



# Destination Marketing 2020

## A year of challenges



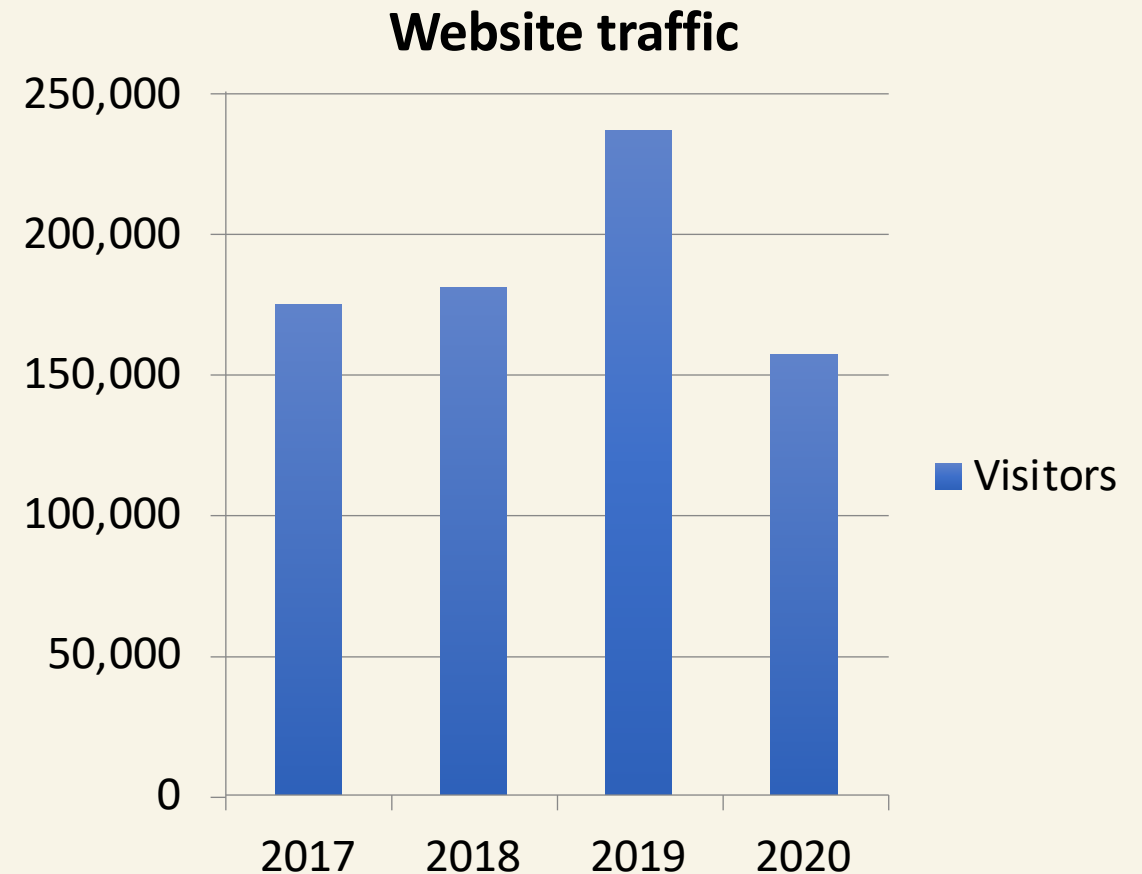
# Website upgrade Nov. 2020

VisitCalistoga.com improvements include:

- Speed and overall performance
- Better integration of lodging price and availability
- Mobile responsiveness
- Search Engine Optimization
- Streamlined menu options
- More compelling and branded visual style
- Fresh photos

# Website traffic remains strong

- VisitCalistoga.com has been the most visited wine-country city website for last 5 years
- Traffic has increased annually until 2020
- 3,200 visitors a week, even during pandemic
- Significant shift toward mobile





# Instagram

*Instagram Followers*

8,600 (December 2019)

increased to

**15,900 (December 2020)**

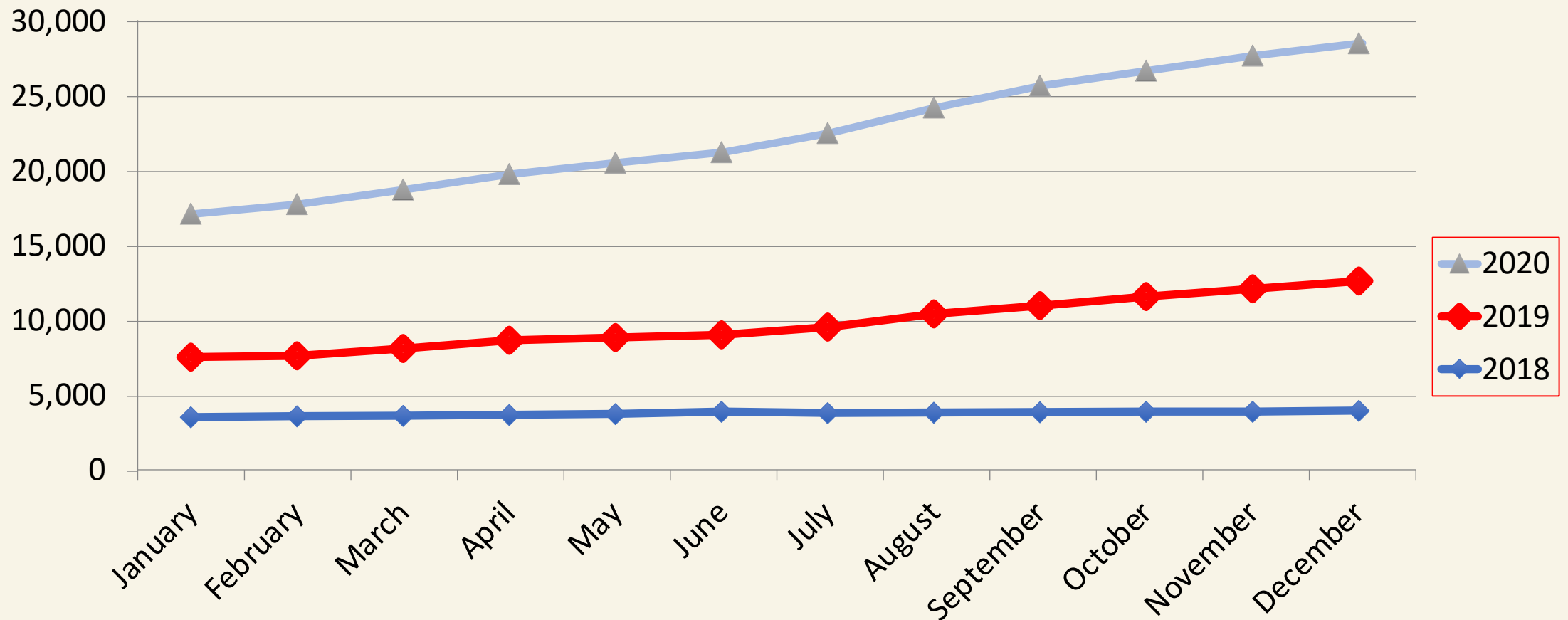
*Instagram Engagement (comments/likes)*

3,908 (December 2019)

increased to

**4, 567 (December 2020)**

# Instagram Followers:







# Facebook

## *Facebook Users*

22,756 (December 2019)

increased to

**27,316 (December 2020)**

## Twitter

### *Followers:*

3,805 (December 2019)

Increased to

**3,953 (December 2020)**



# Noteworthy Marketing Efforts



Picture compliments of "Napa Valley Tip"

VISIT NAPA VALLEY

Instagram takeovers

Up Valley Marketing  
Campaign

BLOGGERS  
Melissa Male  
*(January '20)*

COVID Care  
Packages  
*(Spring '20)*

Napa Valley Tip  
*(December '20)*

VISIT CALIFORNIA

Influencer Trip

Press Coverage:  
*Forbes, Business  
Insider, Budget Travel,  
Lonely Planet, Epoch  
Times, Travel Age West*

DTC Newsletter

14,761

Contacts

# Wildfire/COVID public relations

- During fires, kept visitors informed on air quality and other impacts on traveling
  - Once smoke/danger passed, increased promotions to curb the fallout of the intense media coverage
- For COVID restrictions, emphasized what IS open
  - promoted local utilization of protocols, open spaces, outdoor dining and wine tasting, hiking trails and retail.
- For Stay-At-Home travel restrictions, promote locally (i.e., restaurant take-out and holiday shopping) and deliver aspirational messages





Looking ahead at 2021





# Here's the really good news

*There's no lack of investment  
in Calistoga*

- Four Seasons luxury resort will open in 2021
- Dr. Wilkinson's reopening, new restaurant in May
- Solage and Calistoga Motor Lodge just completed major renovations and investment
- Plans are underway to renovate the Brannan Community Center
- Indian Springs has just received approval for a major hotel expansion
- Several new restaurants are poised to open soon (Fleetwood, Dr. Wilkinson's and others)