

Lake County Tourism Improvement District

# 2024 Annual Marketing Report



# Agenda

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**Board Members**

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**FY24 Marketing Program Review**

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**FY25 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*)

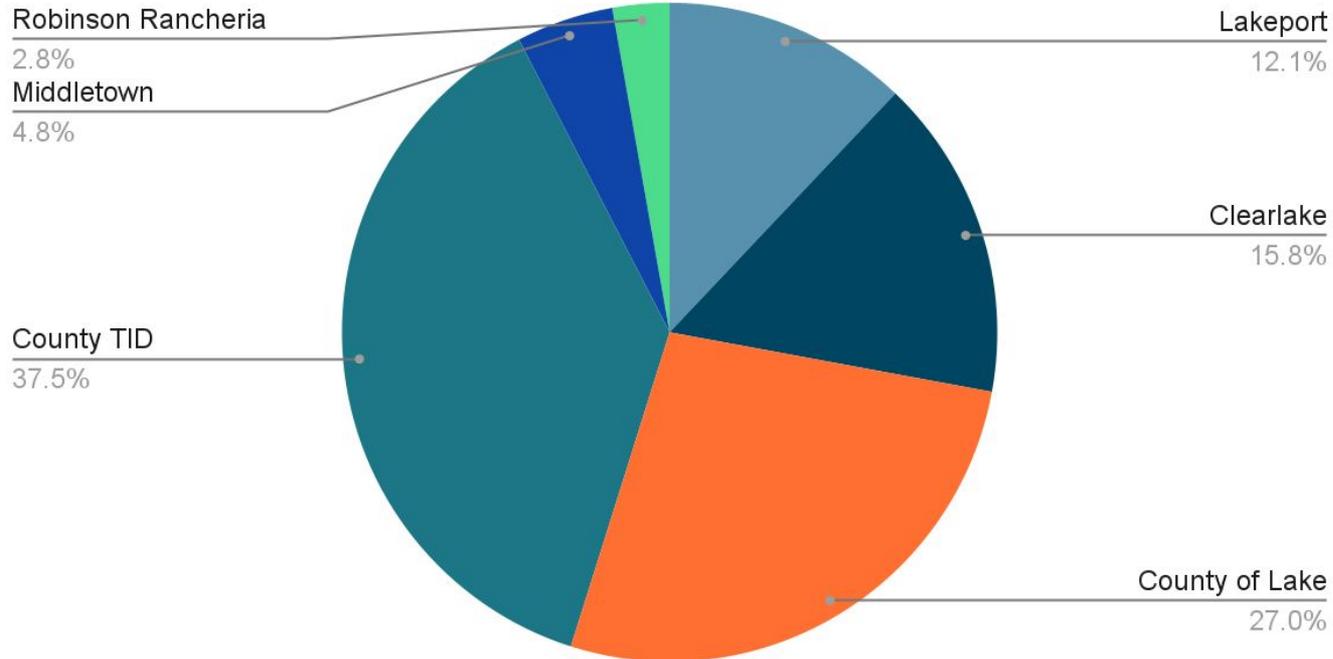
**Jeff Pletcher** | Director of Marketing and Hospitality, Robinson Rancheria Resort & Casino (*Nice*)

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

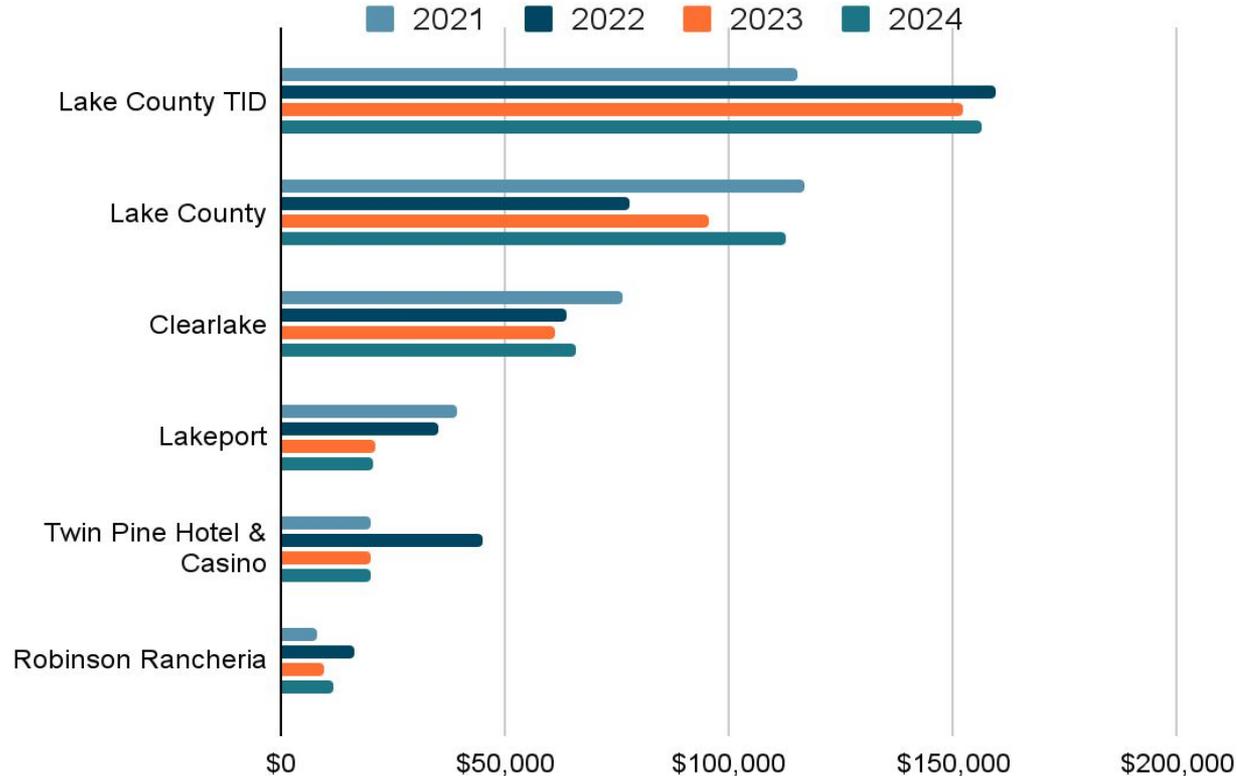
# Tourism Economic Impact



# 2024 Revenue - \$417,012



# 4 Year Comparison Assessment + Contract Collections



# Economic Impact of Lake County Travel 2024

**\$201.1M**



Lake travel-related spending

**\$14.2M**

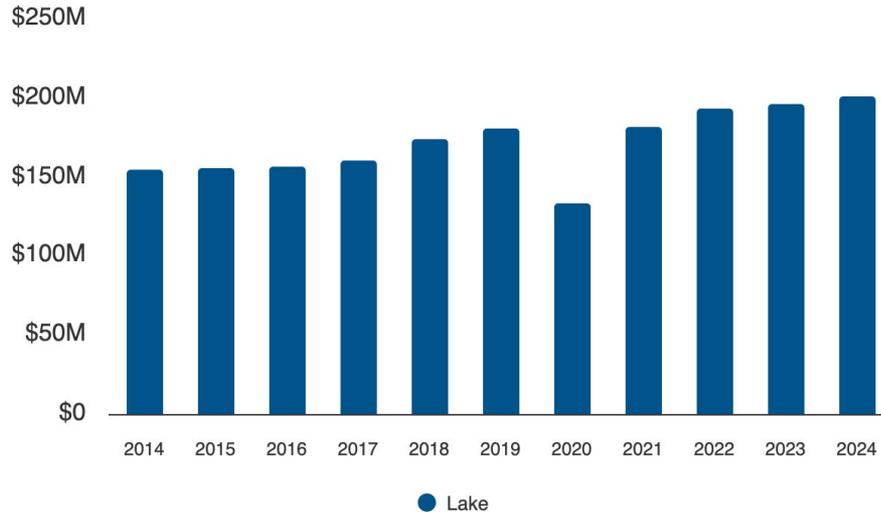


Lake state and local tax revenue

**1.8K**



Travel spending in Lake

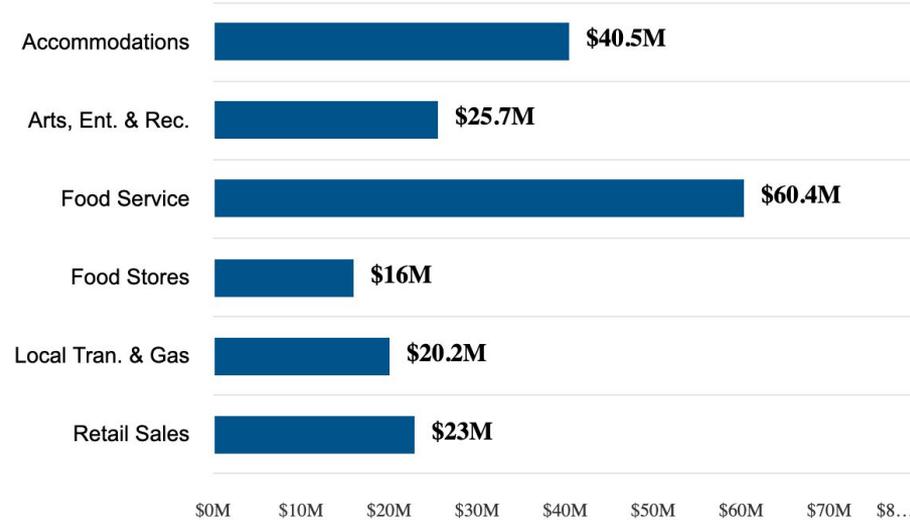


These economic impacts are based on "statewide visitor trips," which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one way on a non-routine trip. Visit California Travel Research provided by Dean Runyan & Associates.

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

# Economic Impact of Lake County Travel 2024

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](#)

# FY24 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**

# Google Analytics 2024 - LakeCounty.com

**468,000**

Pageviews

**49% increase YoY**

**286,000**

Users

**327,000**

Sessions

**24% increase YoY**

## Top Pages by Pageviews

Accommodations

Places

Upcoming Events

Home Page

Discovery the Blue Lakes

## Top Cities Reached

San Jose

San Francisco

Sacramento

Los Angeles

Seattle

Santa Rosa

## Top Referral Source

Organic Search

Direct

Paid Search

Organic Social

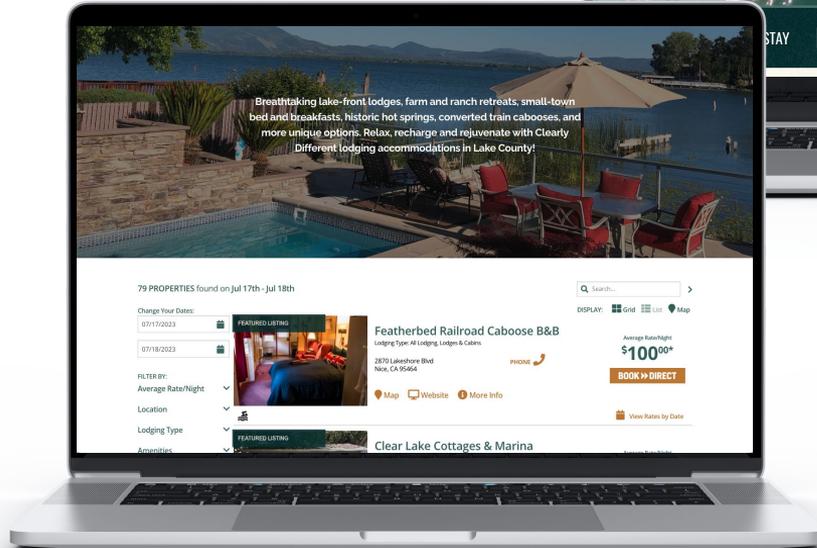
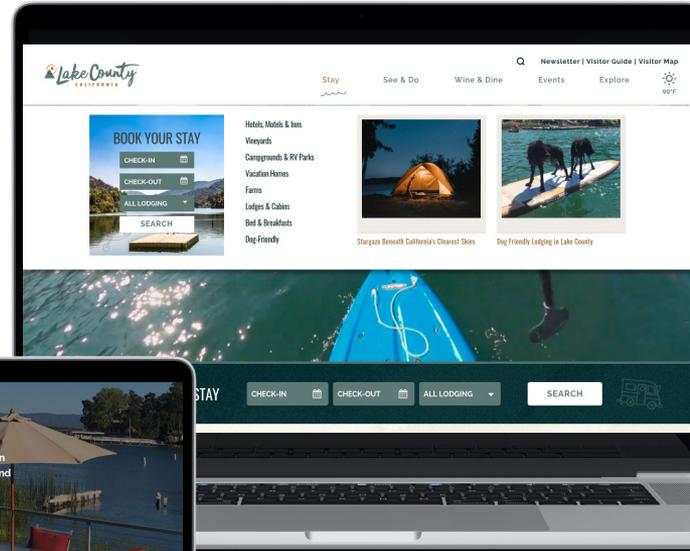
Paid Social

# 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

**36,560**

**Facebook Followers**

4% Increase YoY

**3,769,679**

**Facebook Reach**

149% Increase YoY

**Top Cities/Lifetime [Out of County]**

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

**7,256**

**Instagram Followers**

14% Increase YoY

**295,332**

**Instagram Reach**

2.7 decrease YoY

**Top Cities/Lifetime [Out of County]**

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



# Monthly Blog + Newsletter

19,995

Contacts

120% YoY Increase

24.7%

Avg Open Rate

20.4% Industry Benchmark

1.6%

Avg Click Rate



June 2023 Newsletter



June 2023 Blog

# Paid Search 2024

**570,987**

Impressions

**48,627**

Clicks

**8.52%**

Click Through Rate

## 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 2024

**8,701,713**

Impressions

67% Increase YoY

**235,017**

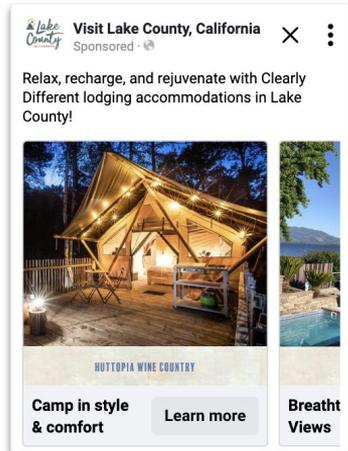
Clicks

**2.70**

Click Thru Rate

Industry Benchmark .90%

## Creative Examples



# Programmatic Display Banners 2024

*Travel-specific marketing partner*

**5,238,488**

Impressions

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**6,183**

Clicks

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**1,269**

Conversions



# Video Performance

*Programmatic Video + OTT/CTV*

**1,454,367**

Impressions

**1,466**

Clicks

**96.6%**

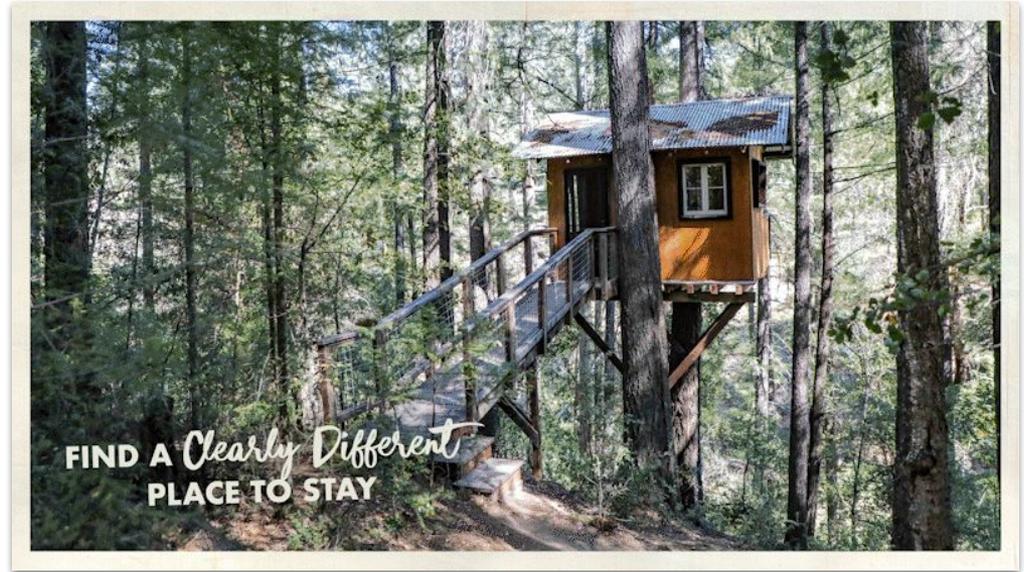
Video Completion Rate

*75% Industry Benchmark*

**.15%**

Click Thru Rate

*.08% Industry Benchmark*



# Partnerships

## *North of Ordinary*

**1,483,727**  
Impressions

**15,207**  
Engagements

**6,838**  
Link Clicks

**3,000+ opt-in Leads**



# North of Ordinary

Lake, Mendocino, Humboldt,  
Del Norte, Rural Partners

## TOP POSTS

<p> <b>Explore California's North ...</b> Sun 7/2/2023 11:35 am PDT</p> <p>Navigate like a pro around Visit Lake County, California with their new map ... Request your copy here --&gt;...</p>  <p><b>Impressions</b> <b>39,775</b></p>	<p> <b>Explore California's North ...</b> Mon 11/27/2023 2:04 pm PST</p> <p>Beautiful photo of the fishing town (aka kayaking town) of Trinidad, CA by @kayaktrinidad #repost @redwoodcoast...</p>  <p><b>Impressions</b> <b>15,069</b></p>	<p> <b>Explore California's North ...</b> Wed 9/27/2023 10:37 am PDT</p> <p>Prairie Creek Redwoods State Park 🌲🍄🌲 Thx to @m.d._vaden #repost @redwoodcoaster #northofordinary</p>  <p><b>Impressions</b> <b>10,857</b></p>
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# Partnerships

*Lake County Chamber of Commerce*



*Brought to you by the Lake County Chamber of Commerce*



# Partnerships Trade Shows

## San Diego Food + Wine Festival

San Diego , CA  
Nov. 9, 2024

Partnership with Lake County Wine  
Grape Commission



# Partnerships Trade Shows

## Visit California

Outlook Forum 2024

Palm Springs  
March 11-12



# Partnerships Santa Clara Travel & Adventure Show March 15-16



**R FOX TRAIN**  
MENDOCINO, CALIFORNIA  
FORNIA'S CAPITOL

**THE SUNBURST**  
SANTA PAULA, CALIFORNIA  
VENTURA COUNTY

**WIN A VACATION**  
4 NORTHERN CA COUNTIES  
8 NIGHTS OF ADVENTURE  
**NORTH OF ORDINARY**

valued at **\$2,800**

SCAN TO ENTER  
4 DRAWINGS

5-Night Stay  
Wynnton Garden Hotel  
Redwood Valley, CA

Ballroom for  
The Skunk Trail  
Fort Bragg, CA

River Fox  
STYDNIAN  
TRAIL

VISIT  
**DEL NORTE COUNTY**  
CALIFORNIA

WHERE NATURE  
OUTNUMBERS  
PEOPLE

VISIT DELNORTE  
COUNTY.COM

4 NORTHERN CA COUNTIES  
10,488 MILES OF ADVENTURES

**NORTH OF ORDINARY**

& Lake County  
CALIFORNIA'S REDWOOD COAST

Stumboldt  
CALIFORNIA'S REDWOOD COAST

VISIT  
MENDOCINO  
MAGIC IS REAL

**CRESCENT CITY**  
California

VISIT  
**DEL NORTE COUNTY**  
CALIFORNIA

WHERE NATURE  
OUTNUMBERS  
PEOPLE

America's Favorite  
Travel Show

**TRAVEL M  
ADVENTURE  
SHOW**

**"AMAZING"**

WIN A VACATION  
4 NORTHERN CA COUNTIES  
8 NIGHTS OF ADVENTURE  
**NORTH OF ORDINARY**

valued at **\$2,800**

SCAN TO ENTER  
4 DRAWINGS

**WIN A VACATION**  
4 NORTHERN CA COUNTIES  
8 NIGHTS OF ADVENTURE  
**NORTH OF ORDINARY**

valued at **\$2,800**

SCAN TO ENTER  
4 DRAWINGS

**THE CANNABIS TRAIL**

1,000 Emails Collected

# Public Relations: Earned Media

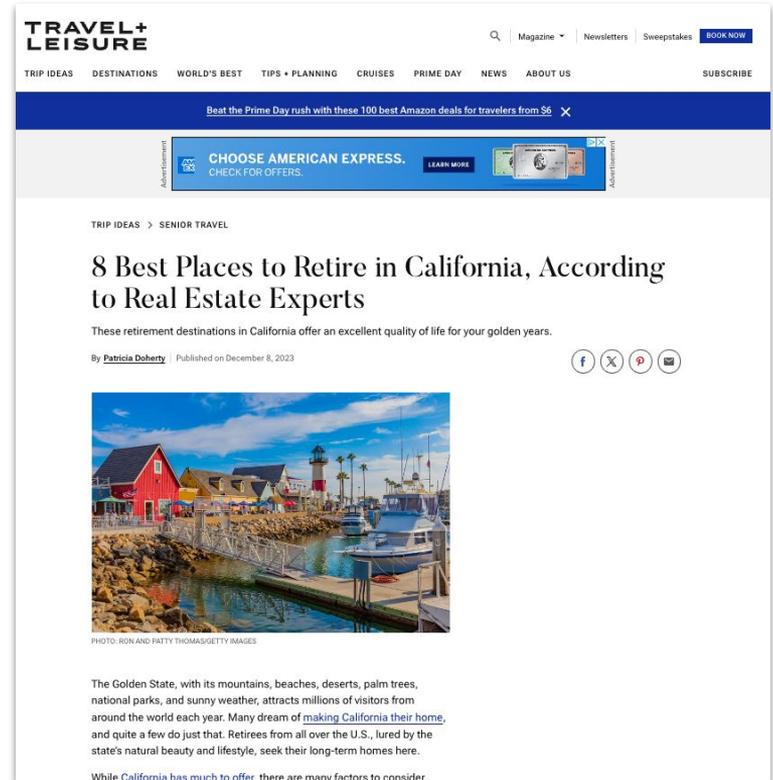
[8 Best Places to Retire in California, According to Real Estate Experts](#), *Travel & Leisure*

[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 a webpage from Travel + Leisure. At the top, there is a navigation bar with the site logo, search, and links for Magazine, Newsletters, Sweepstakes, and Book Now. Below this is a secondary navigation bar with categories like Trip Ideas, Destinations, World's Best, Tips + Planning, Cruises, Prime Day, News, and About Us. A blue banner below the navigation promotes Amazon deals for travelers. The main content area features an advertisement for American Express. The article title is "8 Best Places to Retire in California, According to Real Estate Experts" by Patricia Doherty, published on December 8, 2023. The article includes a social media share icon and a photograph of a waterfront town with a red barn and boats. The text below the photo discusses California's appeal to retirees.

# FY25

# A Look Ahead



# 2025 LAKElife Magazine

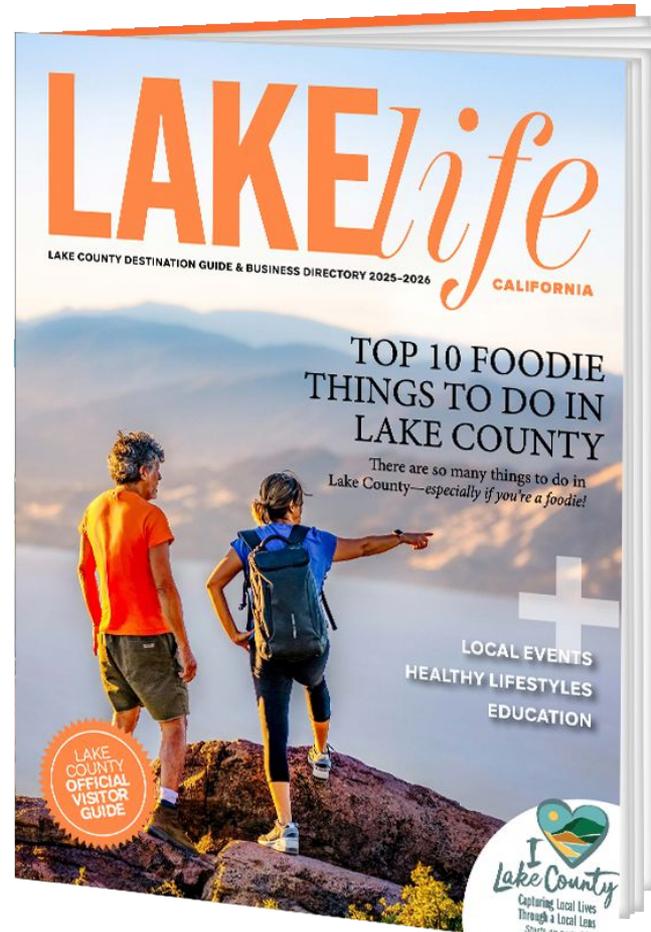
20,000 copies produced

## Distribution

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

Fully Ad Supported

In partnership with Lake  
County Chamber of Commerce



# 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*

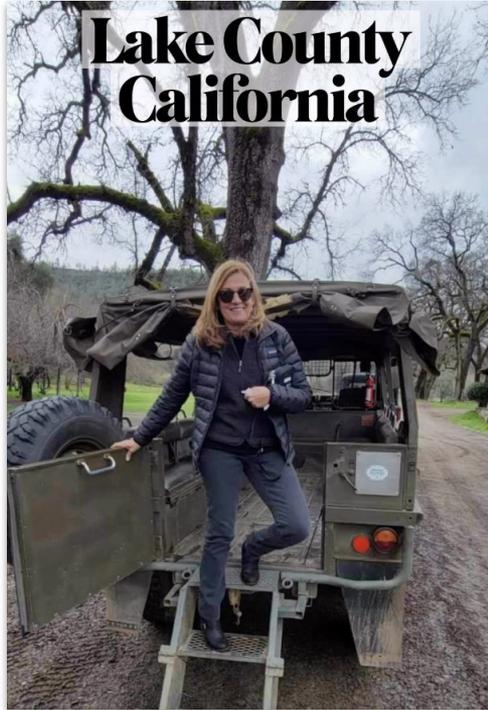
[How to Plan a Wine Tasting Trip in Northern California](#), *Bradenton Magazine*

[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!