

VISIT MENDOCINO BARKETING 2021-2022 // 2022-2023 CAMPAIGN



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LEAVE NO DOG BEHIND WHEN VISITING MENDO!



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

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

2021 - 2022 was our best year yet with partner collaboration and creating aspiration and activation to visit **Mendocino County**.

Here is our report! And a look ahead!



DOGTREKKER & DOG-FAMILY TRAVEL



Image courtesy of Visit California

DogTrekker's focus on **local**, **accurate**, and **engaging** travel content was built for these times. Here is how Visit California's Vice President of Marketing, Lynn Carpenter, recently put it:

"Dog Trekker provides **credible** and **timely** information and resources to millions of travelers who explore California with their pets. As Condor Ferries global research indicates, over half of pet owners are planning to travel with their pets and roughly 2 million domestic animals board commercial flights each year.*



Pet travel is an **important part** of the travel industry and should not be taken lightly by travel businesses."

*Condor Ferries - Pet Travel Statistics 2020-2021

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.



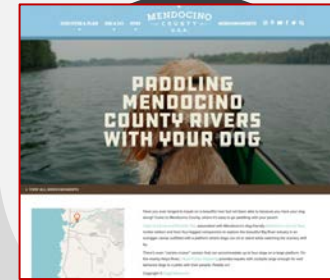
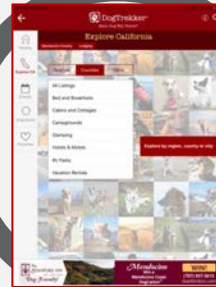
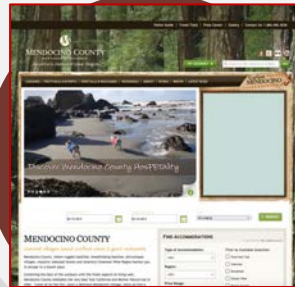
Guided by our core Leave No Dog Behind mission, we also spotlight and financially support animal welfare organizations in partner destinations across the Golden State as part of our “Tourism Gives Back” initiative.

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 — VISIT MENDOCINO PARTNERSHIP

Please review the accompanying [Dog Travel Matters to Mendocino County](#) presentation for the full report.

Here is an overview of the data-driven facts:

- Dog travel is a billion-dollar destination driver
- DogTrekker's channels are the leading sources of dog-friendly travel information for millions of Californians
- Lodging is the #1 content information DogTrekkers want to see, hiking #2
- The majority of DogTrekkers book direct to lodging properties
- Lodging specials are #2 behind "off the beaten track" in what DogTrekkers want to see advertised
- Mendocino/North Coast is #2 in terms of what "where do you want to travel in 2022"
- The Noyo coastal trail is the 5th most recognizable park and trail district in California for DogTrekkers, as the result of consistent promotion on DogTrekker channels

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.
Millions of screen views.



DogTrekker Newsletter

In-depth stories delivered weekly.
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.



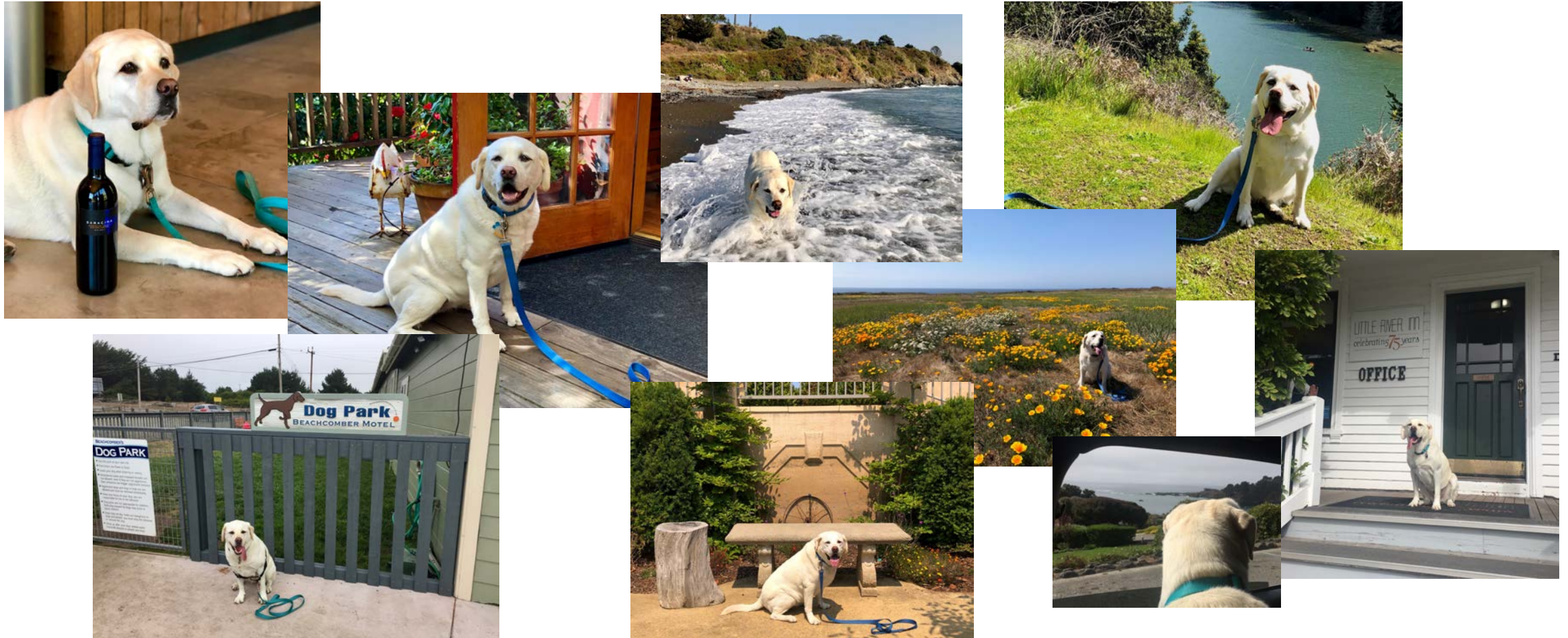
Leave Only Paw Prints®

Sustainability and stewardship initiative.



VISIT MENDO 2021 – ZOZZ BARKETING

Meet Maya, Mendo's (unofficial) Director of Barketing!



VISIT MENDO 2021 – ZOZZ BARKETING

Fall 2021 Mendocino County takeover newsletter



Fall into Mendocino County

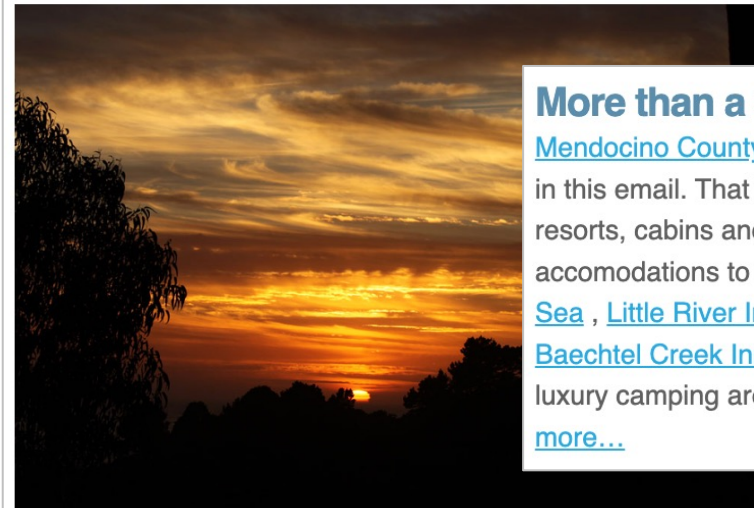


Dakota at Mendocino Grove. Photo by Jennifer Brierley.

Hi Dave...

California travelers know fall is the ripe time to pack the hiking boots for an adventure in Northern California's [Mendocino County](#). As the barometer slides, the fog pulls away, corks pop and nature hits its seasonal migration stride.

For families, you'll find the most unique dog-friendly lodging properties anywhere in the state. Add in dozens of coastal and inland parks, lakes, hikes, vineyards, attractions and a powerful perch along 90 miles of Pacific Coastline, and you have the recipe for fall fun!



More than a day trip

[Mendocino County](#) is a DogTrekker favorite for so many reasons listed in this email. That is why we have partnered with so many hotels, inns, resorts, cabins and glamping properties over the years. You will find accommodations to fit any taste and budget. The [Stanford Inn by the Sea](#) , [Little River Inn](#), [Noyo Harbor Inn](#), [Sheep Dung Cottages](#), [Baechtel Creek Inn](#), [Beachcomber Properties](#) and [Mendocino Grove](#) luxury camping are great examples of the diversity of choices. [Read more...](#)

Mendo sunset. Photo by Dave Kendrick.

VISIT MENDO 2021 – ZOZZ BARKETING

Fall 2021 Mendocino County takeover newsletter



Maya hiking the Noyo Headlands Coastal Trail. Photo by Dave Kendrick.

Room to roam

Lace up your hiking boots, load your pup into the car and get a grip on your leash: you'll need it when you see how excited she'll become upon encountering a multitude of new sights and smells in dog-friendly [Mendocino County](#). The weather is near-perfect both along the coast, as well as inland. Remember to bring plenty of water, snacks and as always, Leave Only Paw Prints™. [Read more...](#)



Paddle the Big River. Photo by Catch a Canoe & Bicycles Too.

Paddle with your pup

Coastal [Mendocino County](#) is stitched to rivers and ocean, but visitors aren't restricted to just looking at the water. It's also possible to get out on it—with your dog. Two premier options: the [Water Dog Package at Little River Inn Resort & Spa](#), which offers river nature tours on the Albion River, and [Catch A Canoe & Bicycles Too](#), which has been outfitting paddlers on the Big River since 1972. [Read more...](#)

VISIT MENDO 2021 – ZOZZ BARKETING

Fall 2021 Mendocino County takeover newsletter



Skunk Train rail bikes. Photo by Skunk Train.

Redwoods, railroads and dogs, oh my!

Step back in time for a magical ride through the redwoods on the world-famous [Skunk Train](#). According to Chief Skunk [Robert Pinoli](#), "In our 136 years of service, we've transported millions of passengers. We think it's high time that our beloved canine companions should be able to join in the fun." Here are some of the [outstanding experiences](#) you can ride, from classic daily trips to Magical Christmas, Easter and Pumpkin Express outings. [Read more...](#)



Waterfront dining at Noyo Harbor Inn. Photo by Brendan McGuigan.

Chow down with a view

Many dog-friendly restaurant decks and patios in [Mendocino County](#) will contribute to making your trip more memorable. A favorite: the second-story [Harbor View Bistro and Bar](#) at the Noyo Harbor Inn, overlooking a large marina in one direction and the Noyo River in the other. You can also dine indoors with your dog at our vegan/vegetarian choice, [Ravens Restaurant](#) at the Stanford Inn; or have dinner outdoors under a tent at the [Little River Inn](#). [Read more...](#)

VISIT MENDO 2021 – 2022 BARKETING

Spring 2022 Mendocino County Wineries bonus takeover newsletter



Visit dog-friendly Mendocino
County wineries!



Mollie Rose and Sophie Rose at [Saracina Vineyards in Hopland](#) with friend (middle).
Photo by Bernadette Byrne.

Hi Dave...

Looking for a friendly wine-tasting getaway with your four-leggers? Mendocino County, just north of the Bay Area, is one of the most dog-friendly destinations in California, and has dozens of dog-friendly wineries!

Win a dog-friendly Mendocino Wine getaway in Hopland!

1 night stay at [Thatcher Hotel](#) (\$350 value)

\$80 gift card for [Stock Farm](#) restaurant (patio dining)

Complimentary tasting for 2 at [Campovida](#) (\$40 value)

\$100 gift card for [The Golden Pig](#) restaurant

Complimentary Coro tasting for two at [The Golden Pig Wine Shop](#) (\$30 value)

Enter Today!

VISIT MENDO 2021 – 2022 BARKETING

Spring 2022 Mendocino County Wineries bonus takeover newsletter

Foursight Wines



Kristy Charles and canine concierge Sasha at Foursight Wines.
Photo by Lark Coryell.

[Foursight Wines](#) is a family-owned and operated winery in the cool, coastal region of Anderson Valley. Take 128 west from 101, and you'll end up at Foursight's grassy, dog-friendly tasting area. Founded in 2006 by Bill and Nancy Charles, long-time winegrowers, together with daughter Kristy Charles and husband Joseph Webb, they craft small lots of estate-grown Pinot Noir, Semillon and Sauvignon Blanc. Sasha, the resident wine dog, welcomes you and your pack for a tasting of some of Anderson Valley's best!

Alta Orsa Winery



DogTrekker intern Skylar visits Alta Orsa. Photo by Roger Coryell.

Hopland's dog-friendly [Alta Orsa](#) is the story of the land, the vision and labor of their small team – led by winemaker Martin Bernal-Hafner. The story is centered on a holistic approach to farming. They practice no-till farming, minimal organic sprays, cover cropping, no tractors between the rows, and no herbicides under the vine.

This philosophy preserves the unique sense of place and leads to wines that are classic, elegant, and worth laying down. Set in grassy hills a few minutes to the west of downtown Hopland, the vineyards and winery are a beautiful dog-friendly space.

VISIT MENDO 2021 – ZOZZ BARKETING

Spring 2022 Mendocino County Wineries bonus takeover newsletter

Scharffenberger Cellars



PepperJack wants some bubbles. Scharffenberger Cellars. Photo by Roger Coryell.

You can tell if a tasting room is really dog-friendly when they bring a bowl of water for your pup as you walk in the door. Located just outside the tiny town of Philo, 125 miles north of San Francisco near the rugged Mendocino Coast, [Scharffenberger Cellars](#) is nestled in the gentle hills rising from the Anderson Valley.

Scharffenberger's tasting room has a charming and relaxed feel with a welcoming ambiance. Enjoy a glass of wine and a picnic with your dog in the gardens or on the porch, and make sure to check out their 900-year old redwood.

McNab Ridge Winery



Skylar basking at the firepit on the McNab Ridge Winery back patio.
Photo by Lark Coryell,

The newly redecorated [McNab Ridge Winery](#) tasting room in downtown Hopland is very dog-friendly, and has a terrific back patio your dogs will love.

As one of the pioneers of California's Wine Industry, the Parducci family has been devoted to handcrafting premium Mendocino County wines for over 70 years. Winemaker Rich Parducci leads a small dedicated group of wine lovers. Their dedication to excellence builds on his family's four generations of experience and expertise.

Did you know McNab Ridge shares a name with the [McNab dog](#) that originated in Mendocino County?

Enter wine getaway today!



VISIT MENDO 2021 – 2022 BARKETING



Spring 2022 Best of Mendocino County newsletter



The Best of Mendocino County



Standing guard at Point Cabrillo Light Station. Photo by Visit Mendocino County.

Hi Dave...

In sun-dappled [Mendocino County](#), summer is in full swing! You'll find plenty of room to roam here, whether you venture to the coast for cool, clear air, or head inland for winery patios and exciting events. DogTrekker's love Mendocino's fun, sun and open spaces, and that's why we've written more than [120 destination stories](#) about exceptional lodging and dining options plus unique experiences on the ground, in the water, and on the trails and rails. Here are some of our readers' Mendocino County favorites.

VISIT MENDO 2021 – ZOZZ BARKETING

Spring 2022 Best of Mendocino County newsletter



Maya at Navarro Vineyards. Photo by Dave Kendrick.

One dog-friendly Mendocino drive: Highway 128

Start your road trip at Cloverdale, turning off Highway 101 and heading west on Highway 128. This scenic route offers up many delights, including the [Boonville General Store](#) in southern [Mendocino County](#). The store is a stellar pit stop for sandwiches, soups, pizzas and other deli delights. Continue north for coastal adventures in Little River and Mendocino, or stop off elsewhere along this 55-mile stretch to enjoy memorable, [DogTrekker-approved activities](#). [Read more...](#)



Chandelier drive-thru tree.

Discover Mendocino's inland empire

Many [Mendocino County visitors](#) stick to the Instagram-worthy sweep of coastline between Little River and Fort Bragg, but you can veer inland for different views. Interior Mendocino is dotted with redwood groves, wineries, off-the-beaten-path parks and small towns that extend a warm welcome to travelers with pets. Take Highway 101 north from Cloverdale to reach Ukiah, Willits and Leggett, where you'll find the winding Eel River and an irresistibly kitschy roadside attraction: the [Chandelier Drive-Thru Tree Park](#). [Read more...](#)

VISIT MENDO 2021 – ZOZZ BARKETING

Spring 2022 Best of Mendocino County newsletter



Water dog at the Little River Inn. Photo by Brendan McGuigan.

Special adventures for furry friends

Mendocino County has so many dog-friendly activities that you might want to stay a few extra days. The Skunk Train is a northern California classic that departs from depots in coastal [Fort Bragg](#) and inland [Willits](#). If splashing around with your pooch is more your style, book the [Water Dog Package](#) at the Little River Inn. Or, take to the waves with a specially designed canine cruiser from [Catch A Canoe & Bicycles Too](#), at the adjacent Stanford Inn. Check out our [full list of pup-centered attractions](#). [Read more...](#)



Pacific sunset at the Little River Inn. Photo by Dave Kendrick.

Cuddle up with your pup in Mendocino County


[Mendocino County](#) may be within a day-trip drive of most of the Bay Area, but we encourage you to snuggle up with your pup at one of our dog-passionate lodging partners. DogTrekker's editors love staying in Mendo and have personally experienced all of these pup-friendly properties. Go north along the coast from Little River to Fort Bragg to find the [Little River Inn](#), the [Stanford Inn](#), [Beach House Inn](#), [Beachcomber Motel](#), [Surf & Sand Lodge](#) and the [Noyo Harbor Inn](#).

BONUS STORY COVERAGE FOR VISIT MENDOCINO


In addition to the two takeover newsletters and the bonus takeover newsletter for Visit Mendocino, DogTrekker sniffs out key partners and stakeholders to be included as stories in activity newsletters. Here are just a few. These do not include individual lodging and activity partner takeovers and stories.

VISIT MENDO 2021 – ZOZZ BARKETING

Summer 2021 “Splash Time” newsletter, featuring **two** Mendocino stories




June 17, 2021



Maya chillin' on Lake Tahoe

If it's summer, it's splash time with your dog!
Hi David...

As of June 20, it's officially summertime! Lakes and rivers are not so full as last year, but don't let the drought hamper your fun. Thousands of splash spots in California await people and pups eager to get wet in the great outdoors.




Book Now!

Please support our sponsors

Water Dog Package at the Little River Inn

The Little River Inn brings back its very popular [Water Dog package](#) at the [Little River Inn Resort & Spa](#), perched on a bluff overlooking the Pacific. You'll enjoy a two-night stay in a pet-friendly guest room, a Kayak Albion River Nature Tour, a goodie bag with dog treats and info on where to hike and boat with dogs—plus a \$120 dinner voucher good for takeout dining and in-person outdoor dining under the big white tent! [Read more...](#)



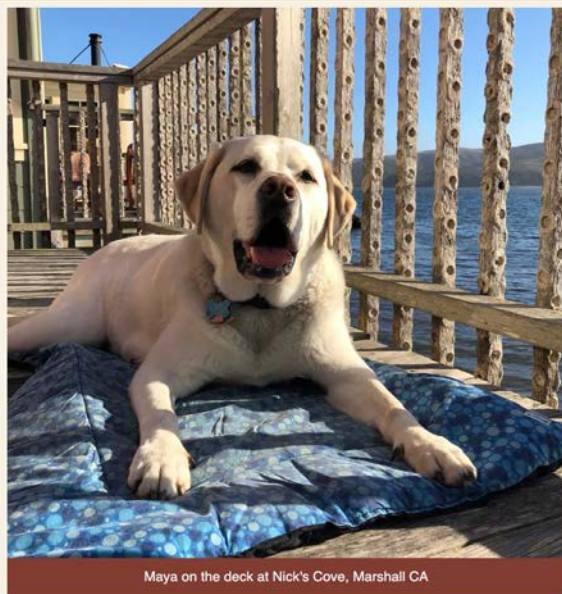
Rollin' on the River

Big River beckons at Catch a Canoe

There's something magical about the Big River estuary near Mendocino—and something ingenious about the “canine cruiser” that transports two- and four-legged visitors down the calm and inky river to the sea. [Catch A Canoe & Bicycles Too](#), which has been outfitting paddlers on an 8.3-mile section of the river since 1972, added the cruiser to its fleet of handmade redwood watercraft more than a decade ago. [Read more...](#)

VISIT MENDO 2021 – ZOZZ BARKETING

Summer 2021 “Cabins & Cottages” newsletter story



The best dog-friendly cabins and cottages for your summer and fall trips

Hi David...

Yikes, can it be mid-summer already? As California opens up from its pandemic slumber, road trips are all the rage, and travelers are on the move with their pups. The top lodging choice for DogTrekkers this year are cabins and cottages. Here are some of our favorites.



Go north to find dog-friendly cottages in Mendocino County.

Visitors love Mendo for its mellow vibe, and it doesn't get more mellow than at [Little River Inn](#), a beloved getaway destination family-owned for five generations. Most DogTrekkers know about the many dog-friendly rooms on the property, but not so much about their two beautiful cottages that welcome you and your dog. [Rosie's Cottage](#) just south of the main property, and [Llama Barn Suite](#), a mile off-property, is another option. [Book direct and save.](#) [Read more...](#)

All stories receive our “long-tail” treatment across channels

Go North to find Dog-friendly Cottages in Mendocino County



[Rosie's Cottage](#) is contemporary lodging with vaulted ceiling, ocean views and a secluded back deck. It's available as a one- or two-bedroom unit and is the inn's most luxurious pet-friendly accommodation.

The [Llama Barn Suite](#) is another dog-friendly option. The one-bedroom unit also has a gas fireplace. A sofa bed in the living room room creates a separate sleeping area, while French doors opening to a private hot-tub deck and views of the gardens and adjacent forest. And yes, there are llamas pastured on the property. Just keep your pet leashed up while she examines the strange creatures!

If you're a water person with a water dog, check out the inn's [Water Dog package](#). It includes a two-night stay in a dog-friendly room, a Kayak Albion River Nature Tour, a goodie bag and a \$120 dinner voucher.

and it doesn't get beloved getaway destinations. Most dog-friendly rooms offer two beautiful options. For example, [Rosie's Cottage](#) and [Llama Barn Suite](#), a mile off-property, are pet-friendly and save.

designated on-leash areas, feeding dishes, pet beds and the barlor, pro shop or in

VISIT MENDO 2021 – ZOZZ BARKETING

Summer 2021 “Fall Wineries” newsletter story

Fall is prime wine time in California



Wine time with the pup

Celebrate 10 winery areas in Mendocino County

Nothing like a change of scenery to cleanse your soul of the pandemic blues (but don't forget your mask)! If wine tasting is on your agenda, know that [Mendocino County](#) is home to 10 American Viticultural Areas (AVAs) lumped together under the Mendocino County label.

[Read more...](#)

Hi Dave...

Visiting dog-friendly California wineries is a favorite DogTrekker activity. Even during the second year of the pandemic, summer saw crowded tasting rooms, packed patios and sold-out tours and special events.

With the advent of fall and the busy harvest and crush season winding down, things are calmer and there's plenty of room for you and your pooch to relax and enjoy. Here are a few tips and insights on wine areas ripe for visiting.



Maya chillin' at Navarro Vineyards & Winery. Photo by Dave Kendrick.

VISIT MENDO 2021 – 2022 BARKETING



Holiday 2021 “Thanksgiving” newsletter story, featuring Mendocino Q1 2022 lodging offers



Thanksgiving is a time for gratitude. This year, our dog and human families here at DogTrekker are thankful to have such a supportive, thoughtful, and responsive group of pup parents engaged with our California dog-travel stories and insight. We're also thankful for the selfless support that DogTrekkers show dogs in the shelters we promote, either by providing new forever homes or by donating much-needed funds. Thank you for your generosity!

We're happy to share some terrific fall/winter specials from our premier lodging partners in Mendocino County and the North Coast. These hotels and motels go out of their way to make pups feel just as welcome as the humans who follow. This season, we encourage you to fetch a few of these barkingly great deals!

VISIT MENDO 2021 – ZOZZ BARKETING

Holiday 2021 “Thanksgiving” newsletter story, featuring Mendocino Q1 2022 lodging offers



Maya at the Stanford Inn, Mendocino. Photo by Dave Ker

[Stanford Inn](#)

Mention “DogTrekker” when you call 707-937-5615, [in Mendocino](#) will waive pet fees and offer a 20% discount from November 28 until December 20 and beginning January through January 31, with the exception of the Martin holiday. Reservation must be for two or more nights only. Offer subject to change.



Rosie at Little River Inn. Photo by Little River Inn.

[Little River Inn](#) currently has two offers:

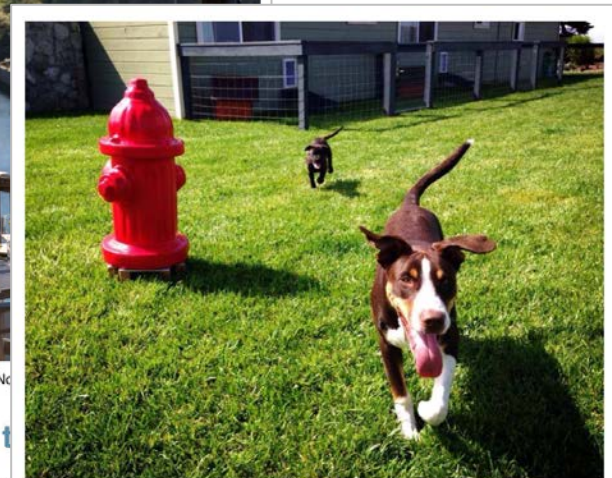
- 25% winter discount good for a two-night stay, 11/28/21-12/22/21. This rate can be accessed by using code: winter21 [on this page](#).
- Festival of Lights Package, running from 11/28/21-12/20/21. Includes room discount, two tickets to [Mendocino Botanical Gardens Festival of Lights](#) (Fridays, Saturdays, and Sundays), plus dinner and breakfast at the Inn. This package can be accessed by using code: lights [on this page](#). Call direct with any questions or to book: 888-INN-LOVE.



Noyo Harbor Inn, Fort Bragg. Photo by Noyo Harbor Inn.

[Noyo Harbor Inn](#) currently has two offers:

- Weekday special: 20% off all rooms, good through March 31, excluding holidays, good through March 31, [accessed on this page](#).
- Book two nights, get one free, good Sunday through March 31, 2022. This offer is good through March 31, 2022. This offer is accessed by calling direct to 707-961-8000.



Onsite dog park at the Beachcomber Motel, Fort Bragg. Photo by Beachcomber Inn.

[The Beachcomber Properties \(Beachcomber Motel, Beach House Inn and Surf & Sand Lodge\):](#)

Buy-One-Get-One (BOGO winter promotion) at all properties:

- Choose any room type and stay two nights for the price of one.
- Valid Sunday – Thursday now through March 15, 2022, excluding holidays and holiday weeks, summer room rates apply.
- Added bonus: voucher for two complimentary beach cruiser bike rentals.
- Call direct to book: Beachcomber: 707-964-2402; Beach House Inn: 707-961-1700; Surf & Sand: 707-964-9383.

VISIT MENDO 2021 – ZOZZ BARKETING

Summer “Trains” newsletter story, featuring Mendocino’s Skunk Train



All aboard! Take a dog-friendly
train ride to summer fun



The Skunk Train steams into the redwood forest. Photo by Robert Jason Pinoli.



Skunk railbikes with a dog carrier. Photo by Robert Jason Pinoli.

Don't get skunked by the Skunk Train

For more than 130 years, this [No. 1 vintage excursion train](#) in California (it started out as a logging train carrying cargo and workers) has traveled through Northern California redwood forests. These days, there are two departure points — Fort Bragg, on the Mendocino Coast, and Willits, inland off Hwy. 101. The original name was the California Western Railroad, and has been known as the [“Skunk Train”](#) since 1925. [Read more...](#)

VISIT MENDO 2021 – ZOZZ BARKETING

Summer “Splash” newsletter story, featuring Water Dog



Dog Trekker
10th ANNIVERSARY

Splash time! Summer is the season for water dogs



Bixby Bridge, Big Sur coast.

Hi Dave...

Go ahead, both of you. Get wet! Summer is here; time to dip paws and toes in the water, if not go for an all-out swim (if your dog likes to fetch, now's the time to throw those balls into the lake or waves). It's not all about the coast, of course. Here are some suggestions for water dogs - both dogs and their people.



Water dog at the Little River Inn. Photo by Brendan McGuigan.

Become a water dog in Mendocino County

Ah, Mendocino! This Northern California county's beautiful stretch of coastline is a perfect place to retreat to in the summertime, especially when the Central Valley is a bit warmer (don't forget a sweatshirt—you may need it). And you can't choose a more beguiling place to stay than super dog-friendly [Little River Resort & Spa](#), perched on a bluff overlooking the Pacific. As far as water and your dog goes, check out their popular [Water Dog package](#) online or call 888.INN.LOVE. [Read more...](#)

VISIT MENDO 2021 – ZOZZ BARKETING

Mendocino display ads – “Explore Together”

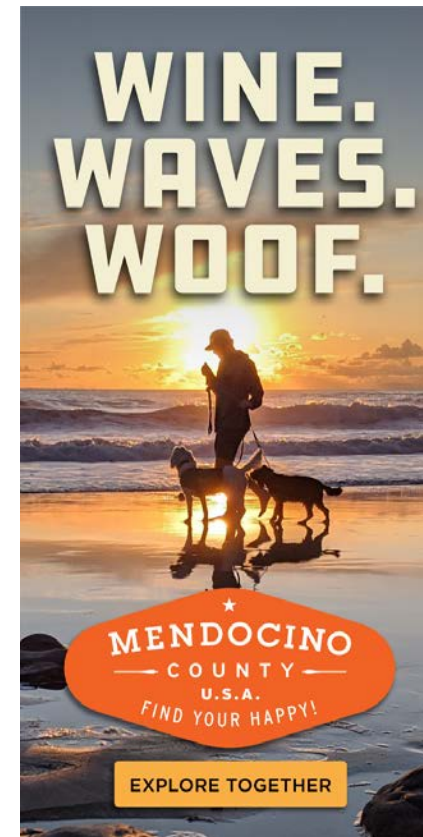
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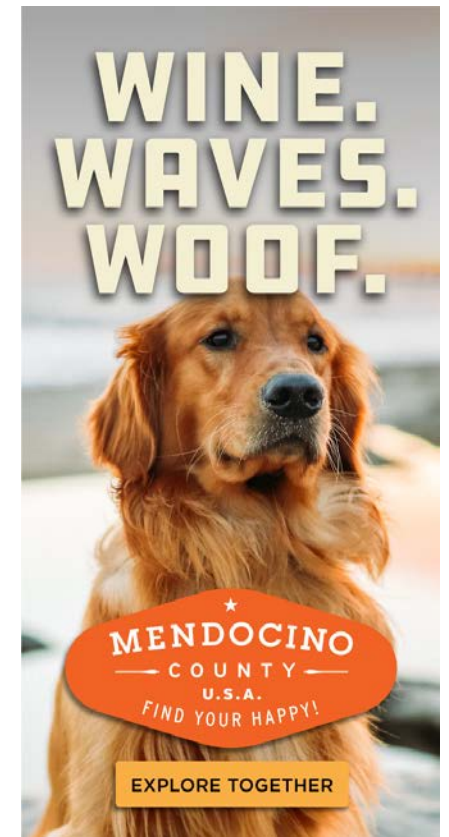
400x100



300x600



300x600



VISIT MENDO 2021 – ZOZZ BARKETING



Visit Mendocino display ads – key fixed positions

VISIT MENDO 2021 – 2022 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

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 >>](#)

VISIT MENDO 2021 – 2022 BARKETING




Destinations page inclusion, 2nd favorite on the site

Tail Waggin' Travel® Destinations in California

California Has Gone To The Dogs!

Listed below are DogTrekker's dog-passionate partner lodging and destinations. Click on their links to find the best places for you and your pup to stay, eat, hike, swim and play.



- MENDOCINO COUNTY
- VACAVILLE
- SACRAMENTO
- CALIFORNIA BEACHES
- YOSEMITE REGION



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Have Dog Will Travel®

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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 128 Page 1 of 26

Don't get skunked by the Skunk Train

Skunk Railbikes with dog carrier. Photo by Robert Jason Pinoli.

For more than 130 years, this No. 1 vintage excursion train in California (it started out as a logging train carrying cargo and workers) has traveled through Northern California redwood forests. These days, there are two departure points — Fort Bragg, on the Mendocino Coast, and Willits, inland off Hwy. 101. The original name was the California Western Railroad, and has been known as the "Skunk Train" since 1925. [more >](#)

Become a water dog in Mendo County



DISCOVER & PLAN SEE & DO STAY MENDOMOMENTS

MENDOCINO COUNTY U.S.A.

DOG-FRIENDLY FUN ON THE MENDOCINO COUNTY COAST

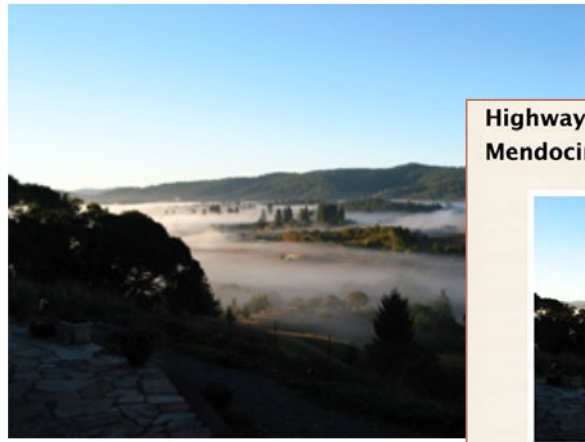
VIEW ALL MENDOMOMENTS

A mere glimpse of Mendocino's gorgeously sculpted coastline is all it takes to turn urban angst into rural revelation. The scenery is so intoxicating you can yapfully spend a week along the Highway 1 corridor without venturing beyond sight or sound of the sea. Visitors on a short leash, time-wise, will find plenty to occupy themselves and

VISIT MENDO 2021 – 2022 BARKETING

Exclusive partner road trips – inland & coastal

Highway 128 Wine Trail – Mendocino County



Beginning in Southern Mendocino County, Highway 128 stretches a very scenic 55 miles from Cloverdale to the coast where it meets Highway 1. Along the way, you'll travel through the Yorkville Highlands and Anderson Valley wine regions. Warm summer days and cool evenings make these areas prime for growing grapes. Dog-friendly wineries abound as you travel the road from Yorkville to Boonville to Philo to Navarro.

12 stops in this itinerary. Last edited on 10/14/2021

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. Warm summer days and cool evenings make these areas prime for growing grapes. Dog-friendly wineries abound as you travel the road from Yorkville to Boonville to Philo to Navarro.



Yorkville Cellars

25701 Hwy. 128, Yorkville, California 95494
Phone: (707) 894-9177

[Visit Website](#)

[More Info & Map >](#)

Maple Creek Winery

20799 Hwy. 128, Yorkville, California 95494
Phone: (707) 895-3001

[Visit Website](#)

[More Info & Map >](#)

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 >](#)

14 stops in this itinerary. Last edited on 10/13/2021

Hopland Highway 101 Wine Road



Photo courtesy: [McNab Ridge Winery](#)

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Terra Sávia Winery & Olive Mill

14160 Mountain House Rd., Hopland, California 95449
Phone: (707) 744-1114

[Visit Website](#)

[More Info & Map >](#)

Milano Winery

14594 Hwy. 101, Hopland, California 95449
Phone: (800) 564-2582

[Visit Website](#)

[More Info & Map >](#)

VISIT MENDO 2021 – 2022 BARKETING



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A mere glimpse of Mendocino's gorgeously sculpted coastline is all it takes to turn urban angst into rural revelation. The scenery is so intoxicating you can yappily spend a week along the Highway 1 corridor without venturing beyond sight or sound of the sea. Visitors on a short leash, time-wise, will find plenty to occupy themselves and their pups along the 13 miles of coastline between diminutive Little River, to the south, and Fort Bragg, the county's "big city" (population 7,500), just up Highway 1 to the north. Distances are short, so it's easy to cruise from place to place and get back to base camp before dinner.

And there's no shortage of places to hang your hat. Choices include the ocean-view [Stanford Inn by the Sea](#), just south of Mendocino village and renowned among DogTrekkers for its pet-passionate services and amenities. You name it, they provide it, from food and water bowls to dog beds, sheets for covering the furniture and towels for wiping muddy paws. And there's no need to leave Bella in the room or car when it's time for dinner: the inn's top-notch vegetarian restaurant, [Ravens](#), serves patrons with pets at specially designated tables in the lobby area.

Nearby, in Little River, the fur-friendly [Little River Inn](#) is celebrating 75 years of welcoming guests with bed, breakfast and majestic views of the sea. Outdoor dining areas are pet-friendly, and there's a footpath leading down to the water. Less than a half-hour north, in Fort Bragg, the dog-friendly [Surf & Sand Lodge](#) is so close to the ocean you can whale-watch from your balcony, while the nearby [Beachcomber Motel & Spa](#) has gone to the dogs in a big way with the addition of a fenced [dog park](#) and two suites outfitted with doggie doors leading to private kennels.

If you and your four-legged buddy love to hike, you're in for multiple treats along a strip of coastline that in winter experiences bright, bluebird days interspersed between soft gray ones. A top trek for DogTrekkers is [Ten Mile Beach Trail](#), a converted logging road accessible from downtown Fort Bragg or from [MacKerricher State Park](#), 3.5 miles to the north. If you start from town, your camera will see lots of action as you cross the dramatic [Pudding Creek Trestle](#), a 515-foot former Union Lumber Company railroad bridge converted to a road in 1949 and to pedestrian and bicycle use in 2007. Just a mile and a half farther on is gorgeous [Virgin Creek Beach](#), one of the great surf spots on the North Coast and especially dramatic in winter (be sure to stay on the trail, as dogs aren't allowed on the sand).

VISIT MENDO 2021 – 2022 BARKETING



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Have you ever longed to kayak on a beautiful river but not been able to because you have your dog along? Come to Mendocino County, where it's easy to go paddling with your pooch.

[Catch A Canoe and Bicycles Too](#), associated with Mendocino's dog-friendly [Stanford Inn by the Sea](#), invites visitors and their four-legged companions to explore the beautiful Big River estuary in an outrigger canoe outfitted with a platform where dogs can sit or stand while watching the scenery drift by.

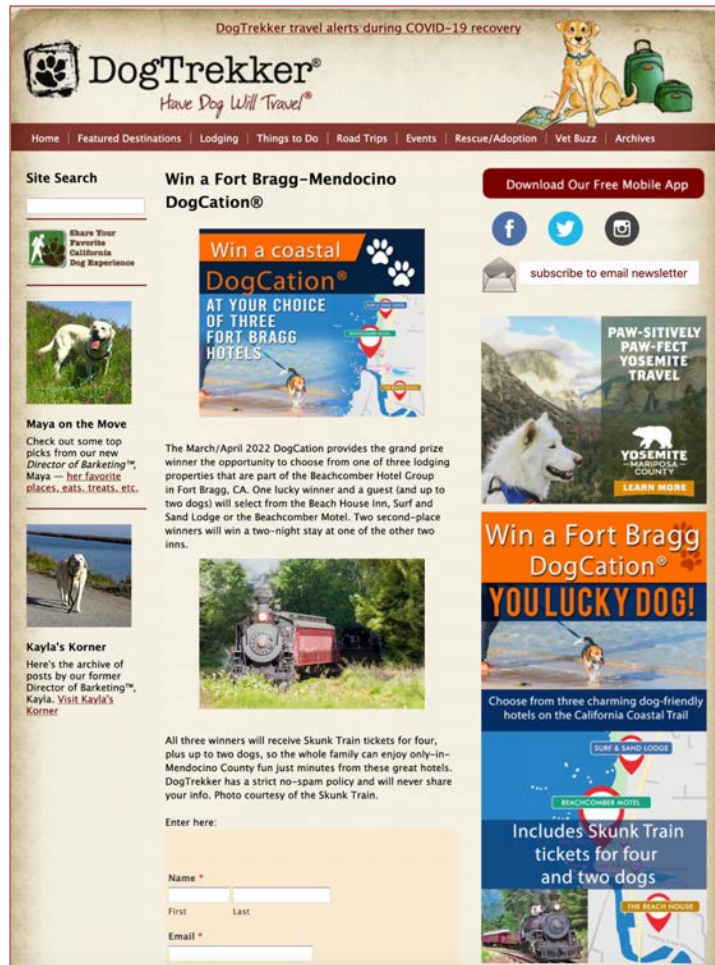
There's even "canine cruiser" version that can accommodate up to four dogs on a large platform. On the nearby Noyo River, [Liquid Fusion Kayaking](#) provides kayaks with cockpits large enough for well behaved dogs to cuddle with their people. Paddle on!

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Photo Credit: Ben Salter (CC)

VISIT MENDO 2021 – 2022 BARKETING

Mendocino County extended visibility through multi-partner multi-channel DogCations®



DogTrekker®
Have Dog Will Travel®

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Share Your Favorite California Dog Experiences

Win a Fort Bragg–Mendocino DogCation®

Download Our Free Mobile App

Win a coastal DogCation® AT YOUR CHOICE OF THREE FORT BRAGG HOTELS

PAW-SITIVELY PAW-FECT YOSEMITE TRAVEL

Yosemite MARIPOSA COUNTY


Win a Fort Bragg DogCation® YOU LUCKY DOG!

Choose from three charming dog-friendly hotels on the California Coastal Trail

Includes Skunk Train tickets for four and two dogs

Enter here:

Name *
First Last
Email *



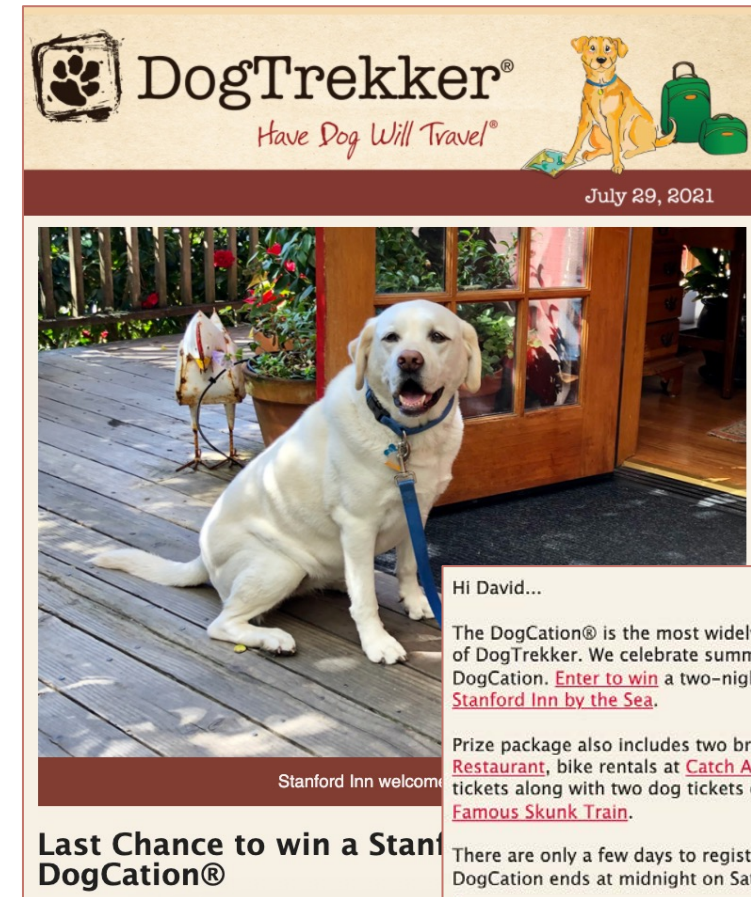
WIN A FORT BRAGG DOGCATION!® YOU LUCKY DOG!

Choose two nights at one of three locations on the California Coastal Trail

SURF & SAND LODGE

BEACHCOMBER MOTEL

THE BEACH HOUSE



DogTrekker®
Have Dog Will Travel®

July 29, 2021

Stanford Inn welcome

Hi David...

The DogCation® is the most widely anticipated promotion in the history of DogTrekker. We celebrate summer with our annual Stanford Inn DogCation. [Enter to win](#) a two-night stay at the dog-passionate [Stanford Inn by the Sea](#).

Prize package also includes two breakfasts for two at [Ravens Restaurant](#), bike rentals at [Catch A Canoe & Bicycles Too](#); and four adult tickets along with two dog tickets on the Redwood Route of the [World-Famous Skunk Train](#).

There are only a few days to register to win as the Stanford Inn DogCation ends at midnight on Saturday, July 31.

[Enter Now!](#)

Last Chance to win a Stanford Inn DogCation®

VISIT MENDO 2021 – ZOZZ BARKETING




DogTrekker is your dog-friendly Street Team – adoptathon visibility takeover!

\$223,000 raised by the Sacramento SPCA!




VISIT MENDO 2021 – ZOZZ BARKETING


A few of the year-round social media posts

 DogTrekker is in Hopland, California.
May 4 · 🌐

Win a dog-friendly Mendocino wine getaway in Hopland! It includes a one night stay at the Thatcher Hotel, gift cards to The Golden Pig and Stock Farm and more. <https://bit.ly/3Lv13nl>



MENDOWINE.COM
Enter to Win!
Official rules


 DogTrekker
May 5 · 🌐

Bandit stealing your (and my) heart in Mendocino.
Photo by Gregory Penning. #dogtrekker #dogoftheday
#CaliforniaDogs


 DogTrekker
July 1 at 6:00 PM · 🌐

The Noyo Harbor fishing village sets an engaging backdrop for a Noyo Harbor Inn stay. Walk your dog around the village, or plan adventures at local state parks, beaches and attractions. Here's Maya hiking at Noyo Headlands Park. #dogtrekker
Photo by Dave Kendrick.



 DogTrekker
June 1 · 🌐

A perfect DogTrekker trip is Highway 128 in Mendocino County from hwy 101 to the coast. Check out wineries, art and more on the way. <https://bit.ly/3atA9hP>
Photo by Dave Kendrick. #dogtrekker



 DogTrekker
June 2 · 🌐

Check out some of the cool things to do in inland Mendocino County for some off-the-beaten path fun, like a drive through the (watch out for that) Chandelier tree! #dogtrekker
<https://bit.ly/3NaoXVX>



 DogTrekker
June 22 · 🌐

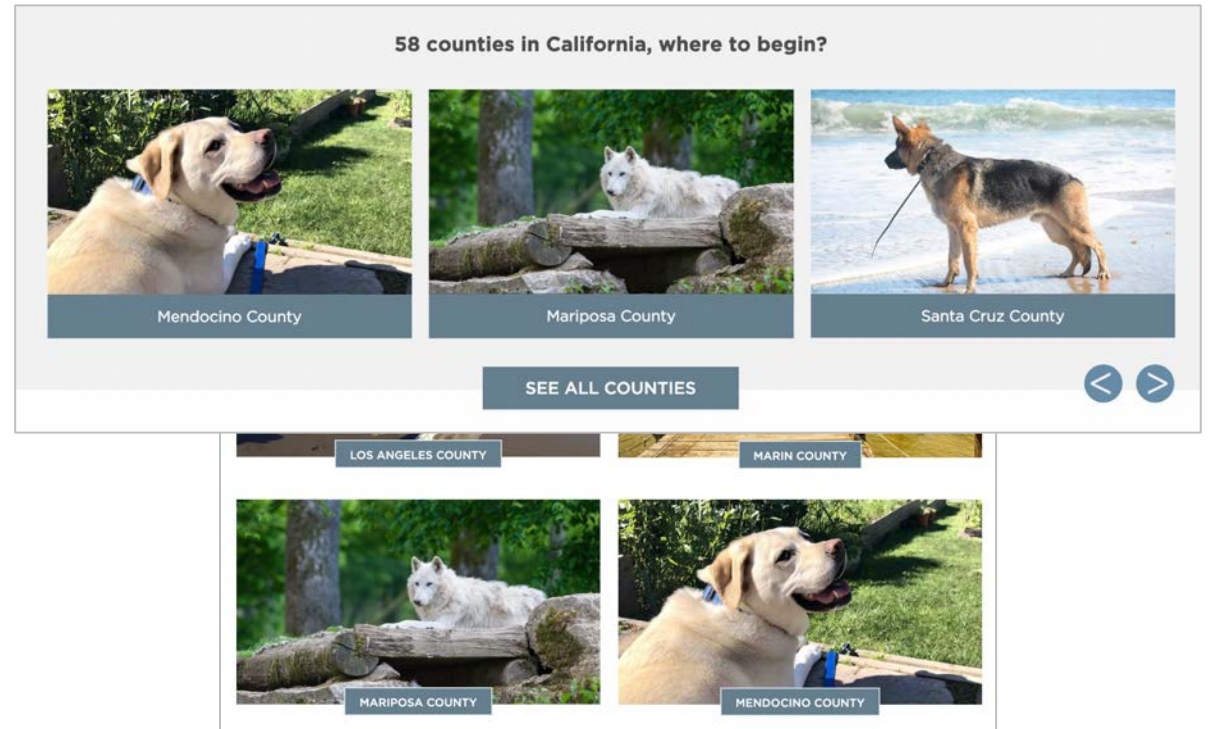
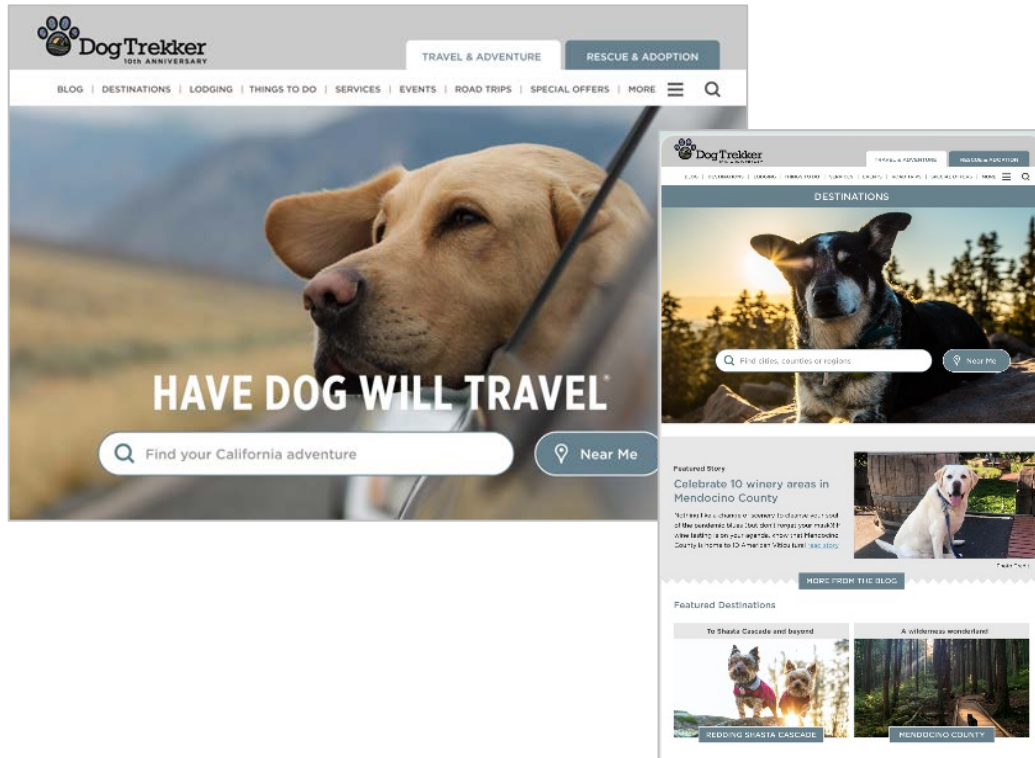
Summer is a time for family vacations - and a train ride! "Family" includes dogs of course, and there are many dog-friendly "all aboard" choo-choo options in California. Check 'em out here: <https://bit.ly/3y3M4ly>
#dogtrekker Photo by Robert Jason Pinoli.



DOG TREKKER.COM 10TH ANNIVERSARY LAUNCH



DogTrekker will soon be launching an all new, responsive, highly visual, engaging, user-friendly and well-organized DogTrekker.com. The new navigation will have a significant impact for city, county and regional destination marketing organizations. Only **active DogTrekker destination partners**, and their content, will be included in top-level “featured” positions. **Advantage: Mendo!**



VISIT MENDO 2021 – 2022 BARKETING



The Results 2021 - 2022

- Total impressions: **354,176***
- Total qualified handoffs (clicks) to Visit Mendocino and stakeholders: **10,650**
- Cost/Click: **Under \$1.00**

* Not including direct partner campaigns, social media, Paw Press stories or event sponsorship visibility

LOOKING AHEAD: 7/1/22 – 6/30/23



A little more than 10 years ago, a questionnaire went out to the databases of multiple radio stations, asking dog owners for their favorite California dog-friendly cities, counties and regions. Mendocino **did not make** the top 25.

Today, Mendocino and the North Coast rank ahead of all regions and counties in the state, with the exception of Lake Tahoe as an entire region. The **10,650** quality hand-offs* to Mendocino County stakeholders is undeniably valuable.

The 2021-2022 campaign for Visit Mendocino was valued in excess of \$35,000. For 2022-2023 we are proposing an increase to \$15,000 for the year. DogTrekker is now packaging in six-month segments, however, due to our long-term relationship, this term will go through June 30, 2023.

We will once again exceed our asset commitment, as we have always done. In addition, we will deliver four more dog-friendly stories for use on the new VisitMendocino.com site, fully licensed, in addition to the current content. We appreciate the consideration.

* Not including separate individual lodging or activity partner campaigns, social media or event promotion