

EL Dorado County Visitors Authority 2013-2014 Year End Report

Presented by: Jody Franklin, Director of Tourism

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

To develop and implement county-wide tourism programs that position El Dorado County as a year-round travel destination taking into consideration the interests and needs of current and potential visitors, local tourism related businesses, Agri-tourism, history, recreation, county-wide tourism promotion agencies and local governments in order to work in harmony with the environment and the values of the community.

Who Are We?

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 Wine Association
- El Dorado Hills Chamber/
CA Welcome Center
- Christmas Tree Growers
- EDC Farm Trails
- Fair Play Winery Assn.
- Fair Play Marketing Grp.
- SS/CP Chamber
- CEDAPP
- EDC Fairgrounds
- Gold Bug
- Eldorado Natl Forest
- El Dorado Arts Council
- South Shore Chamber
- Coloma/Lotus Chamber
- Placerville Downtown Assoc.
- Historical Museums & Sites
- Apple Hill Growers Association
- Rafting
- South Lake Tahoe
- The Divide Chamber
- Lodging
- EDC Chamber
- EDC Economic Development
- Gold Discovery Park Assoc.

Program Objective

Create a multi-layered, market-focused, market-driven program tourism promotional plan that leverages county promotional funds through partnerships and collaborations.

2013 -2014

Distribution

Produced: 95,000 visitor guides

Delivered: 89,225

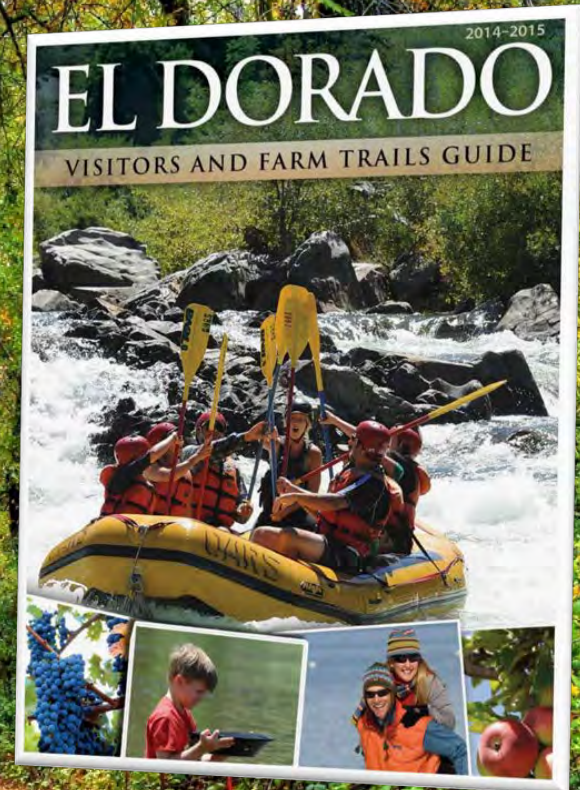
Delivered Partner Collateral: 77,630

1937 leads

■ Online campaigns

■ GCVA Partnerships

On average 162 Visitors Guides mailed each month to those requests and others.



1

• Create economic impact

2

• Attract New & Repeat Visitor

2013 -2014

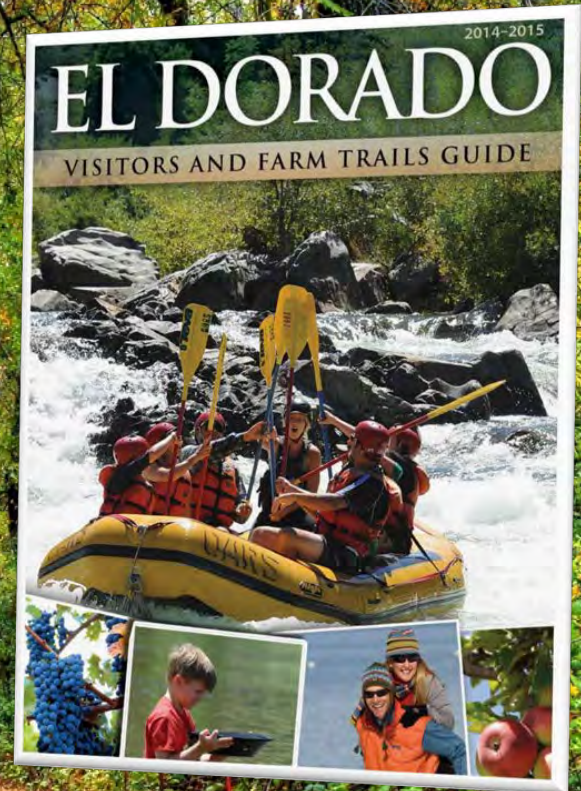
**80,016 Unique Web Visits
from 111 countries**

**Top International web visitors Brazil, UK,
Canada, Germany, India**

*41% increase in web
visits year over year*

*Brazil wasn't even in
the top 5 last year*

Walk In Visitors: 2,554



1

• Create economic impact

2

• Attract New & Repeat Visitor

Social Media Program

Facebook

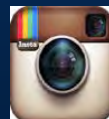
+35% increase fans

74% women
25% men

20% age 45 – 54

16% age 35 – 44

13% age 55-64



Top cities:

- Sacramento
- Placerville
- El Dorado Hills
- Cameron Park
- Folsom



1

• Create visitor related economic impact

2

• Target/Attract New & Repeat Visitors

3

• Leverage & encourage community involvement

Social Media Program

Twitter

88+% increase in followers

69% male
31% female

Top Cities

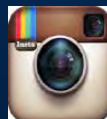
- Sacramento - Stockton - Modesto
- San Francisco
- Los Angeles
- Reno

Interests:

- Luxury travel
- Traveling with kids
- Photography



- 1 • Create visitor related economic impact
- 2 • Target/Attract New & Repeat Visitors
- 3 • Leverage & encourage community involvement



Social Media Program

Pinterest

Popular platform for travel discovery.

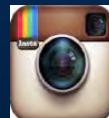
New This Year

Instagram

Popular platform for travel brands.

YouTube

Filmed, edited & uploaded 13 videos to El Dorado YouTube channel.



1

• Create visitor related economic impact

2

• Target/Attract New & Repeat Visitors

3

• Leverage & encourage community involvement

Social Media Program

Pinterest



80.2% female
11.8% male

Top cities:

- Sacramento - Stockton - Modesto
- San Francisco - Oakland - San Jose
- Los Angeles
- New York
- Portland, Oregon

Most Popular El Dorado Wineries & Apple Hill



1

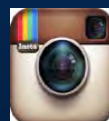
• Create visitor related economic impact

2

• Target/Attract New & Repeat Visitors

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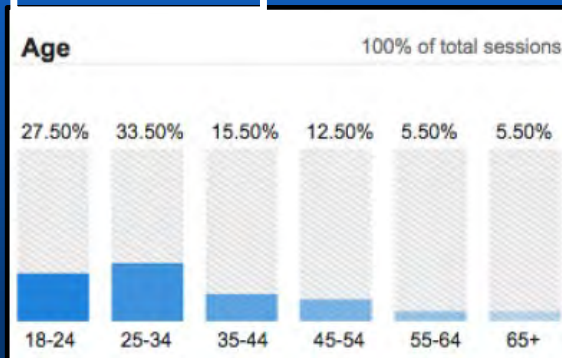
• Leverage & encourage community involvement



VisitElDorado.com

Who

46% female
54% male



1.	desktop	53.30%
2.	mobile	32.80%
3.	tablet	13.90%

What

1. /lodging.php
2. /farm-trails.php
3. /what-to-do.php
4. /
5. /wineries.php
6. /location.php
7. /lodging-list.php
8. /recreation.php
9. /sites.php
10. /restaurants.php



Where

1. San Francisco
2. Sacramento
3. El Dorado Hills
4. Reno
5. Placerville
6. Roseville
7. Folsom
8. Los Angeles
9. Sparks
10. Elk Grove

Compare this year to last at this time

Mobile users are up by 42%
desktop users declined by 24%
Tablet users are up by 10%

COWBOYS CORNBREAD

FEATURING THE HANGTOWN
HARMONICA CHAMPIONSHIP



- 1 • Continue to create visitor related economic impact for El Dorado County
- 2 • Target/Attract New and Repeat Visitor Segments to El Dorado County
- 3 • Leverage cooperative programs & encourage community involvement & support

- Partnership EDC Fairgrounds
- Expanded Community Involvement
- 82 Volunteers
- Added Brewfest
- Added Hangtown Marshalls



25- Restaurants
2- Wineries
2 - Bed & Breakfast Inns

Selected by Visit California for its innovation and creativity for use in CRM case study



- Target/Attract New and Repeat Visitor Segments to El Dorado County
- Leverage cooperative programs & encourage community involvement & support

28
Media visits

- 1 • Create visitor related economic impact
- 2 • Target/Attract New and Repeat Visitors
- 3 • Leverage partnerships, community involvement

Public Relations Outreach

- Partnered with Visit California, Gold Country Visitors Association & Sacramento CVB
- Targeted well qualified Travel Bloggers
- Started “following” well respected journalist & bloggers

@B.MikeWest



DogTrekker™

Have Dog Will Travel



- Create visitor related economic impact
- Target/Attract New & Repeat Visitors
- Leverage partnerships

Leveraging Your DogTrekker.com Partnership: Best Practices/DMO's

- Include a dog-friendly page, pages and/or mentions in your visitor guides (we can help):



Legend

- Fruits/veggies
- Flowers/herbs/nurseries
- Pumpkins/Christmas trees
- Animals
- Wineries/breweries
- Associate members
- Pet friendly Farm Trail
- Freeway Exits

Legend

- Wineries/breweries
- Flowers/herbs/nurseries
- Pumpkins/Christmas trees
- Animals
- Pet friendly Farm Trail
- Freeway Exits

- #201 Good Harvest Winery & Brewery
- #202 Grand Grand Winery
- #203 American River Cherry Co.
- #204 Latta Natural Winery and Cideries
- #205 Sycamore Tree Farm
- #206 Ochs Estate Winery
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New Dog Park - Valencia Park on Camino Arroyo & Hacienda Road

DON'T MISS...

Shopping, Dining, Entertainment, Golfing, Skating, Boats, Picnicking, Dog Park, Walking Trails, Whitewater Rafting, Kayaking, Hiking, Biking, Camping & Fishing, Marshall Gold Discovery State Historic Park, Gold Rush History, Famous Rubicon Trail Off Road Wine & Brew Tasting, Wetlands Tea & Silk Culture, Adventure Loop Tour, Farm Trails

Dog Friendly Places - Here's the scoop

Painted Rocks Trail to New Market Bridge, Oldwood Loop

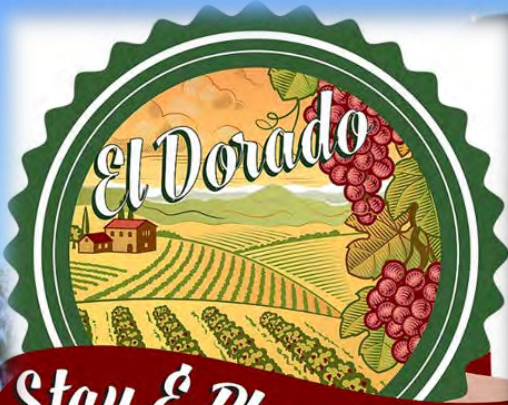
Adventure State Recreation Area

Legend

- Pet friendly Farm Trail

Don't Miss...

- Shopping, Dining, Entertainment, Golfing, Skating, Boats, Picnicking, Dog Park, Walking Trails, Whitewater Rafting, Kayaking, Hiking, Biking, Camping & Fishing, Marshall Gold Discovery State Historic Park, Gold Rush History, Famous Rubicon Trail Off Road Wine & Brew Tasting, Wetlands Tea & Silk Culture, Adventure Loop Tour, Farm Trails



Stay & Play Shuttle

Generated
515 Room Nights

Transported
659 visitors



➤ Successfully applied for two-year matching grant funding from Air Quality Management

2

• Attract New & Repeat Visitor

15

2013 -2014

4

- Evaluate return on investment

El Dorado County Visitors Authority produced more than \$20.11 for every \$1 invested by El Dorado County

*How is the El Dorado County Visitors Authority
Return on Investment Calculated?*

Daily Economic Impact: \$112

Overnight Economic Impact: \$140

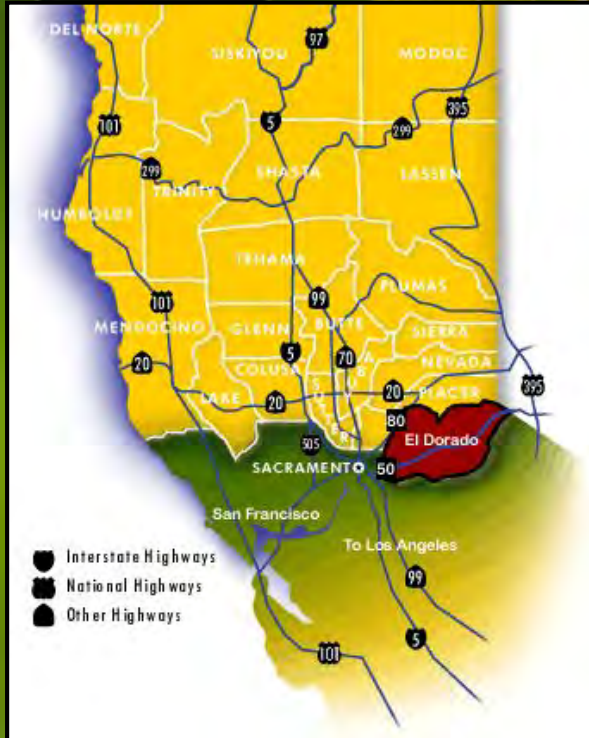
International Overnight: \$160

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

**Conservative Estimate: Does not include Broadcast media, Indirect
Spending, Online Values i.e. blogs, social media, impressions etc.**

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

2014 - 2015



Complete Website Update

Golf & Lifestyle FAM

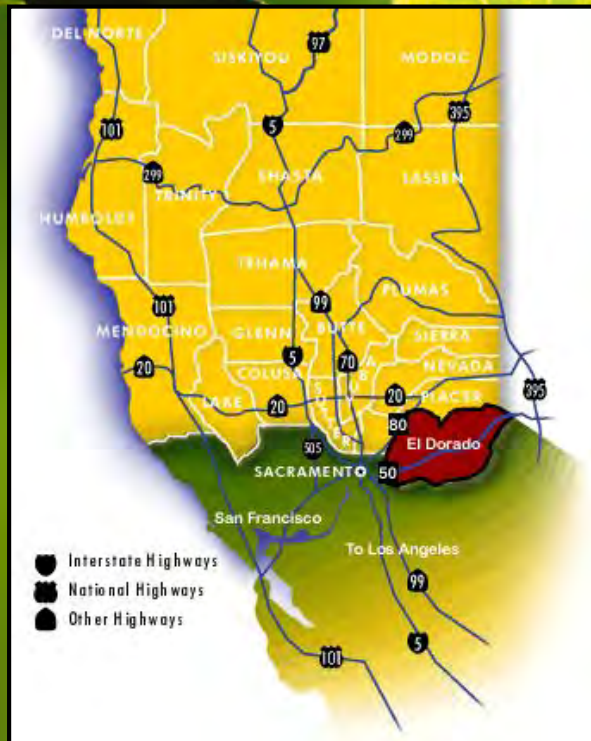
**Red Wine, Whitewater &
Blue Jeans FAM tour
collaboration with EDWA**

**Grow Cowboys &
Cornbread**

**Seek Regional & Statewide
partners World Gold
Panning Championships**

**Begin implementation of
promotional plan for
“El Dorado Gold 2016”**

2014 - 2015



**Kick off Dogtrekker mobile Ap
Collaboration**

**Identify additional areas of
potential distribution.**

**Continue to develop a base of
research that is focused on
identifying target markets,
emerging markets, visitor
origination/dem, travel spending
characteristics and specific
motivators for travelers to visit
El Dorado County.**



Thank you!

Jody Franklin

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