



VISIT

YOLO COUNTY  
*California*

# Operational Structure

- 501c6 non-profit
- Tourism Business Improvement District Funded – 2% assessment
- 7-year term ends in June 2029
- Each jurisdiction receives 40% of collections for city specific marketing programs
- Eligible lodging properties in Davis, Winters, Unincorporated area of County, West Sacramento (voluntary)
- Woodland is a non-hotel assessed jurisdiction – non-lodging membership only
- 12-member volunteer board representative of jurisdictions – 50% hotel + tourism friendly non-lodging representation



# Economic Impact

- Recorded by Dean Runyon and Associates under contract by Visit CA, reflects 2024 data:
- Yolo County travel related spending in 2024 was \$506.2 million.
- Yolo County generated \$43.8 million in state and local tax revenue.
- Tourism in Yolo County provided 5.6k jobs
- Travel spending in 2024 surpassed pre-pandemic spending.

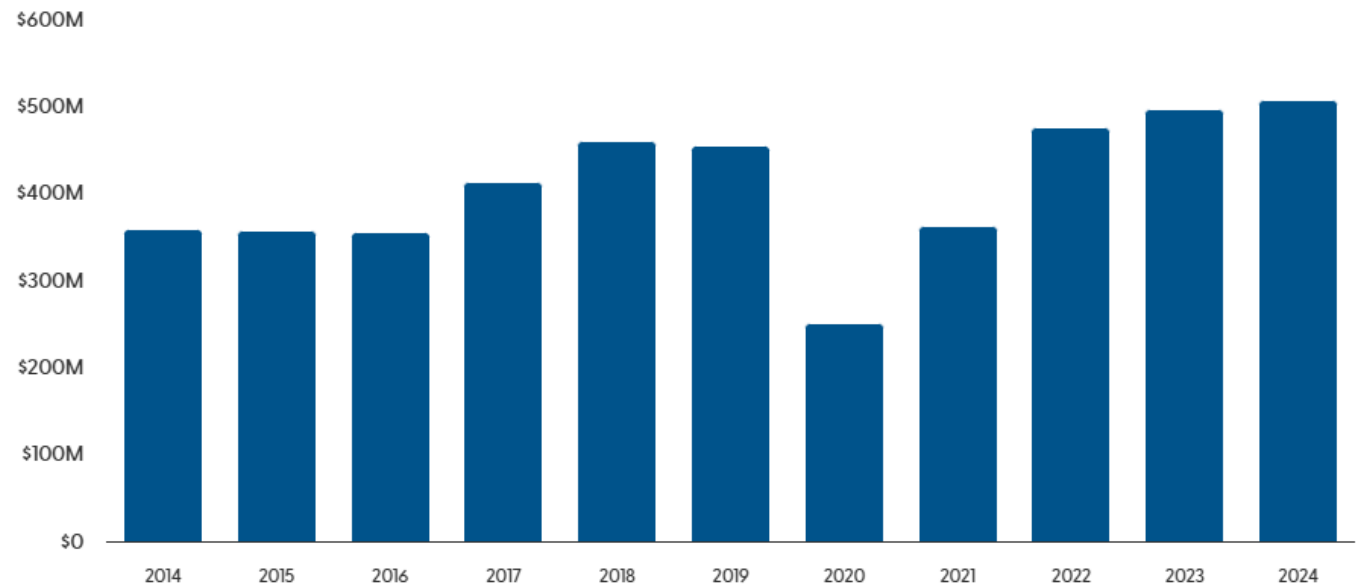
**\$506.2M**

Yolo travel-related spending

**\$43.8M**

Yolo state and local tax revenue

Travel spending in Yolo



Source: Dean Runyan Associates, Inc.

# Activations

- Consumer direct advertising including print, digital, billboard, social media;
- Organic marketing efforts such as social media and website presence;
- Travel trade development events including trade shows, sales missions, hosting educational site visits, other;
- Public relations activities including press releases, targeted story pitching to regional, national and international media;
- Memberships in key associations/organizations that provide visibility;
- Key partnerships with local, regional, national and international groups;



# Success Story 1

## Podcast

An immersive experience into California's wine and food scene, where farm-to-table comes alive. Fresh, flavorful food, delicious wine, and a life spent in harmony with nature.

- 7 Episodes
- 834 downloads
- Global exposure via airline entertainment systems on Singapore Airlines, Cathay Pacific and now Vietnam Airlines

Produced by award winning journalist and podcaster, Aaron Millar

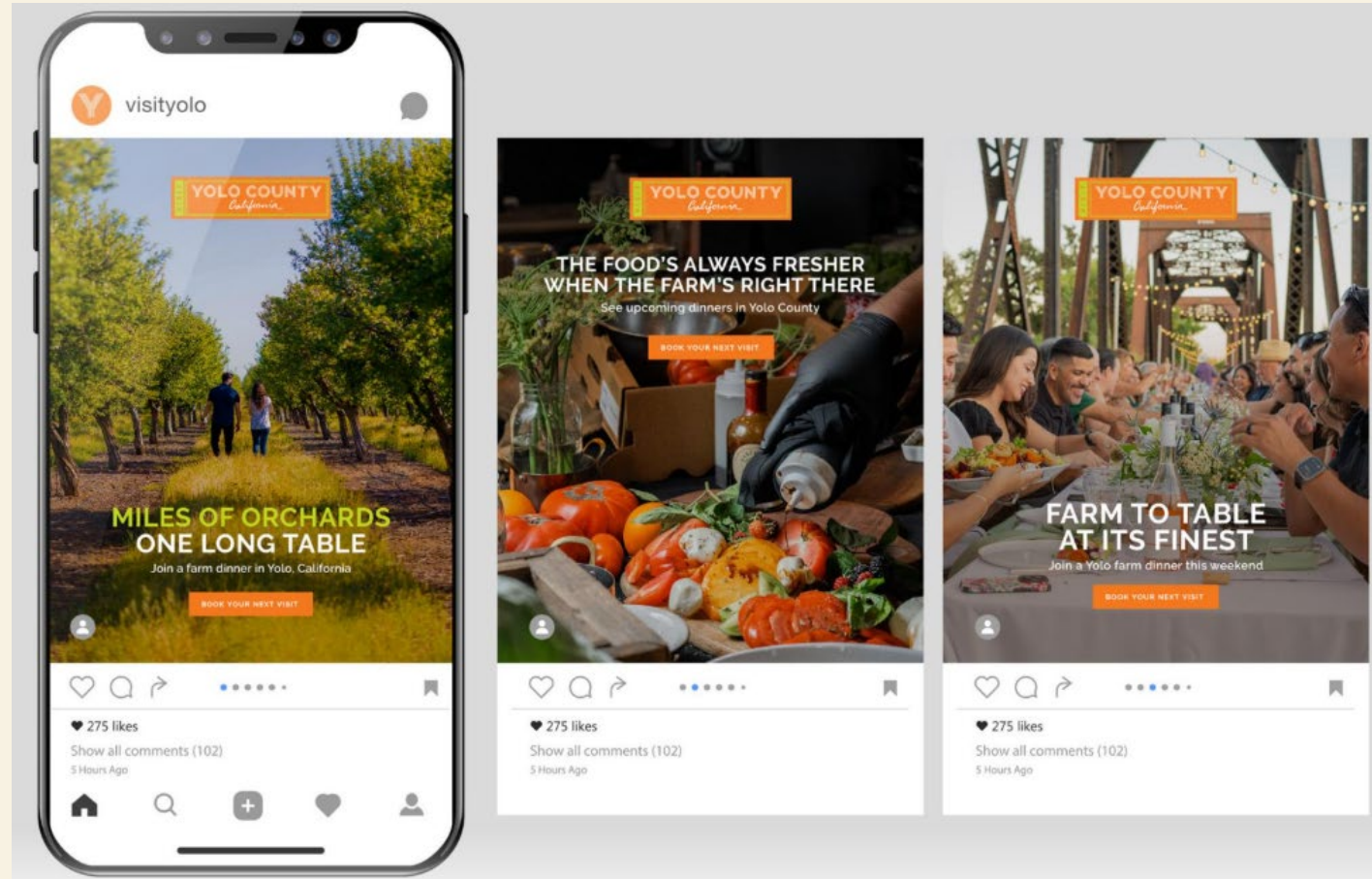
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# Success Story 2

## Farm To Table Campaign

- The 2025 Farm to Table marketing campaign built off the momentum of our 2024 campaign, highlighting Yolo County's rich agricultural heritage. The campaign showcased the journey from local farms to restaurants and events, attracting visitors with a focus on increasing overnight stays.
- The campaign ran through Meta, Google/Youtube and Datafy June – August 2025. Visit Yolo invested \$20,000 in paid consumer ads.
- The Datafy campaign generated 2,911 trackable trips into the destination with an economic impact of \$491,289. To date the campaign also generated 586 consumed room nights with an economic impact of \$105,480 to the hotels. These numbers will continue to grow as tracking continues.



# Success Story 3

## Terre Madre Americas

- 7 local business partners provided information or sold product under Visit Yolo banner at inaugural TMA
- Additional VY partners occupied own space adjacent to VY
- Retail sales greater than traditionally experienced at Sacramento Farm to Fork Festival vendor fair
- Hosted three Mexico food journalists and influencers in partnership with Visit CA



# Key VY and Jurisdictional Initiatives

- Continuing to support established jurisdiction branding strategies and expansion of dedicated websites
- Further elevation of the dedicated Meetings and Conference program including targeted advertising, site visits, trade shows and overnight booking incentive programs
- Yolo Fest 2026, March 27-29 involves a county wide weekend celebration of all things that make Yolo County a special place to visit
- Development and implementation of paid advertising campaigns for Davis and Yolo County, late winter/early spring.



# Press Coverage

- Visit Yolo generated 49 pieces of press coverage. Including articles on MSN, Forbes, Yahoo, Sacramento Bee, NBC Los Angeles, Secret Los Angeles, 7x7 and more.

THE SACRAMENTO BEE

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

### \* SECRET LOS ANGELES

EAT + DRINK CULTURE OUTDOOR ADVENTURES NEIGHBORHOODS WINE COUNTRY



Almond blossom season is storybook beautiful in Sacramento and Yolo Counties. (Courtesy of [Carmelita Soto](#))

## Wildflower season is great but have you heard of orchard blossom season?

By [Shoshi Parks](#) Mar 04, 2025

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, 08:00am EDT

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



If mom loves to garden, take her to Park Winters in Yolo California for a rainbow of blooms.

Forbes

Cyber Sale: Less than \$1/week

## Trade City Stress For Farm-To-Table Serenity On This California Getaway

Nearby San Francisco and Sacramento may get the spotlight, but budget-friendly Yolo County is California's most delicious summer secret.

By [Rebecca Deurlein](#), Former Contributor. © Rebecca Deurlein is an award-winning travel writer.

Published Aug 13, 2025, 05:00am EDT, Updated Aug 13, 2025, 02:40pm EDT

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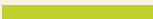
# YOY Growth

- As a result of Visit Yolo programs and campaigns, we have experienced a year-over-year increase in key areas, demonstrating the effectiveness of campaigns in driving real visitation.
- YOY growth in length of stay. In 2024 the average length of stay was 1.9 days, while in **2025 the average length of stay is 2.3 days.**
- YOY growth in key target markets including:
  - San Francisco/Oakland/San Jose +9%
  - LA +8%
  - San Diego +23%
  - Seattle-Tacoma +76%
  - Portland OR +26%
  - Reno +21%
- All metrics collected through Datafy visitor tracking software



# A Look Ahead

- Meeting Planners International and CalSAE leadership/sommelier site visit (12/14-16)
- Paid advertising campaign with Datafy launching in January
- Yolo Fest (March 27-29)
- Hosting journalists for in destination familiarization tours (ongoing)
- Meeting planner site visits (ongoing)
- German tour operator campaign executions
- Key travel trade exhibitions (1-6/26)
- Development and execution of 3<sup>rd</sup> and 4<sup>th</sup> quarter press story lines





## Questions

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