AGENDA

TOURISM ADVISORY COMMITTEE

3:30 PM THURSDAY, FEBRUARY 2, 2023 –REGULAR MEETING

VIRTUAL & IN COUNCIL CHAMBER, 1644 OAK STREET, SOLVANG, CA 93463

Committee Members:
Tracy Beard
Alexander Grenier
John Jakubek
Kim Jensen
John Martino
Louise Smith
Vashti Wilson

AGENDA AND SUPPORTING MATERIALS – Available for viewing 8:00a.m.-5:00p.m. at City Hall, 1644 Oak Street, Solvang, and on the City's website https://www.cityofsolvang.com/agendacenter. Additional writings that are distributed to a majority of the Committee after the posting of the agenda will be made available at City Hall and on the City's website.

AGENDA POSTING NOTIFICATION - Subscribe to receive email or text message notifications when agendas are posted online through "Notify Me" at: https://www.cityofsolvang.com/List.aspx

PUBLIC COMMENT - The public is encouraged to address the Committee in-person, virtually, or in-writing on agenda and non-agenda items. If provided in writing, comments must be submitted to the City Clerk at cityclerk@cityofsolvang.com by 3:00 p.m. on the Monday before the meeting to be considered. Your comment will be recorded and distributed appropriately. Comments on agenda items will be heard at the time each item is considered, including non-agenda items. In-person speakers will be invited to make public comments first. Virtual speakers will follow.

AMERICANS WITH DISABILITIES ACT - If, as a participant of this meeting, you need special assistance the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk at either (805) 688-5575 x206 or cityclerk@cityofsolvang.com. 72- hours' notice is requested.

PARTICIPATING IN THE MEETING - Pursuant to California Assembly Bill 361, Committee meetings will be conducted by video/teleconferencing through Zoom. Meetings will also be broadcast live on Channel 23 and streamed on the City's website, Vimeo, and YouTube.

- To join by Zoom, visit https://zoom.us/j/3066529195. If you wish to speak, please use the "raised hand" symbol.
- To join by phone, call **(888) 788-0099** and enter Meeting ID: **306 652 9195#**. The phone line will be open starting at 3 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

2. CONSENT ITEMS

Items on Consent are typically routine and will be approved in one motion. The Chair will call on anyone wishing

to address the Committee on any Consent item on the agenda, which has not been pulled by the Committee for discussion. Each speaker will be permitted to speak only once and comments will be limited to a total of three minutes.

a. Approve order of Agenda as presented.

b. Approve Minutes of December 1, 2022, Regular Meeting.

3. PUBLIC COMMUNICATIONS – NON- AGENDA

This section is intended to provide members of the public with the opportunity to address the Committee on items not on the Agenda. This section is limited to 30 minutes. Each speaker will be afforded three minutes, and may speak only once. State law does not allow the Committee to discuss or take action on issues not on the agenda, except to briefly respond or to ask Staff to follow up on such items.

4. DISCUSSION ITEMS

a. Discussion to select Tourism Advisory Committee Chair and Vice Chair.

b. Discussion to receive The Abbi Agency's Report.

c. Discussion to receive a 2022 Julefest Marketing and Public Relations Report.

d. Discussion to receive a report from Solvang Hygge Huset/Visitor Center operations.

e. Discussion regarding Solvang USA website

COMMITTEE MEMBER COMMENTS:

CITY STAFF COMMENTS:

ADJOURNMENT:

AFFIDAVIT OF POSTING

I, Cheryl Shallanberger, Marketing Manager for the City of Solvang, California, DO HEREBY CERTIFY under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the City of Solvang City Hall bulletin board at 1644 Oak Street, Solvang, CA and on the City of Solvang website not less than 72 hours prior to the meeting, per Government Code 54954.2.

Dated this 30th Day of January 2023

MINUTES OF A REGULAR MEETING OF
THE SOLVANG
TOURISM ADVISORY COMMITTEE

December 1, 2022
Thursday
3:30 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

Chair Hanberg called the meeting to order at 3:30 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: Shannon Brooks, John Martino, Vice Chair Alexander Grenier, Chair Max Hanberg

Absent: Committee Members: Tracy Beard, Kim Jensen, Christine Ciaccio

Staff: Marketing Manager Cheryl Shallanberger, City Clerk Annamarie Porter

PLEDGE OF ALLEGIANCE

Chair Hanberg led in the Salute to the Flag.

2. CONSENT ITEMS

a. Approve order of Agenda as presented

b. Approve Minutes of November 3, 2022, Regular Meeting

c. Approve the Tourism Advisory Committee 2023 Meeting Calendar

Motion by Committee Member Martino, to approve the Consent Calendar, as presented, seconded by Committee Member Brooks, and carried, 4-0, with Members Beard, Jensen and Ciaccio, absent.

3. PUBLIC COMMUNICATIONS – NON-AGENDA - None

4. DISCUSSION ITEMS

a. Discussion to receive The Abbi Agency's Report

Connie Anderson, The Abbi Agency, via Zoom, narrated a PowerPoint presentation with a glossary of terms and details of their integrated tourism marketing efforts.

Presentation included social media efforts, Julefest, phases of travel, paid media, monthly and yearly web analytics, ways to measure marketing ROI.

Discussion followed regarding ROI and comparing hotel bookings, Solvang Visitor Center visitation, social media engagements and stats from Visit Santa Ynez Valley.

b. Discussion to receive a 2022 Julefest update on the calendar of events and marketing efforts

Marketing Manager Cheryl Shallanberger discussed recent, ongoing, and upcoming Julefest events.

Chair Hanberg invited public comments.

Mayor pro tem Mark Infanti noted he will be riding in a convertible Camaro during the Christmas Parade and in response to his question, Marketing Manager Shallanberger reported other Councilmembers will be riding the City's float.

COMMITTEE MEMBER COMMENTS

Committee Member Martino commented on the Lego event held last year and suggested inquiring about the possibility of holding another Lego event in the spring and spoke about the Cambria Festival of Lights and suggested implementing a similar event in Solvang.

Discussion followed regarding the possibility of having local hotels sponsor the Lego event.

Vice Chair Grenier commented favorably on the Julefest events so far and expressed excitement at attending upcoming events.

Chair Hanberg spoke about the need to work on an events budget for the upcoming year and commented on a recent article in the L.A. Times about Solvang.

CITY STAFF COMMENTS

Marketing Manager Shallanberger thanked the TAC for their support and encouraged Members to reapply for the next term.

ADJOURNMENT

The meeting was adjourned at 5:00 p.m.

Respectfully submitted:

_____

Cheryl Shallanberger, Marketing Manager

AGENDA ITEM 4a

Meeting Date: February 2, 2023

SUBJECT: **Discussion to select Tourism Advisory Committee Chair & Vice Chair**

PREPARED BY: Cheryl Shallanberger, Marketing Manager

DISCUSSION:

Per the municipal code, the TAC shall immediately upon its appointment and taking its office, at its first regular meeting elect a chairperson and vice chairperson from among its members.

ALTERNATIVES:
None

FISCAL IMPACT:
None

ATTACHMENTS:
N/A

TOURISM ADVISORY COMMITTEE

AGENDA ITEM 4b

Meeting Date: February 2, 2023

SUBJECT: **Discussion to The Abbi Agency Report**

PREPARED BY: Cheryl Shallanberger, Marketing Manager

DISCUSSION:
The Abbi Agency to present an overview of the existing scope of work to new TAC members, share a new reporting dashboard, and upcoming marketing content.

ALTERNATIVES:
Provide feedback to The Abbi Agency.

FISCAL IMPACT:
None

ATTACHMENTS:
A. The Abbi Agency Overview Report

INTEGRATED TOURISM MARKETING

CITY OF SOLVANG

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THE ABBI AGENCY + SOLVANG 2022-2023

SCOPE OF WORK OVERVIEW

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GOALS & OBJECTIVES

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GOALS & OBJECTIVES

Overall increase in: Website Impressions, Earned Media Impressions, Earned Media Message Pull-Through, Organic Social Media Engagement, Paid Media Impressions, and Click-Through Rates.

The Abbi Agency and Solvang will work collaboratively with lodging partners to quantify and assess increases in visitation. These specific tourism objectives that will be assessed are below:

- Increase in visitation during shoulder season
- Increase in visitation during midweek

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FY 22-23 CITY OF SOLVANG

PRIMARY GOALS

1. Position Solvang as the ideal destination for travelers who appreciate a trip focused on history, culture, food & beverage.
2. Increase economic performance with elevated visitor stays across mid-week and slower seasons, resulting in more sales tax and TOT tax.
3. Diversify experiences and activities that visitors are aware of and engage in.

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FY 22-23 CITY OF SOLVANG

SECONDARY GOALS

1. Increase awareness through advertising and an emphasis on social media engagement.
2. Break into younger audience segment.
3. Position Solvang as more modern and accessible.
4. Drive increased number of website visitors.
5. Increase engagement on social media and website channels.
6. Build upon Solvang's brand as its own destination within SYV.

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TARGET AUDIENCE

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TARGET AUDIENCES

Primary Target Audience - Los Angeles, Bakersfield Designated Market Area (DMA)

*Los Angeles DMA is comprised of Orange, Los Angeles, Riverside, Ventura, Orange and San Bernardino counties

- Goal - Extend length of trip, midweek, and off-season visitors

Secondary Target Audience - Bay Area, Fresno-Visalia

- Goal - Grow new segment of longer-haul travelers

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ROLES & RESPONSIBILITIES

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CITY OF SOLVANG RECOMMENDATIONS

RECOMMENDED ROLES AND RESPONSIBILITIES

Internal Marketing Functions

- Management of info@solvangusa.com email address and film licensing
- Day-to-day website changes
- Website business and partner feature management - review and approve
- Website event submission management - approval and publishing
- In-person support on social media and media hosting initiatives, as needed
- Event management
- Local & Day-trip Marketing
- Leisure & Group Sales

Agency Marketing Functions

- Annual Creative Concepting & Paid Media focused on overnight visitors
- Website updates to key target pages for campaigns, paid advertising, and SEO purposes
- Quarterly and Annual Reports and presentations to TAC
- Social media management
- Public relations outreach and management

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Q1 CONTENT CALENDAR

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Q1 CONTENT CALENDAR

Months	PR Story Angle	PR Message	PR Target Media Publications	Social Media	Visit California Theme
Jan	Long Weekend Wine Vacation Romantic Roadtrip to Solvang	If Napa is out of the question, Solvang is the solution. Add this Danish town to your next wine tasting trip.	Regional Focus: KTLA, Santa Barbara News-Press, San Luis Obispo Tribune, The Santa Barbara Independent, Santa Ynes Valley News	Wine Weekends/Wine tasting locations	Seasonal Travel
Feb	Valentine's Weekend Vacations Danish Culinary Destination	Treat your significant other to a romantic vacation in Solvang. With shopping, wine tasting, beautiful hotels and a well-rounded culinary scene, this is the perfect destination for you and your boo.	Travel + Leisure, Thrillist, The Culture Trip, PureWow Regional Focus	Romantic Getaways	Down to Earth - sustainable travel
March	Spring Break Getaway	Skip the crowded beaches and enjoy a family spring break in Solvang with family-friendly activities like exploring the village on the Solvang Trolley, horseback riding and candy shop hopping.	Lonely Planet, Red Tricycle, Parents Magazine, Sunset Magazine, Famadillo, Family Travel Magazine, Wanderer, TravelAwaits	Family Trips	Solo/Female travel

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CREATIVE

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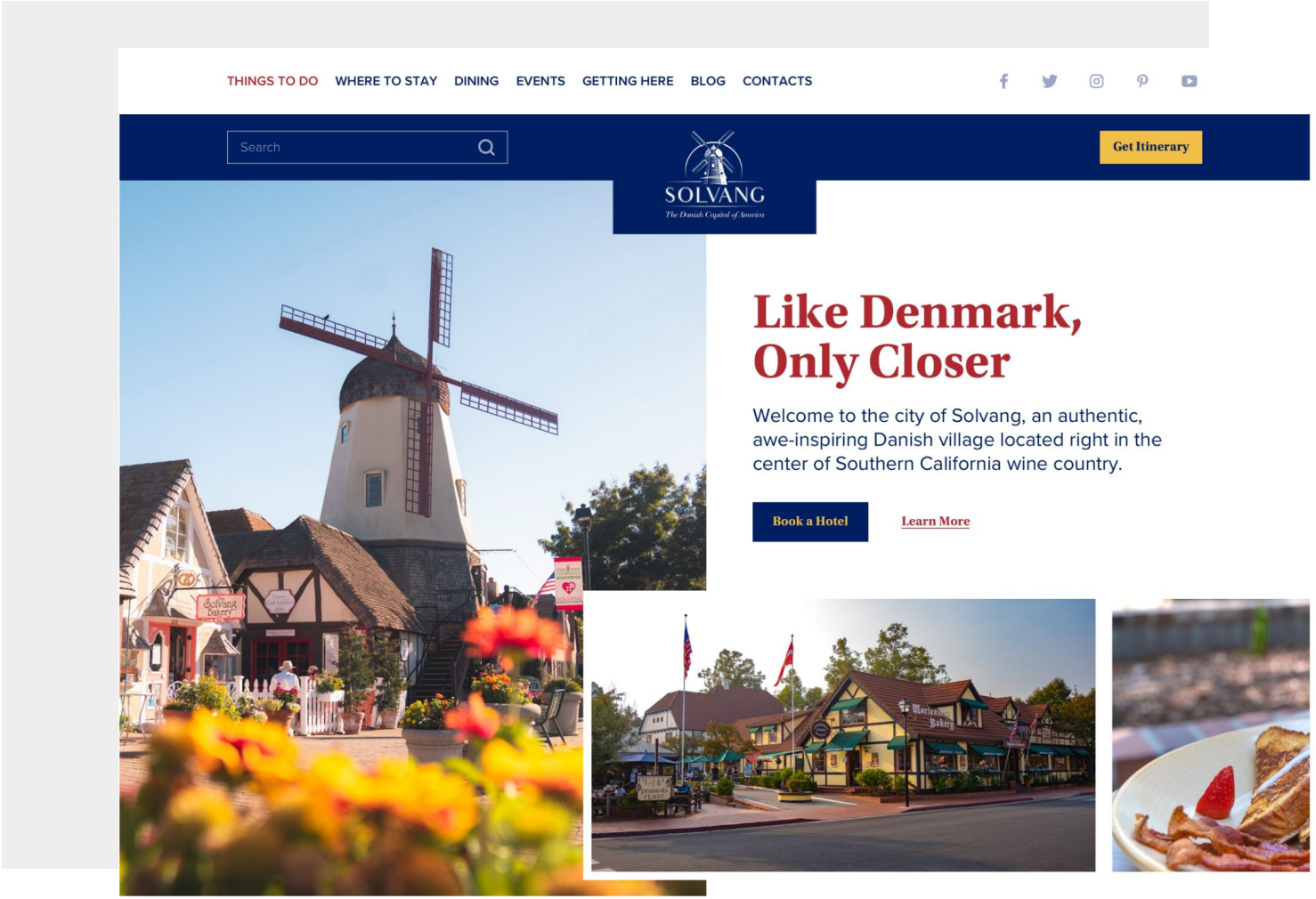
HOMEPAGE UPDATE

The Abbi Agency has designed a new homepage for the City of Solvang website. The copy has also been refreshed to be visually appealing and inviting.



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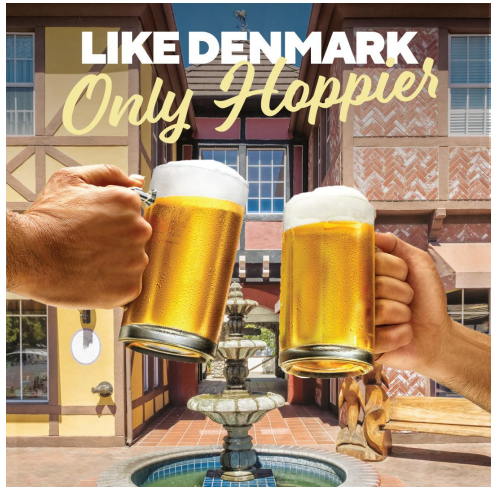
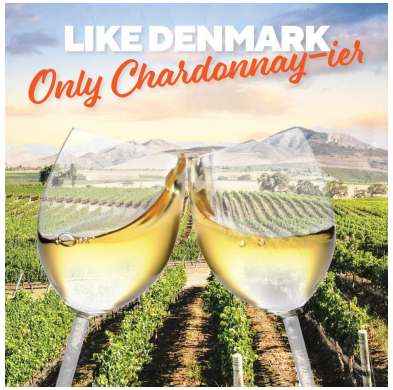
Our Creative team worked to build the "Like Denmark.." concepts into ads.





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REPORTING DASHBOARD

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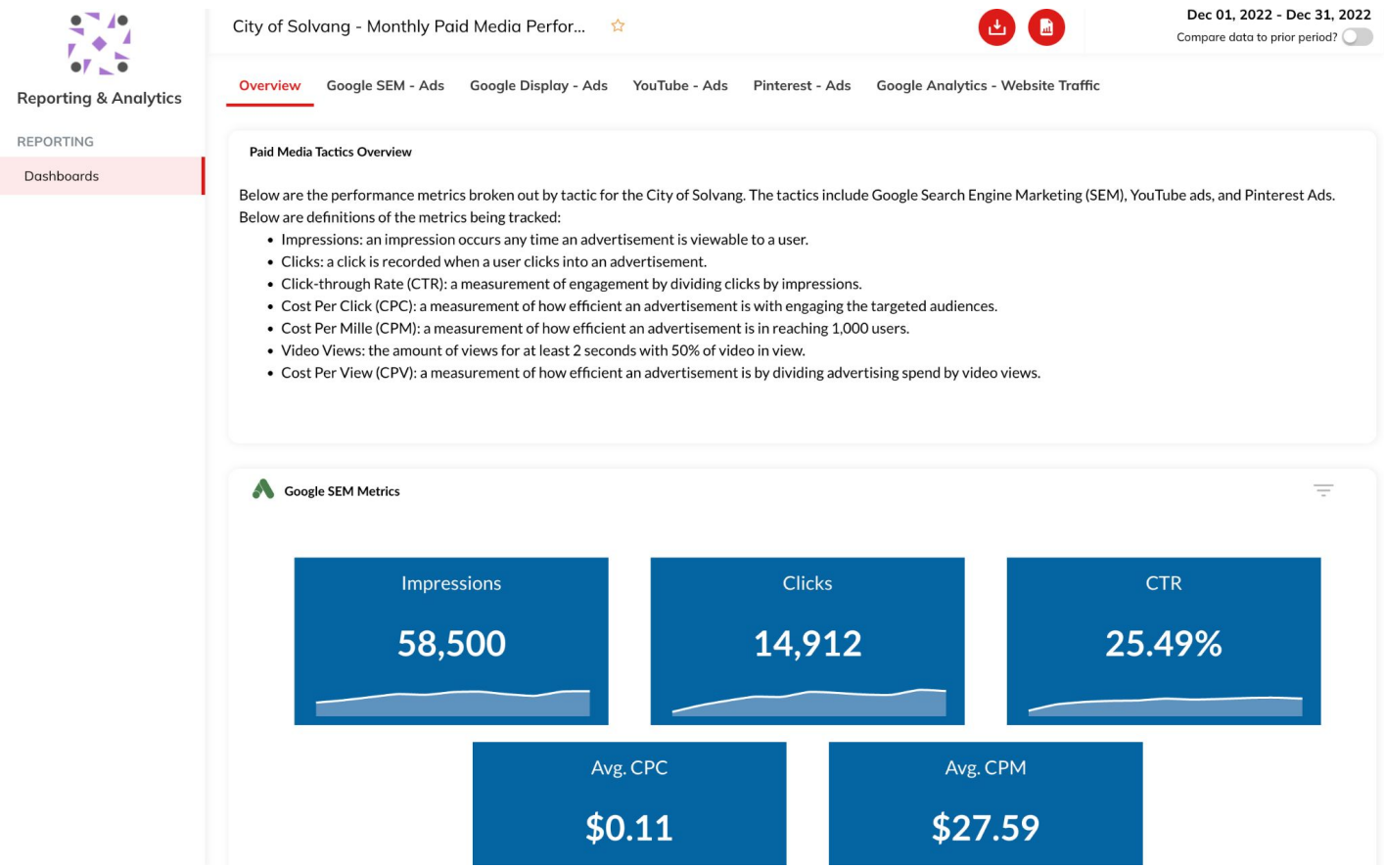
OVERVIEW

This is an overview of the dashboard through Tapclicks.

We have created Cheryl her own login where she is able to view metrics and toggle by date range in the right hand corner.



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THANK YOU

CONTACT

connie@theabbiagency.com

775.323.2977

theabbiagency.com

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AGENDA ITEM 4c

Meeting Date: February 2, 2023

SUBJECT: **Discussion on the Julefest Marketing & PR Report**

PREPARED BY: Cheryl Shallanberger, Marketing Manager

DISCUSSION:
The Abbi Agency to present an overview of the Marketing & Public Relations for Julefest 2022.

ALTERNATIVES:
Provide feedback to The Abbi Agency.

FISCAL IMPACT:
None

ATTACHMENTS:
A. The Abbi Agency Julefest Report

NOVEMBER - JANUARY PERFORMANCE

SOLVANG JULEFEST

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SOCIAL MEDIA

©2023 The Abbi Agency

SOCIAL MEDIA OVERVIEW

As SolvangUSA entered their annual Julefest season, The Abbi Agency developed multiple strategy campaigns to increase awareness and user engagement.

The key goal was to grow followers and engagement during this period of time and ultimately ensure Solvang was in the consideration set for visitors between late-November to early-January.

Both businesses and travelers shared their experiences during this jolly time of year. Our research shows teasing annual events and using user-generated content gives SolvangUSA increased engagement and impressions on all social platforms.

Our most notable growth was shown from video content created by users and Instagram lives by The City of Solvang. Key learnings and opportunities will be presented for consideration for 2023 promotional efforts.

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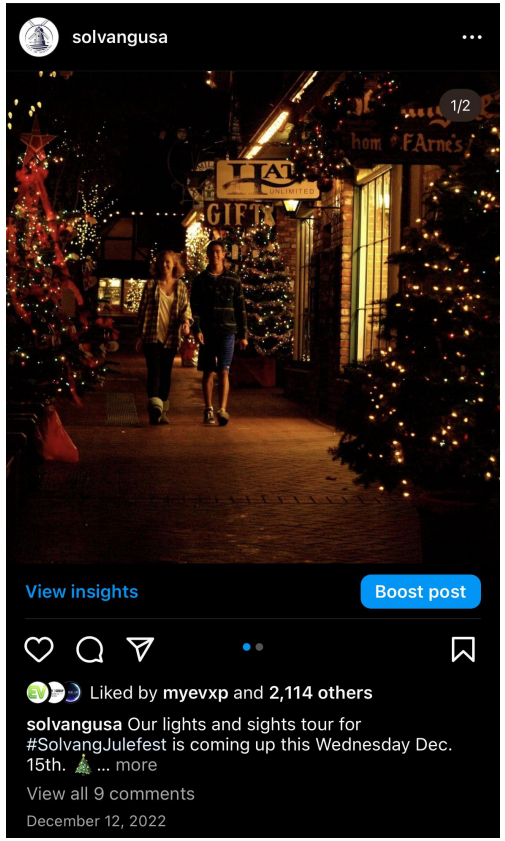
INSTAGRAM HIGHLIGHTS

The screenshots to the right indicate the top performing posts over the course of November 2022 to January 2023.

Impressions: 61,488

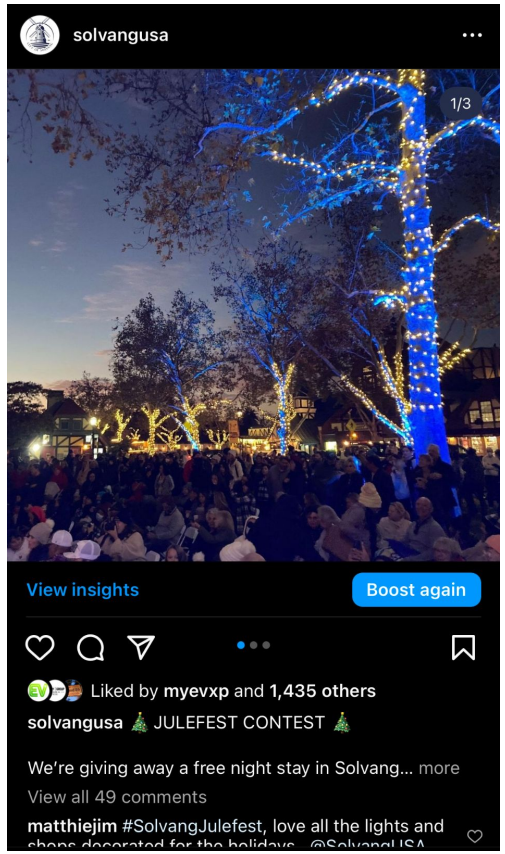
Engagements: 5,509

Followers: 35,194 **(+1,060 New Followers)**



Engagement: 2,389

Impressions: 17,117



Engagement: 1,598

Impressions: 30,308

Engagement: 963

Impressions: 9,200

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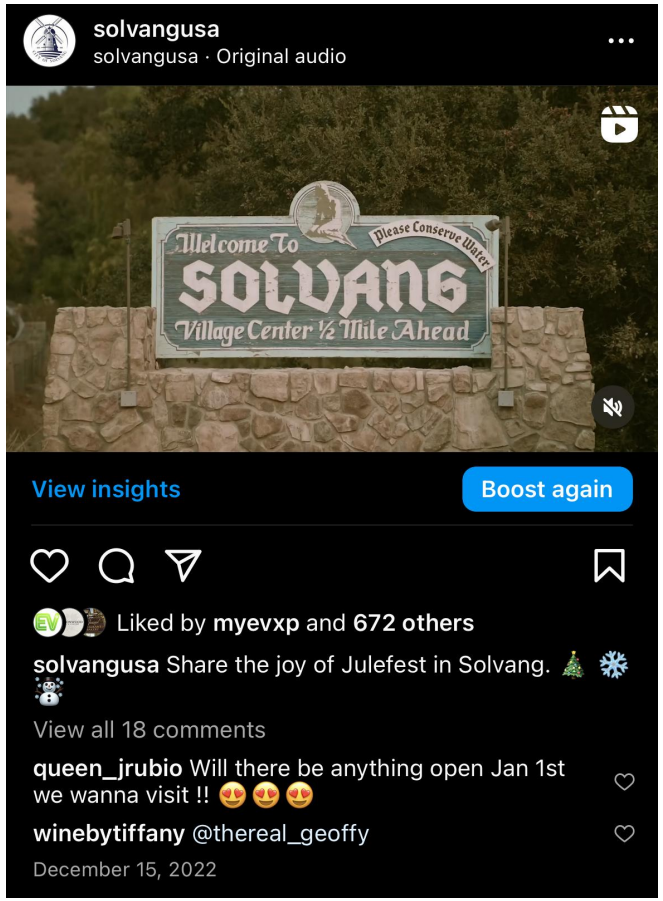
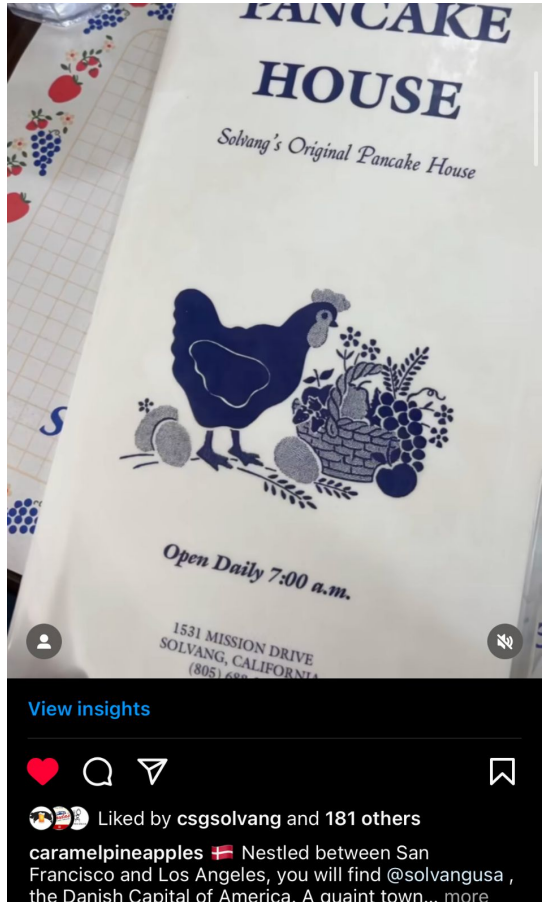
INSTAGRAM REELS

The screenshots to the right indicate the top performing reels from November 2022 to January 2023. Reels on Julefest and overnight stays in Solvang showed great impressions and engagements on Instagram.



Engagement: 1,040

Impressions: 13,333



Engagement: 4,160

Impressions: 3,968

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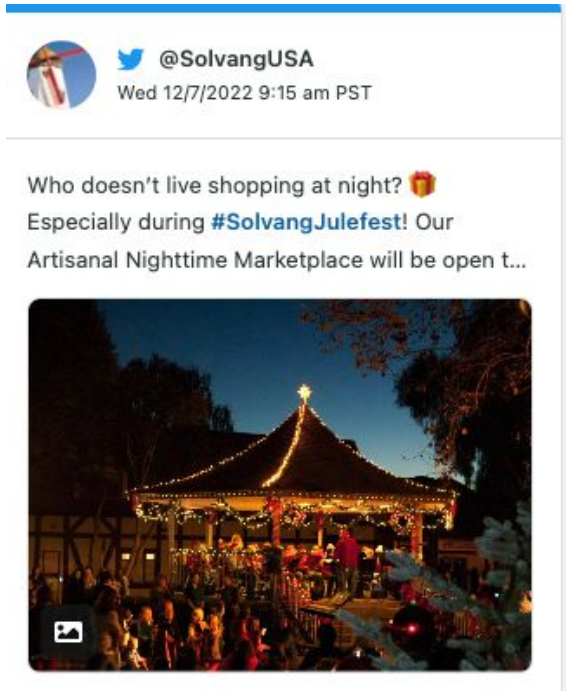
TWITTER HIGHLIGHTS

The screenshots to the right indicate the top performing posts from November 2022 to January 2023. Julefest stole the spotlight on Twitter with strong impressions.

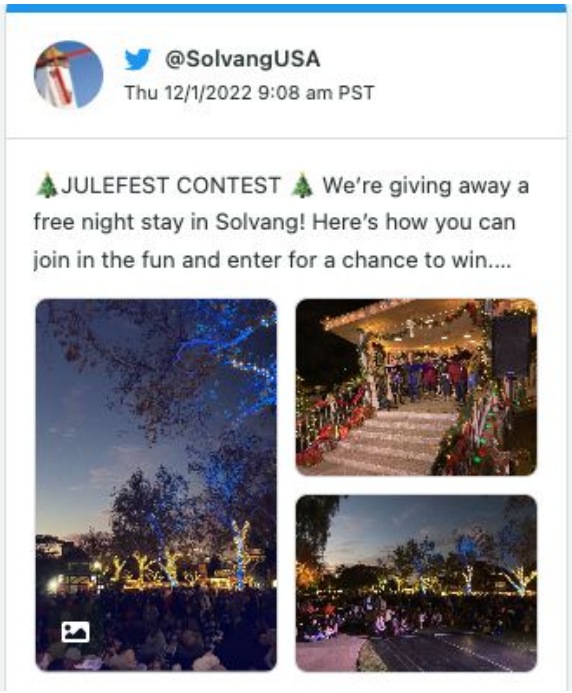
Impressions: 2,590

Engagements: 190

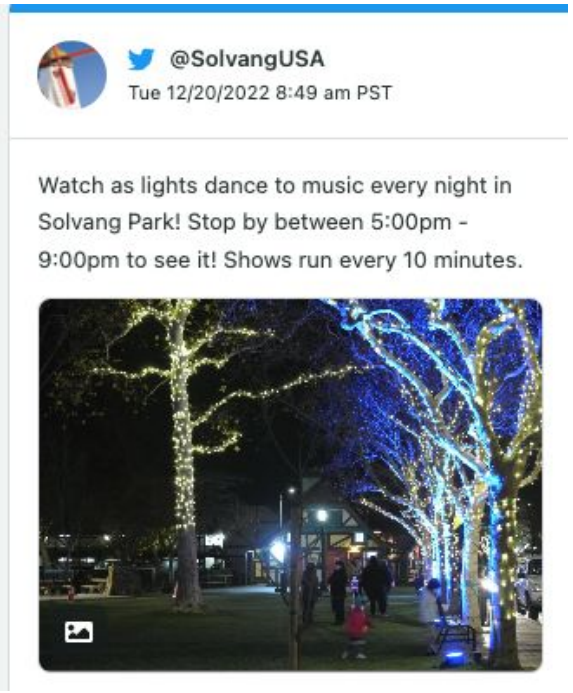
Followers: 2,996 **(+4 new followers)**



Engagement: 23
Impressions: 304



Engagement: 28
Impressions: 290



Engagement: 18
Impressions: 277

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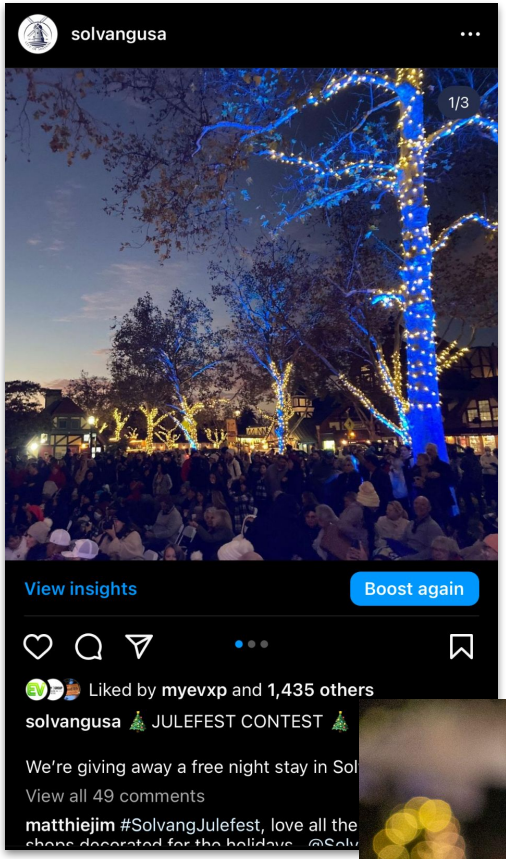
JULEFEST GIVEAWAY

Beginning in mid-November, the Julefest giveaway began on social media. The goal was to create a content pillar for more user generated content related to Julefest.

This contest asked the audiences to share their favorite memories by using #SolvangJulefest and @SolvangUSA. We saw 50 comment entries and 37 story entries which total to 87 contest entries.

From there, we selected a winner randomly and granted them a one-night stay in Solvang.

We plan to give the chosen winner a social media posting guide to help share their one night experience in Solvang when they go.



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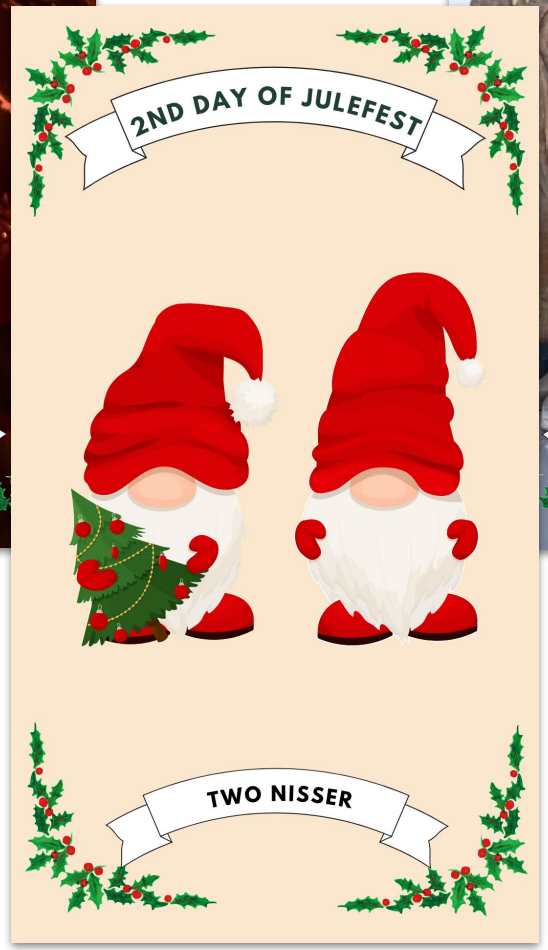
12 DAYS OF JULEFEST

This was a 12 day social media campaign which shared the 12 unique artifacts that make Julefest/Solvang special. This ran from December 1-12. The goal was to share bite size pieces of historical information for visitors and travelers to learn about Solvang's culture.

We saw a large share of viewership and engagements on these stories during the 12 day period:

Impressions: 41,234
Engagements: 451



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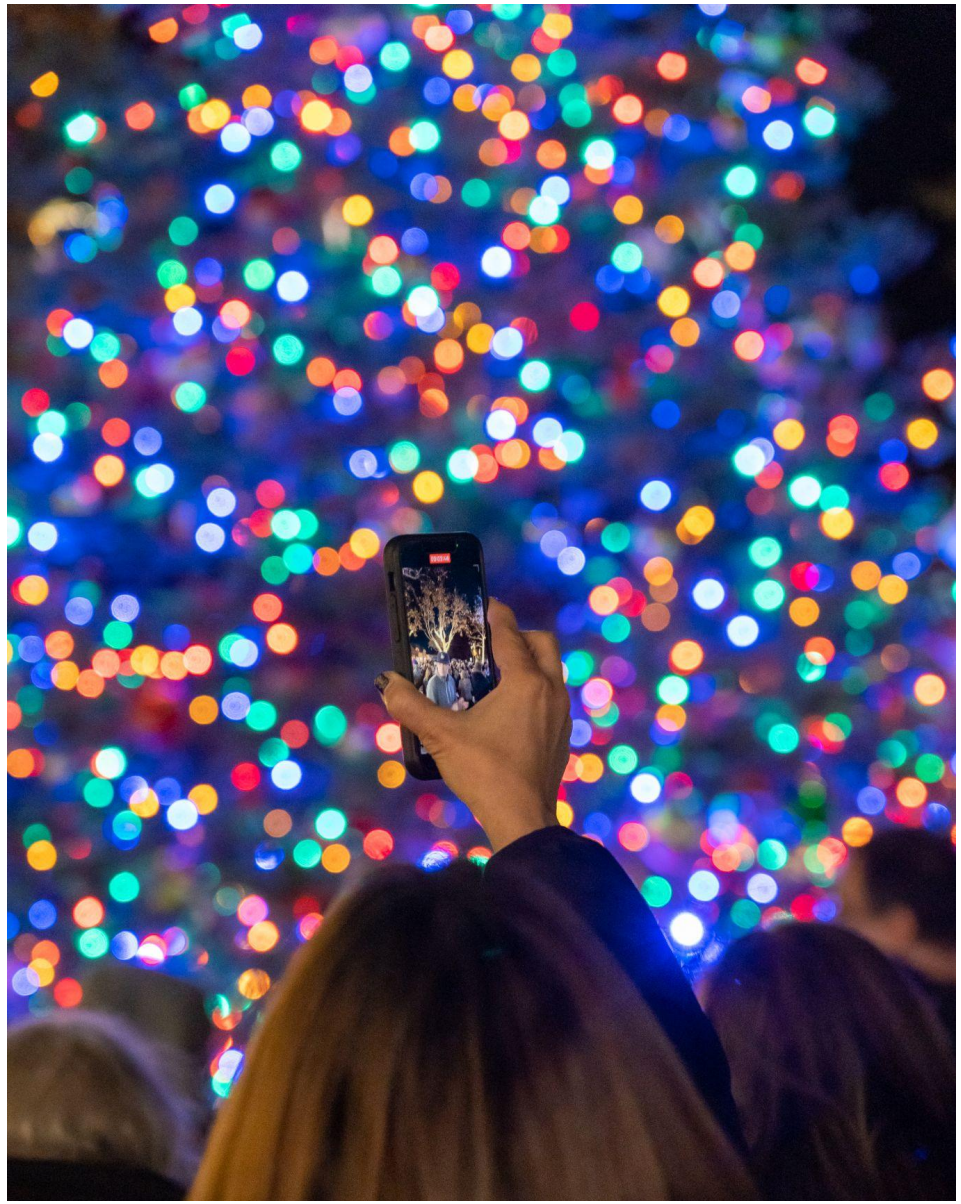
DECK THE DANISH

In an effort to garner business engagement on social media, the #DeckTheDanish campaign was developed for businesses in Solvang to show off their seasonal decor.

This campaign did not see a large amount of engagement from direct businesses, however it did serve as an interactive element for visitors as they were able to take part in the campaign and share on their social media feeds when they stopped into the shops around Solvang.

Our recommendation is to continue engaging with consumers, who are the main follower group, and explore partnerships with the businesses and the Chamber to increase engagement in the future.



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LOOKING AHEAD FOR JULEFEST 2023

The biggest takeaways from this season involve the users themselves. User generated content continues to be the key to growing SolvangUSA's followers, engagements and impressions.

We saw great impressions and engagements for the 12 Days of Julefest and #SolvangJulefest contest campaigns.

Our key goal for Julefest 2023 is to strategize bringing stronger impressions and engagements by applying campaign strategies that center around video content, Facebook/Instagram lives, and featuring travel offers.

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PUBLIC RELATIONS

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PUBLIC RELATIONS OVERVIEW

The public relations efforts for Julefest 2022 began in late October and ran through the end of the festival, garnering 24 placement in high-impact media outlets.

The agency pitched the different events and activities that make up Julefest in Solvang to national and regional media outlets. National outlets either featured Julefest, or included Solvang as one of the best destinations to visit for the holidays. Regional broadcast outlets came out in full force to capture visual content of the festival.

Because of the success we saw through media relations efforts, The Abbi Agency proposes that we submit the Julefest campaign to the 2023 Poppy Awards hosted by Visit California. The award submission will open in November 2023.

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24

Media Placements

8.24 BILLION

Reach

18

National Mentions

View all 2022-2023 placements in your CoverageBook.

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HIGHLIGHTS

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FAMILIES TRAVEL

Solvang Julefest

Solvang, California

Photo Courtesy: Solvang Julefest

Solvang Julefest is a must-see for families looking to get into the Christmas spirit! With its picturesque setting, this charming Danish village in **California** springs to life during the holidays with traditional *Julpynt.* The town seems straight from a vintage postcard or Hallmark movie, so it's worth a visit beyond the market. Then, beginning in late November, a month-long holiday celebration kicks off with a traditional Christmas tree lighting ceremony, followed by live entertainment and caroling. Throughout the month, families can browse a variety of vendors selling handmade gifts, holiday decorations, and festive foods. There are plenty of activities to enjoy with kids too, such as horse-drawn trolley rides, visits with Santa, and cookie decorating contests. Be sure to try some of the delicious Danish food and pastries at **Olsen's Danish Village Bakery** too – it's all part of the experience!

Families Love Travel

Placement Date: November 17, 2022

Story: 18 Magical Christmas Markets In The United States For Families

Reach: 7,880

Key Messages: Julefest

Market: National

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THE ABBI AGENCY

visit California

50 Fun Things to Do in California During the Holidays

18. Celebrate Julefest on the Central Coast

Nov. 26–Jan. 6, Solvang

The Danish-themed town of **Solvang** looks like the set of a Hallmark movie year round, but during the holidays it really shines. Celebrate **Julefest**, starting after Thanksgiving, which features a tree-lighting ceremony, parade, the Solvang Nativity Spectacular, and more. Get in the spirit by purchasing a gingerbread house-making kit at the **Solvang Bakery** (order ahead to pick up in person).

Visit California

Placement Date: November 20, 2022

Story: 50 Fun Things to Do in California During the Holidays

Key Messages: Julefest

Market: Regional

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TRAVEL AWAITS

7 California Central Coast Towns That Light Up For Christmas

2. Solvang

The holiday charm of the Danish-inspired village of Solvang is so celebrated that it was the star of its very own Hallmark Christmas movie, *A Very Charming Christmas Town*. The 2020 movie tells the story of a lifestyle blogger who visits the town on a writing assignment and falls in love.

TravelAwaits

Placement Date: November 22, 2022

Story: 7 California Central Coast Towns That Light Up For Christmas

Reach: 2,100,000

Key Messages: Julefest

Market: National

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THE ABBI AGENCY

msn

7 California Central Coast Towns That Light Up For Christmas

2. Solvang

The holiday charm of the Danish-inspired village of Solvang is so celebrated that it was the star of its very own Hallmark Christmas movie, *A Very Charming Christmas Town*. The 2020 movie tells the story of a lifestyle blogger who visits the town on a writing assignment and falls in love.

Solvang, which is known for its Danish-style architecture and picturesque windmill, puts on a month-long Christmas celebration known as Julefest (pronounced *Yulefest*). The festival runs from late November through early January and is billed as harkening back to "a simpler time and holiday memories of days gone by."

MSN

Placement Date: November 22, 2022

Story: 7 California Central Coast Towns That Light Up For Christmas

Reach: 178,000,000

Key Messages: Julefest

Market: National

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THE ABBI AGENCY

Solvang Sparkles During Julefest, a Merry, Month-Plus Lark

CHRISTMAS IS A DATE, a marvelous moment, a sweet celebration, a time together, and a million other merry things. But is it a year-long feeling, the sort of emotion we tap into come April or August? For many people and places, yuletide-style shimmer isn't so accessible when the December page isn't showing on the calendar. And yet? There are a few festive locations that always have a touch of Christmassy magic every day of the year, thanks to the architecture, cuisine, community, and welcoming spirit of the community. Solvang is one of those holiday-ready hamlets, a cheery spot lined with windmills, and brimming with pastries, all year long. So when December does actually arrive, the wine country town truly goes the December-y distance, adding a host of effervescent occasions to its come-one-come-all line-up.

NBC Los Angeles

Placement Date: November 22, 2022

Story: Solvang Sparkles During Julefest, a Merry, Month-Plus Lark

Reach: 2,320,000

Key Messages: Julefest

Market: Regional

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THE TRIBUNE

Travel website highlights holiday events in 7 Central Coast towns

The travelawaits.com website is highlighting our local holiday experiences with a list touting "7 California Central Coast Towns That Light Up For Christmas."

The piece shares details about destinations from Hearst Castle to Solvang whose special holiday glows and events add to the area's already alluring "panoramic ocean views, numerous vineyards, and white-sand beaches," just to name a few.

Think Hallmark Christmas movies on the Central Coast.

Danish Maids in Solvang. Mike Mesikep

JULEFEST IN SOLVANG

The atmosphere of the Danish-inspired village feels a bit Christmasy year-round, but the city goes all out during that season, with its monthlong Julefest celebration.

San Luis Obispo Tribune

Placement Date: November 25, 2022

Story: Travel website highlights holiday events in 7 Central Coast towns

Reach: 1,210,000

Key Messages: Julefest

Market: Regional

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TRAVEL AWAITS

9 Holiday Events In California's Central Coast Wine Country, Plus Gifts To Buy While You're There

8. Julefest

Solvang

The month-long Julefest in the charming village of Solvang is one of the premier Christmas events of the region, and it features a full schedule of entertainment, dining, and shopping from late November through early January. Solvang plays up its Danish heritage beautifully during the holidays and it has the distinction of being the star of an actual Hallmark Christmas movie in 2020, *A Very Charming Christmas Town*.

TravelAwaits

Placement Date: November 27, 2022

Story: 9 Holiday Events In California's Central Coast Wine Country, Plus Gifts To Buy While You're There

Reach: 180,000

Key Messages: Julefest

Market: National

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THE ABBI AGENCY

msn

California Christmas Towns

Solvang

Saturday, Nov. 26 2022 to Friday, Jan. 6 2023

www.solvangusa.com/events/julefest2022

Solvang is a two-hour drive along Highway 126 north to U.S. 101.

Julefest is a month-long holiday celebration in the village of Solvang. This holiday celebration harkens back to a simpler time and holiday memories of days gone by. Visiting the quaint village of Solvang during Julefest is a walk through a vintage postcard and a Hallmark movie at the same time.

MSN

Placement Date: November 27, 2022

Story: 9 Holiday Events In California's Central Coast Wine Country, Plus Gifts To Buy While You're There

Reach: 180,000

Key Messages: Julefest

Market: National

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KTLA 75 YEARS LA'S VERY OWN

This is the best California town to visit for Christmas

As the last of the Thanksgiving leftovers are polished off and the calendar flips over to December, the Christmas season is about to be in full swing.

If you're looking for a winter getaway (minus the snow) and hoping to stay in a quaint town out of a Hallmark made-for-TV movie, you won't have to drive too far.

Tripstodiscover.com, a website that provides trip planning suggestions and resources, released a list of the 21 best small towns to visit for Christmas, and only one California town made the list.

KTLA

Placement Date: November 29, 2022

Story: This is the best California town to visit for Christmas

Reach: 40,600

Key Messages: Julefest

Market: Regional

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FOX 11 LOS ANGELES

This is the best California town to celebrate Christmas

LOS ANGELES - Looking to really get into the Christmas spirit?

Head over to Solvang - dubbed "The Danish Capital of America" - which just made the list of America's best small towns to celebrate the festive holiday.

FOX 11 Los Angeles

Placement Date: November 29, 2022

Story: This is the best California town to celebrate Christmas

Reach: 11,200

Key Messages: Julefest

Market: Regional

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Los Angeles Times

Looking for a holiday escape with some Danish flair? We've got you covered

Los Angeles is more than 5,500 miles from Copenhagen — but for those in search of some hygge this holiday season, a warm and cozy solution is a mere three-hour drive up the coast.

The city of Solvang — also known as the "The Danish Capital of America" — is in the Santa Ynez Valley, making the community of half-timbered buildings and windmills an easy day- or weekend-trip destination for Southern California travelers. What's more, Solvang's six-week-long Julefest kicked off last weekend, which means it's a great time to visit the quaint Central California city.

Los Angeles Times

Placement Date: December 1, 2022

Story: Looking for a holiday escape with some Danish flair? We've got you covered

Reach: 62.4M

Key Messages: Julefest

Market: National

This placement was also featured in the LA Times Escapes newsletter.

Reader recommendation

Two weeks ago, I wrote about Solvang, a small city in the Santa Ynez Valley teeming with Danish flair and holiday cheer.

In the newsletter, I mentioned three of the city's museums, the Elverhøj Museum of History & Art, the Hans Christian Andersen Museum and the Wildling Museum of Art and Nature. After the story published, reader Andy Weinberg reached out to me to recommend another Solvang museum well worth visiting on a trip to "the Danish Capital of America."

THE ABBI AGENCY

tinybeans

The 12 Best Winter Activities in Los Angeles

Winter Bucket List Idea #10: Make Winter Travel Plans

There are many possibilities for fun and adventure, from the snow-capped mountains to the city's twinkling lights. Vacation ideas abound, whether skiing, snowboarding, ice skating or sledding. And, of course, no winter vacation would be complete without a few festive holiday experiences thrown in for good measure. Whether you're looking for gifts and fun or simply a way to escape the cold, winter travel has something for everyone.

- Skypark Santa's Village is an adventure-based family-friendly activity park in the San Bernardino Mountains. The alpine forest setting provides the perfect backdrop for a day of fun and excitement. With plenty of activities to choose from, there is something for everyone at Skypark Santa's Village. From zip lining and rock climbing to hiking and biking, there is no shortage of ways to explore the great outdoors.
- Just two hours from LA, Solvang's Danish-style month-long holiday celebration, Julefest, is about to begin and runs from Nov. 27-Jan. 1. Discover Danish culture and Danish pastries like *Aebleskivers*—dough cooked in hot oil and shaped like a ball, traditionally sprinkled in powdered sugar with a drizzling of raspberry sauce. This quaint village oozes hygge—coziness—all winter long, so make sure you check out the Elverhoj Museum of History and Art and then head over to Ostrichland, USA, for some aviary appreciation.

Tinybeans

Placement Date: December 1, 2022

Story: The 12 Best Winter Activities in Los Angeles

Reach: 1,660,000

Key Messages: Julefest

Market: National

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TRAVEL+ LEISURE

This Small California Town Offers a European-style Holiday Getaway — With Christmas Markets, Festive Events, and Dazzling Decor

Danish holiday traditions shine bright in this sun-splashed Southern California destination.

By Lindsay Cohn | Published on December 2, 2022

The ultimate passport-free escape that feels like Europe without needing to hop on a long-haul flight, Solvang is an enchanting village in the heart of the Santa Ynez Valley with Danish-style architecture, wineries, and postcard-worthy scenery. Dazzling decorations, an abundance of yuletide events, and holiday markets make it particularly popular during the festive season. Plus, you're bound to get some tasty *gløgg* (or Scanvidnan mulled wine).

Travel + Leisure

Placement Date: December 2, 2022

Story: This Small California Town Offers a European-style Holiday Getaway — With Christmas Markets, Festive Events, and Dazzling Decor

Reach: 7.5M

Key Messages: Julefest

Market: National

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yahoo!life

This Small California Town Offers a European-style Holiday Getaway — With Christmas Markets, Festive Events, and Dazzling Decor

The ultimate passport-free escape that feels like Europe without needing to hop on a long-haul flight, Solvang is an enchanting village in the heart of the Santa Ynez Valley with Danish-style architecture, wineries, and postcard-worthy scenery. Dazzling decorations, an abundance of yuletide events, and holiday markets make it particularly popular during the festive season. Plus, you're bound to get some tasty *gløgg* (or Scanvidnan mulled wine).

Yahoo! Life

Placement Date: December 2, 2022

Story: This Small California Town Offers a European-style Holiday Getaway — With Christmas Markets, Festive Events, and Dazzling Decor

Reach: 7,520,000

Key Messages: Julefest

Market: National

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BESTLIFE

The 10 U.S. Cities With the Best Christmas Fairs

2. Solvang, California

Solvang, California is a small town with big charm and an abundance of holiday themed activities for your whole family to dive into. The month long holiday celebration called "Julefest," runs from the Saturday after Thanksgiving to the first Friday of January.

Best Life

Placement Date: December 5, 2022

Story: The 10 U.S. Cities With the Best Christmas Fairs

Reach: 14,100,000

Key Messages: Julefest

Market: National

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yahoo!life

The 10 U.S. Cities With the Best Christmas Fairs

2. Solvang, California

Solvang, California is a small town with big charm and an abundance of holiday themed activities for your whole family to dive into. The month long holiday celebration called "Julefest," runs from the Saturday after Thanksgiving to the first Friday of January.

Yahoo! Life

Placement Date: December 5, 2022

Story: The 10 U.S. Cities With the Best Christmas Fairs

Reach: 3,520,000,000

Key Messages: Julefest

Market: National

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TRAVEL AWAITS

8 Reasons To Visit This Adorable Central California Town During The Holidays

Frequently called the best Christmas town in America, Solvang brings European charm to California's Central Coast. Settled by Danish immigrants in 1911, the streets of downtown Solvang are lined with colorful, Scandinavian-inspired buildings while four wooden windmills tower over charming shops, bakeries, and restaurants.

TravelAwaits

Placement Date: December 5, 2022

Story: 8 Reasons To Visit This Adorable Central California Town During The Holidays

Reach: 180,000

Key Messages: Julefest

Market: National

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USA TODAY 10Best

Don't miss these 11 holiday events around Southern California

Julefest

Nov. 26 – Jan. 6

Solvang lit up for Julefest — Photo courtesy of Solvang Conference & Visitors Bureau

For those who haven't been to Solvang, the magical little town straddling central and Southern California, now is the time. Holiday celebrations in this Danish wonderland are in line with their "Hygge for the Holidays" theme, complete with Danish delicacies (aebleskivers!), Danish-influenced shops and horse-drawn trolley rides.

USA TODAY 10Best

Placement Date: December 8, 2022

Story: Don't miss these 11 holiday events around Southern California

Reach: 1.7M

Key Messages: Julefest

Market: National

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Forbes HOME

25 Cities With The Most Holiday Cheer

15. Solvang, California

Just a short drive from Santa Barbara is the small town of Solvang. A Dutch-inspired village with the ultimate holiday spirit. Every year, the city hosts Julefest, a month-long Christmas celebration with light shows, candlelight tours, tree-lighting ceremonies, parades, artisanal markets and so much more.

Forbes

Placement Date: December 8, 2022

Story: 25 Cities With The Most Holiday Cheer

Reach: 124,000,000

Key Messages: Julefest

Market: National

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thrillist

Gingerbread Yoda and Skydiving Santas Highlight This Year's Quirkiest Christmas Events

Hunt for elves at the Nisse Adventure

Solvang, California

You may have heard of the 12 days of Christmas. What about the 12 nisser hiding in a whimsical California town less than an hour from Santa Barbara? Under two feet tall, beared, and wearing pointy caps over their eyes, these Danish gnomes are known for sneaking into people's houses to leave presents and play pranks, and finding them is a cherished tradition for the Danish-founded city of Solvang.

Thrillist

Placement Date: December 13, 2022

Story: Gingerbread Yoda and Skydiving Santas Highlight This Year's Quirkiest Christmas Events

Reach: 11,600,000

Key Messages: Julefest

Market: National

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NEWS CHANNEL 12 3 11

The Julefest is back in Solvang to bring holiday cheer

SOLVANG, Calif. -- The Annual Julefest is taking over Solvang with festive activities for the entire family to enjoy this holiday season.

Locals say the month-long festival is like having the North Pole on the Central Coast.

KEYT News

Placement Date: December 17, 2022

Story: The Julefest is back in Solvang to bring holiday cheer

Reach: 155K

Key Messages: Julefest

Market: Regional

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TRAVEL AWAITS

6 Gorgeous Stops On A Leisurely Road Trip Up The Central California Coast

1. Solvang

Solvang is one of the better-known destinations in this region, and for good reason. Founded by Danish immigrants in 1911, the streets are lined with half-timbered buildings topped with wood-shingled roofs, colorful shops selling Danish goods, and of course, windmills.

TravelAwaits

Placement Date: December 19, 2022

Story: 6 Gorgeous Stops On A Leisurely Road Trip Up The Central California Coast

Reach: 180K

Key Messages: Julefest

Market: National

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msn

10 Best Christmas Towns In The USA To Visit For A Winter Getaway

Solvang, California

The Danish village of Solvang, California is known for its month-long Julefest. It's described as "a walk through a vintage postcard and a Hallmark movie at the same time." Here, you'll enjoy light shows, jazz concerts, the Solvang Nativity, the Julefest parade, and so many festive attractions to get you in the holiday spirit.

MSN

Placement Date: December 19, 2022

Story: 10 Best Christmas Towns In The USA To Visit For A Winter Getaway

Reach: 857,000,000

Key Messages: Julefest

Market: National

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NEWS CHANNEL 12 3 11

Tourists visit the Danish Capital of America Solvang on Christmas Day

SOLVANG, Calif. -- People say Solvang is the Danish Capital of America but also a Christmas town -- it's a must-stop for tourists on Christmas Day.

Solvang in December is known for its festive decor, Christmas Tree at Solvang Park, and Santa Claus.

KEYT

Placement Date: December 25, 2022

Story: Tourists visit the Danish Capital of America Solvang on Christmas Day

Reach: 155,000

Key Messages: Julefest

Market: National

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CREATIVE

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JULEFEST COLLATERAL

©2023 The Abbi Agency

JULEFEST LANDING PAGE

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PAID MEDIA

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PAID MEDIA OVERVIEW

- The Julefest campaign generated nearly 1.5 million impressions and over 3,500 clicks
- SEM boasted the greatest CTR at **23.62%**, which far outperforms the Travel Industry CTR benchmark of 4.68%
- The Pinterest tactic had the second highest CTR at 0.17% and 56 clicks and, it generated over 18,000 video views
- Display had the lowest CTR at 0.07%, which is below the Travel Industry CTR benchmark of 0.47%, however, the campaign goal was set for awareness meaning that it's 1.4 million impressions is considered a success

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PAID MEDIA OVERVIEW

Julefest: 11/26/22 - 1/6/23				
	Impressions	Clicks	CTR	CTR Benchmark
SEM	10,752	2,540	23.62%	4.68%
Display	1,432,410	944	0.07%	0.47%
Pinterest	32,006	56	0.17%	0.20%

PLEASE CLICK HERE TO LOGIN TO YOUR DASHBOARD & VIEW ALL METRICS

*Benchmarks taken from SEM/Display, and Pinterest.

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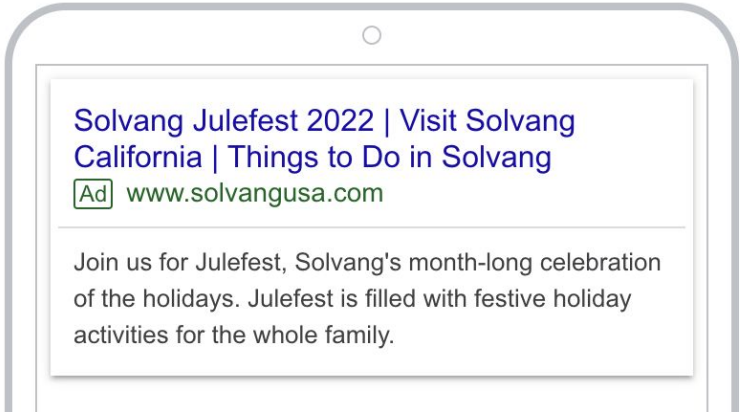
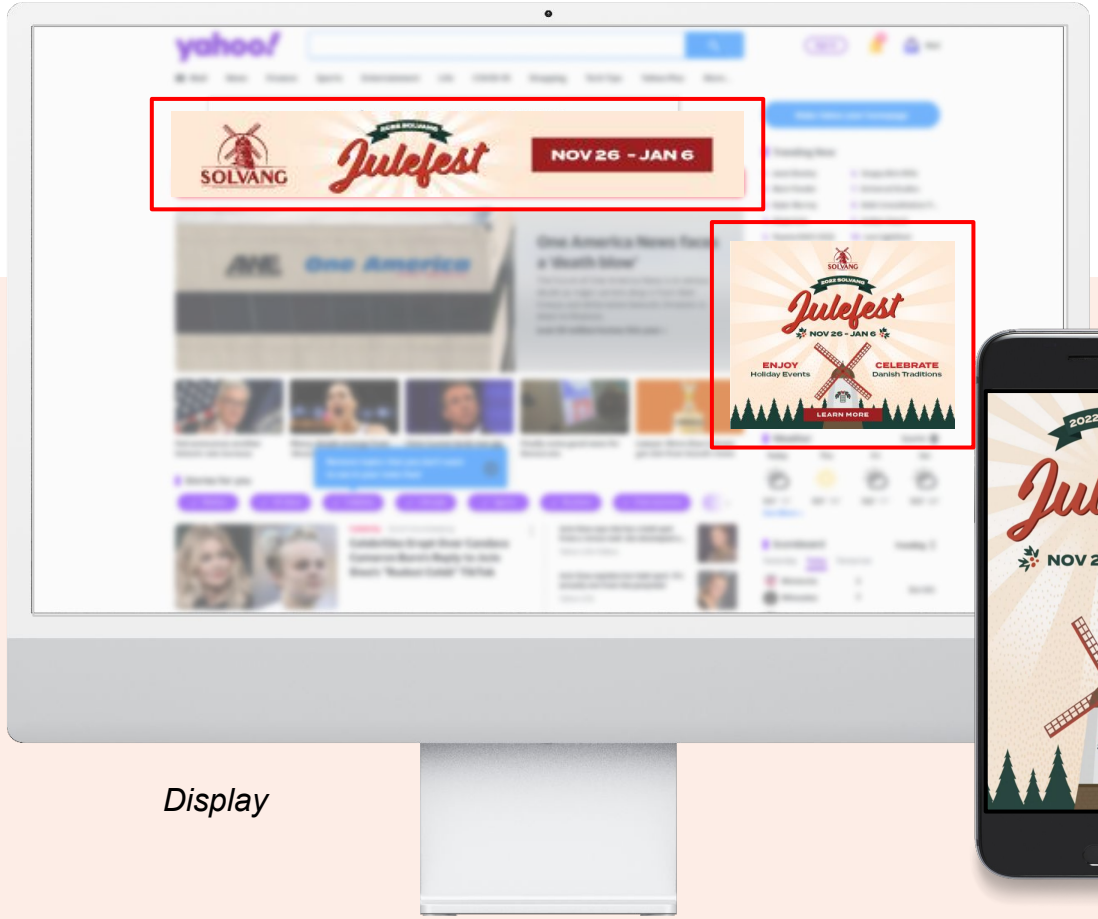
| CREATIVE ASSETS



SEM



Display

Pinterest Ad

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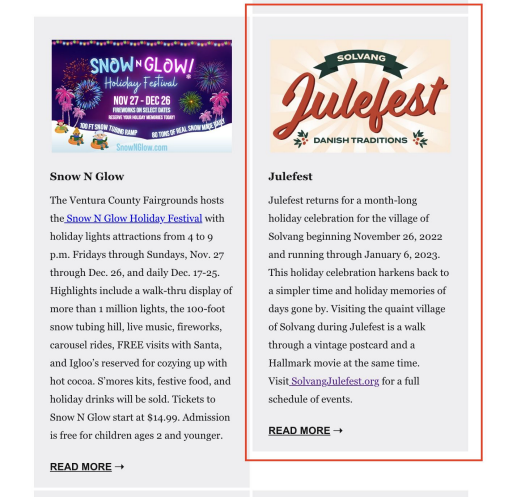
LA WEEKLY: HOLIDAY GUIDE

A Julefest ad ran in the LA Weekly in print, online, and was sent to their email list of almost 120k.



Snow N Glow

The Ventura County Fairgrounds hosts the Snow N Glow Holiday Festival with holiday lights attractions from 4 to 9 p.m. Fridays through Sundays, Nov. 27 through Dec. 26, and daily Dec. 17-25. Highlights include a walk-thru display of more than 1 million lights, the 100-foot snow tubing hill, live music, fireworks, carousel rides, FREE visits with Santa, and Igloo's reserved for cozying up with hot cocoa. S'mores kits, festive food, and holiday drinks will be sold. Tickets to Snow N Glow start at $14.99. Admission is free for children ages 2 and younger.

READ MORE →

Julefest

Julefest returns for a month-long holiday celebration for the village of Solvang beginning November 26, 2022 and running through January 6, 2023. This holiday celebration harkens back to a simpler time and holiday memories of days gone by. Visiting the quaint village of Solvang during Julefest is a walk through a vintage postcard and a Hallmark movie at the same time. Visit SolvangJulefest.org for a full schedule of events.

READ MORE →

EMAIL SEND

Delivered: 117,323
Opened: 31,073
Open Rate 26.49%

spouse or even celebrate a fluffy family member, Paint Your Life aims to connect generations, bring the family together, and celebrate special moments/memories in art-form, making the most personalized and unique gift you could possibly give this holiday period and beyond. Capture your favorite memory in a portrait forever with a custom painting from Paint Your Life!
www.paintyourlife.com

Peter Fetterman Gallery has one of the largest inventories of classic 20th Century photography in the country particularly in humanist photography. Diverse holdings include work by Henri Cartier-Bresson, Sebastião Salgado, Steve McCurry, Ansel Adams, Paul Caponigro, Willy Ronis, André Kertesz, Manuel Alvarez Bravo, Lillian Bassman, Pentti Sammallahti, and Sarah Moon. Peter and his colleagues are committed to promoting the awareness and appreciation of the most powerful of the mediums in a user-friendly salon environment.
www.peterfetterman.com

Snow N Glow

The Ventura County Fairgrounds hosts the Snow N Glow Holiday Festival with holiday lights attractions from 4 to 9 p.m. Fridays through Sundays, Nov. 27 through Dec. 26, and daily Dec. 17-25. Highlights include a walk-thru display of more than 1 million lights, the 100-foot snow tubing hill, live music, fireworks, carousel rides, FREE visits with Santa, and Igloo's reserved for cozying up with hot cocoa. S'mores kits, festive food, and holiday drinks will be sold. Tickets to Snow N Glow start at $14.99. Admission is free for children ages 2 and younger.
cbfproductions.ticketspice.com/ventura-snow-n-glow-2022

Julefest returns for a month-long holiday celebration for the village of Solvang beginning November 26, 2022 and running through January 6, 2023.
This holiday celebration harkens back to a simpler time and holiday memories of days gone by. Visiting the quaint village of Solvang during Julefest is a walk through a vintage postcard and a Hallmark movie at the same time.
Visit **SolvangJulefest.org** for a full schedule of events.

Perfect Circuit

Drop into Perfect Circuit's Burbank showroom to explore a dream come true for any aspiring or professional music producer. This independent music shop lets you get hands-on with their selection of synths, drum machines, Eurorack modular synthesizer gear, effects pedals, pro audio & more!
The knowledgeable staff can guide you through all the latest music technology to help you start or build upon your music studio. Open seven days a week, come check out a store that is a proud part of the L.A. music scene.
perfectcircuit.com

PRINT / ONLINE

*Benchmarks taken from SEM/Display, and Pinterest.

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WEB ANALYTICS

The Julefest ads for SEM and Display generated around 3% of the total sessions on the solvangusa.com website.

Although the Display tactic generated more sessions and users, the SEM tactic had better engagement with reduced bounce rate, increased pages/session, and increased avg. session duration.

Julefest: 11/26/22 - 1/6/23					
	Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
SEM	1,370	1,502	56.06%	2.50	0:01:31
Display	2,763	3,370	68.46%	1.95	0:01:09
	128,265	162,773	54.66%	2.59	0:01:59
	TOTAL USERS	TOTAL SESSIONS	TOTAL BOUNCE RATE	TOTAL PAGES/SESSION	TOTAL AVG. SESSION DURATION

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PAID MEDIA TAKEAWAYS

- Altogether the Julefest campaign garnered nearly 1.5 million impressions translating to over 4,000 users and nearly 5,000 sessions to the solvangusa.com website
- SEM had amazing CTR with promising web performance in terms of users, sessions, bounce rate, pages/session, and avg. session duration
- Although Display underperformed in terms of CTR, it brought in more users and sessions than SEM despite slightly poorer web engagement metrics

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GLOSSARY OF TERMS

SOCIAL MEDIA

- **Engagement:** term for actions/measurement for how much audience interacts with content
- **Impressions:** the number of people that *see* a post - no matter if they did not click, comment, like or engage in anyway
- **Follower count:** the number of audience members a social media account has at one time
- **Likes:** a form of social media engagement that allows users to interact with content

PAID MEDIA

- **Search Engine Marketing (SEM):** using paid advertising to market a business/organization on search engine results pages (i.e Google)
- **Impressions:** number of unique people who saw paid content
- **Clicks:** metric to count the number of times users have clicked on an advertisement
- **Click through Rate (CTR):** percentage of people visiting a web page who access a hypertext link to a particular advertisement (the number of clicks your ad receives divided by the number of times your ad is shown)
- **Designated Marketing Area (DMA):** geographic region defined by broadcast channels where residents can receive the same content

PUBLIC RELATIONS (PR)

- **Pitch:** short message that outlines the value of a story and why it should be written/published
- **Placement:** mention of Solvang in form of any media including but not limited to: magazine, online media outlet, blog post, etc.
- **Press Release:** short compelling news story written by a PR professional and sent to targeted members of the media
- **Earned Media Message Pull-Through:** Key messages and brand pillars, as defined by a marketing plan, included and highlighted in a story or article that was secured by the public relations team

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WEBSITE ANALYTICS

- **Website sessions:** a group of user interactions that take place in a given timeframe (also referred to as a website visit)
- **Pageviews:** the number of pages viewed on the site
- **Pages/Sessions:** indicates the number of pages a user interacts with in a session
- **Avg. Session Duration:** relates to the average time a user spent on their session before leaving the site
- **Bounce Rate:** shows the percentage of visitors who left the site after viewing only one page
- **Direct search:** a user entered your credentials into the URL
- **Organic Search:** the visitor used a search engine like Google to find your site
- **Paid Search:** indicates the number of visitors arriving from an interaction with a paid search ad
- **Referral:** visitors who came to the website from other websites
- **Display:** shows the visitors/people who interacted with a display ad
- **Social:** refers to the visitors who came to the website from major socials like Facebook
- **(Other):** is a catch all for miscellaneous methods not captured by Google Analytics that could be channels like email or social

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THANK YOU

CONTACT

connie@theabbiagency.com

theabbiagency.com

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TOURISM ADVISORY COMMITTEE

AGENDA ITEM 4d

Meeting Date: February 2, 2023

SUBJECT: **Receive a report from Solvang Hygge Huset/Visitor Center operations.**

PREPARED BY: Cheryl Shallanberger, Marketing Manager

DISCUSSION:
Solvang Hygge Huset to provide an update on Visitor Center operations.

ALTERNATIVES:
Provide feedback to Solvang Hygge Huset.

FISCAL IMPACT:
None

ATTACHMENTS:
A. Hygge Huset Visitor Center Report

Solvang Visitor Center Monthly Count Sheet 2022/2023

Month	Total Visitors	Highest Day
July	10,064	Saturday 7/30 **446**
August	8,096	Sunday 8/21 **361**
September	6,701	Saturday 9/3 **480**
October	7,096	Saturday 10/22 **324**
November	7,209	Saturday 11/26 **696**
December	13,881	Monday 12/26 **1,024**
January		
February		
March		
April		
May		
June		

Solvang Julefest Nisser Scavenger Hunt

2022

Clues were created by Susan Lee and Family of the Solvang Visitor Center. We collaborated with Cheryl Shallenberger to provide the event for Julefest visitors.

12 Locations throughout Solvang

The Hunt took place every day throughout Julefest.

2000- Clue sheets were created, we had 3 left on the last day of Julefest

We also created a second set of extra clues for more help

2000- Nisser doll ornaments were ordered for prizes, 100 left on last day

***We polled **200** Nisser Hunt participants to find out which format of the Hunt they enjoyed. (We have used paper clues and QR code clues)

196 said they enjoyed the way we did it this year with the paper clues

4 said they liked the QR code format

People loved the Scavenger Hunt and the ornament prize that Cheryl Shallenberger ordered. Many people come each year to do the hunt. We were even told that it is a family favorite holiday tradition now. We already have plans in the works for next year.

Solvang Candlelight Tours 2022

Solvang Hygge Huset, through the Visitor Center, gave 6 nights of candlelight tours during Julefest. We chose dates that did not conflict or compete with the other events. The Tours, as always were a huge success. They almost sold out the first week they went on sale. They are a very popular event showcasing Solvang's history, culture, businesses, and love!

Questions asked at the Solvang Visitor Center:

Top 5:

1. What are the must sees in Solvang?
2. Do you have a map of the city?
3. Where is the closest bathroom?
4. How do we get the Trolley and where to buy the tickets?
5. What is the history of Solvang?

General Questions:

Do I need to pay for parking?

How did Solvang become Danish?

How much does it cost to get in to Solvang?

What time does Solvang open and close?

How did Solvang come to be?

Is Solvang a Dutch Town?

Isn't Dutch and Danish the same thing?

When is music in the park and how does that work? Do we need a ticket?

Do we bring our own seating for music in the park?

Is it a free concert?

Where can we go in Solvang that is kid friendly?

Are the visitor guides free?

Are there any kid friendly wine tasting rooms?

What is marzipan?

What is your favorite bakery?

Where is Fess Parker Winery?

Where is Sunstone Winery?

What is the closest Winery?

Do you have a map of all the wineries in the valley?

Do you have information on all of the wineries in the valley?

We have on hour, where should we go?

Where is the Solvang Parks and Recreation building located?

Where are all the thrift shops in Solvang?

Where can I find Dean the accordion player? **Got asked that 3 times in one day!**

Where is the Mission? How can I get there?

Where can I get an accordion?

Where is the best Turkish restaurant in Solvang?

What does that American Flag with the big letter "P" on it stand for?

Is Dean coming in today with his accordion?

Who has the best burger?

Where can I get really good sausage?

Does anyone do beer tasting?

Where are all the windmills and how many are there?

What are the days and hours of operation for the Visitor Center?

Have you been to Denmark?

Are you Danish?

How many people are Danish in Solvang?

What is Amber and what does it have to do with Denmark?

Where is the Concertina shop?

Where can I get Krum Kake?

Do you have a passport stamp?

How do you pronounce Solvang?

Does Solvang mean anything?

Is there an official city ordinance that says buildings have to be Danish?

Where can I buy a Danish hat?

Is it supposed to be hot today?

Do you have a vegan bakery, items with no eggs?

Is there a park close by that my kids can play at with a playground?

What should we see in San Luis Obispo and where is Morro Bay?

Is there a map for the Scarecrow Contest?

Do you have a map of the town in French?

Can you tell me where all the colored houses are? (we figured they were referencing Alisal road)

Why is everything closed on Wednesday?

What are the Julefest events?

Where do we buy tickets for Julefest events?

When is the tree lighting ceremony?

When is the parade?

When are the Santa visits?

How can we get tickets to the Candlelight Tours?

Are you going to do the light show next year?

Are you canceling the tree lighting/parade/nativity due to the rain?

Are there any events after Christmas?

How do we do the Nisser Scavenger Hunt?

What is the prize for the Scavenger Hunt?

Where do we get the clues for the Scavenger Hunt?

Does Solvang have fireworks for New Year's Eve?

Are the roads open since the big storm there?

Can you help me with some plans while we are in Solvang for my partner's birthday?

How do I find out about the banner over highway 246?

When is the aebleskiver days thing?

Do you live here in Solvang? Are you from Solvang? Is it Family Friendly?

Is there a park with a playground?

What can I do with my kids while we are in Solvang?

Are the Visitor Guides free?

Do you have a map of California?

Where do we get the Danish pancakes?

Where do you have the best chocolate?

What is your favorite bakery?

Do you have a map that has ALL the streets in the valley on it?

Where do we get the best aebleskiver?

What is your favorite bakery?

What is your favorite winery?

Do you have rundstykker?

Are Danishes really from Denmark, is that why they are called Danishes?

What is the weather like in April?

Visitor Center Inquiries and Countries

Countries that people are Visiting From:

Finland

Netherlands

Canada

Denmark

Mexico

Israel (We had a lot of Israelis during the Summer months!)

Russia

Ireland

France

Guatemala

Brazil

Austria

Sweden

Germany

China

Spain

Argentina

New Zealand

Portugal

TOURISM ADVISORY COMMITTEE

AGENDA ITEM 4e

Meeting Date: February 2, 2023

SUBJECT: **Discussion regarding the Solvang USA website**

PREPARED BY: Cheryl Shallanberger, Marketing Manager

DISCUSSION:
In 2019, the City of Solvang obtained ownership of SolvangUSA.com website, which was previously owned and managed by the Solvang Conference & Visitors Bureau. Since then, the site has lacked consistent management, and most information is no longer relevant. Along with outdated information, the technology has become antiquated, making needed revisions hard to update.

Solvang USA website receives a fair amount of traffic. For December 2022, it had 68,700 visits and 56,500 unique visits.

Currently, in the marketing budget there are not available funds to support a new Solvang USA website.

A recommendation is to bring forward to Council asking for support for an RFP process and a budget for a new Solvang USA website.

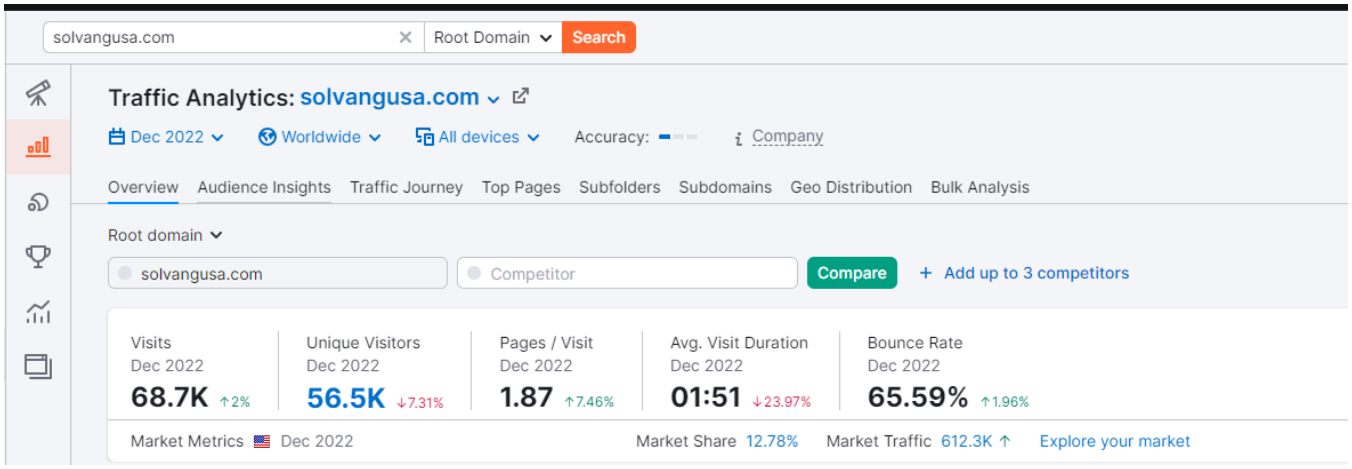
ALTERNATIVES:
Recommend not to present to council for a new Solvang USA website.

FISCAL IMPACT:
Websites vary in costs. $40,000 - $75,000

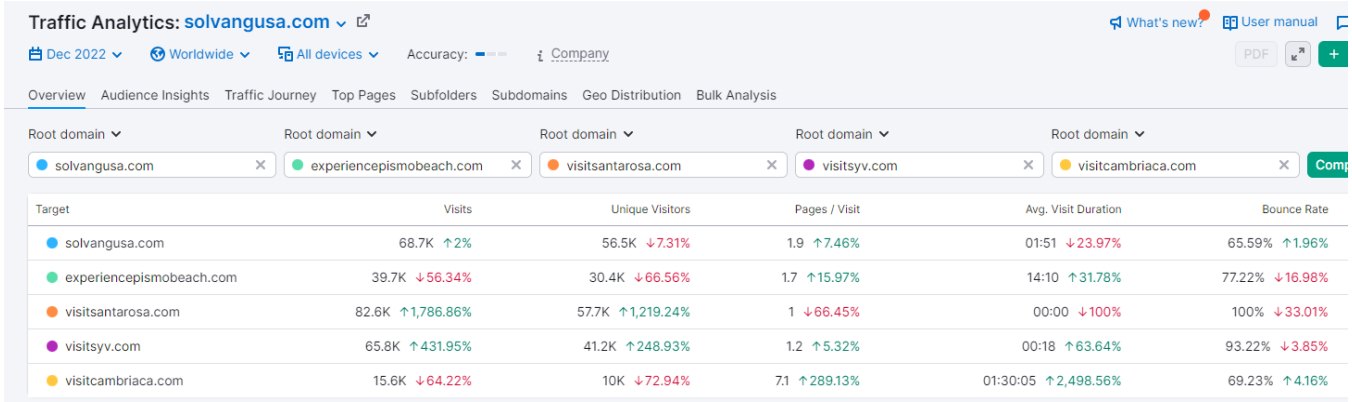
ATTACHMENTS:
A. Screenshots of web traffic compared to competitors.

Screenshot from SEMrush.com shows the web traffic for SolvangUSA.com for December 2022.

68,700 Overall Visits
56,500 Unique Visits
1.9 Page Views
1.51 Avg Visit Duration
65.59% Bounce Rate



Screenshot from SEMrush.com comparing website traffic to 4 other destinations; Experience Pimso, Visit Santa Rosa, Visit Santa Ynez Valley, and Visit Cambria.



Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
solvangusa.com	68.7K ↑2%	56.5K ↓7.31%	1.9 ↑7.46%	01:51 ↓23.97%	65.59% ↑1.96%
experiencepismobeach.com	39.7K ↓56.34%	30.4K ↓66.56%	1.7 ↑15.97%	14:10 ↑31.78%	77.22% ↓16.98%
visitsantarosa.com	82.6K ↑1,786.86%	57.7K ↑1,219.24%	1 ↓66.45%	00:00 ↓100%	100% ↓33.01%
visitsyv.com	65.8K ↑431.95%	41.2K ↑248.93%	1.2 ↑5.32%	00:18 ↑63.64%	93.22% ↓3.85%
visitcambriaca.com	15.6K ↓64.22%	10K ↓72.94%	7.1 ↑289.13%	01:30:05 ↑2,498.56%	69.23% ↑4.16%

Other stats:

- Consumers visit up to 38 sites before booking travel.
  - https://www.phocuswire.com/How-many-websites-and-devices-does-a-consumer-use-to-research-travel#:~:text=Brands%20such%20as%20Expedia%20are,38%20sites%20before%20booking%20travel.
- While sites like Booking.com and TripAdvisor get millions of visits per month, two-thirds of online travel booking sales are made directly from the hotel's own website.
  - https://www.stratosjets.com/blog/online-travel-statistics/