

## Marketing Campaign Monthly Update

June 11, 2024





# Promotion Calendar

**2023 > 2024**

## July > August

- The Great Fort Bragg Photo Collection - Beaches

## August

- Shop Downtown
- Fall Events

## September

- Wrap Beach Bragg
- Mural Walk
- Launch Fort Bragg Beer

## October

- Fort Bragg Beer
- Visitor Profiles
- Magic Market

## November > December

Objective – Holiday Merchant Support

- Winter Events
- **Gift Guide**

## January 2024

- Objective – Merchant Support/Shoulder Season Visitation
- **Restaurant Week**

## February > March

- Objective – Merchant Support/Shoulder Season Visitation
- **Whale Fest +**

## April

- **Fort Bragg Mountain Biking**
- **Summer Season Events**
- **Google SEO Boost**

## May

- **Community Engagement**
- **Mendocino Film Festival**
- **Kelp Fest**

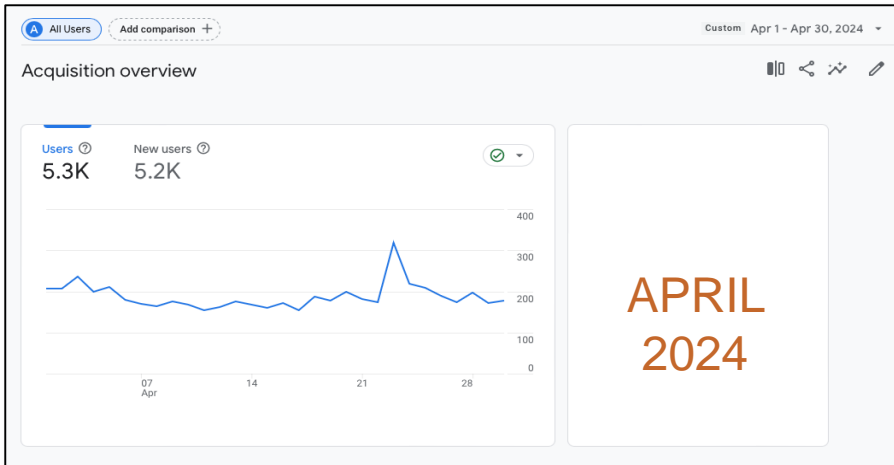
## June

- **Hotel Outreach**
- **Visit CA Roadmap**
- **City Manager Update**

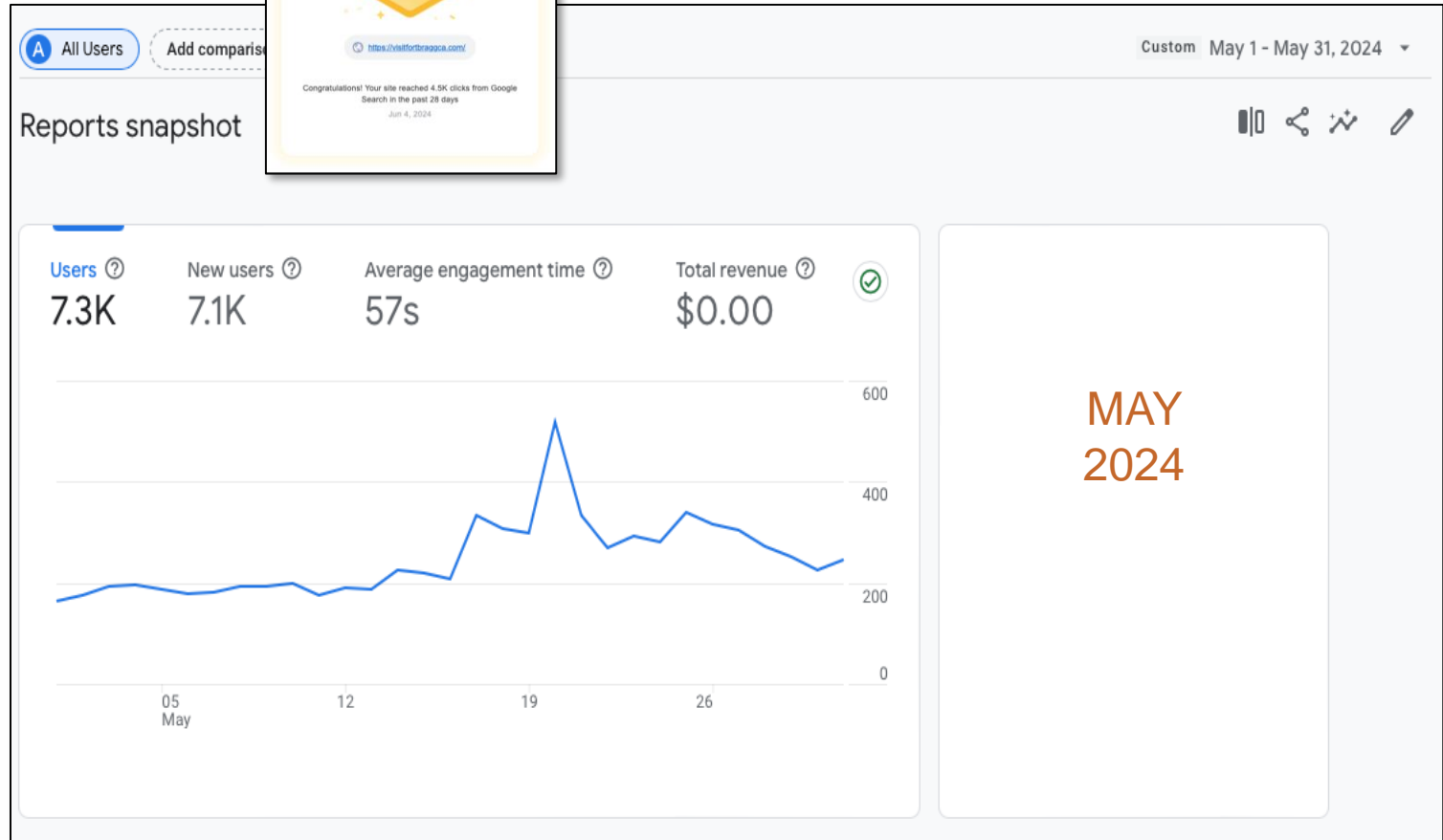
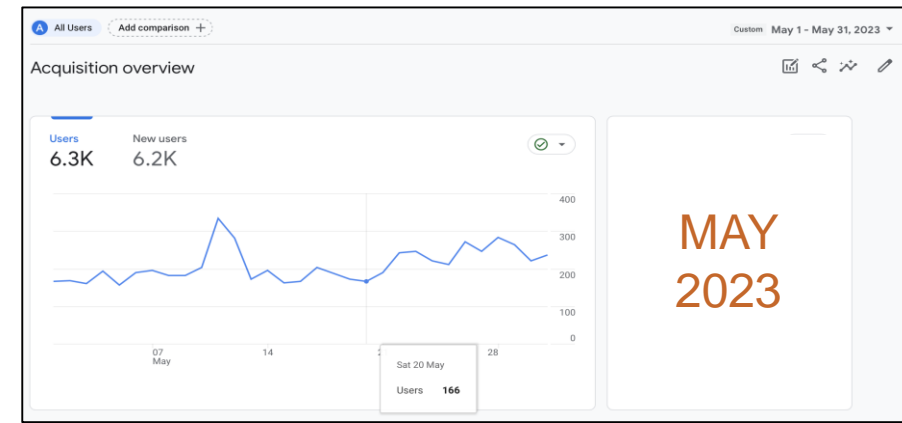
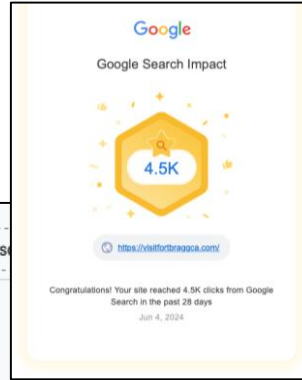
VisitFortBraggCa.com

# MONTHLY SITE TRAFFIC

## Google Analytics



Page path and screen class	Views	Users	Views per user	Average engagement time	Event count
	22,505 100% of total	7,346 100% of total	3.06 Avg 0%	57s Avg 0%	67,039 100% of total
1 /events/	2,679	867	3.09	39s	6,653
2 /	2,665	1,868	1.43	17s	9,767
3 /glass-beach/	940	791	1.19	17s	3,350
4 /plan-your-trip/stay/camping/	918	506	1.81	29s	2,942
5 /plan-your-trip/play/coastal-activities/	885	461	1.92	48s	2,694
6 /plan-your-trip/play/shopping/	605	250	2.42	1m 12s	1,678
7 /plan-your-trip/stay/hotels/	586	267	2.19	42s	1,350
8 /fort-bragg-independence-day-fireworks/	548	417	1.31	28s	1,891
9 /events/summer-season-events/	522	262	1.99	30s	1,260
10 /plan-your-trip/eat-drink/eat/	424	164	2.59	1m 12s	924



VisitFortBraggCa.com

YEARLY COMPARISONS

Google Analytics

41.6 K – Sept. 18, 2020\* > May 31, 2021

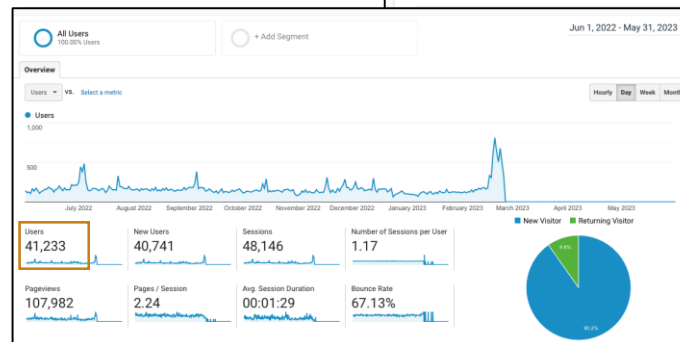
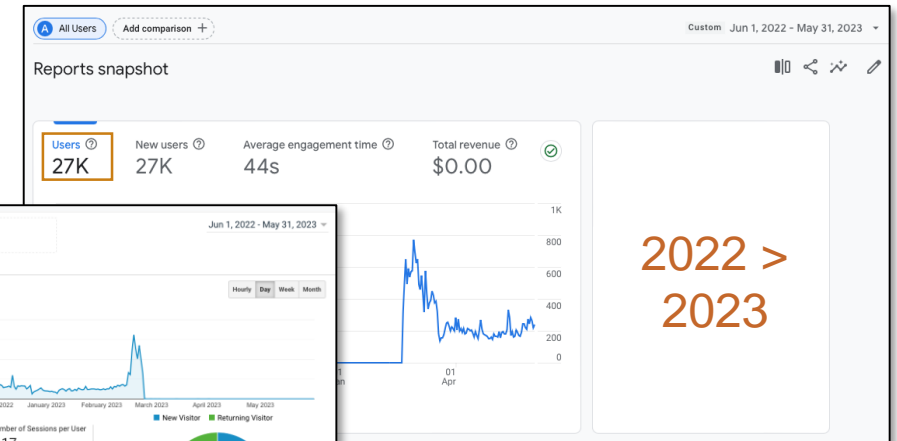
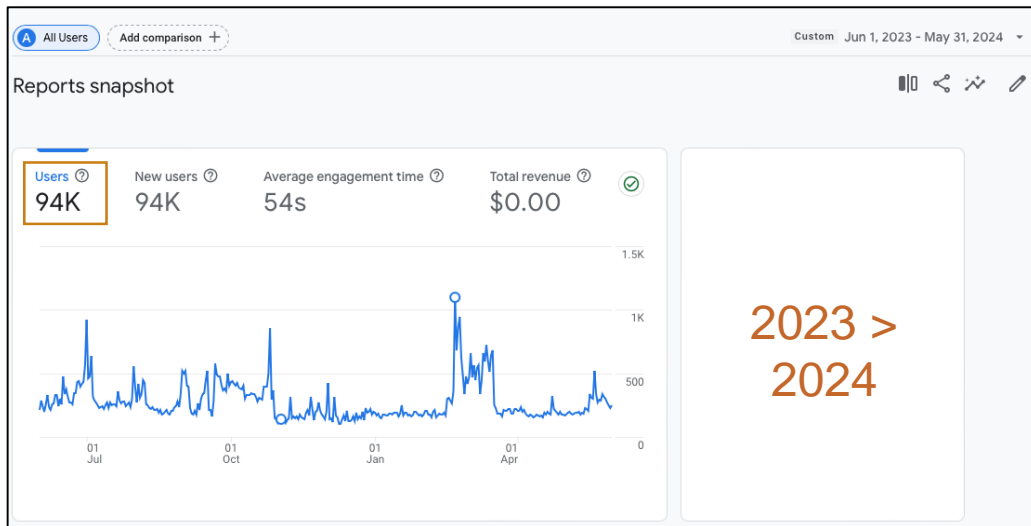
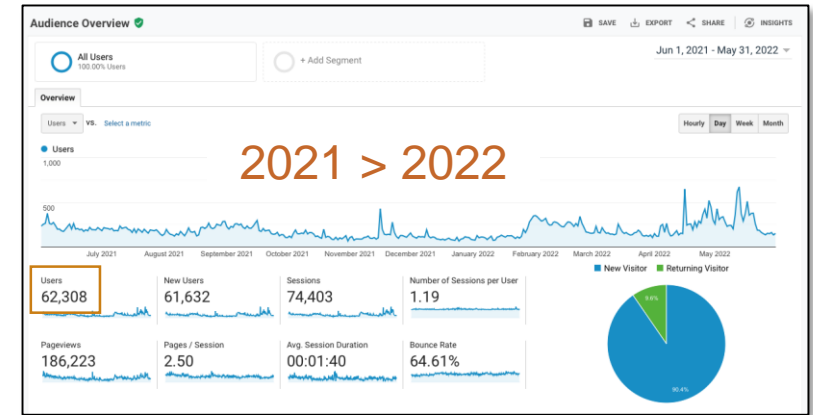
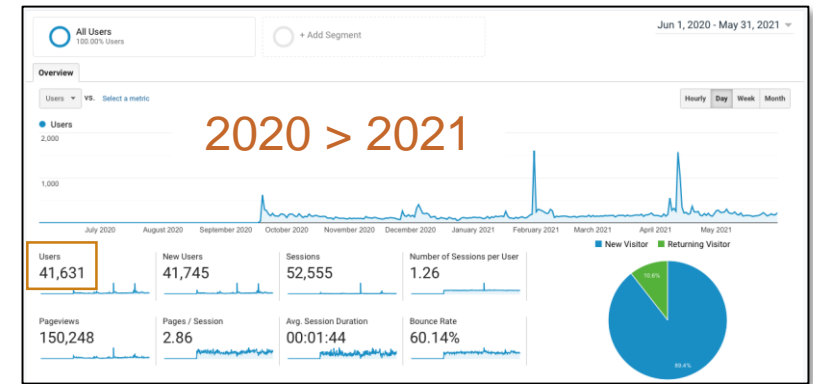
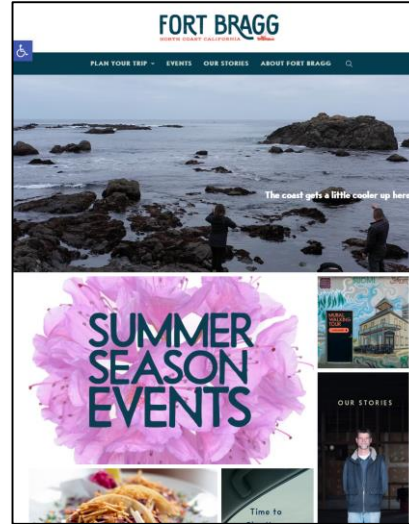
62.3 K – June 1 2021 > May 31, 2022

68.4 – June 1 2022 > May 31, 2023\*\*

94K – June 1, 2023 > May 31, 2024

\*GA installed

\*\*Transition to GA4 (27K + 41.2)



## Campaigns

### MAY EMAIL

- 5,470 Deliveries (+ 1,090)
- 3,379 Total Opens
- 495 Total Clicks
- 35.5% Opens

Links for Celebrating Summer, Kelp, Movies and more | Mailchimp

URL	Total clicks	Unique clicks
<a href="https://visitfortbraggca.com/north-coast-kelp-fest/">https://visitfortbraggca.com/north-coast-kelp-fest/</a>	115 (23.2%)	97 (22.8%)
<a href="https://noyocenter.org/live-web-cam">https://noyocenter.org/live-web-cam</a>	110 (22.2%)	93 (21.8%)
<a href="https://visitfortbraggca.com/silver-fusion/">https://visitfortbraggca.com/silver-fusion/</a>	94 (19.0%)	76 (17.8%)
<a href="https://visitfortbraggca.com/mendocino-film-festival/">https://visitfortbraggca.com/mendocino-film-festival/</a>	81 (16.4%)	69 (16.2%)
<a href="https://visitfortbraggca.com/summer-kick-off/">https://visitfortbraggca.com/summer-kick-off/</a>	53 (10.7%)	47 (11.0%)
<a href="https://visitfortbraggca.com">https://visitfortbraggca.com</a>	21 (4.2%)	21 (4.9%)
<a href="https://www.instagram.com/visitfortbraggca/">https://www.instagram.com/visitfortbraggca/</a>	19 (3.8%)	19 (4.5%)
<a href="https://www.facebook.com/fortbraggca/">https://www.facebook.com/fortbraggca/</a>	2 (0.4%)	2 (0.5%)

## FORT BRAGG

NORTH COAST CALIFORNIA 



### North Coast Kelp Fest

May 18 - June 16

It's not just fun and interesting, but vitally important that we recognize the bull kelp forests so vital to the ecology of our coastline. For one month, in Fort Bragg and Mendocino, you can explore the beauty of this irreplaceable underwater ecosystem and learn about the many efforts to help it recover.

EXPLORE



### Mendocino Film Festival

May 30 - June 2

As if there weren't already enough beautiful scenes around Fort Bragg, Mendocino Film Festival brings a full line-up of thought-provoking, award-winning, and independent films to the area. Visit Fort Bragg is proud to be a Supporting Sponsor of the Mendocino Film Festival and sole Sponsor of the Coast Cinemas.

EXPLORE



### Summer Kick-Off

Friday, June 7 - Downtown Fort Bragg

The First First Friday (not a typo) is a fun way to launch into the Summer Season in Downtown Fort Bragg. The Caspar Kings will be playing from 4 to 8 PM, along with food trucks, art and much more.

EXPLORE



### Our Stories: Silver Canul

A local culinary legend, Silver's rise through the ranks at some of the region's most acclaimed restaurants led him to open Mayan Fusion, where he's created a dining experience that is uniquely his own.

EXPLORE



If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this summer.

FORWARD TO A FRIEND



### The Coast Calls

Satisfy your longing for the beauty of the Fort Bragg coast with the Noyo Marine Center's Crow's Nest Live Cam. Ahhhh.

VIEW



# E-Newsletter

## SUBSCRIBERS

Total Subscribers:

3,400 – June 2022:

5,413 – June 2023:

6,626 – June 2024

### Monitor performance

compared to previous 359 days

 Total sends

77,161

↑ 125%

 100% 77,161

 Open rate

39%

↓ 0.89%

 39%

 Click rate

4.4%


↓ 3.8%

 4.4%

 Unsubscribe rate

0.42%

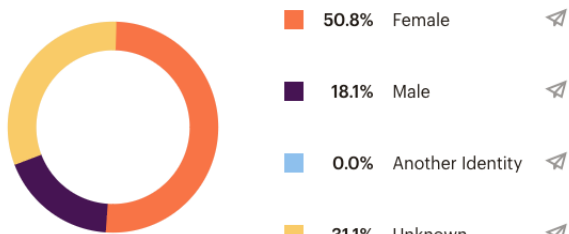
↓ 33%

 0.42%

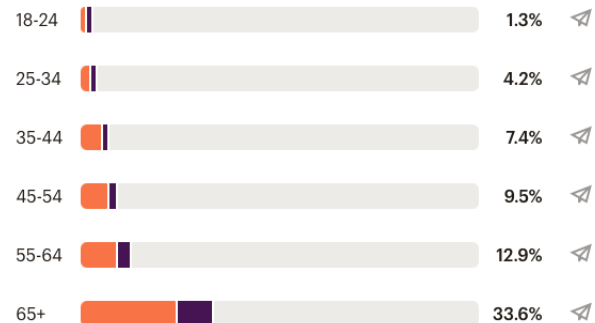
### Predicted demographics Paid Feature

Your contacts broken down by their predicted gender and age.

#### Gender



#### Age Range



### Contacts breakdown

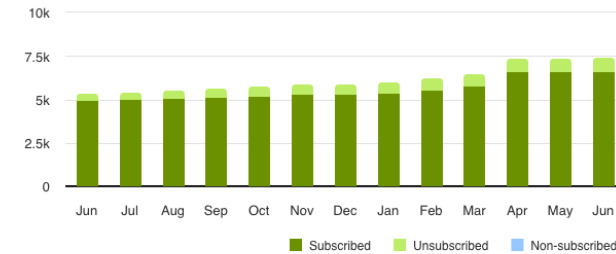
Jun 8, 2023 - Jun 6, 2024

Channel summary Email

Total email subscribers

6,626 ↑ 35% compared to last year

Day Week Month



#### Status breakdown

Subscribed	89.1%	6,626
Non-subscribed	0%	0
Unsubscribed	10.9%	810

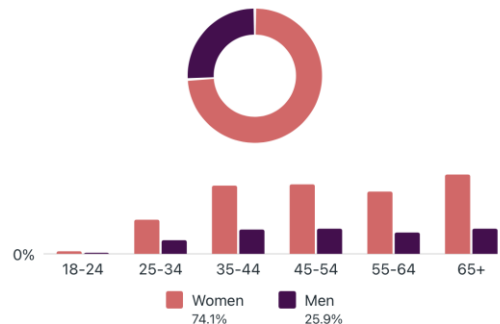


# Organic Social – May

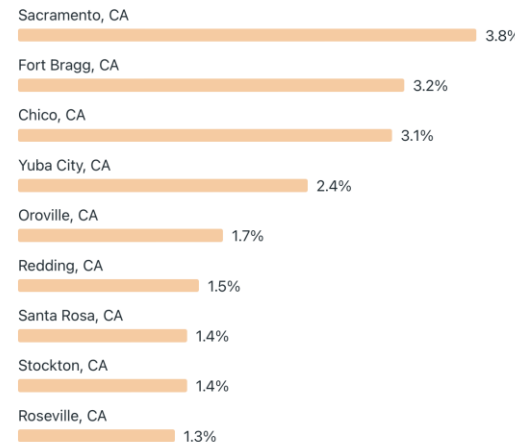
Facebook followers ⓘ

69,653

Age & gender ⓘ



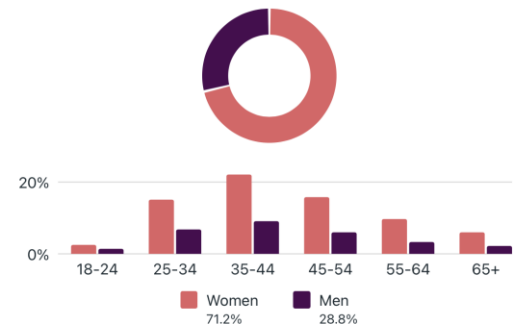
Top cities



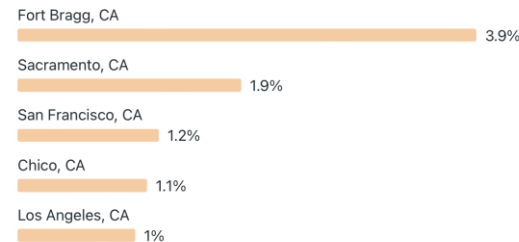
Instagram followers ⓘ

23,768

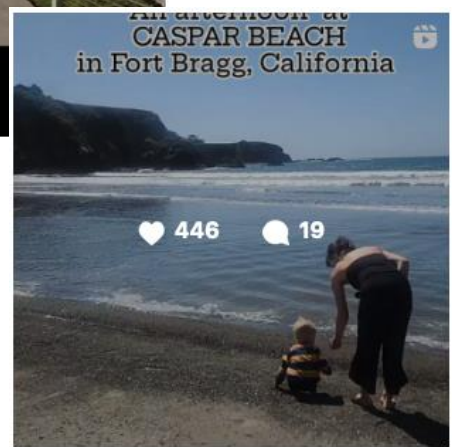
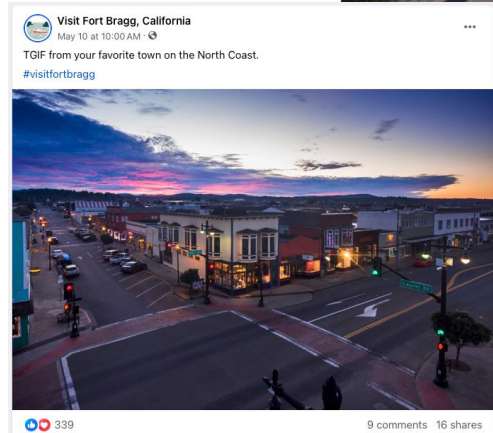
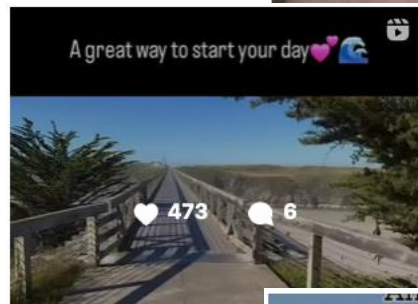
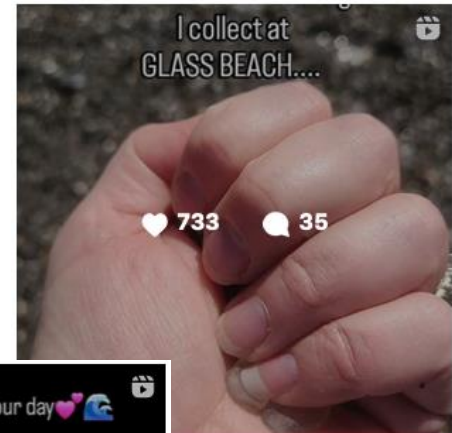
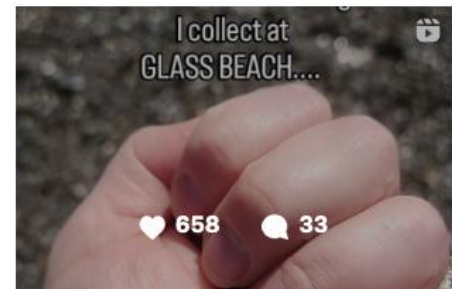
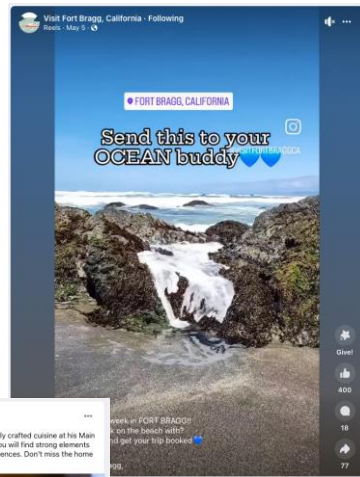
Age & gender ⓘ



Top cities



# Top Posts



## Active in May/June

- Mendocino Film Festival
- First Friday Summer Kick-Off
- Visit California
  - Fort Bragg Page Revision
  - Content Opportunities (via interests, travel stories, etc.)
  - Resources (research, content calendars, etc.)
- Bike Race Planning
- Fireworks Flyer
- State Fair Rack Cards
- Pop Up Tent



**FORT BRAGG**  
NORTH COAST CALIFORNIA

*Independence*  
**DAY**   
*Fireworks*




**SATURDAY, JULY 6**

**PARKING STARTS AT 5 PM.**

- Parking is available at the Noyo Headlands Parking Lot, Noyo Beach and Todd's Point Parking Lot.
- Parking at Noyo Headlands lot \$20.
- Vehicles with handicap placards may park in the Pomo Bluffs Park parking area free of charge.

**FORT BRAGG**



### Fly To Fort Bragg Via Little River Airport

Looking to make a quicker, aerial entrance into the Fort Bragg area? Just 15 miles south of town, the Little River airport has a 100 ft. wide, 5,250 ft. long runway with full-length parallel taxiway. See information below about car rental and contact information for the airport. Oh, and be sure to check out the [Little River Airport webcam](#).

The County of Mendocino [has a page](#) with more details.

You can reach out directly to the Onsite Airport Supervisor Norman Fluhrer – 707-367-1137 or [fluhrern@mendocinocounty.gov](mailto:fluhrern@mendocinocounty.gov)

**Air Galore** provides car rental service to the airport.

**Obar II Door To Door** offers taxi service to and from.

**LOCATION**

FAA Identifier: LLR

Lat/Long: 39-15-43.4000N 123-45-13.6000W  
39-15.723333N 123-45.226667W  
39.2620556, -123.7537778 (estimated)


Elevation: 573.8 ft. / 174.9 m (surveyed)

Variation: 15E (2010)

From city: 3 miles SE of LITTLE RIVER, CA




10' x 10' POP UP TENT



Side Half Wall Outside: 118"

Back Full Wall Inside: 82"

Seam: 40"





Questions?

Comments?

