

NORTH OF ORDINARY (NOO)

(North Coast Tourism Council)

www.northofordinaryca.com

TOURISM MARKETING GRANT: FY 2022 – 2023

Region:

Northern California: Del Norte, Humboldt, Mendocino, and Lake Counties.

Organization:

North Coast Tourism Council DBA: North of Ordinary CA (NOO)

Mailing Address:

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FY 22/23 Primary Point of Contact:

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Treasurer, North Coast Tourism Council

Addenda:

- A: Board of Directors
- B: Region Meeting Schedule for FY22/23
- C: Organization Budget for FY22/23
- D: 21/22 Marketing Report

Brand Alignment & Marketing Plan

If 2021 has proved anything about tourism it is that COVID-19 and its many variants have shifted the travel focus to rural areas that are less crowded, offer more outdoor experiences, and smaller towns to explore.

The four rural collaborating counties that make up NOO (North of Ordinary CA) have seen higher occupancy rates in traditional and non-traditional lodgings than previous years, and national, state, and county parks have experienced high numbers of visitors.

Drive tourism to rural counties was predicted and aligned perfectly with Visit California's extensive "Road Trip" marketing campaign.

In 2021, NOO's marketing efforts increased significantly resulting in the area receiving national and international media attention and expanded global awareness through traditional media, digital representation on multiple platforms, and non-traditional media through influencers. Marketing successes have been supported by a strong and dynamic working relationship with Visit California and the programs and resources offered.

The NOO marketing thrust for 22/23 will be maintaining momentum and increasing engagement, and to present the region and its assets to travelers statewide and nationally for whom international travel is not, as of now, a safe alternative.

NOO's objective is simple: leverage the relationships with our travel partners to ensure the continued safe recovery of tourism to our rural destination. Our goal is to place and keep NOO front of mind with future travelers, familiarizing them with the many year-round outdoor adventures, cultural, culinary, and unique, safe and fun experiences that await them.

NOO's marketing strategy combines production of original content, digital campaigns, targeted digital paid media (Google ads, Facebook, Instagram), co-op print in VC Road Trips Magazine, attendance at travel/tourism trade shows and press events.

The forecast for the return of international visitors to pre-pandemic numbers is 23/24, and the member NOO counties will focus on keeping our area as a premier 22/23 destination for US road trips, while gaining international media for future global travelers.

Tourism is changing. Visitor expectations are becoming more sophisticated and nuanced. The impact of tourism on residents, previously discounted, is being addressed by NOO with sustainable, safe and respectful travel at the forefront. The reality is tourism contributes to building better destinations and experiences for locals and visitors alike. Destination promotion directly benefits the whole community.

NOO's role of destination marketing and management aligns tourism, community, and economic development. It is a shift from promoting communities to building communities. Quality of life for residents = Quality of experience for visitors. This also extends to the protection of wild places and sustainable travel practices.

Humboldt and Mendocino have made the definitive shift to destination management with a focus on resident engagement and integrating resident sentiment into marketing efforts. NOO marketing efforts are extending to more heavily promote NOO as a culinary and agriculture destination, with agri-tourism and health and wellness, with an emphasis on cannabis experiences, all of which align with the major target groups of millennials and Gen-Xers. However, all four counties offer many family friendly and multi-generational adventures and experiences, and unique and exceptional festivals and events that attract visitors from the western states and beyond: Del Norte, (Klamath Salmon Festival), Humboldt, (Bigfoot Daze, Kinetic Sculpture Race, Oyster Festival, Redwood Coast Music Festival), Mendocino (Crab Fest, Film Festival), Lake (Clearlake Fishing Tournament, Cobb Blackberry Cobbler Festival).

The goal of all marketing efforts is to establish long-term relationships with visitors who will return to the region to continue to explore and experience the many activities and assets available.

Visitors/Consumers:

- Millennial Parents: Those aged 26-37 are socially conscious, take more trips than any other generation (average 3 trips per year), and love nature.
- Unmarried Millennials (26-37) and Unmarried Gen-Xers (37-49): Core consumers interested in growing travel trends "Wellness" (spiritual, outdoor adventure, health), "Bleisure", and "Intention Travel". We see some crossover in values and between this 26-49 group and the previously discussed Millennial Parents. This is a great benefit as we can reach multiple groups through single campaigns when possible.
- Women Travelers: Whether solo or in groups, women travelers control the global wallet and historically take multiple trips a year.
- Boomers: the 55-75 year-old age bracket constitute a significant percentage of travelers, especially since COVID-19 restricted cruise and international vacations. Many have taken to RV travel to rural states with national and state parks.
- Marketing campaigns and messaging will position the area as inclusive and welcoming.
 - NOO will be focusing on engaging LGBTQ and BIPOC travelers.
- As international travel returns, North of Ordinary will be positioned as a desirable destination for visitors on an extended vacation wishing to experience adventures in both gateway cities (LA, SF and San Diego) and visit rural counties offering the best of the outdoors with fewer crowds and no lines!

22/2023 Marketing Strategy:

Due to a decrease in funds, the small marketing investment in 2021/2022 saw an incredible increase in engagement and interactions on all NOO media platforms.

Building on the success of the past year, the goal is to drive brand interaction through inspiring visual campaigns and information, resulting in visitation to the four counties. We will work on extending new connections and obtaining business for 2023 and beyond. Timely, seasonal campaigns and itineraries will be promoted on all marketing platforms. Increased website traffic and social media interactions will be tracked for success. Counties will contribute original videos, photos and content for use on all platforms.

Marketing Activities Highlights: 2021/2022

(For details see attached Marketing Report)

Cooperative Marketing:

NOO took ads in the VCA Road Trips Guide, and Digital Banner ads for Visit California’s Rural Tourism campaign with Madden Media:

- Received 8,232 visits to the site through June 2022 – and increase of 149% over 2021.
- Received 436+ leads from the California Road Trips magazine co-op ad.

Media:

Through a series of high-end interactions with travel editors and writers, NOO successfully engaged with consumers—not only out-of-state but nationally and internationally. Counties developed itineraries and hosted media, working independently and with Visit California, our region received considerable in-state media coverage (SF Chronicle, Sunset Magazine), to articles in national magazines (Conde Nast Traveler, Los Angeles Times, Wall Street Journal, New York Times), and international articles in the Irish Times and national German newspapers.
(Links to top articles)

<https://www.cntraveler.com/gallery/camping-in-california>

<https://www.sfchronicle.com/travel/article/california-road-trip-north-coast-17059462.php>

<https://www.thrillist.com/travel/nation/best-parks-to-walk-in-california>

<https://www.latimes.com/travel/story/2021-08-16/22-great-travel-ideas-on-californias-redwood-coast>

https://www.traunsteiner-tagblatt.de/startseite_artikel,-auf-dem-highway-1-im-norden-kaliforniens-_arid,717822.html

Conference Participation:

The value of both in-person B2B and B2C events cannot be underestimated. As meetings, conventions and trade shows are returning to in person, NOO will attend Outlook Forum and two Travel & Adventure Shows which best align with our marketing goals.

February 2022, representatives from all four NOO counties attended the VCA Outlook Forum Conference in San Francisco,

Trade Show Participation:

Representatives from three NOO counties attended the Bay Area Travel & Adventure Show, Santa Clara The large booth included both individual county information and promoted NOO as a premier rural drive destination. Over 630+ unique email leads were generated.



Collateral:

An update of the very popular NOO map and guide was printed and distributed to Visitor Centers throughout all four counties. It was also available as a download from the website. 2022/2023: The brochure will be updated to better reflect NOO branding. The print run will be increased (it was a great hit at the Travel & Adventure Show) and distributed as before.

NORTH OF ORDINARY
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ADDENDUM A

Board of Directors: FY 2022 – 2023

- Chair:** Julie Benbow
Executive Director, Humboldt County Visitors Bureau
julie@visitredwoods.com • www.visitredwoods.com
- Vice Chair:** Larry Galupe
Director of Hotel Operations, Twin Pine Casino & Hotel, Middletown, Lake County
lgalupe@twinpine.com • www.TwinPine.com
- Secretary:** Cindy Vosburg
ED, Crescent City/Del Norte Chamber of Commerce & Del Norte Visitor Bureau
director@delnorte.org • www.delnorte.org
- Treasurer:** Travis Scott
Executive Director, Visit Mendocino County
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- Directors:** Lynnette Braillard
LuLish, CEO & Founder/Strategist & Creative Director
Lynnette@lulish.com • <https://lulish.com>
- Brian Fisher
Executive Director, Lake County Tourism Improvement District
info@discoveryourlake.com • <https://www.discoveryourlake.com>
- Katrina Kessen
Executive Director, Greater Ukiah Business and Tourism Alliance
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The North Coast Tourism Council is not a membership organization.

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ADDENDUM B

22/23 Board Meeting Schedule

2022: December

Location Del Norte County.

This meeting will be a combination of in-person and Zoom.

Guest: Senator Mike McGuire.

2023: March

Location Mendocino.

This meeting will be a combination of in-person and Zoom.

Guest: Congressman Jared Huffman

June – Annual Meeting

Location Humboldt County

In Person.

We invite Visit California to attend the Annual Meeting in June.

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ADDENDUM C

FY 2022 – 2023 BUDGET

Income		\$ 88,000
	NOO Contributions	\$ 44,000
	VCA Matching funds	\$ 44,000
Expenses		\$ 89,725
	Marketing	\$ 85,000
	Business Expenses	\$ 4,725
<i>(Balance:</i>	<i>Contingency</i>	<i>\$ 5,000)</i>
<u>Income Detail:</u>		
	Mendocino County	\$ 11,000
	Humboldt County	\$ 11,000
	Lake County	\$ 11,000
	Del Norte County	\$ 11,000
<u>Expense Detail:</u>		
	Marketing:	\$ 85,000
	<i>Original content</i>	<i>\$ 15,000</i>
	<i>Web & Programmatic Buys</i>	<i>\$ 30,000</i>
	<i>Social Media & Contact Buys</i>	<i>\$ 15,000</i>
	<i>Brochure</i>	<i>\$ 15,000</i>
	<i>Trade Shows</i>	<i>\$ 10,000</i>
	Administration:	\$ 4,725
	<i>D&O Insurance</i>	
	<i>Legal & Accounting</i>	
	<i>Taxes</i>	
	<i>Subscriptions</i>	
TOTAL:		\$ 89,725

Budget Narrative:

- Significant marketing dollars will be invested in original content, and programmatic buys and placement on multiple digital media platforms. This strategy has proven very successful for the 2021/2022 year. (See attached marketing report).
- Original campaign content will be developed for member counties to be used on the NOO website, social platforms, and by each county member.
- The NOO brochure and map will be updated to better reflect the 'North of Ordinary Ca.' brand.
- A representative from each county will attend two Travel & Adventure shows in 2023. (B2C).
- Administrative Expenses: Budget complies with all legal and operational obligations, and subscription to US Travel Association.