



31 October 2016

To: Brent Haugen (Executive Director)  
Mendocino County Tourism Commission

Fr: Carl Ribaud  
SMG Consulting

CC: Scott Schneider City of Fort Bragg.

RE: **Fort Bragg/ Mendocino County Tourism Commission Tourism Survey**

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Brent,

Great talking with you last week I wanted to follow-up on the survey discussion we had and provide additional detail for your review and consideration.

**Project Overview:**

SMG consulting has been retained by the City of Fort Bragg to assist them in research programs designed to develop their tourism development efforts. We anticipate the tourism programs developed to be complimentary of Mendocino County Tourism Commission programs and to continue to strengthen and support county wide promotion of Mendocino County.

To that and we have proposed what we think is a win/ win marketing research proposal. SMG Consulting would like to access the Mendocino County Tourism Commission database to survey those and identify how many stay in Fort Bragg and their likes dislikes, attitudes etc. Additionally, we would provide the results of all respondents to Mendocino County Tourism Commission for their internal use. This would be done at no cost to the Mendocino County Tourism Commission.

The information we are looking to access from Fort Bragg visitors includes demographic information, visitor attitudes and perceptions of Fort Bragg and the County, activity participation, destination awareness etc.

**Sample Questions for Mendocino County Tourism Commission**

Below is a preliminary list of questions that could be asked on behalf of the Commission

1. Have you visited Mendocino County for an overnight trip within the past 2 years?

**Previous Visitor**

2. If yes how many times have you visited Mendocino County in the last 2 years?

3. Thinking about your last trip to Mendocino County where did you tell your friends you were going?

4. During which season did you take your last trip to Mendocino County?
5. What was your primary reason for visiting Mendocino County?
6. Which of the following activities did you participate in while on that trip to Mendocino County?
7. From what you know about Mendocino County, which of the following attributes set it apart from other coastal destinations?
8. Thinking about other destinations you have visited how would you rate Mendocino County on each of the following with 1= much better and 7 =much worse?

Lodging quality	1	2	3	4	5	6	7
Lodging variety	1	2	3	4	5	6	7
Price/Value	1	2	3	4	5	6	7
Scenic beauty	1	2	3	4	5	6	7
Friendly people	1	2	3	4	5	6	7
Natural wonders	1	2	3	4	5	6	7
Ease of access	1	2	3	4	5	6	7
Availability of recreation	1	2	3	4	5	6	7
Dining quality	1	2	3	4	5	6	7
Dining options	1	2	3	4	5	6	7
Special events	1	2	3	4	5	6	7
Things to do	1	2	3	4	5	6	7
Ambiance /Local feel	1	2	3	4	5	6	7

9. On your last overnight trip to Mendocino County where did you stay?
10. What is your gender?
11. What is your age?
12. What is your annual household income?
13. Do you have children?
14. Are you:
15. What is your ethnicity?

**Note: We can modify these to capture more information that would be helpful to the commission.**

**How it works**

- SMG Consulting will have prepared and program the survey, the email letter explaining the survey to survey respondents and the subject line.
- The commission will send the survey out to their email database list.
- SMG will download and provide the Commission data in a presentation format for the commission.

We are looking to get started on this important project as soon as possible and look forward to your involvement. Let me know when we can set up a call to discuss any questions and/or concerns you might have.

We look forward to partnering on this important project. Please feel free to contact me at [carl@smgonline.net](mailto:carl@smgonline.net) or my office 530-541-2462 ext. 101.