



DogTrekker.com – Mendocino County Tourism Commission 2017 – 2018 Renewal

Visit Mendocino County was the first Paw-of-Approval destination of DogTrekker.com. During the past 6 years, DogTrekker.com has become the go-to source for over a million California dog-owners and Mendocino County has become the go-to destination for DogTrekker.com's award-winning site, newsletter, blog and mobile app readers and users. Here are a few key dog-gone facts from our 2017 State of the Dog/Mendocino County presentation:

- DogTrekker.com Performance 2016:
 - All things Mendocino County (landing page, listings, stories, events, etc.) = **46,845 page views/impressions** (15% above 2015)
 - Average time spent on these pages: **1:42** minutes
 - Mendocino County ranks **#2 of all California counties** in page views
 - Outbound events (clicks to Mendocino websites) = **9,932** (38% above 2015)
- DogTrekker Newsletter Performance 2016: **34,149** impressions/**1,162** clicks to Visit Mendocino lodging and other links:
 - January, February and December DogCations
 - May 'Top Paw-Tested Campgrounds' story
 - June 'River Dog Package' story
 - June 'Chasing Waves with Your Pup' story
 - June 'Go with The Rivers Flow' story
 - August 'Leash Up for a Fall Trip to Mendocino' story
 - September 'North Coast Winery Ramble' story
 - October 'Hiking' story
 - December 'takeover' newsletter (4 stories)
- Mendocino County DogCation Performance 2016:
 - January, February, September, December: **265,202** display ad impressions/**.51% CTR**
 - **7,573** impressions for the 'Win' page during these months
- Display ad impressions for lodging partners 2016:
 - **328,206/1,006 clicks/.31% CTR**
- Event Visibility (Mendocino Visitor Guide, lodging brochures and pet guides):
 - Bay Area Pet Expo 2016 (San Jose):
 - Attendance 15,000 plus
 - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
 - Stage announcements of Mendocino County DogCation



- East Bay SPCA adoptathon (Oakland)
 - Attendance 4,000 plus
 - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
- ARF Animals on Broadway (Walnut Creek)
 - Attendance 8,000 plus
 - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
- Bark in the Park (San Jose)
 - Attendance 16,000 plus
 - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
 - Stage announcements of Mendocino County DogCation
- Other miscellaneous event exposure during the year

- Other Promotion:
 - Paw Press Blog
 - Social media channels

- 2016 Research:
 - Newsletter survey (1,020 sample size): Mendocino County is 3rd favorite dog-friendly destination
 - Website survey (1,617 sample size): Mendocino County is the 3rd favorite dog-friendly destination

Total 2016 Pageviews/Impressions with Mendocino County association/visibility: **681,975**
(not counting event visibility)

Total 2016 Clicks to Mendocino County websites: **12,100**

Total Campaign Value: **\$25,000**

2017 – 2018

We would like to continue to be your K-9 Concierge for the 2017 - 2018 year and will continue to provide this exceptional coverage at the same price point as 2016 - 2017:

- Renewal cost for the 2017 - 2018 year: **\$6,250** net, all-inclusive (includes app)
- Content integration renewal 2017 - 2018: **\$1,800**
- Event promotion throughout the year: **\$2,400 waived** (last paid in 2014 - 2015)

Total: \$8,050 net



Additional benefits of the partnership:

- This campaign delivers very long tail exposure for the county, the most by any marketing/promotional medium.
- DogTrekker.com promotes Mendocino County wines at fundraising events throughout the Bay Area each year, pouring and auctions.
- Our click-through rates on our digital ads for partners and to the VMC site are at industry highs.
- While dog travel is a large enough 'niche' to be considered a major destination driver on its own, it is also closely associated with outdoor, adventure, culinary, LGBT and other travel initiatives. We have been side-by-side with VMC at the Pet Pride event and other events that target this community.
- Mendocino County targets millennials. Research shows that millennials and Gen-Xers make up a large percentage of dog owners and DogTrekker.com's mobile app reaches these groups.
- Over 100,000 DogTrekker mobile app brochures have been distributed through all California Welcome Centers and four dozen partner visitor centers promoting the app, the North Coast and Mendocino County.
- DogTrekker.com editors regularly appear on radio travel shows promoting our partners and Mendocino County has been part of these discussions for 5 years.
- DogTrekker.com is now entering into content distribution agreements with several media outlets (radio, TV and print) to push the engaging content we have created for partners such as Mendocino County across the state.
- Best of all – this entire campaign is turn-key, with no Mendocino County staff time commitments.

DogTrekker.com is LOCAL 🐾 ACCURATE 🐾 ENGAGING 🐾 COMMITTED

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