



EL DORADO COUNTY VISITOR'S AUTHORITY 2010 - 2011 Year End Report

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at Board Hearing of 11/15/11



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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.

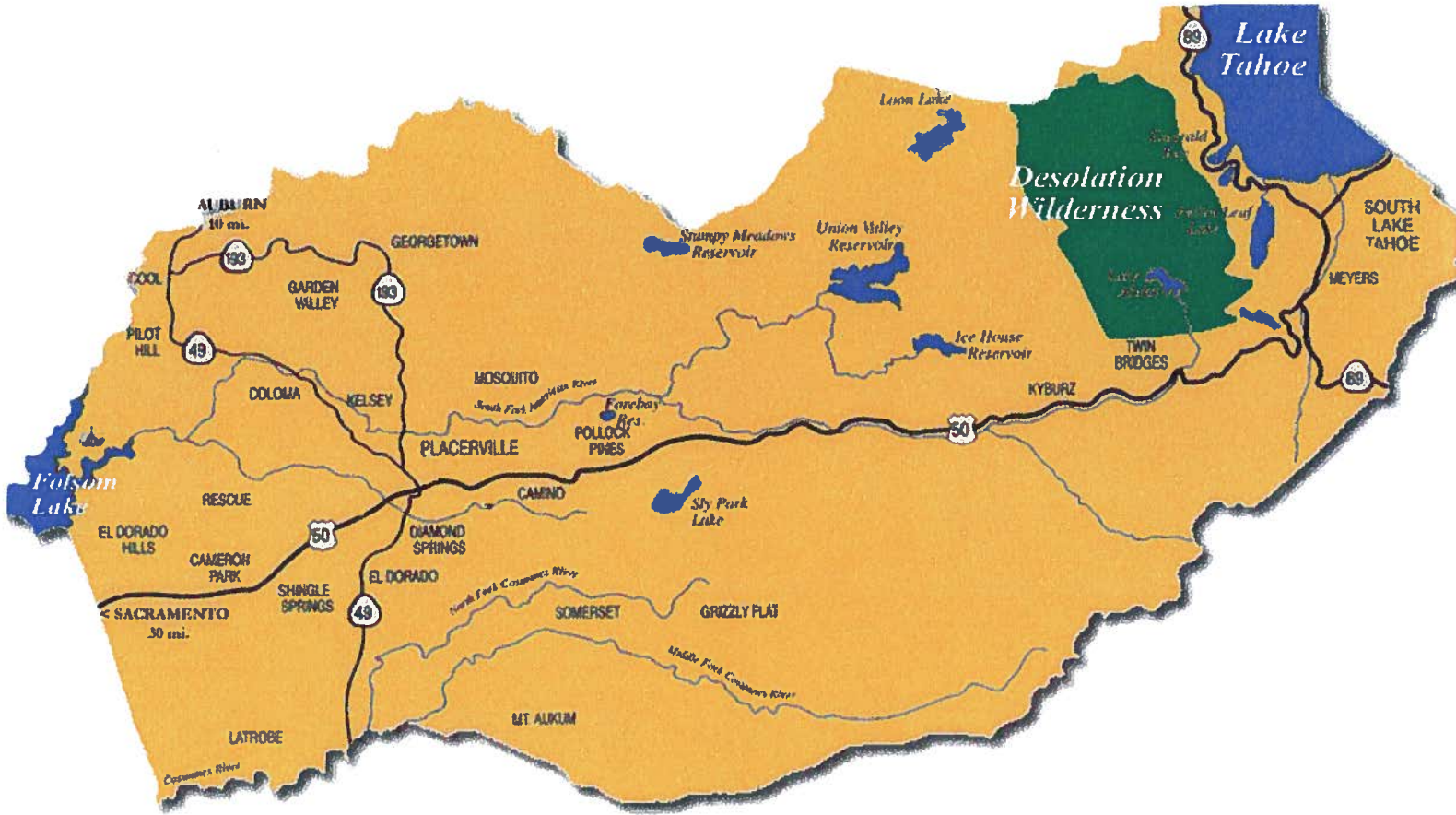


Who Are We?

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

2705 visitor center walk ins

3713 Tourism Related Phone Calls

6175 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

41,022 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.

5,737 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 - given to a 20% sample of individuals requesting the El Dorado County Visitors and Farm Trails Guide sent to them. Results reflect a 2 percent response rate.

47 percent said they requested a guide because they were planning a trip to the area.

34 percent said they requested a guide because they were curious about the area.

60 percent said they were planning a trip in the next 6 months

22 percent they were planning a trip in the next month

46 percent said Historic Sites most interested them about EDC

22 percent said Outdoor Adventure most interested them about EDC

13 percent said Wine Country

85 percent said Family Vacation was the type of trip they were taking

47 percent said 4 or more travel party size

47 percent said 2-3 travel party size

66 percent travel by car

19 percent travel by air

9.5 percent RV/motor home



Website

42,712 Unique Web visits from 95 different countries – an increase of 1.03 percent

10 newsletters sent to database of 5,127 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

35 Updated Media Kits sent with fresh story ideas, images and content.

97 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.

41 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
7 groups booked generating \$44,828.00 in economic impact

State Fair

Design and Build - El Dorado County Exhibit for display at the 2011 California State Fair – This year’s exhibit highlighted the Historic Wagon Train 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.

65 Volunteers State Fair Booth – 12 of them new

Events

Created new event “El Dorado Epicurean,” a county wide progressive dinner to showcase El Dorado County’s Restaurants. Attendance exceeded goal by 20%. An online survey of attendees revealed the success of the event.

- 75% Quality of their meals was excellent
- 83.3% Quality of their service was excellent
- 100% Would be interested in participating again

Expanded existing event “Cowboys & Cornbread” featuring the Hangtown Harmonica Championship.” Attendance exceeded last year by 500%. Expanded partnerships, changed venue and incorporated sponsorships.

New Visitor Segment

Identified new visitor segment and created diversified, cooperative **dog friendly** campaign leveraging \$9000 in collaborative marketing. This campaign targeted new visitor segments and will continue to educate them about the benefits of choosing El Dorado County for their next vacation.

New product development – Unveiled a three-year promotional plan to introduce the Wakamatsu Tea & Silk Colony and Gold Hill Project to the international as well as domestic traveler. This plan attracts the Japanese visitor, a previously unexplored visitor segment.



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.

\$250,000 - Leveraged funds in cooperative advertising by utilizing matching grants and regional contributions. These opportunities arose as a result of those partnerships.

Community Outreach

8 groups addressed focusing on benefits of tourism in our county

60 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 \$10 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.

RETURN ON INVESTMENT

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 return on investment for the county has traditionally been determined by calculating leveraged dollars. In the 2009 -2010 budget year the VA is offering additional means to measure ROI to El Dorado County. The Visitors Authority will utilize the Standard Destination Marketing Performance Reporting model and, upon completion, will take advantage of the "rural advertising and marketing conversion study" implemented by California Travel and Tourism Commission to determine specific program ROI measure where appropriate. ROI is calculated using the established standard industry benchmarks below.

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

Online Marketing Efforts - Create a Cost Per Click Throughs (CTRs) for email newsletters by dividing the cost of sending the monthly newsletter by the number of CTRs generated. Will also be used to calculate Cost Per Open Rate for all opened newsletters. VA will implement a website conversion study to determine the number of users who click through to the VA website from the various online efforts.

Advertising- Create a Cost Per Inquiry (CPI) by dividing the cost of the ad by the number of reader service leads received. Conduct an advertising conversion study to determine if ads encouraged target segment to actually book a trip to El Dorado County. Within study, determine travel spending generated by actual visitors to estimate ROI

Public Relations - Create a CTR for email broadcasts 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 as well.

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.

Promotions- Create CTRs 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.

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.

Strategic Partners - Create unique URLs for all cooperative marketing programs in order to track number of responses. Create a Cost Per Visitor Information by dividing the cost to distribute information by the amount of distributed information.

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. The VA will present an annual ROI analysis to the Board of Supervisors.