

<subject>Skunk Train Reaches Important Milestones in 2023

Dear Esteemed Members of the Tourism Community,

We wanted to take a minute to thank you for your partnership and re-cap some important milestones for this year for the Skunk Train and our tourism community. It was a very good year.

In 2023, the Skunk Train saw:

400% increase in the brand's Instagram (to 100K followers)

110% Increase in annual web traffic (to 1.1MM users)

33+% Increase in passengers (to 93,499)

As Mendocino County's most popular and beloved attraction¹ a large number of the 93,000+ passengers we carried came specifically to our community to experience the Skunk Train.

We had several successful campaigns this year, including an influencer campaign that emphasized the extraordinary beauty of our home and captivated the attention of the nation. Our Instagram account grew from 20,000 followers to more than 100,000 followers in six months making us one of the largest and most influential media accounts on the North Coast and 101 Hwy corridor.

Besides the 30+ MM views social media; 500+ K direct engagements, and **9K shares**, we also were included in 212 news stories, blogs, and press mentions accounting for multiple millions of impressions.

We'd also like to show you the US heat map for our 2023 guests (link below). These hot spots show the home zips of our guests that traveled to Fort Bragg and Willits and participated in one (or more) of our activities. In many cases, the impetus of these travelers was specifically to experience the Skunk Train, but they stayed and played.

Heat map link: <https://skunktrain.box.com/s/9ayma5kxkc4vm86ww3e8zzgz77k019xw>

We at the Skunk Train, want to emphasize our commitment to continuing to provide exemplary visitor and community service, be an unparalleled host to our tourism guests, and continue to support and protect what makes us unique.

We are excited about 2024 and have lots of good news coming up at the Skunk. Besides our annual visitor survey, we will be releasing information on upcoming improvements and investments.

¹ <https://www.advocate-news.com/2022/02/10/skunk-train-announces-results-of-demographic-survey/>

As one of our community's largest tourism drivers, we hope (and believe) that our good year created important economic updrafts for our partners, as well.

We would love to expand our partnership with our community and are interested in hearing your ideas.