



VISIT MENDOCINO COUNTY
Quarterly Report ~ April - June 2019

Submitted to Mendocino County Tourism Commission & County of Mendocino
August 13, 2019



VMC Quarterly Activities Report: April – June 2019

Executive Summary

- The Director of Marketing & Media (DMM) worked closely with marketing consultants, TheorySF (TSF) and Media Matters WorldWide (MMWW) to continue the creative digital campaigns to target markets and audiences using programmatic advertising.
- In collaboration with the West Business Development Center, VMC presented a series of workshops designed to appeal to stakeholders and partners.
- During the quarter, staff made 80 site visits to lodging properties.
- The Festival, Marketing and Finance Committees continue to meet on a monthly basis; Visitor Services Committee held its quarterly meeting.
- The DMM and Executive Director worked with the BID Advisory Board to finalize the annual report, which was approved by the Board of Supervisors at their May 21, 2019 meeting and noticed at that meeting for public hearing on June 18 where it was unopposed in public comment.
- VMC and Mendocino County entered into the annual services contract for 2019/2020.
- VMC staff continued to track their work as relating to the Strategic Plan.
- Public relations continued to reap great rewards from its media outreach with stories in the New York Times, Wall Street Journal, Sunset, Los Angeles Times, to name a few. The PR team continued its monthly outreach to stakeholders and partners highlighting media coverage.
- Seven new contracts were signed between hotels and tour operators.

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-Rev-20181011.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**

In October 2018, the Mendocino County Treasurer-Tax Collector’s office published their annual TOT/BID collections report. The report shows that county revenue from lodging businesses increased to nearly \$5.5 million, a 5.47% increase over the prior year. Business Improvement District assessment collections grew by 5.94% to \$942,497. We anticipate the data for FY 2018-19 will be available in October 2019.

(Data as of October 1, 2018)

Transient Occupancy Tax (TOT) Collections by Calendar Quarter					
Fiscal Year	1st Quarter (July - Sept.)	2nd Quarter (Oct. - Dec.)	3rd Quarter (Jan. - March)	4th Quarter (April - June)	Fiscal Year Collections
2010-11	\$ 1,159,942.85	\$ 738,735.49	\$ 509,240.81	\$ 870,484.86	\$ 3,278,404.01
2011-12	\$ 1,257,508.60	\$ 783,853.43	\$ 604,215.73	\$ 926,583.93	\$ 3,572,161.69
2012-13	\$ 1,295,039.41	\$ 785,129.26	\$ 614,742.03	\$ 983,244.99	\$ 3,678,155.69
2013-14	\$ 1,376,597.06	\$ 892,555.35	\$ 676,844.41	\$ 1,070,965.43	\$ 4,016,962.25
2014-15	\$ 1,483,327.89	\$ 994,114.03	\$ 779,025.16	\$ 1,193,169.69	\$ 4,449,636.77
2015-16	\$ 1,642,672.96	\$ 1,068,246.06	\$ 835,092.28	\$ 1,298,919.93	\$ 4,844,931.23
2016-17	\$ 1,772,670.46	\$ 1,139,814.79	\$ 817,935.39	\$ 1,440,859.85	\$ 5,171,280.49
2017-18	\$ 1,977,835.77	\$ 1,199,984.34	\$ 999,813.69	\$ 1,271,160.32	\$ 5,448,794.12

Business Improvement District (BID) Assessment Collections by Calendar Quarter					
Fiscal Year	1st Quarter (July - Sept.)	2nd Quarter (Oct. - Dec.)	3rd Quarter (Jan. - March)	4th Quarter (April - June)	Fiscal Year Collections
2010-11	\$ 200,677.35	\$ 120,225.57	\$ 88,797.28	\$ 146,920.70	\$ 556,620.90
2011-12	\$ 214,391.01	\$ 127,956.29	\$ 103,057.37	\$ 158,788.23	\$ 604,192.90
2012-13	\$ 228,091.30	\$ 155,087.30	\$ 107,899.38	\$ 171,379.31	\$ 662,457.29
2013-14	\$ 243,710.03	\$ 149,754.73	\$ 116,839.01	\$ 185,778.08	\$ 696,081.85
2014-15	\$ 259,245.43	\$ 167,619.79	\$ 139,751.12	\$ 204,189.06	\$ 770,805.40
2015-16	\$ 272,665.42	\$ 178,249.54	\$ 147,381.64	\$ 222,042.78	\$ 820,339.38
2016-17	\$ 305,263.55	\$ 189,103.05	\$ 147,942.27	\$ 247,303.83	\$ 889,612.70
2017-18	\$ 331,506.59	\$ 210,674.84	\$ 168,499.04	\$ 231,816.38	\$ 942,496.85

To address the objective that Mendocino County should sustain “BID assessment growth at 5% over average of top 3 competitors,” VMC staff took a new look at our competing destinations. While Sonoma and Napa counties are definitely “competitors” in the realm of tourist draw, i.e., encouraging visitation from our target markets

in the greater Bay Area, those counties' travel related spending, revenue and travel sector employment far outstrip that of Mendocino County. The [online publication](#) of the California Travel Impact report's data for each county enabled us to draw comparisons among a number of our competitors, rural and not, the results of which are set out below.

	TRAVEL RELATED SPENDING			TAX REVENUE		EMPLOYMENT (TRAVEL SECTOR)		
	2017	2018	% INCREASE / DECREASE YOY	2017	2018	2016	2017	% INCREASE / DECREASE YOY
Mendocino	\$456.0M	\$482.2M	5.70%	\$39.9M	\$43.7M	7.1K	6.9K	-2.80%
Humboldt	\$448.2M	\$453.2M	7.87%	\$36.6M	\$39.1M	5.5K	5.5K	0.00%
Shasta	\$462.8M	\$519.6M	9.61%	\$35.9M	\$41.8M	4.8K	4.9K	2.08%
Nevada	\$358.8M	\$379.4M	12.60%	\$28.8M	\$31.6M	3.7K	3.8K	2.70%
El Dorado	\$910.0M	\$1,000.0M	9.90%	\$80.0M	\$90.2M	11.7K	12.4K	5.98%
Sonoma	\$2,099.0M	\$2,200.0M	4.80%	\$169.0M	\$194.8M	21.5K	22.3K	3.72%
Napa	\$1,699.0M	\$1,800.0M	5.90%	\$159.0M	\$164.5M	18.0K	18.3K	1.66%

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

In this report, we have included a side-by-side analysis of Direct Visitor Spending and tax receipts generated by visitor spending for California and Mendocino County. These figures are from the 2018p Economic Impact of Travel report. While the causes of the 9.8% and 7.1% destination spending increases in Mendocino County in 2016 and 2017, respectively, are unable to be proved, anecdotally a portion of those increases can be attributed to the diligent efforts of the Treasurer-Tax Collector's office to locate and add unlicensed vacation rental businesses to the tax rolls. Since May 2016, the county has added 171 properties.

Economic Impact of Travel, 2015-2018p
 Authored by Dean Runyan Associates, Inc
State of California VS Mendocino County

Total Direct Travel Spending (\$Billion/California VS \$Million/Mendocino County)	California		Mendocino		California		Mendocino		California		Mendocino		California		Mendocino	
	2015	YOY %	2015	YOY %	2016	YOY %	2016	YOY %	2017	YOY %	2017	YOY %	2018	YOY %	2018	YOY %
Destination Spending	111.3	3.6%	384.3	5.0%	114.9	3.2%	421.8	9.8%	121	5.3%	451.6	7.1%	127.9	5.7%	465.5	3.1%
Other Travel	10.7	7.0%	14.4	-11.1%	11.5	7.5%	12.8	-11.1%	12.3	7.0%	14.4	12.5%	12.7	3.3%	16.7	16.0%
TOTAL	122	3.9%	398.70	4.3%	126.4	3.6%	434.60	9.0%	133.3	5.5%	466	7.2%	140.6	5.5%	482.2	3.5%

Tax Receipts Generated by Travel Spending (\$Million)	California		Mendocino		California		Mendocino		California		Mendocino		California		Mendocino	
	2015	YOY %	2015	YOY %	2016	YOY %	2016	YOY %	2017	YOY %	2017	YOY %	2018	YOY %	2018	YOY %
Local Tax Receipts	4.9	8.9%	17.4	6.7%	5.3	8.2%	18.5	6.3%	5.6	5.7%	20.1	8.6%	5.9	5.4%	21.2	5.5%
Visitor	NA	NA	11.6	9.4%	NA	NA	12.2	5.2%	NA	NA	13.5	10.7%	NA	NA	14.3	5.9%
Business or Emp	NA	NA	5.8	1.8%	NA	NA	6.3	8.6%	NA	NA	6.6	4.8%	NA	NA	6.9	4.5%
State Tax Receipts	5.2	0.0%	19.5	0.0%	5.3	1.9%	20.3	4.1%	5.3	0.0%	20.9	3.0%	5.9	11.3%	22.5	7.7%
Visitor	NA	NA	13.6	-0.7%	NA	NA	14	2.9%	NA	NA	14.6	4.3%	NA	NA	16.4	12.3%
Business or Emp	NA	NA	5.9	1.7%	NA	NA	6.3	6.8%	NA	NA	6.3	0.0%	NA	NA	6.1	-3.2%
Total Local & State Tax	10.1	9%	36.9	3.1%	10.6	10%	38.8	5.1%	10.9	6%	41	5.7%	11.8	17%	43.7	6.6%

- **OBJECTIVE: Year-over-year increase in stakeholder and partner survey response rate**

The next survey to stakeholders and partners will be for Mushroom Feast Mendocino, which will take place in November 2019.

INITIATIVE: Increase tourism revenue through the development and implementation of the annual integrated marketing, public relations, and sales plan.

The DMM and ED worked on the 2019/2020 Marketing Plan, which was adopted by the MCTC Board of Directors at their May 14, 2019 meeting. The plan may be viewed here: http://mendocinotourism.org/wp-content/uploads/Marketing-Plan_201920_final.pdf.

Activities during the quarter were based on: 1) the annual Marketing Plan (http://mendocinotourism.org/wp-content/uploads/Marketing-Plan_Final_2018-19.pdf); and 2) the three-year Strategic Plan.

The DMM worked closely with the Public Relations agency of record, KOLI Communications, marketing consultant, TheorySF, and media buyers, Media Matters WorldWide, to achieve the goals described in the Marketing Plan.


A review of the digital campaigns from inception to the end of June reveals:

- The Visit Mendocino digital campaign continues to grow awareness and visit intent for Mendocino County by engaging audiences across platforms.
- Media helped create a 149% larger user base for VisitMendocino.com vs the same time last year with 207k total users during the full flight.
- Programmatic media achieved a 2X higher lift vs Travel norm in “Definitely will Visit” Mendocino county in the Nielsen brand study.
- Paid Facebook drove 3X the Travel norm in brand awareness and visit intent through the Facebook brand awareness study.
- Engagement improved throughout the campaign with Activity Rates growing by 39% from December to June thanks to various optimizations across programmatic, social and audio media.
- In both media and on site, audiences responded strongest to destination-focused Skunk Train and Rail Bikes content, the #1 and #2 most viewed pages besides the homepage.

An overview of the digital campaigns for the quarter is shown in the figure on the following page. Creative performance for each channel is noted in the table that follows.


As noted in prior reports, VMC staff has observed an uptick in mailing list sign-ups and Visitor Guide requests.

Taste Mendocino was held on Saturday April 27 at Fort Mason in San Francisco. This event is a collaborative effort by VMC and Mendocino Winegrowers Inc. Forty-five Mendocino County vendors showcased the region’s diversity with their fine wines, artisanal foods, enchanting destinations and unique experiences to a guest list of over 55 media, 95 trade and 270 general admission.



Visit Mendocino Campaign Overview

Campaign Launched 12/10



Media Cost

\$113,169

Impressions

13,755,597

Clicks

80,009

CTR


0.58 %

CP Content View

\$1.10

Video Compl Rate (VCR)

41 %



KPI Overview

	Spotify PMP	AXM	Facebook	Total
# Media Cost	\$27,865	\$52,881	\$32,423	\$113,169
# Impressions	805,038	7,089,335	5,861,224	13,755,597
# Clicks	2,131	23,527	54,351	80,009
# CTR	0.26 %	0.33 %	0.93 %	0.58 %
# CPC	\$13.08	\$2.25	\$0.60	\$1.41
# Social Actions	0	0	16,308	16,308
# Content Views	5,000	28,936	68,828	102,764
# Activity Rate	0.62 %	0.41 %	1.17 %	0.75 %
# CP Content View	\$5.57	\$1.83	\$0.47	\$1.10
# Outgoing Link	41	625	1,127	1,793
# Email Signup	0	16	73	89
# Visitor Guide Signup	5	27	0	32
# Video Plays	805,038	1,141,740	1,043,612	2,990,390
# Video Compl Rate (VCR)	68 %	58 %	2 %	41 %

1 - 14 of 14 items

Campaign Milestones

12/10: Campaign launched

Creative Performance

Publisher	Ad Format	Creative ...	# Media Cost ↓	# Impressio...	# Clicks	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# En
Facebook	All	All	\$32,423	5,861,224	54,351	0.93 %	\$0.60	1,043,612	2 %	68,828	\$0.47	1,127	
	Static	All	\$16,739	3,469,901	26,290	0.76 %	\$0.64	0	NaN	35,727	\$0.47	728	
		Skunktrain	\$14,712	3,228,009	24,509	0.76 %	\$0.60	0	NaN	34,393	\$0.43	623	
		TasteofMen...	\$1,222	117,684	991	0.84 %	\$1.23	0	NaN	553	\$2.21	49	
		Pinot	\$314	68,730	460	0.67 %	\$0.68	0	NaN	651	\$0.48	47	
		TasteofMen...	\$282	32,766	202	0.62 %	\$1.40	0	NaN	79	\$3.57	5	
		TasteofMen...	\$194	21,127	122	0.58 %	\$1.59	0	NaN	45	\$4.32	4	
		TasteofMen...	\$13	1,206	3	0.25 %	\$4.40	0	NaN	1	\$13.21	0	
		Pet Friendly...	\$1	379	3	0.79 %	\$0.34	0	NaN	5	\$0.20	0	
	Video	All	\$13,594	1,870,364	23,937	1.28 %	\$0.57	1,043,612	2 %	28,386	\$0.48	312	
		48s Railbikes	\$7,696	1,019,373	13,236	1.30 %	\$0.58	452,570	2 %	13,840	\$0.56	170	
		30s Skunk T...	\$5,422	795,328	10,078	1.27 %	\$0.54	560,795	2 %	13,705	\$0.40	134	
		30s Canoeing	\$198	21,662	295	1.36 %	\$0.67	11,399	2 %	397	\$0.50	3	
		15s Skunk T...	\$174	21,039	219	1.04 %	\$0.79	11,124	5 %	274	\$0.64	5	
		15s Canoeing	\$105	12,962	109	0.84 %	\$0.96	7,724	3 %	170	\$0.62	0	
	Carousel	All	\$2,090	520,959	4,124	0.79 %	\$0.51	0	NaN	4,715	\$0.44	87	
		Generic	\$2,090	520,959	4,124	0.79 %	\$0.51	0	NaN	4,715	\$0.44	87	
Total			\$113,169	13,755,597	80,009	0.58 %	\$1.41	2,990,390	41 %	102,764	\$1.10	1,793	

1 - 42 of 42 items

⌵ ↔ →←

VMC supported the Anderson Valley Pinot Fest with a digital marketing campaign. Despite the bad weather, the event was well attended.

The digital billboards on the Bay Bridge approach and in Sacramento concluded their run as of June 30, 2019. The Marketing Team will consider outdoor marketing in 2019-2020 if budget permits.

VMC continues to run radio spots with KOZT that reach not only a local audience but listeners in the Bay Area and Sacramento areas.

NCTC sales efforts resulted in leads from Jac Travel for seven tours from Australia in 2020 (20 rooms each) and one tour from Sweden (40 rooms) being given to Mendocino County lodging partners for their follow up.

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

The ED and Point Arena Merchants Association are planning to meet with the owners/managers of Point Arena lodging properties to discuss their inclusion in the BID.

The website hit report to stakeholders continues to go out each month to each website listing for which there is an associated email address. The following table shows the top ten outbound referrals from the VMC website for April through June. It’s easy to see the impact of direct marketing in these results.

GOOGLE ANALYTICS: VMC SITE TOP TEN OUTBOUND REFERRALS Q4 2018/19					
April		May		June	
Property	Opens	Property	Opens	Property	Opens
Total Pageviews:	18,078	Total Pageviews:	16,357	Total Pageviews:	20,467
Skunk Train FB	9,462	Skunk Train FB	7,097	Skunk Train FB	9,107
Stanford Inn	242	Stanford Inn	243	Glass Beach	310
Gualala Hotel	213	Little River Inn	193	Montgomery Woods	310
Montgomery Woods	204	Montgomery Woods	184	Vichy Springs	278
Little River Inn	155	Glass Beach	179	Stanford Inn	251
Vichy Springs	135	Gualala Hotel	138	Little River Inn	221
Orr Hot Springs	134	Lake Mendocino Rec Area	126	Orr Hot Springs	205
Glass Beach	112	MacKerricher State Park	118	Lake Mendocino Rec Area	194
B. Bryan Preserve	108	B. Bryan Preserve	115	Gualala Hotel	157
Lake Mendocino Rec Area	105	Chandelier Drive-Thru Tree	115	Chandelier Drive-Thru Tre	153

The PR team (Koleen Hamblin and DMM) communicates 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 hosted 12 FAM trips.

VMC staff continues to identify additional partners (vacation rentals are top priority), create a website listing for each of them, and bring them into the reporting fold. The VMC team also 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 positive 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, etc.

In the quarter, seven new sales contracts were entered into between international tour operators and the Little River Inn, Elk Cove Inn, Beachcomber Motel and Baechtel Creek Inn. Sales contracts are negotiated documents detailing rates and other terms that tour operators use to sell rooms. The tour operators are Rocky Mountain Holiday Tours, America4You, American Tours, and Bonotel.

Since Q1 2017, VMC has subscribed to Visa Vue, a service offered through Visit California at a discount for DMOs. Visa Vue provides an analysis of international visitor spending patterns in the county on a calendar year quarterly basis. VMC staff has undertaken a thorough analysis of the YOY data, which is shown on the chart on the following page. It should be noted that Visa claims to represent approximately 44% of credit card sales (not just in Mendocino County); the remaining percentage are sales made with Mastercard, American Express, Discover, and other credit cards. VMC does not have access to this data set but one can extrapolate from the data we do have. Another note is that apart from the total dollar amount, spending levels are given in \$100,000 increments so a more granular analysis is impossible to make.

There was a disappointing decrease in international spending YOY for the first calendar quarter of the year. Some key international highlights for the quarter:

- 2,745 cardholders (2,622 consumer; 123 commercial) with a total spend of \$390,109 and average spend of \$72.65 per ticket, a decline over the third quarter of 13.2%.
- Canada remains the top originating country for both the number of cardholders and spend amount, followed by the UK.
- The top YOY market segments by spend growth are discount stores and restaurants. However, in terms of market segment growth, lodging indicates a YOY 36.3% decrease.
- Countries and territories showing the most YOY growth were Canada (+3.6%), Mexico (+60.3%), New Zealand (+9.4%), Puerto Rico (+86.7%), and Spain (+31.7%). Countries showing decreased YOY spending were the UK (-6.6%), China (-13%), Germany (-23.3%), France (-24.5%), and Australia (-29.3%).

INTERNATIONAL VISITATION TO MENDOCINO COUNTY EXPRESSED VIA DATA FROM VISA VUE (BY CALENDAR YEAR)

CALENDAR YEAR DATA

	Q1 2017	Q1 2018	Q1 2019	Q2 2017	Q2 2018	Q3 2017	Q3 2018	Q4 2017	Q4 2018
Total dollar amount charged	\$365,750	\$449,251	\$390,109	\$679,059	\$707,677	\$1,137,250	\$1,026,130	\$540,821	\$569,738
Y/Y increase/decrease *	13.00%	22.80%	-13.20%	9.50%	4.20%	10.30%	-9.70%	-6.30%	5.30%
How the money is spent **									
Lodging	\$200,000	\$200,000	\$100,000	\$300,000	\$300,000	\$500,000	\$400,000	\$200,000	\$200,000
Restaurants	below \$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$200,000	\$200,000	\$100,000	\$100,000
Other ***	below \$100,000	\$100,000+	\$100,000+	\$200,000 +	\$300,000+	\$300,000+	\$300,000+	\$200,000+	\$200,000+
Ranking by country									
1	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada
2	UK	China	UK	Germany	Germany	Germany	Germany	UK	UK
3	China	UK	China	UK	UK	UK	UK	France	Germany
4	Australia	Germany	Germany	Australia	France	France	France	Germany	France
5	Germany	Italy	France	Italy	Australia	Australia	Australia	Spain	Spain
Other top 10 countries	France	France	Australia	France	China	Switzerland	Switzerland	Australia	Australia
	Taiwan	Australia	Mexico	China	Denmark	Italy	Denmark	China	Mexico
	Singapore	Taiwan	New Zealand	Switzerland	Switzerland	China	Italy	Mexico	China
	Japan	Malaysia	Puerto Rico	Japan	Puerto Rico	Denmark	Mexico	Italy	Switzerland
	Switzerland	Singapore	Spain	Denmark	Italy	Spain	China	Denmark	Denmark

* YOY 2017 / 2016 figures are unavailable for verification purposes

** Numbers beyond the total, lodging, restaurants etc., are given in increments rather than exact amounts

*** "Other" includes Fuel, Food and Grocery, Retail, Discount stores, Home Improvement and Apparel;

**** Visa reports approximately 44% of credit card charges. Other credit card data is unavailable.

2017

2018

Total International Visa Visitor Spending 2017***	2017 Total Direct Visitor Spending	2017 International Spending with Visa as % of Total	Total International Visa Visitor Spending 2018****	2018 Total Direct Visitor Spending	2018 International Spending with Visa as % of Total
\$2,722,880	\$465,900,000	0.58%	\$2,752,796	\$482,200,000	0.57%

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

The DMM and Executive Director worked with the BID Advisory Board to update BID assessment and TOT returns. These updates were included in the BID Advisory Report, as an actionable recommendation for the Mendocino County Treasurer-Tax Collector's office.

The DMM and ED met with the Treasurer-Tax Collector's office to discuss implementation of the recommendations relevant to their department.

IMPERATIVE: Cultivate VMC's relationships & collaborations

VMC staff are working closely with Mendocino Winegrowers Inc. on a revised vision for Taste Mendocino for 2020.

The DMM and ED attended meetings for the Visit Fort Bragg organization. The PRM worked directly with the Willits Chamber of Commerce Executive Director and Board of Directors to resolve the separation of Visit Willits from the oversight of the Chamber of Commerce. This has resulted in Visit Willits remaining under the umbrella of the Willits Chamber of Commerce. This organization is creating one of the anchor events for Mushroom Feast Mendocino in November 2019. The PRM is also on the board of Destination Hopland.

The ED is on the boards of Anderson Valley Winegrowers Association, Mendocino Coast Chamber of Commerce, and Mendocino College Foundation, as well as on the Visit Ukiah committee.

- **OBJECTIVE: YOY increase in partner participation in festivals**

The PRM is actively engaged in curating Mushroom Feast events, specials and activities that will elevate countywide guest experiences and local participation. Anchor events have been secured and confirmed and include a kick-off event at Flow Kana/Solar Living Center; the Homebrew Fest in Ukiah; and an educational day at Hopland Extension Center. Willits Chamber of Commerce will collaborate with the City of Willits, Willits Art Center and the Skunk Train to provide an entire weekend of activities.

The Festival Committee has begun planning for the reintroduction and evolution of a Spring festival to be held April 22-May 3, 2020. The concept includes partnering with existing events such as Hopland Passport to maximize marketing efforts and drive visitation.

- **OBJECTIVE: YOY increase in "opportunities" page visitation on VMC website**

MCTC's internal website, 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 notifications about MCTC Board of Directors and BID Advisory Board seats, trade show and educational opportunities, among other notices. This page on the website has received increased exposure partially due to the mixers held throughout the quarter and the HAP visits. Stakeholders have been steadily reminded to visit the page for opportunities and resources.

- **OBJECTIVE: Solicit new applicants for BID and MCTC Board positions and committee membership**

Currently the MCTC Board is fully seated. Conversations have begun for the two upcoming vacant seats: At-large and Coastal Large Lodging. The BID Advisory Board's empty seat has a candidate.

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

A round-up of Q4 website analytics reveals¹:

- Q4 2019 visitors are up over 213% from Q4 2018 (101,635 vs. 31,551)
- Most traffic is from Northern California: San Francisco Bay Area and Sacramento
- We are seeing an uptick in international traffic as well
- Business listings are up 902% over same quarter last year
- Demographics are shifting to our targeted audience: 25–44 years old
- Highest interest segments are traveler, parenting and food & drink

Website traffic is being driven by the robust digital ad campaigns running on Facebook, Instagram, Spotify, and the programmatic targeting and retargeting buys.

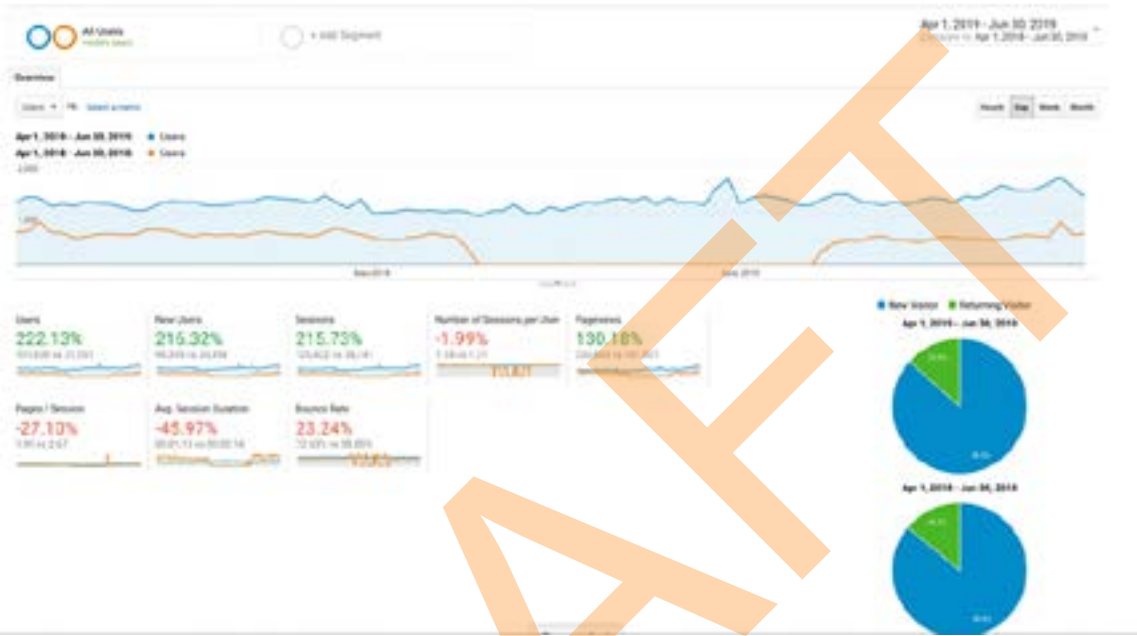
Organic search lift from advertising is increasing as well as direct traffic, indicating our brand is becoming more well known.

	APR 1, 2019 - JUN 30, 2019	APR 1, 2018 - JUN 30, 2018	% Change	
1. [Other]				
Apr 1, 2019 - Jun 30, 2019	58,819 (57.84%)	55,300 (56.28%)	69,256 (57.42%)	81.12%
Apr 1, 2018 - Jun 30, 2018	39 (0.00%)	26 (0.00%)	35 (0.00%)	65.71%
% Change	202,692.10%	212,992.31%	197,802.86%	23.44%
2. Organic Search				
Apr 1, 2019 - Jun 30, 2019	30,746 (30.34%)	23,601 (23.71%)	36,560 (30.04%)	59.23%
Apr 1, 2018 - Jun 30, 2018	22,756 (22.47%)	21,531 (21.46%)	26,876 (21.48%)	57.98%
% Change	35.11%	37.48%	36.03%	2.18%
3. Direct				
Apr 1, 2019 - Jun 30, 2019	7,348 (7.28%)	7,228 (7.30%)	9,043 (7.31%)	71.98%
Apr 1, 2018 - Jun 30, 2018	4,520 (4.39%)	4,329 (4.27%)	5,409 (4.39%)	64.95%
% Change	63.01%	66.97%	67.18%	10.82%
4. Referral				
Apr 1, 2019 - Jun 30, 2019	3,544 (3.49%)	3,206 (3.24%)	4,211 (3.49%)	51.80%

A review of user demographics reveals a 211% YOY increase in the Millennial audience (ages 35 to 44). This cohort is also 27.67% of the site audience for the quarter. Mobile device users are by far the biggest audience at 68.71% of visitors for the quarter.

¹ The full quarterly Analytics Report may be viewed at: <https://www.dropbox.com/s/d6qauqlf6k8h3sp/VMC%20Q4%20%2719%20Analytics%20.pptx?dl=0>

USERS GROWING Q4 '18 VS Q4 '19!



MILLENNIAL AND GEN X SWEET SPOT



An analysis of website visitors demonstrates that moms are one of our biggest site visitor segments. With this in mind, we will craft additional family-friendly content and start a series of MendoMom-ments to add to home page content.

INITIATIVE: Strengthen regional tourism relationships to leverage broader marketing opportunities

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

The ED continues to work with the Lake County Tourism Improvement District Steering Committee to implement the structure of their organization and plans a FAM visit to Lake County in September 2019.

The PRM and DTD attended the annual IPW event in Anaheim in June. During the quarter the DTD promoted Mendocino County to 50 international tour operators at various events and through follow-up emails and phone calls. He also pitched Mendocino County to 25 international media at IPW and was part of a Visit California-sponsored post-IPW FAM visit to Mendocino County, among other destinations.

Visit Mendocino County joined with Napa, Sonoma and Yolo tourism agencies to support AB 998, which adds State Highway 128 to the list of highways eligible for the California Scenic Highway Program. The bill was sponsored by Honorable Cecilia Aguiar-Curry, Chair of the Assembly Local Government Committee.

On April 5, 2019 VMC hosted the Grand Opening Celebration at its new main office located at 105 West Clay Street, collaborating with Art Walk Ukiah by pairing it with the First Friday Art Walk creating a large and successful, community networking event.

INITIATIVE: Proactively educate and communicate with all tourism stakeholders

The team worked on a revised design for a stakeholder handout. This piece is an easy to read informational summary on tourism in the county, how tourism relates to county residents, and refers to resources/opportunities to augment stakeholder current business strategies and marketing.

As noted elsewhere in this report the PR team regularly communicates with tourism stakeholders sharing media coverage of the county and in Q4, the PR team sent three updates to stakeholders and partners. The DMM also shared PR hits and other news on the VMC Partners at Work Facebook group. In addition, the DMM ensures stakeholders receive any articles that result from media FAM visits.

VMC held two mixers, on the coast and inland, to introduce the VMC organization and team to stakeholders and partners. Plans are to continue mixers in shoulder seasons. VMC partnered with West Business Development Center and the Coast Chamber of Commerce to present a workshop by Marc Willson, a retail and hospitality expert. The event was held at Town Hall in Fort Bragg, which was filled to capacity.

The PRM is researching Certified Tourism Ambassador programs to assess format, success rate and relevance for viability in Mendocino County. This program can potentially be offered to high school seniors to transition into a relationship with a partner business/lodging establishment for career development. The program could also provide professional training and education to individuals holding positions in tourism related businesses. Additionally it provides an opportunity for individuals to obtain certification and thus create a more skilled labor force for county businesses.

VMC continues to partner with KOZT on radio spots that target stakeholders and raise their awareness of opportunities available for their participation.

IMPERATIVE: Raise awareness of the Mendocino County experience

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

Social media also plays a critical role in creating and raising brand awareness as evidenced by the figures shown in the Campaign Overview. The figure below shows the YOY metrics for the quarter. The Total number includes Paid impressions., which we’ve broken out into Paid Impressions and Organic+Viral Impressions. Impressions/Post are based on the latter number to avoid skewing the figures. For this report, and going forward, we will track Hashtags / Mentions as a metric for Instagram.

Social Media Results YOY FY 2017 v. FY 2018 Q4					
	FACEBOOK			INSTAGRAM	
	FY 2017 Q4	FY 2018 Q4		FY 2017 Q4	FY 2018 Q4
Impressions	492,021	6,517,024 Total (6,018,953 Paid / 498,071 Organic+Viral)	Likes Received	13,834	11,726
Engagement	23,588	23,520	Comments	205	163
Link Clicks	1,324	75,651	Hashtags / Mentions		814
Posts	30	27	Posts	29	26
Impressions/Post	16,401	18,447	Likes/Post	477	451
Engagements/Post	786	871	Comments/Post	7	6.3
Fan Base	57,157	58,763	Followers	10,633	14,356

Upon completion of the fiscal year, VMC will receive the results of a six-month Nielsen study undertaken as part of the contract with MMWW. This important piece of research will be critical to the development of VMC’s marketing efforts in the next fiscal year.

The PRM creates a broad and inclusive bi-monthly event calendar that is helpful for both visitors and residents. A new addition is “Live Like a Local” that expands the calendar to include community-based events such as farmers markets, winery and culinary events, music, and downtown experiences such as art exhibits and merchant events.

In mid-June 2019 VMC collaborated with the Skunk Train to produce a bulk mailer to send to roughly 9,700 known visitors and/or parties interested in information on Mendocino County. Included in the mailer was a rack

card with information about the 2019 Mushroom Feast, 2020 Crab Feast and reference to the visitmendocino.com website. This was a multi-day project that provided the VMC and Skunk Train teams the opportunity for discussion about possible future collaborations.

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

The PR team hit a home run with a pitch on Mendocino County’s water towers that was picked up by the Los Angeles Times, NBC Southern CA, The Boston Globe, Sacramento magazine, Sunset and the San Francisco Chronicle. Often, articles take a long time to hatch.... from the initial outreach to interested media, finding mutually agreeable dates, arranging an engaging itinerary, and conducting follow-up post-visit to publication.

YOY PR Results for Q4										
Year	FY 2017	FY 2018	FY 2017	FY 2018	FY 2017	FY 2018	FY 2017	FY 2018	FY 2017	FY 2018
	Hits		Ad Equivalency		Impressions		Releases		FAM Visits	
April	29	56	\$1,800,200.82	\$11,661,709.00	16,873,039	151,545,016	2	1	8	7
May	37	73	\$3,772,533.51	\$16,769,570.00	25,532,076	205,973,876	2	1	2	2
June	70	48	\$7,923,530.13	\$ 7,047,711.00	364,331,898	65,526,715	1	0	2	18
YOY Total	164	177	\$13,496,264.46	\$35,478,990.00	406,737,013	423,045,607	5	2	12	27
YTD	976	902	\$77,120,424.14	\$86,633,575.03	1,401,205,332	1,686,019,079	17	14	62	54
2018 Goals		300		\$6.6 million		150 million		11		18

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

The DTD obtained one proposal for an in-market survey. Efforts are ongoing.

INITIATIVE: Increase Mendocino County brand awareness and positive perception

The quarter wrapped up with final phase of digital and outdoor marketing. This effort began on December 10, 2018. Results are shown in the figure on the next page.

The in-county festivals produced a higher percentage of digital engagement than individual events. For FY 2019-2020, the Marketing Team will take this information and apply it to their digital marketing efforts.

Following the DTD’s international sales missions to Denmark and Iceland, the DTD sent approximately 100 leads to county stakeholders for their follow-up.

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

VMC staff volunteered at and attended the Great Race, which made a stop in Willits.

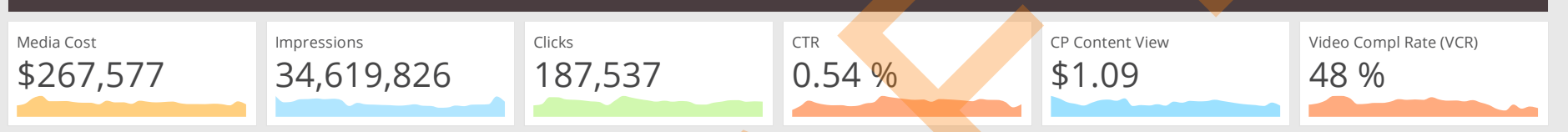

VMC staff is advising tourism partners in the conceptual development of future Feast Mendocino events and activities.



Visit Mendocino Campaign Overview

Campaign Launched 12/10



KPI Overview

Publisher	Pandora PMP	Spotify PMP	AXM	Facebook	Total
# Media Cost	\$4,370	\$70,446	\$117,020	\$75,742	\$267,577
# Impressions	90,816	1,553,536	19,825,933	13,149,541	34,619,826
# Clicks	473	5,368	41,213	140,483	187,537
# CTR	0.52 %	0.35 %	0.21 %	1.07 %	0.54 %
# CPC	\$9.24	\$13.12	\$2.84	\$0.54	\$1.43
# Social Actions	0	0	0	37,949	37,949
# Content Views	73	9,622	61,583	173,292	244,570
# Activity Rate	0.08 %	0.62 %	0.31 %	1.32 %	0.71 %
# CP Content View	\$59.86	\$7.32	\$1.90	\$0.44	\$1.09
# Outgoing Link	0	81	2,081	7,804	9,966
# Email Signup	0	0	58	174	232
# Visitor Guide Signup	0	5	60	0	65
# Video Plays	80,569	1,553,536	2,844,665	1,804,925	6,283,695
# Video Compl Rate (VCR)	78 %	83 %	57 %	4 %	48 %

1 - 14 of 14 items

Campaign Milestones

12/10: Campaign launched

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

On June 11, 2019, the MCTC Board of Directors approved a motion recommended by the Marketing Committee that VMC staff be permitted to include cannabis-related businesses and events in the business listing and event directories, MendoMoments, and other public areas on the VisitMendocino.com website, and other visitor-facing print and digital collateral.

In December 2017, responsibility for cannabis initiatives were transferred to the MCPA. The Marketing Committee recommended a second motion at the June 11 BOD meeting that In the event the Mendocino County Promotional Alliance votes to dissolve the organization and liquidate its currently held funds, and votes to distribute a portion, up to 100%, of those funds to MCTC, that MCTC be permitted to use those funds for the purpose of marketing agricultural and cannabis tourism.

DRAFT

Appendix

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.

Advertising equivalency	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.
Impressions	The number of views a print or digital article is estimated to reach based on circulation and subscription data.
Media Placement	A story (print or digital) about an aspect of Mendocino County that arises from PR efforts.
Media Mission	A trip by the PR team to a particular market, e.g., Vancouver BC, to meet local journalists and writers and inspire visitation to and coverage of Mendocino County.
Releases	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.
FAM	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.
Millennials	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 Gen Xers.
Gen-Xers	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.
Baby Boomers	Those born between the early-to-mid 1940s up to about 1964.
Content marketing	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.
Google Analytics	A reporting tool provided by Google that can be used to analyze traffic, ad words, digital marketing campaigns, demographics, etc. for VisitMendocino.com.
Facebook Insights	A reporting tool for analyzing traffic, advertising campaigns, and other activities on Facebook.
Activity Provider	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.
Free Independent Traveler (FIT)	A person or a couple that is not traveling with a group; usually references foreign travelers out on their own (Foreign Independent Traveler).

Inbound Tour Operator	Someone specializing in providing tours to overseas travelers to a destination, either operating the tour themselves or working through established partnerships with local suppliers.
Receptives	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.
Search Engine Marketing	A marketing tactic using paid advertising services so that interested clients and customers can reach a business quicker and easier while searching online.
Block	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.
Conversion	Getting “heads in beds” or otherwise closing the sale. Differs from “hospitality.” Hospitality is being warm, friendly and helpful. Conversion is active selling.
Demand generators	Strategies and programs developed by DMOs and suppliers to generate destination demand. Examples include festivals, events, cultural tours, and consumer promotion.
Engagement	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.
Reach	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.
Selected Key Industry Associations	
DMA West	Destination Marketing Associations West, a membership organization of visitor bureaus throughout the western United States.
Visit California	The tourism marketing agency for the state.
California Travel Association	Membership organization offering education and advocacy for state tourism operators.
U.S. Travel Association	National, non-profit organization representing and advocating for all components of the travel industry.
Destination International	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.
Brand USA	Agency chiefly responsible for marketing the USA as a destination to the rest of the world.
North Coast Tourism Council	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.