



VISIT
Rancho^{CA}
Cordova

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Prepared for

Board of Directors



Monthly Marketing Report

January 2026



Website & Email Marketing

Web Sessions	New Users	Views	Engagement
43k (+11% YoY)	38k (+46.7% YoY)	47k (-18.9% YoY)	13.2%

Emails Sent	Total Sent	Total Opens	Total Clicks
1 Leisure 1 Advocacy	3,008	644	48



Monthly Strategy Updates



Brand Storytelling

"Lakeside getaway without the crowds" campaign development initiated

Public Relations

Placements secured for The MACC and Marriott Rancho Cordova

Social Media

Collaboration Reels continue to outperform static posts

Website Content

Website rebrand in progress, SEO audit and analysis begins February

Paid Advertisements

Expedia campaign with match secured for seasonal hotel stays (Feb 1-Mar 30 flight)

Email Marketing

Newsletter rebrands in progress, sponsored e-blast investments made for Meetings/BizDev

Analytics & Reports

First batch of website attribution reporting from Tourism Economics is available (see last 3 pages)

Gold Country Visitors Association

Secured GCVA group print ad placement co-op in Visit California Roadtrips Guide

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 | 8,427 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
Jan. 1 - Jan. 31	149,038	31,691	11,012
MoM (%)	+133.9%	+70%	+520%
YoY (%)	+100%	+662.4%	+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
Jan. 1 - Jan. 31	1,478,558	625,038	2,317
MoM (%)	+242.1%	+194.5%	+38.7%
YoY (%)	+23.7K%	Meta does not track this YoY data point	+2.8K%

High Performing Video Content

Description	Content Type	Views
Play & Stay in Rancho Cordova	Commercial	130,350
Kids Empire Indoor Playground	Reel	78,359
Rancho Cordova Events	Reel	25,504
Heron Landing Playground	Reel	8,688

OUR OBSERVATION:

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

VRC Website Impact Report

Reporting Period: July - December 2025

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.

Website-Driven Visitation

**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
108,710	7,471	6.87% (industry benchmark: 2.5-3%)	48 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

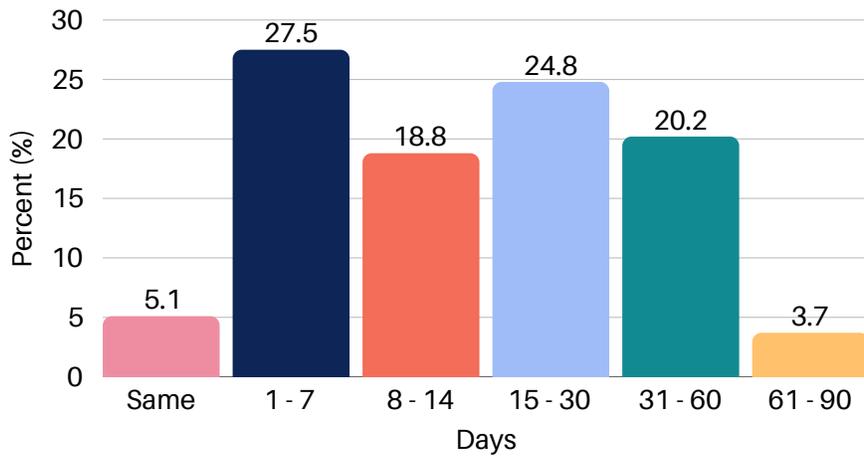
**Economic impact data excludes people living within 10 miles and spending less than 4 hours in destination.*

Direct Influenced Visitor Spending	Direct + Indirect & Induced Influenced Visitor Spending	Total Community Wages & Salaries Supported	Total Tax Impact	
\$944,993.26	\$1,318,321.25	\$448,161.40	Local Bed Tax:	\$33,745.14
			Local Taxes:	\$48,215.22
			State Taxes:	\$64,217.24

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

Exposure to Visit

WHAT IT MEANS: How long it takes a traveler to make their first visit after seeing our website. (Only first visits are counted in exposure data; repeat visits are not counted.)

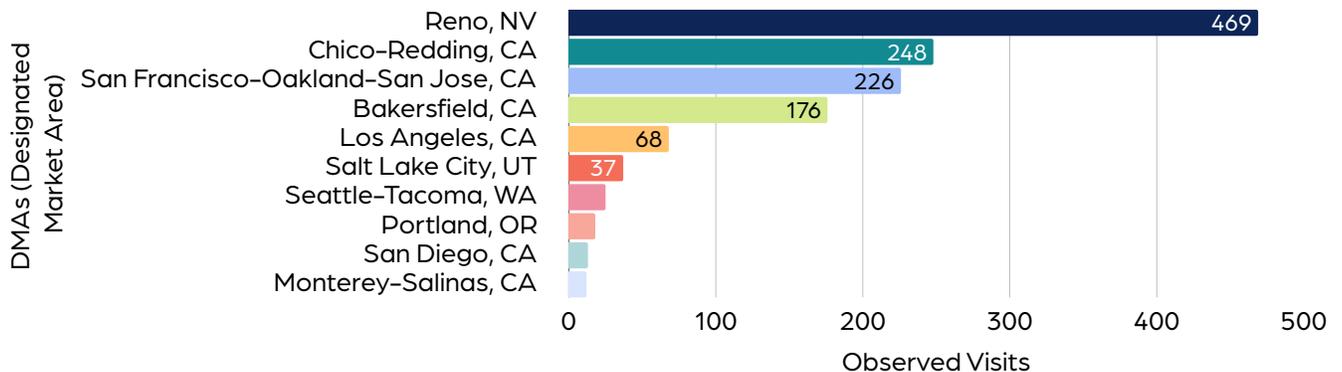


OUR OBSERVATION:

Many visitors take quick action after seeing our website, most visiting within a week of exposure and the next highest group visiting within 15 days – 1 month. This demonstrates strong regional influence for our drive markets.

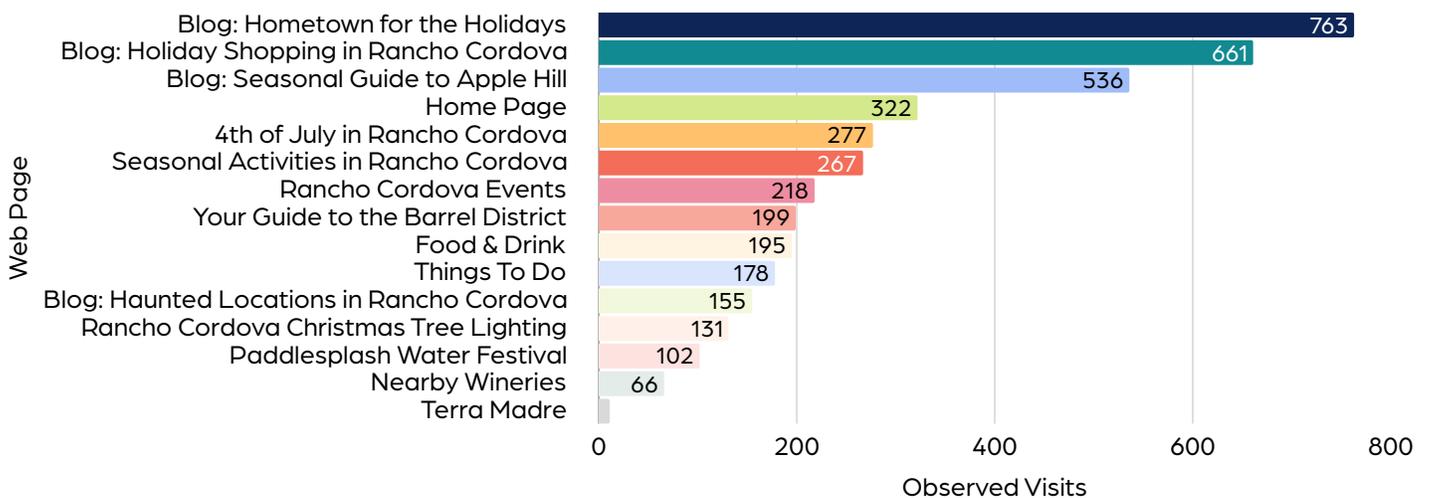
Observed Visits by DMA/Metro Area

WHAT IT MEANS: Where Rancho Cordova visitors are traveling from within reported timeframe.



Observed Visits by Web Page

WHAT IT MEANS: What website pages received highest interest and led to the most visits within reported timeframe.



Top 15 Attractions Visited

WHAT IT MEANS: Which Rancho Cordova "hotspots" were visited the most within reported timeframe.

Rank	Location	Rank	Location	Rank	Location
1	Mather Airport	6	LeFive Indoor Soccer	11	Bliss Marketplace
2	Cordova High School	7	Lake Natoma	12	The Picklr
3	American River Parkway	8	White Rock Splash Park	13	Nimbus Shopping Center
4	Hagan Community Park	9	Movement Brewing	14	Heartstoppers Haunts
5	Marriott	10	KP International Market	15	The MACC

**Data listed above is from a select group of over 40 major attractions, and does not reflect Rancho Cordova's entire visitor offering.*

Visitor Spending by Category

WHAT IT MEANS: Where visitors spend their money during a tracked visit.

