



# EL DORADO COUNTY VISITOR'S AUTHORITY 2011 – 2012 Year End Report



Presented by:  
Jody Franklin, Director of Tourism

# **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**

**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
- Restaurants
- El Dorado Hills Chamber/  
CA Welcome Center
- Christmas Tree Growers
- EDC Farm Trails
- Retail
- Fair Play Winery Assn.
- Fair Play Marketing Grp.
- SS/CP Chamber
- CEDAPP
- EDC Fairgrounds
- Gold Bug
- El Dorado Arts Council
- South Shore Chamber
- Coloma/Lotus Chamber
- Eldorado Natl Forest
- 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

# 2011 - 2012

## Objectives

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**

4

- **Evaluate return on investment (ROI) and measure on major programs**

# 2011 - 2012

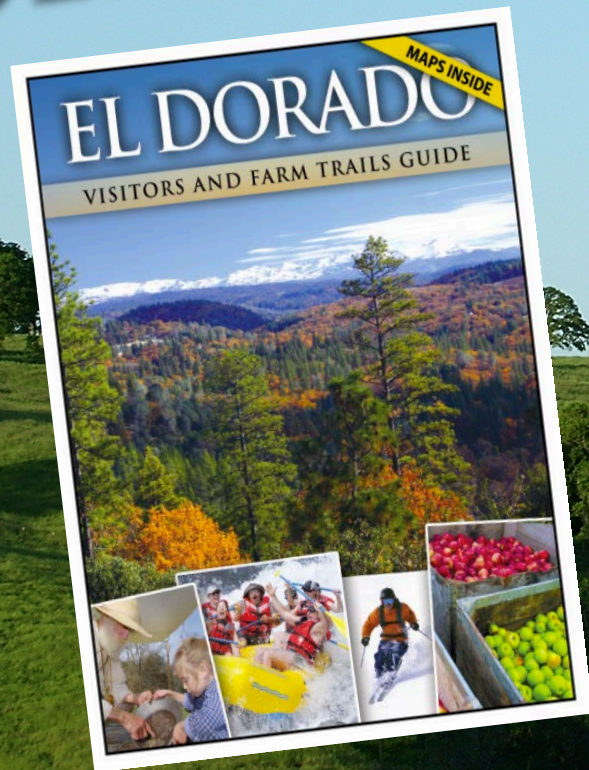
## Multi year contract

- ▶ Long term strategic planning
- ▶ Time to measure analyze the results
- ▶ Learn & Modify Plan
- ▶ Patience to execute our campaign

## Lodging packages

- == ▶ Test - purchase on CBL site  
EDAC → VA → Hotel = \$\$
- == ▶ Sales = B Efficiency = F  
Visitor Experience = C-
- == ▶ VA site portal to lodging to  
manage inventory
- == ▶ Sales = B Efficiency = A  
Visitor Experience = A

# 2011 - 2012



**9776 leads 41% increase**

- Online campaign
- GCVA Partnerships

**On average 800 Visitors  
Guides mailed each month  
to those requests.**

## **Distribution**

- Distributed 102,225 Visitor Guides regionally
- Distributed 63,288 partner collateral (at no cost to partners)

# 2011 - 2012

**68,432 unique visits  
(increased 37 %)**

**From 95 different  
countries**

## **Beyond the US**

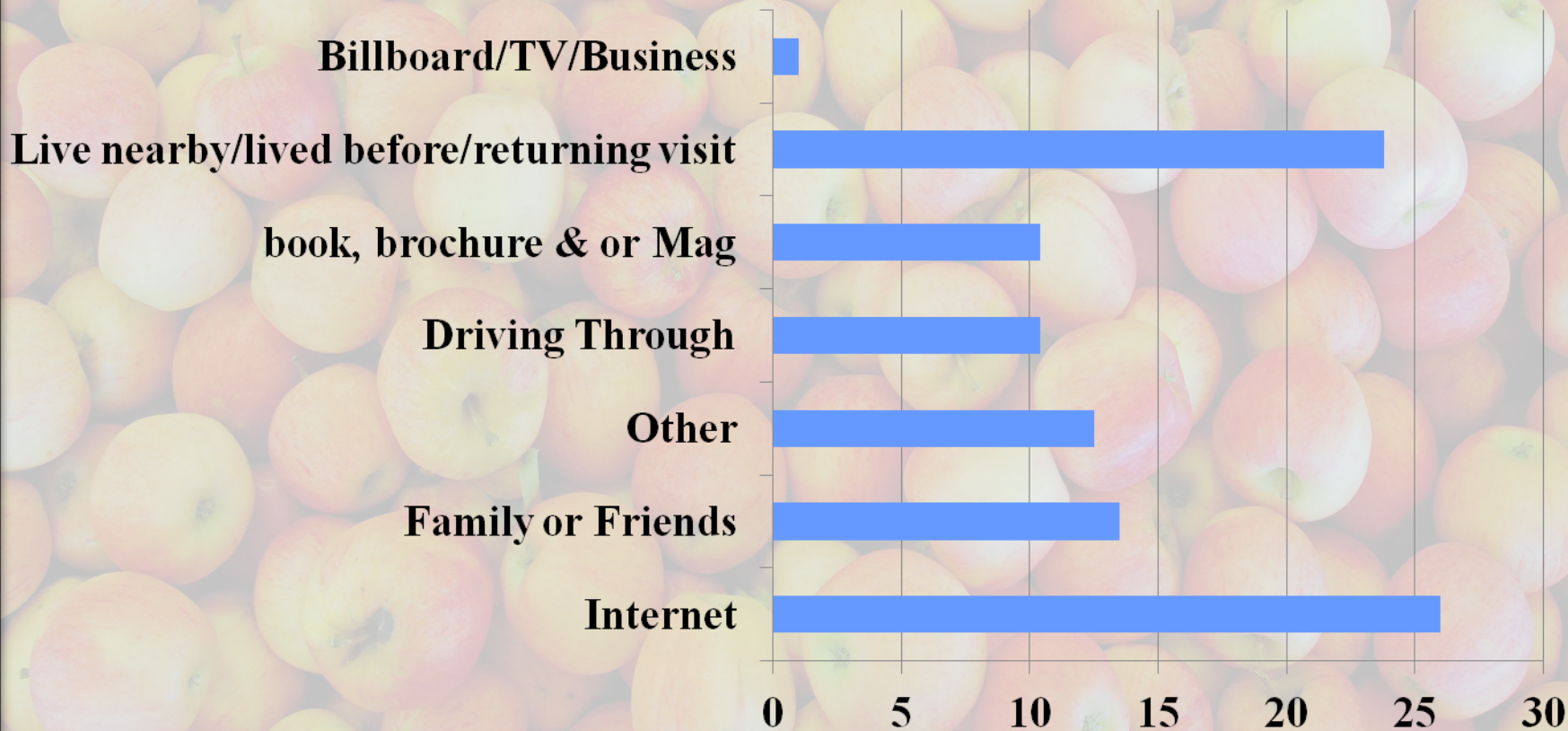
**Ukraine & Germany are  
consistently top increase in  
Japan & China**

**Where's Canada Online?**



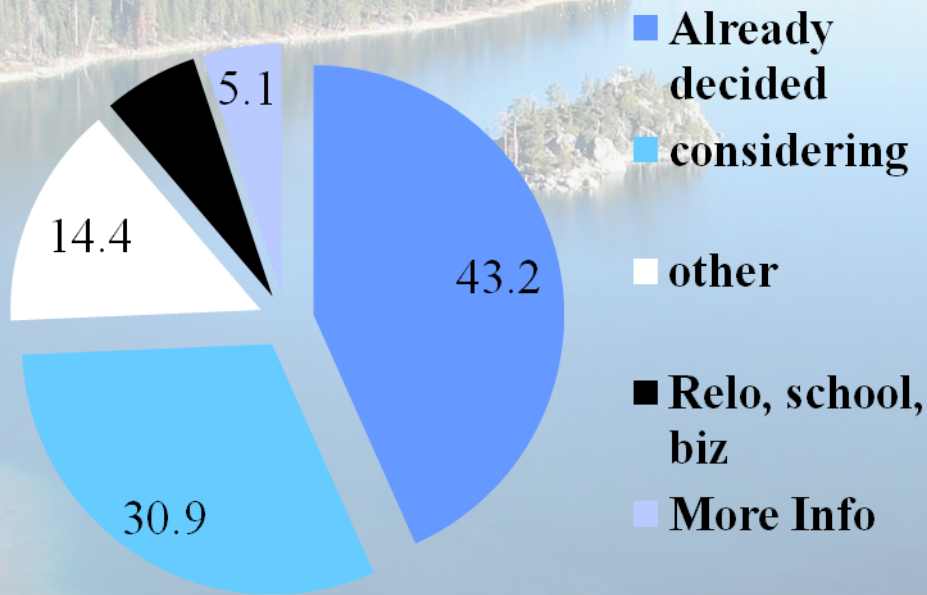
# 2011 - 2012

## How Did You Hear About Us?

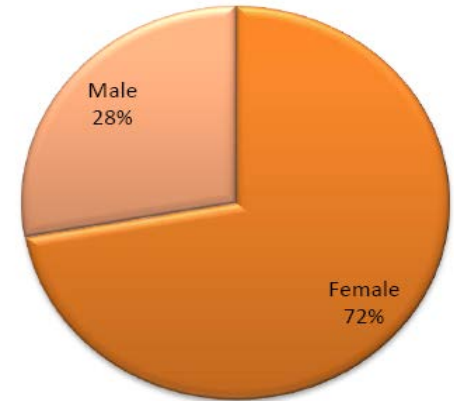


# 2011 - 2012

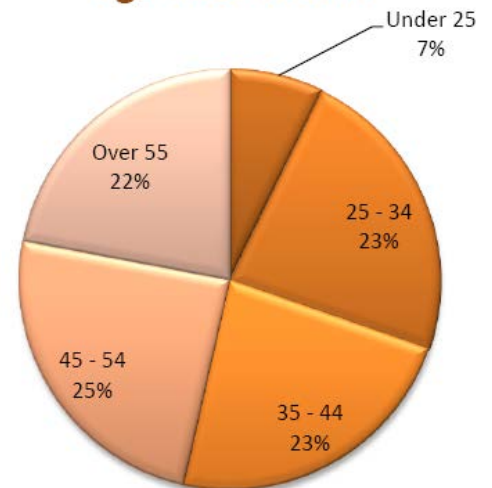
## Visitor Travel Plans



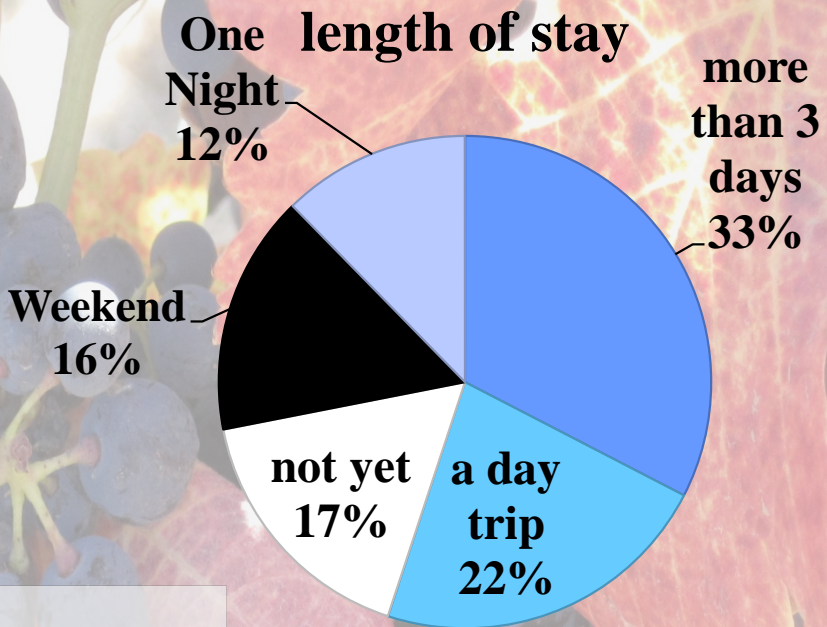
## Gender Breakdown



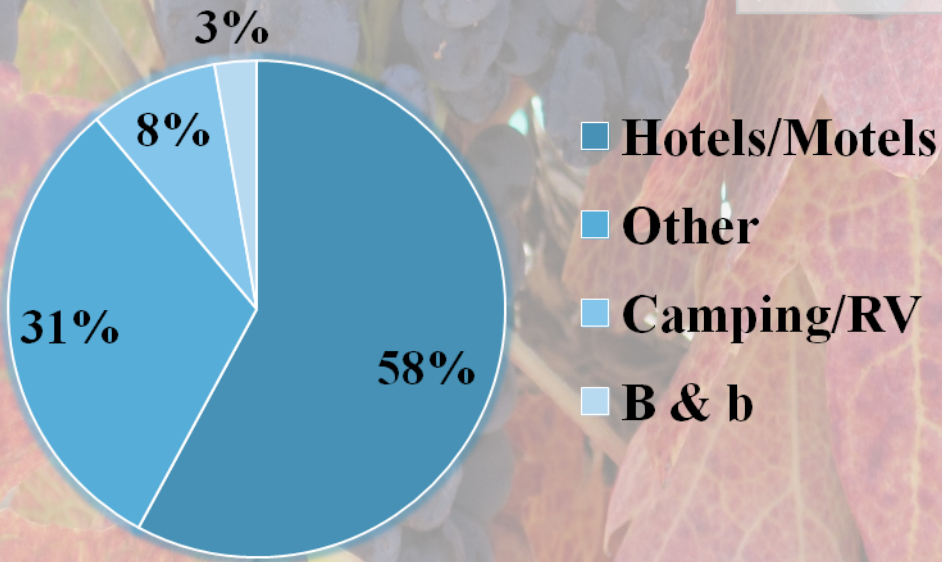
## Age Breakdown



# 2011 - 2012



## Accommodations



2011 - 2012

Conducted  
39 media  
visits

## Public Relations Outreach

### ➤ **Conducted our 2nd Familiarization (FAM) tour**

History & Heritage – provided 3 day 2 nights lodging, meals and transportation. Coloma Gold Rush Live, Historic Walking tour Georgetown, Guided tour of Gold Bug Mine, Historic Walking tour of Main Street Placerville, Guided Tour of Pollock Pines by Wagon Train

### ➤ **Next Year Outdoor Recreation FAM tour** **Include a choice between mild and wild**

\*\*Added benefit by working with several different groups throughout the county to promote their communities

# 2011 - 2012



## Identified new target markets

- Introduced Wedding Page to Visitor Guide
- Introduced Fishing Page to Visitors Guide
- Debut the El Dorado Lake Tahoe Film Site Guide

# 2011 - 2012

## Encouraged Repeat Visitation

- **Group Tours** – developed new itineraries
- **Pet Friendly Travel** – developed partnership with Dogtrekker.com – Bring our VG to Dog focused events
- **Asian Traveler** – Pow Wow 2012 – 3 year commitment
- **El Dorado Epicurean** – Visit California collaboration, added lodging component, grew attendance by 300%
- **Cowboys and Cornbread** – built lodging component into event, added elements and elevated regional exposure.

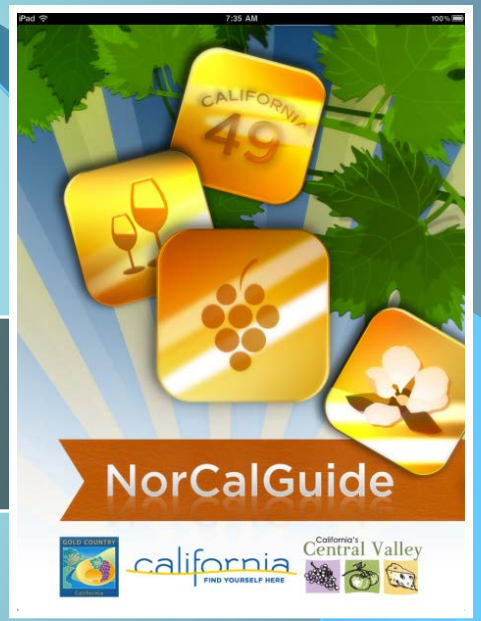
2010 -2011 Developed new ways of communication with visitor segments

2011 – 2012 Sought ways to engage those new fans and followers –more woman are fans on facebook more men tweet

2012 -2013 Introduce Pinterest and Refine Social Media Conversion measurement



Mobile Ap



Virtual Tour

**2011 - 2012**

## **Return On Investment**

**El Dorado County Visitors Authority produced more than \$33.26 for every \$1 invested by El Dorado County**

**Daily Economic Impact: \$112**

**Overnight Economic Impact: \$147**

**International Overnight: \$160**

**Leveraged Coop Advertising = 241,667.00**

**Value of unpaid editorial = \$1,022,605.50**

**Total Group Economic Impact = 171,471,000.00**

**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**



# 2012 - 2013

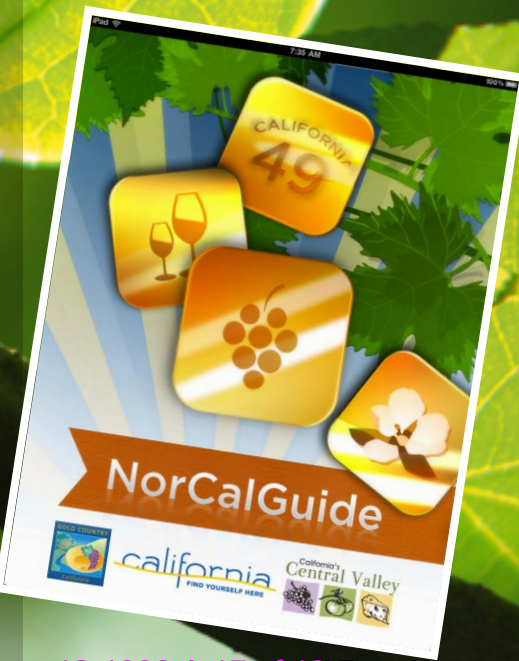
**Build upon Dog friendly Travel**

**Grow Cowboys & Cornbread**

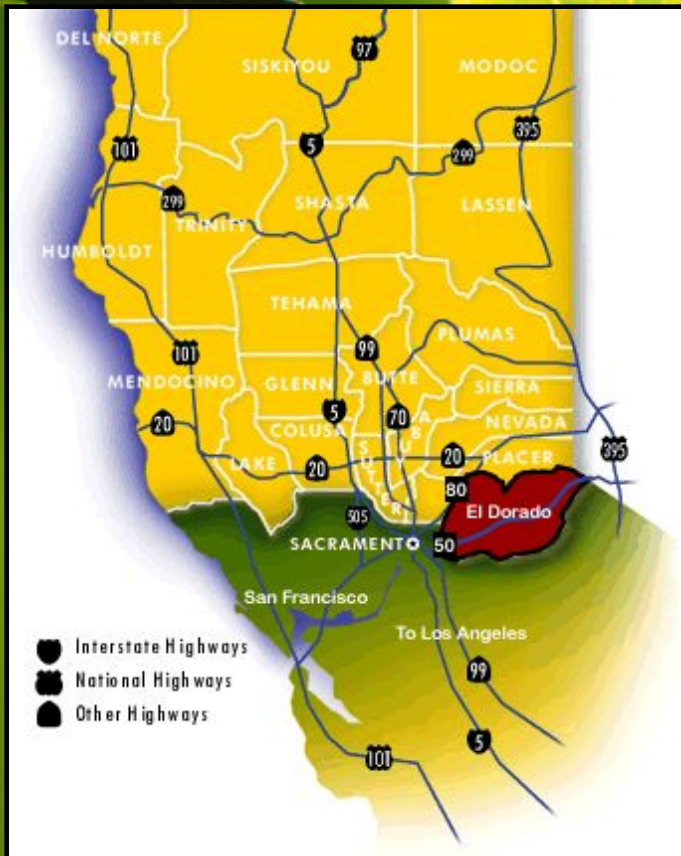
**Update Website include additional landing pages for group travel and dog friendly travel**

**Expand partners Virtual Tour**

**Expand Social Media presence & focus on measurement & conversion strategies**



# 2012 - 2013



**Introduce Trip Planning Tools, photo gallery to include visitor submitted content**

**Partner with lodging properties to package group tours and create group reservation system.**

**Develop a base of research that is focused on specific motivators for travelers to visit El Dorado County**



# Thank you!

**Jody Franklin**

**530-621-5885**

**[tourism@eldoradocounty.org](mailto:tourism@eldoradocounty.org)**