



El Dorado County Visitors Authority Year End Review

Presented by:

Jody Franklin, Executive Director of Tourism
tourism@eldoradocounty.org

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 YOY 8%

Website Traffic

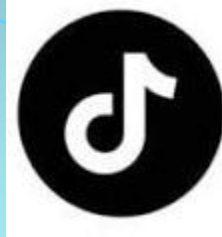
Website Traffic Top 10

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

Pinned

5 under-the-radar
Apple Hill™ farms in
El Dorado County,
California

▶ 18.8K



Tik Tok
33 New Videos

+89% increase in
followers

Fun Ways to Celebrate
Valentine's Day in
El Dorado County,
California

▶ 1824

Unique
Accommodations in
El Dorado County,
California

▶ 1026

Charming Bed &
Breakfast Inns in
El Dorado County,
California

▶ 2174

Top Reasons to Ski
Lake Tahoe This
Winter

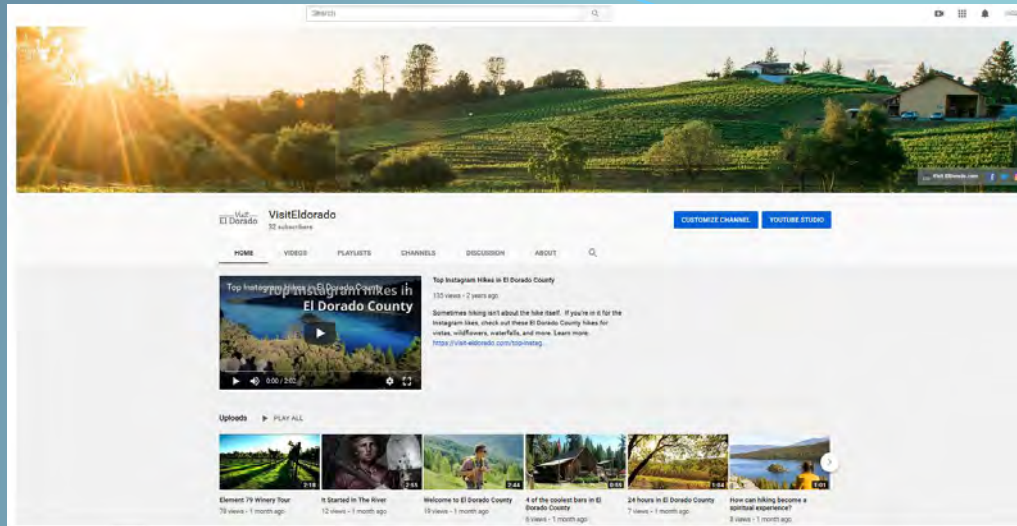
▶ 2329

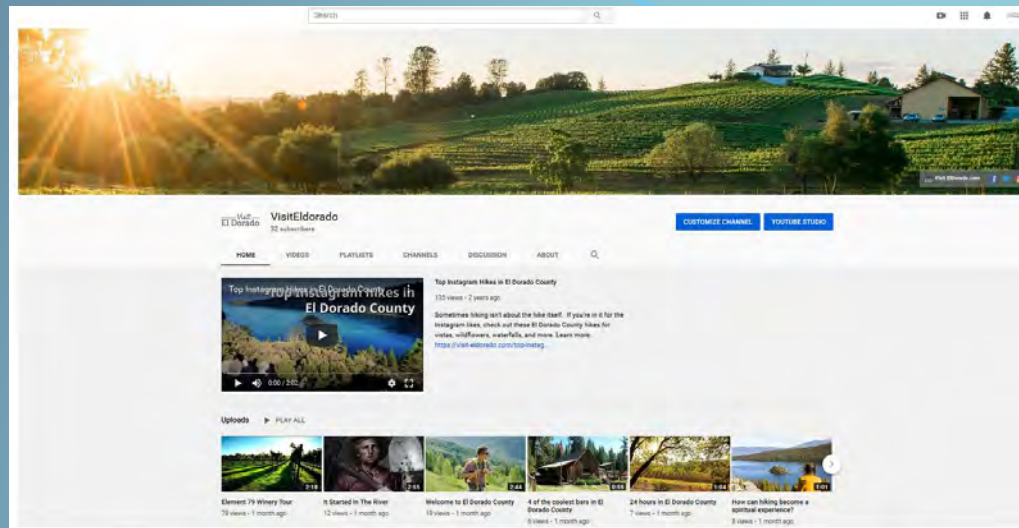
Utube views
+16%

12,882 Utube Channel
Views

Instagram
+15%

13,020 Instagram Followers





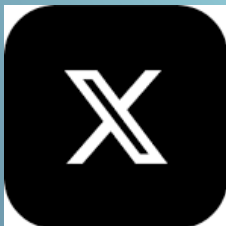
Facebook
+1%

13,668 Facebook Followers



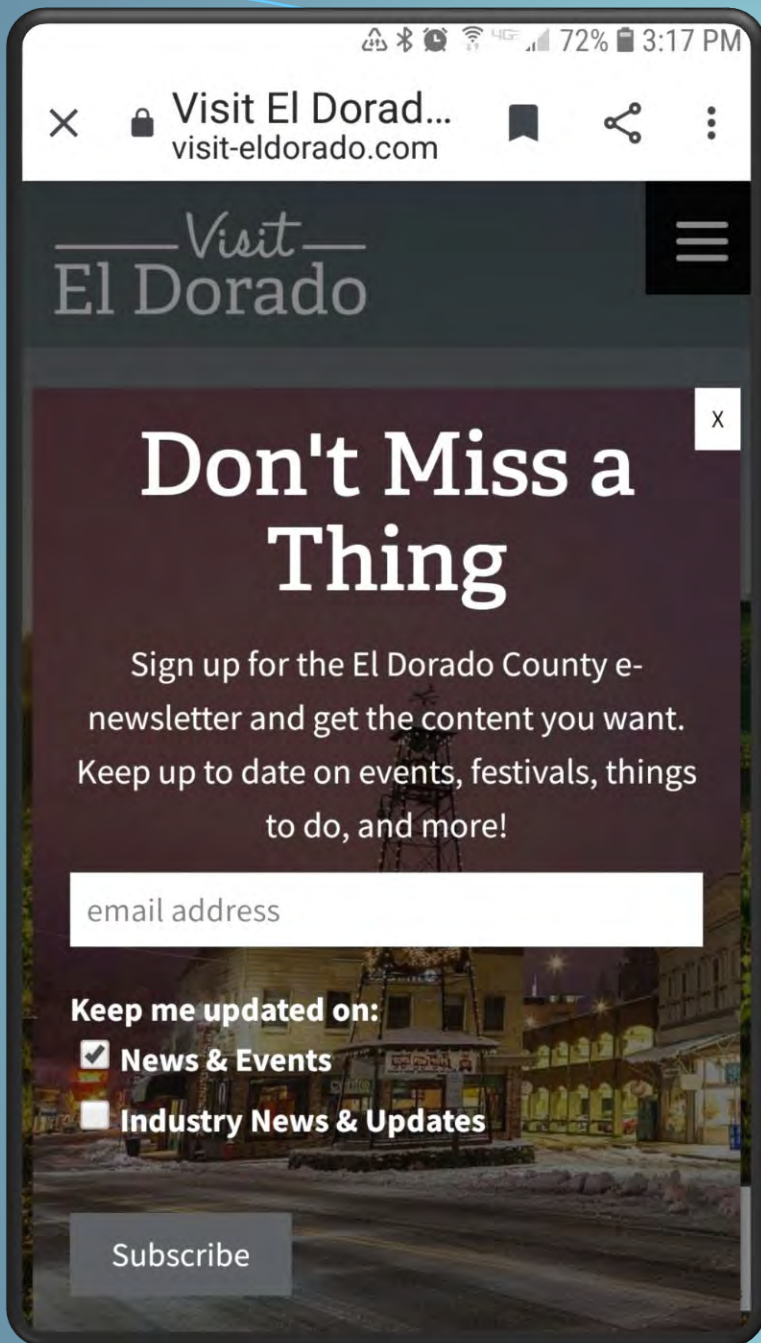
Pinterest

540 Pinterest Followers



X (formerly Twitter)

4044 X Followers



2160
email capture

Email +25%



Leads +370

668 Sales Leads

Public
Relations

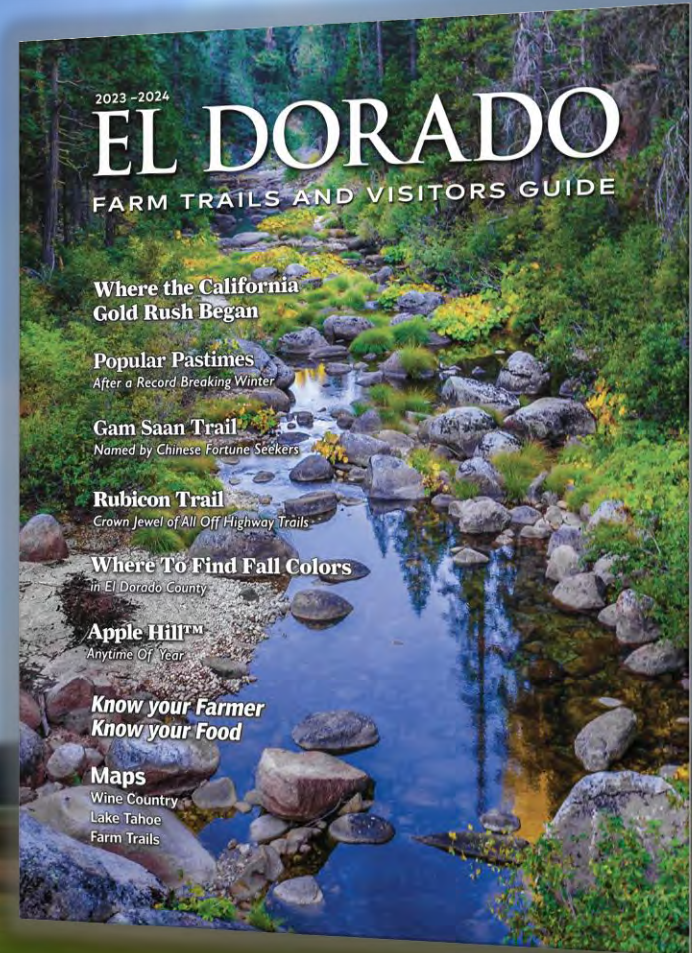
\$955,600
Ad Equivalency



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



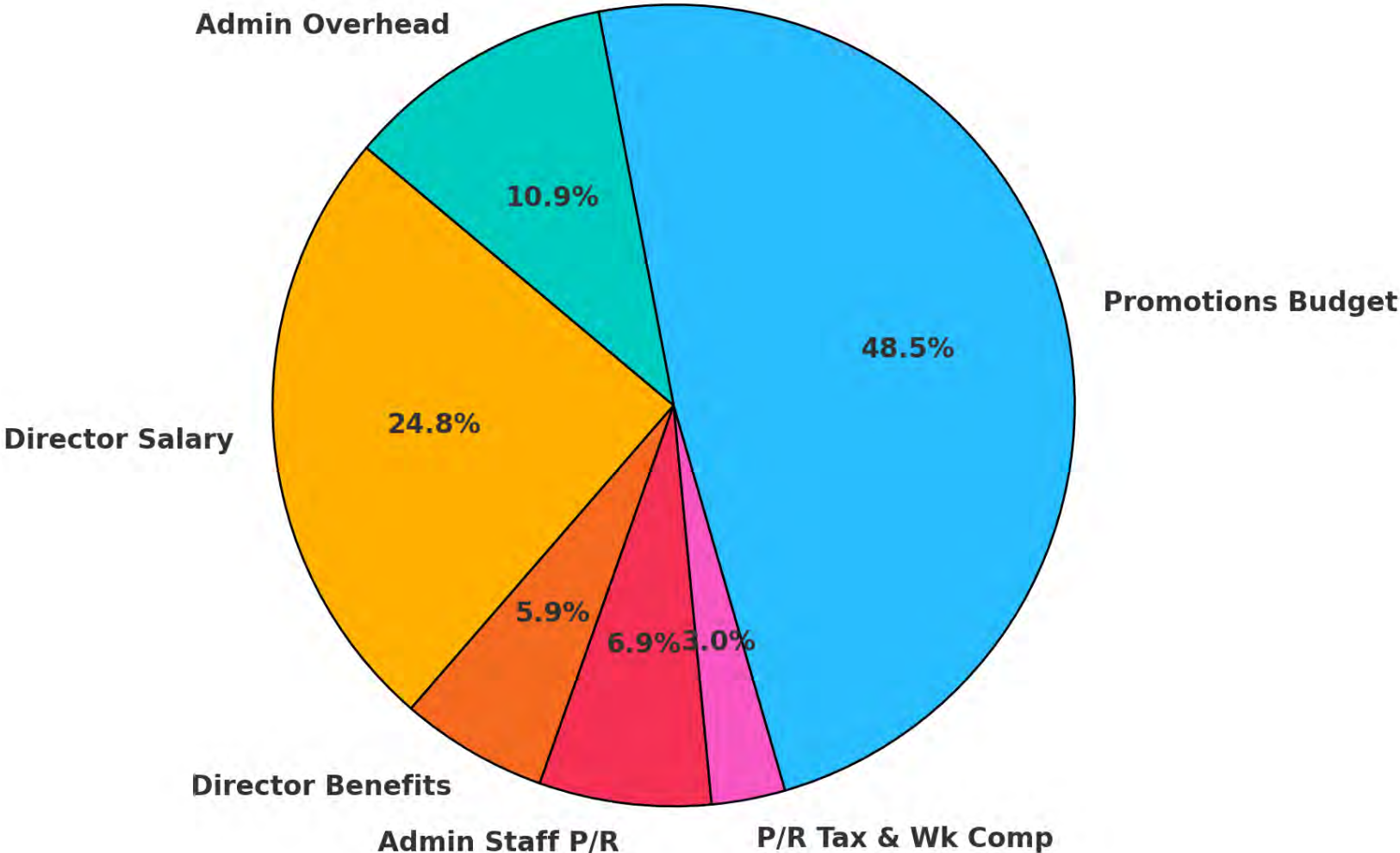
El Dorado County Visitors Authority ROI

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

A person with long brown hair, wearing a purple long-sleeved shirt and blue jeans, is walking barefoot on a large, weathered log that lies horizontally across a calm lake. The person is seen from behind, walking away from the viewer towards the center of the lake. The water is clear and reflects the surrounding landscape. In the background, a steep, rocky mountain rises from the water's edge, covered in patches of green and yellow vegetation. The sky is not visible. The overall scene is peaceful and scenic.

Thank You! Questions?