

### CALIFORNIA

#### Some Travel Statistics

- CTTC says that travelers to California in 2006 contributed **\$93.8 billion** to the economy
- In 2006 travel spending in CA generated **\$2.1 billion** dollars in local taxes & **\$3.5 billion** in state taxes
- Travel in CA supported **928,700 jobs**
- 83%** of travelers in California ARE Californians. The value in promoting outside of the state is that those from other states and nations stay longer and spend more.

### EL DORADO COUNTY

#### A Few Statistics for El Dorado County

In 2005, travel spending in the county was \$629,300,000 up \$17,400,000 from 2004.

If the increase in travel spending is divided by the entire county promotional budget of \$440,000 there is an impressive return of \$38.86 per dollar spent.

In 2005, tourism throughout the county provided 10,410 jobs creating \$232,000,000 in earnings.

In 2006, the county received \$1,527,800 in transient occupancy tax (hotel/motel tax) up from \$1,302,600 in 2004.

### TOT or Hotel Motel Tax Revenue for El Dorado County

2001	713,300	
2002	706,200	1% dec
2003	941,900	25% inc
2004	991,200	5% inc
2005	1,302,600	26% inc
2006	1,527,800	15% inc

Figures are taken from reports provided at [www.deannunyan.com](http://www.deannunyan.com)

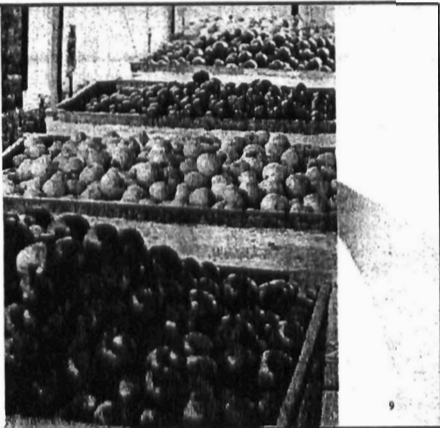
### County Contract for Services

Project Funds (does not include overhead)	
2001/2002	48,177
2002/2003	53,957
2003/2004	27,584 + 17,500 for other RFP requests & 4,169 event income
2004/2005	78,833 + 17,500 for other RFP requests
2005/2006	81,554 + 66,596 for other RFP requests
2006/2007	91,000 + Council Member co-op contributions of \$30,000

# TOURISM PAYS

# Why Would Visitors Want to Come to El Dorado County?

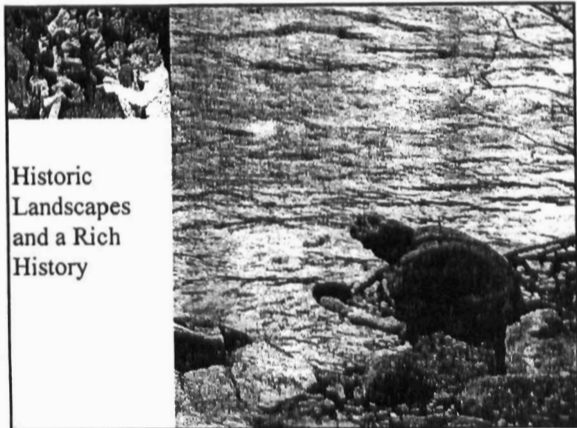
Apple Hill  
In El Dorado  
County  
Agriculture IS  
Tourism



Flower  
Gardens  
&  
Wedding  
Facilities



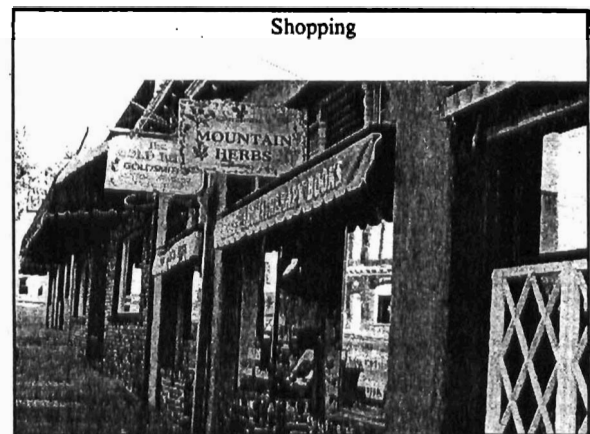
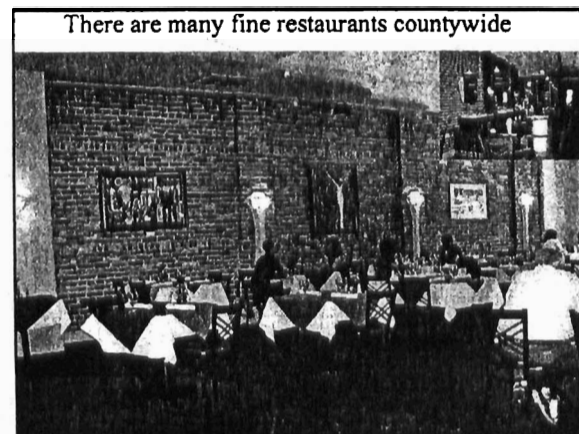
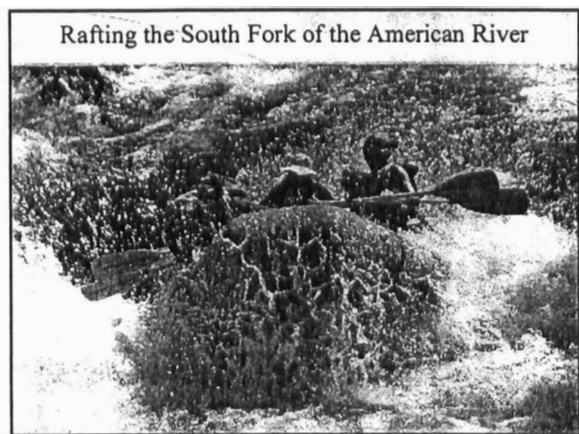
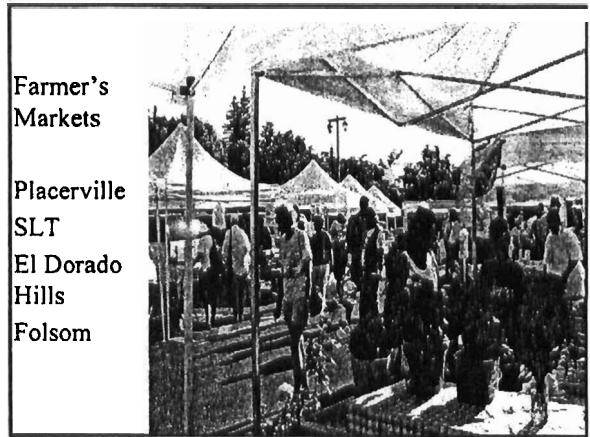
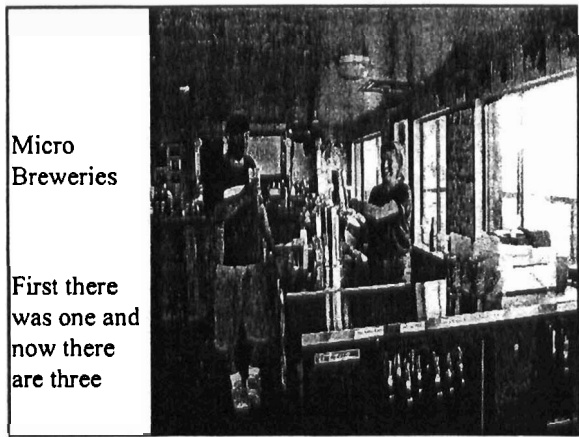
Historic  
Landscapes  
and a Rich  
History



Over 50  
Wineries

Wine  
Tasting

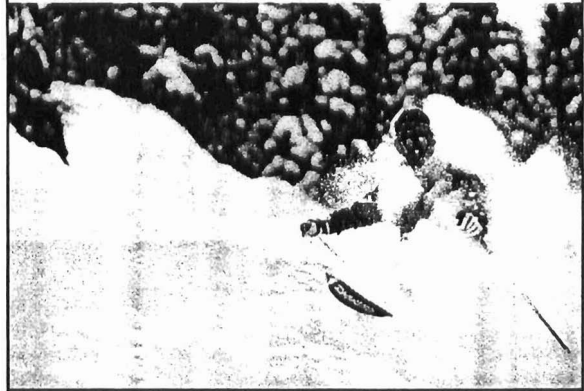




### South Lake Tahoe



### World Class Ski Slopes

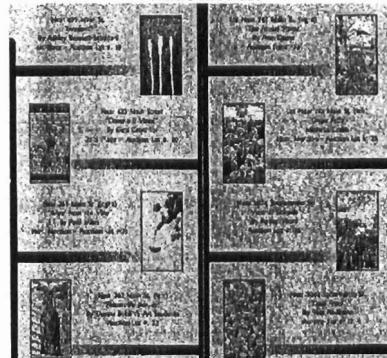


### Golf Several Courses to Choose From



### ARTS AND CULTURE

#### Banners on Parade



### EDC VISITORS AUTHORITY COUNCIL

#### 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.

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### 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.

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**Why Have A Tourism Council?  
Why Do the Representatives Attend?**

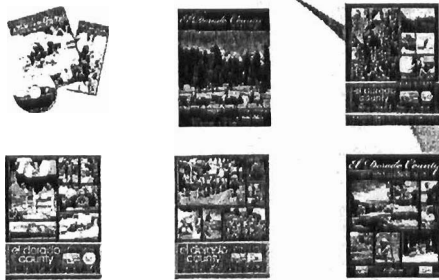
1. A Collective Voice
2. Participate in Decision Making about Promotional Campaigns

**Member Representatives**

- Bed and Breakfast
- EDWA
- Airports
- Restaurants
- EDH Chamber
- Christmas Tree Growers
- Farm Trails
- Retail
- Casino
- Fair Play Winery Assn.
- Fair Play Mktg Grp.
- SS/CP Chamber
- Fairgrounds
- Arts Council
- Coloma/Lotus Chamber
- Eldorado Natl Forest
- PDA
- Historical Sites & Landmarks
- Apple Hill
- Rafting
- SLT
- Georgetown Divide
- Lodging
- EDC Chamber

**PROJECTS – Past & Present**

Annual Visitors Guide – 6 issues & Attraction CD

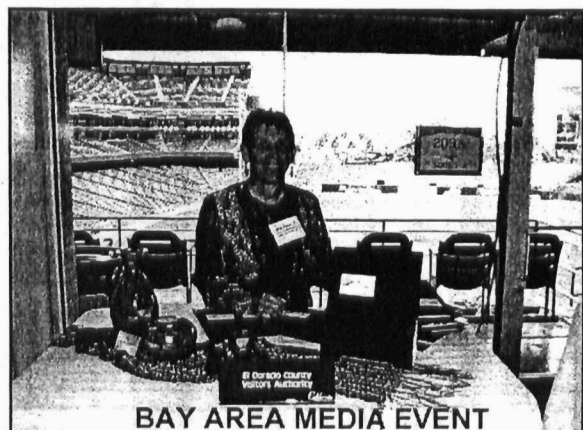


[www.visit-eldorado.com](http://www.visit-eldorado.com)



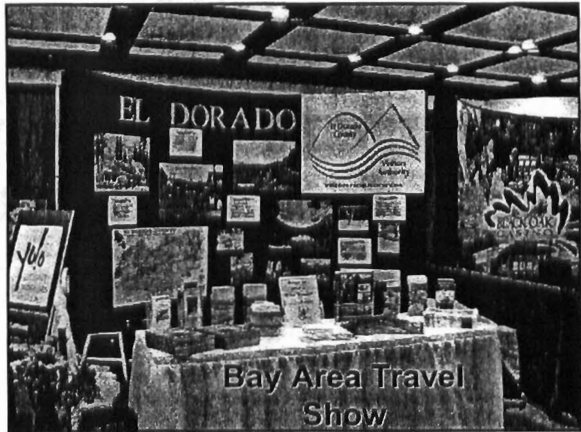
**PROJECTS**

- Taste of California – International Broadcast
- QVC – Annual Gold Country “Gold” promo
- Radio Contest
- Television Promo Spots
- Trade/Media Shows
- Familiarization Tours





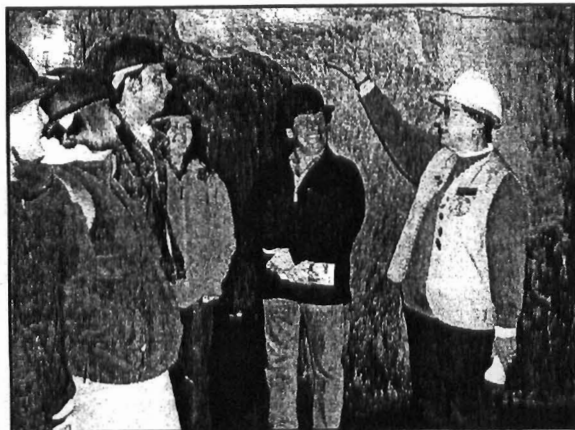
L.A. Times Tradeshow





Bay Area Travel Show



New York Media Event



**SPECIAL EVENTS**

- Whitewater Media Day 
- 100 Years of Flight 

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**GOLD COUNTRY  
CO-OP ADVERTISEMENTS 2007**

**Best of California Drives**

**2005**

**Step Back In Time - Drive Highway 49**



**California's Gold Country**

**Adventure Film Museum**

**Sacramento Hotels Are Golden State Gold!**

For your 2007 Sacramento Gold Country drive, we've selected the best of the Gold Country hotels. The Sacramento Gold Country hotels are the best of the Gold Country hotels. The Sacramento Gold Country hotels are the best of the Gold Country hotels.

**Sunset Magazine  
Ad May 2007**

**Living in the Gold Country**

**Bed & Breakfast Inns**

**Scenic Gold Country**

**Fine wines & dining**

**Wildflower Summit**

800.457.6279

[WWW.VISIT-ELDORADO.COM](http://WWW.VISIT-ELDORADO.COM)

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**VIA Ad  
May/June  
2007**

**Conferences**

- WACVB Annual Meeting
- Education Program & Tech Summit
- CALTia CA Conference on Tourism
- Rural Conference on Tourism
- SMG Tourism Conference
- Regional Cultural & Heritage Symposium

**Remember**

**TOURISM PAYS**

**On Behalf of the El Dorado County  
Visitor's Authority**

**THANK YOU**