

# YOUNTVILLE

## CHAMBER of COMMERCE

### Annual Report - FY 2023 - 2024

NVTID – Yountville Board Members:

The Yountville Chamber of Commerce in partnership with the NVTID – Yountville and the Town of Yountville is proud to serve as the destination marketing organization for Yountville. We would like to provide a brief summary of our contracted work for the fiscal year 2023 – 2024.

Our 2023 – 2024 contract with the NVTID – Yountville included four key components, Social Media marketing, FAM Tours, digital marketing campaign and Yountville Visitor Brochure. Additionally, I have included our website performance in this report as well as its success is directly tied to the success of our digital advertising campaign.

#### **Contract for Fiscal Year 2023-2024**

The contract for Fiscal Year 2023 – 2024 was \$320,000 dollars.

Social Media Management & Ads:	\$65,000*
Digital Marketing Campaign:	\$200,000
Yountville Visitor Brochure	\$15,000
FAM Tour Expenses	\$25,000**
Chamber Management Fee	\$15,000

\*\$29,400 dollars spent directly on advertising for hotels, special events, and brand awareness. We will be expanding our social media presence to TikTok and Pinterest.

\*\* FAM Tour Expenses moved from TID to Chamber to manage expenses. \$5,000 of this is put toward social media influencer trips.

#### **SOCIAL MEDIA**

Social Media continues to be a critical piece of our destination marketing strategy. Many visitors still seek out social media for inspiration when planning their trip, and of course, sharing their trip when in Yountville. We focus on the following channels: Facebook, Instagram, Pinterest and TikTok. Our Yountville Chamber Marketing Committee sets the Social Media strategy, that directs our daily content posting.

Our Social Media Strategy has three objectives: 1) Member Content; 2) Driving traffic to Yountville.com; 3) Establishing Yountville social channels as experts on “all things” Yountville.

**Facebook:** Total number of followers, 64,000

**Instagram:** Total number of followers, 30,200

**Twitter:** Total number of followers, 4,003

**Pinterest:** Total number of followers, 275

**TikTok:** Total number of followers, 1,049



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Please be sure to follow our Social Media channels to see the latest content about Yountville.

Facebook: [@ExploreYountville](#)

Instagram: [@YountvilleCA](#)

Twitter: [@YountvilleCA](#)

Pinterest: [@YountvilleCA](#)

TikTok: [@ExploreYountville](#)



### PUBLIC RELATIONS/FAM TOURS

We continue to retain Fuller & Sander Communications to manage Public Relations for the destination. Fuller & Sander oversee Familiarization (FAM) Tours as part of their contract, generate press releases for upcoming events and field all incoming press inquiries about the destination. Fuller & Sander Communications coordinated a total of 19 Familiarization Tours to date, with publications such as Cowboys & Indians, Bon Appetit, Sunset Magazine, Haute Living and much more. A total of over 571,910,981 million impressions were generated through Fuller & Sander Public Relations efforts. Directly below is a list of the top five publications Yountville and Yountville businesses were featured in over the past year.

Publication Name	Story - Hyperlinked	UMV (Unique Monthly Visitors)
The Mercury News	<a href="#">Napa Valley Weekend: Wineries, Eateries and Shopping in Yountville</a>	30.7 MM
Associated Press	<a href="#">Spectacular fields of yellow mustard in NorCal Wine Country</a>	18 MM
KGO ABC 7 Broadcast	<a href="#">Yountville in Napa Valley provides travelers with activities galore</a>	5 MM
Hemispheres Mag.	<a href="#">These Four Napa and Sonoma Spots Pair Wine with Breakfast</a>	12 MM
City Style and Living	<a href="#">Breathe in Breathe Out Yountville</a>	101 Thousand

### DIGITAL MARKETING ADVERTISING CAMPAIGN – Numbers through February ‘24

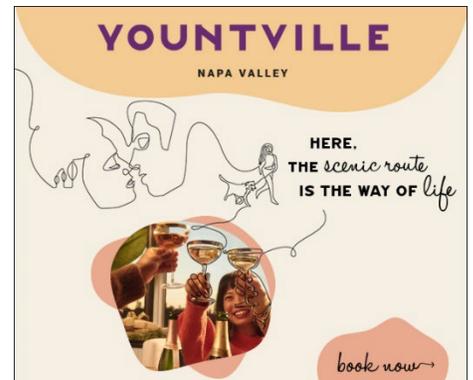
This year we entered into the seventh year of our Digital Marketing Advertising Campaign. The objective of this campaign was to implement a multi-channel, paid advertising plan to generate awareness of Yountville and increase visitation. With a new addition this year, of direct room booking through a co-op with Expedia.

In partnership with the NTVID – Yountville, we spent \$200,000 dollars from August 2023 – June 30, 2024. Our campaign ran across the following platforms Facebook/Instagram, Google Search and YouTube and Expedia.

The Expedia program has progressed through 83% of the campaign, resulting in over \$195K in gross bookings and a total of 223 booking nights, achieving a notable 5.68 ROAS.

The campaign is still in progress. A total of 11.4 million impressions were generated through the lifespan of the campaign, over 89% to goal. The campaign generated a total of 39,899 sessions to Yountville.com resulting in 26 seconds on site. Our two video ads on YouTube generated over 900,000 total views. [Click here](#) to view “Art of the Stroll” video. [Click here](#) to view “Join Us For a Stroll” video.

Our target audience focused primarily on the Bay Area and Sacramento region, ranging in age from 25 – 54 years old with a household medium income of \$150,000 dollars plus.



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### YOUNTVILLE VISITOR GUIDE

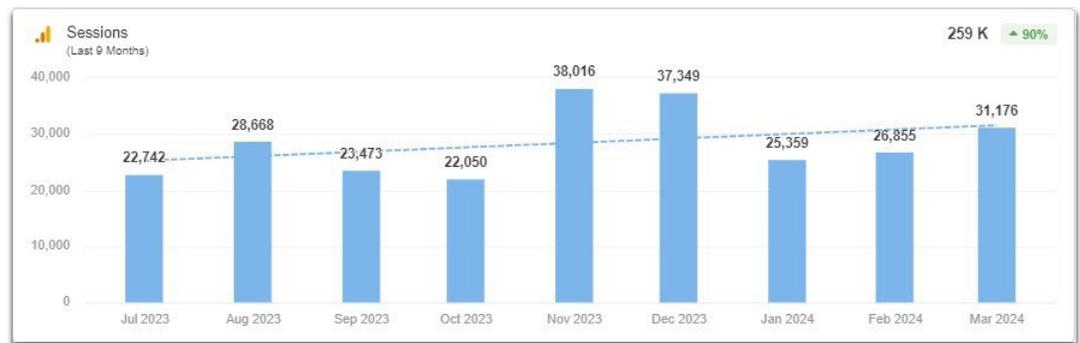
The Yountville Visitor Guide, is both printed and [available digitally](#) on our website. There are two versions, one version for in room at hotels, that does not feature other hotels, and the other version, features hotels. The guide includes a narrative about the destination, along with sample itineraries, member highlights and our Yountville Map. A total of 15,000 copies were printed and distributed over the past year in Yountville and throughout the Napa Valley. The Yountville Map, is printed twice per year, once in the Spring and one in the Fall. We print 20,000 copies of the Map, it is distributed to all of the businesses in town, and handed out at the Yountville Welcome Center.

### YOUNTVILLE.COM

In September of 2019, we relaunched the updated [Yountville.com](#) and the NEW [YountvilleChamber.com](#). Previously, these websites were combined into one, offering both visitor information and chamber information on one site. It was confusing for users. Now, Yountville.com is only dedicated to promoting the destination, it is our home on the internet.



Since launching Yountville.com, we have focused on growing the content of the website. The website contains member directory pages, featuring robust evergreen and search engine optimized content, events calendar, history of Yountville, our *Get Inspired* Blog, our virtual Yountville Welcome Center and beautiful photos of the destination. Yountville.com saw 259,000 visitors from July 2023 – March 2024. We saw a 90% over the past year! We attribute this continued traffic growth to our digital advertising campaign. The top states to visit Yountville.com: California, Washington, Oregon, Texas, New York.



In conclusion, we are proud to partner with the NVTID – Yountville and the Town of Yountville on marketing the destination of Yountville. We have hardworking tactical strategies that make the most of our investments. The Yountville Chamber Marketing Committee has been diligent overseeing the budget, strategies and monthly reports. We look forward to continuing our partnership with the NVTID – Yountville and building upon our successes over the past eight years.

In partnership,

Whitney Diver McEvoy  
President & CEO  
Yountville Chamber of Commerce