



Cavallo Point – the Lodge at the Golden Gate Launch Campaign

Outcomes, Monitoring and Evaluation

Evaluation

In December 2008, after the flurry of activity from the launch had settled, we measured success against several criteria:

1. Accolades
2. Media results
3. Reach
4. Ad equivalency and ROI
5. Web site traffic
6. Sales (reservations and other bookings such as the cooking school and restaurant)
7. Client satisfaction

1. Accolades: Just four months after opening, *Travel + Leisure Magazine* named Cavallo Point Lodge as one of America's new (green) national landmarks—an incredible honor. The new landmark designation from *Travel + Leisure* set off a wave of media hits in news outlets across the country, running in a total of 72 outlets.

Murray Circle restaurant received acclaim from local newspaper and magazine reviewers, was Michelin-starred and rated as one of the Bay Area's "Top 10 Restaurants in 2008," according to the *San Francisco Chronicle's* executive food editor, resulting in the restaurant becoming an immediate smash hit.

The design and sustainable aspects of the lodge's historic restoration were also awarded four designations by professional groups and the *North Bay Business Journal*.

2. Media results: We looked at traditional and online media placements across the selected categories with these results:

- Consumer travel magazines: *Elite Traveler*, *Executive Traveler*, *Preferred Lifestyles*, *Sherman's Travel*, *Travel + Leisure*, etc.
- Travel trade: *Hotel & Motel Management*, *Hotel Online*, *Travel Weekly*, *TravelAgentCentral.com*, etc.
- Restaurant/food magazines (trade and consumer): *Gourmet*, *Food & Wine*, *Chowhound.com*, *Gayot.com*, *Wine Spectator*, *Zagat Buzz*, etc.
- City & regional outlets: *Angeleno*, *California Home + Design*, *Riviera Orange County*, *San Francisco Magazine*, *7x7* (high-end Bay Area outlet), *Solano Magazine*, *Marin Magazine*, *Sunset*, *View from the Bay*, *C Magazine*, *Coast Magazine*, *944 Magazine*, ABC/KGO, NBC, CBS, etc.
- Men's & women's magazines: *Men's Journal*, *Cookie Magazine*, etc.
- Luxury magazines: *New York Times Style Magazine*, *Elite Traveler*, *UrbanDaddy*, *Town & Country*, etc.
- Bridal: *Brides Northern California*, etc.
- Wellness/fitness: *Asia Spa*, *Skin Inc.*, *Spa Management Magazine*, etc.
- Outdoor/nature magazines: *Outside Magazine*, *National Geographic Adventure*, *VIA*, etc.

- Top ADI newspapers: *New York Times*, *USA Today*, *Washington Post*, *Financial Times*, *San Francisco Chronicle*, *Los Angeles Times*, *Miami Herald*, *Arizona Republic*, *Oregonian*, *San Jose Mercury News*, *Atlanta Journal-Constitution*, *Toronto Star*, etc.
- Regional California newspapers: *Fresno Bee*, *Marin Independent Journal*, *Marin Scope*, *North Bay Business Journal*, *Orange County Register*, *Alameda Times-Star*, *Sacramento Bee*, *San Francisco Business Times*, *San Francisco Chronicle*, *San Francisco Examiner*, *San Jose Mercury News*, *Santa Rosa Press Democrat*, etc.
- Group, meeting magazines: *Corporate & Incentive Travel*, *Facilities Online*, *Incentive*, *Meeting News*, *Meetings & Conventions*, *Meetings Focus*, *Meetings West*, *Smart Meetings*, *Association News*, etc.
- Design/architecture outlets: *Hospitality Design*, *Architectural Record*, *Green Building Elements*, etc.
- Blogs/online media: Top-ranked blogs – *Kayak.com Blog*, *LA Times.com Daily Travel Deals*, *Concierge.com Daily Traveler Blog*, *Been-Seen.com*, *Vagablonde*, *Globorati*, *GridSkipper*, *HotelChatter*, *Jetsettersblog*, and *Chowhound*; online media – *Urban Daddy*, *Sherman's Travel*, *Daily Candy*, *Indagare*, *Tango Diva*, *About.com*, *Ideal Bite*, *Travelandleisure.com*, *7x7.com*, *ForbesTraveler.com*, *SFgate.com*, *Yahoo! Travel*, *TheStreet.com*, *MSNBC*, etc.

Graham **arranged 62 on-site visits for journalists** and **collected 521 media placements** in all of the key sectors.

3. Message reach: Key messages about Cavallo Point Lodge, the experiential programming, the spa and the restaurant reached a circulation of at least **402,591,505** readers.
4. Ad equivalency: We calculated an **ad equivalency of \$804,217 on 16 key articles**. On just those 16 articles, we calculated a **7.88 times return on investment**. The return would be much higher if we calculated ad rates for every clip!
5. Web site traffic: Articles such as the *New York Times* June 1 travel story resulted in a spike of 329 percent in site referrals traffic. The combination of a Daily Candy feature and *San Francisco Chronicle* feature on the same day resulted in a jump in site traffic of 564 percent. Overall traffic has increased from zero to an average of 34,000 visitors per month. Average time on the site is 3:33—above industry norms.
6. Sales: Reservations have shown a steady increase since opening. With the culmination of all the buzz, it reported sell-out periods in the fall, which is phenomenal for a new property, given the economy. The restaurant is booked solid: Friday night reservations need to be booked weeks in advance. The cooking school has had sold-out classes.
7. Client satisfaction: The client is thrilled with the results of the program. The owner touted it as the “most successful marketing program by far.” The director of programming at the lodge had this to say: “...Thank you all for your great work with Cavallo Point. Last night I cracked open the December issues of *Gourmet* and *Sunset* and Cavallo Point was in both!!! Last week, [it was in] the *New York Times*... Really exciting!!”

Reviews are great (see enclosed sample clips), travelers have heard the news, and reservations are strong, given a down economy—and this is just the beginning.