

El Dorado County Visitors Authority Year End Review

Presented by:

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Visit
El Dorado

Marketing Objectives

1

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 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.

Marketing Highlights For the year



Plan your visit to El Dorado County.
It's all here, all year.

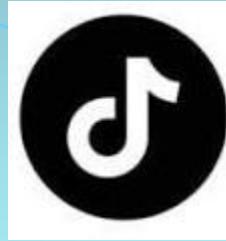
207,000
Sessions

Increase 404.8%

Website Traffic

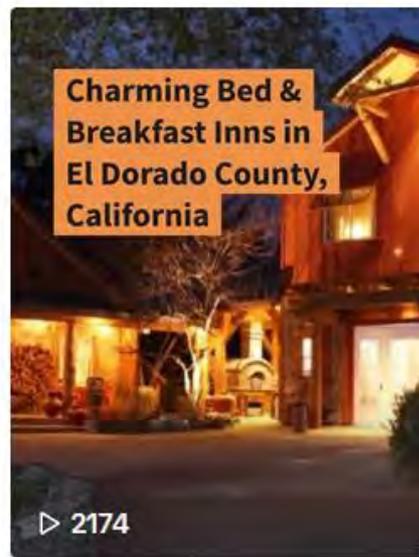
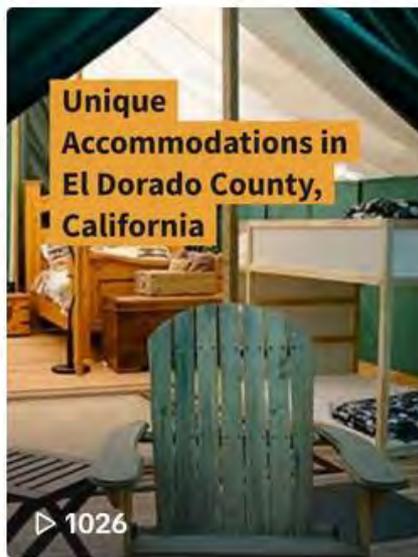
Website Traffic Top 10

1. Undisclosed
2. San Jose
3. Sacramento
4. Los Angeles
5. San Francisco
6. El Dorado Hills
7. Placerville
8. Cameron Park
9. Folsom
10. Stockton



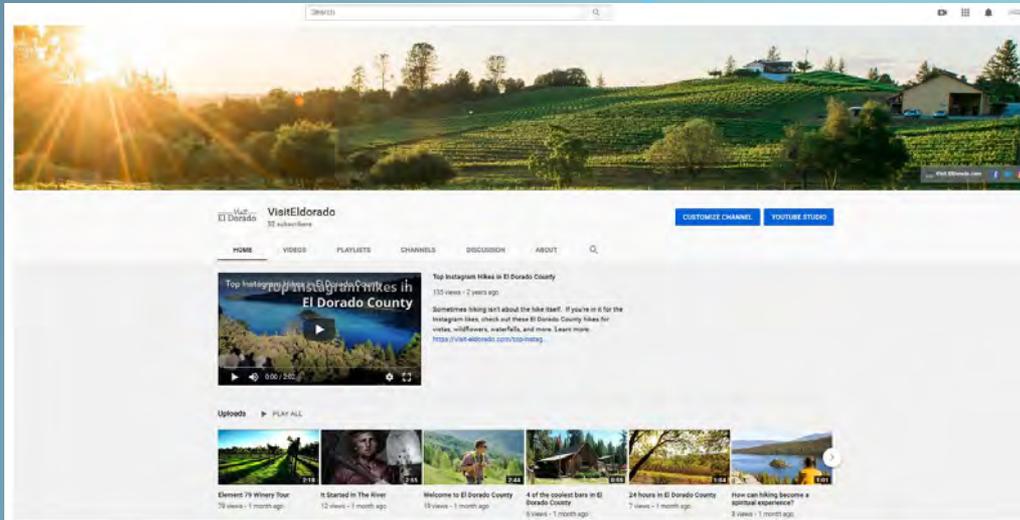
Tik Tok
33 New Videos

+89% increase in followers



Utube views
+16%

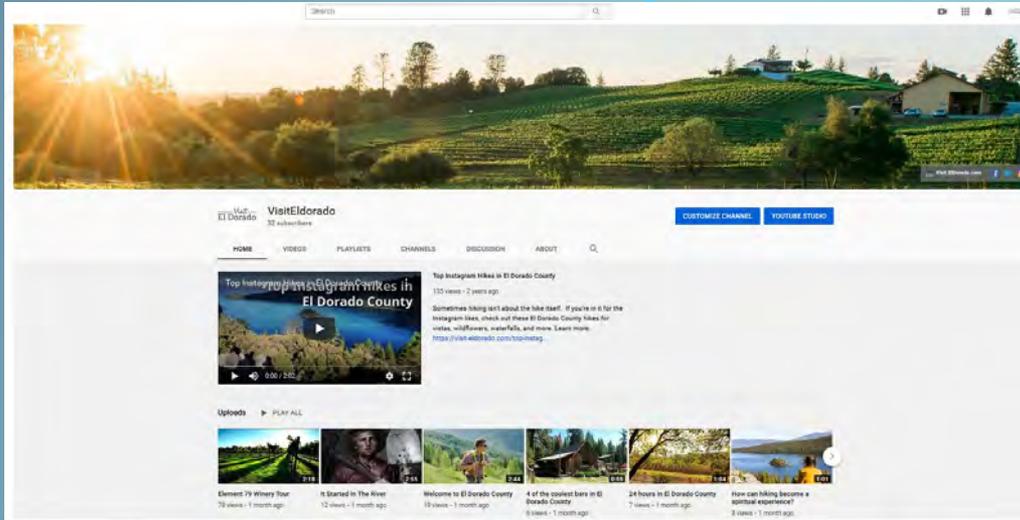
12,882 Utube Channel Views



Instagram
+15%

13,020 Instagram Followers





Facebook
+19%

13,668 Facebook Followers



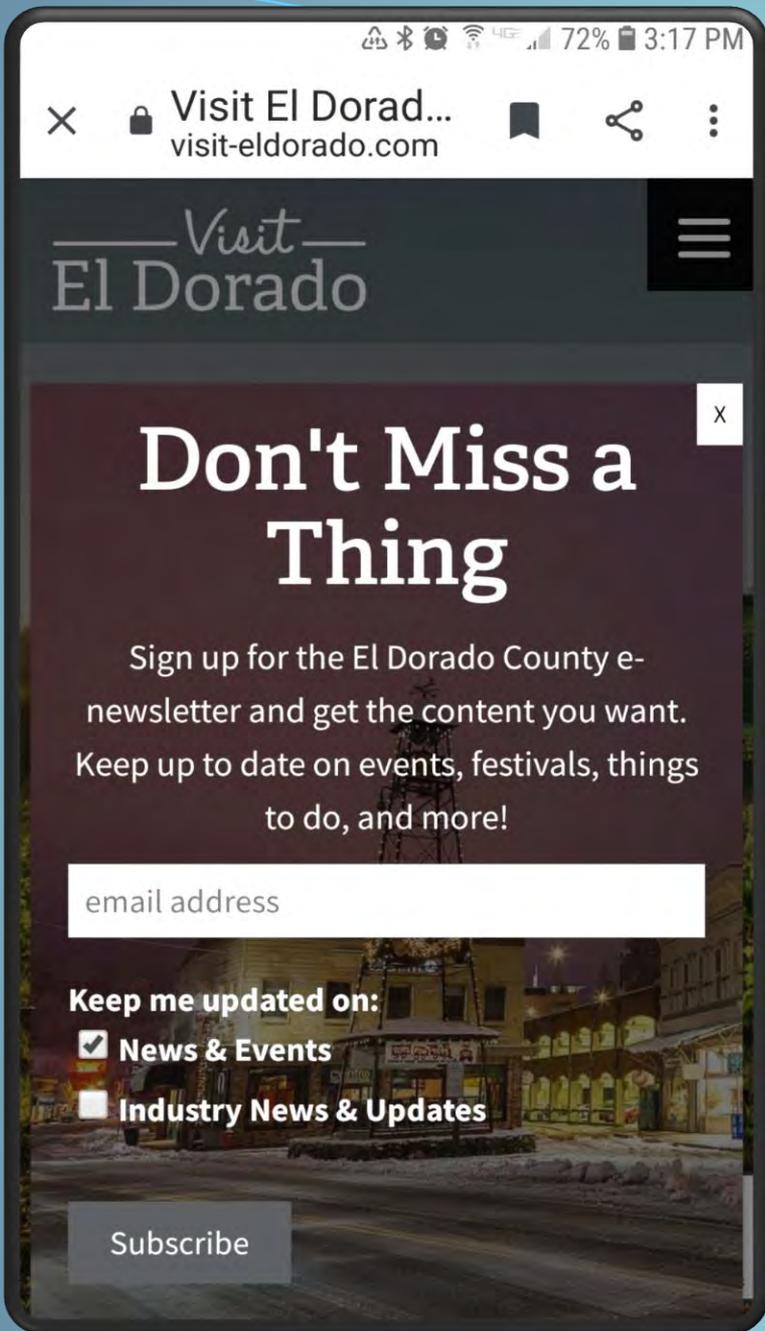
Pinterest

540 Pinterest Followers



X (formerly Twitter)

4044 X Followers



2160
email capture

Email +25%



Leads +37%

668 Sales Leads

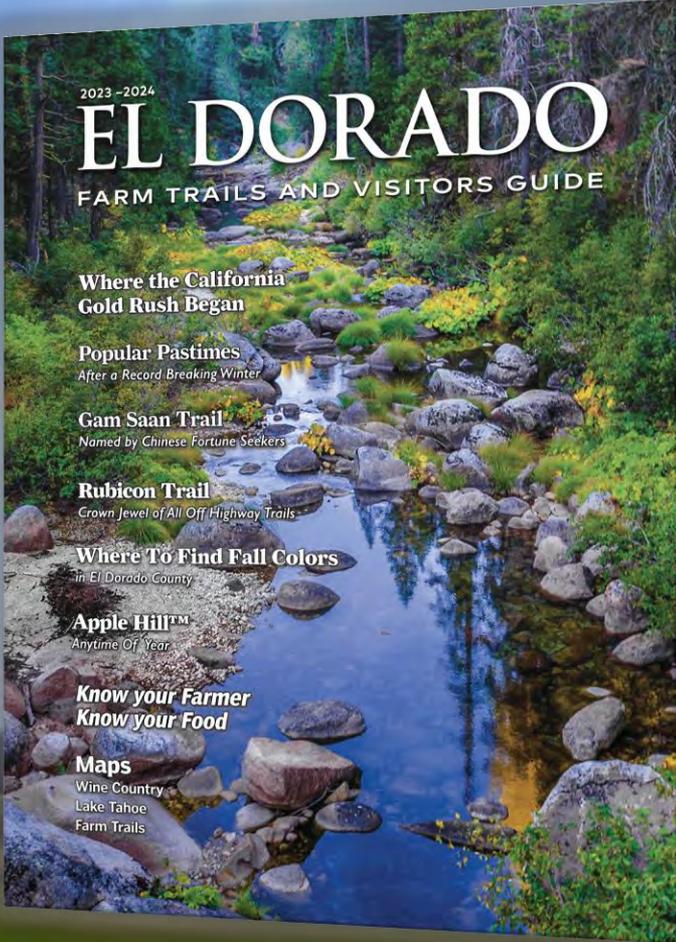


Public Relations

\$955,600
Ad Equivalency



Produced & Distributed
65,000
**El Dorado County Farm Trails
 & Visitors Guide**



Distributed Partner
 Collateral
26,000
 26% increase

— Visit —
El Dorado

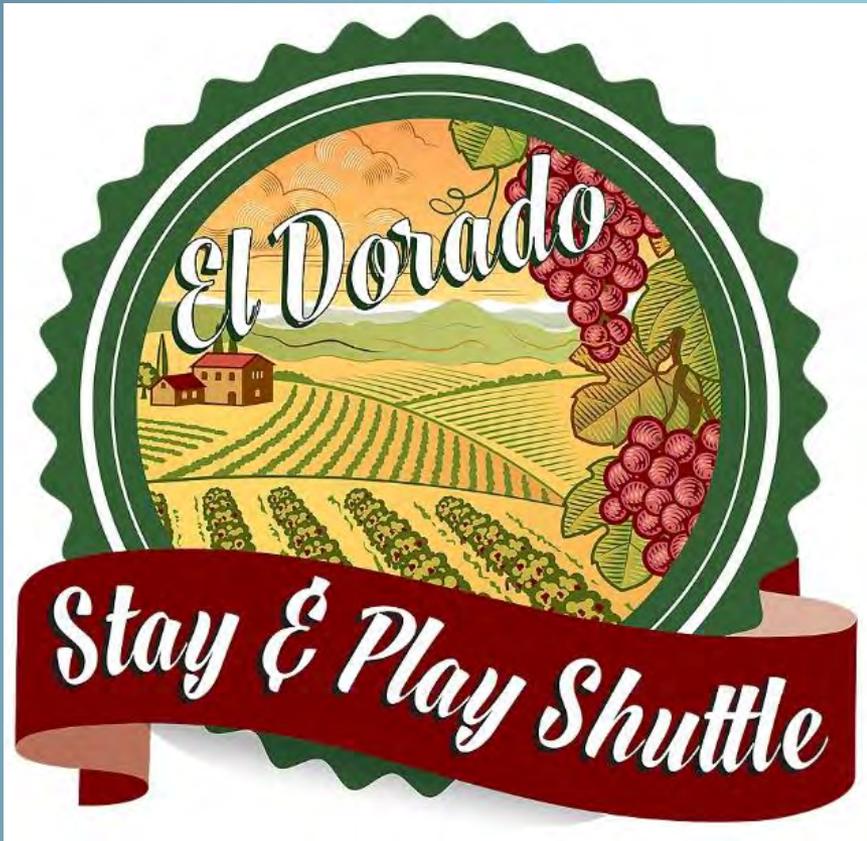
Visit
El Dorado

EL DORADO COUNTY

TOURISM SUMMIT 2024

JANUARY 26TH | HOLIDAY INN EXPRESS
EL DORADO HILLS, CA





Leverage Investment

2023 - 24

964 Passengers

804 Room Nights

Funded by a grant from the El Dorado County

Air Quality Management District



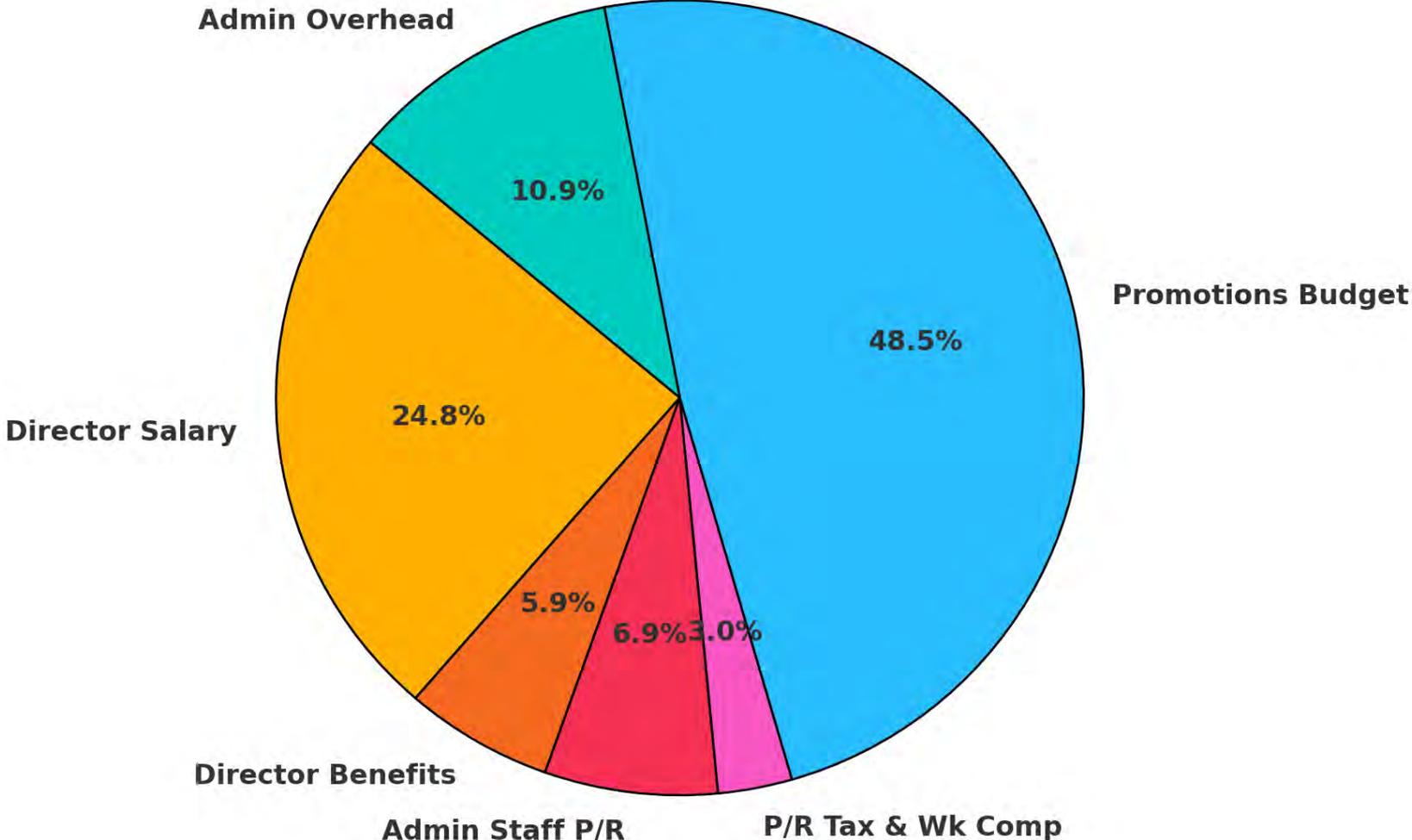
El Dorado County Visitors Authority ROI

15,120%

El Dorado County Visitors Authority			
ROI Calculations for 2023 - 24 year end			
Project	Number	Value	Total
EDC Farm Trails & Visitors Guide	65,000	\$48.00	\$31,200,000.00
Website /SEO/Digital Marketing	207,000	\$42.94	\$8,888,580.00
Facebook	13,668	\$47.85	\$654,013.80
Instagram	13,020	\$61.39	\$799,297.80
Visitor Information Services	N/A		
Content Development & Curation	various platforms		\$955,600.00
Networking & Partnership Building	N/A		
Sales Lead Generation	334	\$30.00	\$10,200.00
Advertising & Target Segment Outreach	353	\$48.00	\$16,944.00
Measurement Implementation	N/A		
		Total Value	\$42,524,635.60
		Total Investment	\$279,398.00
		Return on Investment %	15120%

**ROI values are calculated using industry standards (One West Tourism Alliance & Future Partners)

Budget Distribution



What is Next:

Email Target San Jose/ San Francisco

Convert Sacramento Day Visitor to Overnight

Educate Residents & Visitors

Emphasize Responsible Travel Code & Sustainability

Seek Partnerships for Los Angeles Market

Use Social Media for Reno Market

Amplify the efforts of our partners



Thank You!
Questions?