



QUARTERLY REPORT JANUARY – MARCH, 2016



Submitted to
MENDOCINO COUNTY TOURISM COMMISSION
COUNTY OF MENDOCINO
APRIL 8, 2016

quarterly activities report

january – march 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

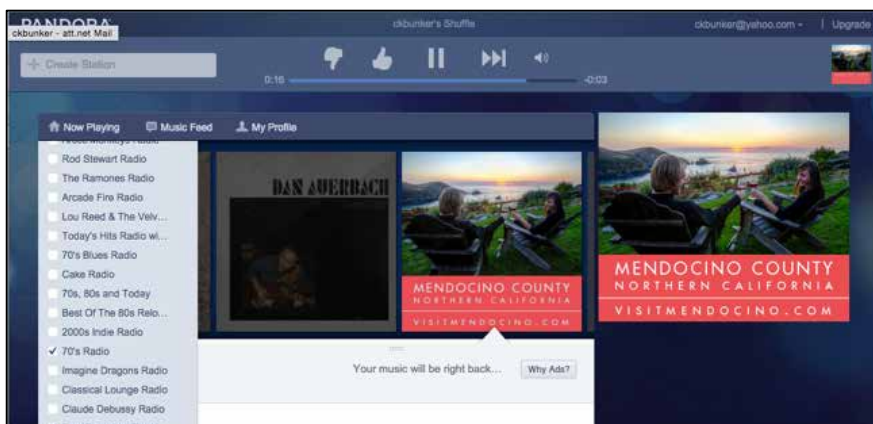
The following table indicates achievement of cumulative goals through the third quarter of Fiscal Year 2015/16.

project	2015-16 goals	year totals	% complete	
public relations	materials issued	14	11	78%
	audience reach	110 million	735+ million	668%
	ad. equivalency	\$4.6 million	\$68.8 million	1496%
	placements secured	170	397	233%
	FAM programs	26	25	96%
	media missions	2	2	100%
sales	consumer leads	7,000	2,500	35%
	room nights	1,250	700	56%
	trade shows	8	5	62%
	partnerships	coordinate with partner organizations		
	contacts with tour operators, etc.	600	1,000	166%
website/social media	consumer database	34,000	33,426	98%
	email engagement	2.2%	2.09%	95%
	FB fan base	47,500	45,661	97%
	avg. FB reach/month	1:1.4	1:4.25	372%

project		2015-16 goals	year totals	% complete
advertising		drive traffic to new website through targeted paid online advertising, SEO, and viral sharing of editorial pieces		ad campaign is in final stages with two Weekend Sherpa campaigns in April and May, and Instagram and YouTube campaigns running April-June
	signage/wayfaring	1		in process
visitor services	festivals & events	3 festivals; the Party for the Planet is in April	2	66%
	mushroom, wine & beer	brochure and website listings complete		100%
	crab, wine & beer	brochure and website listings complete		100%
marketplace	visitors	5,000	1,581	31.6%
	sales	\$10,000	\$2,300	23%

advertising & paid media

- The advertising and paid media portion of the Marketing Plan is now nine months into its cycle. For the third quarter, CC Media has executed a radio promotion (March 2016), continued promotion of which will carry forward to the next quarter
- In addition, CC Media has been working on the Google and TripAdvisor portions of their campaign
- CC Media is planning two [Weekend Sherpa](#) online campaigns in April & May



social media & website

website

- The VisitMendocino.com website continues to be updated and enhanced with events, videos and new directory listings
- With the inception of the new site in fall of 2015, we are seeing a steady rise in unique visitors
- In January 2016, we created a blog on the site that focuses on topics and imagery featured in our monthly newsletters and Facebook posts:
 - A Hike in the Rain (1/6)
 - 16 Places to Go in 2016 (1/21)
 - Mendocino County: Wine, Waves, and Highway 1 (2/15)
 - The Many Beers of Mendocino County (3/3)
 - Coastal Adventure in Mendocino County (3/17)

social media

Our Facebook presence has seen a dramatic increase over the past few months. Using November 2015 as a benchmark, results through March 22, 2016 are:

- Total reach: 219% increase (53,801:171,942)
- Average reach: 1400% increase (1,630:24,563)
- Total talking: 595% increase (2,151:14,953)
- Average talking: 3,186% increase (65:2,136)
- The Crab Fest Giveaway contest in January produced:
 - 28,896 impressions
 - 572 Facebook Likes
 - 87 Facebook Shares
 - 13 Tweets
 - 1,602 clicks
 - 512 entries/emails collected for our Consumer Mailing List
- Instagram followers have increased by 150% to 3,045
- We have also been successful in reaching out to certain InstaGrammers and in March, invited a particularly successful photographer to the county for a weeklong photo safari. VMC will own all rights to any images selected

google analytics january–march

- Analytics for the quarter reflect a steady gain in time on site. A new look at digital marketing for the next fiscal year will intensify efforts to drive website traffic.

	january	february	march
unique visits	9,191	8,974	9,327
avg. time on site	0:02:51	0:02:52	0:02:56
avg. bounce rate	44.27%	50.88%	51.46%
avg pages/session	3.05	2.80	2.89
new sessions	79.84%	81.04%	77.59%

MENDOCINO COUNTY
NORTHERN CALIFORNIA

f t p i y SEARCH Q

STAY / THINGS TO DO / EVENTS / EAT-DRINK / STORIES / BLOG / ABOUT

VISIT MENDOCINO COUNTY BLOG

COASTAL ADVENTURE IN MENDOCINO COUNTY

Miles of pristine beach. Holes in the rock through which surf sprays in excited plumes. Enormous rock formations that resemble nothing so much as a giant's bowling alley. Highway One sloughing off into the ocean in a broken reminder of the power of the sea. These are just a few of the unique experiences one encounters when exploring the coastal parks of Mendocino County. Far from the madding crowds you'll find another world – of tidepools, black rock beaches, and natural playgrounds. These are a few of our favorites, heading up the coast from the south to the north in a 70 mile stretch that spans most of the county.



SUBSCRIBE TO OUR
MAILING LIST FOR UPDATES
ABOUT FUN THINGS TO DO
IN MENDOCINO COUNTY

Email Address:

First Name:

SUBSCRIBE

public relations

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

- Step Into Spring
- Mendocino Hot Sheet Spring
- Migration Season

opportunity programs

- Sunrise Australia selected Mendocino County to be its partner in a five-day round-the-world shoot. Each selected big city was teamed with a “country” partner to be featured on Sunrise’s breakfast show. Sunrise Australia is the equivalent of the Today Show in the United States.
- Despite the lack of our favorite crustacean, we had a successful “Anything but Crab Cake Cook-Off” with judges invited from the realms of wine, beer, print and online media. The Madrones and Stone & Embers generously hosted a media reception and dinner.

media missions

The PR team completed a very successful media mission to Vancouver BC at the beginning of March. Over the course of three days, the team met with 17 members of the Canadian press. Their first media visitor from the trip will be in Mendocino County in April, and they are planning a three or four-person FAM tour for the fall of 2016.



press visits january–march 2016

name	publication	FAM trip
Lisa Zimmerman	The Wine Chick	January 28–31
Abby Tegnalia	Huffington Post	January 28–31
Teresa Rodriguez	Jetsetmama, TangoDiva	January 28–30
Derk Richardson	AFAR Magazine	January 28–31

name	publication	FAM trip
Peter Kane	SF Weekly	January 28-30
Scott Mansfield	7x7.com	January 28-30
Rudy Maxa	Rudy Maxa's World	January 27-31
Michele Bigley	Bindu Media	March 28-April 1

media placements & reach

- For the third quarter, we secured 119 media placements, with an audience reach of 180,759,867 and ad equivalency of \$9,396,499.17.
- Following (next page) is a more detailed breakout of quarterly production and results; below are some of our top hits.

THE GLOBE AND MAIL



NORTHERN CALIFORNIA Pining for the redwoods while driving coastal California

MARGE GOLDSMITH
MENDOCINO COUNTY, CALIF. — Special to The Globe and Mail
Published Thursday, Jan. 21, 2016 12:18PM EST
Last updated Thursday, Jan. 21, 2016 12:33PM EST

My husband and I cross San Francisco's iconic Golden Gate Bridge and head toward Mendocino County, our first stop on a five-day journey to the famous redwoods of Northern California. We pass glittering views of the Pacific and zigzag through sun-dappled oak woodlands as I poke my head out the open window and breathe in the heady aroma of fresh earth and pine needles.

It is a road trip I have wanted to take for decades, and one that comes with a renewed sense of urgency because the trees are at risk. While some of these giants have stood for of 3,000 years, they face an incredible test: the California drought.

COASTAL LIVING

TRAVEL

Best Dog-Friendly Vacations on the West Coast

November 12, 2015 | By Tracey Minin | Comments (1)



Mendocino, California

Stay! Mendocino's **Stanford Inn by the Sea** has been officially dog-loving since the 1960s, your dog is more welcome than ever here. That welcome includes a homemade dog treat ribbon, water and food dishes, and a stack of plastic bags (they think of everything). There's



Mendocino County's Beautiful Coast

A road trip through Northern California reveals scenic parks and oceanside wonders.
By Garrick Ramirez



The headlands of Jug Handle State Natural Reserve.

Though the California coast dazzles throughout the state, its most striking displays seem to cluster in Mendocino County. Mist-shrouded sea stacks, sweeping coastal prairies, and unspoiled beach coves provide the inspiring backdrop for quaint fishing hamlets. Follow the sweet, salt-tinged air and discover scenic gem sculpted by the churning Pacific.

Sunset

A PERFECT DAY IN

MENDOCINO

Great eats, historic inns, stunning views. The only thing you won't find in this NorCal seaside town is cell service. And that's the point. *By Christopher Hall*

In for the krill

The ocean bluffs of Mendocino Headlands State Park offer VIP viewing to the best show in town this month when migrating gray whales journey from Baja breeding grounds back to Alaska. "They stick fairly close

to shore," says park ranger Dave Rodriguez, "and you'll sometimes see whole pods spouting less than a mile away." Catch a glimpse at the Mendocino Whale Festival (Mar 2-6), where you can take a docent-led whale-watch walk

before sampling chowders and sipping Mendocino County wines. More of a landlubber? Further inland, Van Damme State Park's Fern Canyon Scenic Trail runs 2.8 miles long, passing through lush redwood forest (home to five owl species)

and crossing nine bridges as it follows a creek where river otters are known to frolic. Headlands State Park, parks.ca.gov/?page_id=442. Whale Festival, mendocinohike.com. Van Damme State Park, 8670666/parks.ca.gov/?page_id=433. —>

■ MARCH 2016 ■ JOURNEY

Photograph by HILLYN OSPINA

sample placements

san francisco chronicle	Diablo Magazine	Huffington Post	Yahoo Australia
7x7 san francisco	Wine Country This Week	Bay Area News Group	NBC Bay Area
examiner.com	Spa Magazine	The Weather Channel	Haute Living
Sunset magazine	Spirituality & Health	Sonoma Magazine	Better Home & Gardens
Vegetarian Times	Los Angeles Times	Yankee Magazine	Pacific Sun

marketing committee

Coordinated and held two Marketing Committee meetings to discuss spend of available advertising budget as well as to present new opportunities for next fiscal year

sales

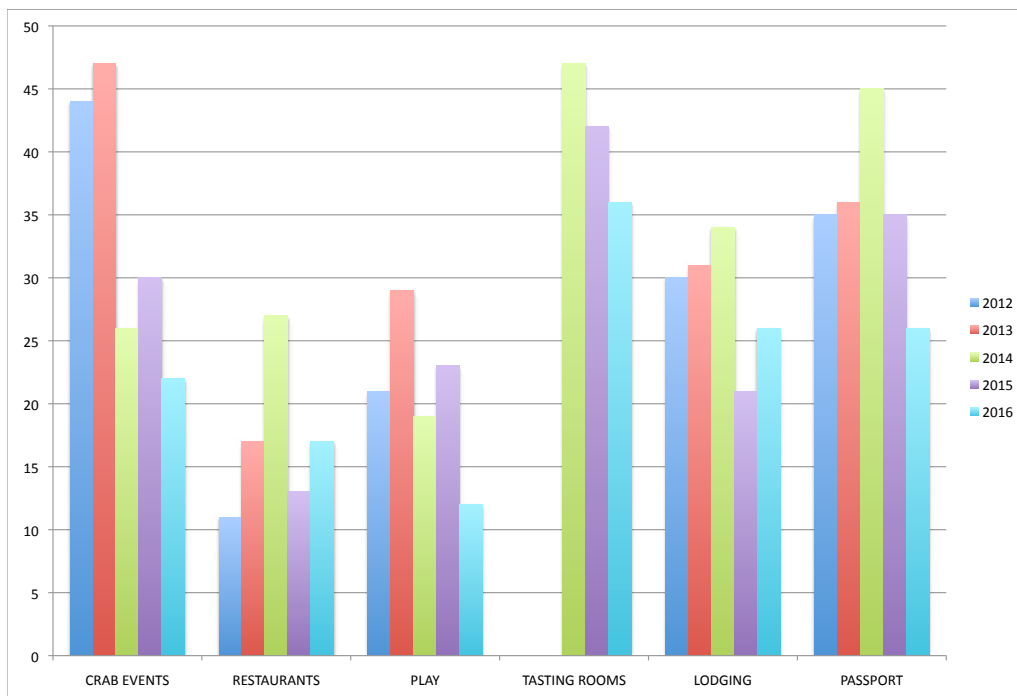
- Successfully worked with various receptives to contract with local hotels for their international sales packages
- Hosted two FAMs, France & China, sponsored by Visit California
- Participated in the "Here & There" Travel Show in Portland, Oregon
- Attended DMAI advanced sales training in Washington D.C.
- Attended San Francisco Travel International Forum
- Participated in both the San Diego and Bay Area "Travel & Adventure" Shows, generating over 2,100 new contacts for our consumer email database
- In partnership with the North Coast Tourism Council, met with hundreds of retail travel agents and numerous tour operators as part of Visit California sales missions to three cities in Mexico and two in France
- Also in partnership with the North Coast Tourism Council & the Shasta-Cascade Region, attended the American Bus Association travel trade event in Louisville and the Go West Summit in Anchorage
- The receptive trade organization event in Los Angeles yielded significant exposure to the Asian Market
- The Visit California Outlook Forum was an opportunity to learn about Visit California's numerous strategies and marketing plans. We were also able to show the head of the Visit California-Japan office Mendocino's treasures, which has already resulted in our inclusion in their newsletter (sent to over 3,000 travel professionals in Japan)

visitor services

- The southern gateway sign in Gualala is in the permitting process
- A fourth gateway sign on Highway 128, near Boonville, has been approved
- The North Coast tear off maps are being reprinted
- The South Coast tear off maps have been edited and are being printed
- Explorations are underway concerning visitor bathroom facilities in Boonville and additional directional signage

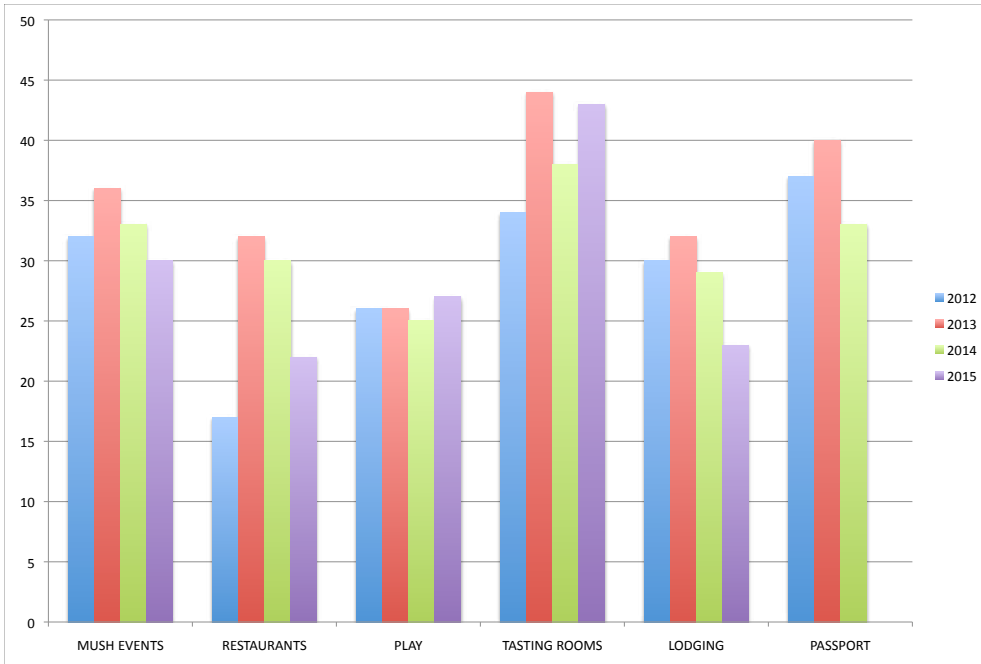
festivals & events

- Created and distributed the event calendar for the Crab, Wine & Beer Festival
- Made site visits to nine lodging partners around the county
- Continued distribution of bi-monthly event calendars and sent out to partners
- Posted over 100 new events and 25 business listings on www.visitmendocino.com
- Staffed Festival Committee meeting to discuss ongoing festivals and new opportunities
- Attended monthly Visit Ukiah and Greater Ukiah Chamber of Commerce Board of Directors meetings
- Gathered event participants and created rack card for Party for the Planet festival (44 events)
- Attended Chamber of Commerce meetings and community forum events



Crab Festival Event
Participation 2012-2016

Mushroom Festival Event Participation 2012-2015



ops & admin

- Held interviews for Office Manager position and hired Jodi Smith
- Organized the January MCTC Board of Directors meeting and February's two-day meeting at the Little River Inn
- VMC continued ongoing visitor guide mailings (over 2,000 sent out) and database management
- Responded to visitor inquiries and other information as requested, hosted visitors to the Fort Bragg office
- Reorganized Fort Bragg Marketplace and created inventory

fulfillment type	january	february	march	total
visitors	103	175	143	421
sales	\$414	\$136	\$51	\$601