



PRESS OUTREACH & CONTENT CALENDAR

Media Relations & Editorial Strategy and Updates

September 2026

CALTRAVEL SUMMIT

Brings together more than 400 tourism professionals for three days of expert insights, top-rated speakers, bold ideas, and networking



TRENDS

Expedia Reporting:

Hotel Hopping
Readaways
Farm Charm

LLMs Scraping:

From TripAdvisor
#3 YouTube (beating Reddit in social)
#5 Yelp
#6 Facebook



TRENDS

Moments Matter

Moments are Designed, Not Discovered
Break the Script; Rewrite the Rules
Shared Connection; Emotional Belonging

Storytelling for Business

Know Your Audience: People, Self, Data, Concept
Be Compelling: One Topic, One Story, Two Details
Be Memorable: One Number, One Name, One Vision
Be Real: Be Flexible; Different Spin for Different Audience



TRENDS

Optimize for AI Discovery

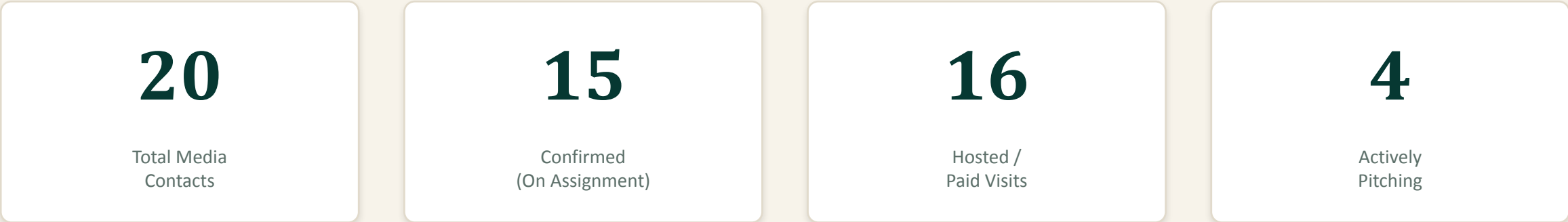
Strategic Storytelling
Landing Page Focus
LLM Query Research
AI Searchability

Hopper HTS

1 in 3 Gen Z and millennial travelers now book through credit card portals rather than online travel agencies
Card partners outperform public marketplaces, with a 35% conversion rate vs. 5–10%

Current Pipeline Snapshot

Twenty active journalist, publication, and creator engagements are moving through the pipeline.



STATUS BREAKDOWN



Coverage spans hosted press trips, media-rate stays, paid influencer collaborations, and standalone photo/segment requests — including new placements from KTVU, Fodor's Travel, and California Corks.

Media Inquiries & Coverage Requests

New standalone requests — not yet full hosted itineraries.

Contact	Outlet	Visit Window	Request Type	Notes
Nick Crow	Visit CA Guide	—	Photo Request	Possible Seafood Sips 2027 mention
John Krause	California Corks	—	Photo Request	Feature on Mendocino County Wine Country
Gabe Saglie	KTVU	August	News Segment	Quick Labor Day getaways
Barbara Noe Kennedy	Fodor's Travel	TBD	Information Request	Glass Beach

Confirmed & Hosted — August

Journalist / Group	Outlet	Visit Window	Type	Focus
Adam Waxman	Dine Mag	August	Hosted	Full Itinerary
VCA Japan Fam	3 Journalists	August	Hosted	Full Itinerary
Italian Fam	1 Journalist	August	Hosted	Full Itinerary
Mimi Slawoff	Reedy Press	Labor Day Wknd	No hosted lodging	Full itinerary; needs 2 rooms

Confirmed & Hosted — September Onward

Journalist / Group	Outlet	Visit Window	Tier	Focus
Cathy Hill	The Way We Bay	September	Tier 2	Overnight & Flynn Creek Circus Cancelled
Skunk Train	California Now Podcast	September	—	Hosted visit
VCA French Fam	Marco Vasco	September	—	Hosted visit
Michael Schoeck	Run The Atlas	September	—	Full Itinerary
Brad Wright	AAA Trailways	September	—	Full Itinerary
Georgeanne Brennan	Creators Syndicate	October	—	Full Itinerary Wine
VCA Karen LeBlanc	The Design Tourist	November	—	Full Itinerary
Melissa Roberts	The Connecticut Dog	January	—	Hosted visit

Pitching & Influencer Engagements

Journalist / Creator	Outlet	Visit Window	Tier	Notes
Faith Nicole	Influencer	TBD	—	In discussions
Jasmine Huynh	Influencer	September	Tier 1	Full itinerary; wants weekend
Jacoya Miller	Influencer	Oct or April	Tier 2	NY based; rental car credit
Haley Burks	Influencer	Oct or April	Tier 2	FL based; good travel, not primary geo

Tier 1 / Tier 2 influencer classifications guide hosting priority and compensation structure.

Media Coverage Summary

Monitoring period: July 1 – 31, 2026

76

Total Mentions

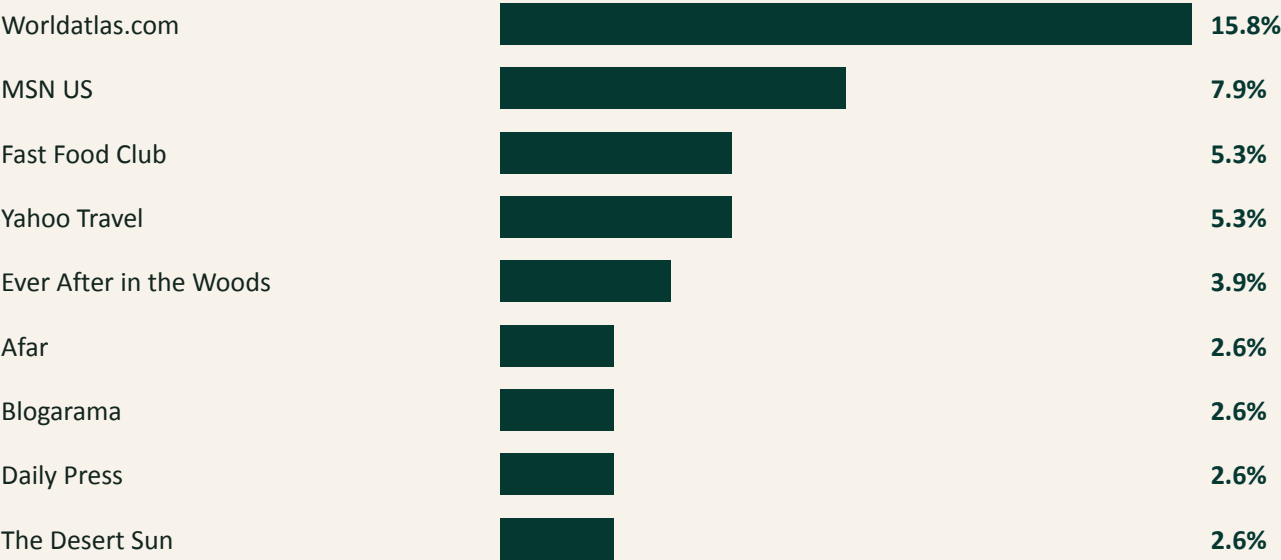
449.5M

Impressions

\$11.2M

AVE (USD)

TOP OUTLETS BY VOLUME



LOCAL SPOTLIGHT

Mendocino County Press

Ukiah Daily Journal	3.9%
Fort Bragg Advocate-News	3.9%
Mendocino Beacon	2.6%

Combined Local Share

10.4%

Media Coverage Summary

Monitoring period: August 1 – 31, 2026

79

Total Mentions

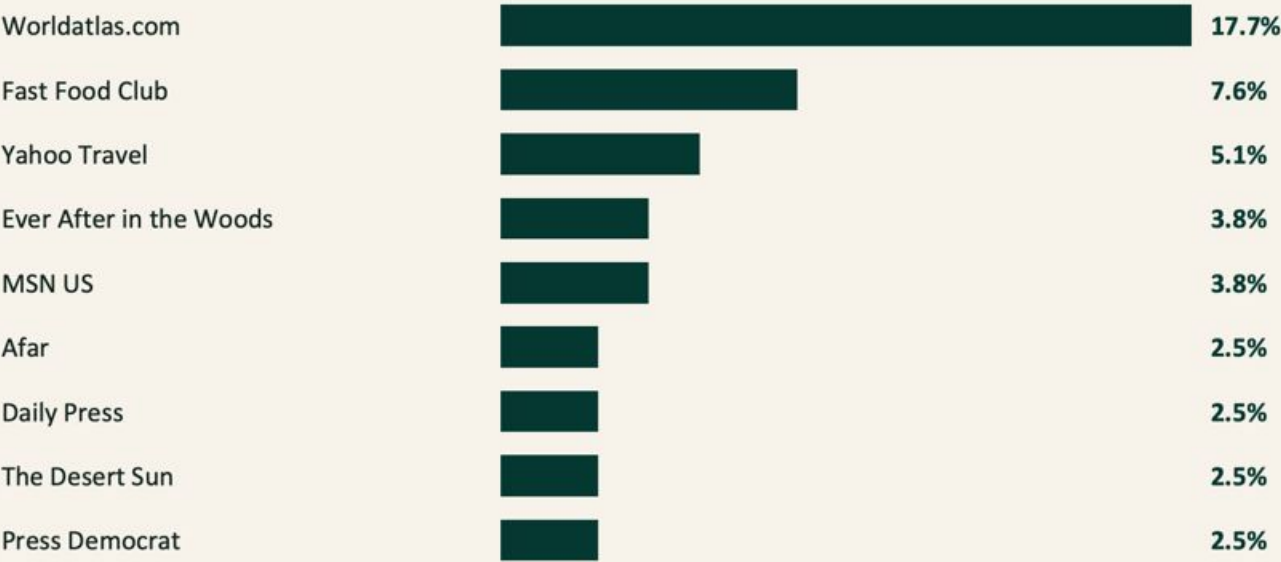
281.4M

Impressions

\$7.0M

AVE (USD)

TOP OUTLETS BY VOLUME



LOCAL SPOTLIGHT

Mendocino County Press

Fort Bragg Advocate-News 3.8%

Ukiah Daily Journal 3.8%

Mendocino Beacon 2.5%

Combined Local Share 10.1%

LOOKING AHEAD

Stakeholder Digest

DID YOU KNOW...

Per Visit California's *2025 Economic Impact Report*, Mendocino County earned \$532 Million in travel spending - *an increase of 0.8% over the previous year*. Hotels and motels were up 1.2% and campgrounds were up 3.1%. **In even better news, our countywide Lodging BID is up 3.7% from 2025.**



Micro-trips gain popularity as travelers seek quick getaways.

According to new internal data from TikTok, posts featuring #DayTrip and #WeekendTrip spiked by 22% and 100% respectively over the last 90 days, revealing a major surge in “micro-travel”—quick 48-hour road trips designed to max out relaxation without draining vacation days.

TOOLS of THE TRADE

Add events to our calendar: www.visitmendocino.com/events/community/add/

Add your lodging special: www.visitmendocino.com/submit-a-deal-or-special/

Review brochures and tear-off maps: www.visitmendocino.com/visitor-services/

PR Partner Engagement

We're delighted to share our public relations outreach and upcoming themes over the next several months. Check out ideas for participation (*no discounts necessary*).

Lodging partners may want to offer guided mushroom walks in November or plot their favorite day trips for guests in April. Offer up blankets, telescopes, hot cocoa and s'mores for a Dark Skies experience or partner with a charter boat for Deep Waters fishing trips.

Restaurants may offer special mushrooms and crab tasting menus, while attractions could add guided walks and talks. Reach out to us at Jamie@visitmendocino.com with your offerings or for more ideas.

NOVEMBER - **MUSHROOMS**: *Promoting Harvest Mendocino with a focus on mushrooms.*

DECEMBER - **HOLIDAYS***: *Highlighting holiday happenings around the county. *No PR.*

JANUARY - **CRAB**: *Promoting Seafood & Sips Mendocino with a focus on crab.*

MARCH - **WHALES**: *Highlighting Whale Festival season.*

APRIL - **ROAD TRIPS**: *Roadtripping to explore more throughout Mendocino County.*

MAY - **DARK SKIES / DEEP WATERS**: *Finding adventures under the stars or on the sea.*

Please keep in mind that while these are press release topics, we will continue to promote other subjects, offerings and special events with a lodging component.

September – November 2026 Themes

Three seasonal storytelling pillars anchor the fall content calendar, each with a coordinated push across web, email, and social.



SEPTEMBER

Beaches

Coastal getaways as summer winds down



OCTOBER

Trails

Hiking, fall color, and outdoor exploration



NOVEMBER

Mushrooms

Foraging season & culinary tourism

LOOKING AHEAD

2027 Content Themes

JANUARY

Crab

MARCH

Whales

APRIL

**Roads Built
for Adventure**

MAY

**Dark Skies &
Deep Waters**

Thank you

Questions and discussion welcome.