



QUARTERLY REPORT APRIL – JUNE, 2016 (Q4)

SUMMERTIME

MENDO

Submitted to

**MENDOCINO COUNTY TOURISM COMMISSION
COUNTY OF MENDOCINO
JULY 12, 2016**

quarterly activities report

april – june 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 fourth quarter of Fiscal Year 2015/16.

project		2015-16 goals	year totals	% complete
public relations	materials issued	14	13	93%
	audience reach	110 million	967+ million	879%
	ad. equivalency	\$4.6 million	\$82.5 million	1793%
	placements secured	170	511	300%
	FAM programs	26	32	123%
	media missions	2	2	100%
sales	consumer leads	7,000	5,846	83%
	room nights	1,250	1,250	100%
	trade shows	8	7	87.5%
	partnerships	coordinate with partner organizations		
	contacts with tour operators, etc.	600	1,200	200%
website/social media	consumer database	34,000	32,887	97%
	email engagement	2.2%	2.09%	95%
	FB fan base	47,500	51,618	109%
	avg. FB reach/month	1:1.4	1:2.37	169%

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 complete for FY 2016	
visitor services	signage/wayfaring	1		in process
	festivals & events	3 festivals; the Party for the Planet is in April	2	100%
	mushroom, wine & beer	brochure and website listings complete		100%
	crab, wine & beer	brochure and website listings complete		100%
marketplace	visitors	5,000	2,882	58%
	sales	\$10,000	\$3,011	30%

advertising & paid media

The summary of the year's final quarter shows the following results for advertising and paid media:

- Investment: \$85,836
- Bonus: \$25,000
- Added Value: \$16,315
- Promotions: \$15,000
- Total Campaign Value: \$142,151
- Value: 1.7x Investment

CCMedia secured an additional \$56,315 advertising value beyond the cash investment.

MEDIA	INVESTMENT	BONUS SPOT VALUE	ADDED VALUE	PROMOTIONS VALUE	TOTAL VALUE
Online	\$63,041	\$0	\$15,212	\$0	\$78,253
Radio	\$12,500	\$25,000	\$0	\$15,000	\$52,500
Outdoor	\$10,295	\$0	\$1,103	\$0	\$11,398
TOTAL	\$85,836	\$25,000	\$16,315	\$15,000	\$142,151

Highlights include:

- **Online advertising:** Over \$15,000 in online added value, majority from Sojern; All placements have above Tourism Industry standard CTR of 0.09%, at 0.26% overall CTR; Weekend Sherpa delivered ~1700 clicks to Mendocino's website, and over 1,000 clicks in emails; YouTube and Instagram produced over 109,000 video views, with a low \$0.07 CPV.
Total campaign value was 1.24x the investment.
- **Radio advertising:** Ran a 6 week campaign on KMVQ in the Bay Area; Along with the radio schedule, Strawberry, one of KMVQ DJ's went to Mendocino for a fun filled endorsement weekend and toured around prime locations to talk about on his show; KMVQ also ran a spring promotion and gave away a trip to Mendocino to a loyal KMVQ listener.
Total investment was \$12,500 with an additional \$40,000 in added value between bonus commercials and promotion.
- **Outdoor advertising:** Ran a 7 week campaign on prime digital outdoor boards in the Bay Area. Received an additional \$1,103 in added exposure during the course of the spring campaign.

website & social media

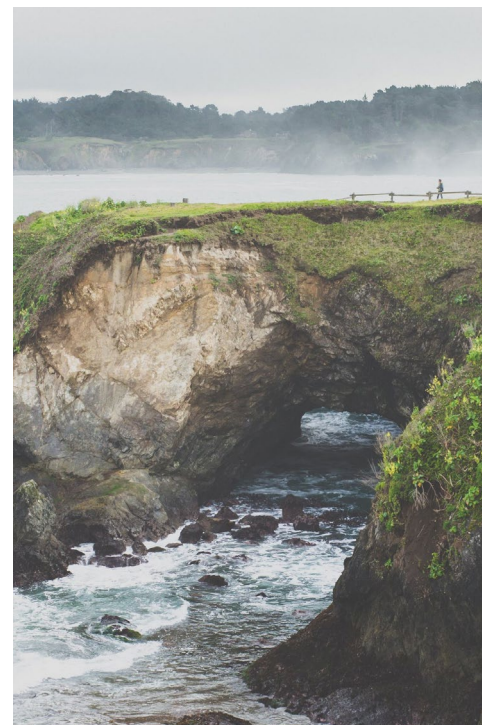
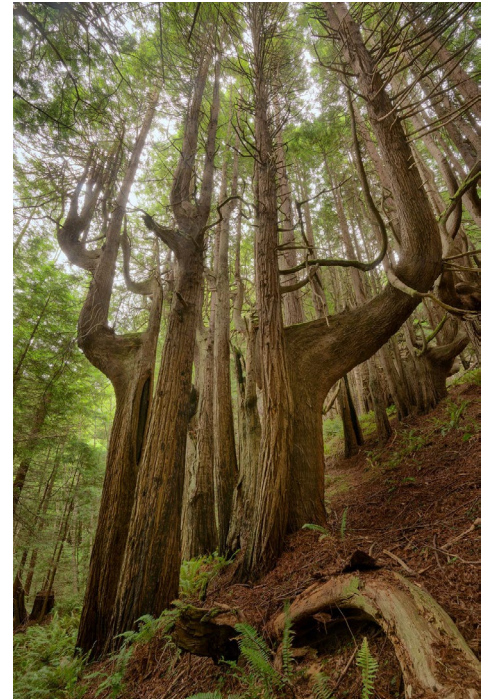
website

- The VisitMendocino.com website continues to be updated and enhanced with events, videos and new directory listings. For example, we have added a Weddings tab (venues, photographers, etc.), the Getting Here tab now contains maps of the county
- Unique visitors to the site show a steady gain each month. 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:
 - Wild for Wildflowers
 - Pie in the Sky (pizza... what else?!)
 - The Hot Hot Springs of Mendocino County
 - To See, To Photograph, To Leave Behind (Glass Beach)
 - Mendocino County in the Movies, Part 1

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

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 4th Quarter viral views accounted for nearly 300,000 impressions (297,147) of our 1.4 million total impressions. Viral sharing drove significant organic (non-sponsored) new Fans – 899 in the 4th Quarter.
- Our top performing posts saw between a 12% to 17% engagement rate – with the top performing post receiving more than 3,400 Engagements, 288 Comments, and 596 Shares.
- The **“Top Six” Facebook posts** for the quarter are:
 1. Chandelier Tree on New Lost Coast Trail
67,921 Reach, 3,437 Likes, 596 Shares, 288 Comments
 2. Mendocino Headlands Blowhole
26,686 Reach, 2,416 Likes, 384 Shares, 153 Comments
 3. Point Cabrillo Lighthouse
18,114 Reach, 1,557 Likes, 213 Shares, 91 Comments
 4. 7x7 Voting + Village of Mendocino Photo
12,356 Reach, 1,544 Likes, 116 Shares, 55 Comments
 5. Glass Beach Blog Post
23,379 Reach, 1,140 Likes, 185 Shares, 140 Comments
Link to Blog (Embedded Photo)
 6. Point Arena Harbor
14,139 Reach, 1,023 Likes, 124 Shares, 42 Comments)



- Facebook demographics are:

Gender

- * 32% Male
- * 68% Female

Age

- * 13-17: 0.2%
- * 18-24: 6%
- * 25-34: 19%
- * 35-44: 24%
- * 45-54: 23%
- * 55-64: 17%
- * 65+: 11%

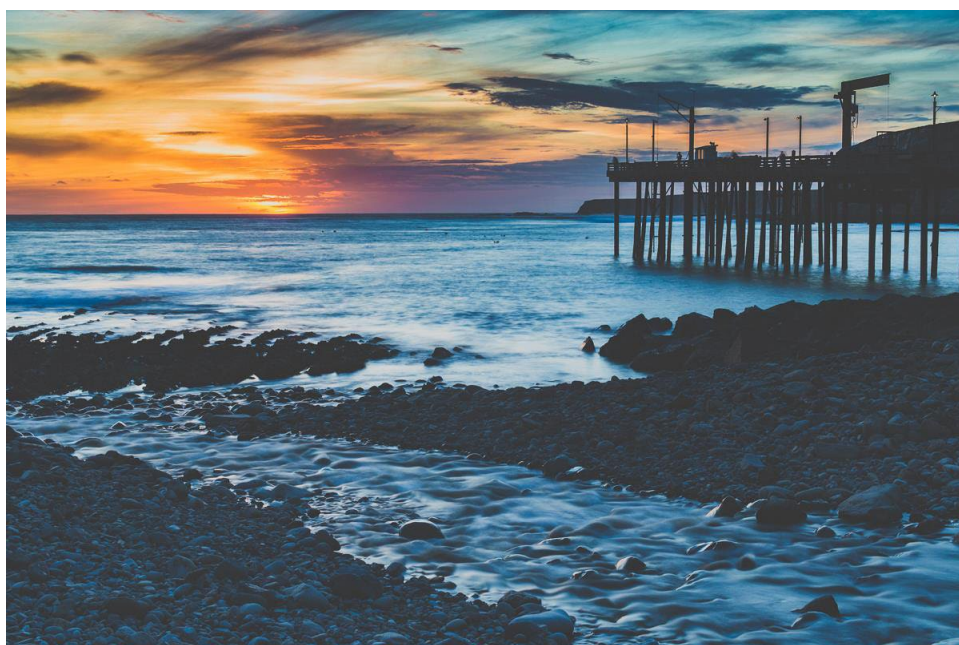


Country Top 5

- * US: 49,954 (96.7%)
- * UK: 181 (0.4%)
- * Mexico: 142 (0.3%)
- * Philippines: 130 (0.3%)
- * Canada: 91 (0.2%)

Top 5 Out-of-County Cities

- * Sacramento (6.3%)
- * Stockton (2.1%)
- * San Francisco (2%)
- * San Jose (1.6%)
- * Oakland (1.1%)



- Our **Instagram** presence continues to grow, increasing roughly 50% from 3,045 to 4,597. Engagement continues to rise on that platform, averaging roughly 200 engagements per post.
 - * Total Reach for 4th Quarter: 367,194
 - * Average Reach Per Post for 4th Quarter: 26,692
 - * Total Talking for 4th Quarter: 15,986
 - * Average Talking Per Post for 4th Quarter: 2,284

google analytics april–june

- 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.

	april	may	june
unique visits	10,086	12,172	14,998
avg. time on site	0:02:46	0:02:30	0:02:24
avg. bounce rate	53.33%	55.7%	54.24%
new sessions	76.85%	78.2%	77.03%

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

Geographical metropolitan areas:

- * San Francisco-Oakland-San Jose CA (69.63%)
- * Sacramento-Stockton-Modesto CA (13.18%)
- * Los Angeles (8.89%)
- * San Diego (1.83%)
- * Chico-Redding (1.82%)

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

- * Hidden Hikes (blog)
- * Mendocino County Bucket List (website page)
- * Find, See, Photograph, Leave Behind (blog)
- * Wild for Wildflowers (blog)
- * What’s the Nearest Airport to Mendocino County? (website FAQ)

Keywords (april–june):

	Queries	Clicks ▼	
1	mendocino	3,817	»
2	mendocino ca	2,431	»
3	mendocino county	1,289	»
4	mendocino california	744	»
5	visit mendocino	286	»
6	mendocino, ca	154	»
7	mendicino	122	»
8	noyo headlands park	118	»
9	taste of redwood valley	106	»
10	things to do in mendocino	96	»
11	mendocino tourism	84	»
12	visit mendocino county	80	»
13	mendocino county california	68	»
14	taste of redwood valley 2016	57	»
15	mendocino airport	49	»
16	things to do in mendocino county	49	»
17	mendocino coast	48	»
18	what to do in mendocino	44	»
19	mendecino	42	»

Gender and age demographics for the quarter show:

- * 59.5% of users are female
- * 23.27% of users were between the ages of 25-34
- * 21.77% of users were between the ages of 35-44
- * and the next highest segment were Baby Boomers aged between 55-64 (18.65%)

public relations

PR received great pick-up from its *Have Trails, Will Travel* press release, which covered the opening of the new portion of the Coastal Trail in Fort Bragg and the Peter Douglas Trail in the Shady Dell area of the Sinkyone Wilderness State Park (Lost Coast). The release was picked up in *The New York Times* and the *Los Angeles Times*, among many other publications. The final release of the year was *School's Out, Sun's In*, highlighting family-friendly travel and activities for the summer months.

Public relations efforts have paid off with well above expected media coverage and impressions. Fam trips were of a high calibre and produced numerous articles in the mainstream press. We expect our current successes to carry forward into the new fiscal year.

trade shows

MCTC attended both the Cal Travel Summit, held in Indian Wells CA in early May, and the media day at U.S. Travel's IPW convention in New Orleans. IPW was particularly successful with appointments with top international and domestic media outlets.

press visits april – june 2016

name	publication	FAM trip
Michelle Bigley	Bindu Media	March 28–April 1
Megan MacNee	Traveling Nine to Fiver	April 8–10
Katie Nanton	NUVO Magazine (Canada)	April 9–19
Andrew Collins	About.com	April 25–27
Heather Davis	National Geographic Traveler	May 7–9
Kathy Chin Leong	Dallas Morning News	May 19–21

media placements & reach

- For the fourth quarter, we secured 107 media placements, with an audience reach of 190,559,442 and ad equivalency of \$9,639,356.31, making for a spectacular end to a banner PR year.

sample placements

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

San Francisco Chronicle	Atlanta Journal Constitution	Coastal Living	San Francisco Magazine
7x7.com (San Francisco)	The New York Times	Los Angeles Times	Monterey Herald
Orange County Register	Conde Nast Traveler	New York Post	Sacramento Magazine
Preservation	Business Jet Traveler	San Diego Metro	Santa Rosa PD
Pacific Sun	AFAR	Salon	Blogher.com

photo safari

In late April, professional photographers Eric Lindberg and Kerrick James visited to take a series of images that represent activities and areas. Over the course of four days, the team visited different areas in the county to shoot. Partners and stakeholders were very gracious with their time and their properties enabling the team to capture 800+ images, of which 20 were selected for future PR purposes. The final selection may be viewed here: <https://mctc.box.com/v/pvac29w>.

marketing committee

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

sales

- Worked with various hotels to contract with both domestic and international receptives and tour operators.
- Hosted four FAMs developed internally and with Visit California: Taiwan, China, UK and France. Between them, guests stayed in 7 local hotels and made site visits to an additional 20 hotels, both inland and coastal. They also sampled our local cuisine and attractions and visited numerous wineries.
- Attended a regional Outlook Forum in Redding with the Shasta Cascade Region.
- Hosted a booth at the Sunset Celebration Weekend and met with about 2,000 potential Mendocino

travelers.

- Had appointments with various east coast orientated receptives at RTO in New York. Reinforced their exposure to Mendocino county.
- Partnered with the North Coast Tourism Council and Shasta Cascade at IPW in New Orleans. Over 6000 attendees from 70 countries participated. Met with 80 travel buyers, both domestic and international, and worked to secure contracts with additional county hotels. Also developed and enhanced itineraries featuring Mendocino. While at IPW met with representatives of Visit California from our three main target countries for the upcoming year, the UK, Australia, Canada, as well as reps from other countries.
- Met with numerous local businesses to help enhance MCTC's stature in the community.

visitor services

- The Gualala Gateway sign will not be approved by the Coastal Commission, which only allows signs too small to be seen from the highway.
- Researching location for a new gateway sign on Highway 128.
- Both the North and South Coast tear off maps are available at the Fort Bragg office; please call for a delivery.
- Finalizing work on the Mendocino County State Fair booth, featuring the drive through tree and the inland wine country; the fair runs from July 8 to July 26.

festivals & events

- Secured events for Party for the Planet festival in April
- Sent call for events out for 18th Annual Mushroom, Wine & Beer Festival
- Made site visits to over 30 lodging partners around the county
- Continued distribution of bi-monthly event calendars and sent out to partners
- Posted over new events and 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
- Attended Chamber of Commerce meetings and community forum events

ops & admin

- The Personnel Committee of the MCTC Board worked with executive search firm, Searchwide, to recruit and secure interviews for the position of Executive Director. In late June, the Board announced the appointment of Brent Haugen, former ED for the Morro Bay Tourism Bureau. Brent begins with MCTC on July 11 and will be home-based at the organization's Fort Bragg office.
- 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	april	may	june	total
visitors	235	120	452	807
sales				\$711

