

Marketing Budget: Small Community marketing budget (\$19,999 and under)

Submission Category: Visitor Guide

Organization: Experience El Dorado

Who worked on this Project (internal/external): Internally

Integrated Components or Type: In-House

Project Description: The 2022 El Dorado Visitor's Guide is the first FULL visitor's guide since the CVB rebranded to Experience El Dorado in 2021. The guide includes photography from Experience El Dorado staff, volunteer submissions and photos from individual events. The guide incorporates high-quality design to attract visitors to the El Dorado area. Local businesses were invited to advertise and offered complimentary ad designs.

Results: The Visitor's Guide was released in May 2022. We are awaiting analytics for the summer season.

Summary: The 2022 El Dorado Visitor's Guide expanded on the success of the 2021 guide incorporating the rebrand with updated images, design and local ads.

Web Link: <https://www.experienceeldo.com/travel-guide>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2022/08/2022-El-Dorado-Travel-Guide.pdf

Comments: The 2022 El Dorado Visitor's Guide was designed in early 2022 and incorporated similar modern graphic design from our 2021 guide with updated images and consistent branding.