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August-September 2023 DogCation®



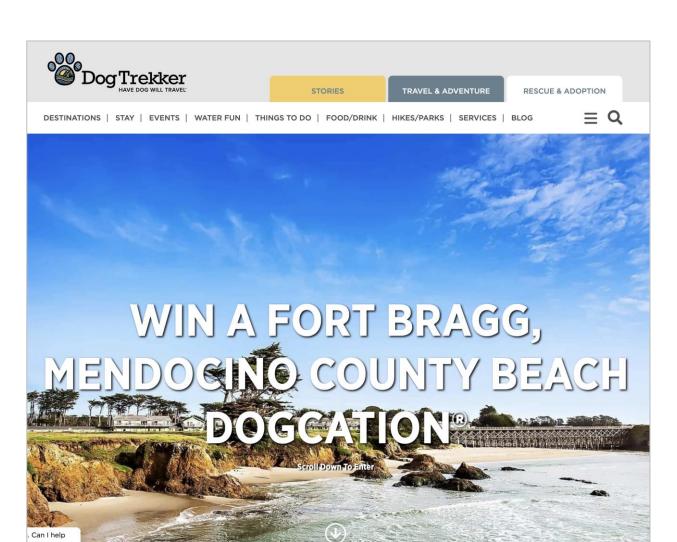
DogTrekkers love Fort Bragg and Mendocino County for the coastal charm, dog-friendly outdoor adventures, dining options and accommodations that welcome the furry members of their families.

What better way to celebrate this special place by offering three DogCation® packages, each with a two-night stay at a Beachcomber Hotel property, family packs of Skunk Train tickets, including the pup of course, bicycle rentals and dinners at North Coast Brewing Company.

The promotion was presented across the DogTrekker Media Network, DogTrekker.com, and at three animal welfare adoptathons during the summer and fall. The coverage and results were magical.



DogCation on-site sign-ups





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	Enter to Win!				
	Win a two-night DogCation® at one of the three Beachcomber Hotel properties in Fort Bragg: The Beachcomber Motel, Surf & Sand Lodge, or the Beach House Inn. In addition, each prize package will include a Skunk Train family pack, bike rentals, and a \$100 gift certificate good at the North Coast Brewing Company. DogTrekker respects your privacy and will never sell or rent personal information.				
	Name (Required)				
	First		Last		
	Email (Required)				
	Enter Email		Confirm Email		
	Zip Code (Required)				
	Phone (Required)				
	(555) 555-5555				
	Subscribe me to the free DogTrekker® newsletter, so I can be the first to hear about future DogCations®				
	Yes				
	○ No				
	agree to the contest terms and conditions (Required)				
	Yes				
	○ No				
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i ilar	Enter!				

DogCation partner promotion



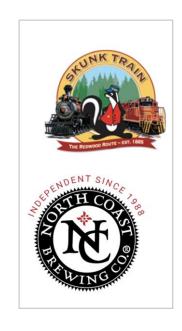


Thank you for entering DogTrekker.com's August-September 2023 DogCation®. We would like to thank our partners for providing these prize packages. We will choose the winners in October 2023 and will let you know if you won. In the meantime, please visit our sponsors:









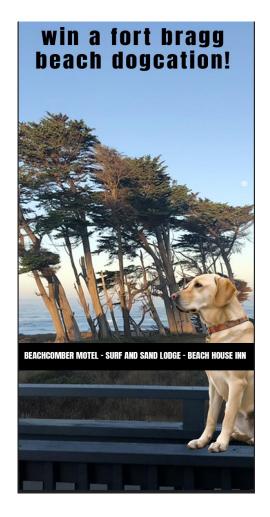
DogCation display ad promotion

















DogCation display ad promotion



Key placement takeovers



Dog & Pony Ranch

Escape to the beautiful Northern California Sierra foothills to enjoy nature from the comforts of a luxurious hilltop guest house with spectacular sunset views. It's the best of both worlds with the peaceful privacy of 60 fenced rural acres plus the conveniences of being only a few miles from the Gold Country towns of Pine Grove, Jackson and Sutter Creek. The ranch is just 2-3 hours from the Bay Area making it an easy getaway for many Californians.



Comment from the owners:

"What makes our Dog & Pony Ranch so special are the features that have been designed for fourfooted family members who are not just "pets considered" but "pets welcome!" See our list of

dog-friendly amenities below. Dog-loving guests rave about our unique leash-free property and have nicknamed it "Doggie Disneyland."



Yosemite National Bark!



Few places are prettier than <u>Yosemite in fall</u>. Blue skies and mild temperatures make for pleasant outdoor activities, while vast stands of maples and dogwoods put on a colorful show.

Traffic is lighter during the fall season, and hotels in this dog-friendly paradise roll out special <u>lodging deals</u> this time of year, too. You and your four-legged guests will be treated like VIPs at these Yosemite Mariposa County favorites. Start planning, and book your national park stay today.

Get started with some DogTrekker favorites:

- Your dog-friendly to-do list in Yosemite National Park
- Tenaya at Yosemite extends a warm welcome
- Base yourself at The Redwoods in Yosemite
- AutoCamp Yosemite: Ruffing it, the modern way
- Begin your Yosemite DogCation® with river views



DogCation takeover newsletter promotion





Featured partners

Win a Mendocino County coastal DogCation®



Hi David...

The DogCation® is the most widely anticipated and engaging promotion in the history of DogTrekker. We celebrate fall in Mendocino County by offering our readers a chance to win one of three prize packages in the North Coast town of Fort Bragg. Enter to win a two-night stay at the dog-passionate Beachcomber Motel, Surf & Sand Lodge, or Beach House Inn.

Each prize package includes bike rentals from the Beachcomber Motel, four adult tickets along with two dog tickets on the Redwood Route of the world-famous Skunk Train, and a \$100 gift certificate at the North Coast Brewing Company.

DogTrekker respects your privacy and will never sell or rent personal information.

Enter Today



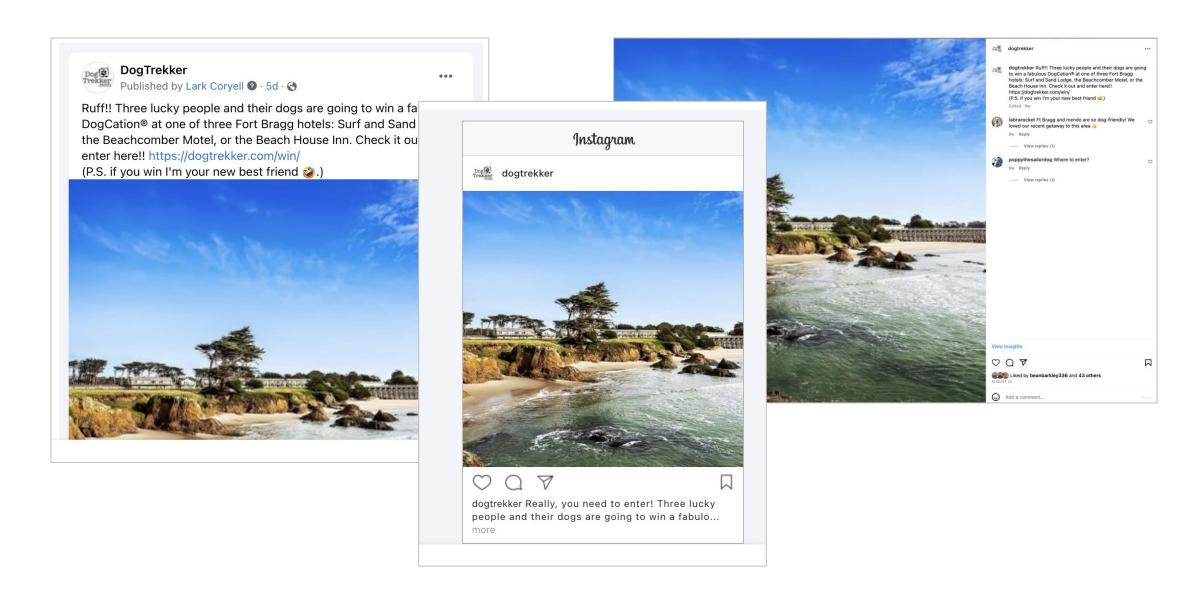
Fort Bragg: A great basecamp for exploring the North Coast

The <u>Beachcomber Motel</u>, <u>Surf & Sand Lodge</u>, and <u>Beach House Inn</u> each offer a welcome kit for pups, plus dedicated dog play areas. Glass Beach, the Noyo Headlands Coastal Trail, and the very dog-friendly <u>Skunk Train</u> are easily accessible. <u>North Coast Brewing</u> is also close where you will find outdoor tables welcoming dog parents and their pups after a day of hiking, biking, or swimming.

Enter Today

DogCation social media promotion

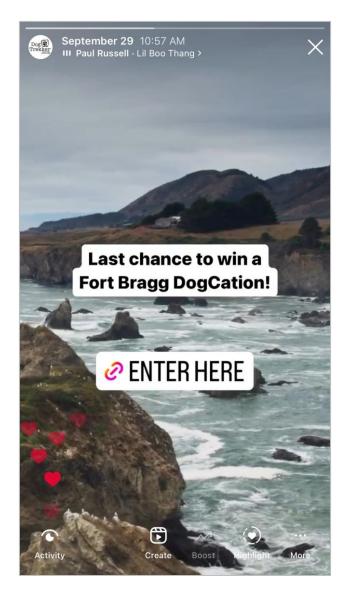




DogCation social media promotion









DogCation animal welfare sponsorships



Napa Humane Society Walk for Animals – Yountville

Berkeley Humane Bark & Meow Around the Block – Berkeley



DogCation animal welfare sponsorships



Bark in the Park – San Jose In partnership with Visit Mendocino County







DogCation animal welfare sponsorships



Bark in the Park – San Jose In partnership with Visit Mendocino County



15,000 attendees 5,000 dogs





We thank you for running with the Big Dogs*



DogTrekker partners with some of the most highly pedigreed brands in travel and tourism, animal welfare, and sustainability and stewardship.

We thank our partners, the Beachcomber Hotel Group, Skunk Train, North Coast Brewing Company and Visit Mendocino for supporting DogTrekker.com in its ongoing quest to share the magic of Mendocino County with our readers.

The digital campaign had over 150,000 impressions for our partners, with more than a 78% conversion rate!

The DogCation was also featured in three adoption fundraisers with more than 25,000 pet parents in attendance! Priceless!

^{*}and small ones as well!