



# **VISIT MENDOCINO COUNTY**

## Quarterly Report July – September 2018

Submitted to Mendocino County Tourism Commission & County of Mendocino  
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# VMC Quarterly Activities Report: July – September 2018

## Executive Summary

The quarter was busy with a lot of activities involving the entire staff of Visit Mendocino County.

- The Executive Director conducted a successful search to fill the position of Administrative Services Manager for the organization. Emily Saengarun started work in the Ukiah office on September 17, 2018 and immediately began planning the reorganization and downsizing of the Ukiah Bragg office.
- The Director of Marketing & Media (DMM) worked closely with marketing consultant, TheorySF, to launch VMC's new consumer-facing branding in a highly visible campaign in the San Francisco Bay Area. The Marketing team also worked on new branding and messaging concepts for VMC's two annual festivals.
- Staff and the ED made 32 Hotel Adoption Program visits in the quarter.
- The Executive Director worked with the County Tax Collector's office to recruit candidates for the MCTC Board of Directors and with the County Planning & Building department to fill seats on the BID Advisory Board.
- The ED and Executive Director of Mendocino Winegrowers attended meetings of the county's "Visit" and wine organizations to disburse partnership funds for visitor-facing events.
- VMC staff continued to track their work as relating to the Strategic Plan and proposed some updates for consideration by the Board of Directors.
- The Director of Tourism Development participated in four consumer trade shows and two international sales missions.

## 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-FINAL-4.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

The [2018 California Travel Impacts](#) report (Dean Runyan), which is an annual report commissioned by Visit California and undertaken by Dean Runyan Associates, is the reference used for data reported by Mendocino and competitor counties.

As indicated in the previous Quarterly Report, Mendocino County's top three competitors in terms of travel spending, tax revenue, and TOT receipts are: Humboldt, Shasta and Butte Counties. Updated data will be available upon publication of the next California Travel Impacts report in May 2019 and once each county has processed and reported on the 2017-18 BID and TOT collections.

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

The Dean Runyan report shows a positive YOY trend in sales tax receipts for the county. New sales tax figures will be available upon publication of the next California Travel Impacts report in May 2019.

#### Tax Receipts Generated by Travel Spending (\$Million)

|                            | 2000 | 2005 | 2007 | 2011 | 2014 | 2015 | 2016 | 2017 |
|----------------------------|------|------|------|------|------|------|------|------|
| Local Tax Receipts         | 9.1  | 11.3 | 13.6 | 12.8 | 16.2 | 17.5 | 18.6 | 19.5 |
| Loc. Visitor               | 6.9  | 7.8  | 8.9  | 8.4  | 10.6 | 11.7 | 12.2 | 13.0 |
| Loc. Business or Emp.      | 2.9  | 3.6  | 4.7  | 4.4  | 5.7  | 5.8  | 6.4  | 6.5  |
| State Tax Receipts         | 13.7 | 16.6 | 17.9 | 17.6 | 19.5 | 19.7 | 20.5 | 20.7 |
| St. Visitor                | 10.1 | 12.3 | 13.4 | 13.4 | 13.7 | 13.7 | 14.1 | 14.3 |
| St. Business or Emp.       | 3.5  | 4.3  | 4.5  | 4.2  | 5.8  | 6.0  | 6.4  | 6.3  |
| Local & State Tax Receipts | 23.5 | 28.0 | 31.5 | 30.3 | 35.7 | 37.2 | 39.0 | 40.1 |

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

VMC staff recommends this objective be reworded to include partners as well as stakeholders (lodging owners) in order to reach a broader population of event-holders and thus gauge response across a range of county business owners. Recommended revision: "Year-over-year increase in stakeholder and partner survey response rate."

The surveys VMC currently sends to stakeholders relate to their experience in VMC's umbrella festivals which take place January, April and November. The next survey will be sent upon the conclusion of Fall FEAST MENDOCINO, in mid-November. The Sales & Hospitality Coordinator will work with the ED and DMM to devise a standard set of survey questions designed to elicit response.

**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\\_Final\\_2018-19.pdf](http://mendocinotourism.org/wp-content/uploads/Marketing-Plan_Final_2018-19.pdf)); and 2) the three-year Strategic Plan.

The Director of Marketing & Media (DMM) worked closely with the Public Relations agent of record, KOLI Communications, and marketing consultant, TheorySF to achieve the goals described in the Marketing Plan.

TheorySF worked closely with the DMM and other Marketing team members to develop a new brand for Visit Mendocino County's annual 10-day festivals, continue to refine website content, and conduct a brand launch campaign in the San Francisco Bay Area: elements all designed to raise awareness of Mendocino County as a tourism destination among target audiences of millennials and gen-X in VMC's top target markets of the greater Bay Area and Sacramento/Central Valley.

There were several additions to the sales plan this quarter.

Registration is complete for the Denver Travel and Adventure Show in February. Since United Airlines will be flying daily flight from San Francisco beginning in March, Mendocino County branding is needed in the Denver market. Also added is the Feast of the Sun in San Francisco March 24-25, 2019, and a sales mission to Scandinavia (hopefully combined with a U.K. event) will occur in March 2019.

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

In September 2018, the Marketing team launched the first monthly report to stakeholders and partners for whom VMC has an email address recorded on the back-end of the website. The report shows the following:

1. The total number of visitors to the VMC website
2. The number of referrals from the VMC site to their website
3. The number of click-throughs made from the VMC site to their site

An example of the report is shown on the following page. For this purpose, the results have been blanked out,.



The DMM will select a cadre of properties, from large to small, coastal to inland, to track on a month-over-month basis. VMC is undertaking a continued effort to identify additional partners, creating a website listing for each of them, and bringing them into the reporting fold.

The PR team (Koleen Hamblin and DMM) continues to communicate 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 solicited victories for donations to be poured at the Visit California media reception in San Francisco in early October. The response to the request was excellent.

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.

As VMC's stakeholders see concrete 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, and more.

Various partners contributed to the sales efforts this quarter. Hotels, restaurants and attractions all participated by donating giveaways for prize drawings at four consumer trade shows and as part of the Australia sales mission.

One of the major ways VMC gets buy in from partners around the county is their participation in our festivals. While VMC's next umbrella festival, fall's Feast Mendocino, does not take place until November, recruitment of businesses and organizations begins in the summer months. Event coordinator reached out to businesses and organizations county-wide to participate by providing events for the festival's categories ('eat', 'play', 'learn', 'sip' and 'stay') with the following results:

- 'Eat' category: 27 culinary events and 18 restaurants offering special fare throughout the 10 days of the festival
- 'Play' category: 19 fun events and 7 activities
- 'Learn' category: 21 special 'hands-on' opportunities and 4 farm visit listings
- 'Sip' category: 5 beer listings, 20 winery listings in Anderson Valley, and 12 along Redwood Corridor
- 'Stay' category: 31 lodging establishments countywide
- In all, over 130 county businesses and organizations joined in for the November event.

For specifics on who these were and what they offered, please refer to the online 2018 Feast Mendocino brochure, [https://visitmendocino.com/app/uploads/2018/09/VMC2018\\_FeastMendo\\_FINALcomp.pdf](https://visitmendocino.com/app/uploads/2018/09/VMC2018_FeastMendo_FINALcomp.pdf).

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

In Q1 VMC's staff visited 32 lodging stakeholders at a variety of locations throughout the county in an effort to continue to create and strengthen on-going relationships. The quarter's HAP visits were highlighted by having two MCTC Board members, Sushwari and Jennifer Seward, actively participate in visits to lodging stakeholders in the Ukiah area. The Board members experienced first-hand how the program is delivered and how it is received by the lodging community. Both staff and Board members acknowledged it was an extremely useful exercise and confirmed the HAP visits should definitely continue. VMC staff continued to add the most recent contact information and data to the proprietary Filemaker database. Additionally, staff continue to update the VMC website with the most current lodging information.

The Executive Director had a first conversation with the founder of a local winery data collection software, Community Benchmark. The thoughts are to use the same platform, edit the questions to be relevant for lodging. MCTC would then have data sets to compare YOY to judge its own performance within its stakeholder community.

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

We are growing and cementing Visit Mendocino County's position within the County. In order to position VMC as more accessible to the Board of Supervisors, the main office of operation opened in Ukiah in early September 2018. As the county seat and a centrally located city, Ukiah allows closer direct access to more of the community. The Fort Bragg office is in the process of being downsized in order to share the space and foster a new partnership with the West Company, a fellow nonprofit organization that has been serving Mendocino County since 1988.

According to the latest BID data received from the County Tax Collector, 43% of lodging paying into the BID are coastal and 57% inland; however BID payments are split on a 72% coastal v. 28% inland ratio. Having two offices serves to improve VMC's reach while working to grow new relationships and strengthen current ones with stakeholders and partners.

Throughout Q1 VMC staff worked to strengthen on-going regional tourism (industry) relationships with a number of intercounty Chambers of Commerce (Ukiah, Willits, and Mendocino Coast) and the "Visit" organizations. VMC attended and participated in the organizations' regular monthly meetings. A major topic of interest was the potential integration/combination of three independent entities: Visit Ukiah, Ukiah Chamber of Commerce, and Ukiah's Main Street program into one organization. There was considerable background work completed on the potential integration, including a new organization chart with defined job descriptions as well as a draft budget. A final meeting will involve the boards of each of the three entities to discuss and vote on whether there is enough support to officially propose that the three organizations combine into one entity.

Other examples of VMC's relationships and collaborations this quarter include partnering with Humboldt County at a trade show in Sacramento and with Shasta at a consumer event in Vancouver BC.

- **OBJECTIVE: YOY increase in number of events launched and reaching self sufficiency**

Since creating the Strategic Plan, the Board has altered the mechanism by which it supports events. It has ceased granting funds to individual events and instead VMC actively encourages the launch of new events by the County's "Visit" organizations, Chambers of Commerce, and wine associations by the dissemination of monies to initiate new visitor-facing events as well as in-kind publicity, inclusion in press releases when appropriate, and volunteering at events.

At its October meeting, the Board will consider a recommendation from VMC staff to rewrite this objective to: YOY increase in partner participation in festivals that will reflect its new strategy for implementing this Imperative.

- **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 notification about MCTC Board of Directors and BID Advisory Board seat openings are posted, among other notices. The VMC ED will ensure that stakeholders are made aware of the page in the bi-monthly report to stakeholders, which will be implemented in the fall of 2018. Going forward, staff will monitor page visitation with Google Analytics; add opportunities such as calls for festival events; trade show opportunities; and more; and also use the page as a talking point during HAP visits.

- **OBJECTIVE: YOY increase in new applicants for BID and MCTC Board positions and committee membership**

The Executive Director worked with the BID Advisory Board and the County Tax Collector to include a notice that was sent with the TOT/BID collection form sent to property renters (under 30 days) for the July–September collection period. The letter announced open seats and request interested parties submit an application for consideration. Open elected seats on the Board of Directors were: Large, Medium, and Small Lodging.

The current Large Lodging member re-upped and will be seated for another term. The ED was successful in recruiting an uncontested applicant for the Medium Lodging seat, whose application was accepted by the Tax Collector. The Small Lodging seat had three applicants and property owners were sent a ballot to be completed by the end of October. Shortly thereafter, the results will be announced.

In October 2018, the VMC Board will consider the VMC staff recommendation to reword this Objective to change “YOY increase” verbiage to “Solicit new applicants....”

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

The Marketing team continues to closely monitor website performance and adjust home page content to reflect seasonality and trends. The Marketing team has established a benchmark set of analytics to assess site performance, demographics, and psychographics of users, and is using Q2, the Quantcast Intelligence Cloud, suite of audience insights, targeting and measurement solutions that are designed to understand, influence, convert and measure the consumer journey.

The August Analytics Report (the only month to date for which data is available) reveals that:

- Traffic is up YOY
- Females are the primary site visitors with Quantcast showing Moms of all types to be particularly interested in the site
- Site visitors are likely to be college educated and have high income levels
- Events continue to hold visitors’ interest
- Referral and direct traffic is up

The full report is available for review at <https://www.dropbox.com/s/f5dwh7o580kjslf/VMC%20Analytics%20August%20%2718.pdf?dl=0>.

As the team continues to develop new marketing tactics with digital and billboard being primary components, the traffic flow will be monitored and content changed as necessary.

For Fall FEAST MENDOCINO, the Marketing team created a landing page for the festival’s anchor events, which can be viewed at <https://feastmendo.visitmendocino.com> and launched a robust digital campaign to solicit ticket buyers for the anchor events.



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

The DMM continues to submit media content to Visit California that highlights unique aspects of Mendocino County. This is an ongoing project.

The Executive Director is working with the Lake County TID steering committee on the revival of their Tourism Improvement District. Lake County has struggled in explaining to their partners and stakeholders what a TID could do for tourism in their region. The ED is actively working with Lake County to draft internal marketing materials. This relationship will continue to grow and foster larger collaborative projects in the future. The marketing plan and budget for FY 18/19 for the North Coast Tourism Council was approved by Visit California.

Marketing for the North Coast Tourism Council is closely tied to Mendocino County as, according to Visit California, 38.3% of international visitors coming to the four North Coast counties come to Mendocino County.

### **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 PR updates to stakeholders and partners. The DMM also shared PR hits and other news on the YMC Partners at Work Facebook group. In addition, the DMM ensures stakeholders receive any articles that result from media FAM visits.

Staff attends the Ukiah Chamber of Commerce meetings and Anderson Valley Winegrowers Association Board of Directors meetings.

The Festival Committee Chair and Executive Director met with the following County regional partners: Visit Ukiah, Visit Willits, Destination Hopland, Mendocino Arts Council, Anderson Valley Winegrowers Association, Mendocino Wine Inc. to review their partnership funding checks and discuss proper use of the funds. The balance of the partners will receive their funds in October. We look forward to inviting each group to present to our Board of Directors in January 2019 as to their use of the funds.

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

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

The Marketing team will undertake an awareness study once the website and marketing programs have been active for a sufficient amount of time.

Social media also plays an important role in creating and raising brand awareness. The figure below shows the YOY metrics for the quarter.

| Social Media Results YOY FY 2017 v. FY 2018 Q1 |            |            |                |            |            |
|--|------------|------------|----------------|------------|------------|
|  | FACEBOOK   |            |                | INSTAGRAM  |            |
|  | FY 2017 Q1 | FY 2018 Q1 |                | FY 2017 Q1 | FY 2018 Q1 |
| Impressions                                    | 520,016    | 472,462    | Likes Received | 5,787      | 13,645     |
| Engagement                                     | 15,547     | 14,056     | Comments       | 96         | 229        |
| Link Clicks                                    | 610        | 938        | Impressions    | 5,200      | 201,700    |
| Posts  | 29         | 32         | Posts          | 20         | 30         |
| Impressions/Post                               | 17,931     | 14,764     | Likes/Post     | 289        | 455        |
| Engagements/Post                               | 536        | 439        | Comments/Post  | 4.8        |            |
| Fan Base                                       | 56,185     | 57,283     |                |            |            |

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

For the quarter, metrics show increases in both impressions and ad equivalency.

| YOY PR Results for Q1 |            |            |                 |                 |             |             |            |            |            |            |
|-----------------------|------------|------------|-----------------|-----------------|-------------|-------------|------------|------------|------------|------------|
| Year                  | FY 2017 Q1 | FY 2018 Q1 | FY 2017 Q1      | FY 2018 Q1      | FY 2017 Q1  | FY 2018 Q1  | FY 2017 Q1 | FY 2018 Q1 | FY 2017 Q1 | FY 2018 Q1 |
|                       | Hits       |            | Ad Equivalency  |                 | Impressions |             | Releases   |            | FAM Visits |            |
| July                  | 50         | 69         | \$4,795,181.00  | \$11,456,299.40 | 90,552,500  | 125,983,68  | 0          | 1          | 3          | 3          |
| August                | 40         | 320        | \$5,527,732.73  | \$426,467.00    | 41,458      | 283,173,825 | 1          | 3          | 3          | 1          |
| September             | 47         | 48         | \$68,100.00     | \$3,110,070.24  | 118,981,190 | 55,456,923  | 2          | 2          | 13         | 8          |
| YOY Total             | 137        | 437        | \$12,379,757.73 | \$24,346,172    | 348,375,548 | 464,614,435 | 3          | 6          | 19         | 13         |

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

At the time of creating the Strategic Plan, the determination was made that an in-market survey would be conducted every other year and is due to take place during the current fiscal year. This item is separate from prospective visitor and awareness surveys undertaken by the Marketing team and falls under the purview of the Visitor Services Committee.

Tear off maps for the South Coast were moved to the Gualala Art Center and Redwood Coast Chamber so they are more easily assessed by South Coast businesses.

A new visitor guide template is being designed.

Exposure to the new branding is continuing with new logo wear and tablecloths for trade shows.

## INITIATIVE 7: Increase Mendocino County brand awareness and positive perception

Now that the branding for Mendocino County has been established, the Marketing team, working with the Marketing Committee, is rebranding the countywide festivals. The two main festivals -- the Mushroom Fest and Crab Fest -- have each been around for 20 years. The festival content and names are tired and the major ingredients are sometimes unavailable. Following discussions between the Marketing team and Committee, the decision was taken to rebrand the two festivals as “Feast Mendocino”, with Fall and Winter being the differentiating factor. This allows the team to open up the festivals to a wider array of culinary items. As the brand was being developed, the Committee and team acknowledged that further work was necessary to distinguish the Fall and Winter events and, at time of writing this report, are working to provide clearer branding for the festivals.

In addition, the Marketing Committee and team agreed to terminate the Almost Fringe Festival due to its lack of anchor event and appeal to out-of-county visitors. The festival will be rebranded as Spring FEAST MENDOCINO and discussions about festival content are ongoing.

The Marketing team worked on a brand launch campaign kick-off in July 2018 around the greater SF Bay Area. Creative includes:

- strategic placement of branding on ten electronic billboards from Vallejo to San Jose
- bus wraps deployed on three SF Muni bus routes: along the Embarcadero to the Fisherman’s Wharf area; the 1 California line that runs from downtown through the city to the ocean; and a line on Market Street to the Upper Haight
- taxi toppers on vehicles that traverse the city and beyond (e.g., SFO)
- bus “kings” on the sides of SF Muni buses
- a robust online campaign designed to drive traffic to the website.



The Mendocino County booth at the State Fair, showcasing inland Mendocino County and Seabiscuit, was a huge success. The booth was awarded a gold ribbon as well as receiving special recognition for having the best consumer experience. Over 1,000 names were obtained for our database.

Follow up from the European sales mission with Explore Marketing was completed. Several hundred front line staff were trained and exposed to Mendocino County.

The DTD participated in a Visit California sales mission to Australia and New Zealand. Over 450 travel agents and tour operators were trained and exposed to the Mendocino County brand.

VMC staffed a booth at Paul Bunyan Days in Fort Bragg. The event was attended by many tourists. VMC also participated in the Santa Clara Pet Expo, emphasizing our pet friendliness. 115 new names for our database were obtained.

For the first time in six years Mendocino County was represented at the Ghirardelli Chocolate Festival in San Francisco with a gain of 640 names for our database.

VMC partnered with Humboldt County to participate in a consumer trade event in Sacramento and also partnered with Shasta to participate in a consumer trade event in Vancouver BC for the first time. Canada is our number one international market and we obtained 650 database contacts.



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

The ED and DMM worked with Ecoterra in Hopland to create a new anchor event for Fall FEAST MENDOCINO. By working side-by-side with the ED of Ecoterra and TheorySF. A new highly visible, sustainable anchor event has been created in Hopland, an area which previously had been “underserved” with regard to festival events.

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

In December 2017, responsibility for cannabis initiatives were transferred to the Mendocino County Promotional Alliance. This Initiative should, therefore, be considered complete.

# Appendix 1

## SUMMARY SALES PLAN FOR FY 18/19

### **JULY 2018 – CA State Fair.**

The theme this year was Seabiscuit/Ridgewood Ranch/inland Mendocino. The Mendocino County booth was awarded both a gold medal and a special award for best consumer experience. An estimated 7000 – 10,000 people visited our booth.

### **AUGUST 2018– Visit CA sales mission to New Zealand and Australia.**

The mission included visits to tour operators, over 400 travel agents, and travel influencers in three cities. The Mendocino County Director of Tourism Development represented the North Coast Tourism Council.

### **SEPTEMBER 2018- PET EXPO**

We attended an event in Santa Clara which focused on our pet friendly business.

### **SEPTEMBER 2018 – Ghirardelli Square Chocolate Festival**

This is a two -day event focusing on high income residents of San Francisco and tourists.

### **SEPTEMBER 2018 – VANCOUVER TRAVEL AND ADVENTURE SHOW**

Visit Mendocino is sharing a booth with Shasta. This will be the first consumer facing event ever done in BC, Canada, by far the number one international destination.

### **NOVEMBER 2018 – NATIONAL TOUR ASSOCIATION**

This is another North Coast Tourism Council paid for event designed to influence more group business to the region and Mendocino County.

### **JANUARY 2019 – SPORTSMEN SHOW IN SACRAMENTO**

This four day event at Cal Expo is a partnership with Humboldt County. It attracts consumers who are interested in the outdoor experiences we offer, both inland and coastal.

### **JANUARY 2019 – AMERICAN BUS ASSOCIATION MARKETPLACE**

This is the second trade show we attend to encourage bus and group tours to Mendocino County. This is also a North Coast Tourism paid for event.

### **JANUARY 2019 – MID-ATLANTIC SUMMIT**

This is an unusual opportunity to meet international tour operators who usually do not come to the US. The North Coast pays for this opportunity and it is subsidized by Icelandair.

### **FEBRUARY 2019 – OUTLOOK FORUM**

This annual Visit CA event enables interaction with Visit CA as well as representatives from their 14 international offices. The Director of Tourism Development attends on behalf of the North Coast Tourism Council.

#### **FEBRUARY 2019 – RTO LOS ANGELES**

This is another North Coast event designed to interact with mostly Asian tour operators located in SOCA.

#### **FEBRUARY 2019 – LOS ANGELES TRAVEL AND ADVENTURE SHOW**

SOCA is our third largest market and Mendocino County does a consumer show there annually, one year in San Diego and the next in Los Angeles. Several thousand potential visitors are reached.

#### **FEBRUARY 2019 – GO WEST SUMMIT**

This North Coast event focuses on international operators who are interested in sending visitors to the 14 Western states. The North Coast partners with Shasta. Mendocino County greatly benefits from the leads generated.

#### **FEBRUARY 2019 – DENVER TRAVEL AND ADVENTURE SHOW**

The Denver market needs to be developed since United Airlines will begin daily flights to Denver from Santa Rosa (STS) on March 4, 2019.

#### **MARCH 2019 – BAY AREA TRAVEL AND ADVENTURE SHOW**

This is always the best attended travel show, attracting many thousands of potential visitors from our prime target area, the San Francisco Bay area.

#### **MARCH 2019 – VISIT CALIFORNIA SALES MISSION TO SCANDINAVIA**

This will be the first sales mission to this very important and affluent area.

#### **MARCH 2019 – SALES MISSION TO UK**

The object is to combine this with Scandinavia to save transportation costs. The North Coast will partner with Shasta and is working with Black Diamond, the Visit California UK vendor.

## Appendix 2

### 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 invite 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 Generations.  |
| <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.   |