

VISIT MENDOCINO

May 2026 VFB Meeting

Stats

- **April Social Media Generated / VMC Ads via Facebook and Instagram – See Attached**

Feedback

- **Have heard shops/businesses with a FB zip code who are outside of CBD that are not being included on the VFB website and not happy about it.**

MailChimp eBlasts

Magical May (sent 4/30)

Theme: May Events

- Included links to:
 - BookDirect (13.4% of total clicks)
 - Fort Bragg Blues Festival (12.6% of total clicks)
 - MCBG – Retro Days (7.9% of total clicks)

Other links included:

- Itineraries
- Rhododendron Show
- The Inn at Newport Ranch - concert
- All Events

40,442 delivered

Open Rate: 6.8% (opens 2,756; total opens 3,659)

Unique opens: 10.4%

Note: Other eblast that was sent (thus far) in May is for the Mendocino Film Festival with no links back to Fort Bragg.

The only link that included Fort Bragg was the BookDirect link.

Next eblast campaigns: Working on an Extended Stay/World Cup Watch Parties & June Events

Media

Visiting media:

- Had six international media guests thanks to Visit CA, from Denmark, Germany, Italy, and UK (a mix of traditional media and influencers)
 - o Stayed at NHI (included breakfast)
 - o Experience on Skunk Train's Presidential Class Car with a guided walkabout at Glen Blair Bar
 - o Dinner at The Inn at Newport Ranch

- o Lunch with beer/cider tasting at the Mendocino Coast Botanical Gardens – this was a special offering
 - o Jug Handle State Natural Reserve – guided walk with ED to Pygmy Forest
 - o Spare time in downtown Fort Bragg – went to Cowlicks
- More influencers/media guests with visits slated for June, August & late September