



QUARTERLY REPORT JANUARY–MARCH, 2014

Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE
MENDOCINO COUNTY LODGING ASSOCIATION
COUNTY OF MENDOCINO
APRIL 8, 2014**

QUARTERLY ACTIVITIES REPORT JANUARY – MARCH 2014

The following is a progress report on the goals as outlined in the approved
2013-2014 Marketing Plan.

PROJECT	2013-2014 GOAL	YEAR TOTALS	% COMPLETE	COMMENTS
SOCIAL MEDIA	23,400 Fans 1:1.6 Avg. Reach	30,021 Fans/ 76,600 Interactions; 1:1.6 Avg. Reach	128.2% Fans; 100% Avg. Reach	
EMAIL MARKETING	30,000 Subscriptions; 3.0% Engagement	25,584 Subscriptions; 2.4% Engagement	85.2% Subscriptions; 80% Engagement	
WEBSITE	69,000 Pageviews/ Month; 00:04:30 Time on Site	55,358 Pageviews/ Month; 00:03:58 Time on Site	80% Views/M. 83% Time on Site	
PR-Ad EQUIVALENCE	\$5.5M	\$10,878,590	197%	
LEISURE SALES	6,000 Direct Consumer Leads	5,600 Direct Consumer Leads	93.3%	
GROUP SALES	Sell 1,000 Room Nights	520 Room Nights Sold	52%	
VISITOR CENTERS & SIGNAGE	Install 1 Gateway Sign; 2 Informational Kiosks	0 Gateway Signs; 0 Gateway Kiosks	0%	Working on Gateway Sign in Gualala
VISITOR GUIDE & FULFILLMENT	2013-2014 Visitor Guide; Annual Events Calendar; Tear Off Maps	2013-2014 Visitor Guide is currently in production	The 2013/14 Visitor Guide is complete	

Visit Mendocino County (VMC) Board, Committees and Staff have been focused on implementing the approved Marketing Plan for 2013-2014. The following are details on activities & accomplishments supporting the 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.

Advertising/Paid Media

- To help with promoting the Crab, Wine & Beer Festival, Alison de Grassi was interviewed live on the Ryan Scott show (KGO/AM)
- Held #MendocinoGoneWild Crab Photo Contest during the Mushroom, Wine & Beer Festival. Participants were asked to take a photo of themselves or a friend wearing a crab hat in an iconic location. The winner, Kimberly Casanova, came up to Mendocino during the festival to claim her prize of a two-night stay, crab dinner, bike tour and the Crab Cake Cook-off.
- Ran an online campaign on *Sunset* magazine’s site – see “Discover California’s Unexplored Eden” below.
- Launched TripAdvisor online ad campaign – see “Mendocino County New York Times #3 Place to Go in 2014”



DISCOVER CALIFORNIA'S UNEXPLORED EDEN
 a wonderland of cascading waterfalls, towering redwoods, tranquil beaches,
 and a place to reclaim your peaceful center



MENDOCINO COUNTY
 NEW YORK TIMES #3 PLACE TO GO IN 2014

Fulfillment Type	January	February	March	Total
Toll Free Calls	101	72	89	262
Visitor Guides	384	316	3,257*	3,953
Visitors to Office/Retail Space	405	591	296	1,292

*includes 2,937 Sunset Sweepstakes leads

Google Analytics for January–March

	1ST QUARTER REPORT 2014			YTD
	January	February	March	Total/Avg.
Unique Visits	13,360	11,616	14,704	13,226
No. Page Views	57,361	48,045	60,668	55,358
Avg. Pages per Visit	3.6	3.54	3.52	3.55
Avg. Bounce Rate	41.47%	44.84%	43.7%	43.33%
Avg. Time on Site	00:03:59	00:03:30	00:03:44	00:03:44
% New Visitors	78.01%	78.69%	79.99%	78.89%

Public Relations

The public relations program got off to a flying start in the first quarter of 2014. The first major coup was the Point Arena-Stornetta Public Lands taking the no. 3 spot in the *New York Times* list of *the 52 Places To Go* in 2014. The article appeared on Sunday, January 12 in print and online — 20,115,627 impressions with a \$4,183,967 media value. The Crab, Wine & Beer Festival created a lot of media buzz with five judges attending the festival and related events.



February saw Mendocino County get a hit in the prestigious *London Sunday Times* Travel section and an impressive four-article spread in the Bay Area News Group papers that include such press luminaries as the *San Jose Mercury News*, the *Contra Costa Times*, and the *Oakland Tribune*. March brought a crew from *Sunset* magazine to Westport and beyond to shoot a cover for the magazine's May edition as well as an article in the *Wall Street Journal*, firmly placing Anderson Valley on the map. In addition, the proclamation by President Obama to add the Point Arena-Stornetta Public Lands to the California Coastal National Monument brought Mendocino County to the nation's attention, including a very timely feature by John Flinn of the *San Francisco Chronicle*. The total PR value for the first quarter is an impressive \$7,888,058.

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

Press Releases

- “Eden on the Edge” distributed to regional and national long lead editors; Canada, inflight magazines
- “Crab Festival” issued to local/regional
- “Mendocino Pops the Cork” released to regional and national outlets; inflight; freelance
- “I Do with a View” released to regional and national outlets; freelance; national travel; LGBT

Press Visits

Name	Publication	Fam Trip
Sanae Suematsu	Mapple Travel Guides/Japan	Jan 18–19
Jimmy Im	Condé Nast Traveler, Travel + Leisure, Passport, Thrillist	Jan 23–26
Freda Moon	New York Times	Jan 23–26
Kat Odell	Eater LA	Jan 23–26
Mickey Rapkin	Elle, Bon Appetit	Jan 23–26
Teresa Rodriguez	Huffington Post, Tango Diva, Examiner.com, Nob Hill Gazette	
Leslie Forsberg	Alaska Airlines Magazine	Jan 24–25
Jill Starley-Grainger	Sunday Times Travel Magazine/UK	Feb 14–15
Bob Cooper	AAA Highroads Magazine	Jan 27–29
John Flinn	San Francisco Chronicle	Feb 26–28
Ellen Cushing	San Francisco Magazine	Mar 9–10

We are currently working on itineraries for more media visits in quarter two.



Samples of Placements for Q1

New York Times	Contra Costa Times
Sunday Times Travel/UK	Oakland Tribune
Living on Earth/Public Radio International	Sacramento Bee
NBC Bay Area	San Francisco Chronicle
KGO AM Radio	Examiner.com
San Jose Mercury News	Condé Nast Traveler
Wall Street Journal	USA Today
LA Weekly	Forbes
Washington Times	Washington Post
Orange County Register	CBS San Francisco
CBS News	Inside Bay Area
Huffington Post	Spokesman Review
Santa Rosa Press Democrat	Travel + Leisure

Key Activities

- Co-hosted the five media who were judges at January's Crab Cake Cook-off and Wine Competition.
- Developed itineraries for visiting media
- Participated in the Wineries portion of Out & About Mendocino's "Spotlight on the Industry," an initial online promotional video series in which guests discuss the state of the tourism industry in Mendocino County; future segments will include Dining, Activities, Services, and Real Estate
- Developed collateral for Mendocino Winegrowers Inc. (MWI) USDA grant program
- Working with Taste of Mendocino committee

Sales – Group & Leisure

- Two tour groups from Sacramento visited the coast on day trips. Over 100 people ate, shopped and tasted Mendocino wines during tours.
- Visit Mendocino County's Union Square Ice Rink sponsorship ended on January 20, 2014.
- Made sales calls with various SF based tour operators in January.
- Attended Visit California Outlook Forum in Pasadena on behalf of the North Coast Tourism Council (NCTC).
- Attended National Tour Association (NTA) trade event in L.A in February on behalf of NCTC. Mainly domestic tour operator contacts.
- In partnership with Shasta Cascade and the NCTC, attended Go West in Tacoma in February. Primarily international tour operators interested in working in 13 Western states.
- Participated in the California Council of Land Trusts educational convention in Sacramento on behalf of the NCTC.
- Preparing for IPW in Chicago on April 6, 2014. Have 82 confirmed appointments to date.

Visitor Services/Fulfillment

- The Boonville Visitor Service kiosk is now also a MTA bus stop, thus greatly increasing visitation.
- Continue work on the Gualala gateway sign.

Festival & Events

Preparations are underway for Mendocino County State Fair booth with the theme of “Love and Romance in Mendocino County.”

Crab, Wine & Beer Festival

The 2014 Crab, Wine & Beer Festival was held January 17-26.

- Forty-five wineries and breweries participated in the Passport event—an all-time record!
- The number of events saw a 21% increase.
- Winemaker dinners were a huge success, with restaurants and wineries reporting waiting lists and all time high attendance.
- The five judges had a great time visiting the county and attending the signature and other events.
- The signature event—the Coast Clinics’ Crab Cake Cook-off and Wine Competition raised \$90,000 gross, an increase over last year. The event sold 530 tickets. Visitors came from 10 states
- VMC printed 15,000 full-color 40-page brochures that were distributed extensively within the county and throughout Northern California.
- Worked with event holders countywide to assist with coordination of events, in particular the Crab Cake Cook-off and Wine Competition. Assisted Coast Clinics’ Event Coordinator in solicitation of chefs for Crab Cake Cook-off
- Solicited advertising in Event Guide.
- Distributed event guides and signs to all participants and visitor centers countywide.
- Attended numerous Festival events throughout the county
- Created online Festival survey and evaluated responses to inform future festivals



The Mendocino County Party for the Planet

VMC conducted a poll to determine a new name for the Earth Day Festival and the overwhelming winner was “Party for the Planet.” The festival will be held April 19-26, 2014. Some of the highlights include:

- Parducci’s Party for the Planet, a free Earth Day celebration on Saturday, April 19
- Free outrigger rides on Big River, courtesy of Catch-A-Canoe & Bicycles Too
- Mendocino County Garden Expo



- Vineyard tours and tastings
- Noyo Food Forest 8th Annual Earth Day Festival
- Farmers' market heirloom seed swap
- Celebrate our Pollinators event at Solar Living Institute
- Dog hike at Saracina Vineyards
- Save Our Frogs event at Little River Inn
- Clean and Green Machines reception at the Beachcomber Motel & Spa
- Music events and more!

Miscellaneous Festivals/Events/Board & Committee Meetings

- Posted miscellaneous events and photos on *Via Magazine* and *Visit California* websites as well as other sites of interest.
- Staffed monthly Festival Committee meetings to discuss ongoing festival issues and event guide.
- Created new collateral material for festivals and VMC documents including this Quarterly Report.
- Set date for 2014 Mushroom, Wine & Beer Festival as November 8-17.
- Presented to South Ukiah Rotary.

Partnerships

- Attended MWI Annual Meeting for marketing and brainstorming.
- MWI has been awarded a USDA grant that includes funds to VMC for marketing efforts. VMC has created collateral for MWI under the aegis of the grant.

Administration

- VMC has met with the State Parks to explore how to increase visitation and to brainstorm marketing programs/partnerships.
- Will be attending CalTravel quarterly meetings.
- Jen Filice resigned from her position as Marketing & Communications Manager. New VMC team member will be starting April 16.
- The *New York Times* article has resulted in increased interest in Mendocino County. VMC is still working with the PR firm to leverage the coverage.
- First Fridays continue to be a success.
 - Held a very successful First Friday February in partnership with the Mendocino Film Festival. Close to 150 people attended despite the rain.
 - Held a very successful First Friday March with beautiful pine needle baskets by Carolyn Zeitler and wines by Husch Vineyards.
- Attended Visit CA Outlook Forum meeting with Visit California's International Office, learning about the latest marketing trends and programs and winning the **2013 Poppy Award for "Why Travel Matters"** campaign due to our community's work on the Pt. Arena - Stornetta Public Lands.

- Attended continuing education classes on destination marketing in DC. Included were meetings with both the Dept. of Commerce and Interior designating the Stornetta Lands a part of the CA Coastal National Monument.
- Met with President Obama and attended several very successful events in support of Stornetta Public Lands being designated a California Coastal National Monument.

MCLA

- MCLA nomination period has ended and ballots will be printed and mailed in the coming weeks.
- Worked with Governance and Marketing Committee Meetings in hiring a firm to do the MCLA/MCPA/VMC Governance Study. Work continues on the Marketing Study. Both should be complete by June 2014.
- The Governance Study conducted interviews with current and prior Board members.

North Coast Tourism Council

Administered NCTC organization including multiple Board meetings

Scott Schneider, VMC's President & CEO, was at the Oval Office for the signing of the Stornetta Public Lands proclamation on Tuesday, March 11, 2014.

