

El Dorado County Chamber of Commerce – Visitors Authority

| Activity: | Deliverable(s): | Activity Completion Date: |
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| <p>Branding/Messaging</p> <p>Website Development / Search Engine Optimization (SEO)</p> | <p>1) Promotion / Advertising:</p> <ul style="list-style-type: none"> a) Print 80,000 magazine travel guides and distribute them on an ongoing basis to multiple regional locations. b) Maintain and keep current a website and social media pages dedicated to visitor activities in El Dorado County. Identify new website trends to build site and page view traffic. <ul style="list-style-type: none"> 1. Increase site and page views by 5% in year-to-year Analytics. 2. Maintain postings and website information. c) Implement an SEO strategy | <p>June 30, 2023</p> |
| <p>Visitor Information</p> | <p>2) Provide Visitor Information out of market and in market</p> <ul style="list-style-type: none"> a) Staff Visitor Information Center which provides a comprehensive collection of local, regional, and state visitor resources. b) Provide ongoing fulfillment of visitor information requests. c) Respond on a timely basis to information requests regarding tourism activities, online and by phone. | |
| <p>Content Development (Content/Photo/Video)</p> | <p>3) Develop and update curated content for use across all platforms:</p> <ul style="list-style-type: none"> a) Increase photo library to incorporate new areas of interest within El Dorado County’s experience pillars. b) Create 2 videos that align with branding and messaging. c) Identify and solicit guest bloggers to serve as brand ambassadors for El Dorado County. d) Build an inventory of stories for distribution. e) Facilitate media visits when appropriate. | |
| <p>Strategic Alliances</p> | <p>4) Networking / Partnership Building:</p> <ul style="list-style-type: none"> a) Build and maintain relationships with state and regional groups to increase knowledge regarding El Dorado County as a vacation destination. b) Develop an ongoing communication program with the local tourism officials. c) Work with local lodging properties, visitor attractions, transportation providers, and meeting and event organizers to offer visitor packages and promote them in appropriate venues. d) Educate the community about the value of tourism to their quality of life. e) Develop an annual tourism meeting to inform, educate, and encourage partnership development. | |

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| <p>Sales</p> | <p>5) Generate Sales Leads</p> <ul style="list-style-type: none"> a) Attend one consumer trade show in targeted vertical and geographic market. b) Attend other specific trade shows with neighboring destinations in Gold Country working to develop a regional presence and reduce costs at the same time. c) Take advantage of Visit California’s domestic and international sales opportunities as appropriate. | |
| <p>Interactive / Social Media Marketing Efforts</p> | <p>6) Implement Digital Marketing Program</p> <ul style="list-style-type: none"> a) Build program to include online display ads, paid search, social media, eblasts, and video. b) Develop a content calendar to identify post content and frequency. | |
| <p>Advertising</p> | <p>7) Update advertising efforts to reach the target segment.</p> <ul style="list-style-type: none"> a) Develop partnership opportunities that would encourage individual businesses and organizations to participate and unify the destination message. | |
| <p>Research & Measurement</p> | <p>8) Implement 3-Tiered Measurement System</p> <ul style="list-style-type: none"> a) Program Level Measurements include website analytics, email opens, and banner ad click-throughs. b) ROI Measurement designed to quantify the specific Return on Investment of the funds spent by the organization. c) Destination Level Measurements to include Occupancy Rate, Average Daily Rate, and RevPAR. d) Continue to implement periodic visitor profile studies. | |