

# Visit Mendocino County

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Website Influence Study 2022 Interim Report  
Presentation Version



# Overview

- One of the biggest challenges for destination marketing organizations (DMO's) is the issue of measurement. While many DMOs are able to measure their effectiveness at the program level including such measurements as website user sessions, bounce rates, and social media programs, the biggest challenge remains. Namely how to measure the organization's effectiveness through the number of room nights generated, the amount of revenue generated and the return on the invested capital.
- To that end we believe many of the challenges stem from the failure to understand what DMO's are responsible for. Are they responsible for generating transactions for room nights? Are they responsible for branding and advertising awareness? Are they responsible for influencing consumer decisions to visit a destination? Often the issue of accountability is not clearly understood or discussed. As a result, many DMO's fall back on using broad measurements like occupancy or average daily rate data generated by the local jurisdiction, or data from an outside provider like Smith Travel.

## Overview Continued

- This is a comprehensive approach to macro level DMO measurement. This approach is based on the core premise that **the primary duty of the DMO is to create awareness and influence prospective visitors to visit the destination.** Once a DMO has accomplished that, the consumer is free to book a trip with any number of sources, including property direct or an online travel agent.
- The key is to understand **how a DMO measures its influence on potential visitors to the destination.** To that end, we believe it is the role of the DMO to use the appropriate marketing mix to drive as many potential visitors as possible to its website to present the destination in such a way that consumers are influenced to visit the area.

# Project Goal & Objectives

- **Project Goal:**

- To assist Visit Mendocino County in measuring their efforts to **generate a return-on-investment metric that effectively identifies the travel spending generated within the destination.**

- **Project Objectives:**

- Determine the influence of Visit Mendocino marketing efforts on the consumer decision making process to visit the area.
- Estimate the economic impact and return on investment of website users.
- Identify key visitor characteristics.
- Identify the effectiveness and efficiency of the Visit Mendocino County marketing programs to generate unique visitors to their website.
- Utilize the results of the information to inform strategies and continually improve the effectiveness and efficiency of the organizations marketing programs thus improving invested capital return on investment.



## Website Overview

- The **VisitMendocino.com** website is the primary tool in which consumers can connect with the destination.
- The primary purpose of the website is to influence consumers to visit the destination by providing visitors with information and direct access to **lodging, dining and attractions** in order to educate people to ultimately book a trip to Mendocino County.
- An important secondary objective is database development by **signing up for newsletters and ongoing contact thus creating a marketing asset.**
- Mendocino County Tourism continues to seek improvements of the website to improve efficiency and productivity to enhance the competitiveness of the destination.

# Methodology

## ■ Phase 1

- A total of 817 emails were collected between July 1 and October 31 and an email survey was sent to the entire accumulated email database list in November 2022.
- Of these, 223 people participated and completed the survey, approximately a 27% response rate.
- Participants were sent email reminders to participate in the survey.
- Participants who completed the survey were entered to win a Visa gift card.

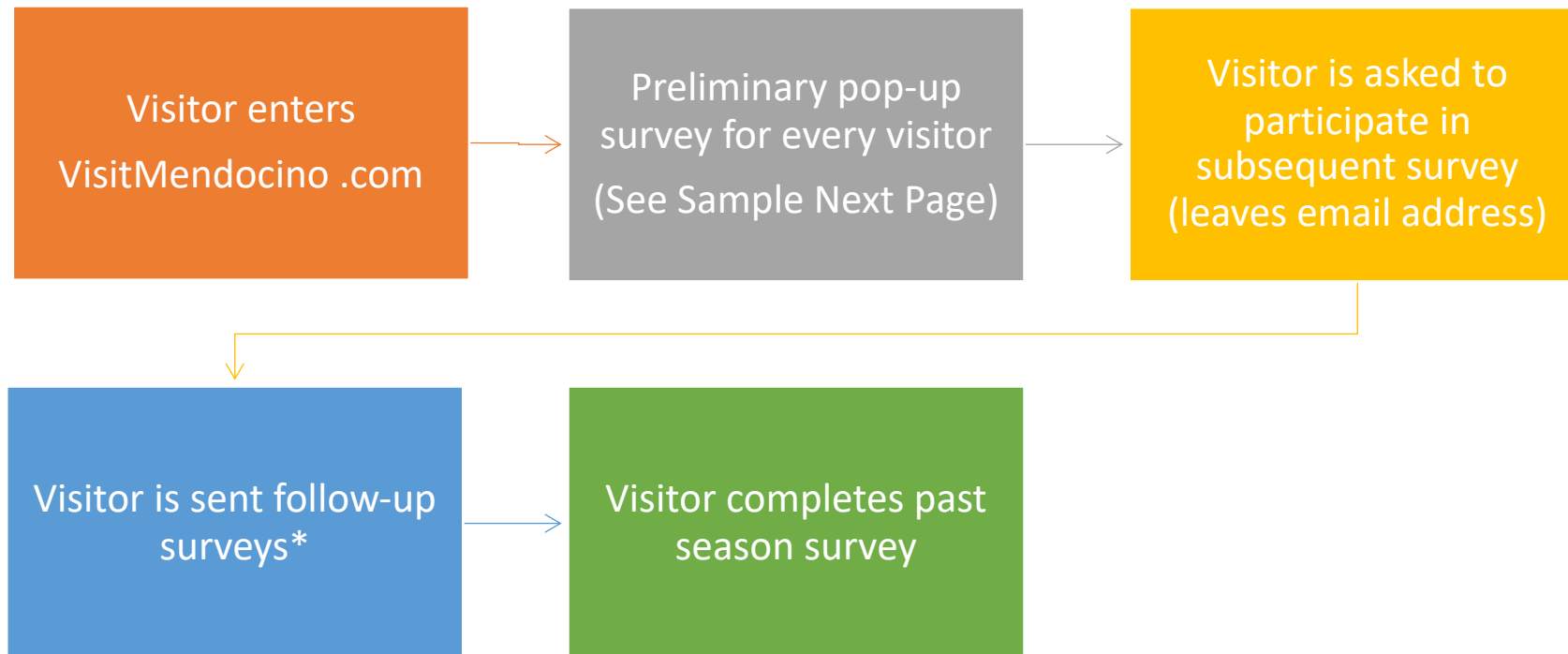
## ■ Phase 2

- The project will continue to collect data through March at which time the results will be updated.
- The findings in the report are “preliminary” and increased sample size for further study will be developed.

# Mendocino County Tourism Website



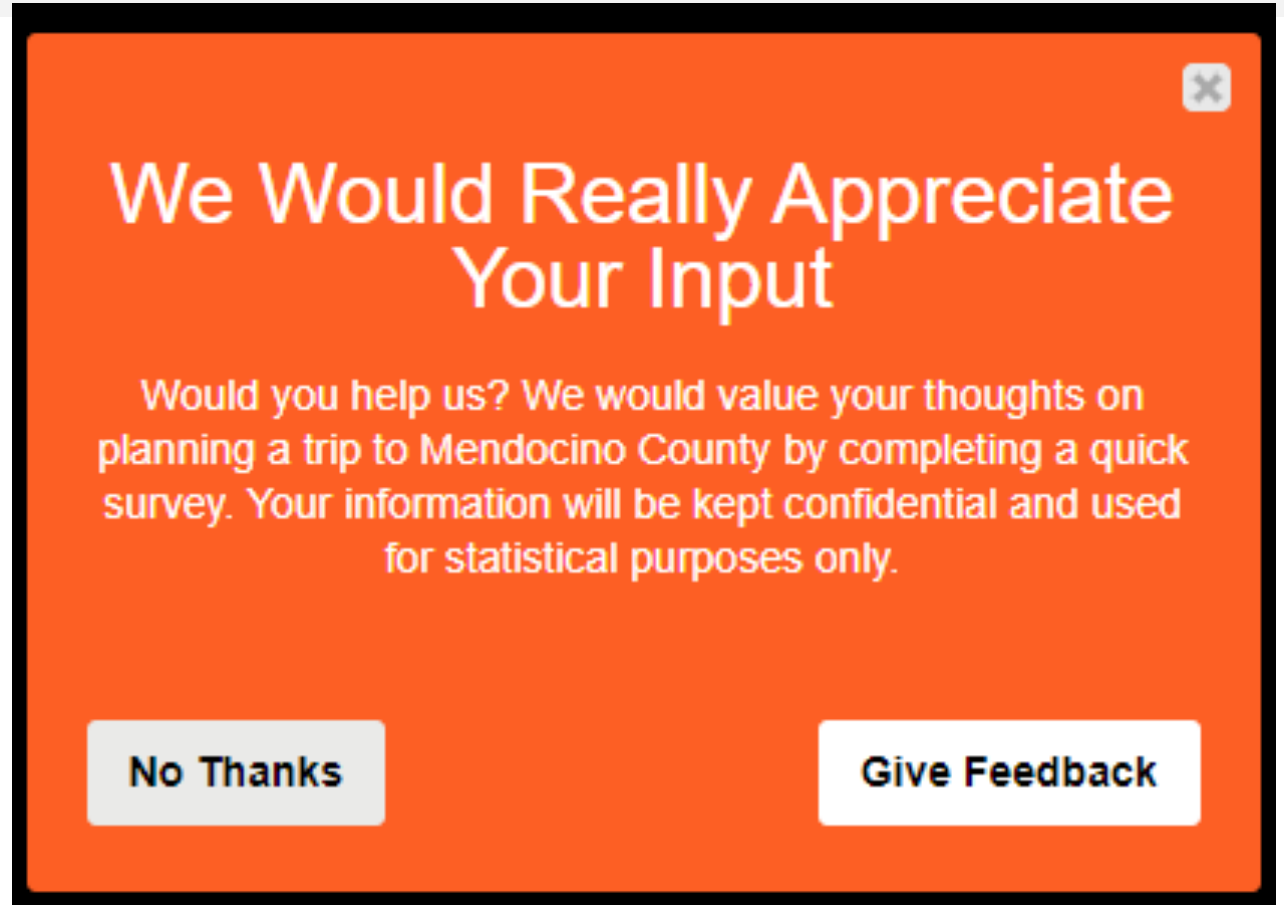
# Participation Flow Chart



\* Multiple surveys are sent to reduce non-response bias



Sample pop-up survey  
featured on the  
Visit Mendocino.com  
website



# Study Limitations- A Conservative Approach

- This study measures visitors who arrive at the VisitMendocino.com This is important because the website is the *most influential tool* available to convert **potential** visitors into **actual** visitors.
- Some potential visitors may see a promotional message, but not go to the website, as such, these may be missed in the analysis.
- Additionally, in an effort to not overstate results, the analysis by design is a conservative approach. For example, the analysis uses only the percentage of respondents that indicate they were “Definitely/very/somewhat influenced” to visit. As such Visit Mendocino County tourism does not claim they influenced everyone who went to the website.

# Key Performance Metrics

1. Overall volume numbers are up significantly which indicates communication/advertising efforts are successful in creating awareness for the destination and the site.
2. At 75.47% the bounce rate is high.

	Jan 1, 2022- October 31,2022	Jan 1, 2021- October 31,2021	Change
<b># Sessions</b>	625,014	592,995	5.3%
<b># Users</b>	493,498	477,341	3.3%
<b>Total Page Views</b>	1,049,554	1,076,229	-2.4%
<b>Total Unique Page Views</b>	903,384	904,006	-0.06%
<b>Avg. # Page Views</b>	1.27	1.24	2.4%
<b>Page/Session</b>	1.68	1.18	42%
<b>Avg. Time on Site</b>	1:05	1:09	-3.6%
<b>Bounce Rate</b>	75.47%	73.31%	2.9%

# Preliminary Findings

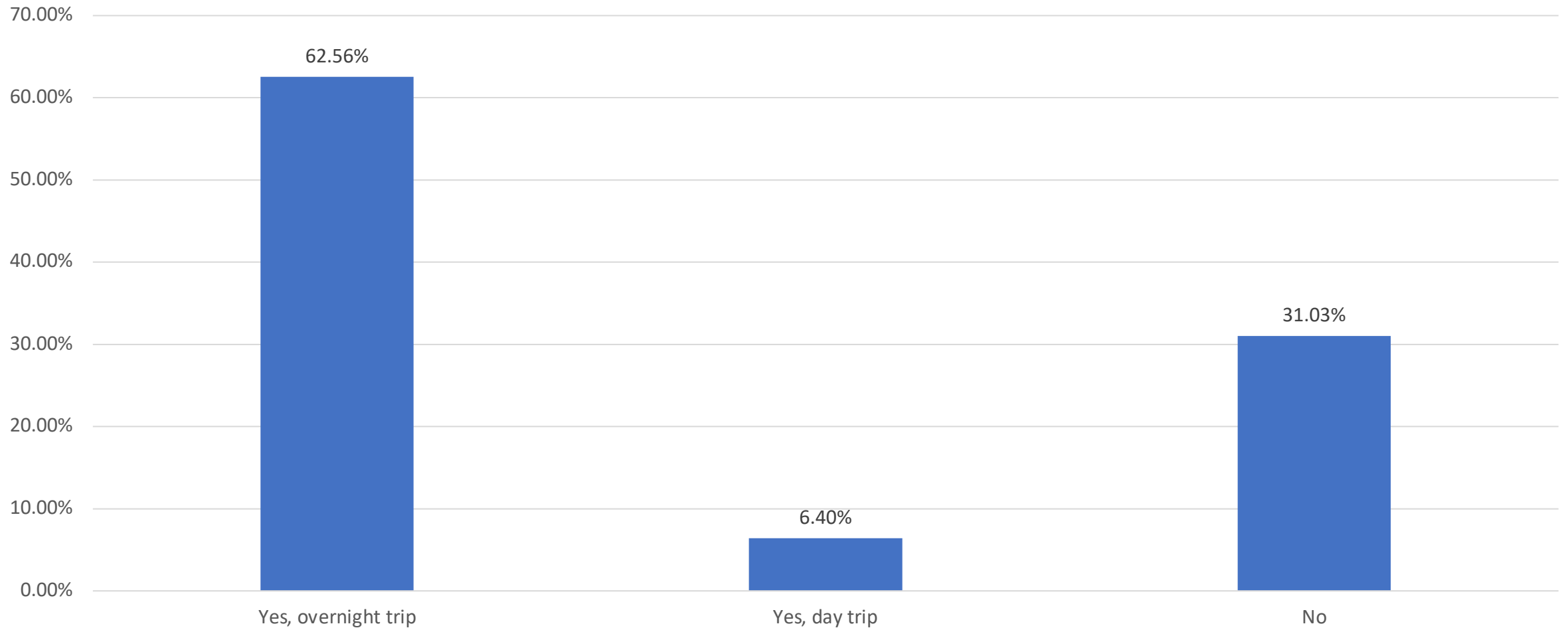
- Overall, the preliminary results of the study are very positive for the organization.
- It is conservatively estimated the organization generates approximately \$39 million in direct spending and a total \$55 million in overall spending.
- It is estimated these efforts also generate approximately \_\_\_ jobs (direct + Indirect+ induced) and generates over \$6.6 M (direct + indirect + induced)in local, state and federal taxes.

# Survey Results (Highlights)

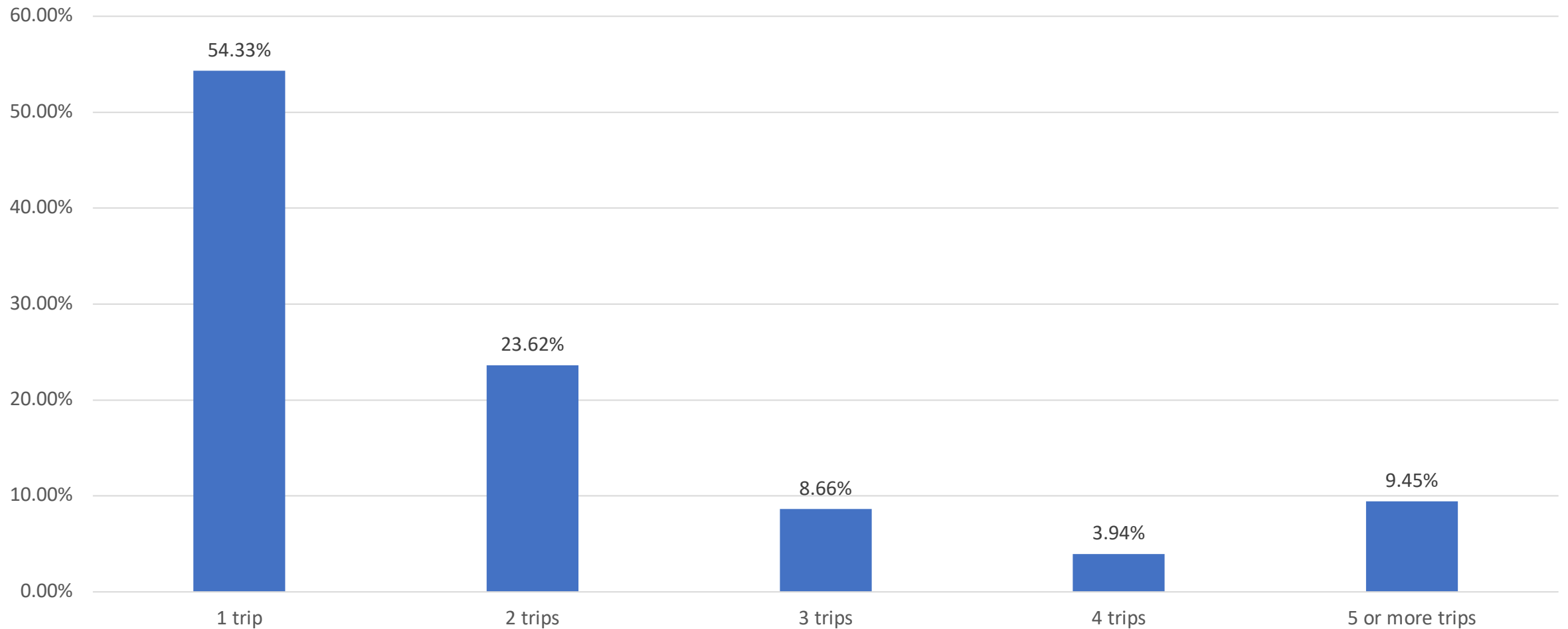
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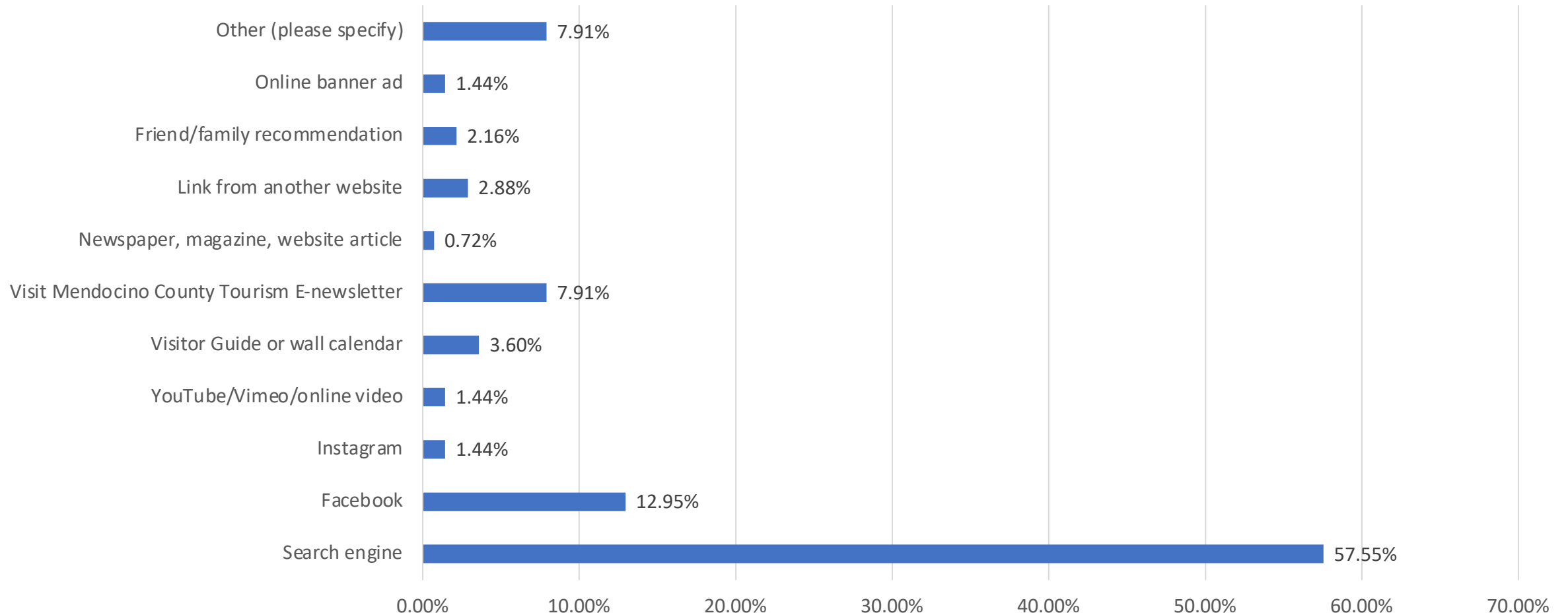
# Have you taken an overnight or day trip to Mendocino County in the past 12 months?



# How many overnight trips to Mendocino County have you taken within the past 12 months?

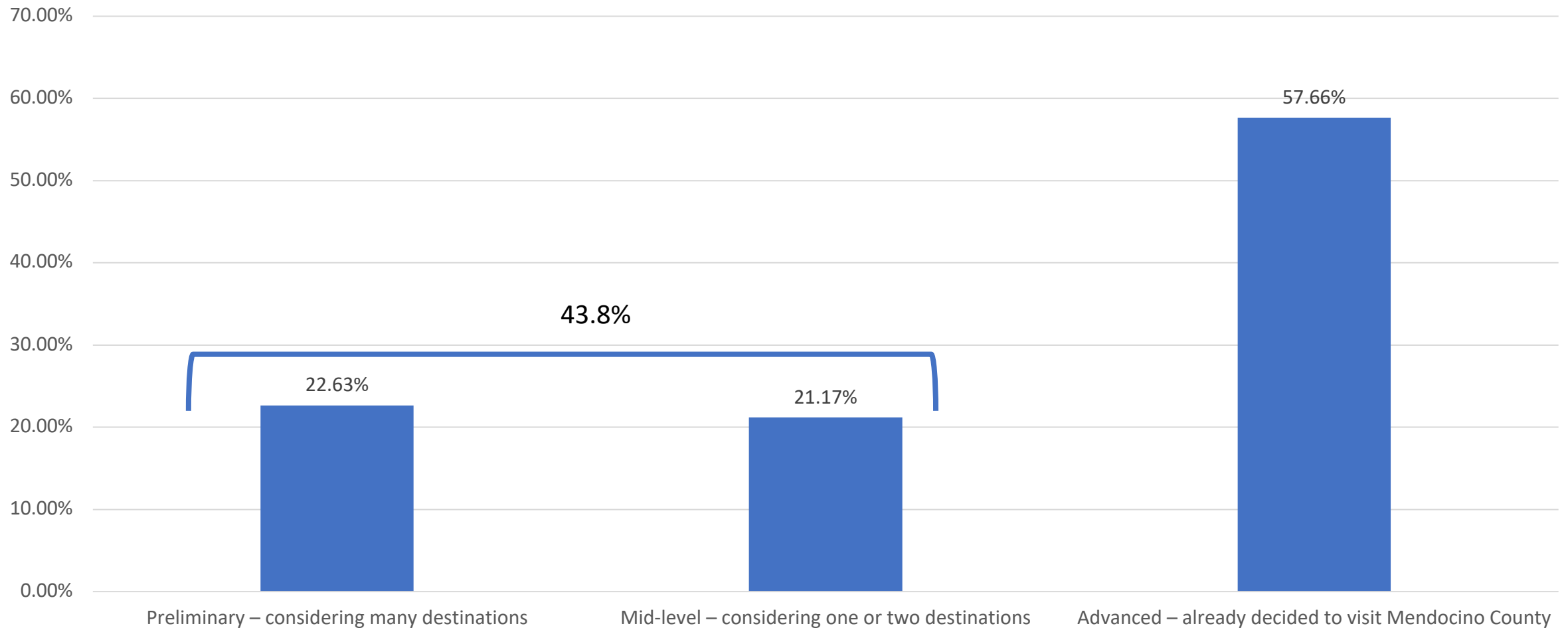


# Do you recall how you found the Visit Mendocino.com website?

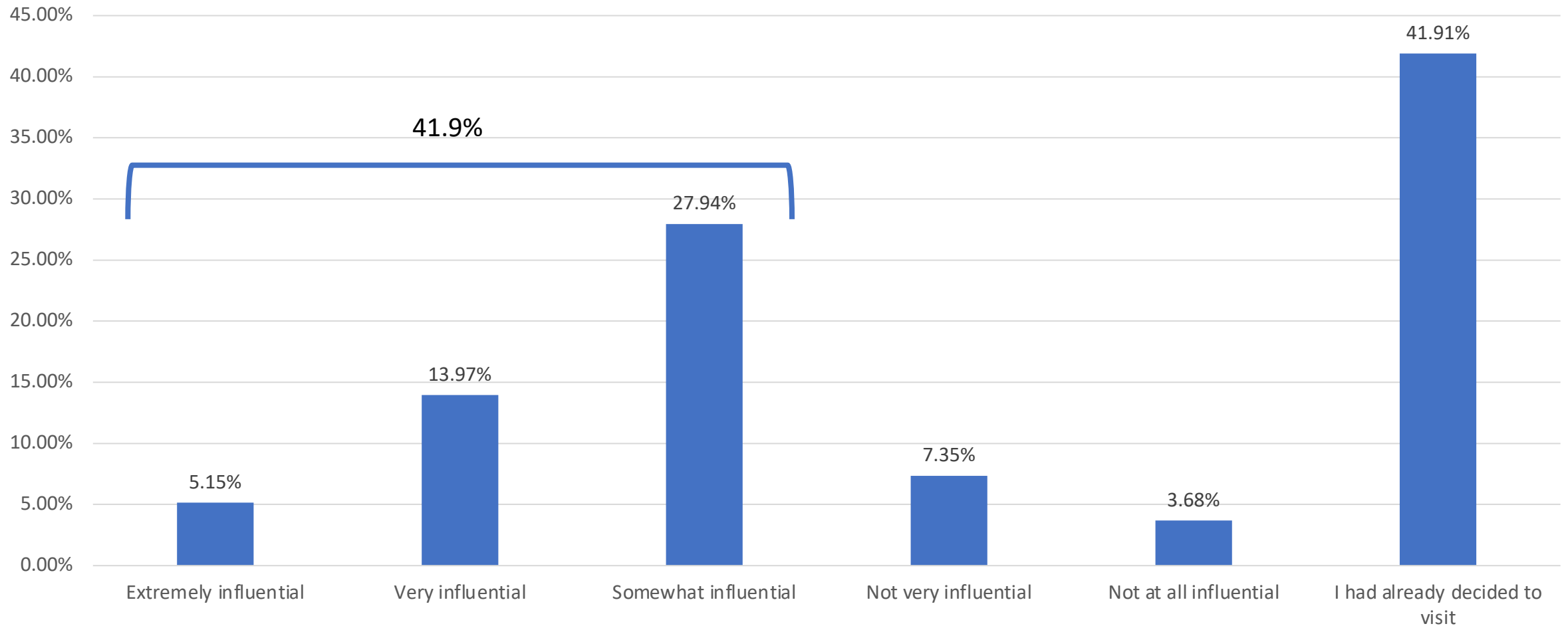




# At what point in your travel decision process did you consult the Visit Mendocino County.com website? (Check one)

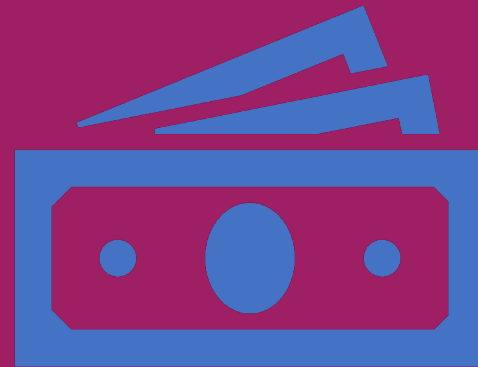


# How influential was the Visit Mendocino.com website in your decision to take an overnight or day trip to visit in the past 12 months?



# Spending and Economic Impact

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# Estimated Per Party Trip Spending

Accommodations	\$813
Food & Beverage	\$394
Entertainment	\$98
Retail Sales	\$152
Daily Transportation	\$115
(Gas/Car Rental/Bus/Taxi/Uber etc.)	
Recreation	\$109
(Admissions/Rental Equipment/ Gear/Tour Guides etc.)	
Other	\$149
Total	\$1,830

Input-Output modeling is based on the foundational concept that all industries, households, and governments in an economy are connected through buy-sell relationships; therefore, a given economic activity supports a ripple of additional economic activity throughout the economy.

IMPLAN is an I-O modeling system that uses annual, regional data to map these buy-sell relationships so users can predict how specific economic changes will impact a given regional economy or estimate the effect of past or existing economic activity.

# Visitor Spending Model Inputs

	Conservative
Unique Website Users( Jan-Oct)	493,498
Percent Bounced Visitors (75.4%)	372,097
Remaining Unique Visitors	121,401
Visitors % Who Visited Mendocino County (62.9%)	76,361
Visitor Percent Still Considering Destinations (44%)	33,599
Percent Extremely/Very/Somewhat Influenced to Visit	48%
Visit Mendocino County.com	16,127
Visitor Spending Per Party	\$1,830
Estimated Economic Impact	\$29,513,189.96
Projected to 12 Months	\$39,352,206

## Model Notes:

- It should be noted in the survey 48% indicated they were “Extremely/Very/Somewhat Influenced to visit Mendocino County.

# Annual Direct Visitor Spending

Spending Category	Direct Annual Spending
Lodging	\$17,483,601
Food and Beverage	\$8,473,687
Entertainment	\$2,103,522
Retail Shopping	\$3,274,730
Transportation	\$2,474,676
Other Recreation	\$2,340,483
Other	\$3,201,508
<b>Total</b>	<b>\$39,352,206</b>

Source: Visit Mendocino Database Survey

# Indirect and Induced Economic Activity

Indirect (supply chain spending) = \$8.1 million

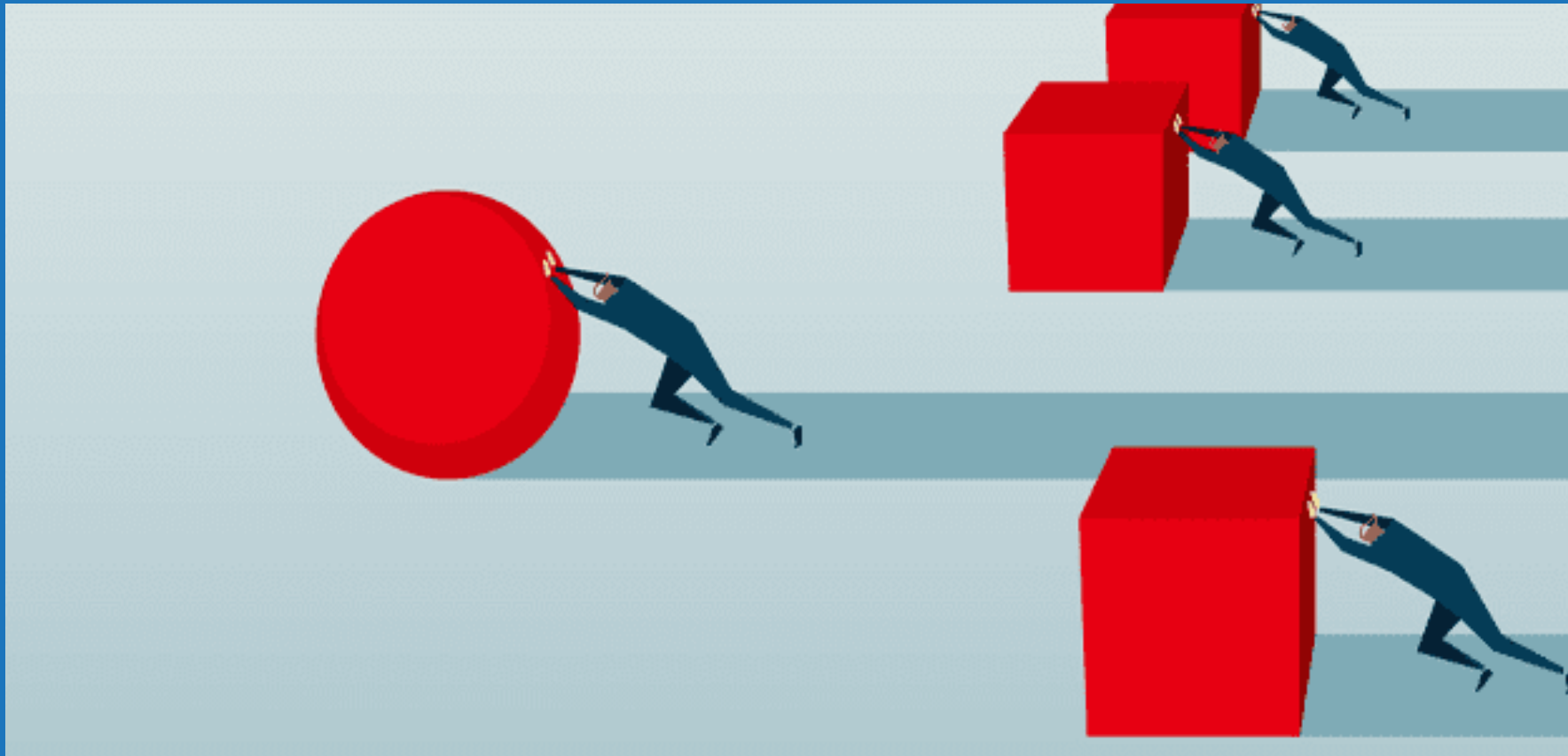
Induced (labor income spending) = \$7.5 million

Total Economic Activity = \$55 million

Source: IMPLAN



# Efficiency Measures



# Efficiency and ROI Measures

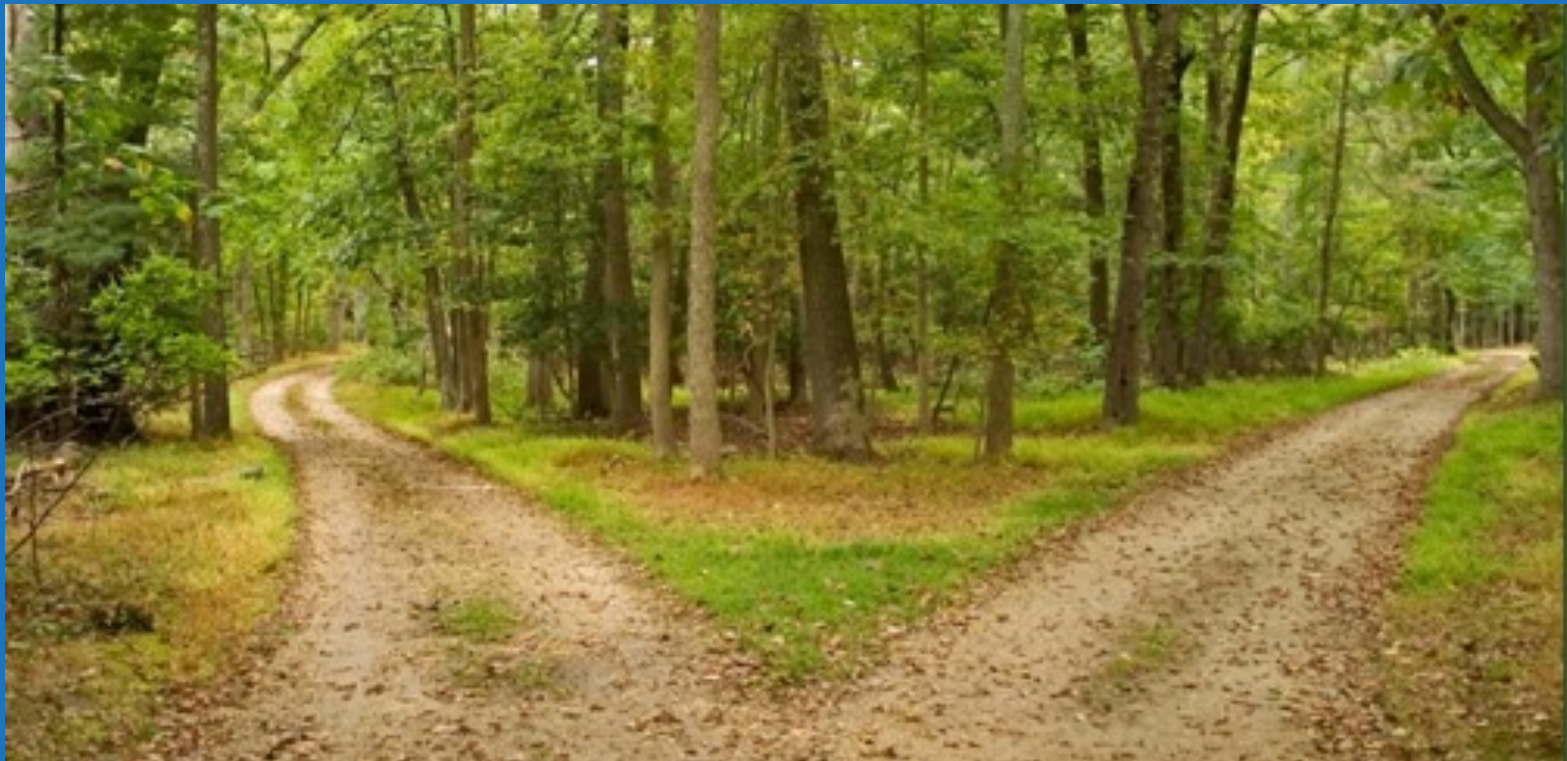
## Notes:

- Cost per Unique Visitor=Total Visit Mendocino County Total Budget \$631,417/ Unique Visitors
- Cost per Trip Party = Total Visit Mendocino County Total Budget \$631,417/visitors influenced to visit
- Program ROI= Total Economic Impact/ Visit Mendocino County budget \$631,417

	Amount
Cost per user to the website	\$1.27
Cost per trip party	\$39.15
Program ROI	\$62:\$1

# Scenario Analysis

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# Scenario Analysis

- This study, in addition to identifying the influence and economic impact Visit Mendocino has with its marketing programs, also provides management with an important tool with which to assess and revise programs for the best success of the destination.
- The analysis illustrates the relationship between the volume of users to the website, the impact of the bounce rate, travel spending and how the website influences visitor' to consider the destination. The management of these variables and the ongoing improvement of them will provide improved economic impact for the destination.

# Scenario Analysis

	Baseline	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Unique Website Users( Jan-Oct)	493,498	493,498	542,848	493,498	542,848
Percent Bounced Visitors (75.4%)	372,097	320,774	409,307	372,097	352,851
Remaining Unique Visitors	121,401	172,724	133,541	121,401	189,997
Visitors % Who Visited Mendocino County (62.9%)	76,361	108,644	83,997	76,361	119,508
Visitor Percent Still Considering Destinations (44%)	33,599	47,803	36,959	33,599	52,583
Percent Extremely/Very/Somewhat Influenced to Visit	48%	48%	48%	48%	48%
Visit Mendocino County.com	16,127	22,946	17,740	16,127	25,240
Visitor Spending Per Party	\$1,830	\$1,830	\$1,830	\$2,196	\$2,013
Estimated Economic Impact	\$29,513,190	\$41,990,311	\$32,464,509	\$35,415,828	\$50,808,276

## Notes:

Based on Jan-October 2022 website data

Scenario 1: Includes a reduction and improvement of bounced Visitors to 65%

Scenario 2: Includes an increase of users by 10 %

Scenario 3 Includes an increase in visitor spending per party by 20%

Scenario 4: Includes scenarios 1,2 & 3

# Scenario Analysis

The goal of Visit Mendocino is to create awareness and to drive potential visitors to the website, so they have the best opportunity to be influenced to visit.

This business model approach provides Visit Mendocino with an additional management tool to improve the overall effectiveness of its efforts.