

Paso Robles Wine Country Alliance  
8<sup>th</sup> Annual BlendFest on the Coast  
February 22-25, 2024

RECAP REPORT  
June 2024



The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partnered with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Road Trip on BlendFest on the Coast - A Paso Wine Event.

Since inception, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only festival dedicated to wine blends, a trend for which Paso has become known.

**Goal:** collectively market our region and its diverse offerings, encouraging off-season visitation to Cambria and San Simeon and extending average length of stay.

## 2024 Event Weekend Schedule

### THURSDAY, FEBRUARY 22

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#### **Coastal Excursion: Derbyshire Vineyard**

Time: 1:30-3:30 p.m.

Location: Derbyshire Vineyards, San Simeon

Participating Wineries: Aaron Wines, Derby Wine Estates, Hawks Hill Ranch Winery

Attendance: 26

Ticket Price: \$60

#### **Winemaker Dinner at Oceanpoint Ranch**

Time: 6:30-9 p.m.

Attendance: 41

Participating Wineries: Vinyl Vineyards, Zanolli Wines, Zobèto Wines

Ticket Price: \$155 inclusive

### FRIDAY, FEBRUARY 23

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#### **Blending Seminar & Lunch**

Time: 10:30 a.m.-1 p.m.

Location: Cavalier Oceanfront Resort

Participating Wineries: Hearst Ranch Winery, Nenow Family Wines, The Blending Lab

Attendance: 45

Ticket Price: \$65

#### **Winemaker Dinner at Cavalier Resort**

Time: 6:30-9 p.m.

Participating Wineries: Dubost, Lone Madrone, Peachy Canyon Winery, Thatcher Winery & Vineyard

Attendance: 49

Ticket Price: \$145 inclusive

### SATURDAY, FEBRUARY 25

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#### **Sunset Grand Tasting**

Times: VIP/Early Entry 2-5 p.m. | General Admission 3-5 p.m.

Location: Oceanpoint Ranch, Moonstone Beach, Cambria

Attendance: 528 (GA 313 | VIP 215)

Ticket Prices: GA \$59/\$69 | VIP \$99

40+ Participating wineries: Aaron, Adelaida Vineyards & Winery, Allegretto Wines, Alta Colina Vineyard & Winery, Ancient Peaks Winery, Asuncion Ridge Vineyards, B & E Vineyard & Winery, Barton Family Wines, Bella Luna Estate Winery, Calcareous Vineyard, Caliza Winery, Cass Winery, Castoro Cellars, Chronic Cellars, CONCUR Wines, DAOU Family Estates, Derby Wine Estates, Dilécta Wines, Donati Family Vineyard, Écluse Wines, Epoch Estate Wines, Field Recordings., Four Lanterns Winery, Harmony Cellars, Hearst Ranch Winery- Paso Robles, Hearst Ranch Winery- San Simeon, Austin Hope Wines, J. Lohr Vineyards & Wines, Kaleidos, Le Cuvier Winery, Le Vigne Winery, McPrice Myers Wines, MCV Wines,

Midnight Cellars, ONX Wines, Opolo Vineyards, Oso Libre Winery, Robert Hall Winery, Serial Wines, Seven Oxen Estate Wines, Shale Oak Winery, Stilson Cellars, Thatcher Winery, Vina Robles Vineyards & Winery

## SUNDAY, FEBRUARY 26

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### Coastal Excursion: Paint and Sip

Time: 11 a.m.-1 p.m.

Location: Harmony Cellars, Harmony

Participating Wineries: Harmony Cellars

Attendance: 26

Ticket Price: \$60

### Explore Paso Robles Wine Country

Guests are encouraged to visit Paso Robles Wine Country during the day before returning to the Coast to stay one last evening (Sunday night).

### Ticket Sales

- BlendFest weekend event offerings were scaled back in 2024 with less dinners and excursions in expectation of inclement weather after 2023 cancelations.
- 719 total tickets sold across BlendFest weekend events (*822 in 2023, 812 in 2022, 636 in 2020*)
  - 528 Sunset Grand Tasting
    - GA 313
    - VIP 215
  - 90 Winemaker Dinners (sold out)
  - 45 Blending Seminar (sold out)
  - 56 Coastal Excursions (sold out)

### Grand Tasting Attendee Profile *(attendee profile numbers are based on ticket site sales)*

- 64% First-time BlendFest Attendees
- Coastal Stays
  - 62% of ticketholders stayed in Cambria or San Simeon
  - At least 172 rooms nights booked in Cambria and San Simeon
- Geographics
  - 74% from outside San Luis Obispo County (73% in 2023)
  - 17% from out-of-state (17% in 2023)

### Branded Assets from Kraftwerk Design



## PRWCA Marketing Summary

- Pasowine.com homepage, calendar listing, and Event page placement
- Logo and link on event website pages: Homepage, BlendFest pages, and Event calendar
- BlendFest Pasowine.com Traffic from Dec. 1, 2023 - Feb. 25, 2024
  - Pageviews: 14.6K
  - Book Your Room in Cambria and San Simeon – messaging on all eblasts, website, social media
- Press release sent out 12/4/2023 announcing tickets on sale
- Posts on online community calendar boards
- American General Media - Krush 92.5
  - AM radio interviews and coverage on KJUG, KZOZ, Q104.5, KVEC
  - BlendFest :30 profile – 4 weeks out from events
  - BlendFest promotions (live mentions, social media postings, web support with local events listing, home page feature banner)
- Six dedicated Paso Wine e-blasts to 47K+ database
  - All included sponsor logos and 'Stay in Cambria and Simeon' message
- Photography/Videography – Contracted with Acacia Productions to produce event photo gallery and video that can be used to promote BlendFest 2025
- Social Media Promotion
  - Paso Wine Audience: Instagram: 27K Followers | Facebook: 68K Fans
  - Organic posts were complemented by a paid Meta ad, appearing on Facebook and Instagram
  - Paid Meta Ad
    - Ran from Feb. 15-23
    - 31K reach, 874 clicks

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### THANKS TO OUR SPONSORS!

