



# **QUARTERLY REPORT APRIL – JUNE, 2015**

Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE  
MENDOCINO COUNTY LODGING ASSOCIATION  
COUNTY OF MENDOCINO  
JULY 14, 2015**

# QUARTERLY ACTIVITIES REPORT

## APRIL – JUNE 2015

The following is a progress report on the goals as outlined in the approved  
2014-2015 Marketing Plan.

Marketing Plan strategic goals are:

- Increase overall visitation to Mendocino County, specifically in the spring and fall shoulder seasons
- Increase length of stay per visitation
- Increase visitor spending per day

The following table indicates achievement of goals for Fiscal Year 2014/15.

PROJECT		2014-2015 GOAL	YEAR TOTALS	% COMPLETE
<b>PUBLIC RELATIONS</b>	Materials Issued	16	16	100%
	Audience Reach	110 million	954 million	867%
	Ad. Equivalency	\$4.6 million	\$16.06 million	349%
	Placements Secured	170	352	207%
	Fam Program	26	30	115%
	Media Missions	2	2	100%
<b>SALES</b>	Consumer Leads	7,000	6,745	96.3%
	Room Nights	1,000	1,092	109.2%
	Trade Shows	2	7	350%
	Partnerships	Coordinate efforts with partner organizations	Created a new one sheet, a new web site, revised redwood highway map; created mini-guide for visitors	100%
	Contacts with tour operators/receptives and other travel professionals	500	600	120%
<b>WEBSITE/SOCIAL MEDIA</b>	Consumer Database	30,000	31,964	106.5%
	Email Engagement	3%	2.63%	87%
	FB Fan Base	40,000	41,039	102.6%
	Avg. FB Reach	1:1.6	1:1.2	1:1.2
<b>ADVERTISING</b>		Drive traffic to new website through targeted paid online advertising, SEO, and viral sharing of editorial pieces	Online Impressions: 7,624,122 Outdoor Impressions: 9,584,895 Investment YTD: \$88,826 Campaign Value: \$169,122 / 1.9 x cash investment	100%

PROJECT		2014-2015 GOAL	YEAR TOTALS	% COMPLETE
VISITOR SERVICES	Signage/Wayfinding	Tear-off maps Pet friendly guide Visitor Guides Wall calendar Support of Redwood Coast Chamber Mini-guide	Funded Ukiah brochure Distributed Complete Distributed Complete Complete	100% 100% 100% 100% 100% 100%
	Festivals & Events	Party for the Planet festival	2014 events: 36	100%
	Mushroom, Wine & Beer	Maintain or increase participation 2013 events: 124 2013 passport: 40	2014 events: 123 2014 passport: 33	99% 83%
	Crab, Wine & Beer	Maintain or increase participation 2014 events: 108 2014 passport: 45	2015 events: 88 2015 passport: 35	82% 77%
MARKETPLACE	Visitors	3,500	6,197	177%
	Sales	\$10,000	\$8,200	82%

## ADVERTISING/PAID MEDIA

- Continued marketing efforts with multiple online banner ads (TripAdvisor, SFGate.com, and Sunset), outdoor billboards in the Bay Area, and radio ads on KOIT. Traffic and conversion rates were above average
- Responded to visitor inquiries, sent out Visitor Guides and other information as requested, hosted visitors to the Fort Bragg office
- Continued implementation of "Adventure" campaign messaging for Spring media buy

Fulfillment Type	Apr	May	Jun	Total
Toll Free Calls	26	20	27	73
Visitor Guides	175	301	1,369	1,845
Visitors to Office/Retail Space	315	282	203	800

## MARKETING

- Designed, produced, and distributed 17,000 direct mail pieces mailed to potential visitors. Areas targeted were: Bay Area, Sacramento, Los Angeles, Southern Oregon, Reno/Tahoe, Illinois and New York. To date, have collected over 1,200 entries through our website
- Continued work with Mendocino Farms on a joint promotion coming this fall in Southern California

## SOCIAL MEDIA & WEBSITE

- All media creative was designed to drive traffic to the website
- Continued work with Brandhound on website to improve engagement rates
- Work on schema for new website
- Updated website listings on daily basis with dynamic photography and current listing information
- Created video page with three "Catch Carri" promotional videos; also posted two of three videos to Facebook
- Continued to develop additional editorial content e.g., video page, Big River, Family-Friendly, etc.
- Sent monthly e-newsletters to a growing audience of subscribers, now over 30,000
- Ask us for an invitation to join our VMC Partners at Work Facebook page

## Google Analytics for April-June

	4TH QUARTER REPORT 2014-15			YTD
	Apr	May	Jun	Total/Avg.
Unique Visits	11,267	14,017	14,940	13,408
Avg. Bounce Rate	58.52%	53.38%	58.27%	56.72%
Avg. Time on Site	0:02.:27	0:02:45	0:02:27	0:02:33

## PUBLIC RELATIONS

The PR contract ramped up to full production for the final quarter of the fiscal year, which saw media materials distributed to over 3,805 media outlets. Press releases included:

- Art of the Escape
- Taste of Mendocino
- Off-Grid Getaways

## Opportunity Programs

- Completed three-day Catch Carri video shoot in April focusing each 2+ minute video on a different aspect of the county: the Inspiration Highway, North Coast, and Anderson Valley
- Coordinated four-day video shoot with Bay Area Media Masters--videos will be completed shortly

## Promotions/Events

- Partnered with Mendocino Winegrowers Inc. to assist with event planning and coordination for Taste of Mendocino in San Francisco, which brought in over 300 trade and media and 50 vendors

## Press Visits April – June

Name	Publication	Fam Trip
Carri Wilbanks	Yahoo/USA Today	April 1–4
Kristin Kent	Toronto Star	April 10 & 11
Manchan Magan	Aer Lingus Cara Magazine	May 21 –23
Peter Fish	Sunset	May, 2015
Rhonda Cihonski	Diablo Magazine	June 6 & 7

We are currently working on itineraries for media visits in July – September.

## Media Placements/Reach

We secured 89 media placements with an ad equivalency of \$5,273,863 and 292,998,174 impressions.

Following is a more detailed breakout of quarterly production and results.

## Samples of Placements April – June



Wall Street Journal	7x7
SF Chronicle	Orange Coast Magazine
Los Angeles Magazine	Haute Living
Coastal Living	CNN.com
Wine Enthusiast Magazine	805 Living Magazine
Refinery29.com	Zagat.com
JetSetExtra.com	Examiner.com
LA Times	Huffington Post
Bay Area News Group	Santa Rosa Press Democrat
Sunset	The Globe and Mail
Sacramento Bee	Forbes
USA Today	Minneapolis Star Tribune

## SALES – GROUP & LEISURE

- Represented the North Coast Tourism Council and Shasta Cascade region as part of the Visit California delegation sales mission to Korea and Japan – 100% of cost borne by NCTC
- Hosted a French FAM organized by Visit California
- Worked with various receptives to contract with local hotels for their international sales packages

- Attended IPW in Orlando representing the NCTC; met with over 100 international tour operators and media
- Participated in the finalSunset Celebration Weekend at their Menlo Park campus with over a dozen partners

## **VISITOR SERVICES/FULFILLMENT**

- Created new annual Calendar of Events brochure to be distributed throughout Northern California

## **Festivals & Events**

- Posted local events to Visit Mendocino website
- Posted events to VIA and Visit California websites
- Continued distribution of semi-monthly event calendars
- Staffed monthly Festival Committee meetings to discuss ongoing festivals and new opportunities
- Monthly Visit Ukiah and Greater Ukiah Chamber of Commerce Board of Directors meetings
- Attended numerous county events
- Assist in development of California Cider Competition at the annual Mendocino County Fair & Apple Show

## **Administration (MCLA, MCPA, VMC & NCTC)**

- Finalized the 2015/16 Marketing Plan & Budget gaining approval from all Boards of Directors
- Helped finalize the MCLA BID Advisory Board 2105/16 Annual Report
- Continued ongoing visitor guide mailing and database management
- Attended numerous BID public meetings and forums
- Attended quarterly Cal Travel Association board meeting and annual Rally Day at the State Capitol in Sacramento
- Attended Destination Marketing Association International CEO Summit in Monterey, CA
- Attended California Travel Summit in Monterey
- Completed Chairmanship of California Travel Association
- Continued work on annual VMC non-profit audit and MCLA/MCPA financial reviews
- Assisted with annual MCLA election of new board members
- Continued to administer monthly Board meetings
- Performed other administrative tasks as requested
- Completed 2014-15 Annual Report and developed 2015-15 budget for NCTC



*Mendocino contingent at the California Travel Summit in Monterey*