

AMADOR

A VISITOR'S VIEW

15 YEARS OF INVITING VISITORS TO AMADOR COUNTY



“\$6 out of \$10
spent at **local visitor
destinations** were
attributable to
**residents of
other states** and
countries.”



Amador Council of Tourism is Amador County's Destination Marketing Organization

A destination marketing organization's purpose is to increase the number of visitors to local destinations, through its website and strategic marketing decisions.

In 2002, before Amador Council of Tourism (ACT) formed, local tourism spending was under \$100 million. At that time, Amador County was consistently losing four percent of market share, compared to nearby mountain counties (Calaveras, El Dorado, Tuolumne).

Through the marketing efforts of ACT, tourism spending grew to \$135 million in 2015, reflecting an eight percent increase over 12 years. This growth exceeded other nearby mountain counties and was above California's average.



The mission of Amador Council of Tourism is to develop and implement a unified approach to tourism programs to benefit the local economy by increasing visitation to Amador County. This approach takes into consideration the interests and needs of current and potential visitors, local tourism-related businesses, other tourism promotion agencies, and local government working in harmony with the environment and values of the community.

Amador Council of Tourism is the only organization dedicated to growing tourism in Amador.

Your membership is vital to the continued growth of tourism in Amador County.

Amador Council of Tourism

Partnerships, Marketing and Achievements

Partnerships

Unified the five business associations through the Board of Directors.

Partnered with Gold Country Visitors Association for travel shows, media, and marketing.

Developed co-operative marketing programs in partnership with all local business associations, including Amador County Chamber of Commerce, Amador Vintners Association and local businesses.

Successes

2012: Measure Q passed, increasing hotel/motel tax to 10%

2013: Memorandum of Understanding signed between Amador Council of Tourism, Amador County Chamber of Commerce, Amador County Business Council, Amador Vintners Association

2017: All five City Councils voted unanimously to support the Tourism Marketing District



Recognition

- Gold Country: Lonely Planet's 2012 Top 10 US destinations
- Editorial in 2013 Visit California's Visitor's Guide, "Gold Country Pioneers"
- State Fair Exhibit wins Best of Division, Gold, and People's Choice

Media in 2017

- Visit California's Adventure Travel Association bloggers
- UK's Visit CA Super Fam, 10 agents
- Visit California's 'California 101': Road Trip on 49



Partnered Marketing

- Folsom Lake Entertainer
- Cap Public Radio
- San Francisco Chronicle, Amador and Gold Country inserts
- Bay Area News Group
- Trip Advisor
- Co-Hosted Wine Bloggers Conference
- Butte Fire media management
- Hosted Bay Area Travel Writers Conference

Community Development & Partnerships

- Pedestrian & Bicycle Plan Update
- Come OUT to Amador
- Supper Under the Stars
- Plaid Friday Amador
- 49er Treasure Trail

Travel Shows

- Bay Area
- San Diego
- Los Angeles
- IPW, hosted by Brand USA, international travel show
- California State Fair

Industry Forums

- Visit California Outlook Forum
- DMA West Tech Summit and Leadership Summit
- LGBT Tourism & Hospitality Conference

Education

- Customer Service
- Social Media
- Visioning
- Marketing assistance
- Marketing education

Amador Council of Tourism
has distributed **seven editions** of our Visitor Guides,
totaling **155,000 copies**.



Your membership is vital to our continued success, and the continued growth of tourism in Amador County.

Your membership supports:

An investment in making our downtowns and recreation areas as vibrant and active as they can be.

An investment that reinvigorates our economy and keeps Amador competitive with other tourist destinations in Northern California.

“County businesses benefit from increased tourism and the County benefits from increased sales tax.”

*Richard Forster,
Amador County District Supervisor, District 2*

Amador Council of Tourism Benefits of Membership

Invest in growing Amador Tourism and Amador Council of Tourism’s marketing efforts by becoming a member today.

Business Member....\$150/yr.

- Advance notice of advertising opportunities and inclusion in media orientation
- Discounted member-only price for ad in Travel Guide
- Display of business collateral in ACT visitor center
- Enhanced website listing
- Business listing on ACT web site acts as micro website
- QR code produced for business door/window display
- Monthly notice of board meetings and updates
- Invitation to general membership meeting
- Opportunity to be elected to Board of Directors

Individual Member....\$70/yr.

- Monthly notice of board meetings and updates
- Invitation to general membership meeting

Board Meetings

- Held the second Thursday of each month at 9am (*No meeting in March, July or September*)
- Annual General Membership Meeting is held the third Thursday of December
- Supper Under the Stars is the first Sunday in August
- Email info@touramador.com for event details.

Membership dues cannot be claimed as a charitable contribution for income tax purposes.

A photograph of two women sitting at an outdoor table. The woman on the left, with dark hair and wearing a light blue top, is drinking from a wine glass. The woman on the right, with blonde hair and wearing a red top, is smiling. The table is set with a wine glass of white wine and a small glass. The scene is decorated with a large red hanging basket of pink flowers above the table and a large planter box with pink flowers and green foliage in the foreground. String lights are visible in the background.

**“Visitamador.com adds an
average **economic impact** of
\$42 per unique visitor.”**

*Destination Analysts, Inc.
“The Impact of DMO Websites”, 2017*



**Amador Council
of Tourism**

877-868-7262 | 209-267-9249

Visitors Center:

460 Sutter Hill Road
Sutter Creek, CA 95685

On-line: VisitAmador.com

PHOTO CREDITS:

Larry Angier and Menka Belgal