



Mendocino County Tourism Commission (MCTC) 2016-17 Marketing Plan

Presented by Brent Haugen, Executive Director





2016-17 Marketing & PR Budget

Print & Direct Mail		\$105,593.00
Emarketing		\$31,800.00
Digital & Broadcast		<u>\$133,200.00</u>
		Sub-Total \$270,593.00
Public Relations		<u>\$150,000.00</u>
		Sub-Total <u>\$150,000.00</u>
		Grand Total \$420,593.00



2016-17 GOALS & OBJECTIVES

- Increase overnight rooms & economic impact to sales tax businesses during the defined low season
 - Low Season – December, January & February
- Lengthen the overnight room stay to impact both lodging and sales tax businesses
- Attain 250,000 unique visitors to the consumer website this fiscal year
- Inspire and make lasting impressions on existing & future travelers to Mendocino County

a goal without
a plan is just
a wish

- Antoine de Saint Exupéry





Goals & Objectives:

How will we reach them?

- Marketing connectedness & alignment
- Multi-platform marketing push December-February
- Hwy 101 & 20 Geo-Fencing Digital Program
- Increased VMC emarketing frequency
- Sales support to drive individual & group business during this period



CONNECTEDNESS

This fiscal year, the organization will be **supporting** its print, shows, events and public relations with emarketing, social media, blog content, digital advertising and re-targeting.

Example: President's Day Weekend & Spring Break

- Press release in February: Renegade Travel/Tribal Travel
- Special blog posts for the VMC site on the favorite family spring break spots
- Lodging specials and other events collected and posted to the VMC site
- Scheduled social media advertising to geos & demos during the planning process
- Social media posts geared towards families for inspiration
- VMC emarketing to drive traffic and visibility to the assets on the site
- VRBO Stand Alone Email to drive traffic to the VMC site and drive bookings
- Supported digital advertising with Google Ad Words & Retargeting in specific geos & demos
- Supported digital advertising with The Enthusiast Network to support President's Day Weekend/spring break, sports show & travel & adventure show



2016-17 Trade & Consumer Shows & Sales Missions

July	Fillmore Jazz Festival, San Francisco, CA
August	<i>Visit California Australian Sales Mission (NCTC)</i>
September	Bark in the Park; San Jose, CA
October	Here & There Travel Show; Portland, OR <i>Visit California Canadian Sales Mission (NCTC)</i>
January	Sportsmen's Expo, Sacramento, CA
February	Bay Area Travel & Adventure Show LA Travel & Adventure Show <i>RTO (NCTC), Los Angeles</i>
May	Sunset Celebration, Sonoma, CA
June	<i>IPW (NCTC), Washington, DC</i>



**IF YOU WANT TO GO
FAST, GO ALONE.
IF YOU WANT TO GO
FAR, GO TOGETHER.**

AFRICAN PROVERB



2016-17 Cooperative Advertising Programs



Mother Jones

Eat Drink Play

BAY AREA NEWS GROUP ||| WWW.MERCURYNEWS.COM/EAT-DRINK-PLAY ||| 001 SECTION F |||

All of

A photograph of an industrial facility with large metal tanks and pipes, with white steam rising from the tanks.

Meetings

A photograph of several bottles of beer lined up on a counter.



2016-17 Cooperative Advertising Breakdown



October 2016, **January, February** & March 2017

Mother Jones Magazine (digital)
26,000 reach | California & Oregon

December 2016

Alaska Airlines Magazine (print)
630,000 reach | Western Region

January 2017

Today's Bride Magazine (print & digital)
33,000 reach | San Francisco Bay Area

January 2017

Bay Area News Group (print & digital)
423,448 reach | Bay Area

January & March 2017

Small Market Meetings (digital)
8,600 reach | US meeting professionals

Find: Hotels, Restaurants, Things to Do

Near: Mendocino County, California

Search

United States > California (CA) > Mendocino County Tourism



Mendocino County, California

52,153 reviews and opinions



Photo provided by: Visit Mendocino County

-  **Hotels (80)**
23,096 Reviews
-  **Vacation Rentals (130)**
340 Reviews
-  **Flights**
from \$151
-  **Things to Do (179)**
9,144 Reviews
-  **Restaurants (339)**
18,891 Reviews
-  **Forum**
645 Posts

Overview **Places to Stay** Location Things to Do Official Resources provided by 

Planning your Mendocino County trip?

We'll search 200+ sites to find the best hotel prices, so you don't have to.

Discover Mendocino County, California

- **MENDOCINO COUNTY: WINE, WAVES AND HIGHWAY 1**
- **Mendocino County Crab, Wine & Beer Festival**
- **Mendocino County Mushroom, Wine & Beer Festival**
- **Winesong**
- **8 GREAT FAMILY FUN ACTIVITIES**
- **See more**



Official Resources provided by Visit Mendocino County



Current Marketing Partners



tripadvisor®



Instagram

Google
AdWords



MailChimp.



DogTrekker®

Have Dog Will Travel®



New Partners & New Direction



- Broadcast option
- Commercial Production
- Use of existing video content
- Editable to use in digital advertising clips
- Feeder market
- Market of TV watchers
- Supports other marketing



31%

HAVE
1+ KIDS
IN HOME



59%
MARRIED

47%
\$100K+



54%
WOMEN



17%
AGE 18-34

62%
AGE 35-64

29%

OWN A DOG



80%
OUTDOOR
ENTHUSIASTS*

62%

MORE LIKELY TO
VISIT SPA



76%

MORE LIKELY TO
VISIT WINE COUNTRY

73%

MORE LIKELY TO

ATTEND FAIRS/FESTIVALS



37%

VISITED xfinity.com
PAST 30 DAYS

81%

WATCHED A SPOTLIGHT
NETWORK, PAST WEEK

Networks More Likely to Watch include:



Reach 70% of Mendocino-North Coast
visitors with just these 15 networks!



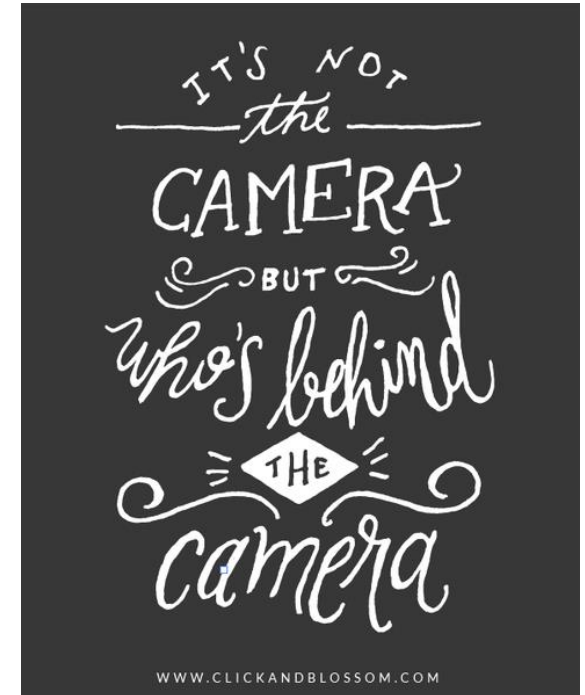
Socially-Conscious Media

MCTC hosted Wire Walker Studios, a film production company earlier this year to produce not just video, but a video that told a story and captured the true essence of Mendocino County.

Wire Walker Studios is a team of award-winning filmmakers who are pioneering a movement of high-quality socially-conscious film.

They were chosen to do this project as they create story-driven media that can spark a conversation, inspire people to take action, and create meaningful change.

We are excited to begin production begins this October and share with the board the progress and final product.





New Partners & New Direction



THE
ENTHUSIAST
NETWORK™

POWERED BY PASSIONS



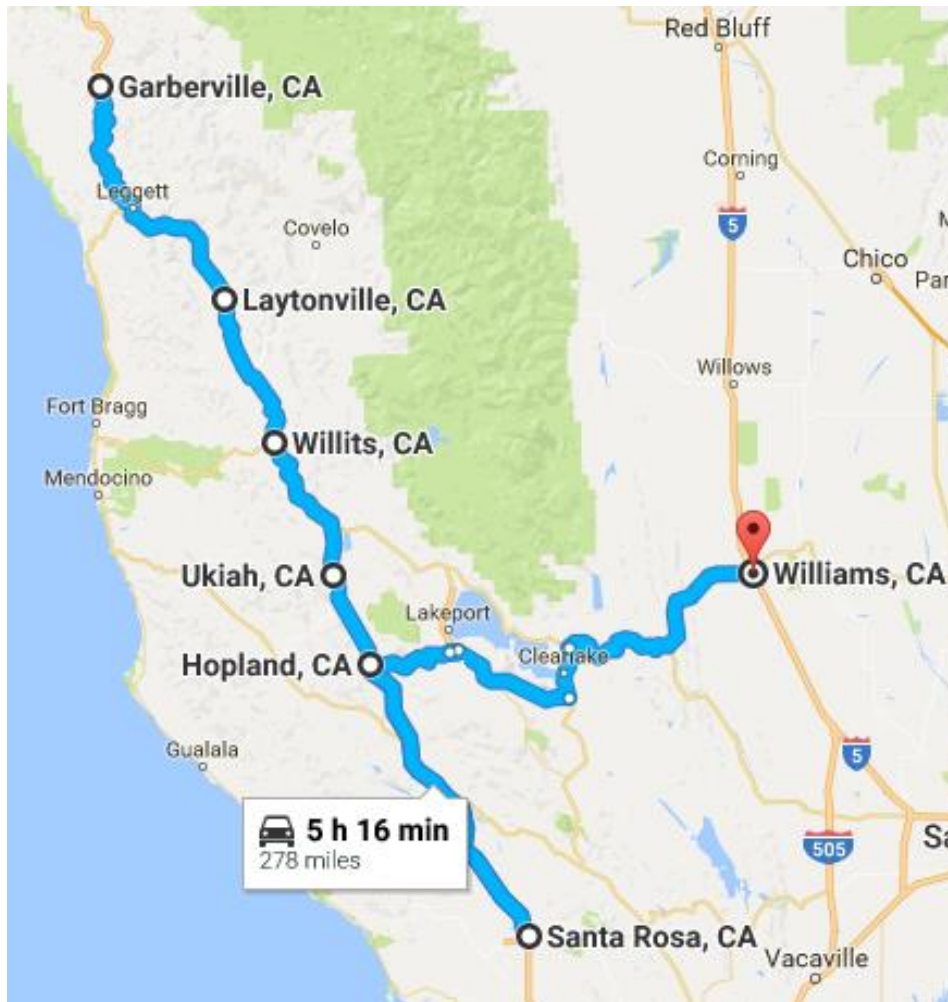


2016-17 New Partner Breakdown

- October 2016 **Every Door Direct Mail** (print)
20,000 reach | San Francisco, Oakland, Sacramento & Santa Rosa
Focus: Events November-April
- Oct., November **Madden Media & Vacationfun.com** (digital)
December, January 1 million reach | United States
Focus: Destination & Festivals
- Nov., **December** **Queerty** (digital)
January, February 1 million reach | San Francisco & Los Angeles
Focus: LGBTQ market
- January, February** **The Enthusiast Network** (digital)
March, April GrindTV, Bike Magazine, Canoe & Kayak, Surfing Magazine
10 million reach | Worldwide
Focus: Outdoor sports & recreation



2016-17 Hwy 101 & Hwy 20 Geo-Fencing Program



Program: October 1, 2016-May 31, 2017
Along Highway Boundaries: Within 1.5 Miles

Northern Boundary:

- Garberville, CA (Southbound)

Southern Boundary:

- Santa Rosa, CA (Northbound)

Eastern Boundary:

- Williams, CA (Westbound)

In-County:

- Laytonville, CA
- Willits, CA
- Ukiah, CA
- Hopland, CA

Messaging Time(s) of Day:

- 11am-1pm
- 1-3pm
- 4-7pm
- 7-8pm

Goals:

- Increase in-county visitor spending
- Increase overnights along Hwy 101 corridor



MCTC Low Season: Month One

DECEMBER

- VRBO Email focusing in on the holiday season (sent in November) sent to 6.6 million subscribers
- Hwy 101 & 20 Geo-Fencing Digital Program
- Weekly VMC Email Messaging
- Queerty Digital Program to reach LGBTQ market
- Alaska Airlines Magazine Co-op (630k reach)
- Supporting editorial, blogs, social media, digital and emarketing of holiday season focus and Alaska Airlines Co-op



MCTC Low Season: Month Two

JANUARY

- Hwy 101 & 20 Geo-Fencing Digital Program
- Weekly VMC Email Messaging
- Queerty Digital Program to reach LGBTQ market
- The Enthusiast Network Digital Program
- Visit California Travel Guide
- Today's Bride Magazine Co-op
- Bay Area News Group: Eat Drink Play Co-op
- Mother Jones Magazine Email Co-op
- Small Market Meetings Co-op
- Sportsman's Expo in Sacramento



MCTC Low Season: Month Three

FEBRUARY

- Hwy 101 & 20 Geo-Fencing Digital Program
- Weekly VMC Email Messaging
- Queerty Digital Program to reach LGBTQ market
- The Enthusiast Network Digital Program
- Mother Jones Magazine Email Co-op
- VRBO Stand Alone Email
- Bay Area Travel & Adventure Show
- LA Travel & Adventure Show



2016-17 GOALS & RESULTS

- An increase overnight rooms & economic impact to sales tax businesses during the defined low season
 - Goal: 5-7% increase in occupancy (baseline 50%)
- Lengthen the overnight room stay to impact both lodging and sales tax businesses
 - Goal: 0.5 Night Increase
- Attain 250,000 unique visitors to the consumer website this fiscal year
 - Goal: Meet or exceed goal



QUESTIONS?

