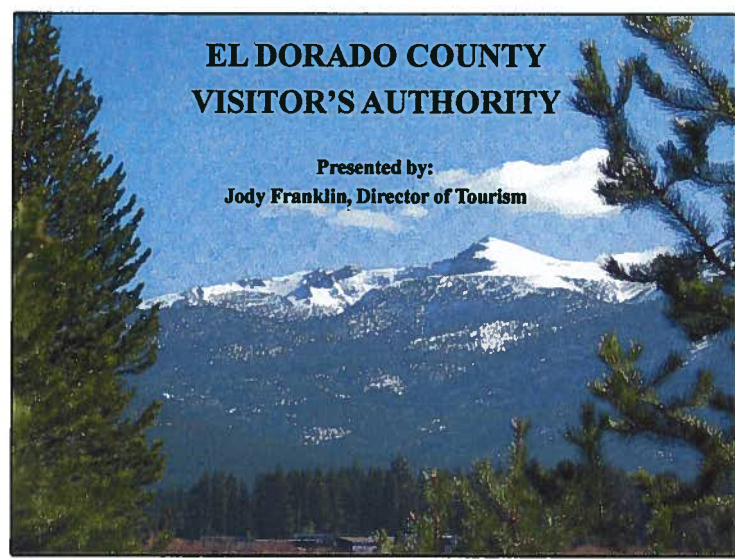


3

LATE DISTRIBUTION

DATE 5-4-10

Slide 1



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RECEIVED  
BOARD OF SUPERVISORS  
EL DORADO COUNTY

Slide 2

**EDC VISITORS AUTHORITY  
COUNCIL**

**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

2

**Mission and Vision Statement:** These things I consider great statements for filling out that section in the RFP but what does that really mean to you and your constituents. This last part of the vision statement I think really gives you an insight to what you can count on. We take into consideration of visitors, tourism related businesses and organizations, local governments (those that sign the check) .....and here is the important part to you constituents....in order to work in harmony with the environment and the values of the community.

## Slide 3

**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.

3

The El Dorado County Visitors Authority Council is comprised of representatives of every one of these groups and organizations. We take the job of county wide promotion very seriously.

## Slide 4

**What Do We Do**

Every month this group meets to discuss on going cooperative programs, cross promotion opportunities & challenges, events, and public relations opportunities and strategies.

**Member Representatives**


- Bed and Breakfast Inns of ED
- EL Dorado Wine Association
- Restaurants
- El Dorado Hills Chamber/ CA Welcome Center
- Christmas Tree Growers
- EDC Farm Trails
- Retail
- Fair Play Winery Assn.
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- Rafting
- South Lake Tahoe
- The Divide Chamber
- Lodging
- EDC Chamber
- EDC Economic Development
- Gold Discovery Park Assoc.

4

This presentation is not so much about who we are (most of you know that already) but more about what we do, how we do it, how we measure effectiveness.

Slide 5

### Program Objective



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

Slide 6

## **How are we reaching our objectives**

**Expand Strategic Partners and Partnerships**

**Optimizing the Internet**

**Community Involvement and Support**

**Research/Measurement**

**Branding/Differentiation/Communication**

**Targeting New and Repeat Visitors Segments**


**Sustainable Tourism Practices**

Slide 7

**Program Activities & Evaluation**

**Print Advertising**

- Measure reader service leads, email requests, phone calls, website user sessions and online orders of the El Dorado Visitors Guide.
- Conduct an advertising conversion study to determine if ads encouraged target to actually book a trip to El Dorado County.
- Determine travel spending generated by actual visitors to gauge ROI.
- Print media campaigns are determined by the quantity of leads generated, zip codes of origination, publication used and areas of interest of the reader.



Reader Service Leads are collected from the cards you see in many magazines such as Sunset and Via that allow you to fill out the form to request more information about a particular advertiser.

An advertising conversion study is done by either surveying those that request information. Incentives are offered to readers to encourage them to complete the survey.

Slide 8


**Program Activities & Evaluation**

**Public Relations**

Create a **CTR** for email broadcasts to the media by dividing cost of monthly media emails by the number of CTRs generated & create a **Cost Per User Session** by dividing the cost of monthly maintenance on the media center pages by the number of user sessions.

Clipping service will calculate the coverage generated by VA public relations efforts .

Google Reports are used as well.

A collage of magazine covers is displayed on the right side of the slide. The covers include 'Sacramento' with the headline 'INSIDE THE CAPITOL', 'American Cowboy' with 'de the real west', 'Sacramento Burgers and Pizza!', and 'Group Tour Magazine' with 'Best of the West' and 'Manitoba World and Wonderful'. There is also a cover with '5' and 'Famous'.

Public Relations basically refers to non paid editorial and media attention. Google Alerts me anytime someone as written about any particular subject that I request. For instance, I have identified El Dorado County, Fair Play, Coloma, Marshall Gold Discovery Park and El Dorado Wine Country. I get at least 5 – 10 google reports a day, this includes blogs and ink as well.




Slide 9

## Program Activities & Evaluation

### Promotions

Create a **CTR** by dividing the cost of promotional newsletter by the number of click throughs generated.

Create a **CPI** by dividing the cost for developing the website promotion by the number of generated sign ups on the designated promotional page.



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Our special events page and the online newsletter was just created this year. It is a great example of a new way of expanding our partnerships that benefits everyone and provides us with means of measurement.


Slide 10

**Program Activities & Evaluation**

**Trade and Travel shows**

Create a **Cost Per Visitor Contact** by dividing cost of each show by the amount of visitor contact data collected.

Create a **Cost Per Visitor Information** by dividing the cost of the show by amount of distributed visitor information.



**Bay Area Travel Show**

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Our trade and travel shows are measured by using a sweepstakes with our partners. For instance when we went to the LA travel and Adventure Show we gather roughly 700 contacts. We then add those to our database. We can then start a relationship with those people. Some request specific information about the wine country, history, camping etc.

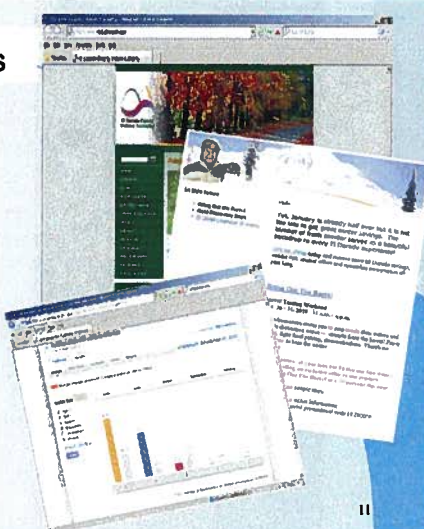
## Program Activities & Evaluation

### Online Marketing Efforts

**Cost Per Click Throughs (CTRs)** for email newsletters by dividing the cost of sending the monthly newsletter by the number of CTRs generated.

**Cost Per Open Rate** for all opened newsletters.

**Website & Business Model Measurement** - Create a **Cost Per User Session** by dividing cost of monthly website maintenance by the number of user sessions.



Slide 12


## Program Activities & Evaluation

### Online

Develop an online give away trip to El Dorado County for those visitors who participate in an internet survey designed to gather emails and to track advertising and brand building efforts.

User reports from both Webtrends and Google Analytics

Website statistics incorporated include number of unique visits, duration and last visit, days of the week and peak times of the day, how long spent on each page, key search phrases, country of origin, cluster report for load balanced servers ratio and much more.



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This page is online measurement as well, simply because we can analyze it so many different ways to find out about our visitors.

Slide 13

**Program Activities  
& Evaluation**

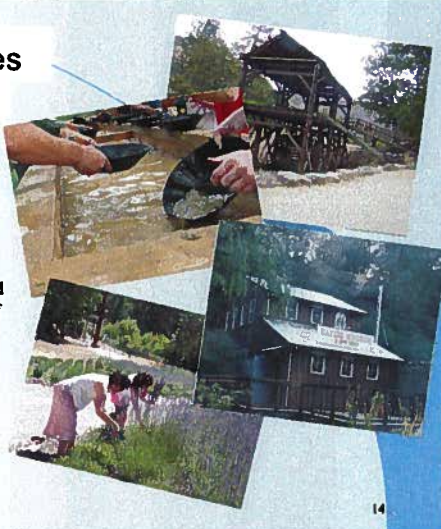
**Strategic Partners**

Measure the value of each strategic partnership and associated programs by the number of links to the VA website and distribution of visitor information.

Referring Site	Visits	Percentage	New Visits
El Dorado County	15,000	35.00%	12,000
VA.gov	10,000	23.00%	8,000
Local News Site	5,000	11.50%	4,000
Other Referring Sites	10,000	22.50%	8,000

We are still in the process of putting more measurements in place. The El Dorado County site is consistently are highest referring site. These are all examples of how we measure that.

Slide 14



**Program Activities  
& Evaluation**

**Sustainable  
Tourism**

Measure effectiveness of sustainable tourism efforts by reviewing the impact on identified resources and identifying areas of improvement

Geo tourism efforts

Marshall Gold Discovery Park

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As you know we have worked with the South Shore Chamber on the Geo Tourism efforts. I even took it a step further and wrote some editorial for Sierra Heritage Magazine about El Dorado County Geo Tourism. So that is part of our sustainable tourism efforts.

But sustainable tourism means taking those efforts a step further and putting those efforts into \$\$\$. Here's the how we put numbers to our efforts. Group tours, public relations, introducing EDC Products at events. With Marshall Gold Discovery Park the trickle down effect is especially prevalent.

Slide 15

**Program Activities & Evaluation**

**Distribution**

Track the number of Visitor Guides and partners' collateral distributed and the source of distribution.

Month	week 1		week 2		week 3		week 4	
	1	2	1	2	1	2	1	2
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								

15

Our distribution program is what I consider one the most valuable marketing tools for our partners. We distribute collateral material south down Highway 49 to Yosemite area in Mariposa County. North we distribute to Placer, Nevada County, west to Reno Carson City, North shore, west shore and south shore. West we distribute to San Francisco. We distribute our visitors guide, and the collateral of our partner organizations. Our new guide comes out in a couple of weeks so we are hitting real estate offices throughout El Dorado County so they can use them for relocation packets. We average 8,000 to 10,000 guides a month. Collectively we average 12,000 to 14,000 pieces of partner collateral a month.

Slide 16

## Program Activities & Evaluation

### Special Events

Create a Cost Per Visitor Contact by dividing the cost of each event by the amount of visitor contact data collected.

Obtain travel spending generated by the event from area lodging properties, restaurants and retail locations.





Slide 17

### Comparing our Regional Competitive Set

Sonoma County Tourism Bureau.....	\$4,519,613.00
Placer County Visitors Bureau.....	\$2,890,019.00
Lake Tahoe Visitors Authority.....	\$4,290,000.00
<i>*Above Data taken from 2008 form 990 total revenue</i>	
El Dorado County Visitors Authority Council.....	\$190,440.00
<i>*County Promotional Contract 07-08 fiscal budget</i>	

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Slide 18

The VA will continue to refine and develop a comprehensive report of all marketing efforts in order to provide a review of the performance and ROI to ensure efforts are continually increasing visitations to the El Dorado Visitors Authority Website and links to lodging properties and attractions.

A written ROI analysis will be provided at the completion of the year.

Thank you