

VISIT MENDOCINO

January 2026 VFB Meeting

VMC Ads via Facebook and Instagram (Combined)

DECEMBER SOCIAL GENERATED

Impressions: 2,602,133

Engagements: 4,384

- 'MAGIC IS REAL' META CAMPAIGN:
12,883 CLICKS / \$0.30 CPC

- **'SEAFOOD AND SIPS' META CAMPAIGN:**
18,229 CLICKS / \$0.19 CPC

- 'SPARKLING WINE & OYSTER' META:
5,135 CLICKS / \$0.11 CPC

- **'CRAB FEST' META : 4,592 CLICKS / \$0.09 CPC**

MailChimp eBlasts

UPDATED STATS: Seafood & Sips (sent 12/4)

- ~Included link to Crab Cake Cook-Off
 - ~Included link to Special Lodging Deals
 - ~Included link to Crab Feeds
 - ~Included link to More Events
 - ~Included link to Seafood & Sips brochure on VM.com
- 27,743 delivered
Open Rate: 7.5% (which is 2,085; total opens 2,846)

Seafood & Sips PDF, S&S Landing page, Lodging and Crab Cake Cook-Off links were top four clicked-on links.

January Events (sent 12/18)

- ~Included link to lodging deals & specials
 - ~Included link to MendoParks
 - ~Included link to itineraries
 - ~included link to Botanical Gardens events
- 38,198 delivered
Open rate: 7.9% (which is 3,002; total opens equal 4,010)

Seafood & Sips Reminder (sent 1/6)

- ~Included link to lodging deals & specials
 - ~Included link to MendoParks
 - ~Included link to itineraries
 - ~included link to Botanical Gardens events
- 38,285 delivered

Open rate: 7.8% (which is 2,979; total opens equal 3,925)
Crab Cake Cook-Off link was the third most visited.

Events

~Next major event is Crab Cake Cook-Off – Feb 7th. GA is sold out and they have just a few VIP tix left.

~Whale Festival in Fort Bragg is third full weekend as you all know. VMC is starting our digital ad campaign for Whale Fests next week. We're also working on a landing page and are in the process of adding all events, broken out individually, to our online calendar. We will also be producing radio ads for Whale Festivals.

Media

~Today and tomorrow, we have a media guest from Smart Meetings checking venues for executive retreats.

~In a little over a week, we will also have a media guest, through Visit CA, that is from a luxury magazine and will be riding the Presidential Class Car, have dinner at Noyo Harbor Inn and check out the Botanical Gardens.

~For the Crab Cake Cook-Off / we have three Professional Judges attending. One from SF Chronicle, an influencer from LA, and then a writer from the Sacramento area that is still pending.



March 2026 VFB Meeting

VMC Ads via Facebook and Instagram

February Social Media Generated

Meta Whale Festival ad:

~Impressions: 636,546

~Reach: 352,090

~Clicks: 38,071

~Link Clicks: 21,618

Meta Magic is Real campaign:

~1.31M impressions

~38,071 clicks

~12,609 link clicks

Google Magic is Real campaign:

~3.62M impressions

~37,400 clicks

On VMC website, Whale Festival landing page: 24,367 visitors

MailChimp eBlasts

February Events (sent 1/22)

Theme: Cozy, Relaxing, Romantic

~ Included link to Lodging Deals

~Included link to Whiskey & Blues Dinner at NHI

~Included link to Crab Feed at Tall Guy

~Included link to More Events

38,657 delivered

Open Rate: 8.4% (opens 3,233; total opens 4,268)

Whale Fest Overview (sent 2/5)

Theme: Whale Festival

~ Included link to Lodging Deals

~Included link to Mendocino Coast Chamber

~Included link to Whale Festival landing page

~Included link to MendoParks

~Included link to Noyo Center

38,672 delivered

Open Rate: 7.7% (opens 2,962; total opens 4,173)

March Getaway (sent 2/20)

Theme: Getaway

~ Included link to Lodging Deals

~Included link to General Lodging (non-deals)

~Included link to Winemaker Dinner at TIANR

~Included link to All Events

37,907 delivered

Open Rate: 8.6% (opens 3,276; total opens 4,294)

Media

Three media guests for Crab Cake Cook-Off: Noël Burgess, Jess Lander, Melissa Vogt

Coming up: two influencers in April; Int'l group via Visit CA in May and potential influencer in June.

Activities for visiting media include Skunk Train, Botanical Gardens and Whale Watching tour.