

National Tourism Week SpendTom.com Promotion



CTTC President & CEO
Caroline Beteta (right) is
interviewed for the National
Tourism Week promotion.

May 11-31, 2009

Program Description

To create awareness of the impact of tourism on the state economy, CTTC launched a pilot promotion during National Travel & Tourism Week called “Spend Tom” in Sonoma County. CTTC exchanged \$25,000 in \$2 bills with nearly 40 partners in Sonoma County, including visitor centers, hotels, restaurants and local retailers. The goal was to reach not only assessed businesses, but to create awareness for CTTC among the harder to reach assessed businesses, such as restaurants and retailers. Visitors and residents were encouraged – via media coverage – to visit the participating businesses, make a purchase, receive a \$2 bill as change, and then share where they found Tom (Thomas Jefferson is on the \$2 bill) and how they spent him on Facebook and Twitter. CTTC is considering a similar campaign statewide for 2010.

Target Audience

- Travel industry stakeholders
- Public sector influentials
- General public

For the 2009 pilot project, CTTC's aim was to create awareness among public policymakers and assessed and non-assessed businesses in California, as well as residents and visitors to Sonoma County of all ages. Should this be repeated in 2010, the target audience would be statewide residents and visitors, depending on partner participation.

Objectives & Reach

- Create awareness of the impact of tourism-related spending by disseminating \$2 bills throughout the community. After a purchase at a tourism-related business, the goal was for consumers to report on their spending via a social media campaign. CTTC and the Sonoma County CVB partnered on Facebook and Twitter fan pages, enticing participation with a Sonoma getaway contest prize.
- Secure coverage in at least one local newspaper to generate participation in the social media campaign.
- Work with a radio partner to generate persistent awareness of the social media campaign May 11-31.

Results & Accomplishments

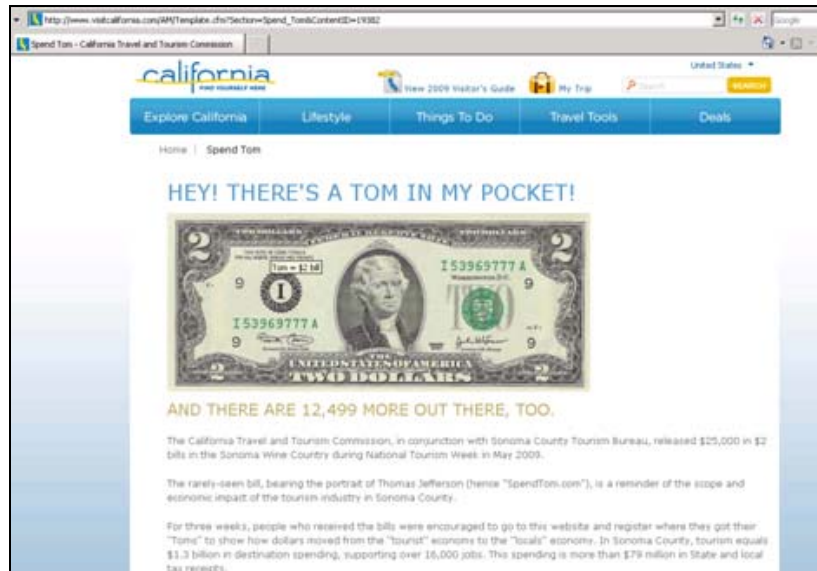
CTTC secured better coverage than expected on the launch day events, which featured money exchanges with partners in Sonoma and Santa Rosa. The team secured coverage in the following print and television media outlets:

- *Santa Rosa Press Democrat*
- *Sonoma Index-Tribune*
- NBC San Francisco (2,476,450 viewers)

The NBC story is especially notable, since San Francisco stations rarely drive up to Sonoma County due to time constraints. In addition, the promotion achieved:

- Robust and positive local consumer response on Facebook fan page and Twitter (400+ contest entries to date at SpendTom.com). This high return on participation showed that staff efforts also paid off in terms of engaging consumers to interact with the brand.

- Leveraged radio buy for major promotion on five stations in Sonoma County, including live remotes, e-blasts and public service programming – reaching over 120,000 consumers.
- Media buzz generated more partner interest (nearly 40), most of them non-assessed restaurants who had never heard of CTTC before, and who were very excited to be part of the promotion.
- Social media buzz generated local awareness – nearly 150 local posters signed up as Facebook/Twitter fans. “Toms” were tracked throughout Sonoma County, and made it into other parts of the state, as well as other states, including Florida and Hawaii.
- Approximately 1,900 visits to the www.SpendTom.com Web site from approximately 1,500 unique visitors. Consumers participated from all over, including as far away as the Netherlands.
- CTTC spent approximately \$7,500 in advertising and expenses, and secured an estimated \$40,000 in local publicity, for an ROI of nearly 5:1.



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