

Lake County Tourism Improvement District

2023 Annual Marketing Report



Agenda

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Board Members

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Tourism Economic Impact

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FY23 Marketing Program Review

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FY24 Look Ahead

Board Members

Board Members & Committees

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

Larry Galupe, Chair Emeritus | Vice Chairman, Middletown Rancheria Tribal Council (*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 | Mayor, City of Clearlake + STR Owner (*Clearlake*)

Susan Parker, Chief Administrative Officer, Lake County

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

Jeff Pletcher | Director of Marketing and Hospitality, Robinson Rancheria Resort & Casino (*Nice*)

Jeff Warrenberg | Hotel Manager, Konocti Harbor Resort (*Kelseyville*)

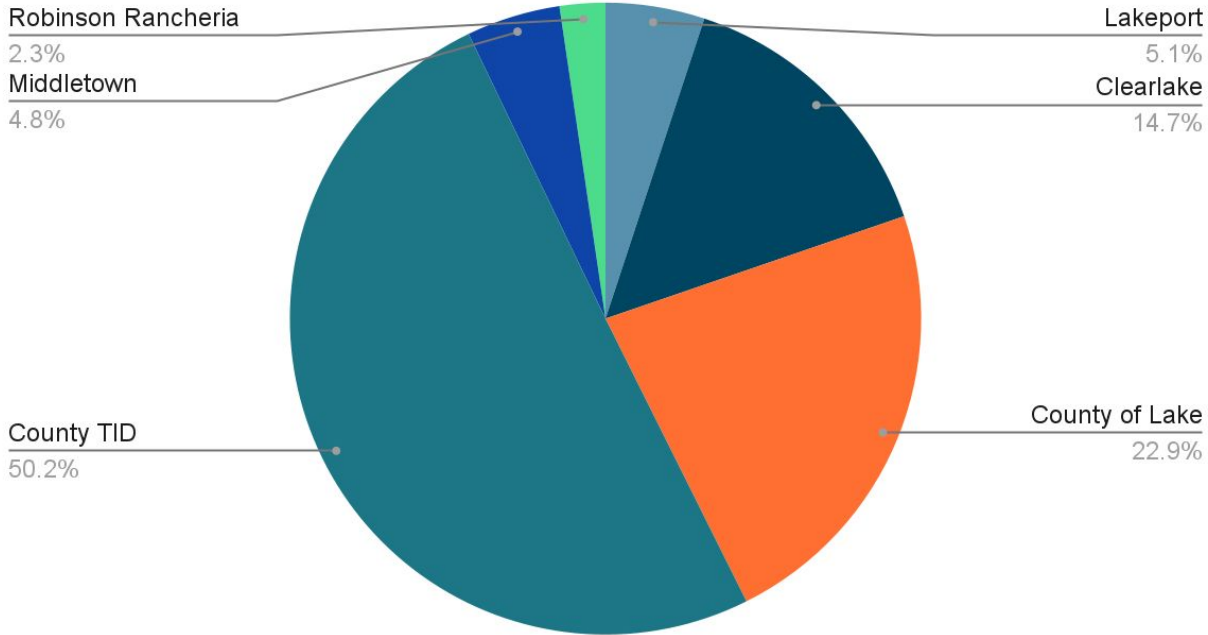
Tourism Economic Impact



2023 Revenue



2023 Revenue - \$416,266

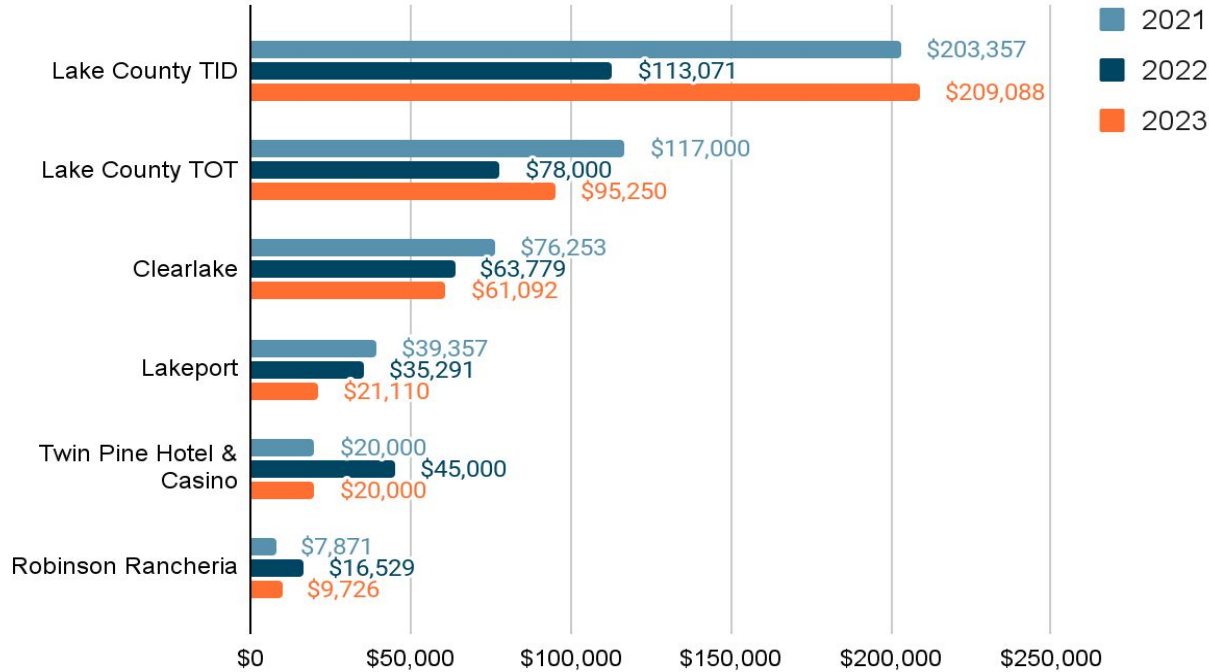


18%

YoY Increase

Assessment and Contract Collections

3 Year Comparison Assessment + Contract Collections



Economic Impact of Lake County Travel 2014-2023

LAKE TRAVEL-RELATED SPENDING

\$195.9M



LAKE STATE AND LOCAL TAX REVENUE

\$13.9M



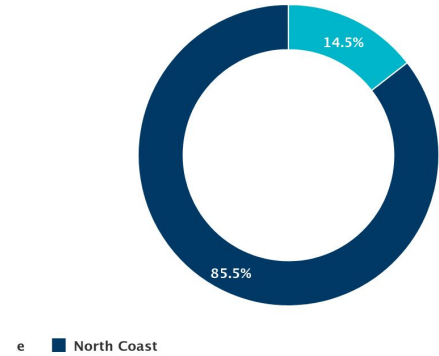
LAKE EMPLOYMENT

1.7K

LAKE HISTORY OF TRAVEL SPENDING IN CALIFORNIA



SHARE OF TOTAL REGION SPENDING

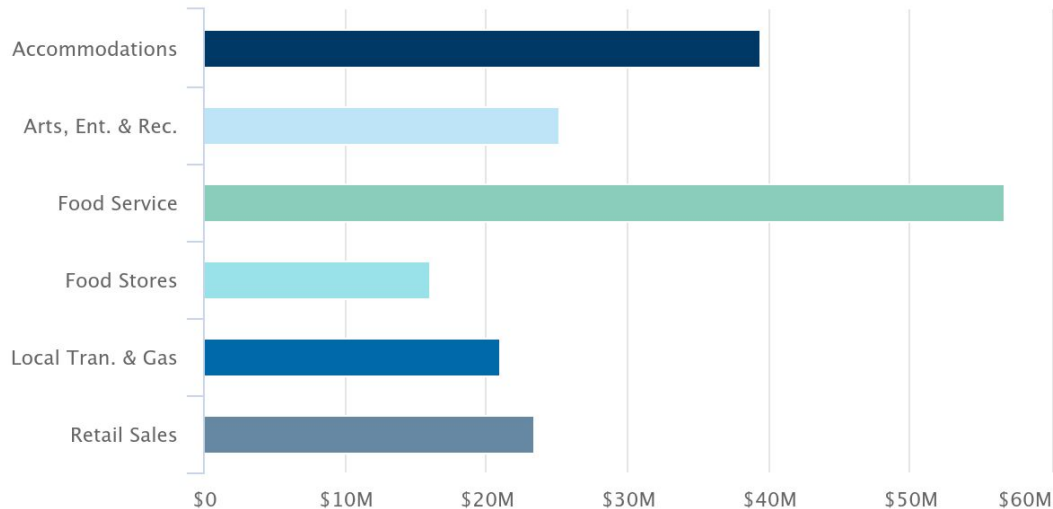


These economic impacts are based on "statewide visitor trips," which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one way on a non-routine trip. Visit California Travel Research provided by Dean Runyan & Associates.

*Source: [Visit California Economic Impact of Travel in California 2023](#)

Economic Impact of Lake County Travel 2013-2023

LAKE TRAVEL SPENDING BY INDUSTRY SEGMENT



California's travel and tourism industry is represented by accommodations, transportation and rental cars, restaurants, retail stores, attractions, gasoline service stations, and other businesses that serve travelers. Traveler spending benefits tourism providers across all industry segments and across all of California's regions.

*Source: [Visit California Economic Impact of Travel in California 2013-2023](#)

FY23 Marketing Program Review

How We Measure Marketing Success

Website Traffic

Social Media Growth + Engagement

Campaign Impressions + Performance

Email Database Growth + Leads

Marketing Partnerships

Public Relations

Website - LakeCounty.com

370,000

Pageviews

196,000

Users

231,243

Sessions

Top Pages by Pageviews

Accommodations

Places

Home Page

Upcoming Events

Discovery the Blue Lakes

Top Cities Reached

San Jose

San Francisco

Sacramento

Los Angeles

Top Referral Source

Organic Search

Direct

Paid Search

Organic Social

Paid Social

Successful transition from Universal Google Analytics to Google Analytics 4 [GA4]

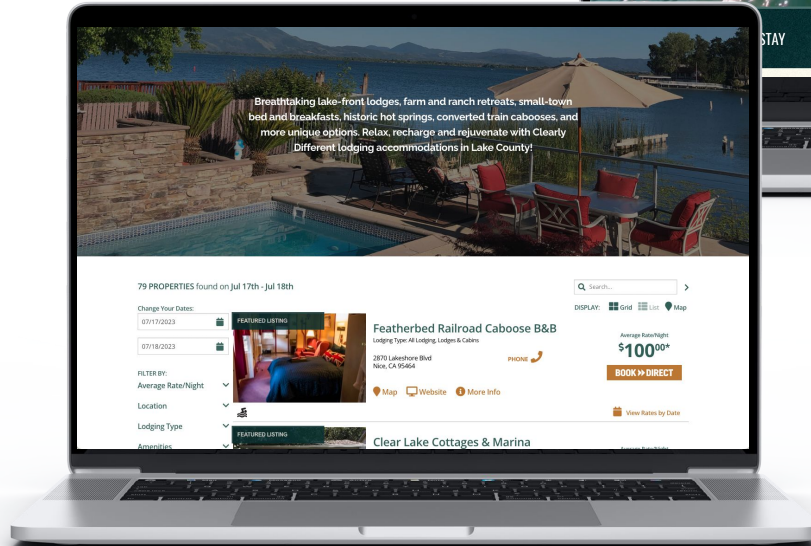
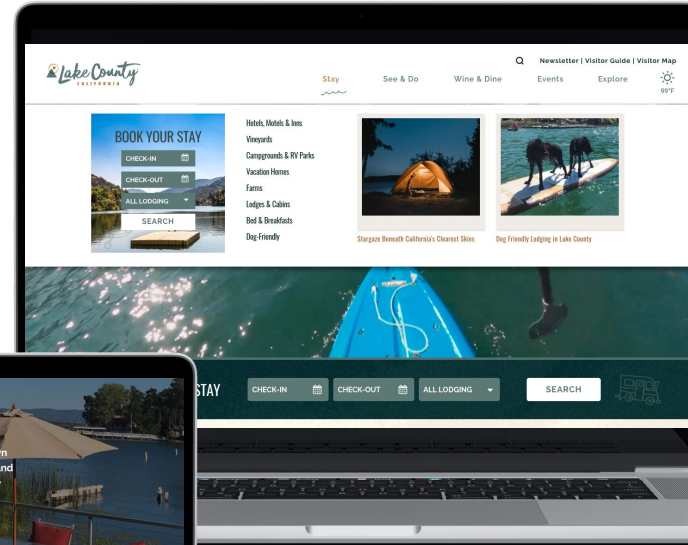
Complete March 2023 ahead of July 1 Google transition deadline.

BookDirect Website Leads

BookDirect Landing Page + Reporting Dashboard

56,446 Searches

- 55,454 All
- 81 B&B
- 262 Campgrounds
- 140 Hotels & Inns
- 327 Lodges & Cabins
- 132 Vacation Homes
- 44 Vineyards



Organic Social Media

34,987

Facebook Followers

2.18% Increase YoY

1,900,000

Facebook Reach

104% Increase YoY

Top Cities [Out of County]

- Los Angeles
- Sacramento
- Santa Rosa
- San Jose
- San Francisco
- Stockton

6,363

Instagram Followers

13% Increase YoY

590,000

Instagram Reach

394% Increase YoY

Top Cities [Out of County]

- San Francisco
- Sacramento



Monthly Blog + Newsletter

9,095

Contacts

24.5% YoY Increase

32.7%

Avg Open Rate

20.4% Industry Benchmark

3.49%

Avg Click Rate

2.25% Industry Benchmark



June 2023 Newsletter



June 2023 Blog

Paid Search

443,517

Impressions

46,454

Clicks

10.47

CTR

40.9% Increase YoY

Top Performing Keywords

- camping california
- cabin california
- vacations in california
- california places to go
- california cottage rentals
- 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

Paid Social - Facebook + Instagram

5,208,818

Impressions

3.76% Increase YoY

98,055

Clicks

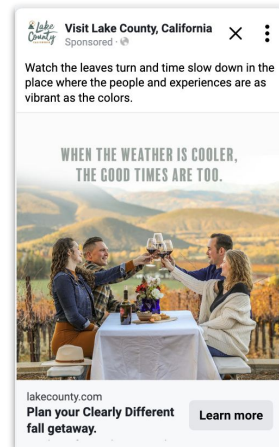
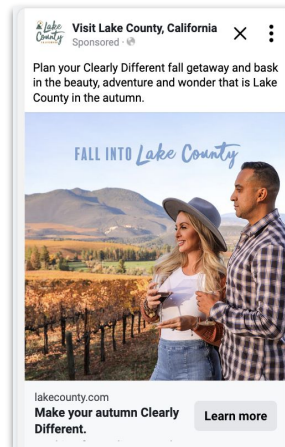
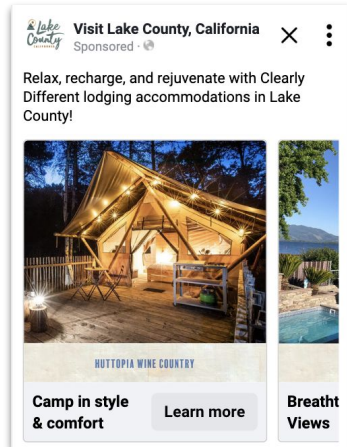
.7% Decrease YoY

1.88

Click Thru Rate

Industry Benchmark .90%

Creative Examples



Programmatic Display Banners

Travel-specific marketing partner

1,226,762

Impressions

617

Clicks

101

Conversions



Video Performance

Programmatic Video + OTT/CTV

1,454,367

Impressions

1,466

Clicks

96.6%

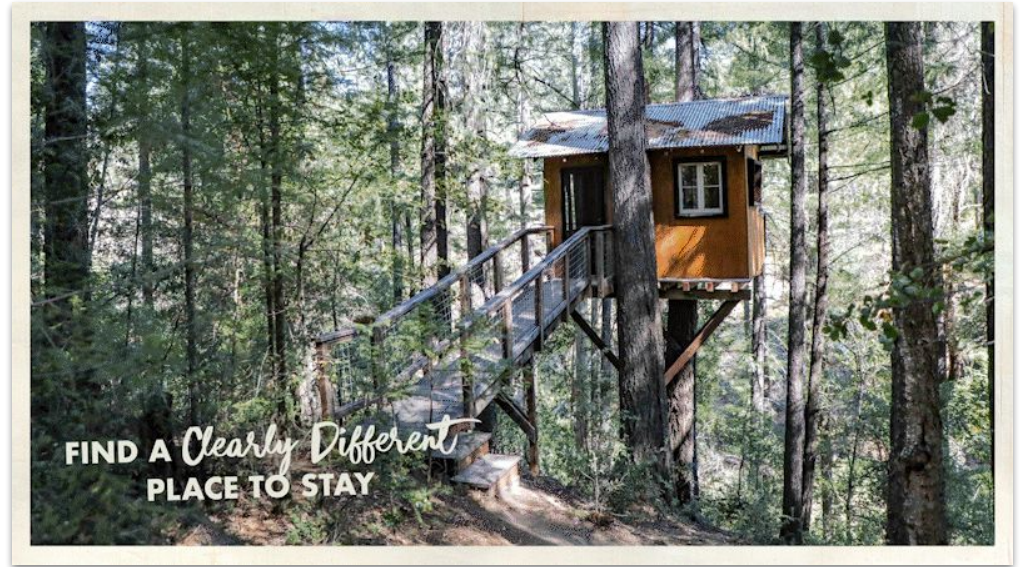
Video Completion Rate

75% Industry Benchmark

.15%

Click Thru Rate

.08% Industry Benchmark



Partnerships

North of Ordinary

943,622
Impressions

40,217
Engagements

10,630
Link Clicks

4.3%
Avg Engagement Rate

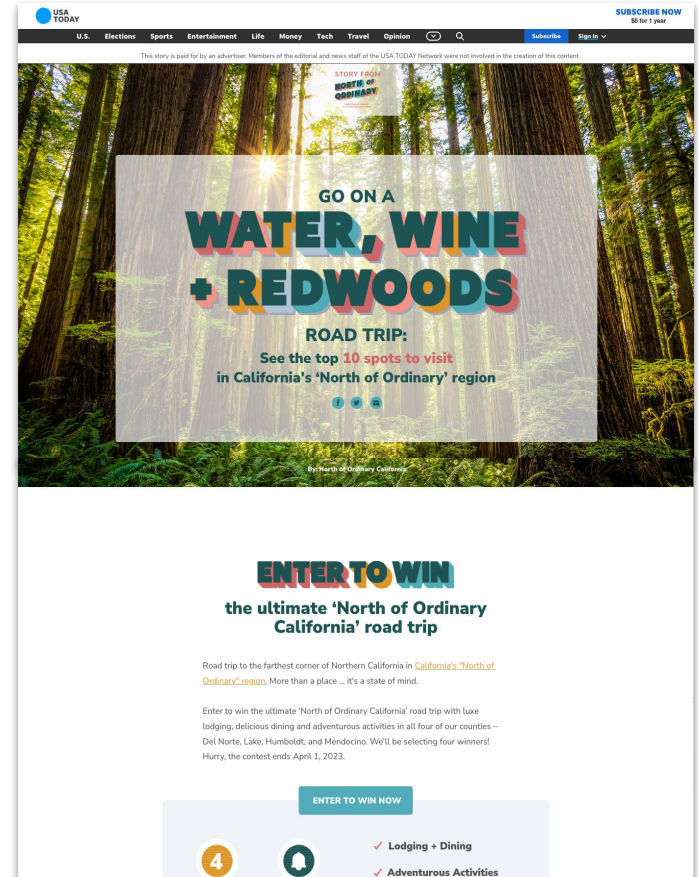


North of Ordinary

Lake, Mendocino, Humboldt,
Del Norte, Rural Partners

USA Today Contest

- [Water, Wine & Redwoods Road Trip Giveaway](#)
- Feb. - April, 2023
- Four winners: Lodging, dining & activities in each of the four NOO counties.
- 3,383 Leads for newsletter database to-date



USA TODAY

U.S. Elections Sports Entertainment Life Money Tech Travel Opinion

STORY FROM NORTH OF ORDINARY

GO ON A
**WATER, WINE
+ REDWOODS**
ROAD TRIP:
See the top 10 spots to visit
in California's 'North of Ordinary' region

ENTER TO WIN
the ultimate 'North of Ordinary
California' road trip

Road trip to the farthest corner of Northern California in California's "North of Ordinary" region. More than a place ... it's a state of mind.

Enter to win the ultimate 'North of Ordinary California' road trip with luxe lodging, delicious dining and adventurous activities in all four of our counties - Del Norte, Lake, Humboldt, and Mendocino. We'll be selecting four winners! Hurry, the contest ends April 1, 2023.

ENTER TO WIN NOW

4

Lodging + Dining
Adventurous Activities

Partnerships

Visit California



Destination Mixer

North Coast Region | Dec. 5, 2023

Provide opportunity to connect DMO partners with Visit California staff and agency partners.

Integrate marketing programs and derive content directly from DMO partners and businesses

Provide interactive learning experience for the Visit California staff



Partnerships

Lake County Chamber of Commerce



Brought to you by the Lake County Chamber of Commerce



Trade Shows

San Diego Food + Wine Festival

San Diego , CA
Nov. 10-11, 2023

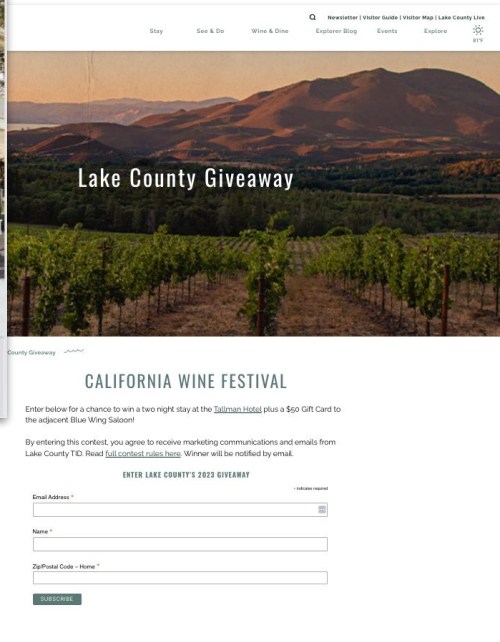
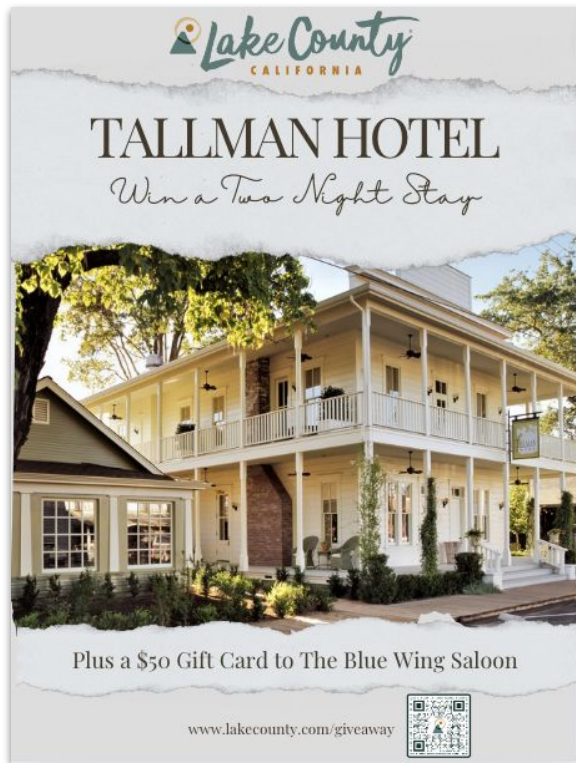
Giveaway to garner Email Signups

Thank you to our generous partner!

2 Night Stay - Tallman Hotel

\$50 Gift Car - Blue Wing Saloon

Generated 110 new database leads



Trade Shows

Visit California

Outlook Forum 2023

Sacramento, CA
SAFE Credit Union Convention Center
March 6-9

Three Lake County Representatives:
Brian Fisher, TID Director
Trudy Wakefield, Contract Public Relations
Amber Row, Medium Giant



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

Complete June 2022



Public Relations: Earned Media

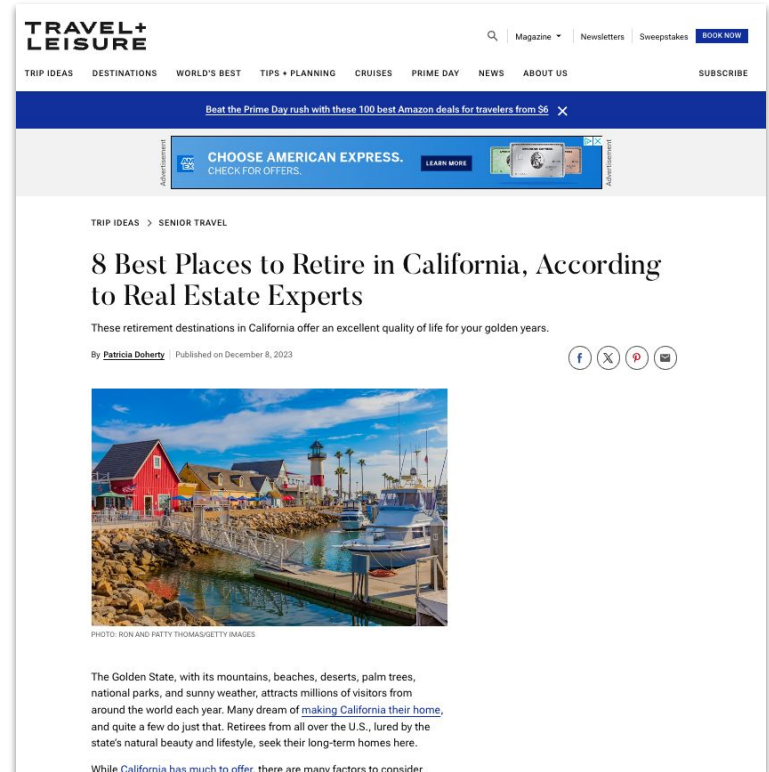
[8 Best Places to Retire in California, According to Real Estate Experts](#), *Travel & Leisure*

[The oldest lake in North America is 2.5 hours from SF, and you should visit](#), *SFGate*

[The Oldest Lake in North America Sits Right Here in Northern California](#), *Active NorCal*

[California Rambling: Autumn in Lake County](#), *Mountain Democrat*

[Wine in the Wild](#), *M Magazine*



The screenshot shows the Travel + Leisure website interface. At the top, the logo "TRAVEL+ LEISURE" is on the left, and navigation links for "Magazine", "Newsletters", "Sweepstakes", and "BOOK NOW" are on the right. Below the logo, a horizontal menu lists "TRIP IDEAS", "DESTINATIONS", "WORLD'S BEST", "TIPS + PLANNING", "CRUISES", "PRIME DAY", "NEWS", and "ABOUT US", with a "SUBSCRIBE" button on the far right. A blue banner below the menu reads "Beat the Prime Day rush with these 100 best Amazon deals for travelers from \$6". Below the banner is an advertisement for American Express with the text "CHOOSE AMERICAN EXPRESS. CHECK FOR OFFERS." and a "LEARN MORE" button. The main content area shows the article title "8 Best Places to Retire in California, According to Real Estate Experts" under the breadcrumb "TRIP IDEAS > SENIOR TRAVEL". Below the title is a sub-headline "These retirement destinations in California offer an excellent quality of life for your golden years." and the byline "By Patricia Doherty Published on December 8, 2023". To the right of the byline are social media icons for Facebook, Twitter, Pinterest, and Email. Below the text is a photograph of a waterfront town with colorful buildings and boats. Below the photo is the caption "PHOTO: RON AND PATTY THOMAS/GETTY IMAGES". At the bottom of the page, there is a short paragraph of text starting with "The Golden State, with its mountains, beaches, deserts, palm trees, national parks, and sunny weather, attracts millions of visitors from around the world each year. Many dream of making California their home, and quite a few do just that. Retirees from all over the U.S., lured by the state's natural beauty and lifestyle, seek their long-term homes here." and a final line "While California has much to offer, there are many factors to consider".

Lake County Tourism Improvement District Renewal

10 Year Renewal Approved

*Authorized to continue operating until
12/31/2033*

Lake County Board of Supervisors

Approved on 2/7/2023

2.5% Assessment

75% increase from previous

The image shows the cover of a report titled "LAKE COUNTY TOURISM IMPROVEMENT DISTRICT MANAGEMENT DISTRICT PLAN" for the period "2024-2033". The cover features a scenic photograph of a sunset over a lake, with two people sitting on a rock in the foreground. The title and year are prominently displayed in a white box with a brown border. The background of the cover is a mix of teal and brown colors.

2024-2033

**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT
MANAGEMENT DISTRICT PLAN**

FY24 A Look Ahead



LAKElife Magazine

20,000 copies produced

Distribution

- 10,000 in-county
- 10 California Visitor Centers
- Charles Schulz Sonoma Airport

Fully Ad Supported

**In partnership with Lake
County Chamber of Commerce**



Community Involvement

May 22, 2024
Lake Leadership Forum



Sutter + Calpine + Reynolds + Tribal Health + City of Lakeport +
Community First Credit Union + Savings Bank of Mendocino County

New Faces of Lake County

**Video and Photography Asset
Library expansion**

**In partnership with
Lake County
Winegrape Commission**

- Brown Barn Films

Leveraging location talent



Public Relations: Earned Media

[Explore Lake County: A Real Wow! Factor](#), *Wine Country This Month*

[Discovering Lake County](#), *California NOW Podcast*

[12 Amazing Northern California Wineries You Must Visit](#), *Food, Fun & Faraway Places*

[Lake County Wine Feature](#), *Visit California Travel Guide*

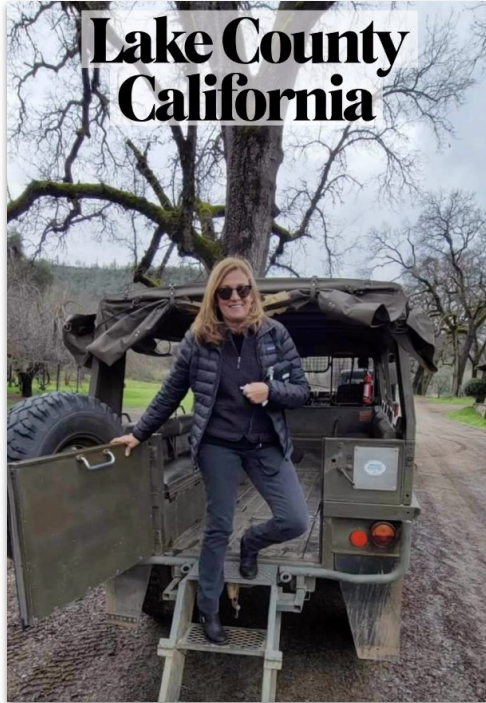
[How to Plan a Wine Tasting Trip in Northern California](#), *Bradenton Magazine*

[Water fun and wineries in Lake County](#), *Dogtrekker*

[Foodie Things to do in Lake County](#), *Chef Denise Secrets Revealed*



Public Relations: Earned Media

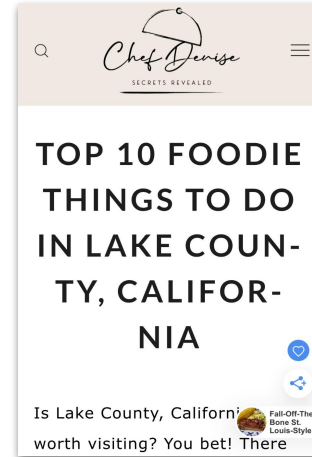


Huttopia Wine Country recently opened a series of tent-cabins at Six Sigma Ranch and Winery in Lake County.

Provided by Huttopia Wine Country

Six Sigma Ranch and Winery in Lower Lake

Not all winery lodging is designed for maximum pampering. For adventurers, Huttopia Wine Country has





Thank you
for your support!