



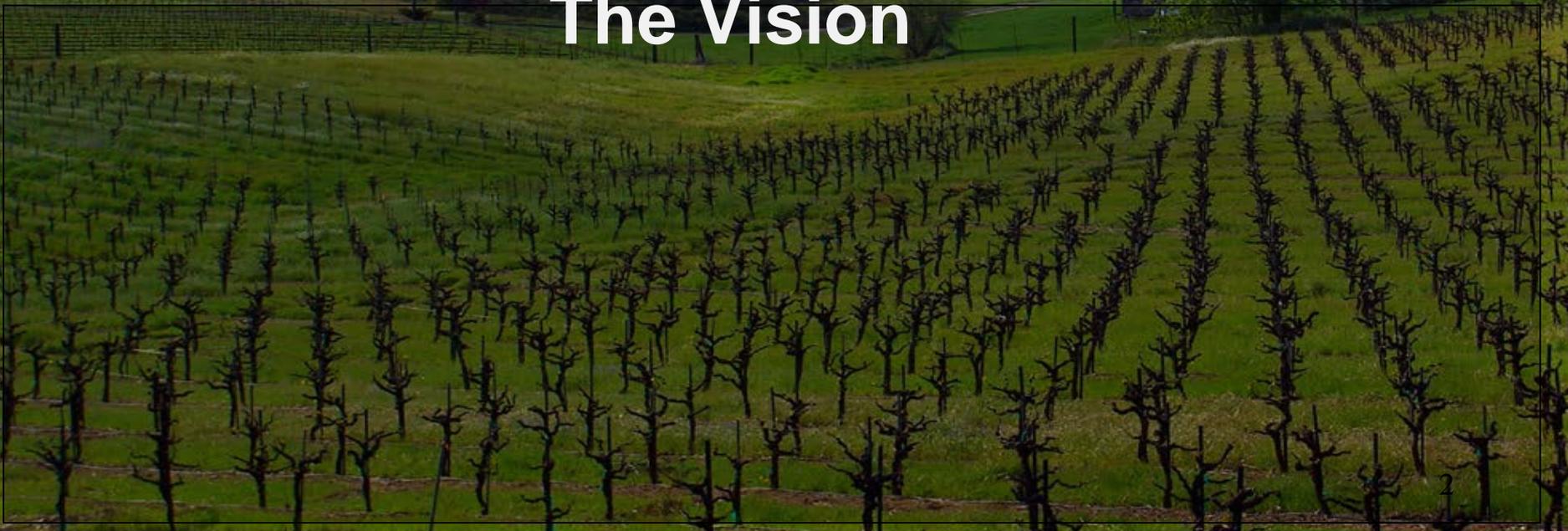
Visit  
El Dorado

# EL Dorado County Visitors Authority

## Mission Statement:

The Visitors Authority Council will build the El Dorado County tourism industry as a leading economic engine that increases tax revenues and job creation in a responsible manner.

## The Vision



# Who Are We?

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El Dorado County Visitor's Authority Council is comprised of volunteers representing several tourism related organizations throughout El Dorado County and leverages those funds through partnerships, collaborations and in kind donations.

## Member Representatives

- Bed and Breakfast
- EL Dorado Winery Assoc.
- EDH Chamber/  
CA Welcome Center
- Christmas Tree Growers
- EDC Farm Trails
- Fair Play Winery Assn.
- Fair Play Marketing Grp.
- CEDAPP
- EDC Fairgrounds
- Gold Bug Park & Mine
- SS Tribe/Red Hawk Casino
- Rafting

**2016 -17 Year in Review**

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**What An Amazing Year!**



*Visit*  
**El Dorado**

# World Gold Panning Championships

Competitors = 518

includes mini miners challenge, VIP and volunteer heats



\$24,220

Domestic = 267

- United States Men & Women - 173
- Mini Miners Challenge - 39
- VIP & Volunteer - 55

Unpaid Editorial

\$338,668



- KCRA 3
- ABC 10
- FOX 40
- Channel 2
- Good Day Sacramento
- San Francisco Chronicle
- San Jose Mercury
- Sacramento Bee
- Group Tour Magazine
- Mountain Demo
- Nataqua News
- Serrano Magazine
- Around Here Magazine

Volunteers

\$40,000



- 200+ Volunteers
- 4000+ hours

Visit  
El Dorado

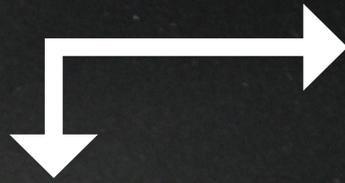
# New Tourism Marketing Strategy

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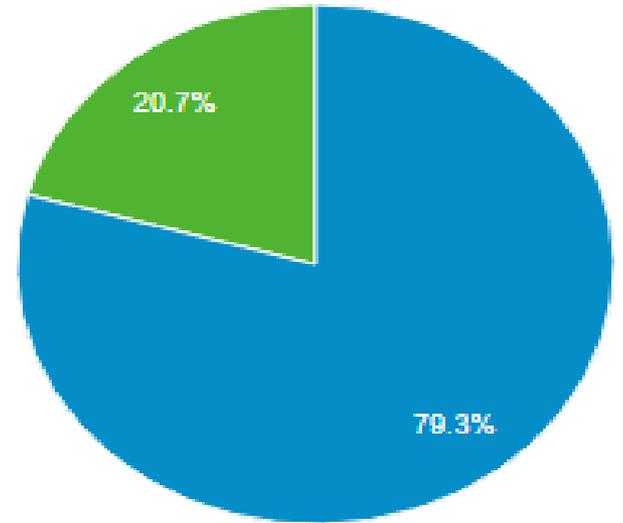


— Visit —  
El Dorado

*providing*



■ New Visitor    ■ Returning Visitor



— Visit —  
El Dorado

# Marketing Objectives

**Increase overall awareness for El Dorado County including its assets, special events and local culture in an effort to attract visitors and increase travel spending**

**2**

**Increase the number of targeted unique visitors to the Visit El Dorado County website from approximately 40,000 to over 88,000 in an effort to influence consumers to visit the area**

**3**

**Continue to serve as a catalyst in the tourism industry in El Dorado County bringing together all elements of the industry in an effort to effectively compete in the marketplace.**

## Ready to Discover Your El Dorado County?

From adrenaline pumping white water rapids in the high country to exquisite farm to table dining in charming foothill towns, El Dorado County is one of California's hidden gems.

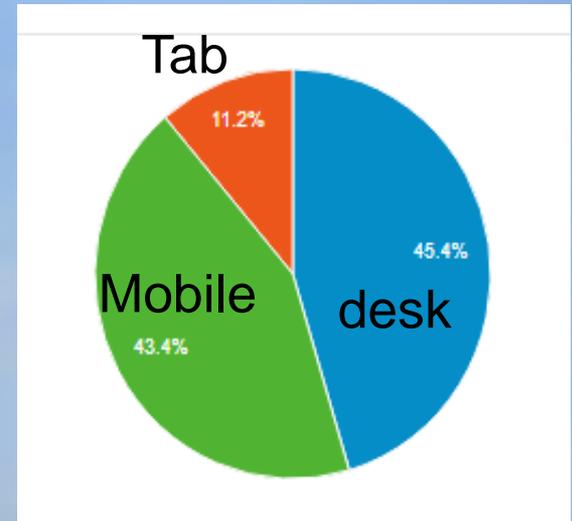
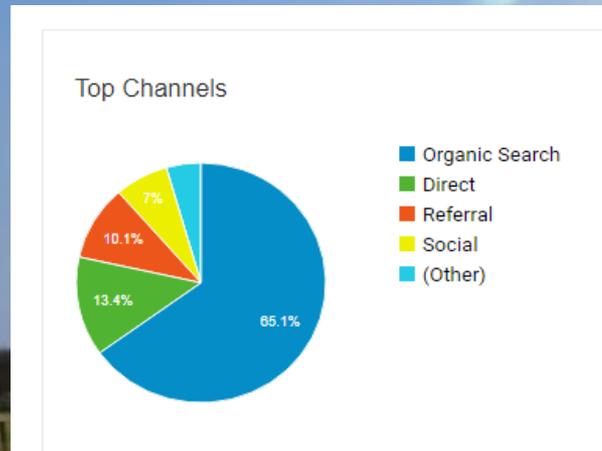
# New Website Launch – May 2017

**\*\*43,999 Unique Web Visits from 100 countries**

*This is one of the areas that will see significant increase in the coming year*

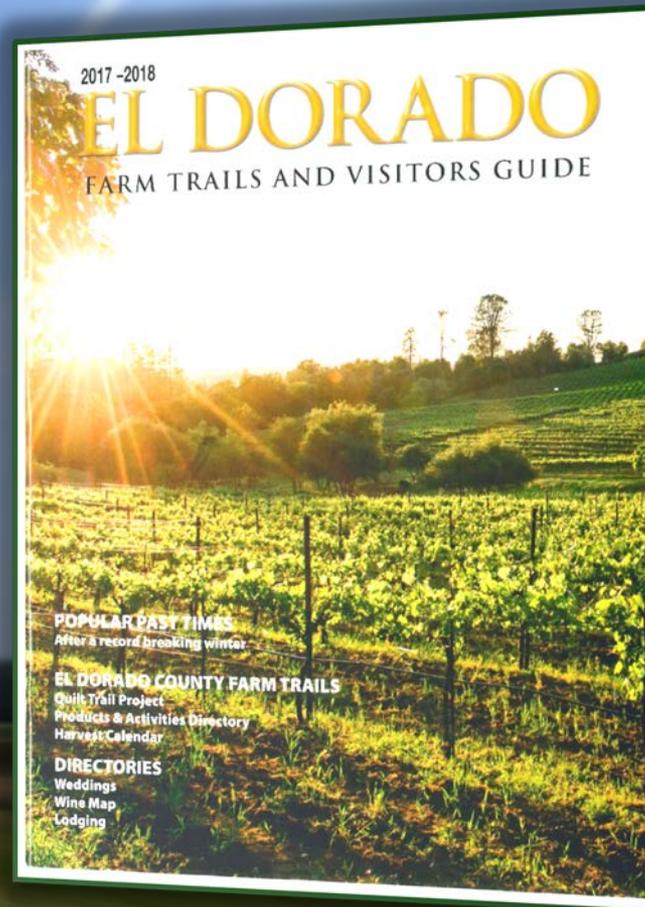
City
1. Sacramento
2. San Francisco
3. El Dorado Hills
4. Roseville
5. Placerville
6. (not set)
7. Cameron Park
8. Folsom
9. Reno
10. South Lake Tahoe

## How did they find us?



## What were they using to find us?

# 2016-2017



— Visit —  
El Dorado

2016-2017

Delivered Partner  
Collateral: 44,129



Visit  
El Dorado



@VisitEldorado

Share partner content

Sweepstakes

Engage

Promote posts

#eldoradocounty

Getting to know you...Getting to know everything about you..



## STR Global - Hotel Market Data & Benchmarking



Reports provide occupancy & average daily rate (ADR)

Total room supply, demand and room revenue

Data used for budgets and to measure progress and opportunities

# Let's Talk About ROI

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**Public Relations/Media Visits**

**Value of Unpaid Editorial**  
**Cost of Ad = value of unpaid**  
**Editorial**



# Let's Talk About ROI

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## Referrals & Wayfinding

**Walk In Visitors = \$112**

**Lodging referrals = 147**

*Overnight econ. impact*

We do not include indirect spending



# Let's Talk About ROI

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**E – Newsletters**

**Database 13,000**

**Call to Action =**



**No Call Action =**

Measurement = open rate, click through rate



# Let's Talk About ROI

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## Travel Shows

Bay Area, LA, San Diego

Sales leads are added  
to the database



Measurement = number of sales leads gathered

Number of attendees, media and travel professionals

# Let's Talk About ROI

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## Advertising

**SF Chronicle, San Jose  
Mercury, Sac Bee,  
Touring & Tasting Mag.  
& Wine Enthusiast**

**Call to Action = \$  
Or Leveraged \$ = \$**

Leveraged \$ = coops, reduced rates etc

Call to action: Tickets sold, lodging packages sold etc



# Let's Talk About ROI

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**Website**

**Social Media**

**Call to Action =**



**No Call Action =**

Measurement = # users, time on site, engagement level  
Shares, likes, links, comments

# Let's Talk About ROI

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**1740 Room nights x \$147 pp = \$255,780**

**World Gold & Other large events**

**Groups**

Measurement = room nights, length of stay, country of origin

# Return On Investment

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**El Dorado County Visitors Authority  
produced more than \$10 for every \$1  
invested by El Dorado County**

**Daily Economic Impact: \$112**

**Overnight Economic Impact: \$147**

**International Overnight: \$160**

**Leveraged Coop Advertising \$ Trackable Individual  
Spending, Editorial Value**

**Conservative Estimate: Online Values not included –  
impressions, blogs, etc.**

**\*\*Standard Destination Marketing Performance Reporting Model and the  
Rural Advertising and marketing conversion study implemented by Visit  
California to determine ROI where appropriate**

