

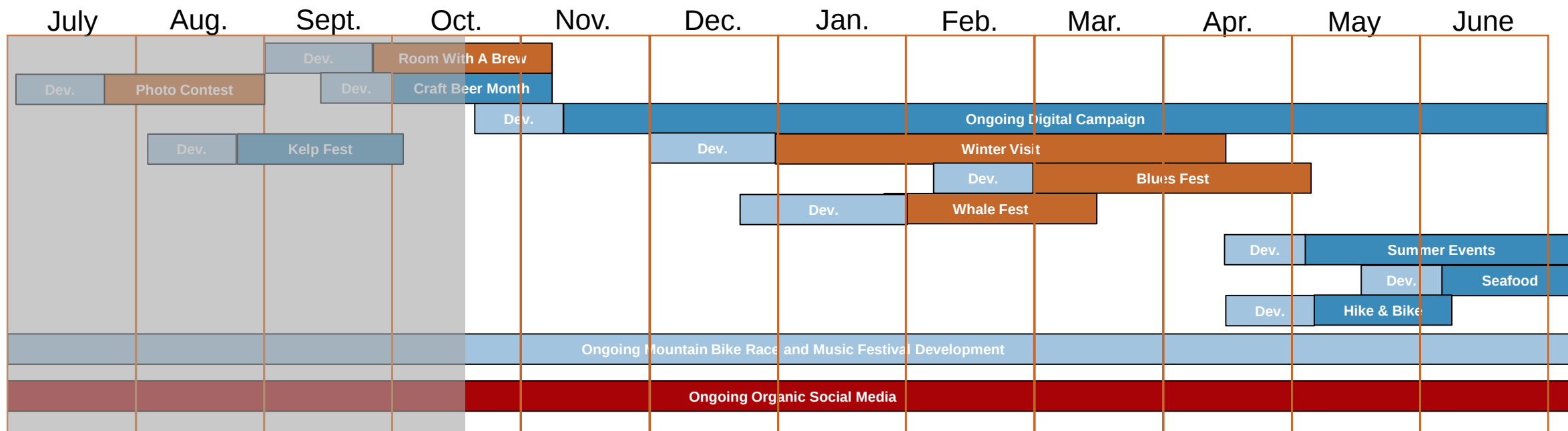


Marketing Campaign Monthly Update

October 16, 2025



© James Mallory Photography



Campaign Development

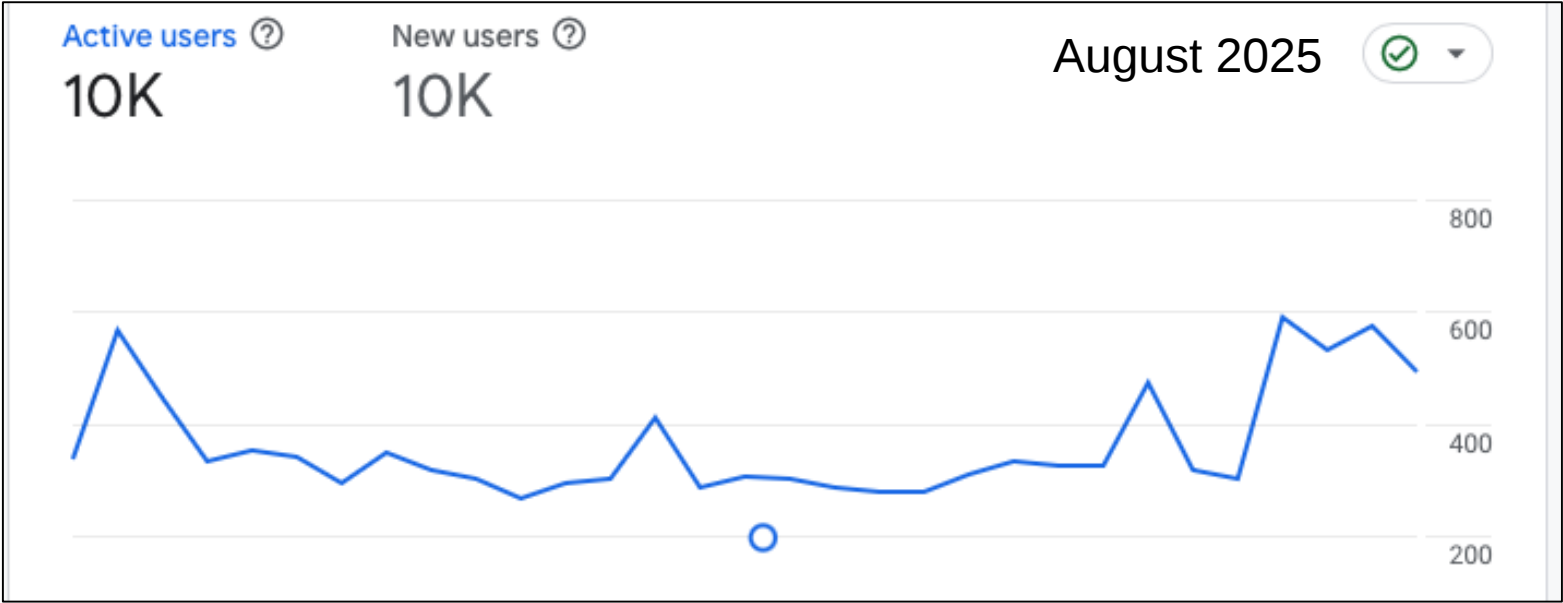
MONTHLY SITE TRAFFIC

Google Analytics

- July – 13K

August 1 > October 14, 2025

	Page path and screen class	Views	Active users
		↓	
☒	Total	50,036 100% of total	21,745 100% of total
☒	1 /	6,028 (12.05%)	3,907 (17.97%)
☒	2 /events/	3,826 (7.65%)	2,714 (12.48%)
☒	3 /paul-bunyan-days/	2,137 (4.27%)	1,553 (7.14%)
☒	4 /the-great-fort-bragg-photo-contest/	1,849 (3.7%)	1,139 (5.24%)
☒	5 /room-with-a-brew/	1,820 (3.64%)	1,509 (6.94%)
☐	6 /glass-beach/	1,649 (3.3%)	1,446 (6.65%)
☐	7 /plan-your-trip/stay/camping/	1,237 (2.47%)	887 (4.08%)
☐	8 /about-fort-bragg/	1,052 (2.1%)	853 (3.92%)
☐	9 /plan-your-trip/stay/hotels/	1,046 (2.09%)	772 (3.55%)
☐	10 /plan-your-trip/play/shopping/	1,039 (2.08%)	778 (3.58%)



Newsletter

August Email

- 8,093 Recipients
- 1,755 Total Opens
- 11.2% Open Rate
- 730 Total Clicks
- 4.6% Click Rate (+.9%)
- 41.0 - Clicks Per Open (+12%)

Click performance

August 28, 2025 - October 15, 2025 • Excludes Apple MPP

Top links clicked

https://visitfortbraggca.com/top-10-w...	382	52.33%
https://visitfortbraggca.com/events/	75	10.27%
https://www.noyocenter.org/live-web-c...	65	8.90%
https://visitfortbraggca.com/the-grea...	34	4.66%
https://visitfortbraggca.com/plan-you...	34	4.66%

View all links →

FORT BRAGG

NORTH COAST CALIFORNIA



FIND YOUR
PERFECT BAR STOOL
ON THE
NORTH COAST

Ocean view? Forest view? Cornhole? Pool table? Fancy cocktail lounge or laid-back dive? Whatever your vibe, Fort Bragg has a watering hole waiting for you. Our [Top Ten list](#) is the perfect place to start — wander through town and discover spots that suit your style. Along the way, you'll meet friendly proprietors, talented bartenders, inventive mixologists, and locals kicking back to enjoy the scene.

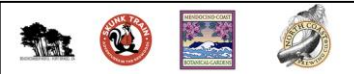
[FIND YOUR PERFECT SPOT](#)

Winning views are everywhere.



The photo contest is back and this year we have upped the stakes with prizes (including a \$1,000 cash 1st prize!) Here's how it works. Starting now until September 30th, just post your photos of Fort Bragg on Instagram with the hashtag [#fortbraggphotos](#).

[EXPLORE](#)



Sponsored by the Beachcomber Motel, Mendocino Coast Botanical Gardens, North Coast Brewing Company and The Skunk Train, the photo contest is such a fun way to show off your great photos of the beautiful North Coast scenery. Photos will be chosen by a local panel of judges.



PAUL BUNYAN DAYS

Labor Day weekend means its time for [Paul Bunyan Days](#), a signature Fort Bragg annual event that takes place this weekend, August 30 – September 1. Don't miss this year's festivities that celebrate the logging history and culture on the North Coast. It's an action-packed weekend for the whole family including a parade, logging show, craft fair, and more.

See the [full calendar of events](#)! In September there's the annual [Shoreline Riders Rodeo](#) and then the [Noyo Harbor Festival](#). And you will not want to miss the [Oktoberfest Celebration](#) on October 4!

Ongoing Festivities

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

[EXPLORE](#)



Plan your stay early!

Late summer is one of Fort Bragg's busiest seasons. Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

[BOOK NOW](#)

FORWARD TO A FRIEND



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

[Forward To A Friend](#)

September Email

- 8,103 Recipients
- 1,809 Total Opens
- 11.8% Open Rate
- 390 Total Clicks
- 2.2% Click Rate
- 18.7 - Clicks Per Open



Recent growth

New contacts added to this audience in the last 30 days.

79

New Contacts

From September 15, 2025 to
October 15, 2025

79

Subscribed

0

Non-
Subscribed

Top links clicked

https://visitfortbraggca.com/room-wit...	181	46.41%
https://www.instagram.com/overtimebre...	48	12.31%
https://visitfortbraggca.com/the-grea...	27	6.92%
https://visitfortbraggca.com/plan-you...	26	6.67%
https://visitfortbraggca.com/oktoberf...	22	5.64%

View all links



FORT BRAGG

THE CITY OF FORT BRAGG PRESENTS

ROOM WITH A BREW



Book a room in October and have a beer (or two) on us!

October is Beer Month in Fort Bragg! In celebration, we are offering vouchers good for two beers at a Fort Bragg Brewery of your choice (Tall Guy Brewing, Overtime Brewing, or North Coast Brewing Company), when you book a room at a limited time offered special rate at participating hotels before October 31.

LEARN MORE & BOOK A ROOM

Fort Bragg is celebrating our three fabulous craft brew makers this month! They all have special offerings on tap to celebrate the month, so stay in touch with them on social media to be in the know. Take a pub crawl! The breweries are within walking distance in the downtown area. Start at either Tall Guy or Overtime, with a visit to North Coast in the middle.



As the name suggests, Overtime started as a passion project from a handful of beer lovers who started brewing after work at their day jobs.



North Coast Brewing Company was an early player on the craft beer scene. Today, they continue to craft new offerings along with their legendary Scrimshaw Pilsner and Red Seal Ale.



The taproom at Tall Guy has an open, easy, comfy feel, with fresh beer on tap and delicious food available from local food trucks and restaurants.

the Great FORT BRAGG Photo Contest



Winning Views Are Everywhere!

The photo contest is still going on through the end of September with prizes (including a \$1,000 First Place prize!) Post your photos of Fort Bragg on Instagram. Use hashtag #fortbraggphotos and one of the following depending on your subject matter.

Coastal - #fortbraggcoastal
Pets - #fortbraggpet
Downtown - #fortbraggdowntown
Forest - #fortbraggforest
Food - #fortbraggfood

Sponsored by the [Beachcomber Motel](#), [Mendocino Coast Botanical Gardens](#), [North Coast Brewing Co.](#), and [The Skunk Train](#), the photo contest is such a fun way to show off your great photos of the beautiful North Coast scenery. Photos will be chosen by a local panel of judges.

EXPLORE

OCTOBER 4, 2025

FOOD - MUSIC - BEER

The Annual Oktoberfest Celebration is October 4th!

Bigger and better than ever, this year's Oktoberfest is taking place at the C.V. Starr Center and will be a who's who collection of the region's best brews, vintages, and distilled spirits. Don your lederhosen and join in the fun and games!

BUY TICKETS

Plan your stay early!

Fall events are popular in Fort Bragg – book your accommodations now for the best selection of hotels, oceanfront inns, and campsites.

BOOK NOW

Ongoing Festivities

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

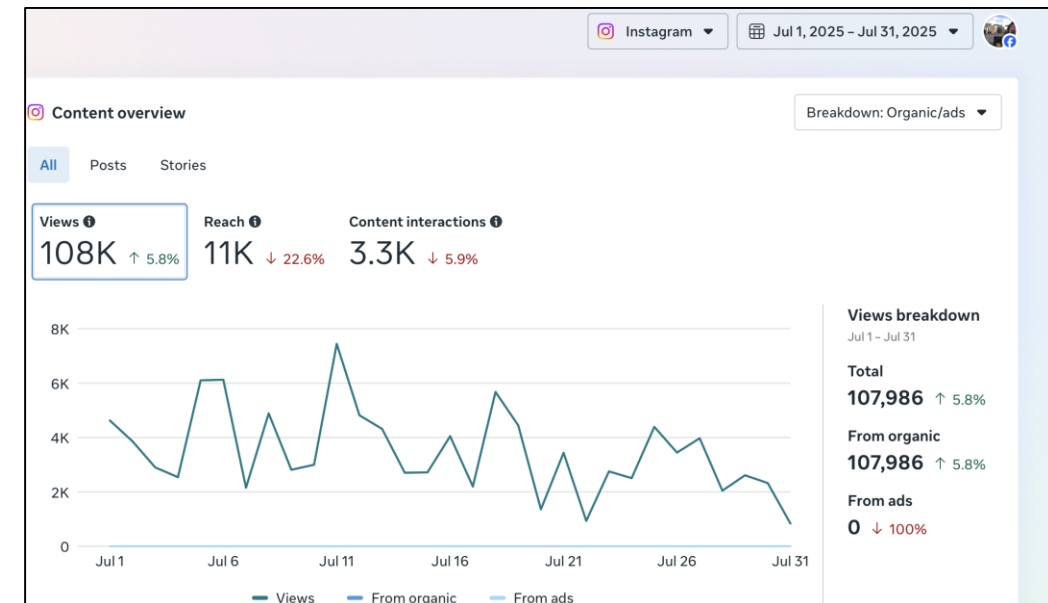
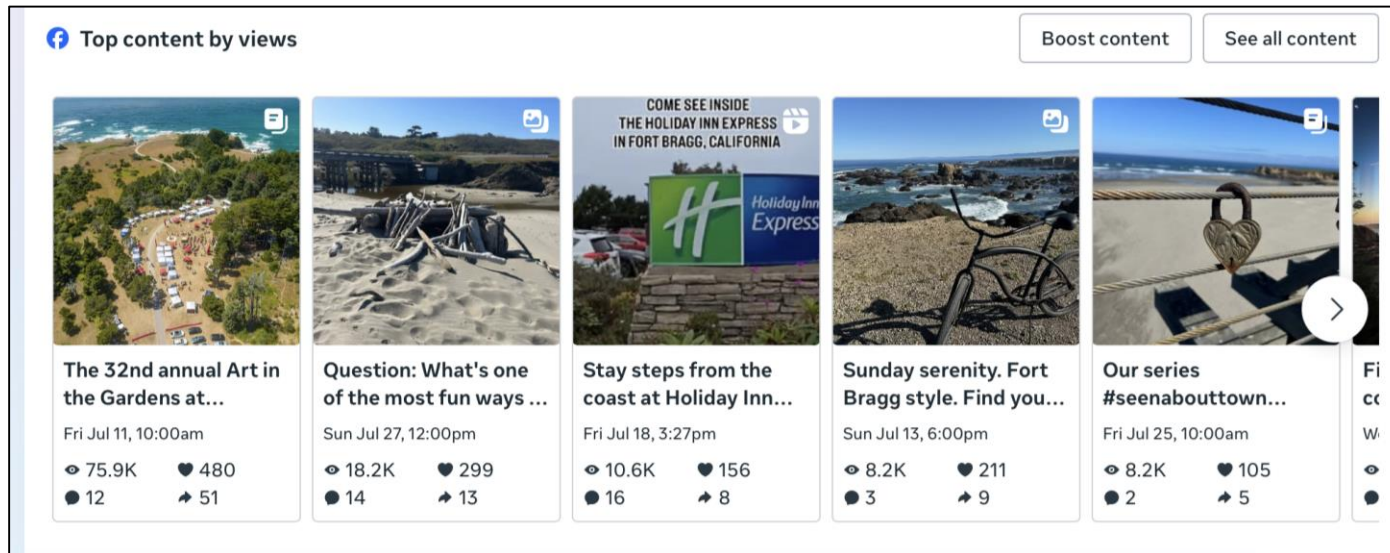
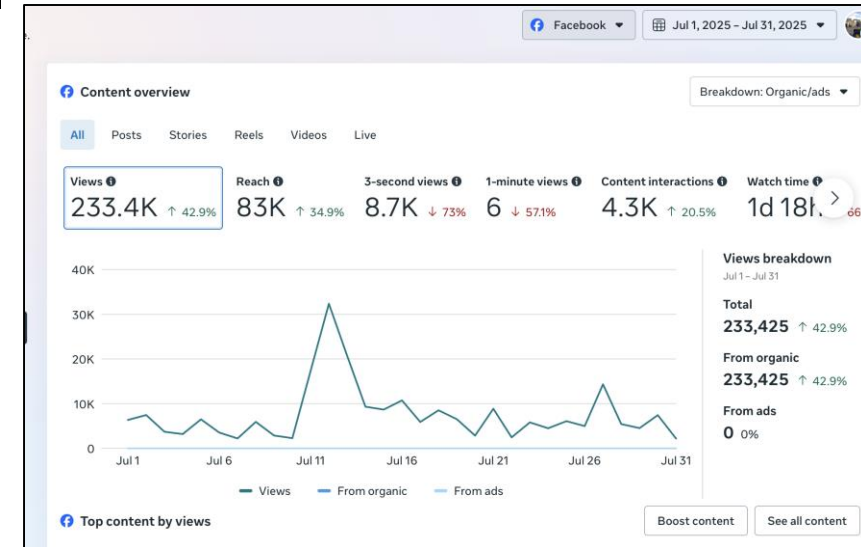
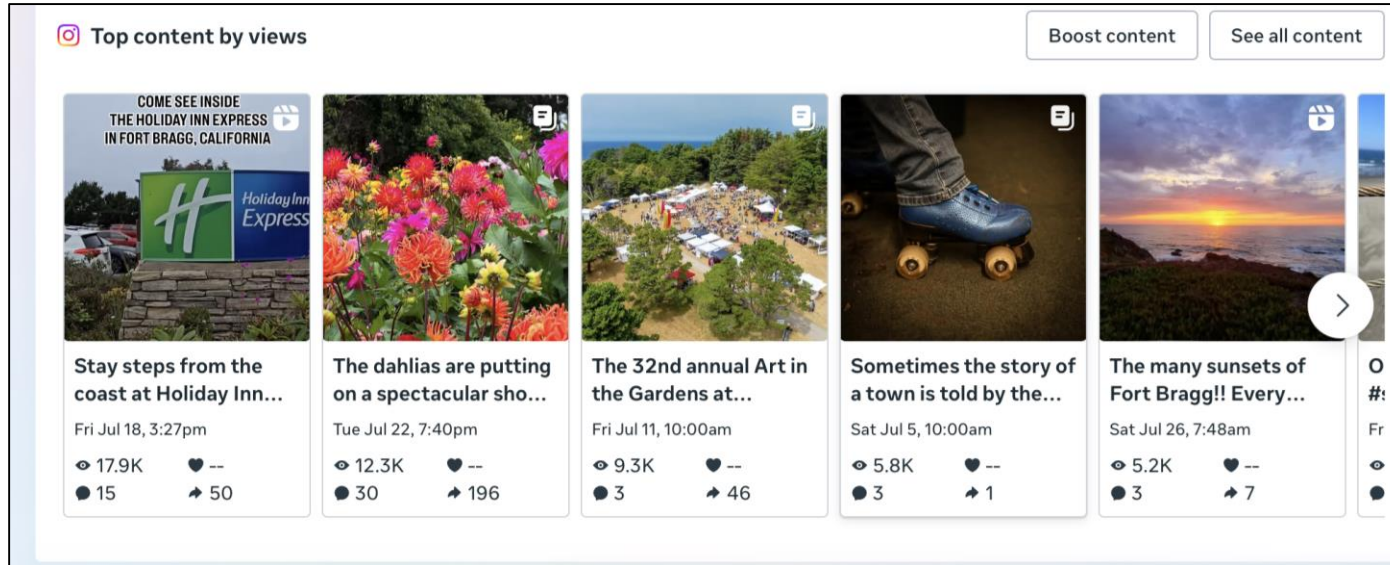
LEARN MORE

FORWARD TO A FRIEND

If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this summer.

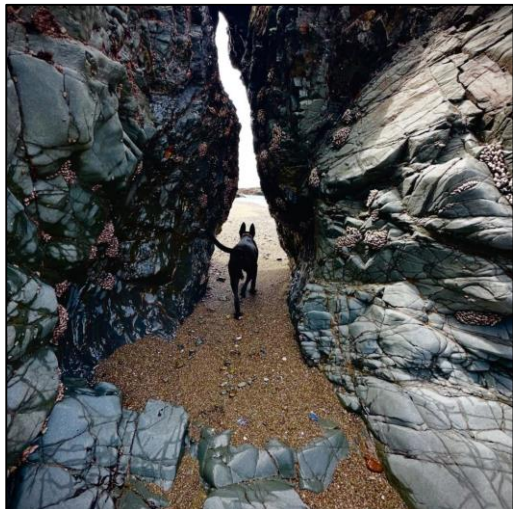
FORWARD TO A FRIEND

August > September Social

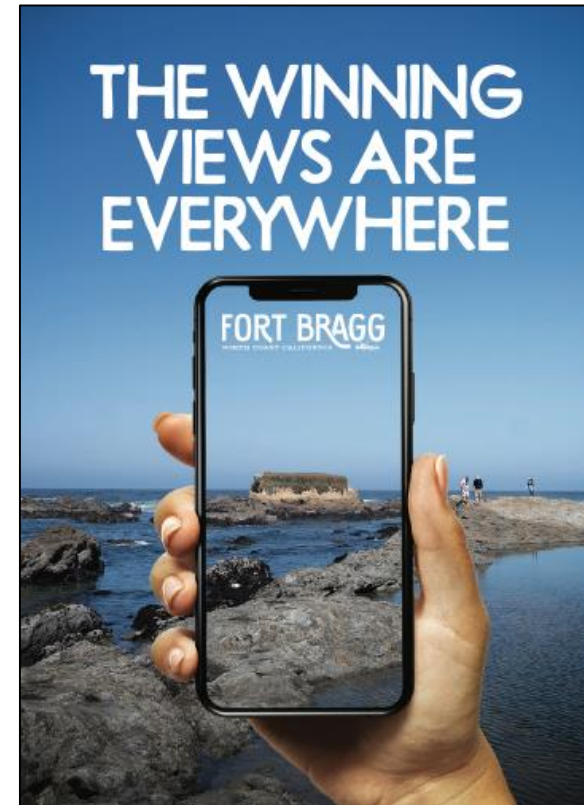


The Great Fort Bragg Photo Contest

FORT BRAGG
NORTH COAST CALIFORNIA 



© James Mallory Photography



Major Promotion

Room With A Brew

Google Ads

Impressions ▼	Clicks ▼	CTR ▼	Cost ▼	Avg. CPC ▼
14.3K	1.34K	9.31%	\$645	\$0.48

THE CITY OF FORT BRAGG PRESENTS

ROOM WITH A BREW

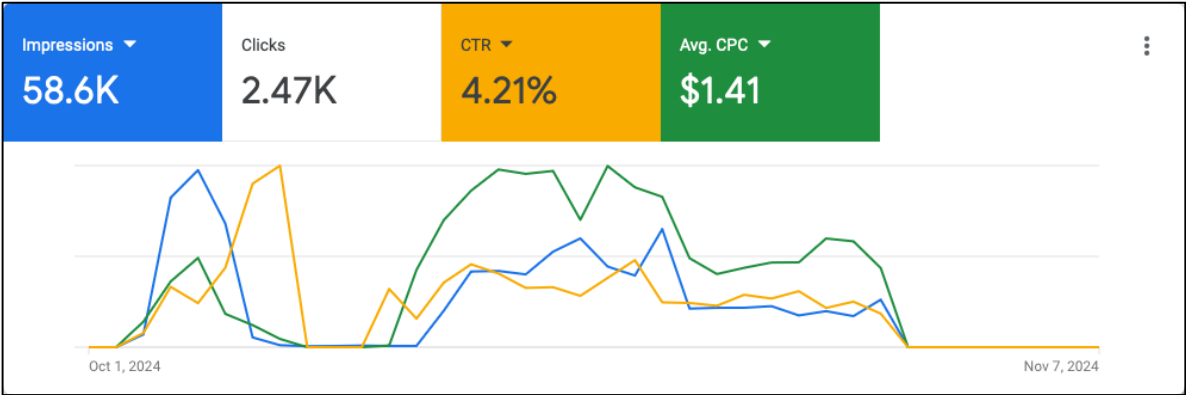


October is Craft Beer Month in Fort Bragg. It's also your chance to have a few beers on the house when you book a room at participating hotels. Here's how it works:

- **Book a room at one of the hotels listed below** using the online links and telephone numbers provided. Be sure to mention or use the promo code: BeerMonth. The only restrictions are you must book in the month of October for a stay no later than December 20, 2025.
- **At check-in, you'll receive two vouchers for two beers** valid at any of the three incredible craft breweries located in downtown Fort Bragg. Vouchers must be redeemed no later than December 20, 2025.

Craft Beer Month Campaign

- **Brewery Specials** – Throughout October
- **Room With A Brew**
- **Oktoberfest** – On October 5
- **Page Views:** 1,600
- **Google Ads:** \$3,470, 2,470 clicks
- **Paid Social:** \$183, 265 clicks



Amount \$183.69 Subtotal: \$183.69 Tax: \$0.00 Billing reason Remaining ad costs at the end of the month.	Transaction ID 6631999153564271- 6628820810568775 Payment method Visa - 7928	Date Oct 31, 2024, 6:20 AM Reference number X9NYZGQK2	Ad account 70133560 Status Paid Product Facebook
Post: "Have a few beers on the house 🍺🍺" From Oct 22, 2024, 12:00 AM to Oct 30, 2024, 11:59 PM			
Ad set name	Results	Amount	Ad set ID
Post: "Have a f...	1,038	\$9.59	6588249752994
Totals	1,038 @ Impressions	\$9.59	
Instagram post: Have a few 🍺🍺 on the house . To...			
From Oct 22, 2024, 12:00 AM to Oct 30, 2024, 11:59 PM			
Ad set name	Results	Amount	Ad set ID
Instagram Post	22,831	\$174.10	6588249739394
Totals	22,831 @ Impressions	\$174.10	
Need help? Get help			

Room With A Brew



Boosted Facebook post

Post engagements
Have a few beers on the house 🍺🍺.
To celebrate Fort Bragg Craft Beer...

835
Reach

46
Post
engagements

\$9.59
Spent of
\$200.00

Completed • Oct 22 • Created by Melissa Carey Holberton

Boosted Instagram post

Boosted Instagram media

11,648
Reach

265
Link clicks

\$179.96
Spent at
\$20.00 per...

FORT BRAGG

THE CITY OF FORT BRAGG PRESENTS

ROOM WITH A BREW

October is Craft Beer Month in Fort Bragg. It's also your chance to have a few beers on the house when you book a room at participating hotels. Here's how it works:

- Book a room at one of the hotels listed below using the online links and telephone numbers provided. Be sure to mention or use the promo code: BeerMonth. The only restrictions are you must book in the month of October for a stay no later than November 15, 2024.
- At check-in, you'll receive two vouchers for two beers valid at any of the three incredible craft breweries located in downtown Fort Bragg. Vouchers must be redeemed no later than November 15, 2024.

PARTICIPATING HOTELS

To be eligible, be sure to use the Book A Room link or phone numbers below and mention the promotion or use the promo code: BeerMonth. You must book in the month of October for a stay no later than November 15, 2024.

The Beachcomber Motel

Call: 707-964-2432

LEARN MORE

BOOK NOW - WEEKENDS

8/2 OFF Weekends (Fri. - Sat. night)
Use Promo Code: BeerMonth50

20% OFF Weekdays (Sun. - Thurs. night)
Use Promo Code: BeerMonth50

Direct bookings only.
Cannot be combined with other offers.

Noyo Harbor Inn

Call: 707-964-8000

LEARN MORE

BOOK A ROOM

8/2 OFF as part of promotion.
Use Promo Code: BeerMonth50
Cannot be combined with other offers.

20% OFF Weekdays (Sun. - Thurs. night)
Use Promo Code: BeerMonth50

Direct bookings only.
Cannot be combined with other offers.

Surf & Sand Lodge

Call: 707-964-9181

LEARN MORE

BOOK NOW - WEEKENDS

8/2 OFF Weekends (Fri. - Sat. night)
Use Promo Code: BeerMonth50

20% OFF Weekdays (Sun. - Thurs. night)
Use Promo Code: BeerMonth50

Direct bookings only.
Cannot be combined with other offers.

The Beach House Inn

Call: 707-964-0799

LEARN MORE

BOOK NOW - WEEKENDS

8/2 OFF as part of promotion.
Use Promo Code: BeerMonth50
Cannot be combined with other offers.

20% OFF Weekdays (Sun. - Thurs. night)
Use Promo Code: BeerMonth50

Direct bookings only.
Cannot be combined with other offers.

Harbor Light Lodge

Call: 707-964-0231

LEARN MORE

BOOK NOW - WEEKENDS

8/2 OFF Weekends (Fri. - Sat. night)
Use Promo Code: BeerMonth50

20% OFF Weekdays (Sun. - Thurs. night)
Use Promo Code: BeerMonth50

Direct bookings only.
Cannot be combined with other offers.

Emerald Dolphin Inn & Mini Golf

Call: 707-964-8499

LEARN MORE

BOOK A ROOM

8/2 OFF as part of promotion.
Use Promo Code: BeerMonth50
Cannot be combined with other offers.

20% OFF Weekdays (Sun. - Thurs. night)
Use Promo Code: BeerMonth50

Direct bookings only.
Cannot be combined with other offers.

FORT BRAGG CRAFT BEER MONTH

Miscellaneous

- Listicle: Watering Holes
- Beach Map
- Magic Market – Banner, Poster, Voucher, Vendor Form
- New Pages:
 - Huck's Slider House
 - Sportsman's Gallery
 - Interior
 - Hare Creek Beach
 - Virgin Creek Beach
 - Fiesta Latina
 - Rising Tide/Blue Economy
 - Shoreline Riders
- Cannabis Page
- Oktoberfest Promotion

	<i>Thank You for Visiting</i> <i>During The 2025 Magic Market!</i> Please come back and present this voucher for
	<i>Thank You for Visiting</i> <i>During The 2025 Magic Market!</i> Please come back and present this voucher for
	<i>Thank You for Visiting</i> <i>During The 2025 Magic Market!</i> Please come back and present this voucher for
	<i>Thank You for Visiting</i> <i>During The 2025 Magic Market!</i> Please come back and present this voucher for

FORT BRAGG

NORTH COAST CALIFORNIA

FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG 🔍



Top 10 Places to Wet Your Whistle on the Mendocino Coast

Wondering where to get a drink on the Mendocino Coast? Whether it's craft cocktails, Mendocino County wines or hand-crafted brews you seek, Fort Bragg has something for everyone. Live music, history-steeped dives, forest to bar adventures, the watering holes of Fort Bragg offer a surprising variety of memorable experiences. Here's our list of the best pubs and bars in Fort Bragg and on the Mendocino Coast.

1. THE GOLDEN WEST

A true step back in time, The Golden West Saloon stands in Fort Bragg's oldest bar - dating back to the late 1800s, and perhaps is the oldest surviving business in town. It's the last one standing of the many bars that served thirsty loggers in the early days of the town and also took care of other needs in the broiled upstairs. Located now in the center of the historic downtown, it's original and beautifully carved wooden bar, pool tables, shuffleboard, jukebox and laid-back atmosphere make it a favorite hangout among locals and visitors.

Local Tip: On Sundays you can craft your own Bloody Mary.

2. THE GLEN BLAIR BAR

A unique experience in Fort Bragg, the Glen Blair Bar is nestled in the

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NORTH COAST CALIFORNIA

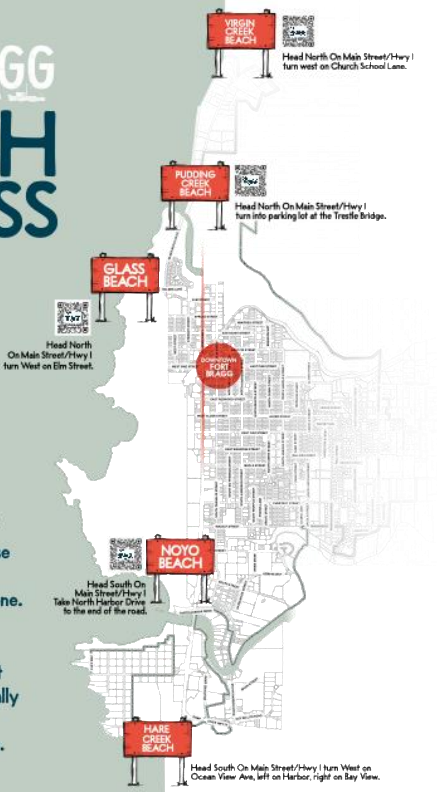


Cannabis in Fort Bragg

The history of cannabis in Mendocino County is well known, but fast forward to today and the industry is mainstream and customer friendly. There are three businesses in town that cater to the 420 friendly crew and offer products from mild

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NORTH COAST CALIFORNIA

BEACH ACCESS



Fort Bragg has a variety of beautiful beaches to choose from, and we like to think there is a beach for everyone. From tidepools to hiking, sunbathing to surfing, the beaches in and around Fort Bragg, with their dramatically wild beauty, are most definitely a main attraction.

VIRGIN CREEK BEACH
Head North On Main Street/Hwy 1
Turn west on Church School Lane.

RUDING CREEK BEACH
Head North On Main Street/Hwy 1
Turn into parking lot at the Trestle Bridge.

GLASS BEACH
Head North
On Main Street/Hwy 1
Turn West on Elm Street.

NOYO BEACH
Head South On
Main Street/Hwy 1
Take North Harbor Drive
to the end of the road.

HARE CREEK BEACH
Head South On Main Street/Hwy 1
Turn West on Ocean View Ave, left on Harbor, right on Bay View.

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NORTH COAST CALIFORNIA

BEACH ACCESS



VisitFortBraggCa.com

FORT BRAGG
NORTH COAST CALIFORNIA



BEACH ACCESS

FORT BRAGG
NORTH COAST CALIFORNIA

MAGIC MARKET

• LOCAL FOOD & GIFTS •

LAST SATURDAY IN OCTOBER • LAUREL + FRANKLIN ST.



Questions? Comments?

