

VMC TEAM REPORT 2016-17	July	August	September	October	November	December	January	February	March	April	May	June	YTD
SALES & OPPORTUNITIES													
Client Outreach	60	500	120	500	150	70	45	90	0	0	0	0	1,535
Consumer & Trade Shows	2	1	1	1	0	0	1	2	0	0	0	0	8
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	0	0	0	0	36
Est Room Nights (not all realized in fiscal year)	178	188	120	110	208	55	367	500	0	0	0	0	1,726
VMC Partner Opportunities	3	0	4	6	6	7	6	12	0	0	0	0	44
EMAIL & WEBSITE													
Website Sessions	16,861	14,965	15,179	20,036	17,353	18,955	31,117	17,454	-	-	-	-	151,920
Users (Unique Visitors)	13,966	12,507	12,301	15,539	13,769	15,393	26,364	14,615	-	-	-	-	124,454
Pageviews	40,916	40,691	40,079	50,489	43,365	43,113	66,301	37,838	-	-	-	-	362,792
Pages/Session	2.43	2.72	2.64	2.52	2.50	2.27	2.13	2.17	0	0	0	0	19.38
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	0:00:00	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%	0.00%	0.00%	0.00%	0.00%	
% New Sessions	79.31%	79.64%	77.15%	73.05%	74.13%	76.50%	80.93%	77.47%	0.00%	0.00%	0.00%	0.00%	
Devices													
Desktop	7,933	7,858	7,070	9,003	8,131	7,975	12,707	7,769	-	-	-	-	68,446
Mobile	6,625	5,278	6,218	8,701	7,337	8,803	14,677	7,729	-	-	-	-	65,368
Tablet	2,303	1,829	1,891	2,332	1,885	2,177	3,733	1,956	-	-	-	-	18,106
Events Uploaded	0	0	0	0	24	126	71	100	0	0	0	0	321
Blogs/Content Created	4	2	5	2	3	2	2	1	0	0	0	0	21
Contests/Promotions	0	0	0	0	0	0	0	0	0	0	0	0	-
Consumer Enewsletters	1	1	1	1	1	1	#REF!	#REF!	0	0	0	0	#REF!
Open Rate	14.10%	13.90%	13.00%	13.07%	14.96%	12.80%	14.96%	12.80%	0.00%	0.00%	0.00%	0.00%	109.59%
Clicks	1.10%	1.10%	1.10%	1.41%	1.40%	1.18%	1.23%	0.70%	0.00%	0.00%	0.00%	0.00%	9.22%
Email Capture	83	143	1,563	3,719	(3,450)	168	(658)	211	-	-	-	-	1,779
Total Subscribers	32,858	33,001	34,564	38,283	34,833	35,001	34,343	34,554	-	-	-	-	277,437
Social Media													
New Facebook Fans	1,671	1,634	67	102	152	122	171	168	0	0	0	0	4,087
Facebook Likes	53,271	54,905	54,972	55,074	55,226	55,297	55,523	55,544	0	0	0	0	439,812
New Instagram Followers	237	311	185	141	311	175	253	187	0	0	0	0	1,800
New Pinterest Followers	0	0	0	0	0	0	301	0	0	0	0	0	301
COORDINATED FESTIVALS													
	Mushroom	Crab	Fringe	COLLATERAL									
Activities	24	23	0	Visitor Guides	1,128								
Breweries	5	4	0	Mini Guides	2,000								
Dining/Restaurants	30	18	0	Pet Guides	2,741								
Events	26	18	0	Tear Off Maps	-								
Lodging	25	24	0	Inland	-								
Organizations	0	0	0	North Coast	72								
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	100								
Web Traffic	17,183	21,536		Mendocino County	650								
				Green Bags	4,712								
PUBLIC RELATIONS													
Press Releases	1	0	1	2	1	1	1	1	0	0	0	0	8
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	\$ 5,253,493.88	\$ 23,977,477.00	\$ -	\$ -	\$ -	\$ -	\$ 41,259,429.78
Impressions	31,757,270	64,562,127	20,361,292	62,461	36,536,871	8,445,898	45,045,230	584,507,113	-	-	-	-	791,278,262

VISITORS/ATTENDANCE

MCTC Visitor Center

491	511	210	145	68	51	59	52	0	0	0	0	1,587
-----	-----	-----	-----	----	----	----	----	---	---	---	---	-------