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	95	0	0	0	1,630
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	2273	0	0	0	0	5,880
Leads (FIT & group business only)	3	0	2	2	2	0	2	25	13	2	0	0	51
Est Room Nights (not all realized in fiscal year)	178	188	120	110	208	55	367	500	225	0	0	0	1,951
VMC Partner Opportunities	3	0	4	6	6	7	6	12	3	0	0	0	47
EMAIL & WEBSITE													
Website Sessions	16,861	14,965	15,179	20,036	17,353	18,955	31,117	17,454	19,860	22,318	-	-	194,098
Users (Unique Visitors)	13,966	12,507	12,301	15,539	13,769	15,393	26,364	14,615	16,423	18,564	-	-	159,441
Pageviews	40,916	40,691	40,079	50,489	43,365	43,113	66,301	37,838	50,178	53,861	-	-	466,831
Pages/Session	2.43	2.72	2.64	2.52	2.50	2.27	2.13	2.17	2.53	2.41	0	0	24.32
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	2:08:00	0:00:00	0:00:00	
Bounce Rate	54.66%	54.83%	56.45%	58.84%	58.00%	60.93%	63.13%	64.05%	59.29%	6057.00%	0.00%	0.00%	
% New Sessions	79.31%	79.64%	77.15%	73.05%	74.13%	76.50%	80.93%	77.47%	78.21%	7867.00%	0.00%	0.00%	
Devices													
Desktop	7,933	7,858	7,070	9,003	8,131	7,975	12,707	7,769	9,293	9,906	-	-	87,645
Mobile	6,625	5,278	6,218	8,701	7,337	8,803	14,677	7,729	8,467	10,239	-	-	84,074
Tablet	2,303	1,829	1,891	2,332	1,885	2,177	3,733	1,956	2,100	2,173	-	-	22,379
Events Uploaded	0	0	0	0	24	126	71	100	111	138	0	0	570
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%	13.50%	0.00%	0.00%	15.14%
Clicks	1.10%	1.10%	1.10%	1.41%	1.40%	1.18%	1.23%	0.70%	1.10%	1.00%	0.00%	0.00%	1.26%
Email Capture	83	143	1,563	3,719	(3,450)	168	(658)	211	(175)	(44)	-	-	1,560
Total Subscribers	32,858	33,001	34,564	38,283	34,833	35,001	34,343	34,554	34,379	34,335	-	-	34,379
Social Media													
New Facebook Fans	1,671	1,634	67	102	152	122	171	168	104	188	0	0	4,379
Facebook Likes	53,271	54,905	54,972	55,074	55,226	55,297	55,523	55,544	55,648	55,774	0	0	55,648
New Instagram Followers	237	311	185	141	311	175	253	187	428	122	0	0	2,350
New Pinterest Followers	0	0	0	0	0	0	301	0	16	0	0	0	317

COORDINATED FESTIVALS	Mushroom	Crab	Fringe
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	

COLLATERAL	
Visitor Guides	1,552
Mini Guides	2,000
Pet Guides	3,259
Tear Off Maps	-
Inland	-
North Coast	75
South Coast	1
Wine Maps	-
Anderson Valley	100
Mendocino County	750
Green Bags	4,712

PUBLIC RELATIONS	July	August	September	October	November	December	January	February	March	April	May	June	YTD
Press Releases	1	0	1	2	1	1	1	1	1	1	0	0	10
Media Requests	2	1	2	2	2	1	3	2	0	4	0	0	19
Media Visits	2	1	2	2	1	2	4	2	0	6	0	0	22
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	$ 540,157.98	$ -	$ -	$ 40,992,503.10
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	8,347,705	-	-	977,991,196

VISITORS/ATTENDANCE													
MCTC Visitor Center	491	511	210	145	68	51	59	52	91	107	0	0	1,785

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