



## DogTrekker.com – Mendocino County Tourism Commission July 2017 – June 2018 Updated Stats – Revised 8/20/18

Updated stats to initial presentation/trailing twelve months:

- Age:
  - Website: 79% of users are Millennial/Gen X
  - Mobile App: 89% of users are Millennial/Gen X
- Geo:
  - Website: 68.3% of all users are from the San Francisco Bay Area/Sacramento Metros
  - Mobile App: 68.9% of all users are from the San Francisco Bay Area/Sacramento Metros

Visit Mendocino County was the first county “Paw-of-Approval” partner destination launched on DogTrekker.com. During the past 7 years, as DogTrekker.com has become the go-to travel source for nearly **two million** California dog-parents, **Mendocino County** has become the go-to destination for DogTrekker.com’s readers and users on all channels (website, newsletter, blog and mobile app—all award winners this past year).

Here is a look at the growth and results of our partnership over this period:

- Timeline:
  - VMC began as our first beta county in 2011
  - The first DogTrekker newsletter featuring Mendocino County debuted in 2012, titled ‘**Carmel of the North**’ and had over a **40%** open rate
  - The highly acclaimed DogTrekker mobile app was launched late 2015 and was tested extensively on the North Coast for its ability to operate while moving in and out of connectivity, wi-fi, no signal and resume signal data modes
- Growth & Awareness:
  - In late 2011 surveys of major Bay Area radio station newsletter subscribers that were pet parents, Mendocino County ranked significantly **out of the top 20** in **Favorite Dog-friendly Destination**—in the latest, 2018 website survey, Mendocino County ranked as **the #3** overall favorite destination (behind Lake Tahoe and Carmel), meaning it was the **#1** overall favorite county!
  - In the 2011 – 2012 year, there were 2,444 pageviews of everything Mendocino County. In 2017 – 2018, that number increased **1,609%** to **41,767**, ranking **#2** out of all 58 California counties in California (only behind Sonoma County)
  - Mendocino County was launched with **40** dog-friendly listings—today it features over **265** triple-vetted lodging, wineries, dining, hiking, water, attractions and local services listings (**including 88 lodging properties**)
  - Over **80** “**long tail**” stories have been written about Mendocino County by DogTrekker.com’s veteran travel writers during this time



- Content/Outbound Link Performance **2017 – 2018** (9/1/17 – 8/31/18) for Mendocino County:
  - As discussed, there were **41,767** pageviews/impressions of all things Mendocino County (landing page, listings, stories, events, etc.)
  - Average time spent on these pages: **1:43** minutes, very strong engagement
  - Outbound events (clicks to Mendocino County websites) from DogTrekker.com totaled **7,285** (this doesn't include display ad, newsletter, social media or other pathways, such as partners, to Mendocino County websites)
  - This equates to an average click rate to pageview of an astounding **18%**
  - Mendocino County ranked **#2** of all California counties in direct outbound clicks
  
- Display Ad Performance 2017 – 2018:
  - Display ad impressions for lodging partners:
    - **347,000** display ad impressions/**1,081** clicks/**.31% CTR**
  - Mendocino County DogCation Performance:
    - December – February: **221,362** display ad impressions/**.42% CTR**
    - **8,400** impressions for the 'Win' page during these months
  
- Newsletter Performance:
  - **601** outbound clicks to Mendocino County websites
  
- The How (we accomplished the above):
  - Worked closely with Visit Mendocino County/Mendocino County Tourism Commission and key lodging partners on local initiatives
  - Continued to research and add dog-friendly listings, search out dog-friendly events and create engaging content for Mendocino County
  - Each Mendocino listing is triple-vetted (phone, website, social media) each year and optimized by our social media/SEO team to boost high-ranking organic search results and click-throughs to Visit Mendocino and other partner websites
  - When we launched Mendocino County, there was only one pathway to the landing page, the "Counties" navigation. Since then, DogTrekker.com has created **multiple pathways** to drive users to Mendocino County content:
    - Created the "Counties" navigation on the website (2011) and mobile app (2016)
    - Events section – 3<sup>rd</sup> most visited page on DogTrekker.com (added 2012)
    - The North Coast Region (added 2012)
    - The Destinations page – 2<sup>nd</sup> most visited page on DogTrekker.com (added 2014)
    - The California Wine Country Region on site and app (created in 2015 for our Mendocino and Sonoma County partners)
    - Road Trips section (added 2015)
    - Lodging section (added 2016)



- Things To Do page: Mendocino County content is included in beaches, hiking, events, dining, attractions and camping (added 2016)
- The California Coastal Beach Region (created in 2017 for our coastal beach partners, including Mendocino County)
- Editorial: DogTrekker.com’s veteran writers and editors more than doubled the number of full stories and mentions during 2017 – 2018, writing about Mendocino county every chance we get:
  - <https://dogtrekker.com/Story/Dog-friendly-Noyo-Beach-Mendocino-County> story mention
  - <https://dogtrekker.com/Story/All-Aboard-A-Family-Friendly-Choo-Choo> story
  - <https://dogtrekker.com/Story/River-Dogs-Rule-At-Little-River-Inn> stakeholder package
  - <https://dogtrekker.com/Story/The-Private-Campground-Advantage> story mention
  - <https://dogtrekker.com/Story/Bark-Early-to-Reserve-These-Primo-Spots> story mention
  - <https://dogtrekker.com/Story/Noyo-Harbor-Inn-Fort-Bragg> story
  - <https://dogtrekker.com/Story/A-Woof-Out-to-Mendocino-County> story
  - <https://dogtrekker.com/Story/The-Grateful-Table> story mention
  - <https://dogtrekker.com/Story/The-Season-of-Giving> story mention
  - <https://dogtrekker.com/Story/Paws-for-a-Good-Read> story mention
  - <https://dogtrekker.com/Story/Take-Time-to-Coast> story
  - <https://dogtrekker.com/Story/Paws-for-an-Overnight-Break-in-Mendocino-County> story
  - <https://dogtrekker.com/Story/A-Toast-to-Mendo-Festival-Season> story
  - <https://dogtrekker.com/Story/Mushroom-On-Over-to-Pet-Passionate-Stanford-Inn-by-the-Sea> stakeholder package
  - <https://dogtrekker.com/Story/Hop-On-Over-to-Hopland> story
- Each story is optimized for SEO and has a very high “long-tail” life for all **80+** stories DogTrekker.com has written about Mendocino County tourism:
  - Story is published in the DogTrekker newsletter or Paw Press Blog
  - Runs on the home page of DogTrekker.com for 1-2 weeks
  - Distributed through social media channels over 2 weeks
  - Added to the Mendocino County, North Coast Region, California Wine Country Region, and as of June 2017, the California Coastal Beaches Region landing pages
  - Based on activity, added to the Lodging and/or Things to Do activity pages
  - Added to the DogTrekker mobile app in as many places as possible



- Event Visibility (Mendocino Visitor Guide, lodging brochures and pet guides) 2017-2018:
  - East Bay SPCA Adoptathon (Oakland)
    - Attendance 4,000 plus
    - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
  - Bark in the Park (San Jose)
    - Attendance 16,000 plus
    - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
  - Bay Area Pet Fair (Marin County – now moving to Alameda County)
    - Attendance: 30,000
    - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
  - Bay Area Pet Expo (San Jose):
    - Attendance 15,000 plus
    - Special table for Visit Mendocino and partners – distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards
    - Stage announcements of Mendocino County DogCation
  - DogFest (San Francisco)
    - Attendance 4,000 plus
    - Distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards from DogTrekker.com booth
  - Sausalito Wag (Sausalito)
    - Attendance 3,500
    - Distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards from DogTrekker.com booth
  - ARF Animals on Broadway (Walnut Creek)
    - Attendance 8,000 plus
    - Distributed VMC visitor guides, dog-friendly brochures and lodging partner rack cards from DogTrekker.com booth
  - Other miscellaneous small event exposure during the year
- Other Promotion/support:
  - Mobile app integrates all Mendocino County listings and stories
  - Radio interviews: DogTrekker Co-founders and editors come out of Bay Area media, have marketing and public relations backgrounds, and regularly appear on radio travel shows promoting our partners. Mendocino County has been a big part of these radio discussions since DogTrekker launch
  - Paw Press Blog
  - Social media channels



- Adoption/Rescue community support
- “Recovery” campaign following 2017 fires
- Support of Grateful Table fundraiser
- Technical and logistics support for Mendocino County Tourism Commission website and more

Total 2017 – 2018 pageviews/impressions with Mendocino County association/visibility: **610,129** (not counting event visibility, Paw Press Blog and social media channels)

Total 2017 – 2018 clicks to Mendocino County websites from website, newsletter and display ads: **8,967**

Total Campaign Value: exceeds **\$25,000**

Additional benefits of the partnership:

- While dog travel is a large enough ‘niche’ to be considered a major destination driver on its own, it is also closely associated, and interconnected with, outdoor, family, adventure, culinary, LGBTQ and other travel initiatives
- Out of the **½ million pet parents** who use DogTrekker channels to plan travel with their dogs **each year, 125,000** continue to use DogTrekker to plan travel even when they are not taking their pups with them
- Mendocino County targets millennials. Research shows that millennials and Gen-Xers make up a large percentage of dog owners and DogTrekker.com’s website and mobile app reaches these groups
- As documented, this campaign delivers very long tail exposure for the county, the most by any marketing/promotional medium our partners have seen
- DogTrekker.com promotes Mendocino County wines at fundraising events throughout the Bay Area, including pouring and auctions
- Mendocino County has been promoted at over **60** adoptathons and dog events over the past **7** years
- Mendocino County events are given **Priority Event** status
- Our click-through rates on our digital ads for partners are at industry highs
- Over **150,000** DogTrekker mobile app brochures have been distributed through California Welcome Centers and dozens of partner visitor centers, promoting the app, the North Coast and Mendocino County
- Best of all – this entire campaign is turn-key, with little Mendocino County staff bandwidth necessary

DogTrekker.com is LOCAL 🐾 ACCURATE 🐾 ENGAGING 🐾 COMMITTED

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