

Chris Canning Editorial January 2012

Welcoming the New Year

2011 has been a successful and busy year for Calistoga overall. Together, we've celebrated the city's 125th anniversary, built stronger relationships with each other and our guests, and expanded our partnerships around the world at International Pow Wow. A record crowd at this year's Tractor Parade, paired with record restaurant business that evening, underscored the attraction of this unique event. Local TID (Tourism Improvement District) funding has allowed supplemental marketing programs like our presence on Trip Advisor, which makes it easier for thousands of travelers to discover Calistoga.

As 2012 begins, we have an opportunity to keep the momentum going, and develop new programs to continue this upward trend. The key message is that Calistoga is a special place in Napa Valley for relaxation, wellness and world-class food & wine. Even more important, it's a friendly place where visitors have a great time. Only a truly memorable experience here will keep that visitor returning over the years, and we all need to do our part to deliver that exceptional guest experience.

Collaboration with our members and partner organizations like the Napa Valley Destination Council are crucial elements to build on this success. When we focus our efforts and work together, we've seen the great things we can accomplish, like welcoming 1600 hospitality professionals to enjoy Calistoga's highlights during the Cheers! To Taste event in October.

To start off the New Year on an active note, your participation is needed this month in several specific ways. You'll be asked to update your information for the 2012 Calistoga Visitor Guide, and your prompt response is appreciated. On January 31st, the Chamber will hold our **General Membership Meeting**, the annual "state of the Chamber" report on last year's activities supporting the local business community, as well as plans for the coming year. Your participation in this meeting is very important. Watch for details in our weekly messages.

I wish all of you a very happy, healthy and prosperous New Year and look forward to our continuing partnership.

As always, your comments are welcome. I can be reached at 707-815-2105.