



EL ORIGINAL

# CONCORD TACO TRAIL

EST. 1869

## RECAP

### Sept 15 - Oct 15, 2021

**Presented by:**

VISIT  
**CONCORD**  
*A Northern California  
Original*

# 2021 Taco Trail Challenge

**1298**

(+427.6% from 2020)

**Check-Ins**

**875**

(+ 294% over 2020)

**Passport Sign-  
Ups\***

**37**

Plus 10 extra check-in locations  
(+9 Hotels and the Visitor Center)

**Total Venues**

## Prizes/Rewards

1. Sign up Incentive – free stress taco while supplies last (about 100 total)
2. Prizes /Rewards
  - Free Taco Trail shirt with 10 check-ins
  - Four weekly drawing winners received swag prizes
  - One grand prize drawing winner received a Stay & Play package

**Number of prize-eligible passholders (10+ check-ins): 44**



# Contest



## Taco Trail Challenge Winners

**Top five participants visited all 47 check-in locations (+400%)**

- Jeff Child
- Justin Cook
- Robert Furlow
- Ernesto Hernandez
- Spencer Silvestre

**2021 Taco Trail Champion: Ernesto Hernandez**

**Fan Favorite Venue: Taqueria Los Arcos**

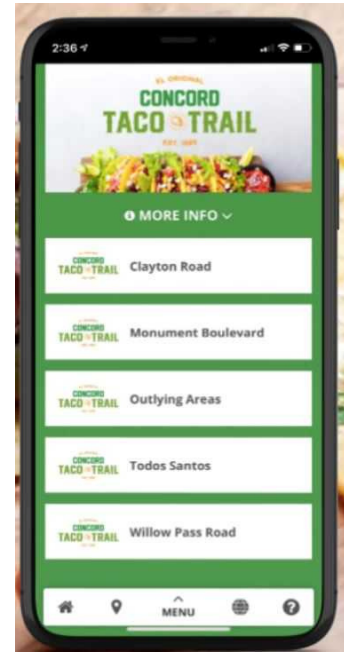


# Mobile Passport



## Top 10 Most Popular Venues & Check-ins

- Taqueria Los Arcos - 69
- Tortilleria El Molino - 58
- Los Tacos de Pancho - 54
- Canasta - 54
- Taqueria Los Gallos - 52
- Los Portales - 48
- Mercado del Sol - 48
- La Pinata - 47
- Los Racheros Taqueria - 42
- Taqueria Autlan - 41



## Passholder Top Cities & Redemptions

- Concord- 468/822
- Walnut Creek - 60/22
- Martinez - 49/52
- Pittsburg- 28/59
- Antioch - 26/21
- Clayton - 25/75
- Lafayette - 17/45
- Oakland - 14/6
- Brentwood - 12/12

## States

- California
- Washington
- Oklahoma
- Nebraska
- Colorado
- Pennsylvania
- Nevada
- Georgia





# Blake Anderson & Website



## Blake Anderson

- Promotional videos created with Blake Anderson & Kyle Newacheck
- Six different videos spotlighting restaurants and owners:
  1. Taqueria Los Gallos
  2. La Pinata
  3. Los Rancheros Taqueria
  4. Mercado Del Sol
  5. Tortilleria El Molino
  6. Taqueria Autlan
- Videos used for social media posts and ads
- Shoot photos used in ads, on the website, collateral, etc.

## Visit Concord Website

### Taco Trail Features:

- Home page promo
- Landing page
- Passport sign up page
- Blake video shoot blog
- Events calendar

### Page sessions:

- Taco Trail landing page #1 visited for September: 9,663 (up 107% from 2020)
- Home Page: 5,005



# Advertising

## Advertising

Do the Bay ad & promotion package – 9/28-10/15, 2021

Newsletter, ½ page website ad, event listing, giveaway, 6 social posts

- 525K local users
- 350K monthly page views
- 68K Instagram followers
- 34K Facebook followers

Diablo Gazette print & digital – ½ page ad, September 2021

- 15K circulation, 14.5K online

Claycord – digital banner ad, Sept./Oct 2021

- 208K unique monthly visitors
- 1.3 million page views per month

Veranda Digital Billboard (I-680) – September 15-October 15, 2021

- Seen by 300,000 motorists per day

## Digital

Black Truck

Digital advertising run 9/1/21-10/15/21

- Search ads – 44.47% CTR, (500% increase)
- Display ads (started 9/14) – .57% CTR



# Media, PR & Promotions

## Media & PR

### Press Releases

- Press release announcement – September 10, 2021
- Follow up winners press release – November 15, 2021

### Media Coverage

- Diablo Gazette, cover, editorial feature, monthly column – September 2021  
15K print circulation, 14.5K online
- Concord Patch – feature, September 15, 2021  
73K monthly website visits
- East Bay Times – feature story, September 22, 2021  
88,074 circulation / 247K daily readership
- San Jose Mercury News – feature story, September 22, 2021  
14,004 circulation / 236,200 daily readership
- Piedmont, Montclair & Berkeley Hills Living magazines, print & online –  
feature story, September 2021
- BATW feature story
- East Bay residential magazine
- 10,500 distribution
- Diablo Dish – feature story, September 15, 2021  
40K circulation / 127K readership
- Hootboard – feature story, newsletter, 10/7/21

### Info Pending



# Promo Partnership & Contests/Promos

## Promotional Partnership

### Yelp – In-Kind, September/October 2021

- Yelp Bay Area: 41.5K Followers
- October email distribution: 400k

## Contests/Promotions

- East Bay Times Promotion (print & online) – Prizes: One Stay & Play package and five swag bags
- Email campaign
- 98,132 sent
- 22,483 opens
- 1,138 clicks
- 22.91 open rate
- 5.06% CTR
- Total subscriber entries: 622

### Do the Bay promotion (online) – Five \$25 gift cards

- 1,872 pageviews
- 57 entries






# Social Media

Promoted from Sept 1st -Oct 15th

Channels Promoted:



## Combined Taco Trail post stats:

- 137 Posts
  - Impressions - 352,618K
  - Engagements - 12,596K
  - Engagement rate per impression - 3.6%
  - Organic post link clicks - 723
  - Paid post link clicks -7,209
- 
- **Top organic post:** Twitter, Blake Anderson, 4,524 engagements
  - **Top campaign ad:** Instagram, Blake Anderson, 78,301 video plays

## Influencer Posts:

- **Munch with Momo** - Instagram influencer, 14.6K followers  
10,395 impressions / 9 posts
- **Martiwantsmore** - Instagram influencer, collaborator on "BestFoodBayArea"  
7,639 followers, 71.7K followers on BestFoodBayArea  
1,872 impressions / 5 posts
- **CaliforniaCalories** - Instagram influencers, 16.5 followers  
2,183 engagements / 4 posts
- **Blake Anderson** - Actor, 1 million followers  
Instagram story post, Retweets



# Other

## Email & Newsletter

Visit Concord weekly email sent to 1,200 subscribers

- Six weekly emails – 9/13 through 10/18
- Avg # recipients: 8200
- Avg open rate: 24%

Concord Chamber Newsletter:

Featured in seven weekly newsletters

– 9/9 through 10/21

- Avg # recipients: 1200
- 50 clicks

## Signage

- Taco Trail Pop Up Tent - New
- Taco Trail map (updated)
- Window clings
- QR Code table sign
- Large outdoor standup sign



## Events

- Music & Market Booth  
Todos Santos Plaza, September 9, 2021, 4pm-8pm
- Visitor Center Ribbon Cutting Ceremony & Reception  
On-site event, September 16, 4-6 pm  
Taco Trail themed reception with Guacamole Grill providing food service



## Merchandise

- Black with green logo tee (new)
- Red & black baseball tees
- White with orange logo tee
- Socks
- Stress Taco

Sales:

T-shirts: \$420

Socks: \$70

## Visitor Center

# visitors:

September: 222

October: 360

