

# Marketing Campaign Monthly Update

July 8, 2025

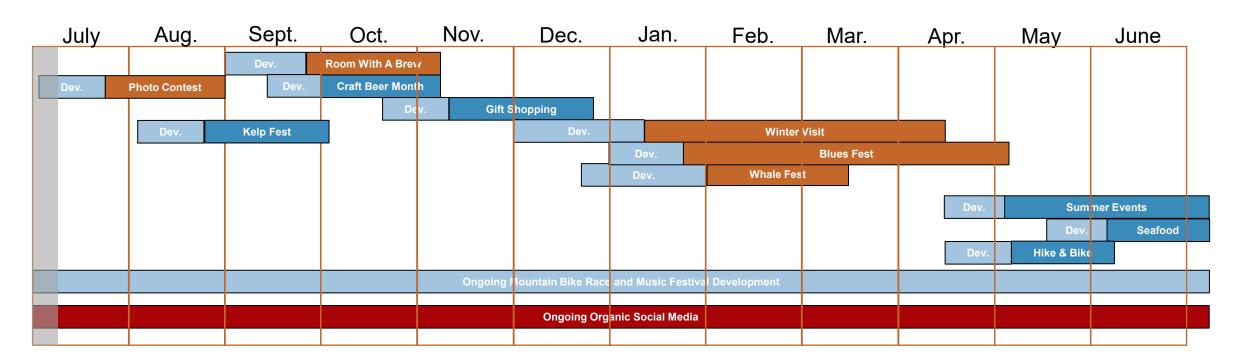








# Preliminary Promotional Calendar 2025 > 2026



# **Major Promotion**

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

# **Minor Promotion**

**Campaign Development** 

- Landing Page
- Organic Social
- Newsletter





# VisitFortBraggCa.com

# **MONTHLY SITE TRAFFIC**

# **Google Analytics**

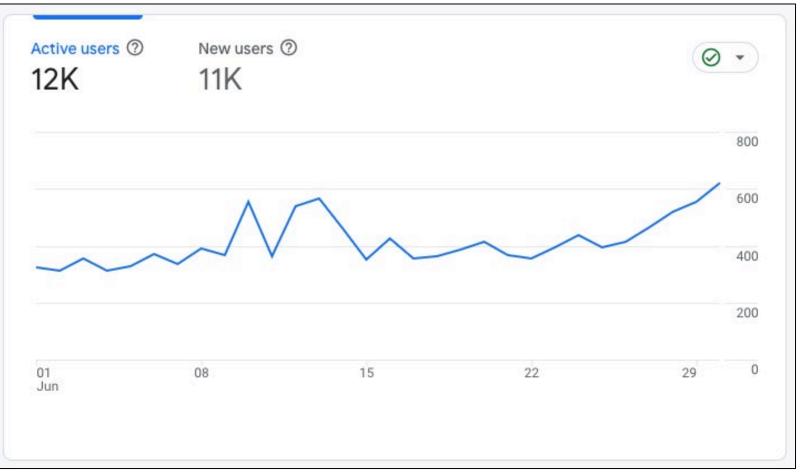
- April 2025 7.6 K
- May 2025 9.6 K

<b>✓</b>		Total	<b>27,916</b> 100% of total
<u>~</u>	1	1	3,056 (10.95%)
<b>✓</b>	2	/fort-bragg-independence-day- fireworks/	2,361 (8.46%)
<u>~</u>	3	/events/	2,161 (7.74%)
<b>✓</b>	4	/glass-beach/	1,301 (4.66%)
<u>~</u>	5	/plan-your-trip/stay/hotels/	943 (3.38%)
	6	/plan-your-trip/stay/camping/	820 (2.94%)
	7	/the-worlds-largest-salmon-bbq/	814 (2.92%)
	8	/about-fort-bragg/	701 (2.51%)
	9	/plan-your-trip/play/coastal-activities/	622 (2.23%)
	10	/plan-your-trip/play/shopping/	556 (1.99%)

# June:

- 2023 9.3K
- 2024 10K

# June 2025





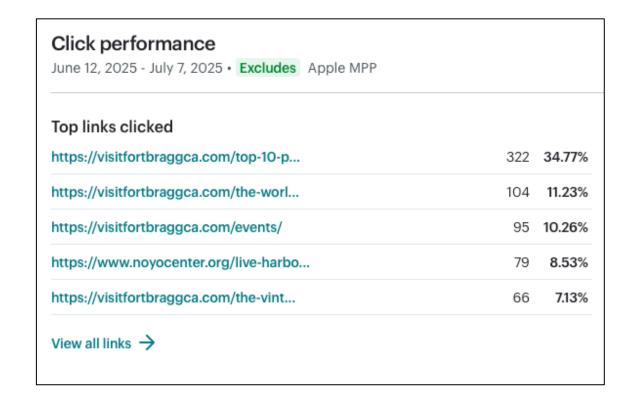


# Newsletter

# **APRIL EMAIL**

- 8066 Sends (+194)
- 1,994 Total Opens (+612)
- 13% Open Rate
- 926 Total Clicks (+272)
- 5.7% Click Rate (+.6%)
- 37.6 Clicks Per Open (+6.1%)

ence in the last 30	days.
94 Subscribed	O Non-
	94





The 3rd annual Vintage Hoopla is June 28th! Fort Bragg vintage shops and sellers are come together on this day at Larry Spring Commons on Redwood Avenue to create a full vintage marketplace. Featuring over 25 collections, this is a must for vintage logic and the state of the st

#### LEARN MORE

## Ongoing Festivities

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

#### EXPLORE



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



#### See Where the Seafood Comes In

The Noyo Center For Marine Science Field Station Live Stream offers a continuous view of the harbor. Click for an online reminder of Fort Bragg's working harbor on the Noyo River.

View





Fort Bragg is nothing less than a seafood lover's paradise. You can eat your way from one end of town to the other, noshing on everything from fish and chips to fancily prepared black cod (always fresh and local!) We've put together a Top Ten List for the Seafood Lover, including local tips, so you won't miss a spot on your next visit to Fort Bragg.

#### LEARN MORE



**Summertime fun continues!** Pack your bags for a summer season packed with events in Fort Bragg. It's a summer filled with unique events you'll only find in Fort Bragg.

- The <u>Vintage Hoopla</u> is coming up at the end of this month (More info below.)
- Fireworks for Independence Day
- The World's Largest Salmon Barbecue
- Art in the Gardens at Mendocino Coast Botanical Gardens
- Paul Runyan Days

#### SEE THE FULL CALENDAR



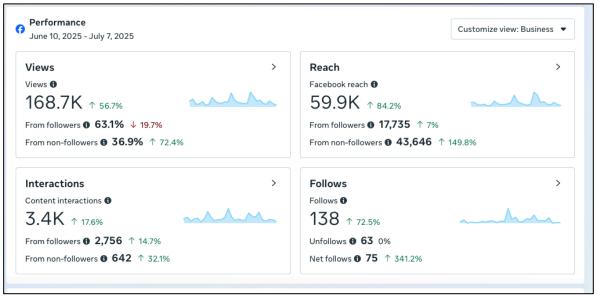
### Plan your stay early!

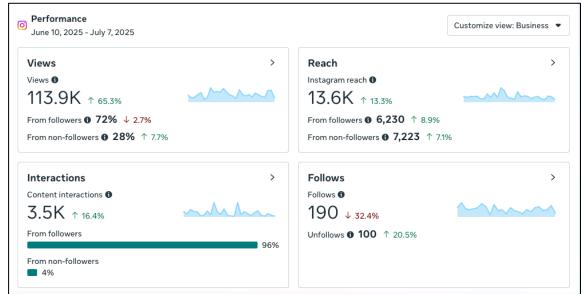
Summer is Fort Bragg's busiest season. Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

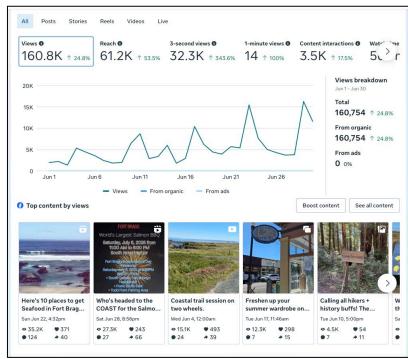


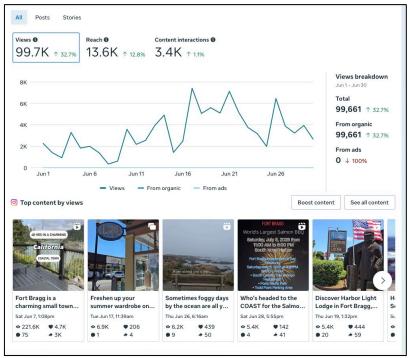


# June Social













# **Miscellaneous**

## 2026 > 26 Promotion Calendar:

- Return of Photo Contest
- Kelp Fest
- · Finalizing This Month

# **Listicles:**

- Seafood
- Next?

## **Bike Race Groundwork:**

- Southern Route Landowners Outreach
- Scouting July 14

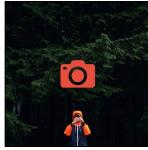
# **Summer Events:**

• Open Studios, Art In Garden, Headlands Race, Paul Bunyan, Winesong!, Noyo Harbor Fest, Kelp Fest













# FORT BRAGG



### Top 10 Places for the Seafood Lover

Nestled on California's breathtaking Mendocino Coast, Fort Bragg is a seafood lover's paradise, offering a varie the region's fireth catches and a side of coastal charm. Every spot provides a unique dining experience that reflect Whether you's escking fireth catches, secinic waterfront dining, or unique cultinary twists, these top restaurants as



#### 5. Noyo Fish Company

Castul and inviting, this harbor-side entery 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 Tipe A great spot to watch fishing boats coming in with fresh catches

This family-owned gem blends Latin flavors with fresh scafood - a staple of Fort Bragg food culture, and a favorite of the locals (which says volumes!)

Local Tipe Follow them on Instagram to get their weekly taco Tuesday



6. CASA DEL SOL



#### 1. SEA PAL COVE

Located right on the wharf, this casual gem serves up crispy fish & chips stunning harbor views. Enjoy your meal outdoors as fishing boats glide b seals bark from the opposite bank. Perfect for outdoor dining and dogfriendly fun. Fire pits in the colder weather make this outdoor spot win



# A Fort Beagg staple since the 1910s, this classic eatery offers traditional scafood dishes paired with panoramic views of Noyo Harbor. Local Tipe Eat your meal at the bar for some local color and conversation



#### 2. Princess Seafood & Deli

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



## 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 Canul 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

Set along the Noyo River, this serene spot run by the Guillermo Broth features fresh seafood delights like coconut prawns and ahi tartar, serv a side of spectacular views. Watch boats come and go from the wall of wi Local Tip: There's an excellent full bar spanning one end of the r



4. Noyo River Grill

#### 9. KW Saltwater Grill

8. Off the Hook Sushi or Taka's

Fort Bragg has two places to satisfy your sushi cravings with premium sushi grade fish and creative rolls in a hid-back atmosphere.

Local Tip: The udon noodle soups and ramens are just the thing on a cool

Upscale fresh local seafood with a welcoming atmosphere, KW Saltwater elevates Fort Braggs's seafood scene with a refined menu and cozy ambiane Perfect for a special night out on the North Coast.

Local Tipe The black o





#### 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 Mendo, and All Aboard Adventures are all great choices!





### LOCAL TIPS:

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



