



QUARTERLY REPORT JULY – SEPTEMBER, 2014 (Q1)

Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE
MENDOCINO COUNTY LODGING ASSOCIATION
COUNTY OF MENDOCINO
OCTOBER 14, 2014**

QUARTERLY ACTIVITIES REPORT

JULY – SEPTEMBER 2014

The following is a progress report on the goals as outlined in the approved 2014-2015 Marketing Plan.

PROJECT	2014-2015 GOAL	YTD TOTALS (Q1)	INCREASE OVER PRIOR YEAR (Q1)
SOCIAL MEDIA	40,000 Fans 1:1.6 Avg. Reach	31,191	8,765 / 39%
EMAIL MARKETING	30,000 3.0% Engagement	27,483	2,328 / 9.25%
PR-AD EQUIVALENCE	\$4.6M	\$9,811,224 (197,540,366 impressions)	\$8,437,328 / 614%
LEISURE SALES	7,000 Direct Consumer Leads	3,261	2,460 / 32%
GROUP/FIT SALES	Sell 1,500 Room Nights	575	245 / 134%
VISITOR GUIDE & FULFILLMENT	2014-15 Visitor Guide; Annual Events Calendar; Tear Off Maps	2014-15 Visitor Guide is currently in production	

Visit Mendocino County (VMC) Board, Committees and Staff have been focused on implementing the approved Marketing Plan for 2014-2015. The following are details on activities & accomplishments supporting the Plan.

Marketing Plan strategic goals are:

- Increase overall visitation to Mendocino County during key times of year in an effort to increase revenues, employment and taxes in Mendocino County
- Increase length of stay per visitation
- Increase visitor spending per day

ADVERTISING/PAID MEDIA

- Launched media campaign recommended by Creative Concepts Media that included online placements in SFgate.com, LonelyPlanet.com, Sojern, TripAdvisor.com, Sunset.com, WeekendSherpa.com, and Pandora.com. Other media outlets included: KOIT radio, outdoor billboards along Interstate 80 and at the Bay Bridge Toll Plaza.
- Hosted KOIT radio DJ Teri King for the first of two experiential visits that took her to the South Coast and Mendocino areas.
- Took calls, sent our Visitor Guides, hosted visitors to the Fort Bragg office

Fulfillment Type	July	August	September	Total
Toll Free Calls	45	41	47	133
Visitors to Office/Retail Space	692	419	453	1,564
Visitor Guides	354	168	203	725

SOCIAL MEDIA & WEBSITE

Google Analytics for Q1 2014-15

	Q1 REPORT 2014-15			YTD
	July	August	September	
Unique Visitors	7,535	8,782	9,183	25,500
Avg. Pages per Visit	3.45	3.10	2.89	3.15
Avg. Bounce Rate	47.55%	51.87%	54.24%	51.22%
Avg. Time on Site	00:03:26	00:02:57	00:02:40	00:02:74

- All media creative was designed to drive traffic to the website
- The website continues to evolve as VMC revises existing content and adds new editorial and pictorial pieces
- Continued to expand monthly newsletters, transitioning to more editorial-focused content, keeping in line with industry shifts

PUBLIC RELATIONS

The fiscal year got off to a flying start with a number of high-profile media placements. July saw stories in VIA magazine about the Lost Coast and a North Coast road trip. *Sunset* named the Heritage House the top of their "Best of the West" list, *Alaska Airline Magazine* featured a review of the Crab, Wine & Beer Festival, and 7x7 ran a story on the upcoming Hopland Passport event, as did the *San Jose Mercury News* in September.

Sunset came through again in August with a full-page photo feature on the Stornetta Public Lands National Monument while the *San Francisco Chronicle's* online arm, *sfgate.com*, ran with Point Arena as one of 15 under-the-radar California beach towns to visit now. The prestigious *Boston Globe* introduced its readers to the delights of lodging, dining and touring in Mendocino County. *Decanter Magazine*, the UK's magazine for discerning wine buyers featured the county with a short feature in August and an extensive travel guide in their September issue.

San Francisco magazine (Modern Luxury) picked Philo as one of their Tiny Town Vacations. Writer John Gottberg Anderson explored coastal attractions from Fort Bragg to Point Arena for the *Bend Bulletin* while *Sacramento Magazine* featured breweries, wineries, lodging and food in Anderson Valley.

The total PR value for the first quarter of FY 2014–15 is an impressive \$9,781,224 (197,540,366 impressions). Following is a more detailed breakout of quarterly production and results.

Key Activities

- Set up remote broadcast for the Mushroom, Beer & Wine Festival with Rudy Maxa of PBS's "Rudy Maxa's World." The broadcast will be taped on Friday, November 7 and will be broadcast on Saturday, November 8. The show has a weekly audience reach of approximately 1.4 million upscale leisure and business travelers via 230+ radio stations, TuneIn.com, active social media platforms, online streaming, and more.
- Working on guest list for the show.
- Secured four judges for the Mushroom, Wine & Beer Festival.
- Live interview with Scott Schneider with Joel Riddell/AM 910 regarding tourism in Mendocino County.
- Koleen Hamblin attended the annual conference of the Society of American Travel Writers in Iceland.
- Lined up media appointments for October media trip to Los Angeles (Alison de Grassi to attend).
- Scott Schneider attending a Visit California media meet in Boulder (October 2014).
- Posted PR hits to VMC Partners at Work Facebook page.
- Sent notifications of PR hits to partners.
- Created this first quarter Quarterly Report.

Press Releases & Media Materials

- "Right Brain Retreats" released to meetings and trade outlets
- "Renegade Travel" released to top freelance, Pacific Northwest, California regional, national travel, top in-flights and newspapers
- "Mushroom Festival" release to Pacific Northwest, California regional, top newspapers, top freelance, top and national food, and Mendocino local outlets

- “Horseshoes & Corkscrews” release to top freelance, California regional, national travel, top in-flights and newspapers
- Society of American Travel Writers Hot Sheet to SATW convention attendees
- Appointment of Scott Schneider to Visit California board
- Over 4,000 outlets received news about Mendocino County



FOODS for THOUGHT

By Leslie Forsberg

The mango topping on this savory crabcake helped Fort Bragg's Cliff House restaurant win third place in the annual competition this year at the Mendocino Crab, Wine & Beer Festival in Northern California. Festivalgoers often advertise their support with 'crabby' red headdresses (below).



Press Visits

Name	Publication	Fam Trip
Lauren Mowery	Freelance	July 16–18
Beverly Mann	Creator's Syndicate	August 1–3
Beverly Stephen	Food Arts Magazine	August 3–4
John Anderson	Eugene Register (Bend Bulletin)	August 6–8
John Wogan	Condé Nast Traveler	August 18–19
Christine Ciarmello	Cadillac Magazine	August 17–18
Carey Sweet	San Francisco Chronicle	September 7–10
Susan Lanier Graham	AAA Highroads	September 10–21
Mark Morrison	Freelance	September 21–23
Myscha Thierault	thriftytraveler.com	September 23–25

We also assisted with day itineraries for media booked at Heritage House Resort:

- Jules Older, July 13–15; various outlets
- Ed Walsh, July 21–July 23; Bay Area Reporter
- John Poimiroo, July 23–25; various outlets

- Emma Krasov, July 25–July 28; *Real Travel Adventures*, JetSetExtra.com
- Audrey Medina, July 26; *UP! Magazine* (WestJet inflight), *Oakland Magazine*
- Don Jackson, July 30–August 5; *Valley Lifestyles Magazine*, *Los Gatos Magazine*, *San Joaquin Magazine*
- Carole Meyers, Aug. 11–12; freelance
- Molly Blaisdell, October 7–8; Coastal Radio with Tom Wilmer, KGO “On the Go” with John Hamilton

We are currently working on itineraries for media visits in November and beyond.

Samples of Placements for Q1 2014–15

<i>Sunset</i>	<i>USA Today</i>
<i>Alaska Airlines Magazine</i>	<i>AAA Horizons</i>
<i>VIA</i>	<i>Decanter</i>
<i>Travel + Leisure</i>	<i>Forbes</i>
<i>Examiner.com</i>	<i>Huffington Post</i>
<i>Boston Globe</i>	<i>PureWow.com</i>
<i>Wall Street Journal</i>	<i>San Francisco Chronicle</i>
<i>PeterGreenberg.com</i>	<i>Sacramento Bee</i>
<i>Sonoma Magazine</i>	<i>Wine Spectator</i>
<i>Santa Rosa Press Democrat</i>	<i>CBS San Francisco</i>
<i>San Jose Mercury News</i>	<i>Bend Bulletin</i>

SALES – GROUP & LEISURE

- Mendocino County booth at State Fair in July featured the county as a romantic destination and was well received by the public
- Receptive FAM sponsored by Visit California toured the county, resulting in several new hotel contacts with receptives
- Japanese packages were created as a result of Japanese FAM in June
- Hosted a VMC table at Paul Bunyan Days in Fort Bragg
- Hosted a VMC table at the Point Arena Harbor and Seafood Festival
- Attended the three-day AARP convention in San Diego with VMC and partners, including local hotels, Humboldt County and Shasta Cascade, participating
- Booth at Bark in the Park in San Jose, the largest pet event in the Bay Area
- Facilitated many new contracts between local hotels and international tour operators and receptives, which will hopefully increase our international traffic

VISITOR SERVICES/FULFILLMENT

- Continue work on the Gualala gateway sign

Mendocino County Mushroom, Wine & Beer Festival

November 7-16, 2014

- Outreach to past participants and new businesses countywide to encourage events, assist with ideas and listings in the event guide
- Gathered prizes for Passport Grand Prize package to include dinner for two at Cucina Verona, two-night stay at Shoreline Cottages, and a *Wild Mushroom Cookbook* by Alison Gardner and Merry Winslow
- Solicited advertising in event guide
- Encouraged Passport participation among breweries and wineries: 32 wineries and 1 brewery will participate
- Met with event planners to discuss festival participation and ideas for new events
- Worked with graphic designer on event guide edits and layout
- Solicited print bids and selected printer; 20,000 full-color 44 page brochures
- Arranged for printing of festival event signs
- Began distribution of event guides and signs throughout county to event holders and visitor centers



Crab, Wine & Beer Festival

January 16-25, 2015

- Emailed out initial and follow-up calls for events and Passport invitations
- Met with Coast Clinics' Event Coordinator regarding new developments to the Crab Cake Cook-off
- Compiled event guide listings; invited new businesses to participate



Miscellaneous Festivals/Events/Board & Committee Meetings

- Attended Redwood Forest Foundation's annual meeting at Standish-Hickey Park on July 26; Art in the Gardens at the Mendocino Coast Botanical Gardens on August 2; Willits Kinetic Carnival Grand Ball on August 9; Mendocino County Fair & Rodeo on September 14
- Posted events on Visitmendocino.com, VIA Magazine and Visit California websites
- Worked on website development for VMC website; partner outreach for photographs and content
- Staffed Festival Committee meetings to discuss ongoing festivals and new developments
- Attended Visit Ukiah monthly meetings, helped to provide feedback for outdoor activity brochure
- Worked on ad sales for the 2015 Official Visitor and Planning Guide
- Researched and developed regional bi-monthly calendars providing information on upcoming events for use in businesses countywide

Partnerships

- Attended Visit California workshops to discuss using their increased funding to promote the state; advocating for more attention to rural regions of the state
- Continue chairmanship of the California Travel Association

Administration

- Moved VMC Ukiah office to new location in downtown Ukiah at 390 W Standley Street
- VMC began the new fiscal year on July 1st with a new and improved marketing plan based on implementation of the recent study completed in May 2014 including new ROI measurements
- VMC was honored at the Redwood Empire Fair Director's Dinner in Ukiah as the "Business of the Year"
- Destination Marketing Association Program accreditation was completed. Accreditation not only holds DMOs to a rigorous code of standards, it increases credibility among partners and stakeholders
- The Governance Study was completed with forward progress still taking place to implement the recommendations
- Began work on the 2015 VMC wall calendar with sales wrapping up soon and printing to begin in the coming weeks; distribution will start the end of October
- Advertising sales for the Visitor Guide have begun with many new and repeat advertisers with the goal to have the guide completed prior to the holidays

North Coast Tourism Council

- Administered NCTC organization including multiple Board meetings

PHILO MENDOCINO COUNTY

POP
349

★ OFTEN OVERSHADOWED by its more Instagrammed neighbor, Boonville, Philo has finally made a rep for itself as Anderson Valley's culinary mecca. A Gary Danko protégée now lights up the live-fire kitchen at **Stone & Embers** (STONEANDEMBERS.COM), churning out inspired local cuisine, including chocolate pudding with crushed almonds that mimic the consistency of sand on the nearby Mendocino coast. The conundrum is in choosing between that and **Cog au Vin** (1810 HWY. 128), a yellow Bordeaux-esque cottage just off Highway 128. Before dinner, wine tasting is in order in the mid-century modern room at **Baxter Winery** (BAXTERWINERY.COM). Look closely at the wood bar—bullets are embedded in it. You'll sleep well in the cottage that has just been converted into five new rooms at the **Madrones** (THEMADRONES.COM, FROM \$195). Or catch a **Philo Apple Farm** (PHILOAPPLEFARM.COM) culinary weekend now through November.

