

EXPLORE



CA

# 2021 ANNUAL REPORT

**PRODUCED BY: EXPLORE BUTTE COUNTY**

[ExploreButteCounty.com](https://ExploreButteCounty.com)



# A LETTER FROM OUR CEO



Partners, Stakeholders and Community Members,

Our small but mighty team has worked tirelessly to meet the changing needs of the tourism industry, and I'm proud to share some of the highlights from 2021.

With the primary mission to market Butte County, we saw significant growth across our owned, earned, paid, and shared media. We measured more than **218,000 website visitors**, served more than **33.5 million digital impressions**, and grew to more than **26,000 social media followers** across our channels. Our average annual lodging **occupancy rate grew 20%** from 2020.

Our videographer partner captured footage at **43 unique locations** across Butte County, resulting in dozens of completed deliverables for both Explore Butte County and partners. Among those deliverables were the initial three installments of the newly launched **"Butte County Adventures" series**.

Much of the footage captured supported the year-long #HikeButteCA campaign. The mobile pass promoted **35 hiking trails** around Butte County. Launched in February, the pass was an immediate success: more than **3,300 people signed up** and **checked in to over 4,100 locations**, with **704 swag items** given away and over **36,000 views** on the website.

Hiking played a big role in our content in 2021, and no singular location saw that impact more than **North Table Mountain Ecological Reserve**. Thanks to our **partnership with Datafy**, a big data company that's helped us better understand how visitors move around the county, we were able to create a partnership with California Department of Fish and Wildlife to help improve the visitor experience at Table Mountain while supporting CDFW's preservation mission.

That was just one of the many partnerships Explore Butte County initiated in 2021 to help the tourism economy recover. We reevaluated the organization and **updated our mission, vision and values** to be more inclusive. We determined that bolder brand elements were necessary and took the steps to **rebrand the organization**. To continue to increase our outreach and community presence, we converted a Sprinter Van into a **Mobile Visitor Center**. And thanks to the **American Rescue Plan Act**, travel and tourism recovery was supported through a variety of programs.

I am so proud of the work that we have done and the projects we are working on in 2022.

Sincerely,

**Carolyn Denero**  
CEO  
Explore Butte County

## 2021 BOARD MEMBERS

- Analise Uhlig**  
*Secretary, Oxford Suites, Chico*
  - Brooke Isenberg**  
*Vice President\*, Courtyard by Marriott, Chico*
  - Bruce Spangler**  
*President, Lake Oroville Holiday Inn Express & Suites, Oroville*
  - Haroon Saddique**  
*Best Western Paradise Hotel, Paradise*
  - Jasmin Wilson**  
*Dahl's Motel, Oroville*
  - John Pearson**  
*Chico Velo, At Large*
  - Mohammad Billah**  
*Treasurer, University Inn, Chico*
  - Nicole Johansson**  
*Sierra Oro Farm Trail, At Large*
  - Tamba Sellu**  
*Courtyard by Marriott, Chico*
- \*Brooke resigned half way through her term and Tamba Sellu was appointed to the open Chico lodging position.*

## 2021 ADVISORS TO THE BOARD

- Colette Curtis**  
*Town of Paradise*
- Heather Ugie/Sarah Boesen**  
*Chico Chamber of Commerce*
- Holly Jorgensen**  
*Sacramento River Watershed Project*
- Jennifer Leonard**  
*Almendra Winery & Distillery*
- Marci Shadd**  
*The Colonia Building*
- Melanie Bassett**  
*Downtown Chico Business Association*
- Melissa Schuster**  
*Paradise Chamber of Commerce*
- Victoria Anton**  
*Feather River Recreation and Park District*

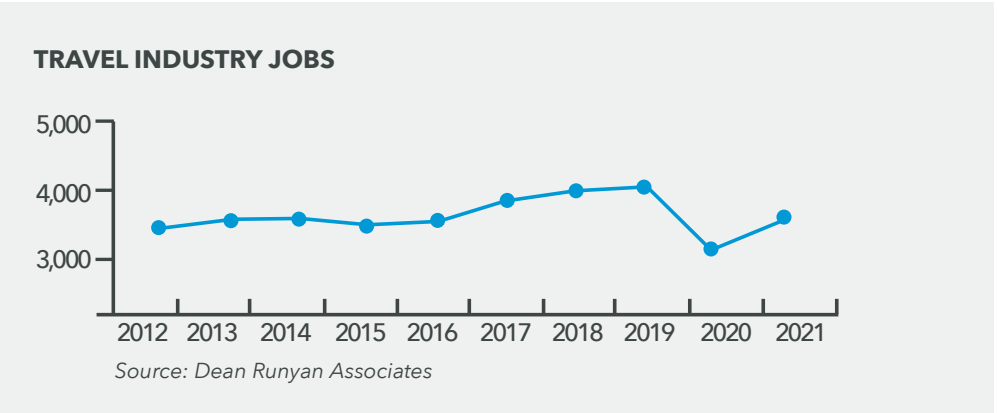
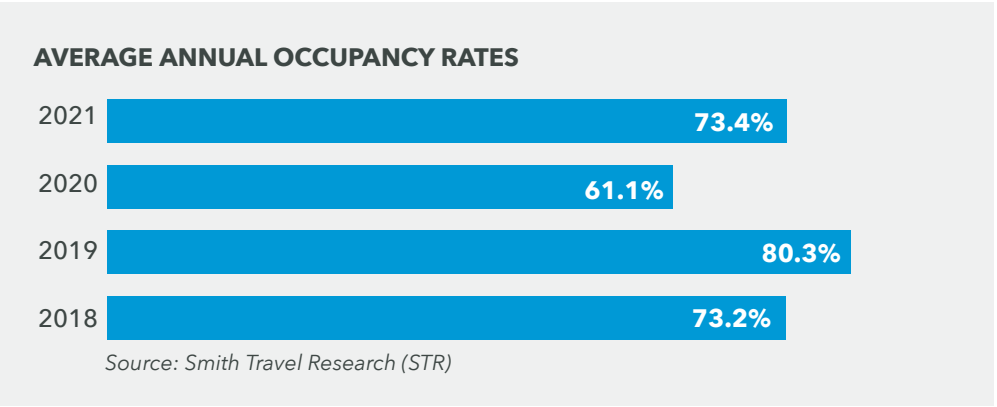
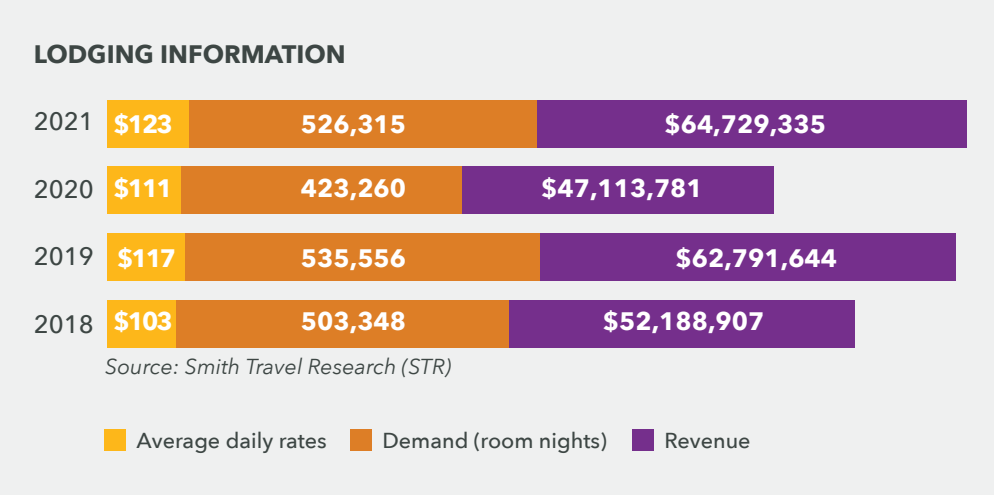
## EBC TEAM

- Carolyn Denero**  
*Chief Executive Officer*
- Ashley Baer**  
*Marketing Manager*
- Alicia Salas**  
*Outreach Coordinator*



# LODGING DATA & ECONOMIC IMPACT RESULTS

Explore Butte County relies on both Smith Travel Research (STR) and the Economic Impact Report (prepared by Dean Runyan) to evaluate lodging and performance health of the tourism economy in Butte County. 2021 saw a rebound close to pre-pandemic levels. Lodging revenue in 2021 actually surpassed all prior years' revenues due to steady occupancy rates and a higher average daily rate paid per room. Though lodging statistics look good, other sectors of the tourism economy still have a significant recovery to make to reach pre-pandemic levels.



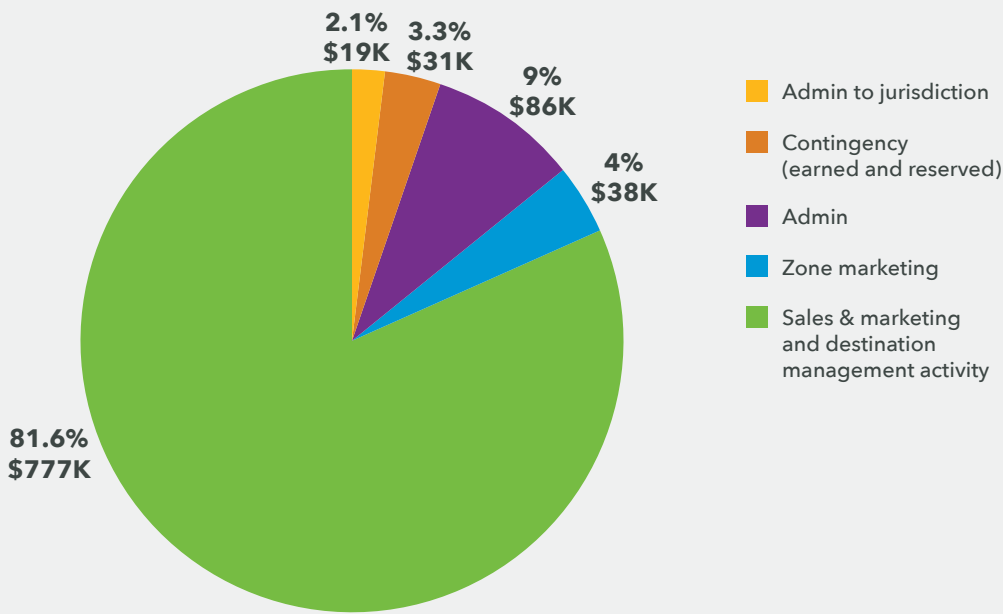


# 2021 INCOME AND EXPENSES

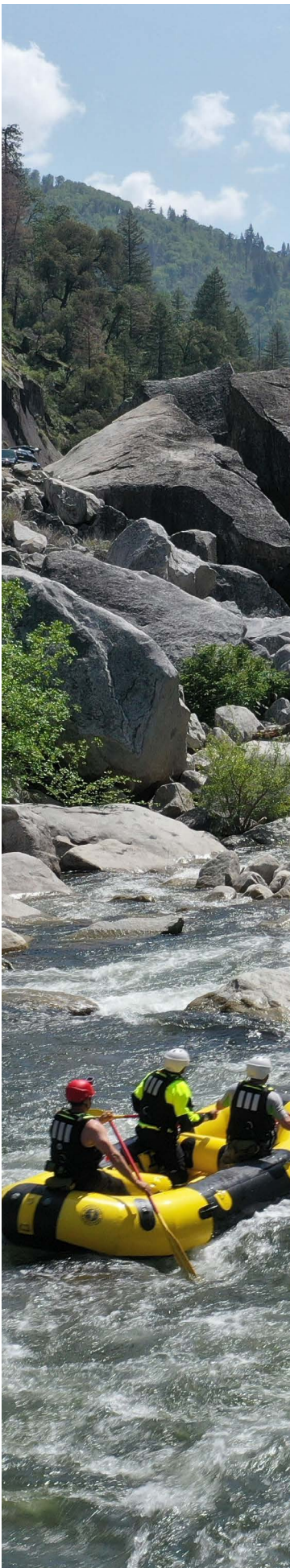
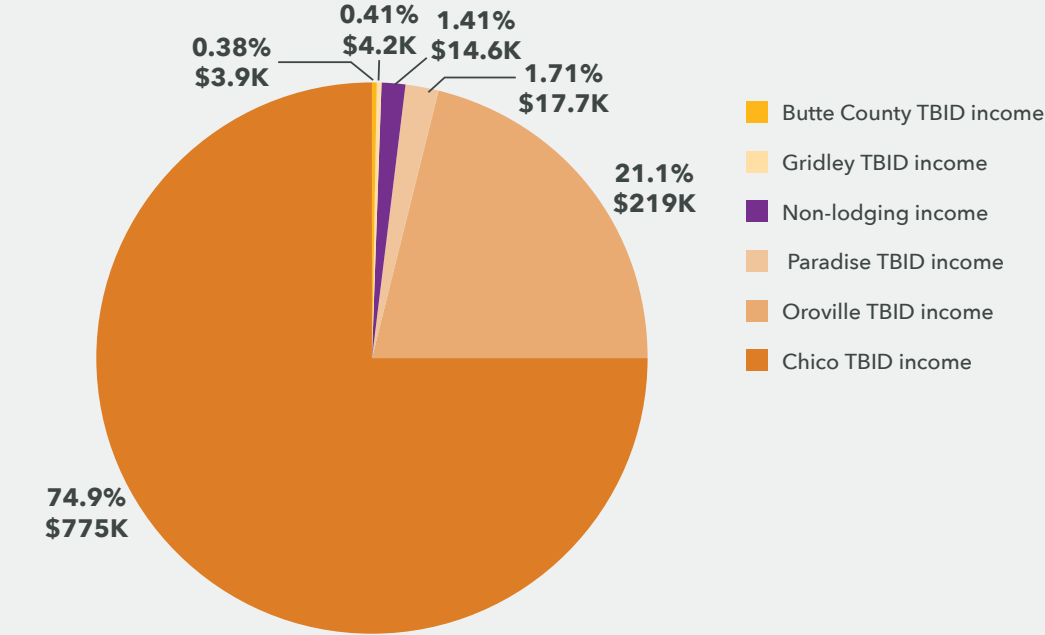
Per the Management District Plan, Explore Butte County follows these budgeting guidelines for expenses: 70% Sales & Marketing and Destination Management Activities, 15% Administration, 10% Zone Micro-Marketing, 3% Contingency, 2% Jurisdiction Administrative Fee. Marketing income earned but not spent in a program year is rolled into that same category to spend in subsequent years.

Less than 2% of Explore Butte County's income was from sources other than TBID collections from the participating jurisdictions. The non-lodging income was spent to leverage already scheduled advertising. Chico continues to be the largest contributor to the TBID making up about ¾ of the program income.

BREAKDOWN OF BUDGET SPEND IN 2021 (IN THOUSANDS)

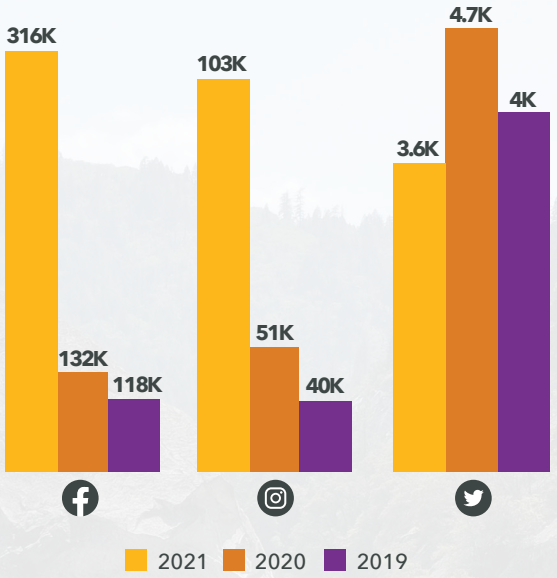


INCOME FOR 2021 (IN THOUSANDS)

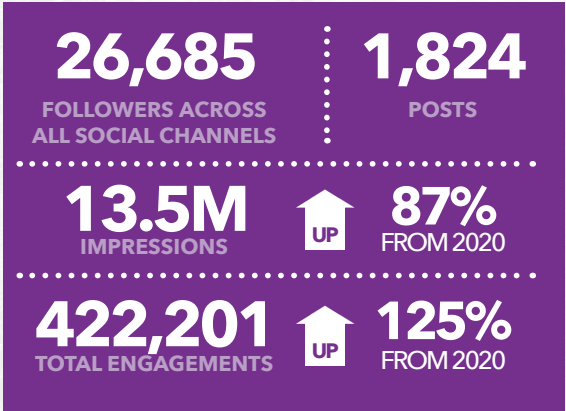
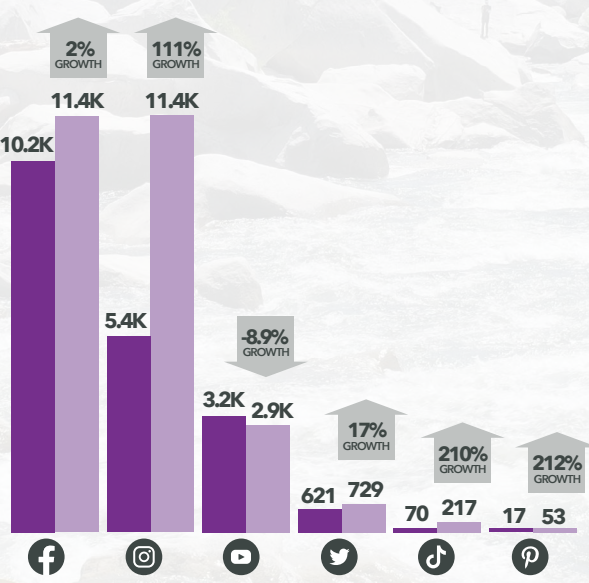


## SOCIAL MEDIA

YOY TOTAL ENGAGEMENTS



METRICS FROM JAN 1-DEC 31 2021



## WEBSITE OVERVIEW

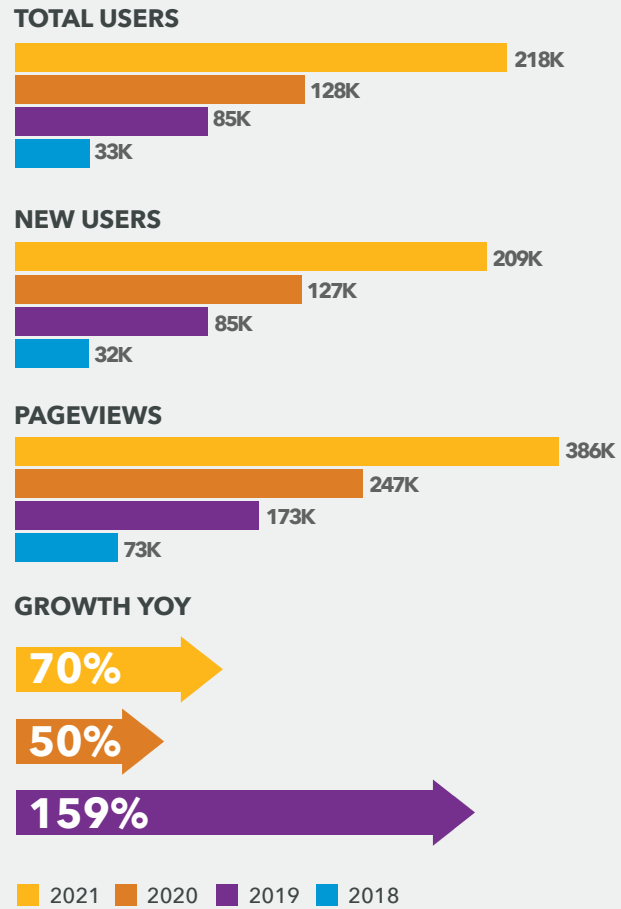
In addition to tracking hotel metrics and statewide economic impacts, all owned, earned, paid and shared marketing channels are tracked for strategic growth based on budgets and annual goals. 2021 recognized growth across all channels.

The information here demonstrates both website and social media growth from subsequent years.

### TOP 10 PAGES OF 2021

1. Hiking 36,222 Views
2. Homepage 16,288 Views
3. Restaurant Week 12,340 Views
4. Swimming holes in Bidwell Park 7,669 Views
5. Birding 5,299 Views
6. Christmas Tree Cutting 3,940 Views
7. Top 20 Things to Do in Chico 3,786 Views
8. Butte County Reopens 3,769 Views
9. Oroville Fireworks 3,207 Views
10. All Events 3,159 Views

### WEBSITE GROWTH





# PAID MEDIA CAMPAIGNS

Explore Butte County partners with an advertising agency to strategically place a variety of media for annual marketing campaigns.

## 2021 MEDIA CAMPAIGN CALENDAR

|                              | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Butte County Restaurant Week |     |     |     |     |     |     |     |     |     |     |     |     |
| Butte County Museum Weekend  |     |     |     |     |     |     |     |     |     |     |     |     |
| #HikeButteCA Pass            |     |     |     |     |     |     |     |     |     |     |     |     |
| #Freedom Campaign            |     |     |     |     |     |     |     |     |     |     |     |     |
| #Sierra Oro Farm Trail Pass  |     |     |     |     |     |     |     |     |     |     |     |     |
| How We Winter                |     |     |     |     |     |     |     |     |     |     |     |     |
| Bird Butte                   |     |     |     |     |     |     |     |     |     |     |     |     |

## PAID CAMPAIGN RESULTS

|   |  |   |
|---|--|---|
|  <p><b>Butte County Restaurant Week</b><br/>MEDIA BUDGET \$16,350<br/>IMPRESSIONS 763,512<br/>CLICKS 5,833</p>                             |  <p><b>Butte County Museum Weekend</b><br/>MEDIA BUDGET \$6,000<br/>IMPRESSIONS 644,482<br/>CLICKS 2,234</p> |  <p><b>#HikeButteCA Pass</b><br/>MEDIA BUDGET \$61,190<br/>IMPRESSIONS 9,655,408<br/>CLICKS 47,706</p> |
|  <p><b>Sierra Oro Farm Trail Cross-Promotion &amp; Digital Pass</b><br/>MEDIA BUDGET \$7,500<br/>IMPRESSIONS 984,920<br/>CLICKS 4,791</p> |  <p><b>How We Winter</b><br/>MEDIA BUDGET \$19,800<br/>IMPRESSIONS 2,269,377<br/>CLICKS 12,489</p>          |  <p><b>Bird Butte</b><br/>MEDIA BUDGET \$22,000<br/>IMPRESSIONS 2,623,328<br/>CLICKS 8,605</p>        |
| <p><b>19,711,790</b><br/>IMPRESSIONS</p> <p><b>118,198</b><br/>CLICKS</p> <p><b>\$139,175.68</b><br/>NET SPEND</p>  |  |   |



# OUTREACH RESULTS

In 2021, with COVID restrictions still in place and limited events happening, we were able to begin our outreach and hospitality programs. These programs allow us to support lodging and offer great visitor service for those visiting the area in the form of custom swag bags, branded giveaways at hotels, and participation in local events.

7,474

Adventure Guides distributed.

115

Swag bags for groups/ events put together and distributed.

11

Outreach events attended in the community.

6

Business/program specific lunch & learn programs for the CTA program were written, videoed and produced.

SURPRISE & DELIGHT

Distributed branded notebooks, pens, postcards, and almonds for guests checking into Butte County lodging.

HOSPITALITY FOR HOSPITALITY

Made quarterly deliveries of locally-baked goods to hospitality staff of all properties.

COLLATERAL DISTRIBUTION

Created and distributed Restaurant Week flyers, Museum Weekend brochures, How We Winter flyers, and #HikeButte collateral to chambers of commerce and lodging properties.







## MISSION

Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

## VISION

Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the Northstate.

## VALUES

**Authenticity:** We stay true to our region's communities, cultures, and traditions

**Innovation:** We work on innovative solutions for tomorrow's challenges

**Exploration:** We encourage all to responsibly explore our destination

**Stewardship:** We respect our natural resources and work to ensure they are maintained for all to enjoy

**Equity:** We recognize a variety of abilities and want to create opportunities for all

**Inclusion:** We deliberately engage with a variety of people and perspectives

**Fun:** We love where we live and work and want everyone to feel the same

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