

California Wine Month

September 2009

Program Description

CTTC leveraged the declaration of California Wine Month in September to conduct outreach to consumers and media. To promote Wine Month and draw more visitors to visitcalifornia.com, CTTC secured special deals celebrating Wine Month (from hotels, attractions, wineries, tours, etc) and posted them on visitcalifornia.com/winemonth. These deals were promoted via a press release, media partnerships, social media and other outreach. In addition, to these deals, CTTC also secured a placement on “The Daily Buzz” (a nationally syndicated morning TV show) for Chef Charles Phan, and secured content on Gayot.com (online resource for dining and travel lovers). During the month of September, social media (Twitter and Facebook) were also utilized to promote the deals.

Target Audience

Consumers and media, particularly those interested in California wine and cuisine.

Objectives & Reach

To promote California as a premier wine and food destination.

Results & Accomplishments

Total ad equivalency for press release publicity was \$107,343,870. CTTC invested \$5,000 in the release development and distribution for an ROI of \$21,468. The Wine Month promotion on “The Daily Buzz” had 159,281,225 impressions. Since we spent \$10,000 on this promotion and secured an ad value of nearly \$50,000, CTTC achieved an ROI of \$5.

Promotion on national culinary travel Web site Gayot.com reached 981,851 qualified consumers with a specific interest in culinary travel. Since CTTC spent \$5,000 on this promotion, and received an ad value of \$50,000 the ROI was \$10. The outreach also included a social media promotion. Although difficult to measure the ad value, consumer exposure was significant. Through CTTC’s

Facebook fan page, 80+ North American wine and culinary groups were contacted with the potential to reach 2,000,000+ consumers with a predisposed interest in California Wine Month deals. CTTC's Twitter account, @CATourism, featured regular tweets on California Wine Month deals to 1,956 "Brandcasters," who in turn often "retweeted" posts, reaching an even broader audience of influencers.

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