



QUARTERLY REPORT JULY – SEPTEMBER, 2015



Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE
MENDOCINO COUNTY LODGING ASSOCIATION
COUNTY OF MENDOCINO
OCTOBER 7, 2015**

quarterly activities report

july–september 2015

Marketing Plan strategic goals are:

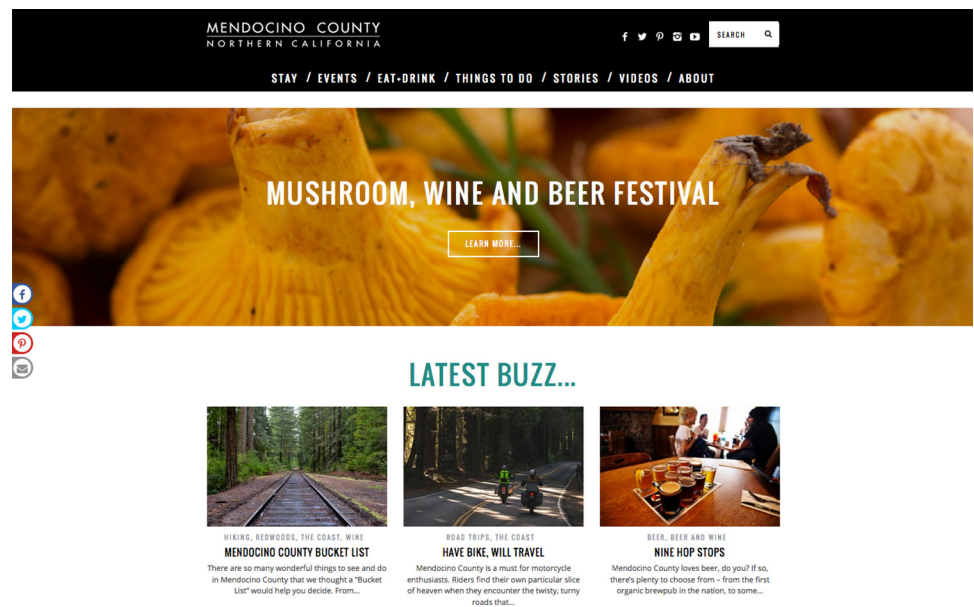
- Increase overall visitation to Mendocino County, specifically in the spring and fall shoulder seasons
- Increase length of stay per visitation
- Increase visitor spending per day

The following table indicates achievement of goals for the first quarter of Fiscal Year 2015/16.

project		2015-16 goals	year totals	% complete
public relations	materials issued	14	3	21%
	audience reach	110 million	374,895,776	340%
	ad. equivalency	\$4.6 million	\$21,165,859	460%
	placements secured	170	132	77%
	FAM programs	26	7	27%
	media missions	2	0	0%
sales	consumer leads	7,000	0	0%
	room nights	1,250	200	17%
	trade shows	8	2	25%
	partnerships	coordinate with partner organizations		
	contacts with tour operators, etc.	600		17%
website/social media	consumer database	34,000	32,489	95%
	email engagement	2.2%	2.09%	95%
	FB fan base	47,500	41,134	88%
	avg. FB reach	1:1.4	1:5.8	414%

social media & website

- Began website migration project moving from Knownhost to Wordpress-based site. Currently the site is stable and the project team is moving rapidly to complete all back-end work, styling, and QA on schedule
- All media creative was designed to drive traffic to the website
- Implemented SEO for website and will be running a Search Engine Marketing (SEM) engagement project in October to measure engagement
- Updated website listings on daily basis with dynamic photography, videos and current listing information
- Sent monthly e-newsletters to a growing audience of subscribers, now over 34,000
- Continued daily postings to Facebook
- Integrated Twitter, Instagram and Pinterest into social media outreach



google analytics july–september

- Analytics for the quarter reflect the VMC website crash and non-functionality for a number of days. However, numbers are already rebounding and with the October SEM campaign and other opportunistic links (eg., Santa Rosa airport), we anticipate a strong bounceback and increase

	first quarter report 2015–16			
	july	august	sept.	total/avg
unique visits	13,942	7,039	10,040	10,340
avg. time on site	02:31	02:03	02:43	02:25
avg. bounce rate	54.68%	58.42%	57.1%	56.73%

public relations

PR got off to a flying start this fiscal year with some amazing reach and a fine showing of media visitors. Press releases included:

- Steampunk, Seabiscuit and Sol
- Liquid Assets
- Power to the Porcini

opportunity programs

- The first annual Piment D'Ville Paella Party will be held at the Boonville Hotel on Sunday October 11. Signal Ridge Winery (the organizer) has reached out to VMC PR for help with obtaining food writer coverage
- Mendo Bistro restaurant is running an essay competition to win the business for an entry fee of \$100; PR is assisting with coverage

press visits july–september

name	publication	FAM trip
Garrick Ramirez	VIA magazine	July 7–8
Cathy Pollack	noblepig.com	July 24–26
Shintaro Makino	Cal Magazine (Japan)	August 7–8
Margie Goldsmith	Hemispheres, American Airlines	August 24–27
Eddy Bartholomew	Sunrise Australia TV (morning news show)	September 10–11
Mike Osborne	Australian Associated Press	September 14–15
MaryAnn Hammers	Freelance	September 15–16
Leigh McAdam	Hike, Bike, Travel (Canada)	September 16–17
Randy Yagi	CBS San Francisco/CBS local	September 19–20

media placements & reach

- We secured 170 media placements with an ad equivalency of \$21,165,859 and 374,895,776 impressions.
- Following is a more detailed breakout of quarterly production and results.



sample placements

san francisco chronicle	huffington post
7x7 san francisco	bay area news group
luxury lifestyle	sacramento bee
sunset magazine	VIA magazine
travel + leisure	wine country this week
washington post	examiner.com (denver)
thrillist.com	houston chronicle
sacramento magazine	austin-american statesman
wall street journal	houston chronicle
the dish daily review	press democrat



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Where to hike this weekend: California Coastal National Monument, Point Arena

July 2, 2015 | By Peter Fish | Comments (2)

469 people like this. Sign Up to see what your friends like.

For our August cover story, Sunset writers and editors had the tough job of scouring the entire Pacific Coast to find the most enjoyable new places to swim, hike, eat, drink, and stay the night. Talk about a difficult assignment. That's why I made sure I got in on the fun and reported the coast from San Francisco north to Eureka.



California Coastal National Monument, Point Arena

<https://www.zagat.com/b/san-francisco/a-weekend-guide-to-mendocino-county>

ZAGAT

NEW YORK CITY

RATINGS & REVIEWS

LISTS

BUZZ

OPENINGS

A Weekend Guide to Mendocino County

By Samantha Durbin | September 2, 2015

Mendocino County and its artsy namesake town are home to some long-standing food stars: Cafe Beaujolais (and its indie Brickery bakery) and the MacCallum House to name a couple. This famed part of Northern California coast woven between wine country, redwood forests and the Pacific Ocean is a fog-laden destination with a slowed pace and cuisine focused on local, mindful sourcing and worldly inspiration. That means boundless organic vegetables, line-caught fish and winery darlings like Navarro and Roederer Estate paired with hearty meats and sauces.



Elk Cove Inn & Spa/Chez Marie restaurant

sales

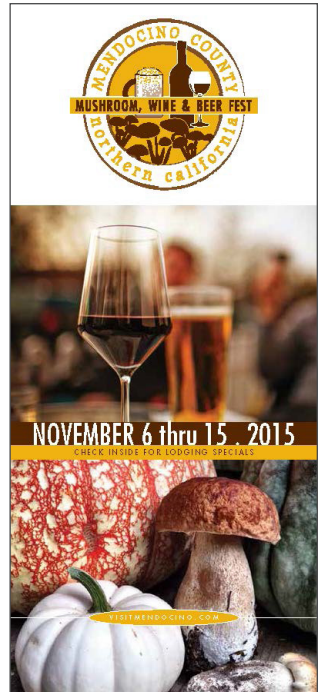
- Worked with various receptives to contract with local hotels for their international sales packages
- Hosted a Korean FAM, sponsored by visit California. Many new contacts for this emerging market
- Hosted a UK Super FAM, chosen by visit California for their sales in California., reinforcing the importance of the UK market
- Participated in Paul Bunyan Days in Fort Bragg
- Participated in the Point Arena Harbor Festival
- Prepared for a busy fall that will include a China Ready Seminar, the World Travel Market in London for the North Coast Tourism Council, the Portland OR Here and There Consumer Travel show and the Vintners' Marketplace in San Francisco

visitor services

- The southern gateway sign is moving ahead slowly
- Working on reprinting south coast tear off maps.
- Exploring new consumer sales opportunities in Berkeley and SF.

festivals & events

- Created the event calendar for the Mushroom, Wine & Beer Festival brochure
- Made site visits to lodging partners around the county
- Assisted with the 37th Annual Mendocino County Fair Wine Competition; and the 2nd Annual California Hard Cider Competition at the Mendocino County Fairgrounds
- Continued distribution of bi-monthly event calendars and sent out to partners
- Posted new events and business listings on www.visitmendocino.com
- Staffed monthly Festival Committee meetings to discuss ongoing festivals and new opportunities
- Monthly Visit Ukiah and Greater Ukiah Chamber of Commerce Board of Directors meetings
- Began work on Crab, Wine & Beer Festival event



ops & admin

- Compiled and distributed the 2014/15 Annual Report which is a requirement between VMC and MCLA. Every lodging property registered with the County is to receive a copy in the mail
- Coordinated and attended monthly Media Committee Meeting
- Continued ongoing visitor guide mailings and database management
- Worked on Operations Manual which was presented to the VMC Board of Directors at the September meeting
- Held interviews for Social Media/Admin person and hired Donna Hannaford for the position
- Continued work on VMC audit and other organizations' financial reviews
- Prepared and submitted North Coast Tourism Council (NCTC) \$60,000 grant proposal to Visit California
- Began administrative tasks relating to Mendocino County Tourism Commission (MCTC) transition

fulfillment type	july	august	sept.	total
visitors	372	407	381	1,160
phone calls	41	36	34	80
sales	\$653	\$595	\$451	\$1,699



photo © Frey Wines