

Tourism Matters



PRESENTED TO

**UC DAVIS
AGRITOURISM INTENSIVE ~
SACRAMENTO**

ALAN HUMASON
EXECUTIVE DIRECTOR
YOLO COUNTY VISITORS BUREAU

JANUARY 17, 2013

The travel industry's role in the American economy is profound.



- In 2010, domestic and international travelers logged **2 billion trips** to destinations in all 50 states and Washington, D.C., **spending \$759 billion on goods and services at local businesses.**
- Nationally, travel supports nearly **7.5 million jobs**, generating nearly **\$190 billion in wages** and nearly **\$120 billion in government tax revenues.**

... Can you say “Huge?”

California State Travel Statistics 2011



- **Travel related spending = \$102.6 billion (+7.6% vs. 2010)**
- **Employment generated = 893,000 jobs (+1.5%)**
- **Local tax revenue gains = \$2.3 billion (+10.1%)**
- **Foreign travelers bring = \$19.1 billion (nearly 20% of all)**

Source: Visit California

In Yolo County, Travel Adds Up



- **\$269 million** total travel spending in county
- **3,200 jobs** supported
- **\$3.9 million**
in local tax receipts



Source: Visit California, "California Travel Impacts by County" (2011 stats)

The Yolo County Visitors Bureau

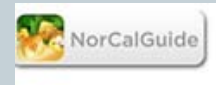


- The YCVB markets the cities of Davis, Woodland, and Winters, and the surrounding unincorporated areas of Yolo County, as prime tourist destinations for civic and rural events and activities, dining and food-related pursuits, entertainment, meetings, recreation, and overnight stays.

The Yolo County Visitors Bureau



- The YCVB is the county's official Destination Management Organization (DMO) and works closely with numerous other civic, private, and non-profit agencies to achieve its goals.
- The YCVB provides a full range of information services to tourists and meeting/event planners via:
 - website (www.yolocvb.org)
 - aggressive public relations
 - Social Media: Facebook, Twitter, Pinterest
 - maps, brochures, and publications
 - mobile app on iPhone and Android platforms
 - Coordinated sales/marketing effort led by YCVB Director of Sales
 - partnerships and collaborations with other agencies



(a sample of) **Who We Work With (Civic)**

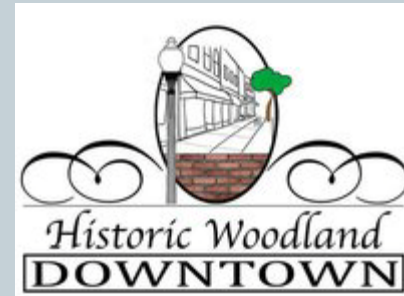


- The Cities of Davis, Woodland, and Winters



- Chambers of Commerce for Davis, Woodland, and Winters

- Davis Downtown, HWDBA



- Capay Valley Vision



- Yolo County Economic Development office



Who We Work With (Community)



- Local Assets:



- UC Davis / Conference & Events Services

- Roots to Wine / Clarksburg Wine Association



- Hotels & Inns across the county



Who We Work With (Industry)



- Visit California



- Central Valley Tourism Association



- San Francisco Travel



- Brand USA



- Bay Area Travel Writers



Who We Work With (Professional)



- California Society of Association Executives

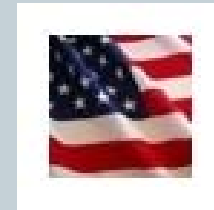


- Meeting Planners International



- Society of Government Meeting Professionals

- Alliance of Military Reunions



What We Can Do to Help You



- Consult on marketing and promotion strategies
- Draft, edit, and send out press releases
- Help promote tours and events
- Arrange press trip visits by travel writers or groups
- Provide input on your promotional collaterals
- Distribute materials at our Visitor Center and other locations
- Connect you with other promotional organizations
- Get you on Social Media Platforms ~ *don't ignore them!*

When you have them here . . .



- **Customer Service is Job #1!**
 - Personal attention, caring, sharing the wealth
- **Make it a *Better* Experience**
 - Delivery everything you promise, and then some
- **Deliver the Unexpected: Surprise = Delight**
 - A little extra they don't know about can be huge
- **Say Thank You more than once**
 - Show appreciation after they have gone home via email, or better yet, a hand-written note

When you have them here . . .



- **Ask for feedback**
 - Go direct, or use surveymonkey
- **Offer incentives for referrals**
 - Something of yours, gift basket, credit at another place
- **Follow-up with after-market marketing**
 - Newsletter, “special offer for returning guests”
- **Get data – emails, etc. – and use it in friendly ways**
 - Never share customer data without permission
- **Know your customer ~ and use your imagination**
 - Get ideas from colleagues and competitors

The Yolo County Visitors Bureau



- *Alan Humason, Executive Director*
- *Dawn Adams, Sales Director*
- *Tiffany Dozier, PR / Communications Manager*

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