

**Santa Barbara
Conference & Visitors
Bureau
and Film Commission**

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Get “Sideways in Santa Barbara”

Santa Barbara CVB & FC’s
“*Sideways* in Santa Barbara” Marketing
Campaign, July 2003–June 2005



• Photo courtesy of Fox Searchlight Pictures

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Background

From the instant that members of our management team received a first confidential e-mail from Film Commissioner Martine White on June 25, 2003 (“We have a possible long-term feature coming to our region, *Sideways*. They are still waiting for final funding.”), the Santa Barbara Conference & Visitors Bureau and Film Commission (SBCVB & FC) has been exploring every feasible method of leveraging this unique opportunity into increased tourism, film production, and international awareness of Santa Barbara’s Wine Country. Critical to our successful promotion of “*Sideways* in Santa Barbara” were/are:

- 1) Establishing Santa Barbara as a food, wine, and film destination.
- 2) A Bureau-wide commitment to making “*Sideways* in Santa Barbara” an integral part of every one of this year’s destination marketing projects.
- 3) A Bureau-wide allegiance to talking about “*Sideways* in Santa Barbara” whenever possible, with our clients, colleagues, community, and constituents.
- 4) A Bureau-wide dedication to working harder and longer than ever to best maximize our limited financial resources by finding marketing partners, whether in our own backyard or on the other side of the world.

Double Play, Double Pay

If you film it, they will come. . .

Another important influence in our decision to “Go for the [Tourism] Gold” with our “*Sideways* in Santa Barbara” marketing campaign was Film Commissioner Martine White’s attendance at the American Film Commissioners International (AFCI) Cineposium 2003.

In the Annals of Tourism Research, an American publication, researchers concluded that, on average, a location featured in a successful film could expect to see visitors increase by an average of 54% over the next 4 years.

Lights! Camera! Tourism! Cineposium 2003 emphasized that:

- Relationships should be established between film commissions, tourist authorities, film productions, and distribution companies. This can allow co-ordination of marketing campaigns to create the greatest benefits, and allow areas to prepare for an influx of visitors.
- By developing strong relationships between film commissions, tourist authorities, and local communities, movie tourism can create an economic windfall while eliminating environmental or cultural damages.
- No location is too big or too small to develop self-promotional activities. Film audiences are huge and the impact on consumers is huge!

Laying the Groundwork: July to November 2003

In July 2003, the Film Commission and Santa Barbara CVB Sales Department met with representatives from North County visitors groups (Lompoc Chamber of Commerce, Buellton Chamber of Commerce, Santa Ynez Valley Visitors Association, Solvang Chamber of Commerce and CVB, & Santa Maria Chamber of Commerce/CVB), the Santa Barbara County Vintner's Association, and *Sideways* production team members Alexander Payne (director), George Parra (producer), Jane Alexander (production designer), and Ginger Sledge (local production manager).

***RESULT:** In discussing locations, accommodations, Bureau, and visitor services with all involved parties, the SBCVB & FC lays the groundwork for the rewarding partnerships that have allowed our marketing efforts to flourish.*

In August 2003, our Sales Department sends out a Request for Proposal for production hotel rooms, while our Film Commission assists the *Sideways* production team by sending e-mail blasts for art department production assistants, and interns; for location department interns, for locals for Casting Director, Production Assistants, and Interns, and for a press release/casting call.

***RESULTS:** Crew uses multiple hotels throughout the Santa Ynez Valley, as well as some locals for production positions and for small acting roles. The local community embraced the *Sideways* crew while they made their home in Santa Barbara County and the Santa Ynez Valley for 47 days of shooting and four months of pre-production in 2003. The shoot generated approximately \$4 million in county revenue.*

In November 2003, our Film Commissioner brings a contingent of local officials to the *Sideways* set.

***RESULTS:** This allows local officials to see the positive economic impact of film production, and encourages their future cooperation with future productions.*

Get “*Sideways* in Santa Barbara”

The Challenge

Our objective was to leverage our marketing efforts with Fox Searchlight and capitalize on the mass exposure and enormous “buzz” surrounding the film—all with a very limited budget. In order to realize the film’s full potential as a vehicle to attract leisure and group business to the American Riviera® and the Santa Barbara Wine Country, we needed to incorporate the “*Sideways* in Santa Barbara” theme into all of our marketing efforts for 18 months to two years following the release of the film.

Our Target Audience:

Our target audience was the general consumer, both domestic and international, with particular focus on the culinary and film tourism niche markets, those who enjoy fine wine and food and travel, and go to the movies on a regular basis. Our audience also included tour operators/groups, meetings/conference/retreat planners, wedding parties, media, and film professionals.

Our Purpose/Goal:

Our goal with *Sideways* was to capitalize on the reach of the feature film (mass audience) and the resulting heightened visibility of Santa Barbara Wine Country on an international scale; to promote Santa Barbara County as a travel destination, more specifically, a food and wine destination; ultimately increasing tourism spending in Santa Barbara County.

Our Strategy:

Sideways is unique in that actual places, wines and even some local residents are part of its story line. The film doubles as a “moving postcard” of our region and the wine country experience portrayed in the film is authentic and accessible to consumers, making it ideal material for themed-tours and tourism promotion. In promoting the “*Sideways* in Santa Barbara” experience, we aimed to connect the movie with the tangible real-life enjoyment of good wine, great food, and close friends.

On June 24, 2004, an internal brainstorming session yielded the following ideas: a *Sideways* Movie Tour, a related culinary wine country tour, *Sideways, The Map* tour brochure, sweepstakes with hotel and air packages - both domestic and international, international promotion with Fox International, in-store point-of-purchase promotions, a “*Sideways* Six-pack” with wine from six Santa Barbara wineries featured in the film,

potential editorial features and media promotion with outlets such as *Travel + Leisure*, and a local *Sideways* Santa Barbara premiere on September 18, 2004 at the Arlington Theatre.

We decided to employ the following strategy:

- The “*Sideways* in Santa Barbara” theme becomes central to all of our marketing campaigns for 2004 and 2005, including incorporation into marketing materials.
- Our websites – www.santabarbaraCA.com and www.filmsantabarbara.com will be used to highlight “*Sideways* in Santa Barbara,” by featuring a *Sideways* icon on our home pages, and a link to our *Sideways* web page, which features movie info, press releases, *Sideways* lodging and attractions packages, *Sideways* holiday sweepstakes announcements, *Sideways, The Map* for downloading, and reciprocal links to/from the Fox Searchlight/*Sideways* web page.
- Proactive media outreach including a series of press releases about the movie, *Sideways*-themed travel, and its impact on tourism in Santa Barbara County. Releases included: “Fox Searchlight Presents *Sideways*,” “*Sideways, The Map*,” “*Sideways, The Packages*,” and “Fox Searchlight Film *Sideways* Premiere/Santa Barbara County Wine Country Sets the Stage for Film.”
- Production of *Sideways, The Map* movie tour brochure highlighting 18 locations featured in *Sideways*.
- Regional print advertising campaign promoting *Sideways, The Map*.
- Domestic and international promotions including partnerships wherein SBCVB & FC provides holiday sweepstakes packages of accommodations, dining, and attractions.
- Promotion of the “*Sideways* in Santa Barbara” experience and Santa Barbara’s Wine Country at all industry trade shows and events.

The Implementation

A brief department-by-department recap:

Communications (Publications/Public Relations/Promotions/Advertising):

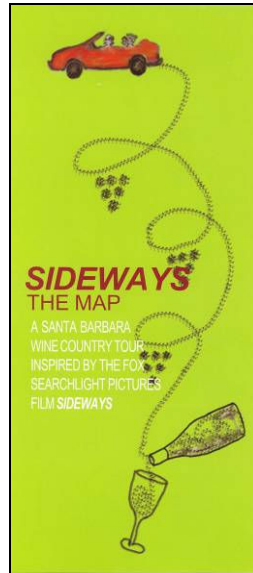
THE MAP

We began production of the “Sideways, The Map” movie tour map, which features 18 locations from the film, in August 2004. Fox supported us by providing a list of the locations and descriptions of each location’s relevance to the film. We secured the artistic talents of local artist and wine aficionado Bob Dickey to design the map and brochure. We initially published 10,000 copies of the map, which debuted at the film’s Los Angeles premiere in October. Within one month, we had to do a reprint and subsequent demand necessitated two additional reprints. Since this report was initially compiled, demand required a 4th reprint. To date, more than 120,000 printed copies have been distributed and more than 75,000 web visitors have viewed the map via www.santabarbaraCA.com.

8/12/2004: PR Marketing Specialist ships 600 pieces of amenities for VIP amenity bags.
RESULTS: Puts Visitors Guides, Film Commission brochure, SYVVA map, and American Riviera® amenities in the hands of potential filmmakers.

8/9/2004 - 10/15/2004: *Sideways, The Map:* Communications Manager works with designer Bob Dickey to produce brochure (\$3,114.00).

RESULTS: Print 10,000 copies; “call to action” fulfillment piece.



- *Sideways, The Map*

9/1/2004: Bureau e-newsletter features *Sideways*.

RESULTS: E-newsletter reaches 20,000+ subscribers: consumers, media, and film and travel trade.

9/15/2004: Issue "*Sideways* Premiere" press release to 26 local media; coordinate local media coverage of premier event.

RESULTS: Local media coverage of event and Film Commission.

10/18/2004: Draft/distribute press release promoting *Sideways, The Map*; issued to 1,068 national media.

RESULTS: Contributed to generating 512 travel-related *Sideways*-themed editorial placements, reaching a circulation of 114 million, an advertising equivalent value of \$3.8 million.

11/2004: Reprint of *Sideways, The Map*: Communications Manager works with designer Bob Dickey to revise and reprint brochure (\$7,020.32).

RESULTS: Print 30,000 copies; “call to action” fulfillment piece.

11/2004: Bureau e-newsletter features *Sideways*.

RESULTS: E-newsletter reaches 20,000+ subscribers: consumers, media, film, meetings, and travel trade.

11/7/2004: SBCVB VP/Sales and Communications Manager attend California Film Premiere and World Travel Market to promote “*Sideways* in Santa Barbara” to travel trade and media.

RESULTS: The California Film Event, coordinated by the California Travel and Tourism Commission and its industry partners, has become one of the most sought after invitations

by the UK travel trade surrounding WTM. Results in meetings with, and post-event mailings/contacts to, 74 key operators and journalists. Yields media coverage and new *Sideways* group tours to Santa Barbara County.

12/2004: *Conde Nast Traveler* Reader Promotion: Includes a *Sideways* wine tour with promotional Santa Barbara holiday package featured in "Passport" section.

RESULTS: Promotion runs in national magazine, circulation: 779,081.

12/2004: Issue "*Sideways Hits Gold*" press release to 150+ UK media.

RESULTS: Contributed to generating 512 travel-related *Sideways*-themed editorial placements, reaching a circulation of 114 million, an advertising equivalent value of \$3.8 million.

12/2004: Issue "*Sideways Hits Gold*" press release to 1,000+ national media

RESULTS: Contributed to generating 512 travel-related *Sideways*-themed editorial placements, reaching a circulation of 114 million, an advertising equivalent value of \$3.8 million.

12/2004: Belgium promotion: Communications Manager coordinates "*Sideways* in Santa Barbara" holiday prize packages for Music @ Work radio in partnership with Fox Belgium.

RESULTS: Exposure in Belgium; impact TBD.

12/2004: Germany promotions: Communications Manager coordinates "*Sideways* in Santa Barbara" holiday prize packages for Prinz magazine and Buch.de in partnership with Marketing Services International/California Tourism.

RESULTS: Exposure in Germany; impact TBD.

GEWINNEN SIE DIE SIDEWAYS-TOUR DURCH DIE KALIFORNISCHEN WINELANDS!

1. PREIS
Eine einwöchige Reise für 2 Personen ins Weinland Kalifornien inkl. Flug mit United Airlines nach Los Angeles (ab Frankfurt), Hotel und Mietwagen, um die Weingüter der SIDEWAYS-Tour zu besuchen.

2.-10. PREIS
Je ein Weinpaket mit 6 Flaschen ausgewählter Weine der Robert Mondavi Winery, Kalifornien von MÖVENPICK WEINLAND.

11.-33. PREIS
Der SIDEWAYS Original-Score von Rolfe Kent.

Logos: United Airlines, Santa Barbara County, CANUSA, MÖVENPICK, SIDEWAYS

- Germany promotion

12/2004: UK Promotions: Communications Manager coordinates "*Sideways* in Santa Barbara" holiday prize packages for UKTV Food "Good Food Live," *The Saturday Times Magazine*, AOL-UK, Oddbins, Young's Gastro Pubs, and Virgin Radio in partnership with Fox UK with additional in-market support from McCluskey International.

RESULTS: Exposure in UK market; impact TBD.

12/1/2004: Distribute *Sideways* brochures and featured "*Sideways* in Santa Barbara" pitch at California Tourism Los Angeles Media Marketplace

RESULTS: Exposure to 57 Southern California media

12/6/2004: *Sideways Guide to Wine & Life* (Newmarket Press/FOX/Searchlight) published: Communications department assists with map and editorial content; refers potential local distributors; orders 1,500 for SBCVB & FC promotional use. (\$5,864.17)
RESULTS: Guide is being sold in Sideways locations for \$7.95; Newmarket is doing a second printing due to demand (1/05). Clever promotional item for A-list clientele.

12/15/2004, 12/22/2004, 12/29/2004: Media buys: *Los Angeles Times* Food section ad promoting *Sideways, The Map* (\$3,811.65).
RESULTS: Reaches circulation of 902,164; generates consumer inquiries.



- *Los Angeles Times* and *San Francisco Chronicle* print advertisement promoting *Sideways, The Map*

12/23/2004, 12/30/2004: Media buys: *San Francisco Chronicle* Wine section ad promoting *Sideways, The Map* (\$3,150.00).

RESULTS: Reaches circulation of 480,587; generates consumer inquiries.

1/2005: 3rd reprint of *Sideways, The Map* (\$7,020.32).

RESULTS: Print 30,000 copies; "call to action" fulfillment piece.

2/2005: Banner ad on NewYorkTimes.com promoting *Sideways, The Map* (compliments of Fox Searchlight).

RESULTS: Reaches website's vast international readership; generates consumer inquiries and web visitation.

2/28/2005: Media buy: *Los Angeles Times* Calendar section ad promoting *Sideways, The Map* (\$1,271.00).

RESULTS: Reaches circulation of 902,164; generates consumer inquiries.

3/2005: Discussions begin with Marketing Garden (California Tourism Marketing Representation in Japan) and wine.com (Japan) to coordinate promotions surrounding the *Sideways* DVD release in Japan.

RESULTS: Promotions in development; impact TBD.

3/2005: Canada Promotions: Communications Manager coordinates "Sideways in Santa Barbara" holiday prize packages for wine retailer promotions in four Canadian regions, in partnership with the California Wine Institute (Canada) and Fox International.

RESULTS: Exposure in over one thousand wine and spirits retailers throughout Canada



- Canadian retail promotion poster

4/2005: 4th reprint of *Sideways, The Map* (sponsored).

RESULTS: Print 50,000 copies; "call to action" fulfillment piece.

5/2005: Communications Manager promotes *Sideways* film tour at Pow Wow International Media Marketplace.

RESULTS: *Sideways* generates interest with 30+ international media contacts made.

6/2005: Germany promotions: Communications Manager coordinates "Sideways in Santa Barbara" holiday prize packages for Germany *Sideways* DVD promotion in *Playboy* and wine magazines *Gut Schmeckts mit Wein* and *Weingourmet*, in partnership with Marketing Services International/California Tourism and Fox International.

RESULTS: Exposure to over 770,000 in Germany.

1-6/2005: Host 18 media outlets covering the *Sideways* Wine Tour, including nine international outlets in partnership with Fox International.

RESULTS: Media outreach and fulfillment generated 512 travel-related *Sideways*-themed editorial placements, reaching a circulation of 114 million, an advertising equivalent value of \$3.8 million.



- *Sideways* travel feature in *Food+Wine* magazine

Group Sales:

THE PACKAGES

We encouraged our hospitality industry membership to create Sideways-themed lodging packages and worked with local tour companies to develop Sideways-themed tours. We promoted the Sideways packages via our website's [www.santabarbaraCA.com] "Hot Rates & Dates" feature. Participating hotels reported bookings immediately.

9/1/2004: Promote "Sideways in Santa Barbara" experience at all Sales trade show events, including pre- and post event mailings (MPI, ITME, WTM, NTA, CalSAE Season Spectacular).

RESULTS: New "hook" for group planners; increased awareness of Santa Barbara Wine Country, increased tours/meetings/wedding parties to Santa Barbara County.

9/1/2004: Meeting/Group Planner kit distribution references "Santa Barbara Wine Country currently starring in Alexander Payne's *Sideways*", *Sideways*, *The Map* included as soon as printed.

RESULTS: New "hook" for group planners; increased awareness of Santa Barbara Wine Country, increased tours/meetings/wedding parties to Santa Barbara County.

9/4/2004: Promote upcoming release of *Sideways* at the Great California Games UK Sales Mission.

RESULTS: Selected Wine Country Obstacle Course is perfect event to tie-in *Sideways* and Santa Barbara's wine country theme to 243 tour operators and travel agents. Leads to creation of new wine country tour packages.



- Santa Barbara Hotel Group's Millie Matz and SBCVB&FC VP/Sales Donna Mulgrew with tour operators at the Wine Country Obstacle Course.

9/21/2004: Negotiations with FOX for pre-release screening of *Sideways* for California Film Premiere on the eve of World Travel Market in the UK.

RESULTS: Film secured 10/4/2004 for 11/7/04 screening.

10/4/2004: Include *Sideways*, *The Map* brochures in post-IT&ME mailing after promoting the "*Sideways* in Santa Barbara" experience at the annual Motivation Show (AKA IT&ME).

RESULTS: New "hook" for group planners; increased awareness of Santa Barbara Wine Country, increased incentive programs, retreats, and conferences to Santa Barbara County.

11/7/2004: SBCVB VP/Sales and Communications Manager attend California Film Premiere and World Travel Market to promote "*Sideways* in Santa Barbara" to travel trade and media.

RESULTS: The California Film Event, coordinated by the California Travel and Tourism Commission and its industry partners, has become one of the most sought after invitations by the UK travel trade surrounding WTM. Results in meetings with, and post-event mailings/contacts to, 74 key operators and journalists. Yields media coverage and new *Sideways* group tours to Santa Barbara County.



- Travel Weekly coverage of the California Tourism World Travel Market film event featuring *Sideways*

12/2004: Solicit "*Sideways* in Santa Barbara" Hot Rates packages from members for inclusion on our website and in "*Sideways* Hits Gold" press release.

RESULTS: Within hours of being posted live on our site, hotels reported bookings.

12/7/2004: Contract McCluskey International for Affinity Marketing of "*Sideways* in Santa Barbara" promotions for the UK market.

12/11/2004: Include *Sideways*, *The Map* and *The Sideways Guide to Wine & Life* books in post-WTM Film Premiere of *Sideways* mailings.

RESULTS: New "hook" for group planners; increased awareness of Santa Barbara Wine Country, increased tours to Santa Barbara County.

12/14/2004: Promote the "*Sideways* in Santa Barbara" experience and *Sideways*, *The Map* tour at the annual National Tour Association/CrossSphere convention. Included *Sideways*, *The Map* and *The Sideways Guide to Wine & Life* books in post-NTA mailings.

RESULTS: New "hook" for group planners; increased awareness of Santa Barbara Wine Country, increased tours to Santa Barbara County.

12/21/2004: Promote the "*Sideways* in Santa Barbara" experience and *Sideways*, *The Map* tour at the California Society of Association Executives "Seasonal Spectacular" in Sacramento. Included *Sideways*, *The Map* in American Riviera® badge holder post-

CalSAE mailings.

RESULTS: New “buzz” for association planners; increased awareness of Santa Barbara Wine Country, increased meetings and board retreats to Santa Barbara County.

2/2005: Sponsors LA, Inc.’s film premiere of *Sideways* to 75 tour operators and wholesalers in Tokyo, Japan. This included donation of Central Coast wines and distribution of our Japanese rack brochures and our *Sideways* maps.

RESULTS: Increased destination visibility with Japanese travel trade.

2/2005: Coordinates Central Coast Tourism Council rack cards featuring “*Sideways on the Central Coast*” for domestic and international distribution. Rack cards are distributed throughout the state at California Welcome Centers, as well as in the United Kingdom through our marketing partnership with the California Travel & Tourism Commission.

RESULTS: Increased awareness of the Central Coast (and Santa Barbara County) as a premier wine destination.

3/2005 to 6/2005: Employs *Sideways, The Map* with a “ticket” to “*Sideways in Santa Barbara*” as a pre-show mailer to attendees of the Southern California Chapter Meeting Professionals International Spring tradeshow, the Southern California CalSAE “Set Sail for Success” tradeshow, and the Hospitality Sales & Marketing Association International Affordable Meetings West tradeshow. Follow-up mailing included marble wine stoppers.

RESULTS: Increased traffic to our Santa Barbara County trade show booth, resulting in 249 contacts and 6 new group sales leads to date.

5/2005: Coordinates distribution of *Sideways* maps by the California Travel and Tourism Commission at the annual AMEX Global Conference and Trade Show in Las Vegas.

RESULTS: *Sideways* tours promoted to 600 American Express travel agency owners and sales agents from around the world.

5/2005: Promote the “*Sideways in Santa Barbara*” experience and *Sideways, The Map* tour at Pow Wow International in New York City. Included *Sideways, The Map* in trade show follow-up mailings.

RESULTS: Generated great interest with international tour operators and travel agents; increased awareness of Santa Barbara Wine Country. 36 tour operators/wholesalers requested RFPs for room nights for new or expanded programs in Santa Barbara County.

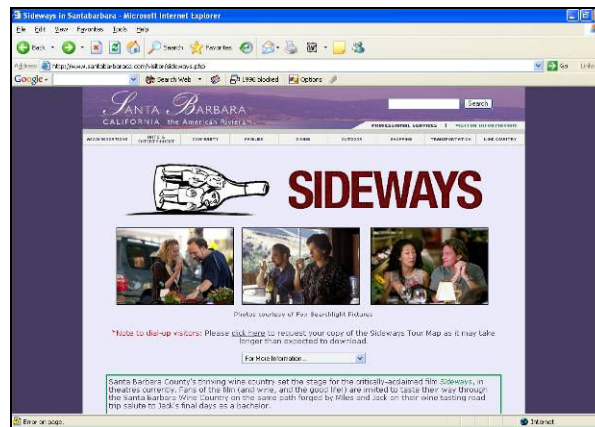


- Japan Travel Bureau tour brochure including the new *Sideways* tour

Internet Technology/Web:

10/1/2004: A PDF file of *Sideways, The Map* uploaded onto SBCVB web site. Subsequently, Fox Searchlight and Santa Ynez Valley Visitors Association upload map on their websites as well. (No cost to bureau. Map was loaded onto web site by bureau staff)
RESULTS: 41,799 visitors have downloaded the map from www.santabarbaraCA.com and an additional 32,000 viewed the map.

12/2004: *Sideways* special section created on www.santabarbaraCA.com to promote packages, map, press release, sweepstakes and related material.
RESULTS: The page created venue for further promoting the film and drawing traffic to www.santabarbaraCA.com. Fox Searchlight *Sideways* site links directly to page. Through March 2005, the *Sideways* section received 136,815 hits.



- *Sideways* section main page on www.santabarbaraCA.com

12/2004: "Hot Rates & Dates" *Sideways* special section created to allow hospitality to promote their *Sideways* lodging, dining, and touring packages.
RESULTS: 26 *Sideways*-themed packages and specials created and posted. Bookings were reported immediately.

Film Commission:

1/30/2004: The Bureau acquires a CD of *Sideways* location photos from the Production Still Photographer, Merie Weismuller Wallace.

RESULTS: Photos useful in advertising locations, developing new trade show displays, and promoting "Sideways in Santa Barbara."

4/14/2004: Film Commissioner speaks with Producer to find out a movie release date and discuss the possibility of a Santa Barbara screening.

RESULTS: Santa Barbara premiere of *Sideways* in September 2004.

5/18/2004: Film Commissioner completes a movie credit list that includes production year, release year, and name of studio for all films shot in Santa Barbara County.

RESULTS: Posted on the Film Commission website as a reference for potential filmmakers. The list will also serve as the basis for planned Bureau Movie Tour Map.

6/22/2004: On Location Awards Nominations: Film Commissioner nominates Jeremy Alter for best Location Manager and *Sideways*/Fox Searchlight for best Production Company.

RESULTS: Fox Searchlight wins Best Production Company of the Year at the COLA Awards. All winners at the COLA awards receive Santa Barbara wine gifts from Jaffurs and Carina Cellars (who both subsequently become SBCVB members).

7/12/2004: Brainstorm partnership ideas with *Sideways* production team. Sweepstakes, DVD, collaborating on ads, *Sideways* map and tour, etc. discussed.

7/12/2004: Forwards SBCVB preliminary *Sideways* action plan to Fox (developed from 6/24/2004 brainstorming session).

7/23/2004: Film Commissioner refines *Sideways* Santa Barbara Premiere action plan with Fox Special Events coordinator.

8/10/2004: Invited Artistic Director of Santa Barbara International Film Festival to collaborate on premiere event.

RESULTS: Provides an opportunity for a community partner to showcase itself at this high profile event.

8/10/2004: Web designer puts official *Sideways* picture on filmsantabarbara.com website.

8/11/2004: Request for final list of *Sideways* movie locations is made to Location Manager.

RESULTS: A list of possible locations to be included on *Sideways*, *The Map* acquired.



- Solvang CVB's Jackie Traylor, *Sideways* director Alexander Payne, actress Sandra Oh, producer George Parra, and Solvang mayor David Smyser at the Santa Barbara premiere of *Sideways*.

9/17/2004: *Sideways* Santa Barbara Premiere Screening and Event at Arlington Theatre attended by 1,000+.

RESULTS: Local and film industry publicity. “After party” showcased Santa Barbara food and wine.

10/20/2004: *Sideways* opens in Los Angeles - limited release.

RESULTS: Local restaurants Bouchon and Hitching Post assist at premiere at Academy of Motion Pictures & Arts, distributing *Sideways*, *The Map* brochures. *Sideways* producers London and Payne love map!

12/8/2004: Film Commissioner obtains permission from Paula Davidson at Fox to use Payne picture in our pop-up banner.

RESULTS: Director Alexander Payne’s “filming in vineyard” shot will be used at future film, travel trade, and meetings trade shows.

Get “*Sideways* in Santa Barbara”

Santa Barbara CVB & FC’s “*Sideways* in Santa Barbara” Marketing Campaign, July 2003–June 2005

Preliminary Results

Sideways Sound Bites

“Though wine aficionados have long been aware of Santa Barbara County’s stellar wines, to the general public, Napa has always been synonymous with “California Wine” and now *Sideways* is communicating to millions worldwide that Santa Barbara is a hot spot for wine touring and tasting...with particular attention to those cool climate varietals, most importantly pinot noir!”

“Not only does the film capture the region’s gorgeous landscape and fine wines, it also conveys the down-to-earth authenticity and quirky local flavor of the region...from Danish to cowboys to ostriches!”

“There’s nothing corporate or snobby about Santa Barbara’s 80+ wineries. Wine pourers are friendly and the atmosphere is informal and upbeat in the tasting rooms.”

Sideways stimulated international interest in wine, wine vacations and wine tours in Santa Barbara County. Overall, *Sideways* literally put Santa Barbara’s Wine Country on the map and promoted Santa Barbara County as a travel destination to a mass audience, in an offbeat and memorable way. The film also contributed to increased demand for Santa Barbara County wines.

Wineries featured on the map have reported increases in business of up to 42%. Hotels have indicated that one out of three calls made to the hotel are related to *Sideways*, and wine country hotels reported record-breaking occupancy levels in February and March, directly tied to *Sideways*.

Traffic to the CVB web site has increased 30%. The number of visits to the *Sideways* special section of our website and the number of map downloads has shown steady growth, quadrupling over previous months. To date, 73,804 web visitors have explored the *Sideways* special section of www.santabarbaraCA.com.

We secured and hosted 18 media familiarization tours with a *Sideways* focus. Through our media outreach and fulfillment, we generated 512 editorial placements about Santa Barbara Wine Country and the *Sideways* tour, reaching an audience of 114 million—an

advertising equivalent value of \$3.8 million. Media coverage was far reaching, including national and regional newspapers like *USA Today*, *New York Times*, and the *Los Angeles Times*; national television news programs including CNN, CBS, and ABC news; highly trafficked web news portals including msnbc.com; and radio programs including NPR.

An added bonus to the success of the film and our marketing efforts has been our organization's increased visibility in our local community, strengthening partnerships within our hospitality industry and building relationships with new partners. It's generated new Bureau memberships and several local media articles highlighting the Bureau's marketing efforts and the film's positive impact on our regional hospitality and wine industries.

This truly has been a wonderful marriage between the film and the tourism industries, and demonstrates the cross-marketing potential amongst both industries. The *Sideways* film production in Santa Barbara generated \$4 million in economic impact to the community, and we forecast an impact of 15% on tourism revenue to the county over the next four years*.

**Tourism generates \$1.35 billion in revenue to Santa Barbara County annually.*

In addition to the results as stated in the above, the Santa Barbara Conference & Visitors Bureau and Film Commission surveyed local wineries, restaurants, and hotels for anecdotal comments about the impact of the film and SBCVB & FC *Sideways* efforts on their business. We've polled businesses featured in *Sideways*, *The Map* and offering *Sideways* packages and they report, on average, a 15% increase in tourism business directly attributed to *Sideways* and promotion of the location tour. As it is still early in the "results" stage of our "*Sideways* in Santa Barbara" marketing campaign, we have gathered the following comments:

SIDEWAYS IMPACT ON BUSINESSES*:

- **Ballard Inn:** The Inn sold 6 *Sideways* packages in the first month it was offered and reports business up 20% due to interest in *Sideways*.
- **Days Inn at the Windmill:** Miles and Jack's hotel is estimating a 15% increase in business and recently booked a party of 20 for a *Sideways* wedding. Estimated rooms booked to date (1/15/2005): 62.
- **Foxen Winery:** The winery reported an increase of 50-70% in tasting room traffic and wine sales.
- **Fess Parker's Wine County Inn & Spa:** At least 10% of guests calling are referencing *Sideways* when making a reservation. The hotel has added a *Sideways* limousine tour due to demand.
- **Kalyra Winery:** The winery noted a 150% increase in tasting room traffic.
- **Hitching Post II:** The restaurant is estimating a 42% increase in business; restaurant sales of Highliner Pinot Noir have jumped 400% (\$48/bottle). Overall, sales of Hitching Post wines (via national distribution) has increased 100%.

- **Los Olivos Café & Wine Merchant:** The Café noted a 15% - 20% increase in both business and pinot noir wine sales. Sales of specific wines showcased in the film are “moving like they received 100 point rating in *Wine Spectator*.”
- **Lafond Winery:** The winery noted that California sales of pinot noir wines have increased 25%; national sales of pinot noir wines have increased 20% due to the *Sideways* spark. Walk-in sales of pinot noir have increased 20%; visitors include some wine enthusiasts but also many movie buffs inspired by the stunning beauty that was evident in the film’s many scenes.
- **Montecito Inn:** The Inn has sold 18 *Sideways* packages.
- **Peterson Village Inn:** The Inn sold 6 *Sideways* packages as of March 2005.
- **Sanford Winery:** The winery reports a 300% increase in traffic and has directly attributed the new crush of grape groupies to *Sideways*.
- **Wine Valley Inn:** The Inn noted that 20% - 30% of reservation inquiries included questions pertaining to *Sideways*. As of March 2005, 20 *Sideways* hotel packages have been sold.

***figures as of March 2005 survey**