



QUARTERLY REPORT JULY–SEPTEMBER, 2016 (FY Q1)

Submitted to

**MENDOCINO COUNTY TOURISM COMMISSION
COUNTY OF MENDOCINO
TUESDAY, DECEMBER 13, 2016**

quarterly activities report

july–september 2016

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

advertising & paid media

The following advertising and paid media campaigns ran in the first quarter:

- Print advertorial in *Horizon* magazine, September 2016 (an advertising supplement to *The Wall Street Journal*). The advertorial “What Vacation Means to You,” also featured upcoming festivals and reached 100,000+ households in San Diego, Los Angeles, San Francisco, and Sacramento as an insert in the *Wall Street Journal*. The campaign also ran a billboard ad in Times Square. The cost for the advertorial and digital billboard was \$3,800. Digital efforts ran in the month of October with 115k impressions, 846 clicks, and a 0.73% CTR for a total digital investment of \$995 and an average CPC of \$1.18.
- Direct mail campaign dropped in October 2016: postcard with festival and event calendar to 20,000 households in the Santa Rosa, Sacramento, Berkeley and San Francisco regions with income \$135k and above; goal is to increase exposure and traffic to events through April 2017. Cost of the program was \$5,507 plus postage for a total of \$11,000. ROI is 124 site visits.
- DogTrekker continues as a valued partner to Visit Mendocino County. Their partnership program began September 1, 2016 and will run for 52 weeks at a cost of \$8,050. A brief roundup shows:
 - * Page views of everything “Mendocino” (landing page, lodging, attractions, etc.) = 3,470
 - * Total impressions from newsletters = 7,925
 - * Home page, page views of Mendocino editorial = 6,612
 - * Little River Inn DogCation display ads: 81,000 impressions, 377 clicks = .46 CTR
 - * Page views of DogCation page with Mendocino County visibility = 1,225
 - * Bark in the Park visibility = 2,000 plus
 - * Outbound clicks from DogTrekker.com to Mendocino County websites = 1,283

- TripAdvisor campaign: This dedicated Mendocino County page is an ongoing campaign at the annual cost of \$15,000. Focus in September was on the Mushroom, Wine & Beer Festival, pet-friendly and general county. The September campaign gained 34,176 impressions, with 163 click-through conversions (0.47%), and 509 total conversions.
- VMC prepared a print ad for the Visit California annual travel guide focusing on lodging specials in the county; cost is \$20,000 and reaches a worldwide audience, which will begin in January 2017.
- Developed Cooperative Advertising Program at a variety of levels to open up advertising opportunities to partners. Budgeted costs for these programs are \$49,110 and MCTC has received partnership funding in the amount of \$7,650 (15%) to help offset these costs.
- CC Media is providing digital marketing efforts including Google Ad Words, search engine marketing, the Enthusiast Network, Gaycities, a geofencing program, and remarketing. Their annual fee is \$100,000. A brief overview follows:
 - * Google brought in a total of 759k impressions, 3.9k clicks, and an average 0.51% CTR.
 - * Horizon campaign saw a total of 115k impressions, 846 clicks, and a 0.73% CTR.
 - * Events campaign saw a total of 61.5k impressions, 448 clicks, and a 0.55% CTR.
 - * General campaign saw a total of 306k impressions, 1.7k clicks, and a 0.55% CTR.
 - * Lodging campaign saw a total of 46.5k impressions, 198 clicks, and a 0.43% CTR.
 - * Pet Friendly campaign saw a total of 230k impressions, 683 clicks, and a 0.30% CTR.
 - * The top three keywords by clicks were '+northern +coast california', '+ukiah ca', and '+fort +bragg california'.
 - * ROI pixel tracked 139 email sign-ups, 73 visitor guide requests, and 8,758 unique visitors all up MoM.
- Visit Mendocino County is listed on TravelGuidesFree.com. The campaign began in September 2016 and gained 262 leads at a cost of \$150 per month capping at \$1,500 for the year. The initial CPA is \$1.75 per lead, but expected to drop as the program continues.
- Campaigns starting in the second quarter and beyond include Today's Bride (print and digital); Alaska Airlines in-flight magazine; Bay Area News Group Eat, Drink, Play section (running January 8); Gay Travel (digital); Small Market Meetings (digital stand-alone email); Mother Jones (digital stand-alone email); Madden Media VacationFun sweepstakes and brochure (digital); HomeAway.com (digital); Comcast (broadcast ads in Sacramento and parts of the Bay Area and Sports Network).
- To date, VMC has committed 93% of the \$270,593.00 annual marketing budget.

website & social media

website

- The VisitMendocino.com website continues to be updated and enhanced with events and new directory listings. Partners and community members are encouraged to post their own events directly to the site.
- Work on SEO and continued marketing efforts will assist in raising the number of visitors
- Our website blogs continue to be a hit with readers. In the past quarter, we've blogged about:
 - * EV Charging Stations and where they are
 - * Pokemon Go in Mendocino County
 - * A Different Sort of Drive-Thru
 - * Eight Great Family-Fun Activities
 - * The Monastic Side of Mendocino County
 - * Seven Small-Town Summer Events
 - * There's a Wine Song in the Autumn Air
 - * It Must be Time for a Vacation!
 - * Not Your Average Pet!
 - * Mushroom Mania!
 - * Catch of the Day

We continue to carry key messaging across multiple platforms: blog, monthly consumer newsletter, and social media for highest audience penetration.

google analytics july–september

Analytics for the quarter show erratic UVMs. We anticipate this to even out and rise as digital programs go into effect.

	July	August	September
unique visits (sessions)	16,861	14,965	15,179
users	13,966	12,507	12,301
avg. time on site	0:02:37	0:02:45	0:02:33
avg. bounce rate	54.66%	54.83%	56.45%
new sessions	79.31%		

Analytics of the VisitMendocino.com website reveal the following “**Top 5**” data:

Geographical metropolitan areas:

- * San Francisco
- * Fort Bragg
- * Ukiah
- * Los Angeles
- * San Jose

Landing pages (i.e., the page the user first goes to) barring the home page:

- * Hidden Hikes (blog)
- * Mendocino County Bucket List (website page)
- * Mendocino County Events (website page)
- * What’s the Nearest Airport to Mendocino County? (website FAQ)
- * Six Spectacular Beaches in Mendocino County (blog)

Keywords:

- * Hotels
- * Mushroom
- * Camping
- * Skunk Train
- * Fort Bragg

Gender and age demographics for the quarter show:

- * 60.16% of users are female
- * 24.12% of users were between the ages of 25-34
- * 21.35% of users were between the ages of 35-44
- * and the next highest segment were Baby Boomers aged between 55-64 (18.05%)

social media

- We continue to grow our Facebook presence and drive viral growth. Focused posts aimed to highlight the beauty of the county and tell the unique story of the destination have caused a rise in our viral lift (people seeing our posts who are not already Fans). In the 1st Quarter we gained 3,372 new Fans bringing the total to 54,972.

- The **“Top Six” Facebook posts** for the quarter are:
 1. For National Wilderness Month, here’s a hidden beach (Lost Coast) - reach 68.2K (9/21/16)
 2. One of our favorite places to see the infinite night sky. Where do you like to watch the stars? - reach 33K (9/12/16)
 3. You could be here... - reach 20.8K (9/13/16)
 4. Will you add your favorites to the list (link to It Must be Time for Vacation blog post) - reach 25.3K (9/8/16)
 5. You Could Be Here (kayaking on Big River) - 20.8K (9/13/16)

- **Facebook demographics** are:

Gender

- * 32% Male
- * 68% Female

Country Top 5

- * US: 52,332 (96.7%)
- * UK: 194 (0.4%)
- * Mexico: 174 (0.3%)
- * Philippines: 132 (0.3%)
- * Canada: 96 (0.2%)

Top 5 Out-of-County Cities

- * Sacramento
- * Stockton
- * San Francisco
- * San Jose
- * Oakland



robertjose3008 likes this 1w

domlogs #Reposting @visitmendocino with @instarepost_app -- #traffic jamming your day? Our roads take you to beautiful places in #visitmendocino

Our **Instagram** presence continues to grow, increasing from 4,597 to 5,630. Engagement continues to rise on that platform, averaging roughly 200 engagements per post.

public relations

The fiscal year got off to a running start with placements in *VIA Magazine*, *Vancouver Sun/The Province*, *National Geographic* and *Vogue*, among many others! Public relations efforts have paid off with well above expected media coverage and impressions. FAM trips continue to be of a high calibre and produced numerous articles in the mainstream press. We expect our current successes to carry forward through this fiscal year.

VMC retained the services of Destination Counselors International California Collective to join the PR team as of July 1, 2017. The DCI team came for an immersion visit in early August. In the first quarter, DCI carried out a Media Perception Study and Website Study, both of which confirmed our conclusions about VMC's marketing messages and website strategy.

press visits july–september (KOLI Communications)

name	publication	FAM trip
Cheryl Crabtree	Calif. Directory of Fine Wines	July 17 & 18
Laurie Werner	Forbes	July 21
Andrew McCredie	Vancouver Sun/The Province	August 3–6
Michael McCarthy	The Province	September 7–9
Jennifer Boden	KRON	September 17–19

media placements & reach

- Reporting for July and August reveals 94 media placements, with 96+M impressions and an advertising equivalency of \$3,432,982.
- We issued three press releases to over 2,800 outlets:
 - * Executive Director appointment
 - * Unplug & Reconnect/Summer Value
 - * Power to the Porcini (Mushroom Festival)

sample placements

The following are a sampling of *some* of the stories that hit the print and online press during the first quarter. All our media articles are stored in a digital archive. Please call our Fort Bragg office if you would like to review them.

VIA Magazine	National Geographic	NBC Bay Area	Vancouver Sun
The Province	Vogue	San Francisco Chronicle	Day Spa Magazine
Meetings Today	Sacramento Bee	Coastal Living	Sacramento Magazine
About.com	Ralph Lauren Magazine	NUVO Magazine	Bucket List



VOGUE

NBC
BAY AREA

via



video shoot

In the fall, MCTC contracted with Wirewalker Studios to shoot a promotional video based on the following concept: A couple from San Francisco (two women) come to Mendocino County for their first visit. The film is a look through their eyes at the county. Filming to begin in October.

marketing committee

The Marketing Committee continues to meet on a regular basis to make recommendations regarding PR and marketing programs.

sales

- Added 65 tour operator contacts from Australia and New Zealand trips. Most tour operators bring groups and individuals to the San Francisco gateways. Our goal is to convince them to add itineraries which include Mendocino County. We are currently working with at least 10 companies to include the county. It often takes several years from developing the relationship to actual package creation and visitation. Worked with various hotels to contract with both domestic and international receptives and tour operators.
- Attended the Fillmore Street Jazz Festival for the first time with great exposure for Mendocino in San Francisco; obtained over 1,000 new consumer contacts.
- At the California State Fair in July, our Mendocino County exhibit received a gold ribbon featuring the Drive-Thru Tree; almost 2,000 people participated in drawing for Mendocino County giveaway.
- Represented the North Coast Tourism Council as part a 41 person delegation on a Visit CA sales mission to New Zealand and three cities in Australia. Interacted with over 500 retail agents and multiple tour operators. Australia/NZ is one of the top markets for California; developing itineraries for group and individual travelers.
- Attended Bark in the Park in San Jose to reinforce our reputation as being one of the most pet-friendly counties; obtained over 500 email addresses of potential visitors who travel with their pets and distributed 1000 pet brochures..

visitor services

- Researching location for a new gateway sign on Highway 128.
- Partnership with Ukiah and Willits on tear off map production updates.
- Planning for the Mendocino County State Fair booth in 2017, featuring whales!
- Working on Meeting & Event Guide and Mini-Guide Updates

festivals & events

- Compiled events for the 18th Annual Mushroom, Wine & Beer Festival; promoted events, activities and lodging specials.
- Continued distribution of bi-monthly event calendars to partners.
- Posted events, business listings and updates on www.visitmendocino.com.
- Staffed Festival Committee meetings to discuss ongoing festivals and new opportunities.

- Attended monthly Visit Ukiah and Greater Ukiah Chamber of Commerce Board of Directors meetings.
- Attended Chamber of Commerce meetings and community forum events.
- Attended meetings with Visit Fort Bragg, Destination Hopland and rebrand for the City of Willits.

ops & admin

- Responded to visitor inquiries and other information as requested, hosted over 1,200 visitors at the Fort Bragg office.
- Newly appointed Executive Director, Brent Haugen, joined MCTC on July 11, 2016.
- Conducted listening sessions with 30% of countywide lodging.
- Contract negotiations & renegotiations with contractors & vendors to capitalize on current programs and reduce overall administrative costs.
- Developed Marketing Plan & PR Calendar for FY 2016/17.
- Budget review & adjustments, resulting in the reduction of administrative costs (est. at approximately \$10,000) and more in marketing.
- Recruitment process for staff vacancies.
- Regular attendance at industry meetings and functions throughout Mendocino County.

