

# DOG TRAVEL MATTERS TO VISIT MENDOCINO!



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# LEAVE NO DOG BEHIND WHEN VISITING MENDO!



Welcome to DogTrekker.com, the **trusted source** for **three million** California travelers who **stay**, play, hike, eat and explore with their four-legged **family**.

**Visit Mendocino** was DogTrekker's third county partner to launch in California, and what a ride it has been.

Despite COVID-19 set-backs, 2020 - 2021 was our best year yet in creating aspiration and activation to visit Mendo.

Here is our report! And a look ahead.



# DOG PASSION WITH A PURPOSE



Dog-friendly tourism is a billion-dollar destination driver that intersects with nearly every major travel segment, from culinary to adventure to family-friendly and beyond.



Guided by our core Leave No Dog Behind mission, we also spotlight and financially support animal welfare organizations in partner destinations across the Golden State as part of our “Tourism Gives Back” initiative.

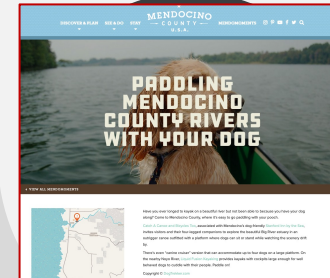
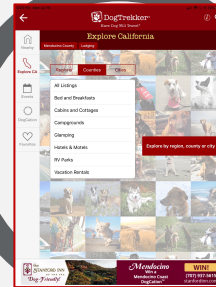
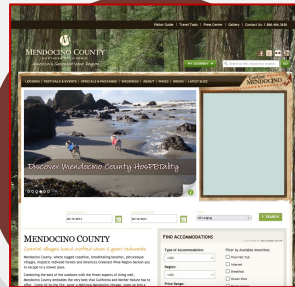


# DOGTREKKER, INC. / MENDO PARTNER TIMELINE



2012: Mendocino County/DogTrekker Partnership Begins

2018: DogTrekker Provides Content for VisitMendocino.com



2011: DogTrekker.com & Newsletter Launches

2015: DogTrekker Mobile App Introduced  
- Wins Gold Adrian -  
Features Mendo

2021: North Coast/Mendo Ranked Top DogTrekker Destination

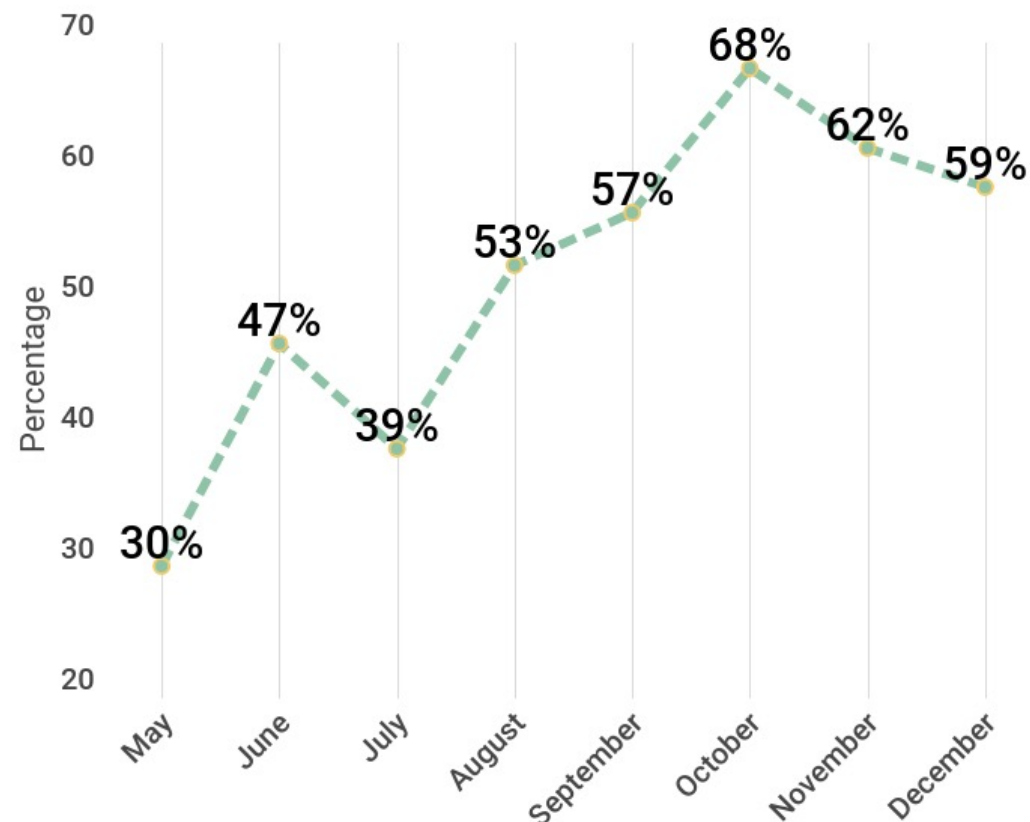
# DOGTREKKER IN THE ERA OF COVID-19



2020 began with a great deal of optimism in the travel industry, looking forward to a continuation of a decade of increased tourism within California. Then a far-off virus became a world-wide pandemic, impacting us all.

DogTrekker moved quickly when the San Francisco Bay Area and then California was shut down through stay-at-home-orders. All travel marketing was pulled immediately from DogTrekker channels and replaced by local resource guides and animal welfare fundraising.

When things began to open up, DogTrekker.com ran "aspirational" stories for its partners, including Mendocino County. The strategy was incredibly successful >>>



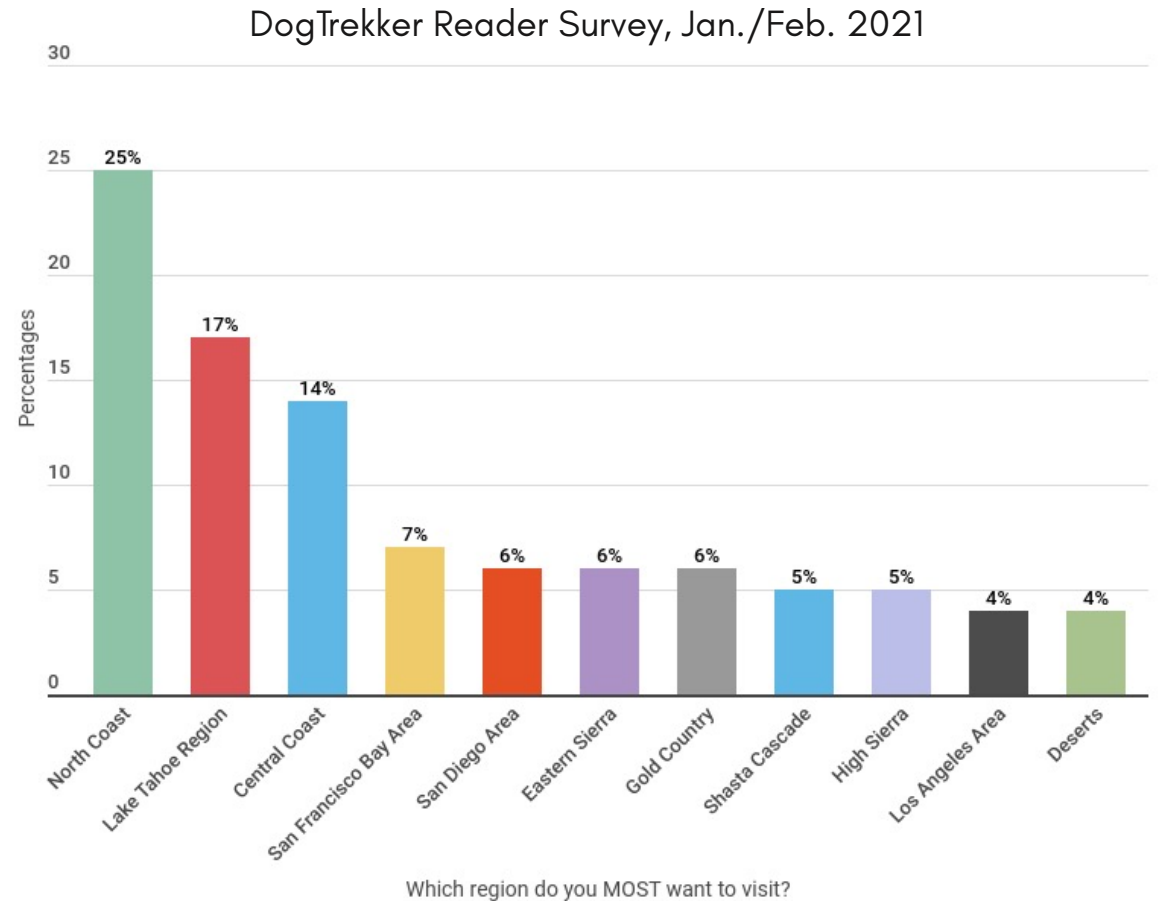
2020 New Unique User Growth Month over Month over 2019

# WHICH REGIONS DO DOGTREKKERS WANT TO TRAVEL IN 2021? THE NORTH COAST TAKES #1!



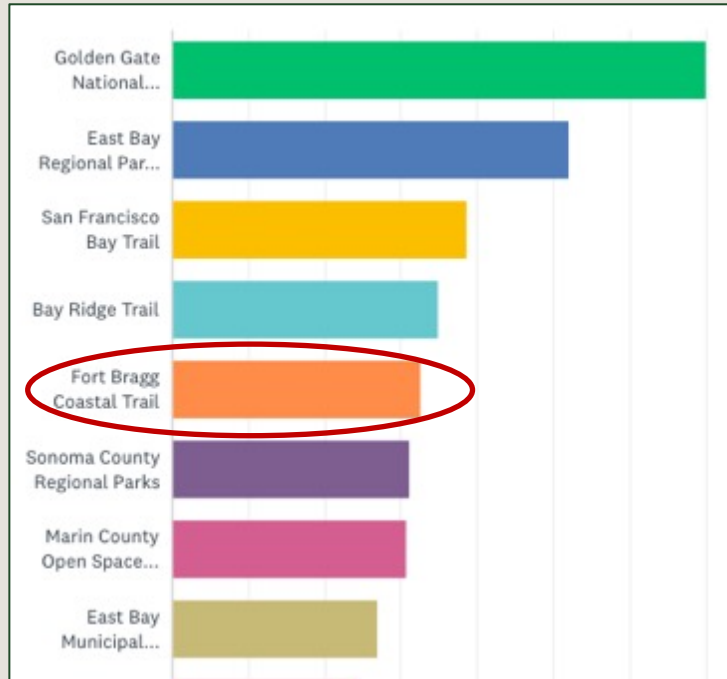
Thanks to a multi-year partnership between **Visit Mendocino** and several top **Mendocino County lodging partners**—interest, engagement, and clicks to stakeholders have always been strong.

Now, for the first time ever, the **North Coast** takes top honors, passing both Lake Tahoe and the waves and wine regions of the Central Coast in desire to visit!



# MENDOCINO COUNTY = DOG-PASSIONATE!

DogTrekker love Mendocino!



Golden Gate National Recreation Area	70.04%
East Bay Regional Parks District	52.14%
San Francisco Bay Trail	38.72%
Bay Ridge Trail	35.02%
Fort Bragg Coastal Trail	32.68%
Sonoma County Regional Parks	31.13%
Marin County Open Space District	30.74%

✓ DogTrekker Stats/Mendocino County in 2020:

❖ Now over 265 dog-friendly listings (pre-COVID-19):

- 85 Lodging
- 35 Restaurants
- 50 Wineries
- 39 Hikes
- 14 Beaches

❖ Over 60,000 pageviews of Mendo content (3<sup>rd</sup> highest county in the state)

❖ Nearly 2 minutes of Mendo content/user

✓ A third of the DogTrekker readership is aware of the Fort Bragg Coastal Trail, ranking 5<sup>th</sup> of all park or trail districts in California, ahead of Sonoma, Marin and East Bay MUD parks! This comes from the constant promotion of the trail and Mendo by DogTrekker!

# AWARD WINNING DOGTREKKER CHANNELS WORKING LIKE DOGS FOR VISIT MENDOCINO



## DogTrekker.com

More than 125 categories.  
Over 10,000 triple-vetted listings.  
Reaches active 25- to 54-year olds.



## DogTrekker Mobile App

App: Reaches active 18- to 44-year-olds.  
1,000,000+ screen views and counting.



## DogTrekker Newsletter

In-depth stories delivered twice a month.  
Core audience 35- to 70-year olds.  
53% share rate.



## DogTrekker Blogs

Paw Press: Canine-world news and deals.  
Vet Buzz: Dog safety and training tips from the pros.  
Rescue/Adoption: Partner and pet advocate profiles.



## DogTrekker Social Media

Partner spotlights  
and multi-platform #DogTrekker posts.



## Leave Only Paw Prints™

Sustainability and stewardship initiative.





# VISIT MENDO 2020 — ZOZI BARKETING



July 2020 Mendocino County Takeover Newsletter

 **DogTrekker®**  
*Have Dog Will Travel®*




July 15, 2020




Downward Dog?

**Mendocino County: Connect with Your Inner Dog**  
As Californians begin hatching from months of staying at home due to the COVID-19 pandemic, the itch to travel (safely) is growing stronger. [Mendocino County](#) is one destination that's cautiously reopening to visitors. Their "Clean and Safe" commitment (download [#SafeMendocino Visitor Guide](#)) is geared to responsible travelers—including those accompanied by four-legged friends—who long to connect with nature, scenery and fresh, clean air.



Kayla Forest Bathing

**'Forest Bathing' With Fido, Anyone?**  
The practice of "[forest bathing](#)," or "[shinrin-yoku](#)," popularized in the USA by a string of books including best-seller "Forest Bathing: How Trees Can Help You Find Health and Happiness" by Japanese immunologist Quing Li, has taken off in [Mendocino County](#). And there's no better place to indulge in the practice of absorbing oneself in a forest atmosphere than here, where dog-friendly options amid the redwood giants abound. [Read more...](#)



Mango at Pomo Bluffs

**Dog-Trekking Coastal Mendo**  
Pack a windbreaker and prepare to get oxygenated as you hike the Mendocino Land Trust's [Coastal Trail](#) out of [Fort Bragg](#) with your pup. Travel north for five miles from Noyo Headlands Park on a new, multi-use, ADA-accessible trail featuring ocean views, habitat restoration, interpretive signage and benches crafted by local artists. Families and dogs on leash are welcome. [Read more...](#)

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Mendocino Botanical Garden

### Open Air Dog-friendly Activities Perfect for Social Distancing

By now, we all know the drill: wash your hands, cover your face in public, maintain six feet of "social distancing" between yourself and anyone else who is not a member of your household "bubble." So where does your dog fit in? Right by your side, as always! In [Mendocino County](#), you'll have access to many activities that let you have fun while still adhering to the guidelines. Here are a few suggestions. [Read more...](#)



Can you canoe?

### Paddle Away From the Pandemic With Your Dog

Social distancing. Masks. It can all be a lot to keep top of mind...but not when you rent a "canine cruiser" outrigger canoe from [Catch A Canoe & Bicycles Too](#) on the grounds of dog-friendly [Stanford Inn by the Sea](#) on the Big River near Mendocino village. You'll paddle 8.4 miles in a custom-designed vessel with a raised, padded deck centered in the middle of the craft between paddler positions in bow and stern. [Read more...](#)

# VISIT MENDO 2020 – 2021 BARKETING



## Pandemic Support Through the DogTrekker Channels



# VISIT MENDO 2020 – ZOZI BARKETING



October 2020 Newsletter Winery Issue

October 15, 2020

Top Dog in the Vineyard

### Dogs in the Vineyards 2020

Hi <<First Name>>...

October is [DogTrekker.com's](#) official winery month, covering not only the "usual suspects" around the Bay Area, but smaller, more out-of-the-way destinations you may not have heard of or explored. The California wine community is taking extra precautions this year to keep visitors, residents, employees and their families safe and healthy during the pandemic.

Maya Checks Out Saracina Winery, Hopland, CA

### Mendocino Wines On Your Mind?

October is prime time to pack the corkscrew, the leash and your four-legged friend for a trip up north to [Mendocino County](#), where the vineyards are blazing with fall color and the mood everywhere is as mellow as can be. The county's 11 diverse [appellations](#) each express a style of their own, and while you can hardly sample them all in a weekend, you can choose an itinerary along one of the county's "wine roads." [Read more...](#)

Beginning in southern Mendocino County, the [Highway 128 Wine Trail](#) stretches a very scenic 55 miles from Cloverdale to the coast, where it meets Highway 1. Dog-friendly wineries abound as you travel its length from Yorkville to Philo to Navarro, passing through the Yorkville Highlands and Anderson Valley wine region, known especially for its pinot noirs.

Favorite stops for DogTrekkers include favorite [Navarro Vineyards](#), which has an enclosed area where dogs not ready to settle down can have a quick romp. Nearby [Toulouse](#) offers just an enthusiastic a welcome, along with a warehouse-like tasting room and shaded picnic tables with sweeping view. [Husch Vineyards](#), oldest winery in the valley, makes 22 varieties of vino and also welcomes furry friends.

Turning inland, the Highway 101 Mendocino Wine Trail, also known as the [Hopland Wine Road](#), starts in the historic town of Hopland on the west bank of the Russian River and continues to Ukiah and the Redwood and Potter valleys, where you'll encounter many family-owned winery tasting rooms where pets are considered part of the family. [McNab Ridge](#) and [Terra Savia Winery](#) & Olive Mill in Hopland are good places to put on your wine-tasting itinerary, along with [Barra of Mendocino](#) in Redwood Valley. This is a historic area so far as wine growing goes, with remnants of wineries abandoned in Prohibition days still evident.

# VISIT MENDO 2020 — 2021 BARKETING



## Virtual Event Promotion: Keeping the Travel Dreams Alive



**Mendocino County** is an enchanted place filled with real, unspoiled California opportunities and inhabited by fun-loving misfits, mavericks and makers.

5/7 @ 5:30 PM - 6/18 @ 5:30 PM



**VIRTUAL EVENT: BRUTOCAO WINEMAKER TIPS**

HAVE YOU HEARD ABOUT BRUTOCAO'S VIRTUAL TASTINGS? Join weekly for a virtual wine tasting event! "Winemaker TIPS" (Taste in Place) Virtual Tasting Schedule: May 7th...

**LET'S GO >**

Join *Brutocao Cellars* for their **FREE** ongoing virtual event, "Winemaker TIPS" via Zoom!

5/30 @ 4:00 PM



**VIRTUAL EVENT: LULA CELLARS PINOT FEST WEEKEND**

Join Lula Cellars Winemaker, Matt Parish, and our Tasting Room Manager, Dan Reed, for a Virtual Pinot Fest Weekend like no other! They'll be tasting...

**LET'S GO >**

7/25 @ 3:00 PM - 5:00 PM



**VIRTUAL EVENT: FOURSIGHT BARREL TASTING EXPERIENCE**

Foursight may not be able to host you in person, but they still want to share the excitement of their new vintage, ready to be...

**LET'S GO >**

6/6 - 7/31



**VIRTUAL EVENT: MENDOCINO FILM FESTIVAL**

Welcome to the Mendocino Film Festival virtual cinema! There will be no regular film festival this year, so instead we have partnered with some of...

**LET'S GO >**

# VISIT MENDO 2020 – 2021 BARKETING

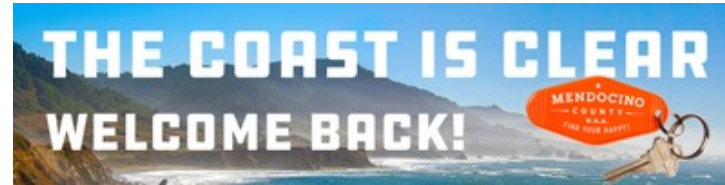


## Mendocino Display Ads

300x250



400x100



300x600



300x600



# VISIT MENDO 2020 – 2021 BARKETING



## Visit Mendocino Display Ads – Key Fixed Positions

**Lake Tahoe**

Lake Tahoe for generations has been Northern California's favorite dog-friendly travel spot. And why not?

Download Our Free Mobile App

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**LAKE TAHOE**

THE COAST IS CLEAR  
Welcome Back!

**OPEN NOW**

**DogTrekker®**  
Have Dog Will Travel®

Home | Destinations | Lodging | Things to Do | Road Trips | Events | Rescue/Adoption | Vet Buzz | Dog Tales | Archives

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**PAW PRESS BLOG**  
See previous posts

**Yosemite & Mariposa County Now Open!**

Serenity in Yosemite – courtesy of Annie Nagel

We all know that [Yosemite National Park](#) is a great destination for you and your dog to visit, but an even better destination is [Mariposa County](#), the home to Yosemite National Park.

The [current travel climate](#) makes getting into and planning your trip to Yosemite a bit more challenging. New restrictions make having a [day-use pass](#) or over-night stay in Yosemite a must for you and your dog. But have no fear, Mariposa County is a great and [safe way](#) to get you and your pup into the mountains for a weekend escape. To help you plan, we've provided [four great dog-friendly activities](#) to help make your weekend trip a blast. [more »](#)

**Destinations**

**Cities** **Counties** **Regions**

- California Coastal Beaches
- California Wine Country
- Central Coast
- Central Valley
- Desert Region
- East Bay Area
- Gold Country
- Greater Palm Springs
- High Sierra Region
- Inland Empire
- Lake Tahoe
- Mount Diablo Region
- North Coast
- San Francisco Bay Area
- Shasta Cascade

**THE COAST IS CLEAR**  
Welcome Back!

**OPEN NOW**

# VISIT MENDO 2020 – 2021 BARKETING



## Visit Mendocino Display Ad Takeover

400x100


300x250


300x600



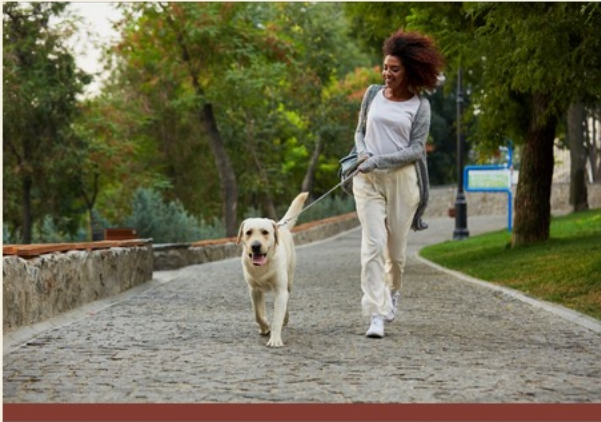
# VISIT MENDO 2020 – 2021 BARKETING

March 2021 Newsletter Hikes Issue

 DogTrekker®  
*Have Dog Will Travel®*




March 11, 2021



Spring is Springing; Time to Put Paws to Path!

Hi sdfsd...

Wow, has it been a year already since COVID-19 came along and "shelter in place" orders and mask mandates were issued to keep us safe? A lot more is known now than then, and the bright side, as we wait for vaccinations and the gradual lifting of restrictions, is that we're a lot more free to get out and about with our canine companions. Here are some suggestions for dog-friendly hikes this spring.





Mango at Pomo Bluffs

## Dog-Trekking Coastal Mendo


Pack a windbreaker and prepare to get oxygenated as you hike the Mendocino Land Trust's [Coastal Trail](#) out of [Fort Bragg](#) with your pup. Travel north for five miles from Noyo Headlands Park on a new, multi-use, ADA-accessible trail featuring ocean views, habitat restoration, interpretive signage and benches crafted by local artists. Families and dogs on leash are welcome. [Read more...](#)

# VISIT MENDO 2020 – 2021 BARKETING

## April 2021 Newsletter Itineraries Issue



April 21, 2021



Road Trip!

### Time to Get Your DogTrekking Show on the Road

Hi sdfsdf...

After a year of color tiers and various stages of COVID lockdown, it's time to get your dog show on the road. So, plan ahead using DogTrekker.com, make your reservations, download or update the [DogTrekker mobile app](#), pack the leash, bowls, beds and whatever else your pup needs, and take off on a fun-filled road trip! Here are some of our favorites.



Sailing Big River

### Highway 128, Mendocino County

Leaving Highway 101 at Cloverdale (Sonoma county), and heading on CA-128 West, this scenic road offers up many delights, from the [Boonville General Store](#) (think deli goodies from pizza to soups and sandwiches) in southern [Mendocino County](#), to Leggett, on the Eel River in the north. In between? Let us count just a few of the ways along this 55-mile stretch of road to make your DogTrekking trip memorable. [Read more...](#)

While many Mendo visitors stay glued to the gorgeously sculpted coastline, doing so means you'll miss out on star attractions such as the [Anderson Valley wine region](#), encompassing the Boonville, Philo, Yorkville Highlands and Navarro areas.

While your pup couldn't care less about the raspberry or leather notes in that 2018 pinot noir, she'll enjoy curling at your feet at [Navarro Vineyards](#), just off highway 128 near Philo. Here water bowls and treats await to please your pup, and an enclosed exercise area is available, as well.

Nearby [Toulouse](#) offers an equally enthusiastic welcome, along with a warehouse-size tasting room and shaded picnic tables with sweeping views of valley vineyards. [Husch Vineyards](#), oldest winery in the Anderson Valley, makes more than 20 varieties of vino and welcomes furry friends in the converted pony barn that serves as a tasting room.

Round out your visit to the Anderson Valley with an overnight stay at a dog-friendly property such as [Anderson Valley Inn](#) in Philo or the [Boonville Hotel](#) in downtown Boonville. You can't go wrong with one of the cottage/houses managed by [Sheep Dung Properties](#). They include a contemporary cottage with fenced yard in downtown Boonville and several [other properties](#) around the county.

[Visit Website](#)

Posted on: April 13, 2021

# VISIT MENDO 2020 – ZOZI BARKETING



## Mendocino County Long Tail Content

All stories are added to DogTrekker.com's landing pages of the North Coast Region, California's Coastal Beaches and Mendocino County

### North Coast

Mendocino County, Humboldt County, Lake County and Del Norte County make up The North Coast Region. Here you'll find California's favorite Wine, Waves, Wilderness & Woof destinations. Relaxation is the name of the game, and your dog is welcome almost anywhere.



### Mendocino County

Dog-friendly Mendocino County is one of the most canine welcoming destinations on Earth, a place you where you and your dog can rest at cozy B&Bs, luxury resorts and everything in between. Explore this wilderness wonderland with wine tasting, beach access and hundreds of miles of trails to trek. In Mendocino County there is so much more to experience with your dog. DogTrekker.com® is here to show you some of our favorites.

Showing 1 to 5 of 110

Page 1 of 22

[next >](#) [last >>](#)

### A pedigreed playground for your pup



The active Noyo Harbor fishing village sets an engaging backdrop for a Noyo Harbor Inn stay. Walk your dog around the village, or plan adventures at the area's state parks, beaches, botanical gardens and attractions. Ride the famous Skunk Train. Admire shimmering Glass Beach at sunset. Photograph Fort Bragg murals. You'll find plenty of fun for you and your four-legged friends. [more >](#)

### California's Coastal Beaches

There's nothing like the sight and sound of the sea to perk up a dog's ears and set her tail to wagging—and California's 840 miles of coastline offer plenty of fun for pups and their people. Don't know where to go? DogTrekker.com has identified almost 200 dog-friendly beaches along the coast, with information, amenities, leash rules or not, hours and more. Click on the region below for a complete list and check out stories we have written about our partner destinations below. For directions, use the map on the listing page or download the new DogTrekker mobile app. See you coastside!

### Paw-tested Reader Favorite Beaches



### A pedigreed playground for your pup

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[more >>](#)

# VISIT MENDO 2020 – 2021 BARKETING

## Exclusive Partner Road Trips

### Highway 128 Wine Trail – Mendocino County



Beginning in Southern Mendocino County, Highway 128 stretches a very scenic 55 miles from Cloverdale in the south to the coast where it meets Highway 1. Along the way, you'll travel through the Yorkville Highlands and Anderson Valley wine regions. Dog-friendly wineries abound as you travel the road from Yorkville to Boonville to Philo to Navarro. [more »](#)

14 stops in this itinerary. Last edited on 10/15/2020

### Hopland Highway 101 Wine Road



Photo courtesy: [McNab Ridge Winery](#)

Heading north along highway 101, about 90 miles from San Francisco, you'll reach the beginning of Mendocino County's wine country. The quaint and quiet historic town of Hopland is your starting point and as you continue to Ukiah and then to the Redwood and Potter Valleys, you will discover small family-owned tasting rooms where pets are considered part of the family. [more »](#)

15 stops in this itinerary. Last edited on 10/15/2020

# ONLY THE DOG-GONE FACTS: DOGTREKKER



- ✓ DogTrekker readership wants more coverage of hotels and outdoor activities in 2021:
  - ❖ **80%** want to see more coverage of off-the-beaten-track dog-friendly destinations
  - ❖ **72%** want to see more promotion of new and updated dog-friendly **hotels**
  - ❖ **71%** want to see **lodging** specials and packages
- ✓ DogTrekkers care about **sustainability** and **community**:
  - ❖ **98%** of readers commit to pack in, pack out
  - ❖ **95%** agree to **exercise extra care** to leash-up when hiking in environmentally sensitive areas
  - ❖ **85%** of DogTrekker family members **donate** to animal welfare organizations
  - ❖ **30% volunteer** at shelters, events or foster rescues



# TENAYA LODGE STATS: 7/1/20 – 6/30/21



## 2020 - 2021 Package

- Multiple pathways to Mendocino content, including North Coast
- Sponsorship banner on Destination pages
- Enhanced hiking, beach and water activity pages
- Discounted packages for partners
- Full newsletter takeover (**4 stories**)
- Stories added to Things to Do page
- Feature block and stories on CA Coastal Beaches page
- Feature block and stories on CA Wine Country page
- Road trip itineraries
- **100,000** display ads
- Support of animal welfare organizations
- Targeting sub-**\$5.00** CPC

## 2020 - 2021 Totals

### 4 Newsletters/**8 stories**:

- Sent: 62,649
- Total opens: 30,209 (48% rate)
- Net opens: N/A
- Clicks to Mendocino websites: 422

### Display Ads:

- Impressions: **216,056**
- Clicks to Mendocino websites: 218

### Pageviews Impressions: 48,277

- Time on page: Over 2 minutes
- Clicks to Mendocino websites: 8,075

Total Impressions: 326,982

Total Clicks/Handoffs: 8,715

Cost/Click: **Under \$1.00**

# LOOKING AHEAD: 7/1/21 – 6/30/22



A little less than 10 years ago, a radio station questionnaire went out to the databases of multiple radio stations, asking dog owners for favorite California dog-friendly cities, counties and regions. Mendocino didn't make the top 25.

Today, Mendocino and the North Coast ranks right up there with Sonoma and Marin Counties, with 50,000 pageviews of viewed content on the DogTrekker channels this past year (actually over **70,000** pageviews when all cities mentioned within stories are factored in). The nearly 9,000 quality hand-offs to Mendocino County stakeholders is undeniably valuable.

DogTrekker has been running campaigns for Visit Mendocino valued in the \$15,000 range for years—as we did this past year. Nor have we charged a licensing fee for the content we have provided for the visitmendocino.com website. For 2021-2022 we are proposing a very modest increase to \$9,500 for the year. We will once again exceed our asset commitment, as we have always done. We appreciate the consideration.

# THE MOST POWERFUL TOOL IN YOUR RECOVERY KIT!



Well over  $\frac{1}{2}$  **million** DogTrekkers are **NOW** planning vacations and **hundreds of thousands** will use our channels to plan travel, even when their pups stay behind.

DogTrekker's focus on local, accurate, and engaging content was **built for these times**. Now, more than ever, DMOs, hotels, restaurants, wineries and attractions need DogTrekker to **tell their unique stories**.



We look forward to working with you in 2021 - 2022.

Call Dave Kendrick at 415-519-2557 or email [dave@dogtrekker.com](mailto:dave@dogtrekker.com).

