



California Welcome Center  
El Dorado Hills  
2019/2020 Contract Update

# California Welcome Center: Value

**VISION:** To be the recognized resource center for destination, community and statewide information by local residents and travelers alike.

**ABOUT:** California Welcome Centers are informational hubs that promote the community's authentic experiences and offerings, and in particular they are part of an official statewide network partnering with Visit California's global efforts to market California as the nation's premier travel destination.



**MISSION:** California Welcome Centers (CWC) offer unique and authentic customized visitor services for explorers interested in all that California has to offer. As a network of information hubs, the CWCs – and their friendly employees – provide visitors and local residents alike with informed suggestions on how to take advantage of a variety of experiences. CWCs also serve as brand ambassadors for California tourism and benefit not only each individual visitor, but also – through influence over visitor spending – our local communities, the state and all associated stakeholders.

# CWC El Dorado Hills Guests

| Month      | 2016          | 2017          | 2018                          | 2019   | 2020   |
|------------|---------------|---------------|-------------------------------|--|--|
| January    | 459           | 405           | 467                           | 380  | 351  |
| February   | 562           | 487           | 450                           | 338  | 1,064  |
| March      | 741           | 1,171         | 734                           | 577  | 1,204  |
| April      | 774           | 1,006         | 732                           | 907  | 0  |
| May        | 1,060         | 971           | 1,188                         | 809  | 15   |
| June       | 967           | 1,236         | 807                           | 1,228  | N/A  |
| July       | 1,559         | 1,196         | 1,135                         | 1,671  | N/A  |
| August     | 1,141         | 962           | 930                           | 744  | N/A  |
| September  | 898           | 1,001         | 699                           | 795  | N/A  |
| October    | 1,155         | 1,282         | 1,026                         | 1,180  | N/A  |
| November   | 774           | 772           | 772                           | 522  | N/A  |
| December   | 5,999         | 5,522         | 4,945                         | 4,557  | N/A  |
| Year Total | <b>16,089</b> | <b>16,041</b> | <b>14,185</b>                 | <b>13,708</b>  | <b>TBD</b>   |
|            |               |               | Note: 300<br>Clarksville Days | Note: Missing<br>westbound ramp<br>sign May-Dec,<br>PG&E travel<br>advisories, event<br>cancellations. | Note: Due to<br>COVID-19, CWC<br>closed 69 days:<br>3/21/20 – 5/28/20. |

# Guests: Place of Origin

|                           |                |
|---------------------------|----------------|
| <b>Total Guests</b>       | <b>13,331*</b> |
| Local (Sacramento Region) | 78%            |
| CA                        | 6%             |
| USA                       | 13%            |
| International             | 3%             |

\*July 19, 2019 – May 20, 2020 (Note June 2020 N/A)



# California Welcome Center Operations

- Open 362 days a year, 7 days a week
- Staffed by 3 part-time employees and 4 volunteers
- Chamber staff of 4 supplement when needed\*

\* El Dorado Hills Chamber President & CEO has not received a salary for the operation of the CWC since its inception in 2010.

# Community County-wide Benefit: El Dorado County 2020 Vote Center

*"I want to thank you and your team for all the fantastic support you have provided to the elections department. Your facility was a wonderful place for voters and a ballot drop box." - Bill O'Neill, Registrar of Voters, County of El Dorado*

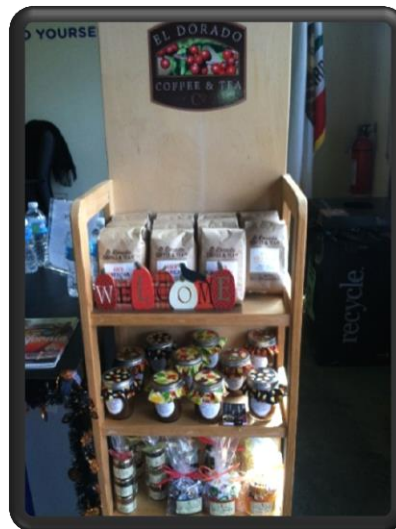
| <u>Date</u>         | <u>Guests</u> |
|---------------------|---------------|
| Feb 22              | 47            |
| Feb 23              | 23            |
| Feb 24              | 99            |
| Feb 25              | 77            |
| Feb 26              | 99            |
| Feb 27              | 118           |
| Feb 28              | 157           |
| Feb 29              | 107           |
| Mar 1               | 160           |
| Mar 2               | 491           |
| Mar 3               | 290           |
| <b>TOTAL GUESTS</b> | <b>1,668</b>  |



- 1 of the top 5 Vote Centers for Voter Turnout out of 13 locations.
- "Being able to set up for 11 days was truly an excellent help in our election effort. We struggled to find an 11-day location until you offered." – Bill O'Neill, Registrar of Voters, County of El Dorado
- Served 10% of all in-person voting in the county serving 465 voters.
- The drop box served 1,490 voters with another 300+ giving their ballots to the Vote Center staff.
- 3<sup>rd</sup> highest used drop box in the county out of 13.
- Perfect location to serve the highest population areas of El Dorado Hills and the Four Seasons Retirement Community.



# Local Merchandise in CWC





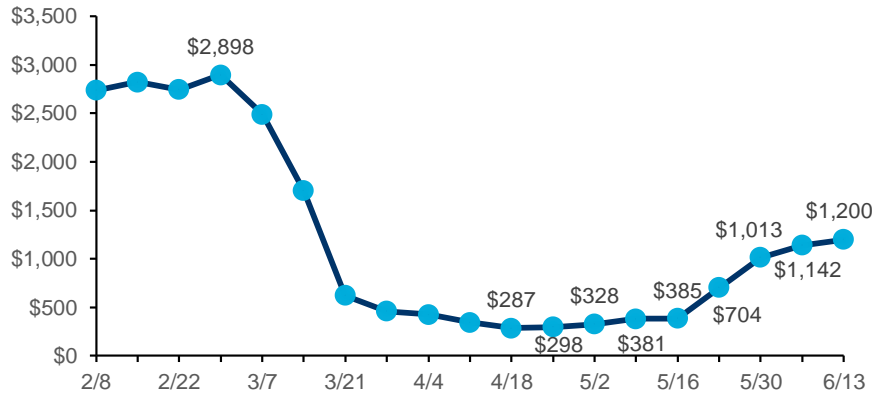
**COVID-19 Research Q&A**  
**6.23.20**

**Economic Impact Forecast Updates**  
**What's New in the Dashboard**



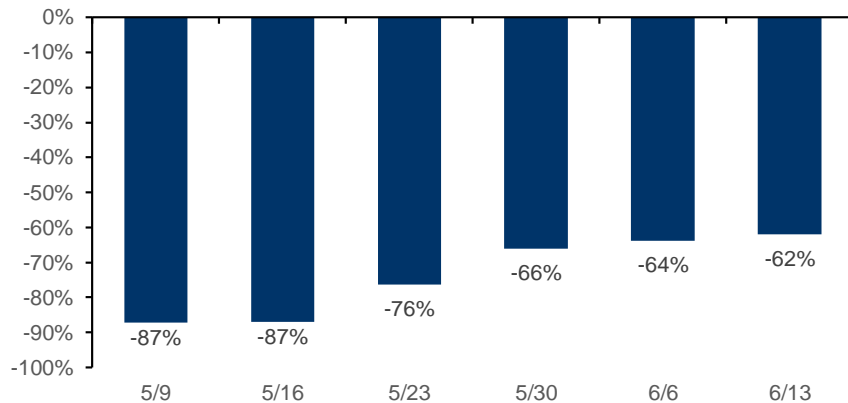
# Weekly Travel Spending Starting to Rebound

California weekly travel spending  
\$ millions



Source: Tourism Economics

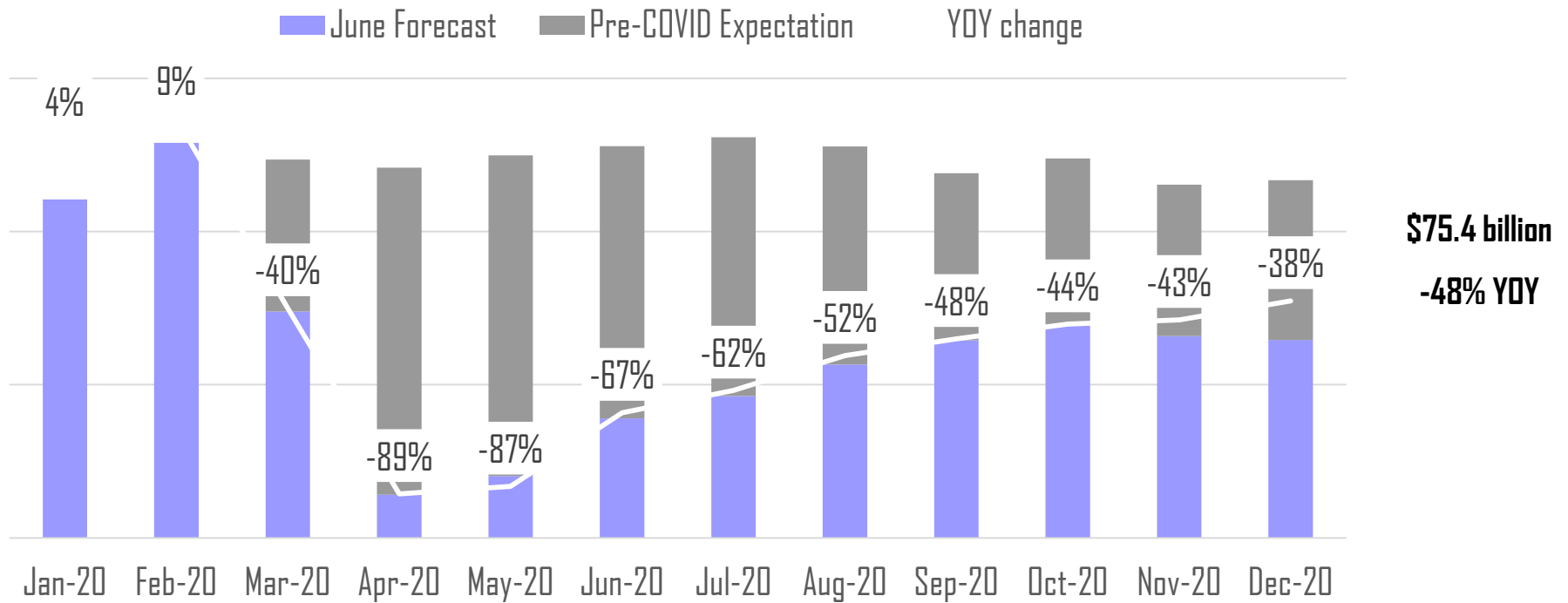
California weekly travel spending  
%, year-over-year change



Source: Tourism Economics

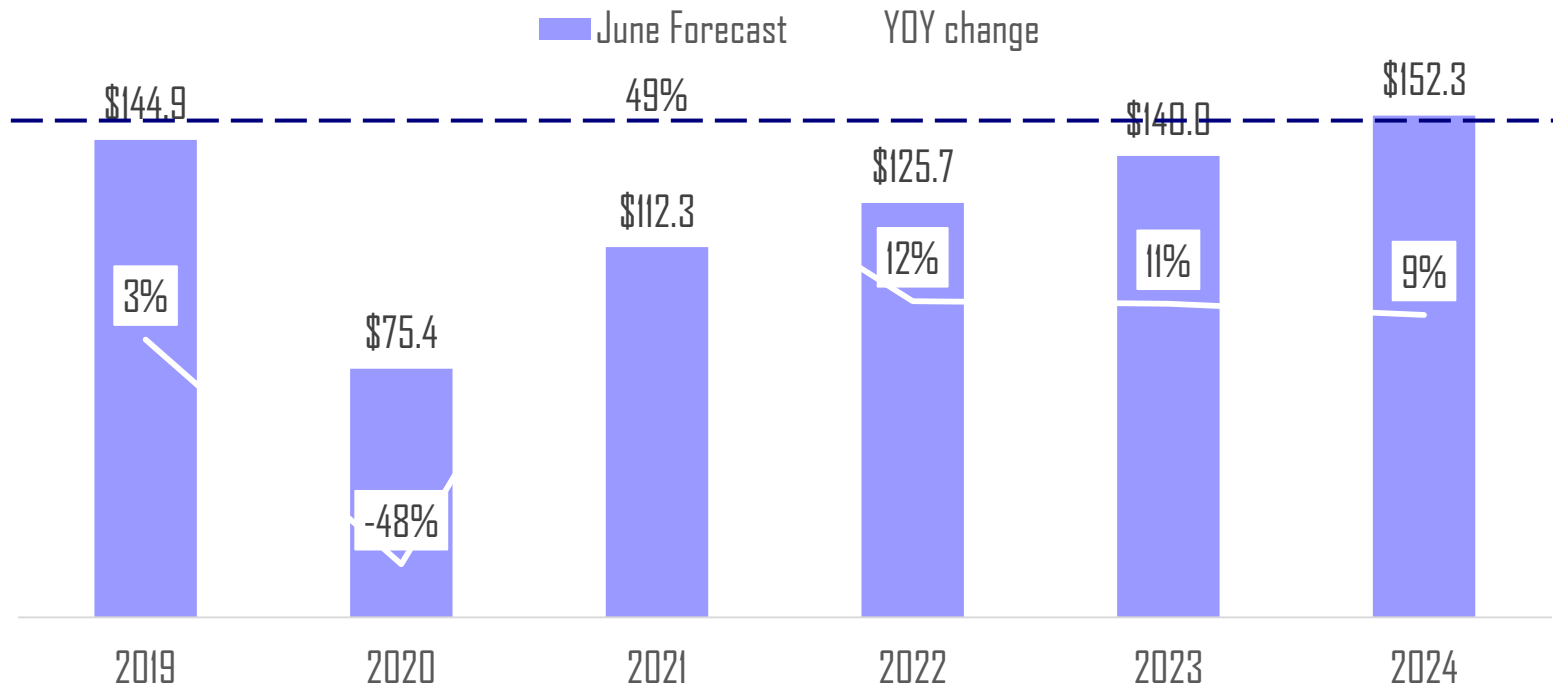
- As businesses have reopened, weekly spending has started a slow climb out of the deep hole.
- With official hotel openings as of 6/12, we expect to see continued week-over-week gains moving forward.

# 2020 Updated Forecast (Monthly)



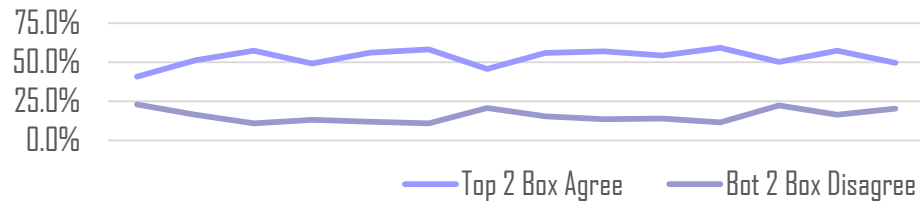
Source: Tourism Economics, 6/17 Forecast

# 5-Year Forecast

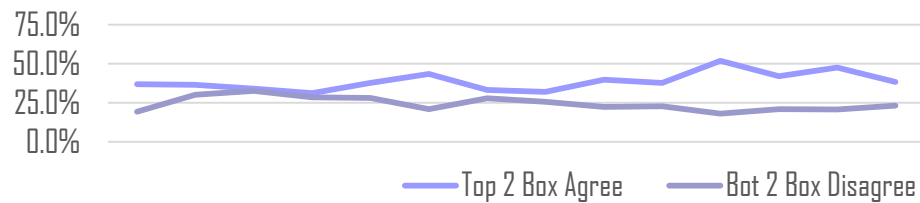


Source: Tourism Economics, 6/17 Forecast

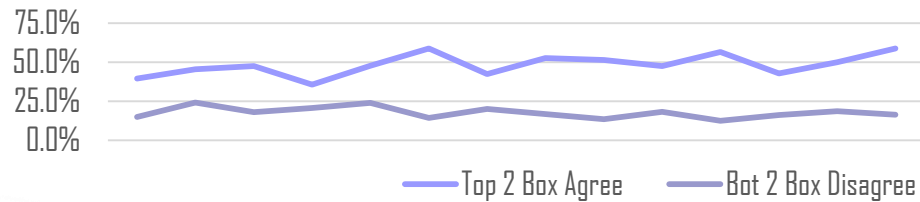
I'll take **staycations** this summer rather than a vacation



I'll take more **road trips** this year to avoid airline travel



I'll take **regional trips** near my home and avoid long-haul travel



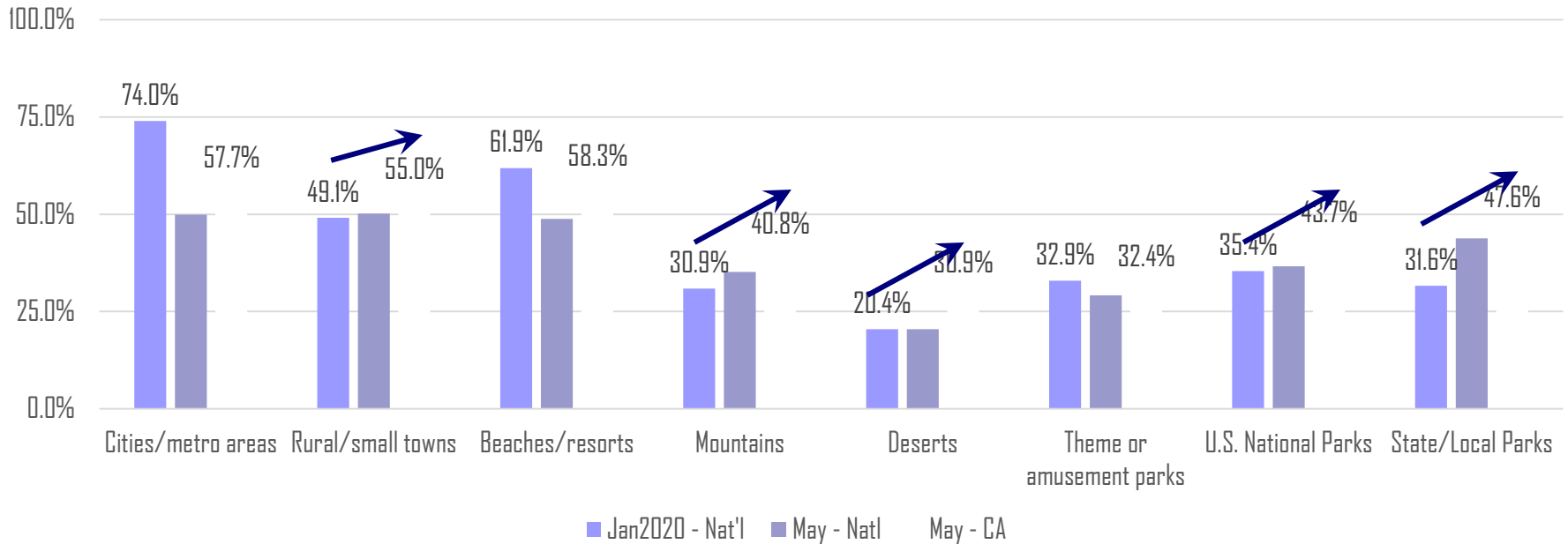
# What does "new travel" look like?

- Change in TYPES of trips:
- Concerns about safety are making certain travel choices look more attractive: staycations, road trips, regional trips.

Source: Destination Analyst

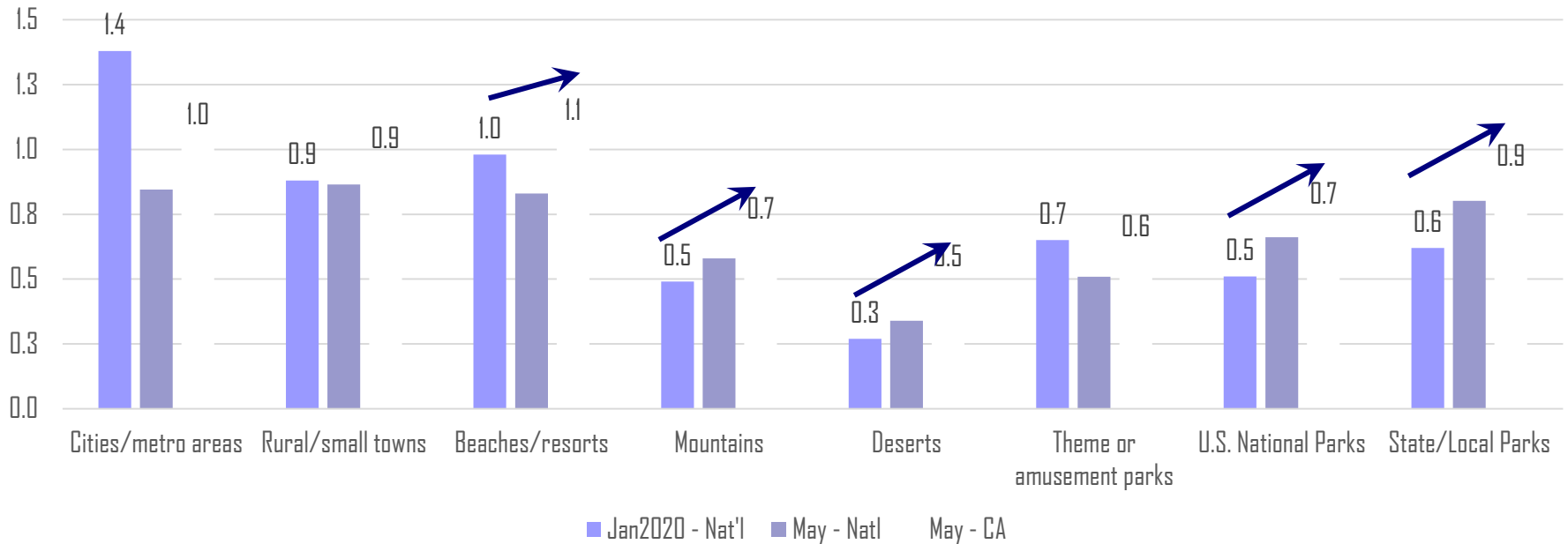
# We also see a change in types of DESTINATIONS...

In the next 12 months, which of these type of destinations do you intend to visit?



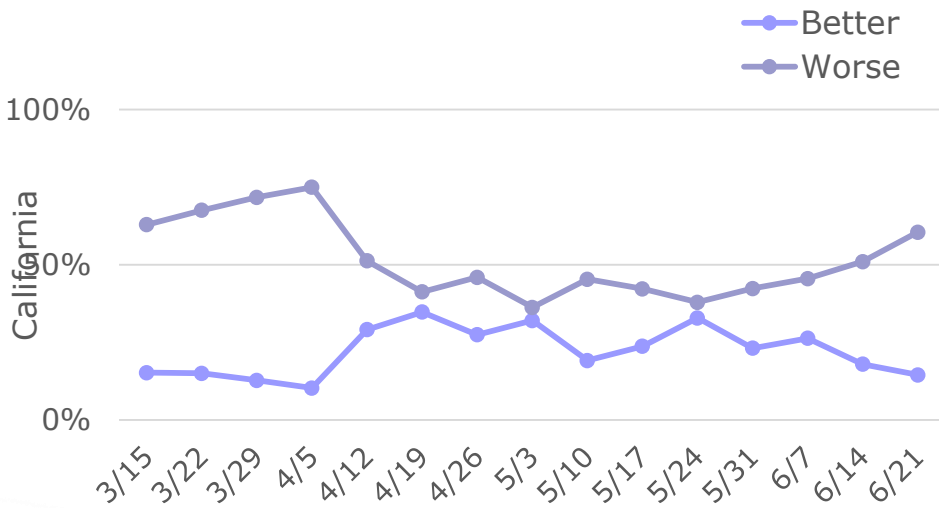
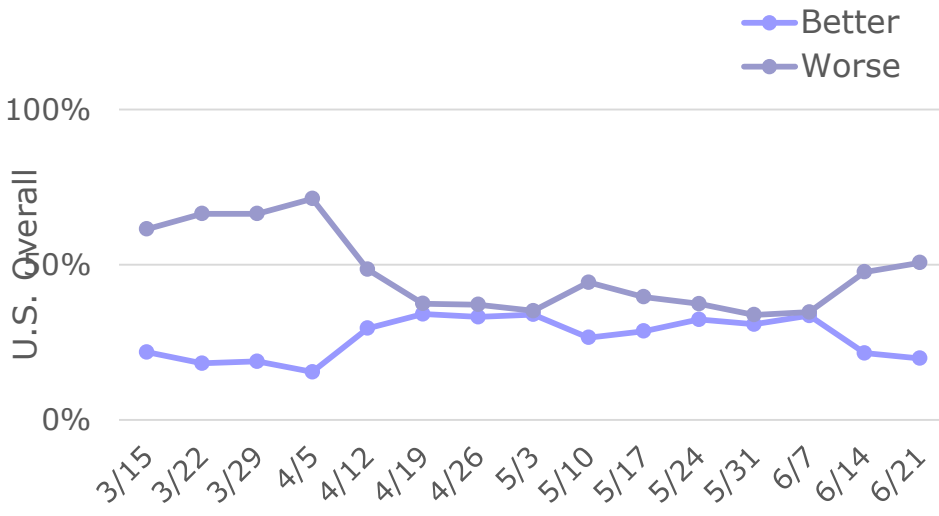
# There is also expectation to take MORE trips than pre-COVID to these natural areas

In the next 12 months, how many trips will you take that will include...?





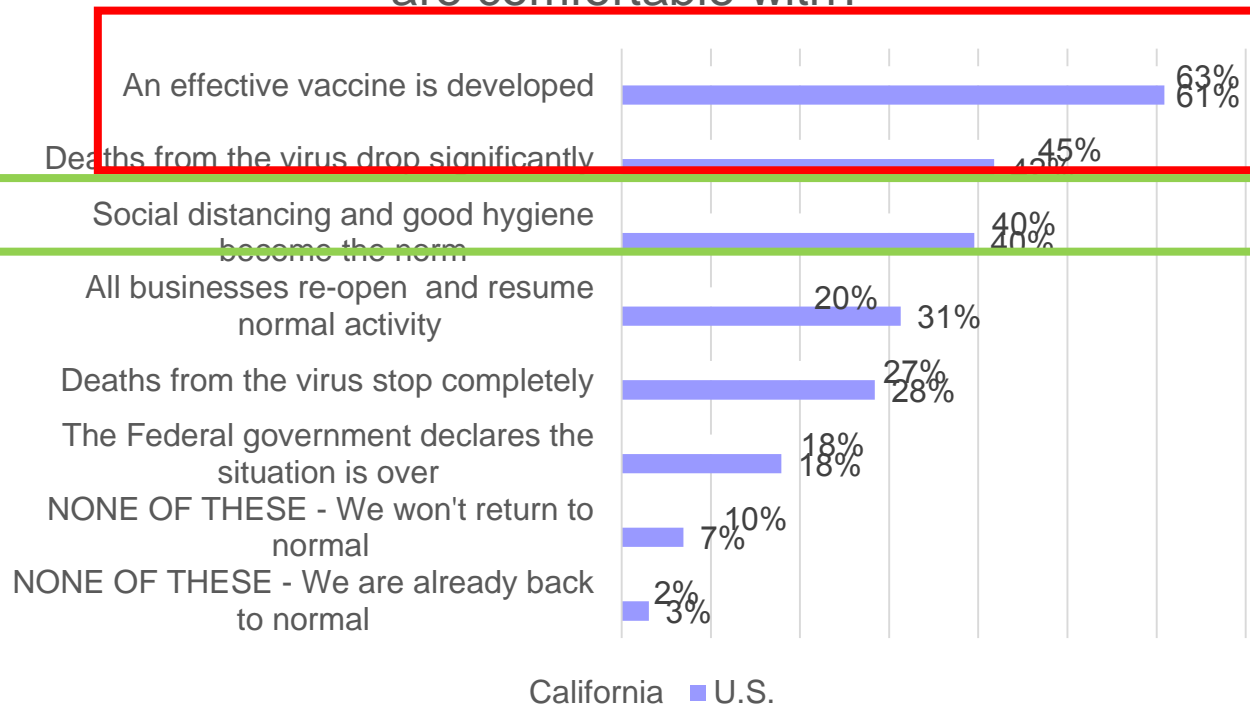
# Will Conditions Improve or Worsen in Next Month?



- Sentiment will change over time as conditions change and as the media narrative shapes public opinion.
- Californians are showing more concern than the U.S. overall that conditions might worsen in the next month.

Source: Destination Analyst

What will need to happen before you feel things have returned back to a normalcy you are comfortable with?

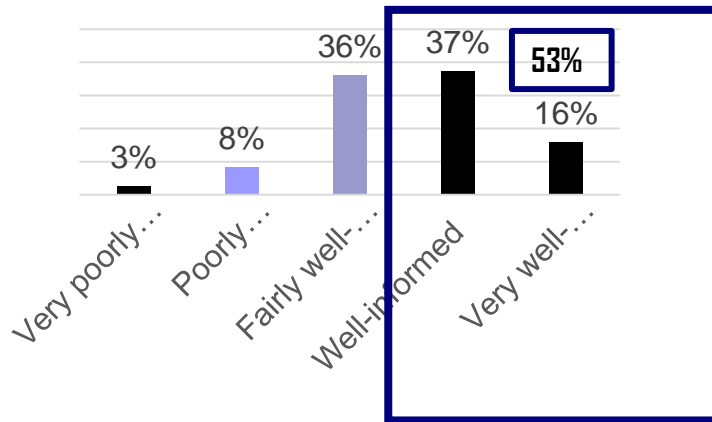


## What is in our control to make an impact?

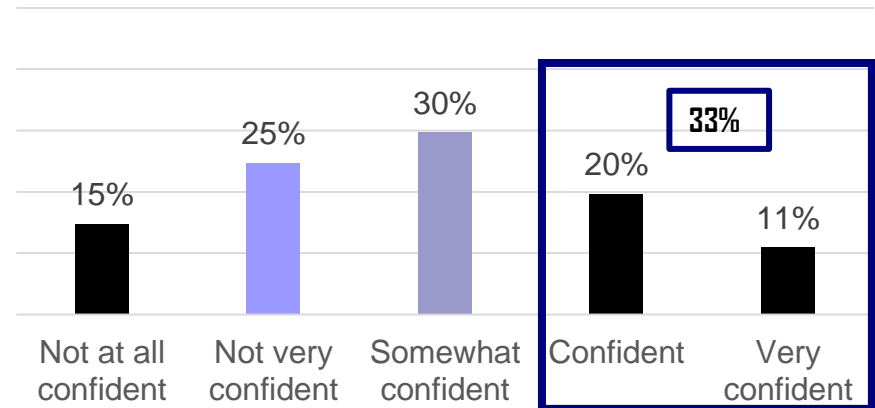
- A big impact on the public health crisis is out of our hands, and is unlikely to come very soon
- To try to create sustainable economic activity **IN THE MEANTIME**, will be to create an environment where more people feel they can resume activities but **SAFELY**

# Consumers feel relatively well-informed about Coronavirus-related risks of traveling, but are less sure that they know how to travel safely...

How well-informed do you feel you personally are about any potential Coronavirus-related risks involved with traveling?

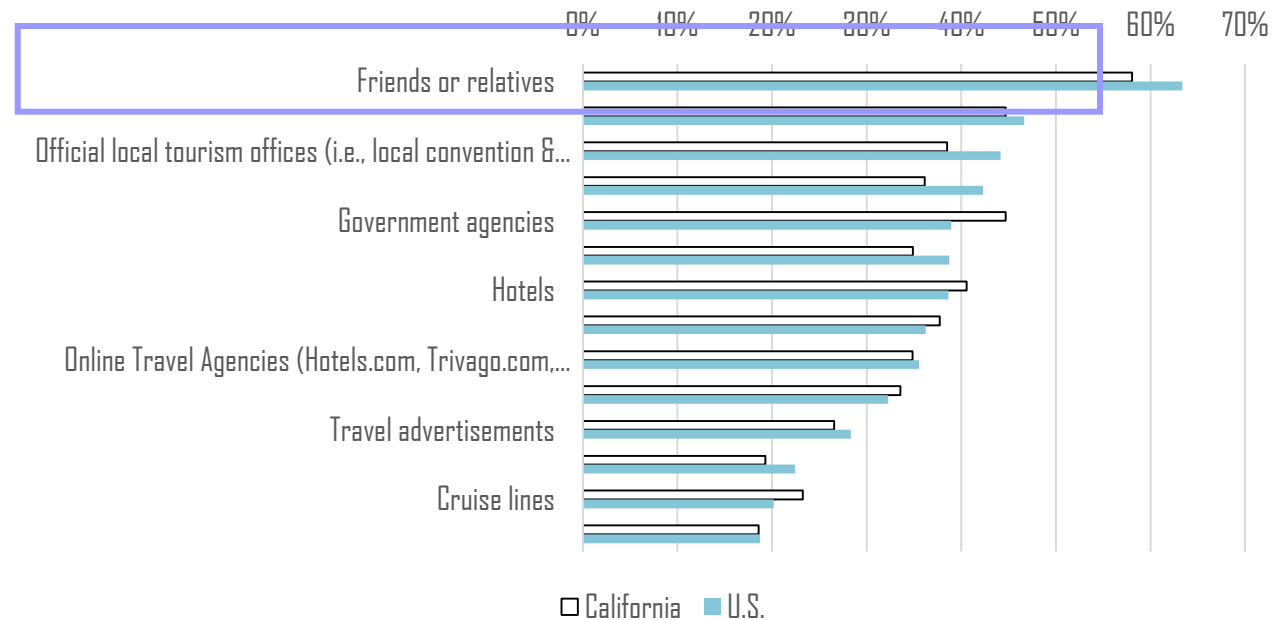


How confident are you that you could travel safely in the current environment?



# DMO's are highly trusted to help plan safe travel

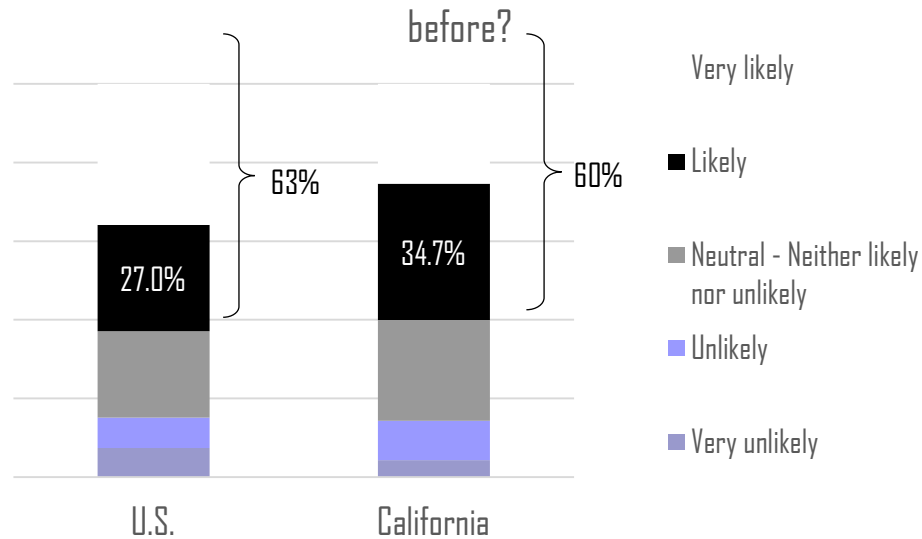
Thinking about planning your travel in the next TWELVE (12) MONTHS, how much would you trust each of the following to provide you with the information you need to travel safely? (Top 2 Box Trust)



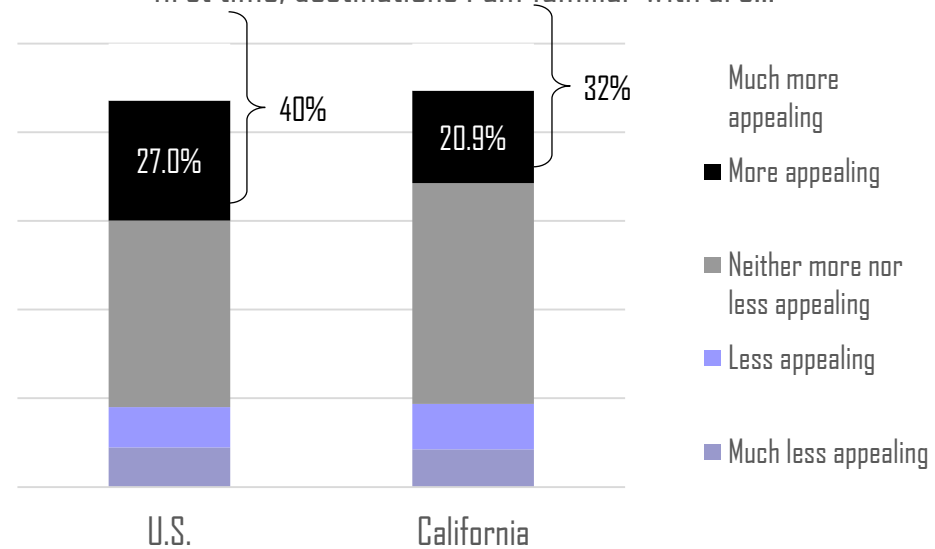
- Other than friends and relatives, DMO's are the most trusted source for information to plan safe travel...higher than even gov't agencies;
- Consumers are looking for information on how they can enjoy travel in a safe/responsible way.

# Familiar feels safer...so revisiting past destinations will be more popular

On your NEXT LEISURE TRIP, how likely is it that your primary destination will be one you have visited before?



Compared to destinations I would be visiting for the first time, destinations I am familiar with are...



# Resource - <https://covidactnow.org>

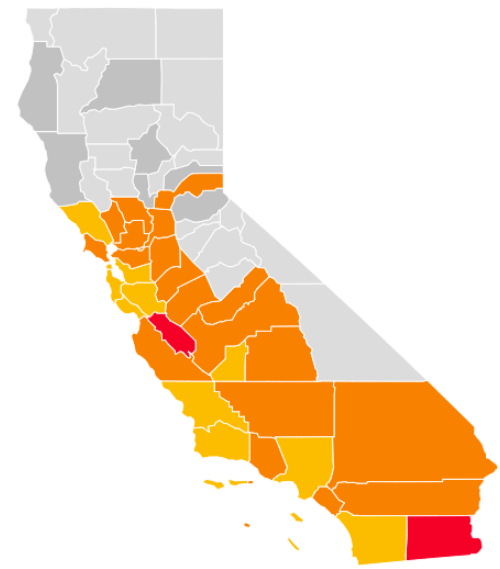
## California

COVID in California is spreading in a slow and controlled fashion, and California's COVID preparedness meets international standards. If this trend continues, California may eventually achieve herd immunity, though this may take years.

**Medium**

COVID RISK LEVEL

|  |  |   |   |
|--|--|---|---|
| <b>INFECTION RATE</b><br>COVID is still spreading, but slowly<br><b>1.06</b><br>Medium | <b>POSITIVE TEST RATE</b><br>Indicates adequate testing<br><b>4.8%</b><br>Medium | <b>ICU HEADROOM USED</b><br>Can likely handle a new wave of COVID<br><b>27%</b> Beta<br>Low | <b>CONTACTS TRACED</b><br>Insufficient tracing to stop the spread of COVID<br><b>26%</b> Beta<br>Medium |
|--|--|---|---|



Last updated 6/24/2020. The World Health Organization recommends a positive test rate of less than 10%. The countries most successful in containing COVID have rates of 3% or less. We calculate the rate as a 7-day trailing average.



# Looking Ahead

On June 12, 2020, Visit California launched the “See you Soon”

digital video campaign, a series of light-hearted text messages that evoke yearning for each of California’s 12 tourism regions.

VisitCalifornia.com  
1.5 million  
monthly unique  
viewers

The California Welcome Center is designated as a “safe place to visit and get information.”



California  
Official Map  
\$46,000 CWC  
exposure value

California Road Trips  
1 million printed  
\$28,000 CWC  
exposure value

California Official State  
Visitor's Guide & Travel  
Planner

- 500,000 printed
- 100,000 digital  
downloads
- \$153,000 CA  
Welcome Center  
exposure value



# CWC = A Smart Investment

County Annual Investment (TOT) = **\$110,320**

Additional Revenue Generated from Guests **\$404,357**

13,331 Guests – 2,500 (Santa pictures) = 10,831 guests

Additional Value from Collateral Visit CA pieces

CA Official Guide & Travel Planner **\$153,000**

CA Road Trips **\$ 28,000**

CA Official Map **\$ 46,000**

**Return on Investment/Revenue from Guests = **\$631,357****

**July 2019 – May 2020 (June totals N/A)**

\*Visit California's data on guest spending for CWC's is by party size of 3 adults spending \$112 daily.



**Thank You**