



Yuba-Sutter Lodging Association – Visit Yuba-Sutter



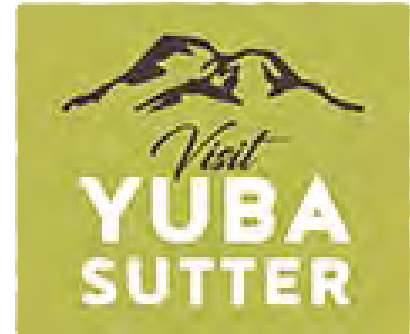
Rebranding Yuba-Sutter Takes Time

- The Yuba-Sutter Lodging Association is a 501c6 non-profit organization funded by the collection of an assessment paid by guests to Yuba-Sutter lodging establishments.
- Visit Yuba-Sutter services include the development of an annual tourism marketing plan and its implementation through advertising, public relations, tour package development, online/electronic means, and attendance at consumer and trade shows.



Accomplishments!

- Website: <https://visityubasutter.com> (launched May, 2019 - has 6,774 users)
- Tourism Video: https://www.youtube.com/watch?v=6AhT_DaCyCQ
- Digital Marketing Ads (accounts for 78% of “Book your Stay” clicks)
- Print Ads in California Visitors Guide
- Wineries of Sutter Buttes Print Article



\$25,000 Budget

- Continuation of digital advertising and brand awareness
- General print ads



\$50,000 Budget

- Produce external brand awareness videos
- Create informational guides for specific regional assets
- Enhance “Rustic Wedding” Campaign



\$75,000 Budget

- Produce internal brand awareness videos – create change in perception and shift to a more positive dialog
- Internal social media campaign – to get residents excited about where they live and increase perception



\$100,000 Budget

- Place general ads in higher cost national Magazines and reputable publications:
 - Sunset Magazine
 - Travel & Leisure Magazine
 - Food & Travel



\$125,000 Budget

- Create permanent marketing fixtures:
 - Informational kiosks
 - Way finding strategy



