

VISIT MENDOCINO COUNTY

2016-2017 PROJECTIONS

MONTHLY TOTALS

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES KOLI	RELEASES DCI	FAM VISITS KOLI	FAM VISITS DCI
July	34	\$3,005,524.01	31,757,270	2		2	
Aug	60	\$2,810,976.27	64,562,127			1	
September	41	\$958,464.74	20,361,292	1		2	
October						2	
November						1	
December							
January							
February							
March							
April							
May							
June							
TOTALS	135	\$6,774,965.02	116,680,689	3		8	0
GOALS	170	\$4.6 million	110 million	7	4	10	8

KPI'S

1. Realize \$4.6 million in advertising equivalency (based on 10 month program/dec-j)
2. Secure 170 qualified media placements
3. Reach an estimated audience of 110 million potential visitors
4. Secure 18 individual media visits for the calendar year; forward itineraries
5. Draft/distribute 11 releases annually
6. Attend two industry trade shows annually

2015-2016 FAM PROGRAM

7/7-7/8	Garrick Ramierz	Via Magazine
7/24/2026	Cathy Pollack	www.noblepig.com
8/21-8/22	Shintaro Makina	Japan
8/24-8/27	Margie Goldsmith	Hemispheres, American Airlines
9/10-9/12	Heather Cassell	Bay Area Reporter
9/14-9/16	Mike Osborne	Australia Associated Press
9/15 - 9/16	Maryanne Hammers	Freelance
9/10-9/11	Edwina Bartholemew	Sunrise TV/Australia
9/16-9/18	Leich McAdams	www.hikebiketravel.com/Canada
9/19-9/21	Randy Yagi	www.cbslocal.com
10/2-10/4	Kim Westerman	Forbes.com
10/3-10/4	Emma Buchan	Daily Star UK
10/21-10/22	Jane Reynolds	Oyster.com
11/21 - 11/22	Aaron Gagon	Social Media Blogger
12/21/2016	Jenny Miller	FoodRepublic.com
1/27 - 1/30	Rudy Maxa	PBS/Radio Remote

1/28-1/31	Derk Richardson	AFAR
1/28-1/30	Scott Mansfield	7X7
1/28-1/30	Peter Kane	SF Weekly
1/28-1/30	Abby Tegnelia	The Huffington Post
1/28-1/30	Liza Zimmerman	Liza the Wine Chick
1/28-1/30	Teresa Rodriguez	Jetsetmama, TangoDiva
3/17-3/29	Sherry Ott	Ottstravel
3/29 - 4/1	Michelle Bigley	Freelance/Bindu
4/8 - 4/10	Megan McNee	www.travelingninetofiver
4/8-4/11	Katie Nanton	Nuvo Magazine/Canada
4/24-4/27	Kerrick James	Photographer
4/24-4/27	Eric Lindberg	Photographer
4/25-4/27	Andrew Collins	About.com Gay Travel Guide
5/7-5/8	Heather Davis	National Geographic Online
5/19 - 5/21	Kathy Ching Leong	Dallas Morning News

2016-2017 FAM PROGRAM

7/17-7/18	Cheryl Crabtree	Calif. Directory of Fine Wineries
7/21-7/23	Laurie Werner/Maxine Albert	Departures/Washington Times, etc.
8/3-8/6	Andrew McCreddie	Vancouver Sun/The Province
9/7-9/9	Michael McCarthy	The Province/Canada
9/17-9/19	Jennifer Boden	KRON
10/9-10/10	Jackie Burrell	Bay Area News Group
10/13-10/16	Alex Pulaski	Freelance/Alaska Airlines/Oregonian/LA Times
11/5-11/6	Leilani La Bong	7x7

RELEASES

DATE	TITLE	DISTRIBUTION	COUNT
JULY	HAUGEN ANNOUNCEMENT	Local	26
		Trades	376
	UNPLUG & RECONNECT/SUMMER	Inflight	77
		Canada	452
		Calif. Regional	308
		Top News	333
		So. Calif.	590
Top Freelance	552		
SEPTEMBER	PINOT & PORCINIS/FALL FOCUS	Inflight	77
		Canada	452
		Calif. Regional	308
		Top News	333
		So. Calif.	590
		Top Freelance	552
		Vancouver	60
		East Coast short lead	42
OCTOBER	WINTER HOT SHEET/2017		
	WELLTALITY: PHYSICAL/SPIRITUAL REGIMES TO REBOOT		
NOVEMBER	SOUTHERN EXPOSURE/CANADIAN MARKET DEAL		
	CRAB, WINE & BEER FEST/ANNUAL EVENTS		

JANUARY RIGHT BRAIN RETREATS
OR PLUG IN AND UNPLUG (EV STATION DEPENDENT)

SPRING HOT SHEET/2017

FEBRUARY RENEGADE/TRIBAL TRAVEL

MARCH PACK THE POOCH/PET FRIENDLY TRAVEL HITS A HIGH NOTE

APRIL SUMMER HOT SHEET/2017

MAY RENEGADE TRAVEL/TRIBAL TRAVEL/ART OF THE ESCAPE -

JULY FALL HOT SHEET/2017

Revised 9/2016 KOLI 7/releases
DCI 4/releases
VMC 2/releases



MEDIA MISSIONS	TRADE SHOWS	RESEARCH	
		Media Study	DCI
New York			DCI
VISIT CAL			New York (3/21)
SFO			KOLI
	VISIT CAL		SFO (5/16)
	IPW		VMC
2	2	2	

an reactive)



K	x	x
K	x	x
K	x	x
K	x	x
C	x	x
K	x	x
K	x	x
K	x	x
K	x	x
C	x	x
K	x	x
K	x	x
C	x	x
K	\$2k fee	\$2k fee

C	x	x
C	x	x
C	x	x
C	x	x
C	x	x
C	x	x
C	x	x
C	x	x
K	x	x
K	x	x
K	x	x
K	x	x
K	x	x
C	x	x
C	x	x
K	x	x



K	x	media rate/valley
K		lodging at NRI
K		
K		coast
K		coast
K		inland/piment
K		inland/coast
K		mushroom



TEAM

KOLI

KOLI

KOLI

DCI

KOLI

KOLI

VMC

KOLI

DCI

KOLI

TBD

DCI

KOLI

DCI