



El Dorado County Tourism Summit

Friday Jan. 26, 2023



Lynn Carpenter

Vice President of Marketing

Visit California





- Officially formed in 1996
- Nonprofit 501(c)6
- 18,000+ assessed businesses
- Mission: Create desire for the California experience
- 37-member board of directors



Board Leadership



USA

visit
California™

INSPIRATION

PLANNING

Visit
El Dorado

TRANSACTION

ACCOMMODATIONS
RENTAL CARS
ATTRACTIONS
RESTAURANTS &
RETAIL
TRANSPORTATION



State of Tourism



2022

Visitor Spending

\$134.4B

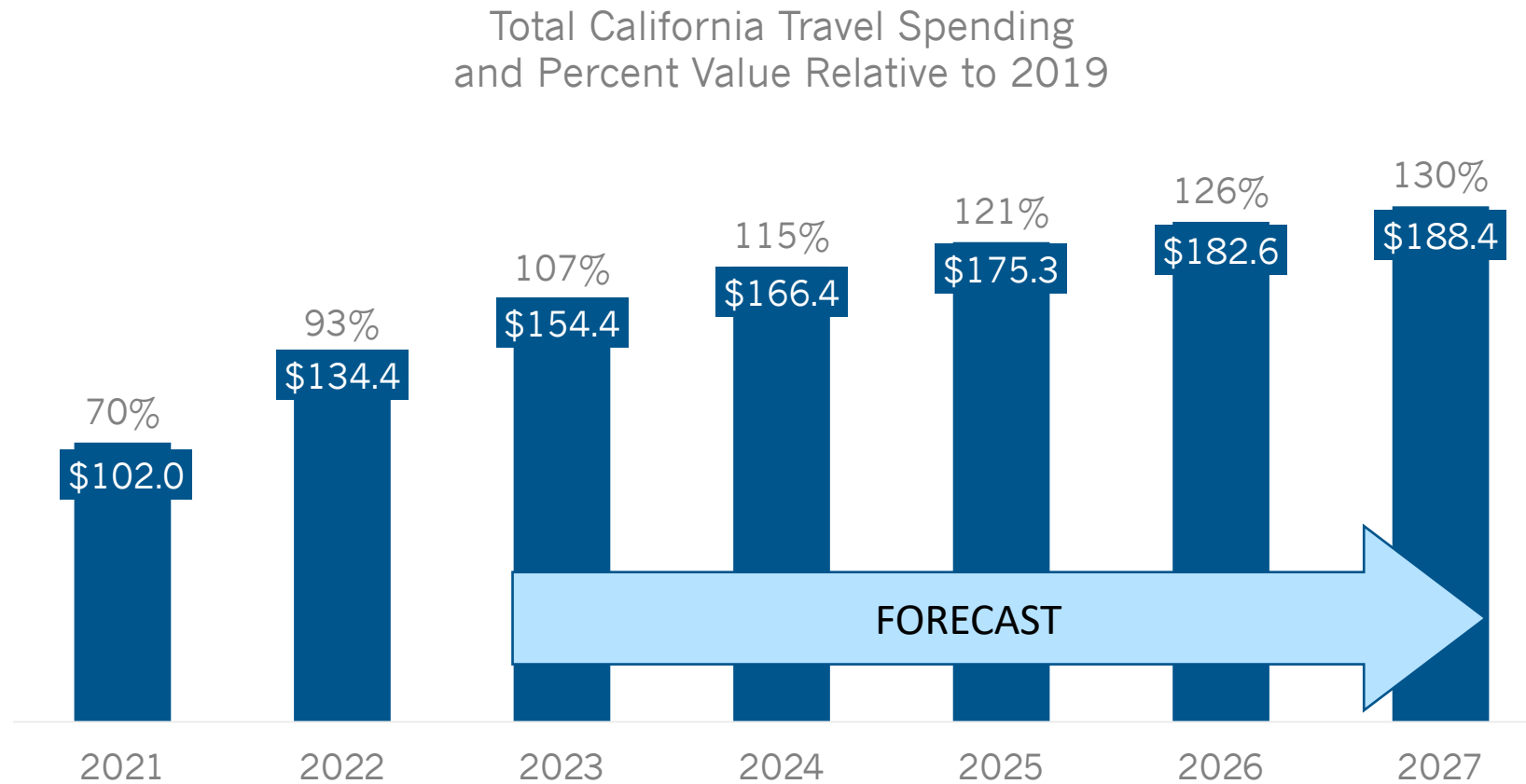
Tourism Employment

1.1M

State & Local Tax Revenue

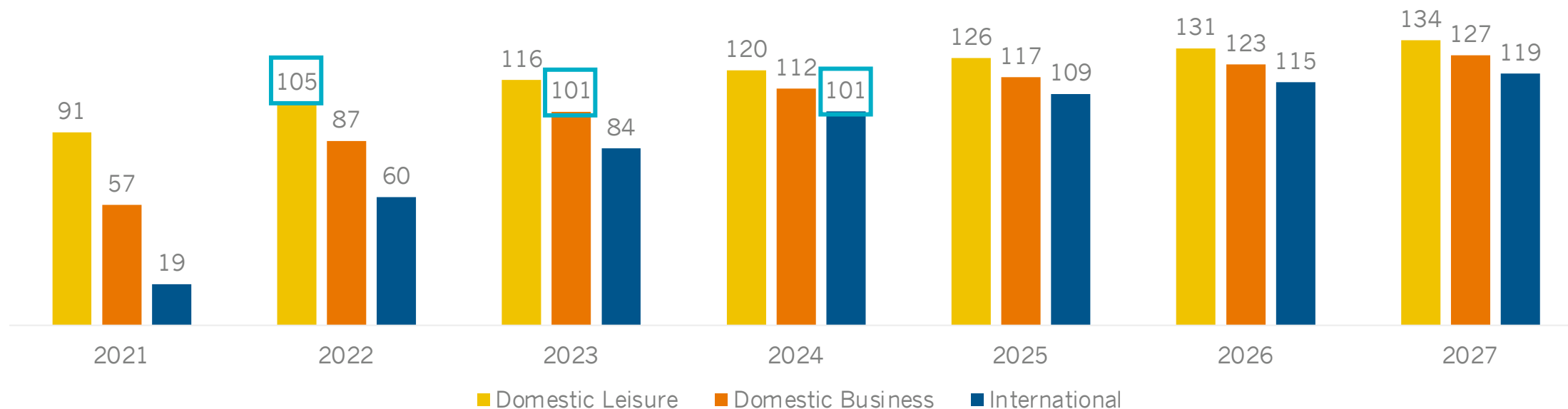
\$11.9B

California Travel Spending Forecast



Spending Forecast by Travel Segment

Forecast Comparison: Visitor Spend to California by Key Sectors
(2019=100)



Source: Tourism Economics, September 2023



Accelerating Recovery

FY23/24 Ultimate Playground Framework



FY23/24 Global Paid Media Plan

CAMPAIGN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Investment	Impressions
Domestic U.S.	Linear TV, CTV/OTV, Digital, Social, Cinema, OOH, SEM, Leveraged Media Base, Co-op Matching Funds, PCD, California Visitors Guide, Road Trip Guide												\$53,545,350	2,643,424,041
Mexico	SEM, Social, Programmatic Digital, Leveraged Media Base, Co-op Matching Funds												\$2,682,656	239,010,368
Canada	Linear TV, CTV/OTV, Digital, Social, Cinema, OOH, SEM, Leveraged Media Base, Co-op Matching Funds												\$5,208,892	451,206,787
U.K.	SEM, Social, Programmatic Digital, Leveraged Media Base, Co-op Matching Funds												\$4,153,888	479,328,367
Australia	SEM, Social, Programmatic Digital, Leveraged Media Base, Co-op Matching Funds												\$1,949,946	152,339,293
China									Digital,, Social, OOH, Cinema, SEM				\$5,150,000	483,178,635

\$72.7 Million

4.4 Billion



California's Brand Update



**We celebrate
diversity**

**All dreams are welcome
here**

**Our vibe is fun &
free-spirited**

**We encourage you
to be you**

**The power of
possibility lives
here**

**We champion being
open-minded**



CA CULTURE + CA ABUNDANCE =

PLAYFUL/OPEN-MINDED (EMOTIONAL BENEFIT)

VAST/DIVERSE OFFERING (RATIONAL BENEFIT)

THE ULTIMATE PLAYGROUND

(BRAND POSITION)

California inspires travelers to pursue playfulness in their lives.

*“A California vacation/holiday encourages me to
express my individual form of play...”*

California "The Ultimate Playground"

- The "Let's Play" spot features a beach ball that embarks on a playful journey across the state, as travelers from all walks of life join together in an impromptu game of “keep it up”





**ROAD TRIP
REPUBLIC**



‘Childhood Rules’ Family Campaign





Digital Snow Campaign





CHILDHOOD
RULES
IN TUOLUMNE
COUNTY

visit
TUOLUMNE
county

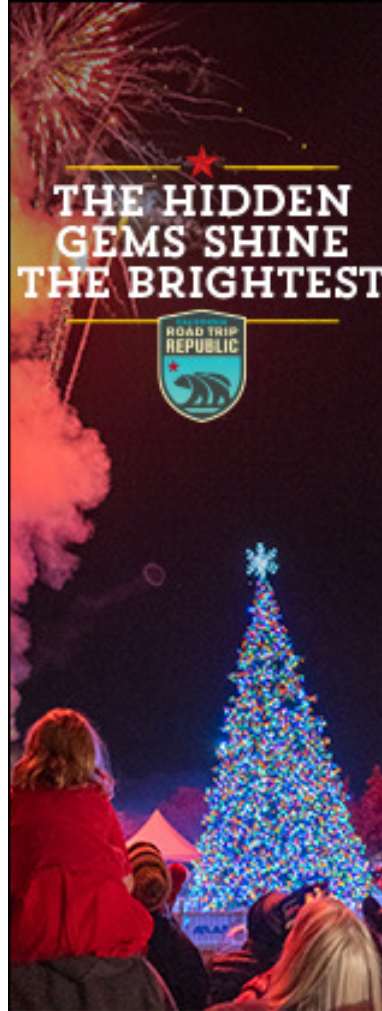
visit
California



ALL DREAMS
WELCOME,
EVEN HAPPY
TRAILS ONES.

GOLD COUNTRY
CALIFORNIA

California
dream
big



THE HIDDEN
GEMS SHINE
THE BRIGHTEST



VISIT
**RANCHO
CORDOVA**
CALIFORNIA

California
dream
big

Global Leveraged Media Co-Op

- New Creative
- 35 Partners
- \$20.75 Million Investment

Professional Meetings & Events



Print: Sacramento

NorthStar Custom Content:
PME Vision Video





IPW 2024



What is IPW?

- Hosted by US Travel, Brand USA and Rotating Host Destination
- Largest international inbound travel trade show
 - 60 Countries
 - 1,600+ Buyers & Media
- Drives \$5.5 billion in future travel to the U.S.

Road to 2024 IPW in Los Angeles

- Activate brand across all IPW touchpoints
- Showcase California hospitality at the California Plaza
- Facilitate return of Asia delegation



IPW 2024 Schedule

Saturday, May 4

California Caucus
1:00 PM - 3:00 PM

CA Plaza Ribbon Cutting
/ Soft Launch
3:00 PM – 4:00 PM

IPW Opening Night at
The Los Angeles
Memorial Coliseum
6:00 PM – 9:00 PM

Sunday, May 5

CA Plaza Hours
8:00 AM – 9:50 AM

Trade Show
10 AM – 4:15 PM

CA Plaza Hours
4:10 PM – 6:00 PM

Monday, May 6

CA Plaza Hours
8:00 AM – 9:50 AM

Trade Show
10 AM – 4:15 PM

CA Plaza Hours
4:10 PM – 6:00 PM

Tuesday, May 7

CA Plaza Hours
8:00 AM – 9:50 AM

Trade Show
10 AM – 4:15 PM

CA Plaza Hours
4:10 PM – 6:00 PM

IPW Closing Night at
Universal Studios
7:00 PM – 10:00 PM



California Plaza at IPW

- Interactive, week-long activation zone outside IPW trade show.
- Extended networking and engagement opportunity to showcase California.
- Open to all IPW Delegates

California Plaza Partners

Platinum Level
(\$150,000)



Icon Level
(\$100,000)



Golden Level
(\$50,000)



Silver Level
(\$25,000)



Beyond the Gateways

- Custom build
- Relaxing Bar and Lounge
- Showcasing California's 8 Gateways
- Rotating Branding Daily
- Thematic Lounge and F&B



IPW Post FAMs

- Trip #1: Adventure on Tap
- Trip #2: Strike Gold
- Trip #3: Sea, State Capital & Ski
- Trip #4: Bay Area or Bust
- Trip #5: Central Coasting
- Trip #6: SoCal Spectacular
- 120 Buyers and Media





Rural Regions



Rural Marketing Program & Committee

Tourism Marketing Grants

- 1:1 grant to bolster exposure to global consumer and trade audiences



27,543

Page followers
as of 11-30-23

Up 177 from 27,366 on 10-31-23

140 paid likes, 37 organic



Visit Gold Country

Published by Heather Jing Duffett · November 27 at 4:00 PM ·

Worldatlas.com has named Amador County's own Sutter Creek as one of "10 Must-Visit Towns in California's Sierra Nevada," and we spy many more Gold Country destination list!

#visitgoldcountry | Visit Amador | Calaveras County Visitors Bureau, California | Visit El Dorado County | Visit Placer | Visit Tuolumne County

<https://www.worldatlas.com/.../10-must-visit-small-towns...>



See insights and ads

99

5 comments

Top performing Facebook post this month.

Post Impressions

22,265

Post reach

21,887

Engagement

420

800-225-3764 | info@visitgoldcountry.com



GOLD COUNTRY
CALIFORNIA



Privacy - Terms

CA Now Media Network Activations


- \$140K is invested by Visit California for an annual regional marketing program, voted on by Rural Committee

- Visit California E-Newsletter
- Visit California social media video

Check out this motherlode of history, natural beauty, and great beer. [View Online Travel Updates](#)

California dream Big


[Places To Visit](#) [Things To Do](#) [Road Trips](#) [Podcast](#) [Travel Tips](#)



Discover Gold Country

Come to the Sierra foothills where California's past, present, and future merge into one unforgettable—and delicious—destination.

[Start Exploring](#)



Sacramento Road Trip: Past to Present


Explore Gold Rush history, hike in the mountains, and taste local beer and wine on this road trip that begins and ends in Sacramento.


[Treasures Await](#)

8 Gold Country Adventures for Families

Experience history California-style in these interesting places, where you can pan for gold, explore caves, and ride rapids.

[Rich Memories](#)





Local Tips for Exploring Sacramento


Greenhouse entrepreneur Mona Bahraini reveals her top spots in California's capital city for gardens, coffee, and farm-to-fork cuisine.


[See Her Picks](#)

Craft Beer Gem: Rancho Cordova

Taste your way around this under-the-radar town, home to a variety of breweries and distilleries, as well as hiking and biking trails.

[Hop To It](#)





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The Best of California

2022
OFFICIAL
VISITOR'S
GUIDE

VISITCALIFORNIA.COM

SO YOU
THINK YOU
KNOW
THE GOLDEN
STATE?

335

HIDDEN GEMS &
UNDISCOVERED
WONDERS

AYESHA
CURRY

"I JUST LOVE
THAT YOU
CAN FIND
EVERYTHING
HERE."

California
dream
big

gold country PLACERVILLE



Paul Bush

Bush is an El Dorado County winemaker who owns Madroño Vineyards and Ruckstack Cellars with his wife, Maggie. He shares what he loves about his Placerville hometown.



Placerville



Ruckstack Cellars

276 Dedrick's Main Street Cheese

"Not only is she our local cheesemonger with an amazing selection from all over the world, but her staff is incredibly knowledgeable about what they carry. If you tell them what you like, they can suggest different cheeses for you to try."

277 Totem Coffee

"I usually make coffee at home, but if I don't, I get a mocha with whipped cream at Totem Coffee. It's tucked into a little courtyard alley in downtown Placerville. If you like more exotic drinks, they make lavender lattes and nitro cold brews."

278 Placerville Hardware

"It's the oldest hardware store west of the Mississippi, open since 1854. It's been owned by the same family for 50-odd years. If they don't have something, it doesn't exist. We've walked in there looking for pieces for our old tractors, and they pull out a drawer with 10 of them."

279 Main Street

"It's fun to peruse all the different shops. We have a great used book store (The Bookery), a toy store (T.W. Bonkers), a bike shop (Hangtown Cyclery), filled with home decor (Christmas Ornament House), and even a shop that sells wind chimes (Lighthouse)."



Placerville Hardware



Coachella Valley Vista Point, overlooking Palm Springs

Scenic Byways

Admire stunning landscapes and explore historic towns on these roads less traveled

113 TRINITY SCENIC BYWAY

From Redding's grassy valleys to Arcata's redwood-lined coast, this route traverses a landscape that radiates a time-is-irrelevant vibe. Highway 299 parallels the Wild and Scenic Trinity River past evergreen forests, hilltop prairies, and fascinating Gold Rush remains. You could complete the 140-mile drive in one day, but why rush? Spend the night in Weaverville, a town founded on 49ers' golden dreams, and play around on the sparkling clear Trinity, where fly-fishing, swimming, kayaking, and rafting opportunities await. **DON'T MISS:** Bigfoot ephemera at the Willow Creek China Flat Museum

114 YUBA-DONNER SCENIC BYWAY

While the Sierra Nevada high country shows off epic vistas of towering peaks, the range's lower elevations exude a more intimate charm. This 160-mile Scenic Byway takes you across three forks of the Yuba River and

into friendly, one-stoplight towns—Downville, Sierra City, Bassett, and Sierraville. Stop at roadside exhibits to learn about the lives of gold miners, railroad builders, and daring pioneers. Picnic by an 1860 covered bridge at Freeman's Crossing. Admire historic barns that dot the meadows and ranchlands. And allow plenty of time to explore the towns of Nevada City and Truckee, both rich with boutiques and eateries. **DON'T MISS:** Emigrant Experience exhibits at Donner Memorial State Park

115 CARSON PASS SCENIC BYWAY

Mother Nature's artwork forms the backdrop for this 58-mile drive through the Sierra Nevada Mountains south of Lake Tahoe, a land of volcanic peaks, alpine lakes, aspen groves, and river-cut meadows. Get out of the car to hike a section of the Pacific Crest Trail, paddle a kayak around Silver Lake or Caples Lake, admire summer wildflowers and autumn quaking aspen groves, or stop at the log-cabin visitor center at Highway 88's summit (8,600 feet).

This region offers endless opportunities for hiking, mountain biking, and world-class fishing, so plan to stay a few nights at campgrounds or lodgings near Kirkwood or Hope Valley. **DON'T MISS:** Freshly baked cookies at Hope Valley Cafe

116 RIVER ROAD/ROUTE 160

No major highways cross the Sacramento and San Joaquin River Delta, a web of waterways, canals, levees, and wetlands that's anchored by two-block towns, bountiful farms, and yesteryear saloons. See this laid-back waterworld by driving the 45-mile Scenic Byway that heads north from Antioch, ending at Freep's 1929 drawbridge. Taste fresh tomatoes and peaches grown in the Delta's rich soil. Visit the all-wooden city of Locke, built by Chinese immigrants in 1915, and the Dai Loy Museum, once a gambling house. Peek into the art deco Ryde Hotel, or reserve a spot for Sunday brunch at the Grand Island Mansion. **DON'T MISS:** Dollar bills tacked to the ceiling at Al's Place in Locke

The Best of California

VISITCALIFORNIA.COM

2023
OFFICIAL
VISITOR'S
GUIDE

JESSICA
ALBA

"THERE ARE SO
MANY INCREDIBLE
FACETS TO THIS
STATE!"

California
dream
big

The Sunset Marquis in
West Hollywood

F

IS FOR FANNETTE ISLAND

In Lake Tahoe's Emerald Bay State Park, paddle a kayak or motor a boat to Fannette Island, then hike to its highest point. You'll find the remains of a stone teahouse where the 1920s gilded class stopped Earl Grey while going across the lake's azure waters.

G IS FOR GHOST TOWN

There was no rowdier place in 1880s California than Bodie, an eastern Sierra boomtown. The boom quickly went bust, and now Bodie State Historic Park is California's largest unexcavated ghost town. Peek into the windows of nearly 200 deserted buildings—including a church, barbershop, saloon, and schoolhouse.



Bodie State
Historic Park

H IS FOR HORSES

More than 70 state parks allow horseback riding on their trails. Even if you don't own a trusty steed, you can join a guided ride along the North Coast's winsome coastline at Tostee Dunes State Park (Crescent Trail Ride), Mackerricher State Park (Ricochet Ridge Ranch), or Manchester State Park (Ross Ranch Stables).



K IS FOR KAYAK

There's no better way to view wildlife than from the seat of a kayak. On the Central Coast, paddle alongside seals and sea otters on Morro Bay State Park's glassy waters, or join a guided tour from Monterey State Beach to Lovers Point. In Dana Point, cruise the dolphin-rich coast of Oxnard State Beach. In Lake County, launch a kayak at Kelseyville's Clear Lake State Park for the chance to see more than 300 bird species.



I IS FOR ISLAND

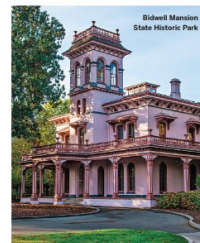
A half-hour ferry ride from San Francisco, Angel Island State Park encompasses the Bay Area's most exclusive real estate. Rent bikes and pedal the island's five-mile Perimeter Road for incomparable views of the Golden Gate Bridge, Alcatraz, Tiburon, the Bay Bridge, and downtown San Francisco's skyscrapers.

J IS FOR JOSHUA TREE

Joshua Tree National Park isn't the only place where you can cozy up to Joshua trees. North of Los Angeles, Saddleback Butte State Park and Arthur B. Ripley Desert Woodland State Park protect impressive stands of this spindly, instantly recognizable agave.

L IS FOR LIMESTONE

On a guided tour of Mitchell Caverns, you'll enter a glittering netherworld of stalactites, stalagmites, columns, and curtains. Tucked into a cliff in the Mojave Desert, the spectacular limestone caves of Providence Mountains State Recreation Area were "discovered" in 1929. But for centuries prior, the Chemehuevi called the side-by-side cavern openings "The Eyes of the Mountain."



Bidwell Mansion
State Historic Park

M IS FOR MANSIONS

If you were a member of California's moneyed class between 1850 and 1890, you needed a mansion to match your status:

John Bidwell made a fortune in the Gold Rush and founded the city of Chico. In 1868, he built an Italianate mansion with 26 rooms, lavish furnishings, and a grand piano that w.

Chico's Bidw
See the lusc
California g
Sacramento
Park. Stanfo
home boast
woodwork, i

At Lake Tah
Park, the Ho
Francisco ba
has eight be
glass cabine
Scandinavia
Park was bu
who loved N
is adorned v
windows, dr
wildflowers

TRUE BLUE

YOU FIND YOUR BLISS IN SMOOTH-CORDUROY INTERMEDIATE SKI RUNS

YOU LIVE FOR BLUEBIRD-DAY cruising, and Heavenly delivers sunshine and groomers—nearly half of the South Lake Tahoe resort's runs are intermediate. Take a few laps on Ridge Run for a swoopy cruise with unbeatable water views. Then zoom along the five-mile Olympic Downhill. Afterwards, descend to Heavenly Village and choose your fire pit and beverage at McP's Taphouse Grill.

On day two, hop in the car and drive 40 minutes

to Kirkwood, an unpolished Shangri-la of alpine peaks. Take a warm-up lap on Chair 9's greens before hitting Chair 7's bounty of blues. Chair 5 delivers a trio of long, mellow runs: Lower Zachary, Monte Wolfe, and Mokelumne. By mid-morning, Kirkwood's "back side" is usually open, where there's more blue fun. Ski until you can ski no more, then end the day with a burger and fries at the Kirkwood Inn and Saloon. The historic log cabin has been serving hungry Carson Pass travelers since 1864.



N IS FOR NATIVE AMERICAN

At Lancaster's Antelope Valley Indian Museum, 8,000 objects from 120 Native American cultures are on display, including woven baskets, infant cradleboards, bone fishhooks, and stone projectile points. They're housed in an architectural wonder—a 1930s Tudor-style chalet built on top of Pute Butte's granite boulders. To reach the second floor, climb through a cleft in the rock.

P IS FOR PASSPORT

Lifelong learners, rejoice. California State Parks offers a



SNOW PLAY

YOU WANT TO SKI, BUT OFF-MOUNTAIN FUN AND CELEBRATIONS MATTER JUST AS MUCH

GO TO MAMMOTH MOUNTAIN

to spend the day on California's highest ski hill (11,053 feet at the summit). Ride the Panorama Gondola to McCoy Station for a couple laps on meandering Stump Alley. Then move over to Road Runner for a three-mile tour of the back side, and astounding Minaret Range vistas. Nab more big views on White Bark Ridge, then schuss down to The Mill for decadent pulled-pork nachos. When cocktail hour arrives, tour

Mammoth's wine bars: Petra's Bistro, Bevi Bene, or Side Door. Jump-start the next morning with a guided snowmobile tour with Mammoth Snowmobile Adventures. Nippy air makes you hungry, so order Toomey's lobster taquitos to go. Head to June Mountain, 30 minutes away, to ski down easy runs with bird's-eye views of the surrounding glacier-carved valley. As the sun begins its descent, join the apres-ski party at the resort's world-famous Antler Bar.





Road to Gold

Room through Sacramento's lively neighborhoods, then climb through the Gold Country foothills to Lake Tahoe's mountain playground.

Start: Sacramento

End: Coloma

4 - 5 Days, 9 Stops, 300 Miles



STOP 3 Placerville

1840s to Present

Placerville's rich, preserved Main Street houses the town's oldest building, including the iconic, ornate, neoclassical, neogothic, and neobauhaus styles. Built in 1852 and now a museum, surrounding stories are told through interactive exhibits, including the town's history and the old, functioning 1854 Placerville Brewery. Visit and stroll through downtown Placerville to see a variety of the town's 40+ historic buildings. Tip in place or two of Placerville's award-winning craft beer. Grab a bite at Placerville's historic and contemporary restaurants and shops. From historic to modern, the experience is waiting at the town's heart, or up a street nearby at the town's heart.

PLAN YOUR VISIT

Placerville

Placerville History



visitcalifornia
Trout Recording • Green Spaces



visitcalifornia 34w
Looking for a summer adventure with your squad? 🐉 Whitewater rafting on the American River in California is the ultimate experience for thrill-seekers. 🏞️

Read more about rafting on the American River at the link in bio.

@VisitElDorado

@oarsamericanriveroutpost

#VisitCalifornia #WhiteWaterRafting
#Rafting #Summer #AmericanRiver
#California

View insights

Boost post



1,804 likes

May 21, 2023



Add a comment...



visitcalifornia
Original audio



visitcalifornia 13w
It's fall y'all! 🍁 Celebrate with apple pie and coffee flights at @GrandpasCellar, an @AppleHillOfficial bakery that's open seasonally from September–December. 🍏

Click the link in the bio for more ways to explore Apple Hill.

@VisitElDorado

@maddy.eccles

#VisitCalifornia #VisitElDorado
#AppleHill #Coffee #GoldCountry
#Apples #Explore #DayTrip

View insights

Boost post

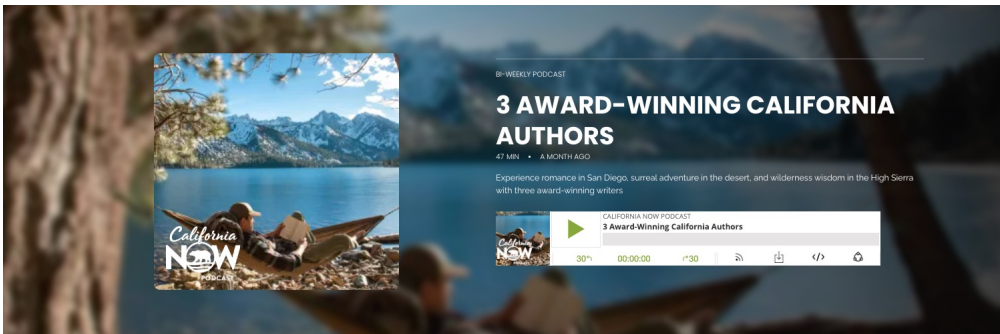


1,902 likes

October 14, 2023



Add a comment...



BI-WEEKLY PODCAST

3 AWARD-WINNING CALIFORNIA AUTHORS

47 MIN • A MONTH AGO

Experience romance in San Diego, surreal adventure in the desert, and wilderness wisdom in the High Sierra with three award-winning writers.



Between the frozen flakes and the joyful winter vibes, a vacation in the California snow is festive from the get-go. Ski resorts elevate the action by hosting events and throwing parties all season long, which gives skiers and non-skiers even more reason to head to the slopes. From Mount Shasta to the Sierra Nevada Mountains to Big Bear, there's always something fun going down in the snow. Check out these special offerings at eight California ski resorts:

Heavenly Ski Resort, South Lake Tahoe

Plan a trip to **South Lake Tahoe** from March 1-3, when **Heavenly** will host the Toyota Air and Après event, an action-packed show in which a dozen Olympic and X-Games skiers and riders show off their tricks on a 45-foot-high jump at the base of Heavenly's World Cup run. As if the gravity-defying stunts aren't dazzling enough, a grooving lights-and-fireworks show adds extra dazzle. For a slightly less rowdy bash, show up for the monthly Brews and Views event at the on-mountain **Lakeview Lodge**. Sip locally made beers, nosh on appetizers, listen to live music, and stare out the window at unbeatable views of Lake Tahoe 2,000 feet below. Check [Heavenly's events calendar](#) for the schedule.



visiteldorado



Autumn: Harvest + Fall Colors



📍 SKINNER VINEYARDS & WINERY, SOMERSET, CA



visiteldorado



Tallac Historic Site & Vahalla



📍 TALLAC HISTORIC SITE, SOUTH LAKE TAHOE, CA



visiteldorado



Springtime = blossoms, bud break, and blue skies



📍 WOFFORD ACRES VINEYARDS, CAMINO, CA



@eldoradowines

Details Licensing

On the last-minute holiday gift-shopping train? 🚂
No need to panic! We've got you covered with a subscription to the El Dorado Wines Insider Program. Give the gift of experiences this holiday, with access to the best wines of El Dorado County. Learn more at ElDoradoWines.org/Join or the link in ...

DATE POSTED

Dec 20, 2023

Original Post

LOCATION

Tell us where this is

powered by Google

KEYWORDS

autumn, flower, people, plant, tree, yellow

2048 x 1365, JPG, 955.3 KB

Social Assets

Browse assets from all social media trackers.

el dorado county



Recommended

Images

Video

All

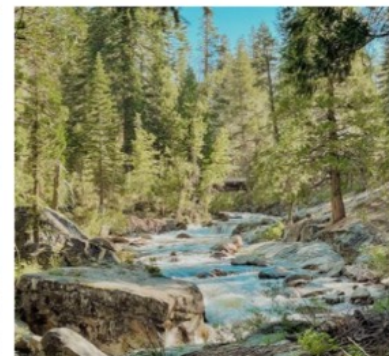
266 assets

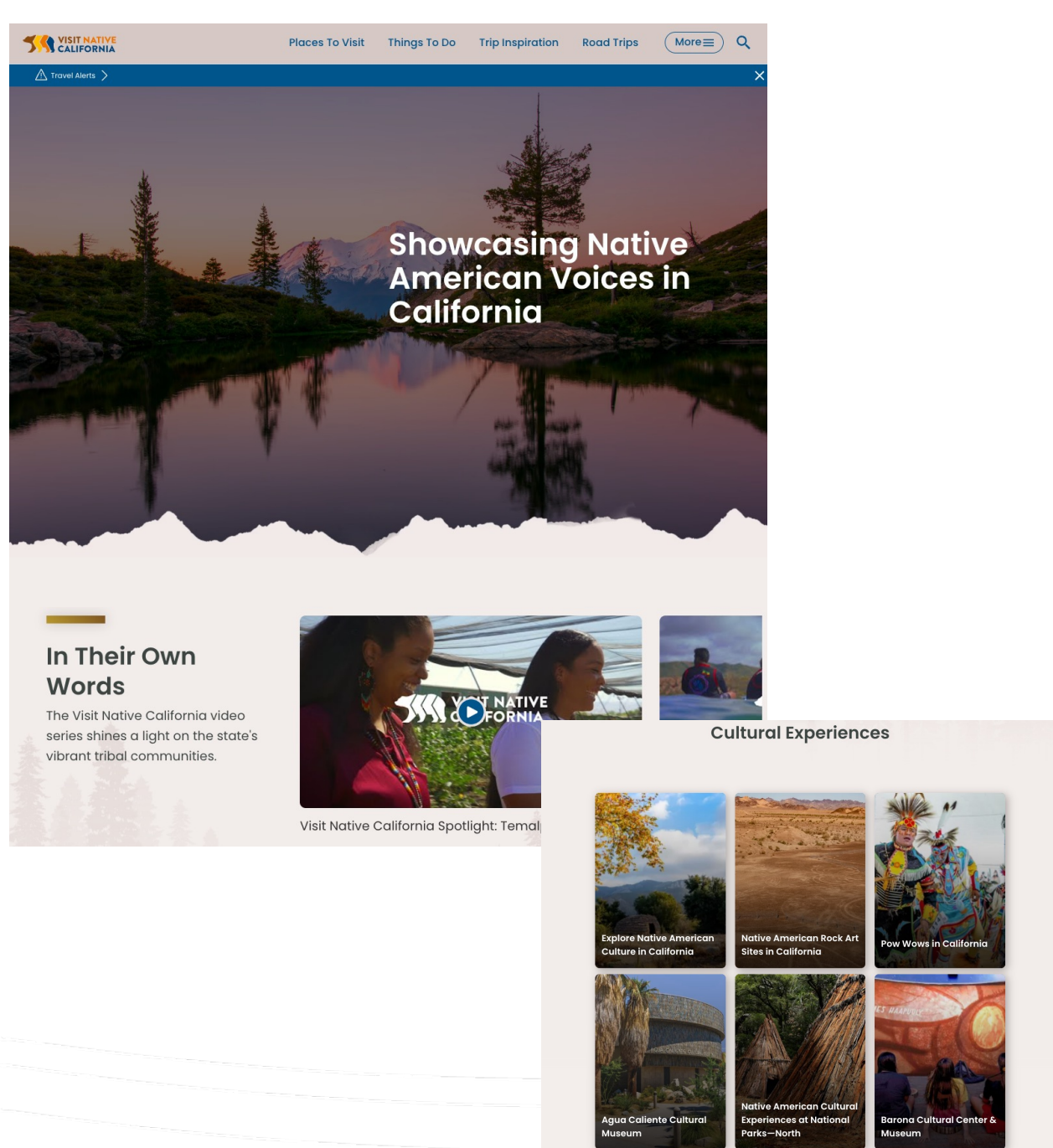
Start with newest assets



eldoradowines

View Post



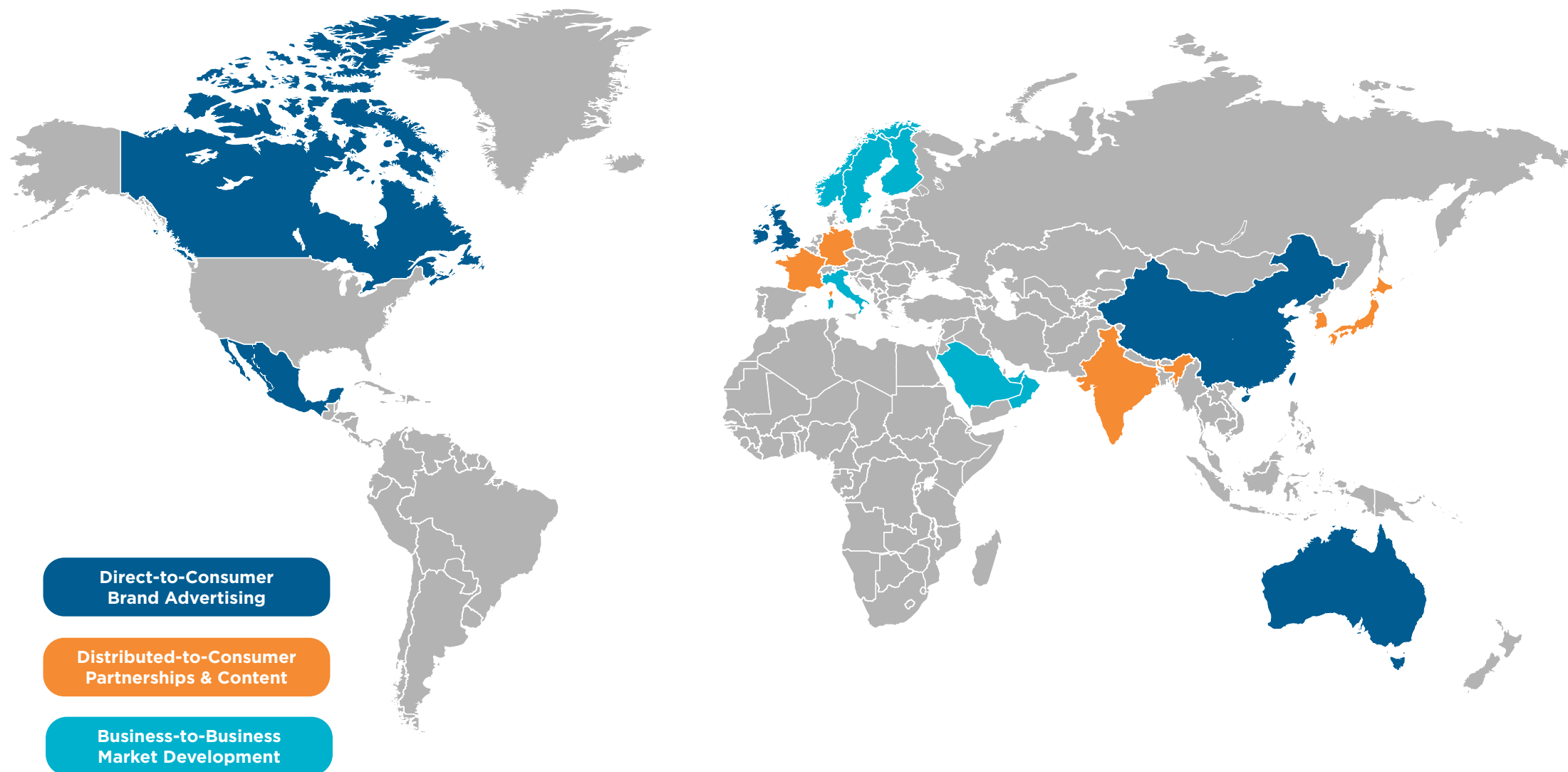


VisitCalifornia.com Content Hub

Launched March 2023

- Native influencers & content creators
- Blogs
- Podcasts
- Itineraries

Priority International Markets



International Partner Engagements

In-person Touchpoints

- UK Sales and Media Mission (November 2022)
 - South Lake Tahoe
- China Trade Mission (August 2023)
 - South Lake Tahoe

Co-ops

- UK Audley Co-op
 - South Lake Tahoe
- Australia Luxury Escapes Co-op
 - South Lake Tahoe

FAMs

- South Korea Go Pro (October 2023)
 - South Lake Tahoe
- Mexico Influencer Ultimate Playground (February 2024)
 - South Lake Tahoe

CWC, El Dorado Hills

- Operated by the El Dorado Hills Chamber, this location has been serving guests since 2010
- Open 7 days a week for travelers to receive tips from tourism professionals, as well as pick up brochures, maps, or locally made gifts
- Offering information on local El Dorado County attractions and other regions throughout the state



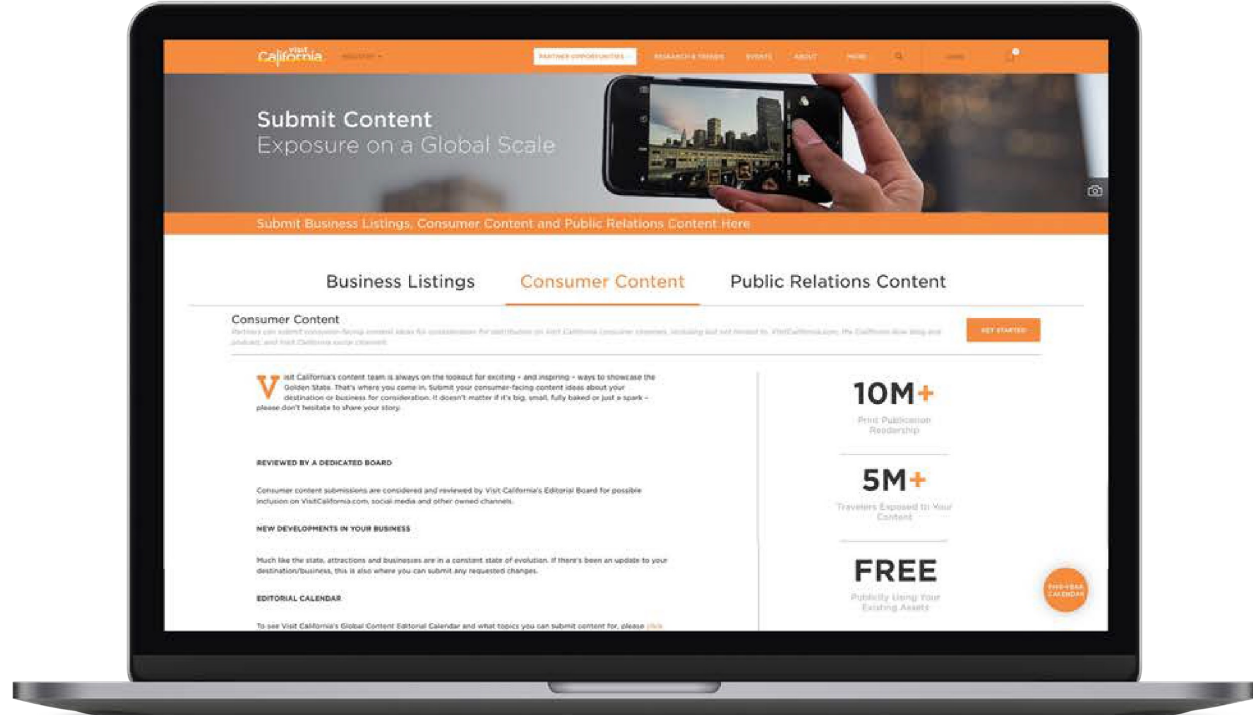


Resources

industry.VisitCalifornia.com

Partner Opportunities

- Co-op opportunities
- Submit content
- Program updates



2024 VISIT CALIFORNIA
Outlook
FORUM

Palm Springs

Westin Rancho Mirage Golf Resort & Spa

Conference – March 11-12, 2024

Board Meeting – March 13, 2024

Thank You!

