

Calaveras Visitors Bureau and Film Commission Website Influence Study 2019

Abbreviated Report

See full report online at

www.gocalaveras.com/calaveras-visitors-bureau-roi-study



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Project Measurement Objectives

- **Determine the influence of GoCalaveras.com marketing efforts** on the website visitor's decision-making process to visit the area.
- Estimate the **economic impact** and **return on investment** of website users.
- Identify **key visitor characteristics**.
- Better understand those individuals who did not visit the area including **specific reasons why they chose not to visit**.
- Identify the **effectiveness and efficiency of the Calaveras Visitor Bureau marketing programs** including:
 - Website Influence rate
 - Cost per inquiry
 - Cost per visitor party
 - Return on Investment (ROI)



Website Overview



- The **Go Calaveras.com** website is the primary tool in which consumers can connect with the destination
- The primary purpose of the website is to influence consumers to visit the destination by providing visitors with information and direct access to **lodging, dining and attractions** in order to educate people to ultimately book a trip to Calaveras County.
- An important secondary objective is database development by **signing up for newsletters and ongoing contact thus creating a marketing asset.**
- To continue improvement of the website in an effort to improve efficiency and productivity to enhance the competitiveness of the destination.

Methodology

- A total of 1,125 emails were collected between June 2018 and March 2019 and an email survey was sent to the entire accumulated email database list in April 2019.
- Of these, 258 people participated and completed the survey.
- Participants were sent email reminders to participate in the survey.
- Participants who completed the survey were entered to win a Visa gift card.
- **Based on annual visitation to GoCalaveras.com including 307,660 website users and 258 completed surveys the confidence level in the results of this report is 95% +/-6%.**



Executive Summary

- The GoCalaveras.com website presents the full complement of assets and the character of the destination. It is the central marketing tool to influence potential visitors to consider the destination.
- Results of the study are very positive for the organization.
- Search engines and paid search advertising (58%) were the most common way that people found out about GoCalaveras.com
- Facebook (9%) was the second most popular way in which consumers found out about the website, followed by family and friends at 7%.
- Fifty-nine percent indicated they took an overnight trip to Calaveras County in the past 12 months.



Executive Summary Continued

- Fully 49% indicated the website was “Very Influential/Somewhat Influential” in their decision to visit Calaveras County.
- Fifty percent indicated it was their first time visiting GoCalaveras.com.
- The most frequently mentioned type of lodging was Hotel/Motel 44%, followed by Friends and Family 33%, and 13% indicated they stayed in a bed & breakfast. Another 10% indicated they camped either in an RV or tent.
- Nineteen percent indicated the information found on the website extended their trip.



Executive Summary Continued

- The estimated per party trip expenditure was \$702.
- It is estimated that website visitors who were influenced to visit spent approximately \$25 million in travel spending in Calaveras County.
- It is estimated the Return on Investment (ROI) was **\$56** for every dollar spent.



Direct Visitor Spending Estimates

	PCT	Impact
Direct Economic Impact		\$25,930,042
Accommodations	24.0%	\$6,223,210
Food Service	29.7%	\$7,701,222
Food Stores	7.3%	\$1,892,893
Local Tran. & Gas	12.8%	\$3,319,045
Arts, Ent. & Recreation	15.2%	\$3,941,366
Retail Sales	10.8%	\$2,800,445
Total	100%	\$25,930,042



Efficiency and ROI Measures

Cost per user to the website	\$1.49
Cost per trip party	\$7.90
Program ROI	\$56:\$1

It should be noted that these results are some of the strongest SMG Consulting has seen in destinations of comparable size. The program ROI is the best we have seen and illustrates the effectiveness of the Calaveras Visitors Bureau.

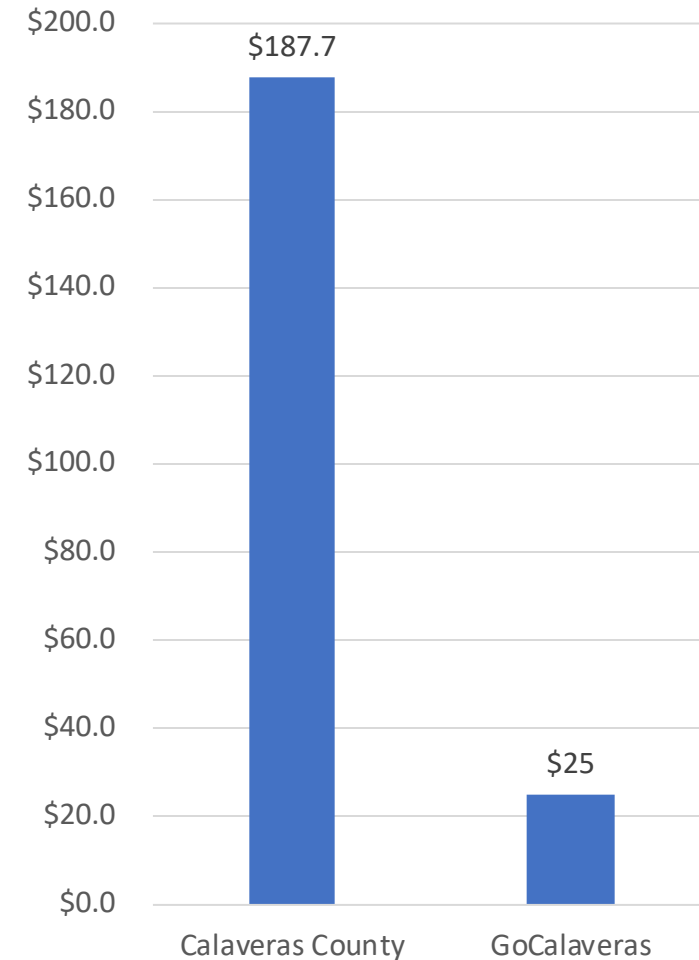


Visitor Spending in Perspective

- To understand the impact of the Calaveras Visitors Bureau, it is estimated that they generated approximately \$25 Million in travel spending that can be attributed to their marketing efforts.
- That is approximately 13% of total spending identified \$187.7 million in county travel spending identified in the 2018 California Travel Impact Study from Dean Runyan.

Note: Visitor spending includes those generated in both the unincorporated and Incorporated areas of Calaveras County

Visitor Spending (Millions)



About SMG Consulting

- SMG Consulting is a South Lake Tahoe marketing consulting firm that has been in operation for over 25 years providing a range of marketing and strategic planning services for the tourism, recreation, and hospitality industries.
- SMG has provided their cutting-edge services for more than 70 destinations.
- SMG President, Carl Ribaldo, serves on Visit California's Measurement and ROI Committee, as well as Travel Nevada's Marketing Committee.

