VISIT MENDOCINO
MAGIC IS REAL

PRESS OUTREACH & CONTENT CALENDAR

2026 Media Relations & Editorial Strategy

September 2026

PRESS OUTREACH

Current Pipeline Snapshot

Nine media engagements are on the calendar for September, October and November.

9	7	6	3
Total Media Engagements	Hosted Visits	Completed	In Progress

STATUS BREAKDOWN



Engagement types: seven hosted visits, one interview (805 Magazine), and one self-paid Labor Day weekend visit.

Media Engagements — September to November

Journalist / Group	Outlet	Visit Window	Type	Focus
Mmi Slawoff	Reedy Press	Labor Day Wknd	Self-Paid	Full Itinerary
California Now Podcast	Visit California	September	Hosted	Skunk Train & Mendocino
Gabe Saglie	805 Magazine	September	Interview	Stanford Eco Experiences
VCA Marco Vasco	4 Travel Trade Pros	September	Hosted	Full Itinerary
Brad Wright	Westways	Sept / Oct	Hosted	Full Itinerary
Michael Schoeck	RunTheAtlas	Sept / Oct	Hosted	Full Itinerary
VCA Shu Lin (UK)	Influencer	October	Hosted	Full Itinerary
Karen LeBlanc	Design Tourist	November	Hosted	Full Itinerary
Georgeanne Brennan	Creator's Syndicate	November	Hosted	Full Itinerary + Wine

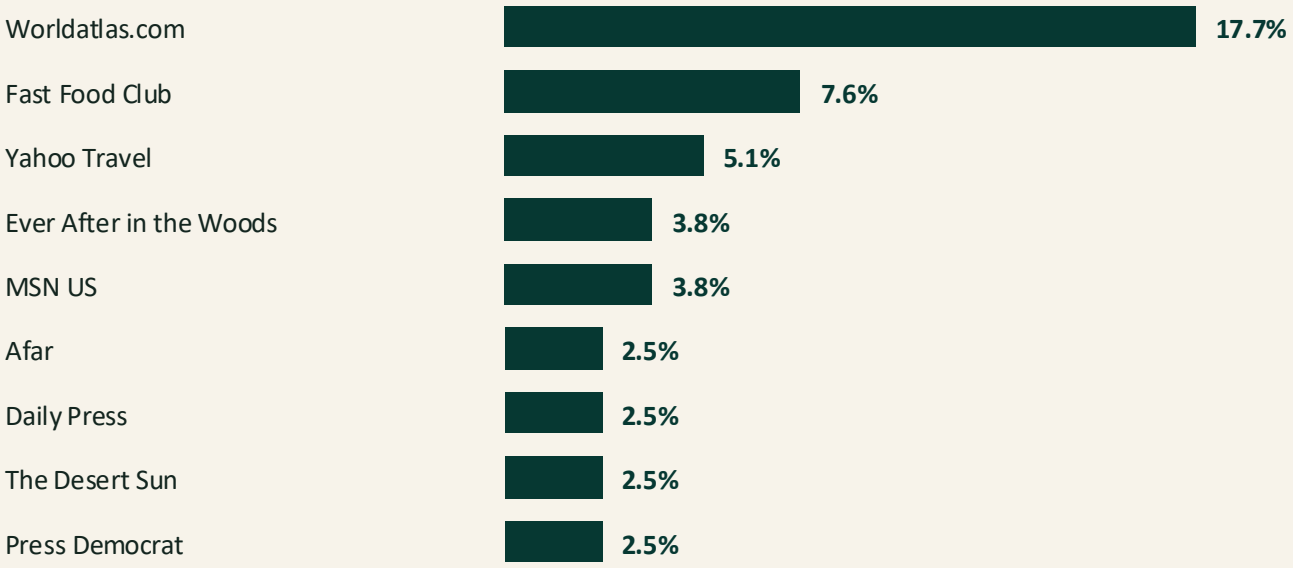
PRESS OUTREACH

Media Coverage Summary

Monitoring period: August 1 – 31, 2026

79	281.4M	$7.0M
Total Mentions	Impressions	AVE (USD)

TOP OUTLETS BY VOLUME



LOCAL SPOTLIGHT

Mendocino County Press

Fort Bragg Advocate-News	3.8%
Ukiah Daily Journal	3.8%
Mendocino Beacon	2.5%
Combined Local Share	**10.1%**

Media Coverage Summary

Monitoring period: September 1 – 30, 2026 (compared to August)

210 +166%

Total Mentions (Aug: 79)

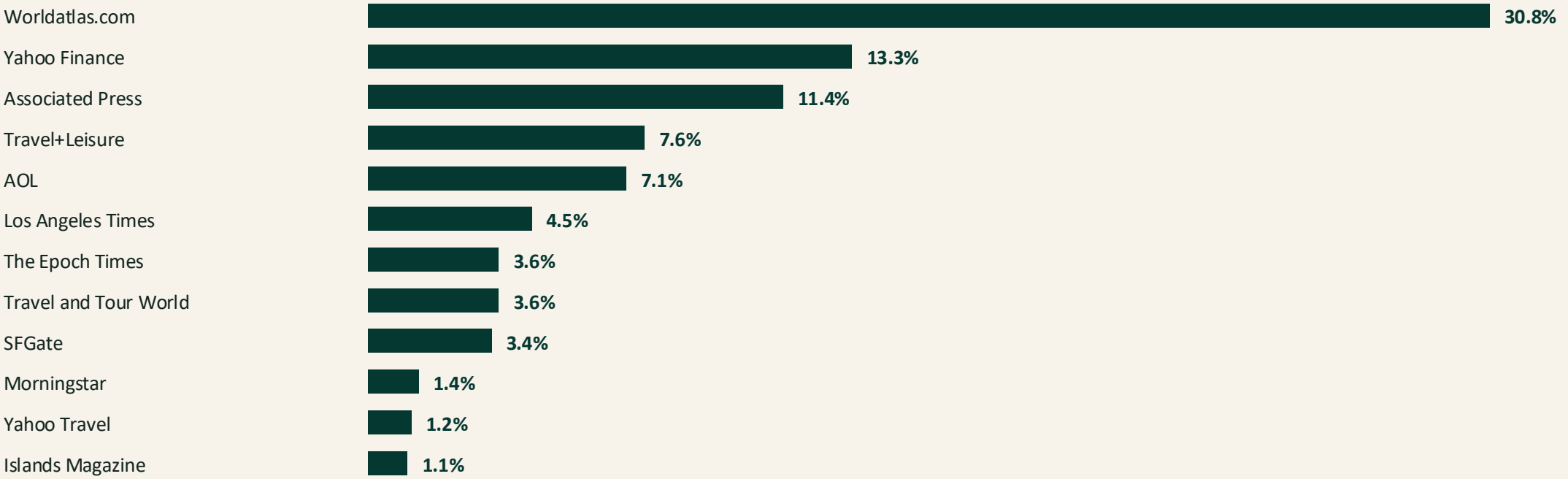
251.1M -11%

Impressions (Aug: 281.4M)

30.8%

Top Outlet: Worldatlas.com

TOP OUTLETS BY VOLUME



BIG TIP FOR MEMBERS

Sign up for VisitCalifornia's new Business listing

Your listing helps populate VisitCalifornia's AI trip itinerary planner, powered by Mindtrip, so travelers planning with AI can discover your property or attraction.

1. **Open your VisitCalifornia partner portal**
   The new Business listing is inside the portal.

2. **Sign up for the Business listing**
   Complete your details so the planner can feature you.

3. **Keep it current**
   The AI planner draws on live local business data.

WHY IT MATTERS

74+	curated road trip itineraries travelers can customize
9	languages supported for trip planning
Nearly ½	of AI users started a chat, averaging 2–3 exchanges

Source: Mindtrip partner story, Visit California

Contact Jamie@VisitMendocino.com for help and information

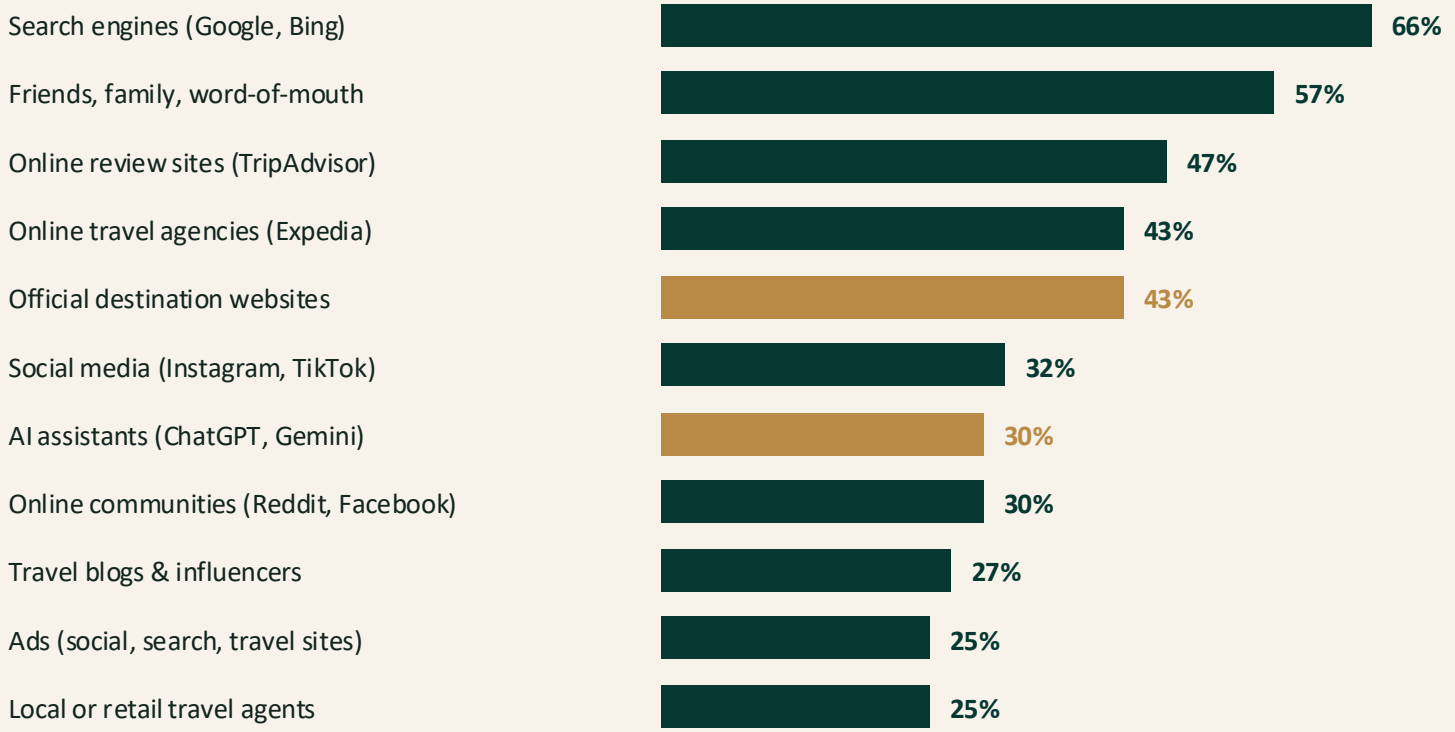
visitcalifornia.com/business-directory

AI assistants now rival social media for trip planning

AI assistants (~30%) sit alongside social media (32%) and online communities (30%) as a planning source.

AI USE IS HIGHEST AMONG YOUNGER TRAVELERS

Millennials	51%
Gen Z	44%
Gen X	35%
Boomers	13%



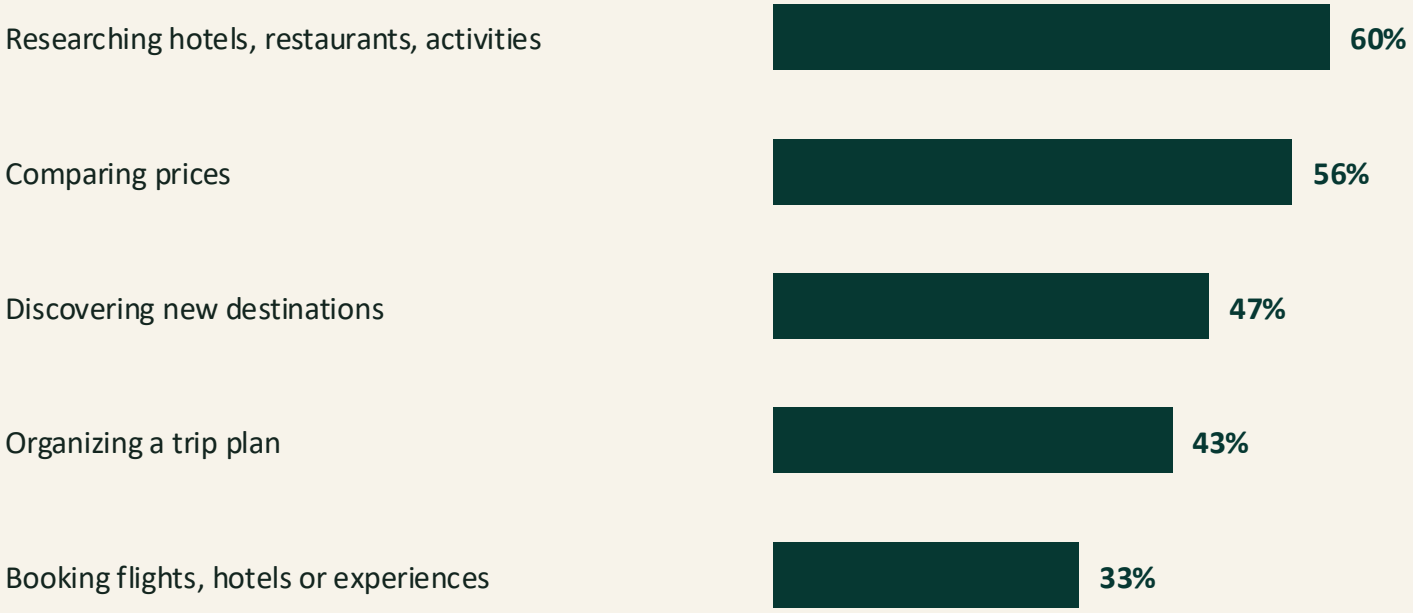
Gold bars: official destination websites and AI assistants

TAKEAWAY More than half of Millennials plan with AI. Keep your VisitCalifornia and Visit Mendocino listings complete so AI has accurate information about you.

Travel research by activity

60% use AI to research hotels, restaurants and activities, and research is where AI adds the most value (54%).

HOW TRAVELERS USE AI IN TRAVEL



WHERE AI ADDS MOST VALUE

Research	54%
Planning	35%
Inspiration	32%
On-trip	20%
Booking	19%
Post-trip	4%

TAKEAWAY Researching hotels, restaurants and activities is the top way travelers use AI. Make sure your listing details are accurate wherever AI looks.

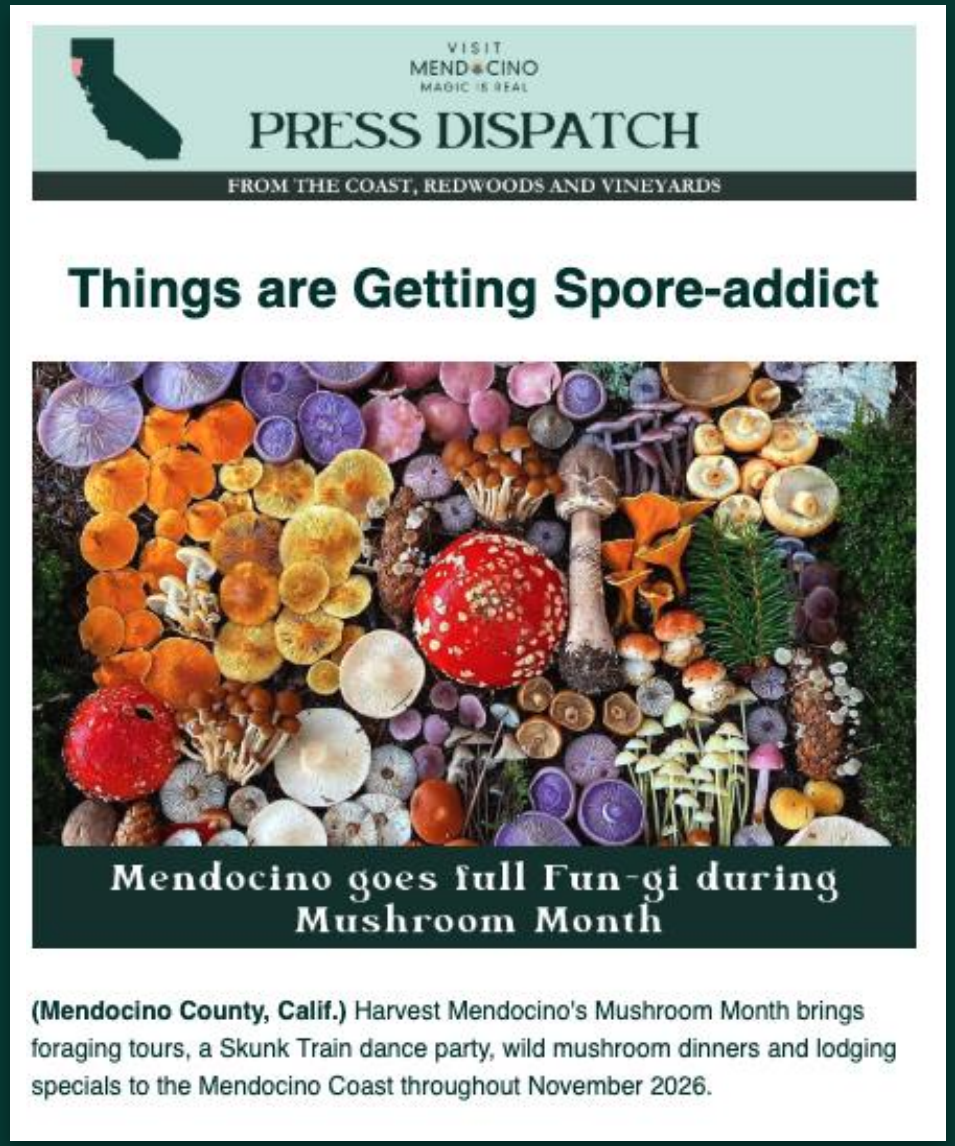
NOVEMBER

Mushrooms

Foraging season & culinary tourism

ROLLED OUT ACROSS

- Press Pitch
- Web Page
- Newsletter
- Social Ads
- Influencers



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PRESS DISPATCH

FROM THE COAST, REDWOODS AND VINEYARDS

Things are Getting Spore-addict

Mendocino goes full Fun-gi during Mushroom Month

(Mendocino County, Calif.) Harvest Mendocino's Mushroom Month brings foraging tours, a Skunk Train dance party, wild mushroom dinners and lodging specials to the Mendocino Coast throughout November 2026.

Press Dispatch email sent to media

LOOKING AHEAD

2027 Content Themes

JANUARY	MARCH	APRIL	MAY
Crab	**Whales**	**Roads Built for Adventure**	**Dark Skies & Deep Waters**

Thank you

Questions and discussion welcome.