

Lake County Tourism Improvement District

2024 Annual Marketing Report

A close-up photograph of a red wine bottle being poured into a large, elegant wine glass. The red liquid is captured mid-pour, creating a dynamic splash within the glass. The background is softly blurred, showing hints of a wooden table and another glass.

Agenda

01 **Board Members**

02 **Tourism Economic Impact**

03 **FY24 Marketing Program Review**

04 **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*)

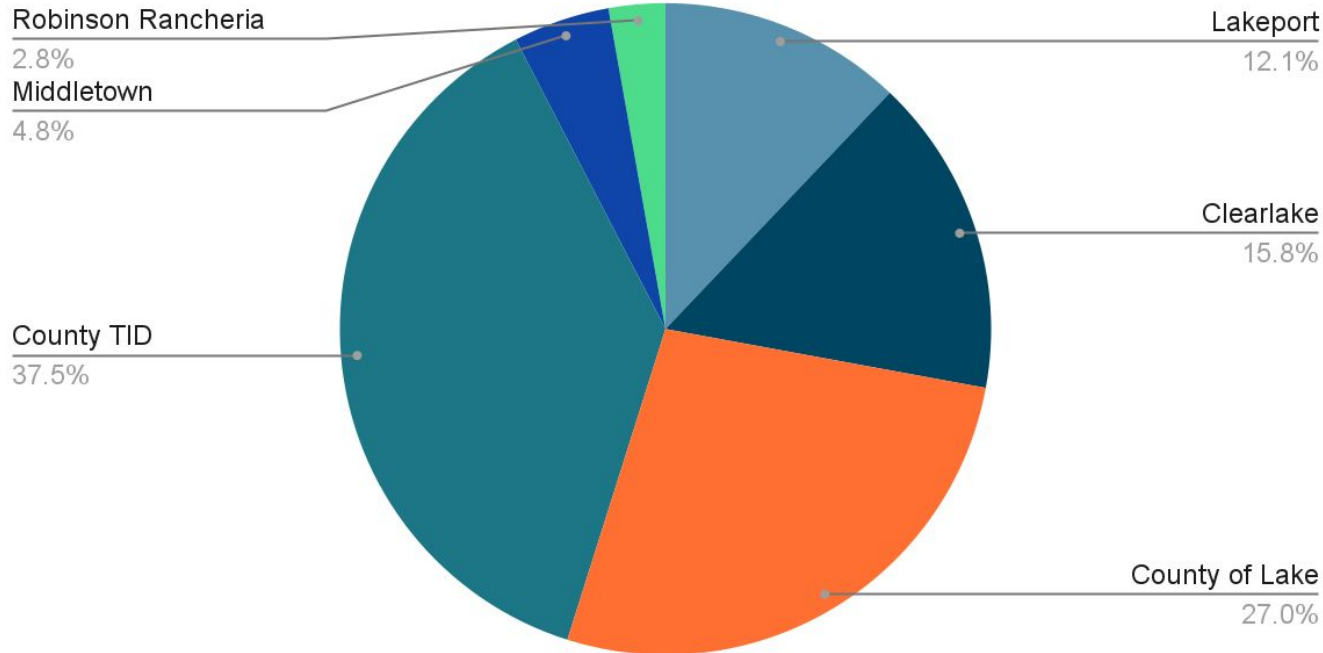
Jeff Pletcher | Director of Marketing and Hospitality, Robinson Rancheria Resort & Casino (*Nice*)

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

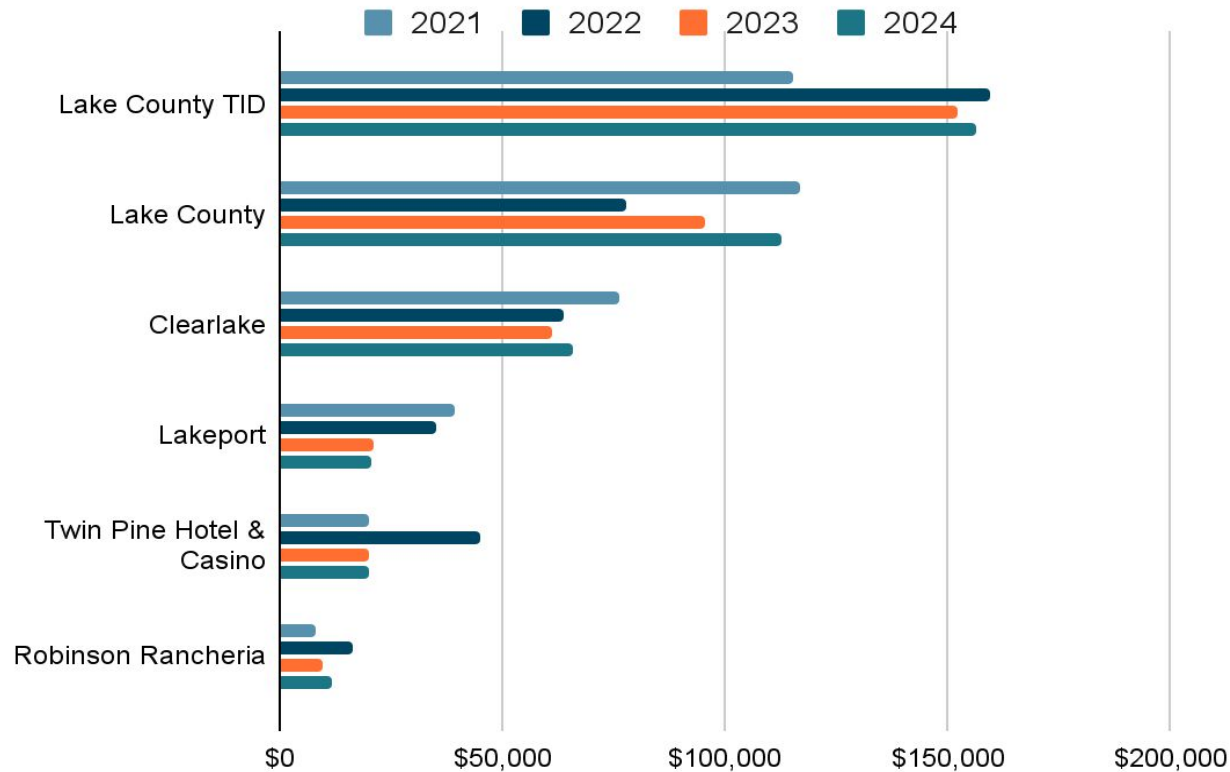
Tourism Economic Impact



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



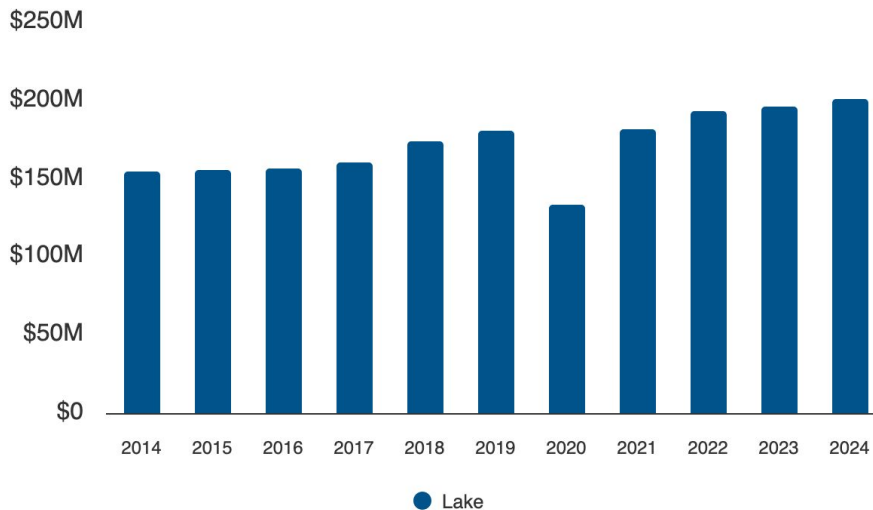
Lake state and local tax revenue

1.8K



Lake tourism related employment

Travel spending in Lake

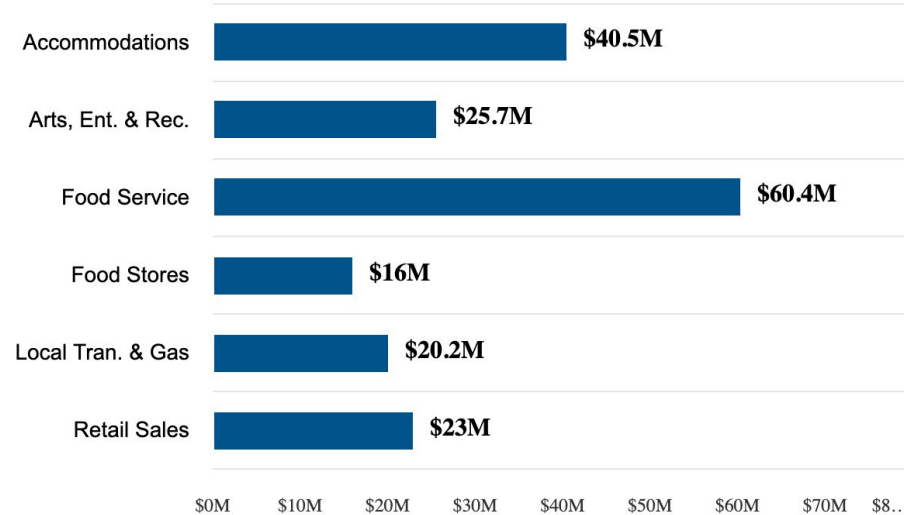


These economic impacts are based on "statewide visitor trips," which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one way on a non-routine trip. Visit California Travel Research provided by Dean Runyan & Associates.

*Source: [Visit California Economic Impact of Travel in California 2024](#)

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 2013-2024](#)

FY24 Marketing Program Review



A close-up photograph of several purple lavender flower spikes on green stems. A small bee is visible on one of the spikes, and the background is softly blurred.

How We Measure Marketing Success

- > **Website Traffic**
- > **Social Media Growth + Engagement**
- > **Campaign Impressions + Performance**
- > **Email Database Growth + Leads**
- > **Marketing Partnerships**
- > **Public Relations + Earned Media**

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

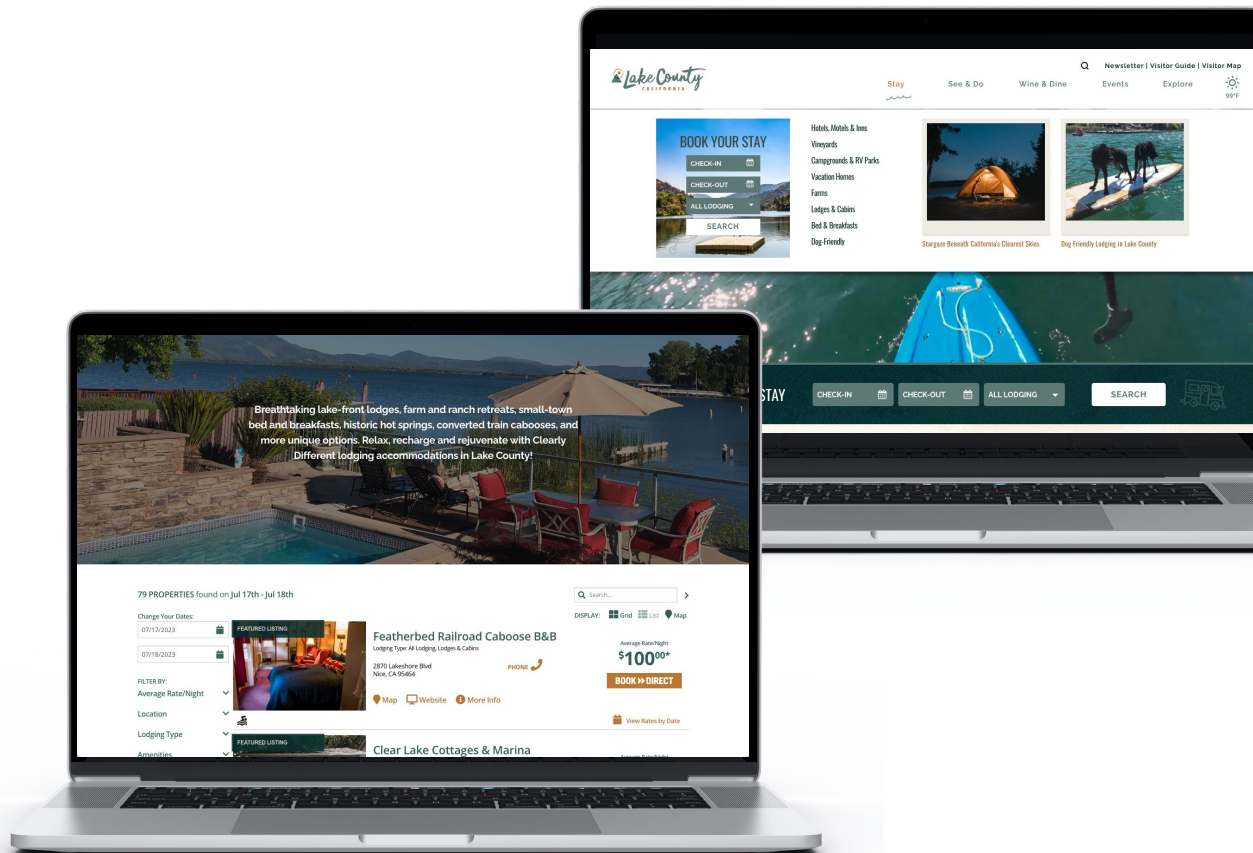
262 Campgrounds

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

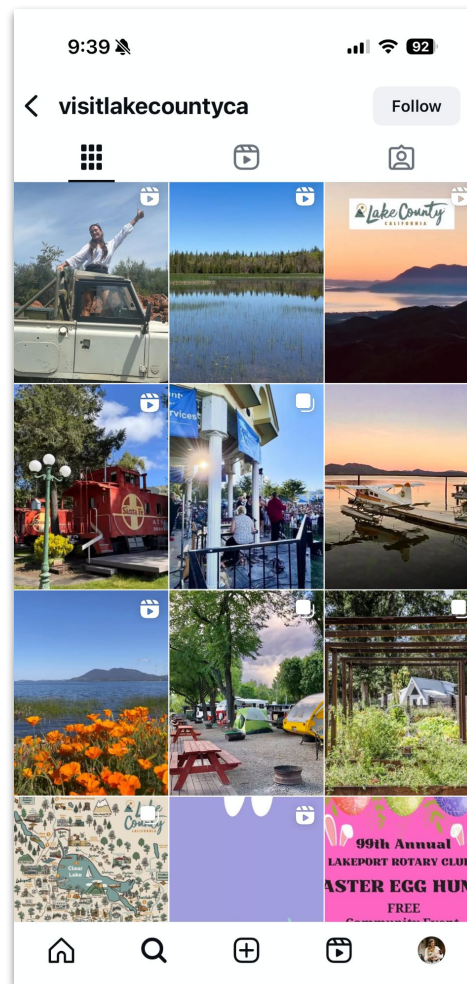
295,332

Instagram Reach

2.7% decrease YoY

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

San Francisco
Santa Rosa
Sacramento
San Jose
Los Angeles



Monthly Blog + Newsletter

17,167

Contacts

89% YoY Increase

30.15%

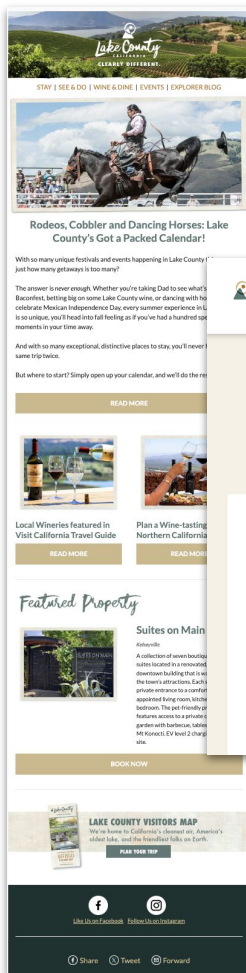
Avg Open Rate

20.4% Industry Benchmark

2.4%

Avg Click Rate

2.25% Industry Benchmark



June 2024 Newsletter



March 2024 Blog

Paid Search

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

8,701,713

Impressions

67% Increase YoY

235,017

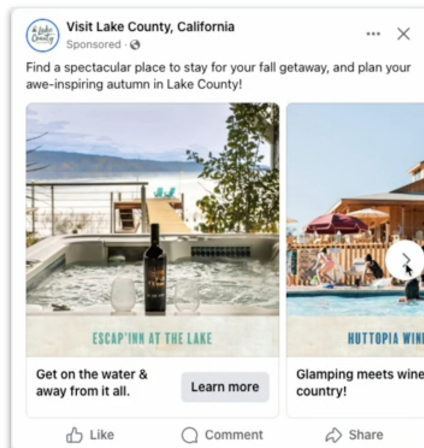
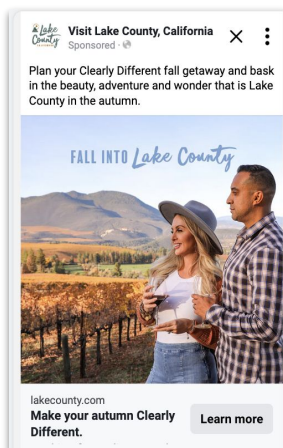
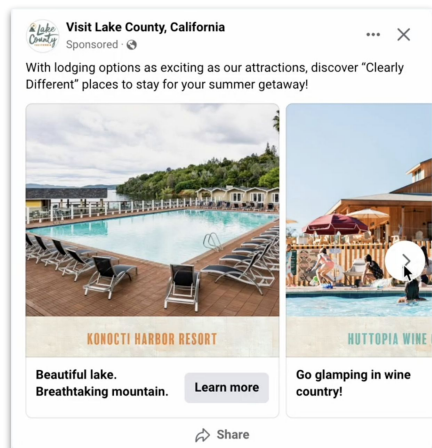
Clicks

2.70

Click Thru Rate

Industry Benchmark .90%

Creative Examples



Programmatic Display Banners

Travel-specific marketing partners — Adara & TripAdvisor

5,238,488

Impressions

6,183

Clicks

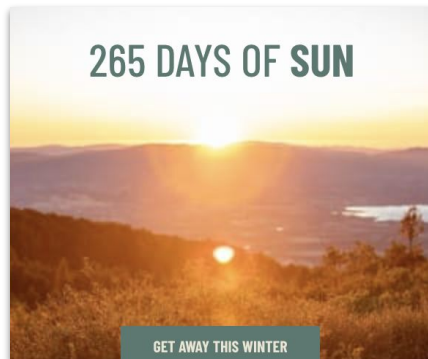
1,269

Conversions

.12

Click Thru Rate

Industry Benchmark .08%



Digital Out of Home

Partner Retailers +
Gas Stations

651,869

Impressions

2.7

Household Frequency



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



Explore California's North ...

Sun 7/2/2023 11:35 am PDT

Navigate like a pro around Visit Lake County, California with their new map ...
Request your copy here -->...



Impressions

39,775



Explore California's North ...

Mon 11/27/2023 2:04 pm PST

Beautiful photo of the fishing town (aka kayaking town) of Trinidad, CA by @kayaktrinidad #repost @redwoodcoast...



Impressions

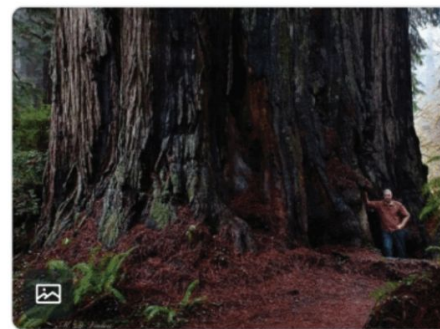
15,069



Explore California's North ...

Wed 9/27/2023 10:37 am PDT

Prairie Creek Redwoods State Park 🌲👤🌲
Thx to @m.d._vaden #repost @redwoodcoaster #northofordinary



Impressions

10,857

Partnerships

Lake County Chamber of Commerce



Brought to you by the Lake County Chamber of Commerce



Partnerships

Trade Shows

Visit California

Outlook Forum 2024

Palm Springs

March 11-12



Partnerships

Trade Shows

Travel & Adventure Show

Santa Clara

March 15-16

1,000 Opt-in Lead Emails



Partnerships

Trade Shows

San Diego Food + Wine Festival

San Diego
November 9

Partnership with
Lake County Wine Grape Commission



Public Relations: Earned Media

[How Saffron, a Precious Import, Became an American Cash Crop](#), *New York Times*

[North Coast Wine Country](#), *Visit California*

[Hotel preservationists snatch up 151-year-old Tallman Hotel](#), *SF Gate*

[The Coolest Places to Camp in Wine Country, from Coast to Coast](#), *Wine Enthusiast*

[The Volcanic Wines of Lake County](#), *The Somm Journal*

[Wines of Lake County](#), *Travel + Leisure en Espanol*



A man and a woman are sitting on green Adirondack chairs outdoors, drinking wine from glasses. The man is wearing a light blue button-down shirt, dark shorts, a straw hat, and sandals. The woman is wearing a green sleeveless top, dark pants, and sandals. They are both looking towards the right. In the background, there are rolling hills and mountains under a clear sky. The scene is set on a paved patio area with some greenery and a stone wall visible in the distance.

FY25 A Look Ahead

2025 LAKElife Magazine

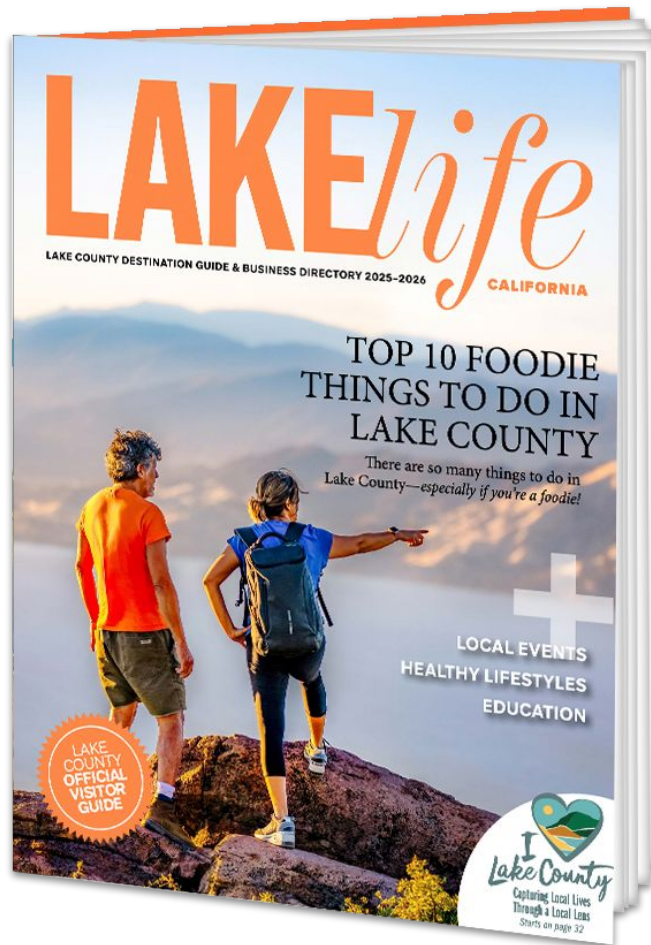
20,000 copies produced

Distribution

- 12,000 in-county
- Sacramento
- Charles Schulz Sonoma Airport

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County Chamber of Commerce**





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