

PUBLIC RELATIONS PLAN 2018



SUMMARY

Visit Temecula Valley's public relations' plan is part of an ongoing process in coordination with the marketing and sales team and their overall plans. Key strategies, markets and activities under the public relations goals and objectives are provided within this plan.

The 2018 Public Relations Plan includes:

- Overview
- Goals & Objectives
- Methodology
- Strategies
- Target Media Outlets
- Public Relations Calendar
- Budget Summary

OVERVIEW

This PR Plan encompasses strategies to gain earned media coverage that will produce increased, multiple overnight visitation during need periods. This includes goals, methodology, PR activities, target media and key messaging.

A diagram has also been included to show the path that eventually leads to coverage. Gaining coverage is about developing relationships with the media and keeping top of mind with pitches, press releases and face-to-face meetings. There may be several layers before coverage finally produces, however the benefit can include hundreds of thousands of impressions and a value of thousands of dollars per story.

Overall, the goals and markets are consistent with the VTV five-year plan. We have seen the defined emerging markets increase in visitation: United Kingdom, Mexico and China; therefore, we will increase attention to these regions.

Please note, this plan is a working document and may be adjusted as activities and opportunities become available.

GOALS & OBJECTIVES

The top key goals through public relations efforts include:

- Grow tourism through increased room nights
- Position Temecula Valley as a top leisure, group and meetings destination
- Create greater awareness of region and its assets

Top objectives to reach these goals include:

- Generate more than 200 million impressions via placements in online and print media both domestically and internationally
- Work cohesively sales and marketing teams to convey unified messaging and campaigns that are able to produce a larger impact across all marketing channels
- Expand media market to include Seattle, Houston, Dallas, United Kingdom
- Create impact through consistency - repeatedly emitting news and communications with key messaging:
 - mid-week stay
 - multiple night stay
 - stay fall and winter (need periods)
 - a hub for southern California visitation

METHODOLOGY

Targeted travel writers and influencers are selected based on:

- Readership
- Demographics
- Subject Matter
- Publication
- Audience Size
- Visit California Marketing Plan
- VTV Marketing Plan
- VTV Sales Plan

Content created based on:

- Editorial Calendars
- Trends
- Destination Assets

Travel is determined by membership opportunities with:

- Visit California
- Travel Media Association of Canada (TMAC)
- TravMedia
- VTV Markets

STRATEGIES

- Build awareness of the region as a tourism destination to both domestic and international markets through earned media coverage as a result activities listed on the PR Calendar and customized story pitches.
- Position Temecula Valley as the hub for exploring southern California by partnering with other tourism bureaus on media FAMs, PR videos showing what there is to do, as well as messaging in all media communications.
- Messaging will include experiential travel ideas while featuring the authentic people and destination.
- Improve the perception of Temecula Valley wine and target a more elevated consumer.
- Target media markets within California will focus on two or more hour drive, primarily Los Angeles and San Francisco. Other U.S. cities include: Las Vegas, Phoenix, Houston, Dallas, Seattle, New York. International reach will continue in Canada and expand to the United Kingdom. Mexico and China are emerging markets; we will welcome media FAMs and press trips, and contact media when appropriate.

TOP 5 MEDIA PITCHES

- Wine Country's 50th Anniversary
- New Hotels, Restaurants and Services
- Temecula Valley: Southern California's Hub
- Exclusive Experiences
- Food Offerings & Chefs

TOP MEDIA MARKETS

California

- Los Angeles
- San Francisco

Domestic

- California
- New York
- Texas
- Arizona
- Washington

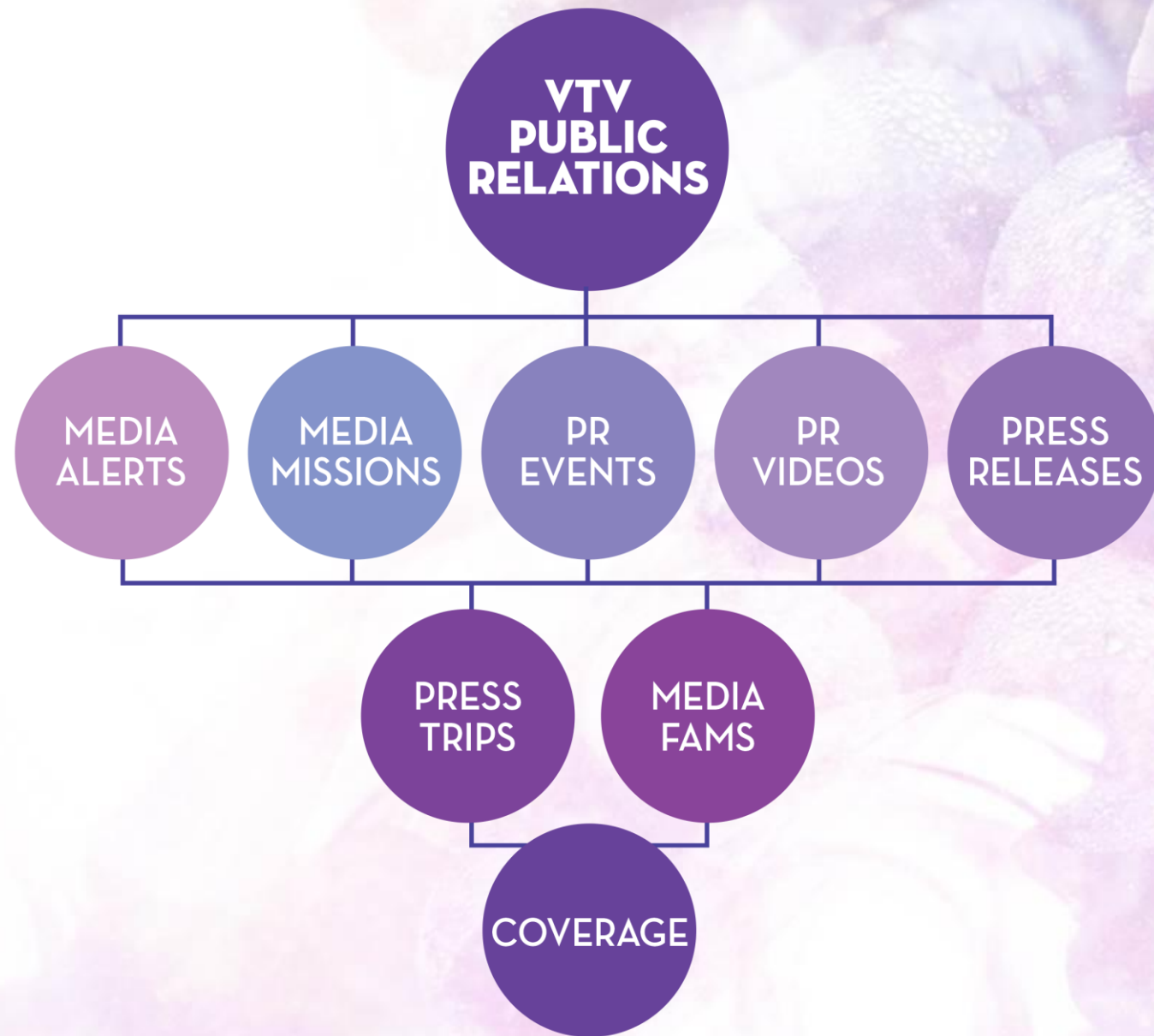
International

- Canada (British Columbia, Ontario Provinces)
- United Kingdom (England)
- Mexico (Emerging)
- China (Emerging)

TARGET MEDIA OUTLETS

- Los Angeles Times
- Westways Magazine
- Daily Meal
- USA Today
- Wine Spectator
- Wine Enthusiast
- ABC Broadcast
- CBS Broadcast
- NBC Broadcast
- Fox News
- KTLA
- Globe & Mail (Canada)
- Providence (Canada)
- The Arizona Republic
- Arizona Daily Star
- Las Vegas Review-Journ
- Las Vegas Sun
- San Francisco Chronicle
- Seattle Times
- Dallas Morning News
- Houston Chronicle





**PUBLIC RELATIONS
CALENDAR
JANUARY – DECEMBER 2018**

PR Activities

	PR Events
	Press Releases
	Media Alerts
	Media Missions
	Media FAMs
	Video Series

First Quarter			Second Quarter		
JANUARY 2018	FEBRUARY 2018	MARCH 2018	APRIL 2018	MAY 2018	JUNE 2018
50th Anniversary Media FAM Date: January Location: Temecula	VCA Outlook Forum Date: February 14-15 Location: Anaheim	VCA Media Reception Date: March 20-23 Location: New York, NY	VCA Media Reception Date: April 24 Location: Los Angeles	TMAC Date: May 30—June 3 Location: Victoria, Canada	PRSA Conference Date: June 11-14 Location: Louisiana
Press Releases 1. What's New 2. Food Favs 3. Fests & Events	Marketing + PR Mtg Date: February 7 Location: Temecula	Press Releases 1. Where to Stay 2. Santa Rosa Plateau 3. Live Entertainment	Press Releases 1. Beers & Burgers 2. Wine Month 3. Autumnfest 4. Economic Impact	Battle of the Burgers Date: May 18 Location: Old Town	Press Release 1. Luxury & Indulgence 2. Economic Impact 3. New Meeting Spaces
Video Series 1. Ways to Wine Taste 2. Restaurant Month 3. Tem Hub/San Diego	Press Releases 1. Temecula Discoveries 2. Wine Trails 3. A Mom's Getaway	Video Series 1. Live Entertainment 2. Where to Stay	Video Series 1. Live Entertainment 2. Where to Stay	Press Release 1. Bar Food 2. Best Sunset Views 3. Summer Wines 4. Battle of the Burgers	Video Series 1. Luxury & Indulgence 2. Balloon & Wine Festival 3. Tem Hub/Los Angeles
Media Alert 1. What's New 2. Restaurant Month 3. Tem Hub/San Diego 4. Foodie Favs	Video Series 1. Family Fun 2. Temecula Discoveries 3. Rod Run	Media Alert 1. Where to Stay 2. Santa Rosa Plateau 3. Live Entertainment 4. Behind the Bottle	Media Alert 1. Beers & Burgers 2. Wine Month 3. Autumnfest 4. Great Steaks	Video Series 1. Battle of the Burgers 2. Wine Country Activities	Media Alert 1. Luxury & Indulgence 2. Economic Impact 3. New Meeting Spaces 4. Tem Hub/Los Angeles
	Media Alert 1. Temecula Discoveries 2. Wine Trails 3. A Mom's Getaway 4. Family Fun	Trav Media United Kingdom Date: March 11-14 Location: London		Media Alert 1. Bar Food 2. Battle of the Burgers 3. Summer Wines 4. Best Sunset Views 5. Wine Country Activities	
	LA Media Mission Date: February Location: The Forum				

PUBLIC RELATIONS CALENDAR JANUARY – DECEMBER 2018

PR Activities

	PR Events
	Press Releases
	Media Alerts
	Media Missions
	Media FAMs
	YouTube Series

Third Quarter			Fourth Quarter		
JULY 2018	AUGUST 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018
Destination International Date: July 13-18 Location: Anaheim	ESTO Education Seminar for Tourism Organizations Date: August 11-14 Location: Phoenix, AZ	VCA Media Reception Date: September Location: San Francisco	Press Releases 1. Shopping Getaway 2. Temecula Chilled 3. Bachelor's Getaway	Press Releases 1. Restaurant Month 2. New Year's Eve 3. Chef Features	Press Releases 1. Golf Getaway 2. Healthy Travel 3. Festivals & Events
Press Releases 1. Autumnfest 2. Group Tour Experiences 3. Wine Month	Marketing + PR Mtg Date: August 9 Location: TBA	Press Releases 1. Sparkling 2. Wine Country Impact 3. Winterfest	Media Alert 1. Shopping Getaway 2. Temecula Chilled 3. Bachelor's Getaway 4. Where to Dine	Media Alert 1. Restaurant Month 2. New Year's Eve 3. Chef Features	Media Alert 1. Golf Getaway 2. Healthy Travel 3. Festivals & Events 4. Places to Stay: Old Town
Media Alert 1. Autumnfest 2. Group Experiences 3. Outdoor Recreation 4. Secret Finds	Press Releases 1. Harvest Fun 2. History 3. Arts & Culture	Media Alert 1. Sparkling 2. Wine Country Impact 3. People's Choice 4. Winterfest	Video Series 1. Where to Dine	Video Series 1. Chefs 2. New Year's Eve	Video Series 1. Places to Stay: Old Town
Video Series 1. Outdoor Recreation 2. Secret Finds	Media Alert 1. Harvest Fun 2. History 3. Arts & Culture 4. Golf Trail	Video Series 1. Sparkling 2. Winterfest	Bubbly Boot Camp Media FAM Date: October Location: TBD	People's Choice Media FAM Date: November Location: TBD	
	Video Series 1. Golf Trail 2. Temecula Hub—Anaheim		VCA Canada Media Mission Date: October Location: TBD	VCA Bootcamp Media Mission Date: November Location: TBD	