

An aerial photograph of a lush, green forested valley. In the center, a white house with a grey roof is surrounded by a well-maintained lawn and a small vineyard. The forest extends to the hills in the background under a clear blue sky.

# El Dorado County Visitors Authority Year End Review

Presented by:  
Jody Franklin, Executive Director of Tourism

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.**

*Visit*  
**El Dorado**

# Marketing Highlights For the year

Plan your visit to El Dorado County.  
It's all here, all year.

Website Refresh

Added accessibility



Website Traffic +27%

183,478  
Unique  
Web Visits

Website Traffic Top 10

- |                    |                |
|--------------------|----------------|
| 1. Sacramento      | 6. Los Angeles |
| 2. San Francisco   | 7. San Jose    |
| 3. El Dorado Hills | 8. Folsom      |
| 4. No Location     | 9. Placerville |
| 5. Roseville       | 10. Reno       |

# Website Influence Study Highlights

The survey was given between **August 2020 and April 2021**  
still working through the COVID Pandemic

**2** Average travel party size

**19%** have children under the age of 18 in their travel party

**\$1,182** Estimated per party trip expenditure

**1.8** Average Length of Stay (nights)

**49%** Household Income 100K +

**94%** Rated Overall Trip Satisfaction excellent or very good

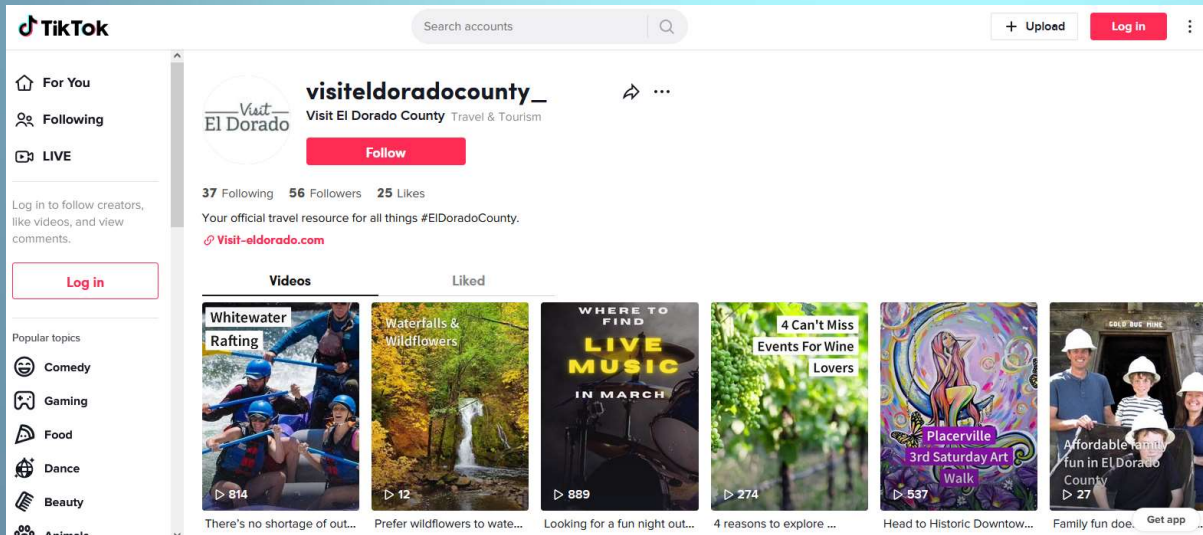
**48.5%** Rated Website as Very influential or Somewhat influential in their decision to visit El Dorado county

New Mobile App!

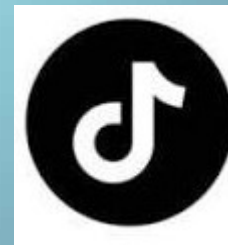
### Explore El Dorado County on the go with MOPO!

Find things to do in El Dorado County that match your interests with the new MOPO app!

Learn More

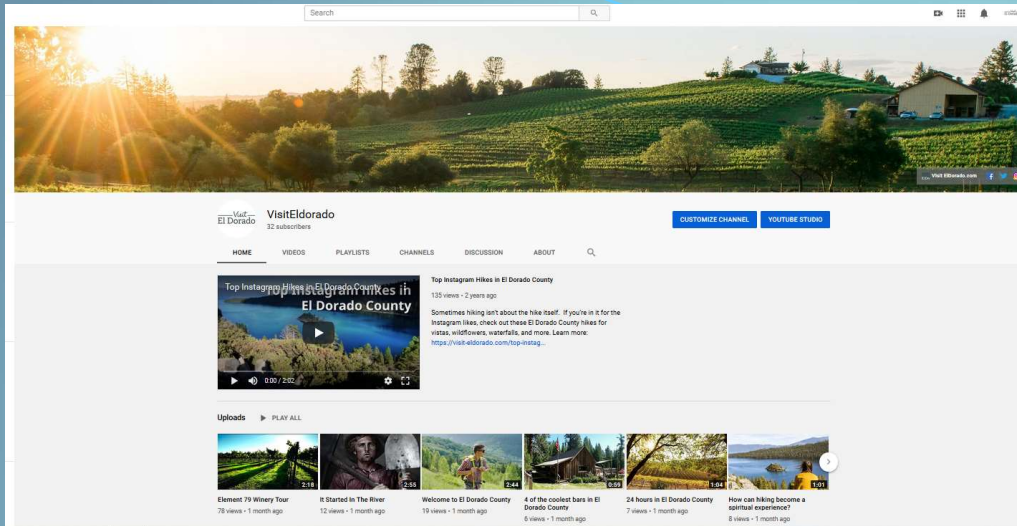


New Social Channel!



Utube views  
+18%

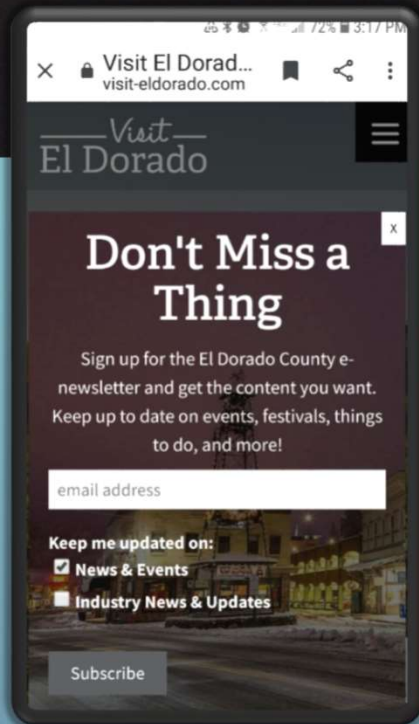
9,208 Utube Channel Views



Instagram  
+11%

10,500 Instagram Followers





Email Capture

1248

Travel Show

366

Advertising Leads

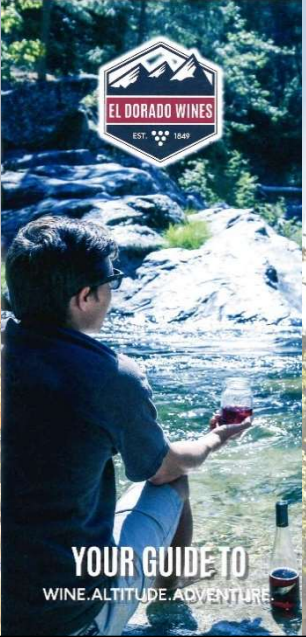
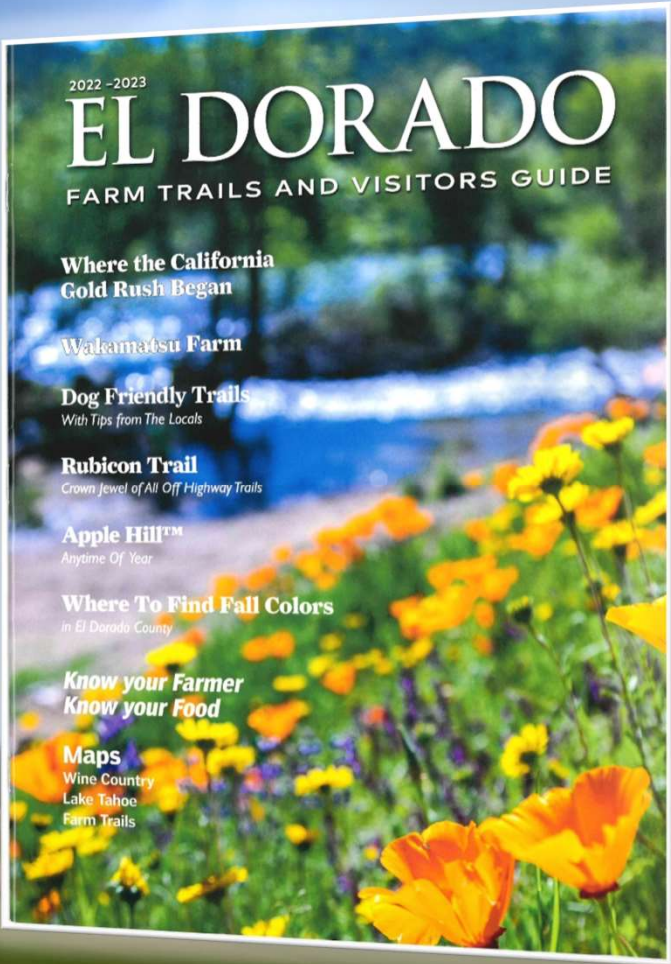
366

Total Leads

2357



*Produced & Distributed*  
**80,000**  
**El Dorado County Farm Trails  
 & Visitors Guide**



*Distributed Partner*  
*Collateral*  
**21,411**

*Visit*  
**El Dorado**



— Visit —  
El Dorado

EL DORADO COUNTY

**TOURISM  
SUMMIT  
2022**

*The Road to Recovery*

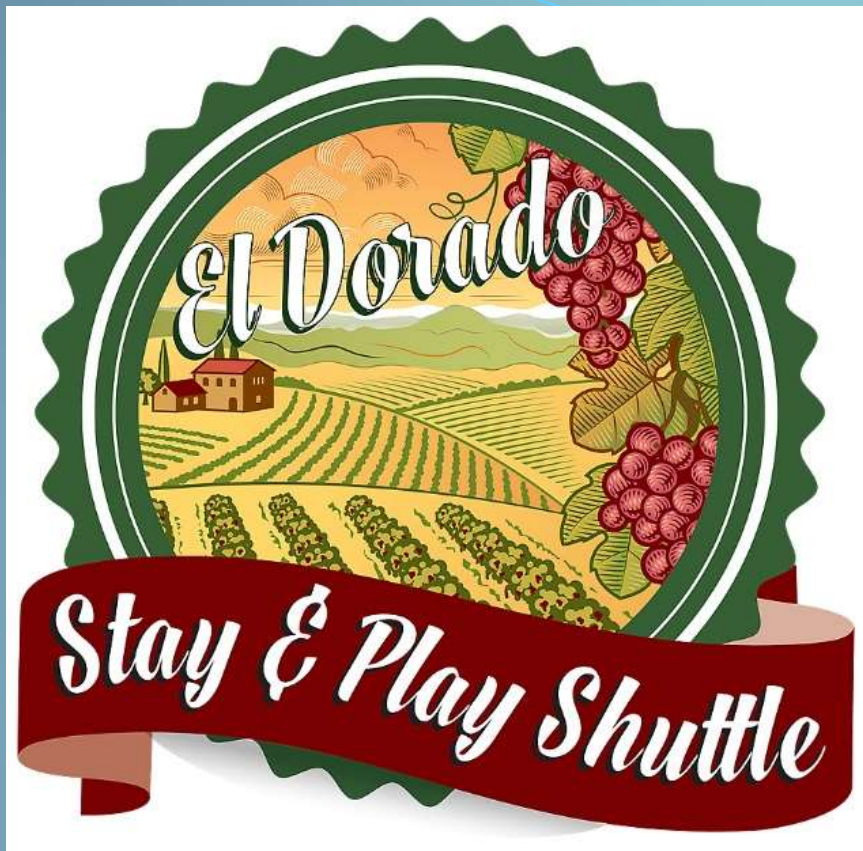
JANUARY 21ST | HOLIDAY INN EXPRESS  
EL DORADO HILLS, CA



**Tourism Industry  
Connect**  
 April 12, 2022 @ 6pm  
 @ SIERRA RIZING BAKERY & COFFEE HOUSE  
 HOSTED BY  
 THE DIVIDE CHAMBER &  
 COLOMA LOTUS BUSINESS COUNCIL

Tourism  
Industry  
Connect

DON'T MISS THIS OPPORTUNITY  
**Save The Date**  
 September 16, 2021  
 HOSTED BY  
 THE APPLE HILL GROWERS ASSOCIATION



Leverage Investment

2021

675 Passengers

561 Room Nights



Funded by a grant from the El Dorado County

Air Quality Management District

# **El Dorado County Visitors Authority ROI**

# **254%**

**On the Editorial Value Alone**

**Does not include : Leveraged Coop Advertising \$  
Trackable Individual Spending  
Online Values – impressions, blogs, etc.**

**Daily Economic Impact: \$112**

**Overnight Economic Impact: \$140**

**International Overnight: \$168**

**\*\*Standard Destination Marketing Performance Reporting Model and the Rural Advertising and marketing conversion study implemented by Visit California to determine ROI where appropriate**



# Road to Recovery

*Support & Embrace the Community*

*Emphasize Responsible Travel Code*

*Educate Residents & Visitors*

*Celebrate our Culture*

*Amplify the efforts of our partners*



# Thank you!

Jody Franklin

530-621-5885

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