



QUARTERLY REPORT JANUARY – MARCH, 2015

Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE
MENDOCINO COUNTY LODGING ASSOCIATION
COUNTY OF MENDOCINO
APRIL 14, 2015**

QUARTERLY ACTIVITIES REPORT

JANUARY – MARCH 2015

The following is a progress report on the goals as outlined in the approved 2014-2015 Marketing Plan.

Marketing Plan strategic goals are:

- Increase overall visitation to Mendocino County, specifically in the spring and fall shoulder seasons
- Increase length of stay per visitation
- Increase visitor spending per day

The following table indicates achievement of goals YTD.

PROJECT		2014-2015 Goal	YEAR TOTALS	% COMPLETE
PUBLIC RELATIONS	Materials Issued	16	12	75%
	Audience Reach	134 million	892 million	665%
	Ad. Equivalency	\$5.5 million	\$10.78 million	196%
	Placements Secured	200	242	121%
	Fam Program	32	39	122%
	Media Missions	2	2	100%
SALES	Consumer Leads	7,000	5,600	80%
	Room Nights	1,000	933	93.3%
	Trade Shows	2	5	250%
	Partnerships	Coordinate efforts with partner organizations	Created a new one sheet, a new web site, revised redwood highway map; created mini-guide for visitors	100%
	Contacts with tour operators/receptives and other travel professionals	500	500	100%
WEBSITE/SOCIAL MEDIA	Consumer Database	30,000	31,432	105%
	Email Engagement	3%	2.13%	71%
	FB Fan Base	40,000	35,522	89%
	Avg. FB Reach	1:1.6	1:1.2	1:1.2
ADVERTISING		Drive traffic to new website through targeted paid online advertising, SEO, and viral sharing of editorial pieces	Online Impressions: 7,624,122 Outdoor Impressions: 9,584,895 Investment YTD: \$88,826 Campaign Value: \$169,122 / 1.9 x cash investment	

PROJECT		2014-2015 GOAL	YEAR TOTALS	% COMPLETE
VISITOR SERVICES	Signage/Wayfinding	Tear-off maps Pet friendly guide Visitor Guides Wall calendar Support of Redwood Coast Chamber	Funded Ukiah brochure Distributed Complete Distributed In process-sending check	100% 100% 100% 100% 90%
	Festivals & Events	Build Party for the Planet festival	In process	
	Mushroom, Wine & Beer	Maintain or increase participation 2013 events: 124 2013 passport: 40	2014 events: 123 2014 passport: 33	99% 83%
	Crab, Wine & Beer	Maintain or increase participation 2014 events: 108 2014 passport: 45	2015 events: 88 2015 passport: 35	82% 77%
MARKETPLACE	Visitors	3,500	5,397	154%
	Sales	\$10,000	\$8,449	85%

ADVERTISING/PAID MEDIA

- Continued marketing efforts with heavy online banner ads, outdoor billboards and radio ads. Traffic and conversion rates were above average
- Took calls, sent our Visitor Guides, hosted visitors to the Fort Bragg office

Fulfillment Type	Jan	Feb	Mar	Total
Toll Free Calls	30	45	26	101
Visitor Guides	414	20	102	536
Visitors to Office/Retail Space	122	157	243	522
Sales	\$545	\$54	\$199	\$798

MARKETING

- Conducted midyear audit of Marketing Plan & Budget. Presented midyear report to Media Committee
- Coordinated and launched the spring "Adventure is Calling" Campaign which includes radio, print, online, outdoor and social media aspects



- Coordinated the KOIT radio spring DJ visit and radio promotion giveaway
- Drafted advertising co-op eblast for partners
- Conducted media committee meetings in order to discuss new opportunities as well as identify new committee members per the VMC bylaws
- Began work on the direct mail piece that will be mailed to 10,000 interested travelers in the VMC database
- Met with Mendocino Farms, a chain of Los Angeles restaurants, to discuss cross-promotional opportunities

SOCIAL MEDIA & WEBSITE

- All media creative was designed to drive traffic to the website
- Continued work on website to improve engagement rates
- Updating website listings on daily basis with dynamic photography and current listing information
- Added Mendocino County in 60 Seconds video to website
- Continued to add editorial content
- Monthly newsletters are moving to a more editorial-focused content, keeping in line with industry shifts
- Contracted with Brandhound to provide website support, specifically back-end issues and SEO
- Conducted Facebook “Adventure is Calling” campaign, gaining over 4,000+ fans

Google Analytics for January–March

	3RD QUARTER REPORT 2014-15			YTD
	Jan	Feb	Mar	Total/Avg.
Unique Visits	7,886	6,837	9,029	7,917
Avg. Bounce Rate	50.15%	49.76%	51.27%	50.39%
Avg. Time on Site	00:03:03	00:03:16	00:03:07	00:03:09

PUBLIC RELATIONS

The PR contract is for 10 months, with January being a “dark” month. The fiscal year’s third quarter saw media materials distributed to over 1,970 media outlets. Press releases included:

- Hot Sheet/Spring / PNW Mission
- Spring Fling

Opportunity Programs

- Hosted four top wine/beer/food/media judges for Crab Festival in January
- Pitch Tesla on blogger launch event/drive
- Secured Catch Carri video shoot for April: Mendocino’s Flip Side (Inspiration Highway); Mendocino’s Hidden Gem; Boots & Beaches. Approved by USAtoday.com, Yahoo.com, MSN.com

Media Missions

- Scott Schneider and Koleen Hamblin attended Pacific NorthWest Media Mission (March 24/25). Photo below is Koleen (L) speaking with the AAA editor in Seattle.



Promotions/Events

- Attended Crab, Wine & Beer Festival, coordinated new photography, escorted judges
- Partnering with Mendocino Winegrowers Inc. on Taste of Mendocino; created new website

Press Visits Q3

Name	Publication	Fam Trip
Liam Mayclem	KCBS-AM Mushroom judge	Jan. 22–24
Adam Dulye	Mushroom judge - cicerone	Jan. 22–24
Jason Kupper	Mushroom judge - chef	Jan. 22–24
José Aguirre	Mushroom judge - sommelier	Jan. 22–24
Rachel Dyer	Nine Network Australia	Jan. 29
Molly Blaisdell	KGO-AM	Feb. 2–4
Garrick Ramirez	<i>thebolditalic.com</i>	Mar. 15–17

We are currently working on itineraries for media visits in the fourth FY quarter.

Samples of Placements Q3 + December 2014

<i>Zagat</i>	<i>USA Today</i>
<i>SF Chronicle</i>	<i>San Jose Mercury News</i>
<i>Examiner.com</i>	<i>7X7</i>
<i>Thrillist.com</i>	<i>Sacramento Bee</i>
<i>LA Times</i>	<i>Miami Herald</i>
<i>Meetings Focus</i>	<i>AAA Highroads</i>
<i>El Paso Times</i>	<i>Travel Weekly</i>

<i>PureWow</i>	<i>NBC Bay Area</i>
<i>Sonoma Magazine</i>	<i>Celebrator</i>
<i>Today Show</i>	<i>SF Examiner</i>
<i>Bay Area Parent</i>	<i>San Francisco Magazine</i>
<i>Thrillist.com</i>	<i>Bay Area News Group</i>
<i>Nine News Network (Australia TV)</i>	<i>San Diego Union Tribune</i>
<i>Baltimore Sun (syndicated)</i>	<i>New York Times (online & print)</i>
<i>Los Angeles Magazine</i>	<i>Forbes</i>
<i>VIA</i>	<i>San Luis Obispo Tribune</i>

Media Placements/Reach

We secured 89 media placements with an ad equivalency of \$2,927,948 and 259,132,466 impressions.

Following is a more detailed breakout of quarterly production and results.

Key Activities

- Created itineraries for visiting media in partnership with stakeholders
- Created shoot sheet with multiple locations for Catch Carri video shoot; obtained permits and scheduled interviews, locations, etc.
- Posted PR hits to VMC Partners at Work Facebook page
- Created and distributed monthly newsletter to Consumer Mailing List

SALES – GROUP & LEISURE

- Attended American Bus Association (ABA) trade show in St. Louis on behalf of NCTC
- Participated in Pet Show in San Jose
- Had a booth at Bay Area Travel and Adventure Show in Santa Clara. Distributed 2700 green bags.
- Attended Mid-Atlantic Conference on behalf of NCTC. Over 800 attendees
- Met with over 40 tour operators at Go West in Colorado Springs on behalf of NCTC
- Attended Visit CA Outlook Forum at Palm Springs. Provided updated sales materials to Visit CA international reps from 14 countries. Visit CA presented their draft \$100M plan
- Attended Receptive Tour Operators in LA and met with 25 LA representatives of international tour operators
- Entertained 23 Chinese tour operators in a Visit CA sponsored FAM. Mendocino County was their only Northern CA exposure
- Attended Outdoor Expo in Yolo County
- Have been accepted to participate in Sunset Celebration Weekend in June -- their last one!

VISITOR SERVICES/FULFILLMENT

- Created new inspirational brochure sized mini guide to supplement Visitor Guide, increase distribution opportunities, and reduce shipping costs

Festivals & Events

- Posted local events to Visit Mendocino website
- Posted events to VIA and Visit CA website
- Semi-monthly event calendars
- Assisted with Crab & Wine Competition at Mendo Bistro
- Coordinated new judging format at the Crab, Wine & Beer Festival
- Staffed monthly Festival Committee meetings to discuss ongoing festivals and new opportunities
- Monthly Visit Ukiah meetings
- Joined the Greater Ukiah Chamber of Commerce Board of Directors
- Attended the 2015 Economic Outlook Seminar
- Attended numerous county events

Administration

- Began work on the financial review for MCPA & MCA as well as the full financial audit of VMC
- Launched the new internal VMC website which is a great resource for research reports, meeting information as well as board member and staff information
- Met as a team to begin work on the 2015-16 VMC Marketing Plan and Budget
- Committee meetings took place to determine membership and leaders for 2015/16 planning
- Continued working with the BID Advisory Board to develop the 2015/16 Annual Report and Budget
- Held monthly First Friday events featuring local artisans and artist
- Continued work on data entry for leads management

MCLA & MCPA

- Assisted with annual MCLA election of new board members
- Continued to administer monthly Board meetings
- Performed other administrative tasks as requested

North Coast Tourism Council

Administered NCTC organization including multiple Board meetings

Coming Up

- Development of 2015/2016 marketing plan and budget
- Attendance at International POW WOW on behalf of North Coast Tourism Council
- Spring adventure campaign in full swing
- Search Engine Optimization and website enhancements
- Two countywide video development campaigns to enhance overall promotion
- Coordinate and participate in annual Taste of Mendocino event in San Francisco