



Plumas County Tourism: Five Years of Impact and Vision for Renewal

Plumas County Tourism (PCT) has delivered measurable, mission-aligned results that strengthen our local economy and elevate our region's visibility. This handout outlines PCT's tangible accomplishments and addresses key questions raised by stakeholders and Board members.

I. Achieving Mission and Economic Impact

Plumas County Tourism has focused on fulfilling its primary mission: **building brand awareness for Plumas County and driving increased visitation** to support our local economy. Despite facing extraordinary challenges, PCT has delivered measurable results, generating substantial potential revenue for the county.

Economic Impact Highlights

- **Website Performance (PlumasCounty.org):** The website serves as the primary funnel for visitors, showing strong growth and influence.
 - The website logged **158,171 total sessions** from November 2024 through November 1, 2025, demonstrating strong year-over-year growth that **matches the projected 10% annual increase**.
 - Over **13,000 unique users** clicked through to a "Book Now" page or individual lodging booking engine, resulting in **21,000 click-throughs** to partner sites.
 - The "Places to Stay" page received **17,604 views**, directly driving business to lodging providers within the district.
- **Return on Marketing Investment:** Based on industry-standard analytics and the conservative assumption that only **10% of website users** were influenced to visit Plumas County, PCT's marketing efforts are projected to have generated between **\$2.6 Million and \$6.7 Million** in potential lodging revenue over the last five years. (This estimate is based on research from SMG).
- **Industry Validation:** Studies confirm that Destination Marketing Organization (DMO) websites are among the most influential forces in building a positive destination image and inducing travelers to visit. PCT is providing a critical, centralized marketing service that individual businesses cannot replicate.

II. Navigating Unprecedented Challenges

The Plumas County Tourism District has successfully adapted and continued its work despite significant and unexpected crises over the past five years.

- Seven months after the district's formation, PCT faced and responded to the devastation of the **Dixie Fire**. Three years later, the **Park Fire occurred**, and several years of prolonged **Highway 70 closures followed**, all of which heavily impacted visitation.
- In all instances, PCT adjusted its marketing strategy and messaging to ensure accurate, timely information for potential visitors while protecting the county's brand integrity.

III. Addressing Misconceptions and Improving Communication

We recognize that improved communication is crucial for the district's future success. PCT has a responsibility to ensure all stakeholders and the Board of Supervisors are fully informed. We also encourage stakeholders to share their concerns in a proactive manner.

Clarifications of Key Misconceptions

Misconception	PCT's Clarification and Action
1. "Cherry-picking" the lodging provider list.	Untrue. The list attached to the management plan is the most current available , created in direct collaboration with the Tax Collector's office since January 2025. It represents all lodging providers who paid TOT during the weighted vote base period ([Insert Start Date] to [Insert End Date]). We are committed to an ongoing, collaborative update process for all changes.
2. Lack of communication regarding renewal.	Extensive outreach has occurred. The renewal was discussed at the annual Board presentations (2022-2025) and included in the stakeholder bulletins for April, May, July, and October. Board members conducted direct emails, phone calls, and personal visits. Action: We kindly request that all stakeholders ensure they receive the monthly bulletin by emailing info@plumascounty.org .
3. Legality of Property Manager signatures.	Previously Vetted and Approved. County Counsel investigated this matter during the district's formation in 2020. County Counsel confirmed that property managers are authorized to sign the petition on behalf of property owners with whom they have a contractual relationship .
4. Unfair promotion of Eastern Plumas.	Focus is solely on District members. While promoting the general Plumas County brand may create an indirect benefit county-wide, the PlumasCounty.org website only features lodging options for providers within the District who pay the assessment. If a paying member is not listed, they should immediately submit their information to info@plumascounty.org .

Misconception	PCT's Clarification and Action
5. Lack of direct evidence that PCT helped a business.	Industry Tracking Limits vs. Brand Influence. PCT cannot directly track individual bookings once a visitor clicks through to a third-party booking engine. However, the industry standard shows it takes over 11 points of contact to influence a booking. PCT's work provides those critical initial points of contact and drives pre-qualified users to your booking pages, a service that cannot be tracked as a direct sale.

IV. Justification for Increasing the Assessment to 3%

The original decision to set the assessment at 2% was a compromise, despite expert recommendations for a 3% rate to effectively compete and reverse market share loss.

- The **2% assessment** has allowed the PCT to make great strides, but the work has been heavily reliant on **unsustainable, unpaid staff time** over the past five years.
- To transition to a **sustainable, professional model** that ensures long-term market competitiveness and growth, the recommended **3% assessment** is required.
- This increase is a vital **investment** to secure professional staffing, expand strategic marketing, and ensure Plumas County maintains its share of the regional tourism market, ultimately driving greater TOT and economic returns for the entire county.

VI. Revisiting PCT's 2021 Mandate

Excerpt from the assessment and strategic action plan for Plumas County provided by SMG Consulting utilizing extensive local focus groups and research, and paid for by assessment dollars.

“Plumas County must concentrate its efforts on **repositioning the destination and creating awareness to drive potential visitors to its website** to educate and encourage them to visit the destination. In doing so, it is important to remember two key priorities:

1. Tourism promotion efforts must concentrate on **the marketing elements that individual organizations/businesses cannot do (or do as well) for themselves; and**
2. Stakeholders **must work together to support the “Destination Community” strategy.”**

