



FROM  
FORT BRAGG, CA

*Wander*

THE NORTH COAST

# HIKE @ BIKE THIS SUMMER

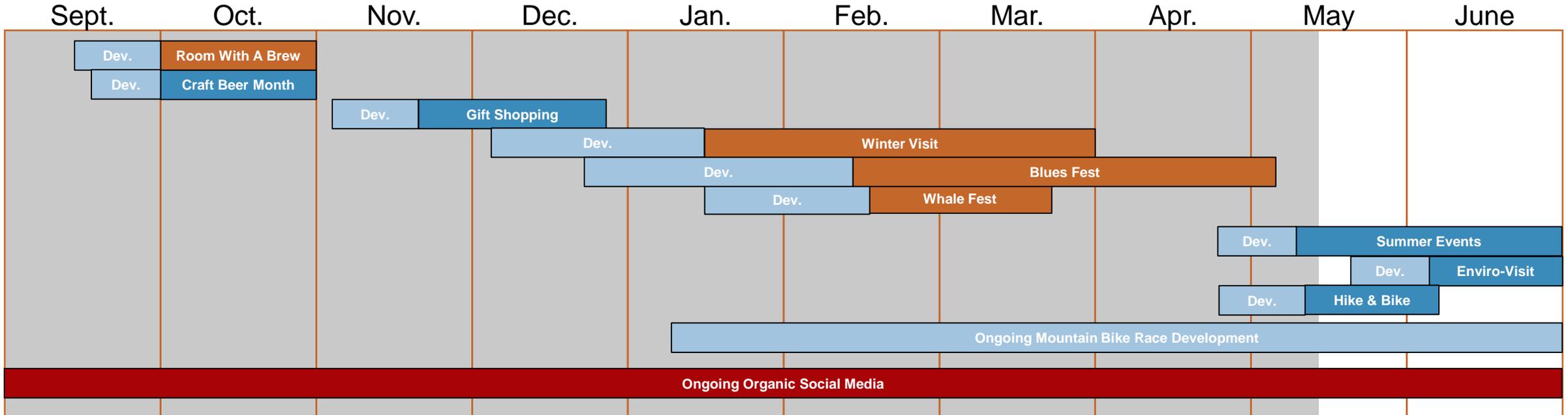


## Marketing Campaign Monthly Update

May 13, 2025



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**

# VisitFortBraggCa.com

## MONTHLY SITE TRAFFIC

### Google Analytics

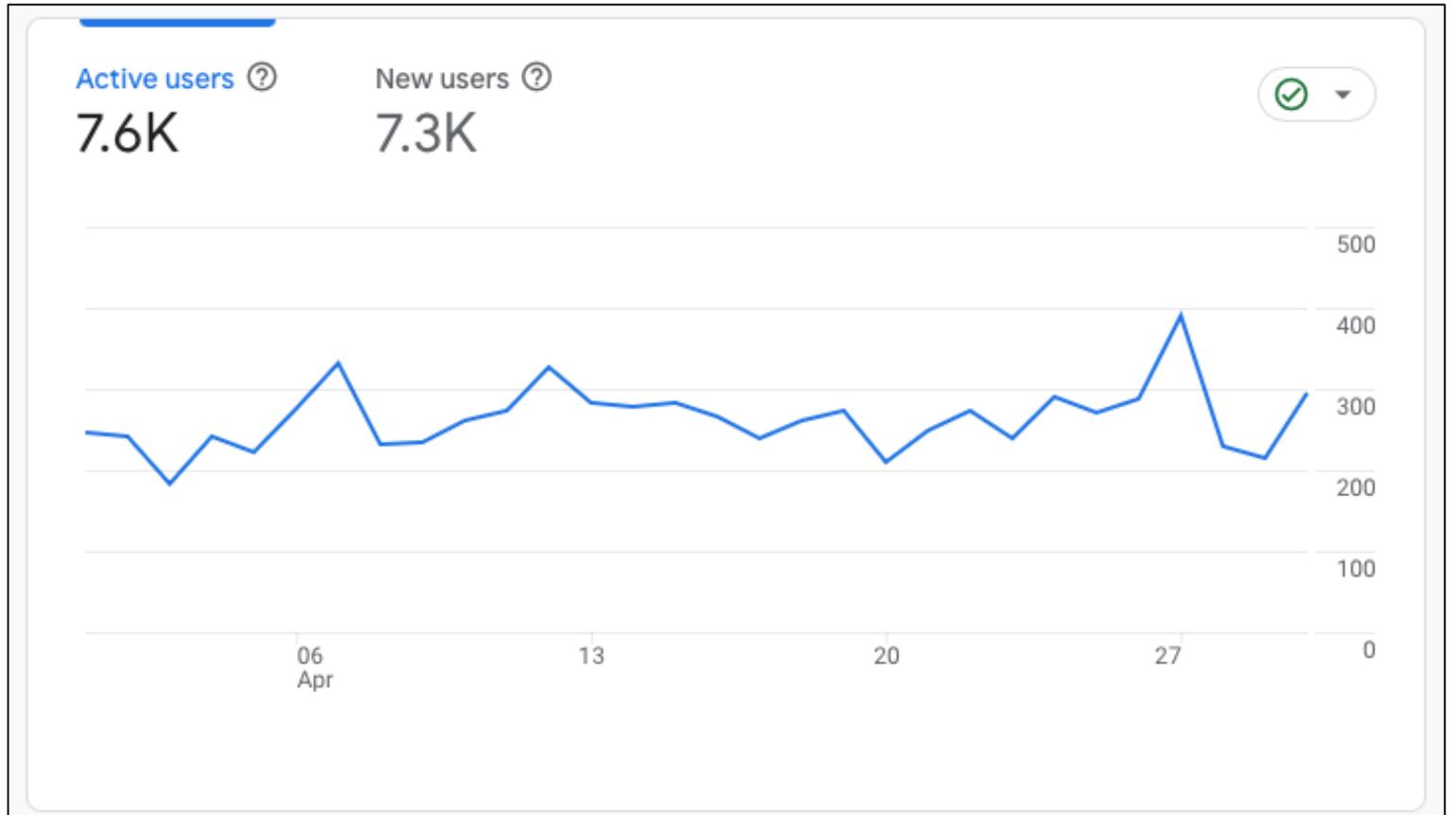
- February 2025 – 9.3 K
- March 2025 – 11.1 K

### April:

- 2023 – 5.1K
- 2024 – 5.3K

### April 2025

<input type="checkbox"/>	Page path and screen class	Views
<input checked="" type="checkbox"/>	Total	534 100% of total
<input checked="" type="checkbox"/>	1 /	96 (17.98%)
<input checked="" type="checkbox"/>	2 /events/	40 (7.49%)
<input checked="" type="checkbox"/>	3 /glass-beach/	26 (4.87%)
<input checked="" type="checkbox"/>	4 /plan-your-trip/play/coastal-activities/	25 (4.68%)
<input checked="" type="checkbox"/>	5 /plan-your-trip/stay/hotels/	19 (3.56%)
<input type="checkbox"/>	6 /about-fort-bragg/	16 (3%)
<input type="checkbox"/>	7 /whale-fest-2025/	11 (2.06%)
<input type="checkbox"/>	8 /c-v-starr-center/	10 (1.87%)
<input type="checkbox"/>	9 /plan-your-trip/stay/camping/	10 (1.87%)
<input type="checkbox"/>	10 /winter-wonderland/	9 (1.69%)



# Newsletter

## APRIL EMAIL

- 7,864 Sends
- 1,446 Total Opens
- 501 Total Clicks
- 3.8% Click Rate

7 days 30 days 60 days

Current contacts

### 9,065

↑ 3.3%

Compared to last 60 days



### Inside the Union Lumber Company Store

Over 100 years ago it was the center of activity, the company-owned department store for workers at the lumber mill. Today, it's still bustling and vibrant, but with an eclectic mix of shops and eateries all under one historic redwood framed roof right on Main Street.

[Learn More](#)



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

[Forward To A Friend](#)



### Coast Cam Calls

The [Noyo Center's Crow's Nest Live Cam](#) offers a continuous view from the Coastal Trail. Click for an online reminder of Fort Bragg's spectacular coastline.

[View](#)

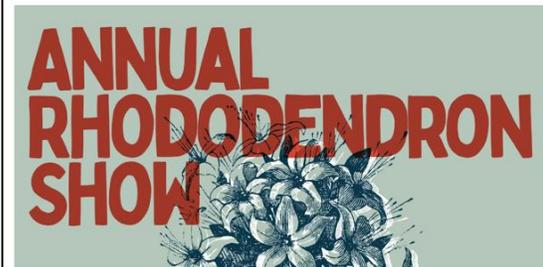
URL	Total clicks	% of Total clicks
<a href="https://visitfortbraggca.com/inside-the-union-lumb...">https://visitfortbraggca.com/inside-the-union-lumb...</a>	115	23.0%
<a href="https://noyocenter.org/live-web-cam">https://noyocenter.org/live-web-cam</a>	109	21.8%
<a href="https://www.noyocenter.org/live-web-cam">https://www.noyocenter.org/live-web-cam</a>	107	21.4%
<a href="https://fortbraggblues.com">https://fortbraggblues.com</a>	106	21.2%
<a href="https://visitfortbraggca.com/annual-rhododendron-s...">https://visitfortbraggca.com/annual-rhododendron-s...</a>	33	6.6%
<a href="https://visitfortbraggca.com">https://visitfortbraggca.com</a>	31	6.2%



### Tickets Now Very Limited

That soulful sound you're hearing...well, Fort Bragg Blues Festival is right around the corner and downtown will be rocking over the first weekend in May. Tickets are extremely limited, but don't let that stop you - there's plenty happening around town, including a Brass Band performance free for the community on Saturday.

[Learn More & Get Tickets](#)



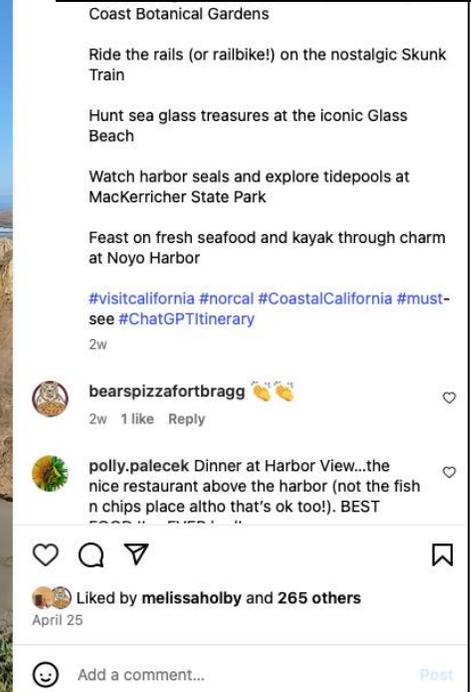
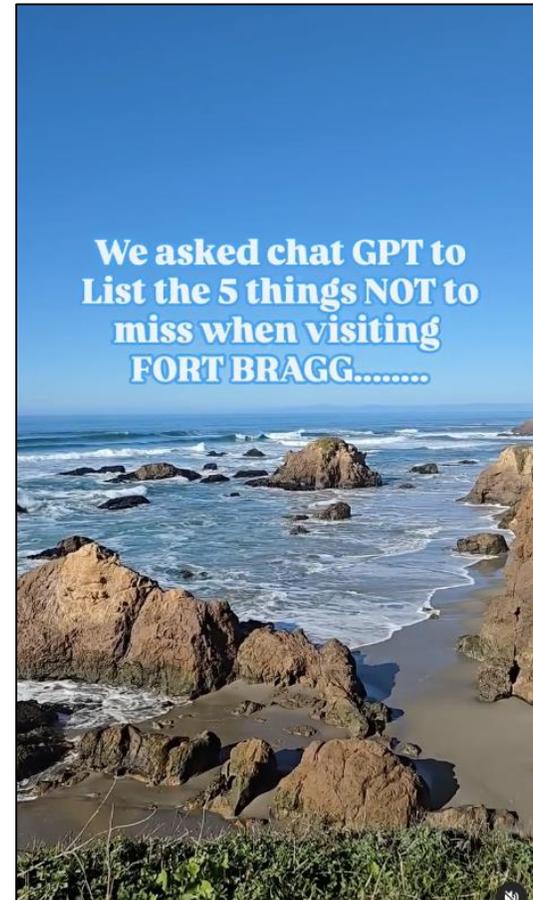
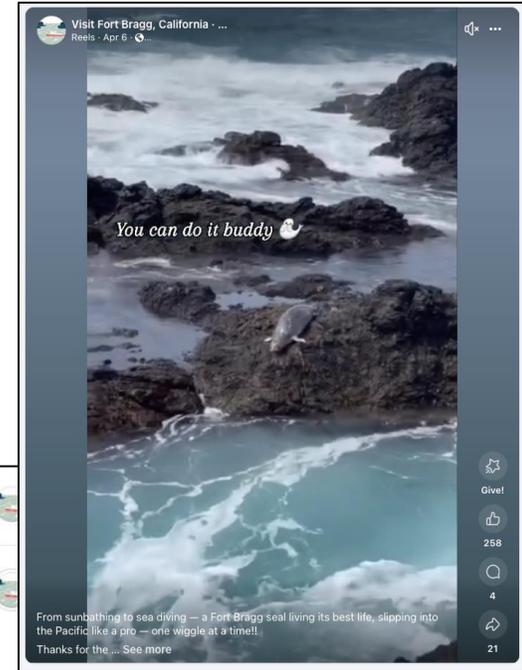
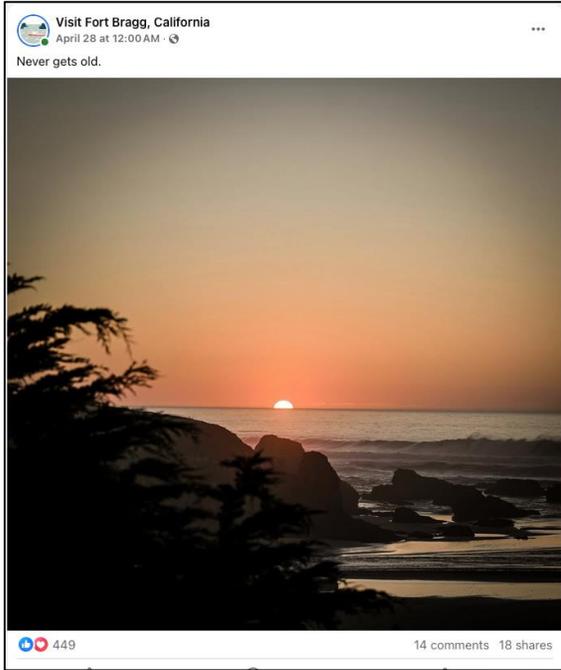
### John Druecker Memorial Rhododendron Show

May 3 & 4, 2025 - Mendocino Coast Botanical Gardens

The Botanical Gardens is home to one of the nation's largest collections of rhodies, but over the first weekend of May they feature the best specimens on the west coast, with more than 800 entries creating a cascade of color and fragrance. The show is free to attend with regular admission to Botanical Gardens.

[Learn More & Get Tickets](#)

April Social



## Miscellaneous

### Hike & Bike Listicle:

- Key Word Optimized Content
- Launches with May newsletter

### Bike Race Groundwork:

- Re-routing
- In Person Meeting Sun. May 18

### Summer Events:

- Social & Newsletter Focus
- Pergola Banner

### Lodging Outreach:

- Mixer at Weller House Mon. May 19

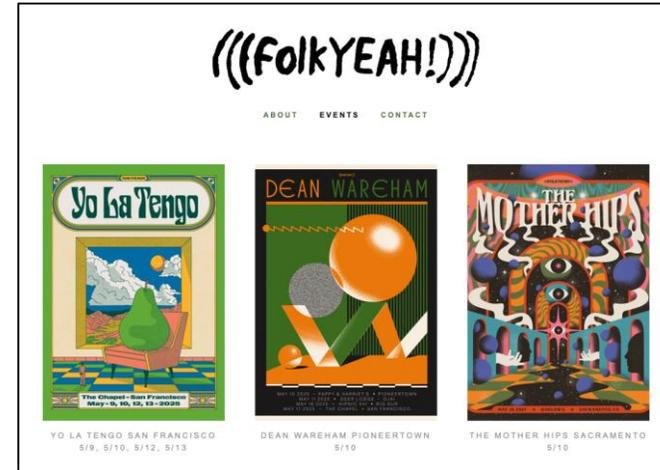
### Music Fest Groundwork:

#### Met With:

- (((folkYEAH!))) – Premier NorCal music & events curator/presenter – Patti Smith, Beck, Red Hot Chili Peppers, Mac DeMarco, etc. Huichica/Sonoma
- Fall "Headliner" show proposed
- Location scouting underway

### Enviro-Visit:

- Blue Economy
- Noyo Center
- Kelp Restoration
- Demonstration Forest
- Desalinization
- Etc.




## Top 5 Hiking & Biking Trails for Summer

Fort Bragg, California, is a charming coastal town known for its scenic beauty and outdoor attractions. Among these attractions are miles and miles of walking, hiking and biking paths for outdoor enthusiasts of all ages and expertise. Here are a few to give you an idea of the variety Fort Bragg has to offer and to add to your summer itinerary no matter what level of experience you may want.



### 1. COASTAL TRAIL

**Distance:** ~ 6 miles round trip  
**Difficulty:** easy  
**Type:** paved multi-use trail  
**Highlights:** Ocean bluffs, whale watching, interpretive signage, wildflowers, benches  
**Best for:** families, casual riders and walkers, e-bikes  
**Access:** Start at Noyo Headlands or Glass Beach parking lots



### 2. TEN MILE BEACH TRAIL

**Distance:** 10 miles round trip  
**Difficulty:** easy to moderate  
**Type:** hard packed trail, some sand  
**Highlights:** sweeping coastal views, dunes, wildlife, beach access  
**Best for:** fit tire bikers, hybrids, good walkers, nature lovers  
**Access:** MacKenzie State Park or North end of Coastal Trail



### 3. JACKSON DEMONSTRATION STATE FOREST

**Distance:** variable (dozens of miles of trails and logging roads)  
**Difficulty:** moderate to difficult  
**Type:** Mountain biking single track, narrow walking trails, forest roads  
**Highlights:** Redwood groves, creeks, challenging climbs, solitude  
**Best for:** mountain bikers, experienced hikers  
**Access:** Start at Big River Road, Camp One, or Hare Creek Trailhead



### 4. FORT BRAGG - SHERWOOD ROAD

**Distance:** up to 30 miles one way  
**Difficulty:** moderate to difficult  
**Type:** First 5 miles are paved, then turns to gravel through redwood forest  
**Highlights:** remote forest views, solitude, wildlife  
**Best for:** gravel bikes, mountain bikes, experienced hikers  
**Access:** Start at Hwy 1 at Oak Street and head east (turns into county road 40)



### 5. FORT BRAGG TO MENDOCINO VIA HWY 1 (ADVANCED ROAD RIDE)

**Distance:** ~ 20 miles round trip  
**Difficulty:** moderate to advanced  
**Type:** road biking (shoulders vary)  
**Highlights:** cliffs, ocean vistas, scenic bridges  
**Best for:** road cyclists, scenic riders  
**Access:** Parking lot at Noyo Headlands or anywhere along Hwy 1

# FORT BRAGG

NORTH COAST CALIFORNIA



**Questions?**

**Comments?**

