



**FORT BRAGG**  
NORTH COAST CALIFORNIA 

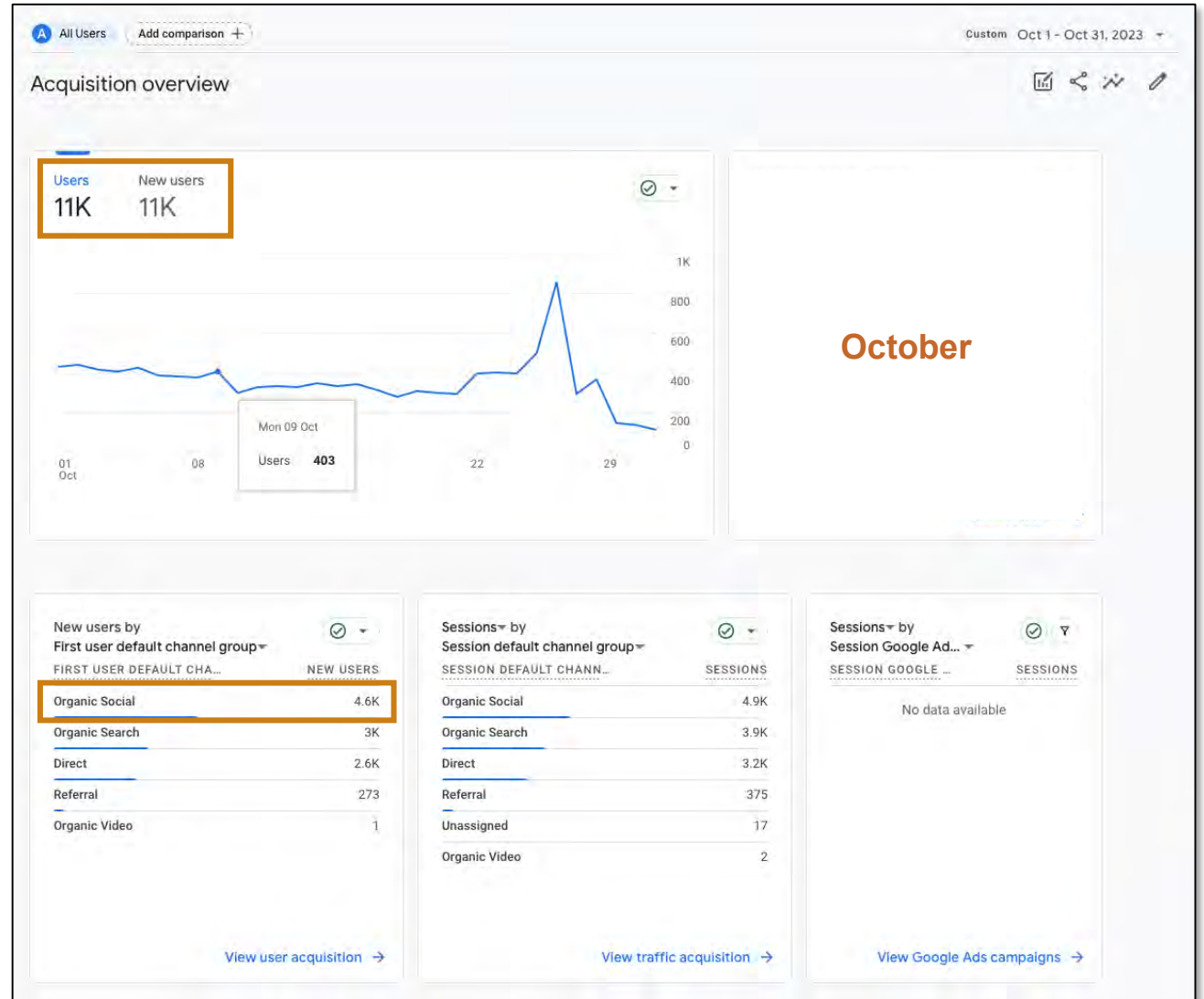
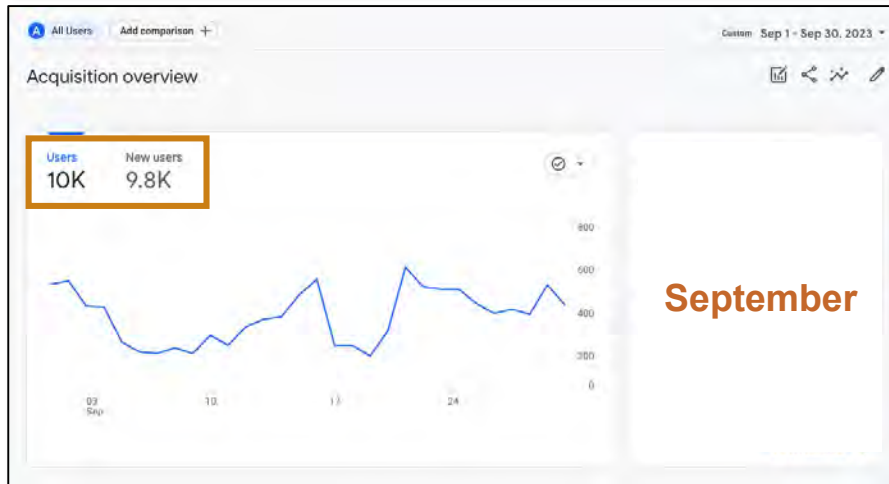
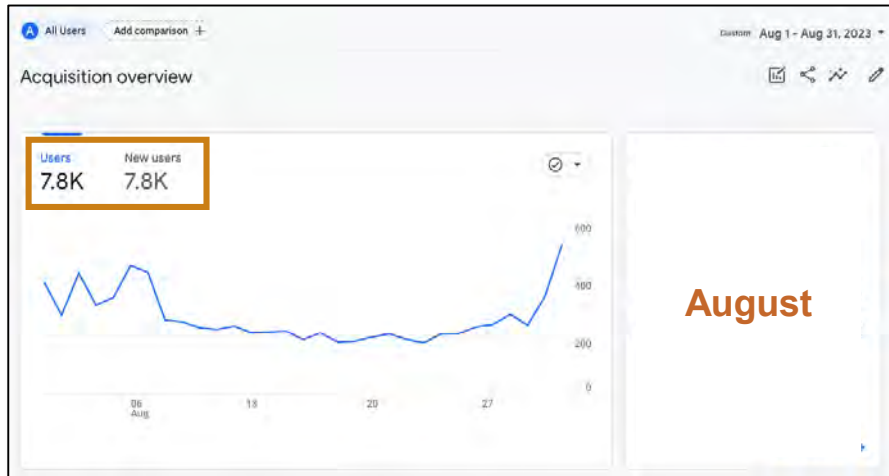
**Marketing Campaign  
Monthly Update**

November 14, 2023

VisitFortBraggCa.com

## MONTHLY SITE TRAFFIC

Google Analytics



# 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** (+ wine walk, beer fest, 10K, etc.)

## April

Objective – Shoulder Season Visitation

### **Fort Bragg Mountain Biking**

## May

- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

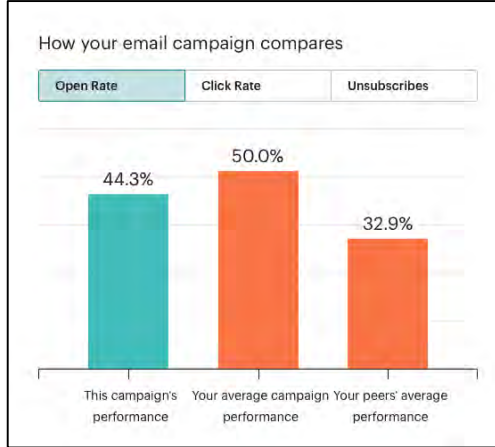
## June

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

## Campaigns

### OCTOBER E-NEWSLETTER

- 5,204 Deliveries
- 3,563 Total Opens
- 465 Clicks
  - 124 Events
  - 88 Beer
  - 84 Magic Market
  - 138 Web Cam




		18,778 100% of total
1	/fort-braggs-magic-market/	7,458
2	/	2,158
3	/events/	1,164
4	/glass-beach/	577
5	/about-fort-bragg/	354
6	/plan-your-trip/play/shopping/	226
7	/our-stories/	207
8	/plan-your-trip/stay/hotels/	205
9	/whalefest/	202
10	/fort-bragg-coastal-trail/	197

### MAGIC MARKET

- 90+ Vendors
- 7,458 Page Visitors
- VMC Promotion


**FORT BRAGG**  
NORTH COAST CALIFORNIA



**BEER, HERE.**

The world is catching on to Fort Bragg's awesome beer scene, as we celebrate Fort Bragg craft brewers, with more frothy fun to come. So click below to learn more about the local beer scene, and follow along on Facebook and Instagram to get the latest. If you have some beer-loving buddies, forward them this email.

[Learn More](#)



**Saturday, October 28th**


It's almost here. This Saturday is the wildly popular and wondrously fun Fort Bragg Magic Market. Come downtown from 11 am to 4 pm for vendor booths, pumpkin carving, costume contests and much more.

[Learn More](#)

RESTAURANT

**WEEK** 24


FORT BRAGG, CA




**The Events Keep Coming**

The days may be getting shorter, but there's no shortage of fun events happening in Fort Bragg through the cool season. Check in on the Visit Fort Bragg event page, and mark your calendar for 2023 Winter Wonderland, 2024 Restaurant Week (now in January) and all the festivities around Fort Bragg Whale Fest in March.

[Learn More](#)

**FORWARD TO A FRIEND** 

[FORWARD](#)



**Enjoy A Moment of Seaside Serenity**

Remember, if you can't be here in Fort Bragg, you can always check out [Noyo Center's Crow's Nest Live Cam](#) for a moment of fresh, coastal, virtual zen.

# Organic Social – October

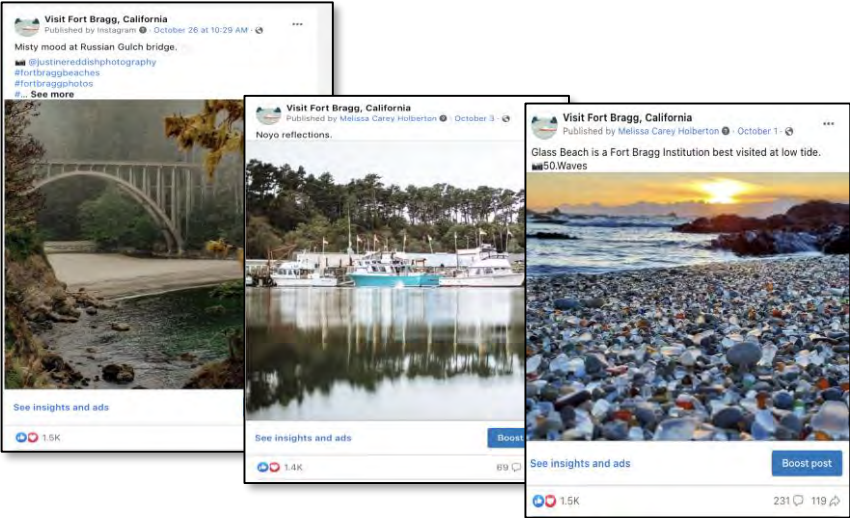
## Followers:

Facebook : 69,306 (+ 139)  
Instagram: 22,847 (+ 63)

## Cumulative Metrics:

- Facebook:
- Reach: 529.7K
  - Engagement: 27.1K
- Instagram:
- Reach: 48.7K
  - Engagement: 19.6K

## Top Posts



## VISITOR PROFILES

- Ongoing

## OUR STORIES

- Anna & the Friendly Fungi



## Upcoming Events + Promotions

### Winter Wonderland

- Call for window displays

### Gift Guide

- Participant Requests

### Restaurant Week

- Prepping Now



# FORT BRAGG HOLIDAY Gift Guide

# 2023 FORT BRAGG NORTH COAST CALIFORNIA WINTER WONDER LAND



**SATURDAY, DEC. 2<sup>ND</sup>**

The holidays are officially here as we gather in Downtown Fort Bragg for a full day of jolly good fun.

- 12:00 PM – 6:00 PM  
Town Hall Holiday Market with festive non-profits selling holiday treats
- 2:00 PM – 6:00 PM  
Photos with Santa Claus at the Guest House Museum
- 6:00 PM – Tree Lighting Ceremony
- 6:30 PM – Lighted Truck Parade
- Music, food, merchant window displays, kids crafts, and more throughout the day

Questions?

Comments?



Visit CA Survey  
[https://globaleysurvey.ey.com/jfe/form/SV\\_81vaP1Ahe0YmK6q](https://globaleysurvey.ey.com/jfe/form/SV_81vaP1Ahe0YmK6q)