

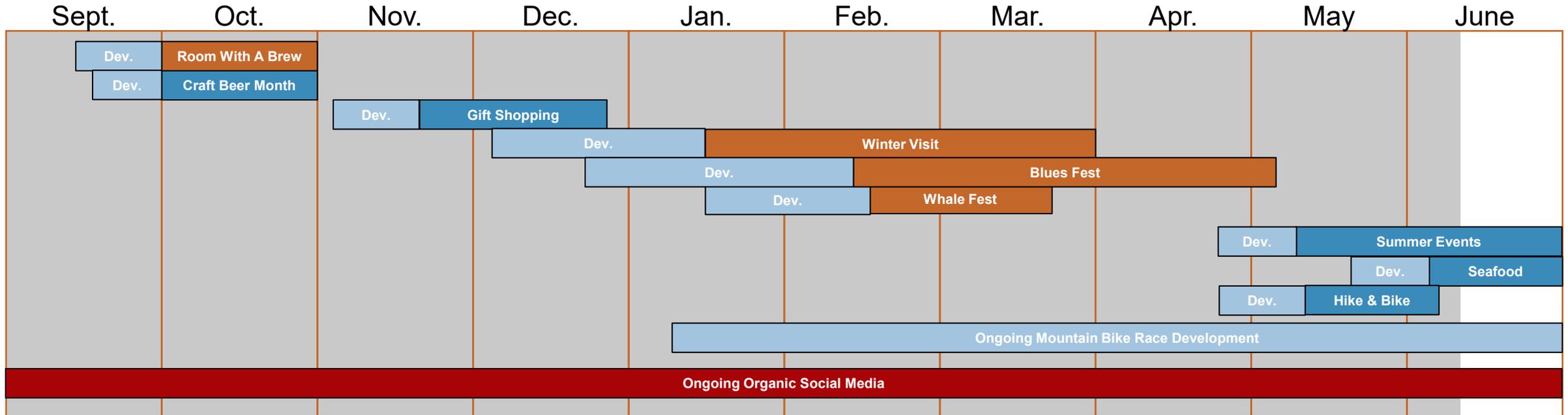


Marketing Campaign Monthly Update

June 10, 2025



Promotional Calendar 2024 > 2025



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

Google Analytics

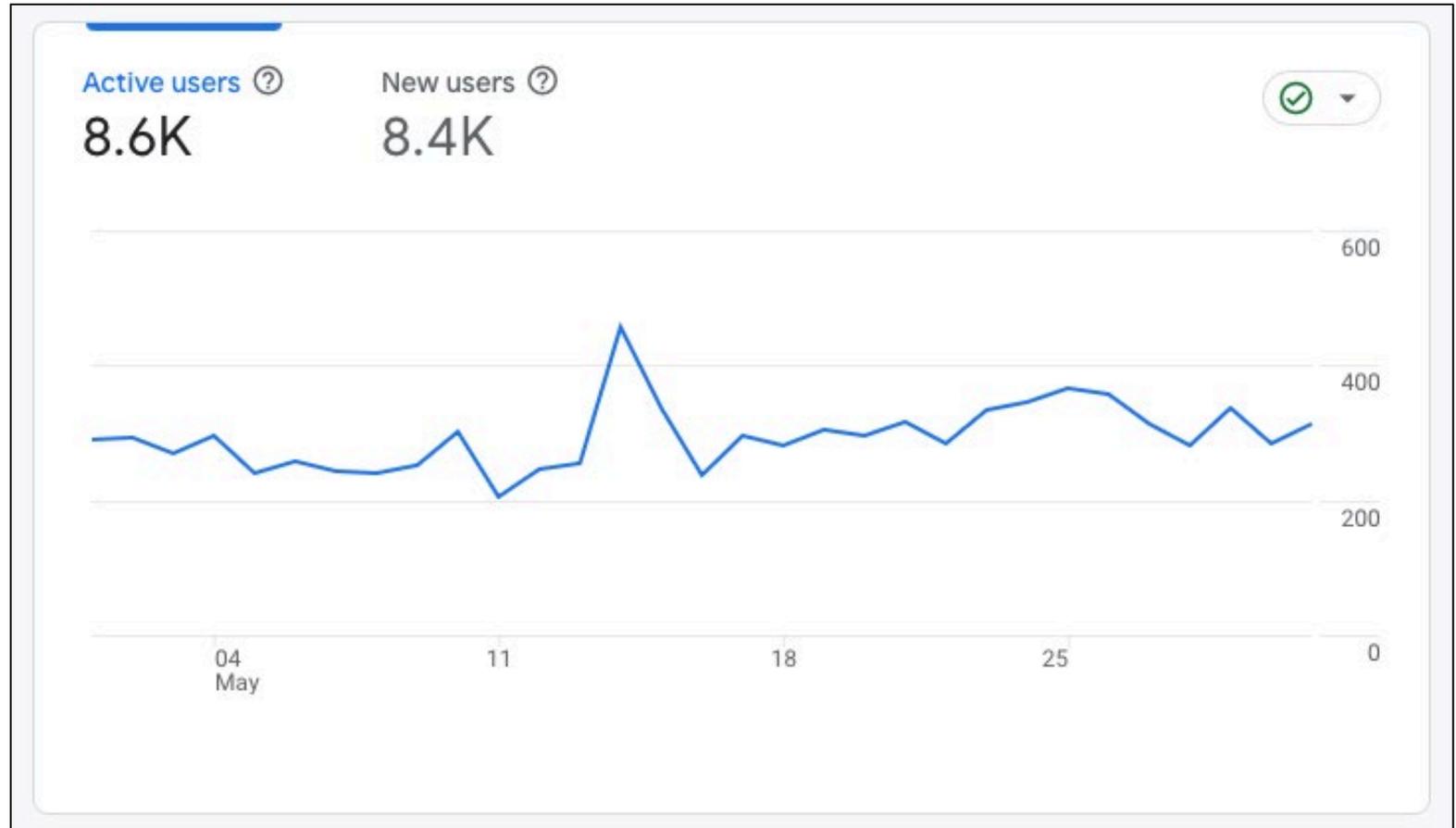
- March 2025 – 11.1 K
- April 2025 – 7.6 K

May:

- 2023 – 6.3K
- 2024 – 7.3K

May 2025

	Page path and screen class	Views
<input checked="" type="checkbox"/>	Total	21,743 100% of total
<input checked="" type="checkbox"/>	1 /	2,440 (11.22%)
<input checked="" type="checkbox"/>	2 /events/	2,219 (10.21%)
<input checked="" type="checkbox"/>	3 /glass-beach/	1,444 (6.64%)
<input checked="" type="checkbox"/>	4 /plan-your-trip/stay/hotels/	738 (3.39%)
<input checked="" type="checkbox"/>	5 /plan-your-trip/stay/camping/	652 (3%)
<input type="checkbox"/>	6 /fort-bragg-independence-day-fireworks/	630 (2.9%)
<input type="checkbox"/>	7 /plan-your-trip/play/coastal-activities/	511 (2.35%)
<input type="checkbox"/>	8 /about-fort-bragg/	460 (2.12%)
<input type="checkbox"/>	9 /plan-your-trip/play/shopping/	455 (2.09%)
<input type="checkbox"/>	10 /the-worlds-largest-salmon-bbq/	342 (1.57%)



APRIL EMAIL

- 7,998 Sends
- 1,667 Total Opens (13.5%)
- 787 Total Clicks
- 5.1% Click Rate
- 37.6 - Clicks Per Open
- 5 Forwards

7 days 30 days 60 days

Current contacts

9,130

↑ 0.72%

Compared to last 30 days

Click performance

May 14, 2025 - June 6, 2025 • Excludes Apple MPP

Top links clicked

https://visitfortbraggca.com/events/	375	47.65%
https://www.noyocenter.org/live-web-c...	76	9.66%
https://noyocenter.org/live-web-cam	75	9.53%
https://visitfortbraggca.com/plan-you...	74	9.40%
https://visitfortbraggca.com/top-5-hi...	55	6.99%



Calling All Bikers & Hikers!

Fort Bragg is your basecamp for coastal trail adventures this summer. Whether on foot or two wheels, Fort Bragg has a trail for all levels of outdoor fun seekers. From keeping it simple, flat and family friendly on the Coastal Trail to single track trail riding in Jackson State Demonstration Forest, and everything in between. Be sure to pack your hiking shoes and biking gear this summer to experience the beauty of the North coast up close.

EXPLORE



Mural Walk

Fort Bragg's downtown mural collection continues to grow. If you haven't done a walking tour of the murals yet, it should definitely be on your next Fort Bragg itinerary. And if you have, you have two new ones to visit, including one you can touch and interact with. For a Mural Walking Tour Map, and lots of unique Fort Bragg inspired merchandise, art, and crafts, head to Holdin' Down the Fort on Main Street just North of the Laurel Street intersection. Expanded hours for summertime!

EXPLORE

Ongoing festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.

EXPLORE

FORWARD TO A FRIEND

Share the love of Fort Bragg and the incredible North Coast. Click below to forward this email so they can see how much is happening in and around Fort Bragg.

Forward To A Friend

Coast Cam Calls

The Noyo Center's Crow's Nest Live Cam offers a continuous view from the Coastal Trail. Click for an online reminder of Fort Bragg's spectacular coastline.

View

Make Fort Bragg Your Summer Destination

Pack your bags for Fort Bragg to experience a summer season packed with events! Fort Bragg has fireworks over 4th of July weekend, the World's Largest Salmon Barbecue, and Paul Bunyan Days (not to be missed) among the summer line up. It's a summer filled with unique events you'll only find in Fort Bragg. See the full calendar.

VIEW THE EVENTS

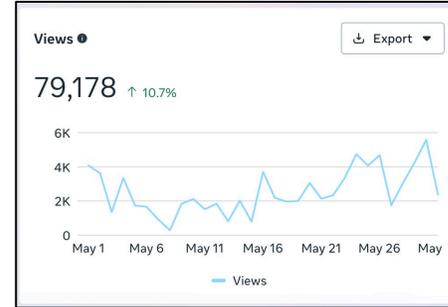


Plan your stay early! Summer is Fort Bragg's busiest season - book your accommodations now for the best selection of hotels, oceanfront inns and campsites.

BOOK NOW

May Social

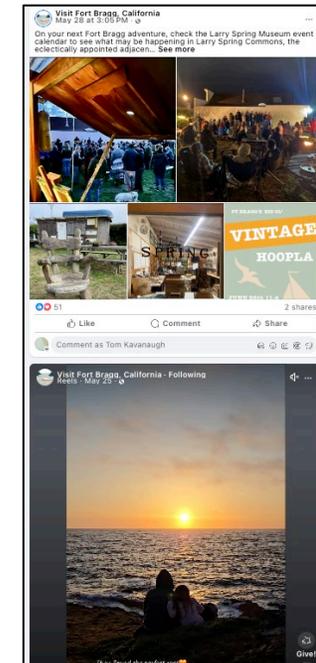
Title	Date published	Reach	Likes and reactions	Comments	Shares
Some back in the day shots. If you are a vintage photo fan, ... Multi media · Visit Fort Bragg, California	Thu May 1, 12:00am	10.5K	192	7	7
The weather has been mighty fine here on the Coast!! Have... Photo · Visit Fort Bragg, California	Fri May 9, 8:07pm	6.8K	233	11	16
Fort Bragg feels. No filter needed. #FortBragg #Northe... Reel · visitfortbraggca	Thu May 29, 7:05pm	6.7K	825	15	157
The sun is shining and the coastal trails are calling! So many... Photo · Visit Fort Bragg, California	Wed May 21, 10:24am	5.7K	181	0	10
On your next Fort Bragg adventure, check the Larry Spring... Multi media · Visit Fort Bragg, California	Wed May 28, 3:05pm	4.6K	51	0	2
Visiting Fort Bragg? The CV Starr Center has it all—swimmi... Reel · Visit Fort Bragg, California	Fri May 2, 2:40pm	4.4K	55	0	4
Stumbled across this lovely family perched on the bluff, wa... Reel · Visit Fort Bragg, California	Sun May 25, 4:20pm	4K	143	5	5
We are so on board with this! Photo · Visit Fort Bragg, California	Wed May 21, 10:11am	3.9K	147	16	0
Transforming Fort Bragg's alleys into vibrant canvases, the ... Reel · visitfortbraggca	Fri May 16, 4:44pm	3.2K	324	10	27
Your Video Story · Visit Fort Bragg, California	Fri May 16, 11:12am	3.1K	13	--	0
Rhododendrons are blooming!! Now through June, the Me... Reel · visitfortbraggca	Fri May 23, 3:29pm	2.6K	219	12	27



- 1,831 views
- 9,777 views
- 7,376 views
- 3,976 views
- 4,425 views
- 7,673 views
- 7,372 views
- 3,712 views
- 9,794 views

Top content by views

Title	Date	Views	Likes	Comments
Some back in the day shots. If you are a...	Thu May 1, 12:00am	13.7K	201	7
The weather has been mighty fine here on t...	Fri May 9, 8:07pm	8.6K	257	17
On your next Fort Bragg adventure,...	Wed May 28, 3:05pm	6.4K	55	0
The sun is shining and the coastal trails are...	Wed May 21, 10:24am	5.5K	194	1
Visiting Fort Bragg? The CV Starr Center...	Fri May 2, 2:40pm	5.2K	57	0



SUMMER BRAGG KICK-OFF
JUNE 6TH
5-8 PM @ LAUREL ST.

Miscellaneous

Seafood Listicle:

- Key Word Optimized Content
- Launches with June newsletter

Bike Race Groundwork:

- Southern Route Taking Shape
- Fall 2026 Timeline

Music Fest Groundwork:

Coalition Coming Together:

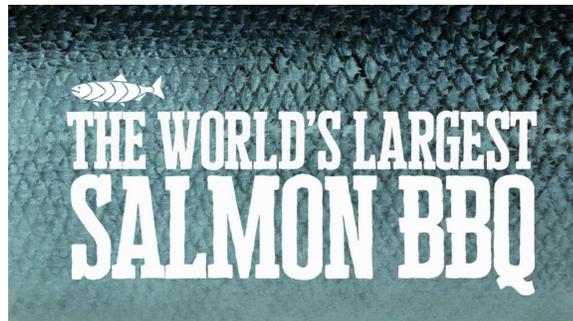
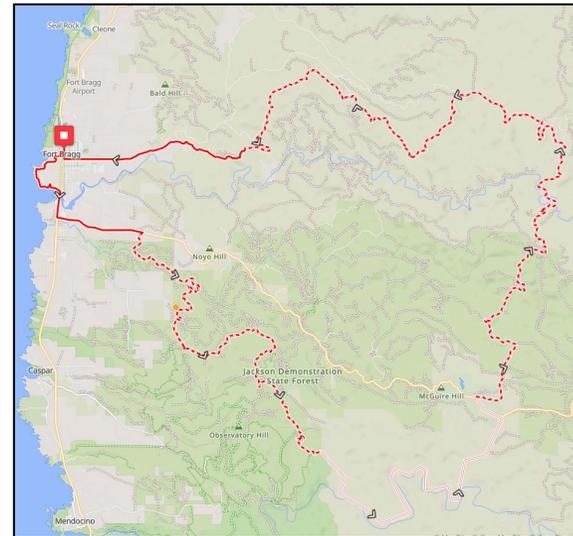
- (((folkYEAH!))) – Booking
- Lost Church – Production
- Sean Van Buskirk – Local Coordination
- Peter Huson – Back of house

Summer Events:

- Big Summer Kick-Off
- Urchins, Rodders, Fireworks, Salmon

Lodging Outreach:

- Weller House Event – Short Terms Added



FORT BRAGG

NORTH COAST CALIFORNIA

FORT BRAGG
NORTH COAST CALIFORNIA

[PLAN YOUR TRIP](#) |
 [EVENTS](#) |
 [OUR STORIES](#) |
 [ABOUT FORT BRAGG](#)



FOR THE SEAFOOD LOVER

Top 10 Places for the Seafood Lover

Nestled on California's breathtaking Mendocino Coast, Fort Bragg is a seafood lover's paradise, offering a variety of the region's fresh catches and a side of coastal charm. Every spot provides a unique dining experience that reflects the. Whether you're seeking fresh catches, scenic waterfront dining, or unique culinary twists, these top restaurants are a

- 

1. SEA PAL COVE

Located right on the wharf, this casual gem serves up crispy fish & chips with stunning harbor views. Enjoy your meal outdoors as fishing boats glide by & seals bank from the opposite bank. Perfect for outdoor dining and dog-friendly fun. Fire pits in the colder weather make this outdoor spot winter friendly.
Local Tip: Don't miss the deep-fried Twinkie when it's time for dessert!

[EXPLORE](#)
- 

2. PRINCESS SEAFOOD & DELI

A seafood lover's dream, Princess offers sustainably caught fish from local waters by an all-female crew. Fresh seafood offerings include anything and everything that is catchable on the North Coast, along with specialty items like smoked fish and seafood salads. Princess has two locations: the seafood market and deli near the entry to the wharf and their restaurant which sits at the farthest point along the wharf. At the restaurant you will find superb fish tacos made with locally caught cod among the fresh fish fare. Dishes are healthy, crisp and fresh, seared with a delicious limey slaw for crispy bites.
Local Tip: Nothing is ever fried here, so don't ask!

[EXPLORE](#)
- 

3. MAYAN FUSION

Experience the vibrant flavors of Mexico with a seafood twist. Dishes like seafood enchiladas and ceviche make this flavorful stop a memorable experience. Executive Chef Silver Camil has Yucatan roots and is French trained. The result is a menu of unique dishes you'll crave forever.
Local Tip: Most definitely order one of the specialty margaritas!

[EXPLORE](#)
- 

4. NOYO RIVER GRILL

Set along the Noyo River, this serene spot run by the Guillermo Brothers features fresh seafood delights like coxonut greens andahi tartare, served with a side of spectacular views. Watch boats come and go from the wall of wind out to the harbor.
Local Tip: There's an excellent full bar spanning one end of the restaurant.

[EXPLORE](#)
- 

5. NOYO FISH COMPANY

Casual and inviting, this harbor-side eatery is known for its delicious fish & chips and creamy clam chowder. Located directly over the water, you might get lucky and see a family of resident river otters.
Local Tip: A great spot to watch fishing boats coming in with fresh catches.

[EXPLORE](#)
- 

6. CASA DEL SOL

This family-owned gem blends Latin flavors with fresh seafood – a staple of Fort Bragg food culture, and a favorite of the locals (which says volume!)
Local Tip: Follow them on Instagram to get their weekly taco Tuesday specials.

[EXPLORE](#)
- 

7. THE WHARF

A Fort Bragg staple since the 1950s, this classic eatery offers traditional seafood dishes paired with panoramic views of Noyo Harbor.
Local Tip: Eat your meal at the bar for some local color and conversation.

[EXPLORE](#)
- 

8. OFF THE HOOK SUSHI OR TAKA'S

Fort Bragg has two places to satisfy your sushi cravings with premium sushi, fresh fish and creative rolls in a laid-back atmosphere.
Local Tip: The nylon noodle songs and ramen are just the thing on a cool coastal evening.

[EXPLORE](#)
- 

9. KW SALTWATER GRILL

Upscale fresh local seafood with a welcoming atmosphere, KW Saltwater elevates Fort Bragg's seafood scene with a refined menu and cozy ambiance. Perfect for a special night out on the North Coast.
Local Tip: The black cod. Say no more.

[EXPLORE](#)
- 

10. CATCH IT YOURSELF!

Head out to sea in one of Noyo Harbor's many fishing charter boats and bring home the catch of the day yourself to cook at home. Anchor Charter, Hooked on Mendocino, and All Aboard Adventures are all great choices!

[EXPLORE](#)

LOCAL TIPS:
Explore all the coastal charm, fresh flavors, and unforgettable dining experiences Fort Bragg has to offer.

[EXPLORE MORE](#)

Tourism & Marketing

2024 > 2025 Recap	KPI's	2025 > 2026 Priorities
<p>Strategic Plan Refinement:</p> <ul style="list-style-type: none"> • Revised Integrated Communications Strategy • KPI-Driven Strategic Initiatives • Next-Level Destination-Focused Local Events <p>Creative Refresh:</p> <ul style="list-style-type: none"> • “Wander” Direction – “hub” positioning <p>Major Event Progress:</p> <ul style="list-style-type: none"> • Premier, Nationally-Recognized Bike Race • Headliner-Level Multi-Day Music Festival <p>SEO Content:</p> <ul style="list-style-type: none"> • Listics: 24 Hours, Winter Wonderland, Dog Friendly, Company Store, Hiking/Biking, Seafood <p>Hotelier Engagement :</p> <ul style="list-style-type: none"> • Room With A Brew, Winter Visit, Whale Fest <p>Merchant Support:</p> <ul style="list-style-type: none"> • Fall & Summer Event Calendars • Gift Shopping Page Refinement 	<p>Organic Digital Engagement (July 2024 to June 2025)</p> <ul style="list-style-type: none"> • eNewsletter – 7,400 to over 9,000 subscribers • Instagram – 24,700 followers • Facebook – 69,000 followers <p>Paid Media Online Shoulder Season Promotions</p> <ul style="list-style-type: none"> • 405,000 Impressions • 6,510 Site Clicks <p>Winter Site Traffic January > March</p> <ul style="list-style-type: none"> • 17,000 – 2022 • 22,000 – 2023 • 27,000 – 2024 • 29,000 – 2025 <p>Site Traffic June > May</p> <ul style="list-style-type: none"> • 62,300 – 2021 > 22 • 68,400 – 2022 > 23 • 94,000 – 2023 > 24 • 103,000 – 2024 > 25 	<p>Month One Strategic Evaluation:</p> <ul style="list-style-type: none"> • Revisit Communications Strategy • Align Budgets and Promotions <p>Creative Direction:</p> <ul style="list-style-type: none"> • Build on “Wander” – increase analytics <p>SEO Focus:</p> <ul style="list-style-type: none"> • Continue Site Traffic Growth • Sharpen Target Focus <p>Major Event Progress:</p> <ul style="list-style-type: none"> • Music Festival – Spring 2026? • Bike Race – Fall 2026 <p>Shoulder Season Prioritization:</p> <ul style="list-style-type: none"> • Continue Budget “Bulge” <p>Younger Demographic Skew:</p> <ul style="list-style-type: none"> • Continue Targeting Younger Audience <p>Photo Contest:</p> <ul style="list-style-type: none"> • Return and Expand Great Fort Bragg Photo Contest <p>Blue Economy:</p> <ul style="list-style-type: none"> • Promote/nurture Fort Bragg’s environmental role

Questions?

Comments?

