



PUBLIC RELATIONS/SPRING CAMPAIGN: DOLLARS & SENSE

- **Objective:** Achieve key spring editorial to push fall stakeholder revenue
- **Strategy:** Work with key national, drive market and online social media influencers to position Mendocino County as “the” ideal post-Covid escape
- **Challenge(s):**
 - Securing/leveraging in-market media visits during Covid-19
 - Balancing local/community sentiment during pandemic
 - Timing placements to hit in Spring/'21
 - Outpacing key destination competitors as travel receives “green light”





EDITORIAL COVERAGE

<u>Outlet</u>	<u>Reach</u>	<u>Ad Equiv.</u>
• Conde Nast	810,000	\$1,473,086
• Conde Nast/online	1,069,148	\$90,097
• Afar	644,000	\$18,872
• Red Tricycle	1,375,411	\$47,363
• Hemispheres	563,038	\$117,873
• NBC Bay Area	343,198	\$9,489
• NBC Los Angeles	3,512,473	\$12,021
• Diablo	30,000	\$2,500
• HoneyTrek	115,000	N/A





EDITORIAL COVERAGE

<u>Outlet</u>	<u>Reach</u>	<u>Ad Equiv.</u>
• Thrillist	2,165,458	\$217,477
• OnlyinYourState	1,684,938	\$27,542
• TripAdvisor	16,993,111	\$5,334,882
• 7x7	132,248	N/A
• Fodors.com	101,386	\$3,061
• MSN.com	35,080,625	\$16,427,934
• NPR Radio	750,000	\$62,000
• TOTAL:	65,370,034	\$22,371,111





IMPACT REPORT

MENDOCINO COUNTY TOURISM COMM.								
2020-2021 Projections								
MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July	44	\$141,389,022.00	426,420,157	1	1			
Aug	42	\$39,439,132.00	217,818,238	1	1			
September	62	\$34,967,135.00	175,423,423	1	2			
October	33	\$434,513.00	10,251,439	0	5			
November	182	\$131,333,151.00	415,862,763	1	1			
December	16	\$17,580,316.00	46,497,039	0	1			
January	12	\$22,903,682.00	38,813,690	1	1		IMM Virtual	koli
February	23	\$77,179,612.00	36,653,853	1	3			
March	50	\$27,175,728.00	83,122,757	1	3			
April	41	\$62,864,598.00	181,376,801	1	3			
May				1				
June								
TOTAL	505	\$555,266,889.00	1,632,240,160	9	21	TBD	1	
GOAL	500	\$10 Million	250 Million	11	20	1	2	
Key Performance Indicators								





PUBLIC RELATIONS 2021-2022 Planning

- The CORO Cavort - tracking Mendocino's unique wine blend one stop at a time
- Mating Season/Feb. - top love shacks, air bnb cabins, camp sites
- Sparkling Wine Trek/Map - glass in hand, kick off an adventure at 24+ wineries
- Micro Trips - short experience-driven escapes: Fort Bragg, Ukiah
- Astro Tourism - key spots for stargazing; focus on lack of light pollution, astronomy enthusiasts
- Plow for Chow - farm stays”
- Fall Edibles & Adventures - lineup of events, uni fest, etc.
- Made in Mendo - culinary angle focused on local products
- Cannabis Tourism - spas, packages, in-room amenities, tours, F&B
- Great Redwood Trail - update release on funding, timing
- Have Bike, Will Travel - off-road biking trails, inns and adventures



PUBLIC RELATIONS 2021-2022 Planning

- Cooperative California Wine Trail/Highway 128 - focus on Yorkville Highlands AVA
- Back to Bohemia - focus on offbeat Bohemian style inns, adventures and artisans
- Rent the Ranch - trend in renting the entire inn/lodge for extended families
- Humble Harvest - fall focus on harvest season, winery stays, work programs
- Carbon Neutral Cabins - focus on reducing the tourism carbon footprint
- Taking it to the Trees- round-up of unique tree house lodgings
- Regenerative Travel - focus on wellbeing, recovery, renewal; forest yoga, serenity treks
- Musing with Mother Nature/Migration Season - tap Mother Nature at her naked best
- Micro Trips/Step into Liquid: Top 10 swimming spots/hot springs
- Suds & Buds - New beer trail; cannabis adventures; rework of original beer trek
- Solo Sojourner - banking on the rise in solo getaways; safe escapes for women





PUBLIC RELATIONS 2021-2022 Planning

- The Modern Nomad -ed-venture and gap family getaways
- Haute Tables/Low Attitude -chef round up with seasonal slant; top 10 tables
- Inspiration Highway -Adventures and pit stops skirting Highway 101
- The Other White -Unearth the region's true gem -dry Riesling & Gewurztraminer
- Rooms with a View -play off Conde Nast Traveler's back page, top picks with visuals
- Horseshoes & Corkscrews -from ranch-style stays to equestrian romps, outback wineries
- Hot Sheet -Media news and updates
- Fungi Season -focus on annual fungi adventures, F&B offerings, hotel packages
- Local/Community News -tourism trends, news, updates on VMC, etc.
- Tribal Travel: authentic adventures for families and step-generation getaways
- Lap of Luxury: top treks for the 1%; custom getaways
- Liquid Assets: offbeat AVAS (Yorkville, Cole Ranch, Mendocino Ridge)



PUBLIC RELATIONS 2021-2022 Planning

- Meetings Mendo-Style: small meeting/incentive focused on boosting creativity
- Finding the Lost Coast: how to plan an escape
- The Art of Escape: from top-tier music festivals to murals and museums
- Wilderness Weddings: destination weddings Mendo-style
- Lift your Spirits: Mendocino County's craft distilleries deep dive

