

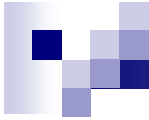


**CALIFORNIA
WELCOME
CENTER**

California Welcome Center - El Dorado Hills

Funding Agreement Presentation

Contract Services 2022/2023



Overview of CA Welcome Centers



[Visit California Overview](#)

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 – EDH Operations

- Open 362 days a year, 7 days a week
- Staffed by 2 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.

Regional Merchandise in CWC



Community & County-Wide Benefit: El Dorado County Vote Center



June 7, 2022 - The turnout for in-person voting was lower than usual but the Welcome Center still served 203 voters and collected 837 ballots in the drop box which put it in the **top 5 of voter centers**.

November 3, 2020 – The Welcome Center served 577 Voters. That was **among the highest usage** as well. There were over 1,500 ballots dropped in the Drop Box as well in that election.

“The California Welcome Center is one of El Dorado County’s highest used Vote Center and Drop Box locations. It is centrally located in one of the highest density areas of El Dorado County and is well known among residents as the place to vote. We always appreciate the use of the Welcome Center as Vote Center and the incredible support of the staff there.”

– Bill O’Neill, Registrar of Voters, County of El Dorado

CWC – EDH Guests

Month	2021/2022	2020/2021
July	↑ 619	364
August	↑ 376	334
September	246	364
October	452	2099
November	↑ 337	184
December	↑ 4,177	80
January	↑ 229	72
February	↑ 1,358	192
March	↑ 353	313
April	↑ 1,430	410
May	↑ 754	520
June	↑ 898	568
Year Total	104% Increase 11,229	5,500
	Note: Limited travel due to Caldor Fire, COVID-19 waves. December +/- 3700 guests for Santa photos; April 448 guests for Bunny photos.	Note: Limited travel due to PG&E travel advisories, COVID-19 restrictions, and event cancellations.



Guests: Places of Origin

Total Guests	11,229*
Local (Sacramento Region)	82%
CA	8%
USA	9%
International	1%

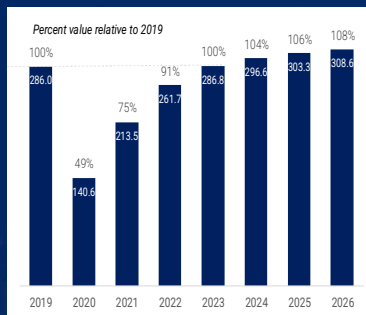
*July 2021 – June 2022; tourism and travel affected by COVID-19 variants.

California's Visitor Economy Travel Forecast

Visitor volume recovery

Visitor volume is expected to recover to 100% of 2019 visitation levels by 2024 and 8% above 2019 visitation levels by the end of 2026.

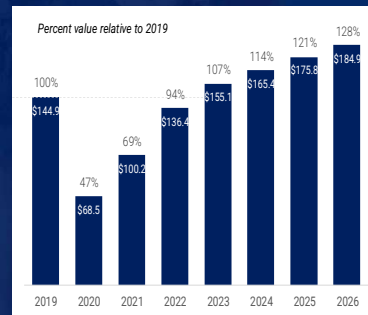
Total California visitor volume (Millions)



Total visitor spending recovery

Visitor spending is expected to recover to 100% of 2019 spending levels by 2023 and 28% above 2019 spending levels by the end of 2026.

Total visitor spending in California (\$ billions)



California tourism summary (Millions)

	2019	2020	2021	2022	2023	2024	2025	2026
Total visits	286.0	140.6	213.5	261.7	286.8	296.6	303.3	308.6
Business	51.9	16.4	25.6	41.1	47.7	52.8	55.0	55.8
Leisure	234.1	124.2	187.9	220.5	239.1	243.7	248.2	252.8
Domestic								
Total	268.1	136.9	208.3	250.3	271.7	279.4	284.9	289.3
Business	47.4	16.1	25.2	39.8	45.4	49.0	50.4	50.9
Leisure	220.8	120.8	183.1	210.5	226.4	230.4	234.5	238.4
Day	91.1	51.5	72.0	83.9	90.3	92.7	93.7	94.6
Overnight	177.0	85.4	136.3	166.4	181.4	186.8	191.2	194.7
Paid accom.	119.5	72.8	97.9	111.1	124.8	126.6	130.2	132.6
Unpaid accom.	57.6	12.6	38.4	55.3	56.6	60.1	61.0	62.1
Gateway	122.5	63.2	87.8	108.8	118.2	122.6	124.9	127.4
Rural/Other	154.3	73.7	120.5	141.5	153.5	156.8	160.0	161.9
Fly Drive	54.6	17.4	41.8	51.3	57.0	60.3	61.9	62.9
Drive	213.5	119.5	166.5	199.0	214.7	219.1	223.0	226.4
International								
Total	17.9	3.7	5.2	11.3	15.1	17.1	18.4	19.3
Overseas	8.4	1.3	1.2	3.9	6.3	7.8	8.5	9.0
Mexico	7.7	2.0	3.7	6.0	7.0	7.5	7.9	8.3
Canada	1.7	0.4	0.3	1.4	1.7	1.8	1.9	1.9
Business	4.6	0.3	0.4	1.3	2.3	3.8	4.7	4.9
Leisure	13.3	3.4	4.8	10.0	12.7	13.3	13.7	14.4
Total travel spending								
(billions)	\$144.9	\$68.5	\$100.2	\$136.4	\$155.1	\$165.4	\$175.8	\$184.9
Domestic	\$116.8	\$63.2	\$94.9	\$121.4	\$132.8	\$138.2	\$145.7	\$152.3
Business	\$28.5	\$10.3	\$15.9	\$26.3	\$30.1	\$32.8	\$34.8	\$36.2
Leisure	\$88.3	\$52.9	\$78.9	\$95.1	\$102.7	\$105.4	\$110.9	\$116.0
International	\$28.1	\$5.3	\$5.4	\$15.0	\$22.4	\$27.2	\$30.1	\$32.6
Business	\$8.2	\$0.5	\$0.5	\$2.0	\$4.0	\$7.0	\$8.8	\$9.5
Leisure	\$19.9	\$4.8	\$5.0	\$13.0	\$18.3	\$20.1	\$21.3	\$23.1

California tourism summary (Year-on-year % change)

	2020	2021	2022	2023	2024	2025	2026
Total visits	-51%	52%	23%	10%	3%	2%	2%
Business	-68%	56%	61%	16%	11%	4%	1%
Leisure	-47%	51%	17%	8%	2%	2%	2%
Domestic							
Total	-49%	52%	20%	9%	3%	2%	2%
Business	-66%	57%	58%	14%	8%	3%	1%
Leisure	-45%	52%	15%	8%	2%	2%	2%
Day	-43%	40%	17%	8%	3%	1%	1%
Overnight	-52%	60%	22%	9%	3%	2%	2%
Paid accom.	-39%	35%	14%	12%	1%	3%	2%
Unpaid accom.	-78%	205%	44%	2%	6%	1%	2%
Gateway	-46%	39%	24%	9%	4%	2%	2%
Rural/Other	-52%	63%	17%	9%	2%	2%	1%
Fly Drive	-68%	140%	23%	11%	6%	3%	2%
Drive	-44%	39%	19%	8%	2%	2%	2%
International							
Total	-79%	41%	116%	33%	14%	7%	5%
Overseas	-84%	-11%	229%	60%	24%	9%	6%
Mexico	-74%	88%	61%	17%	7%	7%	5%
Canada	-77%	-23%	348%	26%	5%	3%	2%
Business	-93%	24%	233%	79%	65%	22%	5%
Leisure	-73%	42%	107%	27%	4%	3%	5%
Total travel spending							
(billions)							
Domestic	-53%	46%	36%	14%	7%	6%	9%
Business	-64%	54%	66%	14%	9%	6%	4%
Leisure	-40%	49%	21%	8%	3%	5%	5%
International	-81%	3%	175%	49%	22%	11%	8%
Business	-94%	-10%	321%	100%	75%	25%	8%
Leisure	-76%	4%	162%	41%	10%	6%	8%

Visit CA Promotes El Dorado County



The EDH CWC has **further exposure** on Visit CA's website, social media platforms, and in these publications. →

VisitCalifornia.com
1.8 million
monthly
unique viewers



California Official
 State Map
\$49,000 CWC
 exposure value

California Road Trips
 1 million printed
\$26,000 CWC
 exposure value



California Official State
 Visitor's Guide & Travel
 Planner
 - 500,000 printed
 - 425,000 digital
 downloads
 - **\$200,000** CA
 Welcome Center
 exposure ad value

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

Visit CA Target Markets El Dorado County



Gold Country Road Trip
[El Dorado County featured at 1:34](#)



CA Now Podcast
[El Dorado County featured at 14:44](#)

CWC Promotes El Dorado County

California Welcome Center - EDH tracks local referrals to El Dorado County destinations and distributed about 2,300 brochures* to influence tourism in El Dorado County:

- 50 Guest Bags to guests interested in visiting El Dorado County
- 246 phone calls for inquiries on El Dorado County's tourism assets
- 495 recommendations (referrals) made to visiting guests



SUN, APR 10
Antiques Evaluation Event
El Dorado Hills Chamber - California Welcome Center - El Dorado Hills



*July 2021 – June 2022

CWC Connects Visitors to Regional Businesses



Courtesy of Gold Pan Biscuits,
Sierra Community Access Television Channel 2



CWC = A Smart Investment

County Annual Investment (TOT) ¹ =	\$110,320
<u>Additional Revenue Generated from Guests²</u>	\$281,120
11,229 Guests – 3,700 (Santa photos) = 7,529 guests	
Sales Tax from Gift Store ¹	\$1,022
<u>Additional Value from Collateral Visit CA pieces³</u>	
CA Official Guide & Travel Planner	\$200,000
CA Road Trips	\$ 26,000
CA Official Map	\$ 49,000
Return on Investment/Revenue from Guests³ =	\$557,142

¹July 1, 2021 – June 30, 2022

²Visit California's data on guest spending for CWC's is by party size of 3 adults spending \$112 daily

³July 1, 2021 – June 30, 2022



Gracias ~ Thank You ~ 谢谢你

THANK YOU
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<https://www.visitcalifornia.com/experience/california-welcome-center-el-dorado-hills/>
<https://www.eldoradohillschamber.org/explore-el-dorado-hills/california-welcome-center-el-dorado-hills> <https://www.facebook.com/WelcomeCenterEDH>