







## **Animal House**

Dog-Passionate™ Destination Travel







## **Dog Travel Matters**

- DMOs
  Lodging
- Restaurants
  Wineries
- Park Districts L
- Local Services
- Community
  Rescue/Adoption



Maya – Director of Barketing™



## **Benefits of Dog-Travel**

- Peace of Mind
- Fun with Kids
- Exploration
- Be a Local

- Cost-Effective
- Fitness: Active
- Discovery
- Social



## Roxanne, Maya & Dave in the wine country



## **Destination Driver Intersects**

- Family Travel
- Outdoor
- Culinary/Wine
- Festivals/Events
- Experiential

- Millennial
- Gen X
- Boomer
- LGBTQ
- Wedding

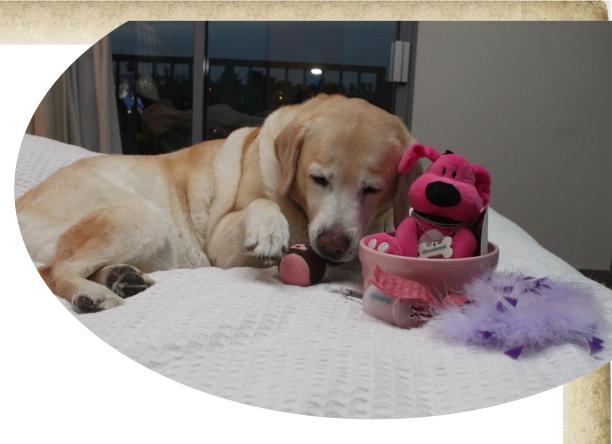


Dog-friendly travel



## **Doggone Facts: National**

- \$70 billion spent on pets in 2017
- Pet-friendly hotels topped 60% in 2013
- 42% of hotels charge for their 4-legged guests



Kayla: Kimpton Shorebreak, Surf City USA



## **Doggone Facts: National**

- 47% leisure travelers have dogs (98%)
- 40% travel with dogs each year (96%)
- 49% plan travel through search (70%)
- 34% use dog-friendly websites (84%)
- 6% use visitor bureau websites (20%)

(DogTrekker)



DO YOUR RESEARCH

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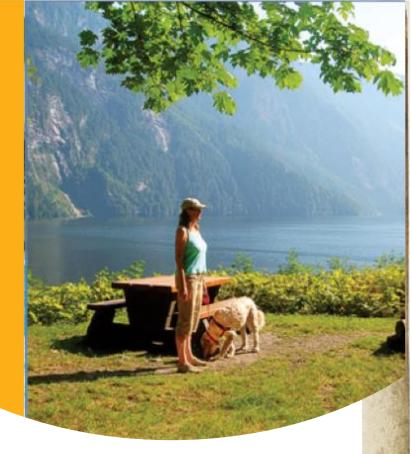


## Doggone Facts: Regional

Sunset readers & their dogs

- 91% say their dog is family (98%)
- 81% traveling with dogs = good mood
- 73% researched dog-friendly locations
- 65% travel with dogs each year (96%)
- 56% stay in dog-friendly hotels/motels

### (DogTrekker)



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## Doggone Facts: California

- **\$250 million** generated in dog fees yearly for lodging properties
- **\$11 billion** total spend yearly by leisure travelers traveling with pets in California



Maya and Edie, Claremont Club, A Fairmont Hotel, Berkeley



## **Dog-Friendly Hotels**

### 1960's/1970's

### 2000's





### Dog-Friendly?

- La Quinta \$ / \$0
- Kimpton \$\$ / \$0
- Fairmont \$\$\$ / \$50/stay

**HEN** 

- Ritz \$\$\$\$ / \$150/stay
- Parker \$\$\$\$ / \$200/night





## DogTrekker.com Launches 2011



Channels:

- Website\*
- Newsletter\*
- Paw Press Blog\*
- Mobile App\*
- Social Networking\*



4-Paw Promise: Local – Accurate – Engaging – Committed

\*Award winning



## DogTrekker.com: CA

- 17 regions/58 counties/75 cities
- Over 9,000 "triple-vetted" listings
- Over 100 dog-friendly listing categories
- Over 1,800 engaging destination stories

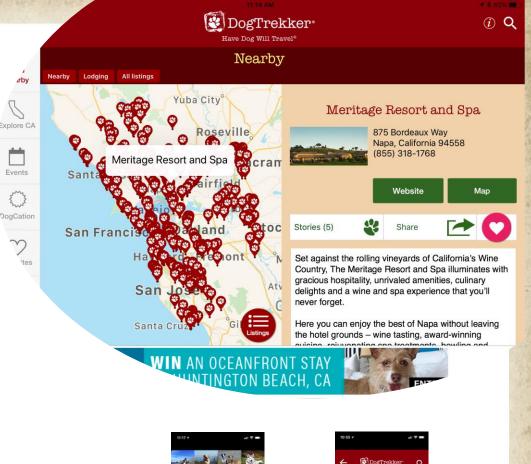


Maya on Lake Tahoe



## How DogTrekkers Search (for cool travel ideas)

- 83% use dog-friendly websites
- 70% search engines
- 49% friends or relatives
- 43% dog-friendly apps









Melyssa Laughlin Dog Obsessed & President, Visit Vacaville











### Director of Barketing Jaxson Levi

THINGS TO DO EVENTS HOTELS RESTAURANTS PHOTOS & SOCIAL BLOG PLAN YOUR TRIP

YOUR VACAVILLE

ом

IDE

UP

### PERIENCE



## PET FRIENDLY VACAVILLE

UT VISIT VACAVILLE / MEDIA / VISITOR RESOURCES / CONTACT / BLOG

SCROLL







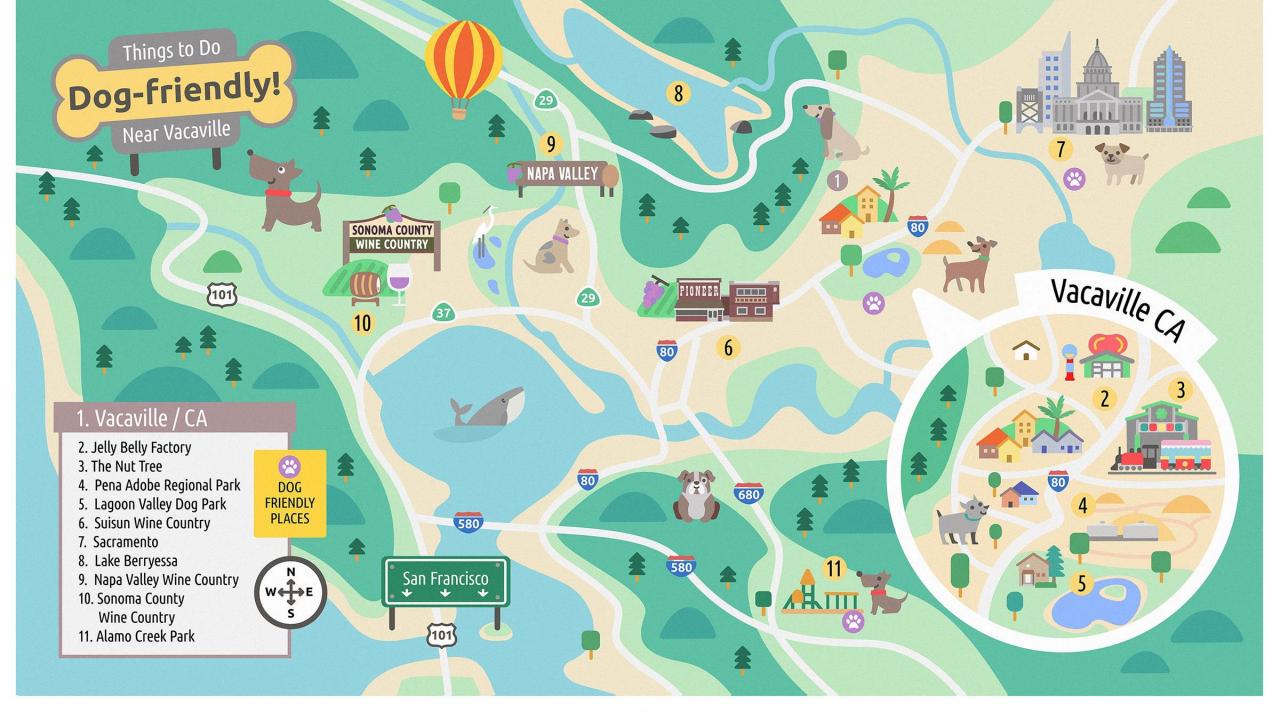


### Window Clings























### Thank you







### Vacaville Landing Page

#### Lodging

- Cabins and Cottages
- Campgrounds
- Hotels & Motels
- RV Parks

#### Dining

- Bakeries and Cafes
- Coffeehouses
  - Ice Cream Shops
  - Markets/Delis
- Restaurants

#### Wineries/Craft Beer

- Craft Breweries & Tap Rooms
- Dog Parks (fenced)
- All Dogs

Parks

#### All Parks

#### All Trails

#### Attractions

Hikes

#### Trains

**Local Services** 

- Dog Boarding
- Dog Day Care/Walking
- Dog Groomers
- Dog Rescue & Adoption
- Dog Training
- Humane Societies/Shelters
- Shopping For Dogs
- Shopping With Dogs
- Veterinarians

#### **Emergency Services**

 Local Shelter – Lost Dogs

#### Vacaville loves your pets! Many of their attractions, retail stores and restaurants welcome your dogs with open arms. Many hotels offer special packages designed specifically to ensure your dog's stay is a great one.

Vacaville makes a great base camp for exploring Solano County treasures ranging from wineries and farms in the Suisun Valley, to vast tracts of public lands and even a railway museum with excursion trains that welcome fourlegged passengers. And don't miss a stop at Lagoon Valley Park's 30,000 square foot dog park.

Check out DogTrekker.com's Suisun Valley Road Trip itinerary.

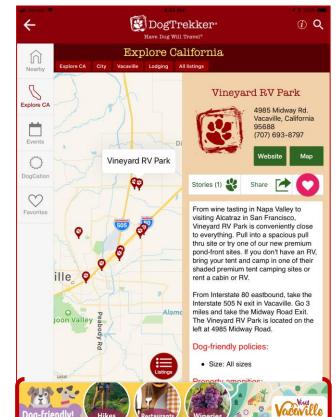








300x250



728x90



### **Display Ads**



400x100



### **Destinations**



### Wine Road Trips

Valley

nearby Napa or Sonoma.

BackRoad Vines

Visit Website

**GV** Cellars

Phone: (707) 759-0185

Phone: (707) 864-2089







#### Take A Stroll Through History

Don't you love it when you stumble upon something great

that you never takes over upo Park, a 470-a Vacaville and

The park inclu in Solano Cou hiking trail that miles around square-foot) f landscape has makes it so sp

Taken aback by prices at Napa and Sonoma hotels? Stay in Vacaville at ha nearby Suisun DogTrekker.co including the which doesn't in the rates an

Vacaville, by t wineries, 25 m Valley and 35

south.

Hike, Sniff and Park It on the Alamo

#### Creek Bikeway

Gateway to Farm and Wine Country

Yes it's primarily to enjoy along the which meanders several municipal Beelard, Want to I

north and Al Patc

Southside Bikewa

Where to Chow Down With Your Pup

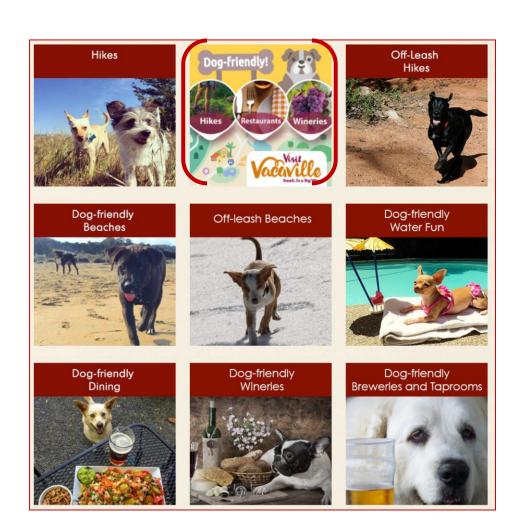
#### in Vacaville

When it's mealtime in Vacaville, you'll find many casual, dogfriendly options, from pizza and barbecue to Mexican, Italian and sandwich shops. Your most engaging option, however, might be the Nut Tree, a 72-acre, mixed-use development with retail space and 26 food and craft-beer options, many with dog-friendly outdoor seating.





### Things to Do Page













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**Thank You!**