



Greetings Lodging Providers! As part of wrapping up our recent Crab Wine & Beer (CWB) Festival, we survey lodging providers to ascertain how the festival impacted their business. Typically, we've gleaned information by asking a series of unquantified questions which isn't a very scientific method to use. Upon the suggestion of an astute stakeholder, we are now changing our survey to one that should prove much more useful. It's based on occupancy percentages for key weekends. Please take a few minutes to fill this out. Results can be returned to Luz@visitmendocino.com or via USPS to 345 N Franklin St, Ft Bragg, CA 95437. Questions or comments? Call Luz at (707) 964-9010 x102.

Lodging Property Location: ____ Ft Bragg; ____ Mendocino; ____ Other N Coast; ____ Willits; ____ Ukiah; ____ Other Inland; ____ Gualala; ____ Elk; ____ Other S Coast

Occupancy % for the following 2017 dates:

Jan 6/7: ____

Jan 13/14: ____

Jan 20/21: ____ Was this up, down or equal to 2016 occupancy for 1st W/E of CWB?

Jan 27/28: ____ Was this up, down or equal to 2016 occupancy for 2nd W/E of CWB?

Feb 3 / 4: ____

Feb 10/11: ____ (optional Valentine's w/e)

Feb 17/18: ____ (optional President's Day w/e)

(Y or N) Will you participate in the 2018 Crab Wine & Beer Festival January 19-28 2018?

If not, why?