

# YSLA 2020 Marketing Plan



# Mission

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The purpose of the YSLA is to increase the promotion and marketing of tourism and increase hotel room-night consumption in the cities of Yuba City, Marysville, Live Oak, and Wheatland; and the unincorporated areas of Yuba and Sutter counties.

## Heads in Beds

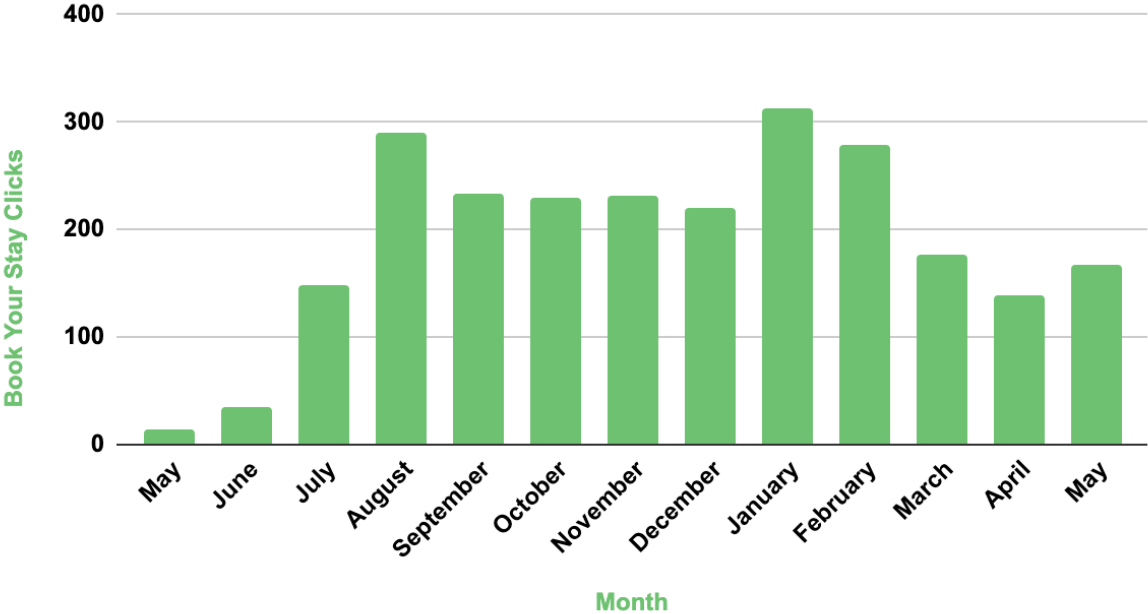
# 2019 - 2020 Efforts

## Website Users



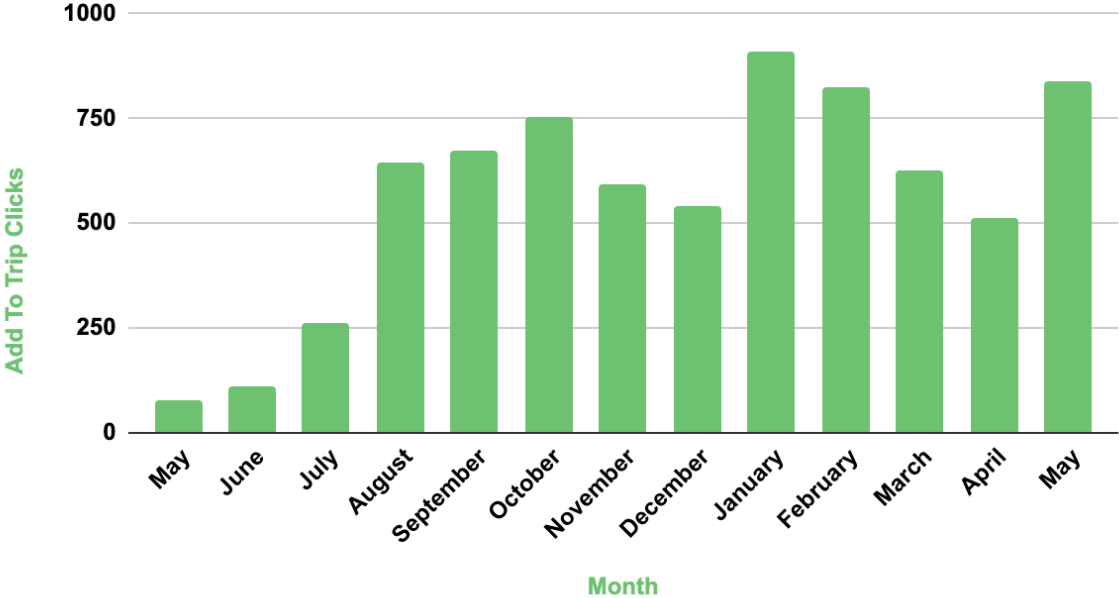
# 2019 - 2020 Efforts

Book Your Stay Clicks



# 2019 - 2020 Efforts

## Add To Trip Clicks



# 2019 - 2020 Efforts

TOP CITIES VIEWING WEBSITE	SESSIONS
San Francisco	9,049
Sacramento	6,517
Yuba City	2,616
San Jose	2,557
Fresno	1,579
Oakland	1,512
Santa Clara	1,397
Reno	1,041

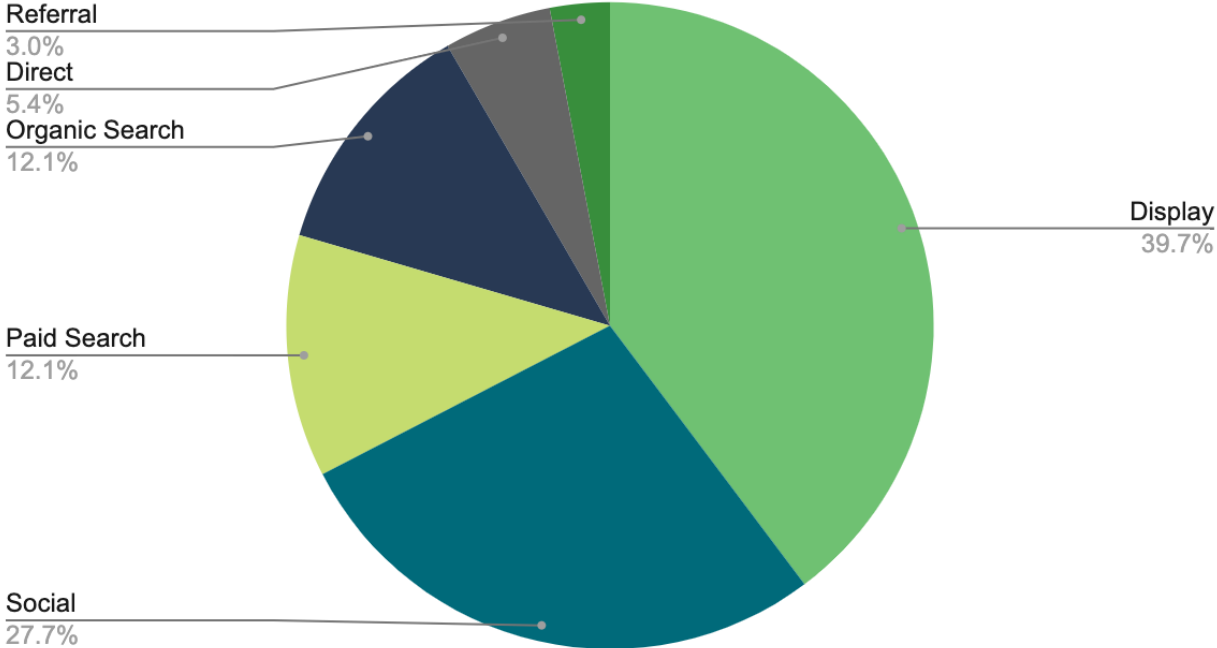
# 2019 - 2020 Efforts

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**91%** of visitors to the website are from our  
Target Market

# 2019 - 2020 Efforts

## Traffic Sources





# 2019 - 2020 Efforts



Ad Spend	\$2,459
Views	101,565
Impressions	202,160
Clicks	448
View Rate	46.13%
CTR %	0.20%

Industry Average View Rate: 28%

→ Our View Rate: 46%

# 2019 - 2020 Efforts

Google Ads  facebook.



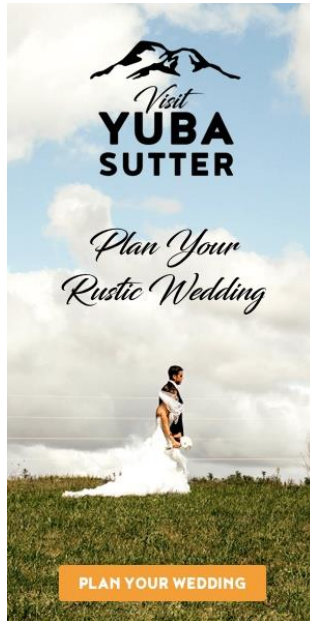
## AFFORDABLE WEEKEND GETAWAY

Ad Spend	\$5,733
Impressions	3,526,995
Clicks	9,950
Book Your Stay Clicks	488
Add to Trip Clicks	774

**Average Search CTR: 1.91%**  
**Our Search CTR: 8.11%**

# 2019 - 2020 Efforts

Google Ads  facebook.



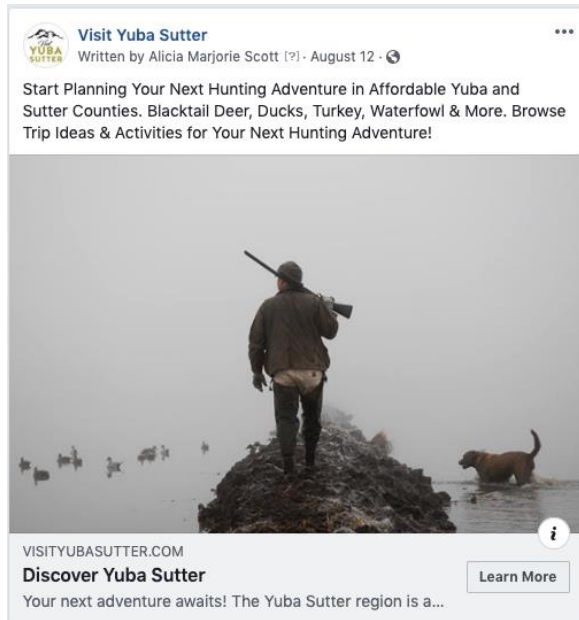
## RUSTIC WEDDING

Ad Spend	\$2,068
Impressions	763,129
Clicks	2,545
Book Your Stay Clicks	13
Add to Trip Clicks	193

**Average Search CTR: 1.91%**  
**Our Search CTR: 4.68%**


# 2019 - 2020 Efforts

Google Ads  facebook.

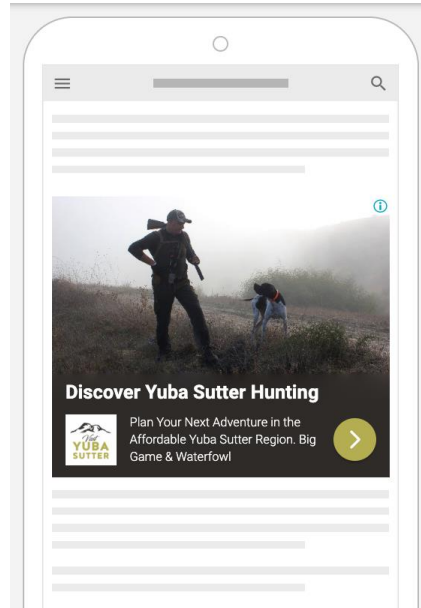


**Visit Yuba Sutter**  
Written by Alicia Marjorie Scott [?] · August 12 · 🌐

Start Planning Your Next Hunting Adventure in Affordable Yuba and Sutter Counties. Blacktail Deer, Ducks, Turkey, Waterfowl & More. Browse Trip Ideas & Activities for Your Next Hunting Adventure!



VISITYUBASUTTER.COM  
**Discover Yuba Sutter**  
Your next adventure awaits! The Yuba Sutter region is a... [Learn More](#)



**Discover Yuba Sutter Hunting**

Plan Your Next Adventure in the Affordable Yuba Sutter Region. Big Game & Waterfowl

## HUNTING

Ad Spend	\$5,742
Impressions	2,194,102
Clicks	9,146
Book Your Stay Clicks	513
Add to Trip Clicks	1,147

**Average Display CTR: .35%**  
**Our CTR: .42%**

# 2019 - 2020 Efforts

Google Ads

## Fishing in Northern California | Visit Yuba Sutter

[www.visitubasutter.com/Fishing](http://www.visitubasutter.com/Fishing)

Scenic Outdoor Landscapes, Diverse Wildlife, Pristine Mountain River  
Next Fishing Trip in the Yuba Sutter Region. Fly Fishing, Steelhead & Salmon  
Fly Fishing · Salmon · Striper · Sturgeon

Featured hotels: Hotels, RV & Camping, Bed & Breakfasts, Cabins

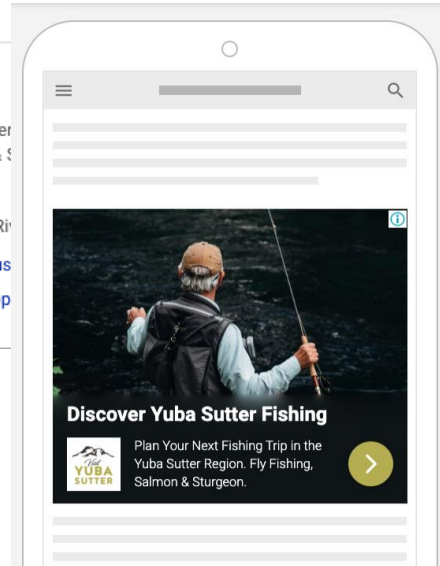
Destinations: Lake Francis, Collins Lake, Bear River, Lower Feather River

[Outdoor Adventures](#)

[History & Museums](#)

[Wineries & Farms](#)

[Dining & Shopping](#)



## FISHING

Ad Spend	\$5,000
Impressions	2,021,028
Clicks	11,601
Book Your Stay Clicks	670
Add to Trip Clicks	1,471

**Average Display CTR: .35%**  
**Our CTR: .57%**

# 2019 - 2020 Efforts

Google Ads  facebook.



Visit Yuba Sutter  
Sponsored · 

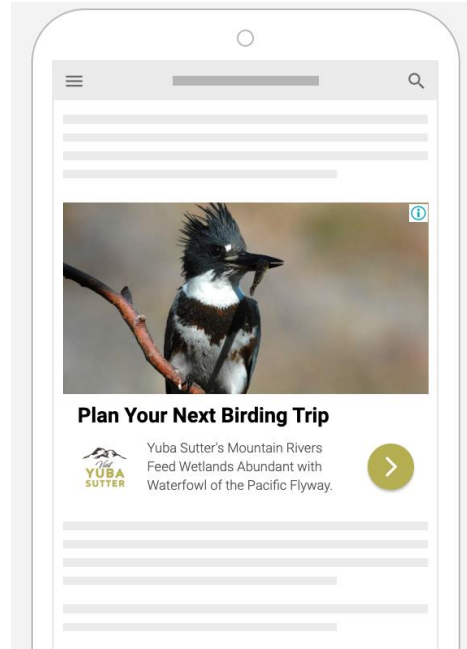
The Yuba Sutter Region Has the Highest Concentration of Waterfowl in the World & Thousands of Acres of Wildlife Sanctuaries. Find Over 200 Species of Birds Including the Sandhill Crane. Browse Trip Ideas & Activities for Your Next Birding Holiday!






VISITYUBASUTTER.COM  
**Discover Yuba Sutter**  
Birding Trip Ideas [Learn More](#)

   377 13 Comments 117 Shares



 Like  Comment  Share





**Plan Your Next Birding Trip**

 Yuba Sutter's Mountain Rivers Feed Wetlands Abundant with Waterfowl of the Pacific Flyway. 

## BIRDING

Ad Spend	\$5,271
Impressions	1,376,680
Clicks	12,832
Book Your Stay Clicks	523
Add to Trip Clicks	1,017

**Average Display CTR: .35%**  
**Our CTR: .93%**

# 2019 - 2020 Efforts



## Northern CA Hiking Adventures | Visit Yuba Sutter

[www.visitubasutter.com/Hiking](http://www.visitubasutter.com/Hiking)

Scenic Outdoor Landscapes, Diverse Wildlife, Pristine Mountain Rivers, Lakes & Waterfalls. Experience Beautiful Hiking Trails & Outdoor Adventures Less Than an Hour From Sacramento.

Historic Downtown · Farm to Table · Wineries · Museums & Landmarks

Featured hotels: Hotels, RV & Camping, Bed & Breakfasts, Cabins

Destinations: Beale Falls, Fairy Falls, Shingle Falls, Sutter Buttes, Bullards Bar Trails

[Outdoor Adventures](#)

[History & Museums](#)

[Wineries & Farms](#)

[Dining & Shopping](#)

## HIKING

Ad Spend	\$1,420
Impressions	14,822
Clicks	967
Book Your Stay Clicks	26
Add to Trip Clicks	150

**Average Search CTR: 1.91%**

**Our CTR: 6.52%**

# 2019 - 2020 Efforts



**Visit Yuba Sutter**  
Sponsored (demo) · 🌐

Attend Yuba Sutter's annual Swan Festival! Join us for an exceptional line-up of field trips, free presentations, workshops, children's activities, and exhibits. Just 45 miles north of Sacramento, Yuba and Sutter counties are within the Pacific Flyway route, making the area a premier waterfowl viewing location. From the avid birder to the simple appreciator of wildlife, there is something for everyone at the California Swan Festival!

**FRI, NOV 8**  
**Day 1 California Swan Festival**  
1895 Lassen Blvd, Yuba City   
1,847 people interested · 97 people going

👍👎👤 439 35 Comments

👍 Like    💬 Comment    📄

2,000 event responses

Another 290 people invited to the event by users

Over 180 clicks to go to the ticket sales page



# 2019 - 2020 Efforts

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## SWAN FESTIVAL

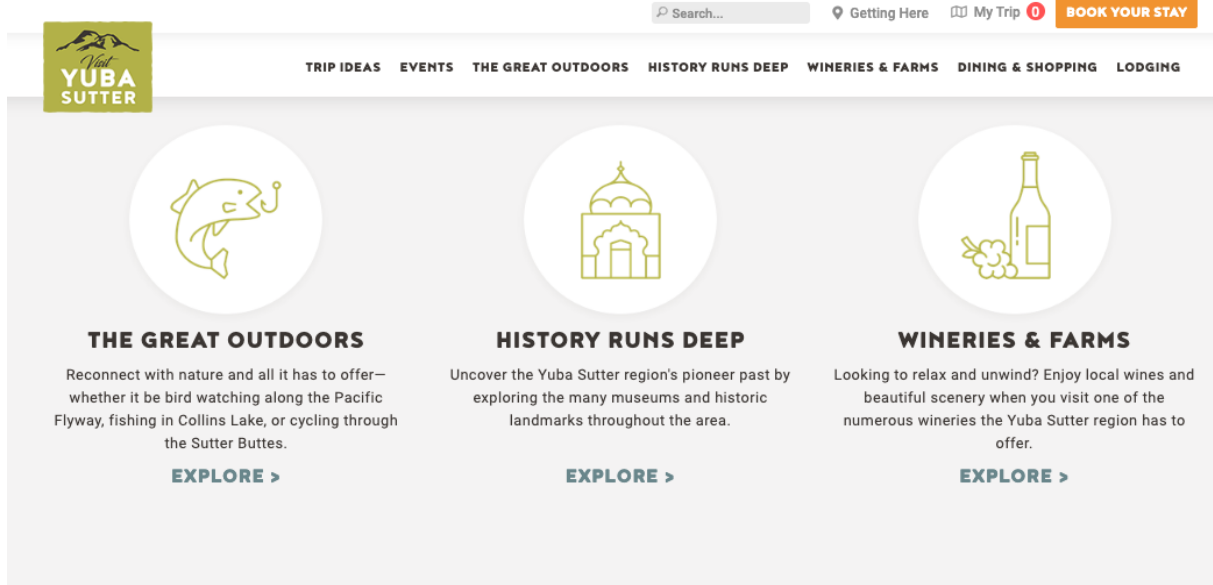
Ad Spend	\$562.57
Impressions	68,700
Event Responses	819
Clicks to Ticket Page	180
Those Invited by Others	290

# 2019 - 2020 Efforts Summary

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- **2,476** 'Book Your Stay' clicks
- **7,361** 'Add To Trip' clicks
- **7,572** Lodging Pageviews

# 2019 - 2020 Efforts Summary



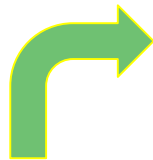
Search... Getting Here My Trip **BOOK YOUR STAY**

TRIP IDEAS EVENTS THE GREAT OUTDOORS HISTORY RUNS DEEP WINERIES & FARMS DINING & SHOPPING LODGING

**THE GREAT OUTDOORS**  
Reconnect with nature and all it has to offer— whether it be bird watching along the Pacific Flyway, fishing in Collins Lake, or cycling through the Sutter Buttes.  
[EXPLORE >](#)

**HISTORY RUNS DEEP**  
Uncover the Yuba Sutter region's pioneer past by exploring the many museums and historic landmarks throughout the area.  
[EXPLORE >](#)

**WINERIES & FARMS**  
Looking to relax and unwind? Enjoy local wines and beautiful scenery when you visit one of the numerous wineries the Yuba Sutter region has to offer.  
[EXPLORE >](#)



## BOOK YOUR STAY NOW

# 2019 - 2020 Efforts Summary



Search...

Getting Here

My Trip 0

BOOK YOUR STAY

TRIP IDEAS

EVENTS

THE GREAT OUTDOORS

HISTORY RUNS DEEP

WINERIES & FARMS

DINING & SHOPPING

LODGING

AMERICA'S BEST VALUE INN

HOTELS

Marysville

ADD TO TRIP +

BOOK NOW

BAYMONT INN

HOTELS

Yuba City

ADD TO TRIP +

BOOK NOW

BEST WESTERN YUBA CITY INN

HOTELS

Yuba City

ADD TO TRIP +

BOOK NOW

ROMANTIA INN & SUITES

BROWNSVILLE HOTEL

BUDGET INN

# 2019 - 2020 Efforts Summary

Lodging	Estimated Total 'Book Nows'	% Of Total
Collins Lake	190	18.31%
Frenchtown Inn	98	9.38%
America's Best Value Inn Marysville	69	6.62%
Lexington Inn & Suites	62	6.00%
Lake Francis Resort	61	5.85%
Best Western Yuba City Inn	54	5.23%
Harkey House	53	5.08%

# 2019 - 2020 Efforts Summary

Lodging	Estimated Total 'Book Nows'	% Of Total
Hampton Inn & Suites	50	4.77%
Willow Creek Campground	45	4.31%
Travelodge Yuba City	42	4.00%
Days Inn Yuba City	35	3.38%
Econo Lodge Inn and Suites Yuba City	35	3.38%
Comfort Suites Marysville	30	2.92%
Motel 6 Marysville South	30	2.92%

# 2019 - 2020 Efforts Summary

Lodging	Estimated Total 'Book Nows'	% Of Total
Motel 6 Marysville	26	2.46%
Bonanza Inn & Suites	24	2.31%
Yuba-Sutter Fairgrounds	24	2.31%
Emerald Cove Marina	19	1.85%
Sycamore Ranch	19	1.85%
Lake of the Springs RV Resort	13	1.23%
California Inn Yuba City	11	1.08%

# 2019 - 2020 Efforts Summary

Lodging	Estimated Total 'Book Nows'	% Of Total
Camp Far West Lake	11	1.08%
Brownsville Motel	10	0.92%
Lake Minden RV Resort	10	0.92%
Butte Star Ranch	8	0.77%
Budget Inn	5	0.46%
Rio Inn and Suites Marysville	3	0.31%
Nice Inn	2	0.15%
Town House Motel	2	0.15%



# 2019 - 2020 Efforts Summary

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Grand Total 'Book Nows'

1,039

# 2020 - Ongoing

Project
Project Management / Admin ( <i>Amanda/Cindy</i> )
On Going Strategy & Consulting
Social Media Maintenance
Digital Ad Maintenance
Website Updates
Videos
Advertorials
Email Marketing

# Q1 2020 -Jan/Feb/Mar

Project	Estimated Cost
Create Social Media Content Calendar for next 6 months	NA
Email Nurturing Campaign	\$300/mo Mailchimp Premium
Billboards	\$10,000 - \$13,000
Refresh Digital Ads	NA
Demand driver videos production	\$6,000 - \$8,000
Finish tourism guide book	2,500qty: \$3,475 5,000qty: \$6,750
Advertorial	NA
<b>Total</b>	<b>\$20,375 - \$28,650</b>

# Q2 2020 - Apr/May/Jun

Project	Estimated Cost
Refresh Digital Ads	NA
Social Media Photo Contest	NA
WayFinding signs	\$70,000 - \$100,000
Wedding Magazine Article	\$5,000 - \$10,000
Redo Website away from directory	NA
Advertorial	NA
<b>Total</b>	<b>\$105,000- \$160,00</b>

# Q3 2020 - Jul/Aug/Sep

Project	Estimated Cost
History Channel 'It's How You Get There'	\$30,000 - \$50,000
Brand Ambassador Program	\$35,000
Refresh Digital Ads	NA
Itinerary Postcards	NA
Association Retreats	NA
Advertorial	NA
<b>Total</b>	<b>\$35,000</b>

# Q4 2020 - Oct/Nov/Dec

Project	Estimated Cost
AJGA Golf Tournament Peach Tree	TBD
Social Media Photo Contest	NA
Refresh Digital Ads	NA
Educational tours at Beale Air Force Base	TBD
Advertorial	NA
<b>Total</b>	<b>TBD</b>

# 2020 Summary

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Current Marketing Budget **\$300,000/yr**

Suggested Budget for 2020 **\$360,000/yr** (20% increase)

Potential YSLA Project Expenses **\$44,650/yr**

Potential Shared Expenses **\$185,000/yr**

# 2020 Projects



MailChimp





# It's How You Get There

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- Plan to film in July
- Plan to air in Q3 of 2020 (pending Covid-19 updates)
- Potential episode around chase car at Beale AFB, Helicopter ride around the Sutter Buttes, and jet skis on one of the areas lakes
- YSLA and MC2 would get full access and ownership to any logos and footage, including b-roll
- Over 1.14 million views of Season 1 on History Channel
- Over 775,000 views of Season 1 on FYI Channel
- 35 million minutes viewed on Amazon

# AJGA Golf Tournament

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- August 16, 2020
- Location: Peach Tree Golf Course & Country Club
- Boys & Girls ages 12 - 19
- Bring in at least 75 families
- AJGA coordinating with Hampton Inn for room contracts
- Will be seeking sponsorship from YSLA (amount not yet communicated)

# Visit CA – 3<sup>rd</sup> Thursday

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- October 15, 2020
- YSLA to present to Visit CA and educate them about the region
- Highlight key businesses and attractions in Yuba Sutter
- Chance to showcase local cuisine, wine, promo items, etc
- 1 hour presentation including Q&A, followed by a networking lunch
- Results in a write-up about about Yuba Sutter on Visit CA website and potential to be featured on their social media and blog.

# Visitor's Guide

- Will be distributed in visitor centers, hotel rooms, and chamber office.
- Features: towns and cities, map, outdoor adventures, history, art, culture, locally grown, food, drink, lodging, trip ideas, and more!

Visit **YUBA SUTTER**

your next **Adventure Awaits!**

EXPLORE **Outdoors History, Arts Wineries & More**

**3** TRIP ITINERARIES to plan your escape

Official Visitors Guide Summer 2020  
visityubasutter.com

## Lakes and Reservoirs

### Lakes and Reservoirs

There is some of Northern California's most beautiful and popular recreation on the banks of the Yuba-Sutter. You'll find everything from water sports to fishing to swimming. Get here! Several lakes in the region allow for recreation, lake-view hotels and golf, offering recreation and dining as well. Looking for more of a quiet outing on the water? Residents and visitors are in luck with the serenity of the area water bodies.

California's popular Northern California destination for a few reasons, namely big bass, trophy trout and the great to swim coast. Located in the foothills of the Sierra Nevada in Oregon House, California, the lake is stocked with over 100,000 rainbow trout every spring and fall, in addition to naturally spawning brown trout, small and goldenhead bass, cutthroat, coho, steelhead and other species. The family-owned campground is open year-round and offers RV hookups and tent camping. Visitors can personally fish right in front of the lakehouse. Information & Reservations: 800.396.0976 or [yubasutter.com](http://yubasutter.com)

Yuba Springs is a beautiful lakefront resort located in Dufur, California, making it the perfect spot to explore the great outdoors. Open mid-April through mid-October, it offers accommodations ranging from apartment-style cabins with full kitchens and separate bathrooms to single-room cabins with full baths. RV and tent campsites are available. Activities and equipment include fishing, basketball and volleyball courts, baseball and soccer fields, hiking, swimming, sandy beach area, tennis/badminton, ping-pong, and an outdoor heated lounge. It's pet-friendly and has a mini farm from Lucretia Vineyards and Winery!

Information & Reservations: [Mafarm.com](http://Mafarm.com)



YUBA SPRINGS RESORT

## Local's favorite Sweet Spots

LOVED BY LOCALS Food and Drink

### Local foodie favorites!

While visiting Yuba-Sutter, trust the restaurant reviews of the locals! Whether dinner, drinks or dessert, here is a list of the Top 3 spots for eaters, night life and sweets from the folks who know the area better than anyone.

## Local's favorite Restaurants

**THE COFFEE & BEER**  
California's best coffee  
Don't miss your favorite of  
local coffee! Offering a  
variety of coffee and  
beer. 100% organic and  
ethical. 100% locally sourced.  
540 Plover St., Yuba City  
530.671.0300

**FRANCO'S FINE**  
CULINARY GOODS  
From signature house-made  
sauces to locally sourced  
meats, Franco's Fine  
Culinary Goods has you covered.  
624 E. 1st St., Live Oak  
530.675.1384  
[www.francofine.com](http://www.francofine.com)

**WOLF TRAIL COUNTRY**  
Authentic. The vintage, rustic  
kitchen has a lot of local  
ingredients. 100% locally  
sourced. 100% organic and  
ethical. 100% locally sourced.  
728 Plover St., Yuba City  
530.760.7672

## Local's favorite Nightlife

**THE HAPPY VIBES**  
The spirit is in the music.  
A variety of live music  
and DJ sets. 100% locally  
sourced. 100% organic and  
ethical. 100% locally sourced.  
424 E. 1st St., Yuba City  
530.671.0300  
[www.happyvibes.com](http://www.happyvibes.com)

**BETTER BETTER**  
Live music and DJ sets.  
A variety of live music  
and DJ sets. 100% locally  
sourced. 100% organic and  
ethical. 100% locally sourced.  
530.760.7672  
[www.betterbetter.com](http://www.betterbetter.com)

**BEST DOLLAR BURGERS**  
Local and organic.  
Offering local, organic,  
and locally sourced.  
100% locally sourced.  
100% locally sourced.  
100% locally sourced.  
100% locally sourced.  
100% locally sourced.  
100% locally sourced.

RECREATION & HOUSING

# Thank You



*Visit*

**YUBA  
SUTTER**