



# El Dorado County Visitors Authority Year End Review

Presented by:  
Jody Franklin, Executive 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.**



Associations

Individual

Business

Inspiration



Planning



Transaction



# 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 Winery Assoc.
- EDH Chamber/  
CA Welcome Center
- Christmas Tree Growers
- EDC Farm Trails
- Fair Play Winery Assn.
- CEDAPP
- EDC Fairgrounds
- Gold Bug Park & Mine
- SS Tribe/Red Hawk Casino
- Rafting
- Arts & Culture El Dorado
- South Shore Chamber
- Coloma/Lotus Chamber
- Placerville Downtown Assoc.
- Historical Museums & Sites
- Apple Hill Growers Association
- Lake Tahoe Visitors Authority
- The Divide Chamber
- Lodging
- EDC Chamber
- Gold Discovery Park Assoc.
- Marshall Gold Discovery SHP

# 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.**



# Marketing Highlights For the year

SPRING IN WINE COUNTRY

# Visit El Dorado County

Spring is a perfect time to explore El Dorado County's unique and diverse wineries. It's one of California's oldest wine-producing areas, and today it offers outstanding value, taste, and variety with frequent opportunities to meet the winemakers and owners.

Visit Wineries

El Dorado Wine Passport Weekend



81,655  
Unique  
Web Visits

Website Traffic +37%  
Engagement +10%

## SPRING IN WINE COUNTRY

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Visit Wineries

El Dorado Wine Passport Weekend



# Website Traffic Top 10

1. Sacramento
2. San Francisco
3. El Dorado Hills
4. Roseville
5. Placerville
6. No location
7. Cameron Park
8. Folsom
9. Reno
10. South Lake Tahoe



Search



Visit El Dorado VisitEldorado 32 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

### Top Instagram Hikes in El Dorado County

135 views · 2 years ago

Sometimes hiking isn't about the hike itself. If you're in it for the Instagram likes, check out these El Dorado County hikes for vistas, wildflowers, waterfalls, and more. Learn more: <https://visit-eldorado.com/top-instag...>

Uploads ▶ PLAY ALL

Video Title	Duration	Views	Time Ago
Element 79 Winery Tour	2:18	78 views	1 month ago
It Started In The River	2:55	12 views	1 month ago
Welcome to El Dorado County	2:44	19 views	1 month ago
4 of the coolest bars in El Dorado County	0:59	6 views	1 month ago
24 hours in El Dorado County	1:04	7 views	1 month ago
How can hiking become a spiritual experience?	1:01	8 views	1 month ago

3,061  
Utube  
Channel  
Views

Utube views  
+173%



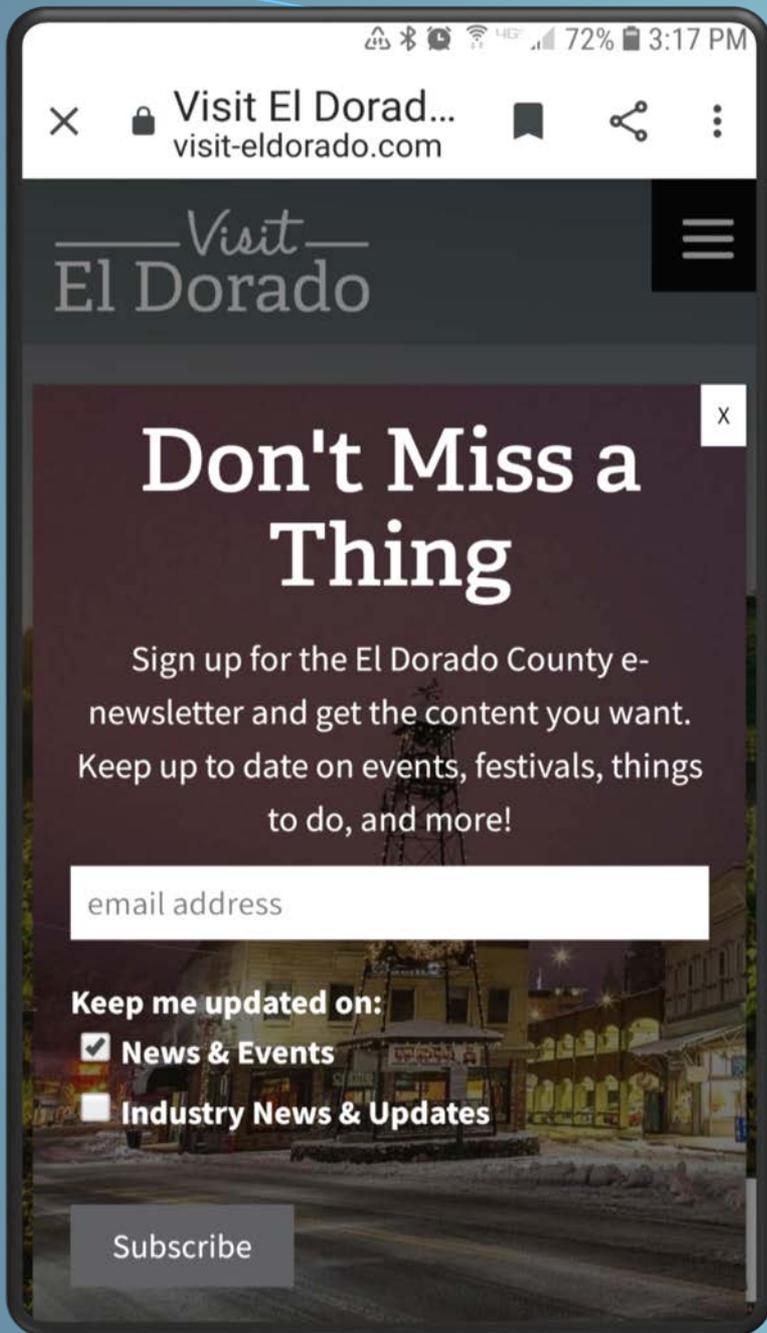
## Happening Now @visiteldorado

Tag #eldoradocounty on Instagram and we'll share our favorites!



4,856  
Instagram  
Followers

Instagram +72%



1,651  
email capture

Email +320%

# El Dorado County

CALIFORNIA'S 1<sup>ST</sup> ROAD TRIP

1,469  
Sales Leads



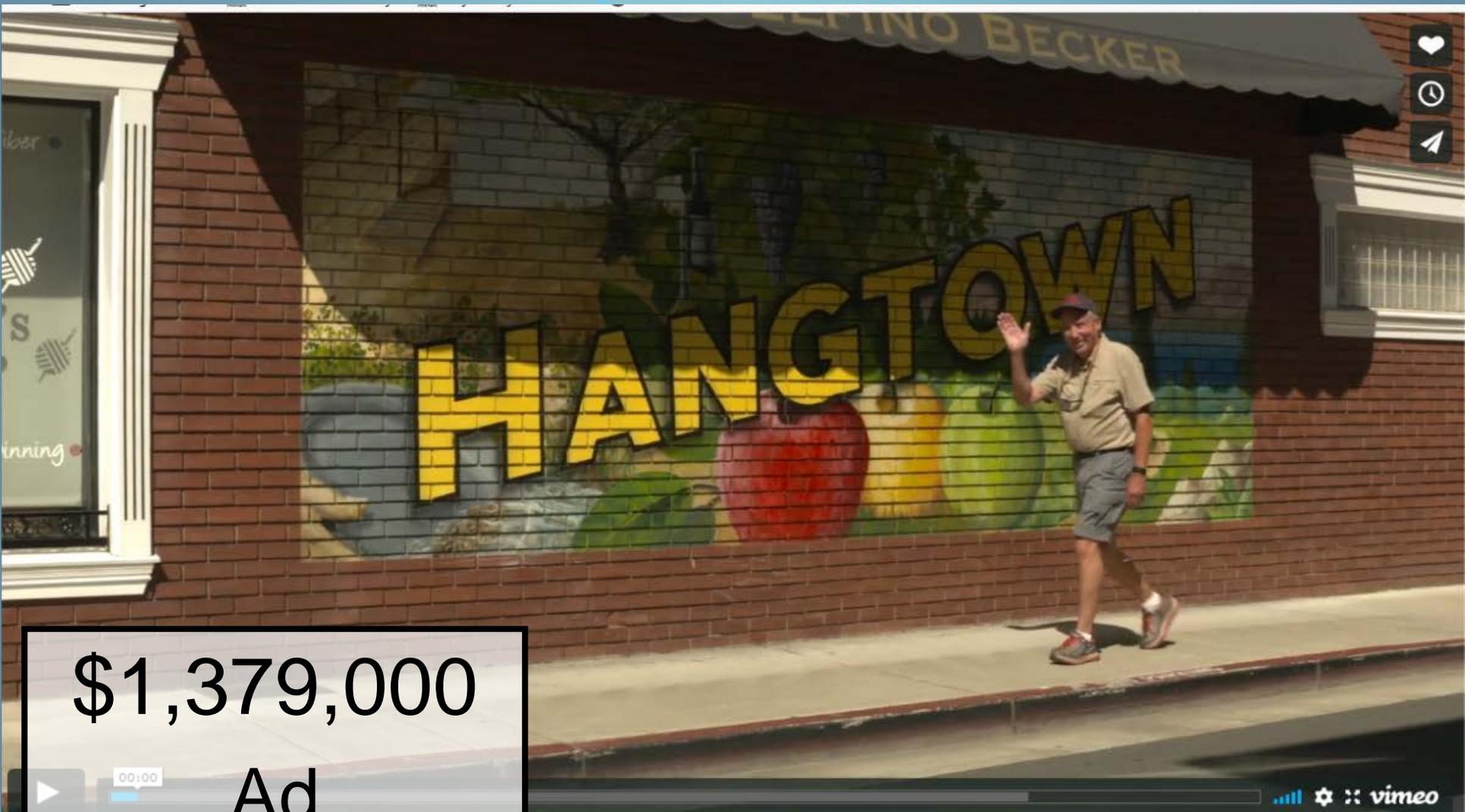
Leads +116%

9<sup>th</sup> ANNUAL  
**TRAVEL & ADVENTURE SHOW.** SF/BAY AREA  
MARCH 23-24, 2019  
GALILEO CLARA CONVENTION CENTER  
WWW.TRAVELSHOWS.COM

**RESULTS - EVENT SUMMARY**

1 Travel and Adventure Show 2 Travel Adventure 3 Travel Adventure

# PBS Show “Walkin’ California” Features Placerville



\$1,379,000

Ad

Equivalency

PR + 166%

Visit  
El Dorado

# PBS Show “Walkin’ California” Features Placerville



This show is now being seen in  
44% of American Households

— Visit —  
El Dorado

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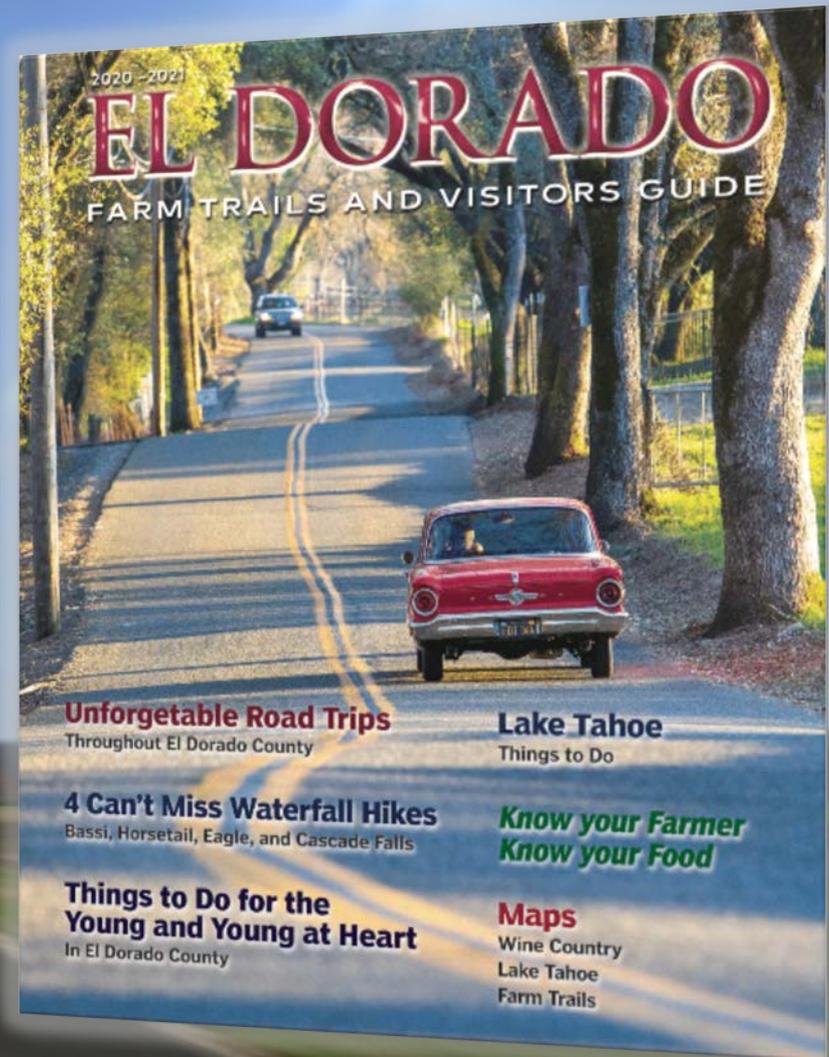


# Partners in Print

*Produced & Distributed*

**80,000**

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



— Visit —  
**El Dorado**

20-0731A-10-01-20

**Delivered Partner  
Collateral: 31,640**



— Visit —  
**El Dorado**



# Partners in Person



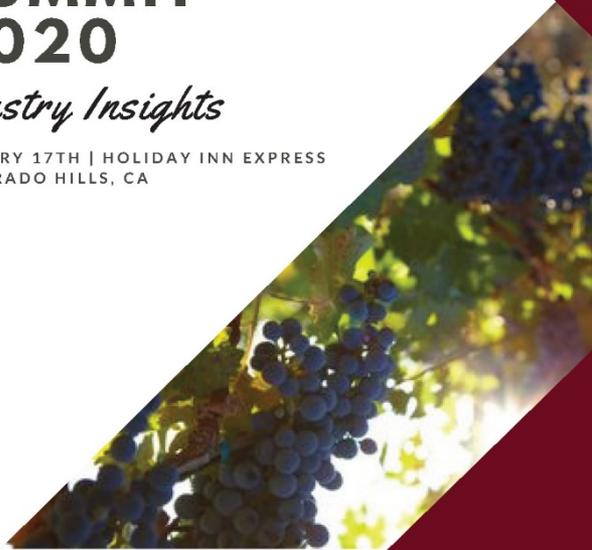
— Visit —  
El Dorado

EL DORADO COUNTY

**TOURISM  
SUMMIT  
2020**

*Industry Insights*

JANUARY 17TH | HOLIDAY INN EXPRESS  
EL DORADO HILLS, CA



**WINERY**

DON'T MISS THE NEXT

**Tourism Industry Connect**

**March 10, 2020**

HOSTED BY  
THE EL DORADO COUNTY FARM TRAILS ASSOCIATION

# Tourism Industry Connect

*Hosted by the Placerville Downtown Association.*

**TOURISM INDUSTRY  
CONNECT**

**SAVE THE DATE**

**September 10, 2019**

**5:30 - 7pm**

**In the Courtyard**  
next to the Cary House Hotel



# Leveraging Investment



2020  
**FORK IN THE ROAD**

**8 Amazing Restaurants  
8 Exclusive Offers  
31 Days**

*California*  
**RESTAURANT  
MONTH**

**Visit [ElDorado.com/fork-in-the-road](http://ElDorado.com/fork-in-the-road)**

*Visit*  
**El Dorado**

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© Courtesy of Marianne Photography

One of the state's original counties, **El Dorado** served as the epicenter of the California Gold Rush. Millions of visitors still flock to the region to **pan for the shiny stuff**, but its eating options have come a long way since the days of salted beef and campfire bread. Today, Highway 50 serves as a corridor for some culinary hidden gems, many of which can be found right off the freeway. Throughout January, El Dorado visitors are invited to explore seasonal bites and special offers during the monthlong **Fork in the Road** celebration.



SEE MORE FROM CALIFORNIA RESTAURANT MONTH

- [OTHER EVENTS NEARBY >](#)
- [CALIFORNIA RESTAURANT MONTH HOME >](#)
- [SIP WINE IN THE GOLD COUNTRY >](#)

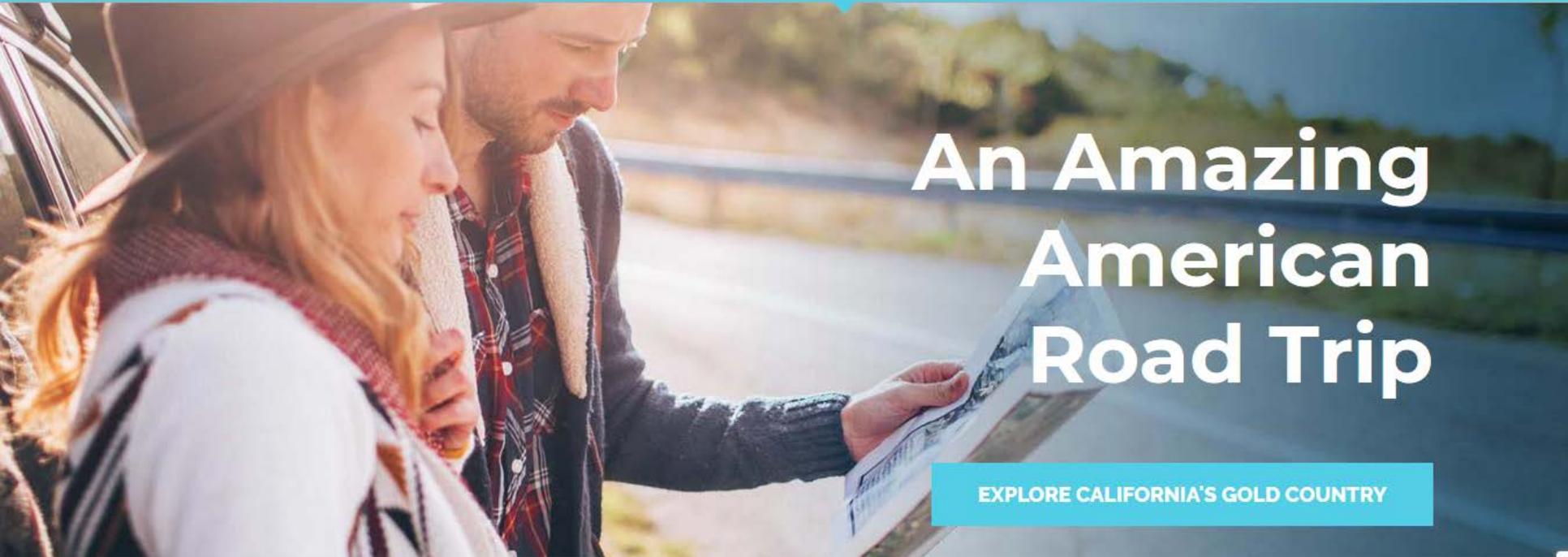
MORE RESOURCES

FORK IN THE ROAD, EL DORADO	VISIT EL DORADO COUNTY	VISIT EL DORADO - GOLD PANNING	EL DORADO WINES

[See More](#)

# El Dorado County - VisitCalifornia.com

- 77 pieces of website content highlighting El Dorado County/Gold Country
- 72,378 total El Dorado County partner handoffs



# An Amazing American Road Trip

EXPLORE CALIFORNIA'S GOLD COUNTRY



PR, Social Media, Matching Grant  
International Representation



2019

27,426 Passengers

804 Room Nights

Funded by a grant from the El Dorado County

Air Quality Management District





ROI \$\$

# El Dorado County travel impacts

	2018p	Change
Total direct spending	\$1.0B	+5.3%
Tourism-supported jobs	12.4K	-2.8%
State tax receipts	\$46.4M	+9.8%
Local tax receipts	\$43.8M	+3.0 %

2019p

1,143 = +7.4%

13,489 = +5.2%

48.9M = +5.4%

49.8M = +13.7

Source: Dean Runyan Associates

\$1,340 taxable revenue per household

# El Dorado County Visitors Authority ROI

# 463%

**On the Editorial Value Alone**

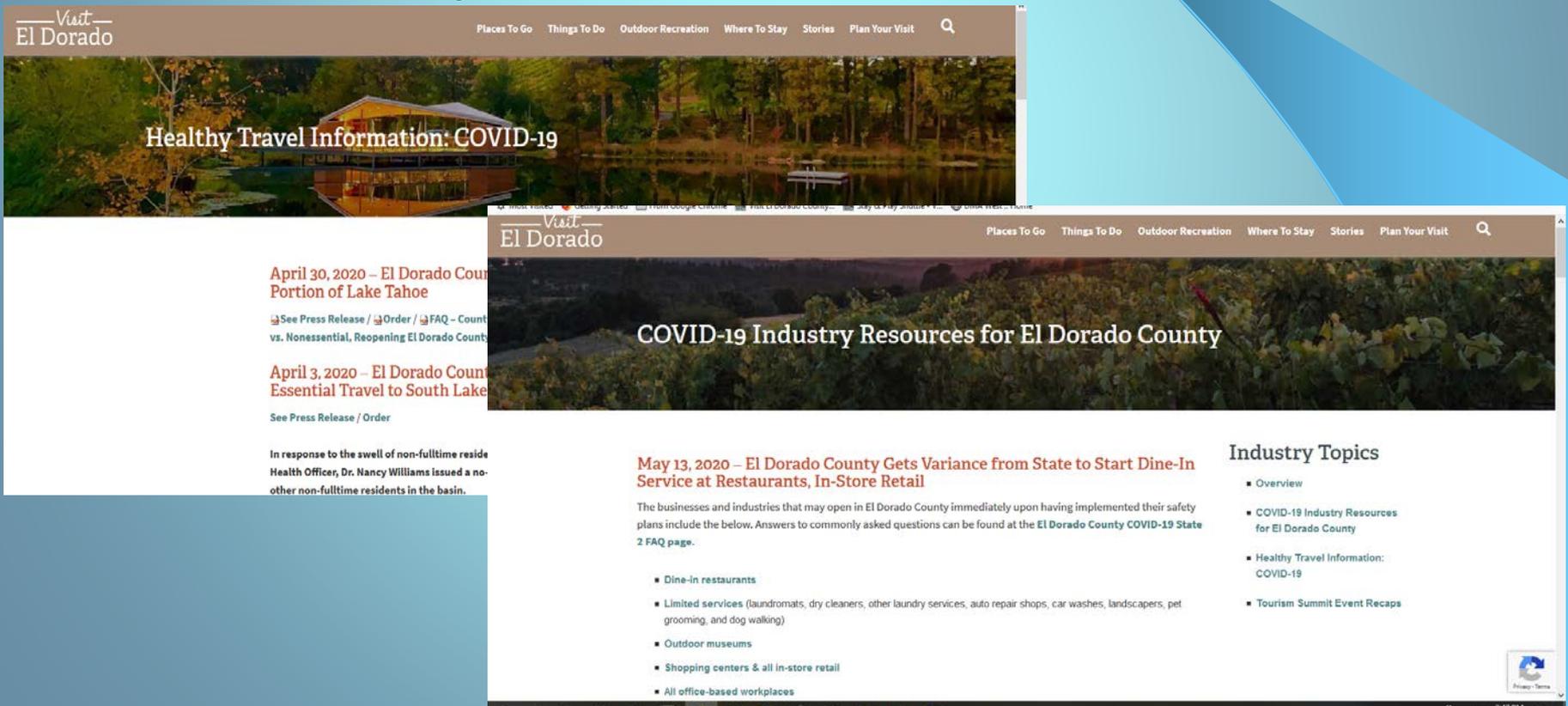
**Does not include : Leveraged Coop Advertising \$  
Trackable Individual Spending  
Online Values – impressions, blogs, etc.**

**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**

# What about COVID

Visit El Dorado created 2 dedicated landing pages with up to date info





# What about COVID

Started our strategy with community/industry support - virtual events, COVID Resources, webinars

Have moved into Arm chair trip planning & Inspiration - where will you go first, what partners are doing to make their customers feel safe upon return, who is open

Looking forward to welcome back!



**Thank you!**

**Jody Franklin**

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