

— Visit —
El Dorado

EL DORADO COUNTY

TOURISM SUMMIT 2024

JANUARY 26TH | HOLIDAY INN EXPRESS
EL DORADO HILLS, CA

What You Need To Know About Today

- **What's in your bag**
 - EDC Farm Trails & Visitors Guide
 - EDC Farm Trails & Visitors Guide Sales Sheet
 - CA Visitors Guide
 - CA Road Trips
 - Apple Hill Growers Map
 - Placerville Downtown Map
 - El Dorado Lake Tahoe Film Locations Map
 - Marshall Gold Discovery SHP
 - Gold Bug Mine
 - El Dorado Stay & Play Shuttle
- **Raffle @ 3:30pm – need to be present to win**
- **Survey after the summit**
- **Presentations will be available on the industry page after the summit - Visit-ElDorado.com/industry-info-resources**
- **Lots of time to network / this is your opportunity to connect**
- **Everyone here is very approachable**

Organizations Represented Here Today

Visit California

Gold Country Visitors Association

Amador Council of Tourism

Visit Placer / CA Welcome Ctr

Tuolumne County Visitors Bureau

CA Welcome Center, El Dorado Hills

Rancho Cordova Travel & Tourism

Explore Elk Grove

Visit Sacramento

Placerville City Council

American River Conservancy

El Dorado Eight

EDC Board of Supervisors

El Dorado Winery Association

Fair Play Wine Association

EDC Farm Trails Association

Apple Hill Growers

EDC Chamber of Commerce

Divide Chamber of Commerce

EDC Visitors Authority

Placerville Downtown Businesses

EDC Economic Development

Rafting Outfitters Association



El Dorado County Visitor Insights

Jody Franklin

**Executive Director of Tourism
El Dorado County Visitors Authority**

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El Dorado Insights

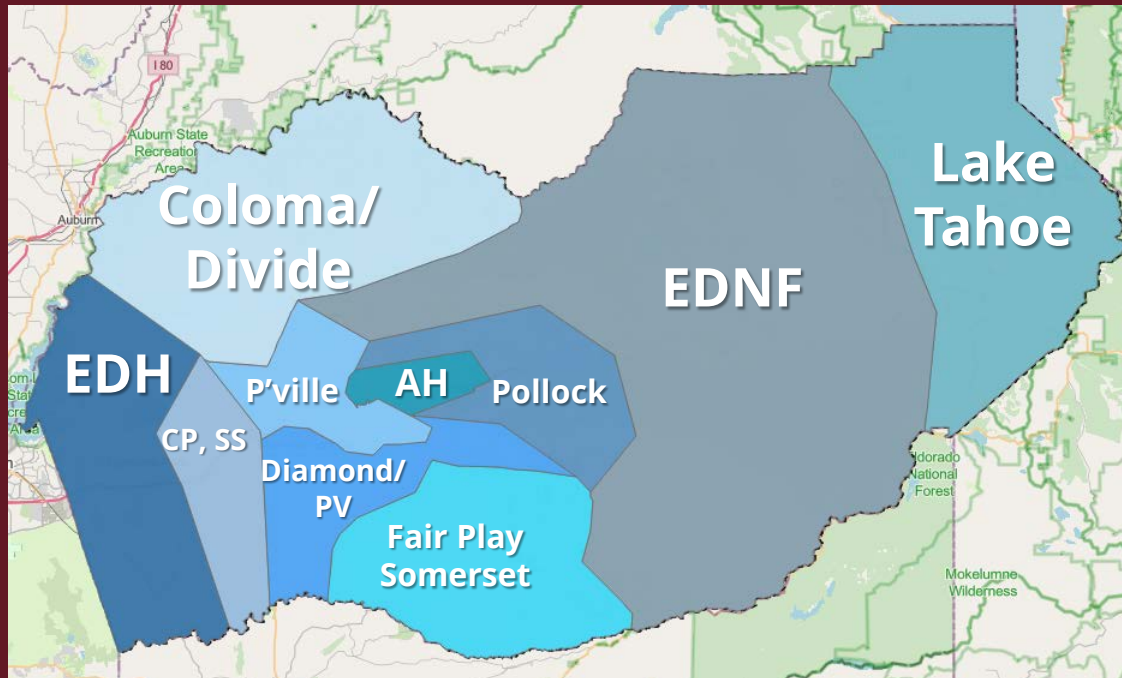
January 1, 2023 – December 31, 2023

Insights include El Dorado County as whole unless noted

- El Dorado County visitor profile
- Visitor impact on EDC economy
- Top markets by spend/volume
- Impact and trends of the Apple Hill region
- What the data tells us
- Partnerships & what that means to you
- 6 Ways to partner with us for less than \$1

Data Overview

Data points include geo data, website, Visa Vue, Near, Affinity, social media platforms & more



How Regions Are Defined

POI = Points of Impact/Interest
Data sampling

January 1, 2023 – December 31, 2023

Insights include El Dorado County as whole unless noted

El Dorado County Visitor Profile



Based on spend data last year



53% = Ages 25 - 54



42% = have children

El Dorado County Visitor Profile

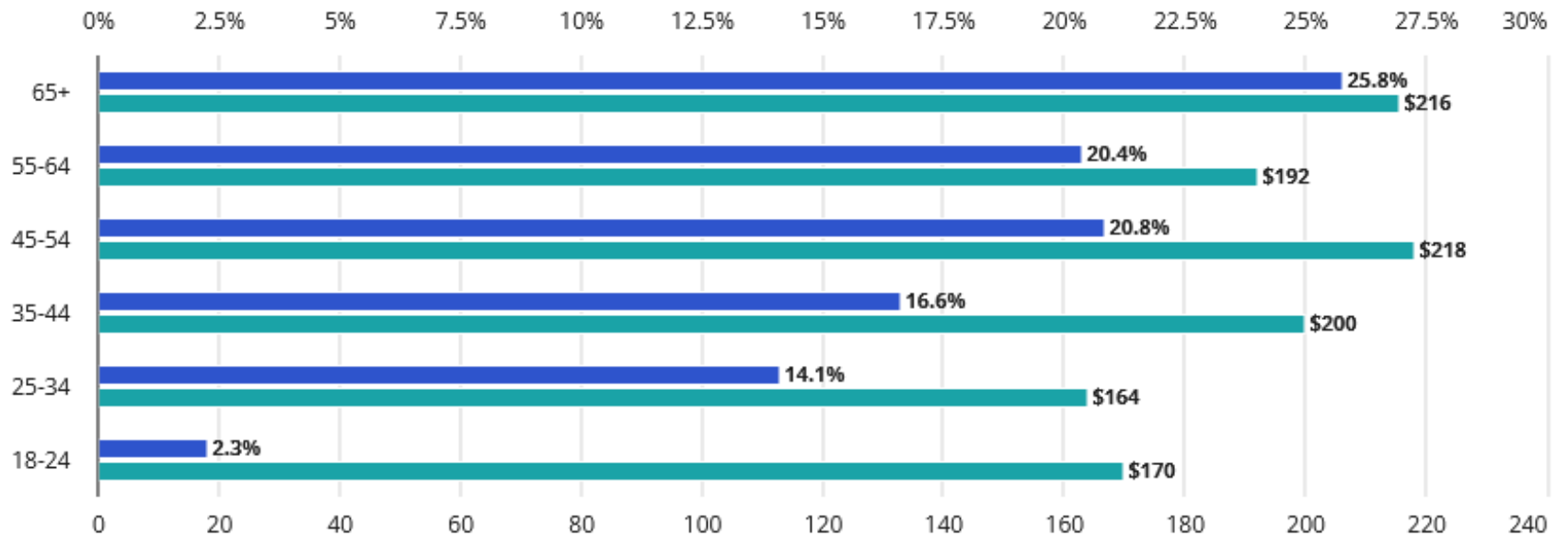


Visitor Spend by Age Group



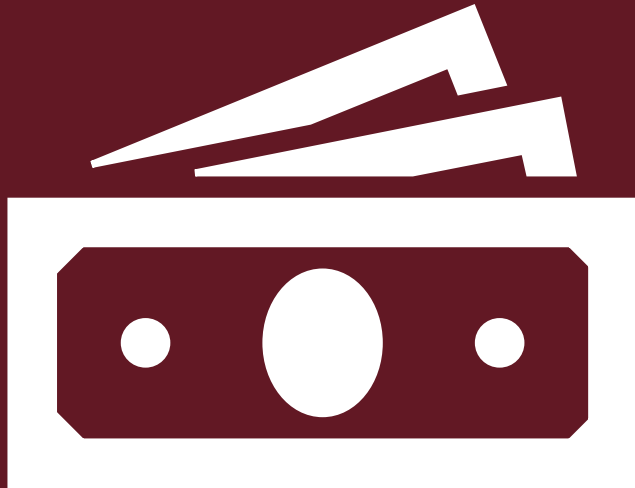
Visitor Spending by Age Group

Bottom: ■ Avg. Visitor Spending Top: ■ Visitor Spending % of Total



Household Income

- 67% have an household income above 100k



= \$100k+

Visitor Impact on our Economy

Visitor spend percentage of % of total



Restaurants = 24% - avg. \$107



Retail = 25% - avg. \$192



Accommodations = 73% - avg. \$464



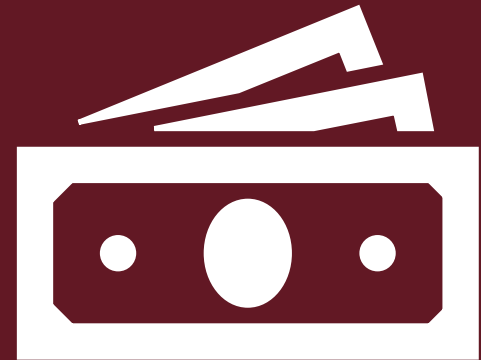
Attractions = 37% - avg. \$168

Average Visitor Spending

\$186



5% YOY



Visitor to Resident Ratio

.43



23% YOY

A Visitor-to-Resident Ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prolonged periods above 1.5 a proactive destination management plan is recommended. The Average Visitor Spending is calculated per visitor cardholder.

Top Markets by Spend

Which markets are generating the greatest economic impact?



San Francisco – Oakland – San Jose

27% Visitors / 30% Visitor Spending



Sacramento – Stockton – Modesto

29% Visitors / 18% Visitor Spending



Los Angeles

9% Visitors / 7% Visitor Spending



Fresno-Visalia

4% Visitors / 3% Visitor Spending



Reno

3% Visitors / 2% Visitor Spending



Average Visitor Spending

SF/Oakland/ San Jose Region

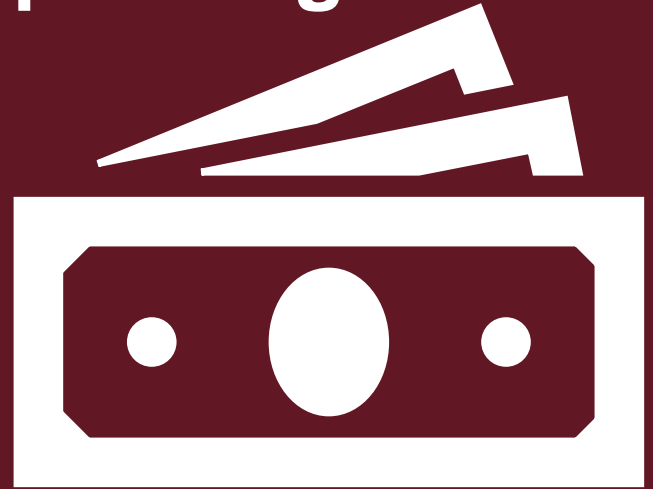
\$232 - Brentwood

\$176 - Concord

\$142 – San Francisco

\$141 – San Jose

\$126 - Oakland



Sacramento/ Stockton / Modesto Region

\$158 - Modesto

\$155 - Vacaville

\$152 – Stockton

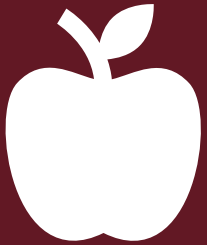
\$130 – Sacramento

\$113 - Fairfield

A deeper dive into Apple Hill Region

Objective: To understand the impact and trends of visitors to the Apple Hill Region. ***

Zartico analyzes visitor geolocation data including the visitor and resident mix, visitor origin, and cross visitation behaviors between January 1 - December 31, 2023.



Key Insights

6%

of all visitors

22%

of all observations

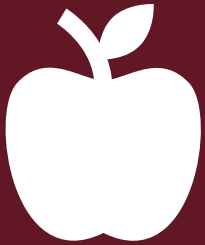
26%

were also observed at
accommodation POI

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Cross Visitation

Apple Hill Region visitor primarily visit other POI's in
Lake Tahoe Region

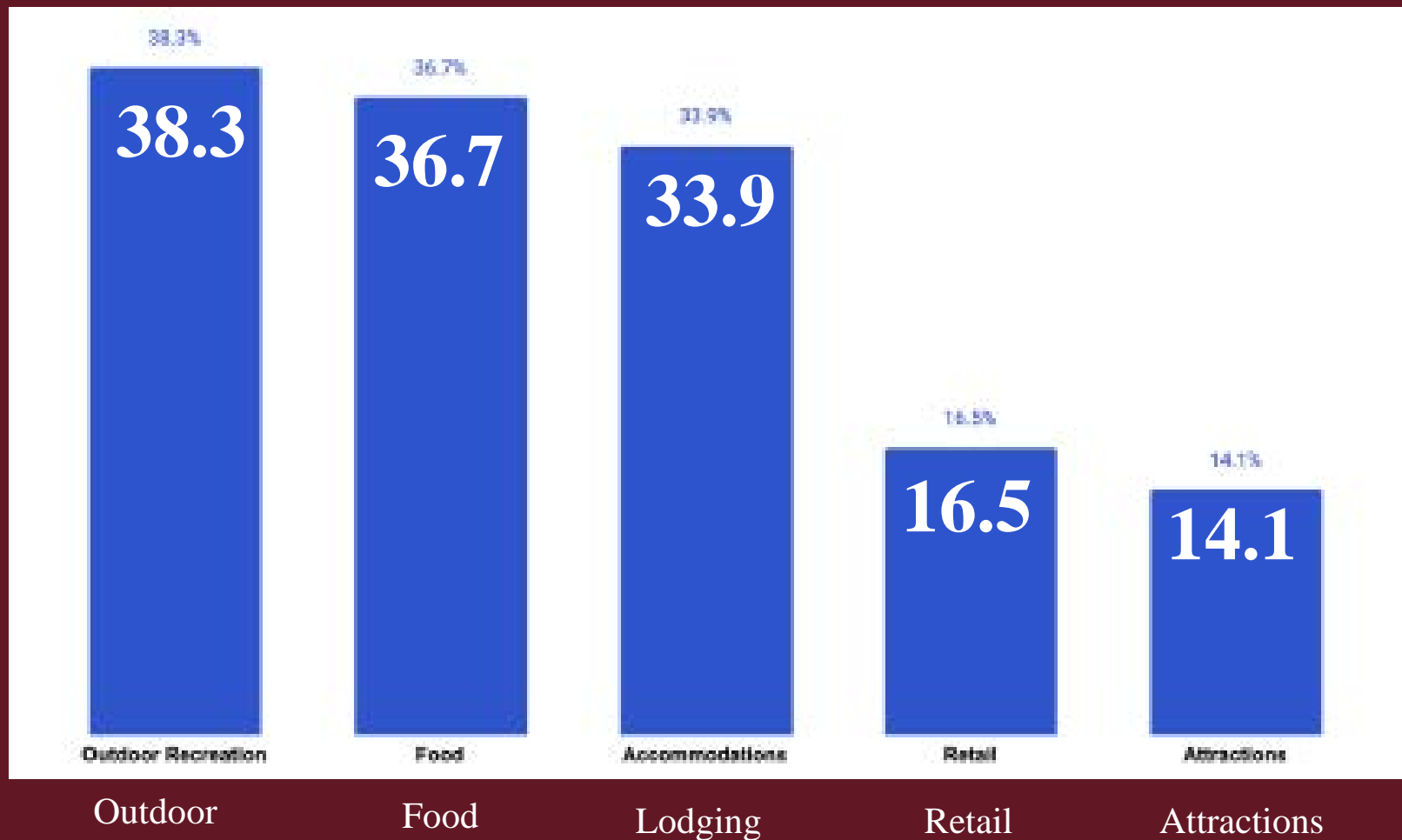
6% of visitors to AH were also seen at
Prospectors Plaza

Other Top Visited POIs

Safeway, Lake Tahoe, South Fork of the American River, Sacramento International Airport, Camp Richardson, Red Hawk Casino, Heaven Ski Resort and Boeger Winery

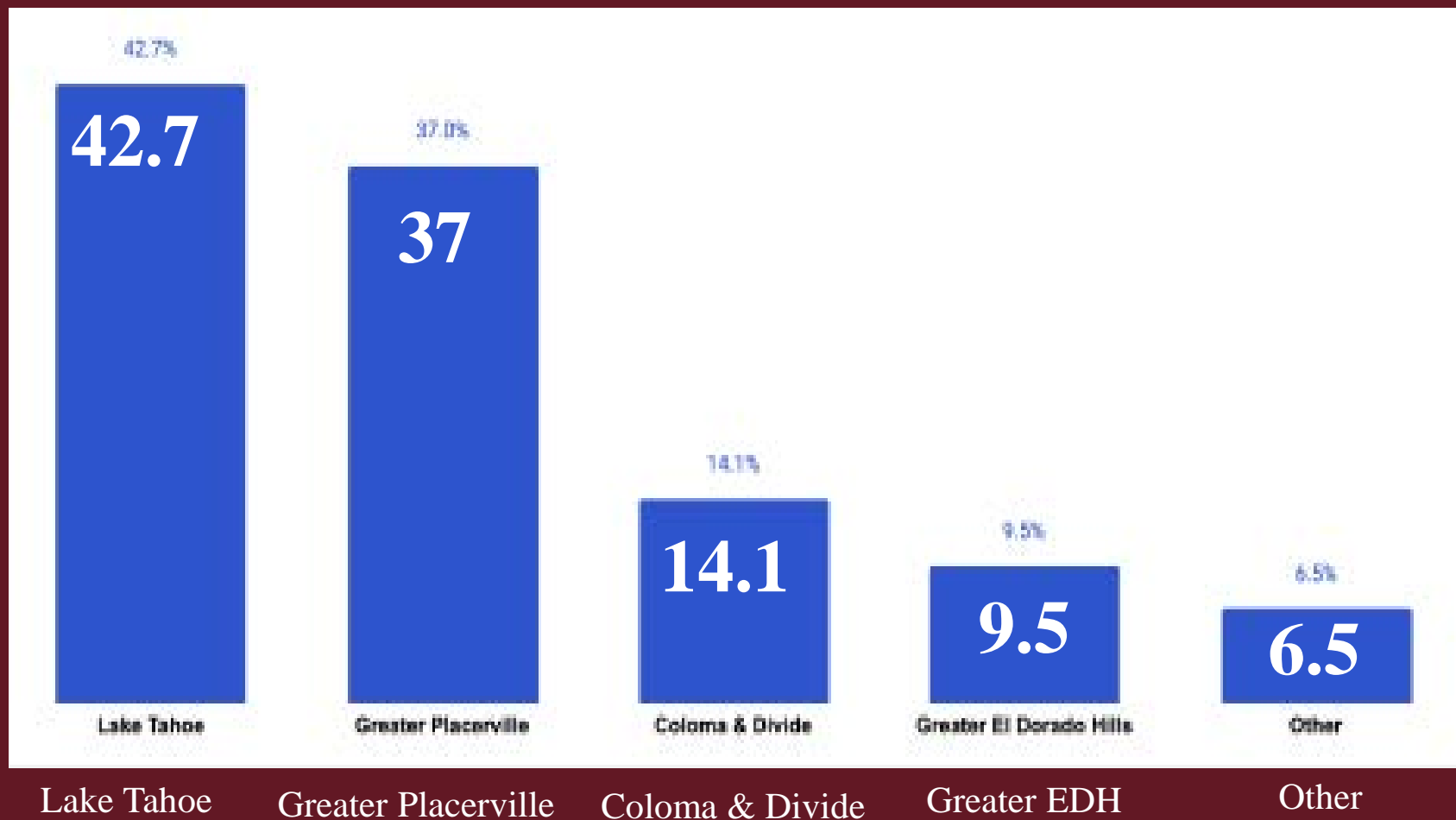
A deeper dive into Apple Hill Region

Visitors to the **Apple Hill Region** were predominantly seen visiting **Outdoor Recreation POIs**
25% of Outdoor Recreation visitation was in **Lake Tahoe**

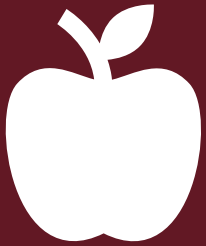


A deeper dive into Apple Hill Region

37% of visitors seen in Apple Hill Region visited POIs in the Greater Placerville Region



A deeper dive into Apple Hill Region



Top In-State Origin Cities

Stockton

Vacaville

Fairfield

Lodi

Concord



A deeper dive into Apple Hill Region



Top Out-of-State Origin Cities



Reno, NV

Sparks, NV

Carson City, NV

Spanish Springs, NV

Dayton, NV

A deeper dive into Apple Hill Region



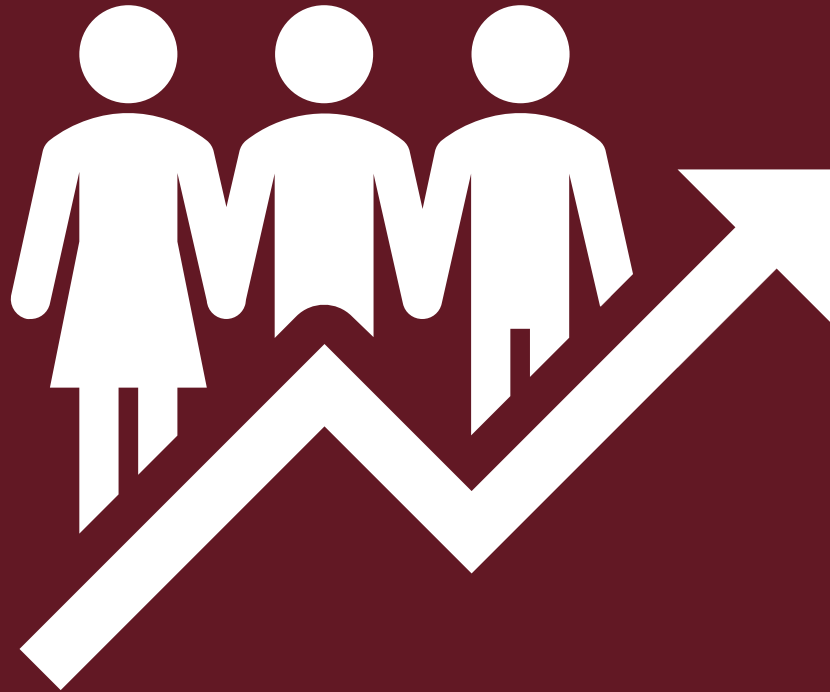
How can we use this info?

Potential visitors to **Apple Hill Region** would respond well to **outdoor recreation and food opportunities**

- ✓ **Couple content around these topics to encourage longer stays** - Farmers Markets, Farm to Table experiences, Hikes for Foodie, etc
- ✓ **Create multi-day itineraries** and content promoting unique outdoor recreation, accommodations & attractions to drive market coming for events.
- ✓ **Target those cities** in the key visitor markets

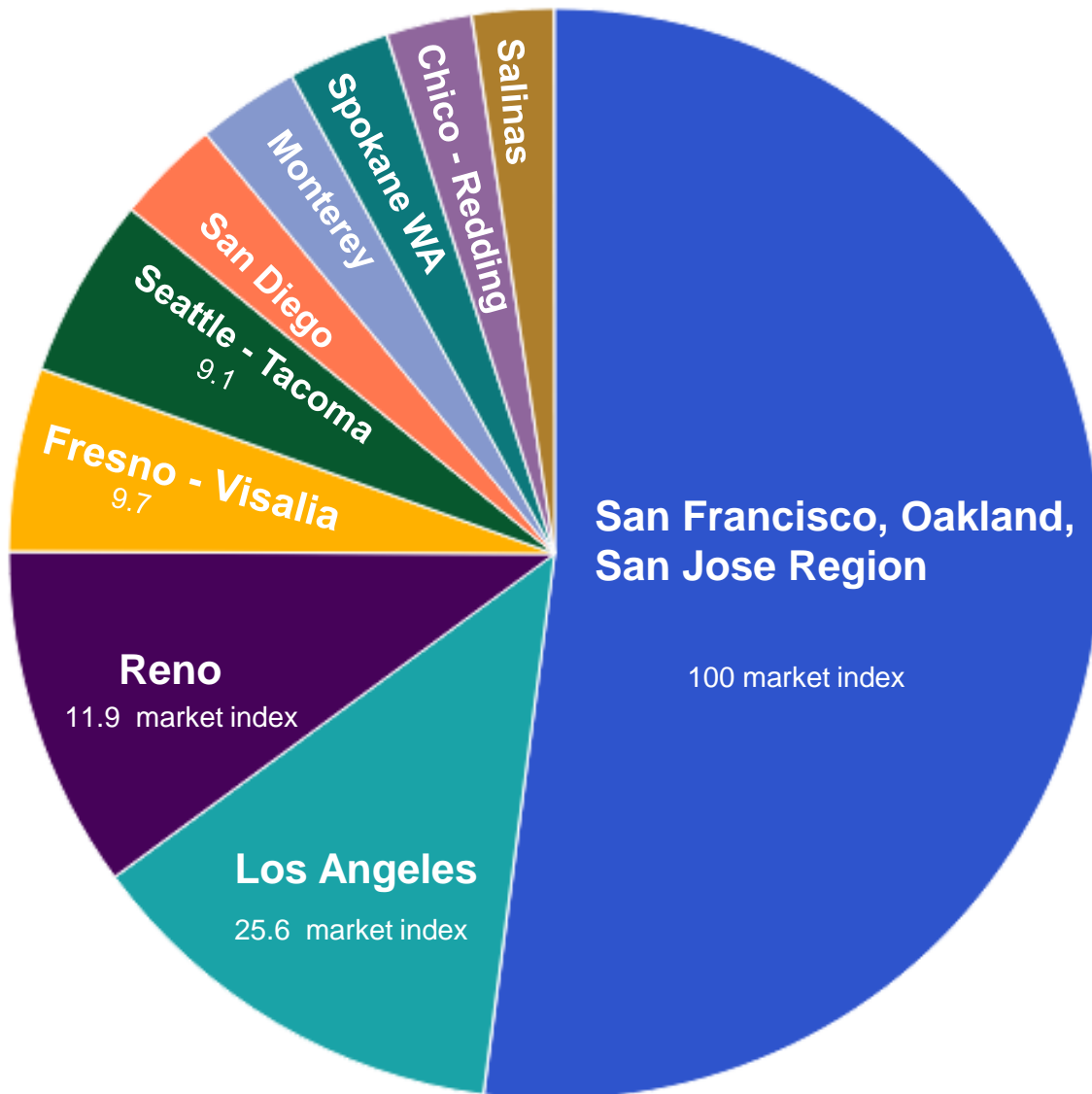
Now What Do We Do With All This Information?

The Market Index looks at the relationship between website traffic, destination visitation, and visitor spending from those origin markets.



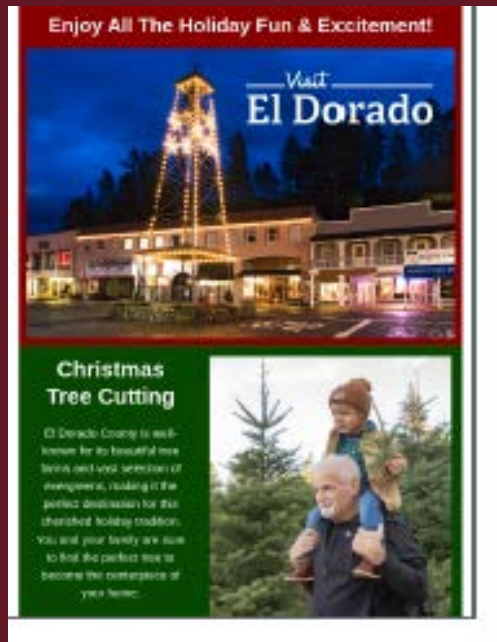
**Your home market DMA is excluded from this insight.*

What The Data Tells Us



2024 Visit El Dorado Partnerships

And what it means to you



Email Targeting & Retargeting to
San Francisco / San Jose /
Oakland DMA

Paid & Organic Social Media
Marketing to Reno DMA



2024 Visit El Dorado Partnerships

And what it means to you

IPW

Leading **inbound travel trade show** connecting U.S. travel Destinations with travel buyers and media to promote their product and negotiate future business.

Go West Summit

Unite top-notch global tour operators with niche suppliers who offer tourism-related products or services in the American West.



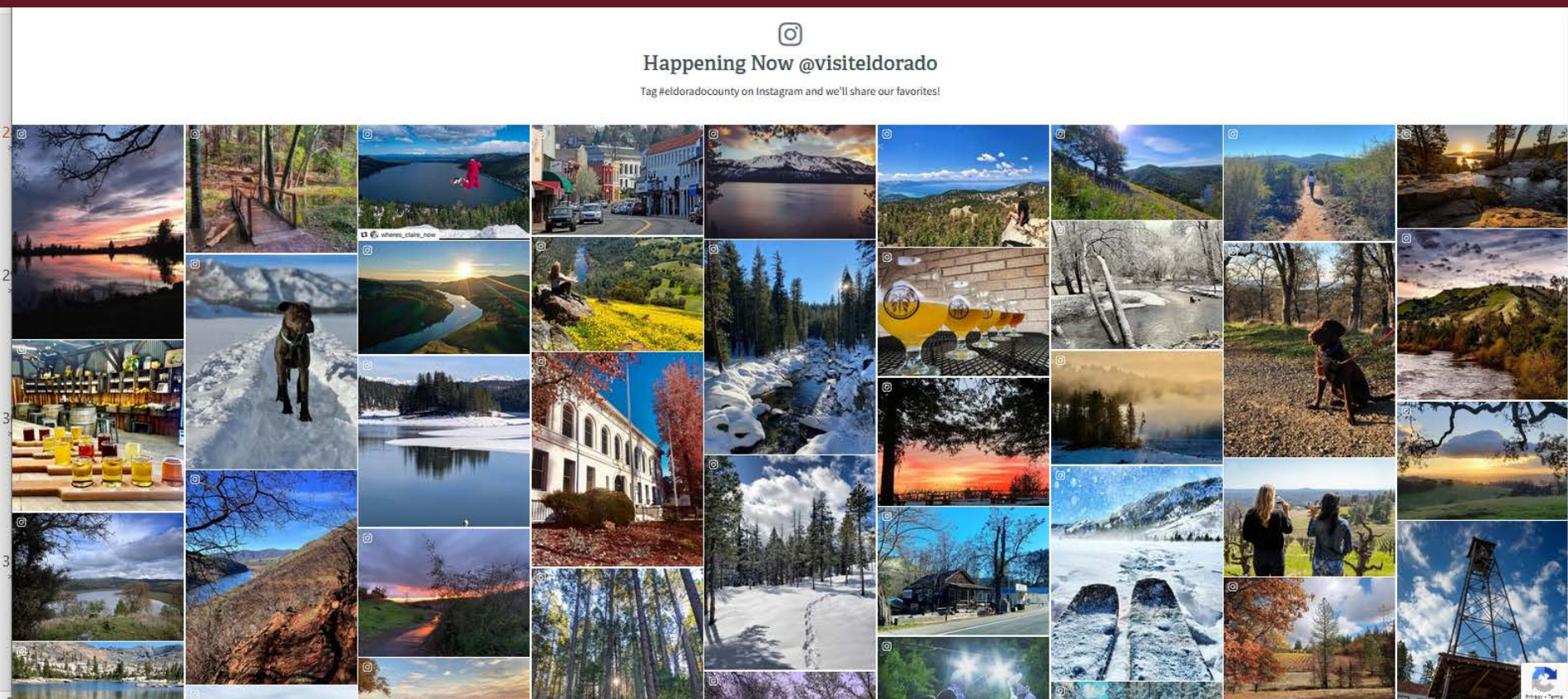
6 ways to partner with us for under \$1

- **#ElDoradoCounty, #Placerville** share our content



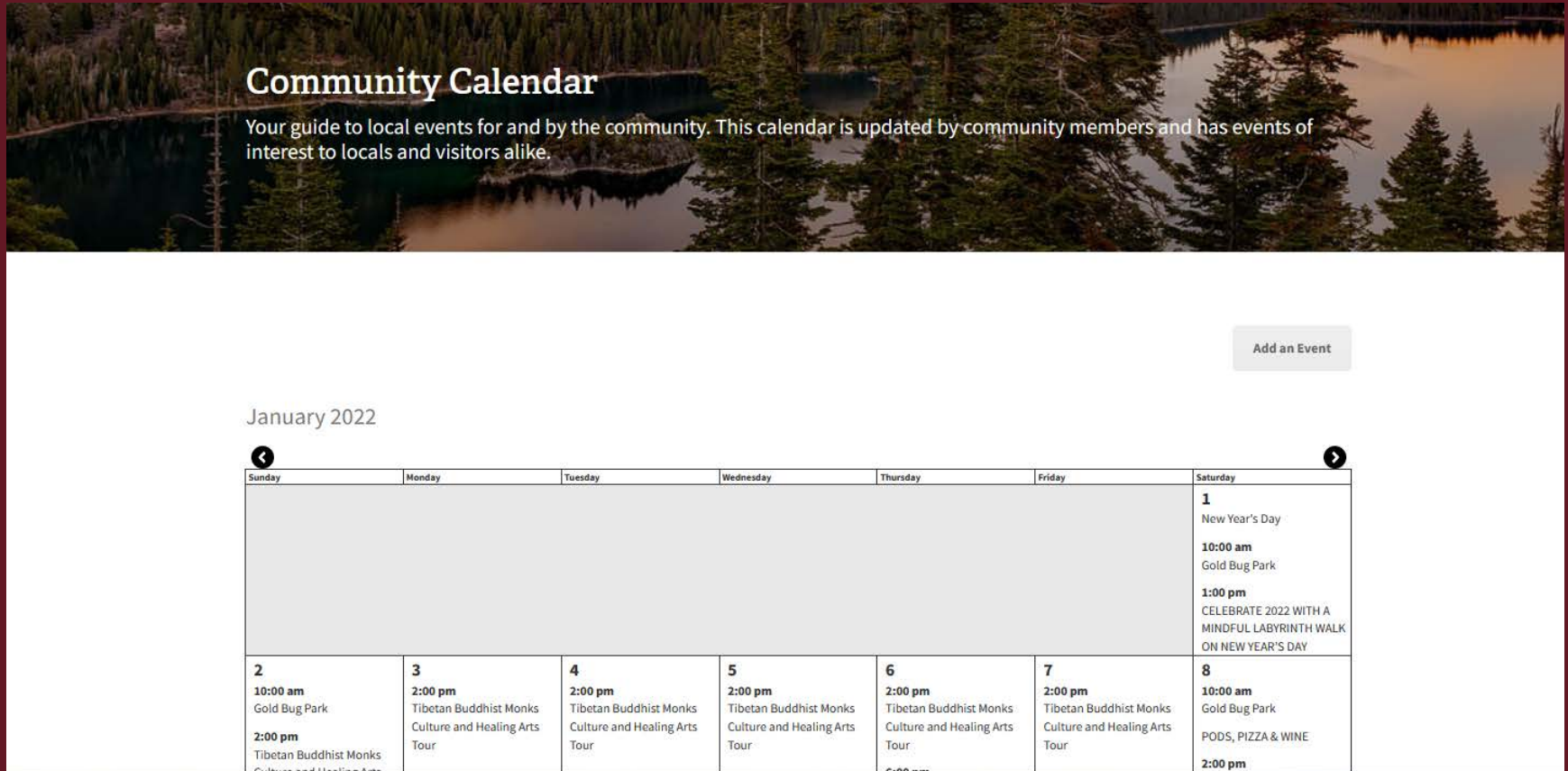
6 ways to partner with us for under \$1

- **#EIDoradoCounty, #Placerville** share our content



6 ways to partner with us for under \$1

- Calendar of Events –VisitEldorado.com post event



Community Calendar

Your guide to local events for and by the community. This calendar is updated by community members and has events of interest to locals and visitors alike.

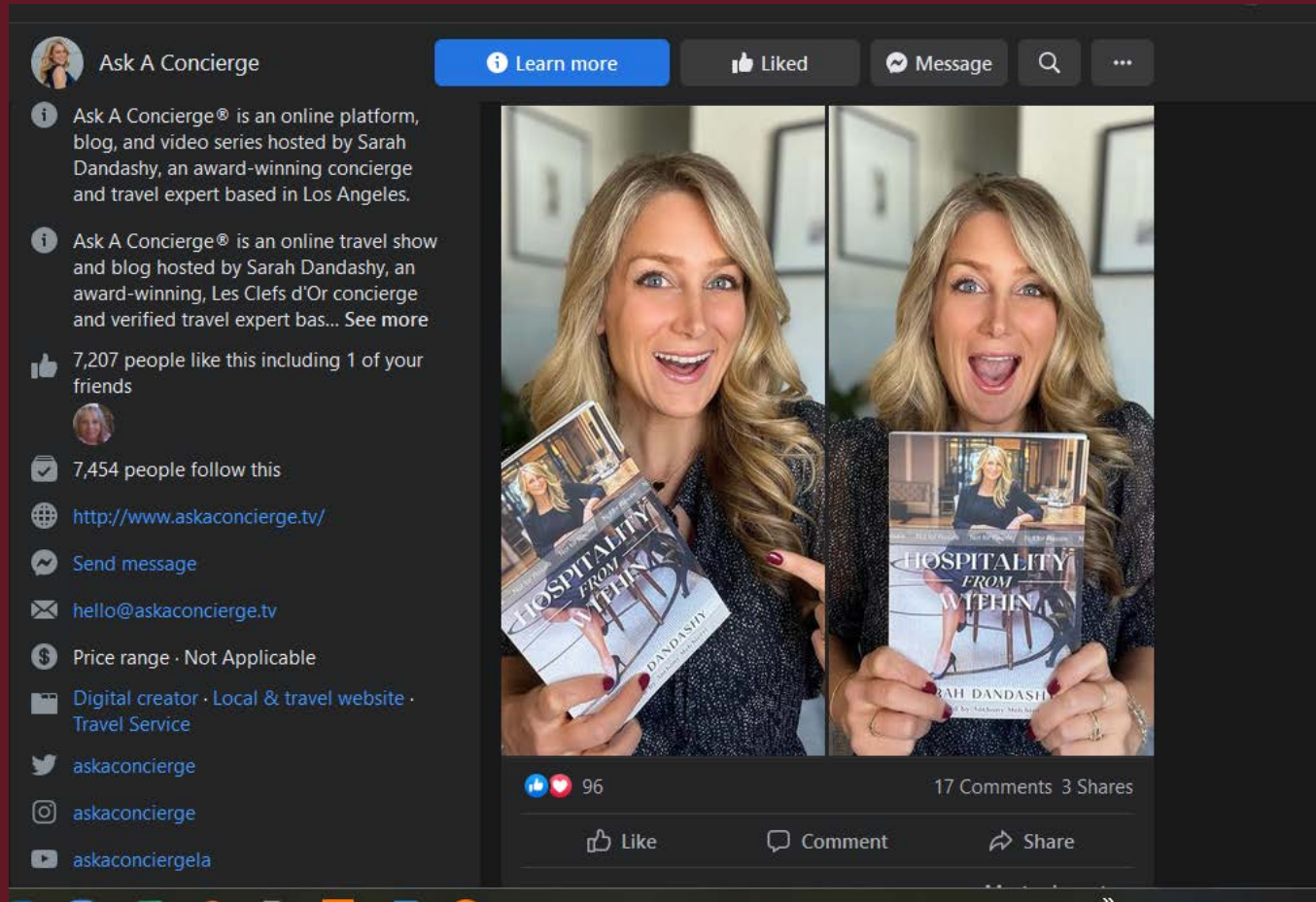
[Add an Event](#)

January 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 New Year's Day 10:00 am Gold Bug Park 1:00 pm CELEBRATE 2022 WITH A MINDFUL LABYRINTH WALK ON NEW YEAR'S DAY
2 10:00 am Gold Bug Park 2:00 pm Tibetan Buddhist Monks Culture and Healing Arts	3 2:00 pm Tibetan Buddhist Monks Culture and Healing Arts Tour	4 2:00 pm Tibetan Buddhist Monks Culture and Healing Arts Tour	5 2:00 pm Tibetan Buddhist Monks Culture and Healing Arts Tour	6 2:00 pm Tibetan Buddhist Monks Culture and Healing Arts Tour	7 2:00 pm Tibetan Buddhist Monks Culture and Healing Arts Tour	8 10:00 am Gold Bug Park PODS, PIZZA & WINE 2:00 pm

6 ways to partner with us for under \$1


- Identify PR, follow then invite them to visit, help us host




6 ways to partner with us for under \$1

- Suggest Blog Content – Sustainable practices, new and unique attractions, what or who are we missing?


← → ↺ 🏠 <https://visit-eldorado.com/stories/> 80% ☆




Affordable family fun in El Dorado County




3 Bed and Breakfasts in Placerville That Are Perfect for Your Romantic Weekend Getaway




What a Way to Start the Day



4 Best Dog-Friendly Restaurants and Cafes in El Dorado County



El Dorado Wine Country Itinerary for the Perfect Weekend Getaway



El Dorado County Road Trips: California's First Road Trip

Privacy - Terms

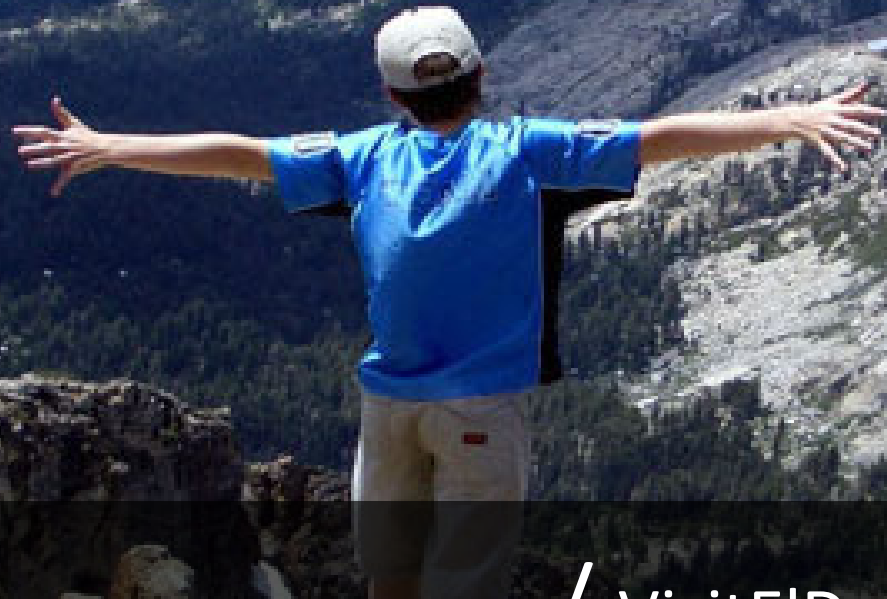
6 ways to partner with us for under \$1

- Contribute Item for VA social campaign (2 /yr)
- Include branded gift or incentive for Stay and Play welcome kits.
- Contribute item for sweepstakes at travel shows

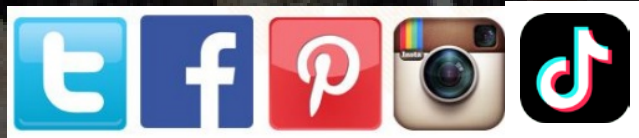


Social Media

Join the conversation



Share your



El Dorado County Adventures!

/ VisitElDorado
#ElDoradoCounty
#Placerville

A nighttime photograph of a resort complex. In the foreground, a large, bright fountain sprays water upwards, its light reflecting on the dark water of a pond. To the left, a stone bridge arches over a small stream. In the background, several multi-story resort buildings are illuminated with warm lights, and trees are visible around the structures. The sky is a deep blue with some light clouds.

Thank you!

Jody Franklin

**Executive Director of Tourism
El Dorado County Visitors Authority**

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