



DogTrekker.com – Mendocino County Tourism Commission 2018 – 2019 Renewal

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.

The key takeaways from the 2017 – 2018 history and [performance report found here](#):

1. Dog-friendly travel has become a huge destination driver over the past decade, with more than \$250 million generated in dog fees and \$11 billion total spend by leisure travelers in California while traveling with pets each year.
2. DogTrekker.com is the #1 resource for over a half million dog parents who plan travel with and without their dogs in California every year (**96%** of the DogTrekker audience travels with their dog each year – Sunset Magazine’s readership is 65% – Destination Analysts reports that 40% of leisure travelers take their pet along)
3. Though a collaborative partnership over the past seven years between DogTrekker.com and Mendocino County, the destination has achieved dominance in the “pet-friendly” California travel market, moving from number 23 out of 30 destinations at the time to the 2nd most top-of-mind dog-friendly county in the state
4. The 88 dog-friendly lodging properties and over 265 total dog-friendly listings benefit from the constant promotion of the county by DogTrekker channels and long-tail nature of the listings and dozens of stories written by veteran travel writers
5. With over 7,285 hand-offs (outbound links) from DogTrekker.com during the 2017 – 2018 year, not including digital ad campaigns from lodging partners, the cost per click is an astounding \$1.30!

DogTrekker wants to be your K-9 Concierge for the 2018 – 2019 year and will continue to provide this exceptional coverage (see page 2 for a recap).

- Renewal cost for the 2018 - 2019 year: \$7,500 net, all-inclusive (includes app)
- Content integration renewal 2018 - 2019: \$2,000
- On location event promotion throughout the year: \$2,500 waived (last paid in 2014 - 2015)

Total: \$9,500 net



Kayla, DogTrekker’s Director of Barketing



These are the components of a year-long all-inclusive partnership program with DogTrekker.com:

Dates: 9/1/18 – 8/30/19

Exclusive **Partner-only** Assets & Benefits:

1. A dedicated set of [Mendocino County](#) landing pages maintained by the DogTrekker.com Web Services Team. Includes dedicated Research Team vetting all lodging properties, restaurants, attractions and local services for dog-friendliness at least once per year.
2. Primary navigation position on 'Counties' section on [DogTrekker.com](#) and the DogTrekker mobile app
3. Rotating banner on the '[Destinations](#)' page, the 2nd most viewed entry page on DogTrekker.com, with link to the Mendocino landing page on DogTrekker.com
4. Enhanced [hiking](#), [beach](#) and [water activity](#) sections (on-leash/off-leash) on the Mendocino County primary pages on DogTrekker.com, including the very latest rules, regulations, safety concerns, pending legislation, advocacy and more
5. Exclusive Mendocino destination newsletter take-over featuring a minimum of four stories written by the veteran DogTrekker.com Editorial Staff
6. Mendocino stories added to the appropriate category on the very popular '[Things To Do](#)' page
7. Feature Mendocino 'block' and stories on the new '[CA Coastal Beaches](#)' pages
8. Feature Mendocino 'block' and stories on the '[CA Wine Country](#)' pages
9. Inclusion in the interactive map section of the '[North Coast](#)' landing pages
10. Priority '[Event postings](#)' (includes event pages – 4th most popular section on DogTrekker.com, home page, North Coast and Mendocino County landing pages).
11. Custom itinerary posted on DogTrekker.com's '[Road Trips](#)' pages
12. Display ad promotion on DogTrekker.com (100,000 display ads TBD)
13. Social media integration
14. 25% discount for any lodging or other properties for display, 'Featured Sponsor' or other DogTrekker.com programs (DogTrekker.com reserves key promotional and advertising assets for partners)
15. Outreach and promotional support to the local [animal welfare organizations](#) within Mendocino County (DogTrekker.com reserves a portion of its assets for non-profit, animal welfare organizations—"tourism supports the community through support of local rescue")

[DogTrekker.com](#) is LOCAL 🐾 ACCURATE 🐾 ENGAGING 🐾 COMMITTED

Dave Kendrick 🐾 dave@dogtrekker.com 🐾 415.459.3647