



El Dorado County Visitors Authority Year End Review

Visit
El Dorado

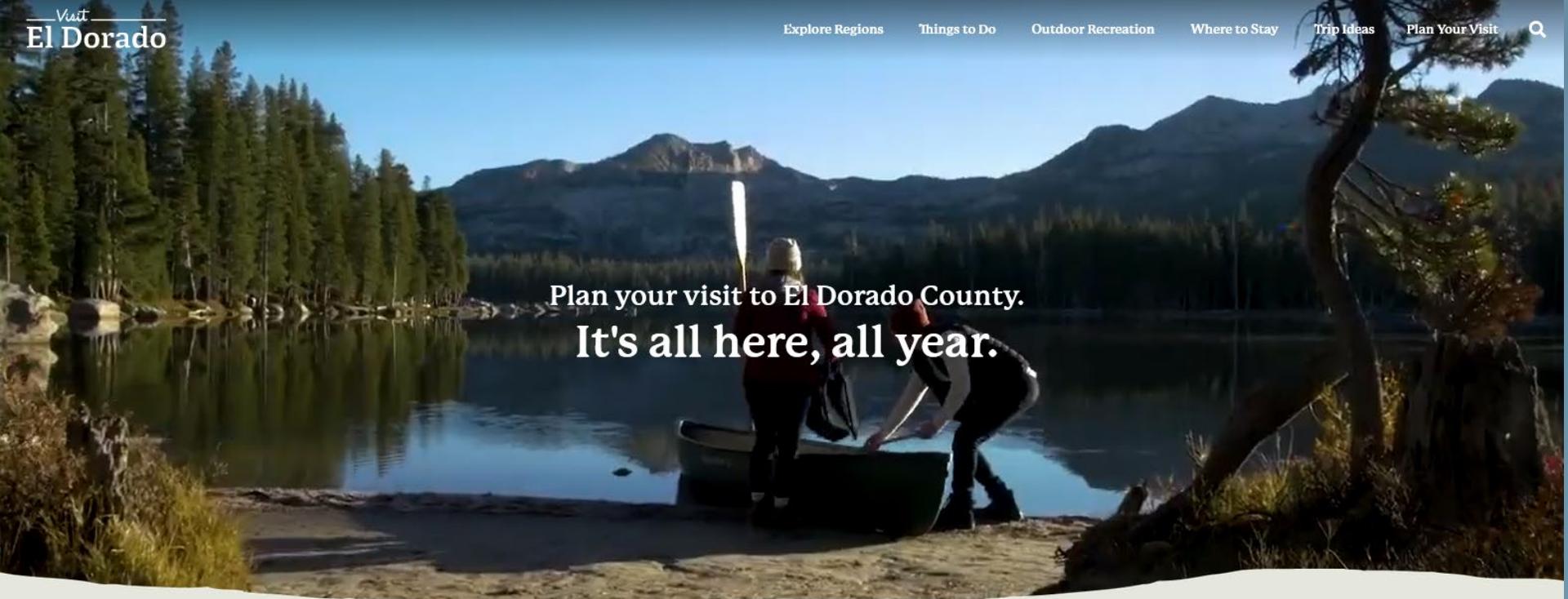
Marketing Objectives

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.

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



Tik Tok
29 New Videos

+540% increase in
followers



▷ 1147

Want to enjoy a tradition...



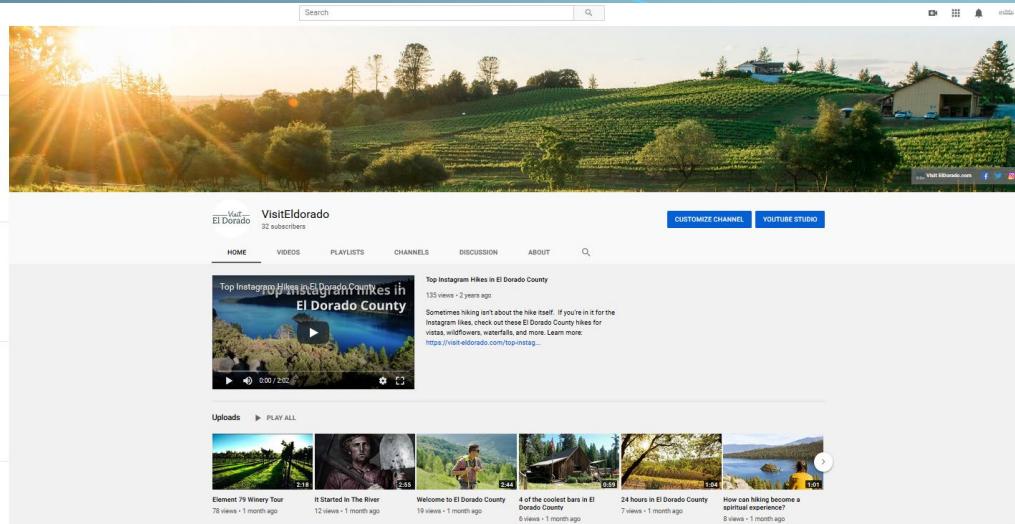
▷ 1889

Looking for a different ...



▷ 2227

Fall is magical at the ...



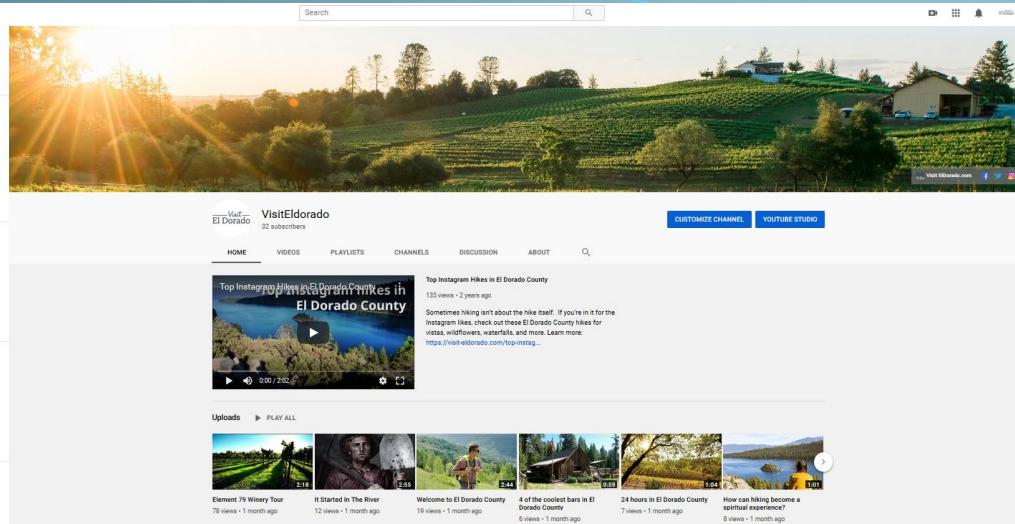
YouTube views +47%

11,134 YouTube Channel Views

Instagram +25%

11,855 Instagram Followers





Facebook
+19%

13,591 Facebook Followers



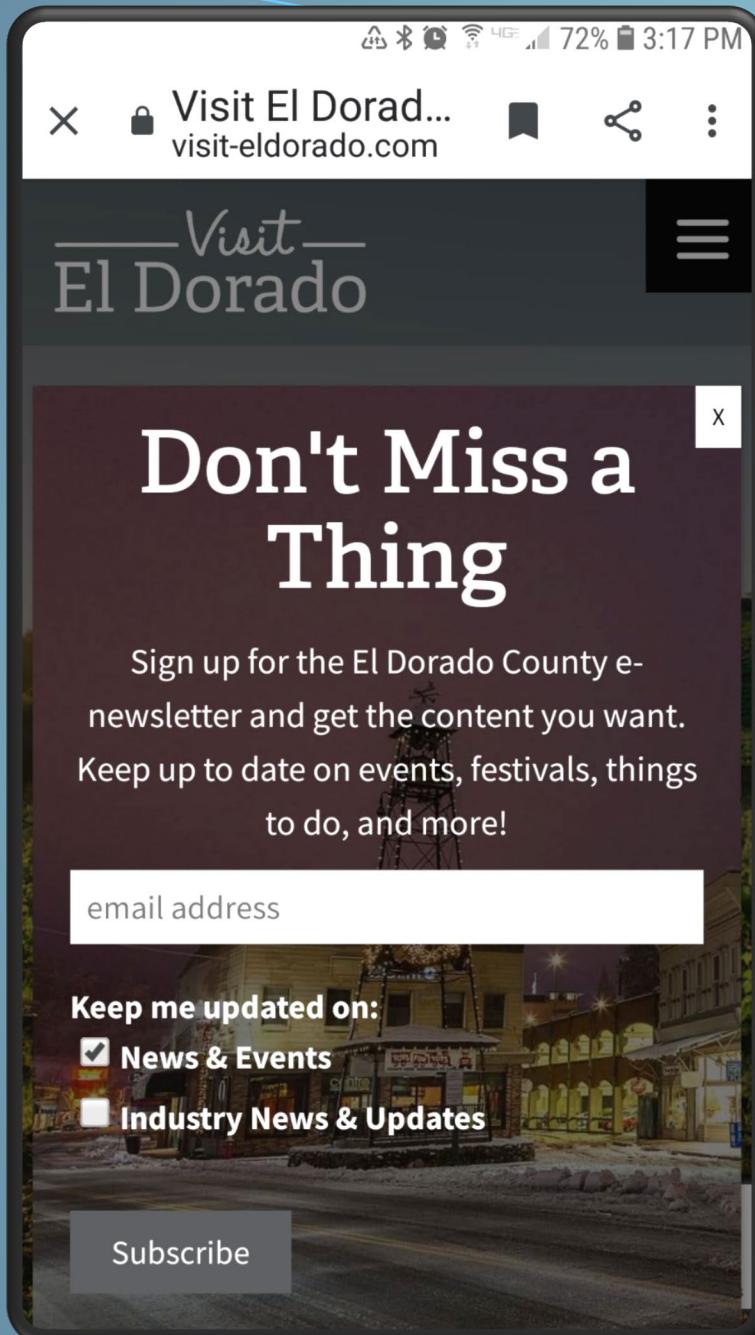
Pinterest

523 Pinterest Followers



X (formerly Twitter)

305 X Followers



2069
email capture

Email +25%



Public Relations

\$808,000
Ad Equivalency

Leads +20%

668 Sales Leads

BEST WEEKEND GETAWAYS

Best Weekend Getaways in California Guide

by Carmen Varner 

Published on 23 Aug 2023

NATIONAL GEOGRAPHIC

TRAVEL | FAMILY

10 epic family adventures for last-minute planners

These educational, kid-friendly North American trips teach lessons about science, culture, and conservation.

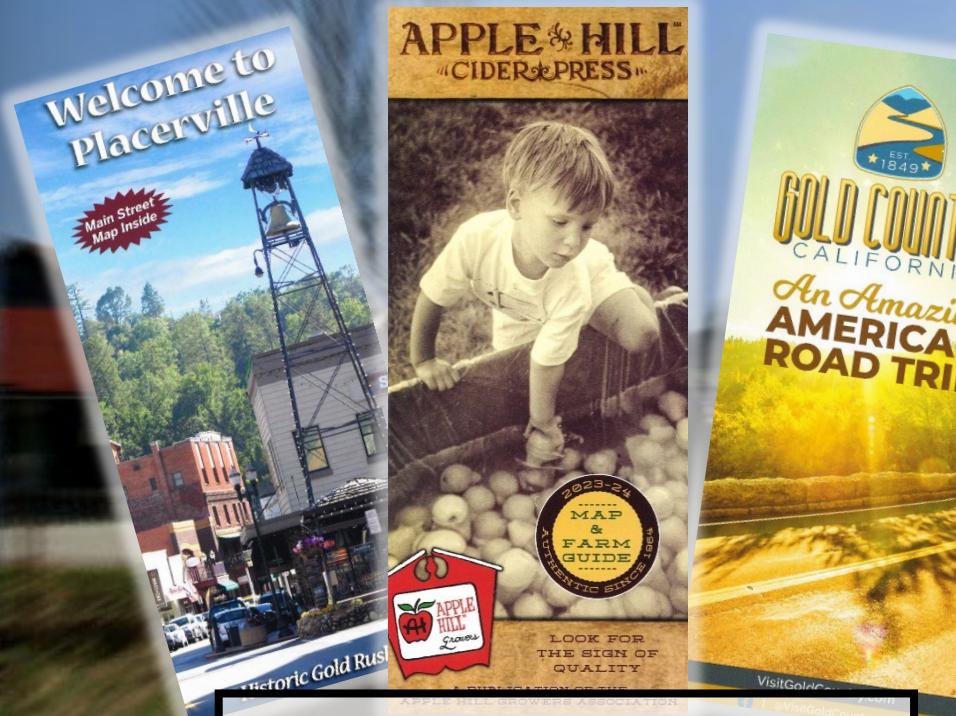
HEATHER GREENWOOD DAVIS

PUBLISHED JULY 15, 2022 • 10 MIN READ

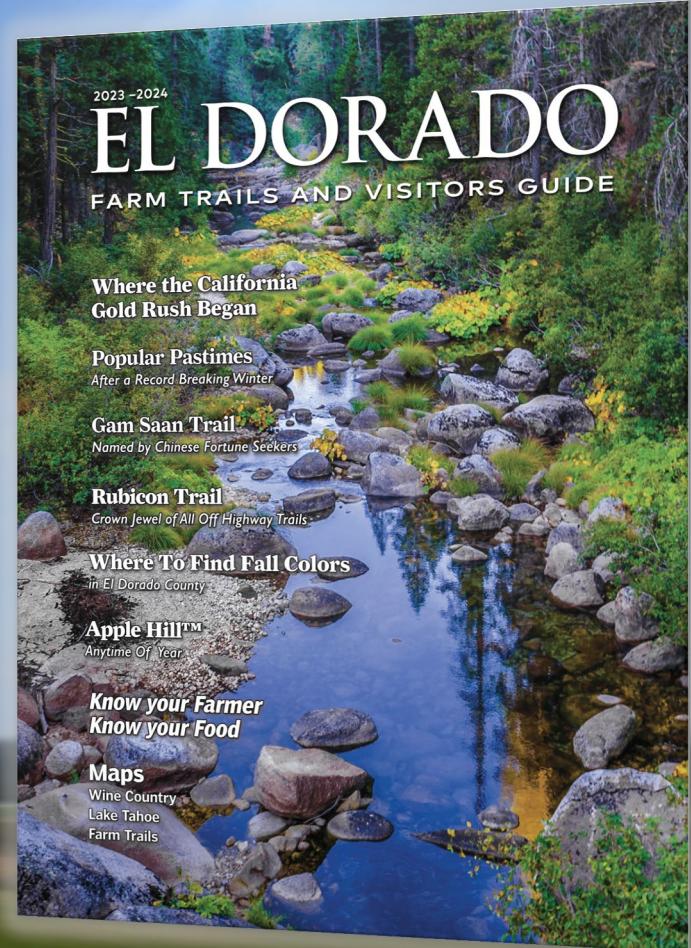
My real problem with summer is that it's finite. You get 12 to 16 then it's gone. That's a lot of pressure on parents to make it. But thanks to labor shortages, flight cancellations, exorbitant travel costs, and COVID-19 pandemic concerns, it's turning out to be the year of the last-minute planner. Parents are realizing that it's more important than ever to plan ahead for their ultimate family travel destinations.

American family adventures will keep kids excited, fun, not the bumps along the road.

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+

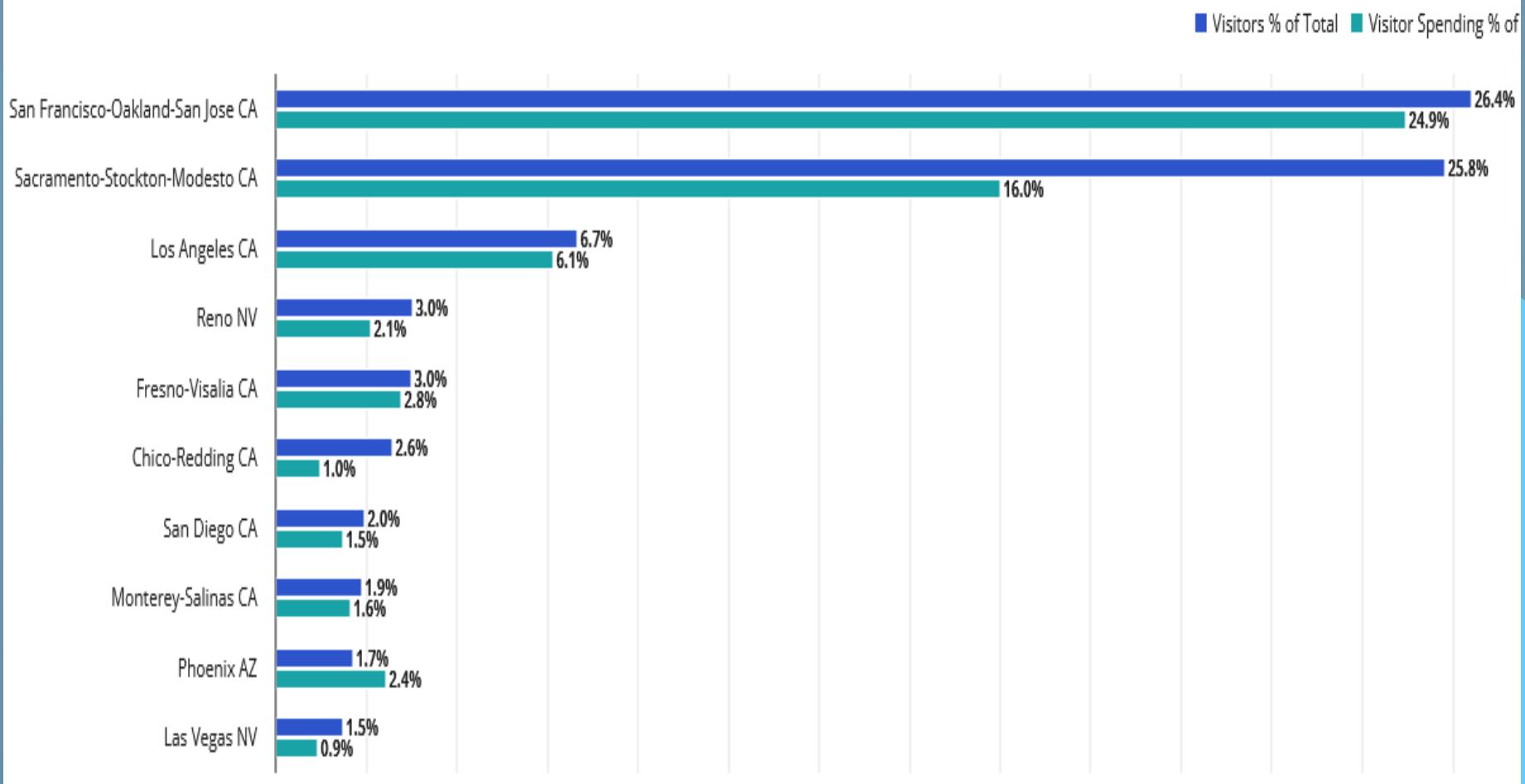
43%

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