



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

**Presented by:
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Submitted by Jody Franklin #21
at Board Hearing of 11/6/12
Presentation
12-1390 B 1



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Mission Statement:

The Visitor's 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.

El Dorado County Tourism 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, 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.

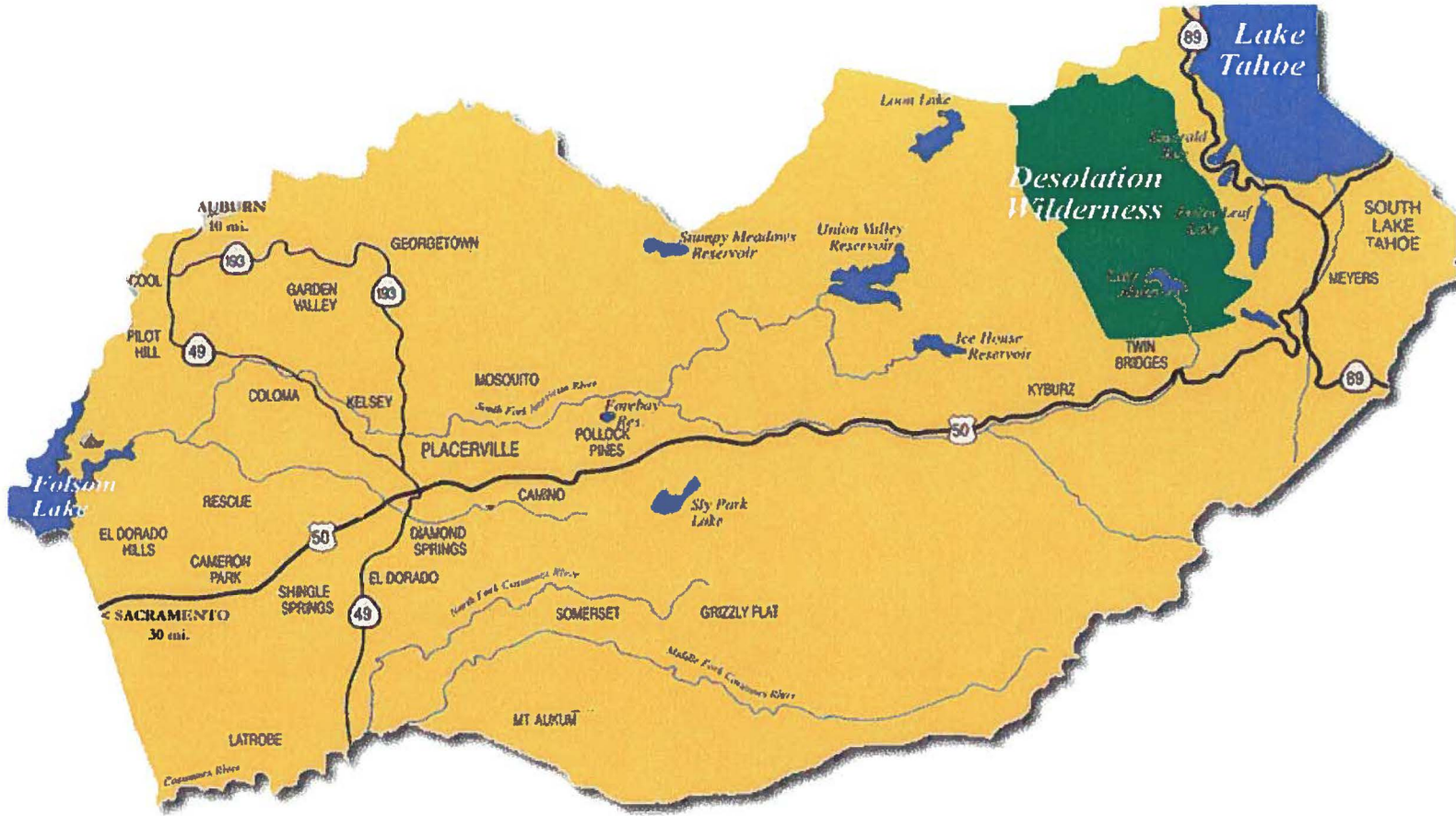
Who Are We?



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.

- Bed and Breakfast
- EL Dorado Winery Association
- Restaurants
- El Dorado Hills Chamber of Commerce/CA Welcome Center
- Christmas Tree Growers Association
- El Dorado County Farm Trails Association
- Retail
- Fair Play Winery Association
- Fair Play Marketing Group
- Shingle Springs/Cameron Park Chamber of Commerce
- CEDAPP
- El Dorado County Fairgrounds
- Gold Bug Mine & Park
- El Dorado Arts Council
- South Shore Chamber of Commerce
- Coloma/Lotus Chamber of Commerce
- Eldorado Natl Forest
- Placerville Downtown Assoc.
- Historical Museums & Sites
- Apple Hill Growers Association
- Rafting
- South Lake Tahoe
- The Divide Chamber of Commerce
- Lodging
- El Dorado County Chamber of Commerce

Overall Program Objective



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



Objective #1

Continue to create visitor related economic impact for El Dorado County

Market El Dorado County tourism assets in a way that optimizes recreation, history, agriculture and culture; and contributes to economic prosperity, increased employment and tax revenues while working to support the rural small town attributes.

Visitor Center

2301 visitor center walk ins

5016 Tourism Related Phone Calls

6834 Tourism Related Emails generated from www.visiteldorado.com,
www.cowboysandcornbread.com.

Distribution

150,000 Produced and distributed copies of the El Dorado County Visitors and Farm Trails Guide

63,288 pieces of collateral distributed for our partners throughout El Dorado County as well as a geographic region stretching east to Reno/Carson City, West to San Francisco, South to Yosemite and North to Downieville/Sierra City.

9,776 leads produced from print and online campaigns. Leads are sent an El Dorado County Visitors and Farm Trails Guide as well as any other targeted collateral they requested.

Online Survey Results – (complete survey included later in report) - given to entire database. Residents & Media were eliminated from survey results. Database consists of individuals and tour operators requesting the El Dorado County Visitors and Farm Trails Guide & travel show attendees showing interest in El Dorado County. Results reflect a 3 percent response rate.

Introduction

26.2 percent said they heard about El Dorado County Online

13.5 percent said Family & Friends

10.4% Driving through

10.4% Book, brochure, and/or magazine

Planning

42.2 percent said they already decided to visit El Dorado County & wanted more information

30 percent said they were considering visiting El Dorado County when they requested the information

Visit

73.4 percent of those requesting more info said they DID visit

26.6 percent did not visit

(58% of those that did not visit said they are still planning the trip)



Attractions/Points of interest most attracted you?

10.2% South Lake Tahoe
10.0% Placerville & Historic Main Street
9.8% Dining
9.6% Wineries
7.5% Shopping
6.9% Apple Hill Growers & Farm Trails
6.7% Coloma & Marshall Gold Discovery SHP

Length of Stay

32.5% More than three days
22.4% A day trip
15.7% The weekend
12.3% One night

Travel Party Size

60.6% 1-2
28.0% 3-4
8.9% 5-6

Website

68,432 Unique Web visits from 95 different countries – an increase of 1.03 percent
10 newsletters sent to database of 6922 opt-in viewers

Increased links to stakeholder sites

Evaluated data collection from the website measurement of user sessions generated by overall marketing efforts, site paths, online surveys and user leads provided to members and top exit and entry pages.

Media/Public Relations

65 Updated Media Kits sent with fresh story ideas, images and content.
111 Unique Visits to Media Page

Familiarization tours (Fam Tours) in which journalists, tour operators or travel agents experience the region first-hand, have been described as the most cost-effective means of marketing a tourism product that exists.

39 Fam tours conducted for media and tour operators



Objective # 2

Target/Attract New and Repeat Visitor Segments to El Dorado County

Group Travel

Created and distributed new group travel itineraries to tour operators
12 groups booked generating \$171,471 in economic impact

State Fair

Design and Build - El Dorado County Exhibit for display at the 2012 California State Fair – This year’s exhibit highlighted the Rubicon Trail but most importantly was a valuable tool in the distribution of **40,000** pieces of collateral from Apple Hill Growers, Fair Play Marketing Group, the El Dorado Wine Association, Gold Bug Mine & Park, Placerville Downtown Association, Lake Tahoe Visitors Authority, Christmas Tree Growers, Marshall Gold Discovery State Historic Park and the Coloma-Lotus Chamber of Commerce.

63 Volunteers State Fair Booth – 8 of them new

Events

Created new event “El Dorado Epicurean,” a county wide progressive dinner to showcase El Dorado County’s Restaurants. Tripled attendance over last year. An online survey of attendees revealed the success of the event.

- 78% Quality of their meals was excellent
- 83.3% Quality of their service was excellent
- 98% Would be interested in participating again

Expanded existing event “Cowboys & Cornbread” featuring the Hangtown Harmonica Championship.” Built Lodging component into event, expanded regional exposure and added elements to event.

New Visitor Segment

Identified Wedding & Fishing as upcoming visitor segments in the 2011 – 2012 Visitor Guide. In 2102 – 2013 will create multi – layered collaborative campaign involving many partners from throughout the region. This campaign will address transportation concerns and lodging.

New product development – together with the Film Commission created the El Dorado Lake Tahoe Film Site Guide. This campaign targeted new visitor segments and will continue to educate them about the benefits of choosing El Dorado County for their next vacation.



Objective #3

Leverage cooperative programs, encourage community involvement & support

Strategic Partnerships

Expanded partnerships and linkages with Gold Country Visitors Association, Sacramento Convention & Visitors Bureau & California Travel & Tourism Commission, Lake Tahoe Visitors Authority, Central Valley Visitors Association, Sierra Foothills Wine Alliance in order to expand tourism goals. Attended selected county tourism association meetings to stay current with the changing needs of the community seeking opportunities for new collaborations.

\$241,667.00 - Leveraged funds in cooperative advertising by utilizing matching grants and regional contributions. These opportunities arose as a result of those partnerships.

Community Outreach

5 groups addressed focusing on benefits of tourism in our county

65 networking events attended on behalf of the El Dorado County Visitors Authority



Objective #4

Evaluate return on investment (ROI) and measures on major programs

Developed profiles of El Dorado County visitors including perceptions, motivations and behaviors in order to improve marketing efforts and efficiencies.

Developed additional forms of measurement and augmented existing measurement systems for all marketing programs to substantiate results and better communicate successes generated from tourism promotion efforts and return on investment.

In total, The El Dorado County Visitors Authority produced more than \$33.26 dollars for every \$1 invested by El Dorado County.

The Visitors Authority has historically and will continue to manage strategic long range planning and multi-year planning strategies to insure optimal return on investment. The Visitors Authority utilized the Standard Destination Marketing Performance Reporting model and took advantage of the “rural advertising and marketing conversion study” implemented by California Travel and Tourism Commission to determine specific program ROI measure where appropriate. 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.

El Dorado County Visitors Authority year end 2011-12 Summary

	daily visitor spending	average length of stay	
Individual booked visitors/leads			Total Visitor Spending
9,776	147	2.5	\$3,592,680.00
Group Booked Visitors			\$171,471.00
Visitor Center / non residents			
2300	112		\$257,600.00
Events			
1550	112	1	\$173,600.00
Print/Advertisement Equivalency			\$1,022,605.50
Coop/Leveraged Dollars			\$241,667.00
Sponsorship Dollars			\$7,788.00
Trade/Travel Shows/leads			
1600	147	2.5	\$588,000.00
Total Visitor Spending			\$6,055,411.50
Contract 11-12			\$182,071.00
ROI			\$33.26

**Does not include indirect spending

Distribution Totals 2011 - 2012

EDC Visitor Guides Mailed		EDC Visitor Guides & Partner Collateral Delivered			
Oct-11	564	EDC Visitor Guides	102,225	Wagon Train	2915
Nov-11	313	Cider Press Map	4,270	Red Hawk	220
Dec-11	720	Cider Press	2585	Museum	90
Jan-12	1067	Placerville Downtown Assoc	7580	PDA calendar	60
Feb-12	675	El Dorado Winery Assoc.	5930	Fair Play Wine Assoc	150
Mar-12	454	Gold Bug Mine	6110	Seasonal Events	2210
Apr-12	1086	Christmas Tree Grower	1380	Sierra At Tahoe	1250
May-12	916	Coloma Guide	2625	misc others	7570
Jun-12	1598	Fair Play Marketing Group	11358		
Jul-12	83	Apple Blossom Festival	3680		
Aug-12	975	B & B	150		
Sep-12	1325	Gold Country Visitors Assoc	255		
Annual Total	9776	Geotourism Maps	2900		
		Total partner collateral delivered			63,288
Average	814 per mo.				

El Dorado County Visitors Authority Economic Impact Report

Media Coverage

Date	Print Media	size	page value	Total Value
Oct. '11	Sierra Heritage	10.5	\$2,300	\$24,150
Oct. '11	Style Magazine	3	\$2,000	\$6,000
Oct. '11	Long Beach Wine Examiner	1	\$1,000	\$1,000
Oct. '11	Long Beach Wine Examiner	1.66	\$1,000	\$1,660
Oct. '11	Sacramento Bee	3	\$3,000	\$9,000
Oct. '11	Sacramento Bee	2.75	\$3,000	\$8,250
Oct. '11	El Dorado Hills/ News 10	2.5	\$3,000	\$7,500
Oct. '11	Sactown	13	\$3,102	\$40,326
Oct. '11	Style Magazine	10	\$2,000	\$20,000
Oct. '11	d vine wine & visitors guide	5	\$1,300	\$6,500
Oct. '11	Steppin Out	7	\$1,500	\$10,500
Oct. '11	Sacramento Bee	2	\$3,000	\$6,000
Oct. '11	Sacramento Press.Com online only	15	\$1,000	\$15,000
Oct. '11	Sacramento Bee	2	\$3,000	\$6,000
Oct. '11	The NorthSac News	1	\$1,000	\$1,000
Oct. '11	Lodi News Sentinell (LodiNews.com)	2	\$1,000	\$2,000
Oct. '11	Mountain Democrat	1.5	\$2,000	\$3,000
Oct. '11	Katiedid (blog) unable to identify value	17	\$0	\$0
Oct. '11	The Sacramento Bee	2	\$3,000	\$6,000
Oct. '11	MSNBC.com	2	\$2,000	\$4,000
Oct. '11	CarsonNow.org	2	\$1,000	\$2,000
Oct. '11	Wine Spectator	2	\$4,000	\$8,000
Oct. '11	Mountain Democrat	0.25	\$2,000	\$500
Oct. '11	Sierra Heritage	12	\$2,300	\$27,600
Nov '11	Mountain Democrat	1	\$2,000	\$2,000
Nov '11	Style Magazine	4	\$2,000	\$8,000
Nov '11	Mountain Democrat	2	\$2,000	\$4,000
Nov '11	The Sacramento Bee	1	\$3,000	\$3,000
Dec '11	Style Magazine	5	\$2,000	\$10,000
Dec '11	Sierra Heritage	6	\$2,300	\$13,800
Dec '11	Camp California.com	1	\$5,000	\$5,000
Dec '11	Mountain Democrat	4	\$2,000	\$8,000
Dec '11	Getaway	4	\$2,000	\$8,000
Dec '11	Style Magazine	1	\$2,000	\$2,000
Dec '11	Sactown	2	\$3,102	\$6,204
Dec '11	California by Sunset	0.25	\$3,000.00	\$750
Jan '12	Sacramento Business Journal	2	\$13,235.00	\$26,470
Jan '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jan '12	What's Up	1	\$1,000.00	\$1,000
Jan '12	Mountain Democrat	3	\$2,000.00	\$6,000
Jan '12	Mountain Democrat	2	\$2,000.00	\$4,000
Jan '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jan '12	Mountain Democrat	3	\$2,000.00	\$6,000
Jan '12	The Sacramento Bee	3	\$3,000.00	\$9,000
Jan '12	Mountain Democrat	3	\$2,000.00	\$6,000
Jan '12	Mountain Democrat	1.5	\$2,000.00	\$3,000
Jan '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jan '12	Sacramento Bee	1.25	\$3,000.00	\$3,750
Jan '12	Mountain Democrat	2.5	\$2,000.00	\$5,000
Feb '12	Via	0.5	\$16,500.00	\$8,250
Feb '12	The Sacramento Bee	1	\$3,000.00	\$3,000
Feb '12	El Dorado Hills Telegraph	1	\$2,000.00	\$2,000

Feb '12	Fox News.com	2	\$1,000.00	\$2,000
Feb '12	Sacramento Bee	0.5	\$3,000.00	\$1,500
Feb '12	Lake Tahoe News	3	\$1,000.00	\$3,000
Feb '12	Sierra Heritage	7	\$2,300.00	\$16,100
Mar '12	Style Magazine	0.5	\$2,000.00	\$1,000
Apr '12	Mountain Democrat	1.5	\$2,000.00	\$3,000
Apr '12	Sierra Heritage	1.25	\$2,300.00	\$2,875
Apr '12	Sactown	4	\$3,102.00	\$12,408
Apr '12	Mountain Democrat	2	\$2,000.00	\$4,000
Apr '12	Mountain Democrat	2	\$2,000.00	\$4,000
Apr '12	Mountain Democrat	2	\$2,000.00	\$4,000
Apr '12	Mountain Democrat	2	\$2,000.00	\$4,000
Apr '12	Wine Enthusiast	3	\$2,500.00	\$7,500
Apr '12	True West	2	\$5,000.00	\$10,000
May '12	Village Life	2	\$2,000.00	\$4,000
May '12	Mountain Democrat	2	\$2,000.00	\$4,000
May '12	AAA Home & Away	2	\$8,000.00	\$16,000
May '12	Sacramento Magazine	1	\$8,000.00	\$8,000
May '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
May '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jun '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jun '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jun '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jun '12	Mountain Democrat	5	\$2,000.00	\$10,000
Jun '12	Style Magazine	1	\$2,000.00	\$2,000
Jun '12	Times	1	\$1,000.00	\$1,000
Jun '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jun '12	NewsCenter.berkeley.edu	3	\$1,000.00	\$3,000
Jun '12	Auburn Journal	1	\$2,000.00	\$2,000
Jun '12	Sierra Heritage	4	\$2,300.00	\$9,200
Jun '12	SacBee.com	2	\$1,500.00	\$3,000
Jun '12	AAA Home & Away	6	\$8,000.00	\$48,000
Jun '12	d'vine wine and visitors guide	3	\$1,300.00	\$3,900
Jun '12	Senior Magazine	1	\$500.00	\$500
Jun '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jul '12	In El Dorado County	1	\$500.00	\$500
Jul '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jul '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jul '12	Village Life	1	\$2,000.00	\$2,000
Jul '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jul '12	Lake Tahoe News	1	\$400.00	\$400
Jul '12	Mountain Democrat	0.75	\$2,000.00	\$1,500
Jul '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jul '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jul '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jul '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jul '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jul '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Jul '12	Only in Bay Area	1	\$2,500.00	\$2,500
12-Jul	Living Magazines	1	\$3,000.00	\$3,000
Jul '12	Traveler's Guide to CA	3	\$3,000.00	\$9,000
Jul '12	Via	1	\$16,500.00	\$16,500
Jul '12	Sunset	1	\$30,000.00	\$30,000
Jul '12	Sactown	0.5	\$2,120.00	\$1,060
Jul '12	The Aggie	1	\$1,000.00	\$1,000
Jul '12	PRWeb	1	\$750.00	\$750
Jul '12	Mountain Democrat	1	\$2,000.00	\$2,000

Jul '12	Mountain Democrat	1	\$2,000.00	\$2,000
Jul '12	Sunset	1	\$30,000.00	\$30,000
Jul '12	Sacramento Magazine	1	\$4,960.00	\$4,960
Jul '12	Family Health & Wellness	1	\$1,000.00	\$1,000
Jul '12	Style Magazine	2	\$2,000.00	\$4,000
Jul '12	Family Health & Wellness	0.25	\$1,000.00	\$250
Aug '12	California by Sunset	1.25	\$30,000.00	\$37,500
Aug '12	The Sacramento Bee	1	\$3,000.00	\$3,000
Aug '12	Mountain Democrat	0.75	\$2,000.00	\$1,500
Aug '12	Mountain Democrat	0.75	\$2,000.00	\$1,500
Aug '12	Style Magazine	1	\$2,000.00	\$2,000
Aug '12	Sierra Heritage	6	\$2,300.00	\$13,800
Aug '12	Mountain Democrat	1	\$2,000.00	\$2,000
Aug '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Aug '12	Mountain Democrat	0.5	\$2,000.00	\$1,000
Aug '12	USA Today	0.5	\$81,500.00	\$40,750
Aug '12	Sierra Heritage	7	\$2,300.00	\$16,100
Aug '12	San Francisco Chronicle	4	\$15,000.00	\$60,000
Aug '12	Sactown	0.25	\$1,000.00	\$250
Aug '12	Living in the West	2	\$3,000.00	\$6,000
Aug '12	Sacramento Magazine	0.25	\$4,960.00	\$1,240
Aug '12	Sacramento Magazine	0.25	\$4,960.00	\$1,240
Sep '12	In El Dorado County	1	\$500.00	\$500
Sep '12	Talk of the vines	1	\$2,000.00	\$2,000
Sep '12	Serrano Magazine	1	\$2,000.00	\$2,000
Sep '12	Sacramento Magazine	1	\$4,960.00	\$4,960
Sep '12	Sacramento Magazine	1	\$4,960.00	\$4,960
Sep '12	Sacramento Magazine	5	\$4,960.00	\$24,800
Sep '12	The Sacramento Bee	6	\$3,000.00	\$18,000
Sep '12	San Francisco Examiner	1	\$3,000.00	\$3,000
Sep '12	San Francisco Chronicle	1	\$15,000.00	\$15,000
Sep '12	Sierra Nevada Foothills	10	\$1,000.00	\$10,000
Sep '12	Style Magazine	7	\$2,000.00	\$14,000
Sep '12	Sacramento.about.com	0.5	\$1,000.00	\$500
Sep '12	In El Dorado County	1	\$500.00	\$500
Sep '12	Touring and Tasting (2 page article)	1	\$8,495.00	\$8,495
Sep '12	Touring and Tasting (2 page article)	1	\$8,495.00	\$8,495
Sep '12	Touring and Tasting	1.5	\$8,495.00	\$12,743
Sep '12	Roseville Patch	0.25	\$2,000.00	\$500
Sep '12	Rich Gold Country History	1	\$2,000.00	\$2,000
Oct '12	Mountain Democrat	0.33	\$2,000.00	\$660
			Total Ad Value	\$1,022,605.50



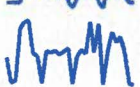
GROUP REPORT from September 29, 2012 - October 28, 2012

 @EIDoradoVisitor

 El Dorado County V...

GROUP STATS across all Twitter and Facebook accounts

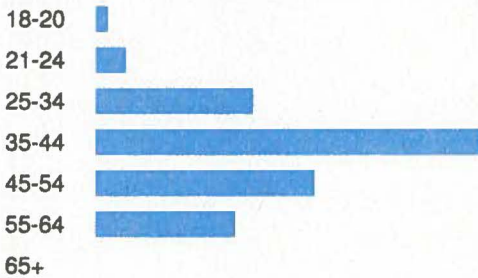
New Twitter Followers	145	-72%	
New Facebook Fans	9	--	
Incoming Messages	174	-4%	
Sent Messages	57	-6%	

132 INTERACTIONS 
BY 100 UNIQUE USERS 
46,377 IMPRESSIONS 

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **58%** MALE FOLLOWERS
 **42%** FEMALE FOLLOWERS

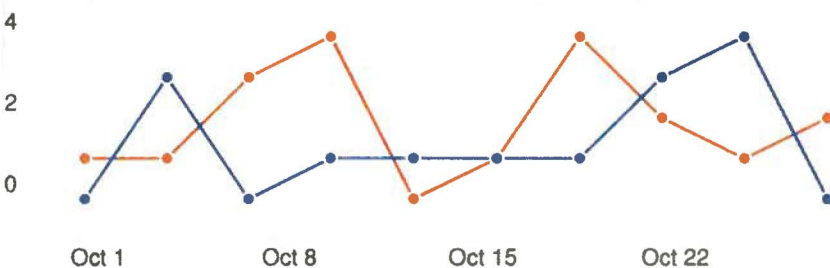


TWITTER STATS

 **145**
 New Twitter Followers In this time period

 **17** Link Clicks
 **19** Mentions
 **14** Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

 **4** Plain Text
 **20** Links to Pages
 **3** Photo Links

Tell us about your El Dorado Experience

survey for rfp

Summary Prepared on 11/05/12

This report summarizes 145 of 145 total responses.

Summary for the results with the following restrictions:

Response Filters

Invitation Type: all

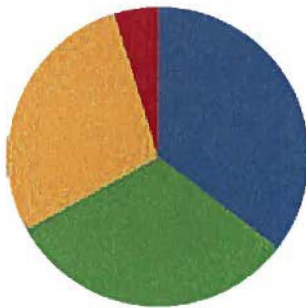
Status: all

Alerts:

Email Contains:

Tell Us About Your El Dorado Experience

1. Please check all that apply to you.

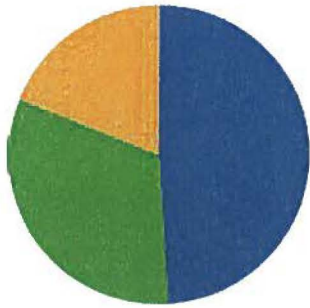


■ 35.4% [I am a resident of the United States of America \(74\)](#)
■ 31.5% [I am a resident of California \(66\)](#)
■ 28.2% [I am a resident of El Dorado County \(59\)](#)
■ 4.7% [I am a resident of Placer, Amador or Sacramento County \(10\)](#)

End of Survey Page 2

Tell us about your El Dorado Experience

2. Have you ever requested El Dorado County Visitor Information be sent to you?

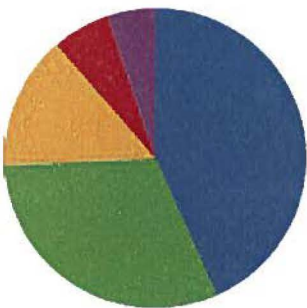


- 48.9% [Yes \(70\)](#)
- 32.1% [No, because I am a resident \(skip to question 15\) \(46\)](#)
- 18.8% [No, but I am NOT a resident \(skip to question 5\) \(27\)](#)

End of Survey Page 3

Tell Us about Your El Dorado Experience

3. Which of the following statements best describes your plans at the time that you requested the Visitor information?

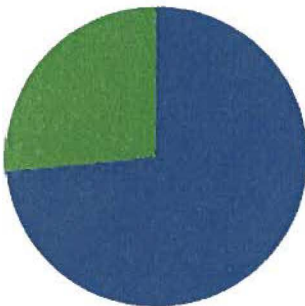


- 43.2% [I had already decided to visit El Dorado County and wanted information \(42\)](#)
- 30.9% [I was considering visiting El Dorado County \(30\)](#)
- 14.4% ["Other" Answers](#)
- 6.1% [I needed information for school, business, or relocation \(6\)](#)
- 5.1% [I had not considered visiting El Dorado County, but wanted information on the area \(5\)](#)

End of Survey Page 4

Tell us about your El Dorado Experience

4. Since requesting the visitor information, have you visited El Dorado County?

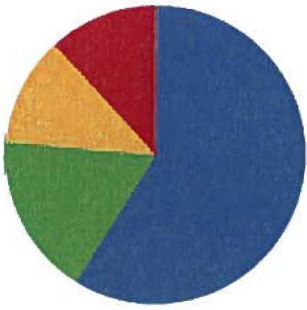


- 73.4% [Yes \(69\)](#)
- 26.5% [No \(25\)](#)
- 0.0% [Not Sure \(0\)](#)

5. If Yes, how many times?

You may browse freeform responses online or download the CSV.

6. If no, What would you say is the primary reason you haven't visited El Dorado County? Would you say...

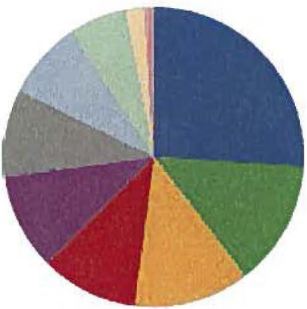


- 58.8% [Still planning the trip \(20\)](#)
- 17.6% ["Other" Answers](#)
- 11.7% [Decided not to travel \(4\)](#)
- 11.7% [Decided to travel somewhere else \(4\)](#)

End of Survey Page 5

Tell Us About Your El Dorado Experience

7. How did you hear about El Dorado County?



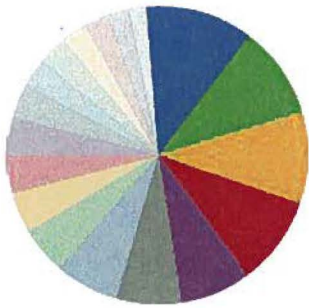
- 26.0% [Internet \(25\)](#)
- 13.5% [Family or Friends \(13\)](#)
- 12.5% ["Other" Answers](#)
- 10.4% [Driving through \(10\)](#)
- 10.4% [Book, brochure, and/or magazine \(10\)](#)
- 9.3% [Returning visit \(9\)](#)
- 8.3% [Live near by \(8\)](#)
- 6.2% [Lived here before \(6\)](#)
- 2.0% [Event \(2\)](#)
- 1.0% [Advertisements ~ Billboard, Newspaper, and/or TV \(1\)](#)
- 0.0% [Business \(0\)](#)

End of Survey Page 6

Tell Us About Your El Dorado Experience

8. What were the points of interests that you visited and/or activities that you enjoyed? Check all that apply.

- 10.2% [South Lake Tahoe \(53\)](#)
- 10.0% [Placerville & Historic Main Street \(52\)](#)
- 9.8% [Dining \(51\)](#)
- 9.6% [Wineries \(50\)](#)
- 7.5% [Shopping \(39\)](#)

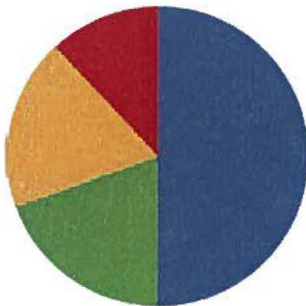


- 6.9% [Apple Hill Growers & Farm Trails \(36\)](#)
- 6.7% [Coloma & Marshall Gold Discovery State Historic Park \(35\)](#)
- 5.2% [hiking \(27\)](#)
- 4.4% [Camping \(23\)](#)
- 4.0% [Museums \(21\)](#)
- 4.0% [South Fork of the American River \(21\)](#)
- 3.6% [Gold Bug Mine \(19\)](#)
- 3.1% [fishing \(16\)](#)
- 3.1% ["Other" Answers](#)
- 2.9% [Skiing \(15\)](#)
- 2.5% [B & B/ Lodging \(13\)](#)
- 2.3% [Golf \(12\)](#)
- 1.9% [cycling \(10\)](#)
- 1.3% [Airport \(7\)](#)

End of Survey Page 7

Tell Us About Your El Dorado Experience

9. Which of the following statements best describes your most recent trip to El Dorado County?

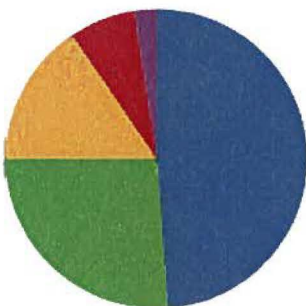


- 50.0% [The primary destination for your trip \(46\)](#)
- 19.5% ["Other" Answers](#)
- 18.4% [A place to visit while traveling to another destination \(17\)](#)
- 11.9% [One of a few key stops on your trip \(11\)](#)

End of Survey Page 8

Tell Us About Your El Dorado Experience

10. What kind of accommodations did you use?



- 48.8% [Hotel/Motel \(41\)](#)
- 26.1% ["Other" Answers](#)
- 15.4% [Friends or family \(13\)](#)
- 7.1% [Camping/RV \(6\)](#)
- 2.3% [Bed & Breakfast \(2\)](#)

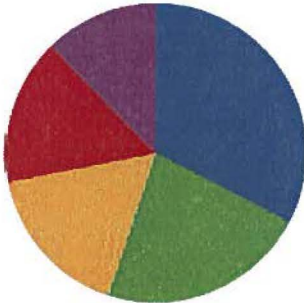
Tell Us About Your El Dorado Experience

11. What is your primary reason for visiting El Dorado County?

You may browse freeform responses online or download the CSV.

Tell Us About Your El Dorado Experience

12. If you have visited El Dorado County, how long do you usually stay?



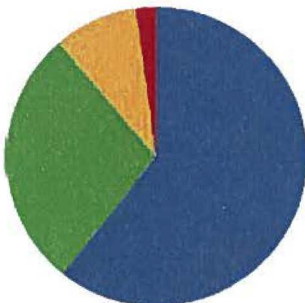
- 32.5% [More than three days \(29\)](#)
- 22.4% [A day trip \(20\)](#)
- 16.8% [I haven't visited El Dorado County...yet \(15\)](#)
- 15.7% [The weekend \(14\)](#)
- 12.3% [One night \(11\)](#)

Tell us about your El Dorado Experience

13. On your most recent visit to El Dorado County, about how much money would you say your party spent in total, considering lodging, meals, local transportation, shopping and other activities?

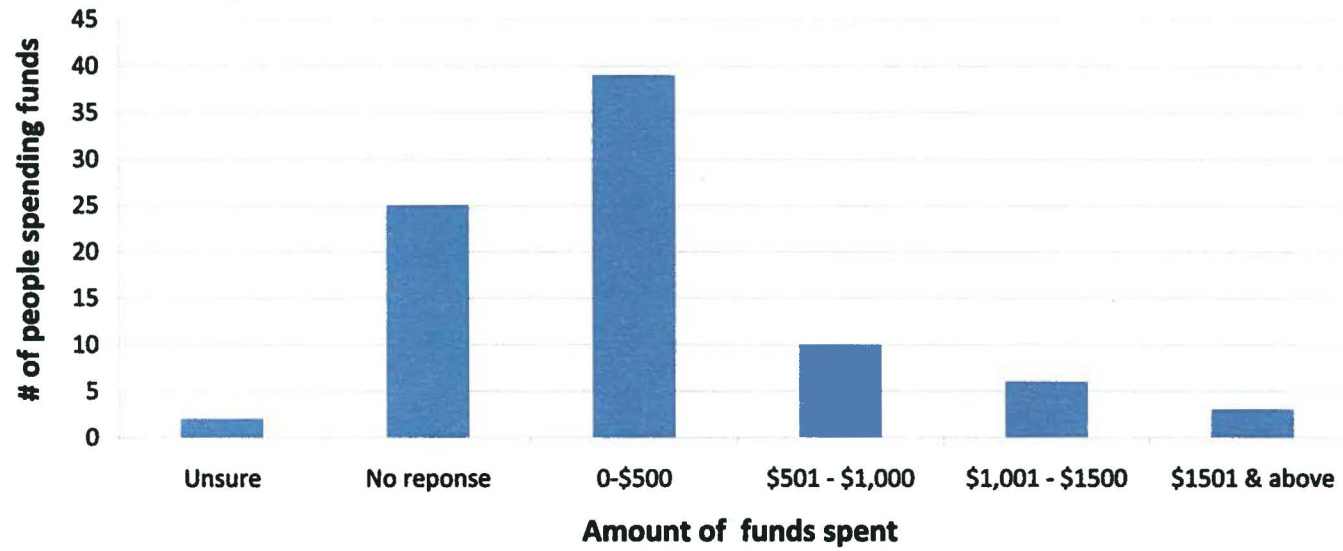
You may browse freeform responses online or download the CSV.

14. On average how many people traveled in your party?



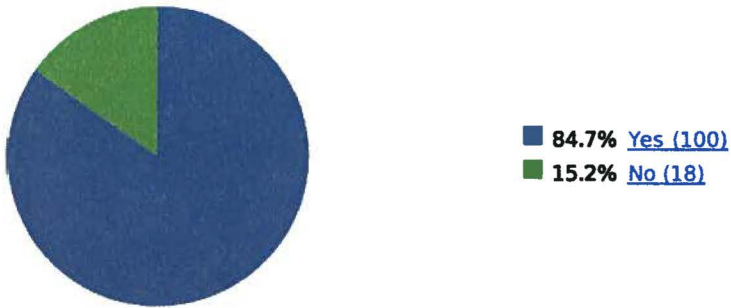
- 60.6% [1-2 \(54\)](#)
- 28.0% [3-4 \(25\)](#)
- 8.9% [5-6 \(8\)](#)
- 2.2% ["Other" Answers](#)

Survey for amount of funds spent while visiting in El Dorado County & number of people spending funds



Tell Us About Your El Dorado Experience

15. Have you recommended visiting El Dorado County to anybody else?



FACEBOOK STATS across all Facebook pages

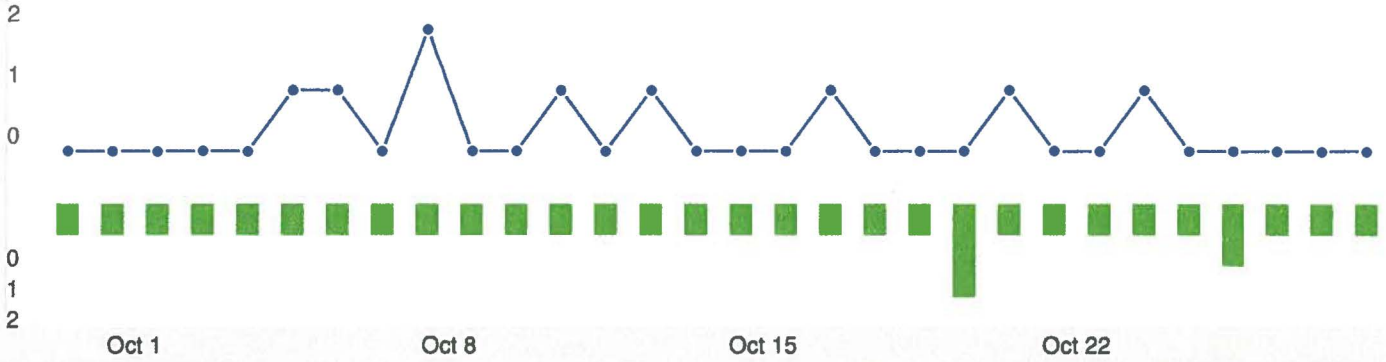


My Facebook Pages

315 Total Likes, and 19 people talking about this

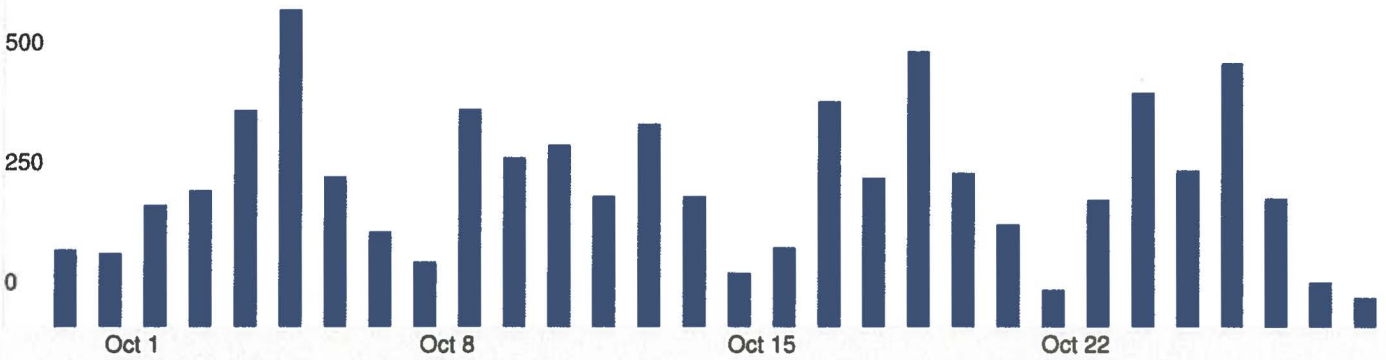
FAN GROWTH

New Fans 9 Unliked your Page 3



PAGE IMPRESSIONS

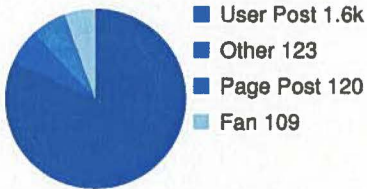
Impressions 7,230 by 1,989 users



IMPRESSIONS

BY DAY OF WEEK

AVG TOTAL



Day	Avg	Total
Sun	46.6	233
Mon	223.5	894
Tue	338	1.4k
Wed	305.8	1.2k
Thu	454	1.8k
Fri	270.3	1.1k
Sat	126.2	631

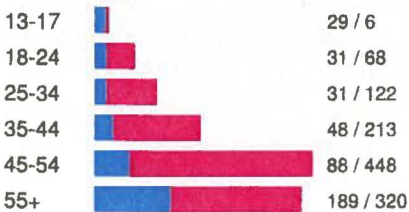
IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

TOP COUNTRIES

TOP CITIES



Country	Count
United States	1.6k
United Kingdom	9
Bosnia and Herzegovina	5
Australia	5
Italy	4

City	Count
Placerville, CA	329
Sacramento, CA	209
El Dorado Hills, CA	122
Cameron Park, CA	53
Folsom, CA	28

