



Celebrating our 30th year, the Placer Artists Tour is the largest artists tour in the northern Sierra Foothills region with over 100 participating artists throughout Placer County.

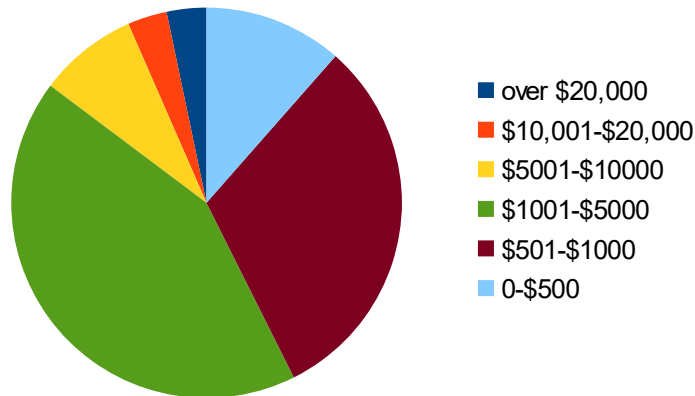
2022 Tour Results

The Tour drew over 6,000 attendees, with approximately \$451,000 in art sales.

Public Satisfaction: Survey data indicates a high satisfaction rate and 93% of the attendees plan to attend again in 2023. Nearly half of survey respondents purchased food & drink and visited local businesses.

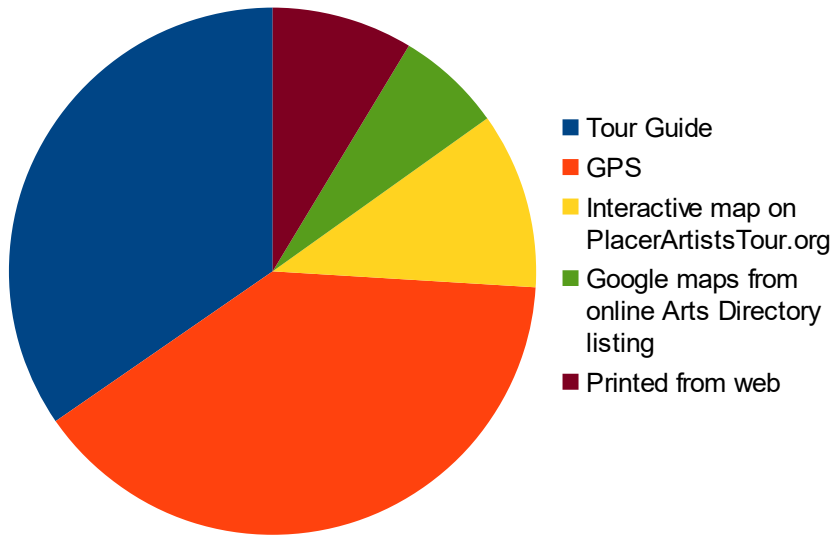
Artist Satisfaction: Artist survey data indicates a high satisfaction rate, and the majority intend to be on tour in 2023.

Artist Sales During the Tour

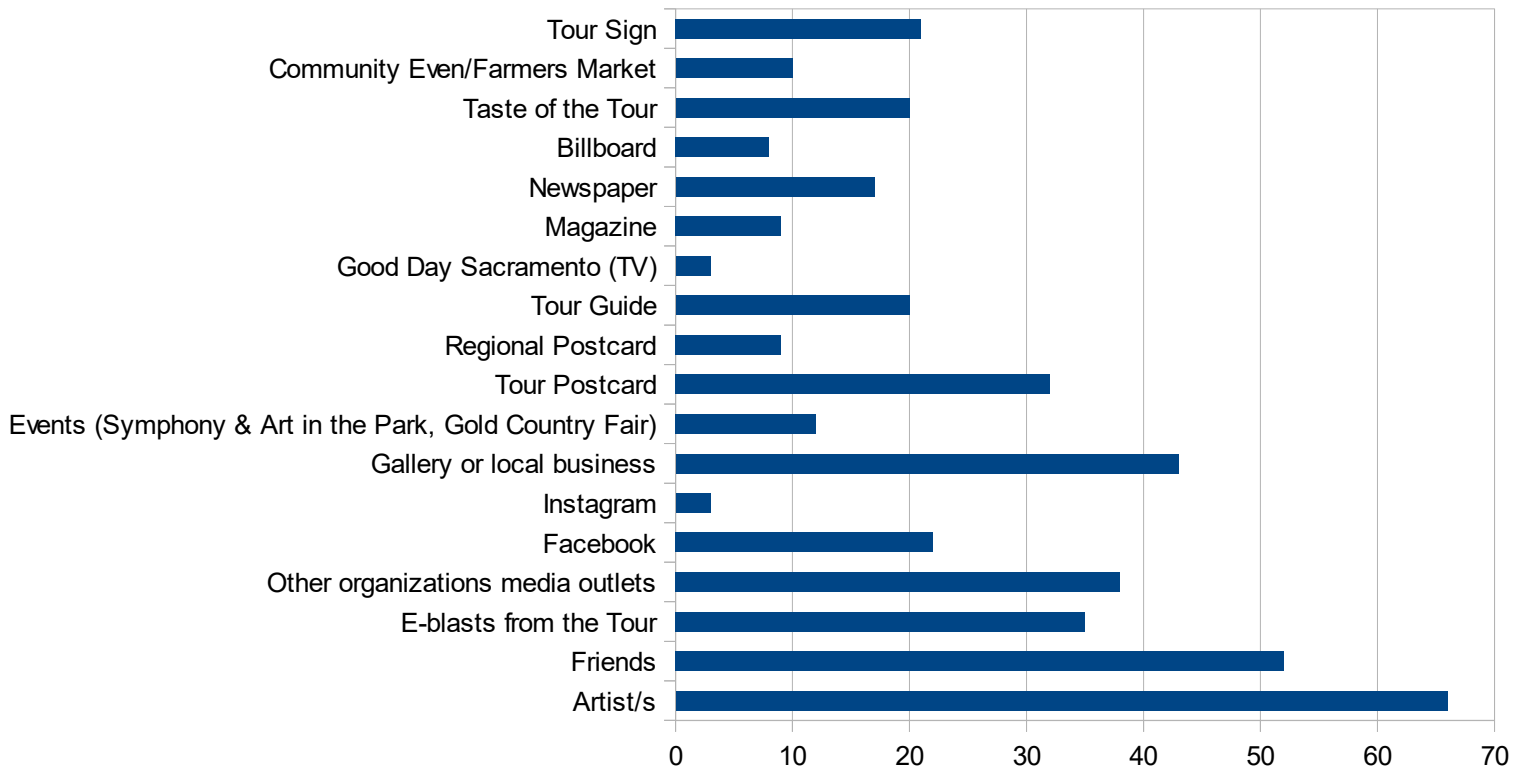


I love attending this event every fall. Someone always gets unusual Christmas and birthday presents as a result, even me! Really like the two-weekend format because inevitably one of my Saturdays or Sundays are always booked for something else. I think I even utilized a Friday this year.

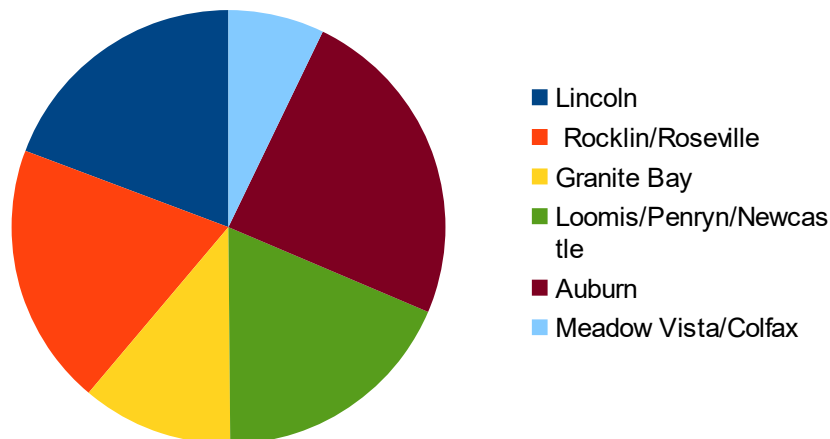
Tour Attendee Navigation Methods



How attendees heard about the Tour



Regions Visited



The artists were so welcoming. I would normally be shy about visiting a studio but every artist was happy to see us and seeing other folks out and about was a fun shared experience. This Tour is a community treasure. You could see how much time and effort you all put into this. Am sure I'm not the only one who loves having this Studio Tour in our midst.

Where did attendees come from?

This signature event creates awareness reaching well beyond Placer County. Artists report visitors from Florida, Oregon, Arizona, Washington DC, New Orleans, Seattle, San Diego, Los Angeles, the Bay area and Marin County. International visitors from England and Thailand were also reported.

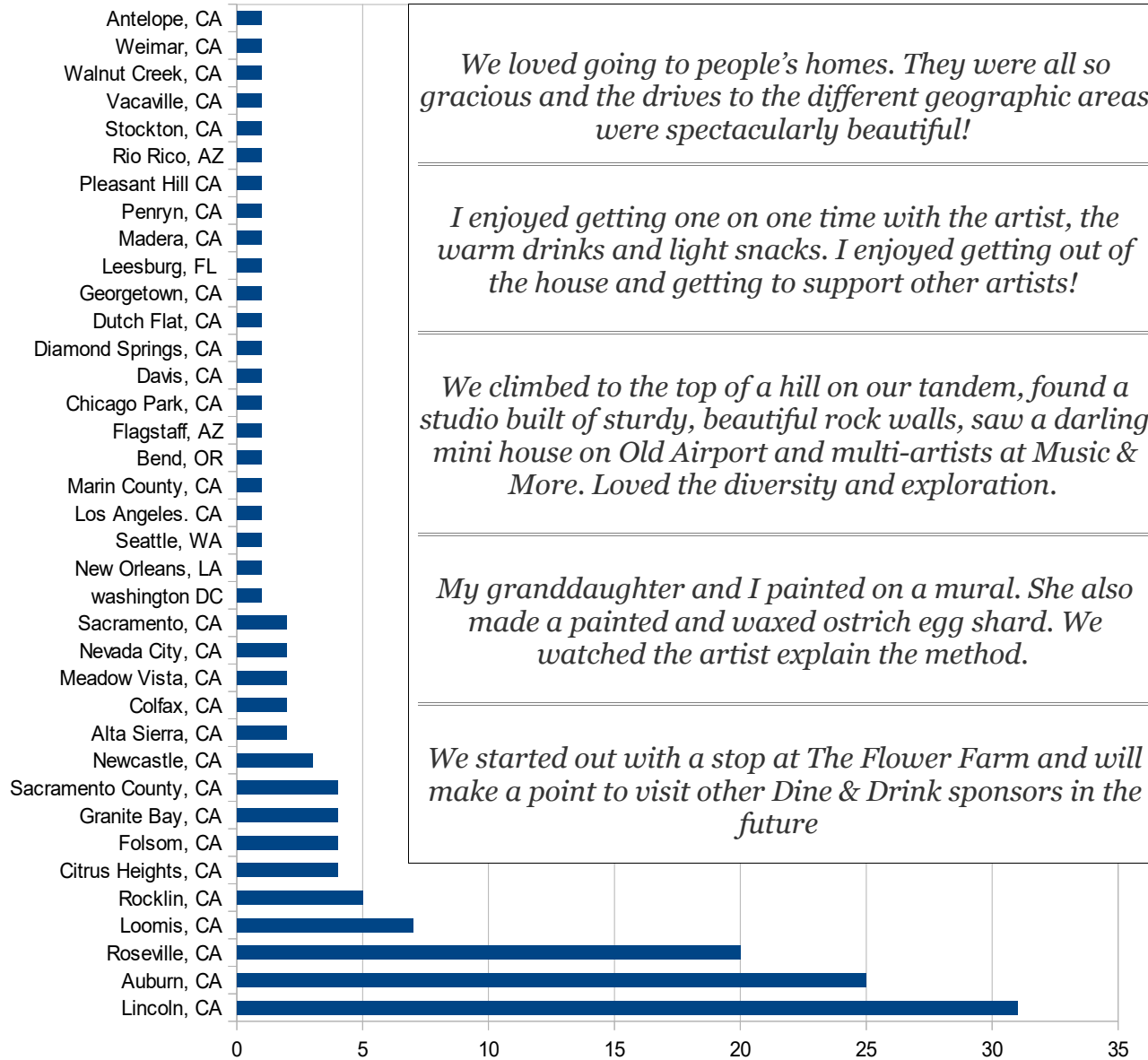
"I am a long time audience of the artists who give their time and energy when exhibiting in the Placer Artists Tour. It was something I really missed attending when I moved to Florida in 2007. It was hard to return at tour times and so I have only been able to visit a couple times. However, it has never disappointed me because there is always a new creation to enjoy. It is very exciting!!!

I love that sponsors will keep the now called Placer Artists Tour an ongoing event. I think it is too worthwhile for those of us who don't create ART!"

-- Paula Forgey, Florida

Definitely went to Awful Annie's because Persimmon was "right next to" Awful Annie's!

Where did attendees come from?



We loved going to people's homes. They were all so gracious and the drives to the different geographic areas were spectacularly beautiful!

I enjoyed getting one on one time with the artist, the warm drinks and light snacks. I enjoyed getting out of the house and getting to support other artists!

We climbed to the top of a hill on our tandem, found a studio built of sturdy, beautiful rock walls, saw a darling mini house on Old Airport and multi-artists at Music & More. Loved the diversity and exploration.

My granddaughter and I painted on a mural. She also made a painted and waxed ostrich egg shard. We watched the artist explain the method.

We started out with a stop at The Flower Farm and will make a point to visit other Dine & Drink sponsors in the future

Our Mission

To showcase the vast array of talented artists throughout the Placer County region

To celebrate artists creating works in all mediums

To educate the community and visitors on how artists create their works

To support the artists by offering opportunities to purchase art

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