



# FORT BRAGG

NORTH COAST CALIFORNIA 

## Marketing Campaign Monthly Update

April 16, 2024

THE IDEA  COOPERATIVE  
SONOMA COUNTY

# 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

- **Hotel Engagement & Promotion Invitation**
- **Book Early** (feature event weekends)
- **Mendocino Film Festival**

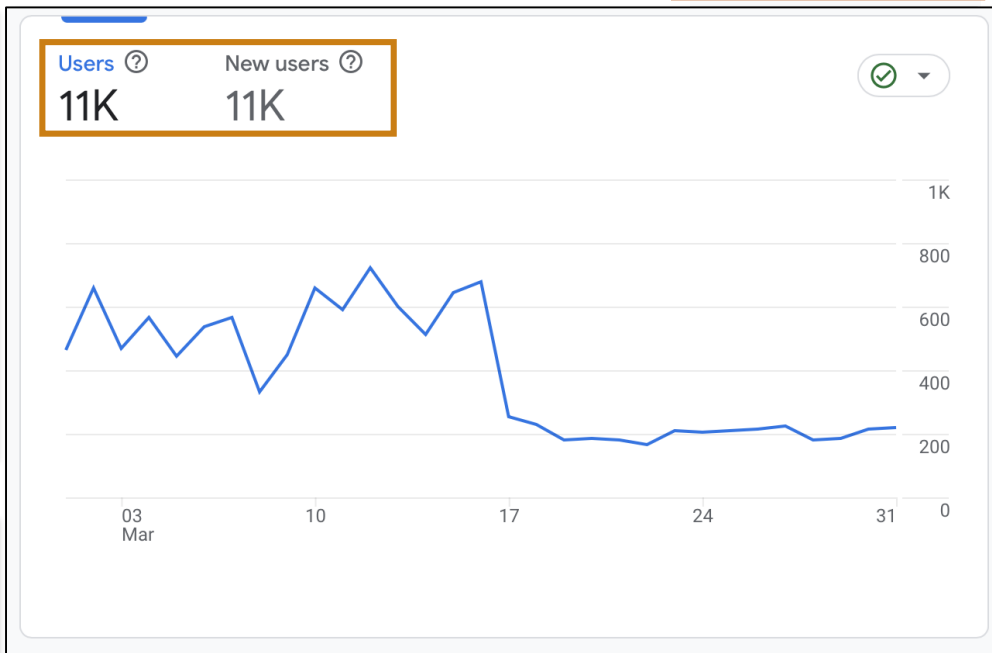
## June

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

# MONTHLY SITE TRAFFIC

Google Analytics

Mar 1 - Mar 31, 2024



Pages and screens: Page path and screen class

Page path and screen class	Views	Users	Views per user
	27,385 100% of total	11,255 100% of total	2.43 Avg 0%
1 /whale-fest-2024/	4,870	3,335	1.46
2 /	3,546	2,586	1.37
3 /whalefest/	2,958	2,038	1.45
4 /events/	1,201	844	1.42
5 /whale-fest-wine-walk/	1,178	804	1.47
6 /thank-you/	808	262	3.08
7 /plan-your-trip/play/coastal-activities/	775	618	1.25
8 /glass-beach/	553	456	1.21
9 /about-fort-bragg/	497	427	1.16
10 /plan-your-trip/stay/hotels/	331	233	1.42
11 /wine-walk-map-2024/	313	213	1.47
12 /plan-your-trip/play/shopping/	306	233	1.31
13 /plan-your-trip/stay/camping/	305	227	1.34
14 /plan-your-trip/eat-drink/eat/	304	226	1.35
15 /plan-your-trip/	285	235	1.21
16 /our-stories/	255	209	1.22
17 /fort-bragg-coastal-trail/	254	214	1.19
18 /the-family/	193	158	1.22
19 /watch-for-whales/	191	153	1.25
20 /c-v-starr-center/	178	166	1.07
21 /crab-wine-festival-2024/	168	159	1.06
22 /hike-the-redwoods-in-the-rain/	165	132	1.25
23 /noyo-harbor-festival/	165	151	1.09
24 /plan-your-trip/travel-tips/what-to-pack/	155	131	1.18
25 /adventurist/	146	131	1.11

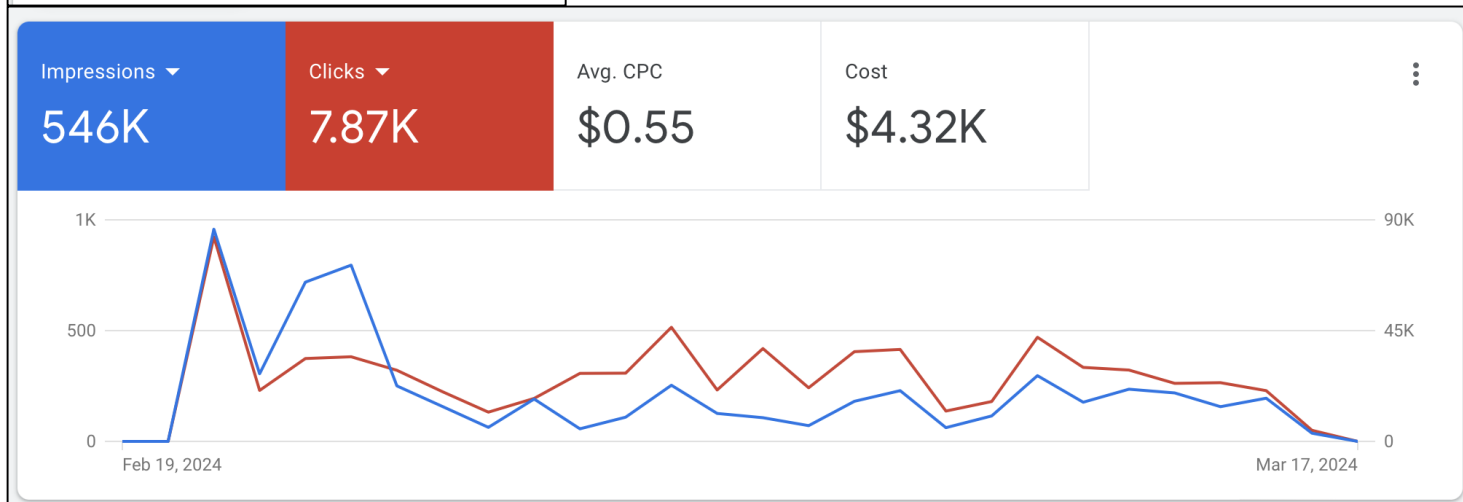
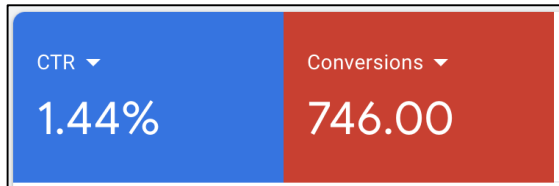
Acquisition

Channel Group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	11,052 100% of total	7,618 100% of total	54.23% Avg 0%	0.68 Avg 0%	53s Avg 0%
1 Organic Search	4,434	4,024	70.91%	0.89	1m 20s
2 Direct	2,621	1,739	48.71%	0.65	46s
3 Display	2,502	986	32.48%	0.39	19s
4 Referral	718	528	57.02%	0.72	1m 09s
5 Paid Search	414	80	16%	0.19	6s
6 Organic Social	362	241	58.21%	0.65	26s

# Campaigns

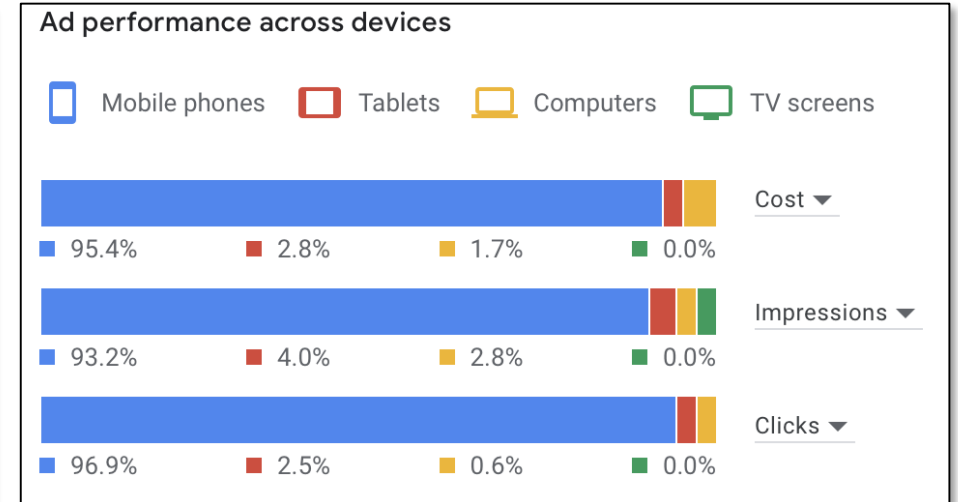
## WHALE FEST GOOGLE ADS CAMPAIGN

- Three Banner Creative Executions
- February 19 > March 16, 2024
- Over Half Million Impressions
- Nearly 8,000 Site Clicks
- Nearly 750 New Newsletter Subscribers



Summary of how your campaigns are performing

	Cost	Clicks	CTR
Whale Fest - Wine Walk 2024	\$1,476.09	3,453	3.50%
Whale Fest - Beer Fest 2024	\$1,434.49	2,701	0.99%
Whale Fest - Whale Run and Walk 2024	\$1,408.88	1,718	0.98%



# FORT BRAGG

NORTH COAST CALIFORNIA

## Campaigns

### WHALE FEST EMAILS

#### February

- 5,470 Deliveries (+ 132)
- 3,325 Total Opens
- 191 Total Clicks

#### March

- 5,734 Deliveries (+ 264)
- 3,419 Total Opens
- 322 Total Clicks

#### Top links clicked

<a href="https://visitfortbraggca.com/whalefest/">https://visitfortbraggca.com/whalefest/</a>	174
<a href="https://visitfortbraggca.com/whale-fest-wine-walk/">https://visitfortbraggca.com/whale-fest-wine-walk/</a>	64
<a href="https://visitfortbraggca.com/david-tonda-the-great-outdoors/">https://visitfortbraggca.com/david-tonda-the-great-outdoors/</a>	47
<a href="https://visitfortbraggca.com">https://visitfortbraggca.com</a>	18
<a href="https://www.instagram.com/visitfortbraggca/">https://www.instagram.com/visitfortbraggca/</a>	17



**FORT BRAGG CA**  
**WHALE FEST** 2024

**Friday Through Sunday, March 15 - 17, 2024**  
Like the migrating leviathans we celebrate, Fort Bragg Whale Fest is bigger and better than ever before, with a wide range of fun activities. Along with all the great things to do on shore, you can also get on board with one of several whale tours out of Noyo Harbor. The [Coastal Activities page](#) has several whale watching charter offerings.

[Explore](#)

#### February



**TOWN HALL CRAFT FAIR**

**Saturday & Sunday, March 16 & 17**  
The Soroptimists are hosting a craft fair at town hall from 10:00 AM to 5:00 PM. Come by to see the incredible work of local artisans and craftspeople. You won't find a better place to get a one-of-a-kind gift for a fan of Fort Bragg.



**NOYO CENTER WHALE EVENTS AND EXHIBITS**

**Friday Through Sunday, March 15 - 17**  
Join the Noyo Center for Marine Science throughout March for a variety of special events and exhibits to celebrate Whale Festival and the annual gray whale migration. Click the link below for the full schedule.

[Explore](#)



**MENDO PARK EDUCATIONAL ACTIVITIES**

**Friday Through Sunday, March 15 - 17**  
Join MendoParks for free guided whale walks at MacKerricher State Park on Fridays and Saturdays in March, from 11:00 AM to 2:00 PM. While you're there, check out the gray whale skeleton articulation next to the Visitor Center.

[Explore](#)





**DOWNTOWN WINE WALK**

**Saturday, March 16, 2024 - Noon to 4:00 PM**  
The Mendocino Coast Chamber of Commerce is thrilled to sponsor the return of the Fort Bragg Whale Festival Downtown Wine Walk. Over a dozen merchants will host wineries and serve complimentary food to pair with wines. Could there be a better time to visit Fort Bragg?

[Explore](#)



**WHALE RUN + WALK**

**Saturday, March 16, 2024**  
The proptimist International of Fort Bragg is once again hosting the ever-popular run and walk along the coast that includes 10k and 5k runs and a Fun Walk. Click below for more information and registration.

[Learn More & Register](#)



**FORT BRAGG BEER FESTIVAL**

**Saturday, March 16, 2024 - Noon to 4:00 PM**  
The Rotary Club Beer Festival is back, Saturday, March 16 at the Eagles Hall from 12-4pm. Tickets are \$40 and food will be available for purchase. The Rotary Club has lined up some great beer to taste and an awesome band.



**FORT BRAGG**  
NORTH COAST CALIFORNIA

**WHALES, WINE AND WAY MORE**

**Fort Bragg Whale Fest - March 15 - 17, 2024**  
Fort Bragg will be hopping this weekend, especially on Saturday as the Whale Fest Wine Walk takes over downtown, with merchants pouring amazing Mendocino County wines and serving tasty hors d'oeuvres, along with live music on two outdoor stages.

[EXPLORE WHALE FEST](#)

[EXPLORE WINE WALK](#)



**FORT BRAGG CA**  
**WHALE FEST** 2024

**One Whale of A Day - Saturday, March 16, 2024**

- 8:30 AM - 36<sup>th</sup> Annual Whale Run & Fun Walk starts at Noyo Headlands Park
- 10:00 AM to 5:00 PM - Town Hall Craft Fair on Saturday and Sunday
- 12:00 PM to 4:00 PM - Whale Fest Wine Walk throughout Downtown Fort Bragg
- 12:00 PM to 4:00 PM - Rotary Beer Club's Beer Fest at the Eagles Hall
- 7:30 PM - Symphony of the Redwoods performs at Cotton Auditorium

**All Weekend:**

- Noyo Center Whale Events & Exhibits
- Mendo Park Educational Activities
- Whale Watching Tours
- The Whale Trail

[Learn More](#)



**David, Tonda & The Great Outdoors**  
Spring is here and summer is on the horizon. Which means the great outdoors is calling your name! Outfit yourself well by stopping off at The Outdoor Store. Owned and operated by native Fort Braggians, Tonda and David Miller, The Outdoor Store has everything you need to answer nature's call.

[Learn More](#)



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#### March

## Organic Social – February > March

### Followers:

Facebook : 69.7 (+ 400)

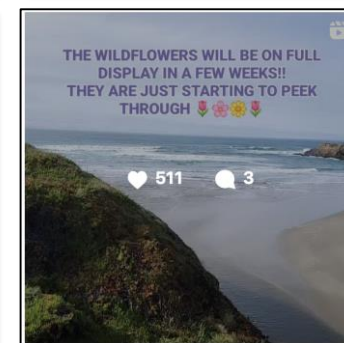
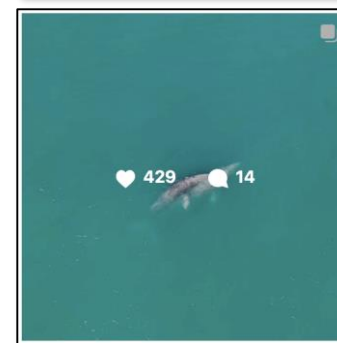
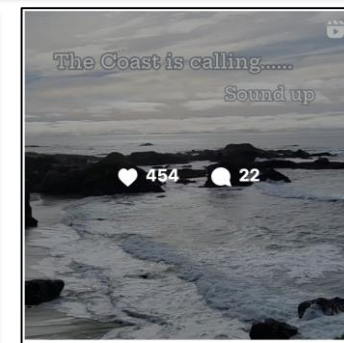
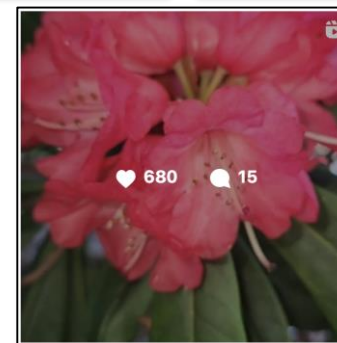
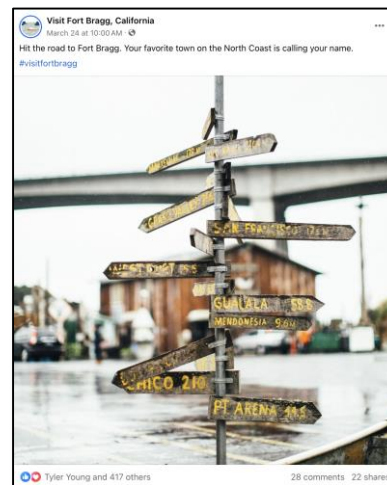
Instagram: 22.5 (+ 400)

### Reach:

Facebook : 174.3K (-), Engagement: 4.1K (-)

Instagram: 15.9 (-) , Engagement: 1.2K (-)

## Top Posts



## Summer Events

- May 18 > June 16 – [North Coast Kelp Fest](#)
- May 6 & 7 – Rhododendron Show
- May 30 to June 2 – Mendocino Film Festival - (VFB Sponsorship)
- June 7 – Summer Kick-Off - June 7
- June 17 – Rodder's Car Show
- July 6 – Independence Day Fireworks
- July 6 – Salmon BBQ
- August 5 & 6 - Art In the Gardens
- August 30 to Sept 2 – Paul Bunyan Days
- September 16 – (rebranding - date TBD)
- CV Starr Center Beer Fest
- Latino Heritage
- Coastal Trail Festival

THE WORLD'S  
  
LARGEST  
SALMON BBQ



  
NOYO HARBOR  
FESTIVAL

## Travel & Adventure Show

- 1,100 Newsletter Subscribers (to 7,395)
- City Hall VFB Table





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Questions?

Comments?

