

An aerial photograph of a dense forest with a winding road. The road is a two-lane highway with yellow and white markings, curving through the green trees. In the upper center, there is an orange oval graphic containing text.

★  
**MENDOCINO**  
— COUNTY —  
U.S.A.  
*FIND YOUR HAPPY!*

# VISIT MENDOCINO COUNTY

## Quarterly Report ~ October – December 2019

Submitted to Mendocino County Tourism Commission & County of Mendocino  
September 1, 2020



# VMC Quarterly Activities Report: October – December 2019

## Executive Summary

- The Executive Director (ED) and Director of Marketing & Media (DMM) worked with marketing consultants, TheorySF (TSF) and Media Matters WorldWide (MMWW) on the continuation of creative digital campaigns to target markets and audiences.
- During the quarter, the Partner Relations Manager contacted lodging properties and other partners as part of planning Crab Feast.
- The Festival, Marketing and Finance Committees continue to meet on a monthly basis; the Visitor Services Committee held its quarterly meetings.
- The BID Advisory Board held its first meeting.
- VMC staff continued to track their work as relating to the Strategic Plan.
- Public relations continued to reap great rewards from its media outreach with stories in *San Joaquin Magazine*, *ABC7 (Bay Area)*, *Nob Hill Gazette*, and more. The PR team continued its monthly outreach to stakeholders and partners highlighting media coverage.
- The ED and Board Treasurer took a deep look into the operations of the North Coast Tourism Council (NCTC) and began working with the other members of the rural region to reorganize NCTC's operations.

## Strategic Plan

The activities in this report relate to the initiatives set forth in the three-year Visit Mendocino County (VMC) Strategic Plan that was put into action in 2017. The purpose of the plan was to realign the core strategies of the organization. (The Strategic Plan may viewed at <http://mendocinotourism.org/wp-content/uploads/Visit-Mendocino-County-Strategic-Plan-Rev-20181011.pdf>) This report directly relates the VMC Marketing, PR, sales, and other VMC staff activities during the quarter to the Imperatives, Objectives, and Initiatives contained in the Strategic Plan.

### Vision:

Enriching experiences for our guests, enhanced lifestyle for our residents, and stability and diversity for our economy

### Mission:

Visit Mendocino County stewards and amplifies the total Mendocino County experience.

## Values:

- Transparency: We foster trust through openness and integrity.
- Accountability: We are outcome oriented and professional.
- Partnership: We create alignment through inclusive and meaningful relationships.
- Community: We contribute to the fabric of Mendocino County.
- Innovation: Our creativity reflects the uniqueness of our cultures and landscapes.

## IMPERATIVE: Demonstrate and strengthen VMC's contribution to county economic and community vitality

### • OBJECTIVE: BID assessment growth at 5% over average of top 3 competitors

At the January 14, 2020 meeting of MCTC's Board of Directors, a discussion was initiated regarding this Strategic Plan objective. As a result, the Board requested the Executive Director to review alternatives to BID assessment data for assessing comparative metrics of three to five competitor counties.

### • OBJECTIVE: Year-over-year increase of sales tax receipts in Mendocino County

The Dean Runyan report a/k/a California Travel Impacts report is used as the benchmark for tracking information such as destination spending, direct employment, and local and state tax receipts for the county. The report is published annually in May. As noted in the charts on the following page, tax receipts show a steady rise with a 7.7% YOY increase from 2017 to 2018. Data for CY 2019 will be published in May 2020.

### • OBJECTIVE: Year-over-year increase in stakeholder and partner survey response rate

VMC sent a survey to partners and stakeholders at the conclusion of Fall Feast Mendocino (2019) but the response rate continues to be under par and disappointing. For the Crab Feast Mendocino survey (2020), staff will conduct an anonymous approach, meaning that responders will not be required to reveal their identity. YOY responses are shown below:

Year	Crab Feast	Mushroom Feast
2014	18	30
2015	20	15
2016	11	0
2017	0	19
2018	5	18
2019	9	4

**INITIATIVE: Increase tourism revenue through the development and implementation of the annual integrated marketing, public relations, and sales plan.**

Activities during the quarter were based on: 1) the annual Marketing Plan ([http://mendocinotourism.org/wp-content/uploads/Marketing-Plan\\_201920\\_final.pdf](http://mendocinotourism.org/wp-content/uploads/Marketing-Plan_201920_final.pdf)); and 2) the three-year Strategic Plan.

The DMM worked closely with the Public Relations agency of record, KOLI Communications, marketing consultant, TheorySF, and media buyers, Media Matters WorldWide, to achieve the goals described in the Marketing Plan.

Campaigns during the quarter included brand awareness, Mushroom Festival, and the launch of the Crab Feast collateral and landing page. In December 2019, VMC worked with MMWW to recalibrate the marketing spend to carry the campaign until the end of the fiscal year rather than suspending campaign efforts at the end of March. A review of the previous year showed a dramatic drop in website visitation following the end of the campaign and a ramp-up period once the new campaign began.

As in the prior campaign, the **campaign goals** are to:

- Raise awareness of Mendocino County as a tourist destination
- Increase visits to Mendocino county as indicated by VisitMendocino.com site traffic
- Increase Mendocino County brand awareness and positive perception

**Campaign strategies** are to:

- Drive positive awareness and engagement momentum on the VisitMendocino website by prospecting for new qualified Bay Area + Sacramento vacationers as well as reaching users identified as having intent.
- Drive visitor interest and website engagement by leveraging historical learnings and supporting key events.

For the second quarter, the Marketing team reports the following results:

- 9,445,799 impressions served
- Media cost of \$84,590.47 and cost per click of \$0.83
- More than 5 million video plays with a completion rate of 27%

For complete information, please see Appendix 1.

In conjunction with the campaign, the Marketing team (Director of Marketing & Media, TheorySF, MMWW) is running an online (mobile and desktop) Survata survey to measure visit intent and brand awareness. The study runs to June 30, 2020. The Marketing team completed a series of brand awareness videos—the Find Yourself Happy series, which will launch in 2020. The animated brand awareness video will be in development in early 2020.

The Director of Marketing & Media worked with ABC7 television from San Francisco to edit a five-minute

segment featuring the mushroom festival for *Bay Area Life*, a weekly travel show aired twice in the Bay Area. She also submitted Crab Feast Mendocino to Visit California's annual Restaurant Month round-up earning the county worldwide exposure on VCA's channels.

The team presented a first draft of the Visitor Guide, which could now be called The Explorer's Guide to Mendocino County. This 64-page print piece consists of high-impact photography, minimal text, and abbreviated sets of business listings. The intent is to drive visitors to the visitor-facing website for additional information.

GOOGLE ANALYTICS: VMC SITE TOP TEN PAGEVIEWS Q2 YOY				GOOGLE ANALYTICS: VMC SITE TOP TEN OUTBOUND REFERRALS Q2 YOY			
TOTAL PAGEVIEWS	18,181	15,700	PERCENTAGE CHANGE	TOTAL CLICKTHROUGHS	4,811	4,382	PERCENTAGE CHANGE
LISTING	PAGEVIEWS Q2 2019	PAGEVIEWS Q2 2018		LISTING	CLICKTHROUGHS Q2 2019	CLICKTHROUGHS Q2 2018	
MONTGOMERY WOODS	587	333	76.28%	STANFORD INN	199	180	10.56%
GLASS BEACH	509	257	98.05%	LITTLE RIVER INN	132	127	3.94%
SKUNK TRAIN FB	483	454	6.39%	RAILBIKES	110	0	INFINITY
STANFORD INN	456	425	7.29%	VICHY SPRINGS	108	107	0.93%
CITY OF 10,000 BUDDHAS	456	230	98.26%	SKUNK TRAIN FB	105	129	-18.66%
DRIVE-THRU TREE	384	350	9.71%	HERITAGE HOUSE	81	80	1.25%
LITTLE RIVER INN	349	313	11.50%	CITY OF 10,000 BUDDHAS	79	37	113.51%
VICHY SPRINGS	338	281	20.28%	GUALALA HOTEL	65	222	-70.72%
B. BRYAN PRESERVE	322	248	29.84%	ORR HOT SPRINGS	63	55	14.55%
BOWLING BALL BEACH	312	217	43.78%	INN AT NEWPORT RANCH	60	57	5.26%

VMC continues to run radio spots with KOZT that reach not only a local audience but listeners in the Bay Area and Sacramento areas.

The ED is currently in the development phase of recreating the VMC sales department and a sales plan that integrates with the approved 2019-2020 Marketing Plan.

**INITIATIVE: Improve data-driven decision making through increased participation & “buy in” from all of our partners.**

The intention for the City of Point Arena to rejoin the BID was put before the Board of Supervisors at their October 22, 2019 meeting. The public meeting will be noticed and held in spring 2020.

The website hit report to stakeholders continues to go out each month to each website listing for which there is an associated email address. The tables below show top ten pageviews and clickthroughs for the quarter:

GOOGLE ANALYTICS: VMC SITE TOP TEN OUTBOUND REFERRALS Q2 2019/2020					
October		November		December	
Property	Opens	Property	Opens	Property	Opens
Glass Beach	199	Montgomery Woods	226	Montgomery Woods	208
Montgomery Woods	153	City of 10,000 Buddhas	197	Skunk Train	151
Stanford Inn	151	Skunk Train FB	195	City of 10,000 Buddhas	136
Skunk Train FB	137	Glass Beach	185	Stanford Inn	131
City of 10,000 Buddhas	123	Stanford Inn	174	Glass Beach	125
Chandelier Drive-Thru Tree	121	Chandelier Drive-Thru Tree	147	Vichy Springs Resort	123
Little River Inn	100	Little River Inn	135	Chandelier Drive-Thru Tree	116
Gualala Hotel	98	B. Bryan Preserve	135	Little River Inn	114
B. Bryan Preserve	96	Bowling Ball Beach	133	Gualala Hotel	106
Bowling Ball Beach	92	Vichy Springs Resort	128	Orr Hot Springs	102

The PR team communicates with partners and stakeholders on a monthly basis informing them of high profile media stories. The PR team also affords stakeholders and partners the opportunity to submit content and information to VMC for Visit California's dissemination. During the quarter the PR team hosted 10 FAM visits, for a total of 21 to December 31, 2019 (with an annual goal of 18) to Mendocino County by members of the media. Full results of the PR campaign are shown in the table below.

The VMC team actively identifies new businesses opening in the county, making a point to visit properties, meet the owners, and record the information in the team's FileMaker database and MailChimp email resource. The PR team also tracks new and noteworthy openings/upgrades to disseminate twice per year to domestic and international media with the goal of gaining exposure and media visitation. The next "What's New" release will go out in early 2020.

As VMC's stakeholders see positive results from VMC's efforts to raise awareness of the County, the team anticipates a greater "buy-in" in terms of increased trust in VMC and participation in festivals, trade shows, content submissions, etc.

Since Q1 2017, VMC has subscribed to Visa Vue, a service offered through Visit California. Visa Vue provides an analysis of domestic and international cardholder visitor spending patterns in the county on a calendar year quarterly basis. VMC staff has undertaken a thorough analysis of the YOY international data, which is shown in Appendix 1. It should be noted that Visa claims to represent approximately 44% of credit card sales (not just in Mendocino County); the remaining percentage are sales made with Mastercard, American Express, Discover, and other credit cards. VMC does not have access to this data set but one can extrapolate from the data we do have. Another note is that apart from the total dollar amount, spending levels are given in \$100,000 increments so a more granular analysis is impossible to make.

International spending YOY for the third calendar quarter of the year decreased by 0.1%. Some key international highlights for the quarter:

- 4,370 international cardholders (4,212 consumer; 158 commercial) with a total spend of \$587,135, an average spend of \$61.54 per ticket, and average spend per cardholder of \$134.36.
- Canada remains the top originating country for both the number of cardholders and spend amount, followed by Germany.
- The top market categories by spend amount are lodging, eating places and restaurants, and grocery stores/supermarkets.
- The top market segments by international cardholder count are fuel, food and grocery, and restaurants followed by lodging.

On the domestic cardholder front, visitors from the SF Bay Area and Sacramento, VMC's target geo areas for marketing efforts, make up a 16% of total spending for the fourth quarter of the calendar year, while California cardholders, as a whole, account for 94.75% of all cardholders. Seventy-nine percent of California cardholder

sales are from non-metropolitan statistical areas, which are defined as a region that consists of a city and surrounding communities that are linked by social and economic factors, as established by the U.S. Office of Management and Budget (OMB).

#### **INITIATIVE: Develop a data sharing process that offers context and insights for partners**

The DMM and Executive Director met with the Treasurer-Tax Collector and staff to establish a reporting cycle for paid and unpaid BID properties. VMC now receives these reports on a quarterly basis. The reports are used to guide VMC staff in Board and BID recruitment as well as vetting properties for website and promotion opportunities.

#### **IMPERATIVE: Cultivate VMC's relationships & collaborations**

Plans are underway for Taste Mendocino 2020.

The DMM attended marketing meetings for the Visit Fort Bragg organization, which is now run by the City of Fort Bragg.

The ED is on the boards of Anderson Valley Winegrowers Association, Mendocino Coast Chamber of Commerce, and Mendocino College Foundation, as well as on the Visit Ukiah committee. The PRM is on the boards of the Willits Chamber of Commerce and Destination Hopland. The DMM sits on the board of Ukiah's School for Performing Arts & Cultural Education.

In September 2019, the ED and PRM attended a meeting of NCTC partners with the purpose of reorganization, the seating of a new board, and appointment of a new administration. The NCTC board now comprises: Co-chairs Jennifer Seward (Mendocino) and Julie Benbow (Humboldt); Treasurer Cindy Vosburg (Del Norte); and Secretary Larry Galupe (Lake). The newly seated board appointed The Visit Mendocino County Executive Director as the administrator of the organization.

#### **OBJECTIVE: YOY increase in partner participation in festivals**

Staff worked on the 2019 Mushroom Feast Mendocino and 2020 Crab Feast Mendocino, participation through Mushroom Feast can be seen in the below graph:

FESTIVAL PARTICIPATION YOY				
2013 - 2019				
2019 mushroom (feast)			2019 crab	
Lodging 30			Lodging 34	
Events 41			Events 20	
Restaurants 24			Restaurants 26	
Drink 40			Drink 33	
Play 19	154		Play 16	129
2018 mushroom (feast)			2018 crab (feast)	
Lodging 31			Lodging 26	
Events 61			Events 19	
Restaurants 18			Restaurants 22	
Drink 37	147		Drink 45	112
2017 mushroom			2017 crab	
Lodging 25			Lodging 24	
Events 38			Events 16	
Restaurants 26			Restaurants 18	
Drink 51	140		Drink 38	96
2016 mushroom			2016 crab	
Lodging 25			Lodging 26	
Events 36			Events 20	
Restaurants 30			Restaurants 17	
Drink 43	134		Drink 36	99
2015 mushroom			2015 crab	
Lodging 23			Lodging 21	
Events 30			Events 21	
Restaurants 22			Restaurants 13	
Drink 43	118		Drink 42	97
2014 mushroom			2014 crab	
Lodging 29			Lodging 34	
Events 33			Events 17	
Restaurants 30			Restaurants 27	
Drink 38	130		Drink 47	125
2013 mushroom			2013 crab	
Lodging 32			Lodging 31	
Events 42			Events 76	
Restaurants 32			Restaurants 17	
Drink 44	150		Drink 36	160

The Marketing and Festival Committees initiated a Survata research study to determine what types of events target audiences are most interested in. The study comprised six events, three of which were actual events and three “fantasy.” The purpose was to find out which event drew the most interest and the results showed that a beer event was the clear winner, followed by a wildflower event. With this research in hand, the committees gave their go-ahead for a spring promotion based around beer and wildflowers, the title of which is “Good Times are Brewing.” Marketing efforts begin in March 2020.

- **OBJECTIVE: YOY increase in “opportunities” page visitation on VMC website**

MCTC’s internal website, [MendocinoTourism.org](http://MendocinoTourism.org), is the repository for information, agendas, minutes, reports, plans, and research relating to the Mendocino County Tourism Commission. One of the site pages is



“Opportunities,” where notifications about MCTC Board of Directors and BID Advisory Board seats, trade show and educational opportunities, among other notices.

VMC staff will recommend to the MCTC Board of Directors the following change in the verbiage of this objective: **YOY increase in “opportunities” page visitation on the MendocinoTourism.org website.**

- **OBJECTIVE: Solicit new applicants for BID and MCTC Board positions and committee membership**

Applications have been filed for three seats on the MCTC Board: Arts & Attractions; Food & Beverage (resignation); and At Large. The Coastal Large Lodging seat was filled by election held by the County Treasurer-Tax-Collector. There was one applicant for the BID Advisory Board.

**INITIATIVE: Foster collaboration and countywide alignment by creating and developing the “go to” website for all tourism stakeholders.**

Marketing efforts continued through the quarter concentrating efforts on the Mushroom FEAST, Crab FEASTI, and brand awareness. A review of Google Analytics for the quarter reveals:

- 127,969 site visits, 77% of which were new visitors
- Visitors reviewed an average of 1.74 pages
- Pageviews increased 75.24% YOY from 111,781 to 195,889.
- Most traffic is from Northern California, San Francisco Bay Area and Sacramento.
- Following the home page, the Bucket List MendoMoment continued to draw substantial traffic
- Demographics are shifting to targets 25—34 years old

Staff will recommend a verbiage change to this Initiative: **Curate the “go-to” website for tourism in Mendocino County.**

**INITIATIVE: Strengthen regional tourism relationships to leverage broader marketing opportunities**

The DMM submits media content to Visit California that highlights unique aspects of Mendocino County.

The ED continues to work with the Lake County Tourism Improvement District Steering Committee to implement the structure of their organization.

KPI*	VisitMendocino Programmatic	Survata Norm
Awareness	15.1ppt	1ppt
Consideration	10.8ppt	1ppt
Visit Intent	Not significant yet	1ppt
Recommendation	15.3ppt	1ppt

### INITIATIVE: Proactively educate and communicate with all tourism stakeholders

As noted elsewhere in this report the PR team regularly communicates with tourism stakeholders sharing media coverage of the county and in Q1, the PR team sent three updates to stakeholders and partners with national coverage ranging from summer travel to maximizing assets and resources and luxury offerings. The DMM also shared PR hits and other news on the VMC Partners at Work Facebook group. In addition, the DMM ensures stakeholders receive any articles that result from media FAM visits.

VMC has received a proposal from the International Tourism Association regarding a Certified Tourism Ambassador program for Mendocino County. The proposal will be put before the VMC Board of Directors at their December 2019 meeting.

### IMPERATIVE: Raise awareness of the Mendocino County experience

- **OBJECTIVE: Year-over-year increase in Mendocino County awareness score**

At the instigation of the current marketing campaign in September 2019, we launched a Survata study that tracks the effect that programmatic advertising has on visit intent, brand awareness, visit consideration and likelihood of recommending the area to friends. Results to early December 2019, based on 81 total respondents

Social Media Results YOY FY 2018 v. FY 2019 Q2					
	FACEBOOK			INSTAGRAM	
	FY 2018 Q2	FY 2019 Q2		FY 2018 Q2	FY 2019 Q2
Impressions	1,438,202	3,786,128 (3,460,052 Paid / 326,076 Organic+Viral)	Likes Received	11,776	14,463
Engagement	19,885	87,914	Comments	182	196
Link Clicks	15,042	36,558	Impressions	155,170	1,626,522
Posts	32	31	Posts	25	30
Impressions/Post	44,944	10,519	Likes/Post	471	482
Engagements/ Post	621	2,836	Comments/Post	7.28	6.5
Fan Base	57,420	59,106	Followers		16,332

thus far in the flight show the following:

**Awareness** - VisitMendocino is driving a 15ppt lift in Awareness among exposed users compared to the lookalike control (85% significance).

- Awareness is an opportunity: 43% of the total respondents are aware of Mendocino as a vacation destination, yet competing regions have awareness levels in the 67%-84% range. This shows room for growth to better compete with other regions that Mendocino's target considers for travel.

YOY PR Results for Q2										
Year	FY 2018	FY 2019	FY 2018	FY 2019	FY 2018	FY 2019	FY 2018	FY 2019	FY 2018	FY 2019
	Hits		Ad Equivalency		Impressions		Releases		FAM Visits	
October	341	200	\$11,488,099.40	\$1,638,210.00	180,157,739	68,952,217	3	2	8	7
November	165	34	\$9,426,467.08	\$600,423.00	51,658,232	22,337,905	1	2	2	2
December	33	54	\$3,434,070.24	\$914,861.25	74,035,151	30,139,447	1	1	7	1
YOY Total	539	415	\$24,348,636.72	\$80,781,367.25	444,664,021	522,088,513	6	5	17	10
2018 Goals		300		\$6.6 million		150 million		11		18

**Consideration** – The campaign is also driving a strong consideration lift, with users exposed showing a 10.8ppt lift in Consideration over the control group.

**Recommendation** – Though not a campaign goal, VisitMendocino is driving a 15.3ppt lift in likelihood to recommend Mendocino to others.

Results further show that video is a driving force in consideration and likelihood to recommend. The Marketing team is working on new ideas for video segments that will continue to engage our target audience.

Social media also plays a critical role in creating and raising brand awareness. Our own social media channels produced the following in the second quarter:

#### **OBJECTIVE: Year-over-year increases in impressions and ad equivalency**

The PR Team continues to engage with A-list writers and publications to bring attention to Mendocino County. In addition to writers, VMC also hosted a Visit California-sponsored team from their India office on a coastal road trip. We will track those figures once the piece airs.

- OBJECTIVE: Year-over-year increase in experience perception score on in-market visitor survey**

VMC received a proposal for an extensive in-county awareness study from SMG Consultants' principal Carl Ribaud. This proposal will go before the Visitor Services Committee at its next scheduled meeting in December 2019 and the vote was to not accept the proposal. The committee will seek further proposals.

#### **INITIATIVE: Increase Mendocino County brand awareness and positive perception**

VMC worked with MMWW and TheorySF to continue the digital marketing campaign; the results to the end of the quarter are described elsewhere in this report.

Also described elsewhere are results of the Survata study to date.

There were no tradeshow addended this quarter.

#### **INITIATIVE: Work with partners to develop, promote and grow strong and beneficial tourism activities and events**



Staff worked closely with Visit Willits (Chamber of Commerce), Willits Art Center and the Skunk Train to create an anchor event for Mushroom Feast 2019. The PRM also worked with Destination Hopland to plan and organize Hopland Harvest Days.

**INITIATIVE: Explore our options to influence & shape potential cannabis tourism**

In June of 2019 the Board of Directors approved an addition to our strategic plan to reinclude this initiative in our strategic plan. The ED is currently working on a integration plan to fold cannabis tourism marketing into our already existng marketing plan for 2019/2020 and it's approved initiatives.

## Appendix 1

Publisher	Media Cost	Impressions	CPM	Clicks	CTR	CPC	Social Actions
AXM	\$32,605.00	4,297,030	\$7.59	15,344	0.36%	\$2.12	0
Facebook	\$33,321.35	3,381,039	\$9.86	35,560	1.05%	\$0.94	8,177
YouTube	\$18,664.12	1,767,730	\$10.56	50,447	2.85%	\$0.37	0
Totals	\$84,590.47	9,445,799	\$8.96	101,351	1.07%	\$0.83	8,177

Content Views	Activity Rate	CP Content View	Outgoing Link	Email Signup	Visitor Guide Signup	Video Plays	Video Compl Rate (VCR)
21,754	0.51%	\$1.50	728	14	12	2,204,803	47%
47,497	1.40%	\$0.70	2,210	40	0	1,352,258	4%
43,978	2.49%	\$0.42	175	22	0	1,767,730	19%
113,229	1.20%	\$0.75	3,113	76	12	5,324,791	27%

## Appendix 2

### INTERNATIONAL VISITATION TO MENDOCINO COUNTY EXPRESSED VIA DATA FROM VISA VUE CALENDAR YEAR DATA

	Q1 2018		Q1 2019		Q2 2018		Q2 2019		Q3 2018		Q3 2019		Q4 2018		Q4 2019	
Total dollar amount charged	\$449,251		\$390,109		\$707,677		\$713,574		\$1,026,130		\$1,025,077		\$569,738		\$587,135	
Y/Y increase/decrease *	22.80%		-13.20%		4.20%		0.80%		-9.70%		-0.10%		5.30%		3.10%	
How the money is spent **																
Lodging	\$200,000		\$100,000		\$300,000		\$200,000		\$400,000		\$300,000		\$200,000		\$200,000	
Restaurants	\$100,000		\$100,000		\$100,000		\$100,000		\$200,000		\$200,000		\$100,000		\$100,000	
Other ***	\$100,000+		\$100,000+		\$300,000+		\$300,000+		\$300,000+		\$300,000+		\$200,000+		\$200,000+	
Ranking by country																
1	Canada		Canada		Canada		Canada		Canada		Canada		Canada		Canada	
2	China		UK		Germany		Germany		Germany		Germany		UK		Germany	
3	UK		China		UK		UK		UK		UK		Germany		UK	
4	Germany		Germany		France		Australia		France		Australia		France		Mexico	
5	Italy		France		Australia		China		Australia		France		Spain		Spain	
Other top 10 countries	France		Australia		China		Mexico		Switzerland		China		Australia		France	
	Australia		Mexico		Denmark		France		Denmark		Mexico		Mexico		China	
	Taiwan		New Zealand		Switzerland		Denmark		Italy		Switzerland		China		Australia	
	Malaysia		Puerto Rico		Puerto Rico		Switzerland		Mexico		New Zealand		Switzerland		Switzerland	
	Singapore		Spain		Italy		New Zealand		China		Spain		Denmark		Argentina	

\*\* Numbers beyond the total, lodging, restaurants etc., are given in increments rather than exact amounts

\*\*\* "Other" includes Fuel, Food and Grocery, Retail, Discount stores, Home Improvement and Apparel;

\*\*\*\* Visa reports approximately 44% of credit card charges. Other credit card data is unavailable.



## Appendix 3

### Glossary of Terms

This glossary is included to explain terms used in this plan and in other reports and documents issued by Visit Mendocino County. While staff and contractors are familiar with the terminology, some of the terms need a brief explanation.

<b>Advertising equivalency</b>	This dollar figure represents the amount of money it would take to purchase the equivalent in advertising space in a print publication or digital equivalent. The VMC PR team uses a 1:1 ratio unlike many PR firms who use a multiplier to boost numbers.
<b>Impressions</b>	The number of views a print or digital article is estimated to reach based on circulation and subscription data.
<b>Media Placement</b>	A story (print or digital) about an aspect of Mendocino County that arises from PR efforts.
<b>Media Mission</b>	A trip by the PR team to a particular market, e.g., Vancouver BC, to meet local journalists and writers and inspire visitation to and coverage of Mendocino County.
<b>Releases</b>	This can either refer to a press release or a “hot sheet,” which is distributed to the press and highlights new and upcoming businesses and openings in the county.
<b>FAM</b>	Familiarization tour or trip. Media FAMs involve members of the media who are vetted by the PR team prior to a visit. Sales FAMs apply to tour group operators who are visiting the county with the aim of including Mendocino in tour packages.
<b>Millennials</b>	The segment of the population born between the early and the mid-1990s to early 2000s. Also known as Generation Y, they are the children of baby boomers and older Gen Xers.
<b>Gen-Xers</b>	The population segment born between the early-to-mid 1960s and ending birth years ranging from the late 1970s to early 1980s. Children of the Baby Boomers.
<b>Baby Boomers</b>	Those born between the early-to-mid 1940s up to about 1964.
<b>Content marketing</b>	Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.
<b>Google Analytics</b>	A reporting tool provided by Google that can be used to analyze traffic, ad words, digital marketing campaigns, demographics, etc. for VisitMendocino.com.
<b>Facebook Insights</b>	A reporting tool for analyzing traffic, advertising campaigns, and other activities on Facebook.
<b>Activity Provider</b>	A person located in a tourist destination who provides a unique, local activity for a visitor to do while on vacation. Examples of such activities include kayaking, bike riding or arts and crafts, among others.
<b>Free Independent Traveler (FIT)</b>	A person or a couple that is not traveling with a group; usually references foreign travelers out on their own (Foreign Independent Traveler).

<b>Inbound Tour Operator</b>	Someone specializing in providing tours to overseas travelers to a destination, either operating the tour themselves or working through established partnerships with local suppliers.
<b>Receptives</b>	In effect, “middle men” between tour operators and hotel/lodging owners, chiefly in overseas markets. Receptives obtain contracts with hotels for booking arrangements and offer these to tour operators looking to satisfy tourist demand.
<b>Search Engine Marketing</b>	A marketing tactic using paid advertising services so that interested clients and customers can reach a business quicker and easier while searching online.
<b>Block</b>	A number of rooms, seats, or spaces reserved in advance, usually by wholesalers, tour operators, or receptive operators who intend to sell them as components of tour packages.
<b>Conversion</b>	Getting “heads in beds” or otherwise closing the sale. Differs from “hospitality.” Hospitality is being warm, friendly and helpful. Conversion is active selling.
<b>Demand generators</b>	Strategies and programs developed by DMOs and suppliers to generate destination demand. Examples include festivals, events, cultural tours, and consumer promotion.
<b>Engagement</b>	On Facebook (and other social media platforms), engagement is when people perform actions on your Page. They may like a post, click on a link, or comment on an image for example. With Facebook Insights, engagement is measured as the number of times a post is clicked, liked, shared, or commented on.
<b>Reach</b>	A measure of the range of influence of any content; it is the measurement of how content is spread across various social media channels. Think of it as the number of eyeballs a piece of content is getting. On Facebook, for example, “total reach” is the number of people that have seen a particular post.
<b>Selected Key Industry Associations</b>	
<b>DMA West</b>	Destination Marketing Associations West, a membership organization of visitor bureaus throughout the western United States.
<b>Visit California</b>	The tourism marketing agency for the state.
<b>California Travel Association</b>	Membership organization offering education and advocacy for state tourism operators.
<b>U.S. Travel Association</b>	National, non-profit organization representing and advocating for all components of the travel industry.
<b>Destination International</b>	Global association of travel industry agencies and groups, offering education and advocacy for members. Visit Mendocino holds a certification from the globally recognized Destination Marketing Accreditation Program (DMAP); this serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.
<b>Brand USA</b>	Agency chiefly responsible for marketing the USA as a destination to the rest of the world.
<b>North Coast Tourism Council</b>	One of eight rural regions designated by Visit CA to encourage international tourism beyond the gateways. Mendocino County is one of the four counties in the Council.