



2013 Wine Tourism Marketing Program

Overview

The wine tourism industry is one of the fastest growing travel segments. New destinations, new wineries and new products have all served to accelerate the industry. Many people think nothing of getting in their car or jumping on a plane to visit a wine destination. Traditionally the marketing efforts to attract this segment have originated from the Tourism promotion organization within the destination. Those efforts can often lack a nuanced understanding of the wine experience available in the targeted region. Now there is a powerful alternative to increase demand for wine destinations and tasting rooms.

Appellation American.com combines the credibility of the existing site with travel information about specific wine tourism destinations designed to reach a broader audience for your segmentation efforts.

About Appellation America

Appellation America.com has long served as an important tool in educating the wine enthusiast with its comprehensive information on each of the AVA's in America. The site offers a truly comprehensive amount of information to provide the user with what they need to understand the differences in AVA's and the wine that is produced in each area. It allows the users to make informed decisions about what to purchase, in doing so Appellation America has established itself as an important unbiased and credible source of wine information.

Appellation is now transforming itself in an effort to assist wine makers and wine tourism destinations in creating demand for both the destination and the tasting room by adding destination travel information to each of the AVA's. Now the site will not only provide the credible wine information it always has but also important trip-generating information about the destination including wine tasting rooms, lodging and dining opportunities and other things to do to complement the wine experience.

Advertising Opportunity

Appellation America has developed several unique and affordable opportunities for wine tasting destination, wine tasting rooms, lodging properties and restaurants to be a part of a travel section attached to their AVA. These include an AVA sponsorship or a display advertisements examples of both are included below.

Appellation America Concept

Sponsorship Level

Appellation America dedicates right column to supporting the destination.

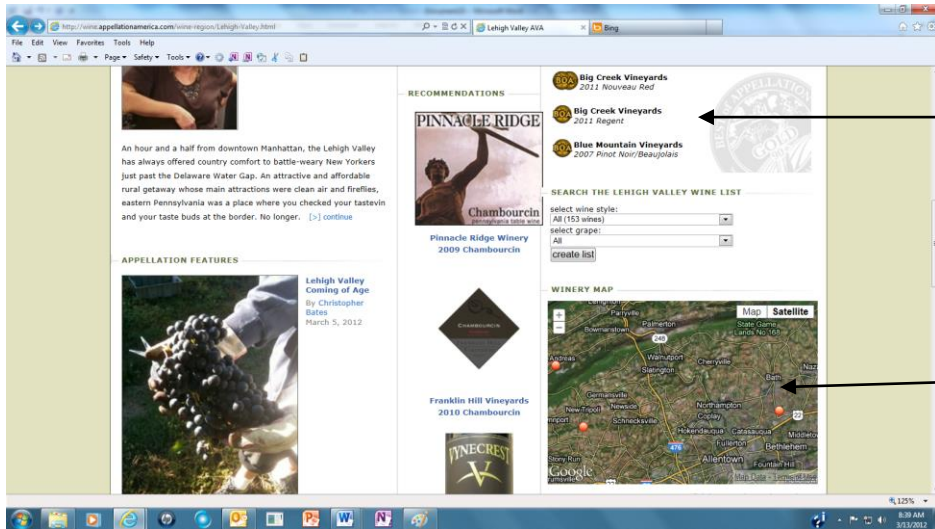
Website Features



Branding and information from the destination marketing organization.

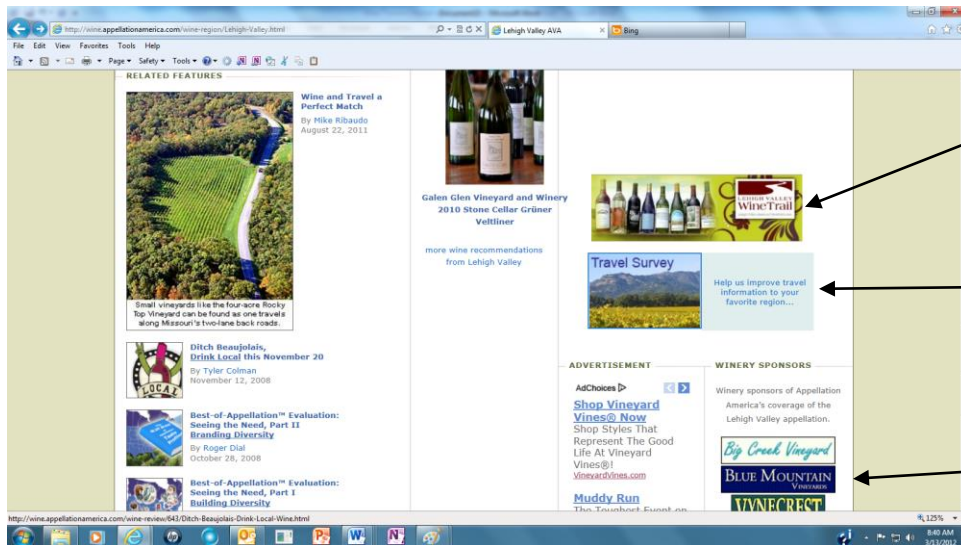
Direct links to DMO Site for lodging, dining and wine.

Website Features



Local area wine honor roll.

We also include a Google area map.



Local wine trail advertising

Appellation America online travel survey

Local lodging, winery and dining advertising.

Advertising Level

A second option to support your region is an annual advertisement.

has increased almost four fold since 1990, with close to 25,000 acres currently under vine. Of all these AVAs, Paso Robles is gaining the most attention, with structured Cabernet Sauvignon and Rhone varietals, produced by a dynamic group of young winemakers.

CURRENT FEATURE

Embracing Virginia's Terroir
By Richard Leahy
June 2, 2013

Since Thomas Jefferson first tried to cultivate European vinifera in Virginia, the state has been a decided piece of American wine country. Over the years better knowledge, equipment and materials have all contributed to an advancing wine industry, but the more recent decade or two has brought out the real potential that can be found. [\[>\] continue](#)

APPELLATION FEATURES

Thursday Night in San Luis Obispo
By Carl Ribaud
February 22, 2013

[\[>\] see all San Luis Obispo County features \(1\)](#)

RELATED FEATURES

Appellation America to Drop Paywall - Provide Open Access
By Roger King
May 24, 2013

Anglim Winery
2006 Rosé

Hug Cellars
2005 Syrah

Ortman Family Vineyards
2003 Syrah

Barnwood Vineyards
2004 Untamed Tempranillo

[more wine recommendations](#)

Buy San Luis Obispo County wines directly from these wineries

ADVERTISEMENT

Save up to \$25
Offer ends soon
RENT A CAR

Hertz.

VISIT SAN LUIS OBISPO COUNTY

YOUR DESTINATION FOR
Pure Play
IN CALIFORNIA

Travel Survey
Help us improve travel information to your favorite region...

San Luis Obispo County DMO Advertisement located on AVA page

Contact: Roger King 707-425-9076 or Carl Ribaud 530-541-2462 ext.101

Pricing


We have developed an advertising/package pricing strategy we think will work for most destinations.


DMO/Visitor and Convention Bureau	<ul style="list-style-type: none">• \$999 Annual Full Page sponsor includes logo, copy, banner ad on winery profile pages and links viewers to your hotels, wineries and restaurants• \$250 Annual 250 x 250 Pixel banner with link
Lodging Properties	<ul style="list-style-type: none">• \$125 Annual 250 X 80 Pixel banner with link• \$250 Annual 250 X 200 Pixel banner with link
Tasting Rooms	<ul style="list-style-type: none">• \$100 Annual 250 X 80 Pixel banner with link• \$200 Annual 250 X 200 Pixel banner with link
Restaurants & Other	<ul style="list-style-type: none">• \$100 Annual 250 X 80 Pixel banner with link• \$200 Annual 250 X 200 Pixel banner with link

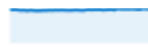
In addition to the advertising exposure each of the above will receive the following:

- Advertising exposure to a highly targeted market directly on regional pages in your market
- Annual survey results from live website survey
- Click through measurement data TBD depending upon type of advertising

2012 Site Statistics: (Google Analytics)

 370,644 Unique Visitors

 616,969 Page views

 90% % New Visits

Top Counties Site Visitation

United States	84%
Canada	5%
Other	11%

Top Ten States of Site Visitations

California	24%
Maryland	8%
New York	6%
Florida	3%
Texas	3%
Pennsylvania	2%
Ohio	2%
Virginia	2%
Illinois	2%
Other	48%

Contact: Roger King 707-425-9076 or Carl Ribaudo 530-541-2462 ext.101

Contact Information

For more information on how to create your wine destination travel marketing program on the Appellation America website contact:

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