



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 and the Unincorporated area of County
- Woodland and West Sacramento are non-hotel assessed jurisdiction – non-lodging membership only
- 12-member volunteer board representative of jurisdictions – 50% hotel + tourism friendly non-lodging representation
- 1.5 staff



Economic Impact

- Recorded by Dean Runyon and Associates under contract by Visit CA, reflects 2025 data:
- Yolo County travel related spending in 2025 was \$516.7 million.
- Yolo County generated \$46.8 million in state and local tax revenue.
- Tourism in Yolo County sustained 5.4k jobs
- Travel spending in 2025 surpassed pre-pandemic spending.
- Germany market representation generated over 200 room nights and over \$100,000 in economic impact in 2025.
- Advertising campaigns through Datafy generated \$19 million in economic impact to the destination and \$2 million in economic impact to lodging.

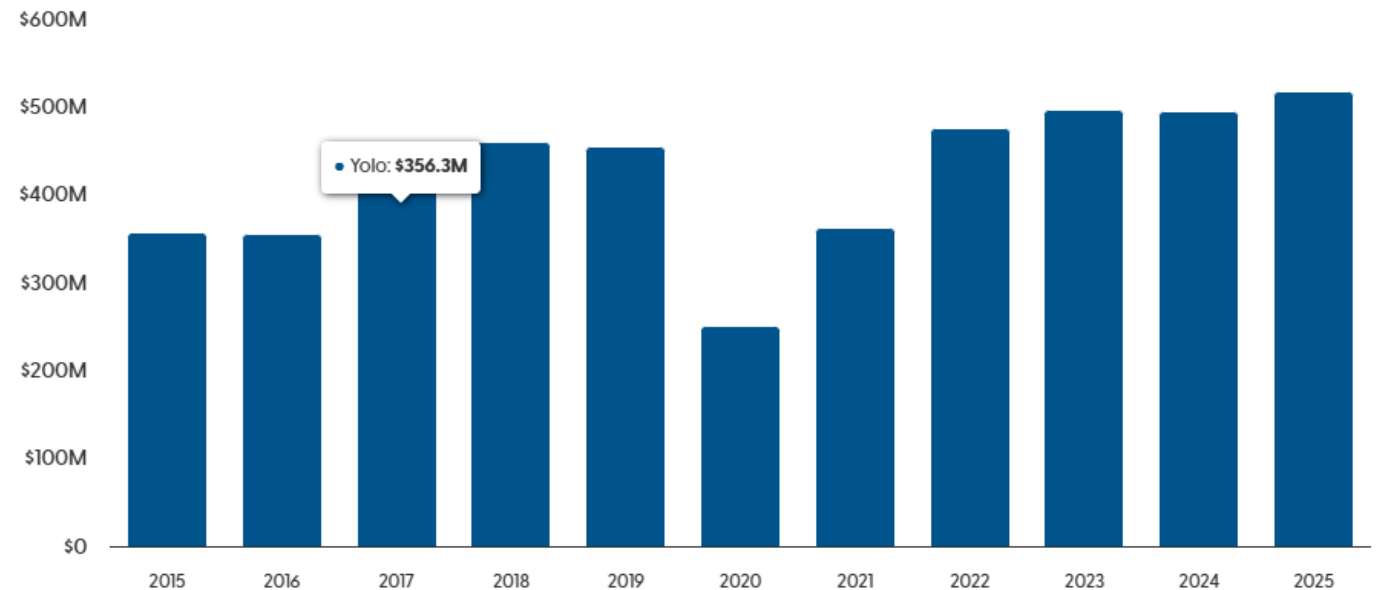
\$516.7M

Yolo travel-related spending

\$46.8M

Yolo state and local tax revenue

Travel spending in Yolo



Source: Dean Runyan Associates, Inc.

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



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;



Familiarization Tours

- Ireland Travel Agents
- Meeting Planners International Wine Lovers
- Japan Social Media Influencers
- Geo France (comparable to National Geo)
- Mexico food journalists associated with the Terre Madre event
- Travel and Leisure Magazine
- Meetings and Incentive Fam
- Luxury tour operator for the India market
- Destination America, receptive company



Success Story 1

Podcast

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

- 7 Episodes
- 1,158 downloads and increasing (averaging 40 downloads per month)
- Global exposure via airline entertainment systems on Singapore Airlines, Cathay Pacific and now Vietnam Airlines

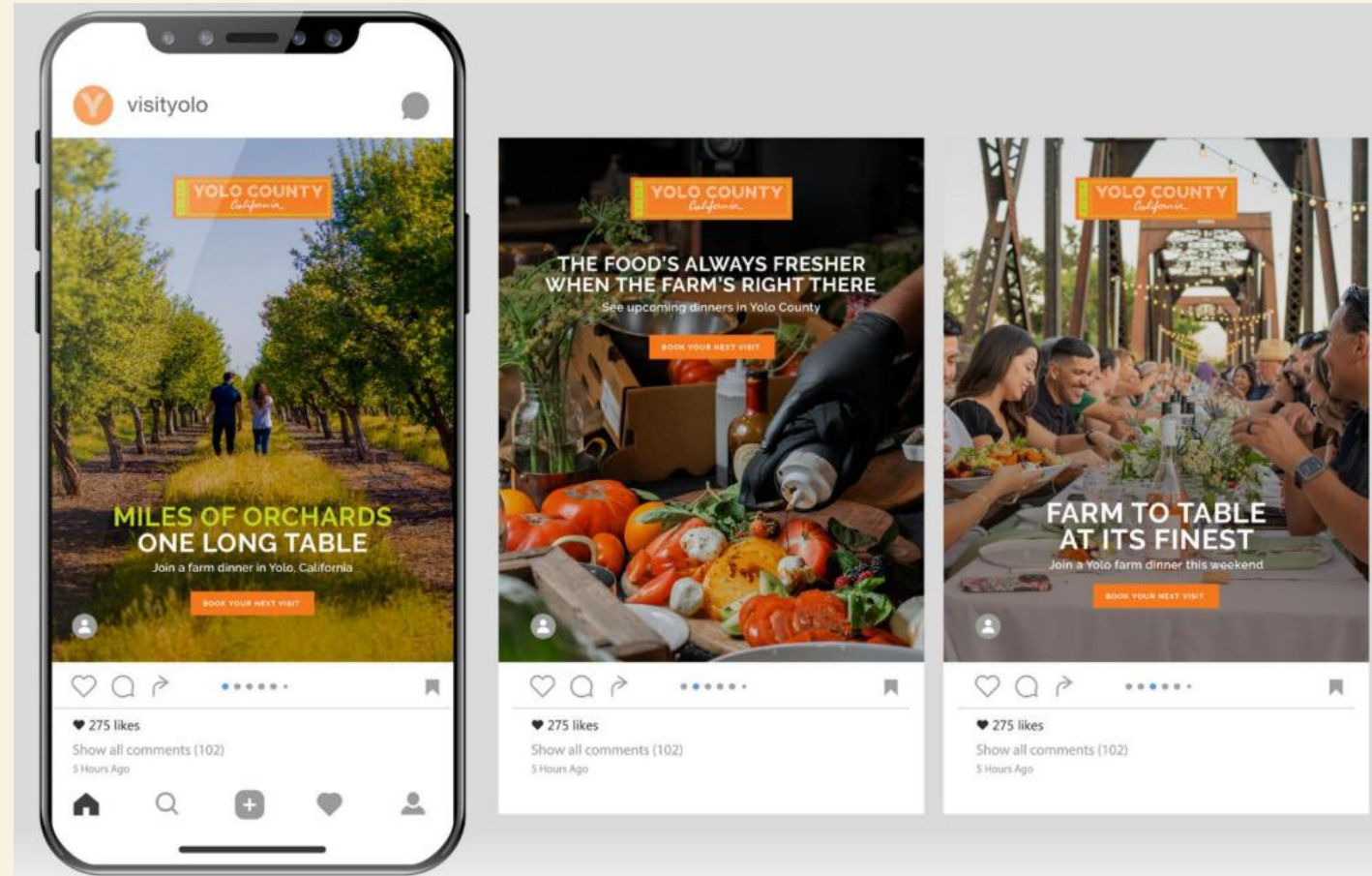
Produced by award winning journalist and podcaster, Aaron Millar



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 3,088 trackable trips into the destination with an economic impact of \$539,380. To date the campaign also generated 635 consumed room nights with an economic impact of \$114,300 to hotels.



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
- Returning in 2027



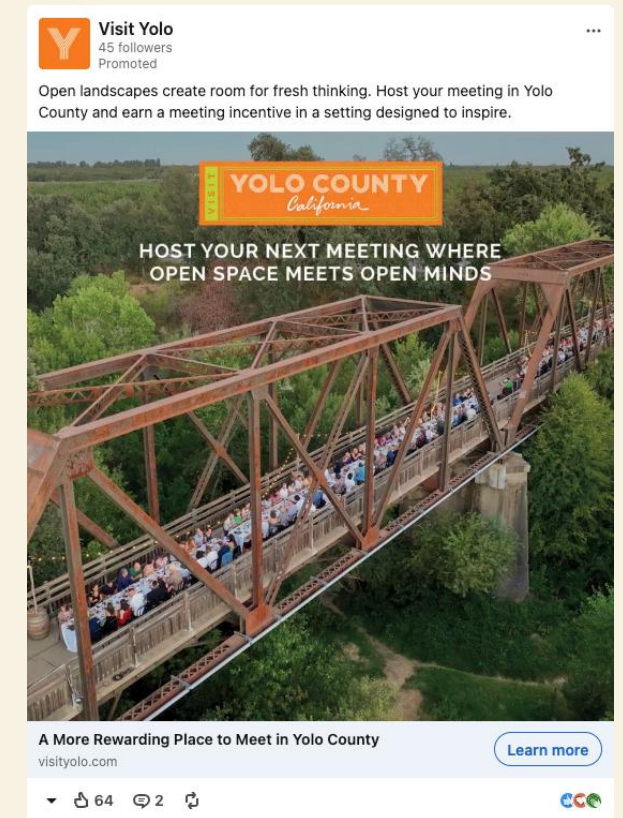
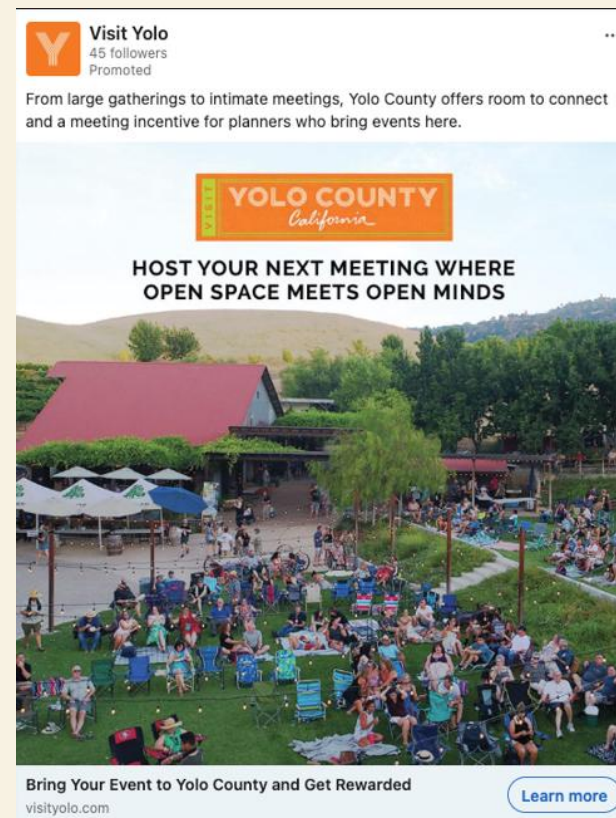
Key VY and Jurisdictional Initiatives

- Shifting energies away from VY brand awareness toward elevation of individual jurisdictions
- Increased emphasis behind the newly developed Meetings and Conference program
- Destination Davis Video Series – 6 episodes
- 50th Anniversary of Davis Farmers Market Promotion
- Build out of an annual Stars Hollow/Gilmore Girls festival in low season (January 2027)
- Billboard & radio advertising for Discover Winters



Meetings & Conferences Program

- Dedicated landing page
- Paid campaigns on LinkedIn, Meta and Smart Meetings Magazine
- Membership in key association and meeting planner organizations
- Partner in CA DMO Alliance
- Attending key meeting planner focused trade shows and exhibitions
- Incentive program
- Site visits and fam tour execution



Press Coverage - Domestic

- Visit Yolo generated 71 pieces of press coverage. Including articles on MSN, Forbes, Yahoo, Sacramento Bee, NBC Los Angeles, Secret Los Angeles, 7x7 and more.



* SECRET LOS ANGELES

EAT + DRINK CULTURE OUTDOOR ADVENTURES NEIGHBORHOODS WINE COUNTRY



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

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

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

HOMES & GARDENS

GARDENS

Where to pick your own bouquet in the USA – 15 locations that offer a fabulous floral experience

Make treasured memories this summer by visiting a flower farm

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When you purchase through links on our site, we may earn an affiliate commission. [\(Learn More\)](#)



THE SACRAMENTO BEE

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

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.

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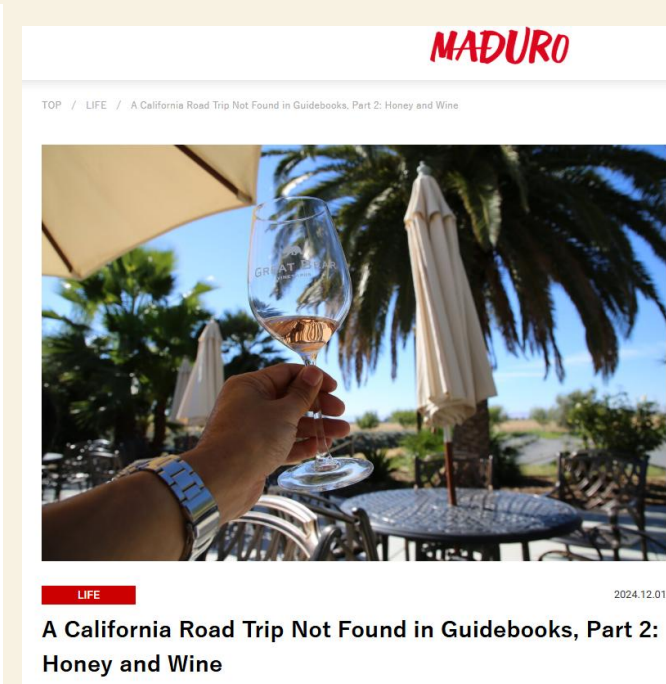
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Press Coverage - Global

- Several articles have been produced in both print and digital, including social media, in a variety of countries such as Japan, Mexico, Switzerland, France, other



Press Coverage - Global

4 GEO HORS-SÉRIE



Photo: J. H. / G. H. / G. H.

GEO HORS-SÉRIE 5

Californie



Dans le Yolo County, à 1h30 de San Francisco, Rafael Gallano (à g.) a racheté une ferme victorienne pour en faire le Park Winters, un bed & breakfast de charme, entre champs de fleurs, beaux objets patinés et cuisine de produits locaux. Les urbains aisés viennent s'y relaxer loin de la métropole.



GEO HORS-SÉRIE 7



doraemontoaya and 2 others

doraemontoaya 4w
カリフォルニアusウェルネスTRIP中です 🇺🇸🇯🇵

サクラメント旅で少し足を伸ばして、Yoloにある「The HIVE」へ 🍷 ローカルの空気を感しながら、はちみつやクラフト感ある空間を楽しむ素敵スポットでした 🍯💚

サクラメント周辺を巡るなら、ぜひ立ち寄ってほしい場所のひとつ！ はちみつのお酒って初めて飲んだし、30種類もあるはちみつ、初めてだった 🍯🍷

#カリフォルニア #カリフォルニア観光局
#visitcalifornia @visitcaliforniainjapan @visityolo

📺動画ではサクラメントと言っていますが、正しくは、お隣のYOLOです 🍯💚

May 28

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A Look Ahead

- Star Hollow Festival, Winters and Davis (January 2027)
- Meeting planner site visits (ongoing)
- Development of group /meeting planner experience inventory
- Luxury tour operator, Journey Label, out of UK and India, site visit (July 7 and 8)
- Jurisdictional elevation ahead of Yolo County brand across all platforms including social media, print, advertising, other
- Imagining America National Gathering – Davis
- Visit CA UK podcast on Slow Food featuring Juan Barajas, Visit Yolo's food ambassador





Questions
