



DogTrekker.com – Mendocino County Tourism Commission July 2018 – June 2019 Barking

Visit Mendocino County was the first county “Paw-of-Approval” partner destination launched on DogTrekker.com. During the past 8 years, as DogTrekker.com has become the go-to travel source for over **two million** California dog-parents, **Mendocino County** has become the go-to destination for DogTrekker.com’s readers and users on all award-winning channels (website, newsletter, blog, mobile app and social media).

In DogTrekker’s recap/presentation last year, we reviewed our 7-year history, the case for the billion-dollar destination driver that is dog-friendly travel and why and how DogTrekker leads the pack when it comes to dishing up aspirational ideas and practical expertise, engaging ready-to-travel readers through multiple content platforms and interactive tools that highlight the best of dog-friendly California. Please refer to that document for more historical information.

Very important to Mendocino Tourism Commission:

- Dog-friendly travel has become a huge destination driver over the past decade, with more than **\$250 million** generated in dog fees and **\$11 billion** total spend by leisure travelers in California while traveling with pets each year
- **86%** of DogTrekker subscribers want to see more advertising for hotels
- **77%** want to see coverage of off the beaten track dog-friendly destinations
- **77%** book direct to property
- The top three most read and clicked activities on DogTrekker.com are: 1) beaches; 2) hikes; and 3) wineries – Wine, Waves, Wilderness & Woof!
- **Hundreds of thousands** of DogTrekkers use our channels to plan and book travel, even when they leave their pups behind (DogTrekker now promoting non-dog-friendly events on a special section of the Mendocino landing page (see Addendum 1 – Assets)
- Though a collaborative partnership over the past nearly eight years between DogTrekker.com and Mendocino County Tourism, the destination has achieved dominance in the “pet-friendly” California travel market, moving from number 23 out of 30 destinations at the time of DogTrekker.com launch to the **second** most top-of-mind dog-friendly county in the state—2018-2019 was no exception

Once again, DogTrekker double-downed in delivery this past year, delivering more ad coverage, more engaging stories, more features than ever before. And it pays off in this text we just received:

Between Dog Trekkers recent newsletter about Mendocino County and Visit Mendocino, wanted to let you know that it worked...your marketing worked! 🐾 We are here here at Fort Bragg for the weekend after much driving through the beautiful Mendocino County forests. Here's me enjoying the ocean view while my hoomans gets ready...

▶ View photo

Will post about my weekend later. But first, chase the birds on the beach!





2018-2019 Campaign Report

We are proud to present the results for Mendocino /County:

- Now over **250** dog-friendly listings, with **84** lodging (not including multiple short-term rentals) and **50** dog-friendly winery listings
- In our 2019 reader survey, out of all park and hiking districts in the STATE, the Fort Bragg Coastal Trail was **6th in familiarity** with nearly 30% of our audience—a result of the two trail opening celebrations DogTrekker sponsored and attended
- The most SEO search-friendly stories of any county in California at **96**
- In the past year (7/1/18-6/30/19):
 - DogTrekker.com:
 - **60,000** plus adjusted pageviews of Mendocino content
 - **1:37** minutes time on page for Mendocino content
 - **6,636** outbound handoffs to Mendocino County stakeholders
 - DogTrekker newsletters:
 - Mendocino County and partners were featured a record 15 times this past year:
 - Regular 5-story annual takeover newsletter
 - Bonus 4-story takeover newsletter featuring partner cities, Mendocino, Little River and Fort Bragg
 - Six other newsletter stories, including wine, holiday, water, camping and Coastal California
 - See Addendum 2 – Newsletters for issues and links
 - **60,000** impressions
 - **546** outbound handoffs to Mendocino County stakeholders
 - Custom 300x600 Visit Mendocino display ads:
 - **106,382** impressions
 - **262** clicks
 - Does not include lodging partner ad impressions and clicks nor DogCation® impressions or clicks
- Totals:
 - **246,382** pure Mendocino impressions (not including DogCations)
 - **7,444** clicks to Mendocino County stakeholders
 - CPC of campaign at \$7,500 = **\$1.01**

Beyond the Numbers:

- Mobile app integrates all Mendocino County listings and stories
- Mendocino County and partners were featured at adoptathons and other dog events where there were over **200,000** dog parents in attendance
- Does not include ongoing social media posts
- Support for the community animal welfare organizations as part of DogTrekker's **Tourism Gives Back** initiative, including both Humane Society for Inland Mendocino County and Mendocino Coast Humane Society
- Paw Press Blog and social media posts throughout the year
- Pro bono recovery campaign during and after the fires
- Totally turn-key campaign—no Visit Mendocino staff bandwidth needed!

Addendum 1– Assets

Takeover Newsletters



DogTrekker
Have Dog Will Travel®

June 26, 2019

Gualala Point Regional Park.

Mendocino County is Dog-Passionate!

Hi <<First Name>>...

Summer's here and it's hot. But on the California coast it's always cool, and Mendocino County coast is "cool" in another way—as in awesome in terms of scenery, places to stay and things to do with your pup. Plan a road trip up Highway 1 and you'll find dog-friendly diversions at every curve. Here's how to get moving.

New 300x600 Display



BRING A FRIEND!
PET FRIENDLY TRAVEL

MENDOCINO COUNTY
U.S.A.
FIND YOUR HAPPY!

www.visitmendocino.com

New Event Calendar
Promoting Dog-friendly &
Non-dog-friendly Events



MENDOCINO COUNTY
U.S.A.
FIND YOUR HAPPY!

Mendocino County is an enchanted place filled with real, unspoiled California opportunities and inhabited by fun-loving misfits, mavericks and makers.

RUSSIAN RIVER ADVENTURES: PADDLE-CANOE RAFTING TRIP
JULY 8: 9:30 AM - JULY 31: 9:30 AM

Dog-friendly

3rd Annual Campout Presented by the Volleyball Crew
AUGUST 2: 12:00 PM - AUGUST 4: 12:00 PM

Dogs allowed on-leash, must be less than 20 pounds to enter houses

Multiple DogCations



BEACHCOMBER MOTEL AND SPA ON THE BEACH
WIN A DOGCATION!

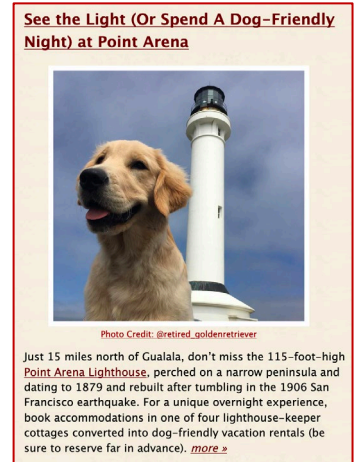
FORT BRAGG **ENTER HERE!**

On-site Event Promotion



BEACHCOMBER MOTEL & SPA
BRING A FRIEND!
THE BLACK ROCK
MENDOCINO COUNTY
STANFORD INN
DogTrekker.com

Engaging Stories



See the Light (Or Spend A Dog-Friendly Night) at Point Arena

Photo Credit: @retired_goldenretriever

Just 15 miles north of Gualala, don't miss the 115-foot-high Point Arena Lighthouse, perched on a narrow peninsula and dating to 1879 and rebuilt after tumbling in the 1906 San Francisco earthquake. For a unique overnight experience, book accommodations in one of four lighthouse-keeper cottages converted into dog-friendly vacation rentals (be sure to reserve far in advance). [more »](#)

Mobile App DogCation Display



the STANFORD INN
BY THE SEA
Dog-Friendly!

Mendocino
WIN A MENDOCINO COAST DOGCATION!

WIN!
(707) 937-5615
stanfordinn.com



Addendum 2 – Newsletter Issues and Stories 2018-2019

Issues:

1. July 11, 2018 Coast is Calling You and Your BFF
2. Sept 10, 2018 Breath of Fresh Air Mendo
3. Oct 8, 2018 Dogs, Wine and Fun
4. Nov 21, 2018 Holiday: Celebrating with the Entire Family
5. May 28, 2019 Getting Campy
6. June 13, 2019 Water Dogs Unite
7. June 27, 2019 Mendo is Dog-Passionate

Stories:

1. July 11, 2018 <https://dogtrekker.com/Story/Dog-friendly-Noyo-Beach-Mendocino-County>
2. Sept 10, 2018 <https://dogtrekker.com/Story/Dog-Passionate-Places-to-Rest-Heads-and-Paws>
3. Sept 10, 2018 <https://dogtrekker.com/Story/Dog-Friendly-Attractions-on-the-Mendo-Coast>
4. Sept 10, 2018 <https://dogtrekker.com/Story/Chow-Down-With-Your-Pup-Within-Sight-of-the-Sea>
5. Sept 10, 2018 <https://dogtrekker.com/Story/Seaside-Waves-and-Walks-With-Your-Dog>
6. Sept 10, 2018 <https://dogtrekker.com/Story/Wine-Time-Paws-Up-For-These-Mendo-Wineries>
7. Sept 10, 2018 <https://dogtrekker.com/Story/Mendocino-Coast-Humane-2018>
8. Oct 8, 2018 <https://dogtrekker.com/Story/Mendocino-County-Hole-in-One>
9. Nov 21, 2018 <https://dogtrekker.com/Story/Festival-of-Lights-Mendocino>
10. June 27, 2019 <https://dogtrekker.com/Story/Start-at-the-Dog-Friendly-Border-Town-of-Gualala>
11. June 27, 2019 <https://dogtrekker.com/Story/See-the-Light-Or-Spend-A-Dog-Friendly-Night-at-Point-Arena>
12. June 27, 2019 <https://dogtrekker.com/Story/Little-River-Big-Tail-Waggin-Attractions>
13. June 27, 2019 <https://dogtrekker.com/Story/Dog-Friendly-Brags-in-Fort-Bragg>
14. May 28, 2019 <https://dogtrekker.com/Story/Scenery-Rules-at-These-Dog-friendly-Destination-Campgrounds>
15. June 13, 2019 <https://dogtrekker.com/Story/Get-Your-Tails-to-Mendocino-Countys-Little-River-Inn>

DogTrekker.com is LOCAL 🐾 ACCURATE 🐾 ENGAGING 🐾 COMMITTED

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