



26 February 2014

To: Mendocino Governance and Marketing Committee

Fr: Carl Ribaldo, Strategic Marketing Group

CC: Scott Schneider, Visit Mendocino County

RE: Visit Mendocino Dashboard

Overview

As part of the scope of work SMG has reviewed the potential available and useable information for the development of the Visit Mendocino County "Dashboard". I have enclosed our preliminary recommendations for your review.

You will note the major dashboard categories include the following:

- Regional performance including taxable sales and travel spending
- Lodging performance to track the industry specifically
- DMO performance- Designed to track the performance of Visit Mendocino

It is important to note that one of the most needed Dashboard elements is for monthly occupancy and average daily rate data. These are important data sets for both Visit Mendocino County and the private sector to have a common view of market performance without this information the destination is in essence flying blind.

Currently, there are two potential opportunities to get this type of information:

1. Smith Travel Research- STR is a national lodging data provider and their information is used widely within the lodging and investment community. It is recommended the lodging association request Visit Mendocino identify what the cost of having STR develop a custom monthly report for Mendocino County. The collected information would only be available in aggregate and no individual property information is made public. For more information www.str.com .

2. Mendocino County- A second and less costly approach is to work with Mendocino County to add two questions to their Transient Occupancy Tax report. The report format could be reworked to provide the following:

Mendocino County “Dashboard Elements”

- Number of available rooms
- Number of nights in the reporting period

From the existing collected data and the addition of the data that is collected above reports could include the following:

- ✓ Total lodging revenue generated
- ✓ Total rooms rented
- ✓ Occupancy rate
- ✓ Average Daily Rate

While there may be additional set up costs for the county it is advisable that Visit Mendocino pay these costs. In the long run those costs are one time only charges and will be less than an ongoing stream to use Smith Travel Data. We are prepared to assist Visit Mendocino County with its request to the County for the form changes.

Overall the recommended Dashboard Elements should provide the Board of Directors and the broader community a comprehensive view of the situation as well as Visit Mendocino performance.

We recommend the information be provided on a monthly and annual summary to all interested parties.

Potential Visit Mendocino County Dashboard Data Elements

Dashboard Indicator	Collection Period	Collection area	Comments	Source
Regional Performance				
Taxable sales	Quarterly	County-wide	Lags 6-12Months	State Board of Equalization
Travel spending	Annual	County-wide	Lags a year in collection	Visit California
Travel Industry Employment	Annual	County-wide	Lags a year in collection	Visit California
Travel Industry taxes generated	Annual	County-wide	Lags a year in collection	Visit California
Lodging Performance				
Transient occupancy tax collections	Monthly	County-wide	Lags 60 Days	Mendocino County
Occupancy Rate	Monthly	County and zip basis	Currently not available but can be adapted to existing County forms	Mendocino County
Average Daily Rate	Monthly	County and zip Basis	Currently not available but can be adapted to existing County forms	Mendocino County
DMO Performance				
Site Performance	Monthly	DMO		Visit Mendocino
Unique Visitors	Monthly	DMO		Visit Mendocino
Time on site	Monthly	DMO		Visit Mendocino
Bounce Rate	Monthly	DMO		Visit Mendocino
Data Base				
Email address capture	Monthly	DMO		Visit Mendocino
Social Media				
New Facebook fans	Monthly	DMO		Visit Mendocino
New Twitter followers	Monthly	DMO		Visit Mendocino
Public Relations				
Ad equivalency	Seasonally	DMO		Visit Mendocino
Number of editors visited	Seasonally	DMO		Visit Mendocino
Number of feature articles	Seasonally	DMO		Visit Mendocino
Sales				
Leads generated	Seasonally	DMO		Visit Mendocino
Advertising				
Leads generated	Seasonally	DMO		Visit Mendocino
Visitor Centers				
Number of visitors	Monthly	DMO		Visit Mendocino

Recommended Monthly/Seasonal Report Format

Dashboard Indicator	January 2014	January 2013	Year to Date 2014	Year to Date 2013
MONTHLY INDICATORS				
Lodging Performance				
Transient occupancy tax collections				
Occupancy Rate				
Average Daily Rate				
DMO Performance				
Site Performance				
Unique Visitors				
Time on site				
Bounce Rate				
Data Base				
Email address capture				
Social Media				
New Facebook fans				
New Twitter followers				
SEASONAL INDICATORS				
Public Relations				
Ad equivalency				
Number of editors visited				
Number of feature articles				
Sales				
Leads generated				
Advertising				
Leads generated				
Visitor Centers				
Number of visitors				