



Visit Mendocino County 2021-2022 Campaign Recap

Welcome to DogTrekker.com, the trusted source for millions of California travelers who stay, play, hike, eat and explore with their four-legged family. Visit Mendocino was DogTrekker's third partner to launch in California, and what a ride it has been.

This last year, July 2021 – June 2022, was our strongest year yet, both with partner collaboration as well as creating aspiration and activation to visit Mendocino County. Please download the full [2021-2022 Barketing Report](#) and 2022 [Dog-friendly Matters](#) to California and Mendocino County for the complete report and data-driven facts. Here is an overview from the report:

- Dog travel is a billion-dollar destination driver
- DogTrekker's channels are the leading sources of dog-friendly travel information for millions of Californians
- Lodging is the #1 content information DogTrekkers want to see, hiking #2
- The majority of DogTrekkers book direct to lodging properties, eliminating third-party booking fees
- Lodging specials are #2 behind "off the beaten track" in what DogTrekkers want to see advertised
- Mendocino/North Coast is #2 in terms of what "where do you want to travel in 2022" for DogTrekkers
- The Noyo Headlands Coastal Trail is the 5th most recognizable park and trail district in California for DogTrekkers, as the result of consistent promotion on DogTrekker channels and at trail opening events

For the first time, the Visit Mendocino campaign utilized every DogTrekker channel over this past year. This included DogTrekker.com; mobile app; newsletter; display ads; social media; Paw Press and rescue/adoption blogs, DogCation® promotions; road trip itineraries; street team adoptathon sponsorship; content licensing; and feature positioning and images of DogTrekker's Director of Barketing, Maya, throughout the various channels. In addition, the DogTrekker teams visited the county numerous times during the year. We are just about as local as a partner can get!

DogTrekker surpassed its display commitment by 80% and editorial commitment by 300%. Editorial coverage included lodging, dining, activities, hiking, beaching, wineries and more, with emphasized placed on inland Mendo as well as coastal. The results:

- Two four-story "takeover" newsletters
- Additional takeover newsletter featuring Mendocino Wine Growers
- Five additional individual stories in activity newsletters, water, cabins and cottages, trains and hiking
- The channel visibility listed above

Total campaign impressions (not including individual partner campaigns): **354,176**

Qualified handoffs (outbound clicks) to Mendocino County stakeholders: **10,650**

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