

Fort Bragg Tourism Research

City of Fort Bragg

13 March 2017



Project Elements

Reviewed existing visitor research and programs to develop a visitor profile.

Community Workshop/Interviews

Implemented two separate primary research projects:

- Visit Mendocino County Database Survey

- Fort Bragg Overnight Visitor Survey

Website and Social Media ROI

Developed a Recommend Fort Bragg Marketing Action Plan

Survey Research Elements

Fort Bragg/ Mendocino County Research

Fully 70% indicated they had taken an overnight trip to Mendocino County in the past two years. Of those, fully 43% indicated they stayed in Fort Bragg, the single largest location.

Fully 75% indicate that Fort Bragg is different from the rest of other parts of the coast.

Visitors indicated, in terms of destination attributes that set Fort Bragg apart from other coastal destinations, the following:

- Scenic wonders 39%

- History & heritage 12.4%

- Coast location 20%

- Outdoor recreational activities 5.6%

- Friendly people 5.3%

- Culture 1.7%

Fort Bragg Lodging Survey

Of those that responded, fully 85% indicated that they had previously been to Fort Bragg, 15% indicated their most recent trip was their first visit.

In terms of season visitation, the most frequently visited season is summer 30% followed by fall 25%, winter 22%, and spring 21%.

80% indicated they were very satisfied with the overall value of their visit to Fort Bragg.

Website Analysis

Overall the website, despite its modest budget, is attracting approximately 331,000 unique users over the past 12 months.

The bulk of website search comes for people looking for information on Glass Beach.

The site traffic is highest during the summer months with spikes in activity driven by national/online press coverage.

Social Media Analysis

FaceBook

Fort Bragg has significant natural assets that can be captured and promoted with its great photography.

Visit Fort Bragg has good followership (40,132 Likes as of January 2017)

Instagram

Fort Bragg has significant natural assets that can be captured and promoted with its great photography.

Has really great engagement; average likes per image are over 400.

With more investment these efforts can positively impact interest in the destination

Stakeholder Workshops/Interviews

This research element included interviews with stakeholders from Fort Bragg.

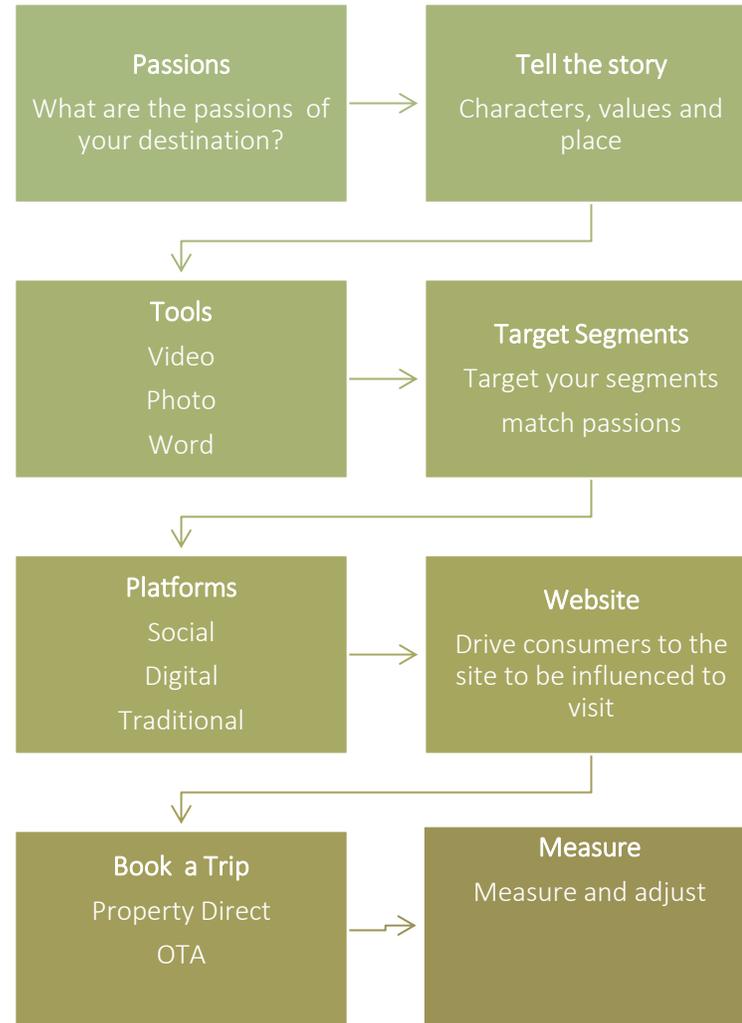
Two community workshops were held and additional stakeholders were interviewed.

A total of 35 people participated in the element.

Overall those interviewed perceived Glass Beach and the activities it offers to be a primary activity in Fort Bragg.

Recommended Marketing Action Plan

Marketing Strategy



Marketing Action Steps

Branding

Website Development

Digital Media Marketing (Interactive/Social Media)

Visitor Information

Content Development (Content /Photo/Video)

Leisure Sales

Advertising

Public Relations

Research Evaluation & Measurement

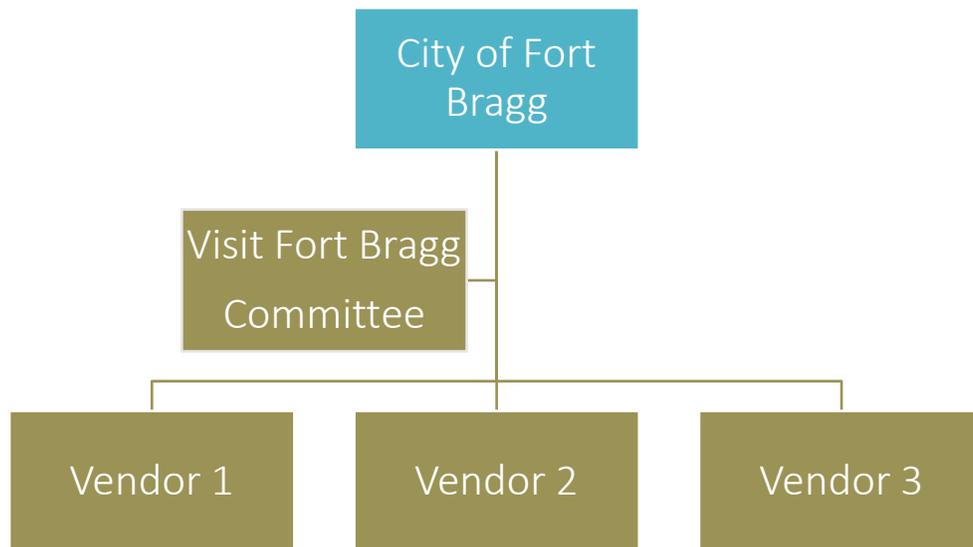
Special Events

Strategic Alliances



Organization-Short Term

SHORT TERM STRUCTURE



POTENTIAL COMMITTEE PARTICIPATION

Three for the lodging industry – 1 flag branded hotel, 1 non-branded hotel and 1 bed & breakfast property.

One seat from the dining sector

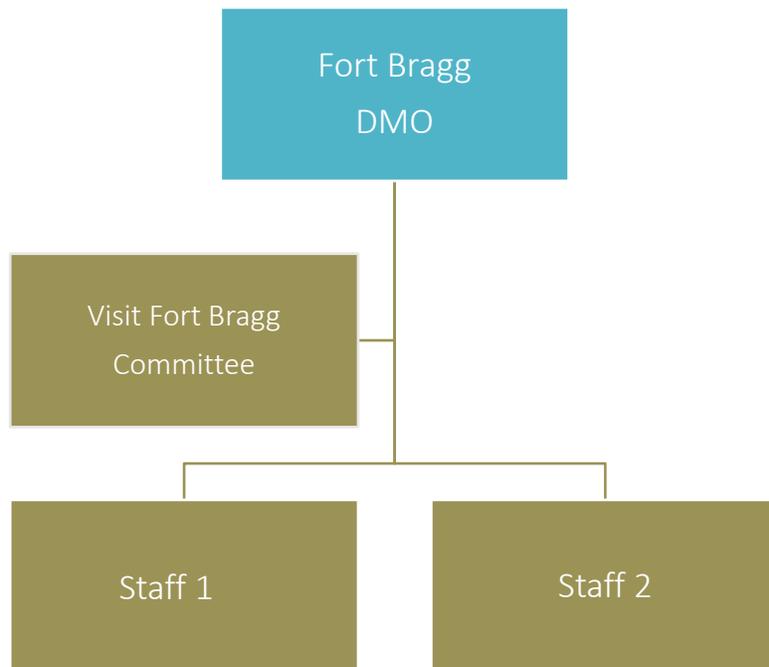
One seat from the retail sector

One seat from recreation/attraction

One seat from art and culture

Organization-Long Term

POTENTIAL LONG TERM STRUCTURE



If/when the budget grows into the \$400,000 to \$500,000 range, the City of Fort Bragg should conduct a formal review of the existing structure and its effectiveness in implementing tourism marketing plans to see if an alternative structure such as the more common Destination Marketing Organization structure is warranted.

Summary

Fort Bragg is the current market leader in overnight visitation in Mendocino County.

Fort Bragg has excellent tourism assets:

- Natural environment

- Infrastructure

- Activities

- Community values/culture

Through its current efforts, Fort Bragg has baseline marketing programs

With the additional funding implementing the recommended strategy and action steps, Fort Bragg can improve its competitive position as well as revenues, employment and local taxes



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