



QUARTERLY REPORT OCTOBER – DECEMBER, 2014

Submitted to

**MENDOCINO COUNTY PROMOTIONAL ALLIANCE
MENDOCINO COUNTY LODGING ASSOCIATION
COUNTY OF MENDOCINO
JANUARY 13, 2015**

QUARTERLY ACTIVITIES REPORT OCTOBER – DECEMBER 2014

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 YTD (July 1-December 31, 2014).

PROJECT		2014-2015 GOAL	YEAR TOTALS	% COMPLETE
PUBLIC RELATIONS	Materials Issued	16	9	56%
	Audience Reach	134 million	402 million	300%
	Ad. Equivalency	\$5.5 million	\$7.85 million	143%
	Placements Secured	200	176	88%
	Fam Program	32	16	50%
	Trade Shows	2	2	100%
	Media Missions	2	1	50%
SALES	Consumer Leads	7,000	3251	46%
	Room Nights	1,000	719	74%
	Trade Shows	2	0	Scheduled for 2015
	Partnerships	Coordinate efforts with partner organizations	Created a new one sheet, a new web site, revised redwood highway map	90%
	FIT/Groups	Target domestic and international FIT and group business	Presented to Main St. Tours LA; attending American Bus Association trade show Jan	50%
WEBSITE/SOCIAL MEDIA	Consumer Database	30,000	29,203	97%
	Email Engagement	3%	2%	66%
	FB Fan Base	40,000	31,462	78%
	Avg. FB Reach	1:1.6	1:1.2	

PROJECT		2014-2015 Goal	YEAR TOTALS	% COMPLETE
ADVERTISING	Pandora Sojern Weekend Sherpa Google TripAdvisor SFGate Sunset Lonely Planet KOIT-FM Billboards: Bay Bridge Toll Plaza 1-880	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	50%
VISITOR SERVICES	Signage/Wayfinding	Tear-off maps Pet friendly guide Visitor Guides Wall calendar Support of Redwood Coast Chamber Gateway sign on Hwy 1 in Gualala	Funded Ukiah brochure Distributed In process Distributed In process In process	100% 100% 50% 100% 90%
	Festivals & Events	Build Party for the Planet festival	Due April	
	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	4,875	140%
	Sales	\$10,000	\$7,651	76%

ADVERTISING/PAID MEDIA

- Continued marketing efforts with heavy online banner ads, outdoor billboards and radio ads. Traffic and conversion rates were above average
- Took calls, sent our Visitor Guides, hosted visitors to the Fort Bragg office

Fulfillment Type	Oct	Nov	Dec	Total
Toll Free Calls	30	45	26	101
Visitor Guides	171	164	27	362
Visitors to Office/Retail Space	455	340	203	998
Sales	\$482	\$2,692	\$1,152	\$4,326

SOCIAL MEDIA & WEBSITE

- All media creative was designed to drive traffic to the website
- Continued work on website to improve engagement rates
- Updating website listings on daily basis with dynamic photography and current listing information
- Working on video pieces for the website
- Used a 30-second video to promote the Mushroom Festival on website and Facebook
- Monthly newsletters are moving to a more editorial-focused content, keeping in line with industry research
- Worked on website development for VMC website
- Partner outreach for photographs and content for VMC website

	2ND QUARTER REPORT 2014-15			YTD
	Oct	Nov	Dec	Total/Avg.
Unique Visits	10,258	8,176	13,701	10,711
Avg. Bounce Rate	58.77%	57.06%	54.9%	56.91%
Avg. Time on Site	00:02:15	00:02:34	00:02:33	00:02:37

PUBLIC RELATIONS

The fiscal year's second quarter saw media materials distributed to over 3,500 media outlets. Press releases included:

- Roadtrip 101: Inspiration Highway
- Crab, Wine & Beer Festival
- Horseshoes & Corkscrews
- Visit California/Boulder Trade Show
- Hot Sheet/Spring 2015

Opportunity Programs

- Formalized interviews for Rudy Maxa/Rudy Maxa's World/PBS Live Radio Remote to promote the Mushroom Festival (November 7)
- Live interview with John Hamilton/KGO AM on October 19 with Scott Schneider
- Lined up four top wine/beer/food/media judges for Crab Cake Cook-off in January

Trade Shows/Media Missions

- Alison de Grassi attended Los Angeles Media Mission (October 15-16); conduct follow-up
- Scott Schneider attended Visit California/Boulder Trade Show (October 8)

Promotions/Events

- Attended Mushroom, Wine & Beer Festival, coordinated new photography, escorted judges

Key Activities

- Created itineraries for visiting media in partnership with stakeholders
- Posted PR hits to VMC Partners at Work Facebook page
- Created and distributed monthly newsletter to Consumer Mailing List
- Created YTD Marketing Plan review

Media Placements/Reach

We secured 96 media placements with an ad equivalency of \$1,642,302 and 270,488,387 impressions. Following is a more detailed breakout of quarterly production and results.

Press Visits Q2

Name	Publication	Fam Trip
Alison McCarthy	PureWow.com	Oct. 7-9
Krista Minard	Sacramento Magazine	Oct. 10-12
Daisy Barringer	Thrillist.com	Oct. 23-25
Rudy Maxa	Rudy Maxa's World (National Syndicate 172 Stations)	Nov. 6-9
Sayre Piotrkowsky	Judge - Mushroom Fest	Nov. 7-9
Ari Burack	SF Examiner	Nov. 7-9
Anne Wycoff	Coastal Living Magazine	Dec. 3-6
Wayne & Judy Bayliff	Freelance	Dec. 19-22
Jennie Nunn	C Magazine (Note: postponed to early 2015)	

We are currently working on itineraries for more media visits in the third FY quarter.

Samples of Placements Q2

Sunset	Conde Nast Traveler	Sacramento Bee
Marin Magazine	Ozy	Alaska Airlines Magazine
NBC Bay Area	Tasting Table	San Francisco Chronicle
Yahoo! News	Bay Area News Group	Bay Area Parent
Examiner.com	Wines & Vines	Thrillist.com
San Francisco Chronicle	LA Times	Vino 24/7
Napa Valley Register	7x7 Magazine	National Public Radio
PureWow	KGO Radio	Rudy Maxa's World
San Francisco Magazine	Somm Journal	Sippity Sup

Sunset

32 amazing foodie gifts



26 OF 33 VIEW ALL

Cheeses

The next best thing to living in California's Mendocino County is eating like you live there ... which means terrific cheeses from Pennyroyal Farm. A sampler includes Boont Corners 2 Month, Bollie's Mollies, Boont Corners Reserve, Boonter's Blue, Boont Corners Vintage, and Laychee chèvre. \$66; pennyroyalfarm.com.

THRILLIST

AN INSIDER'S GUIDE TO DRINKING IN MENDOCINO

PUBLISHED ON 11/7/2014
BY DAISY BARRINGER

Alaska Airlines
MAGAZINE

7x7

Los Angeles Times

NBC BAY AREA

ting the
Spirit
Gifts to
create lasting
memories



Hickory smoked ch
syrup and sea salt a
flavors from Quinn
servative-free kerne
bags (\$5 per two-ba
com). Mendocino C
olive oil presents se
bottles of your choi
com).

npr

Lovers Of California Wine, Keep An Eye On
Anderson Valley

November 22, 2014 3:26 PM ET
CHRISTINE CIARMELLO

SFGATE

15 under-the-radar California beach towns
to visit now

SALES – GROUP & LEISURE

- Attended SF Travel's New York Reception for Tour Operators and Receptives – mainly large domestic tour operators (on behalf of North Coast Tourism Council [NCTC])
- Attended Main Street Tours' reception in LA - gave a presentation before 165 of their tour group leaders; at least one Mendocino group already booked for 2015
- Entertained UK tour operator representative who has contracts with several County hotels and wants to expand offerings
- Sales calls to six major Canadian tour operators in Toronto; so far two new Mendocino packages created due to efforts
- Met with 18 members of the LA chapter of the Japanese Tour Operator Association in Los Angeles – gave presentation on Mendocino County and distributed materials
- Attended SF Travel's reception for LA-area receptive tour operators in Los Angeles (on behalf of NCTC)
- Preparing for Mid-Atlantic Seminar, ABA Summit, and Go West Summit, in January and February (on behalf of NCTC)
- Preparing for Bay Area Travel Show in January

VISITOR SERVICES/FULFILLMENT

- Completed new and updated Mendocino County Pet Guide. Distributed to various locations, and uploaded to our website as downloadable PDF
- Re-wrote and reorganized sections of the Visitors' Guide for new edition
- Worked on ad sales for the 2015 Official Visitor and Planning Guide

Festivals & Events

- Distributed brochures and signage for the Mushroom, Wine & Beer Festival
- Attended the Mendocino Winegrowers Inc. Annual Harvest Party
- Completed successful Mushroom, Wine & Beer Festival
- Created and distributed semi-monthly event calendars to listserv
- Coordinated the design and production of the 2015 Crab, Wine & Beer Festival brochure and distributed to countywide businesses
- Completed the January – July 2015 Events Calendar
- Continued to post local events online
- Posted events on Visitmendocino.com, VIA Magazine and Visit California websites
- Staffed Festival Committee meetings to discuss ongoing festivals and new developments

Administration

- Completed the third annual VMC wall calendar
- Attended Visit California workshop regarding increased funding to \$100 million beginning 2015
- Held a very successful First Friday event with featured local artist Sev Ickes; over 125 local and out of town visitors stopped by the Marketplace
- Began work on the annual financial review
- Attended Visit Ukiah monthly meetings

MCLA/MCPA

- Continued to administer organizations including meetings, bookkeeping, reports, etc.
- Attended multiple Board of Supervisors meetings regarding modification of the BID

North Coast Tourism Council

- Administered NCTC organization including multiple Board meetings