

**VMC TEAM REPORT 2016-17**

**SALES & OPPORTUNITIES**

	July	August	September	October	November	December	January	February	March	April	May	June	YTD
Client Outreach	60	500	120	500	150	70	45	90	40	0	0	0	1,575
Consumer & Trade Shows	2	1	1	1	0	0	1	2	1	0	0	0	9
Show Prospects	535	2164	458	450	0	0	0	2050	0	0	0	0	5,657
Leads (FIT & group business only)	3	0	2	2	2	0	2	25	25	0	0	0	61
Est Room Nights (not all realized in fiscal year)	178	188	120	110	208	55	367	500	40	0	0	0	1,766
VMC Partner Opportunities	3	0	4	6	6	7	6	12	13	0	0	0	57

**EMAIL & WEBSITE**

Website Sessions	16,861	14,965	15,179	20,036	17,353	18,955	31,117	17,454	19,860	-	-	-	171,780
Users (Unique Visitors)	13,966	12,507	12,301	15,539	13,769	15,393	26,364	14,615	16,423	-	-	-	140,877
Pageviews	40,916	40,691	40,079	50,489	43,365	43,113	66,301	37,838	50,178	-	-	-	412,970
Pages/Session	2.43	2.72	2.64	2.52	2.50	2.27	2.13	2.17	2.53	0	0	0	21.91
Avg. Time on Site	2:37:00	2:45:00	2:33:00	2:21:00	2:23:00	2:01:00	1:43:00	1:56:00	2:23:00	0:00:00	0:00:00	0:00:00	
Bounce Rate	54.66%	54.83%	56.45%	58.84%	58.00%	60.93%	63.13%	64.05%	5929.00%	0.00%	0.00%	0.00%	
% New Sessions	79.31%	79.64%	77.15%	73.05%	74.13%	76.50%	80.93%	77.47%	7821.00%	0.00%	0.00%	0.00%	
<b>Devices</b>													
Desktop	7,933	7,858	7,070	9,003	8,131	7,975	12,707	7,769	9,293	-	-	-	77,739
Mobile	6,625	5,278	6,218	8,701	7,337	8,803	14,677	7,729	8,467	-	-	-	73,835
Tablet	2,303	1,829	1,891	2,332	1,885	2,177	3,733	1,956	2,100	-	-	-	20,206
Events Uploaded	0	0	0	0	24	126	71	100	111	0	0	0	432
Blogs/Content Created	4	2	5	2	3	2	2	1	3	0	0	0	24
Contests/Promotions	0	0	0	0	0	0	0	0	0	0	0	0	-
Consumer Enewsletters	1	1	1	1	1	1	#REF!	#REF!	1	0	0	0	#REF!
Open Rate	14.10%	13.90%	13.00%	13.07%	14.96%	12.80%	14.96%	12.80%	13.20%	0.00%	0.00%	0.00%	122.79%
Clicks	1.10%	1.10%	1.10%	1.41%	1.40%	1.18%	1.23%	0.70%	1.10%	0.00%	0.00%	0.00%	10.32%
Email Capture	83	143	1,563	3,719	(3,450)	168	(658)	211	(175)	-	-	-	1,604
Total Subscribers	32,858	33,001	34,564	38,283	34,833	35,001	34,343	34,554	34,379	-	-	-	311,816
<b>Social Media</b>													
New Facebook Fans	1,671	1,634	67	102	152	122	171	168	104	0	0	0	4,191
Facebook Likes	53,271	54,905	54,972	55,074	55,226	55,297	55,523	55,544	55,648	0	0	0	495,460
New Instagram Followers	237	311	185	141	311	175	253	187	428	0	0	0	2,228
New Pinterest Followers	0	0	0	0	0	0	301	0	16	0	0	0	317

**COORDINATED FESTIVALS**

	Mushroom	Crab	Fringe	COLLATERAL									
Activities	24	23	0	Visitor Guides	1,429								
Breweries	5	4	0	Mini Guides	2,000								
Dining/Restaurants	30	18	0	Pet Guides	3,148								
Events	26	18	0	Tear Off Maps	120								
Lodging	25	24	0	Inland	50								
Organizations	0	0	0	North Coast	122								
Wineries	37	37	0	South Coast	1								
# Brochures/Collateral Produced/Distributed	15,000	20,000	0	Wine Maps	-								
Downloads	2,161	3,449		Anderson Valley	102								
Web Traffic	17,183	21,536		Mendocino County	700								
				Green Bags	4,762								

**PUBLIC RELATIONS**

Press Releases	1	0	1	2	1	1	1	1	1	0	0	0	9
Media Requests	2	1	2	2	2	1	3	2	0	0	0	0	15
Media Visits	2	1	2	2	1	2	4	2	0	0	0	0	16
Ad equivalency	\$ 3,005,524.01	\$ 2,810,976.27	\$ 958,464.74	\$ 1,987,328.83	\$ 2,945,793.57	\$ 320,371.48	\$ 3,242,996.73	\$ 23,652,274.55	\$ 1,528,614.94	\$ -	\$ -	\$ -	\$ 40,452,345.12
Impressions	31,757,270	64,562,127	20,361,292	62,461	36,536,871	8,445,898	153,735,717	584,507,113	69,674,742	-	-	-	969,643,491

**VISITORS/ATTENDANCE**

MCTC Visitor Center	491	511	210	145	68	51	59	52	91	0	0	0	1,678
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