

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

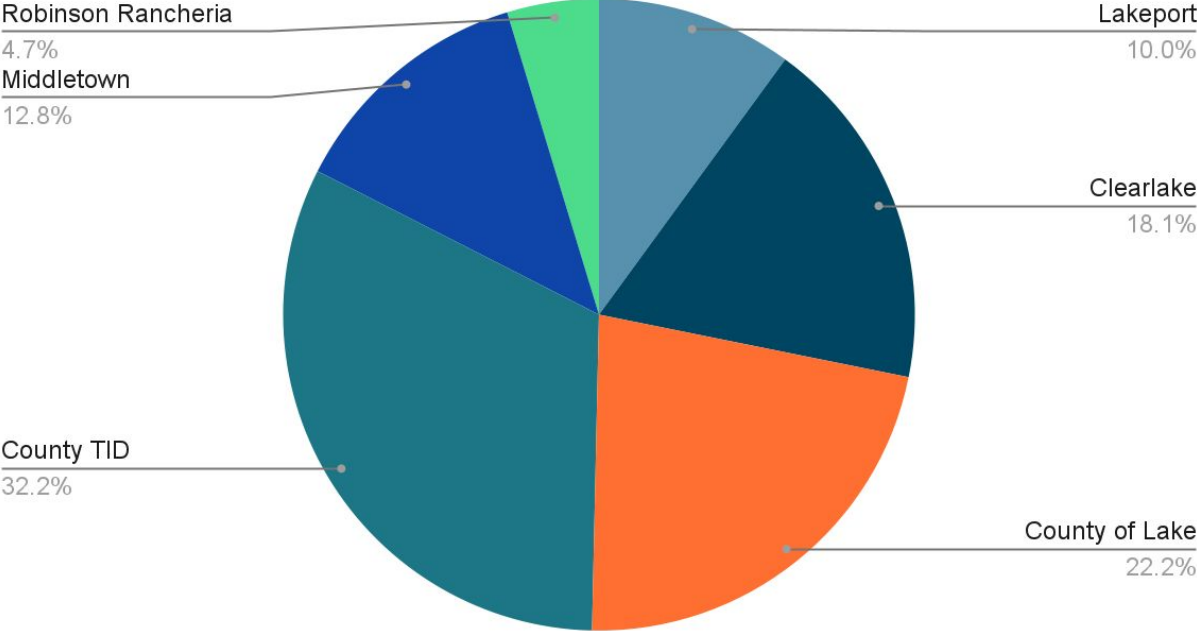
Email Database Growth + Leads

Marketing Partnerships

Public Relations

2022 Revenue

2022 Revenue - \$351,672

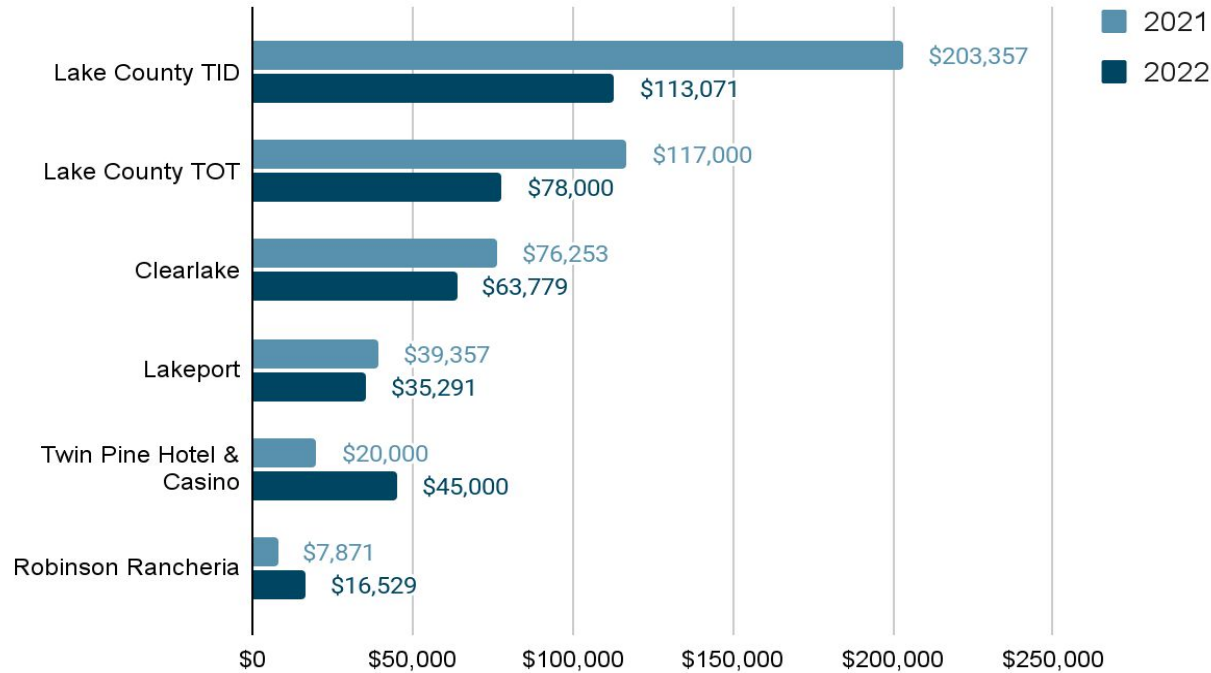


-24.18%

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

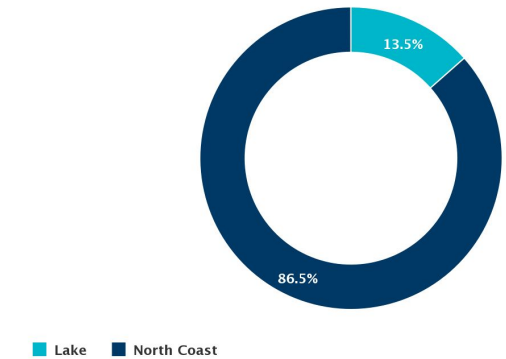
1.8K



LAKE HISTORY OF TRAVEL SPENDING IN CALIFORNIA



LAKE SHARE OF TOTAL REGION SPENDING

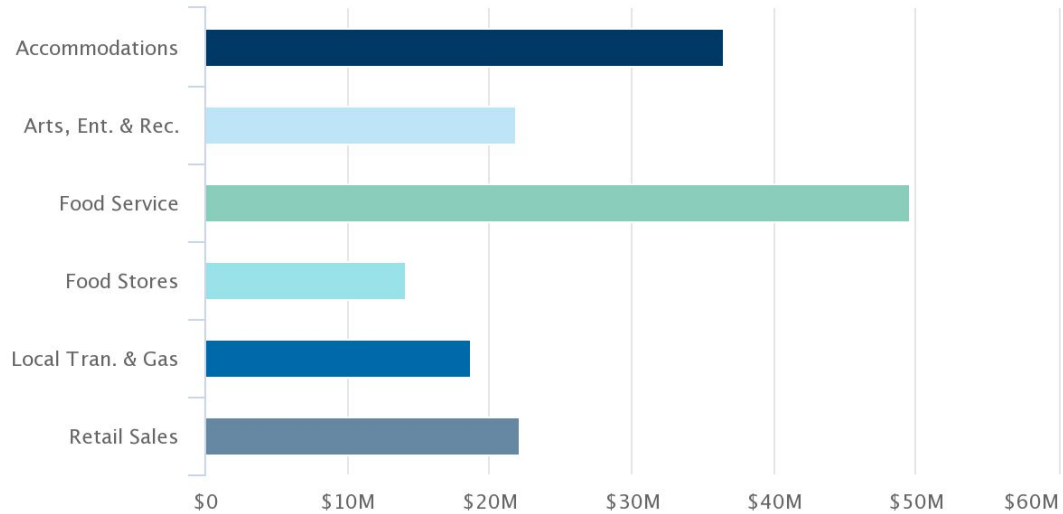


These economic impacts are based on "statewide visitor trips," which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one way on a non-routine trip. Visit California Travel Research provided by Dean Runyan & Associates.

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

Economic Impact of Lake County Travel 2013-2022

LAKE TRAVEL SPENDING BY INDUSTRY SEGMENT

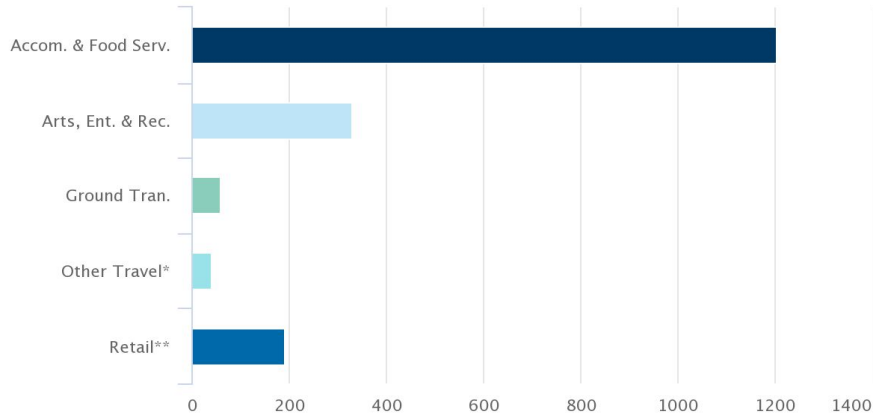


California's travel and tourism industry is represented by accommodations, transportation and rental cars, restaurants, retail stores, attractions, gasoline service stations, and other businesses that serve travelers. Traveler spending benefits tourism providers across all industry segments and across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

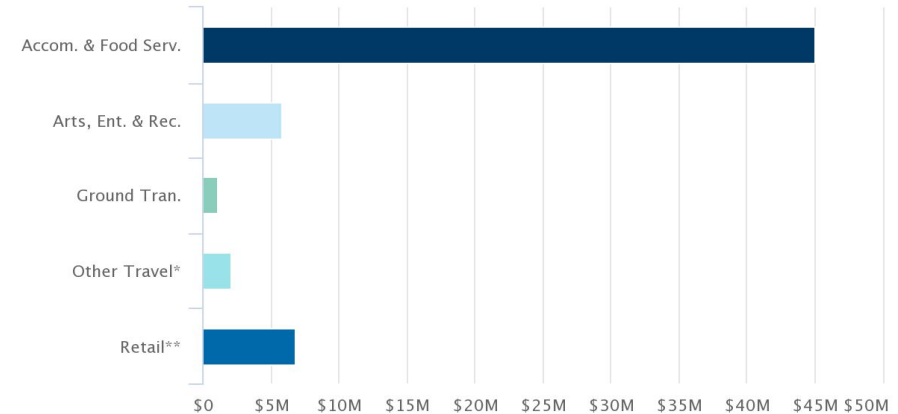
*Source: [Visit California Economic Impact of Travel in California 2013-2022](#)

Economic Impact of Lake County Travel 2013-2022

LAKE TRAVEL-RELATED EMPLOYMENT



LAKE JOB EARNINGS DIRECTLY IMPACTED BY TRAVEL



Travel-related spending in 2022 supported 1.09 million jobs statewide. Direct impacts represent earnings attributable to travel expenditures made directly by travelers at businesses across the state, while indirect impacts are from earnings associated with industries that supply goods and services to tourism businesses.

*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

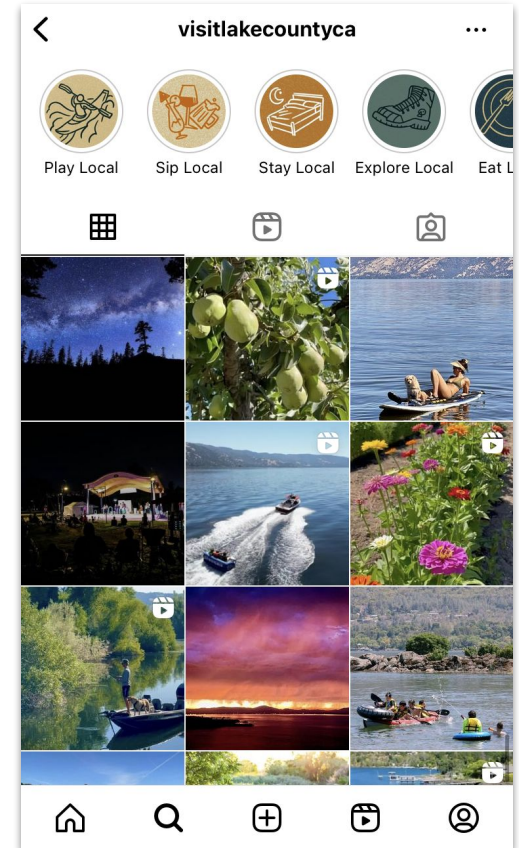
696% Increase YoY

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

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

January 1-June 26

Unit Notes: SAN FRANCISCO HIGH PROFILE UNIT: This unit is located on the main thoroughfare, Masonic, which is the border 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.



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.



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



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.



San Francisco Billboard Creative



WE PUT THE
COUNTRY BACK IN
WINE COUNTRY.



FINDLAKECOUNTY.COM



WE'RE NOT A COUNTY.
WE'RE A PLAYGROUND.



FindLakeCounty.com

Sacramento Billboard Creative



Out-of-Home - High Traffic Billboards

Co-op Partner: Twin Pine Hotel & Casino

San Francisco

Geary Blvd & 12th Ave

2.5 Million

Total Estimated Impressions

March 14-May 22



San Francisco Co-op Billboard Creative



**GOOD TIMES?
BET ON IT.**



FINDLAKECOUNTY.COM

PREMIER PARTNER
TWIN PINE
CASINO & HOTEL



Programmatic Display Banners

Hyper-local Geofencing around Billboards

1,798,687

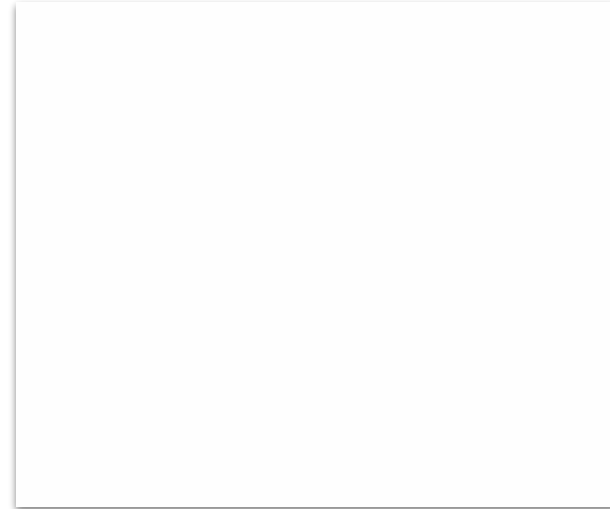
Impressions

1,660

Clicks

954

Conversions



Video Performance

OTT/CTV + YouTube Pre-roll

2,221,995

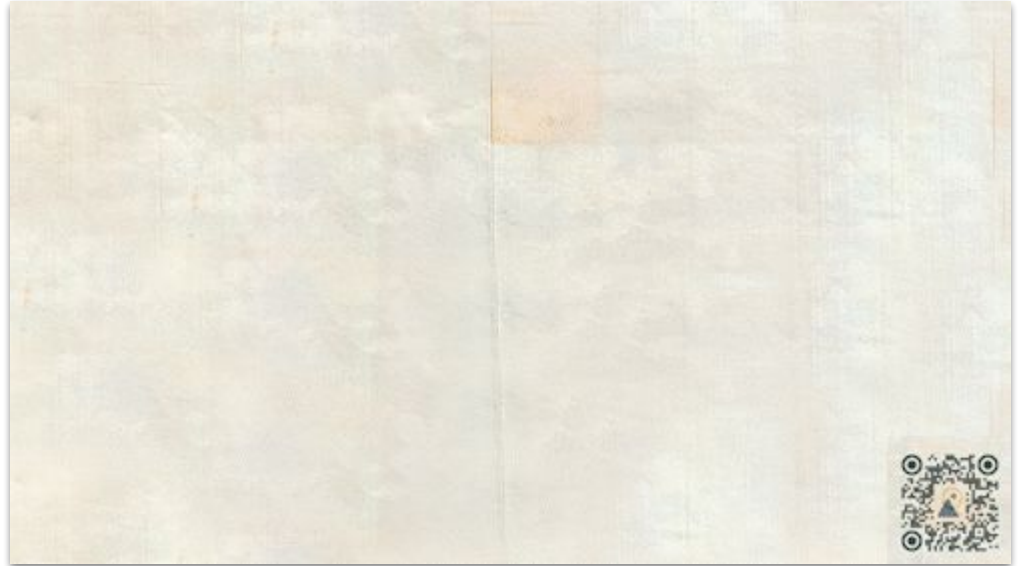
Impressions

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

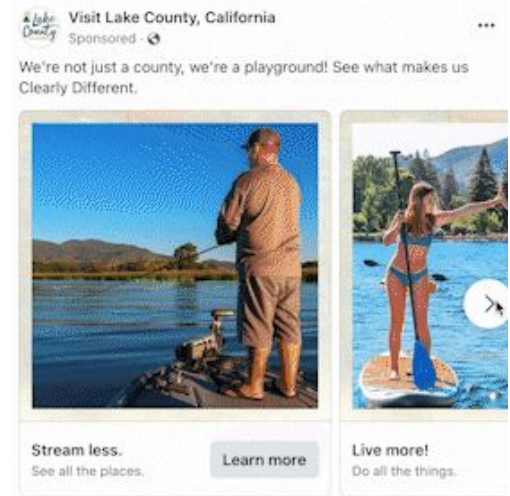
Clicks

94.1% Increase YoY

2.12

Click Thru Rate

Industry Benchmark .90%



Creative Examples

Updated Audience Intelligence Study

Marketing & Media Agency Partner
Medium Giant

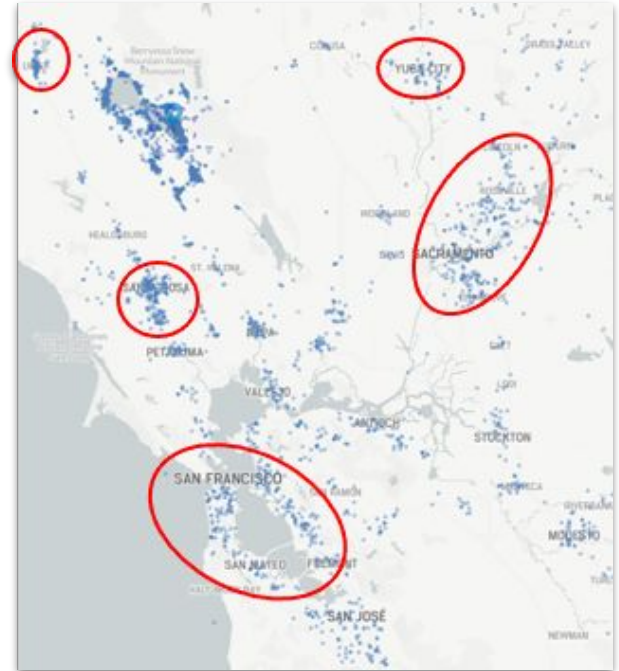
New Emerging Audience

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

The screenshot shows a blog post on the Lake County website. The title is "2022 Kelseyville Pear Festival" dated August 11, 2022. The main text describes the festival's location at the base of Mt. Konocti and in the fertile Big Valley, Kelseyville. It mentions that the festival is held on Main Street, which is filled with shops, wineries, and restaurants. The post also notes that the festival started in 1993 and has grown to attract over 10,000 people annually. A photo shows a long table covered with yellow pear blossoms. The post includes a "RELATED POSTS" section with three items: "Blues, Wine, Pears. Sweeten your September in Lake County" (July 26, 2023), "Four July 4th Celebrations in Lake County" (June 16, 2023), and "Three Great Ways to Enjoy Live Music Outdoors in Lake County" (May 22, 2023). There is a search bar and a "SEARCH" button. The "CATEGORIES" section lists "Arts, Culture, and Entertainment", "Dog-Friendly", "Festivals And Events", and "Food And Wine".

August 2022 Blog



The screenshot shows a newsletter titled "A Seasonal Tradition: The Pear Festival". The header features the Lake County logo and the tagline "CLEARLY DIFFERENT." Below the header is a navigation bar with "STAY | SEE & DO | WINE & DINE | EVENTS". The main content area includes a photo of a tractor at a festival, the title "A Seasonal Tradition: The Pear Festival", and a paragraph of text about the festival's location and history. There are two "READ MORE" buttons. Below the text are two small images: "Lake County Wine Auction" and "Big Valley, Small Farms Tour", each with a "READ MORE" button. The "Featured Property" section features a photo of a barn and the title "Ripe Choice Farm Studio Barn Loft", with a "BOOK NOW" button. At the bottom, there is a "LAKE COUNTY VISITORS MAP" and social media icons for Facebook and Instagram.

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



Leads

North of Ordinary

1,000
Visitor Maps Distributed

610
Email Subscribers



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

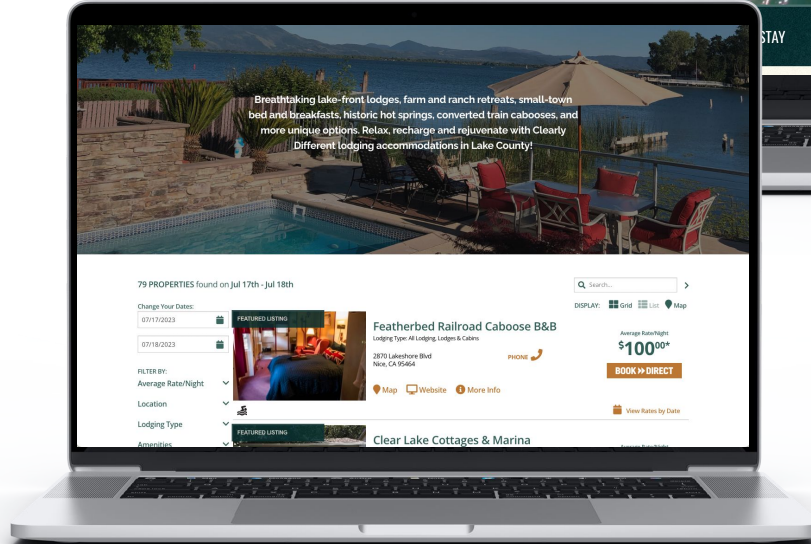
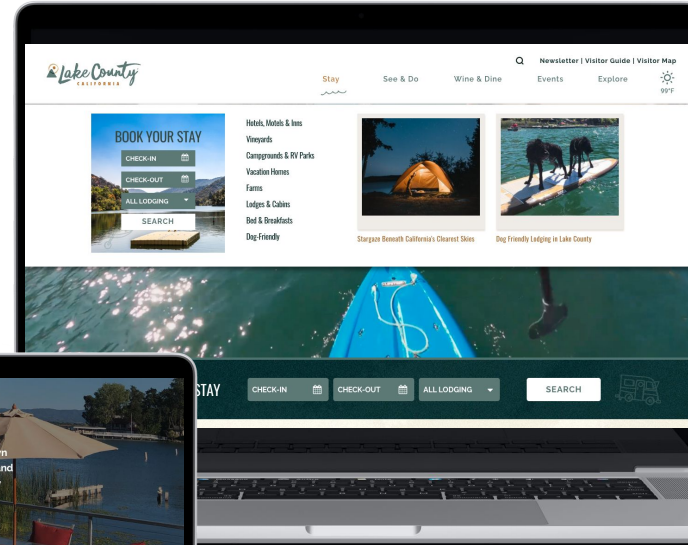
Three widgets were added to the Lake County website:

- 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



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!

