



November 2025 VFB Meeting

VMC Ads via Facebook and Instagram (Combined)

Harvest Mendocino Meta (FB/IG) Ad – as of 11/13

~Ad spend: \$5K

~Reach: 458,000 approximately

~Site Traffic to VMC's Harvest Mendocino Landing Page: 15K

~Cost per Click: \$ 0.27 cents

MailChimp eBlasts

Harvest Mendocino (sent 10/20)

~ Included the Mushroom Train

~Included Magic Market

~Included link to lodging

~Included link to Specials & Deals

~Included link to Harvest Mendocino brochure on VM.com

38,452 delivered

Open Rate: 7.9% (which is 3,032; total opens 4,454)

Harvest Mendocino link had the top click-through rate at 16.5%, while the Magic Market had 8.8% of click rate. The Specials & Deals link, which is to lodging specials primarily had a click rate of 14.63%.

More Harvest/Nov Events/Holiday Planning (sent 10/23)

~ Included the Mushroom Train

~Included Mendo Parks/Mushroom Train

~Included link to Festival of Lights

~Included link to lodging

~Included link to Harvest Mendocino brochure on VM.com

38,420 delivered

Open Rate: 7.7% (which is 2,967; total opens 4,389)

Lodging link had the top click-through rate at 13.6%, while the MendoParks/Mushroom Train had 8.1% click rate. The Skunk Train/Mushroom Train link had an additional 6.4% link and Festival of Lights had a 5.4% link.

Events

Mushroom Train benefiting MendoParks

~Estimated 150+ guests, mostly from out of the area.

~Three local bands, a DJ on the train, North Coast Brewing Company, Schnaubelt Distillery, Mendocino Spirits, Mendocino Wine Inc, and food purveyors & sponsors from Terra Farm Kitchen, the Spontaneous Chef, Little River Inn, Harvest Market.

Hotel Occupancy for Beachcomber Motel Group for Mushroom Train Weekend:

- Average occupancy was 84.7% (~85%) throughout 223 rooms

Media

~We've just had a media guest partake in the Mushroom Train and her article is included in the VFB packet.

~Gabe Saglie is visiting later this month to film TV travel segments on "Quietcations" which appear on multiple stations around the country.

Upcoming Promotions

~On Friday, Dec 14th, Calendar of Events to stakeholders for the latter half of November, which includes Small Business Saturday as well as the Lit Boat Parade.

~VMC's next push will be holiday events (primarily happening Dec 6th around the entire county), followed by other December events and one specific to New Year's Eve happenings.

~Seafood & Sips – Jan 30th – Feb 8th is starting promotion in December, so any lodging, restaurant and attraction specials will be featured in our brochure and/or on our website and via e-newsletters.