



MENDOCINO COUNTY U.S.A. FIND YOUR HAPPY!

NEW BRAND

NEW WEBSITE

Marketing consultants at TheorySF worked closely with the Executive Director and Director of Marketing & Media to develop a new brand for Visit Mendocino County, a new website, and create the material for a brand launch campaign: elements all designed to raise awareness of Mendocino County as a tourism destination among target audiences of millennials and gen-Xers in VMC's top target markets of the greater Bay Area and Sacramento/Central Valley.

WWW.VISITMENDOCINO.COM

Following the website launch in May 2018, the Marketing team worked on a brand launch campaign kick-off in July 2018 around the greater SF Bay Area.

Taxi Toppers on vehicles that traverse San Francisco and beyond (e.g., SFO)

Bus "Kings" on sides of SF Muni buses

Strategic placement of branding on ten Electronic billboard from Vallejo to San Jose

SALES

Sales is another spoke in the VMC promotion wheel, working to create a coordinated approach to put Mendocino County in the minds of travelers, inspire them to visit, and show them what they can do once here. Group and international sales are conducted as part of our partnership with the North Coast Tourism Council. The San Francisco Bay area, including Oakland and San Jose, is VMC's number one target market, with Sacramento and the Central Valley in the number two spot. On the international front, Canada is easily number one with Germany, the UK, Mexico, Japan, France, and Australia in the top tier.

\$456M

Travel Related Spending

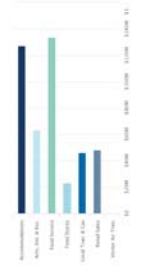
MENDOCINO SHARE OF TOTAL REGION SPENDING



\$39.9M

Tax Revenue

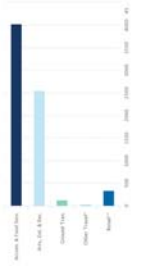
MENDOCINO TRAVEL SPENDING BY INDUSTRY SEGMENT



7,100

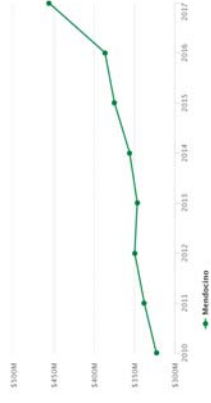
Travel-Generated Employment

MENDOCINO TRAVEL-RELATED EMPLOYMENT



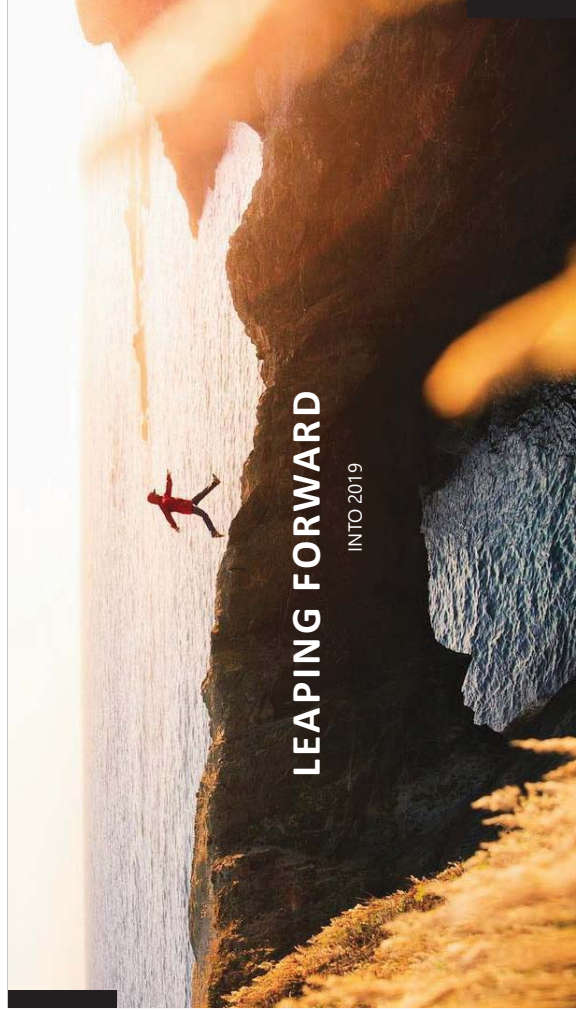
18% Increase in
Travel Spend Over 2016

MENDOCINO HISTORY OF TRAVEL SPENDING IN CALIFORNIA



Source: Dean Runyan 2017 Report

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LEAPING FORWARD

INTO 2019



EAT • PLAY • LEARN

WINTER FEAST MENDOCINO
(formerly the Crab, Wine & Beer Festival)
JANUARY 18-27 . 2019

SPRING FEAST MENDOCINO
APRIL 19-28 . 2019

FALL FEAST MENDOCINO
(formerly the Mushroom, Wine and Beer Festival)
NOVEMBER 1-10 . 2019