



PR Activities

- I. Uncover Temecula Valley PR Videos
- II. Temecula Extended PR Videos
- III. Promotions: Autumnfest
 - A. Wine Month – Sip Sip Stay Package, Grape Stomps, CRUSH
 - B. Fall Activities – Corn Maze, Vail Headquarters, Peltzer Farms, People’s Choice Blind Tasting, Battle of the Burgers, Fall Foods
- IV. Media Messaging
 - A. 3-night mid-week stay to see and do everything in Temecula Valley
 - B. Make Temecula Valley a hub for seeing everything in southern California
- V. Media Coverage Highlights
 - A. Total Impressions: 51,182,838
 - B. Total Value: \$2,515,610
 - KTLA
 - Travel Guide to California
 - Vacay.com – Canadian Travel Site
 - Meetings Today
 - ABC Arizona
 - Dr Phil Show
 - GQ Magazine
 - Successful Meetings
 - Extra TV
 - Wine Enthusiast