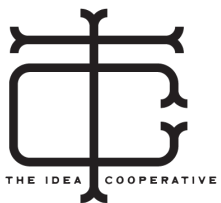


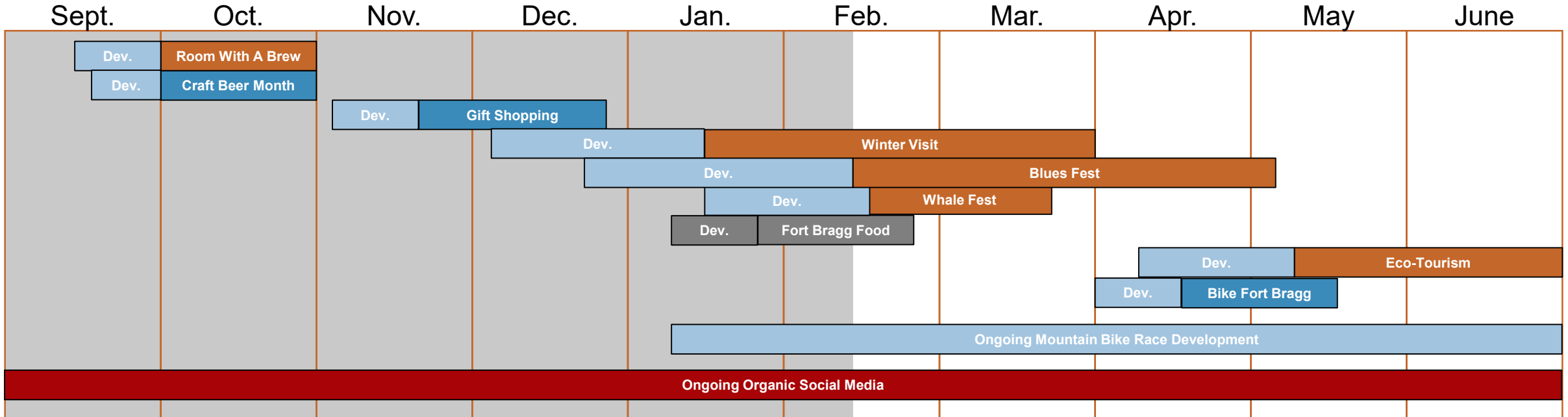


Marketing Campaign Monthly Update

February 11, 2025



Preliminary
Promotional Calendar
2024 > 2025



Major Promotion

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

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

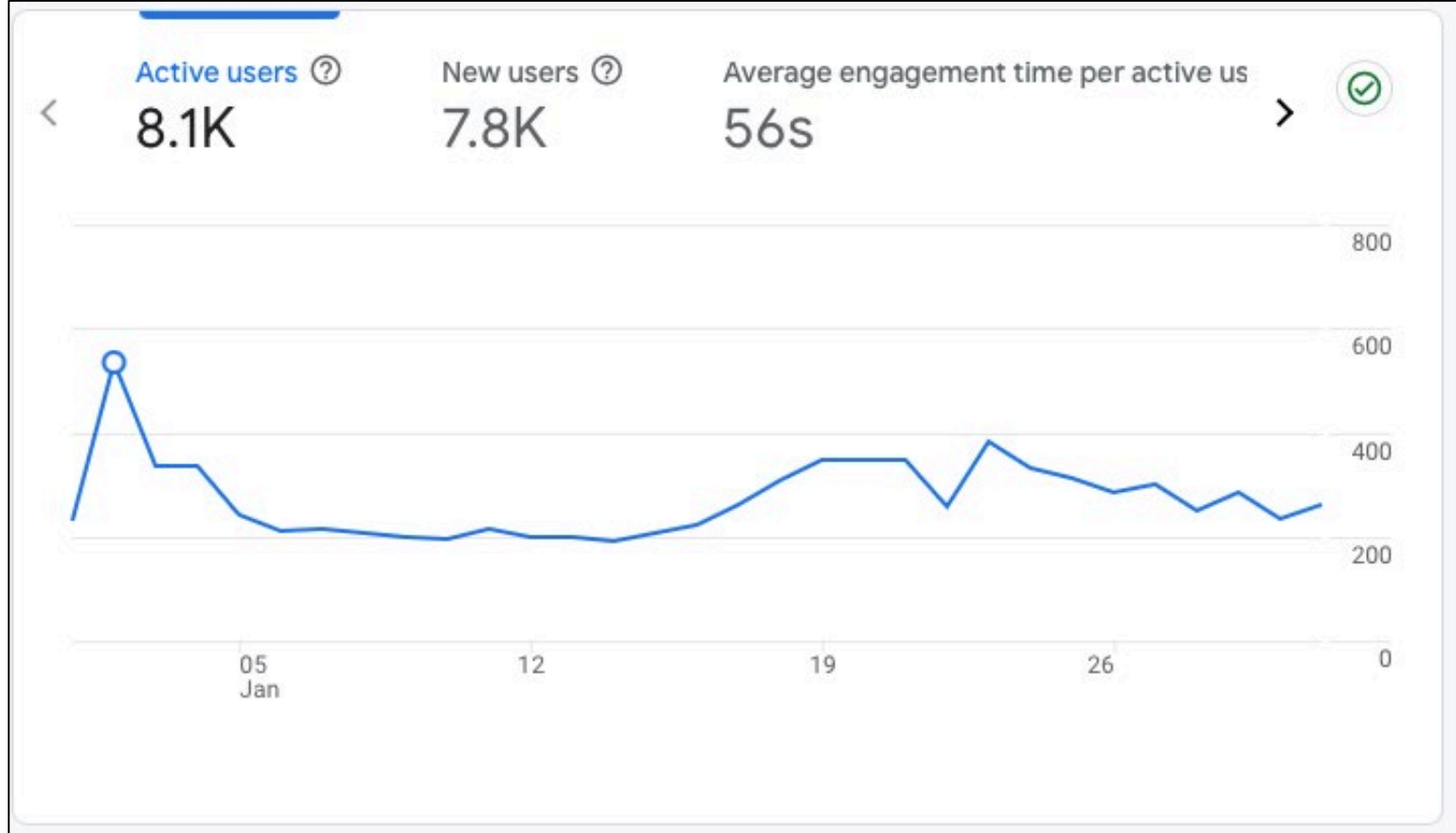
MONTHLY SITE TRAFFIC

Google Analytics

- November 2024 – 5.4K
- December 2024 – 6K

January – 2025 (2024 – 5K)

<input type="checkbox"/>	Page path and screen class +	Views	Active users
<input checked="" type="checkbox"/>	Total	19,371 100% of total	8,058 100% of total
<input checked="" type="checkbox"/>	1 /	3,156	2,279
<input checked="" type="checkbox"/>	2 /winter-wanderland/	1,491	980
<input checked="" type="checkbox"/>	3 /events/	1,303	876
<input checked="" type="checkbox"/>	4 /plan-your-trip/stay/hotels/	827	530
<input checked="" type="checkbox"/>	5 /glass-beach/	657	544
<input type="checkbox"/>	6 /about-fort-bragg/	621	486
<input type="checkbox"/>	7 /whale-fest-2025/	511	300
<input type="checkbox"/>	8 /plan-your-trip/play/coastal-activities/	437	341
<input type="checkbox"/>	9 /whalefest/	436	322
<input type="checkbox"/>	10 /plan-your-trip/stay/camping/	405	301





WINTER WANDERLAND

If you only think of the North Coast as a summer getaway, you're missing one of the most amazing times of year. Make Fort Bragg your home base for a winter visit, and you'll find the adventures are endless. There are so many places to go, things to do, explore, sip, taste and enjoy. Sure, the weather can be changeable, but that just makes the fresh chowder a little warmer, the craft beer a bit cooler, the redwoods even more mystical and the beaches all yours.



1. GET A GREAT HOTEL DEAL

Multiple Fort Bragg hotels offer special pricing for winter visitors. Click the link below to get the best deals. Once you see how much there is to do, you'll want to use the savings to spend a few extra days.



2. WINE YOUR WAY INTO TOWN

Mendocino County was recently recognized as Wine Enthusiasts 2024 Wine Region of the Year. And, with a little planning, you'll be cruising right through the heart of wine country on your way to Fort Bragg. Coming from the east, be sure to take Highway 128 and you'll pass dozens of great wineries. Have a designated driver and be sure to pick up a couple of bottles for your stay on the coast.

Major Promotion



3. FOREST BATHE AT RUSSIAN GULCH STATE PARK

Whatever the weather, Russian Gulch State Park delivers. Hike from the waves to the wilderness. Wander among the redwoods. Find your own private waterfall. Forage for wild mushrooms (bring a good guide!). Explore a rare pygmy forest. Tired yet? You will be. Fortunately, you're just a few minutes from Downtown Fort Bragg.



4. CHOWDER DOWN AT NOYO HARBOR

At this working fishing harbor near the mouth of the Noyo River you can dine on fresh-off-the-boat seafood as the boats come in and the seals and sea lions frolic right off the dock. Noyo Fish Company has chowder in a bowl or bread and Princess Seafood has chowder, bisques and always something locally caught. Sea Pal Cove and Casa



5. DO THE DOWNTOWN FORT BRAGG DIVE BAR SCENE

What's better after a big outdoor adventure than bellying up to a big old mahogany bar and cavorting with the locals. Fort Bragg has a whole host of watering holes at the unpretentious end of the spectrum. Put a put a few songs on the jukebox and rack up a game of pool at Golden West Saloon, Milano's Bar or Welcome Inn.



6. GET GLASS BEACH TO YOURSELF

It's not often that you can get the North Coast's most well-known beach, with its wave-worn colored glass speckled through the sand all to yourself. But that's part of the beauty of making Fort Bragg your home base during the off-season. Time and right and you can do some great tide-pooling, too. Just remember to leave the glass, and the sea creatures in their natural habitat.



7. WATCH FOR WHALES

The off-season in Fort Bragg is migration season for gray whales and, while you can catch them from the coast, there's nothing like a whale watching charter cruise. All Aboard Adventures, Anchor Charter Boats, Fort Bragg Fishing, Hooked on Mendocino, and Telstar Charters all offer whale watching and fishing charters.

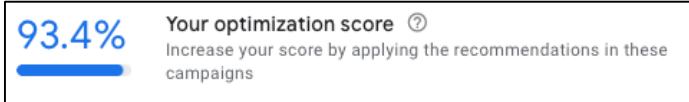
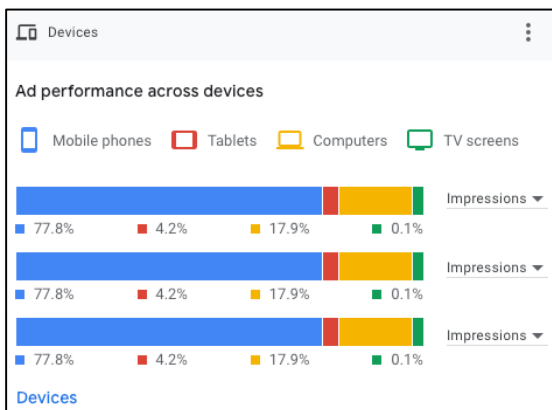
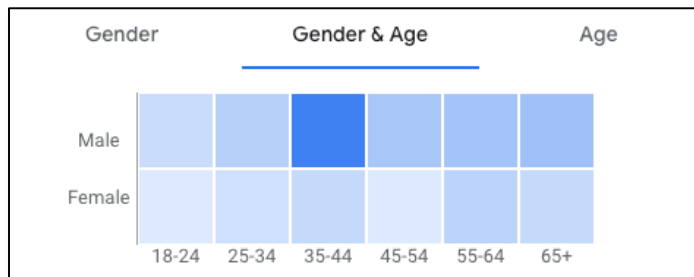
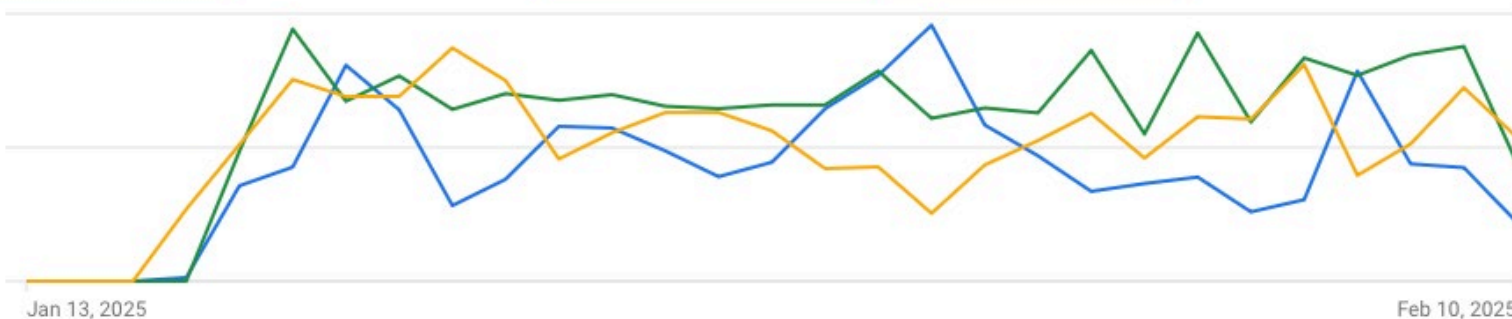
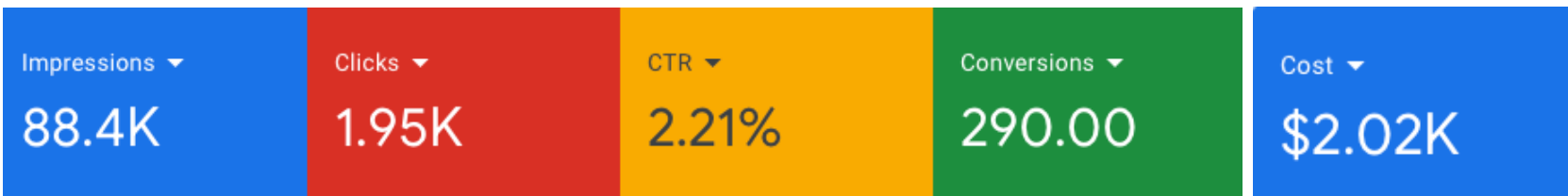


8. CRAWL THE DOWNTOWN CRAFT BREWERIES

Fort Bragg has a handful of local breweries all within a few blocks, all with great food and beer. There's the legendary North Coast Brewing Company with a wide selection of beers, including a few of your favorites. Mosey down a few blocks to Overtime Brewing where the vibe is local-friendly, and the beer is brewed in-house. Tall Guy Brewing, in the heart of downtown, has an open, easy, comfy feel for a cool beer and a warm welcome.

Major Promotion

Winter Visit Campaign



FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP - EVENTS OUR STORIES ABOUT FORT BRAGG

WINTER WANDERLAND

Explore these ten great winter activities in Fort Bragg.

If you only think of the North Coast as a summer getaway, you're missing one of the most amazing times of year. Make Fort Bragg your home base for a winter visit, and you'll find the adventures are endless. There are so many places to go, things to do, explore, sip, taste and enjoy. Sure, the weather can be changeable, but that just makes the fresh chowder a little warmer, the craft beer a bit cooler, the redwoods even more mystical and the beaches all yours.

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[EXPLORE HOTEL BARGAINS](#)
- #### 2. WINE YOUR WAY INTO TOWN

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Sign Up - Stay Free

Sign up for the Fort Bragg monthly newsletter to be entered to win one of several free nights at top local hotels.


[SIGN UP](#)

Newsletter

JANAURY EMAIL


- 7,067 Sends
- 3,793 Total Opens
- 357 Total Clicks (+179)
- 36.1% Opens
- 2.7% Click Rate (1.7%)

https://visitfortbraggca.com/winter-wanderland/	144
https://visitfortbraggca.com/whale-fest-2025/	110
https://visitfortbraggca.com/plan-your-trip/stay/h...	84
https://noyocenter.org/live-web-cam	80
https://www.noyocenter.org/live-web-cam	61
https://mendocinohumane.org/adopt/borrow-a-buddy/	37
https://visitfortbraggca.com	10
https://www.whalerun.org	7

FORWARD TO A FRIEND 

For the next few months, new email sign ups will be entered to win free hotel stays! 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 winter.


FORWARD TO A FRIEND

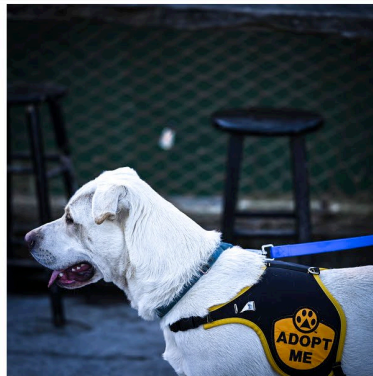


The Coast Calls

The [Noyo Center's Crow's Nest Live Cam](#) offers a continuous view of the coast near Fort Bragg. Take a look and watch as the winter weather starts moving in.

VIEW






Borrow a Buddy

For your next visit to Fort Bragg, why not adopt a canine buddy for an afternoon or day? The Mendocino Coast Humane Society has a Borrow a Buddy program where visitors and locals can take a dog out on a field trip. The dog gets some exercise, a break from the shelter, exposure to cars, the beach, people and potential adopters. You get a fun-loving buddy for the day, and who knows? Maybe longer :)

LEARN MORE





Crab Season is Officially Open in Mendocino County


A tradition in Fort Bragg for years, the (commercial) Dungeness crab season is officially open. This is good news for the local economy, particularly the fishing boats and fresh fish purveyors. But also good news for crab lovers looking to partake in the freshest catches available. Head down to the wharf to see the fishing boat action and grab some fresh ones while the season lasts.

GET A SPECIAL WINTER RATE AT PARTICIPATING HOTELS

LEARN MORE

FORWARD TO A FRIEND 


FORT BRAGG
NORTH COAST CALIFORNIA 



Make Fort Bragg your Home Base for Winter Wanders on the North Coast.

If you only think of Fort Bragg as a summertime getaway, you are missing one of the most amazing times of year. In the winter, the redwoods are even more magical and the beaches all yours. There are so many places to go, things to do, explore, sip, taste and enjoy. Make Fort Bragg your warm and cozy home base for wintertime wandering on the North Coast.

LEARN MORE



FORT BRAGG CA WHALE FEST 2025 MARCH 14TH - 16TH

Festival Whale Fest is March 14 - 16.

Whale Fest will take over Fort Bragg the weekend of March 14 - 16. With every passing year, this event gets bigger and better! This year marks the return of the Chowder Tasting Competition, the Downtown Wine Walk, the Fort Bragg Beer Festival, a [5K/10K Whale Run](#) and Walk, a craft fair, live music, food trucks, and more.

LEARN MORE & GET TICKETS



ORIGINAL ARTWORK BY: ART EXPLORERS: CODY HOCK

FORT BRAGG BLUES FESTIVAL THE BANDS TICKETS SPONSORS VISIT FORT BRAGG

J.C. Smith Band

Don't miss one of the San Francisco Bay Area's top 5 best blues bands! J.C. Smith, a San Jose native, electrifies audiences with his soulful vocals and blistering guitar work. As The Mercury News raves, he "can belt out the blues with the best in the business." A multi-award winner, including the 2024 Bay Area Black Music Awards "Male Blues Performer of the Year," the 2024 Bay Area Jazz and Blues Artist Lifetime Achievement Award, and the 2023 State of California Legacy Award, J.C. Smith is a blues force to be reckoned with. Experience his captivating live performance, a blend of raw talent and undeniable stage presence that has earned him a vast international following.

WEBSITE FACEBOOK INSTAGRAM

Last Night THE J.C. SMITH BAND LIVE IN MUSIC

J.C. Smith Band at Villa mont...

J.C. Smith Band at Blues of...

The James Cotton Tribute Band

Honoring a Blues Legend

Join us for a special tribute to the legendary harmonica master, James Cotton. Featuring Mark Hummel (Grammy-nominated, two-time Blues Music Award winner) channeling Cotton's iconic sound and fronting a band of blues all-stars, this is a can't-miss event. Steve Freund (guitarist for Sunnyland Slim, Koko Taylor, and 12 years with Cotton himself), June Core (drums), and Randy Bermudez (bass) complete this incredible lineup. Mark Hummel, who toured extensively with Cotton, brings an authentic and passionate approach to this tribute, ensuring Cotton's music lives on. Experience the power and soul of James Cotton's blues through the incredible talent of this all-star band.

WEBSITE FACEBOOK INSTAGRAM

Never No More - Mark Humm...

Mark Hummel & The Blues S...

Mark Hummel and the Blues ...

Maurice Huffman & Volker Striffler

Late-night VIP Event at The Weller House

Shared Ground: Acoustic Blues & Childhood Memories

Prepare for an unforgettable evening as Volker Striffler, a blues guitar virtuoso whose innovative style blends Blues, Rock, Jazz, and Latin rhythms with a touch of New Orleans soul, joins forces with Maurice Huffman, award-winning blues artist (Monterey Bay Blues Festival, Grammy Awards, Sijthie Award) known for his captivating fusion of Funk, Southern rock and heartfelt ballads. Their decades-long friendship fuels a musical synergy that's both light and breezy yet deeply rooted in sultry blues. Witness the magic of their interplay as they weave together a tapestry of sound and a history that's sure to move your soul. Don't miss this rare opportunity to experience the musical reunion of Volker Striffler and Maurice Huffman. Get your tickets now for a night of exceptional music, shared stories, and pure joy!

MAURICE WEBSITE MAURICE FACEBOOK

VOLKER WEBSITE VOLKER FACEBOOK

Whale Fest

- Return of Chowder Competition
- Re-run Google Ad Campaign (3 targets)
- Poster, table cards, wine walk map



WHALE FEST 2025 | FORT BRAGG CA MARCH 15-17

DOWNTOWN WINE WALK Saturday, March 15 - Noon to 4:00 PM
Tickets: \$50 advance, \$65 day of

- Cucina Verona Mercato - Graziano Family of Wines
- Hemlock Stone - Madler Ridge
- Mendocino Coast Photographic Guild & Gallery - Lala Cellars
- Espenma Made - Sea Wolf Wines
- Lake Chalkling - Barns of Mendocino
- Piper Longstocking - Gowans Heirloom Cider
- The Quarry - Five Vineyards
- Shawwood & Co - Hawk Vineyards
- Frans JMB - Roadster Estate
- Splendissima - Meyer Family Cellars
- Reynolds + Wren - Jason Keys Winery
- Greenwood Ridge Winery
- Chateo Negro - Buckhose Family Vineyards
- Kana Loka - Twomey
- Outdoor Store - TBD
- Foca & Fern - TBD

SYNCHRONOUS EVENTS:

- Rotary Club Beer Fest**
Saturday, March 15 - Noon to 4:00 PM
Eagles Hall - Corey & Alder
- Town Hall Craft Fair**
March 16 & 17 - 10:00 AM to 5:00 PM
Town Hall - Main & Laurel
- Symphony Of The Redwoods**
Saturday, March 15 at 7:30 PM
Cotton Auditorium - 500 Harold
- Whale Run & Walk**
Saturday, March 15 - Noon to 4:00 PM
Noyo Headlands Park - 8:30 AM Start
- Noyo Center Whale Events & Exhibits**
Along The Coast
Throughout The Weekend
- Mendo Park Educational Activities**
Along The Coast
Throughout The Weekend

FORT BRAGG WHALE FESTIVAL DOWNTOWN WINE WALK

PLEASE BE A GOOD WINE-WALKER
PLEASE CONSUME OR DUMP YOUR WINE BEFORE EXITING

FORT BRAGG

NORTH COAST CALIFORNIA

Major Promotion



Saturday, March 15, 2025

Whale Run 5K & 10K and Fun Walk

Scepterpoint International of Fort Bragg and Noyo Scurrie is proud to sponsor and host the ever-popular run and walk along the coast that includes a Kid's Race, 10K and 5K runs and a Fun Walk.

LEARN MORE AND REGISTER



Downtown Wine Walk & Chowder Competition

Saturday, March 15, 2025

The Mendocino Coast Chamber of Commerce and Visit Fort Bragg are thrilled to bring back the Fort Bragg Whale Festival Downtown Wine Walk & Chowder Tasting Competition. That's right, Chowder Tasting is back and you can sample them land-rove for your favorite along with beautiful wines and fun drawings from over a dozen Mendocino County wineries at this year's new location in the City Hall Gymnasium at Laurel and Franklin Streets.

MORE INFORMATION AND TICKETS



Fort Bragg Rotary Club's Beer Fest

Saturday, March 15, 2025

Rotary Beer Festival is back. Save the date and join us on Saturday, March 15, 2025 at the Eagles Hall from 12-4pm for an incredible selection of beer and some great live music. Tickets are \$40 and food will be available for purchase. So come taste some ales and watch the whales at this benefit for Fort Bragg Rotary Club with proceeds going to scholarships as well as local and international projects.



Town Hall Craft Fair

Saturday & Sunday, March 15 & 16

The Scepterpoint are hosting a whale of a sale at Town Hall from 10:00 AM to 5:00 PM. Treat yourself to a unique shopping experience at two craft fairs — one inside and one outside. You'll find a wide variety of amazing, handcrafted items, from quilts and toys to iron works, pottery, knits and crochet, jewelry, paintings, tools, and puzzles. You won't find a better place to get a one-of-a-kind gift for a fan of Fort Bragg.



Mendo Park Fort Bragg Weekend

Saturday - Sunday, March 15 - 16

Join Mendo Parks for three awesome adventures. Join a guided tour along the Whale Tail Trail on Saturday, March at 10:00 AM starting at Laguna Point in MacKerricher State Park. That night is the MacKerricher Whale Festival Campfire Program across from the park entrance from 8:00 to 7:00 PM. Then, on Sunday, meet by the visitor center at 8:00 AM for the MacKerricher Whale Skeleton Painting.

EXPLORE



Symphony of the Redwoods Spring Concert

Saturday - Sunday, March 15 & 16

The theme of water unites favorite classics with orchestral virtuoso masterpieces and a rhythmic American premiere. Mexican - Japanese (flauto) Royal Fochle Join Salt in the American Premiere of Alois Anasak's "Acqua," which explores the water signs of the zodiac with soaring melodies and driving Latin rhythms.

Both Shows at Cotton Auditorium

Saturday, 7:30 PM

Sunday, 2:00 PM

LEARN MORE - GET TICKETS



Noyo Center Whale Events & Exhibits

Friday - Sunday, March 14 - 16

Join the Noyo Center for Marine Science throughout March for a variety of special events and exhibits to celebrate Whale Festival and the annual gray whale migration. Click the link below for the full schedule and remember that your support helps the Noyo Center do its incredible work.

EXPLORE



Whale Watching Tours

Looking to get up close and personal with Fort Bragg's migratory whales? Multiple whale watching charters depart out of Noyo Harbor throughout the season. You'll find them below on the coastal activities page. Be sure to reach out to them directly for current weather conditions and departure times.

EXPLORE

FORT BRAGG CA

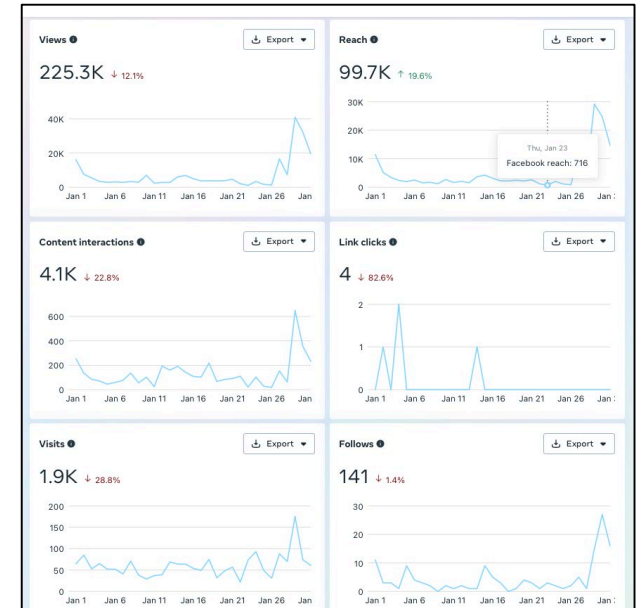
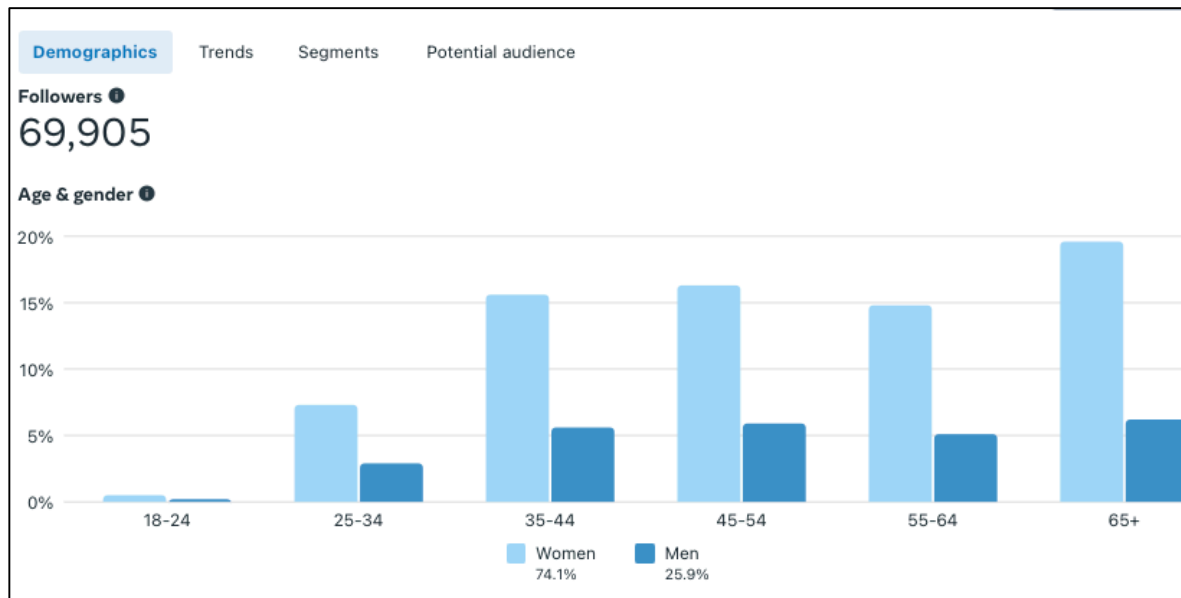
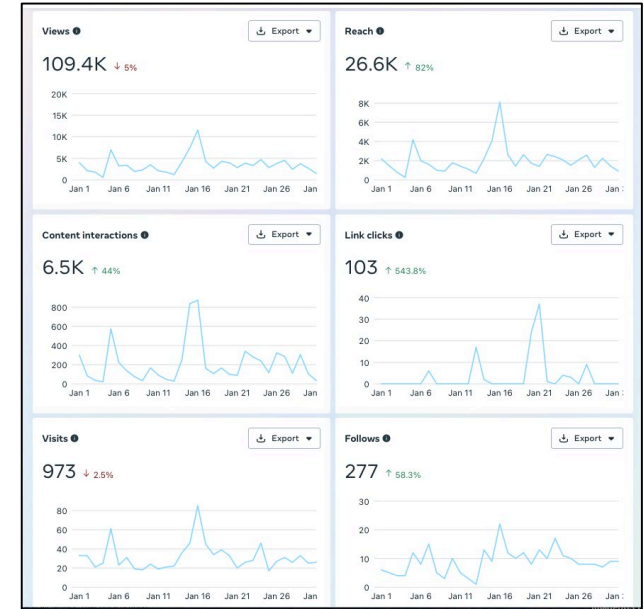
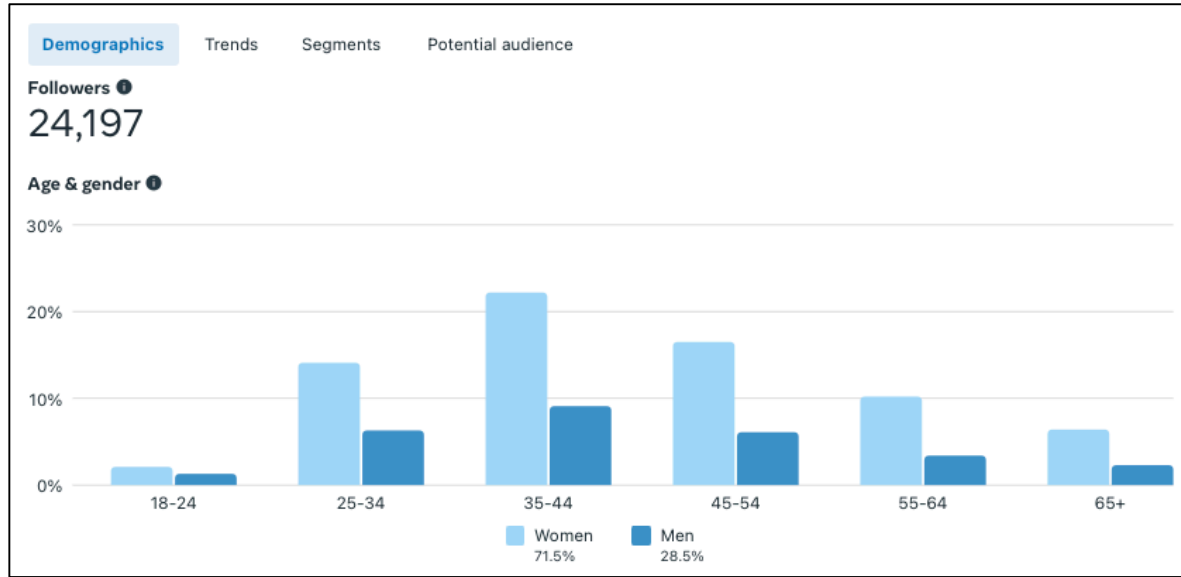
WHALE FEST 2025

MARCH 14TH - 16TH

WINE WALK · 5K RUN AND WALK
BEER FEST · WHALE EXHIBITS
CHOWDER COMPETITION AND MORE

FORT BRAGG
NORTH COAST CALIFORNIA

January Social



Miscellaneous

Bike Race Preliminaries:

- Site Visit Last Weekend
- Gravel vs. Mountain vs Both?
- Registrations Down Generally
- Coastal Trail a Big Draw
- Downtown Start & Finish
- North > East via Cleone
- Partnership & Sponsorship Seeking
- Volunteers Needed
- CAL Fire + Timber Co. Relationships

Music Promoters:

- Meeting with three groups





Questions?

Comments?