



YOLO COUNTY
TOURISM BUSINESS IMPROVEMENT DISTRICT
2024-2025 Annual Report

Submitted by the Yolo County Visitors Bureau, d.b.a. Visit Yolo, pursuant to Streets and Highways Code section 36650, for the period from July 1, 2024 through June 30, 2025. Any questions or comments can be forwarded to Terry Selk, Executive Director, at terry@visityolo.com

July 1, 2024-June 30, 2025

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Prepared by



Boundaries

There were no changes to the district boundaries.

New Business

There were no new lodging properties recorded.

Voluntary Assessed Businesses

Hampton Inn & Suites West Sacramento renewed its voluntary assessment agreement

Home2 Suites West Sacramento renewed its voluntary assessment agreement

Business Name Changes

Motel 6 Davis changed name to Hi-Wheel Flats

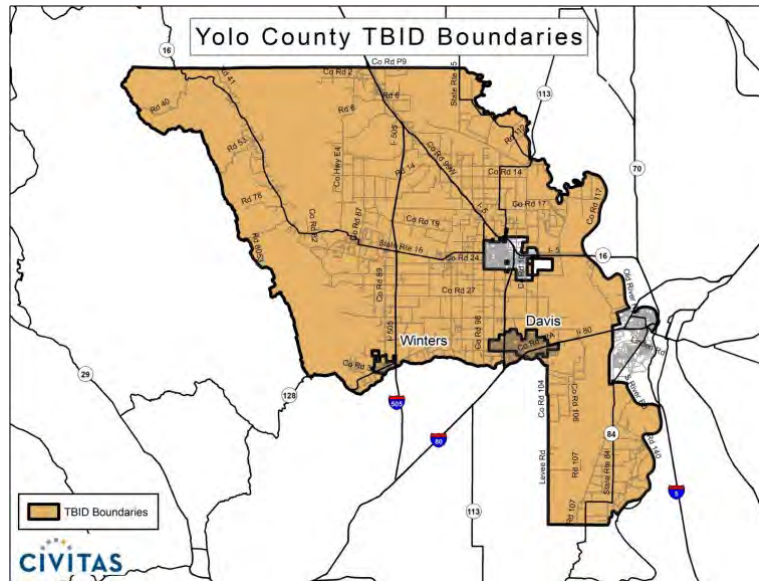
Days Inn Davis changed name to Prodigy Hotel

Closed Business

No closed businesses recorded.

The Yolo County Tourism Business Improvement District (YCTBID) continued to include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of unincorporated Yolo County and the cities of Davis and Winters, as shown below.

The YCTBID boundary featured (17) lodging businesses, listed in Appendix 1.



Improvements and Activities

The 2024-25 was another robust year of diverse and aggressive marketing activities around the world. The uncertainty of the economy and the impact of national politics, there were a wide mixture of strategic adjustments across both traditional target markets and platforms as well as a deep dive into new market segments and approaches.

Visit Yolo continued collaborating with a professional marketing agency with alterations reflective of a second year in the partnership. The new venture with a designated PR agency added a much-needed asset to assisting our marketing efforts along with opening new channels to target and bolster media exposure across many channels.

The continued use of a strategic planning committee to help further refine and guide long term efforts as well as the adoption of a dedicated event committee to help pave the way for the execution of a new Yolo County centric event, entitled the Yolo Fest, continued to provide valuable guidance in preparation for its launch March 27-29th, 2026.

A second year in the use of the multi-faceted research and advertising agency, Datafy, brought further confirmation of Visit Yolo's positive economic impact through its advertising campaigns.

The year saw some challenges in the international intent to travel to the US by way of currency exchange values and national politics. However, Yolo County was impacted less than many other CA destinations due to its limited and targeted investment in Germany. However, as adjustments have been made in response to the partner needs in courting this market as well as the growing pent-up demand for return visitation to the US and California, Yolo County is poised to gain from the consistency of presence through its involvement in the Visit CA partner office in the market. Additional efforts to host media and individual trade clients throughout the year have paid dividends.

Following are some of the high-level impacts of Visit Yolo's marketing and PR efforts:

- The year-over-year increase in hotel stays from key target markets has increased. In state we saw San Diego DMA YOY increase by 23%, LA DMA by 8%, SF/Oak/San Jose DMA by 9%. Out-of-state we saw Seattle-Tacoma DMA increase by 76%, Portland-OR DMA by 26%, and Reno DMA by 21%.
- Year-over-year length of stay increased to 3+ days.
- Maintained, updated and developed new landing pages on primary tourism website www.visityolo.com in response to the changing interests of travelers;
- Continued strengthening of existing relationships with the Central Valley Tourism Association, Visit California, the Sacramento International Airport, Visit Sacramento and others in generating and executing a growing number of international media and marketing initiatives.
- Continued to highlight key non-lodging business sponsors in Woodland despite the absence of any hotels officially in the TBID jurisdiction.
- Gained additional non-lodging sponsors in West Sacramento to help better associate tourism within the jurisdiction;
- Attended key conference and business development events domestically and internationally to grow global familiarity with Yolo County and its individual jurisdictions;
- Continued to serve on the Visit CA Rural Region Advisory Committee as well as the Long Term Strategic Committee;
- Continued to serve on the Greater Sacramento Economic Development/Airport Strategy Committee;

OVERALL VISITATION YOY	5/1/24 - 5/1/25	5/1/23 - 5/1/24
TOTAL TRIPS	11,575,780	13,224,421
VISITOR DAYS	26,380,191	25,144,814
AVERAGE LENGTH OF STAY	2.3 DAYS	1.9 DAYS

ORIGIN MARKETS YOY	5/1/24 - 5/1/25	5/1/23 - 5/1/24
SF/OAK/SAN JOSE	199,431 (+9%)	181,657
LA	202,648 (+8%)	186,484
SEATTLE-TACOMA	23,147 (+76%)	13,069
PORTLAND-OR	20,627 (+26%)	16,268
RENO	29,320 (+21%)	24,106
SAN DIEGO	44,070 (+23%)	35,620

LENGTH OF STAY YOY	5/1/24 - 5/1/25	5/1/23 - 5/1/24
1 DAY	11.4% (-13%)	13.1%
2 DAYS	18.5% (-38%)	29.8%
3 DAYS	18% (+2.2%)	17.6%
4 DAYS	13.7% (+20.1%)	11.4%
5 DAYS	8.96% (+37.8%)	6.5%
6+ DAYS	29.5% (+37.2%)	21.5%

*Metric collected through Datafy.

Visit Yolo and its jurisdictional Local Destination Marketing groups representing Winters, Davis, the unincorporated area of the county and West Sacramento continue to invest, diversify, innovate and grow their sophistication in tourism marketing and product development, attracting increasing visitor traffic from throughout Northern CA, the state, the nation and the world.

The “California Travel Impacts” report, prepared for Visit California by Dean Runyan Associates, shows visitor spending reached \$506.2 million and supported 5.6k jobs in Yolo County in 2024. Visitor spending generated \$43.8 million in local tax revenue in 2024,

providing a stream of revenue in Yolo County to fund the community's way of life including support of essential programs, such as public safety, infrastructure and parks.

The improvements and activities to be provided for fiscal year 2024-2025 are consistent with the Management District Plan (Plan). There are no proposed changes.

Marketing & Public Relations

A variety of targeted and district-wide marketing and public relations efforts were developed and deployed in the 2024-25 fiscal year to promote Yolo County as a tourist, meeting, and event destination with a specific interest in encouraging overnight stays.

Significant Developments in Domestic Marketing Included the Following:

- Maintained non-lodging business membership program for Woodland;
- Maintained non-lodging business membership program for West Sacramento
- Continued to engage with our marketing agency to evolve Visit Yolo's brand strategy;
- Continued partnership with visitor data analysis agency (Datafy) to identify valuable traveler source information to provide a clearer path to formulate targeted and cost-efficient advertising executions;
- Retained PR agency to elevate the destination's presence among travel writers, media outlets, other;
- Attended CalSAE Seasonal Spectacular to introduce Yolo County as meetings/conferences destination to meeting planners
- Deployed dedicated farm to table "California's Freshest Escape" digital advertising campaign in target markets and profiled travelers which Datafy analytics identified. The campaign generated 1.35 million impressions, attracted 26,107 trips into the destination which resulted in 3,894 room nights in hotels. The campaign generated \$4.5 million dollars in economic impact;
- Rejuvenated the Hwy 128 Wine to Waves regional county partnership with Mendocino County;
- Aggressively pursued global travel market penetration by attending key exhibitions catering to itinerary development;
- Continued marketing our immersive podcast with Armchair Productions, totaling six episodes reflecting a variety of experiences, events and people throughout Yolo County.
- Updated I-5 billboard creative to reflect jurisdiction specific messaging associated with the individual jurisdiction interests, one of which involved West Sacramento being the home to the A's;
- Generated 49 pieces of media cover including MSN, Forbes, Sacramento Bee, NBC Los Angeles, Secret Los Angeles, 7X7, and more;
- Added dedicated meeting and conference tools to meet hotel demand for midweek business development;

Forbes

Mother's Day Gift Guide 2025: 8 Splurge Getaways With The Best Views

If it's tropical, mountain, city, or water views you're after, these are the best places to take the woman you love for the ultimate Mother's Day getaway.

By [Rebecca Deurlein](#), Contributor. Rebecca Deurlein is an award-winning... [Follow Author](#)

Published Apr 28, 2025, 06:10am EDT

Bed and Breakfast Elegance With Lush Garden Views And Small Town Charm



If you love to garden, take her to bed & breakfast in Yolo, California for a rainbow of blooms.

THE SACRAMENTO BEE

Olive harvest thrives in Yolo County's Capay Valley: 'It's got everything that olives love'

Benjy Egel

Thu, October 31, 2024 at 7:00 AM MST · 6 min read



FARM TO TABLE

Total Spend: \$30,000

High-level Analytics (Datify):

- Total Impressions: 1.35M
- Total Clicks: 2,293
- Total Trips: 26,107
- Est. Room Nights: 3,894
- Est. Economic Impact: \$4.5M

High-level Analytics (Meta):

- Total Impressions: 1.6M
- Total Clicks: 10,319
- Click-through Rate (CTR): .64
- Cost per landing page view: \$1.02

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International Marketing Developments Included the Following:

- Maintained presence as a partner in the Visit CA Germany office to continue high level visibility with key tour operators in the promotion of Northern CA itineraries;
- Successfully participated in four main German tour operator/travel seller promotional campaigns which generated 208 room nights;
- Continued leadership involvement with the Central Valley Tourism Association in growing its international marketing presence via the Visit CA rural grant program;
- Hosted key travel seller and media visits from various countries, selected Visit CA travel trade and media international offices, regional partners in an effort to raise visibility of the destination in the highly competitive wine, food and lifestyle marketplace;
- Attended Go West Summit, a key internationally focused travel trade exhibition, and met with tour operators/travel sellers from around the world in an effort to promote Yolo County;
- Attended the International Inbound Travel Association and met with receptive tour operators (those companies in America book inbound travel business) for product development opportunities;
- Attended the US Travel International Pow Wow, the largest international and domestic travel trade and media event in the US, as part of the Central Valley Tourism Association;
- Realized exposure in Japan and France from hosting a variety of international and media as part of a Visit CA Northern CA itinerary highlighting Hwy 128;
- Hosted a variety of individual travel seller and media clients throughout the year;
- Successfully assisted Hotel Winters in securing a guaranteed departure coach series through Globus Cosmos as part of its small group luxury tour program;



Upcoming initiatives for the 2025/26 fiscal year include:

- Continue to engage with PR agency to position Yolo County as a vibrant agritourism, food and wine destination with increased emphasis on overnight tourism.
- Continue to engage with marketing agency to facilitate creative campaigns and strategy
- Host Yolo Fest March 27 -29, 2026 to increase hotel room nights within Yolo County during a shoulder period
- Participate as a destination exhibitor at Terra Madre Americas in Sacramento September 26-28, 2025
- Attend Destination California, a leading event for meeting planners looking to book meetings/conferences in California
- Continue presence in the Germany, UK and other European markets to grow positioning in Northern CA travel itineraries;
- Continue to utilize Datafy in refining visitor analytics and provide a platform for strategic advertising initiatives;
- Launch display advertising campaigns to drive hotel stays during shoulder periods and bring destination awareness;
- Expand SEO efforts through monthly blog posts to increase organic discovery across search platforms;
- Execute social media campaigns dedicated to supporting events/attractions/partners such as hotel promotions, Yolo County itineraries, etc.
- Launch dedicated professional meetings and conferences paid campaign;
- Create incentive program for meeting planners to increase bookings in Yolo County;
- Continue to invite clients, media, social media and other influential travel selling decision makers to Yolo County as a way to familiarize them with product opportunities;
- Continue investment with the Central Valley Tourism Association agreement with the Visit CA office in the UK;

Community Marketing

Continuing the success of the Local Destination Marketing group achievements, Visit Yolo continued to provide support to the Visit Yolo sub brands and their marketing contractors to develop further individual campaigns and marketing strategies.

As dictated by the Visit Yolo Board of Directors, each of the four designated assessment areas of the county receive a percentage of their collected assessments allowing their own respective marketing initiatives and resources. These respective “local” resources are subject to the same restriction as Visit Yolo to promote and support lodging partners through the involvement in events, activities, and efforts to attract greater overnight stays.

Community funds may be returned to the County-wide marketing and public relations program if desired by the respective community.



Significant developments in 2024/25 from the Davis Local Destination Marketing group (sub brand Visit Davis) included:

- Continued to expand marketing efforts of www.visitdavis.org
- Social media marketing efforts on Facebook and Instagram
- Creation of video and photography assets
- Redesign and relaunch the Visit Davis website
- Launched Fall/Winters paid campaign through Datafy. The campaign generated 4.3 million impressions, generated 36,971 trips, and 9,814 room nights in Davis. Estimated economic impact into the City of Davis was \$5.6 million
- Support Visit Yolo’s international marketing efforts in Germany and UK
- Monthly social media and Google advertisements
- Sponsorship of local events: Zombie Bike Parade, Village Feast, Davis Pride, Duck Days, Ceramics Festival, Art of Painting, and Picnic in the Park.

The 24/25 Davis LDM leadership team consisted of the four board members from the City: Maria Lara, Rita Prakash, Randii MacNear, Lorin Kalisky.

Budgeted Expenses 24/25	Actual Expenses 24/25
\$540,480	\$240,735

Upcoming Davis specific initiatives for the 2025/26 fiscal year include:

- Paid campaign on Meta and LinkedIn to marketing Davis as a meetings and conferences destination to meeting planners
- Attend Visit California San Francisco media event
- Paid social media advertising
- Destination Davis season 2
- Creation of hotel packaging opportunities
- Shift support away from local event sponsorships to dedicated meeting and conference incentive program to more accurately measure room night generation

- Continue to elevate Davis as the premier location to house international travelers from Germany by way of incremental investment into Yolo County’s retainer and partner programs in the market

The 25/26 Davis LDM leadership team consists of the four board members from Davis: Maria Lara, Rita Prakash, Randii MacNear, Lorin Kalisky.

Projected Assessment Revenue to LDM 2025/26	Carryover Previous FY 2024/25	Total 2025/26 Projected Revenue
\$206,907	\$302,333	\$509,240

• DISCOVER •

WINTERS

Significant developments in 2024/25 fiscal year for Winters included:

- Management of Discover Winters website and social channels
- Creation of photography and video assets
- Collaboration with the Downtown Business Association to jointly market Winters
- Creation and launch of dedicated landing page for meetings and conferences in Winters
- Hosting of journalists and FAM trips

The 24/25 Winters LDM leadership team consisted of the three board members from Winters: Guysell Geter, Vinod Patel, and Corinne Martinez.

Budgeted Expenses 2024/25	Actual Expenses 2024/25
\$36,553	\$30,732

Upcoming Winters specific initiatives for the 2025/26 fiscal year include:

- Paid campaign advertising Winters as a place to host meetings and conferences
- Additional paid campaigns for brand awareness through social media
- Continue to maintain dedicated Discover Winters website and social media channels
- Proactively promote Winters as part of the Hwy 128 marketing efforts in partnership with Mendocino County
- Continue hosting journalists and FAM trips

The 25/26 Winters LDM leadership team consists of three board members from Winters: Guysell Geter, Corinne Martinez and Jay Mohan.

Projected Assessment Revenue to LDM 2025/26	Carryover Previous FY 2024/25	Total 2025/26 Projected Revenue
\$36,270	\$1,562	\$37,832



Significant developments in 2024/25 from the Countryside Local Destination Marketing group included:

- Continued engagement with marketing coordinator
- Maintained website and social media channels for Countryside
- Creation of photo and video assets
- Sponsorship of local events
- Year long Meta brand awareness campaign generated 2.4 million impressions and 3,254 link clicks
- Creation of People and Places of Yolo County Youtube series

The 24/25 Countryside LDM leadership team consisted of Rafael Galiano and Amber Pappageorge.

Budgeted Expenses 24/25	Actual Expenses 24/25
\$111,942	\$79,187

Upcoming Countryside specific initiatives for the 2025/26 fiscal year include:

- Continued engagement with marketing coordinator
- Continue maintaining Yolo Countryside website
- Continued social media efforts on Facebook and Instagram
- Sponsorship support of various local events
- Social media and google advertising campaigns
- Billboard advertising

The 2025/26 Countryside LDM leadership team consists of Rafael Galiano and Amber Pappageorge.

Projected Assessment Revenue 2025/26	Carryover Previous FY 2024/25	Total 2025/26 Projected Revenue
\$53,125	\$27,857	\$80,982



West Sacramento consists of two voluntarily assessed hotels. Significant developments in 2024/25 from the West Sacramento jurisdiction included:

- Dedicated landing page for the A’s baseball season
- Paid digital campaign promoting West Sacramento and accessed hotels in conjunction with A’s baseball season
- Granted membership access to other West Sacramento tourism businesses
- Sponsorship with Sacrament River Cats
- Procured amenities for distribution to voluntarily assessed hotels
- Sponsorship of the Cal Travel networking event at the A’s game in Sacramento
- Billboard advertising on I-5 to promote West Sacramento hotels and the A’s

The 24/25 West Sacramento leadership team consisted of the board member from West Sacramento: Lacey King.

Budgeted Expenses 24/25	Actual Expenses 24/25
\$133,435	\$67,991

Upcoming West Sacramento specific initiatives for the 2025/26 fiscal year include:

- Brand awareness paid advertising campaign
- Collection of video and photography content in West Sacramento
- 2026 paid A’s baseball campaign to increase overnight visitation
- Support business membership into Visit Yolo programs
- Procured amenities for distribution to voluntarily assessed hotels

The 2025/26 West Sacramento leadership team consists of one board member from West Sacramento: Lacey King.

Projected Assessment Revenue to LDM 2025/26	Carryover Previous FY 2024/25	Total 2025/26 Projected Revenue
\$70,368	\$47,520	\$117,888

Administration

To provide the marketing and public relations services, Visit Yolo will incur various administrative costs, such as staffing, advocacy, insurance, legal, accounting fees, and actual county and city collection costs.

Contingency / Reserve

Per the mandate of the MDP and as outlined in the Visit Yolo bylaws, a contingency and reserve were continued to be funded at the determined formulas. To ensure effective provision of services, a contingency will be established to account for uncollected assessments or unanticipated program costs. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration, or renewal costs at the discretion of Visit Yolo. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the reserve fund shall be set by the Visit Yolo Board of Directors. The reserve fund may be spent on programs described in this Plan in any proportion deemed appropriate by Visit Yolo.

Budget

The projected 2024-25 budget was \$1,594,880 which represented \$880,075 in anticipated collections. Carryover funds from 2023-2024 totaled \$738,856. Budgeted and actual expenses were as shown below.

Category	Budgeted	Actual
Marketing & Public Relations	\$551,708	\$491,033
Local Destination Marketing	\$822,410	\$418,645
Administration	\$176,758	\$145,157
Contingency/Reserve	\$44,004	\$46,610

Budget Allocation

The operating budget for Visit Yolo for the 2024-2025 fiscal year continues to be composed of some carryover funds but with a specific plan to spend down these funds per the individual Local Destination Marketing district’s enhanced initiatives to arrive at an annual revenue versus expenses ratio.

2025-2026 Projections

The cost of providing improvements and activities for 2025-2026 is consistent with the Plan parameters. The anticipated total budget for 2025-2026 is \$1,515,073. The budget reflects anticipated TBID collections in the amount of \$916,676 and a carryover of \$598,397 in

Yolo County

unspent funds from the 2024-25 budget. The categorical breakdown for the assessment budget is below.

Category	Projected	Carryover	TOTAL
Marketing & Public Relations	\$366,670	\$70,365	\$437,035
Local Destination Marketing	\$366,670	\$399,772	\$766,442
Administration	\$137,501	\$128,260	\$265,761
Contingency/Reserve	\$45,833	n/a	\$45,833

Priorities for each of the LDMs regarding any carryover monies include investment in collateral and marketing infrastructure upon which to build longer term campaigns. These investments would include photography, video content, social media assets, collateral updates and printing, respective website improvements, other. Meanwhile, anticipated revenue from the TBID collections during the year are targeted at supporting marketing and advertising, itinerary development, social media campaign, other.

Assessment

There is no change in the method and basis of levying the assessment.

Surplus and Other Funding

Surplus / Deficit

The amount of money carried over from 2024-2025 was \$598,397 and is projected to be used in 2025-2026 along the same lines as previously described.

Alternative Funding

Two voluntarily assessed hotels in West Sacramento are providing substantial incremental revenue to the overall funding operation of Visit Yolo as well as establishing a healthy source of marketing funds for West Sacramento specific activities.

Assessment

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will **not be** collected on stays of more than thirty (30) consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays pursuant to contracts executed prior to July 1, 2017.

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor, or otherwise, including all receipts, cash, credits, property, and services of any kind or nature, without any deduction therefrom

whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes. The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

Time and Manner for Collecting Assessments

The YCTBID assessment was implemented beginning July 1, 2022 and will continue for seven (7) years through June 30, 2029. The County and cities will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the YCTBID, within their respective jurisdictions.

Delinquencies

Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

Original Delinquency:

Any lodging business which fails to remit any assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.

Continued Delinquency:

Any lodging business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.

Fraud:

If the County or a city determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in paragraphs 1 and 2 of this section.

Interest:

In addition to the penalties imposed, any lodging business which fails to remit any assessment imposed shall pay interest at the rate of one-half of one percent (0.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.

Penalties Merged with Assessment:

Every penalty imposed and such interest as accrues under the provisions of this section shall become a part of the assessment herein required to be paid.

Appendix 1 – 2024-25 Assessed Lodging Businesses

Business Name	Address	City, State, ZIP
Abbey House Inn	101 Abbey St.	Winters, CA 95694
Aggie Inn	245 1 st St.	Davis, CA 95616
Super 8 - Dunnigan	3930 County Rd. 89	Dunnigan, CA 95695
Best Western Palm Court	234 D St.	Davis, CA 95616
Best Western University Lodge	123 B St.	Davis, CA 95616
Fairfield Inn & Suites By Marriott	702 Matsumoto Lane	Winters, CA 95694
Prodigy Hotel	4100 Chiles Rd.	Davis, CA 95618
The Vine Inn Davis	221 D St.	Davis, CA 95616
Hilton Garden Inn	110 F St.	Davis, CA 95616
Holiday Inn Express - Davis	1640 Research Park Dr.	Davis, CA 95618
Hotel Winters	12 Abbey St.	Winters, CA 95694
Hyatt Place	173 Old Davis Rd.	Davis, CA 95616
Inn at Park Winters	27850 County Rd. 26	Winters, CA 95694
La Quinta Inn & Suites	1771 Research Park Dr.	Davis, CA 95616
Hi-Wheel Flats	4835 Chiles Rd.	Davis, CA 95618
University Inn & Suites	1111 Richards Blvd.	Davis, CA 95616
Residence Inn by Marriott	4647 Fermi Place	Davis, CA 95618

Appendix 2 – Visit Yolo Board & Committee Members

Visit Yolo Board Members – July 1, 2024 - June 30, 2025

Guysell Geter, Board President, OLS Hotels/Hotel Winters (Winters)
Rita Prakash, Board Vice President, Residence Inn by Marriott (Davis)
Corinne Martinez, Board Treasurer – Berryessa Gap Vineyards (Winters)
Amina Harris, Board Secretary, Z Specialty Food LLC; The HIVE (Woodland)
Randii MacNear, Davis Farmers Market (Davis)
Lorin Kalisky, Upper Crust Baking Company (Davis)
Juan Barajas, Savory Café (Woodland)
Vinod Patel, Fairfield Inn & Suites (Winters)
Rafael Galiano, Park Winters (Countryside)
Maria Lara, Royal Guest Hotels (Davis)
Lacey King, Hampton Inn & Suites (West Sacramento)
Amber Pappageorge, Hyatt Place UCD, (Countryside)

Committees

Executive and Finance:

Guysell Geter, Rita Prakash, Amina Harris, Corinne Martinez

Strategic Planning

Guysell Geter, Corinne Martinez, Lacey King, Maria Lara, Lorin Kalisky

Visit Yolo Board Members – July 1, 2025 - June 30, 2026

Guysell Geter, Board President, OLS Hotels/Hotel Winters (Winters)
Rita Prakash, Board Vice President, Residence Inn by Marriott (Davis)
Corinne Martinez, Board Treasurer – Berryessa Gap Vineyards (Winters)
Amina Harris, Board Secretary, Z Specialty Food LLC; The HIVE (Woodland)
Randii MacNear, Davis Farmers Market (Davis)
Lorin Kalisky, Upper Crust Baking Company (Davis)
Juan Barajas, Savory Café (Woodland)
Jay Mohan, Fairfield Inn & Suites (Winters)
Rafael Galiano, Park Winters (Countryside)
Maria Lara, Royal Guest Hotels (Davis)
Lacey King, Hampton Inn & Suites (West Sacramento)
Amber Pappageorge, Hyatt Place UCD, (Countryside)

Committees

Executive and Finance:

Guysell Geter, Rita Prakash, Maria Lara, Corinne Martinez

Strategic Planning:

Corinne Martinez, Lacey King, Rita Murphey, Guysell Geter, Maria Lara

Appendix 3 – Visit Yolo Case Study

VISIT

YOLO COUNTY
California

VISIT YOLO
REBEL CASE STUDY



INTRODUCTION

Since partnering with Visit Yolo in 2023, REBEL Media & Marketing has played a pivotal role in elevating the county's brand as a premier destination for visitors seeking authentic experiences. Through carefully planned strategies, data-driven campaigns, polished content creation, and targeted audience engagement, REBEL has successfully positioned Yolo County as a must-visit location for farm-to-table dining, liquid tourism, and as a city escape.

This document highlights the depth of REBEL's collaboration with Visit Yolo, detailing REBEL's approach, services, and measurable successes. From an extensive brand development process to crafting compelling campaigns to building key relationships, REBEL has demonstrated its expertise in marketing, consistently delivering results that drive awareness, engagement, and visitation specifically by addressing some of Yolo County's greatest historical challenges including lack of brand clarity, brand recognition, and strategy.

INTRO CONT.

As Visit Yolo looks ahead to its future marketing efforts, this report will illustrate why REBEL Media & Marketing is not just a service provider but a true partner - one that understands Yolo County's unique offerings and continues to shape its presence in the travel and tourism landscape.

[Watch REBEL's Visit Yolo Case Study](#)





ECONOMIC IMPACT OF TRAVEL TO YOLO COUNTY

While raising awareness of Yolo County as a destination is a key part of marketing the Visit Yolo brand, it's only the beginning. As both a strategic partner and service provider, REBEL develops and executes campaigns designed to drive tangible results, specifically, increased visitation and the tourism revenue that supports local businesses and enhances quality of life for residents. The following section highlights performance data that reflects the effectiveness of these efforts in bringing more travelers to Yolo County.

2024 KEY FINDINGS

TOTAL VISITORS: 13M

- Day Visitors: 33%
- Overnight Visitors: 67%

TOTAL VISITOR SPENDING: \$661M

- Lodging: \$247.4M
- Retail: \$230.8M
- Food & Beverage: \$155.9M

*METRICS COLLECTED THROUGH DATAFY

ECONOMIC IMPACT OF TRAVEL TO YOLO COUNTY

TOTAL ECONOMIC IMPACT: \$2.1B

FINDINGS IN VISITOR SPENDING (YOY)

- Overall visitor spend increased by \$11M
- Domestic visitors' spend increased 2%
- Day visitors' spend increased by 7%



Day Visitor Spending

In 2024, spending by day visitors totaled \$218.7M, a 7% increase compared to 2023.



Overnight Visitor Spending

In 2024, overnight visitors spent a total of \$442.4M, a < 1% decrease compared to 2023.



*METRICS COLLECTED THROUGH DATAFY

VISITATION TRENDS IN YOLO COUNTY

In an effort to include results of all campaigns guided by REBEL, the “year” time frames are working backward from our most recent data available across platforms, May 1, 2025.

OVERALL VISITATION YOY	5/1/24 - 5/1/25	5/1/23 - 5/1/24
TOTAL TRIPS	11,575,780	13,224,421
VISITOR DAYS	26,380,191	25,144,814
AVERAGE LENGTH OF STAY	2.3 DAYS	1.9 DAYS

The average length of stay has increased YoY resulting in more room nights for local hotels and greater overall visitor spending. While the total number of individual trips has seen a slight dip, this shift suggests that campaigns are reaching a more qualified, engaged audience of travelers who are staying longer, exploring more, and making a stronger economic impact across the destination.

*METRICS COLLECTED THROUGH DATAFY

VISITATION TRENDS IN YOLO COUNTY

Under REBEL's guidance, Visit Yolo has experienced a year-over-year increase in hotel stays from key target markets, demonstrating the effectiveness of paid campaigns in driving real visitation. The data below highlights the origin markets of visitors who booked hotel stays, with the most significant growth coming from areas prioritized in paid advertising efforts.

ORIGIN MARKETS YOY	5/1/24 - 5/1/25	5/1/23 - 5/1/24
SF/OAK/SAN JOSE	199,431 (+9%)	181,657
LA	202,648 (+8%)	186,484
SEATTLE-TACOMA	23,147 (+76%)	13,069
PORTLAND-OR	20,627 (+26%)	16,268
RENO	29,320 (+21%)	24,106
SAN DIEGO	44,070 (+23%)	35,620

*METRICS COLLECTED THROUGH DATAFY

VISITATION TRENDS IN YOLO COUNTY

Year over year, there has been a significant increase in the number of visitors staying between 3 and 6+ days, while there was a decrease in visitors staying both one and two nights. This shows that Visit Yolo's efforts of brand awareness have resonated with target audiences and campaigns have provided inspiration that makes Yolo County appeal as a destination worth more than a single night in the destination.

LENGTH OF STAY YOY	5/1/24 - 5/1/25	5/1/23 - 5/1/24
1 DAY	11.4% (-13%)	13.1%
2 DAYS	18.5% (-38%)	29.8%
3 DAYS	18% (+2.2%)	17.6%
4 DAYS	13.7% (+20.1%)	11.4%
5 DAYS	8.96% (+37.8%)	6.5%
6+ DAYS	29.5% (+37.2%)	21.5%

*METRICS COLLECTED THROUGH DATAFY

VISITATION TRENDS IN YOLO COUNTY

ADDITIONAL ANALYTICS

Website YoY Highlights (5/1/24 - 5/1/25 compared to 5/1/23 - 5/1/24) that can be attributed to website redesign:

- **85% increase in organic search traffic**
- **32% increase in engaged sessions (meaningful interaction with the site)**

ADDITIONAL ANALYTICS

Website YoY Highlights (5/1/24 - 5/1/25 compared to 5/1/23 - 5/1/24) that can be attributed to website redesign:

Social Media YoY Highlights (2025 v. 2024):

Audience Growth: +2.1%

Follower Interaction:

Messages Sent: +367%

Messages Received: +75.7%

Video Views: +74.2%



PAID CAMPAIGNS

Paid advertising has been a major driver of Visit Yolo's marketing success, and REBEL has played a key role in developing and executing effective strategies to maximize its impact. By deploying campaigns across platforms like Meta (Facebook & Instagram), Google, YouTube, and Datafy, REBEL has significantly increased brand awareness for the destination, generating millions of impressions and reaching highly targeted audiences.

These efforts have not only introduced Yolo County to new potential visitors but also successfully moved users (especially in target markets) further down the marketing funnel, ultimately contributing to increased visitation and overnight stays. As we continue to build and refine lookalike audiences and implement retargeting strategies, we anticipate even greater success in future paid campaigns.



PAID CAMPAIGNS

BRAND AWARENESS

Brand Awareness is the most important component of Visit Yolo's marketing efforts. Overcoming the historical challenge of insufficient recognition of Yolo County, even within the state of California, is a necessary step in increasing annual visitation and allowing lower-priority and event/theme-specific campaigns to achieve success.

The Brand Awareness initiative is not just a one-time effort; it's a sustained, overarching campaign that will anchor Visit Yolo's marketing funnel.

2024 Spring Datafy Campaign (March 13, 2024 - June 1, 2024)

This Datafy campaign was the largest Brand Awareness push in 2024 and gave Visit Yolo a springboard to run the Farm to Table campaign in the fall.

Total Spend: \$25,000

High-level Analytics:

- **2.4M Impressions**
- **3,682 Clicks**
- **25,511 Trips**
- **6,231 Room Nights**
- **\$2.5M Estimated Economic Impact**

PAID CAMPAIGNS

FARM TO TABLE

The 2024 Farm to Table marketing campaign was designed to highlight Yolo County's rich agricultural heritage and position it as a premier destination for culinary tourism. By showcasing the journey from local farms to restaurants and events through captivating visuals and compelling storytelling, the campaign aimed to attract food enthusiasts and potential visitors from target markets with a goal of increasing overnight stays.

Total Spend: \$30,000

High-level Analytics (Datafy):

- Total Impressions: 1.35M
- Total Clicks: 2,293
- Total Trips: 26,107
- Est. Room Nights: 3,894
- Est. Economic Impact: \$4.5M

High-level Analytics (Meta):

- Total Impressions: 1.6M
- Total Clicks: 10,319
- Click-through Rate (CTR): .64
- Cost per landing page view: \$1.02





PAID CAMPAIGNS

High-level Analytics (Google/YouTube):

- **Total Impressions: 1.66M**
- **Total Clicks: 37,024**
- **Click-through Rate (CTR): 2.23**
- **Cost per landing page view: \$.30**

(Above analytics include data collected through May 20, 2025 and will continue to grow as attribution data continues to be collected. Total trips, est. room nights, and est. economic impact cannot be accurately measured for these Meta and Google/YouTube campaigns, however through a new Datafy attribution tool, future campaigns on these platforms should have measurable results for those categories.)

More details on this campaign have been documented in a campaign wrap report.

PAID CAMPAIGNS

INDULGE IN THE AUTHENTIC PODCAST

Visit Yolo invested in the development of a podcast series with Armchair Productions to increase awareness of the podcast and increase downloads, REBEL developed and managed social media campaigns which required the development of video trailers for each episode, social media ads, promotional printed materials, and a dedicated landing page on VisitYolo.com (including all elements from copy to design, to implementation).

SPRING 2024 META CAMPAIGN

Total Spend: \$2,000

Objectives:

- Raise brand awareness
- Encourage downloads

High-level Analytics

- 107,000 impressions
- 3,262 clicks
- 483 Total Downloads





PAID CAMPAIGNS





PAID CAMPAIGNS

BILLBOARD

REBEL designed billboard creative that was swapped out seasonally (4x/year) to align with seasonal themes and current campaigns - tying together messaging across platforms, both digital and physical.

Total Spend: \$25,000

As this was a physical advertising campaign, the collection of detailed analytics like what can be completed in digital campaigns is not possible.



PAID CAMPAIGNS

AUDIO TOUR

REBEL managed the strategy development and deployment of a campaign promoting a downloadable audio tour of Yolo County produced by Wayfarer Journey. The campaign included creating video trailers for each episode, updating the Visit Yolo website homepage to highlight the tour, and designing marketing collateral that was distributed to local hotels to share with guests.

SPRING 2024 META CAMPAIGN

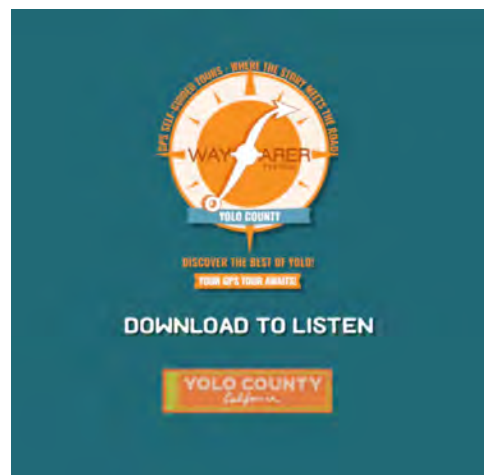
Total Spend: \$1,500

Objectives:

- Raise brand awareness
- Encourage downloads

High-level Analytics

- 103,000 impressions
- 1,175 clicks
- 33 Total Downloads





PAID CAMPAIGNS

ALMOND BLOOMS

To promote the seasonal almond blooms in 2024, REBEL refreshed a landing page surrounding the bloom, top activities relating to it, and calling attention to booking room nights. A brief social media campaign was implemented to raise awareness of the Visit Yolo brand and push users to the website. This campaign required strategy development, photo and video production, along with execution.

SPRING 2024 META CAMPAIGN

Total Spend: \$425

Objectives:

- Raise brand awareness

High-level Analytics

- 75,000 impressions
- 1,972 clicks

PAID CAMPAIGNS



PAID CAMPAIGNS

SEATTLE MAGAZINE

REBEL coordinated a paid advertising initiative with Seattle Magazine launched on April 11, 2024, which was an opportunity to tap directly into a target market to gauge interest and test a more direct approach. This effort included both a Sponsored Article on the publication's website along with a banner ad in its digital newsletter.

Total Spend: \$3,500

Objectives:

- Raise brand awareness

High-level Analytics

Sponsored Article

- 21,058 article views
- 510 clicks to Visit Yolo website

eBlast

- 6,772 email opens
- 317 clicks to Visit Yolo website



PAID CAMPAIGNS

CalSAE eBLAST

On November 21, 2024 Visit Yolo sponsored an eBlast from the California Society of Association Executives (CalSAE). This effort was the first of a meetings and conferences effort which will continue into the new fiscal year with an extensive LinkedIn advertising campaign.

31 clicks

2.27 click through rate

Total Spend: \$3,500

Impressions: 1,364



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MAJOR ACCOMPLISHMENTS

Beyond developing and executing paid campaigns, much of REBEL's work centers on brand development, strategic planning, and long-term positioning, which are essential elements that can't be quantified in analytics alone. These foundational efforts are what make paid advertising more effective and impactful. The next few pages feature a snapshot of key accomplishments REBEL has delivered since partnering with Visit Yolo that have laid the strategic groundwork for driving the long-term success of the brand.

BRAND GUIDE DEVELOPMENT

When REBEL began working with Visit Yolo in late 2022, the county's largest obstacle was a lack of brand awareness. This presented an opportunity for REBEL to create a comprehensive brand guide to ensure that Visit Yolo's primary objective, increasing brand awareness, was achievable. The completion laid the groundwork needed to move forward with brand awareness efforts, paid campaigns, a website rebuild, and more - all with a cohesive look, feel, and messaging. View the Brand Guide [here](#).



MAJOR ACCOMPLISHMENTS

ANNUAL MARKETING STRATEGY

At the onset of the relationship, REBEL developed an annual marketing strategy which set forth annual goals and objectives paired with campaigns and actionable projects to lead to the achievement of those goals. This roadmap has been crucial in the development of the Visit Yolo brand, increased awareness of the brand, and consequential visitation in the destination.

WEBSITE REBUILD

The Visit Yolo website was successfully rebuilt by REBEL and relaunched on June 18, 2024, marking a major improvement in the organization's digital presence. The updated site features cleaner, more intuitive navigation and a significantly enhanced user experience, making it easier for visitors to explore all that Yolo County has to offer. On the backend, the rebuild also simplified updates and content management, ensuring Visit Yolo staff—and any future website managers—can easily maintain and edit the site moving forward. View the fully refreshed [VisitYolo.com](https://www.visit-yolo.com).

REDESIGN LED TO (YOY - MAY 1, 2024 - MAY 1, 2025):

- **85% increase in organic search traffic**
- **32% increase in engaged sessions (meaningful interaction with the site)**



MAJOR ACCOMPLISHMENTS

DESIGN

REBEL provides a full suite of design services for Visit Yolo, supporting both digital and print marketing efforts. This includes wireframing and developing campaign-specific landing pages, creating eye-catching social media and website banner ads, and designing polished magazine advertisements.

MARKETING SUPPORT

REBEL supports Visit Yolo through all its marketing initiatives from the big projects like annual strategies, website rebuilds, and paid campaigns, to lesser-seen projects ranging in scope from regular website maintenance and updates, to organic social media management and website copy, to graphic design for everything from pens to billboards. REBEL's support behind the scenes ensures the overall brand is marketed cohesively and large scale projects have the supporting materials and efforts they need to be successful.

MEDIA

REBEL has developed a large library of photography and videography for Visit Yolo which has been applied across platforms from the website to social media to paid advertisements shown to audiences across the west coast. Videos produced by REBEL utilizing the content captured range from brand awareness for the County to features on individual businesses and specific events. A library of produced video highlights can be found [here](#).



REBEL SERVICES

As Visit Yolo's marketing partner, REBEL Media & Marketing provides a full suite of services designed to strategically elevate Yolo County's brand and increase visitation and overnight stays. Our expertise ensures that every campaign is goal-oriented, data-driven, visually engaging, and effectively targeted to the right audiences.

BRAND DEVELOPMENT

Developing and establishing a brand identity to be leveraged in all future creative and marketing efforts.

STRATEGIC PLANNING & CAMPAIGN DEVELOPMENT

Crafting comprehensive marketing strategies that align with Visit Yolo's goals while ensuring consistent branding and message delivery.

ADMINISTRATIVE & MARKETING SUPPORT

Assisting with campaign execution, coordination, and ongoing project management to keep initiatives running smoothly both internally and with vendors/third-parties.

CREATIVE DESIGN

Developing elevated, eye-catching graphics and branding materials to enhance Visit Yolo's visual identity across all platforms and audiences.



REBEL SERVICES

SOCIAL MEDIA MANAGEMENT

Overseeing content creation, scheduling, engagement, and community management across Meta (Facebook & Instagram) platforms.

YOY HIGHLIGHTS (2025 V. 2024)

- Audience Growth: +2.1%

FOLLOWER INTERACTION:

- Messages Sent: +367%
- Messages Received: +75.7%
- Video Views: +74.2%

PHOTOGRAPHY & VIDEOGRAPHY

Capturing high-quality visuals that showcase Yolo County's scenic landscapes, farm-to-table experiences, wineries, and more.

PAID ADVERTISING & CAMPAIGN EXECUTION

Managing and optimizing digital ad campaigns across platforms like Meta, YouTube, and Datafy to increase awareness and drive both visitation and hotel bookings.

REBEL SERVICES

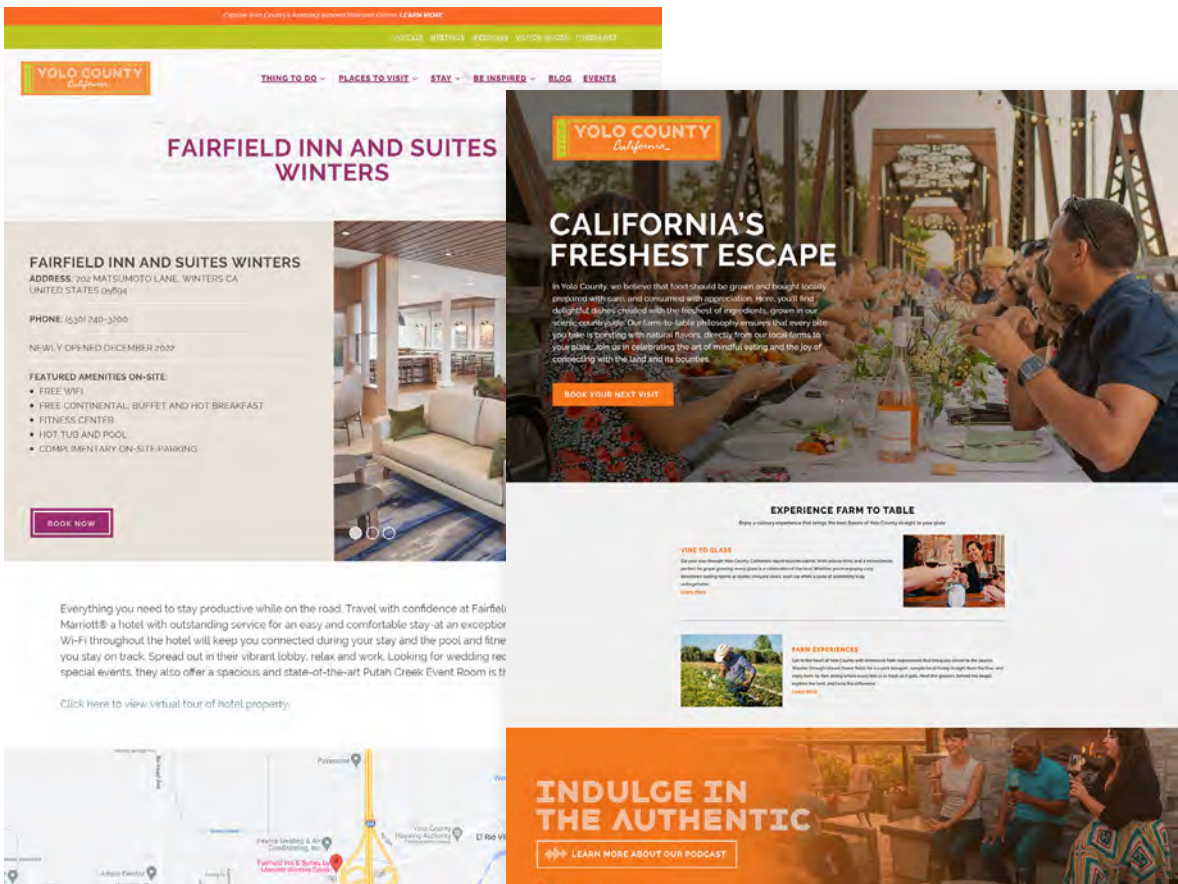
WEBSITE SUPPORT & CONTENT UPDATES

Ensuring Visit Yolo's website remains current, user-friendly, and optimized for both visitors and search engines.

PRINT/SWAG

Supporting Visit Yolo's marketing efforts, especially for in-person events through printed materials for distribution ranging from a printed "Destination Profile" to a Travel Impact Report and promotional items including tote bags, wine bottle holders, and more.

Through these integrated services, REBEL has helped Visit Yolo build brand awareness, increase engagement, and drive visitation.



UTILIZATION

REBEL has developed a deep understanding of Visit Yolo and its stakeholders during our relationship, beginning with a significant time investment during the onboarding process and through foundational projects, notably developing and establishing a brand identity, to our current near-daily communications and monthly board meeting attendance.

REBEL is able to provide great value and efficiency in our ongoing work thanks to this understanding and ongoing relationship. While time and resources naturally fluctuate depending on the size and scope of campaigns or special projects, our established processes and familiarity with the client's goals, voice, and audiences ensure that all hours are spent with purpose and impact.



CONCLUSION

Since the beginning of our partnership, REBEL has developed a deep understanding of Yolo County and its unique needs, resulting in a highly effective collaboration and consistently successful marketing efforts. With clear alignment in goals, messaging, and execution across platforms, Visit Yolo continues to benefit from strategic, tailored service. As this partnership grows, REBEL remains committed to delivering elevated results and driving continued success across campaigns.

