



QUARTERLY REPORT APRIL-JUNE, 2014

Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE
MENDOCINO COUNTY LODGING ASSOCIATION
COUNTY OF MENDOCINO
JULY 15, 2014**



QUARTERLY ACTIVITIES REPORT

APRIL – JUNE 2014

The following is a progress report on the goals as outlined in the approved 2013-2014 Marketing Plan.

PROJECT	2013-2014 GOAL	YEAR TOTALS	% COMPLETE	COMMENTS
SOCIAL MEDIA	23,400 Fans 1:1.6 Avg. Reach	30,371 Fans/ 94,100 Interactions; 1:1.6 Avg. Reach	130% Fans; 100% Avg. Reach	
EMAIL MARKETING	30,000 Subscriptions; 3.0% Engagement	26,525 Subscriptions; 2.3% Engagement	85.1% Subscriptions; 80% Engagement	
WEBSITE	69,000 Pageviews/ Month; 00:04:30 Time on Site	54,500 Pageviews/ Month; 00:03:55 Time on Site	80% Views/M. 82% Time on Site	
PR-Ad EQUIVALENCE	\$5.5M	\$18,193,139M	330%	Over three times our goal for the year
LEISURE SALES	6,000 Direct Consumer Leads	7,230 Direct Consumer Leads	120%	Exceeded the goal
GROUP SALES	Sell 1,000 Room Nights	1,193 Room Nights Sold	119%	
VISITOR CENTERS & SIGNAGE	Install 1 Gateway Sign; 2 Informational Kiosks	0 Gateway Signs; 0 Gateway Kiosks	0%	Working on Gateway Sign in Gualala
VISITOR GUIDE & FULFILLMENT	2013-2014 Visitor Guide; Annual Events Calendar; Tear Off Maps	2013-2014 Visitor Guide is complete	100%	Completed our goal

Visit Mendocino County (VMC) Board, Committees and Staff have been focused on implementing the approved Marketing Plan for 2013-2014. The following are details on activities & accomplishments supporting the Plan.

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

- Held San Francisco Media Mission, meeting with over a dozen Bay Area media resulting in several future media visits
- Coverage for the Point Arena–Stornetta Public Lands designation was picked up in over 200 media outlets including CBS Evening News
- Planning for Society of American Travel Writers Annual Conference & Media Marketplace (September, 2014)
- Participated in 2 co-op ads for Horizon Airlines inflight magazine
- Met with Creative Concepts Media regarding 2014-15 media buying/planning
- TripAdvisor online engagement (table below)

TripAdvisor	
Total Direct clicks to Mendocino's website	2,780
Total Unique visits to Mendocino's website	20,808
Total Engagement with Mendocino content on TripAdvisor and off	26,753

- Took calls, sent our Visitor Guides, hosted visitors to the Fort Bragg office

Fulfillment Type	April	May	June	Total
Toll Free Calls	61	49	56	166
Visitor Guides	1,168	331	346	1,845
Visitors to Office/Retail Space	287	324	331	942
Visitor Sales	\$193	\$60	\$258	\$511

SOCIAL MEDIA & WEBSITE

Google Analytics for April-June

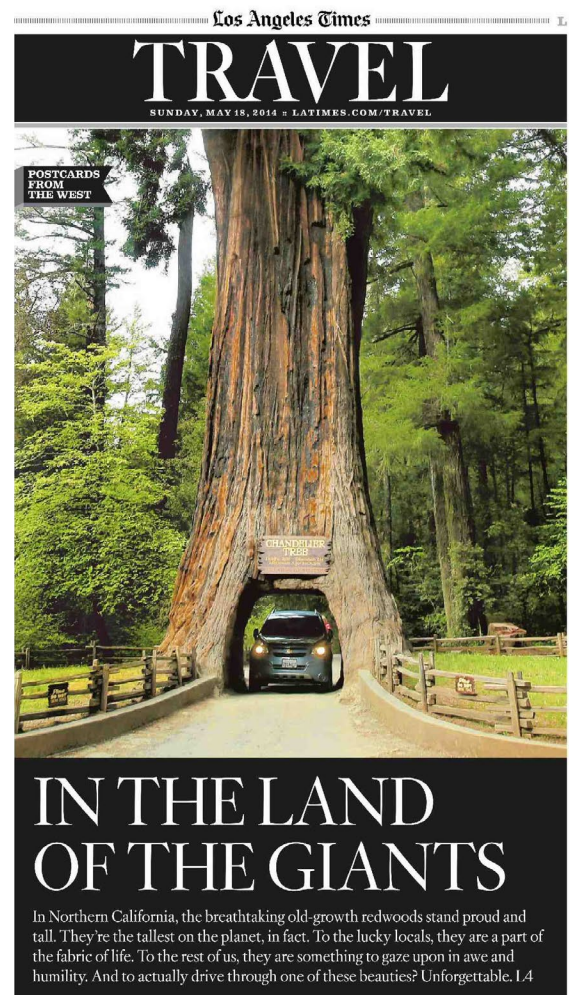
	4TH QUARTER REPORT 2014			YTD
	April	May	June	Total/Avg.
Unique Visits	14,978	15,394	7,281	37,473
No. Page Views	60,517	65,444	31,716	157,677
Avg. Pages per Visit	3.42	3.65	3.62	3.56
Avg. Bounce Rate	44.26%	42.58%	48.51%	45.12%
Avg. Time on Site	00:03:41	00:03:39	00:03:51	00:03:44
% New Visitors	79.00%	80.51%	76.93%	78.81%

- Launched new website in cooperation with Xperience Interactive, focusing on mobile accessibility, increased impact, increased search engine traffic, and increased time-on-site
- Ran social media contests to promote various regions of the county, including a very successful North County promotion that received more than 600 entrants
- Continued to expand monthly newsletters, preparing for a transition to more editorial-focused content, keeping in line with industry shifts

PUBLIC RELATIONS

Public relations continued its great start with high profile placements in the final quarter of the fiscal year. April saw the coast's Howard Creek Campground on the cover of *Sunset* magazine's annual camping edition, while *VIA* magazine ran an article on an Anderson Valley road trip. Work began on media outreach for the Taste of Mendocino, which was held on June 10 in San Francisco. The PR team secured appointments for 2014 IPW (International Pow Wow) in Chicago. *Passport* magazine ran a feature on Bink Wines as part of their series on LGBT winemakers.

Early May (May 6–8) found our PR team in New York to pitch the county to nine top-flight media at deskside appointments. These visits have, thus far, resulted in two June placements – *Budget Travel* online and *grapefriend.com* (a popular wine focused website).



May also brought an outstanding *Los Angeles Times* travel section front page article about Leggett and the Drive-Thru Tree. This article was subsequently syndicated, earning the story 14,310,916 impressions with a PR value of \$2,122,639.

In June, CNN Travel featured the Little River Inn as one of the best hotels along the California coast. We're excited to report that Peter Greenberg Worldwide visited the county, stopping in Ukiah to eat, Anderson Valley to tour, and on the coast to stay, conduct interviews, and shoot B-roll for his show, which will air on August 9.

The total PR value for the final quarter of FY 2014 is an impressive \$7,314,549 (99,994,548 impressions). Following is a more detailed breakout of quarterly production and results.

Press Releases & Media Materials

- Hot Sheet 2014 distributed to IPW in Chicago and national editors
- Taste of Mendocino invitation
- "Counter Culture" released to regional and national food/travel outlets; inflight
- "Grapes & Hops" released to regional and national food, travel and wine outlets; freelance; in-flights
- "Steampunk, Seabiscuit & Solfest" prepared for July launch

Press Visits

Name	Publication	Fam Trip
Alec Scott	Globe and Mail (Canada)	April 5-7
Jenna Scatena	San Francisco Magazine	April 18-20
Carolyn Alburger	Zagat	May 2-4
Ari Burack	San Francisco Examiner	May 5-7
Michael Hepworth	Freelance	May 8-11
David Sentu	Sunset	June 9-10
Peter Greenberg	PGWorldwide	June 14-16
Stephen Brook	Decanter	June 19-22

We are currently working on itineraries for more media visits in the first FY quarter.

BudgetTravel

SUMMER VACATION IDEAS

4th of July Getaways Every American MUST Take

From unforgettable fireworks displays to the nation's oldest continuous 4th of July celebration, you won't want to miss these exciting Independence Day events happening around the country.

By Kaeli Conforti, Wednesday, Jun 25, 2014, 6:00 PM | [Subscribe to the magazine](#)

California's Mendocino County is offering several events over 4th of July weekend. Don't miss Willits Frontier Days on July 4th, featuring the longest, continuous rodeo in the state (July 4th with a Junior Rodeo on July 5th); the world's largest salmon BBQ at Noyo Harbor on July 5th; and the Village of Mendocino 4th of July parade. (Jairo Leiva/Dreamstime.com)

Get out of town

As summer beckons, Mendocino, Monterey and Tahoe offer enticing getaways full of history, recreation and natural beauty **PAGES 4-9**

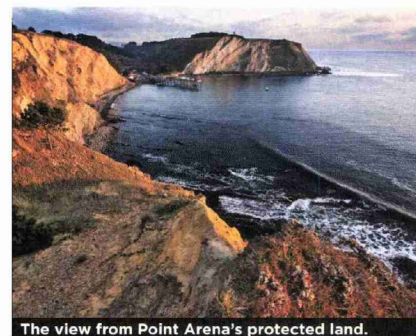


SUMMER TRAVEL MENDOCINO COUNTY
Refreshing sip of the wide country

via

GREAT OUTDOORS

California's fresh coast



The view from Point Arena's protected land.

Frothy sea coves, bunchgrass prairies, booming blowholes, and gamboling sea lions and seals provoke whistles and whoops from visitors to the **Point Arena-Stornetta Public Lands**, an expansive park that now gives access to 12 miles of coastline along the undeveloped cliffs near Point Arena, Calif.

Samples of Placements for Q2

Sunset	San Francisco Magazine
Fox News	Passport
VIA	7x7 Magazine
San Diego Magazine	AFAR
Santa Rosa Press Democrat	Oakland Tribune
Globe and Mail (Canada)	Fodor's
Los Angeles Times	San Francisco Chronicle
NBC Bay Area	Sacramento Bee
Chicago Tribune	Zagat
Budget Travel	Meetings Focus

Key Activities

- Participated in New York Media Mission from May 6-8
- Created itineraries for visiting media in partnership with stakeholders
- Worked with Taste of Mendocino committee on a successful event attended by wineries, food purveyors and attractions at San Francisco Presidio's Golden Gate Club on June 10; 31 qualified media attending
- Presented at Leadership Mendocino's Tourism & Arts Day
- Posted PR hits to VMC Partners at Work Facebook page
- Sent notifications of PR hits to partners
- Created this fourth quarter Quarterly Report

SALES – GROUP & LEISURE

- Attended IPW trade show in Chicago for NCTC – made over 100 contacts, mostly international tour operators
- Attended Canada Sales Mission in Calgary and Vancouver with SF Travel – 300 total contacts, plus 15 media interactions
- Attended European Sales Mission in Paris, London, and Manchester with Visit California – 203 total contacts.
- Hosted Japanese FAM through Visit California – showed five representatives of large Japanese tour operators around county, good potential on all contacts.
- Participated in Sunset Magazine's Celebration Weekend – obtained over 1,300 leads for database
- Preparing for State Fair, Receptive FAM in July

VISITOR SERVICES/FULFILLMENT

- Continue work on the Gualala gateway sign.

Festivals & Events

The Mendocino County State Fair booth with the theme of "Love and Romance in Mendocino County" is complete and ready for the fair opening on July 11

The Mendocino County Party for the Planet

- Wrap up on Party for the Planet – 25 participants this year
- Surveyed participants – both inland and coastal events reported good turnout, the beautiful weather helped
- Staffed booth at Mendocino County Garden Expo



Mendocino County Mushroom, Wine & Beer Festival

- The call for events for the Mushroom, Wine & Beer Festival has gone out. The signature event, a fundraiser for the Mendocino County Museum, will be held on Saturday, November 8. All aboard the Mushroom, Wine & Beer Train!



Miscellaneous Festivals/Events/Board & Committee Meetings

- Posted miscellaneous events and photos on VIA agazine and Visit California websites as well as other sites of interest
- Staffed Festival Committee meetings to discuss ongoing festival issues and event guide
- Attended the Mendocino Coast Chamber of Commerce Mixer in Fort Bragg on May 15th. Had a booth at the event and met with many local community members

- Attended the reception for Ridgewood Ranch and Seabiscuit's stud barn being listed in the National Registrar of Historic Places
- Participated in the weekend activities and ceremony recognizing the 75th anniversary of the Little River Inn
- Compiled and printed the July 2014 – January 2015 Calendar of events
- Prepared and emailed bi-monthly calendars of events to Mendocino County businesses to share with their customers
- Updated and posted multiple listings and events on new VMC website
- Working on stakeholder rack card to help local businesses gain understanding of how Visit Mendocino County operates in order to work together to promote tourism

Partnerships

- VMC's Scott Schneider was named as the California Travel Association (CalTravel) Chair for 2014-2015 at CalTravel's awards gala in June

Administration

- Welcomed new Event & Partner Relations Manager, Gracia Brown to the team on April 16
- Continued work with Mendocino Winegrowers on the USDA grant
- First Fridays: In April, Marty Rodderick was the artist at this promotional event in support of the Mendocino Garden Tours. Roughly 70 people attended. May featured a display by artist Marcia Plancon and wine by Handley Cellars while June's First Friday featured a display by artist Sandy Oppenheimer and wood worker Tom McFadden with wine by Edmeades
- Governance and Marketing presentations took place on May 27th; please email Erin@VisitMendocino.com for copies of the documents
- Destination Marketing Accreditation Program (DMAP) application has been completed; results should be available within a few weeks
- Continued work on the 2015 VMC wall calendar
- 2014-15 Marketing Plan & Budget was finalized and approved by all three Boards of Directors
- VMC created a new Facebook page called "VMC Partners at Work" with the goal of connecting tourism partners and providing a place for communication; please join us
- Moved VMC Ukiah office to new location in downtown at 390 West Standley Street
- Began work on year end reports for fiscal year 2013-2014

MCLA

- Held annual MCLA election of new board members
- Completed Marketing and Governance Studies
- Continued to administer monthly Board meetings

North Coast Tourism Council

Administered NCTC organization including multiple Board meetings