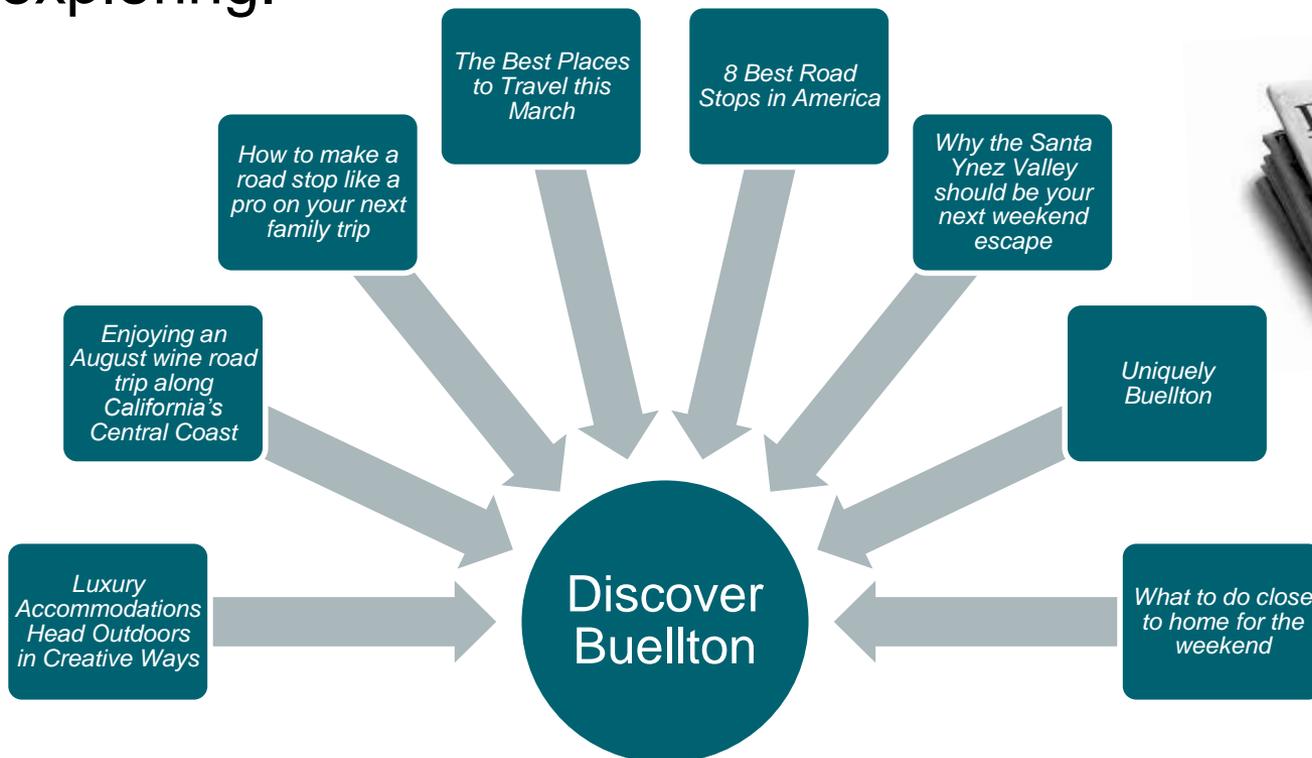


THE ORANGE COUNTY
REGISTER



What are the headlines?

- Buellton was recognized for a variety of reasons. Whether it's part of a road trip or a must see on your next visit, we are proud to be listed as a destination worth exploring.

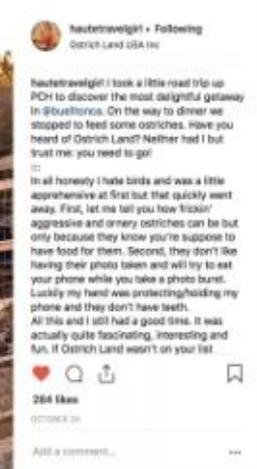


Press Trips Hosted by Discover Buellton

#skipthebigcities Press Trip



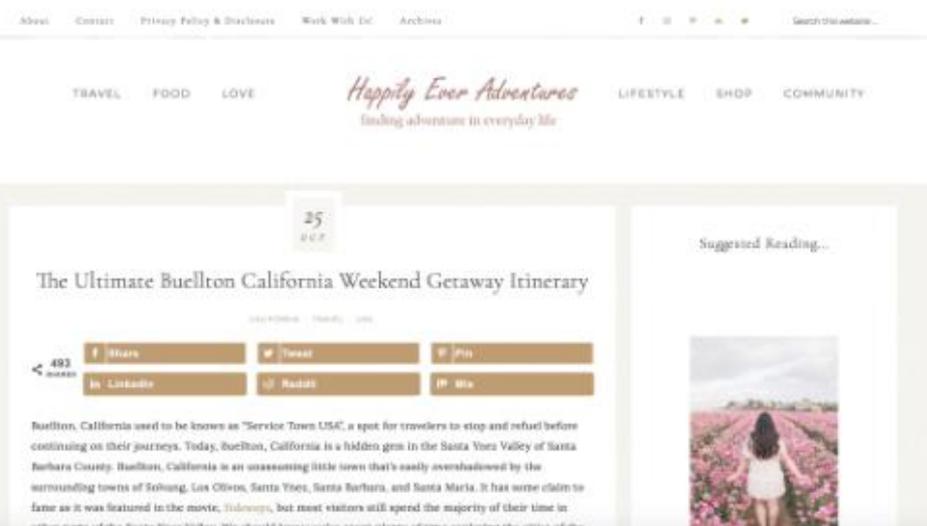
- In October 2018 360viewPR brought 6 high profile influencers to come discover Buellton
- Combined audience of over 407,000 Instagram users reached
- 20 Instagram posts with hundreds of comments and thousands likes



#skipthebigcities Press Trip



- Over 189 Instagram stories posted in the span of a month that included the hashtag #skipthebigcities, Discover Buellton social media handles and partners involved
- Media also wrote itineraries and stories about their trip on their own blogs and shared it with their audience on all social media platforms



Wine Country Getaway Press Trip



- 360viewPR secured 6 journalists to attend Buellton's 2019 Wine & Chili event
- Partners that participated and helped with this media trip include Santa Ynez Marriott, Figueroa Mountain Brewing Co., Hitching Post II, Ostrichland, Industrial Eats, LaFond, DorWood Distillery and Margerum

Continued on next page

Wine Country Getaway Press Trip



- Discover Buellton and partners involved received media coverage in Around Alhambra, Travelscope, Not Born Yesterday, and Just Luxe

On the Go... BEAUTIFUL BUELLTON, CALIFORNIA

WINE & VINEYARDS

Planning a weekend getaway, we wanted to go somewhere outside the bounds from Los Angeles offering beauty, wine and culinary delights. After the recent March and April showers, we learned a Super Storm of Spring wildfires were blanketing the hills along the divide in the changing views of Buellton in Santa Barbara County.

Buellton in Central California is an idyllic gateway for taking some of the state's best views and culinary fare. It also offers some unique experiences that you won't find anywhere else.

Our first stop was at the Flying High #17 Ranch. Even though we had reservations to stay at the Santa Ynez Valley Marriott across the highway, the sprawling 400-acre ranch was hosting Southern Wine & Spirits Festival. Among vintage beer and artisanal meats, planning outings, luxury tents and more of impressive land patches, local hotels and restaurants were talking up what to enjoy next for guests to enjoy. Central California's landscape and vibrant wine growing, some of the most popular farms and wineries.

Reserving our night at the Santa Ynez Valley Marriott, we learned what makes this a beautiful, unique and popular destination - it offers a comprehensive Twin Peninsula experience in the parking lot. It was one of the five locations that Twin just their Supercharger stations, and has become one of the most popular charging spots for used vehicles driving from Southern to Northern California.

The remainder of your time was dedicated to wine-making sites, and the local offers the largest winery park in the region. After a night, we drove over to Industrial Way to enjoy a craft beer dinner and brewery tour in the heart of Buellton's historic Brewing Company.

With over 10 wineries and tasting rooms in the area, we decided to keep our next day by starting with a

After the experience of one glass of wine, we thought back to our last interest and then the iconic restaurant. The resulting Part 2 is a great opportunity for the first wine-tasting experience in 2016 and is famous for its traditional Santa Ynez landscape. Pulling into the parking lot, we noticed the scenic, old and whimsical French Chateau opened a tasting room and dining area across from the Flying High #17. It's an ideal spot to sit, sip, and savor under ancient oak trees for the day's sandwiches, burgers and the heavenly grilled vegetables before, during, or after eating their wine. The menu items are prepared in the main restaurant and delivered by a drop-off truck to reduce table wait-times and ensure

Wine-tasting Club members come out in our table with bottles of some of the finest wine-tasting Part 2 wine - Fullerton, Perfect for and Family-style. The Flying High #17 wine was an absolute favorite for 20 years, before meeting Uncle and helping him make world-class wine. "Buellton is one of the best locations in the area, and the wine-tasting is the best of the best," said the wine-tasting club members.

While sipping wine, further pointed out a block of wine-tasting in a pasture below the property. For \$100, guests can enjoy a 12-hour wine-tasting, in small doses and food items of the finest and largest levels in the world. Besides hands of wine, there are bottles of wine in addition.

Our last stop was at Morgan's Wine Company. The wine-tasting was a great experience with a view of the ocean, beautiful and beautiful views.

JustLuxe

LIFESTYLE TRAVEL FASHION CITY GUIDES BEST OF LUXE EXPERIENCES NEW RESIDENCES

f t w b v p z

COMMUNITY PEOPLE

Bucolic Weekend in Buellton

By Jennifer Wu, Dec 2015

f t w b v p z

Print Advertising

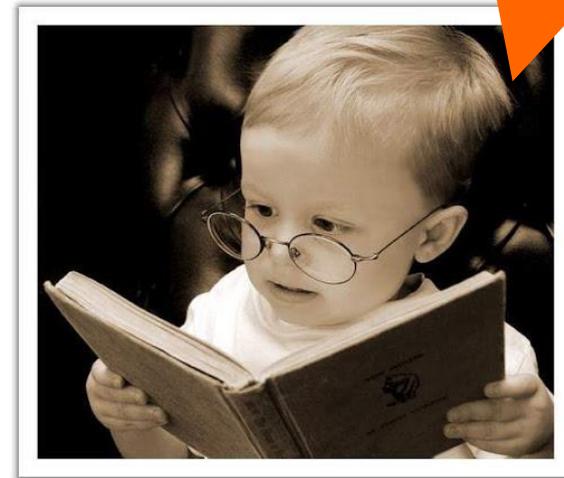
We cut back quite a bit on print media this year and focused on building our brand in the digital platforms.

We did, however continue to do some print advertising where we feel it offers us the best exposure. This year, the branding was updated to reflect Discover Buellton.

We may be seen in these various publications promoting Buellton as a destination.

- Wine Country This Month (limited time only)
- Central Coast Map
- PCPA Solvang Festival Theater
- Westways
- Santa Barbara Visitor Guide
- California RV Show Program
- CA Road Trips
- GIO (Free ad)

Are we there yet?



Ad layout samples

RV & CAMP BUELLTON

Load up the RV and head to Buellton. If you haven't explored this unique Central Coast city, then you must add it to your bucket list of trips. Located in the heart of the Santa Barbara County and smack dab in the middle of Santa Ynez Valley wine country, this small town is a great place to set up camp and explore.

The uniqueness, hidden gems, and niche industries of Buellton offer an array of things to do and see. Home of the movie *Sideways*, Figueroa Brewing, Ascendant Spirits, Hitching Post II, Mendocino's Museum, Ostrichland and more, Buellton prides itself with the eclectic mix of award-winning businesses. Nearby towns and attractions, such as Solvang and the Chumash Casino are just a couple more reasons to visit.

Most of these businesses are located within walking distance to Flying Flags RV Resort, a destination RV resort. Here you will find an abundance of amenities, friendly service, clean modern facilities, and fun for the whole family. Whether it's a weekend getaway for two or a break for the entire family, once you check into flying flags, you won't want to leave. Don't have an RV? No worries. Flying Flags has vintage, renovated air-conditioned, cabins, and safari tents you may rent. So what are you waiting for?

Discover Buellton and #SkipTheBigCities.



DISCOVERING
Buellton

WWW.FLYINGFLAGS.COM | WWW.DISCOVERBUELLTON.COM



DISCOVER
Buellton

WELCOME TO THE HOME OF
DRY LAKES RACING HALL OF FAME
BUELLTON, CALIFORNIA

WWW.DISCOVERBUELLTON.COM

SANTA YNEZ VALLEY

DISCOVER
BUELLTON

SKIP THE BIG CITIES
Buellton and Buellton has evolved into a thriving destination. Ready to discover what's new in Buellton? Flying Flags RV Resort's unique accommodations, including vintage trailers and airstreams, tents as well as luxury tents while you take in the breathtaking views. Explore the Mendocino Museum with one of the West Coast's largest collections of gas pumps, road signs, race cars and other auto-related memorabilia. Or take a drive down the up-and-coming industry. Stay with 15 more thriving mid-century and historic spots for art, wine, beer and spirits. Industrial Earth boasts a shared feeding and compost that serves great food from sustainable farms and food pioneers in a repurposed warehouse. Positioned at the eastern edge of enchanted Sta. Rita Hills wine region, explore award-winning vineyards just minutes away.

discoverbuellton.com #skipthecities discover buellton, ca buelltonca

SEE VISIT SANTA BARBARA, CA

BUELLTON

Nestled in the Sta. Rita Hills Wine Country, enjoy world-renowned wines & local craft beer. Interact with ostriches or stroll through the Botanic Garden. Indulge on farm-to-table cuisine and spend a night "glamping".

DiscoverBuellton.com



BUELLTON
EAT, STAY & PLAY
IN SANTA BARBARA WINE COUNTRY

WWW.VISITBUELLTON.COM

McMurray Rd Billboard



The Billboard on McMurray Road is switched out about 4 times a year to advertise the various events going on in Buellton as well as welcoming our visitors to Buellton.

Celebrating Avenue of Flags 50th



On September 28, 1968, California Governor Ronald Reagan dedicated the original Coast Highway lanes down the center of Buellton as Avenue of Flags. These photos are used with permission from the original event, courtesy of Buellton Historical Society and King Merrill of Santa Ynez Valley News.



Join us on Avenue of Flags & 2nd Street

SEPTEMBER 22, 2018

10:30am-11:30am

LIVE MUSIC

by Santa Ynez Valley Jazz Band

COLOR GUARD

by Vandenberg AFB and BSA Troop 42

PROGRAM

featuring Mr. Michael Reagan

Bring your own chairs and sun shades!



Winterfest

The weather forecast in December is Snow! The Winterfest continues to grow and be a great event for our locals and visitors alike. This is a wonderful way for our community to come together and enjoy the holiday festivities.



Thank you for allowing us the opportunity
to market our great city of Buellton

DISCOVER
Buellton

#SkipTheBigCities