



# 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.

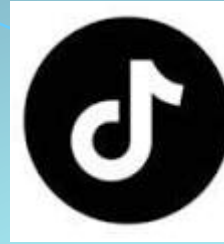
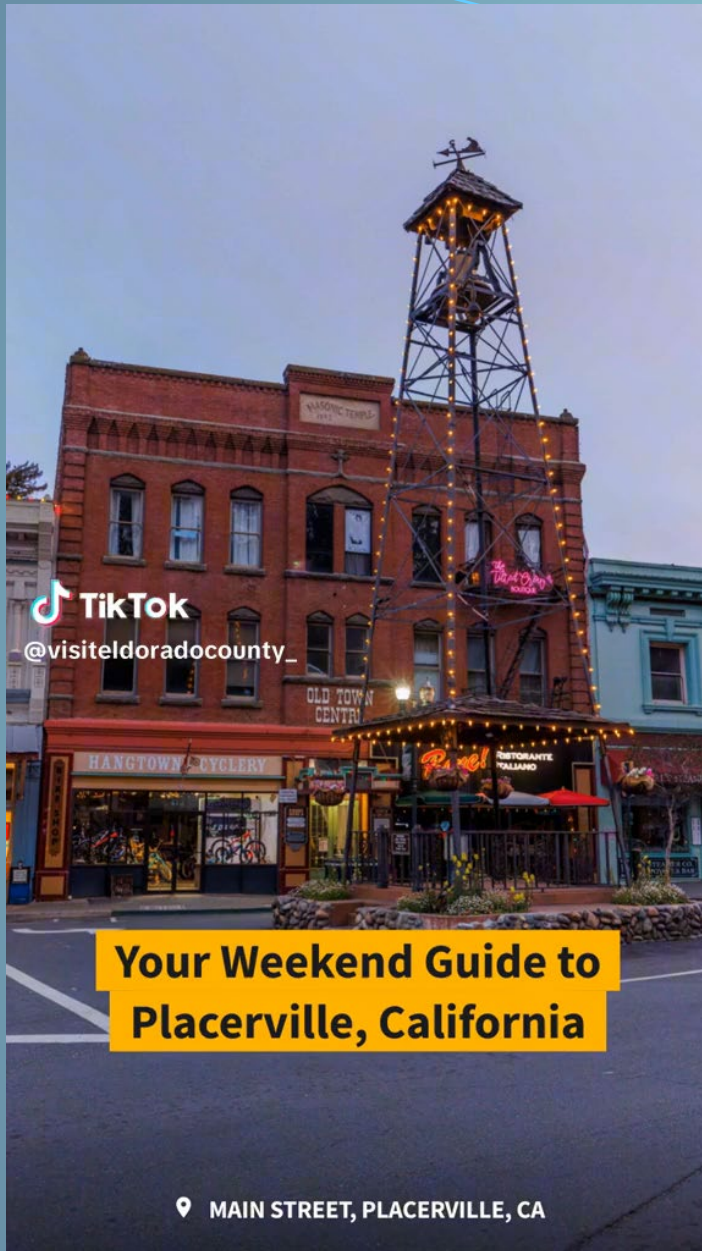


193,807  
Sessions

# Website Traffic

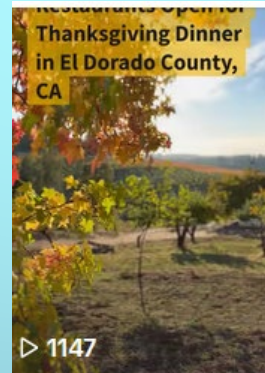
## Website Traffic Top 10

- |                  |                    |
|------------------|--------------------|
| 1. Undisclosed   | 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



Vant to enjoy a traditi...



Looking for a different ...

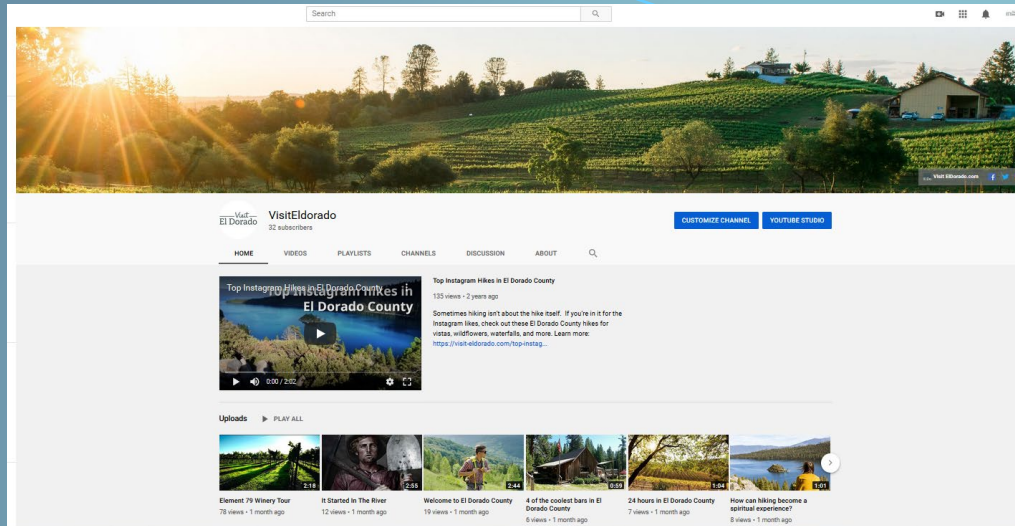


Fall is magical at the ...



# YouTube views +47%

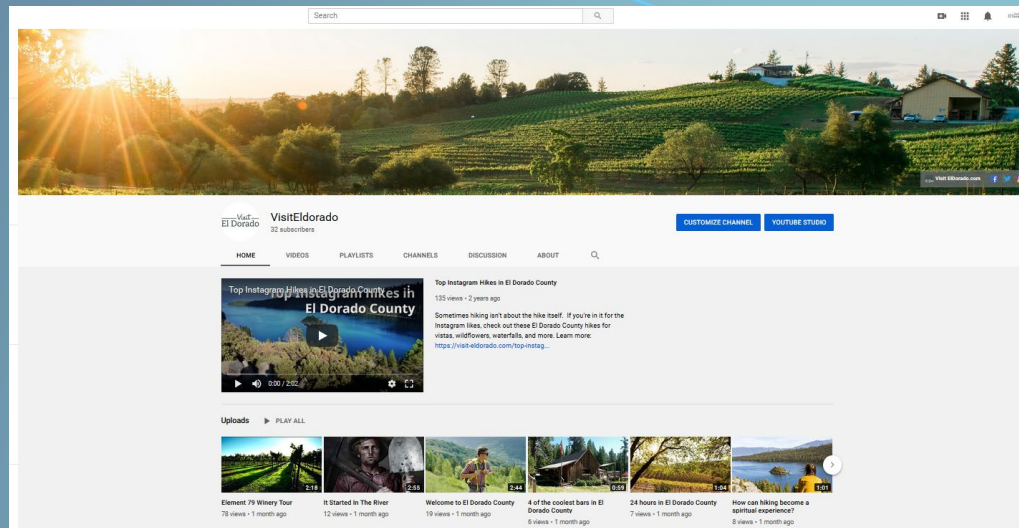
11,134 YouTube Channel Views



# Instagram +25%

11,855 Instagram Followers





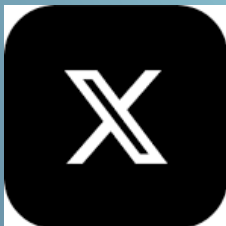
Facebook  
+19%

13,591 Facebook Followers



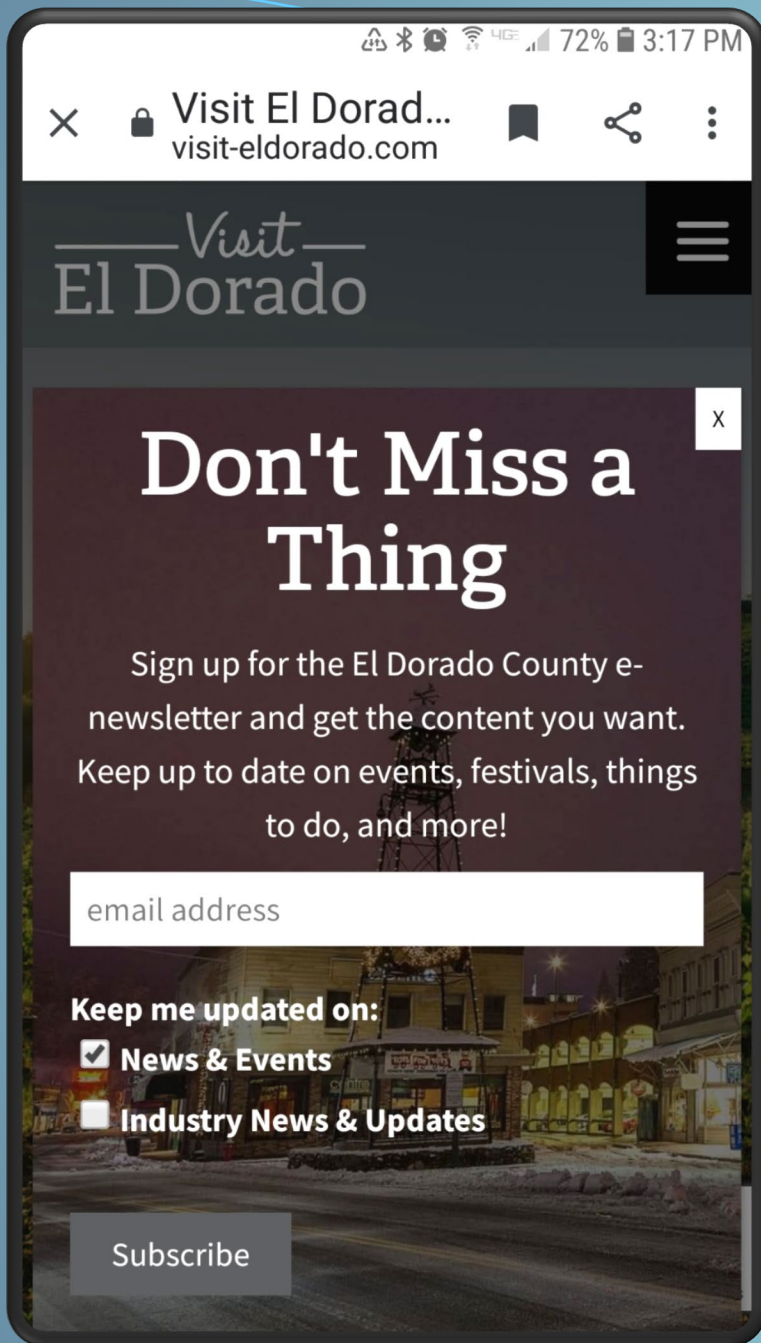
Pinterest

523 Pinterest Followers



X (formerly Twitter)

305 X Followers



2069  
email capture

Email +25%





Leads +20%

668 Sales Leads

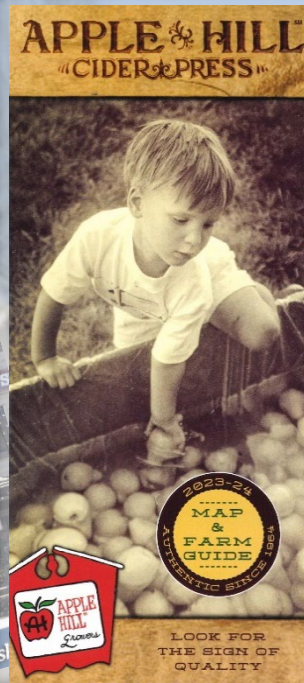
Public  
Relations

\$808,000  
Ad Equivalency

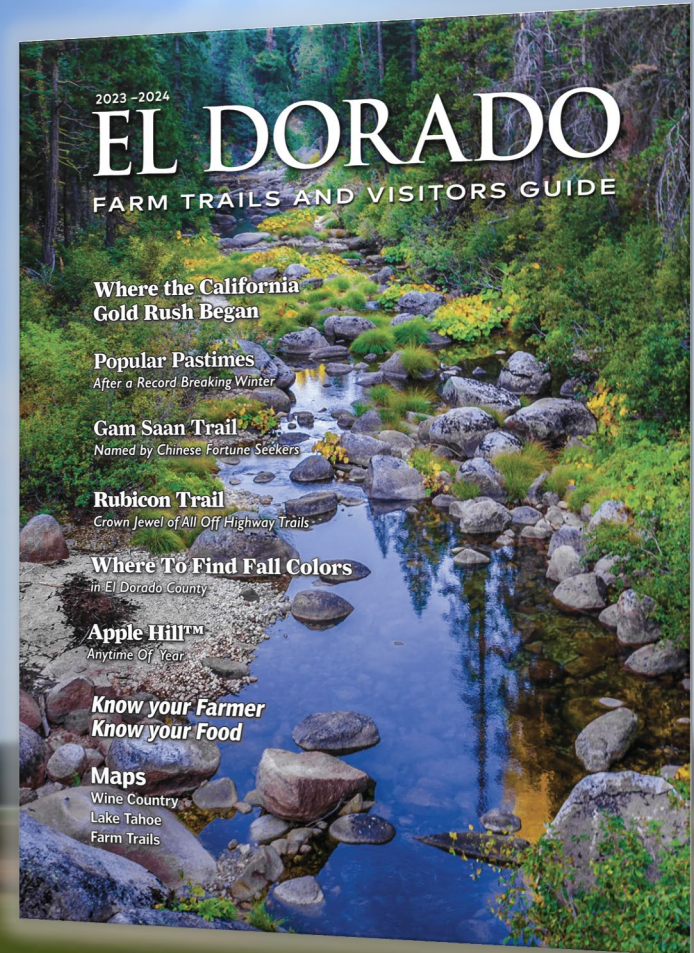




*Produced & Distributed*  
**65,000**  
**El Dorado County Farm Trails  
& Visitors Guide**



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



*Visit*  
**El Dorado**



— 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+

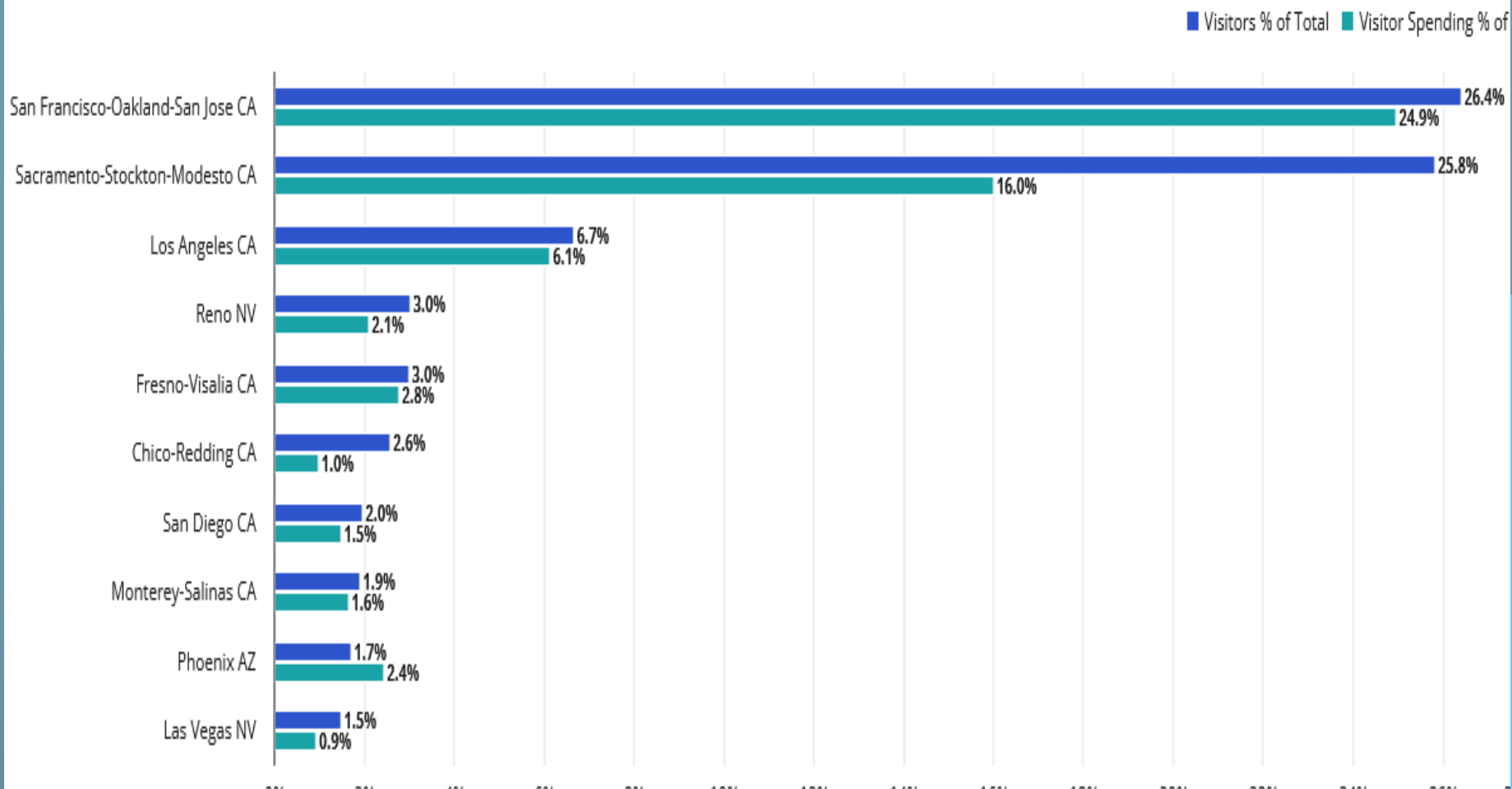
**43%**

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*