

Lake County Tourism Improvement District

# 2021 Annual Report



# Board Members & Committees

**Christie White, Chair** | Owner, Finca Castellero STR

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

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

**Maryann Schmid, Vice Chair** | 1Team1Dream

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

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

**Jaime Campanero** | Vice Chairman, Robinson Rancheria (Nice)

**Susan Parker**, Interim County Administrative Officer

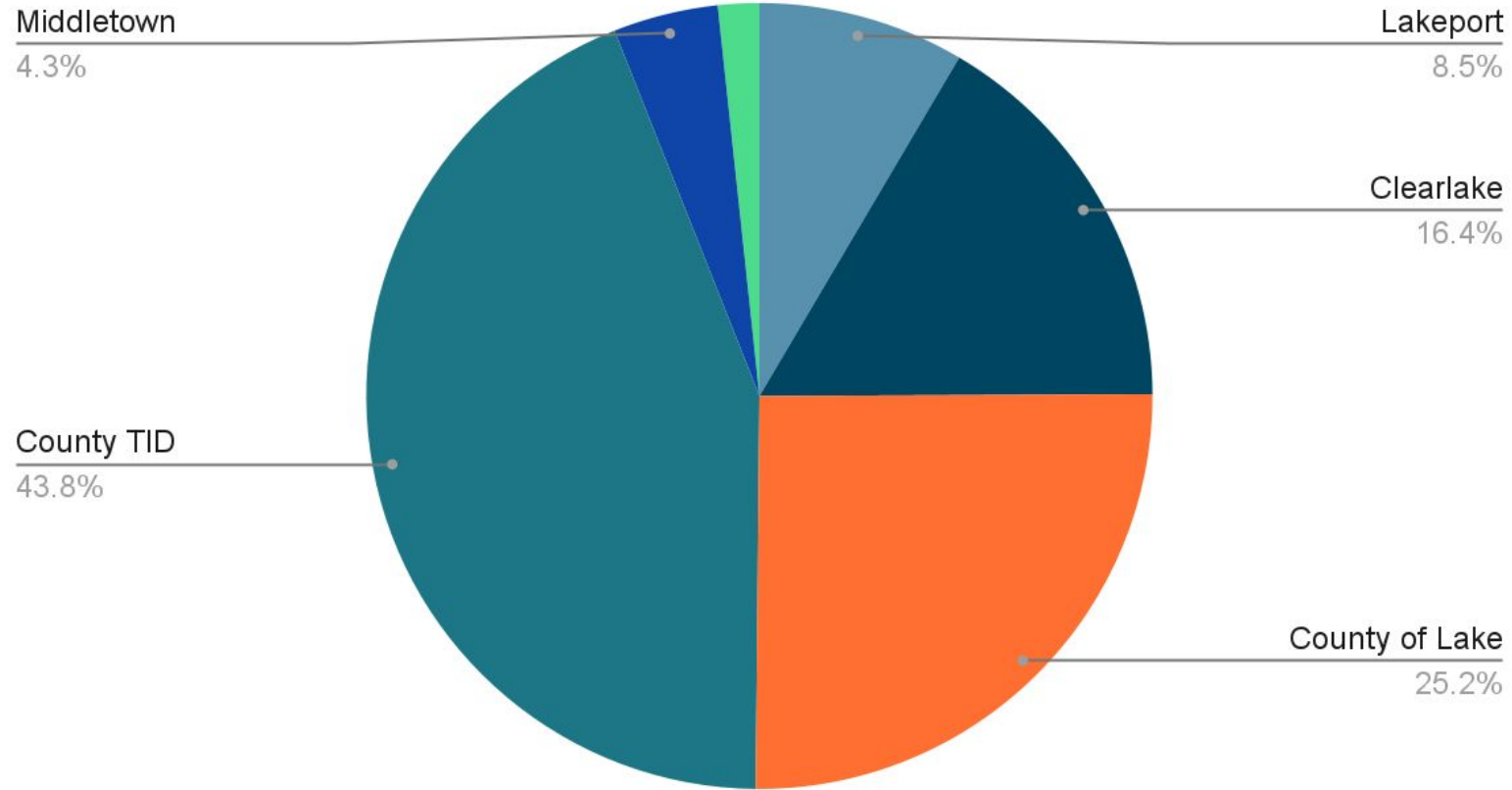
**Priya Dias** | Owner, Royalty Hotels Inc/Skylark Shores Resort, (Lakeport)

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

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

**David Chaffey** | Clearlake City Council + STR Owner

## 2021 Revenue - \$463,840



# Economic Impact of Lake County Travel 2012-2021

LAKE 2021 TRAVEL-RELATED SPENDING

**\$175.7M**



LAKE STATE AND LOCAL TAX REVENUE

**\$13.6M**

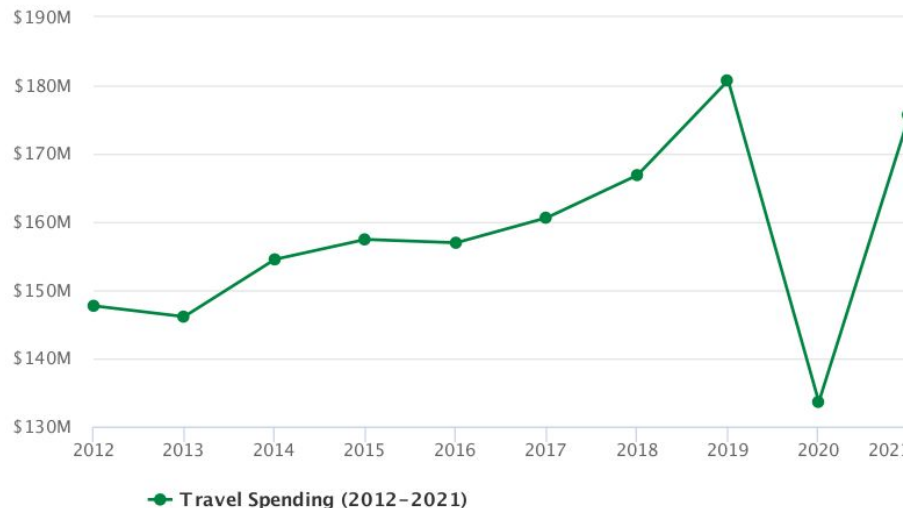


LAKE EMPLOYMENT

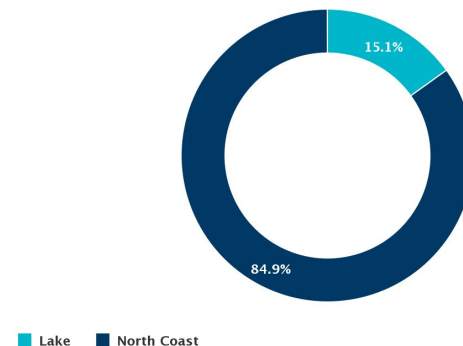
**1.8K**



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

# Website

414,568

Pageviews

56.89% Increase YoY

201,421

New Users

79.86% Increase YoY

1:39

Avg Time on Page

7.10% Increase YoY

## Top Pages by Pageviews

Campgrounds & RV Parks

Lodges & Cabins

Homepage

Outdoor Recreation

Discover the Blue Lakes of Lake County

## Top Cities Reached

San Francisco

Sacramento

San Jose

Clearlake

Los Angeles

Lakeport

Santa Rosa

Roseville

Modesto

# Organic Social Media

33,307

Facebook Followers

9.4% Increase YoY

4,251

Instagram Followers

## Top Cities [Out of County]

Los Angeles  
Sacramento  
Santa Rosa  
San Jose  
San Francisco

## Top Cities [In County]

Lakeport  
Clearlake  
Kelseyville  
Hidden Valley Lake

## Top Cities [Out of County]

San Francisco  
Sacramento

## Top Cities [In County]

Lakeport  
Kelseyville  
Clearlake





# Monthly Blog + Newsletter

8,155

Contacts

14.29% Increase YoY

18.84

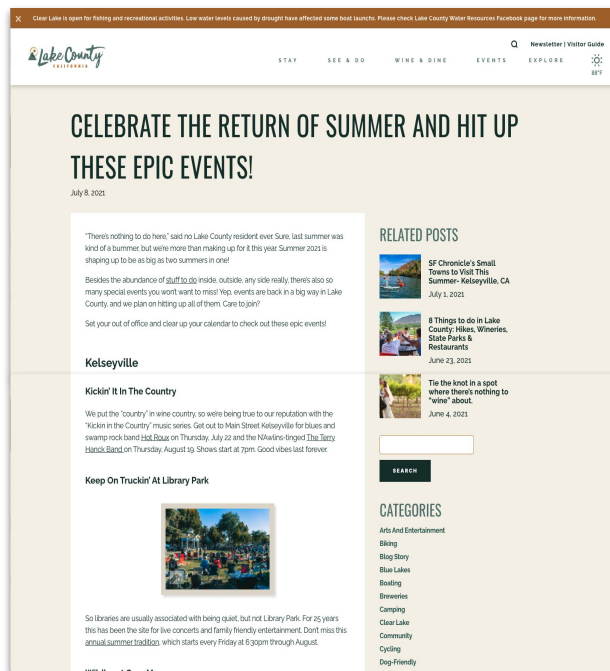
Avg Open Rate

20.4% Industry Benchmark

3.4

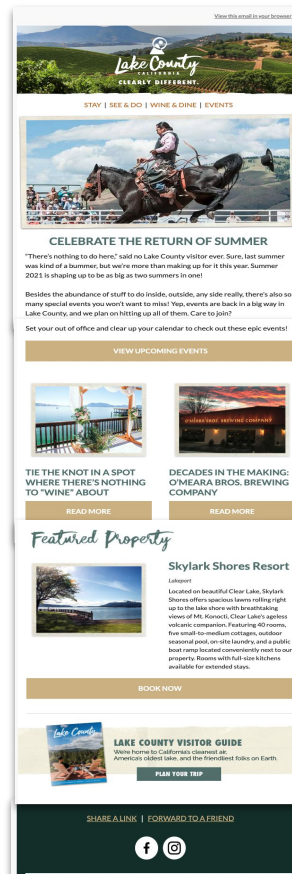
Avg Click Rate

2.25% Industry Benchmark



July 2021 Blog

July 2021 Newsletter



# Paid Search - Google

1,337,519

**Impressions**

598% Increase YoY

86,711

**Clicks**

726% Increase YoY

6.48

**CTR**

1% Increase YoY

## Top Performing Keywords

hotel in california  
camping in california  
best hotels in california  
places to camp in california  
camping california

## Top Performing Ad Groups

Campgrounds & RV Parks  
Lodging  
Outdoor Entertainment  
Vineyards  
Casinos



# Paid Social - Facebook + Instagram

2,780,599

Impressions

18.26% Increase YoY

54,722

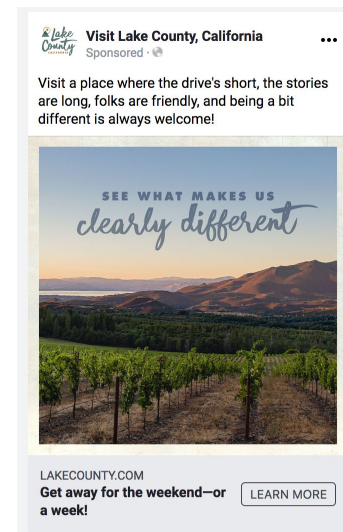
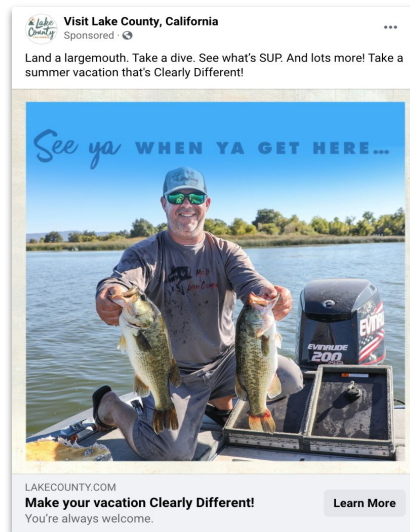
Clicks

8.71% Increase YoY

1.97

Click Thru Rate

Industry Benchmark .90%



Creative Examples

# Print

## Visit California Visitor's Guide

1,800,000k Total Distribution

325K - Better Homes & Gardens

200K - Parents

75K - Travel & Leisure

400K - Single Copy Requests

~800,000 Online Digital Views



# Out-of-Home - High Traffic Billboards

## San Francisco & Sacramento


### 12 Million

Total Estimated Impressions

July 5-October 16


**Available Dates**  
♥ JUL 05 — OCT 11

**Unit Notes:** SAN FRANCISCO HIGH PROFILE UNIT: This unit is located on the main thoroughfare, Masonic, which is the boarder street for the upscale neighborhoods of Laurel Heights & Pacific Heights. Both neighborhoods are in the top 15% of America's wealthiest communities. Consumers residing in this area, regularly attend gallery openings, purchase box seats and have an urban taste for literature, music, art and live theater.




♥ JUL 05 — OCT 11



**Unit Notes:** Great location along heavily traffic Geary Blvd, which is one of the main arteries to the city, that heads into downtown as well as the Golden Gate Bridge (via CA 1). It's also right in the middle of the upscale, family friendly, Jordan Park/Laurel Heights neighborhoods. Near major medical facilities too.




**Available Dates**  
♥ JUL 05 — OCT 11



**Unit Notes:** Static 12' X 24' Billboard in Sacramento St&tn Modesto



♥  Street View  View On Map

**Unit Notes:** Posters are an effective way to reach target audiences while maximizing budgets. They build reach and frequency in markets quickly and cost effectively. With the majority of poster being located on surface streets, they stimulate sales near point of purchase locations. They are highly effective for short term campaigns that require rapid attention, and provide a call to action.



♥  Street View  View On Map



# San Francisco Billboards



# Sacramento Billboards





# What's New in 2022



# Lake County Visitors Map

65,000 Distribution  
throughout Northern CA

5,000 In-county Distribution

Fully Ad Supported



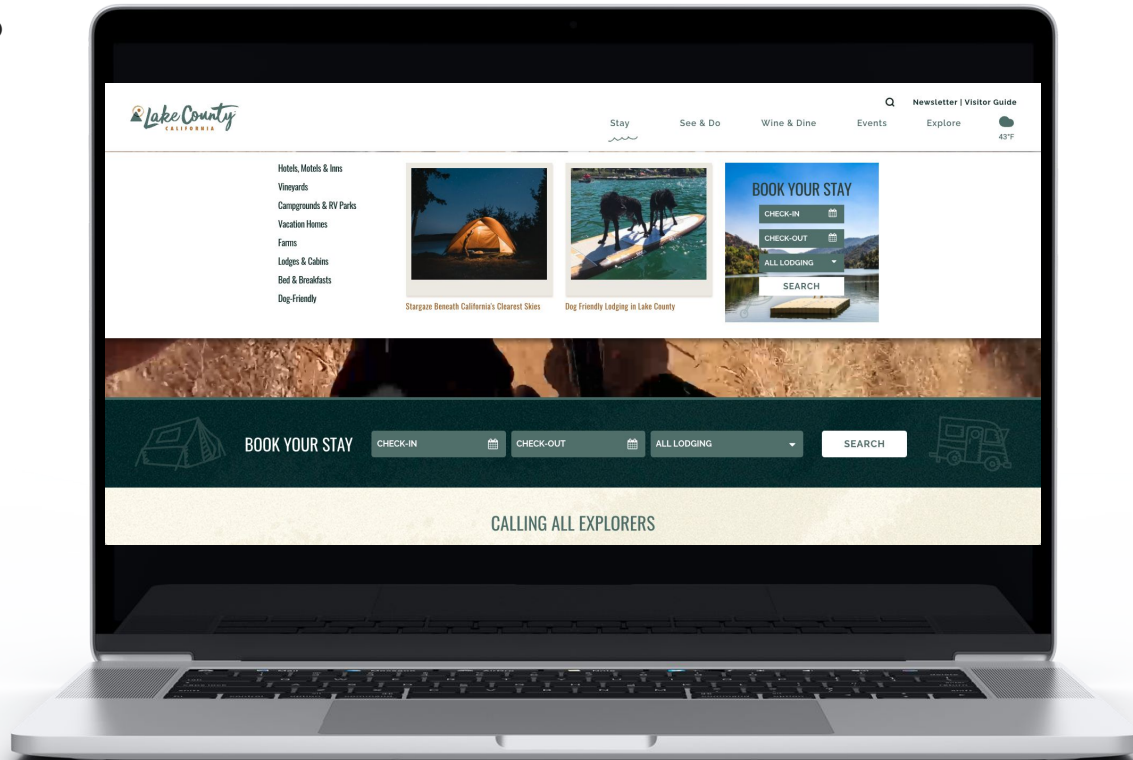


# BookDirect Website Integration

Three widgets being added to the website:

- Menu
- Homepage
- Lodging Landing Page

Currently in testing phase.



# 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**



# Short Term Rental [STR] Update

## Patrick Sullivan

Tax Administrator

County of Lake – Administrative Office

**BOS agreed to move forward with the changes to the TOT ordinance.**



# Lake County Tourism Improvement District Renewal

Current District sunsets  
December 2023

Will need assistance from  
Tax Collector

Steering Committee forming





# Thank you for your support!

