« Background »

- 2013 Butte County Recreation & Tourism Strategic Plan
- 2015 Jurisdictions Agree to Pursue Sustainable Funding Source for Tourism
- 2016 Formation of Butte County Tourism Business Improvement District (TBID)
- 2017 Launch of Explore Butte County
The mission of Explore Butte County is to promote Butte County as a visitor destination through a variety of marketing programs that generate room nights and hotel revenues, for the properties participating in the TBID.
Overall Strategic Goal

- Increase tourism spending in Butte County and hotel revenue by effectively promoting tourism that optimizes Butte County’s assets
- Increase overall travel spending from $271M to $322M in 5 years
- Increase hotel revenues by approx. $3.9M in the next 5 years
Allocated Budget
This Year: $640,000

- Sales and Marketing: 70%
- Zone Micro-Marketing: 15%
- Administration: 10%
- Contingency: 3%
- Collection: 2%

This Year: $640,000
Marketing Plan
Objectives

- Develop a **brand** for Butte County
- Generate overall **awareness** for Butte County
- Build a **website** that will generate targeted unique visitors to Explore Butte County
- Generate incremental overnight **visitation** and **travel spending**
- Serve as a **catalyst in the tourism industry** in Butte County
- Increase **awareness** among local residents and public officials about how important tourism is to local economy
Target Markets

Geographic Markets
Markets that can attract overnight visitors:
- Sacramento
- Greater Bay Area
- Northern Nevada

Seasonal Markets
Priority seasons for attracting visitors
November - March

Demographic Profile
- Baby Boomers 50+
- Family segment interested in travel
- Millennials
Brand Attributes

- Approachable, unpretentious
- Unhurried, friendly, open, generous
- Authentic, connected to heritage and agricultural tradition
- Adventurous
- Laid back, relaxed, casual, contented
- Innovative
Target Personas

Casual Adventurer
● Willingness to explore

College Connection
● Nostalgic for college years, and interest in re-living experiences

Getaway Artist
● Makes last-minute plans

Beer Lover
● Willingness to explore new breweries and beers

Agriculture/Local Food Lover
● Appreciates craftsmanship and handmade products, as well as art
Hidden farms. Majestic waterfalls. The birthplace of modern American craft brewing. Explore Butte County to discover untouched adventures in Northern California.

Build your own Butte County trip itinerary with our interactive map at ExploreButteCounty.com
« Brand Application & Advertising »
« Website Strategy »

**Goal:** Highlight destination assets and align to potential visitors by persona

**Strategic Approach:** Create an online tool to give visitors information and inspiration to explore in Butte County
Content: Itineraries

- Visit California reported in 2016 that itineraries are the most popular tools US consumers use when considering a trip.
- Collection of trip itineraries.
- “Create your own Itinerary” feature.
Interactive Map

- Present county as one unified destination
- All-inclusive interactive map to highlight all destination partners by topic
- Integrates with itinerary builder
Public Relations

Targeted Outreach
- Pitching within drive market by persona and pillar
- Event and announcement releases
- Digital media outreach

Visit California partnership and engagement
Social Media

Social Media Strategy

@ExploreButteCA
@ExploreButteCountyCA
/ExploreButteCA

User-generated Content (UGC)
Partnership Successes

- State Fair
- Zone Marketing
- Everybody Healthy Body
- Shasta Cascade
- Visit California
- State Capitol
Thank You