Sonoma County Tourism and Santa Rosa

City Council Presentation

January 29, 2019

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Post Fire Activities

- Measure and track lasting impacts on businesses
- Measure and track consumer perceptions
- Monitor media – coverage/perception
- Continue media outreach to dispel misconceptions about Sonoma County and to welcome visitors back
- Partner with local and regional officials, businesses and chambers on recovery, resiliency and disaster preparedness
- Support new flight service out of STS
- Re-energize sales, marketing and promotion activities and focus
- Increase community outreach and engagement efforts

Post Fire Activities – Key Takeaways

Perceptions about fire-related impacts to Sonoma County continue to be a challenge. Sonoma County Tourism is working to develop new markets, enhanced media relations activities and key partnerships that help to counteract misconceptions and leverage new destination developments…

Mitigate Surprises

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Life Opens Up Brand

- In-market research and stakeholder interviews helped define brand
  - Connecting
  - Fiercely Independent
  - Progressive
  - Real
  - Unpretentious
  - Generous
- Wine terms introduce other highlights of the destination
- Brand Promise:
  We connect people to the land through unpretentious, down-to-earth experiences
- Significant media buy now underway to leverage new brand
  - Reach new and existing markets

Life Opens Up Brand – Key Takeaways

For the first time, Sonoma County has developed a brand, comprised of feedback from both visitors and residents. Speaking to the vast diversity of what Sonoma County has to offer, “Life Opens Up” works to convey the wealth of experiences to be had as one explores the area.

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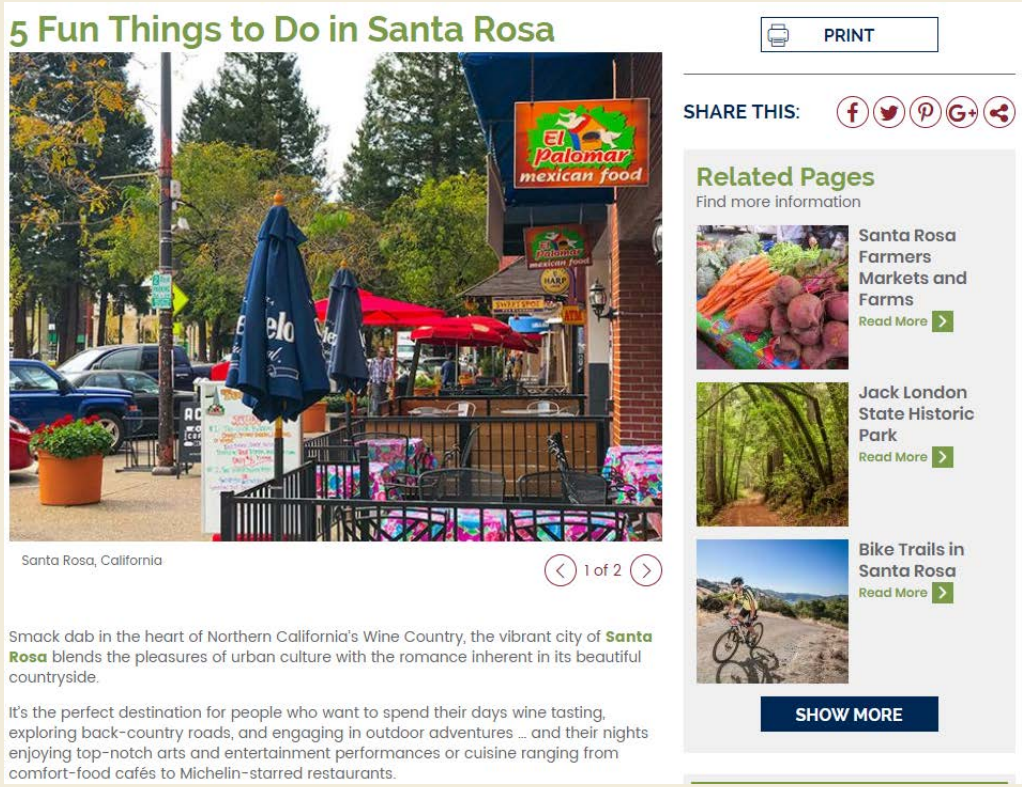
Sonoma County Tourism and Santa Rosa

- SCT staff actively involved in Santa Rosa Chamber:
  - Nicole Bradin, Director of Community Engagement
  - Paula Johnson, Director of Administration
- 1,033 articles and blog posts mention Santa Rosa businesses and events on Sonoma County Tourism website
- 650 Santa Rosa businesses have free listings on SCT's website:
  - 172 restaurants
  - 62 shops
  - 43 lodging venues
  - 41 cultural art venues
  - 41 wineries
  - 37 meeting venues
  - 22 farms + farmers markets
  - Plus: transportation companies, spas, wedding venues, outdoor activities, and more
- 3,400 booked room nights in Santa Rosa (since July 2018)
- 500 Santa Rosa partner referrals (since July 2018)



SCT-Santa Rosa Partnership – Key Takeaways

Sonoma County Tourism supports Santa Rosa in myriad ways. From marketing and media relations, to meeting leads and room night production, and representation in our tourism development efforts, SCT provides important, measurable ROI to Santa Rosa. We look forward to our continued partnership!

We’re stronger together

Contributor Vs. Recipient

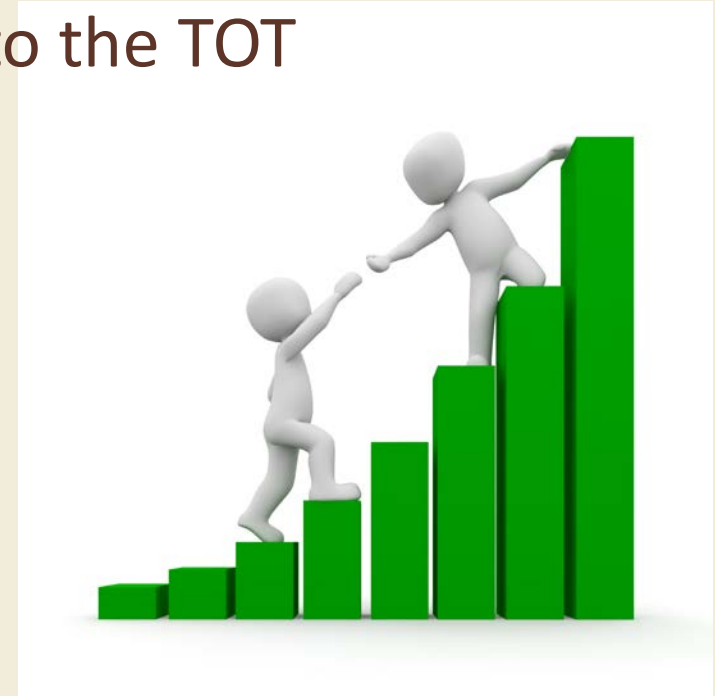
TOT = Transient Occupancy Tax

Transient Occupants = Visitors

Destination Marketing Organizations CONTRIBUTE to the TOT

- Sonoma County Tourism
- Visit Santa Rosa
- Sonoma Valley Visitors Bureau
- Chambers

Tourism Marketing Provides Significant ROI



Thank You!