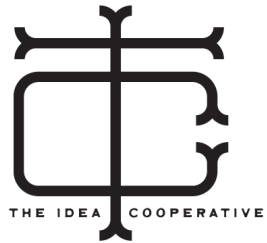




Marketing Campaign Monthly Update

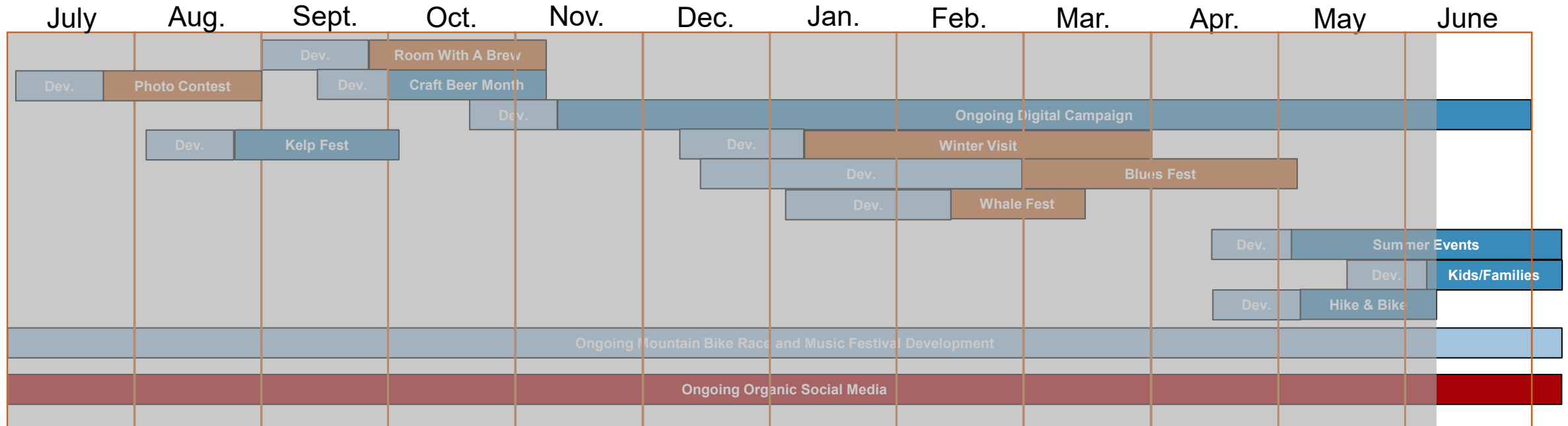
June 9, 2026



FAMILY ADVENTURES START IN FORT BRAGG



Preliminary
Promotional Calendar
2025 > 2026



Major Promotion

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

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

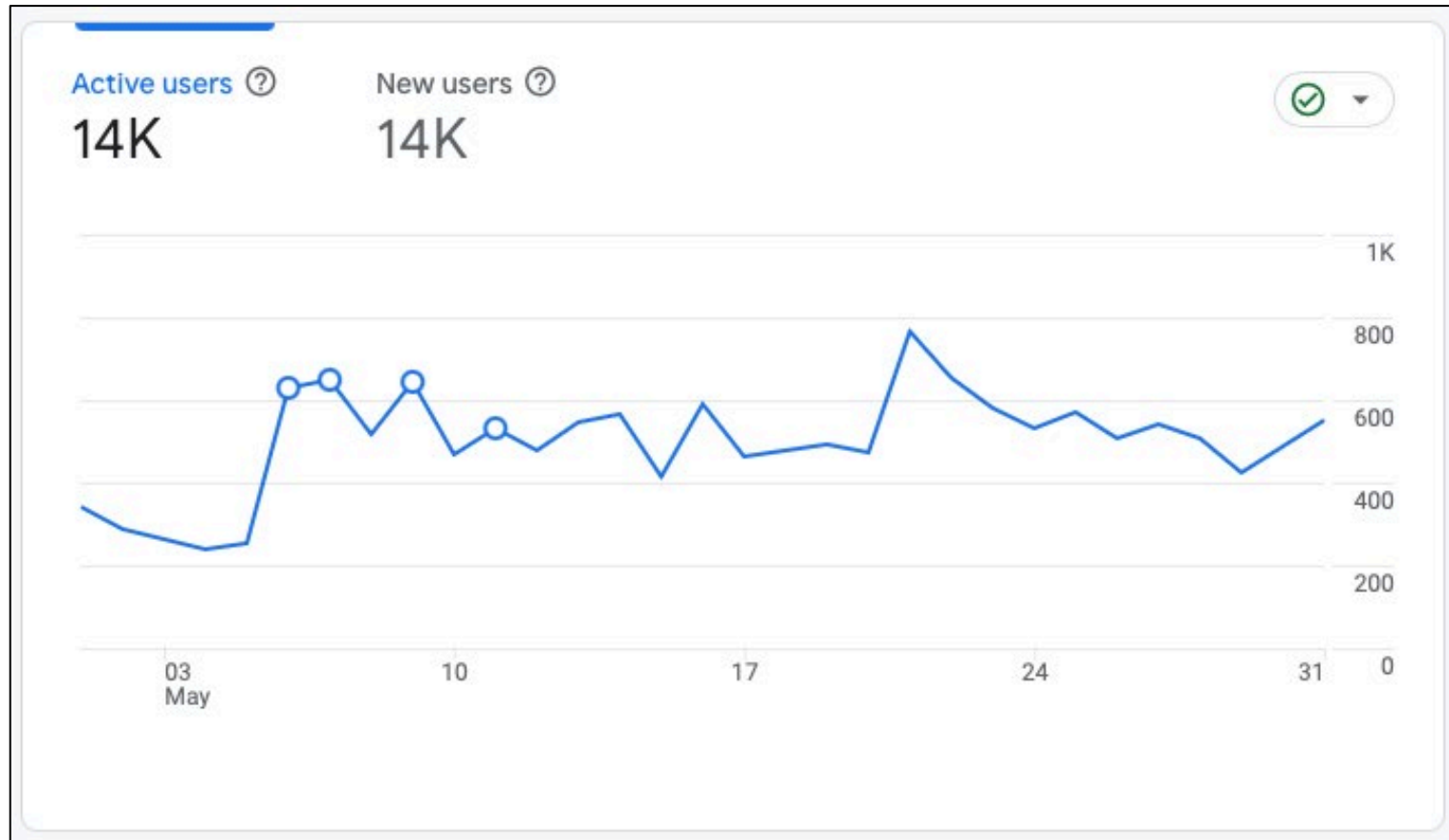
MONTHLY SITE TRAFFIC

Google Analytics

- April 2026 – 11K
- May 2025 – 8.6K
- May 2024 – 7.3K

May 2026


<input type="checkbox"/>	Page path and screen class	Views	Active users
<input checked="" type="checkbox"/>	Total	31,202 100% of total	14,413 100% of total
<input type="checkbox"/>	1 /	10,525 (33.73%)	7,614 (52.83%)
<input type="checkbox"/>	2 /events/	2,316 (7.42%)	1,679 (11.65%)
<input type="checkbox"/>	3 /top-10-things-to-do-with-girlfriends-in-and-around-fort-bragg/	898 (2.88%)	782 (5.43%)
<input type="checkbox"/>	4 /glass-beach/	894 (2.87%)	786 (5.45%)
<input type="checkbox"/>	5 /thank-you/	766 (2.45%)	529 (3.67%)
<input type="checkbox"/>	6 /plan-your-trip/play/beaches/	756 (2.42%)	626 (4.34%)
<input type="checkbox"/>	7 /plan-your-trip/stay/hotels/	682 (2.19%)	487 (3.38%)
<input type="checkbox"/>	8 /fort-bragg-independence-day-fireworks/	661 (2.12%)	471 (3.27%)
<input type="checkbox"/>	9 /about-fort-bragg/	525 (1.68%)	443 (3.07%)
<input type="checkbox"/>	10 /the-worlds-largest-salmon-bbq/	522 (1.67%)	264 (1.83%)




May Activity:

- Kids/Families
- Hike/Bike
- Listicle > VisitCA
- New Business Pages
- Summer Kick-Off
- Summer events promotions



FORT BRAGG
NORTH COAST CALIFORNIA 



**Summer's Here-
Time to Make
Plans**

Fort Bragg pops with weekly markets, big summertime celebrations, and ocean-side adventures, all summer long. Kick it off at the [Summer Kick Off](#) on June 5.

EXPLORE

May Email

- 10,168 Deliveries (+185)
- 2,664 Total Opens (+1,201)
- 18.3% Open Rate
- 515 Total Clicks (+211)
- 5.1% Click Rate (+2.1%)

Total Contacts: **12,185 (+452)**

Click performance

May 21, 2026 - June 8, 2026

Top links clicked

https://visitfortbraggca.com/events/	335	38.91%
https://www.noyocenter.org/live-web-c...	187	21.72%
https://visitfortbraggca.com/plan-you...	72	8.36%
https://visitfortbraggca.com/summer-k...	71	8.25%
https://visitfortbraggca.com/laura-sp...	60	6.97%

View this email in your browser

FORT BRAGG

NORTH COAST CALIFORNIA



Summer's Here-Time to Make Plans

Fort Bragg pops with weekly markets, big summertime celebrations, and ocean-side adventures, all summer long. Kick it off at the [Summer Kick Off](#) on June 5.

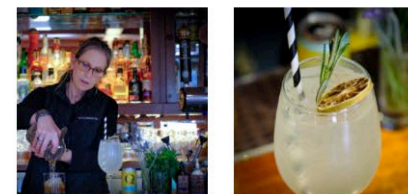
EXPLORE



First Fridays are Here to Stay

Every first Friday of every month, the community of Fort Bragg comes together downtown to celebrate with an activated entertainment zone featuring shops open late, music, and activities for the whole family.

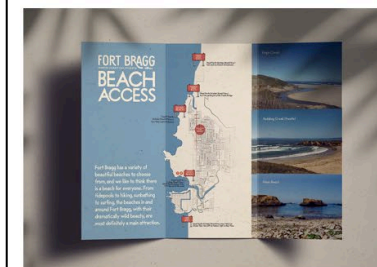
LEARN MORE



The Bartender and her Bitters

Meet the North Coast veteran bar manager behind the bar and proprietary bitters collection at [Harborview Bistro and Bar](#).

Read the Story



Life's a Beach in Fort Bragg

Experience Fort Bragg's beaches, where miles of golden sands meet dramatic cliffs, sparkling tide pools, and ocean-washed sunsets. From Glass Beach's colorful sea glass to the expansive shores of Mackerricher State Park, each stop offers easy family-friendly fun, wildlife sightings, and photo-worthy moments along the Pacific.

BOOK YOUR STAY NOW



Ongoing Festivities

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

SEE THE FULL CALENDAR OF EVENTS



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




Watch the Weather On the North Coast

The Noyo Center's Crow's Nest Live Cam offers a continuous view of the coast near Fort Bragg.


VIEW

May Social


Top content by views Boost content See all content




Fresh new look, same iconic harbor...
Sat May 9, 8:33pm
154.8K views, 3.5K likes, 263 comments, 424 shares



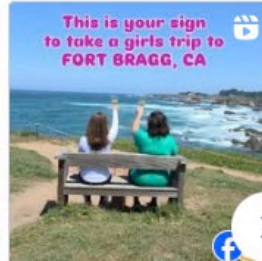
Sea Pal Cove is a longtime Noyo Harbo...
Sun May 31, 6:35am
42.6K views, 1.2K likes, 123 comments, 83 shares



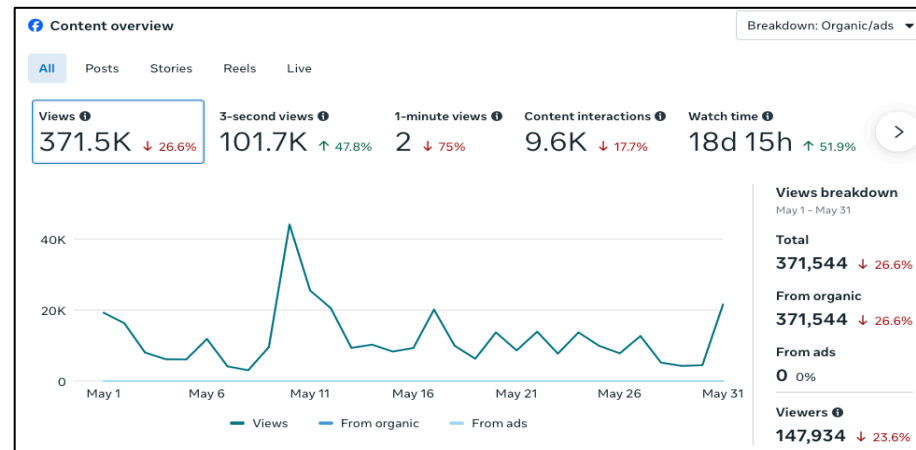
Downtown Fort Bragg isn't complete witho...
Sun May 17, 6:50am
30.3K views, 1.1K likes, 61 comments, 57 shares




Otis R. Johnson Wilderness Park is...
Sun May 24, 9:21am
26.6K views, 553 likes, 55 comments, 76 shares




FORT BRAGG, the perfect GIRLS GET-...
Fri May 1, 6:53am
34.0K views, 1.2K likes, 49 comments, 242 shares




Top content by views Boost content See all content




Fresh new look, same iconic harbor...
Sat May 9, 8:21am
154.8K views, 3.5K likes, 263 comments, 424 shares



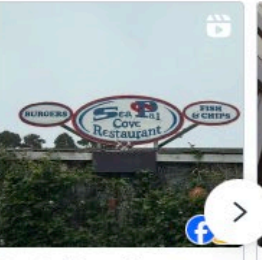
If you're dreaming of the perfect girls'...
Wed May 6, 10:00am
8.7K views, 231 likes, 1 comment, 25 shares



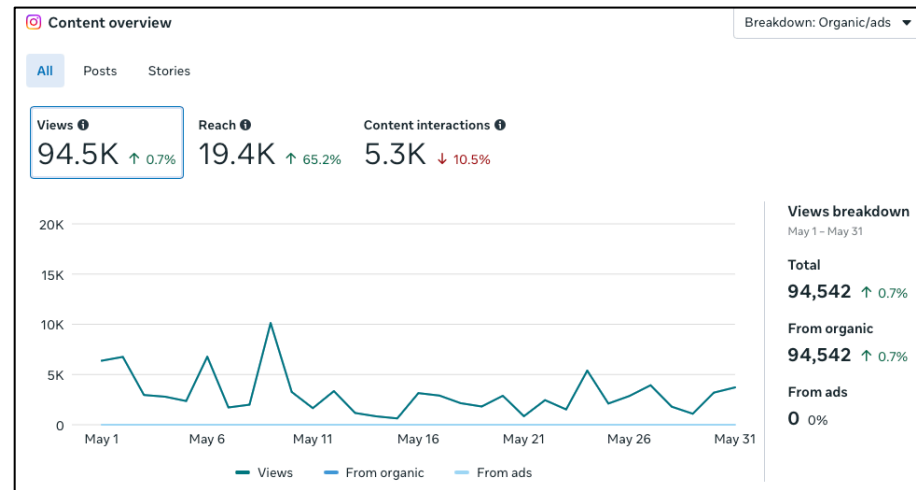
Fort Bragg welcomes two new businesses t...
Sat May 2, 12:00am
5.5K views, 190 likes, 3 comments, 23 shares



Otis R. Johnson Wilderness Park is...
Sun May 24, 8:09am
26.6K views, 553 likes, 55 comments, 76 shares



Sea Pal Cove is a longtime Noyo Harbo...
Sat May 30, 7:31pm
42.6K views, 1.2K likes, 123 comments, 83 shares



Sustaining Google Performance Max Brand Campaign

(no promo campaigns currently in market)

To Date Performance (May 4 – June 9):

- Clicks: 10K
- Impressions: 234K
- CTR: 4.26%
- Average cost per click: \$.11
- Spend: \$30/day, \$1,000 total
- Conversion rate: 8.24%

- **Key Insights:** Campaign is delivering strong performance, generating 8,997 clicks at an efficient \$1.33 CPA for the past 30+ days. With a 7.93% conversion rate and an average CPC of just \$0.11, the campaign effectively captured high-intent branded traffic while maintaining low acquisition costs.
- **Key Takeaways:** The brand performance max campaign continues to be a highly cost-effective channel, driving significant conversion volume (717 conversions) and strong engagement (4.26% CTR) on a relatively modest spend of \$955.07.



Plan Your Coastal Escape. Explore mystical redwoods, Glass Beach, and whale watching on the North Coast.

Visit Fort Bragg
www.visitfortbraggca.com/

Cozy Up In Fort Bragg - Plan Your Coastal Escape

Make this winter unforgettable with endless North Coast adventures. Find your perfect getaway with our guide to Fort Bragg's winter activities. Highlights: Trip Planning Option Available, Events Available. Make Inquiries. Plan Your Trip. Check Events.

[Play Options](#)

[Explore Experiences](#)



Discover North Coast Magic

Make this winter unforgettable with endless North Coast adventures.

Visit Fort Bragg



Ride The Historic Skunk Train

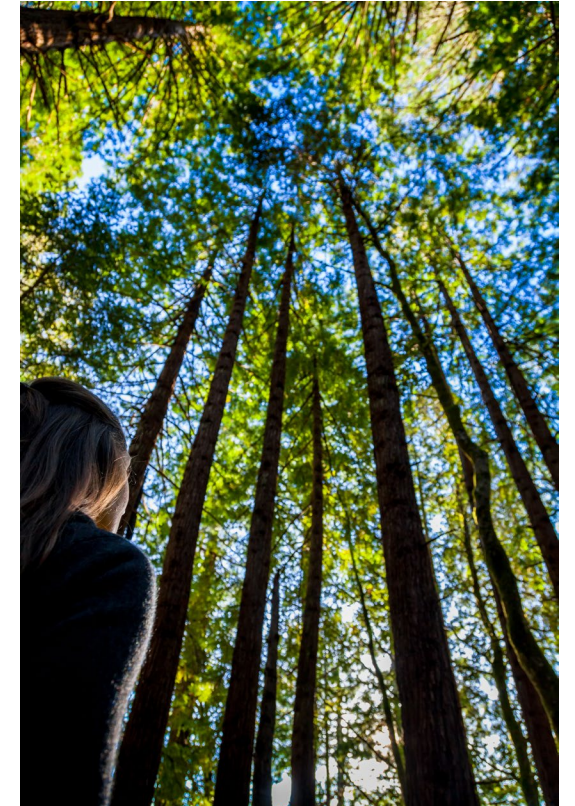
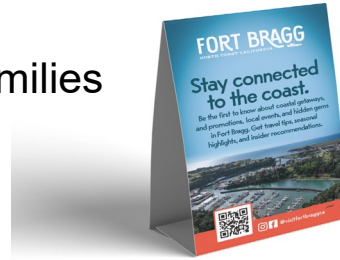


Make this winter unforgettable with endless North Coast adventures.



What's on deck:

- Google Performance Max campaign continues in market
- Listicle: Top 10 Things to do in Fort Bragg with kids/for families
- June eNewsletter: feature story on family activities, plus hike/bike, and Bainbridge park
- New pages: Bainbridge Park and Otis Johnson
- Sign up for the eNewsletter Tent Card: on hold per last meeting
- Music Fest – Retooling for 2027



Questions?

Comments?

