

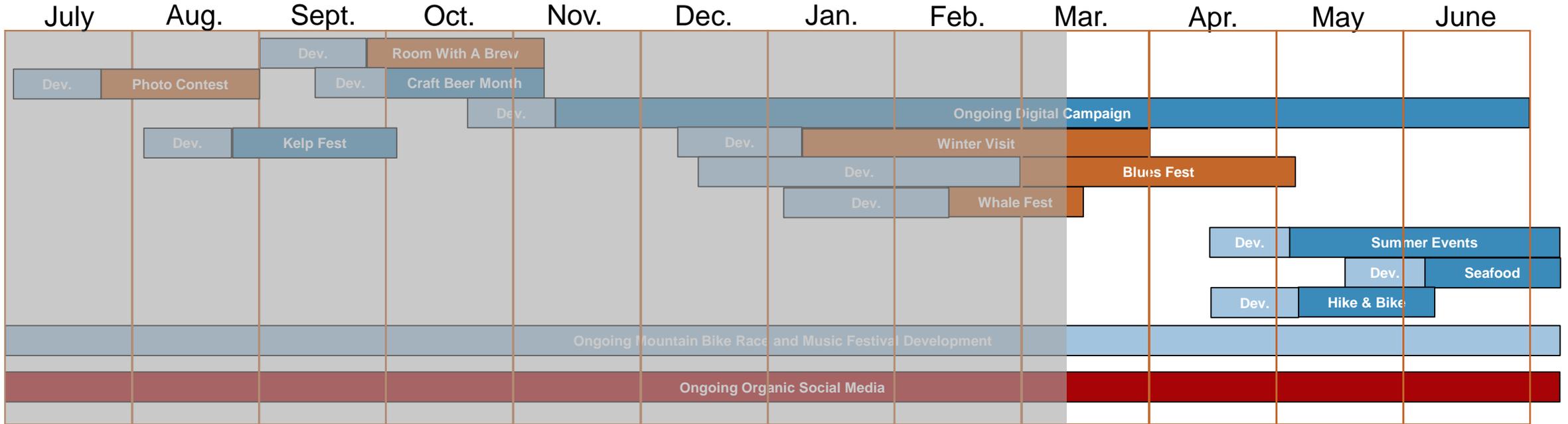


Marketing Campaign Monthly Update

March 10, 2026



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

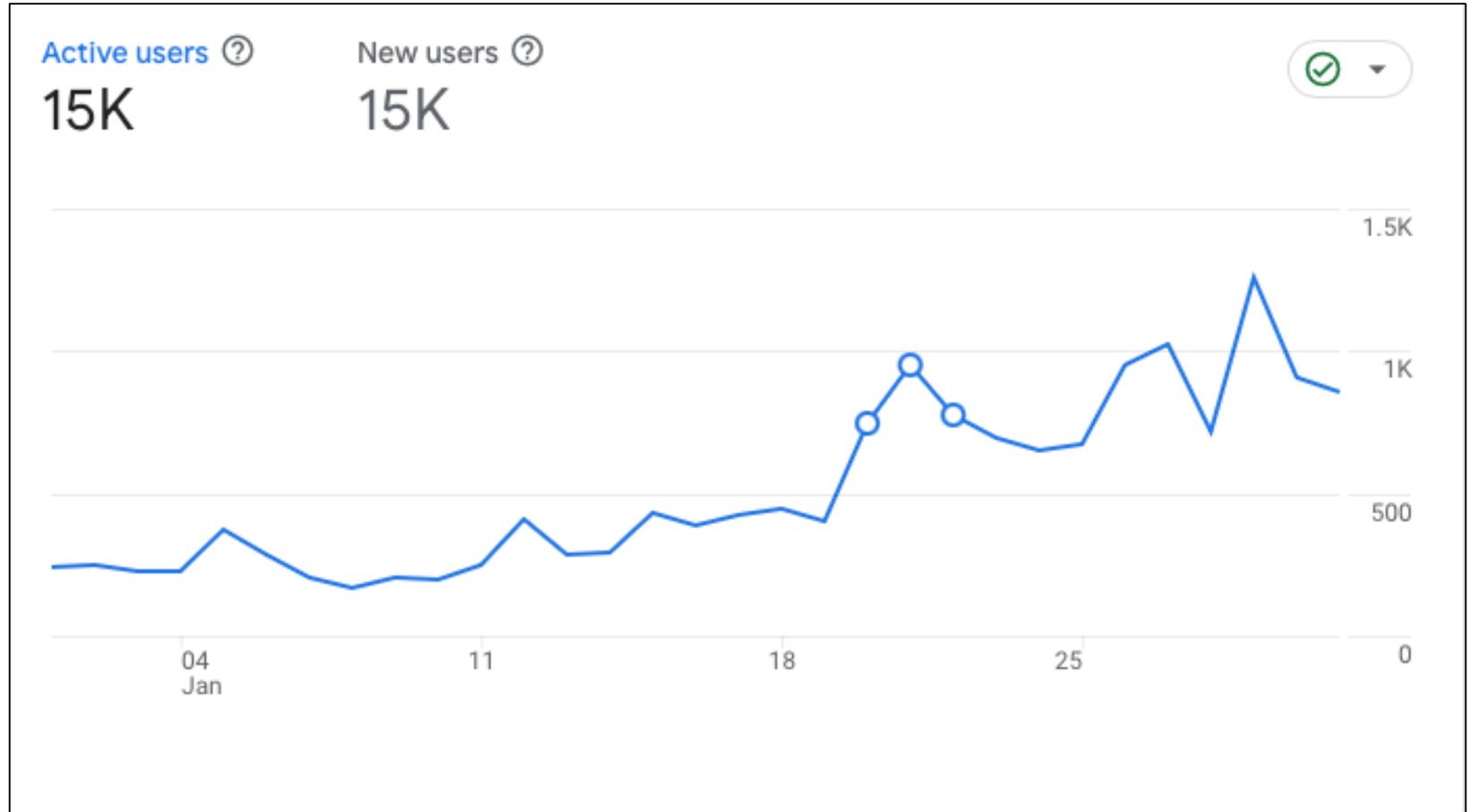
MONTHLY SITE TRAFFIC

Google Analytics

- December 2026 – 11K
- January 2025 – 8.1K
- January 2024 – 5.2K

January 2026

Page path and screen class	Views
<input checked="" type="checkbox"/> Total	30,198 100% of total
<input type="checkbox"/> 1 /	8,648 (28.64%)
<input type="checkbox"/> 2 /a-winter-wanderland-awaits/	2,947 (9.76%)
<input type="checkbox"/> 3 /whale-fest-2026/	2,303 (7.63%)
<input type="checkbox"/> 4 /events/	1,550 (5.13%)
<input checked="" type="checkbox"/> 5 /thank-you/	1,084 (3.59%)
<input type="checkbox"/> 6 /plan-your-trip/stay/hotels/	788 (2.61%)
<input type="checkbox"/> 7 /glass-beach/	460 (1.52%)
<input type="checkbox"/> 8 /about-fort-bragg/	416 (1.38%)
<input type="checkbox"/> 9 /winter-wanderland/	385 (1.27%)
<input type="checkbox"/> 10 /plan-your-trip/play/coastal-activities/	310 (1.03%)



VisitFortBraggCa.com

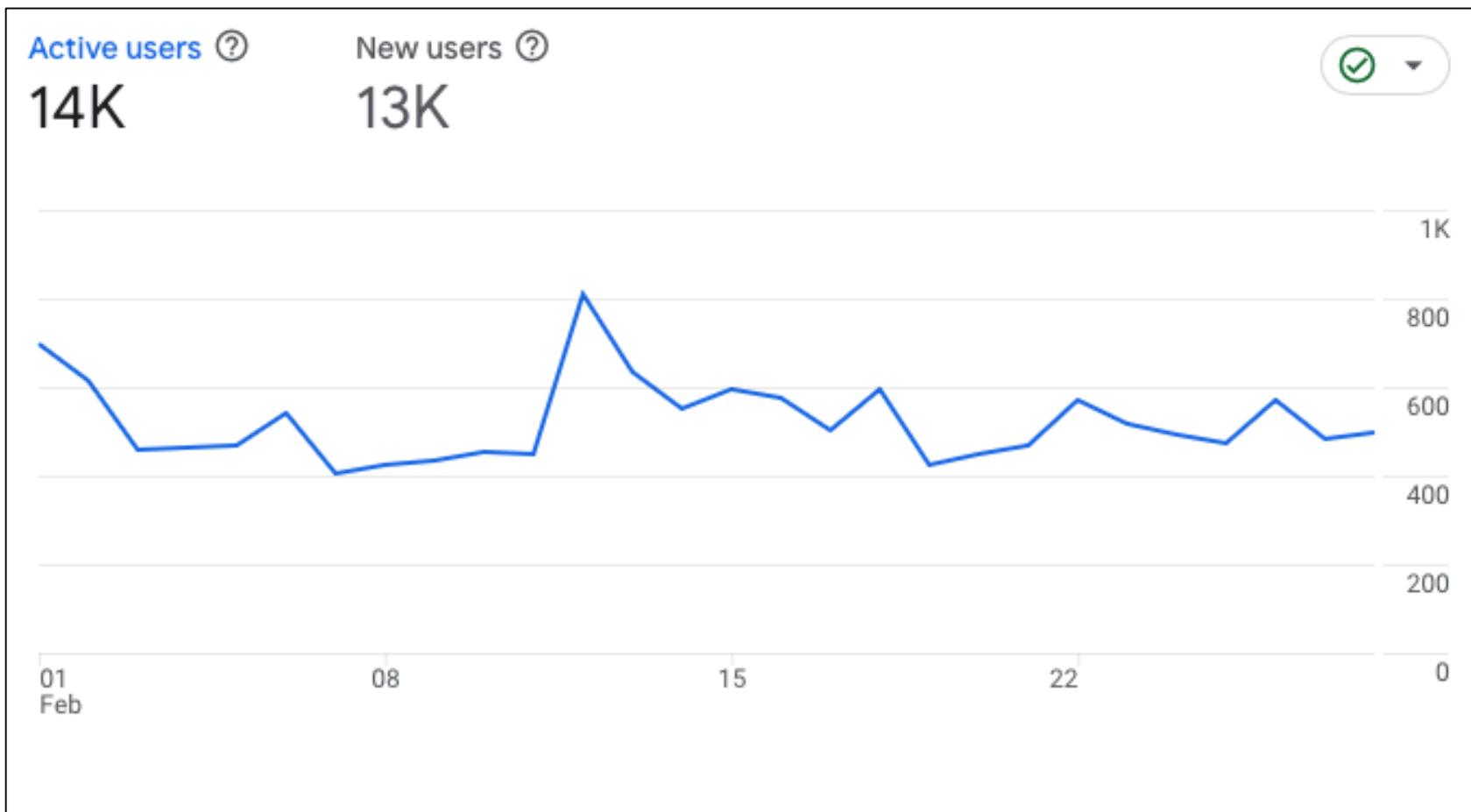
MONTHLY SITE TRAFFIC

Google Analytics

- January 2026 – 15K
- February 2025 – 8.3K
- February 2024 – 9.2K

<input type="checkbox"/>	Page path and screen class	Views
<input checked="" type="checkbox"/>	Total	25,500 100% of total
<input type="checkbox"/>	1 /	7,109 (27.88%)
<input type="checkbox"/>	2 /whale-fest-2026/	2,685 (10.53%)
<input type="checkbox"/>	3 /a-winter-wonderland-awaits/	1,365 (5.35%)
<input type="checkbox"/>	4 /events/	1,180 (4.63%)
<input type="checkbox"/>	5 /glass-beach/	659 (2.58%)
<input type="checkbox"/>	6 /plan-your-trip/stay/hotels/	641 (2.51%)
<input type="checkbox"/>	7 /thank-you/	435 (1.71%)
<input type="checkbox"/>	8 /about-fort-bragg/	416 (1.63%)
<input type="checkbox"/>	9 /plan-your-trip/play/coastal-activities/	367 (1.44%)
<input type="checkbox"/>	10 /winter-wonderland/	248 (0.97%)

February 2026



January > February Activity:

- Winter Visit
- Blues Fest
- Whale Fest
- Tent Card
- Thanksgiving Coffee



January Email

- 9,440 Deliveries (+1,249)
- 1,933 Total Opens (+204)
- 14.1% Open Rate (+1.1%)
- 810 Total Clicks (+307)
- 5.7% Click Rate (+1.9%)
- 29% - Clicks Per Open (+11.6%)

Click performance

January 29, 2026 - February 6, 2026

Top links clicked

https://visitfortbraggca.com/a-winter...	473	50.48%
https://www.noyocenter.org/live-web-c...	107	11.42%
https://visitfortbraggca.com/whale-fe...	98	10.46%
https://visitfortbraggca.com/events/	76	8.11%
https://visitfortbraggca.com/plan-you...	73	7.79%

Total Contacts: 11,044 (+1,537)

Contacts over time

Jan 1, 2026 - Feb 5, 2026 • Compared to previous 36 days

Email subscribers | Day | Week | Month | ...

Total contacts

11,044

▲ 1,577 (16.7%)

Subscribed contacts

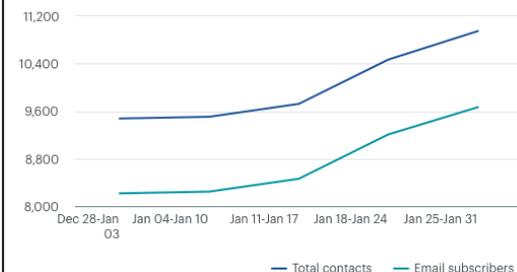
Email subscribers

9,759 ▲ 18.9%

Unsubscribed contacts

Email unsubscribers

1,285 ▲ 2.0%



FORT BRAGG
NORTH COAST CALIFORNIA



Join us in Fort Bragg this winter and learn why winter is our best kept secret (think storm-watching from cozy hotel rooms, restaurants and shops without the crowds, and the overall quiet magic of the Mendocino Coast).

Enter to win one of four prize packages this winter season! Each prize package will include a two night stay at one of four local hotels and a variety of passes to the best activities Fort Bragg has to offer (think Skunk Train, fresh seafood, and whales.)

LEARN MORE AND ENTER TO WIN



Whale Fest 2026

Whale Fest is taking over Fort Bragg the weekend of March 21 & 22! Between chowder tasting, the wine walk, the beer fest, and so many educational activities sponsored by the Noyo Center, MacKerricher State Park, and Visit Fort Bragg, all ages will enjoy this year's celebration of Fort Bragg's favorite marine mammals.

LEARN MORE AND GET TICKETS



Fort Bragg Blues Fest

Announcing the 2026 Fort Bragg Blues Festival happening the first weekend of May. Tickets go on sale February 1st! If you can't wait until Spring, join the fun at Harbor View Bistro and Bar on February 5th for the Whiskey & Blues Seafood Dinner.

LEARN MORE & PURCHASE TICKETS

See the [full calendar](#) of events!

Winter is the season for hotel deals!

Winter can offer some of the sunniest weather all year. Check out some sunny deals at participating hotels today! Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

SEE DEALS



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

February Email

- 9,660 Deliveries (+226)
- 2,245 Total Opens (+312)
- 14.5% Open Rate (+.4%)
- 806 Total Clicks (-4)
- 5.1% Click Rate (-6%)
- 35.3% - Clicks Per Open (+6.3%)

Total Contacts: **11,480 (+436)**

Click performance

February 12, 2026 - March 9, 2026

Top links clicked

https://visitfortbraggca.com/a-winter...	249	26.95%
https://visitfortbraggca.com/whale-fe...	134	14.50%
https://www.noyocenter.org/live-web-c...	126	13.64%
https://10best.usatoday.com/awards/me...	114	12.34%
https://visitfortbraggca.com/thanksgi...	109	11.80%

Contacts over time

Feb 7, 2026 - Mar 8, 2026 • Compared to previous 30 days

Email subscribers Day Week Month ...

Total contacts

11,478

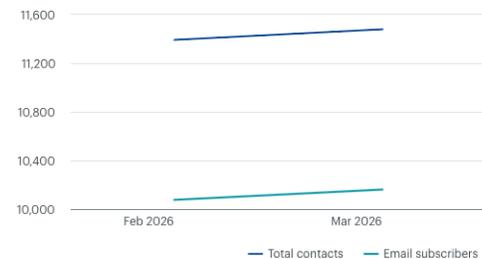
▲ 404 (3.6%)

Subscribed contacts

Email subscribers 10,161 ▲ 3.8%

Unsubscribed contacts

Email unsubscribers 1,317 ▲ 2.5%



FORT BRAGG

NORTH COAST CALIFORNIA



More Than Just a Cup

Thanksgiving Coffee has been roasting beans and selling coffee in Fort Bragg since the early 1970s. Their efforts to champion organic coffees, use sustainable packaging, and support social and environmental causes across the globe are what make them an exemplary member of the Fort Bragg business community.

LEARN MORE



FORT BRAGG CA WHALE FEST 2026

MARCH 21ST - 22ND

Whale Fest 2026

Whale Fest is almost here! Mark your calendars and make your plans today. Downtown events include a chowder tasting and wine walk that will feature live music, food trucks, and a craft fair. There's also the annual beer fest, and many educational activities sponsored by the Noyo Center and MacKerricher State Park. Click below for all you need to know.

LEARN MORE AND GET TICKETS



Announcing Winners Soon

There's still time to enter to win one of four prize packages this winter season! Each prize package will include a two night stay at one of four local hotels and a variety of passes to the best activities Fort Bragg has to offer. Thanks to our sponsors: The Stank Train, Mendocino Coast Botanical Gardens, The Noyo Harbor Inn, The Beachcomber Motel, North Coast Brewing Company, and more.

LEARN MORE AND ENTER TO WIN



Vote for Mendocino Coast Botanical Gardens!

Mendocino Coast Botanical Gardens has once again been selected among the nation's finest and named a finalist in the USA Today annual 10 Best Reader's Choice Awards for Botanical Gardens. Final ranking is in the hands of flower and garden fans everywhere! That means you. Vote today!

VOTE FOR MENDOCINO COAST BOTANICAL GARDENS



All Tickets on Sale Now

The blues are coming back to Fort Bragg May 1-3. FBBF 2026 features a great line-up of acclaimed musicians and is sure to be a rockin' good time.

INFORMATION AND TICKETS

See the [full calendar](#) of events!

Winter is the season for hotel deals!

Winter can offer some of the sunniest weather all year. Check out some sunny deals at participating hotels today! Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

SEE DEALS



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



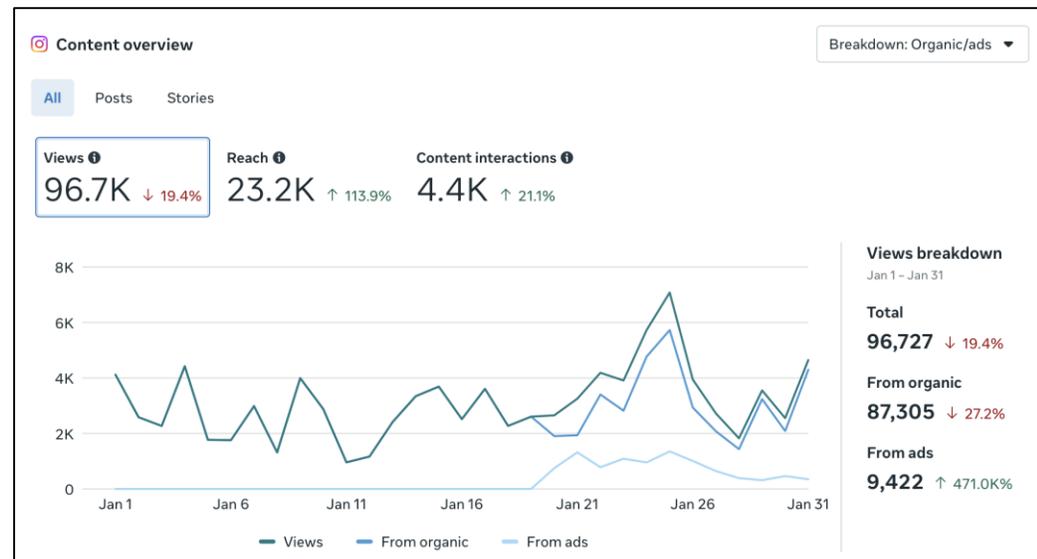
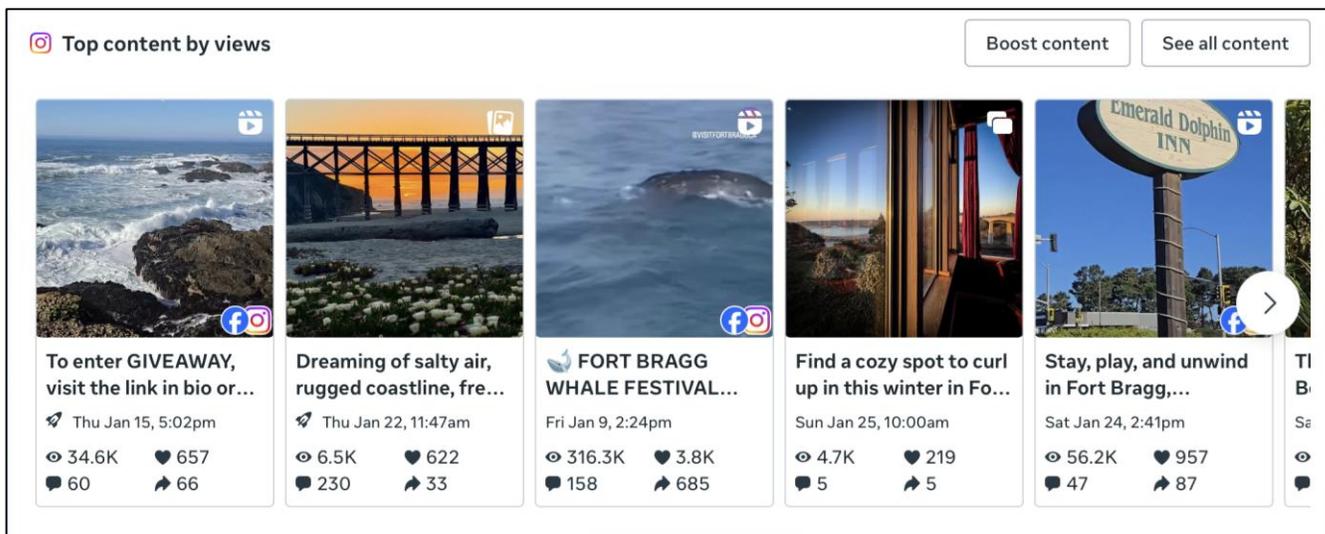
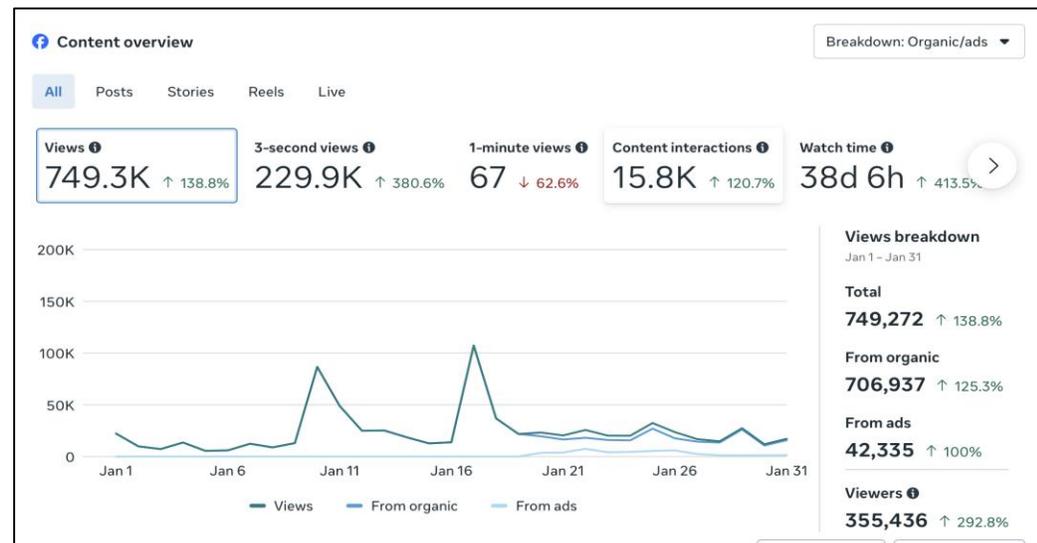
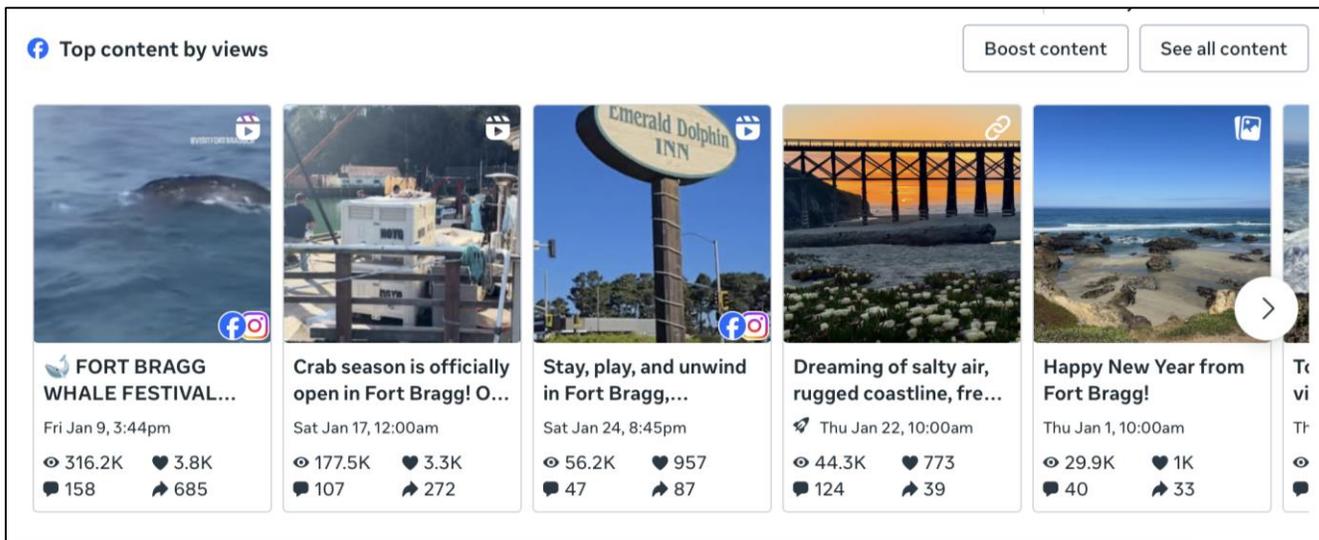
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The Noyo Center's Crow's Nest Live Cam offers a continuous view of the coast near Fort Bragg.

VIEW



January Social



February Social

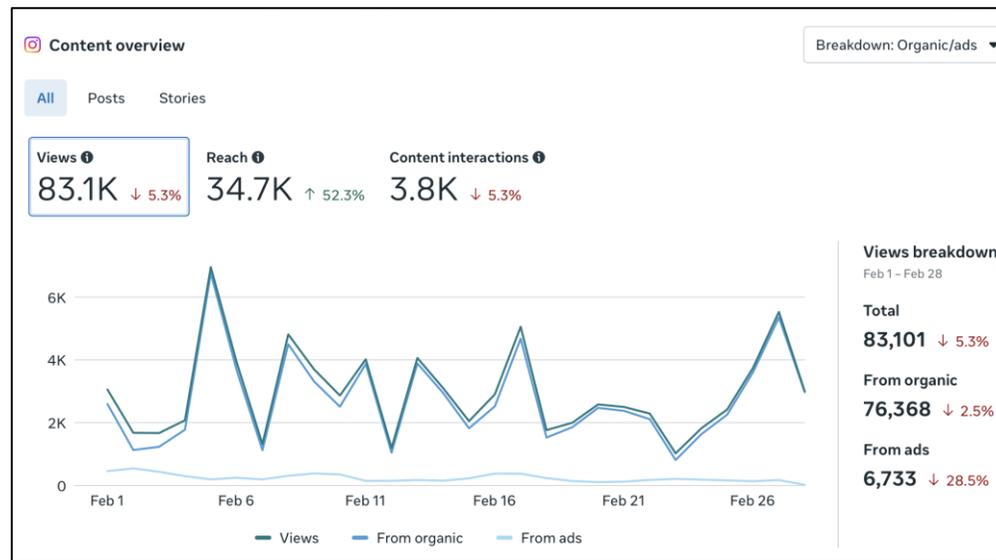
Top content by views Boost content See all content

Image	Caption	Date	Views	Engagement
	Set along the bluffs in Fort Bragg, CA, the...	Thu Feb 5, 3:13pm	85.1K	1.7K
	A quick view of Glass Beach from the bluff...	Sat Feb 14, 10:00am	27.8K	625
	A walk across the Noyo Bridge never gets old...	Thu Feb 19, 6:17am	28.7K	1K
	The 25th Annual Crab Cake Cook-Off, held i...	Sun Feb 8, 6:11pm	22.2K	466
	Hawaii? Mexico? the Caribbean? Nope. Ju...	Fri Feb 20, 12:00am	15.4K	443



Top content by views Boost content See all content

Image	Caption	Date	Views	Engagement
	Set along the bluffs in Fort Bragg, CA, the...	Thu Feb 5, 9:33am	85.1K	1.7K
	The 25th Annual Crab Cake Cook-Off, held i...	Sun Feb 8, 3:53pm	22.2K	466
	A walk across the Noyo Bridge never gets old...	Tue Feb 17, 11:33am	28.7K	1K
	There's still time to enter to win a Fort...	Wed Feb 11, 12:00am	3.3K	248
	Hawaii? Mexico? the Caribbean? Nope. Ju...	Fri Feb 20, 12:00am	2.8K	186



Sustaining Google Performance Max Brand Campaign + Promotions

To Date Performance (Jan 1 > March 10):

- Clicks: 13,492
- Impressions: 443,476
- CTR: 3.04%
- Average cost per click: \$.16
- Spend: \$2,011
- New eNewsletter Sign ups: 1,530

Per campaign:

- **Brand Campaign:** Drove the majority of the traffic with 301K impressions and 9.2K clicks, maintaining a 3.05% CTR and the lowest CPC, making it the most cost-efficient campaign.
- **Winter Wonderland** generated 132K impressions and 3.1K clicks, (2.32% CTR). Campaign now paused. Gained over 1,500 new email sign ups.
- **Whale Fest:** Delivered the highest engagement (14.05% CTR), at a smaller scale with 8.6K impressions and 1.2K clicks
- **Key Takeaways:** Brand drove the largest share of volume, while Whale Fest showed the strongest engagement. Winter Wonderland showed moderate performance but achieved goal of significant new sign ups.



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.



2026 Winter Visit Results

Paid Google Ad Year Comparison Jan > Mar. 2025 > 2026

Google Ad to Date Performance (Jan 1 > March 10):

- Clicks: 3,095 (to promo page)
- Impressions: 133,846
- CTR: 2.31%
- Average cost per click: \$.28
- Spend: \$853.44
- New eNewsletter Sign ups: 1,530

Paid Meta Ads:

- Clicks: 2,333
- Views: 112,195
- Spend: \$516.37

▼ Impressions	▼ Clicks	▼ CTR <small>1/1 > 3/9/2025</small>	▼ Cost
371K	5.29K	1.43%	\$6.58K
▼ Impressions	▼ Clicks	▼ CTR <small>1/1 > 3/9/2026</small>	▼ Cost
443K	13.5K	3.04%	\$2.01K

Key Insights:

- **Winter Wonderland** generated 132K impressions and 3.1K clicks, (2.32% CTR). Campaign now paused. Gained over 1500 new email sign ups.

Visit Fort Bragg Sponsored

FROM FORT BRAGG, CA

Wander

THE NORTH COAST

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

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[Play Options](#) [Explore Experiences](#)

Instagram

visitfortbraggca Ad

Learn more

visitfortbraggca Dreaming of salty air, rugged coastline, fresh seafood, charming shops, and unforgetta... more

Visit Fort Bragg, California is in Fort Bragg, CA.

Published by Instagram · January 15 ·

To enter GIVEAWAY, visit the link in bio
https://visitfortbraggca.com/?gad_source=1 See more

A Winter Wonderland awaits... Enter our giveaway

What's on deck:

Beach Map – at hotels, revision coming soon

Sign up for the eNewsletter Tent Card

Whale Fest promotional support ongoing

New Pages:

- Stories: Thanksgiving Coffee
- New business page for Mountain Mike's Pizza

Entertainment Zone Destination: Social media and for next eNewsletter

Progress on Blues Fest:

- Full Ticket Sales Continue
- Poster/Postcards/Flyer produced and distributed

Winter Visit Campaign: January 1 – March 31

- Participating hotels: Beachcomber, Surf & Sand, Anchor Lodge, Noyo Harbor Inn
- Prize Packets include: Skunk Train Presidential tix for two, Dinner or brunch for two at Harborview Bistro, two certificates for whale watching from The Viking tours, two certificates for a meal at Noyo Fish Company and at North Coast Brewing Company.
- Paid media: Google display ad campaign, Meta paid ads
- Organic Social



Questions?

Comments?

