



## Visitors brought in \$269 Million into Calaveras County in 2023

\$23million increase over past year.

(\$246 in 2022 and \$216 in 2021)

Indications show that 2024 will garner even more visitor dollars.

These Statewide County figures come from Visit California and Dean Runyan and Associates.

### 2023/4 Marketing Highlights

- We are on target to surpass our goal of reaching 13K visitors face to face in our office in Angels Camp and Murphys
- Continue our affiliation with Gold Country Visitors Association and High Sierra Visitors Council, One West and Visit California
- We continue to work with Placer ai-data tracking and Madden Media, which drives traffic to our website
- New affiliations with KCRA television and USA Today
- Supported local events money back into the community
- Invited travel Influencers and created Familiarization Trips including interviews with NPR's Tom Wilmers and 26 international travel journalists and buyers
- 28 Calaveras travel articles and stories published in popular publications
- Created successful Back to Nature Calendar which allows us to market local events which have been set
- Print ads with:  
California Visitors Guide  
Local Getaways  
National Geographic UK  
Nor Cal – 13 Northern California newspapers  
Sac Town Magazine  
Yosemite Journal
- Attended Visit California's Outlook Forum, Focus on AI and how it will effect the travel industry
- Creating The Wild and Scenic Film Festival for this Fall Tales of Calaveras still getting viewers
- 60k Calaveras Visitors guides handed out  
Approx. 80k downloaded digitally
- Social Media- Facebook 56k followers, over 8k followers on Instagram
- Thank you for our MOU detailing our partnership. It enables us to have our strategic goals in place. Thank you for allowing us to market our magical County and for your support

### 2023/4 BLOGS

#### July

Calaveras Swimming Holes and Lakes:  
Calaveras Loves Dogs!  
Calaveras' Museum Trail

#### August

7 Reasons to Visit Mokelumne Hill:  
Labor Day Three Day Weekend Fun:  
Back to Nature - Fall

#### September

7 Reasons to Visit Copperopolis:  
Calaveras Unique October Events:  
World Class Golf Hidden in the Sierra Foothills:  
Where to Find Fall Colors in Calaveras

#### October

Fall Mountain Biking,  
Haunted Calaveras,  
Spooktacular Halloween Events in Calaveras

#### November

Calaveras Thanks Veterans:  
Calaveras Holiday Events & Meals in Calaveras;  
10 Things to Do in Calaveras on Christmas Vacation:

#### December

Calaveras Holiday Shopping Guide:  
Ring in the New Year in Calaveras:  
Let It Snow - All the Snow Play in Calaveras

#### January

We Got to Move It - Calaveras Style:  
Discover Calaveras: Valley Springs:  
Family Friendly Ideas for Winter Activities:  
Discover Calaveras: Mountain Ranch,  
San Andreas, & West Point  
**February**  
Love Calaveras:  
Discover Calaveras: Angels Camp:  
Biking in Calaveras:  
Wildflowers in Calaveras - The Daffodils are Here!

#### March

Discover Calaveras: Murphys:  
Discover Calaveras: Mokelumne Hill:  
Calaveras Museums  
Womens History

#### April

Come Celebrate Spring Wine Weekend:  
Discover Calaveras: Arnold, Camp Connell,  
Dorrington, & the Ebbetts Pass Scenic Byway:

#### May

Calaveras County Fair & the Jumping Frog Jubilee:  
How do They Jump So Far - Secrets of the Frog Jump

#### Upcoming:

May - Camping in Calaveras:  
Calaveras Summer Concert Season:  
Calaveras Farmers Markets  
(Angels Camp, Murphys, Mountain Ranch)  
June  
Fishing & Father's Day: Calaveras Big Trees,  
July 4th Events:  
Shakespeare on the Vine & Calaveras' Live Theatre Scene

### Where the majority of our visitors are from:

San Francisco Berkeley Roseville San Jose Santa Clara International Visitors  
Oakland Sacramento Folsom Sunnyvale United Kingdom are the largest group

The CVB contracted with Placer AI to collect data of how many people come into the county, where they visit, how long they stay, and where they come from. This tool allows the CVB to spend marketing dollars efficiently by targeting individual markets and zip codes.

District 1/5: Included in 17 blogs  
District 2: Included in 18 blogs  
District 3: Included in 26 blogs  
District 4: Included in 23 blogs