YOLO COUNTY
TOURISM BUSINESS IMPROVEMENT DISTRICT
2025-2026 Annual Report

Submitted by the Yolo County Visitors Bureau, d.b.a. Visit Yolo, pursuant to Streets and Highways Code section 36650, for the period from July 1, 2025, through June 30, 2026. Any questions or comments can be forwarded to Guysell Geter, Board President, ggeter@hotelwinters.com

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July 1, 2025-June 30, 2026

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Prepared by

Boundaries

There were no changes to the district boundaries.

New Business
There were no new lodging properties recorded.

Voluntary Assessed Businesses
Hampton Inn & Suites West Sacramento cancelled its voluntary assessment agreement effective December 2025.

Home2 Suites West Sacramento cancelled its voluntary assessment agreement effective January 2026.

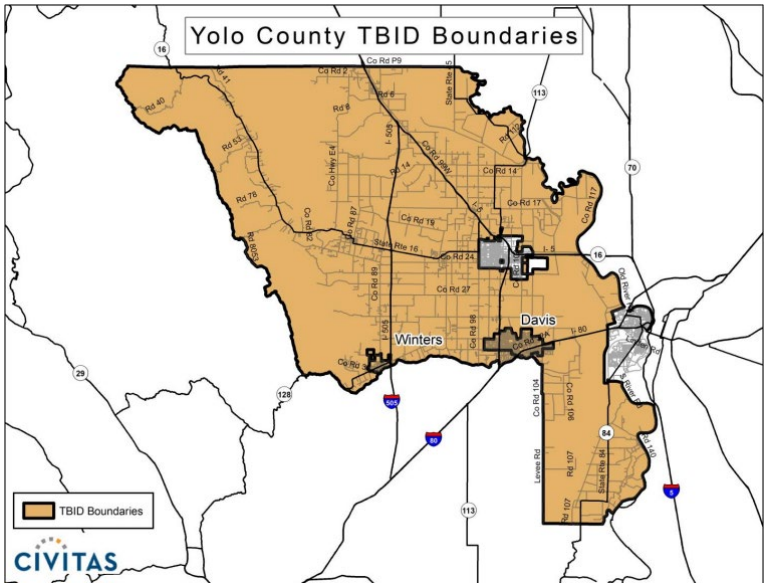
Business Name Changes
No lodging name changes recorded.

Closed Business
No closed businesses recorded.

The Yolo County Tourism Business Improvement District (YCTBID) continued to include all lodging businesses, existing and in the future, available for public occupancy

located within the boundaries of unincorporated Yolo County and the cities of Davis and Winters, as shown below.

The YCTBID boundary featured (19) lodging businesses, listed in Appendix 1.



Improvements and Activities

Visit Yolo continued its collaboration with a professional marketing agency, adjusting strategies to stay on trend with effective programs. The billboard on I-5 was abandoned after several years and redirected towards strategically placed digital advertising on electronic billboards in the San Francisco Bay Area and Northern CA. Our PR agency shifted from an "always on" theme to a more conservative thematic approach per quarter and a new initiative involving a signature event, Yolo Fest, brought expanded awareness of the breadth of Yolo County and its many experiences to prompt future visitation.

Visit Yolo also saw a mid-year impact via the loss of West Sacramento's two voluntarily assessed hotels which affected the elevated marketing behind the destination that had been two + years in the making.

Members of the board continued to serve on a strategic planning committee to guide larger marketing initiatives like the development and execution of Yolo Fest.

The continued utilization of Datafy, a multi-faceted research and advertising platform, to deploy and track results from Visit Yolo's many advertising efforts, continues to provide clarity on strategies and execution.

Internationally, Visit Yolo was the beneficiary of opportunities through Visit CA and its own international media and travel trade development efforts. Introducing a broad range

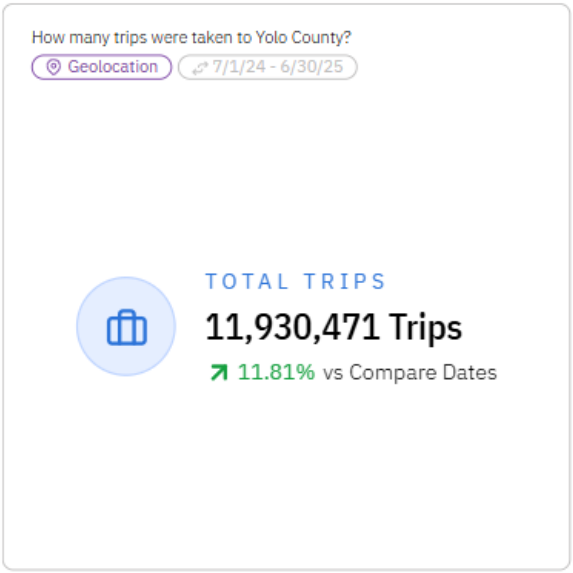
of group and specialized tour operators, as well as a variety of media from around the world, helped grow Yolo County's awareness as a travel destination.

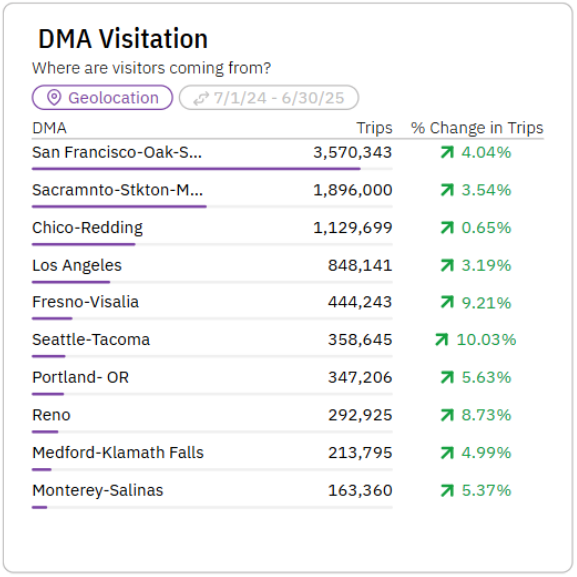
Visit Yolo also proved to be a valuable partner of Visit Sacramento as it launched the first year of a 10-year bi-annual event called Terre Madre Americas. TMA is an expansion of a long running celebratory event in Torino, Italy, showcasing the value and benefits of Slow Food, recognizing businesses and destinations that care of about the earth, the food that comes from it and the health benefits of consuming fresh food. Visit Yolo was a prominent partner and showcased half a dozen partners and areas that cater to much of the Slow Food philosophies, some recording higher product sales in one weekend than at other, more traditional consumer events.

Visit Yolo launched a new, formal partnership with the Yolo County Wine Association in various efforts including a destination forward presence at the San Francisco Chronicle annual consumer event.

Following are some of the high-level impacts of Visit Yolo's marketing and PR efforts:

- Year over year we saw an 11% increase[1] in visitors to Yolo County and a 12% increase[2] in visitor days to lodging properties.
- The YOY visitation from key target markets has increased. In state we saw San Francisco DMA increased by 4%, Los Angeles DMA increased by 3% and Fresno-Visalia DMA increased by 9%. Out of state, we saw Seattle-Tacoma DMA increased by 10%, Portland OR DMA increased by 5% and Reno DMA increased by 8%.[3]



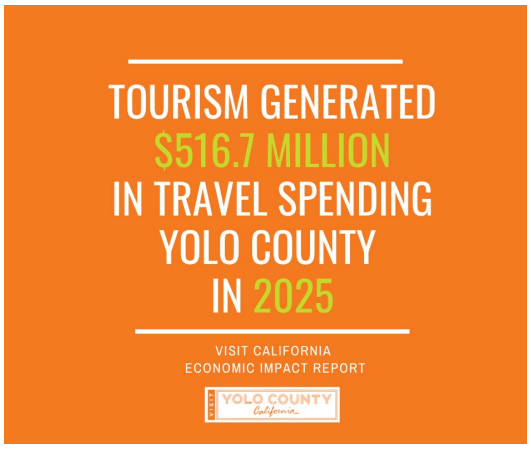


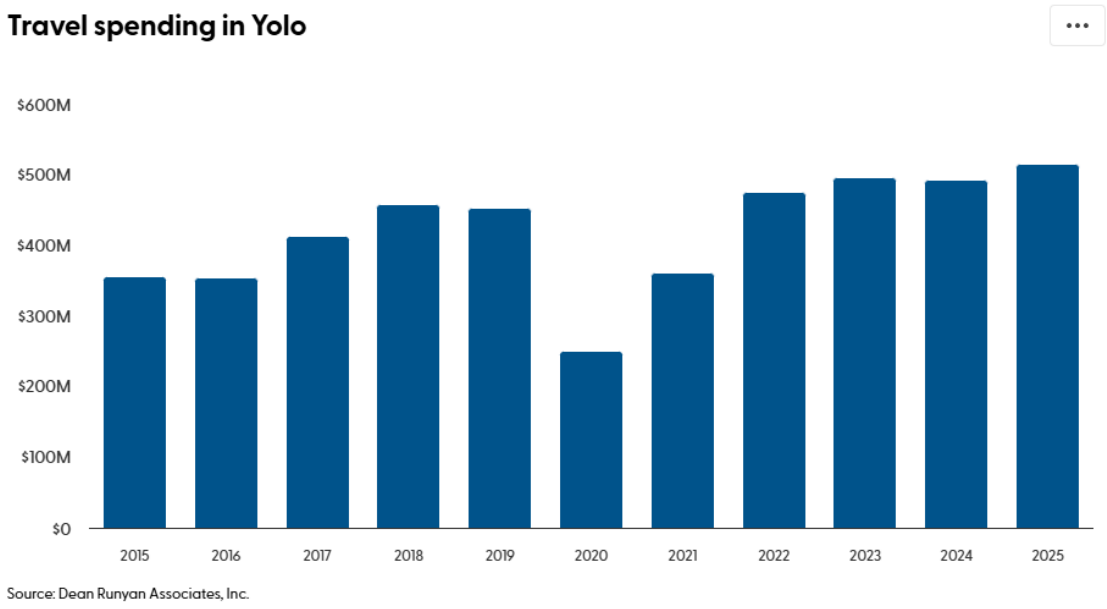
[1] Appendix 3 – Annual visitation report of Yolo County provided by Datafy, page 3.
[2] Appendix 3 – Annual visitation report of Yolo County provided by Datafy, page 8.
[3] Appendix 3 – Annual visitation report of Yolo County provided by Datafy, page 5.

- YOY length of stay in lodging properties increased to 3.7 days.[4]
- Maintained, updated and developed new landing pages on primary tourism website www.visityolo.com to support changing interests of travelers and advertising initiatives.
- Continued strengthening existing relationships with the Central Valley Tourism Association, Visit California, the Sacramento International Airport, Visit Sacramento and others in generating and executing a growing number of domestic and international media and marketing initiatives.
- Launched an assertive and dedicated meetings and conference program in response to lodging requests to generate greater room night demand Sunday through Thursday. The program included a dedicated landing page, paid campaign on LinkedIn, meeting planner incentive program, and attendance at various meeting planner shows.
- Orchestrated Yolo Fest March 27-29, 2026, a signature event designed to bring broader recognition to the destination of Yolo County and to drive economic impact into the participating business partners.
- Co-sponsored with Visit Davis the year long celebration of the 50th anniversary of the Davis Farmers Market which included an overnight room incentive and Market Dollar distribution to the Davis lodging properties.
- Ceased marketing efforts for the two voluntarily assessed lodging properties in West Sacramento due to their withdrawal from the Visit Yolo TBID to participate in a newly launched City of West Sacramento assessment program.
- Attended key conferences and business development events for both domestic and international markets to grow visitation demand.
- Continued to serve on the Visit CA Rural Region Advisory Committee as well as the Long Term Strategic Committee.
- Continued to serve on the Greater Sacramento Economic Development/Airport Strategy Committee.

[4] Appendix 3 – Annual visitation report of Yolo Count provided by Datafy, page 8.

The "California Travel Impacts" report, prepared for Visit California by Dean Runyan Associates, shows visitor spending reached $516.7 million and supported 5.4k jobs in Yolo County in 2025. Visitor spending generated $46.8 million in local tax revenue in 2025, providing a stream of revenue in Yolo County to fund the community's way of life including support of essential programs, such as public safety, infrastructure and parks.





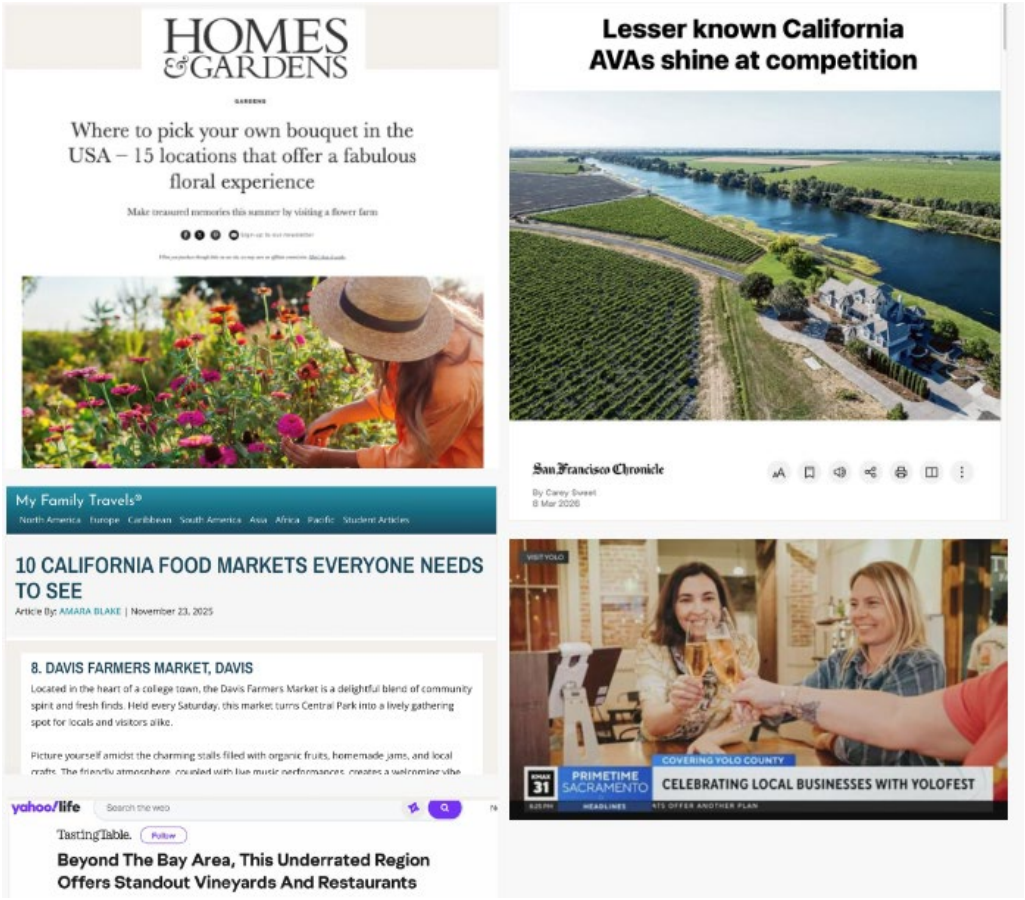
The improvements and activities to be provided for fiscal year 2025-2026 are consistent with the Management District Plan (Plan). There are proposed changes including: elimination of the two voluntarily assessed hotels in West Sacramento due to the adoption of the City of West Sacramento resolution to assess its hotels.

Marketing & Public Relations

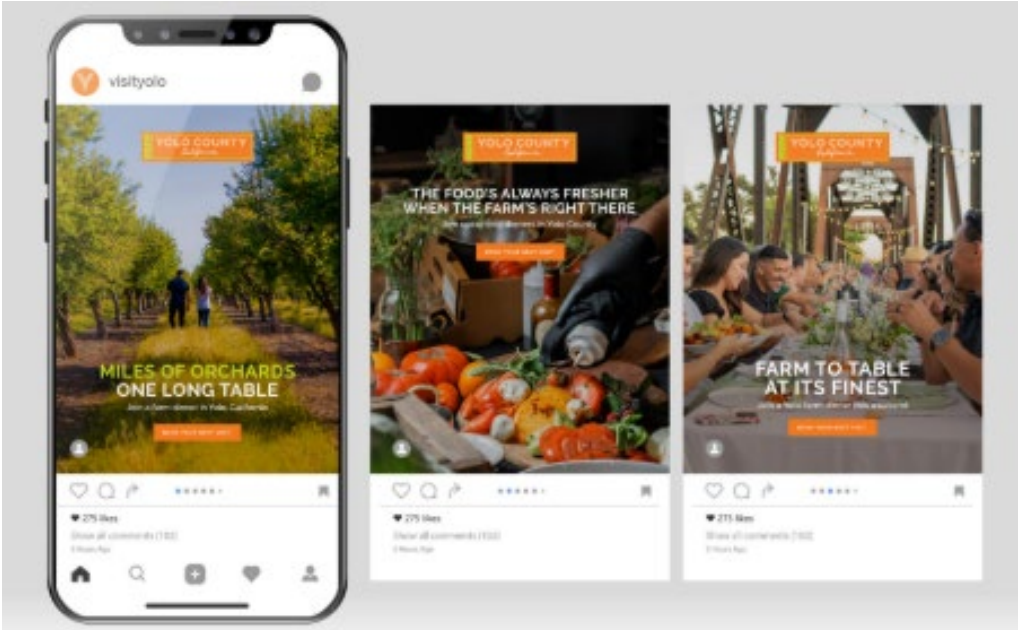
A variety of targeted and district-wide marketing and public relations efforts were developed and deployed in the 2025-26 fiscal year to promote Yolo County as a tourist, meeting, and event destination with a specific interest in encouraging overnight stays.

Significant Developments in Domestic Marketing Included the Following:

- Maintained non-lodging business membership program for Woodland.
- Continued to engage with our marketing agency to evolve Visit Yolo's brand strategy.
- Continued partnership with visitor data analysis agency (Datafy) to identify valuable traveler source information to provide a clearer path to formulate targeted and cost-efficient advertising executions.
- Retained PR agency to elevate the destination's presence among travel writers and media outlets. Efforts resulted in 169 pieces of coverage with a total publicity value of $235,775. Publications included San Francisco Chronicle, Tasting Table, Homes & Gardens, Family Travels, and local and regional publications.
- Shifted meetings recruitment efforts to two primary planner trade shows, digital advertising in key association groups, development of a booking incentive program, other.
- Deployed year two of farm to table "California's Freshest Escape" digital advertising campaign in target markets and profiled travelers which Datafy analytics identified. The campaign generated 1.14 million impressions, resulting in 6,973 visitor days in the destination and 632 visitor days in Yolo County hotels. The campaign generated an estimated $541,026 in economic impact.
- Launched campaign on LinkedIn promoting Yolo County as a prime place to host small to medium meetings, conferences and team building experiences. The campaign resulted in 383,853 impressions and 4,237 clicks to the dedicated landing page on Visit Yolo's website.
- Organized and promoted a signature event, Yolo Fest, designed to bring broader recognition to the destination of Yolo County and to drive economic impact into the destination. Visit Yolo launched a promotional campaign strategy that had a high reach and connected with potential visitors on a variety of platforms. Digital placements were complemented by out-of-home options along with local publications to connect community audiences. Digital display ads resulted in 1.2 million impressions and 2,386 clicks. Meta advertising resulted in 492,982 impressions and 19,648 clicks.
- Continued leadership involvement with the Central Valley Tourism Association in growing its marketing presence via the Visit CA rural grant program.



Sample of PR story placements from FY25/26



Sample of California's Freshest Escape Advertising from FY25/26

International Marketing Developments Included the Following:

- Maintained presence as a partner in the Visit CA Germany office to continue high level visibility with key tour operators in the promotion of Northern CA itineraries.
- Hosted key travel sellers and media visits from various countries, selected Visit CA travel trade and media international offices, regional partners to raise visibility of the destination in the highly competitive wine, food and lifestyle marketplace.
- Attended Go West Summit, a key internationally focused travel trade exhibition, and met with tour operator's/travel sellers from around the world to promote Yolo County.
- Attended the International Inbound Travel Association and met with receptive tour operators (those companies in America book inbound travel business) for product development opportunities.
- Realized exposure in Japan and France from hosting a variety of international and media as part of a Visit CA Northern CA itinerary highlighting Hwy 128.
- Hosted a variety of individual travel sellers and media clients throughout the year.
- Successfully assisted Hotel Winters in securing a guaranteed departure coach series through Globus Cosmos as part of its small group luxury tour program.
- Hosted a variety of journalists and travel trade clients from France, Ireland, Germany, Japan, and Mexico.

Upcoming initiatives for the 2026/27 fiscal year include:

- Continue to engage with marketing agency, Rebel, to facilitate creative campaigns and strategy shifting away from Visit Yolo umbrella positioning to strengthening support for the three jurisdictions of Winters, Davis and The Countryside.
- Continue a quarterly approach with PR agency, Off Madison Avenue, to elevate each jurisdiction.
- Participate in the Terre Madre Americas fam tour as part of the 2027 preparations for the event to return to Sacramento in September 2027.
- Continue to strategize most cost-effective ways to penetrate the competitive meetings and conference sector. Strengthen the meetings and incentive programs for Visit Yolo to further entice small to medium-size group bookings.
- Continue to utilize Datafy in refining visitor analytics and provide a platform for strategic advertising initiatives.
- Launch display advertising campaigns to drive hotel stays during shoulder periods and bring destination awareness.
- Expand SEO and LLM efforts through monthly blog posts to increase organic discovery across search platforms, placing an emphasis on the three jurisdictions.
- Execute social media campaigns dedicated to supporting events/attractions/partners such as hotel promotions, Yolo County itineraries, etc.
- Continue to invite clients, media, social media and other influential travel selling decision makers to Yolo County to familiarize them with product opportunities.
- Maintain selected partnerships with key organizations that can help support Visit Yolo's goals and objectives.

Community Marketing

Continuing the success of the Local Destination Marketing group achievements, Visit Yolo continued to provide support to the Visit Yolo sub brands and their marketing contractors to develop further individual campaigns and marketing strategies.

As dictated by the Visit Yolo Board of Directors, each of the designated assessment areas of the county receives a percentage of their collected assessments allowing their own respective marketing initiatives and resources. These respective "local" resources are subject to the same restriction as Visit Yolo to promote and support lodging partners through the involvement in events, activities, and efforts to attract greater overnight stays.

Community funds may be returned to the County-wide marketing and public relations program if desired by the respective community.

Significant developments in 2025/26 from the Davis Local Destination Marketing group (sub brand Visit Davis) included:

- Continued to expand marketing efforts of www.visitdavis.org
- Social media marketing efforts on Facebook and Instagram
- Completed and launched Destination Davis season 2 video series on YouTube.
- Creation of seasonal video and photography assets
- Paid meetings & conference campaign on LinkedIn. The campaign generated 447k impressions and 7,519 visits to the landing page.
- Launched shoulder season paid campaign through Datafy. The campaign generated 2.5 million impressions, generated 3,687 visitor days, and 565 visitor days to Davis hotels. Estimated economic impact into the City of Davis was $213,405.
- Supported Visit Yolo's international marketing efforts in Germany and UK
- Monthly social media and Google paid advertisements.
- Captured photography of all Davis hotels.
- Sponsorship of local events: Zombie Bike Parade, Duck Days, Ceramics Festival, Special Olympics, Picnic in the Park, 50th Anniversary of Davis Farmers Market

The 25/26 Davis LDM leadership team consisted of the four board members from the City: Maria Lara, Rita Prakash, Randii MacNear, Lorin Kalisky.

Budgeted Expenses 25/26	Actual Expenses 25/26
$499,956	$200,414

Upcoming Davis specific initiatives for the 2026/27 fiscal year include:

- Paid campaign on Meta and LinkedIn to market Davis as a meetings and conferences destination to meeting planners.
- Continue paid social media advertising on Meta (Facebook and Instagram)
- Destination Davis season 3
- Shoulder season display digital advertising campaign across web through Datafy
- Creation of hotel packaging opportunities
- Paid social media campaigns in partnership with Visit Yolo
- Billboard rotation in partnership with Visit Yolo
- Supporting efforts of Davis Farmers Market 50th anniversary year

The 26/27 Davis LDM leadership team consists of the four board members from Davis: Maria Lara, Rita Prakash, Randii MacNear, and one vacant board seat.

Projected Assessment Revenue to LDM 2026/27	Carryover Previous FY 2025/26	Total 2026/27 Projected Revenue
$194,369	$291,288	$485,657

Significant developments in 2025/26 from the Winters Local Destination Marketing group (sub brand Discover Winters) included:

- Management of Discover Winters website www.discoverwinters.com. In FY25/26 the website had 52k visits with a 7% YOY growth
- Launched dedicated meetings & conferences paid campaign on LinkedIn that generated 666,958 impressions and 2,215 clicks to the landing page.
- Collaboration with the Downtown Business Association to jointly market Winters
- California Meetings & Events Magazine print advertisement and digital e-blast. The e-blast resulted in 12,010 email opens and 1,501 clicks to the website landing page.
- Digital billboard in San Francisco area generating 2.3 million impressions.
- Radio advertising on iHeartRadio with 180 runs and impressions of 307,600
- Updated and reprint of the Winters map & guide.
- Hosted journalists and FAM trips in partnership with Visit Yolo

The 25/26 Winters LDM leadership team consisted of the three board members from Winters: Guysell Geter, Jay Mohan, and Corinne Martinez.

Budgeted Expenses 2025/26	Actual Expenses 2025/26
$52,746	$39,685

Upcoming Winters specific initiatives for the 2026/27 fiscal year include:

- Continue to management of Discover Winters website and dedicated landing pages.
- Paid campaign to market Winters as a meetings and conferences destination for meeting planners
- Paid social media campaigns in partnership with Visit Yolo
- Billboard rotation in partnership with Visit Yolo
- Support of local events
- Continuing hosting journalists and FAM trips

The 26/27 Winters LDM leadership team consists of three board members from Winters: Guysell Geter, Corinne Martinez and Lorin Kalisky.

Projected Assessment Revenue to LDM 2026/27	Carryover Previous FY 2025/26	Total 2026/27 Projected Revenue
$42,134	$17,247	$59,381

Significant developments in 2025/26 from the Countryside Local Destination Marketing group (sub brand Yolo Countryside) included:

- Continued engagement with marketing coordinator
- Maintained website and social media channels for Yolo Countryside
- Increased website acquisition to more than 23,000 new users, representing 60% YOY growth, while returning users increased 73%.
- Meta advertising generated 1.6 million impressions, 31,889 clicks and 10,168 landing page views.
- Creation of photo and video assets
- Sponsorship of local events
- Launched quarterly e-newsletter.

The 25/26 Countryside LDM leadership team consisted of Rafael Galiano and Amber Pappageorge.

Budgeted Expenses 25/26	Actual Expenses 25/26
$81,258	$58,976

Upcoming Countryside specific initiatives for the 2026/27 fiscal year include:

- Continue growing Yolo Countryside's email subscriber list through prominent website sign-up opportunities, organic social promotion and targeted Meta campaigns.
- Continue to maintain Yolo Countryside website and social channels.
- Sponsorship support of various local events
- Continued Meta and Google advertising campaigns for brand awareness
- Paid social media campaigns in partnership with Visit Yolo
- Billboard rotation in partnership with Visit Yolo

The 2026/27 Countryside LDM leadership team consists of Rafael Galiano and one vacant board seat.

Projected Assessment Revenue 2026/27	Carryover Previous FY 2025/26	Total 2026/27 Projected Revenue
$43,697	$10,578	$54,275

West Sacramento assessment collection was sourced from two voluntarily assessed hotels until February 1, 2026. The City adopted its own assessment resolution commencing January 1 and thus resulted in the two properties ceasing to collect on behalf of the Visit Yolo marketing efforts for the destination. Below are the primary efforts initiated from July 1, 2025, until January 30, 2026:

- Dedicated landing page for the A's baseball season
- Paid digital campaign promoting West Sacramento and accessed hotels in conjunction with A's baseball season.
- Granted membership access to other West Sacramento tourism businesses and included them in the dedicated website, conducted client site visits to their businesses and featured the location in the dedicated Meetings and Conference landing page on www.visityolo.com.
- Procured branded amenities for distribution to voluntarily assessed hotels to provide overnight guests.

West Sacramento was represented on the 24-25 Visit Yolo board of directors by the general manager of the Hampton Inn, Lacey King, until her departure from the hotel in late 2025.

Budgeted Expenses 24/25	Actual Expenses 24/25
$102,830	$26,427

There are no planned marketing initiatives for West Sacramento in the 2026-27 fiscal year as previously mentioned, the City adopted its own lodging resolution. The website has been frozen and there are no proactive efforts for the destination in the works.

Administration

To provide the marketing and public relations services, Visit Yolo will incur various administrative costs, such as staffing, advocacy, insurance, legal, accounting fees, and actual county and city collection costs.

Contingency / Reserve

Per the mandate of the MDP and as outlined in the Visit Yolo bylaws, a contingency and reserve will continue to be funded at the determined formulas. To ensure effective provision of services, a contingency will be established to account for uncollected assessments or unanticipated program costs. If there are contingency funds collected, they may be held in a reserve fund or utilized for other programs, administration, or renewal costs at the discretion of Visit Yolo. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the reserve fund shall be set by the Visit Yolo Board of Directors. The reserve fund may be spent on programs described in this Plan in any proportion deemed appropriate by Visit Yolo.

Budget

The projected 2025-26 budget was $1,524,246 which represented $901,888 in anticipated collections. Carryover funds from 2024-2025 fiscal year totaled $576,525. Budgeted and actual expenses were as shown below.

Category	Budgeted	Actual
Marketing & Public Relations	$530,214	$438,531
Local Destination Marketing	$727,089	$325,502
Administration	$223,409	$146,103
Contingency/Reserve	$45,834	$42,131

Budget Allocation

The operating budget for Visit Yolo for the 2025-2026 fiscal year continues to be composed of some carryover funds but with a specific plan to spend down these funds per the individual Local Destination Marketing district's enhanced initiatives to arrive at an annual revenue versus expenses ratio.

2026-2027 Projections

The cost of providing improvements and activities for 2026-2027 is consistent with the Plan parameters. The anticipated total budget for 2026-2027 is $1,311,256. The budget reflects anticipated TBID collections in the amount of $751,752 and a carryover of $559,495 in unspent funds from the 2025-26 budget. The categorical breakdown for the assessment budget is below.

Category	Projected	Carryover	TOTAL
Marketing & Public Relations	$300,701	$102,278	$402,979
Local Destination Marketing	$300,701	$378,814	$679,515
Administration	$112,763	$78,403	$191,166
Contingency/Reserve	$37,588	n/a	$37,588

Priorities for each of the LDMs regarding any carryover monies include investment in collateral and marketing infrastructure upon which to build longer-term campaigns. These investments would include photography, video content, social media assets, collateral updates and printing, respective website improvements, other. Meanwhile, anticipated revenue from the TBID collections during the year is targeted at supporting marketing and advertising, itinerary development, social media campaign, and other.

Assessment

There is no change in the method and basis of levying the assessment.

Surplus and Other Funding

Surplus / Deficit

The amount of money carried over from 2025-2026 was $559,495 and is projected to be used in 2026-2027 along the same lines as previously described.

Alternative Funding

A small amount of incremental funding is planned through non-lodging annual membership of $150 for interested businesses in Woodland and West Sacramento.

Assessment

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will ***not be*** collected on stays of more than thirty (30) consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays pursuant to contracts executed prior to July 1, 2017.

The term "gross room rental revenue" as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor, or otherwise, including all receipts, cash, credits, property, and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes. The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

Time and Manner for Collecting Assessments

The YCTBID assessment was implemented beginning July 1, 2022, and will continue for seven (7) years through June 30, 2029. The County and cities will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the YCTBID, within their respective jurisdictions.

Delinquencies

Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

Original Delinquency:

Any lodging business which fails to remit any assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.

Continued Delinquency:

Any lodging business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.

Fraud:

If the County or a city determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in paragraphs 1 and 2 of this section.

Interest:

In addition to the penalties imposed, any lodging business which fails to remit any assessment imposed shall pay interest at the rate of one-half of one percent (0.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.

Penalties Merged with Assessment:

Every penalty imposed and such interest as accrues under the provisions of this section shall become a part of the assessment herein required to be paid.

Appendix 1 – 2025-26 Assessed Lodging Businesses

Business Name	Address	City, State, ZIP
Abbey House Inn	101 Abbey St.	Winters, CA 95694
Aggie Inn	245 1st St.	Davis, CA 95616
Super 8 - Dunnigan	3930 County Rd. 89	Dunnigan, CA 95397
Best Western Palm Court	234 D St.	Davis, CA 95616
Best Western University Lodge	123 B St.	Davis, CA 95616
Fairfield Inn & Suites By Marriott	702 Matsumoto Lane	Winters, CA 95694
Prodigy Hotel	4100 Chiles Rd.	Davis, CA 95618
The Vine Inn Davis	221 D St.	Davis, CA 95616
Hilton Garden Inn	110 F St.	Davis, CA 95616
Holiday Inn Express - Davis	1640 Research Park Dr.	Davis, CA 95618
Hotel Winters	12 Abbey St.	Winters, CA 95694
Hyatt Place UC Davis	173 Old Davis Rd.	Davis, CA 95616
Inn at Park Winters	27850 County Rd. 26	Winters, CA 95694
La Quinta Inn & Suites	1771 Research Park Dr.	Davis, CA 95616
Hi-Wheel Flats	4835 Chiles Rd.	Davis, CA 95618
University Inn & Suites, an Ascend Collection Hotel	1111 Richards Blvd.	Davis, CA 95616
Hyatt House Davis	2750 Cowell Blvd.	Davis, CA 95618
America's Best Value Inn	3930 County Rd. 89	Dunnigan, CA 95937
Residence Inn by Marriott	4647 Fermi Place	Davis, CA 95618

Appendix 2 – Visit Yolo Board & Committee Members

Visit Yolo Board Members – July 1, 2025 - June 30, 2026

Guysell Geter, Board President, OLS Hotels/Hotel Winters (Winters)
Rita Prakash, Board Vice President, Residence Inn by Marriott (Davis)
Corinne Martinez, Board Treasurer – Berryessa Gap Vineyards (Winters)
Maria Lara, Board Secretary, Royal Guest Hotels (Davis)
Amina Harris, Z Specialty Food LLC; The HIVE (Woodland)
Randii MacNear, Davis Farmers Market (Davis)
Lorin Kalisky, Upper Crust Baking Company (Davis)
Juan Barajas, Savory Café (Woodland)
Jay Mohan, Fairfield Inn & Suites (Winters) [Resigned February 2026)
Rafael Galiano, Park Winters (Countryside)
Lacey King, Hampton Inn & Suites (West Sacramento) [Resigned November 2025)
Amber Pappageorge, Hyatt Place UCD, (Countryside) [Resigned May 2026]

Committees

Executive and Finance:
Guysell Geter, Rita Prakash, Maria Lara, Corinne Martinez

Strategic Planning
Guysell Geter, Corinne Martinez, Lacey King, Maria Lara, Lorin Kalisky

Visit Yolo Board Members – July 1, 2026 - June 30, 2027

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Rita Prakash, Board Vice President, Residence Inn by Marriott (Davis)
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Randii MacNear, Davis Farmers Market (Davis)
Lorin Kalisky, Upper Crust Baking Company (Winters)
Juan Barajas, Savory Café (Woodland)
Rafael Galiano, Park Winters (Countryside)
Vacant (Davis)
Vacant (West Sacramento)
Vacant (Countryside)

Committees

Executive and Finance:
Guysell Geter, Rita Prakash, Maria Lara, Corinne Martinez

Strategic Planning:
Corinne Martinez, Rita Murphey, Guysell Geter, Maria Lara, Lorin Kalisky

Appendix 3 – Annual Visitation to Yolo County Report Provided by Datafy

Yolo County Visitation Report FY25/26

July 1, 2025 - June 30, 2026

Powered by DATAFY

General Visitation to Yolo County

FY2025/2026

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Yolo County - General Visitation

How many trips were taken to Yolo County?

Geolocation | 7/1/24 - 6/30/25

TOTAL TRIPS

11,930,471 Trips

↗ 11.81% vs Compare Dates

What was the average length of stay in Yolo County?

Geolocation | 7/1/24 - 6/30/25

AVG LENGTH OF STAY

2.1 Days

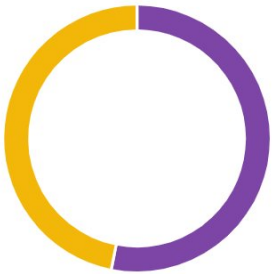
↘ -0.2 Days vs Compare Dates

Visitor Days by Length of Stay

What share of visitors stayed overnight?

Geolocation | 7/1/24 - 6/30/25

Day Trip vs Overnight Mode



Day Trips	53.09%	− 1.49%
Overnight Trips	46.91%	+ 1.49%

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.

In/Out of State Visitation

What share of visitation came from in-state vs out-of-state?

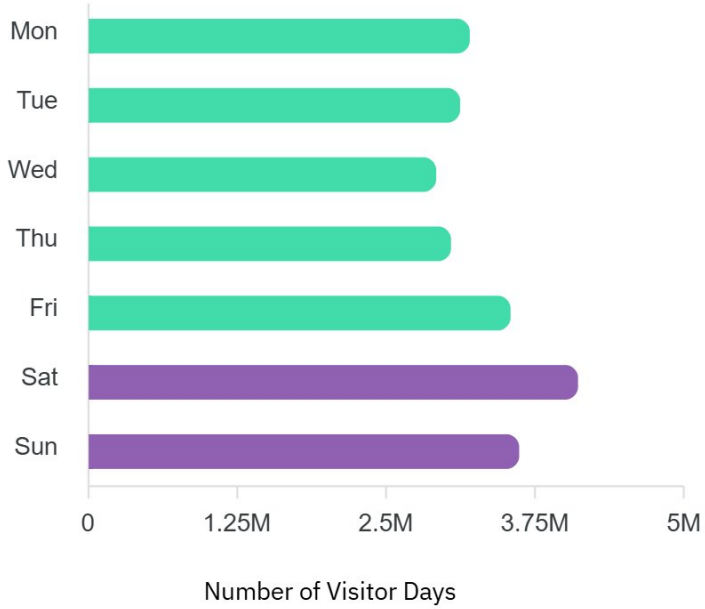
Geolocation | 7/1/24 - 6/30/25

In-State 69.45%
+ 0.26 vs Compare Dates

Out-of-State 30.55%
− 0.26 vs Compare Dates

Visitors by Day

What days am I seeing more visitors in Yolo County?



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DMA Visitation

Where are visitors coming from?

Geolocation | 7/1/24 - 6/30/25

DMA	Trips	% Change in Trips
San Francisco-Oak-San	3,570,343	4.04%
Sacramnto-Stkton-Mod	1,896,000	3.54%
Chico-Redding	1,129,699	0.65%
Los Angeles	848,141	3.19%
Fresno-Visalia	444,243	9.21%
Seattle-Tacoma	358,645	10.03%
Portland- OR	347,206	5.63%
Reno	292,925	8.73%
Medford-Klamath Falls	213,795	4.99%
Monterey-Salinas	163,360	5.37%

Length of Stay by Top DMAs

What is the average length of stay by market?

Geolocation

DMA	Avg Length of Stay	Share of Trips
San Francisco-Oak-San Jose	1.9 Days	29.71%
Sacramnto-Stkton-Modesto	2 Days	15.78%
Chico-Redding	1.9 Days	9.40%
Los Angeles	2.3 Days	7.06%
Fresno-Visalia	2.5 Days	3.70%
Seattle-Tacoma	2.2 Days	2.98%
Portland- OR	2.2 Days	2.89%
Reno	2.1 Days	2.44%

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Visitor Demographics

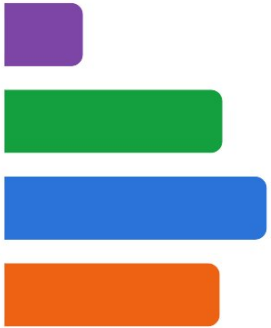
Age

What is the age breakdown of visitors to Yolo County?

Geolocation

Top Age Range 45-64 **33.88%**

16-24	10.16%
25-44	28.16%
45-64	33.88%
65+	27.80%



% of Visitors

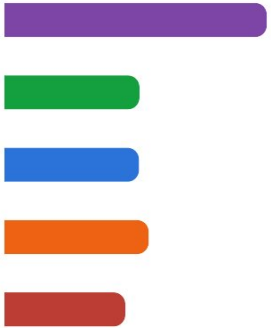
Income

What is the HH income distribution of visitors to Yolo County?

Geolocation

Top Income Range $75K+ **50.15%**

$0-$50K	32.90%
$50K-$75K	16.95%
$75K-$100K	16.89%
$100K-$150K	18.10%
$150K+	15.17%



% of Visitors

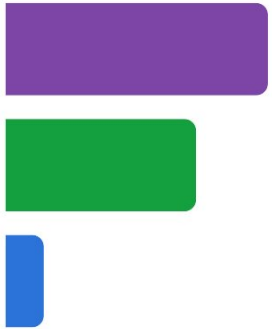
Household Size

What is the household size distribution of visitors to Yolo County?

Geolocation

Top Household Range 1-2 **53.39%**

1-2	53.39%
3-5	38.79%
6+	7.82%



% of Visitors

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Yolo County Lodging Insights FY25/26

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Yolo County - Lodging Visitation

Visitation Key Indicators

What are the total visitation metrics to lodging in Yolo County?

Geolocation | 7/1/24 - 6/30/25 | Lodging

Total Trips	**350,390 Trips**	↗ 1.56%
Visitor Days	**1,279,659 Days**	↗ 12.61%
Avg Length of Stay	**3.7 Days**	+ 0.4 Days

Trips by Length of Stay

How long are visitors seen in Yolo County lodging?

7/1/24 - 6/30/25 | Lodging

1 Day	41.11%	− 1.00%	2 Days	24.76%	+ 1.21%
3 Days	15.20%	+ 0.38%	4 Days	7.62%	− 0.16%
5 Days	3.76%	+ 0%	6+ Days	7.55%	− 0.43%

In/Out of State Visitation

What is the trips split for in-state vs out-of-state?

7/1/24 - 6/30/25 | Lodging

In-State 81.78%
+ 1.02 vs Compare Dates

Out-of-State 18.22%
− 1.02 vs Compare Dates

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DMA Visitation

Which markets are lodging visitors coming from?

Geolocation | 7/1/24 - 6/30/25 | Lodging

DMA	Trips	% Change in Trips
San Francisco-Oak-San	59,638	↗ 4.96%
Los Angeles	41,582	↘ 0.96%
Sacramnto-Stkton-Mod	15,682	↗ 1.01%
Fresno-Visalia	9,235	↗ 1.58%
San Diego	9,196	↘ 11.45%
Chico-Redding	8,011	↘ 5.92%
Reno	6,521	↘ 3.22%
Monterey-Salinas	4,975	↘ 3.22%
Seattle-Tacoma	4,497	↘ 9.80%
Portland- OR	3,979	↘ 9.66%

Length of Stay by Top DMAs

What is the average length of lodging stay by market?

Geolocation | Lodging

DMA	Avg Length of Stay	Share of Trips
San Francisco-Oak-San Jose	2.9 Days	26.52%
Los Angeles	4.1 Days	18.49%
Sacramnto-Stkton-Modesto	3.2 Days	6.97%
Fresno-Visalia	4.1 Days	4.11%
San Diego	4 Days	4.09%
Chico-Redding	3.4 Days	3.56%
Reno	3.1 Days	2.90%
Monterey-Salinas	3.7 Days	2.21%

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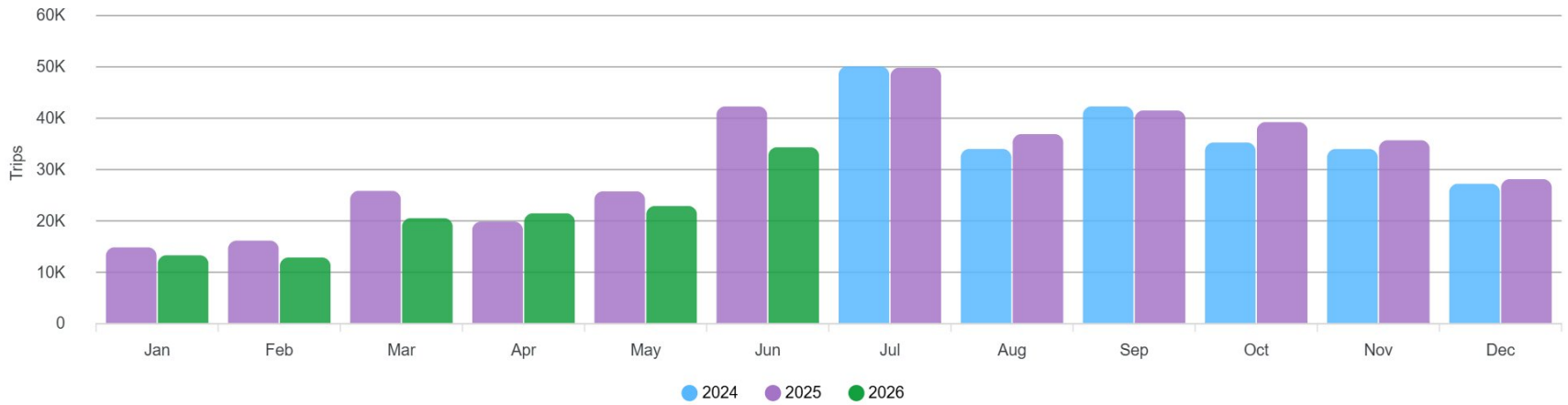
Yolo County - Lodging Visitation

Trips by Month

What is visitation to Yolo County lodging over time?

7/1/24 - 6/30/25 | Lodging



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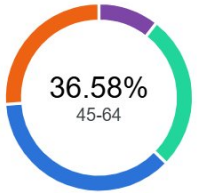
Yolo County -Lodging Visitation

Demographics

What are the demographics of visitors staying in Yolo County lodging?

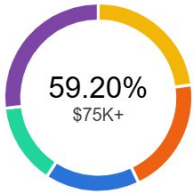
Geolocation | Lodging

AGE



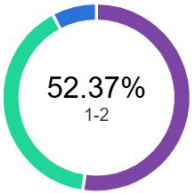
16-24	10.46%
25-44	26.82%
45-64	36.58%
65+	26.13%

INCOME



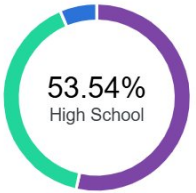
$150K+	22.83%
$100K-$150K	20.12%
$75K-$100K	16.25%
$50K-$75K	13.99%
$0-$50K	26.81%

HOUSEHOLD



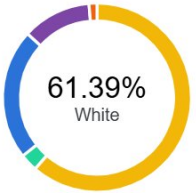
1-2	52.37%
3-5	39.92%
6+	7.71%

EDUCATION LEVEL



High School	53.54%
Bachelors	40.10%
Graduate	6.35%

ETHNICITY



White	61.39%
Black	3.03%
Hispanic	22.40%
Asian	11.80%
Other	1.37%

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Thank you!

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Filters Summary

Report Filters

Geolocation | Dates: 7/1/25 - 6/30/26

Dates: 7/1/24 - 6/30/25 | In-State

Out-of-State | Distance: 50 mi - 3629 mi

Regions: Other, YoloFest Excluded

Clusters: All Included | POIs: All Included

Visual Level Filters

Lodging

Geolocation | Dates: 7/1/25 - 6/30/26

Dates: 7/1/24 - 6/30/25 | In-State

Out-of-State | Distance: 50 mi - 3629 mi

Regions: 4 Excluded | Clusters: 4 Included

POIs: All Included

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Glossary

Geolocation

Cluster : A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Share of Trips : Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days : Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips : The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Trip Length : Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device : A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days : An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Demographics

Education : We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

Age : Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity : Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children : Reports on the percentage of households that have someone under the age of 18 living in them.

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Glossary

Census Demographics : We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

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