

<b>VMC TEAM REPORT 2016-17</b>	July	August	September	October	November	December	January	February	March	April	May	June	YTD
<b>SALES &amp; OPPORTUNITIES</b>													
Client Outreach	0	500	0	500	0	0	6	0	0	0	0	0	1,006
Consumer & Trade Shows	2	1	1	1	0	0	1	2	0	0	1	0	9
Show Prospects	535	2164	458	450	0	0	0	0	0	0	0	0	3,607
Leads (FIT & group business only)	3	0	2	2	1	0	0	0	0	0	0	0	8
Estimated Room Nights	0	0	0	0	28	0	6	0	20	0	0	0	54
VMC Partner Opportunities	3	0	4	6	6	7	6	0	0	0	0	0	32
<b>EMAIL &amp; WEBSITE</b>													
Website Sessions	16,861	14,965	15,179	20,036	17,353	18,955	31,117	-	-	-	-	-	134,466
Users (Unique Visitors)	13,966	12,507	12,301	15,539	13,769	15,393	26,364	-	-	-	-	-	109,839
Pageviews	40,916	40,691	40,079	50,489	43,365	43,113	66,301	-	-	-	-	-	324,954
Pages/Session	2.43	2.72	2.64	2.52	2.50	2.27	2.13	0	0	0	0	0	17.21
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	0:00:00	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%	0.00%	0.00%	0.00%	0.00%	0.00%	
% New Sessions	79.31%	79.64%	77.15%	73.05%	74.13%	76.50%	80.93%	0.00%	0.00%	0.00%	0.00%	0.00%	
<b>Devices</b>													
Desktop	7,933	7,858	7,070	9,003	8,131	7,975	12,707	-	-	-	-	-	60,677
Mobile	6,625	5,278	6,218	8,701	7,337	8,803	14,677	-	-	-	-	-	57,639
Tablet	2,303	1,829	1,891	2,332	1,885	2,177	3,733	-	-	-	-	-	16,150
Events Uploaded	0	0	0	0	24	126	71	0	0	0	0	0	221
Blogs/Content Created	4	2	5	2	3	2	0	0	0	0	0	0	18
Contests/Promotions	0	0	0	0	0	0	0	0	0	0	0	0	-
Consumer Enewsletters	1	1	1	1	1	1	2	0	0	0	0	0	8
Open Rate	14.10%	13.90%	13.00%	13.07%	14.96%	0.00%	14.96%	0.00%	0.00%	0.00%	0.00%	0.00%	83.99%
Clicks	1.10%	1.10%	1.10%	1.41%	1.40%	1.18%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	8.52%
Email Capture	83	143	1,563	3,719	(3,450)	168	(658)	-	-	-	-	-	1,568
Total Subscribers	32,858	33,001	34,564	38,283	34,833	35,001	34,343	-	-	-	-	-	242,883
<b>Social Media</b>													
New Facebook Fans	1,671	1,634	67	102	152	122	171	0	0	0	0	0	3,919
Facebook Likes	53,271	54,905	54,972	55,074	55,226	55,297	55,523	0	0	0	0	0	384,268
New Instagram Followers	237	311	185	141	311	175	253	0	0	0	0	0	1,613
New Pinterest Followers	0	0	0	0	0	0	301	0	0	0	0	0	301
<b>COORDINATED FESTIVALS</b>													
	<b>Mushroom</b>	<b>Crab</b>	<b>Fringe</b>										
Activities	24	23	0										
Breweries	5	4	0										
Dining/Restaurants	30	18	0										
Events	26	18	0										
Lodging	25	24	0										
Organizations	0	0	0										
Wineries	37	37	0										
# Brochures/Collateral Produced/Distributed	15,000	20,000	0										
Downloads	2,161	3,449											
Web Traffic	17,183	21,536											
<b>COLLATERAL</b>													
Visitor Guides													598
Mini Guides													1,600
Pet Guides													2,038
Tear Off Maps													-
Inland													-
North Coast													72
South Coast													1
Wine Maps													-
Anderson Valley													-
Mendocino County													450
Green Bags													2,312
<b>PUBLIC RELATIONS</b>													
Press Releases	1	0	1	2	1	1	0	0	0	0	0	0	6
Media Requests	2	1	2	2	2	1	3	0	0	0	0	0	13
Media Visits	2	1	2	2	1	2	4	0	0	0	0	0	14

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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,281,952.78
Impressions	31,757,270	64,562,127	20,361,292	62,461	36,536,871	8,445,898	45,045,230	-	-	-	-	-	206,771,149

**VISITORS/ATTENDANCE**

MCTC Visitor Center	491	511	210	145	68	51	59	0	0	0	0	0	1,535
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