



MENDOCINO COUNTY TOURISM COMMISSION

March/April 2019 Report



Outlined below is an activity recap for public relations efforts on behalf of Visit Mendocino County during the above-mentioned period.

EARNED MEDIA

COVERAGE	TOTAL
Placements	139
Circulation	219 Million
Advertising Equiv.	\$15,599,186.70

MEDIA CONTENT/DEVELOPMENT

ISSUED: 2

Media materials drafted/distributed:

- a) Historic Heights: Tower Lodgings
- b) Visit Mendocino Hot Sheet/2019

MEDIA MATERIALS/DISTRIBUTION

RELEASE	OUTLET	DISTRIBUTION
Historic Heights	Calif. Regional	475
	Top News	333
	Top Freelance	768
	Inflight	77
	Southern Cal	590
	W. Canada	394
	Travel	542
Hot Sheet/2019	Calif. Regional	475
	Top News	333
	Top Freelance	768
	Inflight	77
	Southern Cal	590
	W. Canada	394
	Travel	542

FAMILIARIZATION PROGRAM

SECURED: 8

DATE	NAME	OUTLET	FOCUS
3/4-3/8	Chelsea Davis	Forbes	Coast
4/17-4/18	Tom Kerridger	American Adventures	Coast
4/16-4/19	Jill Robinson	Modern Luxury	County
4/19-4/20	Patti Burgess	Marina Times	Coast
4/23-4/26	Sharon Boorstin	Los Angeles Times	Coast
4/23-4/25	Christine Valhouli	Shermans Travel	Coast
4/24-4/26	Rich Rubin	Passport Magazine	Coast
4/25-4/28	Courtney Elko	Family Vacation Critic	County

KEY HIGHLIGHTS

Afar Magazine: https://www.afar.com/magazine/this-laidback-wine-region-is-all-about-pinot-redwoods-and-apples?utm_campaign=Feed%3A+AfarMagazine+%28AFAR+Magazine%29&utm_medium=feed&utm_source=feedburner

Canadian Traveller: <https://www.canadiantraveller.com/Mendocino-County-Going-Au-Natural-on-Californias-Cozy-Coast>

Food & Wine/Mexico: pdf on file

Food & Wine: <https://www.foodandwine.com/chefs/best-new-chefs-2019-matthew-kammerer>

Forbes: <https://www.forbes.com/sites/chelseadavis/2019/04/30/must-try-mendocino-the-best-places-to-wine-dine/#4edbaacb61d8>

National Geographic Traveler/UK: pdf on file

NBC Los Angeles: <https://www.nbclosangeles.com/entertainment/the-scene/Snooze-in-a-Mendocino-Water-Tower-509218171.html>

New York Times: <https://www.nytimes.com/2019/04/18/travel/what-to-do-in-mendocino-county.html>

San Francisco Magazine/Modern Luxury: <https://www.modernluxury.com/san-francisco/story/three-the-road>

Travel & Leisure/Mexico: <https://travellandleisure.mx/green-travel/2019/03/25/cinco-lugares-recorrer-en-kayak/>

Wine & Spirits:

https://www.dropbox.com/s/g5np2wa1iivo4r8/20190418_McFadden%20Potter%20Valley_Wine%20%26%20Spirits.pdf?dl=0

RESEARCH

Database Development

- Top Social Media Influencer/Blogger List 2019
- Top Freelance/2019

- Travel/2019
- SATW

MEDIA MISSIONS/TRADE SHOWS/MISC. INITIATIVES

Media Missions

- Vancouver mission tentatively slated for fall/2019.

Trade Shows

- Society of American Travel Writers – attend Western Chapter meeting and media marketplace; (4/28-5/3).
- Visit California Media Bootcamp – tentatively scheduled for November/2019.

MEDIA OUTREACH

Media Relations/Domestic Solicitation

General: 87

Media Relations/International Solicitation

Sub-total: 5

Feature Research

Sub-Total: 8

Total Assisted

Outreach: 100

SOCIAL MEDIA

- Social media campaign handled in-house.

PROGRAMMING/ADMINISTRATION

- Draft Bi-Monthly Activity Report
- Track/Draft Media Impact Report
- Conduct VMC/Agency Conference Calls
- VMC Meetings/Site Checks
- Draft PR Workplan 2019-2020

RESULTS

- Please refer to Media Impact Report 2019-2020