



# El Dorado County Visitors Authority Year End Review

Visit  
El Dorado

# Marketing Objectives

**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



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

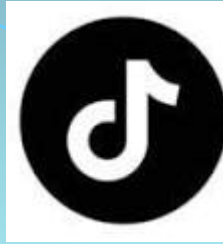


193,807  
Sessions

# Website Traffic

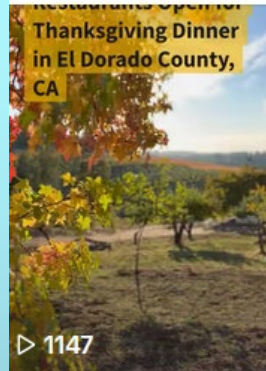
## Website Traffic Top 10

1. Undisclosed
2. Sacramento
3. San Jose
4. San Francisco
5. Los Angeles
6. El Dorado Hills
7. Ashburn
8. Columbus
9. Cameron Park
10. Placerville



Tik Tok  
29 New Videos

+540% increase in  
followers



Vant to enjoy a traditi...



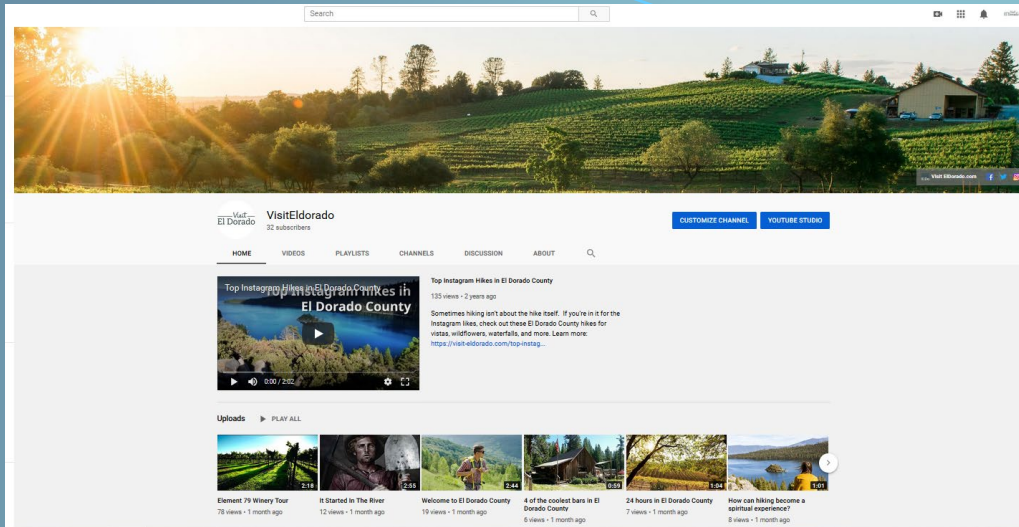
Looking for a different ...



Fall is magical at the ...

YouTube views  
+47%

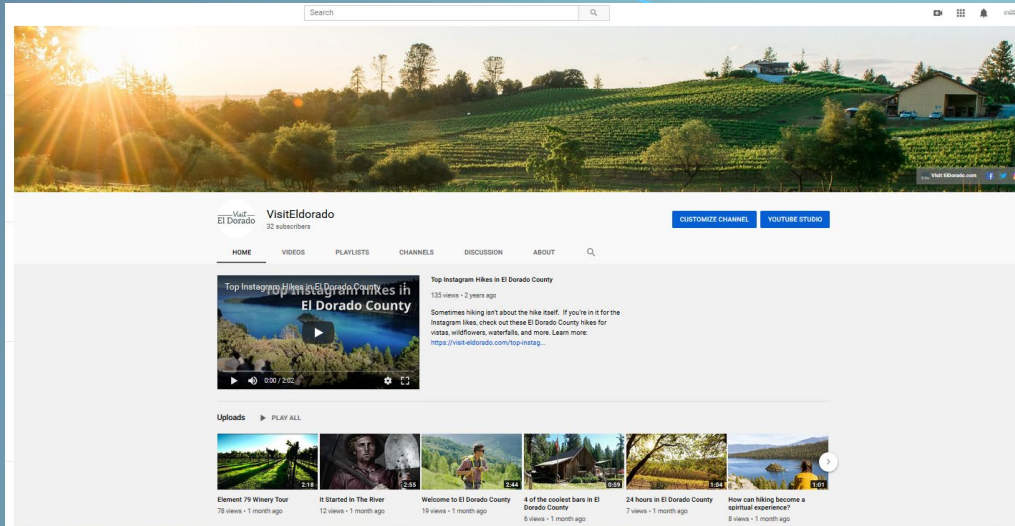
11,134 YouTube Channel Views



Instagram  
+25%

11,855 Instagram Followers





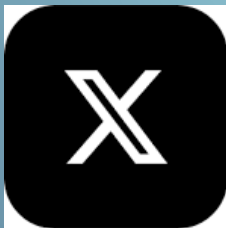
Facebook  
+19%

13,591 Facebook Followers



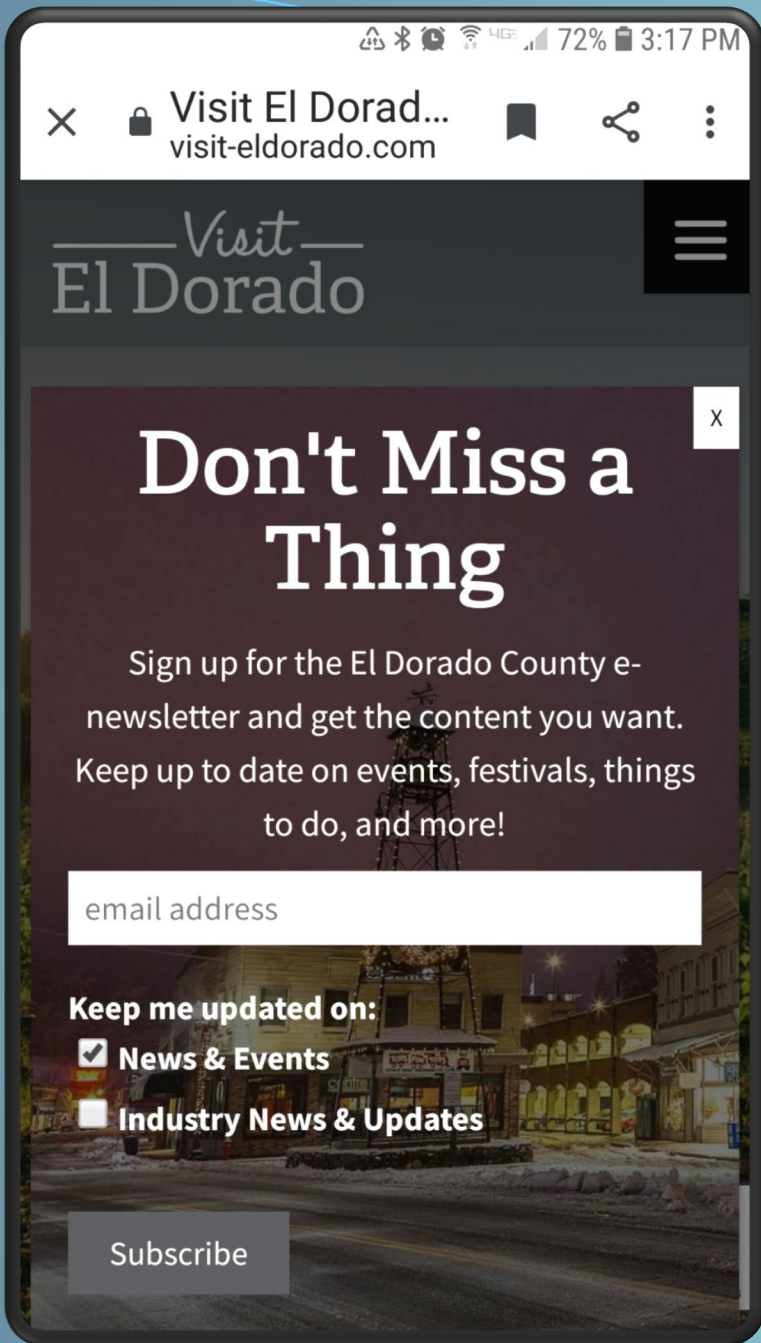
Pinterest

523 Pinterest Followers



X (formerly Twitter)

305 X Followers



2069  
email capture

Email +25%





Leads +20%

668 Sales Leads

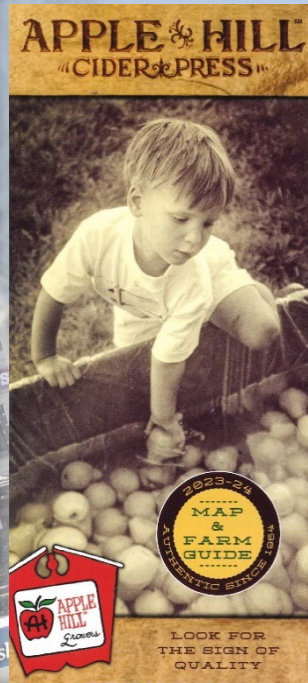
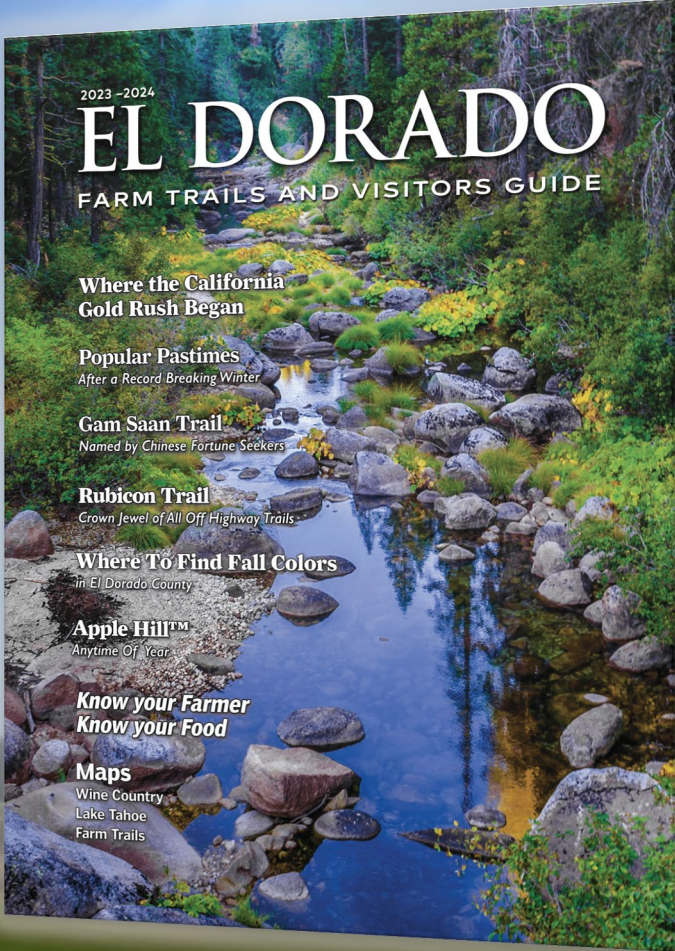


Public Relations

\$808,000  
Ad Equivalency



*Produced & Distributed*  
**65,000**  
**El Dorado County Farm Trails  
 & Visitors Guide**



*Distributed Partner  
 Collateral*  
**20,580**

*Visit*  
**El Dorado**  
 23-2249 C 10 of 16

— Visit —  
El Dorado

EL DORADO COUNTY

# TOURISM SUMMIT 2023

*Looking Forward*

JANUARY 27TH | HOLIDAY INN EXPRESS  
EL DORADO HILLS, CA



# Leverage Investment



Funded by a grant from the El Dorado County

Air Quality Management District

# Situational Awareness

Includes South Lake Tahoe

**\$196**

Average Visitor Spending – increase of 3%

**29%**

Out of State Visitors

**54%**

Between ages 25 - 54

**65%**

Household Income level 100k+

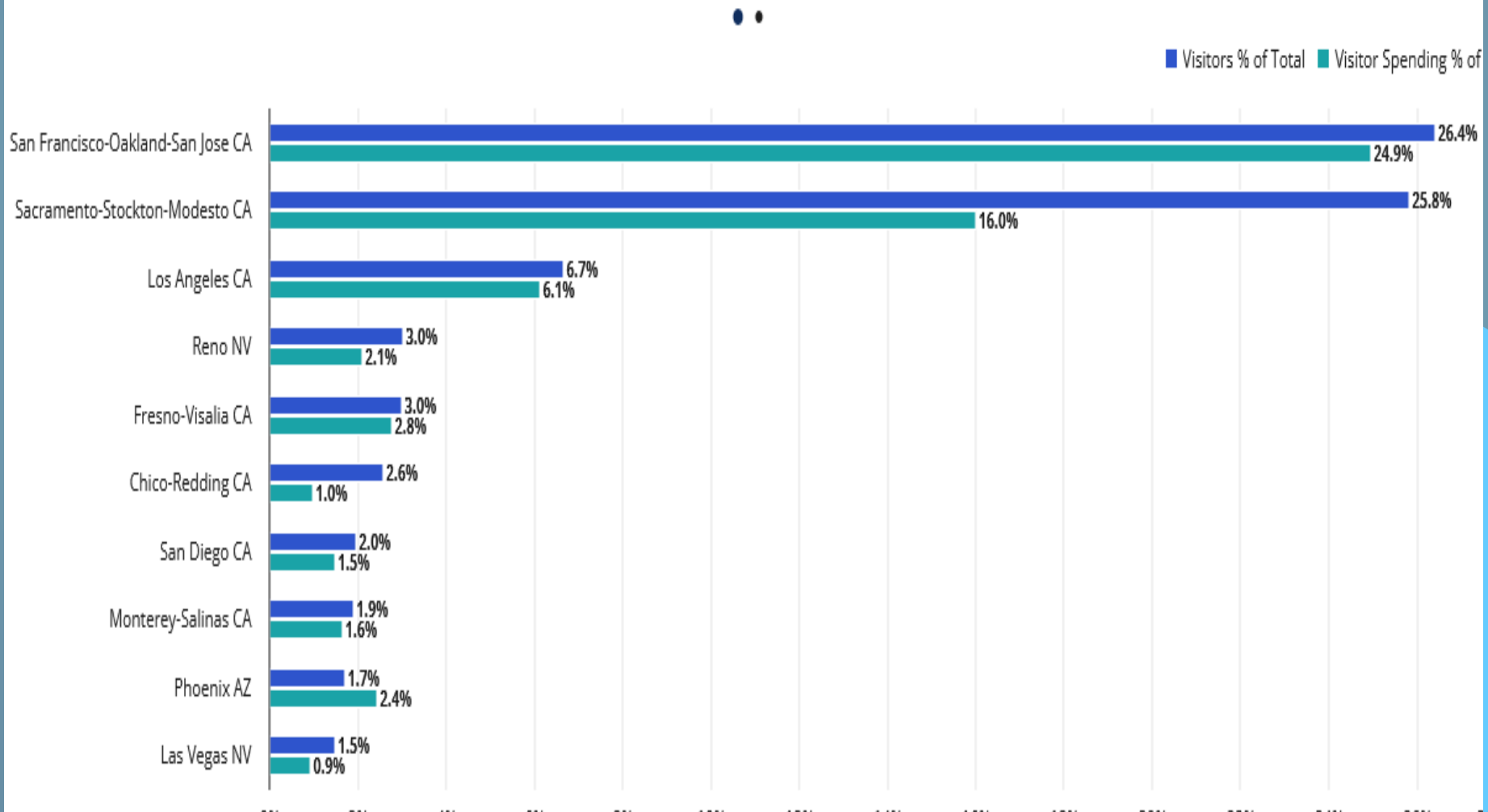
**43%**

Children in the Household

# Situational Awareness

2022

Top Origin Markets - Visitation % and Visitor Spend %



# **El Dorado County Visitors Authority ROI**

# **858%**

**Includes: Editorial Value, Leveraged Coop Advertising**

**Does not include: Trackable Individual Spending  
Online Values – impressions, blogs, etc.**

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

# What is Next:

*Email Target San Jose/ San Francisco*

*Convert Sacramento Day Visitor to Overnight*

*Educate Residents & Visitors*

*Emphasize Responsible Travel Code & Sustainability*

*Seek Partnerships for Los Angeles Market*

*Use Social Media for Reno Market*

*Amplify the efforts of our partners*