

An aerial photograph of a vineyard in El Dorado County, California. The vineyard is the central focus, showing neat rows of grapevines on a hillside. Surrounding the vineyard are lush green forests, a small cluster of buildings, and a road. In the far background, there are rolling hills and mountains, some with patches of snow under a clear blue sky.

# **EL DORADO COUNTY VISITOR'S AUTHORITY 2012– 2013 Year End Report**

**Presented by:  
Jody Franklin, Director of Tourism**



# **EL Dorado County Visitors Authority**

## **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.**



# 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
- El Dorado Hills Chamber/  
CA Welcome Center
- Christmas Tree Growers
- EDC Farm Trails
- Fair Play Winery Assn.
- Fair Play Marketing Grp.
- SS/CP Chamber
- CEDAPP
- EDC Fairgrounds
- Gold Bug
- Eldorado Natl Forest
- El Dorado Arts Council
- South Shore Chamber
- Coloma/Lotus Chamber
- 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.



# Program Objective



Create a multi-layered, market-focused, market-driven program  
tourism promotional plan that leverages county promotional fund



# 2012 - 2013

## Objectives

1

- **Continue to create visitor related economic impact for El Dorado County**

2

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

3

- **Leverage cooperative programs & encourage community involvement & support**

4

- **Evaluate return on investment (ROI) and measure on major programs**



# 2012 - 2013

## Distribution

**Produced: 125,000 visitor guides**

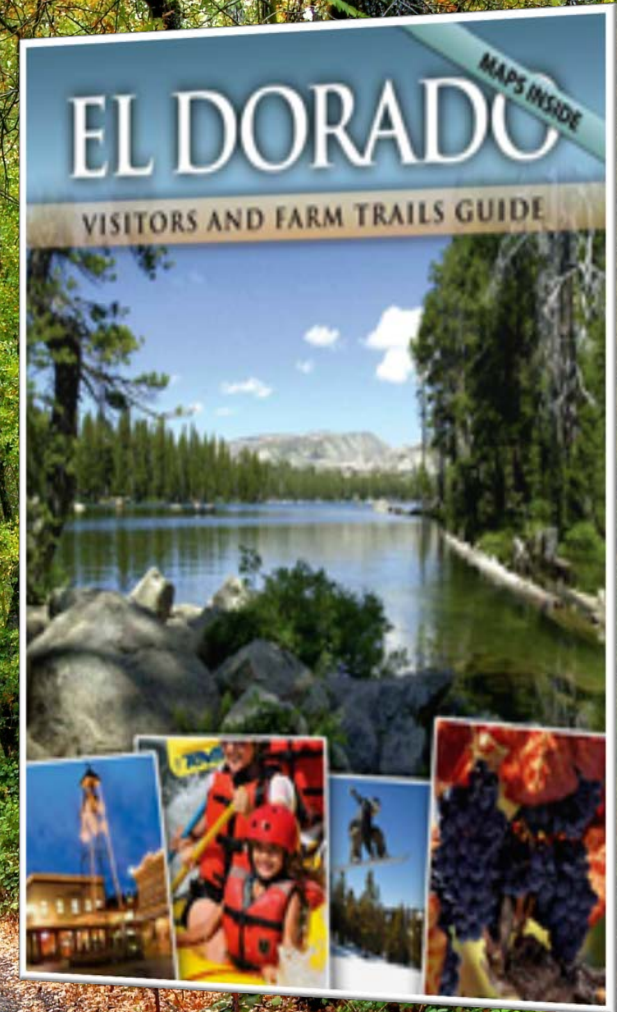
**Delivered: 118,427**

**Delivered Partner Collateral: 75,180**

## 2792 leads

- Online campaigns
- GCVA Partnerships

On average 300 Visitors Guides mailed each month to those requests and others.



1

• Create economic impact

2

• Attract New & Repeat Visitor

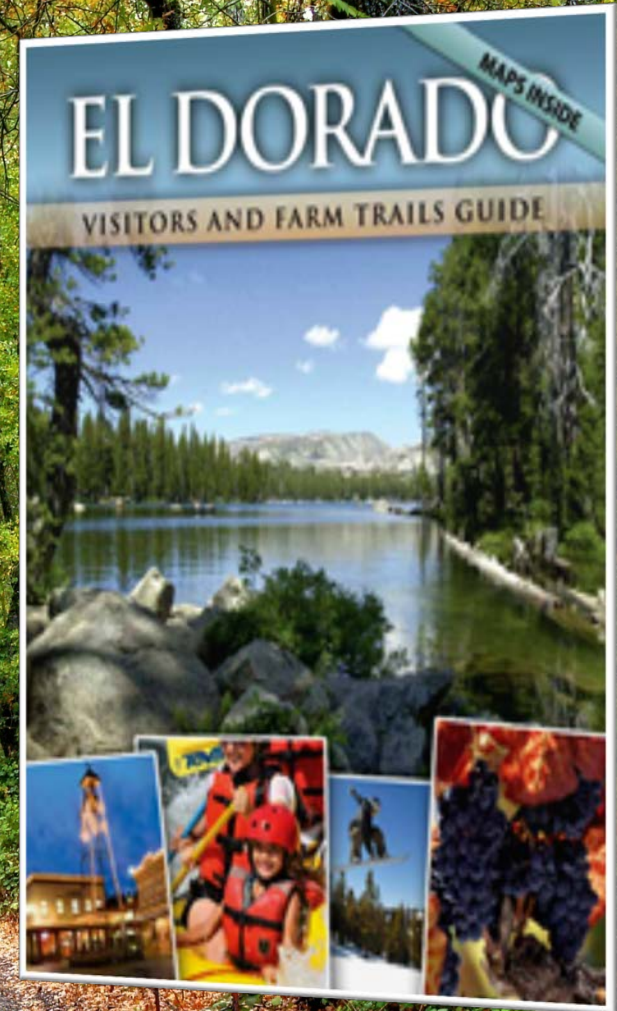


# 2012 - 2013

**47,663 Unique Web Visits  
from 111 countries**

**Top International web visitors Canada, UK,  
Germany, India, Australia**

**Walk In Visitors: 2,614**



1

• Create economic impact

2

• Attract New & Repeat Visitor

1336247022



# COWBOYS CORN BREAD

FEATURING THE HANCTOWN  
HARMONICA CHAMPIONSHIP

**JULY 21<sup>ST</sup> · 11AM TO 5PM**

EL DORADO COUNTY FAIRGROUNDS · PLACERVILLE, CA

WWW.COWBOYSANDCORNBREAD.COM · 800 457-6279



## FEATURING

- MUTTON DUSTIN'
- CHILI COOK OFF
- COWBOY POETRY
- LIVE MUSIC BY KALLIE O'BRYAN & JOHNNY D
- COWBOY COUNTRY
- 2ND CALIFORNIA CALVART LIVING HISTORY
- BLACKSMITH DEMONSTRATIONS
- CHECKWAGON BBQ - SOUS, WINE, & MOONSHINE
- HORSESHOE TOURNAMENT
- GOLD PANNING
- KIDDY CORRAL
- SHOOTIN' OLD KANSAS CITY BGA COMPETITION
- RANCH SORTING COMPETITION
- CORNBREAD & SALSA COMPETITION
- STAGE COACH RIDES
- AND MORE!

## SPONSORED BY...

El Dorado

11th Ave

1 • Create economic impact

2 • Attract New & Repeat Visitor

\*CHECK OUT THE OFFERINGS & CORNBREAD STAY & PLAY WEEKEND SPECIALS ONLINE

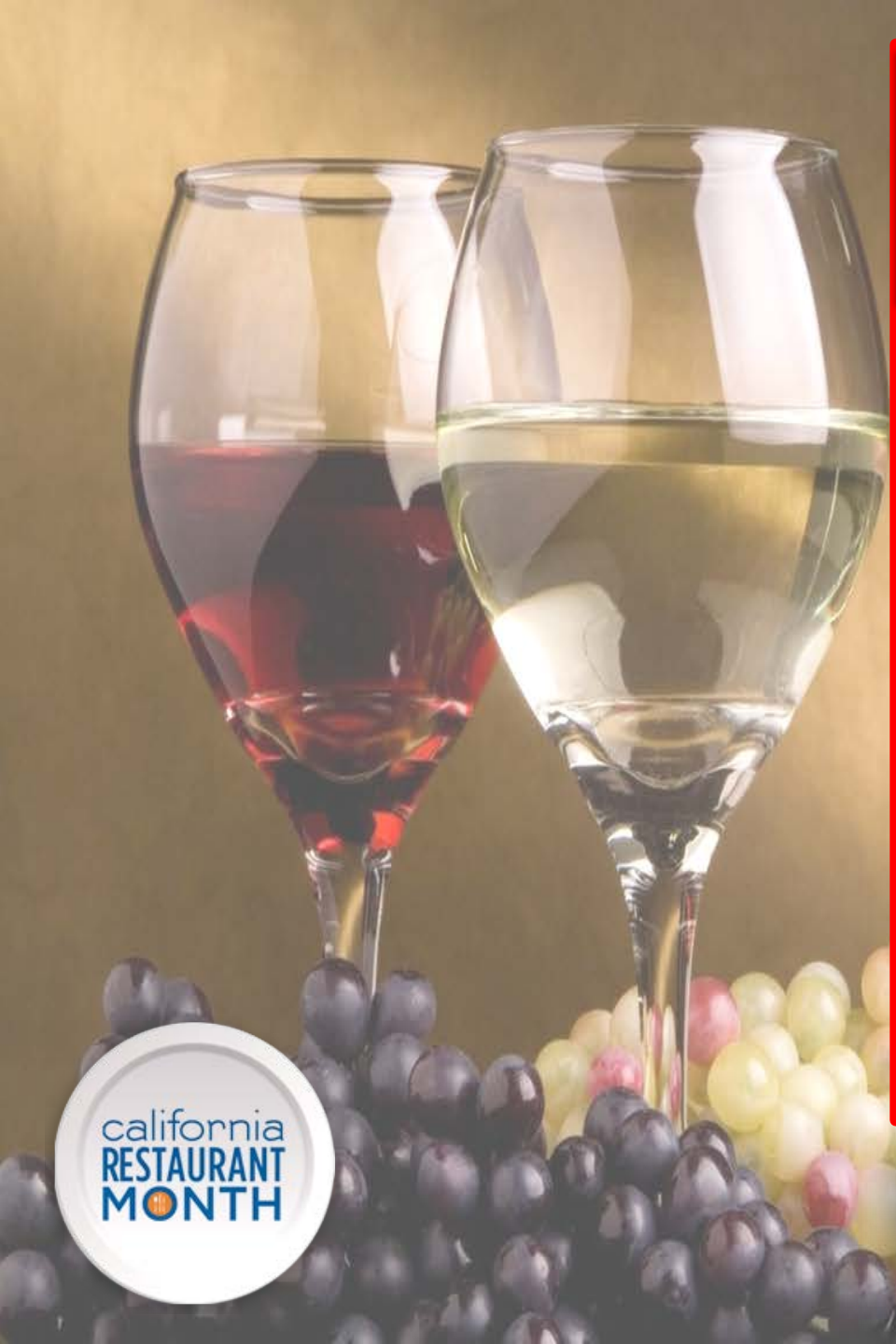
- Partnership
- EDC Fairgrounds
- On air & location broadcasts with 101.9
- Added events targeting families
- Introduced group to event
- 82 Volunteers

**220% increase  
in attendance**



13-1362 A 8 of 22





- Doubled # of itineraries (13)
- Added vegetarian choices
- 77% Rated quality of meals excellent
- 86% Rated quality of service excellent
- 100% Would participate again

**27 - Restaurants**

**4 - Wineries**

**3 - Bakery/Chocolate Shops**

**4 - Bed & Breakfast Inns**

1

• Create economic impact

2

• Attract New & Repeat Visitor

11/13/23 19 of 23



1

- Create economic impact

2

- Attract New & Repeat Visitor

22

Media visits

## Public Relations Outreach

- **Conducted our 3rd Familiarization (FAM) tour**  
Whitewater Media Day– provided 2 day 1 nights lodging & adventure attractions. Gold Bug Mine, Marshall Gold Discovery State Historic Park and ½ day whitewater rafting trip. Dinner highlighting local wine and farm fresh produce.
- **Increased Media Contact list by 215%** year over year
- **Next Year Food & Wine FAM tour**  
In collaboration with El Dorado Winery Assoc.
- **2013/2014 Host Travel Bloggers FAM**



2

- Attract New & Repeat Visitor

# El Dorado Stay & Play Shuttle

➤ Both event  
& lodging  
must be  
EDC

➤ Minimum  
15 room  
nights at one  
lodging

➤ VA \$5,000  
Welcome  
Center  
\$2,500

**Total Economic  
Impact \$134,708**



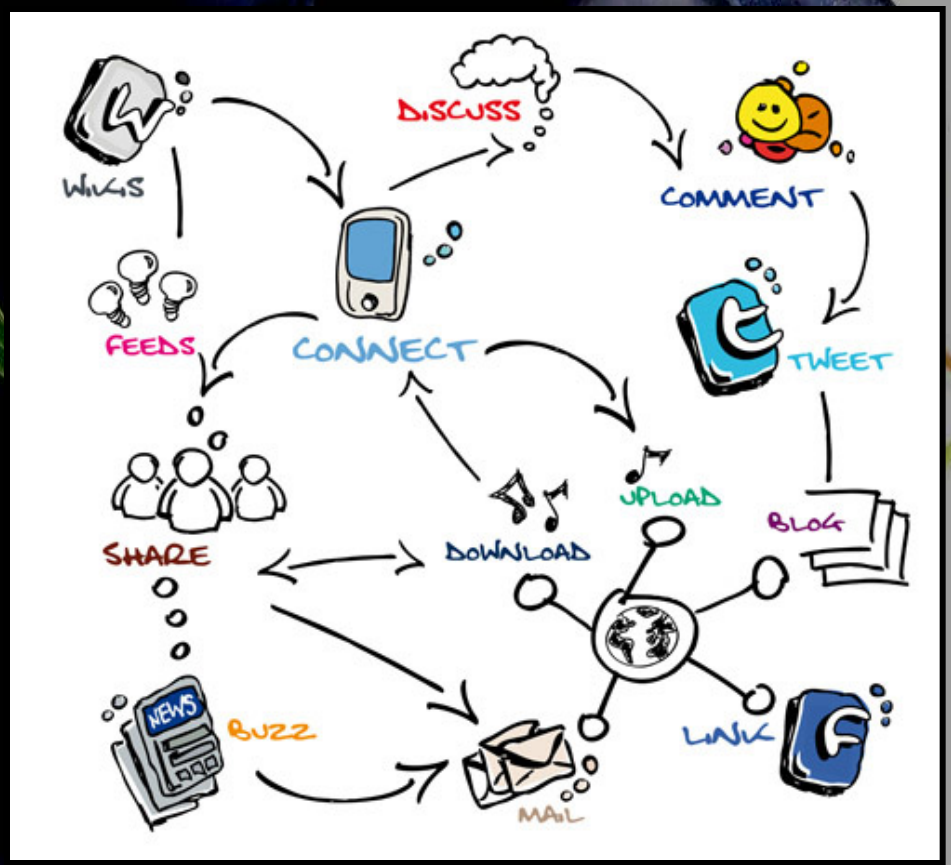
1  
2  
3  
4

- Continue to create visitor related economic impact for El Dorado County
- Target/Attract New and Repeat Visitor Segments to El Dorado County
- Leverage cooperative programs & encourage community involvement & support
- Evaluate return on investment (ROI) and measure on major programs

# Connecting the Dots



# Online Analysis Social Media Strategy





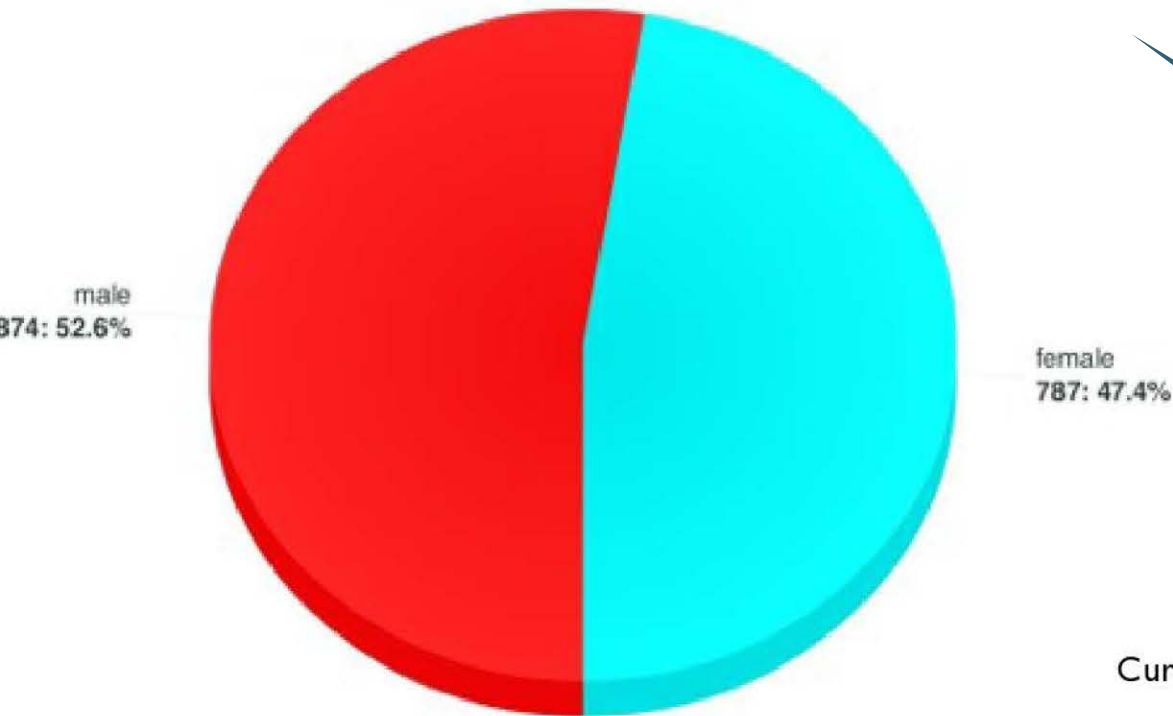
# Current audience (based on Google Analytics)

**Website vs Social  
visiting site vs. talking online**

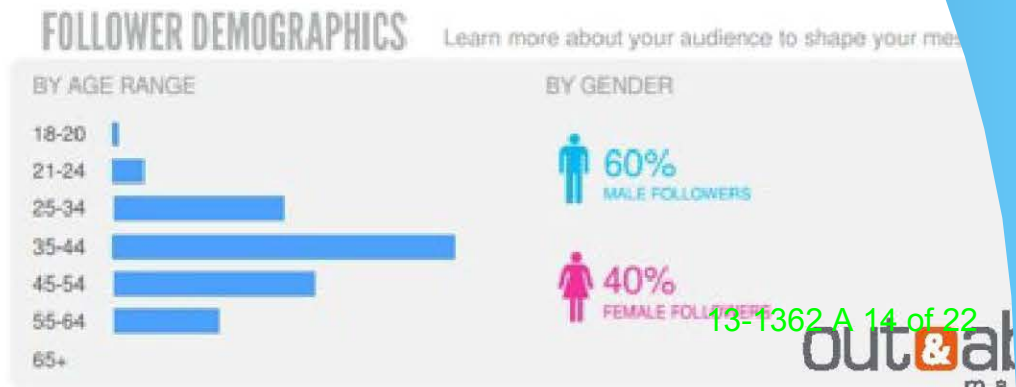
	↓	Pages / Visit ?	Avg. Visit Duration ?	% ?	Bounce Rate ?
	<b>41,158</b>	<b>2.25</b>	<b>00:01:43</b>		<b>52.89%</b>
	% of Total: 76.52% (53,768)	Site Avg: 2.25 (0.26%)	Site Avg: 00:01:43 (0.44%)	Site Avg: 83.16%	Site Avg: 53.85% (-1.78%)
1. Sacramento	8,329	2.38	00:01:50		51.60%
2. San Francisco	4,597	2.00	00:01:27	83.6%	
3. El Dorado Hills	2,876	2.14	00:01:34	78.44%	
4. Placerville	2,670	2.16	00:02:20	61.35%	
5. Los Angeles	1,314	2.02	00:01:41	85.62%	
6. Shingle Springs	1,034	2.06	00:01:32	79.21%	
7. Roseville	969	2.22	00:01:21	87.00%	
8. San Jose	888	2.53	00:01:54	87.27%	
9. Folsom	814	2.18	00:01:27	82.56%	
10. Rancho Cordova	748	2.18	00:01:25	83.16%	



# Audience by gender



Current demographics of followers



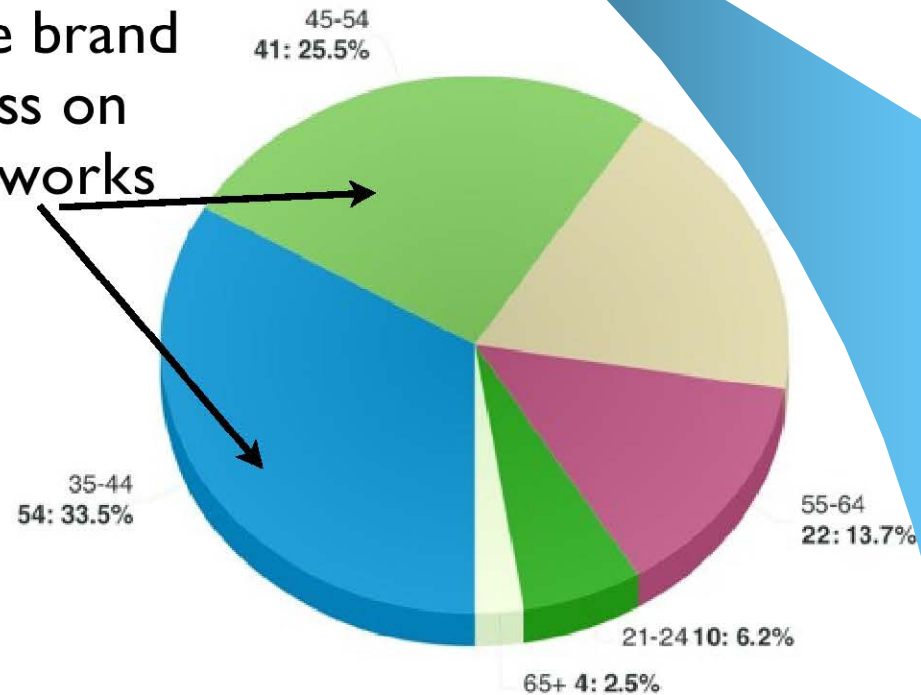


# Who are we talking to (35-54 years old)

- California in general
- Sacramento
- San Francisco
- Sausalito
- Saint Helena
- San Francisco
- Roseville

## Audience by age group

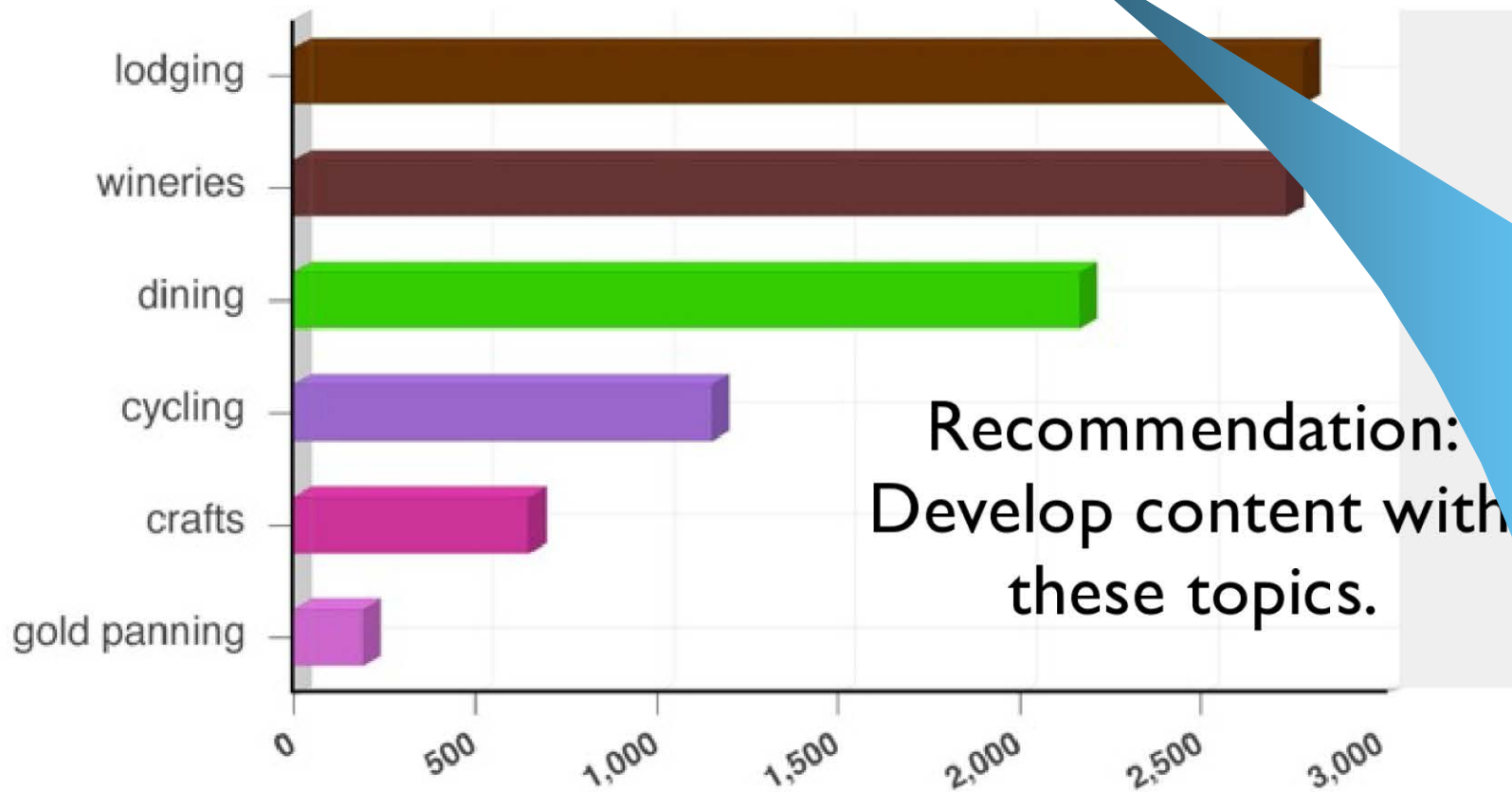
Biggest potential  
to increase brand  
awareness on  
social networks



Although baby boomers were identified as a major factor, we should reach out to 35-54 age group as well.

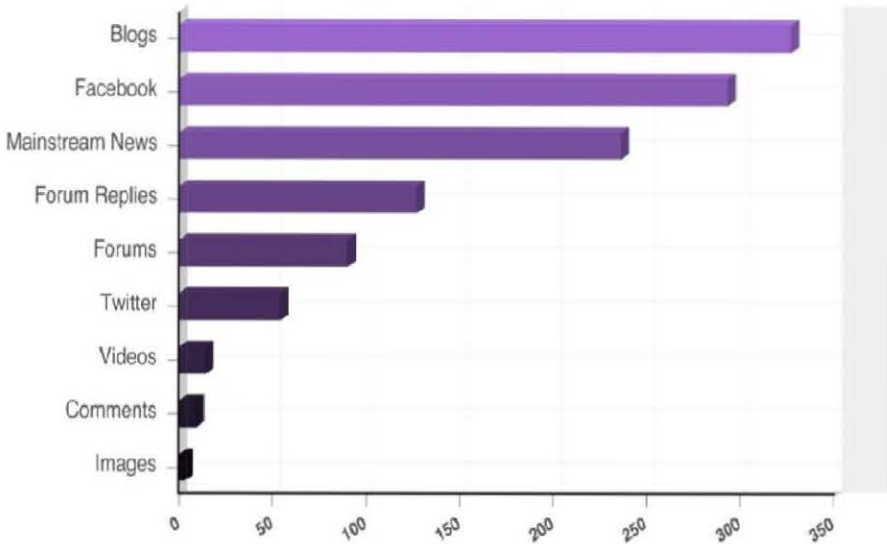


# Current conversations breakdown by topics

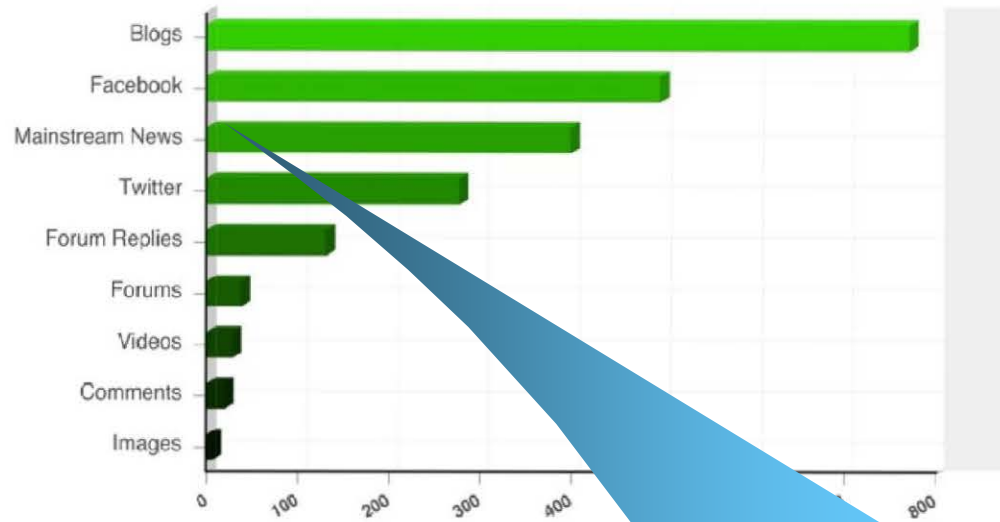




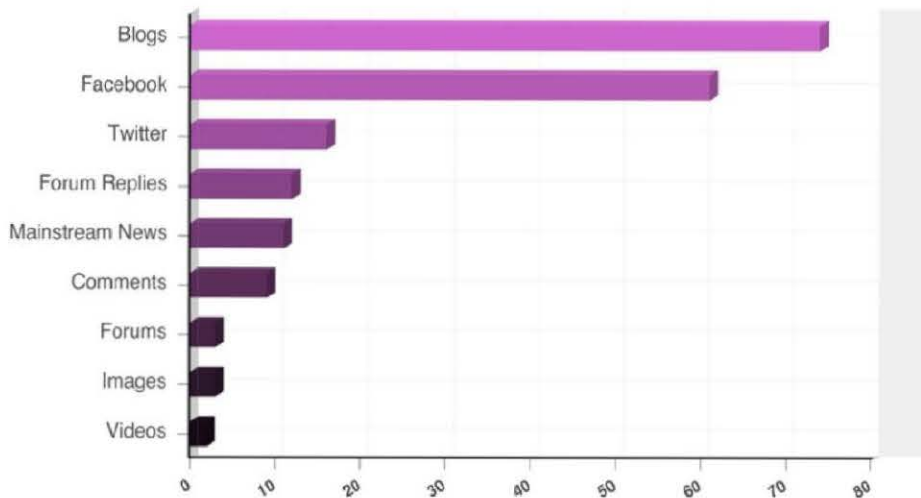
# Topic: Cycling



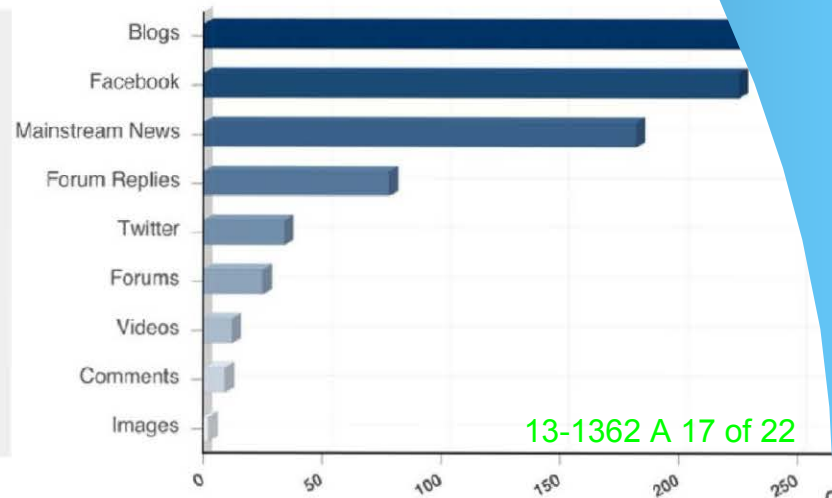
# Topic: Dining



# Topic: Gold Panning

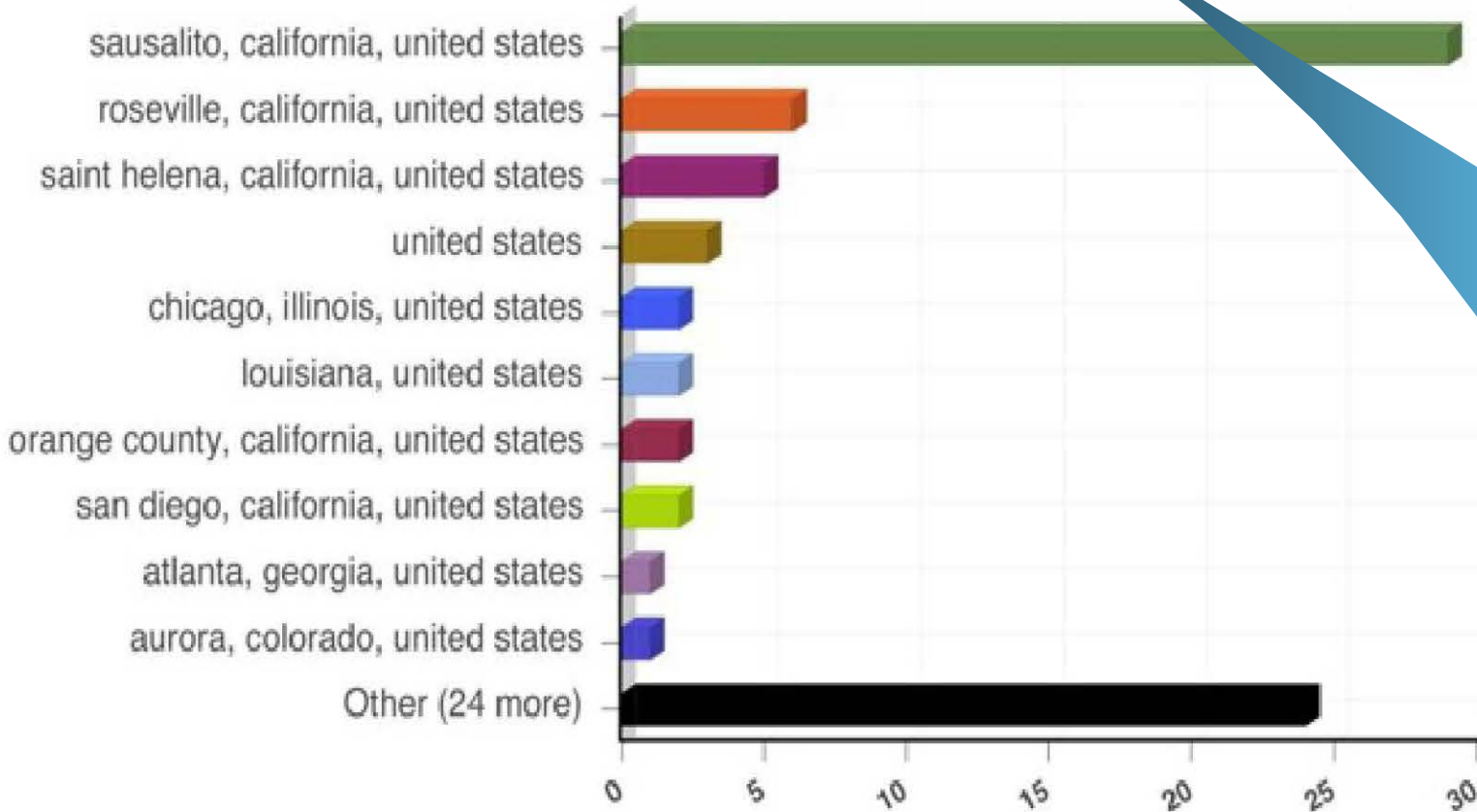


# Topic: Outdoor a





# Topic: History



Insights for 8:32 AM (Mar 17) to 5:30 PM (May 12)



# 2012-2013



- Evaluate return on investment

**El Dorado County Visitors Authority produced more than \$19.51 for every \$1 invested by El Dorado County**

**Daily Economic Impact: \$112**

**Overnight Economic Impact: \$147**

**International Overnight: \$160**

**Leveraged Coop Advertising \$, Trackable Individual Spending, Editorial Value**

**Conservative Estimate: Does not include Broadcast media, Indirect Spending, Online Values i.e. blogs, social media, impressions etc.**

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



# 2013 - 2014



Website Update

Incorporate Social Media  
Strategies

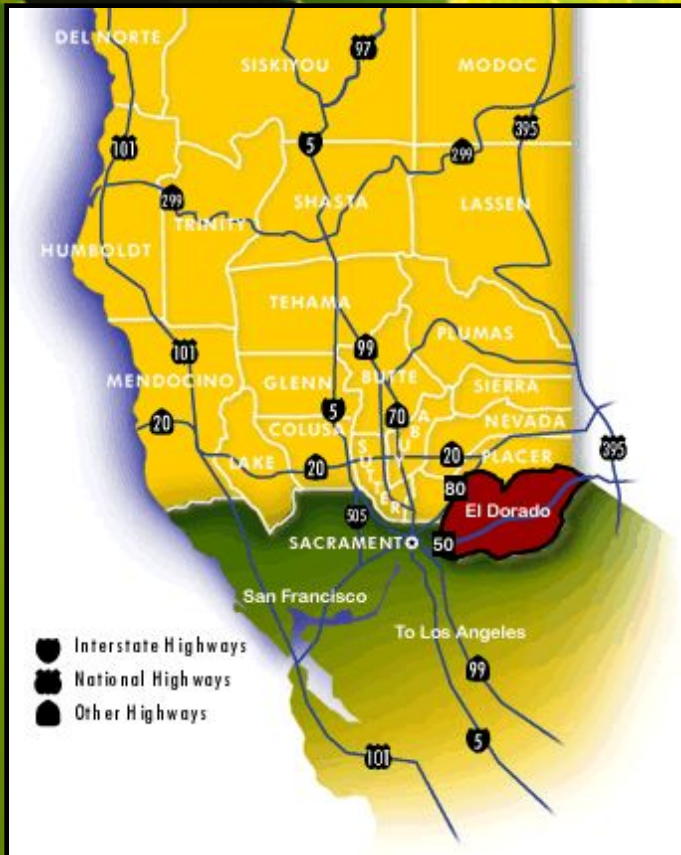
Dedicated comprehensive dog  
friendly page

Dedicated Student & Leisure  
Group Travel landing page

Grow Cowboys & Cornbread

Develop Strategy for World  
Gold Panning Championships  
2016

Build promotional campaign  
for cycling











# Thank you!

**Jody Franklin**

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