El Dorado County Visitors Authority Year End Review



Marketing Objectives

2

3

Increase overall awareness for El Dorado County including its assets, special events and local culture in an effort to attract visitors and increase travel spending

Increase the number of targeted unique visitors to the Visit El Dorado County website in an effort to influence consumers to visit the area

Continue to serve as a catalyst in the tourism industry in El Dorado County bringing together all elements of the industry in an effort to effectively compete in the marketplace.



Marketing Highlights For the year

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193,807 Sessions

Website Traffic

Website Traffic Top 10

- 1. Undisclosed
- 2. Sacramento
- 3. San Jose
- 4. San Francisco
- 5. Los Angeles

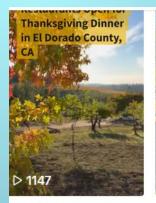
- 6. El Dorado Hills
- 7. Ashburn
- 8. Columbus
- 9. Cameron Park
- 10. Placerville

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Tik Tok 29 New Videos

+540% increase in followers





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Looking for a different ...

Fall is magical at the ...

▷ 2227

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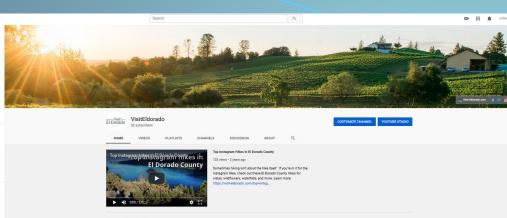
9 MAIN STREET, PLACERVILLE, CA

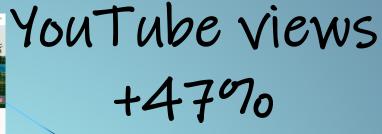
Your Weekend Guide to

Placerville, California

TikTok @visiteldoradocounty

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11,134 YouTube Channel Views

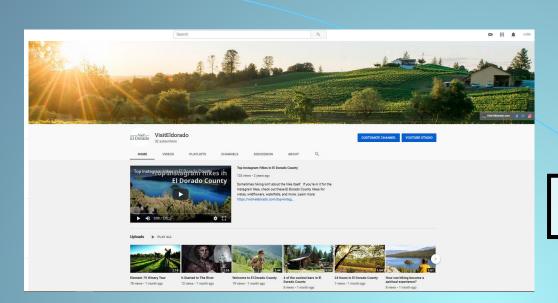
Instagram +25%

Happening Now @visiteldorado
Tag #eldoradocounty on Instagram and we'll share our favorites!



11,855 Instagram Followers

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13,591 Facebook Followers

Pinterest

523 Pinterest Followers



X (formerly Twitter)

305 X Followers

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Visit El Dorad...

visit-eldorado.com

Don't Miss a Thing

Sign up for the El Dorado County enewsletter and get the content you want. Keep up to date on events, festivals, things to do, and more!

email address

Keep me updated on: News & Events Industry News & Updates

Subscribe

2069 email capture

Email +25%

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Public Relations

\$808,000 Ad Equivalency

Leads +20%

668 Sales Leads

BEST WEEKEND GETAWAYS

Best Weekend Getaways in California Guide

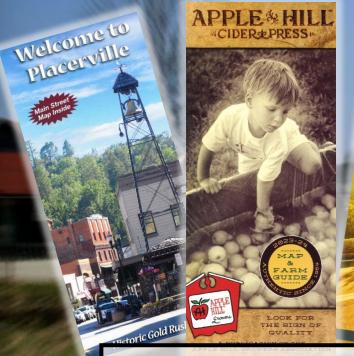
by Carmen Varner Published on 23 Aug 2023



NATIONAL GEOGRAPHIC TRAVEL I FAMILY 10 epic family adventures for last. minute planners out to be the ons live up to the effort aring what gets rememi , not the bumps along the road. ^{es} will keep kids ared are the m 23-20

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Produced & Distributed 65,000 El Dorado County Farm Trails & Visitors Guide





Distributed Partner Collateral **20,580**

FARM TRAILS AND VISITORS GUIDE

Where the California Gold Rush Began

Popular Pastimes After a Record Breaking Winter

Gam Saan Trail Named by Chinese Fortune Seekers

Rubicon Trail Crown Jewel of All Off Highway Trails Where To Find Fall Colors

in El Dorado County

Apple HillTM Anytime Of Year

Know your Farmer Know your Food

Maps Wine Country Lake Tahoe Farm Trails





EL DORADO COUNTY

TOURISM SUMMIT 2023

Looking Forward

JANUARY 27TH | HOLIDAY INN EXPRESS EL DORADO HILLS, CA







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Leverage Investment



Funded by a grant from the El Dorado County

Air Quality Management District

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Situational Awareness

Includes South Lake Tahoe

\$196 Average Visitor Spending - increase of 3%

29% Out of State Visitors

54% Between ages 25 - 54

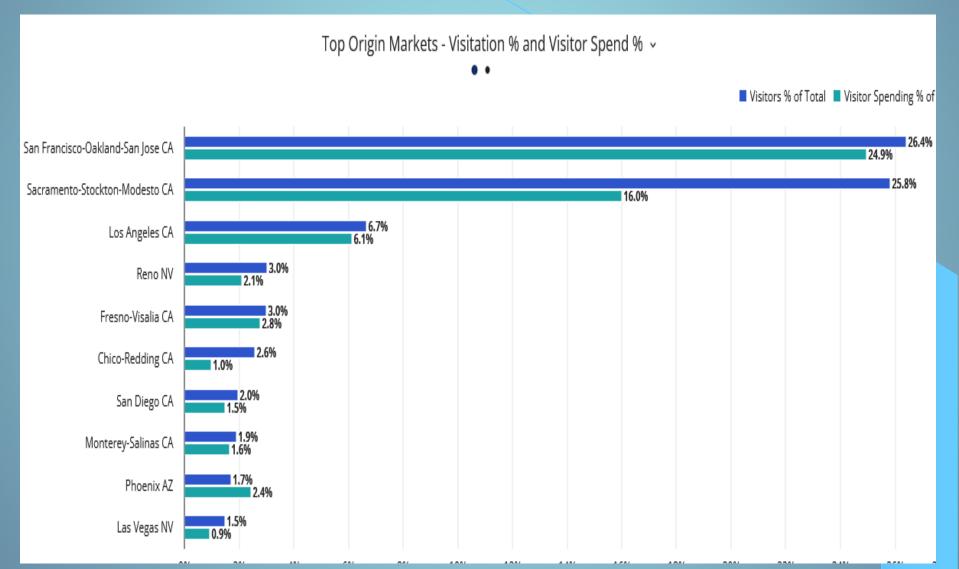
43%

65% Household Income level 100k+

Children in the Household

Situational Awareness

2022



El Dorado County Visitors Authority ROI

858%

Includes: Editorial Value, Leveraged Coop Advertising

Does not include: Trackable Individual Spending Online Values – impressions, blogs, etc.

**Standard Destination Marketing Performance Reporting Model and the Rural Advertising and marketing conversion study implemented by Visit California to determine ROI where appropriate

What is Next:

Email Target San Jose/ San Francisco Convert Sacramento Day Visitor to Overnight Educate Residents & Visitors Emphasize Responsible Travel Code & Sustainability Seek Partnerships for Los Angeles Market Use Social Media for Reno Market Amplify the efforts of our partners