



Legendary.™

THE NAPA VALLEY DESTINATION COUNCIL

FY2011-2015 TID Destination Marketing Plan

V.1.10 July 2010



Calistoga | St. Helena | Rutherford | Oakville | Yountville
Napa | Lake Berryessa | American Canyon

LegendaryNapaValley.com



TABLE OF CONTENTS - TID DESTINATION MARKETING PLAN

Page 1-2:	Executive Summary
Page 3:	FY2010 Marketing Expenditures
Page 4:	FY2011 TID Marketing Expenditures
Page 5:	Guiding Principles
Page 6-7:	The Napa Valley Experience
Page 8:	The Napa Valley Experience Promise
Page 9:	Strategic Objectives 2011 – 2015
Page 10:	Targeted Visitor
Page 11:	Geographic Targets – Domestic
Page 12:	Geographic Targets – International
Page 13:	Target Demographics – Group One
Page 14:	Target Demographics – Group Two
Page 15:	Target Demographics – Group Three
Page 16:	Target Demographics – Group Four
Page 17:	Lifestyle Profile
Page 18:	Marketing Plan Objectives
Page 19:	FY2011 TID Marketing Budget

Page 20-22:	Public/Media Relations
Page 23:	Small Group Marketing
Page 24-26:	Website, Internet & Social Media Network Marketing
Page 27:	Research & Destination Monitoring
Page 28:	Leisure Traveler Marketing
Page 29:	Print Advertising & Collateral Fulfillment
Page 30:	Community Relations/ Training & Education
Page 31:	Visitor Information Services
Page 32:	NVDC TID Staff Overview
Page 33:	Summary
Page 34:	Napa Valley Destination Council Board of Directors

EXECUTIVE SUMMARY

Over 4.5 million visitors visit The Napa Valley each year and tourism is Napa County's second largest industry - generating more than \$1.3 billion in annual economic impact that directly benefits the quality of life of residents of Napa County.

It is the mission of The Napa Valley Destination Council to promote, protect and enhance The Napa Valley's position as North America's premier wine, food, arts and wellness destination through the execution of targeted marketing programs. These programs are designed to stimulate business activity by encouraging visitation during "off-peak" seasonal and Sunday thru Thursday travel patterns.

Compared with our competitors, the County of Napa and its various jurisdictions allocate significantly lower funding from Transient Occupancy Tax (TOT) revenues to visitor-related services. In Napa County, the majority of TOT revenues are earmarked for County and jurisdictional services and programs, leaving little funding to promote The Napa Valley to visitors and accommodate their needs when they arrive.

With the active support of the hotel community, cities and County of Napa, the Napa Valley Destination Council has established a Tourism Improvement District (TID) to ensure that a stable revenue source is available to fund marketing efforts that are commensurate with the stature and reputation of The Napa Valley destination brand and ultimately stimulate visitor -related business activity.

EXECUTIVE SUMMARY (CONTINUED)

County-wide in its scope, the Napa Valley TID is an assessment paid by the visitor on overnight lodging and is expected to generate approximately \$3.1 million in FY2011. Formed under California's Property and Business Improvement District Law of 1994, these funds are collected over and above current TOT and, unlike TOT, are only available to fund destination marketing activities articulated in the Assessment District's Management District Plan.

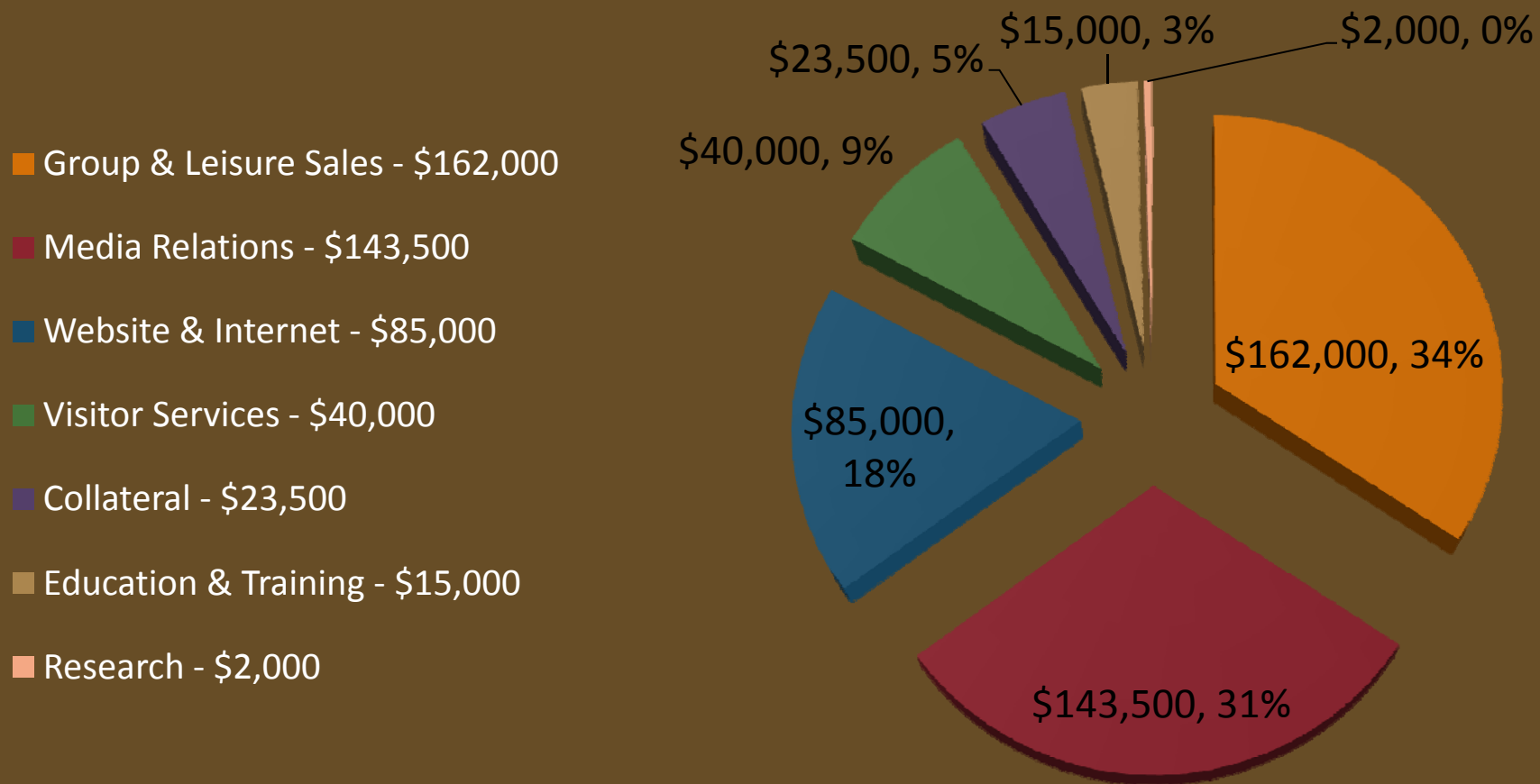
The NVDC's TID Destination Marketing Plan will powerfully communicate the Napa Valley destination experience to our targeted visitor profile through focused, relevant and measurable marketing activities in the areas of:

- Media & Public Relations
- Small Group Sales
- Leisure Traveler Marketing
- Promotion & Support of Destination-wide Special Events / Arts & Culture
- Website, Internet & Social Media Network Marketing
- Research, Market Intelligence and Destination Monitoring
- Community Relations / Education & Training
- Visitor Information Services

The following Destination Marketing Plan will outline the NVDC's planned promotional efforts for the five-year period of FY2011 thru FY2015.

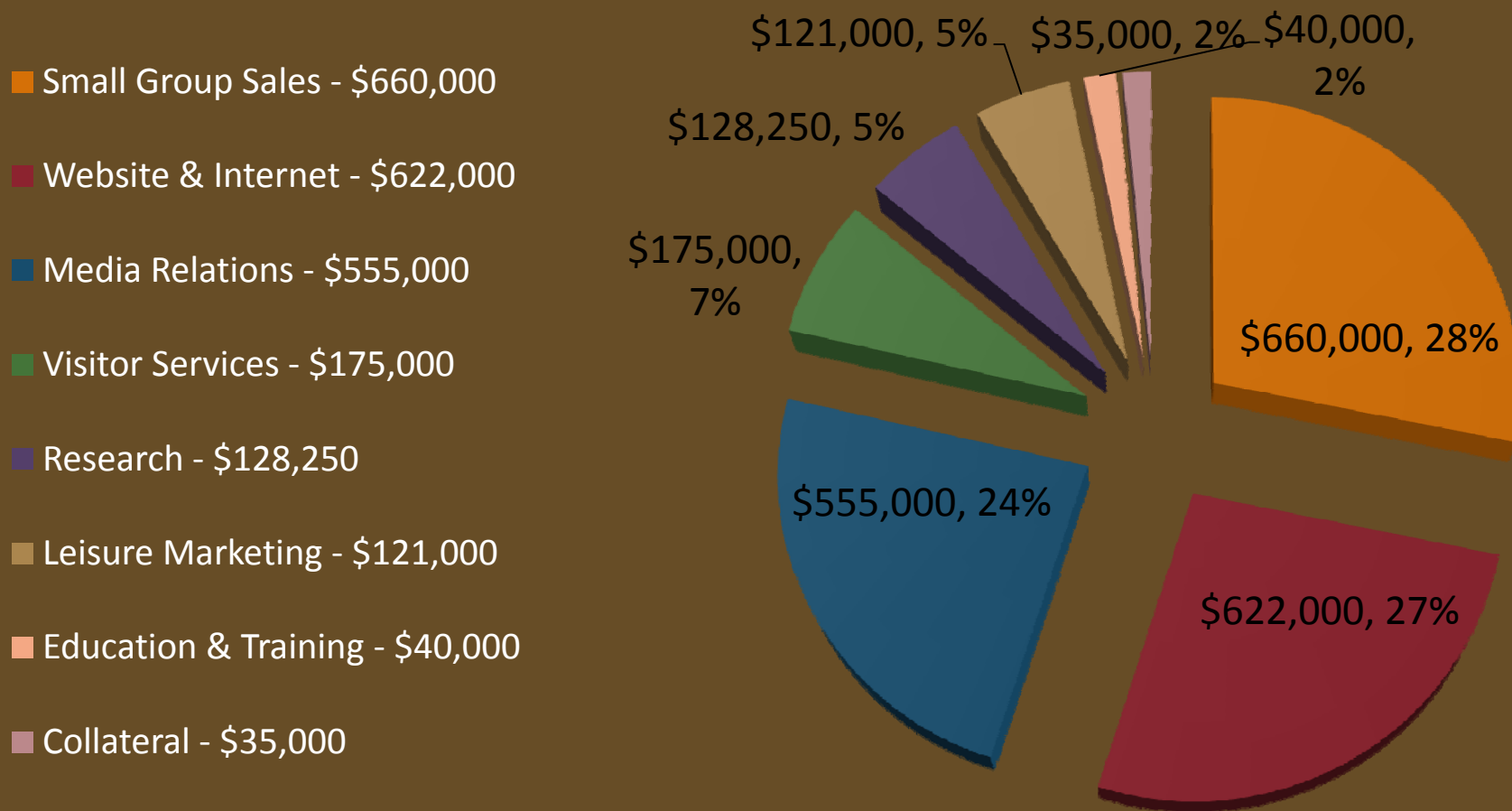


PRE-TID MARKETING EXPENDITURES FY2010 – \$471,000





YEAR 1 TID MARKETING EXPENDITURES FY2011 – \$2,336,250





GUIDING PRINCIPLES

The mission of The Napa Valley Destination Council is to promote, protect and enhance the Napa Valley's position as North America's premier wine, food, arts and wellness destination.

The NVDC's Marketing Plan and all of its programs abide by the following Guiding Principles:

1. The NVDC will effectively communicate legendary Napa Valley destination experiences to domestic and international targeted media, leisure and small group markets.
2. The NVDC will support the delivery of legendary guest services to our destination's guests.
3. The NVDC will support visitor management through encouraging "off-peak" seasonal and Sunday through Thursday travel patterns.
4. The NVDC will work with all Napa County visitor-serving businesses and community stakeholders to encourage informed consensus and active support for initiatives that impact tourism.



THE
NAPA
VALLEY™
Legendary.™

THE NAPA VALLEY EXPERIENCE

The Napa Valley is home to the founders of America's fine wine industry — legendary entrepreneurs who showed the world that the high art of winemaking had crossed continents.

The Valley itself is one of the most rare and precious agricultural preserves on earth — a place that moves in perfect synchrony with the seasons. Nature is our bounty.

Here, we enjoy virtually perfect soil and climate conditions for the cultivation of the wine grape. Lakes, rivers, wetlands and geothermal hot springs surround us. Wildlife flourishes.

The ambiance of the region is warm, gracious and culturally vibrant. Scenic rolling hills dotted with vineyards inspire the eye.



THE
NAPA
VALLEY™
Legendary.™

THE NAPA VALLEY EXPERIENCE (CONTINUED)

Authentic towns and villages invite guests to explore and engage with artisans, restaurateurs, and local business owners. Arts and culture thrive.

Boutique hotels, resorts and spas invite relaxation. And our natural environment challenges those with active lifestyles to outdoor fitness and wellness pursuits.

For the discerning traveler, the Napa Valley strikes an ideal balance between an authentic rural lifestyle and informal elegance – from the tables we set, to wine and foods prepared with great care, to an impeccable service standard that greets every guest.

The full enjoyment of life at an unhurried pace is a way of life in the Napa Valley. It is a pinnacle experience that defines fine food and wine destinations the world over.



THE
NAPA
VALLEY™
Legendary.™

THE NAPA VALLEY EXPERIENCE PROMISE

Here, in the birthplace of America's fine wine industry, you will enjoy the charm of rural life, the pleasure of the outdoors, and the art of living well.

You will feel at ease and inspired in a setting that is intimate and inviting.

Every condition for the pinnacle wine experience will be met. Authentic Towns and Villages welcome you. Rolling hills and scenic vineyards evoke a calming beauty; while nature works its magic — for the Napa Valley is inherently earth's perfect wine country.

We invite guests to experience our genuine nature, time and time again.



STRATEGIC OBJECTIVES 2011 - 2015

Implement Effective Marketing Programs that communicate the Napa Valley Experience and destination attributes with Clearly Defined Targets, Tactics, and measureable results in the areas of:

- Consumer and Travel Trade Marketing
- Media and Public Relations
- Website, Internet & Social Media Network Marketing
- Research, Market Intelligence & Destination Monitoring
- Collateral/Publications & Fulfillment
- Visitor Services / Visitor Center Operations
- Training & Education



TARGET VISITOR

The “High Value, Low Impact” Guest:

Affluent adults who can afford and appreciate fine wine, world-class cuisine, great natural beauty and who respect the community values that have served to make The Napa Valley “Legendary”.



GEOGRAPHIC TARGETS– DOMESTIC

The Napa County travel market is predominantly a domestic one. Our Visitor Profile Studies reveal that approximately 93% of visitors originate from within the United States.

Ranked by region, our domestic geographic targets are:

- The Bay Area
- California – Los Angeles, Orange County & San Diego
- The Northeast – New York Metro, D.C. Metro, Philadelphia, Boston
- The Midwest - Chicago, Kansas City
- The West (excluding California) – Seattle, Nevada, Denver
- The Southwest – Dallas/Ft. Worth, Houston, Austin
- The Southeast - Atlanta Metro, Florida



GEOGRAPHIC TARGETS – INTERNATIONAL

Traveling parties that originated from other countries account for about 7% of visitors to Napa County.

Ranked by region, our international geographic targets are:

- Canada
- The United Kingdom
- France
- Germany
- Japan
- Brazil
- China

NVDC international marketing efforts will be executed in collaboration with the California Travel & Tourism Commission's international outreach efforts.



THE
NAPA
VALLEY™
Legendary.™

TARGET DEMOGRAPHICS

Core Demographic:

- Average Household Income: \$167,000
- Average Age – Head of Household: 49
- Characteristics: Few children, highly educated, high rate of home ownership, high value homes, mail responsive.
- Interests: Wine & Food, Travel, Fitness, Cultural Events, Fashion & Apparel, Charities, Antiques, and Financial Services



TARGET DEMOGRAPHICS

Secondary Demographic:

- Average Household Income: \$166,000
- Average Age – Head of Household: 29
- Characteristics: Few children, highly educated, white collar professionals, high home values, mail responsive.
- Interests: Wine & Food, Electronics, real estate, stocks, fitness, outdoor sports, culture, fashion, travel, multiple credit cards.



TARGET DEMOGRAPHICS

Tertiary Demographic - A :

- Average Household Income: \$123,000
- Average Age – Head of Household: 48
- Characteristics: Home owners, white collar professionals, college educated, high home values, mail responsive.
- Interests: Wine & Food, Fitness, Home Improvement, Travel



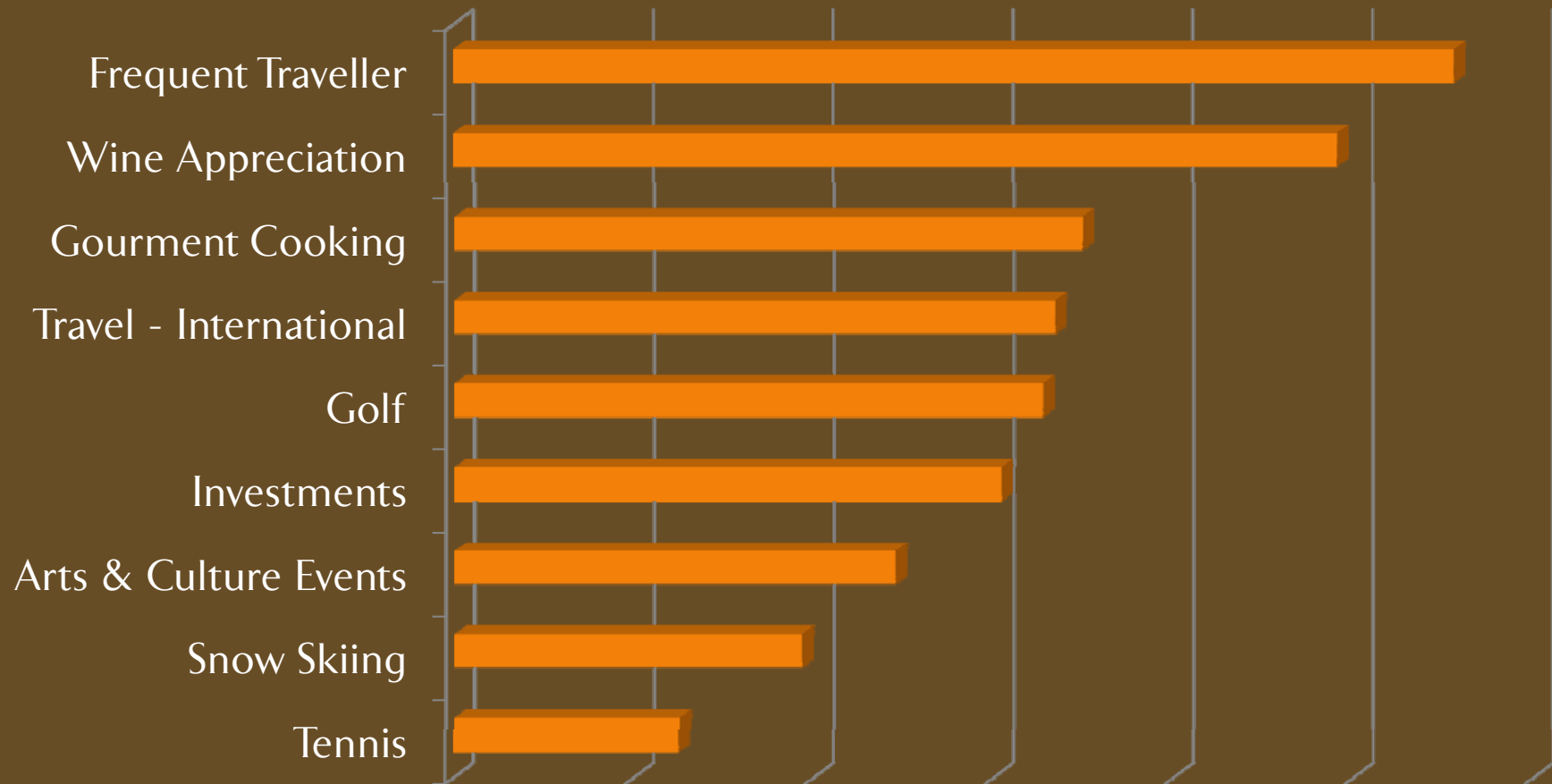
TARGET DEMOGRAPHICS

Tertiary Demographic - B :

- Average Household Income: \$161,000
- Average Age – Head of Household: 64
- Characteristics: Grown children, highly educated, white collar professionals, home owners, high home values, mail responsive.
- Interests: Grandchildren, Wine & Food, travel, real estate, golf, gardening, cultural events, TV sports, fitness.



LIFESTYLE ACTIVITY PROFILE OF TARGETED DEMOGRAPHIC GROUPS



DESTINATION MARKETING PROGRAMS



THE
NAPA
VALLEY™
Legendary.™



Marketing Plan Objectives

1. Encourage “off-peak” seasonal and Sunday thru Thursday travel patterns
2. Drive traffic and referrals to LegendaryNapaValley.com, the Destination’s Official Tourism Website
3. Build brand awareness
4. Support The Napa Valley’s guest serving businesses
5. Support the promotion of Arts and Cultural activities in Napa County
6. Support the enhancement and management of destination-specific special events such as The Napa Valley Mustard Festival and The Napa Valley Film Festival.
7. Provide accurate and relevant tourism market research for Napa County



Marketing Budget By Program Area	Budget
• Public / Media Relations	\$555,000.00
• Small Group, Travel Trade Marketing	\$660,000.00
• Website, Internet & Social Media Marketing	\$622,000.00
• Research, Market Intelligence & Destination Monitoring	\$128,250.00
• Leisure Traveler Marketing	\$121,000.00
• Print Advertising / Collateral	\$ 35,000.00
• Community Relations / Training & Education	\$ 40,000.00
• Guest Information Services	<u>\$175,000.00</u>
Total Marketing Plan Budget:	\$2,336,250.00
Administration/Finance:	<u>\$ 763,750.00</u>
Total Program Budget:	\$3,100,000.00



MARKETING PROGRAMS

1. Targeted Public Relations

The NVDC's strategic Public Relations Plan and relationship with one of the world's most respected PR agencies secures editorial coverage for The Napa Valley in top travel & lifestyle media and extends the reach of our integrated marketing campaign.

Targeted PR increases destination awareness, drives website traffic and directly benefits Napa County businesses.





Targeted Public / Media Relations

Budget: \$555,000.00

Program Elements:

- Media Relations Manager
- Media Relations Coordinator
- Media Relations / PR Agency Contract
- Media Familiarization Tours
- Media Domestic Press Missions/Events
- Clipping Service - Monitoring of media coverage & ad equivalencies
- Media Kit Materials
- Destination Advertising (Coop Ad Development etc)





PUBLIC RELATIONS AGENCY

Y PARTNERSHIP is one of the one of the world's most respected Destination Marketing agencies, with clients such as:

- Fairmont Hotels & Resorts
- Four Seasons Hotels & Resorts
- Wynn Las Vegas
- Marriott Hotels & Resorts
- Bermuda Tourism Authority
- Mexico Tourism
- Bahamas Tourism



MARKETING PROGRAMS

2. Small Group & Travel Trade Marketing

Budget: \$660,000.00

Program Elements:

- Director of Group & Meeting Services
- 2 Sales Staff
- 4 Targeted Small Group Sales Contracts
- Trade Show Participation & Co-ordination (25-30 Shows)
- Trade Show Infrastructure (Booths, Banners, Swag etc)
- Meeting Planner Guide Development & Production
- Pre and Post Convention Sales Program (.5 FTE)+



MARKETING PROGRAMS

3. Website, Internet & Social Media Network Marketing

Budget: \$622,000.00

Program Elements:

- Internet / Social Media Marketing Manager
- Official Destination Website Enhancement and Maintenance - www.LegendaryNapaValley.com
- Official Destination Website Search Engine Optimization - www.LegendaryNapaValley.com
- NapaValleyConnect™ CRM and Membership Portal Maintenance
- Website Database Maintenance
- Google Adwords Program
- Targeted Destination Internet Advertising Campaigns
- Develop and Implement Social Media Marketing Strategy – Facebook / Twitter
- VisitNapaValley Mobile In-Destination SmartPhone Application
- IT Infrastructure Development & Maintenance



IN DESTINATION MOBILE DEVICE VISITOR GUIDE

- Legendary Napa Valley to be Exclusive California Wine Destination
- Online Destination Guide, Interactive Map, Access to Special Offers from NVDC Members
- Source of Revenue for NVDC

Introducing
VisitMobile™

The innovative mobile travel solution serving the needs of tourists, destination marketers and local businesses.





THE
NAPA
VALLEY™
Legendary.

MARKETING & ADVERTISING FIRM

Burghardt+Doré Advertising is a locally-based agency with tourism clients that include:

Monterey County

The City of Carmel

Pebble Beach Resorts

Burghardt+Doré

MARKETING ADVERTISING DESIGN

MARKETING PROGRAMS

4. Research, Market Intelligence & Destination Monitoring

Budget: \$128,250.00

Program Elements:

- Frequent Visitor Profile Study Update - Purdue / Stonebridge Research
- DMAI Membership
- US Travel Domestic Comprehensive Research Package
- CalTIA Membership
- CalSAE Membership
- WACVB Membership
- Visitor Center Guest Intercept Data Collection
- Guest Satisfaction Survey - Automated Deployment - 30 Locations & Web Access
- PKF Travel Research Destination Monitoring Subscription
- Smith Travel Research "STAR" ADR & Occupancy Report Subscription



MARKETING PROGRAMS

5. Leisure Traveler Marketing

Budget: \$121,000.00

Program Elements:

- State of California Travel Planner Advertising
- California Golf Guide Advertising
- San Francisco / Napa Valley / Sonoma Concierge Outreach Program (1FTE)
- Special Event Manager (.5 FTE)



MARKETING PROGRAMS

6. Print Advertising / Collateral Fulfillment

Budget: \$35,000.00

Program Elements:

- Official Tourism Guide Production - The Napa Valley Guidebook
- Napa Valley Wedding Guide
- FIT (Frequent Independent Traveler) Fulfillment piece/consumer mailer/Rack Card
- Collateral/Publications Fulfillment & Distribution

MARKETING PROGRAMS

7. Community Relations / Training & Education

Budget: \$40,000.00 (Year 1 – Brand Camp & Volunteer Training)
\$165,000.00 (Years 2-5 Full Program of Work)

Program Elements:

- Napa Valley Brand Camp –
“Creating Legendary Guest Experiences Customer Service Training”
To Reinforce Brand Promise & Culture of Quality Initiatives
- Visitor Center Staff & Volunteer Education Program Development
- Visitor Center Volunteer Education Program Deployment
- Community Relations / Training & Education Manager
- Community Forums (2 per year - 1 Up Valley, 1 Down Valley)
- Community Relations Agency Contract
- Community Outreach Programs
- Napa Valley College Hospitality Program Scholarship Program

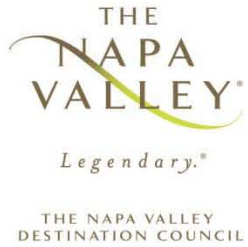
MARKETING PROGRAMS

8. Visitor Information Services

Budget: \$175,000.00

Program Elements:

- Visitor Information Services Manager
- Visitor Services Staff & Volunteer Coordinator (2.5 FTE)
- Special Events Coordinator (1 FTE)
- Operation of Official Napa Valley Visitor Information Center
- Visitor Information Center Enhancement
- Hotel Lodging Desk in Official Napa Valley Visitor Information Center
- Development of Official Napa Valley Visitor Information Center Network
- Guest Services Kiosks (6)



NVDC TID Organizational Chart

Staffing Summary

13.5 FTE Staff Positions

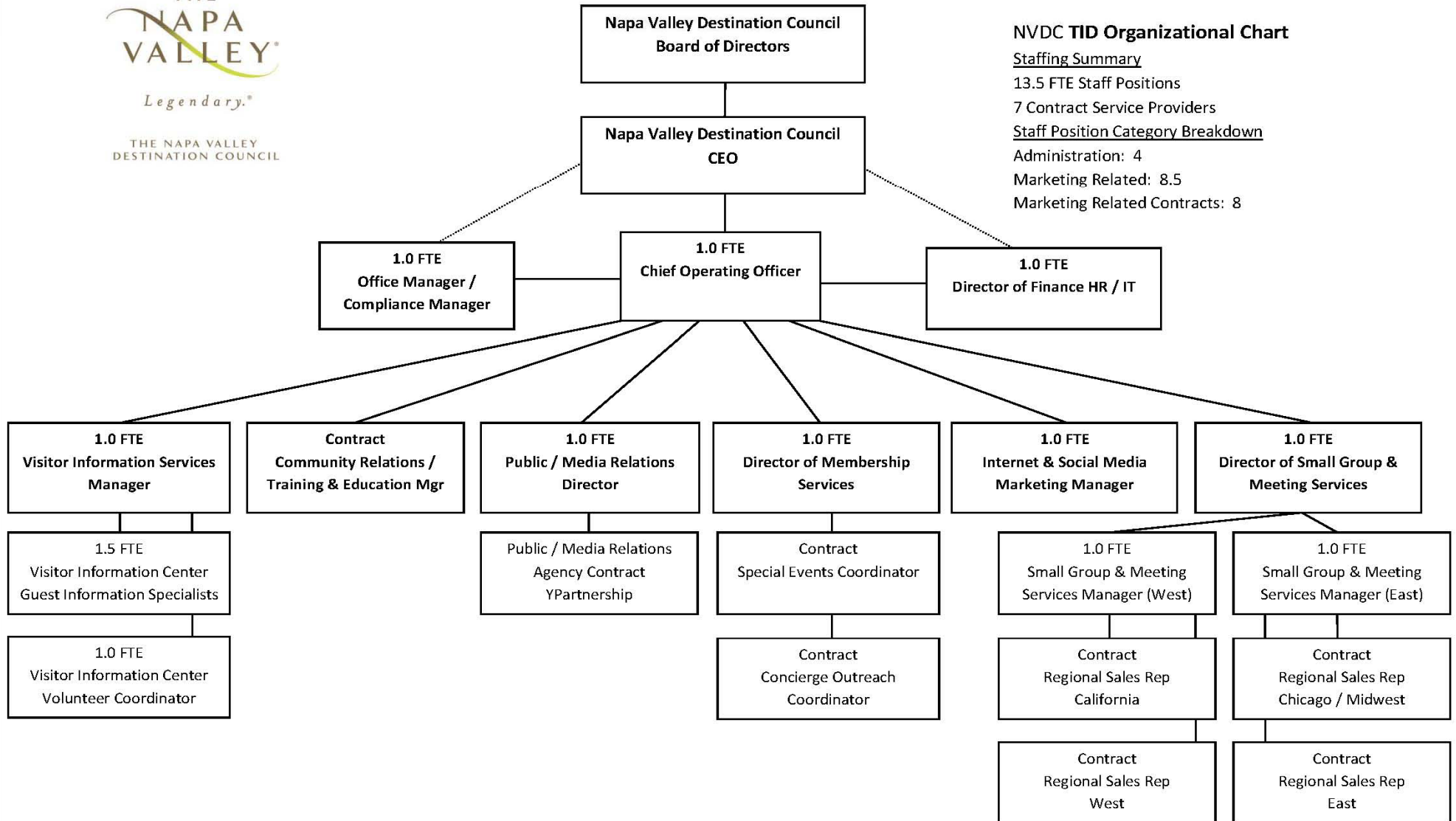
7 Contract Service Providers

Staff Position Category Breakdown

Administration: 4

Marketing Related: 8.5

Marketing Related Contracts: 8





SUMMARY

- The Napa Valley is *THE* Most Prestigious, Well-Known and Respected Wine Region in the New World.
- It Needs and Deserves Destination Marketing at the Same Level!
- The Napa Valley Destination Council is the Organization Built to Provide, with All of our Partners, this Level Of Destination Marketing for the Entire County.
- We look Forward to Making this Happen Together!!

BOARD OF DIRECTORS

Charles Henning

Board Chair

The Culinary Institute of America

Ann Marie Conover

Marketing Chair

Meadowood Napa Valley

Terry Hall

Marketing Committee

Napa Valley Vintners

George Goeggel

Finance Chair

Auberge Du Soleil

Terry Newmyer

St. Helena Hospital

Michael Mondavi

Folio Fine Wine Partners

Michael Chiarello

Napa Style/Bottega

Rick Swig

TID Committee Chair

Harvest Inn

Jack Cakebread

Ex Officio

Cakebread Cellars

Michael Palmer

The Meritage Resort & Spa

Michael Dellar

Lark Creek Restaurant Group

Clay Gregory

The Napa Valley Destination Council

Brian Kelly

Ex Officio

Charter Oak Bank

Cassandra Walker

Ex Officio

The City of Napa

Michaela K. Rodeno

St. Supery

Michael Woods

Mount View Hotel & Spa