

2023 - 2024

# YEAR-END MARKETING REPORT

**El Dorado County  
Visitor's Authority**

Report by:  
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El Dorado County Chamber of Commerce

*— Visit —*  
**El Dorado**





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In 2024, El Dorado County executed a comprehensive and multifaceted strategy to enhance its visibility as a premier travel destination, engage potential visitors, and strengthen relationships with local businesses and tourism stakeholders. The following narrative outlines the key activities and deliverables completed under this strategy.

**Print and Distribution of Travel Guides** To provide potential visitors with accessible and detailed information about El Dorado County, **65,000 magazine travel guides** were printed and distributed across multiple regional locations including the Sacramento Airport. This ongoing distribution ensured that a wide audience had access to comprehensive travel resources, helping to promote the county's attractions and experiences. An **additional 26,000 brochures were distributed for our partner organizations** such as Apple Hill growers, Placerville Downtown, El Dorado Winery Association, Coloma Business Council, Gold Bug Mine, Marshall Gold State Historic Park and others.

**Website and Social Media Management** A key component of the county's digital presence involves maintaining and regularly updating the website and social media pages dedicated to visitor activities. These platforms were continuously refreshed with current information, events, and content aligned with the latest web trends. These efforts resulted in a **21% year-over-year increase in site and page views**, demonstrating the effectiveness of these updates. All postings and website information were kept accurate and up to date, providing a reliable resource for visitors.

**Search Engine Optimization (SEO) Strategy** To improve the county's online visibility and drive more organic traffic to its digital platforms, a targeted SEO strategy was implemented. This involved optimizing content, keywords, and technical aspects of the website, leading to better search engine rankings and increased visitor engagement.

**Visitor Information Services** The El Dorado County Visitors Authority ensured comprehensive visitor support both in and out of market through the staffing of the Visitor Information Center. This center saw **1375 visitors** last year and provided a wide array of local, regional, and state resources. Additionally, the El Dorado County Visitors Authority mailed **1295 visitor information requests** and responded to inquiries received online and by phone in a timely manner, ensuring that all potential visitors received the information they needed.

**Content Development and Curation** To enhance the county's storytelling and visual representation, the photo library was expanded to highlight new areas of interest within El Dorado County's experience pillars. **Two full length videos** that aligned with the Visit El Dorado branding and messaging were produced and **22 "vertical shorts"** further solidifying the county's image across several owned channels. Visit El Dorado also identified and **engaged 6 guest bloggers & journalists** to act as brand ambassadors, adding authentic voices to its narrative. An inventory of compelling stories was developed for distribution from a wide range of media outlets including **VIA, KCRA, ABC 10, Good Day Sacramento, Fox 40, SF Gate, Sacramento Bee, Cap Radio, Traveling Lifestyle, California Meeting & Events, San Joaquin Magazine, California Bountiful, Mountain Democrat and many others.**



**Networking and Partnership Building** Developing and maintaining relationships with state and regional groups was a priority, as these partnerships increased awareness of El Dorado County as a vacation destination. The Gold Country Visitors Association, Visit California & Visit Sacramento are all valuable partners. Ongoing communication with local tourism officials was established, and collaboration with local lodging properties, visitor attractions, and transportation providers led to the creation and promotion of visitor packages. The community was also educated on the value of tourism through outreach efforts, and the **El Dorado County Tourism Summit** was held in January to inform, educate, and encourage the development of new partnerships. Topics this year included **El Dorado County Tourism Insights, Unleashing the Power of AI, Economic Empowerment, Media Recognition, Content Repurposing, and the State of Tourism** by keynote speaker Lynn Carpenter from Visit California.

**Sales Lead Generation** The El Dorado County Visitors Authority focused on generating **334 sales leads** by attending the [Bay Area Travel & Adventure Show](#). Partnerships with neighboring destinations in Gold Country were established to develop a regional presence at **IPW**, the largest international trade show in US which also helped reduce costs. Additionally, opportunities provided by Visit California were leveraged to tap into both domestic and international markets, further expanding the county's reach.

**Digital Marketing Program** A robust digital marketing program was developed and implemented, encompassing paid and organic social media campaigns targeting Sacramento residents and Reno area residents, **3 targeted email campaigns to the San Jose and San Francisco** area, and **24 new pieces of video content**. And **33 email campaigns** with events, things to do, attractions and lodging directed our database of 12,000 opt in subscribers. This program aimed to reach a broader audience and enhance engagement with Visit El Dorado digital platforms.

**Advertising and Target Segment Outreach** Advertising efforts were updated to more effectively reach the target audience. Partnership opportunities were developed to encourage individual businesses and organizations to participate in and unify the destination's messaging, resulting in a more cohesive and impactful advertising strategy. From these advertisings efforts the El Dorado County Visitors Authority was able to garner an **additional 353 leads**.

**Three-Tiered Measurement System Implementation** To evaluate the effectiveness of the various initiatives, a three-tiered measurement system was implemented. Program level measurements tracked website analytics, email open rates, and banner ad click-throughs. ROI measurements were designed to quantify the return on investment of the organization's funds. Destination-level measurements included tracking occupancy rates, average daily rates (ADR), and revenue per available room (RevPAR). Additionally, periodic visitor profile studies were conducted to gain insights into visitor demographics and behavior, guiding future marketing efforts.

Through these comprehensive activities, El Dorado County successfully increased its visibility as a travel destination, engaged potential visitors, and fostered strong partnerships with local businesses and tourism stakeholders. The strategic initiatives executed in 2024 have set a solid foundation for continued growth and success in the coming years

El Dorado County Visitors Authority				
ROI Calculations for 2023 - 24 year end				
Project	Number	Value	Total	
EDC Farm Trails & Visitors Guide	65,000	\$48.00	\$31,200,000.00	
Website /SEO/Digital Marketing	207,000	\$42.94	\$8,888,580.00	
Facebook	13,668	\$47.85	\$654,013.80	
Instagram	13,020	\$61.39	\$799,297.80	
Visitor Information Services	N/A			
Content Development & Curation	various platforms		\$955,600.00	
Networking & Partnership Building	N/A			
Sales Lead Generation	334	\$30.00	\$10,200.00	
Advertising & Target Segment Outreach	353	\$48.00	\$16,944.00	
Measurement Implementation	N/A			
		Total Value	\$42,524,635.60	
		Total Investment	\$279,398.00	
		Return on Investment %	15120%	

\*\*ROI values are calculated using industry standards (One West Tourism Alliance & Future Partners)





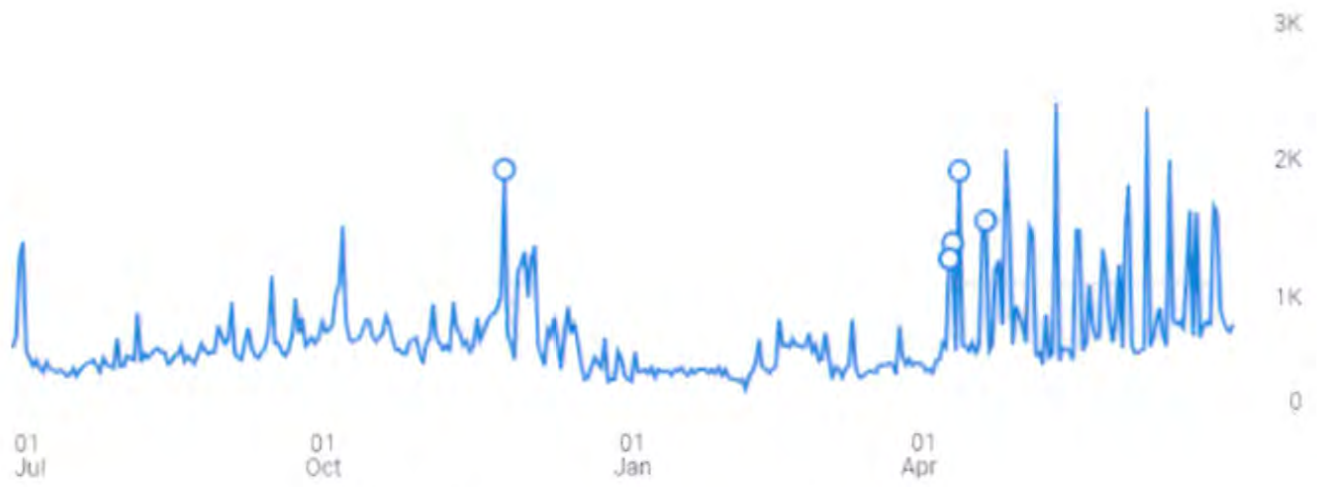


Users ?

207K

New users ?

205K



### Users by City



CITY

USERS

San Jose

21K

Sacramento

16K

Los Angeles

8.8K

San Francisco

7.9K

El Dorado Hills

5.8K

Placerville

3.3K

Cameron Park

2.9K

### Users by Country



COUNTRY

USERS

United States

176K

Germany

20K

China

1.7K

Poland

1.6K

Canada

671

United Kingdom

564

India

467

[View countries](#) →



## Public Relations Report for Visit El Dorado July 2023 – June 2024

### Pitches & Releases

- Summer/Fall Whitewater Rafting
- Apple Hill Summer Harvest
- Small Town Travel
- Unique Tasting Experiences
- Summer Events
- Apple Hill Season
- Weekend Getaways
- Winegrape Harvest
- Sustainable Christmas Tree Farms
- Fall Foliage
- Fall Getaways
- Holidays
- What's New for 2024
- 2024 Tourism Summit
- Unique Lodging
- Valentine's Day
- Spring Break
- Spring/Summer Whitewater Recreation
- Road Trips
- Garden Travel
- Apple Hill Events
- Historic Hotels
- Outdoor Fun
- El Dorado Wineries
- Historical Travel
- Spring Break
- Wildflower Hikes
- Rainy Day Activities
- Unique Outdoor Activities

### Press Trips

Journalist/Influencer	Outlet
Maddy Eccles	Instagram
Beverly Hurley	Garden Destinations
Black Travel Alliance	Miscellaneous
Nora Tarte	San Joaquin Magazine/BANG News Group
Aubrey Aquino	California Bountiful
Araceli Gonzalez	RoamingGonzalez & RunWildMyChild
Lola Augustin Brown	Globe & Mail

## Media Coverage

Headline	Outlet	Audience
<a href="#">California Bountiful Holiday Special</a>	California Bountiful	10,000 YouTube subscribers
<a href="#">Best Culinary and Outdoor Trails</a>	Visit California	32.5K
<a href="#">Five Pet Friendly Hotels in Northern California</a>	FabulousCA	20,000 + newsletter subscribers
<a href="#">The Best Places to Retire in Northern California</a>	The Travel	4.2M
<a href="#">All Things Apples</a>	KCRA	40,000 viewers 3.9M online
<a href="#">Roaming Gonzalez</a>	Instagram	2,325 followers
<a href="#">Best Weekend Getaways in California</a>	All Getaways	520,000 online
<a href="#">Apple Hill Growers welcoming visitors for Summer Harvest Days</a>	KCRA-TV	40,000 viewers 3.9M online
Gary on the Go	FOX40	<a href="https://www.youtube.com/watch?v=rJZ3HKwagEc">https://www.youtube.com/watch?v=rJZ3HKwagEc</a> <a href="https://www.youtube.com/watch?v=vNCqzFP9jbE">https://www.youtube.com/watch?v=vNCqzFP9jbE</a>
<a href="#">Farm to Fork Showcases Region's Agricultural Bounty</a>	Mountain Democrat	5,389 139,800 online
<a href="#">This delightful vineyard pod is the winter wine experience worth traveling for</a>	Time Out	27M
<a href="#">Wander the lavender fields at this El Dorado County farm</a>	KCRA YouTube	271,000 subscribers
<a href="#">Wander the lavender fields at this El Dorado County farm</a>	KCRA Online and Live on Air	4M
<a href="#">Head to Apple Hill for lavender and blueberries</a>	Mountain Democrat	103,900
Wine Wednesday	KCRA	4.6M online
Maddie (Eccles) Edmunds	Instagram	Complete report in separate document
<a href="#">Where to find the best fall foliage in Northern California and Bay Area</a>	SF Gate	27.2M
<a href="#">What the future of Apple Hill looks like as it faces climate change</a>	ABC10	860,000
<a href="#">Lace up and take a run through Apple Hill</a>	Mountain Democrat	5,389 139,800 online
<a href="#">Summit helps businesses tap into tourism</a>	Mountain Democrat	5,389 139,800 online

<a href="#">Experience a Golden Fall in Gold Country</a>	VIA	2.1M
<a href="#">CA Wineries Make a Splash</a>	California Meetings + Events	21.3MV Print and online
<a href="#">10 best towns to visit in the fall</a>	TheTravel.com	11.3M
<a href="#">Eco-friendly places to visit in October</a>	TheTravel.com	11.3M
<a href="#">Autumn Awe: Fun on the Farm</a>	Visit California Media Center	29.9K
Adam Stevens (Influencer Visit) <ul style="list-style-type: none"> <li><a href="#">Instagram Reel</a></li> <li><a href="#">Instagram Post</a></li> <li><a href="#">Instagram Post</a></li> </ul> <a href="#">YouTube</a>	@adamstevensvisuals	25.3K Instagram followers 3.96M subscribers
<a href="#">The 7 least crowded towns in California to catch fall foliage</a>	WorldAtlas.com	5.8M
<a href="#">10 top places to visit in California in the fall</a>	WorldAtlas.com	5.8M
Apple Hill Harvest Days Trail Event	Good Day Sacramento	17,500 viewers 87.4 M online
Apple Hill Growers welcoming visitors for Summer Harvest Days	KCRA-TV	40,000 viewers 3.9M online

**Total Estimated AVE for 2023/2024 Public Relations = \$955,600**



## CAMPAIGN REPORT

Campaign Summary

Name: El Dorado County Visitors Authority 03441631

From/Brand: Visit El Dorado

Headline: Christmas Happenings in El Dorado!

Broadcast Date: 11/28/2023

Audience: 100,000

ID: 1940852

Views: 19,434

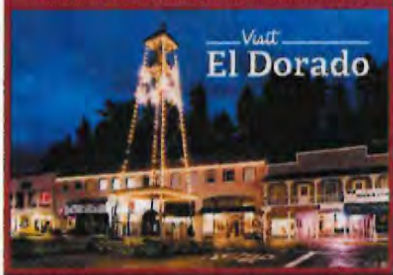
Clicks: 2,876

View %: 19.43%


Click %: 2.88%

Campaign Creative

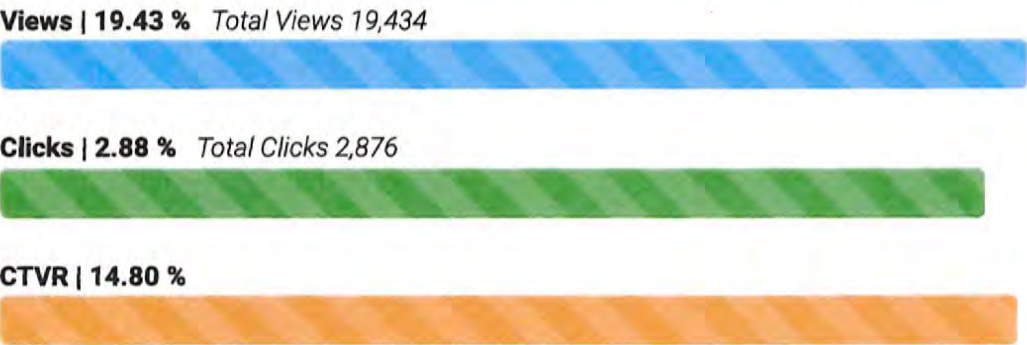
Enjoy All The Holiday Fun & Excitement!



Christmas Tree Cutting



### CAMPAIGN STATS



Clicks by Device

Desktop

42.35%

1,218

Mobile

57.65%

1,658

### CLICKS BY WEB BROWSER



### Custom Fields

Custom Field 1	Custom Field 2	Custom Field 3	Custom Field 4
USA_519917	4310120	—not defined—	—not defined—

## LINK SUMMARY



Index	Link URL	Clicks	%
1	<a href="https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	850	29.55%
2	<a href="https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	221	7.68%
3	<a href="https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	313	10.88%
4	<a href="https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	246	8.55%
5	<a href="https://visit-eldorado.com/shopping/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/shopping/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	179	6.22%
6	<a href="https://visit-eldorado.com/regifting-no-more-6-unique-gift-ideas-from-el-dorado-county/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/regifting-no-more-6-unique-gift-ideas-from-el-dorado-county/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	147	5.11%
7	<a href="https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	88	3.06%
8	<a href="https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	64	2.23%
9	<a href="https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	199	6.92%
10	<a href="https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	160	5.56%
11	<a href="https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023</a>	79	2.75%

2,876



## LINK SUMMARY



Index	Link URL	Clicks	%
12	<a href="https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	101	3.51%
13	<a href="https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	39	1.36%
14	<a href="https://visit-eldorado.com/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://visit-eldorado.com/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	85	2.96%
15	<a href="https://www.facebook.com/VisitElDoradoCounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://www.facebook.com/VisitElDoradoCounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	7	0.24%
16	<a href="https://www.instagram.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://www.instagram.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	24	0.83%
17	<a href="https://www.pinterest.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://www.pinterest.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	26	0.90%
18	<a href="https://www.tiktok.com/@visiteldoradocounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://www.tiktok.com/@visiteldoradocounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	19	0.66%
19	<a href="https://twitter.com/visiteldorado?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023&amp;lang=en">https://twitter.com/visiteldorado?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023&amp;lang=en</a>	11	0.38%
20	<a href="https://www.youtube.com/channel/UCIOqssDXn9ViYMcWX85Z1ew?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023">https://www.youtube.com/channel/UCIOqssDXn9ViYMcWX85Z1ew?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=EIDoradoCountyVisitorsAuthority_Nov2023</a>	18	0.63%

2,876



## CAMPAIGN REPORT

### Campaign Summary

**Name:** El Dorado County Visitors Authority 03441631 RR

**From/Brand:** Visit El Dorado

**Headline:** Christmas Happenings in El Dorado!

**Broadcast Date:** 12/12/2023

**Audience:** 100,000

**ID:** 1940859

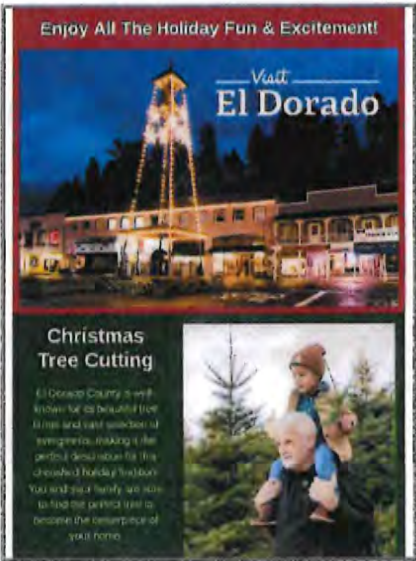
**Views:** 22,026

**Clicks:** 2,088

**View %:** 22.03%

**Click %:** 2.09%

### Campaign Creative





## CAMPAIGN STATS

**Views | 22.03 %** Total Views 22,026

**Clicks | 2.09 %** Total Clicks 2,088

**CTVR | 9.48 %**

### Clicks by Device

	<b>Desktop</b> <b>48.18%</b>   <b>1,006</b>
	<b>Mobile</b> <b>51.82%</b>   <b>1,082</b>

## CLICKS BY WEB BROWSER

	1,167 Chrome		121 Edge		110 Firefox		547 Safari		143 Other
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## Custom Fields

Custom Field 1

USA\_519917

Custom Field 2

4310120

Custom Field 3

--not defined--

Custom Field 4

--not defined--

## LINK SUMMARY

	Index	Link URL	Clicks	%
	1	<a href="https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	346	16.57%
	2	<a href="https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	131	6.27%
	3	<a href="https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	239	11.45%
	4	<a href="https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/farms-ranches/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	194	9.29%
	5	<a href="https://visit-eldorado.com/shopping/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/shopping/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	90	4.31%
	6	<a href="https://visit-eldorado.com/regifting-no-more-6-unique-gift-ideas-from-el-dorado-county/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/regifting-no-more-6-unique-gift-ideas-from-el-dorado-county/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	175	8.38%
	7	<a href="https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/downtown-placerville/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	45	2.16%
	8	<a href="https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	109	5.22%
	9	<a href="https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	188	9.00%
	10	<a href="https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/wine/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	179	8.57%
	11	<a href="https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	142	6.80%
			2,088	



## LINK SUMMARY



Index	Link URL	Clicks	%
12	<a href="https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	123	5.89%
13	<a href="https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/the-road-to-tahoe/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	26	1.25%
14	<a href="https://visit-eldorado.com/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://visit-eldorado.com/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	38	1.82%
15	<a href="https://www.facebook.com/VisitElDoradoCounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://www.facebook.com/VisitElDoradoCounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	8	0.38%
16	<a href="https://www.instagram.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://www.instagram.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	10	0.48%
17	<a href="https://www.pinterest.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://www.pinterest.com/visiteldorado/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	13	0.62%
18	<a href="https://www.tiktok.com/@visiteldoradocounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://www.tiktok.com/@visiteldoradocounty/?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	10	0.48%
19	<a href="https://twitter.com/visiteldorado?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR&amp;lang=en">https://twitter.com/visiteldorado?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR&amp;lang=en</a>	9	0.43%
20	<a href="https://www.youtube.com/channel/UCIOqssDXn9ViYMcWX85Z1ew?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR">https://www.youtube.com/channel/UCIOqssDXn9ViYMcWX85Z1ew?utm_source=LOCALiQ&amp;utm_medium=email&amp;utm_campaign=ElDoradoCountyVisitorsAuthority_Nov2023_RR</a>	13	0.62%

2,088



## CAMPAIGN REPORT

Campaign Summary

Name: El Dorado County Visitors Authority 03628503

From/Brand: Visit El Dorado

Headline: Spring Happenings in El Dorado!

Broadcast Date: 04/05/2024

Audience: 100,000

Views: 20,061

View %: 20.06%

ID: 2008021

Clicks: 2,620

Click %: 2.62%

Campaign Creative

Fair Play, California

A Hidden Gem & Well-Kept Secret

Visit

El Dorado

Explore Fair Play and Discover

Wineries

Farm Trails

Horseback Riding

Ranch Tours

Unique Lodging

Just an hour east of Sacramento,

but a world apart. The southern part

of El Dorado County is filled with

## CAMPAIGN STATS

Views | 20.06 % Total Views 20,061

Clicks | 2.62 % Total Clicks 2,620

CTVR | 13.06 %

Clicks by Device

Desktop

44.01%

1,153

Mobile

55.99%

1,467

## CLICKS BY WEB BROWSER

1,498

Chrome

142

Edge

91

Firefox

746

Safari

143

Other

## Custom Fields

Custom Field 1	Custom Field 2	Custom Field 3	Custom Field 4
USA_519917	4418155	-not defined-	-not defined-

25-0187 N Page 18 of 25

## LINK SUMMARY

**Fair Play, California**  
A Hidden Gem & Well-Kept Secret

**Visit El Dorado**

**Explore Fair Play and Discover:**  
- Agave Trails  
- Wine Tasting  
- Ranch Tours  
- Horse Lodging

Just an hour west of Sacramento, but a world apart, the southern part of El Dorado County is filled with meandering roads that lead to award-winning wineries, ranches, and Agave farms.

During the Gold Rush, Fair Play was a prosperous little mining town with several stores and hotels. Today, it's home to more than 25 award-winning wineries and dozens of farms and ranches.

Get your El Dorado County Farm Trails & Winery Guide and start the Adventure!

**GET THE GUIDE**

**PASSPORT WEEKEND | April 20-21, 2024**

**Explore the unexpected in El Dorado wine country!**  
Explore the unexpected beauty of El Dorado County one sip at a time with a Passport. Our 20+ events will make this weekend special by providing incredible food and wine pairings and engaging you in an experience that captures the essence of their unique story. Whether it's live music, art demonstrations, historical tours, or wine-making insights, your journey will create treasured memories of wine, food, and fun. Discover the back roads, hidden gems, secret experiences, and surprises that make this unexpected wine region a truly fun adventure!

**TICKETS & DETAILS**

**Visit El Dorado**  
f i n s t a

www.visiteldorado.com

Index	Link URL	Clicks	%
1	<a href="https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	148	5.65%
2	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	80	3.05%
3	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	79	3.02%
4	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	72	2.75%
5	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	73	2.79%
6	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	67	2.56%
7	<a href="https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	140	5.34%
8	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	121	4.62%
9	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	177	6.76%
10	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	122	4.66%
11	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	115	4.39%
		<b>2,620</b>	



## LINK SUMMARY



Index	Link URL	Clicks	%
12	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	109	4.16%
13	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	55	2.10%
14	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	48	1.83%
15	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	51	1.95%
16	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	47	1.79%
17	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	45	1.72%
18	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	79	3.02%
19	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	83	3.17%
20	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	141	5.38%
21	<a href="https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	31	1.18%
22	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	205	7.82%

2,620



## LINK SUMMARY



Index	Link URL	Clicks	%
23	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	115	4.39%
24	<a href="https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	143	5.46%
25	<a href="https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	211	8.05%
26	<a href="https://visit-eldorado.com/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	30	1.15%
27	<a href="https://www.facebook.com/VisitElDoradoCounty/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.facebook.com/VisitElDoradoCounty/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	5	0.19%
28	<a href="https://www.instagram.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.instagram.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	8	0.31%
29	<a href="https://www.pinterest.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.pinterest.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	3	0.11%
30	<a href="https://www.tiktok.com/@visiteldoradocounty_?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.tiktok.com/@visiteldoradocounty_?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	8	0.31%
31	<a href="https://twitter.com/visiteldorado?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024&amp;lang=en">https://twitter.com/visiteldorado?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024&amp;lang=en</a>	5	0.19%
32	<a href="https://www.youtube.com/channel/UCIOqssDXn9ViYMcWX85Z1ew?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.youtube.com/channel/UCIOqssDXn9ViYMcWX85Z1ew?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	4	0.15%

2,620



CAMPAIGN REPORT

Campaign Summary

Name: El Dorado County Visitors Authority 03628503 RR

From/Brand: Visit El Dorado

Headline: Spring Happenings in El Dorado!

Broadcast Date: 04/19/2024

Audience: 100,000	ID: 2008022
Views: 22,032	Clicks: 2,399
View %: 22.03%	Click %: 2.40%

Campaign Creative

Fair Play, California  
A Hidden Gem & Well-Kept Secret

Visit  
**El Dorado**



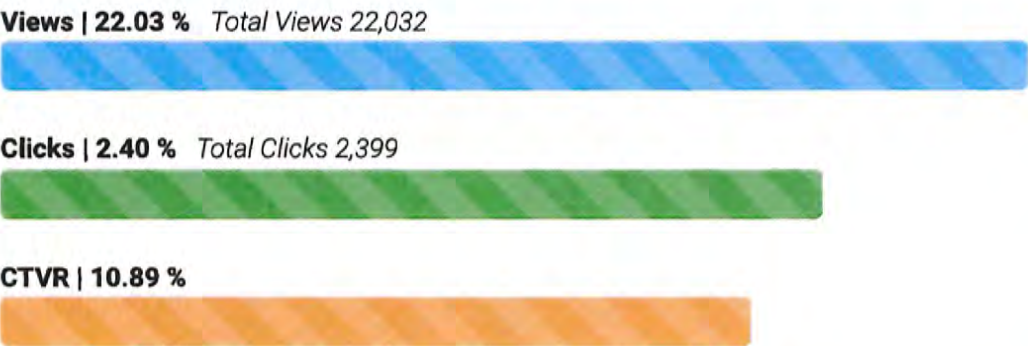
Explore Fair Play and Discover

- Wineries
- Farm Trails
- Horseback Riding
- Ranch Tours
- Unique Lodging

Just an hour east of Sacramento, but a world apart. The southern part of El Dorado County is filled with



CAMPAIGN STATS



Clicks by Device

Desktop	48.48%	1,163
Mobile	51.52%	1,236

CLICKS BY WEB BROWSER



Custom Fields

Custom Field 1	Custom Field 2	Custom Field 3	Custom Field 4
USA_519917	4418155	-not defined-	-not defined-

## LINK SUMMARY



Index	Link URL	Clicks	%
1	<a href="https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	277	11.55%
2	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	74	3.08%
3	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	72	3.00%
4	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	68	2.83%
5	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	66	2.75%
6	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	62	2.58%
7	<a href="https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	183	7.63%
8	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	149	6.21%
9	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	214	8.92%
10	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	113	4.71%
11	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	104	4.34%
		2,399	



## LINK SUMMARY

Index	Link URL	Clicks	%
12	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	104	4.34%
13	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	28	1.17%
14	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	26	1.08%
15	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	45	1.88%
16	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	39	1.63%
17	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	38	1.58%
18	<a href="https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/unique-accommodations-in-el-dorado-county/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	27	1.13%
19	<a href="https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/fair-play-somerset/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	26	1.08%
20	<a href="https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/a-guide-to-visiting-the-family-owned-wineries-of-fair-play/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	31	1.29%
21	<a href="https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/farm-trails-visitor-guide/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	34	1.42%
22	<a href="https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/from-the-saddle-to-the-glass-saluti-horse-adventures/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	25	1.04%

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## LINK SUMMARY



Index	Link URL	Clicks	%
23	<a href="https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/trips-tours/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	28	1.17%
24	<a href="https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	246	10.25%
25	<a href="https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/event/el-dorado-wines-passport-weekend/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	229	9.55%
26	<a href="https://visit-eldorado.com/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://visit-eldorado.com/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	72	3.00%
27	<a href="https://www.facebook.com/VisitElDoradoCounty/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.facebook.com/VisitElDoradoCounty/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	4	0.17%
28	<a href="https://www.instagram.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.instagram.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	3	0.13%
29	<a href="https://www.pinterest.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.pinterest.com/visiteldorado/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	2	0.08%
30	<a href="https://www.tiktok.com/@visiteldoradocounty/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.tiktok.com/@visiteldoradocounty/?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	3	0.13%
31	<a href="https://twitter.com/visiteldorado?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024&amp;lang=en">https://twitter.com/visiteldorado?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024&amp;lang=en</a>	3	0.13%
32	<a href="https://www.youtube.com/channel/UCIOqssDXn9ViYMcWXB5Z1ew?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024">https://www.youtube.com/channel/UCIOqssDXn9ViYMcWXB5Z1ew?utm_source=localiq&amp;utm_medium=email&amp;utm_campaign=eldoradocounty_mar2024</a>	4	0.17%
		2,399	