

Lake County Tourism Improvement District

2022 Annual Marketing Report



Agenda

01

Board Members

02

Tourism Economic Impact

03

FY22 Marketing Program Review

04

District Renewal

Board Members & Committees

Christie White, Chair | Owner, Finca Castellero STR (*Kelseyville*)

Larry Galupe, Chair Emeritus | Director Hotel Operations, Twin Pine Casino & Hotel (*Middletown*)

Lynne Butcher, Treasurer | Owner, Tallman Hotel (*Upper Lake*)

Wilda Shock, Secretary | Economic Development Specialist, City of Lakeport (*Lakeport*)

Alan Flora | City Manager, City of Clearlake (*Clearlake*)

David Claffey | Clearlake City Council + STR Owner (*Clearlake*)

Alfredo Jaramillo | General Manager and CFO, Robinson Rancheria Resort & Casino (*Nice*)

Susan Parker, Chief Administrative Officer, Lake County

Priya Dias | Owner, Royalty Hotels Inc/Skylark Shores Resort, (*Lakeport*)

Jitu Ishwar | Owner, Anchorage Inn (*Lakeport*)

Vikesh Parmar | Owner, Super 8 Motel (*Upper Lake*)

How We Measure Marketing Success

Website Traffic

Social Media Growth + Engagement

Campaign Impressions + Performance

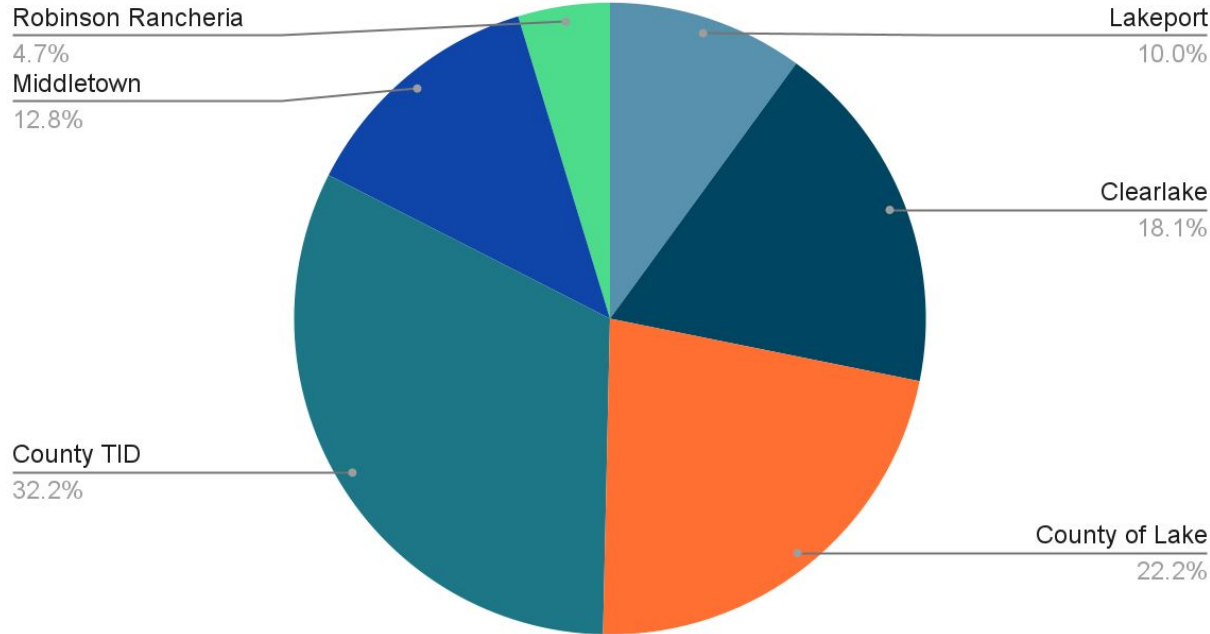
Email Database Growth + Leads

Marketing Partnerships

Public Relations

2022 Revenue

2022 Revenue - \$351,672

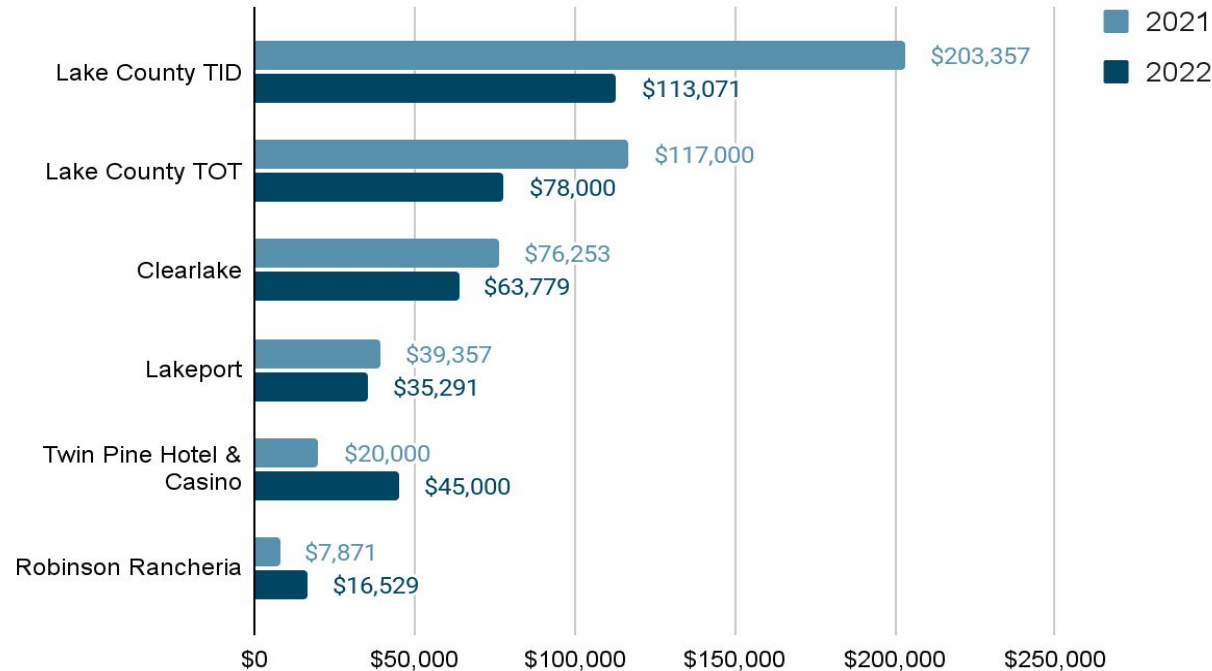


-24.18%

YoY Decrease

Assessment and Contract
Collections

Year-over-Year Comparison Assessment + Contract Collections



Economic Impact of Lake County Travel 2013-2022

LAKE TRAVEL-RELATED SPENDING

\$175.8M



LAKE STATE AND LOCAL TAX REVENUE

\$13.1M

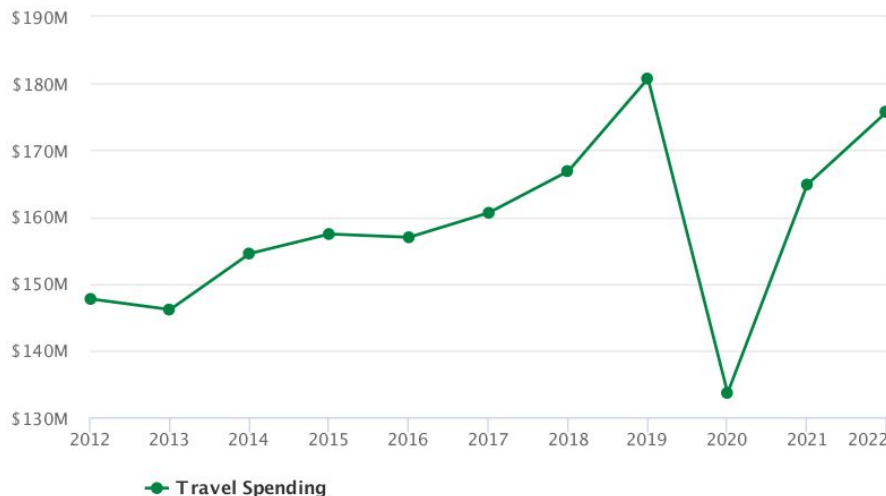


LAKE EMPLOYMENT

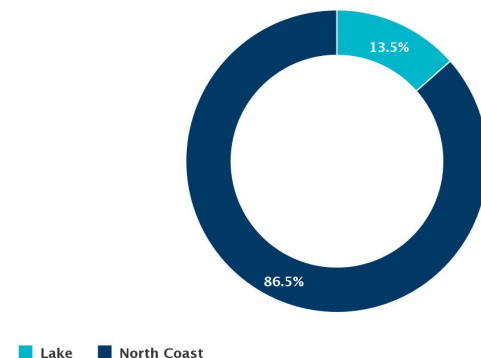
1.8K



LAKE HISTORY OF TRAVEL SPENDING IN CALIFORNIA



LAKE SHARE OF TOTAL REGION SPENDING



These economic impacts are based on "statewide visitor trips," which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one way on a non-routine trip. Visit California Travel Research provided by Dean Runyan & Associates.

*Source: [Visit California Economic Impact of Travel in California 2013-2022](#)

Website - LakeCounty.com

464,784

Pageviews

12.1% Increase YoY

225,377

New Users

11.9% Increase YoY

266,969

Sessions

8.7% Increase YoY

Top Pages by Pageviews

Cabin Accommodations
Homepage
Events
Outdoor Recreation
Harbin Hot Springs

Top Cities Reached

San Francisco
San Jose
Sacramento
Los Angeles
Clearlake
Lakeport
Santa Rosa
Modesto

Top Referral Source

Paid Search

Organic Social Media

34,241

Facebook Followers

3% Increase YoY

5,632

Instagram Followers

32% Increase YoY

1,154,067

Facebook Reach

232% Increase YoY

143,090

Instagram Reach

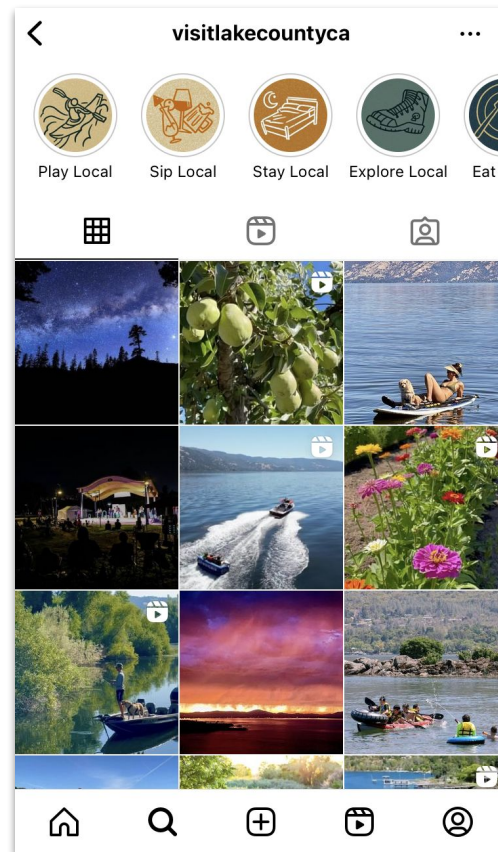
696% Increase YoY

Top Cities [Out of County]

Los Angeles
Sacramento
Santa Rosa
San Jose
San Francisco
Stockton

Top Cities [Out of County]

San Francisco
Sacramento



Paid Search

1,164,989

Impressions

12% Decrease YoY

86,571

Clicks

.16% Decrease YoY

7.43

CTR

14.6% Increase YoY

Top Performing Keywords

cabin california
vacations in california
california places to go
california cottage rentals
couples getaway cal
clear lake
best hotels in california
vacation cabins in california

Top Performing Ad Groups

Lodging
Outdoor Entertainment
Hiking
Vineyards
Casinos
Arts & Entertainment
Spa & Wellness
Weddings & Events

Programmatic Display Banners

Hyper-local Geofencing around Billboards

1,798,687

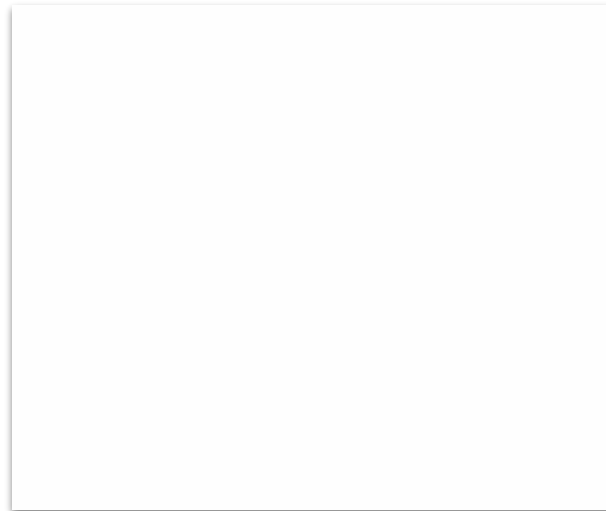
Impressions

1,660

Clicks

954

Conversions



Video Performance

OTT/CTV + YouTube Pre-roll

2,221,995

Impressions

1,294

Clicks

97.97%

Video Completion Rate



Influencer Marketing

Don't Forget to Move

220,000 Followers + 50,000 Monthly Page Views

Owned Assets

15 Minutes Video + 15 Images

Hiking Mt Konocti + wine

6 Social Posts

3 Instagram stories / 5 frames each

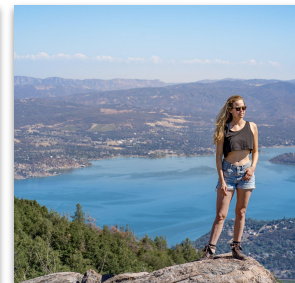
3 Instagram posts with tags

2 Blog Posts

Dontforgettomove.com

2 Vlog Posts

Don't Forget to Move YouTube Channel



Paid Social - Facebook + Instagram

5,020,047

Impressions

80.5% Increase YoY

106,202

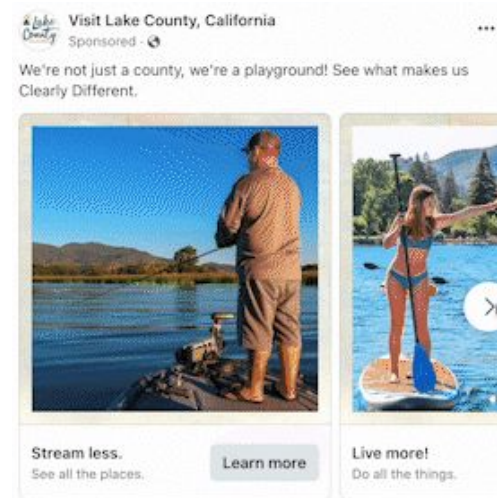
Clicks

94.1% Increase YoY

2.12

Click Thru Rate

Industry Benchmark .90%



Creative Examples

Updated Audience Intelligence Study

Marketing & Media Agency Partner
Medium Giant

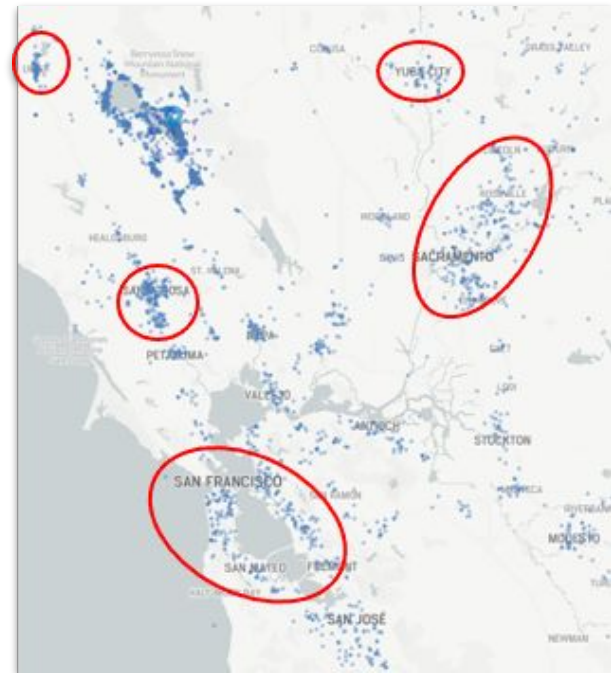
New Emerging Audience

Digerati Small Town Dwellers: Young singles who live digital-driven smaller city lifestyles with growing incomes providing for discretionary income budgets.

New Emerging Market Santa Rosa

Media Targeting Optimizations

1. Prioritize larger markets: Santa Rosa, Sacramento & San Francisco
2. Test conversion metrics with small budget in Yuba City



Monthly Blog + Newsletter

7,304
Contacts

30.67%

Avg Open Rate

20.4% Industry Benchmark

6.48%

Avg Click Rate

2.25% Industry Benchmark



August 2022 Blog



August 2022 Newsletter

Lake County Visitors Map

**65,000 Distribution
throughout Northern CA**

207 San Francisco Sites
189 Sacramento Sites
83 Redding Sites
7 Visitor Centers
1 Sonoma Airport

5,000 In-county Distribution

Fully Ad Supported



Partnerships

North of Ordinary

836,313

Website Impressions

33,257

Website Engagements

5,339

Website Link Clicks

4%

Avg Website Engagement Rate

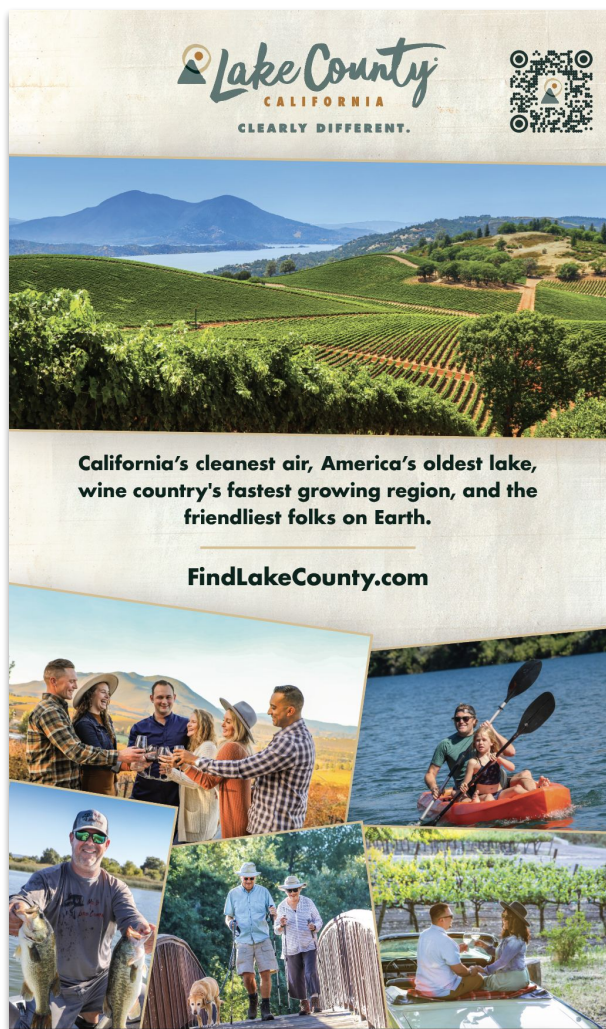


North of Ordinary

Lake, Mendocino, Humboldt,
Del Norte, Rural Partners

Travel & Adventure Show

- May 21-22, SF/Bay Area
- Booth Giveaway to garner Email Signups
 - *Thank you to our generous partner!*
 - 2 Night Stay - Tallman Hotel
 - \$50 Gift Card - Blue Wing Saloon
- Produced new 7'x3' retractable tradeshow banner for display



Partnerships

Lake County Chamber of Commerce

Michele Carson

CTA of the Year



Brought to you by the Lake County Chamber of Commerce



BookDirect Website Leads

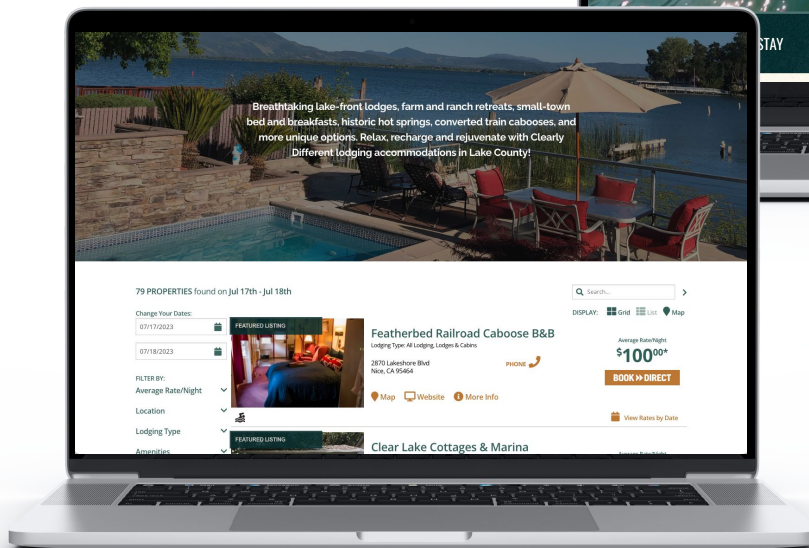
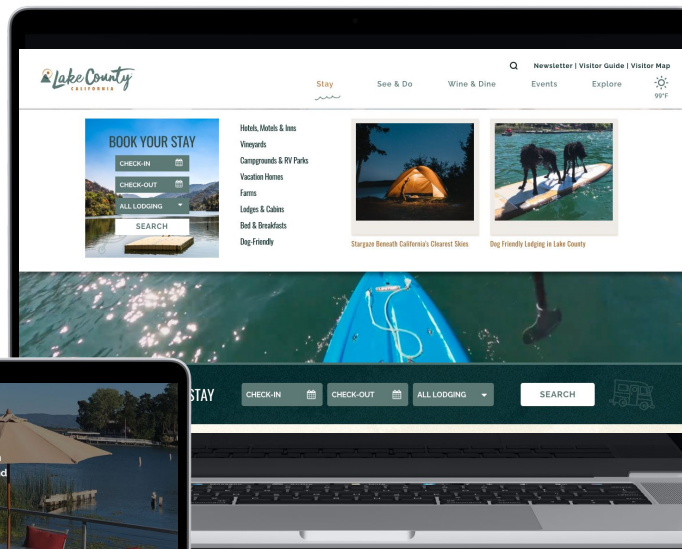
Three widgets were added to the Lake County website:

- Menu
- Homepage
- Lodging Landing Page

BookDirect Landing Page + Reporting Dashboard

5,749 Searches

3,345 All
203 B&B
676 Campgrounds
200 Hotels & Inns
978 Lodges & Cabins
254 Vacation Homes
93 Vineyards



Visit California

Media Event, Presidio San Francisco

Public Relations Trudy Wakefield



7x7

EAT + DRINK TRAVEL OUTDOOR ADVENTURES NEIGHBORHOODS CULTURE



Modern Guide to Lake County: Small Town Charm, Volcanic Wines + Outdoor Life

Trade Shows

Visit California Outlook Forum 2022

San Francisco Hilton - February 14th
3 Lake County Delegates in Attendance



Lake County Tourism Improvement District Renewal

10 Year Renewal Approved

Cost = \$51,670

Passed with 51% Approval

2.5% Assessment

75% increase from previous



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT RENEWAL 2022

Brian Fisher, Executive Director
Visit Lake County California
March 30, 2022

Thank you
for your support!

