



MENDOCINO COUNTY TOURISM COMMISSION COMMUNICATION PLATFORMS 2020/2021 CAMPAIGN

Motivators for Campaign Outreach, Editorial Content, Pitching and Market Visitation

- **Summer of Love** – Reboot Mendo-style, redwood romps, wine adventures
- **Room to Roam/Snores & ‘S’mores** – Top 10 camp outs
- **Room to Roam/Mating Season in Mendocino** – Migration season, top 10 Love Shacks for Reconnecting
- **Room to Roam/Step into Liquid:** Top 10 swimming spots/hot springs for Indian Summer travel
- **Suds & Buds** - New beer trail; cannabis adventures
- **Solo Sojourner** – Banking on the rise in solo getaways
- **Micro Travel** – Focus on short yet experience-driven mini vacations/drive market
- **The Modern Nomad** – Ed-venture and gap family getaways
- **Hopland Rising** – Spotlight on Mendocino’s gateway, Solar Living, Thatcher, etc.
- **Nature at its Naked Best/Migration Season:** Spotlight on authentic + real
- **Haute Tables/Low Attitude** – Chef round up with seasonal slant
- **Redwood Corridor/Inspiration Highway** – Adventures and pit stops skirting Highway 101
- **39th Parallel** – Focus on Mendocino’s unique position sporting sun and serenity (sister cities on the same parallel: Sardinia, Ibiza, Lesbos, Lisbon)
- **Star Power** - Top 10 star-gazing spots
- **The Other White** - Unearth the region’s true gem – dry Riesling & Gewurztraminer
- **Humble Harvest** – Tour of local gardens, farm stays, work ranches
- **Rooms with a View** – Play off *Condé Nast Traveler’s* back page, top 10 picks
- **Rustic Romance** – Outback cabins, romantic romps, water tower love shacks
- **Horseshoes & Corkscrews** - From ranch-style stays to equestrian romps and outback wineries
- **Power to the PCH** - The iconic Highway 1 road trip is as easy as plug and go with 12 EV stations dotting Mendocino’s 90 miles of coast
- **Culinary Cache** - Annual line-up of small flavored food/wine events
- **Hot Sheet** – Media news and updates
- **SATW Hot Sheet** – Annual Society of American Travel Writers trade show
- **Have Trails, Will Travel** - Motorcycle/biking/hiking trails worth a trek
- **Top 10 Fungi Forays/Mushroom Season** – Roundup of adventures for enthusiasts
- **Local/Community News** - Tourism Trends, etc.
- **Tribal Travel:** Authentic adventures for families and step-generation getaways
- **Lap of Luxury:** Top Treks for the 1%; Heli into Brewery Gulch, own the ranch (INR), buy out your private playground (the Brambles)
- **Southern Exposure/Canadian Adventure Pass** (top tier international market representing 1.6 million annual visitors; Western Canada)
- **Liquid Assets:** Offbeat AVAs (Yorkville, Cole Ranch, Mendocino Ridge)
- **Intentional Wine Trekker/Highway 128:** Four counties, five AVAs

- **Welltality:** Update on physical/spiritual regimes to reboot mind and body
- **Digital Detox:** Unplug and reconnect; Emandel, Salmon Creek Farm, Hipcamp
- **Pinot & Porcinis:** Fall travel focus, ideal spots to hike/dine on the season's best
- **Get Crackin':** Crab season's top picks for dining, lodging, crackin'
- **Behind the Emerald Curtain:** Cannabis Tourism hits a high note; new tours, activities at Flo Kana, Solar Living, Emerald Farms
- **Haunted Tourism:** Top spots to get your ghost on (October/Halloween tie)
- **Counter Culture:** Organic, Sustainable, Authentic... forage for fungi, lap up local honey... the farm-to-fork zeitgeist originated here
- **Meetings Mendo-Style:** Small Meeting/Group/Incentive focused on Boosting Creativity
- **Finding the Lost Coast:** News updates/trails spotlighting the pristine coast
- **The Art of Escape:** From top-tier music festivals to world-class museums and galleries, savor the artistic flavors of this Bohemian region
- **Own the Ranch:** Luxury buy-outs, adventures & excursions
- **Authentic California:** Step into the realm of the real deal, where Mother Nature slows Father Time...
- **Wilderness Weddings:** Green, Gorgeous and Getaway Friendly; destination weddings Mendo-style
- **Motorcycles to Monster Trucks:** Round Up for car, bike, off-road enthusiasts
- **Lift your Spirits:** Mendocino County's craft distilleries dive deep
- **Adventurers Wanted:** Extreme sports, marathons, trekking the Lost Coast, etc.