



Visit Escondido Update Report: 2012-2013

“Coming together is a beginning. Keeping together is progress. Working together is success.”
~ Henry Ford

My goal for this year was to connect with our community organizations and visitor-serving businesses, bring them together in partnership with Visit Escondido to promote our diverse attractions and build Escondido’s brand as a viable and competitive tourism destination within the Southern California travel industry.

An early assessment of the local tourism industry environment in August 2012 reflected a fragmented destination management model. Our core stakeholders were working autonomously and the benefits of collaboration and leveraging strengths left potential opportunities unrealized. The momentum that had been started toward the end of 2011-12 was slowing, but there was good platform to continue building on.

4 Primary Focuses for 2012-13:

1. Enhance Immediate Resources: website, enewsletter, social media, Visitors Center
2. Relationship Building: connecting with stakeholders and connecting them with each other
3. Marketing and Advertising: brand messaging within a small budget
4. Amgen Tour of California: leveraging this phenomenal opportunity for local tourism exposure

These goals have been successfully accomplished with ongoing focus and I’m looking forward to several important projects to be implemented in the upcoming months.

Following is a synopsis of the accomplishments in these four areas, including images and testimonials to support these efforts.

Additionally, there are two important objectives for the remainder of this year:

1. Application has been submitted for the County’s Community Enhancement Program (CEP) grant, \$20,000 for destination advertising & map production/distribution. Next step is June presentation.
2. Strategically assess organization’s focused mission, structure, and plan goals for 2013-14.

Katherine Zimmer
Executive Director

About Escondido

With a beautiful year-round climate Escondido is the heart of northern San Diego. Rich in history and culture, it’s home to the California Center for the Arts, a unique visual and performing arts complex; the San Diego Zoo Safari Park, an expansive wildlife sanctuary; an amazing sculpture garden created by the late world-acclaimed artist Niki de Saint Phalle; and the Daley Ranch, a wilderness preserve with extensive hiking, biking and equestrian trails.

Embracing a farm-to-table experience, Escondido offers a variety of culinary experiences with chef-owned restaurants such as Vintana Wine + Dine, Intertwined Bistro & Wine Bar, and Bellamy’s... as well as three weekly farmers’ markets and tours of Stone Farms. Many beautiful boutique wineries with spectacular views provide leisurely wine tasting afternoons, and the best of the craft beer culture meets culinary vision right here at Stone Brewing World Bistro and Gardens.

This wonderfully unique area also presents many other activities... enjoying a round of golf at one of the five golf courses, fishing or picnicking at three lakes, cycling on Palomar Mountain, browsing through downtown art galleries or shopping at world-class retail stores and the largest auto park in Southern California. You can also stay and play at one of several nearby casino resorts!

Come for the wildlife... stay for the culture!

VisitEscondido.com
Explore! Experience! Enjoy!

1. Enhanced Immediate Resources: website, newsletter, social media, Visitors Center

Website

- Traffic is up over 86%
- Refreshed branding, upgraded functionality, see press release below
- Enhanced and updated the majority of the website pages
- Over 120 businesses are listed with links within eight categories of interest
- Added more imagery, and will do more ongoing
- News – consistently posting, approx 10 new stories/press releases per month
- Event calendar, over 400 events are posted for 2013
- Opt-in for newsletter, contact form: consistently receiving new opt-ins and emails inquiries from potential visitors planning their trips

Newsletter

“Enjoy Escondido” launched in April, and included several news articles, upcoming events for April and May, attraction highlights, and promos
Current direct email reach includes 1,029 emails:

- 256 opt-ins through website and 773 VE stakeholders and Sunset Magazine/CA Visitors Guide reader response card lists
- Plus 1500+ extended reach through partners promoting the newsletter to their employees and customers: Harrah’s Rincon, Stone Brewing Co., T10 Events and Promotions, Bates Nut Farm, and the San Diego Zoo Safari Park.



Social Media posting, connecting and monitoring

Facebook – up 91% with promoted posts reaching over 8,000 people

Twitter – up 68% with good engagement, mentions, retweets

Pinterest, YouTube, Flickr, and Google+ – need to be updated with fresh content

Instagram – to be initiated

Visitors Center

The Visitors Center at 720 No. Broadway welcomed over 800 guests representing 14 countries over the past year. A new tracking system has been created to collect more detailed information and email addresses. The Center is currently staffed by three volunteers.



[HOME](#) [CALENDAR](#) [RELOCATION](#) [VENUES](#) [NEWS](#) [CONTACT](#)

[ACCOMMODATIONS](#) [THE ARTS](#) [ATTRACTIONS](#) [DINING](#) [SHOPPING](#) [GOLF & OUTDOORS](#) [WINERIES & BREWERIES](#)



2. Relationship Building: connecting with stakeholders and connecting them with each other

Relationship Building: Stakeholder Development

This is a critical focus goal. A great deal of time has been invested visiting stakeholder venues, meeting with business leaders and discussing the opportunities available by working together. The response has been overwhelmingly positive. They're looking forward to the ongoing support and collaboration.

- Meet and consult, discuss messaging, cross promote on websites and social media, inspire connections, co-op marketing and advertising, building momentum
- Categorize market shares and organized direct communications: Restaurants, lodging, golf, attractions, wineries
- Development of the unique youth and adult sports tournament and events market in cooperation with the City Parks & Recreation Department. A full calendar has been produced and is posted online.

*Hi Katherine,
Thanks again so much for coming to visit and tour our property. I'm very excited about the possibilities of working with you and the revitalized Visit Escondido!
Cathy Nerenberg
Director of Resort Marketing
Welk Resorts San Diego*

SMERF Market Opportunities – yet to be pursued

Social, Military, Educational, Religious & Fraternal Special Markets

Actively Engaged Stakeholders to date: 63+

California Center for the Arts, Escondido
Welk Resort – Lodging, Theatre, Golf, Restaurants
San Diego Children's Discovery Museum
San Diego Zoo Safari Park
Stone Brewing Co./ Stone Brewing World Bistro and Gardens
Bates Nut Farm
Iceoplex
Escondido Auto Park
Westfield Shopping North County
Harrah's Rincon Resort & Casino
Valley View Casino
Arts Partnership Municipal Gallery
Downtown Business Association
Escondido History Center
Transit Van Shuttle
Crusin' Grand
Vintana Wine + Dine
Bellamy's
Intertwined Bistro & Wine Bar
A Delight of France
Vinz Wine Bar
Jalapeño Grill & Cantina
EscoGelato
California Avocado Grill
Cocina del Charro
Kettle Coffee & Tea
La Tapatia Mexican Restaurant & Cantina
Lucio's An American Grill
Mike's BBQ
North County Tavern and Bowl
On the Border Mexican Grill & Cantina
O'Sullivan's Irish Pub & Restaurant
Red Robin Gourmet Burgers
Sand Crab Tavern
Vincent's On Grand
Westside Café
Coco's
Chipotle
Rock n' Jenny's Italian Subs
Welk Farmers Market
Downtown Farmers Market
SD North Farmers Market
The Vineyard at Escondido
Castle Creek Country Club
Altipiano Vineyard and Winery
Belle Marie Winery/Hidden Valley Enoteca
Cordiano Winery
Deer Park Winery & Auto Museum
Ferrara Winery
Hidden Valley Enoteca
Orfila Vineyards and Winery
Triple B Ranches
Vesper Vineyards
STAR Repertory Theatre
Best Western Escondido
Escondido Lodge
Comfort Inn
Holiday Inn Express
Howard Johnson
Motel 6
Motel Mediterán
Regina del Palazzo Bed and Breakfast
Escondido Chamber of Commerce
T10 Events and Promotions
Lucks Media Group
Escondido Events

3. Marketing and Advertising: brand messaging

Marketing and Advertising: Print, Online, Editorial, and Sponsorships

- 101 Things To Do San Diego: online banner, featured editorial, location description editorial, social media, events calendar and print ad
- VisitCalifornia.com: events calendar, editorial
- SanDiego.org (San Diego Tourism Authority): events calendar
- Escondido.org – City Community link
- Escondido Magazine, contributing editor, advertiser, and creator of Community Calendar (Spring issue listed 49 events!)
- Escondido CITY Magazine, advertiser, editorial advisor
- Sunset magazine ads in the holiday November and December 2012 issues
- Sunset magazine BRC lead list resulted in 648 leads with 254 email addresses
- 2013 Official CA Visitors Guide ad with BRC lead list resulted in 342 leads
- 2013 San Diego Visitor Planning Guide – a new publication, print ads for May and November 2013
- Visitor Map (25K) distribution to over 395 locations county-wide through Certified Folder Display
- Social Media: primarily Facebook and Twitter currently (see Social Media above)
- PSA for Crusin' Grand (logo sponsor branded)
- Event postings on six free tourism sites
- Employee newsletter mentions: Harrah's Rincon, Stone Brewing Co., San Diego Zoo Safari Park
- Visitor Center inquiries – in person and call-ins - guest book, log records
- Visit Escondido eNewsletter, launched in April
- The Advocate – Escondido Chamber of Commerce, logo mention in every issue
- Official CA Welcome Centers in Oceanside and Alpine, maps and volunteer education
- North County Transit District – (logo sponsor 5th Anniversary of SPRINTER)
- Earth Day Warrior Challenge Apr 20 – (logo sponsorship)
- Cruisin' Grand – (logo sponsorship)
- Amgen Tour of California – (logo sponsorship, social media, relationship platform)
- Various event requests to participate: Safari Park Marathon, etc.
- Wine Tours – revitalized campaign with positive involvement of eight wineries, ran 3 ads
- Planned brand collateral postcards/rack cards with local distribution: Stone Brewing Co.'s retail center, art galleries, SDCDM, CCAE, Harrah's Rincon, Bates Nut Farm, wineries, Welk Resort, golf courses, etc. Will implement by June 2013.

Hi, Katherine.
 Thanks for coming out to the property and speaking with us. We look forward to continuing to work with you and the City of Escondido to help get the word out about North County and all the great things happening at this end of "San Diego".
 All the best, Janet Beronio
 Regional President, Harrah's Rincon



ad - CA Visitors Guide
 2013 Issue



4. ad: Sunset Magazine
 November & December 2012

4. Amgen Tour of California: leveraging this phenomenal opportunity for local tourism exposure

Amgen Tour of California: Highlights of LOC marketing chair accomplishments

- Weekly one-on-one calls with AEG marketing, bi-weekly ATOC/AEG calls with all cities.
- VisitCalifornia.com: marketing content and assist with their VIP list
- 101 ThingsToDo featured article and print ad in April/May
- Escondido CITY Magazine print ad
- SanDiego.org: marketing content
- Social Media promotion
- Assist City of Escondido LOC as needed: bi-weekly meetings, pole banners, graphic design, marketing, etc.
- Local Sponsor promotions impressions
- Photography and creative work
- Assist stakeholders with keeping them informed and brainstorming their event plans and ideas
- Facilitated Ramona Chamber's involvement in the event
- Distribution of posters/flyers to over 60 locations throughout San Diego
- Liaison with City of San Diego Bicycle Initiative dept for promotion of 25K postcards at their events
- Escondido Magazine: on editorial committee, contributed substantially to the updated look and flow of the issue – current issue focuses completely on the ATOC event. Distributing to all tourism stakeholders, major events, and to 350 major San Diego hotel concierges for use as reference guides.
- Create, staff and run the booth at ATOC Lifestyle

ad - 101 Things To Do - San Diego, April 2013
 - Escondido CITY Magazine, April 2013 (ATOC only)

Hi Katherine,
 It was a pleasure meeting with you yesterday at Stone Brewing World Bistro & Gardens. We look forward to working with you and I was happy to see how easy it will be to offer effective assistance that will help both of our organizations. Take care and have a lovely day!
 Brandon Hernández
 Communications Specialist, Stone Brewing Co.



VISIT ESCONDIDO™
 Explore! Experience! Enjoy!

**Fine Print*
 San Diego Zoo Safari Park
 Stone Brewing World Bistro and Gardens
 California Center for the Arts, Escondido
 Niki de Saint Phalle's Queen Califia's Magical Circle
 Welk Resort Golf & Theatre • Bates Nut Farm • Iceoplex
 Westfield Shopping North County • Winery Tours
 Escondido Auto Park • Daley Ranch & Caballo Trail
 San Diego Children's Discovery Museum
 Galleries • Culinary Experiences • Hiking • Biking • Golf • Lakes



**Come for the wildlife,
 stay for the culture!***

VisitEscondido.com

America's Greatest Race Starts in Escondido!
STAGE 1 START & FINISH

Watch the opening ceremonies and the official start of the race... then stay downtown for the day-long events, watch live coverage on jumbo screens, and be there for the exciting Stage 1 finish!



Events: May 10-12

- "Escondido Out Front" Gala
- Gala After-Party
- Lifestyle Festivals
- Kids' Zone
- Food Truck Rally
- Live Entertainment
- Race Ceremonies
- Jam in the Park
- Ride 2 Recovery
- Amgen Breakaway from Cancer®
- L'Etape du California

...and much more!

amgen2013escondido.com #atoc #escondido

Wine Tours – revitalized campaign with the positive involvement of eight wineries; ran 5 ads; creating rack cards/postcards for stakeholder and CA Visitor Centers distribution.



CUSTOMIZE YOUR WINE TOUR EXPERIENCE

Escondido Wine Tours!

Enjoy your wine tour in style, luxury, and safety!

Visit beautiful vineyards and award-winning wineries. See amazing views of the San Pasqual Valley! Customize a wine tasting and cycling tour between two wineries!

- Tours start at just \$65 per person
- Learn wine tasting tips and history
- Visit 2-3 Wineries depending on itinerary

*Does not include tasting room fees or catering

**Altipiano Vineyard | Cordiano Winery | Orfila Vineyards & Winery
Belle Marie Winery | Hidden Valley Enoteca | Deer Park Winery
Triple B Ranches | Vesper Vineyards | ...and more!**



Explore! Experience! Enjoy!
VisitEscondido.com

760.789.7252 | transitvanshuttle103@gmail.com
Locally Owned/Operated • Corporate Accounts Welcome



TRANSIT VAN SHUTTLE
Transportation on Demand
transitvanshuttle103@gmail.com
www.transitvanshuttle.com
Toll Free 1-866-261-3114

- ad
- 101 Things To Do San Diego, online
 - Escondido CITY Magazine: Spring and Summer 2013
 - Escondido Magazine: Spring and Summer 2013

*Hi Katherine,
You have been so helpful! I look forward to meeting you, give us a call when you want to come by and see the B&B. I'd love to show you what we have done.
And of course any ideas always welcome.
Thanks again for your help.
Warm wishes, have a great day.
Suzannah Washes-Maxwell
Regina del Palazzo Bed and Breakfast*

*Hi Katherine,
My, what a special day for me. Usually I get in as many appointments as I can, forget to eat, go to businesses that I have no current contacts for and drive back to OC w/the sun in my eyes and a headache- this will really be a treat- thanks so much. I look forward to meeting you in person tomorrow and enjoying Escondido!
Maureen Sloan, Visit California
Industry Relations Liaison, OC/SD County*

*Hi Katherine!
I was checking out your Visit Escondido website... you have done a great job! It's a great resource for events on all our local businesses and wonderful promotion. (I like your Facebook page too).
Thanks!
Rosie Barnett
Director of Marketing
Escondido Wine & Culinary Campus*



Explore! Experience! Enjoy!

Escondido, the "Hidden Valley" of San Diego, is located just 30 miles northeast of downtown San Diego. Did you know that you can do all of this when you Visit Escondido... WELCOME!

Come for the wildlife...

San Diego Zoo Safari Park
Stone Brewing Co.
Bates Nut Farm

Crusin' Grand • Iceoplex
Caballo Trail at Daley Ranch

San Dieguito River Park
Trapeze High Escondido

Escondido Sports Center
Palomar Observatory

San Pasqual Battlefield
Escondido Auto Park

Hiking, Biking, Equestrian, Fishing

3 Farmers' Markets • 5 Golf Courses • 3 Lakes

stay for the culture!

California Center for the Arts, Escondido
Queen Califia's Magical Circle
Welk Resort Theatre

San Diego Children's Discovery Museum
Boutique Wineries with Spectacular Views
Art District • Theaters • Galleries • Art Walk

San Diego Archaeological Center
Westfield Shopping North County

Great restaurants... here's a few:

Vintana Wine + Dine • Bellamy's
Intertwined Bistro & Wine Bar

Stone Brewing World Bistro and Gardens

A Delight of France • Vinz Wine Bar
Jalapeño Grill & Cantina



Visit
Escondido
.com



ad: 2013 Official San Diego Visitors Planning Guide

Spring/Summer 2013

- current focus is on educating visitors on the wide variety of things to do... the next phase will be more imagery driven for Fall/Winter 2013

FREE MAP

Escondido, California

"Connecting Commerce to Community"

Photo courtesy of City of Escondido
"New Leaf" by artist Dan Dykes

CONVENTION & VISITORS BUREAU

720 North Broadway Escondido, CA 92025
VisitEscondido.com
Hours: M-F 8:30am - 5:00pm • Saturday 9am - 1pm

760.745.2125

Annually printed tourism maps are still very popular! Even though many people have GPS systems in cars and smartphones, they want the souvenir map to use while they travel. Maps are requested by walk-ins at the Visitor Center, City Hall, and many stakeholders keep them in stock for customers and guests. They're also distributed through Certified Folder Display to over 395 locations throughout the county.

Last printed: July 2012, 25,000

Tourism bureau targets tourney visitors

Group hopes businesses can take advantage of city's key youth sports role

By **David Garrick** 9:38 A.M. FEB. 5, 2013 Updated 4:51 P.M. FEB. 4, 2013

PRINT SAVE COMMENTS 0



Crowds watch soccer games at the State Cup tournament in Escondido. The event is attended and used all eight days.

Earnie Grafton

Escondido hosts many youth and adult sports tournaments each year in its spectacular parks and venues. Each event draws hundreds of spectators and players to our community.

The full schedule is posted on the Visit Escondido website and currently has 39 events for calendar year 2013.

There is great potential for these groups to connect directly with our local visitor-serving businesses.

Communications are working and discussions are in progress to continue to build on this market.

Fun Things To Do in Escondido!

- ◆ Arts and Entertainment
- ◆ Cruisin' Grand Escondido!
- ◆ Flightline Safari
- ◆ Food and Dining
- ◆ Geocaching in the San Dieguito River Park
- ◆ Glow in the Park!
- ◆ ICEOPLEX Escondido!
- ◆ Queen Califa's Magical Circle
- ◆ Rolling Safari on a Segway!
- ◆ Shopping
- ◆ Stone Brewing Late Night Movies
- ◆ Tours at Palomar Observatory
- ◆ Trapeze High
- ◆ Wineries and Breweries

VISIT ESCONDIDO
CONVENTION & VISITORS BUREAU
720 N. Broadway, Escondido, CA 92025
760-745-2125
visitescondido.com



ad - inside Visit Escondido printed map



Visit Escondido Timeline

Social Media posting, connecting and monitoring
Facebook – up 91% with promoted posts reaching over 8,000 people
Twitter – up 68% with good engagement, mentions, retweets

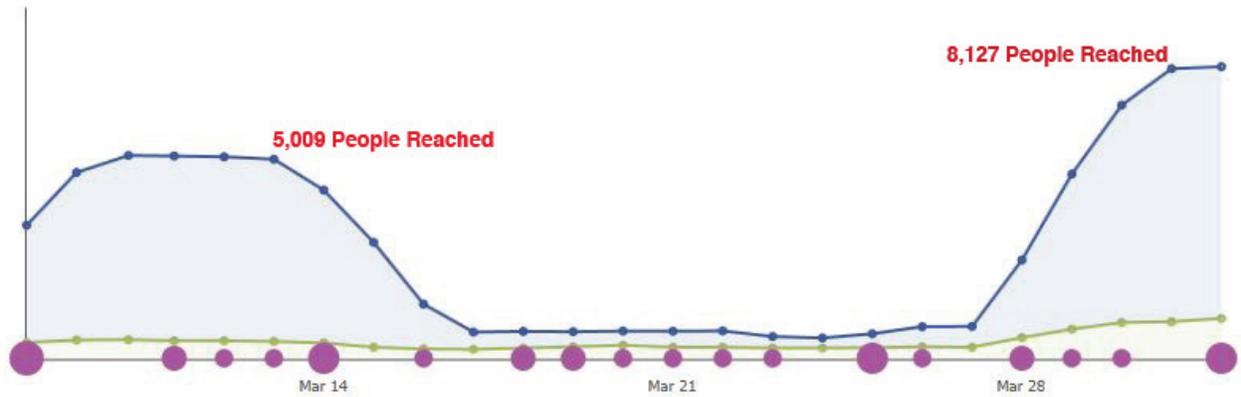
Overview Likes Reach Talking About This Check-Ins

All dates and times are in Pacific Time

Export Data

Total Likes? 234 ↑ 8.84% Friends of Fans? 73,965 People Talking About This? 97 ↑ 110.87% Weekly Total Reach? 8,127 ↑ 2,609%

Posts? People Talking About This? Weekly Total Reach?



- spikes showing the great exposure from strategically "paid promoted" posts



Visit Escondido shared Amgen Tour of California's photo. March 7

The Amgen Tour of California 2013 teams have been announced! Mark your calendars for May 12th an incredible event in downtown Escondido. Keep an eye on Escondido - Overall Start for the 2013 Amgen for up to the minute details!

Peter Sagan, Tom Boonen, and World Champion Philippe Gilbert will participate in this year's race and includes 8 ProTour Teams: Cannondale Pro Cycling, Team Garmin-Sharp-Barracuda, Omega Pharma Team (official), Green Edge Cycling, BMC Racing Team, Vacansoleil-DCM Pro Cycling Team, RadioShack Team Saxo-Tinkoff. 3 Pro Continental and 5 U.S. Domestic teams will also compete. <http://bit.ly/azy>



Like · Comment · Share

Karin Lamon, Debbie Lundy, Monica McMillen Cooper and 20 others like this.

Wendell Locklin Come to Murrieta for the start of stage two. Saturday at 4:42pm via mobile · Unlike · 1

Write a comment...

4,558 people saw this post



Visit Escondido shared a link. March 28

Tickets are now available to the Escondido - Overall Start for the 2013 Amgen Tour of California "Escondido Out Front" Gala event on Friday, May 10th at the California Center for the Arts, Escondido! This will be an amazing night with a kick off presentation of the Cyclist Teams and a portion of the proceeds from the event will benefit Amgen's Breakaway from Cancer® initiative.



Escondido To Host Official 2013 Amgen Tour of California Charity Gala | Visit Escondido visitescondido.com

The City of Escondido and AEG will host the Official 2013 Amgen Tour of

Like · Comment · Share

Donna Martello, Ivy Zhuhua Ni Maldonado, Shawn Cavanaugh and 49 others like this.

View 2 more comments

Michele Hubers Amgen was out this way a few years ago. I believe they rode from Rancho Bernardo through Escondido and Valley Center to Palomar Mountain, and then finished in Escondido. It was THE event. Very well received...small town Valley Center had people out by the thousands on their country roads. It was like San Diego county's Tour de France. Can't wait for it to come back!!! Saturday at 6:58am · Unlike · 2



Write a comment...

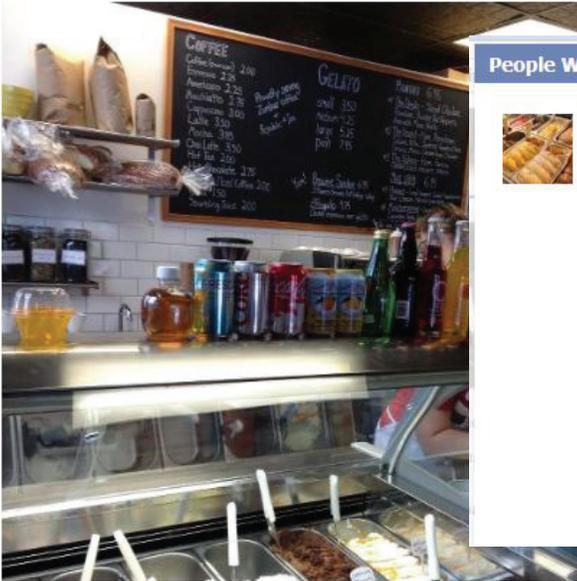
8,025 people saw this post



Visit Escondido Timeline Now

Visit Escondido 21 hours ago

gelato or no gelato, that is the Monday question! The paninis here are amazing! (and yes, salads too!)



Like · Comment · Share · Tag Friends

Virginia Kennedy, Marilyn Cochran Moustafa, Julie Shepard and 4 others like this.

Melissa Eichler That's what someone else told me. Guess I'll have to walk over and give it a try....

Julie Shepard that place is awesome....i was just there on friday have one for me

Christine Rogowsky Best in Escondido, hands down!

Write a comment...

931 people saw this post

People Who Shared This



EscoGelato shared your photo. Thanks for sharing!

Unlike · Comment · 31 likes · 3 comments · 20 hours ago

Visit Escondido, Elizabeth Huller Eisemann, Johnson Annalisa, Elisabetta Baratti and 27 others like this.

Kim Patchell-Elliott Best place in escondido

Monica Hernandez Pino don't forget the soups! best tomato bisque ever!! are you serving it today??

Jennifer Cootware You guys have some of the most amazing gelato I have ever had! You even have the "mayan chocolate" right! Most places that do some sort of mayan chocolate flavor item end up with no heat or chili flavor, just chocolate, but you guys manage to get the best of the chili and chocolate. I have yet to be disappointed by any of your flavors

931 people saw this post, without paid promotion showing quick momentum building on FB due to shared engagement by stakeholder - EscoGelato

Twitter is gaining momentum, even with limited posting, stakeholders and followers are "retweeting, favoriting and mentioning" in consistently higher numbers.



Visit Escondido, You were mentioned in a Tweet!



AmgenTourofCali @AmgenTourofCali

RT @VisitEscondido: Excited to host @LETapeDuCali here May 11 - great way to start #ATOC info® letapeducalifornia.com/pal-course-map/

02:07 PM - 11 Apr 13

Reply to @AmgenTourofCali

Retweet Favorite

Visit Escondido,
Your Tweet was favorited!

 **Visit Escondido**
@VisitEscondido

RT @StoneBrewingCo It's #FINALFOUR time for Stone #EnjoyBy IPA. Help us win championship in @draftmag's #Beer Bracket bit.ly/BeerBracket

09:33 AM - 02 Apr 13

 **Favorited by**

 **Stone Brewing Co.** @StoneBrewingCo
The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine
Facebook: <http://t.co/TgWTsIuy> | Instagram: <http://t.co/MroLCaqs>

Learn more about @StoneBrewingCo. [View their profile](#)

Visit Escondido,
You were mentioned in a Tweet!

 **101 San Diego**
@101SanDiegoMag

For the LOVE of Chocolate! @VisitEscondido this Saturday for a sweet event that is sure to impress your taste buds! bit.ly/14GteVV

02:50 PM - 07 Feb 13

Keep the conversation going. [Reply to @101SanDiegoMag](#)

Mentions
(VisitEscondido)

 **cmgarcia**
Feb 1, 4:30pm via Tweetbot for iOS
@VisitEscondido @StoneBrewingCo @craftbeer esco!
[Show Conversation](#)

 **markusmankin**
Feb 1, 2:49pm via Twitter for iPhone
@VisitEscondido @StoneBrewingCo @craftbeer congrats !!
[Show Conversation](#)

 **SanElijo**
Feb 1, 2:17pm via HootSuite
Very cool. RT @VisitEscondido: CONGRATS to @StoneBrewingCo voted Top 10 Best Brewers in the World 2013! @craftbeer ow.ly/hlhgQ

 **MStevens395**
Feb 1, 2:14pm via Web
@VisitEscondido @StoneBrewingCo @craftbeer Yea, but I heard there is one on Neptune that trumps all of them.
[Show Conversation](#)

 **ORFILAVineyards**
Jan 21, 2:50pm via Web
Food Truck Fridays start February 1st! @T10Events @SDFoodTrucks @VisitEscondido #orfila #foodtruckfriday #sandiego on.fb.me/Tc8XX5
1 retweets

 **ORFILAVineyards**
Jan 20, 5:21pm via Twitter for iPhone
No. Caption. Needed. #SanDiego #sunset #orfila #vineyard #beautiful #california @Escondido_CA @VisitEscondido pic.twitter.com/CHBcPveg
2 retweets

Mentions
(VisitEscondido)

 **101SanDiegoMag**
Apr 19, 1:44pm via Web
Runners be ready - the @AmgenTourofCali kicks off in Escondido & is less than a month away! @VisitEscondido #SanDiego bit.ly/1186Gus
3 retweets

 **101SanDiegoMag**
Apr 19, 11:51am via Web
Cruise on over to downtown Escondido tonight from 5 - 9pm for Cruisin' Grand! bit.ly/ZCpLUe @VisitEscondido pic.twitter.com/xhZeZfJzLI

 **101SanDiegoMag**
Apr 18, 3:17pm via Web
Better giddy-up SD and make plans for this weekend! bit.ly/11FmOFz @TheFlowerFields @thelivingcoast @VisitEscondido @LakesideRodeo
1 retweets

 **Sdmobilefoodwk**
Apr 17, 8:11am via Web
3 Days Left til Earth Day Warrior Challenge and Expo. 50% OFF Promo Code: SCOTT earthdaywarriorchallenge.com #fitness #sandiego @VisitEscondido

 **T10Events**
Apr 14, 5:33pm via Twitter for iPhone
50% OFF ENTRY FEE for Earth Day Warrior Challenge! Limited Time Only Use Promo Code: SCOTT @VisitEscondido #fitness earthdaywarriorchallenge.com
1 retweets

 **AmgenTourofCali**
Apr 11, 3:07pm via HootSuite
RT @VisitEscondido: Excited to host @LEtapeDuCali here May 11 - great way to

Mentions
(VisitEscondido)

ORFILAVineyards
Apr 10, 1:02pm via Web
The Goods: An Artisan Festival #MothersDay #FoodTrucks #Wine #Beer #SanDiego #Escondido @T10Events @VisitEscondido pic.twitter.com/cJB2DIO4RX
1 retweets

WestfieldNC
Apr 9, 3:08pm via HootSuite
Thanks @VisitEscondido for the mention! Always updating our Facebook with offers, fun finds and mall/event info. ow.ly/jU4T5.
Hide conversation
VisitEscondido: Spring shopping is in the air! You might as well save money while you're having shopping fun... visit Westfield... http://t.co/stnyEHBfMB
11:33am, Apr 09 from Facebook
WestfieldNC: Thanks @visitescondido for the mention! Always updating our Facebook with offers, fun finds and mall/event info. http://t.co/zHuXfLtlzf.
3:08pm, Apr 09 from HootSuite

komsports
Apr 5, 2:11pm via Web
FF @AmgenTourOfCali @VisitEscondido @TourROSA
1 retweets

T10Events
Apr 4, 8:10pm via Twitter for iPhone
#Escondido Food Truck @ORFILAVineyards 5pm til 730pm @visitsandiego Escondido's own @Underdogstruck @VisitEscondido #FoodieFriday #GFT
2 retweets

Mentions
(VisitEscondido)

sdzsafaripark
Feb 6, 5:30pm via HootSuite
@VisitEscondido Thanks for the RT guys.
Hide conversation
VisitEscondido: RT @sdzsafaripark: Meet one of our animal ambassadors at the Safari Park, Ruby the red kangaroo. Photo-Mariusz Murawsk http://t.co/reOC8Aw5
2:20pm, Feb 06 from HootSuite
sdzsafaripark: @visitescondido Thanks for the RT guys.
5:30pm, Feb 06 from HootSuite

cmgarcia
Feb 1, 4:30pm via Tweetbot for iOS
@VisitEscondido @StoneBrewingCo @craftbeer escol
Show Conversation

markusmankin
Feb 1, 2:49pm via Twitter for iPhone
@VisitEscondido @StoneBrewingCo @craftbeer congrats !!
Show Conversation

SanElijo
Feb 1, 2:17pm via HootSuite
Very cool. RT @VisitEscondido: CONGRATS to @StoneBrewingCo voted Top 10 Best Brewers in the World 2013! @craftbeer ow.ly/hhgQ

MStevens395
Feb 1, 2:14pm via Web
@VisitEscondido @StoneBrewingCo @craftbeer Yea, but I heard there is one on Neptune that trumps all of them.
Show Conversation

ORFILAVineyards
Jan 21, 2:50pm via Web
Food Truck Fridays start February 1st! @T10Events @SDFoodTrucks @VisitEscondido #orfila #foodtruckfriday #sandiego on.fb.me/Tc8XX5
1 retweets

Mentions
(VisitEscondido)

BestofCA
Dec 20, 6:07pm via Local Picks
Westside Cafe is buzzing: sch.mp/1f9cc - RT @VisitEscondido Wow... what a great offer from Amanda and the Westside Cafe crew! See...

beresfordqd1
Dec 12, 4:50pm via Web
@VisitEscondido baoly.info/pLDzSy

jon_addis
Dec 10, 9:47am via Web
@VisitEscondido @StoneBrewingCo @visitsandiego Great article! We had lunch at Stone this weekend. Good, food, beer & vibe. reserve online!
Hide conversation
VisitEscondido: yay! @StoneBrewingCo RT @visitsandiego #CraftBeer Awesomeness - In #SanDiego, A Craft-Beer Scene Emerges http://t.co/kV4uM9Ko via @TIMESStyle
9:33am, Dec 10 from HootSuite
jon_addis: @VisitEscondido @StoneBrewingCo @visitsandiego Great article! We had lunch at Stone this weekend. Good, food, beer & vibe. reserve online!
9:47am, Dec 10 from Web

CaliforniaToday
Dec 7, 10:59am via LocalEvents
Tournament at Kit Carson Park: sch.mp/dHWcv - RT @VisitEscondido Our beautiful Kit Carson Park is hosting the Triple Crown girls ...

Mimi_Avocado
Nov 30, 3:10pm via Web
@VisitEscondido How about the concert Sunday with @CoastalCommBand to benefit Meals On Wheels? At CCAE!
Show Conversation

AmgenTourOfCali
Jan 16, 5:56pm via HootSuite
Had a great time filming around @VisitEscondido today. A beautiful place to host a bike race and overall start! #california #cycling

DeborahScott7
Jan 8, 9:31pm via Tweet Button
@VisitEscondido @PassportDining @DineVintana thanks for your support!!! We LOVE Escondido :)
Hide conversation
VisitEscondido: RT @PassportDining: Thank you @chefdeborah for another amazing dinner @DineVintana tonight. I crave your White Bean & Arugula Salad -YUM.
8:20pm, Jan 08 from HootSuite
DeborahScott7: @VisitEscondido @PassportDining @DineVintana thanks for your support!!! We LOVE Escondido :)
9:31pm, Jan 08 from Tweet Button

VisitEscondido
Jan 2, 4:14pm via HootSuite
thanks! my pleasure! RT @CastleCreekCC: @VisitEscondido Thanks so much for the wedding recommendation. You guys rock!
Show Conversation

CastleCreekCC
Jan 2, 3:50pm via HootSuite
@VisitEscondido Thanks so much for the wedding recommendation. You guys rock!
Show Conversation

Brand refreshing: updated logo and messaging platform

FOR IMMEDIATE RELEASE
April 4, 2013

Contact: Katherine Zimmer
760-745-2125
katherine@visitescondido.com



Visit Escondido – ConVis Freshens Brand, Builds Momentum

The Escondido Convention and Visitors Bureau is embracing a new branding model to fulfill its destination management value proposition. Tourism markets across the country and globally are dropping their “CVB” designations in favor of fresher, less bureaucratic sounding, and more all-inclusive monikers that invite travelers to take action. The new brand is Visit Escondido / Explore! Experience! Enjoy! In California alone, many major markets are changing their names including Travel San Francisco, Discover Los Angeles, Visit Napa Valley, Discover America, and recently, the San Diego Tourism Authority. This change also aligns more with our North County partners’ messaging... Visit Oceanside, Visit Carlsbad, etc.

Katherine Zimmer, executive director of Visit Escondido says, “The trend away from the ConVis or CVB label gives us a more energetic, broader scope for messaging. Often times the convention centers are partnering organizations and easily accessible without being the main focus.” Zimmer goes on to explain that a shorter, more call-to-action name and tag line speaks directly to consumers and decision makers – inviting visitors to enjoy our cities while being more inclusive of the local community.

“Successful destination management in this era of social media, global competition, and shorter vacation planning cycles requires a brand to be inviting, intriguing, and offer diverse options in activities and attractions... Escondido has a lot uniquely varied experiences – something for everyone,” says Zimmer.

Visit Escondido has been gaining momentum in recent months through marketing, social media, and editorial exposure and by playing a role in connecting its stakeholders to each other to leverage their unique experiences. When attractions, events, wineries, breweries, restaurants, and the arts partner together to create packages that keep visitors here longer, it’s a win win for everyone.

“The Amgen Tour of California events will have a great impact on our local economy and spotlight our visitor brand, which will only increase our momentum in promoting Escondido as a viable destination within the California tourism industry,” adds Joyce Masterson, director of economic development and community relations for the City of Escondido.

More updates: The first edition of the “Enjoy Escondido” newsletter is set to launch in April. The visitescondido.com website has a robust calendar of events, recent news, a visitor’s map, and listings for attractions, dining, outdoor activities, wineries, lodging, shopping, sports tournaments, event venues, and relocation information. Over the last year, the Visitors Center on Broadway has welcomed over 800 walk-in visitors representing fourteen countries.

For more information about Visit Escondido go to visitescondido.com and connect on [Facebook.com/VisitEscondido](https://www.facebook.com/VisitEscondido) and [Twitter @VisitEscondido](https://twitter.com/VisitEscondido).

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