

Santa Ynez Valley *Guest Magazine*

People are talking about us...

Dear Editors,

Thanks so much for sending along the Spring Guide. I actually picked up your Fall 2005 Guide when I was in Los Olivos visiting some wineries and have used it to refer friends. I'm looking forward to this trip and will be staying at the Santa Ynez Inn that was advertised on your back cover.

David Truly, Development Manager
Wallis Annenberg Center for the
Performing Arts, Beverly Hills, CA

Dear Sirs:

Just a note to let you know how much our owners that stay at the Worldmark Resort in Solvang enjoy your magazine.

It is such a valuable tool for our owners, and the map is the best guide to the valley. Owners have left and requested another copy to be sent to them as they enjoyed it so much.

The Spring issue is packed full of information on Lake Cachuma and the lake wildlife.

Dear Guest,

Our goal a year ago was to maximize the visual impact of our ad and attract business, and the idea was that a full-page ad in your glossy, large-format magazine would be the solution. Please know that the ad works.

Since we took out the full page, it has had a significant positive impact on our business. I would estimate that 40% of the people coming here have already seen the ad. Over the busy, summer season, I would estimate that this impact is in the tens of thousands, conservatively. The Guest is available at all the major tourism locations, and people pick it up! And when they pick it up, they see us! I want to also thank you for your excellent graphics layout. I don't think that any marketing firm anywhere could produce a more attractive or effective ad. I regularly get comments to this effect from marketing professionals that come here.

Glen Thalheimer, Clairmont Farms

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and the map is the best guide to the valley.*

Dear Wolcott & Teona,

I'm working on the history conference coming up June 21-23 being hosted by the Santa Ynez Valley Historical Society. We are collecting material for the "goodie bags" to be distributed to registrants, and would like to include copies of Guest magazine. Participants in the conference are coming from all over California, and many of them will be coming a day or two early or staying over a day. The material you provide would be most welcome.

Christie Bourdet

Thanks again,

Therese Lemos Alexander
Trend West Resort Host/Concierge

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**Santa Ynez Valley Guest Magazine—the magazine more
visitors to the Santa Ynez Valley use, read, keep and share.**

*Call to reserve your
ad in our next issue.*

Santa Ynez Valley
Guest Magazine

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