



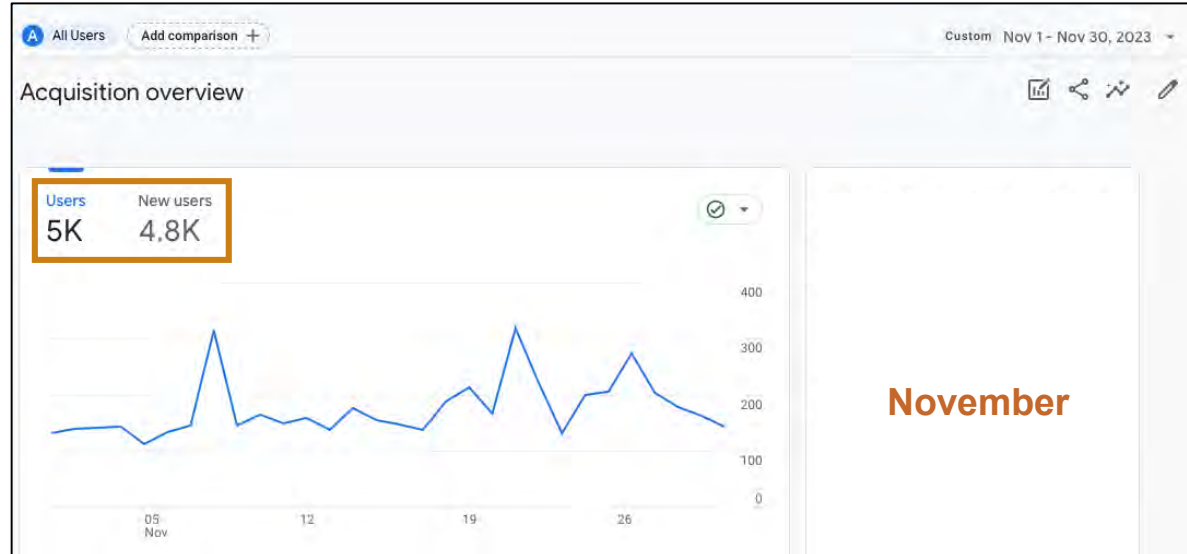
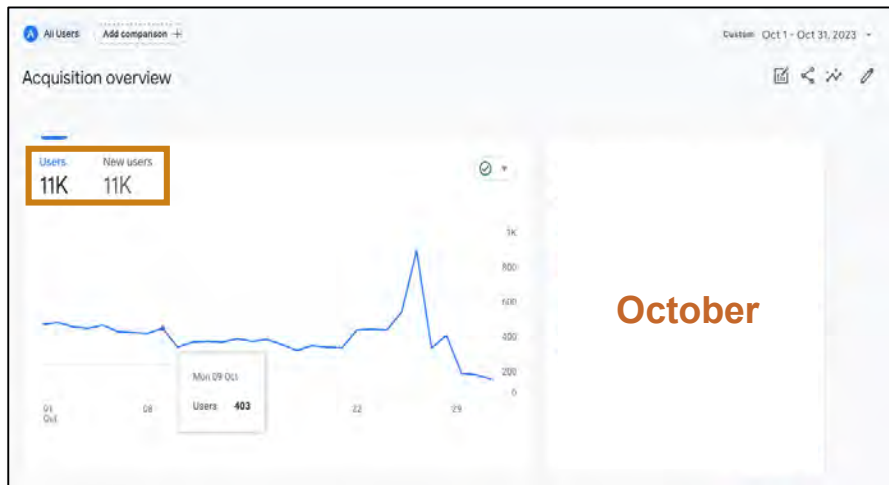
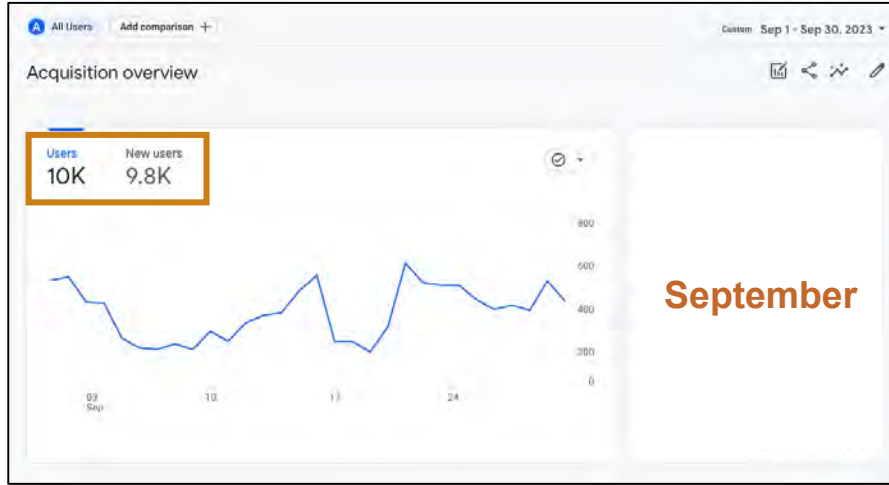
FORT BRAGG
NORTH COAST CALIFORNIA 

**Marketing Campaign
Monthly Update**

December 12, 2023

MONTHLY SITE TRAFFIC

Google Analytics



New users by First user default channel group		NEW USERS
Organic Search		2.7K
Direct		1.3K
Referral		397
Organic Social		388
Paid Search		4

Sessions by Session default channel group		SESSIONS
Organic Search		3.5K
Direct		1.6K
Organic Social		457
Referral		413
Unassigned		11
Paid Search		4

Rank	Page	Users	Percentage
		18,244	100% of total
1	/	6,677	
2	/events/	826	
3	/about-fort-bragg/	783	
4	/2023-gift-guide/	592	
5	/fort-bragg-winter-wonderland/	515	
6	/glass-beach/	440	
7	/plan-your-trip/play/shopping/	321	
8	/whalefest/	296	
9	/2023-gift-guide-online/	280	
10	/winter-wonderland/	270	

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 (+ wine walk, beer fest, 10K, etc.)

April

Objective – Shoulder Season Visitation

Fort Bragg Mountain Biking

TV – Fort Bragg Stories

May

- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

June

- **Stay Sustainably**
- **Getting To Fort Bragg**

Campaigns

NOVEMBER E-NEWSLETTER

- 5,306 Deliveries
- 2,674 Total Opens
- 427 Total Clicks
- 19 Unsubscribes

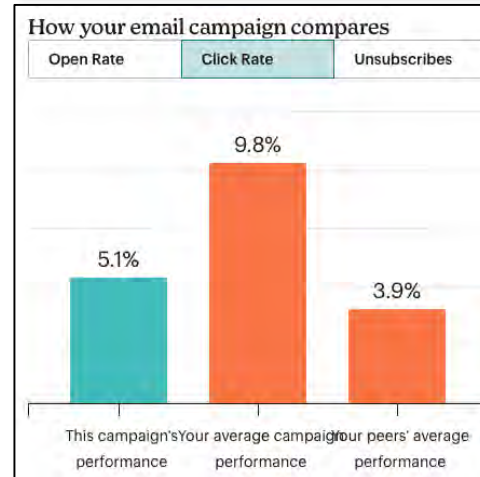
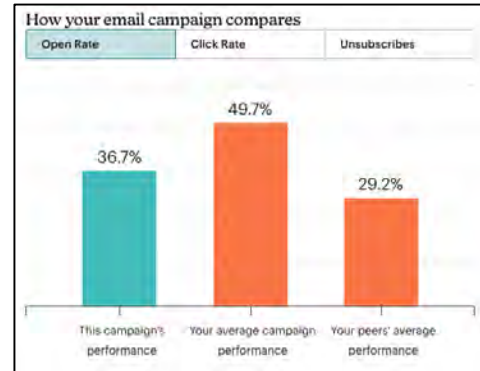
vs. Industry Average All Campaigns

OPEN RATE

- Audience Average: **48.3%**
- Industry Average (travel & transportation): **17.8%**

CLICK RATE

- Audience Average: **5.2%**
- Industry Average (travel & transportation): **1.8%**



FORT BRAGG HOLIDAY GIFT GUIDE

Bring Fort Bragg home for the holidays. Shop this year's Gift Guide for one-of-a-kind presents with the flavor and feel of your favorite little city on the coast. If you can't be here to shop in person, you'll find several stores with options to purchase [online](#). There. Now your gift shopping is all taken care of. You're welcome.

Shop Local. Gift Coastal.

Shop Local

Shop Online



Winter Wonderland Is Saturday, Dec. 2nd

The holidays are officially here as we gather at Franklin & Laurel Streets in Downtown Fort Bragg for a full day of jolly good fun.

- 12:00 PM – 6:00 PM – Town Hall Holiday Market
- 2:00 PM – 6:00 PM – Photos with Santa at the Guest House Museum
- 6:00 PM – Tree Lighting Ceremony
- 6:30 PM – Lighted Truck Parade begins
- Music, food, window displays, kids crafts and more throughout the day

Discover More

Top links clicked

https://visitfortbraggca.com/2023-gift-guide-onlin	333
https://visitfortbraggca.com/2023-gift-guide/	56
https://noyocenter.org/noyolive/	36
https://visitfortbraggca.com	2
https://www.facebook.com/fortbraggca/	0

Saturday, November 25 is Small Business Saturday!
Head out to your favorite shops in Fort Bragg or discover some new additions to the neighborhood. Don't forget to stop in at your local restaurants and cafes - they're small businesses too!

FORWARD TO A FRIEND

FOR THE CHANCE TO WIN A FREE GIFT.

Click below to forward this email to your friends. Every email you forward using the button below enters you in a drawing to win a free gift from one of the stores in the guide.

Forward To A Friend

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) to see the coast for yourself.

FORT BRAGG HOLIDAY Gift Guide

23

Walk In & Online

- 35 stores
- 791 visitors

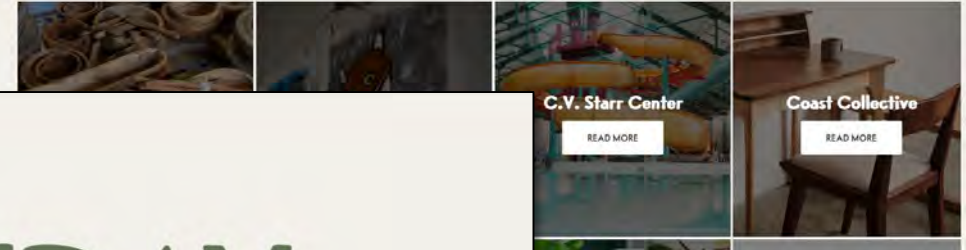
Online Only

- 20 stores
- 671 visitors

FORT BRAGG NORTH COAST CALIFORNIA Campaigns

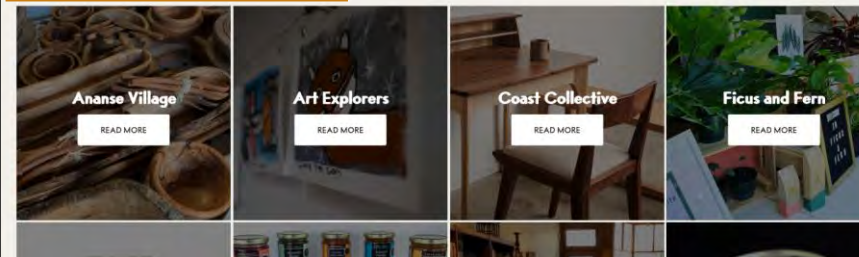
FORT BRAGG HOLIDAY GIFT GUIDE

You can learn a lot about a place as you wander through town shopping for holiday gifts. That's why we created the Fort Bragg Holiday Gift Guide. So come on in, the door is open, feel free to browse around and discover a gift to bring a welcome reminder of Fort Bragg to your holiday celebrations. And, if you can't be here to shop in person, here's where to find your [online shopping](#) options.



FORT BRAGG HOLIDAY GIFT GUIDE

ONLINE MERCHANT SHOPPING GUIDE



Organic Social – November

Followers:

Facebook : 69,331 (+ 25)

Instagram: 22,847 (+ 63)

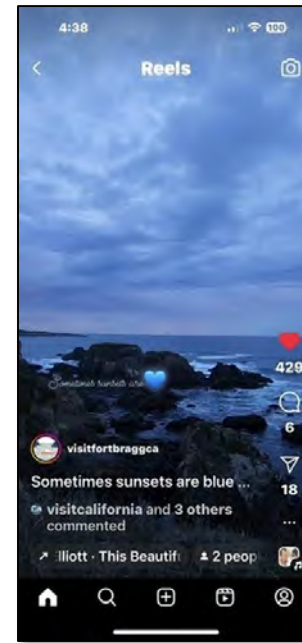
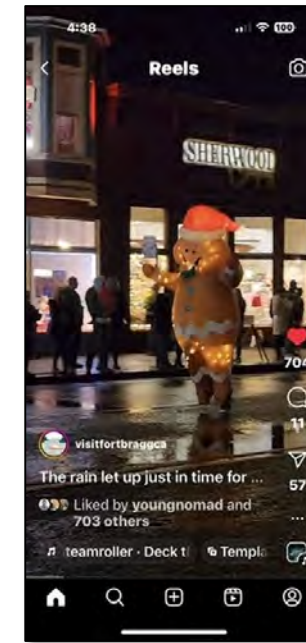
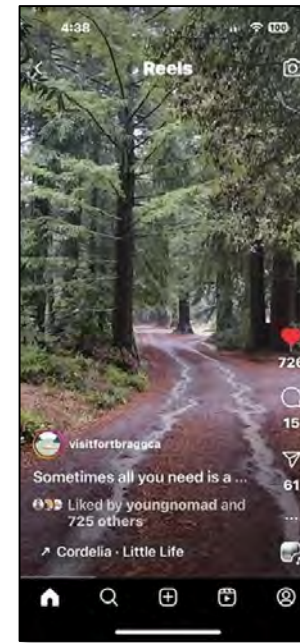
Reach:

Facebook : 90.3K, Engagement: 6.5K

Instagram: 10.9K, Engagement: 3.4K

FORT BRAGG

NORTH COAST CALIFORNIA



Top Posts



VISITOR PROFILES

- Ongoing

OUR STORIES

- Art & The Explorers

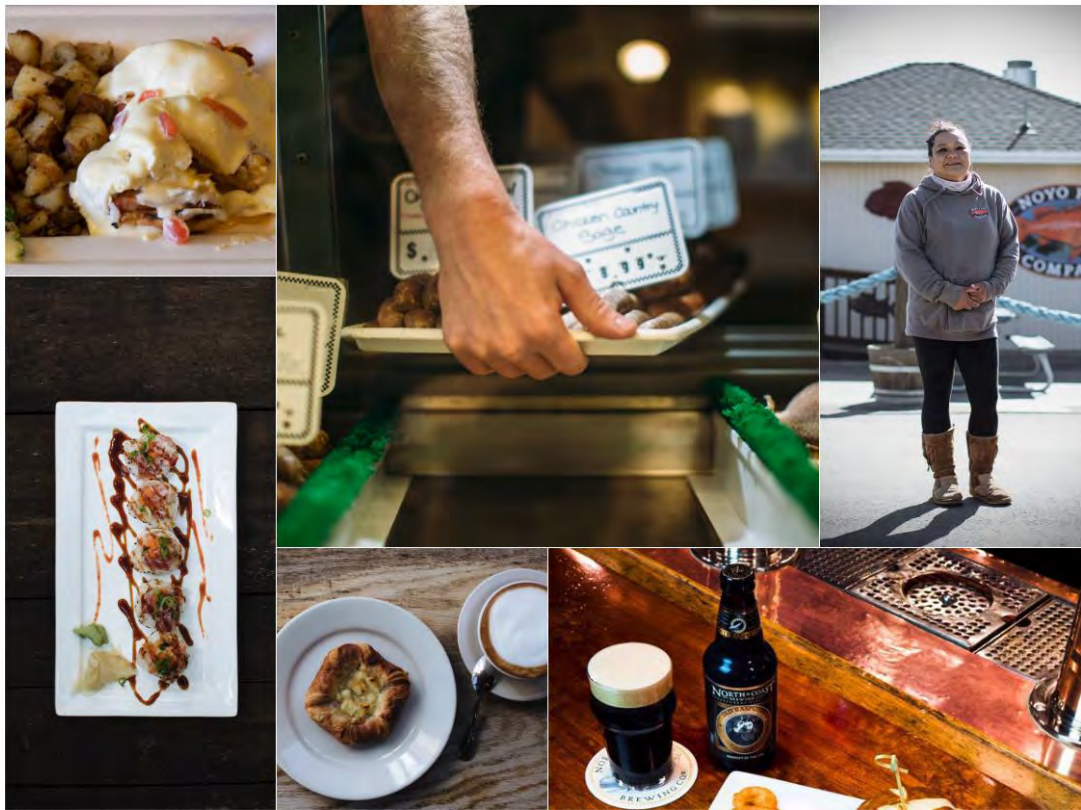


Upcoming Events + Promotions



[RESTAURANTS](#) [NEWSLETTER](#) [PLAN YOUR TRIP](#) 

JAN. 26 - FEB. 4



Questions?

Comments?

