

## Mendocino County

### Goal:

**Increase overall demand for overnight visitation** (leisure and group) during key times of the year in an effort to increase revenues, employment and taxes in Mendocino County.

### Objectives

1. Continue to **effectively position Mendocino County** as one of California's premier coastal destinations.
2. **Educate consumers** on the different coastal and inland experiences that can be found within the county.
3. **Increase marketing focus to key lifestyle and passion segments** including outdoor/recreation, wine, food and romance.
4. Increase **the role of technology and digital marketing efforts** in order to broaden the reach and increase effectiveness.
5. Develop and implement a marketing dashboard that tracks key indicators for the destination and VMC and distribute that information in an effort to educate and support the tourism industry.
6. Implement research that tracks the effectiveness of the VMC website and the influence it has on persuading visitors to visit Mendocino County.