



### **3rd Quarter 2016 Report of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted 11/14/16**

VisitSYV is reporting activity since the July 2015-16 fiscal annual report. This report is submitted to the City of Solvang, the City of Buellton and the Santa Barbara County Board of Supervisors, in accordance with the fulfillment of the provisions of the SYVTBID.

#### **Financial**

TBID Funding received since July 1, 2016 - \$232,157

Membership income - \$2,125

**Total Income - \$234,282**

#### ***Expenses***

Advertising/Marketing - \$76,592

Grants/Special Projects - \$17,841

Travel & Meetings - \$6,272

Personnel Costs - \$38,263

Contract services - \$11,724

Facilities/equipment - \$1,321

Operations - \$1,986

Credit card fees - \$225

Insurance - \$3,995

**Total expenses - \$158,219**

#### **Membership**

We receive TBID funding from 35 lodging properties and currently have **187 members** that pay a basic membership fee of \$250, a nonprofit fee of \$125, and trade members where services are traded for membership such as wine, catering, photography.



## Marketing

### *3<sup>rd</sup> Quarter Web Stats*

Since our new **website** debuted on April 6, 2014, we have now **received 1,074,553** pageviews. The site has also garnered **77,410 clicks** to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting**; (3) **Events**; (4) **Where to Stay – Hotels**; (5) **Discover the SYV: Los Olivos**.

### *Search Engine Optimization*

VisitSYV has contracted *Search Engine Pros* to fully optimize the website. We continue to put efforts into Search Engine Optimization monthly, and continue to use the blog for keyword optimization.

**109,753** pageviews from July 1, 2016 – September 30, 2016

**49,409** total sessions

**636** Book Your Stay clicks

Outbound Clicks to Regions:

**1,315** outbound clicks to Solvang businesses

**4,804** outbound clicks to additional Santa Ynez Valley businesses

Clicks on "Discover SYV" Region Pages within the Site:

**1,586** Discover Solvang page

**361** Discover Buellton page

**413** Discover Ballard

**1,123** Discover Santa Ynez

**2,007** Discover Los Alamos

**3,027** Discover Los Olivos

# SANTA YNEZ VALLEY

CALIFORNIA



VISITSYV.COM

## Social Media Stats

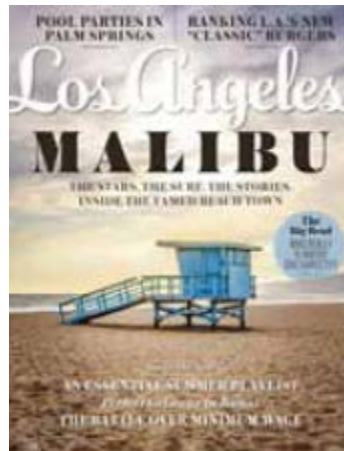
- VisitSYV's **Facebook** audience has increased to **12,622** likes.
- VisitSYV's **Twitter** account has **3,443** followers.
- VisitSYV's **Instagram** account has **1,537** followers

## Santa Ynez Valley Tourism Marketing Co-Operative Campaign (SYVTM Campaign)

VisitSYV completed the third quarter of our marketing campaign with ad agency DVA. With partnership from the Solvang CVB (\$25k), we have a \$185,000 budget to spread across digital, print, and public relations for 2016.

## Public Relations

Public relations efforts in the third quarter of 2016 included drafting and regional/national distribution of press releases highlighting the Santa Ynez Valley as a golf destination (July) and as a wedding destination (September). Media outreach and media visit coordination included drafting and distribution of a fall/winter media invitation to approximately 100 writers, planning of a group media tour for members of the International Food, Wine, and Travel Writers Association, and media visits from Laura Sutherland (Taste & Travel), Jennifer Aspinall (World on a Whim), Lily Diamond (Kale & Caramel), Molly Yeh (My Name is Yeh), Alana Kysar (Fix Feast Flair), Alice Pellerin (Plus un Zeste - France), Cinthia Perreira (Brazilian influencer), and Sharon Boorstin (LA Times).



Total value of public relations media coverage for **Q3 2016 = \$417,081**

Total circulation and unique visitors per month of editorial coverage for **Q3 2016 = 5,479,338**



### ***SYVTM Campaign Print Advertising***

The 2016 Campaign creative was featured in the following print in the third quarter:

- Gentry / Destinations Magazine, September  
**100,000** total print readership

### ***Digital***

See stats for our 3<sup>rd</sup> quarter digital campaign below.

Google Display Ads

**1,379,881** total impressions

**3,192** clicks

**0.23%** CTR

Facebook

**294,204** total impressions

**12,433** clicks

**4.23%** CTR

Instagram

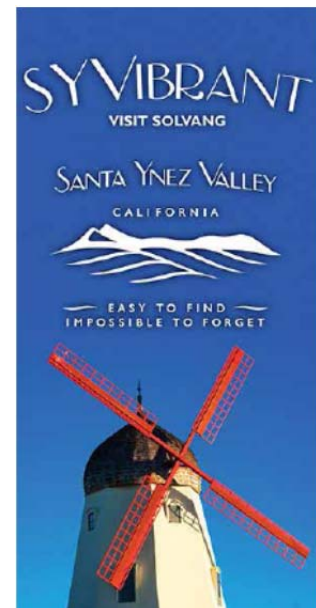
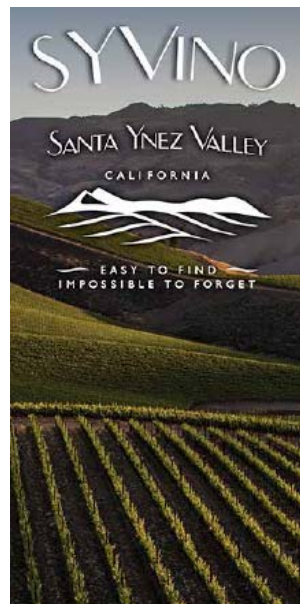
**142,529** total impressions

**644** clicks

**0.45%** CTR

**3,266** reactions

**29** comments



### ***SYVTM Partner Portion of Digital Ad Campaign***

As a co-operative partner, The Solvang CVB receives a dedicated set of Solvang-specific ads which ran during the 3<sup>rd</sup> quarter.

Google Display Ads

**217,522** total impressions

**450** clicks

**0.21%** CTR



### ***VisitSYV Promotions***

Santa Ynez Valley Scarecrow Fest: VisitSYV contributed to the coordination, print, social media, and PR promotion of the Santa Ynez Valley Scarecrow Fest, executed by Solvang 3rd Wednesday.

### **Grants and special projects (as of 7/1/2016)**

The purpose of our grants program continues to be to assist with publicity and outreach for valley events which encourage overnight stays. Primary consideration goes to events which occur mid-week (Sunday to Thursday) and/or in off-season. For marketing of valley events, grants were given to:

**Solvang CVB's Danish Days \$5,000**

**Los Alamos Valley Men's Club's Los Alamos Old Days \$3,000**

**Solvang Festival Theater's fundraising concert featuring Clint Black \$3,000**

**Santa Barbara County Vintners' Harvest Festival Glass Sponsorship \$5,000**

### **Collaborations with Santa Barbara County DMOs and other organizations**

VisitSYV collaborates actively with other county destination marketing organizations, Solvang CVB, Buellton Visitor Bureau, the Santa Barbara County Vintners Association, LOBO (Los Olivos Business Organization), the Buellton, Solvang, and Santa Ynez Chambers as well as the Santa Barbara Film Commission, The Chumash Foundation, and the Santa Barbara County Association of Governments.

### **Public comment**

Members of the board and the Executive Director continue to be called upon to make written and/or verbal public comment on a number of hotel and tourism related issues. Each question is raised on a board agenda and voted upon by the board, or authorized by the president, before comment is made. Ongoing participation with our water challenges, wine ordinance and special events ordinance hearings is anticipated by Executive Director Shelby Sim, and, when available, Jessy Osehan, President.



## Organization

VisitSYV began a 6 year contract with the City of Solvang, City of Buellton, and the Santa Barbara County on July 1<sup>st</sup>, 2015

The board continues to meet monthly, normally the 2nd Thursday of the month, 9:00 a.m. at The Landsby in Solvang. The board consists of nine individuals, seven of which are from the hotel industry and the other two are an at large representation of the membership base.

## Staff & Board of Directors

**Executive Director** - Shelby Sim

**Marketing & Communications Manager** - Danielle Laudon

The board members are:

**President** – Jessy Osehan, Manager, Hamlet Inn, Owner, Atterdag Inn, Solvang

**Vice President** – Linda Johansen, Owner, Pea Soup Andersen Inn, Buellton and King Frederik Inn, Solvang

**Secretary** – Barry Prescott, General Manager, The Landsby, Solvang

**Treasurer** – Bion Rice, Owner/Winemaker, Sunstone Winery, Santa Ynez and Artiste Winery, Los Olivos

James Colvin, General Manager, Hotel Corque, Solvang

Cammy Pinoli, Director of Guest Services, Fess Parker Wine Country Inn & Spa, Los Olivos

Randolph Pace, General Manager, Sideways Inn, Buellton

Jim Rice, General Manager, Santa Ynez Inn

Bobs Oswaks, Owner, Bobs Well Bread, Los Alamos

## Respectfully submitted by:

Shelby Sim, Executive Director

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