



El Dorado County Visitors Authority

2017-2018

Year in Review

Visit
El Dorado

Presented by: Jody Franklin
Director of Tourism
18-1601 B 1 of 17

Our Marketing Ecosystem

CAN YOU HEAR ME KNOW?

Marketing Objectives

- Increase overall awareness for El Dorado County to attract visitors and increase travel spending.
- Increase the number of targeted unique visitors to website to influence consumers
- 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.
- Increase among local residents the awareness of tourism's importance to the local economy



The El Dorado County Visitor



Getting to know you, getting to know everything about you



- Travels by car within 4 hour driving range



- 40% between the ages of 45 - 64



- 40% are between 25 – 44



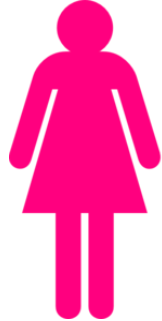
- 96% live in the US  France  Peru  Canada  United Kingdom

The El Dorado County Visitor

Getting to know you, getting to know everything about you



45 – 64 – further along in the purchasing funnel looking to book



Still making the travel decisions two thirds of the time



Age 35 – 44 Much more actively involved in travel decisions than other generations by 25%

The Hunt of the Elusive Millennial

Building a lasting relationship takes time and effort. Communication is key. Be a good listener.



25 – 34

Value Shoppers, research longer,
more engagement

An important group of consumers to attract now to build destination loyalty.

Create Your Own Adventure in El Dorado County

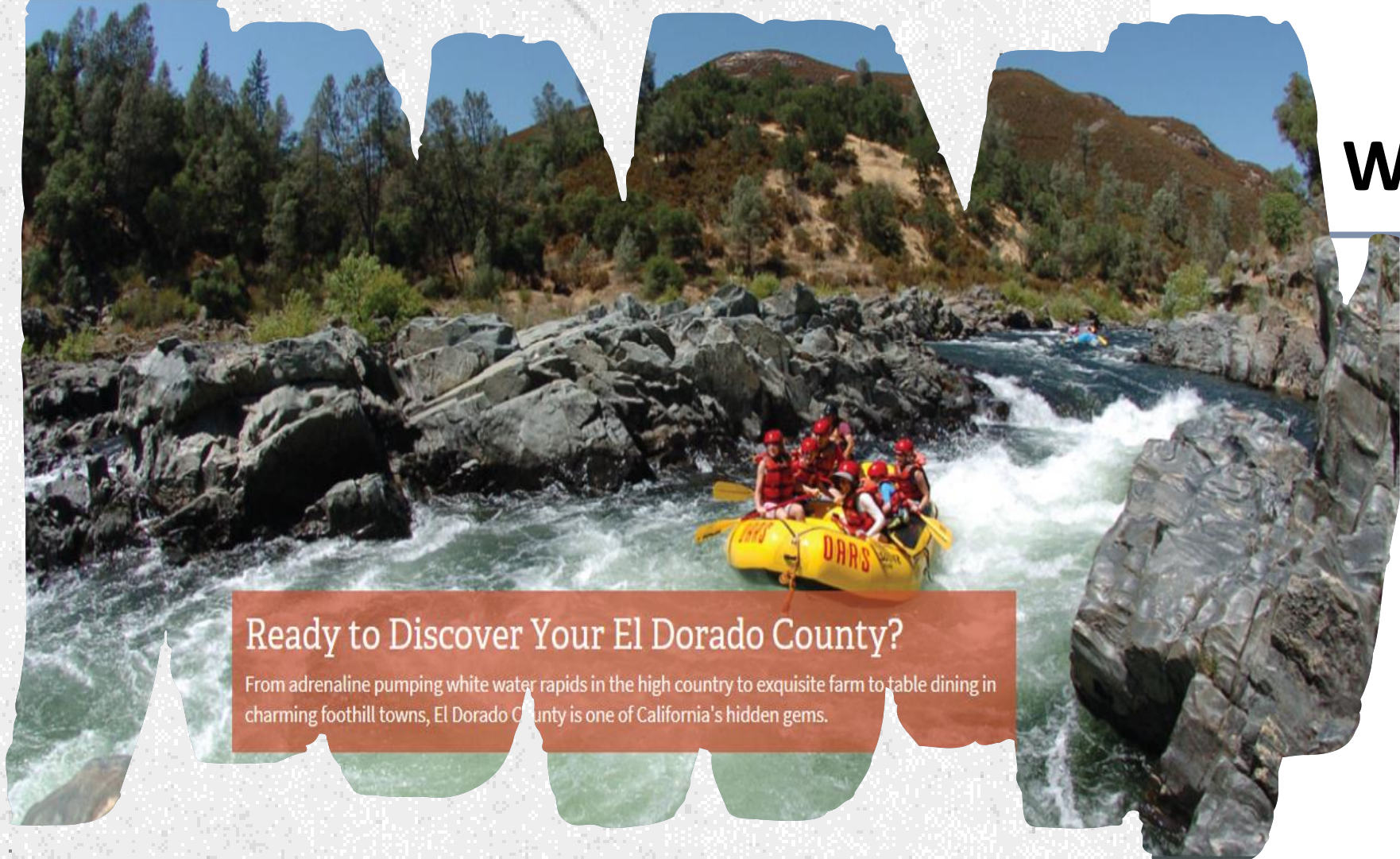
<https://youtu.be/yrifOjxSYtg>





BLOG / STORIES

Timely relevant content that tells the El Dorado story



Ready to Discover Your El Dorado County?

From adrenaline pumping white water rapids in the high country to exquisite farm to table dining in charming foothill towns, El Dorado County is one of California's hidden gems.

WEBSITE

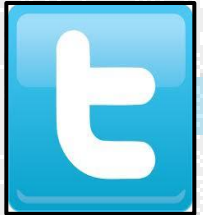
60K+ Unique Web Visits

Visit-ElDorado.com

Social Media



9508



4054



451



4054



1121

@VisitElDorado



— Visit —
El Dorado

EL DORADO COUNTY

TOURISM SUMMIT 2018

Unleash the Power of Partnership

JANUARY 19TH | HOLIDAY INN EXPRESS
EL DORADO HILLS, CA

Tourism Summit

100 Attendees

Tourism Industry Networking

Community Outreach

DISTRIBUTION

Partner Collateral 35k

**El Dorado County
Farm Trails &
Visitors Guide**

80,000 copies



2017 -18

EL DORADO STAY & PLAY SHUTTLE

Generated

1244 *Room Nights*

Transported **2190** *Visitors*





30

Media Visits

= \$517,769

Referrals & Wayfinding

2141

Walk In Visitors

679

Sales Leads Generated

367

Ad Leads Generated





10

Group Tours

= \$468,272

What's next

Hidden Gems Series

Easy to miss but hard to forget
places, people and experiences



VisitElDorado.com

Share your



El Dorado County Adventures!

VisitElDorado

#ElDoradoCounty



THANK YOU

www.VisitELDorado.com