



VISIT
Rancho^{CA}
Cordova

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Monthly Marketing Report

February 2026



Website & Email Marketing

Web Sessions	New Users	Views	Engagement
35k (-17.5% YoY)	28k (-24% YoY)	47k (+2.1% YoY)	21.9%

Emails Sent	Total Sent	Total Opens	Total Clicks
1 Leisure 1 Advocacy 1 Meetings	3,592	926 (25.5%) <i>Industry avg: 15.7%</i>	69 (1.80%) <i>Industry avg: 1.60%</i>



Monthly Strategy Updates



Brand Storytelling

Spring paid and organic content is published, Meta lead ads updated

Public Relations

Press page redeveloped to enhance web attribution tracking abilities

Social Media

Ticket giveaways contracted for 90's Fest at Movement Brewing, California Mermaid Con

Website Content

SEO audit and analysis delivered, content update approvals in progress

Paid Advertisements

Expedia direct booking campaign officially live, running February 1 – March 30

Email Marketing

New strategy plan for Leisure & Advocacy newsletters activated and deployed

Analytics & Reports

Updated website economic impact report from Tourism Economics is available (see last page)

Gold Country Visitors Association

Secured GCVA group digital ad placement co-op in Visit California sponsored eBlast

Social Media Insights

Glossary

Followers: Accounts that have chosen to receive updates from a profile or page

Viewers/Reach: The number of unique accounts who saw your content at least once

Views: The number of times your content has been played or displayed

Interactions: The number of likes, reactions, saves, comments, shares, and replies on your content

Instagram Insights | 8,509 Followers

*Month Over Month (MoM) and Year Over Year (YoY) comparisons can fluctuate due to social media trends, platform changes, annual events, and other factors. These stats give good insights but are not definitive indicators of a feed's success.

Reporting Period	Views	Reach	Interactions
Feb 1 - Feb 28	87,829	17,987	3,022
MoM (%)	-40.5%	-42.9%	-72.4%
YoY (%)	+100%	+324.7%	+100%

Facebook Insights | 28,911 Followers

*Month Over Month (MoM) and Year Over Year (YoY) comparisons can fluctuate due to social media trends, platform changes, annual events, and other factors. These stats give good insights but are not definitive indicators of a feed's success.

Reporting Period	Views	Viewers	Interactions
Feb 1 - Feb 28	790,391	412,083	1,425
MoM (%)	-46.4%	-34%	-37.9%
YoY (%)	+25.9K%	Meta does not track this YoY data point	+1.8K%

High Performing Video Content

Description	Content Type	Views
Play & Stay in Rancho Cordova	Commercial, CTV	182,285
Gangnam Ave BBQ - Good Day`	Reel	7,934
Brookfield's Restaurant	Reel	3,681
Valentine's Day	Reel	2,758

OUR OBSERVATION:

Accepting and inviting new social media partner collaborations continues to maximize strong content engagement & performance.

VRC Website Impact Report

Reporting Period: July 2025 - Jan 2026

The Tourism Economics Website Impact Calculator (WIC) is an industry-standard, web-based tool that analyzes Destination Marketing Organization (DMO) web traffic to quantify tangible economic impact, translating website engagement into visitor spending.

By tracking user behavior and applying custom-built localized economic models, WIC filters out general browsing from intent-driven traffic and identifies which pages of the Visit Rancho Cordova website are most effective at driving travel, allowing us to optimize content and identify "untapped" markets.

Deep data is accumulated over 90 day windows, so Visit Rancho Cordova will provide full reports quarterly and FY-to-date simple visitation and economic impact reports once monthly.

Website-Driven Visitation - July 2025 - Jan 2026

**All data collected is opt-in, consented by the user, who may opt-out and be removed from the dataset at any time.*

Measurable Impressions	Observed Visits	Visit Rate (based on measurable impressions)	Avg. Exposure to Visit
118,485	7,563	6.38% (industry benchmark: 2.5-3%)	38.6 days

Exposure Date: Start date of pixel impressions to end date of pixel impressions

Measurable Impressions: Number of pixel fires from mobile devices during the date range

Observed Visits: Number of visits of devices that saw an impression and were seen in the main study geography

Visit Rate: (visits/impressions)*100 = visit rate %

Average Exposure to Visit: Average number of days from the first exposure to a visit

Website Economic Impact - July 2025 - Jan 2026

**Economic impact data excludes people living within 10 miles and spending less than 4 hours in destination.*

Direct Influenced Visitor Spending	Direct + Indirect & Induced Influenced Visitor Spending	Total Community Wages & Salaries Supported	Total Tax Impact	
\$1,213,628.22	\$1,692,552.95	\$574,348.74	Local Bed Tax:	\$42,724.73
			Local Taxes:	\$61,367.23
			State Taxes:	\$82,703.39

Indirect & Induced: Includes local supply chain and employee wages spent in the local economy