



TRAVEL ISN'T OPTIONAL - IT'S FUNDAMENTAL TO JOBS, REVENUE, AND THE COMMUNITIES WE SERVE.

OUR MISSION STATEMENT

The Calaveras Visitors Bureau is Calaveras County's core tourism organization dedicated to creating long term and sustainable economic growth for the region and it's partners through innovative tourism programs, promotions and partnerships.

IN BRIEF:

CALIFORNIA REMAINS THE TOP TRAVEL DESTINATION IN THE NATION.

OVERALL CALIFORNIA VISITATION WAS DOWN IN 2025 COMPARED TO 2024.

INTERNATIONAL VISITATION FELL ABOUT 9.2% STATEWIDE - WE DEFINITELY FELT THIS IN CALAVERAS.

PARTS OF LOS ANGELES FELL AS MUCH AS 50%.

CANADIAN VISITATION ALONE DECLINED AROUND 18-38% DEPENDING ON THE REGION.

- *THE SILVER LINING* -

DESPITE FEWER VISITORS OVERALL CALIFORNIA STILL SAW TOURISM SPENDING REMAIN STRONG
BECAUSE TRAVELERS SPENT MORE MONEY PER TRIP.

VISITORS SPENT \$266,000,000.00 IN CALAVERAS IN 2025 WHICH WAS UP 2.7% FROM 2024.

OUR T.O.T. TOTAL FOR 2025 WAS JUST OVER WHAT THE COUNTY ANTICIPATED \$2,700,000.

THE CVB GREETED OVER 13,000 VISITORS FACE TO FACE IN 2025
AND
FIELDDED THOUSANDS OF PHONE CALLS.

CONTINUE TO INVITE TRAVEL WRITERS AND INFLUENCERS INTO THE COUNTY.

LESS PRINT ADS AND MORE DIGITAL MARKETING.

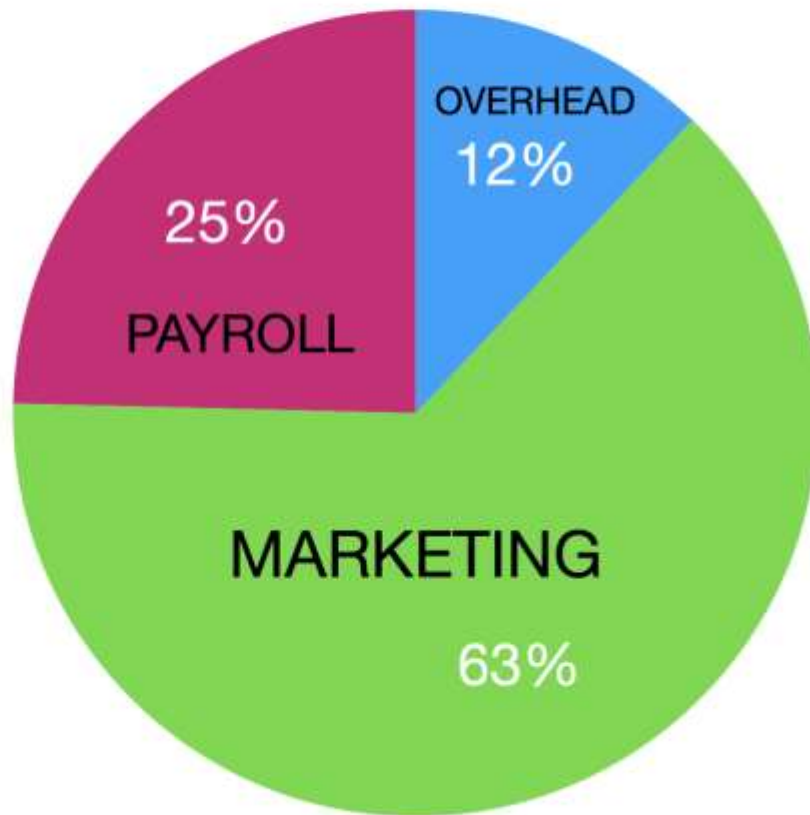
RADIO PRESENCE AND OF COURSE SUPPORTING OUR LOCAL EVENTS.

**VISIT CALIFORNIA AND DEAN RUNYAN ASSOCIATES' REPORT ON
ECONOMIC IMPACT OF TRAVEL IN CALIFORNIA
PERCENTAGE INCREASE 2025 VS. 2024**

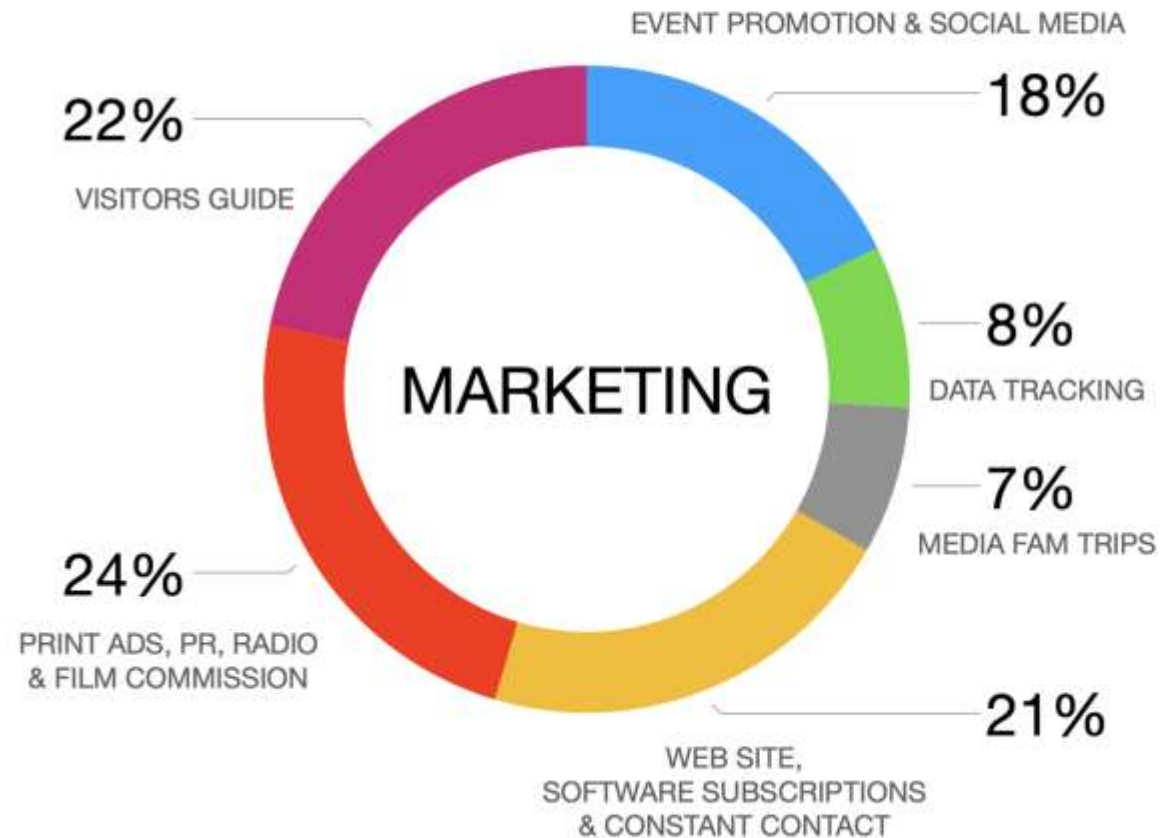
	CALAVERAS	TUOLUMNE	AMADOR
DIRECT TRAVEL SPENDING	2.7%	1.5%	3.3%
VISITOR SPENDING BY TYPE OF TRAVELER ACCOMODATION	2.9%	1.7%	3.5%
VISITOR SPENDING BY COMMODITY PURCHASED	2.9%	1.7%	3.5%
DIRECT EARNINGS	5.4%	5.2%	1.7%
DIRECT EMPLOYMENT	0.8%	0.8%	-0.5%
DIRECT TAX REVENUE	5.4%	3.5%	4.2%
LOCAL TAX REVENUE	7.1%	3.7%	4.9%
STATE TAX REVENUE	4.4%	3.3%	3.8%

The Visitors Bureau and Film Commission are funded by Transient Occupancy Tax from both Calaveras County and the City of Angels Camp.

How does the CVB spend the T.O.T. we receive?



CVB Marketing Breakdown



Key Insights (All Visitors)

45%

% of People that are Visitors

9% decrease from previous year

43%

% of Spend from All Visitors

5% decrease from previous year

16%

% of Out-of State Visitors

5% increase from previous year

Visitors make a **smaller share of observations** and **account for a smaller share of in-market spend** than they did the previous year, but out of state visitation increased year over year, indicating growing interest outside of CA borders and an opportunity to engage new origin markets.

How do visitors impact your economy?

ANGELS CAMP 2025

Source: Zartico Spend Data, Zartico Geolocation Data

% of all People in your Destination that are
Visitors

23%

32%

Same time previous year

-10%

Difference

% of all Spending in your Destination from
Visitors

18%

22%

Same time previous year

-4%

Difference

Restaurant Avg. Daily Visitor Spend

\$60

\$54

Same time previous year

\$6

Difference

Retail Avg. Daily Visitor Spend

\$81

\$72

Same time previous year

\$9

Difference

Arts, Entertainment & Attractions Avg. Daily
Visitor Spend

\$89

\$96

Same time previous year

\$-7

Difference

Visitor Impact on the Local Economy



37%

% of Visitor Spend towards **Local Businesses**



\$67

Average **Daily** Visitor Spend



29%

Share of **Restaurant** Spend from Visitors



\$60

Restaurant Average Daily Spend of Visitors



34%

Share of **Retail** Spend from Visitors



\$81

Retail Average Daily Spend of Visitors



53%

Share of **Attraction** Spend from Visitors



\$89

Attraction Average Daily Spend of Visitors



23%

are **65+** years old



69%

have an avg. household income **\$100k+**



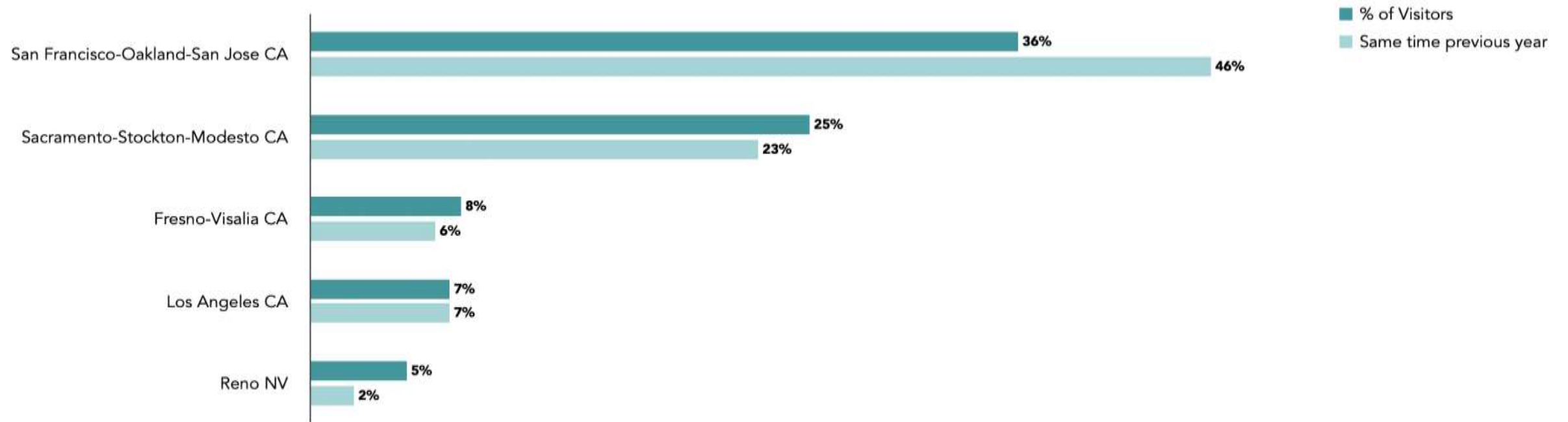
60%

do not have children in the household

84% of visitors to **Calaveras** are from **in-state**.



Top Visitor Markets ▾



ANGELS CAMP FIRST SIX MONTHS OF 2026

% of all People in your Destination that are
Visitors

32%

23%

Same time previous year

9%

Difference

% of all Spending in your Destination from
Visitors

26%

20%

Same time previous year

6%

Difference

Restaurant Avg. Daily Visitor Spend

\$58

\$59

Same time previous year

\$-1

Difference

Retail Avg. Daily Visitor Spend

\$112

\$82

Same time previous year

\$30

Difference

Arts, Entertainment & Attractions Avg. Daily
Visitor Spend

\$199

\$95

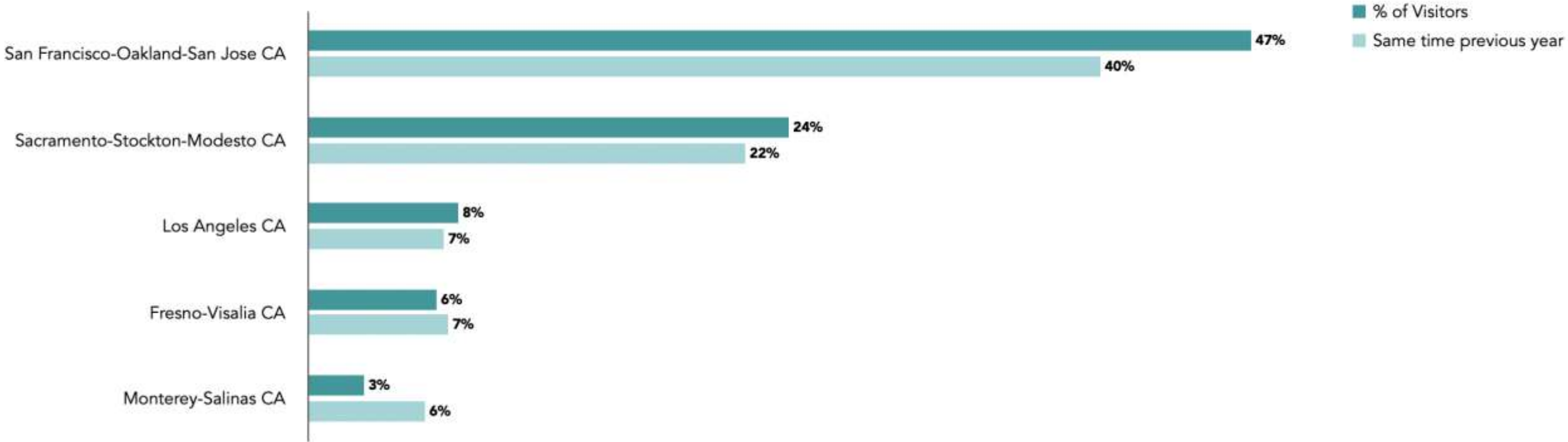
Same time previous year

\$104

Difference

ANGELS CAMP LAST 6 MONTHS

Top Visitor Markets ▾



CALAVERAS 2025 SEO ANNUAL REPORT

INVESTMENT EFFICIENCY (ROI)

Average Monthly Traffic Value: **\$32,600 /mo**

To acquire this same volume of traffic via paid advertising on Google and other platforms, the county would have spent ~\$391,200 annually. Against our retainer of **\$2,083/month**, Big Behavior has delivered a massive return on investment.

VERIFIED GROWTH: 2025 VS. 2024

ORGANIC CLICKS

229,922

2024 Agency: 43,381

TOTAL IMPRESSIONS

12,047,912

2024 Agency: 3,203,230

NEW USERS

170,536

UNIQUE ARRIVALS

TOTAL ENGAGEMENT

1,074,947

PAGES VIEWED

SEARCH DOMINANCE

190 Page 1 Keywords

INC. 52 #1 RANKINGS

Digital Marketing - The goal is to build a modern destination marketing organization capable of competing effectively in today's digital tourism landscape.

Tourism behavior has fundamentally changed -Travelers no longer discover destinations the same way. Travel planning is now heavily influenced by digital content and social media. Digital visibility now directly impacts destination competitiveness.

Visitors move between Google, Instagram, Facebook, TikTok, YouTube, Pinterest, and Maps while planning travel. Over 60% of travelers use social media for travel inspiration -Over 80% of travelers use digital platforms during trip planning.

- 40% of younger users now use social platforms as a search engine.

A strong marketing and content strategy now supports both SEO and destination discovery on all digital channels.

Average person scrolls 300 feet of content daily - about the height of the Statue of Liberty. (Wired, 2025)

Average person sees 6,000-10,000 ads every single day (compared to 500-1500 in the 1970's). (Lunio)

Average attention span per post = 1.7 seconds. (Meta IQ Study)

Facebook advertising CPMs have nearly doubled since 2020 averages

- Social media allows the CVB to:
 - stay connected with past visitors and inspire repeat travel
 - build emotional connection with our destination
 - encourage sharing and word-of-mouth visibility



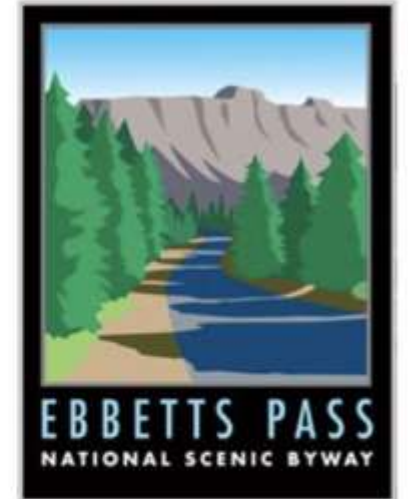
The museum currently maintains a **4.9/5 rating** from visitors on Google-based local listings and a **4.7/5 rating from 117 reviews on Tripadvisor**.

Recent reviews describe the museum as:

- "A real gem."
- "An extraordinary museum—don't miss it."
- "Much larger than expected."
- "A treasure trove of California history."
- "Worth spending two hours."
- "Wonderful volunteers who are incredibly knowledgeable."

One visitor wrote that they were "in shock as to how amazing this place is," while another said they would return simply to hear more stories from one of the museum's historians.  Tripadvisor +1

PARTNERSHIPS





THANK YOU